



**Business Plan Consultation:  
2016 Public Survey**

**Cambridgeshire County Council**

**Final Report  
October 2016**



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## Project details

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| <b>Client</b>           | Cambridgeshire County Council                  |
| <b>Project number</b>   | 16115  |
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# Executive Summary

Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey to better understand residents views on council priorities and a proposed increase to council tax. In total 1,327 residents participated in a face-to face interview during the month of September 2016.

## Awareness and Priorities

- 44% were aware of the financial challenges facing the County Council
- 72% of respondents under 35 were unaware of the financial challenges
- 53% were worried about the financial challenges facing the Council
- Respondents over 35 were more likely (58%) to be worried than young people (18-34) (38%)
- All outcome priority areas for the council were rated highly, in order of importance (out of 10):
  - 8.84—Children reaching their full potential
  - 8.55—People with disabilities live well independently
  - 8.37—People at risk of harm are kept safe
  - 8.20—The road network is safely maintained
  - 8.06—Older people live independently
  - 7.86—The Cambridgeshire economy prospers to the benefit of all residents
  - 7.86—People live in strong, supportive communities
  - 7.75—People lead a healthy lifestyle and stay healthy longer

## Valued Services

- 33% of respondents use libraries regularly, this was the most popular service used from those listed
- 47% did not use any of the services listed
- 56% 'particularly valued' a County Council service.
- 49% who valued a service, said they valued recycling and/or waste services (unprompted)
- 27% who valued a service, said they valued roads (unprompted)

## Potential Changes to Council Tax

- Respondents chose from 4 options
  - 34% support no change in council tax (Option 1)
  - 25% support a 2% increase for the Adult Social Care Precept (ASCP) (Option 2)
  - 18% support a 1.99% general increase (Option 3)
  - 23% support a 3.99 increase (includes 2% ASCP and 1.99% general increase) (Option 4)
- Those who were aware of the financial challenges facing the Council were more likely (72%) to support an increase in council tax than those who were not aware (61%)
- Respondents who use council's services were more likely to support an increase in council tax (69%) than non-service users (62%)
- Working age respondents and those who live in more affluent areas (using ACORN profile, see **Appendix C** for details) tend to support Option 4 more than other groups

# Introduction

## Background

Cambridgeshire County Council, like all councils, faces the major challenge of shrinking budgets along with rising costs and increased demand on services. This means that the Council has to do a lot more with less money. To better understand residents' views on levels of council tax and to inform the Council's transformation plans, Cambridgeshire County Council commissioned M·E·L Research to undertake a public survey on their behalf. The main aim of this research was to understand residents' informed preference for their council tax; pro or against an increase. Residents were provided with context around and reasons for a potential increase and asked to choose between four options that best aligned with their preference.

## Methods

### Design and Sampling

A 10-minute, face to face (doorstep) survey was administered by trained interviewers via a computer-assisted personal interview (tablet computer) to a broad cross-section of residents during the month of September 2016. In total, 1,327 residents responded to the survey. A full respondent profile is available in **Appendix A**. A copy of the paper survey is located in **Appendix B**.

A sample of starting addresses was drawn randomly from the Postal Address File and was stratified by ward. From each starting postcode, interviewers aimed to achieve approximately 6 interviews. This varies slightly (between 3 and 8 interviews) to align with the population of the ward and most wards had more than one starting postcode. In addition to achieving the desired number of interviews by ward, quotas were set for age, gender, ethnicity, and working status. Interviewers were sent to urban and rural areas to reflect the same split as the county.

### Analysis

The adult population (18+) of Cambridgeshire is nearly 500,000; a sample size of 1,327 yields a 95% confidence interval of 2.7 for a response of 50%. This means that when a result is 50%, we can be 95% confident that the true result lies between 47.3% and 52.7%. Data were analysed using SNAP Professional v11 and IBM SPSS V24. Frequencies and percentages were calculated for all of the main questions. Cross-tabulations were calculated by key variables including district, age, ethnicity, gender, working status and if there were children in the household to represent the demography of the county. Average scores were computed for survey items with a 0 to 10 scale (Question 4).

A powerful segmentation tool from CACI called ACORN has been utilised in the analysis and is referenced throughout this report. A detailed explanation of ACORN can be found in **Appendix C**.

Differences in proportions were compared using z-tests and statistically significant results (at the 5% level) are indicated in the text. Where average scores were computed, differences across subgroups were tested for significance using unpaired t-tests and F-tests (ANOVA), where appropriate. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population).

## Reporting

Owing to the rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. For some questions, respondents could give more than one response (multi choice). For these questions, the percentage for each response is calculated as a percentage of the total number of respondents and therefore percentages do not add up to 100%.

The main body of this report presents the key findings including subgroup analysis of the key sections of the survey. The results do not appear in the order of the questionnaire.

# Results

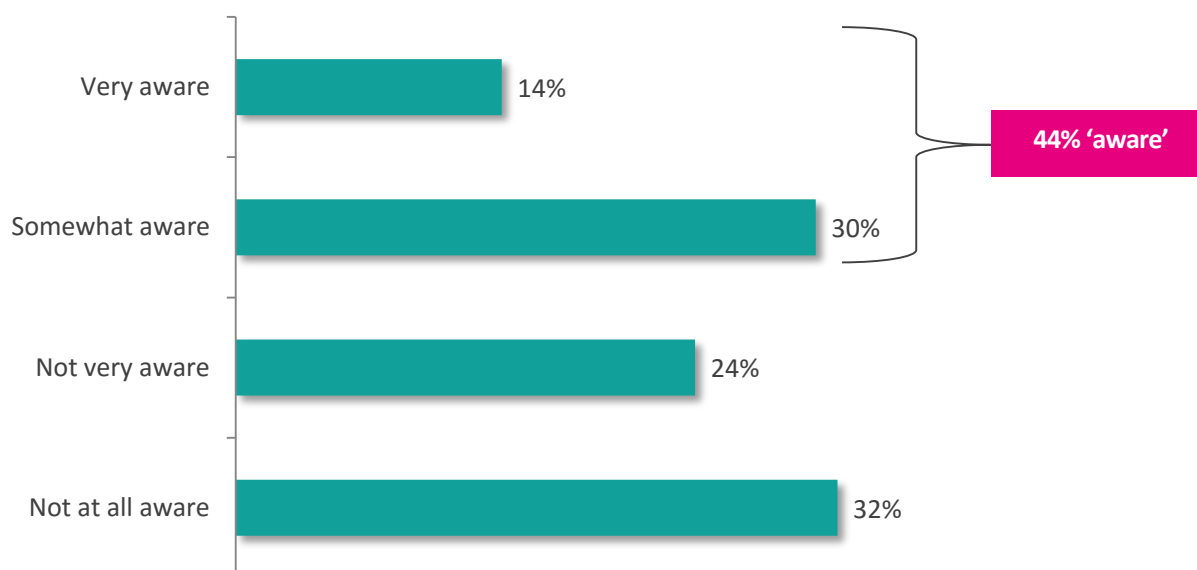
## Awareness and Priorities

Cambridgeshire County Council sought to gather insight into the level of awareness about the financial challenges the County faces (i.e. the need to save £23 million in the next year and £86 million in the next 5 years). More than half (56%) of respondents said they were unaware of the financial challenges facing the Council (Figure 1).

Young people (35 and under) were the least aware (72% unaware) compared to those aged 35-44 (58% unaware) and people over 45 (46% unaware). Respondents from the Affluent Achievers ACORN group were the most aware (54%) compared to all the other groups (42%).

