

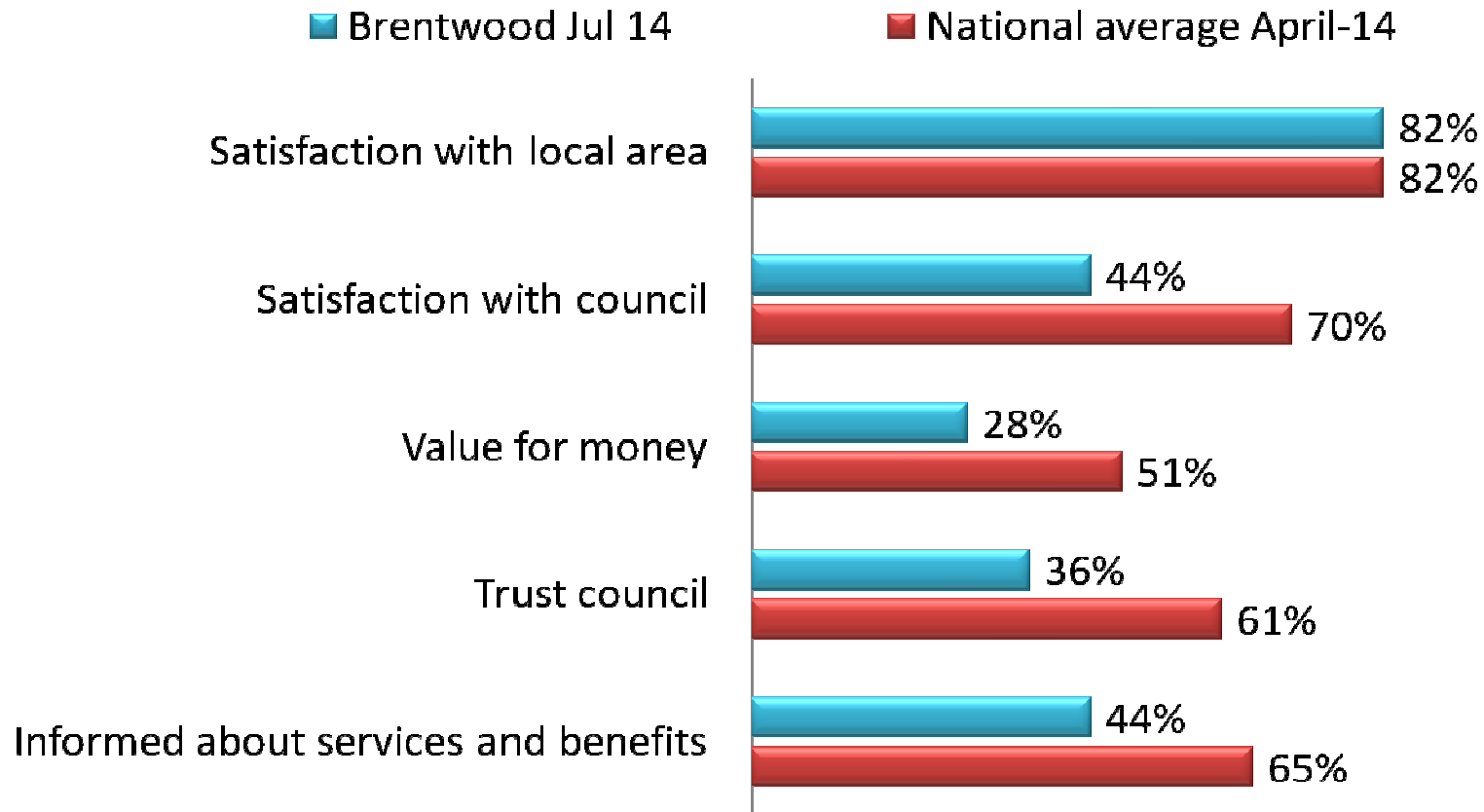
Brentwood Borough Council Resident Survey Findings

