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**Residents & Chatterbox
Survey 2019**

Winchester City Council



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Project details and acknowledgements

Title	Residents and Chatterbox Survey 2019
Client	Winchester City Council
Project number	18082
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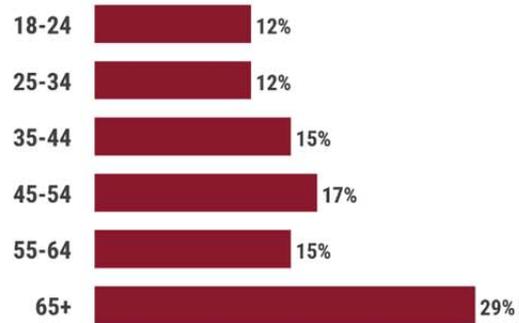


RESIDENTS' SURVEY 2019

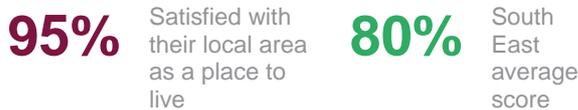
As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M-E-L Research to undertake a residents' survey on their behalf. The survey's aim was to help inform the Council of any potential areas of improvement, as well as to provide an opportunity to ask residents some questions to improve service delivery.

A doorstep survey was carried out which was representative by age, gender and rural/urban classification. Interviews were spread across the 16 wards in the district. The fieldwork took place between 30th January and 6th March 2019 and 1,618 residents took part.

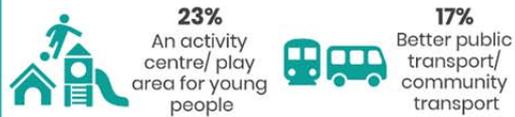
WHO WE SPOKE TO



LIVING IN WINCHESTER DISTRICT



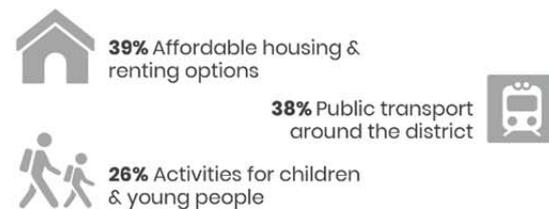
If the community won a £100,000 lottery prize, the money should be invested in...



Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



WINCHESTER CITY COUNCIL



Most important services to residents...



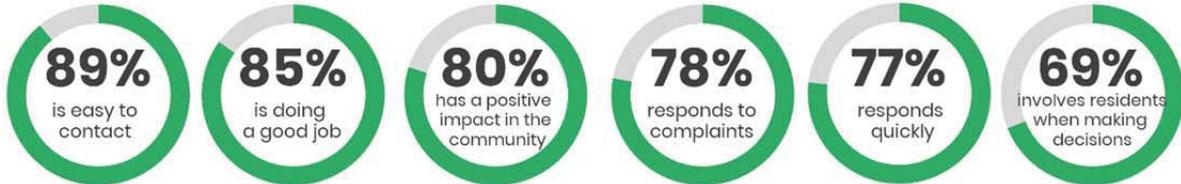
72% bin collections, recycling & street cleaning services

46% community safety e.g. dealing with ASB, reducing crimes

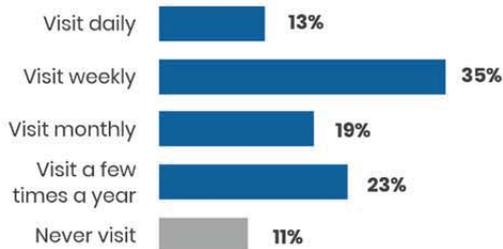


33% environmental & health services e.g. fly tipping, pest control

Residents agree that the Council...



VISITING WINCHESTER CITY CENTRE



70%
Retail shopping



52%
Visit a cafe/restaurant



43%
Food shopping



42%
A trip out

Travel to the city centre...



55%
by car



21%
walk



19%
by bus

Encouragement to visit Winchester City Centre more...

37% Nothing, happy as it is
28% Better selection of retail shops
17% Availability of car parking

COMMUNICATION



COUNCIL PRIORITIES

88% agreed with the Council's strategic key priorities

Importance of Council projects to residents...

- 90%** improve recycling collections
- 79%** availability of grants for local community groups
- 69%** 600 affordable homes by 2020
- 67%** redeveloping the centre into a mixed use area
- 65%** investing in commercial property to help service delivery
- 58%** redeveloping the area around Winchester train station
- 54%** making services available online (24 hrs)

Produced by M-EL Research on behalf of Winchester City Council.

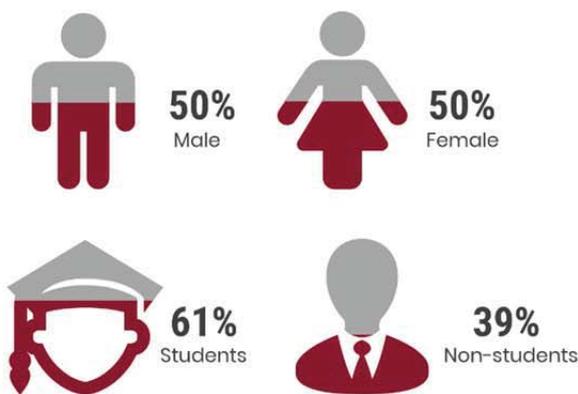
EXECUTIVE SUMMARY



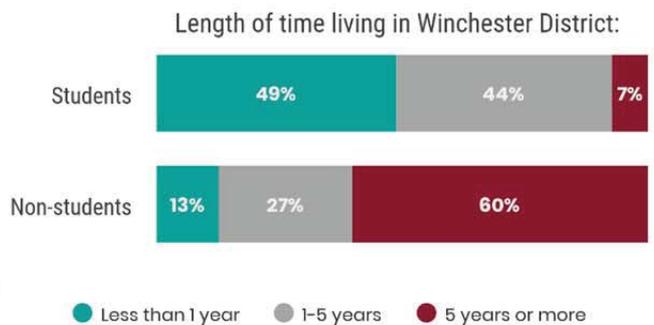
YOUNG PERSONS' 'CHATTERBOX' SURVEY 2019

As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M-E-L Research to undertake a Young Persons' 'Chatterbox' survey on their behalf. The survey was designed to allow the Council to open a dialogue with 18-24 year olds who live, work and study in the District. The survey aimed to gather views on how young people feel about living in the District; including how they spend their time in Winchester and their views on their local area.

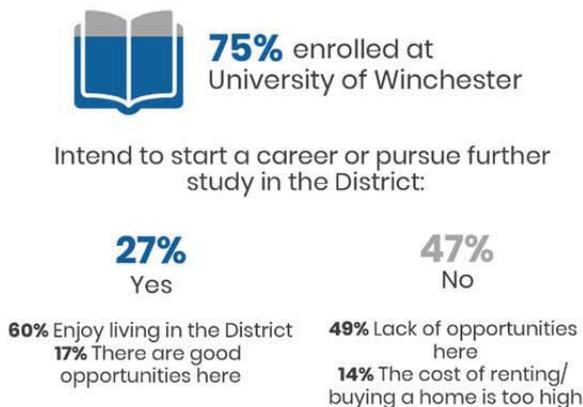
An on-street and doorstep survey was carried out which was representative by working/student status. The fieldwork took place between 30th January and 23rd February 2019 and 506 residents took part.



WHO WE SPOKE TO



STUDENTS



NON-STUDENTS



LIVING IN WINCHESTER

73% rate living in Winchester as 'very good' or 'good'

For evening entertainment **80%** visit Winchester, **40%** visit Southampton and **35%** of students stay on campus.

For retail and shopping **80%** visit Winchester, **46%** visit Southampton and **14%** visit London.

Top 3 things that make the local area a great place to live:



35% Low crime levels

44% Feeling safe walking home at night



21% Good open spaces and parks



Top 3 things that are most in need of improvement:



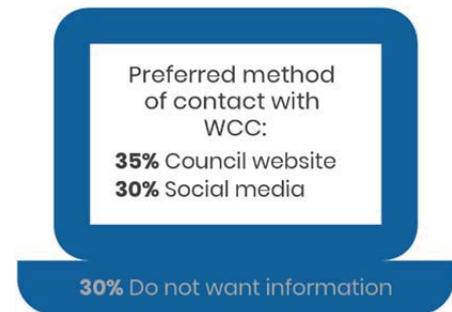
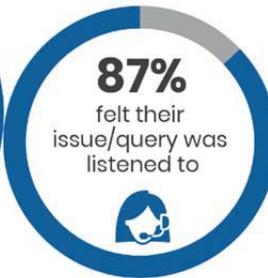
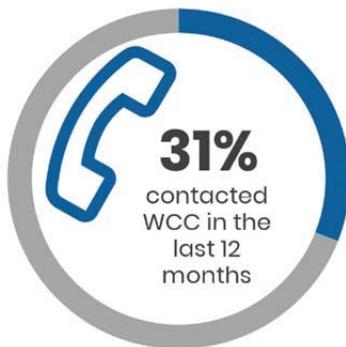
48% Affordable housing & renting options

45% Good selection of retail shops nearby



27% Good, cheap & reliable public transport

COMMUNICATION



Produced by M-E-L Research on behalf of Winchester City Council.

Background

Context

As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M·E·L Research to undertake two public surveys on their behalf. The research included a residents' survey and a young persons' survey, with the overall results providing a baseline for the Council's future activities and ultimately helping to inform the Council's new strategy, from 2020.

The consultation's aim was to help inform the Council of any potential areas of improvement, as well as to provide an opportunity to ask residents some questions to improve service delivery. In addition, the young persons' 'chatterbox' survey was designed to allow the Council to open a dialogue with 18-24 year olds who live, work and study in the District.

This report provides the results for the residents' survey (Section 1) and young persons' 'chatterbox' survey (section 2).

Methodology

▪ Residents survey

A 10-15 minute, face-to-face (doorstep) survey was carried out by trained interviewers using a Computer Aided Personal Interview (CAPI) approach with residents between January and March 2019.

A stratified random sampling approach was used: a sample of residents' starting addresses were drawn randomly from Royal Mail's Postcode Address File, stratified by ward. From each starting address, interviewers aimed to achieve a cluster of approximately 6 interviews from adjacent and nearby properties. Quota targets were set for age groups, gender, Rural/Urban Classification and a minimum of 100 interviews across the sixteen wards. Below presents a summary of the approach:

Target population	Residents of Winchester District Council (excluding those who took part in the Chatterbox survey)
Interview length	10-15 minutes
Survey period	30 th January – 6 th March 2019
Sampling method	Purposive door-to-door surveying
Data collection method	Interviewer administered face-to-face survey
Total sample	1,618

- **Chatterbox survey**

The target population for the survey was 18-24 year olds who live, work and study in the Winchester District. The most up-to-date census data shows that around six out of ten 18-24 years olds in Winchester are in full time education and four out of ten are in employment/self-employed. Therefore, in order to ensure that the results of this survey were representative, quotas were set by student/employment status.

In order to capture the target population, two sampling methods were used. The first method used purposive on-street interviewing in areas where 18-24 year olds were most likely to be. This included areas such as the University of Winchester, the Brooks Centre and River Park Leisure Centre.

The second method used door-to-door surveying in areas of the District that were more likely to consist of the target population, based on Acorn¹ segmentation data. For this method, interviewers were provided with starting postcodes randomly selected from Royal Mail's Postcode Address File, allowing them to achieve a cluster of approximately 6 interviews from adjacent and nearby properties.

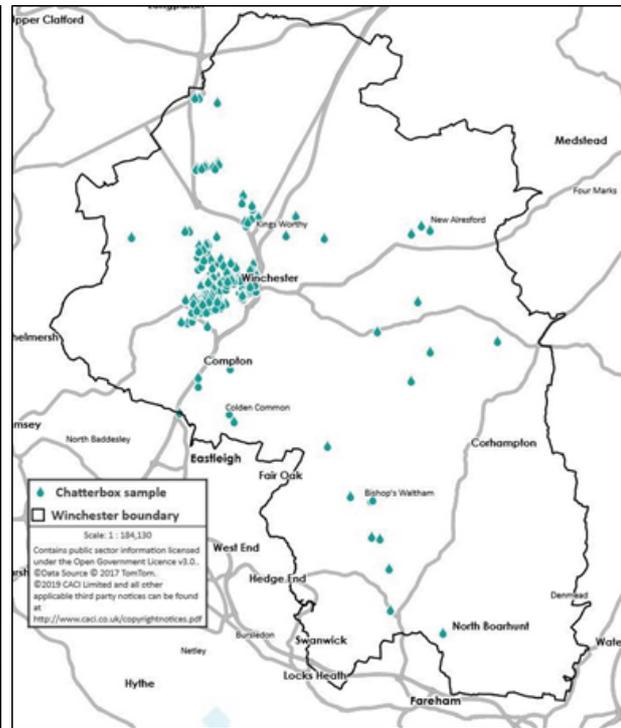
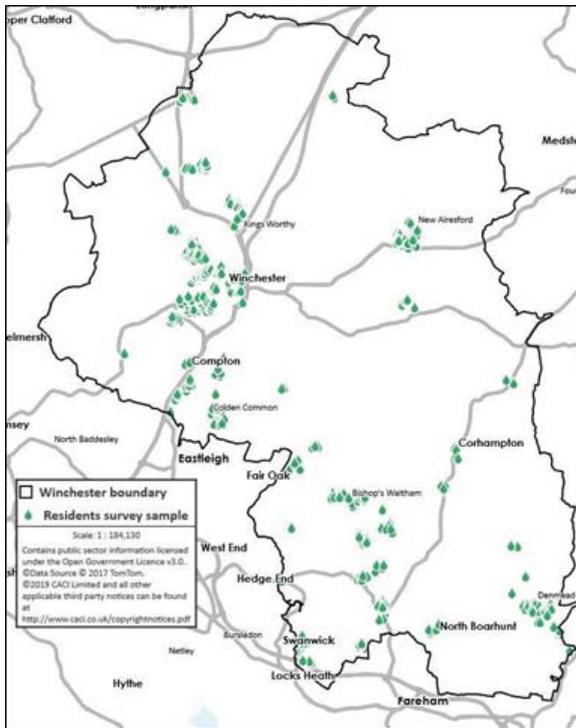
It is also important to note that separate sampling frames were used for the young persons' 'chatterbox' survey and the residents' survey, in order to prevent residents from being surveyed twice. A screener question was also included in both surveys to further avoid overlap. Below presents a summary of the approach:

Target population	18-24 year olds who live, work and study in the Winchester District
Interview length	c. 5 minutes
Survey period	30 th January – 23 rd February 2019
Sampling method	Purposive on-street interviews at various locations within the district and door-to-door surveying
Data collection method	Interviewer administered face-to-face survey
Total sample	506

¹ CACI ACORN – A Classification Of Residential Neighbourhoods

Map 1: Residents survey plotted postcodes

Map 2: Chatterbox survey plotted postcodes



Response rates and statistical significance

The achieved confidence interval gives an indication of the precision of results. With 1,618 residents having completed the survey, this returns a confidence interval of $\pm 2.42\%$ for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure could in reality lie within the range of 47.6% to 52.4% and that these results would be seen 95 times out of 100. The table below shows the confidence intervals for differing response results (sample tolerance) for both the residents and Chatterbox surveys.

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
	\pm	\pm	\pm
1,618 resident surveys	2.42	2.21	1.45
506 Chatterbox surveys	4.28	3.92	2.57

*Based on a 95% confidence level

Analysis and reporting

Differences in views of sub-groups of the population were compared using z-tests and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population).

In addition, analysis for agreement/level of satisfaction questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement – ‘don’t know’ was therefore classified as a non-valid response.

Several questions have been included from the Local Government Association’s (LGA) ‘Are you being Served?’ survey for benchmarking purposes. The LGA’s polling on resident satisfaction with councils is a triannual telephone survey of 1,000 British adults across Great Britain. It should be noted that where comparisons are made to the LGA survey these should be seen as indicative due to the difference in data collection methodology.

Owing to the rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used.

Where figures do not appear in a chart or graph, these are 3% or less. The ‘base’ or ‘n=’ figure referred to in each chart and table is the total number of residents responding to the question with a valid response.

Icon key:

-  Students
-  Non-students
-  Gender
-  Length of time living in the Winchester District
-  Age group
-  Ward
-  Rural Urban Classification

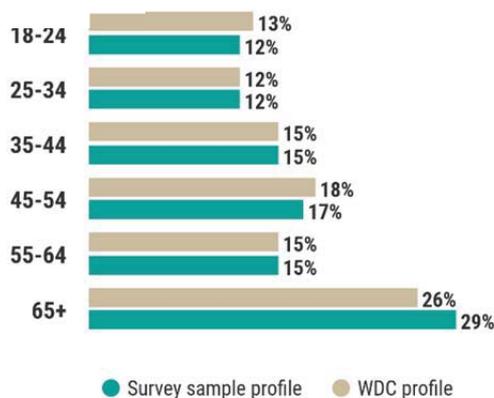
Section 1: Residents' survey

Who we spoke to

The residents survey was broadly representative by age group, gender and rural / urban split to Winchester as a whole:

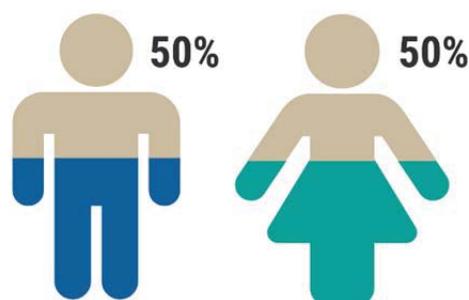
Age group

Base – 1,617



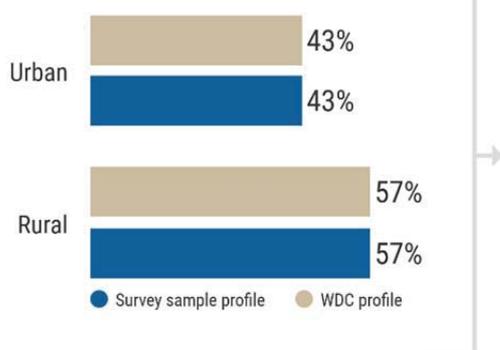
Gender

Base – 1,618

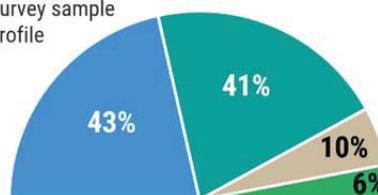


Rural Urban Classification

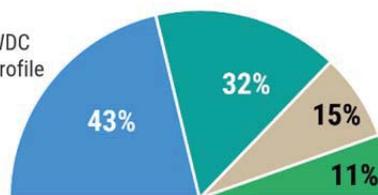
Base – 1,605



Survey sample profile



WDC profile



Urban city & town Rural town & fringe Rural village Rural hamlet & isolated dwellings

The district as a place to live

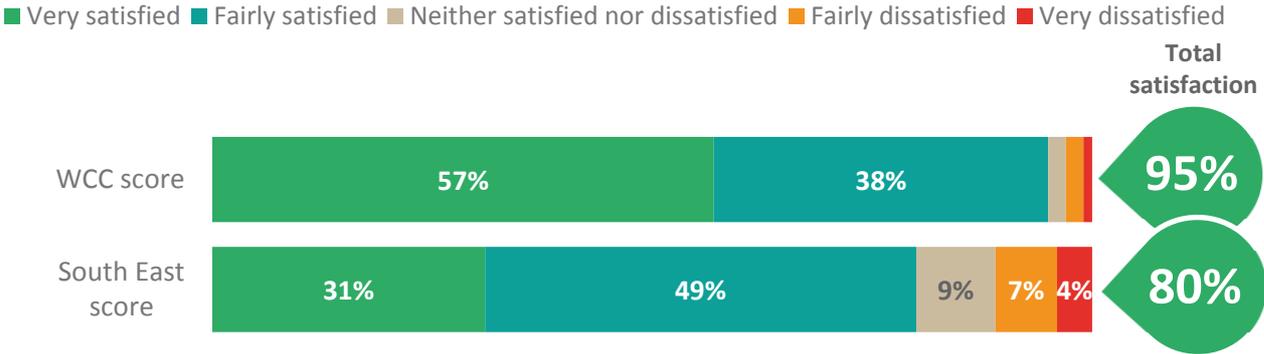
This section looks at residents’ perceptions of the district as a place to live, service priorities and improvements.

First, residents were asked how satisfied they were with their local area as a place to live. When answering this question, residents were asked to consider their local area within a 15-20 minute walk from their home.

- **95%** said that they were either ‘very’ (57%) or ‘fairly’ (38%) satisfied with their local area as a place to live.
- When comparing overall satisfaction to the 2017/18 LGA South East² indicator for this question (80%), Winchester is 15% points above the regional score.

Figure 1: Satisfaction with your local area as a place to live (Winchester and South East score)

Base – 1,617 (South East Base – 418)



Sub-group analysis shows there are significant variations by ward:



- Significantly fewer residents in the Denmead and St. Lukes wards were satisfied with the local areas as a place to live. For example, 86% of residents in Denmead said they were either very or fairly satisfied compared to 96% in Southwick & Wickham stating this.

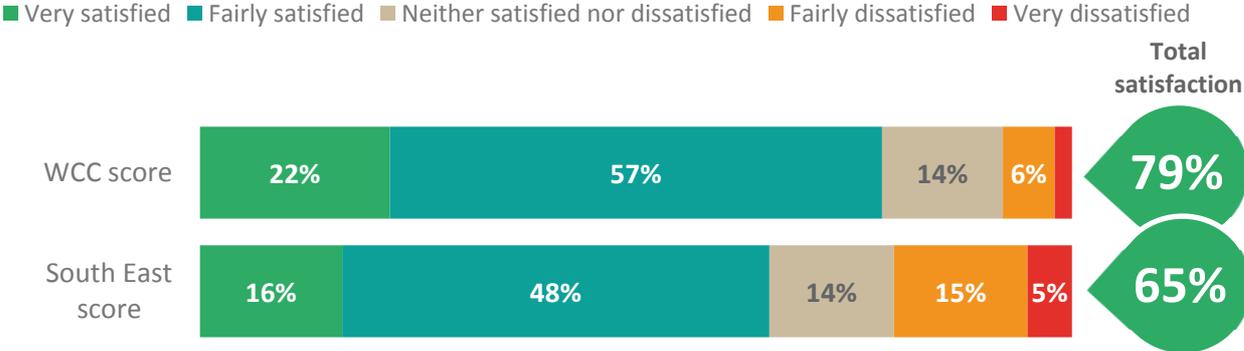
Resident were then asked how satisfied they were with the way the council runs things.

- **79%** said that they were either ‘very’ (22%) or ‘fairly’ (54%) satisfied with the way the council runs things. **14%** said that they were neither satisfied nor dissatisfied and just 8% were dissatisfied.
- When comparing overall satisfaction to the 2017/18 LGA South East indicator for this question (65%), Winchester is 14% points above the regional score.

² LGA Research: Local Government Reputation Poll - Regional

Figure 2: Satisfaction with the way Winchester City Council runs things (Winchester and South East score)

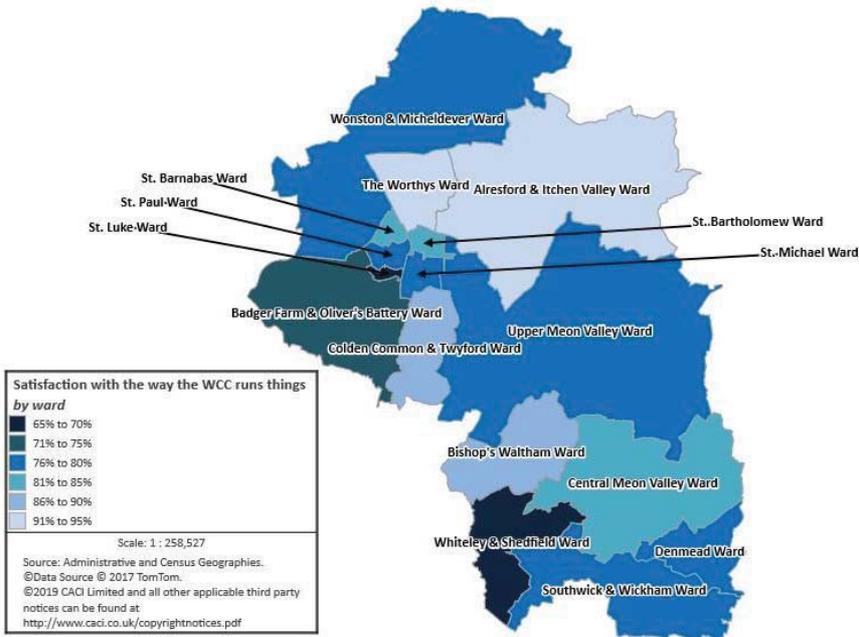
Base – 1,595 (South East Base – 418)



Sub-group analysis shows there are significant variations by ward:

- Significantly fewer residents in the Whiteley & Shedfield and St. Lukes wards were satisfied with the way the council runs things. For example, 65% of residents in Whiteley & Shedfield said they were either very or fairly satisfied compared to 90% in The Worthys stating this.

