

HOUSEHOLD SURVEY 2016/17

Appendix 13

Qs 8-9 Communications

Q8: What is your preferred method for contact by NKDC

Q9 : What is your preferred method for receiving news about the district?

KEY FINDINGS

- 80% of respondents selected email as their preferred method for contact by NKDC. Once age weighting applied this dropped to 75.4% - driven primarily however by the upsurge in the “none” category (by the 16-24 age group).
- 63% of residents however selected email newsletter as their preferred method for receiving news about the district. Of the original 80% selecting email as their preferred method of contact by NKDC almost 25% then selected Traditional Print Newspaper as the news receipt preference.
- Text and Social media have negligible responses in terms of contact preference, although showed a small improvement, albeit still in low single digits, for preferred method for receiving news.
- **Demographics**
 - The age group with the largest email preference was the 55-64 age group with 88%; the over 75s still recorded over 70%, although this group has the highest score across the demographic groups for letter as preferred means of contact at 25.7%.
 - In terms of receiving news the score for email newsletter was fairly even across the 25-64 age groups. 16-24s were mainly not interested in receiving news / had no preference, and then selected Social Media above email newsletters. The 75+ age group had the lowest interest at 40.7%, and were the only age group which scored Traditional Print Newspapers more highly.
 - There is a clear age link for Traditional Print Newspapers as this rose as a percentage as the age group increased.
 - There is a slight gender bias (male) toward email; with this reversed for text and social media – although these latter two have extremely low percentages selecting them. This small male bias although was evident in the email newsletter percentages
 - There is little difference for those reporting a disability or not for either question.
- **Wards**
 - For both questions the Ward results are sorted in descending order for the most popular selection to each question (ie email and email newsletter). Email preference ranged from 91.4% of North Hykeham Moor residents down to 68.9% for Sleaford Navigation. Email newsletter peaked at 63.4% in Eagle, Swinderby and Witham St Hughes, through to 41.5% in Sleaford Castle.
 - Looking at the difference in residents at Ward level selecting an electronic vs paper based communication (email v newsletter and email newsletter v traditional print newspapers) there is a significant range, more so in the latter comparison.
 - The smallest range between email and letter is 49.9%.
 - For email newsletter and traditional print newspaper the biggest range is 41.4% falling to just 3.1% in Sleaford Castle, and with a further three wards having a differential of less than 6%

Q8: What is your preferred method for contact by NKDC?

Total Respondents : 3342 : Raw Data Summary				
None	Letter	Email	Text	Social Media
199	415	2675	28	25
6.0%	12.4%	80.0%	0.8%	0.7%

Total Respondents : 3342 : Age Weighted Data Summary				
None	Letter	Email	Text	Social Media
10.2%	12.3%	75.4%	0.9%	1.1%

AGE GROUP BREAKDOWN										
Group	None		Letter		Email		Text		Social Media	
16-24	41	50.0%	7	8.5%	31	37.8%	0	0.0%	3	3.7%
25-34	15	7.4%	21	10.4%	157	77.7%	6	3.0%	3	1.5%
35-44	28	7.4%	35	9.3%	305	81.1%	3	0.8%	5	1.3%
45-54	44	6.7%	74	11.3%	522	79.9%	9	1.4%	4	0.6%
55-64	24	3.3%	54	7.5%	631	88.0%	4	0.6%	4	0.6%
65-74	22	2.6%	114	13.4%	708	83.1%	4	0.5%	4	0.5%
Over 75	5	1.5%	87	25.7%	244	72.2%	1	0.3%	1	0.3%
	179	5.6%	392	12.2%	2598	80.7%	27	0.8%	24	0.7%

Q8: What is your preferred method for contact by NKDC?

GENDER BREAKDOWN										
Gender	None		Letter		Email		Text		Social Media	
Female	101	6.8%	190	12.9%	1152	78.0%	18	1.2%	15	1.0%
Male	78	4.5%	201	11.6%	1429	82.8%	9	0.5%	9	0.5%
Total	179	5.6%	391	12.2%	2581	80.6%	27	0.8%	24	0.7%

DO YOU HAVE ANY LONGSTANDING ILLNESS, DISABILITY OR INFIRMITY										
	None		Letter		Email		Text		Social Media	
No	174	7.1%	257	10.5%	1987	80.9%	18	0.7%	21	0.9%
Yes	23	2.7%	144	16.8%	674	78.8%	10	1.2%	4	0.5%
Total	197	5.9%	401	12.1%	2661	80.3%	28	0.8%	25	0.8%

