

# Polling on resident satisfaction with councils: Round 18

December 2017



## Acknowledgements

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To view more research from the Local Government Association Research and Information team please visit: <https://www.local.gov.uk/our-support/research>

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## Introduction

This report outlines the eighteenth set of results in a series of regular Local Government Association (LGA) public polls on resident satisfaction with local councils, conducted every four months.<sup>1</sup>

With the publication of *Are You Being Served*<sup>2</sup> in 2012 – a set of resident satisfaction questions that councils can choose to use in their local surveys and benchmark themselves against other authorities – the LGA has responded to demand from the sector for more intelligence in this area.

Our national polling complements councils' local work by regularly looking at the national picture. Tracking national changes in satisfaction with councils, alongside questions on other related issues about residents' local areas, can provide valuable information on what is driving resident perceptions and, therefore, what councils can do to serve their local communities better.

Many additional factors will influence resident views of councils at a local level, including local demographics, economic factors and social circumstances. It is important, therefore, that polling results are seen as complementary to a wider approach aimed at understanding and responding to communities at a local level.

Comparison against national polls provides context and trends, and helps to identify possible relationships with other variables, but councils could include additional questions in their local surveys and conduct other engagement activities. Analysis of this information might help diagnose what other factors are driving satisfaction levels locally.

## Methodology

Between 12<sup>th</sup> and 15<sup>th</sup> October 2017, a representative random sample of 1,003 British adults (aged 18 or over) was polled by telephone.<sup>3</sup>

Respondents were given the following preamble at the outset:

*"I would like to ask you some questions about your local council. Local councils are responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance."*

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<sup>1</sup> Note that until October 2014, the polling was conducted quarterly. It was later changed to once every four months.

<sup>2</sup> <http://lginform.local.gov.uk/about-lg-inform/resident-satisfaction>

<sup>3</sup> Quotas were set on age, gender and region and the data weighted to the known British profile of age, gender, region, social grade, taken a foreign holiday in the last 3 years, tenure, number of cars in the household, working status, and mobile only households. The polling was conducted by Populus Data Solutions.

*If you live in an area with more than one council please think about the way in which they deliver services to you overall. This would include district and county councils. We are doing this to keep the survey simple as it is part of a national study.”*

A full set of interview questions is included in Annex B for information. Where the questions cover the same topics as the *Are You Being Served*<sup>2</sup> question set, the same question ordering, wording, definitions and preamble have been used to allow comparability.<sup>4</sup>

Three additional questions were added in this round of polling. First, a question about the reasons why respondents felt informed/not well informed about their local council, as a follow-up to the question: ‘Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?’ Second, a question asking respondents how they currently find out about their council(s) and the services it provides. Third, a question about community cohesion, employing a commonly-used question which also features in the Cabinet Office’s Community Life Survey among other surveys.<sup>5</sup>

## Notes

Where tables and figures report the base, the description refers to the group of people who were asked the question. The number provided refers to the unweighted number of respondents who answered each question.

This is the eighteenth round of polling in this series, and the paper examines trends since the first round in September 2012.<sup>6</sup> Differences between results are only highlighted within the report where this is statistically significant.<sup>7</sup>

Please note the following when reading the report:

- Throughout the report percentages in figures and tables may add to more than 100 due to rounding.
- The following conventions are used in tables: ‘\*’ - less than 0.5 per cent; ‘0’ – no observations; ‘-’ – category not applicable/data not available.

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<sup>4</sup> The mode of data collection can have a marked impact on results, therefore, results are only truly comparable with surveys conducted via telephone.

<sup>5</sup> <https://www.gov.uk/government/collections/community-life-survey>

<sup>6</sup> The full papers outlining the results of previous polls can be found here:

<https://www.local.gov.uk/our-support/research/research-publications/residents-satisfaction-surveys>

<sup>7</sup> Statistical significance is tested at the 95% level.

## Key findings

### Key indicators

The LGA's October 2017 poll found no significant changes to the results observed in its last poll in June 2017 with regards to the six indicators used to measure resident satisfaction. In this round:

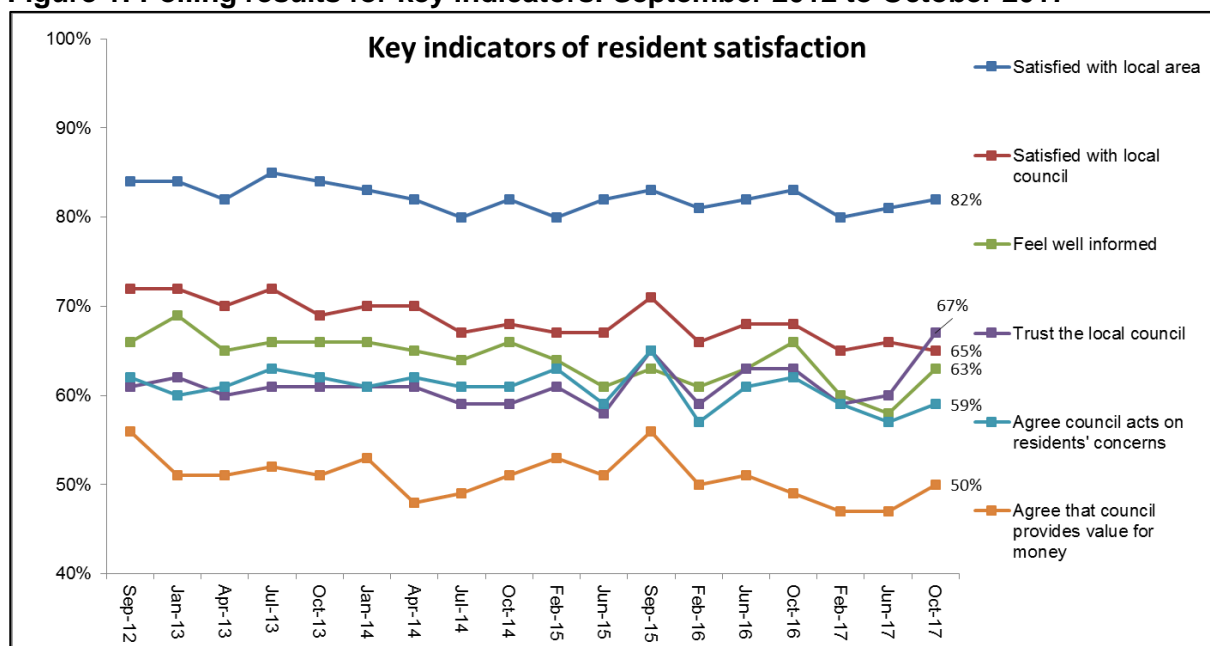
- **Satisfaction with local area:** 82 per cent of respondents were satisfied overall with their local area as a place to live – this strong level of satisfaction has sustained across all 18 polls.
- **Satisfaction with way council runs things:** 65 per cent of respondents were satisfied overall with the way their local council runs things – a similar level to those observed earlier this year. The yearly average has dropped between one and two percentage points each year, since 2013.
- **Trust in council:** 67 per cent of respondents said they trusted their council either 'a great deal' or 'a fair amount' – a significantly higher proportion than 14 previous polls<sup>8</sup> and a higher level than observed for overall satisfaction with the way one's local council runs things.
- **Responsiveness of council:** 59 per cent of respondents replied positively when asked if their council acts on the concerns of local residents – the polling average is 61 per cent for 'a great deal/a fair amount'.
- **Feeling informed:** 63 per cent of respondents said their council keeps residents informed about the services and benefits it provides – thus returning to a level similar to the polling average (64 per cent), after an unprecedented dip in the last poll.
- **Perceived value for money:** Of the six indicators, value for money perception has consistently received the lowest proportion of positive replies, but this does not appear to be a worsening trend. Indeed, in this round, the number of respondents who strongly agreed or were prone to agree that their council provides value for money returned to the 50 per cent level last observed in June 2016.

Figure 1 shows the results for October compared to all others since 2012 for the six key indicators used to measure resident satisfaction.

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<sup>8</sup> The question "How much do you trust your local council(s)" is classified as a third tier question in the LGA's 'Are You Being Served' guidance. It is not subject to ordering effects, based on our cognitive testing. It was positioned earlier in previous polling surveys.

**Figure 1: Polling results for key indicators: September 2012 to October 2017**



Base (all respondents): 1,003 British adults in October 2017

### Satisfaction with council-provided services

In this round, there was one significant upward change in the proportion of respondents who were satisfied overall with the services provided by their local council compared to the previous round in June 2017.

- Road maintenance:** In this round, 45 per cent of respondents were 'very satisfied' or 'fairly satisfied' with road maintenance, which is significantly higher than the figure observed in June 2017 (and six other rounds). Forty two per cent were 'very dissatisfied' or 'fairly dissatisfied' with road maintenance. Satisfaction with this service has seen one of the highest levels of variance and continues to have the highest level of dissatisfaction.

Concerning, other council-run services, the most notable changes across the polling surveys, but not all reaching significance, are highlighted below.

- Waste collection and street cleaning:** There was again a disconnect between satisfaction with these services and satisfaction with how the council runs things – 78 per cent were satisfied overall with waste collection and 70 were satisfied overall with street cleaning (compared to 65 per cent who were satisfied overall with the way their local council runs things). These figures for waste collection and street cleaning are both three percentage points lower than polling averages.
- Pavement maintenance:** Satisfaction in this round was 55 per cent; which is the average level of satisfaction observed across all 18 polling surveys (the lowest is 51 per cent and the highest is 59 per cent).
- Library services:** At 63 per cent, satisfaction with library services is significantly lower than seven previous rounds. The highest level of satisfaction observed over the course of the polling was 71 per cent.

- **Sport and leisure services:** Satisfaction in this round was 64 per cent – which is slightly higher than the polling average (63 per cent).
- **Services and support for older people:** Satisfaction stands at 46 per cent in this round. The lowest level observed is 44 per cent and the highest is 52 per cent. Twenty eight per cent of respondents replied answered ‘neither satisfied nor dissatisfied’ rather than being actively dissatisfied and 11 per cent said ‘don’t know’. This relatively high proportion answering neutrally could reflect that many respondents did not have direct experience of this service.
- **Services and support for children and young people:** Satisfaction was at 49 per cent in this round (the polling average is 50 per cent). Most of remaining respondents answered ‘neither satisfied nor dissatisfied’ (27 per cent) or ‘don’t know’ (10 per cent) rather than being actively dissatisfied.

### Perceptions of safety

The LGA’s polling shows perceptions of safety when outside in one’s local area during the day and after dark to be stable and consistent across all rounds of polling:

- **Feeling safe during the day:** 95 per cent of respondents indicated feeling safe when outside in their local area during the day (the polling average is 95 per cent).
- **Feeling safe after dark:** 76 per cent of respondents indicated feeling safe when outside in their local area after dark (the polling average is 78 per cent).

### Trust in government and politicians

Polling questions about trust in different forms of government, and also trust in politicians yielded results broadly consistent with previous rounds.

- **Form of government most trusted to make local decisions:** A large gap was again observed in the proportion of respondents selecting ‘local council’ (71 per cent) compared to ‘the government’ (15 per cent) and ‘neither’ (13 per cent) when asked who was most trusted to make decisions about how services are provided in one’s local area.
- **Politicians most trusted to make local decisions:** A large gap was again in the proportion of respondents selecting ‘local councillors’ (69 per cent) compared to ‘members of parliament’ (13 per cent) and ‘government ministers’ (seven per cent) when asked which individuals were most trusted to make decisions about how services are provided in one’s local area.

### Media portrayal of government

In this round, as in June 2017, the media was seen to have portrayed ‘the government’ particularly negatively compared to previous rounds. Sixty per cent of respondents said the media had viewed ‘the government’ *negatively* in the last few months – a significantly higher proportion than all but two of the 17 previous polls. The proportion selecting ‘negatively’ for ‘all local councils across the country’ was 34 per cent, and ‘my local council’ was 20 per cent.



