

**DUNGANNON & SOUTH TYRONE BOROUGH COUNCIL**  
**BEST VALUE RESIDENTS SATISFACTION SURVEY (2003)**  
**MARCH 2004**

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## 1.1 BACKGROUND TO THE SURVEY

Following the making of the Local Government (Best Value) Act (Northern Ireland) 2002, the Department of the Environment established a Best Value Steering Group to oversee the development of Best Value within local government in Northern Ireland. The Steering Group comprises representatives from the Department, district councils, councillors, trade unions, other bodies representing local government interests and the Local Government Staff Commission.

In turn, the Steering Group appointed 3 sub-groups to develop different aspects of Best Value practice. One of the sub-groups, the Residents Satisfaction Survey Working Group (the Working Group), was tasked with undertaking a survey to ascertain the views of residents regarding certain council services. Following a competitive tendering exercise, the Working Group, which was chaired by David Fallows, Chief Executive of Ards Borough Council, appointed Research & Evaluation Services (RES) in September 2003 to conduct the 2003 Residents Satisfaction Survey. The survey involved telephone and face-to-face interviews with a sample of 10,000 residents from 25 of the 26 district councils in Northern Ireland. Within each council area, a total of 400 residents were interviewed. This report presents the findings for Dungannon & South Tyrone Borough Council.

## 1.2 RESEARCH DESIGN

The survey was implemented by telephone using Computer Assisted Telephone Interviewing. In addition, face-to-face interviews were conducted with residents in households whose telephone numbers were unavailable, and in cases where there were language difficulties or disabilities.

## 1.3 SAMPLING DESIGN

Within each council area, a two stage sampling procedure was applied to select residents to take part in the survey:

- households were selected by means of a Simple Random Sample; and,
- one individual (aged 16+) was randomly selected from each household to participate in the survey.

## 1.4 SAMPLE SIZE AND SELECTION (N=400 PER COUNCIL)

As indicated above, 400 residents were surveyed in each council area. To ensure that all individuals within selected households had an equal chance of being selected, and to ensure that the sample reflected the demographic (age, sex, social class etc.) profile of each council area, individuals were selected randomly from each household. On contacting each household, the person with the most recent birthday was selected for interview.

## 1.5 SAMPLING FRAME

The Department of Finance and Personnel's Rating Valuation List (RVL) was used as the sampling frame for the survey. The RVL is a computerised database of all households in Northern Ireland to which a domestic rate is applied. The database is an established source for drawing samples for household-based surveys, and is regularly updated by the Department's Valuation and Lands Agency.

## 1.6 QUESTIONNAIRE DEVELOPMENT

Throughout September and October 2003, RES met with the Working Group to refine the questionnaire to be used in the survey. Following these meetings, a questionnaire was agreed and was piloted on a sample of 125 households drawn randomly from across Northern Ireland. As part of the piloting process, members of the Working Group were invited to 'listen in' to pilot interviews which were being conducted at RES' Telephone Research Centre in Belfast. Following this initial pilot, RES agreed to conduct a second pilot (n=125) to test the revisions and the general flow of the interviews, particularly to ensure that the interviews could be accommodated within 10 minutes. A copy of the final questionnaire is presented as Appendix 1.

## 1.7 INFORMATION SESSIONS WITH COUNCILS

In seeking to cement council interest, commitment, and ownership of the whole survey process, five information sessions were organised and hosted by RES, with at least one member of the Steering Group in attendance. All councils were invited to attend the sessions which were held in Belfast, Lisburn, Coleraine, Craigavon and Omagh. The sessions focused on the following:

- overview and background to the survey;
- the role of the Working Group;
- the anticipated role of individual councils (e.g. contact person for survey etc);
- timescale for the survey;
- presentation of the questionnaire;
- options for supplementary questions, including costs and timescale;
- reporting format and outcomes for participating councils; and
- a question and answer session.

## 1.8 INTRODUCTORY LETTER – HOUSEHOLDS WITH PHONE NUMBERS

All households in the sample were sent letters notifying them about the survey, and advising them to expect telephone calls asking for their co-operation with the survey (see Appendix 2).

## 1.9 INTRODUCTORY LETTER – HOUSEHOLDS WITHOUT PHONE NUMBERS

Households for which there was no telephone number match also received letters about the survey (see Appendix 3). These letters explained that a telephone number could not be matched to the address, and that the household was invited to opt into the survey by either:

- telephoning the survey free-phone number; or
- providing a telephone number, either in a freepost envelope (enclosed with the letter) or by e-mail.

## 1.10 MAIN SURVEY

Interviews were conducted by telephone using trained and experienced survey interviewers based at RES' Telephone Research Centre. All fieldwork for the survey was conducted between Friday 17 October 2003 and Friday 19 December 2003. Interviews took an average of 11 minutes to complete. Where the target of 400 interviews per council area was not achieved by telephone, due to the unavailability of sufficient telephone numbers, RES carried out a balancing number of in-home face-to-face interviews drawn from the original sample of addresses.

1.11 SURVEY OUTCOMES (ALL COUNCILS)

In total 8974 households were interviewed by telephone with a further 1026 conducted face-to-face.

	N	%
Phone interviews	8,974	90
Face-to-face interviews	1,026	10
Total Interviews	10,000	100

1.12 PROFILE OF THE SAMPLE FOR YOUR COUNCIL

Table 1.2 presents the age and sex profile of the achieved sample for your council, and compares this with the aggregate information for all councils that participated in the survey.

		Your council (%)	Aggregate of all 25 councils (%)
<b>Sex</b>	Male	36	41
	Female	64	59
<b>Age</b>	16-24	8	8
	25-44	34	31
	45-64	36	36
	65+	20	24
	Refused	2	1
<b>Base (n)</b>		400	10,000

### 1.13 SAMPLING ERROR AND CONFIDENCE INTERVALS

The table below sets out the 95% confidence limits arising from various sample sizes. Each column heading outlines the percentage split of responses to any given question. Essentially, the 95% confidence limit relies upon a) the achieved sample size (the number of responses) and b) the percentage response to the survey question (80% satisfied, 20% dissatisfied etc).

Table 1.3 Required sample sizes depending on pop. homogeneity and desired accuracy (a)

Acceptable sampling error (+ / -)	Per cent of population expected to give particular answer					
	5 or 95	10 or 90	20 or 80	30 or 70	40 or 60	50 / 50
1%	1900	3600	6400	8400	9600	10000
2%	479	900	1600	2100	2400	2500
3%	211	400	711	933	1066	1100
4%	119	225	400	525	600	625
5%	76	144	256	336	370	400
6%	b	100	178	233	267	277
7%	-	73	131	171	192	204
8%	-	-	100	131	150	156
9%	-	-	79	104	117	123
10%	-	-	-	84	96	100

Notes: a At the 95 per cent level of confidence

b Samples smaller than this would normally be too small to allow meaningful analysis

In this survey, an achieved response of 400 was obtained. This means that if we find the overall satisfaction with council services is 50%, then we can say that we are 95% confident that the true level of satisfaction across all residents in the whole council area, lies somewhere between 45% and 55% (+/- 5%). Similarly, if we find that the level of satisfaction with a service is 80%, then we are 95% confident that the true level of satisfaction across all residents in the whole council area, lies somewhere between 76% and 84% (+/- 4%).

In some questions, a response of less than 400 was obtained. If, for example, 200 respondents expressed 50% satisfaction with a council service, then we can say that we are 95% confident that the true level of satisfaction across all residents in the whole council area, lies somewhere between 43% and 57% (+/- 7%). Similarly, a satisfaction rate of 80% obtained from 200 responses would mean that we can say that we are 95% confident that the true level of satisfaction across all residents in the whole council area, lies somewhere between 44% and 56% (+/- 6%).

### 1.14 RANKING AND RANGE OF SCORES

For each question, the range of scores obtained from all 25 council areas is reported together with a ranking of the top five councils and the position of your council. In some service areas, the range between the top and bottom councils is quite narrow. Given that survey results are subject to confidence limits (see preceding paragraph), on occasions where the range of scores is narrow, the ranking of councils should be interpreted with care as the confidence limits obtained may be greater than the range. In services where this is applicable, a footnote stressing caution has been included.

1.15 QUESTIONS ON USE OF SERVICES

It should be noted that the usage question has only been asked for services that are not statutory, this explains why the results for usage are included for some services, but not others.

1.16 NOTE ON TABLES

Due to rounding row and column totals within tables, figures may not always sum to 100.

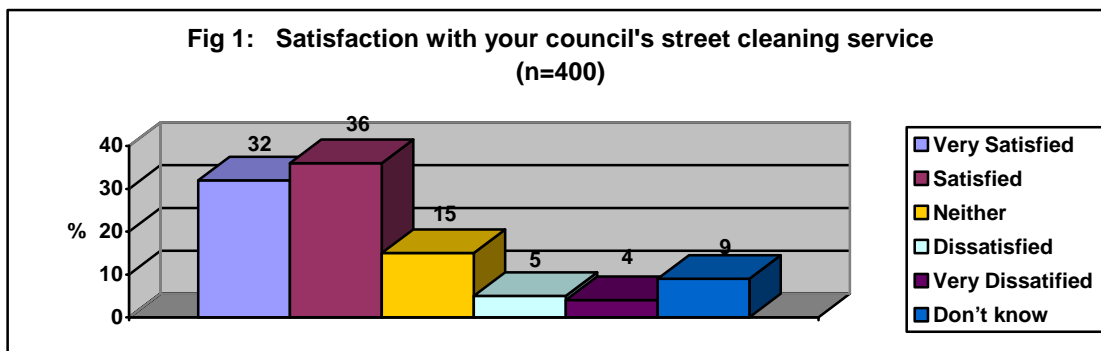
1.17 INTEGRATION OF BELFAST DATA

Separate to the RES survey, Belfast City Council carried out its own survey, on a different basis, of over 1,500 households in the city during January 2004. Whilst the methodology used for the Belfast survey differed slightly from that used for the other councils, where possible, results from the Belfast survey have been integrated into the RES survey findings to produce a more comprehensive report of residents' opinions about council services across Northern Ireland. It was not possible, however, for RES to integrate data from the Belfast survey in relation to public toilets and community services (see sections 2.2 and 2.11).

