

Ipsos MORI
Social Research Institute



Sunderland Residents' Survey 2008

Research study conducted for
Sunderland City Council

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Contents

Introduction.....	5
Background and objectives.....	5
Methodology	6
Presentation and interpretation of the data.....	7
Publication of data	8
Report Layout	8
Acknowledgements.....	9
Executive summary	11
Living in Sunderland	11
The City Centre.....	11
The image of the City Council.....	11
Local services	13
Communications	14
Customer care	15
Health, housing and volunteering	15
1. The area dimension	17
Coalfield.....	17
East Sunderland	19
North Sunderland.....	21
South Sunderland	22
Washington.....	24
West Sunderland	26
2. Equality and diversity	29
Gender.....	29
Age	31
Disability	33
Ethnicity	35

Sexual orientation	37
Faith.....	37
3. Living in Sunderland.....	39
Satisfaction with local area	39
Satisfaction with getting around the City	41
Safety	44
The City Centre.....	45
4. The image of the City Council.....	51
Satisfaction with the Council	51
Elements of the Council's image.....	53
Council performance.....	54
Value for money.....	55
Remote and impersonal.....	56
Consulting and listening.....	56
Sunderland as an International City.....	58
5. Specific Council services.....	61
Usage	61
Satisfaction with Council services.....	63
Residents' priorities	63
Recycling: satisfaction with recycling services overall	82
6. Communications.....	86
How well informed are residents?.....	86
Preferences for information	87
<i>Sunrise and Switched On</i>	88
Information about tackling anti-social behaviour	92
New media access.....	93
7. Customer care.....	96
Contact with the council	96
Satisfaction with contacting the Council.....	97
Council staff: trends over time	99

8. Health, housing and volunteering.....	103
Physical activity	103
Long-term illness and disability.....	104
Housing in the City.....	106
Volunteering activity.....	107
Appendix 1 – Statistical reliability.....	110
Appendix 2 – Social class definitions.....	112
Appendix 3 – Area definitions	113
Appendix 4 – Demographics.....	115

Introduction

Introduction

Background and objectives

This report presents the findings of a research study conducted by Ipsos MORI on behalf of Sunderland City Council. It follows on from similar surveys conducted annually since 1995, and provides the opportunity to monitor trends over time and understand how perspectives differ among different groups of the population, as well as by area.

Among the issues covered in this year's survey are:

- Sunderland as a place to live;
- satisfaction with service provision;
- recycling;
- contact with Council staff;
- the image of the Council;
- communications and information;
- voluntary work;
- healthy living;
- housing;
- help and support needs; and
- new media access.

Methodology

There were two elements to the fieldwork. Firstly, Ipsos MORI conducted a 'mainstage' survey across the whole of the Sunderland area, as in previous years, in order to track changes in perceptions over the last twelve months. Secondly, a 'booster' sample of residents was conducted among residents from minority ethnic communities. This also follows on from a similar booster exercise in the previous year's survey. The questionnaire was the same for both samples.

In the mainstage survey, Ipsos MORI interviewed a total of 1,260 residents (aged 16+) across the City. Interviews were carried out face-to-face, in-home, between 29 August and 7 November 2008. The sample was structured to ensure that approximately 200 interviews were conducted in each of the six regeneration areas: North, South, East and West Sunderland, Washington and Coalfield. This provides the opportunity to conduct in-depth analysis of how attitudes vary by area. The sample has been structured in this way since 1998.

At the analysis stage, the data for the mainstage survey were weighted by age and gender to the 2006 ONS Mid-Year Estimates, as well as by work status and area to reflect the structure and distribution of the population.

The booster survey was also carried out face-to-face, in-home, between 29 August and 7 November 2008. Interviews were conducted with residents from a black and minority ethnic background across a selection of wards in the City with a relatively high proportion of BME residents (over 10%). At the analysis stage, data from the BME booster have been combined with residents from black and minority ethnic backgrounds interviewed within the mainstage survey, to create a total of 231 respondents. It should therefore be noted that the interviews obtained with minority ethnic respondents *as part of the mainstage survey* have been included within both data sets.

Results for the booster survey have been treated separately from the main findings. Broad analysis is included throughout the report among general population sub-group analysis, but an additional section in the *Equality and diversity* chapter summarises results for minority ethnic residents.

Presentation and interpretation of the data

It should be remembered that a sample, not the entire population of the area, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant. A guide to statistical reliability is appended. The majority of charts and tables are ranked according to net scores (please see below for an explanation of net scores).

In the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is needed when comparing responses between small sample sizes (fewer than 100 respondents).

Where an asterisk (*) appears it indicates a percentage of less than half of one per cent, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of ‘Don’t know’ or ‘Other’ responses, multiple responses or computer rounding.

In this report, reference is made to “net” figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing the results for number variables. In the case of a “net satisfaction” figure, this represents the percentage satisfied on a particular issue or service, less the percentage dissatisfied. For example, if a service records 50% satisfied and 30% dissatisfied, the “net satisfaction” figure is +20 points.

Data tables comprising all results and their breakdown across various groups in the population are available separately on request. In addition, data that Ipsos MORI has compiled from research in similar local authorities is available for comparative purposes. This report makes references to this information where appropriate.

Publication of data

Our standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the MRS Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect your reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have findings published which could be misinterpreted, or could appear to be inaccurately, or misleadingly, presented.

Report Layout

Immediately preceding this introduction is an executive summary, which summarises the key findings and implications of the report. The main body of the report is divided into nine different sections:

1. The area dimension: summarises results for each regeneration area, focusing specifically on satisfaction with the local area, feelings of safety, the street scene and how informed residents feel.
2. Equality and diversity: summarises results across four of the equality strands – gender, age, disability and ethnicity (from the booster sample). Findings are included with sub-group analysis throughout the report, but this chapter brings those findings together in a brief summary.
3. Living in Sunderland: satisfaction with the local area and how safe residents feel. This section also looks at residents' perceptions of the City Centre, including getting around the City.
4. The image of the City Council: satisfaction with the Council, along with key image indicators including value for money and the Council listening to residents' views.
5. Specific Council services: this section explores residents' satisfaction with specific Council services (including recycling services), in conjunction with usage of the services and how important they are thought to be.

6. Communications: how well informed residents feel they are. This chapter also explores distribution of the Council magazine *Sunrise* and associated events listing *Switched On* and attitudes towards them, along with new technologies residents are using.
7. Customer care: looking at levels of contact residents have with the Council, and how they feel they are treated by staff.
8. Health, housing and volunteering: residents' levels of exercise, along with the help or support those with disabilities need, quality of housing, and volunteering activity.

The appendices comprise:

1. A guide to statistical reliability: outlining how to interpret whether or not percentages and differences in percentages are significant.
2. A definition of social grade: how the social grades are defined.
3. An explanation of the area definitions referred to throughout the report.
4. Demographic details of the survey sample.

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Executive summary

Executive summary

Living in Sunderland

A large majority of residents (78%) remain satisfied with their local area as a place to live, and only one in seven are dissatisfied (15%). Overall levels of satisfaction with the local area have not changed significantly since 2007. However, satisfaction has changed in some areas, with notable improvements in West Sunderland and declines in South Sunderland.

Looking at the Sunderland City Council area more generally, public transport has seen a significant improvement in perceptions since 2007 (+56 net satisfaction, compared with +42 in 2007) and reaching its highest level since 1998. Perceptions of the quality and price of public car parks have declined sharply, on the other hand (+42 and -11 net satisfaction respectively, compared with +52 and +1 in 2007) – although for quality this is a return to levels of satisfaction seen in 2006.

Residents generally perceive Sunderland as a safe place to be. Four in five say they generally feel safe in Sunderland as a whole (81%) and only one in six feel unsafe (17%). Encouragingly, while minority ethnic residents tended to feel less safe than others in Sunderland 2007, there are no differences in perceptions of general safety between white and minority ethnic residents this year.

The City Centre

Residents are more positive about some aspects of the City Centre this year, with more residents saying that new building and redevelopment currently underway and future plans for City Centre regeneration are good. Perceptions of cleanliness have also improved, with 61% saying it is good – its highest rating since 2003. However, one in five residents continue to think the cleanliness of the City Centre is poor (the same proportion as in the 2007 survey). Ratings are highest for the City's shopping facilities (rated positively by 71%), signposting (69%), and things to do in the evening (68%).

Perceptions of safety in the **City Centre** remain broadly in line with 2007 findings, with residents feeling safe during the daytime (84%) and less safe after dark (41% feel unsafe) – however, the proportion feeling unsafe after dark has fallen since last year (46% in 2007, compared with 41% in 2008). However, minority ethnic residents

continue to feel less safe walking alone in the City Centre at night (56% feel unsafe, compared with 41% overall).

The image of the City Council

Approaching two in three residents remain satisfied with the way the Council is running the City (63%), and only one in five are dissatisfied (19%). These general performance ratings have not changed significantly since 2007.

Positive shifts in opinion have been seen in several specific areas of the City Council's performance – a very encouraging set of results which prepare the ground well for the growing challenges of the place agenda. Residents are increasingly likely to agree the Council gives local people **good value for money** (the net agree figure is up nine points), that Council **staff treat people well** (the net agree figure is up seven points), that the Council **listens to the views of local people** (the net agree figure is up nine points), **learns from its mistakes** (the net agree figure is up seven points), and **keeps its promises** (the net agree figure is up nine points). All these are critical measures which have a direct bearing upon overall perceptions of authorities.

Although these positive shifts have not – as yet – lead to any noticeable rise in overall satisfaction levels with the City Council, much can be said for the authority maintaining its reputation at a time when indicative place survey results appear to show drops in ratings for a substantial number of authorities.

Residents are also less likely to say the Council is **too remote and impersonal** (the net agree figure is down six points). Particularly encouraging is the fact that these increases further build upon improvements in the Council's image seen between 2006 and 2007.

Local services

The Council's real strength in delivering services continues to be refuse collection, which residents think is very important and are also satisfied with. Indeed there are no service areas in particular need of attention, based upon the relative importance residents attach to them compared to levels of satisfaction (although you may wish to pay attention to street cleaning and road maintenance).

One highly encouraging sign is that satisfaction with facilities for young people has increased markedly in recent years, from a low of 16% in 2005 to 47% this year.

On the whole, satisfaction levels with local services remain high, and generally stable since last year. The following services record *user* satisfaction levels of more than four in five:

Street scene

- refuse collection (88%);
- street lighting (88%);
- green spaces in the neighbourhood (81%);
- recycling services (80%).

Culture & leisure

- theatres / cinemas (86%);
- beaches (85%);
- Tourist Information Centre (84%)¹;
- events in the City (83%).

Education

- primary schools (91%);
- secondary schools (84%).

¹ Please treat results with caution, as they are based on a small number of responses (87)

Social services

- services to help people feel safe at home (83%).

Administration

- registrars (88%)².

Underlying the general picture from this year's survey of consolidating the Council's reputation upon already firm foundations, no services have seen significant falls in satisfaction. Furthermore, there are three services for which there has been a significant improvement in satisfaction since 2007:

- **facilities for young people** (47%, up from 31% in 2007);
- **grass cutting of open spaces** (75%, up from 70% in 2007 and back to 2006 levels); and
- **street lighting** (88%, up from 85% in 2007 and back to 2006 levels).

Communications

The proportion of residents who feel informed about City Council services and benefits has risen markedly. Well over half of residents (55%) now say the Council keeps them fairly or very well informed (compared to 46% in 2007), thus returning to the levels of 2005. Information provision has also improved among minority ethnic residents (net informed up 54 points).

Residents most like to find out about the Council's services and activities from the *Sunderland Echo* (52%) and through leaflets delivered to the door (47%). One in five mention the Council magazine, *Sunrise* as a preferred information source. Around three in five residents have seen a copy of *Sunrise* – although dissemination is lower among minority ethnic residents, men, those aged 16 to 24, those in social grades D and E, and East Sunderland residents. Those who have seen *Sunrise* tend to read more of it than in 2007, and perceptions of the magazine remain overwhelmingly positive with regard to it being informative, good quality, interesting and useful. This said, there is no significant difference in attitudes towards the City Council among regular readers.

² Please treat results with caution, as they are based on a small number of responses (80)

Customer care

A substantial minority of residents have contacted the Council in the last couple of years (45%). Views of the staff are largely positive, as in previous years, particularly regarding how helpful people found the staff (81% say they are helpful). Customers are least likely to say that staff were quick to deal with their enquiry (63%), although this represents a rise of five points since 2007. Progress has been made in all areas since 2007. Seven in ten of those who contacted the Council were satisfied with the handling of their enquiry (69%), while three in five were satisfied with the outcome (60%).

Health, housing and volunteering

Around half of residents take part in moderate physical activity at least three days per week (53%), but three in ten do not take part in any moderate physical activity at all (29%).

Nearly one in four residents has a long-term illness, health problem or disability. Of these, two in five do not need any help or assistance at all with daily tasks (41%). Cleaning, housework and shopping is the most common form of support needed (36%), followed by getting around outside the home (26%). Three in four of those who need help with cleaning, housework or shopping get it from a relative, partner or friend (76%) – however, one in twenty do not get that help from anyone (five per cent).

Among residents who currently do *not* need any help or support, three in ten would not know who to contact if they thought they needed some help (30%). Among those who *do* currently need help or support, one in six would not know where to go if they needed more help (16%). These results indicate that barriers may exist for a small minority of residents, either in terms of access to adult services or to information about the services available.

Half of residents report some problem with their home. The most common issues are the need for repairs or improvements (25%) and the cost of heating (21%).

Seven in ten residents have not taken part in formal volunteering activity in the past year (70%), which represents a rise of eight percentage points since last year. The proportion of residents who volunteer for at least two hours a week remains at seven per cent, as it has done since 2006. In terms of volunteering activities, raising money or taking part in sponsored events are most common (13%).

1. The area dimension

1. The area dimension

This chapter summarises some of the key findings for each of the six regeneration areas, focusing particularly on satisfaction with the local area, views of the City Council, feelings of safety, the street scene (including refuse collection, footpath and road maintenance, recycling services, grass cutting of open spaces, street cleaning and street lighting) and how informed residents feel about Council services and benefits.

Coalfield

Although approaching three in four Coalfield residents remain satisfied with their local area as a place to live (73%), levels of dissatisfaction are higher than elsewhere in the City³.

Q	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	Coalfield 2006	Coalfield 2007	Coalfield 2008	Sunderland 2008
<i>Base</i>	(207)	(206)	(211)	(1,260)
Satisfied	77%	79%	73%	78%
Dissatisfied	15%	14%	20%	15%
Net satisfied	+61	+65	+54	+64

Source: Ipsos MORI

Key demographic characteristics

- more likely than average to be permanently sick or disabled (14%, compared with eight per cent overall);
- more likely to have a car or light van (only 24% don't, compared with 31% overall); and
- less likely than average to have a one-parent family (four per cent, compared with seven per cent overall).

³ 20% dissatisfied in Coalfield, compared with 15% across the City as a whole

Views of the Council

Overall satisfaction with the Council among Coalfield residents in line with the average across the City (+46 net satisfaction, compared with +44 overall). They are also in line with other residents in terms of some of the Council's other indications – value for money, overall quality of Council services, whether the Council is too remote and impersonal, whether it asks for the views of local people and how Council staff treat people. However, they are *more* likely than others to disagree that the Council listens to them (45% disagree, compared with 36% overall), that its performance has improved in the last five years (34% disagree, compared with 27% overall), and that the Council keeps its promises (41% disagree, compared with 34% overall).

Safety

The vast majority of Coalfield residents generally feel safe in Sunderland (85%), broadly in line with the average across the City – although more Coalfield residents say they feel *very* safe (29% compared with 24% overall). Also in line with other Sunderland residents, almost all say they feel safe in their own home (95%).

The street scene

In 2007, some elements of the street scene (notably street cleaning and road and footpath maintenance) were more highly thought of in Coalfield in comparison with the other regeneration areas. In 2008, satisfaction is broadly in line with Sunderland as a whole (but changes in satisfaction since 2007 are not significant), although Coalfield residents are more satisfied with recycling services⁴ and grass cutting of open spaces⁵.

Information levels

Coalfield residents feel the Council keeps them less well informed about the services and benefits it provides than residents living elsewhere in the City – indeed, more say the Council gives them only a limited amount of information or doesn't tell them much at all (50%, compared with 40% overall) than think it keeps them fairly or very well informed (46%, compared with 55% overall). These findings are in line with 2007 results in Coalfield.

⁴ 81% satisfied in Coalfield, compared with 75% overall

⁵ 83% satisfied in Coalfield, compared with 75% overall

East Sunderland

Levels of satisfaction with the local area as a place to live remain unchanged in East Sunderland since 2007, and they are broadly in line with the average across Sunderland. However, fewer say they are *very* satisfied than elsewhere (27%, compared with 37% overall).

Q	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	East Sunderland 2006	East Sunderland 2007	East Sunderland 2008	Sunderland 2008
Base	(196)	(210)	(210)	(1,260)
Satisfied	78%	75%	75%	78%
Dissatisfied	13%	18%	16%	15%
Net satisfied	+64	+58	+58	+64

Source: Ipsos MORI

Key demographic characteristics

- younger than average (average age 43, compared with 46 overall);
- less likely to be social grade C2 (12%, compared with 20% overall);
- more likely than average to be registered unemployed (11%, compared with six per cent overall) or students (11%, compared with six per cent overall);
- less likely than average to own a car or light van (39% do not, compared with 31% overall);
- less likely than average to be White British (93%, compared with 96% overall);
- more likely than average to be a single adult aged under 60 (13%, compared with eight per cent overall);
- less likely than average to have a long-term illness, health problem or disability (18%, compared with 23% overall); and
- more likely than average to rent from a private landlord (26%, compared with nine per cent overall) and less likely to rent from Genuro (16%, compared with 26% overall).

Views of the Council

Although net satisfaction with the Council is broadly in line with the other regeneration areas, East Sunderland residents are most likely to say they are *dissatisfied* with the Council (25%, compared with 19% overall). Despite this, on the other Council image indicators, their views are broadly in line with others' – although they are more likely to disagree that the Council learns from its mistakes (39% disagree, compared with 32% overall) and more likely to agree that it keeps its promises (31% agree, compared with 25% overall).

Safety

The vast majority of East Sunderland residents generally feel safe in Sunderland (84%), broadly in line with the rest of Sunderland. Again similarly to the other regeneration areas, more than nine in ten say they feel safe in their own home (92%).

The street scene

Levels of satisfaction with elements of the street scene are broadly in line with the rest of Sunderland. However, residents living in East Sunderland are less positive than others about grass cutting of open spaces (66% are satisfied, compared with 75% overall), despite a significant improvement in views since 2007 (when 48% were satisfied).

Information levels

East Sunderland residents are in line with Sunderland as a whole in terms of how well informed they feel the Council keeps them about the services and benefits it provides – just over half say they are kept at least fairly well informed (53%, compared with 55% overall).

North Sunderland

As in 2007, North Sunderland residents' satisfaction with their local area as a place to live is in line with the average across Sunderland, and levels of satisfaction have not changed since 2007. It should be noted that – although not significant – there is a suggestion of some downward movement when comparing net ratings since 2006.

<i>Q</i>	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	North Sunderland 2006	North Sunderland 2007	North Sunderland 2008	Sunderland 2008
<i>Base</i>	(213)	(199)	(210)	(1,260)
Satisfied	81%	79%	78%	78%
Dissatisfied	13%	14%	15%	15%
Net satisfied	+68	+66	+62	+64

Source: Ipsos MORI

Key demographic characteristics

- Broadly reflect the average demographics across Sunderland.

Views of the Council

North Sunderland residents also tend to be in line with others in the City in terms of their satisfaction with the Council (+39 net satisfaction, compared with +44 overall) and the other Council image indicators.

Safety

While four in five of those living in North Sunderland say they generally feel safe in Sunderland (80% and broadly in line with the rest of Sunderland), they are however less likely to say they feel *very* safe (16%, compared with 24%). They feel equally as safe as others in Sunderland in their own homes (95%, compared with 94%).

The street scene

North Sunderland performs well on some aspects of the street scene, and there have been no significant changes since 2007. They are more satisfied than others with street lighting⁶. Residents are also more satisfied with street cleaning than was the case in 2007⁷.

Having said this, residents living in North Sunderland are less satisfied than others with and grass cutting of open spaces⁸.

Information levels

North Sunderland residents feel the Council keeps them well informed about the services and benefits it provides as much as Sunderland residents overall (58% feel say they are kept fairly or very well informed, compared with 55% overall).

