

## 4. INFORMATION

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This section of the Place Survey relates to how well informed respondents feel about local public services, including knowing how to get involved in decision-making, how well public services are performing and how to complain about them.

The National Indicator that is appropriate to this section is:

### **NI 37: awareness of civil protection arrangements in the local area**

#### **Across Staffordshire:**

**15.2%** of respondents were aware of civil protection arrangements in their local area, in other words how well informed they feel about what to do in the event of a large-scale emergency.

## SUMMARY OF DIFFERENCES BY KEY DEMOGRAPHIC GROUPS

The following dot-plot shows a summary of how the responses to this question differ by district, gender, age, ethnicity, disability, economic status and level of deprivation. The red dashed line represents the results from the combined Staffordshire dataset.

**Figure 4.1: NI 37 Awareness of civil protection arrangements in local area**

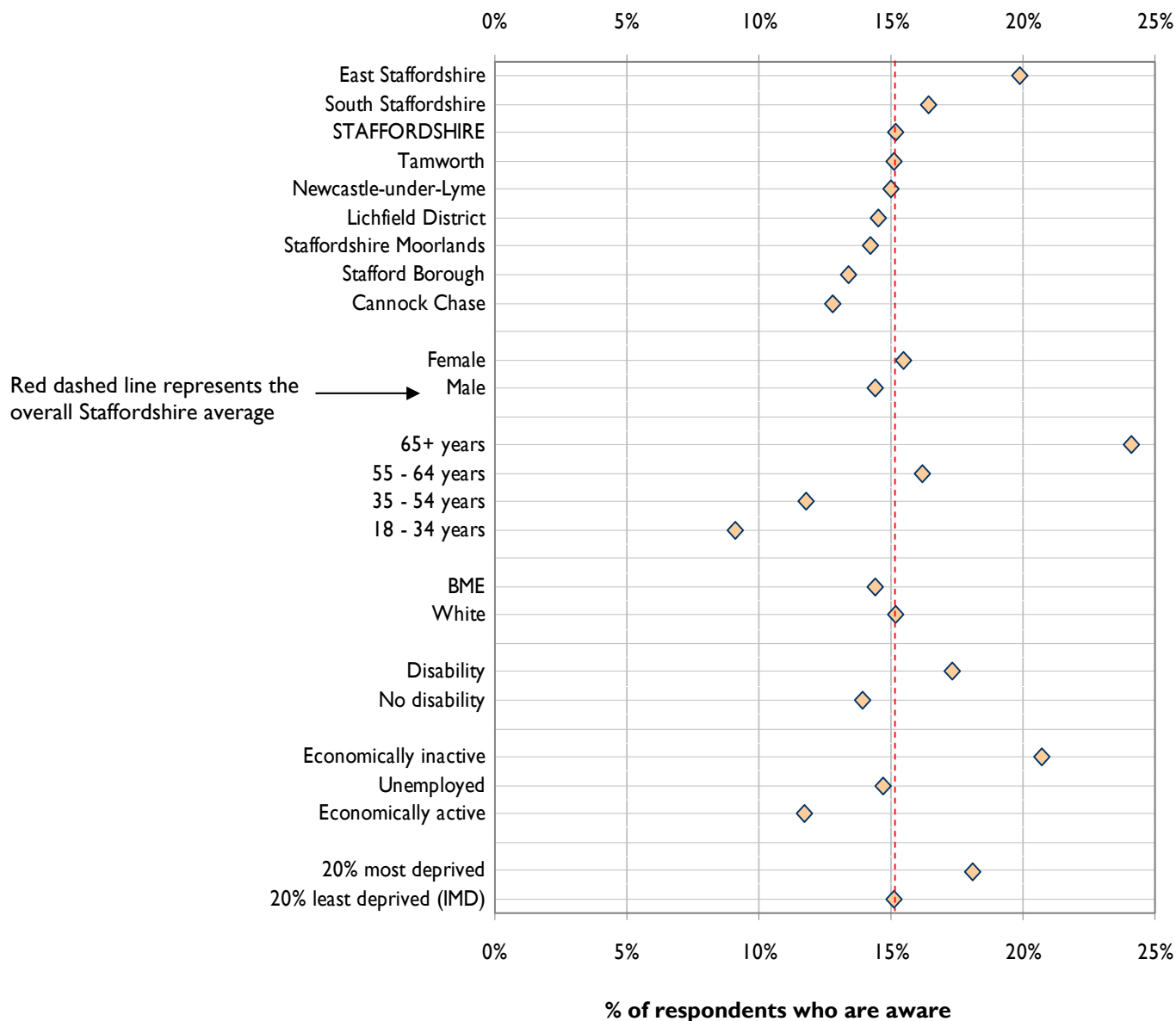


Figure 4.1 above sets out the differences according to socio-demographic group. It shows that the highest levels of awareness are in East Staffordshire and South Staffordshire, among the 65 and over age group, the economically inactive and people that live in the 20% most deprived areas.

## PERSONAL CHARACTERISTICS

### Age and gender

Table 4.1 and figure 4.2 below illustrate the results of NI 37 by age and gender. There are slightly higher levels of awareness of civil protection arrangements among females than males. Levels of awareness increase with age, from 9.1% in the 18-34 year old age group, rising to 24.1% among the 65 and over age group.

**Table 4.1: Results of NI 37 by age and gender**

Response	Age				Gender		Total
	18-34	35-54	55-64	65+	Male	Female	
Aware	9.1	11.8	16.2	24.1	14.4	15.5	15.2
Not aware	90.9	88.2	83.8	75.9	85.6	84.5	84.8

The following graph breaks down the results into five year age groups, combining it with the gender data. This allows us to see in more detail which age groups have greater awareness of civil protection arrangements. Males aged 75-79 and females aged 80-84 have the greatest level of awareness. The graph demonstrates clearly how levels of awareness increase with age, with relatively low levels up to the age of 49, which then increases for both males and females.