2 RESULTS

2.1 SATISFACTION WITH COUNCIL'S STREET CLEANING SERVICE

Overall, 68% of residents were either very satisfied (32%) or satisfied (36%) with the council's street cleaning service. Just under one in ten (9%) residents were either dissatisfied (5%) or very dissatisfied (4%). The reasons for dissatisfaction with the council's street cleaning service are listed in Table A1 in Appendix 4.



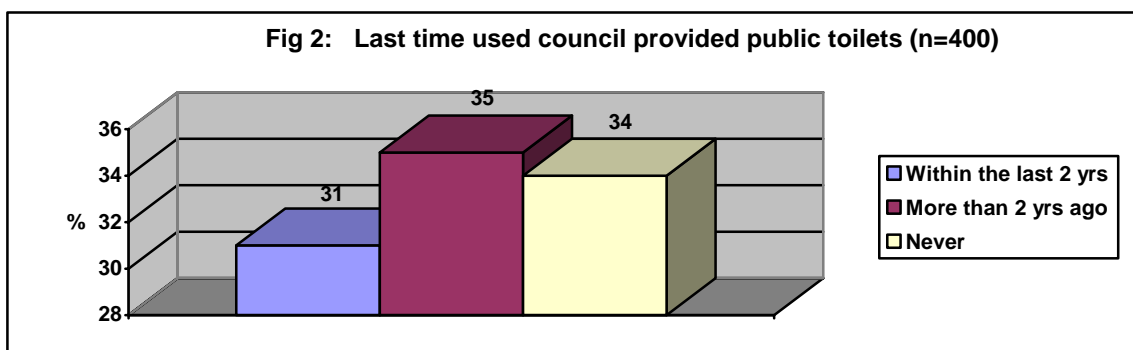
2.1.1 STREET CLEANING SERVICE COMPARED WITH OTHER COUNCILS

Table 2.1 presents the combined satisfaction and dissatisfaction scores for your council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils and your council's position in the ranking.

% Satisfied	68
% Dissatisfied	9
Mean satisfaction score for all councils (%)	58
Range for all councils (%)	45 – 72
Top 5 councils in rank order	Fermanagh (1) Coleraine (=2) Cookstown (=2) Dungannon (=2) Moyle (=2)
Your council's position in ranking	=2

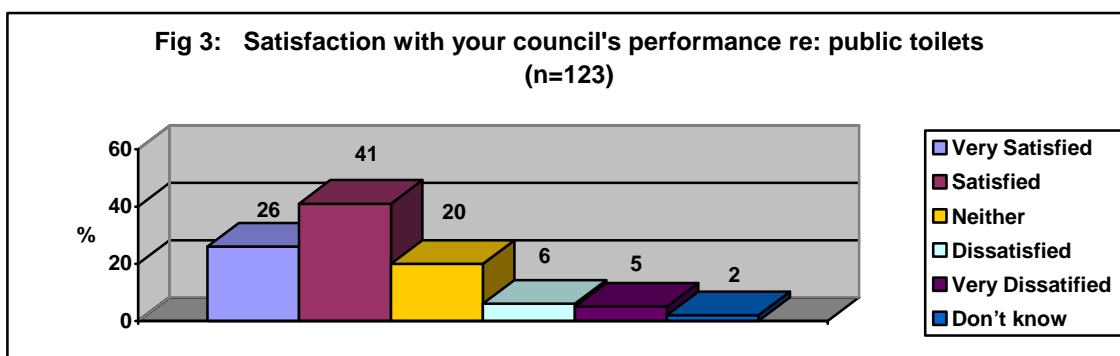
2.2 PUBLIC TOILETS

Among all residents, 31% said that they had used council provided public toilets within the last two years, with 35% using council provided toilets more than two years ago, and 34% reporting to have never used council provided toilets. The reasons for not using a council provided public toilet within the last two years, are listed in Table A2 in Appendix 4.



2.2.1 SATISFACTION WITH COUNCIL PERFORMANCE RE: PUBLIC TOILETS

Amongst those residents who had used a council provided public toilet in the last two years, 67% were either very satisfied (26%) or satisfied (41%) with the council’s performance regarding provision, cleaning and maintenance. Approximately one in ten (11%) reported to be either dissatisfied (6%) or very dissatisfied (5%), with council performance in this area.



The reasons for dissatisfaction with council performance on the provision, cleaning and maintenance of public toilets, are listed on a verbatim basis as Table A3 in Appendix 4.

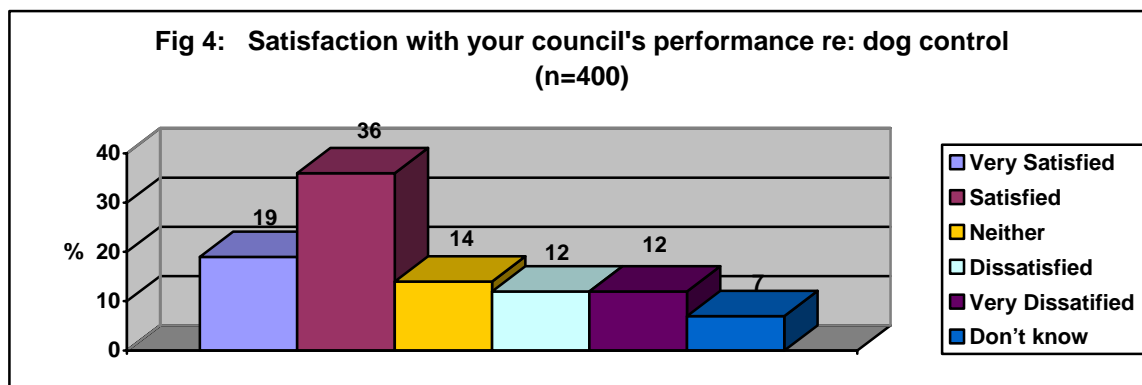
2.2.2 PUBLIC TOILETS COMPARED WITH OTHER COUNCILS

Table 2.2 presents the combined satisfaction and dissatisfaction scores for your council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

Table 2.2 Satisfaction scores for your council’s performance re: PUBLIC TOILETS	
% Satisfied	67
% Dissatisfied	11
Mean satisfaction score for all councils (%)	62
Range for all councils (%)	18 - 91
Top 5 councils	Craigavon (1) Carrickfergus (2) Ballymena(3) Coleraine(4) Lisburn (5)
Your council’s position in ranking	=10

2.3 DOG CONTROL

Overall, 55% of residents were either very satisfied (19%) or satisfied (36%) with council performance on dog control issues such as dog fouling, licensing and dealing with strays. Conversely, 24% of residents reported to be either dissatisfied (12%) or very dissatisfied (12%). The reasons for dissatisfaction with the council’s dog control service are listed in Table A4 in Appendix 4.



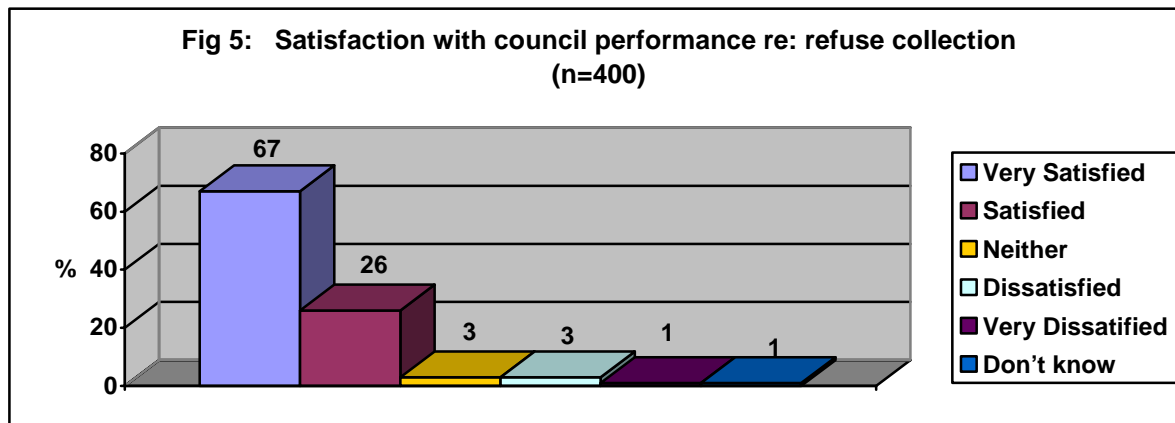
2.3.1 DOG CONTROL COMPARED WITH OTHER COUNCILS

Table 2.3 presents the combined satisfaction and dissatisfaction scores for your council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

% Satisfied	55
% Dissatisfied	24
Mean satisfaction score for all councils (%)	45
Range for all councils (%)	33 – 59
Top 5 councils	Cookstown (1) Dungannon (2) Ballymoney (=3) Banbridge (=3) Magherafelt (=3)
Your council’s position in ranking	2

2.4 REFUSE COLLECTION

Overall, 93% of residents were either very satisfied (67%) or satisfied (26%), with council performance in relation to the bin collection service provided by the council (excludes recycling bins), with 4% either dissatisfied (3%) or very dissatisfied (1%). The reasons for dissatisfaction with the council’s bin collection service are listed in Table A5 in Appendix 4.



