



**Customer Service Survey  
Report  
September/October 2021**

Analysis and report by  
NWA Social Research

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**Appendix 1** Copy of Survey Questionnaire

**Appendix 2** Unweighted Frequencies

**Appendix 3** Weighted Tables of Results (Separate document)

## 1 SUMMARY OF MAIN FINDINGS

### Use of the Internet

- 1.1 When asked what means they use to access the internet, the large majority of respondents said that they use a 'mobile/ smartphone' (85%), while two-thirds (67%) use a 'home computer', over half (56%) use a 'tablet (e.g. iPad)', and 23% use a 'voice activated device, e.g. Alexa'. Overall, 2%, (rising to 12% of those aged 75 years and over), said that they 'do not have access to the internet or do not use it'.
- 1.2 Those few respondents who indicated not having access to or not using the internet were asked for their reasons why not: 59% of these respondents said that they 'prefer not to use the internet, and would rather call the Council or speak to someone face-to-face', and 38% said 'I do not have the skills or confidence to use the internet'.  
[Percentages based on 54 respondents.]
- 1.3 Those respondents that do use the internet were asked what things they mainly use it for, and the large majority reported using it for 'email' (83%), 'shopping' (82%), and 'banking' (78%), while around two-thirds use it for 'social media' (69%; rising to 90% of 18-34 year olds, but reducing to 33% for those aged 75 years and over) and 'news' (66%); 60% use it for 'research', and 59% for 'utility bills'. A smaller minority, 25%, said that they mainly use the internet for 'gaming' (rising from 6% of those aged 75 years and over, to 39% for those aged 18-34 years).
- 1.4 When internet-users were asked what time of day they mainly go on-line the majority response was that they 'access it throughout the day' (61%), while a quarter (24%) said that they mainly go on-line in the 'evening'; and small minorities said they mainly access the internet in the 'morning' (6%), at 'midday' (1%), in the 'afternoon' (5%) and 'late at night' (2%).
- 1.5 While overall more than three-quarters of respondents that use the internet said that they are confident when going on-line: 'Yes, I am confident and feel I have all the skills I need' (78%), this figure varied widely with age group, from 93% of those aged 18-34 years and 91% of those aged 35-44 years, down to less than half of those aged 75 years and over (46%).
- 1.6 A fifth of respondents overall said that they feel 'quite confident when going on-line, but know there is more I could do if I had better skills' (20%; rising to 48% for those aged 75 years and over); while 2% of respondents said 'no – I do not feel confident to do things on-line', with this increasing to 6% for those aged 75 years and over.

### Contacting the Council

- 1.7 The most preferred means of contacting the Council, each referred to by around a third of respondents, were 'telephone' (35%), 'website' (32%), and 'email' (29%); only small numbers of respondents stated that they most prefer a 'face-to-face visit' (2%), or contacting by 'letter' (1%).
- 1.8 Respondents were then asked why they prefer to use this contact method. Overall, respondents chose to use their favoured contact method because it is the 'most convenient' (55%) and 'easiest' (50%) method for them; and these two reasons were also the principal reasons given for each method when responses were broken down by contact method. Only small minorities overall said it is because they 'have always done it this way' (10%), and because they 'don't have access via other methods' (1%), and 10% gave 'other' reasons.
- 1.9 When asked to name up to three things that are the most important aspects to them when contacting the Council, respondents were most likely to cite 'getting through quickly' (52%), 'speaking directly to someone who can answer my query' (47%), 'being able to find what I need online' (41%), and 'dealing with someone who is professional, knowledgeable and wanting to help' (40%). Over a third of respondents (36% each) said that 'easy and quick', and 'being able to do it at a time that's suitable for me' were among their top-three most important aspects.

### The Pandemic

- 1.10 Respondents were asked '*Has the pandemic changed the way you do things such as shopping, social media, and contacting businesses/ organisations?*' and two-thirds (67%) of respondents said that it had: half (50%) said 'yes, I do more on-line now and plan to continue', 6% said 'yes, I do more over the phone now and plan to continue', and 15% said 'yes, but only while restrictions were in place - I plan to revert back to my previous preferences'. The remaining third of all respondents (33%) said 'no – nothing has changed for me'.
- 1.11 Over half of respondents (54%) said that they would be 'very satisfied' if 'in the future, when current restrictions have been lifted' Council services were 'largely telephone and internet-based', while a third (35%) said that they would be 'partially satisfied', 7% would be 'not very satisfied', and 4% would be 'dissatisfied' if this were to be the case.

## 2. BACKGROUND AND INTRODUCTION

- 2.1 North West Leicestershire District Council, (NWLDC), required market research to obtain feedback from residents to help to shape their Customer Experience Strategy. The key research questions were:
- Current access of residents to the internet and reasons for any non-use
  - Purpose of use and confidence in using the internet
  - Preferences for contact with NWLDC and most important aspects of contact
  - Effects of the Pandemic on contact and acceptability of continued use of remote means of contact.
- 2.2 The research was to be undertaken, as requested by the client, across multiple channels. Emails with links to an online questionnaire were sent to customers for whom NWLDC had permission for contact; links were also displayed on the Council’s website; and telephone surveys and on-street surveys were undertaken with residents. The list of emails and telephone numbers was provided by the client. The Council developed a questionnaire a copy of which is attached at **Appendix 1**.
- 2.3 A total of 2,663 responses were received: 2,146 online surveys and 517 from face to face and telephone surveys. The data was not fully representative of the population of NWLDC despite quotas having been set for person to person interviewing, (e.g. 67.2% of responses were from respondents aged 45 years and over), and therefore weighting was applied by ward and by age group; details of the weights used are shown at the end of this section below.
- 2.4 Weighted data has been used to analyse to the following sub-groups: source of the data, age group, household size and ethnicity; see table overleaf. Where full postcodes were available for respondents (2,466) data can also be analysed by individual wards. Weighted Tables of Results (in Excel format) are attached as **Appendix 3** to this report, while **Appendix 2** ‘Unweighted Frequencies’ (again in Excel) are provided to show full details of any ‘missing’ data.
- 2.5 Responses to open questions have been coded for emerging themes and are also listed verbatim at **Appendix 4**.

## Sub group analysis

### Details of the Sample Sub-Groups (Unweighted Counts and Percentages)

Group	Sub Group	Count	Sample %
Source	Online	2,146	80.6
	Face to face/telephone	517	19.4
Age group	18 to 24	92	3.5
	25 to 34	231	8.7
	35 to 44	314	11.8
	45 to 54	526	19.8
	55 to 64	650	24.4
	65 to 74	612	23.0
	75 and over	231	8.7
	(missing data)	7	0.3
Household size	Single person	471	17.7
	2 people	1,221	45.9
	3 people	413	15.5
	4 or more people	501	18.8
	(missing data)	57	2.1
Ethnicity	White British	2,413	90.6
	Other than White British	183	6.9
	Prefer not to say	42	1.6
	(missing data)	25	0.9
TOTAL		2,663	100.0

NOTE: 'Missing data' refers to where a question has been missed or where information has not been supplied

### Weights applied

2.6 The survey data was weighted to be representative of the Council area by ward (as shown in the table overleaf) and then by age group as follows; as can be seen in the table, the age profile of the weighted sample exactly matches that of the population of the Council area:

	18-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75+ years	Total 18+ years
Age Group Population (%) *	23.7	15.2	19.0	16.8	14.3	11.0	100.0
Achieved Age Group (% weighted by ward)	11.8	11.6	20.1	24.9	23.1	8.5	100.0
Age Weight	2.012612	1.301949	0.947561	0.675476	0.617938	1.299128	
Weighted Sample (%)	23.7	15.2	19.0	16.8	14.3	11.0	100.0

(\* Source: ONS mid-2020 population statistics for North West Leicestershire)

