

**North Yorkshire County Council**  
**Citizens' Panel 29 – Winter 2015/16 Survey**  
**Survey Report**

Analysis and report by  
NWA Social Research

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### **Appendices:**

Appendix 1 - Copy of questionnaire marked-up with top-line findings

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## 1.0 SUMMARY OF MAIN FINDINGS

### Understanding Ambitions and Aspirations for North Yorkshire

#### Economic Growth and Aspirations

- 1.1 The great majority of all respondents (95%) were of the view that sustainable economic growth is a 'positive' thing for North Yorkshire, whilst only 1% regarded it as a 'negative' thing, and 3% gave 'don't know' responses.
- 1.2 Given that an aspiration is defined as 'a hope or ambition of achieving something', respondents were asked in an open question to list the three main aspirations they have for themselves and their family. The most frequently mentioned aspirations related to 'jobs/ employment' (32% of the overall sample), 'health (personal health, staying healthy etc.)' (27%), 'housing' (25%), 'financial security/ wealth' (20%), and aspirations for respondents 'children or family' (total of 27%: 11% generally; 8% hoping for them to have good jobs/ employment prospects etc.; and 8% hoping for them to have a good education etc.).
- 1.3 Around one-in-ten or more of the overall sample also had aspirations relating to 'safety/ security' (13%), 'education' (13%), 'happiness' (13%), 'environment/ sustainability' (10%), 'health and care services/ NHS' (10%), 'economy/ business' (9%), and 'transport/ roads' (9%).
- 1.4 When asked to what extent they think they will be able to fulfil their aspirations whilst living in North Yorkshire, over half of all respondents (52%) said they would be able to do this 'fully' (10%) or 'to a great extent' (42%), whilst 35% said 'partially', and 10% felt they would be able to fulfil their aspirations 'just a little' (7%) or 'not at all' (3%). (4% 'not sure'.)
- 1.5 Respondents were then asked in an open question '*What, if anything, is stopping you now, or is likely to stop you in the future, fully achieving these aspirations?*' They were asked to list up to three key issues. The most common issues raised related to 'jobs/ employment' (22%), 'housing (e.g. affordability)' (21%), 'government (central or local) policy/ cuts' (18%), 'financial pressures/ money/ low wages' (16%), 'transport/ roads' (12%), 'health/ care services' (11%), and 'education' (8%).
- 1.6 Smaller numbers of respondents referred to 'poor health or disability' (5%), 'policing/ crime issues' (4%), lack of or poor access to 'facilities/ amenities/ services' (4%), 'environmental issues' (4%), 'planning/ developments' (4%), and 'old age' (4%) as things that are stopping them from achieving their aspirations (or may stop them in the future).

## Life in North Yorkshire: At the Moment and In the Future

- 1.7 Respondents were asked to state how important or unimportant are 10 different factors to them at the moment, with the last three of the factors listed only being applicable to those Panel members with children/ grandchildren. Each factor was rated as 'very important' or 'fairly important' by the majority of all respondents (68%+): having 'a well maintained road network' (97% 'very/fairly important') was rated most highly, followed by 'owning your own home' (88%), having 'vibrant market towns' (88%), and 'affordable decent housing' (85%). 'Having good access to rail travel' (73% 'very/ fairly important'; and 25% 'very/ fairly unimportant') was felt to be a little less important.
- 1.8 'Having a good/ satisfying job' (93% 'important'/ 7% 'unimportant') and 'earning a good salary' (91% 'important'/ 9% 'unimportant') were also felt to be important by the large majority of those respondents who felt the question applied to them (i.e. excluding 'don't know/ not applicable' responses from the percentage calculations).
- 1.9 Considering the three questions asked of those Panel members with children/ grandchildren, the large majority of respondents stated that it is important to them that there are opportunities for their children/ grandchildren to be able to 'get a good/satisfying job' (88% 'very/ fairly important'), and 'gain the business skills employers most want' (87%), whilst opportunities for their children/ grandchildren to be able to 'afford to buy a house in North Yorkshire' (79% 'important'/ 9% 'unimportant') was felt to be of slightly less importance.
- 1.10 Respondents were then asked how satisfied or dissatisfied they are with the same 10 factors relating to life in North Yorkshire at the moment. Overall satisfaction was highest (and dissatisfaction lowest) in respect of 'your home ownership status' (80% 'satisfied'/ 10% 'dissatisfied'), followed by 'vibrant market towns' (75% 'satisfied'/ 20% 'dissatisfied'), and 'having good access to rail travel' (66% 'satisfied'/ 25% 'dissatisfied'). Around half or more respondents were satisfied with their 'ability to have a good satisfying job' (52% 'satisfied'/ 17% 'dissatisfied'), their 'ability to earn a good salary' (49% 'satisfied'/ 21% 'dissatisfied'), that their 'children are able to gain the business skills employers most want' (50% 'satisfied'/ 29% 'dissatisfied'), and that there is 'a well maintained road network' (58% 'satisfied'/ 40% 'dissatisfied').
- 1.11 Satisfaction was lowest in respect of the factors 'children/ grandchildren are able to get a good/ satisfying job' (44% 'satisfied'/ 37% 'dissatisfied'), 'affordable decent housing for all' (44% 'satisfied'/ 42% 'dissatisfied'), and 'children/ grandchildren can afford to buy a house in North Yorkshire' (30% 'satisfied'/ 48% 'dissatisfied').

- 1.12 Respondents were presented with 15 statements about the future of North Yorkshire and asked to rate their level of agreement with each one. The great majority of all respondents (93%+) expressed agreement with nine of the statements, and no more than 5% disagreed: 'young people should be given the opportunity to develop business skills needed to succeed in the workplace' (98% 'strongly agree/ agree'), 'there should be sustainable economic growth in North Yorkshire' (97%), 'there should be more good/ satisfying jobs in North Yorkshire' (96%), 'people should strive to be economically successful' (96%), 'access to mobile phone coverage is essential' (95%), 'access to broadband is essential' (95%), 'we need to balance growth with the need to protect the environment and heritage of the County' (95%), 'housing should not be built without managing any impact on the local community' (94%), and 'earning a good salary is important' (93%).
- 1.13 The large majority of all respondents expressed agreement with four further statements that 'people should be able to afford to buy a home where they were brought up' (83% 'strongly agree/ agree'), 'road transport connections need to improve' (81%), 'housing should be built in existing towns to address the need for more housing' (80%), and 'rail transport connections need to improve' (79%); whilst agreement fell slightly to 75% in respect of the statement that 'we should focus our efforts on deprived areas that have poor education and health' (19% disagreed with this statement), and to 66% in respect of the statement that 'new settlements should be built in North Yorkshire to address the need for more housing' (29% disagreed with this statement).
- 1.14 When asked how long they would be willing to travel (one-way) 'for the right job' three-quarters of all respondents (75%) gave answers of between 21 and 60 minutes: 15% '21 to 30 minutes', 31% '31 to 45 minutes' and 29% '46 to 60 minutes'. Only small minorities of respondents would be willing to travel for shorter or longer periods of time: 3% 'no more than 10 minutes', 1% '11 to 20 minutes', 5% '61 to 90 minutes', and 3% 'over 90 minutes'.

### **Community Safety**

- 1.15 Four fifths of all respondents (81%) said that they feel 'safe' when outside in their local area after dark, whilst one-in-twelve (8%) reported feeling 'unsafe', and a total of 12% gave 'neither safe nor unsafe' (11%) or 'don't know' (0%, three people) responses.
- 1.16 During the day, the great majority of all respondents (95%) feel 'safe' when outside in their local area, whilst 2% feel 'neither safe nor unsafe', and 2% feel 'unsafe'.
- 1.17 Last year (Winter 2014/15) the same questions on community safety were put to Panel members. In terms of perceptions of safety after dark, the findings are similar this year

to last: 2015/16, 81% 'safe' / 8% 'unsafe'; and 2014/15, 83% 'safe' / 8% 'unsafe'. During the day, whilst results are generally similar, there has been a small (statistically significant) fall in those who feel safe, from 97% in 2014/15 to 95% currently.

- 1.18 Those respondents who feel unsafe when outside in their local area were asked in an open question to say why this is. There were two main themes of response here 'lack of visible police presence' and 'poor/lack of street lighting'.
- 1.19 The major group of all respondents (46%) agreed that the police and other local public services seek people's views about anti-social behaviour and crime in their local area, whilst 24% disagreed, and a total of 30% 'neither agree nor disagree' (22%) or 'don't know' (8%). Overall results are very similar to the 2014/15 findings of 44% 'agree' and 24% 'disagree'.
- 1.20 The major group of all respondents (41%) also agreed that the police and other local public services are successfully dealing with anti-social behaviour and crime in their local area, whilst 17% disagreed, and a total of 41% 'neither agree nor disagree' (30%) or 'don't know' (11%). These findings are not significantly different to those from 2014/15 (44% 'agree' / 16% 'disagree').

### **Weight Management**

- 1.21 Respondents were informed as follows about weight management services in North Yorkshire:  
*North Yorkshire County Council is providing grant funding to the seven district councils in the county to pilot a lifestyle weight management service. The services support overweight and obese adults to lose weight and sustain their weight loss. The services also provide nutritional information, advice and physical activity. The services are known as:*
  - 'Lifestyle Weight Management programme' in Craven
  - 'Take That Step' in Hambleton
  - 'Fit 4 Life' in Harrogate
  - 'Step by Step' in Richmondshire
  - 'Change Point' in Ryedale and Scarborough
  - 'Move It Lose It' in Selby.
- 1.22 Overall, one-in-eight respondents (12%) said 'yes' they are aware of any of the weight management services listed above, whilst 88% of respondents were not aware of any of them.
- 1.23 The majority of those respondents who are aware of any of the weight management services listed had learnt of them when they 'saw advertising' (59%), whilst smaller

- numbers had heard of them ‘from health professionals’ (15%), because ‘my friends/ family use or have used the service’ (10%), or through personal use of the service (4%).
- 1.24 Over half (57%) of those respondents who are aware of any of the listed services were of the view that the services meet the needs of overweight people in their District; 43% of respondents thought that the services do not meet these needs.
- 1.25 All respondents were asked *‘If you wanted to access a weight management service – how would you most like to access it?’* The major group of respondents said that they would ‘ask my GP’ (46%), and 39% said they would ‘refer myself’. Fewer respondents said that they would most like to access a weight management service by ‘asking my pharmacist’ (5%), ‘asking my health visitor’ (0%, one person), or through ‘other’ means (e.g. going to a slimming club/ Weight Watchers, or ‘looking on the internet’) (10%).
- 1.26 When asked what they think is the ‘best way of informing people about the weight management services available’, around a quarter of all respondents referred to each of ‘GP surgeries’ (27%), ‘social media’ (24%), and ‘flyers through the post’ (23%). Smaller minorities of respondents felt that ‘posters/ flyers in supermarkets’ (13%), ‘local radio’ (6%), and ‘posters/ flyers in leisure centres’ (1%) are the best way of informing people.
- 1.27 Overall, half of respondents (50%) agreed with the statement that *‘Overweight and obesity is a medical problem that should be treated by health care professionals’*, whilst just under half disagreed (47%), and 3% ‘don’t know’.
- 1.28 Three-quarters of all respondents (75%) were in agreement with the statement that *‘Overweight and obesity is a society problem which should be tackled by improving the environment that we live in. For example, by improving parks and cycle paths to encourage activity and reducing the number of fast food outlets to help people to improve their diet’*, whilst 23% disagreed, and 2% ‘don’t know’.

### **Information and Advice**

- 1.29 Respondents were asked to say in respect of eight different topics where they would go to find information about the topics and where they would go to for advice on each topic. ‘Internet search’ was either the first or second most mentioned source of both information and advice for each of the eight topics: (Multiple responses allowed, so answers total over 100%.)

**Benefits** – Internet search (65% ‘information’; 46% ‘advice’); Citizens’ Advice Bureau (30% ‘information’; 36% ‘advice’); Job Centre (22% ‘information’; 26% ‘advice’)

**Debt** – Citizens’ Advice Bureau (56% ‘information’; 58% ‘advice’); Internet search (55% ‘information’; 45% ‘advice’); Family/ friends (15% ‘information’; 17% ‘advice’)

Housing – Internet search (50% ‘information’; 42% ‘advice’); District/ Borough Council (49% ‘information’; 48% ‘advice’); County Council (23% ‘information’; 26% ‘advice’)

Employment – Internet search (65% ‘information’; 56% ‘advice’); Job Centre (56% ‘information’; 57% ‘advice’); Family/ friends (9% ‘information’; 12% ‘advice’)

Child care – Internet search (54% ‘information’; 44% ‘advice’); Family/ friends (40% ‘information’; 39% ‘advice’); District/ Borough Council (17% ‘information’; 18% ‘advice’); County Council (15% ‘information’; 20% ‘advice’)

Consumer rights – Internet search (62% ‘information’; 53% ‘advice’); Citizens’ Advice Bureau (58% ‘information’; 59% ‘advice’); County Council (10% ‘information’; 13% ‘advice’)

Support for a child with educational needs – Internet search (44% ‘information’; 39% ‘advice’); County Council (42% ‘information’; 41% ‘advice’); District/ Borough Council (24% ‘information’; 23% ‘advice’)

Health – GP (77% ‘information’; 79% ‘advice’); Internet search (41% ‘information’; 36% ‘advice’); NHS Choices website (39% ‘information’; 33% ‘advice’).

