Understanding your area through perception data

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Outline

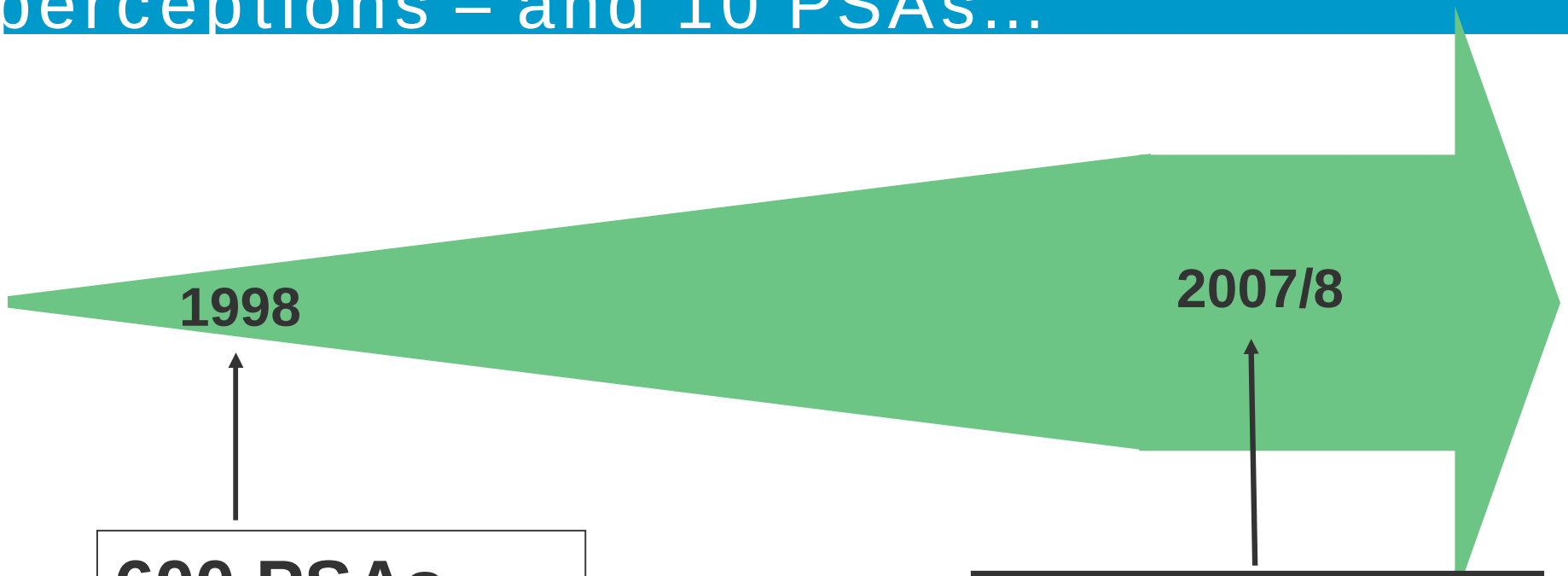
- The growth of perception-based measures
- But there are problems with perceptions…
- Early results from Place Survey – and examples from empowerment measures
- Two key points to help get most out of perception data…
  - models
  - mapping

A huge growth in perception PIs...

We should extend the use of satisfaction surveys: for example by making satisfaction data a key element of regulation and making it a stronger influencing factor in determining how services are delivered locally.

David Miliband, 2006

Over 40 National Indicators based on perceptions – and 10 PSAs...



600 PSAs (!!), only one perception measure

30 PSAs, over 1/3 have perception measures attached to them, 19 indicators from

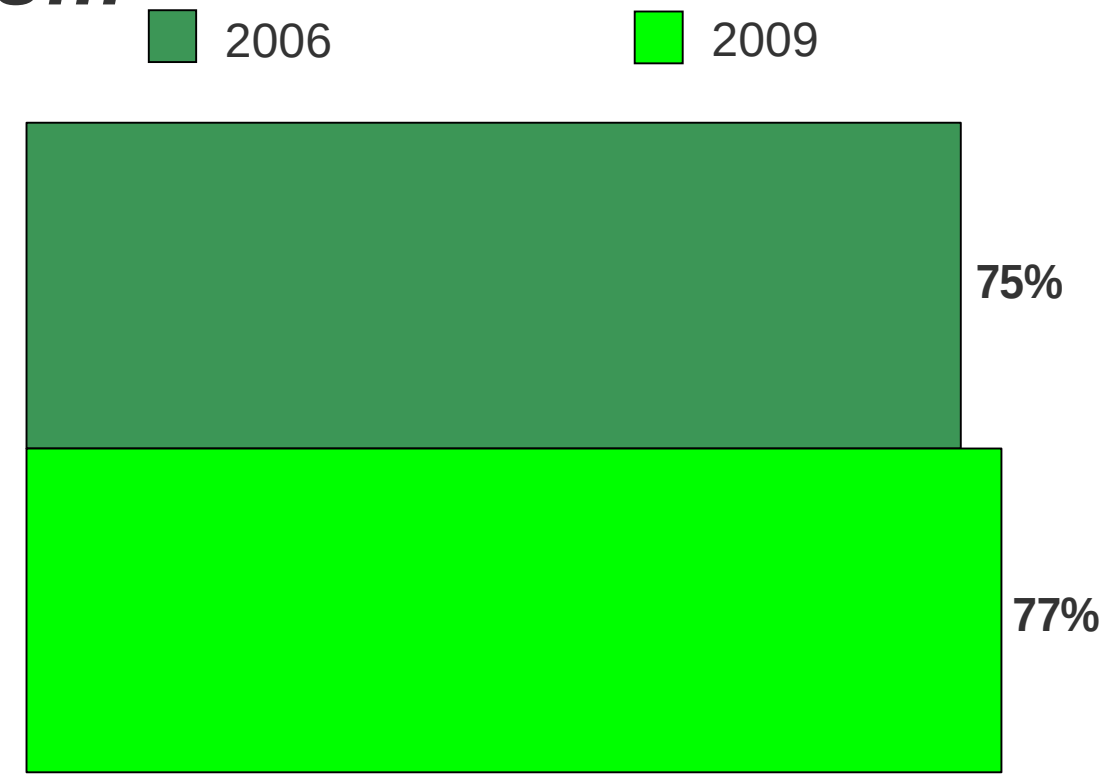
A good change - but there are problems with perception...

Place Survey results illustrate some of challenges...

Early findings...

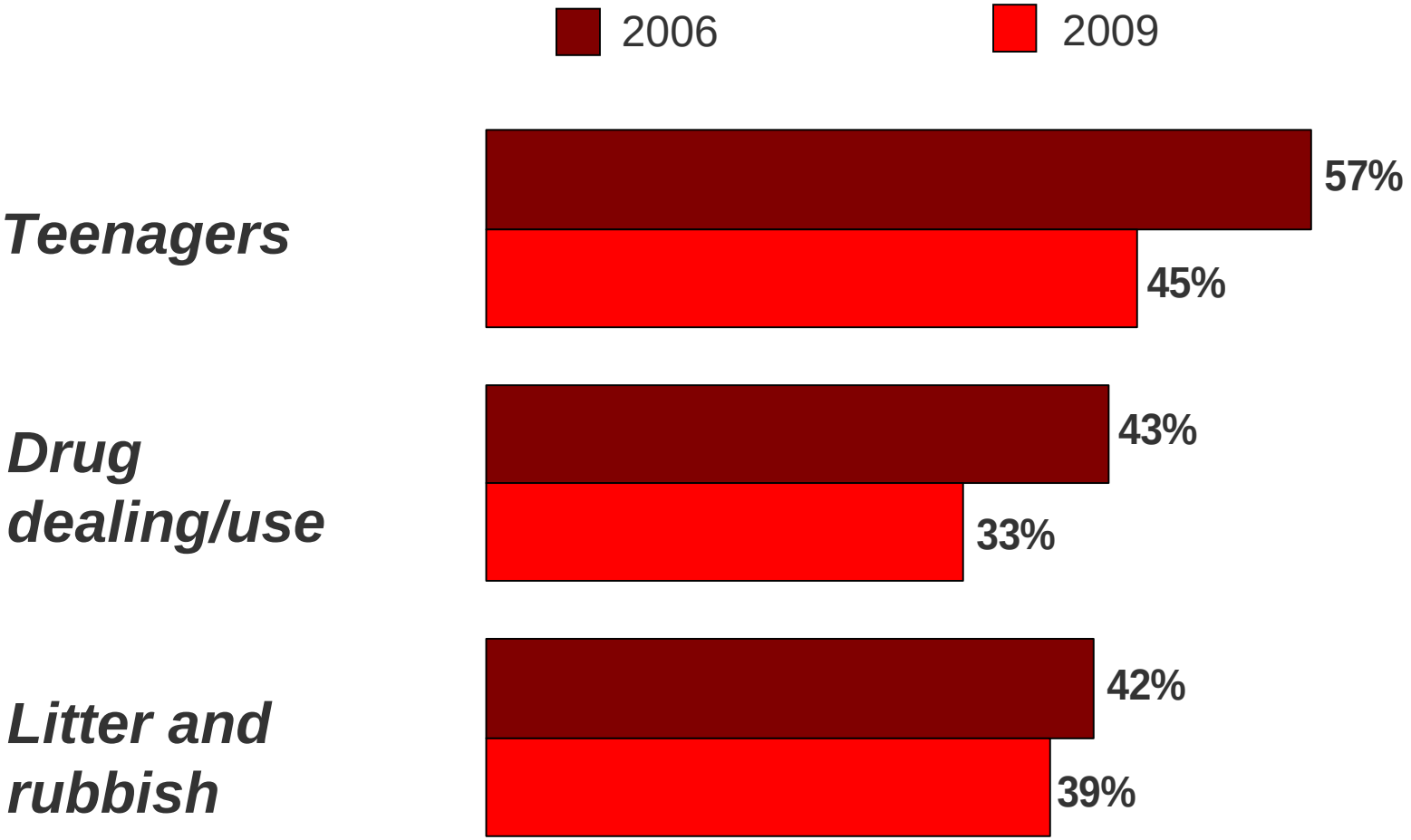
...from over 100 surveys Ipsos MORI completed, over 130,000 responses – some positive trends…

