

Registration Feedback Survey

Bolsover District Council

Survey conducted by Membership Engagement Services - December 2015



Registration Feedback Survey - Bolsover District Council

Introduction

In July 2015 households were asked to confirm the details of those living in the household who are eligible to vote.

Those who had no change to their details could confirm this using the ERS automated service or return a form by post.

The ERS automated service gives the choice of using telephone, online or SMS text for households to respond to confirm their details. Those needing to change details or add new residents to their household were able to do this using the online service.

Those who used the online service were invited to take part in a short survey at the end of the process.

Participation in the survey is purely voluntary, no incentive is offered for completion.

Standard questions have been benchmarked so councils can measure their results against all participating authorities.

The results from previous years have been included in the charts where available, with the notable exception of 2014 in which the process was not run.

Objectives

1. To understand more about the profile of those who used the automated service.
2. To understand their opinion of the automated service.
3. To better understand:
 - residents' confidence in the administration of elections
 - how well informed residents feel about the electoral process including registration
 - residents' recent electoral behaviours
 - how residents would like to be engaged with in future

Survey Dates

The survey dates of your council were from 1st of July 2015 to the 1st of December 2015



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Survey Response and Respondent Profile

Table 1 below shows the numbers of residents responding to the survey from your council compared to those from all participating councils.

16% of those using the online service responded to the survey.

Table 1 - Overall Response

No. online household responses & offered survey	Your council	All councils
Online household responses	6,119	249,042
of which completed the survey	1,002	47,448
% response rate	16%	19%

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Table 2 - Respondent Profiles: Age & Gender

	Your Council		All Councils	
	Total*	1,002	Total	47,448
Age				
	Base	%	Base	%
18 - 24	6	1%	386	1%
25 - 34	51	5%	2,714	6%
35 - 44	97	10%	5,700	12%
45 - 54	213	21%	9,237	19%
55 - 64	292	29%	12,547	26%
65 - 74	264	26%	11,851	25%
75+	64	6%	4,053	9%
Not stated	15	1%	960	2%
Gender				
	Base	%	Base	%
Male	492	49%	25,069	53%
Female	500	50%	21,648	46%
Other	1	0%	25	0%
Not stated	9	1%	706	1%

Table 3 - Respondent Profiles: Ethnicity

	Your Council		All Councils	
	Total	1,002	Total	47,448
Ethnicity				
	Base	%	Base	%
White: English/ Welsh/ Scottish/ N. Irish/ British	958	95.6%	42,716	90.0%
White: Irish	3	0.3%	369	0.8%
White: Gypsy or Irish Traveller	1	0.1%	5	0.0%
Any other White background	11	1.1%	1,065	2.2%
Mixed / Multiple: White and Black Caribbean	0	0.0%	50	0.1%
Mixed / Multiple: White and Black African	0	0.0%	28	0.1%
Mixed / Multiple: White and Asian	2	0.2%	75	0.2%
Any other Mixed / Multiple ethnic background	0	0.0%	63	0.1%
Asian / Asian British: Indian	0	0.0%	656	1.4%
Asian / Asian British: Pakistani	0	0.0%	161	0.3%
Asian / Asian British: Bangladeshi	0	0.0%	24	0.1%
Asian / Asian British: Chinese	1	0.1%	125	0.3%
Any other Asian background	0	0.0%	138	0.3%
Black/ African/ Caribbean/ Black British: African	0	0.0%	166	0.3%
Black/ African/ Caribbean/ Black British: Caribbean	1	0.1%	72	0.2%
Any other Black/ African/ Caribbean background	0	0.0%	14	0.0%
Arab	0	0.0%	30	0.1%
Any other ethnic group	0	0.0%	81	0.2%
Not Stated	25	2.5%	1,610	3.4%

* These base numbers apply to the charts within this report.

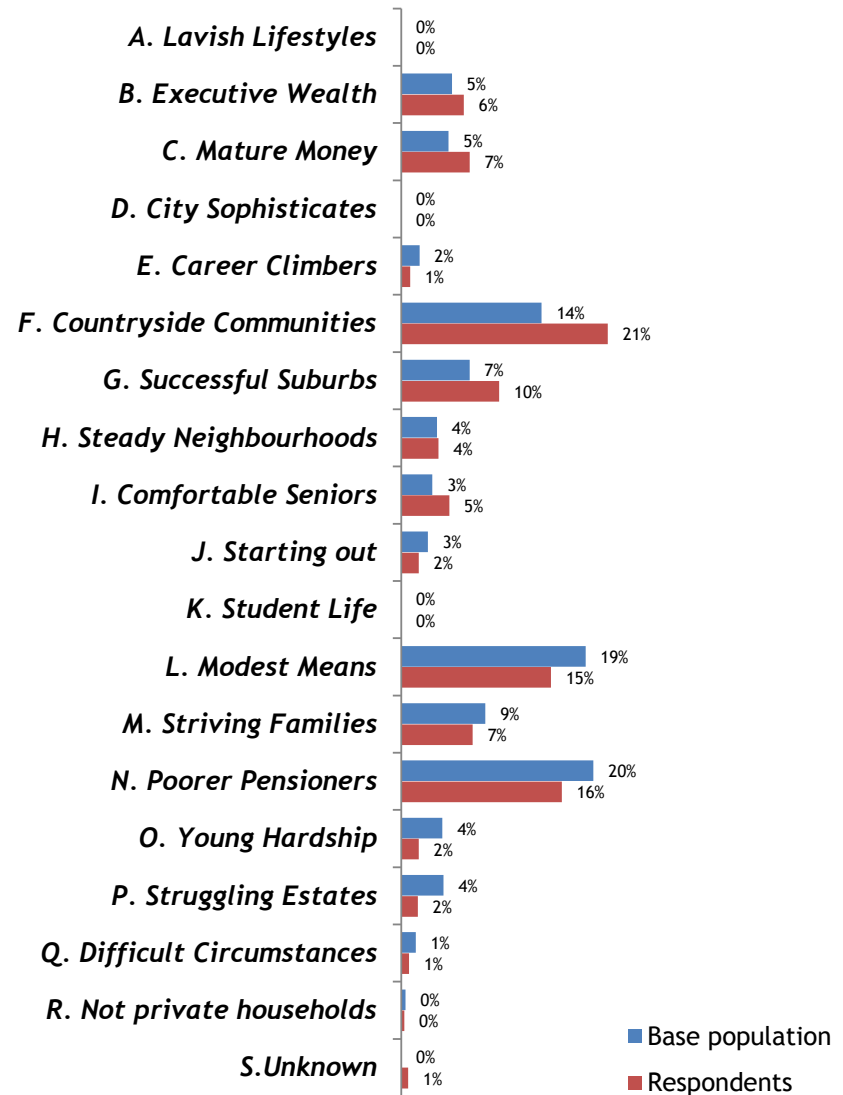
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Respondent Profiles: Acorn Group