South Sunderland

One of the most interesting observations in this year's survey is the fall in area satisfaction ratings within South Sunderland – having previously among the highest scores in the City. Net satisfaction has fallen by 16 points, with the result that levels of satisfaction are now broadly in line with Sunderland as a whole.

<i>Q</i>	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	South Sunderland 2006	South Sunderland 2007	South Sunderland 2008	Sunderland 2008
<i>Base</i>	(203)	(207)	(209)	(1,260)
Satisfied	83%	85%	75%	78%
Dissatisfied	11%	11%	16%	15%
Net satisfied	+72	+75	+59	+64

Source: Ipsos MORI

⁶ Satisfaction in North Sunderland is 92%, compared with 88% overall

⁷ Satisfaction is up by nine points, from 62% in 2007 to 71% in 2008

⁸ 67% satisfaction in North Sunderland, compared with 75% overall

Key demographic characteristics

- more likely than average to be aged 55-64 (20%, compared with 14% overall);
- more likely than average to be working full-time, self-employed (five per cent, compared with three per cent overall);
- more likely than average to have a car or light van (25% do not, compared with 31% overall); and
- more likely than average to rent from a housing association (seven per cent, compared with two per cent overall).

Views of the Council

South Sunderland residents are broadly in line with the City as a whole in terms of satisfaction with the Council (+45 net satisfaction, compared with +44 overall) – although they are more likely to say they are *very* satisfied (17% compared with 11%).

Notably, they tend to be more positive about some specific aspects of the Council's image. They are significantly more likely than average to say the quality of Council services is good overall (+62 net agree, compared with +50 overall) and that Council staff treat people well (+71, compared with +58 overall).

Safety

South Sunderland residents feel as safe generally in Sunderland as they did in 2007, in line with other Sunderland residents (84%, compared with 81% overall). They also feel equally as safe as others in their own homes (92%, compared with 94%).

The street scene

While South Sunderland residents are more satisfied with refuse collection than those living elsewhere⁹, they are also more *dissatisfied* with footpath maintenance¹⁰. Levels of satisfaction are in line with 2007.

⁹ 92% are satisfied, compared with 88% overall

¹⁰ 36% are dissatisfied, compared with 29% overall

Information levels

South Sunderland residents feel as well informed by the Council about the services and benefits it provides as others living in the City (59% feel very or fairly well informed, compared with 55% overall).

Washington

As in 2007, Washington residents are among the most satisfied with their local area as a place to live, with more than four in five saying they are satisfied (82%).

Q	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	Washington 2006	Washington 2007	Washington 2008	Sunderland 2008
<i>Base</i>	(196)	(210)	(210)	(1,260)
Satisfied	79%	84%	82%	78%
Dissatisfied	16%	9%	12%	15%
Net satisfied	+63	+75	+70	+64

Source: Ipsos MORI

Key demographic characteristics

- more likely than average to be aged 45 to 54 (23%, compared with 17% overall);
- more likely than average to be in social grade A (three per cent, compared with two per cent overall) and less likely to be in social grade E (16%, compared with 22% overall);
- less likely than average to be retired (17%, compared with 24% overall) but more likely to be unemployed but not registered (four per cent, compared with two per cent overall);
- more likely than average to have two cars (28%, compared with 19% overall);
- more likely than average to be a two-parent family (32%, compared with 26% overall) and less likely to be a single adult aged under 60 (two per cent, compared with eight per cent overall);
- less likely than average to have a long-term illness, health problem or disability (18%, compared with 23% overall); and

- more likely than average to be buying their home on a mortgage (43%, compared with 34% overall).

Views of the Council

Overall satisfaction with the Council in Washington is broadly in line with other residents' (+46 net satisfaction, compared with +44 overall), although residents are less likely to have a view about specific aspects of Council performance than those living elsewhere. For example, one in seven say they don't know whether the Council gives local people good value for money (14%, compared with six per cent overall).

As a result, Washington residents are often less positive than other residents on a number of indicators, notably the Council giving good value for money (38% agree, compared with 45% overall), asking for the views of local people (32%, compared with 42% overall), listening to the views of local people (16%, compared with 28% overall), whether the Council's performance has improved in the last five years (34%, compared with 41% overall), whether it keeps its promises (19%, compared with 25% overall), learns from its mistakes (20%, compared with 28% overall) and Council staff treating people well (59%, compared with 67% overall).

Safety

In general, residents living in Washington feel as safe as those living elsewhere in Sunderland (77%, compared with 81% overall). However, more say they never go out (six per cent, compared with one per cent overall).

The street scene

There have been relatively few changes in Washington residents' satisfaction with the street scene since 2007 and they are broadly in line with the rest of Sunderland. There are, however, two important exceptions: Washington residents are among those least satisfied with recycling services¹¹ and refuse collection¹².

¹¹ 68% satisfaction in Washington, compared with 75% overall

¹² 84% satisfied, compared with 88% overall

Information levels

Washington residents tend to feel the Council keeps them as well informed about the services and benefits it provides as elsewhere in the City (53% feel very or fairly informed, compared with 55% overall).

West Sunderland

West Sunderland residents are now the most satisfied with their local area as a place to live, with more than four in five saying they are satisfied (84%).

Q	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>			
	West Sunderland 2006	West Sunderland 2007	West Sunderland 2008	Sunderland 2008
<i>Base</i>	(203)	(201)	(210)	(1,260)
Satisfied	73%	79%	84%	78%
Dissatisfied	19%	15%	10%	15%
Net satisfied	+54	+63	+75	+64

Source: Ipsos MORI

Key demographic characteristics

- more likely than average to be social grade E (28%, compared with 22% overall);
- less likely than average to have a car or van (38% don't, compared with 31% overall);
- more likely than average to be a one-parent family (11%, compared with seven per cent overall) but less likely to be a two-parent family (20%, compared with 26% overall); and
- more likely than average to be renting their home from Gentoo (33%, compared with 26% overall) and less likely to be renting from a private landlord (five per cent, compared with nine per cent overall).

Views of the Council

West Sunderland residents' views of the Council are broadly in line with other residents living in other areas (+50 net satisfied, compared with +44 overall). They tend to be more positive about the Council's performance, with among the highest levels of agreement for many of the Council image indicators.

Safety

Residents living in West Sunderland feel as safe as others, in comparison with the other regeneration areas, both in general (+57 net safe compared with +64 overall) and in their own homes (+85, compared with +88 overall).

The street scene

West Sunderland residents are particularly positive about refuse collection¹³ and recycling services¹⁴. They are significantly more satisfied with the grass cutting of open spaces than was the case in 2007¹⁵.

Information levels

Those living in West Sunderland think the Council keeps them better informed about the services and benefits it provides than do those living in any of the other Sunderland regeneration areas (63% feel very or fairly well informed, compared with 55% overall).

¹³ Net satisfaction in West Sunderland is +89, compared with +81 overall

¹⁴ Net satisfaction in West Sunderland is +74, compared with +59 overall

¹⁵ Net satisfaction is +68 in 2008, compared with +54 in 2007

2. Equality and diversity

2. Equality and diversity

This section summarises results across the equality strands, looking for attitudinal characteristics among the groups in question. It focuses on gender, age, disability and ethnicity – although there are an additional two strands for religion and sexuality, there are too few respondents in these minority groups to be able to comment.

Gender

There are no differences between men and women in terms of their satisfaction with either the local area or the way the Council is running the City. Looking at individual services, women tend to be more satisfied with many services, although there are few differences in opinions of the key street scene services. In particular, women are more positive about some services for children, although men are more likely to say they don't know about some services for children.

Women are more satisfied with primary schools (62% of women are satisfied, compared with 55% of men) – although ratings are high for both sexes (particularly among users). Despite the differences between men and women on children's services, they broadly agree on secondary schools in terms of satisfaction and importance.

Men, on the other hand, are generally more satisfied than women with outdoor facilities, namely green spaces in the neighbourhood (+54 net satisfaction among men, compared with +45 among women) and parks (+37 compared with +25).

Women are more likely than men to say that services related to children are the most important Council services, while men put more emphasis than women on road and footpath maintenance (34% and 26% respectively, compared with 23% and 20%), environmental health (18% compared with 14%) and sports facilities in parks (10% compared with six per cent).

Women tend to have more contact with the Council, with half of them having contacted the Council in the last two years, compared with two in five men (50% compared with 39%). They are particularly likely to have contacted the Council for housing services (12%, compared with 6% of men) and Community and Cultural Services (29% compared with 24%).

Despite this higher level of contact with the Council, men and women are broadly in line with each other on the other Council image indicators.

Despite feeling equally as well informed by the Council as women, men are less likely to have seen a copy of *Sunrise* or *Switched On* (37% say they have not seen either, compared with 27% of women). Of those who have seen *Sunrise*, men also tend to read less of it than women (39% read at least a bit of it, compared with 47% of women).

As we would perhaps expect, women feel less safe than men on all aspects of life in Sunderland (+59 net safe generally in Sunderland, compared with +70 among men). Women tend to be more involved in their communities, with only two in three saying they have not taken part in formal volunteering activity in the past year, compared with three in four men (66% compared with 73%).

Men, on the other hand, are more active, with approaching three in five exercising moderately at least three times a week, compared with only half of women (57% compared with 49%).

Women with a long-term illness, health problem or disability tend to need more help or support than men with similar challenges, with two in three saying they need some sort of help, compared to half of the men (66% vs. 51%).

Age

Residents aged between 35 and 54 tend to be least satisfied with the way Sunderland City Council is running the City (net satisfaction of +35, compared with +44 overall). This is typical of most local authority areas, while less typical is the fact that younger residents aged between 16 and 24 tend to be most satisfied (+58), more than older residents aged 65 and over (+51).

Satisfaction with the local area varies greatly by age groups, with satisfaction highest among those aged 16 to 24 years (net satisfaction rating of +72), 45 to 54 years (+70) and 65 and over (+74) highest and lowest among those aged 25 to 34 years (+56), 35 to 45 years (+53) and 55 to 64 years (+54).

Looking at individual services, as we would expect, each age group tends to be more satisfied with the services it is more likely to use (please note it is not possible to compare users of services by age as the base sizes are too small). For example, those aged 65 and over are particularly positive about services to help people feel safe at home (+52 net satisfaction, compared with +34 overall), largely because they are more likely to have an opinion (29% say they don't know, compared with 37% overall).

Among universal street scene services, younger residents are most positive about many aspects – road maintenance (+60, compared with +31 overall), footpath maintenance (+70, compared with +30 overall) and street cleaning (+64, compared with +49 overall). Residents aged 65 and over tend to be most satisfied with other aspects of the street scene – refuse collection (+90, compared with +81 overall), recycling services (+75, compared with +59 overall) and street lighting (+89, compared with +81 overall).

Regular use of the collection recycling services tends to increase with age – four in five of those aged 50 and over use Kerb-it fortnightly (82%, compared with 73% overall) and two in three use Green-it fortnightly (65%, compared with 54% overall). However, those aged 65 and over are less likely to use supermarket recycling services (69% never have, compared with 58% overall) and household waste and recycling centres (61% never have, compared with 51% overall), possibly reflecting physical difficulties.

Residents at the extremes of the age ranges have least direct contact with the Council (25% of 16 to 24 year olds and 35% of those aged 65 and over have contacted the Council in the last couple of years, compared with 45% overall). This may be a result of the higher numbers of those aged between 25 and 64 years contacting the Community and Cultural Services Department (34%, compared with seven per cent of those aged 16 to 24 years and 22% of those aged 65 and over).

Of those who have contacted the Council, older residents aged 50 and over tend to be more satisfied with the handling of their enquiry (74% are satisfied, compared with 69% overall), while those aged between 25 and 34 years tend to be least satisfied (60% are satisfied).

Looking at Council image, those aged 35 to 54 years are less likely to say the Council gives local people good value for money (32% disagree it provides good value for money, compared with 27% overall). Residents aged 16 to 24 years are particularly positive about the Council on many aspects – asking for the views of local people (+23 net agree, compared with +11 overall), listening to the views of local people (+12, compared with -8 overall), that the Council's performance has improved in the last five years (+31, compared with +14 overall) and that it keeps its promises (+4, compared with -9 overall) and learns from its mistakes (+21, compared with -4 overall).

Age has little impact on residents views of how well informed the Council keeps them. However, the youngest and oldest residents are least likely to say they have seen a copy of *Sunrise* (43% and 54% have, compared with 62% overall) and of those who have seen it, they are least likely to say they read at least a bit of it (23%, compared with 44% overall).

Those aged 16 to 24 years also tend to be more satisfied with many aspects of the City Centre, as has been the case in previous years. This suggests that the promotion of the City as a vibrant and dynamic City may be paying dividends. In terms of safety, those aged 65 and over feel least safe in the City Centre, both in the daytime (76% feel safe, compared with 84% overall) and after dark (56% never go out after dark, compared with 24% overall). However, they feel more safe than others in their own homes (97%, compared with 94% overall) and as safe as others in general (81%, compared with 81% overall).

As we would expect, younger residents exercise more, with around three in five of those aged 16 to 44 years doing moderate exercise at least three times a week (62%, compared with 53% overall). Levels of exercise drop off thereafter, with two in five of those aged 50 and over not doing any moderate exercise at all (41%, compared with 29% overall).

In terms of housing, those aged 25 to 34 years are particularly likely to identify at least one of the statements they were shown as something wrong with their home (61%, compared with 50% overall) – while those aged 65 and over seem particularly happy with their homes (only 40% say something is wrong with it, compared with 50% overall). While those aged 16 to 44 are more likely to say that their home needs repair or improvement than that it is too expensive to heat, those aged 45 and over tend to think both are problems to roughly the same extent.

Disability

Residents with a disability are, on balance, as satisfied with the City Council as residents overall (net rating of +43 compared to +44 respectively). However, around one in four (24%) express dissatisfaction, slightly more than the one in five average (19%).

Those with a disability are more satisfied than those without about services that help disabled or frail adults at home (+65 net satisfied, compared with +57 average). Fewer residents with a disability than residents in general use parks (33% vs. 43%) or attend events in the City (21% vs. 26%).

Residents with a disability are more dissatisfied than average with footpath maintenance (35% dissatisfied compared with 29% overall). Encouragingly, however, dissatisfaction is no higher than average for any other service area.

While those who have a disability are equally as likely as those without to use the collection recycling services, they are less likely to use supermarket recycling centres (28% use these, compared with 38% overall) and household waste reception and recycling centres (36% compared with 45%).

Residents with a disability tend to be as positive about specific aspects of the Council's image as residents overall; one area where ratings rise above average is for the City Council asking for and listening to residents' views (47% agreement vs. 42% average, and 34% vs. 28% respectively). Ratings for feeling well informed are also on a par with the average.

Looking at the City Council area, residents with a disability are slightly more dissatisfied than average with public transport (14% vs. 10%), but more so for resting places for pedestrians (41% vs. 33%). One in five (20%) are dissatisfied with car parking arrangements and facilities for people with disabilities, and a similar proportion (18%) with the accessibility of public buildings for people with disabilities.

Reflecting lower satisfaction with footpath maintenance in Sunderland generally, there is also lower satisfaction with the standard of footpaths and pedestrian areas in the City Centre (+38 compared with +52).

Residents with a disability do not feel any less safe in the City Centre or in Sunderland generally than residents as a whole.

As we would perhaps expect, those with a disability are less likely to exercise than those who do not – more than half do not take part in any moderate exercise in a given week (52% compared to 29% on average).

Residents with a disability are more likely to rent from Gentoo (39% against an average of 26%).

In terms of what help or support they need, 36% of residents with a disability need help or support with cleaning, housework or shopping and 26% with getting around outside their home. Three in four of those who need help with cleaning, housework or shopping get it from a relative, partner or friend (75%) – while seven per cent do not receive it from anyone. Among those who need help or support, one in five would not know where to go if they needed more help (22%).

Ethnicity

Analysis by ethnicity is based mainly on the booster survey carried out among minority ethnic residents, although minority ethnic residents from the mainstage survey are included within the booster (and so these respondents are actually included in both sets of results). Minority ethnic respondents are more likely to be male than residents in the mainstage survey (58%, compared with 48% overall) and they also tend to be younger (mean age of 34, compared with 46 overall). While minority ethnic respondents are far less likely to be in social grades C2, D or E than others (38%, compared with 62% overall), they are more likely to be in social grade C1 (42%, compared with 23% overall).

As in 2007, minority ethnic residents are more satisfied than others with the way the Council is running the City (75%, compared with 63% overall). Minority ethnic residents are broadly as satisfied with their local areas as a place to live as others (+71, compared with +64 overall). Satisfaction with both has remained stable since last year (remaining above the average).

Continuing this theme of being more positive about Sunderland, minority ethnic residents (in general, rather than users) are more satisfied with many of the individual services – where they are less satisfied, for example with primary schools or recycling services, this tends to be because a higher proportion say they don't know. This is in line with results from the BME booster in last year's survey.

There are a number of potential factors which could be at work here – for example in the case of lower satisfaction with recycling facilities, it may well reflect the areas in which the majority of BME residents live, i.e. there are fewer facilities available (it is noticeable that use is considerably lower among BME populations than those in the mainstage survey).

This lower usage on its own could be attributed, at least in part, to the younger age profile of the BME residents interviewed¹⁶, in line with the lower usage we find among younger residents in general. Furthermore, a high proportion of the BME resident sample are students (31%), and it is possible their circumstances may mitigate against high recycling usage.

¹⁶ Average age of 33.6 among minority ethnic residents, compared with 46.3 overall

Usage is also lower in East Sunderland, where the proportion of minority ethnic residents is relatively high. The lower usage in the area was also observed in the previous year's survey. Half have never used Kerb-it, compared with one in five overall (50% compared with 19%) and only three in ten use it fortnightly, compared with three in four overall (31% compared with 73%).

Some other service areas where ratings are lower among BME residents MAY again reflect area of residence and/or levels of deprivation – for example educational services, green spaces and grass cutting. Where satisfaction is higher than the average – for instance parks and leisure centres – this might be the positive result of active intervention/ initiatives from the council and partners. There may also be some relationship between more positive views towards thinking the council listens to views (and fewer thinking the authority is remote) and efforts at consultation with minority groups in the city.

Minority ethnic residents are less likely to have had any contact with the Council in the last couple of years (60% have not, compared with 50% overall). Reflecting their higher overall satisfaction with the Council, they are more positive about the Council's image indicators, as was the case in 2007. However, they remain less likely to express an opinion about the Council. Despite this, they are more satisfied than white residents with information from the Council – 64% say the Council keeps them very or fairly well informed about the services and benefits it provides, compared with 55% overall. In 2007, they felt less well informed than other residents.

Feeling well informed does not correlate with seeing the two Council publications asked about – approaching half have not seen *Sunrise* or *Switched On*, compared with one in three overall (46% vs. 32% overall). However, it is worth noting that these are not the only two Council publications.

While minority ethnic residents tend to be more satisfied with the various aspects of life in the City Centre, they feel far less safe than others when walking outside in the City Centre alone after dark. Approaching three in five say they feel unsafe, compared with two in five overall (56% compared with 41%) – despite the fact that younger residents feel safest and minority ethnic residents tend to be younger.

Sexual orientation

The majority of respondents say they are heterosexual or straight (93%), while one per cent say they are gay, lesbian, bisexual or other. It is worth noting that six per cent of respondents did not want to answer the question.

Faith

Three in four residents are Christian (75%), while one in five say they do not have any religion (21%). Only two per cent specify another religion – although this rises to 65% among minority ethnic residents, 45% of whom are Muslim.

3. Living in Sunderland

3. Living in Sunderland

This section explores residents' views on Sunderland as a place to live. As well as looking at general perceptions, it also focuses on specific aspects of life in the City, such as transport and local amenities. It draws on historical data from previous waves of the survey to provide a context for this year's findings.

Satisfaction with local area

Three in four residents are satisfied with the local area as a place to live (78%), while only one in seven (15%) are dissatisfied.