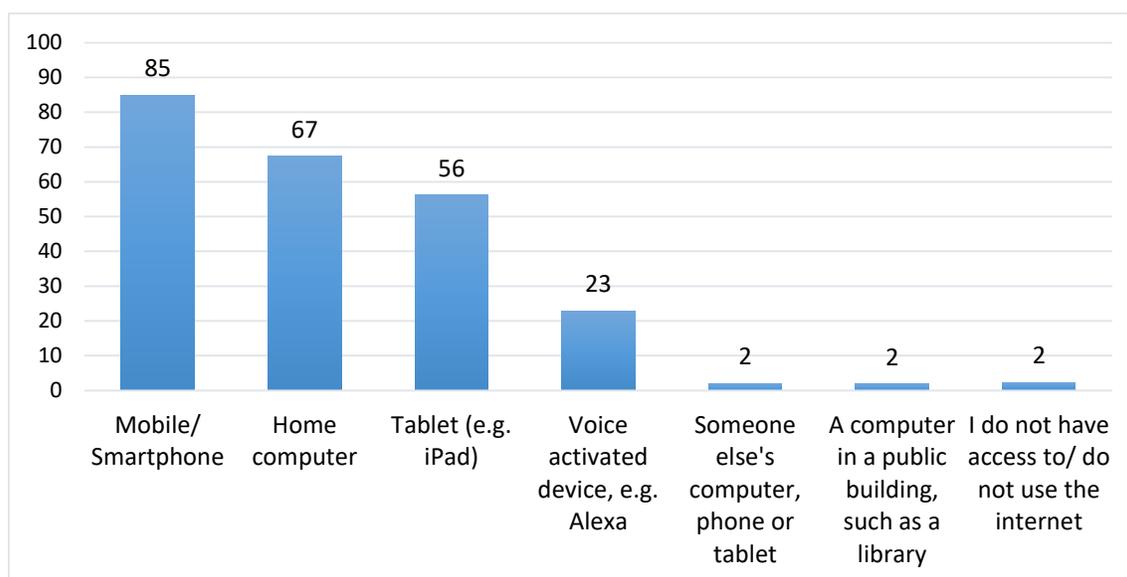
		Achieved Count	Achieved Percent	Population Percent	Ward Weight
<b>WARD</b>	Appleby	55	2.2	2.4	1.092075
	Ashby Castle	87	3.5	2.4	0.675095
	Ashby Holywell	89	3.6	2.9	0.808790
	Ashby Ivanhoe	86	3.5	3.1	0.883083
	Ashby Money Hill	76	3.1	3.7	1.189173
	Ashby Willesley	56	2.3	2.0	0.886154
	Ashby Wolds	56	2.3	2.9	1.279061
	Bardon	60	2.4	2.7	1.100140
	Blackfordby	64	2.6	2.6	0.985173
	Broom Leys	68	2.8	2.2	0.796749
	Castle Donington Castle	118	4.8	2.6	0.552627
	Castle Donington Central	95	3.9	3.0	0.770160
	Castle Donington Park	47	1.9	1.4	0.751297
	Castle Rock	55	2.2	2.3	1.052285
	Coalville East	60	2.4	2.7	1.101126
	Coalville West	79	3.2	3.0	0.934378
	Daleacre Hill	55	2.2	2.5	1.132402
	Ellistown & Battleflat	51	2.1	2.6	1.261810
	Greenhill	39	1.6	3.2	1.992810
	Hermitage	68	2.8	2.7	0.978105
	Holly Hayes	44	1.8	2.6	1.463896
	Hugglescote St John's	58	2.4	1.8	0.780643
	Hugglescote St Mary's	61	2.5	3.4	1.388023
	Ibstock East	66	2.7	3.0	1.120663
	Ibstock West	57	2.3	2.4	1.051162
	Kegworth	66	2.7	2.5	0.924849
	Long Whatton & Diseworth	67	2.7	2.6	0.938853
	Measham North	71	2.9	2.8	0.988010
	Measham South	67	2.7	2.5	0.901776
	Oakthorpe & Donisthorpe	55	2.2	2.7	1.211983
	Ravenstone & Pakington	93	3.8	3.0	0.791175
	Sence Valley	65	2.6	2.7	1.028254
	Snibston North	54	2.2	2.5	1.119418
	Snibston South	60	2.4	2.3	0.938964
Thornborough	53	2.1	2.1	0.977047	
Thringstone	46	1.9	2.7	1.442680	
Valley	61	2.5	2.9	1.153373	
Worthington & Breedon	58	2.4	2.7	1.154903	
Total*	2,466	100.0	100.0		

(\* Insufficient postcode data was supplied in 197 cases, 7.4% of the total unweighted sample)

### 3 USE OF THE INTERNET

3.1 When asked what means they use to access the internet the large majority of all respondents said that they use a ‘mobile/ smartphone’ (85%), while two-thirds (67%) use a ‘home computer’, over half (56%) use a ‘tablet (e.g. iPad)’, and just under a quarter (23%) use a ‘voice activated device, e.g. Alexa’. Small numbers of respondents said that they use ‘someone else’s computer, phone or tablet’ (2%), and ‘a computer in a public building, such as a library’ (2%) to access the internet; and 2% (rising to 12% of those aged 75 years and over, and 9% of those respondents in the ‘face-to-face/telephone tranche’) said that they ‘do not have access to the internet or do not use it’.

How do you access the internet?  
(Q5: % response – all respondents)



3.2 As might be expected, means of accessing the internet varied significantly by age group:

Use of ‘mobile/ smartphone’ to access the internet was almost universal at 99% for those aged 18-34 years, reducing to 70% for those aged 65-74 years and to 46% for those aged 75 years and over.

Access using a ‘home computer’ was lower among those aged 18-34 years (55% compared to 67% overall), but rose to around three-quarters of those aged 45-54 years (73%) and 65-74 years (75%).

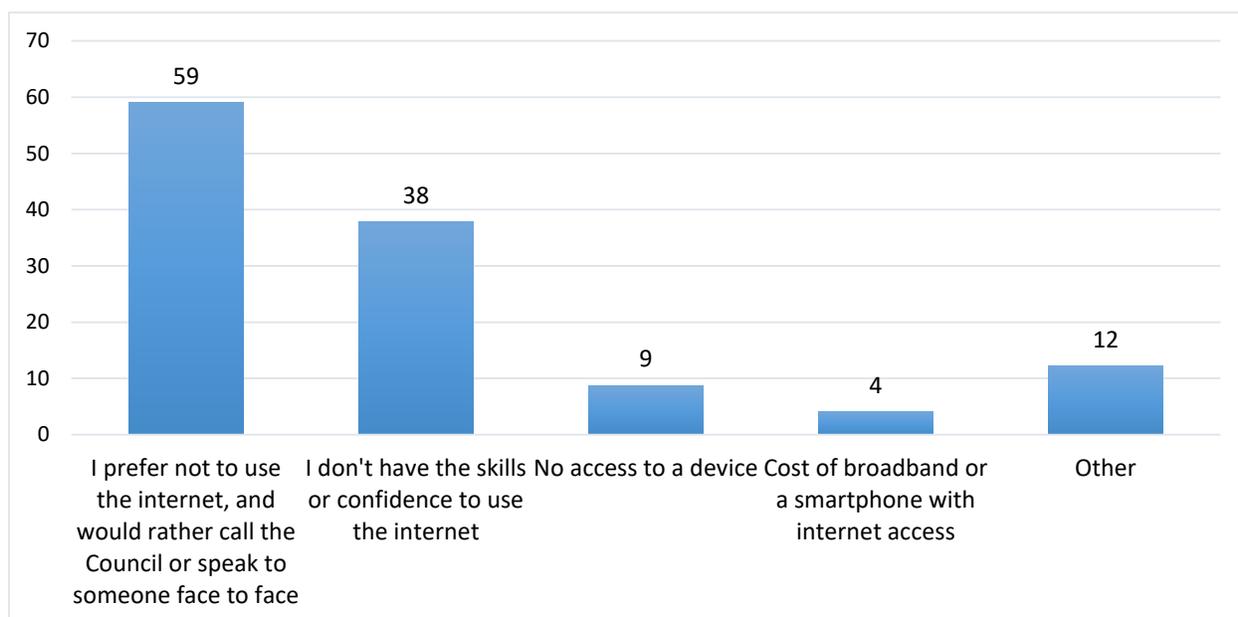
Access via a ‘tablet’ computer was most prevalent among those aged 45-54 years (63%), reducing to 43% for those aged 75 years and over.

Use of a 'voice activated device' to access the internet increased to 32% of those aged 35-44 years and 45-54 years, but was lower at 13% for those aged 65-74 years and 6% for those aged 75 years and over.

- 3.3 Differences by ethnic group were that those from ethnic backgrounds 'other than White British' were more likely to access the internet on a 'mobile/ smartphone' (95% compared to 84% for 'White – British' respondents); while they were less likely than 'White – British' respondents to access via a 'home computer' (59% compared to 68%), a 'tablet' (40% compared to 58%), and a 'voice activated device' (17% compared to 24%).
- 3.4 Those few respondents who indicated not having access to the internet or not using the internet were asked for their reasons why not: over half of these respondents (59%) said that they 'prefer not to use the internet, and would rather call the Council or speak to someone face-to-face', while 38% said 'I do not have the skills or confidence to use the internet', and small numbers said that they have 'no access to a device' (9%; 4 respondents), that it was due to 'the cost of broadband or a smartphone with internet access' (4%; 2), or gave 'other' reasons (12%; 7).