August 2014



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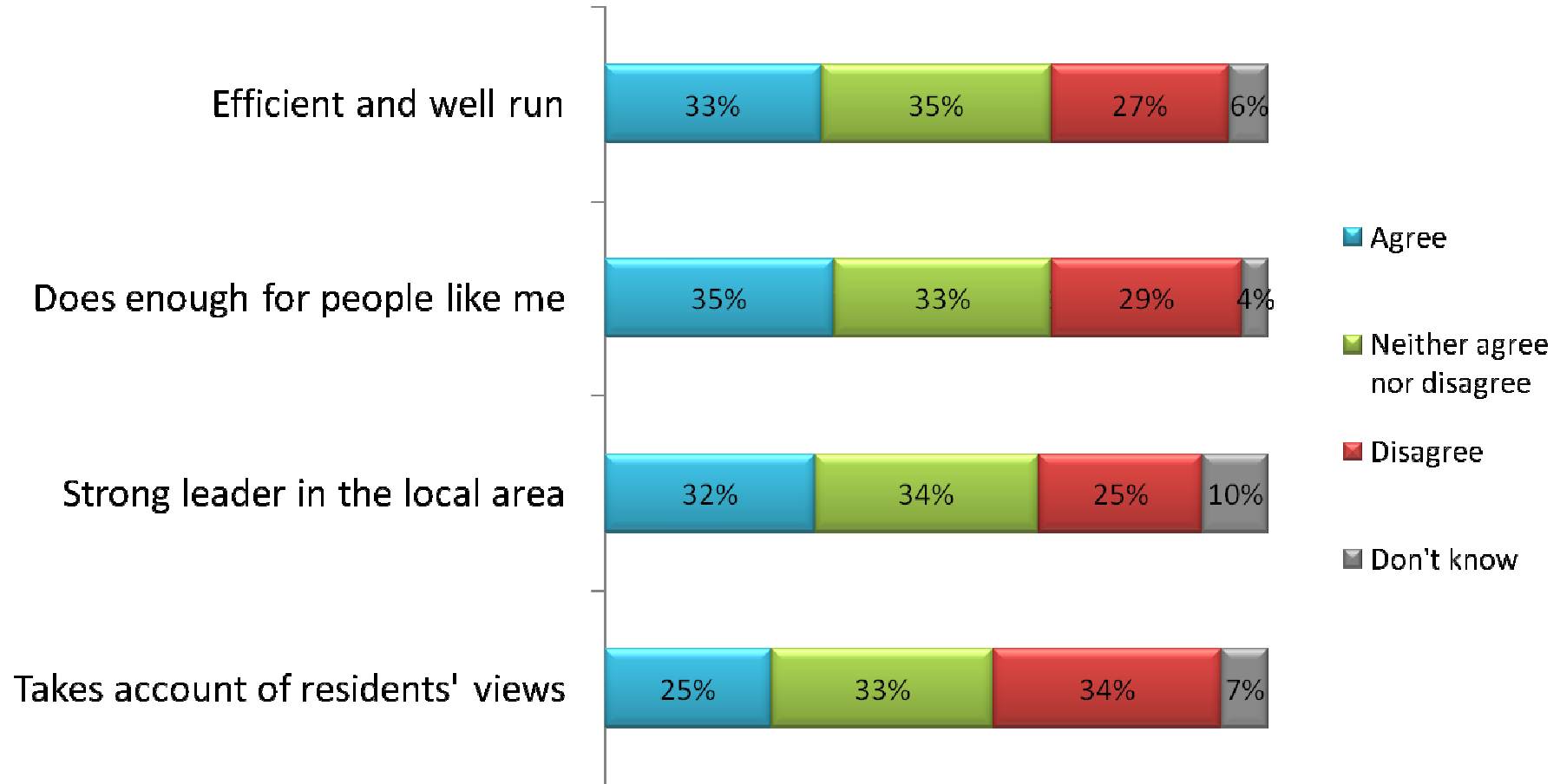
Most key reputation measures are considerably lower than national averages



Q. Overall, how satisfied or dissatisfied are you with ..your local area as a place to live? ..are you with the way the council runs things? Q. To what extent do you agree or disagree with the following statements about Brentwood Borough Council? .. It provides good value for money.. I trust the council Q. Overall, how well do you think Brentwood Council keeps residents informed about the services and benefits it provides?

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014; 1005 British adults, aged 18+, interviewed between 18th and 20th April 2014, LGA

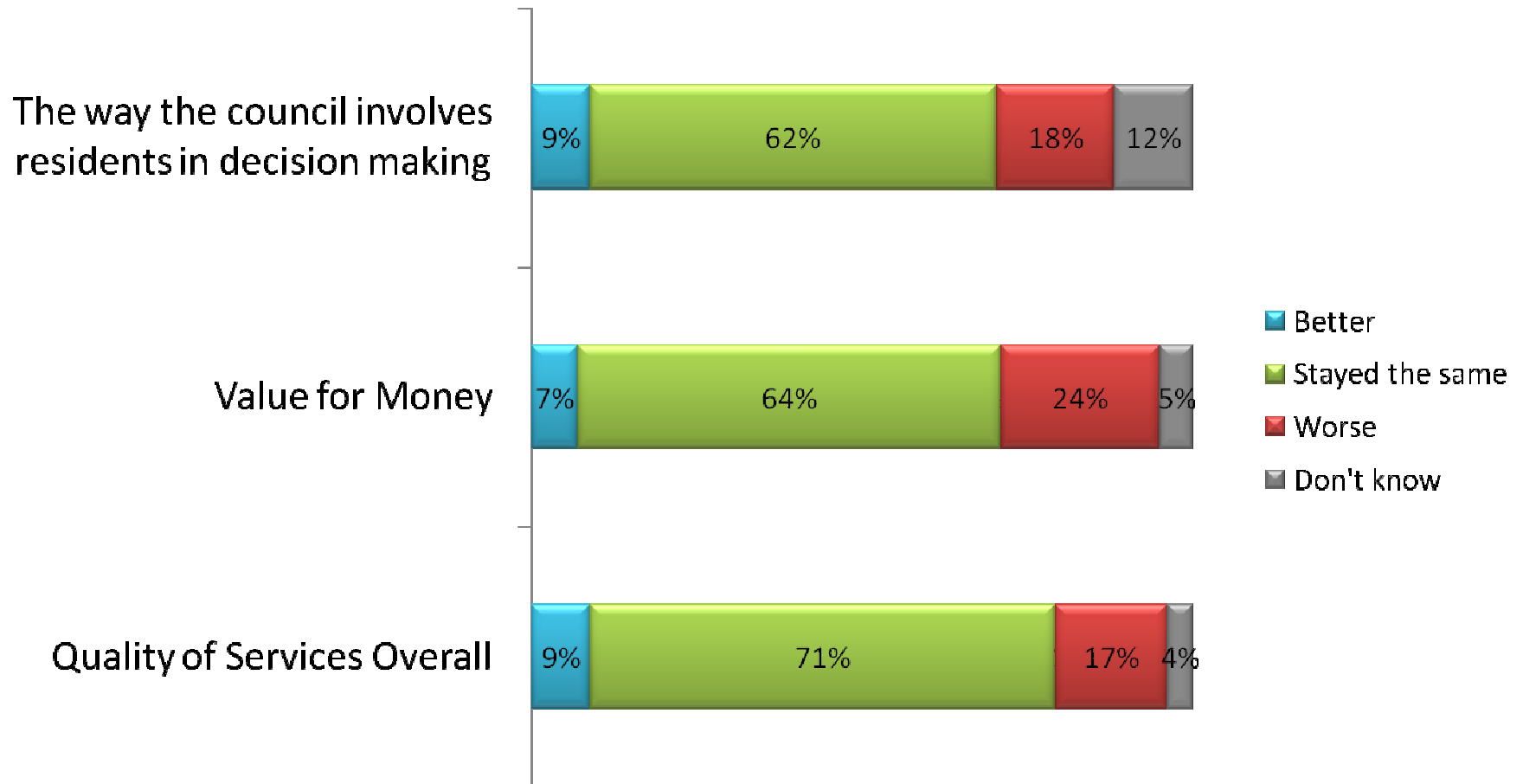
Residents' views on other key metrics are split