**Figure 1: Awareness of financial challenges of the Council**

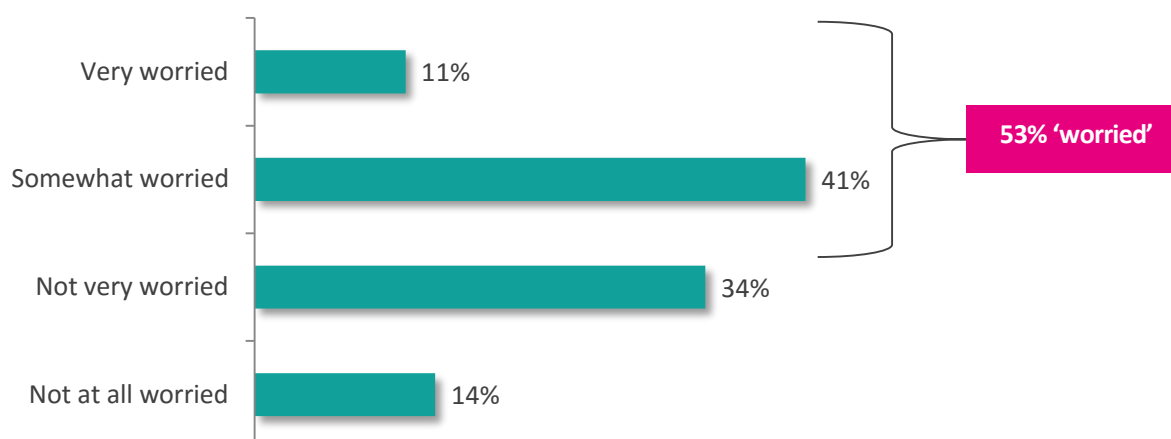
*Percentage of respondents – base size 1312*



The Council also wanted to understand how respondents felt about the financial challenges and just over half (53%) said that they were worried (Figure 2). Respondents over 35 were more likely to be worried (58%) than younger people (38%). Women were also more likely (56%) to be worried than men (49%). Worrying and awareness tended to overlap. Nearly seven in ten (68%) respondents who were aware of the challenges prior to the interview were also worried, compared to just four in ten (40%) who were unaware and also worried.

**Figure 2: Feelings about continuing financial challenges of Council**

Percentage of respondents – base size 1210



## Valued Services

The Council aims to achieve specific outcomes that ensure the wellbeing and safety of their residents; these outcomes overlap with key service areas. Respondents were asked to indicate the importance of each from 0 to 10, where 10 is very important. Average scores were calculated for each outcome and are shown in order of importance (Figure 3). Generally, respondents rated each area as high in importance with scores ranging from 7.75 to 8.84. Helping children to reach their full potential was rated as the most important with an average score of 8.84 out of 10.

**Figure 3: Average Score for importance**

Percentage of respondents – base size 1294





A subgroup analysis was undertaken to better understand how different groups place importance on each of these key areas (**Appendix D**). Average scores were highest for 'Children are helped to reach their full potential' for all groups except older people, whose highest score was for 'Older people live independently'. 'People with disabilities live well independently' received the second highest average score across all subgroups.

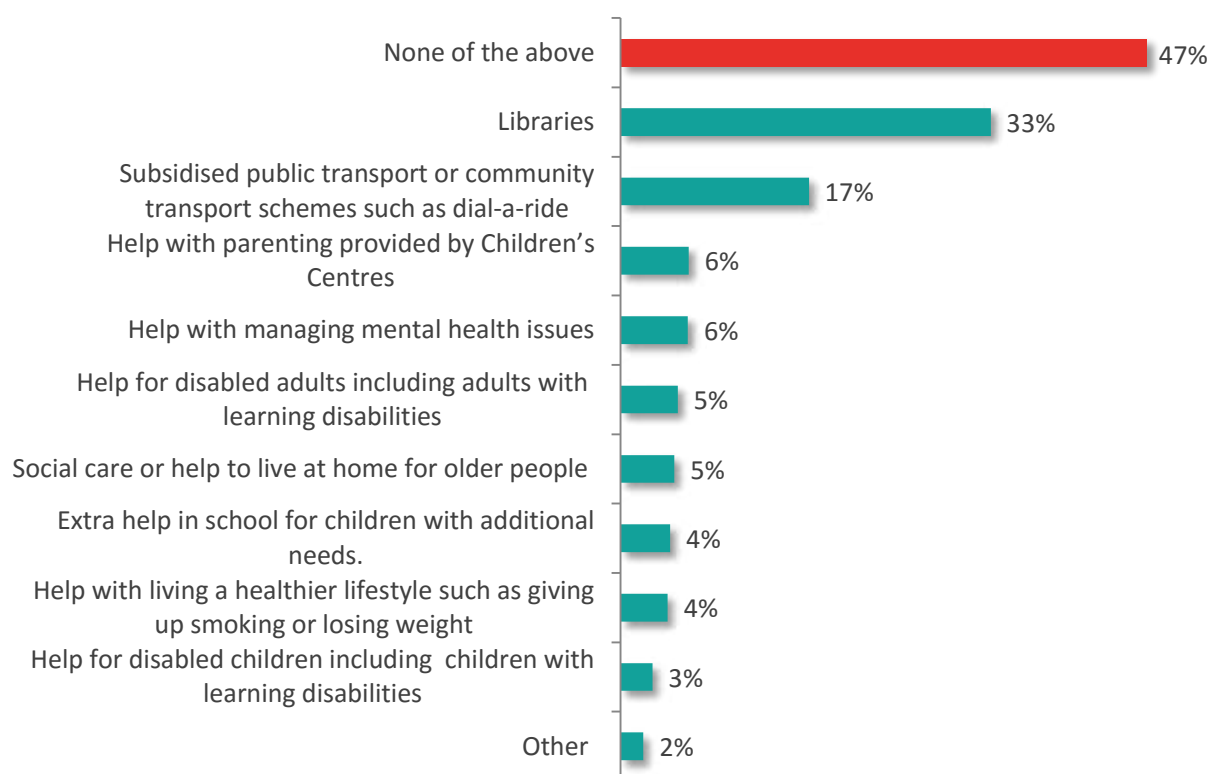
'People lead a healthy lifestyle and stay healthy longer' received the lowest average score (eighth place ranking) for all groups, except for older people (65+) and the Rising Prosperity ACORN group where average scores were ranked sixth.

## Experience of County Council Services

Respondents were given a specific list of County Council services and asked which (if any) they use regularly. It should be noted that general County Council work carried out on behalf of the whole community such as road maintenance was not included in the list. The most popular services from the list were libraries (33%) followed by subsidised transport (17%) (Figure 4). Just under half (47%) of respondents said that they don't use any of the services regularly.

**Figure 4: Council services used regularly (multiple response)**

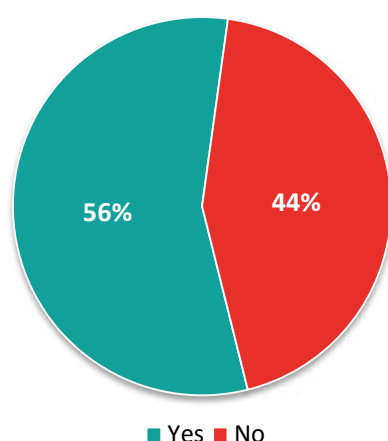
*Percentage of respondents – base size 1327*



Respondents were asked to keep in mind that in addition to services listed above, the Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy. They were then asked if there was any part of the County Council's Services that they particularly valued and more than half (56%) said yes (Figure 5). The most popular services that respondents valued, and by a large margin, were waste and recycling services (49%); roads were also valued by over one quarter (27%) of respondents (Figure 6). Over one in ten (13%) said that they valued 'all services'.

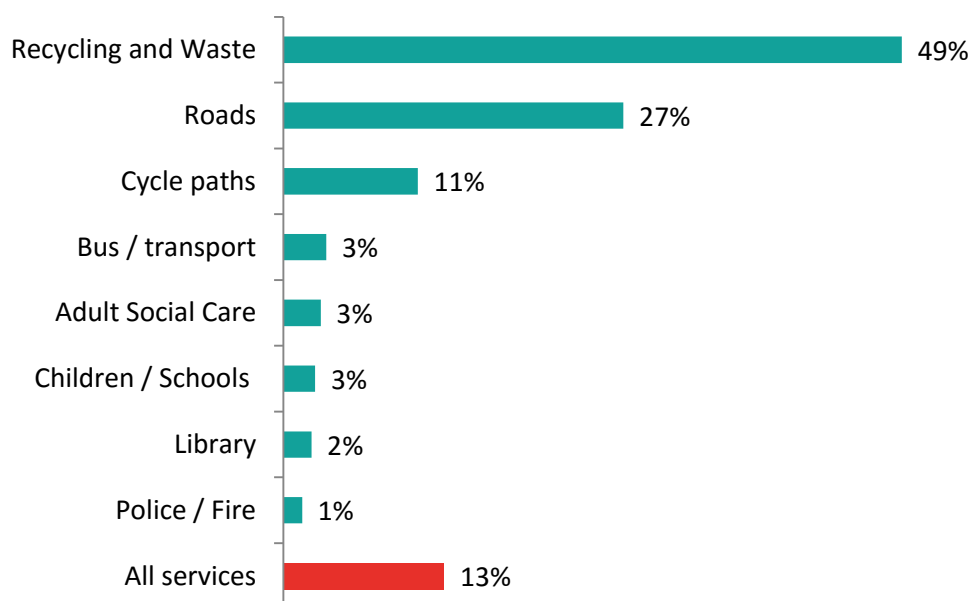
**Figure 5: Valued services**

*Percentage of respondents – base size 1193*



**Figure 6: Part of the County Council that services that are particularly valued (open ended, multiple response)**

*Percentage of respondents – base size 669*



# Potential Changes to Council Tax

Respondents were told about four options for a change in council tax in Cambridgeshire, including an option for no change to the current council tax rates (Option 1). Respondents were also given a card so they could read the information for themselves (Table 1). This included an option (Option 2) for an increase that is already included in the Council's current business plan that would increase council tax by 2%, called the Adult Social Care Precept (ASCP). The ASCP is an amount the Council is allowed to increase council tax by specifically to pay for care for adults, particularly the elderly.

