

14 November 2017

# **FINAL RESULTS:**

## **ANNUAL RESIDENT SURVEY 2017**

*618 Self-Completed Responses  
575 Online Responses & 43 Postal Responses  
Survey Ran Live: 13 September to 2 October 2017 Inclusive*

**Prepared For:**

**Thanet District Council**

**Prepared By: Judy Barrett MSc, DipM**

**JB Market Research Services Ltd  
9 Naseby Avenue, Folkestone, Kent, CT20 3SJ  
Tel: 01303 249334  
Mob: 07863 106642 Email: [judy@jbmarketresearch.co.uk](mailto:judy@jbmarketresearch.co.uk)  
Web: [www.jbmarketresearch.co.uk](http://www.jbmarketresearch.co.uk)**

# INDEX

<b>INTRODUCTION</b>	<u>3-13</u>
Aims & Objectives	3-4
Methodology & Timing	5-7
Notes for the Reader	8- 9
Profile of Respondents	10-13
<b>TOP LINE SURVEY RESULTS</b>	<u>14-103</u>
Q1 to Q20	
<b>CONCLUSIONS</b>	<u>104-107</u>
<b>APPENDIX 1</b>	<u>108-132</u>
Notes for the Reader	109
Ward by Ward Findings for Q1, Q2, Q3, Q8b, Q8h and Q11	110-132

# INTRODUCTION

## Aims & Objectives

In 2016, Thanet District Council ran an online Annual Residents Survey which achieved some 444 responses. This was an open consultation which meant that anyone could select themselves to take part.

This year, the Council wanted to gain a more representative sample of the views of Thanet residents as well as create a more in-depth survey to better explore resident's views on the Council, its services and the local area. Furthermore, they wanted to try and improve on the number of responses achieved in the 2016 survey.

In order to achieve these objectives, Thanet District Council sent postcards to a random stratified sample of 6,000 residents across all Wards in the district, inviting them to complete this year's online survey. Such a volume of 'postcard invitations' were sent out in order to give the Council confidence that the results data would be robust and more representative of the district's demographics than in previous years.

The 2017 Annual Residents Survey sought to establish the following:

- What respondents felt were the three most important things that make Thanet a good place to live from a list of 22 options, plus the option to enter an 'Other' response
- What respondents felt were the three things that most need improving in Thanet from the same list of 22 options, plus the option to enter an 'Other' response
- How satisfied or dissatisfied respondents were with their neighbourhood as a place to live
- How much respondents agreed or disagreed with a range of statements in relation to how Thanet District Council is performing
- How respondents are likely to speak of the Council, when asked or without being asked
- How would respondents most like to describe the Thanet District Council of the future, three choices from a list of 16 attributes, plus the option to enter an 'Other' response
- How often respondents use or visit a range of facilities and amenities provided by the Council
- How satisfied or dissatisfied were respondents with a range of services, facilities and amenities offered by the Council
- Were respondents aware of a range of initiatives that were introduced by the Council in order to improve cleanliness in the district
- How surprised or otherwise were respondents to learn that only 14p in every £1 Council Tax paid actually goes to Thanet District Council
- Based on the above, to what extent did respondents agree or disagree that Thanet District Council provides value for money for the Council Tax paid
- How did respondents feel about a range of suggestions if a service they cared about was at risk of being cut

- Did respondents have any comments or suggestions as to how Thanet District Council could cope with National Government funding cuts
- How would respondents prefer the Council to keep them informed about its activities and services
- Did respondents know that they could contact their Ward Councillor with issues or questions about the Council or the services it provides
- Did respondents know who their Ward Councillor was
- How informed or otherwise did respondents feel about the services that the Council provides
- Would respondents like to sign up to receive the Council's e-Newsletter
- Would respondents be interested generally in getting involved in future research
- Would respondents be interested in finding out more about the Citizen's Panel that the Council is setting-up
- The gender of respondents
- The age group of respondents
- Whether respondents were a Thanet District Council Employee or Councillor

## Methodology & Timing

The Annual Resident Survey was run in SNAP software by Thanet District Council and was live between the dates of Wednesday 13 September and Monday 2 October 2017 inclusive. JB Market Research Services gave advice on both the question wording and the online survey set-up file, as well as by compiling this report.

Participation was by 'postcard invitation' only, as below, with some 6,000 postcards being sent out to residents across the District.



Each postcard had a unique identity number which residents were asked to enter into the software at the start of completing the online survey.

Thanet District Council's Business Analyst created a random stratified sample of 6,000 residents drawn from the Council Tax address file and the postcards were sent out on Wednesday 13 September 2017. A reminder postcard was also sent out on Monday 25 September, with the deadline of Monday 2 October again clearly highlighted.

For the exact spread of postcards by Ward, see Table 1 overleaf.

**Table 1 to Show the Number of Postcard Invitations Sent out By Ward  
(Supplied By Thanet DC)**

Ward	Population	% of Thanet Population	Number of Postcards Sent Out by Ward
Beacon Road	4,810	3%	205
Birchington North	3,820	3%	165
Birchington South	6,300	5%	270
Bradstowe	4,110	3%	175
Central Harbour	8,520	6%	365
Cliffsend and Pegwell	4,880	3%	210
Cliftonville East	6,350	5%	275
Cliftonville West	10,440	7%	450
Dane Valley	7,920	6%	340
Eastcliff	8,440	6%	360
Garlinge	4,880	3%	210
Kingsgate	2,200	2%	95
Margate Central	6,080	4%	260
Nethercourt	4,860	3%	210
Newington	5,480	4%	235
Northwood	6,580	5%	280
Salmestone	5,820	4%	250
Sir Moses Montefiore	5,220	4%	225
St Peters	6,990	5%	300
Thanet Villages	7,130	5%	305
Viking	7,220	5%	310
Westbrook	4,400	3%	190
Westgate-on-Sea	7,340	5%	315
<b>TOTAL</b>	<b>139,790</b>		<b>6,000</b>

Throughout the fieldwork window, some of those residents who had received a 'postcard invitation' to complete the survey made contact with Thanet District Council to request a paper copy of the questionnaire. Some 70 of these were duly sent out with the corresponding unique identity number marked on.

In total, there were 630 responses received, some 587 responses online and 43 that were completed on paper which were entered into the SNAP software survey file by hand at the Council offices. Bearing in mind that 19 postcards were actually undeliverable by Royal Mail because the address was inaccessible or the addressee had gone away, the 630 responses represented a response rate of 10.53% (based on

the 5,981 postcards that were actually delivered, after deducting the 19 undeliverable postcards from the 6,000 that were sent out).

To complete the picture, a further 7 paper questionnaires were actually returned to Thanet District Council but were discarded due to several questions not being answered, and, some 57 potential respondents started to fill in the online survey but did not actually complete and submit it.

The results in this report exclude 12 cases because these respondents were either a Thanet District Councillor or a Thanet District Council Employee. Some 9 respondents indicated that they were 'Employees' and a further 4 said they were 'Councillors', one of them having ticked both boxes.

Hence, the results in this document are based on 618 respondents which marginally falls short of the 625 responses needed to ensure that at the 95% confidence level, the results are within a +/- 4% margin of error. To put that into perspective, at the same confidence level, some 1,100 responses are required to ensure the results are within a +/- 3% margin of error and 400 responses would have been required for the results to be within a +/-5% margin of error.

## NOTES FOR THE READER

Please note the following in relation to this report and the presentation of the survey results.

### General

The results have been presented to one decimal place.

The 'Don't know' responses have been included in the analysis in this report (rather than excluded).

Due to rounding, the percentages do not add exactly to 100.0% all of the time.

Where we have added together percentages from the top line results or cross-tabulations, such as the incidence of respondents saying 'Very likely' and 'Quite likely' combined, we have taken the percentages shown in the top line results or cross-tabulations and added them together (rather than recalculate the percentage based on the number of respondents), so that again due to rounding, minimal differences may have occurred.

Some of the question wording has been abbreviated to fit into the top line results, charts and cross-tabulations, for the exact wording see the question headers in bold in this report.

Where less than 50 respondents have answered a question, caution should be applied when considering the results. Therefore, the results by Ward should be treated with caution as they are not robust, except for the case of Viking where there were 53 respondents.

Whilst SNAP automatically converted a unique identity number into a 'Ward' name within SNAP, we have set-up a derived variable so that cross-tabulations can be run by Ward. This derived variable for Ward is called 'V1' in the results.

For Q10 and Q14 additional analysis is included in this document by both Age Group and Gender.

For Q4, Q7 and Q12 it was possible to produce an 'At-A-Glance' table which showed all of the results to the sub-questions. It was not however possible to do this in relation to Q8 as the base number for each sub-question was different (because those respondents who had 'Never used' the corresponding facility in Q7 were excluded - where applicable - from the results and this varied for each sub-question).

The results in this document exclude the results to the one open-ended question, Q13, which asked respondents for any other comments or suggestions they may have as to how Thanet District Council could cope with National Government funding cuts. The analysis of these comments has been undertaken in-house by the Council, along with the 'Other' responses given in Q1, Q2, Q6, Q14 and the names of the tourist attractions visited most often in Q7j.



Cross-tabulations have been run as requested for Q1, Q2, Q3, Q8a - Q8j, Q10, Q11 and Q14 by V1. Ward, Q23. Gender and Q24 Age Group. They have been supplied to Thanet District Council in a separate PDF document, electronically only. As there are 23 Wards in Thanet plus an 'Unknown' category making 24 columns, the cross-tabulations by Ward are very small when viewed at 100% but if enlarged they can be viewed all on the same page (which we find is easier than viewing them across several pages).

Appendix 1 includes key findings by Ward and has separate 'Notes for the Reader' to explain what is presented and how. The findings by Ward are not robust and are more of a general guideline because of the relatively small number of respondents who lived in each Ward.

## PROFILE OF RESPONDENTS

To give the reader an overall idea of the profile of respondents to the survey before considering the results, the following demographics are shown overleaf:

- Gender
- Age Group
- Ward of Residence

### Q23. GENDER

*Asked to all 618 respondents*

*Single response question*

(n=618)

Counts Break % Respondents	
<b>Base</b>	<b>618</b>
<b>Q23. Gender</b>	
<b>Male</b>	300 48.5%
<b>Female</b>	297 48.1%
<b>Other</b>	1 0.2%
<b>Prefer not to say</b>	20 3.2%

- As can be seen from the above, the split of 'Male' and 'Female' respondents was almost even, with 48.5% (300 respondents) being 'Male' and 48.1% (297 respondents) being 'Female'
- Some 3.2% (20 respondents) answered 'Prefer not to say' and the remaining 1 respondent, 0.2%, answered 'Other' to this question

## Q24. AGE GROUP

Asked to all 618 respondents

Single response question

(n=618)

Counts Break % Respondents	
<b>Base</b>	<b>618</b>
<b>Q24. Age Group</b>	
<b>18-34</b>	33 5.3%
<b>35-54</b>	132 21.4%
<b>55-74</b>	345 55.8%
<b>75+</b>	82 13.3%
<b>Prefer not to say</b>	26 4.2%

- As can be seen from the above, respondents in the age bracket of '55-74 years' represented over half of all survey respondents, with 55.8% (345 respondents) of them falling within this age group
- Those aged '35-54 years' made up just over a fifth of respondents, with 21.4% of respondents (132 respondents) falling into this age group
- Some 13.3% of respondents (82 respondents) were aged '75 and over' and 5.3% (33 respondents) were aged '18-34 years'
- The remaining 4.2% (26 respondents) answered 'Prefer not to say'

## V1. WARD

Automatically converted for all 618 respondents by SNAP software from the unique identity number entered by respondents

23 Wards plus an 'Unknown' category

Wards are in alphabetical order

(n=618)

Counts Break % Respondents	
<b>Base</b>	<b>618</b>
<b>V1. Ward</b>	
<b>Beacon Road</b>	20 3.2%
<b>Birchington North</b>	24 3.9%
<b>Birchington South</b>	34 5.5%
<b>Bradstowe</b>	24 3.9%
<b>Central Harbour</b>	28 4.5%
<b>Cliffsend and Pegwell</b>	30 4.9%
<b>Cliftonville East</b>	30 4.9%
<b>Cliftonville West</b>	24 3.9%
<b>Dane Valley</b>	36 5.8%
<b>Eastcliff</b>	28 4.5%
<b>Garlinge</b>	25 4.0%
<b>Kingsgate</b>	12 1.9%
<b>Margate Central</b>	15 2.4%
<b>Nethercourt</b>	20 3.2%
<b>Newington</b>	14 2.3%
<b>Northwood</b>	22 3.6%
<b>Salmestone</b>	16 2.6%
<b>Sir Moses Montefiore</b>	23 3.7%

<b>St Peters</b>	40 6.5%
<b>Thanet Villages</b>	26 4.2%
<b>Unknown</b>	10 1.6%
<b>Viking</b>	53 8.6%
<b>Westbrook</b>	32 5.2%
<b>Westgate-on-Sea</b>	32 5.2%

- The 618 respondents to the survey lived across all 23 Wards of the District, ranging from some 12 respondents who lived in 'Kingsgate' Ward to 53 who lived in 'Viking' Ward
- In relation to 10 of the respondents who replied by post, their postcodes were 'Unknown' and as such have their own category in the results

## **TOP LINE SURVEY RESULTS**

### **Q1 to Q20 TOP LINE RESULTS**

The reporting contained herein, by question, shows the question wording, to whom the question was asked, by how many respondents the question was answered (*if less than all respondents*), whether the question was a single, triple or multiple response question, or, an open-ended question plus any other relevant notes applicable to the question, the respondents or the responses.

The top line results for each question are then presented in a colour chart, followed by a description of the top line survey findings, including both the number of respondents and the corresponding percentages to one decimal place. Further analysis has also been added for Age Group and Gender for both Q10 and Q14.

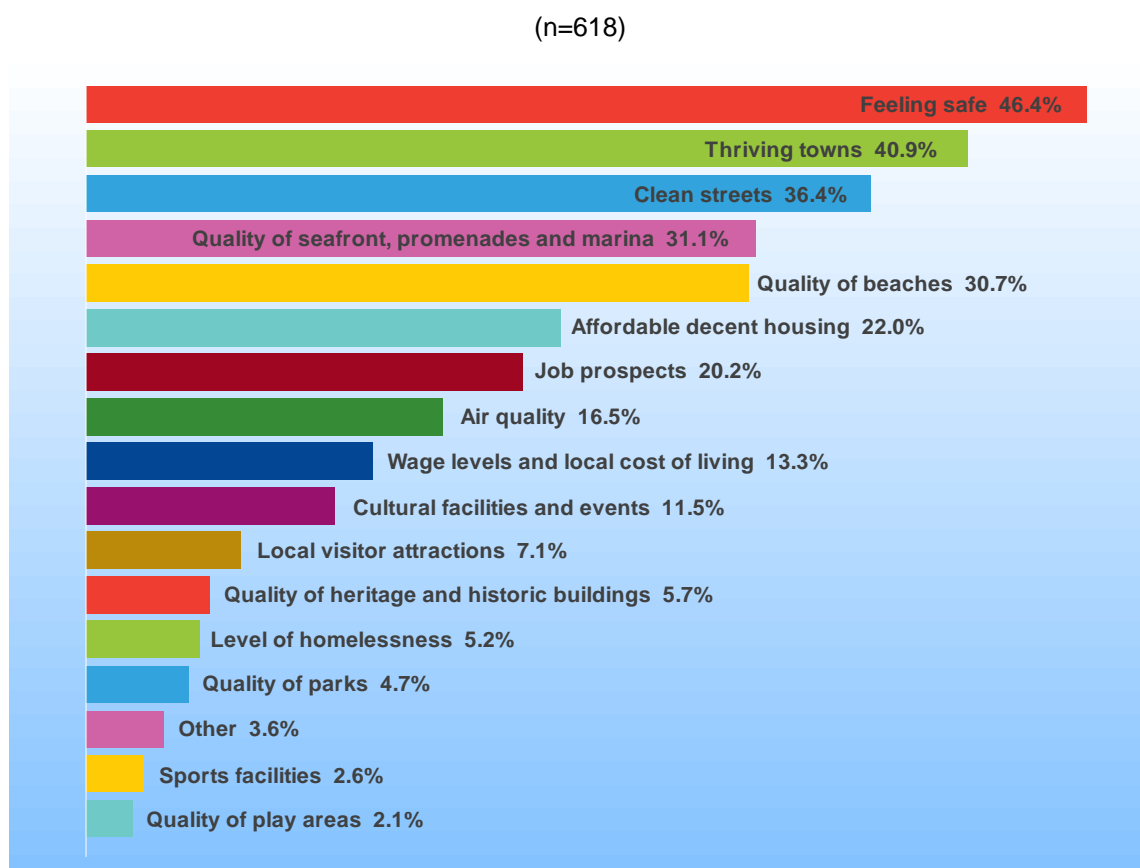
**Q1. What do you think are the THREE most important things in making Thanet a good place to live?**

*Asked to all 618 respondents*

*Triple response question*

*Results presented in descending order of frequency mentioned*

*The 'Other' responses that were given are being interpreted by Thanet DC*



- When all 618 respondents were asked what were 'The three most important things in making Thanet a good place to live', there were three responses which were selected by more than a third of all respondents
- The most likely response to be selected was 'Feeling safe' and by 46.4% (287 respondents), followed by 'Thriving towns' which was selected by some 40.9% of respondents (253 respondents) and then 'Clean streets' which was selected by 36.4% (225 respondents)

- Just over 3-in-10, some 31.1% (192 respondents) selected the 'Quality of seafront, promenades and marina' and 3-in-10, 30.7% (190 respondents) selected the 'Quality of beaches'
- 'Affordable decent housing' was selected by 22.0% (136 respondents) and 'Job prospects' by 20.2% (125 respondents). Some 16.5% of respondents (102 respondents) selected the 'Air quality' as one of 'The three most important things in making Thanet a good place to live', and, 13.3% (82 respondents) selected 'Wage levels and local cost of living'
- These were followed by 11.5% (71 respondents) who selected the 'Cultural facilities and events' and 7.1% (44 respondents) who selected the 'Local visitor attractions'
- The 'Quality of heritage and historic buildings' was selected by 5.7% (35 respondents) of respondents as one of 'The three most important things in making Thanet a good place to live', some 5.2% (32 respondents) of respondents selected the 'Level of homelessness' and some 4.7% (29 respondents) answered the 'Quality of parks'
- The 'Other' response option was selected by some 3.6% (22 respondents) and these responses are being analysed in-house by Thanet DC (where the respondent defined what they meant by 'Other')
- The two least likely things to be selected as one of 'The three most important things in making Thanet a good place to live' were the 'Sports facilities' by 2.6% (16 respondents) and the 'Quality of play areas' by 2.1% (13 respondents)



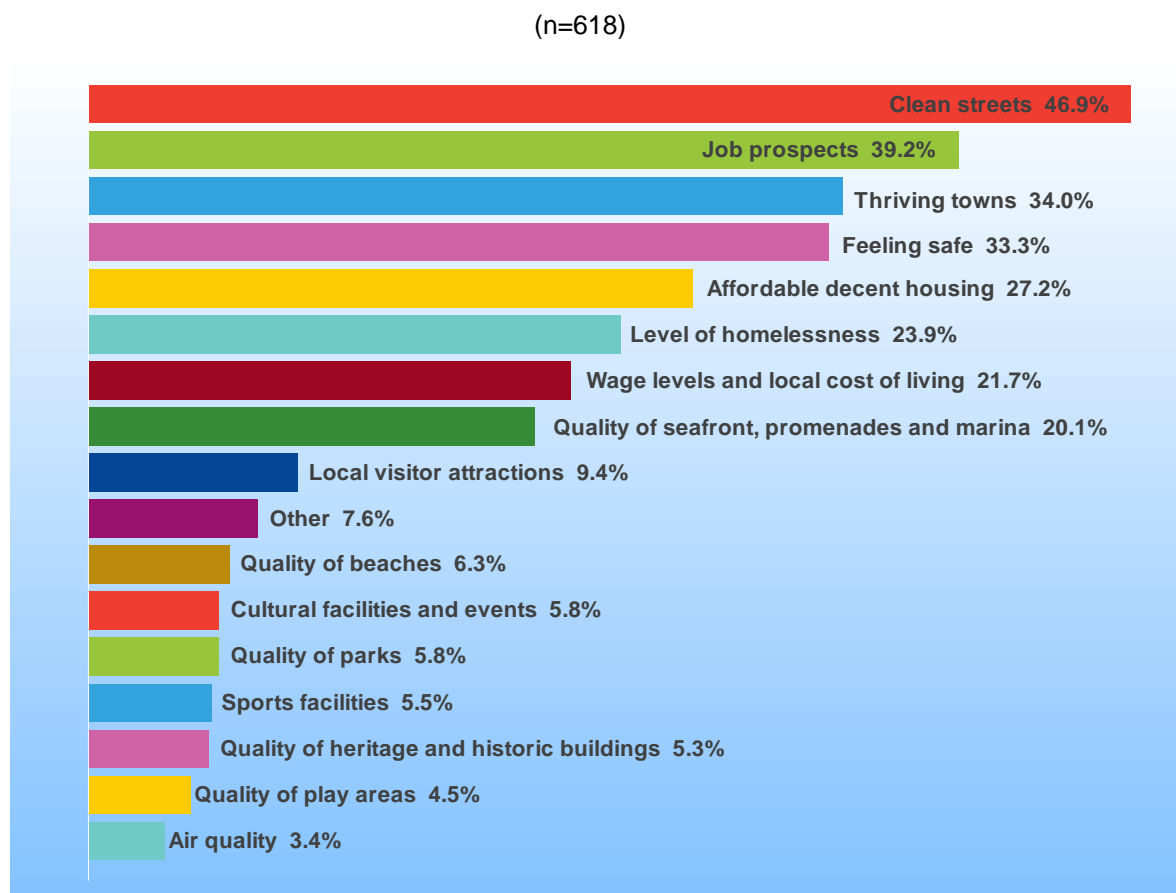
## Q2. Please tell us the THREE things that you think most need improving in Thanet?

Asked to all 618 respondents

Triple response question

Results presented in descending order of frequency mentioned

The 'Other' responses that were given are being interpreted by Thanet DC



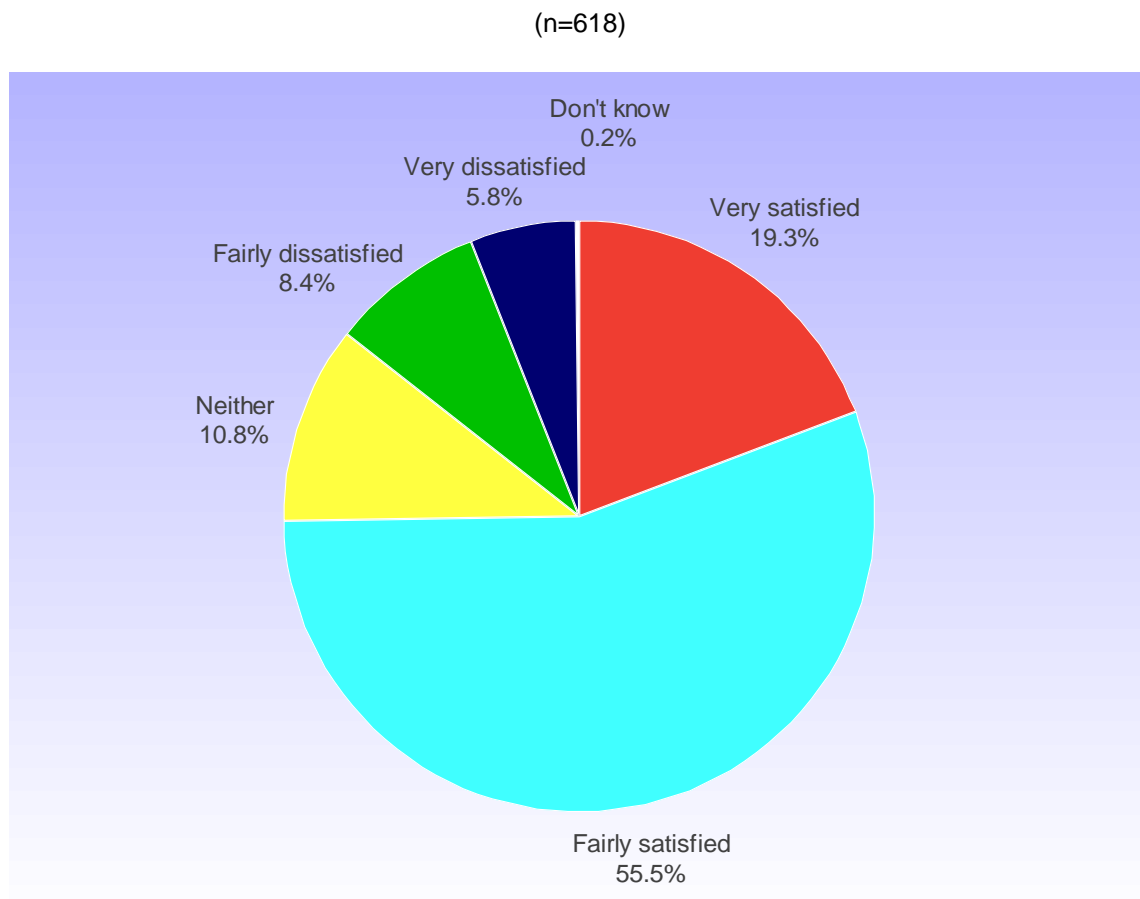
- When all 618 respondents were then asked what were 'The three things that you think most need improving in Thanet', there were four responses which were selected by a third, or more, of all respondents
- Interestingly, the three options that were considered 'The three most important things in making Thanet a good place to live' also appear in the top four most selected responses in this question, with the addition of 'Job prospects'
- The four most selected responses were as follows: 'Clean streets' chosen by 46.9% (290 respondents), followed by 'Job prospects' as selected by 39.2% of respondents (242 respondents), followed by 'Thriving towns' which was selected by some 34.0% of respondents (210 respondents) and then, 'Feeling safe' was selected by exactly a third, 33.3% (206 respondents)

- 'Affordable decent housing' was selected by 27.2% (168 respondents), some 23.9% of respondents (148 respondents) selected the 'Level of homelessness' and some 21.7% (134 respondents) selected 'Wage levels and local cost of living'
- One-in-5, 20.1% of respondents (124 respondents) said the 'Quality of seafront, promenades and marina' was one of 'The three things that you think most need improving in Thanet'. Less than half as many, 9.4% (58 respondents) selected 'Local visitor attractions'
- The 'Other' response option was selected by some 7.6% (47 respondents) and these responses are being analysed in-house by Thanet DC (where the respondent defined what they meant by 'Other')
- Just 6.3% of respondents (39 respondents) selected the 'Quality of beaches' and 5.8% (36 respondents) cited the 'Cultural facilities and events' as one of 'The three things that you think most need improving in Thanet'. Some 5.8% (36 respondents) answered the 'Quality of parks' and slightly fewer, 5.5% of respondents (34 respondents) selected the 'Sports facilities'. Slightly fewer again, 5.3% of respondents (33 respondents) selected the 'Quality of heritage and historic buildings'
- Least likely to be chosen as one of 'The three things that you think most need improving in Thanet' were the 'Quality of play areas' by 4.5% (28 respondents) and the 'Air quality' by 3.4% (21 respondents)

**Q3. How satisfied or dissatisfied are you with your local neighbourhood as a place to live?**

*Asked to all 618 respondents*

*Single response question*



- There was a positive reaction in terms of respondent's satisfaction with their 'Local neighbourhood as a place to live' with three-quarters of respondents, 74.8% (462 respondents) saying that they were either 'Very satisfied' or 'Fairly satisfied'. Just under 1-in-5, 19.3% (119 respondents) were 'Very satisfied' and over half, 55.5% (343 respondents) were 'Fairly satisfied'
- Just 5.8% of respondents (36 respondents) were 'Very dissatisfied' and a further 8.4% (52 respondents) were 'Fairly dissatisfied' with their 'Local neighbourhood as a place to live', totalling 14.2% (88 respondents) who were either 'Very dissatisfied' or 'Fairly dissatisfied'
- Some 10.8% (67 respondents) were 'Neither satisfied or dissatisfied' with their 'Local neighbourhood as a place to live' and the remaining 0.2% (1 respondent) answered 'Don't know' to this question

**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Note: The percentages add across the page*

**AT A GLANCE: Q4a-Q4h**

(n=618 for each question)

Counts Analysis % Respondents	Total						
		Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	Don't know
Q4a. How much agree or disagree: The Council is working to make the area cleaner	618	32 5.2%	191 30.9%	122 19.7%	150 24.3%	101 16.3%	22 3.6%
Q4b. How much agree or disagree: The Council is helping to make Thanet a safer place	618	21 3.4%	110 17.8%	210 34.0%	147 23.8%	73 11.8%	57 9.2%
Q4c. How much agree or disagree: The Council is helping to attract investors into the area	618	27 4.4%	185 29.9%	152 24.6%	114 18.4%	70 11.3%	70 11.3%
Q4d. How much agree or disagree: The Council is raising the profile of Thanet as a visitor destination	618	59 9.5%	259 41.9%	134 21.7%	79 12.8%	41 6.6%	46 7.4%
Q4e. How much agree or disagree: The Council involves residents in making decisions	618	13 2.1%	116 18.8%	178 28.8%	143 23.1%	118 19.1%	50 8.1%
Q4f. How much agree or disagree: The Council listens to the concerns of local residents	618	10 1.6%	77 12.5%	156 25.2%	161 26.1%	161 26.1%	53 8.6%
Q4g. How much agree or disagree: The Council has approachable and friendly staff	618	41 6.6%	144 23.3%	232 37.5%	68 11.0%	43 7.0%	90 14.6%
Q4h. How much agree or disagree: The Council is doing a better job now than one year ago	618	13 2.1%	66 10.7%	247 40.0%	101 16.3%	99 16.0%	92 14.9%

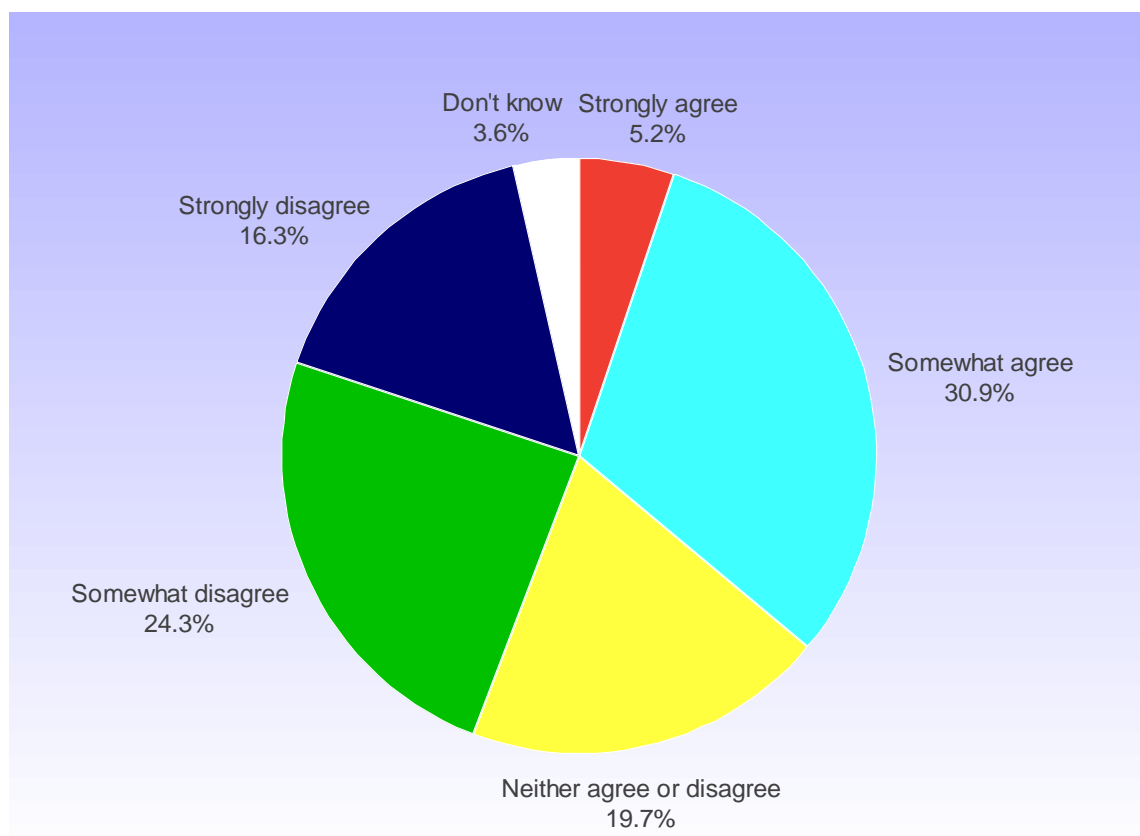
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**a) The Council is working to make the area cleaner**

