

The background of the entire page is a photograph of a fountain. The fountain has a central, tall, narrow jet of water that tapers to a point at the top. Below this central jet are several smaller, wider jets of water that arc outwards. The water is captured in motion, creating a spray of fine droplets. The fountain is set against a dark, textured wall, possibly made of stone or brick. The lighting is dramatic, with the water jets appearing bright against the dark background.

Bitterne District Improvements Survey

Full results summary

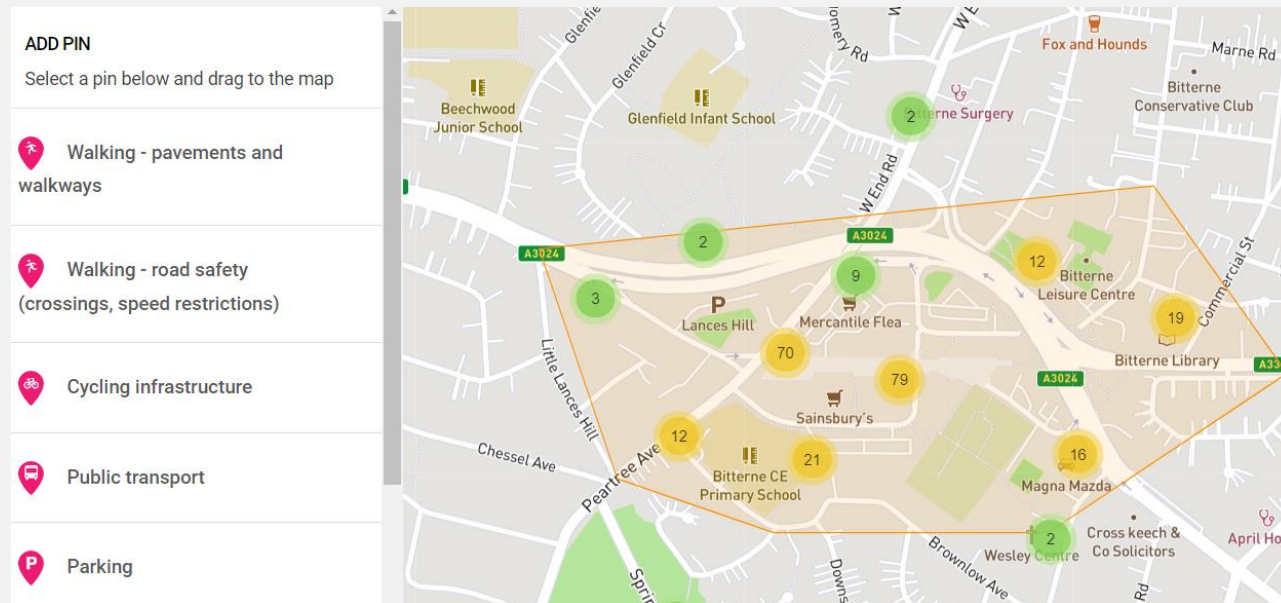
Data, Intelligence & Insight Team – November 2022



Survey background

This presentation reports the results of the Bitterne District Improvement engagement which was live from 05 September 2022 to 07 October 2022.

The methods used for the Bitterne District Improvement engagement was a survey and a map exercise. In the survey, respondents were asked their levels of satisfaction with different services and places in Bitterne District. On the map exercise respondents were able to comment on a specific area within the Bitterne District.

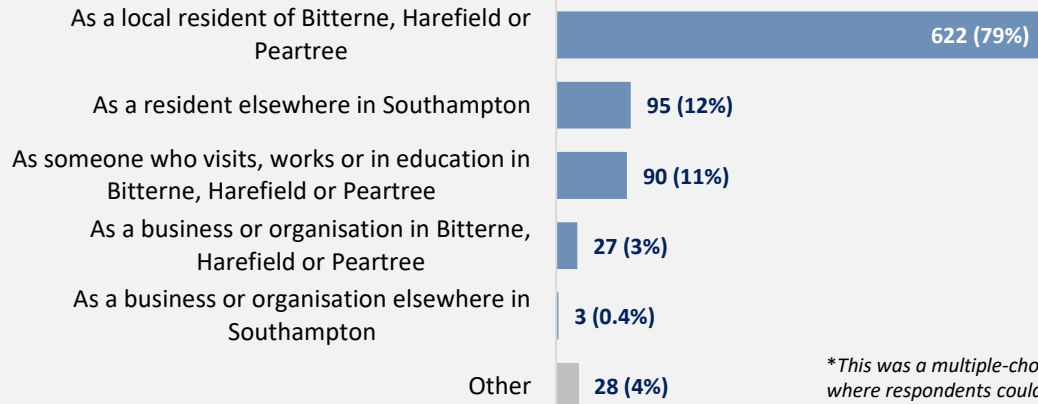




About the respondents

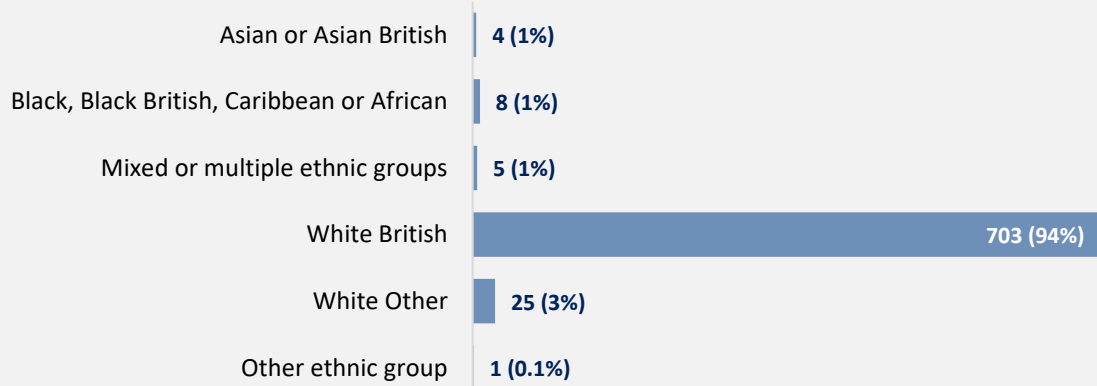
Survey respondents **793** **Map respondents** **270** **Total responses** **1,063**

What describes your interest in this survey?*

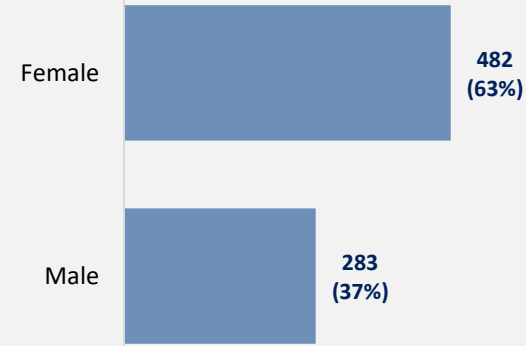


*This was a multiple-choice question, where respondents could select more than one option in their answer.

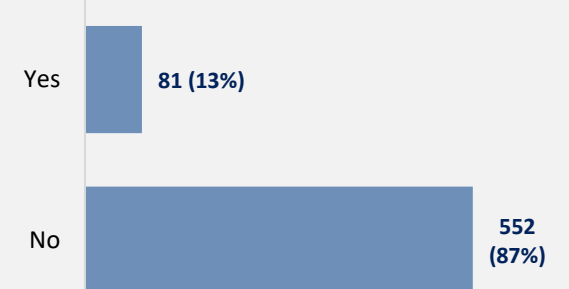
What is your ethnic group?



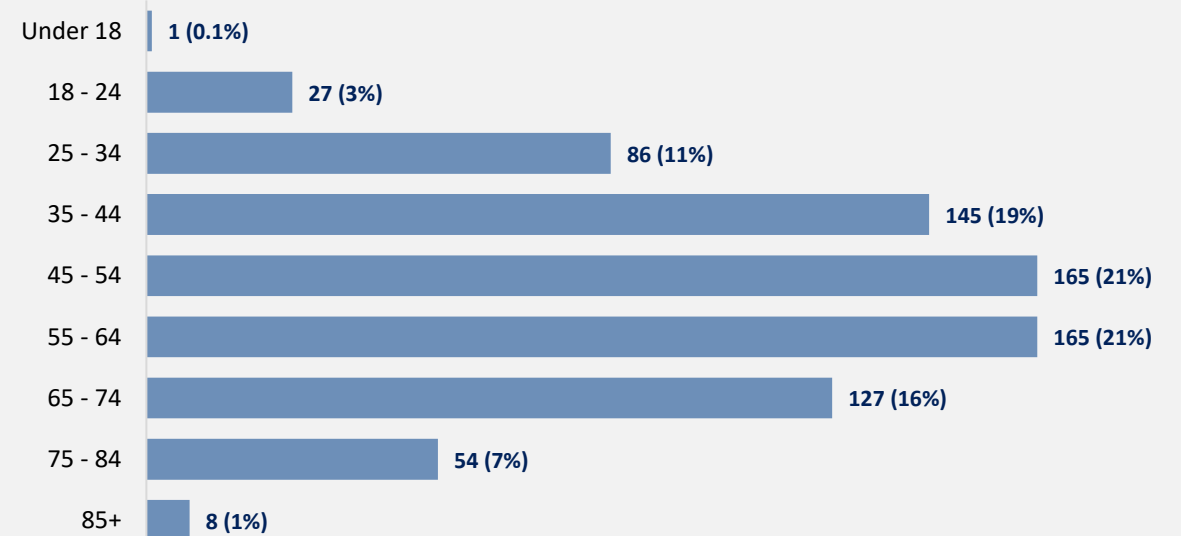
What is your sex?



Do you have any physical or mental conditions or impairments, lasting 12 months or more, that have a substantial effect on your ability to carry out day-to-day activities?



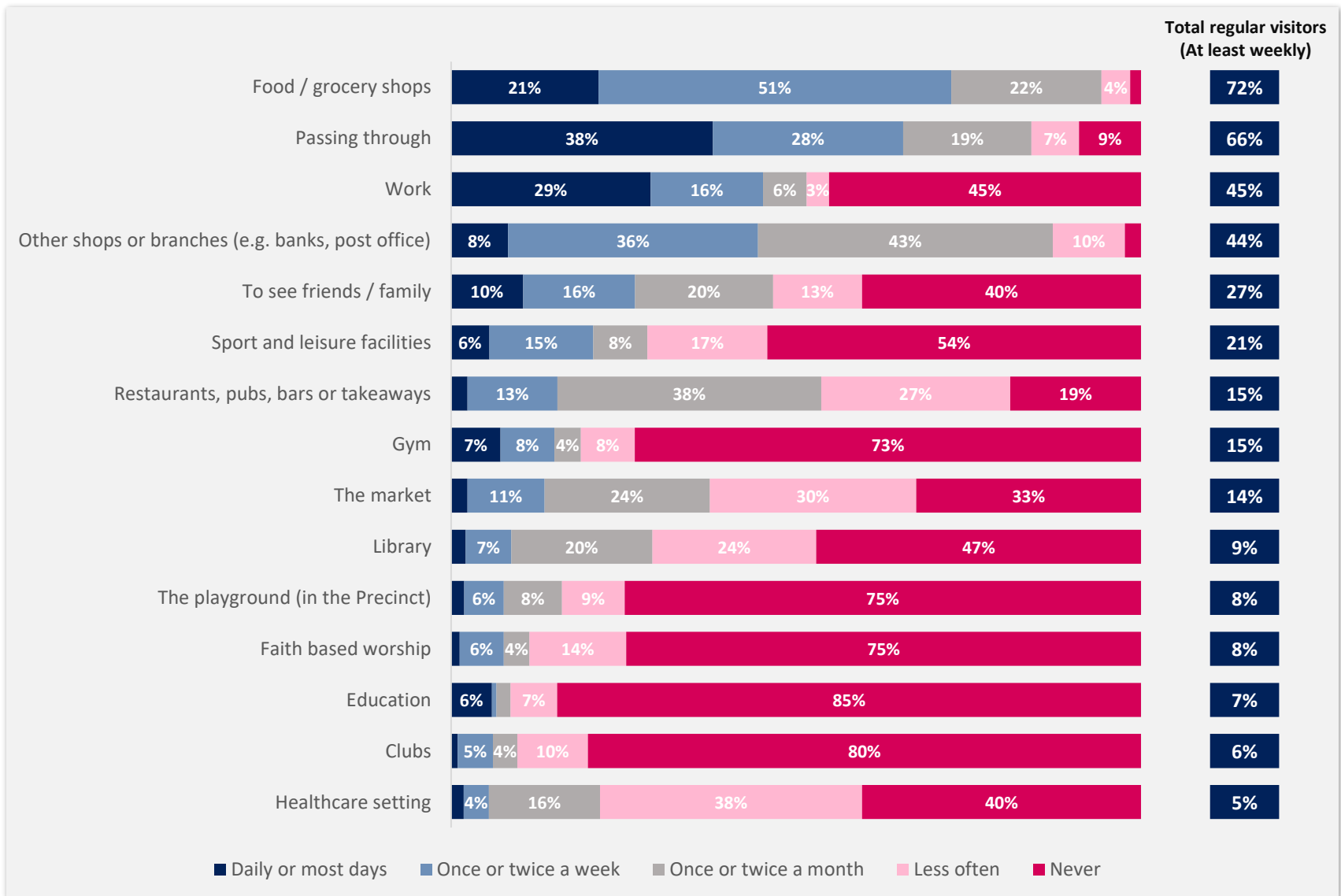
What is your age?



