



The Big Listening 7

June 2008

Ipsos MORI



Method

- Programmed polling
- 12 page self-completion questionnaire

BL5	BL6	BL7
<ul style="list-style-type: none">▪ 6,025 mail out1,077 returns18% response rate	<ul style="list-style-type: none">▪ 7,000 mail out1,163 returns17% response rate	<ul style="list-style-type: none">▪ 7,000 mail out1,183 returns17% response rate
<ul style="list-style-type: none">▪ One reminder	<ul style="list-style-type: none">▪ One reminder	<ul style="list-style-type: none">▪ One reminder
<ul style="list-style-type: none">▪ 25th June – 3rd September 2007	<ul style="list-style-type: none">▪ 15th October – 16th November 2007	<ul style="list-style-type: none">▪ 18th February – 21st March 2008

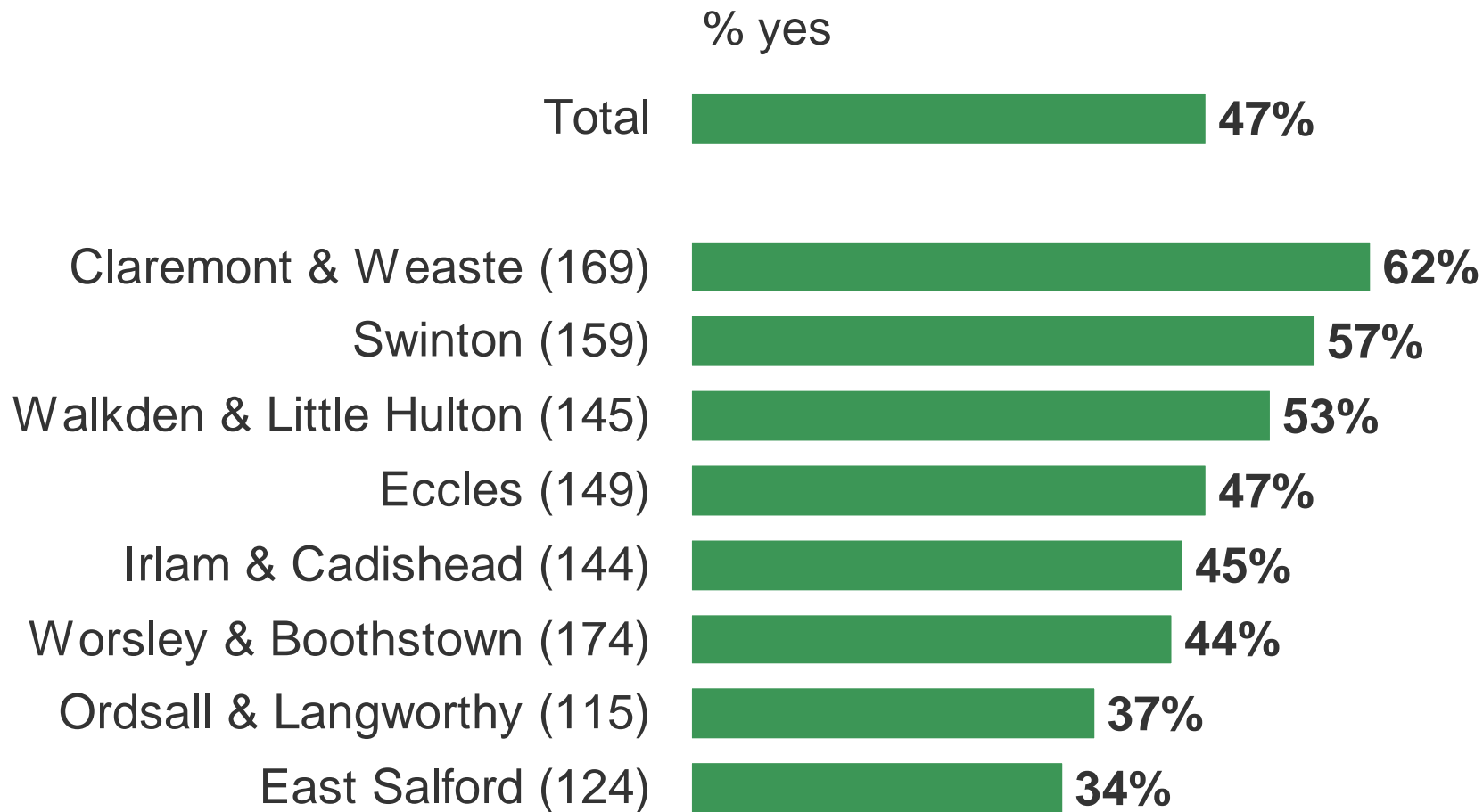
- Data balanced to be representative of the 8 community committee areas and the city overall

Topics

- Seventh wave of Big Listening
- Covered topics including :
 - Local area
 - Residents and the Council
 - Fairtrade
 - Climate Change
- This presentation highlights the main issues arising from the surveys

Born in Salford

Q2. Were you born in Salford?



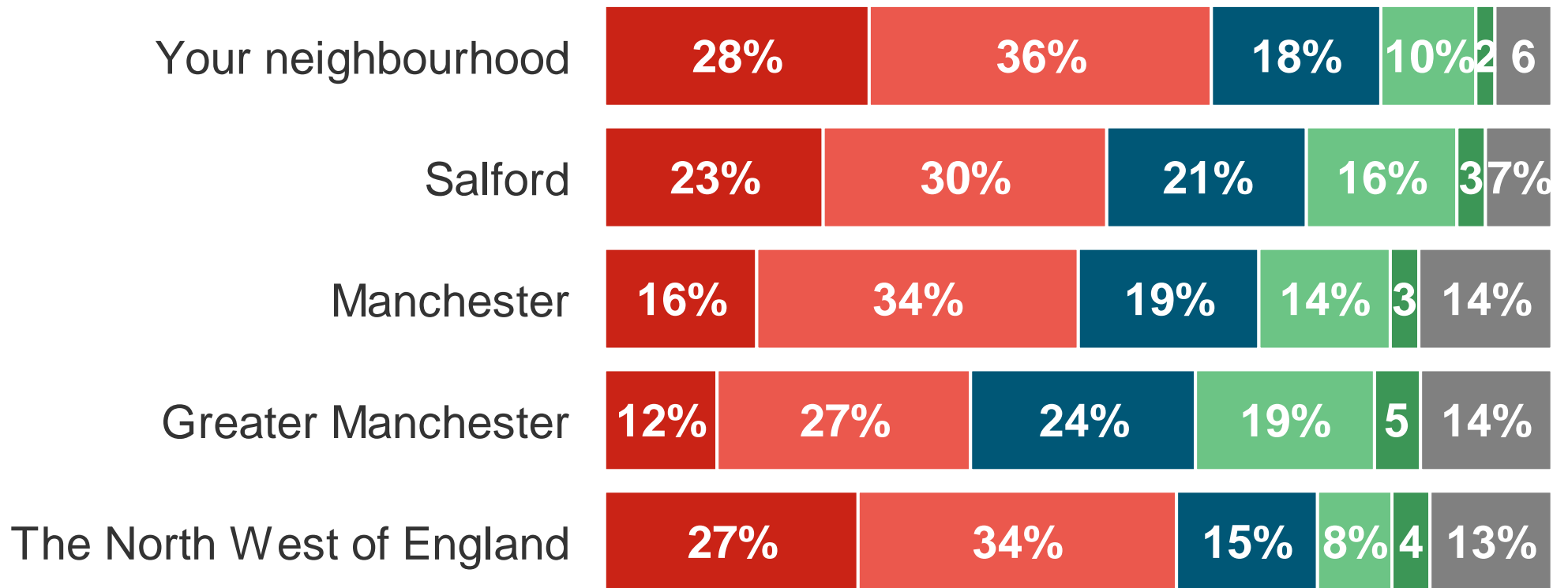
Base: All respondents (1,183)

Your Local Area

Strength of belonging

Q1. How strongly do you feel that you belong to each of the following areas?