(n=618)



- By a relatively small margin, respondents were more likely to be in disagreement than agreement with this statement, as demonstrated by the following
- Over a third of all 618 respondents, 36.1% (223 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council is working to make the area cleaner' with 5.2% (32 respondents) answering 'Strongly agree' and 30.9% of them (191 respondents) answering that they 'Somewhat agree'
- Some 4-in-10 respondents, 40.6% (251 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with it. Some 16.3% (101 respondents) answered 'Strongly disagree' and 24.3% of them (150 respondents) said that they 'Somewhat disagree' with the statement 'The Council is working to make the area cleaner'

- Around a fifth, 19.7% (122 respondents) said that they 'Neither agree or disagree' with the statement and the remaining 3.6% of respondents (22 respondents) answered 'Don't know'

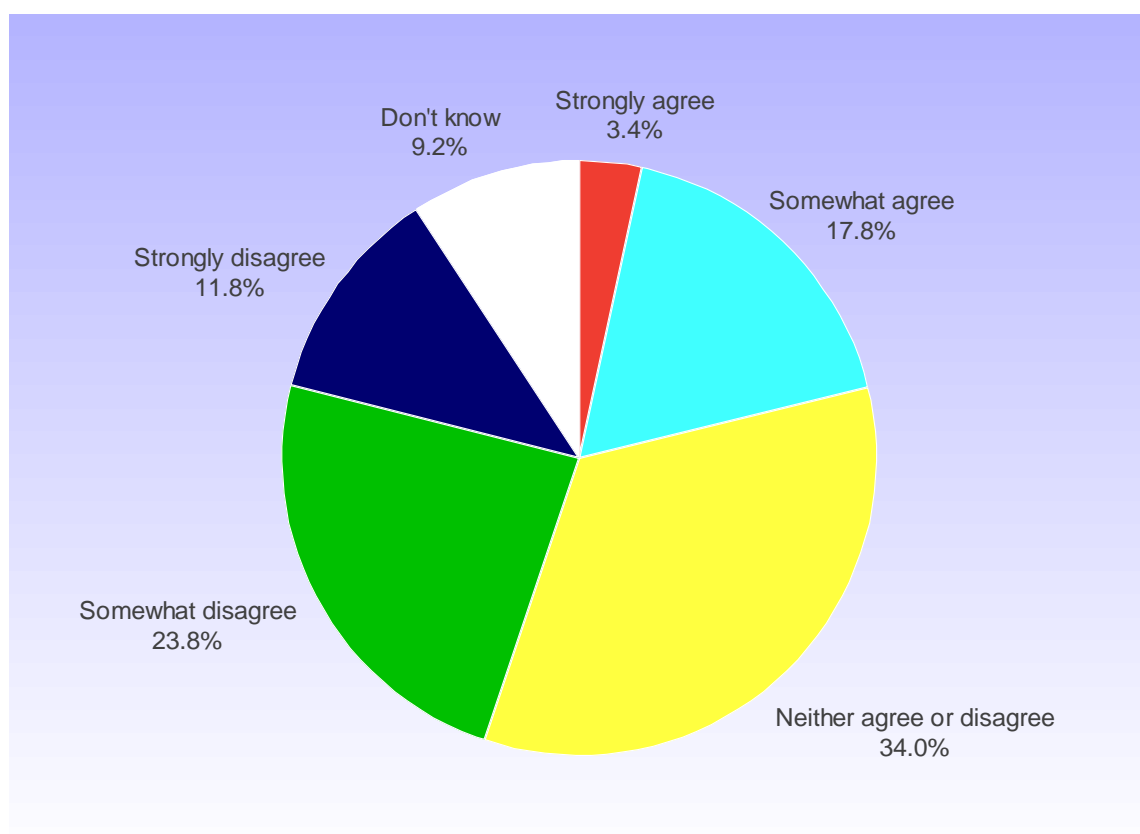
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**b) The Council is helping to make Thanet a safer place**

(n=618)



- Just over a third of respondents, some 34.0% (210 respondents) said that they 'Neither agree or disagree' with the statement 'The Council is helping to make Thanet a safer place'. Only marginally more were in disagreement with it, as described in the following
- Respondents who gave an opinion one way or the other, were more than one-and-a-half times more likely to be in disagreement with the statement than in agreement with it
- Of all 618 respondents, just under a quarter, 23.8% (147 respondents) answered 'Somewhat disagree' and a further 11.8% of them (73 respondents) said that they 'Strongly disagree', equating to 35.6% of respondents (220 respondents) saying that they either 'Strongly disagree' or 'Somewhat disagree' that 'The Council is helping to make Thanet a safer place'.

- Just over a fifth of respondents, 21.2% (131 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council is helping to make Thanet a safer place' with 3.4% (21 respondents) answering 'Strongly agree' and 17.8% of them (110 respondents) answering that they 'Somewhat agree'
- The remaining 9.2% of respondents (57 respondents) answered 'Don't know'



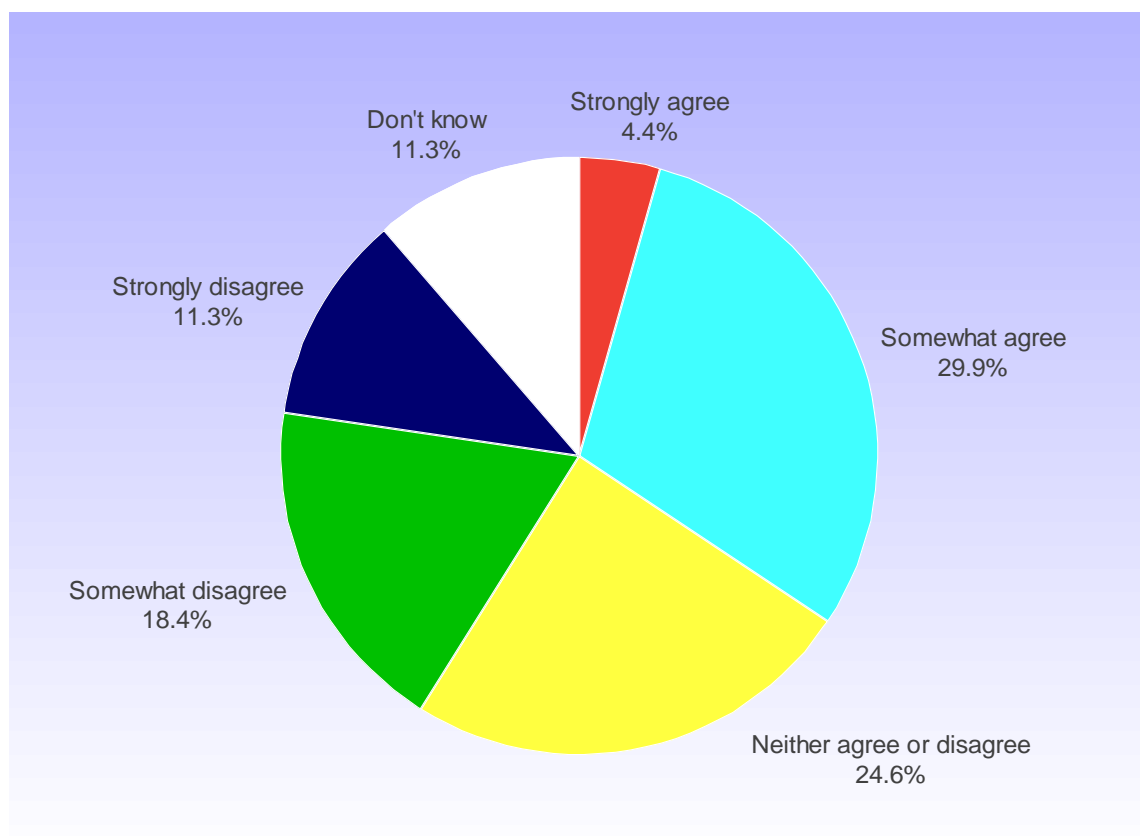
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**c) The Council is helping to attract investors into the area**

(n=618)



- By a relatively small margin, more respondents were in agreement than disagreement with this statement, as demonstrated by the following
- Just over a third of all 618 respondents, 34.3% (212 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council is helping to attract investors into the area' with 4.4% (27 respondents) answering 'Strongly agree' and 29.9% of them (185 respondents) answering that they 'Somewhat agree'
- Around 3-in-10 respondents, 29.7% (184 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with it. Some 11.3% (70 respondents) answered 'Strongly disagree' and 18.4% of them (114

respondents) said that they 'Somewhat disagree' with the statement 'The Council is helping to attract investors into the area'

- Around a quarter, 24.6% (152 respondents) said that they 'Neither agree or disagree' with the statement and the remaining 11.3% of respondents (70 respondents) answered 'Don't know'

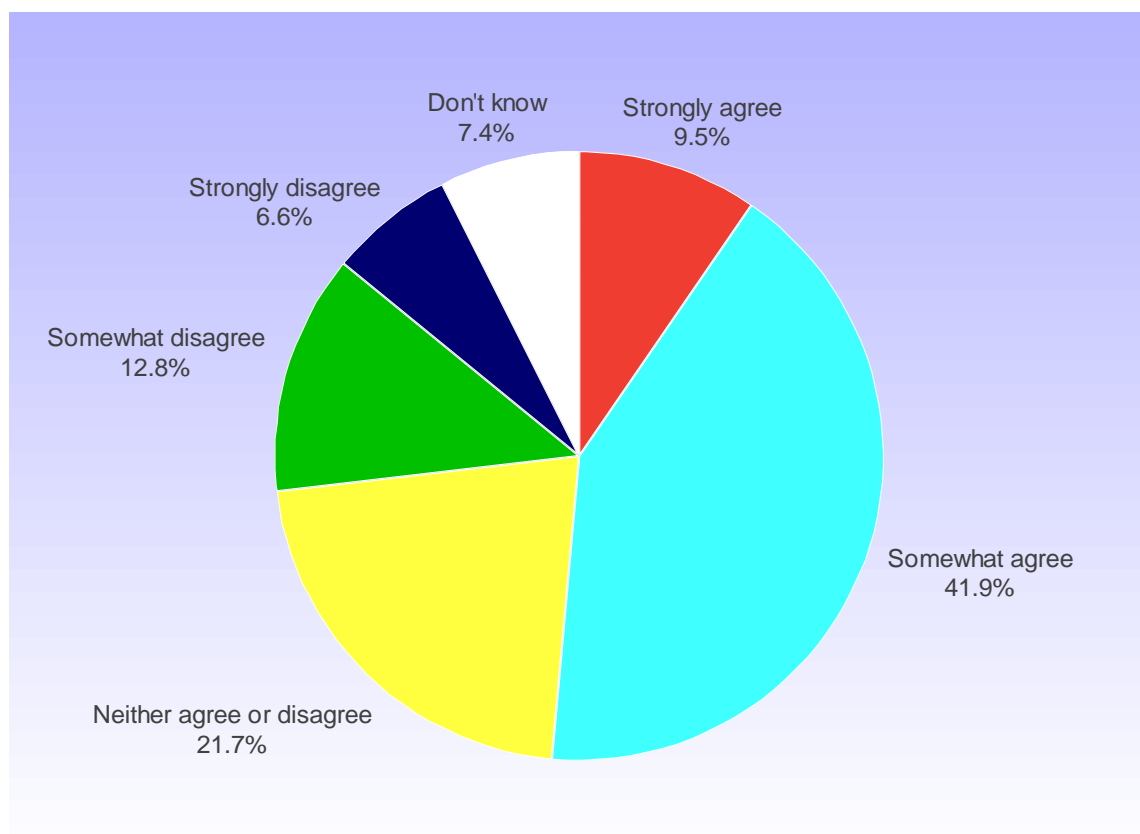
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**d) The Council is raising the profile of Thanet as a visitor destination**

(n=618)



- Respondents were two-and-a-half times more likely to be in agreement with the statement 'The Council is raising the profile of Thanet as a visitor destination' than in disagreement with it
- Of all of the statements across Question 4, the statement that 'The Council is raising the profile of Thanet as a visitor destination' received the most positive response
- Just over a half of all 618 respondents, 51.4% (318 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council is raising the profile of Thanet as a visitor destination'. Some 9.5% (59 respondents) answered 'Strongly agree' and 41.9% of them (259 respondents) answered that they 'Somewhat agree'

- Just over a fifth, 21.7% (134 respondents) said that they 'Neither agree or disagree' with the statement and 7.4% of respondents (46 respondents) answered 'Don't know'
- Less than 2-in-10 respondents, 19.4% (120 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with the statement, some 6.6% (41 respondents) answered 'Strongly disagree' and 12.8% of them (79 respondents) said that they 'Somewhat disagree'

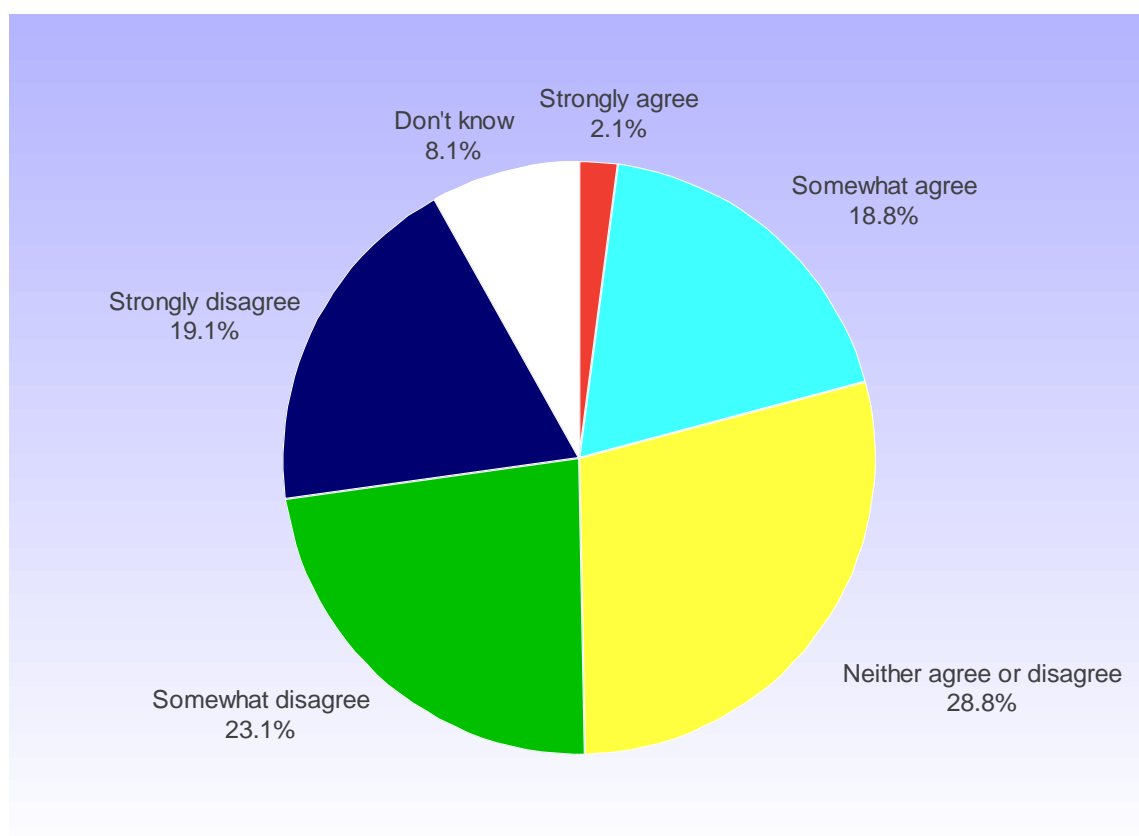
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**e) The Council involves residents in making decisions**

(n=618)



- Respondents were twice as likely to be in disagreement with this statement than they were to be in agreement with it
- Around a fifth of all 618 respondents, 20.9% (129 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council involves residents in making decisions' as some 2.1% (13 respondents) answered 'Strongly agree' and 18.8% of them (116 respondents) said that they 'Somewhat agree' with the statement
- In comparison, over 4-in-10 respondents, 42.2% (261 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with it. Some 19.1% (118 respondents) answered 'Strongly disagree' and a further 23.1% of them (143 respondents) said that they 'Somewhat disagree' that 'The Council involves residents in making decisions'

- Some 28.8% (178 respondents) said that they 'Neither agree or disagree' with the statement and the remaining 8.1% of respondents (50 respondents) answered 'Don't know'

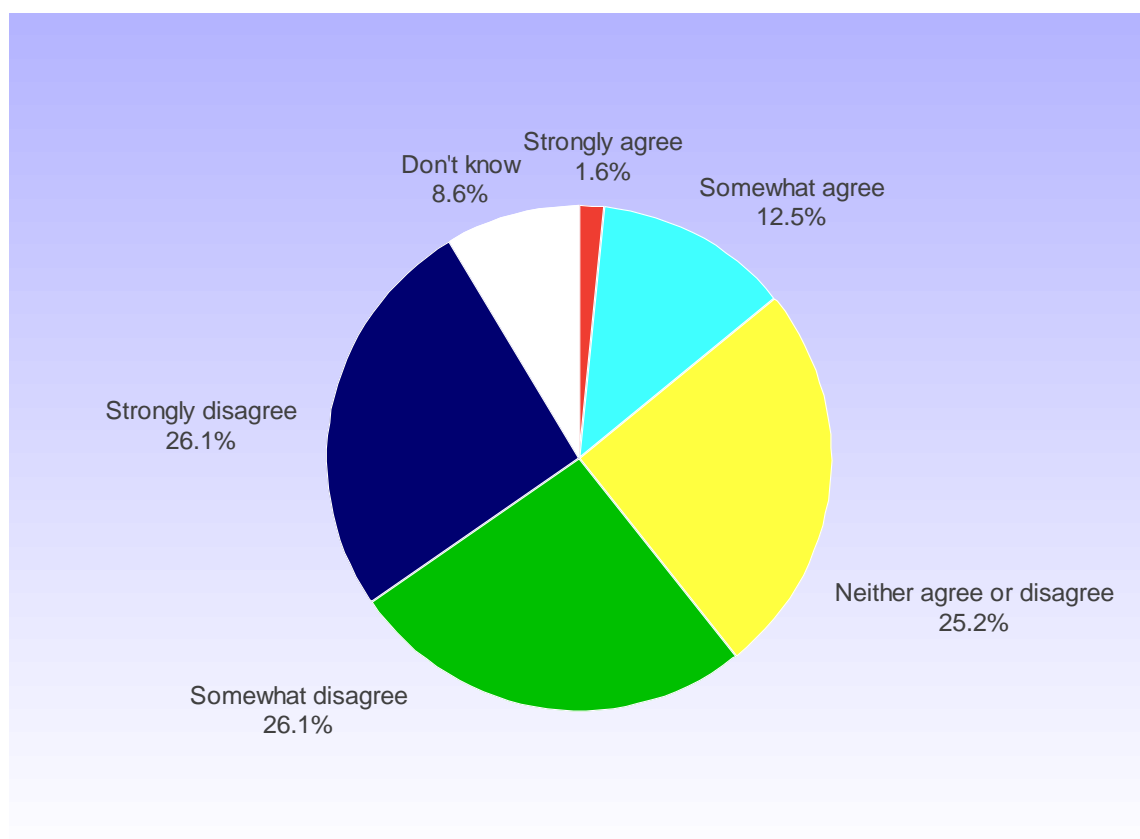
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**f) The Council listens to the concerns of local residents**

(n=618)



- Respondents were almost four times more likely to be in disagreement with the statement 'The Council listens to the concerns of local residents' than in agreement with it
- Of all 618 respondents, just over a quarter, 26.1% (161 respondents) answered 'Somewhat disagree' and exactly the same proportion, 26.1% of them (161 respondents) said that they 'Strongly disagree', equating to just over half, 52.2% of respondents (322 respondents) saying that they either 'Strongly disagree' or 'Somewhat disagree' that 'The Council listens to the concerns of local residents'
- A further quarter, 25.2% (156 respondents) said that they 'Neither agree or disagree' with the statement and 8.6% of respondents (53 respondents)

answered 'Don't know' leaving 14.1% of respondents (87 respondents) to say that they either 'Strongly agree' or 'Somewhat agree' with the statement

- Just 1.6% of respondents (10 respondents) said that they 'Strongly agree' - the lowest incidence of 'Strongly agree' across all of the statements in Question 4 - and 12.5% (77 respondents) answered that they 'Somewhat agree'



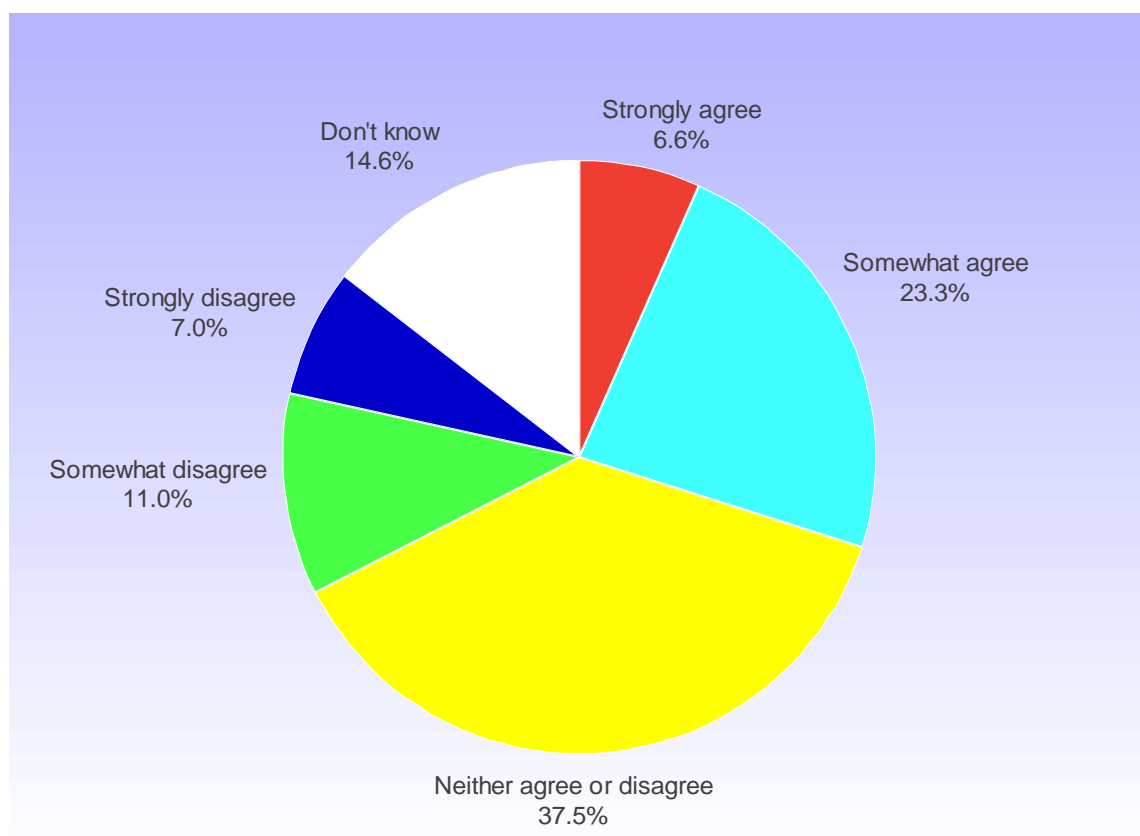
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**g) The Council has approachable and friendly staff**

(n=618)



- Over a third, 37.5% (232 respondents) of respondents said that they 'Neither agree or disagree' with the statement 'The Council has approachable and friendly staff', more than were in either agreement with, or, were in disagreement with, the statement
- Of those who expressed an opinion one way or the other, respondents were more than one-and-a-half times more likely to be in agreement than disagreement with this statement
- Some 3-in-10 of all 618 survey respondents, 29.9% (185 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with the statement 'The Council has approachable and friendly staff', with 6.6% (41 respondents) answering 'Strongly agree' and 23.3% of them (144 respondents) answering that they 'Somewhat agree' with it

- Less than a fifth of respondents, 18.0% (111 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with it. Some 7.0% (43 respondents) answered 'Strongly disagree' and 11.0% of them (68 respondents) said that they 'Somewhat disagree' with this statement
- A further 14.6% of respondents (90 respondents) answered 'Don't know'

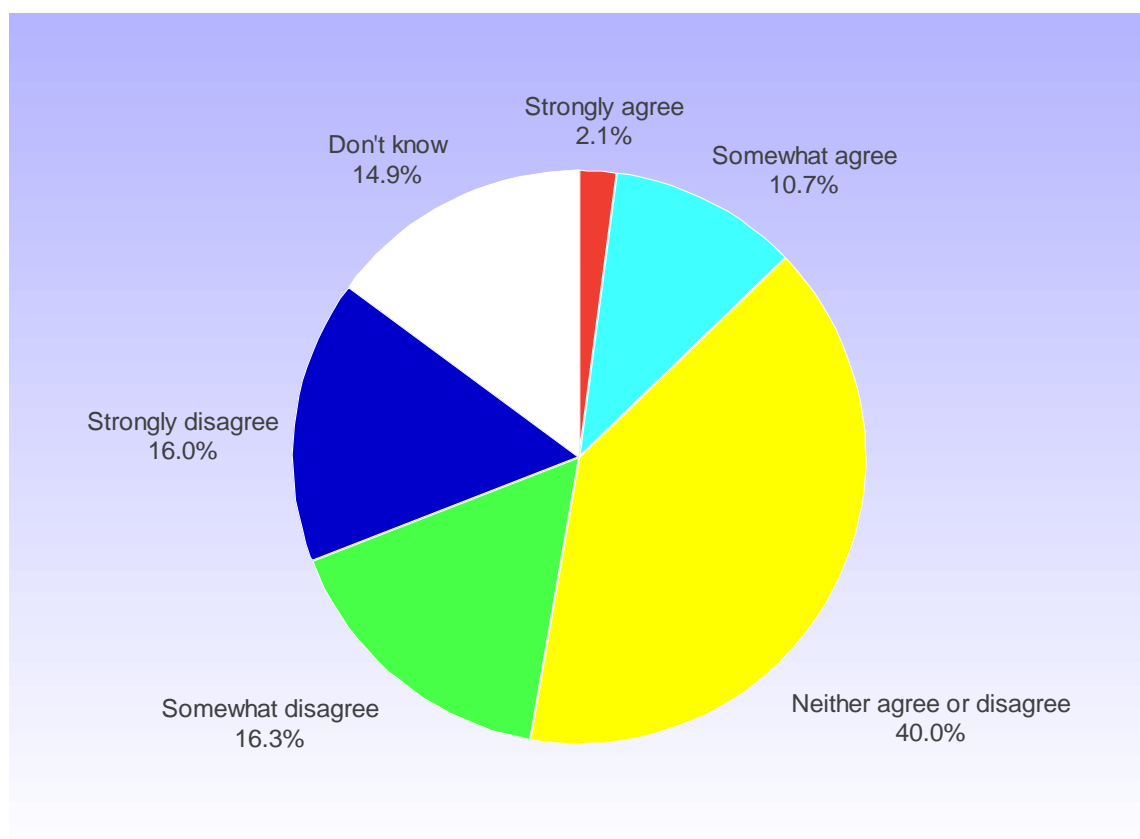
**Q4. Please tell us how much you agree or disagree with each of the following statements about Thanet District Council:**

*Asked to all 618 respondents*

*Single response question*

**h) The Council is doing a better job now than one year ago**

(n=618)



- Some 4-in-10 respondents, 40.0% (247 respondents) said that they 'Neither agree or disagree' with the statement 'The Council is doing a better job now than one year ago', more than were in either agreement with, or, were in disagreement with, the statement
- Of those who expressed an opinion one way or the other, respondents were two-and-a-half times more likely to be in disagreement with this statement than in agreement with it
- Of all 618 respondents, some 16.3% (101 respondents) answered 'Somewhat disagree' and a further 16.0% of them (99 respondents) said that they 'Strongly disagree', equating to 32.3% of respondents (200 respondents) saying that they

either 'Strongly disagree' or 'Somewhat disagree' that 'The Council is doing a better job now than one year ago'

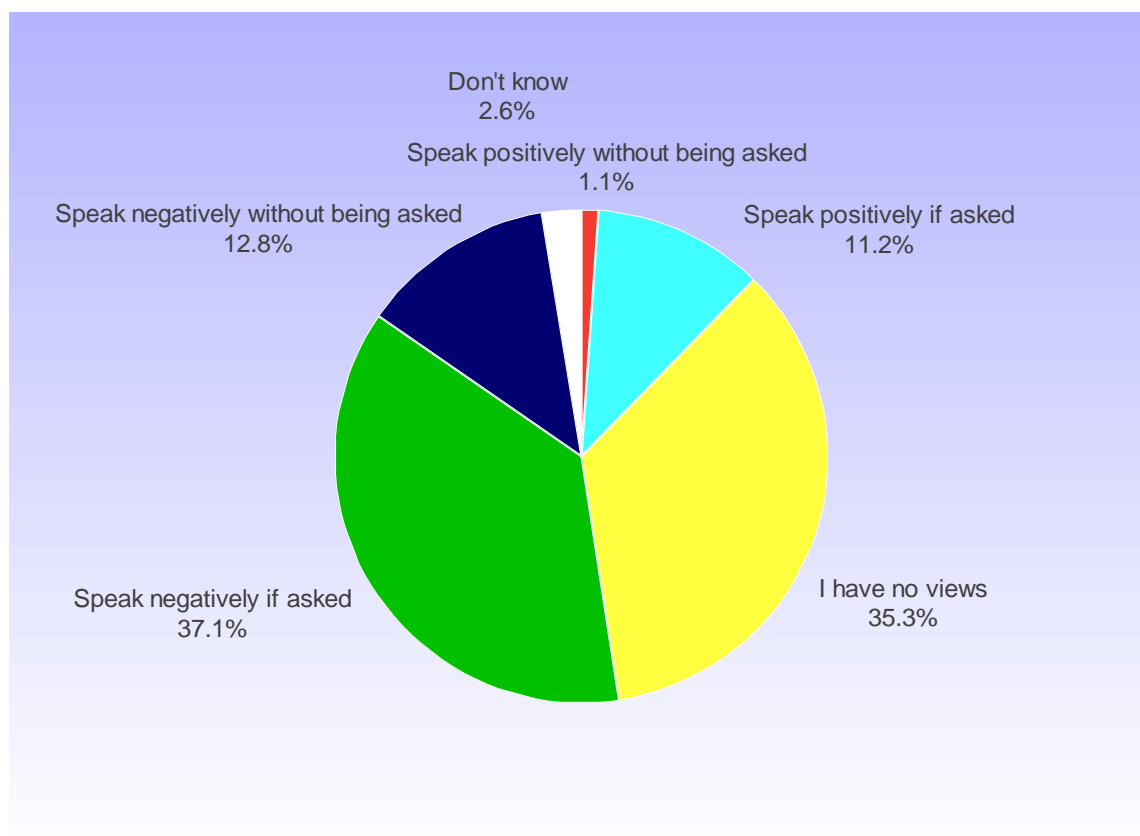
- In comparison, 12.8% (79 respondents) said that they either 'Strongly agree' or 'Somewhat agree' with 2.1% (13 respondents) answering 'Strongly agree' and 10.7% of them (66 respondents) answering that they 'Somewhat agree'
- The remaining 14.9% of respondents (92 respondents) answered 'Don't know'

**Q5. Which of these statements comes closest to how you feel about Thanet District Council?**

*Asked to all 618 respondents*

*Single response question*

(n=618)



