

Ipsos MORI



The Big Listening surveys 5 and 6

Results Presentation to :
Salford City Council
Presented by :
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22 January 2008



- Programmed polling
- 12 page self-completion questionnaire

BL5

- 6,025 mail out : 1,077 returns = 18% response rate

- One reminder

- 25th June – 3rd September 2007

- Data balanced to be representative of the 8 community committee areas and the city overall

BL6

- 7,000 mail out : 1,163 returns = 17% response rate

- One reminder

- 15th October – 16th November 2007

- Fifth and sixth wave of Big Listening

- Covered topics including :
 - Council Services
 - Council provided information
 - Council Services
 - Your Neighbourhood
 - Sports & Leisure
 - Cemeteries

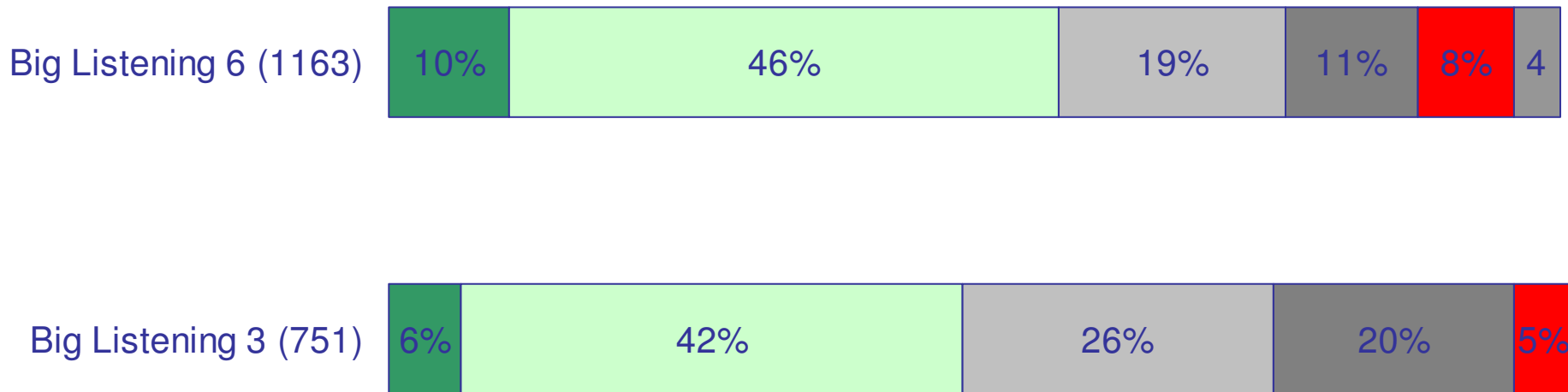
- This presentation highlights the main issues arising from the surveys



The Council

Satisfaction with Council Services

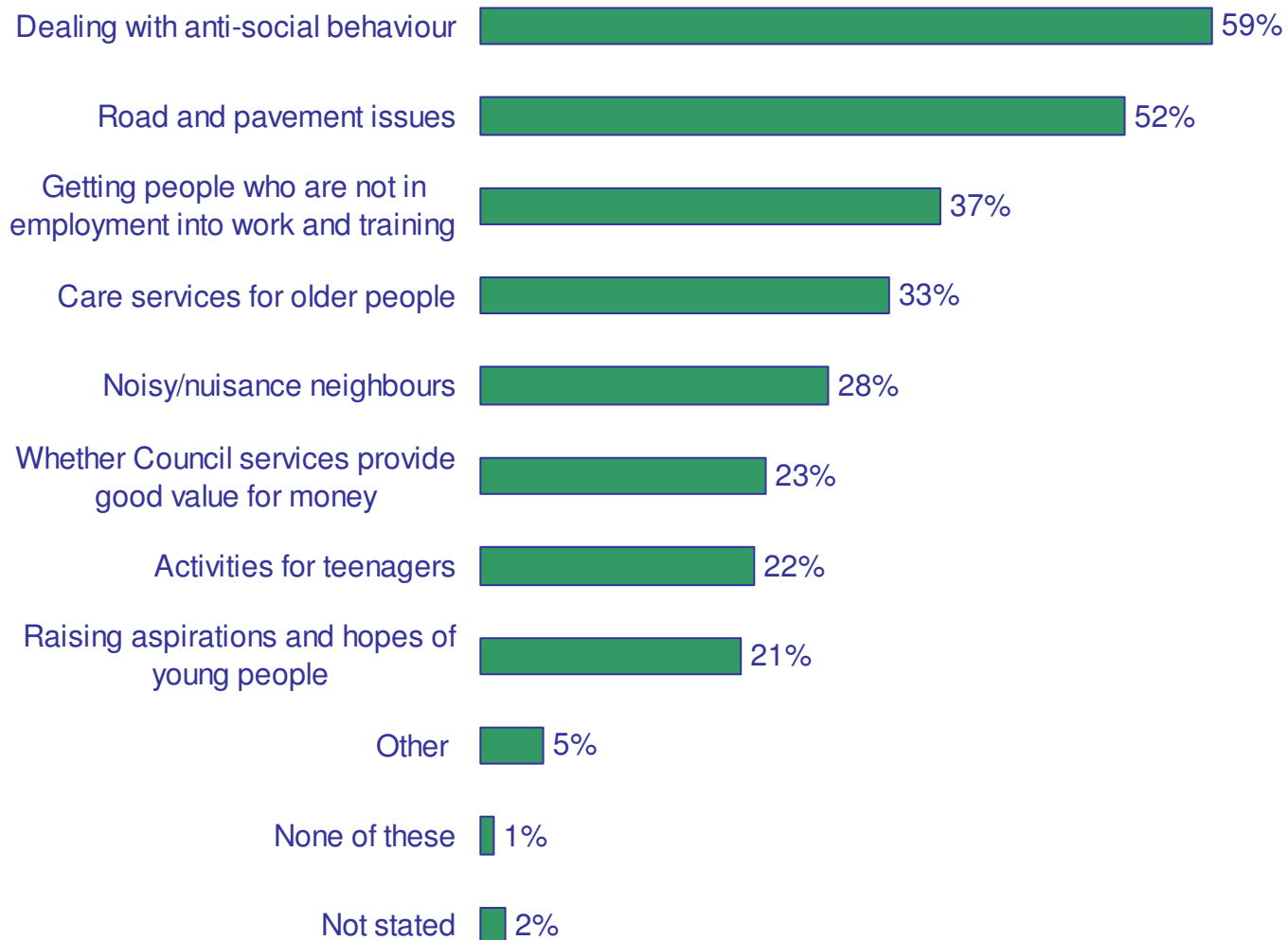
- Satisfaction has risen since the Big Listening survey 3