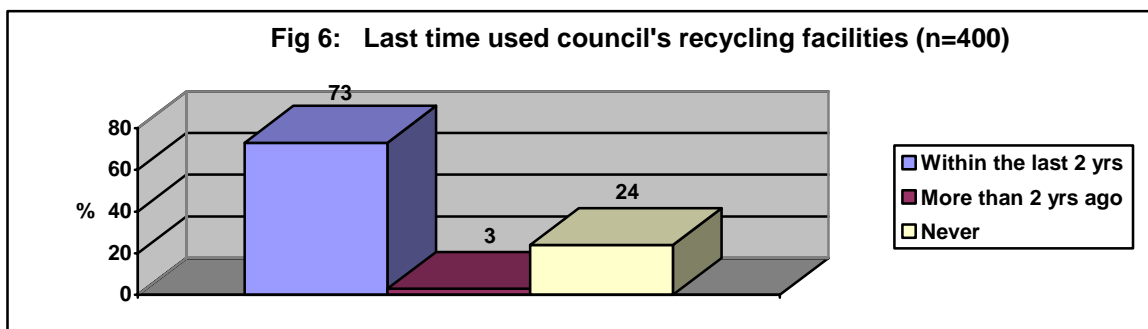
2.4.1 REFUSE COLLECTION SERVICE COMPARED WITH OTHER COUNCILS

Table 2.4 presents the combined satisfaction and dissatisfaction scores for your council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

Table 2.4 Satisfaction scores for council’s performance re: REFUSE COLLECTION	
% Satisfied	93
% Dissatisfied	4
Mean satisfaction score for all councils (%)	88
Range for all councils (%)	78 – 94
Top 5 councils	Moyle (=1) Newtownabbey (=1) Carrickfergus (=3) Cookstown (=3) Dungannon (=3)
Your council’s position in ranking	=3

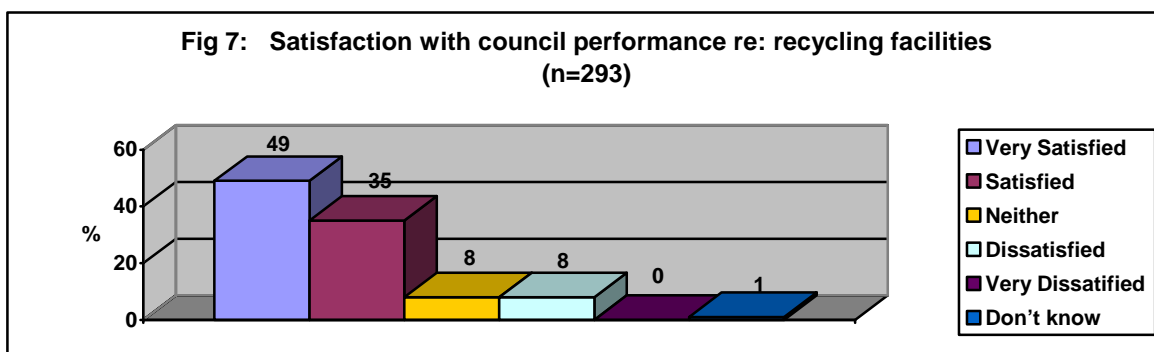
2.5 RECYCLING FACILITIES

Among all residents, 73% said that they had used council provided recycling facilities within the last two years, with a further 3% of residents having used these facilities more than two years ago, and almost a quarter (24%) never having used them. The reasons for not using council provided recycling facilities within the last two years are listed in Table A6 in Appendix 4.



2.5.1 SATISFACTION WITH COUNCIL PROVIDED RECYCLING FACILITIES

Amongst those residents who had used recycling facilities in the last 2 years, 84% were either very satisfied (49%) or satisfied (35%) with the facilities provided, with 8% either dissatisfied. The reasons for dissatisfaction with the council’s recycling facilities are listed in Table A7 in Appendix 4.



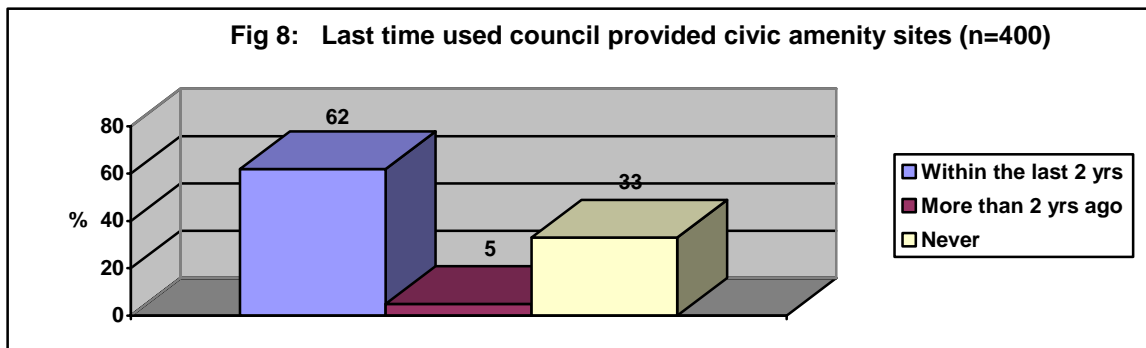
2.5.2 RECYCLING FACILITIES COMPARED WITH OTHER COUNCILS

Table 2.5 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

% Satisfied	84
% Dissatisfied	8
Mean satisfaction score for all councils (%)	83
Range for all councils (%)	66 – 93
Top 5 councils	Banbridge (1) Magherafelt (2) Antrim (=3) Omagh (=3) Cookstown (=5) Fermanagh (=5)
Your council’s position in ranking	=12

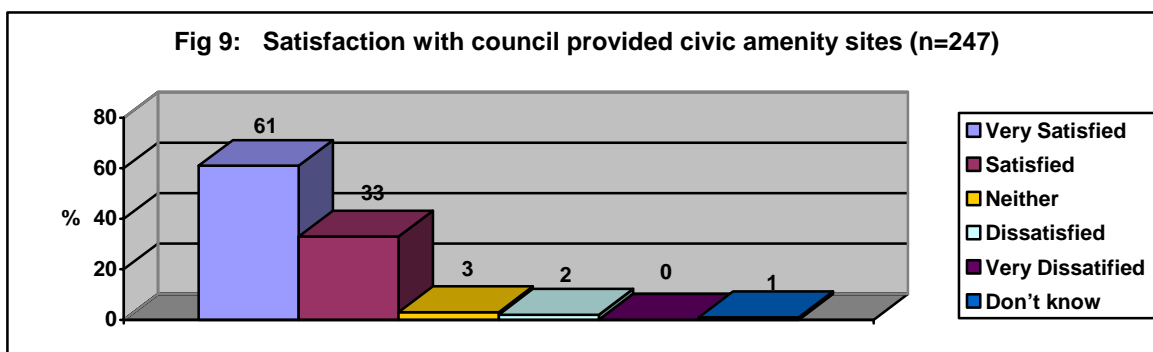
2.6 CIVIC AMENITY SITES

Approximately six out of ten (62%) residents had used council provided civic amenity sites in the last two years, with 5% having used sites more than two years ago, and 33% never having used council provided civic amenity sites. The reasons for not using council provided civic amenity sites within the last two years, are listed in Table A8 in Appendix 4.



2.6.1 SATISFACTION WITH COUNCIL PROVIDED CIVIC AMENITY SITES

Among those residents who had used a council provided civic amenity site within the last two years, 94% were either very satisfied (61%) or satisfied (33%) with the service provided, with 2% dissatisfied. The reasons for dissatisfaction with the council provided civic amenity sites are listed in Table A9 in Appendix 4.