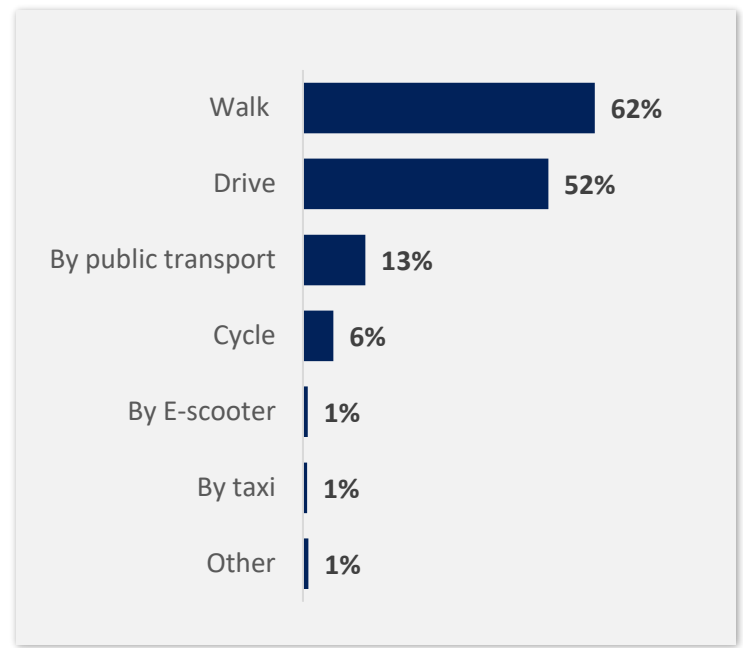


Visiting Bitterne District

Reasons and frequency of visiting Bitterne



Travel to Bitterne





Full results



Words to describe Bitterne District

Three most popular words:

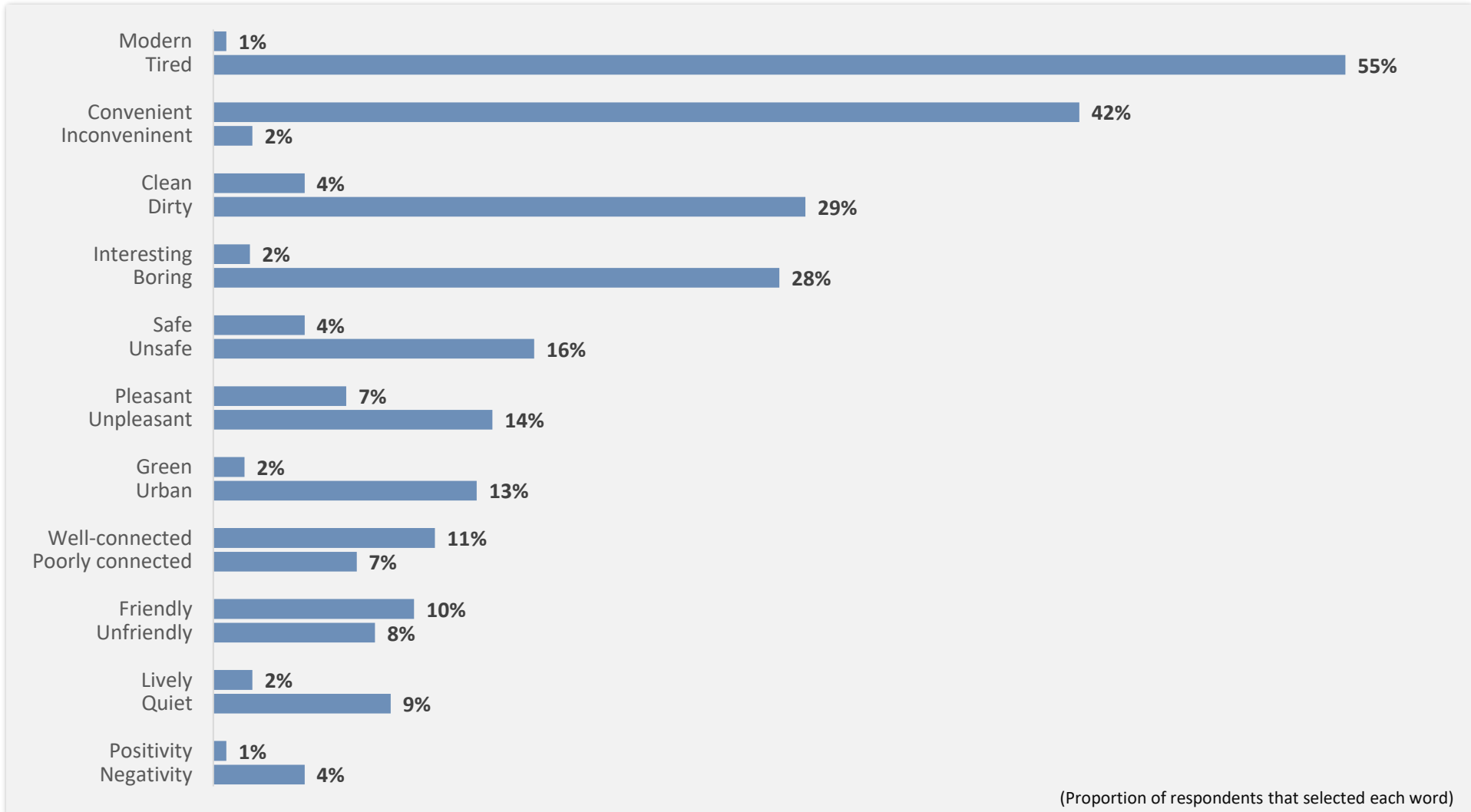
Tired

Convenient

Dirty

Full question answers:

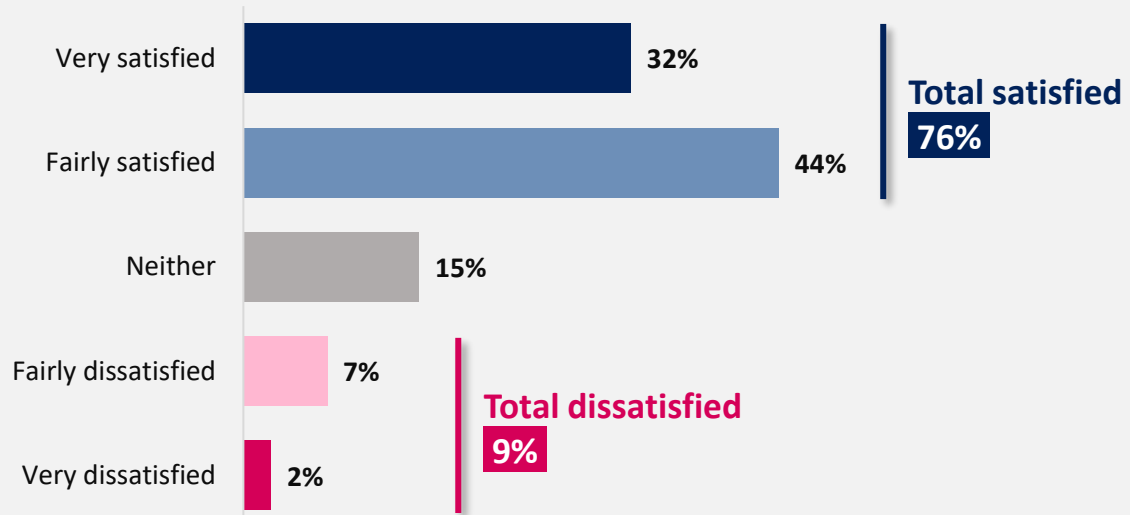
“What words do you associate with Bitterne District? Please tick your top three.”





Satisfaction with service

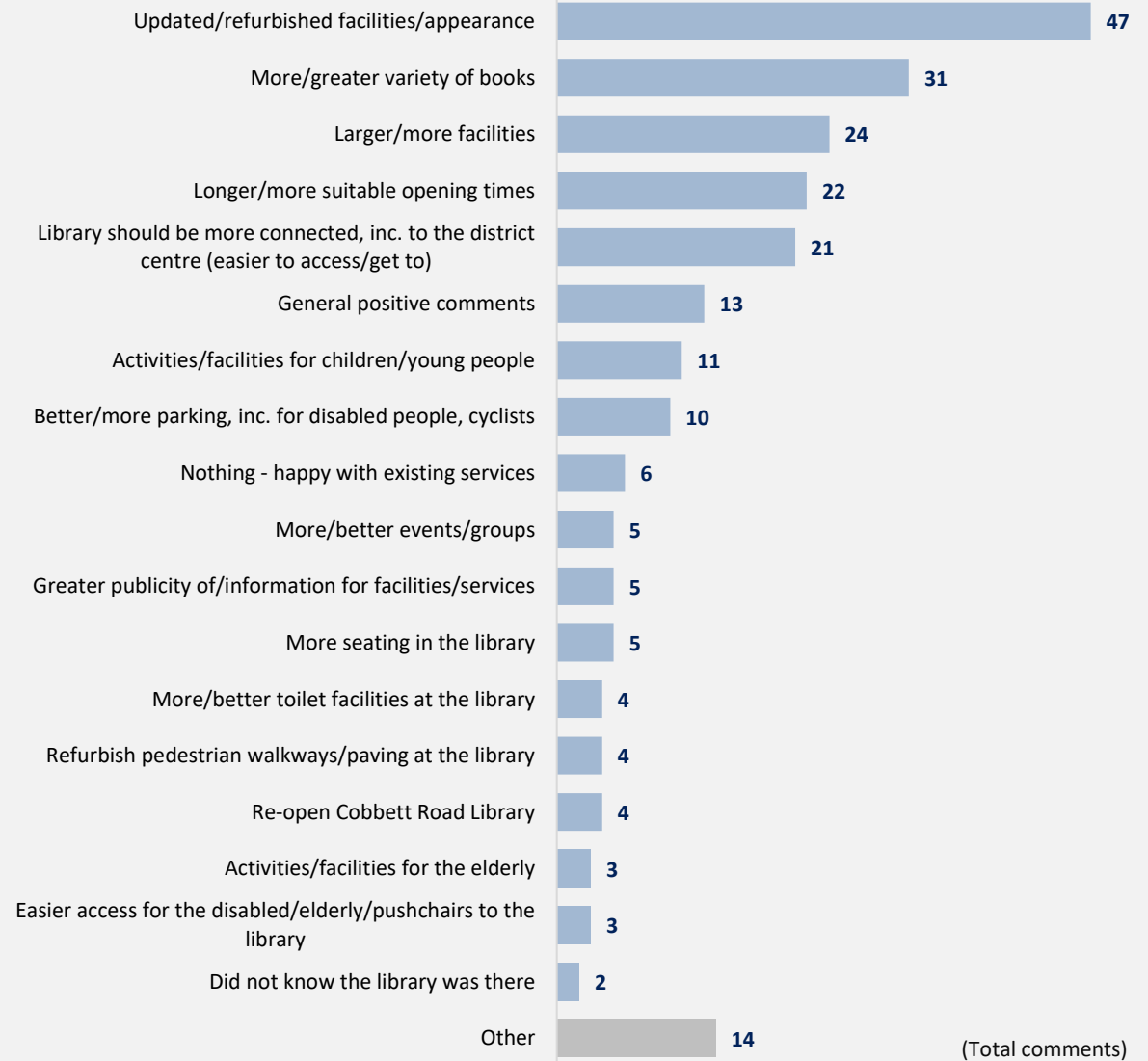
Overall levels of satisfaction or dissatisfaction (Total respondents: 475)



Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Visitors to the library (327 respondents)	86%	7%
Higher satisfaction: Age 65+ (139 respondents)	84%	4%
Higher dissatisfaction: Age 18 - 34 (64 respondents)	63%	19%
Higher dissatisfaction: Age 35 - 44 (72 respondents)	76%	15%

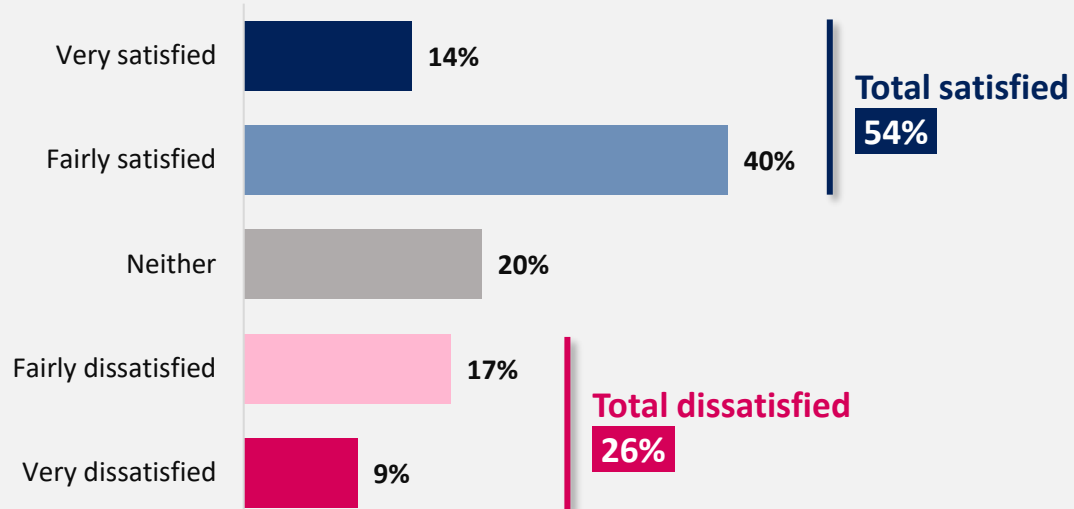
Free text comment themes





Satisfaction with service

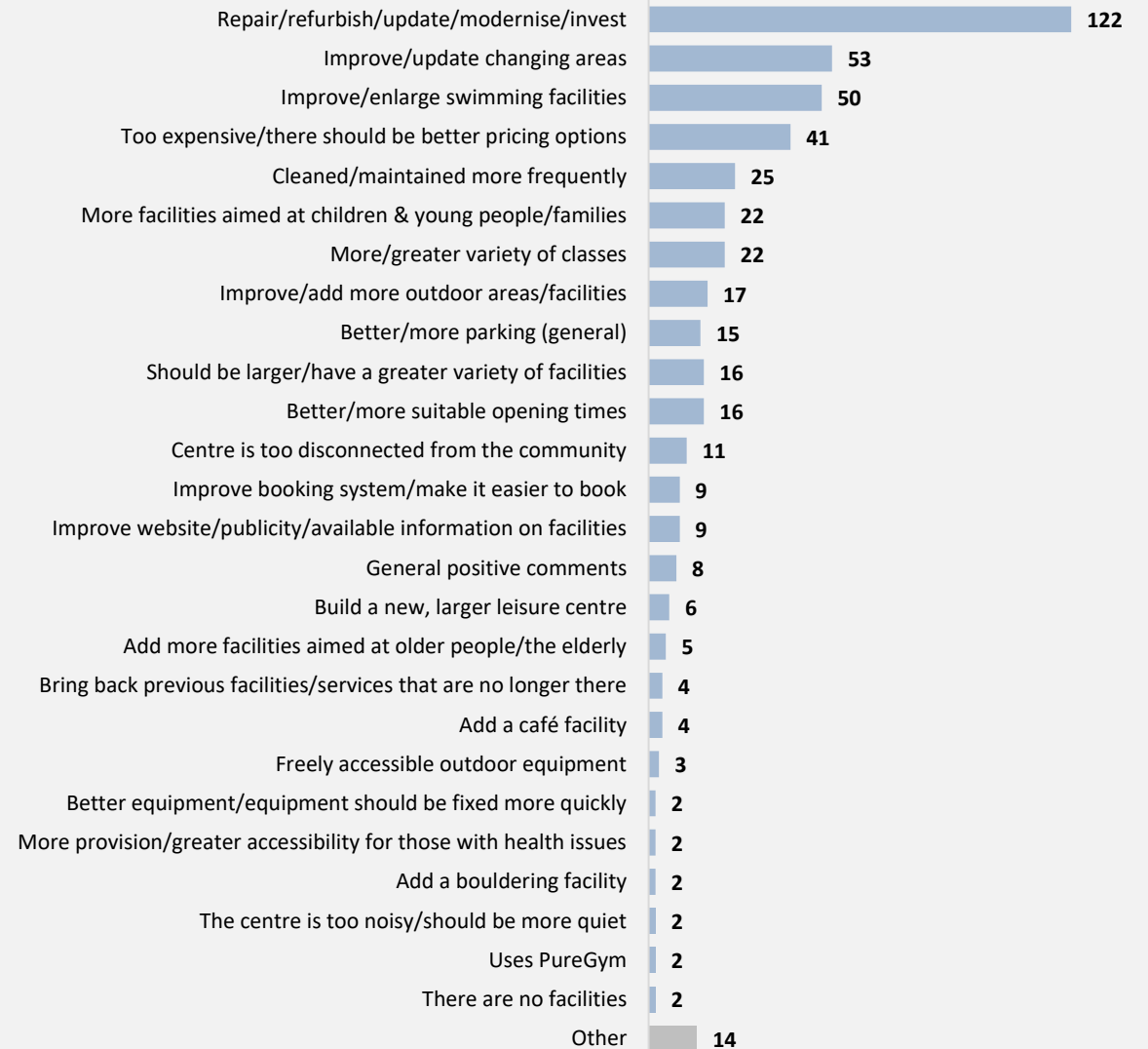
Overall levels of satisfaction or dissatisfaction (Total respondents: 468)



Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Visitors to the Sport and Leisure facilities (270 respondents)	61%	24%
Visitors to the Gym (143 respondents)	61%	28%
Higher satisfaction: Daily visitors to Bitterne (222 respondents)	60%	26%
Higher dissatisfaction: Those with a disability (53 respondents)	38%	32%

Free text comment themes



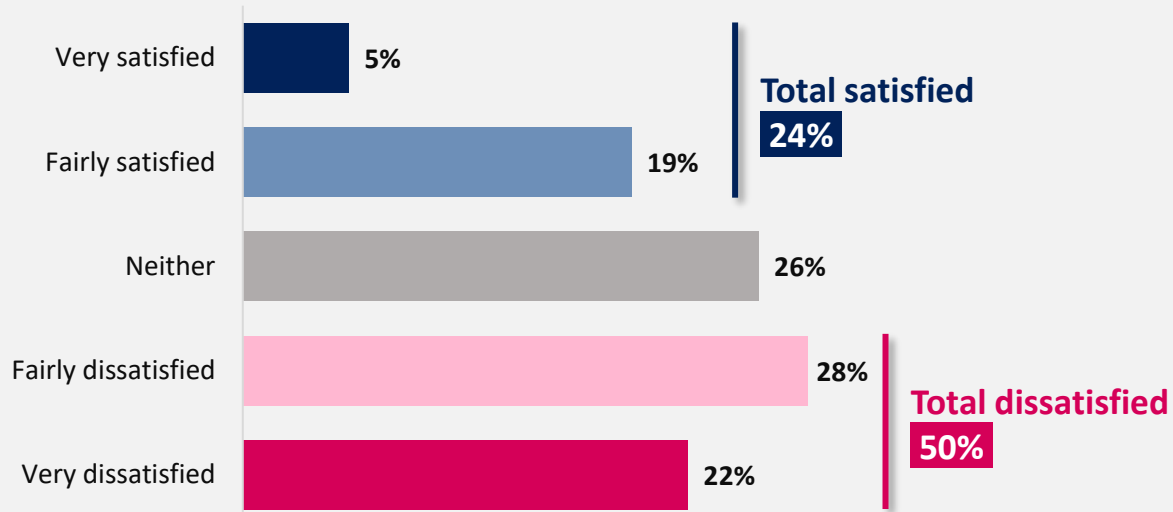
(Total comments)



The playground (in the precinct)

Satisfaction with service

Overall levels of satisfaction or dissatisfaction (Total respondents: 286)



Breakdowns by different respondents

Visitors to the playground in the precinct (135 respondents)

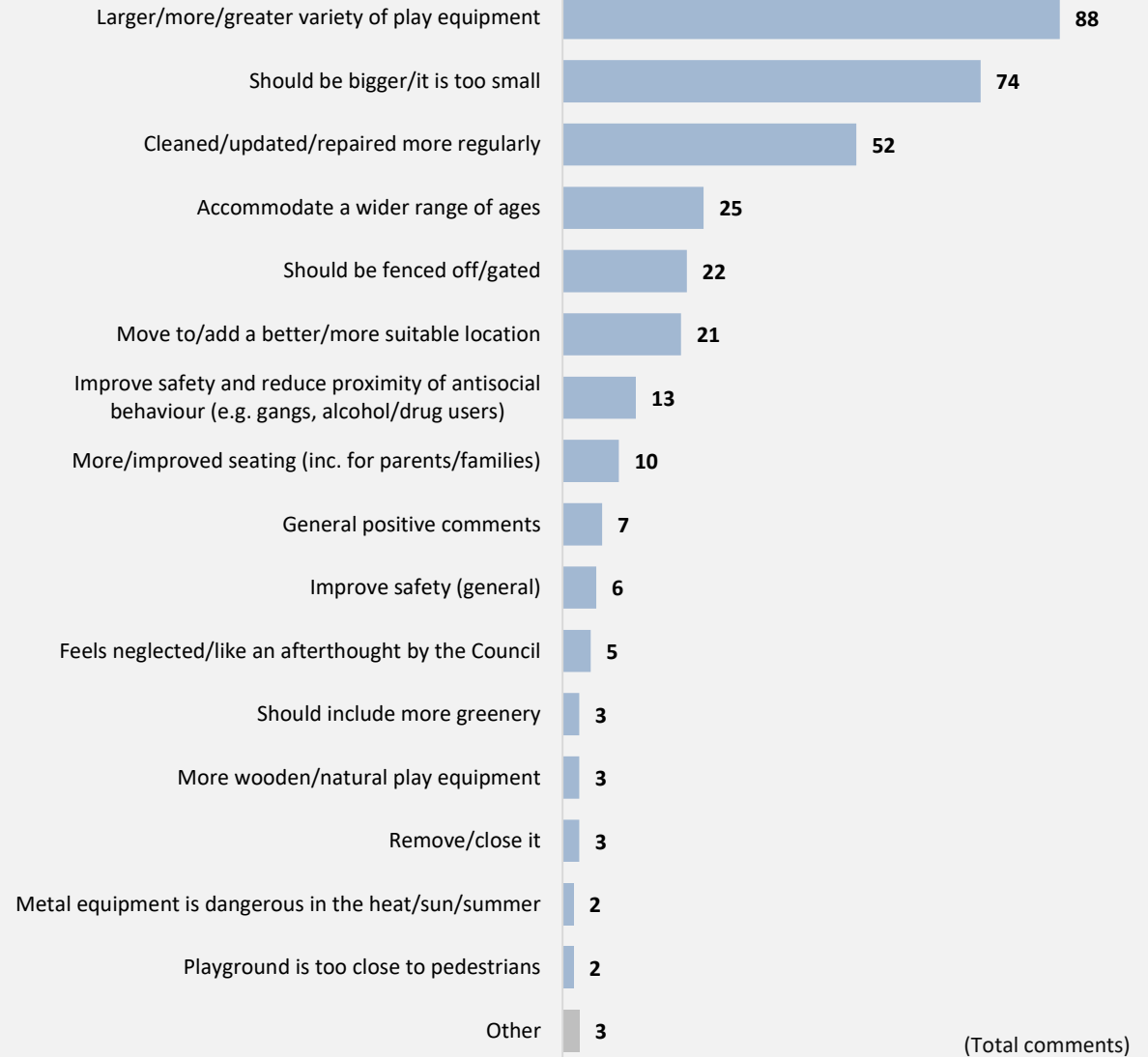
	Total satisfied	Total dissatisfied
Visitors to the playground in the precinct (135 respondents)	30%	45%
Higher satisfaction: Ages 65+ (46 respondents)	35%	26%
Higher dissatisfaction: Ages 18 - 34 (50 respondents)	20%	64%
Higher dissatisfaction: Ages 35 - 44 (76 respondents)	22%	59%

Higher satisfaction: Ages 65+ (46 respondents)

Higher dissatisfaction: Ages 18 - 34 (50 respondents)

Higher dissatisfaction: Ages 35 - 44 (76 respondents)

Free text comment themes

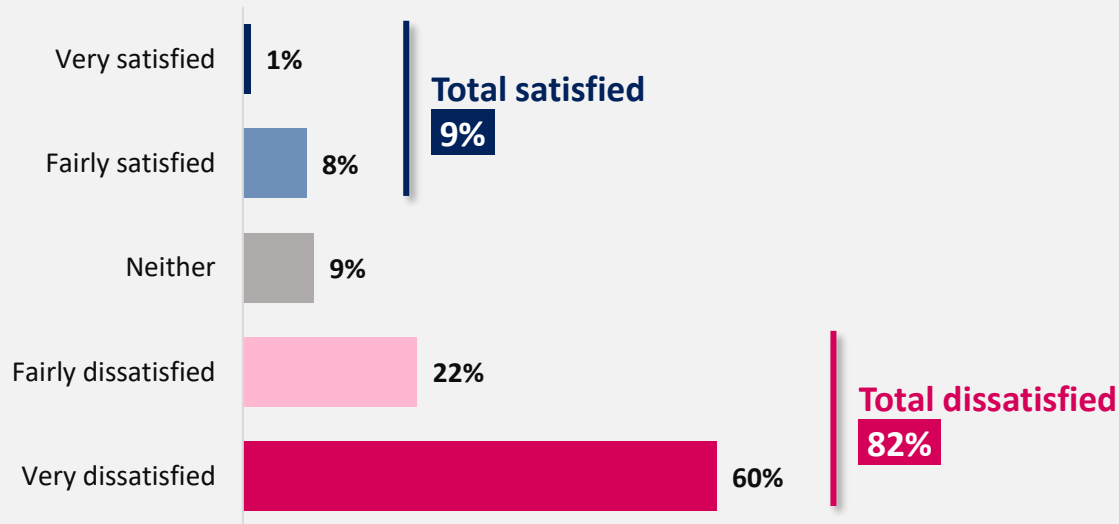


(Total comments)



Satisfaction with service

Overall levels of satisfaction or dissatisfaction (Total respondents: 535)



Breakdowns by different respondents

Higher dissatisfaction: Those not living locally in Bitterne, Harefield or Peartree (71 respondents)

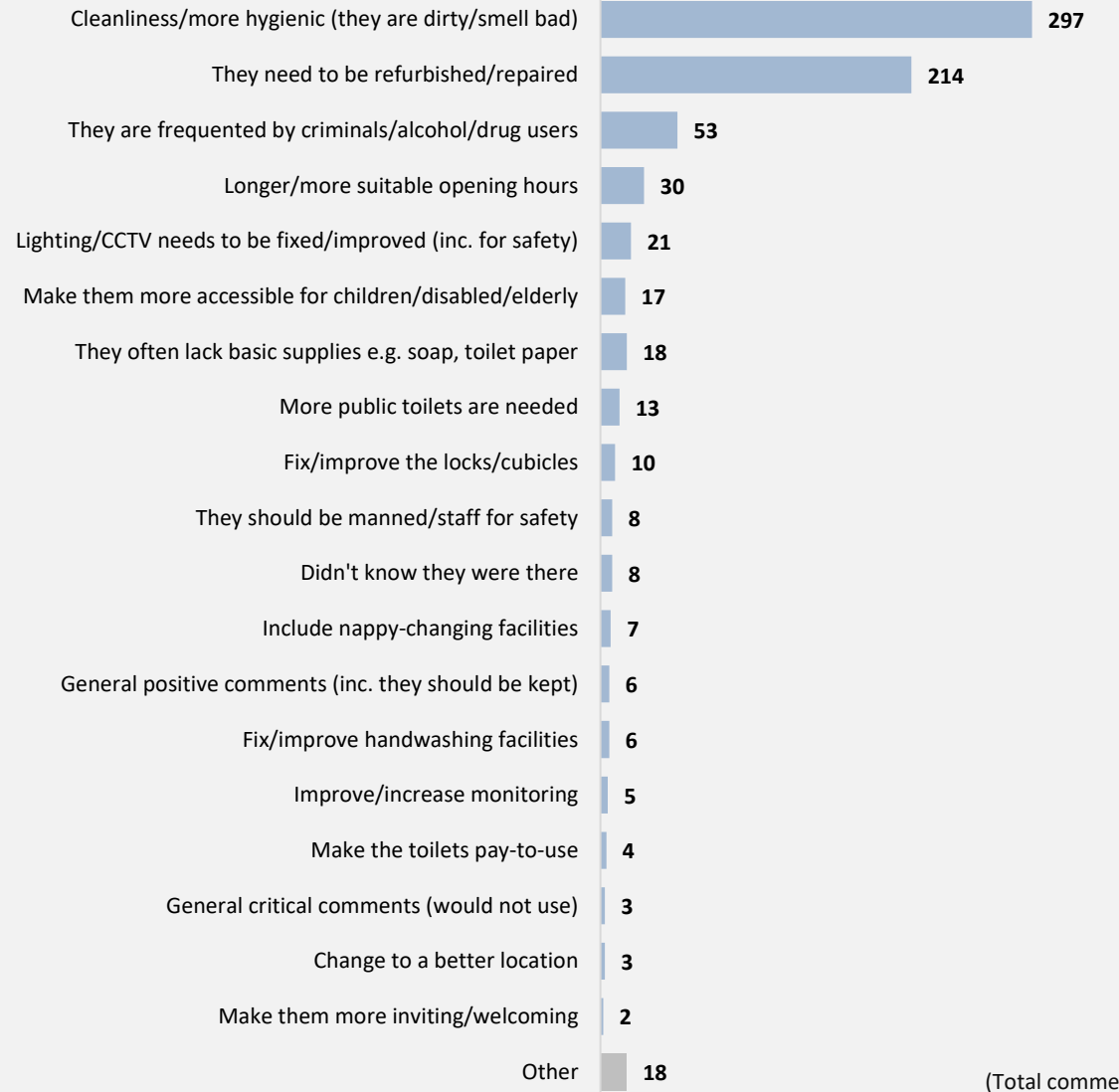
	Total satisfied	Total dissatisfied
Higher dissatisfaction: Those not living locally in Bitterne, Harefield or Peartree (71 respondents)	6%	90%
Higher dissatisfaction: Ages 18 - 34 (74 respondents)	4%	89%
Higher dissatisfaction: Visits the playground (133 respondents)	5%	88%
Higher dissatisfaction: Those with a disability (63 respondents)	10%	86%