If 'no access' / 'do not use' – Why not?

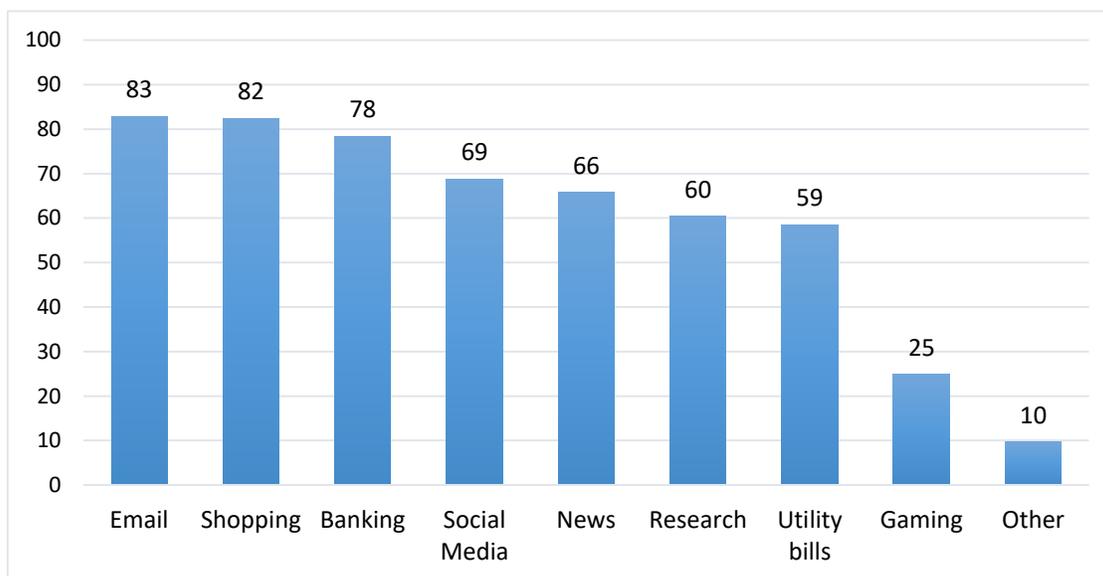
(Q6: % response – those that do not use the internet – 54 respondents)



3.5 Those respondents that do use the internet were asked what things they mainly use it for, and the large majority reported using it for ‘email’ (83%; rising to 90% for 65-74 year olds, but lower at 69% for those aged 18-34 years), ‘shopping’ (82%; rising to 90% for 35-44 year olds), and ‘banking’ (78%; rising to 86% for 35-44 year olds, but lower at 65% for those aged 75 years and over), while around two-thirds use it for ‘social media’ (69%; rising to 90% of 18-34 year olds, but reducing to 33% for those aged 75 years and over) and ‘news’ (66%); 60% use it for ‘research’, and 59% for ‘utility bills’ (varying from 68% for 35-44 year olds down to 50% for those aged 75 years and over). A smaller minority, 25%, said that they mainly use the internet for ‘gaming’ (rising from 6% of those aged 75 years and over, to around a third of more of those respondents aged under 55 years – 39% for those aged 18-34 years); and 10% gave ‘other’ responses, of which 5% referred to using it for ‘work’, (see Appendix 4 for verbatim comments). [See table overleaf for a full breakdown of results by ‘source’, age group and ethnicity.]

What do you mainly use the internet for?

(Q7: % response – internet users – 2,586 respondents)

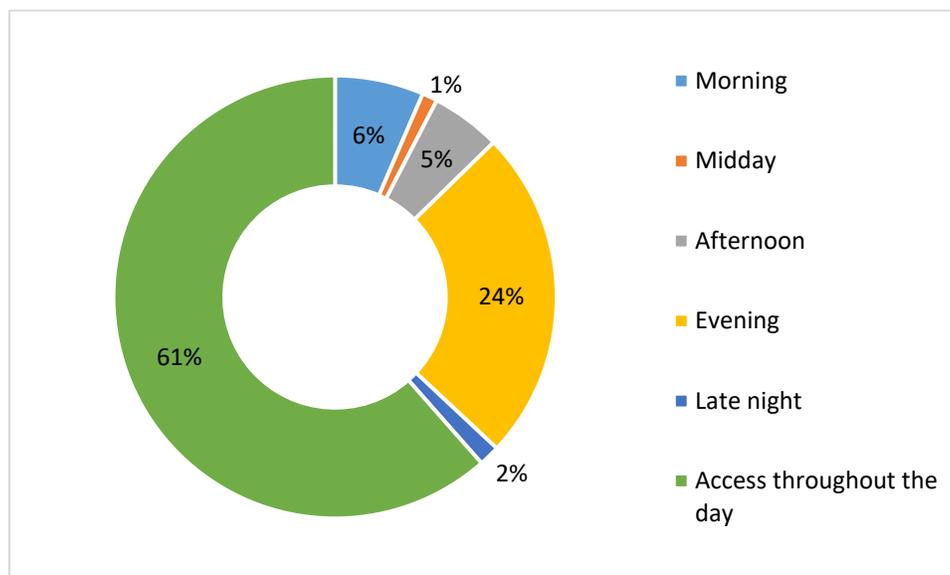


3.6 The largest differences by ethnic group were that ‘White – British’ respondents were more likely than those from other ethnic backgrounds to use the internet for ‘email’ (84% compared to 70%), but less likely to use it for ‘social media’ (68% compared to 79%).

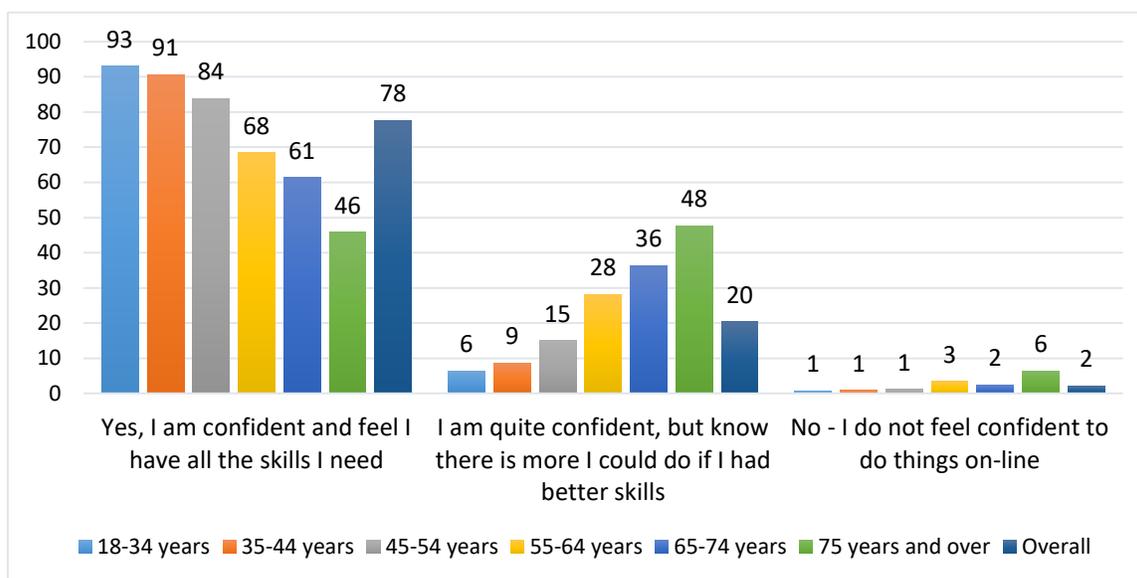
		Q7) What do you mainly use the internet for? (% response – internet users)									
		Email	Shopping	Banking	Social Media	News	Research	Utility bills	Gaming	Other	Unweighted Count
<b>Source</b>	On-line (Email tranche)	89	84	82	67	67	60	61	22	8	2132
	Face to face/ telephone	61	76	65	77	60	62	50	34	16	454
<b>Age group</b>	18-34 years	69	81	76	90	62	60	60	39	12	321
	35-44 years	87	90	86	83	71	60	68	32	9	313
	45-54 years	86	86	81	70	68	61	56	30	13	522
	55-64 years	88	80	79	61	67	57	57	15	7	635
	65-74 years	90	82	79	48	70	63	58	9	6	588
	75 years and over	84	71	65	33	55	61	50	6	7	203
<b>Ethnicity</b>	White - British	84	83	79	68	65	60	59	24	9	2344
	Other than White British	70	82	74	79	71	64	60	31	11	180
<b>Total</b>	<b>Overall</b>	<b>83</b>	<b>82</b>	<b>78</b>	<b>69</b>	<b>66</b>	<b>60</b>	<b>59</b>	<b>25</b>	<b>10</b>	2586

3.7 When internet-users were asked what time of day they mainly go on-line the majority response was that they ‘access it throughout the day’ (61%; rising to 73% for ‘face-to-face/telephone’ respondents), while a quarter (24%; rising to 30% for those aged 35-44 years, and 31% for those aged 55-64 years) said that they mainly go on-line in the ‘evening’; and small minorities said they mainly access the internet in the ‘morning’ (6%; rising to 14% of 65-74 year olds, and 20% of those aged 75 years and over), at ‘midday’ (1%), in the ‘afternoon’ (5%; rising to 11% of those aged 75 years and over) and ‘late at night’ (2%).