- Half of all 618 survey respondents, 49.9% (308 respondents) answered either 'I speak negatively about the Council if I am asked about it' or 'I speak negatively about the Council without being asked'. Some 37.1% (229 respondents) said 'I speak negatively about the Council if I am asked about it' and almost 1-in-8 respondents, 12.8% (79 respondents) answered 'I speak negatively about the Council without being asked'
- Little over a third of respondents, 35.3% (218 respondents) said 'I have no views one way or the other'
- Just 1.1% of respondents (7 respondents) answered 'I speak positively of the Council without being asked' and 11.2% (69 respondents) said 'I speak positively of the Council if I'm asked about it'
- The remaining 2.6% (16 respondents) answered 'Don't know' to this question

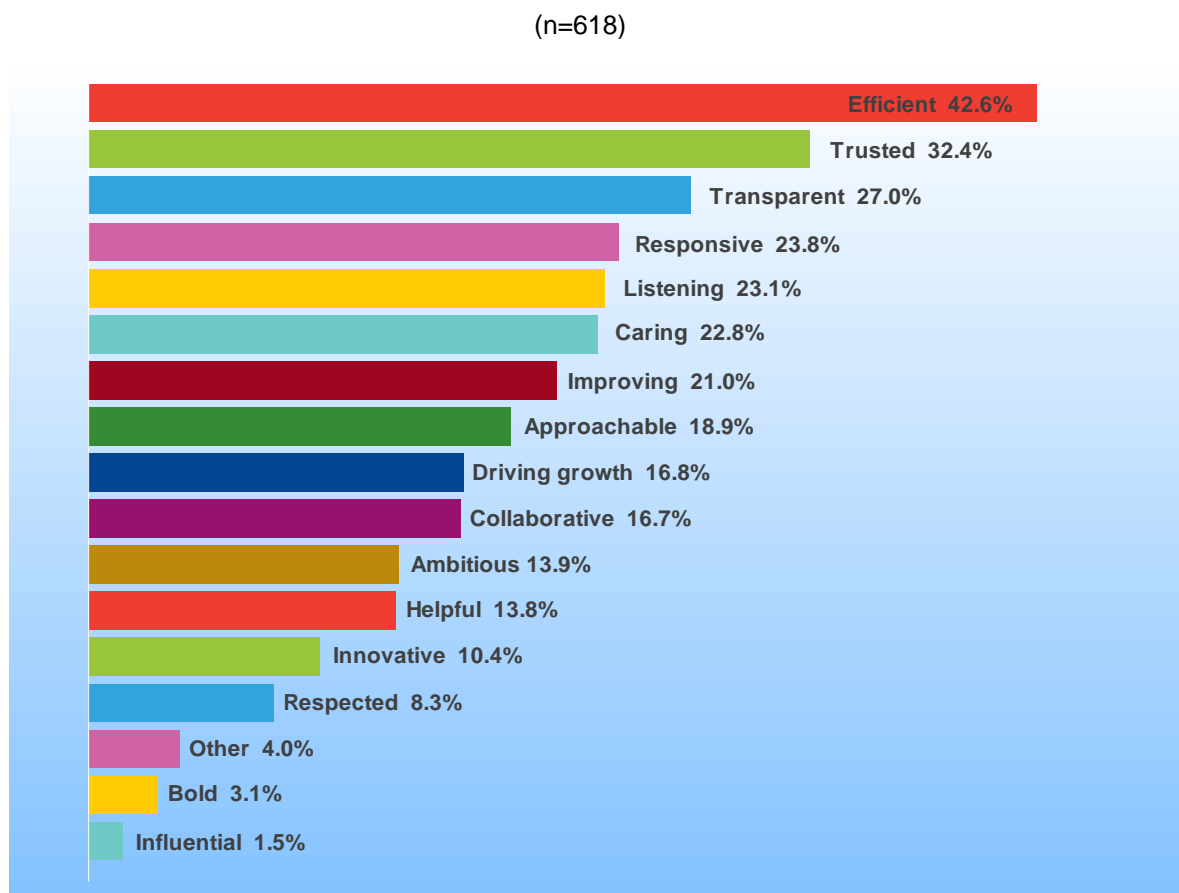
**Q6. Which of the following best describes how you would like Thanet District Council to be in the future?**

*Asked to all 618 respondents*

*Triple response question*

*Results presented in descending order of frequency mentioned*

*The 'Other' responses that were given are being interpreted by Thanet DC*



- As can be seen from the above, respondents most often selected 'Efficient' when asked 'What three things they would like Thanet District Council to be in the future' with 42.6% of them, more than 4-in-10, (263 respondents) answering in this way
- Second and third most likely to be selected were 'Trusted' and 'Transparent' with 32.4% (200 respondents) and 27.0% of respondents (167 respondents) respectively selecting them
- Just under a quarter of respondents, 23.8% (147 respondents) said 'Responsive' and marginally fewer, 23.1% (143 respondents) answered 'Listening' as to one of 'What three things they would like Thanet District Council to be in the future'

- The idea that the Council should be 'Caring' was selected by 22.8% of respondents (141 respondents) and 'Improving' was selected by 21.0% of them (130 respondents)
- Just under a fifth, 18.9% of respondents (117 respondents) said that they would like the Council to be 'Approachable'
- A similar proportion selected both 'Driving growth' and 'Collaborative – good at working in partnerships' with 16.8% (104 respondents) choosing the former and 16.7% (103 respondents) the latter
- 'Ambitious' was selected by 13.9% of respondents (86 respondents) and similarly 13.8% (85 respondents) selected 'Helpful' as to 'What three things they would like Thanet District Council to be in the future'
- Some 10.4% (64 respondents) were looking for the Council to be 'Innovative' in the future and 8.3% of them (51 respondents) selected 'Respected'
- Exactly 4.0% (25 respondents) selected the 'Other' response option and these responses are being analysed in-house by Thanet DC (where the respondent defined what they meant by 'Other')
- The least likely options to be selected as to 'What three things they would like Thanet District Council to be in the future' were 'Bold' by 3.1% (19 respondents) and 'Influential' by some 1.5% of respondents (9 respondents)

**Q7. How often do you use/ visit the following places:**

*Note: The percentages add across the page*

**AT A GLANCE: Q7a-Q97i**

(n=618 for each question)

Counts Analysis % Respondents	Total						
		Daily/ most days	At least once a week	About once a month	Within last 6 months	Within last year	Never used
Q7a. How often do you use or visit: Local beaches	618	120 19.4%	201 32.5%	135 21.8%	82 13.3%	38 6.1%	42 6.8%
Q7b. How often do you use or visit: Local parks	618	77 12.5%	147 23.8%	152 24.6%	113 18.3%	57 9.2%	72 11.7%
Q7c. How often do you use or visit: Local play areas	618	12 1.9%	59 9.5%	72 11.7%	78 12.6%	67 10.8%	330 53.4%
Q7d. How often do you use or visit: Local high streets	618	195 31.6%	267 43.2%	101 16.3%	29 4.7%	17 2.8%	9 1.5%
Q7e. How often do you use or visit: Local sports facilities or leisure centres	618	18 2.9%	91 14.7%	56 9.1%	92 14.9%	83 13.4%	278 45.0%
Q7c. How often do you use or visit: Local cultural facilities	618	3 0.5%	44 7.1%	153 24.8%	201 32.5%	113 18.3%	104 16.8%
Q7g. How often do you use or visit: Seafront, marina or promenades	618	150 24.3%	246 39.8%	125 20.2%	52 8.4%	27 4.4%	18 2.9%
Q7h. How often do you use or visit: Public car parks	618	59 9.5%	174 28.2%	147 23.8%	74 12.0%	46 7.4%	118 19.1%
Q7i. How often do you use or visit: Visitor attractions	618	9 1.5%	61 9.9%	134 21.7%	173 28.0%	97 15.7%	144 23.3%



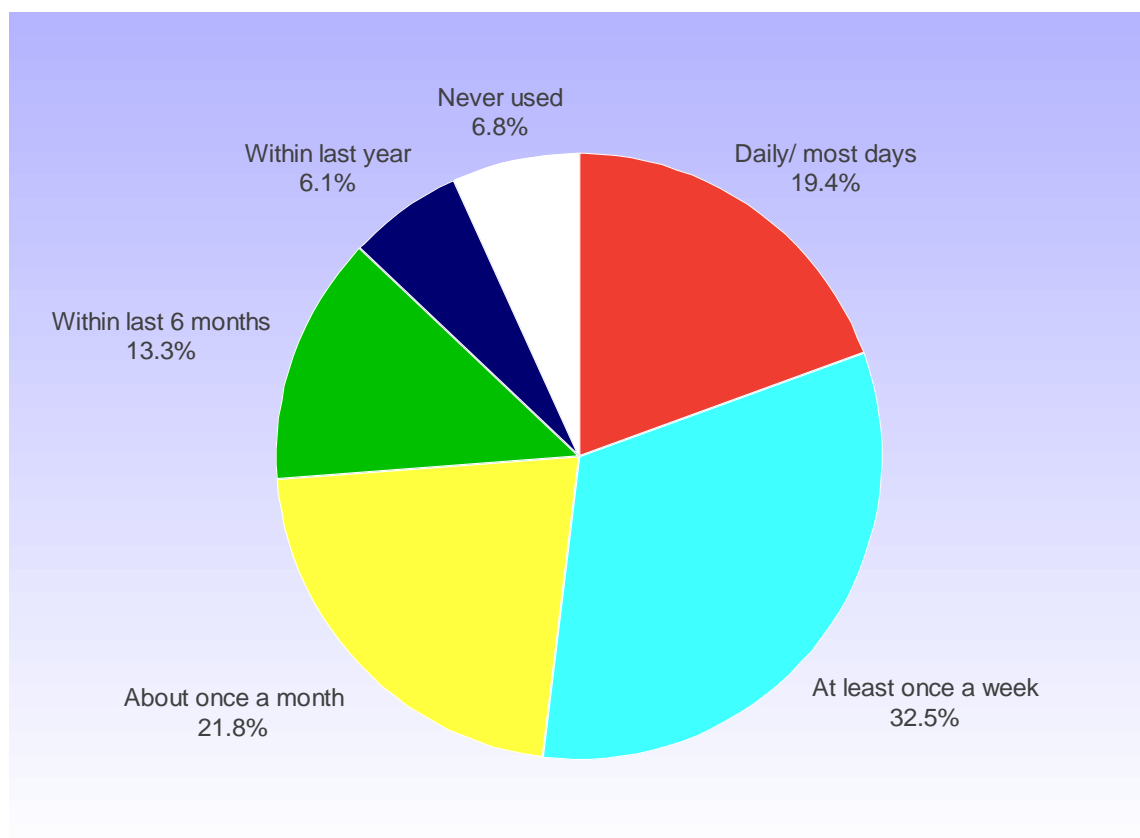
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**a) Local beaches**

(n=618)



- When all 618 respondents were asked how often they use or visit the 'Local beaches' some 19.4% of respondents (120 respondents) answered 'Daily/most days' and a further 32.5% (201 respondents) answered 'At least once a week'
- A further 21.8% of respondents (135 respondents) said that they use or visit the 'Local beaches' 'About once a month' and 13.3% (82 respondents) said they had done so 'Within the last 6 months'
- Some 6.1% (38 respondents) had used or visited the 'Local beaches' 'Within the last year' and the remaining 6.8% (42 respondents) said that they had 'Never used' the 'Local beaches'

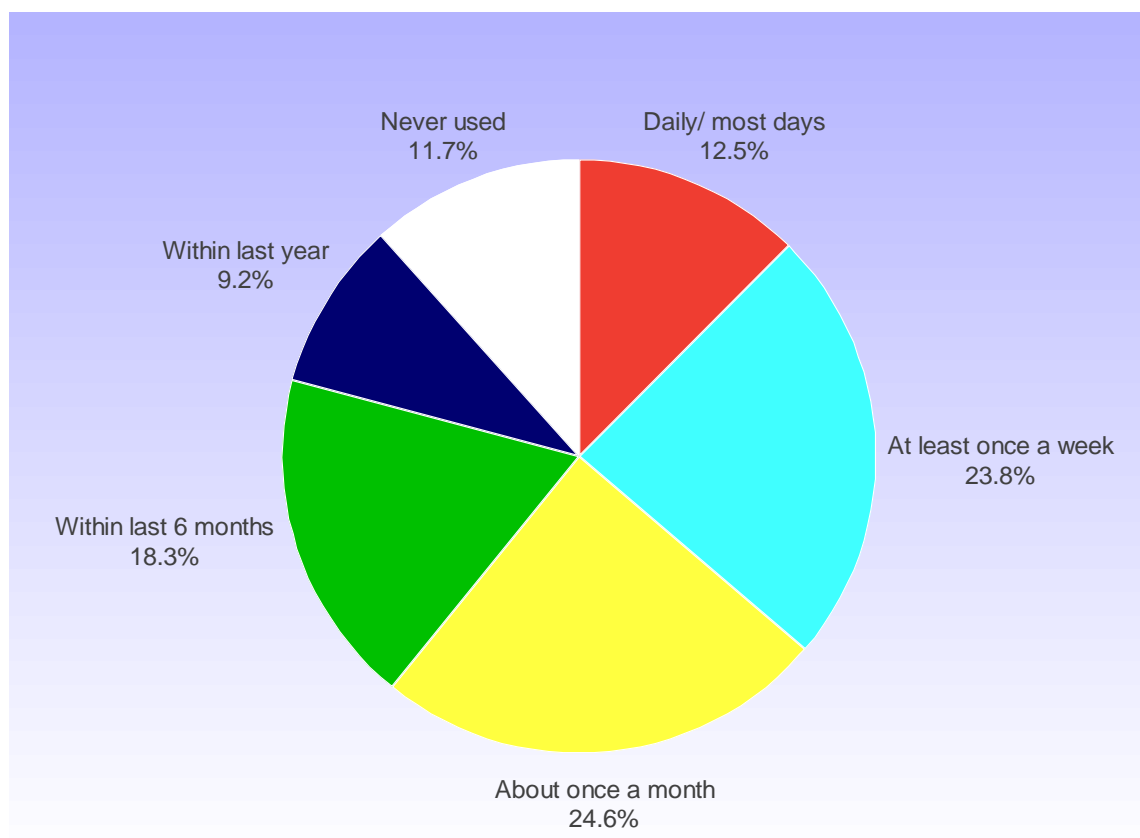
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**b) Local parks**

(n=618)



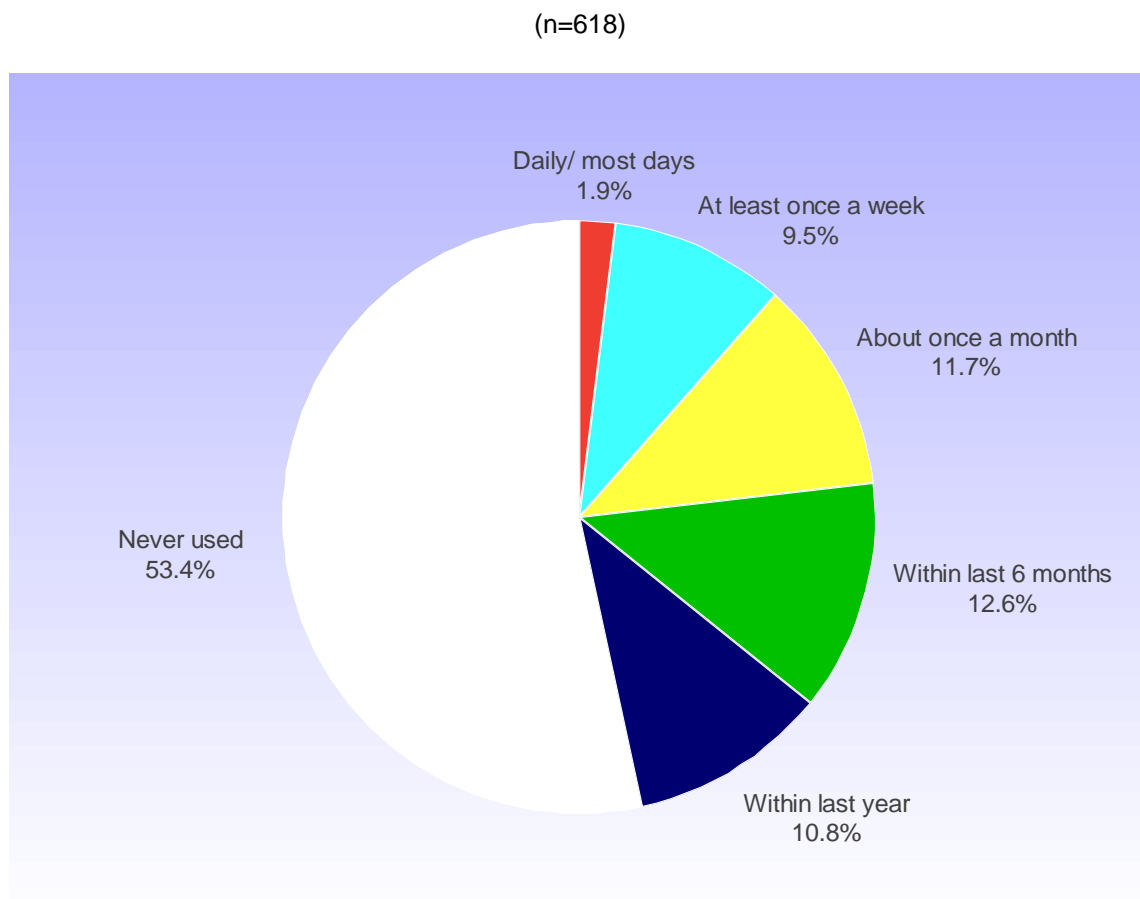
- When asked how often they use or visit the 'Local parks' some 12.5% of respondents (77 respondents) answered 'Daily/most days' and some 23.8% (147 respondents) answered 'At least once a week'
- A further 24.6% of respondents (152 respondents) said that they use or visit the 'Local parks' 'About once a month' and 18.3% (113 respondents) said they had used them 'Within the last 6 months'
- Just under 1-in-10, some 9.2% (57 respondents) had used or visited the 'Local parks' 'Within the last year' and the remaining 11.7% (72 respondents) said that they had 'Never used' the 'Local parks'

**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**c) Local play areas**



- When asked how often they use or visit the 'Local play areas', over half of all respondents, some 53.4% (330 respondents) said that they had 'Never used' the 'Local play areas'
- Some 1.9% of respondents (12 respondents) answered 'Daily/most days' and an additional 9.5% (59 respondents) answered 'At least once a week'
- 11.7% of respondents (72 respondents) said that they use or visit the 'Local play areas' 'About once a month' and 12.6% (78 respondents) said they had done so 'Within the last 6 months'
- The remaining 10.8% (67 respondents) had used or visited the 'Local play areas' 'Within the last year'

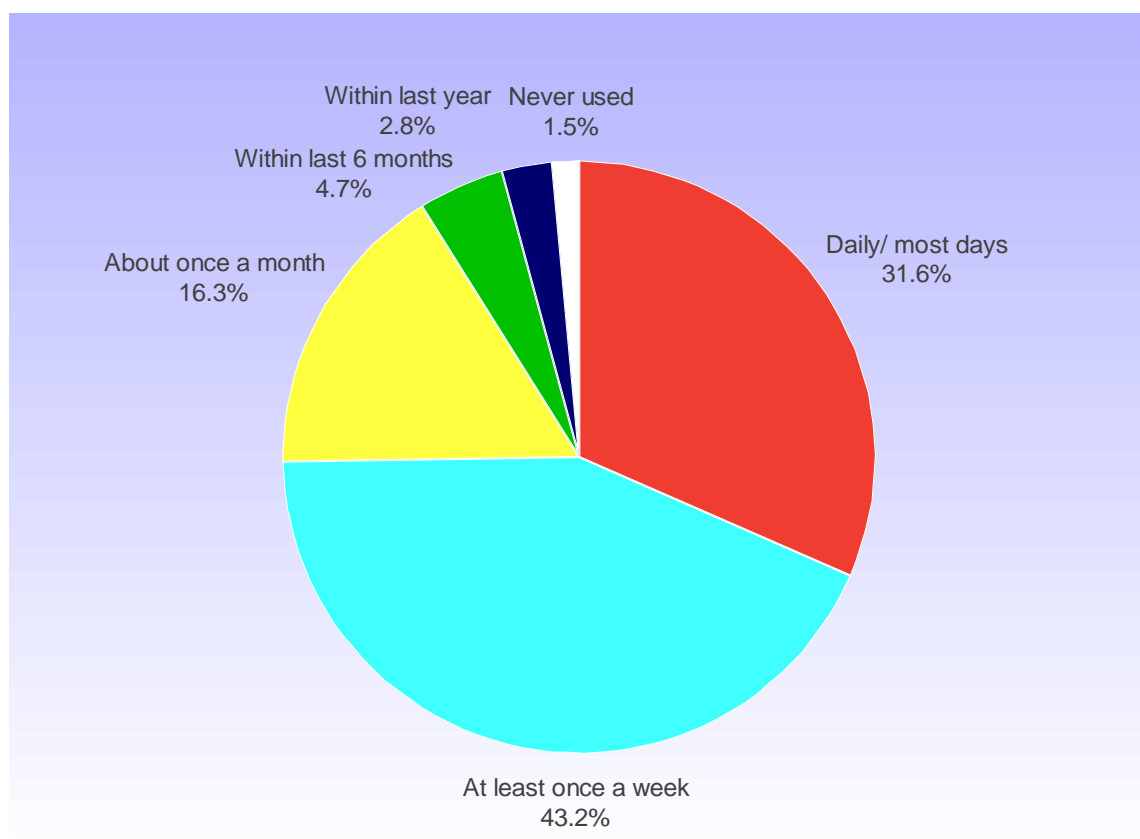
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**d) Local high streets**

(n=618)



- When asked how often they use or visit the 'Local high streets' almost a third, 31.6% of respondents (195 respondents) answered 'Daily/most days' and a further 43.2% (267 respondents) answered 'At least once a week', meaning that three-quarters of respondents, 74.8% (462 respondents) did so more than once a week
- A further 16.3% of respondents (101 respondents) said that they use or visit the 'Local high streets' 'About once a month' and 4.7% (29 respondents) said they had done so 'Within the last 6 months'
- Some 2.8% (17 respondents) had used or visited the 'Local high streets' 'Within the last year' and the remaining 1.5% (9 respondents) said that they had 'Never used' the 'Local high streets'

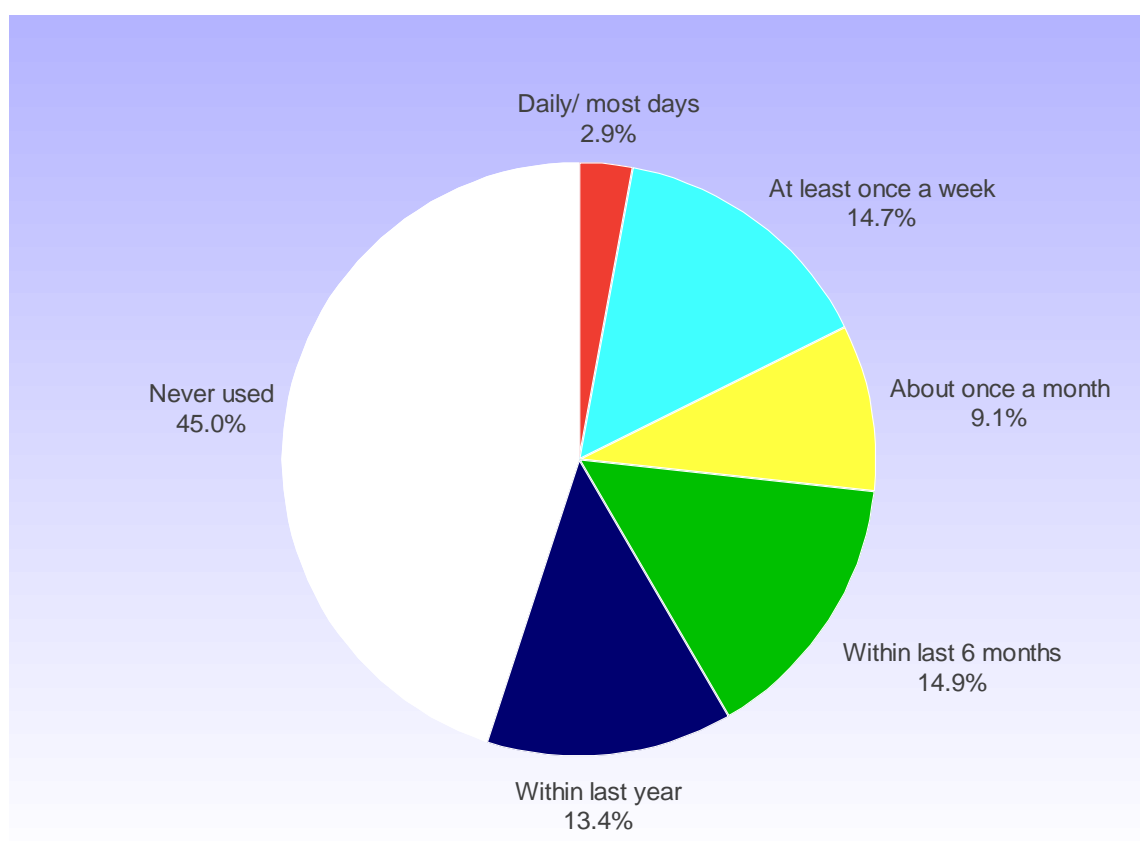
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**e) Local sports facilities/ leisure centres**

(n=618)



- When asked how often they use or visit the 'Local sports facilities or leisure centres', some 45.0% (278 respondents) said that they had 'Never used' them
- Just 2.9% of respondents (18 respondents) answered 'Daily/most days' and a further 14.7% (91 respondents) answered 'At least once a week'
- Some 9.1% of respondents (56 respondents) said that they use or visit the 'Local sports facilities or leisure centres' 'About once a month' and 14.9% (92 respondents) had used them 'Within the last 6 months'
- The remaining 13.4% (83 respondents) had used or visited the 'Local sports facilities or leisure centres' 'Within the last year'

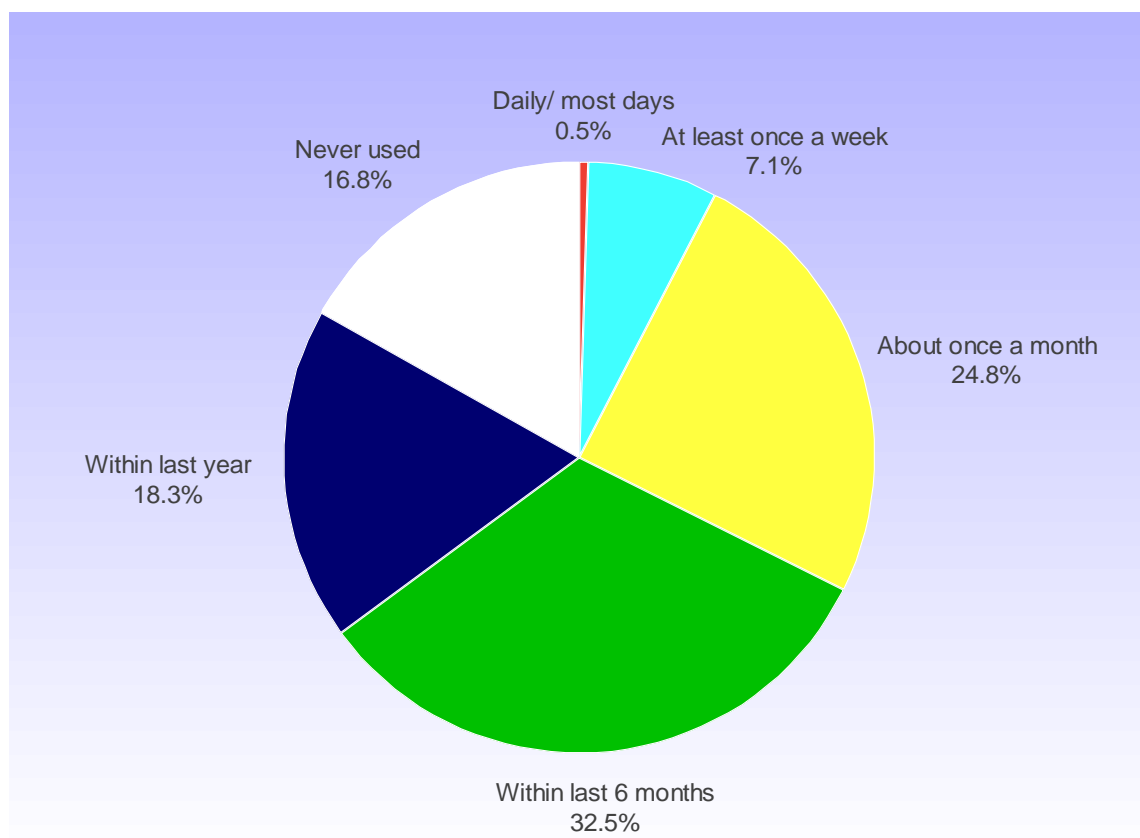
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**f) Local cultural facilities (theatres/ museums etc)**

(n=618)



- When asked how often they use or visit the 'Local cultural facilities' only a small minority of respondents, 0.5% (3 respondents) answered 'Daily/most days' and a further 7.1% (44 respondents) answered 'At least once a week'
- In addition, 24.8% of respondents (153 respondents) said that they use or visit the 'Local cultural facilities' 'About once a month' and 32.5% (201 respondents) said that they had done this 'Within the last 6 months'
- Of the remaining respondents, some 18.3% (113 respondents) had used or visited the 'Local cultural facilities' 'Within the last year' and 16.8% (104 respondents) said that they had 'Never used' the 'Local cultural facilities'

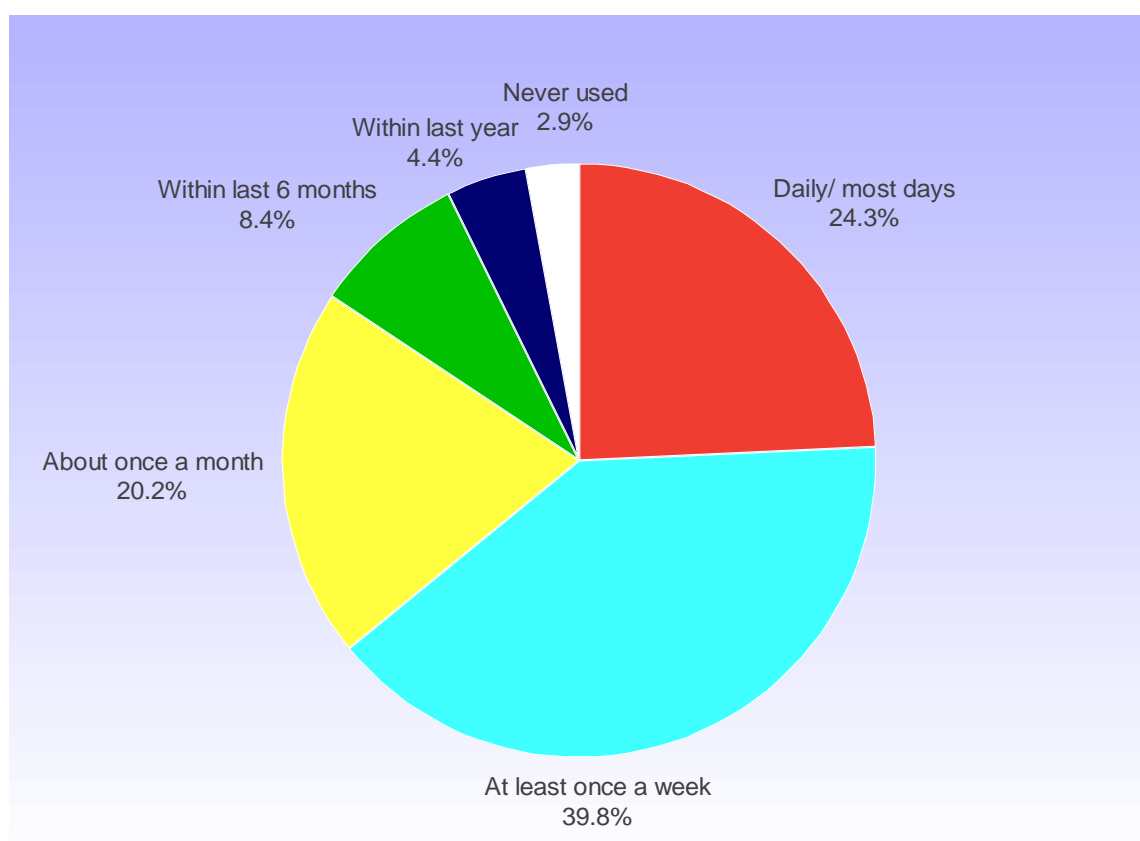
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**g) Seafront, marina and promenades**