It was also explained to respondents that any increase applies only to the County Council's part of Council tax (i.e. other parts of council tax also go to pay for police, fire, parish and district council services).

Table 1: Council Tax Options with descriptions (taken from survey Showcard provided to resident)

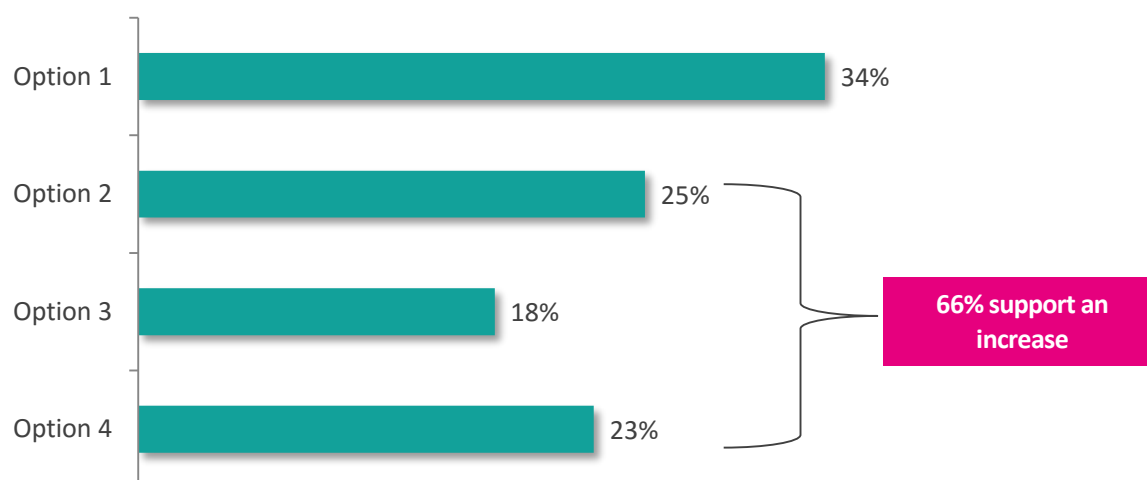
|          |  |
|----------|--|
| Option 1 | <b>Not increasing council tax.</b><br><b>This would mean <u>not</u> raising the Adult Social Care Precept of 2%.</b><br>An average band D property would not have to pay the 45p per week currently planned (£23.34 a year) <u>but</u> the County Council would have to find an additional £5.13 million of savings from Adult Social Care in order to balance the budget.   |
| Option 2 | <b><u>Only raising the Adult Social Care Precept of 2%.</u></b><br>An average band D property would pay an extra 45p per week (£23.34 a year) and the resulting £5.13 million already included in our plans would <u>just</u> be spent on Adult Social Care.   |
| Option 3 | <b><u>Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.</u></b><br>An average band D property would pay an extra 45p per week (£23.22 a year).<br>The County Council would have to find at least an extra £200,000 from Adult Social Care in savings to balance our budget, however it means the £5.11m raised can be spent <u>on all services</u> rather than only ring fenced and currently planned to Adult Social Care. |
| Option 4 | <b><u>Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%</u></b><br>An average band D property would pay an extra 90p per week (£46.56 a year).<br>This would mean that the £5.13 million currently planned would be spent on Adult Social Care <u>and</u> a further £5.11 million would be available to be spent on other services.  |

The majority of respondents (66%) were in favour of an increase of some sort and Option 2 was supported by slightly more residents (25%) than Option 4 (23%) (Figure 7). Option 3, a general increase of 1.99% had the least support (18%).

The remainder of respondents (34%) were in support of no increase (Option 1) in Council Tax. Although most respondents (98%) provided a response, a small number (33 respondents) said that they would need more information to make a decision.

**Figure 7: Preference of Council Tax increase**

Percentage of respondents – base size 1294

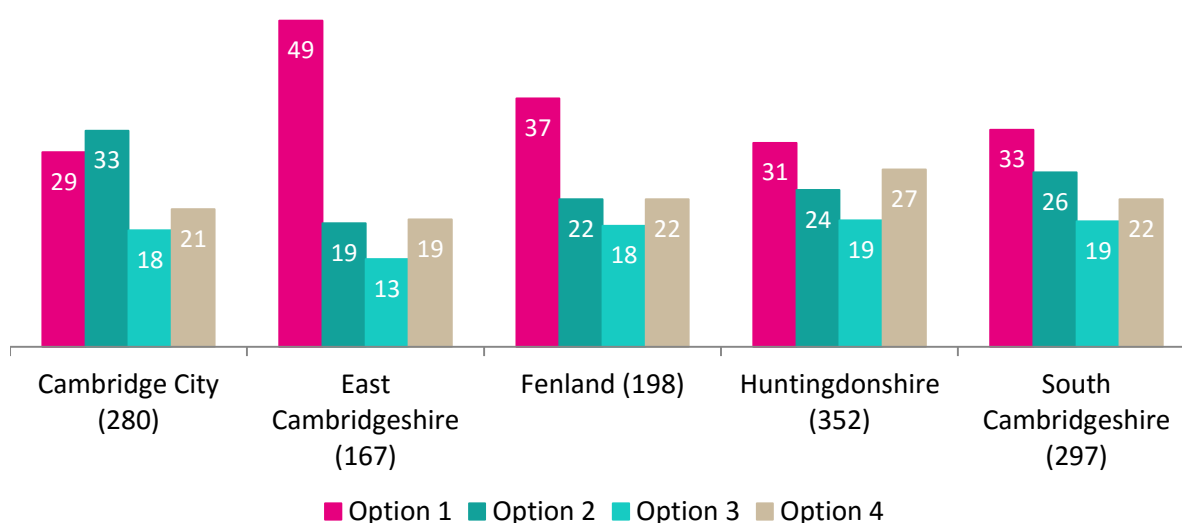


The majority of respondents across all districts were in support of an increase in council tax, with the exception of East Cambridgeshire where only half (51%) supported an increase to tax (Figure 8). East Cambridgeshire had the highest proportion of respondents (61%) in the Comfortable Communities ACORN group, which may have contributed to this result.

Option 1 was the most frequently selected option in all districts, except Cambridge City (29%), where slightly more respondents preferred Option 2 (33%). The profile for Cambridge City respondents was younger than in any other district which likely contributed to this result. Out of all districts, Huntingdonshire favoured Option 4 the most.

**Figure 8: Option Preference of Council Tax increase by District (%)**

Percentage of respondents – base size indicated in graph



A full subgroup analysis was undertaken to better understand the preferences of different groups. Group differences that were statistically significant are shown in Table 2.

Working aged people (35-64) were more likely (27%) to select Option 4 than younger or older people (both 19%). More residents in the Affluent Achiever ACORN group preferred Option 4 (30%) to Option 1 (27%), although this difference is not significant. Differences in the lower three ACORN groups were significant, with respondents preferring Option 1 over Options 2-4. The majority of non-white respondents (59%) prefer Option 1 and less than one in ten (7%) preferred Option 4.