Q. To what extent do you agree or disagree with the following statements about Brentwood Borough Council? ...

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014

The majority of residents think that standards are the same as they were 12 months ago

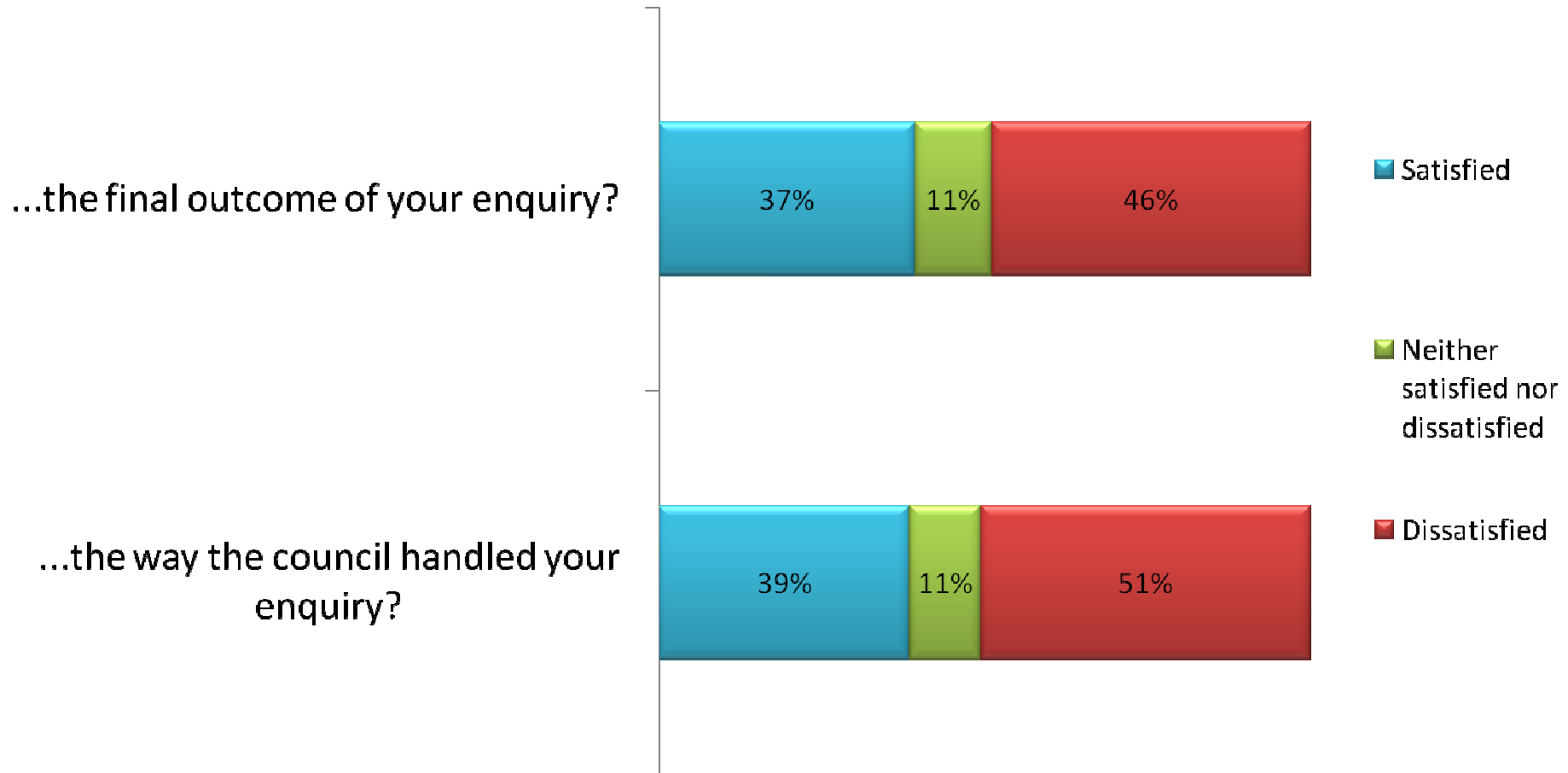


Q. Thinking about the council generally, do you think the following have got better, stayed the same or worse compared to 12 months ago?.. The quality of services overall.. Value for money received from the council.. The way the council involves residents in decision making.

