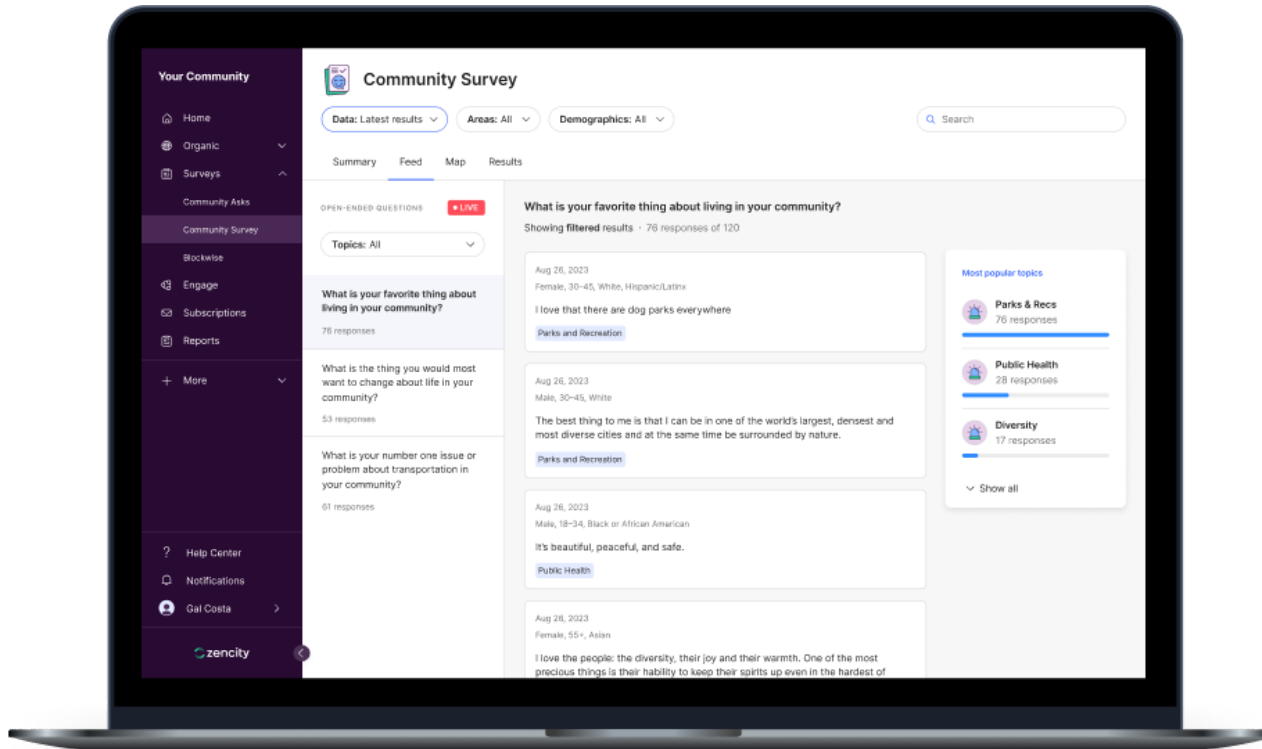




Hertsmere, UK

Community Survey

December 2023- February 2024



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

656 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between December 2023 - February 2024. Zencity built a representative sample by matching respondent data to the 2021 Census' ethnicity, age, and gender distributions in Hertsmere, UK. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