Satisfaction with area



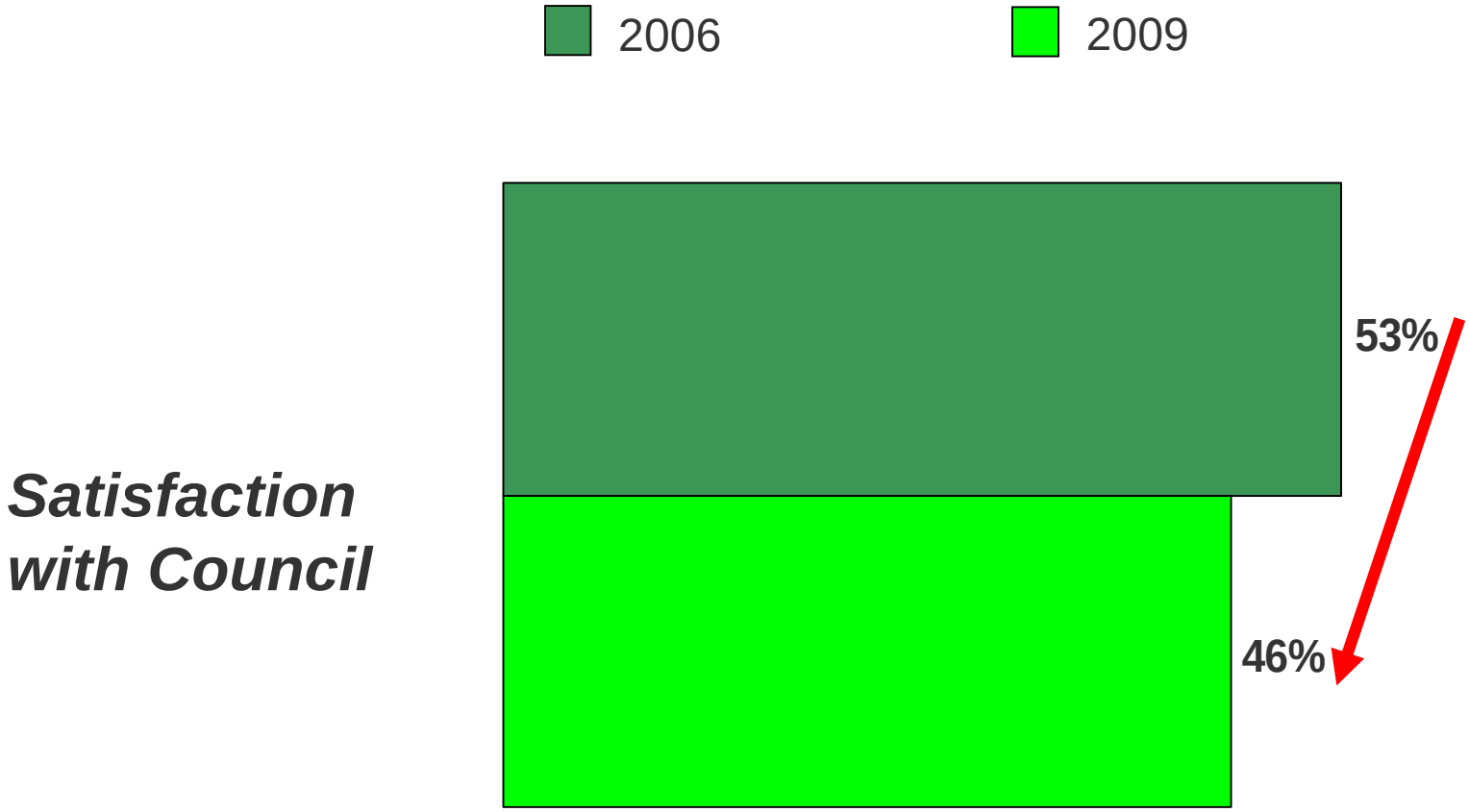
And key problems decreased...

% saying each issue is a problem locally



Satisfaction with council...

...lots of caveats – preliminary data, weighting being reviewed etc etc



Some of the problems with perception data, particularly in local areas…

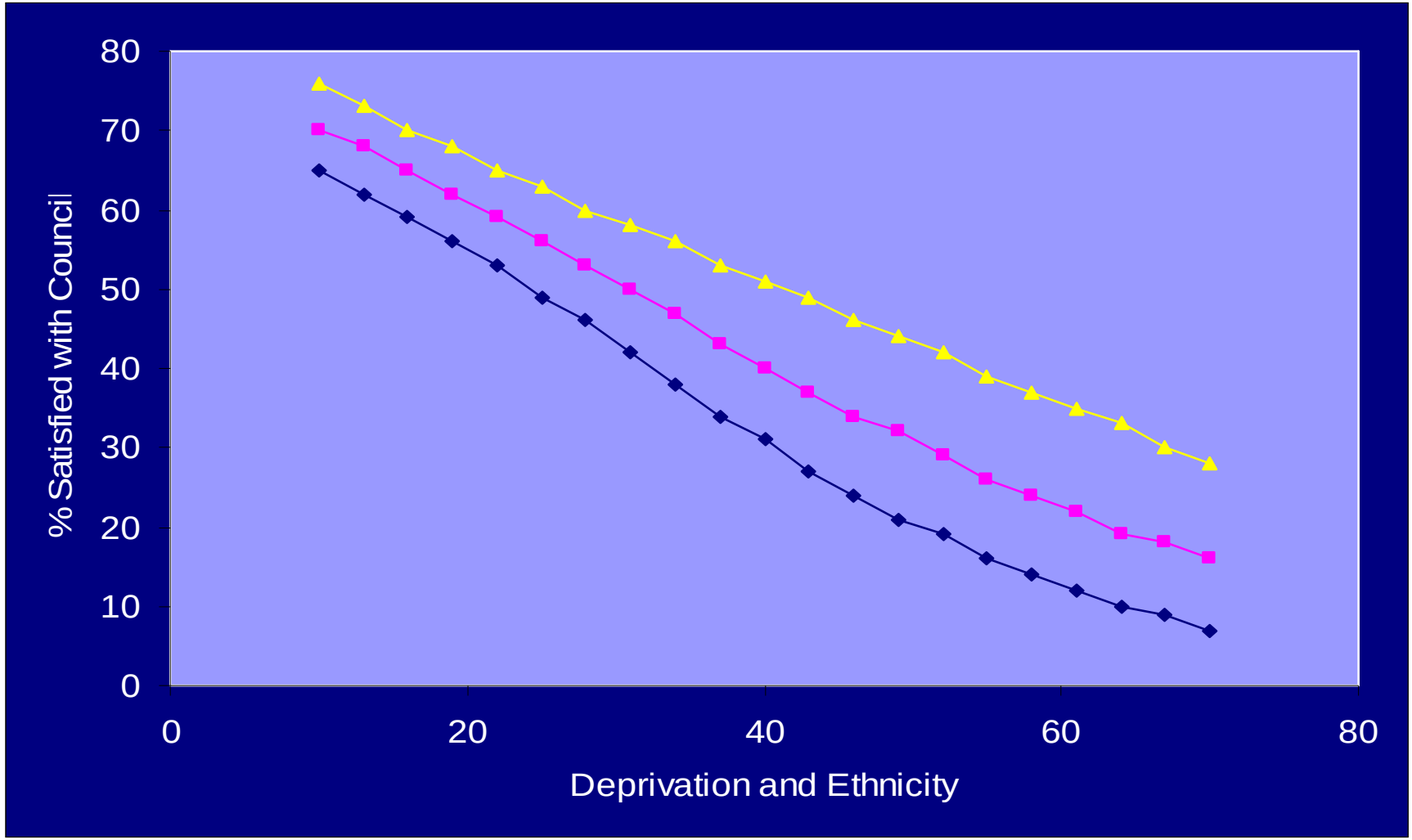
Influenced by factors beyond our control