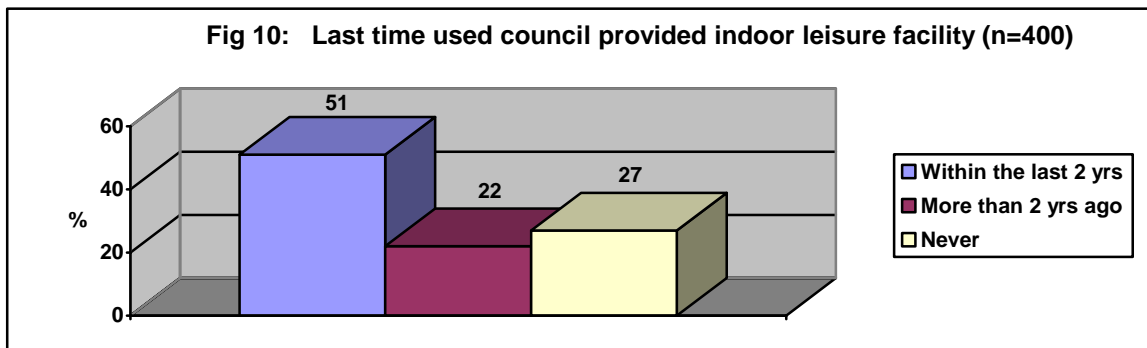
2.6.2 CIVIC AMENITY SITES COMPARED WITH OTHER COUNCILS

Table 2.6 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.6 Satisfaction scores for council's performance re: CIVIC AMENITY SITES	
% Satisfied	94
% Dissatisfied	2
Mean satisfaction score for all councils (%)	87
Range for all councils (%)	77 – 96
Top 5 councils	Antrim (1) Banbridge (2) Craigavon (=3) Dungannon (=3) Newtownabbey (5)
Your council's position in ranking	=3

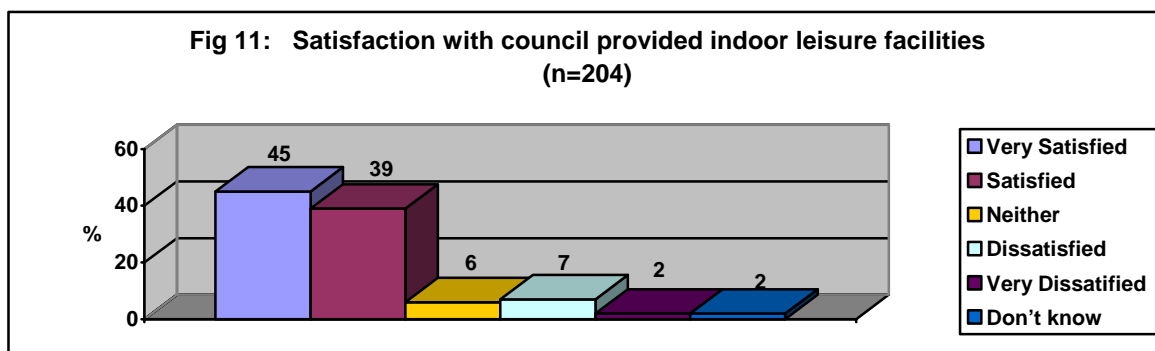
2.7 INDOOR LEISURE FACILITIES

Just over half (51%) of all residents reported using a council provided indoor leisure facility within the last two years, with 22% using one more than two years ago, and 27% never having used such a facility. The reasons for not using council provided indoor leisure facilities within the last two years are listed in Table A10 in Appendix 4.



2.7.1 SATISFACTION WITH COUNCIL PROVIDED INDOOR LEISURE FACILITIES

Amongst those residents who had used a council provided indoor leisure facility within the last two years, 84% were either very satisfied (45%) or satisfied (39%) with the level of provision and maintenance, with 9% either dissatisfied (7%) or very dissatisfied (2%). The reasons for dissatisfaction with the level of provision and maintenance of council provided indoor leisure facilities are listed in Table A11 in Appendix 4.



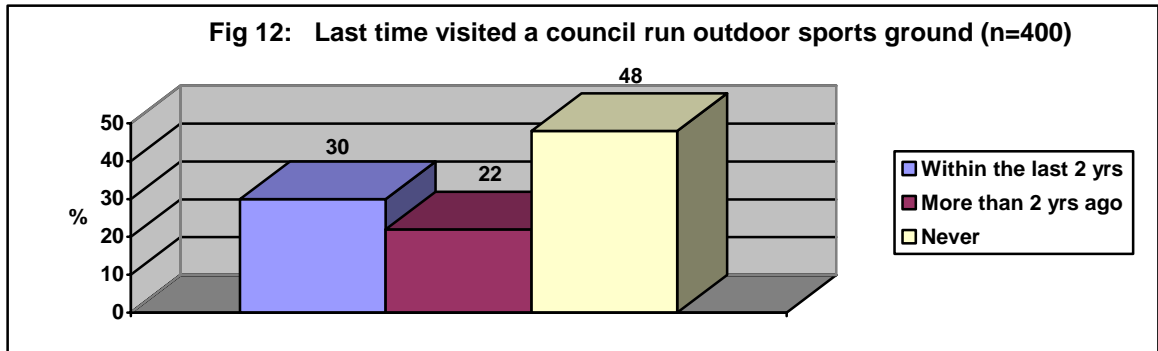
2.7.2 INDOOR LEISURE FACILITIES COMPARED WITH OTHER COUNCILS

Table 2.7 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.7 Satisfaction scores for council's performance re: INDOOR LEISURE FACILITIES	
% Satisfied	84
% Dissatisfied	9
Mean satisfaction score for all councils (%)	83
Range for all councils (%)	58 – 95
Top 5 councils	Cookstown (1) Magherafelt (2) Antrim (=3) Strabane (=3) Limavady (=5) Lisburn (=5)
Your council's position in ranking	=13

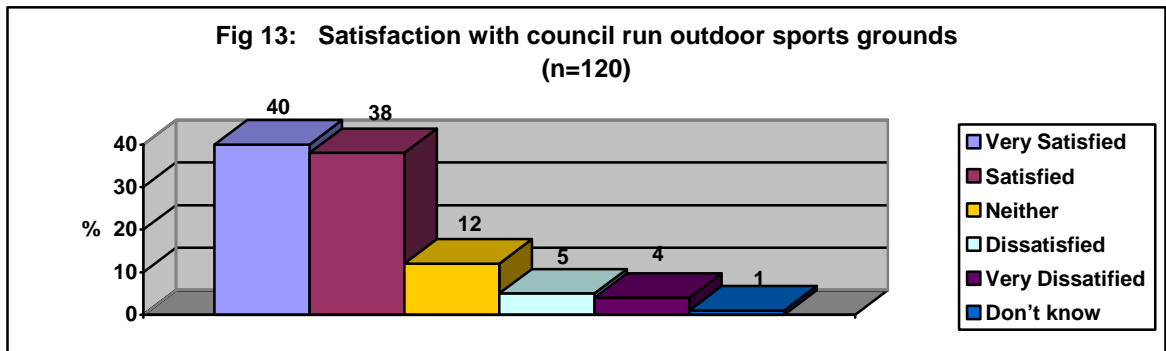
2.8 OUTDOOR SPORTS GROUNDS

Three out of ten (30%) residents had visited a council run outdoor sports ground within the last two years, with a further 22% having visited one more than two years ago, and 48% never having visited a council run outdoor sports ground (for the purposes of the survey, outdoor sports grounds have been defined as pitches, playing fields, tennis courts, bowling greens, and council run golf courses). The reasons why residents had not visited a council run outdoor sports grounds within the last two years are listed in Table A12 in Appendix 4.



2.8.1 SATISFACTION WITH COUNCIL RUN OUTDOOR SPORTS GROUNDS

Amongst those residents who had used a council run outdoor sports ground within the last two years, 78% were either very satisfied (40%) or satisfied (38%) with the level of provision and maintenance, with 9% either dissatisfied (5%) or very dissatisfied (4%). The reasons for dissatisfaction with the level of provision and maintenance of council run outdoor sports grounds are listed in Table A13 in Appendix 4.



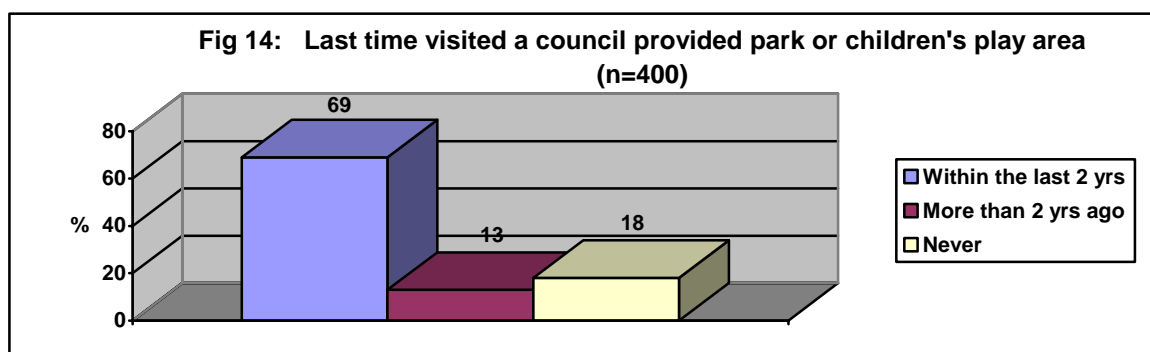
2.8.2 OUTDOOR SPORTS GROUNDS COMPARED WITH OTHER COUNCILS

Table 2.8 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.8 Satisfaction scores for level of provision and maintenance of: OUTDOOR SPORTS GROUNDS	
% Satisfied	78
% Dissatisfied	9
Mean satisfaction score for all councils (%)	80
Range for all councils (%)	65 – 91
Top 5 councils	Ballymoney (1) Magherafelt (2) Banbridge (3) Cookstown (=4) North Down (=4)
Your council's position in ranking	=16

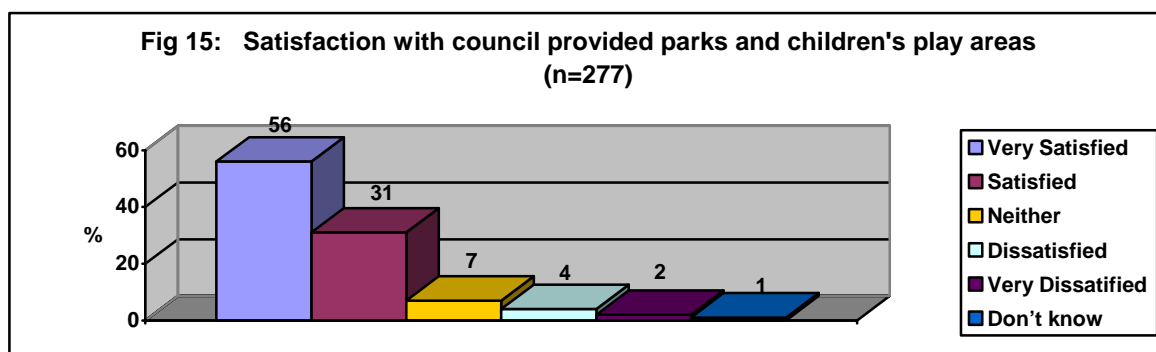
2.9 PARKS AND PLAY AREAS

Almost seven out of ten (69%) of all residents had visited a council provided park or children's play area within the last two years, with 13% having visited one more than two years ago, and 18% never having visited one. The reasons why residents had not visited a council provided park or children's play area within the last two years are listed in Table A14 in Appendix 4.