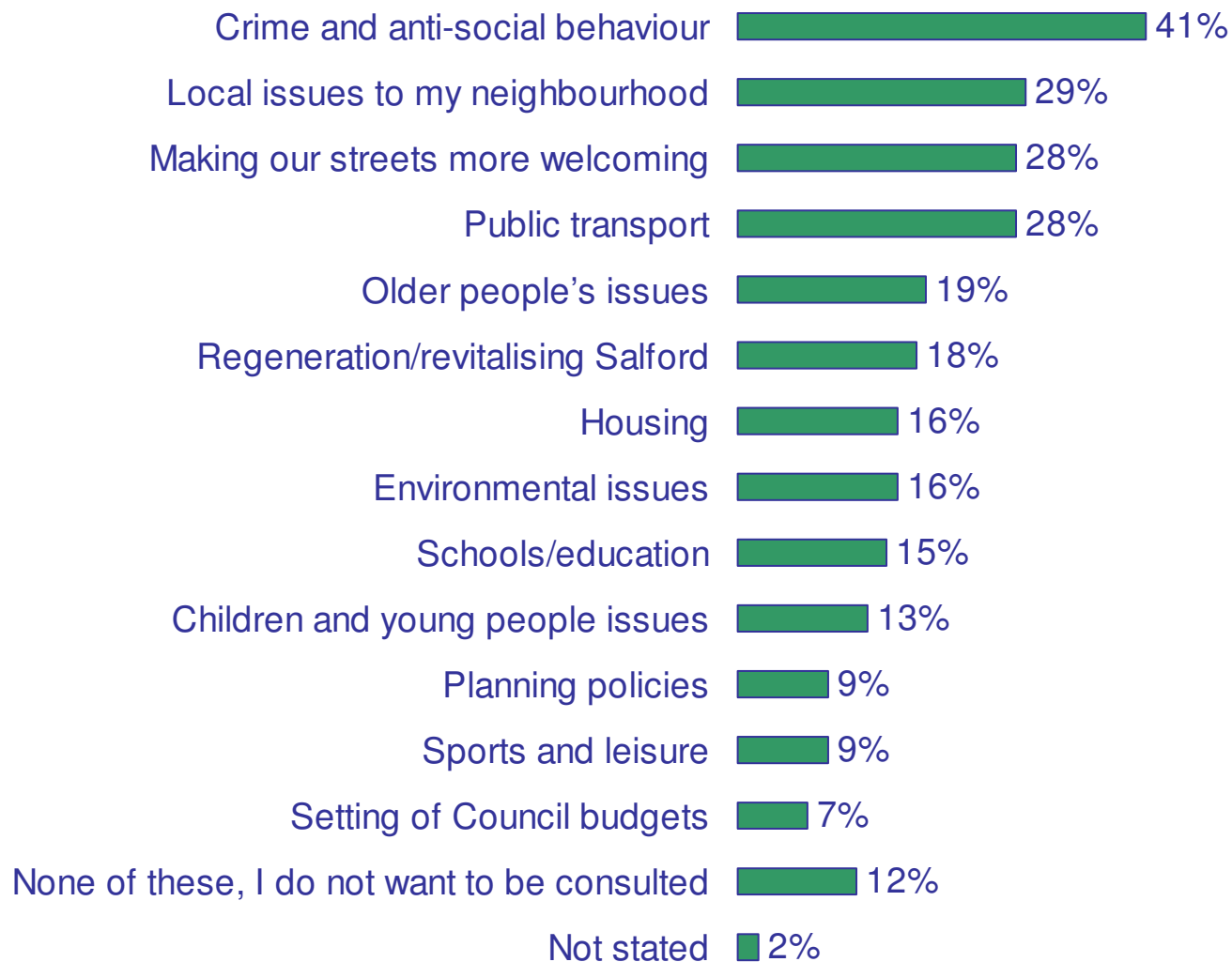
- Dissatisfaction particularly high for :
 - Environmental Services
 - Transport Services

Overview & Scrutiny Committees

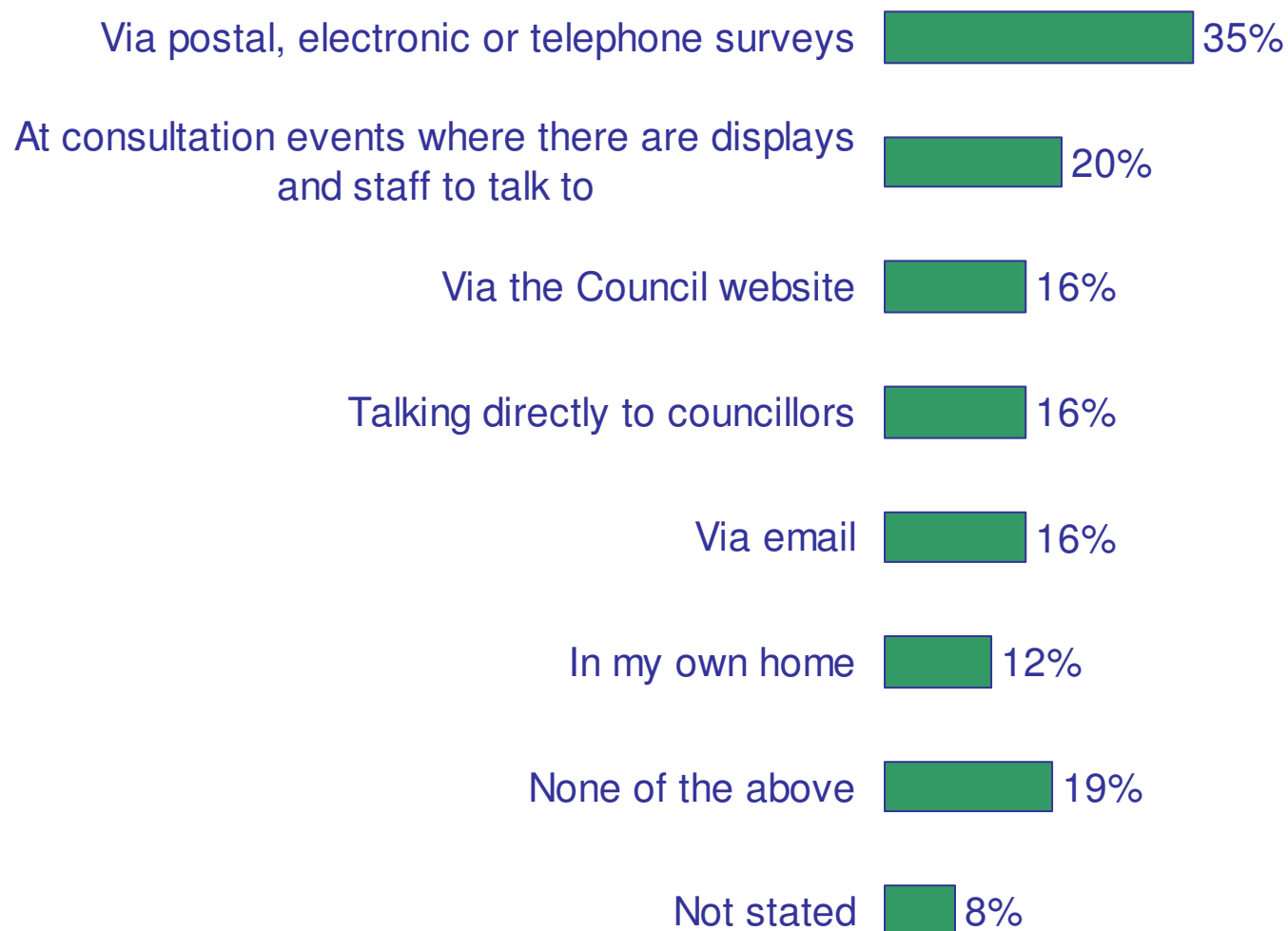
What are the most important issues?



Overview & Scrutiny Committees: What issues would you most like to be consulted on?



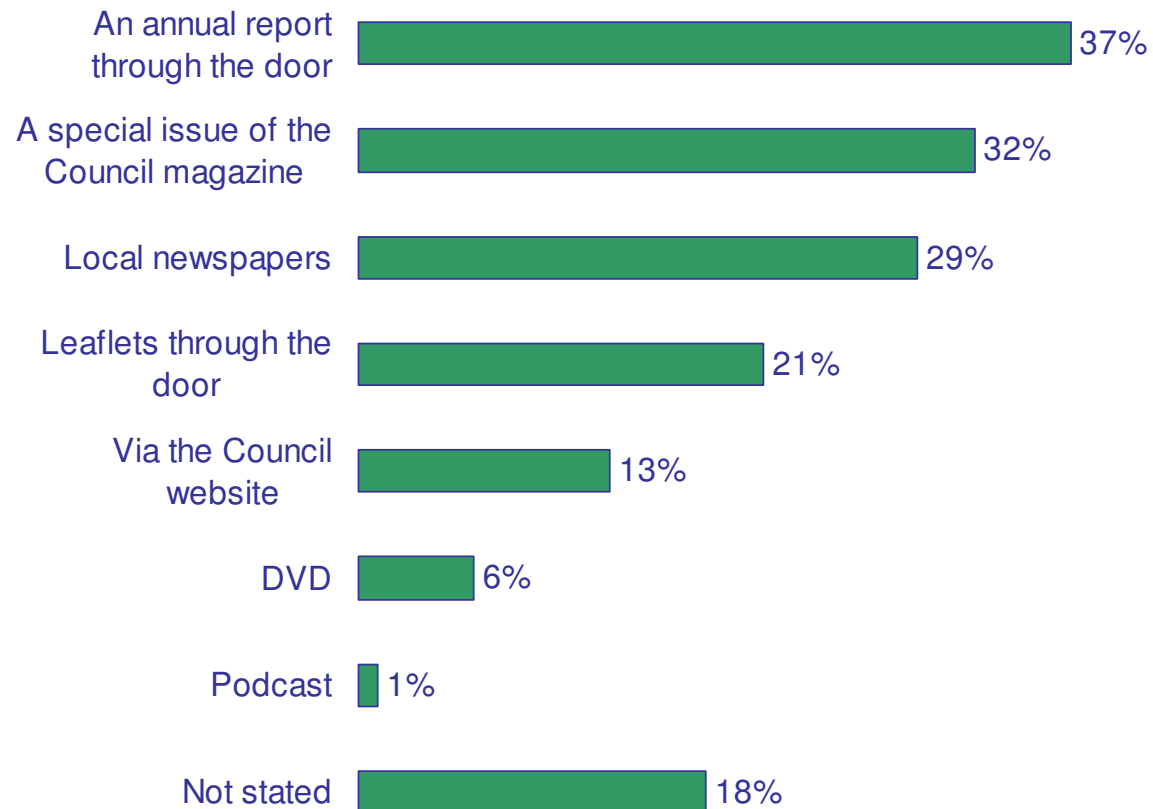
Overview & Scrutiny Committees: How would you like to be consulted?