The graph to the right compares the Acorn profile of your respondents to that of your council's base population. This enables you to see how representative your respondents are.

Acorn is a geo-segmentation of households, postcodes and neighbourhoods into six categories, 18 groups and 62 types. Based on participant's postcodes, Acorn provides precise information and in-depth understanding of the people we interact with by analysing significant local social factors and population behaviour.

The following page provides descriptions for your 'Top 3' Acorn Groups - the three which are most prevalent in your area.



* For more information on Acorn please visit CACI's dedicated microsite at <http://acorn.caci.co.uk/>

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Your council's 'Top 3' Acorn Groups at a glance

1. Poorer Pensioners - 20%

Pensioners and older people form a particularly high proportion of the people in these areas. The majority are renting social housing but there are a few who own their home or rent privately. Some will have extensive educational qualifications, partly because they are of an age to have left school before the age of 16. Those who have not reached pensionable age are more likely to work in semi-skilled or manual jobs, in shops or administrative roles. Household incomes are well below average. The numbers claiming benefits will be higher than average. In addition to some claiming Job Seeker's Allowance there will be claimants of benefits relating to disability. The incidence of health issues will be higher than usual. Traditional attitudes to money might be expected. These people have little requirement for financial services products since they are unlikely to have much savings or any investments. Most will not have a credit card. Angling, bingo, gambling and television may attract these people's leisure time. New technology holds no interest, many will never have used the Internet, or have a mobile phone with more than basic functionality.

2. Modest Means - 19%

These people own or rent smaller older terraced housing and flats, which often includes some of the least expensive housing in the area. The mix of families is likely to include singles, couples with children and single parents and the age profile may tend to be younger than average. Incomes are likely to be well below the national average. Jobs reflect a mix of educational qualifications that are generally lower than average. Employment tends to be in a mixture of clerical, semi-skilled and other office or manual occupations. Unemployment may well be above average. In addition to the Job Seeker's Allowance the proportion of people claiming other benefits, disability and income support is likely to be above average. Generally there will be average levels of investments and savings. However a few people may be having difficulties keeping up with loan repayments. There are fewer cars than many other areas. Shopping may tend towards cheaper stores. Fast food, burgers, fried chicken, and traditional baked goods are likely to be favoured more than average. Football, DVD's, betting, bingo and the lottery are amongst the more common leisure activities. A relatively high number of these people dislike receiving marketing communications, whatever channel is used, although traditional channels are more acceptable than others.