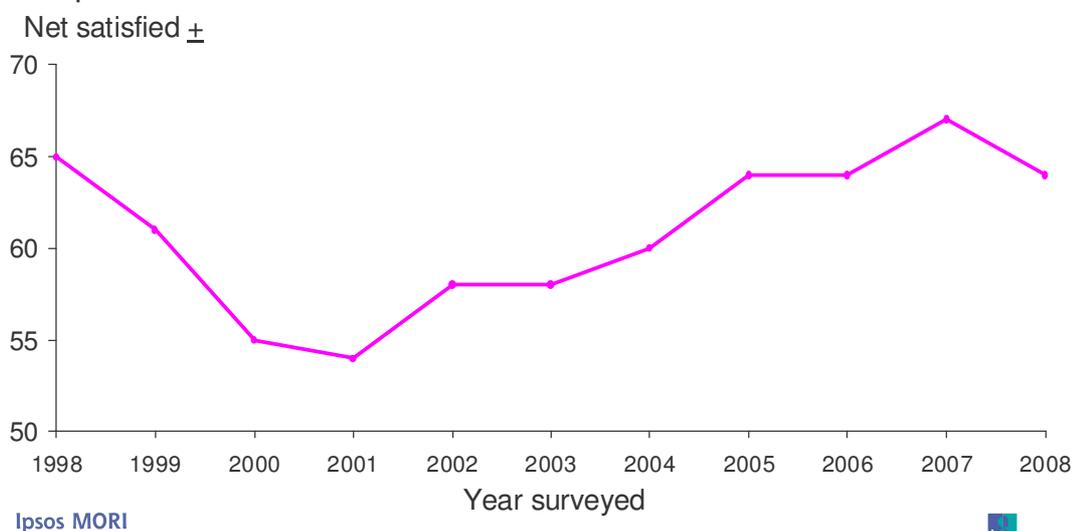
Q	How satisfied or dissatisfied are you with this local area as a place to live?										
	1998 %	1999 %	2000 %	2001 %	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %
<i>Base: c. 1,200 Sunderland residents, 1998-2008</i>											
Very satisfied	34	36	32	31	32	33	32	31	34	38	37
Fairly satisfied	46	41	42	43	44	43	45	48	45	43	41
Neither satisfied nor dissatisfied	6	6	5	6	6	6	6	6	7	6	7
Fairly dissatisfied	9	9	11	12	11	9	10	8	9	8	9
Very dissatisfied	6	7	8	8	7	9	6	7	5	5	6
No opinion	*	1	2	*	*	*	*	*	*	*	0
Satisfied	80	77	74	74	76	76	77	79	79	81	78
Dissatisfied	15	16	19	20	18	18	17	15	14	13	15
<i>Net satisfied</i>	<i>+65</i>	<i>+61</i>	<i>+55</i>	<i>+54</i>	<i>+58</i>	<i>+58</i>	<i>+60</i>	<i>+64</i>	<i>+64</i>	<i>+68</i>	<i>+64</i>

Source: Ipsos MORI

The graph overleaf charts net satisfaction levels over the last ten years, and shows that area satisfaction is at roughly the same level as in 1998. The Council is still performing well on this measure compared to the 'trough' in 2000/01. In addition, when viewed in relation to other similar local authorities, Sunderland is in a respectable position

Satisfaction with the local area over time

Q How satisfied or dissatisfied are you with this local area as a place to live?



Satisfaction levels vary somewhat between different groups of residents:

- as in previous years, residents aged over 65 show the highest levels of satisfaction with the area (+74 net satisfaction, compared with +64 overall); although, interestingly, they are not as satisfied with Council performance as younger residents. Those aged between 35 and 44 years old register the lowest levels of satisfaction (+53);
- those in social grades D and E¹⁷ are least satisfied with their area (+57, compared with +74 for those in social grades A and B¹⁸);
- residents from households with children are less satisfied with the area than households without (+56 compared with +68), reflecting the 25-55 age group's lower satisfaction; and
- satisfaction among minority ethnic communities is higher than average at +71.

¹⁷ Unskilled manual workers and those on state benefits

¹⁸ The professional middle class

There has been a sharp increase in net satisfaction among residents of West Sunderland since last year's survey. Indeed, satisfaction levels in this area are now higher than any other (+75, compared to +64 overall). As in previous years, satisfaction levels are also higher than average among residents of Washington +70. A number of other areas have shown a decline in satisfaction levels since last year; most notably South Sunderland, where net ratings have dropped from +75 to +59 and Coalfield (from +65 in 2007 to +54 in 2008). Coalfield residents are least satisfied with their local area.

Q	<i>How satisfied or dissatisfied are you with this local area as a place to live?</i>						
	2002 Net satisfied	2003 Net satisfied	2004 Net satisfied	2005 Net satisfied	2006 Net satisfied	2007 Net satisfied	2008 Net satisfied
<i>Base: Coalfield (211); East (210); North (210); South (209); Washington (210); West (210)</i>							
Regeneration area							
West	+35	+59	+60	+62	+54	+63	+75
Washington	+57	+56	+57	+64	+63	+75	+70
North	+60	+71	+73	+62	+68	+66	+62
South	+58	+59	+66	+67	+72	+75	+59
East	+64	+37	+43	+67	+64	+58	+58
Coalfield	+70	+55	+56	+62	+61	+65	+54

Source: Ipsos MORI

Satisfaction with getting around the City

Availability of taxis in the City Council area is very high and retains its position as the aspect of City life about which residents are most positive. Four in five of all residents rate this aspect highly (84%).

The majority of residents are also positive about **signposting** and **public transport** (77% and 66% respectively). Satisfaction with **public transport** is now at its highest level since 1998 and satisfaction with signposting continues its upward trend.

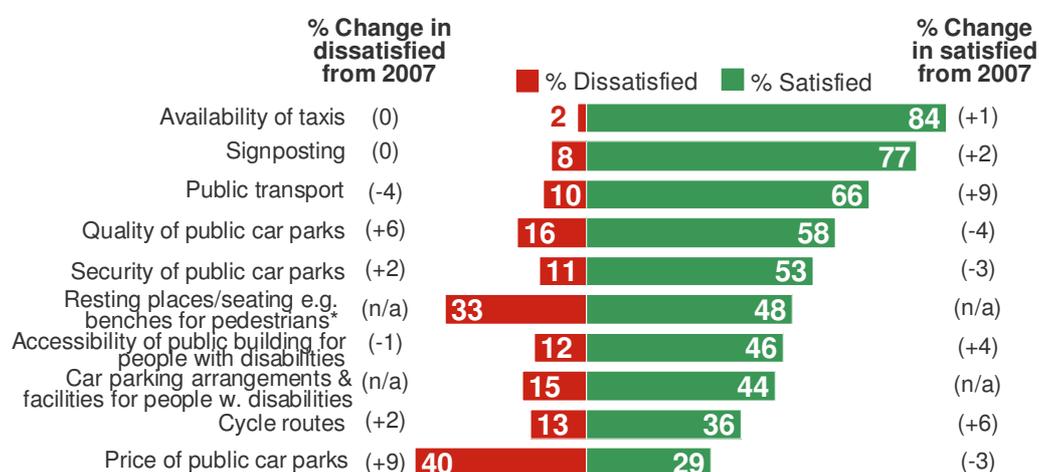
The **price of public car parks** is evidently a source of dissatisfaction for a significant number of Sunderland residents, which seems to be a continuing trend. While they score relatively highly in terms of quality (58%) and security (53%), fewer than one in three residents are satisfied with the prices charged (29%).

Satisfaction with **cycle routes** in the area is also relatively low at 36%, though the high proportion of neutral and 'don't know' responses indicates that this may be due to the fact that many residents don't cycle. However, far fewer residents are negative about this aspect of getting around the city (13%) than they are about car park pricing (40%). Half of car park users are dissatisfied with the price (52%).

Just under half of residents are satisfied with **resting places/seating for pedestrians** (48%), while one in three are dissatisfied (33%). Younger residents are far more positive about these facilities than older residents.

Different aspects of life

Q How satisfied or dissatisfied are you with different aspects of life in the Sunderland City Council area?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



Aspect	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>
S.C.C. area	Satisfaction rating								
Availability of taxis	+76	+85	+75	+81	+82	+78	+84	+81	+82
Signposting	+41	+46	+40	+50	+62	+60	+65	+66	+69
Public transport	+45	+53	+37	+35	+46	+49	+36	+42	+56
Security of public car parks	n/a	n/a	n/a	n/a	+35	+35	+38	+47	+42
Quality of public car parks	n/a	+34	+31	+39	+38	+37	+37	+52	+42
Accessibility of public buildings for people with disabilities	+10	+20	+17	+16	+14	+24	+28	+26	+33
Car parking arrangements and facilities for people with disabilities	n/a	n/a	n/a	n/a	n/a	n/a	n/a	+26	+29
Cycle routes	+21	+11	+9	+15	+20	+26	+27	+19	+23
Resting places/seating e.g. benches for pedestrians	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	+15
Price of public car parks	n/a	+8	+8	+13	+10	-4	-4	+1	-11

Source: Ipsos MORI

Responses vary between different sub-groups of residents. For instance, those from social grades D and E are least likely to rate **signposting** positively (+64, compared to +76 among those from grade C1 and +69 overall).

Younger residents are generally more likely to be positive than older residents. Satisfaction with **public transport** is +70 among those aged between 16 and 24, compared to +56 overall. Similarly, net satisfaction with **pedestrian seating** is +43 among those aged between 16 and 24, compared to +15 overall. The only measures where this is not true are **security of public car parks** and **signposting**, where the opinions of 16 to 24 year olds more closely match residents as a whole (+41, compared to +42 overall; +71, compared to +69, overall).

Those from minority ethnic backgrounds are also more likely to give a positive rating on each of the individual measures. For example, 77% of this group are satisfied with **public transport**, compared to 66% overall.

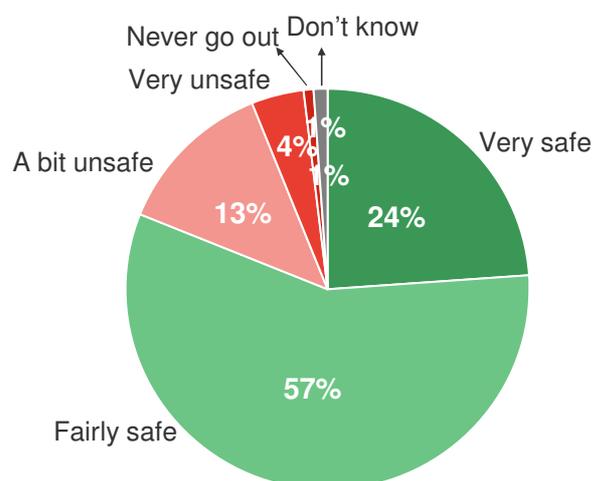
People with an illness or disability which affects their daily life tend to be less satisfied with the **quality of public car parks**, than those with no such disability (+34, compared to +47). Residents without children are also less positive than those who have children (+39, compared to +49).

Safety

Residents generally perceive Sunderland as a safe place to be. Four in five (81%) say that they feel safe in the City while almost one in four say that they feel *very safe* (24%). Nearly one in five (17%) residents say that they feel unsafe in Sunderland.

Perceptions of safety in the City

Q In general, how safe do you feel in Sunderland?



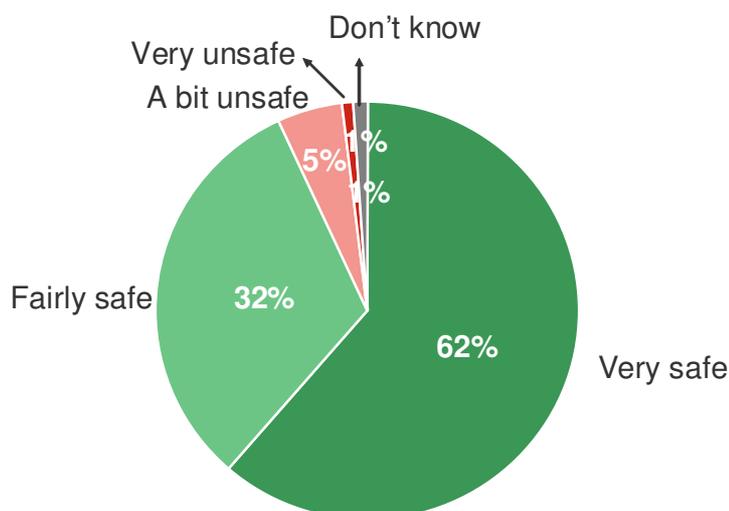
Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



Residents' perceptions of safety in their own homes are also very high. Almost all residents say that they feel safe (94%), with six percent feeling unsafe.

Perceptions of Safety in the home

Q How safe do you feel in your own home?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



The City Centre

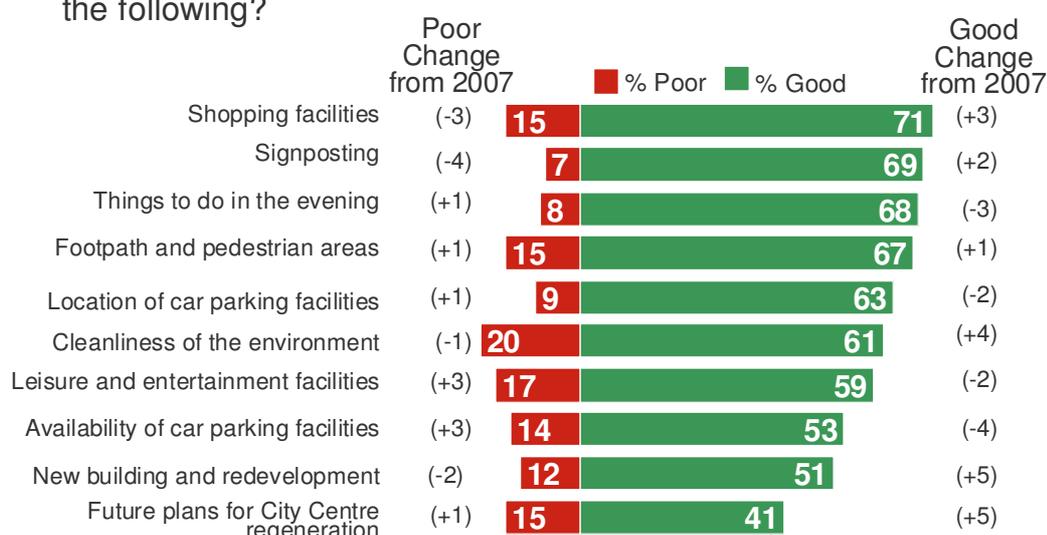
Sunderland residents tend to be positive about the City Centre. Ratings are highest for the City's **shopping facilities** (rated positively by 71%), **signposting** (69%), and **things to do in the evening** (68%).

One in five residents continue to think the **cleanliness of the City Centre** is poor (the same proportion as in the 2007 survey). However, more residents rate this aspect positively than last year (61% - an increase of four percentage points). In fact, this year the service achieves its highest rating since 2003.

Other measures that have seen improved ratings since last year are **new building and redevelopment underway** (rated positively by 51% - a 5 point increase on the 2007 rating, taking it back to 2005/2006 levels) and **future plans for City Centre regeneration** (rated positively by 41% - again, a 5 point increase on the 2007 rating, which takes it back up to 2006 levels).

The City Centre

Q Thinking about Sunderland City Centre, how would you describe the following?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



Aspect	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>	<i>Net %</i>				
City Centre					Net good						
Signposting around the City centre	-	-	-	-	-	-	+62	+54	+54	+56	+62
Things to do in the evening	-	-	-	-	-	-	+38	+58	+58	+64	+60
Shopping facilities	+41	+40	+67	+76	+71	+70	+62	+68	+57	+50	+56
Location of car parking facilities	-	-	-	+47	+42	+45	+51	+52	+50	+57	+54
Footpath & pedestrian areas	+55	+40	+53	+61	+53	+50	+52	+54	+55	+52	+52
Leisure & entertainment facilities	+53	+45	+45	+55	+36	+27	+31	+54	+42	+47	+42
Cleanliness of the environment	+34	+24	+32	+41	+39	+41	+27	+27	+27	+36	+40
Availability of car parking facilities	-	-	-	-	+37	+37	+39	+38	+37	+45	+39
New building & redevelopment underway*	+43	+55	+69	+69	+47	+48	+55	+37	+37	+31	+39
Future plans for City regen	-	-	-	-	-	-	+46	+33	+26	+21	+26

* Pre 2004: New building and development

Source: Ipsos MORI

Attitudes to various aspects of Sunderland City Centre vary between different groups of residents. One example is that residents from social grades A and B tend to be less satisfied with **shopping facilities** than residents of social grades D and E (49%, compared to 60%).

Younger residents tend to give higher ratings for City Centre facilities. For example, seven in ten of those aged between 16 and 24 describe **things to do in the evening** in Sunderland as good (+70), an opinion expressed by only half of those aged over 50. Similarly, half of those aged between 25 and 34 say that the **cleanliness of the environment** in the City Centre is good, compared to one in three of those aged over 50.

Residents from minority ethnic backgrounds also tend to rate aspects of the City Centre higher than other residents. For example, three in four say that **shopping facilities** are good (77%, compared with fewer than three in five residents overall (56%).

Residents who are dissatisfied with their local area are more negative about specific aspects of the City.

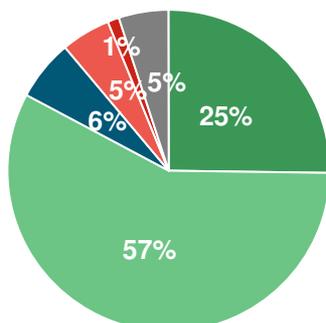
Ease of pedestrian access to the City Centre is rated highly. Four in five residents (82%) agree that **pedestrians can easily get to where they want to go in the City Centre**. Only six per cent disagree with this statement. The majority of residents (56%) also agree that **road traffic generally moves freely on roads in the City Centre**.

Pedestrians and traffic in the City Centre

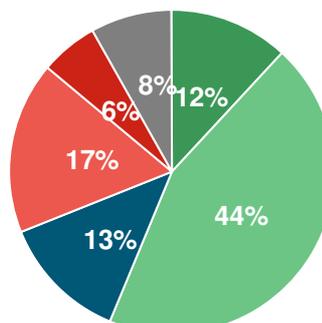
Q To what extent do agree or disagree with the following statements?

- % Strongly agree
- % Tend to agree
- % Neither / nor
- % Tend to disagree
- % Strongly disagree
- Don't know

Pedestrians can easily get where they want to go in the city centre



Road traffic generally moves freely on roads in the city centre



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



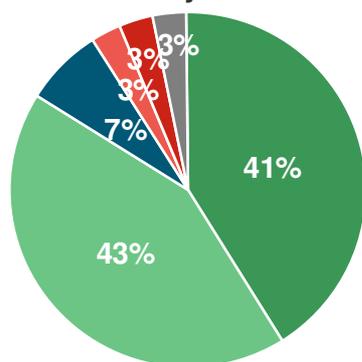
A high proportion of residents say that they feel safe walking outside in the City centre alone in the daytime (84%). Conversely, just three in ten (30%) feel safe walking in the City Centre after dark and two in five feel unsafe in such circumstances (41%).

Perceptions of safety in the City centre

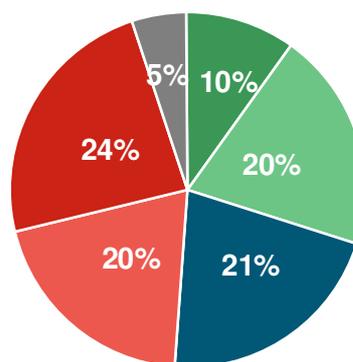
- Q How safe do you feel walking outside in the City Centre alone in the daytime?
- Q How safe do you feel walking outside in the City Centre alone after dark?

- % Very safe
- % Fairly safe
- % A bit unsafe
- % Very unsafe
- % Never go out
- Don't know

Daytime



Dark



	2008	Net change since 2007
Safe	84	(-2)
Unsafe	9	(+1)

	2008	Net change since 2007
Safe	30	(-1)
Unsafe	41	(-5)

Ipsos MORI Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008



Women are far more likely to feel unsafe walking alone in the City Centre after dark (-29 net safe, compared with -11 overall). One in three say they never go out alone at night (32%).

Residents aged between 16 and 24 – the most likely to go out after dark - are the group most likely to say that they feel safe (47%, compared to 30%).

In 2007, perceptions of personal safety tended to be lower among residents from minority ethnic communities. This is no longer the case. However, when it comes to walking alone in the City Centre at night, minority ethnic residents are still more likely to say that they feel unsafe (56%, compared to 41% overall).

4. The image of the City Council

4. The image of the City Council

This section measures residents' overall satisfaction with the City Council and identifies trends and patterns in the way that the Council is perceived by different sections of the population. Residents are asked to gauge the Council's performance on a series of key measures and to indicate whether the service that the Council provides is getting better or worse.

Satisfaction with the Council

Around two in three residents are satisfied with the way that the City Council is running the City (63%), while one in five are dissatisfied (19%). Overall satisfaction with the City Council has not changed significantly since last year's survey and Sunderland City Council remains well placed compared to similar councils that Ipsos MORI has measured.