Information on Council performance: What information do you want?



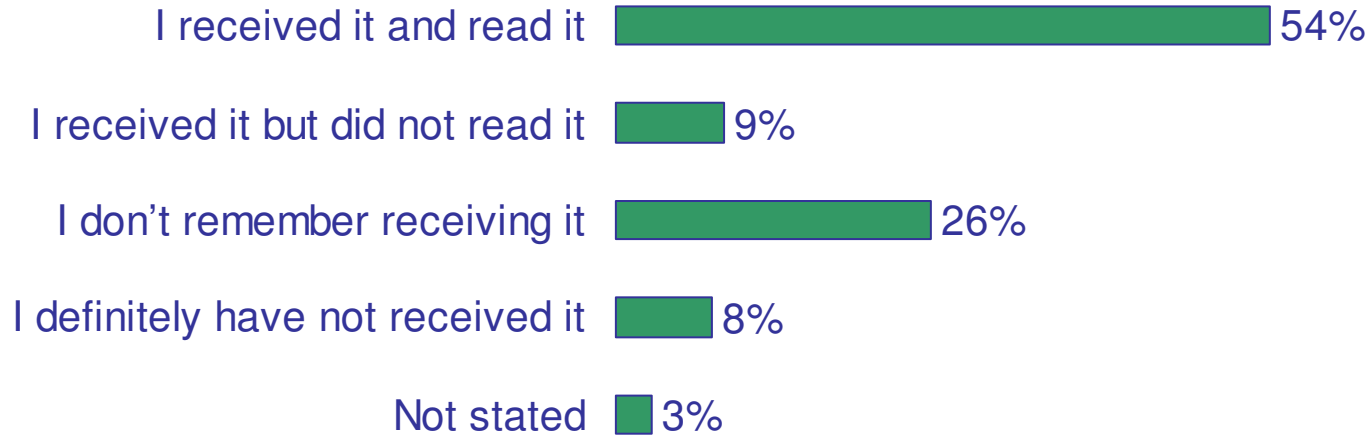
Council performance information: How would you prefer to be informed?



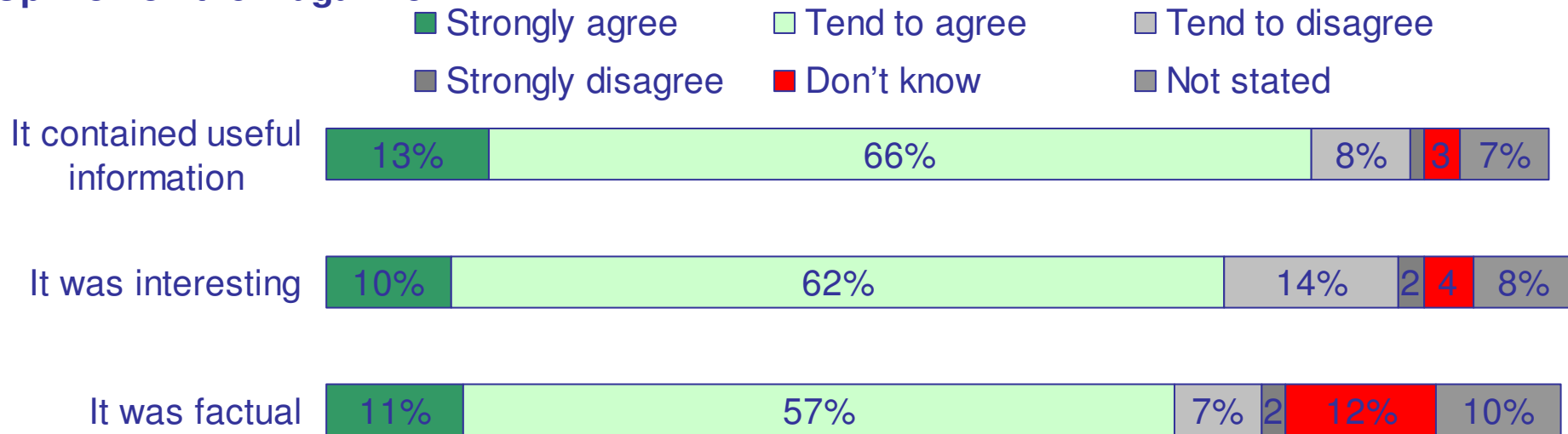
Life IN Salford magazine

How we have performed: special issue

Readership of the magazine



Opinion on the magazine



Base : All respondents – 1,077 & Base : All those who have read the magazine – 641

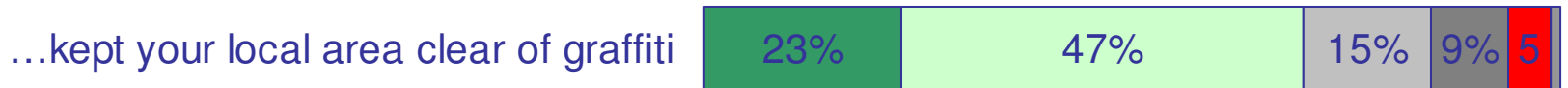
- 57% satisfied with Council services – up on a year ago
- The public want to know about what the Council provides and how money is spent to offer it
- The Council needs to concentrate on tackling anti-social behaviour and the local public realm



**Living in
Salford**

Rating cleanliness of local areas, how satisfied are you?

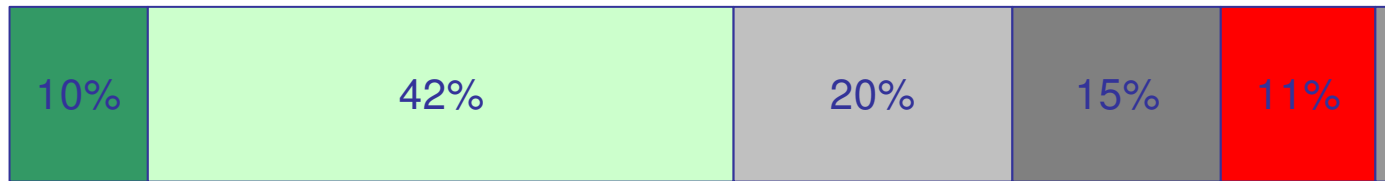
- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not stated



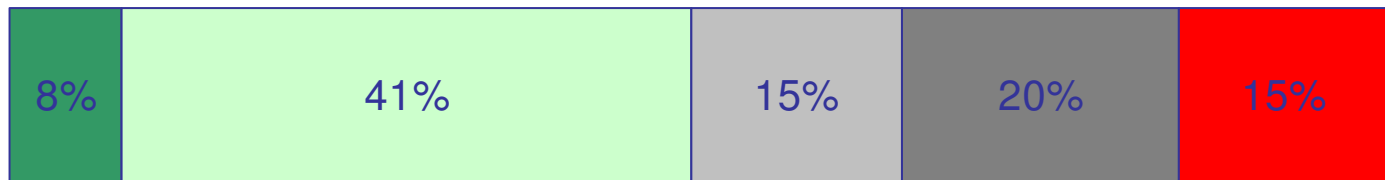
Satisfaction with public spaces

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not stated

Standard of parks and open spaces

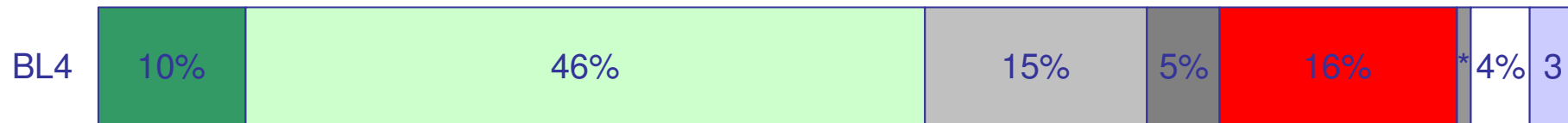
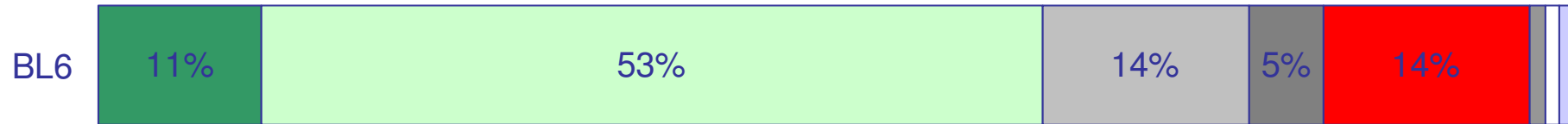