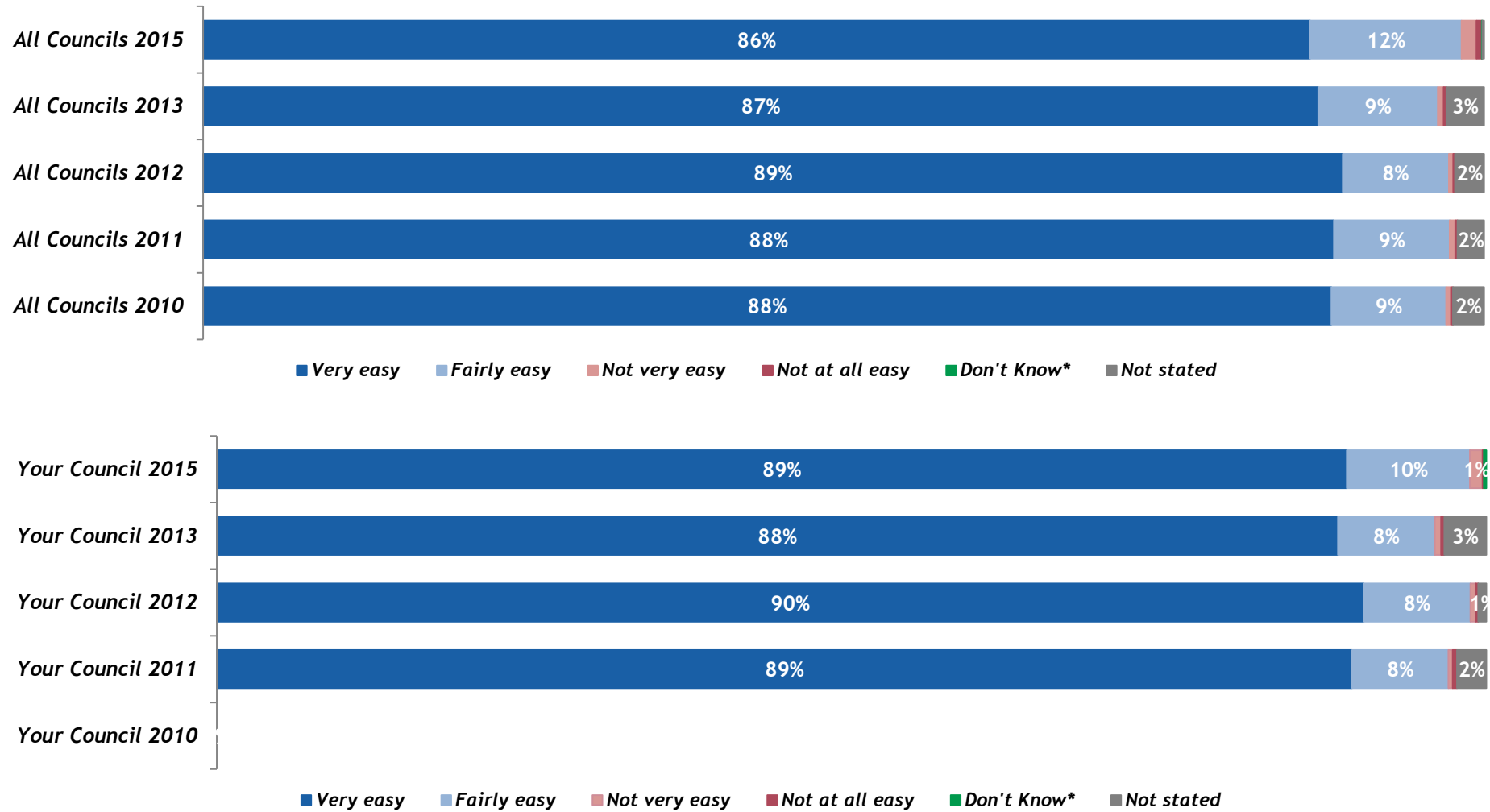
3. Countryside Communities - 14%

These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns. Housing is typically owner occupied, detached or semi-detached however there will be some renting and tied property. Up to a third of the homes will be a named property rather than street number, terms such as cottage or farm will often feature in these names. While there is a fair amount of agricultural employment there are also many other skilled occupations and some professional people. These might be stable areas with much lower turnover of home ownership than usual. Overall the mix of people is older than the average. Although incomes might be lower than the national average some families will have built up savings and investments and be in a better financial position than many in urban areas. Leisure interests will tend to reflect the opportunities offered by the relatively rural locations, walking, wildlife, photography, gardening and food.

** For more information on Acorn please visit CACI's dedicated microsite at <http://acorn.caci.co.uk/>*

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How easy did you find the online service to use?

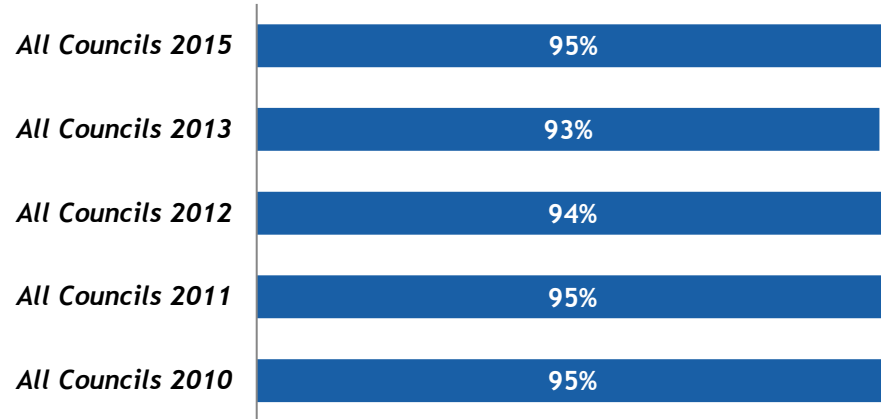


* Please note this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

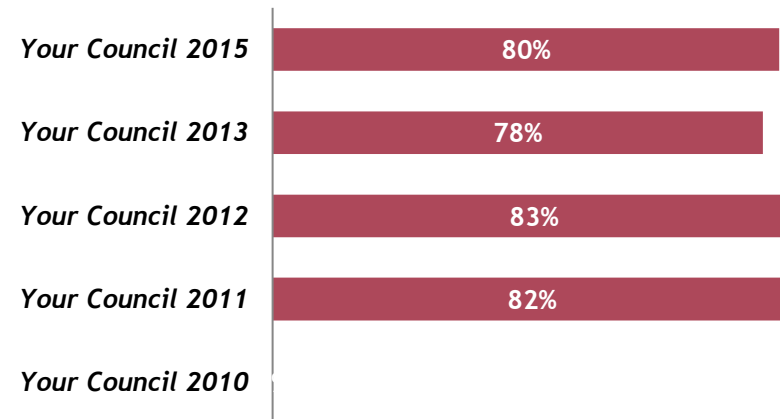
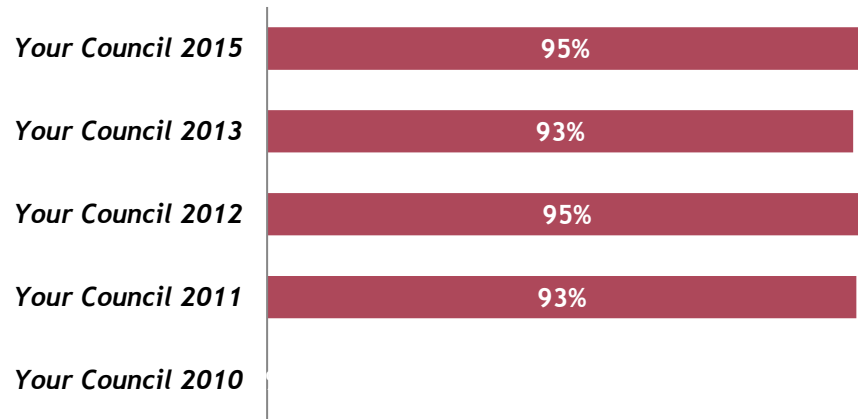
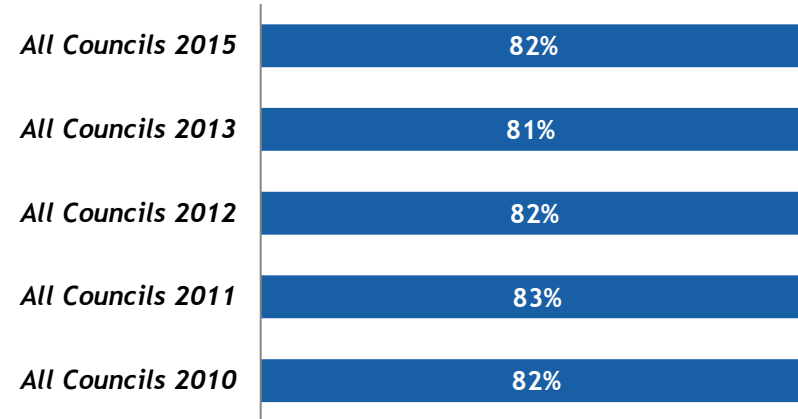
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*Below are some reasons other people have given for using this online service.
Please tick all those you agree with.*