2.9.1 SATISFACTION WITH COUNCIL PROVIDED PARKS OR CHILDREN'S PLAY AREAS

Amongst those residents who had visited a council provided park or children's play areas within the last two years, 87% were either very satisfied (56%) or satisfied (31%) with the level of provision and maintenance, with 6% either dissatisfied (4%) or very dissatisfied (2%). The reasons for dissatisfaction with the level of provision and maintenance of council provided parks or children's play areas are listed in Table A15 in Appendix 4.



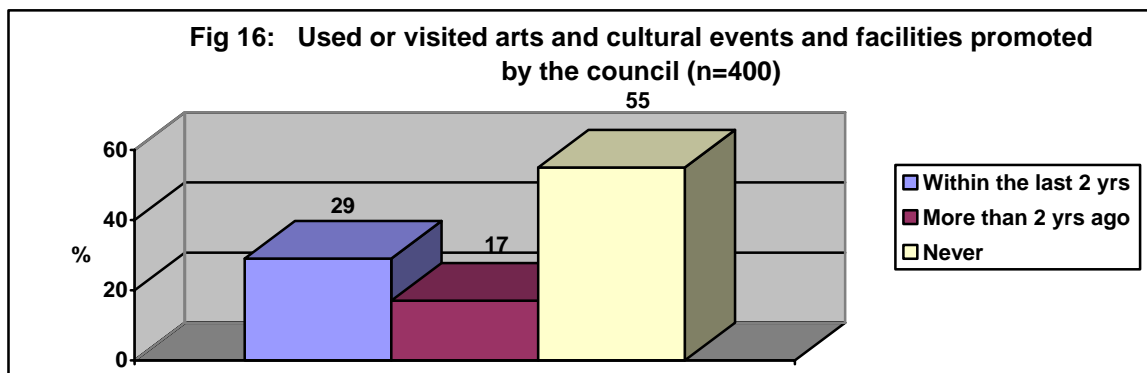
2.9.2 PARKS / CHILDREN’S PLAY AREAS COMPARED WITH OTHER COUNCILS

Table 2.9 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

Table 2.9 Satisfaction scores the level of provision and maintenance of: PARKS AND CHILDREN’S PLAY AREAS	
% Satisfied	87
% Dissatisfied	6
Mean satisfaction score for all councils (%)	73
Range for all councils (%)	59 – 87
Top 5 councils	Ballymena (=1) Dungannon (=1) Magherafelt (3) Antrim (4) Cookstown (5)
Your council’s position in ranking	=1

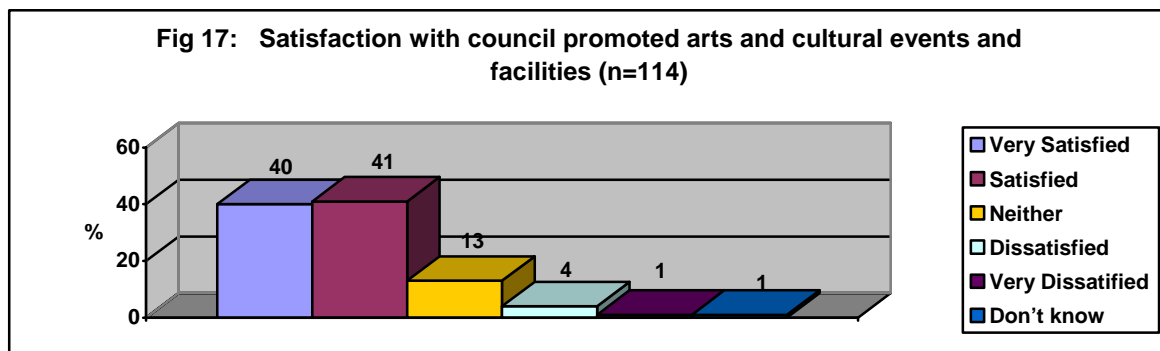
2.10 ARTS AND CULTURAL EVENTS AND FACILITIES

Within the last two years, almost three out of ten (29%) residents had used or visited arts and cultural events and facilities promoted by the council, with 17% having done so more than two years ago, and 55% never having done so. The reasons why residents had not used or visited arts and cultural events and facilities promoted by the council within the last two years, are listed in Table A16 in Appendix 4.



2.10.1 SATISFACTION WITH ARTS AND CULTURAL EVENTS AND FACILITIES

Amongst those residents who had used or visited arts and cultural events and facilities promoted by the council within the last two years, 81% were either very satisfied (40%) or satisfied (41%) with the council’s performance in promoting such events and facilities, with 5% either dissatisfied (4%) or very dissatisfied (1%). The reasons for dissatisfaction with council promoted arts and cultural events and facilities are listed in Table A17 in Appendix 4.



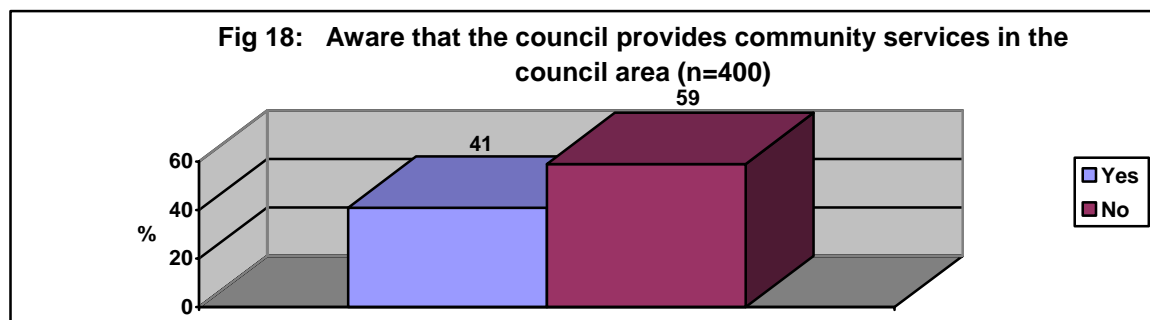
2.10.2 ARTS / CULTURAL EVENTS / FACILITIES COMPARED WITH OTHER COUNCILS

Table 2.10 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

Table 2.10 Satisfaction scores for council’s performance re: PROMOTING ARTS / CULTURAL EVENTS / FACILITIES	
% Satisfied	81
% Dissatisfied	5
Mean satisfaction score for all councils (%)	80
Range for all councils (%)	62 – 92
Top 5 councils	Cookstown (1) Fermanagh (2) Armagh (=3) Newtownabbey (=3) Strabane (=3)
Your council’s position in ranking	=15

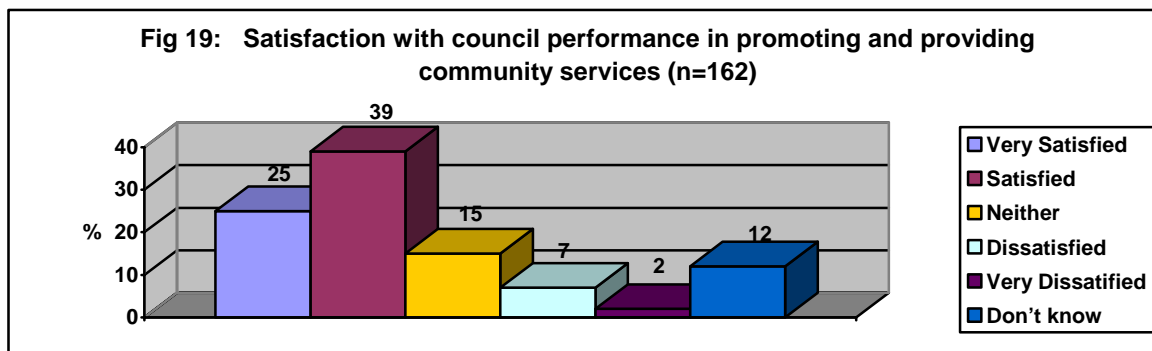
2.11 COMMUNITY SERVICES

Overall, 41% of residents reported to be aware that the council has a role in promoting and providing community services within the council area. For the purposes of the survey, community services have been defined as community development, community relations and providing community centres.