RESIDENCY in NK (Years)										
Yrs	None		Letter		Email		Text		Social Media	
0 to 5	32	6.3%	40	7.9%	428	84.1%	5	1.0%	4	0.8%
6 to 10	29	6.9%	39	9.3%	344	81.9%	5	1.2%	3	0.7%
11 to 20	59	7.5%	103	13.1%	608	77.5%	8	1.0%	7	0.9%
21 to 30	16	3.4%	69	14.6%	382	80.9%	1	0.2%	4	0.8%
31 to 40	16	5.5%	40	13.7%	232	79.2%	3	1.0%	2	0.7%
> 40	18	4.2%	91	21.2%	313	73.0%	4	0.9%	3	0.7%
ALL	170	5.8%	382	13.1%	2307	79.3%	26	0.9%	23	0.8%

Q8 What is your preferred method for contact by NKDC?

WARD	None	Letter	Email	Social Media	Text
North Hykeham Moor	1.7%	6.9%	91.4%	0.0%	0.0%
Bassingham and Brant Broughton	3.0%	9.6%	86.7%	0.7%	0.0%
Metheringham	2.0%	10.7%	86.6%	0.0%	0.7%
Cliff Villages	2.9%	9.8%	86.1%	0.0%	1.2%
Heighington and Washingborough	4.1%	8.1%	86.0%	0.9%	0.9%
North Hykeham Forum	6.0%	7.2%	85.5%	0.0%	1.2%
Branston	3.4%	12.7%	83.9%	0.0%	0.0%
Bracebridge Heath and Waddington East	4.1%	9.7%	83.9%	0.9%	1.4%
Waddington West	3.8%	12.7%	83.5%	0.0%	0.0%
North Hykeham Witham	2.5%	15.2%	82.3%	0.0%	0.0%
Ruskington	4.8%	10.8%	82.0%	0.6%	1.8%
Leasingham and Rauceby	8.2%	10.6%	81.2%	0.0%	0.0%
Eagle, Swinderby and Witham St Hughs	4.6%	14.5%	80.9%	0.0%	0.0%
Skellingthorpe	2.2%	14.1%	80.4%	0.0%	3.3%
Kirkby la Thorpe and South Kyme	9.1%	9.1%	80.3%	0.0%	1.5%
Sleaford Quarrington and Mareham	6.4%	9.6%	80.3%	1.4%	2.3%
North Hykeham Mill	4.5%	13.6%	79.5%	2.3%	0.0%
Ashby de la Launde and Cranwell	6.5%	14.5%	79.0%	0.0%	0.0%
Heckington Rural	4.2%	15.8%	78.8%	0.6%	0.6%
Billingham, Martin and North Kyme	4.0%	15.8%	78.2%	2.0%	0.0%
Sleaford Holdingham	4.8%	15.9%	76.2%	1.6%	1.6%
Osbournby	1.9%	20.8%	75.5%	0.0%	1.9%
North Hykeham Memorial	6.9%	19.0%	74.1%	0.0%	0.0%
Sleaford Westholme	8.7%	17.4%	73.9%	0.0%	0.0%
Sleaford Castle	4.7%	18.8%	73.4%	3.1%	0.0%
Sleaford Navigation	6.7%	20.0%	68.9%	2.2%	2.2%
Wards TOTAL	4.5%	12.2%	81.8%	0.7%	0.9%

Q9: What is your preferred method for receiving news about the District?

Total Respondents : 3338 : Raw Data Summary				
None	Traditional Print Newspapers	Email Newsletter	NKDC Website	Social Media
208	1023	1761	196	150
6.2%	30.6%	52.8%	5.9%	4.5%

Total Respondents : 3338 : Age Weighted Data Summary				
None	Traditional Print Newspapers	Email Newsletter	NKDC Website	Social Media
10.0%	26.9%	49.2%	6.8%	7.0%

AGE GROUP BREAKDOWN										
Group	None		Traditional Print Newspapers		Email Newsletter		NKDC Website		Social Media	
16-24	35	42.7%	9	11.0%	13	15.9%	9	11.0%	16	19.5%
25-34	22	11.0%	22	11.0%	104	52.0%	21	10.5%	31	15.5%
35-44	21	5.6%	77	20.6%	216	57.8%	23	6.1%	37	9.9%
45-54	41	6.3%	156	24.0%	376	57.8%	48	7.4%	30	4.6%
55-64	30	4.2%	214	29.8%	418	58.1%	36	5.0%	21	2.9%
65-74	28	3.3%	335	39.4%	444	52.2%	34	4.0%	10	1.2%
Over 75	16	4.7%	164	48.4%	138	40.7%	16	4.7%	5	1.5%
	193	6.0%	977	30.4%	1709	53.1%	187	5.8%	150	4.7%

Q9: What is your preferred method for receiving news about the District?