(n=618)



- When asked how often they use or visit the 'Seafront, marina and promenades' some 24.3% of respondents (150 respondents) answered 'Daily/most days' and a further 39.8% (246 respondents) answered 'At least once a week'
- A further 20.2% of respondents (125 respondents) said that they use or visit the 'Seafront, marina and promenades' 'About once a month' and 8.4% (52 respondents) said they had done so 'Within the last 6 months'
- Some 4.4% (27 respondents) had used or visited the 'Seafront, marina and promenades' 'Within the last year' and the remaining 2.9% (18 respondents) said that they had 'Never used' the 'Seafront, marina and promenades'

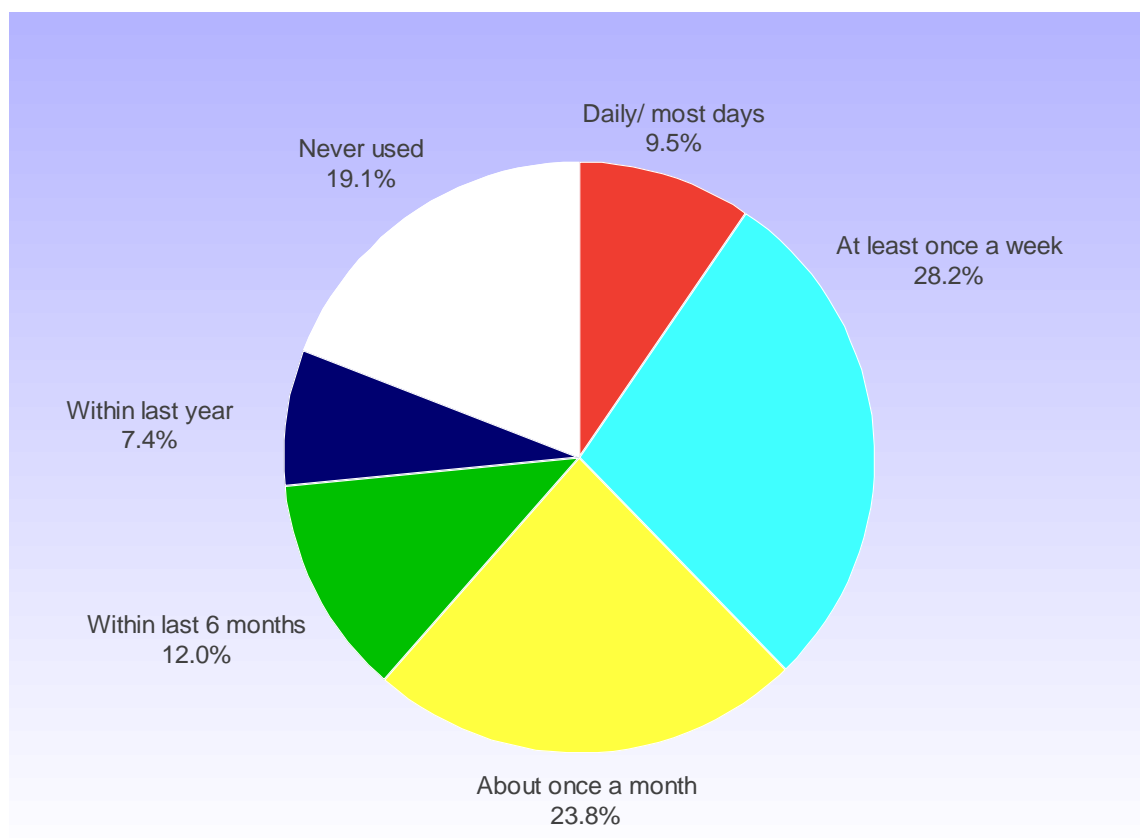
**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**h) Public car parks**

(n=618)



- When asked how often they use or visit the 'Public car parks' some 9.5% of respondents (59 respondents) answered 'Daily/most days' and a further 28.2% (174 respondents) answered 'At least once a week'
- Some 23.8% of respondents (147 respondents) said that they use or visit the 'Public car parks' 'About once a month' and 12.0% (74 respondents) said they had done so 'Within the last 6 months'
- A further 7.4% (46 respondents) had used or visited the 'Public car parks' 'Within the last year' whilst the remaining 19.1% (118 respondents) said that they had 'Never used' the 'Public car parks'

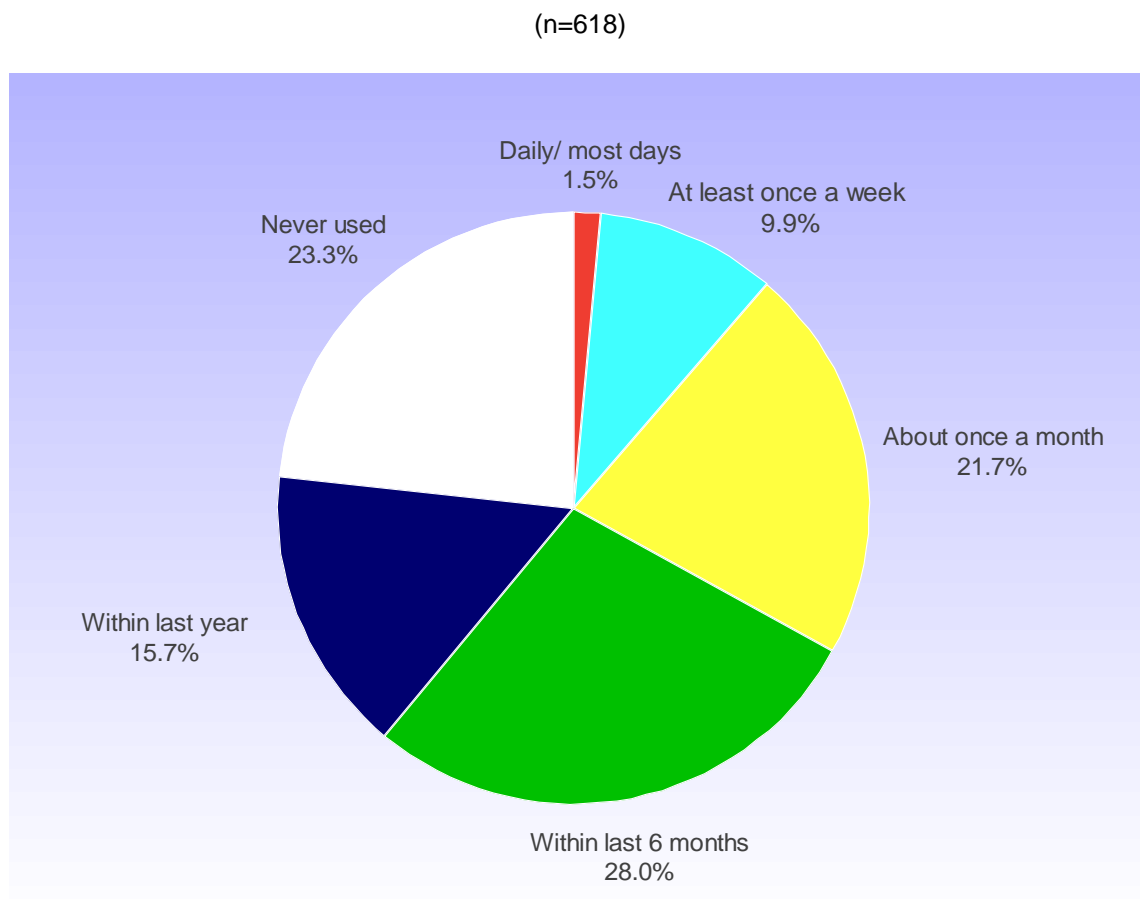


**Q7. How often do you use or visit the following places:**

*Asked to all 618 respondents*

*Single response question*

**i) Visitor attractions**



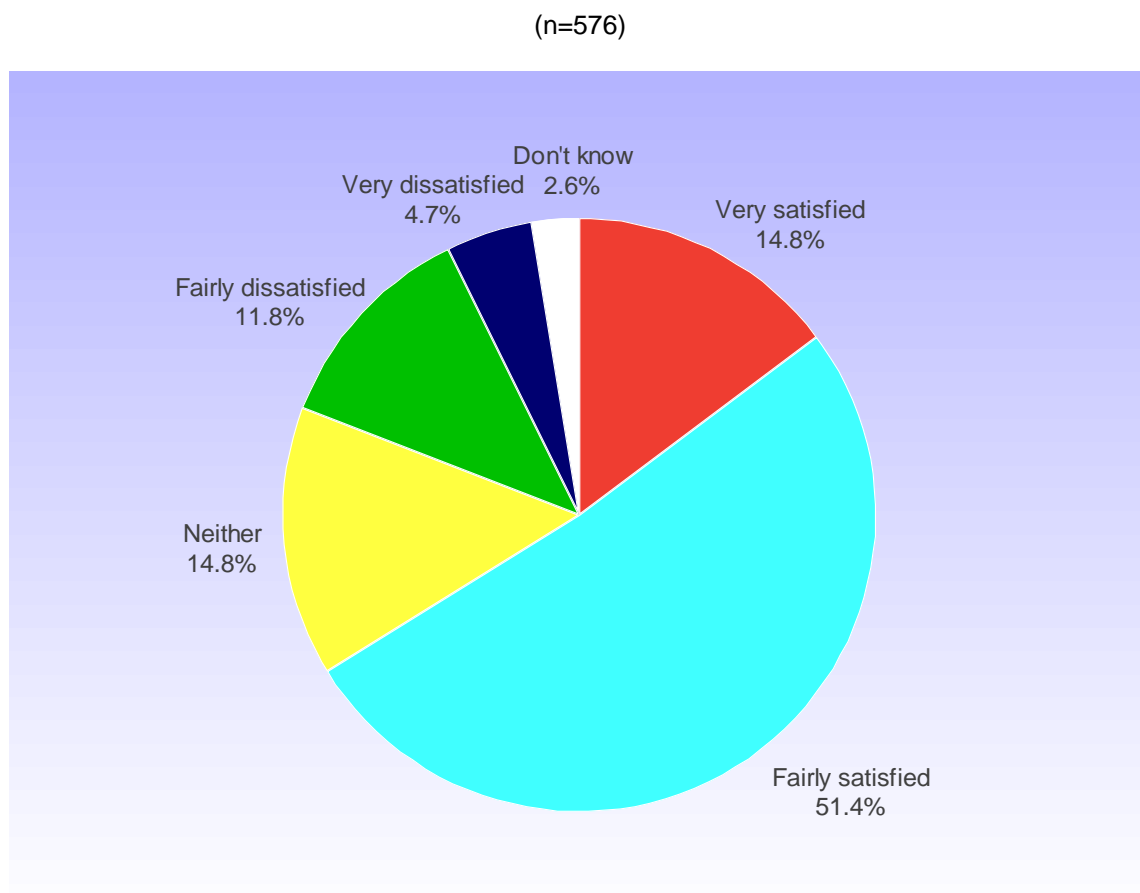
- When asked how often they use or visit 'Visitor attractions' some 1.5% of respondents (9 respondents) answered 'Daily/most days' and a further 9.9% (61 respondents) answered 'At least once a week'
- Some 21.7% of respondents (134 respondents) said that they use or visit 'Visitor attractions' 'About once a month' and 28.0% (173 respondents) said they had visited one or more 'Within the last 6 months'
- A further 15.7% (97 respondents) had used or visited 'Visitor attractions' 'Within the last year' and the remaining 23.3% (144 respondents) said that they had 'Never used' any 'Visitor attractions'

**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 42 respondents who said that they have 'Never used' the 'Local beaches' in Q7a and are based on the responses therefore from the remaining 576 respondents*

*Single response question*

**a) Beach cleaning**



- Those 576 respondents who said that they use the 'Local beaches' in Q7a, were four times more likely to be satisfied than dissatisfied with the 'Beach cleaning' service that the Council provides
- Some two-thirds of them, 66.2% (381 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Beach cleaning' service that the Council provides. Just over half, 51.4% (296 respondents) of these respondents said that they were 'Fairly satisfied' and some 14.8% (85 respondents) indicated that they were 'Very satisfied'

- Some 11.8% of these respondents (68 respondents) answered 'Fairly dissatisfied' and a further 4.7% (27 respondents) were 'Very dissatisfied'. In total, therefore, some 16.5%, or 1-in-6 respondents, were either 'Very dissatisfied' or 'Fairly dissatisfied' with the 'Beach cleaning' service provided by the Council (95 respondents)
- In addition, some 14.8% of respondents (85 respondents) said that they were 'Neither satisfied or dissatisfied' with the 'Beach cleaning' service provided by the Council. The remaining 2.6% (15 respondents) answered 'Don't know' to this question

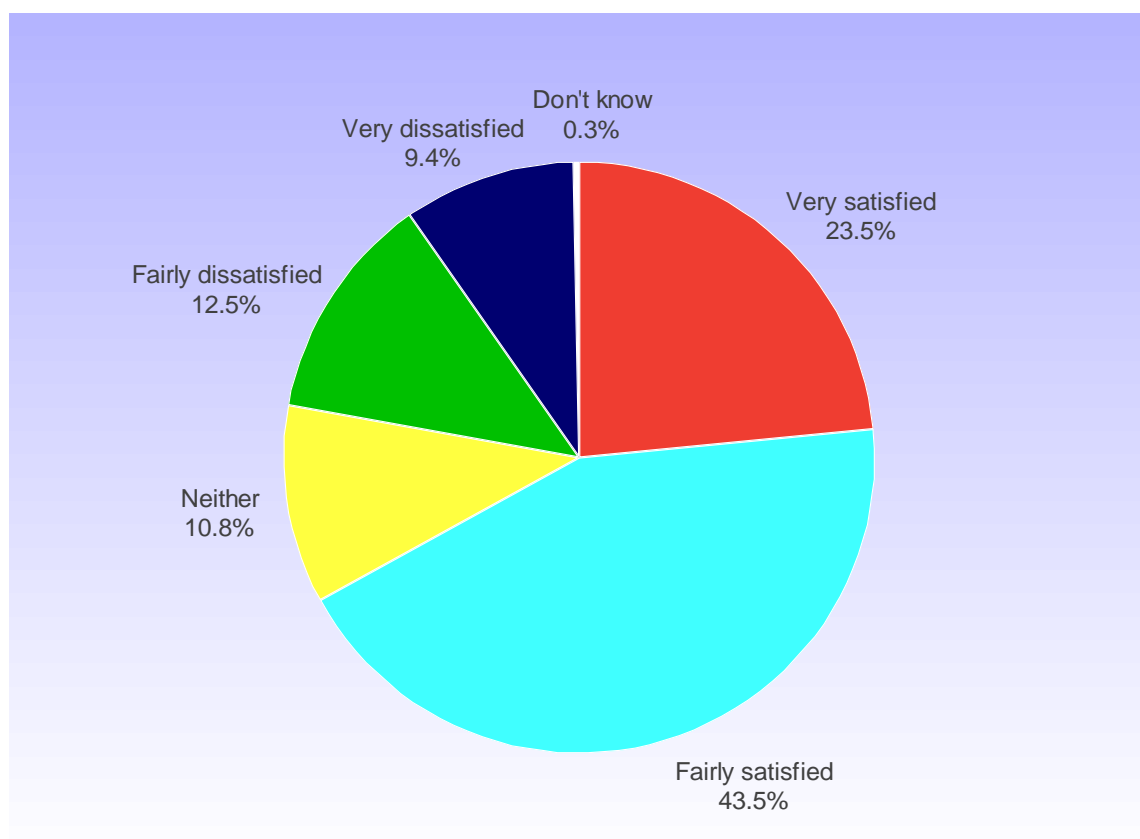
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents*

*Single response question*

**b) Household black bin collections**

(n=618)



- Of all 618 respondents to the survey, they were more than three times as likely to be satisfied than dissatisfied with the 'Household black bin collections' service that the Council provides
- Two-thirds of them, 67.0% (414 respondents) were either 'Very satisfied' or 'Fairly satisfied'. Some 43.5% of them (269 respondents) said that they were 'Fairly satisfied' and 23.5% of respondents (145 respondents) indicated that they were 'Very satisfied'
- Some 12.5% of respondents (77 respondents) answered 'Fairly dissatisfied' and a further 9.4% (58 respondents) were 'Very dissatisfied'. This equated to some 21.9% of respondents (135 respondents), just over 1-in-5 of them, being either 'Very dissatisfied' or 'Fairly dissatisfied'

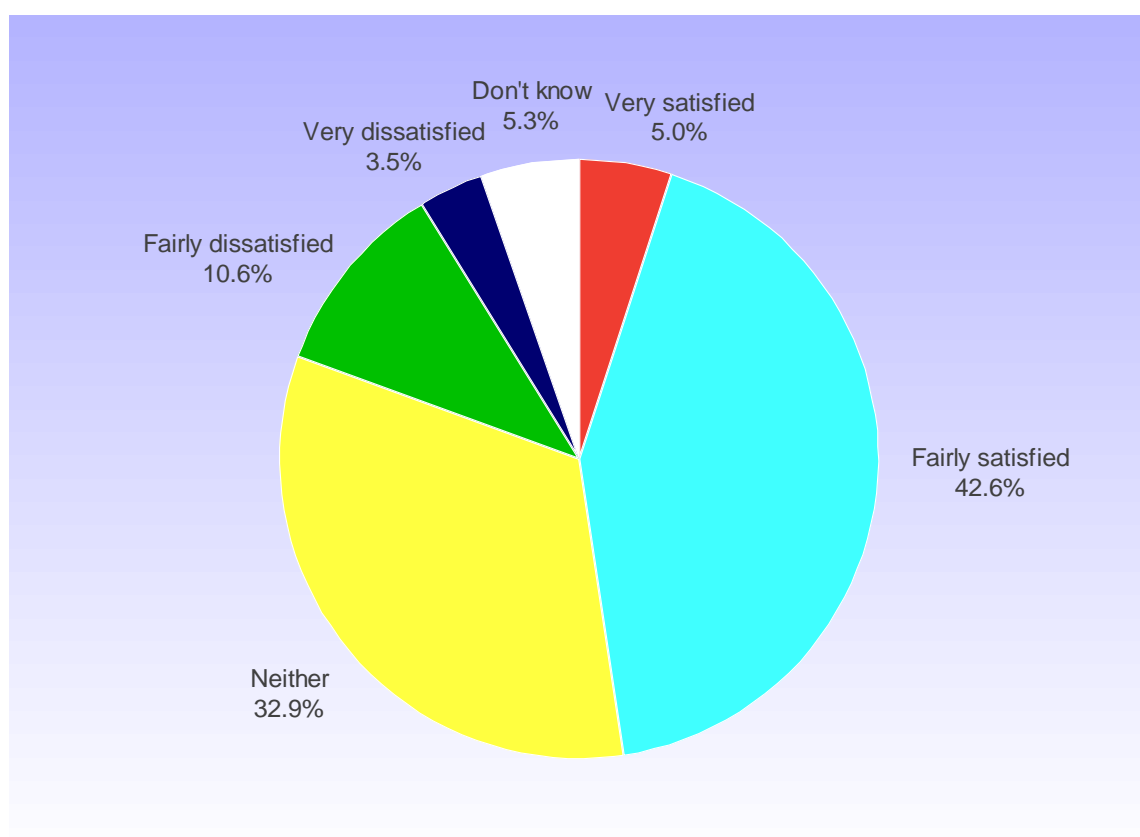
- The remaining respondents constituted the 10.8% of respondents (67 respondents) who said that they were 'Neither satisfied or dissatisfied' with the 'Household black bin collections' service that the Council provides and the remaining 0.3% (2 respondents) responded 'Don't know' to this question

**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 278 respondents who said that they have 'Never used' the 'Local sports facilities or leisure centres' in Q7e and are based on the responses therefore from the remaining 340 respondents*  
*Single response question*

**c) Leisure facilities**

(n=340)



- Those 340 respondents who said that they use the 'Local sports facilities or leisure centres' in Q7e, were more than three times as likely to be satisfied than dissatisfied with the 'Leisure centres' that the Council provide
- Some 47.6% (162 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Leisure centres' that the Council provide, with 42.6% of them (145 respondents) saying that they were 'Fairly satisfied' and a further 5.0% (17 respondents) indicating that they were 'Very satisfied'

- 10.6% of respondents (36 respondents) answered 'Fairly dissatisfied' and a further 3.5% (12 respondents) were 'Very dissatisfied' which equated to some 14.1% of respondents (48 respondents), around 1-in-7 of them, being either 'Very dissatisfied' or 'Fairly dissatisfied'
- The remaining respondents were made up of the 32.9% of respondents (112 respondents) who said that they were 'Neither satisfied or dissatisfied' and the remaining 5.3% (18 respondents) answered 'Don't know' to this question

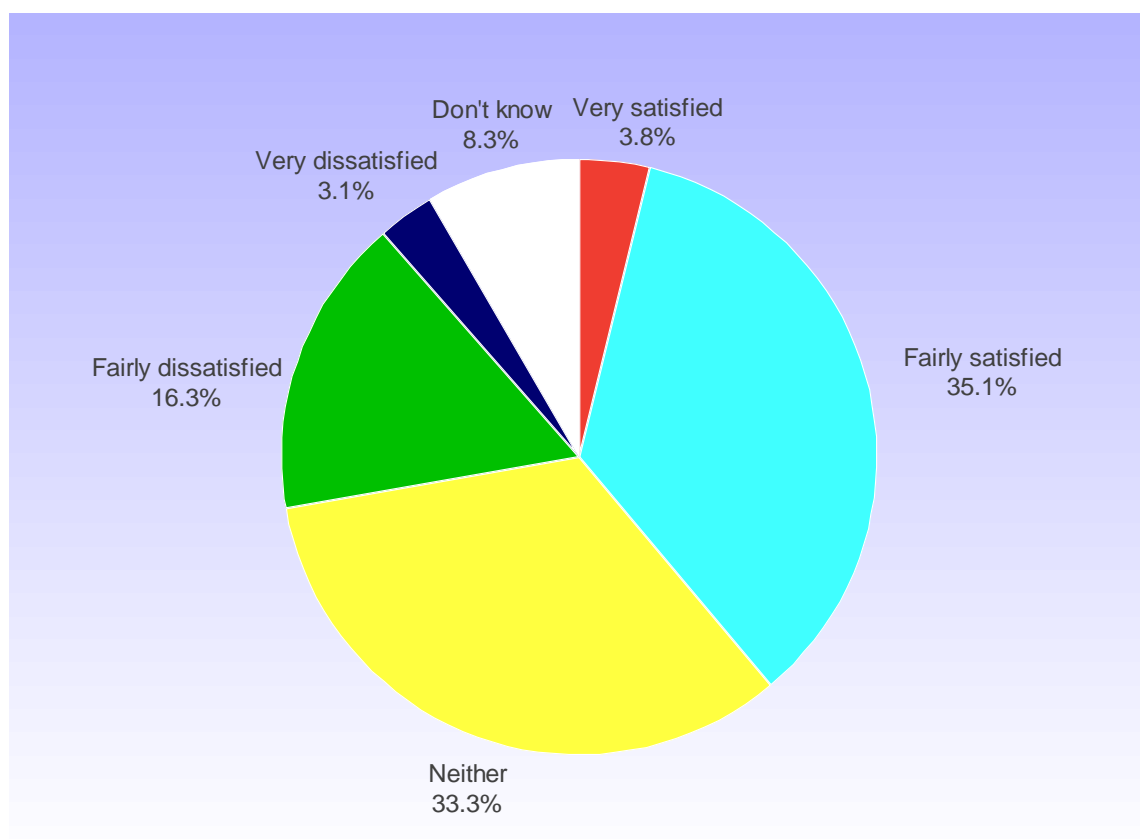
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 330 respondents who said that they have 'Never used' the 'Local play areas' in Q7c and are based on the responses therefore from the remaining 288 respondents*

*Single response question*

**d) Local play areas**

(n=288)



- Of those 288 respondents who said that they use the 'Local play areas' in Q7c, they were twice as likely to be satisfied than dissatisfied with the 'Local play areas' that the Council provide
- Just under 4-in-10 of them, 38.9% (112 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Local play areas' that the Council provide. Just over a third, 35.1% (101 respondents) of these respondents said that they were 'Fairly satisfied' and a further 3.8% of respondents (11 respondents) indicated that they were 'Very satisfied'



- Some 16.3% of respondents (47 respondents) answered 'Fairly dissatisfied' and a further 3.1% (9 respondents) were 'Very dissatisfied'. Therefore, some 19.4% (56 respondents), or just shy of 1-in-5 respondents, were either 'Very dissatisfied' or 'Fairly dissatisfied' with the 'Local play areas' provided by the Council
- Exactly a third, 33.3% of these respondents (96 respondents) said that they were 'Neither satisfied or dissatisfied' and the remaining 8.3% (24 respondents) responded 'Don't know' to this question

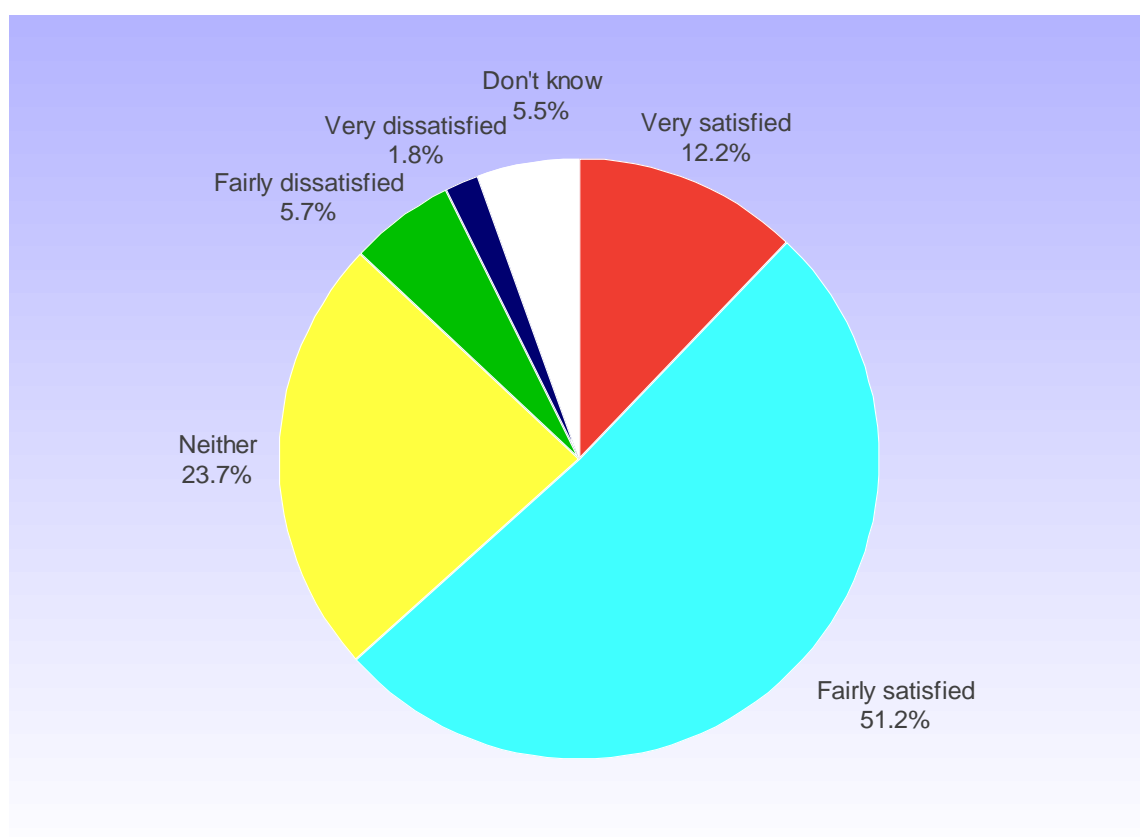
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 18 respondents who said that they have 'Never used' the 'Seafront, marina and promenades' in Q7g and are based on the responses therefore from the remaining 600 respondents*

*Single response question*

**e) Marina and harbour**

(n=600)



- Amongst those 600 respondents who said that they use the 'Seafront, marina and promenades' in Q7g, they were more than eight times more likely to be satisfied than dissatisfied with the 'Marina and harbour' that the Council provides
- Almost two-thirds of them, 63.4% (380 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Marina and harbour' that the Council provides. Just over half, 51.2% (307 respondents) of these respondents said that they were 'Fairly satisfied' and an additional 12.2% of respondents (73 respondents) indicated that they were 'Very satisfied'

- Some 5.7% of respondents (34 respondents) answered 'Fairly dissatisfied' and a further 1.8% (11 respondents) were 'Very dissatisfied'. Therefore, only 7.5% (45 respondents), were either 'Very dissatisfied' or 'Fairly dissatisfied' with the 'Marina and harbour' that the Council provides
- Some 23.7% of these respondents (142 respondents) said that they were 'Neither satisfied or dissatisfied' with the 'Marina and harbour' that the Council provides and the remaining 5.5% (33 respondents) answered 'Don't know'

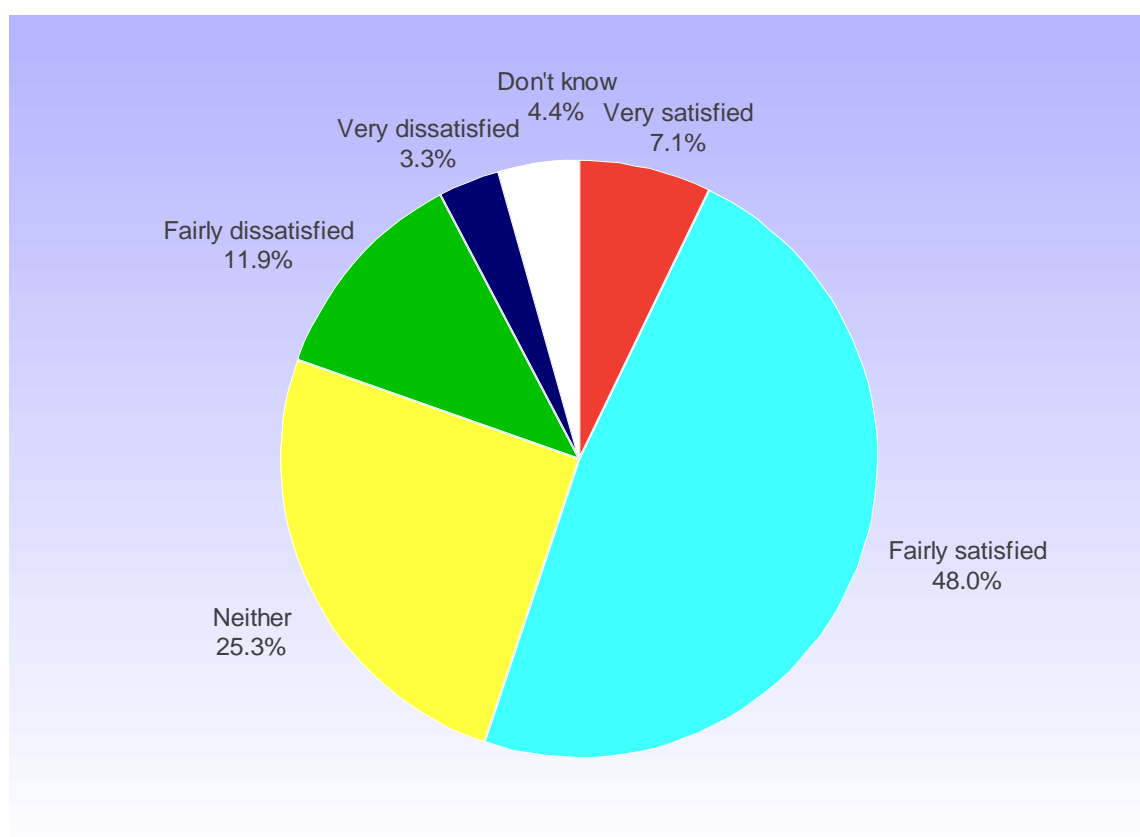
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 72 respondents who said that they have 'Never used' the 'Local parks' in Q7b and are based on the responses therefore from the remaining 546 respondents*

