

Ipsos MORI



The Big Listening 4

Results of survey conducted
January / February 2007



- Programmed polling
- 12 page self-completion questionnaire
- 3,747 mail out : 1,097 returns = 29% response rate
- One reminder
- 19th February – 23rd March 2007
- Data balanced to be representative of the 8 community committee areas and the city overall

- Fourth wave of Big Listening

- Repeated much of BL1 (2005)
 - What makes a good city
 - Advocacy of Salford
 - Neighbourhood issues

- This presentation concentrates on city issues

A photograph of two hands, one larger and one smaller, positioned to form a rectangular frame around the text. The hands are light-skinned and appear to be of different ages or sizes. The background is plain white.

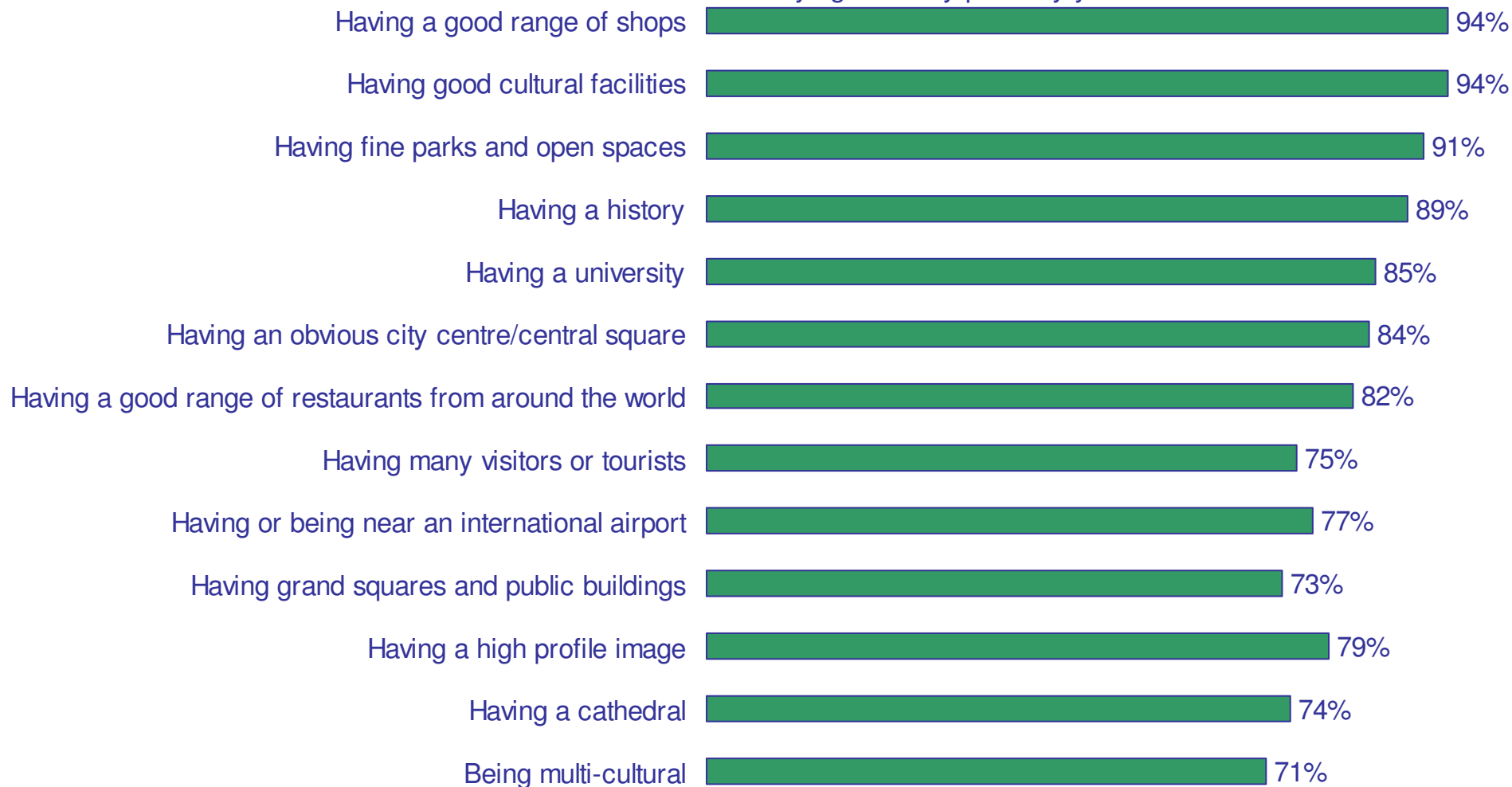
The Issue

A photograph of two hands, one larger and one smaller, positioned to form a square frame. The hands are light-skinned and are set against a plain white background. The larger hand is at the top, and the smaller hand is at the bottom. Their fingers are spread out to create a square opening in the center.

Salford :The City

What makes a good city? : 2005

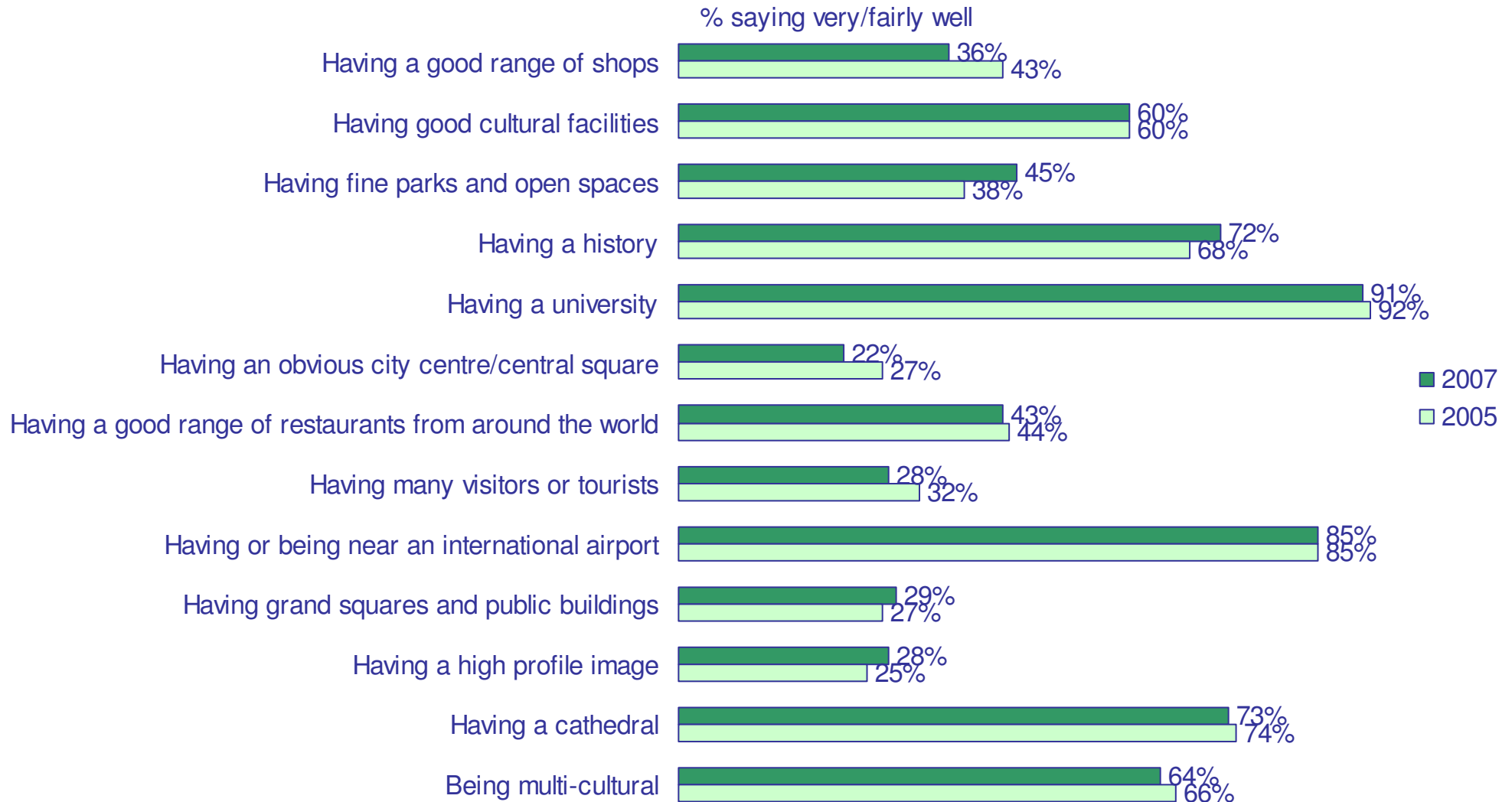
% saying definitely/probably yes



What makes a good city? : 2007 vs 2005



How does Salford perform?