It is convenient for me to use



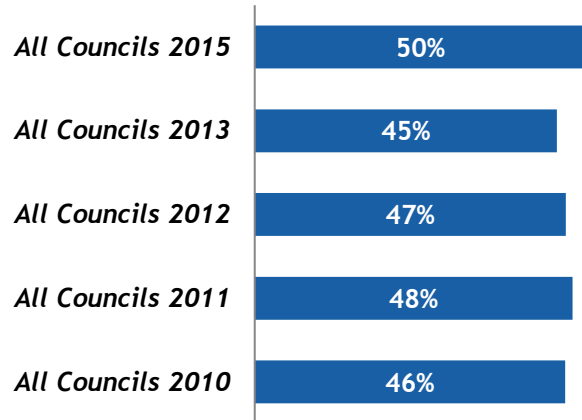
I can complete the form quickly



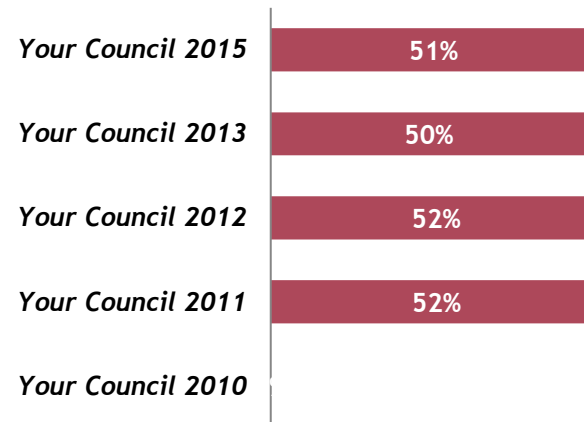
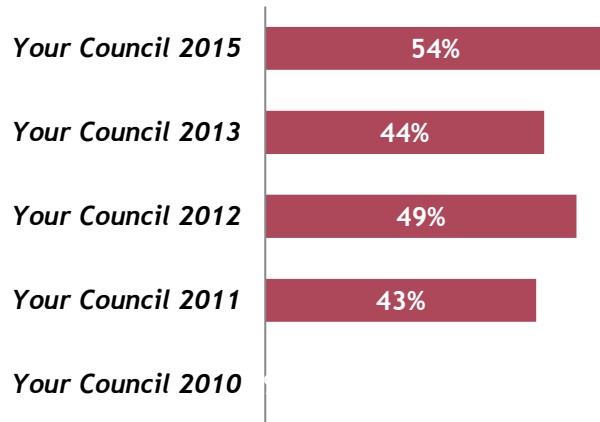
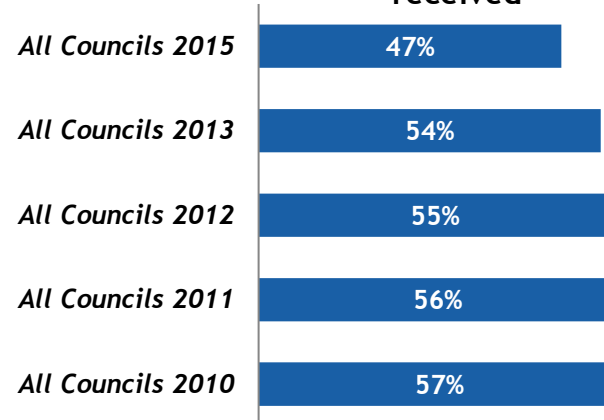
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*Below are some reasons other people have given for using this online service.
Please tick all those you agree with.*

It is a secure system



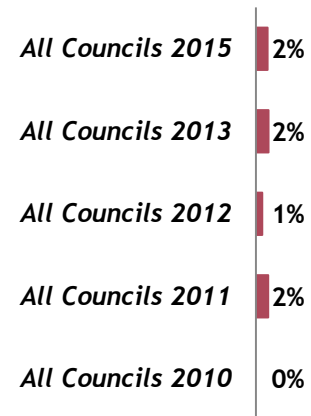
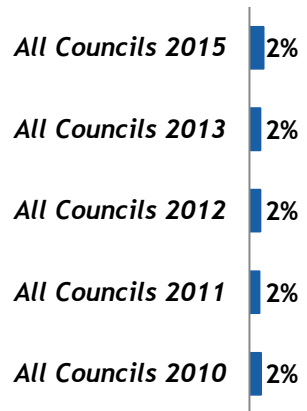
I get confirmation that my form has been received



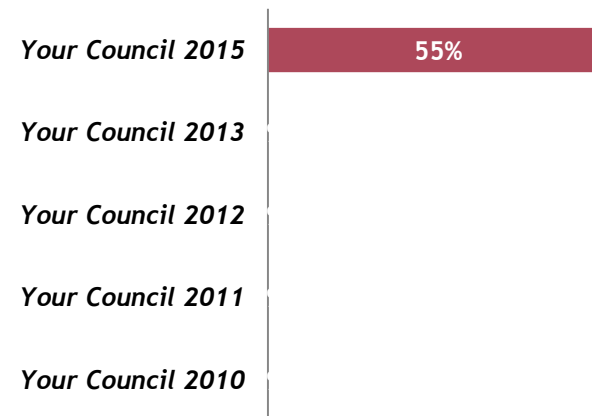
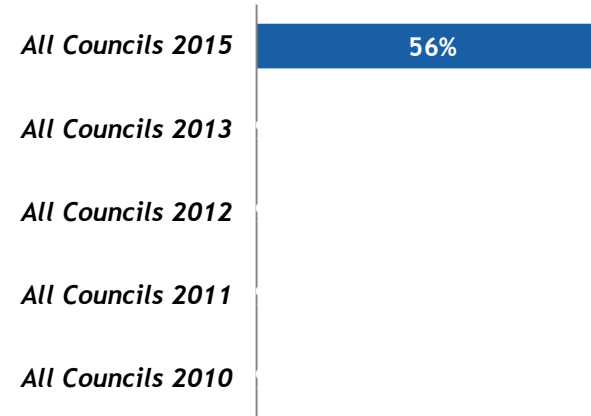
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*Below are some reasons other people have given for using this online service.
Please tick all those you agree with.*