GENDER BREAKDOWN										
Gender	None		Traditional Print Newspaper		Email Newsletter		NKDC Website		Social Media	
Female	105	7.1%	441	29.9%	764	51.8%	75	5.1%	91	6.2%
Male	88	5.1%	535	31.1%	933	54.1%	111	6.4%	56	3.3%
Total	193	6.0%	976	30.5%	1697	53.0%	186	5.8%	147	4.6%

DO YOU HAVE ANY LONGSTANDING ILLNESS, DISABILITY OR INFIRMITY										
	None		Traditional Print Newspaper		Email Newsletter		NKDC Website		Social Media	
No	162	6.6%	155	6.3%	1308	53.4%	702	28.6%	124	5.1%
Yes	43	5.0%	40	4.7%	446	52.0%	304	35.5%	24	2.8%
Total	205	6.2%	195	5.9%	1754	53.0%	1006	30.4%	148	4.5%

RESIDENCY in NK (Years)										
Yrs	None		Traditional Print Newspaper		Email Newsletter		NKDC Website		Social Media	
0 to 5	43	8.4%	111	21.8%	282	55.4%	41	8.1%	32	6.3%
6 to 10	38	9.0%	125	29.7%	217	51.5%	23	5.5%	18	4.3%
11 to 20	50	6.4%	219	27.9%	423	54.0%	60	7.7%	32	4.1%
21 to 30	12	2.6%	161	34.3%	251	53.5%	28	6.0%	17	3.6%
31 to 40	14	4.8%	107	36.6%	147	50.3%	14	4.8%	10	3.4%
> 40	18	4.2%	199	46.1%	188	43.5%	13	3.0%	14	3.2%
ALL	175	6.0%	922	31.7%	1508	51.9%	179	6.2%	123	4.2%

Q9: What is your preferred method for receiving news about the District?

WARD	None	Traditional print newspapers	Email Newsletter	NKDC's website	Social Media
Eagle, Swinderby and Witham St Hughs	3.8%	22.9%	63.4%	4.6%	5.3%
Bassingham and Brant Broughton	5.2%	24.4%	63.0%	4.4%	3.0%
North Hykeham Moor	3.4%	20.7%	62.1%	6.9%	6.9%
North Hykeham Forum	3.7%	28.0%	61.0%	3.7%	3.7%
North Hykeham Mill	3.8%	23.8%	60.8%	5.4%	6.2%
Metheringham	4.7%	24.2%	59.1%	6.0%	6.0%
Billingham, Martin and North Kyme	4.0%	26.7%	58.4%	7.9%	3.0%
Skellingthorpe	3.4%	30.3%	56.2%	6.7%	3.4%
Branston	1.7%	38.7%	54.6%	2.5%	2.5%
Sleaford Quarrington and Mareham	6.0%	22.9%	54.6%	8.3%	8.3%
Ashby de la Launde and Cranwell	7.3%	25.0%	54.0%	8.9%	4.8%
Bracebridge Heath and Waddington East	8.3%	28.0%	53.7%	5.0%	5.0%
Heighington and Washingborough	4.5%	33.3%	53.6%	2.7%	5.9%
Cliff Villages	2.9%	35.7%	52.6%	7.0%	1.8%
Heckington Rural	7.8%	31.9%	51.8%	4.8%	3.6%
Sleaford Holdingham	4.7%	32.8%	51.6%	4.7%	6.3%
Leasingham and Rauceby	2.4%	38.8%	50.6%	7.1%	1.2%
Ruskington	6.0%	37.7%	49.1%	4.2%	3.0%
Kirkby la Thorpe and South Kyme	12.1%	30.3%	48.5%	3.0%	6.1%
Osbournby	3.8%	41.5%	47.2%	7.5%	0.0%
North Hykeham Witham	6.3%	41.8%	46.8%	3.8%	1.3%
Waddington West	5.1%	35.4%	46.8%	7.6%	5.1%
Sleaford Navigation	8.9%	31.1%	46.7%	6.7%	6.7%
North Hykeham Memorial	5.1%	40.7%	45.8%	3.4%	5.1%
Sleaford Westholme	6.7%	33.3%	44.4%	8.9%	6.7%
Sleaford Castle	4.6%	38.5%	41.5%	9.2%	6.2%
Ward TOTALS	5.2%	30.6%	54.0%	5.6%	4.6%