*Single response question*

**f) Parks**

(n=546)



- Amongst those 546 respondents who said that they use the 'Local parks' in Q7b, they were more than three times more likely to be satisfied than dissatisfied with the 'Parks' that the Council provides
- Some 55.1% (301 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Parks' that the Council provide. Almost half, 48.0% (262 respondents) of these respondents said that they were 'Fairly satisfied' and a further 7.1% of respondents (39 respondents) indicated that they were 'Very satisfied'

- Some 11.9% of respondents (65 respondents) answered 'Fairly dissatisfied' and a further 3.3% (18 respondents) said that they were 'Very dissatisfied' which equates to some 15.2% (83 respondents) who were either 'Very dissatisfied' or 'Fairly dissatisfied' with them
- Some 25.3% of these respondents (138 respondents) said that they were 'Neither satisfied or dissatisfied' with the 'Parks' that the Council provide. The remaining 4.4% (24 respondents) responded 'Don't know' to this question

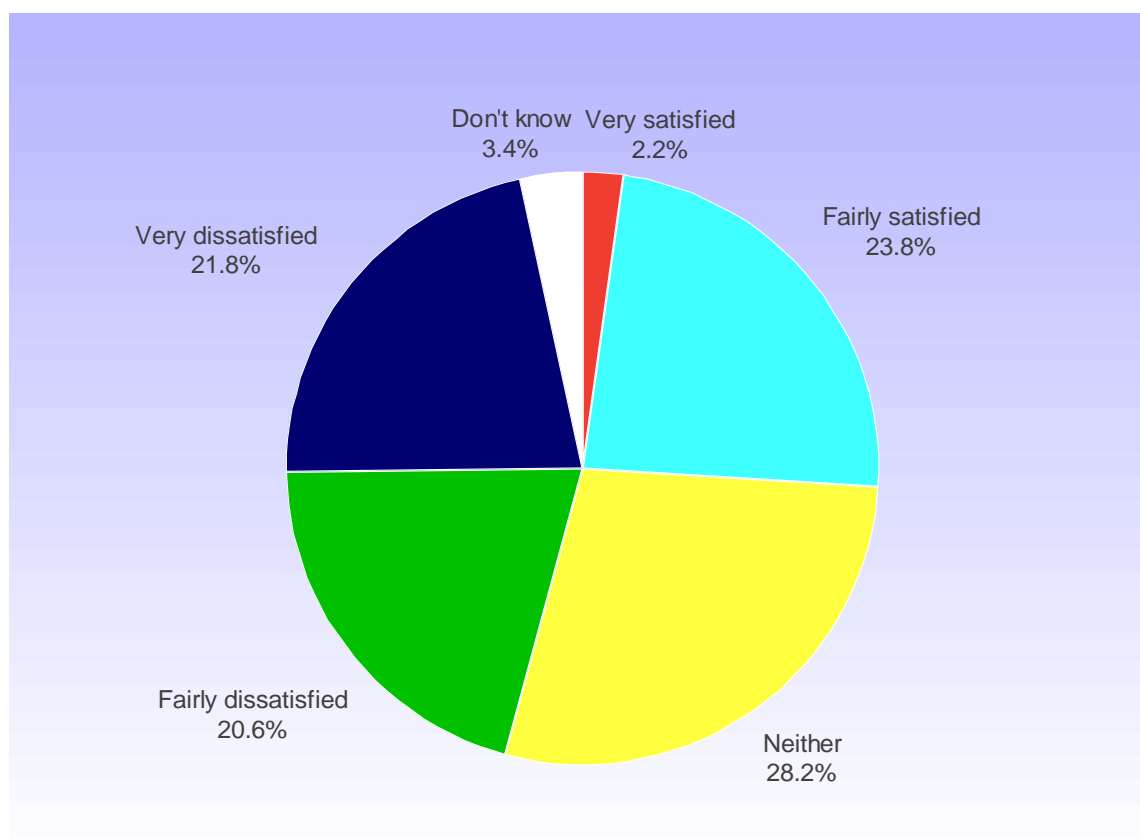
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 118 respondents who said that they have 'Never used' the 'Public car parks' in Q7h and are based on the responses therefore from the remaining 500 respondents*

*Single response question*

**g) Public car parks**

(n=500)



- Those 500 respondents who said that they use the 'Public car parks' in Q7h, were more likely to be dissatisfied than satisfied with the 'Public car parks' that the Council provide
- Some 20.6% of respondents (103 respondents) answered 'Fairly dissatisfied' and a further 21.8% (109 respondents) of them were 'Very dissatisfied' with the 'Public car parks' that the Council provide. In total, therefore, some 42.4% (212 respondents) were either 'Very dissatisfied' or 'Fairly dissatisfied'

- To what extent this level of dissatisfaction is related to car parking charges is unknown
- Some 26.0% (130 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Public car parks' that the Council provide. Almost a quarter, 23.8% (119 respondents) of these respondents said that they were 'Fairly satisfied' and some 2.2% of respondents (11 respondents) indicated that they were 'Very satisfied'
- Some 28.2% of these respondents (141 respondents) said that they were 'Neither satisfied or dissatisfied' and the remaining 3.4% of respondents (17 respondents) answered 'Don't know'

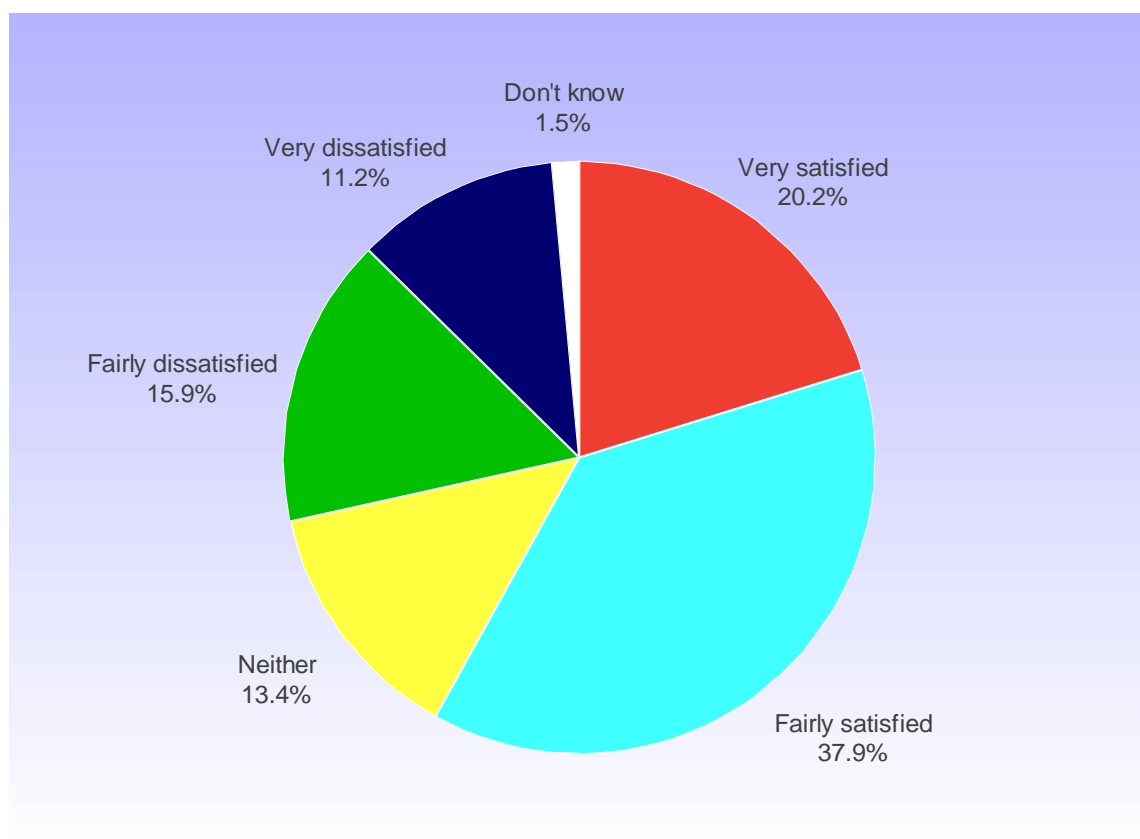
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents*

*Single response question*

**h) Recycling collections (blue bins, red bags etc)**

(n=618)



- Of all 618 respondents to the survey, respondents were more than twice as likely to be satisfied than dissatisfied with the 'Recycling collections' service that the Council provides
- Almost 6-in-10 respondents, 58.1% (359 respondents) were either 'Very satisfied' or 'Fairly satisfied', as 37.9% of them (234 respondents) said that they were 'Fairly satisfied' and 20.2% of respondents (125 respondents) indicated that they were 'Very satisfied'
- Some 15.9% of respondents (98 respondents) answered 'Fairly dissatisfied' and a further 11.2% (69 respondents) indicated that they were 'Very dissatisfied' with the 'Recycling collections' service that the Council provides. This equated to



some 27.1% of respondents (167 respondents), just over a quarter, being either 'Very dissatisfied' or 'Fairly dissatisfied'

- The remaining respondents consisted of 13.4% of respondents (83 respondents) who said that they were 'Neither satisfied or dissatisfied' and 1.5% (9 respondents) who answered 'Don't know' to this question

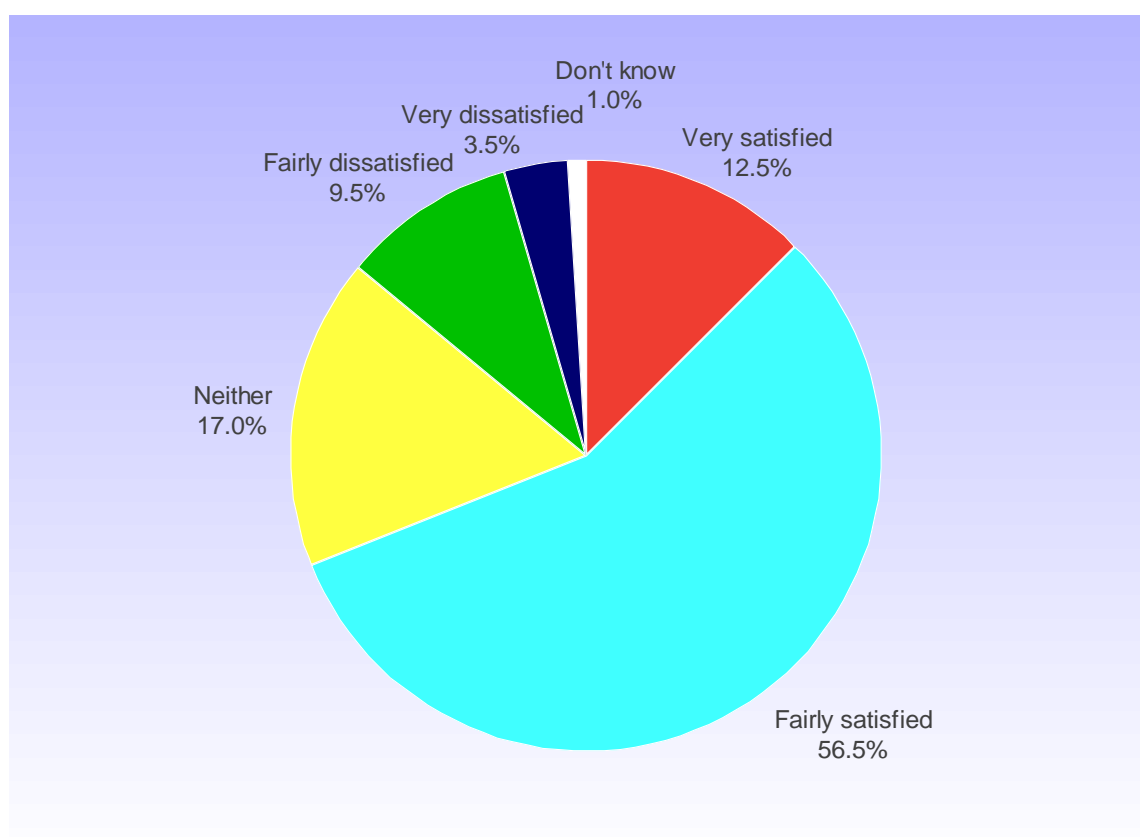
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents but the results shown below exclude the 18 respondents who said that they have 'Never used' the 'Seafront, marina and promenades' in Q7g and are based on the responses therefore from the remaining 600 respondents*

*Single response question*

**i) Seafront and promenades**

(n=600)



- Those 600 respondents who said that they use the 'Seafront, marina and promenades' in Q7g, were more than five times as likely to be satisfied than dissatisfied with the 'Seafront and promenades' that the Council provides
- Over two-thirds of them, 69.0% (414 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Seafront and promenades' that the Council provides. Over half, 56.5% (339 respondents) of these respondents said that they were 'Fairly satisfied' and some 12.5% of respondents (75 respondents) indicated that they were 'Very satisfied'

- Some 9.5% of respondents (57 respondents) answered 'Fairly dissatisfied' and a further 3.5% (21 respondents) were 'Very dissatisfied', therefore, 13.0% (78 respondents) were either 'Very dissatisfied' or 'Fairly dissatisfied'
- Some 17.0% of these respondents (102 respondents) said that they were 'Neither satisfied or dissatisfied' and the remaining 1.0% (6 respondents) answered 'Don't know' to this question

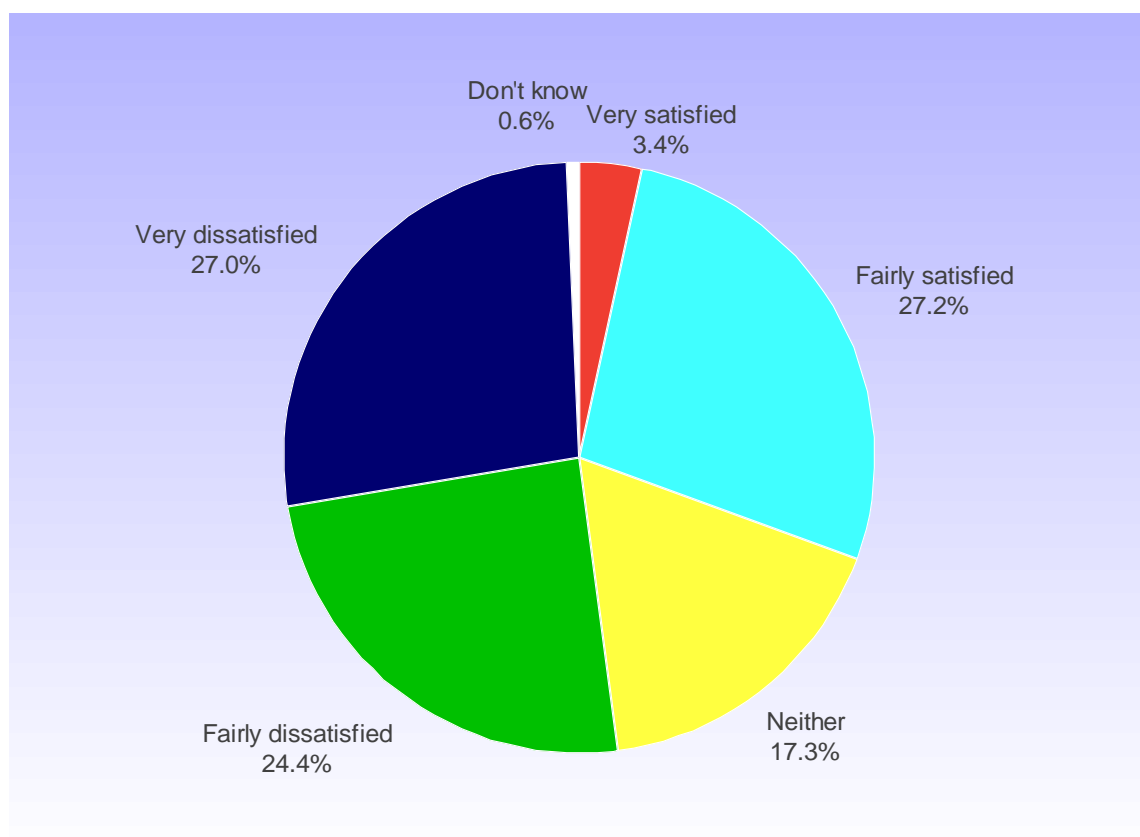
**Q8. Generally speaking, how satisfied or dissatisfied are you with the following services that the Council provides:**

*Asked to all 618 respondents*

*Single response question*

**j) Street cleaning**

(n=618)



- Of all 618 respondents to the survey, more of them were dissatisfied than satisfied with the 'Street cleaning' service that the Council provides. This links back to the fact that in Q2 of the survey, 'Clean streets' was the response most often selected as one of the three things most needed to be improved in Thanet
- Some 24.4% of respondents (151 respondents) answered 'Fairly dissatisfied' and a further 27.0% (167 respondents) were 'Very dissatisfied' with the 'Street cleaning' service that the Council provides. Therefore, some 51.4% (318 respondents) were either 'Very dissatisfied' or 'Fairly dissatisfied'

- Some 30.6% (189 respondents) were either 'Very satisfied' or 'Fairly satisfied' with the 'Street cleaning' service that the Council provides. Just over a quarter, 27.2% (168 respondents) of these respondents said that they were 'Fairly satisfied' and some 3.4% (21 respondents) indicated that they were 'Very satisfied'
- Some 17.3% of these respondents (107 respondents) said that they were 'Neither satisfied or dissatisfied' and the remaining 0.6% (4 respondents) answered 'Don't know' to this question

**Q9. Please tick either 'yes' or 'no' to let us know if you are aware of each of the following initiatives introduced by the Council to help improve cleanliness:**

*Note: The percentages add across the page*

**AT A GLANCE: Q9a-Q9i**

(n=618 for each question)

Counts Analysis % Respondents	Total		
		Yes	No
<b>Q9a. Aware of: 30 Tikspac stations (free dog waste bag dispensers)</b>	<b>618</b>	237 38.3%	381 61.7%
<b>Q9b. Aware of: 70 new bins added to the coastline ahead of summer season</b>	<b>618</b>	173 28.0%	445 72.0%
<b>Q9c. Aware of: 4 new mechanical road sweepers, with mascots designed by primary school children</b>	<b>618</b>	94 15.2%	524 84.8%
<b>Q9d. Aware of: New £400 fixed penalty notice to crack down on fly-tippers</b>	<b>618</b>	231 37.4%	387 62.6%
<b>Q9e. Aware of: The Great British Spring Clean and regular deep cleans in areas</b>	<b>618</b>	177 28.6%	441 71.4%
<b>Q9f. Aware of: A FIDO (Faeces Intake Disposal Operation) machine to clean up dog mess</b>	<b>618</b>	151 24.4%	467 75.6%
<b>Q9g. Aware of: 15 '2 minute beach clean stations' placed around the isle's beaches</b>	<b>618</b>	125 20.2%	493 79.8%
<b>Q9h. Aware of: Cigarette voting bins to encourage people to bin their butts</b>	<b>618</b>	177 28.6%	441 71.4%
<b>Q9i. Aware of: Successful litter, fly-tipping and dog fouling prosecutions</b>	<b>618</b>	172 27.8%	446 72.2%

**Q9. Please tick either 'yes' or 'no' to let us know if you are aware of each of the following initiatives introduced by the Council to help improve cleanliness:**

*Q9a - Q9i each asked to all 618 respondents*

*Single response questions*

- Respondents were most likely to be aware of the '30 Tikspac stations (free dog waste bag dispensers)' and the 'New £400 fixed penalty notice to crack down on fly-tippers as part of a nationwide initiative #crimenottocare'. Some 38.3% (237 respondents) were aware of the former, and, 37.4% (231 respondents) of respondents knew of the latter
- The awareness level was similar for the 4 following initiatives: 28.6% (177 respondents) were aware of both the 'Cigarette voting bins to encourage people to bin their butts' and 'The Great British Spring Clean and regular deep cleans in areas'; exactly 28.0% (173 respondents) were aware of the '70 new bins added to the coastline ahead of summer season (1 bin every 200 metres)', and, 27.8% (172 respondents) were aware of 'Successful litter, fly-tipping and dog fouling prosecutions'
- Just under a quarter of respondents, 24.4% (151 respondents) were aware of 'A FIDO (Faeces Intake Disposal Operation) machine to clean up dog mess' and 1-in-5 respondents, 20.2% (125 respondents) knew of the '15 "2 minute beach clean stations"'
- The '4 new mechanical road sweepers, with mascots designed by primary school children' had the lowest level of awareness, some 15.2% of respondents (94 respondents) were aware of them

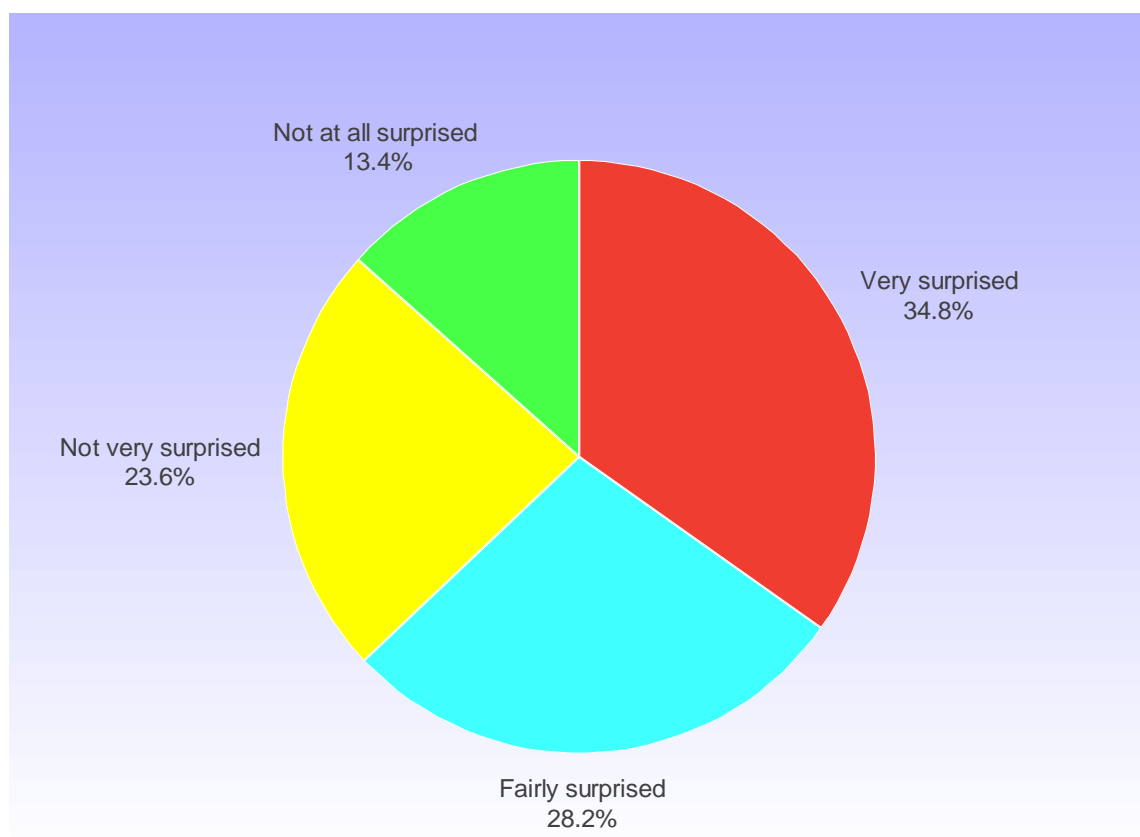
**Q10. How surprised are you that Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill ?**

*Asked to all 618 respondents*

*Single response question*

*The question preamble also gave some background information to respondents about the other organisations who receive part of their Council Tax payment*

(n=618)



- More than 6-in-10 of all 618 survey respondents, 63.0% (389 respondents) said that they were either 'Very surprised' or 'Fairly surprised' to learn that 'Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill'
- Just over a third of respondents, 34.8% (215 respondents) were 'Very surprised' to learn this, and, a further 28.2% (174 respondents) were 'Fairly surprised'
- Just under a quarter of respondents, 23.6% (146 respondents) were 'Not very surprised' and the remaining 13.4% (83 respondents) said that they were 'Not at all surprised'



- This level of surprise from respondents suggests that this would could form the basis of some effective communications from Thanet District Council to its local residents

*Cross-Tabulation: Q10 x by Q23 Gender*

Counts Break % Respondents	Total	Q23. Gender			
		Male	Female	Other	Prefer not to say
Base	618	300	297	1	20
<b>Q10. How surprised that Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill</b>					
Very surprised	215 34.8%	95 31.7%	116 39.1%	-	4 20.0%
Fairly surprised	174 28.2%	86 28.7%	79 26.6%	1 100.0%	8 40.0%
Not very surprised	146 23.6%	70 23.3%	72 24.2%	-	4 20.0%
Not at all surprised	83 13.4%	49 16.3%	30 10.1%	-	4 20.0%

- The most frequent answer given by both the 'Male' and 'Female' respondents was 'Very surprised'
- The 'Females' were more likely to say that they were 'Very surprised' to hear this than the 'Male' respondents, with 39.1% of them (116 respondents) answering in this way, in comparison to the 31.7% (95 respondents) of 'Male' respondents who said the same
- The 'Male' respondents were more likely than the 'Female' respondents to say that they were 'Not at all surprised', with 16.3% of them (49 respondents) as opposed to a lesser percent of the 'Female' respondents, some 10.1% of whom (30 respondents) answered in this way

*Cross-Tabulation: Q10 x by Q24 Age Group*

Counts Break % Respondents	Q24. Age Group					
	Total	18-34	35-54	55-74	75+	Prefer not to say
Base	618	33	132	345	82	26
<b>Q10. How surprised that Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill</b>						
Very surprised	215 34.8%	10 30.3%	35 26.5%	128 37.1%	35 42.7%	7 26.9%
Fairly surprised	174 28.2%	11 33.3%	41 31.1%	91 26.4%	21 25.6%	10 38.5%
Not very surprised	146 23.6%	9 27.3%	40 30.3%	76 22.0%	17 20.7%	4 15.4%
Not at all surprised	83 13.4%	3 9.1%	16 12.1%	50 14.5%	9 11.0%	5 19.2%

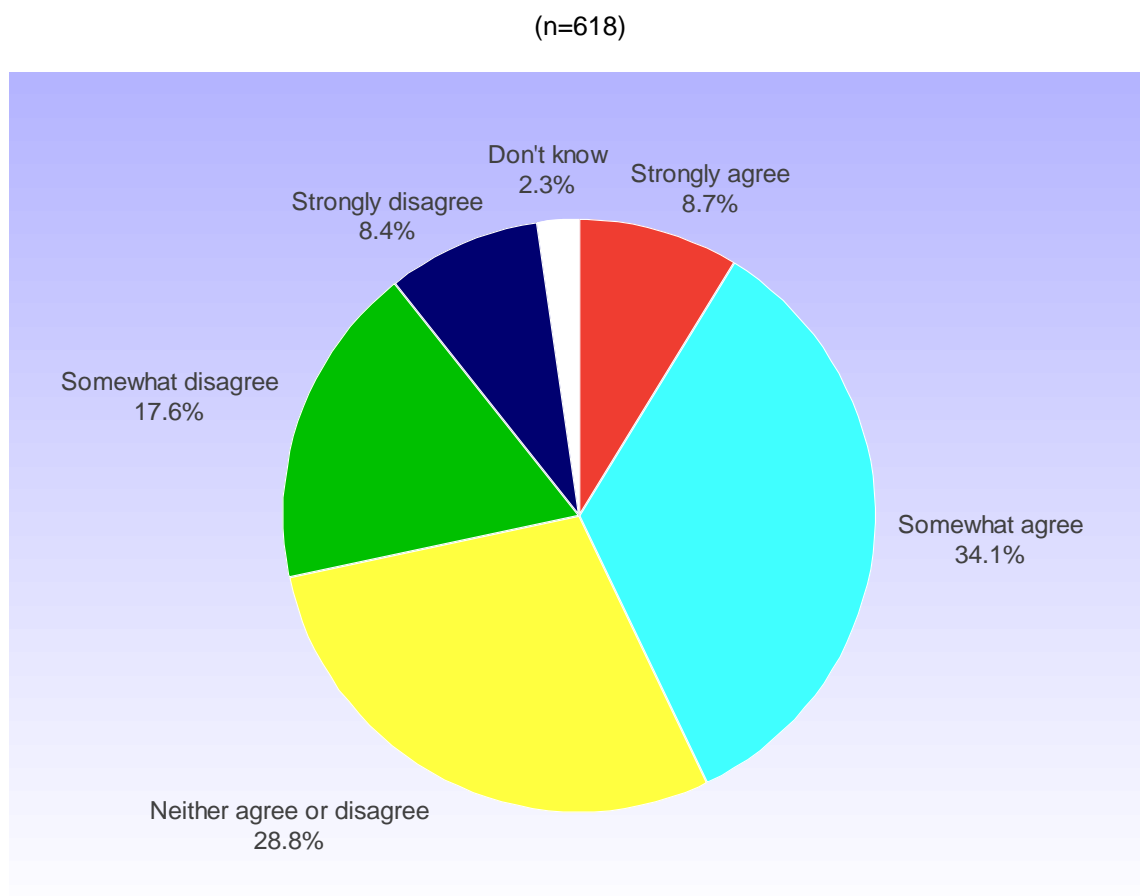
- More than a quarter of respondents in each age group were 'Very surprised' to learn that 'Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill'. Least likely to be 'Very surprised' were those respondents aged '35-54 years' with some 26.5% (35 respondents) of them answering in this way. Those aged '75 and over' were most likely to be 'Very surprised' with 42.7% of them (35 respondents) indicating this
- When looking at the percentages for the 'Very surprised' and 'Fairly surprised' responses combined, those aged '75 and over' were most likely to have responded in one of these two ways, with just over two-thirds, 68.3% of them (56 respondents) doing so. Least likely to have responded in one of these two ways, were those respondents aged '35-54 years' with 57.6% of them (76 respondents) having done so
- Those in the age bracket of '55-74 years' were the most likely age group to say that they were 'Not at all surprised' to learn this, with around 1-in-7 of them, 14.5% (50 respondents) answering in this way, followed by 12.1% (16 respondents) of those aged '35-54 years' and 11.0% (9 respondents) of those aged '75 and over'. Least likely to be 'Not at all surprised' were those aged '18-34 years', of whom 9.1% (3 respondents) answered in this way

**Q11. Based on this, to what extent do you agree or disagree that Thanet District Council provides value for money for the Council Tax you pay?**

*Asked to all 618 respondents*

*Single response question*

*The question preamble also gave some background information to respondents as to how many local services the Council runs*



- Respondents were more than one-and-a-half times more likely to agree than disagree with this statement
- Just over a third of all 618 respondents to the survey said that they 'Somewhat agree' with the statement that 'Thanet District Council provides value for money for the Council Tax you pay' with 34.1% of them (211 respondents) answering in this way. A further 8.7% (54 respondents) said that they 'Strongly agree' so that, in total, 42.8% of respondents (265 respondents) either 'Strongly agree' or 'Somewhat agree' with this statement
- Marginally more than a quarter of respondents, 26.0% (161 respondents) said that they either 'Strongly disagree' or 'Somewhat disagree' with the statement that 'Thanet District Council provides value for money for the Council Tax you pay'. Some 17.6% (109 respondents) said that they 'Somewhat disagree' and 8.4% (52 respondents) said that they 'Strongly disagree' with this statement

- Some 28.8% (178 respondents) answered 'Neither agree or disagree' and the remaining 2.3% (14 respondents) answered 'Don't know' to whether 'Thanet District Council provides value for money for the Council Tax you pay'