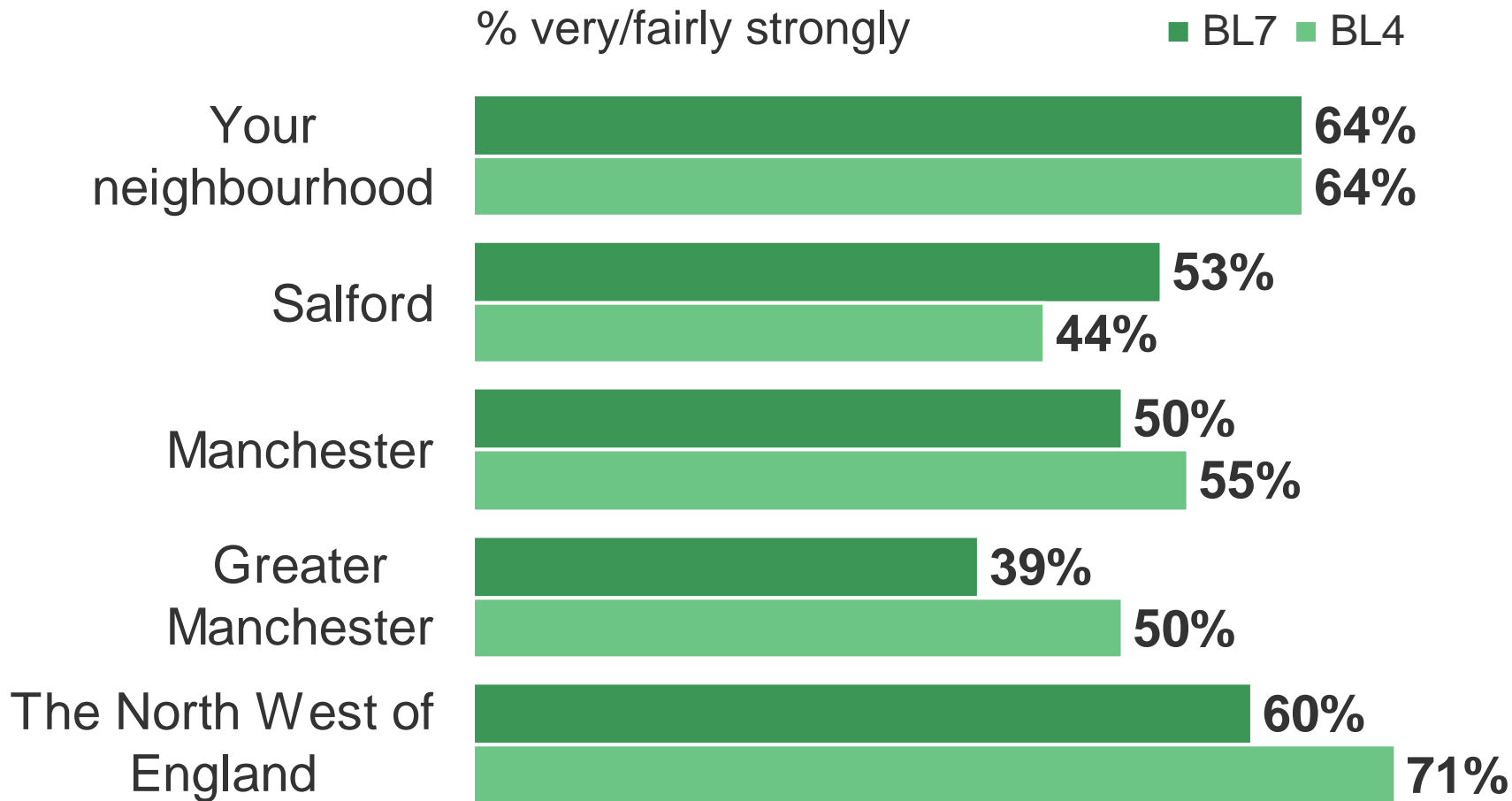
- Very strongly
- Fairly strongly
- Not very strongly
- Not at all strongly
- No opinion
- Not stated



Base: All respondents – BL7 (1,183) BL4 (1,097)