- 1.30 Half of all respondents (50%) agreed with the statement that *‘It is easy to find information about charities and groups that can provide support in my area’*. However, over a quarter of respondents (28%) expressed disagreement, and 22% ‘don’t know’.
- 1.31 Over half of all respondents (56%) agreed with the statement that *‘I know where to go to find information on charities and community groups’*. However, again over a quarter of respondents (28%) disagreed with the statement, and 16% gave ‘don’t know’ responses.
- 1.32 When asked if they would find ‘an online directory of all of the community services/support available in your area’ helpful, nine-in-ten of all respondents (89%) said ‘yes’ they would, whilst 11% said they would not find such a directory helpful.
- 1.33 The large majority of all respondents (85%) also said that they would find ‘an online directory of information on a variety of topics, including benefits, debt, and employment’ helpful, whilst 15% said they would not find such a directory helpful.
- 1.34 Those respondents who thought that either of these online directories would be helpful, were then asked to consider how important 12 different factors/ aspects of an online directory of advice and support services in North Yorkshire would be to them. Eight of the factors were considered to be very or fairly important by around nine-in-ten or more of all respondents: ‘contact details’ (99% ‘very/ fairly important’), ‘can be found using Google or other search engines’ (96%), ‘has been updated recently (in last six months)’



(95%), 'known/ trusted source' (92%), 'searching by postcode' (91%), 'searching by key items' (90%), 'simple language' (87%), and 'organised by categories' (87%).

- 1.35 The large majority of all respondents also thought that 'displaying data on a map' (82%), and 'having links to other websites' (78%) would be important factors. The least important factors were thought to be 'can be printed out' (73% 'important'/ 26% 'unimportant'), and 'ratings of pages (e.g. stars showing popularity)' (47% 'important'/ 50% 'unimportant').

## 2.0 BACKGROUND, OBJECTIVES & METHODOLOGY

### 2.1 Background and Survey Objectives

- 2.1.1 North Yorkshire County Council Citizens' Panel was set up to assist the Council in planning its services to meet the needs and priorities of its residents. The Panel, which consists of approximately 2,000 residents of the council area, was originally recruited in early 2004. Since then its members have been consulted on a wide range of council services, such as highways, education, libraries, the council budget, adult social care and many others. Questions may also be included at the request of the County Council's partners in district councils, health, police or fire services.
- 2.1.2 More recently due to budget constraints the number of surveys has been limited to one or two a year, and, in order to reduce the costs of managing the Panel further, in the latest recruitment exercise in Autumn 2014 the majority of membership has been limited as far as possible to those who are willing to complete the surveys online, via a link sent in contact emails. The Panel currently consists of 2,137 members, with around 300 members being resident in each of the seven District areas, and all but around 200 members choosing to complete their surveys online, rather than fill in a paper survey.
- 2.1.3 The overall themes of the survey related to:
- Understanding ambitions and aspirations for North Yorkshire
  - Community safety
  - Weight management
  - Information and advice.
- 2.1.4 A copy of the questionnaire, marked up with 'weighted' top-line results, is attached as **Appendix 1** to this report.

### 2.2 Methodology/ Achieved Sample

- 2.2.1 On 1st December 2015 all Panel members were sent an email alert informing them that the questionnaire was available online, (with the exception of those who have elected to complete by post – currently 229). Reminders were sent to those who had yet to complete their survey on 13th December 2015.
- 2.2.2 A total of 673 completed questionnaires were returned prior to analysis (including 77 by post) giving a response rate of 31%.

### 2.3 Analysis

- 2.3.1 The data was analysed using the statistical package SPSS (Statistical Package for the Social Sciences).

- 2.3.2 As the Panel was recruited so as to give roughly similar numbers of respondents in all areas of the County to facilitate comparisons between areas, the achieved sample was not representative of the County in terms of geography. The achieved sample was also not representative of the County in terms of age, there being an under-representation of younger people (particularly males) responding to the survey, and an under-representation of older females (aged 75 years and over). ‘Weightings’ were therefore applied so as to make the achieved sample more representative of the County.
- 2.3.3 1) Weights were calculated to ensure that the County was representative of its population in terms of ‘age x gender’.
- 2) Weights were calculated on a geographic (‘District’) basis, to ensure that the numbers of respondents from each of the seven Districts were proportionate to the adult populations therein.
- 2.3.4 Tables were produced from the ‘weighted’ data, showing ‘weighted percentages’ and ‘unweighted counts’ for the sample overall, and for the sub-groups: ‘gender’; ‘age group’; and ‘District’. These Tables of Results are attached as **Appendix 3**.
- 2.3.5 As is usual with all self-completion questionnaires, some individuals did not complete all questions. This may be because they did not have an opinion on the question asked, but we cannot make this assumption in full confidence. Such ‘missing data’ is excluded from the Tables of Results and marked-up questionnaire (unless otherwise stated), but included in the Tables of Frequencies. Unweighted frequency counts, showing details of ‘missing’ responses, are attached as **Appendix 2**. Responses to ‘open-ended’ questions (verbatim) are attached as **Appendix 4**.
- 2.3.6 At the Council’s request, reported Panel survey results are in ‘whole percentages’ and the tables produced show results where the figures have been rounded to the nearest whole. Because of this ‘rounding’ process, however, there may be some instances when two response categories are added (e.g. ‘very satisfied’ + ‘fairly satisfied’), where the total may be 1% greater or smaller than the two individual responses, e.g. ‘very satisfied’ (3.4% - 3%) plus ‘fairly satisfied’ (10.4% - 10%) gives ‘total satisfied’ (13.8% - 14% : not 13%).
- 2.3.7 The table below shows the Confidence Intervals at the 95% Confidence Level relating to a selection of randomly selected sample sizes, i.e. with a randomly selected sample of 100, if 50% of respondents gave a ‘yes’ response, this means there is a 95% probability that between 40.2% and 59.8% (50% + 9.8%) of the population from which the sample were selected would have the ‘yes’ opinion. This table can be used as a guide to give an indication of the Confidence Interval at the 95% Confidence Level relating to the overall sample and/or sample sub-groups.

		Sample Size						
		100	200	300	400	500	600	673
		± %	± %	± %	± %	± %	+ %	± %
Response	50%	9.8	6.9	5.7	4.9	4.4	4.0	3.8
	40% or 60%	9.7	6.8	5.6	4.8	4.3	3.9	3.7
	30% or 70%	9.0	6.4	5.2	4.5	4.0	3.7	3.5
	20% or 80%	7.9	5.6	4.5	3.9	3.5	3.2	3.0
	10% or 90%	5.9	4.2	3.4	2.9	2.6	2.4	2.3

### 3.0 UNDERSTANDING AMBITIONS AND ASPIRATIONS FOR NORTH YORKSHIRE

#### 3.1 Economic Growth and Aspirations

**Q.1** Do you see sustainable economic growth as a positive or a negative thing for North Yorkshire? **Q.1b** If you said 'negative', why did you say that?

**Q.2** What aspirations do you have for you and your family? Please list your three main aspirations below.

**Q.3** To what extent do you think you will be able to fulfil your aspirations whilst living in North Yorkshire?

**Q.4** What, if anything, is stopping you now, or is likely to stop you in the future, fully achieving these aspirations? Please list up to three key issues below.

Appendix 3 - Pages 1 to 2

3.1.1 Respondents were given the following definitions of 'economic growth':

*Economic growth is defined as an increase in the capacity of an economy to produce goods and services, i.e. businesses are growing, creating more jobs.*

*Sustainable economic growth is defined as a rate of growth that can be maintained without creating other significant problems, i.e. creating environmental problems for future generations.*

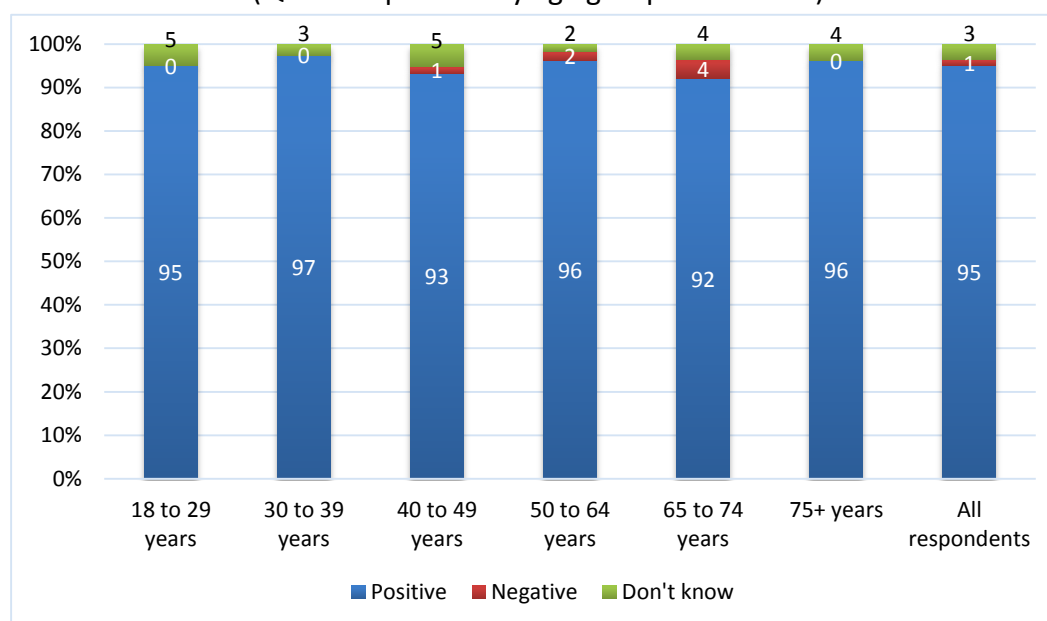
They were then asked whether they 'see sustainable economic growth as a positive or a negative thing for North Yorkshire'.

3.1.2 The great majority of all respondents (95%) were of the view that sustainable economic growth is a 'positive' thing for North Yorkshire, whilst only 1% regarded it as a 'negative' thing, and 3% gave 'don't know' responses.

3.1.3 By age group, the percentage of 'positive' responses reduced to 92% among those aged 65 to 74 years, but otherwise variations were not statistically significant.

## Do you see sustainable economic growth as a positive or a negative thing for North Yorkshire?

(Q1: % response – by age group and overall)



3.1.4 Those few respondents (12) who gave 'negative' responses here were asked to say why: see Appendix 4 for verbatim details.

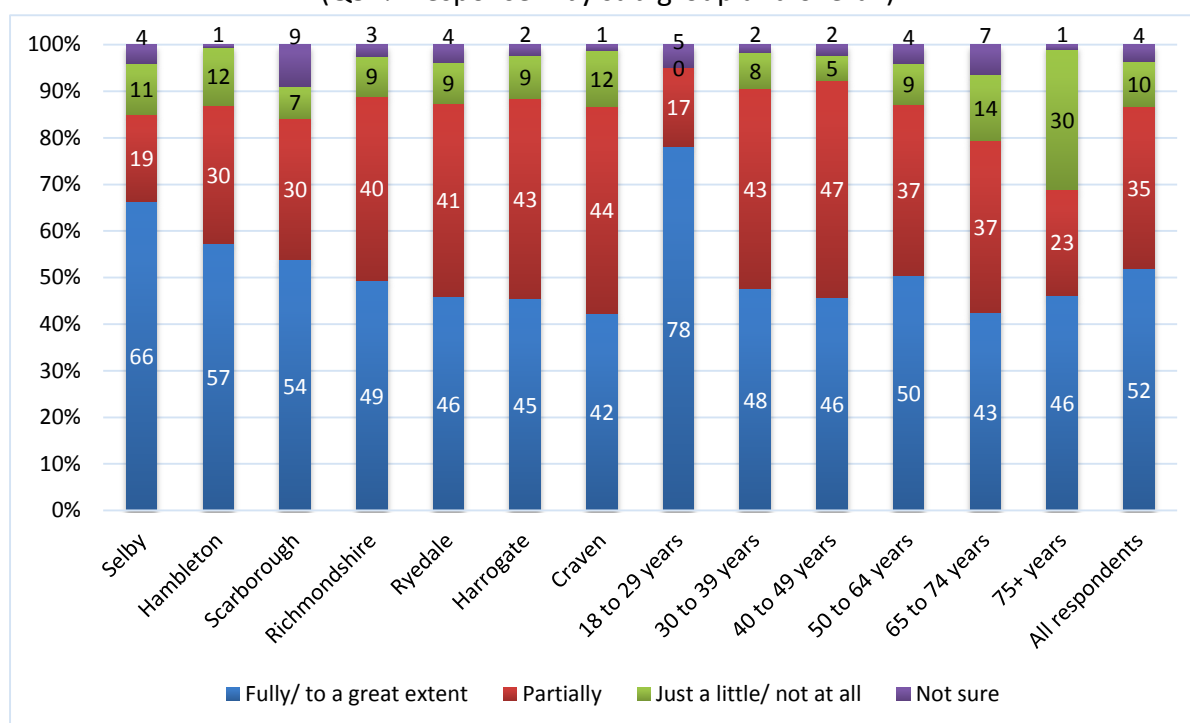
3.1.5 Given that an aspiration is defined as ‘a hope or ambition of achieving something’, respondents were asked in an open question to list the three main aspirations they have for themselves and their family. The great majority of all respondents (92% of the total weighted sample) listed their aspirations and these have been coded as detailed in the following table. The most frequently mentioned aspirations related to ‘jobs/ employment’ (32%), ‘health (personal health, staying healthy etc.)’ (27%), ‘housing’ (25%), ‘financial security/ wealth’ (20%), and aspirations for respondents ‘children or family’ (total of 27%: 11% generally; 8% hoping for them to have good jobs/ employment prospects etc; and 8% hoping for them to have a good education etc.). Around one-in-ten or more of the overall sample also had aspirations relating to ‘safety/ security’ (13%), ‘education’ (13%), ‘happiness’ (13%), ‘environment/ sustainability’ (10%), ‘health and care services/ NHS’ (10%), ‘economy/ business’ (9%), and ‘transport/ roads’ (9%). (See Appendix 4 for details.)