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014

Residents are more likely to be dissatisfied than satisfied with the way the council deals with enquiries

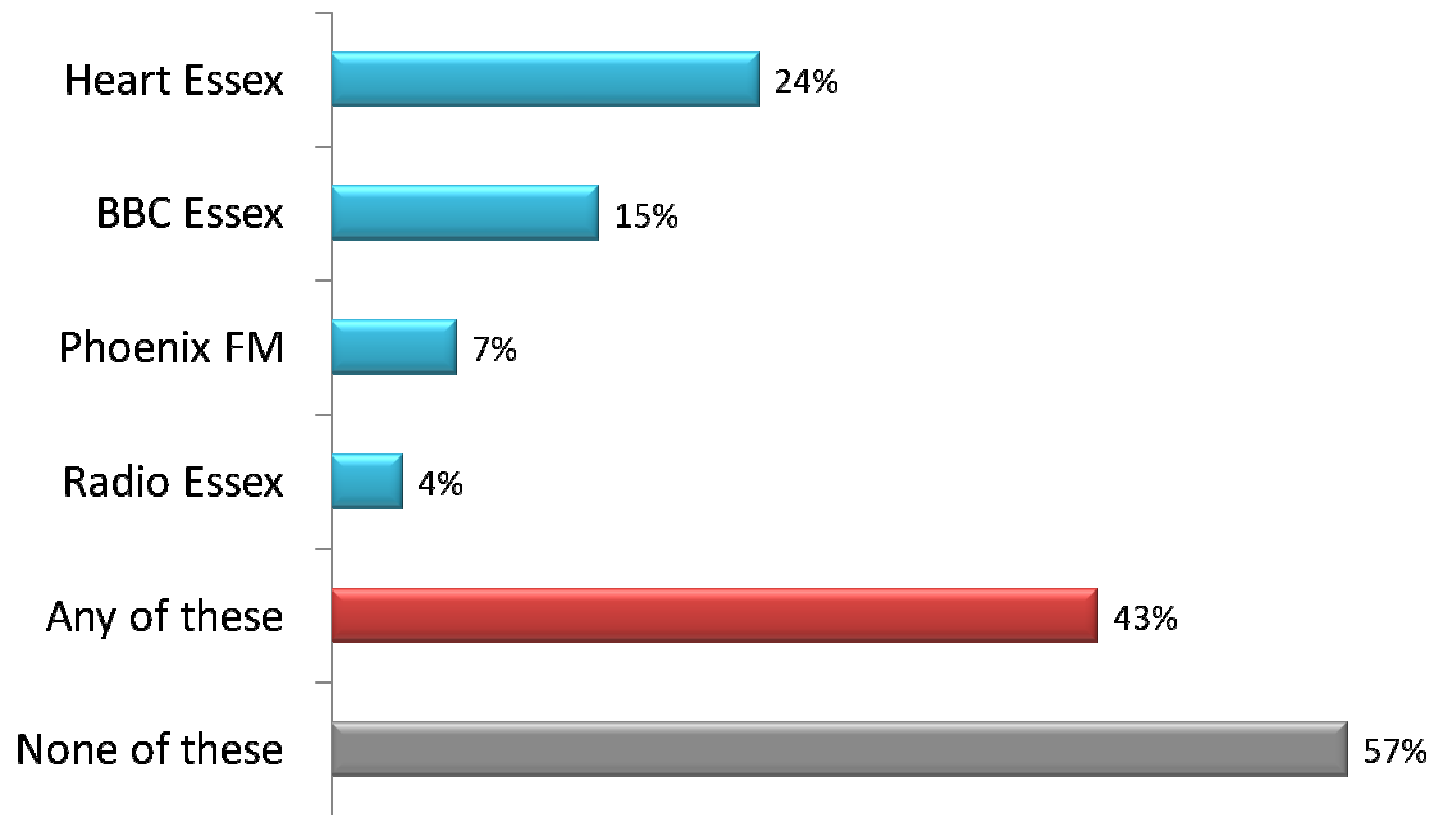
Were you satisfied or dissatisfied with...



Q. Overall, were you satisfied or dissatisfied with... ..the way the council handled your enquiry?.. ...the final outcome of your enquiry?

Source: 51 Brentwood residents aged 16+ who have contacted the council within the last 3 months, interviewed by telephone between 9th – 25th July 2014