Strength of belonging

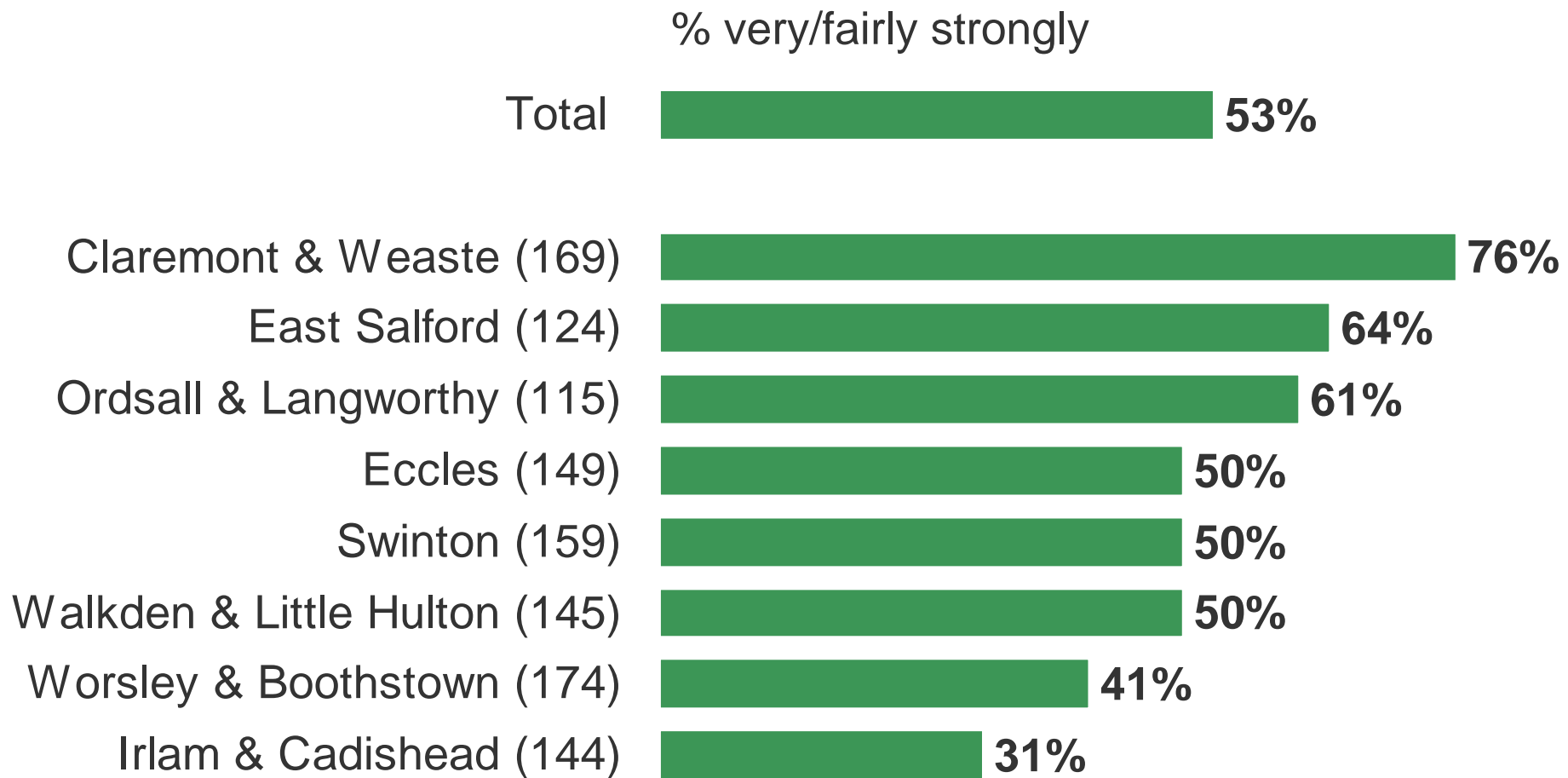
Q1. How strongly do you feel that you belong to each of the following areas?



Base: All respondents – BL7 (1,183) BL4 (1,097)

Strength of belonging to Salford - by area

Q1. How strongly do you feel that you belong to Salford?



Base: All respondents BL7 (1,183)

Community cohesion

Q2. To what extent do you agree or disagree that this local area is a place where people can get on well together?

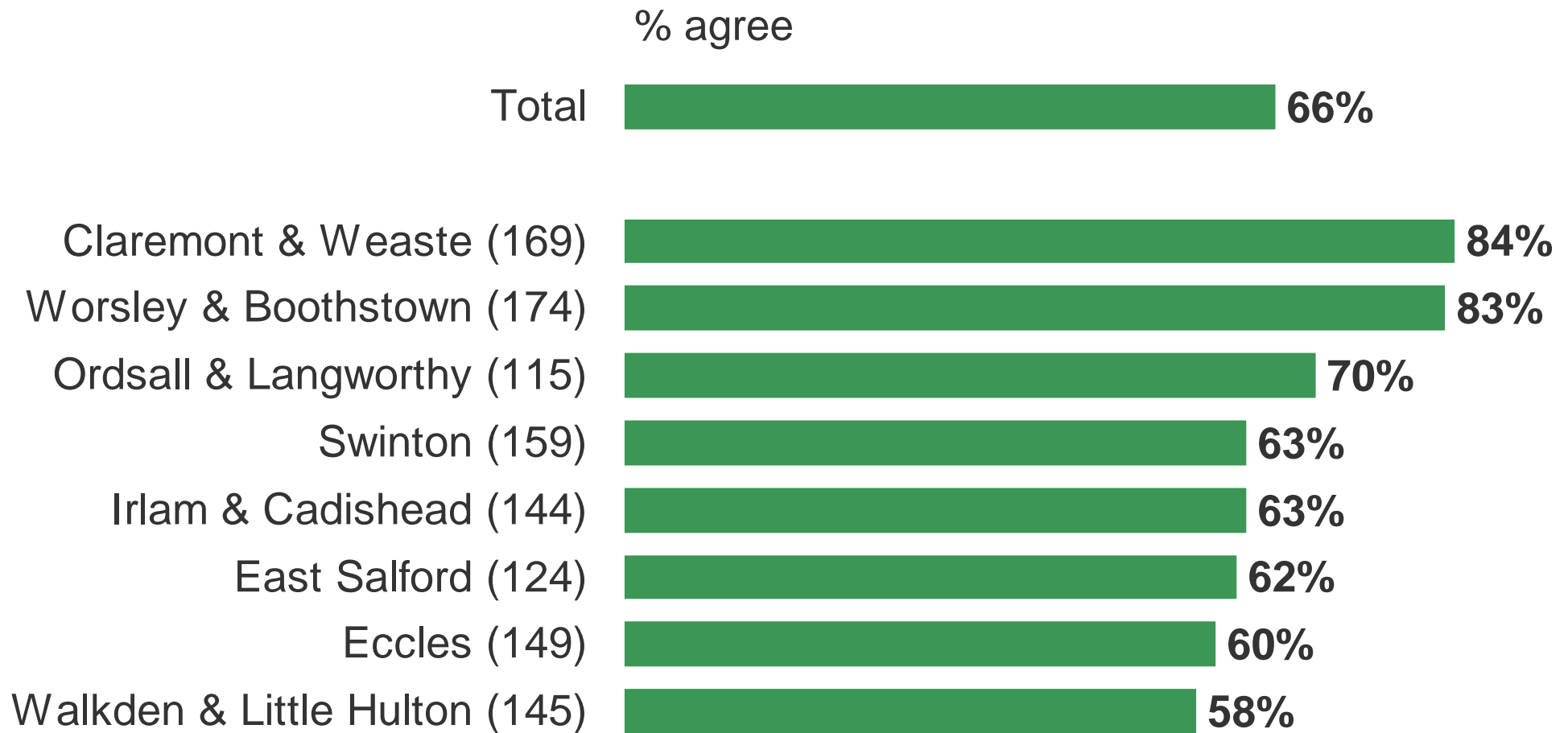
- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know
- Too few people in local area
- All same background
- Not stated



Base: All respondents BL7 (1,183) BL6 (1,163) BL4 (1,097)