Overall Satisfaction

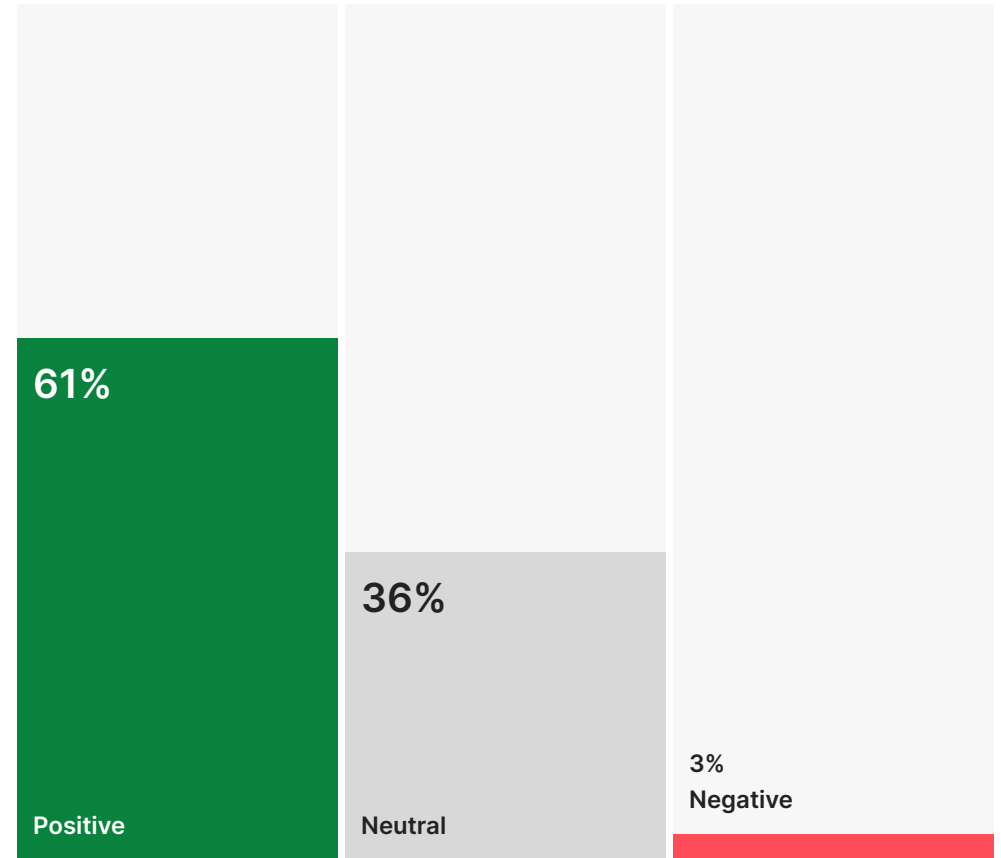
The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

61%

of 656 surveyed residents are
satisfied with life in Hertsmere







These are the main measures of satisfaction in your community

The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

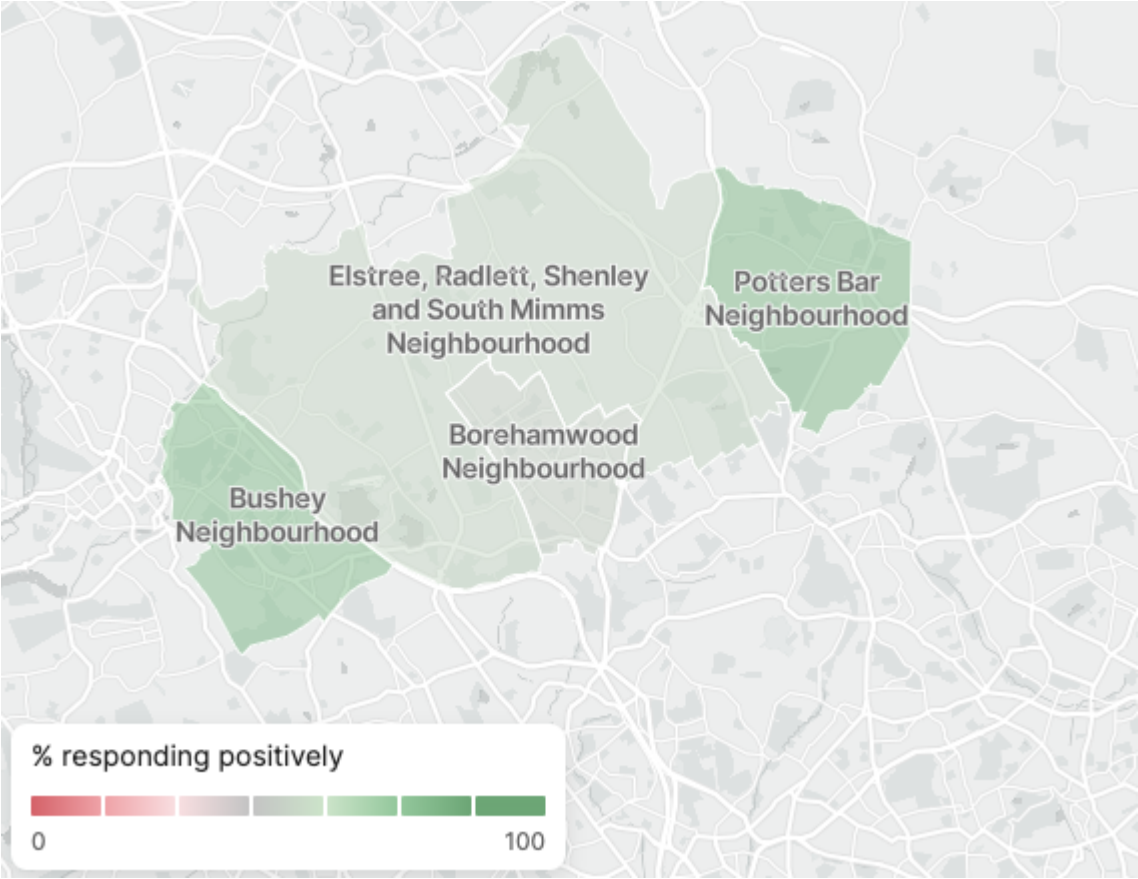
QUESTION	RESIDENT SATISFACTION
How is the overall quality of life in Hertsmere?	44% 
How likely are you to recommend Hertsmere as a place to live?	45% 
How likely are you to be living in Hertsmere 5 years from now?	55% 
Average rating from the Community Characteristics questions	48% 