**What time of day do you mainly go on-line?**  
 (Q8: % response – internet users – 2,576 respondents)



**Are you confident when going on-line?**  
 (Q9: % response – internet users; by age group and overall, 2,584 respondents)



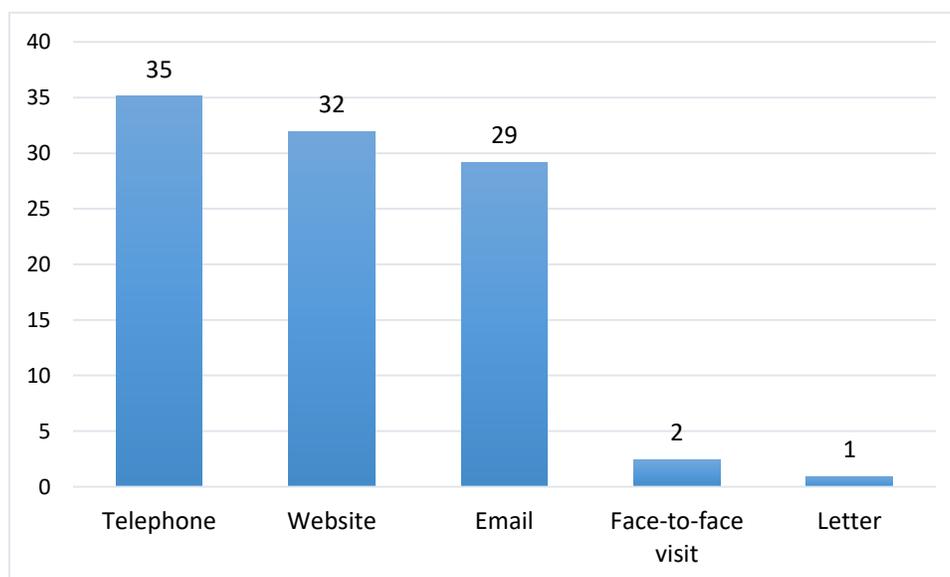
3.8 While overall more than three-quarters of respondents that use the internet said that they are confident when going on-line: ‘Yes, I am confident and feel I have all the skills I need’ (78%), this figure varied widely with age group, from 93% of those aged 18-34 years and 91% of those aged 35-44 years, down to less than half of those aged 75 years and over (46%). A fifth of respondents overall said that they feel ‘quite confident when

going on-line, but know there is more I could do if I had better skills’ (20%; rising to 36% for those aged 65-74 years, and 48% for those aged 75 years and over); while 2% of respondents said ‘no – I do not feel confident to do things on-line’, with this increasing to 6% for those aged 75 years and over, and also being slightly higher at 4% among ‘face-to-face/ telephone’ respondents, and those whose ethnic group is ‘other than White – British’. However, note that those from ethnic groups ‘other than White – British’ were also more likely to say that ‘I am confident when going on-line and feel I have all the skills I need’: 86% compared to 78% overall for internet-users.

#### 4. CONTACTING NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

4.1 The most preferred means of contacting the Council, each referred to by around a third of all respondents, were ‘telephone’ (35%), ‘website’ (32%), and ‘email’ (29%); only small numbers of respondents stated that they most prefer a ‘face-to-face visit’ (2%), contacting by ‘letter’ (1%; 23 respondents), and 0% (12 respondents) gave some ‘other’ response.

How do you most prefer to contact the Council?  
(Q10: % response – all respondents, 2,655 respondents)



4.2 Preference for ‘telephone’ contact was significantly higher among those respondents aged 75 years and over (49% compared to 35% overall), and those in the ‘face-to-face/ telephone’ tranche (again 49%); while preference for making contact via the ‘website’ rose to 38% for those aged 35-44 years, and 37% for those aged 45-54 years, and also 37% among those in the ‘on-line’ tranche, but reduced to 24% for those in ethnic groups

‘other than White – British’, (compared to 32% for the overall sample). Making contact via ‘email’ was most popular for those respondents aged 18-34 years (37% compared to 29% overall), and those from ethnic groups ‘other than White – British’ (38%).

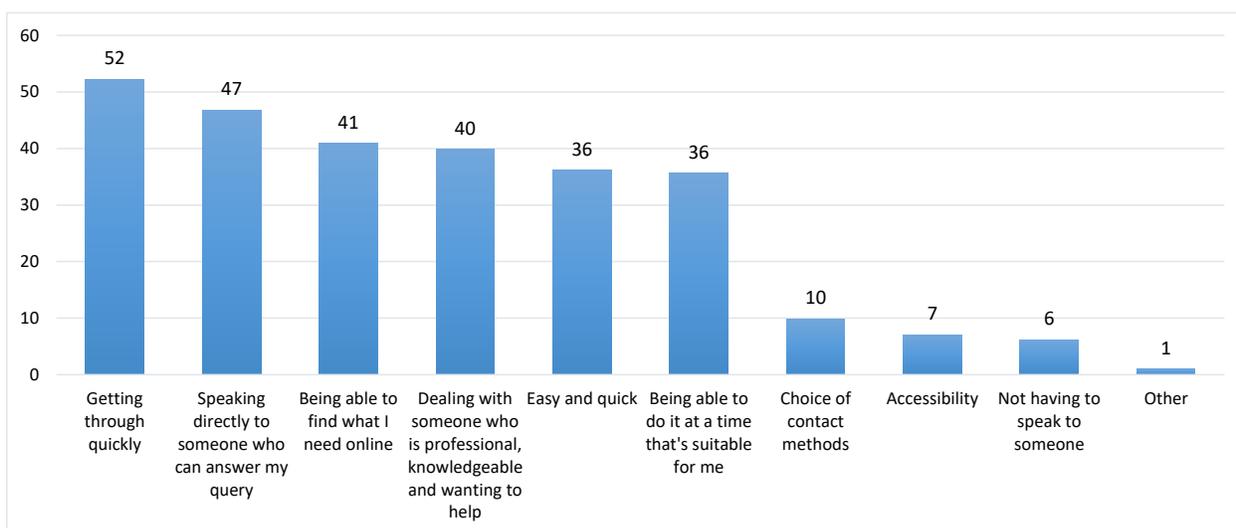
4.3 Respondents were then asked why they prefer to use this contact method (as indicated at Question 10). Results are detailed in the table below, broken down by the most favoured contact method (Question 10). Overall, respondents chose to use their favoured contact method because it is the ‘most convenient’ (55%) and ‘easiest’ (50%) method for them, while small minorities said it is because they ‘have always done it this way’ (10%), and because they ‘don’t have access via other methods’ (1%), and 10% gave some ‘other’ reason.

Q10 by Q11: Weighted % and Unweighted Counts			Q11) Why do you prefer to use this contact method?					Count
			Easiest	Most convenient	Don't have access via other methods	Have always done it this way	Other	
Q10) How do you most prefer to contact the Council?	Website	Row %	56	69		5	2	872
	Email	Row %	51	62	1	5	7	736
	Telephone	Row %	45	40	1	16	18	935
	Letter	Row %	28	53		25	19	23
	Face-to-face visit	Row %	42	27	1	22	24	67
Total	Overall	Row %	50	55	1	10	10	100
		Count	1,263	1,501	14	263	270	2,646

4.4 Considering the main means of contact: of those respondents that most prefer to contact the Council by ‘telephone’, 45% do so because it is the ‘easiest’ method, 40% because it is the ‘most convenient’, and 16% ‘have always done it this way’; of those that most prefer to make contact via the ‘website’, 69% do so because it is the ‘most convenient’, and 56% because it is the ‘easiest’ method; and of those that most prefer to contact by ‘email’, 62% do so because it is the ‘most convenient’, and 51% because it is the ‘easiest’ method.