<b>Q2) Three main aspirations (coded responses)</b>	<b>Unweighted Count</b>	<b>Weighted %</b>
Jobs/ employment	207	32
Personal health	187	27
Housing	154	25
Financial security/ wealth	102	20
Safety/ security	98	13
Education	81	13
Happiness	70	13
Children/ family	65	11
Environment/ sustainability	78	10
Health and care services/ NHS	92	10
Economy/ business	54	9
Transport/ roads	71	9
Children/ family - jobs/ employment	63	8
Children/ family - education	50	8
Good quality of life (general)	52	7
Community/ culture	59	6
Comfortable retirement	38	5
Facilities/ amenities/ services	31	4
Peace	22	3
Internet/ mobile phones/ connectivity	16	2
Other	149	20
(no comments)	54	8

3.1.6 When asked to what extent they think they will be able to fulfil their aspirations whilst living in North Yorkshire, over half of all respondents (52%) said they would be able to do this 'fully' (10%) or 'to a great extent' (42%), whilst 35% said 'partially', and 10% felt they would be able to fulfil their aspirations 'just a little' (7%) or 'not at all' (3%). (4% 'not sure'.)

### To what extent do you think you will be able to fulfil your aspirations whilst living in North Yorkshire?

(Q3: % response – by sub-group and overall)



3.1.7 By District, residents of Selby (66% 'fully/ to a great extent') were more likely to think that they will be able to fulfil their aspirations fully or to a great extent, when compared to the overall response. Responses also varied significantly by age group, with those aged 18 to 29 years giving the most positive responses (79% 'fully/ to a great extent' and 0% 'just a little/ not at all'); whilst those in older age groups were less positive (65 to 74 years, 43% 'fully/ to a great extent' and 14% 'just a little/ not at all'; and 75+ years, 46% 'fully/ to a great extent' and 30% 'just a little/ not at all').



3.1.8 Respondents were then asked in an open question ‘*What, if anything, is stopping you now, or is likely to stop you in the future, fully achieving these aspirations?*’ They were asked to list up to three key issues. Three quarters of all respondents (76% of the overall weighted sample) commented on issues/ problems here – these were diverse and have been coded as detailed in the table below. The most common issues raised related to ‘jobs/ employment’ (22%), ‘housing (e.g. affordability)’ (21%), ‘government (central or local) policy/ cuts’ (18%), ‘financial pressures/ money/ low wages’ (16%), ‘transport/ roads’ (12%), ‘health/ care services’ (11%), and ‘education’ (8%).

<b>Q4) Issues preventing you achieving your aspirations (Coded responses)</b>	<b>Unweighted Count</b>	<b>Weighted %</b>
Jobs/ employment	139	22
Housing issues	122	21
Government policy/ cuts	157	18
Financial pressures/ money/ wages	84	16
Transport/ road network	106	12
Health/ care services	89	11
Education	51	8
Poor health/ disability	51	5
Policing/ crime	29	4
Facilities/ amenities/ services	33	4
Environmental issues	36	4
Planning/ developments	29	4
Old age	31	4
Economic changes/ downturn	21	3
Internet/ phones/ communications	25	3
Lack of investment/ funding	18	2
(nothing stopping me)	26	4
Other	114	16
(no comments)	147	24

3.1.9 Smaller numbers of respondents referred to ‘poor health or disability’ (5%), ‘policing/ crime issues’ (4%), lack of or poor access to ‘facilities/ amenities/ services’ (4%), ‘environmental issues’ (4%), ‘planning/ developments’ (4%), and ‘old age’ (4%) as things that are stopping them from achieving their aspirations (or may stop them in the future). (Verbatim responses are listed at Appendix 4).

### 3.2 Life in North Yorkshire: At the Moment and In the Future

**Q.5** How important or unimportant are the following factors to you at the moment?

**Q.5a** Do you have children/ grandchildren? **Q.5b** If 'yes', how important or unimportant are the following factors to you at the moment?

**Q.6** How satisfied or dissatisfied are you with following factors in North Yorkshire at the moment?

**Q.7** Please rate your level of agreement with the following statements about the future of North Yorkshire.

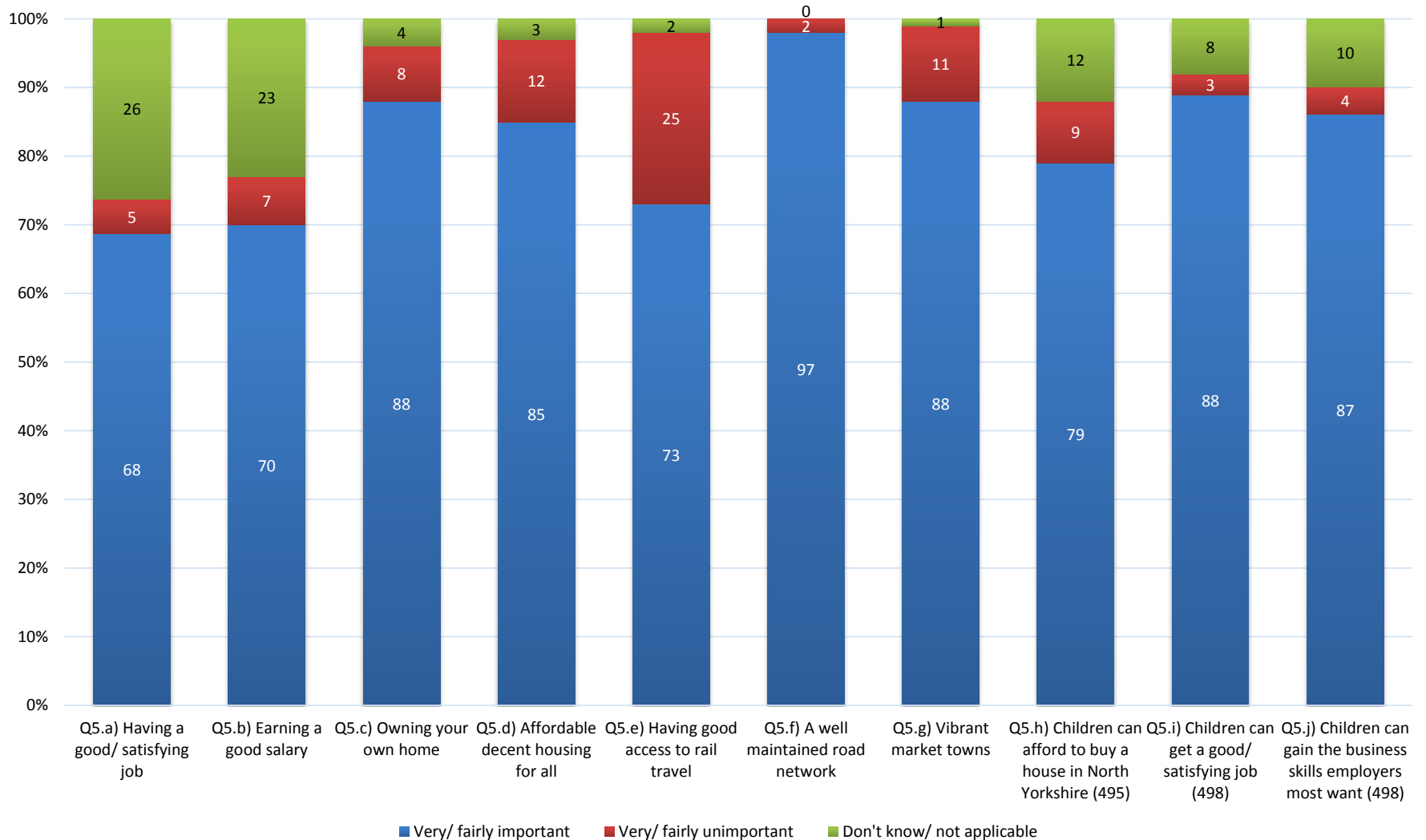
**Q.8** For the right job how long would you be willing to travel (one way)?

**Q.9** Do you have any other comments regarding our ambition for North Yorkshire to be 'a place with a strong economy and a commitment to sustainable growth that enables our citizens to fulfil their ambitions and aspirations'?

Appendix 3 - Pages 3 to 39

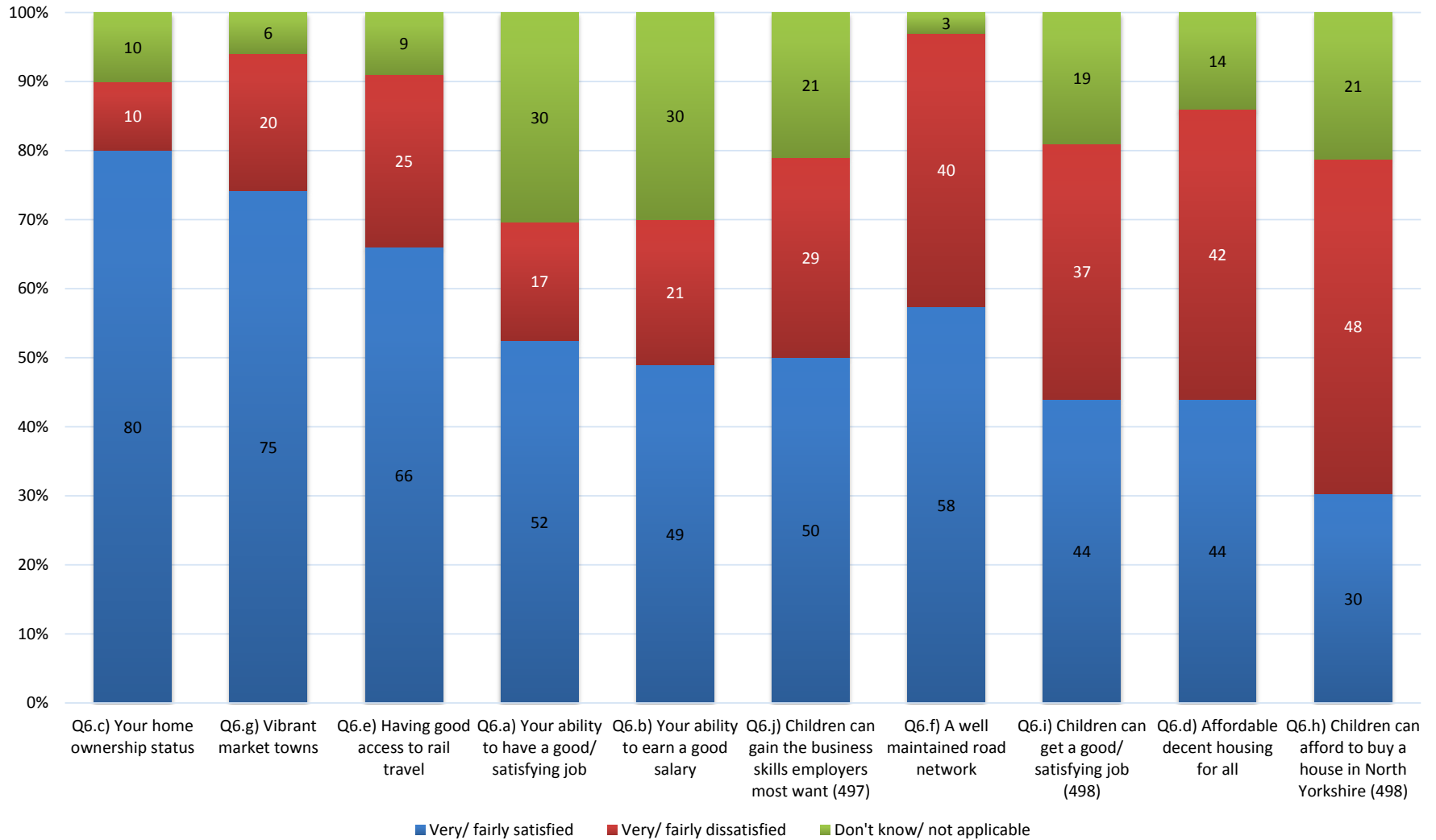
3.2.1 Respondents were asked to state how important or unimportant are 10 different factors to them at the moment, with the latter three of these factors (Q5h-j) only applicable to those Panel members with children/ grandchildren. Each of the factors was rated as 'very important' or 'fairly important' by the majority of all respondents (68%+): having 'a well maintained road network' (97% 'very/fairly important') was rated most highly in terms of importance, followed by 'owning your own home' (88%), having 'vibrant market towns' (88%), and 'affordable decent housing' (85%). 'Having good access to rail travel' (73% 'very/ fairly important'; and 25% 'very/ fairly unimportant') was felt to be a little less important. 'Having a good/ satisfying job' (68% 'very/ fairly important' overall) and 'earning a good salary' (70% 'very/ fairly important' overall) were also felt to be important by the large majority of respondents who felt the question applied to them: excluding 'don't know/ not applicable' responses from the percentage calculations the figures are: 'having a good/ satisfying job' (93% 'important'/ 7% 'unimportant') and 'earning a good salary' (91% 'important'/ 9% 'unimportant').