2.11.1 SATISFACTION WITH PROMOTION AND PROVISION OF COMMUNITY SERVICES

Amongst those residents who are aware that the council has a role in promoting and providing community services within the council area, 64% were either very satisfied (25%) or satisfied (39%) with the council’s performance in this area, with 9% either dissatisfied (7%) or very dissatisfied (2%). The reasons for dissatisfaction with council performance in promoting and providing community services are listed in Table A18 in Appendix 4



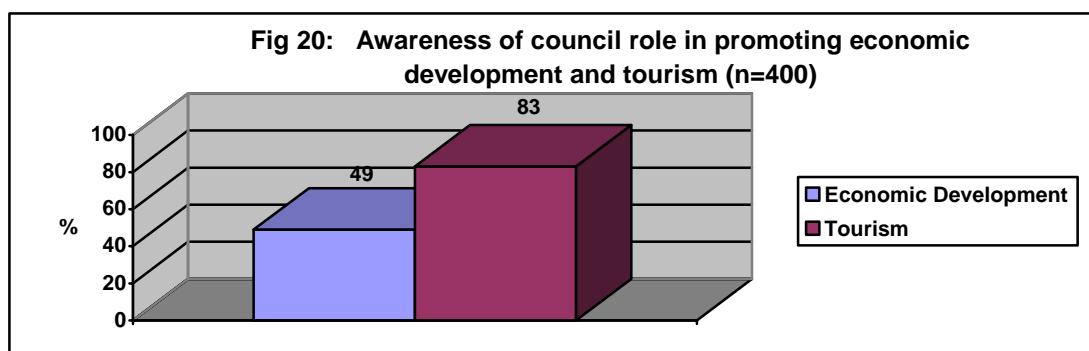
2.11.2 PROMOTION/PROVISION OF COMM. SERVS COMPARED WITH OTHER COUNCILS

Table 2.11 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council’s position in the ranking.

Table 2.11 Satisfaction scores for council’s performance re: PROMOTION / PROVISION OF COMMUNITY SERVICES	
% Satisfied	64
% Dissatisfied	9
Mean satisfaction score for all councils (%)	53
Range for all councils (%)	42 – 69
Top 5 councils	Ballymoney (1) Dungannon (2) Banbridge (=3) Strabane (=3) Down (=5) Fermanagh (=5)
Your council’s position in ranking	2

2.12 ECONOMIC DEVELOPMENT AND TOURISM

Just under half (49%) of all residents reported to be aware that the council provides a service to promote economic development (i.e. supporting business regeneration and promoting job creation). Awareness that the council promotes tourism was found to be higher at 83%.



2.13 IMPORTANCE OF COUNCIL SERVICES

Residents were asked to indicate the level of priority that they felt should be attached to a range of services provided by the council. The results are presented in Table 2.12 below.

Table 2.12 Resident views on council spending priorities					
	High Priority	Medium Priority	Low Priority	Not A Priority	Don't Know
	%	%	%	%	%
Street Cleaning	81	18	1	-	-
Public Toilets	63	27	6	1	3
Dog Control	65	28	6	1	1
Bin Collection	83	15	2	1	-
Recycling	78	20	1	1	1
Civic Amenity Sites	60	35	4	1	2
Indoor Leisure Facilities	56	36	5	2	2
Outdoor Sports Grounds	50	40	6	2	2
Parks and Children's Play Areas	72	24	3	1	1
Arts and Cultural Events and Facilities	25	51	18	4	3
Economic Development	61	32	4	1	3
Tourism	52	41	6	1	1
Promoting community development, community relations and providing community centres	57	34	7	-	2
Base: All Residents (n=400)					

2.13.1 PRIORITIES COMPARED WITH OTHER COUNCILS

Table 2.13 presents resident's views on council spending priorities compared with the residents of all councils in the survey.

Table 2.13 Opinion on council spending priorities compared with other councils (% High Priority)			
	% HIGH PRIORITY		RANGE
	Your Council	All Councils	
	%	%	%
Street Cleaning	81	78	74-84
Public Toilets	63	66	48-74
Dog Control	65	64	56-70
Bin Collection	83	77	70-87
Recycling	78	72	65-79
Civic Amenity Sites	60	55	48-62
Indoor Leisure Facilities	56	52	45-60
Outdoor Sports Grounds	50	44	37-51
Parks and Children's Play Areas	72	71	65-77
Arts and Cultural Events and Facilities	25	22	14-31
Economic Development	61	62	51-71
Tourism	52	53	28-70
Promoting community development, community relations and providing community centres	57	57	45-62

2.14 COUNCIL COMMUNICATION WITH RESIDENTS

Residents were asked to indicate whether they agreed or disagreed with three statements on council communication. The results are presented in Table 2.14 below.

Table 2.14 Views on council communication			
	Agree	Disagree	Don't Know / No Comment
	%	%	%
Your council keeps residents informed about what it is doing	53	41	6
Your council keeps residents informed about the reasons for its actions	40	54	6
Your council consults with and listens to the views of local people	42	45	13

2.14.1 COUNCIL COMMUNICATION COMPARED WITH OTHER COUNCILS

Table 2.15 presents the agreement and disagreement scores for the council, the mean agreement score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.15 Council's performance re: COUNCIL COMMUNICATION			
	...keeps residents informed about what it is doing?	...keeps residents informed about the reasons for its actions?	...consults with and listens to the views of local people?
% Agree	53	40	42
% Disagree	41	54	45
Mean agreement score for all councils (%)	51	35	37
Range for all councils (%)	33 - 65	21 - 44	28 - 45
Top 5 councils	Antrim (=1) Newtownabbey (=1) Banbridge (3) Ballymena (=4) Down (=4)	Banbridge (1) Magherafelt (2) Antrim (=3) Fermanagh (=3) Belfast (=5) Dungannon (=5) Newtownabbey (=5)	Fermanagh (1) Banbridge (=2) Cookstown (=2) Omagh (=2) Dungannon (5)
Your council's position in ranking	=9	=5	5

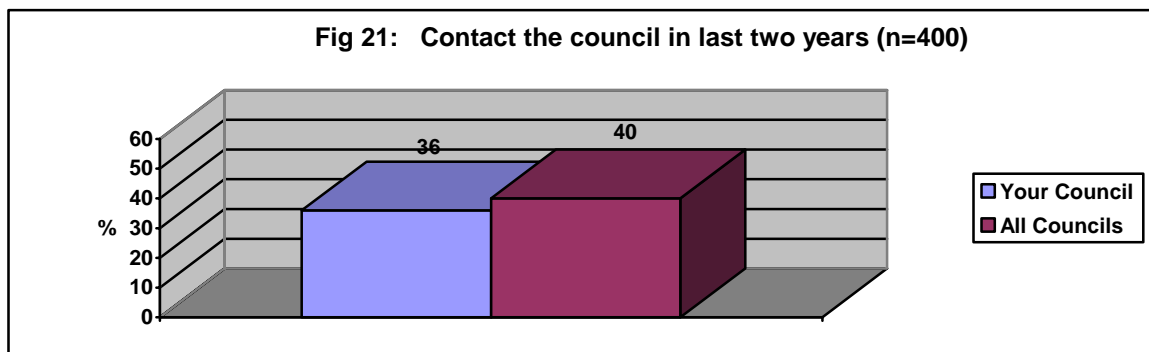
2.14.2 RECEIVING INFORMATION ABOUT COUNCIL SERVICES

Fifty nine percent of council residents expressed a preference for receiving information about the council and the services it provides through a 'newsletter / magazine delivered to your home', with 29% preferring information leaflets, and 27% expressing a preference for local papers. The results are presented in Table 2.16 below.

Table 2.16 Preference for receiving information about the council and the services it provides		
	Your Council	All Councils
	%	%
Newsletter / magazine delivered to your home	59	60
Local papers	27	28
Information leaflets	29	34
Internet access / e-mail	1	3
Annual Report	1	2
Telephoning the council	1	1
Visit council Offices in person	1	1
Other (Please Specify)	10	7
Don't know	3	3
Base (n):	400	10,000

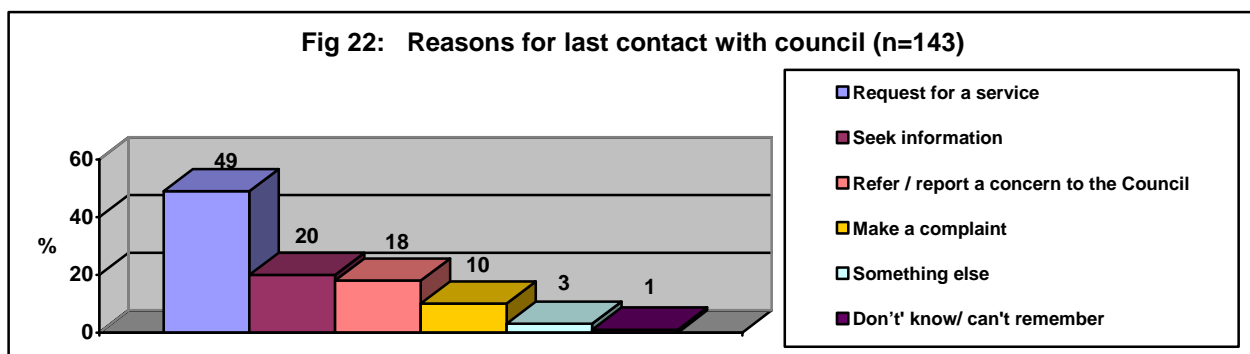
2.14.3 CONTACT WITH THE COUNCIL

More than one third (36%) residents had contacted their council within the last two years. This compares with 40% for all councils in the survey.