Q How satisfied or dissatisfied are you with the way Sunderland City Council is running the City?	
<i>Base: Sunderland respondents (1,260)</i>	<i>%</i>
Satisfied	63
Very satisfied	11
Fairly satisfied	52
Fairly dissatisfied	11
Very dissatisfied	8
Dissatisfied	19
Net satisfaction	44

Source: Ipsos MORI

The following chart overleaf compares satisfaction ratings across different groups of residents. Figures highlighted in green or red are significantly more positive or negative respectively than the overall figure.

Q How satisfied or dissatisfied are you with the way Sunderland City Council is running the City?					
		Very Satisfied	Satisfied	Dissatisfied	Net satisfied
		%	%	%	±%
<i>Base: 1,260 Sunderland residents</i>					
	All	11	63	19	+44
Age	16-24	12	68	10	+58
	25-34	10	60	17	+43
	35-44	6	58	21	+37
	45-54	9	56	24	+32
	55-64	14	66	22	+45
	65+	16	69	18	+51
Social Class	AB	10	59	19	+40
	C1	11	63	18	+45
	C2	10	64	16	+48
	DE	12	64	21	+43
Regeneration area	Coalfield	12	63	17	+46
	East	9	63	25	+38
	North	10	61	22	+39
	South	17	66	21	+45
	Washington	7	59	14	+46
	West	15	67	17	+50
Ethnicity	BME	21	75	7	+68

Source: Ipsos MORI

Younger residents are most likely to be satisfied with the way that the Council is running the City. Seven in ten of those aged 16 to 24 years are satisfied (68%), compared to three in five overall (63%). By contrast, just over half of those aged 45 to 54 years are satisfied (56%). Satisfaction with the Council is particularly high among residents from minority ethnic backgrounds (75%), with over one in five saying they are very satisfied (21%).

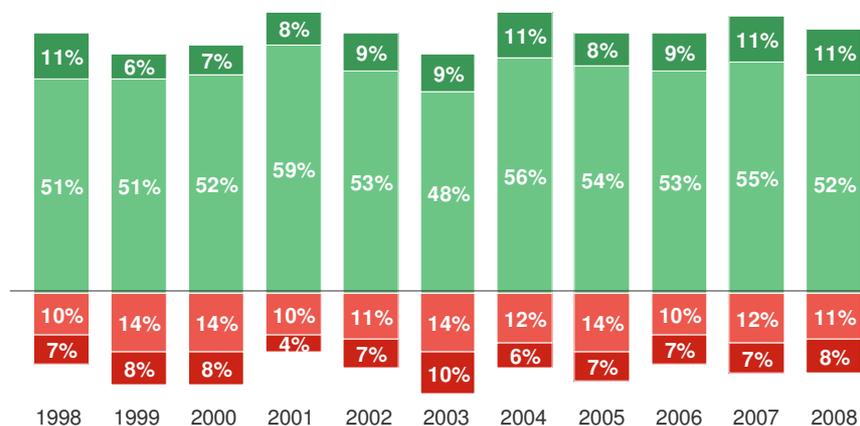
Those living in East Sunderland are most dissatisfied with the Council's performance (25%), while those living in Washington are least dissatisfied (14%). Residents in South Sunderland are most likely to be very satisfied (17%), while those in Washington are least likely (7%). The overall picture is one of convergence, with similar levels of area satisfaction across the City.

Overall satisfaction with the City Council has not changed significantly since last year's survey.

Satisfaction with Council

Q How satisfied or dissatisfied are you with the way Sunderland City Council is running the City?

Very satisfied Fairly satisfied Fairly dissatisfied Very dissatisfied



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



Elements of the Council's image

Two in three residents agree that the quality of Council services is good overall, which is in line with last year's performance and places the Council very well in comparison with other similar authorities.

Q	<i>How strongly do you agree or disagree that the quality of Council services is good overall?</i>									
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1999-2008</i>	%	%	%	%	%	%	%	%	%	%
Agree	57	57	66	63	58	59	64	58	65	66
Strongly agree	6	5	6	7	6	5	6	7	10	10
Tend to agree	51	52	61	56	52	54	58	51	55	56
Tend to disagree	15	16	11	13	17	15	14	14	14	10
Strongly disagree	7	5	4	5	6	5	4	6	4	5
Disagree	22	21	15	18	23	20	19	21	17	16
Net agree	35	36	51	45	35	39	45	37	48	50

Source: Ipsos MORI

As in previous years, older residents are the most satisfied with Council services. By contrast, the net satisfaction rating of those aged 35 - 54 is lower. Residents from minority ethnic backgrounds are also more satisfied, as are residents of South Sunderland.

Council performance

Two in five residents agree that the Council's performance has improved in the last five years (41%).

Q	<i>How strongly do you agree or disagree that the Council's performance has improved in the last five years.</i>								
	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 2000-2008</i>	%	%	%	%	%	%	%	%	%
Agree	41	49	43	40	42	39	38	39	41
Strongly agree	6	9	8	7	8	7	6	7	9
Tend to agree	35	40	35	33	34	32	33	32	33
Tend to disagree	20	13	17	18	18	18	20	17	17
Strongly disagree	10	5	8	13	9	8	10	11	10
Disagree	30	18	25	31	27	26	30	28	27
Net agree	11	31	18	9	15	13	8	11	14

Source: Ipsos MORI

Residents between 16 and 24 are the biggest advocates on this measure (11% disagree); ratings among 35-54 year olds are significantly lower (33% disagree). Residents of West Sunderland are very positive (48% agree, compared with 41% overall), whereas residents of Washington tend to be less so (34% disagree).

Residents from minority ethnic communities are less likely to disagree the Council's performance has improved in the last 5 years (nine per cent). As in previous years though, one in three (33%) say that they don't know.

Value for money

The proportion of residents saying the Council gives local people good value for money returned to previous levels in the 2007 survey and this positive trend continues in 2008 with 45% of residents expressing this view. Around one in four disagree (27%).

Sunderland remains one of the most highly rated Councils in terms of providing value for money.

Q	<i>How strongly do you agree or disagree that the Council gives local people good value for money?</i>										
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	%	%	%	%	%	%	%	%	%	%	%
Agree	51	38	40	50	42	42	41	44	33	42	45
Strongly agree	6	4	3	4	5	4	3	5	3	6	6
Tend to agree	45	34	37	46	37	38	38	39	30	36	39
Tend to disagree	18	23	21	18	22	23	24	21	24	22	17
Strongly disagree	6	11	11	7	8	12	10	11	11	9	10
Disagree	24	34	32	25	30	35	34	32	36	31	27
Net agree	27	4	8	25	12	7	7	12	-3	10	19

Source: Ipsos MORI

Again, the youngest residents are least negative about whether the Council provides value for money (16% of 16 to 24 year olds disagree that it does, compared with 27% overall), while those aged between 35 and 54 are most negative satisfied (32% disagree). Residents from minority ethnic backgrounds appear positive (18% disagree, compared with 27% overall), though a relatively high proportion don't know (16%, vs. 6% overall).

Residents living in West Sunderland are more likely to agree the Council offers good value for money (52% agree, compared with 45% overall), whereas those in Washington are least likely to agree (38%).

Remote and impersonal

Almost two in five residents agree that the Council is too remote and impersonal (38%); a larger proportion than those who disagree. However, the situation has improved since last year's survey. Sunderland's performance on this measure is broadly in line with other similar local authorities, although its standing has improved since 2007.

Q	<i>How strongly do you agree or disagree that the Council is too remote and impersonal</i>				
	2004	2005	2006	2007	2008
<i>Base: Sunderland respondents c. 1,260</i>	%	%	%	%	%
<i>2004-2008</i>					
Agree	39	37	42	42	38
Strongly agree	12	10	10	13	10
Tend to agree	27	28	31	29	28
Tend to disagree	25	25	26	24	25
Strongly disagree	4	7	5	3	6
Disagree	29	31	31	27	30
Net agree	10	6	11	14	8

Source: Ipsos MORI

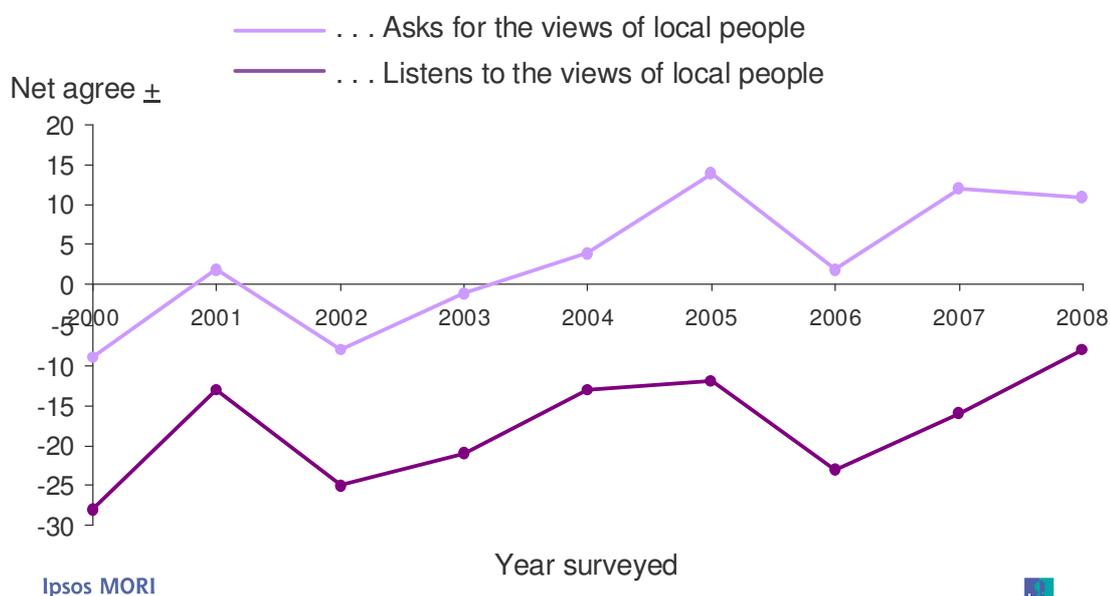
Those aged between 35 and 44 are most likely to say the Council is not too remote and impersonal (37% disagree that it is, compared with 30% overall). As before, residents from minority ethnic communities are less likely to have an opinion (26% don't know, compared with 10% overall), and are least likely to agree that the Council is remote and impersonal (20% agree, 37% disagree).

Consulting and listening

Two in five residents agree that the Council asks for the views of local people (42%) and one in four agree that it listens (28%). There has been a positive shift in the perception that the Council listens.

Consulting and listening

Q How strongly do you agree or disagree that the Council . . .



Residents aged between 16 and 24 are much more likely than average to think that the Council asks for and listens to residents' opinions (+23 and +12, compared with +11 and -8 overall). However, it is important to note that a relatively high proportion of this age group say that they don't know.

Minority ethnic communities feel the Council performs relatively well in both respects (+29 net agree for asking and +26 for listening), but again, a higher proportion of this group say they don't know.

West Sunderland residents (+31) are far more likely to agree that the Council asks for the views of local people than residents of Washington (-3). A relatively high proportion of Washington residents say that they don't know (17%, compared to 8% for the sample as a whole).

Keeps it promises, learns from its mistakes, staff treat people well

One in four residents agree the Council keeps its promises (25%), while one in three disagree (34%). The net agree score has improved compared to last year and has returned to 2005 levels (-9); however, more people disagree with this statement than agree. A similar situation prevails when residents are asked whether the Council learns from its mistakes. This year, almost three in ten agreed that it does (28%), with a slightly higher proportion disagreeing (32%). Again, this represents an improvement, but the net score remains in negative figures (-4).

Residents are far more positive about the Council's treatment of its staff. Two in three agree that it treats its staff well (67%), compared to just one in ten who disagree (9%). The net score is the best achieved on this measure so far (+58).

Q	How strongly do you agree or disagree that the Council . . .											
	The Council keeps its promises				The Council learns from its mistakes				Council staff treat people well			
	2005	2006	2007	2008	2005	2006	2007	2008	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 2000-2008</i>	%	%	%	%	%	%	%	%	%	%	%	%
Agree	26	21	21	25	27	25	26	28	61	54	62	67
Strongly agree	2	1	2	3	3	3	2	3	12	11	13	16
Tend to agree	24	19	19	22	25	22	23	25	49	44	49	51
Tend to disagree	22	25	23	22	21	23	23	21	6	5	6	5
Strongly disagree	12	14	16	12	12	14	14	12	4	6	4	4
Disagree	35	39	39	34	33	37	37	32	10	10	11	9
Net agree	-9	-18	-18	-9	-6	-12	-11	-4	51	44	51	58

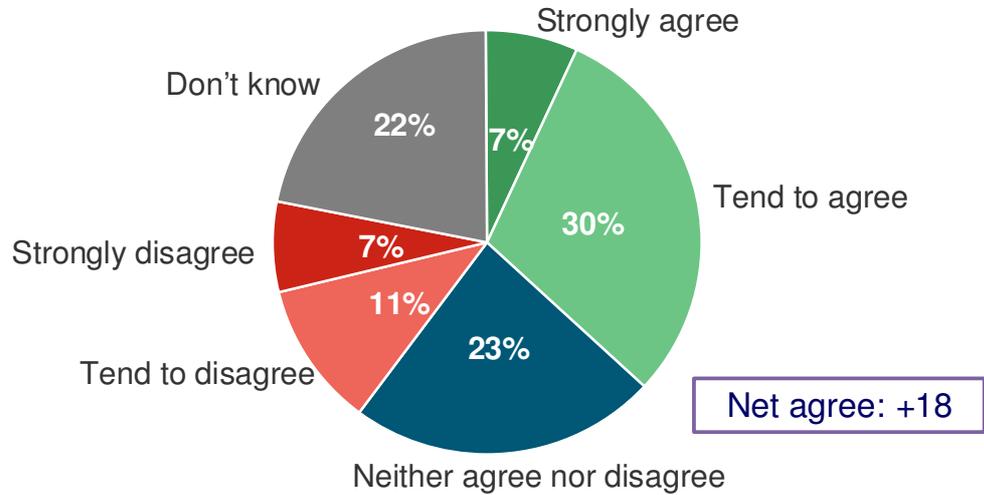
Source: Ipsos MORI

Sunderland as an International City

For the first time in this survey, residents were asked to rate the City Council's international strategy for the City. This strategy "aims to encourage businesses to invest in the city and local businesses to trade overseas, enable young people to experience other cultures as part of their education, celebrate cultural diversity, and to raise the City's profile to encourage people to come here to live, work, study or visit". One in three residents (37%) agrees that **the international strategy is working**, and half as many disagree (18%). A further one in five say they 'don't know'.

Attitudes to international strategy

Q To what extent do you agree or disagree that this strategy is working?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



Younger people tend to be more positive about the strategy. Net agreement that the strategy is working is +35 among 16-24 year olds. Minority ethnic residents are also more positive (+37 net agree, compared to an average of +18) as are those from higher social grades (+27 among ABs, compared with +12 among DEs).

5. Specific Council services

5. Specific Council services

This section explores residents' satisfaction with individual Council services, looking at trends over the years and exploring satisfaction in conjunction with usage and how important residents think the services are.

Usage

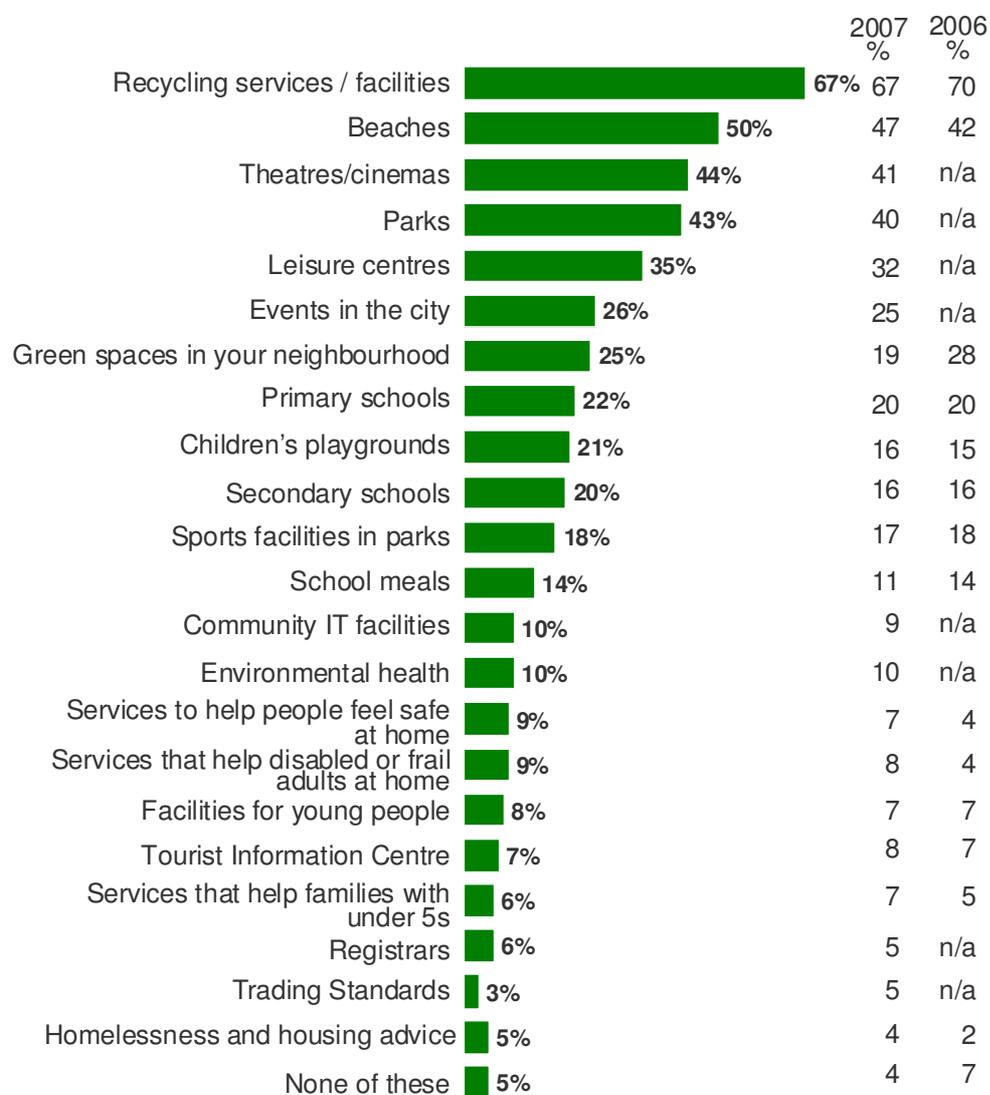
As in other recent years, the most commonly used (non universal) Council service is **recycling facilities**, which two in three residents use (67%). **Beaches** (50%), **theatres and cinemas** (41%) and **parks** (40%) are also used commonly.

Use of most services has remained constant since 2007. The exceptions, where more residents use them than a year ago, are:

- green spaces in the neighbourhood (up six points);
- children's playgrounds (up five points);
- secondary schools (up four points); and
- school meals (up three points).

Service usage

Q Which, if any, of the Council services on this card do you or members of your household use or benefit from?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



6.2 Satisfaction with Council services

As previously, two in three residents agree that the quality of Council services is good overall (66%) and only one in seven disagree (16%), maintaining the improvement seen between 2006 and 2007. Reflecting this, the only service of the 28 asked about that fewer than half of service users are satisfied with, is facilities for young people (47%).

The following services record *user* satisfaction levels of more than four in five:

- primary schools (91%);
- refuse collection (88%);
- street lighting (88%);
- registrars (88%)¹⁹;
- theatres / cinemas (86%);
- beaches (85%);
- secondary schools (84%);
- Tourist Information Centre (84%)²⁰;
- events in the City (83%);
- services to help people feel safe at home (83%);
- green spaces in the neighbourhood (81%); and
- recycling services (80%).