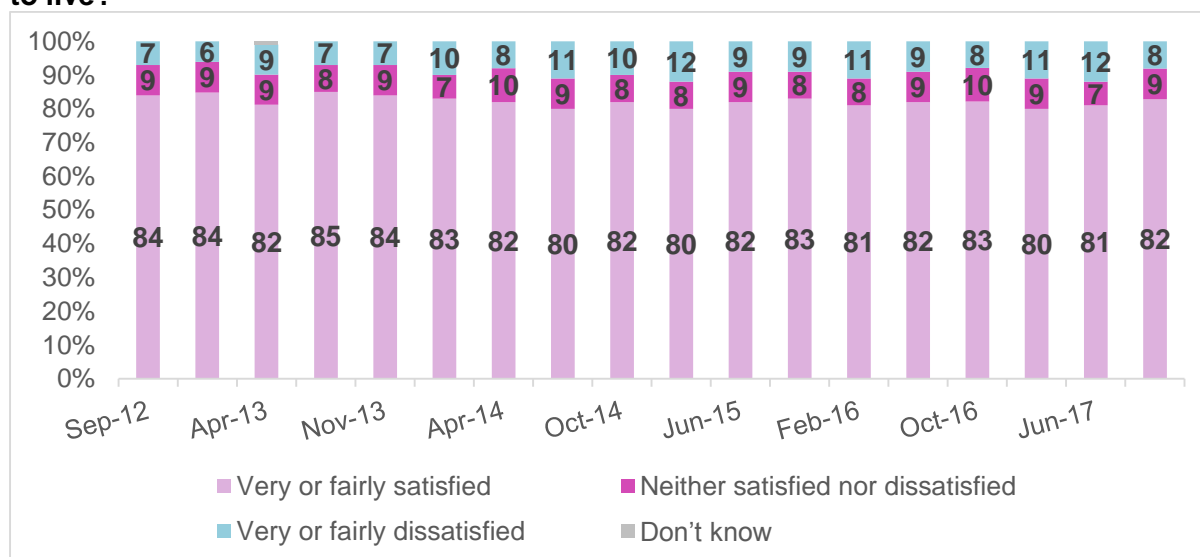
## Polling on resident satisfaction with councils

This section outlines the full set of polling results. Tables showing the response breakdowns for every answer option can be found in Annex A.

### Overall satisfaction with local area

A consistently high level of respondent agreement has been observed for the measure ‘satisfaction with one’s local area as a place to live’ across all 18 polls. In this round, 82 per cent of respondents were ‘very satisfied’ or ‘fairly satisfied’ with their local area as a place to live – as per the polling average. Satisfaction has not dipped below 80 per cent since the first poll, reaching a high of 85 per cent in July 2013. See Figure 2.

**Figure 2: Overall, how satisfied or dissatisfied are you with your local area as a place to live?<sup>9</sup>**



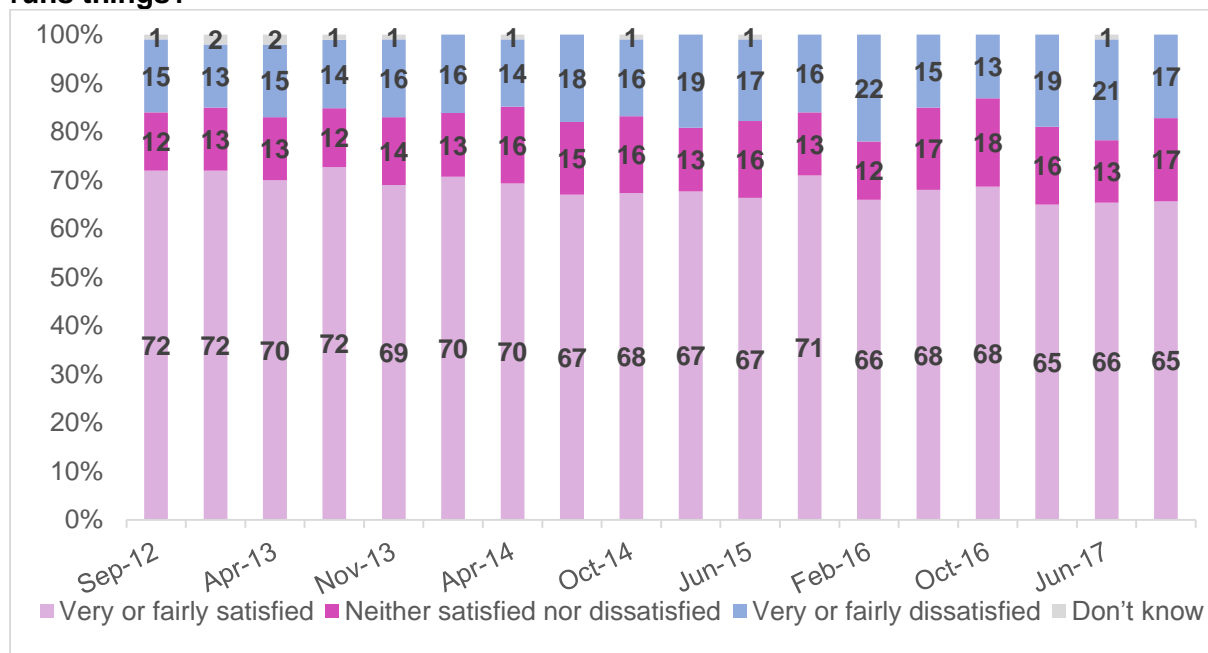
Base (all respondents): 1,003 British adults in October 2017

### Overall satisfaction with local council

In this round, 65 per cent of respondents were ‘very satisfied’ or ‘fairly satisfied’ with ‘the way their local council runs things’ – a similar level to those observed earlier this year (see Figure 3). The yearly average has dropped between one and two percentage points each year since 2013, indicating a downward trend. Indeed, the level observed in this round, as in February this year, is the lowest result across all the polling surveys – and a statistically lower proportion than for seven previous rounds.

<sup>9</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

**Figure 3: Overall, how satisfied or dissatisfied are you with the way your local council runs things?**

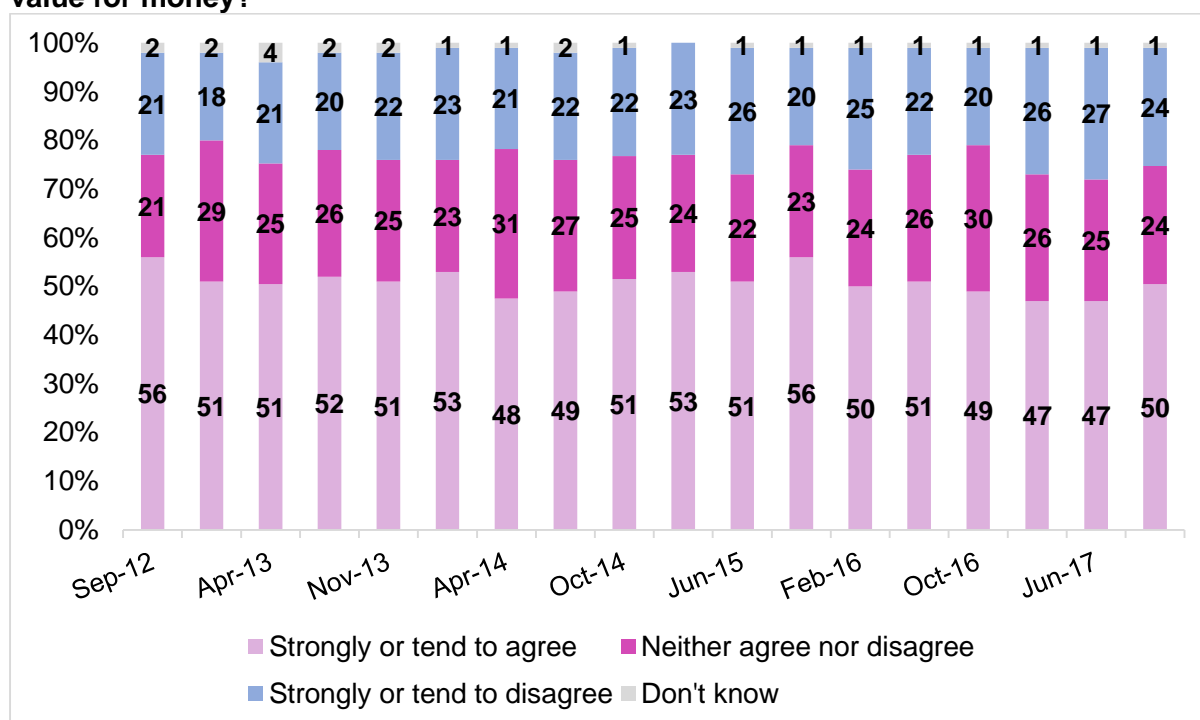


Base (all respondents): 1,003 British adults in October 2017

### Value for money

The proportion of respondents who, in this round, said their council provides value for money figure returned to the 50 per cent level last observed in June 2016 (see Figure 4). Of the six indicators of resident satisfaction, value for money perception has always received a much lower positive rating than the other measures (the polling average is 51 per cent, while the next lowest average is 61 per cent for measures of both trust and responsiveness). However, an analysis of yearly averages across the last five years does not suggest a falling trend.

**Figure 4: To what extent do you agree or disagree that your local council(s) provides value for money?<sup>10</sup>**



Base (all respondents): 1,003 British adults in October 2017

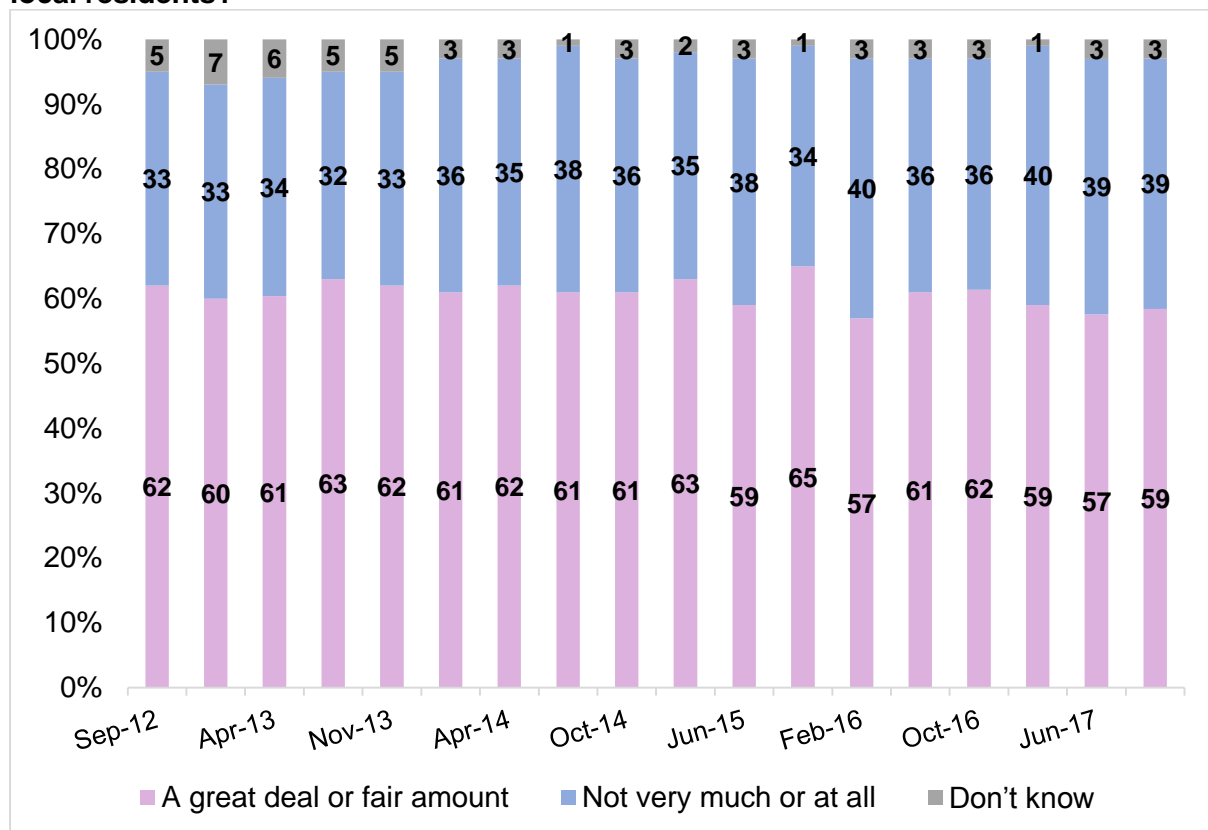
### Council responsiveness

Acting on residents' concerns is an important measure of local accountability as it looks at whether councils are perceived to be responsive to local issues and problems. Fifty nine per cent of respondents in this round said that their council acts on the concerns of local residents either 'a great deal' or 'a fair amount' (see Figure 5). While this represents the lowest yearly average across the last five years, there is not enough fluctuation to suggest a particular direction of travel.