2.14.4 REASON FOR LAST CONTACT

Among those residents who had contacted the council within the last two years, 49% had made contact to request a service, with 20% seeking information.



2.14.5 REASONS FOR COUNCIL CONTACT COMPARED WITH OTHER COUNCILS

Table 2.17 presents the reasons for contacting the council, compared with the reasons for contacting all councils in the survey.

	Your Council	All Councils
	%	%
A request for a service	49	52
To seek information	20	17
To refer or report a concern to the council for action	18	15
To make a complaint about the service you have received	10	13
Or something else	3	3
Don't know / can't remember	1	1
Base (n):	143	3,990

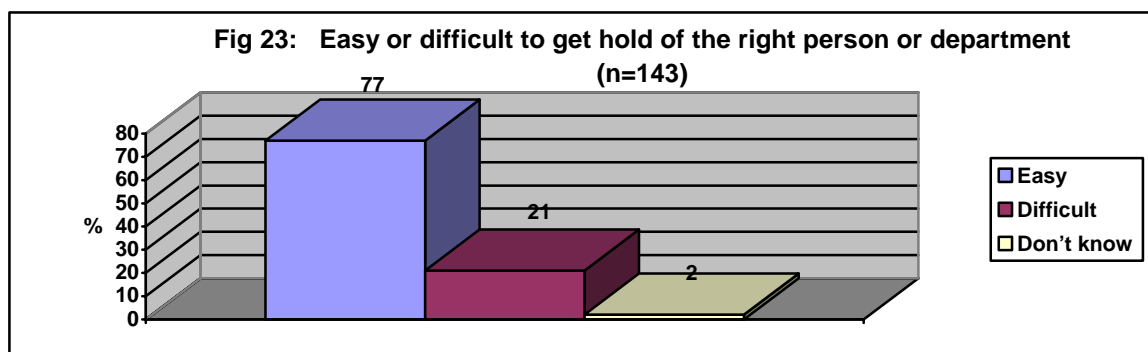
2.14.6 METHOD OF CONTACTING COUNCIL

Telephoning the council was found to be the most common method of contact (78%). Table 2.18 also presents the different modes of contact for all councils in the survey.

	Your Council	All Councils
	%	%
Telephone	78	81
Letter	6	4
Visit in person to council offices	8	9
Visit in person to another council building	1	1
Talking in person to a council employee in your home	-	1
Through your local councillor	5	3
Internet / e-mail	1	1
Other	1	1
Don't know / can't remember	-	-
Base (n):	143	3990

2.14.7 GETTING THE RIGHT PERSON OR DEPARTMENT

The majority (77%) of those contacting the council within the last two years found it easy to get hold of the right person or department, with 21% finding it difficult. The reasons why residents found it difficult to get the right person or department are listed in Table A19 in Appendix 4



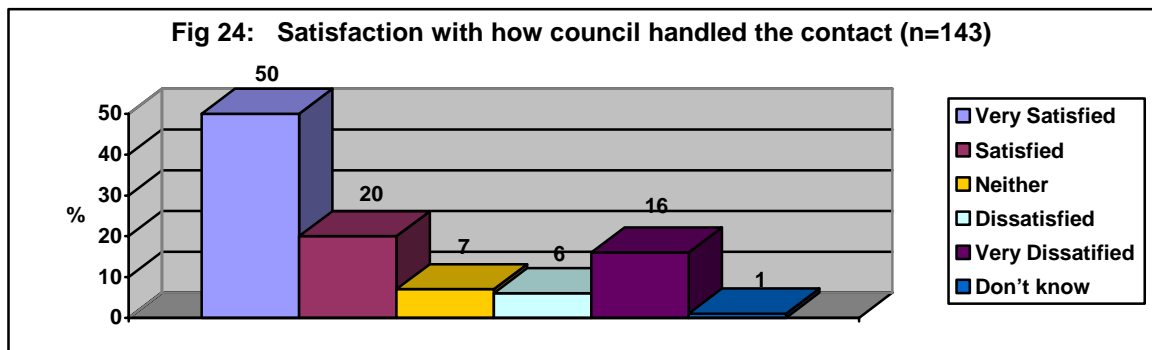
2.14.8 GETTING RIGHT PERSON / DEPARTMENT COMPARED WITH OTHER COUNCILS

Table 2.19 presents the percentage of council residents who found it easy to contact the council, the mean score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

% Easy	77
% Difficult	21
% Easy for all councils (%) (mean score)	81
% Easy - Range for all councils (%)	73 – 88
Top 5 councils	Carrickfergus (=1) Castlereagh (=1) Moyle (3) Ards (=4) Ballymena (=4) Ballymoney (=4)
Your council's position in ranking	=20

2.14.9 SATISFACTION WITH HOW COUNCIL HANDLED CONTACT

Amongst those residents who had contacted the council within the last two years, 70% were either very satisfied (50%) or satisfied (20%) with how the contact was handled by the council, with 22% either dissatisfied (6%) or very dissatisfied (16%). The reasons for dissatisfaction with how the contact was handled by the council are listed in Table A20 in Appendix 4.



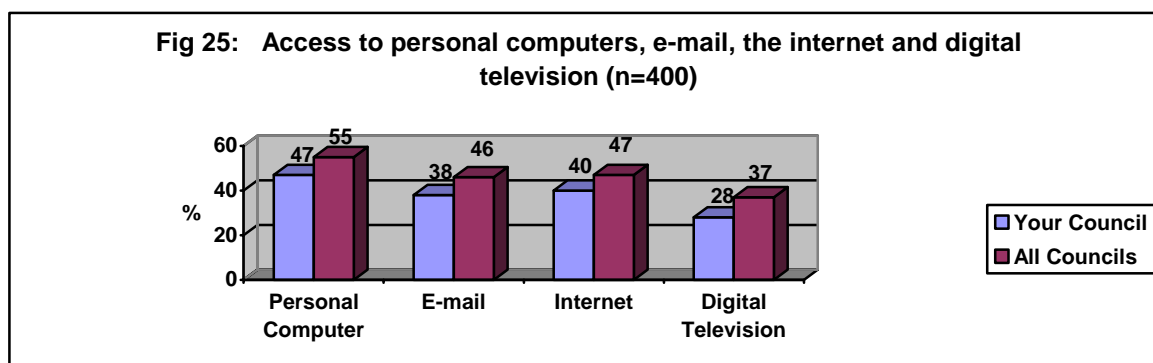
2.14.10 HOW COUNCILS HANDLED CONTACT COMPARED WITH OTHER COUNCILS

Table 2.20 presents the combined satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.20 How councils handled contact	
% Satisfied	70
% Dissatisfied	22
Mean satisfaction score for all councils (%)	66
Range for all councils (%)	56 – 75
Top 5 councils	Ballymena (=1) Castlereagh (=1) Lisburn (3) Ballymoney (=4) Down (=4)
Your council's position in ranking	=6

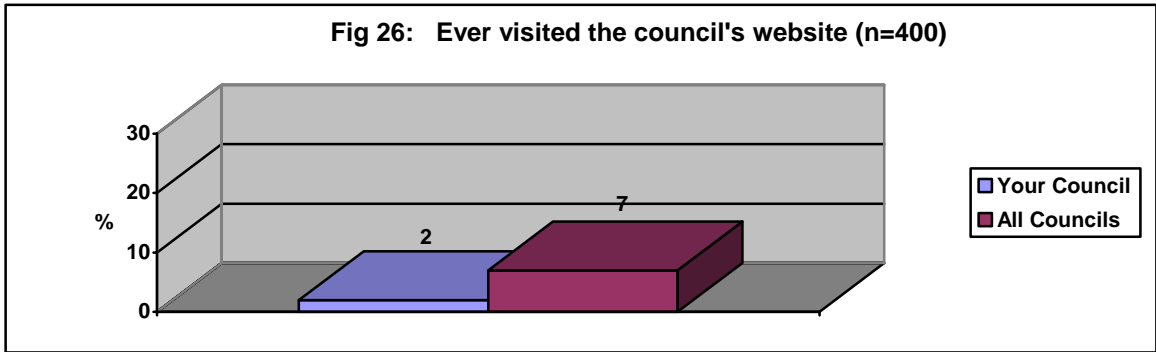
2.14.11 COMPUTERS, INTERNET, E-MAIL AND DIGITAL TELEVISION

Just under half (47%) of all residents said that they had access to a personal computer at home, with 38% having access to e-mail and 40% having access to the internet. Just over a quarter (28%) of residents had access to a digital television at home. The data are also presented for all councils who took part in the survey.



