

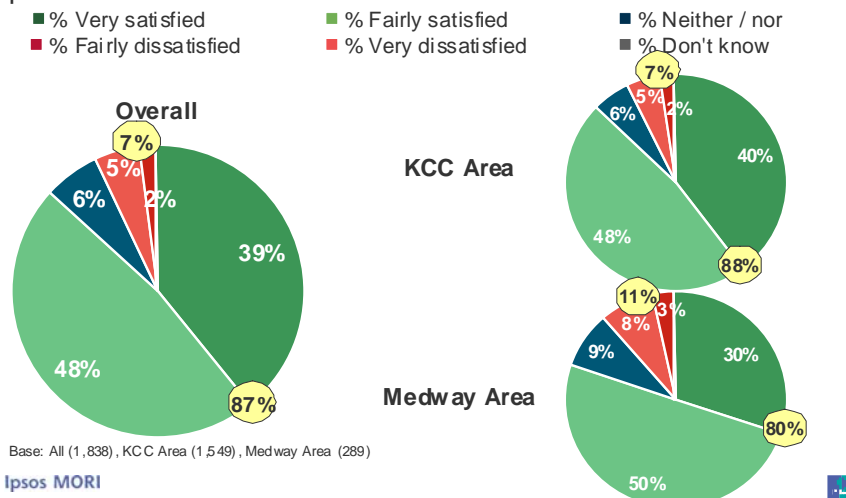
What a settled and contented lot we appear to be

A new survey of those aged 16 and over living across Kent and Medway shows that most of us are satisfied with life in the region, although worried about the impact of an economic downturn.

The Kent and Medway Survey for the KM Group and Kent County Council involved more than 1,800 people.

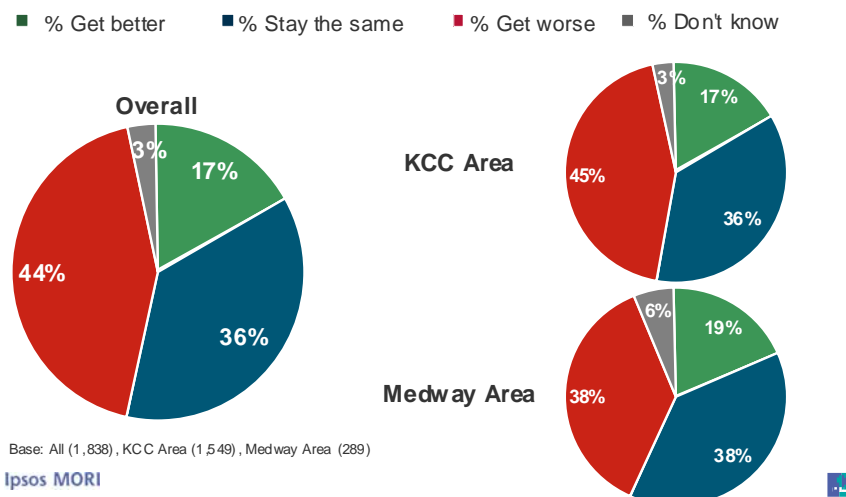
It revealed that almost nine out of ten residents (87%) are satisfied with Kent and Medway as a place to live and only eight percent thought it 'unlikely' they would continue living in the county for the next five years.

Q4. Overall, how satisfied or dissatisfied are you with Kent as a place to live?



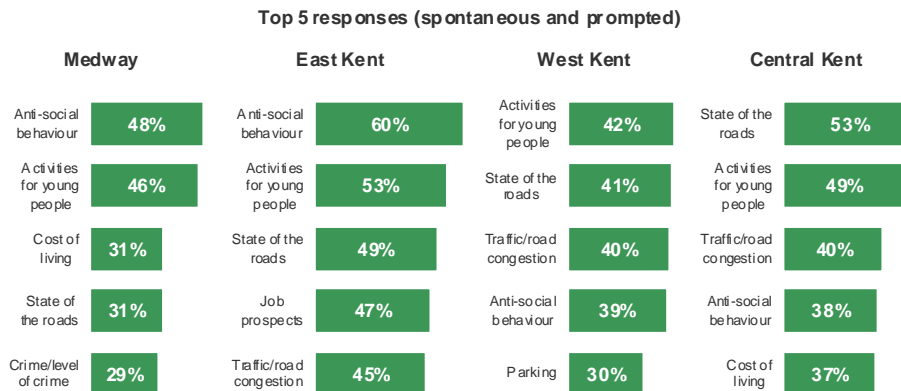
That's hardly surprising. More than 80 percent are 'satisfied' with their local neighbourhood as a place to live. A majority (67 percent) expected their local neighbourhood to 'get better' as a place to live or at least 'stay the same' over the next two or three years.

Q5. Thinking about the next two to three years, do you think Kent will get better or worse as a place to live, or will it not change much?



There are concerns. Transport/roads and crime are top areas felt to be in need for improvement, particularly the state of the roads and the amount of antisocial behaviour.

Q11/Q12a. Thinking about your local neighbourhood what, if anything, would you say most need improving?



Base: Medway (289), East Kent (574), West Kent (579), Central Kent (396)

Ipsos MORI



The average gross annual household income in Kent County Council's region is more than £34,000 - almost £9,000 higher than for those resident in Medway. For one-in-four Kent and Medway households gross income is only £15,500 or less.

One in five (19%) Kent and Medway residents are single and 61 percent live in households without children.

Approaching nine in ten (86%) have a mobile phone, and more than six in ten (69%) use the internet or send text messages (61%) at least once a week.

BBC TV was tops for telly as a favourite channel, even though across all of the respondents questioned seven out of ten (71%) had the choices provided by digital or Freeview.

Seven out of ten either owned their house (38%) or are buying it on a mortgage (35%) and 10 percent had three cars or light vans or more in their households.

One quarter are involved with a charity and 18 percent are active volunteers in the last two or three years. Many have given unpaid help to groups, clubs or organisations in the last 12 months.

Three quarters find out what is happening in Kent and Medway by reading local or national papers.

Watch out for more stories from the Kent and Medway Citizens' Panel (KMCP) survey.

The survey was conducted for KCC and the KM Group by Ipsos MORI. Face-to-face in-home interviews were conducted across Kent and Medway with 1,838 residents aged 16 and over between 25th February and 30th April 2008.