Local radio stations listened to in past 7 days

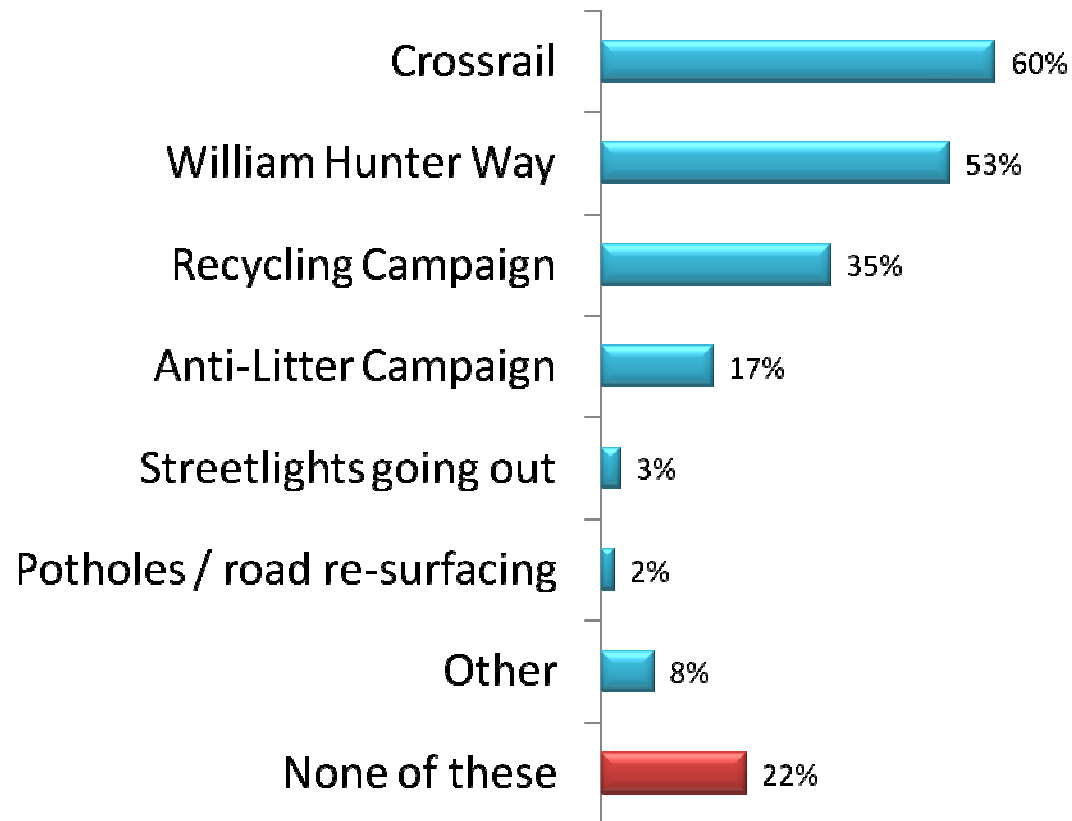


Q. Which, if any, of the following local radio stations have you listened to at least once in the last seven days?

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014

Recall of Council related stories

Q. Have you recently seen or heard any of the following about Brentwood Borough Council

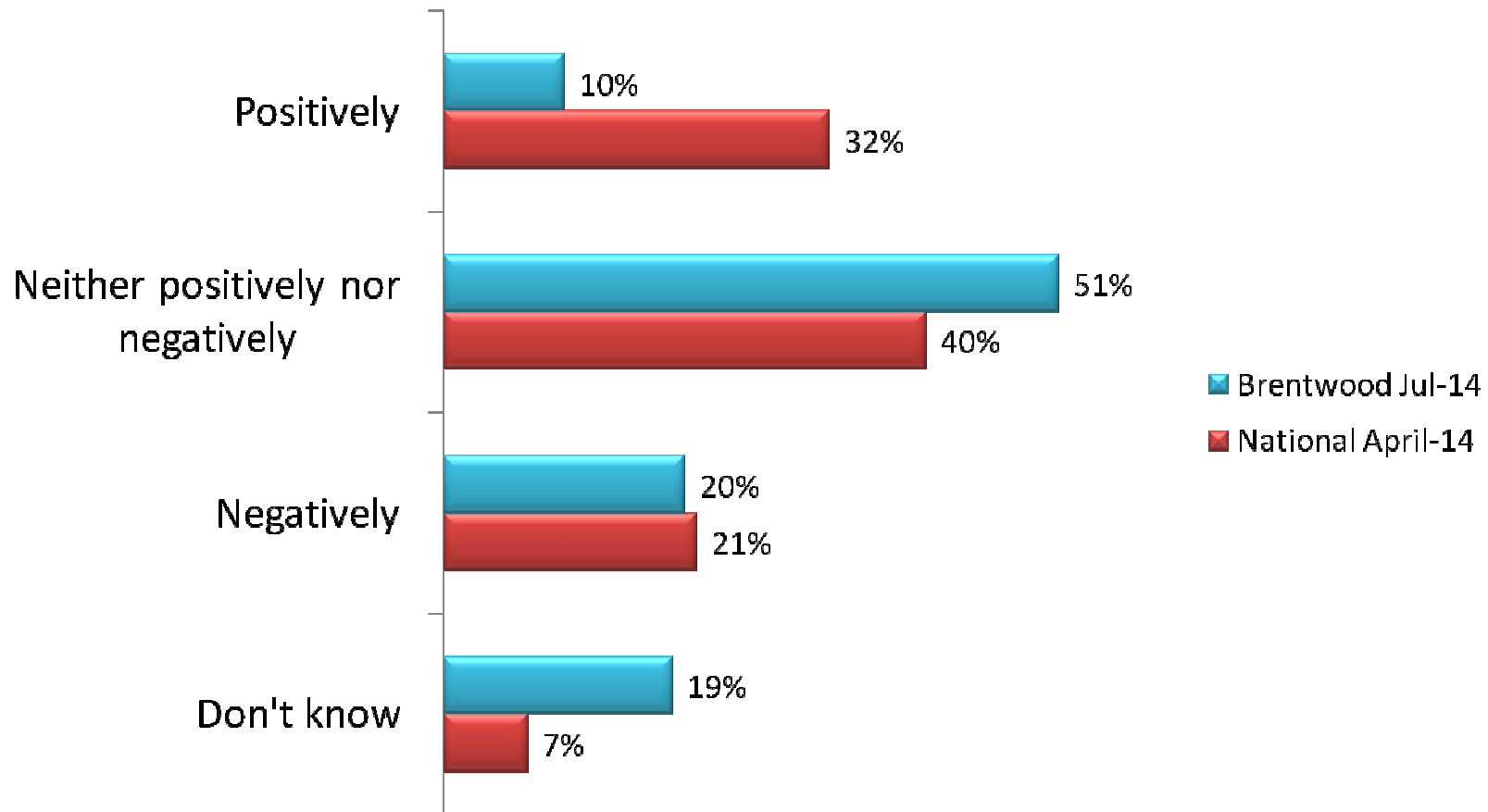


Q. Have you recently seen or heard any of the following about Brentwood Borough Council?

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014

Residents are most likely to feel that the media views the council in a neutral light