As in June 2017, 39 per cent of respondents gave a less than positive reply when asked about council responsiveness (i.e. 'not very much' or 'not at all'), which is one of the highest proportions observed across all 18 polls and a significantly higher than the first five surveys.

<sup>10</sup> The following preamble was used: "In considering the next question, please think about the range of services your local council(s) provides 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 your local council(s) provides to the community. We would like your general opinion."

**Figure 5: To what extent do you think your local council(s) acts on the concerns of local residents?**

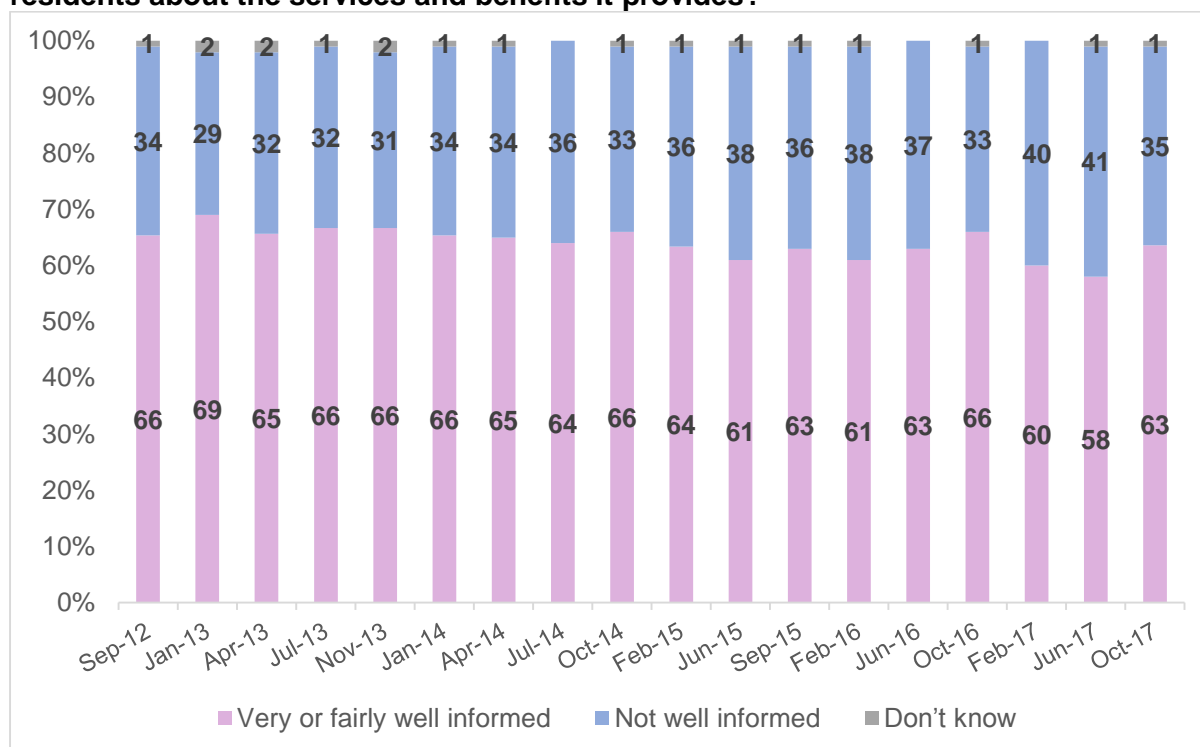


Base (all respondents): 1,003 British adults in October 2017

### **Informed about the council**

In this round, the proportion of respondents who said their local council keeps residents ‘very well informed’ or ‘fairly well informed’ about the services and benefits it provides returned to the sixty percent level (63 per cent). However, despite this rise, an analysis of yearly averages suggests a downward trend in the proportion of respondents who feel that their council keeps residents informed. See Figure 6.

**Figure 6: Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?**



Base (all respondents): 1,003 British adults in October 2017

One of three additional questions included in this round of polling asked respondents why they felt either well informed (i.e. 'very informed' or 'fairly informed') or not well informed (i.e. 'not very well informed' or 'not well informed at all') about their council. A list of possible reasons was presented to respondents along with an option to provide other reasons (see Table 1).

The main reasons for feeling well informed were:

- My council publishes information that is easy to understand (91 per cent of respondents).
- My council is easy to contact (81 per cent of respondents).
- My council publicises its activities in my local area (80 per cent of respondents).

The main reasons for not feeling well informed were:

- My council rarely sends me information (87 per cent of respondents).
- My council doesn't send me or deliver any information (66 per cent of respondents).
- My council doesn't publicise its activities in my local area (64 per cent of respondents).

**Table 1: Which of these reasons, if any, best describe why you feel very well informed/fairly well/not very well informed/not well informed at all informed about your local council?**

	%		%
<b>My council publishes information that is easy to understand</b>	<b>91</b>	My council publishes information that is difficult to understand	36
<b>My council is easy to contact</b>	<b>81</b>	My council is hard to contact	46
<b>My council publicises its activities in my local area</b>	<b>80</b>	<b>My council doesn't publicise its activities in my local area</b>	<b>64</b>
My council publishes information that is open and trustworthy	78	My council publishes information that can't be trusted	35
My council publishes information that is relevant to me	77	My council publishes information that is not relevant to me	53
My council sends me information through text, email or post	71	<b>My council doesn't send me or deliver any information</b>	<b>66</b>
My council involves residents in local issues	69	My council doesn't involve residents in local issues	62
My council uses the local media to keep residents up-to-date	68	My council doesn't use the local media to keep residents up-to-date	56
My council's website is good or easy to use	63	<b>My council rarely sends me information</b>	<b>87</b>
My council regularly sends me information	62	My council's website is poor or difficult to use	43
Any other reasons	10	Any other reasons	27
		I don't want to know anything about my council	15
Total number of respondents	635		357

Base: all respondents who relied 'very well informed' or 'fairly well informed' (635) or 'not very well informed' or 'not well informed at all' (357) when asked "Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?"

The second of three additional questions included in this round of polling asked respondents to specify how they currently find out about their council and its services. The most commonly cited source was 'printed information provided by the council' (72 per cent), followed by 'word of mouth' (68 per cent), and 'local media' (61 per cent). Over half of all respondents said they currently found out about their council and its services via the council's website (55 per cent) and its magazines/newsletters (55 per cent and 53 per cent, respectively). Council-run social media sites were less frequently cited, with only 22 per cent of respondents selecting this option.

**Table 2: How do you currently find out about your council(s) and the services it provides?**

	%
Printed information provided by the council (e.g. leaflets, flyers, public notices)	72
Word of mouth (e.g. friends, neighbours, relations)	68
Local media (e.g. newspapers, TV, radio)	61
Council website	55
Council's magazine or newsletter	53
Advertising on billboards/buses etc.	35
Direct contact with the council (e.g. contact with staff, public meetings and events)	34
Social media outside the council (e.g. Facebook, Twitter, YouTube)	30
Council noticeboards in council buildings	29
Council texts, emails and e-newsletters	27
From your local councillor	27
Council's social media sites (e.g. Facebook, Twitter, YouTube)	22
Do not find out any information	1
Other	2

Base (all respondents): 1,003 British adults in October 2017. Respondents could give more than one answer.

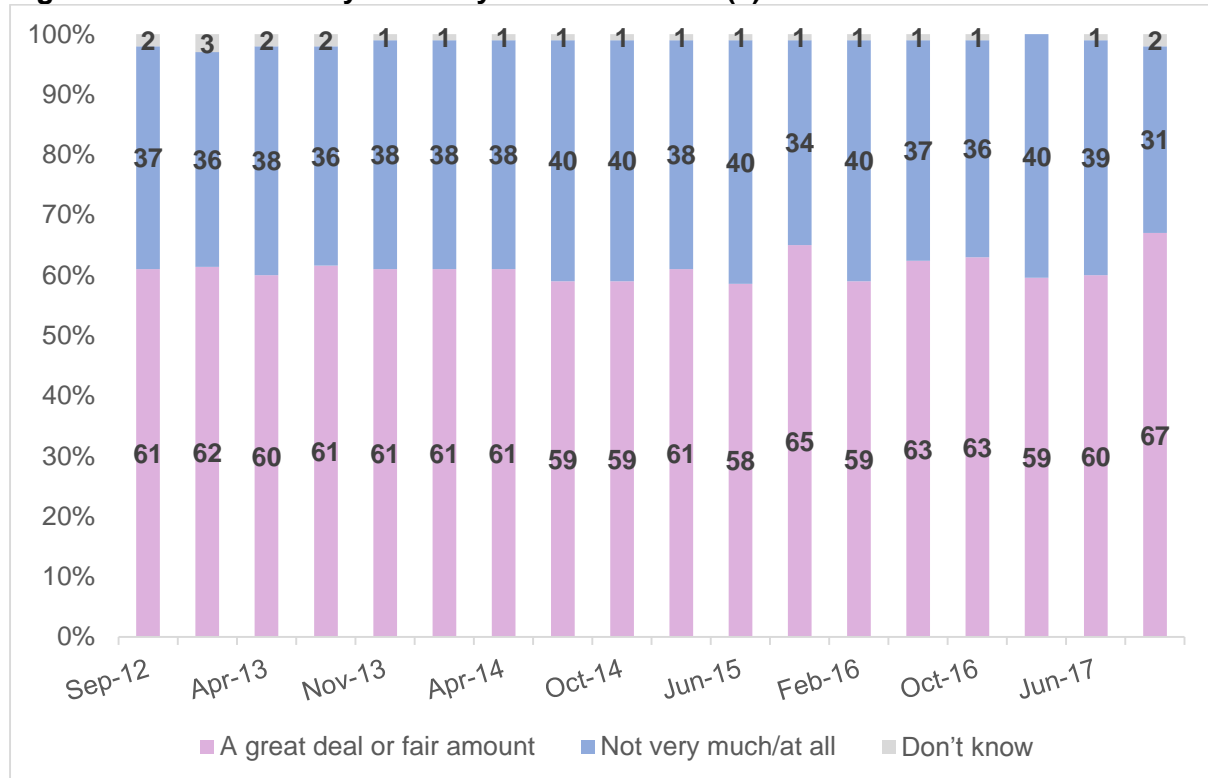
## Trust

A significant rise in the proportion of respondents who said they trusted their local council 'a great deal' or 'a fair amount' was observed in this round of polling compared to the previous poll.<sup>11</sup> Indeed, at 67 per cent, this result is significantly higher than 14 of the 17 previous polling surveys (see Figure 7). In this round, the proportion of respondents who said they trusted their council 'a great deal' or 'a fair amount' is higher than the proportion who said they were 'very satisfied' or 'fairly satisfied' with the way their local council runs things (65 per cent, see Figure 3).

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<sup>11</sup> The question "How much do you trust your local council(s)" is classified as a third tier question in the LGA's 'Are You Being Served' guidance. It is not subject to ordering effects, based on our cognitive testing. It was positioned earlier in previous polling surveys.