Across the Community

Zencity Community Survey

Hertsmere, UK
December 2023 - February 2024

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AREA	RESIDENT SATISFACTION
Borehamwood Neighbourhood	53% 
Bushey Neighbourhood	75% 
Elstree, Radlett, Shenley and South Mimms Neighbourhood	56% 
Potters Bar Neighbourhood *	76% 

Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Sample Composition

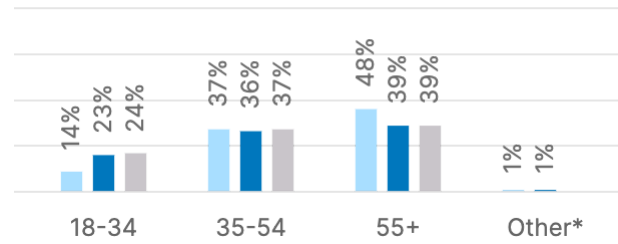
656 valid respondents

Key

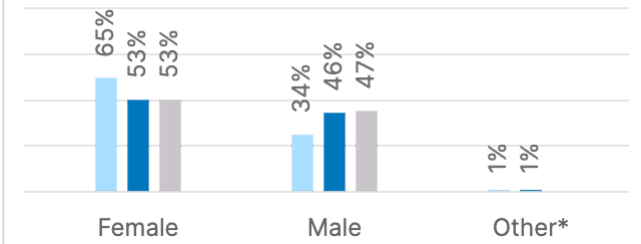
- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

