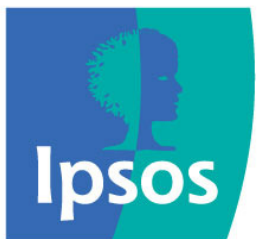


Ipsos MORI

The Big Listening 3

Results of Survey Conducted Sep-Oct 06



Survey Objectives

- To establish baseline data
- Provide data that can be tracked in future surveys

- Self completion postal 12 page questionnaire
- From 1,381 current panel members there were 751 returns – a response rate of 54%
- Fieldwork started on the 21st September and finished on 27th October 2006
- The data have been weighted by age, gender and ethnicity within each community committee area (using 2001 census info) to reflect the population of Salford, then the total number of respondents in each area has been balanced to reflect the overall population of the city

Parks and open spaces

- 67% of respondents visit Salford's parks and open spaces
- 57% of such visitors go at least once a week
- 61% of visitors feel safe when there
- visitors go there to exercise, let their children play, and to generally relax

- Parks and open spaces are rated best for their :
 - accessibility (97% see this as at least fair)
 - grass maintenance (90%)
 - general appearance (85%)

- Parks and open spaces are rated least well for the provision of:
 - food and refreshments (30% rate this at least fair)
 - toilets (32%).

- 71% of respondents agree that the provision of sports facilities play a part in keeping Salfordians healthy
- between a quarter and a third of respondents use a sports centre (25%) or swimming pool (33%) at least once a month
- the main source of information on local events is the Salford Advertiser (81% found out this way).

■ How you find out about events

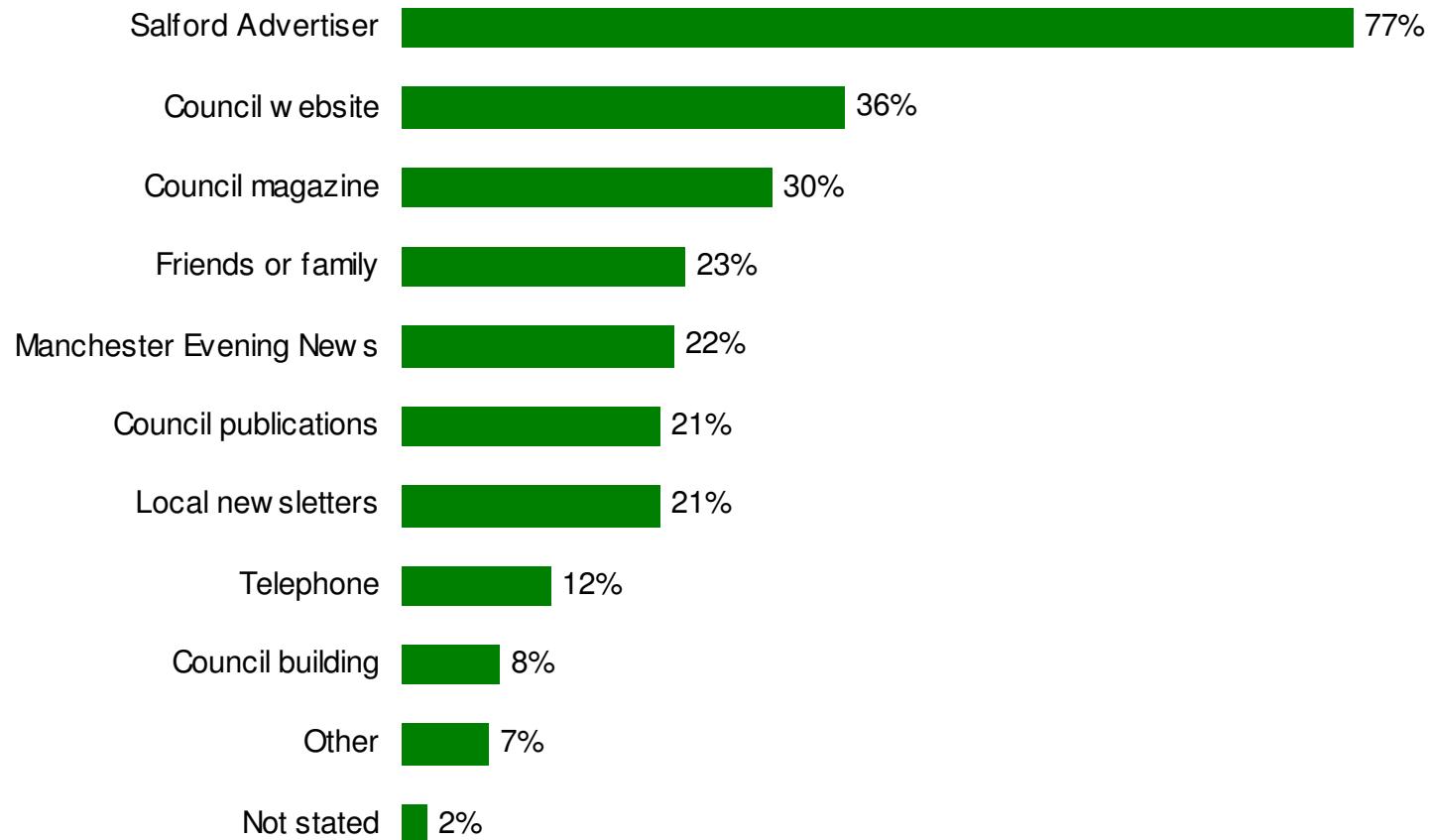
- 81% cited the Salford Advertiser as being their main source of information
- 46% posters and leaflets
- 35% friends and family
- 31% Manchester Evening News
- 29 % council publications