**Figure 7: How much do you trust your local council(s)?**

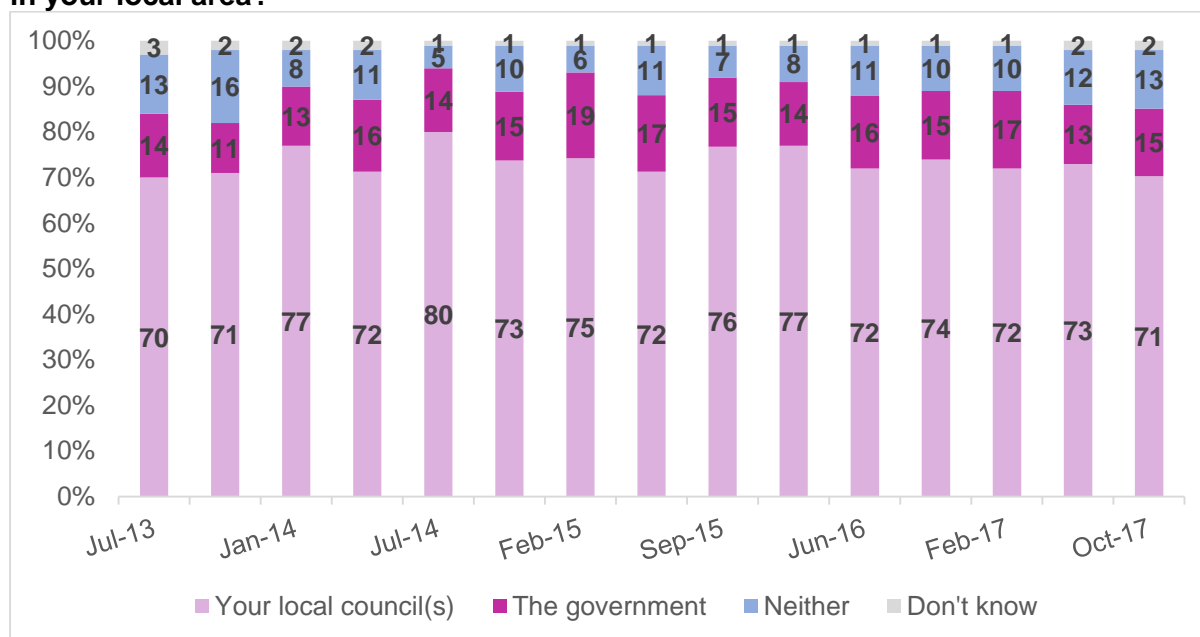


Base (all respondents): 1,003 British adults in October 2017

Consistent with all other rounds of polling, the most recent survey shows public trust in councils to be far greater than trust in Parliament when it comes to making decisions about how services are provided in local areas (see Figure 8). Asked who they most trusted when it came to local decision making, their ‘local council’, ‘the government’ or ‘neither’, 71 per cent said their ‘local council’ (the polling average is 72 per cent). Fifteen per cent said ‘the government’ and 13 per cent said ‘neither’.



**Figure 8: Who do you trust most to make decisions about how services are provided in your local area?<sup>12</sup>**

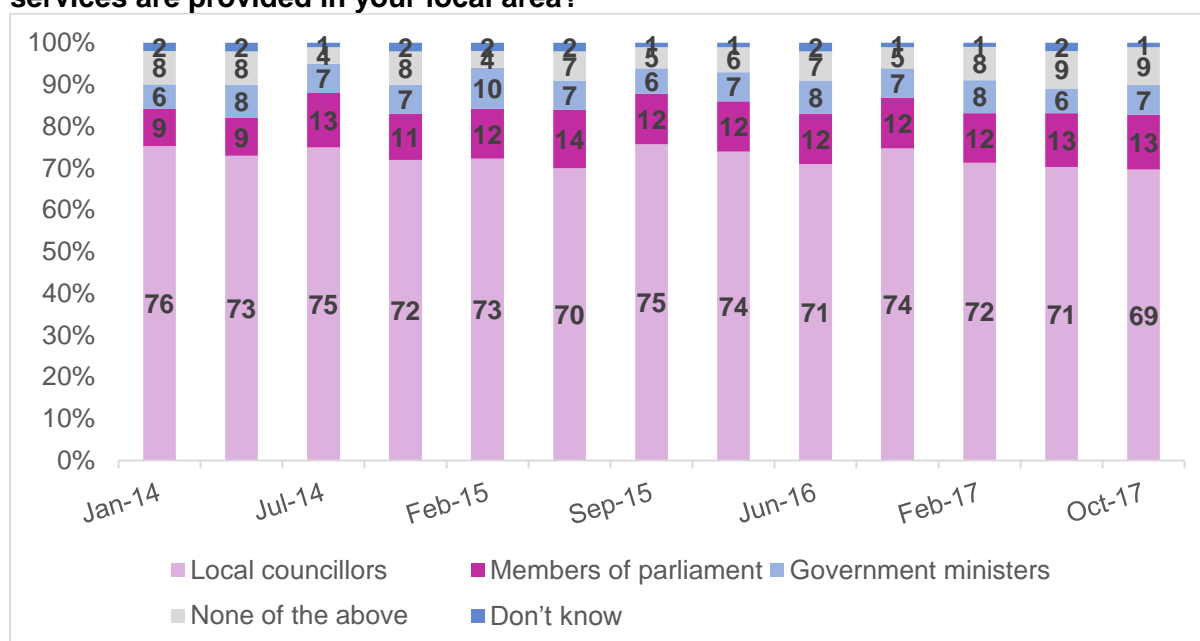


Base (all respondents): 1,003 British adults in October 2017

An additional question about trust in local decision making was introduced in January 2014 asking respondents which politicians they trusted the most to make decisions about how services are provided in their local area: ‘local councillors’, ‘members of parliament’ or ‘government ministers’. The most trusted group by far was ‘local councillors’ with 69 per cent of respondents making this selection (although this is the first time this result has dropped below 70 per cent). Thirteen per cent of respondents said they most trusted ‘members of parliament’ to make decisions about services provided in their local area compared to seven per cent for ‘government ministers’ and nine per cent for ‘none of these’.

<sup>12</sup> ‘Neither’ was not read out to respondents as an answer option but the interviewer could code it if it was given spontaneously.

**Figure 9: And which individuals do you trust most to make decisions about how services are provided in your local area?<sup>13</sup>**



Base (all respondents): 1,003 British adults in October 2017

### Community cohesion and safety

The third additional question asked in this poll was about community cohesion, employing a commonly-used question which also features in the Cabinet Office’s Community Life Survey among other surveys.<sup>14</sup> Just over eight out of ten respondents (81 per cent) ‘definitely agreed’ or ‘tended to agree’ that their local area is a place where people from different backgrounds get on well together.

**Table 2: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**

	%
<b>Definitely agree or tend to agree</b>	<b>81</b>
Definitely agree	28
Tend to agree	53
Tend to disagree	10
Definitely disagree	6
Too few people in local area	1
All the same background	1
Don't know	2

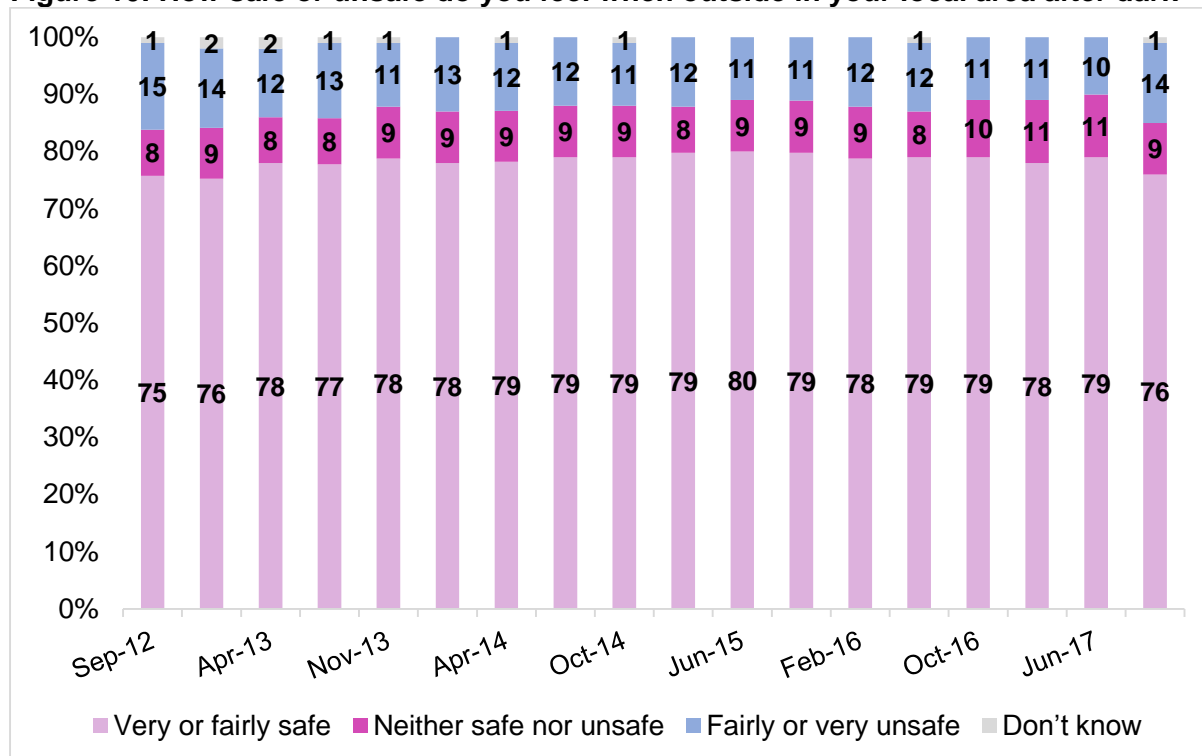
Base (all respondents): 1,003 British adults in October 2017

<sup>13</sup> ‘None of the above’ was not read out to respondents as an answer option but the interviewer could code if it was given spontaneously

<sup>14</sup> <https://www.gov.uk/government/collections/community-life-survey>

Perceptions of personal safety among respondents were broadly consistent with previous rounds of polling. Seventy six per cent said they felt ‘very safe’ or ‘fairly safe’ after dark; this is a slight drop, but is not significant enough to suggest a meaningful change (see Figure 10).

**Figure 10: How safe or unsafe do you feel when outside in your local area after dark<sup>15</sup>**

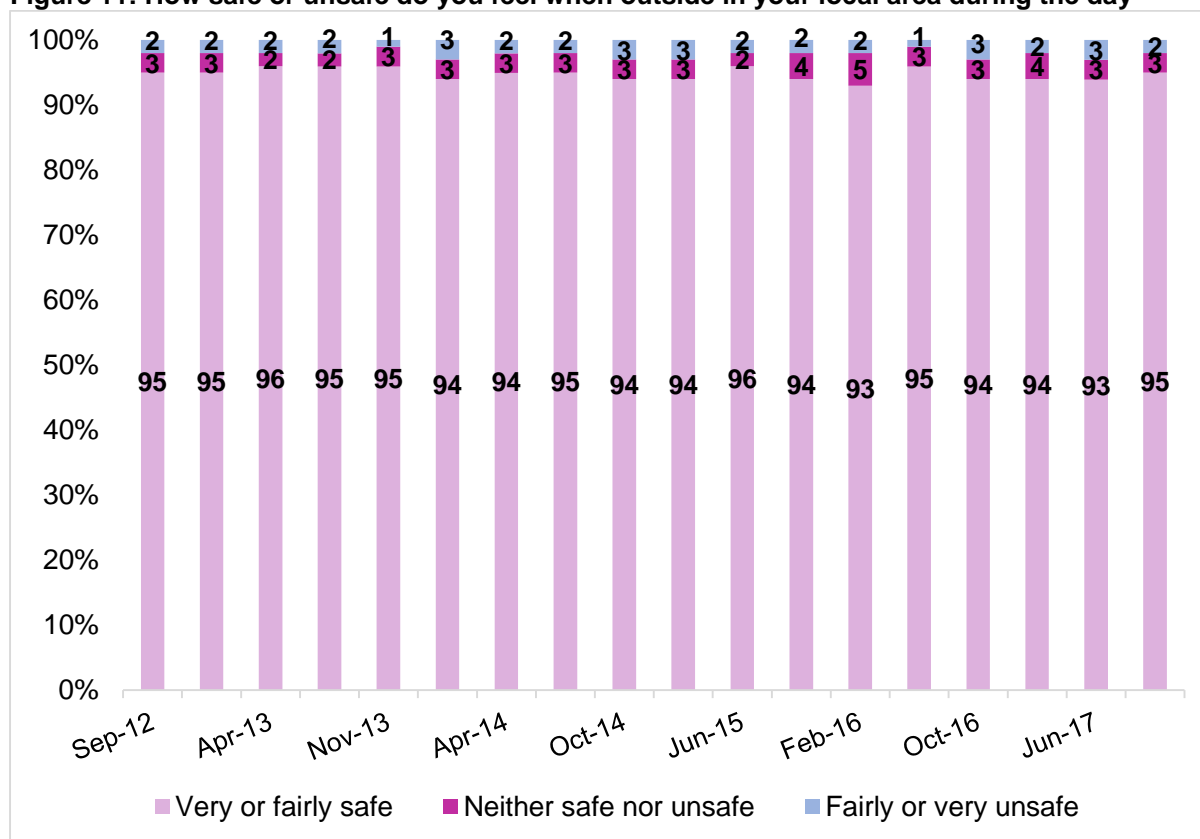


Base (all respondents): 1,003 British adults in October 2017

As Figure 11 shows, respondent feelings of safety during the day in their local area remains extremely high, with 95 per cent saying they felt ‘very safe’ or ‘fairly safe’ – a similar level to all previous rounds.