Map 3: Satisfaction with the way the council runs things by ward

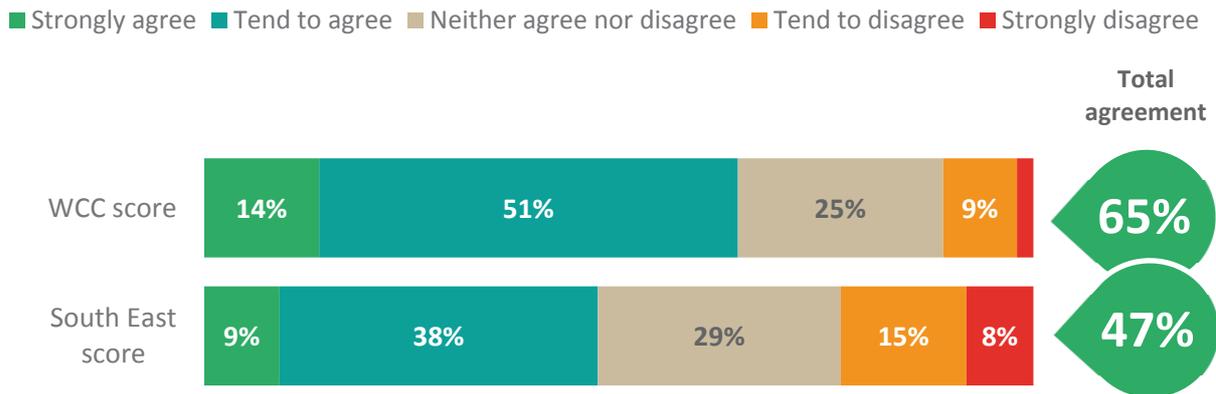


Residents were then asked if they agree that the council provides value for money.

- **65%** said that they either ‘strongly’ (14%) or ‘tended to’ (51%) agree that the council provided value for money. **25%** said that they were neither agreed nor disagreed and just 11% disagreed.
- When comparing overall agreement to the 2017/18 LGA South East indicator for this question (47%), Winchester is 18% points above the regional score.

Figure 3: Agreement with Winchester City Council providing value for money (Winchester and South East score)

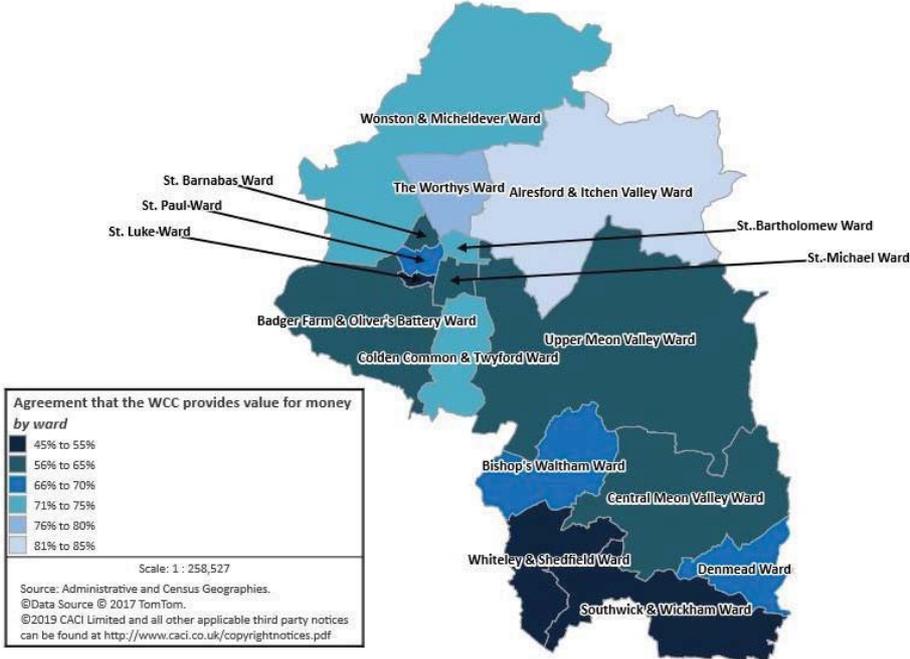
Base – 1,569 (South East Base – 418)



Sub-group analysis shows there are significant variations by ward and Rural Urban Classification:

	<ul style="list-style-type: none"> ▪ Significantly fewer residents in the Whiteley & Shedfield, Southwick & Wickham and St. Lukes wards were likely to agree with this. For example, 48% of residents in Whiteley & Shedfield said they strongly or tended to agree, compared to 76% in The Worthys stating this.
	<ul style="list-style-type: none"> ▪ Residents classified as living in rural areas were significantly more likely to agree that the council provides value for money (68%), compared to those living in urban areas (60%).

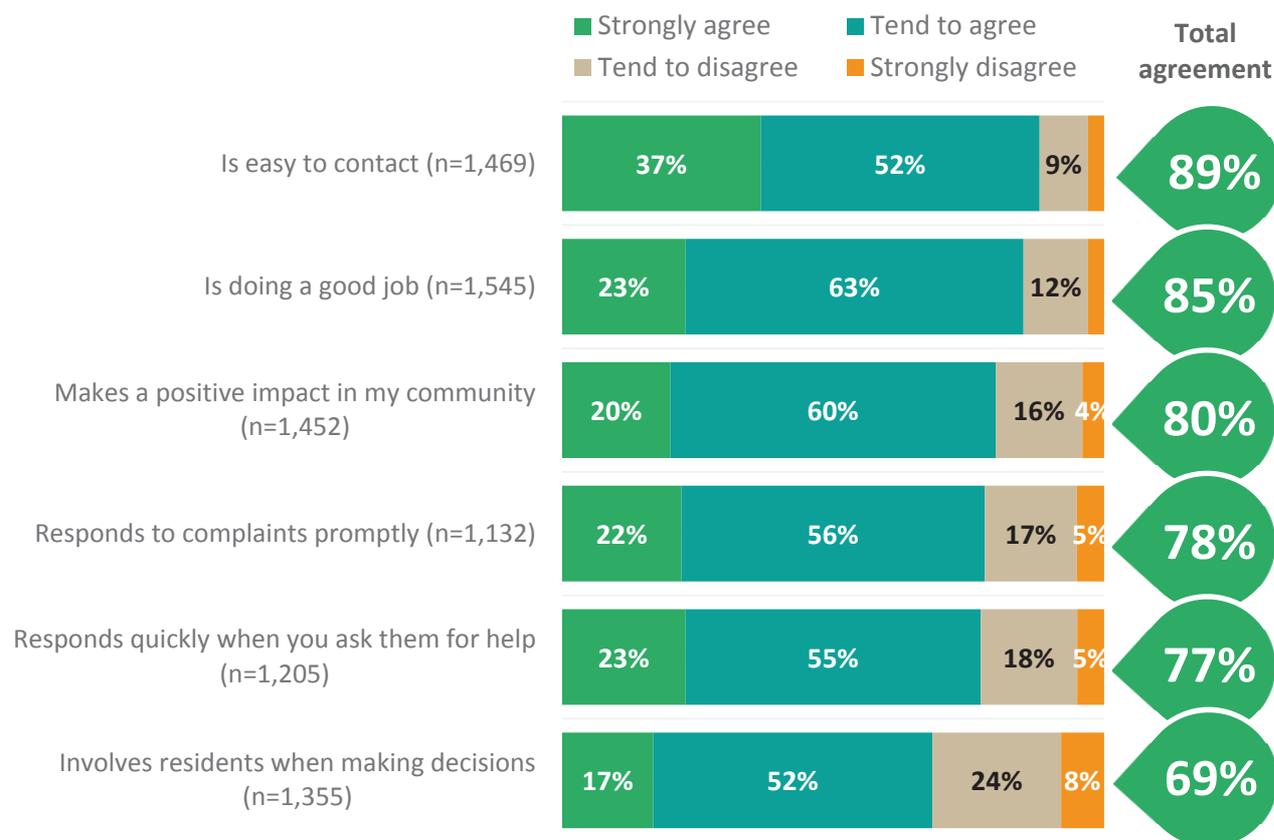
Map 4: Agreement that the council provides value for money by ward



Residents were asked how much they either agreed or disagreed with a range of statements about the council.

- The majority (89%) either strongly (37%) or tended to (52%) agree that the council was easy to contact.
- 85% either strongly (23%) or tended to (63%) agree that the council was doing a good job.
- Eight in ten (80%) either strongly (20%) or tended to (60%) agree that the council made a positive impact in their community.
- 78% either strongly (22%) or tended to (56%) agree that council responded to complains promptly.
- 77% either strongly (23%) or tended to (55%) agree the council responded quickly when asked for help.
- Just under seven in ten (69%) either strongly (17%) or tended to (52%) agree the council involved residents when making decisions.

Figure 4: Agreement that the council...



Sub-group analysis shows there are significant variations by age group, ward and Rural Urban Classifications:

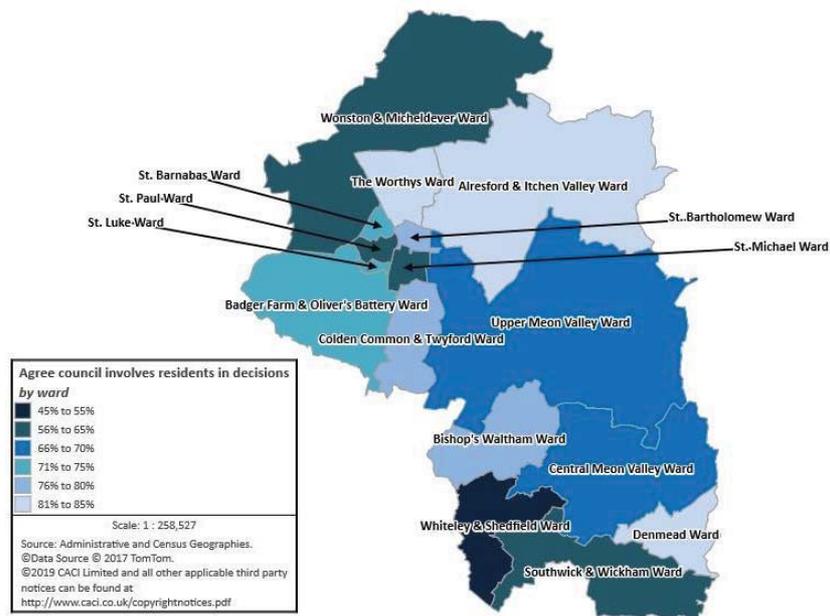
	<ul style="list-style-type: none"> Older age groups (>45) were less likely to agree the council responds to complaints quickly, is doing a good job and involves residents compared to the younger age groups. Those aged >35 years were less likely to agree the council is easy to contact, responds quickly when asked for help and makes a positive impact in the local community compared to those aged <35 years.
	<ul style="list-style-type: none"> Residents in St. Lukes and Whiteley & Shedfield were less likely to agree the council responds to complaints quickly, involved residents in decisions and is easy to contact. For example, 67% of residents in St. Lukes agreed the council responds to complaints quickly, compared to 92% of residents in Alresford & Itchen Valley. Residents in Whiteley & Shedfield were less likely to agree the council responds quickly when asked for help and makes a positive impact in the local community. For example, 64% of residents in Whiteley & Shedfield were agreed the council makes a positive impact in their community, compared to 93% in Alresford & Itchen Valley.



- Residents living in urban areas were less likely to agree that the council is doing a good job, involves residents in decisions, is easy to contact and responds quickly when asked for help, compared to those living in rural areas. For example, 87% of residents living in rural areas agreed that the council is doing a good job, compared to 82% of those living in urban areas.

The lowest agreement measure *'the council involves residents in decision'* has been made by ward below to visually show areas that have scored lowest for this measure.

Map 5: Agreement that the council involves residents in decisions



Residents were then provided with a list of services that the council provides and were asked to select the top 3 most important services to them personally and then the 3 least important services.

The top services selected were:

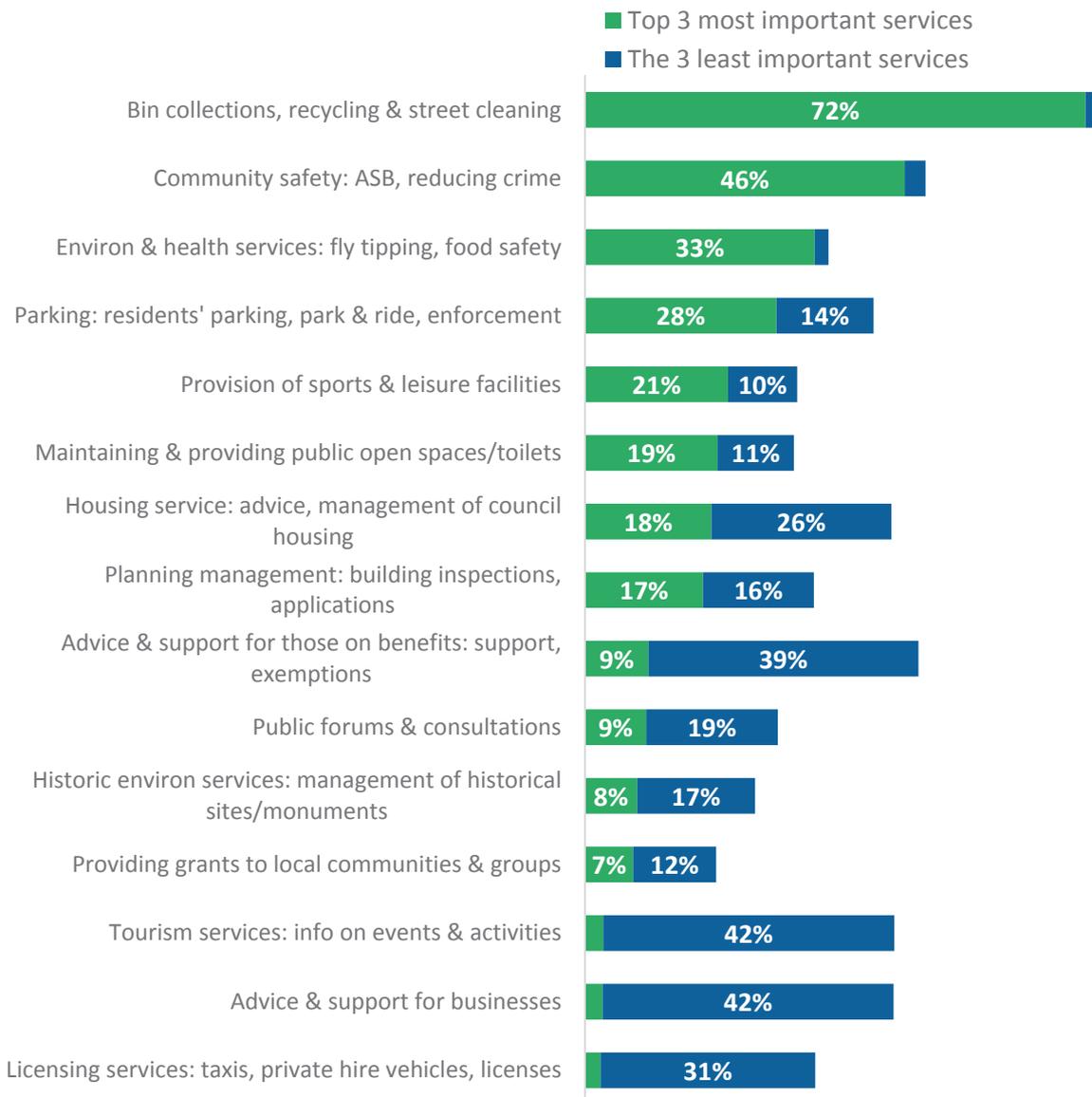
1. Bin collections, recycling and street cleaning
2. Community safety e.g. reducing anti-social behaviour, crime
3. Environmental & health services e.g. fly tipping, pest control, food safety

The least important services were:

1. Advice & support for businesses AND Tourism services
2. Advice & support for those on benefits
3. Housing services e.g. advice, management of council housing

Figure 5: What are the top 3 most and least important services to you personally

Base – 1,618



Sub-group analysis shows there are significant variations by age group, ward and Rural Urban Classifications:

	<ul style="list-style-type: none"> As age increases, so does the importance of bin collections, recycling and street cleaning services. For example, just over half (54%) of those aged 18-24 said the above was important, compared to 77% of those aged 65+. The older age groups were also more likely to have said that environmental and health services were an important service to them personally. For example, 26% of those aged 18-24 said the above was important, compared to 45% of those aged 65+.
	<ul style="list-style-type: none"> Residents living in The Worthys and St. Bartholomew wards were more likely to say community safety was an important service to them. For example, 65% of residents in The Worthys said this was important, compared to 20% in Denmead.



- Residents living in rural areas were more likely to selected bin collections, recycling and street services (74%) as an important service to them personally, compared to those living in urban areas (69%)..

Residents were asked what made Winchester District a great place to live and also what was in most need of improvement.

What makes the local area a great place to live:

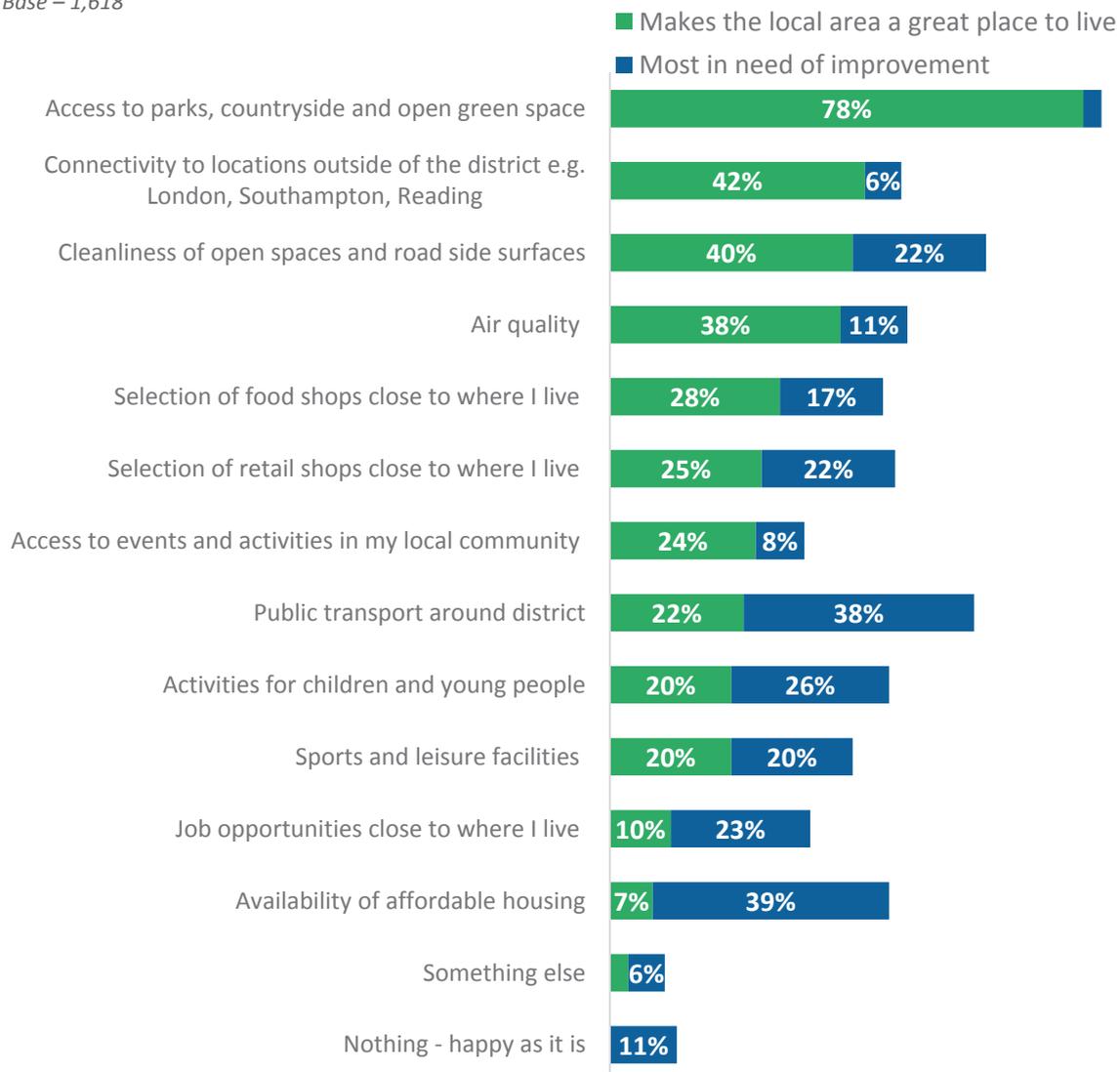
1. Access to parks, countryside and open green spaces
2. Connectivity to locations outside of the district
3. Cleanliness of open spaces and road side surfaces

What is in most need of improvement:

1. Availability of affordable housing
2. Public transport around district
3. Activities for children and young people

Figure 6: Things that make the local area a great place to live/things that are most in need of improvement in the local area

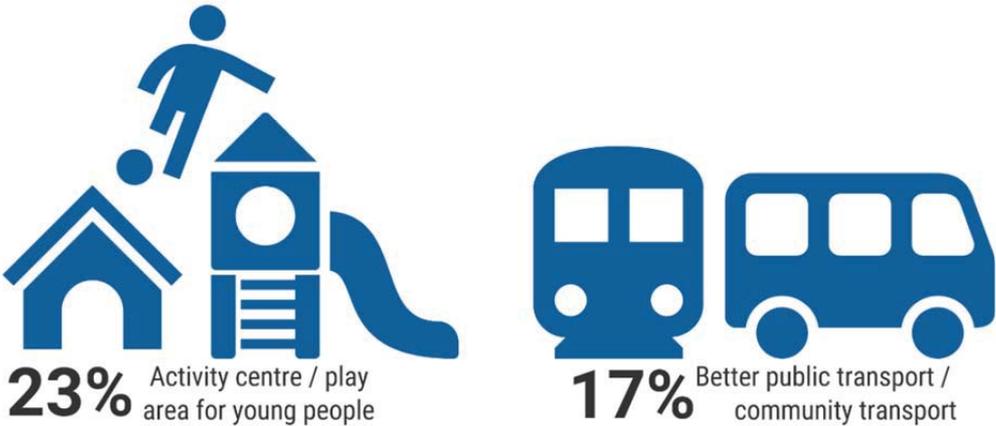
Base – 1,618



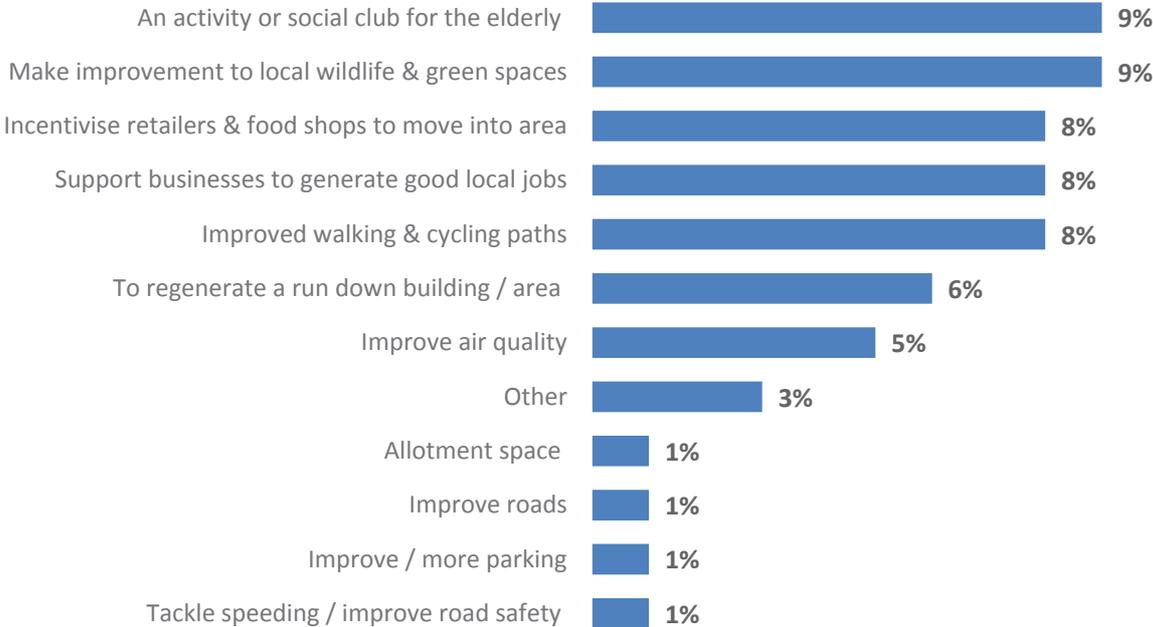
Residents were then provided with a scenario – *if your community won a £100,000 lottery prize for your local area, what would you like the money invested in?* – residents were provided with a showcard with various options but could also state their own ideas. Around a quarter (23%) of residents suggested an activity centre or play for young people and 17% said they would like better public / community transport.