**Table 2: Option preference by demographics (group differences that are statistically significant)**

| Sub-group (N)                 | Supports<br>No Increase<br>(Option 1) | Supports<br>Increase<br>(Options 2-4) | Option<br>2 | Option<br>3 | Option<br>4 |
|-------------------------------|---------------------------------------|---------------------------------------|-------------|-------------|-------------|
| <b>Age</b>                    |                                       |                                       |             |             |             |
| 18-34 (375)                   | 37%                                   | 64%                                   | 23%         | 22%         | 19%         |
| 35-64 (640)                   | 32%                                   | 68%                                   | 25%         | 16%         | 27%         |
| 65+ (260)                     | 37%                                   | 63%                                   | 29%         | 16%         | 19%         |
| <b>ACORN</b>                  |                                       |                                       |             |             |             |
| Affluent Achiever (304)       | 26%                                   | 74%                                   | 27%         | 17%         | 30%         |
| Rising Prosperity (179)       | 34%                                   | 66%                                   | 28%         | 18%         | 20%         |
| Comfortable Communities (440) | 36%                                   | 64%                                   | 23%         | 18%         | 23%         |
| Financially Stretched (210)   | 36%                                   | 64%                                   | 23%         | 20%         | 21%         |
| Urban Adversity (139)         | 42%                                   | 58%                                   | 30%         | 14%         | 14%         |
| <b>Ethnicity</b>              |                                       |                                       |             |             |             |
| White (1198)                  | 32%                                   | 68%                                   | 26%         | 19%         | 24%         |
| All other groups (85)         | 59%                                   | 41%                                   | 25%         | 9%          | 7%          |

Differences in gender, caring responsibilities, tax reduction status, working status, and whether or not children live in the home were not significant (Table 3). A higher proportion (73%) of respondents with caring responsibilities supported an increase in council tax than non-carers (65%) although this is not significant likely due to the small base size. Respondents who receive a reduction in their council tax were slightly more likely (38%) to support no increase than those who pay full price (32%), but the difference is not statistically significant.

Table 3: Option preference by demographics (group differences that are not statistically significant)

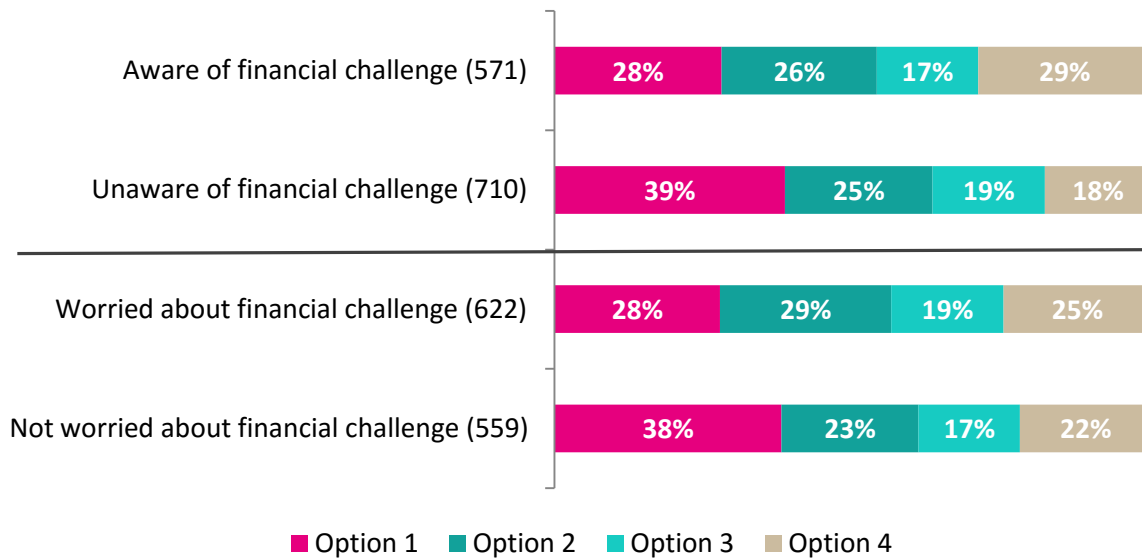
| Sub-group (N)                  | Supports<br>No Increase<br>(Option 1) | Supports<br>Increase<br>(Options 2-4) | Option<br>2 | Option<br>3 | Option<br>4 |
|--------------------------------|---------------------------------------|---------------------------------------|-------------|-------------|-------------|
| <b>Gender</b>                  |                                       |                                       |             |             |             |
| Female (647)                   | 33%                                   | 67%                                   | 26%         | 19%         | 22%         |
| Male (646)                     | 35%                                   | 65%                                   | 25%         | 16%         | 23%         |
| <b>Working Status</b>          |                                       |                                       |             |             |             |
| Working (777)                  | 33%                                   | 67%                                   | 24%         | 19%         | 24%         |
| Retired (303)                  | 36%                                   | 64%                                   | 29%         | 14%         | 21%         |
| Not working (214)              | 36%                                   | 64%                                   | 26%         | 18%         | 20%         |
| <b>Caring responsibilities</b> |                                       |                                       |             |             |             |
| Carer (123)                    | 27%                                   | 73%                                   | 29%         | 19%         | 25%         |
| Non-carer (1169)               | 35%                                   | 65%                                   | 25%         | 18%         | 22%         |
| <b>Children in household</b>   |                                       |                                       |             |             |             |
| Children (448)                 | 35%                                   | 65%                                   | 23%         | 21%         | 21%         |
| No children (846)              | 34%                                   | 66%                                   | 27%         | 16%         | 24%         |
| <b>Tax Reduction Recipient</b> |                                       |                                       |             |             |             |
| Receive tax reduction (274)    | 38%                                   | 62%                                   | 26%         | 16%         | 19%         |
| No tax reduction (882)         | 32%                                   | 68%                                   | 25%         | 19%         | 24%         |

Respondents who were aware of the financial challenges facing the County Council were more likely (72%) to support an increase in council tax compared to those who were unaware (61%) (Figure 9). Respondents who said they were aware, were split between Option 1 (28%) and Option 4 (29%); compared to 39% and 18%, respectively for those who were not aware of the financial challenges before they participated in the interview.

Results were similar for those who were worried about the financial challenges (Figure 9). Respondents who were worried about the challenges were more likely (72%) to support an increase in council tax than those who were not worried (62%).

**Figure 9: Option preference by awareness and worry of financial challenge**

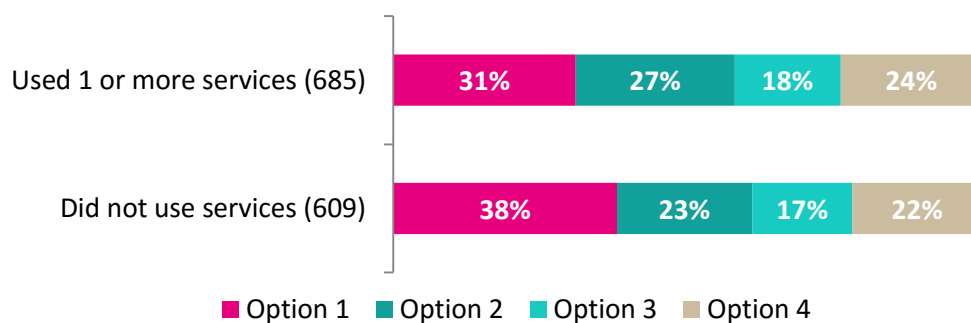
Percentage of respondents – base size indicated in graph



Respondents who regularly use council services were more likely (69%) to support an increase in tax than regular service users (62%).

**Figure 10: Option preference by use of council services**

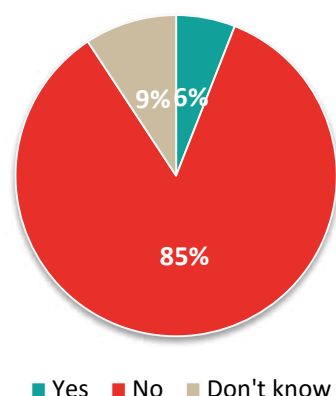
Percentage of respondents – base size indicated in graph



All respondents were asked if they would increase Council Tax by more than 3.99% if there were no restrictions on the size of the increase and approximately one in twenty (6%) said they would (Figure 11). We also examined this for those who selected Option 4 in the previous question and 24% said they would increase tax by more than 3.99%.

**Figure 11: Increasing Council Tax by more than 3.99%**

Percentage of respondents – base size 1327



Where a respondent was in favour of an increase of more than 3.99%, they were asked what percentage they would raise tax by and responses (71 in total) ranged from 4% to 10%, with 5% (46 responses) the most common response.

## Reasons for choosing each option

After selecting their preferred option, residents were asked their reasons. There were a few common themes throughout and these are shown in Table 4. The majority of respondents (82%) who gave a reason for selecting Option 1, said that tax is too high already or they could not afford any increase. It is important to note that not everyone gave a reason and 40% of all those who selected Option 1 did not indicate their reason. For Options 2-4, respondents tended to comment on what was more important to them—either money spent on adult social care or money spent on all services. Illustrative quotes are shown in Table 5.