…including changing expectations

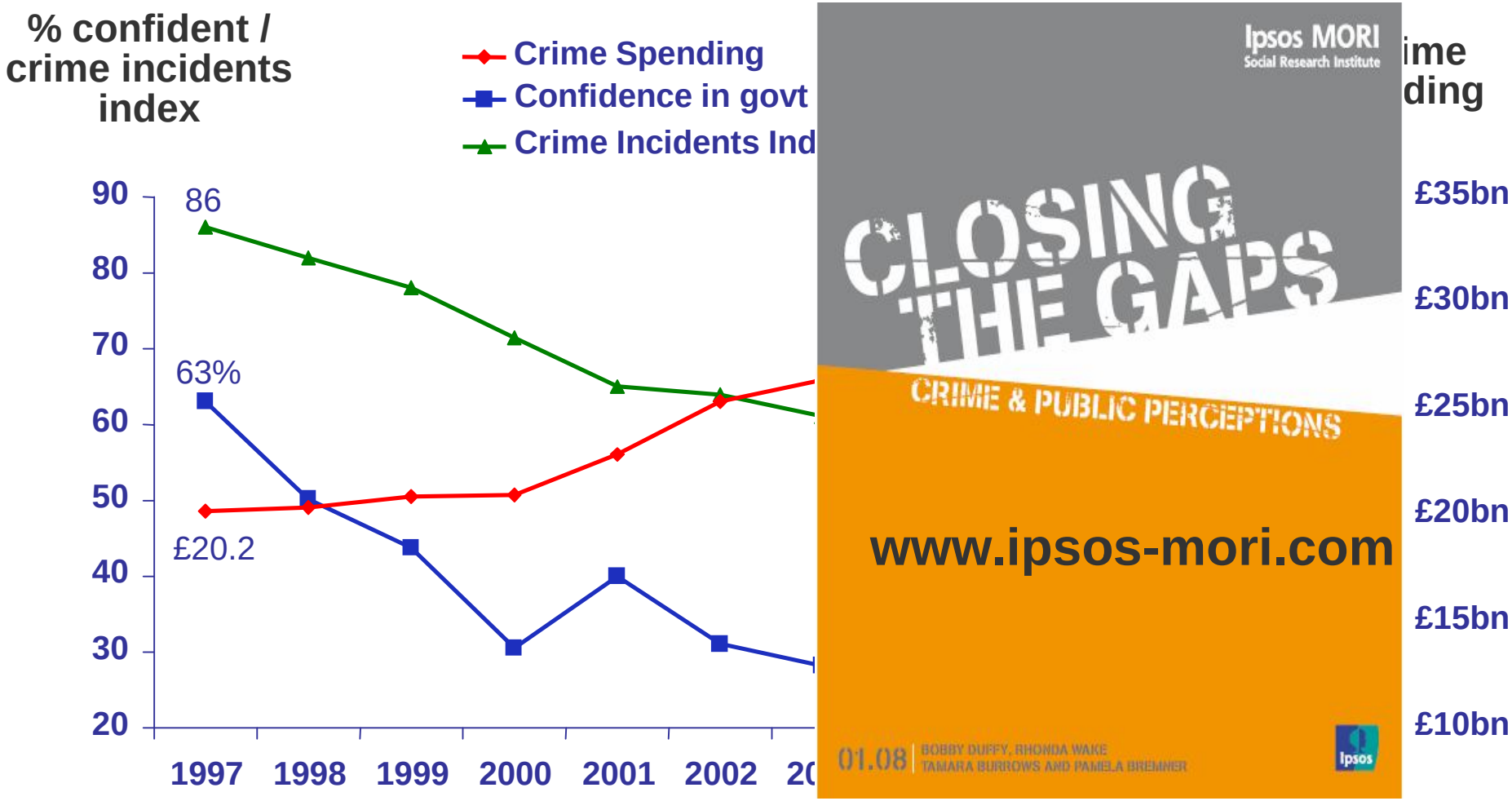
Don’t always reflect reality – the problem of “perception gaps”

We all can be inconsistent and contradictory in our attitudes

Who lives in your area really matters to what satisfaction scores you'll get…



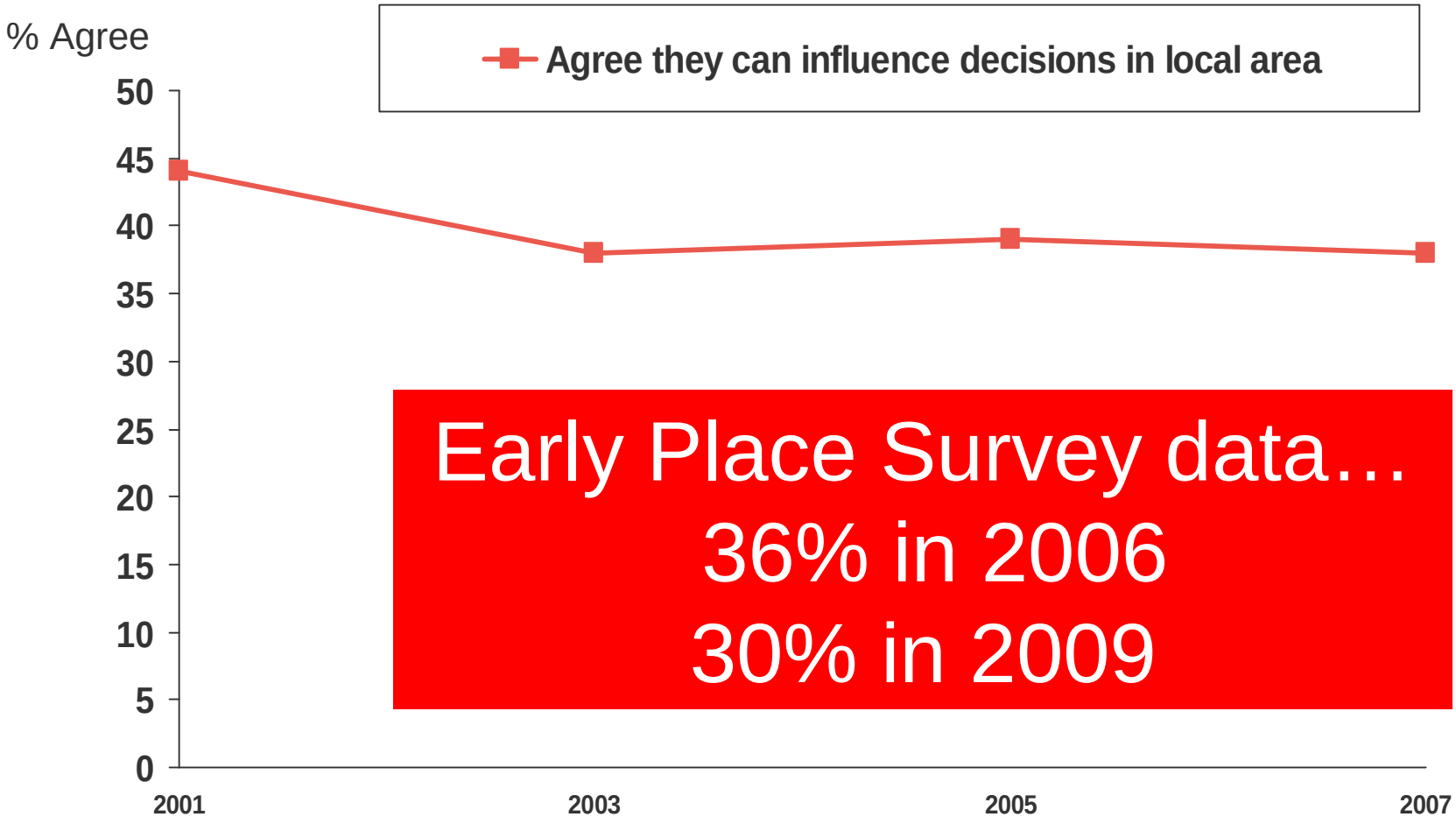
There are also real perception gaps...



