

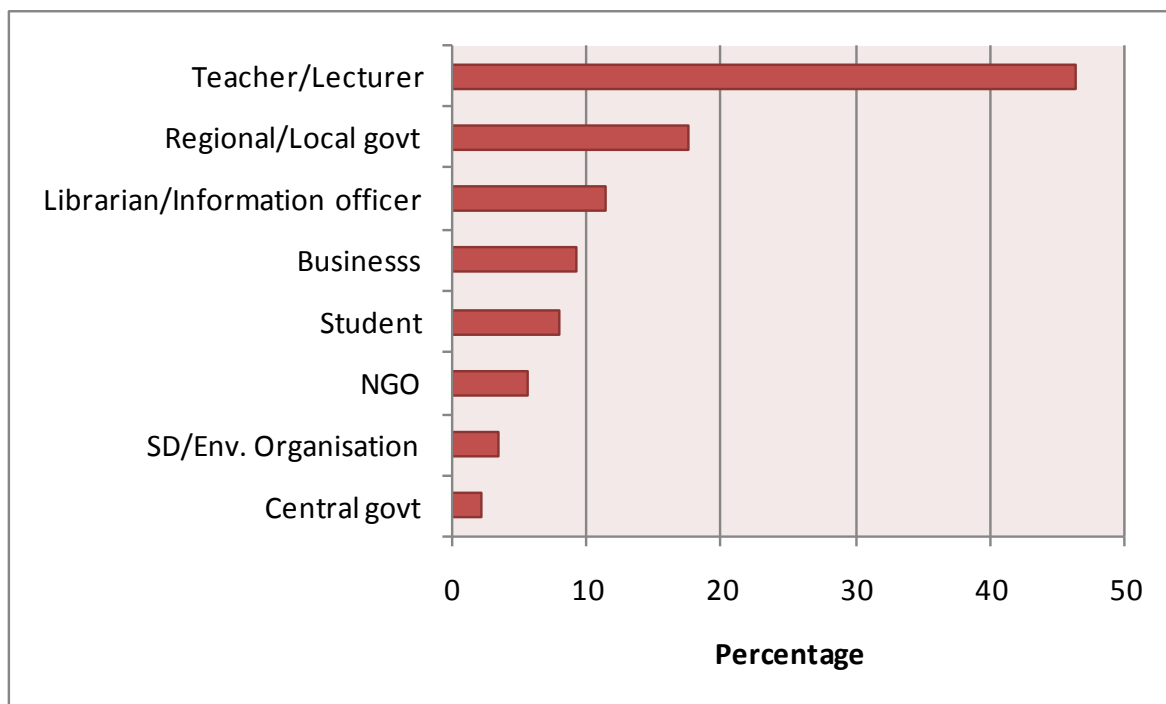
## Responses to the 2008 Readership Questionnaires

Two questionnaires were distributed along with orders for *Sustainable development indicators in your pocket 2008* - a general questionnaire and one specifically for schools, colleges and higher education institutions.

In total 323 responses were received.

Almost all the respondents (98 per cent) use *Sustainable development indicators in your pocket* (SDIYP) for work or study, 2 per cent use it for personal interest, whilst 16 per cent use it for work/study and personal interest. In answer to a question on what SDIYP is used for – around 5 out of 10 respondents use it as teaching material, 4 in 10 use it for occasional reference, research and study, whilst 2 in 10 use it for general interest or for library purposes.

The readership of SDIYP is quite wide however. Almost half of all respondents belong to the teaching profession, 18 per cent are from regional/local government, 11 per cent from libraries, 9 per cent from businesses, 8 per cent are students, or from non-governmental organisations (6 per cent), sustainable development / environment organisations (3 per cent) and Central government (2 per cent).