Higher dissatisfaction: Ages 18 - 34 (74 respondents)

Higher dissatisfaction: Visits the playground (133 respondents)

Higher dissatisfaction: Those with a disability (63 respondents)

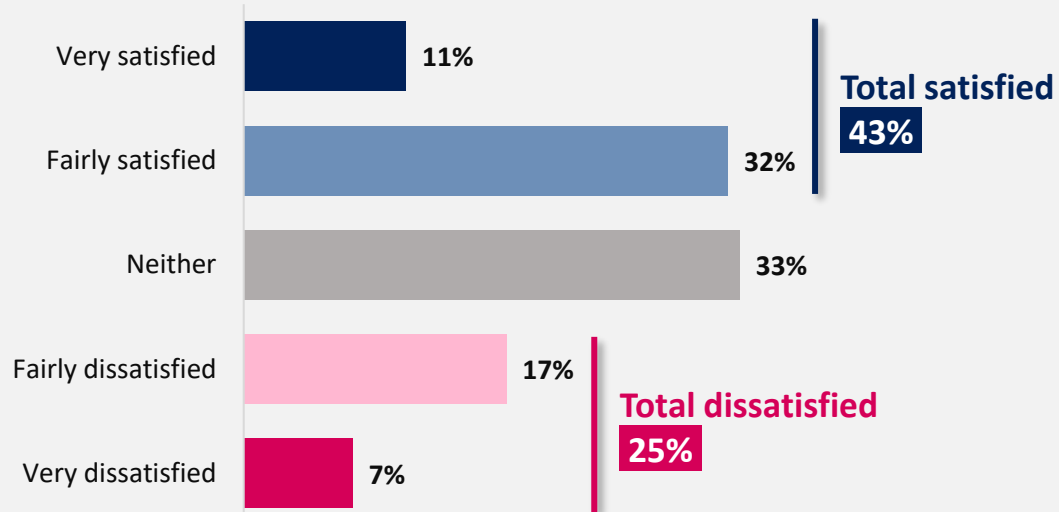
Free text comment themes





Satisfaction with service

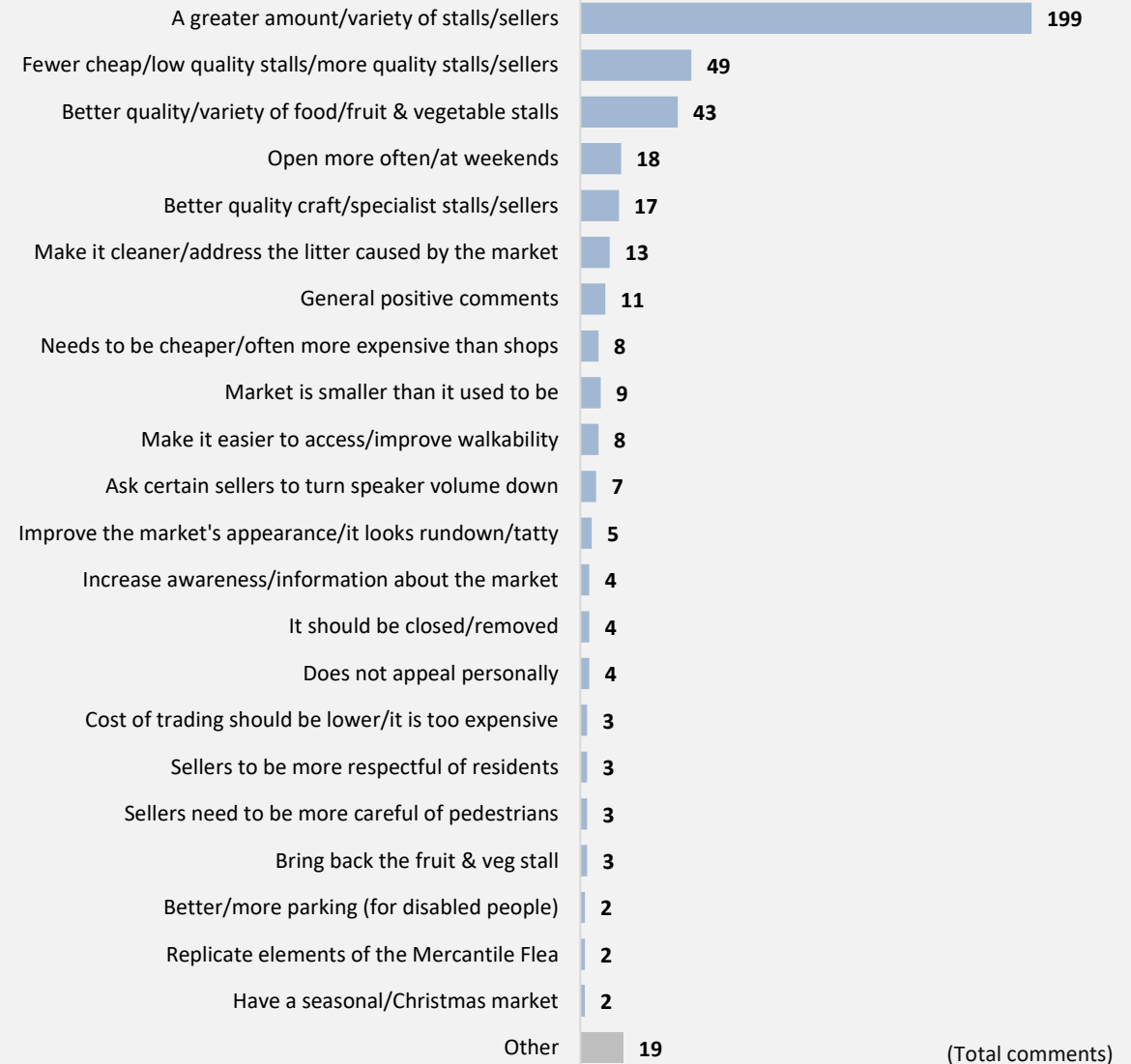
Overall levels of satisfaction or dissatisfaction (Total respondents: 513)



Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Visitors to the market (381 respondents)	47%	19%
Higher dissatisfaction: Those with a disability (60 respondents)	40%	33%
Higher dissatisfaction: As a business or organisation in Bitterne, Harefield or Peartree (19 respondents - caution small sample)	32%	32%

Free text comment themes



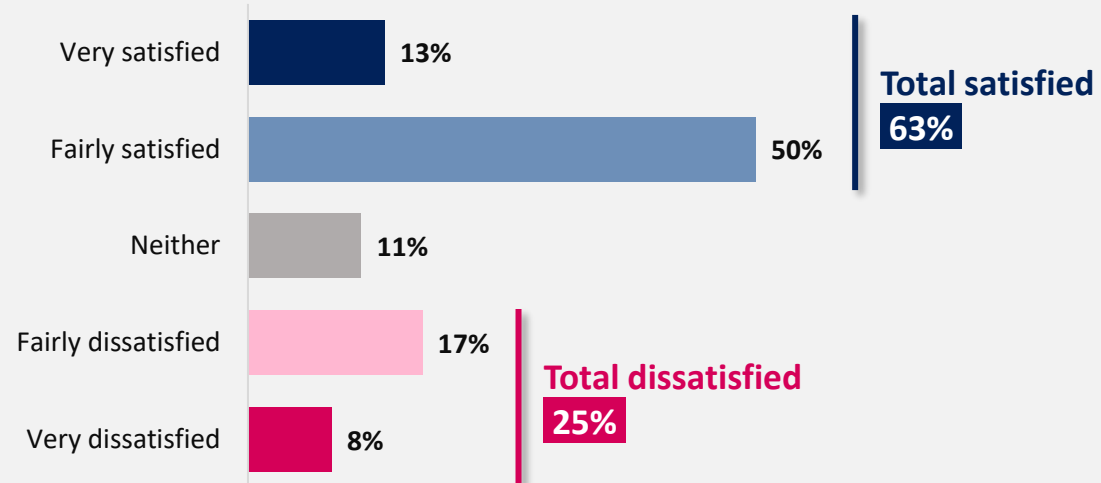
(Total comments)



Walking – pavements & walkways

Satisfaction with service

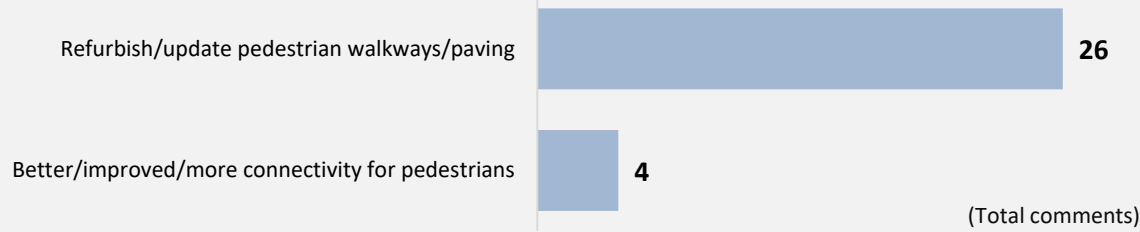
Overall levels of satisfaction or dissatisfaction (Total respondents: 780)



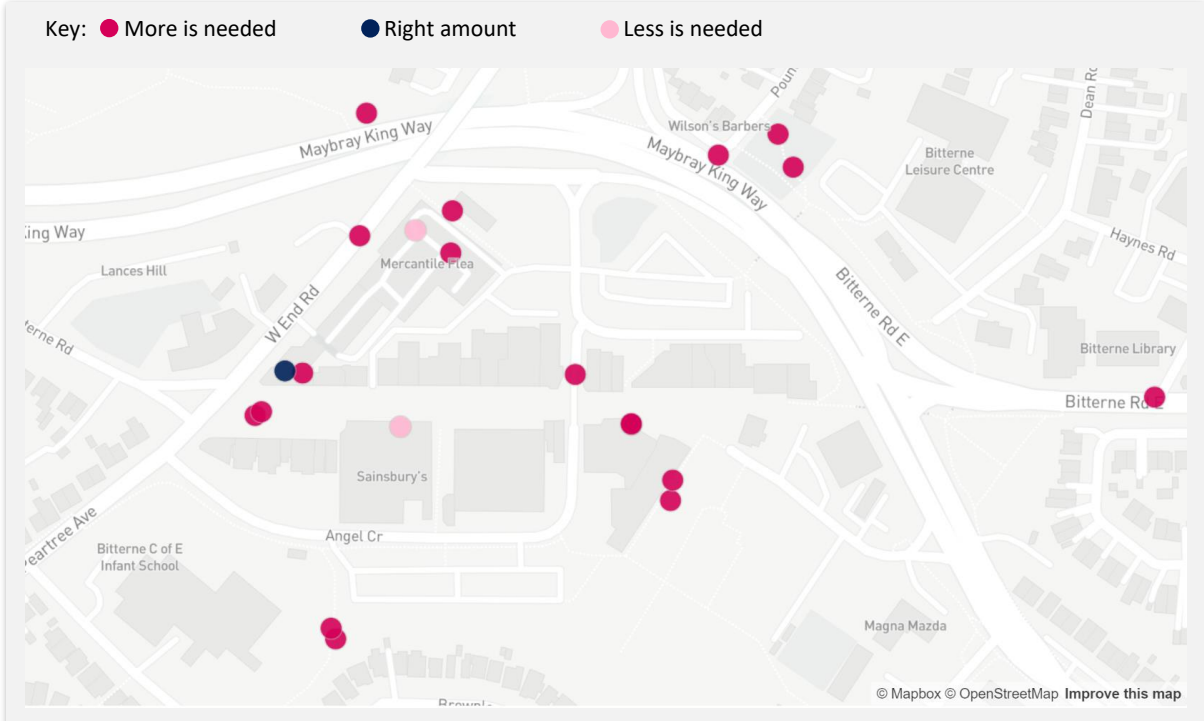
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Those that walk to Bitterne District (484 respondents)	63%	27%
Those that pass through Bitterne District (601 respondents)	60%	28%
Higher dissatisfaction: Ages 55 - 64 (162 respondents)	56%	31%
Higher dissatisfaction: Those with a disability (78 respondents)	51%	31%