Community cohesion – by area

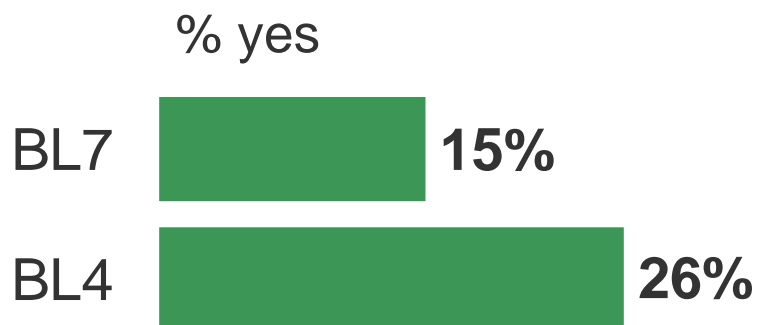
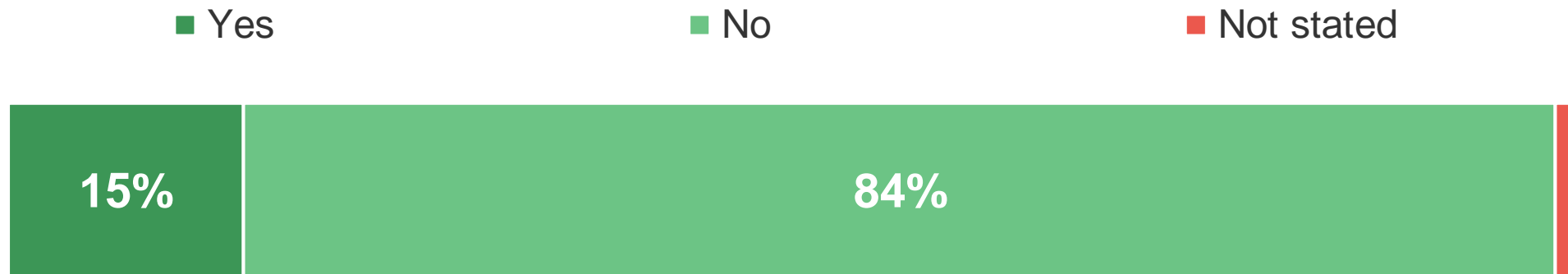
Q2. To what extent do you agree or disagree that this local area is a place where people can get on well together?



Base: All respondents BL7 (1,183)

Volunteering

Q7. Are you, or have you been in the last 12 months, a volunteer in a club, group, voluntary organisation or community group?

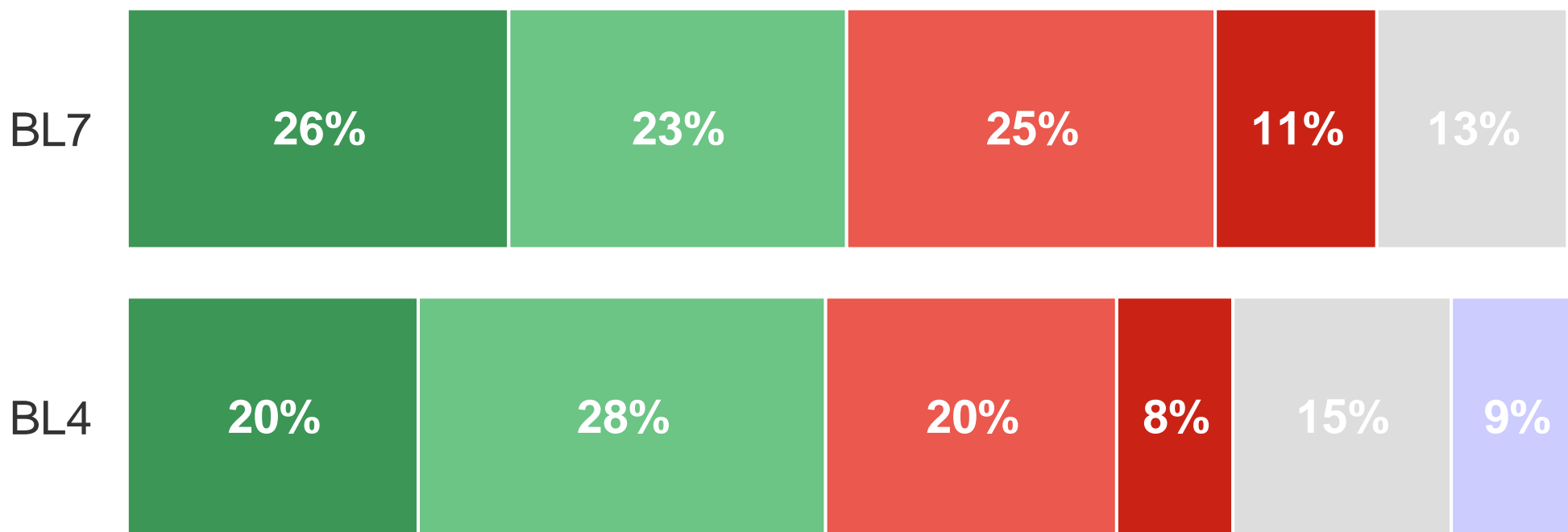


Base: All respondents BL7 (1,183) BL4 (1,097)

Number of hours spent volunteering – Per week

Q8. On average, how many hours do you volunteer each week?

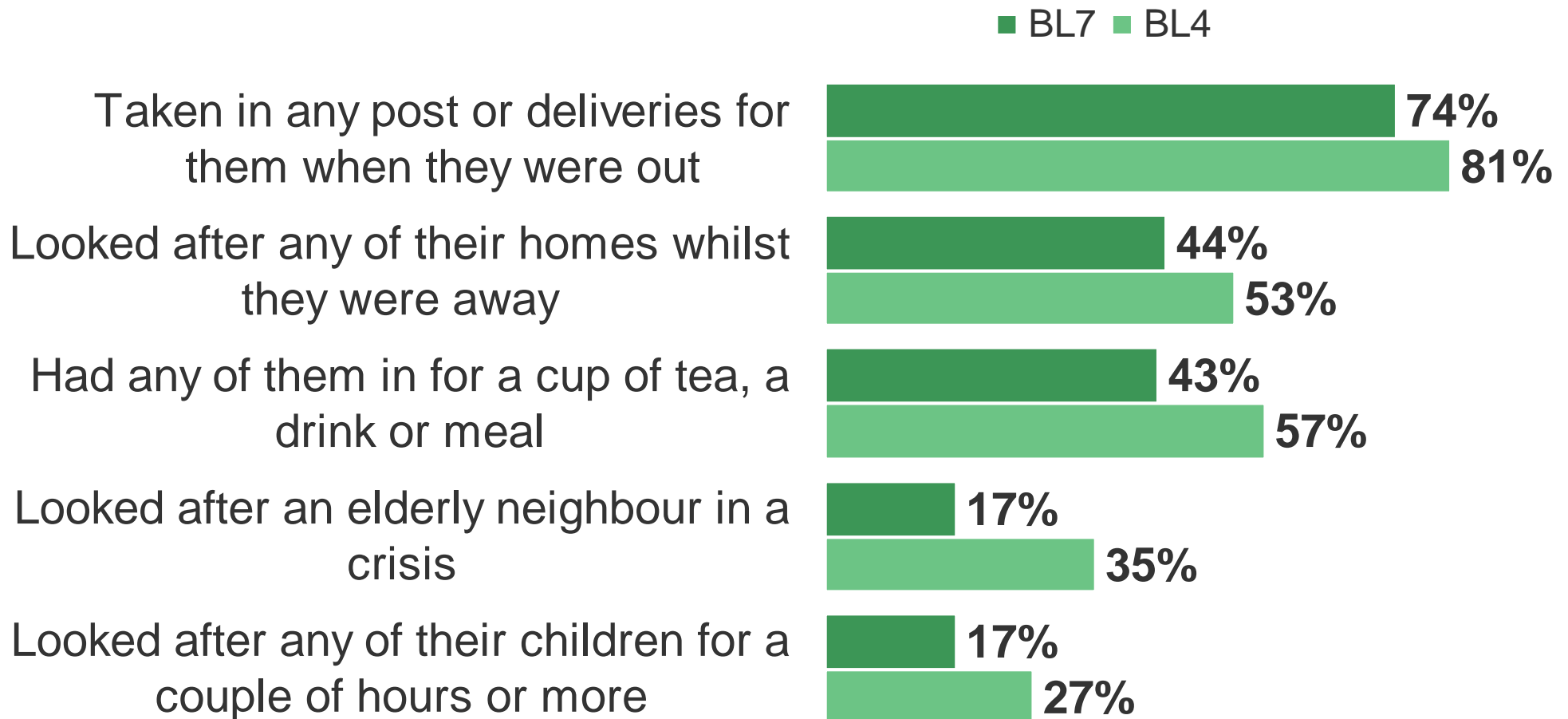
■ Less than an hour ■ 1-2 hours ■ 2-4 hours ■ 4-6 hours ■ More than 6 hours ■ Not stated