**How important or unimportant are the following factors to you at the moment?**  
(Q5a-j: % response)

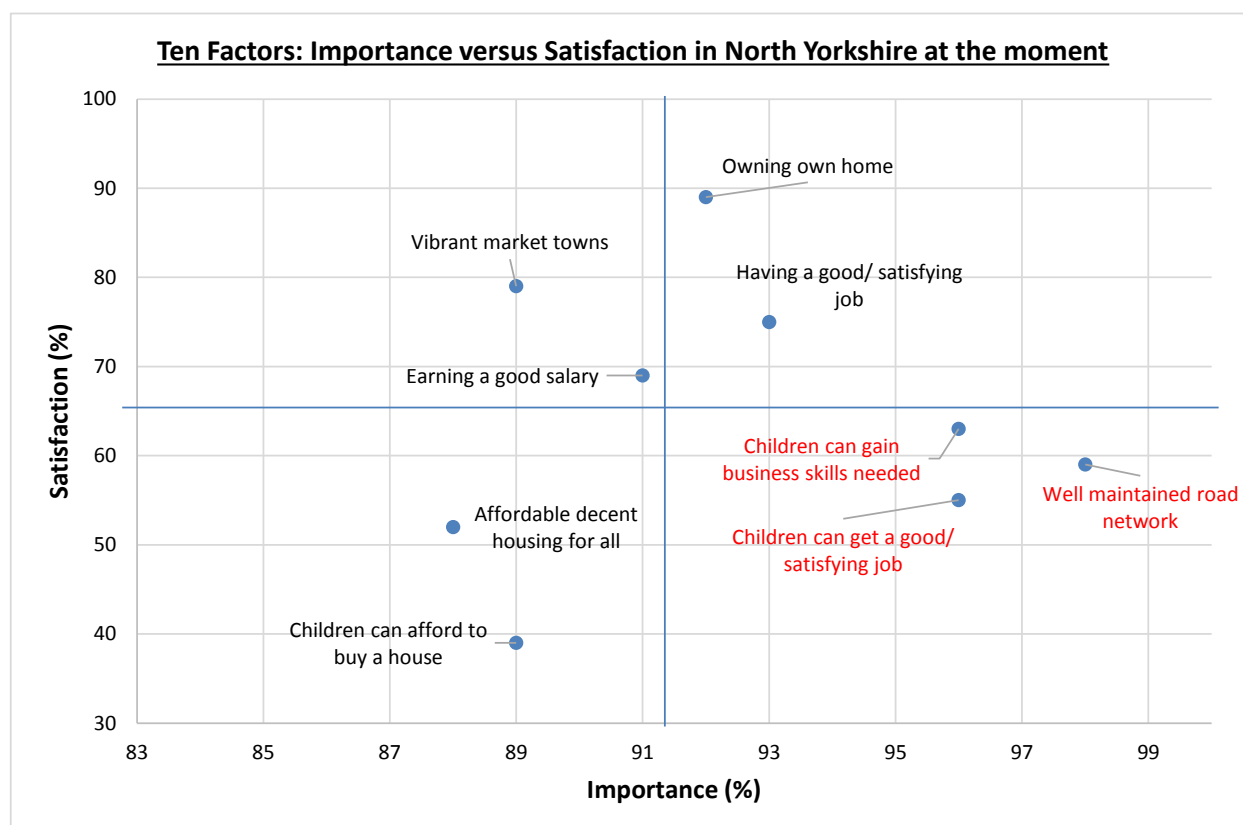


- 3.2.2 Considering the three questions (Q5h-j) asked of those Panel members with children/ grandchildren, the large majority of respondents stated that it is important to them that there are opportunities for their children/ grandchildren to be able to 'get a good/satisfying job' (88% 'very/ fairly important'), and 'gain the business skills employers most want' (87% 'very/ fairly important'), whilst opportunities for their children/ grandchildren to be able to 'afford to buy a house in North Yorkshire' (79% 'very/ fairly important' and 9% 'very/ fairly unimportant') was felt to be of slightly less importance. [Note that two-thirds of all respondents (67%) said that 'yes' they do have children/ grandchildren, whilst 33% do not have children.]
- 3.2.3 Respondents were then asked how satisfied or dissatisfied they are with the same 10 factors relating to life in North Yorkshire at the moment. Results are summarised in the chart overleaf, ordered by 'net satisfaction score' (i.e. 'satisfied' – 'dissatisfied' response percentage). Overall satisfaction was highest (and dissatisfaction lowest) in respect of 'your home ownership status' (80% 'very/ fairly satisfied' and 10% 'very/ fairly dissatisfied'), followed by 'vibrant market towns' (75% 'satisfied'/ 20% 'dissatisfied'), and 'having good access to rail travel' (66% 'satisfied'/ 25% 'dissatisfied'). Around half or more respondents were satisfied with their 'ability to have a good satisfying job' (52% 'satisfied'/ 17% 'dissatisfied'), their 'ability to earn a good salary' (49% 'satisfied'/ 21% 'dissatisfied'), that their 'children are able to gain the business skills employers most want' (50% 'satisfied'/ 29% 'dissatisfied'), and that there is 'a well maintained road network' (58% 'satisfied'/ 40% 'dissatisfied') in North Yorkshire at the moment.
- 3.2.4 Satisfaction was lowest in respect of the factors 'children/ grandchildren are able to get a good/ satisfying job' (44% 'satisfied'/ 37% 'dissatisfied'), 'affordable decent housing for all' (44% 'satisfied'/ 42% 'dissatisfied'), and 'children/ grandchildren can afford to buy a house in North Yorkshire' (30% 'satisfied'/ 48% 'dissatisfied').

**How satisfied or dissatisfied are you with following factors in North Yorkshire at the moment?**  
(Q6a-j: % response)



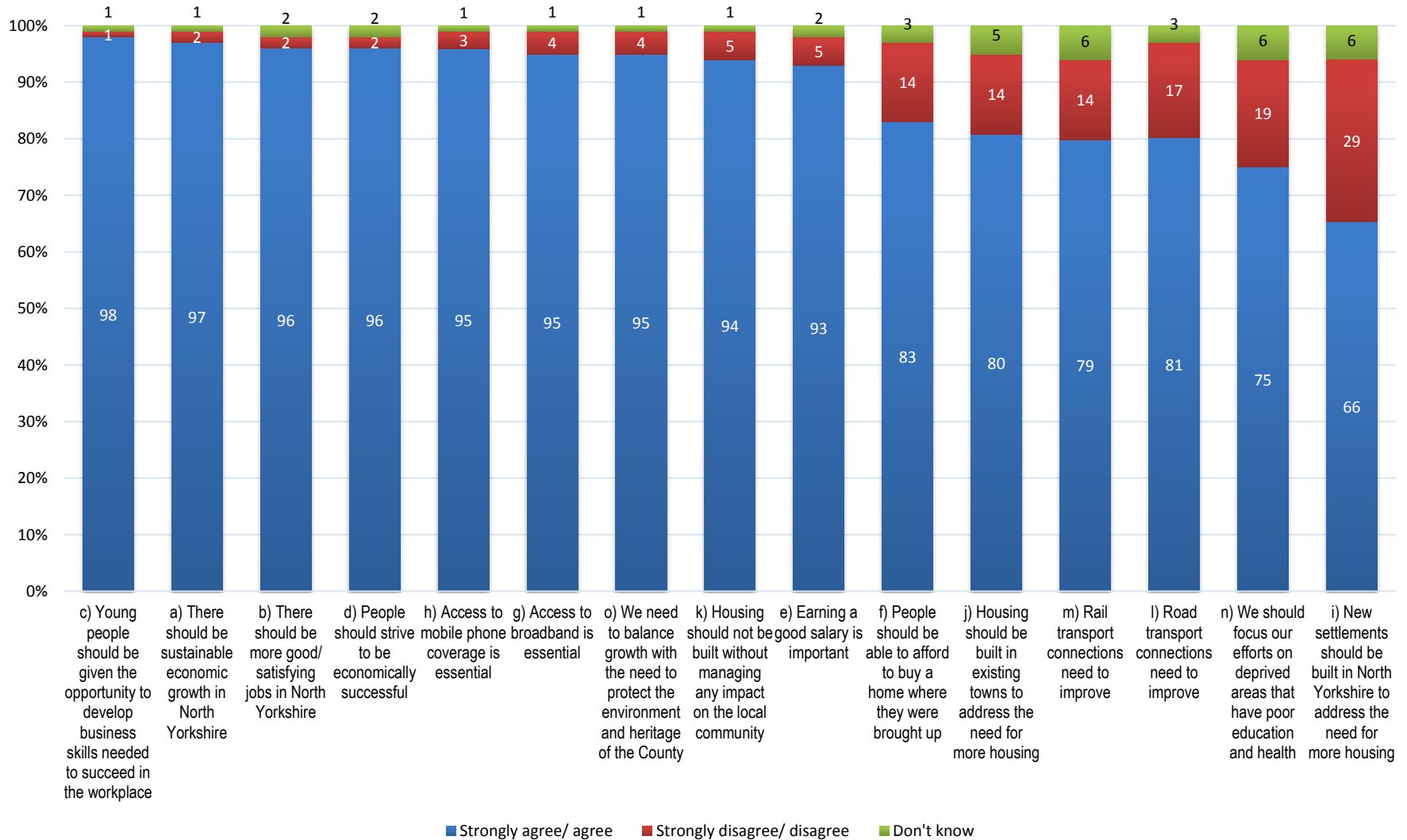
3.2.5 The following quadrant chart shows an analysis for the ten factors, where importance (Q5) and satisfaction scores (Q6) are plotted against each other (for the purposes of this analysis, percentages have been calculated excluding 'don't know/ not applicable' responses). The chart is separated into four quadrants by two median lines showing the median score for importance at 91.5%, and that for satisfaction at 66%.



Source data: Analysis excluding 'don't know/ not applicable' responses	Q5: Important (%)	Q6: Satisfied (%)
a) Having a good/ satisfying job	93	75
b) Earning a good salary	91	69
c) Owning your own home	92	89
d) Affordable decent housing for all	88	52
e) Having good access to rail travel	74	72
f) A well maintained road network	98	59
g) Vibrant market towns	89	79
h) Children can afford to buy a house in North Yorkshire	89	39
i) Children can get a good/ satisfying job	96	55
j) Children can gain the business skills employers most want	96	63

- 3.2.6 In terms of satisfaction with life in North Yorkshire, the three factors highlighted in red are particularly worthy of attention as they are regarded as having the highest levels of importance but at the same time satisfaction ratings are low: ‘a well maintained road network’ (98% ‘important’/ 59% ‘satisfied’), ‘children/ grandchildren are able to get a good/ satisfying job’ (96% ‘important’/ 55% ‘satisfied’), and ‘children/ grandchildren are able to gain the business skills employers most want’ (96% ‘important’/ 63% ‘satisfied’). Also worthy of note is the very low satisfaction with the factor that ‘children are able to afford to buy a house in North Yorkshire’ (39% ‘satisfied’).
- 3.2.7 Respondents were presented with 15 statements about the future of North Yorkshire and asked to rate their level of agreement with each one (see chart overleaf). The great majority of all respondents (93%+) expressed agreement with nine of the statements, and no more than 5% disagreed: ‘young people should be given the opportunity to develop business skills needed to succeed in the workplace’ (98% ‘strongly agree/ agree’), ‘there should be sustainable economic growth in North Yorkshire’ (97%), ‘there should be more good/ satisfying jobs in North Yorkshire’ (96%), ‘people should strive to be economically successful’ (96%), ‘access to mobile phone coverage is essential’ (95%), ‘access to broadband is essential’ (95%), ‘we need to balance growth with the need to protect the environment and heritage of the County’ (95%), ‘housing should not be built without managing any impact on the local community’ (94%), and ‘earning a good salary is important’ (93%).
- 3.2.8 The large majority of all respondents (around 80% or more) expressed agreement with four further statements that ‘people should be able to afford to buy a home where they were brought up’ (83% ‘strongly agree/ agree’), ‘road transport connections need to improve’ (81%), ‘housing should be built in existing towns to address the need for more housing’ (80%), and ‘rail transport connections need to improve’ (79%); whilst agreement fell slightly to 75% in respect of the statement that ‘we should focus our efforts on deprived areas that have poor education and health’ (19% disagreed with this statement), and to 66% in respect of the statement that ‘new settlements should be built in North Yorkshire to address the need for more housing’ (29% disagreed with this statement).

**Please rate your level of agreement with the following statements about the future of North Yorkshire**  
(Q7a-o: % response - all respondents)

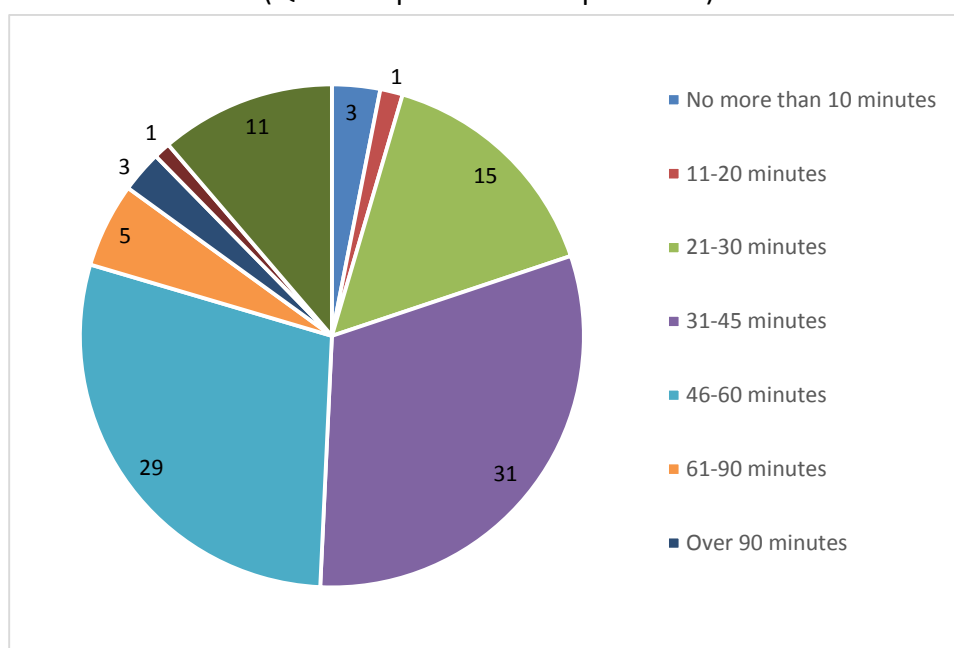




3.2.9 When asked how long they would be willing to travel (one-way) ‘for the right job’ three-quarters of all respondents (75%) gave answers of between 21 and 60 minutes: 15% ‘21 to 30 minutes’, 31% ‘31 to 45 minutes’ and 29% ‘46 to 60 minutes’. Only small minorities of respondents would be willing to travel for shorter or longer periods of time: 3% ‘no more than 10 minutes’, 1% ‘11 to 20 minutes’, 5% ‘61 to 90 minutes’, and 3% ‘over 90 minutes’. (1% of respondents gave ‘other’ responses, and 11% stated that they are ‘retired’ or otherwise that the question was not applicable to them.)