Figure 7: Money would be invested in...

Base – 1,618



Other ideas...



Sub-group analysis shows there are significant variations by age group, gender and Rural Urban Classifications:

	<ul style="list-style-type: none"> Proportionally more of the younger generations (those more likely to have children) suggested investment in an activity centre or play area for young people. The older generation were more likely to say better public or community transport.
	<ul style="list-style-type: none"> Proportionally more women were likely to say they would like the money invested in an activity centre or play area for young people (29%), compared to men (20%).
	<ul style="list-style-type: none"> Resident living in rural areas were more likely to say better public or community transport (19%), compared to those living in urban areas (14%).

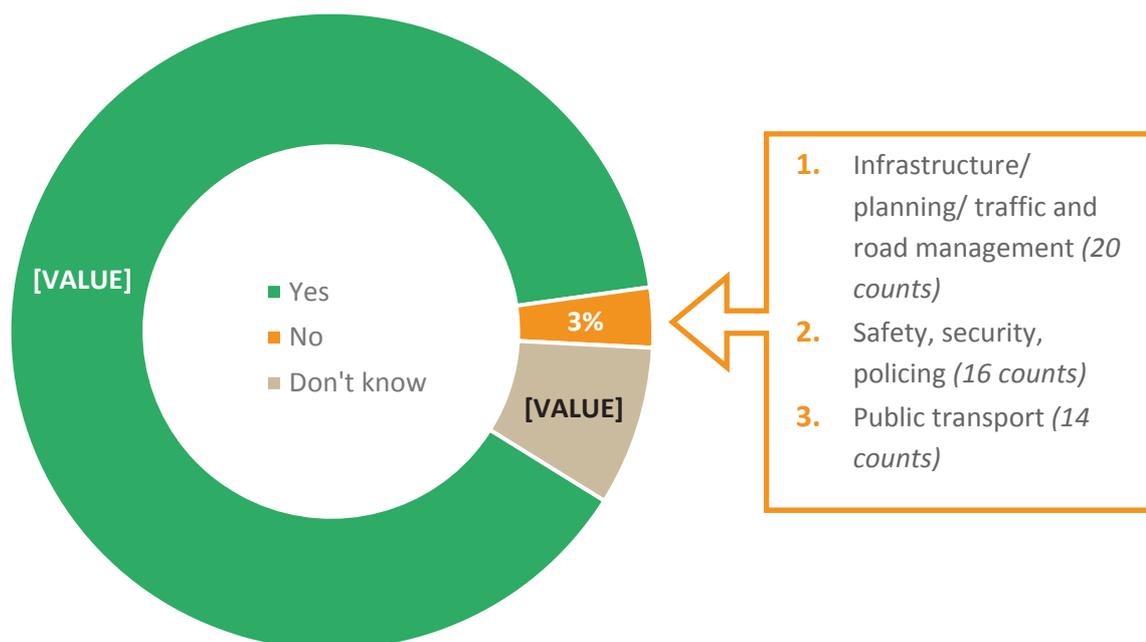
The Council Strategy

The Council Strategy has four key priorities which are; the economy, health and happiness, the environment and housing. Residents were asked if they generally agreed that the Council should focus on these areas. The majority (88%) said they agreed, just 3% said they didn't agree. Residents who didn't agree were asked what the Council should focus on.

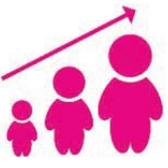
Infrastructure/planning/traffic and road management was most commonly mentioned, followed by safety/policing and public transport.

Figure 8: Do you agree with the Council Strategy priorities?

Base – 1,618



Sub-group analysis shows there are significant variations by age group:

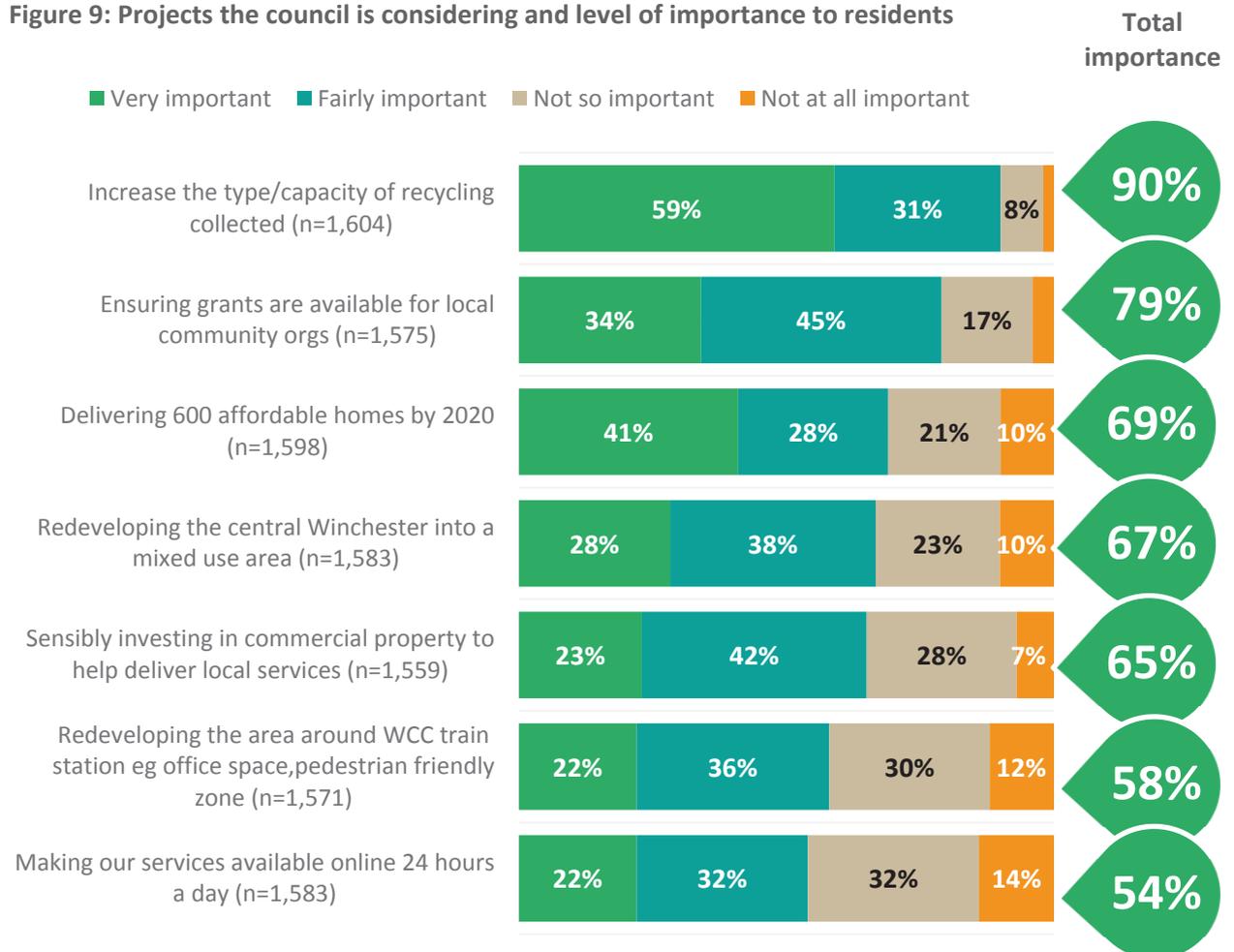


- Those aged 18-24 were least likely to agree with the council strategy, but far more likely to state they didn't know compared to the other age groups. For example, 22% of 18-24 year olds said they didn't know, compared to just 5% of the 55-64 year olds. This suggests this group are more distanced from what the council does (for them) and might benefit from more information about the council's priorities.

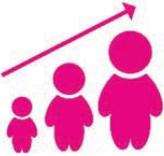
Residents were then asked to rate the level of importance for a number of projects the Council is considering that fall under the strategy.

- Nine in ten (90%) of residents felt that increasing the type and capacity of recycling collected from their homes was either 'very' (59%) or 'fairly' (31%) important.
- Almost eight in ten (79%) of residents felt that ensuring grants are available for local community groups was either 'very' (34%) or 'fairly' (45%) important.
- Of all the projects, residents rated 'making sure services are available online 24 hours a day' as least important, with just over half (54%) stating this as either 'very' (22%) or 'fairly' (32%) important.

Figure 9: Projects the council is considering and level of importance to residents



Sub-group analysis shows there are significant variations by age group, gender and ward:

	<ul style="list-style-type: none"> 35-44 year olds were more likely to state that improving the type and capacity of recycling collected as important (94%), compared to 18-24 (86%) and those aged 65+ (87%). As age increased, the importance of making sure services were made available online 24 hours a day reduced. For example, 69% of 18-24 year olds rated this as important, compared to just 39% of those aged 65+.
	<ul style="list-style-type: none"> Women were more likely to state that improving the type and capacity of recycling collected as important (92%), compared to men (87%).
	<ul style="list-style-type: none"> Residents from St. Bartholomew, Denmead and Wonston & Micheldever wards were least likely to state that improving the type and capacity of recycling collected as important, compared to the other wards. For example, 78% of residents in St. Bartholomew said this was important, compared to 96% in Southwick & Wickham. Residents from Colden Common & Twyford ward were more likely to state that making sure services were made available online 24 hours a day was important, compared to the other wards. For example, 80% of residents in Colden Common said this was important, compared to 33% in Wonston & Micheldever.

Residents were then given the opportunity to comment on any other projects the council could focus on to make the district a better place to live. A total of 462 residents provided a valid comment, which have been grouped into themes (Table 1). Residents responses could have contained more than one theme.

Table 1: Other projects the council could focus one

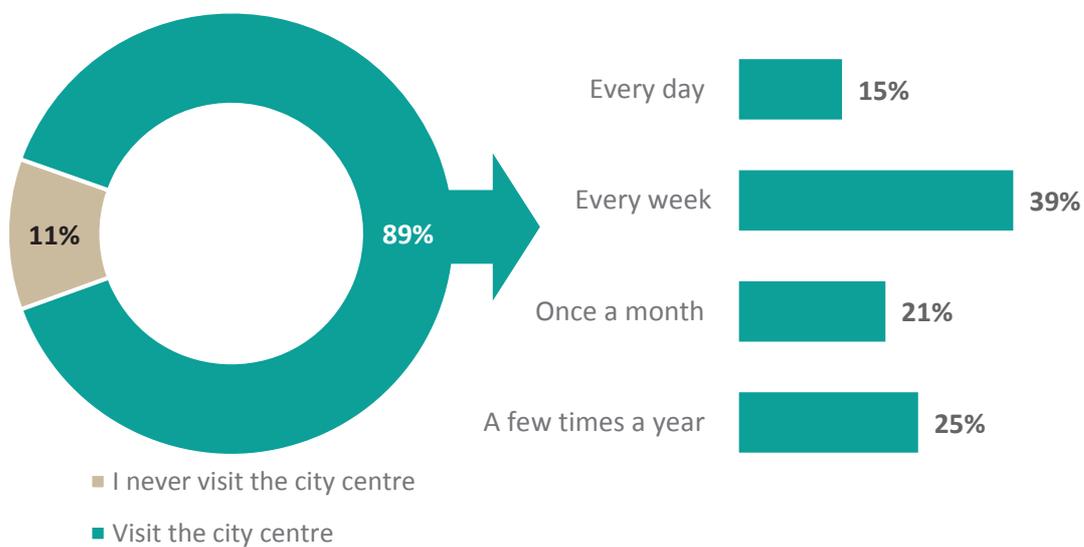
Theme	Count	%
Roads (maintenance, surfaces, potholes, safety)	84	18%
Litter/ bins/ recycling	53	11%
Public transport	51	11%
Other suggestions	40	9%
Activities for young people	37	8%
Infrastructure /planning	36	8%
Housing (affordability, more needed, effect on services)	31	7%
Shopping (more shops, independent, reduce rents)	30	6%
Leisure activities/ community events and projects	27	6%
Parking	26	6%
Jobs/ business	24	5%
Traffic	23	5%
Air quality/ greenery	21	5%
Support for the elderly, homeless, mental health, disabilities	20	4%
Improved cycling facilities	17	4%
Security/ policing	11	2%
Education/ schools	7	2%
Street lighting	6	1%

Moving around the Winchester District

To better understand how people move around the Winchester district, residents were asked a series of questions. First, they were asked if and how often they visit Winchester city centre. One in ten (11%) said they never visit the city centre. For those that did visit (89%) - when asked how often – 39% said they visit every week, 25% said a few times a year, 21% said once a month and 15% visited every day.

Figure 10: How often residents visit Winchester City Centre

Base – 1,613



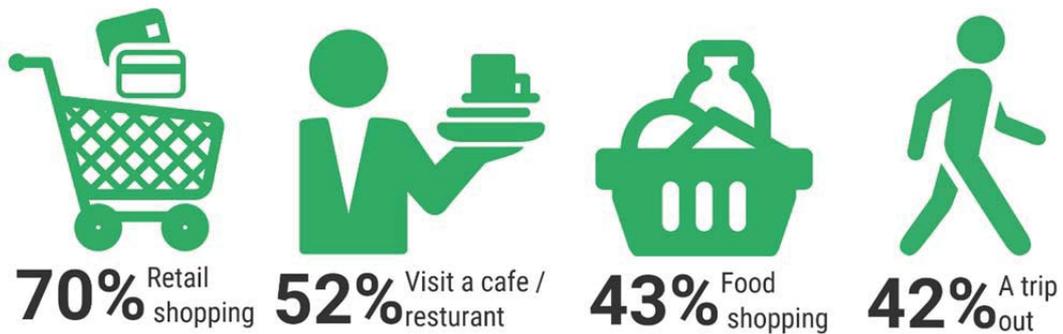
Sub-group analysis shows there are significant variations by age group and Rural Urban Classifications:

	<ul style="list-style-type: none"> The older age groups were less likely to visit the city centre. For example, 16% of those aged 65+ years said they never visit, compared to 5% of those aged 35-44 years.
	<ul style="list-style-type: none"> Residents living in rural areas were also less likely to visit the city centre. For example, 14% of those living in rural areas said they never visit, compared to 6% of those in urban areas.

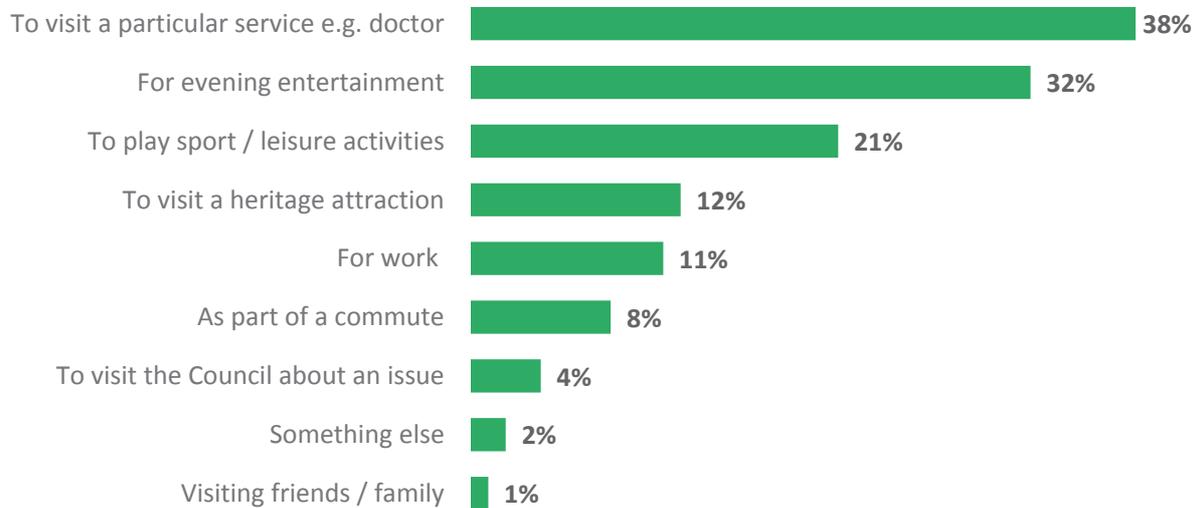
Residents who visited the city centre, were then asked what their main reasons were for doing so. The most common response was retail shopping (70%), followed by visiting a café or restaurant (52%), food shopping (43%) or just for a trip out (42%).

Figure 11: Main reason for visiting the city centre

Base – 1,440



Other reasons...



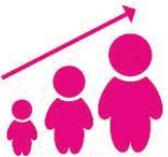
Next, respondents were asked how they normally travel to the city centre. Just over half (55%) of residents said their normal mode of transport to the city centre was by car, 21% said they walked and 19% used the bus (including Park & Ride services). The remaining 5% either cycled, used a taxi / motorbike or got dropped off.

Figure 12: Normal travel to city centre

Base – 1,440



Sub-group analysis shows there are significant variations by age group:

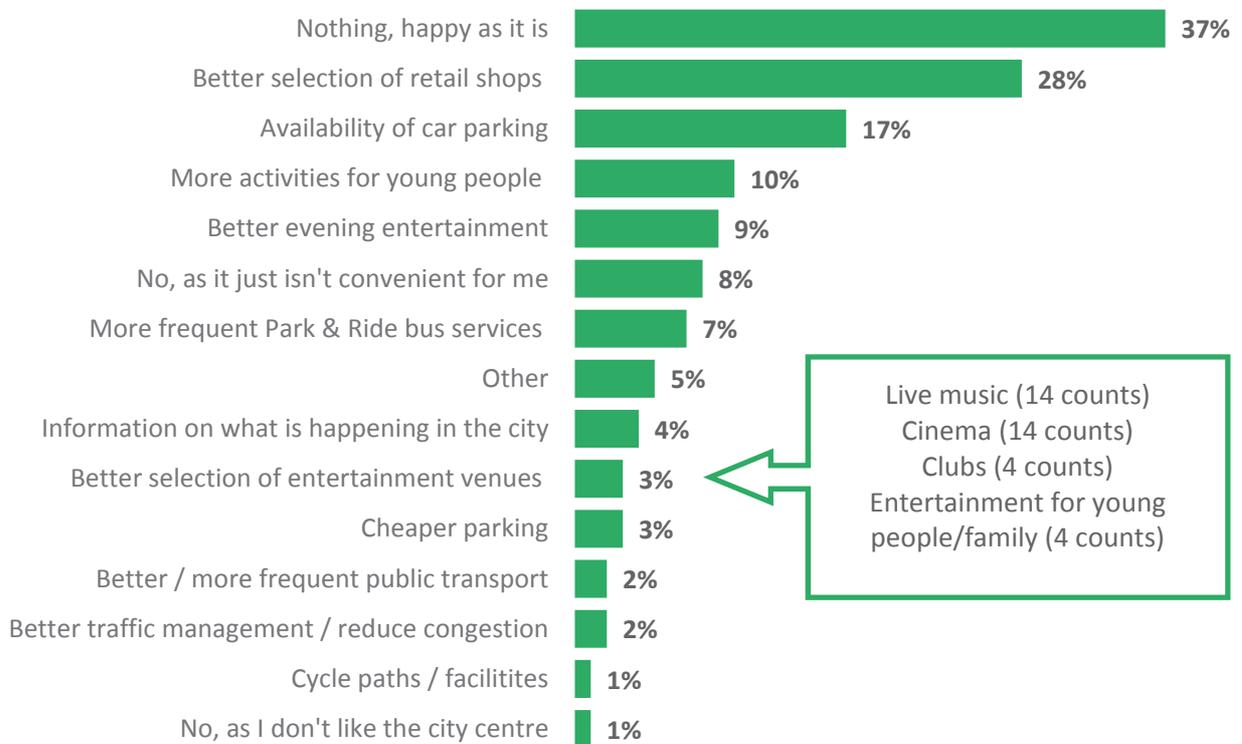


- The 35-64 age group were least likely to travel by bus when compared to the younger (18-34) and older (65+) age groups. For example, 31% of those aged 65+ normally travelled in by bus, compared to 9% of those aged 45-54 years.
- The 35-64 age group were more likely to travel in by car, for example, 67% of those aged 45-54 drove in, compared to 29% of those aged 18-24.

All residents were then asked what improvements could be made that might encourage them to visit the city centre more than they currently do. Just over a third (37%) said that they were happy with the city centre as it is, so didn't suggest any improvements. Just over a quarter (28%) said that a better selection for retail shops would be encouraging, with a focus mainly on more affordable (cheaper prices) retail shops. This was followed by 17% stating availability of car parking and 10% said more activities for young people. Just 3% suggest a better selection of entertainment venues; residents who said this were asked what type of entertainment venues they would like. Most commonly mentioned were live music events and a better cinema.

Figure 13: Encouragement to visit the city centre more

Base – 1,618



To understand how residents move around the district, specifically the use of market towns – residents were asked where they go to do various activities such as; food and retail shopping, evening entertainment, work etc.

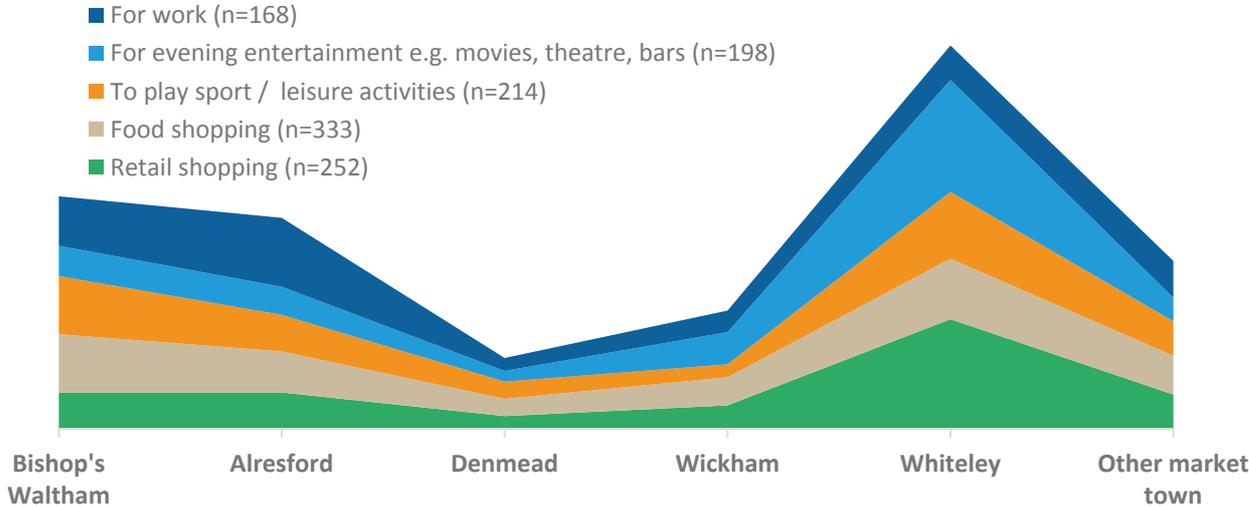
Most residents stated that they did not visit market towns to do these activities, instead they visited more urban areas namely; Winchester, Southampton or London. In addition, some residents said they undertake activities such as food and retail shopping online. Table 2, shows the use of market town for the listed activities. Figure 14, presents the movement of residents who use market towns in graphical format. The results show that for residents that use market towns, the market town of Whiteley was most likely to be mentioned by residents to do retail and food shopping, visit restaurants and for evening entertainment. The market town of Bishop’s Waltham was also mentioned frequently for food shopping and visiting cafes / restaurants. Denmead was the least frequently used for all activities.