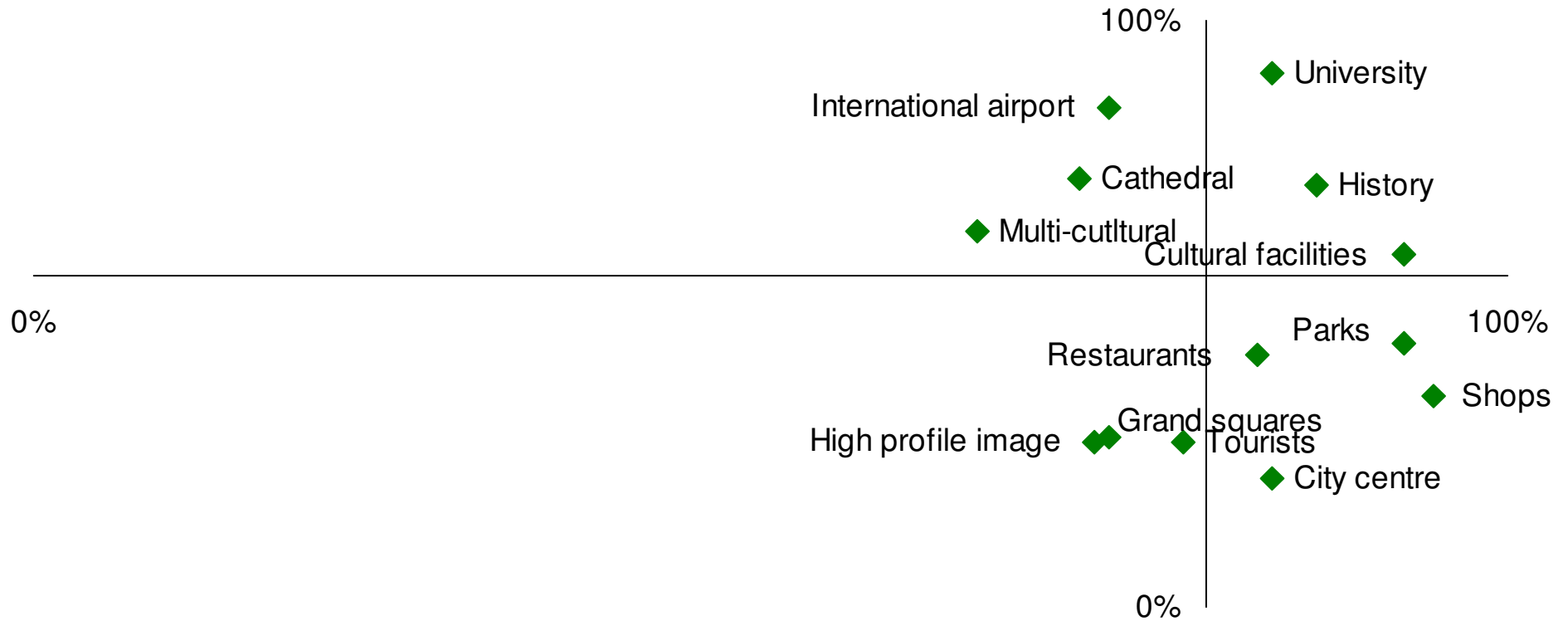


Base : All 2007 (1,097), 2005 (2,030) (wtd)