I have experienced problems with completing a paper version of form



It saves the council money*



* Please note this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

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*Below are some reasons other people have given for using this online service.
Please tick all those you agree with.*

None of the above*

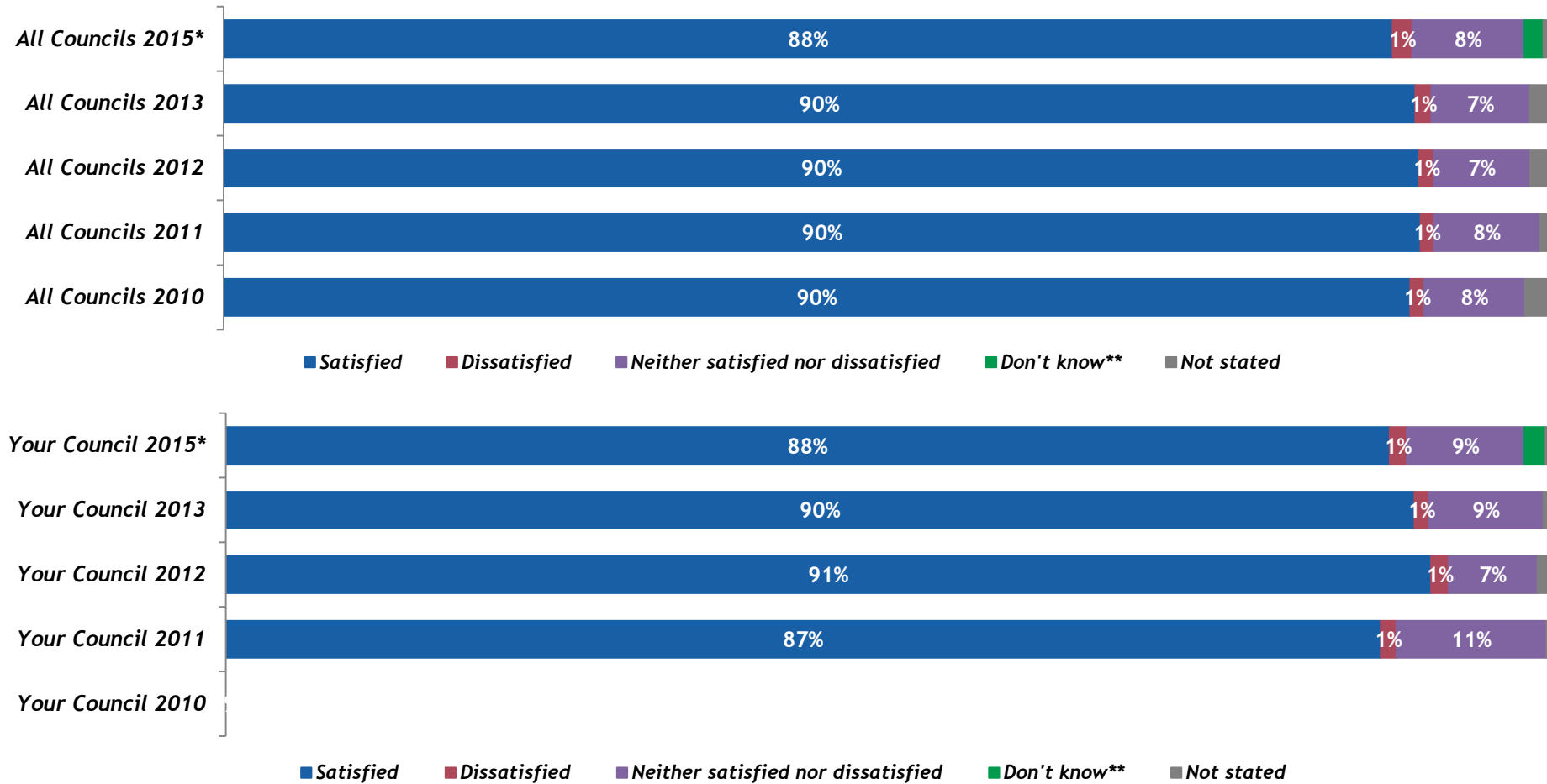
Don't Know*



* Please note this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

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How satisfied are you with the overall quality of service you receive from your Electoral Registration Department?