3.2.10 Note that the percentage of respondents who are willing to travel for 30 minutes or more ‘for the right job’ was higher among men than women (73% compared to 63%), and increased to 85% of those aged 40 to 49 years (compared to 68% overall). (District variations here were not significant.)

For the right job how long would you be willing to travel (one-way)?  
(Q8: % response – all respondents)



3.2.11 Lastly in this section, respondents were asked for any other comments they might have regarding the county council’s ambition for North Yorkshire to be ‘a place with a strong economy and a commitment to sustainable growth that enables our citizens to fulfil their ambitions and aspirations’. Just over a quarter of the total weighted sample (27%) made comments here – these were diverse and are listed verbatim at Appendix 4.

## 4.0 COMMUNITY SAFETY

**Q.10** How safe or unsafe do you feel when outside in your local area a) after dark; and b) during the day?

**Q.10c** If you feel unsafe, what would make you feel safer?

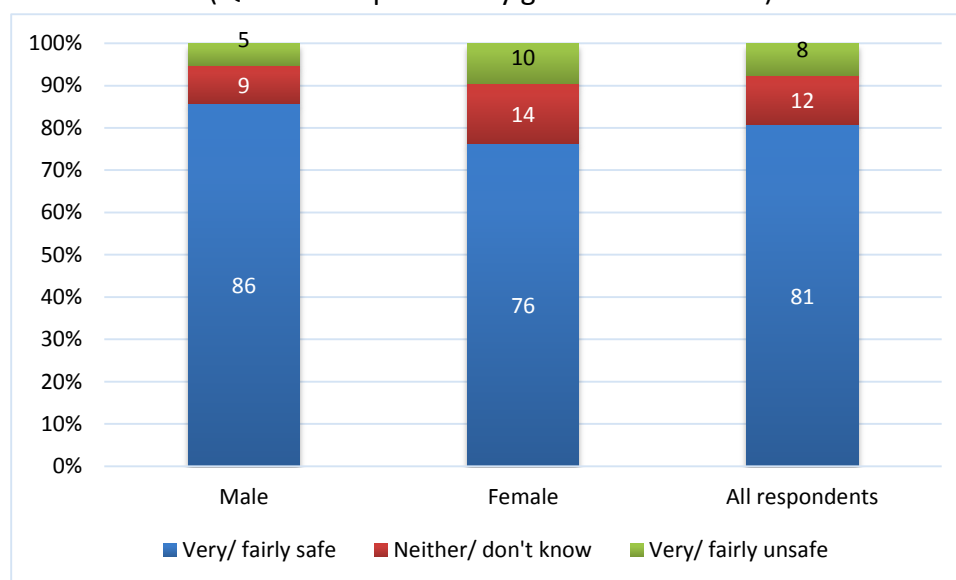
**Q.11a** How much would you agree or disagree that the police and other local public services seek people's views about anti-social behaviour and crime in your local area?

**Q.11b** How much would you agree or disagree that the police and other local public services are successfully dealing with anti-social behaviour and crime in your local area?

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4.1 Four fifths of all respondents (81%) said that they feel safe when outside in their local area after dark (31% 'very safe' and 50% 'fairly safe'), whilst one-in-twelve (8%) reported feeling unsafe (3% 'very unsafe' and 4% 'fairly unsafe'), and a total of 12% gave 'neither safe nor unsafe' (11% or 'don't know' (0%, three people) responses.

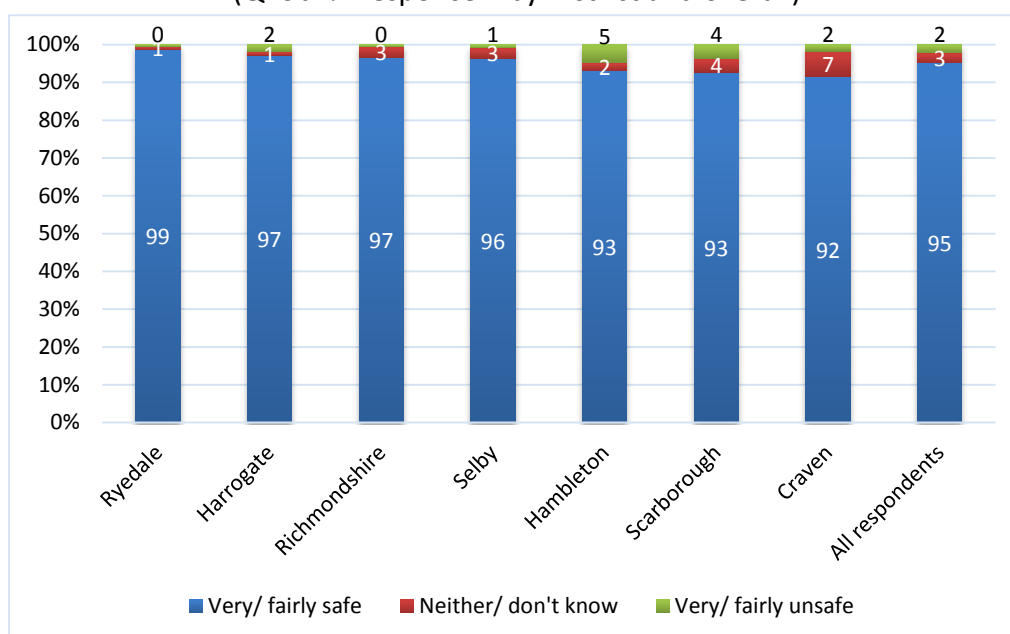
Perceptions of safety when outside in your local area after dark  
(Q10a: % response – by gender and overall)



4.2 Men were more likely than women to feel safe in their local area after dark (86% 'very/ fairly safe' compared to 76%), and less likely to feel 'unsafe' (5% compared to 10%), but variations by District and age group were not statistically significant.

- 4.3 During the day, the great majority of all respondents (95%) feel safe when outside in their local area (66% 'very safe' and 29% 'fairly safe'), whilst 2% feel 'neither safe nor unsafe', 2% feel unsafe (1% 'very unsafe' and 1% 'fairly unsafe'), and 0% (one person) gave a 'don't know' response. Perceptions of safety increased to 99% 'very/ fairly safe' in Ryedale, whilst those in Hambleton (5% 'very/ fairly unsafe') were a little more likely to feel 'unsafe'. (Differences by gender and age group were not significant.)

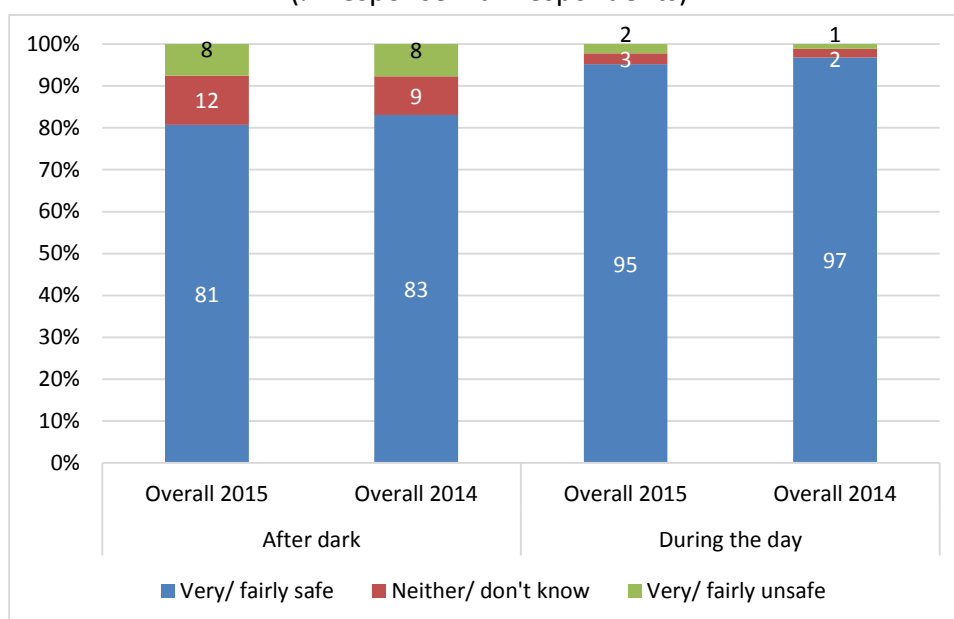
Perceptions of safety when outside in your local area during the day  
(Q10b: % response – by District and overall)



- 4.4 Last year (Winter 2014/15) the same questions on community safety were asked: results are summarised in the chart below. In terms of perceptions of safety after dark, the findings are similar this year to last: 2015/16, 81% 'safe'/ 8% 'unsafe'; and 2014/15, 83% 'safe'/ 8% 'unsafe'. During the day, whilst results are generally similar, there has been a small (statistically significant) fall in those who feel safe, from 97% in 2014/15 to 95% currently.

Perceptions of safety – 2015/16 compared to 2014/15

(% response – all respondents)

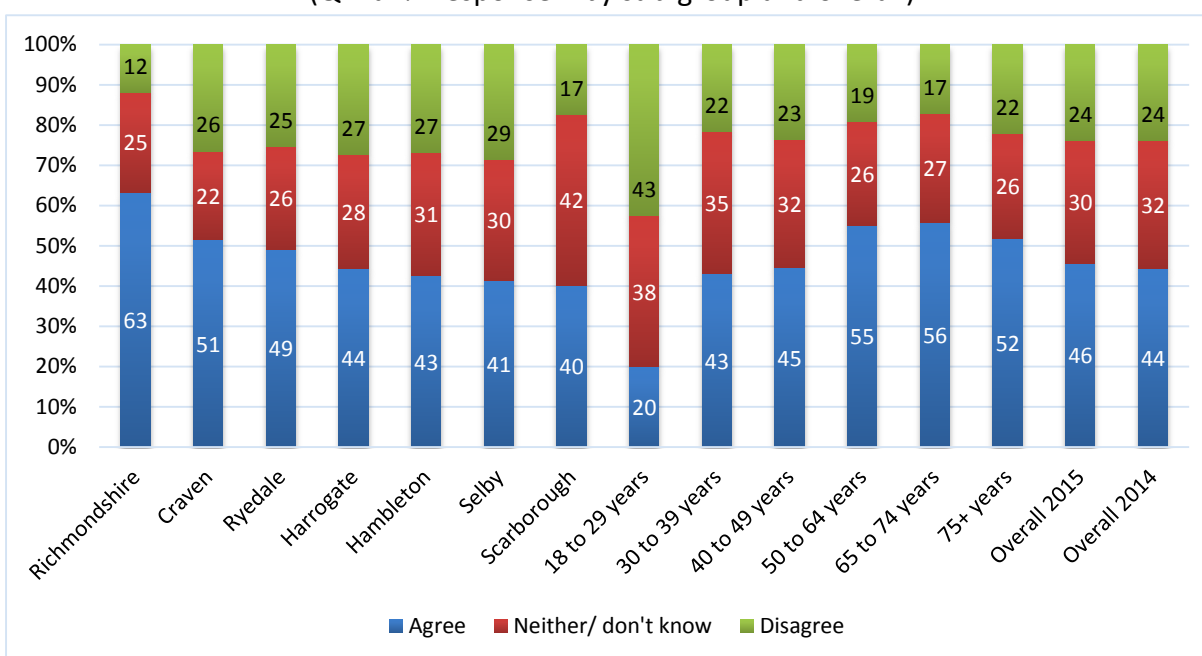


- 4.5 Those respondents who feel unsafe when outside in their local area were asked in an open question to say why this is. There were two main themes of response here 'lack of visible police presence' and 'poor/lack of street lighting' – see Appendix 4 for full details.

- 4.6 Respondents were informed that ‘it is the responsibility of the police and other local public services to work in partnership to deal with anti-social behaviour and crime in your local area’, and then asked to say how much they would agree or disagree that the police and other local public services a) ‘seek people’s views about these issues’, and b) ‘are successfully dealing with these issues’ in their local area.

How much would you agree or disagree that the police and other local public services seek people’s views about these issues in your local area?

