

Introduction

Background

As a Cooperative City, Cardiff is committed to working with individuals for the benefit of the city. This includes consulting and engaging with citizens and the Council has an ongoing programme of research activities for the public including face-to-face and telephone interviews, focus groups and surveys, with online consultation increasingly enabling us to improve dissemination and access a larger audience.

Ask Cardiff is our largest and longest running engagement activity. Since 2002 it has enabled citizens to share their views of the city and a wide variety of public services. The 2016 Ask Cardiff survey includes 135 questions on areas including Waste Management, Health and Well-Being, Transport and Community Safety. This was one of the largest surveys undertaken, with the second-largest response rate achieved (4,024 behind the 2015 survey which received 4,431 responses).

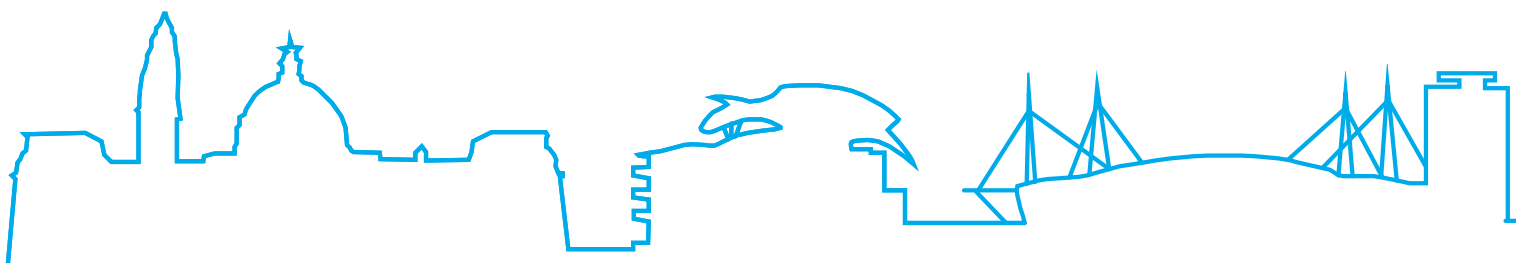
Methodology

Questionnaire Design

In developing Ask Cardiff each year, the questions are sourced through two methods. Cardiff Council's Senior Management Team agree annual core questions which produce longitudinal data and enable us to track change in public opinion. Additional questions are contributed annually by service areas to assess public opinion of particular services and how they can be improved. In addition, monitoring questions enable us to consider and contrast the responses of different groups of the population.

Demand for the inclusion of questions in Ask Cardiff 2016 was exceptionally high resulting in 117 questions plus 18 monitoring questions in 9 sections. Topics included:

- Public Services
- Parks, Leisure and Culture
- Environment



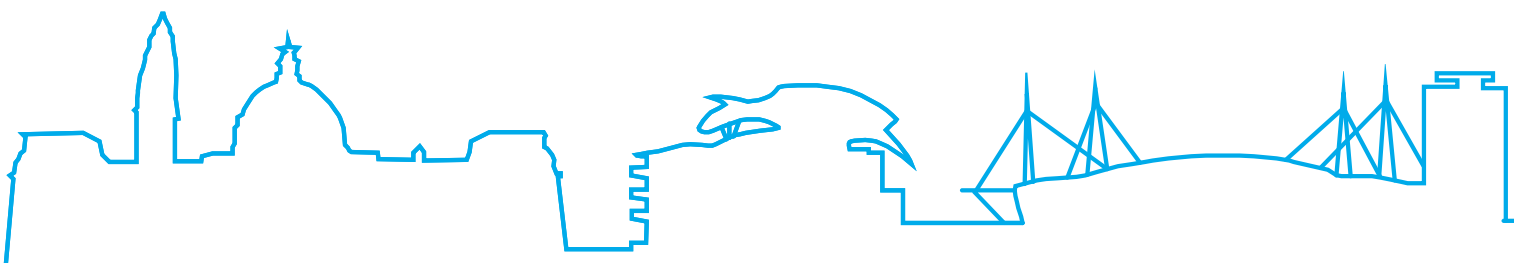
Ask Cardiff Residents Survey 2016

- Community Safety
- Reaching Potential
- Economy
- Health
- Communications

Sampling and Distribution

Cardiff Research Centre were keen to maximise responses whilst at the same time reducing the costs of delivering the survey. Following a review of the methodology for Ask Cardiff 2015 the following distribution and awareness raising methods were used:

- Paper surveys were disseminated through the post to a random sample of 3,000 households by electoral division. An additional 1,000 surveys were disseminated to both Cardiff East and to Cardiff City & South to boost response rate from those areas, meaning that a total of 5,000 addresses received Ask Cardiff through the post.
- Paper surveys and ballot boxes were distributed to Council buildings, Hubs and libraries.
- Online survey dissemination via email to users of Libraries, C2C, Council Tax online account holders, Castle Key holders and Stretch Card Users. This totalled 86,670 unique email addresses.
- Online email dissemination to members of the Citizens' Panel, totalling 6,357 residents.
- 'Your Inbox', a weekly online newsletter for Cardiff Council employees.
- A social media campaign was coordinated via the City of Cardiff and the Cardiff Debate Twitter accounts with a combined audience of over 45,000 followers.
- "In Cardiff", the Council's newspaper which is published every quarter, and available at selected supermarkets and convenience stores around the city as well as Council-run buildings across the city.



Ask Cardiff Residents Survey 2016

In addition, there was a particular focus on particular communities where the response rate has been traditionally low. Additional methods were used to reach these communities including:

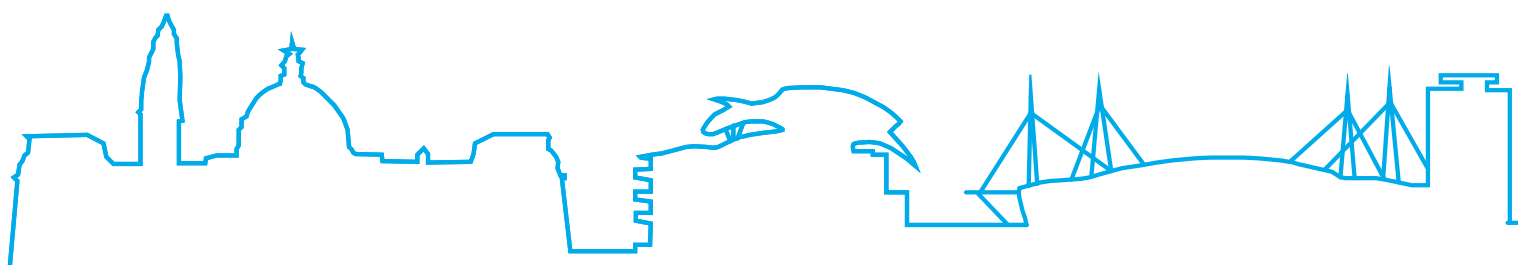
- Additional hand-delivery of surveys to homes and businesses in Cardiff East and City & Cardiff South.
- Promotional sessions at local supermarkets and community events.
- Working with Cardiff University to reach younger people.
- Running workshops with Welsh Refuge Council service users on particular elements of the consultation.

Response

Ask Cardiff 2016 was launched on July 19th. Following closure of the consultation on September 11th, all the data was cleaned and duplicate responses were removed.