**Figure 4.2: Results of NI 37 by age group and gender**

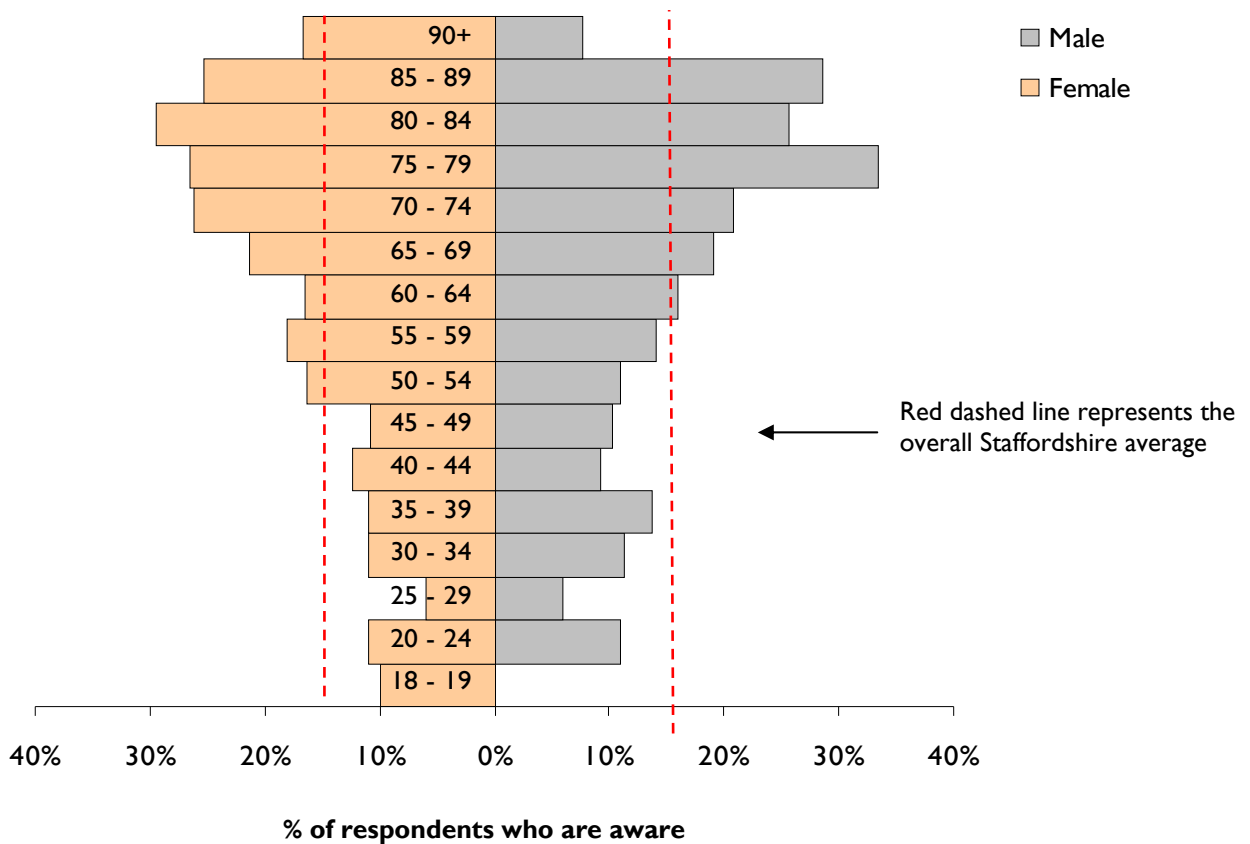


Table 4.2 below illustrates the differences in responses according to levels of deprivation. It demonstrates that those living in the 20% most deprived areas have the highest levels of awareness, 18.1%, compared to the average of 15.2%. The lowest levels of awareness are seen in the 20-40% least deprived areas (13.6%). In the 20% least deprived areas, awareness is on a par with the county average of 15.1%.

**Table 4.2: Results of NI 37 by deprivation**

	20% most deprived	20-40% most deprived	40-60% most deprived	20-40% least deprived	20% least deprived	Total
Aware	18.1	15.9	15.6	13.6	15.1	15.2
Not aware	81.9	84.1	84.4	86.4	84.9	84.8

Table 4.3 shows that the highest levels of awareness are shown amongst the 'Hard Pressed' group, according to ACORN categories. 'Wealthy Achievers' demonstrate the lowest levels of awareness.

**Table 4.3: Results of NI 37 by ACORN category (ACORN 2008, CACI)**

	Wealthy Achievers	Urban Prosperity	Comfortably Off	Moderate Means	Hard Pressed	Total
Aware	13.8	13.9	15.3	14.5	18.5	15.2
Not aware	86.2	86.1	84.7	85.5	81.5	84.8

### Spatial analysis

As illustrated in table 4.4, there are some variations across the districts in the proportion of respondents who are aware of civil protection arrangements. Above average levels of awareness are demonstrated in East Staffordshire and South Staffordshire. The lowest levels of awareness are seen in Cannock Chase and Stafford, but Staffordshire Moorlands, Lichfield and Newcastle-under-Lyme have below average levels of awareness.

**Table 4.4: Results of NI 37 by district**

	Aware	Not aware
East Staffordshire	19.9	80.1
South Staffordshire	16.4	83.6
<b>STAFFORDSHIRE</b>	<b>15.2</b>	<b>84.8</b>
Tamworth	15.1	84.9
Newcastle-under-Lyme	15.0	85.0
Lichfield	14.5	85.5
Staffordshire Moorlands	14.2	85.8
Stafford	13.4	86.6
Cannock Chase	12.8	87.2

There were variations in the levels of awareness according to housing tenure type, with the highest levels of awareness among those renting from the council and the lowest among those buying on a mortgage.