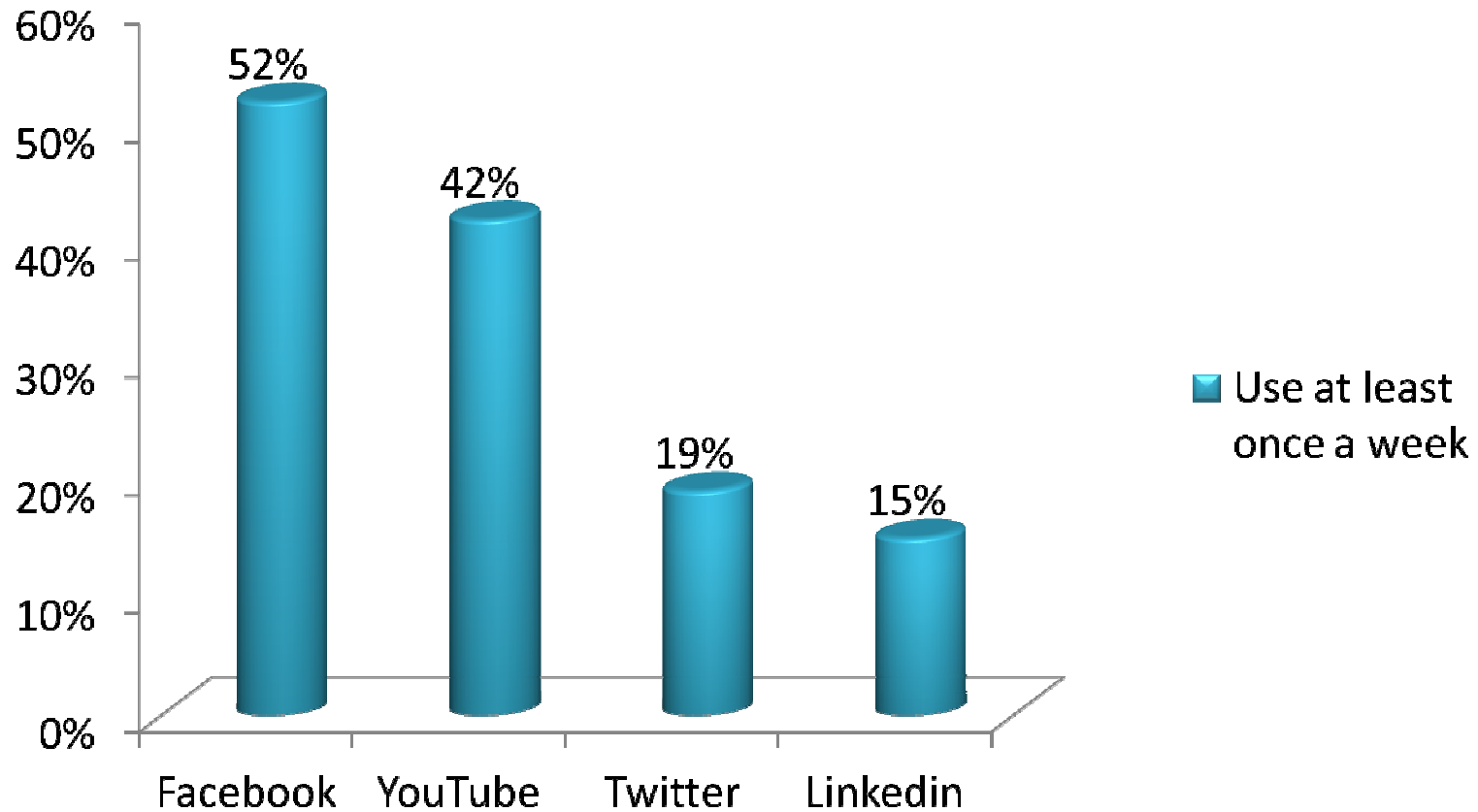
Overall, do you think that the media has viewed Brentwood Borough Council positively or negatively in the past few months?



Q. Overall, do you think that the media has viewed Brentwood Borough Council positively or negatively in the last few months?

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014; 1003 British adults, aged 18+, interviewed between 18th and 20th April 2014, LGA