Areas where improvements have been made

Satisfaction with individual services has remained largely stable since 2007. While no services have seen significant falls in satisfaction, services for which there has been a significant improvement in *user* satisfaction since 2007 are:

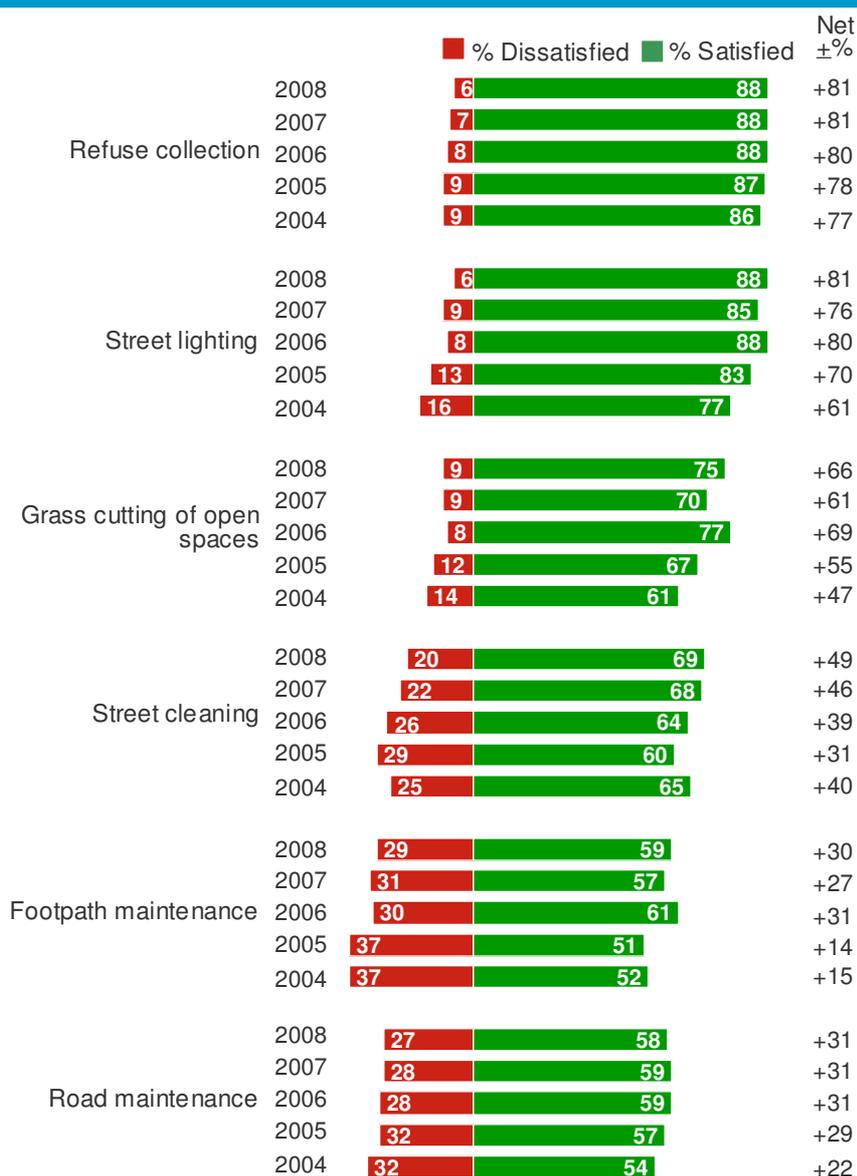
- **facilities for young people** (47%, up from 31% in 2007);

¹⁹ Please treat results with caution, as they are based on a small number of responses (80)

²⁰ Please treat results with caution, as they are based on a small number of responses (87)

- **grass cutting of open spaces** (75%, up from 70% in 2007 and back to 2006 levels); and
- **street lighting** (88%, up from 85% in 2007 and back to 2006 levels).

Satisfaction with Universal Services

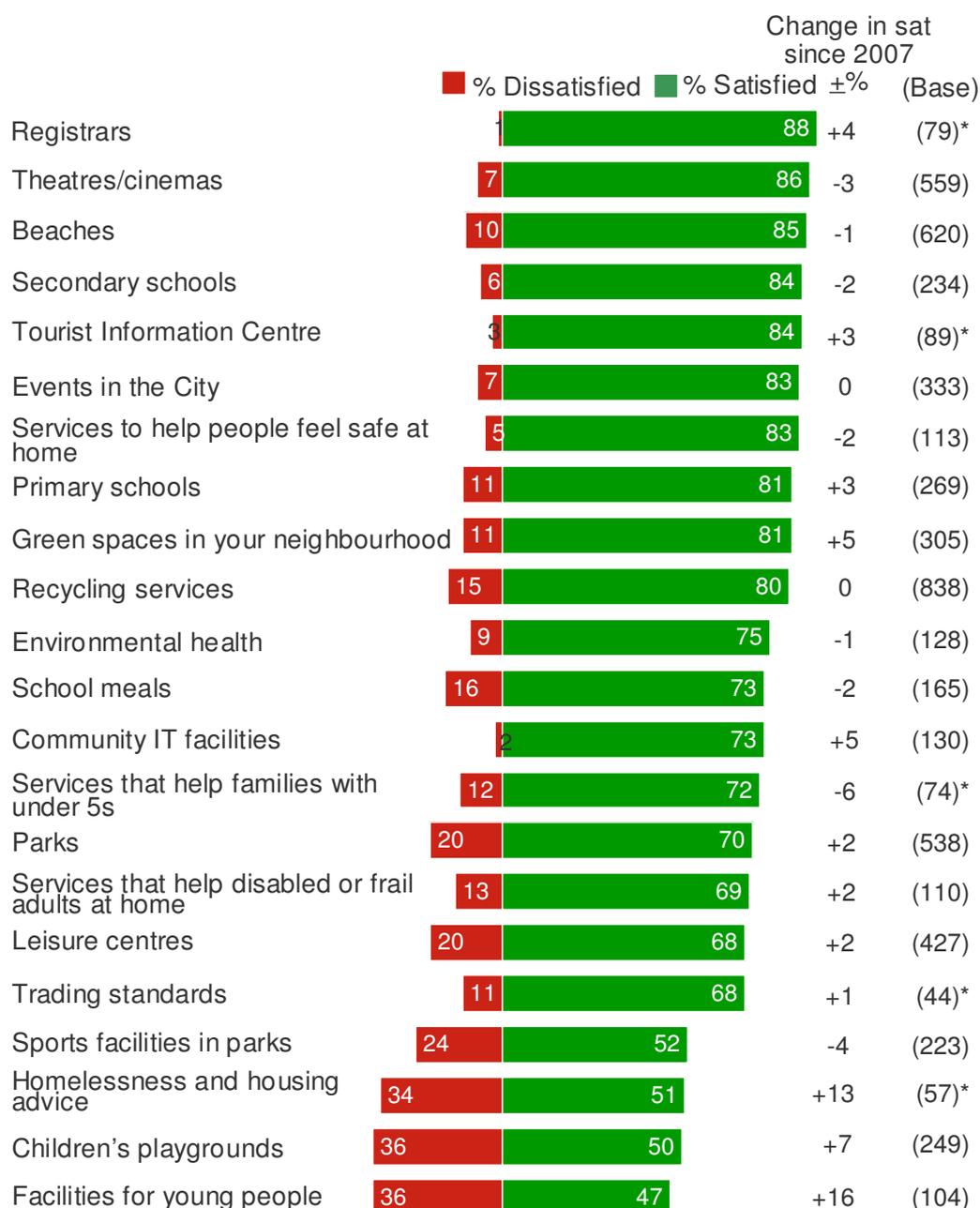


Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



Satisfaction with Services: Users



Base: Users of each service

Ipsos MORI

* Caution advised as based on a small number of responses



How far do views differ by area?

The area which records the highest **user satisfaction** rating for each service is shown in the table below. This table is intended to provide a summary, and it is important to note that not all differences are statistically significant. In addition, base sizes are frequently very small.

Coalfield:	Children's playgrounds; primary schools; secondary schools; beaches; events in the City; grass cutting of open spaces
East Sunderland:	Footpath maintenance; leisure centres; theatres/cinemas; community IT facilities
North Sunderland:	Street lighting; Tourist Information Centre; sports facilities in parks; trading standards; registrars
South Sunderland:	Services that help disabled or frail adults at home; services to help people feel safe at home; environmental health
Washington:	Road maintenance; services that help families with under 5s
West Sunderland:	Refuse collection; street cleaning; recycling services; facilities for young people; parks; school meals; environmental health; green spaces in your neighbourhood; homelessness and housing advice

The area which records the highest **user dissatisfaction** rating for each service is shown below.

Coalfield	Road maintenance; services that help families with under 5s; services to help people feel safe at home; environmental health; trading standards; grass cutting of open spaces
East Sunderland:	Facilities for young people; services that help disabled or frail adults at home; beaches; homelessness and housing advice
North Sunderland:	Refuse collection; community IT facilities; services that help families with under 5s
South Sunderland	Footpath maintenance; street cleaning; street lighting; children's playgrounds; leisure centres; primary schools; secondary schools; registrars; green spaces in your neighbourhood
Washington:	Recycling services; street lighting; facilities for young people; parks; theatres/cinemas; Tourist Information Centre; school meals; sports facilities in parks
West Sunderland:	Events in the City

Please note that while Coalfield residents are listed as both most satisfied and most dissatisfied with grass cutting of open spaces, they are not significantly more dissatisfied than others (11%, compared with nine per cent overall) and in fact, their net satisfaction is higher than in any other area (+73, compared with +66 overall).

Satisfaction over time

1. The street scene

Refuse collection

Satisfaction with refuse collection – Trends										
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	%	%	%	%	%	%	%	%	%	%
Satisfied	91	89	89	91	90	86	87	88	88	88
Very satisfied	50	41	49	44	49	41	42	49	50	49
Fairly satisfied	41	48	40	47	41	45	45	39	38	39
Fairly dissatisfied	3	4	2	2	4	5	6	6	5	4
Very dissatisfied	1	1	2	1	2	4	3	2	2	2
Dissatisfied	4	5	4	3	6	9	9	8	7	6

Source: Ipsos MORI

Street cleaning

Satisfaction with street cleaning – Trends										
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	%	%	%	%	%	%	%	%	%	%
Satisfied	63	62	62	61	66	65	60	64	68	69
Very satisfied	15	12	12	12	16	14	14	19	21	21
Fairly satisfied	48	50	50	49	50	51	46	45	47	48
Fairly dissatisfied	16	17	16	20	16	16	19	16	13	13
Very dissatisfied	11	8	8	8	10	9	10	9	8	7
Dissatisfied	27	25	24	28	26	25	29	26	22	20

Source: Ipsos MORI

Road maintenance

Satisfaction with road maintenance – Trends										
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	61	57	49	51	55	54	57	59	59	58
Very satisfied	10	7	5	6	11	8	8	13	13	15
Fairly satisfied	51	50	44	45	44	46	49	46	46	44
Fairly dissatisfied	16	17	21	21	19	20	18	18	17	17
Very dissatisfied	10	17	10	12	11	12	10	11	11	10
Dissatisfied	26	28	31	33	30	32	28	28	27	27

Source: Ipsos MORI

Footpath maintenance

Satisfaction with footpath maintenance – Trends										
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	58	53	50	49	55	52	51	61	57	59
Very satisfied	9	7	6	6	10	7	7	12	12	12
Fairly satisfied	49	46	44	43	45	45	44	49	45	47
Fairly dissatisfied	18	21	23	24	22	23	24	19	20	18
Very dissatisfied	13	12	11	14	14	14	13	11	11	11
Dissatisfied	31	33	34	38	36	37	37	30	31	29

Source: Ipsos MORI

Street lighting

Satisfaction with street lighting – Trends										
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1999- 2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	78	77	76	77	77	77	82	88	85	88
Very satisfied	23	17	17	18	21	23	31	42	41	41
Fairly satisfied	55	60	59	59	56	54	52	46	44	46
Fairly dissatisfied	11	10	11	10	11	10	8	5	6	4
Very dissatisfied	6	5	5	5	6	6	5	3	3	2
Dissatisfied	17	15	16	15	17	16	12	8	9	6

Source: Ipsos MORI

2. Education and Children's services

Primary schools

Satisfaction with primary schools - Trends									
	2001	2002	2003	2004	2005	2006	2007	2008	
<i>Base: c. 269 users of primary schools in Sunderland, 2001-2008</i>	%	%	%	%	%	%	%	%	%
Satisfied	90	92	91	91	92	91	88	91	
Very satisfied	38	39	55	48	48	51	42	44	
Fairly satisfied	52	53	36	43	44	40	46	46	
Fairly dissatisfied	2	3	3	4	2	1	5	1	
Very dissatisfied	1	*	3	2	1	*	1	*	
Dissatisfied	3	3	6	6	3	2	7	1	

Source: Ipsos MORI

Secondary schools

Satisfaction with secondary schools – Trends								
	2001	2002	2003	2004	2005	2006	2007	2008
<i>Base: c.234 users of secondary schools in Sunderland, 2001-2008</i>	%	%	%	%	%	%	%	%
Satisfied	85	84	84	87	83	84	86	84
Very satisfied	35	25	42	35	33	38	34	40
Fairly satisfied	50	59	42	52	50	47	52	44
Fairly dissatisfied	3	2	6	4	6	5	3	5
Very dissatisfied	5	6	2	3	1	4	2	1
Dissatisfied	8	8	8	7	7	9	5	6

Source: Ipsos MORI

School meals

Satisfaction with school meals – Trends										
	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
<i>Base: c.165 users of school meals in Sunderland, 1999-2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	82	81	75	75	78	84	76	70	75	73
Very satisfied	25	24	28	32	36	33	30	29	28	28
Fairly satisfied	57	57	47	43	42	51	46	41	47	45
Fairly dissatisfied	2	5	6	4	4	4	6	12	5	11
Very dissatisfied	3	2	0	3	6	1	3	3	7	4
Dissatisfied	5	7	6	7	10	5	9	15	12	16

Source: Ipsos MORI

Services that help families with under 5s

Services that help families with under 5s – Trends						
	2003	2004	2005	2006	2007	2008
<i>Base: c. 74 users of services that help families with under 5s, 2003-2008</i>	%	%	%	%	%	%
Satisfied	67	66	75	69	78	72
Very satisfied	20	23	30	27	27	36
Fairly satisfied	47	43	45	42	51	36
Fairly dissatisfied	7	9	2	2	3	10
Very dissatisfied	3	8	4	6	3	2
Dissatisfied	10	17	6	7	6	12

Source: Ipsos MORI

3. Leisure and environment

Beaches

Satisfaction with beaches – Trends										
	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
<i>Base: c. 620 users of beaches in Sunderland, 1999-2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	79	84	86	84	87	88	88	89	86	85
Very satisfied	25	26	27	32	40	29	36	35	34	34
Fairly satisfied	58	58	59	52	47	58	52	54	52	51
Fairly dissatisfied	6	7	8	6	5	6	4	4	5	8
Very dissatisfied	2	2	1	2	3	2	2	1	3	2
Dissatisfied	8	9	9	8	8	8	7	5	8	10

Source: Ipsos MORI

Parks

Satisfaction with parks²¹ – Trends									
<i>Base: c. 538 users of parks in Sunderland, 1999-2008</i>	1999	2000	2001	2002	2003	2004	2005	2007	2008
	%	%	%	%	%	%	%	%	%
Satisfied	74	79	84	70	74	70	77	68	70
Very satisfied	15	17	32	23	26	17	20	21	20
Fairly satisfied	59	62	52	47	48	53	56	48	49
Fairly dissatisfied	11	9	6	10	11	13	10	12	14
Very dissatisfied	5	2	2	3	6	5	4	9	6
Dissatisfied	16	11	8	13	17	18	14	20	20

Source: Ipsos MORI

Sports facilities in parks

Satisfaction with sports facilities in parks – Trends										
<i>Base: c. 223 Sunderland residents, 1999-2008</i>	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
	%	%	%	%	%	%	%	%	%	%
Satisfied	64	73	57	58	60	49	51	53	56	52
Very satisfied	16	14	13	8	17	7	8	7	12	16
Fairly satisfied	48	59	44	50	43	42	44	45	44	36
Fairly dissatisfied	14	8	13	20	17	22	20	13	16	18
Very dissatisfied	6	4	9	1	13	13	9	8	9	6
Dissatisfied	20	12	22	25	30	35	29	21	25	24

Source: Ipsos MORI

²¹ Please note question wording was changed to “parks” for the 2008 survey – previously, it was “parks and open spaces”

Children's playgrounds

Satisfaction with children's playgrounds – Trends										
	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
<i>Base: c. 249 users of children's playgrounds in Sunderland, 1999-2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	62	56	45	33	26	37	32	43	43	50
Very satisfied	11	8	8	5	1	5	4	7	8	7
Fairly satisfied	51	48	37	28	25	32	29	36	35	43
Fairly dissatisfied	21	27	27	28	21	29	26	21	31	24
Very dissatisfied	8	6	9	20	16	23	24	17	14	12
Dissatisfied	27	33	36	46	37	52	49	39	45	36

Source: Ipsos MORI

Facilities for young people

Satisfaction with facilities for young people – Trends										
	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08
<i>Base: c. 104 users of facilities for young people in Sunderland, 1999-2008</i>	%	%	%	%	%	%	%	%	%	%
Satisfied	46	54	54	28	37	22	16	36	31	47
Very satisfied	10	8	11	2	4	3	0	7	8	10
Fairly satisfied	36	46	43	26	33	19	16	30	23	37
Fairly dissatisfied	24	25	15	32	19	33	40	20	23	23
Very dissatisfied	11	8	13	23	29	30	36	24	22	13
Dissatisfied	35	33	28	55	48	63	76	44	45	36

Source: Ipsos MORI

Events in the City

Events in the City – Trends						
	2002	2003	2004	2005	2007	2008
<i>Base: c. 333 Sunderland residents, 1997-2008</i>	%	%	%	%	%	%
Satisfied	92	95	94	84	83	83
Very satisfied	52	56	50	41	33	35
Fairly satisfied	39	40	43	42	50	48
Fairly dissatisfied	3	2	1	5	4	6
Very dissatisfied	0	*	*	0	3	1
Dissatisfied	3	3	2	5	7	7

Source: Ipsos MORI

Green spaces in your neighbourhood

Green spaces in your neighbourhood – Trends						
	2003	2004	2005	2006	2007	2008
<i>Base: c. 305 Sunderland residents, 1997-2008</i>	%	%	%	%	%	%
Satisfied	73	69	72	82	76	81
Very satisfied	28	19	25	22	28	35
Fairly satisfied	46	50	47	61	48	46
Fairly dissatisfied	10	12	12	6	13	9
Very dissatisfied	6	7	5	4	7	2
Dissatisfied	17	18	17	10	20	11

Source: Ipsos MORI

Grass cutting of open spaces

Grass cutting of open spaces – Trends					
	2004	2005	2006	2007	2008
<i>Base: c. 1,260 Sunderland residents, 1997-2008</i>	%	%	%	%	%
Satisfied	61	67	77	70	75
Very satisfied	15	20	21	23	24
Fairly satisfied	46	47	56	46	51
Fairly dissatisfied	9	9	5	6	6
Very dissatisfied	5	3	3	3	3
Dissatisfied	14	12	8	9	9

Source: Ipsos MORI

Recycling

Recycling – Trends				
	2005	2006	2007	2008
<i>Base: c. 838 Sunderland residents, 2005-2008</i>	%	%	%	%
Satisfied	76	83	80	80
Very satisfied	29	36	34	32
Fairly satisfied	47	47	46	48
Fairly dissatisfied	10	7	10	10
Very dissatisfied	7	5	4	5
Dissatisfied	17	12	14	15

Source: Ipsos MORI

Leisure centres

Leisure centres - Trends				
	2004	2005	2007	2008
<i>Base: c. 427 Sunderland residents, 2004-2008</i>	%	%	%	%
Satisfied	72	77	66	68
Very satisfied	18	21	16	15
Fairly satisfied	54	56	51	52
Fairly dissatisfied	9	8	12	12
Very dissatisfied	6	3	8	7
Dissatisfied	14	11	20	20

Source: Ipsos MORI

Theatres/cinemas

Theatres/cinemas – Trends			
	2005	2007	2008
<i>Base: c. 559 Sunderland residents, 2005-2008</i>	%	%	%
Satisfied	85	89	86
Very satisfied	31	39	34
Fairly satisfied	54	50	52
Fairly dissatisfied	3	3	4
Very dissatisfied	1	2	4
Dissatisfied	4	5	7

Source: Ipsos MORI

Tourist Information Centre

Tourist Information Centre – Trends							
	2002	2003	2004	2005	2006	2007	2008
<i>Base: c. 89 Sunderland residents, 2002-2008</i>	%	%	%	%	%	%	%
Satisfied	89	27	81	73	80	81	84
Very satisfied	42	5	40	25	36	43	37
Fairly satisfied	47	22	42	48	44	39	48
Fairly dissatisfied	0	3	3	0	0	1	3
Very dissatisfied	0	2	4	3	1	1	0
Dissatisfied	0	5	7	3	1	2	3

Source: Ipsos MORI

4. Adult services and housing

Services that help disabled or frail adults at home²²

Services that help disabled or frail adults at home – Trends						
	2003	2004	2005	2006	2007	2008
<i>Base: c. 110 users of services that help disabled or frail adults at home, 2003-2008</i>	%	%	%	%	%	%
Satisfied	80	65	68	71	67	69
Very satisfied	28	22	30	35	29	30
Fairly satisfied	52	43	38	36	37	39
Fairly dissatisfied	4	10	8	6	9	3
Very dissatisfied	7	12	6	6	6	10
Dissatisfied	11	22	14	12	14	13

Source: Ipsos MORI

²² Please note change in question wording between 2006 and 2007. In 2006, question wording “Services that help people with disabilities” and in 2007, question wording “Services that help disabled or frail adults at home or to live in residential or nursing care”.