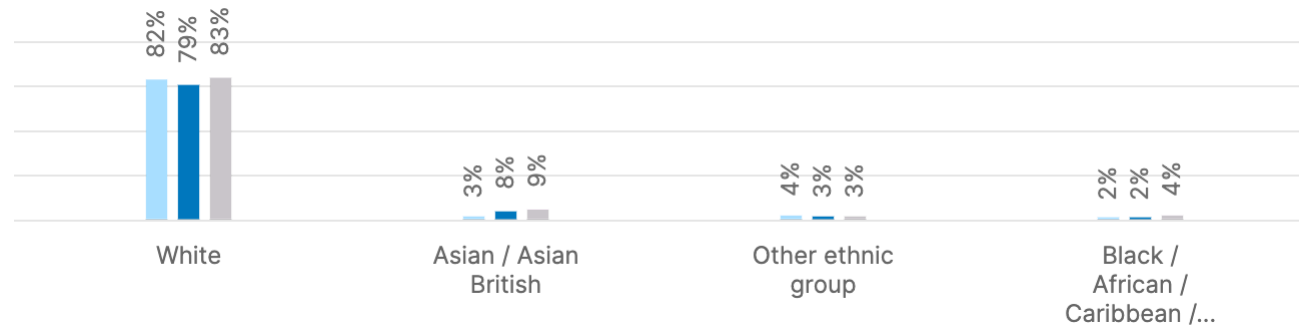
Age



Gender



Ethnicity



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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	78%	90
Age	35-54	57%	243
Age	55+	55%	314
Education	A-Level, equivalent, or less	63%	239
Education	A-Levels or Highers	62%	71
Education	Higher educational qualification b...	63%	70
Education	Degree level qualification (or equi...	62%	226
Ethnicity	White	60%	538

DEMOGRAPHIC	GROUP	SCORE	N
Gender	Female	64%	427
Gender	Male	58%	222
Income	Less than £15,000	48%	66
Income	£15,000 - £19,999	71% *	45
Income	£20,000 - £29,999	52%	81
Income	£30,000 - £59,999	61%	131
Income	£60,000 - £79,999	70%	69
Income	£80,000 or more	72%	77

Life in Hertsmere

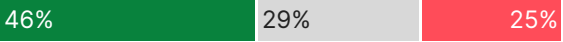
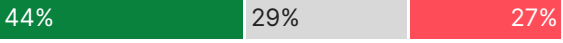



The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE
Parks and green spaces		-- --
Waste collection services		-- --
Leisure facilities		-- --
Street cleaning		-- --
Car parks		-- --

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE

- ↓ ↑ CHANGE IN POSITIVE SCORE
- ↓ ↑ CHANGE IN NEGATIVE SCORE
- NO DATA FOR PREVIOUS CYCLE

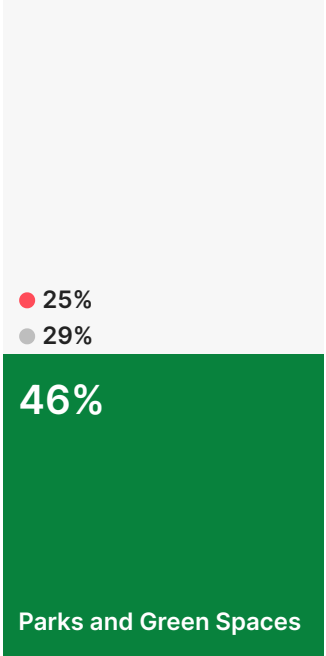
The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.

The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

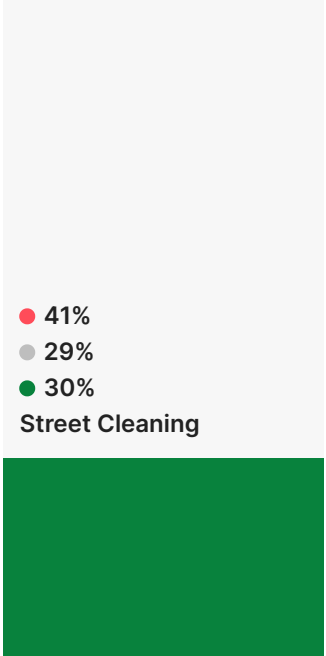
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

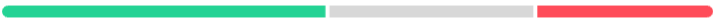
This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