And on feelings of influence (NI4)...

Decade of reform to boost involvement and accountability, surveys, juries, local area forums, more elected reps, NM, NDC etc etc...

… decline in proportion who feel they can influence decision-making!!!



Early Place Survey data…
36% in 2006
30% in 2009

Source: CLG Citizenship survey

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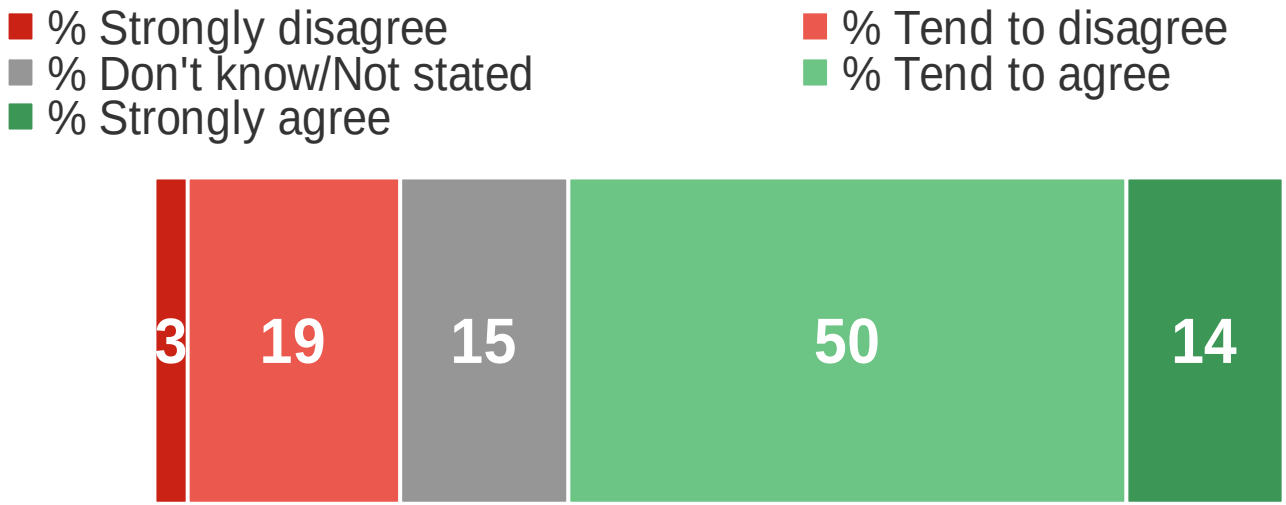
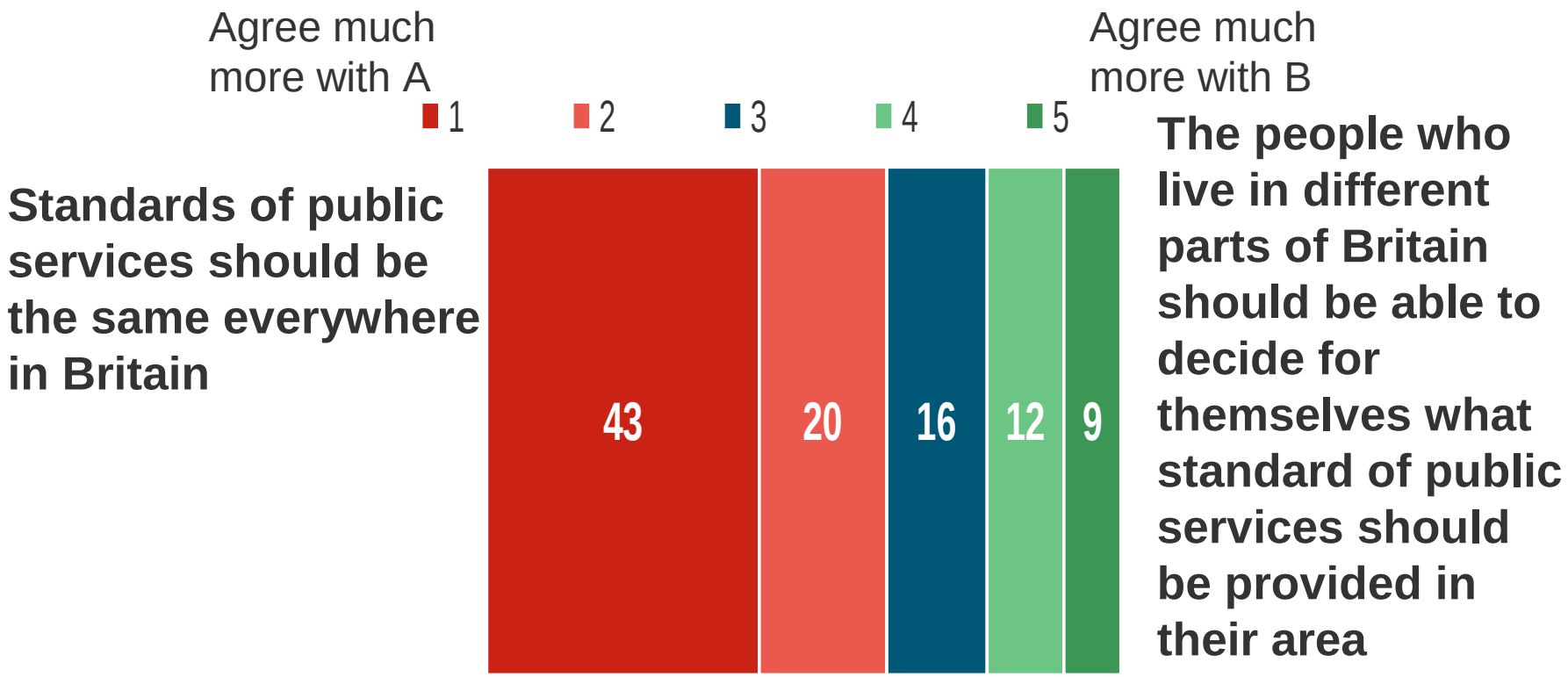
And we all suffer from "cognitive polyphasia" – eg we support local control...

If neighbourhoods take more responsibility for addressing crime and anti-social behaviour (such as through reporting crime or monitoring community CCTV), they should be given more control over police resources



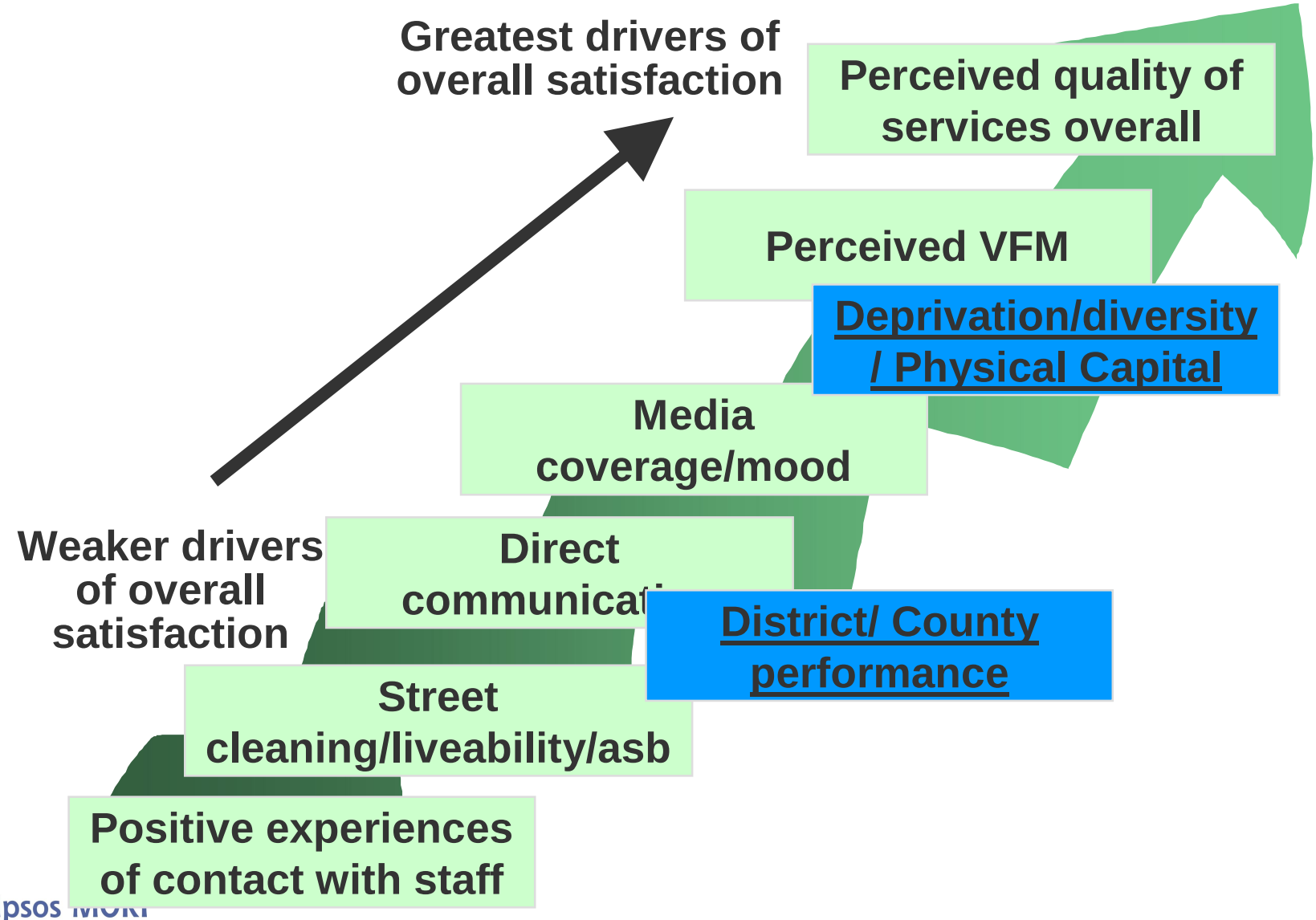
...but want things to be the same everywhere!