<sup>12</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

**Figure 11: How safe or unsafe do you feel when outside in your local area during the day<sup>16</sup>**



Base (all respondents): 1,003 British adults in October 2017

### Service specific satisfaction

Respondents were invited to indicate how satisfied or dissatisfied they were with the following key services:<sup>17</sup>

- waste collection
- street cleaning
- road maintenance
- pavement maintenance
- library services
- sport and leisure services
- services and support for older people
- services and support for children and young people.

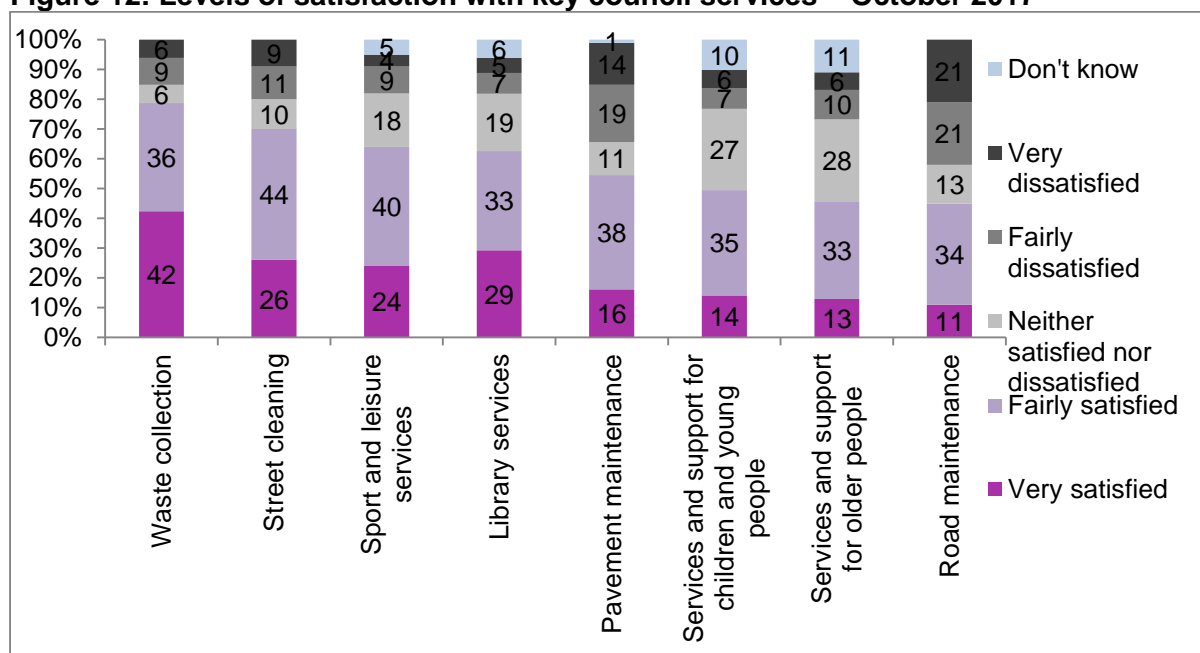
<sup>16</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

<sup>17</sup> Note that these questions were asked of all respondents, the bases include those who may not have used particular services.

Respondents in this round were mostly positive about the services provided by their local council (see Figure 12). The highest level of satisfaction was with waste collection services (78 per cent were ‘fairly satisfied’ or ‘very satisfied’). Again, as for all previous rounds this result was higher than overall satisfaction with how one’s council runs things (65 per cent, see Figure 3). Satisfaction with street cleaning was also higher than overall satisfaction with the council, at 70 per cent.

Road maintenance continues to have the highest level of dissatisfaction. However, in this round, the proportion of respondents who were satisfied with road maintenance (either ‘very satisfied’ or ‘fairly satisfied’) was greater than those who were dissatisfied (either ‘very dissatisfied’ or ‘fairly dissatisfied’) – 45 per cent and 42 per cent, respectively. The proportion of respondents who were satisfied overall with road maintenance in this round was significantly higher than the previous round (which stood at 39 per cent) and six other polls.

**Figure 12: Levels of satisfaction with key council services – October 2017**



Base (all respondents): 1,003 British adults in October 2017

Levels of satisfaction with specific services have remained fairly stable since the polling of residents began in September 2012 (see Figure 13). The largest variance can be seen in relation to overall satisfaction with ‘library services’ and also overall satisfaction with ‘road maintenance’ (a difference of 10 percentage points can be seen across the 18 polling surveys). Overall satisfaction with council-run services featured the polling survey was lower than the average figure in all cases except for ‘sport and leisure services’ and ‘road maintenance’.

Tables showing the full set of service-specific satisfaction results can be found at Annex A.

### Higher levels of satisfaction:

- **Road maintenance:** Satisfaction with road maintenance stands at 45 per cent in this round which is higher than the polling average (42 per cent) and significantly higher than seven other polls (mostly conducted in 2014 and 2015).
- **Sport and leisure services:** Satisfaction in this round was 64 per cent – which is slightly higher than the polling average (63 per cent).

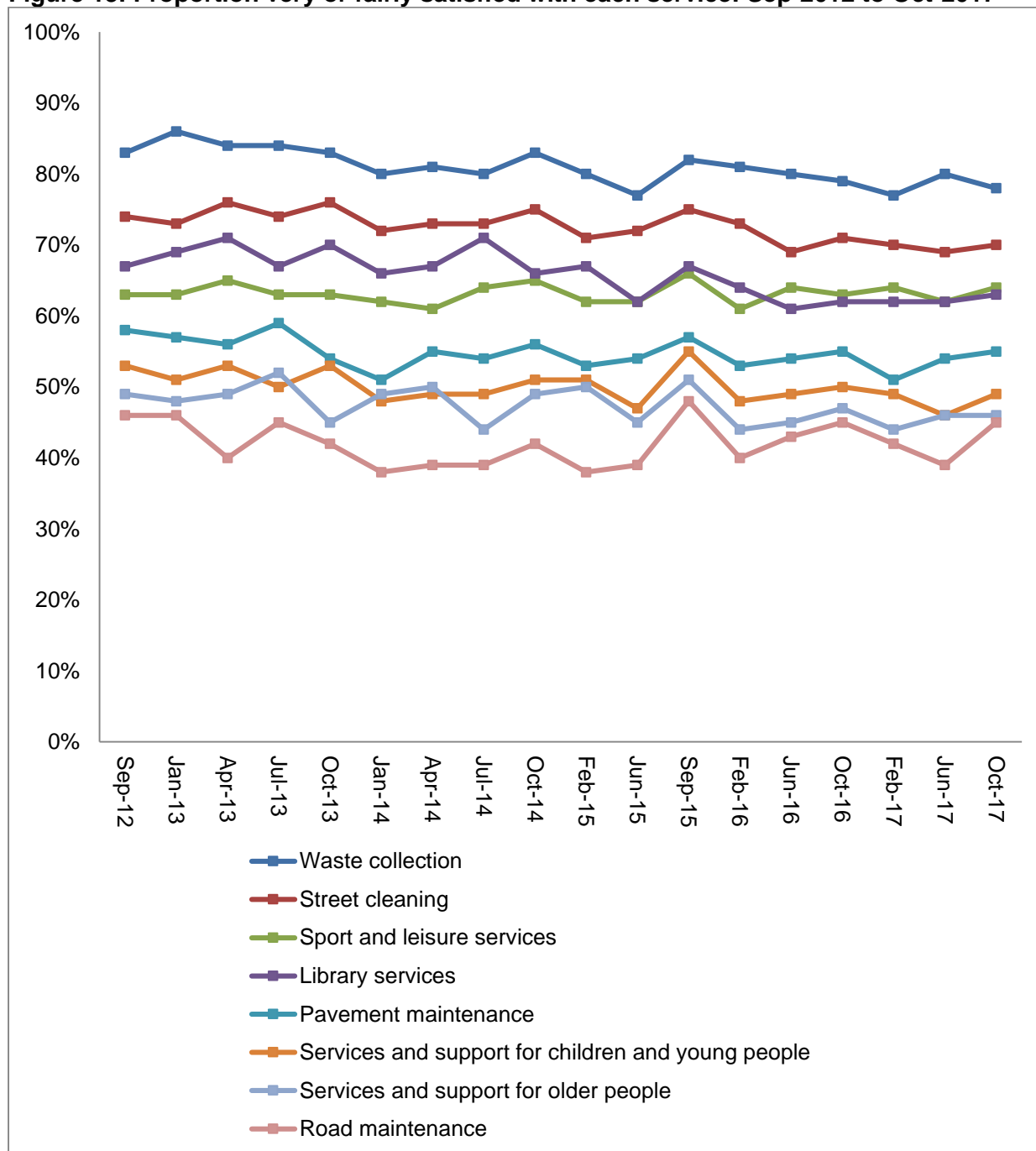
### Consistent levels of satisfaction:

- **Street cleaning:** Satisfaction with street cleaning stands at 70 per cent – this is towards the lower end of the satisfaction results for this service (the polling average is 73 per cent).
- **Pavement maintenance:** Satisfaction in this round was 55 per cent; which is the average level observed across all 18 polling surveys (the lowest is 51 per cent and the highest is 59 per cent).
- **Services and support for older people:** Satisfaction stands at 46 per cent in this round. The lowest level observed is 44 per cent and the highest is 52 per cent. Twenty eight per cent of respondents answered 'neither satisfied nor dissatisfied' rather than being actively dissatisfied and 11 per cent said 'don't know'. This relatively high proportion answering neutrally could reflect that many respondents will not have direct experience of this service.
- **Services and support for children and young people:** Satisfaction was at 49 per cent in this round, just slightly less than the polling average (50 per cent). Most of remaining respondents answered 'neither satisfied nor dissatisfied' (27 per cent) or 'don't know' (10 per cent) rather than being actively dissatisfied.

### Lower levels of satisfaction:

- **Waste collection:** Satisfaction stands at 78 per cent; the lowest level observed is 77 per cent and the highest is 86 per cent.
- **Library services:** At 63 per cent, satisfaction with library services is significantly lower than seven previous rounds. The highest level of satisfaction observed over the course of the polling was 71 per cent.