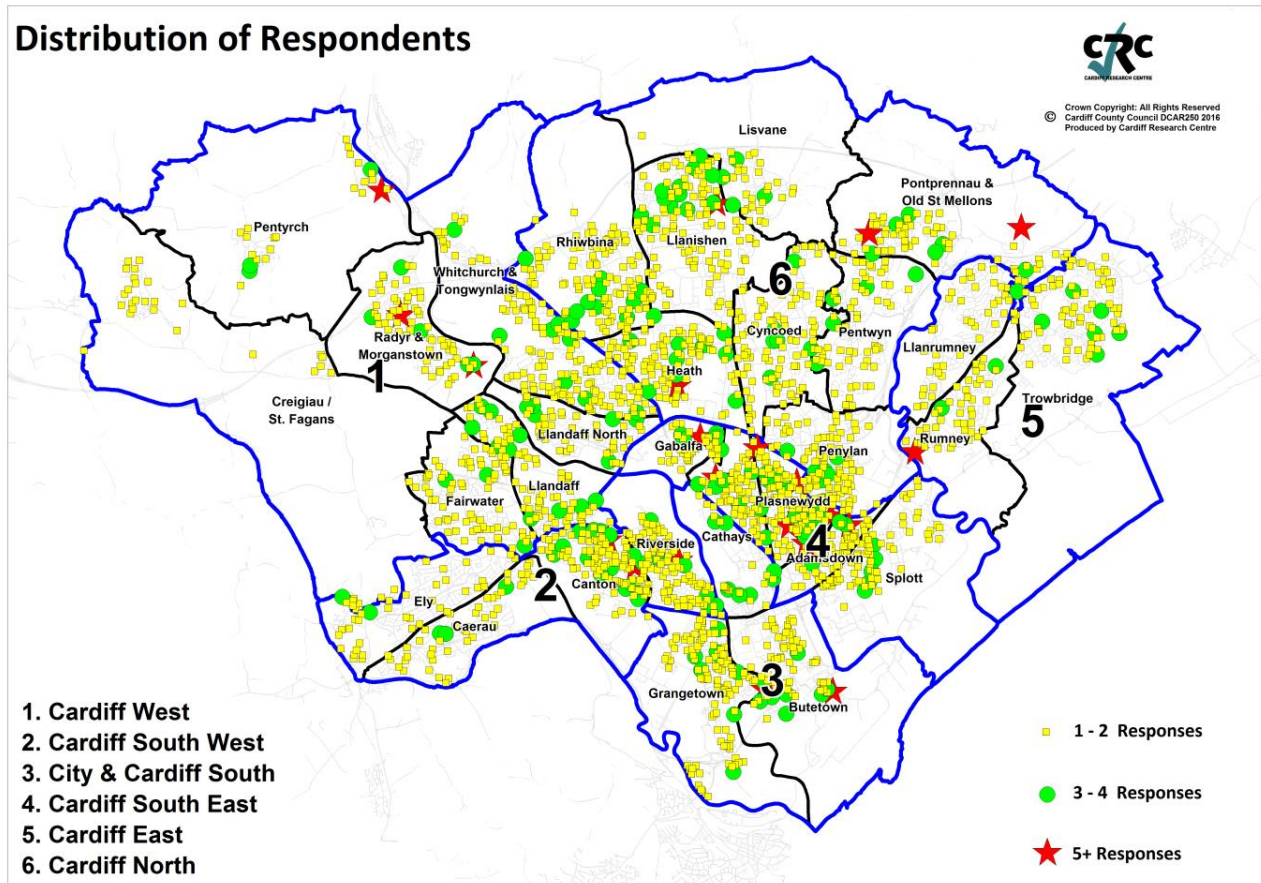
With this complete there were 4,024 responses to Ask Cardiff 2016. This was a decrease of 407 responses compared to the 2015 survey which had a record response:

	Ask Cardiff 2014	Ask Cardiff 2015	Ask Cardiff 2016
Total responses	2972	4431	4024

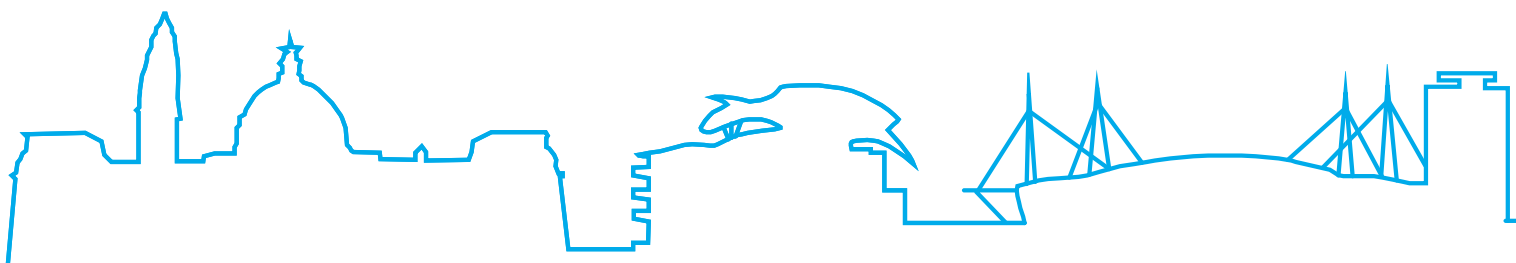


Distribution of Responses

Ask Cardiff 2016 requested respondents' postcodes and the map below shows the distribution of respondents by both electoral division and Neighbourhood Partnership Area.