**Table 4: Most popular reasons given for choosing each Option**

|          |  |   |  |
|----------|--|---|--|
| Option 1 | Tax is too high already /<br><b>cannot afford</b> increase<br>(217 comments) | Council should find<br><b>efficiencies</b> instead<br>(32 comments)     |  |
| Option 2 | <b>Adult social care is important</b> /<br>needs money<br>(203 comments)     | 2% not too much /<br><b>can afford the increase</b><br>(25 comments)    |  |
| Option 3 | Money used on<br><b>all services</b><br>(106 comments)                       | 1.99% not too much /<br><b>can afford the increase</b><br>(25 comments) | Seems the <b>most fair</b><br>(21 comments)            |
| Option 4 | Money used on<br><b>all services</b><br>(167 comments)                       | 3.99% not too much /<br><b>can afford the increase</b><br>(58 comments) | <b>Adult social care is important</b><br>(15 comments) |



Table 5: Illustrative quotes for choosing each option

|          |  |
|----------|--|
| Option 1 | <p>"The council tax is <b>already expensive for families</b> trying to balance their finances which are already a struggle for most. We find it difficult meeting all our bills every month."</p> <p>"I don't want to pay anything extra, <b>already we are paying too much</b>. They should <b>spend more wisely</b> and planning."</p> |
| Option 2 | <p>"Because I know the <b>social care for adults have cut down drastically</b> and its extra pressure on hospital and GPs. I think they really need help."</p>   |
| Option 3 | <p>"Help for the adult social care is very important but <b>providing for all services is better.</b>"</p>   |
| Option 4 | <p>"We <b>could afford it</b>. We need to <b>increase levels of care</b> and can only do this with more money"</p> <p>"The funds would go to <b>help adult social care significantly</b> but will <b>also benefit other services too</b>"</p>  |

# Conclusions

This research engaged with over 1,300 residents in Cambridgeshire to seek their views on priorities for the County Council and informed preference for a potential change in council tax. Before directly asking what residents thought, we explained the Council's current situation so that everyone was making a decision with a general level of knowledge about the current financial challenges. We learned that less than half (44%) of residents were already aware of the financial challenges and more than half (53%) were worried about them. Many of the comments provided indicate that residents appreciate the need for the Council to look after residents and perhaps a potential reduction in services for either themselves or their families was worrisome.

Residents were also asked to rate the importance of eight key outcomes that the Council aims to achieve and helping 'children to reach their full potential' was rated the most important followed closely by helping 'people with disabilities live well independently'. All outcomes were rated highly in general, but the top two reflect that protecting vulnerable people, including children, as the highest priority. Children's social care, children's centres and schools were mentioned relatively fewer times in the comments section compared to adult social care, but this may reflect the attention on adult social care (e.g. adult social care precept) and the public's increased knowledge of the pressures on the Council and NHS because of an aging population.

Residents were asked directly what, if any, services that the Council provides that they particularly value and recycling and waste was listed by nearly half (49%) of those that said that they value services. This was an open text box, although examples were given and likely prompted residents to think of these areas first.

In addition to giving their views on County Council services, residents were provided with four options for a potential change to their council tax rate and asked to select their preferred option. Residents were provided with some context and implications to help make an informed decision. They were also provided with an example of what an increase would be for the 'average Band D' property (e.g. 2% would be 45p per week); they were not provided with the exact figures for their own property band or other property bands.

Two thirds (66%) of residents were in favour of an increase (Options 2-4), but the amount they were comfortable with and where they wanted it spent varied. Slightly more residents were in favour of raising tax by 2% for the adult social care precept (ASCP) (Option 2). A similar portion of residents (23%) were in support of a 3.99% increase that includes the ASCP and a 1.99% general increase. The comments reflect that many residents considered both their personal circumstances (e.g. what they can afford) and the importance of services for the community.

Residents in favour of Option 4 tended to be from more affluent areas, perhaps reflecting that a greater percentage increase would be more welcome and affordable for people who live in more expensive areas.

One third (34%) of residents were in support of no increase to their council tax (Option 1) and the majority of the comments given were financial in nature—either they were paying too much already or that they could not afford any increase. Residents who were in support of no increase tended to be from less affluent backgrounds; 42% of residents in the Urban Adversity ACORN group (who tend to be from the most deprived and poorest backgrounds) were in support of no increase.

Any increase to council tax should consider those in the most deprived areas to ensure the increase is affordable. As mentioned earlier, residents were given an example of a Band D property and it is possible that they considered the implication of a 45p or 90p weekly increase, instead of a smaller amount that would correspond to a lower band. This research does not directly assess the financial implications on residents. However, comments from a small portion of residents who selected Option 1 suggested an increase would be unaffordable.

**Appendix A: Respondent Profile**

**Appendix B: Questionnaire**

**Appendix C: About CACI ACORN**

**Appendix D: Subgroup analysis for Priority Areas (Question 4)**

## Appendix A: Respondent Profile

| Sub-group                   | No.  | %  |
|-----------------------------|------|----|
| <b>Age</b>                  |      |    |
| 18-24                       | 154  | 12 |
| 25-34                       | 231  | 17 |
| 35-44                       | 243  | 18 |
| 45-54                       | 233  | 18 |
| 55-64                       | 182  | 14 |
| 65-84                       | 262  | 20 |
| 85+                         | 21   | 2  |
| <b>Gender</b>               |      |    |
| female                      | 662  | 50 |
| male                        | 664  | 50 |
| <b>Ethnicity</b>            |      |    |
| white British               | 1101 | 83 |
| other white                 | 127  | 10 |
| all other groups            | 83   | 7  |
| <b>Working Status</b>       |      |    |
| employed                    | 799  | 60 |
| retired                     | 307  | 23 |
| student                     | 59   | 4  |
| looking after home / family | 73   | 6  |
| long-term sick / disabled   | 40   | 3  |
| something else              | 49   | 4  |

| Sub-group  | No.  | %  |
|--|------|----|
| <b>Long-standing illness, disability, or infirmity that limits activity in any way</b> |      |    |
| yes  | 218  | 16 |
| no   | 1106 | 83 |
| <b>Carer</b>   |      |    |
| yes  | 123  | 9  |
| no   | 1201 | 91 |
| <b>Number of people in household</b>   |      |    |
| one  | 203  | 15 |
| two  | 466  | 35 |
| three  | 264  | 20 |
| four or more   | 394  | 30 |
| <b>Children &lt; 16 in household</b>   |      |    |
| yes  | 462  | 35 |
| no   | 864  | 65 |
| <b>ACORN</b>   |      |    |
| Affluent Achiever  | 313  | 24 |
| Rising Prosperity  | 183  | 14 |
| Comfortable Communities  | 452  | 35 |
| Financially Stretched  | 215  | 16 |
| Urban Adversity  | 142  | 11 |

# Appendix B: Questionnaire

## Cambridgeshire Budget Consultation - 16115

Hello, my name is .... and I work for MEL Research an independent research company. I am conducting a survey on behalf of Cambridgeshire County Council.

The Council is seeking resident views to help them plan the budget next year, including setting the level of council tax as well as making savings.

The information you provide will be kept confidential and not be linked to your name or address. The survey should take about 10 minutes, are you happy to continue?

### Section 1

Q1 First can I just check that you are 18 or over?

Yes ..... ☐ 1 No (Thank you and close) ..... ☐ 2

Q2 Just to give you a bit of background. The Council spends £549 million a year on services for residents and needs to find savings over £23 million in the next year and £86 million over the following 5 years. This is in addition to the £175 million already saved over the past 5 years.  
[Optional SHOWCARD 0, for those interested in current breakdown of Council spending]

Before today, how aware were you of the level of financial challenges facing the County Council?  
(i.e. the amount they need to save) **SHOWCARD 1**

Very aware ..... ☐ 1 Not at all aware ..... ☐ 4  
Somewhat aware ..... ☐ 2 Unsure / Don't know ..... ☐ 5  
Not very aware ..... ☐ 3

Q3 How do you feel about the continuing financial challenges faced by the County Council?  
**SHOWCARD 2**

Very worried ..... ☐ 1 Not at all worried ..... ☐ 4  
Somewhat worried ..... ☐ 2 Unsure / Don't know ..... ☐ 5  
Not very worried ..... ☐ 3

Q4 On a scale of 0 to 10, with 10 being 'very important' and 0 being 'not at all important', how important do you think each of the following outcomes are that County Council services are working to achieve? **SHOWCARD 3**

|   | 0                        | 1                        | 2                        | 3                        | 4                        | 5                        | 6                        | 7                        | 8                        | 9                        | 10                       | Don't know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Older people live independently                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People with disabilities live well independently                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People live in strong, supportive communities                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The road network is safely maintained                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Children are helped to reach their full potential                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People at risk of harm are kept safe                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The Cambridgeshire economy prospers to the benefit of all residents | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| People lead a healthy lifestyle and stay healthy longer             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## Council Tax:

Q5 Do you or does someone in your household pay council tax? (If council tax is included in your rent, tick YES)

Yes (Go to Q6) ..... ☐ 1      Don't know (Go to Q7) ..... ☐ 3  
No (Go to Q7) ..... ☐ 2

Q6 Do you receive a reduction in Council Tax due to household circumstances?