Aspects of a new city – importance compared to performance

Not important : adequate performance

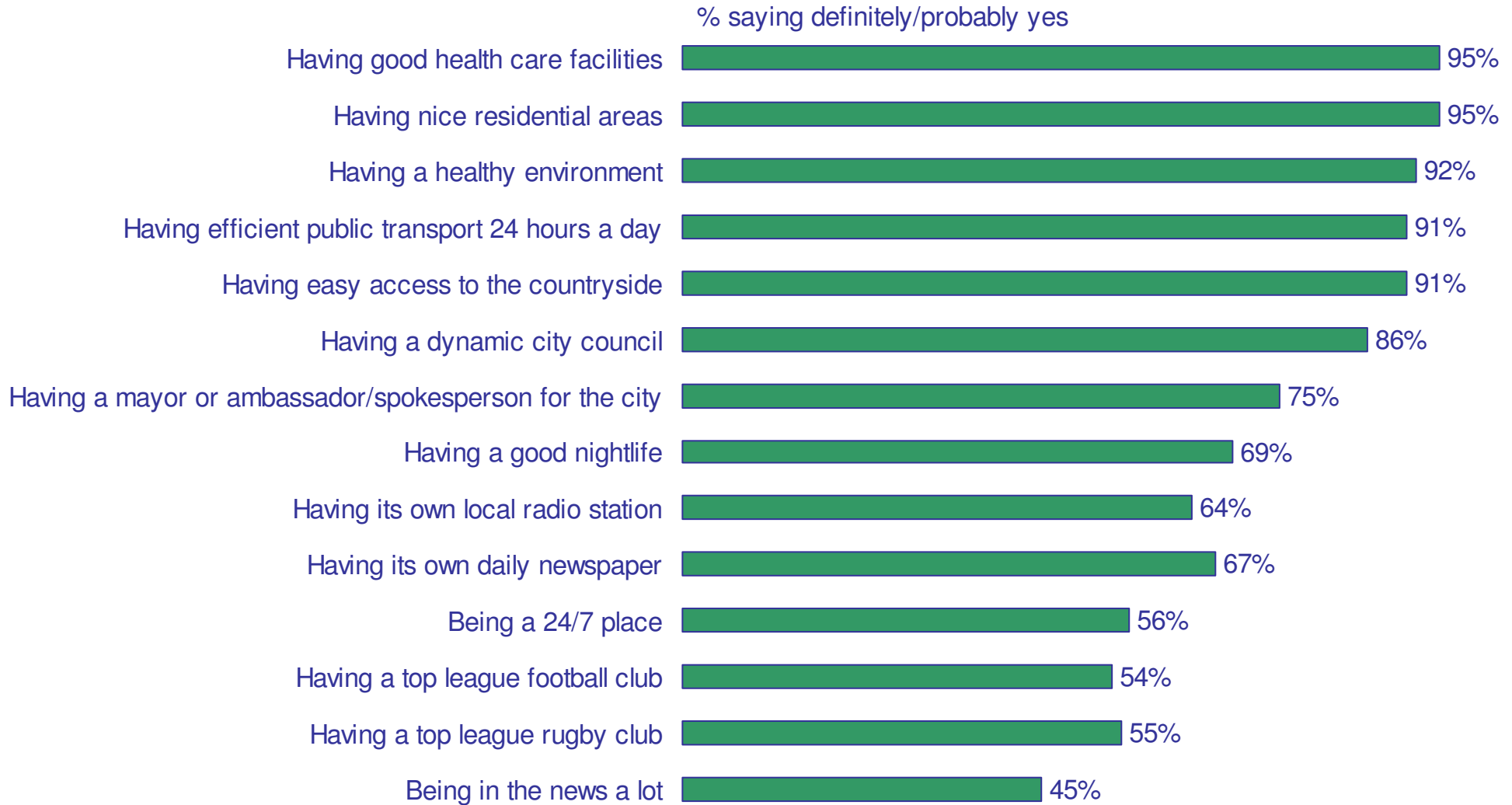
Important : adequate performance



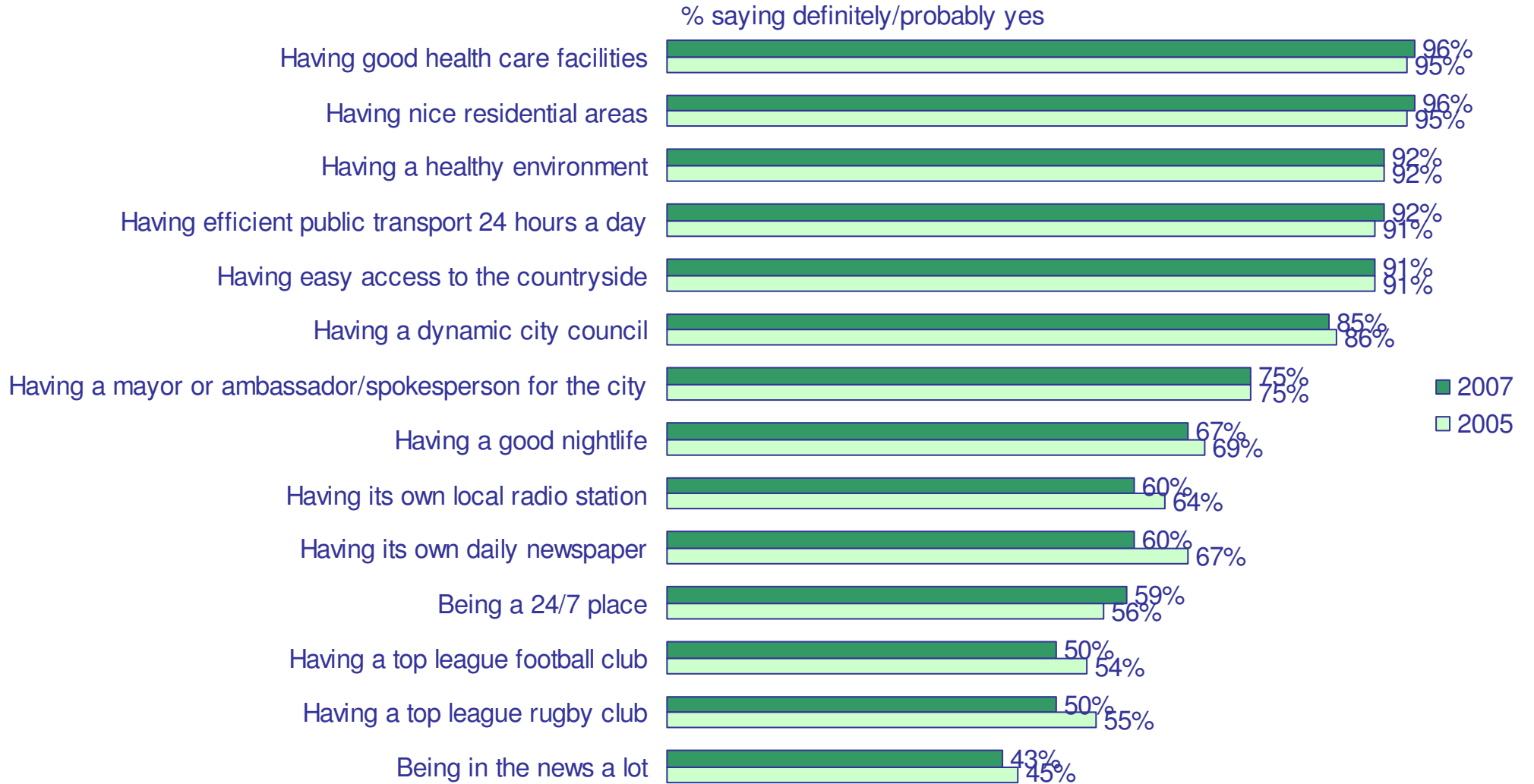
Not important : inadequate performance

Important : inadequate performance

What makes a City a good place to live in? : 2005



What makes a City a good place to live in? : 2007 vs 2005



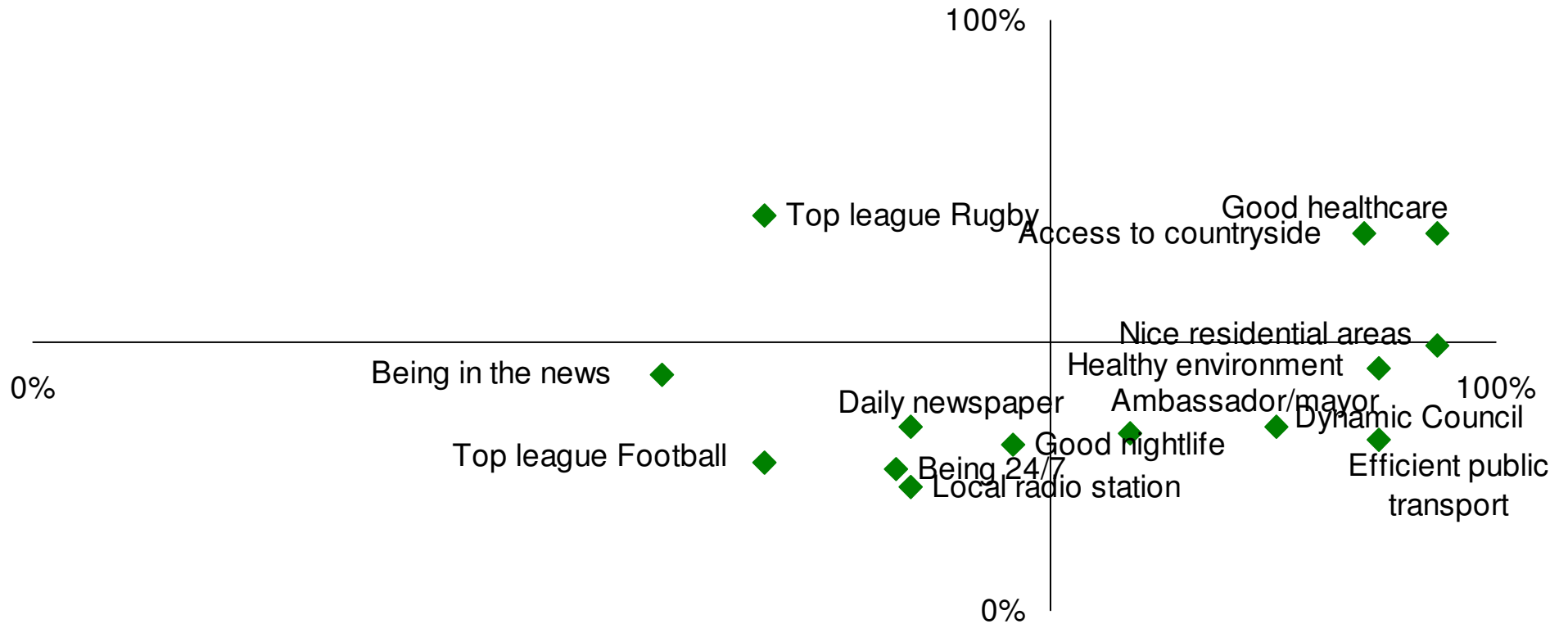
How does Salford perform?