Tidiness of local area



Agreement on whether the local area is one where people get on well together

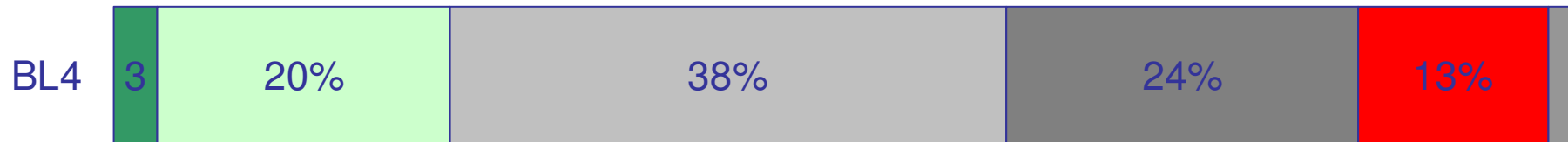
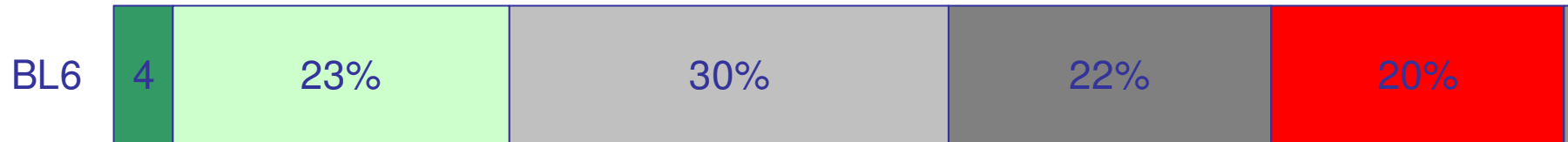
- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know
- Too few people in local area
- All same background
- Not stated



■ Results more positive than in BL4 (64% agree in BL6 v 57% in BL4)

Agreement on whether you can influence decisions in their area

■ Definitely agree ■ Tend to agree ■ Tend to disagree
■ Definitely disagree ■ Don't know ■ Not stated



■ Results more positive than in BL4 (27% agree in BL6 v 23% in BL4)

The Criminal Justice System...

■ Very confident ■ Fairly confident ■ Not very confident
■ Not at all confident ■ Not stated



- 64% agree that people get on well together: up from 57% in a previous survey
- 27% feel they can influence decisions: up from 23%

