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EMAIL TAX BILLS FLOUNDER

A Maidstone Borough Council initiative on council tax bills would be extremely popular if only people knew about it, an independent survey has shown.

In the survey of 293 Maidstone residents, run by independent market research company Local Opinion, 95.6% of respondents said they had not heard of the council's e-citizen proposal to save money by sending out council tax bills by email.

Yet when they were told about the initiative, 43% said they would be pleased to receive their council tax bills in this way.

Local Opinion research executive Julie Thompson said: "This initiative on council tax would be well received by Maidstone residents if more people were aware of it."

The council tax bill for Maidstone Borough Council went up 2.94% for the year 2008-09, above the current UK inflation rate of 2.5%.

Local Opinion research covers current and topical issues relevant to local residents such as local problems, shopping, eating out, local services, government, transport, parking, education, current affairs, arts and culture. Those taking part are invited to suggest their own questions for inclusion in future surveys.

Surveys run every two to three months and can be completed online, by phone or by post and the results will appear on the Local Opinion website.

A total of 293 Maidstone residents were interviewed for the survey.

To register:

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ENDS

Notes to editors:

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

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