**Table 4.5: Results of NI 37 by housing tenure**

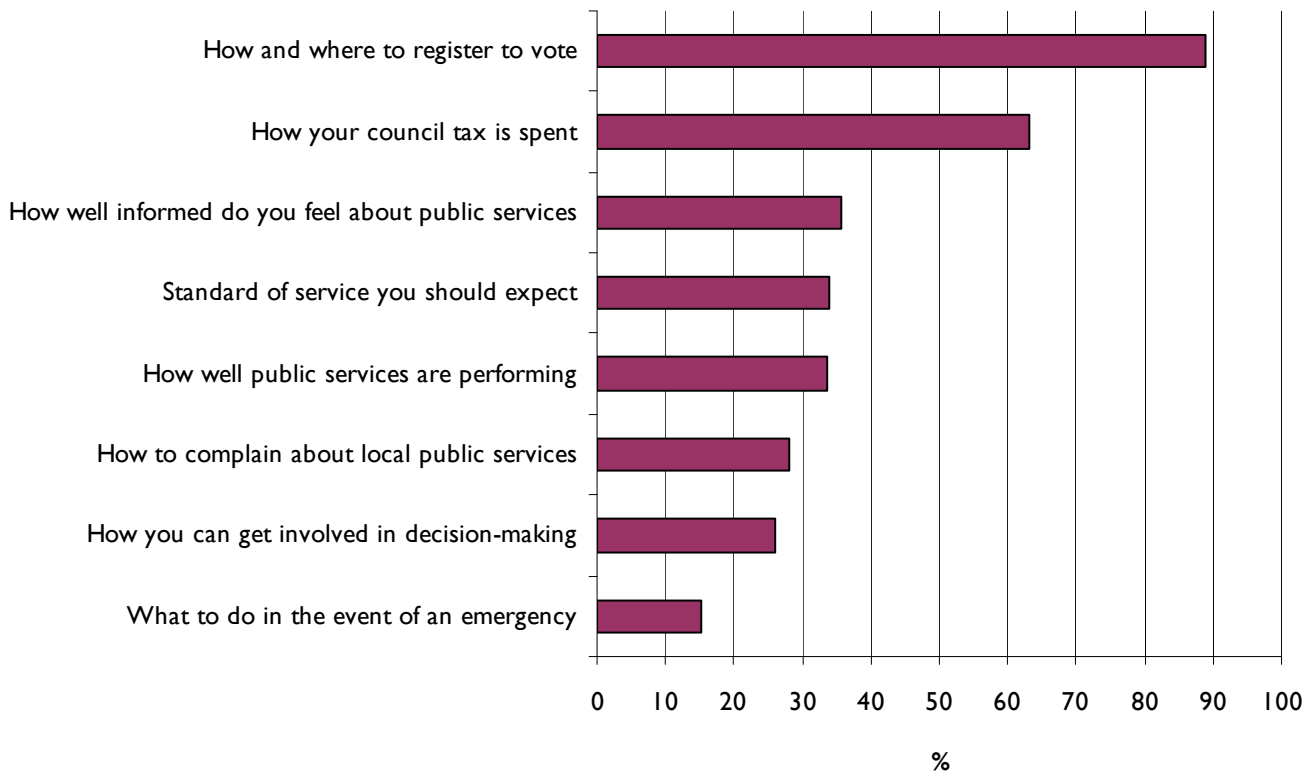
	Owned outright	Buying on mortgage	Rent-Council	Rent-RSL	Rent-private	Other	Total
Aware	17.9	10.1	29.9	19.1	14.5	9.3	15.2
Not aware	82.1	89.9	70.1	80.9	85.5	90.7	84.8

### Feeling informed

The question in the Place Survey asks how well informed people feel about various statements linked to Council services and provision and other local public services. Figure 4.3 below summarises these responses.

Overall people felt informed about how and where to register to vote (89%). Nearly two thirds felt informed about how their council tax is spent (63%). Around a third of respondents felt informed about public services (36%), the standard of service they should expect (34%) and how well public services are performing (34%). Around a quarter of respondents knew how to complain about public services (28%) and how to get involved in decision-making (26%).

**Figure 4.3: People who feel very or quite well informed about council functions and other local public services**



## Key messages of the Information section

This section highlights the key messages from this section, including comparison with national results and identifying the socio-demographic groups and areas that are not performing as strongly as the average in terms of their responses, thus providing a potential focus for action to improve results in the future.

- The proportion of people in Staffordshire who said they were very well or fairly well informed about what to do in the event of a large-scale emergency was the same as the national response (15%).
- The groups that were least likely to feel informed were aged 18-54, economically active and lived in Cannock Chase.
- Most people felt well informed about how and where to register to vote but felt less informed about public services, the standard of service they should expect, how well public services are performing, how to complain about public services and how to get involved in decision making. Improved communications may help to overcome some of these issues, perhaps exploring alternative methods if traditional methods do not appear to have been effective.