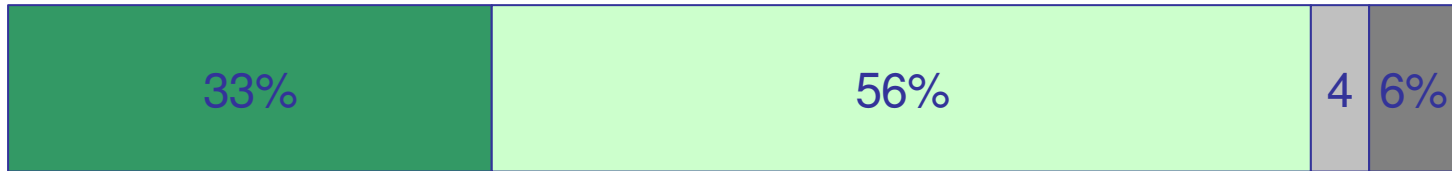


**Sports &
Leisure**

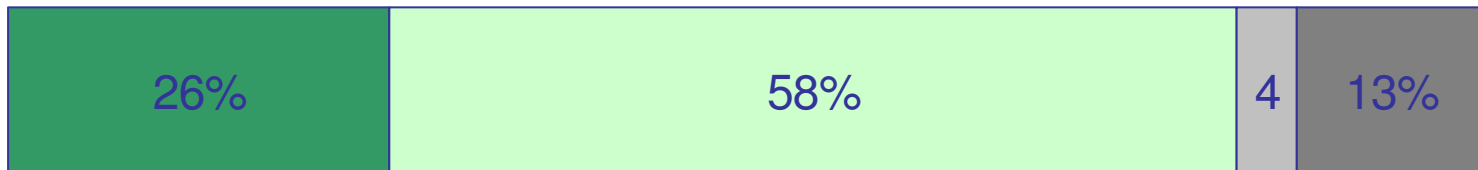
Household use in the last 12 months

■ Yes ■ No ■ Don't know ■ Not stated

Salford Library Services



Fit City Leisure Centres

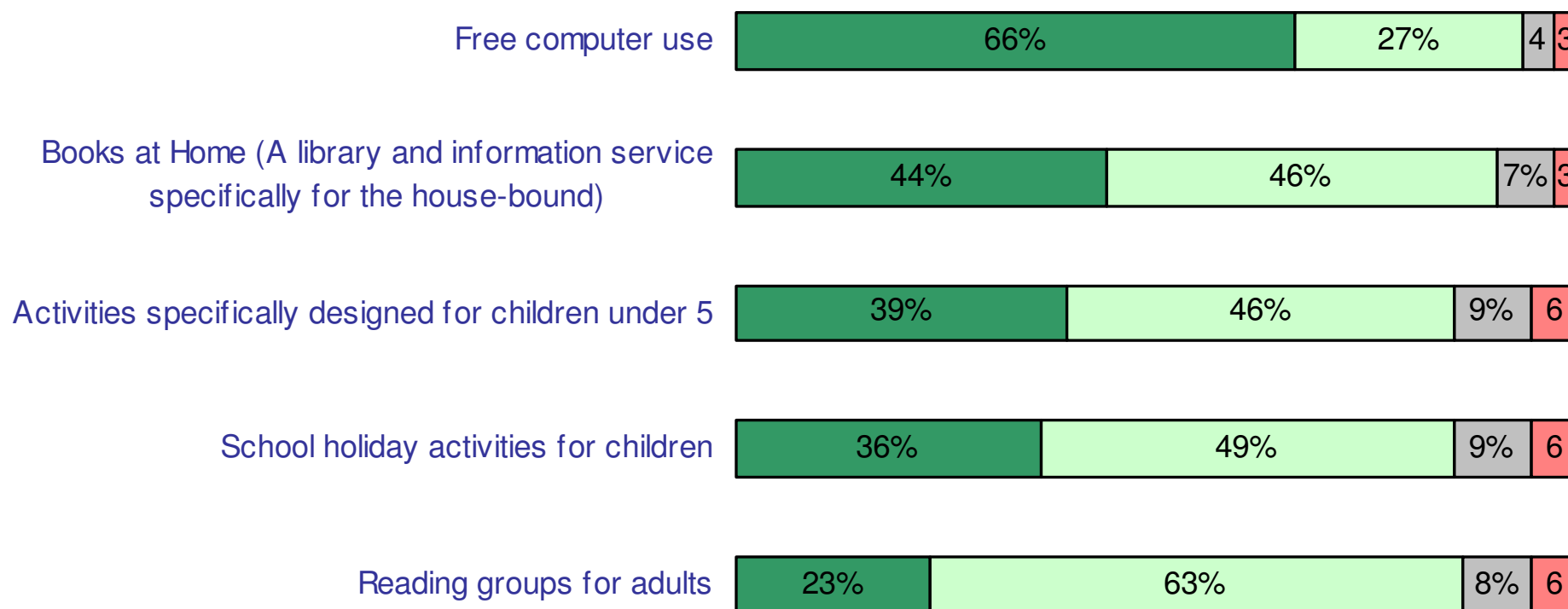


Frequency of visiting Salford libraries

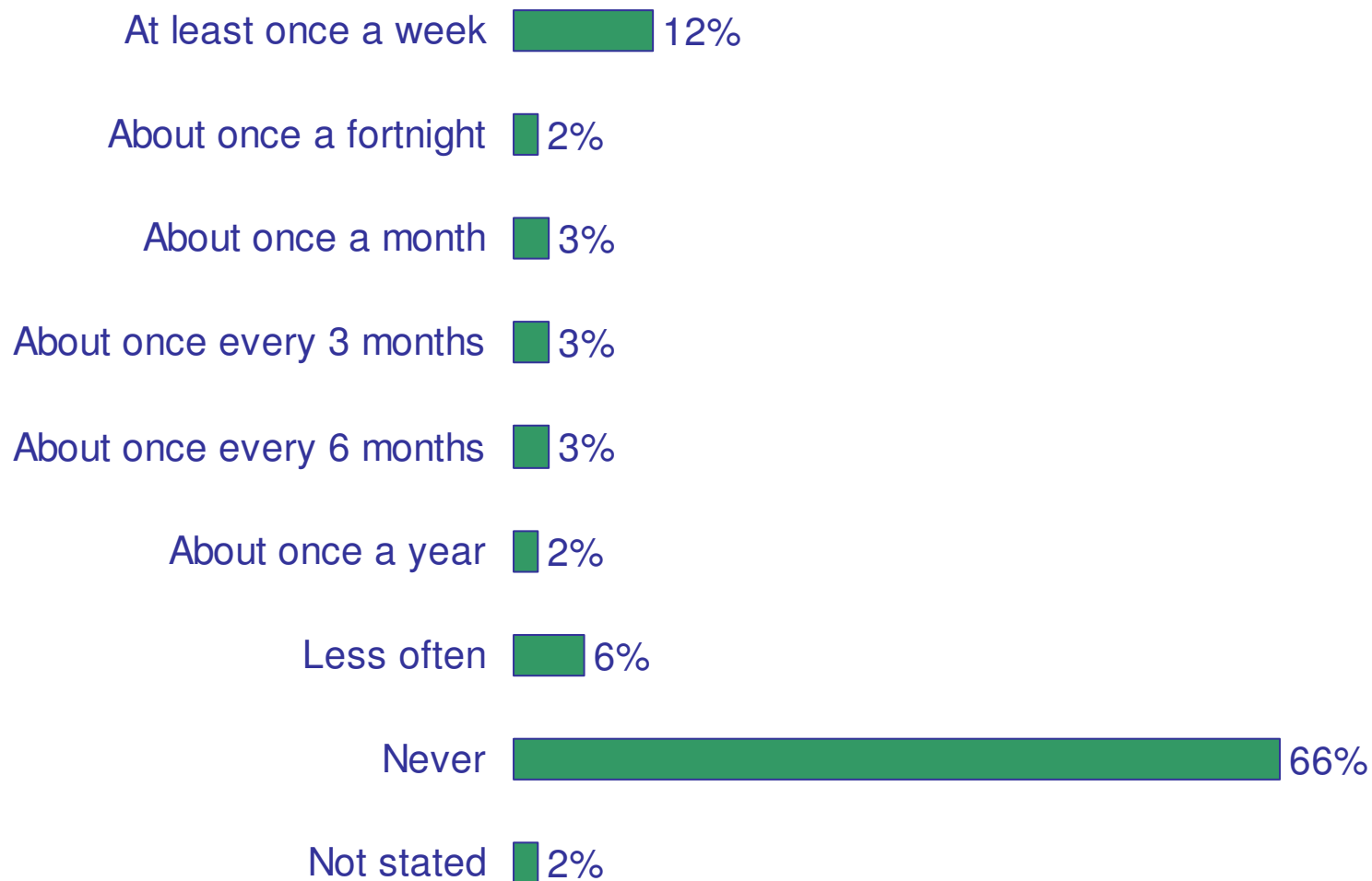


Awareness of services offered by Salford Libraries

■ Yes ■ No ■ Don't know ■ Not stated

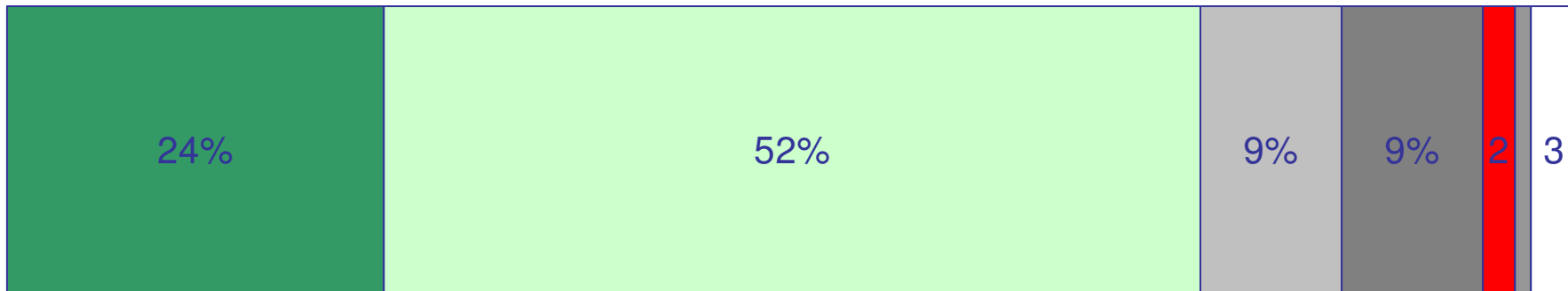


Frequency of use of Fit City Leisure Centres



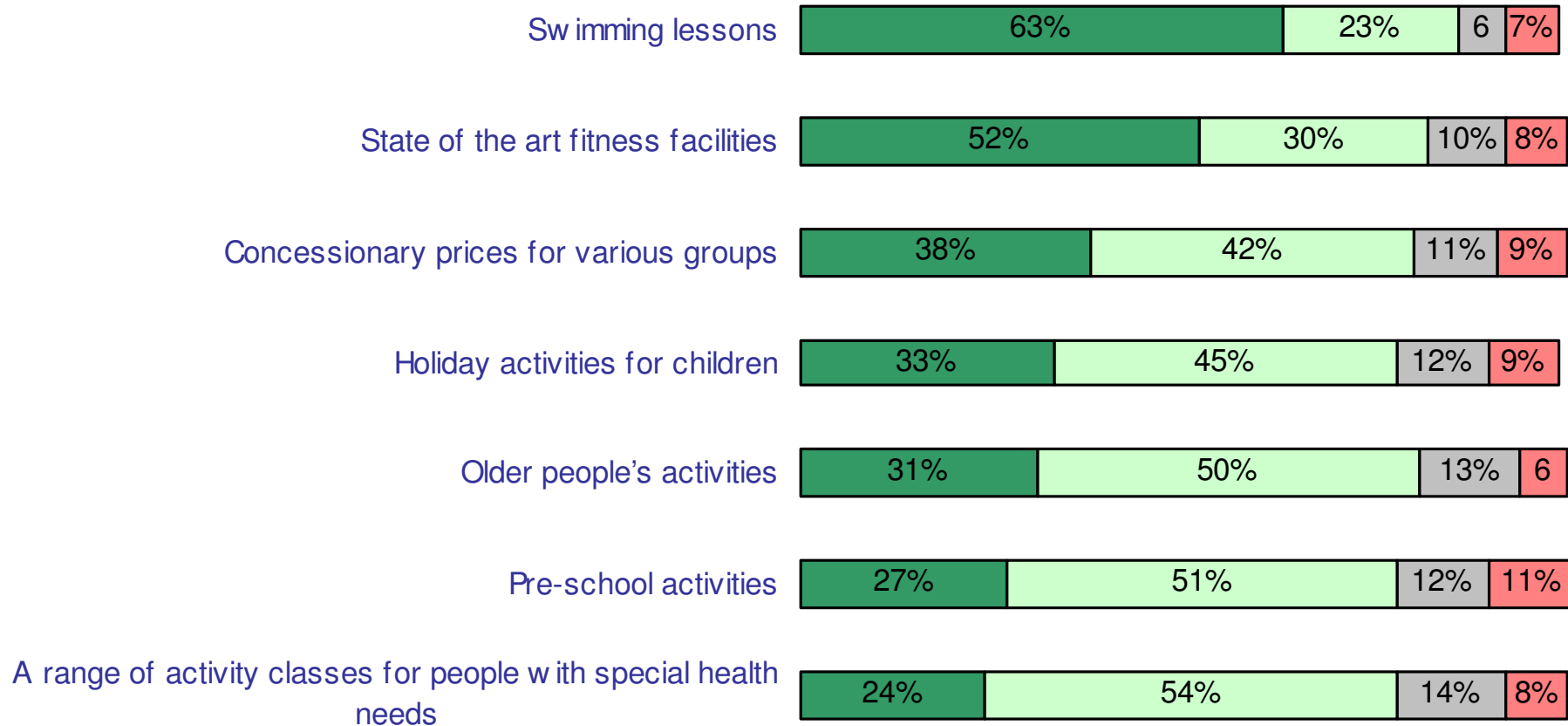
Satisfaction with Fit City Leisure Centres