■ Other sources were 16% or less

- When asked about the likelihood you would attend events in the future
 - 36% said it was likely or fairly likely they would go the Triathlon World Cup
 - 31% the Salford Film Festival
 - 38% the Quays Festival
 - 18% University Boat Race
 - 28% Dragon Boat Race
 - 50% Salford Food and Drink Festival
 - 50% locally organised bonfires

- 48% of respondents are satisfied with the services provided by the Council
- any increased spending should be directed at :
 - crime and community safety (72% so say)
- the least disliked council tax option (net agree of -23%) is for a 3% tax increase to maintain current service levels

When asked how you find out about the council you said:



- 45% receive Life IN Salford regularly
- 35% receive infrequently
- 11% hadn't received it but had heard of it
- 7% had never heard of it
- 2% didn't know and 1% did not give an answer

- Of those who received it - 70% found it either very or fairly useful
- 68% found it very or fairly interesting

- 80% claim some level of awareness of Salford PCT
- 30% have heard of PALS
- the most recently used NHS service is the doctor (59% state them as their last use of health service)
- the two most important aspects of healthcare are seen as :
 - having enough information about choices and treatments (21% see this as No. 1 priority)
 - being treated in a clean, comfortable, friendly place (21%)
- 89% of respondents are satisfied with the cleanliness, comfort and friendliness
- 76% feel they are given adequate information
- 85% feel they are treated with dignity and respect
- with respect to how information is passed on, the main request is the use of simple, everyday English (62% would find this useful)

- visiting a chemist at least monthly is undertaken:
 - 54% of respondents to buy health and beauty products
 - 49% of respondents to pick up repeat prescriptions
 - 43% of respondents to buy non-prescribed medicines
- 84% think there are enough chemists in their area
- 61% think chemists should have longer opening hours

- 25% of panellists are regular smokers (at least once a day)
- most of these (84%) have tried at least once to stop
- 5% of all respondents claim to have used the Salford Smoking Cessation services: two thirds of them are still smoking

- 72% of respondents claim they and their family eat healthily at least most of the time
- the option most likely to encourage better eating is better food labelling.