46%

of residents are satisfied with the parks and green spaces



Neutral

29%

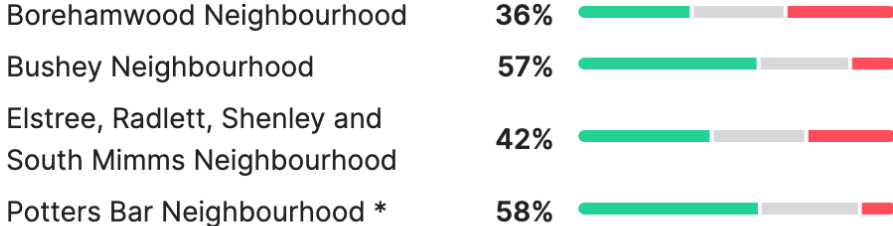
Dissatisfied

25%

AGE



AREA



CHILDREN UNDER 18



In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

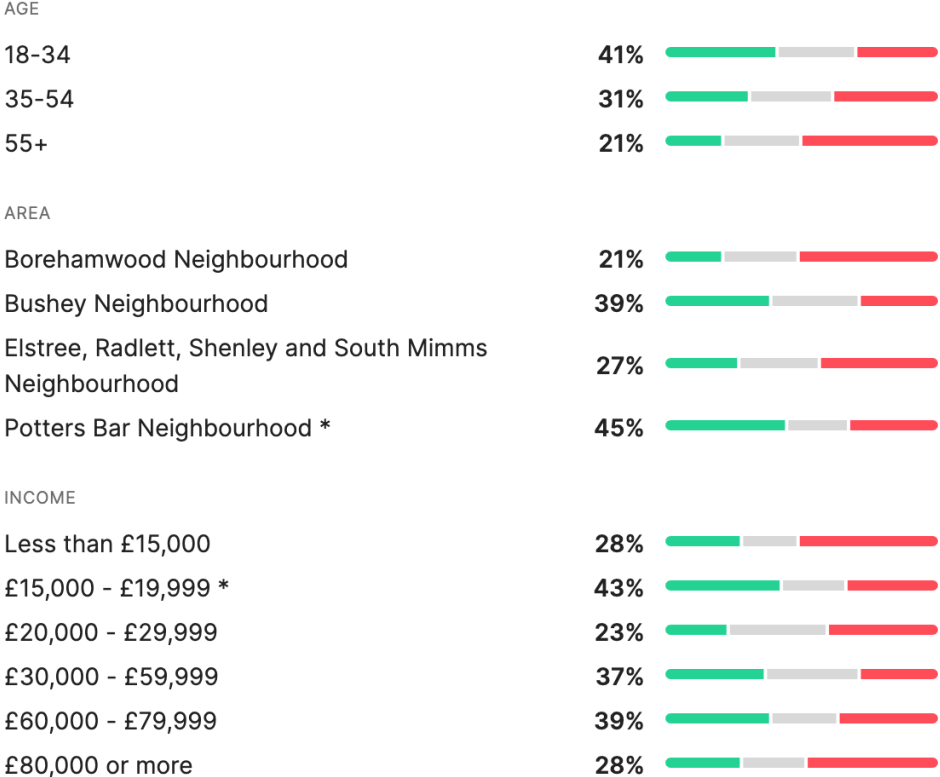
For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