Aspects of a good city – importance compared to performance

Not important : adequate performance

Important : adequate performance



Not important : inadequate performance

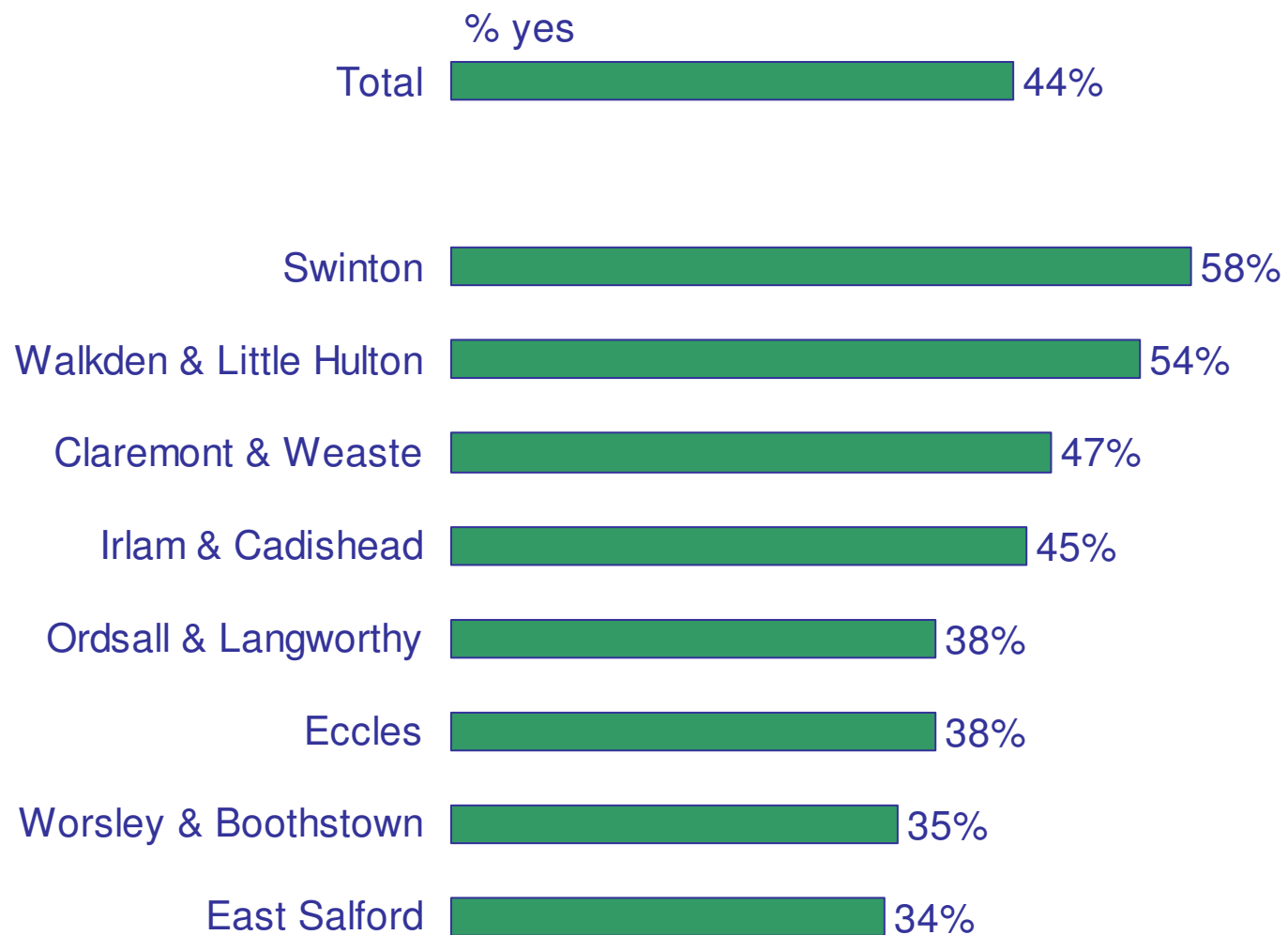
Important : inadequate performance

- Stable assessment of Salford but, perception of shopping facilities has fallen

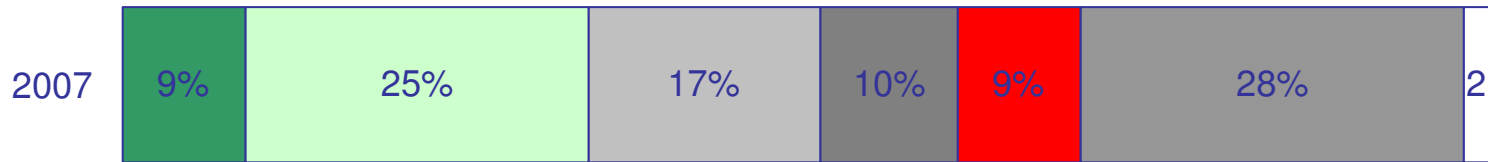


**People of
Salford**

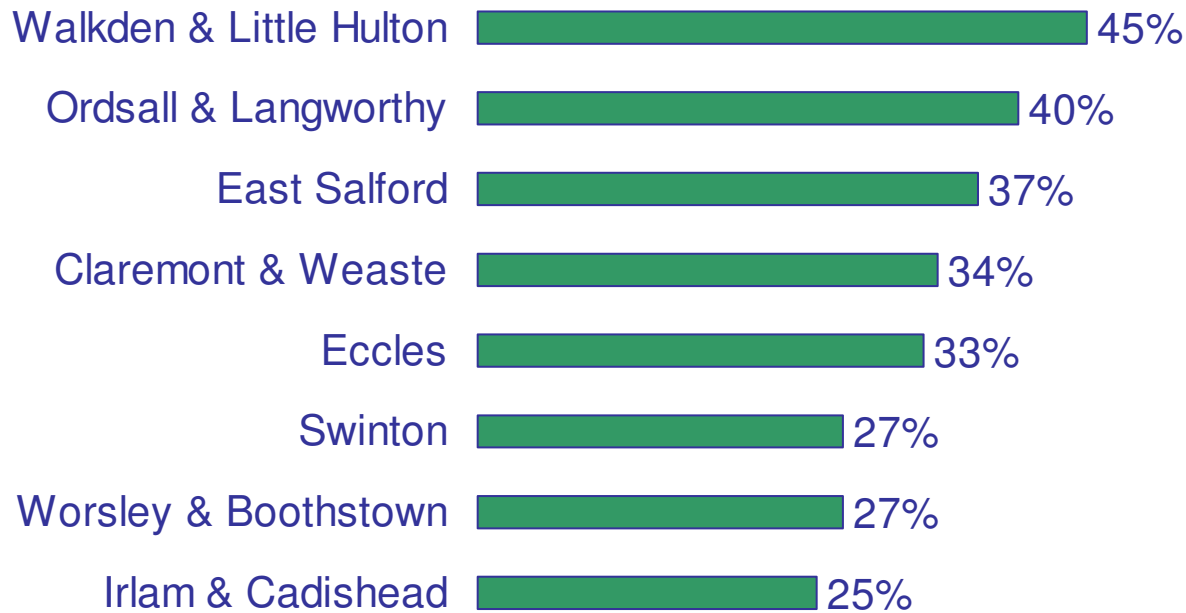
Born in Salford



Time at current address

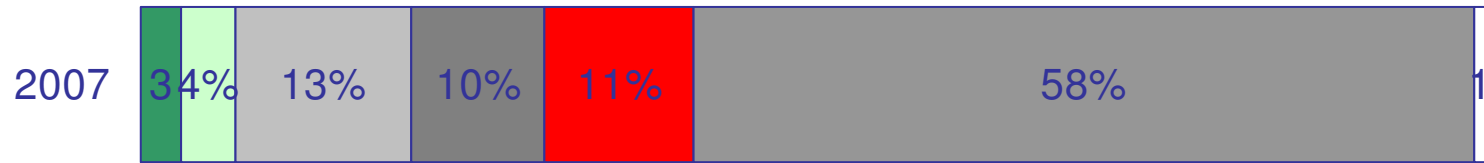


Lived at current address <5 yrs

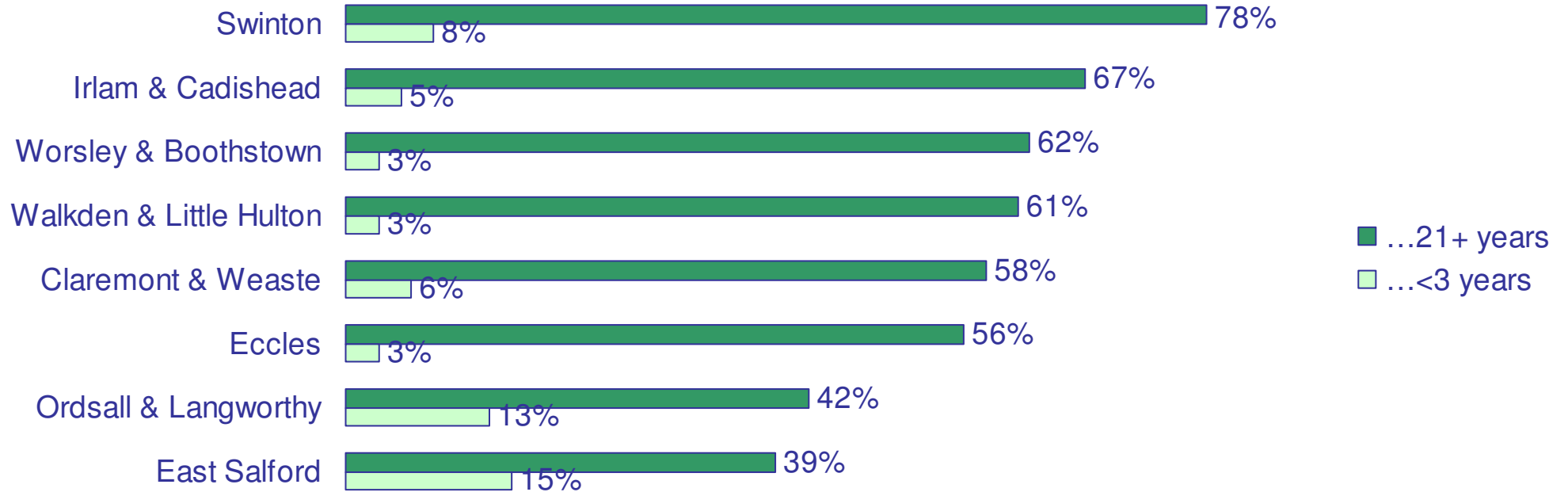


Time in Salford area

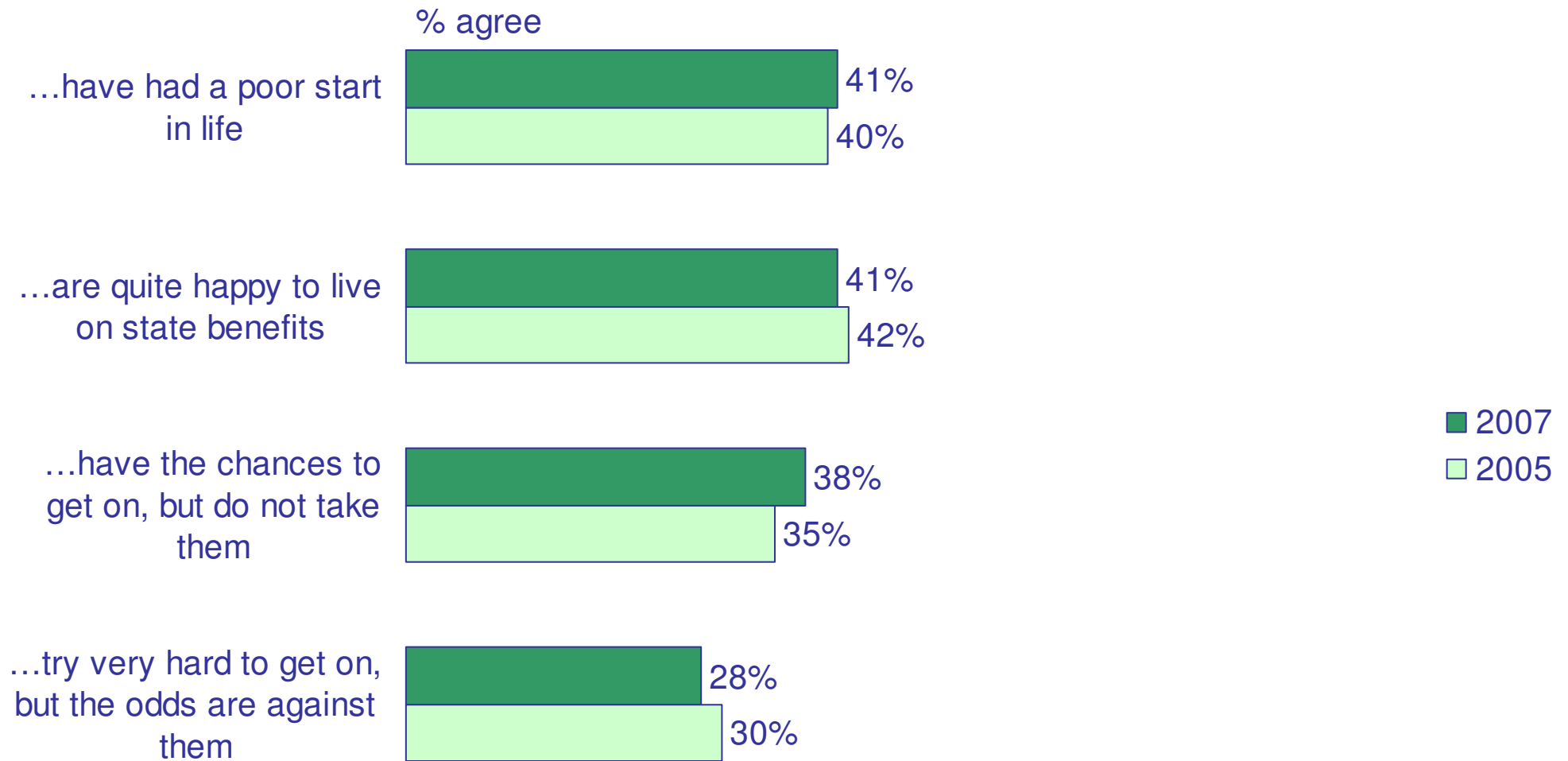
■ Up to 1 year ■ 1-2 years ■ 3-5 years ■ 6-10 years ■ 11-20 years ■ 21+ years □ Not stated



Lived in area...

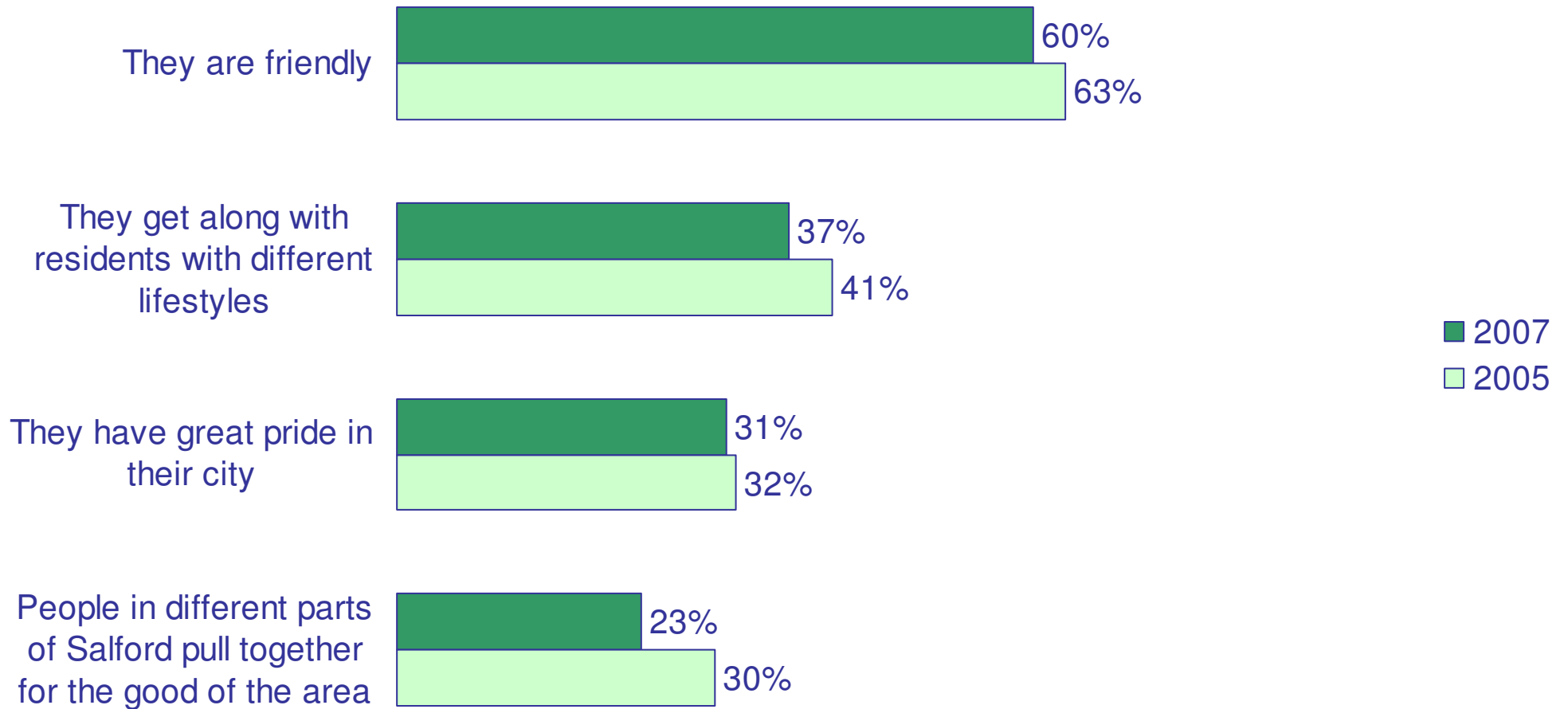


Local people in my area...