**Figure 13: Proportion very or fairly satisfied with each service: Sep-2012 to Oct-2017**



Base (all respondents): 1,003 British adults in October 2017

### Media portrayal of government

Respondents were asked whether, overall, they thought that the media had viewed the following forms of government positively or negatively in the last few months: ‘the government’; ‘local councils across the country’; and their own ‘local council’.

Regarding ‘the government’, the proportion of respondents observing overall positive coverage was 14 per cent, which is significantly lower than 13 previous polls. The

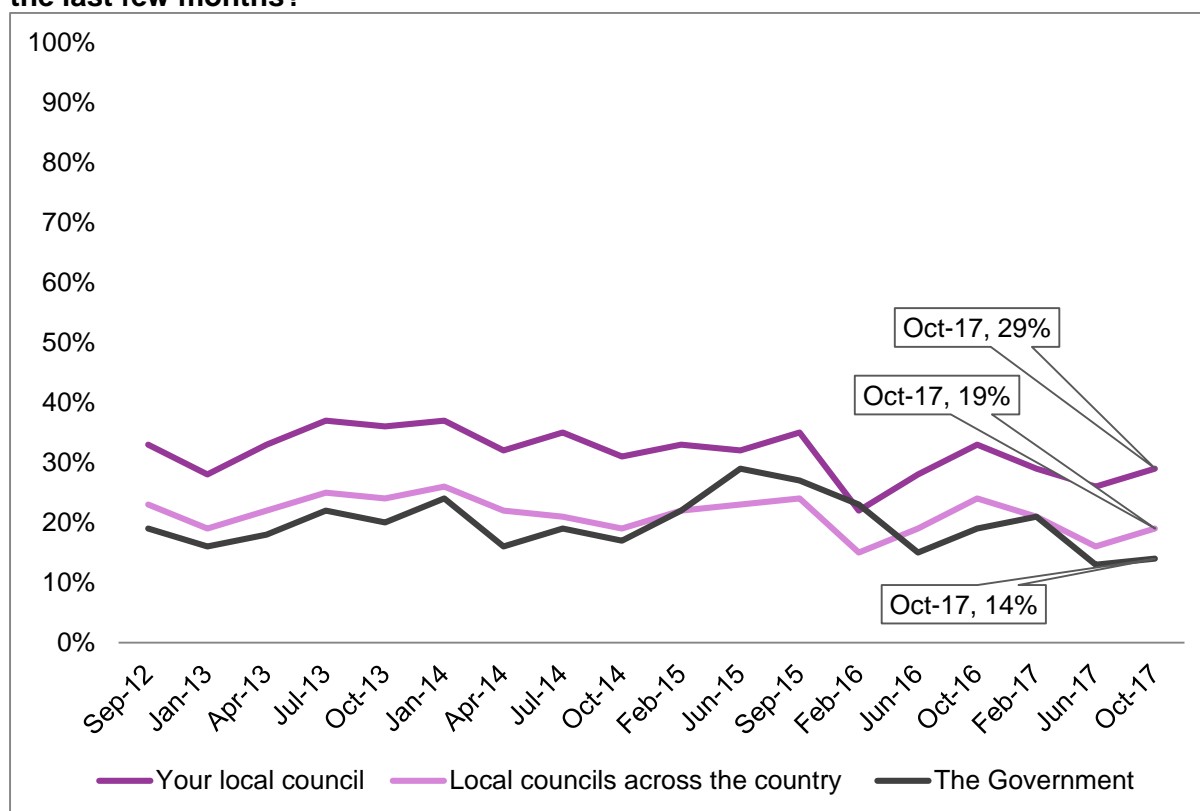
proportion observing negative coverage was 60 per cent, which is significantly higher than 15 previous polls and the highest figure ever reached for this response.

Concerning the media’s coverage of ‘local councils across the country’ – 19 per cent of respondents observed overall positive coverage, while those observing negative coverage stands at 40 per cent.

Asked about media coverage of their own ‘local council’, 29 per cent of respondents observed generally positive coverage, while those observing negative coverage stands at 44 per cent.

Figure 14 shows the proportion of respondents who said that media coverage had been positive, since September 2012. Table 3 shows the results for all answer options since April 2014; the full set of figures can be found at Annex A.

**Figure 14: Overall, do you think that the media has viewed the following positively in the last few months?**



Base (all respondents): 1,003 British adults in October 2017



**Table 3: Overall, do you think that the media has viewed the following positively or negatively in the last few months?**

	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%											
<b>The Government</b>												
Positively	16	19	17	22	29	27	23	15	19	21	13	14
Neither positively/negatively	29	26	30	29	29	27	34	26	24	26	25	24
Negatively	51	54	49	47	40	43	40	56	55	51	59	60
Don't know	4	2	4	2	2	3	3	3	2	2	2	3
<b>Local councils across the country</b>												
Positively	22	21	19	22	23	24	15	19	24	21	16	19
Neither positively/negatively	39	36	42	34	43	41	50	41	37	39	43	40
Negatively	30	36	32	40	30	29	29	33	33	35	33	34
Don't know	9	7	7	5	5	6	6	7	7	5	7	7
<b>Your local council</b>												
Positively	32	35	31	33	32	35	22	28	33	29	26	29
Neither positively/negatively	40	36	43	39	44	41	53	46	39	43	49	44
Negatively	21	23	19	23	19	18	20	20	21	24	20	20
Don't know	7	6	7	5	4	5	6	7	7	4	6	6

Base (all respondents): 1,003 British adults in October 2017

## Annex A: Time series data

### Overall satisfaction with local area

Table A1: Overall, how satisfied or dissatisfied are you with your local area as a place to live? <sup>18</sup>																		
	Sep-12	Jan-13 <sup>19</sup>	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>84</b>	<b>84</b>	<b>82</b>	<b>85</b>	<b>84</b>	<b>83</b>	<b>82</b>	<b>80</b>	<b>82</b>	<b>80</b>	<b>82</b>	<b>83</b>	<b>81</b>	<b>82</b>	<b>83</b>	<b>80</b>	<b>81</b>	<b>82</b>
Very satisfied	34	28	34	34	34	30	28	31	29	28	31	37	31	33	33	37	35	37
Fairly satisfied	50	57	48	51	50	53	54	50	53	52	51	46	50	49	50	43	46	46
Neither satisfied nor dissatisfied	9	9	9	8	9	7	10	9	8	8	9	8	8	9	10	9	7	9
Fairly dissatisfied	5	4	5	4	4	5	6	6	5	7	6	6	8	6	5	7	8	5
Very dissatisfied	2	2	3	3	3	5	2	5	4	5	3	3	3	3	3	4	4	3
Don't know	0	*	1	*	*	0	*	0	*	*	0	*	0	*	0	*	*	0

Base (all respondents): 1,003 British adults in October 2017

<sup>18</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

<sup>19</sup> Whilst the individual ‘very’ or ‘fairly’ answer options displayed in Table A1 for January 2013 appear to sum to 85 per cent, this is due to the fact the figures in the table have been rounded to the nearest whole number. Please note that this may also occur in other parts of the report where answer categories are combined.

## Overall satisfaction with local council

Table A2: Overall, how satisfied or dissatisfied are you with the way your local council(s) runs things?																		
	Sep-12	Jan-13 <sup>20</sup>	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>72</b>	<b>72</b>	<b>70</b>	<b>72</b>	<b>69</b>	<b>70</b>	<b>70</b>	<b>67</b>	<b>68</b>	<b>67</b>	<b>67</b>	<b>71</b>	<b>66</b>	<b>68</b>	<b>68</b>	<b>65</b>	<b>66</b>	<b>65</b>
Very satisfied	19	16	20	18	19	15	16	14	16	16	16	21	15	18	15	17	17	20
Fairly satisfied	53	57	50	54	50	55	54	54	52	51	50	50	50	50	53	48	49	45
Neither satisfied nor dissatisfied	12	13	13	12	14	13	16	15	16	13	16	13	12	17	18	16	13	17
Fairly dissatisfied	10	9	9	8	10	10	8	11	9	11	10	9	14	10	8	11	13	12
Very dissatisfied	4	4	7	6	6	6	6	7	6	8	6	7	8	5	5	8	8	5
Don't know	1	2	2	1	1	*	1	*	1	*	1	*	*	*	*	*	1	*

Base (all respondents): 1,003 British adults in October 2017

<sup>20</sup> Whilst the individual 'very' or 'fairly' answer options displayed in Table A1 for January 2013 appear to sum to 73 per cent, this is due to the fact the figures in the table have been rounded to the nearest whole number.

## Value for money

Table A3: To what extent do you agree or disagree that your local council(s) provides value for money? <sup>21</sup>																		
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Strongly or tend to agree</b>	<b>56</b>	<b>51</b>	<b>51</b>	<b>52</b>	<b>51</b>	<b>53</b>	<b>48</b>	<b>49</b>	<b>51</b>	<b>53</b>	<b>51</b>	<b>56</b>	<b>50</b>	<b>51</b>	<b>49</b>	<b>47</b>	<b>47</b>	<b>50</b>
Strongly agree	10	9	11	11	12	9	11	12	11	11	9	13	11	12	11	13	10	12
Tend to agree	46	42	40	42	39	44	37	37	41	41	42	42	39	39	39	34	37	38
Neither agree nor disagree	21	29	25	26	25	23	31	27	25	24	22	23	24	26	30	26	25	24
Tend to disagree	15	11	13	13	13	14	15	13	12	14	18	12	17	15	13	15	16	17
Strongly disagree	6	7	7	8	8	9	7	9	10	9	8	8	8	7	7	11	11	7
Don't know	2	2	4	2	2	1	1	2	1	*	1	1	1	1	1	1	1	1

Base (all respondents): 1,003 British adults in October 2017

<sup>21</sup> The following preamble was used: "In considering the next question, please think about the range of services your local council(s) provides 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 your local council(s) provides to the community. We would like your general opinion."

## Council responsiveness

**Table A4: To what extent do you think your local council(s) acts on the concerns of local residents?**

	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>A great deal or fair amount</b>	<b>62</b>	<b>60</b>	<b>61</b>	<b>63</b>	<b>62</b>	<b>61</b>	<b>62</b>	<b>61</b>	<b>61</b>	<b>63</b>	<b>59</b>	<b>65</b>	<b>57</b>	<b>61</b>	<b>62</b>	<b>59</b>	<b>57</b>	<b>59</b>
A great deal	8	9	10	8	10	8	9	9	9	10	8	10	9	9	10	12	8	11
A fair amount	54	52	51	54	52	53	53	52	52	53	51	54	48	52	52	48	49	48
Not very much	28	27	26	25	27	28	27	29	28	27	31	27	31	29	28	31	31	33
Not at all	5	6	7	7	7	7	8	9	7	7	7	7	9	6	7	8	8	6
Don't know	5	7	6	5	5	3	3	1	3	2	3	1	3	3	3	1	3	3

Base (all respondents): 1,003 British adults in October 2017

## Informed about the council

**Table A5: Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?**

	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly well informed</b>	<b>66</b>	<b>69</b>	<b>65</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>65</b>	<b>64</b>	<b>66</b>	<b>64</b>	<b>61</b>	<b>63</b>	<b>61</b>	<b>63</b>	<b>66</b>	<b>60</b>	<b>58</b>	<b>63</b>
Very well informed	17	17	17	15	17	14	14	15	15	14	12	16	13	16	13	14	11	13
Fairly well informed	49	52	48	51	49	51	51	49	51	49	49	47	48	47	53	46	47	50
Not very well informed	25	23	23	22	22	23	25	25	24	25	28	26	27	28	24	30	30	27
Not well informed at all	8	6	9	10	9	11	9	11	9	11	11	10	10	8	9	10	11	8
Don't know	1	2	2	1	2	1	1	*	1	1	1	1	1	*	1	*	1	1

Base (all respondents): 1,003 British adults in October 2017

**Table A5a: Which of these reasons, if any, best describe why you feel very well informed/fairly well informed about your local council?**