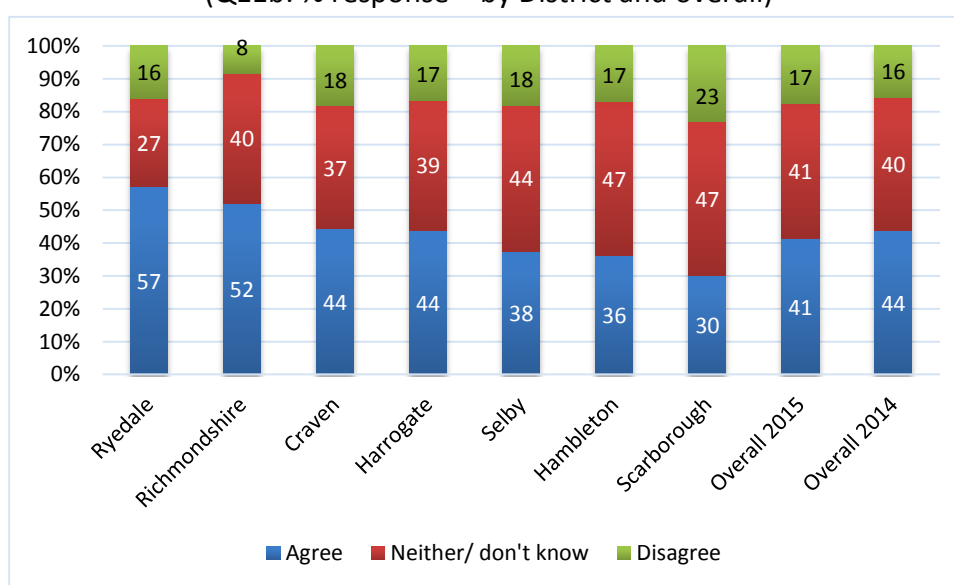
(Q11a: % response – by sub-group and overall)



- 4.7 The major group of all respondents (46%) agreed that the police and other local public services seek people’s views about anti-social behaviour and crime in their local area (19% ‘strongly agree’ and 27% ‘tend to agree’), whilst 24% disagreed (6% ‘strongly disagree’ and 18% ‘tend to disagree’), and a total of 30% ‘neither agree nor disagree’ (22%) or ‘don’t know’ (8%). Residents of ‘Richmondshire’ (63% ‘agree’/ 12% ‘disagree’) were more likely to agree (and less likely to disagree) that people’s views are sought about these issues, as were those respondents aged 50 to 64 years (55% ‘agree’/ 19% ‘disagree’) and 65 to 74 years (56% ‘agree’/ 17% ‘disagree’); whereas those aged 18 to 29 years (20% ‘agree’/ 43% ‘disagree’) were less likely to agree (and more likely to disagree). Overall results are very similar to the 2014 findings of 44% ‘agree’ and 24% ‘disagree’.

- 4.8 The major group of all respondents (41%) also agreed that the police and other local public services are successfully dealing with anti-social behaviour and crime in their local area (6% 'strongly agree' and 35% 'tend to agree'), whilst 17% disagreed (6% 'strongly disagree' and 12% 'tend to disagree'), and a total of 41% 'neither agree nor disagree' (30%) or 'don't know' (11%). These findings are not significantly different to those from 2014 (44% 'agree'/ 16% 'disagree').

How much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?  
(Q11b: % response – by District and overall)



- 4.9 Residents of 'Ryedale' (57% 'agree') and 'Richmondshire' (52% 'agree') were more likely to agree that the police and other local services are successfully dealing with these issues (compared to the overall sample response of 41% 'agree'), whilst those living in 'Scarborough' (30%) were less likely to agree. (Differences by gender and age group were not significant.)

## 5.0 WEIGHT MANAGEMENT

- Q.12** Are you aware of any of the weight management services listed above?
- Q.13** How did you hear about the weight management services?
- Q.14** Do you think the services meet the needs of overweight people in your district? **Q14.a)**  
If 'no' please tell us why.
- Q.15** If you wanted to access a weight management service – how would you most like to access it?
- Q.16** What do you think is the best way of informing people about the weight management services available?
- Q.17** Please state whether you agree or disagree with the following statements.

Appendix 3 - Pages 44 to 50

- 5.1 Respondents were informed as follows about weight management services in North Yorkshire:

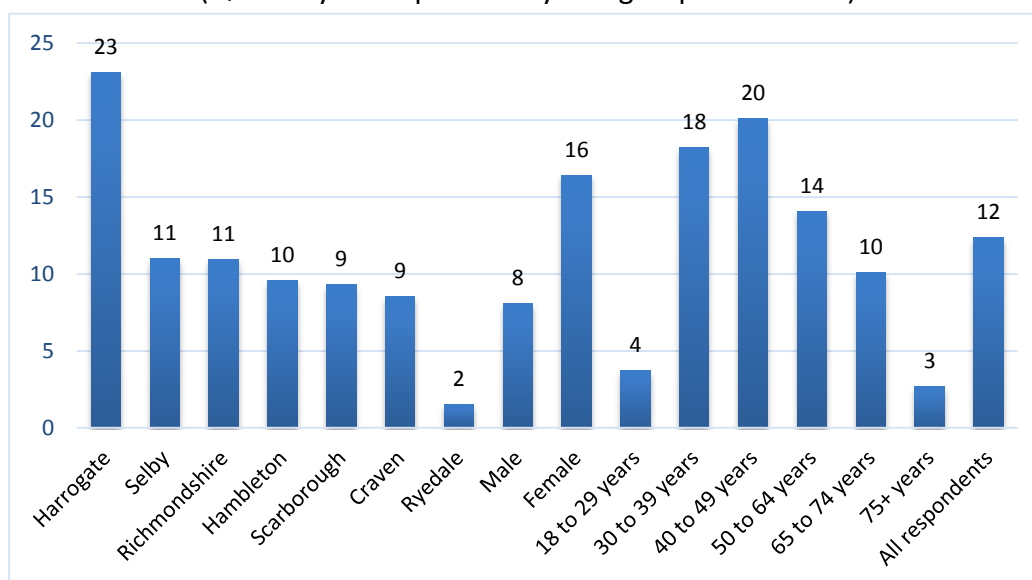
*North Yorkshire County Council is providing grant funding to the seven district councils in the county to pilot a lifestyle weight management service. The services support overweight and obese adults to lose weight and sustain their weight loss. The services also provide nutritional information, advice and physical activity. The services are known as:*

- 'Lifestyle Weight Management programme' in Craven
- 'Take That Step' in Hambleton
- 'Fit 4 Life' in Harrogate
- 'Step by Step' in Richmondshire
- 'Change Point' in Ryedale and Scarborough
- 'Move It Lose It' in Selby.

- 5.2 Overall, one-in-eight respondents (12%) said 'yes' they are aware of any of the weight management services listed above, with this figure being significantly higher among residents of 'Harrogate' (23% 'yes'), women respondents (16%), and those aged 40 to 49 years (20%), but reducing to 2% in 'Ryedale' (the results for those aged 18 to 29 years and 75+ years are not significantly different due to the small numbers of respondents involved). Overall, 88% of respondents were not aware of any of the listed services.

### Are you aware of any of the weight management services listed above?

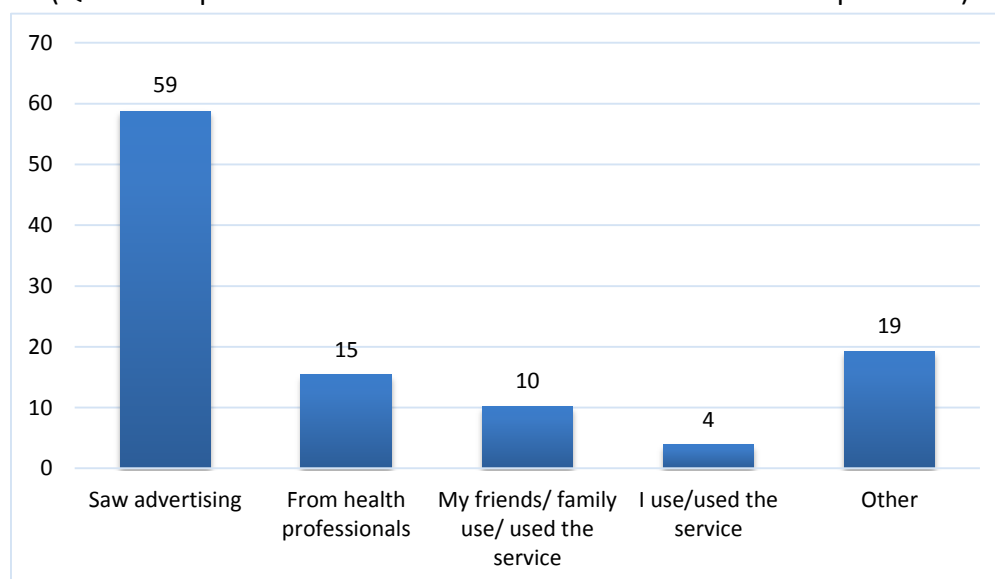
(Q12: % 'yes' response – by sub-group and overall)



- 5.3 The majority of those respondents who are aware of any of the weight management services listed had learnt of them when they 'saw advertising' (59%), whilst smaller numbers had heard of them 'from health professionals' (15%), because 'my friends/family use or have used the service' (10%), or through personal use of the service (4%). A further 19% of respondents (11 people) gave 'other' responses (chiefly through work).

### How did you hear about the weight management services?

(Q13: % response – those who are aware of services – 74 respondents)

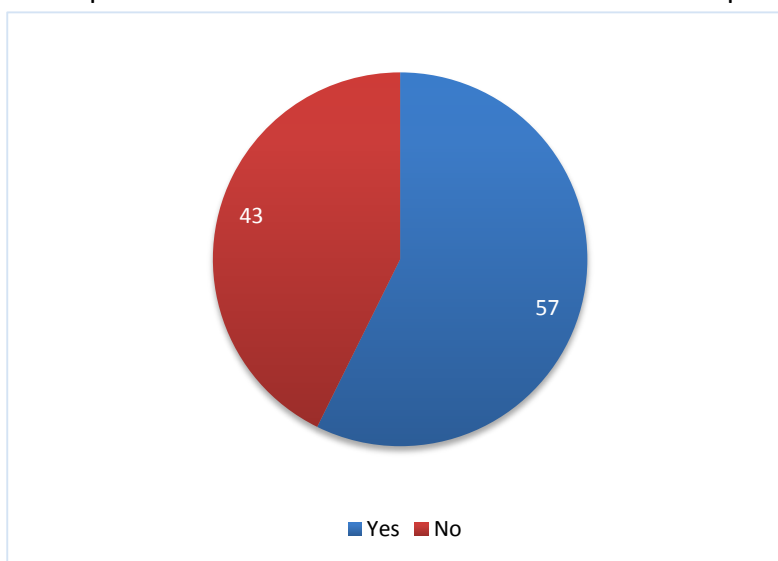




- 5.4 Over half (57%) of those respondents who are aware of any of the listed services were of the view that the services meet the needs of overweight people in their District: 43% of respondents thought that the services do not meet these needs. (Variations by District were not significant due to the small numbers of respondents involved.)

Do you think the services meet the needs of overweight people in your District?

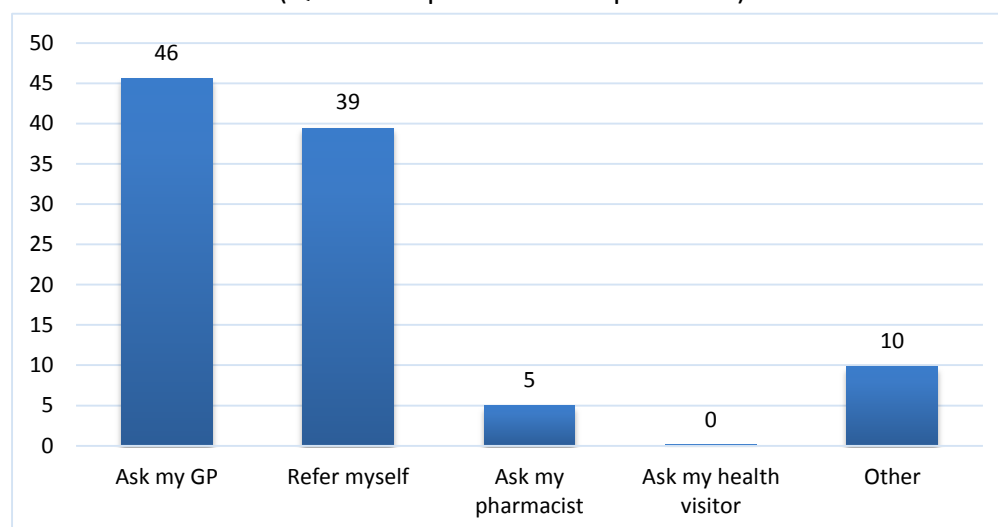
(Q14: % response – those who are aware of services – 70 respondents)



- 5.5 Those respondents who felt that the weight management services do not meet the needs of overweight people in their District were asked to say why not: reasons given included lack of availability and lack of awareness of services – see Appendix 4 for details.
- 5.6 All respondents were asked 'If you wanted to access a weight management service – how would you most like to access it?' The major group of respondents said that they would 'ask my GP' (46%, falling to 26% of those aged 19 to 29 years), and 39% said they would 'refer myself'. Smaller numbers of respondents said that they would most like to access a weight management service by 'asking my pharmacist' (5%), 'asking my health visitor' (0%, one person), or through 'other' means (e.g. going to a slimming club/ Weight Watchers, or 'looking on the internet' – see Appendix 4) (10%). (Sub-group variations in responses were otherwise not significant.)