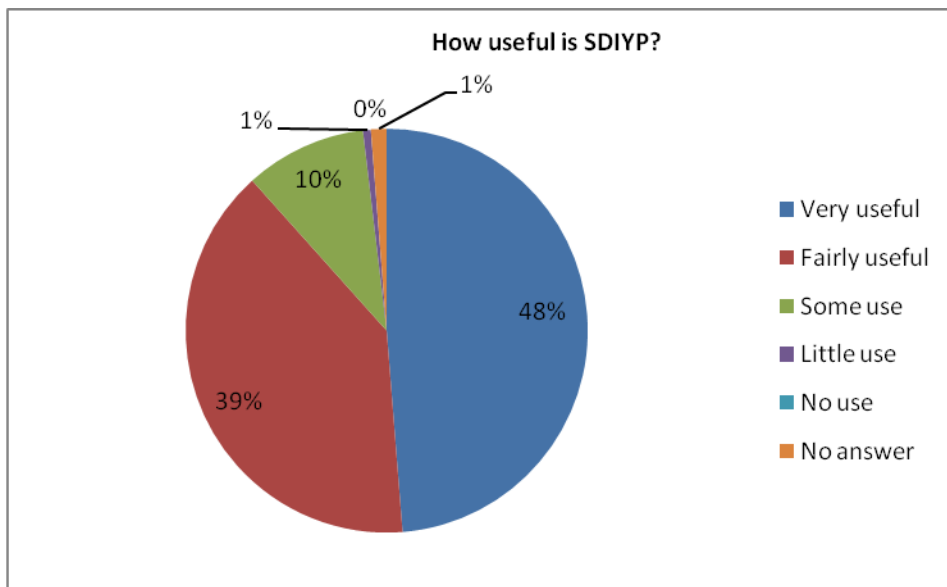
### As a teaching resource

As a teaching resource, over half of respondents, uses it in geography lessons, 48 per cent use it for environmental topics, whilst 35 per cent use it for sustainable development topics. Other areas where SDIYP is used include economic issues, society and social issues, health, citizenship, travel and tourism, business studies, and debating.

Of the 119 respondents that use SDIYP as a teaching resources, over 8 out of 10 use it for A Level and equivalent courses, 4 out of 10 uses it for Key Stage 4 and equivalent. Whilst 14 per cent uses it for Key Stage 3 and 15 per cent use it for college or university.

### The usefulness of SDIYP

On the question of how useful respondents find the SDIYP, almost half of all respondents found it very useful, about 4 out of 10 found it fairly useful, whilst 1 in 10 found it to be of some use.



Many positive comments were received on the usefulness of the SDIYP. Some respondents find the SDIYP as an excellent and useful resource that provides easy access to a wide variety of up-to-date statistics difficult to find elsewhere, whilst some regard it as a quick reference material and research tool for analysis or proposals and for general interest.

As a teaching resource for students including A Level students, SDIYP is thought to be very useful, as a way of introducing and stimulating lessons and for research. However a few respondents commented that the booklet covered too many topics, was both too complicated or too simplified and covers too many England-only statistics.

The following are extracted from comments received on the SDIYP and serves to summarise what majority of the respondents said:

- "Having a ready resource is extremely useful to keep teaching materials containing facts (which become out of date) current and relevant for pupils"
- "Essential for debates at County Council planning and environment committee meetings. Further use as reference for written reports"
- "It is an invaluable resource for students - particularly the more interested ones!"
- "Excellent pocket sized reference crammed with information"
- "The information in it is clear to use as both a teaching reference, interest and study aid"
- "Incredible valuable publication. Indispensible."
- "Excellent for up to date facts on figures and interesting facts"
- "Very valuable source of information"