	%
My council publishes information that is easy to understand	91
My council is easy to contact	81
My council publicises its activities in my local area	80
My council publishes information that is open and trustworthy	78
My council publishes information that is relevant to me	77
My council sends me information through text, email or post	71
My council involves residents in local issues	69
My council uses the local media to keep residents up-to-date	68
My council regularly sends me information	63
My council's website is good or easy to use	62
Any other reasons (combined)	10

Base (all respondents who relied 'very well informed' or 'fairly well informed' when asked: 'Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?'): 635 British adults in October 2017

**Table A5b: Which of these reasons, if any, best describe why you feel not very well informed/not well informed at all about your local council?**

	%
My council rarely sends me information	87
My council doesn't send me or deliver any information	66
My council doesn't publicise its activities in my local area	64
My council doesn't involve residents in local issues	62
My council doesn't use the local media to keep residents up-to-date	56
My council publishes information that is not relevant to me	53
My council is hard to contact	46
My council's website is poor or difficult to use	43
My council publishes information that is difficult to understand	36
My council publishes information that can't be trusted	35
I don't want to know anything about my council	15
Any other reasons (combined)	27

Base (all respondents who relied 'not very well informed' or 'not well informed at all' when asked: 'Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?'): 357 British adults in October 2017

<b>Table A6: How do you currently find out about your council(s) and the services it provides?</b>	
	<b>%</b>
Printed information provided by the council (e.g. leaflets, flyers, public notices)	72
Word of mouth (e.g. friends, neighbours, relations)	68
Local media (e.g. newspapers, TV, radio)	61
Council website	55
Council's magazine or newsletter	53
Advertising on billboards/buses etc.	35
Direct contact with the council (e.g. contact with staff, public meetings and events)	34
Social media outside the council (e.g. Facebook, Twitter, YouTube)	30
Council noticeboards in council buildings	29
Council texts, emails and e-newsletters	27
From your local councillor	27
Council's social media sites (e.g. Facebook, Twitter, YouTube)	22
Do not find out any information	1
Other (combined)	2

Base (all respondents): 1003 British adults in October 2017

## Trust

<b>Table A7: How much do you trust your local council(s)?</b>																		
	<b>Sep-12</b>	<b>Jan-13</b>	<b>Apr-13</b>	<b>Jul-13</b>	<b>Oct-13</b>	<b>Jan-14</b>	<b>Apr-14</b>	<b>Jul-14</b>	<b>Oct-14</b>	<b>Feb-15</b>	<b>Jun-15</b>	<b>Sep-15</b>	<b>Feb-16</b>	<b>Jun-16</b>	<b>Oct-16</b>	<b>Feb-17</b>	<b>Jun-17</b>	<b>Oct-17</b>
	<b>%</b>																	
<b>A great deal or fair amount</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>61</b>	<b>61</b>	<b>61</b>	<b>61</b>	<b>59</b>	<b>59</b>	<b>61</b>	<b>58</b>	<b>65</b>	<b>59</b>	<b>63</b>	<b>63</b>	<b>59</b>	<b>60</b>	<b>67</b>
A great deal	10	7	9	9	10	8	8	8	9	8	8	9	9	10	10	10	8	11
A fair amount	51	55	51	53	51	52	53	51	50	53	50	55	50	53	52	49	52	56
Not very much	26	27	28	25	26	26	28	29	29	25	28	25	29	25	25	28	28	24
Not at all	10	8	10	11	12	12	10	11	11	13	13	9	11	12	11	13	11	8
Don't know	2	3	2	2	1	1	1	1	1	1	1	1	1	1	1	*	1	2

Base (all respondents): 1,003 British adults in October 2017

<b>Table A8: Who do you trust most to make decisions about how services are provided in your local area?<sup>22</sup></b>															
	Jul-13	Nov-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%														
Your local council(s)	70	71	77	72	80	73	75	72	76	77	72	74	72	73	71
The government	14	11	13	16	14	15	19	17	15	14	16	15	17	13	15
Neither	13	16	8	11	5	10	6	11	7	8	11	10	10	12	13
Don't know	3	2	2	2	1	1	1	1	1	1	1	1	1	2	2

Base (all respondents): 1,003 British adults in October 2017

<b>Table A9: And which individuals do you trust most to make decisions about how services are provided in your local area?<sup>23</sup></b>														
	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17	
	%													
Local councillors	76	73	75	72	73	70	75	74	71	74	72	71	69	
Members of parliament	9	9	13	11	12	14	12	12	12	12	12	13	13	
Government ministers	6	8	7	7	10	7	6	7	8	7	8	6	7	
None of the above	8	8	4	8	4	7	5	6	7	5	8	9	9	
Don't know	2	2	1	2	2	2	1	1	2	1	1	2	1	

Base (all respondents): 1,003 British adults in October 2017

<sup>22</sup> 'Neither' was not read out to respondents as an answer option but the interviewer could code it if it was given spontaneously.

<sup>23</sup> 'None of the above' was not read out to respondents as an answer option but the interviewer could code it if it was given spontaneously.



## Community Cohesion

**Table A10: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**

	%
<b>Definitely agree or tend to agree</b>	<b>81</b>
Definitely agree	28
Tend to agree	53
Tend to disagree	10
Definitely disagree	6
Too few people in local area	1
All the same background	1
Don't know	2

Base (all respondents): 1,003 British adults in October 2017

## Community safety

**Table A11: How safe or unsafe do you feel when outside in your local area<sup>24</sup> .....after dark**

	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
Very or fairly safe	75	76	78	77	78	78	79	79	79	79	80	79	78	79	79	78	79	76
Very safe	27	30	32	33	34	32	31	33	34	35	37	37	38	34	35	34	34	34
Fairly safe	48	46	46	45	45	46	47	46	46	44	43	42	41	45	44	44	45	42
Neither safe nor unsafe	8	9	8	8	9	9	9	9	9	8	9	9	9	8	10	11	11	9
Fairly unsafe	12	9	8	10	7	9	7	7	7	9	7	7	8	8	8	7	7	10
Very unsafe	3	4	4	4	4	4	5	5	4	4	3	4	4	3	3	4	3	4
Don't know	1	2	2	1	1	*	1	*	1	*	*	*	*	1	*	*	*	1

Base (all respondents): 1,003 British adults in October 2017

<sup>12</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

Table A12: How safe or unsafe do you feel when outside in your local area <sup>25</sup> .....during the day																		
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly safe</b>	<b>95</b>	<b>95</b>	<b>96</b>	<b>95</b>	<b>95</b>	<b>94</b>	<b>94</b>	<b>95</b>	<b>94</b>	<b>94</b>	<b>96</b>	<b>94</b>	<b>93</b>	<b>95</b>	<b>94</b>	<b>94</b>	<b>93</b>	<b>95</b>
Very safe	60	62	65	66	66	62	63	62	63	65	68	67	63	62	65	63	62	66
Fairly safe	35	33	31	29	29	32	32	33	31	29	28	27	30	33	30	31	31	29
Neither safe nor unsafe	3	3	2	2	3	3	3	3	3	3	2	4	5	3	3	4	3	3
Fairly unsafe	2	2	1	1	*	2	2	1	2	2	2	2	2	1	2	2	2	2
Very unsafe	*	*	1	1	1	1	1	1	1	1	*	*	1	*	1	*	1	1
Don't know	0	*	*	*	*	*	*	*	*	*	*	0	*	*	*	*	*	*

Base (all respondents): 1,003 British adults in October 2017

### Service specific satisfaction

Table A13: I am going to read out a number of different types of services that are provided by your council(s) in your area. I would like you to tell me how satisfied or dissatisfied you are overall with your council's...																		
	... waste collection <sup>26</sup>																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>83</b>	<b>86</b>	<b>84</b>	<b>84</b>	<b>83</b>	<b>80</b>	<b>81</b>	<b>80</b>	<b>83</b>	<b>80</b>	<b>77</b>	<b>82</b>	<b>81</b>	<b>80</b>	<b>79</b>	<b>77</b>	<b>80</b>	<b>78</b>
Very satisfied	45	45	48	43	44	41	41	39	41	42	39	44	41	39	41	39	35	42
Fairly satisfied	37	41	36	41	39	39	39	41	42	38	38	38	40	41	38	38	44	36
Neither satisfied nor dissatisfied	5	4	4	4	4	5	6	4	4	4	5	6	5	6	6	6	4	6
Fairly dissatisfied	7	5	7	8	7	10	8	8	6	9	9	7	9	10	10	10	9	9
Very dissatisfied	5	5	5	5	5	5	6	7	7	7	8	5	5	4	5	7	7	6
Don't know	1	*	*	*	1	0	*	0	*	*	*	0	0	*	*	*	0	*

Base (all respondents): 1,003 British adults in October 2017

<sup>25</sup> Local area was defined as “the area within 15 to 20 minutes walking distance from your home”.

<sup>26</sup> Note that in September 2012 respondents were asked about ‘refuse collection’.

Table A13 continued...																		
	... street cleaning																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>74</b>	<b>73</b>	<b>76</b>	<b>74</b>	<b>76</b>	<b>72</b>	<b>73</b>	<b>73</b>	<b>75</b>	<b>71</b>	<b>72</b>	<b>75</b>	<b>73</b>	<b>69</b>	<b>71</b>	<b>70</b>	<b>69</b>	<b>70</b>
Very satisfied	27	26	30	27	26	24	24	25	25	27	24	29	26	24	25	25	24	26
Fairly satisfied	47	47	46	48	49	48	50	48	50	44	48	45	47	45	46	45	45	44
Neither satisfied nor dissatisfied	6	10	8	8	7	10	9	8	9	10	10	9	8	11	12	10	8	10
Fairly dissatisfied	12	10	9	10	10	10	11	12	9	10	11	9	11	12	10	11	13	11
Very dissatisfied	7	6	7	7	7	7	6	7	7	8	7	7	7	8	7	9	10	9
Don't know	1	2	1	1	1	1	1	*	1	*	*	1	*	*	1	*	1	*

Base (all respondents): 1,003 British adults in October 2017

Table A13 continued...																		
	... road maintenance																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>46</b>	<b>46</b>	<b>40</b>	<b>45</b>	<b>42</b>	<b>38</b>	<b>39</b>	<b>39</b>	<b>42</b>	<b>38</b>	<b>39</b>	<b>48</b>	<b>40</b>	<b>43</b>	<b>45</b>	<b>42</b>	<b>39</b>	<b>45</b>
Very satisfied	12	11	10	10	9	9	10	8	11	8	9	11	8	8	11	11	8	11
Fairly satisfied	35	35	30	35	32	29	30	31	31	30	30	37	32	35	34	31	31	34
Neither satisfied nor dissatisfied	10	12	8	11	9	11	12	14	14	11	12	13	12	13	14	11	11	13
Fairly dissatisfied	24	22	22	23	26	25	22	24	24	25	25	20	25	21	22	24	24	21
Very dissatisfied	19	20	28	20	22	26	26	22	20	27	23	19	23	23	19	22	26	21
Don't know	*	1	1	1	1	1	1	1	1	*	*	*	*	*	*	1	*	*

Base (all respondents): 1,003 British adults in October 2017

Table A13 continued...																		
	... pavement maintenance																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>58</b>	<b>57</b>	<b>56</b>	<b>59</b>	<b>54</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>56</b>	<b>53</b>	<b>54</b>	<b>57</b>	<b>53</b>	<b>54</b>	<b>55</b>	<b>51</b>	<b>54</b>	<b>55</b>
Very satisfied	15	13	15	12	14	11	14	13	14	13	13	16	12	13	13	13	14	16
Fairly satisfied	43	44	41	47	41	39	42	41	42	41	41	41	41	41	42	38	40	38
Neither satisfied nor dissatisfied	9	12	11	9	11	15	14	15	12	13	12	14	15	15	15	16	12	11
Fairly dissatisfied	19	19	18	16	20	19	19	19	17	18	19	16	18	18	17	18	19	19
Very dissatisfied	13	10	15	14	14	14	11	11	14	15	14	12	13	13	12	15	15	14
Don't know	1	2	1	1	1	1	1	*	1	1	1	1	1	1	1	*	1	1