4.5 Overall, when asked to name up to three things that are the most important aspects to them when contacting the Council, respondents were most likely to cite ‘getting through quickly’ (52%), ‘speaking directly to someone who can answer my query’ (47%), ‘being able to find what I need online’ (41%), and ‘dealing with someone who is professional, knowledgeable and wanting to help’ (40%). Over a third of all respondents (36% each) said that ‘easy and quick’, and ‘being able to do it at a time that’s suitable for me’ were among their top-three most important aspects, while smaller minorities of respondents referred to ‘choice of contact methods’ (10%), ‘accessibility’ (7%), and ‘not having to speak to someone’ (6%), and 1% mentioned some ‘other’ aspect.

What three things are most important to you when contacting the Council?  
(Q12: % response – all respondents 2,651; up to three responses permitted)



4.6 The top-three aspects chosen by respondents varied by age group, with younger respondents tending to favour ease and speed and being able to find what they need on-line (e.g. 18-34 year olds, 58% ‘getting through quickly’ and 49% ‘easy and quick’; and 35-44 year olds, 49% ‘getting through quickly’ and 46% ‘being able to find what I need on-line’); while respondents in older age groups tended to favour speaking directly to someone professional and knowledgeable, (e.g. 75+ year olds, 65% ‘speaking directly to someone who can answer my query’ and 52% ‘dealing with someone who is professional, knowledgeable and wanting to help’). (See table overleaf.)

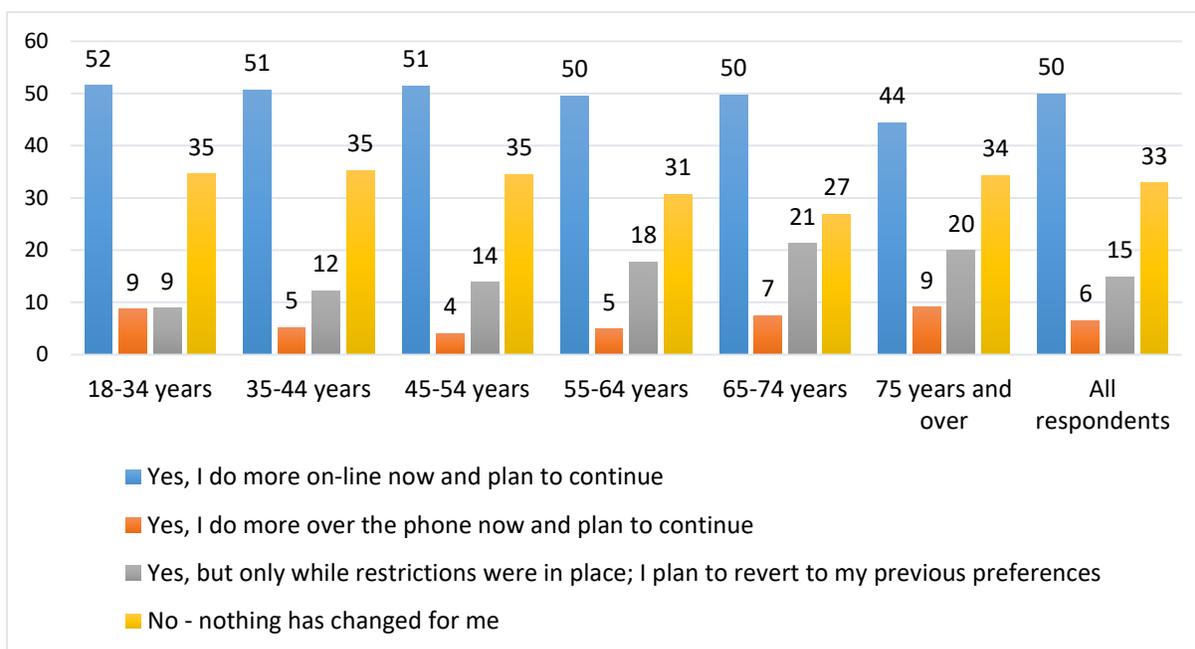
		Q12) What three things are most important to you when contacting the Council? (% response – by age group and overall)					
		Top-three responses by age group highlighted in blue					
		Getting through quickly	Speaking directly to someone who can answer my query	Being able to find what I need online	Dealing with someone who is professional, knowledgeable and wanting to help	Easy and quick	Being able to do it at a time that's suitable for me
Age group	18-34 years	58	44	36	31	49	34
	35-44 years	49	37	46	35	43	40
	45-54 years	50	42	47	40	35	40
	55-64 years	55	49	43	41	33	37
	65-74 years	52	53	41	49	27	33
	75 years and over	45	65	28	52	19	27
Total	Overall	52	47	41	40	36	36

## 5. THE PANDEMIC

5.1 Respondents were asked ‘Has the pandemic changed the way you do things such as shopping, social media, and contacting businesses/ organisations?’ and two-thirds (67%) of all respondents said that it had: half (50%) said ‘yes, I do more on-line now and plan to continue’, 6% said ‘ yes, I do more over the phone now and plan to continue’, and 15% said ‘yes, but only while restrictions were in place - I plan to revert back to my previous preferences’. The remaining third of all respondents (33%) said ‘no – nothing has changed for me’, with this figure being higher at 40% for ‘face-to-face/ telephone’ respondents’, and lower at 27% for 65-74 year old respondents and at 26% for those belonging to ethnic groups ‘other than White – British’.

### Has the pandemic changed the way you do things such as shopping, social media, and contacting businesses/ organisations?

(Q13: % response – by age group and overall, 2,646 respondents)

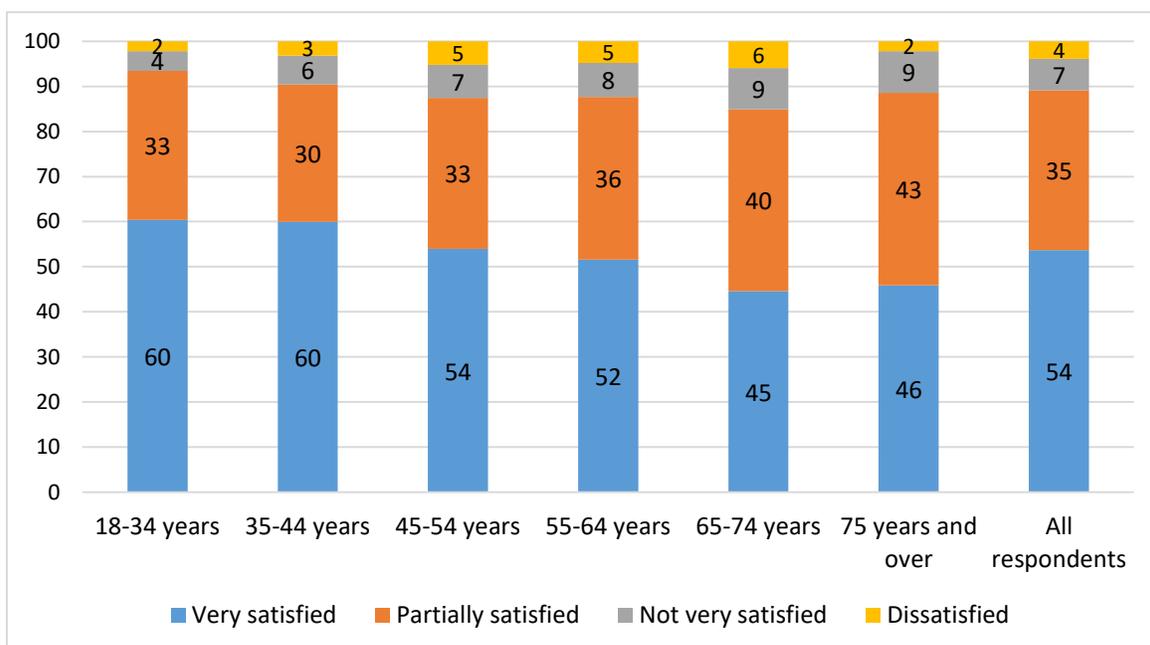


5.2 Respondents in older age groups were more likely to say that they plan to revert to their previous preferences – the percentage giving this response increasing from 9% for those aged 18-34 years, to 18% for 55-64 year olds, 21% for 65-74 year olds, and 20% for those aged 75 years and over. The numbers who stated that they ‘do more over the phone now and plan to continue’ were higher at 15% for those respondents whose ethnic group is ‘other than White – British’, and at 12% for ‘face-to-face/ telephone’ respondents, when compared to the overall sample response of 6%.