Table 2: Use of market towns by activity

Market town	Retail shopping (n=1,582)	Food shopping (n=1,559)	Restaurants /cafes (n=1,436)	To play sport/ leisure activities (n=1,002)	For evening entertainment (n=1,261)	For work (n=906)
Bishop's Waltham	7%	12%	13%	7%	4%	5%
Alresford	6%	7%	9%	6%	4%	7%
Denmead	2%	3%	3%	2%	1%	1%
Wickham	5%	7%	10%	2%	3%	2%
Whiteley	18%	11%	12%	8%	11%	3%
Other market town	3%	4%	3%	4%	2%	3%
*I don't visit to do this	84%	79%	97%	79%	84%	82%

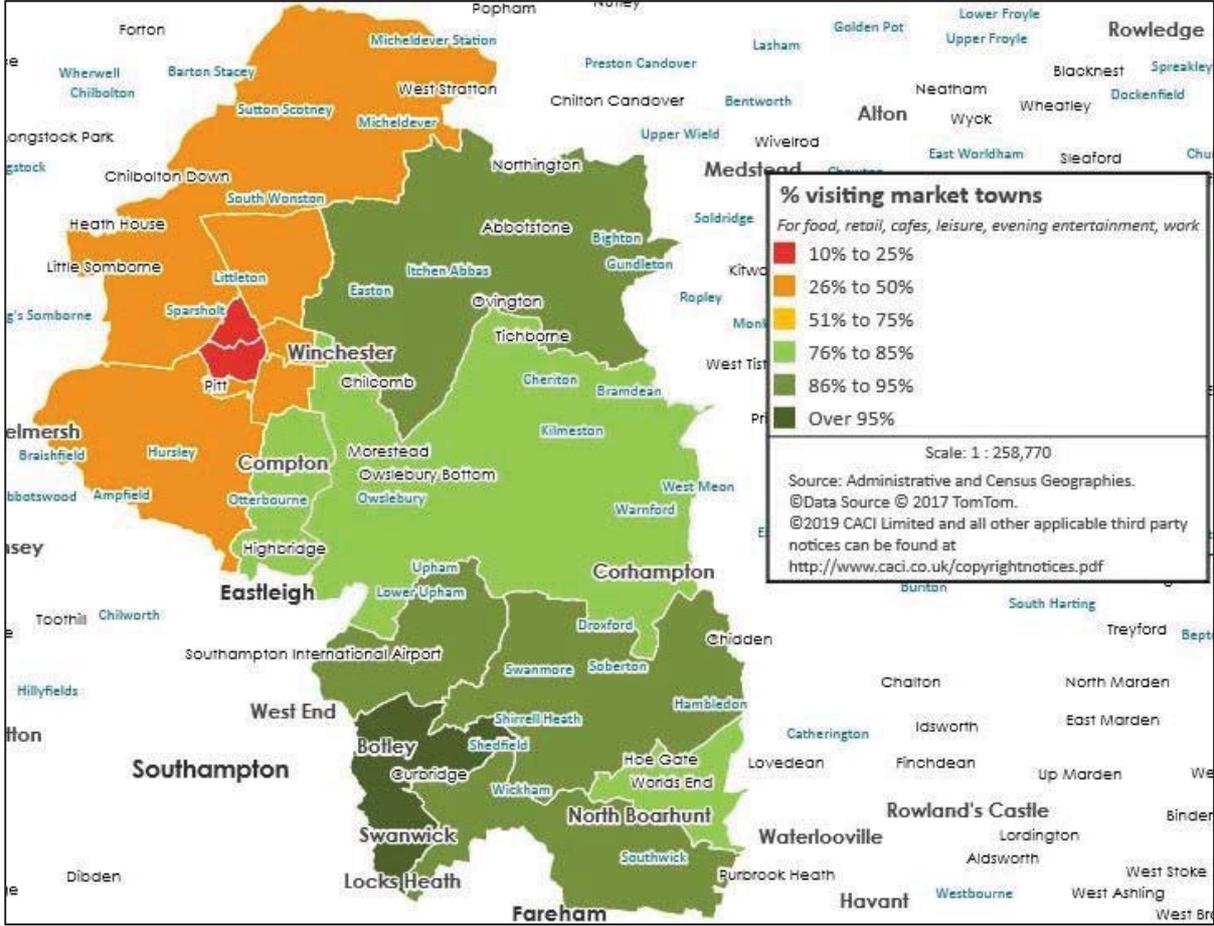
*single code response

Figure 14: Movement of residents who visit market towns to do listed activities



Map 6, presents the proportion of residents visiting markets town for at least one of the above activities by ward. There is clear North/West and South/East split, with residents living in the Whiteley & Shedfield ward having the highest proportion using market towns.

Map 6: Proportion of residents visiting market towns by ward

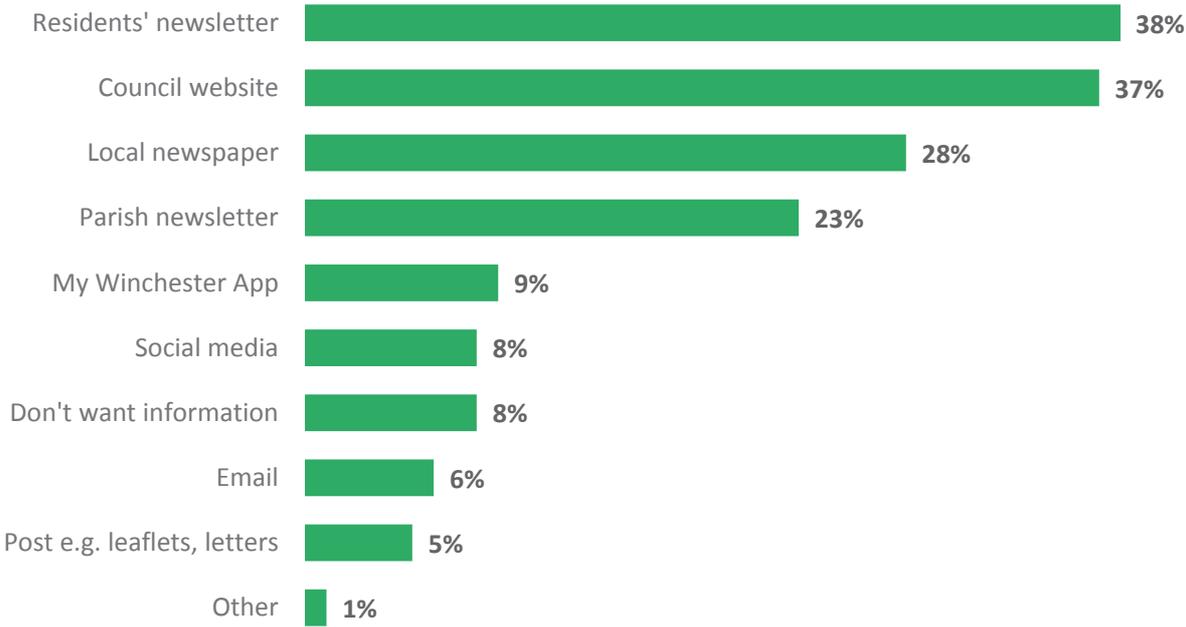


Communications

Lastly, residents were asked how they would like to receive council communications about news and events. Receiving information via a residents’ newsletter (38%) and the Council website (37%) were most commonly mentioned. This was followed by the local newspaper (28%) and parish newsletter (23%).

Figure 15: Future communication preferences

Base – 1,618



Sub-group analysis shows there are significant variations by age group and Rural Urban Classifications:

	<ul style="list-style-type: none"> As age increases, so did the likelihood of wanting information via residents; newsletters and local newspapers. The younger age groups were more likely to want future communications via the online sources. For example, 51% of 18-24 years said they want to receive future information from the council website compared to just 16% of those aged 65+ stating this.
	<ul style="list-style-type: none"> Residents living in rural areas were more likely to want to receive future information from the Parish newsletter (32%), compared to those living in urban areas (9%).

Section 2: Young persons' Chatterbox survey

Who we spoke to

The sample was representative by gender and student status when compared to the Winchester as a whole.

Figure 16: Gender



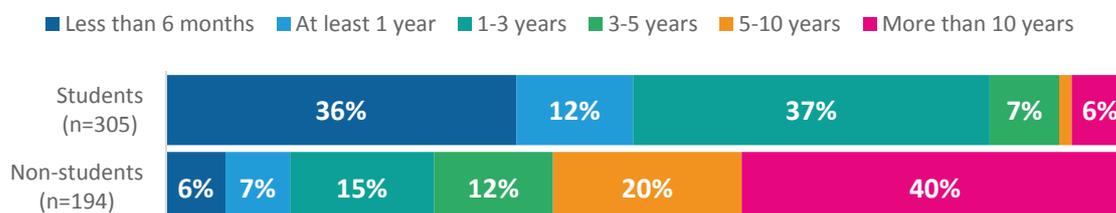
Figure 17: Occupation: Student and non student



Residents were also asked how long they had lived in the Winchester District. Students were significantly more likely to have been living in the Winchester District for less than 3 years, whilst non-students were significantly more likely to have lived in Winchester District for 5 years or more.

Figure 18: Length of time living in Winchester District

Base: 500

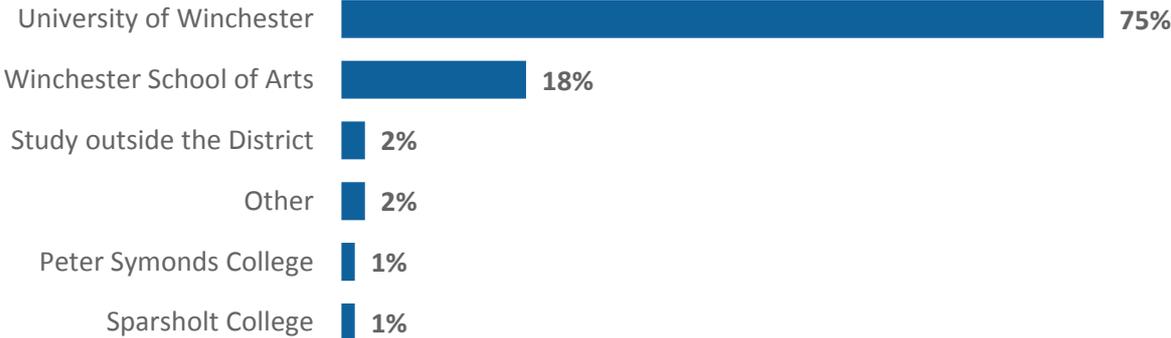


Students

All students were asked where they are currently studying. As figure X shows, three quarters (75%) of the students that we spoke to were currently studying at the University of Winchester, whilst 18% were enrolled at the Winchester School of Arts (Southampton University).

Figure 19: Place of study

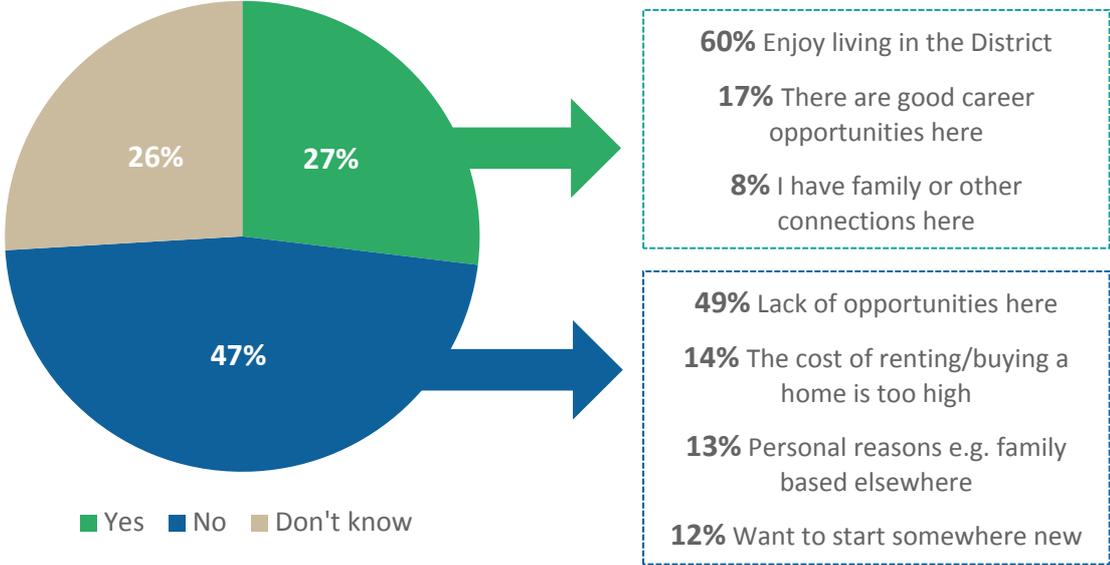
Base: 304



All students were also asked whether they plan to start a career or pursue further study in the Winchester District. Over a quarter (27%) said that they intended to stay in the District, whilst almost half (47%) said they did not. 26% were unsure. As figure 20 shows, the main reason for staying in the District was because it is an enjoyable place to live (60%) whilst the main reason for leaving the District was due to lack of career opportunities (49%).

Figure 20: Intention to start a career or pursue further study in Winchester District

Base: 307

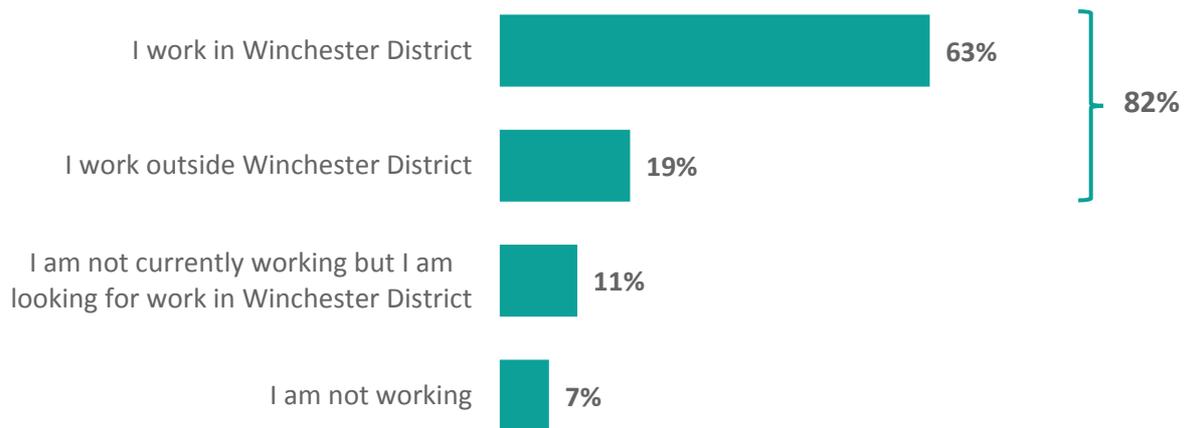


Non-students

Non-students were asked their currently employment status. As figure 21 shows, over eight out of ten are currently working, with 63% working in the Winchester District. Of those not working, 11% are looking for work in the Winchester District and 7% are not seeking employment (e.g. looking after the home, long term sick).

Figure 21: Employment status

Base: 195



Those residents that worked in the Winchester District or were seeking work in the District were then asked why they chose/want to work here. The majority (64%) said that it is because they live in the District and therefore the job is close to home.

Figure 22: Reason for working/wanting to work in the District

Base: 142

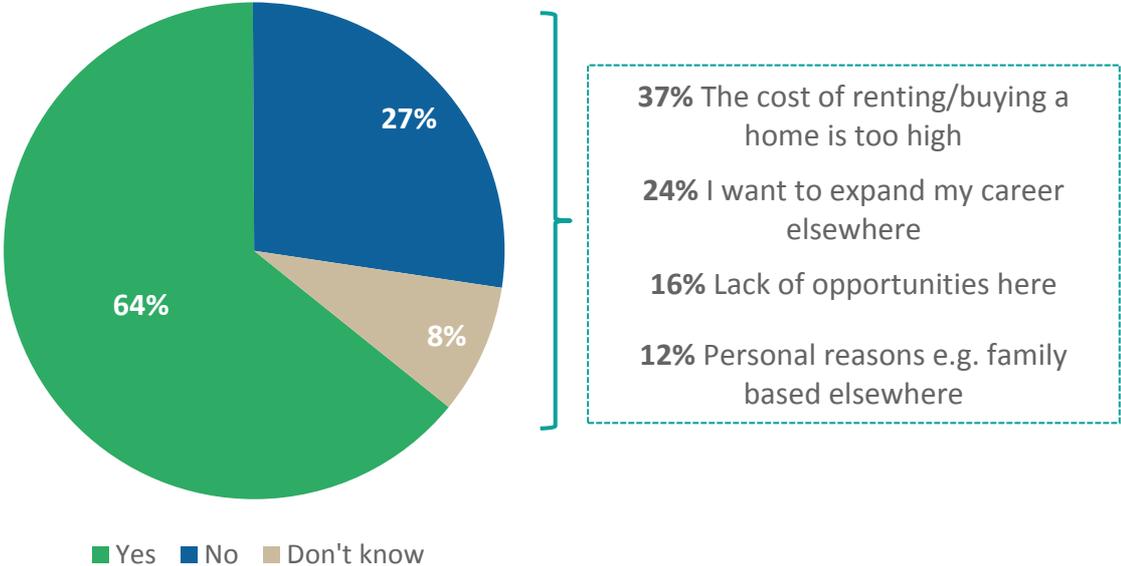


Following this, those residents that worked in the district or were seeking work here were also asked about their intentions to stay in the area for the foreseeable future. Almost two thirds (64%) said that they intended to stay, whilst 27% said they did not. Just 8% were unsure.

The main reasons for those who not intending to stay included the cost of renting or buying a home being too high (37%) and wanting to expand their career elsewhere (24%).

Figure 23: Intention to stay in Winchester District for the foreseeable future

Base: 142



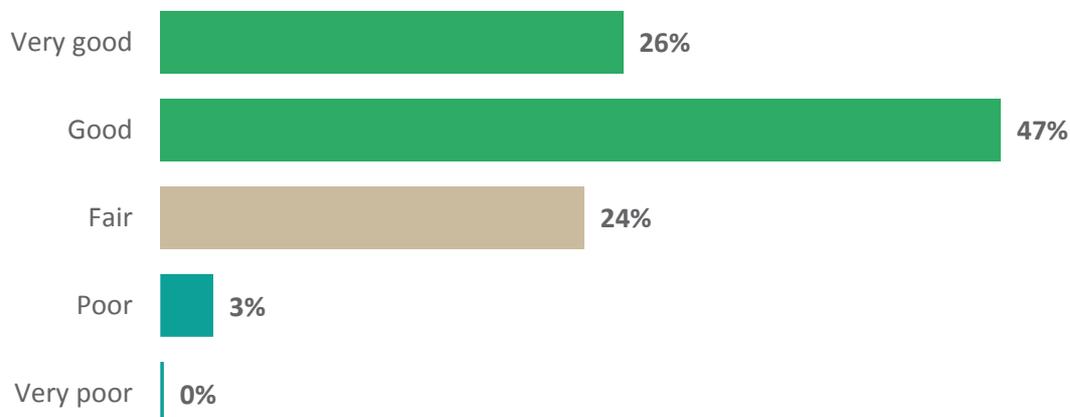
Living in Winchester

In order to understand how young people feel about living in the District, all young residents were asked how they would rate living in Winchester, how they spend their time in Winchester and their views on their local area.

- **73%** said that living in Winchester was ‘very good’ or ‘good’
- **24%** said that living in Winchester was ‘fair’

Figure 24: Rating of living in Winchester

Base: 504



Sub-group analysis shows there are significant variations by student status and length of time living in the district:

	<ul style="list-style-type: none"> ▪ Students were more likely to rate living Winchester as ‘fair’ (28%) compared to non-students (16%). Whilst more non-students rated living in Winchester as good/very good.
	<ul style="list-style-type: none"> ▪ Residents who have lived in Winchester for 5 years or more were more likely to rate living in Winchester as ‘good’ (53%) compared to those living here for less than 1 year (40%).

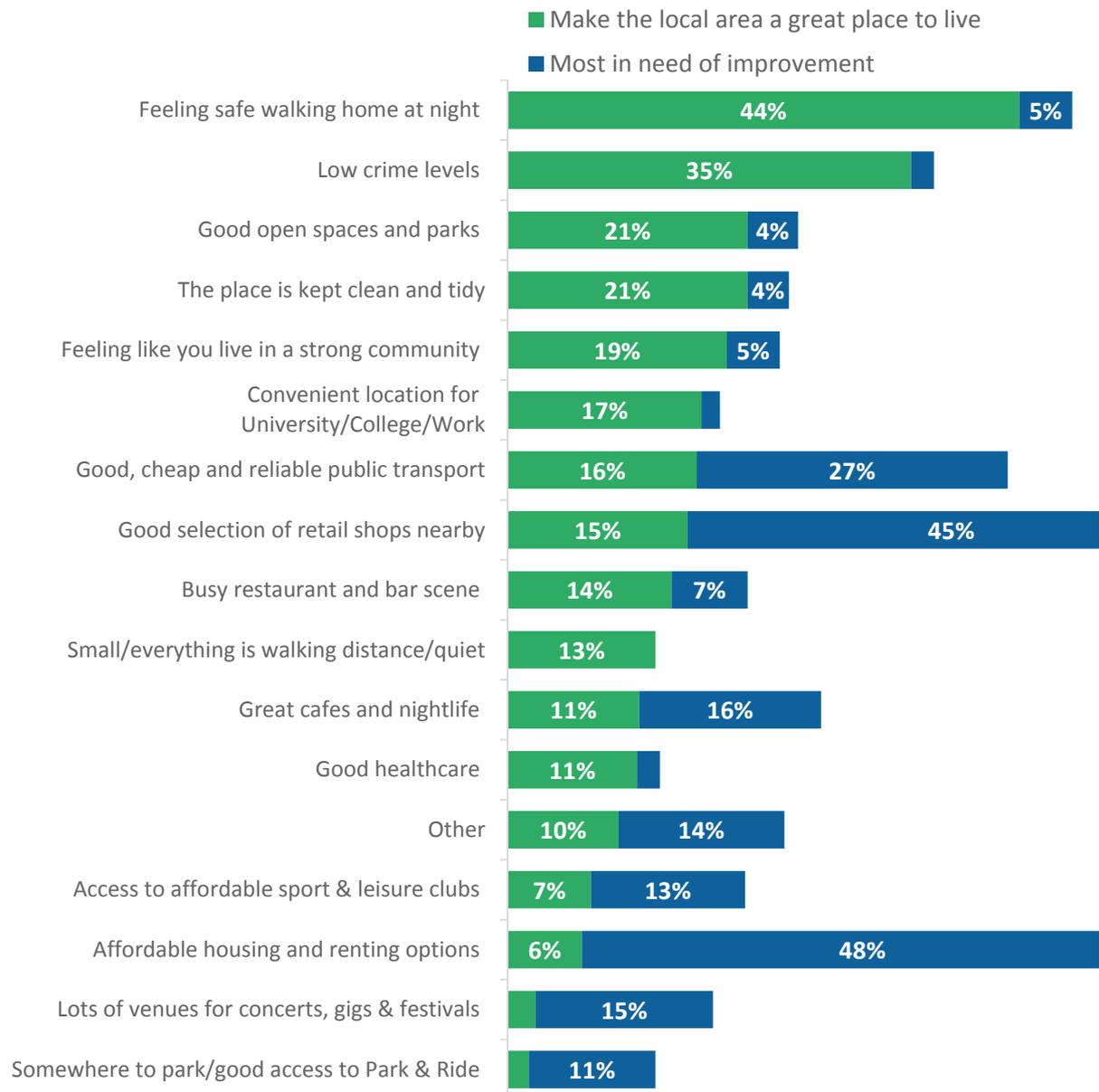
All young residents were also asked the top three things that made their local area a great place to live, as well as the top three things that are most in need of improvement in their local area.