Services that help people feel safe at home

Services to help people feel safe at home – Trends						
	2003	2004	2005	2006	2007	2008
<i>Base: c. 113 users of services that help people feel safe at home, 2003-2008</i>	%	%	%	%	%	%
Satisfied	91	71	78	80	85	83
Very satisfied	49	33	35	56	48	42
Fairly satisfied	42	38	33	24	37	40
Fairly dissatisfied	1	3	2	6	1	3
Very dissatisfied	1	5	2	0	1	2
Dissatisfied	2	8	4	6	2	5

Source: Ipsos MORI

Homelessness and housing advice

Homelessness and housing advice				
	2005	2006	2007	2008
<i>Base: c. 57 users of homelessness and housing advice, 2005-2008</i>	%	%	%	%
Satisfied	24	47	38	51
Very satisfied	11	23	17	11
Fairly satisfied	13	24	21	40
Fairly dissatisfied	18	0	14	12
Very dissatisfied	26	15	28	22
Dissatisfied	44	15	42	34

Source: Ipsos MORI

In comparison with other similar local authorities, Sunderland City Council performs very well on street lighting, primary schools and secondary schools. Ratings of road maintenance, footpath maintenance and refuse collection are fairly good in comparison with other areas, while ratings of street cleaning and facilities for young people are broadly in line with other areas. Sunderland residents rate parks less well than residents in similar local authorities.

Residents' priorities

Three in five residents identify **refuse collection** as the most important Council service (62%). There has been very little change in residents' priorities since 2007, with "liveability" services and those most used services emerging as the most important.

Importance of Services

Q Looking at this list of Council services, which four or five do you think are the most important?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



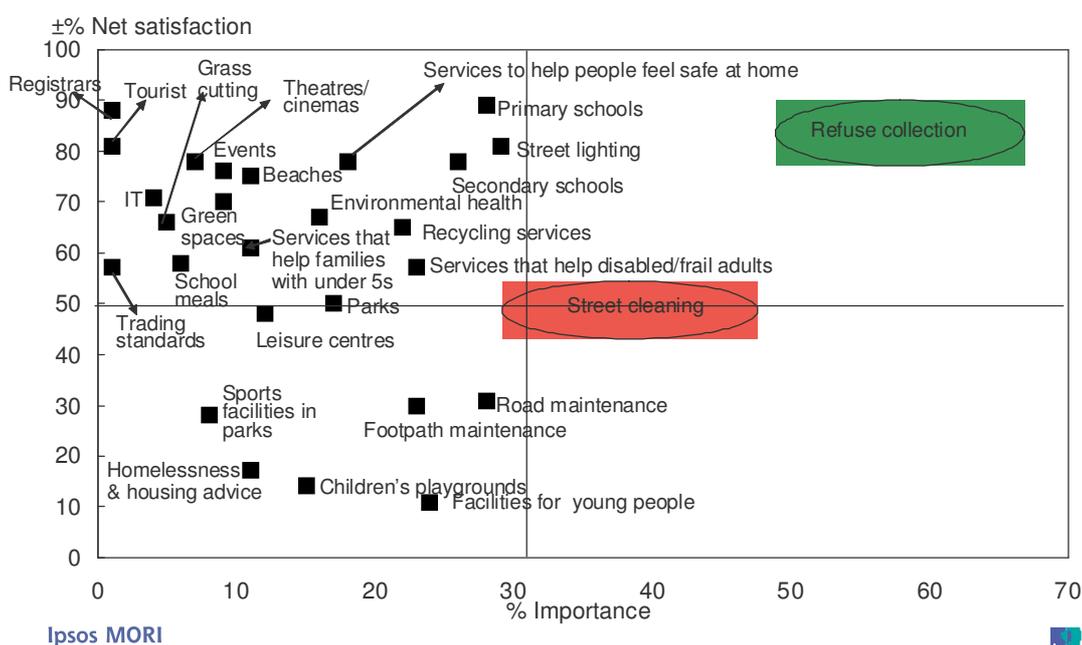
Registrars, trading standards and the Tourist Information Centre emerge as the least important services (cited by one per cent).

Service satisfaction versus importance

The strategic priority chart below is a useful summary of priorities for the Council to address, plotting how important residents think services are against the proportion who are satisfied with each. The results below are based where applicable on users of each service.

The four quadrants of the chart (plotted at the average level of importance and net satisfaction) represent the strategic priority status of each of the included services. The top right quadrant include 'organisation strengths', services that residents consider important and are also satisfied with. The bottom right quadrant includes 'priorities for improvement', services that are important to residents but they are less satisfied with. The top left quadrant includes 'unnecessary strengths', services that residents are satisfied with but are not considered as important. The bottom left quadrant contains 'low priorities', services with which residents are not satisfied but are also not considered important.

Service satisfaction vs. importance



Sunderland City Council's organisational strength continues to be perceived as **refuse collection**. The really positive news is that no service areas appear in the bottom right quadrant, except for street cleaning, which stands on the margin; if the City Council wants a challenge it could look for improvements in this area and in road maintenance.

Facilities for young people, footpath maintenance and road maintenance achieve similar ratings to last year, being seen as relatively important, but with relatively lower net satisfaction scores.

Recycling: satisfaction with recycling services overall

Overall, three in four residents are satisfied with recycling services (75%), rising to four in five of those who actually use the services (80%). Only around one in seven users are dissatisfied with them (15%). Satisfaction levels remain in line with the last couple of years. Sunderland is roughly average in comparison with similar authorities, in the same position as last year.

Satisfaction is particularly high among users aged 65 and over, approaching nine in ten of whom are satisfied (87%, compared with 80% overall), but particularly low among users aged between 45 and 54, one in five of whom are dissatisfied (22%, compared with 15% overall). Similarly, residents living in West Sunderland are significantly more satisfied than those living elsewhere (92%), particularly those living in South Sunderland and Washington, where fewest residents are satisfied (both 72%).

Use of recycling services

As in previous years, Kerb-it is the most frequently used recycling service, with approaching three in four using it fortnightly (73%) and one in five never having used it (19%). More than half use Green-it fortnightly (54%), an improvement of five points since 2007 (49%), although still three in ten have never used it (29%).

Again mirroring previous years, supermarket recycling centres and household waste reception and recycling centres are used less frequently, as we may expect (six per cent and four per cent respectively use it fortnightly). Over half have never used these services (58% and 51% respectively). This represents an improvement for supermarket recycling centres, which two in three said they had never used in 2007 (65%, compared with 58% in 2008), further consolidating the gains made between 2006 and 2007 (72% had never used a supermarket recycling centre in 2006).

Q	How often, if at all, do you use each of the following recycling services?					
	Fort-nightly	Monthly	Only occasionally	Never	Don't know	% change fortnightly since 2007
	%	%	%	%	%	
<i>Base: 1,260 Sunderland residents</i>						
Kerb-it (black box collection for paper, glass and cans)	73	3	4	19	2	-2
Green-it (brown bin collection for garden waste)	54	7	7	29	2	+5
Supermarket recycling centres	6	6	26	58	4	+2
Household waste reception and recycling centres	4	7	33	51	5	+2

Source: Ipsos MORI

Minority ethnic residents are far less likely to use each of the services. This may be related to their younger age profile, as younger residents aged 16 to 24 years are also less likely to use each service.

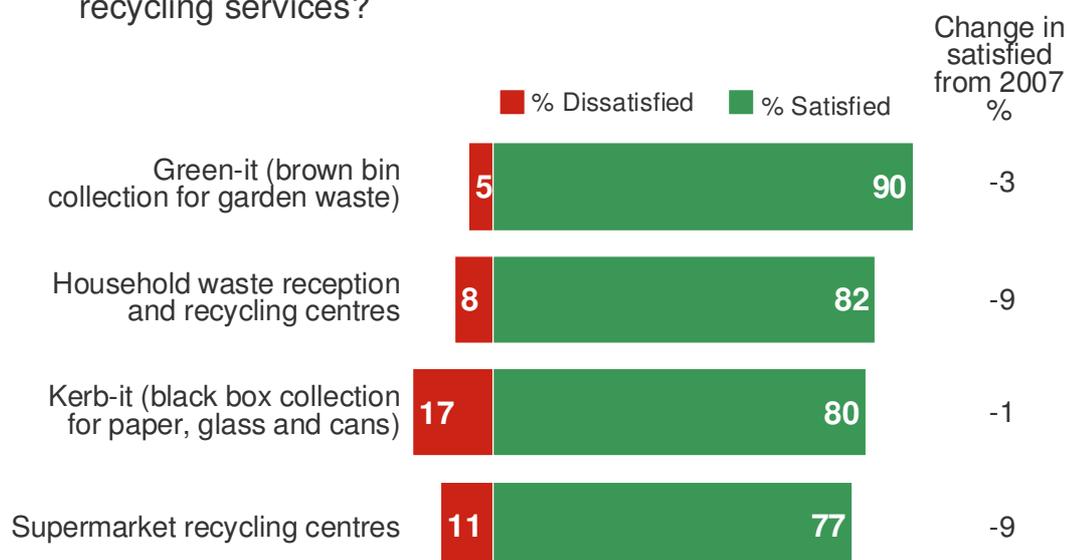
Residents aged 50 and over are particularly likely to be users of Kerb-it (82% fortnightly) and Green-it (65% fortnightly). Those aged 65 and over tend to use supermarket recycling centres less (69% have never used them), as well as household waste reception and recycling centres (61% have never used them).

Satisfaction with specific recycling services

While satisfaction with each recycling service among users remains high – only between five per cent and 17% are dissatisfied with each service – ratings have fallen since last year for Green-it, household waste and reception centres and supermarket recycling centres. Similarly to previous years, the highest levels of dissatisfaction are found among users of Kerb-it (17%).

Satisfaction with Recycling Services

Q How satisfied or dissatisfied are you with each of the following recycling services?



Base: All who have used each service

Ipsos MORI



6. Communications

6. Communications

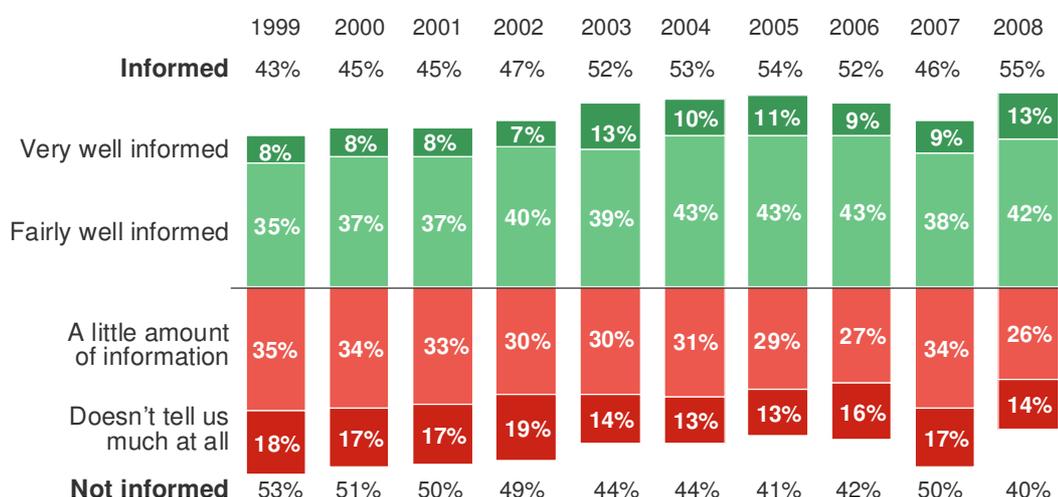
This section explores how well informed residents think the Council keeps them, also looking at usage and views of the Council publications *Sunrise* and *Switched On*. It looks at where residents get their information from and their use of technology.

How well informed are residents?

Residents are more positive about how well informed the Council keeps them about the services and benefits it provides than was the case in 2007. This represents a significant positive shift in opinion, returning to higher levels last seen in 2005. More than half say the Council keeps them fairly or very well informed (55%), returning to the previous high levels seen in 2005. This also means that the Council has recovered its position vis-a-vis similar authorities; however, Sunderland's ratings for information provision still lag behind the front-runners (where only around 17% say they are given a little or not much information at all).

Level of information

Q How well do you think Sunderland City Council keeps residents informed about the services and benefits it provides?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



While minority ethnic residents felt less informed in 2007, this year they tend to feel *better* informed (+38 net informed, compared with +15 overall), reflecting a significant improvement in their perceptions of information levels since 2007 (net informed up 54 points, from -16 to +38).

Residents living in West Sunderland are more positive about information provision than those living elsewhere (+30 net informed, compared with +15 overall), while those living in Coalfield are particularly negative (-4).

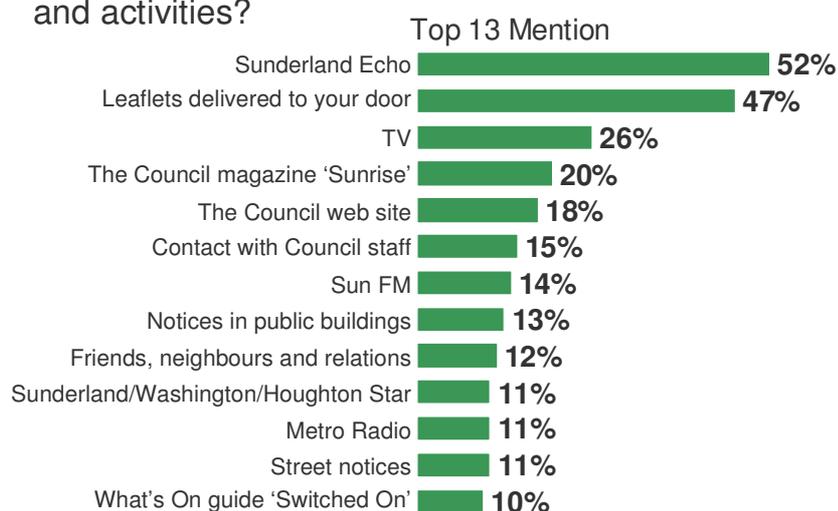
As in 2007, those who have seen *Sunrise* feel better informed (60%, compared with 55% overall), as do those who have read at least a bit of it (67%). This suggests that the information they receive from the Council magazine does indeed let them know about the services and benefits the Council provides. However, those who are negative about *Sunrise* are much more likely to say they do not feel informed (-19 net informed).

Preferences for information

Residents would prefer to find out about the Council's services and activities from the *Sunderland Echo* (52%) or from leaflets delivered through their door (46%). The Council magazine, *Sunrise*, is in the top five preferred information sources, mentioned by one in five (20%). This increases to three in ten among those who have seen it before (29%), suggesting that some consider it to be a valuable source of information.

Preferred sources of information

Q From which three or four of the sources on this card, if any, would you prefer to find out about Sunderland City Council's services and activities?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



The *Sunderland Echo* (51%) or television (43%) are the preferred ways of communicating with those aged between 16 and 24 years, although there is no specific indication of which television channels or public broadcasting services/screens they

see. They are far less likely than others to prefer leaflets delivered to the door (35%, compared with 47% overall), *Sunrise* (eight per cent, compared with 20% overall) or through contact with Council staff (eight per cent, compared with 15% overall). For older people on the other hand, Council communications are more valued, with one in four of those aged 50 and over preferring to get information from *Sunrise* (25%, compared with 20% overall) and one in five from contact with Council staff (19%, compared with 15% overall).

More than one in three of those in social grades A and B would prefer to get their information from the Council website (36%, compared with 18% overall), their third most preferred source after leaflets delivered to the door (55%) and the *Sunderland Echo* (47%).

The *Sunderland Echo* is less popular among those living in Washington and Coalfield (20% and 46% respectively say it is their preferred source, compared with 52% overall). Washington residents most prefer leaflets delivered to the door (40%) and are more likely to read the *Star* (37%) than the *Echo* (20%). Along with South Sunderland residents, they are also more likely than others to prefer *Sunrise* (28% in Washington, 26% in South Sunderland and 20% overall).

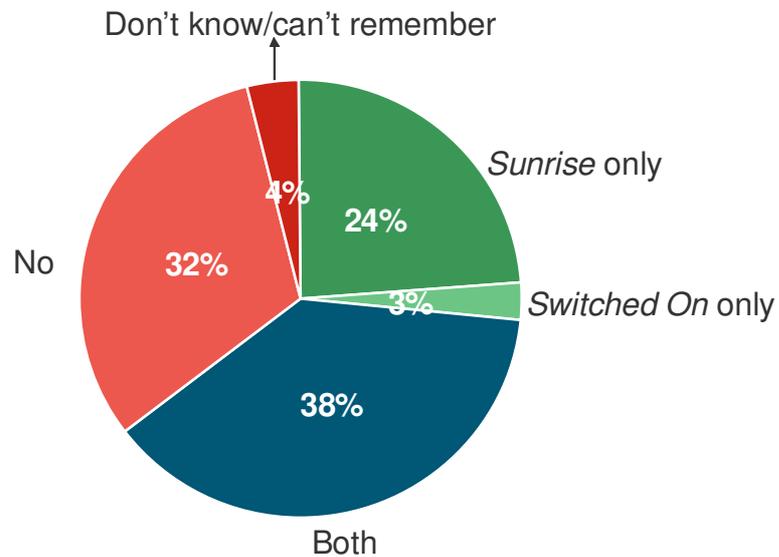
Those who are dissatisfied with the way the Council is running the City are less likely to prefer *Sunrise* as an information source (14%, compared with 22% among those who are satisfied). This may be because they are generally more negative about the Council and so less interested in the Council magazine, or it may be that they are less likely to have seen it already and so less aware of it as a source. Similarly, one in four of those who feel well informed prefer to find out about the Council and its services through *Sunrise* (25%), compared with one in six of those who do not feel well informed (16%).

Sunrise and Switched On

Around three in five residents have seen *Sunrise* (62%) and two in five have seen *Switched On* (41%). One in three residents have never seen a copy of *Sunrise* or *Switched On* (32%).

Sunrise and Switched On

Q Have you ever seen a copy of *Sunrise* or *Switched On*?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



Dissemination of the magazines is particularly low among minority ethnic residents (46% have not seen either, compared with 32% overall), men (37%), residents aged 16 to 24 years (51%), those in social grades D and E (37%) and those living in East Sunderland (38%).

It is worth noting that minority ethnic residents are not significantly less likely to name the magazines as a preferred source of information than residents as a whole, but it is difficult to discern whether this is a cause or an effect of the relatively low level of readership of the magazines among this group.

In contrast, more residents in the following groups say they have seen either of the magazines (or both): women (70%, compared with 65% overall); those aged 35 to 44 (74%); those in social grades A and B (72%); and Washington residents (71%).

Of those who have received *Sunrise*, one in four read all or nearly all of it (24%). While more read all or nearly all of it than was the case in 2007 (20%), fewer read a bit of it (23% in 2007, compared with 19% in 2008), suggesting that once people do start to look through the magazine, they are attracted enough to read more of it.