Please read each pair of statements and decide which comes closest to your own opinion

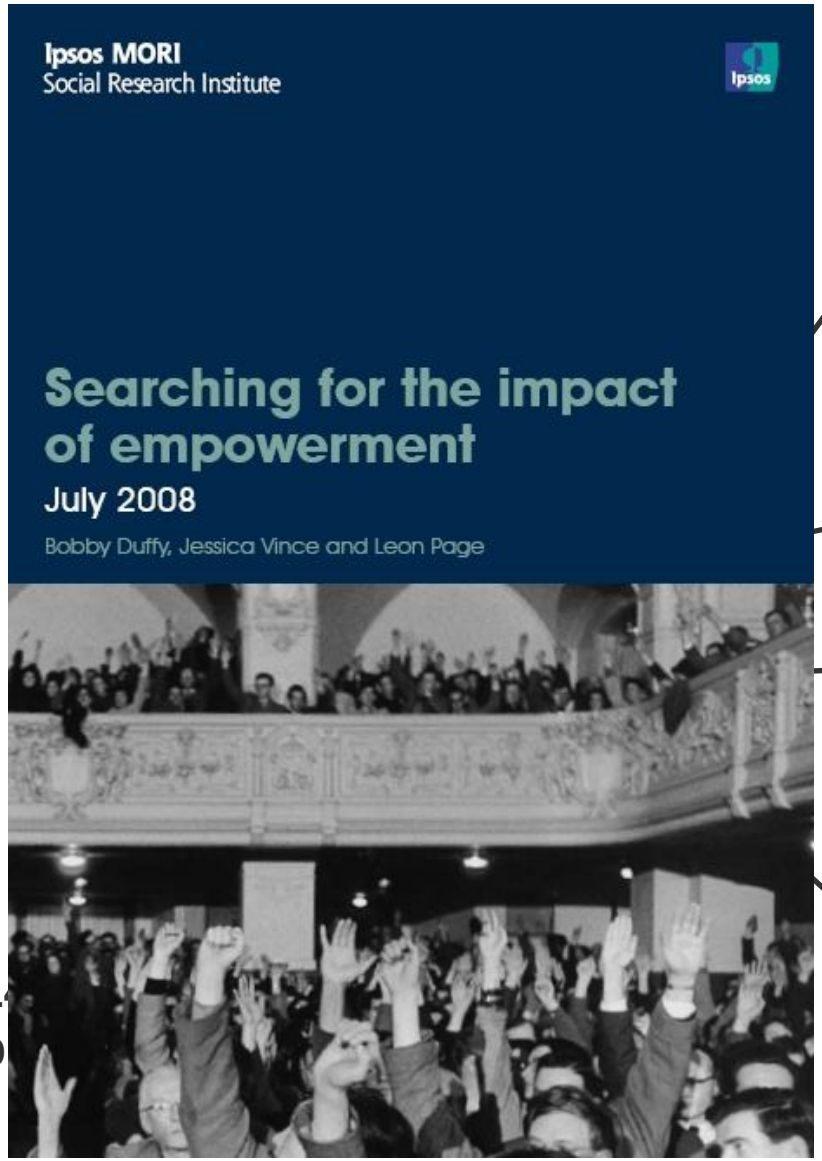


Two key points – firstly, need to understand what most important factors driving perceptions are...

Drivers of Local Govt Reputation among residents



What drives improvements in satisfaction with areas?



Increased feelings of community/neighbourliness

More likely to feel people in area friendly and neighbours look out for each other
Less likely to have problems with neighbours

More likely to feel can influence local decisions

Resident 20 years or more

Increased feelings of safety/security

Feel safer walking alone after dark
Less likely to think vandalism/graffiti, crowds/gangs, teenagers hanging around and being attacked/harassed a problem

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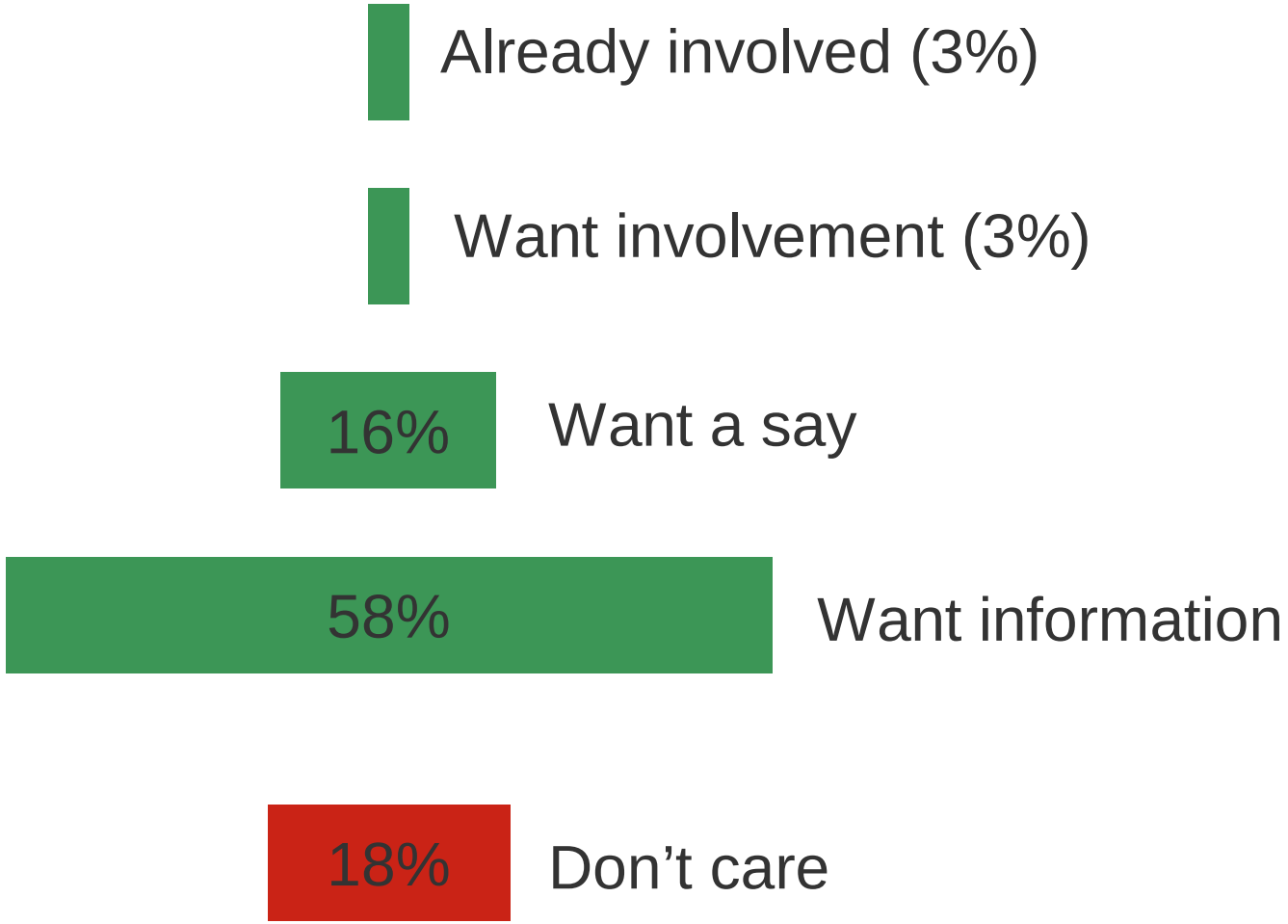
Source: Longitudinal data NDC Surveys 2002 &

But what drives feelings of influence and empowerment?