Yes ..... ☐ 1      Don't know ..... ☐ 3  
No ..... ☐ 2

### Question 7

**READ OUT:** For the next question, the council wants your view on a proposed increase to council tax by 2% and there are four options to choose from. The 2% increase is called the Adult Social Care Precept, this is what the Council is allowed to increase tax by and it goes to pay for care for adults, mostly the elderly.

The increase applies to the Councils portion of your tax only (other parts of tax go to police, fire, parish and district councils).

**READ OUT:** Just so you know, a 2% increase means the average household (Band D council tax) will pay an extra 45p a week or £23.34 per year. To quickly summarise the 4 OPTIONS:

Option 1 is no increase in Council Tax. The Council would need to find over £5 million in savings from the planned Adult Social Care budget.

Option 2 is the 2% planned increase and would all go to Adult Social Care.

Option 3 is a general increase of 1.99% instead, and the money could be used across services (not exclusively for adult social care).

Option 4 is to raise both the Adult Social Care Precept and a general increase (option 2 and 3 above). A total increase of 3.99%.

Which of the following four options for the County Council's part of Council tax do you support? **SHOWCARD 4 (Allow resident to read showcard, assist them if needed)**

#### Option 1: Not increasing council tax.

This would mean not raising the Adult Social Care Precept of 2%.

An average band D property would not have to pay the 45p per week currently planned (£23.34 a year) but the County Council would have to find an additional £5.13 million of savings from Adult Social Care in order to balance the budget.

#### Option 2: Only raising the Adult Social Care Precept of 2%.

An average band D property would pay an extra 45p per week (£23.34 a year) and the resulting £5.13 million already included in our plans would just be spent on Adult Social Care.



**Option 3: Only having a general increase in council tax of 1.99% instead of the Adult Social Care Precept.**

An average band D property would pay an extra 45p per week (£23.22 a year).

The County Council would have to find at least an extra £200,000 in savings from Adult Social Care to balance our budget, however it means the £5.11m raised can be spent on all services rather than only ring fenced and currently planned to Adult Social Care.

**Option 4: Raising both the Adult Social Care Precept and having a general increase council tax. A total increase of 3.99%**

An average band D property would pay an extra 90p per week (£46.56 a year).

This would mean that the £5.13 million currently planned would be spent on Adult Social Care and a further £5.11 million would be available to be spent on other services.

**Q7 INTERVIEWER TO CONFIRM WITH RESPONDENT (SHOWCARD 4)**

- |               |                            |                                       |                            |
|---------------|----------------------------|---------------------------------------|----------------------------|
| Option 1..... | <input type="checkbox"/> 1 | Option 4.....                         | <input type="checkbox"/> 4 |
| Option 2..... | <input type="checkbox"/> 2 | Don't know - <b>DO NOT READ</b> ..... | <input type="checkbox"/> 5 |
| Option 3..... | <input type="checkbox"/> 3 |                                       |                            |

**Q8 Can you please tell us why you chose {Q7} for Council tax? (If don't know, tell us if you require more information to make a decision)**

**Q9 If there were no restrictions on the size of Council tax increase would you increase Council tax by more than 3.99%?**

- |                      |                            |                             |                            |
|----------------------|----------------------------|-----------------------------|----------------------------|
| Yes (Go to Q10)..... | <input type="checkbox"/> 1 | Don't know (Go to Q11)..... | <input type="checkbox"/> 3 |
| No (Go to Q11) ..... | <input type="checkbox"/> 2 |                             |                            |

**Q10 In total, including 3.99%, by how much would you increase Council Tax? Please put a total percent (%) figure below.**

*(As a guide, for each 1% an average band D property would pay approximately an extra 23p per week £11.67 a year)*

**Experience of County Council Services:**



**Q11** Which of the following County Council services do you or someone in your household use regularly? **SHOWCARD 5 - TICK ALL THAT APPLY**

- Help with parenting provided by Children's Centres ..... ☐ 01  
 Extra help in school for children with additional needs ..... ☐ 02  
 Help for disabled children including children with learning disabilities ..... ☐ 03  
 Libraries ..... ☐ 04  
 Help with living a healthier lifestyle such as giving up smoking or losing weight ..... ☐ 05  
 Help with managing mental health issues ..... ☐ 06  
 Help for disabled adults including adults with learning disabilities ..... ☐ 07  
 Social care or help to live at home for older people ..... ☐ 08  
 Subsidised public transport or community transport schemes such as dial-a-ride ..... ☐ 09  
 Other (please specify) ..... ☐ 10  
 None of the above ..... ☐ 11

Other

**Q12** Keeping in mind that as well as the above the County Council also maintains the County's roads and cycle-ways, manages the disposal of waste and develops the County's economy.

Is there any part of County Council services that you particularly value?

Yes ..... ☐ 1 No ..... ☐ 2 Don't know ..... ☐ 3  
 If yes, please explain

**READ OUT:** In the next section we will ask a few questions about you. This is to help make sure we talk to a range of residents.

**Q13** Can I please take your postcode? This will not be passed back to the Council.

**INTERVIEWER TO WRITE REFUSED WHERE APPLICABLE**

**Q14** And can I confirm that you live in - **READ OUT**

- Cambridge City ..... ☐ 1 Huntingdonshire ..... ☐ 4  
 East Cambridgeshire ..... ☐ 2 South Cambridgeshire ..... ☐ 5  
 Fenland ..... ☐ 3

**Q15** How would you describe your gender?

Female ..... ☐ 1 Male ..... ☐ 2 Other ..... ☐ 3

**Q16** What age band do you fall in? **SHOWCARD 6**

- 18-24 ..... ☐ 1 55-64 ..... ☐ 5  
 25-34 ..... ☐ 2 65-84 ..... ☐ 6  
 35-44 ..... ☐ 3 85+ ..... ☐ 7  
 45-54 ..... ☐ 4 Prefer not to say ..... ☐ 8

**Q17** Do you have any long-standing illness, disability, or infirmity that limits your activities in any way?

Yes ..... ☐ 1      Prefer not to say ..... ☐ 3  
 No ..... ☐ 2

**Q18** How would you describe your ethnic group? **SHOWCARD 7**

|   |  |
|---|--|
| English / Welsh / Scottish / Northern Irish / British ..... <input type="checkbox"/> 01 | Bangladeshi ..... <input type="checkbox"/> 11                                      |
| Irish ..... <input type="checkbox"/> 02   | Chinese ..... <input type="checkbox"/> 12  |
| Gypsy or Irish Traveller ..... <input type="checkbox"/> 03                              | Any other Asian background ..... <input type="checkbox"/> 13                       |
| Any other White background ..... <input type="checkbox"/> 04                            | African ..... <input type="checkbox"/> 14  |
| White and Black Caribbean ..... <input type="checkbox"/> 05                             | Caribbean ..... <input type="checkbox"/> 15  |
| White and Black African ..... <input type="checkbox"/> 06                               | Any other Black / African / Caribbean background ..... <input type="checkbox"/> 16 |
| White and Asian ..... <input type="checkbox"/> 07                                       | Arab ..... <input type="checkbox"/> 17   |
| Any other Mixed / multiple ethnic background ..... <input type="checkbox"/> 08          | Any other ethnic group ..... <input type="checkbox"/> 18                           |
| Indian ..... <input type="checkbox"/> 09  | Prefer not to say ..... <input type="checkbox"/> 19                                |
| Pakistani ..... <input type="checkbox"/> 10   |  |

(IF Q18= 4, 8, 13, 16, or 18) Other, please explain

**Q19** What is your working status? **SHOWCARD 8**

|   |
|---|
| Employee: Part-time (30 or fewer hours per week) ..... <input type="checkbox"/> 01      |
| Employee: Full-time (31 or more hours per week) ..... <input type="checkbox"/> 02       |
| Self-employed: Part-time (30 or fewer hours per week) ..... <input type="checkbox"/> 03 |
| Self-employed: Full-time (31 or more hours per week) ..... <input type="checkbox"/> 04  |
| Unemployed and available for work ..... <input type="checkbox"/> 05                     |
| Retired ..... <input type="checkbox"/> 06   |
| Student (including full-time students) ..... <input type="checkbox"/> 07                |
| Looking after home or family ..... <input type="checkbox"/> 08                          |
| Long-term sick or disabled ..... <input type="checkbox"/> 09                            |
| Other ..... <input type="checkbox"/> 10   |