**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Note: The percentages add across the page*

**AT A GLANCE: Q12a-Q12h**

(n=618 for each question)

Counts Analysis % Respondents	Total					
		Very likely	Quite likely	Quite unlikely	Very unlikely	Don't know
Q12a. How likely or willing to: Volunteer some of your time to help maintain this service	618	33 5.3%	184 29.8%	169 27.3%	147 23.8%	85 13.8%
Q12b. How likely or willing to: Make a one-off donation to help maintain this service	618	14 2.3%	140 22.7%	188 30.4%	216 35.0%	60 9.7%
Q12c. How likely or willing to: Pay a new or higher charge each time you used the service	618	25 4.0%	216 35.0%	157 25.4%	166 26.9%	54 8.7%
Q12d. How likely or willing to: Pay more Council Tax	618	35 5.7%	159 25.7%	171 27.7%	225 36.4%	28 4.5%
Q12e. How likely or willing to: Support the Council transferring more services to parish / town councils	618	57 9.2%	262 42.4%	106 17.2%	74 12.0%	119 19.3%
Q12f. How likely or willing to: Support the Council reducing the number of Ward Councillors (currently 56)	618	196 31.7%	243 39.3%	62 10.0%	43 7.0%	74 12.0%
Q12g. How likely or willing to: Support the Council selling its assets (e.g. buildings/pieces of land)	618	61 9.9%	164 26.5%	129 20.9%	211 34.1%	53 8.6%
Q12h. How likely or willing to: Do nothing and expect to see the service cut	618	27 4.4%	75 12.1%	176 28.5%	218 35.3%	122 19.7%

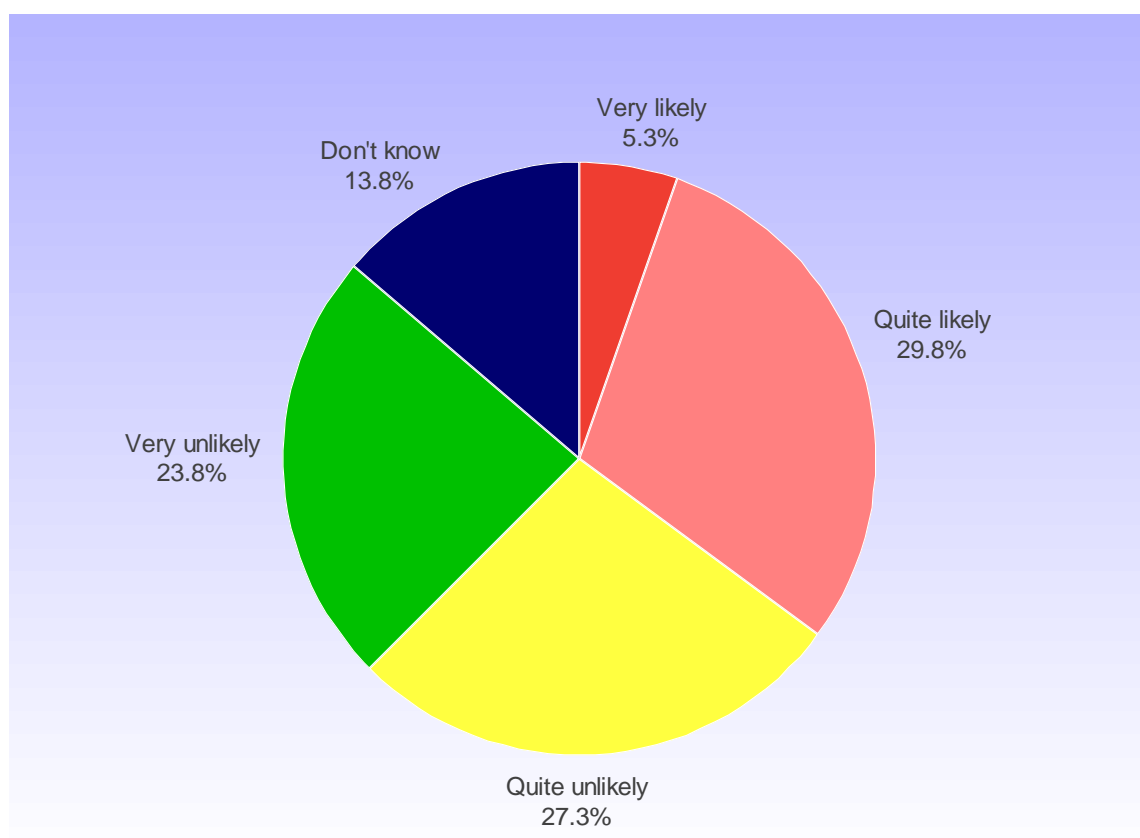
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**a) Volunteer some of your time to help maintain this service**

(n=618)



- When all 618 respondents were asked whether they would 'Volunteer some of your time to help maintain this service' - 'If a service you cared about in your local area was at risk of being cut', there were more unlikely than likely responses
- Overall, some 51.1% (316 respondents) answered either 'Quite unlikely' or 'Very unlikely' to this idea. Just over a quarter, 27.3% of respondents (169 respondents) said that they would be 'Quite unlikely' and 23.8% (147 respondents) said that they would be 'Very unlikely' to do so

- Just 5.3% of respondents (33 respondents) said that they would be 'Very likely' to and a further 29.8% (184 respondents) said that they would be 'Quite likely' to do so. In total, some 35.1% of respondents (217 respondents) answered 'Very likely' or 'Quite likely' to this idea
- The remaining 13.8% of respondents (85 respondents) answered 'Don't know'

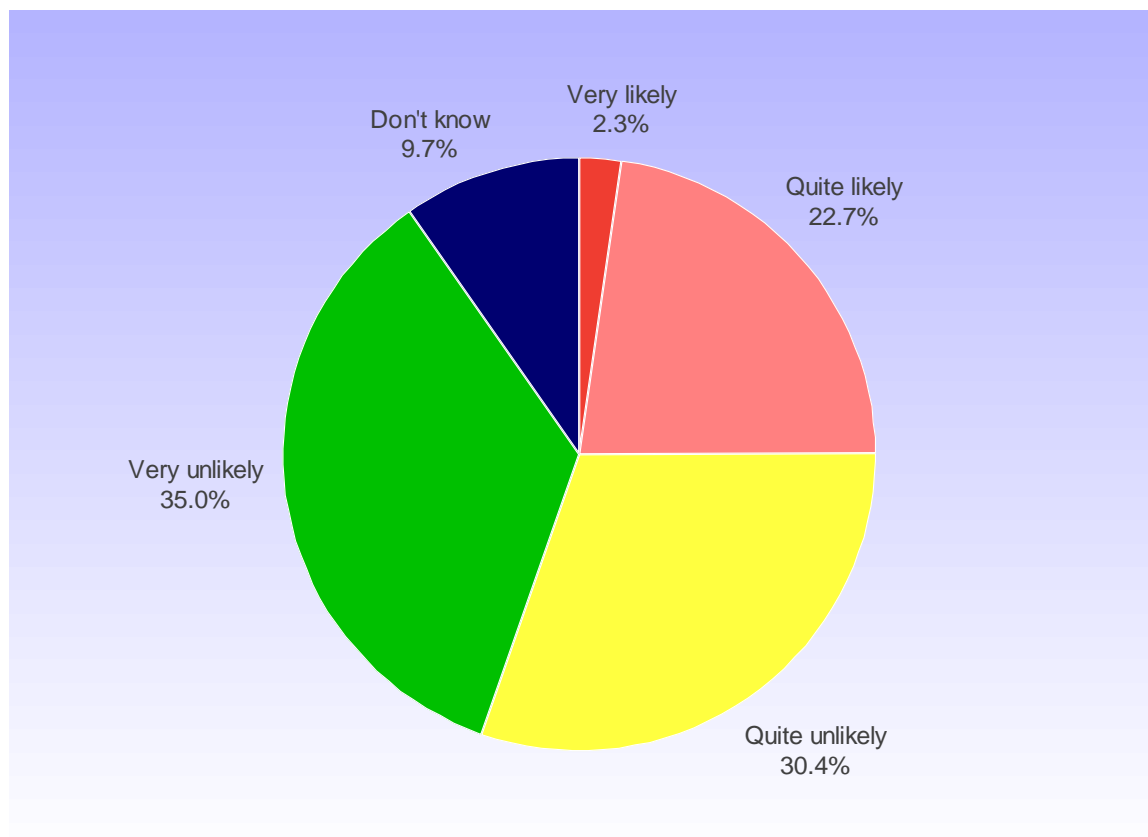
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**b) Make a one-off donation to help maintain this service**

(n=618)



- All 618 respondents to the survey were then asked whether they would 'Make a one-off donation to help maintain this service' - 'If a service you cared about in your local area was at risk of being cut', to which there were more unlikely than likely responses
- The idea of 'Make a one-off donation to help maintain this service' had the lowest incidence of 'Very likely' responses across all of Q12
- Almost two-thirds, 65.4% of respondents (404 respondents) answered either 'Quite unlikely' or 'Very unlikely' to this idea. Some 30.4% of respondents (188 respondents) said that they would be 'Quite unlikely' and 35.0% (216 respondents) said that they would be 'Very unlikely' to do so



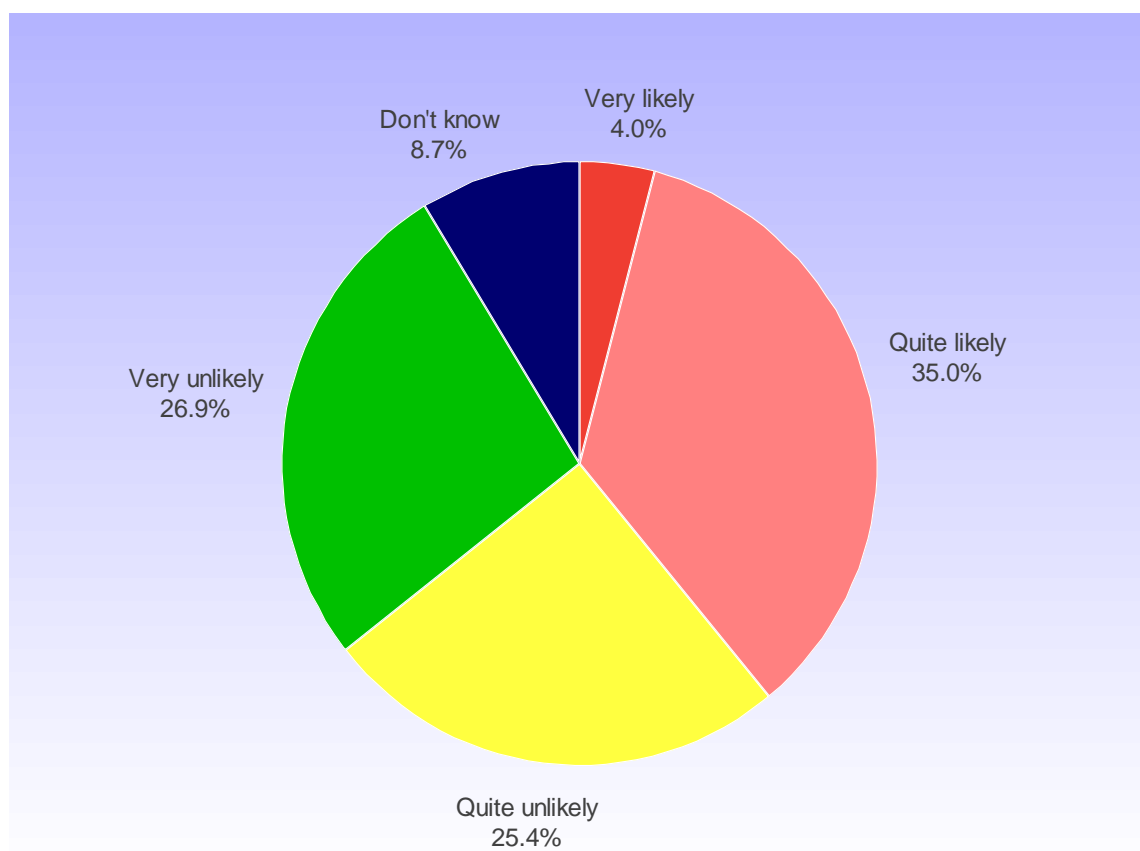
- A nominal 2.3% of respondents (14 respondents) said that they would be 'Very likely' to 'Make a one-off donation' and a further 22.7% (140 respondents) said that they would be 'Quite likely' to do so. In total, therefore, exactly a quarter, 25.0% of respondents (154 respondents) answered 'Very likely' or 'Quite likely' to the idea
- The remaining 9.7% of respondents (60 respondents) answered 'Don't know'

**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents  
Single response question*

**c) Pay a new or higher charge each time you used the service**

(n=618)



- To the idea of 'Pay a new or higher charge each time you used the service' - 'If a service you cared about in your local area was at risk of being cut', there were again more unlikely than likely responses amongst the 618 survey respondents
- Over half, 52.3% of respondents (323 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the suggestion. Some 25.4% of respondents (157 respondents) said that they would be 'Quite unlikely' to do so and 26.9% (166 respondents) responded with 'Very unlikely' to do so
- Just 4.0% of respondents (25 respondents) said that they would be 'Very likely' to 'Pay a new or higher charge' and a further 35.0% (216 respondents) said that they would be 'Quite likely' to do so. Overall, 39.0% of respondents (241 respondents) answered 'Very likely' or 'Quite likely' to this suggestion
- The remaining 8.7% of respondents (54 respondents) answered 'Don't know'

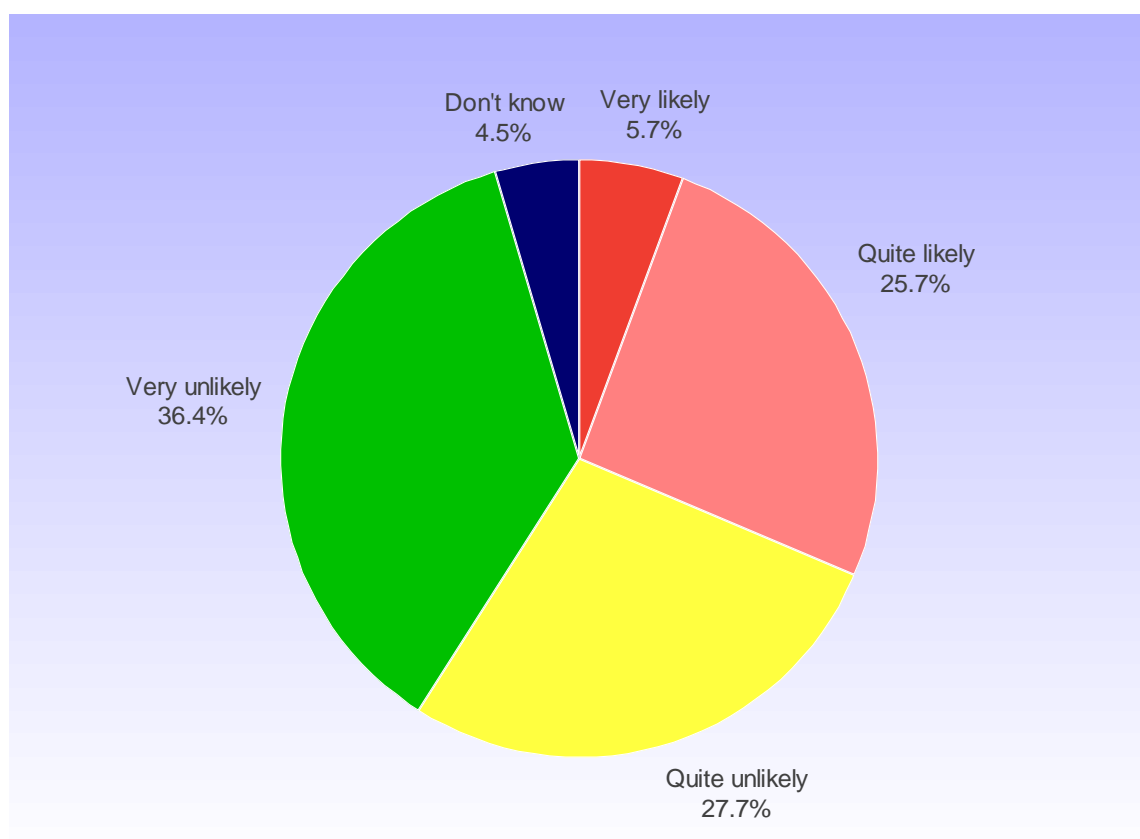
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**d) Pay more Council Tax**

(n=618)



- To the suggestion of 'Pay more Council Tax' - 'If a service you cared about in your local area was at risk of being cut', there were again more unlikely than likely responses amongst the 618 survey respondents
- The idea of 'Pay more Council Tax' had the highest incidence, marginally, of 'Very unlikely' responses across all of Q12
- Almost two thirds, 64.1% of respondents (396 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the suggestion. Some 27.7% of respondents (171 respondents) said that they would be 'Quite unlikely' to do so and a further 36.4% (225 respondents) answered 'Very unlikely' to do so

- Some 5.7% of respondents (35 respondents) said that they would be 'Very likely' to 'Pay more Council Tax' and a further 25.7% (159 respondents) said that they would be 'Quite likely' to do so. This equated to some 31.4% of respondents (194 respondents) answering either 'Very likely' or 'Quite likely' to the idea
- The remaining 4.5% of respondents (28 respondents) answered 'Don't know'

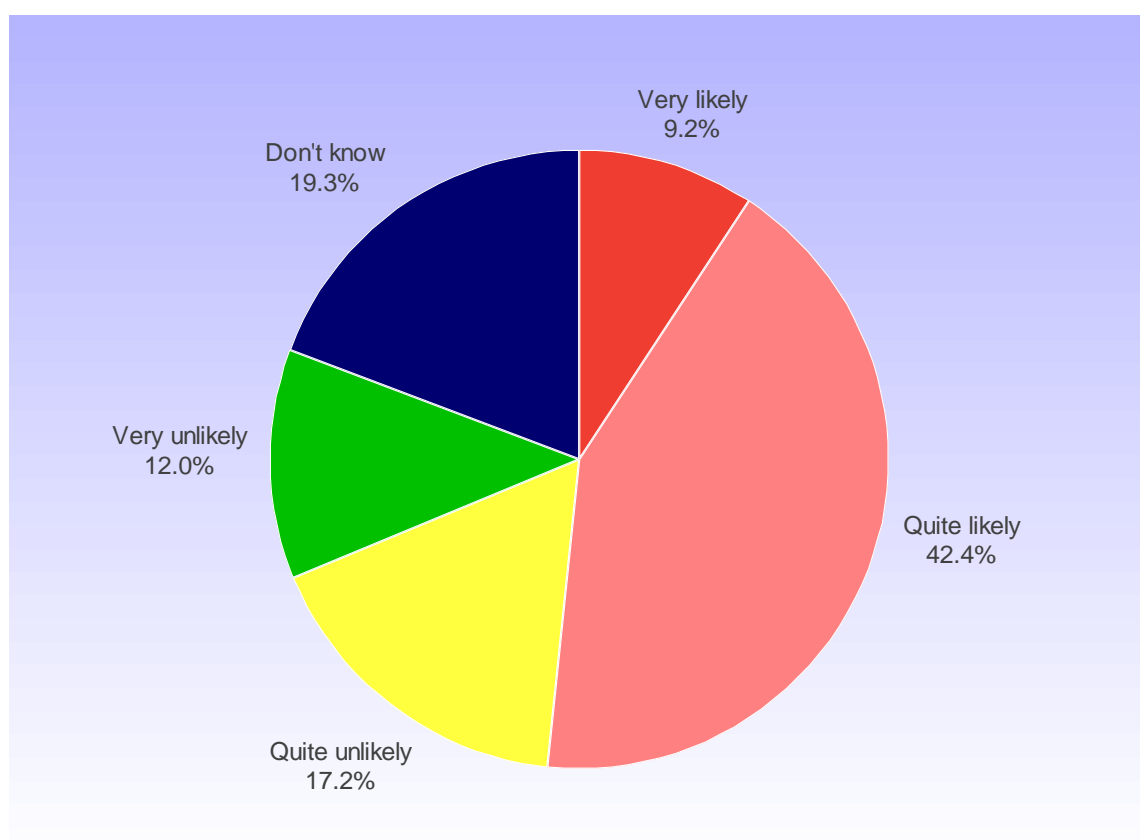
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**e) Support the Council transferring more services to parish/ town councils**

(n=618)



- This was the first suggestion in Q12 whereby amongst all 618 respondents to the survey, there was a higher incidence of likely than unlikely responses. The suggestion was 'Support the Council transferring more services to parish/ town councils' - 'If a service you cared about in your local area was at risk of being cut' and it received the highest proportion of 'Quite likely' responses across Q12.
- More than 4-in-10 respondents, 42.4% of respondents (262 respondents) said that they would be 'Quite likely' and a further 9.2% (57 respondents) said that they would be 'Very likely' to support the idea. This equated to some 51.6% of respondents (319 respondents) answering either 'Very likely' or 'Quite likely' to support the idea

- Around 3-in-10 respondents, 29.2% of respondents (180 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the suggestion, as some 17.2% of respondents (106 respondents) said that they would be 'Quite unlikely' to support the idea and 12.0% (74 respondents) answered that they would be 'Very unlikely' to do so
- The remaining 19.3% of respondents (119 respondents) answered 'Don't know'

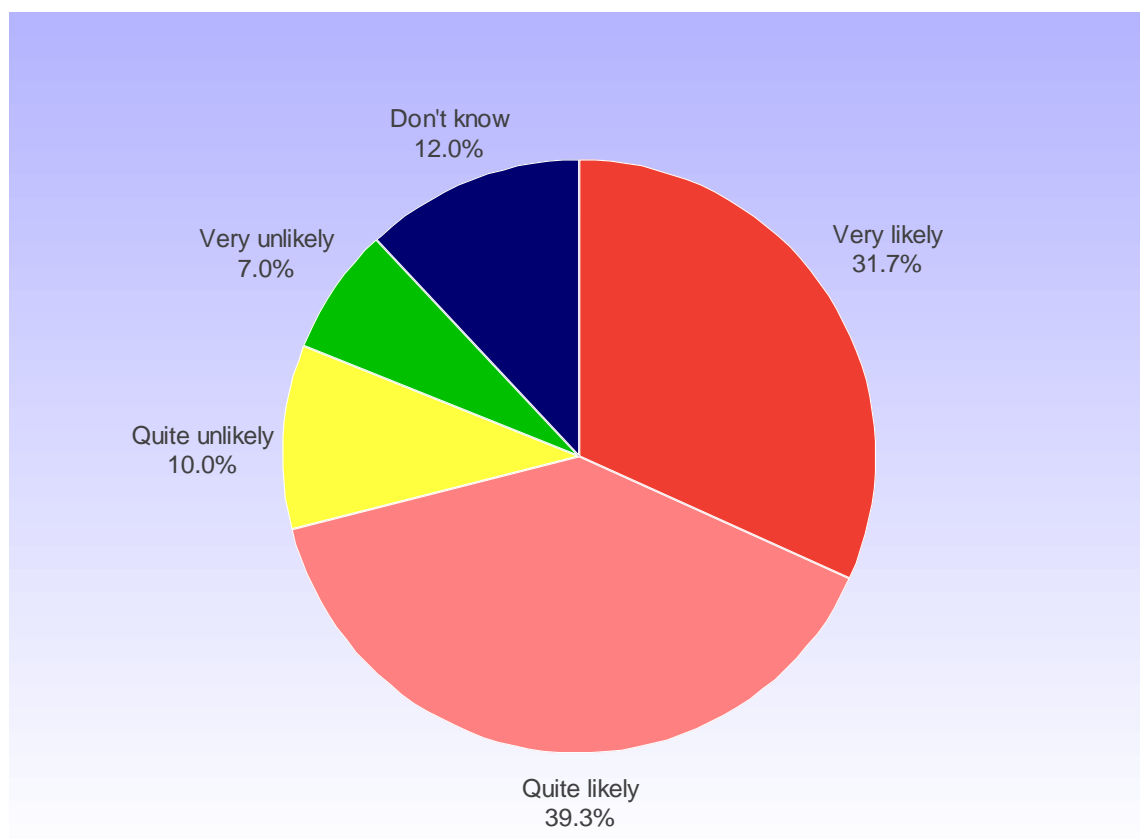
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**f) Support the Council reducing the number of Ward Councillors (currently 56)**

(n=618)



- This was the second suggestion in Q12 whereby amongst all 618 respondents to the survey, there was a higher incidence of likely than unlikely responses.
- The idea of 'Support the Council reducing the number of Ward Councillors' - 'If a service you cared about in your local area was at risk of being cut' was the most favoured suggestion in Q12 by respondents, with almost a third of respondents saying that they would be 'Very likely' to support this idea and over two-thirds of respondents saying they would be either 'Very likely' or 'Quite likely' to do so
- More than 7-in-10 respondents, 71.0% of respondents (439 respondents) said that they would be 'Very likely' or 'Quite likely' to support a reduction in the

number of Ward Councillors. Some 31.7% (196 respondents) said that they would be 'Very likely' to support the idea and a further 39.3% (243 respondents) answered 'Quite likely'

- Less than a fifth of respondents, 17.0% (105 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the suggestion. Some 10.0% of respondents (62 respondents) said that they would be 'Quite unlikely' to do so and a further 7.0% (43 respondents) answered that they would be 'Very unlikely' to do so
- The remaining 12.0% of respondents (74 respondents) answered 'Don't know'



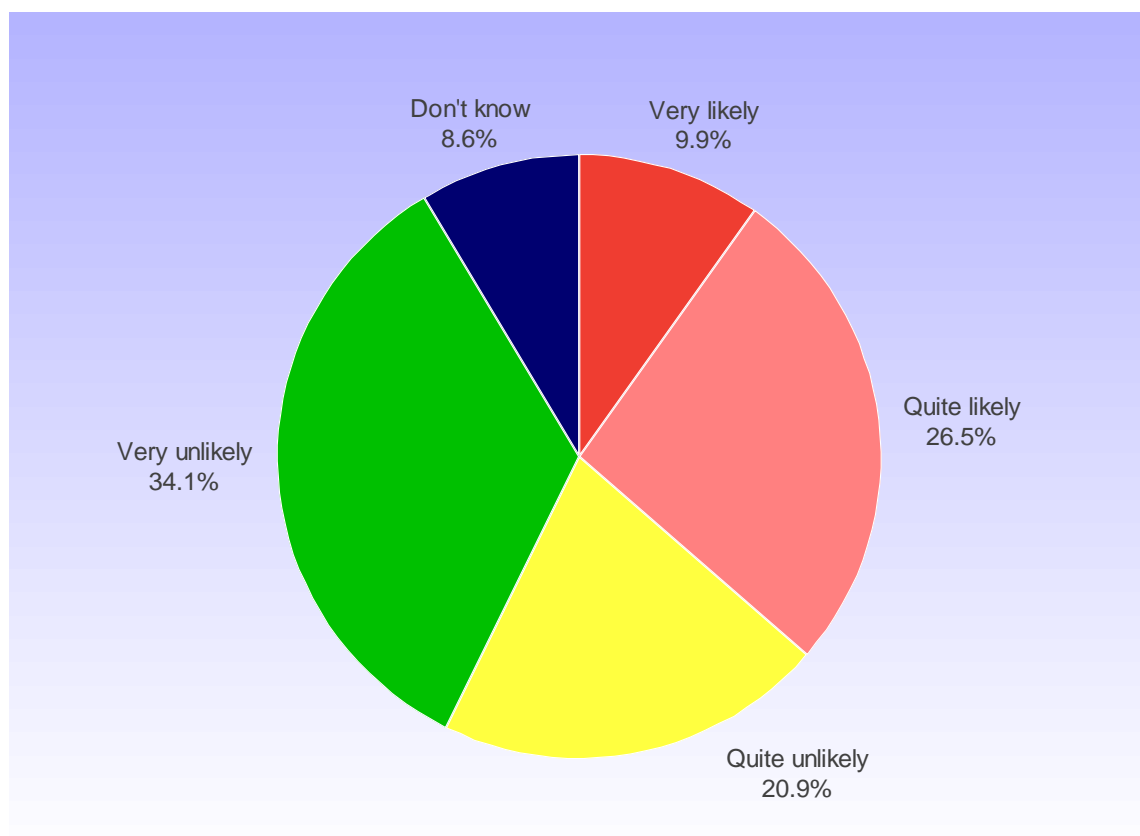
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**g) Support the Council selling its assets (buildings/ pieces of land)**

(n=618)



- When all 618 respondents to the survey were then asked whether they would 'Support the Council selling its assets' - 'If a service you cared about in your local area was at risk of being cut', there were more unlikely than likely responses overall. However, worthy of note here is that the idea of 'Support the Council selling its assets' did have the second highest incidence of 'Very likely' responses across all of Q12
- Some, 55.0% of respondents (340 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the idea. Some 20.9% of respondents (129 respondents) said that they would be 'Quite unlikely' and 34.1% (211 respondents) said that they would be 'Very unlikely' to support it

- Around 1-in-10 respondents, 9.9% of respondents (61 respondents) said that they would be 'Very likely' and a further 26.5% (164 respondents) said that they would be 'Quite likely' to do so. In total, some 36.4% of respondents (225 respondents) answered 'Very likely' or 'Quite likely' to this idea
- The remaining 8.6% of respondents (53 respondents) answered 'Don't know'

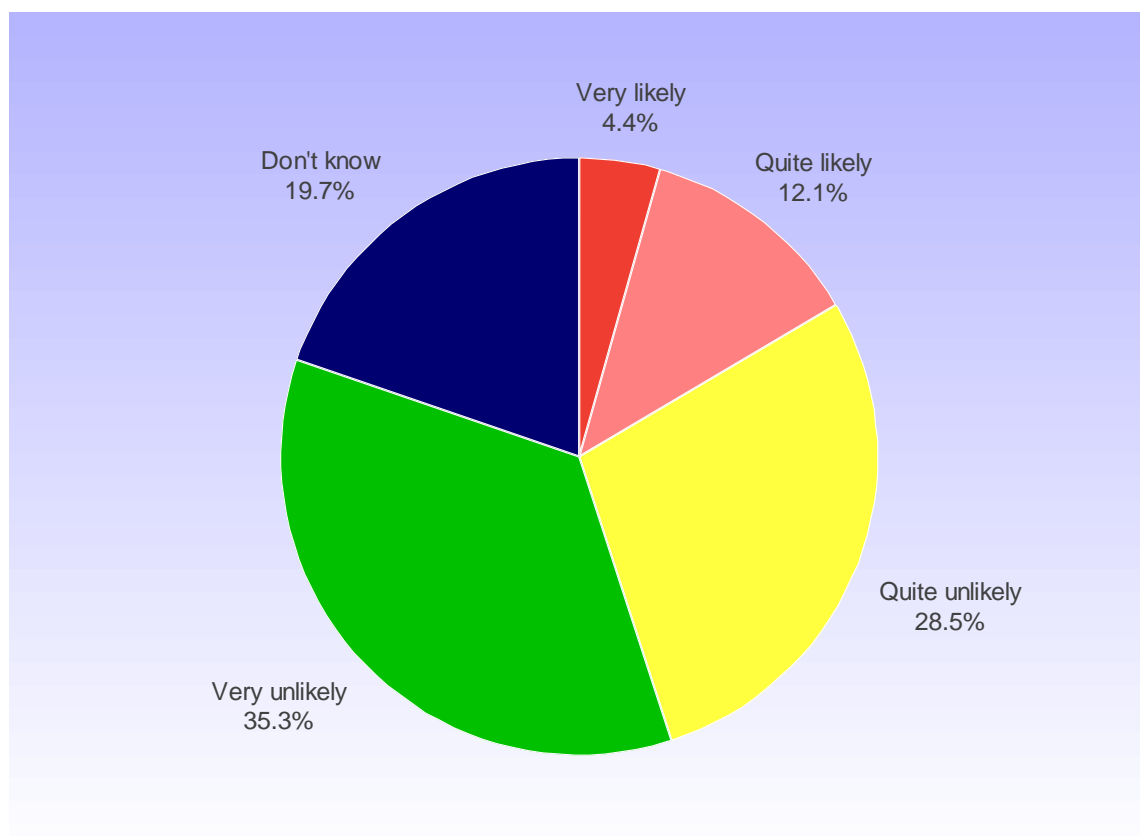
**Q12. If a service you cared about in your local area was at risk of being cut, how likely or willing would you be to:**