30%

of residents are satisfied with the street cleaning



Neutral **29%**
Dissatisfied **41%**



Free-Text Responses

Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

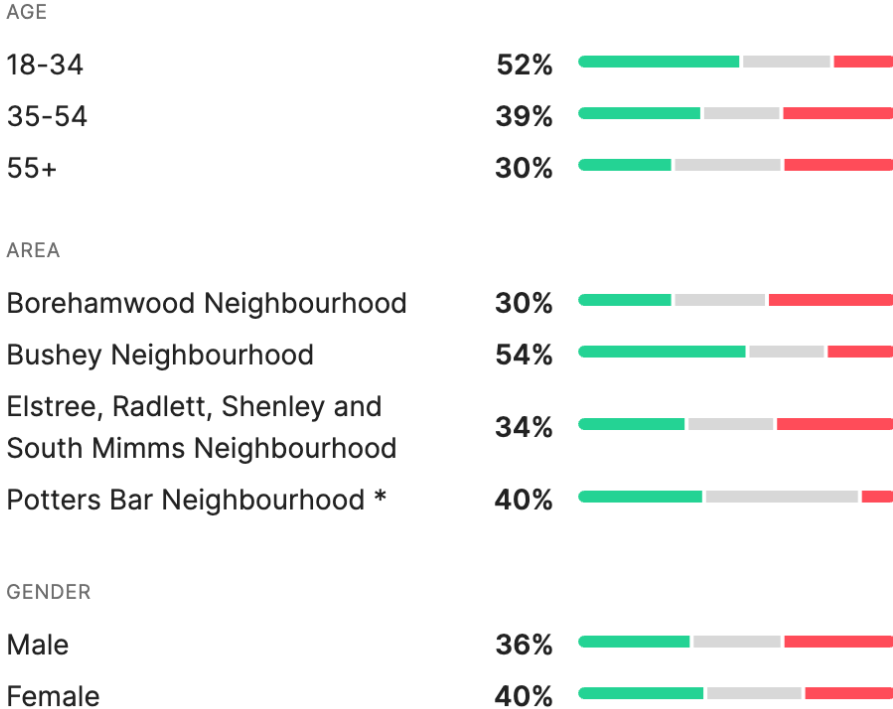
38%

of residents are satisfied with the way Hertsmere Borough Council runs things



Neutral **28%** Dissatisfied **33%**

The question: Overall, how satisfied or dissatisfied are you with the way Hertsmere Borough Council runs things?



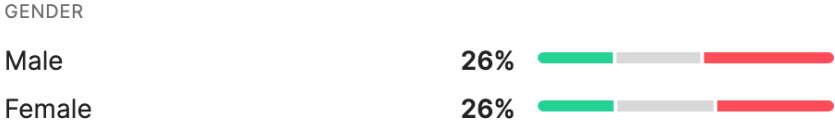
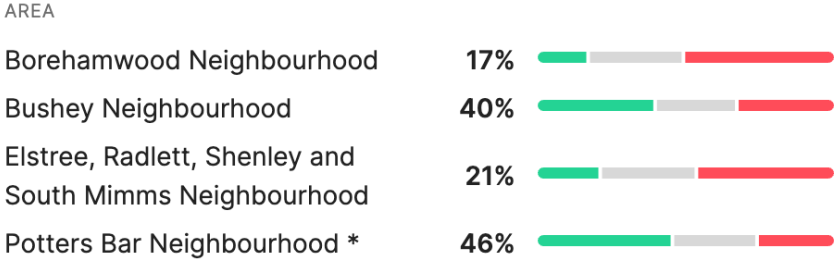
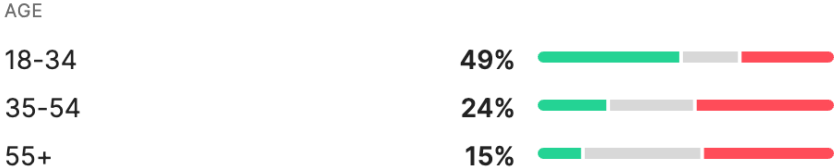
26%

of residents agree that Hertsmere Borough Council provides value for money. 31% neither agree nor disagree, and 43% disagree.



Neutral **30%** Dissatisfied **43%**

The question: To what extent do you agree or disagree that Hertsmere Borough Council provides value for money?