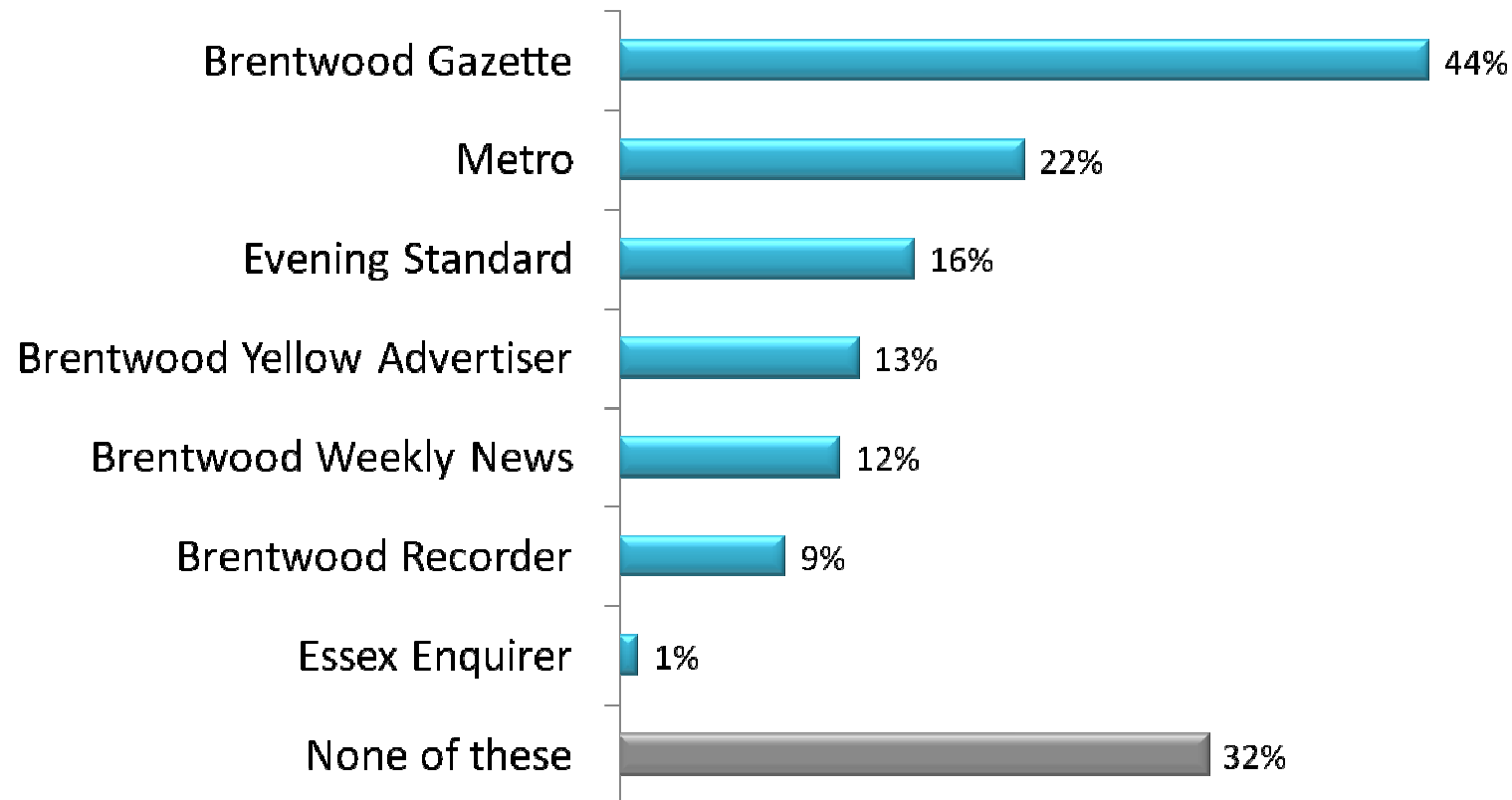
Residents' use of social media



Q. How often do you use the following social media websites?

Source: 164 Brentwood residents aged 16+ who use the internet, interviewed by telephone between 9th – 25th July 2014