Base: All who have volunteered in the last 12 months – BL7 (197) BL4 (294)

Neighbour relations

Q10. Thinking of your neighbours, in the last year have you...?



Base: All respondents – BL7 (1,183) BL4 (1,097)

Satisfaction with local area as a place to live

Q3. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

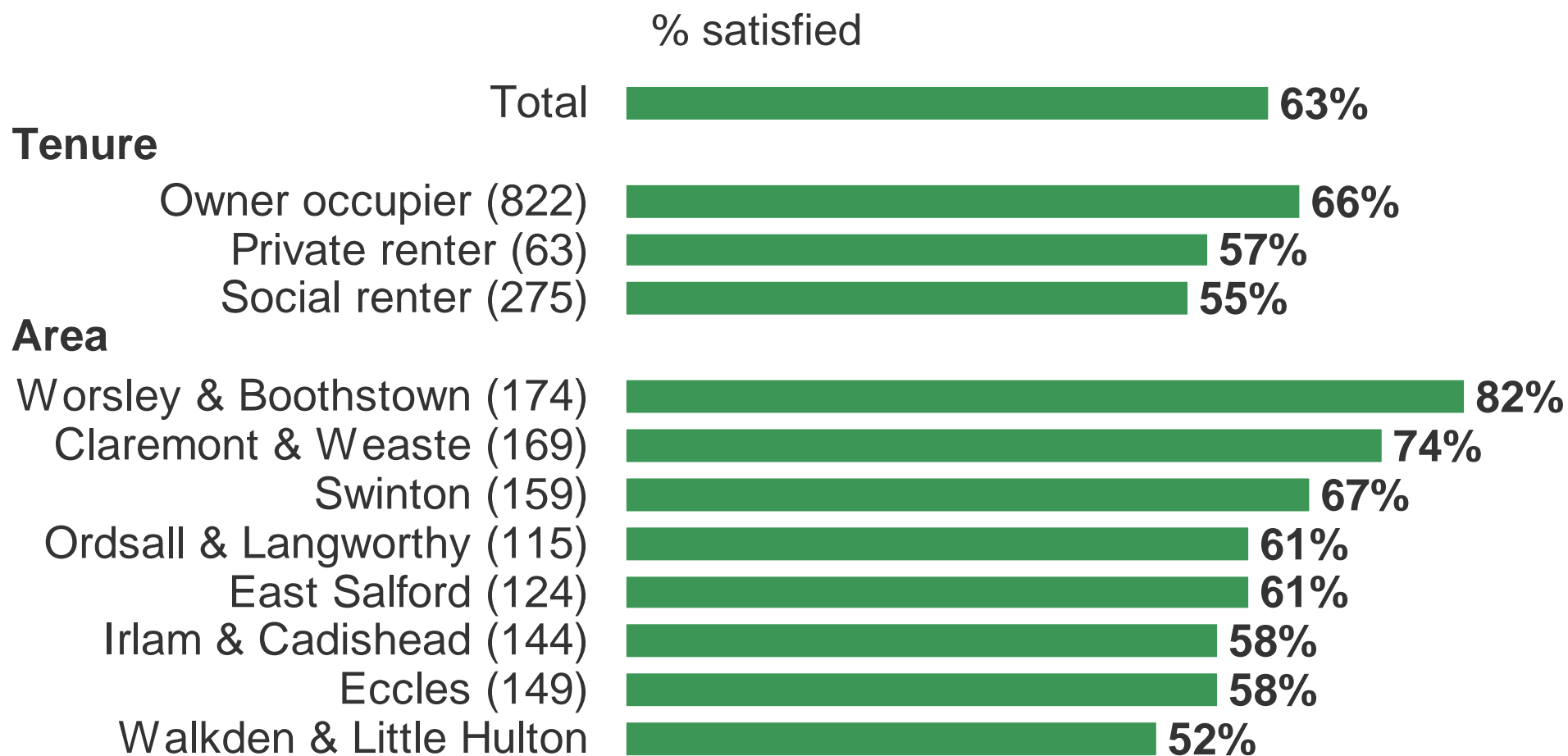
- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied



Base: All respondents exc. not stated – BL7 (1,174) 2006 BVPI (1,416)



Satisfaction with local area as a place to live - by tenure and area

Q3. Overall, how satisfied or dissatisfied are you with your local area as a place to live?



Base: All respondents BL7 (1,183)