- Very satisfied
- Neither satisfied nor dissatisfied
- Very dissatisfied
- Not stated
- Fairly satisfied
- Fairly dissatisfied
- Don't know



Awareness of services provided by Fit City Leisure Centres

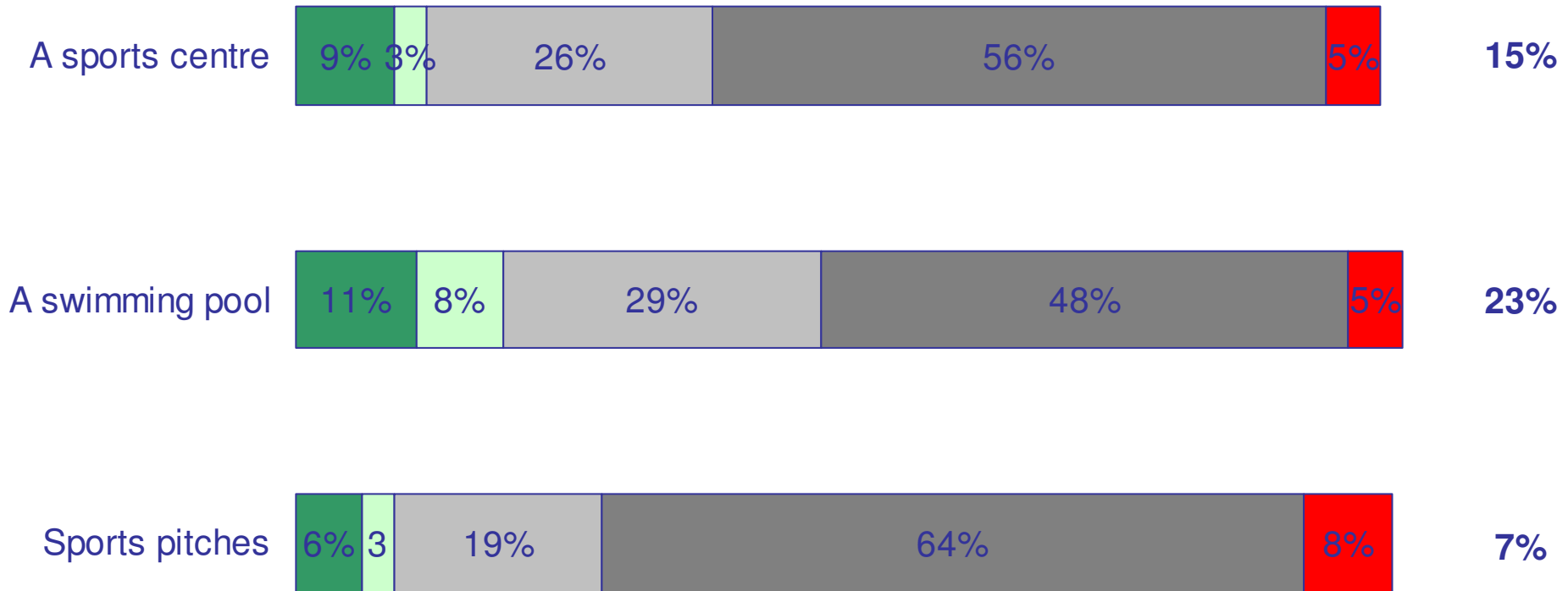
■ Yes ■ No ■ Don't know ■ Not stated



Frequency of using Council owned facilities

- At least weekly
- At least monthly
- Less often than that
- Never/Not applicable
- Not stated

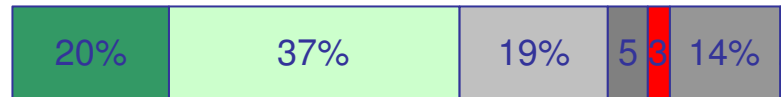
BL3
(% use monthly)



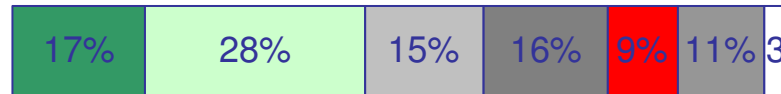
Agreement that sports facilities...

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know
- Not stated

The sports provision/facilities provided play a part in helping the people of Salford to keep healthy



Sports provision/facilities help to keep the kids off the streets



The sports provision/facilities are used by residents from a range of different backgrounds

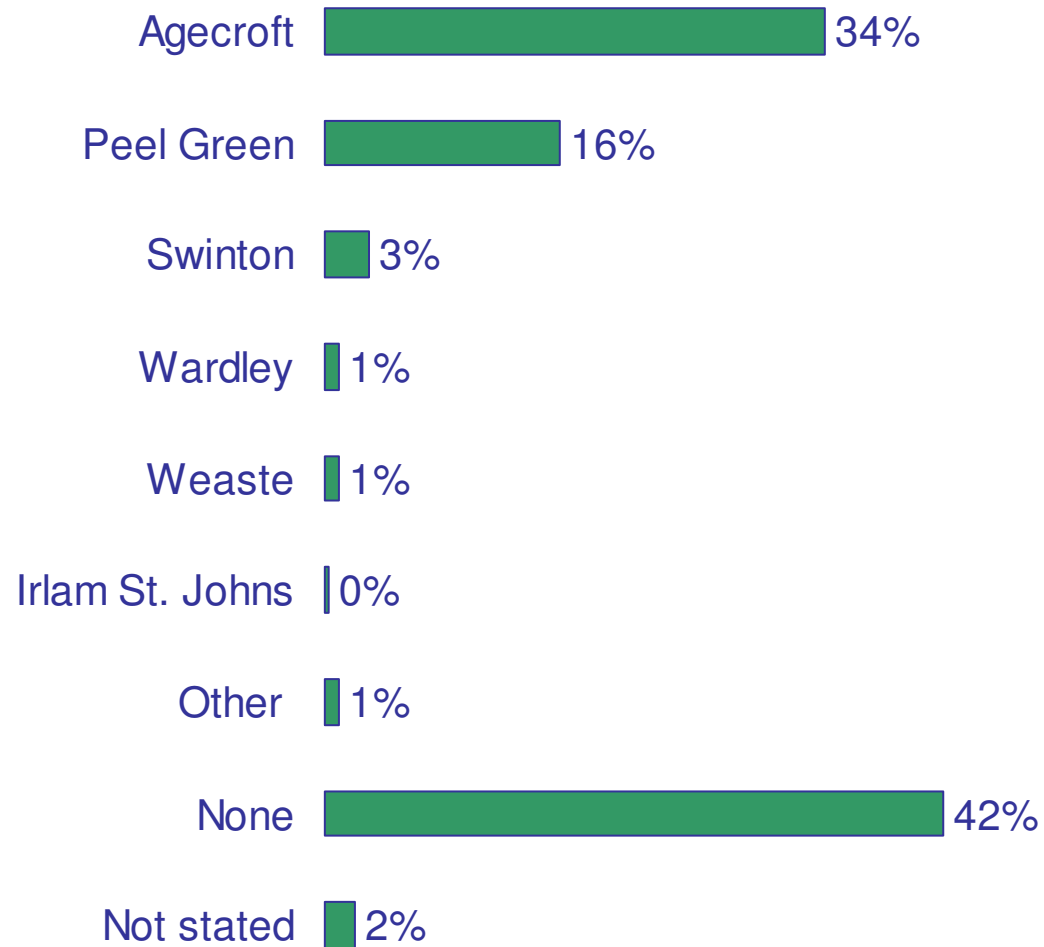


- Sports provision is valued more at an individual level rather than at a community level