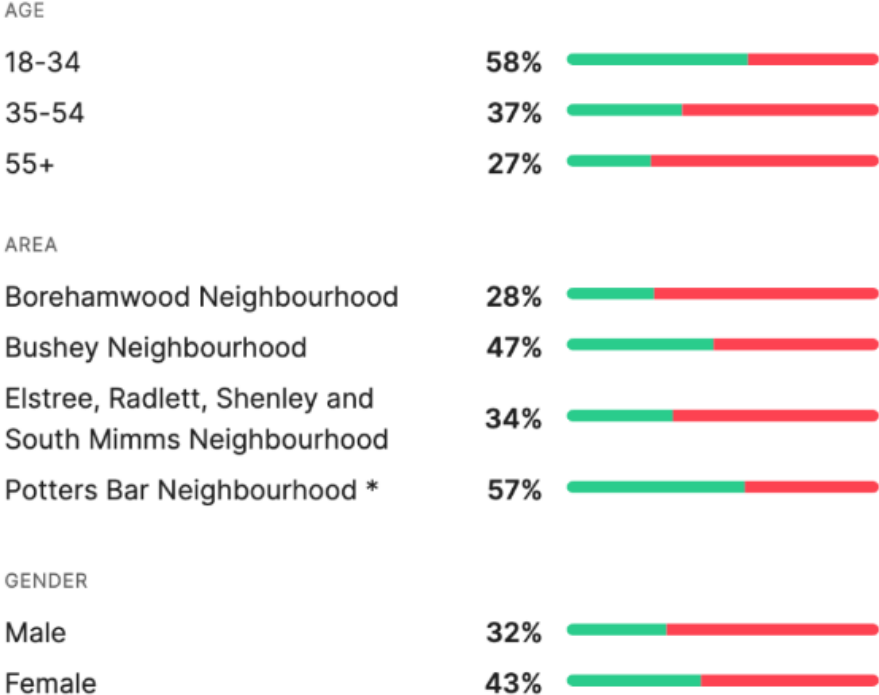


38%

of residents think Hertsmere Borough Council acts on the concerns of local residents



The question: To what extent do you think Hertsmere Borough Council acts on the concerns of local residents?

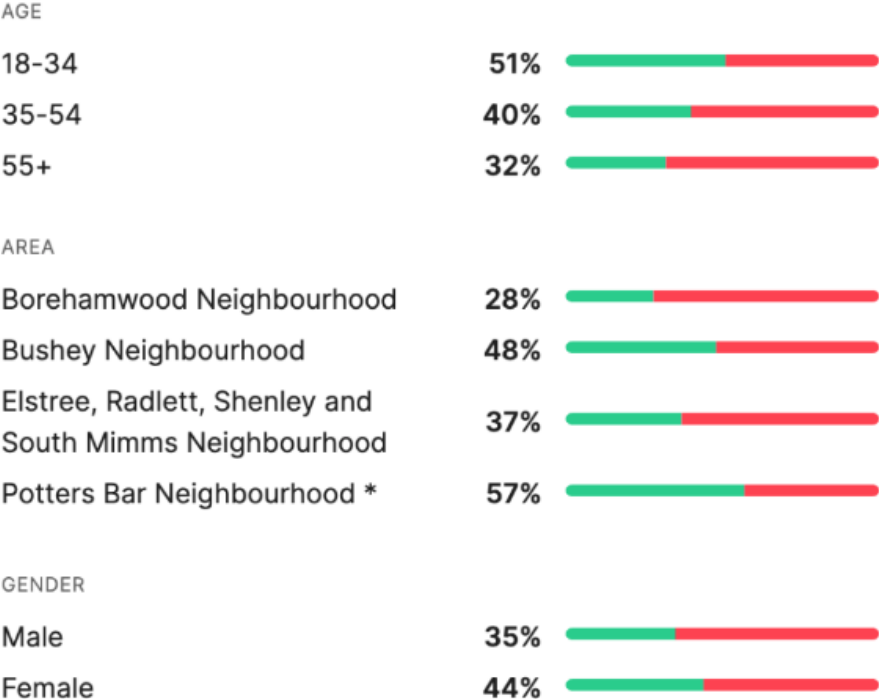


39%

of residents trust Hertsmere Borough Council



The question: How much do you trust Hertsmere Borough Council?