As figure 25 shows, the most common aspects that young residents felt made their local area a great place to live were feeling safe walking home at night (44%), low crime levels (35%), good open spaces and parks (21%) and the place being kept clean and tidy (21%).

On the other hand, young residents felt that their local area needed affordable housing and renting opportunities (48%), a good selection of retail shops nearby (45%) and good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading (27%).

Figure 25: Things that make the local area a great place to live/things that are most in need of improvement in the local area

Base: 504



Sub-group analysis shows there are significant variations by student status, gender and length of time living in the district:

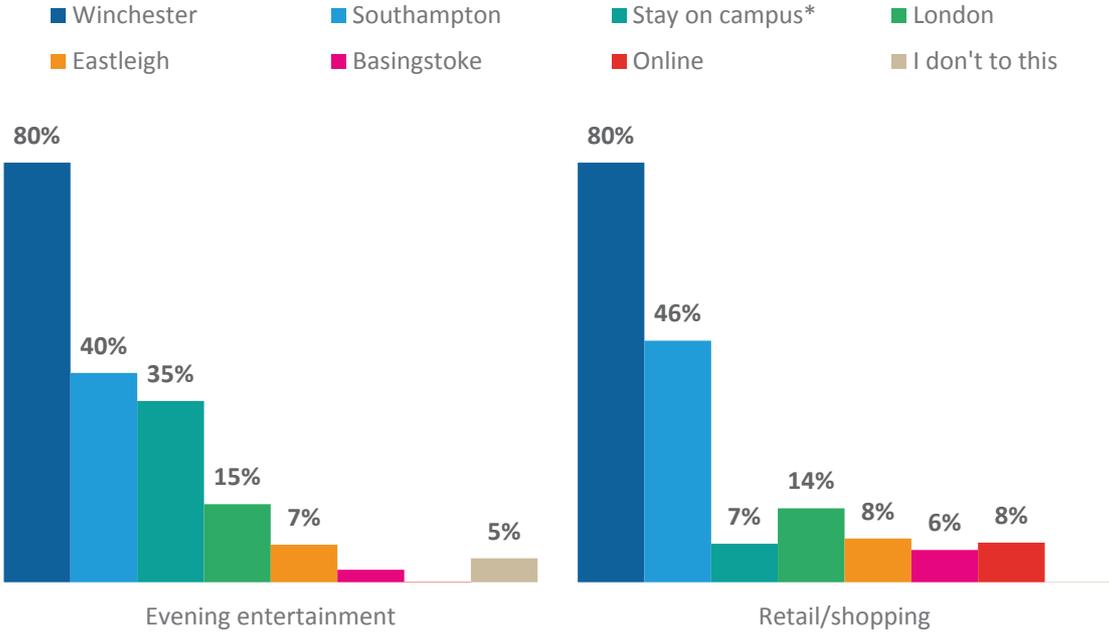
	<ul style="list-style-type: none"> Students were more likely to think that ‘feeling safe walking home at night’ made their local area a great place to live (50%) compared to non-students (35%). Students were also more likely to think that their local area needs a ‘good selection of retail shops nearby’ (49%) compared to non-students (40%). Non-students were more likely to think that their local area needs ‘affordable housing and renting options’ (54%) compared to students (45%).
	<ul style="list-style-type: none"> Women were more likely to think that ‘feeling safe walking home at night’ made their local area a great place to live (50%) compared to men (38%). Women were also more likely to think that their local area needs a ‘good selection of retail shops nearby’ (52%) compared to men (39%).
	<ul style="list-style-type: none"> Residents that have been living in Winchester for less than 1 year were more likely to think that ‘feeling safe walking home at night’ made their local area a great place to live (49%) compared to those living in Winchester for 5 years or more (36%). Residents that have been living in Winchester for less than 1 year were more likely to think that their local area need a ‘good selection of retail shops nearby’ (51%) than those living in Winchester between 1 and 5 years (41%). Residents living in Winchester for between 1 and 5 years were more likely to think that their local area needs ‘affordable housing and renting options’ (54%) than those living in Winchester for less than 1 year (41%).

In order to understand how young people spend their time in Winchester and other towns and cities, all respondents were asked where they normally go for evening entertainment and retail and shopping.

The most popular response was Winchester City Centre, with 80% of young residents using it for their evening entertainment and for retail and shopping. The second most popular location was Southampton with 40% going there for evening entertainment and 46% for retail and shopping. 35% of students also claimed to stay on campus for evening entertainment.

Figure 26: Where residents normally go for evening entertainment and retail/shopping

Base: 504



*This option was only available for students

Sub-group analysis shows there are significant variations by student status and gender:

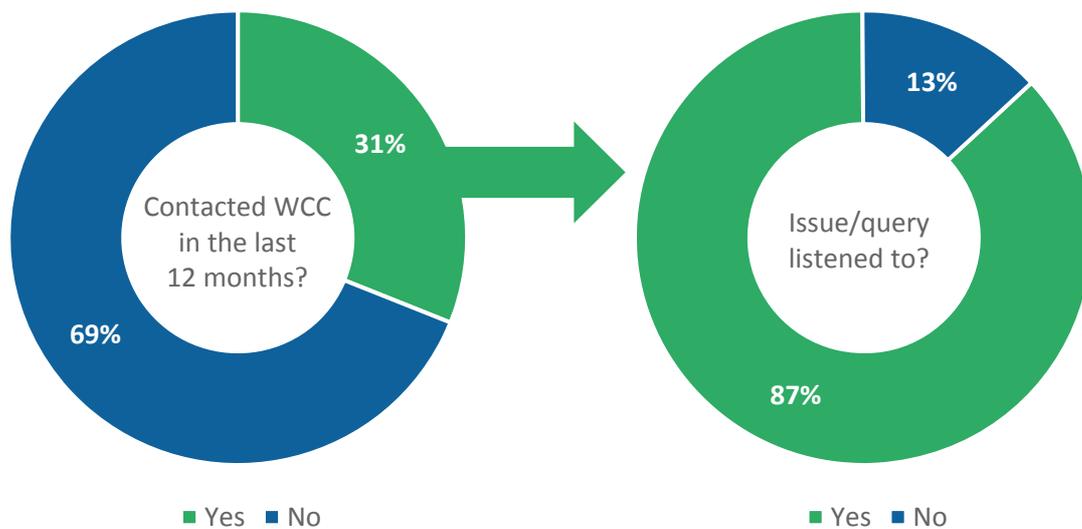
	<ul style="list-style-type: none"> Students were more likely to visit Winchester City Centre for their evening entertainment (84% compared to 75%), whilst non-students were more likely to visit Southampton for both evening entertainment (46% compared to 36%) and retail and shopping (54% compared to 41%).
	<ul style="list-style-type: none"> Women who were studying were more likely to stay on campus for their evening entertainment than men who were studying (40% vs. 30%).

Communication

To explore young people’s interaction with the council, all residents were asked if they had contacted the council over a particular issue/query in the last 12 months. Figure 27 below shows that almost a third (31%) had contacted the Council, with 87% of those satisfied that the Council listened to their issue or query.

Figure 27: Communication with Winchester City Council

Base: 505



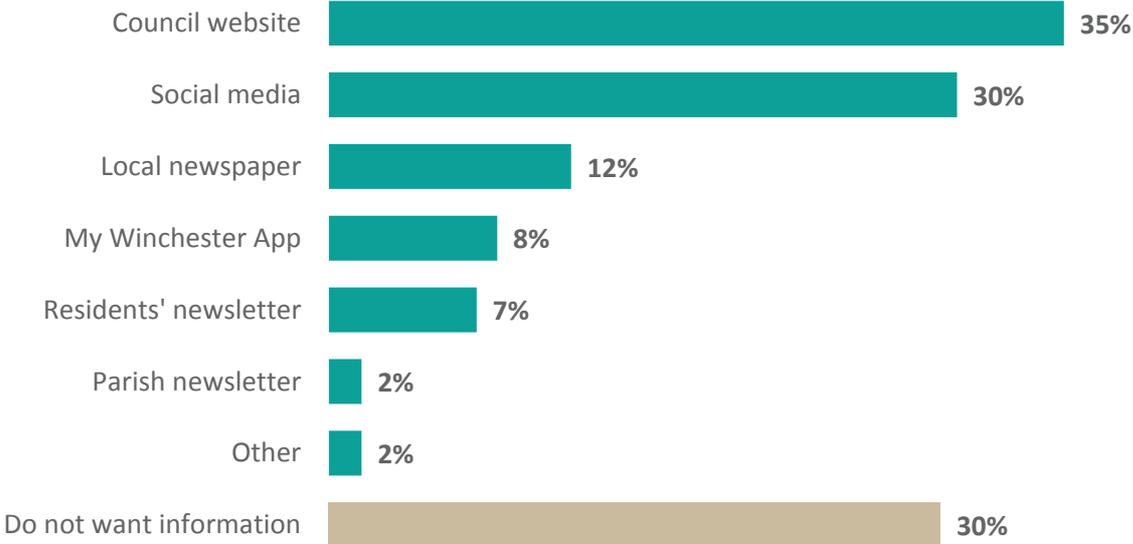
Sub-group analysis shows there are significant variations by student status and length of time living in the district:

	<ul style="list-style-type: none"> Non-students were more likely to have contacted the Council in the last 12 months (43% compared to 23%).
	<ul style="list-style-type: none"> Residents that have lived in Winchester for less than a year were less likely to have made contact with the Council (14% compared to 42% for those living in Winchester between 1 and 5 years and 36% for those 5 years or more).

Residents were also asked how they would like to receive news and events information from the council in the future. Three out of ten (30%) stated that they did not want information, whilst 35% favoured the Council’s website and 30% preferred social media.

Figure 28: Preferred communication channel from Winchester District Council

Base: 505



Sub-group analysis shows there are significant variations by student status and length of time living in the district:

	<ul style="list-style-type: none"> Non-students were more likely to want to receive information through the Council website (47% compared to 28%), whilst students were more likely to not want to receive information (40% compared to 12%).
	<ul style="list-style-type: none"> Residents that have lived in Winchester for 5 years or more were more likely to prefer receiving information through the Council’s website (49%) than those living in the district for less than a year (31%) or between 1 and 5 years (29%).

Comments

All residents were given the opportunity to add any comments that they had about the council. A total of 141 valid comments were left, which have been grouped into themes (Table 3). Young residents' responses could have contained more than one theme.

Table 3: Comments about the council

Theme	Count	%
The district is boring/ better facilities and activities are needed	30	21%
Expensive	21	15%
Parking issues/ improvements needed	18	13%
Roads/ pavements/ cycling improvements needed	13	9%
Housing (e.g. more affordable housing)	12	9%
Negative comments about the Council	11	8%
Enjoy living in Winchester	11	8%
Other	10	7%
Transport issues/ improvements needed	9	6%
Positive comments about the council	7	5%
More business/ job opportunities needed	5	4%
More awareness and/or promotion of the district is needed	4	3%
Waste and recycling	3	2%

Summary

Residents' survey

The results from this survey, undertaken at the beginning of 2019 are extremely important to the Council and provide an evidence based approach to the understanding of the views and opinions of our residents that will be used to support the decision making process and inform the priorities that will be included in the next Council Strategy starting in 2020.

Residents recorded high levels of satisfaction with their local area and the way that services are run. The Council is committed to ensuring that these scores are maintained and will be looking at ways in the future to improve them.

Headlines

- There is a very high level of satisfaction among Winchester district residents with their local area as a place to live,
- Residents felt that access to the countryside, parks and open green spaces made the local area a great place to live. Residents also liked the connectivity to other areas outside the district,
- There was also a high level of satisfaction with the way that the Council runs services and residents agree that the Council is doing a good job. Residents also thought that the Council has a positive impact in the local community,
- A high proportion of residents agreed with the four priorities included in the current Council Strategy.
- Residents also agreed that the Council was easy to contact and 77% said that it responded quickly.
- Residents felt the availability of affordable housing needed to be improved to enable more people to either buy or rent their own home. Improvements to public transport to get around the district and activities for young people were also considered important priorities for the Council.

The district as a place to live

The residents of the Winchester district responded to the survey with a very high score of 95% for their satisfaction with the local area as a place to live. These results are well above the regional average score of 80% for this measure and endorses Winchester often being named as one of the best places to live in the UK.

Residents like the ruralness of the district with its access to the countryside, parks and open green spaces and these are the reasons that make the local area a great place to live.

Residents referred to the availability of good road and rail connectivity to locations outside the district as well as the cleanliness of the area.

Winchester is judged to be one of the most expensive areas to live in the UK and for this reason residents would like to see more affordable housing provided, enabling residents to either buy or rent their own home. Although the city centre and the immediate surrounding area is well served by public transport, residents felt that there should be improvements to public transport provision for the rural villages and market towns. Residents also felt that the Council should focus on providing more activities for children and young people.

Residents thought that if money was available for their local area, they would like this invested in an activity centre or play area for young people or to provide better public (more so for younger resident and women) and community transport (more so for older people and residents living in more rural areas).

The Council

Residents expressed a high level of satisfaction with the way the council runs its services (79% satisfied), which is much higher than the regional average score of 65%. The Council works hard to ensure that it provides excellent and affordable services to all its customers and has recently started transformation programme to improve performance, time savings and better customer experience for all those people who use our services.

Around two thirds (65%) of residents agreed that the council provided value for money, whilst a quarter (25%) didn't have any real feelings on the matter. This score however is significantly above the regional indicator (47%).

The Council provides a number of different ways that it can be contacted and a high proportion of residents agreed the council was easy to contact. Residents also felt that the Council is doing a good job and made a positive impact in the local community.

What services are important to residents?

Services that were most important to residents were; bin collections, recycling & street cleaning, followed by community safety and then environmental & health services.

Residents valued advice & support for business and tourism services less so, as this was rated as the least important service. This was followed by advice & support for those on benefits and housing services.

As age increased, so did the importance of bin, recycling and street cleaning services, followed by environmental & health services. The younger age groups were more likely to value services such as; provision of sports & leisure facilities and housing services. All age groups valued parking and community safety equally.

The focus of the Council Strategy

Most residents (88%) supported the focus of the key four priority areas included in the Council Strategy namely; the economy, health, the environment and housing.

Exploring the importance of a number of projects the council is considering; residents felt that increasing the type/capacity of recycling collected as most important. This was followed by making sure grants were available for local community groups.

Some residents also provided suggestions on what other areas the council's strategy should focus on and included road maintenance and traffic flow management.

How residents move around the district

The majority (89%) of residents said they visited Winchester City Centre. Those that did either visited on a weekly (39%) basis, a few times a year (25%), once a month (21%) or every day (15%). With the older resident and people living in more rural areas being less likely to visit.

The main reason for visiting the city was to do retail shopping, followed by visiting cafes / restaurants, food shopping or just for a trip out. Residents were more likely to travel to the city centre by car (specifically those aged between 35-64), by walking or by bus (especially the older 65+ and younger 18-34 age groups).

Residents felt that providing a better selection of affordable retail shops, information regarding the availability of car parking and providing more activities for young people would encourage them to visit more than they already do.

Communications

Lastly, residents were asked how they would like to receive council communications about news and events. Receiving information via a residents' newsletter (more so for the older generation) and the Council website (more so for the younger generation) were most commonly mentioned.

Chatterbox survey

Drivers for staying / leaving Winchester

Just under half of the students interviewed said didn't intend to pursue a career or study in Winchester. When asked why, the lack of opportunities (49%) was most commonly mentioned. Of those that did intend to stay in Winchester (27%), when asked why 60% said they enjoy living in the area.

The 18-24 years olds who weren't studying but were working where asked why they work in the area. Two thirds (64%) said it was because they live here, and the job is close to home. Residents who were either working in or were looking for work in the district were asked if they intended to stay in Winchester for the foreseeable future. Almost two thirds (64%) said they did, of those that didn't intend to stay, when asked why; the most common responses were the cost of renting/buying a home it too high or they want to expand their career elsewhere.

How young people perceive living in Winchester

Around two thirds (73%) of young people think that living in Winchester is good/very good, whilst 24% said it was fair. Non-students rated living in Winchester more highly than students, and those that had been living in Winchester for a longer period of time were more likely to rate it highly.

What's great and what needs improving?

Young people felt their local area is a great place to live as they feel safe walking home at night, there are low crime levels, good access to open spaces and parks and then the place is kept clean and tidy. They did feel that the council needs to improve the availability of affordable housing and renting options, the selection of retail shops and good, cheap, reliable public transport which is well connected to places like the city centre, Southampton and Reading.

Communications

Around a third (31%) of young people had contacted the council in the last 12 months, and 87% said that the council listened to their query / issue. Non-students were far more likely to have contacted the council compared to those studying.

Young people were more likely to want future communications about news and events in electronic format such as via the council website or social media. In addition, 30% of young people said they didn't want any information, the latter was more likely to be students.

Appendix A: Questionnaire

Appendix B: Ward summaries

Appendix C: Data tables

Appendix A: Questionnaires

18082 - Winchester residents survey

Good morning/afternoon, my name is _____ [SHOW ID BADGE] and I work for M·E·L Research [SHOW AUTH LETTER]. I am doing a survey on behalf of Winchester City Council. The Council wants to understand how satisfied residents are with the services they provide and what they need to focus on in the future. Can you spare 15 minutes to go through some questions please?

This survey is being carried out by M.E.L Research, an independent research company. Information you provide will only be used for research purposes and you will not be personally identifiable in any analysis or reports. M.E.L Research works to the code of conduct of the Market Research Society. We will hold all information securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

To make sure we are hearing from a wide range of people we'd like to ask some questions about you. These questions are optional but answering them will help us better understand what people tell us.

Q1 What age band do you fall in? [SHOWCARD A]

- | | | | |
|-------|-------------------------|-------------------|-------------------------|
| 18-24 | <input type="radio"/> 1 | 55-64 | <input type="radio"/> 5 |
| 25-34 | <input type="radio"/> 2 | 65-84 | <input type="radio"/> 6 |
| 35-44 | <input type="radio"/> 3 | 85+ | <input type="radio"/> 7 |
| 45-54 | <input type="radio"/> 4 | Prefer not to say | <input type="radio"/> 8 |

Q2 Can I just check, have you recently taken part in a young persons' survey? [ONLY ASKED IF THEY SELECT 18-24 IN Q1]

- Yes - [THANKS AND CLOSE] No Not sure

Section 1: Your district council

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15 – 20 minutes walking distance from your home.

Q3 Overall, how satisfied or dissatisfied are you with your local area as a place to live?

- Very satisfied
 Fairly satisfied
 Neither satisfied nor dissatisfied
 Fairly dissatisfied
 Very dissatisfied
 Don't know [DON'T READ OUT]

The next two questions ask about Winchester City Council and the range of services that they provide to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Winchester City Council provides. We would like your general opinions.

Q4 Overall, how satisfied or dissatisfied are you with the way Winchester City Council runs things?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know (DON'T READ OUT)

Q5 To what extent do you agree or disagree that Winchester City Council provides value for money?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know [DON'T READ OUT]

Q6 To what extent do you agree that the following applies to Winchester City Council...[TICK ALL THAT APPLY] - [SHOWCARD C] So starting with...

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know [DR]
1- Responds to complaints promptly	<input type="radio"/>				
2- Is doing a good job	<input type="radio"/>				
3- Involves residents when making decisions	<input type="radio"/>				
4- Is easy to contact	<input type="radio"/>				
5- Responds quickly when you ask them for help	<input type="radio"/>				
6- Makes a positive impact in my community	<input type="radio"/>				

Q7a From this list, please could you select the top 3 most important services to you personally. [SHOWCARD D]

- Advice & support for those on benefits e.g. support, exemptions 01
- Housing services e.g. housing advice, management of council housing 02
- Community safety e.g. dealing with anti-social behaviour, reducing crime 03
- Public forums & consultations e.g. info on council projects & opportunities to comment 04
- Bin collections, recycling & street cleaning services 05
- Parking e.g. residents' parking, park & ride, enforcement 06
- Planning management e.g. building inspections, planning applications, enforcement & advice 07
- Environmental & health services e.g. fly tipping, pest control & food safety 08
- Tourism services e.g. info on events & activities 09
- Historic environment services e.g. management of historical sites and monuments 10
- Providing grants to local communities & groups 11
- Licensing services e.g. taxis, private hire vehicles, entertainment licenses 12
- Advice & support for businesses 13
- Provision of sports & leisure facilities 14
- Maintaining and providing public open spaces and toilets 15

Q7b From the same list, please could you also select the 3 least important services to you personally - [SHOWCARD D]

- Advice & support for those on benefits e.g. support, exemptions 01
- Housing services e.g. housing advice, management of council housing 02
- Community safety e.g. dealing with anti-social behaviour, reducing crime 03
- Public forums & consultations e.g. info on council projects & opportunities to comment 04
- Bin collections, recycling & street cleaning services 05
- Parking e.g. residents' parking, park & ride, enforcement 06
- Planning management e.g. building inspections, planning applications, enforcement & advice 07
- Environmental & health services e.g. fly tipping, pest control & food safety 08
- Tourism services e.g. info on events & activities 09
- Historic environment services e.g. management of historical sites and monuments 10
- Providing grants to local communities & groups 11
- Licensing services e.g. taxis, private hire vehicles, entertainment licenses 12
- Advice & support for businesses 13
- Provision of sports & leisure facilities 14
- Maintaining and providing public open spaces and toilets 15

Q8 Which of the following makes Winchester District a great place to live? [TICK ALL THAT APPLY] - [SHOWCARD E]

- Access to parks, countryside and open green space 01
- Public transport around district 02
- Selection of retail shops close to where I live 03
- Selection of food shops close to where I live 04
- Connectivity to locations outside of the district e.g. London, Southampton, Reading 05
- Job opportunities close to where I live 06
- Activities for children and young people 07
- Availability of affordable housing 08
- Sports and leisure facilities 09
- Access to events and activities in my local community 10
- Air quality 11
- Cleanliness of open spaces and road side surfaces 12
- Something else, **please specify** 13

Q9 Which of the following would you say needs improving in Winchester District. [TICK ALL THAT APPLY] [SHOWCARD E]

- Access to parks, countryside and open green space 01
- Public transport around district 02
- Selection of retail shops close to where I live 03
- Selection of food shops close to where I live 04
- Connectivity to locations outside of the district e.g. London, Southampton, Reading 05
- Job opportunities close to where I live 06
- Activities for children and young people 07
- Availability of affordable housing 08
- Sports and leisure facilities 09
- Access to events and activities in my local community 10
- Air quality 11
- Cleanliness of open spaces and road side surfaces 12
- Something else, **please specify** 13
- Nothing - happy as it is [exclusive] 14

Q10 If your community won a £100,000 lottery prize for your local area, what would you like the money invested in? [SHOWCARD F] - [TICK ONE ONLY]

- An activity centre for young people / play area 01
- Better public transport / community transport 02
- An activity or social club for the elderly 03
- Incentivise a mix of retailers and food shops to move into your local area 04
- Support businesses within Winchester District to generate good jobs for your local community 05
- To regenerate a run down building / area 06
- Make improvement to local wildlife & green spaces e.g. wildlife sanctuary or a habitat haven for local wildlife 07
- Allotment space 08
- Improved walking and cycling paths 09
- Improve air quality e.g. smoke free zone, reduce congestion 10
- Other, please specify below 11

Section 2: Moving around Winchester District

Q11 How often do you normally visit Winchester City centre? [TICK ONE ONLY]

- I never visit the city centre [GO TO Q14]
- A few times a year [GO TO Q12]
- Once a month [GO TO Q12]
- Every week [GO TO Q12]
- Every day [GO TO Q12]
- Prefer not to say [GO TO Q14]

Q12 From the following list, what are your reasons for visiting the City centre? [SHOWCARD G] - [TICK ALL THAT APPLY]

- Retail shopping 01
- Food shopping 02
- To visit a café / restaurant 03
- To play sport / leisure activities 04
- For evening entertainment 05
- For work 06
- As part of a commute 07
- To visit the Council about an issue 08
- To visit a particular service (e.g. hospital, doctor, dentist etc) 09
- To visit a heritage attraction 10
- Just for a trip out 11
- Something else, **please specify** 12

Q13 How do you normally travel to the City centre? [TICK ONE ONLY]

- Car
- Taxi
- Walk
- Bus, including Park & Ride
- Motorbike / moped
- Get dropped off by friends/family
- Train
- Bicycle

Q14 Is there anything that would encourage you to visit the city centre more than you currently do? [DO NOT PROMPT] [TICK ALL THAT APPLY]

- Nothing, happy as it is
- No, as it just isn't convenient for me
- No, as I don't like the city centre
- Better selection of retail shops
- Better selection of entertainment venues **[please specify below]**
- More activities for young people
- Better evening entertainment
- Availability of car parking
- More frequent Park & Ride bus services
- More information on what is happening in the city
- Other, **please specify**

What type of entertainment venues would you like?