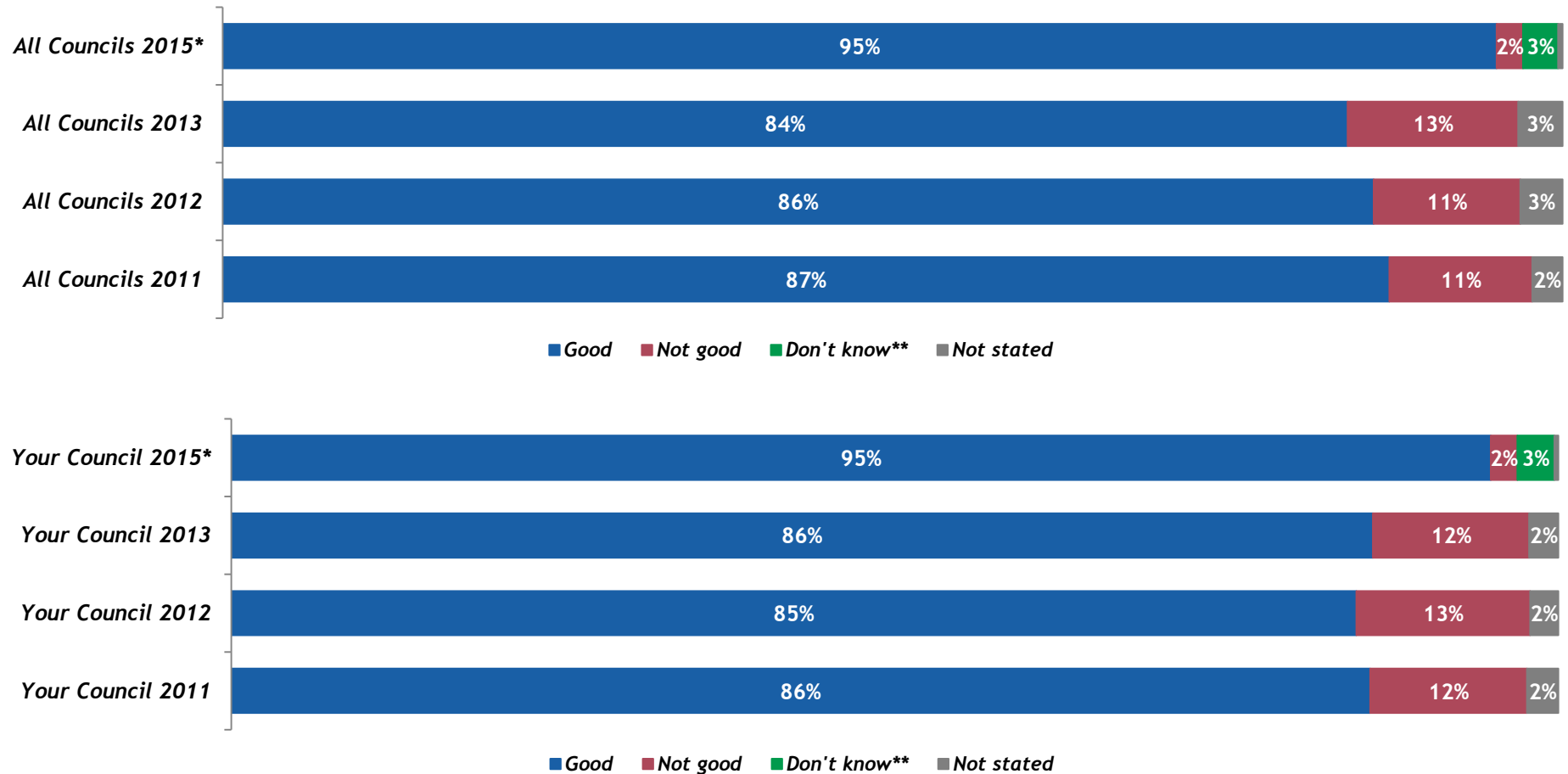


* The 2015 survey provided an expanded scale of response options for this question. To enable trend analysis, the results for 2015 represent a 'net' score where 'Satisfied' is the sum of 'Very satisfied' and 'Quite satisfied' and 'Dissatisfied' is the sum of 'Quite dissatisfied' and 'Very dissatisfied'.

** Please note this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

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How do you rate your council for keeping you informed about electoral registration and voting in elections?

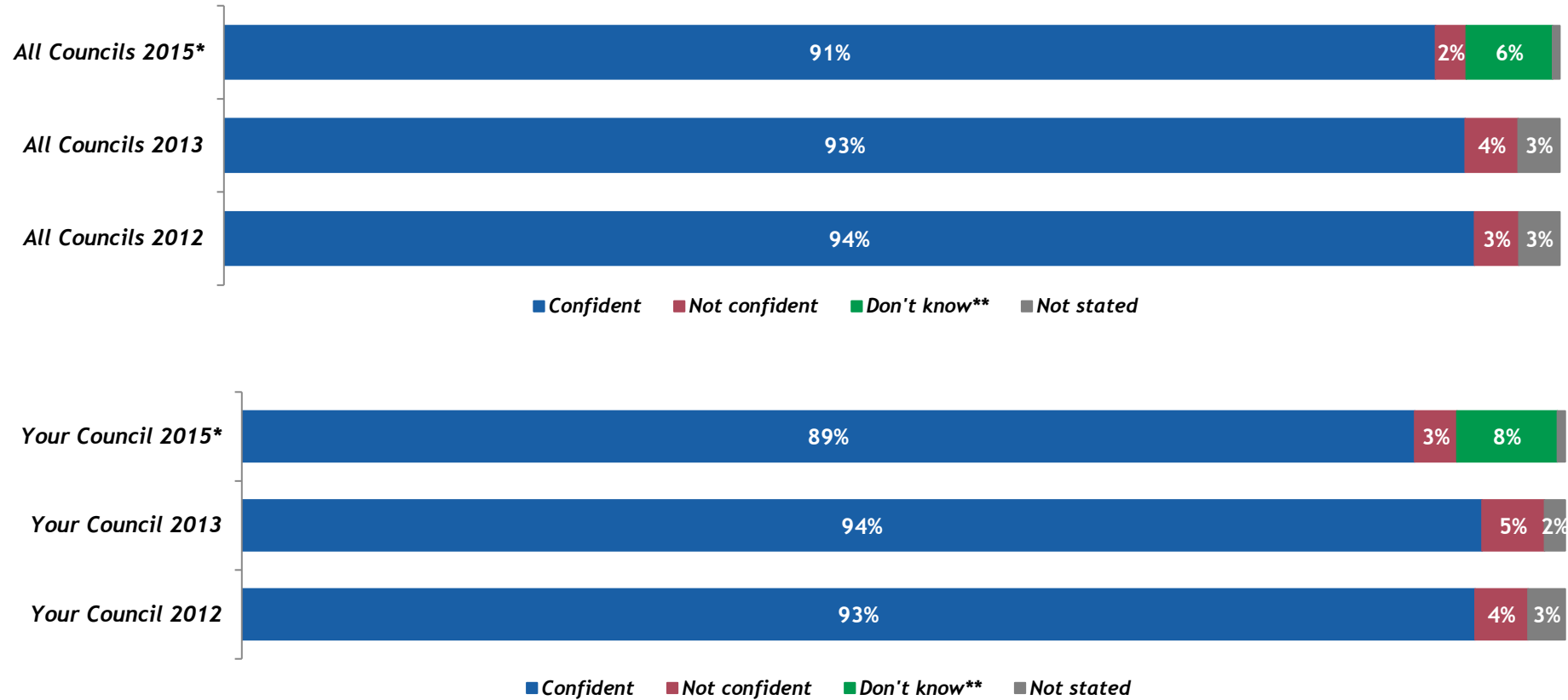


* The 2015 survey provided an expanded scale of response options for this question. To enable trend analysis, the results for 2015 represent a 'net' score where 'Good' is the sum of 'Very good' and 'Fairly good' and 'Not good' is the sum of 'Not very good' and 'Not at all good'.