Mapping respondent distribution enabled the consideration and comparison of responses across the city. For the first time respondents could select their ward on a map as well as share their postcode with 3,889 of the 4,024 respondents sharing where they live. The remaining 135 participants were discounted from spatial analysis on an NPA level – this was a significant reduction from 341 in 2015.



Statistical Robustness – Confidence Levels and Confidence Intervals

Social research survey design requires the need for statistical robustness. Put simply, this means that the number of responses from a randomly selected sample of the population, or households, needs to exceed a given number to be considered representative of the 'population universe', in other words the total population or total number of households.

Typically in social research a 95% Confidence Level is required with a Confidence Interval of +/-5%. This means that if a sample was drawn 100 times from the 'population universe' a 95% Confidence Level with a 5% Confidence Interval would mean that 95 times out of 100, the views of respondents would be within 5%, plus or minus, of the sample being analysed. So if 50% of respondents said they were satisfied, or dissatisfied with a particular service, 95 times out of 100 the survey respondents drawn from the same 'population universe' would give an answer between 45% & 55% satisfied or dissatisfied.

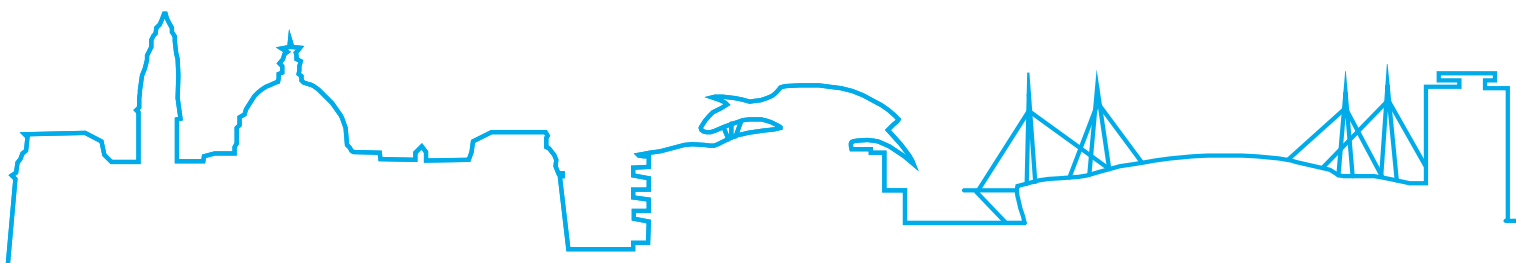
If the size of the sample of respondents is less than the desired number to achieve a 'Confidence Interval' of less than 5% (plus or minus) then the reliability of the results and the ability to compare results across different geographical areas becomes less robust.

Ask Cardiff 2016 had 4,024 responses, a very robust response, with an overall confidence interval of 95% +/- 1.54%.

Ask Cardiff 2016 Responses by Neighbourhood Partnership Areas

The table below indicates that a sample size big enough to give Confidence Intervals less than 5%, plus or minus, was achieved in five of the six Neighbourhood Partnership Areas. This was an improvement on previous years where the Confidence Interval was achieved in four of the Areas. Response from Cardiff City & South has been traditionally low but was significantly higher for Ask Cardiff 2016, potentially due to the additional dissemination and promotion carried out by Cardiff Research Centre.

The low response rate from residents in Cardiff East is reflected in the Confidence Interval achieved. Analysis within this area remains relevant but the Confidence Interval should be taken into account when considering the results.



Ask Cardiff Residents Survey 2016

Ask Cardiff 2016

Confidence Intervals For A 95% Confidence Level

NMA	Sample Size Achieved	Population 16 Plus (2015 MYE)	Sample Size Required For A CI Less Than 5% +/-	Confidence Interval Achieved +/-
Cardiff East	271	36,700	379	5.93
Cardiff North	1,249	95,100	382	2.75
Cardiff South East	634	68,500	382	3.87
Cardiff South West	530	55,900	381	4.24
Cardiff West	807	61,600	381	3.43
Cardiff City & South	398	39,300	380	4.89
Cardiff Total	4,024	357,200	384	1.54