**If you wanted to access a weight management service – how would you most like to access it?**

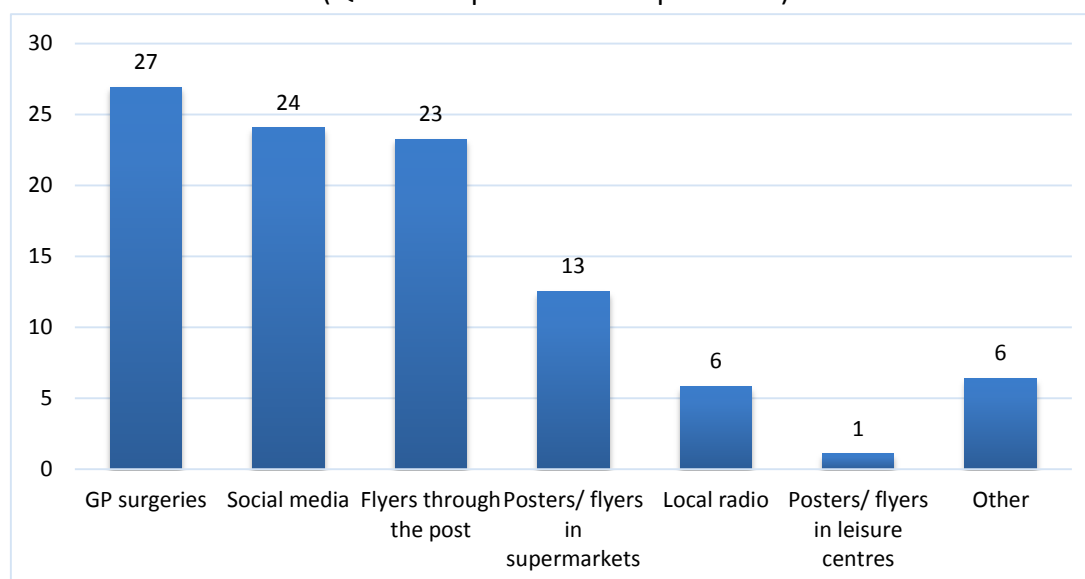
(Q15: % response – all respondents)



- 5.7 When asked what they think is the ‘best way of informing people about the weight management services available’, around a quarter of all respondents referred to each of ‘GP surgeries’ (27%; rising to 33% of male respondents, 33% of those aged 65 to 74 years, and 38% in ‘Craven’), ‘social media’ (24%; rising to 32% in ‘Richmondshire’, but falling to 9% of those aged 75+ years), and ‘flyers through the post’ (23%; rising to 32% in ‘Richmondshire’).

**What do you think is the best way of informing people about the weight management services available?**

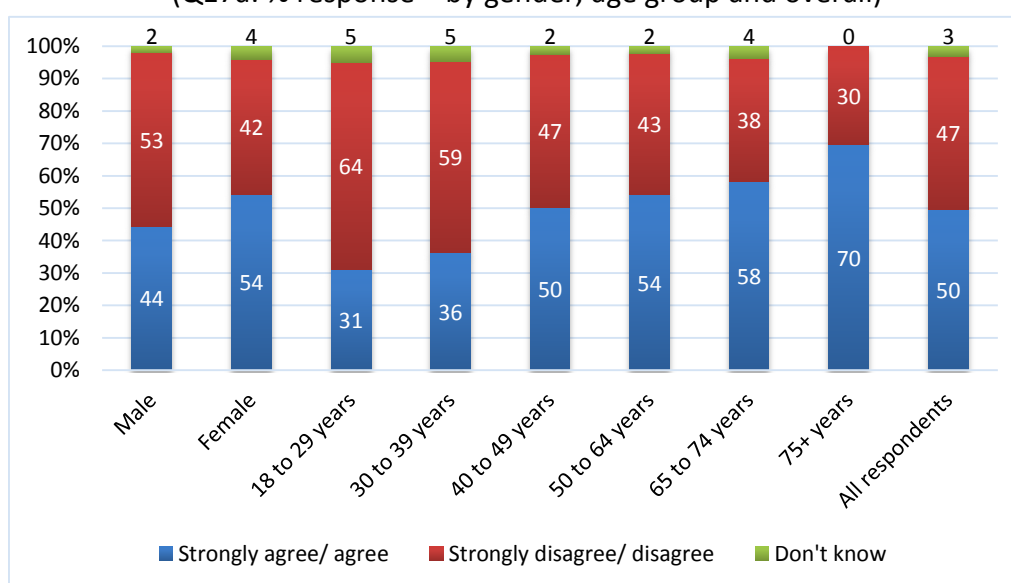
(Q16: % response – all respondents)



- 5.8 Smaller minorities of respondents felt that ‘posters/ flyers in supermarkets’ (13%; rising to 18% among female respondents, and 17% of those aged 50 to 64 years), ‘local radio’ (6%), and ‘posters/ flyers in leisure centres’ (1%) are the best way of informing people, and 6% gave ‘other’ responses.
- 5.9 Overall, half of respondents (50%) agreed with the statement that *‘Overweight and obesity is a medical problem that should be treated by health care professionals’* (13% ‘strongly agree’ and 37% ‘agree’), whilst just under half disagreed (47%; 9% ‘strongly disagree’ and 39% ‘disagree’), and 3% ‘don’t know’.

**‘Overweight and obesity is a medical problem that should be treated by health care professionals’**

(Q17a: % response – by gender, age group and overall)

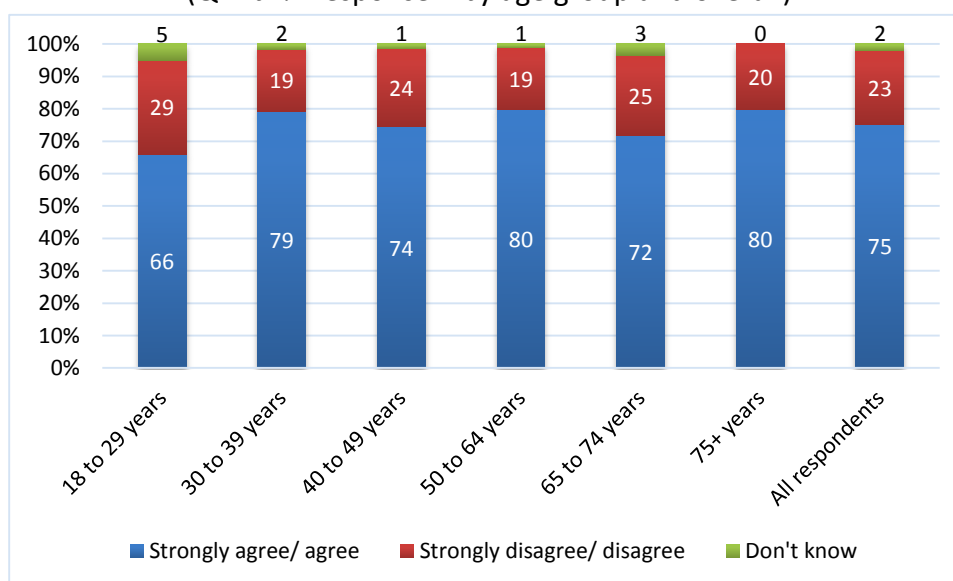


- 5.10 Women respondents were more likely to agree with the statement than men (54% ‘strongly agree/ agree’ compared to 44%), and the level of agreement increased with age, from 31% of those aged 18 to 29 years, to 70% of those aged 75+ years. By District, residents of ‘Ryedale’ (60% ‘strongly agree/ agree’) were significantly more likely to be in agreement with the statement; whereas those in ‘Selby’ (33%) were significantly less likely to agree.

- 5.11 Three-quarters of all respondents (75%) were in agreement with the statement that *‘Overweight and obesity is a society problem which should be tackled by improving the environment that we live in. For example, by improving parks and cycle paths to encourage activity and reducing the number of fast food outlets to help people to improve their diet’* (36% ‘strongly agree’ and 40% ‘agree’), whilst 23% disagreed (4% ‘strongly disagree’ and 18% ‘disagree’), and 2% ‘don’t know’. Sub-group variations in responses were generally not significant – note only that the level of agreement rose to 80% of those aged 50 to 64 years, and to 84% in ‘Ryedale’.

‘Overweight and obesity is a society problem which should be tackled by improving the environment that we live in’

(Q17b: % response – by age group and overall)



## 6.0 INFORMATION AND ADVICE

- Q.18** Where would you go to find information about the following topics?
- Q.19** Where would you go to find advice for the following topics in your area?
- Q.20** Please rate your level of agreement with the following statements.
- Q.21** If the following items were available to use, do you think you would find these helpful?
- Q.22** How important or unimportant would the following factors be to you in an online directory of advice and support services in North Yorkshire?
- Q.23** Have you used any good online information services? If so, please tell us what the service is and what is so good about it.

### Appendix 3 - Pages 51 to 83

- 6.1 Respondents were asked to say in respect of eight different topics where they would go to find information about the topics (Q18), and where they would go to for advice on each topic (Q19). (Multiple responses allowed, so answers total over 100%). Results have been summarised in the table overleaf, in which the top three sources of information/ advice are highlighted in each column (the darkest shade of blue corresponding to the most frequently mentioned source).
- 6.2 'Internet search' was either the first or second most mentioned source of both information and advice for each of the eight topics. Going through the topics in order of appearance on the questionnaire:
- Benefits – Internet search (65% 'information'; 46% 'advice'); Citizens' Advice Bureau (30% 'information'; 36% 'advice'); Job Centre (22% 'information'; 26% 'advice')
- Debt – Citizens' Advice Bureau (56% 'information'; 58% 'advice'); Internet search (55% 'information'; 45% 'advice'); Family/ friends (15% 'information'; 17% 'advice')
- Housing – Internet search (50% 'information'; 42% 'advice'); District/ Borough Council (49% 'information'; 48% 'advice'); County Council (23% 'information'; 26% 'advice')
- Employment – Internet search (65% 'information'; 56% 'advice'); Job Centre (56% 'information'; 57% 'advice'); Family/ friends (9% 'information'; 12% 'advice')
- Child care – Internet search (54% 'information'; 44% 'advice'); Family/ friends (40% 'information'; 39% 'advice'); District/ Borough Council (17% 'information'; 18% 'advice'); County Council (15% 'information'; 20% 'advice')

Q18/19: Sources of information/ advice (% response)	Benefits		Debt		Housing		Employment		Child care		Consumer rights		Support for a child with educational needs		Health	
	Info.	Advice	Info.	Advice	Info.	Advice	Info.	Advice	Info.	Advice	Info.	Advice	Info.	Advice	Info.	Advice
District/ Borough Council	18	25	3	3	49	48	4	4	17	18	7	10	24	23	2	1
County Council	8	13	2	3	23	26	3	4	15	20	10	13	42	41	2	3
Internet search	65	46	55	45	50	42	65	56	54	44	62	53	44	39	41	36
GP	2	1					0	0	4	3	0	0	17	17	77	79
Job Centre	22	26	0	1	1	1	56	57	1	1	0	1	0	0	0	0
Age UK	8	7	3	4	2	1	0	1			2	3			2	2
Citizens' Advice Bureaux	30	36	56	58	10	13	3	8	5	9	58	59	11	13	2	2
Family/ friends	11	12	15	17	8	12	9	12	40	39	7	9	16	16	10	12
Relevant voluntary/ community organisation	4	5	6	8	4	5	4	4	12	14	4	6	18	18	4	4
Church/faith group	2	0	3	2	1	0	1	0	2	2	1	2	3	2	1	1
NHS Choices website	1	1		0			0		2	1	1		8	6	39	33
Other	2	2	2	3	3	3	4	5	4	4	1	2	5	7	1	1

(Top three most mentioned sources of information/ advice highlighted in blue in each column for each topic.)

Consumer rights – Internet search (62% ‘information’; 53% ‘advice’); Citizens’ Advice Bureau (58% ‘information’; 59% ‘advice’); County Council (10% ‘information’; 13% ‘advice’)

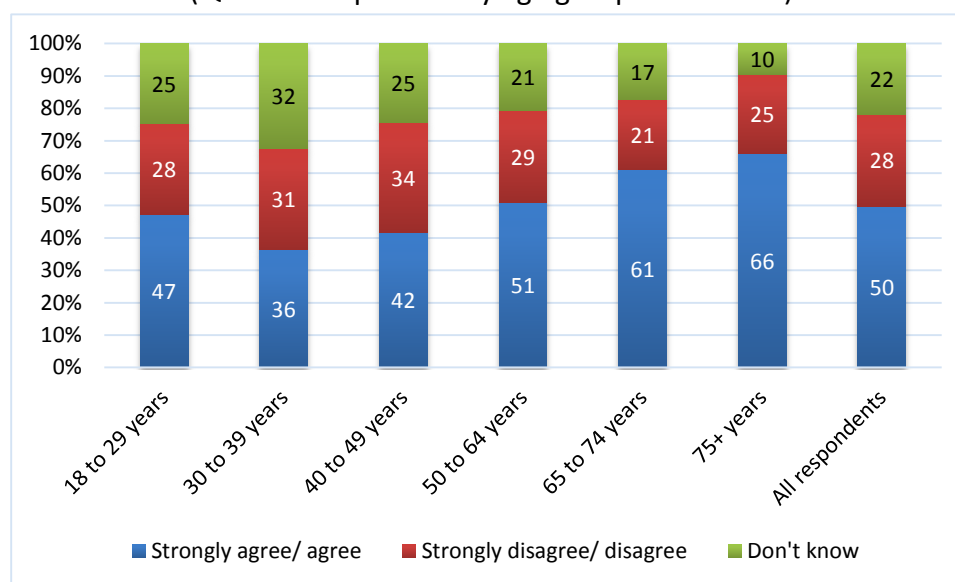
Support for a child with educational needs – Internet search (44% ‘information’; 39% ‘advice’); County Council (42% ‘information’; 41% ‘advice’); District/ Borough Council (24% ‘information’; 23% ‘advice’)

Health – GP (77% ‘information’; 79% ‘advice’); Internet search (41% ‘information’; 36% ‘advice’); NHS Choices website (39% ‘information’; 33% ‘advice’).