Summary

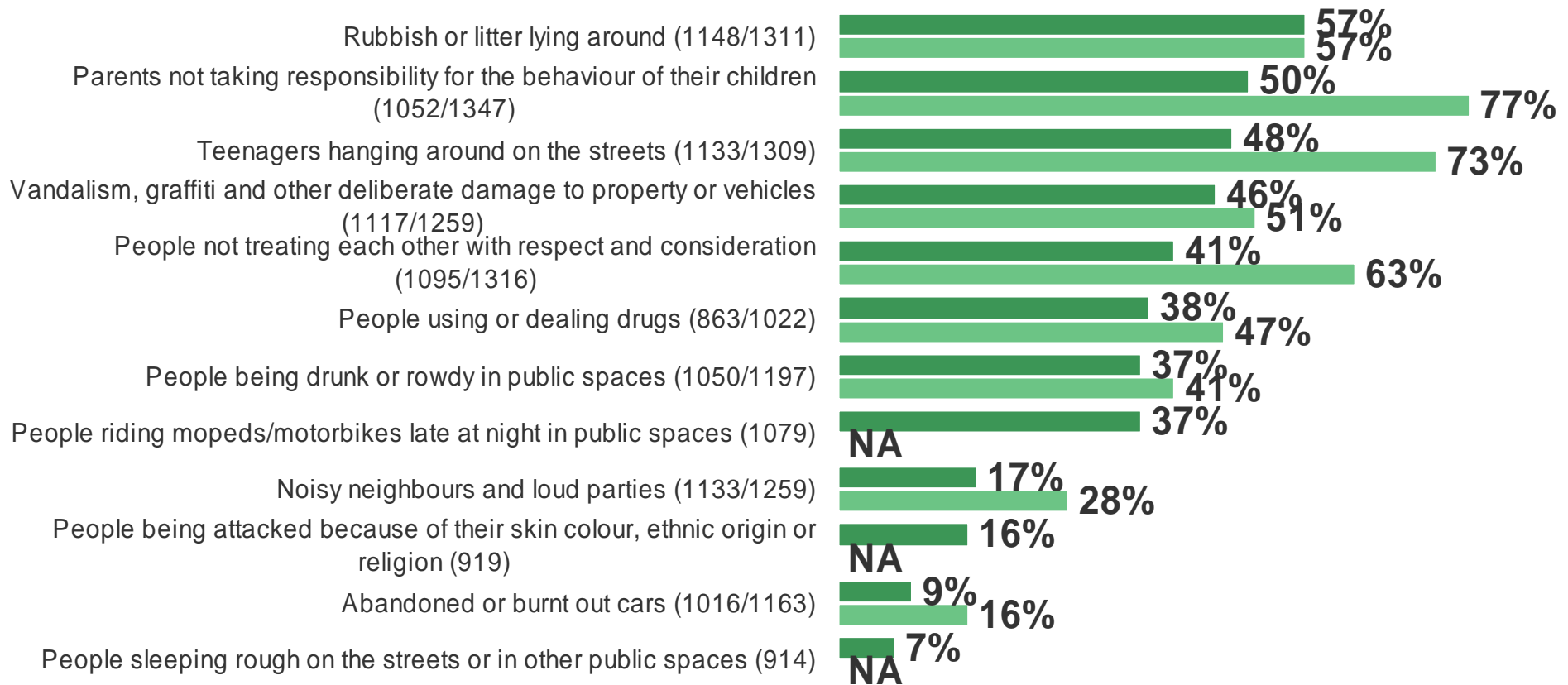
- Association with Salford is increasing : 53% agree they belong to the city
- 66% see their local area as one where people can get on well together
- 15% are volunteers
- 63% satisfied with their area as a place to live : up from 54% a year ago
- Claremont & Weaste 
- ↓
- Walkden and Little Hulton 

Problems in the Local Area

Problems in your local area

Q11. Thinking about your local area, how much of a problem do you think are...?

% saying a problem ■ BL7 ■ survey 2006

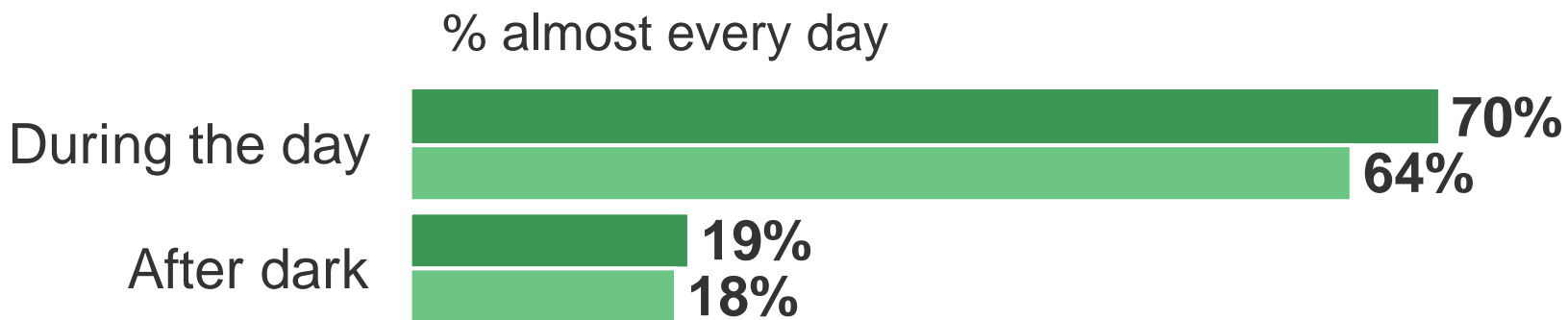
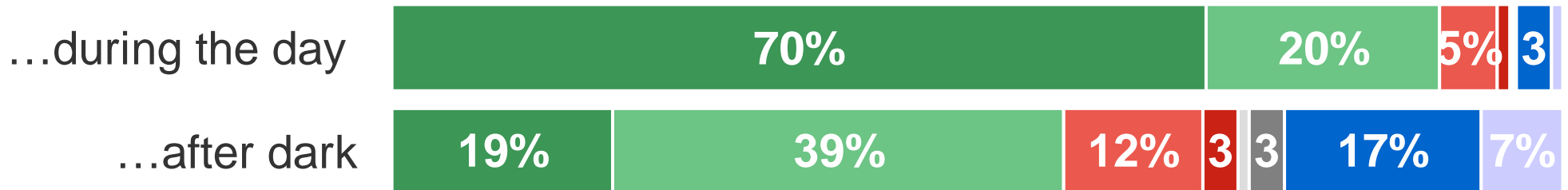


Base: All respondents exc. don't know – BL7 () 2006 BVPI ()

Frequency of going out and about in neighbourhood

Q13. How often, if at all, do you go out and about in your neighbourhood...?