- Likely to be a similarly wide range of direct and indirect determinants of feelings of influence – eg media coverage, political effects, nature of area, shifting expectations etc – lots beyond your control
- When look at what people say they want, drives home the importance of communications…

There is no ladder of involvement...

Q Levels of involvement/interest in involvement in crime/ASB issues



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Base: 1,896 GB adults, 18+. Sept 2008. Source: Ipsos MORI

Communications important across the segments

The active

Want active involvement

Want a say

Passive recipients

The disinterested

Getting hold of, making best use of, support and capacity building

Getting our communications and consultations right

Working with the media

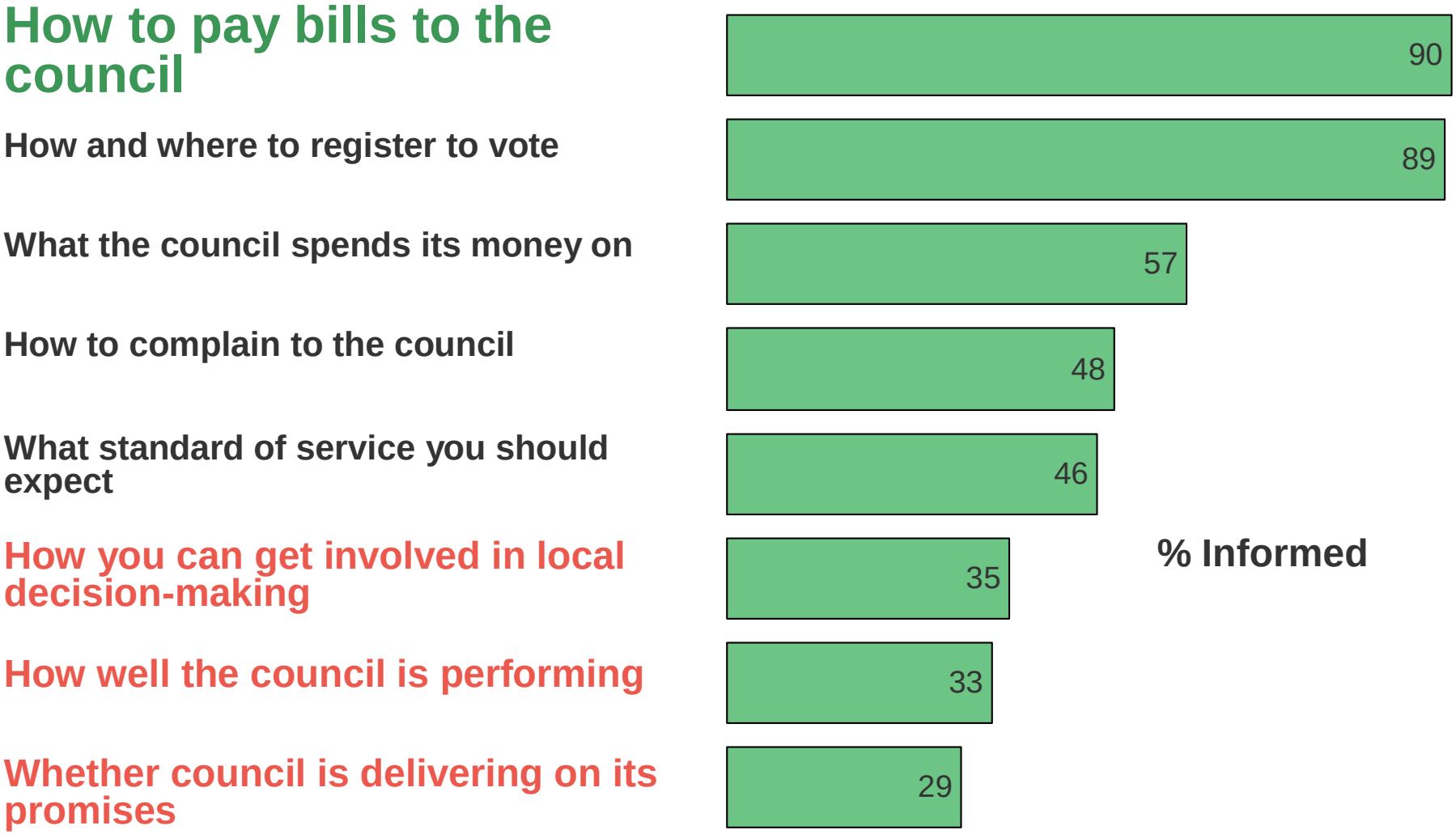
Base: 1,896 GB adults, 18+. Sept 2008. Source: Ipsos MORI

More engaging approaches are vital...

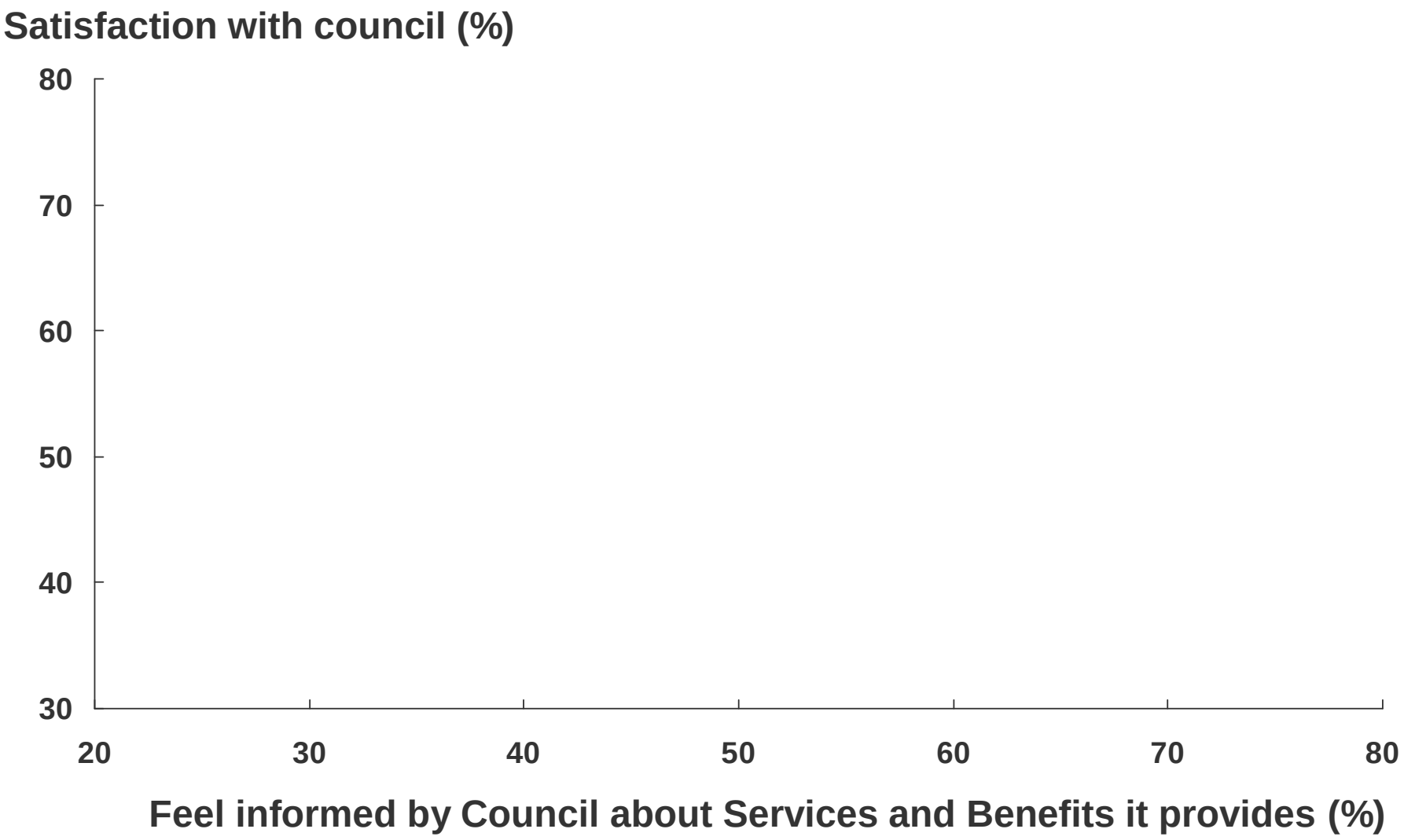
But if want to increase feelings of influence, still some work to do on communications approaches...