5.3 Over half of all respondents (54%) said that they would be ‘very satisfied’ if ‘in the future, when current restrictions have been lifted’ Council services were ‘largely telephone and internet-based’, while a third (35%) said that they would be ‘partially satisfied’, 7% would be ‘not very satisfied’, and 4% would be ‘dissatisfied’ if this were to be the case.

Over the course of the pandemic the Council have had to move their services to be much more telephone-based and on-line. In the future, when current restrictions have been lifted, how satisfied or dissatisfied would you be if services were largely telephone and internet-based?

(Q14: % response – by age group and overall, 2,651 respondents)



5.4 Satisfaction levels varied significantly by age group here, with 60% of those aged under 45 years saying that they would be ‘very satisfied’ if services in the future were to be largely telephone and internet-based, reducing to 45% for those aged 65-74 years, and 46% for those aged 75 years and over. Dissatisfaction rose slightly to 6% for respondents aged 65-74 years, (compared to 4% overall), and a further 9% of respondents in this age group said that they would be ‘not very satisfied’.

APPENDIX 1 – COPY QUESTIONNAIRE

## Customer Service Survey 2021

Good morning/afternoon. My name is ... (show ID card)

This survey is being undertaken on behalf of North West Leicestershire District Council to seek the opinion of residents on a range of customer service issues. Everything you say in this interview is confidential and will be treated in the strictest confidence. By choosing to be interviewed you agree that we can use the responses that you provide to produce an analysis of residents views

During the survey we will ask for your postcode and some information about you – so we can be sure that we have interviewed a representative sample of residents. If you would prefer not to give this information please let us know when we get to that part of the survey.

The data controller for this survey is North West Leicestershire District Council and is being carried out by NWA Research on their behalf. You can read their privacy notice on their website.

(If you would like to know more about this research, or you require assistance, please contact NWA Research on free-phone 0800 316 3630).

[CONTACT details of NWLDC](#)

### Is it OK to continue?

Yes (continue)

No (if no thank and close)

### Can I just check – do you live in North West Leicestershire?

Yes (continue)

No (if no thank and close)

IF THERE IS ANYTHING YOU PREFER NOT TO ANSWER PLEASE SAY AND WE CAN MOVE ON TO THE NEXT QUESTION

### 1. Please can I ask what is your home postcode: (1<sup>st</sup> five digits of)

\_\_\_\_\_

### In general

### 2. And which of the following age groups do you fall in to: (Please select one option)

1	<input type="checkbox"/>	18-24 years	5	<input type="checkbox"/>	55-64 years
2	<input type="checkbox"/>	25-34 years	6	<input type="checkbox"/>	65-74 years
3	<input type="checkbox"/>	35-44 years	7	<input type="checkbox"/>	75 years and over
4	<input type="checkbox"/>	45-54 years			

**3. How many people are in your household, (including yourself)? Please enter the total number of adults (18+ years) and children (under 18 years):** *(Please write in)*

\_\_\_\_\_

**4. To which of these groups do you consider you belong to?** *(Please select one option)*

1	<input type="checkbox"/>	White - British/ English/ Welsh/ Scottish/ Northern Irish	5	<input type="checkbox"/>	Black/ Black - British
2	<input type="checkbox"/>	White - Irish	6	<input type="checkbox"/>	Asian/ Asian - British
3	<input type="checkbox"/>	White - Other	7	<input type="checkbox"/>	Other (Please write in below)
4	<input type="checkbox"/>	Mixed ethnic background	8	<input type="checkbox"/>	Prefer not to say

### Use of the Internet

**5. May I ask how do you access the internet? Read out and tick those that apply**

1	<input type="checkbox"/>	Home computer	5	<input type="checkbox"/>	A computer in a public building, such as a library
2	<input type="checkbox"/>	Mobile/ Smartphone	6	<input type="checkbox"/>	Someone else's computer, phone, or tablet
3	<input type="checkbox"/>	Tablet (e.g. iPad)	7	<input type="checkbox"/>	I do not have access to/ do not use the internet
4	<input type="checkbox"/>	Voice activated device, e.g. Alexa			

**6. If you do not have access to/ do not use the internet, why is that?** *(Read out - select all that apply)*

1	<input type="checkbox"/>	Cost of broadband or a smartphone with internet access	4	<input type="checkbox"/>	I prefer not to use the internet, and would rather call the Council or speak to someone face-to-face
2	<input type="checkbox"/>	No access to a device	5	<input type="checkbox"/>	Other (Please write in below)
3	<input type="checkbox"/>	I don't have the skills or confidence to use the internet			

NON USERS OF THE INTERNET SKIP TO Q10

**7. What do you mainly use the internet for? (Please select all that apply)**

1	<input type="checkbox"/>	Shopping	6	<input type="checkbox"/>	Banking
2	<input type="checkbox"/>	Social Media	7	<input type="checkbox"/>	Utility bills
3	<input type="checkbox"/>	Gaming	8	<input type="checkbox"/>	Email
4	<input type="checkbox"/>	News	9	<input type="checkbox"/>	Other (Please write in below)
5	<input type="checkbox"/>	Research			

**8. What time of day do you go on-line most often? (Please select one option)**

1	<input type="checkbox"/>	Morning	4	<input type="checkbox"/>	Evening
2	<input type="checkbox"/>	Midday	5	<input type="checkbox"/>	Late night
3	<input type="checkbox"/>	Afternoon	6	<input type="checkbox"/>	Access throughout the day

**9. Are you confident when going on-line? (Please select one option)**

1	<input type="checkbox"/>	Yes, I am confident and feel I have all the skills I need	3	<input type="checkbox"/>	No - I do not feel confident to do things on-line
2	<input type="checkbox"/>	I am quite confident, but know there is more I could do if I had better skills			

**Contacting North West Leicestershire District Council**

**10. How do you most prefer to contact the Council? (Please select one option)**

1	<input type="checkbox"/>	Website	4	<input type="checkbox"/>	Letter
2	<input type="checkbox"/>	Email	5	<input type="checkbox"/>	Face-to-face visit
3	<input type="checkbox"/>	Telephone	6	<input type="checkbox"/>	Other (Please write in below)

**11. Why do you prefer to use this contact method? (Please select all that apply)**

1	<input type="checkbox"/>	Easiest	4	<input type="checkbox"/>	Have always done it this way
2	<input type="checkbox"/>	Most convenient	5	<input type="checkbox"/>	Other (Please write in below)
3	<input type="checkbox"/>	Don't have access via other methods			

**12. What three things are most important to you when contacting the Council? (Please select up to three options only)**

1	<input type="checkbox"/>	Getting through quickly	6	<input type="checkbox"/>	Easy and quick
2	<input type="checkbox"/>	Being able to find what I need online	7	<input type="checkbox"/>	Dealing with someone who is professional, knowledgeable and wanting to help
3	<input type="checkbox"/>	Speaking directly to someone who can answer my query	8	<input type="checkbox"/>	Choice of contact methods
4	<input type="checkbox"/>	Not having to speak to someone	9	<input type="checkbox"/>	Accessibility
5	<input type="checkbox"/>	Being able to do it at a time that's suitable for me	10	<input type="checkbox"/>	Other (Please write in below)

**The Pandemic**

**13. Has the pandemic changed the way you do things such as shopping, social media, contacting businesses/ organisations? (Please select all that apply)**

1	<input type="checkbox"/>	Yes, I do more on-line now and plan to continue	3	<input type="checkbox"/>	Yes, but only while restrictions were in place - I plan to revert back to my previous preferences
2	<input type="checkbox"/>	Yes, I do more over the phone now and plan to continue	4	<input type="checkbox"/>	No - nothing has changed for me

**14. Over the course of the pandemic the Council have had to move their services to be much more telephone-based and on-line. In the future, when current restrictions have been lifted, how satisfied or dissatisfied would you be if services were largely telephone and internet-based? (Please select one option)**

Very satisfied	Partially satisfied	Not very satisfied	Dissatisfied
1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for helping us to improve your services by taking the time to complete this survey. My supervisor will be calling back one in 10 of the people we have interviewed. Please could you give me a mobile telephone number or email address to enable this to happen? This information will only be used for this purpose. This research is carried out in accordance with the Market Research Society Code of Conduct.