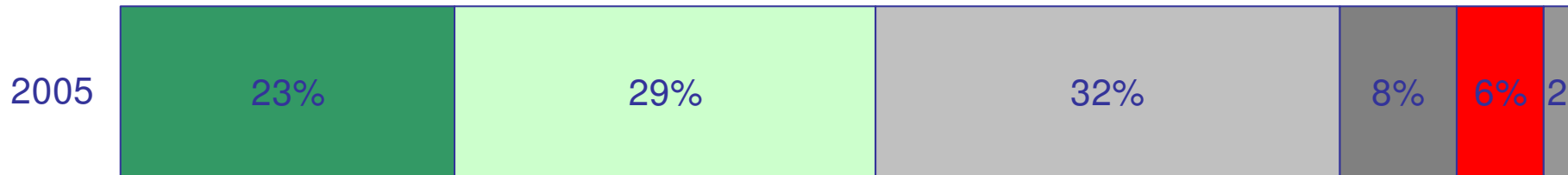
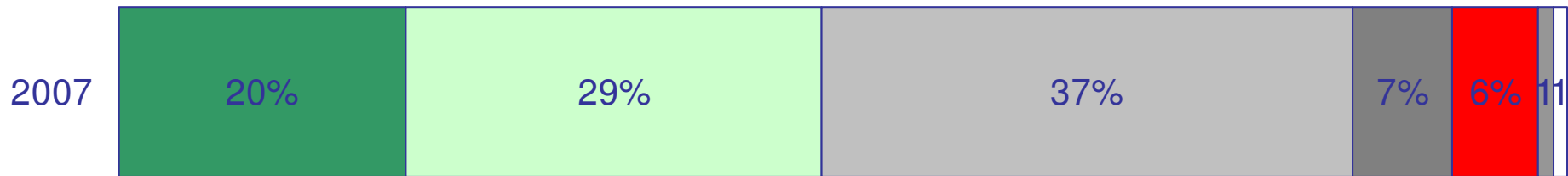
Salford people...

% agree

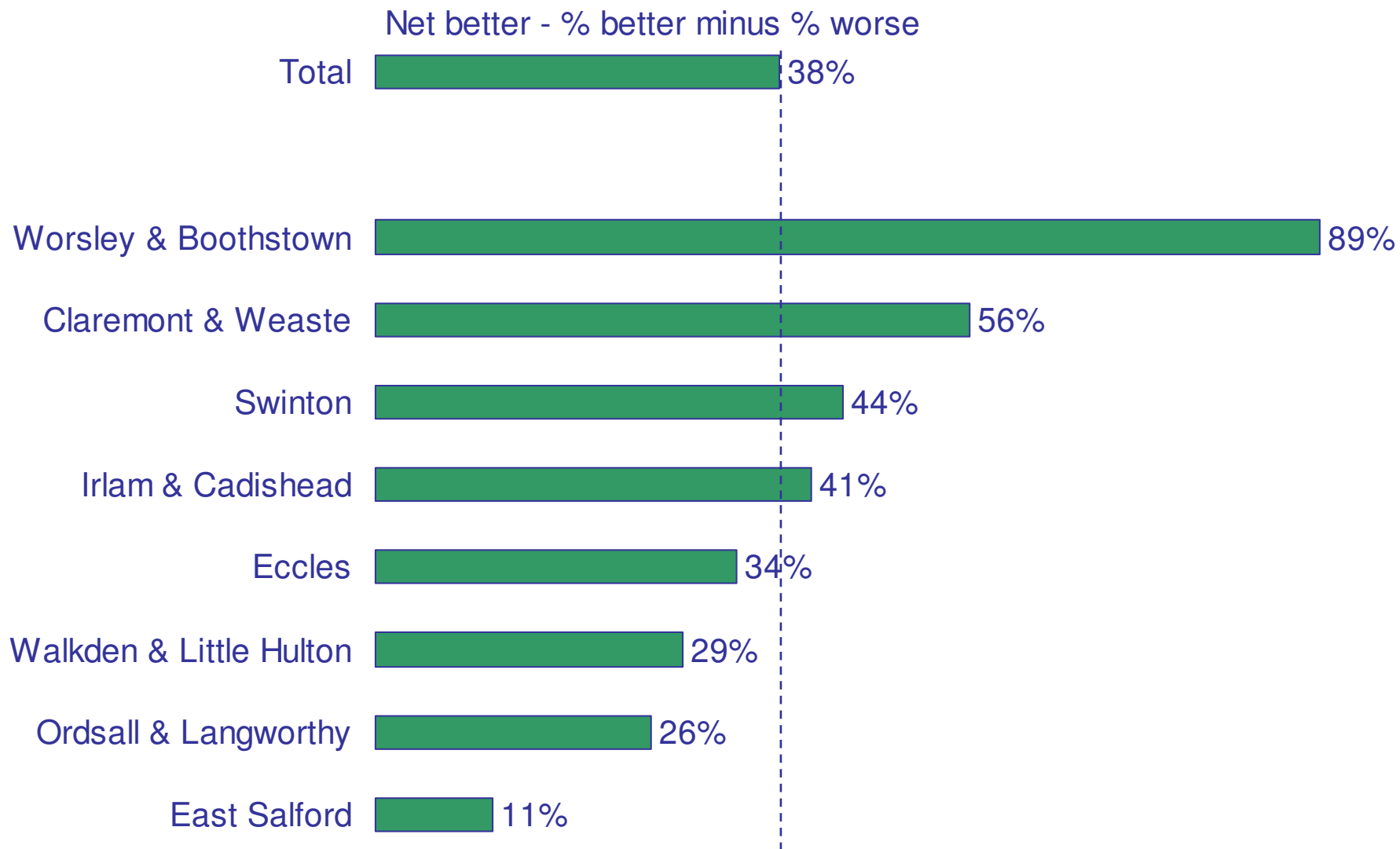


Area compared to other parts of Salford

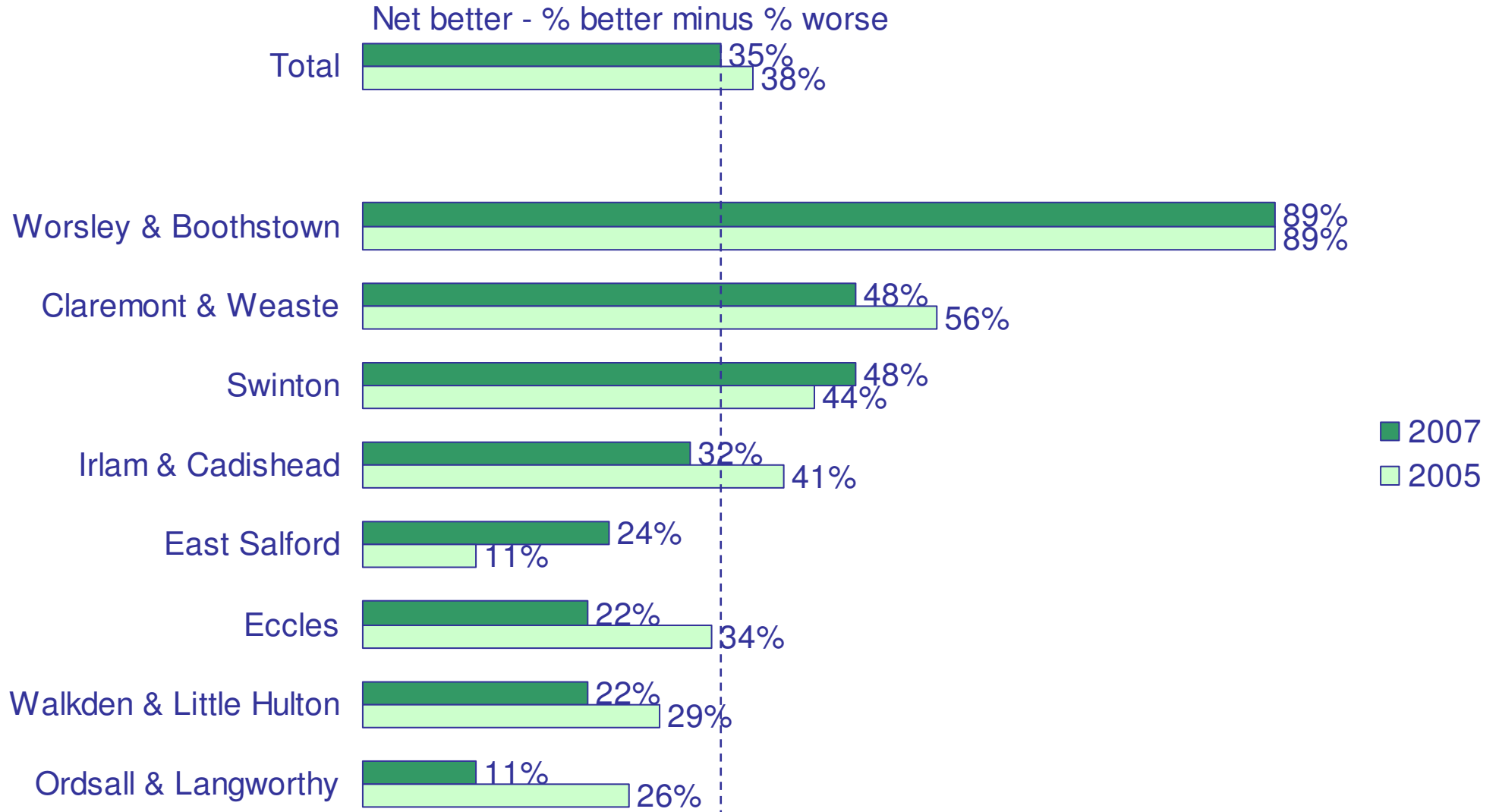
- One of the best
- Better than average
- About average
- Worse than average
- One of the worst
- DK/NS
- Not stated