Q15 [SHOWCARD H] We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to to do these? [TICK ALL THAT APPLY]

	Bishop's Waltham	Alresford	Denmead	Wickham	Whiteley	Other, please specify	I don't do this activity
Retail shopping	<input type="checkbox"/>						
Food shopping	<input type="checkbox"/>						
Restaurants / cafes	<input type="checkbox"/>						
To play sport / leisure activities	<input type="checkbox"/>						
For evening entertainment e.g. movies, theatre, bars	<input type="checkbox"/>						
For work	<input type="checkbox"/>						

Q16 You selected other for the following, please specify each:

Other [Retail]	<input type="text"/>
Other [food shopping]	<input type="text"/>
Other [Restaurants / cafes]	<input type="text"/>
Other [To play sport / leisure activities]	<input type="text"/>
Other [For evening entertainment]	<input type="text"/>
Other [For work]	<input type="text"/>

Section 3: Communications

Q17 How do you wish to receive news and events information for Winchester City Council in the future? [TICK ALL THAT APPLY]

- | | |
|--|---|
| <input type="checkbox"/> Council website | <input type="checkbox"/> My Winchester App |
| <input type="checkbox"/> Residents' newsletter | <input type="checkbox"/> Council offices |
| <input type="checkbox"/> Local newspaper | <input type="checkbox"/> Don't want information |
| <input type="checkbox"/> Parish newsletter | <input type="checkbox"/> Other, please specify |
| <input type="checkbox"/> Social media | |

Q18 The Council's strategy has four key priorities, which are regarding our economy, health, environment and housing. Generally, do you agree that the Council should focus on these areas?

- Yes
- No
- Don't know

Q19 If not, what should the Council's priorities be?

Q20 As part of this strategy the council has a number of projects. Please could you tell me how important these are to you? So start with...[SHOWCARD I]

	Very important	Fairly important	Not so important	Not at all important	Don't know [DR]
1- Delivering 600 affordable homes by 2020.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2- Redeveloping the central Winchester area into a mixed use, pedestrian friendly area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3- Redeveloping the area around Winchester train station, providing quality office space for jobs, and a pedestrian friendly zone for commuters and residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4- Increase the type/capacity of recycling to be collected from your home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5- Sensibly investing in commercial property to help deliver local services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6- Ensuring grants are available for a number of local community organisations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7- Making our services available online 24 hours a day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 What other projects could the Council focus on to make the district a better place to live?

Q22 Can I please take your postcode? This will not be passed back to the Council. [INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE]

We want to make sure that we get feedback from residents living in both rural and urban areas of the district, so providing your full postcode will help us make sure we do this.

Q23 Which of the following best describes your current working status? [SHOWCARD B]

- | | | | |
|-------------------------------|-------------------------|------------------------------|-------------------------|
| Employed (full or part time) | <input type="radio"/> 1 | Long term sick | <input type="radio"/> 6 |
| Self-employed | <input type="radio"/> 2 | Retired | <input type="radio"/> 7 |
| Unemployed | <input type="radio"/> 3 | Other, please specify | <input type="radio"/> 8 |
| Student | <input type="radio"/> 4 | Prefer not to say | <input type="radio"/> 9 |
| Looking after the family/home | <input type="radio"/> 5 | | |

Q24 As part of our quality checking process, some of the people who answered the survey will be selected at random to answer a few quick questions. Could I please take either your email address - you will be sent a quick online form or telephone number - where someone will call you if necessary? This will not be passed to anyone else.

- Yes No

Yes - email [hand over to resident to complete]

Yes - telephone number?

Can I take your **name** as well please?

Q25 Do you have anyone aged 18-24 in the home that is willing to take part in a Young Person's Survey?

- Yes - [ASK IF THEY ARE AVAILABLE, if so, COMPLETE CHATTERBOX SURVEY]
 No - Okay thank you

This is all the questions. Thank you for your time.

If you would like more information about who we are and how we use the information you've provided including your privacy rights and right to withdraw your consent at any time please visit our privacy policy [Interviewer to signpost to web address: melresearch.co.uk/page/privacypolicy].

Q26 Interviewer to code gender:

- Female Male

18082 - Chatterbox Survey

Good morning/afternoon, my name is _____ [SHOW ID BADGE] and I work for M·E·L Research. I am doing a survey on behalf of Winchester City Council [SHOW AUTH LETTER]. The Council wants to make sure that they listen to young people, they therefore want to gather views about how young people feel about living in the district.

By taking part, M·E·L Research will enter you into a prize draw for a chance to win one of three prizes, 1st prize of £150, 2nd prize of £100 and 3rd prize of £50 in Amazon shopping vouchers! Do you have 5 mins to spare?

Q1 **Are you aged between 18 and 24?**

- Yes - can you spare 5 minutes to go through some questions please? Thanks...
- No - Thanks, we are only looking to speak to people aged between 18-24

Q2 **Can I just check, have you recently taken part in a residents' survey?**

- Yes - [THANK AND CLOSE] No Don't know

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To make sure we are hearing from a wide range of people we would like to ask some questions about you. These questions are optional but answering them will help us better understand what people tell us.

Q3 **Are you a student** [*In full or part time education, including individuals who are taking a year out for a placement year. This does not include individuals who are apprentices or interns*] **or non-student** [*works full or part time or is seeking employment who is not in full or part time education. This includes apprentices and interns*]

- Student [WILL ANSWER SECTION 1]
- Non-student [WILL ANSWER SECTION 2]
- Prefer not to say [WILL ANSWER SECTION 2]

Q4 How long have you been living in Winchester District?

- Less than 6 months
- At least 1 year
- 1 to 3 years
- 3 to 5 years
- 5 to 10 years
- More than 10 years
- Prefer not to say

Section 1: Students

Q5 Where are you currently studying? [PLEASE TICK ONLY ONE]

- University of Winchester
- Winchester School of Arts (Southampton University)
- Peter Symonds College
- Sparsholt College
- Study outside the District
- Other, please specify
- Prefer not to say

Q6 Where do you normally go for your... [TICK ALL THAT APPLY]

	Stay on campus	Winchester City Centre	Southampton	Portsmouth	London	Eastleigh	Reading	Basingstoke	I don't to this	Other, please specify
Evening entertainment	<input type="checkbox"/>									
Retail / shopping	<input type="checkbox"/>									

Q7 What are the top 3 things that make your local area a great place to live? [DO NOT PROMPT]

- | | |
|---|---|
| <input type="checkbox"/> Convenient location for University/College/Work | <input type="checkbox"/> Lots of venues for concerts, gigs & festivals |
| <input type="checkbox"/> Good open spaces and parks | <input type="checkbox"/> Great cafes and nightlife |
| <input type="checkbox"/> Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading | <input type="checkbox"/> Super fast broadband |
| <input type="checkbox"/> Feeling like you live in a strong community | <input type="checkbox"/> Always something to see and do |
| <input type="checkbox"/> Good selection of retail shops nearby | <input type="checkbox"/> Affordable housing and renting options |
| <input type="checkbox"/> Busy restaurant and bar scene | <input type="checkbox"/> Good healthcare |
| <input type="checkbox"/> Feeling safe walking home at night | <input type="checkbox"/> Low crime levels |
| <input type="checkbox"/> Feeling like your voice is heard when you have something to say | <input type="checkbox"/> The place is kept clean and tidy |
| <input type="checkbox"/> Access to affordable sport & leisure clubs | <input type="checkbox"/> Somewhere to park / good access to Park & Ride |
| | <input type="checkbox"/> Other, please specify below |

Q8 What are the top 3 things that are in most need of improvement in your local area? [DO NOT PROMPT]

- | | |
|---|---|
| <input type="checkbox"/> Convenient location for University/College/Work | <input type="checkbox"/> Lots of venues for concerts, gigs & festivals |
| <input type="checkbox"/> Good open spaces and parks | <input type="checkbox"/> Great cafes and nightlife |
| <input type="checkbox"/> Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading | <input type="checkbox"/> Super fast broadband |
| <input type="checkbox"/> Feeling like you live in a strong community | <input type="checkbox"/> Always something to see and do |
| <input type="checkbox"/> Good selection of retail shops nearby | <input type="checkbox"/> Affordable housing and renting options |
| <input type="checkbox"/> Busy restaurant and bar scene | <input type="checkbox"/> Good healthcare |
| <input type="checkbox"/> Feeling safe walking home at night | <input type="checkbox"/> Low crime levels |
| <input type="checkbox"/> Feeling like your voice is heard when you have something to say | <input type="checkbox"/> The place is kept clean and tidy |
| <input type="checkbox"/> Access to affordable sport & leisure clubs | <input type="checkbox"/> Somewhere to park / good access to Park & Ride |
| | <input type="checkbox"/> Other, please specify below |

Q9 Do you think you will start a career or pursue further study in Winchester District?

- Yes [GO TO Q10]
 No [GO TO Q11]
 Don't know [GO TO Q19]

Q10 **Why do you wish to start a career or pursue further study in Winchester District?**

- Enjoy living in the District
- There are good career opportunities here
- Have family or other connections within Winchester District
- Ideal employer is based here
- Lack of opportunity elsewhere
- Other, **please specify below**

Q11 **Why do you not wish to start a career or pursue further study in Winchester District?**

- Lack of opportunities in the District
- The cost of renting / buying a home is too high
- Ideal employer / sector is based elsewhere
- Personal reasons e.g. family elsewhere
- Don't like living in Winchester District
- Want to start somewhere new
- Other, **please specify**

Section 2: Non-students

Q12 **Which best describes you? - [SHOWCARD A] - [TICK ONE ONLY]**

- I work in Winchester District - **[GO TO Q13]**
- I work outside Winchester District - **[GO TO Q16]**
- I am not currently working but I am looking for work in Winchester District - **[GO TO Q13]**
- I am not working e.g. looking after the home, long term sick etc - **[GO TO Q16]**
- Prefer not to say - **[GO TO Q16]**

Q13 **Why did you choose to / want to work in Winchester District?**

- I live here and the job is close to home
- There are good career opportunities here
- I have family or other connections here
- Lack of opportunity elsewhere
- Other, **please specify**

Q14 Do you think you will continue to stay in Winchester District for the foreseeable future?

- Yes [GO TO Q16]
- No [GO TO Q15]
- Don't know [GO TO Q15]

Q15 Why do you say this?

- I want to expand my career elsewhere
- Lack of opportunities here
- Seeking a career change elsewhere
- The cost of renting / buying a home it too high
- Employer is based elsewhere
- Personal reasons e.g. family based elsewhere
- Don't like living or working here
- Other, please specify

Q16 Where do you normally go for your... [TICK ALL THAT APPLY]

	Winchester City Centre	Southampton	Portsmouth	London	Eastleigh	Reading	Basingstoke	I don't to this	Other, please specify
Evening entertainment	<input type="checkbox"/>								
Retail / shopping	<input type="checkbox"/>								

Q17 **What are the top 3 things that make your local area a great place to live? [[DO NOT PROMPT]**

- | | |
|---|---|
| <input type="checkbox"/> Convenient location for University/College/Work | <input type="checkbox"/> Lots of venues for concerts, gigs & festivals |
| <input type="checkbox"/> Good open spaces and parks | <input type="checkbox"/> Great cafes and nightlife |
| <input type="checkbox"/> Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading | <input type="checkbox"/> Super fast broadband |
| <input type="checkbox"/> Feeling like you live in a strong community | <input type="checkbox"/> Always something to see and do |
| <input type="checkbox"/> Good selection of retail shops nearby | <input type="checkbox"/> Affordable housing and renting options |
| <input type="checkbox"/> Busy restaurant and bar scene | <input type="checkbox"/> Good healthcare |
| <input type="checkbox"/> Feeling safe walking home at night | <input type="checkbox"/> Low crime levels |
| <input type="checkbox"/> Feeling like your voice is heard when you have something to say | <input type="checkbox"/> The place is kept clean and tidy |
| <input type="checkbox"/> Access to affordable sport & leisure clubs | <input type="checkbox"/> Somewhere to park / good access to Park & Ride |
| | <input type="checkbox"/> Other, please specify |

Q18 **What are the top 3 things that are in most need of improvement in your local area? [DO NOT PROMPT]**

- | | |
|---|---|
| <input type="checkbox"/> Convenient location for University/College/Work | <input type="checkbox"/> Lots of venues for concerts, gigs & festivals |
| <input type="checkbox"/> Good open spaces and parks | <input type="checkbox"/> Great cafes and nightlife |
| <input type="checkbox"/> Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading | <input type="checkbox"/> Super fast broadband |
| <input type="checkbox"/> Feeling like you live in a strong community | <input type="checkbox"/> Always something to see and do |
| <input type="checkbox"/> Good selection of retail shops nearby | <input type="checkbox"/> Affordable housing and renting options |
| <input type="checkbox"/> Busy restaurant and bar scene | <input type="checkbox"/> Good healthcare |
| <input type="checkbox"/> Feeling safe walking home at night | <input type="checkbox"/> Low crime levels |
| <input type="checkbox"/> Feeling like your voice is heard when you have something to say | <input type="checkbox"/> The place is kept clean and tidy |
| <input type="checkbox"/> Access to affordable sport & leisure clubs | <input type="checkbox"/> Somewhere to park / good access to Park & Ride |
| | <input type="checkbox"/> Other, please specify |

Q19 Overall, how would you rate living in Winchester?

- Very good
- Good
- Fair
- Poor
- Very poor
- Don't know [DO NOT READ OUT]

Q20 Why do you say this - [FOR THOSE WHO SELECT POOR OR VERY POOR]

Q21 Have you ever had to contact Winchester City Council over a particular issue / query in the last year?

- Yes [GO TO Q22]
- No [GO TO Q23]

Q22 Did you feel that Winchester City Council listened to your issue / query?

- Yes
- No
- Don't know

Q23 How do you wish to receive news and events information for Winchester District Council in the future? [TICK ALL THAT APPLY]

- Council website
- Residents' newsletter
- Local newspaper
- Parish newsletter
- Social media
- My Winchester App
- Council offices
- Don't want information
- Other, please specify

Q24 Do you have any comments you would like to add about Winchester District Council?

Q25 Can I please take your Winchester postcode? This will not be passed back to the Council.
[INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE]

If unsure i.e. lives on campus - ask what University they go to and write in

Q26 As part of our quality checking process, some of the people who answered the survey will be selected at random to answer a few quick questions. Could I please take either your email address - you will be sent a quick online form or telephone number - where someone will call you if necessary? This will not be passed to anyone else.

Yes No

Yes - email [hand over to resident to complete]

Yes - telephone number?

Can I take your name as well please?

Q27 Do you want to be entered in to the prize draw for a chance to win one of three prizes, 1st prize of £150, 2nd prize of £100 and 3rd prize of £50 in Amazon shopping vouchers?

Yes No

Q28 Please can we have your email address? We will email the lucky winners after the survey has closed. (The list of winners can also be obtained from M-E-L Research)?

This is all the questions. Thank you for your time.

If you would like more information about who we are and how we use the information you've provided including your privacy rights and right to withdraw your consent at any time please visit our privacy policy [Interviewer to signpost to web address: melresearch.co.uk/page/privacypolicy].

Appendix B: Ward summaries

Click on the ward to navigate to the relevant summary:

- [Alresford & Itchen Valley](#)
- [Badger Farm & Oliver's Battery](#)
- [Bishop's Waltham](#)
- [Central Meon Valley](#)
- [Colden Common & Twyford](#)
- [Denmead](#)
- [St. Barnabas](#)
- [St. Bartholomew](#)
- [St. Luke](#)
- [St. Michael](#)
- [St. Paul](#)
- [Southwick & Wickham](#)
- [The Worthys](#)
- [Upper Meon Valley](#)
- [Whiteley & Shedfield](#)
- [Wonston & Micheldever](#)



RESIDENTS' SURVEY 2019

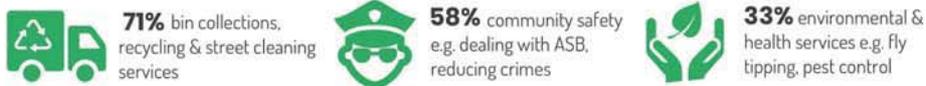
WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



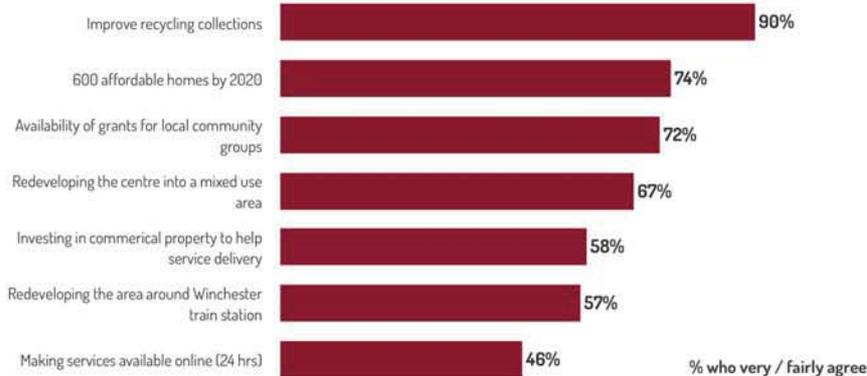
Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



83% agreed with the Council's strategic key priorities



COMMUNICATION



BADGER FARM & OLIVER'S BATTERY RESIDENTS' SURVEY 2019

WE SPOKE TO – 103 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



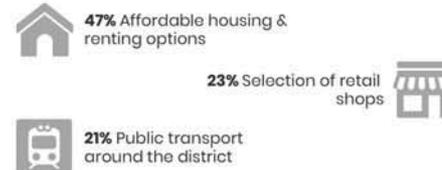
MOST IMPORTANT SERVICES...



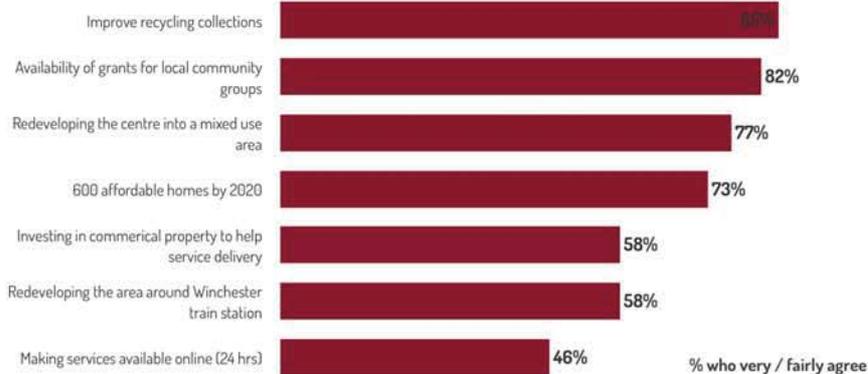
Top 3 things that make the local area a great place to live:



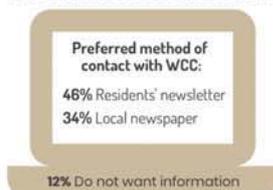
Top 3 things that are most in need of improvement:



87% agreed with the Council's strategic key priorities



COMMUNICATION

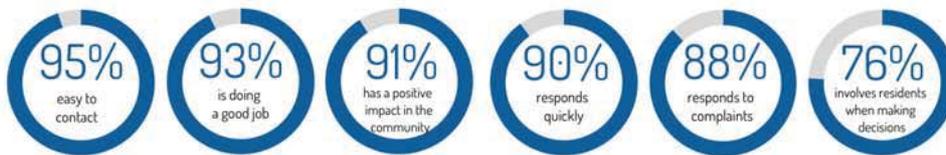


RESIDENTS' SURVEY 2019

WE SPOKE TO – 101 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



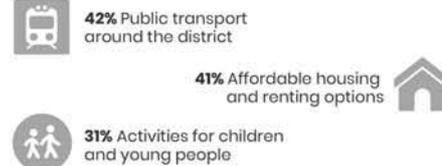
MOST IMPORTANT SERVICES...



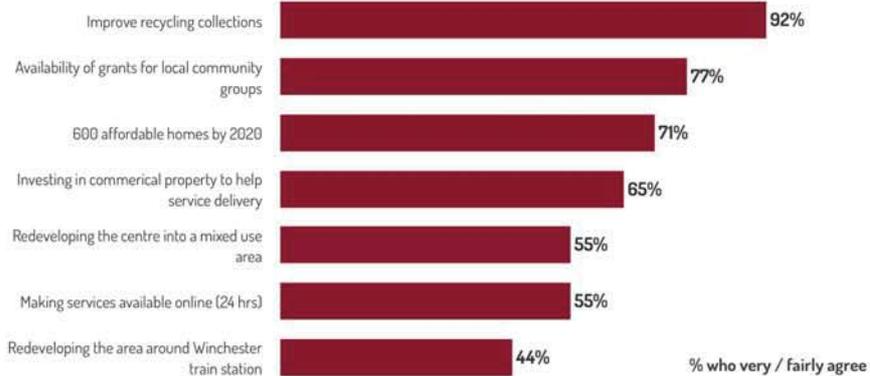
Top 3 things that make the local area a great place to live:



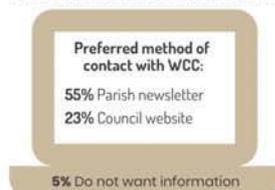
Top 3 things that are most in need of improvement:



92% agreed with the Council's strategic key priorities



COMMUNICATION



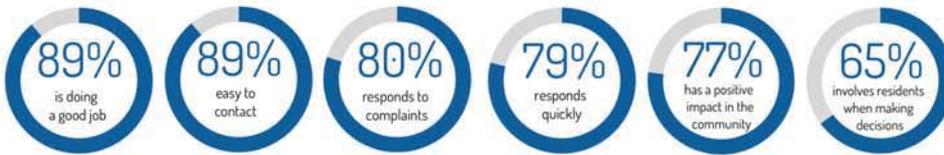


RESIDENTS' SURVEY 2019

WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



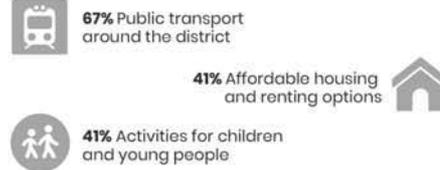
MOST IMPORTANT SERVICES...