Q	Would you say you...?						
	2002	2003	2004	2005	2006	2007	2008
	%	%	%	%	%	%	%
<i>Base: All who have seen a copy of Sunrise</i>	(1,010)	(1,087)	(1,130)	(1,001)	(703)	(766)	(774)
Read all or nearly all of it	30	34	34	27	20	20	24
Read a bit of it	20	15	22	24	30	23	19
Read a few articles	15	14	13	16	17	15	14
Just glanced at it	23	24	19	19	18	25	24
Didn't look at it	11	13	10	11	13	14	16

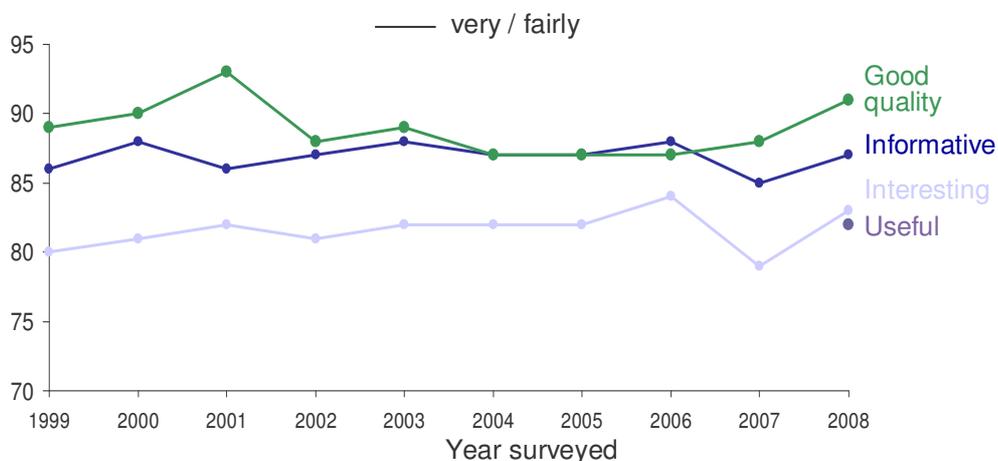
Source: Ipsos MORI

Residents aged 16 to 24 are least likely to have looked at *Sunrise* despite having seen it (37%, compared with 16% overall), compared with more than one in three of those aged between 55 and 64 (36%). Those in social grades A and B have also read more of the magazine (33% have read all or nearly all of it).

Opinions of *Sunrise* among its readers remain overwhelmingly positive, with more than four in five of those who have at least glanced at it finding it very or fairly informative, good quality, interesting and useful. There have been no significant changes in the overall proportion of people who are positive about the magazine since 2007. However, those people who are positive are more intense in their praise. Three in ten say that it is *very* informative (29%), compared with one in five in 2007 (19%). Likewise, one in three say that it is *very* good quality (32%), compared with one in five in 2007 (20%).

Attitudes to Sunrise

Q Would you say you find Sunrise very, fairly or not at all . . . ?



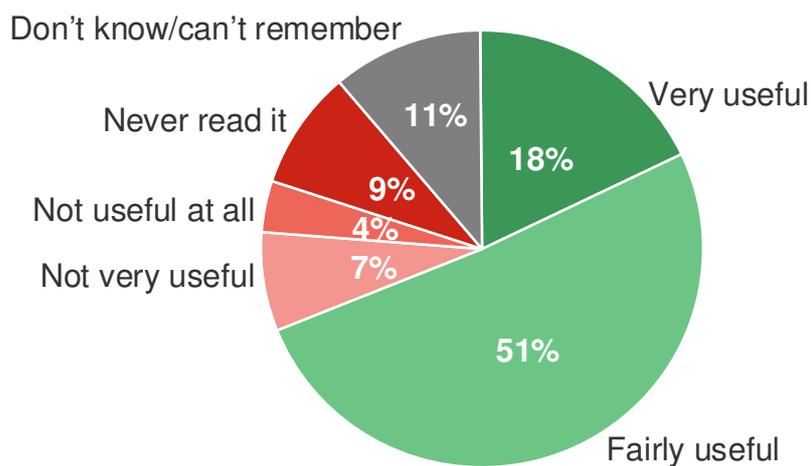
Ipsos MORI



Turning to *Switched On*, the majority of those who have seen the publication found it very or fairly useful (69%). One in ten didn't read it (nine per cent).

Switched On

Q How useful did you find 'Switched On'?



Base: All who have seen 'Switched On' (521)
Ipsos MORI



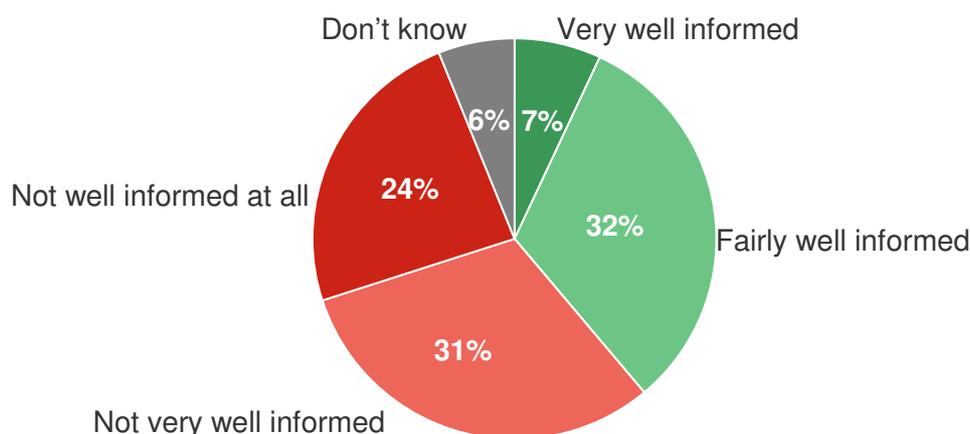
As in 2007, South Sunderland residents find *Switched On* particularly useful (78%, compared with 69% overall).

Information about tackling anti-social behaviour

Awareness of the Council's efforts to tackle anti-social behaviour in the local area is at a similar level to 2007, with two fifths of residents saying that they are well informed (39%). However, over half say that they are not well informed (55%).

Information about tackling ASB

Q How well informed do you feel about what the Council is doing to tackle anti-social behaviour in your local area?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



As we often find, those in higher social grades tend to feel more informed about work to tackle anti-social behaviour (the net figure for social grade A and B is -34, vs. -3 for social grades D and E).

People who are dissatisfied with their local area tend to feel less well informed about work to tackle anti-social behaviour than those satisfied (-40 net informed vs. -10), as do those dissatisfied with the Council (-44, compared with -3 among those who are satisfied). It is important to note that there is also a strong relationship between people who feel unsafe in the City and those who feel poorly informed about the Council's actions to tackle anti-social behaviour (-47, compared with -9 among those who feel safe in the City).

Coalfield residents feel least well informed (-44 net informed), while residents in North Sunderland feel relatively better informed (+3).

New media access

As in previous years, mobile phones are by far the most commonly used technology (85%), followed by SMS text messaging on a mobile phone (62%). Around one in eight do not use any of these technologies (12%), similar to the proportion in the previous survey. Sunderland residents are less likely than residents across Great Britain to have the internet at home (53% vs. 70%), and slightly less likely to use text messaging (62% vs. 70%).

Use of interactive services

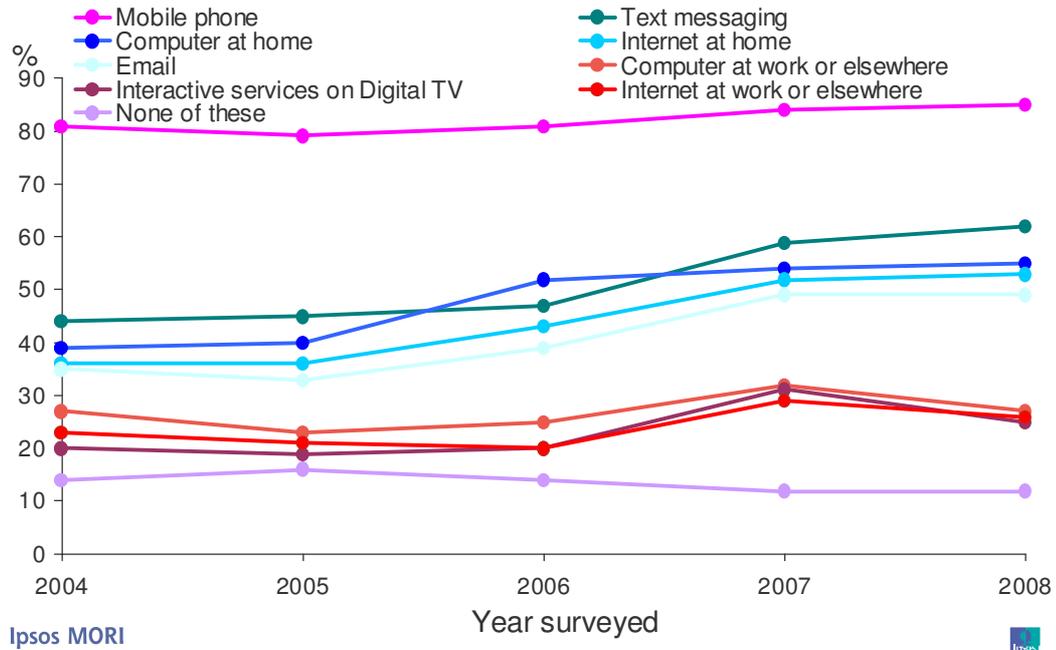
Q Which of these, if any, do you personally use?	Change since 2007	GB
Mobile phone	85% (+1)	89%
SMS text messaging	62% (+8)	70%
PC desktop/laptop etc. at home	55% (+1)	n/a
Internet at home	53% (+1)	70%
E-mail	49% (0)	n/a
PC desktop/laptop etc. at work, place study or elsewhere	27% (-5)	n/a
Internet at work, place of study or elsewhere	26% (-3)	n/a
Interactive services through your digital TV	25% (+4)	22%
PC/internet in libraries & Sunderland Customer Service Centres	11% (n/a)	n/a
None of these	12% (0)	n/a

Ipsos MORI

Looking at specific technologies, following a steady period of growth, there have been few changes since 2007 as use has levelled out. Notable exceptions are text messaging on a mobile phone, up eight points since 2007 and 23 points since 2004 and a PC, laptop or computer at work, place of study or elsewhere, which fewer people use than in 2007 (down five points).

Use of all these technologies is highest among young residents, particularly SMS text messaging and email. Uptake is also higher among people in full time employment and households with children. People over 65, those in social grades D and E are least likely to use these technologies.

Trends in use of technology



7. Customer care

7. Customer care

Many residents have contacted the Council over the last few years. This section assesses which departments they contact and how satisfied they are with the response they receive. It compares findings between sub-groups of residents and uses data from previous waves of the survey to provide historical context.

Contact with the council

A sizeable proportion (45%) of residents have contacted the Council in some way over the last two years. One in four contacted Community and Cultural Services (27%) and one in ten (9%) contacted Homelessness, Housing advice and other housing services. Both of these departments have seen an increase in contact compared to last year, while the proportion contacting Development and Regeneration has fallen. This said, the responses indicate that the housing category may include some services not provided by the City Council (for example, housing repairs). This makes any direct comparison with last year's results indicative only.

More generally, it is important to note that this question was asked slightly differently this year to improve accuracy. In previous years, respondents were asked to select the department they contacted from a showcard. In 2008, no showcard was provided. Instead, respondents spontaneously gave the area of the Council they had contacted and the interviewer then selected the department this fell within. The areas have been recorded and details are available on request.

Women are more likely to have contacted the Council than men (50%, compared to 39%).

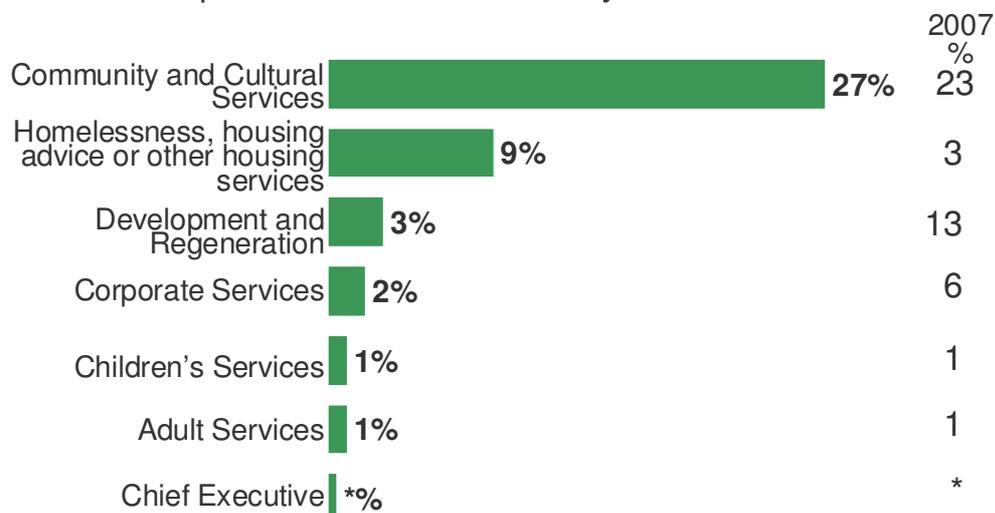
Over half (55%) of those aged between 25 and 34 have contacted the Council in the last two years. By contrast, only 25% of those aged between 16 and 24 have contacted the Council. The proportion of those aged over 65 is also relatively low at 35%.

Geographically, residents of North Sunderland are most likely to have contacted the Council (51%), while those living in East Sunderland are least likely to have done so (37%).

Three in five residents from minority ethnic backgrounds *have not* contacted the Council (60%), compared to half of residents overall (50%).

Contact with the Council

Q Have you contacted Sunderland City Council with an enquiry or about a problem over the last two years or so?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



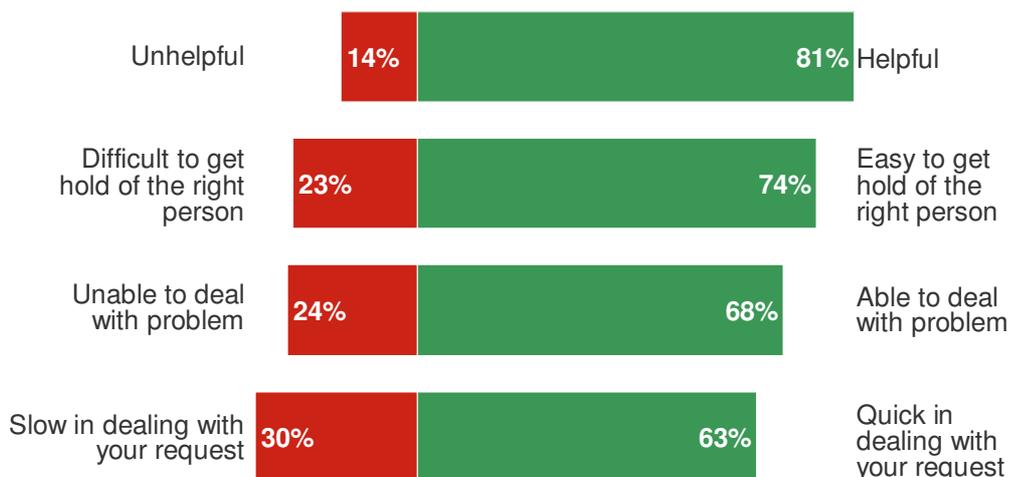
Satisfaction with contacting the Council

Ratings for staff is an area where the City Council continues to perform relatively strongly. Most of those who have contacted the Council over the past two years are satisfied with the response they received. Four in five (81%) found Council staff helpful; three in five (63%) found them quick to deal with the request; and two in three (68%) felt that staff were able to deal with their problem.

One in seven of those contacting the Council said that staff were unhelpful (14%). People who said this also tend to be negative about the area or Council at other points in the survey (21% are dissatisfied with the area, 26% dissatisfied with the Council and 20% of those who do not feel that the Council provides value for money).

Council Staff

Q When you contacted the Council, did you find the staff there...?



Base: All who have been in contact with Sunderland City Council over the last two years (552)
Ipsos MORI



One in three (30%) said that Council staff were slow in dealing with their problem. This criticism is most prevalent among those aged between 25 and 34 (40%). Again, those who found staff slow to deal with their issue were more likely to be negative about the area or the Council.

One in four (24%) didn't feel that Council staff were able to deal with their problem. 25 to 34 year olds are most likely to hold this opinion (32%). Those who felt that staff could not deal with their problem were also more dissatisfied with the area, the Council and more likely to feel that the Council does not provide value for money.

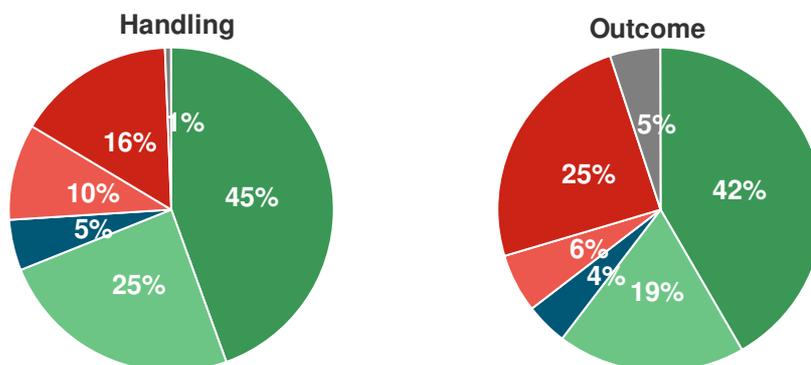
Reflecting these positive scores for customer service, three in five of those who contacted the Council are satisfied with outcome of their enquiry (60%). This rises to seven in ten being satisfied with how their enquiry was handled (69%). This said, one in four are dissatisfied with the handling of their enquiry (26%) and three in ten are dissatisfied with the outcome (31%).

Satisfaction with Council staff

Q How satisfied or dissatisfied were you with the handling of your enquiry?

Q How satisfied or dissatisfied were you with the outcome of your enquiry?

■ % Very satisfied ■ % Fairly satisfied ■ % Neither / nor
■ % Very dissatisfied ■ % Fairly dissatisfied ■ Don't know



Base: All who have been in contact with Sunderland City Council over the last two years (552)

Ipsos MORI

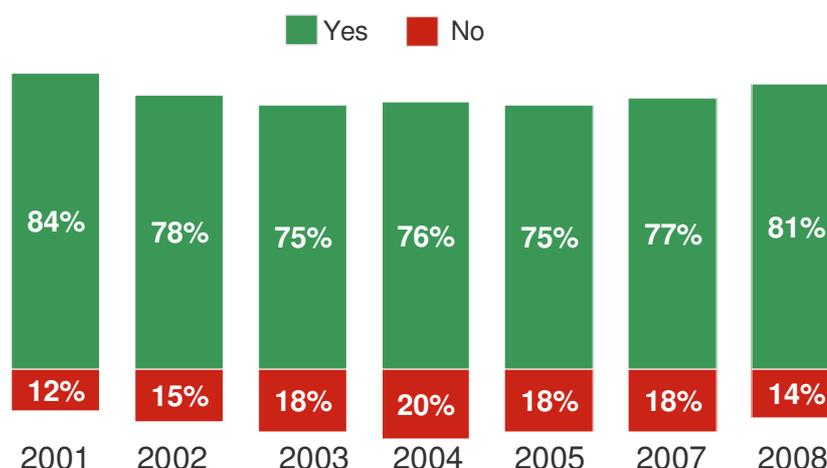


Contrary to the previous survey, satisfaction levels for both of these measures are not significantly higher among residents from minority ethnic backgrounds.

Council staff: trends over time

The following charts show long-term trends since 2001 in residents' satisfaction with Council staff. Progress appears to have been made in all areas.