Area compared to other parts of Salford : 2005



Area compared to other parts of Salford : 2007 vs 2005

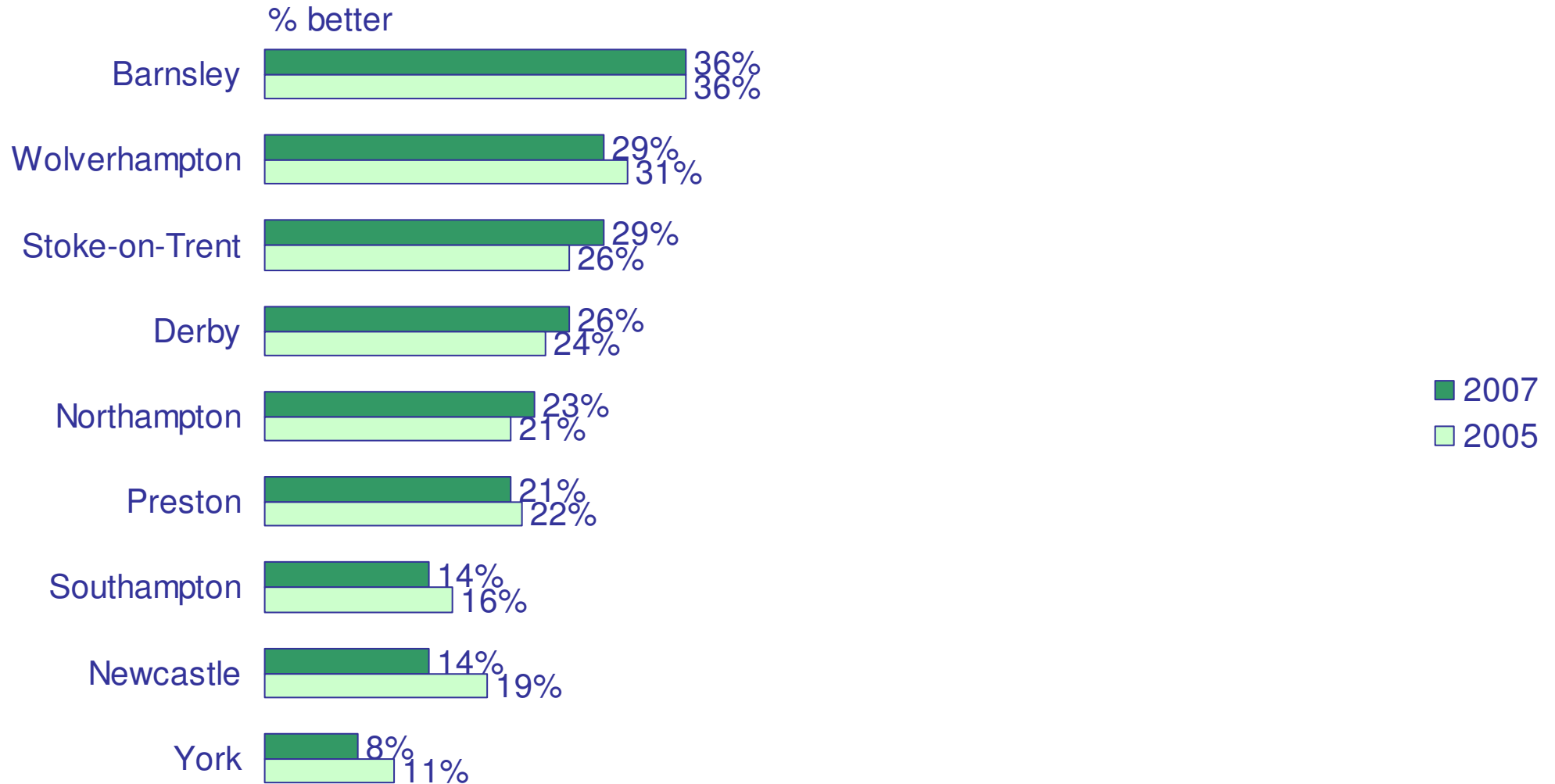


Base : All 2007 (1,097), 2005 (2,030) (wtd)

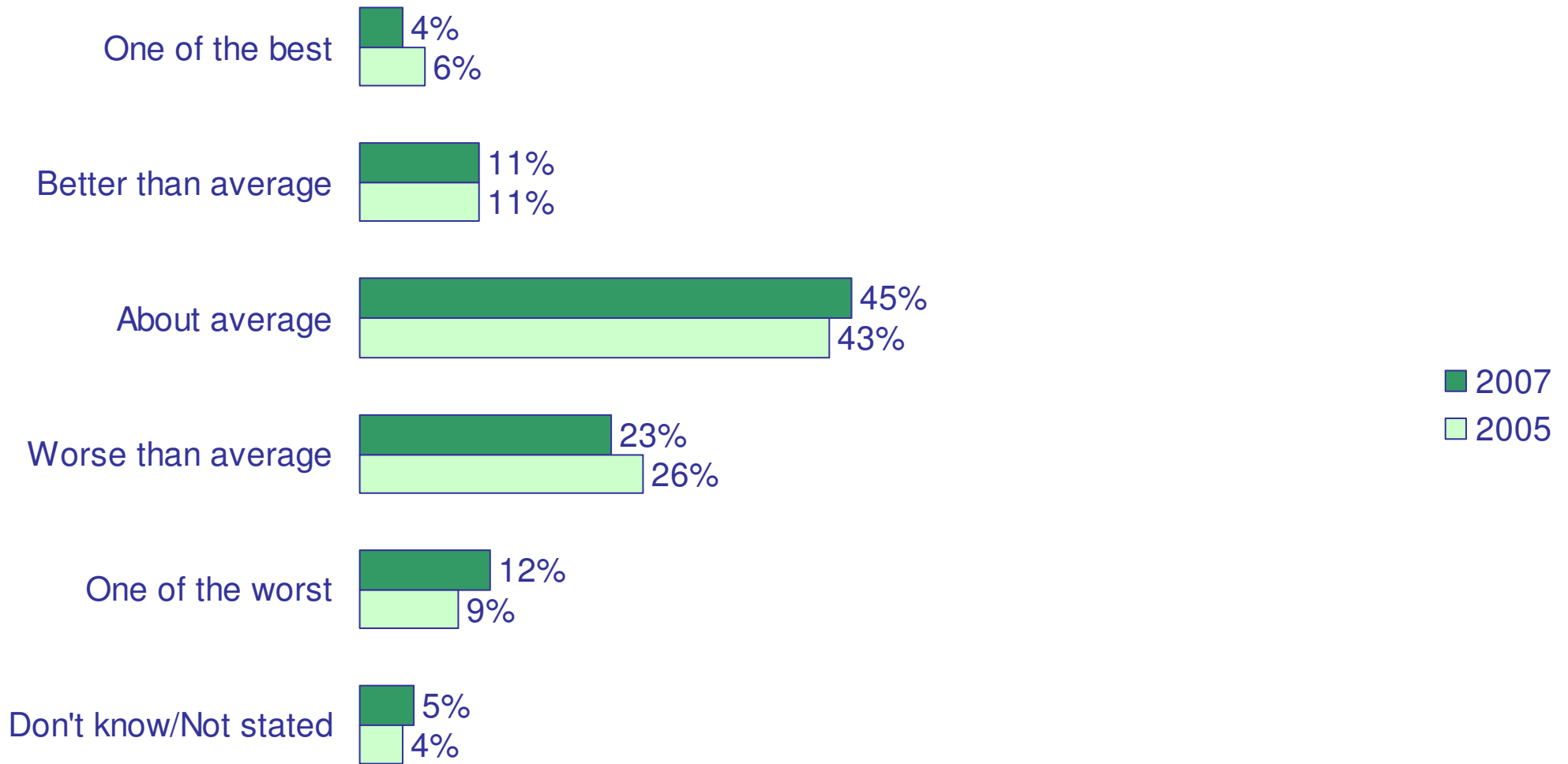
- Perception of the people have changed very little
- Comparative perceptions of place have :
 - East Salford ↑ - more confident
 - Eccles : Ordsall & Langworthy ↓ - not so sure
- Cannot consider change in Salford as uniform across the city

Why?

Salford compared to...