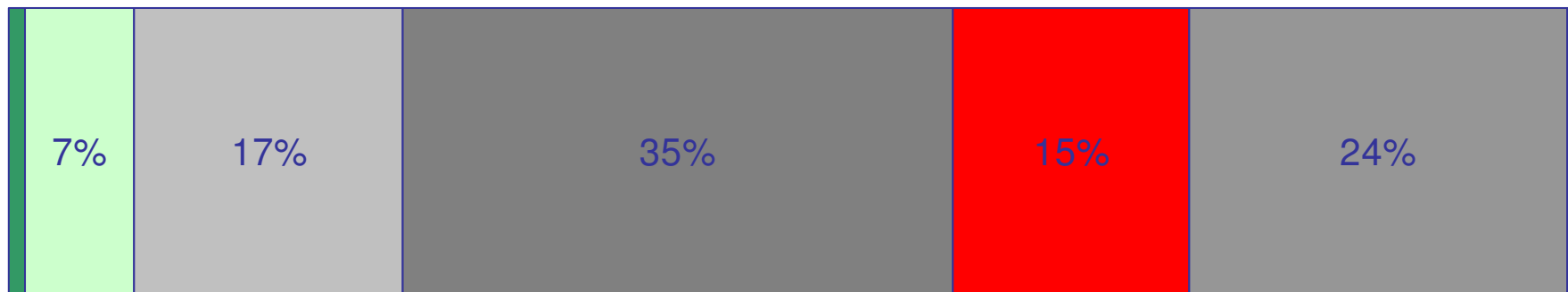
Cemeteries

Cemeteries visited most often



Frequency of visiting cemeteries

- Daily
- Weekly
- Monthly
- 2 to 3 times a year
- Once a year
- Less than once a year
- Not stated





Recycling

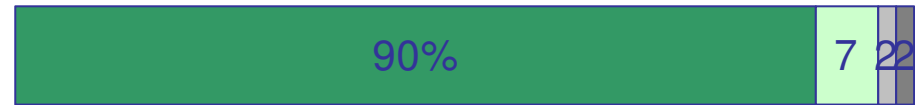
Recycling who not recycle would be encouraged to do so by...



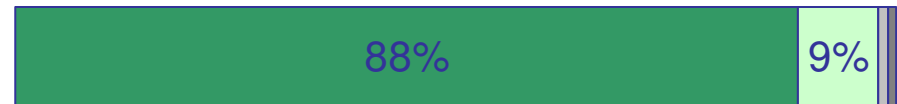
Are you aware of environment penalties/fines?

■ Yes ■ No ■ Don't know ■ Not stated

On the spot fines for allowing your dog to foul and not clearing it away



On the spot fines for littering



On the spot fines for writing graffiti



A fine if you allow someone other than the council or someone who is not licensed, to dispose of waste from your home and dump it illegally

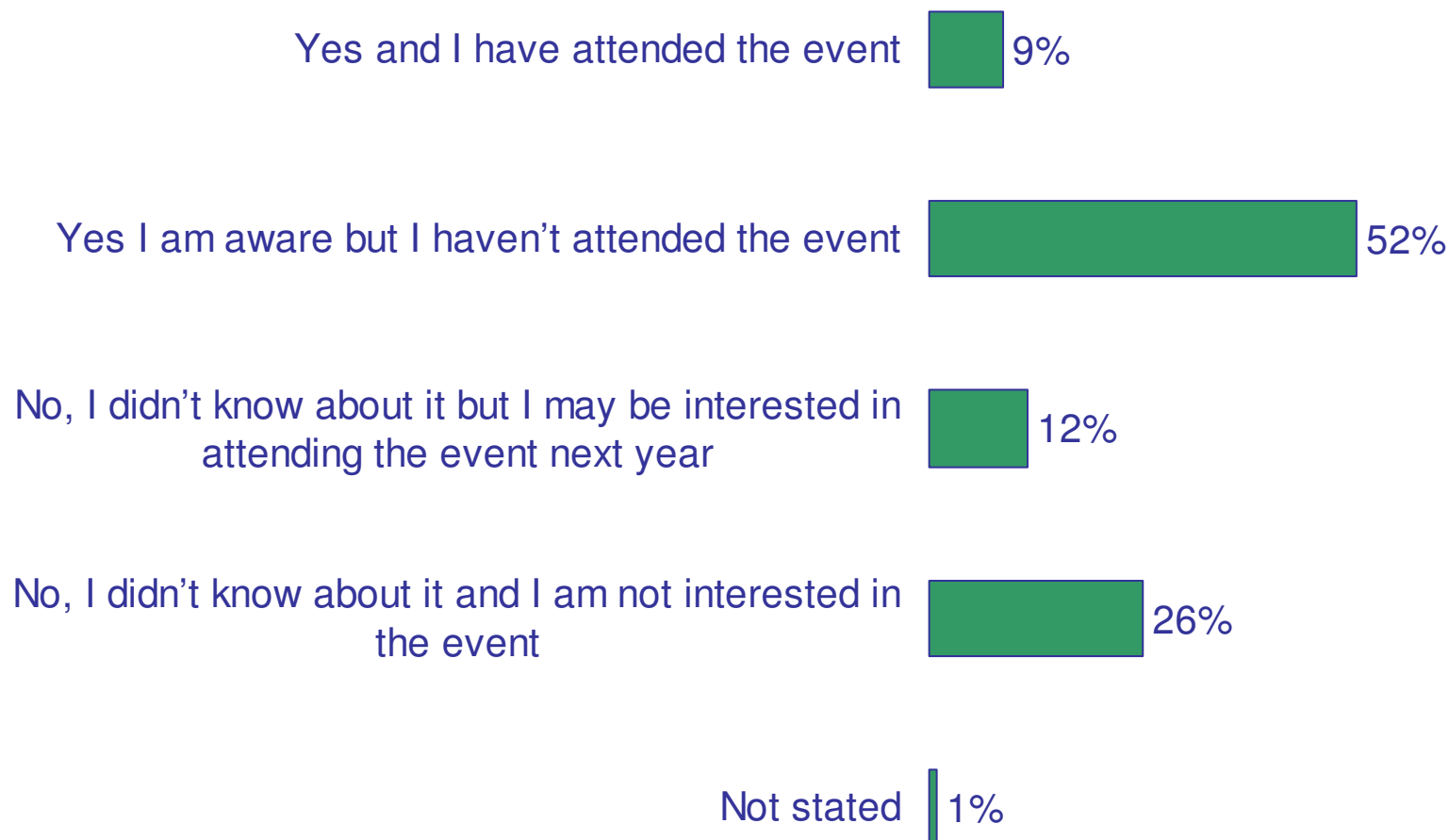


- 79% agree it is important to recycle

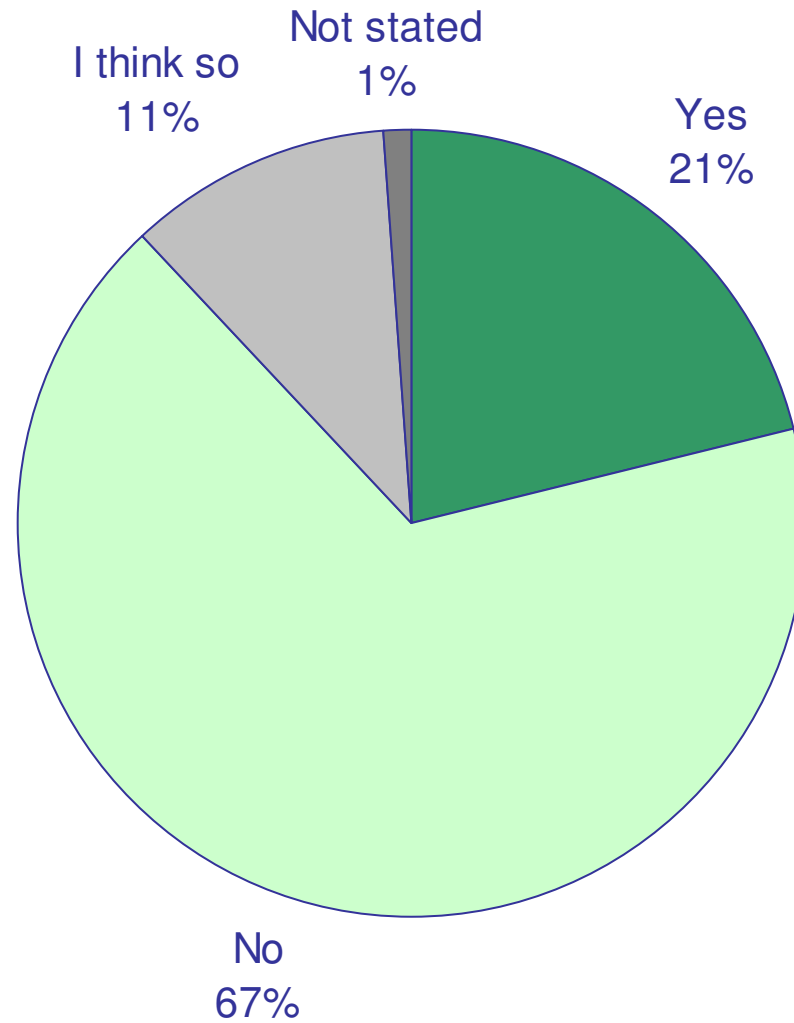


Events

Are you aware of the BG Triathlon World Cup?