Free text comment themes



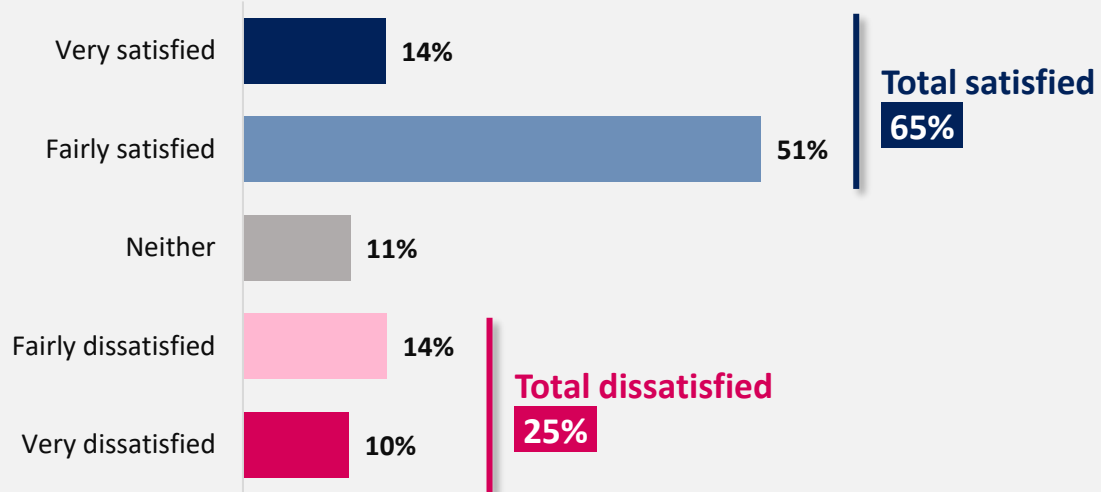
Map of suggestions





Satisfaction with service

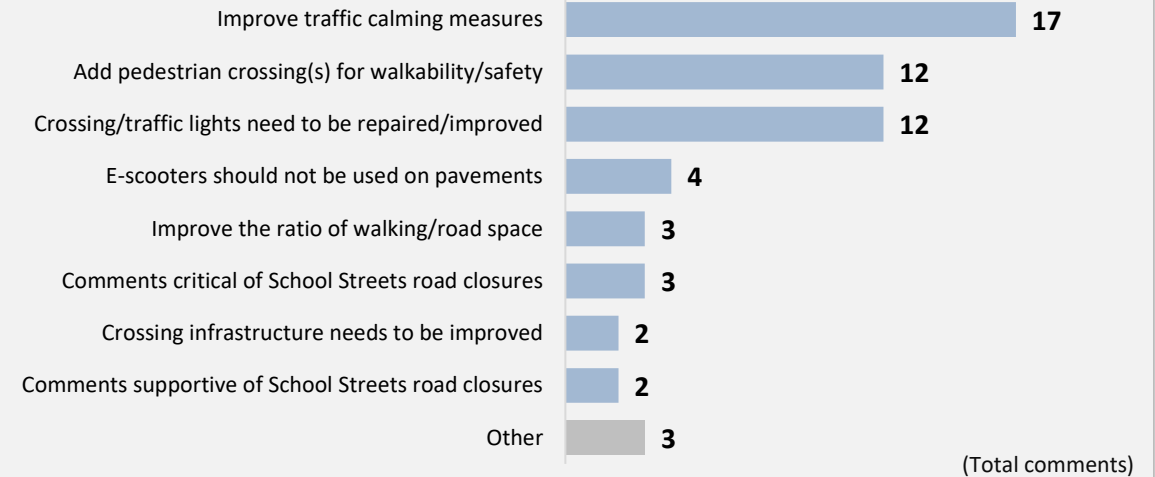
Overall levels of satisfaction or dissatisfaction (Total respondents: 778)



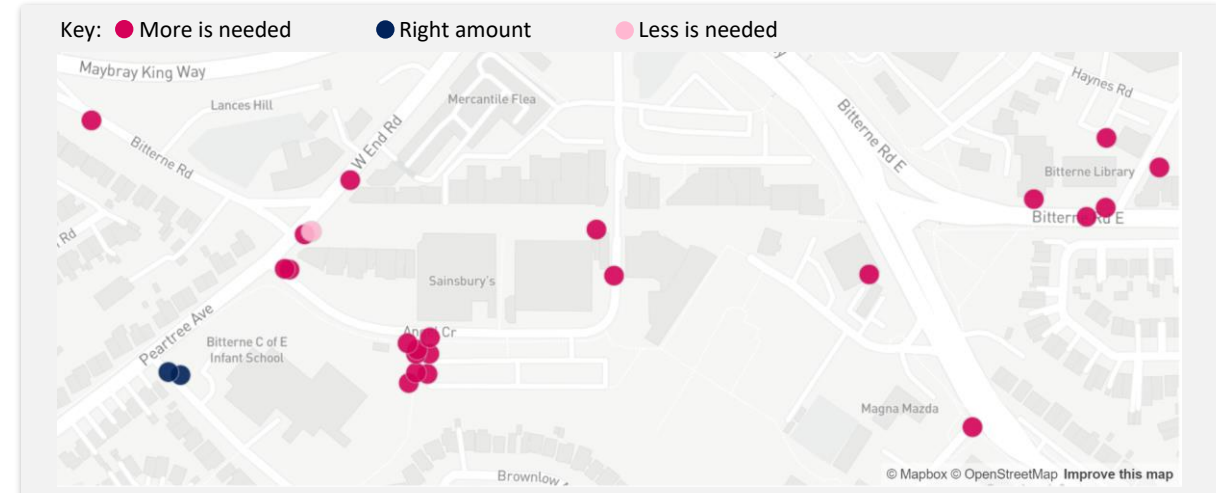
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Those that walk to Bitterne District (486 respondents)	61%	30%
Those that drive to Bitterne District (405 respondents)	70%	18%
Higher dissatisfaction: Those with a disability (78 respondents)	41%	45%
Higher dissatisfaction: Those that cycle to Bitterne District (50 respondents)	60%	32%

Free text comment themes



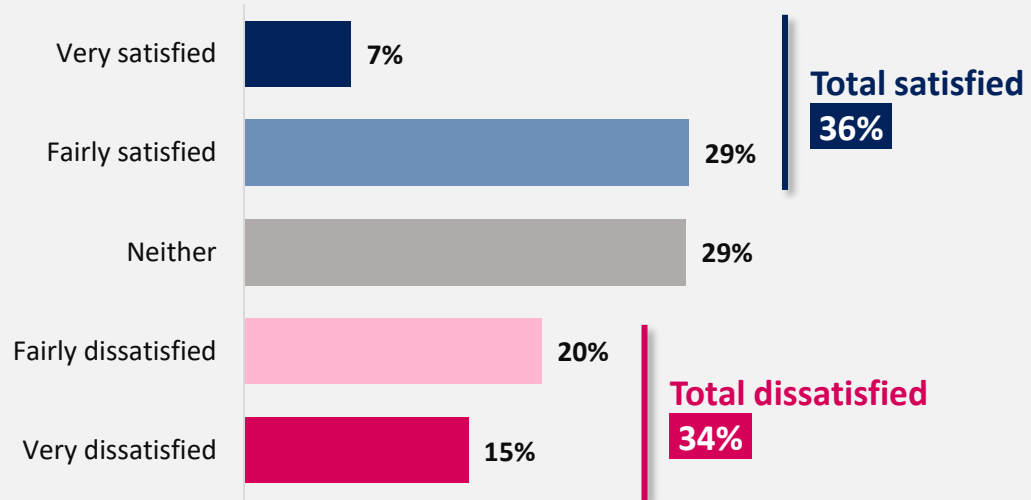
Map of suggestions





Satisfaction with service

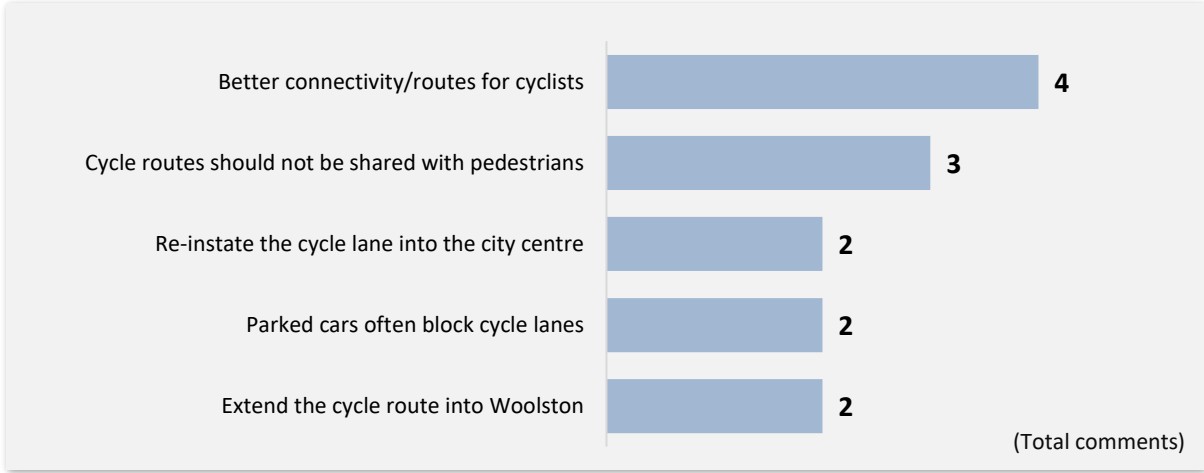
Overall levels of satisfaction or dissatisfaction (Total respondents: 453)



Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Those that cycle to Bitterne District (51 respondents)	43%	53%
Higher satisfaction: Those visiting for education (67 respondents)	55%	21%
Higher dissatisfaction: Those with a disability (38 respondents – caution small sample)	32%	42%
Higher dissatisfaction: Those that walk to Bitterne District (296 respondents)	36%	40%

Free text comment themes



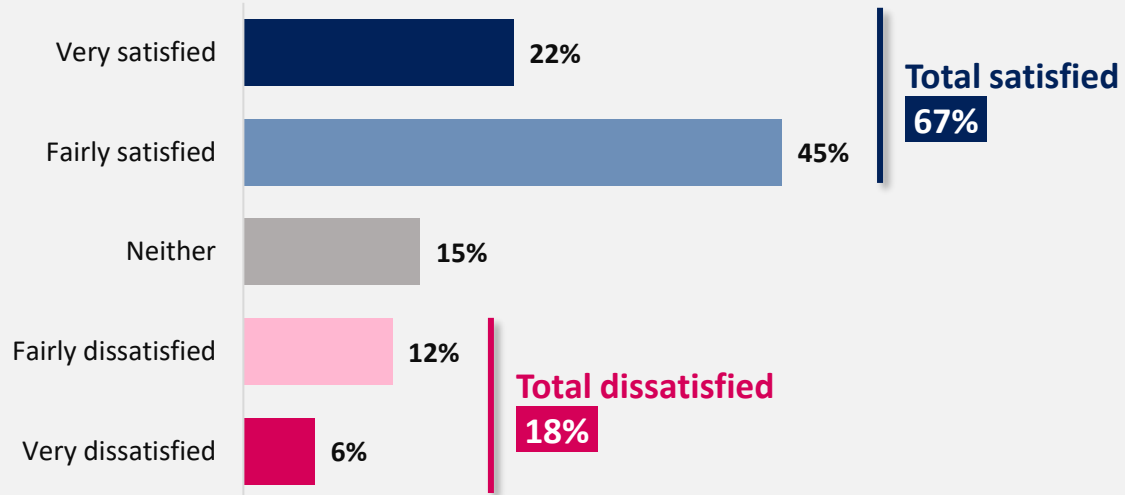
Map of suggestions





Satisfaction with service

Overall levels of satisfaction or dissatisfaction (Total respondents: 607)

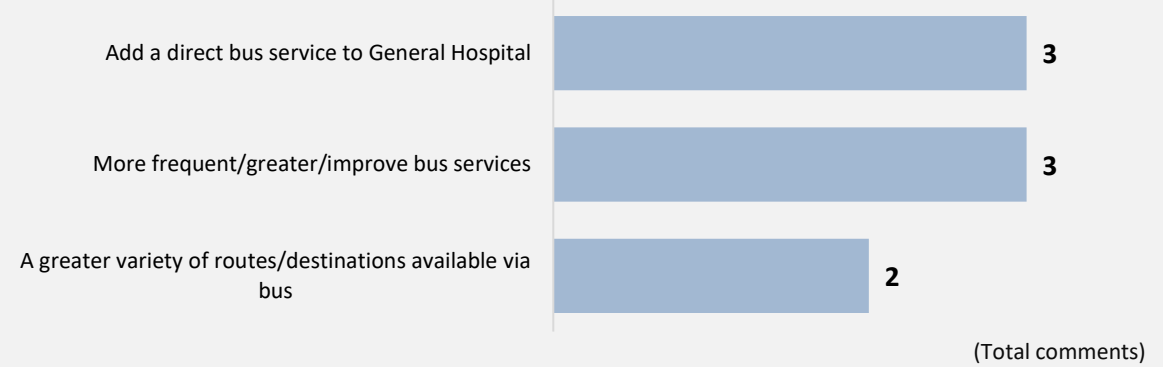


Breakdowns by different respondents

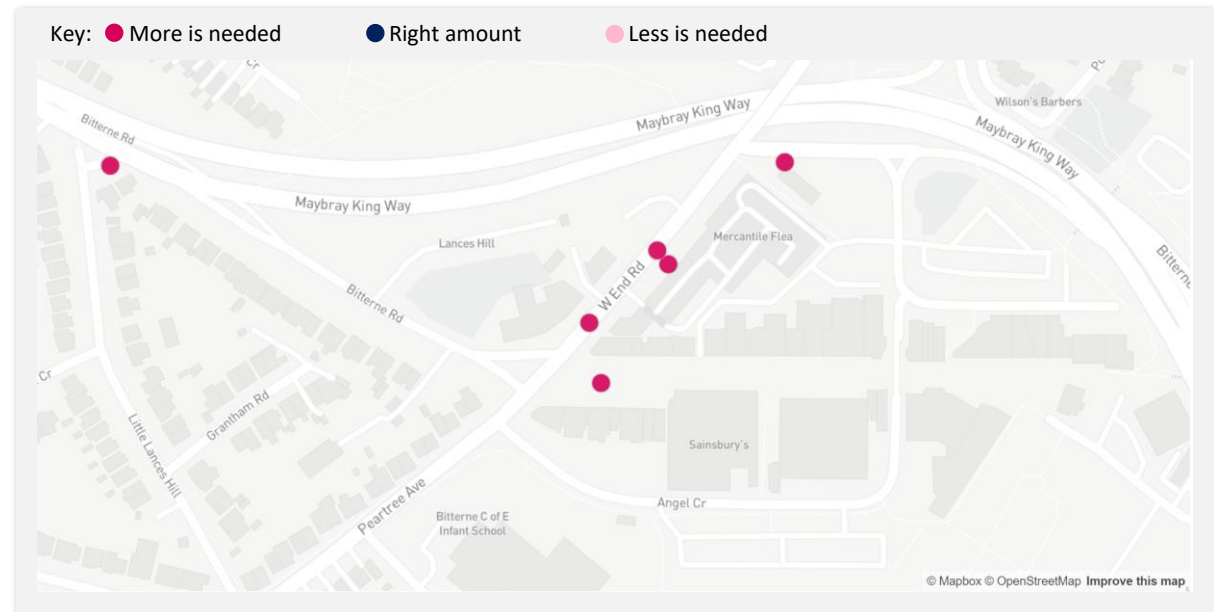
- Those travelling to Bitterne by public transport (104 respondents)
- Higher satisfaction: Ages 18 - 34 (84 respondents)
- Higher satisfaction: Daily visitors to Bitterne (271 respondents)
- Higher dissatisfaction: Those with a disability (60 respondents)

	Total satisfied	Total dissatisfied
Those travelling to Bitterne by public transport (104 respondents)	59%	36%
Higher satisfaction: Ages 18 - 34 (84 respondents)	73%	17%
Higher satisfaction: Daily visitors to Bitterne (271 respondents)	73%	18%
Higher dissatisfaction: Those with a disability (60 respondents)	55%	27%