(Note that ‘other’ responses for each topic are listed verbatim at Appendix 4.)

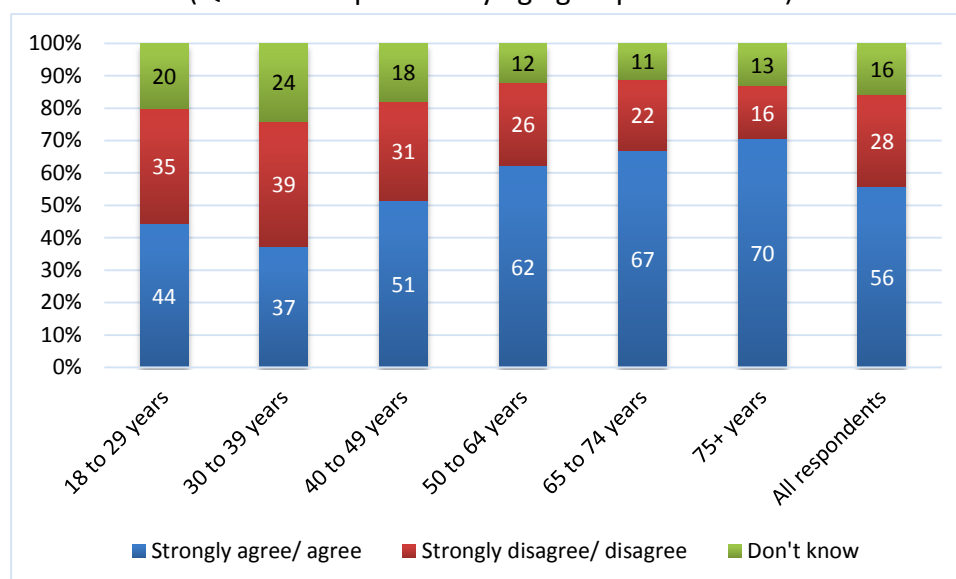
- 6.3 Half of all respondents (50%) agreed with the statement that *‘It is easy to find information about charities and groups that can provide support in my area’* (8% ‘strongly agree’ and 42% ‘agree’). However, over a quarter of respondents (28%) expressed disagreement (2% ‘strongly disagree’ and 26% ‘disagree’), and 22% ‘don’t know’. Agreement levels were lowest among those respondents aged 30 to 39 years (36% ‘strongly agree/ agree’), rising to 61% of those aged 65 to 74 years, 66% of those aged 75+ years, and to 62% of those living in ‘Craven’.

‘It is easy to find information about charities and groups that can provide support in my area’  
(Q20a: % response – by age group and overall)



- 6.4 Over half of all respondents (56%) agreed with the statement that *'I know where to go to find information on charities and community groups'* (9% 'strongly agree' and 47% 'agree'). However, again over a quarter of respondents (28%) disagreed with the statement (3% 'strongly disagree' and 25% 'disagree'), and 16% gave 'don't know' responses. The level of agreement tended to increase with age, from 37% 'strongly agree/ agree' among those aged 30 to 39 years, to 62% for those aged 50 to 64 years, and 67% for those aged 65 to 74 years. (The 70% agreement figure for 75+ year olds is not significantly different to the overall response of 56% due to the small number of respondents involved.)

*'I know where to go to find information on charities and community groups'*  
(Q20b: % response – by age group and overall)

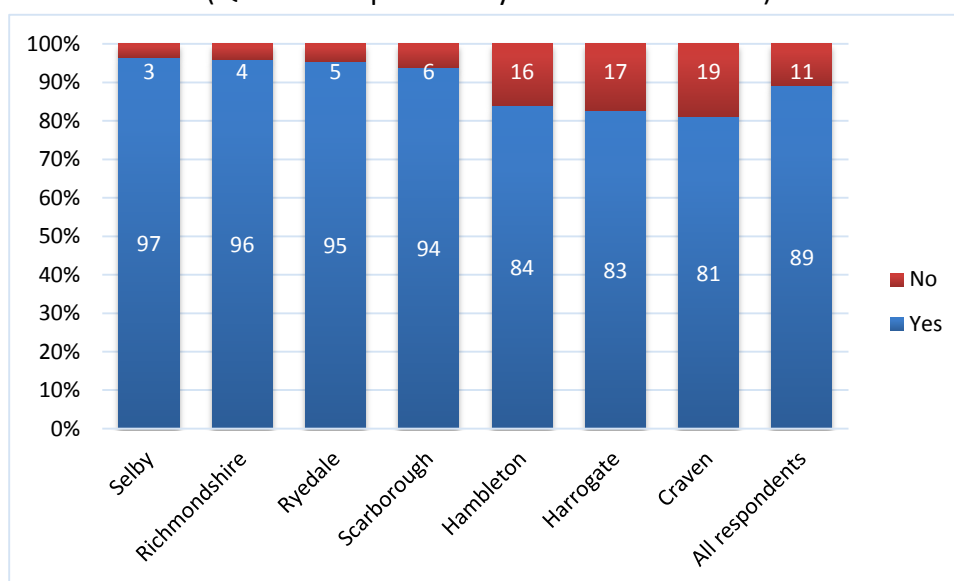


- 6.5 When asked if they would find 'an online directory of all of the community services/support available in your area' helpful, nine-in-ten of all respondents (89%) said 'yes' they would; with this figure varying significantly by District, being highest in 'Selby' (97%), 'Richmondshire' (96%) and 'Ryedale' (95%), falling to 83% in 'Harrogate' and 81% in 'Craven'. Overall, 11% said they would not find such a directory helpful. Also note that respondents aged 40 to 49 years (96% 'yes') were more likely to think that such a directory would be helpful, but otherwise variations by age group and gender were not significant.



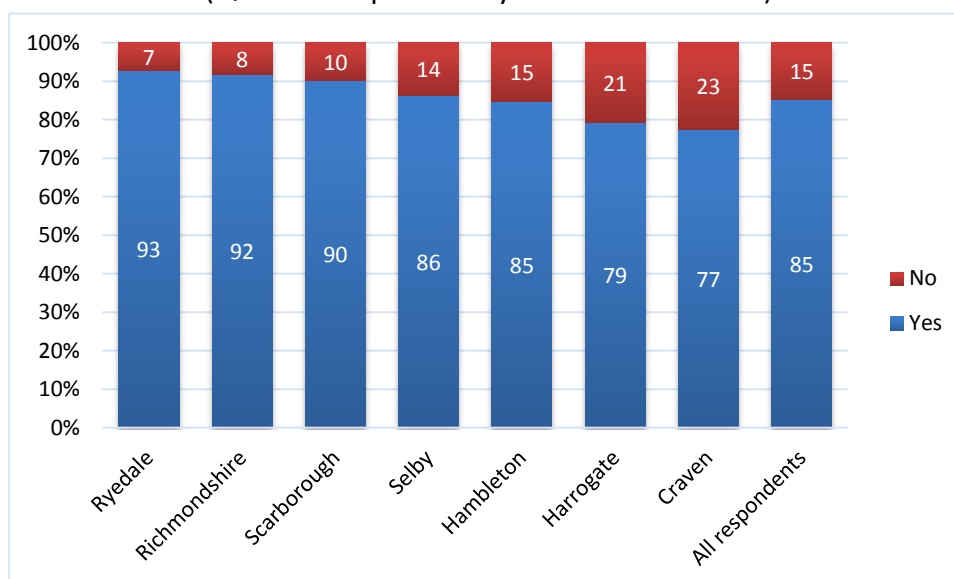
Would you find this helpful – An online directory of all of the community services/support available in your area?

(Q21a: % response – by District and overall)



Would you find this helpful – An online directory of information on a variety of topics, including benefits, debt, and employment?

(Q21b: % response – by District and overall)

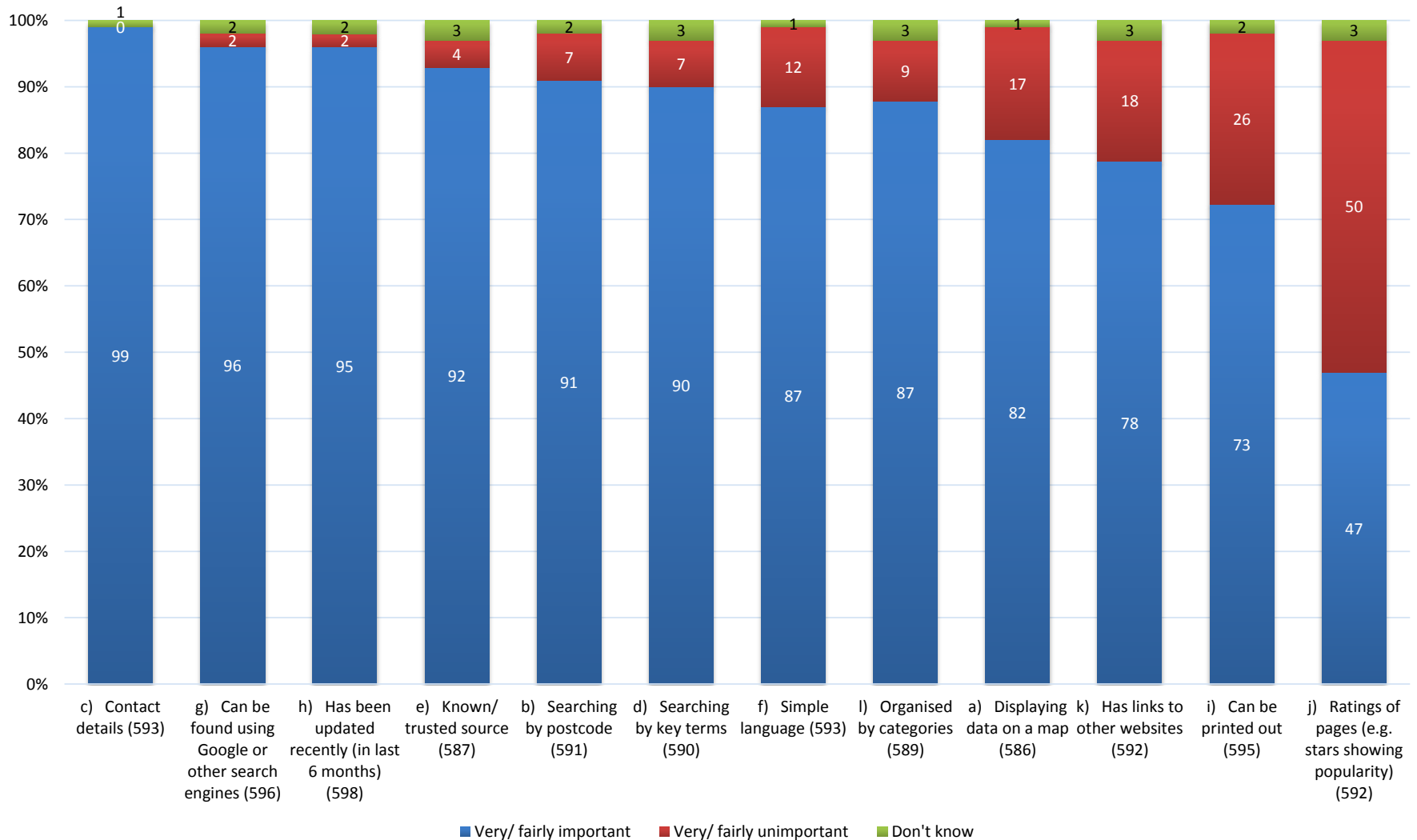


- 6.6 The large majority of all respondents (85%) also said that they would find 'an online directory of information on a variety of topics, including benefits, debt, and employment' helpful; with the 'yes' response percentage ranging from 93% in 'Ryedale'

and 92% in 'Richmondshire', down to 77% in 'Craven'. Overall, 15% of respondents said they would not find such a directory helpful. (Variations by gender and age group were not significant.)

- 6.7 Those respondents who thought that either of these online directories would be helpful, were then asked to consider how important 12 different factors/ aspects of an online directory of advice and support services in North Yorkshire would be to them. Eight of the factors were considered to be very or fairly important by around nine-in-ten or more of all respondents: 'contact details' (99% 'very/ fairly important'), 'can be found using Google or other search engines' (96%), 'has been updated recently (in last six months)' (95%), 'known/ trusted source' (92%), 'searching by postcode' (91%), 'searching by key items' (90%), 'simple language' (87%), and 'organised by categories' (87%). (See chart overleaf.)
- 6.8 The large majority of all respondents also thought that 'displaying data on a map' (82%), and 'having links to other websites' (78%) would be important factors. The least important factors were thought to be 'can be printed out' (73% 'important'/ 26% 'unimportant'), and 'ratings of pages (e.g. stars showing popularity)' (47% 'important'/ 50% 'unimportant'). Respondents could also mention any 'other' factors which they think would be important in an online directory of advice and support services – see Appendix 4 for details.

**Q22: Importance of factors/ aspects of an online directory of advice and services in North Yorkshire**  
(% response - those who think an online directory would be helpful)



6.9 Finally, respondents were asked whether they have used any ‘good online information services’ and if so to say what is good about them. Among the most frequently mentioned sites here were ‘Google’, ‘.gov.uk (government website)’, ‘moneysavingexpert.com’, ‘NHS Choices’, ‘CAB website’, and ‘Wikipedia’: please see Appendix 4 for verbatim details and the corresponding reasons as to why they are regarded as good.