*Asked to all 618 respondents*

*Single response question*

**h) Do nothing and expect to see the service cut**

(n=618)



- To the suggestion of 'Do nothing and expect to see the service cut' - 'If a service you cared about in your local area was at risk of being cut', there were again more unlikely than likely responses amongst the 618 survey respondents
- Almost two thirds, 63.8% of respondents (394 respondents) answered either 'Quite unlikely' or 'Very unlikely' to the suggestion. Some 28.5% of respondents (176 respondents) said that they would be 'Quite unlikely' to do so and 35.3% (218 respondents) answered with 'Very unlikely'

- Some 4.4% of respondents (27 respondents) said that they would be 'Very likely' to 'Do nothing and expect to see the service cut' and a further 12.1% (75 respondents) said that they would be 'Quite likely' to do so. This equated to some 16.5% of respondents (102 respondents) answering either 'Very likely' or 'Quite likely' to the idea
- The remaining 19.7% of respondents (122 respondents) answered 'Don't know' to this question

**Q13. Please provide any other comments/ suggestions you may have on how Thanet District Council could cope with National Government funding cuts here:**

*Asked to all 618 respondents*

*Responded to by 303 respondents*

*Open-ended question*

*The results to this question are excluded from this report as these responses have been analysed separately by Thanet District Council*

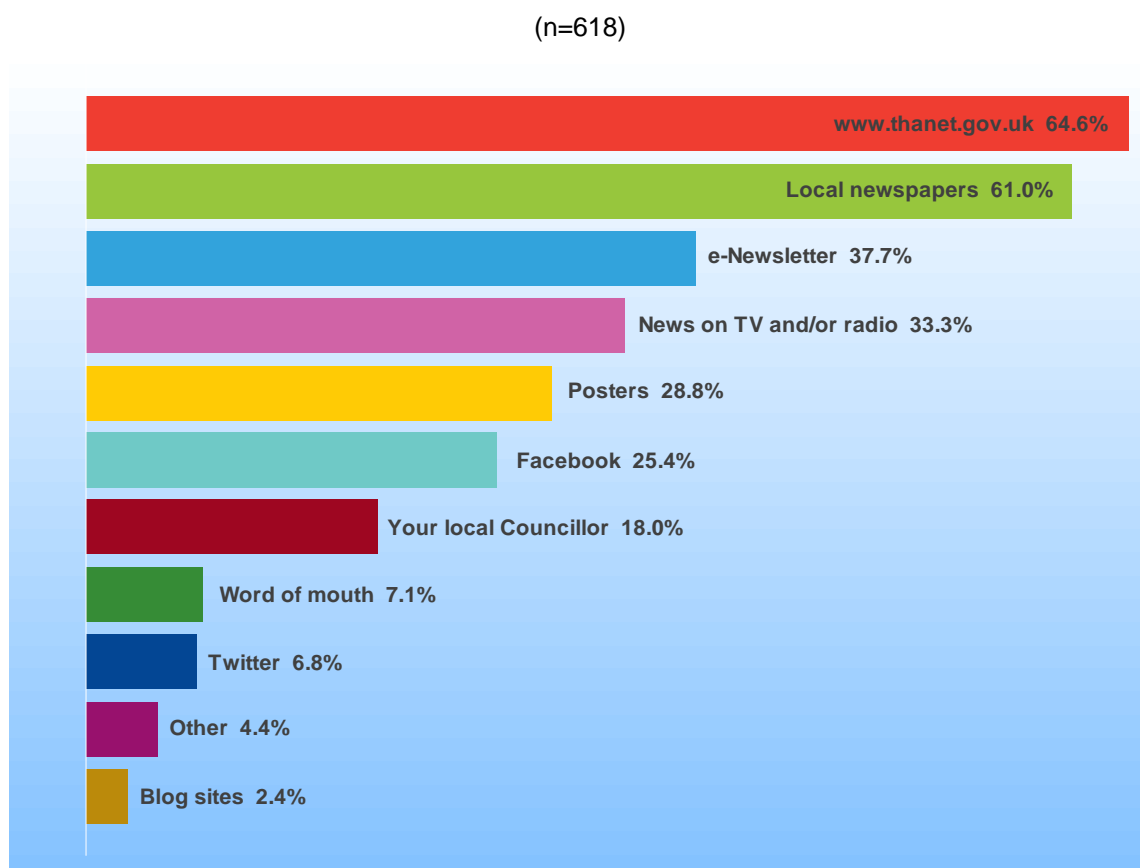
**Q14. Which of the following ways would you prefer the Council to keep you informed about its activities and services?**

*Asked to all 618 respondents*

*Multiple response question*

*Results presented in descending order of frequency mentioned*

*The 'Other' responses that were given are being interpreted by Thanet DC*



- This was a multiple response question and respondents could select as many options as were appropriate to them. By far, the two most selected ways for respondents to be 'Kept informed about the Council's activities and services' were through the 'Council's website [www.thanet.gov.uk](http://www.thanet.gov.uk)' and 'Local newspapers', with 64.6% of all 618 respondents (399 respondents) selecting the former and 61.0% (377 respondents) selecting the latter
- Some 37.7% (233 respondents) said that they would like to be 'Kept informed about the Council's activities and services' through the 'e-Newsletter' and 33.3% (206 respondents) said 'News on TV and/ or radio'. Some 28.8% of respondents (178 respondents) selected 'Posters' and 'Facebook', the most selected social media channel, which was selected by a quarter, some 25.4% (157

respondents) of respondents. 'Your local Councillor' was selected by 18.0% of respondents (111 respondents) as a preferred way to be 'Kept informed about the Council's activities and services'

- The three least likely options to be selected were 'Word of mouth' by 7.1% (44 respondents), 'Twitter' by 6.8% of respondents (42 respondents) and 'Blog sites' by just 2.4% of respondents (15 respondents)
- The 'Other' response option was selected by 4.4% of respondents (27 respondents) and these responses are being analysed in-house by Thanet DC (where the respondent defined what they meant by 'Other')

*Cross-Tabulation: Q14 x by Q23 Gender*

Counts Break % Respondents	Total	Q23. Gender			
		Male	Female	Other	Prefer not to say
Base	618	300	297	1	20
<b>Q14. Which of the following ways would you prefer the Council to keep you informed about its activities and services</b>					
www.thanet.gov.uk	399 64.6%	197 65.7%	190 64.0%	-	12 60.0%
Local newspapers	377 61.0%	190 63.3%	182 61.3%	-	5 25.0%
e-Newsletter	233 37.7%	128 42.7%	99 33.3%	-	6 30.0%
News on TV and/ or radio	206 33.3%	102 34.0%	101 34.0%	-	3 15.0%
Posters	178 28.8%	68 22.7%	105 35.4%	-	5 25.0%
Facebook	157 25.4%	50 16.7%	102 34.3%	-	5 25.0%
Your local Councillor	111 18.0%	58 19.3%	49 16.5%	-	4 20.0%
Word of mouth	44 7.1%	15 5.0%	29 9.8%	-	-
Twitter	42 6.8%	12 4.0%	30 10.1%	-	-
Other	27 4.4%	10 3.3%	14 4.7%	1 100.0%	2 10.0%
Blog sites	15 2.4%	5 1.7%	10 3.4%	-	-

- Similarly, 65.7% of 'Males' (197 respondents) and 64.0% of 'Females' (190 respondents) selected the 'Council's website [www.thanet.gov.uk](http://www.thanet.gov.uk)', and, 63.3% of 'Males' (190 respondents) and 61.3% of 'Females' (182 respondents) selected 'Local newspapers'
- The 'Males' were more likely to have selected the 'e-Newsletter' with 42.7% of them (128 respondents) doing so, in comparison to 33.3% (99 respondents) of the 'Females'. The 'Females' were more likely to have selected 'Posters' with 35.4% (105 respondents) of them doing so, whereas fewer, some 22.7% of the 'Male' respondents (68 respondents) did the same
- The 'Females' were twice as likely to have selected 'Facebook' and more than twice as likely to have selected 'Twitter' than the 'Males': 34.3% (102 respondents) of the 'Female' respondents selected 'Facebook' in comparison to 16.7% (50 respondents) of the 'Males', and, 'Twitter' was selected by 10.1% of the 'Females' (30 respondents) and just 4.0% of the 'Males' (12 respondents)

*By Cross-Tabulation: Q14 x by Q24 Age Group:*

Counts Break % Respondents	Total	Q24. Age Group					Prefer not to say
		18-34	35-54	55-74	75+		
Base	618	33	132	345	82	26	
<b>Q14. Which of the following ways would you prefer the Council to keep you informed about its activities and services</b>							
www.thanet.gov.uk	399 64.6%	17 51.5%	90 68.2%	232 67.2%	44 53.7%	16 61.5%	
Local newspapers	377 61.0%	18 54.5%	65 49.2%	222 64.3%	63 76.8%	9 34.6%	
e-Newsletter	233 37.7%	11 33.3%	55 41.7%	135 39.1%	27 32.9%	5 19.2%	
News on TV and/ or radio	206 33.3%	9 27.3%	41 31.1%	123 35.7%	26 31.7%	7 26.9%	
Posters	178 28.8%	14 42.4%	43 32.6%	94 27.2%	19 23.2%	8 30.8%	
Facebook	157 25.4%	23 69.7%	54 40.9%	70 20.3%	5 6.1%	5 19.2%	
Your local Councillor	111 18.0%	7 21.2%	16 12.1%	64 18.6%	18 22.0%	6 23.1%	
Word of mouth	44 7.1%	3 9.1%	13 9.8%	21 6.1%	6 7.3%	1 3.8%	
Twitter	42 6.8%	6 18.2%	21 15.9%	15 4.3%	- -	- -	
Other	27 4.4%	1 3.0%	8 6.1%	13 3.8%	3 3.7%	2 7.7%	
Blog sites	15 2.4%	3 9.1%	7 5.3%	4 1.2%	1 1.2%	- -	

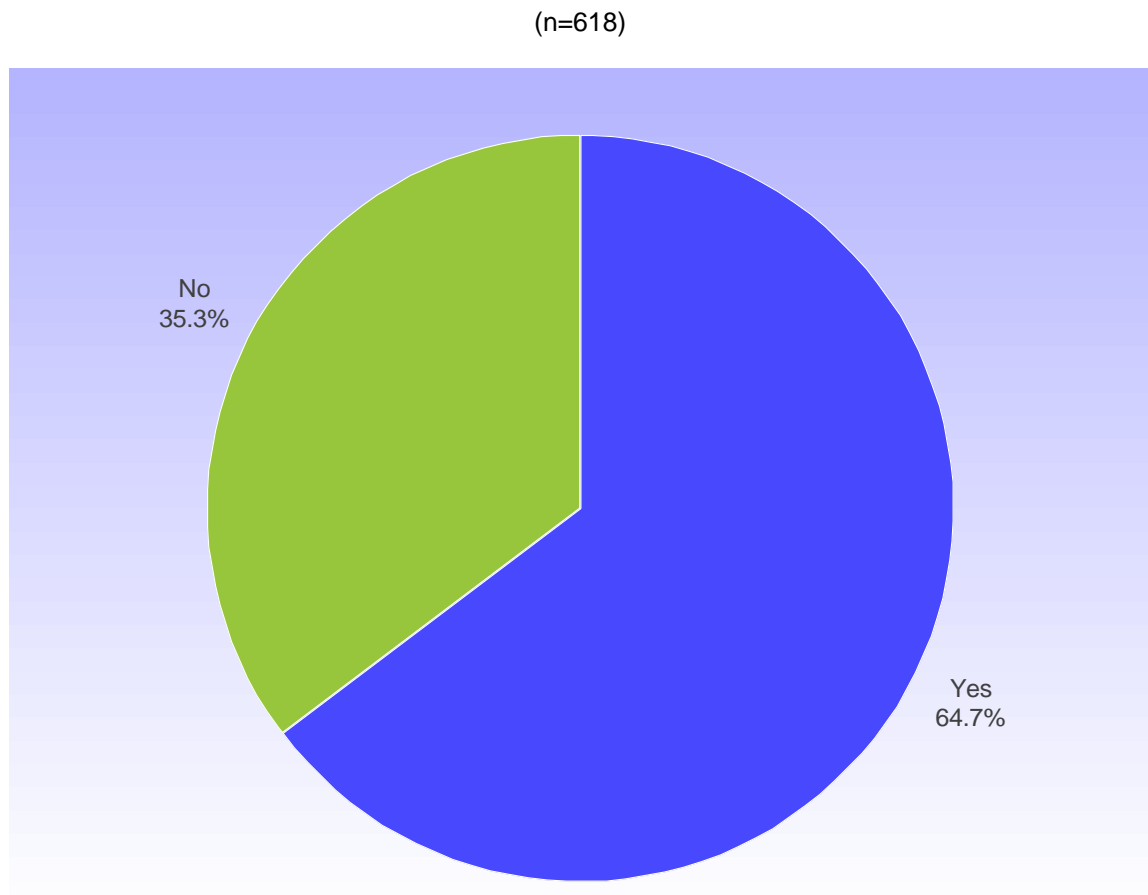


- Respondents aged '75 and over' were the most likely age group to wish to be kept informed via 'Local newspapers' with just over three-quarters of them, 76.8% (63 respondents) answering in this way, whilst those aged '35-54 years' were least likely to indicate this, with just under half of them, 49.2% (65 respondents) responding in this way
- By a small margin, those aged '35-54 years' were the most likely age group to say that they would like to be 'Kept informed about the Council's activities and services' by 'The Council's website [www.thanet.gov.uk](http://www.thanet.gov.uk)' with some 68.2% of them (90 respondents) selecting it, followed by 67.2% of those aged '55-74 years' (232 respondents) and 53.7% of those aged '75 and over' (44 respondents). Least likely to prefer to be 'Kept informed about the Council's activities and services' via the website were those aged '18-34 years' with just over half of them, 51.5% (17 respondents) answering in this way
- Some 7-in-10, 69.7% of those aged '18-34 years' (23 respondents) selected 'Facebook' as one of their preferred ways, in comparison to just 6.1% (5 respondents) of those aged '75 and over'. Of respondents who were aged '35-54 years', some 40.9% (54 respondents) selected 'Facebook', as did 20.3% (70 respondents) of those aged '55-74 years'

**Q15. Did you know you can contact your Ward Councillor with issues or questions about the Council or the services it provides?**

*Asked to all 618 respondents*

*Single response question*

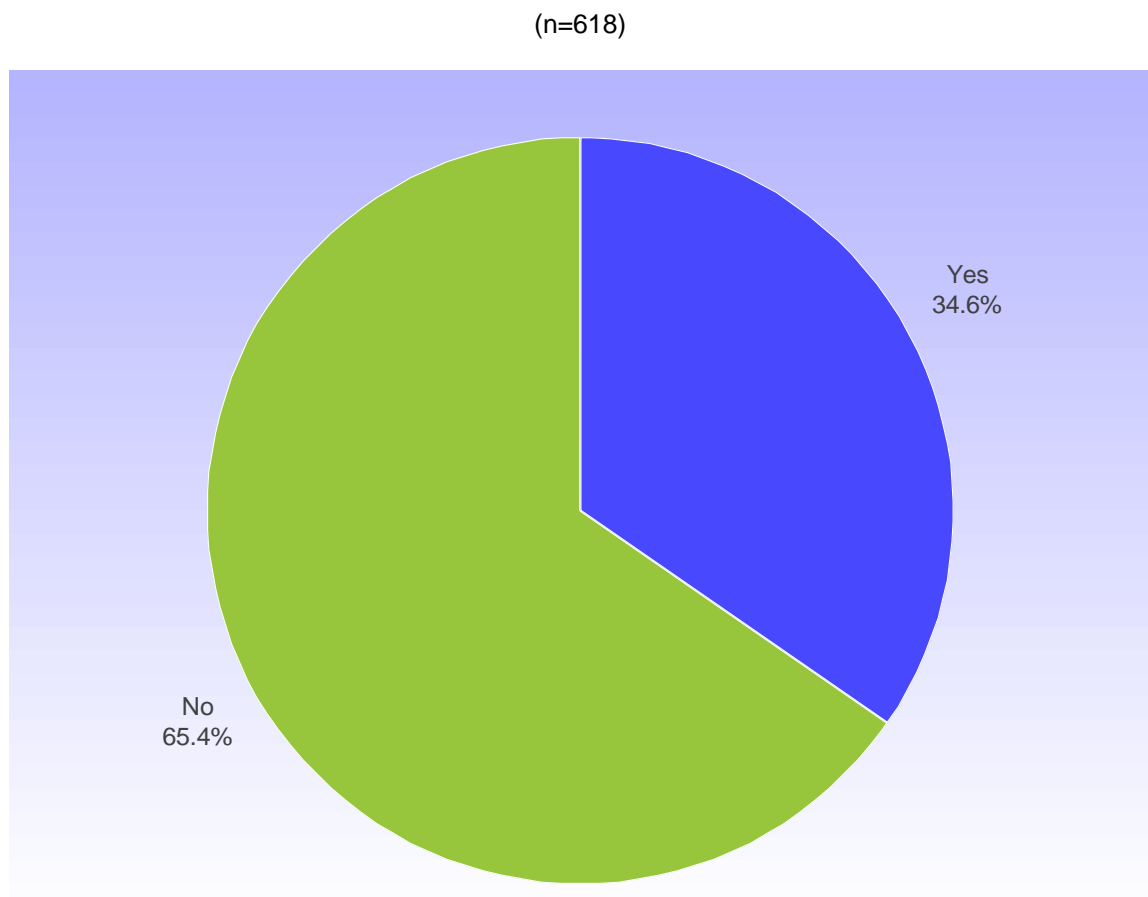


- Just under two-thirds of all 618 respondents, some 64.7% (400 respondents) answered 'Yes' they knew that they could 'Contact their Ward Councillor with issues or questions about the Council and the services it provides'
- The remaining 35.3% of respondents (218 respondents), just over a third, said 'No' they were not aware that they could 'Contact their Ward Councillor with issues or questions about the Council and the services it provides'

**Q16. Do you know who your Ward Councillor is?**

*Asked to all 618 respondents*

*Single response question*

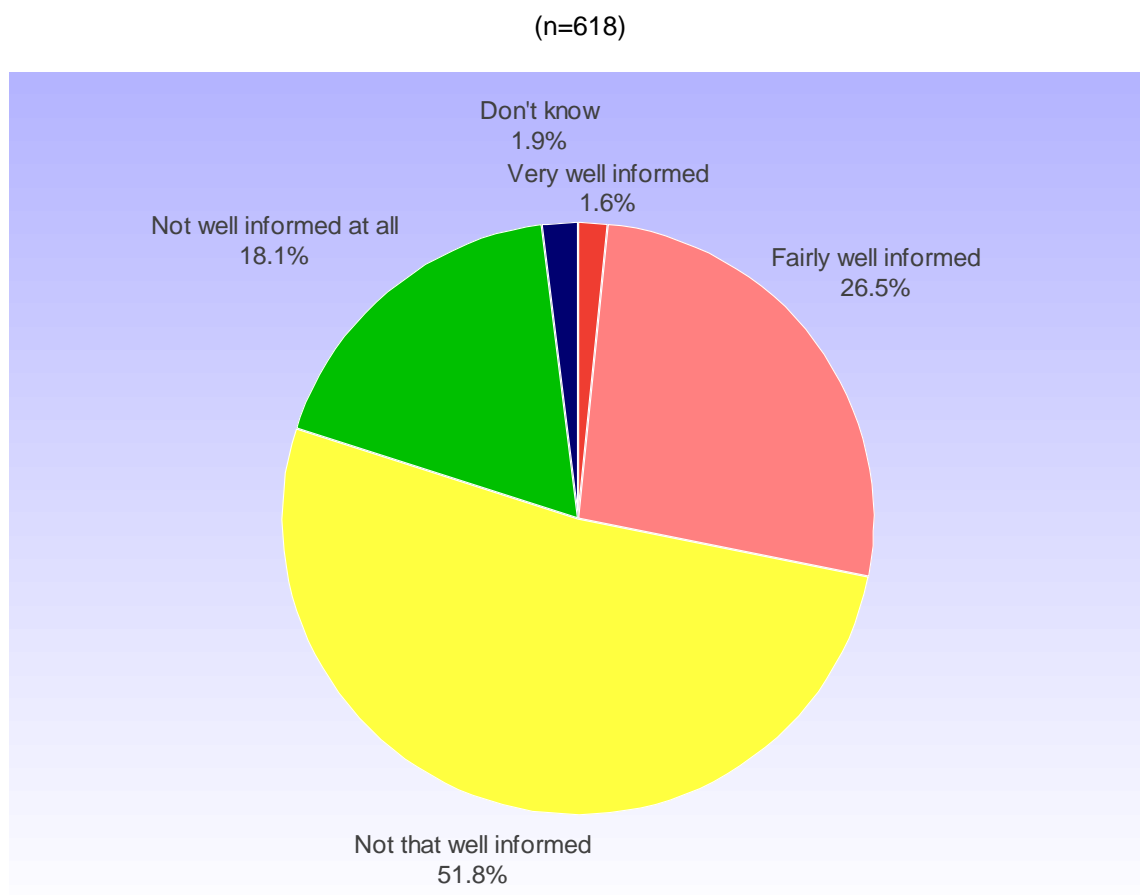


- When all 618 respondents were asked if they knew who their Ward Councillor was, just under two-thirds of respondents, some 65.4% (404 respondents) said 'No' and just over a third, 34.6% (214 respondents) said 'Yes' they knew who their Ward Councillor was
- Interestingly, although almost two-thirds of respondents, 64.7% (400 respondents) knew that they could 'Contact their Ward Councillor with issues or questions about the Council and the services it provides' little over half as many 34.6% (214 respondents) actually knew who their Ward Councillor was
- The online survey included a link for respondents to find out who their Ward Councillor was

**Q17. How well informed do you feel about the services the Council provides?**

*Asked to all 618 respondents*

*Single response question*



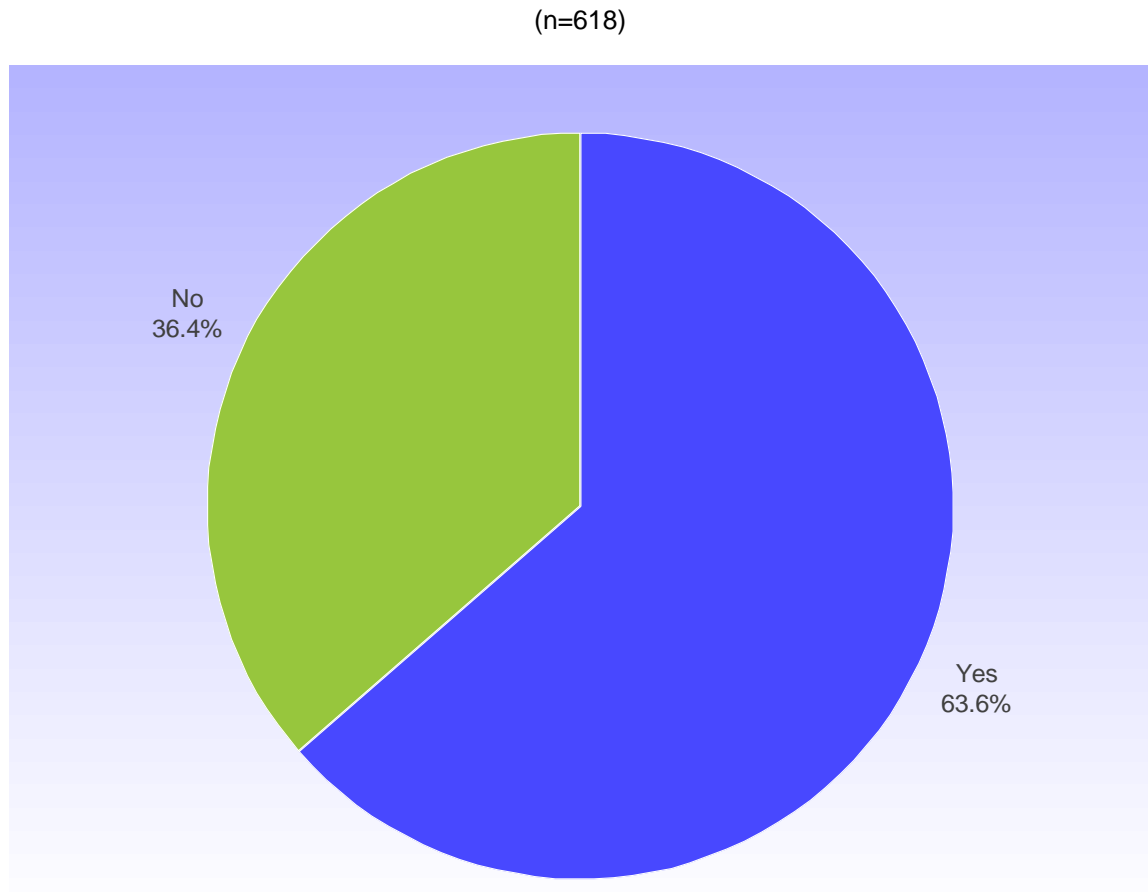
- As can be seen from the above pie chart, respondents were most likely to say that they were 'Not that well informed' about 'The services the Council provides' with just over half of all 618 respondents to the survey, 51.8% (320 respondents) answering in this way
- Add to this the 18.1% (112 respondents) who said that they were 'Not well informed at all' about 'The services the Council provides' and this equates to 69.9% (432 respondents) or 7-in-10 of all respondents saying that they were either 'Not that well informed' or 'Not well informed at all' about 'The services the Council provides'
- Just over a quarter, 26.5% (164 respondents) said that they felt 'Fairly well informed' about 'The services the Council provides' and just 1.6% (10 respondents) felt they were 'Very well informed'. The remaining 1.9% (12 respondents) answered 'Don't know' to this question

**Q18. Would you like to sign up to receive the Council's e-Newsletter?**

*Asked to all 618 respondents*

*Single response question*

*The question preamble also gave some background information to respondents about the Council's e-Newsletter*

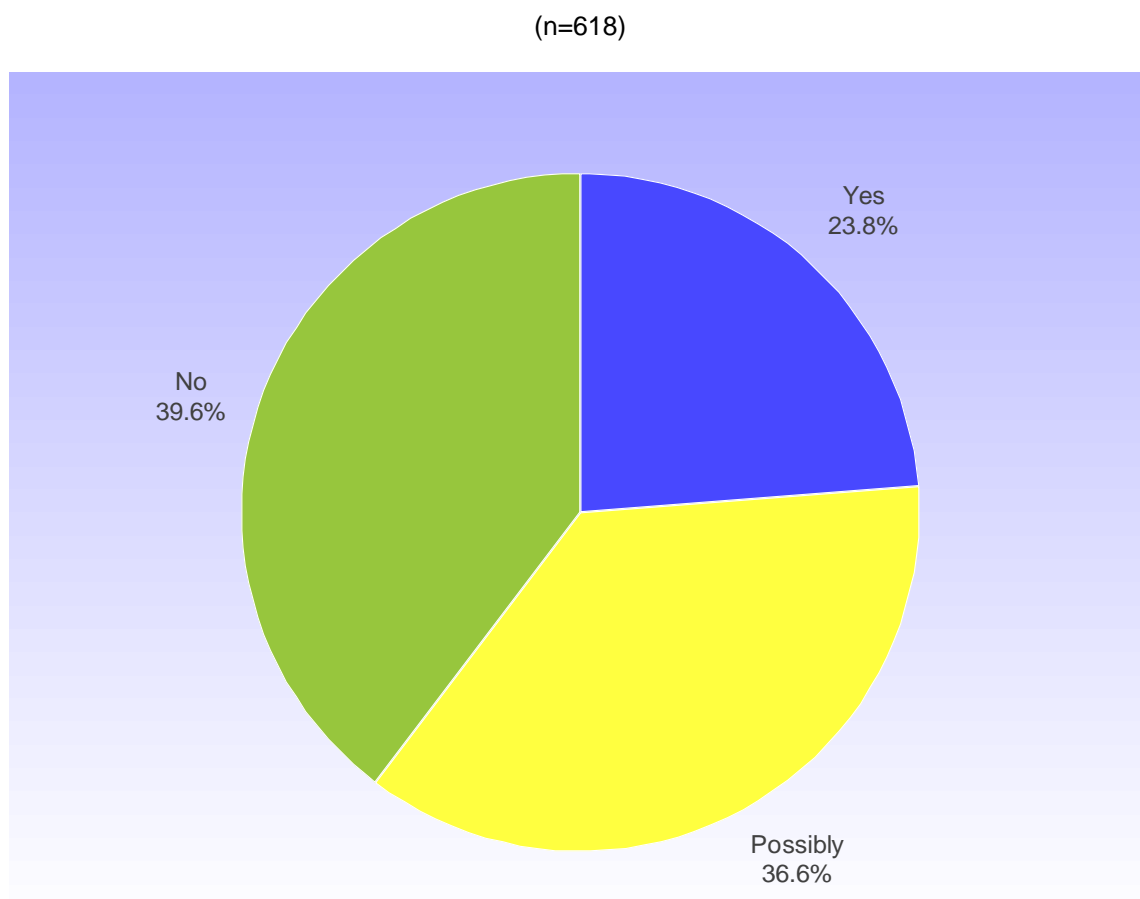


- Almost two-thirds of respondents, 63.6% (393 respondents) said 'Yes' they would like to sign up to the Council's e-Newsletter whilst the remaining 36.4% (225 respondents) answered 'No'
- Hopefully the respondents who sign up for the e-Newsletter will feel better informed about the Council's activities in future. A campaign to get more residents to sign up to the Council's e-Newsletter may well be a good idea

**Q19. Would you be interested in telling us what you think? This might involve completing online surveys, taking part in focus groups and generally giving your opinion on key local services**

*Asked to all 618 respondents*

*Single response question*



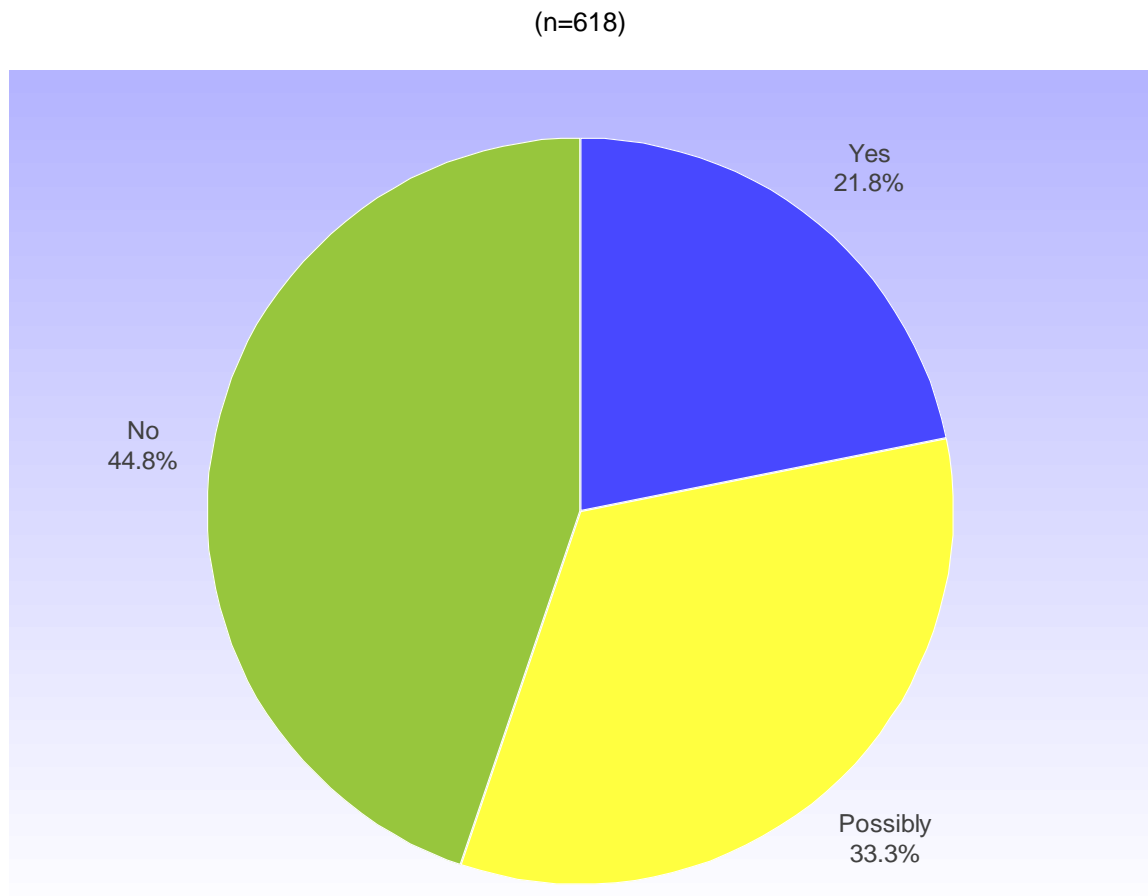
- Just under a quarter of all 618 respondents said 'Yes' they would be interested to tell the Council 'What they think' with 23.8% (147 respondents) answering in this way
- In addition, just over a third said that they might 'Possibly' be interested to tell the Council 'What they think' about various local services with 36.6% (226 respondents) answering in this way
- This means that in total, 60.4% (373 respondents), or 6-in-10 of all survey respondents, said 'Yes' or 'Possibly' to telling the Council 'What they think' about various local services
- Some 4-in-10 respondents, 39.6% (245 respondents) answered 'No' to the idea

**Q20. Would you be interested in finding out more about the new Citizen's Panel?**

*Asked to all 618 respondents*

*Single response question*

*The question preamble also gave some background information to respondents about the purpose of a Citizen's Panel*



- Just over a fifth of all 618 respondents, 21.8% (135 respondents) said 'Yes' they would be interested to find out more about the 'Citizen's Panel' that the Council was setting up
- In addition, exactly a third of respondents, 33.3% (206 respondents) said that they would 'Possibly' be interested to know more. Overall therefore, 11-in-20 respondents, some 55.1% (341 respondents) answered 'Yes' or 'Possibly' to the idea of finding out more about the 'Citizen's Panel'
- The remaining 44.8% (227 respondents), or 9-in-20 respondents, said 'No' they would not be interested to know more

## CONCLUSIONS

The first question asked all 618 respondents what were 'The three most important things in making Thanet a good place to live'. The most likely responses - which were each selected by more than a third of all respondents were: 'Feeling safe' by almost a half of all respondents, followed by 'Thriving towns' selected by around 4-in-10 respondents and 'Clean streets' selected by just over a third of respondents.