Base (all respondents): 1,003 British adults in October 2017

Table A13 continued...																		
	... library services																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>67</b>	<b>69</b>	<b>71</b>	<b>67</b>	<b>70</b>	<b>66</b>	<b>67</b>	<b>71</b>	<b>66</b>	<b>67</b>	<b>62</b>	<b>67</b>	<b>64</b>	<b>61</b>	<b>62</b>	<b>62</b>	<b>62</b>	<b>63</b>
Very satisfied	34	29	30	32	32	30	27	30	31	30	31	29	26	26	26	29	29	29
Fairly satisfied	34	40	41	35	38	36	40	41	35	38	32	38	38	35	36	33	33	33
Neither satisfied nor dissatisfied	10	12	11	13	10	17	14	15	17	16	19	17	17	22	19	21	18	19
Fairly dissatisfied	7	5	6	5	6	7	7	6	5	6	9	7	8	7	7	8	8	7
Very dissatisfied	3	3	3	3	3	5	4	5	6	6	6	4	7	5	6	6	6	5
Don't know	12	11	10	11	10	5	7	3	7	5	4	5	5	5	6	3	7	6

Base (all respondents): 1,003 British adults in October 2017

Table A13 continued...																		
	... sport and leisure services																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>63</b>	<b>63</b>	<b>65</b>	<b>63</b>	<b>63</b>	<b>62</b>	<b>61</b>	<b>64</b>	<b>65</b>	<b>62</b>	<b>62</b>	<b>66</b>	<b>61</b>	<b>64</b>	<b>63</b>	<b>64</b>	<b>62</b>	<b>64</b>
Very satisfied	21	19	22	18	19	18	18	21	21	21	19	25	20	19	19	21	19	24
Fairly satisfied	42	43	43	45	44	44	43	42	44	41	43	42	40	45	44	43	42	40
Neither satisfied nor dissatisfied	13	16	14	13	14	17	18	17	16	17	19	16	19	19	21	21	17	18
Fairly dissatisfied	11	8	8	12	9	9	9	10	7	11	9	7	12	9	8	8	10	9
Very dissatisfied	5	5	5	5	5	6	6	6	7	6	5	6	5	4	5	6	6	4
Don't know	8	9	9	8	9	6	6	3	5	3	5	4	4	4	4	2	5	5

Base (all respondents): 1,003 British adults in October 2017

Table A13 continued...																		
	... services and support for older people																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>49</b>	<b>48</b>	<b>49</b>	<b>52</b>	<b>45</b>	<b>49</b>	<b>50</b>	<b>44</b>	<b>49</b>	<b>50</b>	<b>45</b>	<b>51</b>	<b>44</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>46</b>	<b>46</b>
Very satisfied	10	13	15	12	10	11	10	13	13	13	12	15	11	10	11	12	11	13
Fairly satisfied	39	35	34	40	35	38	39	31	36	38	33	36	33	34	37	32	35	33
Neither satisfied nor dissatisfied	19	21	21	20	23	28	27	31	25	28	28	26	28	33	31	33	25	28
Fairly dissatisfied	9	8	9	8	10	9	8	11	9	9	11	9	14	11	10	11	12	10
Very dissatisfied	4	5	5	5	7	8	5	6	6	7	9	8	8	5	7	7	8	6
Don't know	18	18	17	14	15	7	9	8	11	5	6	7	7	7	5	5	9	11

Base (all respondents): 1,003 British adults in October 2017

**Table A13 continued...**

	... services and support for children and young people																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
<b>Very or fairly satisfied</b>	<b>53</b>	<b>51</b>	<b>53</b>	<b>50</b>	<b>53</b>	<b>48</b>	<b>49</b>	<b>49</b>	<b>51</b>	<b>51</b>	<b>47</b>	<b>55</b>	<b>48</b>	<b>49</b>	<b>50</b>	<b>49</b>	<b>46</b>	<b>49</b>
Very satisfied	14	14	15	15	14	14	11	16	12	13	12	16	12	13	13	14	12	14
Fairly satisfied	39	38	38	35	39	34	38	33	40	38	35	38	36	36	37	35	34	35
Neither satisfied nor dissatisfied	15	19	16	17	18	24	23	26	21	24	26	21	26	26	28	28	24	27
Fairly dissatisfied	10	7	9	10	9	11	10	12	9	9	12	9	11	11	9	10	11	7
Very dissatisfied	6	7	6	8	5	7	6	7	8	9	5	8	7	5	7	7	8	6
Don't know	16	16	15	15	15	10	12	6	10	7	9	7	9	8	7	6	10	10

Base (all respondents): 1,003 British adults in October 2017

### Media coverage

**Table A14a: Overall, do you think that the media has viewed the following positively or negatively in the last few months?**

	The Government																	
	Sep-12	Jan-13	Apr-13	Jul-13	Oct-13	Jan-14	Apr-14	Jul-14	Oct-14	Feb-15	Jun-15	Sep-15	Feb-16	Jun-16	Oct-16	Feb-17	Jun-17	Oct-17
	%																	
Positively	19	16	18	22	20	24	16	19	17	22	29	27	23	15	19	21	13	14
Neither positively nor negatively	23	28	29	20	20	23	29	26	30	29	29	27	34	26	24	26	25	24
Negatively	54	50	46	52	54	49	51	54	49	47	40	43	40	56	55	51	59	60
Don't know	4	6	7	6	5	4	4	2	4	2	2	3	3	3	2	2	2	3

Base (all respondents): 1,003 British adults in October 2017

<b>Table A14b: Overall, do you think that the media has viewed the following positively or negatively in the last few months?</b>																		
	<b>Local councils across the country</b>																	
	<b>Sep-12</b>	<b>Jan-13</b>	<b>Apr-13</b>	<b>Jul-13</b>	<b>Oct-13</b>	<b>Jan-14</b>	<b>Apr-14</b>	<b>Jul-14</b>	<b>Oct-14</b>	<b>Feb-15</b>	<b>Jun-15</b>	<b>Sep-15</b>	<b>Feb-16</b>	<b>Jun-16</b>	<b>Oct-16</b>	<b>Feb-17</b>	<b>Jun-17</b>	<b>Oct-17</b>
	<b>%</b>																	
Positively	23	19	22	25	24	26	22	21	19	22	23	24	15	19	24	21	16	19
Neither positively nor negatively	30	38	39	25	29	28	39	36	42	34	43	41	50	41	37	39	43	40
Negatively	34	31	27	34	34	37	30	36	32	40	30	29	29	33	33	35	33	34
Don't know	13	12	12	16	13	9	9	7	7	5	5	6	6	7	7	5	7	7

Base (all respondents): 1,003 British adults in October 2017

<b>Table A14c: Overall, do you think that the media has viewed the following positively or negatively in the last few months?</b>																		
	<b>Your local council</b>																	
	<b>Sep-12</b>	<b>Jan-13</b>	<b>Apr-13</b>	<b>Jul-13</b>	<b>Oct-13</b>	<b>Jan-14</b>	<b>Apr-14</b>	<b>Jul-14</b>	<b>Oct-14</b>	<b>Feb-15</b>	<b>Jun-15</b>	<b>Sep-15</b>	<b>Feb-16</b>	<b>Jun-16</b>	<b>Oct-16</b>	<b>Feb-17</b>	<b>Jun-17</b>	<b>Oct-17</b>
	<b>%</b>																	
Positively	33	28	33	37	36	37	32	35	31	33	32	35	22	28	33	29	26	29
Neither positively nor negatively	34	43	41	27	30	32	40	36	43	39	44	41	53	46	39	43	49	44
Negatively	21	18	17	24	25	24	21	23	19	23	19	18	20	20	21	24	20	20
Don't know	12	11	9	13	9	7	7	6	7	5	4	5	6	7	7	4	6	6

Base (all respondents): 1,003 British adults in October 2017

## Annex B: Polling questions

I would like to ask you some questions about your local council. Local councils are responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.

If you live in an area with more than one council please think about the way in which they deliver services to you overall. This would include district and county councils. We are doing this to keep the survey simple as it is part of a national study.

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

Please consider your local area to be the area within 15–20 minutes walking distance from your home.

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

### **2. Overall, how satisfied or dissatisfied are you with the way your local council(s) runs things?**

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

In considering the next question, please think about the range of services your local council(s) provides 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 your local council(s) provides to the community. We would like your general opinion.

### **3. To what extent do you agree or disagree that your local council(s) provides value for money?**

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree



**4. To what extent do you think your local council(s) acts on the concerns of local residents?**

- A great deal
- A fair amount
- Not very much
- Not at all

**5. Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?**

- Very well informed
- Fairly well informed
- Not very well informed
- Not well informed at all

**5a) Which of these reasons, if any, best describe why you feel ^very well informed/fairly well informed^ about your local council?**

- My council is easy to contact
- My council sends me information through text, email or post
- My council regularly sends me information
- My council publishes information that is relevant to me
- My council publishes information that is easy to understand
- My council publishes information that is open and trustworthy
- My council's website is good or easy to use
- My council publicises its activities in my local area
- My council uses the local media to keep residents up-to-date
- My council involves residents in local issues
- Any other reasons? (please specify)

**5b) Which of these reasons, if any, best describe why you feel ^not very well informed/not well informed at all^ about your local council?**

- My council is hard to contact
- My council doesn't send me or deliver any information
- My council rarely sends me information
- My council publishes information that is not relevant to me
- My council publishes information that is difficult to understand
- My council publishes information that can't be trusted
- My council's website is poor or difficult to use
- My council doesn't publicise its activities in my local area
- My council doesn't use the local media to keep residents up-to-date
- My council doesn't involve residents in local issues
- I don't want to know anything about my council
- Any other reasons? (please specify)

**6. How do you currently find out about your council(s) and the services it provides?**

- Council website
- Council's magazine or newsletter
- Printed information provided by the council (e.g. leaflets, flyers, public notices)
- Council texts, emails and e-newsletters
- Direct contact with the council (e.g. contact with staff, public meetings and events)
- Council's social media sites (e.g. Facebook, Twitter, YouTube)
- Social media outside the council (e.g. Facebook, Twitter, YouTube)
- Council noticeboards in council buildings
- Advertising on billboards/buses etc.
- From your local councillor
- Local media (e.g. newspapers, TV, radio)
- Word of mouth (e.g. friends, neighbours, relations)
- Do not find out any information
- Other (please specify)

**7. How much do you trust your local council(s)?**

- A great deal
- A fair amount
- Not very much
- Not at all

**8. Who do you trust most to make decisions about how services are provided in your local area?**

- Your local council(s)
- The government
- Neither (not read out but the interviewer can code if given spontaneously)

**9. And which individuals do you trust most to make decisions about how services are provided in your local area?**

- Local councillors
- Members of parliament
- Government ministers
- None of the above (not read out but the interviewer can code if given spontaneously)

**10. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?**

- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Too few people in local area (treat as don't know)
- All the same background (treat as don't know)

**11. How safe or unsafe do you feel when outside in your local area after dark?**

Please consider your local area to be the area within 15–20 minutes walking distance from your home

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe

**12. How safe or unsafe do you feel when outside in your local area during the day?**

Please consider your local area to be the area within 15 – 20 minutes walking distance from your home

- Very safe
- Fairly safe
- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe

**13. I am going to read out a number of different types of services that are provided by your council(s) in your area. I would like you to tell me how satisfied or dissatisfied you are overall with your council's...**

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
  
- Waste collection
- Street cleaning
- Road maintenance
- Pavement maintenance
- Library services
- Sport and leisure services
- Services and support for older people
- Services and support for children and young people

**14. Overall, do you think that the media has viewed the following positively or negatively in the last few months?**

- Positively
- Neither positively nor negatively
- Negatively
  
- The Government
- Local council(s) across the country
- Your local council

**End and thanks.**



**Local Government Association**

18 Smith Square  
London SW1P 3HZ

Telephone 020 7664 3000  
Fax 020 7664 3030  
Email [info@local.gov.uk](mailto:info@local.gov.uk)  
[www.local.gov.uk](http://www.local.gov.uk)

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