Free text comment themes



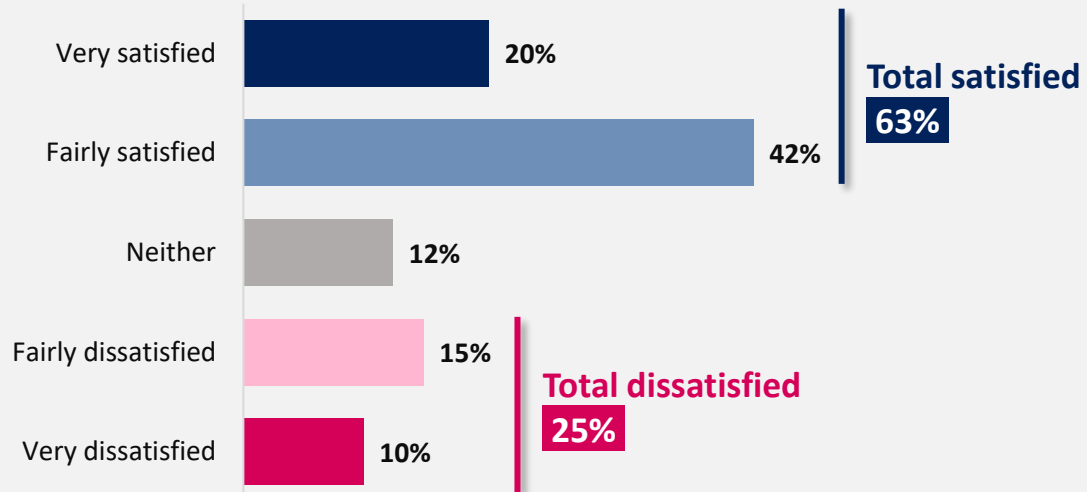
Map of suggestions





Satisfaction with service

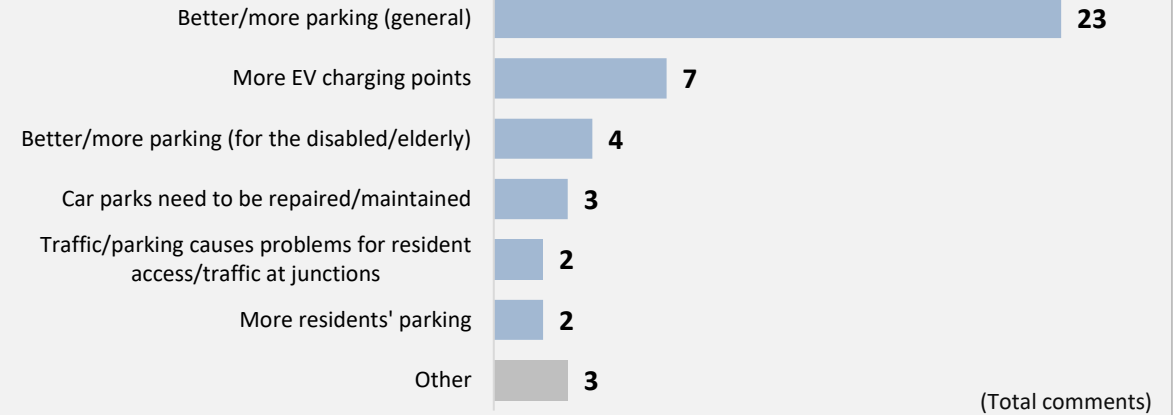
Overall levels of satisfaction or dissatisfaction (Total respondents: 702)



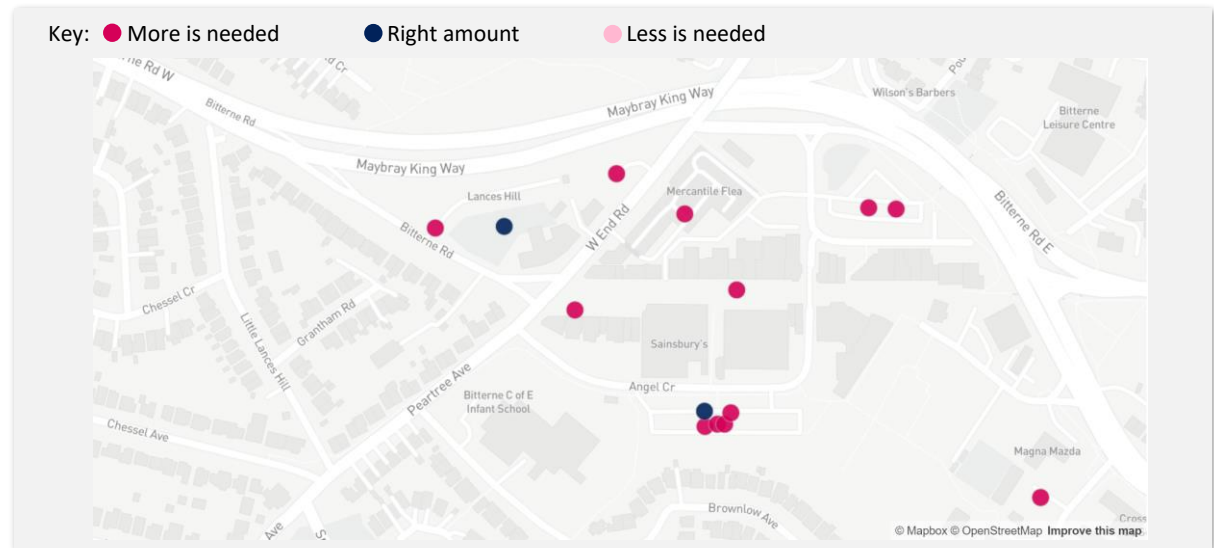
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Those that drive to Bitterne District (406 respondents)	63%	28%
Higher satisfaction: Those that visit the library (307 respondents)	69%	17%
Higher dissatisfaction: Those that work in Bitterne District (331 respondents)	55%	31%
Higher dissatisfaction: Those aged 45 - 54 (156 respondents)	58%	29%

Free text comment themes



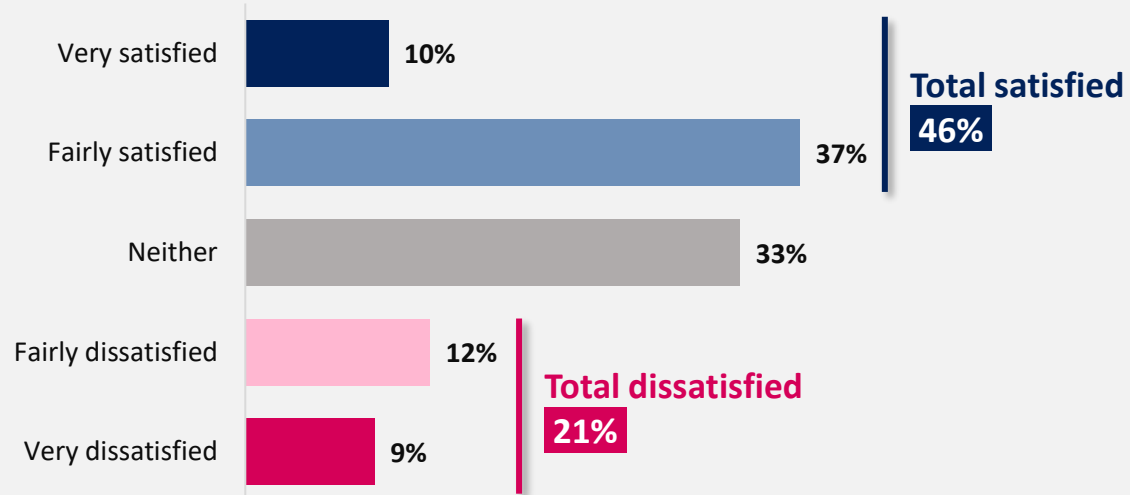
Map of suggestions





Satisfaction with service

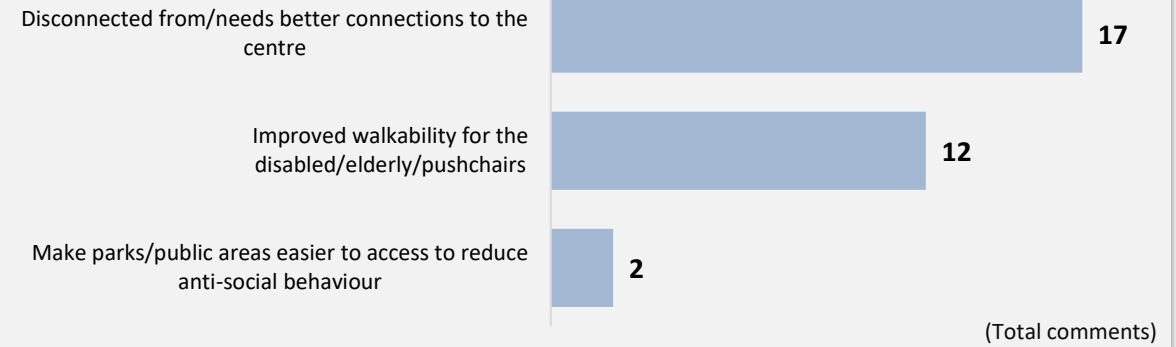
Overall levels of satisfaction or dissatisfaction (Total respondents: 326)



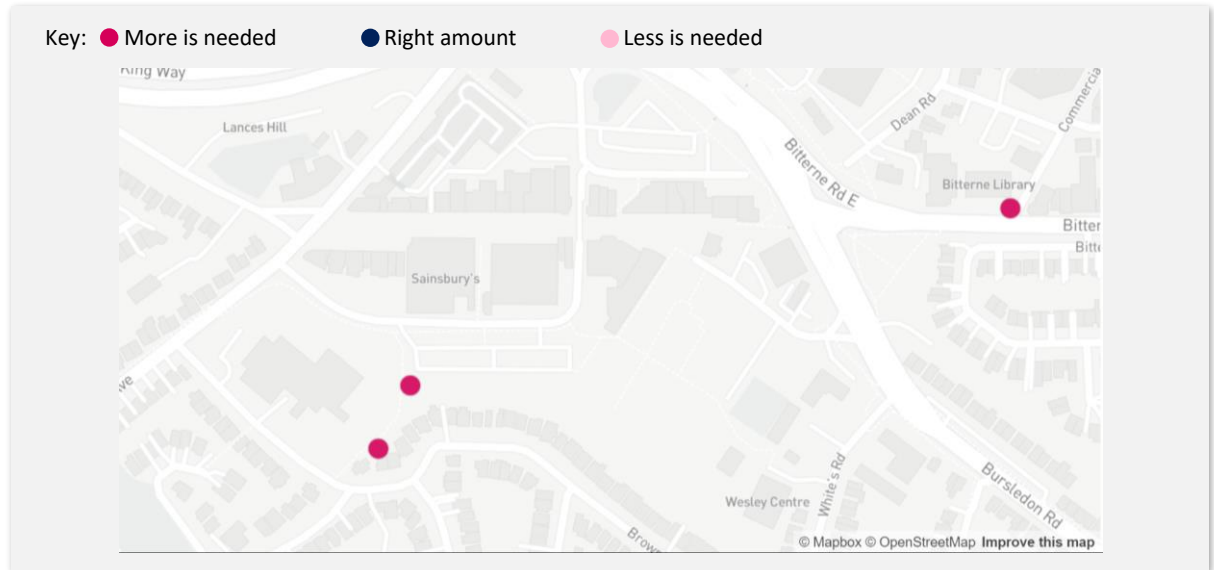
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Those with a disability (47 respondents)	49%	34%
Those not living locally in Bitterne, Harefield or Peartree (40 respondents)	40%	40%
Higher satisfaction: Daily visitors (152 respondents)	56%	14%
Higher dissatisfaction: Monthly visitors (40 respondents)	35%	38%

Free text comment themes



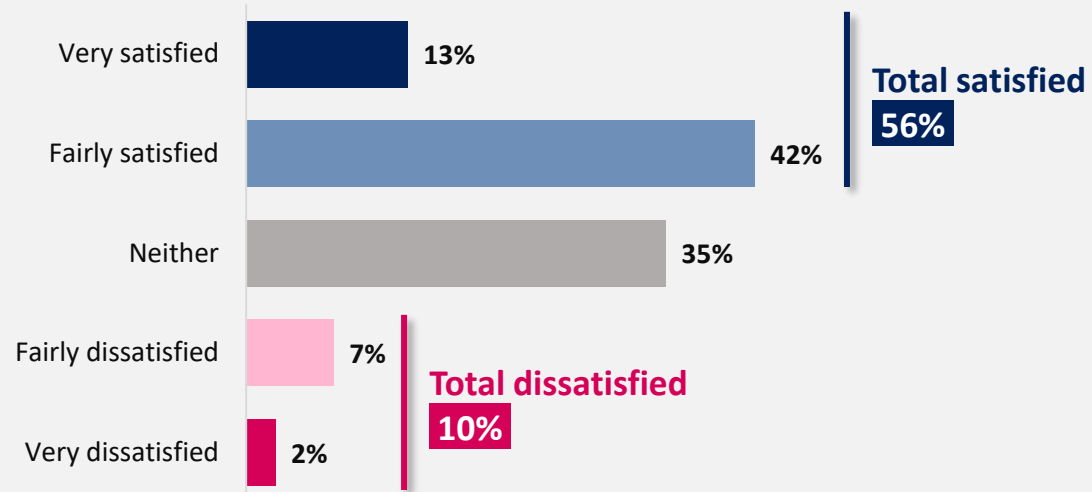
Map of suggestions





Satisfaction with service

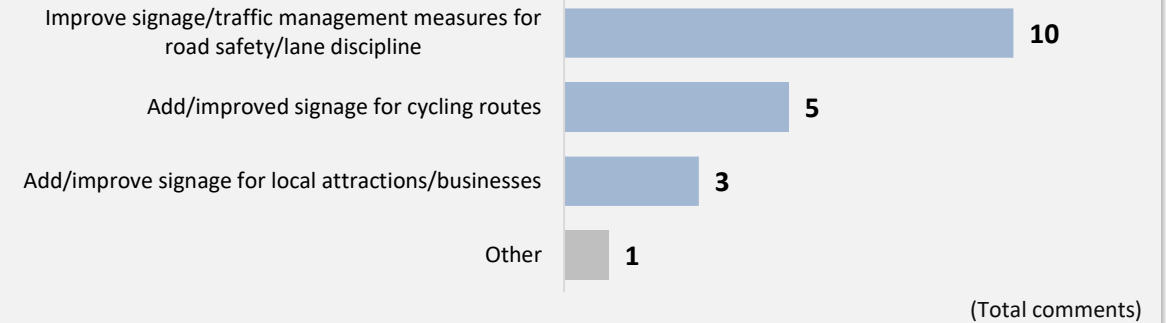
Overall levels of satisfaction or dissatisfaction (Total respondents: 664)



Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Higher satisfaction: Daily visitors (285 respondents)	63%	11%
Higher satisfaction: Travel by public transport to Bitterne (88 respondents)	67%	13%
Higher dissatisfaction: Those not living locally in Bitterne, Harefield or Peartree (77 respondents)	45%	21%
Higher dissatisfaction: Monthly visitors (92 respondents)	45%	14%

Free text comment themes



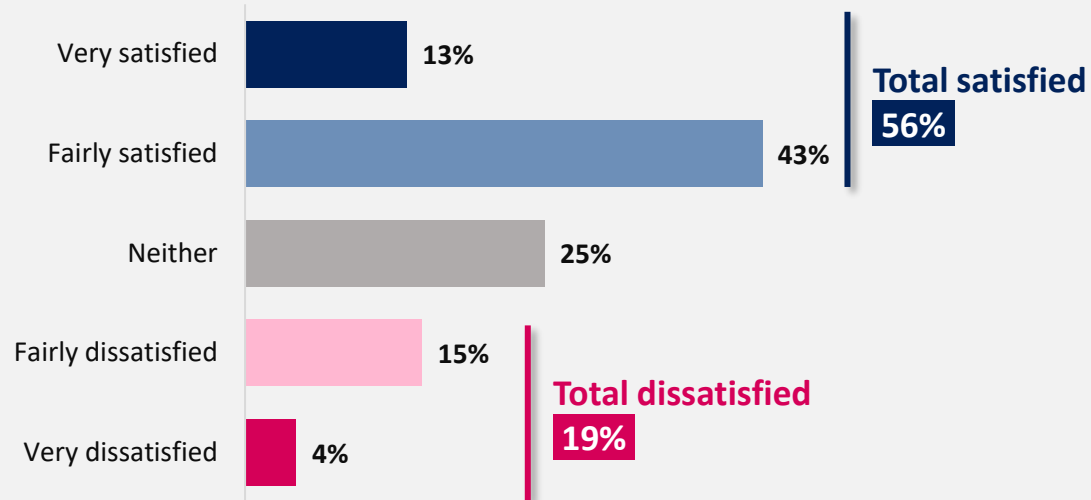
Map of suggestions





Satisfaction with service

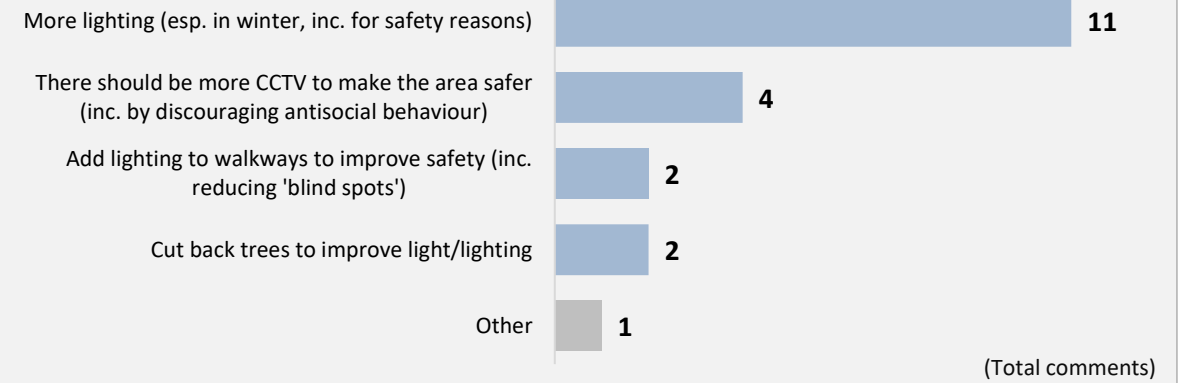
Overall levels of satisfaction or dissatisfaction (Total respondents: 709)



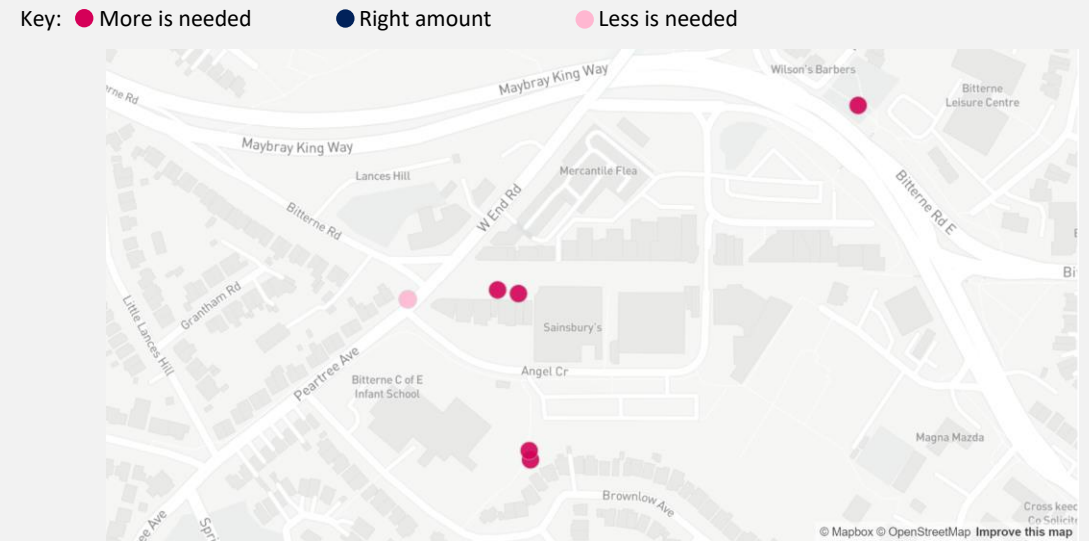
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Higher satisfaction: Daily visitors (316 respondents)	63%	22%
Higher satisfaction: Visit for clubs (114 respondents)	63%	18%
Higher dissatisfaction: Travel by public transport to Bitterne (92 respondents)	57%	25%
Higher dissatisfaction: Ages 18 - 34 (101 respondents)	51%	24%

Free text comment themes



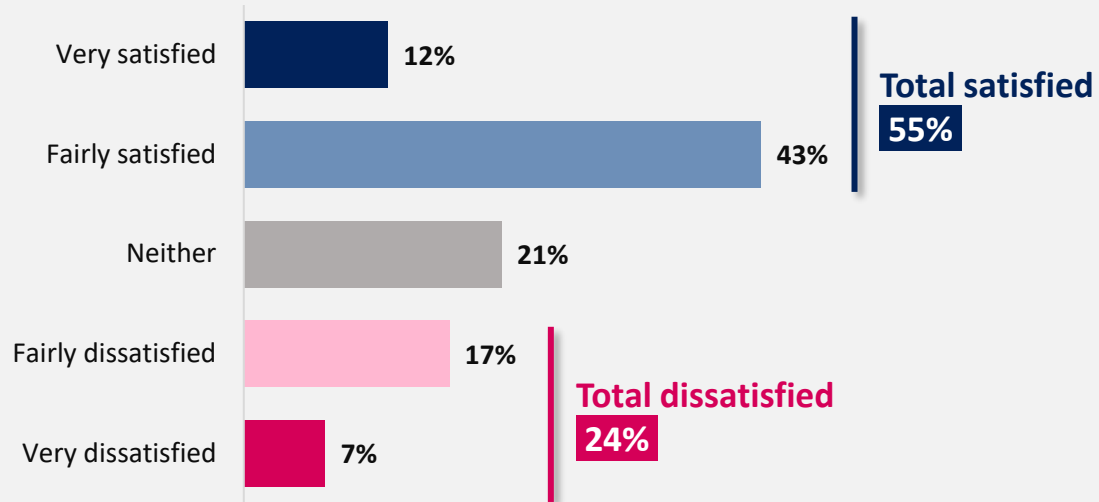
Map of suggestions





Satisfaction with service

Overall levels of satisfaction or dissatisfaction (Total respondents: 669)



Breakdowns by different respondents

Higher satisfaction: Daily visitors to Bitterne (298 respondents)

Total satisfied Total dissatisfied

61% **20%**

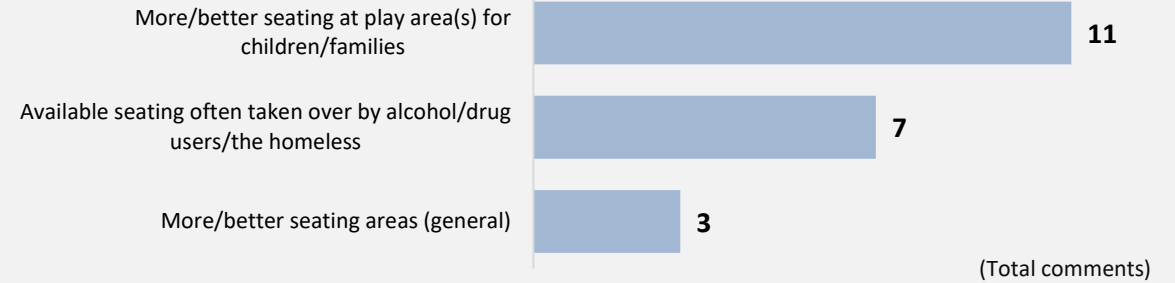
Higher satisfaction: Ages 35 - 44 (122 respondents)

60% **21%**

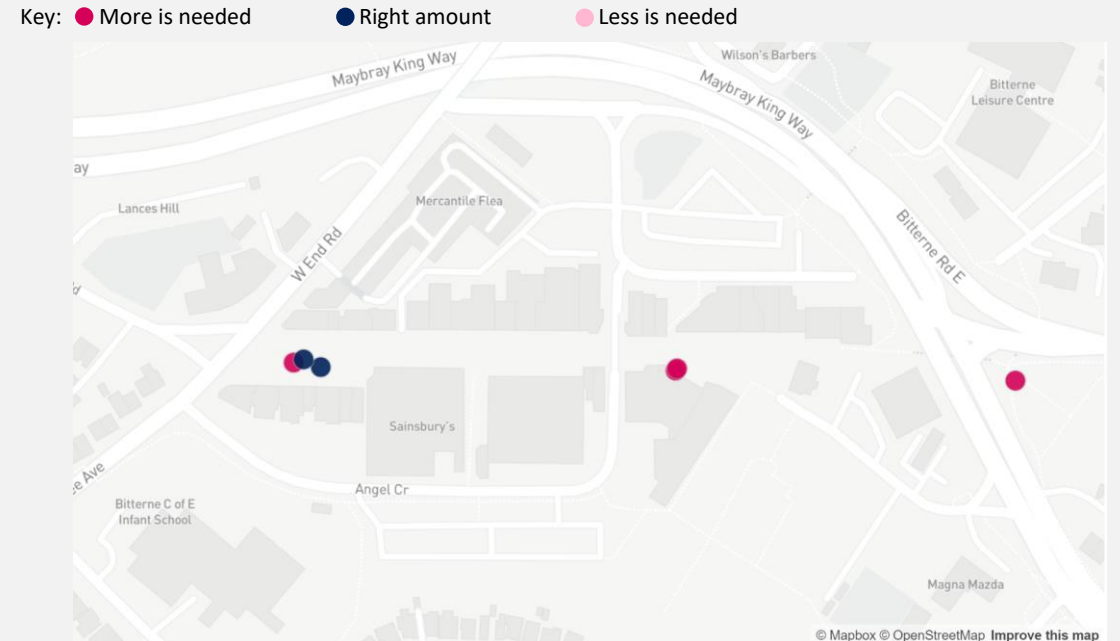
Higher dissatisfaction: Those not living locally in Bitterne, Harefield or Peartree (77 respondents)

48% **31%**

Free text comment themes



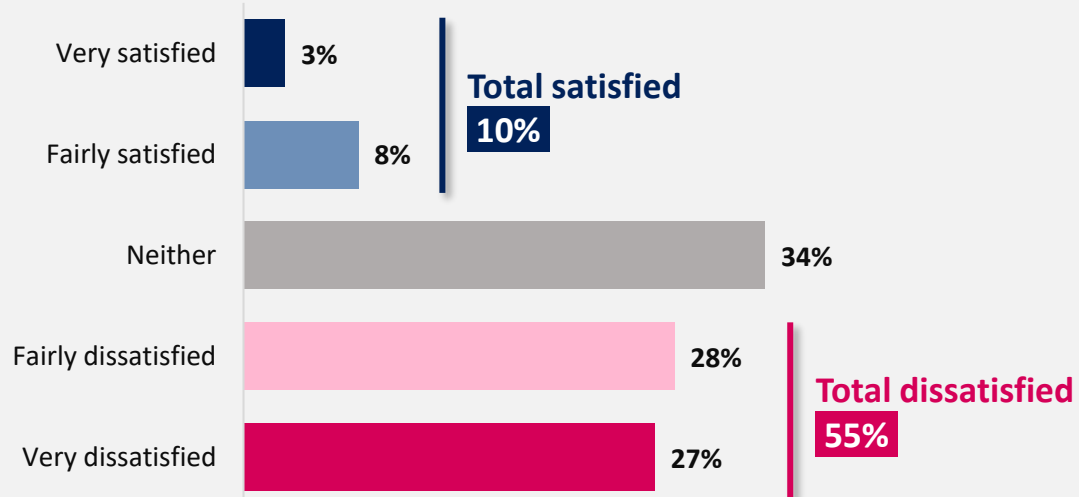
Map of suggestions





Satisfaction with service

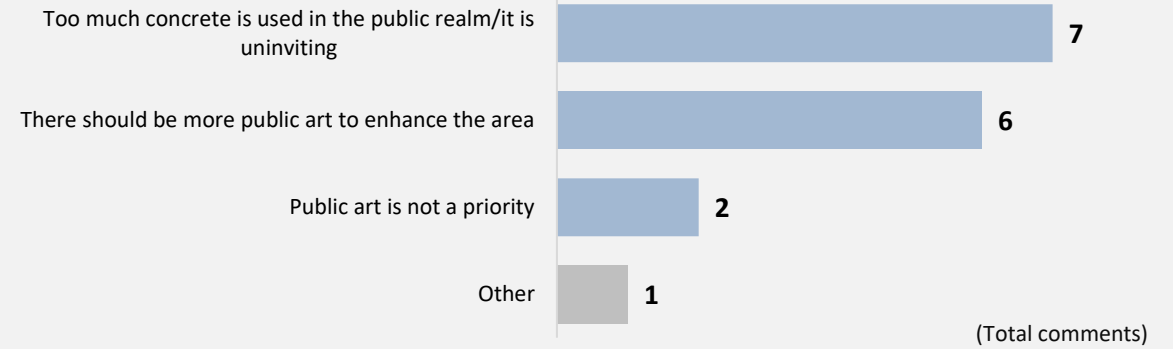
Overall levels of satisfaction or dissatisfaction (Total respondents: 621)