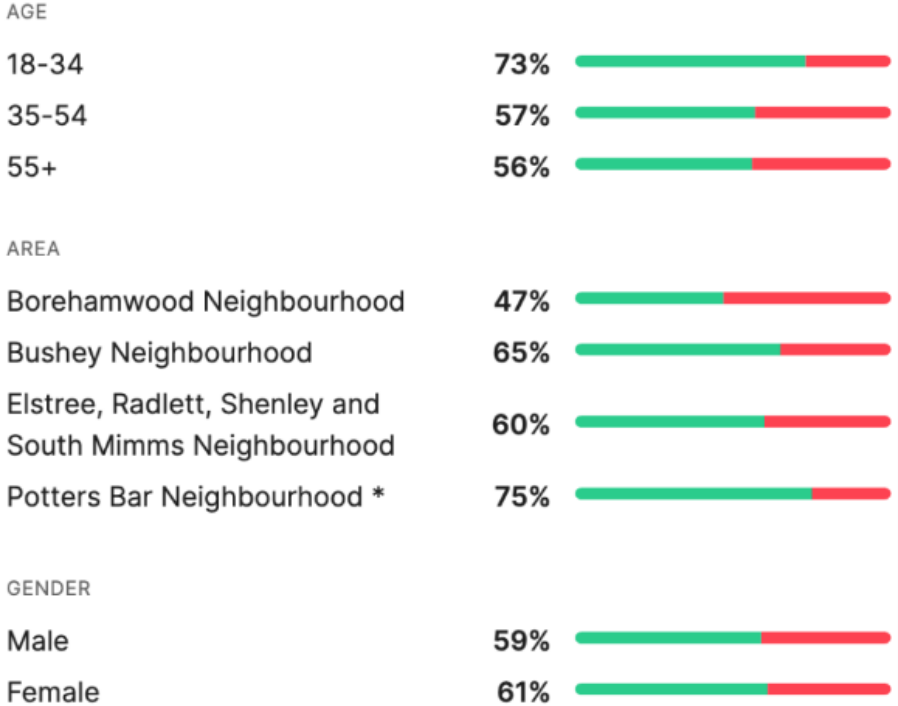


60%

of residents strongly feel they belong to their local area



The question: How strongly do you feel you belong to your local area?



The Questionnaire

Section 1
**General
Satisfaction**

QUESTIONS	CHOICES
How is the overall quality of life in Hertsmere? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Hertsmere as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Hertsmere 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
What is your favourite thing about living in Hertsmere?	Open Ended
What is the thing you would most want to change about life in Hertsmere?	Open Ended

Section 2

Community Characteristics

QUESTIONS
Waste collection services
Street cleaning
Parks and green spaces
Leisure facilities
Car parks

Section 3

Rotating Survey Section

QUESTIONS	CHOICES
Overall, how satisfied or dissatisfied are you with the way Hertsmere Borough Council runs things? *	Very satisfied / Fairly satisfied / Neither satisfied or dissatisfied / Fairly dissatisfied / Very dissatisfied
To what extent do you agree or disagree that Hertsmere Borough Council provides value for money? *	Strongly agree / Tend to agree / Neither agree nor disagree / Tend to disagree / Strongly disagree
To what extent do you think Hertsmere Borough Council acts on the concerns of local residents?	A great deal / A fair amount / Not very much / Not at all
How much do you trust Hertsmere Borough Council? *	A great deal / A fair amount / Not very much / Not at all
How strongly do you feel you belong to your local area?	Very strongly / Fairly strongly / Not very strongly / Not at all strongly

Section 4

Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed or self-employed / Part-time employed or self-employed / Unemployed and looking for work / Unemployed and not looking for work / Student / Retired / Other
What is your ethnic group? *	White / Mixed / Multiple ethnic groups / Asian / Asian British / Black / African / Caribbean / Black British / Other ethnic group / Prefer not to say
Does your household own or rent your current accommodation? *	Own outright / Own with a mortgage or loan / Part own and part rent (shared ownership) / Rent (with or without housing benefit) / Prefer not to say / Other
What is your postcode? *	Post Code

Section 4

Demographics

QUESTIONS	CHOICES
What is your highest education qualification? *	No formal qualifications / GCSE grade D-G or CSE grade 2-5 or Standard Grade level 4-6 / O Level or GCSE equivalent (Grade A-C) or O Grade/CSE equivalent / ONC or National Level BTEC / A-Levels or Highers / Higher educational qualification below degree level / Degree level qualification (or equivalent) / Prefer not to say
Do any children under the age of 18 live in your household? *	Yes / No / Prefer not to say
About how much wage and salary income did your household receive in the last year before taxes and other deductions? *	Less than £15,000 / £15,000 - £19,999 / £20,000 - £29,999 / £30,000 - £59,999 / £60,000 - £79,999 / £80,000 or more / Prefer not to say
Are you registered as disabled? *	Yes / No / Prefer not to say



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