As I said my name is..... And NWA can be contacted on freephone 0800 3163630 OR email [norma.wilburn@nwaresearch.co.uk](mailto:norma.wilburn@nwaresearch.co.uk)

Write in:

Thank and close

[www.mrs.org.uk](http://www.mrs.org.uk)

[www.nwaresearch.co.uk](http://www.nwaresearch.co.uk)

INTERVIEWER DECLARATION I have completed the above questionnaire in accordance with the instructions given and the MRS Code of Conduct for interviewers.

Signature.....

Name.....

Date.....

Location.....

## APPENDIX 2 – UNWEIGHTED FREQUENCIES

		<b>Ward</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Appleby	55	2.1	2.2	2.2
	Ashby Castle	87	3.3	3.5	5.8
	Ashby Holywell	89	3.3	3.6	9.4
	Ashby Ivanhoe	86	3.2	3.5	12.9
	Ashby Money Hill	76	2.9	3.1	15.9
	Ashby Willesley	56	2.1	2.3	18.2
	Ashby Woulds	56	2.1	2.3	20.5
	Bardon	60	2.3	2.4	22.9
	Blackfordby	64	2.4	2.6	25.5
	Broom Leys	68	2.6	2.8	28.3
	Castle Donington Castle	118	4.4	4.8	33.0
	Castle Donington Central	95	3.6	3.9	36.9
	Castle Donington Park	47	1.8	1.9	38.8
	Castle Rock	55	2.1	2.2	41.0
	Coalville East	60	2.3	2.4	43.5
	Coalville West	79	3.0	3.2	46.7
	Daleacre Hill	55	2.1	2.2	48.9
	Ellistown & Battleflat	51	1.9	2.1	51.0
	Greenhill	39	1.5	1.6	52.6
	Hermitage	68	2.6	2.8	55.3
	Holly Hayes	44	1.7	1.8	57.1
	Hugglescote St John's	58	2.2	2.4	59.4
	Hugglescote St Mary's	61	2.3	2.5	61.9
	Ibstock East	66	2.5	2.7	64.6
	Ibstock West	57	2.1	2.3	66.9
	Kegworth	66	2.5	2.7	69.6
	Long Whatton & Diseworth	67	2.5	2.7	72.3
	Measham North	71	2.7	2.9	75.2
	Measham South	67	2.5	2.7	77.9
	Oakthorpe & Donisthorpe	55	2.1	2.2	80.1
	Ravenstone & Packington	93	3.5	3.8	83.9
	Sence Valley	65	2.4	2.6	86.5
	Snibston North	54	2.0	2.2	88.7
	Snibston South	60	2.3	2.4	91.2
Thornborough	53	2.0	2.1	93.3	
Thringstone	46	1.7	1.9	95.2	
Valley	61	2.3	2.5	97.6	
Worthington & Breedon	58	2.2	2.4	100.0	

	Total	2466	92.6	100.0
Missing	System	197	7.4	
Total		2663	100.0	

**Q2) Please provide your age group:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	92	3.5	3.5	3.5
	25-34 years	231	8.7	8.7	12.2
	35-44 years	314	11.8	11.8	24.0
	45-54 years	526	19.8	19.8	43.8
	55-64 years	650	24.4	24.5	68.3
	65-74 years	612	23.0	23.0	91.3
	75 years and over	231	8.7	8.7	100.0
	Total	2656	99.7	100.0	
Missing	(missing)	7	.3		
Total		2663	100.0		

**Q3ALL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	471	17.7	18.1	18.1
	2	1221	45.9	46.9	64.9
	3	413	15.5	15.8	80.8
	4	369	13.9	14.2	94.9
	5	97	3.6	3.7	98.7
	6	26	1.0	1.0	99.7
	7	9	.3	.3	100.0
	Total	2606	97.9	100.0	
Missing	System	57	2.1		
Total		2663	100.0		

**Q4) To which of these groups do you consider you belong to?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White - British/ English/ Welsh/ Scottish/ Northern Irish	2413	90.6	93.0	93.0
	White - Irish	11	.4	.4	93.4
	White - Other	80	3.0	3.1	96.5
	Mixed ethnic background	18	.7	.7	97.1
	Black/ Black - British	23	.9	.9	98.0
	Asian/ Asian - British	48	1.8	1.8	99.9
	Other	3	.1	.1	100.0
	Total	2596	97.5	100.0	
Missing	Prefer not to say	42	1.6		
	(missing)	25	.9		
	Total	67	2.5		
Total		2663	100.0		

		Count	Col %
Q5) How do you access the internet?	Home computer	1855	69.7%
	Mobile/ Smartphone	2195	82.4%
	Tablet (e.g. iPad)	1527	57.3%
	Voice activated device, e.g. Alexa	581	21.8%
	A computer in a public building, such as a library	42	1.6%
	Someone else's computer, phone or tablet	47	1.8%
	I do not have access to/ do not use the internet	67	2.5%
	(missing)	8	.3%
	Total	2663	100.0%
Q6) No access/ do not use - why not?	Cost of broadband or a smartphone with internet access	2	3.0%
	No access to a device	4	6.0%
	I don't have the skills or confidence to use the internet	20	29.9%
	I prefer not to use the internet, and would rather call the Council or speak to someone face to face	33	49.3%
	Other	7	10.4%
	(missing)	13	19.4%
	Total	67	100.0%

		Count	Col %
Q7) What do you mainly use the internet for?	Shopping	2124	82.1%
	Social Media	1648	63.7%
	Gaming	548	21.2%
	News	1727	66.7%
	Research	1564	60.4%
	Banking	2039	78.8%
	Utility bills	1502	58.0%
	Email	2202	85.1%
	Other	238	9.2%
	(missing)	2	.1%
Total		2588	100.0%

**Q8) What time of day do you mainly go online?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morning	194	7.3	7.5	7.5
	Midday	31	1.2	1.2	8.7
	Afternoon	128	4.8	5.0	13.7
	Evening	616	23.1	23.9	37.6
	Late night	34	1.3	1.3	38.9
	Access throughout the day	1573	59.1	61.1	100.0
	Total	2576	96.7	100.0	
Missing	(missing)	12	.5		
	System	75	2.8		
	Total	87	3.3		
Total		2663	100.0		

**Q9) Are you confident when going on-line?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I am confident and feel I have all the skills I need	1913	71.8	74.0	74.0
	I am quite confident, but know there is more I could do if I had better skills	612	23.0	23.7	97.7
	No - I do not feel confident to do things on-line	59	2.2	2.3	100.0
	Total	2584	97.0	100.0	
Missing	(missing)	4	.2		
	System	75	2.8		
	Total	79	3.0		
Total		2663	100.0		

**Q10) How do you most prefer to contact the Council?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Website	872	32.7	32.8	32.8
	Email	741	27.8	27.9	60.8
	Telephone	938	35.2	35.3	96.1
	Letter	23	.9	.9	96.9
	Face-to-face visit	69	2.6	2.6	99.5
	Other	12	.5	.5	100.0
	Total	2655	99.7	100.0	
Missing	(missing)	8	.3		
Total		2663	100.0		

		Count	Col %
Q11) Why do you prefer to use this contact method?	Easiest	1263	47.4%
	Most convenient	1501	56.4%
	Don't have access via other methods	14	.5%
	Have always done it this way	263	9.9%
	Other	270	10.1%
	(missing)	17	.6%
	Total	2663	100.0%
Q12) What three things are most important to you when contacting the Council?	Getting through quickly	1370	51.4%
	Being able to find what I need online	1124	42.2%
	Speaking directly to someone who can answer my query	1257	47.2%
	Not having to speak to someone	138	5.2%
	Being able to do it at a time that's suitable for me	958	36.0%
	Easy and quick	909	34.1%
	Dealing with someone who is professional, knowledgeable and wanting to help	1101	41.3%
	Choice of contact methods	277	10.4%
	Accessibility	188	7.1%
	Other	28	1.1%
	(missing)	12	.5%
	Total	2663	100.0%
Q13) Has the pandemic changed the way you do things ....?	Yes, I do more on-line now and plan to continue	1326	49.8%
	Yes, I do more over the phone now and plan to continue	169	6.3%
	Yes, but only while restrictions were in place; I plan to revert to my previous preferences	424	15.9%
	No - nothing has changed for me	836	31.4%
	(missing)	17	.6%
	Total	2663	100.0%