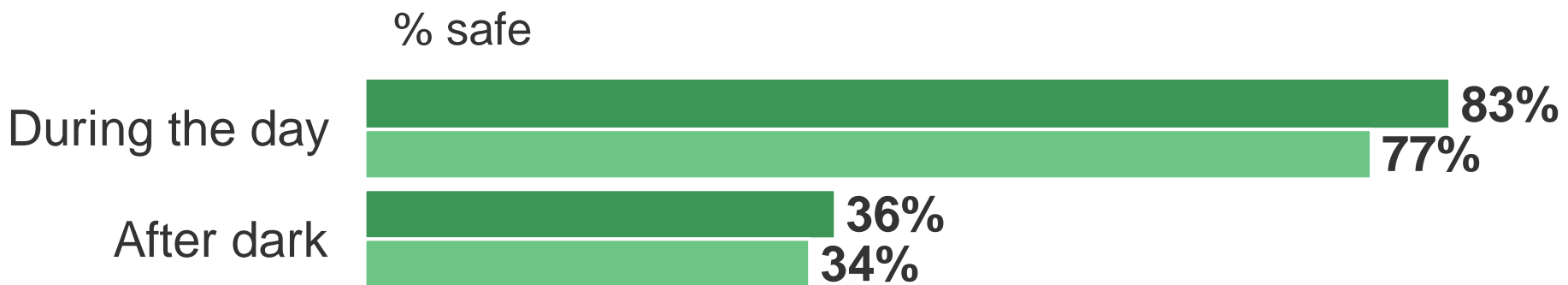
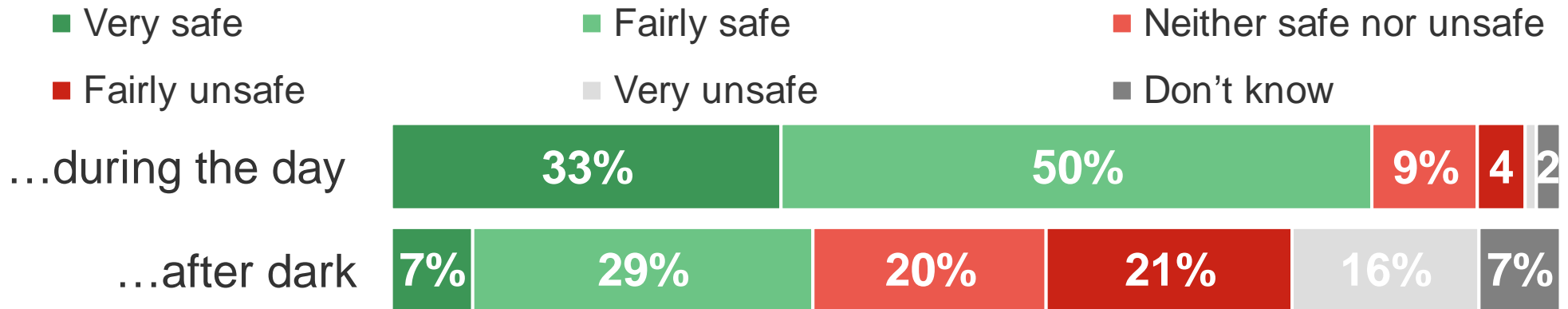
- Almost every day
- At least once a week
- About once a month
- Once every 6 months
- Once a year
- Less often than that
- Never
- Don't know



Base: All respondents – BL7 (1,183) BL4 (1,097)


Feelings of safety

Q14. How safe or unsafe do you feel when outside alone, in your neighbourhood...?



Base: All respondents – BL7 (1,183) BL4 (1,097)

Summary

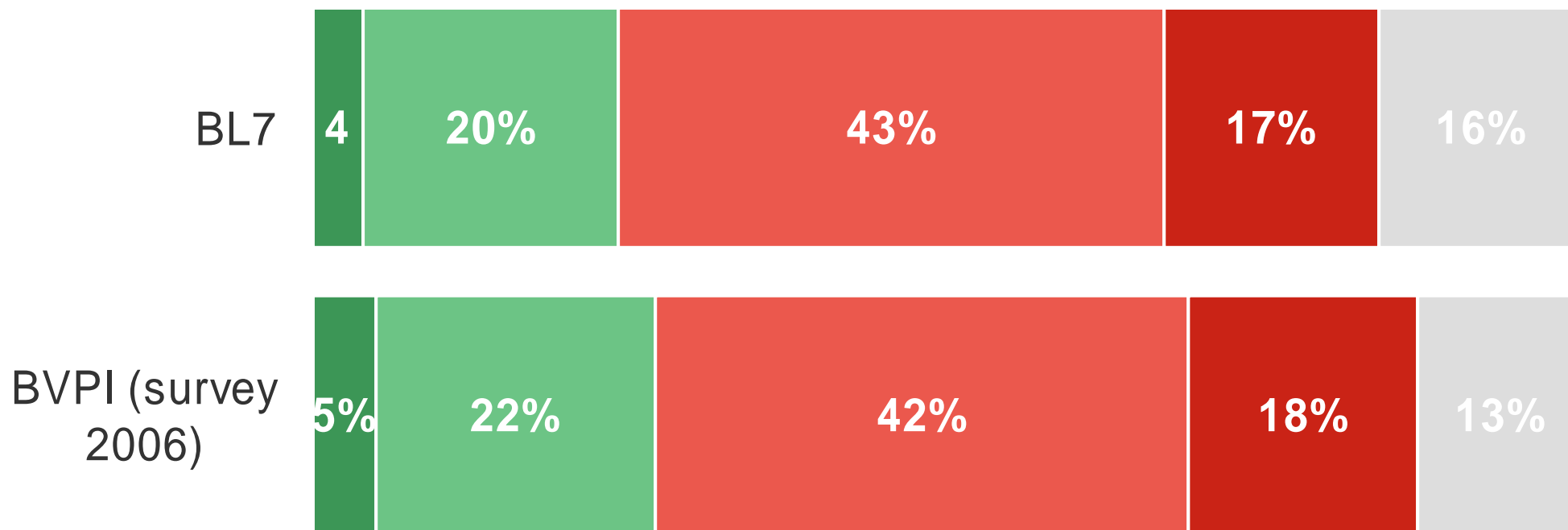
- Rubbish and litter : 57% see this as a problem)
- Lack of parental responsibility (50%)
- Perceptions of day time personal safety have improved
- Walkden and Little Hulton 

You and Them

Satisfaction with opportunities for participation in local decision making

Q16. Overall, how satisfied or dissatisfied are you with the opportunities for participation in local decision making provided by your Council?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

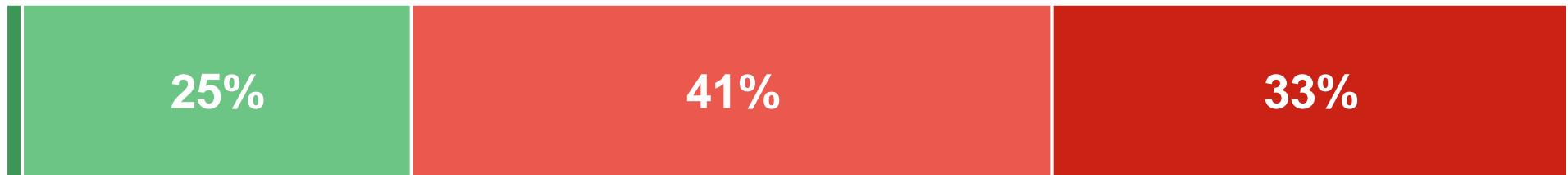


Base: All respondents exc. don't know – BL7 (974) 2006 BVPI (1,133)

Influencing decisions

Q17. To what extent do you agree or disagree that you can influence decisions in your area?