Council staff – helpful

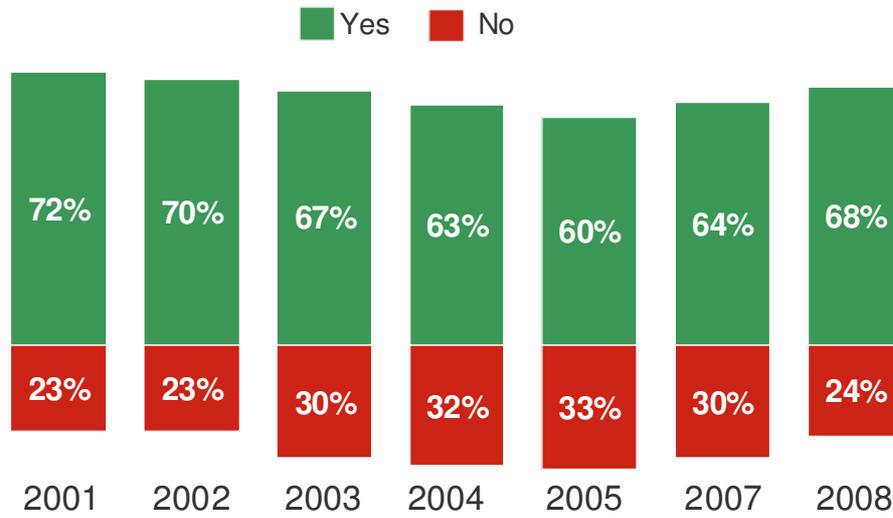


Base: All who have been in contact with Sunderland City Council over the last two years (552)

Ipsos MORI



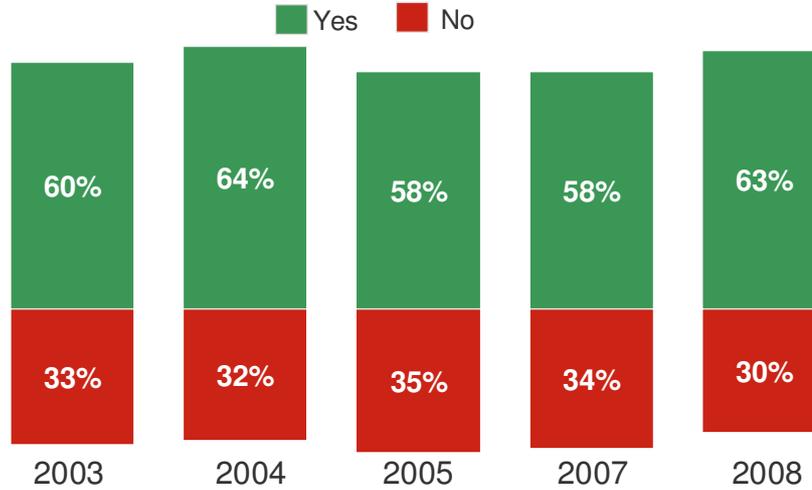
Council staff – able to deal with problems



Base: All who have been in contact with Sunderland City Council over the last two years (552)
Ipsos MORI



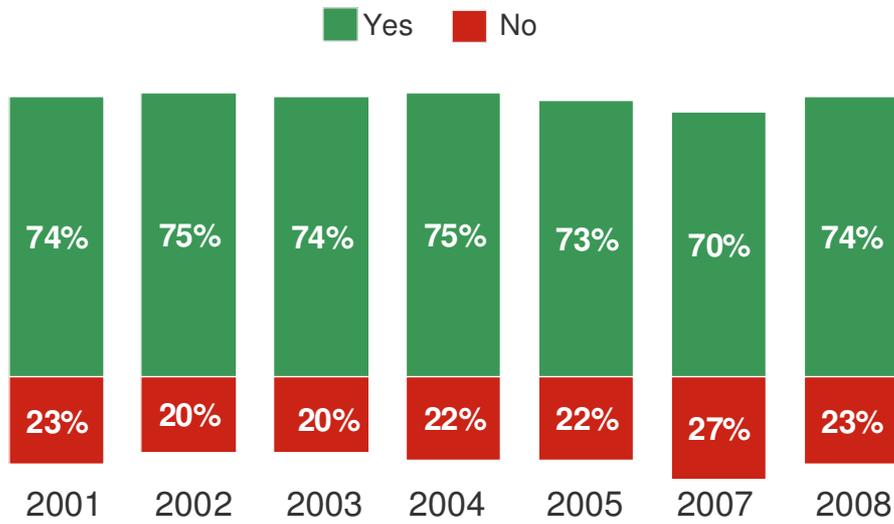
Council staff – quick to deal with the problem



Base: All who have been in contact with Sunderland City Council over the last two years (552)
Ipsos MORI



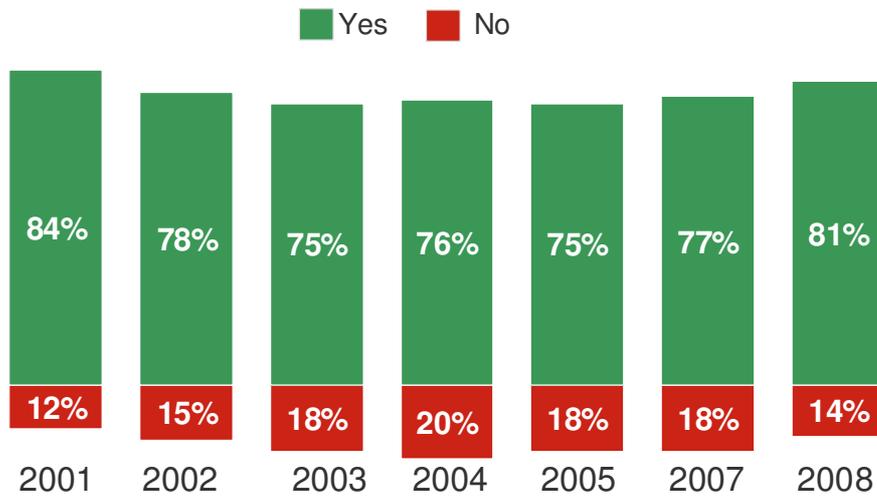
Council staff – easy to get hold of



Base: All who have been in contact with Sunderland City Council over the last two years (552)
Ipsos MORI



Council staff – helpful



Base: All who have been in contact with Sunderland City Council over the last two years (552)
Ipsos MORI



8. Health, housing and volunteering

8. Health, housing and volunteering

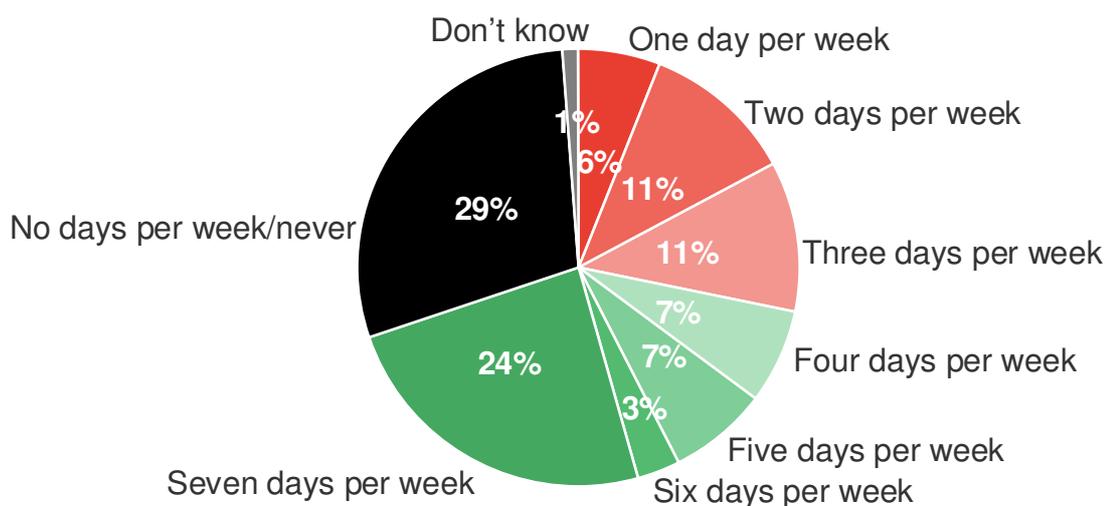
This section examines various aspects of residents' lifestyle. It looks at issues surrounding health, housing and disabilities and measures awareness of the support and services that are available for people who need assistance with their day-to-day needs.

Physical activity

A majority of residents take part in moderate physical activity on at least three days per week (53%). Around one in four (27%) do so on six or more days a week, though a slightly higher proportion (29%) do not take part in any physical activity at this level.

Levels of physical activity

Q How many days per week do you participate in moderate physical activity for at least 30 minutes?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI



Residents between the ages of 35 and 44 are most likely to take part in physical activities on a daily basis. One in three (32%) undertake moderate exercise seven days a week. People in full time employment are also more likely to take part in moderate exercise at least once a week (81%, compared to 63% of those who aren't in full-time employment); as are people living in households with children (79%, compared to 65% of those living in households without children).

By contrast, those over 65 are least likely to undertake any exercise at this level (51% compared to 29% overall). Women too are less likely to take part in such activities (35% do not take part in moderate exercise on any day of the week, compared to 29% overall).

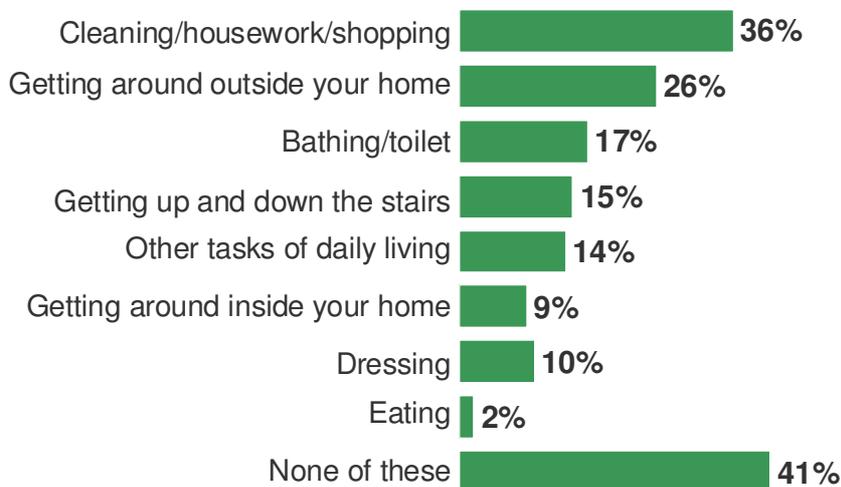
Long-term illness and disability

Nearly one in four residents has a long-term illness, health problem or disability which limits their daily activities (23%). A further 15% share a household with someone with such a condition.

Of those who have a long-term illness, health problem or disability, one in three requires assistance with activities such as cleaning, housework and shopping (36%) and one in four needs help getting around outside their homes (26%). In the majority of cases, this assistance is provided by a relative, partner or friend.

Help and support requirements

Q Which of these tasks, if any, do you need help or support with because of your long-term illness, health problem or disability?



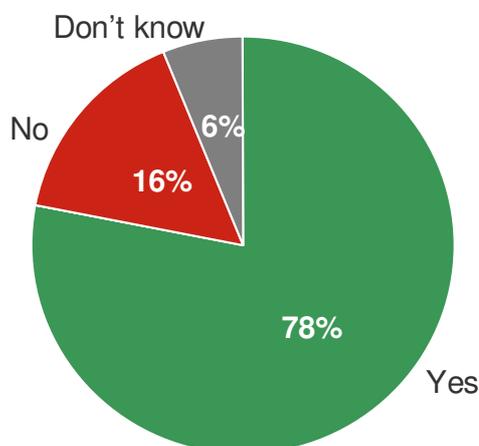
Base: All who have a long-term illness, health problem or disability (290)
Ipsos MORI



Of those residents who currently need help or support, one in six would not know who to contact if they needed any more help (16%).

Accessing additional help and support

Q If you thought you needed more help with any of these tasks, or if you needed help with a different daily living tasks, would you know who to contact?



Base: All who currently need help or support (169)

Ipsos MORI

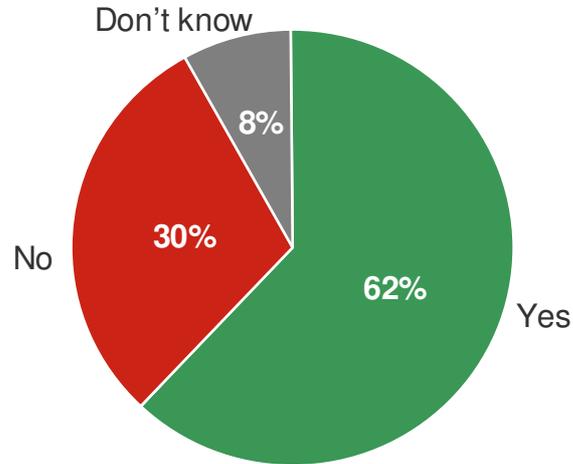


Of those residents who do not currently need help or support, around three in five feel informed about who to contact if their situation were to change (62%). One in three don't know who they would contact (30%) and a further eight per cent are unsure.

Residents from minority ethnic backgrounds are among those least likely to know who to contact for help of this kind (45%, compared to 30% overall). Younger residents are also less likely to know (41% of 16-24 years), as are residents of Coalfield (41%) and Washington (37%).

Accessing help and support

Q If you had a problem with any of these tasks, would you know who to contact if you thought you needed some help?



Base: All who do not currently need help or support (1,091)
Ipsos MORI



Housing in the City

Residents were asked which if any of a range of issues applied to their current home or accommodation and half chose at least one issue.

The biggest issue that residents cite is that **it needs some repair/improvement**, mentioned by one in four respondents (25%). The next biggest concern is that their home **is too expensive to heat**, mentioned by one in five (21%) and then that **the rent/mortgage is too expensive** (12%).

Only half mention at least one issue with their accommodation. Those aged 25 - 34 are most likely (61% mention at least one); while residents over 65 are least likely (60% don't mention any).

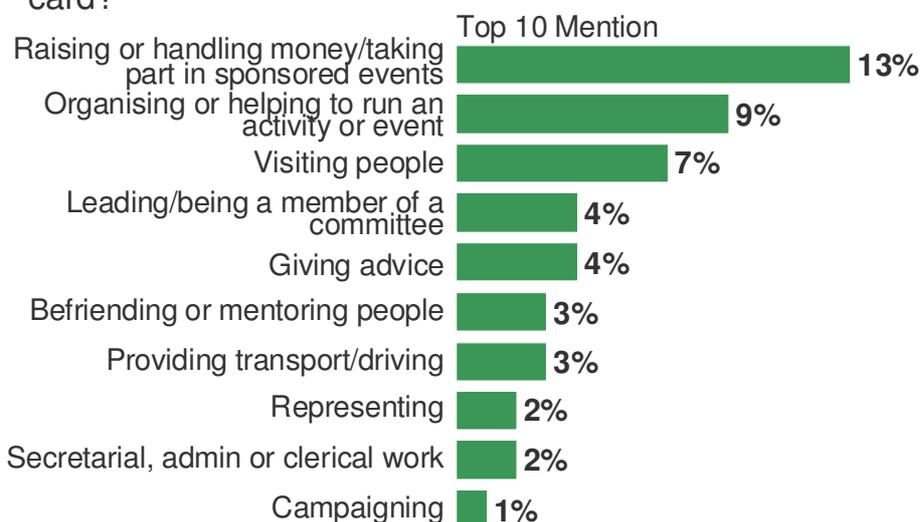
Volunteering activity

Just over one in four residents have given unpaid help to charities and similar organisations over the last 12 months (27%).

People over the age of 65 are least likely to have undertaken any of these activities (18%)

Type of help given

Q In the last 12 months have you given any unpaid help to any groups, clubs or organisations in any of the ways shown on this card?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



The most common activity is **raising or handling money/taking part in a sponsored event**, which 13% of residents have taken part in. Women are more likely than men to have contributed in this way (15% compared to 10%).

The next most common activities are **organising or helping to run an activity or event** (nine per cent) and **visiting people** (seven per cent).

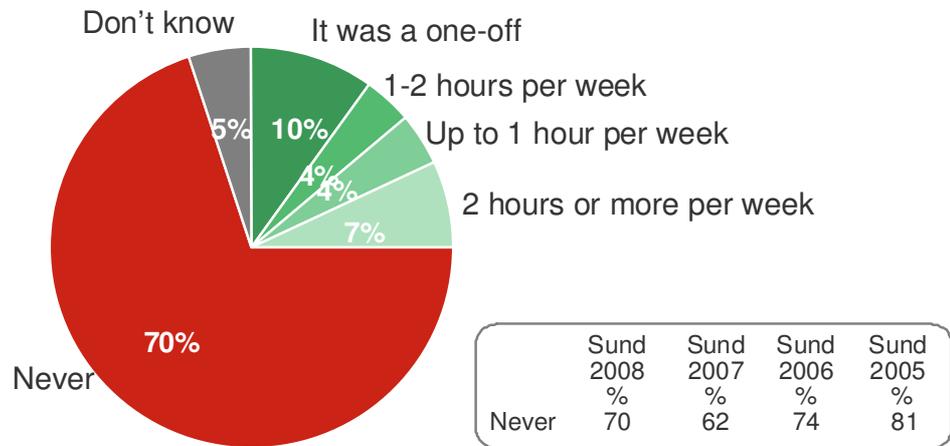
Formal volunteering

One in four residents have taken part in formal volunteering in the last year. Women are more likely to have contributed (29%, compared to 23% of men). Those in social grades A and B are also more active in this respect (44%, compared to 19% of those from social grades D and E). Those over 65 are least likely to have taken part in formal volunteering (17%).

One in ten residents have been involved in a one-off event, with a further seven percent volunteering at least two hours on a weekly basis. Four per cent volunteer between one and two hours per week. The proportion of people who never do any volunteering has crept up seven percentage points compared to last year's survey. However, the proportion volunteering at least two hours a week remains steady at seven per cent, as it has done since 2006.

Volunteering

Q On average, how often have you taken part in formal volunteering activity in the previous year?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008
Ipsos MORI



Appendices

Appendix 1 – Statistical reliability

The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed. We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that particular answer is given. The confidence with which we can make this prediction is usually 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”. An indication of approximate sampling tolerances are given in the table below.

Size of sample on which the survey results are based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
400 interviews	3	5	5
500 interviews	3	4	4
600 interviews	2	4	4
800 interviews	2	3	4
900 interviews	2	3	3
1,000 interviews	2	3	3
1,260 interviews	2	3	3

For example, with a sample of 1,260 where 30% give a particular answer, the chances are 19 in 20 that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

Strictly speaking, the tolerances shown here apply only to random samples; in practice good quality quota sampling has been found to be as accurate.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one - i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table below:

Size of samples compared	Differences required for significance at or near these percentage levels		
	10% or 90%	30% or 70%	50% ±
	±	±	
100 and 100	8	13	14
100 and 200	7	11	12
100 and 250	7	11	12
200 and 200	6	9	10
250 and 400	5	7	8
100 and 400	7	10	11
200 and 400	5	8	9
500 and 500	4	6	6
200 and 1,260 (e.g. one area or one booster sample vs. Sunderland figures)	5	7	8
1,233 and 1,260 (e.g. 2007 vs. 2008 figures)	2	4	4

Appendix 2 – Social class definitions

- A** Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
- B** People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
- C1** All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
- C2** Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
- D** Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
- E** Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income

Appendix 3 – Area definitions

The following wards were included in each area:

Coalfield

Hetton
Copt Hill
Houghton
Shiney Row

South Sunderland

St Chads
Doxford
Silksworth

West Sunderland

Barnes
Pallion
Sandhill
St Anne's

North Sunderland

Redhill
Southwick
Fulwell
St Peters
Castle

Washington

Washington East
Washington North
Washington South
Washington Central
Washington

East Sunderland

St Michael's

Ryhope

Millfield

Hendon

Appendix 4 – Demographics

The chart below contains details of the demographic profile of the sample.

Sample profile	Mainstage survey %	BME Booster survey %
Gender		
Male	48	58
Female	52	42
Age		
16-24	15	30
25-34	14	31
35-44	19	23
45-54	17	7
55-64	14	6
65-74	11	2
75-84	8	*
85+	1	*
Social grade		
A	2	3
B	13	16
C1	23	42
C2	20	14
D	20	14
E	22	10
Work status		
Working – Employee full-time (30+ hrs)	34	29
Working – Employee part-time (9-29 hrs)	9	8
Working – Employee working under 9 hrs	*	*
Working – Self employed full-time	3	3
Working – Self employed part-time	*	0
Working – Self employed working under 9 hrs	*	*
Houseperson	8	13
Retired	24	4
Registered unemployed	6	6
Unemployed but not registered	2	3
Permanently sick/disabled	8	2
On a training scheme	*	0
Voluntary work	*	0
Student	6	31

Ethnic group		
White	98	*
Mixed	*	4
Asian	1	68
Black	*	5
Chinese or other ethnic group	1	22
Housing tenure		
Owned outright	26	16
Buying on mortgage	34	34
Rented from Gentoo	26	3
Rented from housing association	2	5
Rented from private landlord	9	35
Long-term illness		
Yes, respondent	23	7
Yes, someone else in household	15	16
No	63	77
Housing composition		6
Single adult under 60	8	1
Single adult 60 or over	10	9
Two adults both under 60	14	3
Two adults, at least one 60 or over	16	30
Three adults or more, all over 16	17	2
One parent family with child/ren, at least one under 16	7	45
Two parent family with child/ren, at least one under 16	26	6
Religion		
Christian	75	22
Muslim	1	45
Buddhist	1	5
Jewish	*	*
Hindu	*	10
Sikh	*	4
Any other religion or belief	*	1
No religion or belief at all	21	12
Sexuality		
Heterosexual	93	94
Gay	1	1
Lesbian	*	0
Bisexual	*	0