Do we communicate the important things?

Q How well informed do you feel about each of the following?

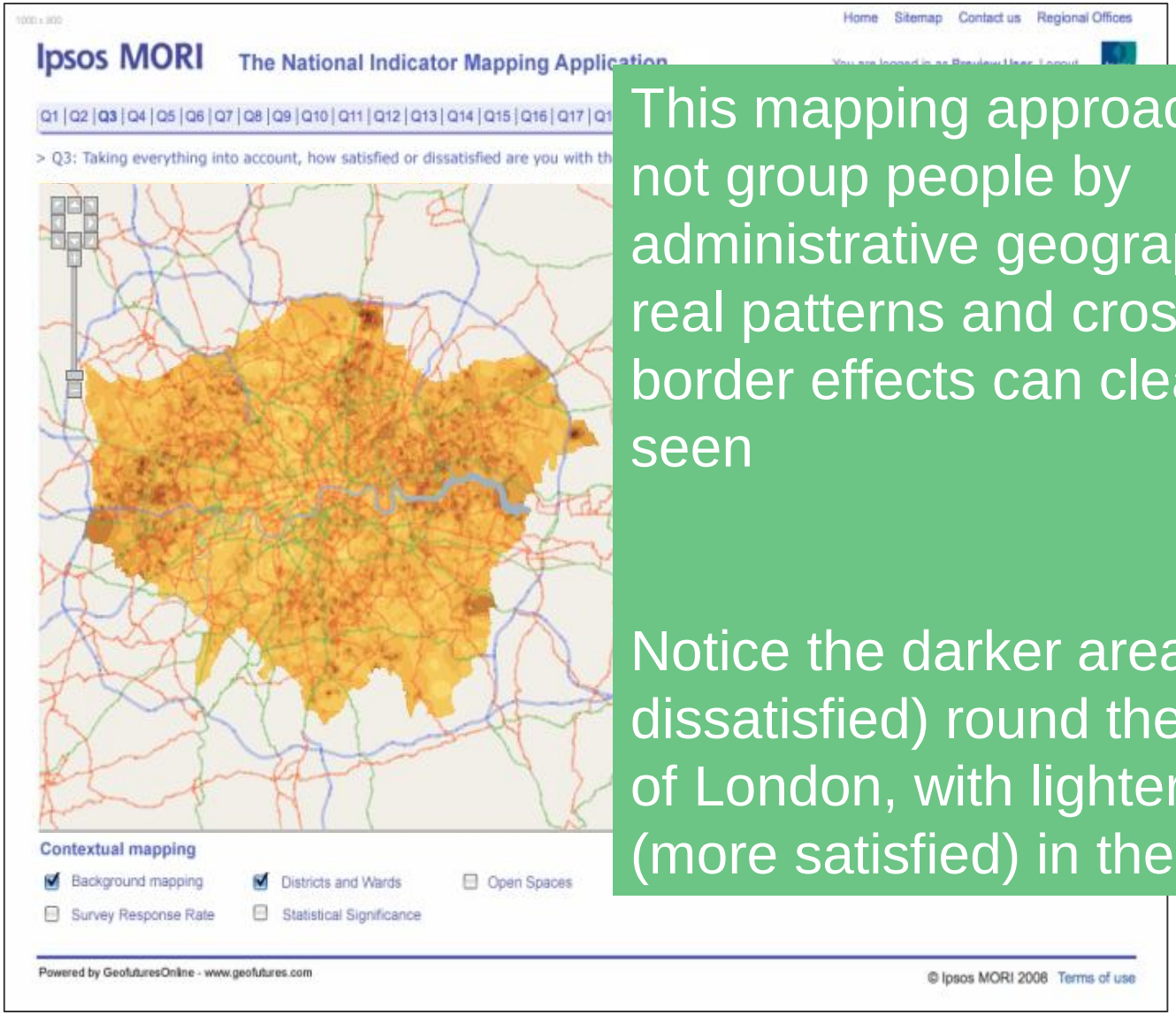


Communications has major effect



… and second, need to really understand local variation – new approaches to mapping perceptions

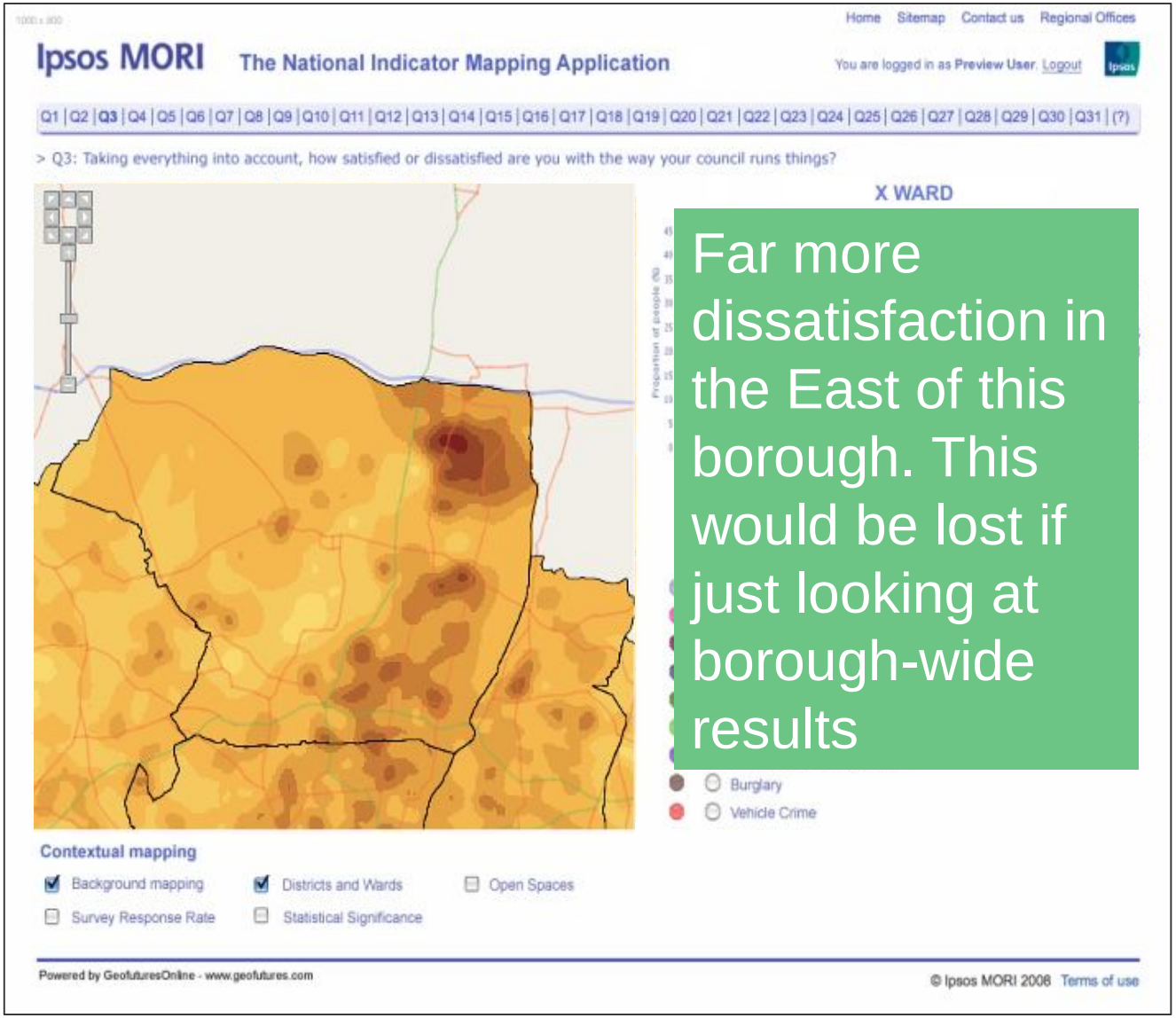
Mapping perceptions in local areas



This mapping approach does not group people by administrative geography so real patterns and cross-border effects can clearly be seen

Notice the darker areas (more dissatisfied) round the edge of London, with lighter areas (more satisfied) in the centre.