Other, please explain

**Q20** Including yourself how many people (adults and children) live in the household?

|   |  |
|---|--|
| 1-One ..... <input type="checkbox"/> 01   | 6-Six ..... <input type="checkbox"/> 06      |
| 2-Two ..... <input type="checkbox"/> 02   | 7-Seven ..... <input type="checkbox"/> 07    |
| 3-Three ..... <input type="checkbox"/> 03 | 8-Eight ..... <input type="checkbox"/> 08    |
| 4-Four ..... <input type="checkbox"/> 04  | 9-Nine ..... <input type="checkbox"/> 09     |
| 5-Five ..... <input type="checkbox"/> 05  | 10 or more ..... <input type="checkbox"/> 10 |

**Q21** (IF Q20 = two or more) Are there any children, under 16 years old living in the household?

Yes ..... ☐ 1      No ..... ☐ 2      Prefer not to say ..... ☐ 3

Q22 Are you a carer? By carer we mean, do you look after, or give any help or support to family members, friends, neighbours or others because of either (1) they have long-term physical or mental ill-health or disability or (2) they have problems related to old age?

[Additional notes: This is an unpaid carer, but they can be seeking carer benefits. They don't need to live in the same household.]

Yes.....☐<sup>1</sup> No.....☐<sup>2</sup> Prefer not to say.....☐<sup>3</sup>

Q23 The County Council would like to offer you the opportunity to remain in touch by e-mail and from time to time and send you links so you can take part in further consultation surveys.

Would you like to participate?

Yes.....☐<sup>1</sup> No.....☐<sup>2</sup> Don't know.....☐<sup>3</sup>

Q24 Just to let you know that for quality control purposes, someone from my office may call you to verify my work. Are you happy for them to do so?

These details are kept confidential and are not linked to your responses and will not be passed on to any third party.

Yes.....☐<sup>1</sup> No.....☐<sup>2</sup>

**(IF Q23 or Q24 = YES)** Thank you for agreeing to provide this information. Could I please take your name, email address, and phone number? This information will not be linked to your responses.

Q25

|  |                      |
|--|----------------------|
| Respondent Name                                    | <input type="text"/> |
| Email Address                                      | <input type="text"/> |
| Telephone Number                                   | <input type="text"/> |
| Full Address (Interviewer to write where they are) | <input type="text"/> |

Thank you for your time.

Q26 Interviewer name

Q27 Starting Postcode

## Appendix C: About CACI ACORN

**A Classification of Residential Neighbourhoods (Acorn) is a powerful segmentation tool from CACI.**

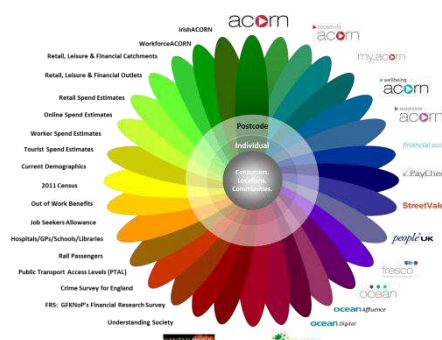
## What is Acorn?

Acorn is a powerful consumer classification that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people. Acorn provides valuable consumer insight helping you target, acquire and develop profitable customer relationships and improve service delivery.

Acorn segments postcodes and neighbourhoods into 6 Categories, 18 Groups and 62 types, three of which are not private households (see the reference table overleaf). By analysing significant social factors and population behaviour, it provides precise information and in-depth understanding of the different types of people.

### ***What data goes into Acorn?***

Acorn takes advantage of the new data environment created by the Public Data Group, Open Data and similar initiatives. CACI have followed the lead of the ONS Beyond 2011 project to investigate how to replace the census with alternative sources of information.



The advantage of this approach is the use of public registers and large private sector permissioned databases to build up comprehensive data for households and families across the country. Data such as house type, housing tenure, family structure and age, have been the core of all geodemographic segmentations. Having this information for nearly every household provides a base for Acorn and Household Acorn.

Many of the inputs are government registers or data sets available as Open Data, through freedom of information, or purchased under licence. CACI has also made extensive use of data from the private sector, for example housing adverts placed on a number of online property portals.

Where useful information is not readily available CACI have compiled the data themselves.

| Acorn Category            | Acorn Group                 | Acorn Type                                     |   |
|---------------------------|-----------------------------|--|---|
| 1 Affluent Achievers      | 1.A Lavish Lifestyles       | 1.A.1  | Exclusive enclaves  |
|                           |                             | 1.A.2  | Metropolitan money  |
|                           |                             | 1.A.3  | Large house luxury  |
|                           | 1.B Executive Wealth        | 1.B.4  | Asset rich families                                       |
|                           |                             | 1.B.5  | Wealthy countryside commuters                             |
|                           |                             | 1.B.6  | Financially comfortable families                          |
|                           |                             | 1.B.7  | Affluent professionals                                    |
|                           |                             | 1.B.8  | Prosperous suburban families                              |
|                           |                             | 1.B.9  | Well-off edge of towners                                  |
|                           | 1.C Mature Money            | 1.C.10   | Better-off villagers                                      |
|                           |                             | 1.C.11   | Settled suburbia, older people                            |
|                           |                             | 1.C.12   | Retired and empty nesters                                 |
|                           |                             | 1.C.13   | Upmarket downsizers                                       |
| 2 Rising Prosperity       | 2.D City Sophisticates      | 2.D.14   | Townhouse cosmopolitans                                   |
|                           |                             | 2.D.15   | Younger professionals in smaller flats                    |
|                           |                             | 2.D.16   | Metropolitan professionals                                |
|                           |                             | 2.D.17   | Socialising young renters                                 |
|                           | 2.E Career Climbers         | 2.E.18   | Career driven young families                              |
|                           |                             | 2.E.19   | First time buyers in small, modern homes                  |
|                           |                             | 2.E.20   | Mixed metropolitan areas                                  |
|                           | 3.F Countryside Communities | 3.F.21   | Farms and cottages  |
|                           |                             | 3.F.22   | Larger families in rural areas                            |
|                           |                             | 3.F.23   | Owner occupiers in small towns and villages               |
|                           | 3.G Successful Suburbs      | 3.G.24   | Comfortably-off families in modern housing                |
|                           |                             | 3.G.25   | Larger family homes, multi-ethnic areas                   |
|                           |                             | 3.G.26   | Semi-professional families, owner occupied neighbourhoods |
| 3.H Steady Neighbourhoods | 3.H.27                      | Suburban semis, conventional attitudes         |   |
|                           | 3.H.28                      | Owner occupied terraces, average income        |   |
|                           | 3.H.29                      | Established suburbs, older families            |   |
| 3.I Comfortable Seniors   | 3.I.30                      | Older people, neat and tidy neighbourhoods     |   |
|                           | 3.I.31                      | Elderly singles in purpose-built accommodation |   |
| 3.J Starting Out          | 3.J.32                      | Educated families in terraces, young children  |   |
|                           | 3.J.33                      | Smaller houses and starter homes               |   |
| 4 Financially Stretched   | 4.K Student Life            | 4.K.34   | Student flats and halls of residence                      |
|                           |                             | 4.K.35   | Term-time terraces  |
|                           |                             | 4.K.36   | Educated young people in flats and tenements              |
|                           | 4.L Modest Means            | 4.L.37   | Low cost flats in suburban areas                          |
|                           |                             | 4.L.38   | Semi-skilled workers in traditional neighbourhoods        |
|                           |                             | 4.L.39   | Fading owner occupied terraces                            |
|                           |                             | 4.L.40   | High occupancy terraces, many Asian families              |
|                           | 4.M Striving Families       | 4.M.41   | Labouring semi-rural estates                              |
|                           |                             | 4.M.42   | Struggling young families in post-war terraces            |
|                           |                             | 4.M.43   | Families in right-to-buy estates                          |
|                           |                             | 4.M.44   | Post-war estates, limited means                           |
|                           | 4.N Poorer Pensioners       | 4.N.45   | Pensioners in social housing, semis and terraces          |
|                           |                             | 4.N.46   | Elderly people in social rented flats                     |
| 4.N.47                    |                             | Low income older people in smaller semis       |   |
| 4.N.48                    |                             | Pensioners and singles in social rented flats  |   |
| 5 Urban Adversity         | 5.O Young Hardship          | 5.O.49   | Young families in low cost private flats                  |
|                           |                             | 5.O.50   | Struggling younger people in mixed tenure                 |
|                           |                             | 5.O.51   | Young people in small, low cost terraces                  |
|                           | 5.P Struggling Estates      | 5.P.52   | Poorer families, many children, terraced housing          |
|                           |                             | 5.P.53   | Low income terraces                                       |
|                           |                             | 5.P.54   | Multi-ethnic, purpose-built estates                       |
|                           |                             | 5.P.55   | Deprived and ethnically diverse in flats                  |
|                           |                             | 5.P.56   | Low income large families in social rented semis          |
|                           | 5.Q Difficult Circumstances | 5.Q.57   | Social rented flats, families and single parents          |
|                           |                             | 5.Q.58   | Singles and young families, some receiving benefits       |
|                           |                             | 5.Q.59   | Deprived areas and high-rise flats                        |