Qs 8 & 9: Results Cross Reference

Q8. Preferred method of contact by NLDC	Q9 Preferred method for receiving news about the District									
	None		Traditional Print Newspapers		Email Newsletter		NKDC Website		Social Media	
None	97	48.7%	46	23.1%	14	7.0%	30	15.1%	12	6.0%
Letter	13	3.1%	295	71.4%	67	16.2%	22	5.3%	16	3.9%
Email	97	3.6%	664	24.9%	1668	62.5%	140	5.2%	99	3.7%
Text	1	3.6%	9	32.1%	11	39.3%	1	3.6%	6	21.4%
Social Media	0	0.0%	4	16.7%	1	4.2%	2	8.3%	17	70.8%

Ward 1st and 2nd rated preferences and differentials

WARD	Letter	Email	Net	Traditional print newspapers	Email Newsletter	Net	Average Net
North Hykeham Moor	6.9%	91.4%	84.5%	20.7%	62.1%	41.4%	62.9%
Bassingham and Brant Broughton	9.6%	86.7%	77.0%	24.4%	63.0%	38.5%	57.8%
North Hykeham Forum	7.2%	85.5%	78.3%	28.0%	61.0%	32.9%	55.6%
Metheringham	10.7%	86.6%	75.8%	24.2%	59.1%	34.9%	55.4%
Eagle, Swinderby and Witham St Hughs	14.5%	80.9%	66.4%	22.9%	63.4%	40.5%	53.4%
North Hykeham Mill	13.6%	79.5%	65.9%	23.8%	60.8%	36.9%	51.4%
Sleaford Quarrington and Mareham	9.6%	80.3%	70.6%	22.9%	54.6%	31.7%	51.1%
Bracebridge Heath and Waddington East	9.7%	83.9%	74.2%	28.0%	53.7%	25.7%	49.9%
Heighington and Washingborough	8.1%	86.0%	77.9%	33.3%	53.6%	20.3%	49.1%
Billingham, Martin and North Kyme	15.8%	78.2%	62.4%	26.7%	58.4%	31.7%	47.0%
Ashby de la Launde and Cranwell	14.5%	79.0%	64.5%	25.0%	54.0%	29.0%	46.8%
Cliff Villages	9.8%	86.1%	76.3%	35.7%	52.6%	17.0%	46.6%
Skellingthorpe	14.1%	80.4%	66.3%	30.3%	56.2%	25.8%	46.1%
Kirkby la Thorpe and South Kyme	9.1%	80.3%	71.2%	30.3%	48.5%	18.2%	44.7%
Branston	12.7%	83.9%	71.2%	38.7%	54.6%	16.0%	43.6%
Heckington Rural	15.8%	78.8%	63.0%	31.9%	51.8%	19.9%	41.5%
Ruskington	10.8%	82.0%	71.3%	37.7%	49.1%	11.4%	41.3%
Leasingham and Rauceby	10.6%	81.2%	70.6%	38.8%	50.6%	11.8%	41.2%
Waddington West	12.7%	83.5%	70.9%	35.4%	46.8%	11.4%	41.1%
Sleaford Holdingham	15.9%	76.2%	60.3%	32.8%	51.6%	18.8%	39.5%
North Hykeham Witham	15.2%	82.3%	67.1%	41.8%	46.8%	5.1%	36.1%
Sleaford Westholme	17.4%	73.9%	56.5%	33.3%	44.4%	11.1%	33.8%
Sleaford Navigation	20.0%	68.9%	48.9%	31.1%	46.7%	15.6%	32.2%
Osournby	20.8%	75.5%	54.7%	41.5%	47.2%	5.7%	30.2%
North Hykeham Memorial	19.0%	74.1%	55.2%	40.7%	45.8%	5.1%	30.1%
Sleaford Castle	18.8%	73.4%	54.7%	38.5%	41.5%	3.1%	28.9%
Ward Totals	12.2%	81.8%	69.6%	30.6%	54.0%	23.4%	46.5%