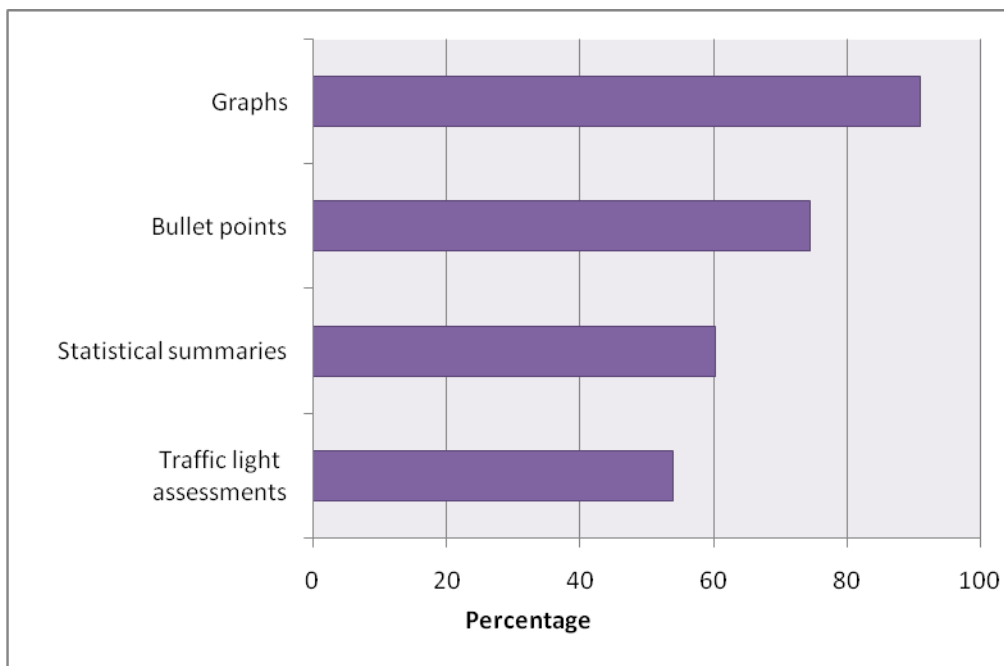
- “Good to refer to quickly when needed to quantify a statement made in class or prove a point to a pupil”

## Presentation

On presentation, more than 9 out of 10 respondents find the SDIYP to be at the right level. 1 per cent find it too technical/complicated, whilst 3 per cent find it too simple.

Most of the respondents appear to find the presentation very clear, concise and useful. The graphs appear to be most popular, with 91 per cent of respondents preferring the graphs, whilst 75 per cent find the bullet point commentary useful. 60 per cent of the respondents find the statistical summaries useful and over 50 per cent found the traffic light assessments useful.

Which of the presentations do you find useful?



On the general questionnaire respondents were asked about how they found out about the SDIYP. 31 per cent heard about it from Defra website, 23 per cent from the previously separate UK government sustainable development website, 26 per cent received the booklet from Defra, 11 per cent heard about it from word of mouth, 4 per cent saw it in the library and through UCAS mailing, whilst 3 per cent heard about it via a newspaper or similar, 9 per cent heard about it from other sources such as e-mail alerts from Defra, libraries as well as website searches.

Almost half of the general respondents had only heard about the booklet for the first time, however, 11 per cent ordered it most years, 35 per cent every year, and 7 per cent ordered it occasionally. Just over half of respondents are aware of the accompanying website resource. However, around

35 per cent said they were not aware that the UK government sustainable development website exists.

On the general questionnaire respondents were asked if they are likely to obtain next year's edition of the SDIYP. Over 9 out of 10 said they will, whilst only 4 per cent said no.

### **How the SDIYP booklet could be improved?**

Many of the respondents commented that the booklet itself is good enough as it is, although a large number of respondents commented that the booklet needs to be better publicised to alert people to its availability.

The following summarises comments on how the booklet could be improved:

- "regional and international comparisons of the indicators, as well as more national indicators (including Scotland, Wales, Northern Ireland) not just statistics on England"
- "links to the source documents including policy drivers such as Public service agreements (PSAs) "
- "references and glossary of terms"
- "bolder colours to make the booklet easier to read"
- "provide electronic copy of the booklet such as PDF, CD-Rom version or loose versions to make it easier to use in lessons when necessary"
- "simplified version as well as professional and more technical version of the booklet"

On the indicators a few of the respondents have commented on the need to include some more indicators such as

- "a measure on the impact of town planning on the health of the population"
- "more social and environmental measures"
- "more measures on waste issues"
- "information relating to A-Level curricula"