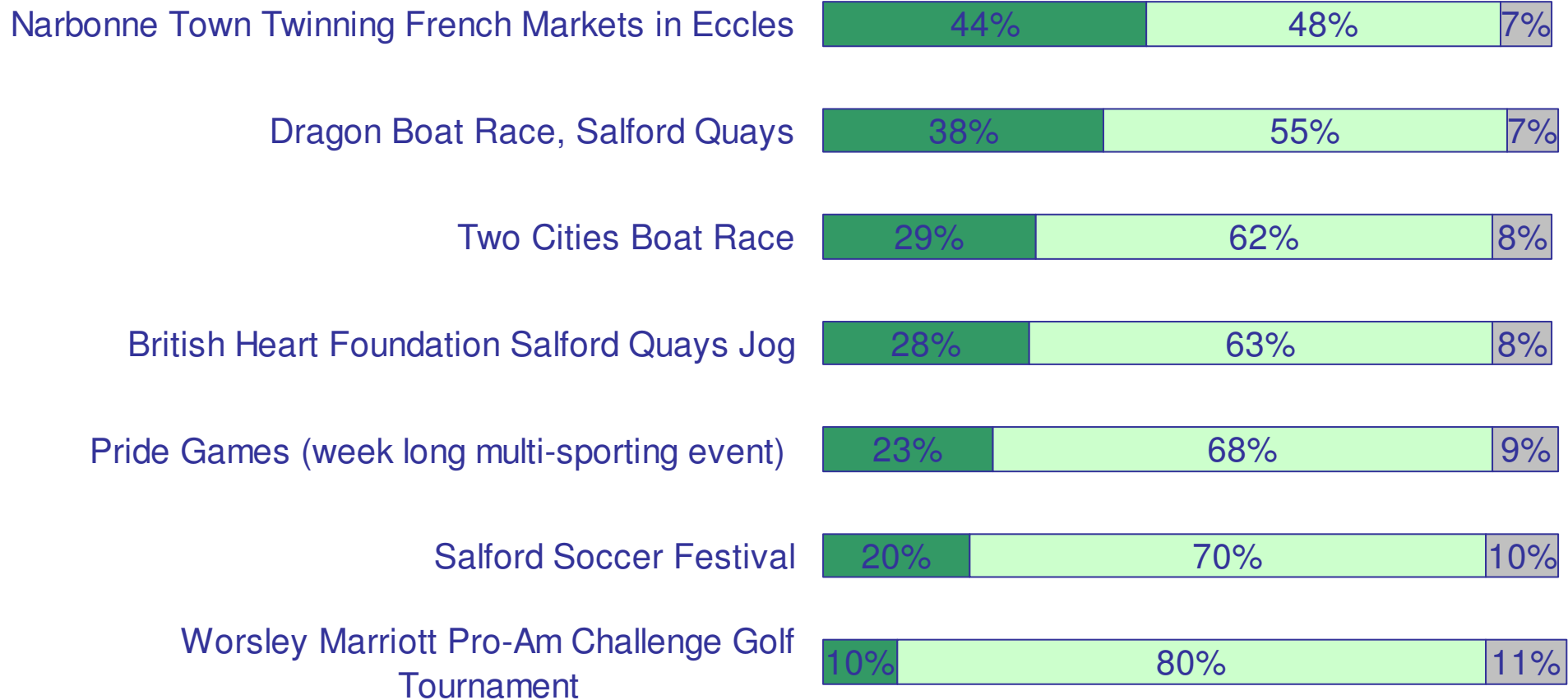


Are you aware of the BIG Events programme?



Likelihood of attending future events (1)

- I may be interested in taking part or being a spectator at this event
- No, this event does not interest me
- Not stated

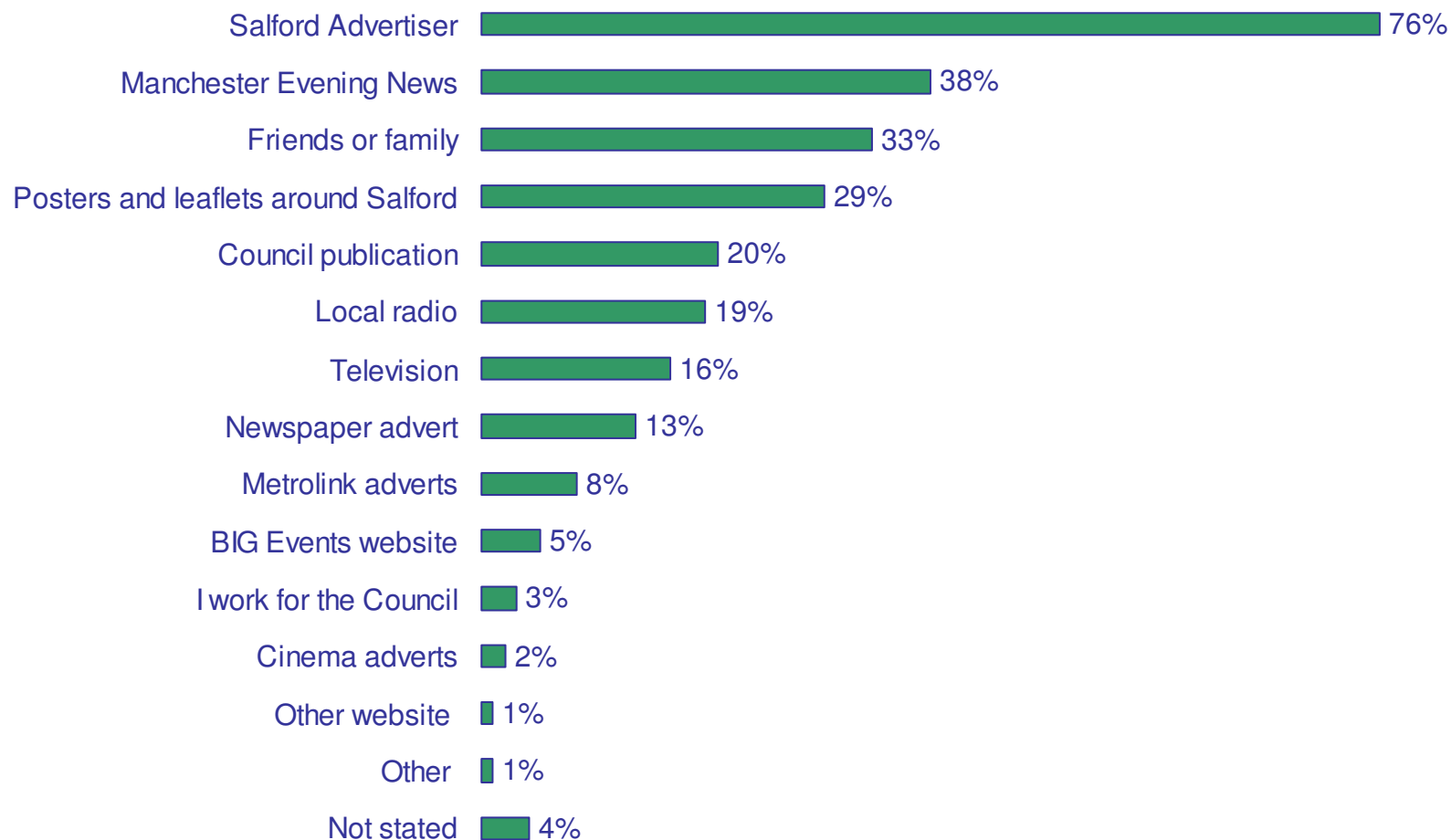


Likelihood of attending future events (2)

■ Very likely
 ■ Fairly likely
 ■ Fairly unlikely
 ■ Very unlikely
 ■ Don't Know
 ■ Not stated



Source of information about events



- Events should incorporate water and markets
- Tell people via Salford Advertiser

- Where we can track, things have improved
- The Council should tell people what they do and how they spend money
- Crime, anti-social behaviour and the local public realm are the main priorities
- Recycling is also important