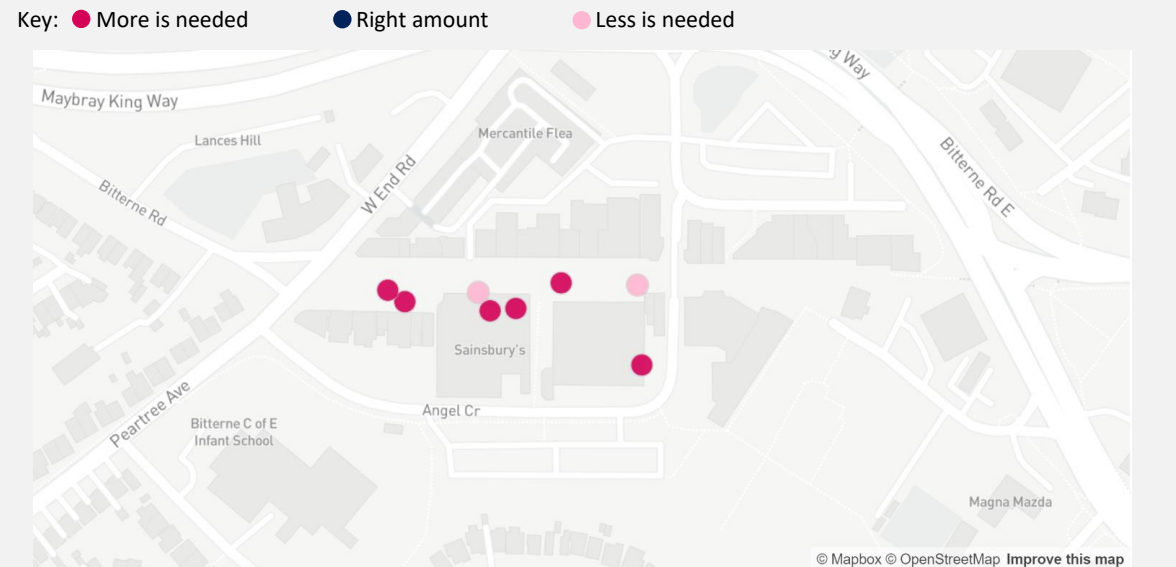
Breakdowns by different respondents

Group	Total satisfied	Total dissatisfied
Higher satisfaction: Ages 18 - 34 (84 respondents)	17%	61%
Higher dissatisfaction: Ages 35 - 44 (117 respondents)	9%	64%
Higher dissatisfaction: Those that walk to Bitterne District (387 respondents)	9%	62%

Free text comment themes



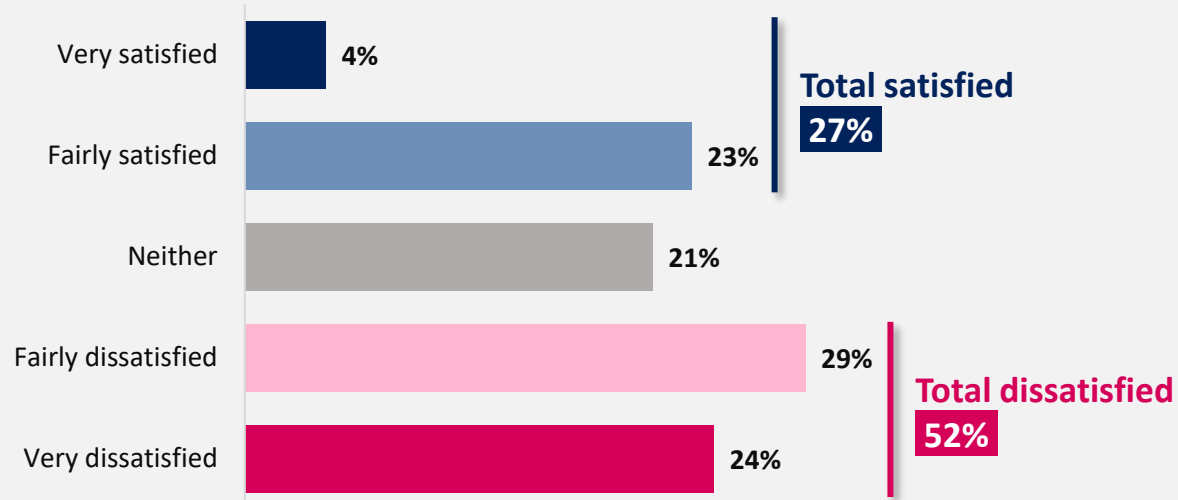
Map of suggestions





Satisfaction with service

Overall levels of satisfaction or dissatisfaction (Total respondents: 704)



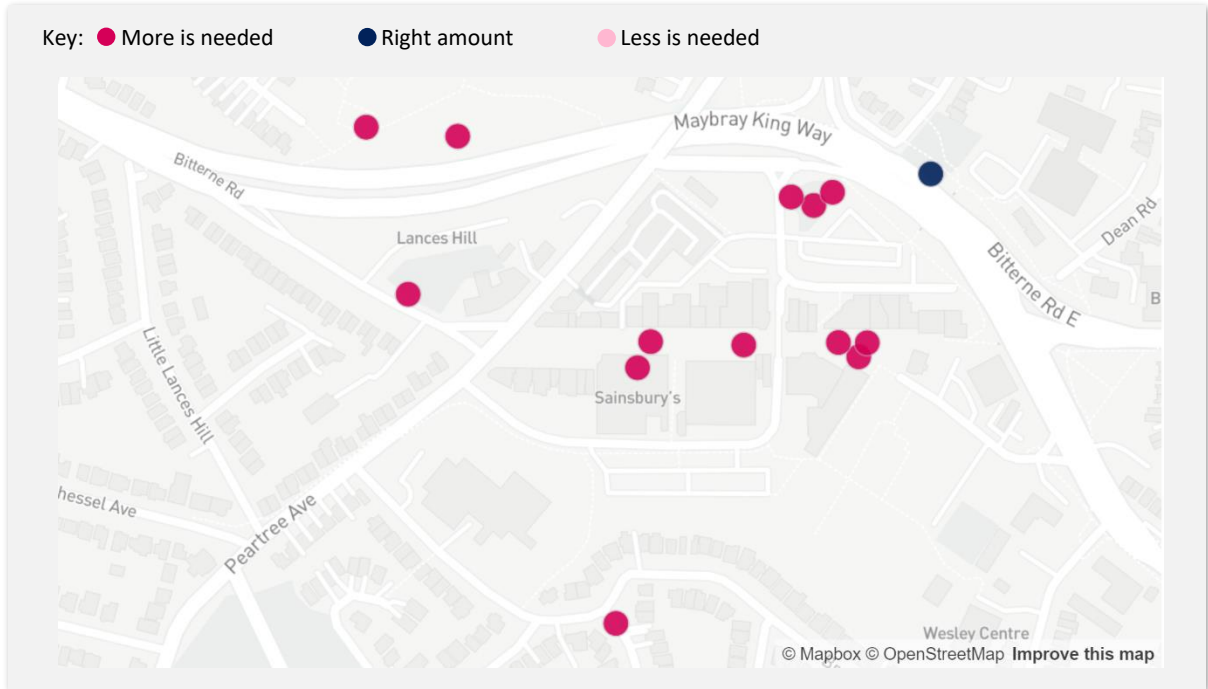
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Higher satisfaction: Daily visitors to Bitterne (309 respondents)	33%	51%
Higher satisfaction: Ages 65+ (165 respondents)	31%	39%
Higher dissatisfaction: Ages 35 - 44 (133 respondents)	21%	65%
Higher dissatisfaction: Ages 18 - 34 (99 respondents)	23%	59%

Free text comment themes



Map of suggestions

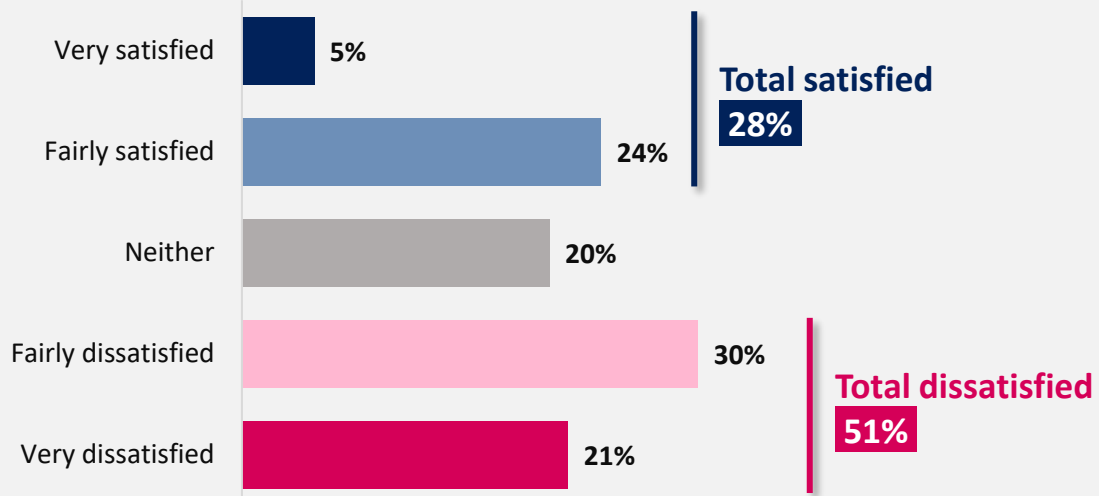




Greenery (trees, shrubs, green walls)

Satisfaction with service

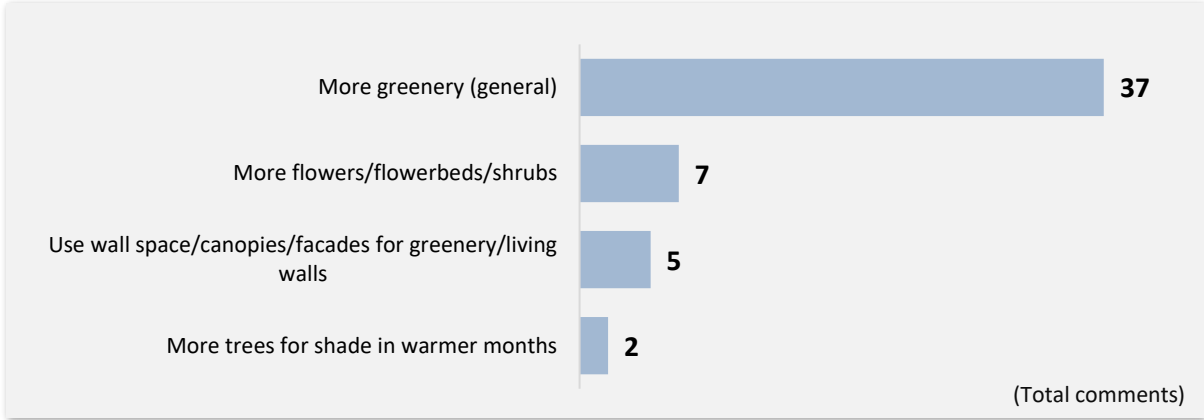
Overall levels of satisfaction or dissatisfaction (Total respondents: 737)



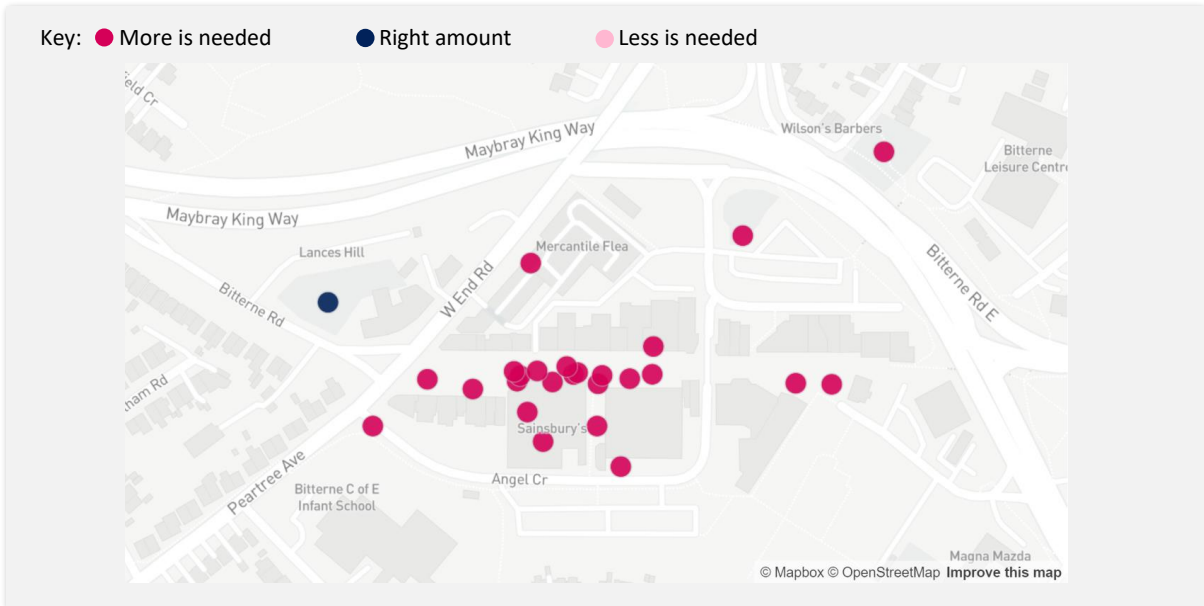
Breakdowns by different respondents

Respondent Group	Total satisfied	Total dissatisfied
Higher satisfaction: Daily visitors to Bitterne (315 respondents)	34%	50%
Higher satisfaction: Ages 65+ (175 respondents)	33%	39%
Higher dissatisfaction: Ages 35 - 44 (136 respondents)	23%	59%
Higher dissatisfaction: Ages 55 - 64 (151 respondents)	26%	58%

Free text comment themes



Map of suggestions





Further comments/suggestions