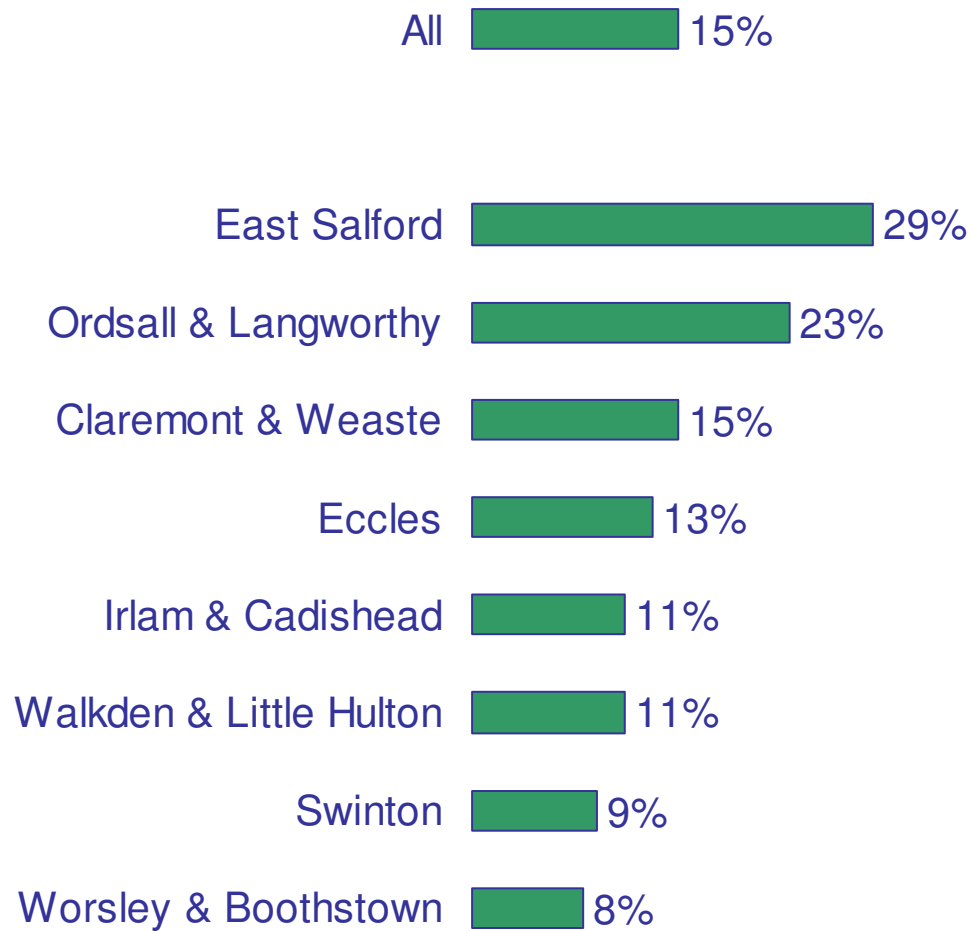


Salford vs other towns and cities

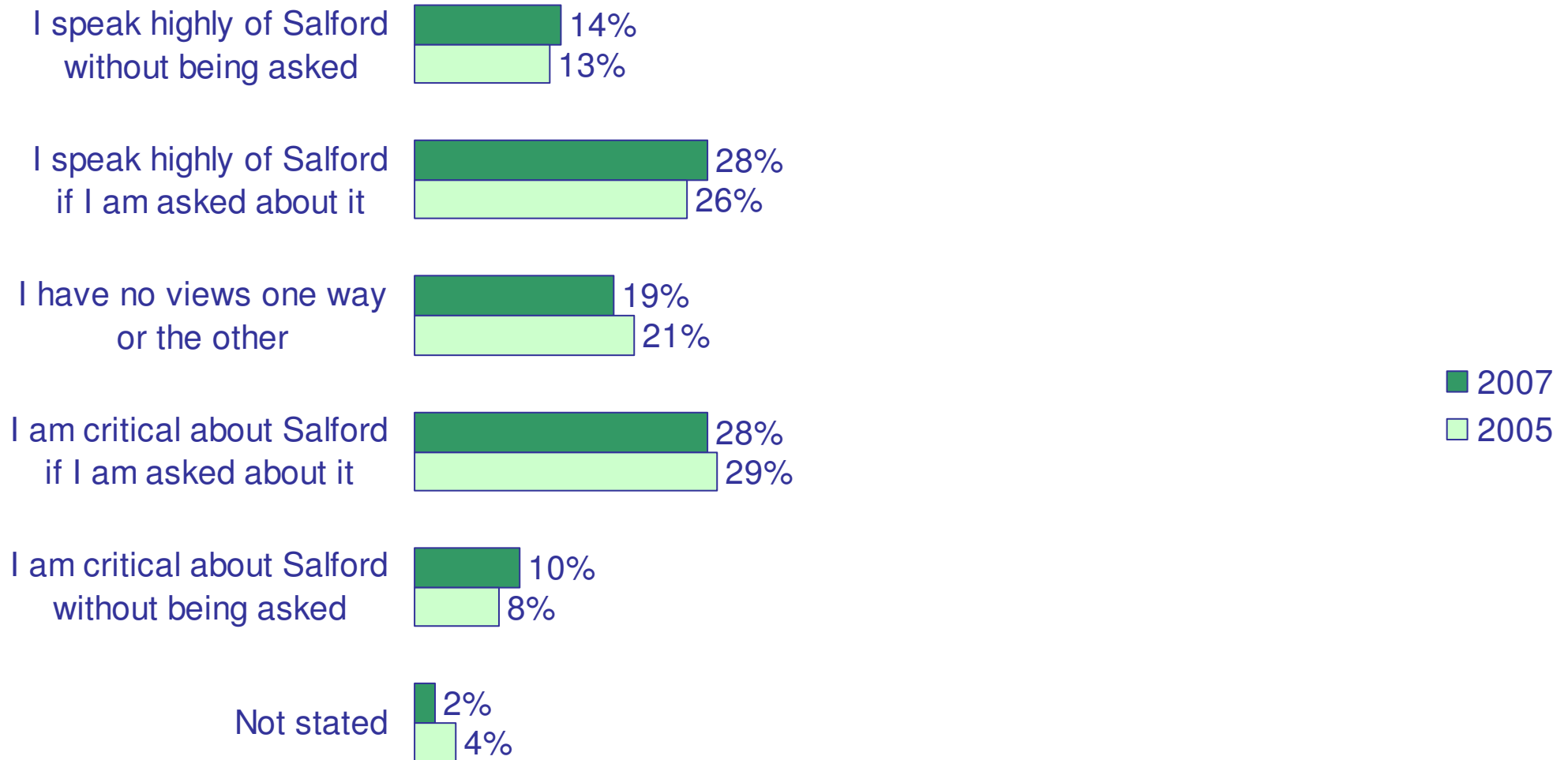


Salford vs other town and cities

% one of the best/above average

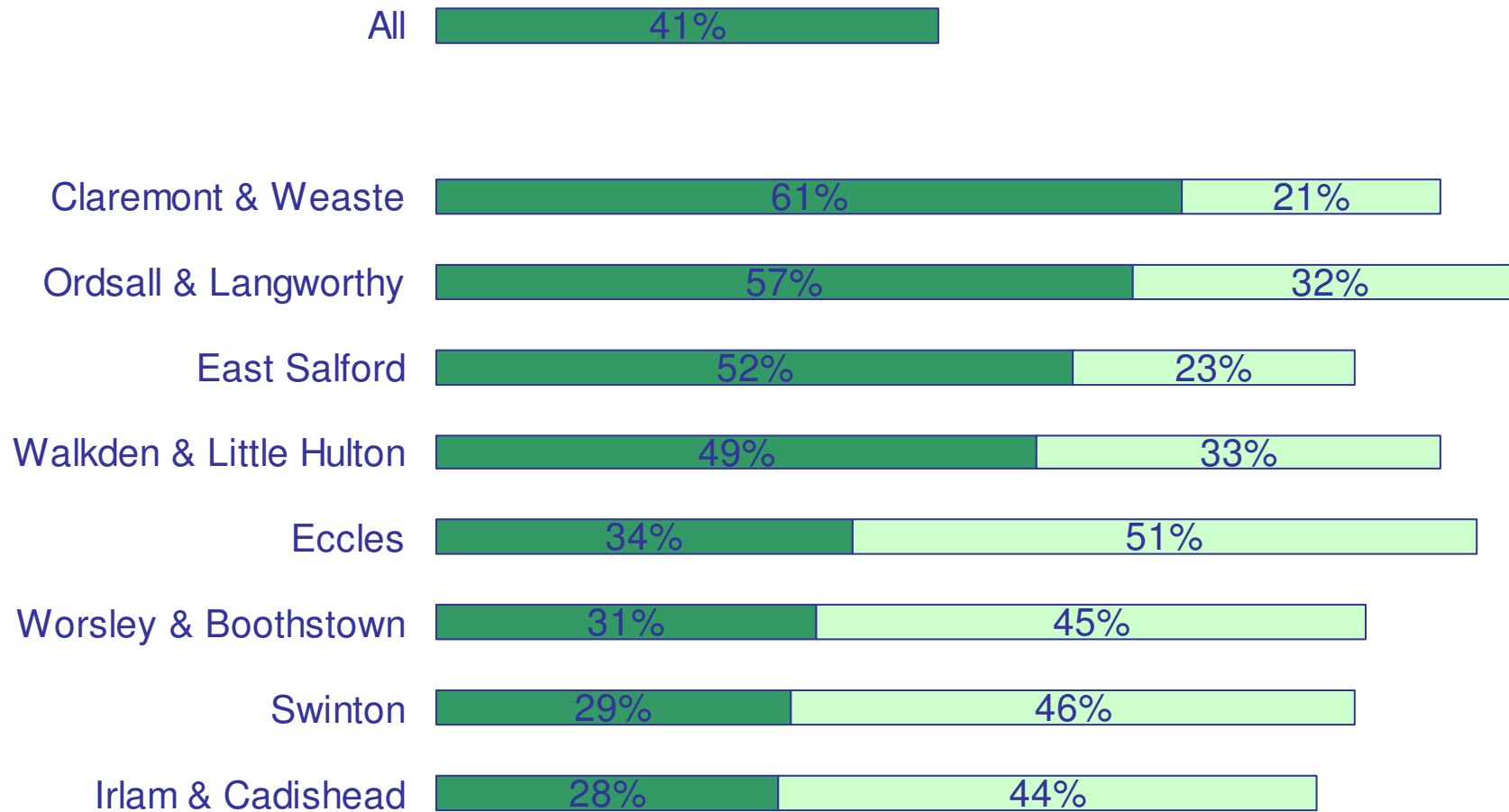


Advocacy – how feel about Salford



Advocacy – how feel about Salford

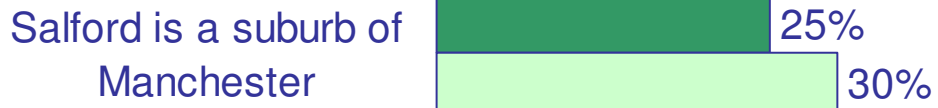
■ % speak highly □ % critical



Description of Salford



2007
**Claremont & Weaste 66%,
 Ordsall & Langworthy 65%**



**Eccles 37%,
 Worsley & Boothstown 34%**



Worsley & Boothstown 31%



Irlam & Cadishead 11%



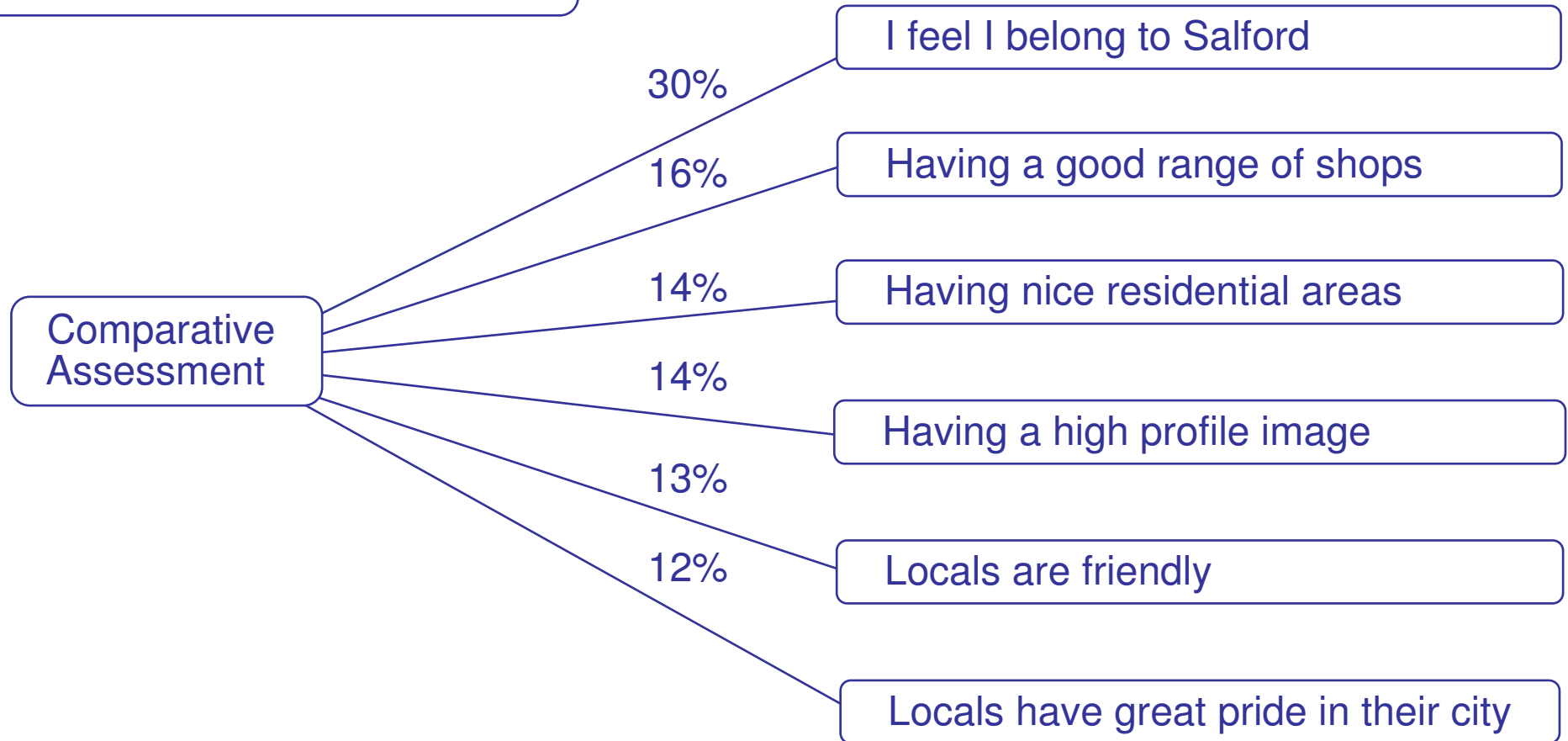
- Advocacy – no change

But

- Becoming a city in its own right

Drivers to comparative assessment (I) : 2007

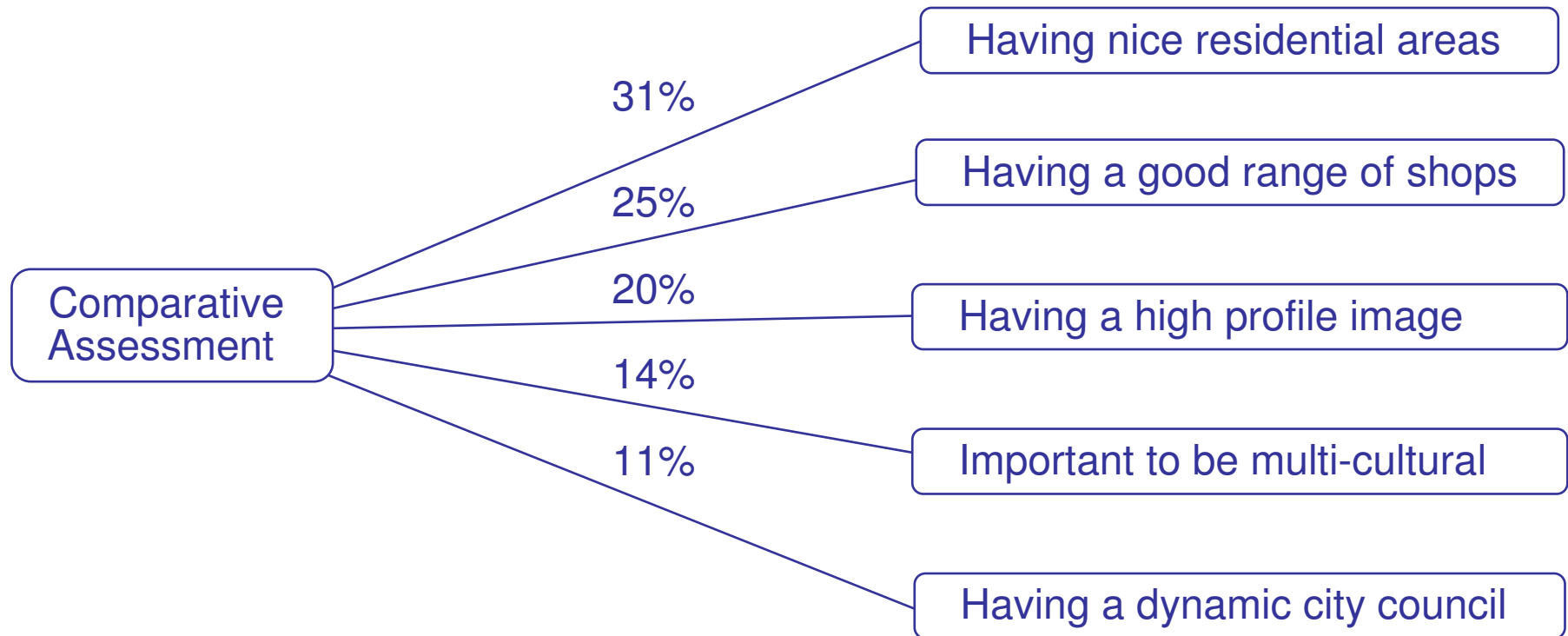
Model explaining **48%** in variation of opinion of Salford



Drivers to comparative assessment (II) : 2007

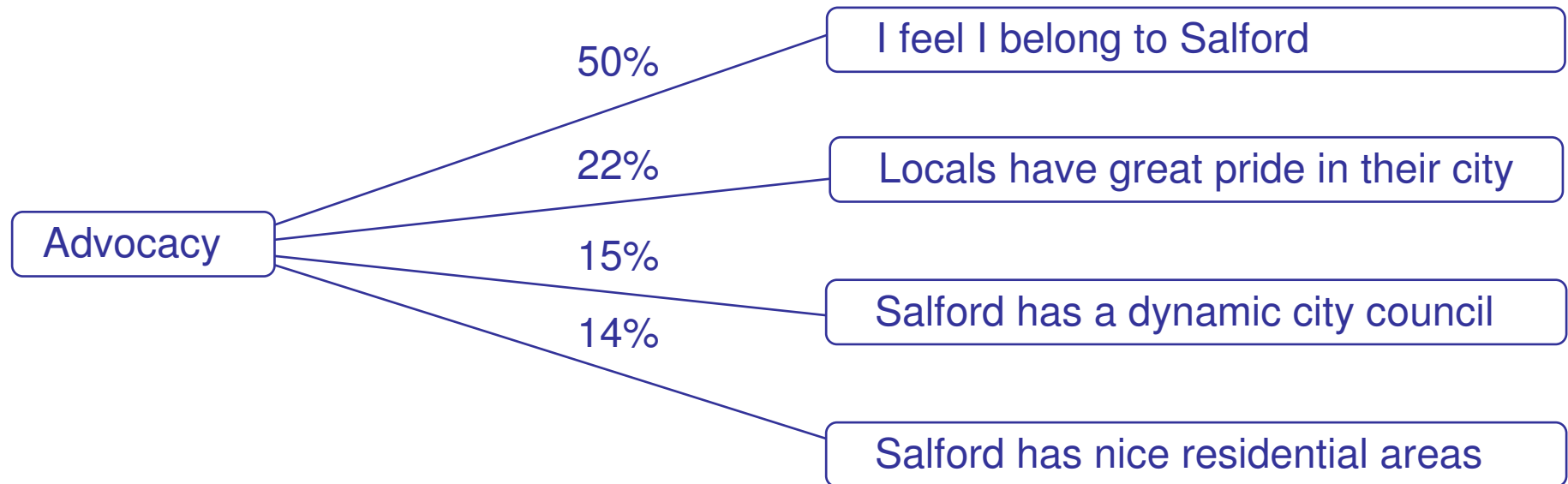
(excl. sense of belonging)

Model explaining **37%** in variation of opinion of Salford



Drivers to advocacy : 2007

Model explaining **45%** of variation



- Sense of belonging
- Good range of shops
- Nice residential areas
- Dynamic council

Key issues : who is hot, who is not? (I)

	☰	☱
Sense of belonging to Salford	Strongly (44%)	Not strongly (50%)
	65+ (51%) Social tenants (62%) Salfordians (58%) Claremont & Weaste (71%) Ordsall & Langworthy (68%) Lived in area for 11+ years (48%)	25-44 (57%) Owner occupiers (54%) Not Salfordians (62%) Eccles (62%) Swinton (63%) Worsley & Boothstown (70%) Lived in area for less than 11 years (61%)
Having a good range of shops	% performs well (36%)	% performs not well (61%)
	Social tenants (63%) 65+ (49%) Salfordians (41%) East Salford (54%) Lived in area for 11+ years (40%)	Owner occupiers (70%) 25-44 (66%) Not Salfordians (67%) Worsley & Boothstown (78%) Swinton (73%) Lived in area for 3-10 years (72%)