The two least likely things to be selected were the 'Sports facilities' and the 'Quality of play areas', each by less than 3-in-100 respondents.

When all 618 respondents were then asked what were 'The three things that you think most need improving in Thanet', there were four responses which were selected by a third, or more, of all respondents and, interestingly, the three options that were considered 'The three most important things in making Thanet a good place to live' - also appear in the top four most selected responses in this question.

The four most selected responses were 'Clean streets' chosen by almost half of all respondents, followed by 'Job prospects' as selected by just under 4-in-10 respondents, followed by 'Thriving towns' which was selected by just over a third of respondents and 'Feeling safe' which was chosen by exactly a third of respondents.

The least likely to be chosen as one of 'The three things that you think most need improving in Thanet' were the 'Quality of play areas' by less than 1-in-20 respondents and the 'Air quality', by even fewer respondents.

There was a positive response when asked about satisfaction with their 'Local neighbourhood as a place to live', with three-quarters of respondents, saying they were either 'Very satisfied' or 'Fairly satisfied' with their neighbourhood, whereas, around 1-in-7 respondents were either 'Very dissatisfied' or 'Fairly dissatisfied' with their 'Local neighbourhood as a place to live'.

When respondents were asked how they felt about a range of statements, 'The Council is raising the profile of Thanet as a visitor destination' received the most positive response with respondents being two-and-a-half times more likely to be in agreement with the statement than in disagreement. Furthermore, just over half were in agreement.

The other two statements that respondents were more likely to be in agreement than disagreement with, were: 'The Council has approachable and friendly staff' and more marginally by comparison, 'The Council is helping to attract investors into the area'.

The most negative response was to the statement 'The Council listens to the concerns of local residents' where respondents were almost four times as likely to be in disagreement, than in agreement, with it.

To a lesser extent, the following statements also attracted more disagreement than agreement: 'The Council is doing a better job now than one year ago', 'The Council involves residents in making decisions', 'The Council is helping to make Thanet a safer place' and more marginally by comparison, 'The Council is working to make the area cleaner'.



It is also worthy of note that in relation to 'The Council is helping to make Thanet a safer place', just over a third of respondents answered 'Neither agree or disagree'. Some 4-in-10 respondents answered in this way to 'The Council is doing a better job now than one year ago', as did marginally fewer, to the statement that 'The Council has approachable and friendly staff'.

Half of the respondents answered either 'I speak negatively about the Council if I am asked about it' or 'I speak negatively about the Council without being asked' when asked which statement came closest to how they felt about Thanet District Council. Around 1-in-8 respondents said 'I speak negatively about the Council without being asked'.

In terms of speaking positively of the Council, around 1-in-8 respondents selected either 'I speak positively of the Council without being asked' or 'I speak positively of the Council if I'm asked about it'. Around 1-in-100 respondents said 'I speak positively of the Council without being asked'.

When asked 'What three things they would like Thanet District Council to be in the future' respondents most often selected 'Efficient' with more than 4-in-10 of them answering in this way. Second and third most likely to be selected were 'Trusted' by just under a third of respondents and 'Transparent' by just over a quarter of respondents.

The least likely options to be selected by respondents in relation to 'What three things they would like Thanet District Council to be in the future' were 'Bold' and 'Influential' by around 3-in-100 respondents, or less.

Respondents were asked how often they use or visit a range of local amenities. Consideration should be given to the timing of the survey which ran just after the summer holidays meaning that some respondents could have given an inflated view in relation to the more recent months, rather than giving a year-round view. For example, almost a fifth of respondents said that they use or visit the 'Local beaches' 'Daily/ most days' and almost a quarter said they did the same in relation to the 'Seafront, marina and promenades'.

Interesting findings included the fact that three-quarters of respondents use or visit the 'Local high streets' either 'Daily/ most days' or 'At least once a week'. Just over half of all respondents said that they 'Never used' 'Local play areas' (*by far the least likely to answer 'Never used' were the '18-34 year' olds*) and just under half said the same about 'Local sports facilities or leisure centres' (*the least likely to answer 'Never used' were the '18-34 year' olds*).

When respondents were asked how satisfied or dissatisfied they were with a range of 10 different services that the Council provides, responses from those who had 'Never used' the corresponding service in Q7 were excluded (where applicable) from the results. In terms of 8 of these services, the level of satisfaction was greater than the level of dissatisfaction amongst relevant respondents.

Between 6-in-10 and 7-in-10 respondents were either 'Very satisfied' or 'Fairly satisfied' with each of the following services: the 'Seafront and promenades', 'Beach cleaning', 'Household black bin collections' and the 'Marina and harbour'. These were the four services where the level of satisfaction was highest amongst respondents.

Just under 6-in-10 respondents were either 'Very satisfied' or 'Fairly satisfied' with 'Recycling collections' and the level of satisfaction in 'Parks' was between 5-in-10 and 6-in-10 respondents. Just under 5-in-10 were satisfied with 'Leisure facilities' and just under 4-in-10 were either 'Very satisfied' or 'Fairly satisfied' with the 'Local play areas'.

The only two services for which the level of dissatisfaction was greater than the level of satisfaction, were 'Street cleaning' and 'Public car parks'. In relation to 'Street cleaning' just over half of the respondents were either 'Very dissatisfied' or 'Fairly dissatisfied'. This links back to Q2 of the survey where 'Clean streets' was the response most often selected by respondents as one of the three things most needed to be improved in Thanet.

Secondly, for 'Public car parks' just over 4-in-10 respondents were either 'Very dissatisfied' or 'Fairly dissatisfied' with them. Whether this level of dissatisfaction is related to car parking charges and to what extent, is unknown from this survey.

When asked about their awareness of various initiatives taken by the Council to help improve cleanliness, the highest level of recall was of the '30 Tikspac stations (free dog waste bag dispensers)' by almost 4-in-10 respondents. Marginally fewer, but over a third of respondents were aware of the 'New £400 fixed penalty notice to crack down on fly-tippers as part of a nationwide initiative #crimenottocare'.

More than 6-in-10 of all 618 survey respondents said that they were either 'Very surprised' or 'Fairly surprised' to learn that 'Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill'. Furthermore, just over a third of respondents were 'Very surprised' to learn this

Judging by this level of surprise from respondents to the fact that 'Thanet District Council receives just 14p in every £1 from residents' overall Council Tax bill' - this message could perhaps form the basis of some very effective communication from Thanet District Council to its local residents

Respondents were more than one-and-a-half times more likely to agree than disagree with the statement that 'Thanet District Council provides value for money for the Council Tax you pay', having learnt that just 14p in every £1 paid in Council Tax actually goes to Thanet District Council.

More than 4-in-10 respondents to the survey said that they either 'Strongly agree' or 'Somewhat agree' with the statement that 'Thanet District Council provides value for money for the Council Tax you pay', in comparison to just over a quarter of respondents who said that they either 'Strongly disagree' or 'Somewhat disagree' with the statement.

In Q12 respondents were asked 'If a service you cared about in your local area was at risk of being cut' how supportive they might be of a range of 8 different measures. The two suggestions most favoured by respondents - and the only two suggestions to which there were more likely than unlikely responses - were: 'Support the Council reducing the number of Ward Councillors' to which just over 7-in-10 respondents said that they would be 'Very likely' or 'Quite likely' to be supportive, and, 'Support the Council transferring more services to parish/ town councils' to which just over half of all respondents answered that they would be 'Very likely' or 'Quite likely' be supportive.

In relation to the other 6 options given, respondents were more unlikely than likely to support the options suggested, especially as some of them would have a direct impact

on them financially. Three points worthy of note were that the options of 'Support the Council selling its assets' and 'Support the Council transferring more services to parish/town councils' attracted the second and third highest number of 'Very likely' responses (albeit by far fewer respondents than said the same for 'Support the Council reducing the number of Ward Councillors') and by a small margin, the idea of 'Pay more Council Tax' attracted the largest number of 'Very unlikely' responses.

The two most preferred ways, by far, for respondents to wish to be 'Kept informed about the Council's activities and services' were through the 'Council's website [www.thanet.gov.uk](http://www.thanet.gov.uk)' and 'Local newspapers', with over 6-in-10 respondents selecting each. (Respondents could give as many answers as they wished to this question).

Just over a third of all respondents said that they would like to be 'Kept informed about the Council's activities and services' through the 'e-Newsletter' and exactly a third said 'News on TV and/ or radio'. 'Facebook' was the most selected social media channel and by a quarter of respondents. 'Twitter' was selected by far fewer respondents, by around 1-in-15 of them.

When respondents were asked if they knew that they could 'Contact their Ward Councillor with issues or questions about the Council or the services it provides' just under two-thirds of them knew this to be the case.

When asked if they knew who their Ward Councillor was, just over a third of all respondents answered that they did. In today's climate in terms of technology, this could easily be found out by Thanet residents.

Just over half of all respondents to the survey felt that they were 'Not that well informed' about 'The services the Council provides'.

When combined with those who felt 'Not well informed at all' about 'The services the Council provides', this equated to 7-in-10 of all respondents saying that they were either 'Not that well informed' or 'Not well informed at all' about 'The services the Council provides'.

Just over a quarter of all respondents said they felt 'Fairly well informed' about 'The services the Council provides' and a minority, less than 2-in-100 respondents, felt that they were 'Very well informed'.

Given the low level of awareness of the Council's activities amongst its residents, maybe a campaign to get more residents to sign up to the Council's e-Newsletter could be a good idea

On that note, encouragingly, respondents to the survey seemed open to the idea of receiving the Council's e-Newsletter with almost two-thirds of them stating that they would like to sign up to receive it.

There was a positive response by those who completed the Annual Resident's Survey in terms of getting involved in further research with: some 6-in-10 respondents answering 'Yes' or 'Possibly' to the idea of getting involved in telling the Council 'What they think' about various local services, and, over half, or, 11-in-20 respondents saying 'Yes' or 'Possibly' to the idea of finding out more about the 'Citizen's Panel' that the Council is currently setting up.

## **APPENDIX 1**

### **Ward by Ward Findings**

## NOTES FOR THE READER:

The results have been presented to one decimal place

These results are presented in alphabetical order of the Ward name

Q1 and Q2 are triple response questions, so the percentages will add to more than 100.0%. The top three answers are given (*unless the most frequently selected responses were selected by the same number of respondents, in which case more than three are shown*)

Q3, Q8b, Q8h and Q11 are all single response questions, the responses to which should add to 100.0% and any minor differences are due only to rounding

The following should be used as a guideline only as the number of respondents per Ward is too small to be robust or statistically significant in any way

- Q1. Most often selected as things making Thanet a good place to live
- Q2. Most often selected as things that most need improving in Thanet
  - The top three answers have been listed
  
- Q3. Satisfaction with your neighbourhood as a place to live
- Q8b. Satisfaction with household black bin collections
- Q8h. Satisfaction with recycling collections
  - Satisfied = 'Very satisfied' and 'Fairly satisfied' combined
  - Dissatisfied = 'Very dissatisfied' and 'Fairly dissatisfied' combined
  
- Q11. Does Council Tax provide value for money
  - Agree = 'Strongly agree' and 'Somewhat agree' combined
  - Disagree = 'Strongly disagree' and 'Somewhat disagree' combined

Note: where percentages from the top line results or cross-tabulations have been added together, such as for 'Strongly agree' and 'Somewhat agree' combined, we have taken the percentages shown in the top line results or cross-tabulations and added them together (rather than recalculate the percentage based on the combined number of respondents), so that again due to rounding, minimal differences may have occurred

**Ward: Beacon Road**  
**20 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 60.0%  
Clean streets: 40.0%  
Quality of seafront: 40.0%  
Job prospects: 40.0%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Job prospects: 50.0%  
Affordable decent housing: 30.0%  
Wage levels and local cost of living: 30.0%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 90.0%  
Neither: 10.0%  
Dissatisfied: 0.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 60.0%  
Neither: 20.0%  
Dissatisfied: 20.0%

Q8h. Satisfaction with recycling collections

Satisfied: 55.0%  
Neither: 20.0%  
Dissatisfied: 25.0%

Q11. Council Tax provides value for money

Agree: 35.0%  
Neither: 40.0%  
Disagree: 25.0%

**Ward: Birchington North**  
**24 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 50.0%  
Thriving towns: 45.8%  
Quality of beaches: 45.8%  
Quality of seafront, promenades and marina: 41.7%

Q2. Most often selected as most need improving in Thanet

Thriving towns: 58.3%  
Job prospects: 50.0%  
Quality of seafront, promenades and marina: 33.3%  
Feeling safe: 33.3%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 87.5%  
Neither: 4.2%  
Dissatisfied: 8.3%

Q8b. Satisfaction with household black bin collections

Satisfied: 87.5%  
Neither: 0.0%  
Dissatisfied: 12.5%

Q8h. Satisfaction with recycling collections

Satisfied: 66.6%  
Neither: 20.8%  
Dissatisfied: 12.5%

Q11. Council Tax provides value for money

Agree: 50.0%  
Neither: 37.5%  
Disagree: 12.5%

**Ward: Birchington South**  
**34 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 64.7%  
Thriving towns: 44.1%  
Affordable decent housing: 35.3%

Q2. Most often selected as most need improving in Thanet

Job prospects: 50.0%  
Thriving towns: 44.1%  
Affordable decent housing: 38.2%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 94.1%  
Neither: 2.9%  
Dissatisfied: 2.9%

Q8b. Satisfaction with household black bin collections

Satisfied: 73.5%  
Neither: 8.8%  
Dissatisfied: 17.7%

Q8h. Satisfaction with recycling collections

Satisfied: 73.6%  
Neither: 11.8%  
Dissatisfied: 14.7%

Q11. Council Tax provides value for money

Agree: 44.1%  
Neither: 26.5%  
Disagree: 29.4%



**Ward: Bradstowe**  
**24 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 41.7%  
Thriving towns: 41.7%  
Clean streets: 41.7%

Q2. Most often selected as most need improving in Thanet

Job prospects: 50.0%  
Levels of homelessness: 41.7%  
Clean streets: 37.5%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 87.5%  
Neither: 4.2%  
Dissatisfied: 8.3%

Q8b. Satisfaction with household black bin collections

Satisfied: 79.2%  
Neither: 4.2%  
Dissatisfied: 16.7%

Q8h. Satisfaction with recycling collections

Satisfied: 62.5%  
Neither: 12.5%  
Dissatisfied: 25.0%

Q11. Council Tax provides value for money

Agree: 41.7%  
Neither: 20.8%  
Disagree: 37.5%

**Ward: Central Harbour**  
**28 responses**

Q1. Most often selected as important things making Thanet a good place to live

Clean streets: 53.6%  
Feeling safe: 46.4%  
Thriving towns: 32.1%  
Quality of seafront, promenades and marina: 32.1%

Q2. Most often selected as most need improving in Thanet

Clean streets: 53.6%  
Wage levels and local cost of living: 35.7%  
Job prospects: 32.1%  
Thriving towns: 32.1%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 60.7%  
Neither: 14.3%  
Dissatisfied: 25.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 57.1%  
Neither: 14.3%  
Dissatisfied: 28.6%

Q8h. Satisfaction with recycling collections

Satisfied: 42.8%  
Neither: 21.4%  
Dissatisfied: 35.7%

Q11. Council Tax provides value for money

Agree: 32.2%  
Neither: 32.1%  
Disagree: 32.1%  
Don't know: 3.6%

**Ward: Cliffsend & Pegwell**  
**30 responses**

Q1. Most often selected as important things making Thanet a good place to live

Quality of seafront, promenades and marina: 43.3%  
Feeling safe: 36.7%  
Air quality: 36.7%

Q2. Most often selected as most need improving in Thanet

Job prospects: 46.7%  
Clean streets: 36.7%  
Wage levels and local cost of living: 33.3%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 90.0%  
Neither: 6.7%  
Dissatisfied: 3.3%

Q8b. Satisfaction with household black bin collections

Satisfied: 66.7%  
Neither: 10.0%  
Dissatisfied: 23.3%

Q8h. Satisfaction with recycling collections

Satisfied: 50.0%  
Neither: 16.7%  
Dissatisfied: 33.3%

Q11. Council Tax provides value for money

Agree: 40.0%  
Neither: 30.0%  
Disagree: 30.0%

**Ward: Cliftonville East**  
**30 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 53.3%  
Thriving towns: 36.7%  
Clean streets: 33.3%

Q2. Most often selected as most need improving in Thanet

Clean streets: 53.3%  
Job prospects: 43.3%  
Feeling safe: 36.7%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 70.0%  
Neither: 10.0%  
Dissatisfied: 20.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 73.4%  
Neither: 3.3%  
Dissatisfied: 23.3%

Q8h. Satisfaction with recycling collections

Satisfied: 76.6%  
Neither: 6.7%  
Dissatisfied: 16.7%

Q11. Council Tax provides value for money

Agree: 46.7%  
Neither: 26.7%  
Disagree: 23.4%  
Don't know: 3.3%

**Ward: Cliftonville West**  
**24 responses**

Q1. Most often selected as important things making Thanet a good place to live

Clean streets: 58.3%  
Thriving towns: 45.8%  
Quality of seafront, promenades and marina: 37.5%

Q2. Most often selected as most need improving in Thanet

Clean streets: 66.7%  
Job prospects: 41.7%  
Affordable decent housing: 33.3%  
Thriving towns: 33.3%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 62.5%  
Neither: 8.3%  
Dissatisfied: 29.1%

Q8b. Satisfaction with household black bin collections

Satisfied: 58.3%  
Neither: 20.8%  
Dissatisfied: 20.8%

Q8h. Satisfaction with recycling collections

Satisfied: 41.7%  
Neither: 20.8%  
Dissatisfied: 33.3%  
Don't know: 4.2%

Q11. Council Tax provides value for money

Agree: 45.9%  
Neither: 29.2%  
Disagree: 25.0%

**Ward: Dane Valley**  
**36 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 58.3%  
Job prospects: 41.7%  
Affordable decent housing: 30.6%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Job prospects: 41.7%  
Feeling safe: 41.7%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 55.6%  
Neither: 11.1%  
Dissatisfied: 33.3%

Q8b. Satisfaction with household black bin collections

Satisfied: 55.5%  
Neither: 11.1%  
Dissatisfied: 33.4%

Q8h. Satisfaction with recycling collections

Satisfied: 52.8%  
Neither: 11.1%  
Dissatisfied: 33.3%  
Don't know: 2.8%

Q11. Council Tax provides value for money

Agree: 38.9%  
Neither: 27.8%  
Disagree: 33.4%

**Ward: Eastcliff**  
**28 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 42.9%  
Clean streets: 39.3%  
Affordable decent housing: 35.7%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Job prospects: 46.4%  
Thriving towns: 42.9%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 50.0%  
Neither: 14.3%  
Dissatisfied: 35.8%

Q8b. Satisfaction with household black bin collections

Satisfied: 46.4%  
Neither: 25.0%  
Dissatisfied: 28.6%

Q8h. Satisfaction with recycling collections

Satisfied: 39.3%  
Neither: 21.4%  
Dissatisfied: 39.3%

Q11. Council Tax provides value for money

Agree: 32.1%  
Neither: 32.1%  
Disagree: 32.1%  
Don't know: 3.6%

**Ward: Garlinge**  
**25 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 52.0%  
Clean streets: 48.0%  
Quality of seafront, promenades and marina: 36.0%

Q2. Most often selected as most need improving in Thanet

Clean streets: 56.0%  
Feeling safe: 56.0%  
Thriving towns: 48.0%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 76.0%  
Neither: 16.0%  
Dissatisfied: 8.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 64.0%  
Neither: 12.0%  
Dissatisfied: 24.0%

Q8h. Satisfaction with recycling collections

Satisfied: 56.0%  
Neither: 12.0%  
Dissatisfied: 32.0%

Q11. Council Tax provides value for money

Agree: 44.0%  
Neither: 44.0%  
Disagree: 12.0%



**Ward: Kingsgate**  
**12 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 75.0%  
Thriving towns: 58.3%  
Quality of beaches: 58.3%

Q2. Most often selected as most need improving in Thanet

Clean streets: 58.3%  
Feeling safe: 50.0%  
Thriving towns: 50.0%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 66.7%  
Neither: 25.0%  
Dissatisfied: 8.3%

Q8b. Satisfaction with household black bin collections

Satisfied: 58.3%  
Neither: 25.0%  
Dissatisfied: 16.6%

Q8h. Satisfaction with recycling collections

Satisfied: 66.7%  
Neither: 16.7%  
Dissatisfied: 16.6%

Q11. Council Tax provides value for money

Agree: 25.0%  
Neither: 33.3%  
Disagree: 33.3%  
Don't know: 8.3%

**Ward: Margate Central**  
**15 responses**

Q1. Most often selected as important things making Thanet a good place to live

Clean streets: 40.0%  
Thriving towns: 33.3%  
Quality of seafront, promenades and marina: 33.3%  
Feeling safe: 33.3%  
Quality of beaches: 33.3%  
Affordable decent housing: 33.3%

Q2. Most often selected as most need improving in Thanet

Clean streets: 80.0%  
Feeling safe: 53.3%  
Level of homelessness: 46.7%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 60.0%  
Neither: 13.3%  
Dissatisfied: 26.6%

Q8b. Satisfaction with household black bin collections

Satisfied: 60.0%  
Neither: 0.0%  
Dissatisfied: 40.0%

Q8h. Satisfaction with recycling collections

Satisfied: 33.3%  
Neither: 6.7%  
Dissatisfied: 40.0%  
Don't know: 20.0%

Q11. Council Tax provides value for money

Agree: 40.0%  
Neither: 26.7%  
Disagree: 33.3%

**Ward: Nethercourt**  
**20 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 55.0%  
Feeling safe: 40.0%  
Clean streets: 35.0%  
Quality of seafront, promenades and marina: 35.0%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Quality of seafront, promenades and marina: 35.0%  
Feeling safe: 30.0%  
Affordable decent housing: 30.0%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 85.0%  
Neither: 10.0%  
Dissatisfied: 5.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 50.0%  
Neither: 10.0%  
Dissatisfied: 35.0%  
Don't know: 5.0%

Q8h. Satisfaction with recycling collections

Satisfied: 40.0%  
Neither: 15.0%  
Dissatisfied: 45.0%

Q11. Council Tax provides value for money

Agree: 45.0%  
Neither: 25.0%  
Disagree: 30.0%

**Ward: Newington**  
**14 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 57.1%  
Thriving towns: 42.9%  
Clean streets: 35.7%

Q2. Most often selected as most need improving in Thanet

Job prospects: 42.9%  
Feeling safe: 42.9%  
Thriving towns: 42.9%  
Quality of seafront, promenades and marina: 42.9%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 35.7%  
Neither: 28.6%  
Dissatisfied: 35.7%

Q8b. Satisfaction with household black bin collections

Satisfied: 78.6%  
Neither: 0.0%  
Dissatisfied: 21.4%

Q8h. Satisfaction with recycling collections

Satisfied: 64.3%  
Neither: 7.1%  
Dissatisfied: 28.6%

Q11. Council Tax provides value for money

Agree: 35.7%  
Neither: 28.6%  
Disagree: 35.7%

**Ward: Northwood**  
**22 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 50.0%  
Clean streets: 40.9%  
Quality of seafront, promenades and marina: 36.4%

Q2. Most often selected as most need improving in Thanet

Clean streets: 54.5%  
Feeling safe: 54.5%  
Thriving towns: 31.8%  
Wage levels and local cost of living: 31.8%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 45.4%  
Neither: 31.8%  
Dissatisfied: 22.7%

Q8b. Satisfaction with household black bin collections

Satisfied: 59.1%  
Neither: 13.6%  
Dissatisfied: 27.2%

Q8h. Satisfaction with recycling collections

Satisfied: 50.0%  
Neither: 18.2%  
Dissatisfied: 31.8%

Q11. Council Tax provides value for money

Agree: 45.5%  
Neither: 31.8%  
Disagree: 22.7%

**Ward: Salmestone**  
**16 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 50.0%  
Feeling safe: 43.8%  
Clean streets: 31.3%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Thriving towns: 50.0%  
Affordable decent housing: 43.8%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 43.8%  
Neither: 12.5%  
Dissatisfied: 43.8%

Q8b. Satisfaction with household black bin collections

Satisfied: 50.1%  
Neither: 25.0%  
Dissatisfied: 25.0%

Q8h. Satisfaction with recycling collections

Satisfied: 56.3%  
Neither: 25.0%  
Dissatisfied: 18.8%

Q11. Council Tax provides value for money

Agree: 37.5%  
Neither: 12.5%  
Disagree: 43.8%  
Don't know 6.3%

**Ward: Sir Moses Montefiore**  
**23 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 56.5%  
Clean streets: 47.8%  
Quality of seafront, promenades and marina: 47.8%

Q2. Most often selected as most need improving in Thanet

Clean streets: 56.5%  
Quality of seafront, promenades and marina: 39.1%  
Feeling safe: 34.8%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 69.5%  
Neither 21.7%  
Dissatisfied: 8.7%

Q8b. Satisfaction with household black bin collections

Satisfied: 65.2%  
Neither: 8.7%  
Dissatisfied: 26.0%

Q8h. Satisfaction with recycling collections

Satisfied: 43.5%  
Neither: 13.0%  
Dissatisfied: 43.5%

Q11. Council Tax provides value for money

Agree: 30.4%  
Neither: 21.7%  
Disagree: 43.4%  
Don't know: 4.3%

**Ward: St Peters**  
**40 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 50.0%  
Thriving towns: 40.0%  
Quality of seafront, promenades and marina: 37.5%

Q2. Most often selected as most need improving in Thanet

Job prospects: 45.0%  
Clean streets: 42.5%  
Level of homelessness: 35.0%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 90.0%  
Neither: 2.5%  
Dissatisfied: 7.5%

Q8b. Satisfaction with household black bin collections

Satisfied: 75.0%  
Neither: 5.0%  
Dissatisfied: 20.0%

Q8h. Satisfaction with recycling collections

Satisfied: 70.0%  
Neither: 10.0%  
Dissatisfied: 17.5%  
Don't know: 2.5%

Q11. Council Tax provides value for money

Agree: 45.0%  
Neither: 25.0%  
Disagree: 20.0%  
Don't know: 10.0%



**Ward: Thanet Villages**  
**26 responses**

Q1. Most often selected as important things making Thanet a good place to live

Feeling safe: 46.2%  
Quality of beaches: 46.2%  
Thriving towns: 38.5%

Q2. Most often selected as most need improving in Thanet

Job prospects: 42.3%  
Feeling safe: 38.5%  
Affordable decent housing: 34.6%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 92.3%  
Neither: 3.8%  
Dissatisfied: 3.8%

Q8b. Satisfaction with household black bin collections

Satisfied: 88.4%  
Neither: 0.0%  
Dissatisfied: 11.5%

Q8h. Satisfaction with recycling collections

Satisfied: 88.5%  
Neither: 0.0%  
Dissatisfied: 11.5%

Q11. Council Tax provides value for money

Agree: 50.0%  
Neither: 23.1%  
Disagree: 19.2%  
Don't know: 7.7%

**Ward: Viking**  
**53 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 50.9%  
Feeling safe: 49.1%  
Quality of beaches: 41.5%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.9%  
Feeling safe: 37.7%  
Job prospects: 35.8%  
Thriving towns: 35.8%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 83.0%  
Neither: 11.3%  
Dissatisfied: 5.7%

Q8b. Satisfaction with household black bin collections

Satisfied: 67.9%  
Neither: 11.3%  
Dissatisfied: 18.8%  
Don't know: 1.9%

Q8h. Satisfaction with recycling collections

Satisfied: 54.7%  
Neither: 9.4%  
Dissatisfied: 34.0%  
Don't know: 1.9%

Q11. Council Tax provides value for money

Agree: 49.1%  
Neither: 32.1%  
Disagree: 15.1%  
Don't know: 3.8%

**Ward: Westbrook**  
**32 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 56.3%  
Feeling safe: 43.8%  
Quality of beaches: 43.8%

Q2. Most often selected as most need improving in Thanet

Thriving towns: 50.0%  
Clean streets: 46.9%  
Job prospects: 43.8%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 71.9%  
Neither: 9.4%  
Dissatisfied: 15.6%  
Don't know: 3.1%

Q8b. Satisfaction with household black bin collections

Satisfied: 71.9%  
Neither: 9.4%  
Dissatisfied: 18.8%

Q8h. Satisfaction with recycling collections

Satisfied: 62.5%  
Neither: 12.5%  
Dissatisfied: 21.9%  
Don't know: 3.1%

Q11. Council Tax provides value for money

Agree: 43.8%  
Neither: 21.9%  
Disagree: 34.4%

**Ward: Westgate-on-Sea**  
**32 responses**

Q1. Most often selected as important things making Thanet a good place to live

Thriving towns: 46.9%  
Feeling safe: 40.6%  
Quality of beaches: 40.6%

Q2. Most often selected as most need improving in Thanet

Clean streets: 50.0%  
Job prospects: 40.6%  
Level of homelessness: 34.4%  
Thriving towns: 34.4%

Q3. Satisfaction with neighbourhood as a place to live

Satisfied: 90.6%  
Neither: 9.4%  
Dissatisfied: 0.0%

Q8b. Satisfaction with household black bin collections

Satisfied: 68.8%  
Neither: 21.9%  
Dissatisfied: 9.4%

Q8h. Satisfaction with recycling collections

Satisfied: 68.8%  
Neither: 12.5%  
Dissatisfied: 18.8%

Q11. Council Tax provides value for money

Agree: 59.4%  
Neither: 28.1%  
Disagree: 12.5%