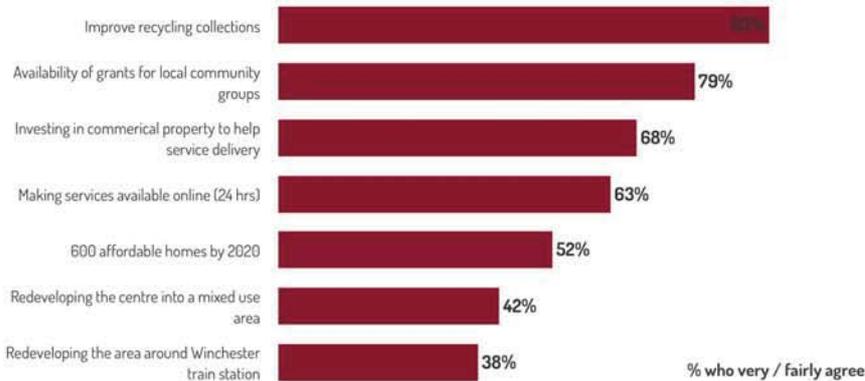
Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



90% agreed with the Council's strategic key priorities



COMMUNICATION



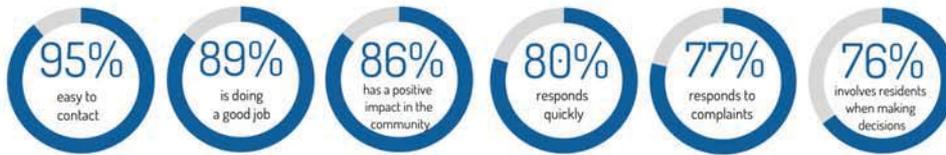


RESIDENTS' SURVEY 2019

WE SPOKE TO – 103 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



Top 3 things that make the local area a great place to live:



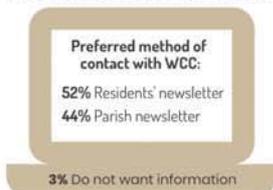
Top 3 things that are most in need of improvement:



98% agreed with the Council's strategic key priorities



COMMUNICATION



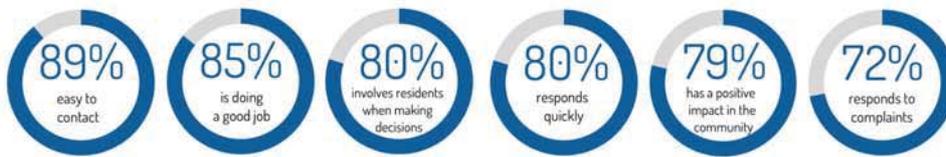


RESIDENTS' SURVEY 2019

WE SPOKE TO – 105 RESIDENTS, OF WHICH:



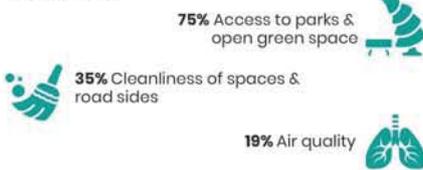
RESIDENTS AGREE THE COUNCIL...



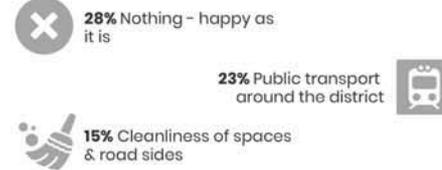
MOST IMPORTANT SERVICES...



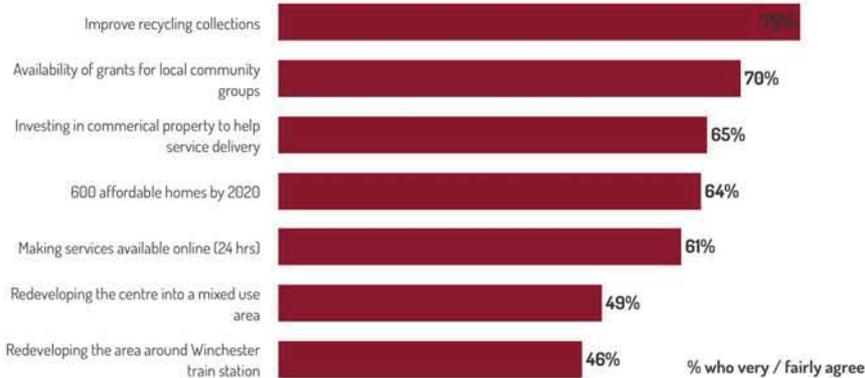
Top 3 things that make the local area a great place to live:



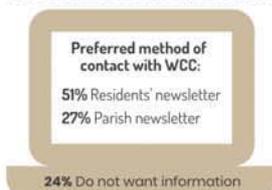
Top 3 things that are most in need of improvement:



91% agreed with the Council's strategic key priorities



COMMUNICATION





WE SPOKE TO – 100 RESIDENTS, OF WHICH:



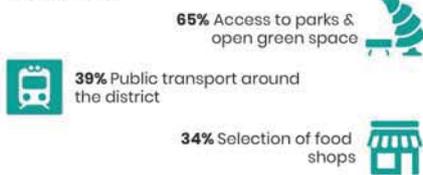
RESIDENTS AGREE THE COUNCIL...



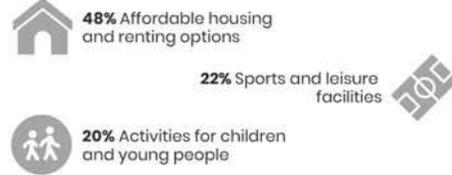
MOST IMPORTANT SERVICES...



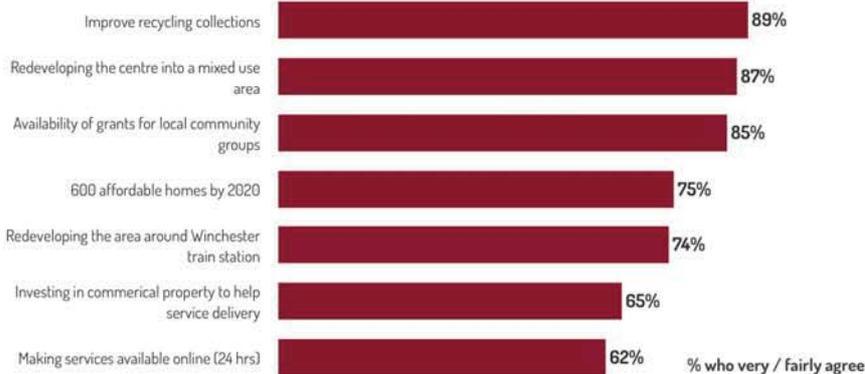
Top 3 things that make the local area a great place to live:



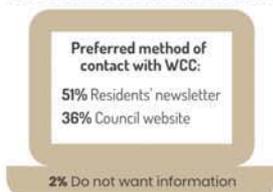
Top 3 things that are most in need of improvement:



87% agreed with the Council's strategic key priorities



COMMUNICATION



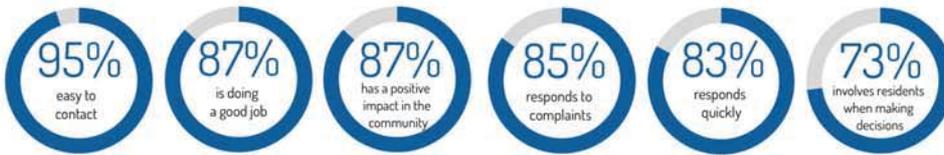


ST. BARTHOLOMEW RESIDENTS' SURVEY 2019

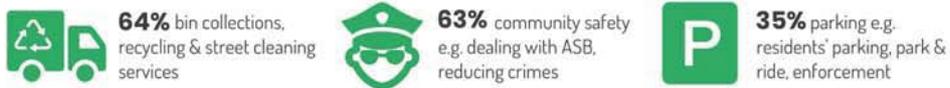
WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



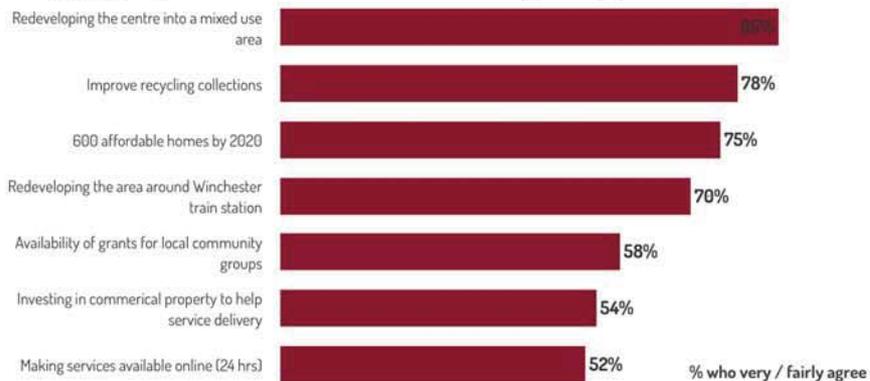
Top 3 things that make the local area a great place to live:



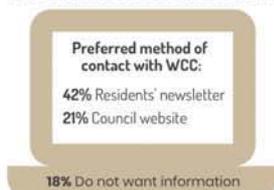
Top 3 things that are most in need of improvement:



76% agreed with the Council's strategic key priorities



COMMUNICATION

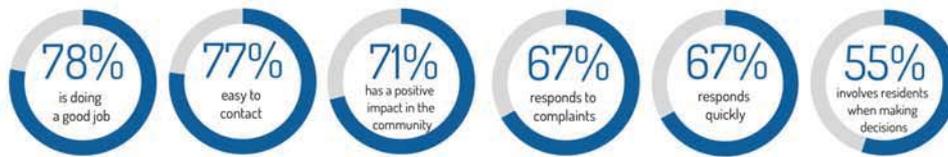


RESIDENTS' SURVEY 2019

WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



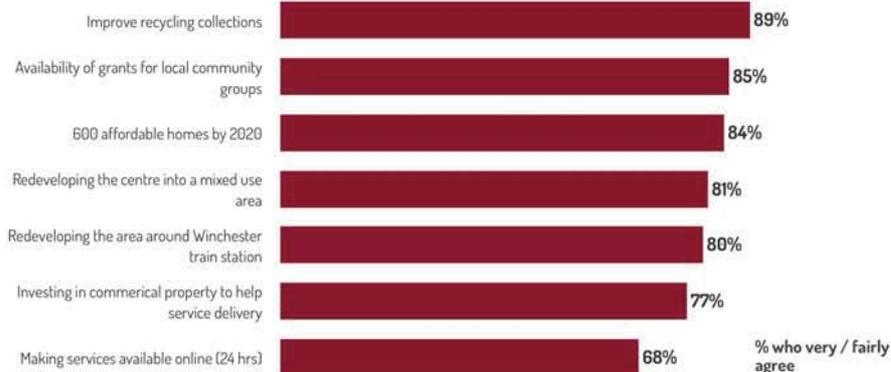
Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



95% agreed with the Council's strategic key priorities



COMMUNICATION



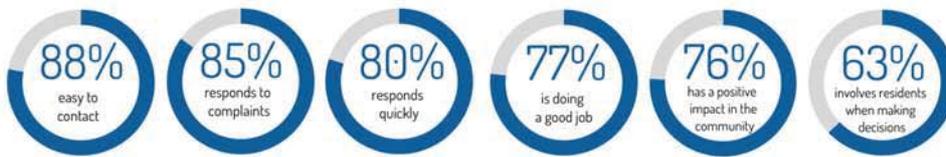
ST. MICHAEL

RESIDENTS' SURVEY 2019

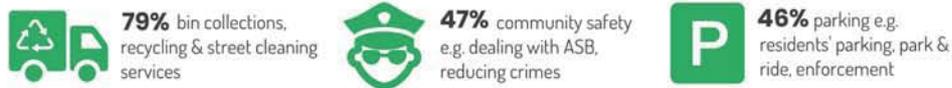
WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



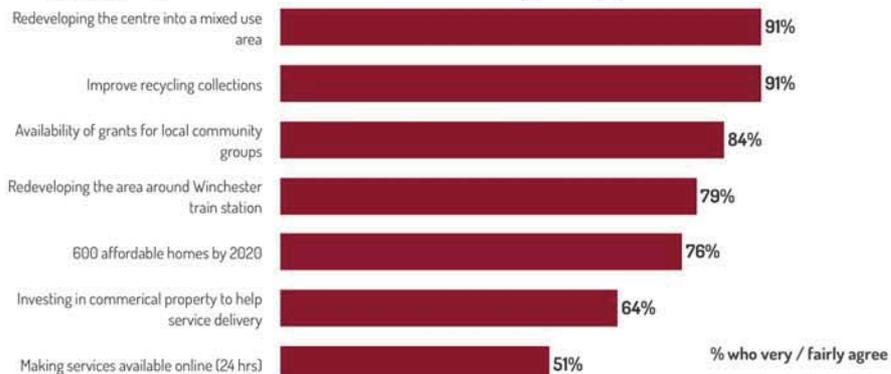
Top 3 things that make the local area a great place to live:



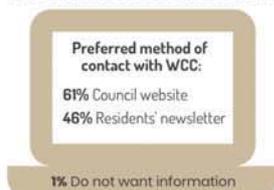
Top 3 things that are most in need of improvement:



96% agreed with the Council's strategic key priorities



COMMUNICATION

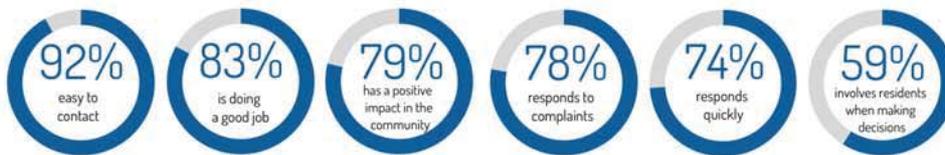


RESIDENTS' SURVEY 2019

WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



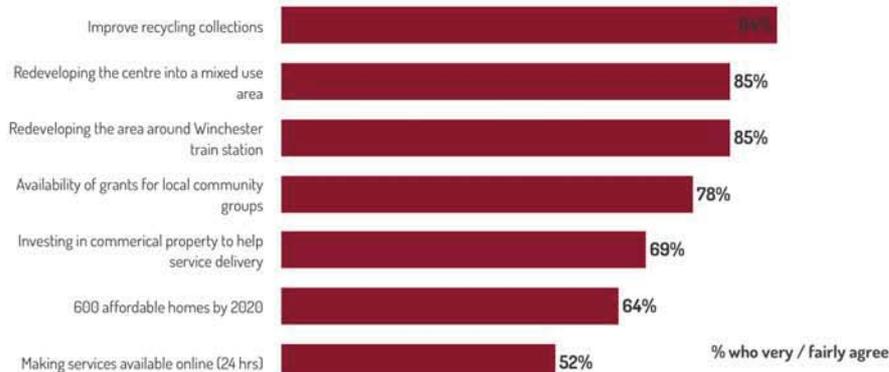
Top 3 things that make the local area a great place to live:



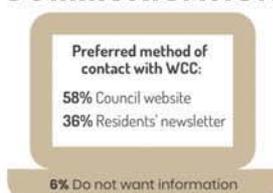
Top 3 things that are most in need of improvement:



91% agreed with the Council's strategic key priorities



COMMUNICATION



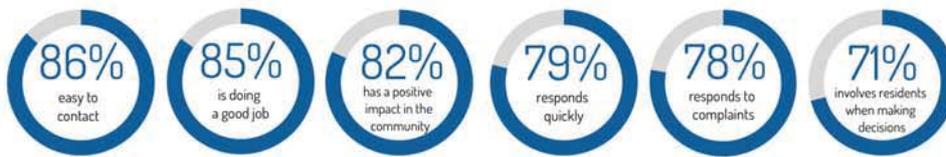


RESIDENTS' SURVEY 2019

WE SPOKE TO – 104 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



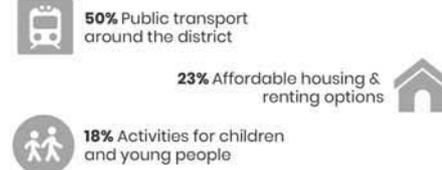
MOST IMPORTANT SERVICES...



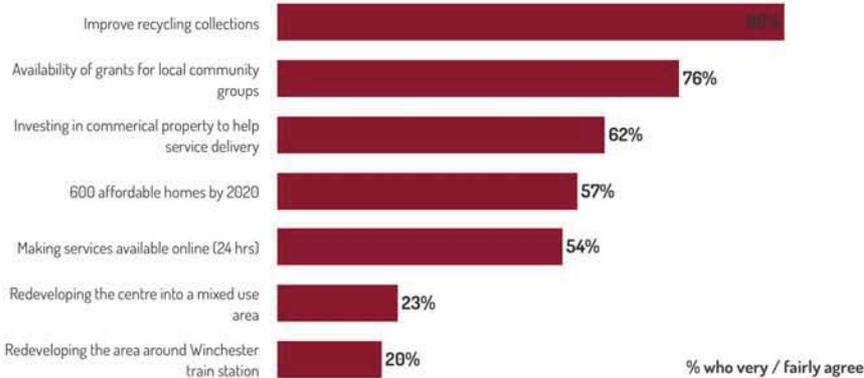
Top 3 things that make the local area a great place to live:



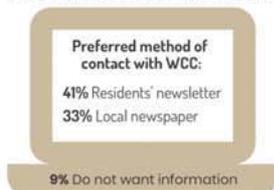
Top 3 things that are most in need of improvement:



77% agreed with the Council's strategic key priorities



COMMUNICATION





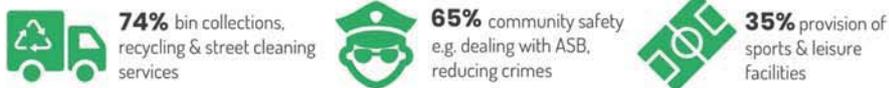
WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



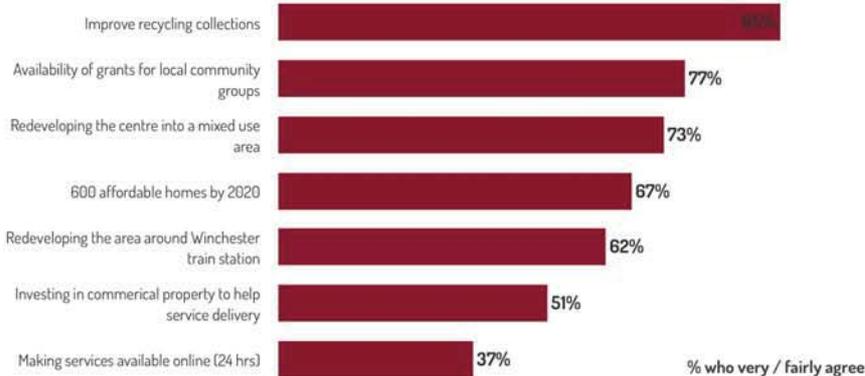
Top 3 things that make the local area a great place to live:



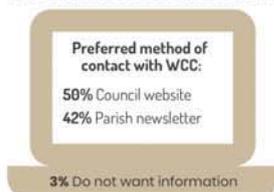
Top 3 things that are most in need of improvement:



89% agreed with the Council's strategic key priorities



COMMUNICATION

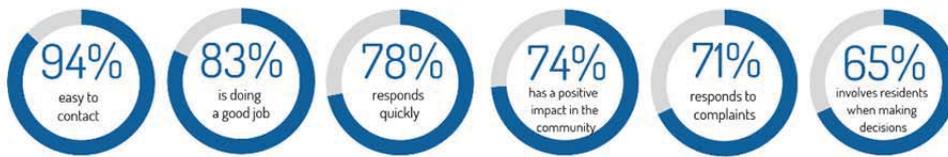


RESIDENTS' SURVEY 2019

WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



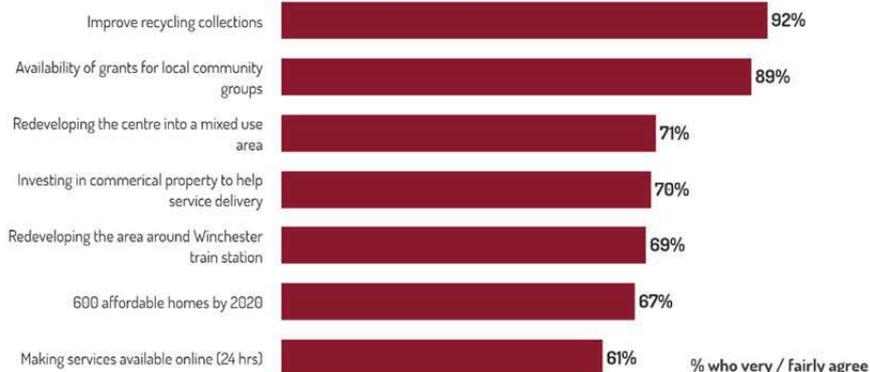
Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



95% agreed with the Council's strategic key priorities



COMMUNICATION

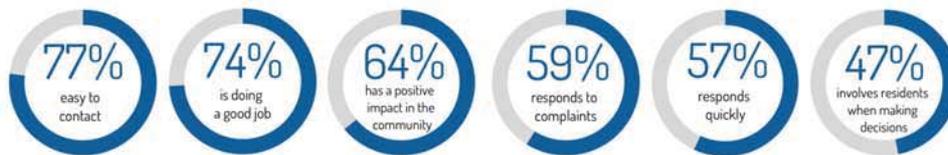


RESIDENTS' SURVEY 2019

WE SPOKE TO – 100 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



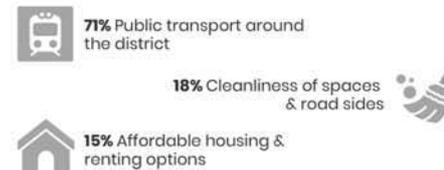
MOST IMPORTANT SERVICES...



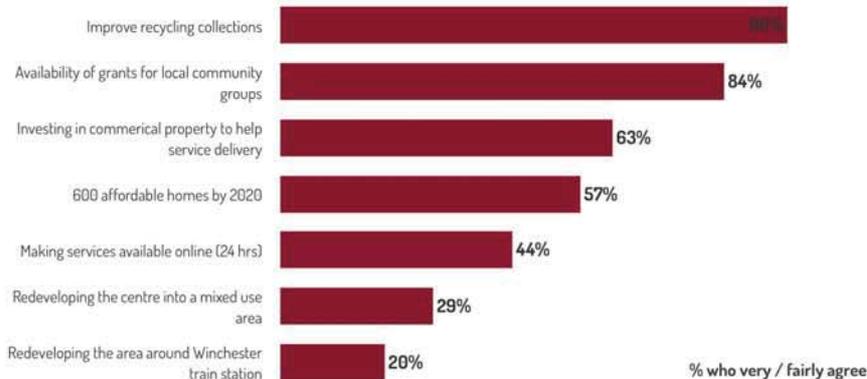
Top 3 things that make the local area a great place to live:



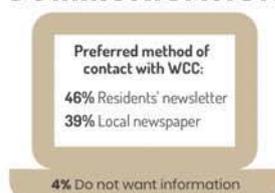
Top 3 things that are most in need of improvement:



75% agreed with the Council's strategic key priorities



COMMUNICATION



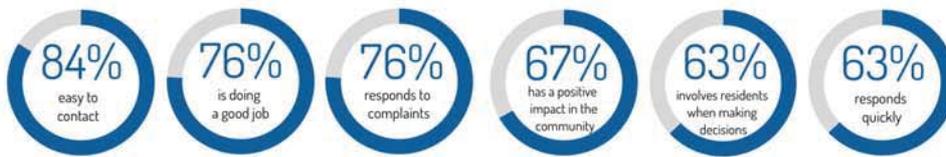


RESIDENTS' SURVEY 2019

WE SPOKE TO – 101 RESIDENTS, OF WHICH:



RESIDENTS AGREE THE COUNCIL...



MOST IMPORTANT SERVICES...