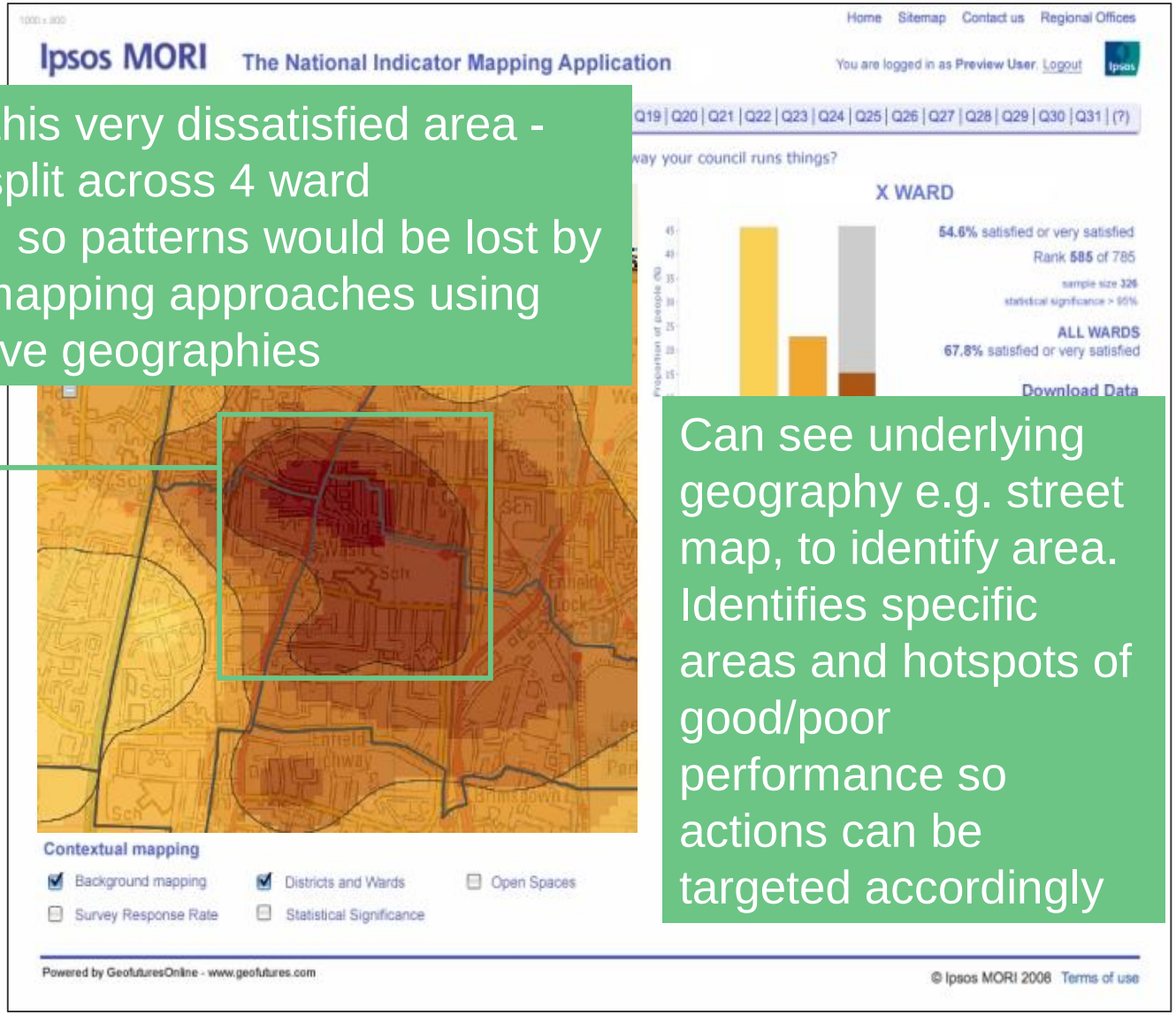
Focusing on one Borough



Far more dissatisfaction in the East of this borough. This would be lost if just looking at borough-wide results

Zooming into neighbourhoods

Looking at this very dissatisfied area - notice it is split across 4 ward boundaries, so patterns would be lost by traditional mapping approaches using administrative geographies

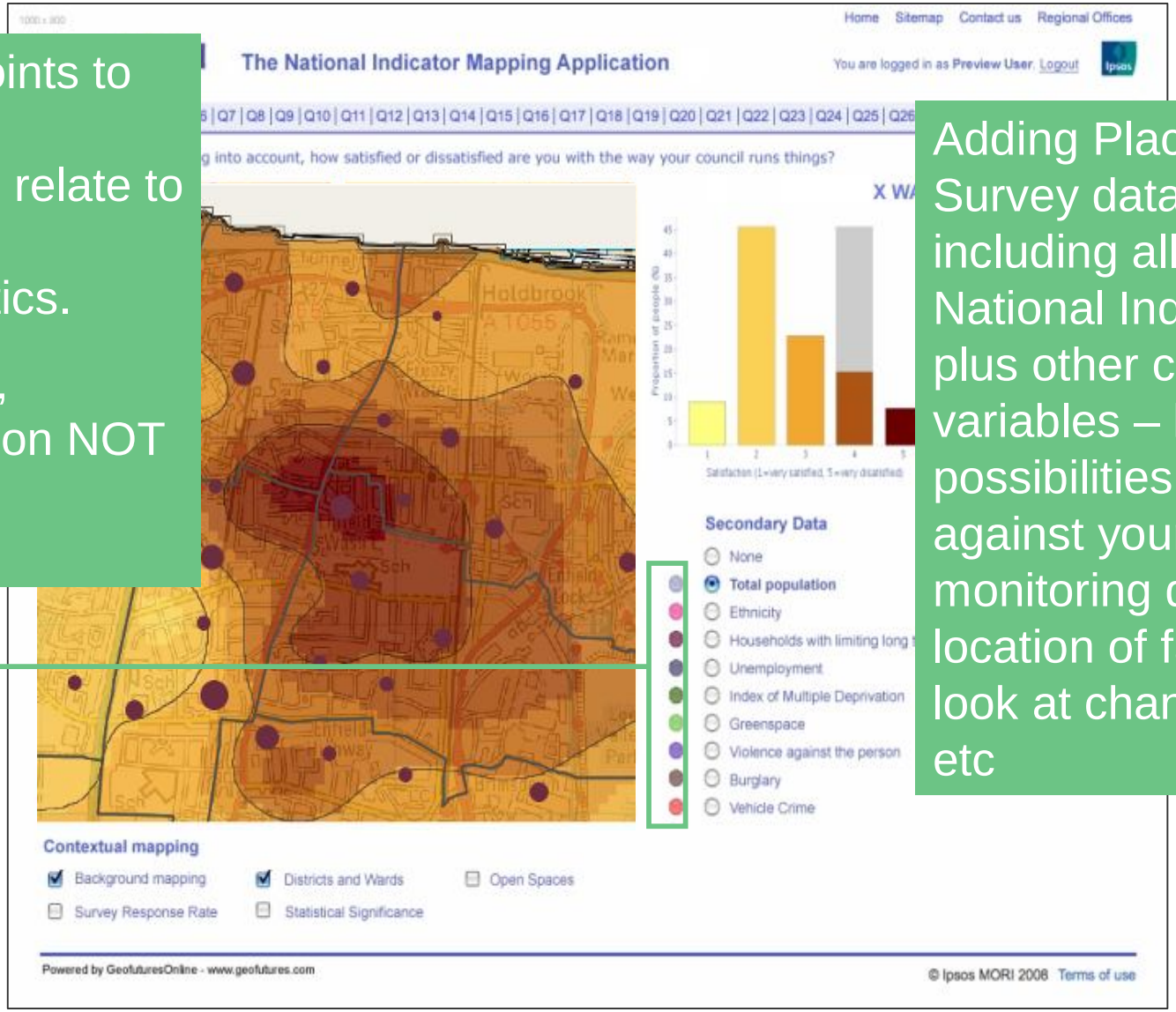


Can see underlying geography e.g. street map, to identify area. Identifies specific areas and hotspots of good/poor performance so actions can be targeted accordingly

Understanding the impact of context

Add IMD points to see how perceptions relate to underlying characteristics.

In this case, dissatisfaction NOT driven by deprivation



Adding Place Survey data now, including all National Indicators, plus other context variables – huge possibilities to map against your monitoring data, location of facilities, look at change etc etc

Conclusions

- Never had so much perception data to understand local areas
- But needs careful interpretation – and more work to make useful
- Models to really understand what drives views – and target approaches
- Mapping to really understand your area

Thank you

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