** Please note this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

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How confident are you that elections held in your area are well administered?

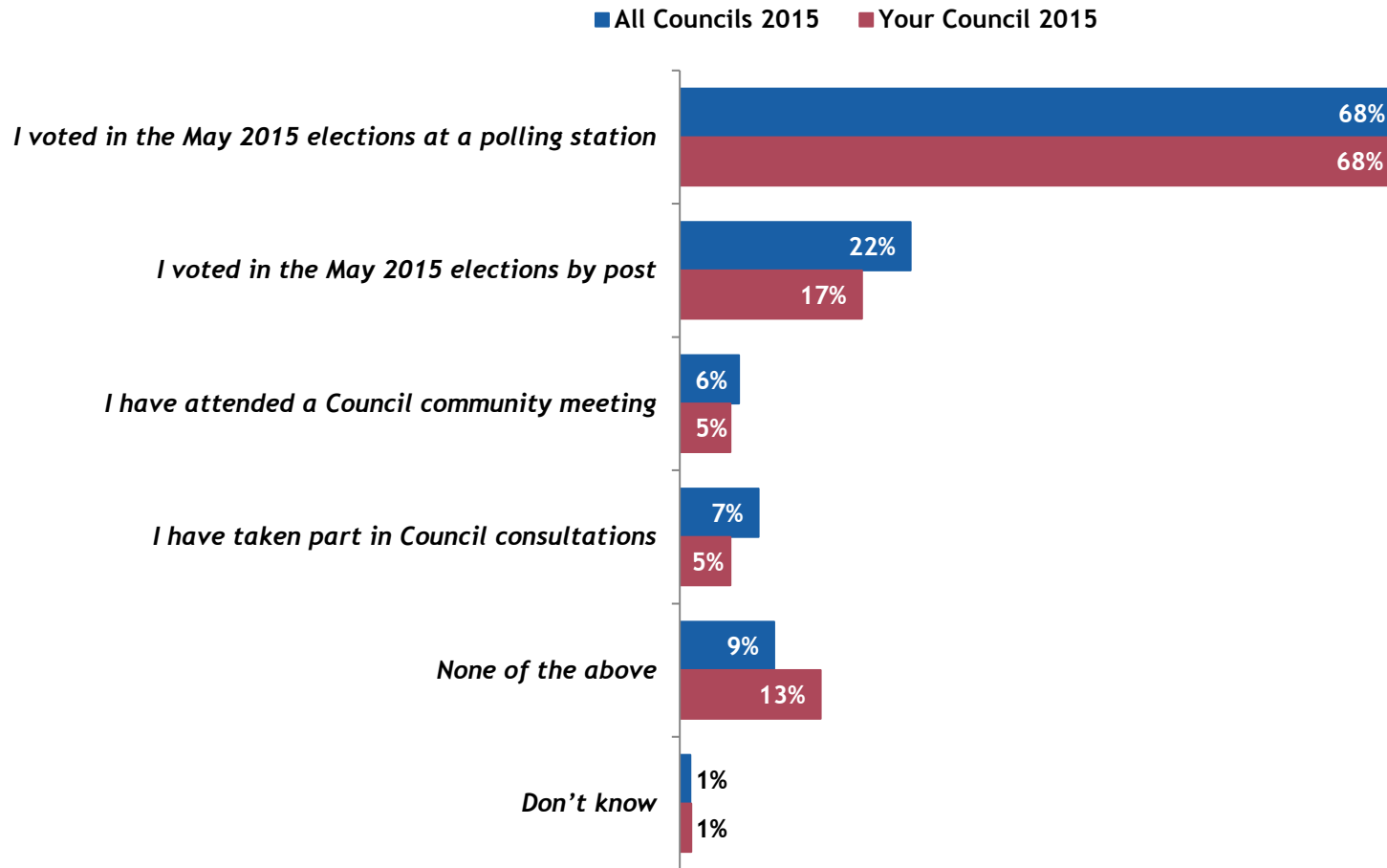


* The 2015 survey provided an expanded scale of response options for this question. To enable trend analysis, the results for 2015 represent a 'net' score where 'Confident' is the sum of 'Very confident' and 'Fairly confident' and 'Not Confident' is the sum of 'Not very confident' and 'Not at all confident'.

** Please note: this was a new response option introduced in the 2015 survey and therefore no trend analysis is available.