**Q14) During the pandemic the Council moved their services to be more telephone-based and online. In the future, when current restrictions have been lifted, how satisfied or dissatisfied would you be if services were largely telephone and internet based?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	1393	52.3	52.5	52.5
	Partially satisfied	959	36.0	36.2	88.7
	Not very satisfied	190	7.1	7.2	95.9
	Dissatisfied	109	4.1	4.1	100.0
	Total	2651	99.5	100.0	
Missing	(missing)	12	.5		
Total		2663	100.0		

**Ward**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Appleby	55	2.1	2.2	2.2
	Ashby Castle	87	3.3	3.5	5.8
	Ashby Holywell	89	3.3	3.6	9.4
	Ashby Ivanhoe	86	3.2	3.5	12.9
	Ashby Money Hill	76	2.9	3.1	15.9
	Ashby Willesley	56	2.1	2.3	18.2
	Ashby Woulds	56	2.1	2.3	20.5
	Bardon	60	2.3	2.4	22.9
	Blackfordby	64	2.4	2.6	25.5
	Broom Leys	68	2.6	2.8	28.3
	Castle Donington Castle	118	4.4	4.8	33.0
	Castle Donington Central	95	3.6	3.9	36.9
	Castle Donington Park	47	1.8	1.9	38.8
	Castle Rock	55	2.1	2.2	41.0
	Coalville East	60	2.3	2.4	43.5
	Coalville West	79	3.0	3.2	46.7
	Daleacre Hill	55	2.1	2.2	48.9
	Ellistown & Battleflat	51	1.9	2.1	51.0
	Greenhill	39	1.5	1.6	52.6
	Hermitage	68	2.6	2.8	55.3
	Holly Hayes	44	1.7	1.8	57.1
	Hugglescote St John's	58	2.2	2.4	59.4
	Hugglescote St Mary's	61	2.3	2.5	61.9
	Ibstock East	66	2.5	2.7	64.6
	Ibstock West	57	2.1	2.3	66.9
	Kegworth	66	2.5	2.7	69.6

	Long Whatton & Diseworth	67	2.5	2.7	72.3
	Measham North	71	2.7	2.9	75.2
	Measham South	67	2.5	2.7	77.9
	Oakthorpe & Donisthorpe	55	2.1	2.2	80.1
	Ravenstone & Packington	93	3.5	3.8	83.9
	Sence Valley	65	2.4	2.6	86.5
	Snibston North	54	2.0	2.2	88.7
	Snibston South	60	2.3	2.4	91.2
	Thornborough	53	2.0	2.1	93.3
	Thringstone	46	1.7	1.9	95.2
	Valley	61	2.3	2.5	97.6
	Worthington & Breedon	58	2.2	2.4	100.0
	Total	2466	92.6	100.0	
Missing	System	197	7.4		
Total		2663	100.0		

**Q2) Please provide your age group:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	92	3.5	3.5	3.5
	25-34 years	231	8.7	8.7	12.2
	35-44 years	314	11.8	11.8	24.0
	45-54 years	526	19.8	19.8	43.8
	55-64 years	650	24.4	24.5	68.3
	65-74 years	612	23.0	23.0	91.3
	75 years and over	231	8.7	8.7	100.0
	Total	2656	99.7	100.0	
Missing	(missing)	7	.3		
Total		2663	100.0		

**Q3ALL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	471	17.7	18.1	18.1
	2	1221	45.9	46.9	64.9
	3	413	15.5	15.8	80.8
	4	369	13.9	14.2	94.9
	5	97	3.6	3.7	98.7
	6	26	1.0	1.0	99.7
	7	9	.3	.3	100.0
	Total	2606	97.9	100.0	
Missing	System	57	2.1		
Total		2663	100.0		

**Q4) To which of these groups do you consider you belong to?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White - British/ English/ Welsh/ Scottish/ Northern Irish	2413	90.6	93.0	93.0
	White - Irish	11	.4	.4	93.4
	White - Other	80	3.0	3.1	96.5
	Mixed ethnic background	18	.7	.7	97.1
	Black/ Black - British	23	.9	.9	98.0
	Asian/ Asian - British	48	1.8	1.8	99.9
	Other	3	.1	.1	100.0
	Total	2596	97.5	100.0	
Missing	Prefer not to say	42	1.6		
	(missing)	25	.9		
	Total	67	2.5		
Total		2663	100.0		

		Count	Col %
Q5) How do you access the internet?	Home computer	1855	69.7%
	Mobile/ Smartphone	2195	82.4%
	Tablet (e.g. iPad)	1527	57.3%
	Voice activated device, e.g. Alexa	581	21.8%
	A computer in a public building, such as a library	42	1.6%
	Someone else's computer, phone or tablet	47	1.8%
	I do not have access to/ do not use the internet	67	2.5%
	(missing)	8	.3%
	Total	2663	100.0%

Q6) No access/ do not use - why not?	Cost of broadband or a smartphone with internet access	2	3.0%
	No access to a device	4	6.0%
	I don't have the skills or confidence to use the internet	20	29.9%
	I prefer not to use the internet, and would rather call the Council or speak to someone face to face	33	49.3%
	Other	7	10.4%
	(missing)	13	19.4%
	Total	67	100.0%

		Count	Col %
Q7) What do you mainly use the internet for?	Shopping	2124	82.1%
	Social Media	1648	63.7%
	Gaming	548	21.2%
	News	1727	66.7%
	Research	1564	60.4%
	Banking	2039	78.8%
	Utility bills	1502	58.0%
	Email	2202	85.1%
	Other	238	9.2%
	(missing)	2	.1%
	Total	2588	100.0%

**Q8) What time of day do you mainly go online?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morning	194	7.3	7.5	7.5
	Midday	31	1.2	1.2	8.7
	Afternoon	128	4.8	5.0	13.7
	Evening	616	23.1	23.9	37.6
	Late night	34	1.3	1.3	38.9
	Access throughout the day	1573	59.1	61.1	100.0
	Total	2576	96.7	100.0	
Missing	(missing)	12	.5		
	System	75	2.8		
	Total	87	3.3		
Total		2663	100.0		

**Q9) Are you confident when going on-line?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I am confident and feel I have all the skills I need	1913	71.8	74.0	74.0
	I am quite confident, but know there is more I could do if I had better skills	612	23.0	23.7	97.7
	No - I do not feel confident to do things on-line	59	2.2	2.3	100.0
	Total	2584	97.0	100.0	
Missing	(missing)	4	.2		
	System	75	2.8		
	Total	79	3.0		
Total		2663	100.0		

**Q10) How do you most prefer to contact the Council?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Website	872	32.7	32.8	32.8
	Email	741	27.8	27.9	60.8
	Telephone	938	35.2	35.3	96.1
	Letter	23	.9	.9	96.9
	Face-to-face visit	69	2.6	2.6	99.5
	Other	12	.5	.5	100.0
	Total	2655	99.7	100.0	
Missing	(missing)	8	.3		
Total		2663	100.0		

		Count	Col %
Q11) Why do you prefer to use this contact method?	Easiest	1263	47.4%
	Most convenient	1501	56.4%
	Don't have access via other methods	14	.5%
	Have always done it this way	263	9.9%
	Other	270	10.1%
	(missing)	17	.6%
	Total	2663	100.0%
Q12) What three things are most important to you when contacting the Council?	Getting through quickly	1370	51.4%
	Being able to find what I need online	1124	42.2%
	Speaking directly to someone who can answer my query	1257	47.2%

	Not having to speak to someone	138	5.2%
	Being able to do it at a time that's suitable for me	958	36.0%
	Easy and quick	909	34.1%
	Dealing with someone who is professional, knowledgeable and wanting to help	1101	41.3%
	Choice of contact methods	277	10.4%
	Accessibility	188	7.1%
	Other	28	1.1%
	(missing)	12	.5%
	Total	2663	100.0%
Q13) Has the pandemic changed the way you do things ....?	Yes, I do more on-line now and plan to continue	1326	49.8%
	Yes, I do more over the phone now and plan to continue	169	6.3%
	Yes, but only while restrictions were in place; I plan to revert to my previous preferences	424	15.9%
	No - nothing has changed for me	836	31.4%
	(missing)	17	.6%
	Total	2663	100.0%

**Q14) During the pandemic the Council moved their services to be more telephone-based and online. In the future, when current restrictions have been lifted, how satisfied or dissatisfied would you be if services were largely telephone and internet based?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	1393	52.3	52.5	52.5
	Partially satisfied	959	36.0	36.2	88.7
	Not very satisfied	190	7.1	7.2	95.9
	Dissatisfied	109	4.1	4.1	100.0
	Total	2651	99.5	100.0	
Missing	(missing)	12	.5		
Total		2663	100.0		