Local and London newspapers read in the past 7 days

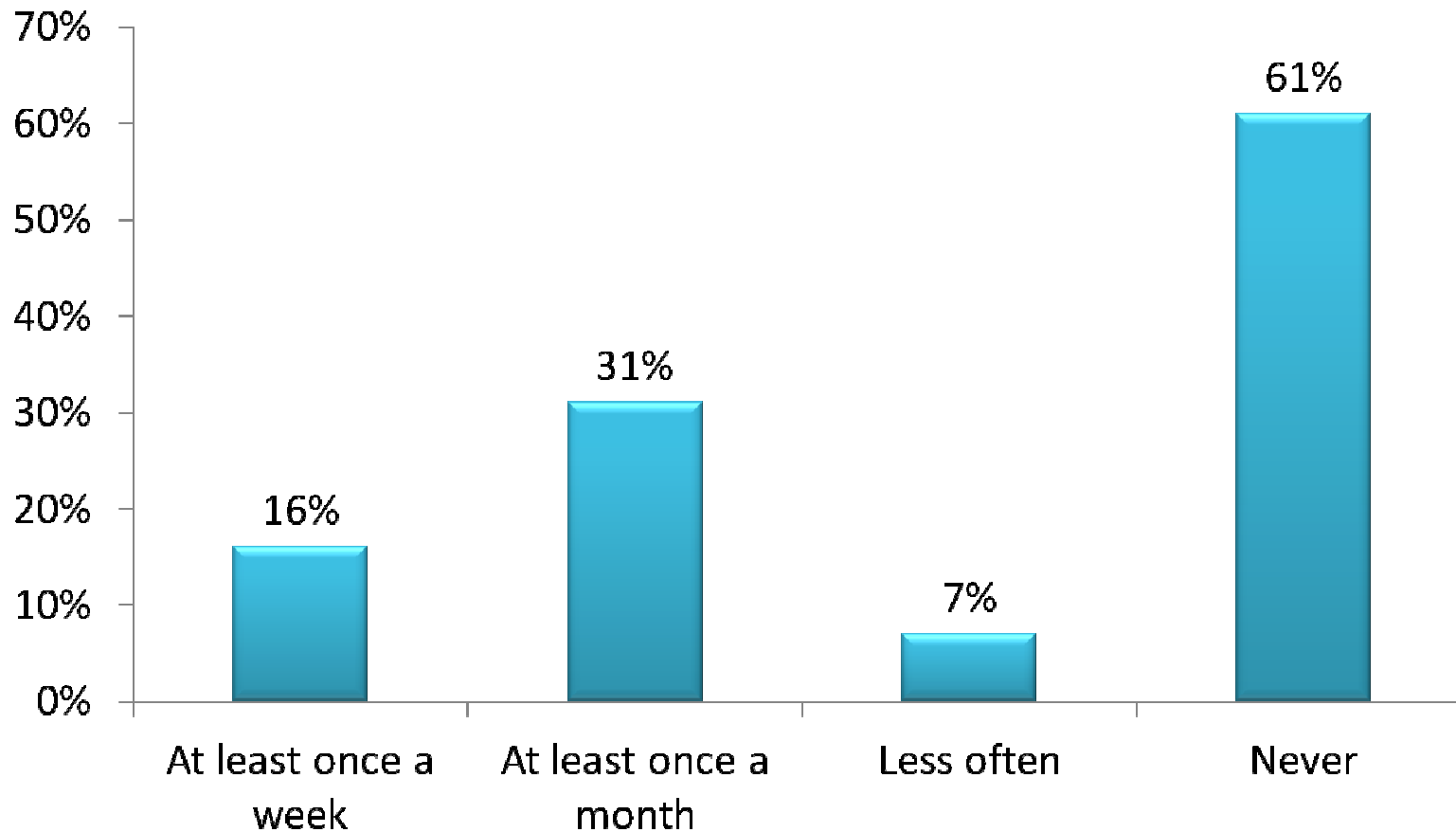


Q. Which, if any, of the following local or London newspapers have you read at least once in the last seven days?

Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014

The majority of residents who use the internet do not read local news online

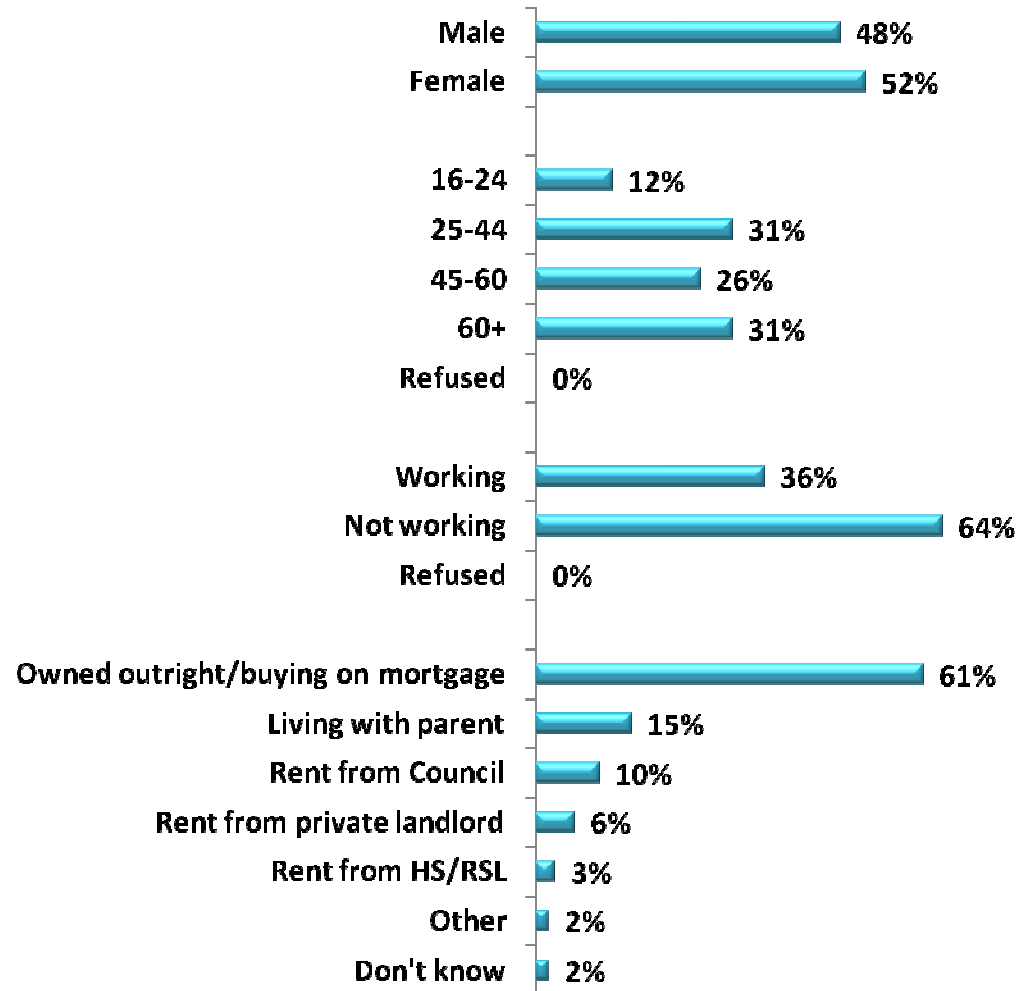
How often do you read local news online?



Q. And how often do you read local news online?

Source: 164 Brentwood residents aged 16+ who use the internet, interviewed by telephone between 9th – 25th July 2014

Demographic Breakdown of Survey



Source: 200 Brentwood residents aged 16+, interviewed by telephone between 9th – 25th July 2014