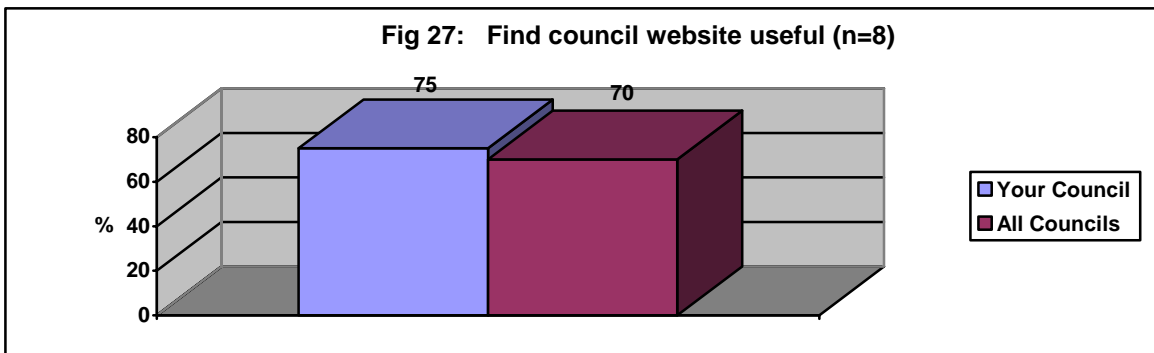
2.14.12 VISITS TO THE COUNCIL'S WEBSITE

Overall, 2% of residents said that they had visited the council's website, which compares with 7% for all councils in the survey.



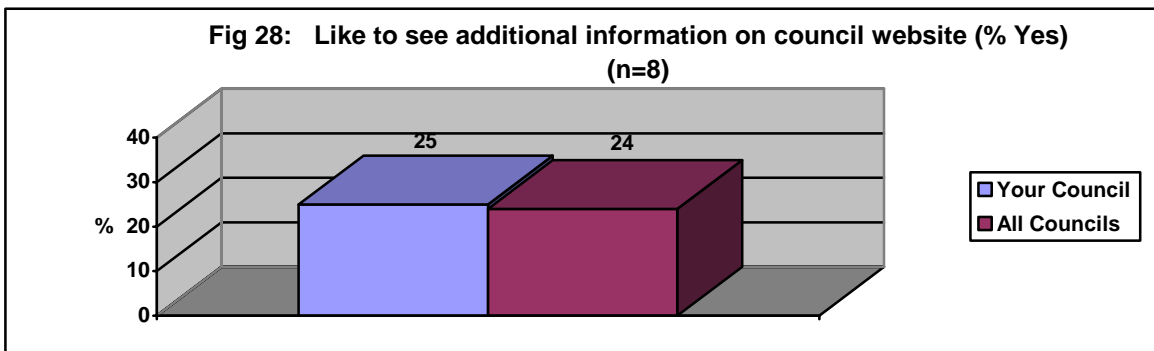
2.14.13 VIEWS ON THE COUNCIL'S WEBSITE

Among those who had visited the council's website, the majority (75%) found it useful. This compares to a figure of 70% for all councils that participated in the survey. Visitors to the council's website were also asked what type of information they were looking for, and these responses are presented in Table A21 in Appendix 4.



2.14.14 ADDITIONAL INFORMATION RESPONDENTS WOULD LIKE TO SEE ON WEBSITE

A quarter of visitors to the council website said that there was additional information that they would like to have seen on the website. These responses are presented in Table A22 in Appendix 4.



2.15 PERCEPTION OF COUNCIL

Residents were presented with a series of statements on various aspects of the council and were asked to say if they agreed or disagreed with each. The results are presented in Table 2.21 below.

	Agree	Disagree	Don't Know / No Comment
	%	%	%
Your council is efficient in the delivery of it's services	84	10	7
Generally your council has a positive image among residents	70	19	11
Council services have improved over the last two years	71	22	7
Your council treats all local people fairly and without discrimination	77	12	11
Local councillors present a positive image of your council	70	18	13

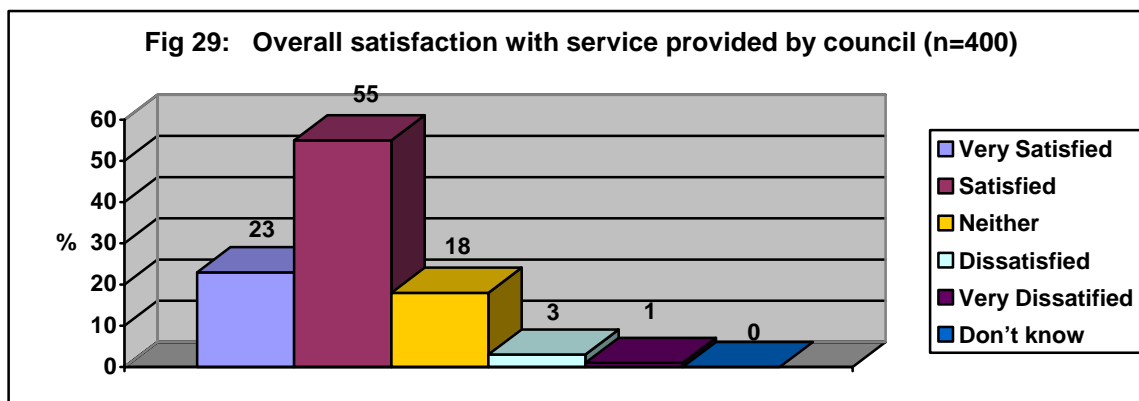
2.15.1 PERCEPTION OF THE COUNCIL

Table 2.22 presents the agreement and disagreement scores for the council, the mean agreement score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

	...efficient in the delivery of its services	...council has a positive image among residents	... council services have improved over the last two years	... council treats all local people fairly and without discrimination	... local councillors present a positive image of your council
% Agree	84	70	71	77	70
% Disagree	10	19	22	12	18
Mean agreement score: All councils (%)	73	59	61	71	58
Range: All councils (%)	56 - 84	35 - 70	46 - 74	53 - 77	38 - 73
Top 5 councils	Dungannon (1) Cookstown (2) Newtownabbey (3) Ballymena (=4) Fermanagh (=4) Magherafelt (=4)	Banbridge (=1) Dungannon (=1) Fermanagh (=1) Cookstown (4) Magherafelt (5)	Cookstown (1) Limavady (=2) Magherafelt (=2) Dungannon (4) Fermanagh (=5) Strabane (=5)	Banbridge (=1) Dungannon (=1) Fermanagh (=1) Newtownabbey (4) Antrim (=5) Ballymena (=5) Limavady (=5)	Cookstown (1) Dungannon (2) Limavady (3) Banbridge (4) Fermanagh (=5) Magherafelt (=5)
Your council's position in ranking	1	=1	4	=1	2

2.16 OVERALL SATISFACTION WITH SERVICE PROVIDED

Taking everything into consideration, 78% of residents were either very satisfied (23%) or satisfied (55%), with the overall service provided by the council. The level of dissatisfaction was recorded at 4%, with 3% dissatisfied and 1% very dissatisfied. The reasons for dissatisfaction are listed in Table A23 in Appendix 4.



2.17 OVERALL SATISFACTION COMPARED WITH OTHER COUNCILS

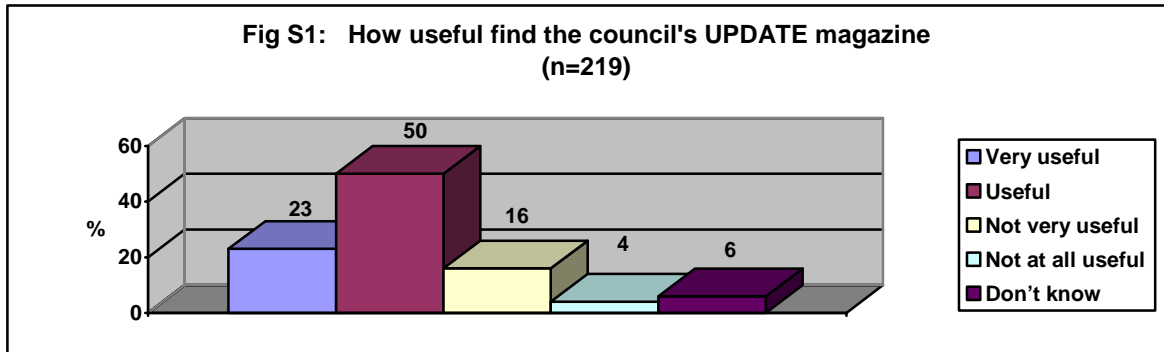
Table 2.23 presents the combined overall satisfaction and dissatisfaction scores for the council, the mean satisfaction score for all councils, the range for all councils, the top 5 ranked councils, and your council's position in the ranking.

Table 2.23 Overall satisfaction with service provided by council compared with all councils in the survey	
% Satisfied	78
% Dissatisfied	4
Mean satisfaction score for all councils (%)	67
Range for all councils (%)	45 – 78
Top 5 councils	Dungannon (1) Cookstown (2) Fermanagh (3) Magherafelt (4) Antrim (5)
Your council's position in ranking	1

3 SUPPLEMENTARY QUESTIONS

3.1 AWARENESS OF COUNCIL'S 'UPDATE' MAGAZINE

Just over half (55%) of all residents reported to be aware of the council's update magazine, with 45% unaware. Among those who were aware of the magazine, 73% rated it either very useful (23%) or useful (50%), with 20% rating it either not very useful (16%) or not at all useful (4%).



3.2 RETURN OF THE EARLS

Approximately six out of ten (62%) residents were aware that the council had used the theme of 'Return of the Earls' to promote reconciliation through community events and projects. Among those who were aware of the 'Return of the Earls' theme, 76% felt that it was either very important (47%) or important (29%) to use this theme to promote reconciliation.