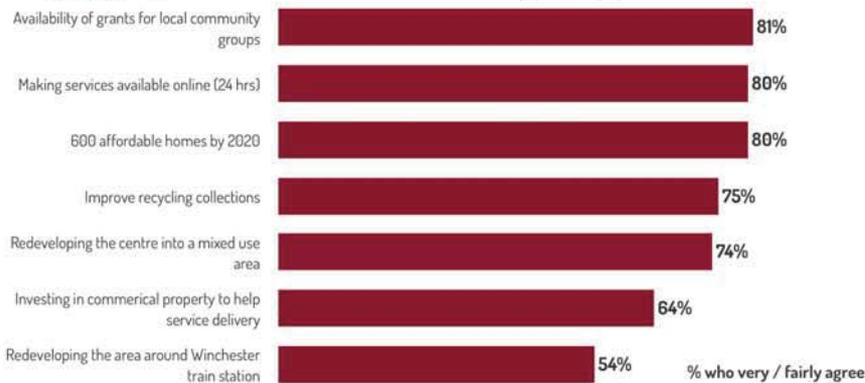
Top 3 things that make the local area a great place to live:



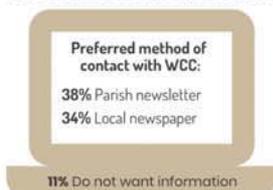
Top 3 things that are most in need of improvement:



90% agreed with the Council's strategic key priorities



COMMUNICATION



Appendix C: Data tables

1. Residents' survey

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

	Overall	
	Count	%
Very satisfied	917	57%
Fairly satisfied	611	38%
Neither satisfied nor dissatisfied	36	2%
Fairly dissatisfied	39	2%
Very dissatisfied	14	1%
Base:	1617	

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

	Overall	
	Count	%
Very satisfied	343	22%
Fairly satisfied	916	57%
Neither satisfied nor dissatisfied	221	14%
Fairly dissatisfied	91	6%
Very dissatisfied	24	2%
Base:	1595	

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

	Overall	
	Count	%
Strongly agree	218	14%
Tend to agree	798	51%
Neither agree nor disagree	384	25%
Tend to disagree	141	9%
Strongly disagree	28	2%
Base:	1569	

To what extent do you agree that the following applies to Winchester City Council... Responds to complaints promptly

	Overall	
	Count	%
Strongly agree	250	22%
Tend to agree	637	56%
Tend to disagree	188	17%
Strongly disagree	57	5%
Base:	1132	

To what extent do you agree that the following applies to Winchester City Council... Is doing a good job

	Overall	
	Count	%
Strongly agree	347	23%
Tend to agree	965	63%
Tend to disagree	188	12%
Strongly disagree	45	3%
Base:	1545	

To what extent do you agree that the following applies to Winchester City Council... Involves residents when making decisions

	Overall	
	Count	%
Strongly agree	230	17%
Tend to agree	698	52%
Tend to disagree	323	24%
Strongly disagree	104	8%
Base:	1355	

To what extent do you agree that the following applies to Winchester City Council... Is easy to contact

	Overall	
	Count	%
Strongly agree	543	37%
Tend to agree	760	52%
Tend to disagree	125	9%
Strongly disagree	41	3%
Base:	1469	

To what extent do you agree that the following applies to Winchester City Council... Responds quickly when you ask them for help

	Overall	
	Count	%
Strongly agree	271	23%
Tend to agree	660	55%
Tend to disagree	219	18%
Strongly disagree	55	5%
Base:	1205	

To what extent do you agree that the following applies to Winchester City Council... Makes a positive impact in my community

	Overall	
	Count	%
Strongly agree	296	20%
Tend to agree	867	60%
Tend to disagree	232	16%
Strongly disagree	57	4%
Base:	1452	

From this list, please could you select the top 3 most important services to you personally.

	Overall	
	Count	%
Bin collections, recycling & street cleaning services	1168	72%
Community safety e.g. dealing with anti-social behaviour, reducing crime	746	46%
Environmental & health services e.g. fly tipping, pest control & food safety	535	33%
Parking e.g. residents' parking, park & ride, enforcement	446	28%
Provision of sports & leisure facilities	334	21%
Maintaining and providing public open spaces and toilets	309	19%
Housing services e.g. housing advice, management of council housing	295	18%
Planning management e.g. building inspections, planning applications, enforcement & advice	275	17%
Advice & support for those on benefits e.g. support, exemptions	147	9%
Public forums & consultations e.g. info on council projects & opportunities to comment	143	9%
Historic environment services e.g. management of historical sites and monuments	122	8%
Providing grants to local communities & groups	112	7%
Tourism services e.g. info on events & activities	42	3%
Advice & support for businesses	41	3%
Licensing services e.g. taxis, private hire vehicles, entertainment licenses	36	2%
Base:	1618	

From the same list, please could you also select the 3 least important services to you personally.

	Overall	
	Count	%
Advice & support for businesses	681	42%
Tourism services e.g. info on events & activities	676	42%
Advice & support for those on benefits e.g. support, exemptions	638	39%
Licensing services e.g. taxis, private hire vehicles, entertainment licenses	503	31%
Housing services e.g. housing advice, management of council housing	415	26%
Public forums & consultations e.g. info on council projects & opportunities to comment	308	19%
Historic environment services e.g. management of historical sites and monuments	267	17%
Planning management e.g. building inspections, planning applications, enforcement & advice	263	16%
Parking e.g. residents' parking, park & ride, enforcement	219	14%
Providing grants to local communities & groups	195	12%
Maintaining and providing public open spaces and toilets	184	11%
Provision of sports & leisure facilities	156	10%
Community safety e.g. dealing with anti-social behaviour, reducing crime	47	3%
Environmental & health services e.g. fly tipping, pest control & food safety	38	2%
Bin collections, recycling & street cleaning services	30	2%
Base:	1618	

Which of the following makes Winchester District a great place to live?

	Overall	
	Count	%
Access to parks, countryside and open green space	1257	78%
Connectivity to locations outside of the district e.g. London, Southampton, Reading	679	42%
Cleanliness of open spaces and road side surfaces	644	40%
Air quality	612	38%
Selection of food shops close to where I live	454	28%
Selection of retail shops close to where I live	398	25%
Access to events and activities in my local community	385	24%
Public transport around district	355	22%
Activities for children and young people	326	20%
Sports and leisure facilities	320	20%
Job opportunities close to where I live	161	10%
Availability of affordable housing	120	7%
Something else	51	3%
It's small / peaceful	17	1%
Schools / education	16	1%
The people / community	13	1%
The history / architecture	11	1%
Base:	1618	

Which of the following would you say needs improving in Winchester District?

	Overall	
	Count	%
Availability of affordable housing	637	39%
Public transport around district	613	38%
Activities for children and young people	426	26%
Job opportunities close to where I live	366	23%
Selection of retail shops close to where I live	353	22%
Cleanliness of open spaces and road side surfaces	348	22%
Sports and leisure facilities	328	20%
Selection of food shops close to where I live	282	17%
Nothing - happy as it is	176	11%
Air quality	171	11%
Access to events and activities in my local community	132	8%
Something else	103	6%
Connectivity to locations outside of the district e.g. London, Southampton, Reading	100	6%
Parking	62	4%
Access to parks, countryside and open green space	55	3%
Bin collections / recycling	32	2%
Traffic management	25	2%
Speeding	16	1%
Cycle paths	11	1%
Parking enforcement	10	1%
Public toilets	2	0%
Base:	1618	

If your community won a £100,000 lottery prize for your local area, what would you like the money invested in?

	Overall	
	Count	%
An activity centre for young people / play area	368	23%
Better public transport / community transport	275	17%
An activity or social club for the elderly	148	9%
Make improvement to local wildlife & green spaces e.g. wildlife sanctuary or a habitat haven for local wildlife	142	9%
Incentivise a mix of retailers and food shops to move into your local area	133	8%
Support businesses within Winchester District to generate good jobs for your local community	133	8%
Improved walking and cycling paths	133	8%
To regenerate a run-down building / area	93	6%
Improve air quality e.g. smoke free zone, reduce congestion	80	5%
Other	44	3%
Allotment space	21	1%
Improve roads	16	1%
Improve / more parking	16	1%
Tackle speeding / improve road safety	9	1%
Improve housing provision	7	0%
Base:	1618	

How often do you normally visit Winchester City centre?

	Overall	
	Count	%
I never visit the city centre	173	11%
A few times a year	367	23%
Once a month	300	19%
Every week	562	35%
Every day	211	13%
Base:	1613	

From the list, what are your main reasons for visiting the city centre?

	Overall	
	Count	%
Retail shopping	1008	70%
To visit a café / restaurant	752	52%
Food shopping	619	43%
Just for a trip out	609	42%
To visit a particular service (e.g. hospital, doctor, dentist etc)	544	38%
For evening entertainment	466	32%
To play sport / leisure activities	295	21%
To visit a heritage attraction	169	12%
For work	164	11%
As part of a commute	110	8%
To visit the Council about an issue	61	4%
Something else	27	2%
Visiting friends / family	8	1%
School / University	4	0%
Base:	1440	

How do you normally travel to the city centre?

	Overall	
	Count	%
Car	791	55%
Walk	299	21%
Bus, including Park & Ride	277	19%
Bicycle	25	2%
Get dropped off by friends/family	24	2%
Taxi	11	1%
Motorbike / moped	8	1%
Train	5	0%
Base:	1440	

Is there anything that would encourage you to visit the city centre more than you currently do?

	Overall	
	Count	%
Nothing, happy as it is	594	37%
Better selection of retail shops	459	28%
Availability of car parking	282	17%
More activities for young people	156	10%
Better evening entertainment	142	9%
No, as it just isn't convenient for me	135	8%
More frequent Park & Ride bus services	113	7%
Other	76	5%
More information on what is happening in the city	69	4%
Better selection of entertainment venues	51	3%
Cheaper parking	42	3%
Better / more frequent public transport	34	2%
Better traffic management / reduce congestion	34	2%
No, as I don't like the city centre	23	1%
Cycle paths / facilities	23	1%
Improve support for homeless people / Homelessness services	6	0%
More designated pedestrian areas	6	0%
Base:	1618	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... Retail shopping

	Overall	
	Count	%
Bishop's Waltham	104	7%
Alresford	95	6%
Denmead	27	2%
Wickham	82	5%
Whiteley	284	18%
Other	40	3%
I don't visit market towns to do this	1330	84%
Base:	1582	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... Food shopping

	Overall	
	Count	%
Bishop's Waltham	186	12%
Alresford	105	7%
Denmead	51	3%
Wickham	113	7%
Whiteley	170	11%
Other	61	4%
I don't visit market towns to do this	1226	79%
Base:	1559	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... Restaurants / cafes

	Overall	
	Count	%
Bishop's Waltham	182	13%
Alresford	135	9%
Denmead	36	3%
Wickham	136	10%
Whiteley	173	12%
Other	40	3%
I don't visit market towns to do this	1396	97%
Base:	1436	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... To play sport / leisure activities

	Overall	
	Count	%
Bishop's Waltham	66	7%
Alresford	56	6%
Denmead	19	2%
Wickham	18	2%
Whiteley	77	8%
Other	35	4%
I don't visit market towns to do this	788	79%
Base:	1002	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... For evening entertainment e.g. movies, theatre, bars

	Overall	
	Count	%
Bishop's Waltham	44	4%
Alresford	44	4%
Denmead	16	1%
Wickham	40	3%
Whiteley	140	11%
Other	21	2%
I don't visit market towns to do this	1063	84%
Base:	1261	

We have other market towns in our district, here are a list of activities, please could you tell me which market town you go to do to these?... For work

	Overall	
	Count	%
Bishop's Waltham	41	5%
Alresford	59	7%
Denmead	12	1%
Wickham	18	2%
Whiteley	28	3%
Other	29	3%
I don't visit market towns to do this	738	82%
Base:	906	

How do you wish to receive news and events information for Winchester City Council in the future?

	Overall	
	Count	%
Council website	599	37%
Residents' newsletter	614	38%
Local newspaper	452	28%
Parish newsletter	365	23%
Social media	133	8%
My Winchester App	142	9%
Council offices	7	0%
Don't want information	125	8%
Other	9	1%
Email	89	6%
Post e.g. leaflets, letters	74	5%
Base:	1618	

The Council's strategy has four key priorities, which are regarding our economy, health, environment and housing. Generally, do you agree that the Council should focus on these areas?

Overall

	Count	%
Yes	1428	88%
No	54	3%
Don't know	136	8%
Base:	1618	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Delivering 600 affordable homes by 2020.

	Overall	
	Count	%
Very important	647	41%
Fairly important	452	28%
Not so important	338	21%
Not at all important	161	10%
Base:	1598	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Redeveloping the central Winchester area into a mixed use, pedestrian friendly area.

	Overall	
	Count	%
Very important	449	28%
Fairly important	603	38%
Not so important	366	23%
Not at all important	165	10%
Base:	1583	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Redeveloping the area around Winchester train station, providing quality office space for jobs, and a pedestrian friendly zone for commuters and residents.

	Overall	
	Count	%
Very important	349	22%
Fairly important	562	36%
Not so important	469	30%
Not at all important	191	12%
Base:	1571	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Increase the type/capacity of recycling to be collected from your home.

	Overall	
	Count	%
Very important	943	59%

Fairly important	492	31%
Not so important	132	8%
Not at all important	37	2%
Base:	1604	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Sensibly investing in commercial property to help deliver local services

	Overall	
	Count	%
Very important	357	23%
Fairly important	651	42%
Not so important	441	28%
Not at all important	110	7%
Base:	1559	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Ensuring grants are available for a number of local community organisations

	Overall	
	Count	%
Very important	538	34%
Fairly important	707	45%
Not so important	265	17%
Not at all important	65	4%
Base:	1575	

As part of this strategy the Council has a number of projects. Please could you tell me how important these are to you?... Making our services available online 24 hours a day

	Overall	
	Count	%
Very important	346	22%
Fairly important	509	32%
Not so important	504	32%
Not at all important	224	14%
Base:	1583	

Which of the following best describes your current working status?

	Overall	
	Count	%
Employed (full or part time)	698	43%
Self-employed	156	10%
Unemployed	36	2%

Student	86	5%
Looking after the family/home	104	6%
Long term sick	27	2%
Retired	492	31%
Other	14	1%
Base:	1613	

Gender

	Overall	
	Count	%
Female	806	50%
Male	812	50%
Base:	1618	

Age group

	Overall	
	Count	%
18-24	194	12%
25-34	193	12%
35-44	249	15%
45-54	274	17%
55-64	242	15%
65+	465	29%
Base:	1617	

2. Chatterbox survey

Are you a student? [In full or part time education, including individuals who are taking a year out for a placement year. This does not include individuals who are apprentices or interns] or non-student [works full or part time or is seeking employment who is not in full or part time education. This includes apprentices and interns]

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Student	307	61%	307	100%	0	0%
Non-student	197	39%	0	0%	197	100%
Base:	504		307		197	

How long have you been living in Winchester District?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Less than 6 months	123	25%	111	36%	12	6%
At least 1 year	50	10%	37	12%	13	7%
1 to 3 years	142	28%	113	37%	29	15%
3 to 5 years	46	9%	22	7%	24	12%
5 to 10 years	42	8%	4	1%	38	20%
More than 10 years	96	19%	18	6%	78	40%
Base:	499		305		194	

Where are you currently studying?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
University of Winchester	227	75%	227	75%	0	0%
Winchester School of Arts (Southampton University)	55	18%	55	18%	0	0%
Peter Symonds College	4	1%	4	1%	0	0%
Sparsholt College	4	1%	4	1%	0	0%
Study outside the District	7	2%	7	2%	0	0%
Other	7	2%	7	2%	0	0%
Base:	304		304		0	

Do you think you will start a career or pursue further study in Winchester District?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Yes	83	27%	83	27%	0	0%
No	145	47%	145	47%	0	0%
Don't know	79	26%	79	26%	0	0%
Base:	307		307		0	

Why do you wish to start a career or pursue further study in Winchester District?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Enjoy living in the District	50	60%	50	60%	0	0%
There are good career opportunities here	14	17%	14	17%	0	0%
Have family or other connections within Winchester District	7	8%	7	8%	0	0%
Ideal employer is based here	1	1%	1	1%	0	0%
Lack of opportunity elsewhere	0	0%	0	0%	0	0%
Other	4	5%	4	5%	0	0%
Affordable higher education	3	4%	3	4%	0	0%
Convenient to stay / home is too far to travel back	4	5%	4	5%	0	0%
Base:	83		83		0	

Why do you not wish to start a career or pursue further study in Winchester District?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Lack of opportunities in the District	71	49%	71	49%	0	0%
The cost of renting / buying a home it too high	20	14%	20	14%	0	0%
Ideal employer / sector is based elsewhere	8	6%	8	6%	0	0%
Personal reasons e.g. family elsewhere	19	13%	19	13%	0	0%
Don't like living in Winchester District	4	3%	4	3%	0	0%
Want to start somewhere new	18	12%	18	12%	0	0%
Other	5	3%	5	3%	0	0%
Base:	145		145		0	

Which best describes you?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
I work in Winchester District	122	63%	0	0%	122	63%
I work outside Winchester District	37	19%	0	0%	37	19%
I am not currently working but I am looking for work in Winchester District	22	11%	0	0%	22	11%
I am not working e.g. looking after the home, long term sick etc.	14	7%	0	0%	14	7%
Other	0	0%	0	0%	0	0%
Base:	195		0		195	

Why did you choose to / want to work in Winchester District?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
I live here and the job is close to home	91	64%	0	0%	91	64%

There are good career opportunities here	13	9%	0	0%	13	9%
I have family or other connections here	30	21%	0	0%	30	21%
Lack of opportunity elsewhere	2	1%	0	0%	2	1%
Other	6	4%	0	0%	6	4%
Base:	142		0		142	

Do you think you will continue to stay in Winchester District for the foreseeable future?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Yes	91	64%	0	0%	91	64%
No	39	27%	0	0%	39	27%
Don't know	12	8%	0	0%	12	8%
Base:	142		0		142	

Why do you say this?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
I want to expand my career elsewhere	12	24%	0	0%	12	24%
Lack of opportunities here	8	16%	0	0%	8	16%
Seeking a career change elsewhere	4	8%	0	0%	4	8%
The cost of renting / buying a home it too high	19	37%	0	0%	19	37%
Employer is based elsewhere	0	0%	0	0%	0	0%
Personal reasons e.g. family based elsewhere	6	12%	0	0%	6	12%
Don't like living or working here	1	2%	0	0%	1	2%
Other	1	2%	0	0%	1	2%
Base:	51		0		51	

Overall, how would you rate living in Winchester?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Very good	131	26%	72	24%	59	30%
Good	238	47%	138	45%	100	51%
Fair	119	24%	87	28%	32	16%
Poor	14	3%	9	3%	5	3%
Very poor	1	0%	0	0%	1	1%
Base:	503		306		197	

Have you ever had to contact Winchester City Council over a particular issue / query in the last year?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Yes	157	31%	72	23%	85	43%
No	347	69%	235	77%	112	57%
Base:	504		307		197	

Did you feel that Winchester City Council listened to your issue / query?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Yes	132	87%	65	92%	67	83%
No	20	13%	6	8%	14	17%
Base:	152		71		81	

How do you wish to receive news and events information for Winchester District Council in the future?

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Council website	179	36%	84	27%	95	48%
Residents' newsletter	36	7%	13	4%	23	12%
Local newspaper	59	12%	19	6%	40	20%
Parish newsletter	8	2%	7	2%	1	1%
Social media	153	30%	75	24%	78	40%
My Winchester App	41	8%	18	6%	23	12%
Council offices	2	0%	1	0%	1	1%
Don't want information	148	29%	124	40%	24	12%
Other	8	2%	5	2%	3	2%
Base:	634		346		288	

What are the top 3 things that make your local area a great place to live? [COMBINED]

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Convenient location for University/College/Work	84	17%	47	15%	37	19%
Good open spaces and parks	104	21%	51	17%	53	27%

Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading	82	16%	40	13%	42	21%
Feeling like you live in a strong community	95	19%	60	20%	35	18%
Good selection of retail shops nearby	78	15%	51	17%	27	14%
Busy restaurant and bar scene	71	14%	37	12%	34	17%
Feeling safe walking home at night	222	44%	152	50%	70	36%
Feeling like your voice is heard when you have something to say	2	0%	0	0%	2	1%
Access to affordable sport & leisure clubs	36	7%	12	4%	24	12%
Lots of venues for concerts, gigs & festivals	12	2%	3	1%	9	5%
Great cafes and nightlife	57	11%	28	9%	29	15%
Super-fast broadband	9	2%	4	1%	5	3%
Always something to see and do	38	8%	22	7%	16	8%
Affordable housing and renting options	32	6%	19	6%	13	7%
Good healthcare	56	11%	27	9%	29	15%
Low crime levels	175	35%	109	36%	66	34%
The place is kept clean and tidy	104	21%	57	19%	47	24%
Somewhere to park / good access to Park & Ride	9	2%	2	1%	7	4%
Other	48	10%	22	7%	26	13%
Historical sites	25	5%	20	7%	5	3%
Small / everything is walking distance / quiet	64	13%	51	17%	13	7%
Generally nice / pretty	21	4%	21	7%	0	0%
Base:	504		307		197	

What are the top 3 things that are in most need of improvement in your local area? [COMBINED]

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Convenient location for University/College/Work	8	2%	4	1%	4	2%
Good open spaces and parks	22	4%	11	4%	11	6%
Good, cheap and reliable public transport which is well connected to places like the City of Winchester, Southampton and Reading	135	27%	86	28%	49	25%
Feeling like you live in a strong community	23	5%	15	5%	8	4%

Good selection of retail shops nearby	229	45%	151	49%	78	40%
Busy restaurant and bar scene	33	7%	21	7%	12	6%
Feeling safe walking home at night	23	5%	14	5%	9	5%
Feeling like your voice is heard when you have something to say	9	2%	5	2%	4	2%
Access to affordable sport & leisure clubs	67	13%	44	14%	23	12%
Lots of venues for concerts, gigs & festivals	77	15%	47	15%	30	15%
Great cafes and nightlife	79	16%	61	20%	18	9%
Super-fast broadband	19	4%	8	3%	11	6%
Always something to see and do	45	9%	30	10%	15	8%
Affordable housing and renting options	244	48%	137	45%	107	54%
Good healthcare	10	2%	6	2%	4	2%
Low crime levels	10	2%	4	1%	6	3%
The place is kept clean and tidy	18	4%	8	3%	10	5%
Somewhere to park / good access to Park & Ride	55	11%	25	8%	30	15%
Other	72	14%	41	13%	31	16%
Job opportunities	11	2%	6	2%	5	3%
Student friendly e.g. student housing / cheaper restaurants	7	1%	7	2%	0	0%
Roads and potholes	7	1%	0	0%	7	4%
Base:	504		307		197	

Where do you normally go for your... Evening entertainment [COMBINED]

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Stay on campus	174	35%	174	57%	0	0
Winchester City centre	403	80%	256	83%	147	75%
Southampton	201	40%	110	36%	91	46%
Portsmouth	19	4%	7	2%	12	6%
London	75	15%	29	9%	46	23%
Eastleigh	36	7%	13	4%	23	12%
Reading	10	2%	6	2%	4	2%
Basingstoke	12	2%	1	0%	11	6%
I don't to this	23	5%	6	2%	17	9%
Other	6	1%	3	1%	3	2%
Online	0	0	0	0	0	0
Base:	504		307		197	

Where do you normally go for your... Retail / shopping [COMBINED]

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Stay on campus	37	7%	37	12%	0	0%
Winchester City centre	403	80%	248	81%	155	79%
Southampton	232	46%	126	41%	106	54%
Portsmouth	30	6%	15	5%	15	8%
London	71	14%	40	13%	31	16%
Eastleigh	42	8%	20	7%	22	11%
Reading	10	2%	3	1%	7	4%
Basingstoke	31	6%	8	3%	23	12%
I don't to this	1	0%	0%	0	1	1%
Other	14	3%	4	1%	10	5%
Online	38	8%	38	12%	0	0%
Base:	504		307		197	

Gender

	Overall		Student		Non-student	
	Count	%	Count	%	Count	%
Female	254	50%	181	59%	73	37%
Male	250	50%	126	41%	124	63%
Base:	504		307		197	



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