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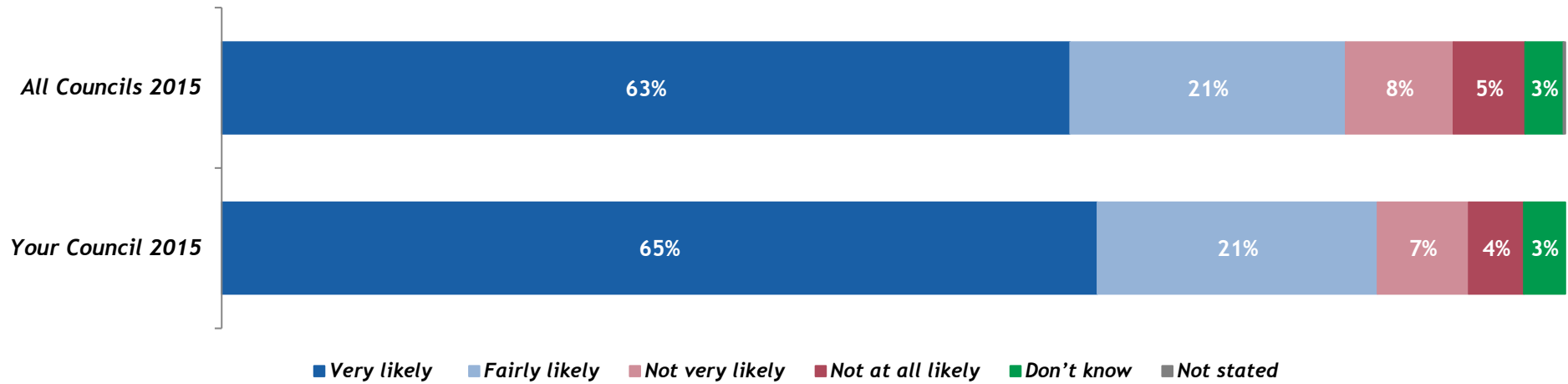
*Please read the statements below about activities you may or may not have taken part in and tick all boxes that apply.**



** Please note: this is a new question introduced in the 2015 survey and therefore no trend analysis is available.*

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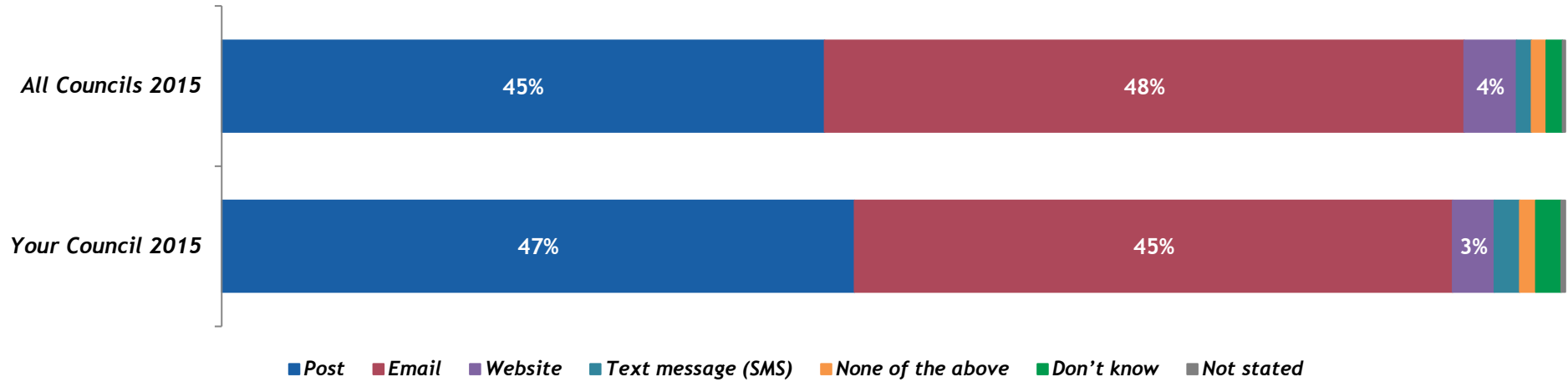
Thinking about the future, if you could vote securely online for national or local elections, how likely would you be to vote online?



** Please note: this is a new question introduced in the 2015 survey and therefore no trend analysis is available.*

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If you had the choice, which of these would be your preferred option for receiving information about electoral matters from the Council?



** Please note: this is a new question introduced in the 2015 survey and therefore no trend analysis is available.*

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Appendix 1 - The online questionnaire for your council

Q1. How easy did you find the online service to use?

- Very easy
- Fairly easy
- Not very easy
- Not at all easy
- Don't know

Q2. Below are some reasons other people have given for using this online service. Please tick all those you agree with.

- It is convenient for me to use
- I can complete the form quickly
- It is a secure system
- I get confirmation that my form has been received
- I have experienced problems with completing a paper version of form
- It saves the council money
- None of the above
- Don't know

Q3. How satisfied are you with the overall quality of service you receive from your Electoral Registration Department?

- Very satisfied
- Quite satisfied
- Neither satisfied nor dissatisfied
- Quite dissatisfied
- Very dissatisfied
- Don't know

Q4. How do you rate your council for keeping you informed about electoral registration and voting in elections?

- Very good
- Fairly good
- Not very good
- Not at all good
- Don't know

Q5. How confident are you that elections held in your area are well administered?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

Q6. Please read the statements below about activities you may or may not have taken part in and tick all boxes that apply.

- I voted in the May 2015 elections at a polling station
- I voted in the May 2015 elections by post
- I have attended a Council community meeting
- I have taken part in Council consultations
- None of the above
- Don't know

Q7. Thinking about the future, if you could vote securely online for national or local elections, how likely would you be to vote online?

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Don't know

Q8. If you had the choice, which of these would be your preferred option for receiving information about electoral matters from the Council?

- Post
- Email
- Text message (SMS)
- Website
- None of the above
- Don't know

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Appendix 1 - The online questionnaire for your council

Q9. Some more information about you - are you?

Male
Female
Other
Prefer not to say

Q10. What is your age group?

18-24 years old
25-34 years old
35-44 years old
45-54 years old
55-64 years old
65-74 years old
75 years and over
Prefer not to say

Q11. What is your ethnic background?

White: English / Welsh / Scottish / Northern Irish / British
White: Irish
White: Gypsy or Irish Traveller
Any other White background
Mixed / Multiple: White and Black Caribbean
Mixed / Multiple: White and Black African
Mixed / Multiple: White and Asian
Any other Mixed / Multiple ethnic background
Asian / Asian British: Indian
Asian / Asian British: Pakistani
Asian / Asian British: Bangladeshi
Asian / Asian British: Chinese
Any other Asian background
Black / African / Caribbean / Black British: African
Black / African / Caribbean / Black British: Caribbean
Any other Black / African / Caribbean background
Arab
Any other ethnic group
Prefer not to say

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