## Appendix D: Subgroup analysis for priority areas

### Results for 'Older People Live Independently'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (379)                    | 7.38          | 7                  |
| 35-64 (648)                    | 7.98          | 5                  |
| 65+ (281)                      | 9.14          | 1                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (308)        | 8.17          | 5                  |
| Rising Prosperity (180)        | 7.50          | 5                  |
| Comfortable Communities (449)  | 8.15          | 5                  |
| Financially Stretched (210)    | 8.37          | 4                  |
| Urban Adversity (140)          | 7.92          | 5                  |
| <b>Gender</b>                  |               |                    |
| Female (654)                   | 8.26          | 5                  |
| Male (654)                     | 7.85          | 5                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.75          | 3                  |
| Non-carer (1183)               | 7.99          | 5                  |
| <b>Children in household</b>   |               |                    |
| Children (454)                 | 7.72          | 7                  |
| No children (854)              | 8.23          | 4                  |

## Results for 'People with disabilities live well independently'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (381)                    | 8.23          | 2                  |
| 35-64 (649)                    | 8.56          | 2                  |
| 65+ (282)                      | 8.98          | 2                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (312)        | 8.60          | 2                  |
| Rising Prosperity (179)        | 8.13          | 2                  |
| Comfortable Communities (450)  | 8.55          | 2                  |
| Financially Stretched (211)    | 8.87          | 2                  |
| Urban Adversity (140)          | 8.54          | 2                  |
| <b>Gender</b>                  |               |                    |
| Female (657)                   | 8.72          | 2                  |
| Male (655)                     | 8.38          | 2                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.88          | 2                  |
| Non-carer (1187)               | 8.52          | 2                  |
| <b>Children in household</b>   |               |                    |
| Children (455)                 | 8.39          | 2                  |
| No children (857)              | 8.64          | 2                  |

## Results for 'People live in strong supportive communities'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (381)                    | 7.68          | 5                  |
| 35-64 (650)                    | 7.91          | 7                  |
| 65+ (281)                      | 7.98          | 8                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (312)        | 7.90          | 7                  |
| Rising Prosperity (179)        | 7.40          | 8                  |
| Comfortable Communities (448)  | 7.90          | 6                  |
| Financially Stretched (213)    | 8.14          | 6                  |
| Urban Adversity (139)          | 7.79          | 6                  |
| <b>Gender</b>                  |               |                    |
| Female (658)                   | 8.05          | 6                  |
| Male (654)                     | 7.66          | 7                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.24          | 6                  |
| Non-carer (1187)               | 7.82          | 7                  |
| <b>Children in household</b>   |               |                    |
| Children (456)                 | 7.89          | 5                  |
| No children (856)              | 7.84          | 7                  |



## Results for 'The road network is safely maintained'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (381)                    | 7.89          | 4                  |
| 35-64 (653)                    | 8.26          | 4                  |
| 65+ (281)                      | 8.48          | 5                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (313)        | 8.33          | 4                  |
| Rising Prosperity (179)        | 7.79          | 4                  |
| Comfortable Communities (451)  | 8.23          | 4                  |
| Financially Stretched (214)    | 8.36          | 5                  |
| Urban Adversity (138)          | 8.07          | 4                  |
| <b>Gender</b>                  |               |                    |
| Female (657)                   | 8.31          | 4                  |
| Male (658)                     | 8.09          | 4                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.64          | 4                  |
| Non-carer (1190)               | 8.15          | 4                  |
| <b>Children in household</b>   |               |                    |
| Children (457)                 | 8.19          | 4                  |
| No children (858)              | 8.19          | 5                  |

## Results for 'Children are helped to reach their full potential'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| 18-34 (381)                    | 8.71          | 1                  |
| 35-64 (649)                    | 8.89          | 1                  |
| 65+ (277)                      | 8.91          | 3                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (310)        | 8.86          | 1                  |
| Rising Prosperity (178)        | 8.55          | 1                  |
| Comfortable Communities (449)  | 8.81          | 1                  |
| Financially Stretched (212)    | 9.08          | 1                  |
| Urban Adversity (139)          | 8.88          | 1                  |
| <b>Gender</b>                  |               |                    |
| Female (654)                   | 8.99          | 1                  |
| Male (653)                     | 8.70          | 1                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 9.02          | 1                  |
| Non-carer (1182)               | 8.83          | 1                  |
| <b>Children in household</b>   |               |                    |
| Children (456)                 | 9.06          | 1                  |
| No children (851)              | 8.72          | 1                  |

## Results for 'People at risk of harm are kept safe'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (382)                    | 8.13          | 3                  |
| 35-64 (650)                    | 8.36          | 3                  |
| 65+ (281)                      | 8.74          | 4                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (311)        | 8.43          | 3                  |
| Rising Prosperity (179)        | 7.84          | 3                  |
| Comfortable Communities (449)  | 8.43          | 3                  |
| Financially Stretched (212)    | 8.80          | 3                  |
| Urban Adversity (141)          | 8.21          | 3                  |
| <b>Gender</b>                  |               |                    |
| Female (656)                   | 8.59          | 3                  |
| Male (657)                     | 8.16          | 3                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.59          | 5                  |
| Non-carer (1188)               | 8.36          | 3                  |
| <b>Children in household</b>   |               |                    |
| Children (456)                 | 8.29          | 3                  |
| No children (857)              | 8.42          | 3                  |

## Results for 'The Cambridgeshire economy prospers to the benefit of all residents'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (378)                    | 7.45          | 6                  |
| 35-64 (649)                    | 7.94          | 6                  |
| 65+ (280)                      | 8.25          | 7                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (310)        | 7.99          | 6                  |
| Rising Prosperity (179)        | 7.46          | 7                  |
| Comfortable Communities (448)  | 7.86          | 7                  |
| Financially Stretched (212)    | 8.12          | 7                  |
| Urban Adversity (137)          | 7.75          | 7                  |
| <b>Gender</b>                  |               |                    |
| Female (655)                   | 7.99          | 7                  |
| Male (652)                     | 7.74          | 6                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.12          | 7                  |
| Non-carer (1184)               | 7.84          | 6                  |
| <b>Children in household</b>   |               |                    |
| Children (454)                 | 7.78          | 6                  |
| No children (853)              | 7.91          | 6                  |

## Results for 'People lead a healthy lifestyle and stay healthy longer'

| Subgroup (N)                   | Average Score | Rank of Importance |
|--------------------------------|---------------|--------------------|
| <b>Age</b>                     |               |                    |
| 18-34 (382)                    | 7.37          | 8                  |
| 35-64 (650)                    | 7.74          | 8                  |
| 65+ (282)                      | 8.28          | 6                  |
| <b>ACORN</b>                   |               |                    |
| Affluent Achiever (310)        | 7.72          | 8                  |
| Rising Prosperity (179)        | 7.50          | 6                  |
| Comfortable Communities (449)  | 7.76          | 8                  |
| Financially Stretched (214)    | 8.07          | 8                  |
| Urban Adversity (141)          | 7.64          | 8                  |
| <b>Gender</b>                  |               |                    |
| Female (656)                   | 7.97          | 8                  |
| Male (658)                     | 7.53          | 8                  |
| <b>Caring responsibilities</b> |               |                    |
| Carer (123)                    | 8.03          | 8                  |
| Non-carer (1189)               | 7.72          | 8                  |
| <b>Children in household</b>   |               |                    |
| Children (457)                 | 7.70          | 8                  |
| No children (857)              | 7.79          | 8                  |



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