Key issues : who is hot, who is not? (II)

	☰	☱
Having nice residential areas	% performs well (45%)	% performs not well (50%)
	65+ (60%) 15+ years at address (52%) Claremont & Weaste (54%) Worsley & Boothstown (53%) Lived in area for 11+ years (48%)	25-44 (62%) Owner occupiers (53%) <5 years at address (60%) Walkden & Little Hulton (60%) Swinton (58%) Lived in area for 3-10 years (58%)
Having a dynamic council	% performs well (31%)	% performs not well (56%)
	Women (34%) Social tenants (40%) Salfordians (35%) Claremont & Weaste (38%) Ordsall & Langworthy (44%)	45-64 (62%) Owner occupiers (58%) Not Salfordians (59%)

Key groups

	
<p>65+</p> <p>Social tenants</p> <p>Salfordians</p> <p>Lived in area for 11+ years</p> <p>Claremont & Weaste</p>	<p>25-44</p> <p>Owner occupiers</p> <p>Not Salfordians</p> <p>Lived in area for 10 years or less</p> <p>Swinton</p>

Key issues : 2005 → 2007

	Since 2005 ↑	Since 2005 ↓
Sense of belonging Salford		Men (47% 41%) Swinton (43% v 32%)
Having a good range of shops	East Salford (33% v 54%)	Men (41% v 32%) Women (44% v 39%) 25-44 (45% v 32%) 45-64 (40% v 32%) 3-10 years in area (40% v 27%) 11+ years in area (45% v 40%) Eccles (48% v 34%) Swinton (46% v 26%) Walkden & Little Hulton (50% v 32%)
Having nice residential areas	45-64 (44% v 51%) East Salford (34% v 50%) Worsley & Boothstown (44% v 53%)	
Having a dynamic Council		

2005 → 2007 : Who sees change?

↑	↓
East Salford	Swinton

- Range of shops
- Public spaces
- Residential areas
- Sense of belonging/dynamic council/ambassador

- There are changes in perception
 - But not city-wide

- 2 questions
 - ? East Salford ↑, Swinton = why?
 - ? Are perception changes real (changed for the better/now) or comparative (we are not so good because somewhere has improved more)?