■ Definitely agree ■ Tend to agree ■ Tend to disagree ■ Definitely disagree



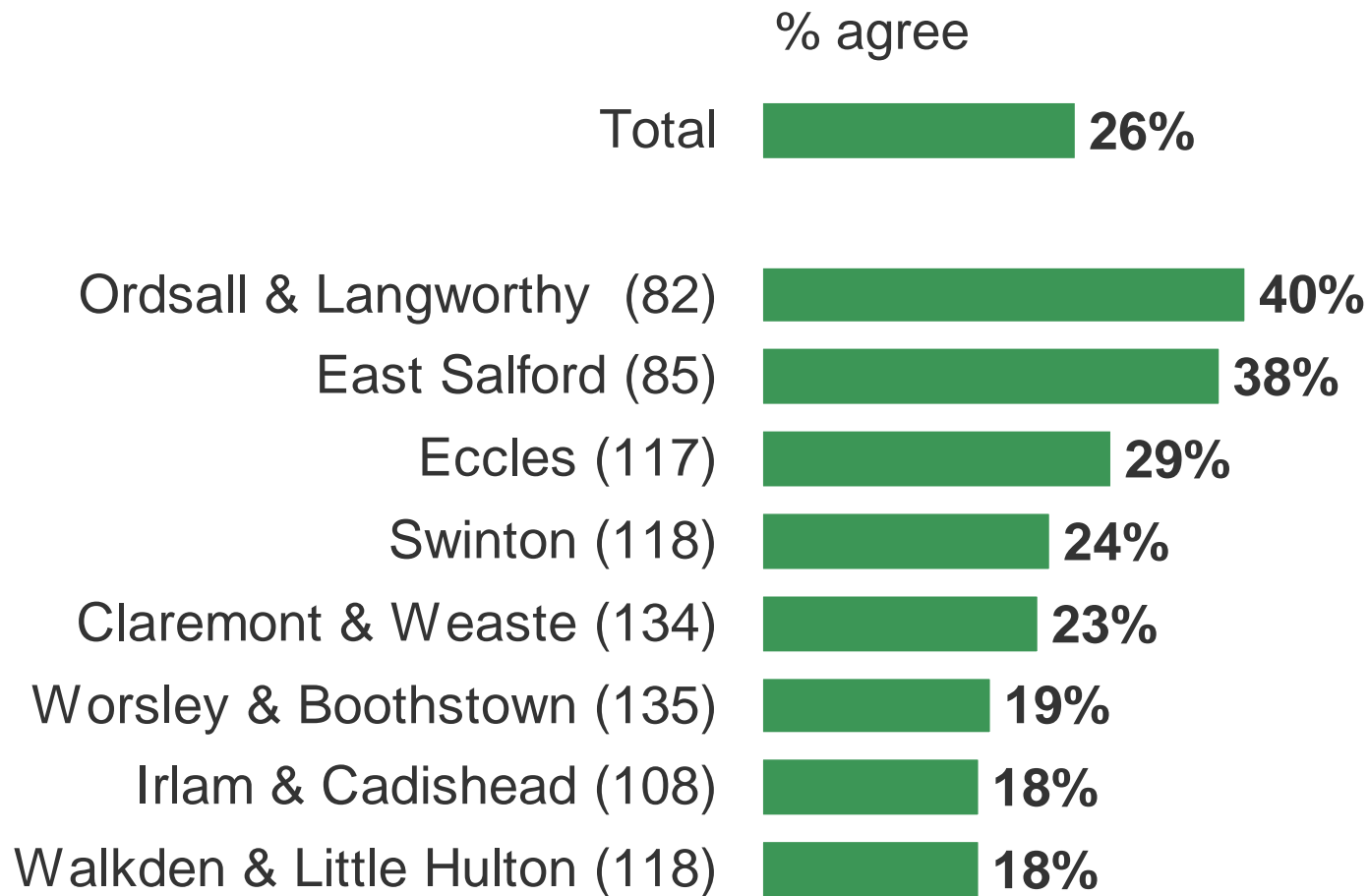
% agree



Base: All respondents exc. don't know – BL7 (899) BL6 (914) 2006 BVPI (1,139)

Influencing decisions - by area

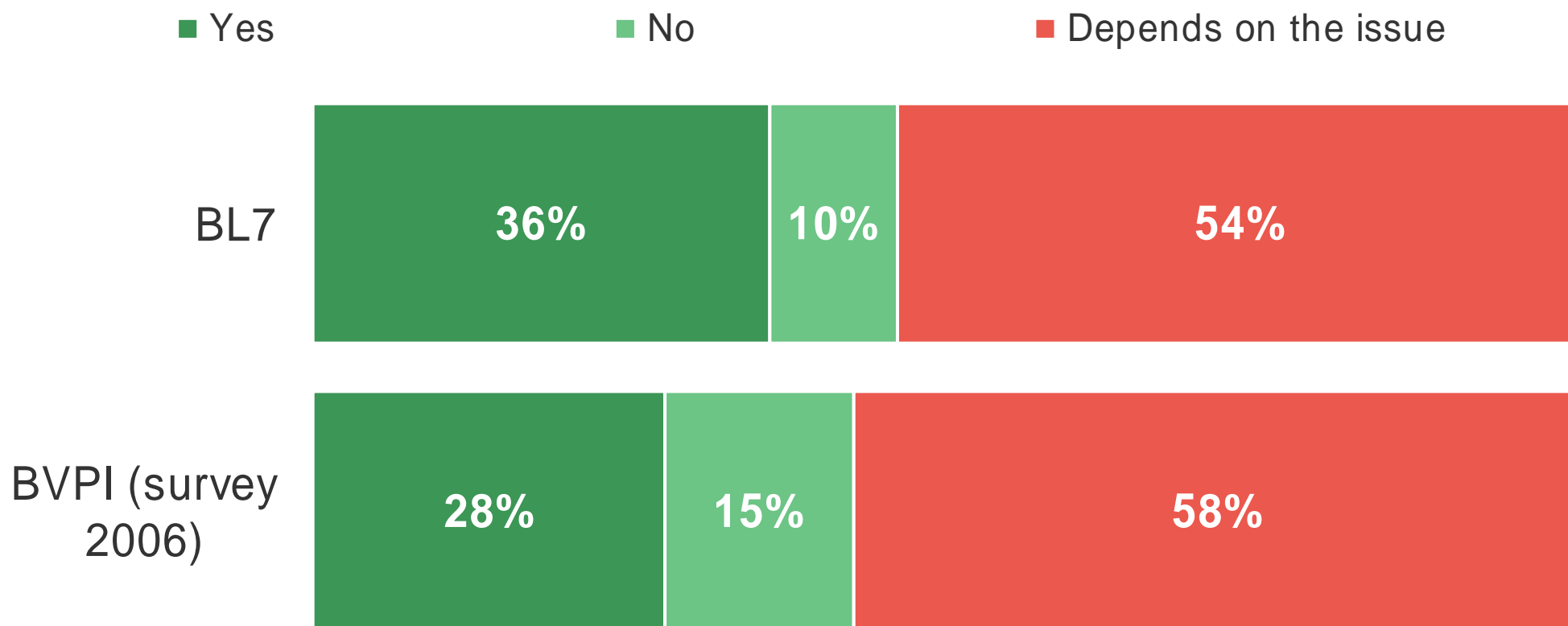
Q17. To what extent do you agree or disagree that you can influence decisions in your area?



Base: All respondents exc. don't know – BL7 (899)

Like to be more involved in Council decisions

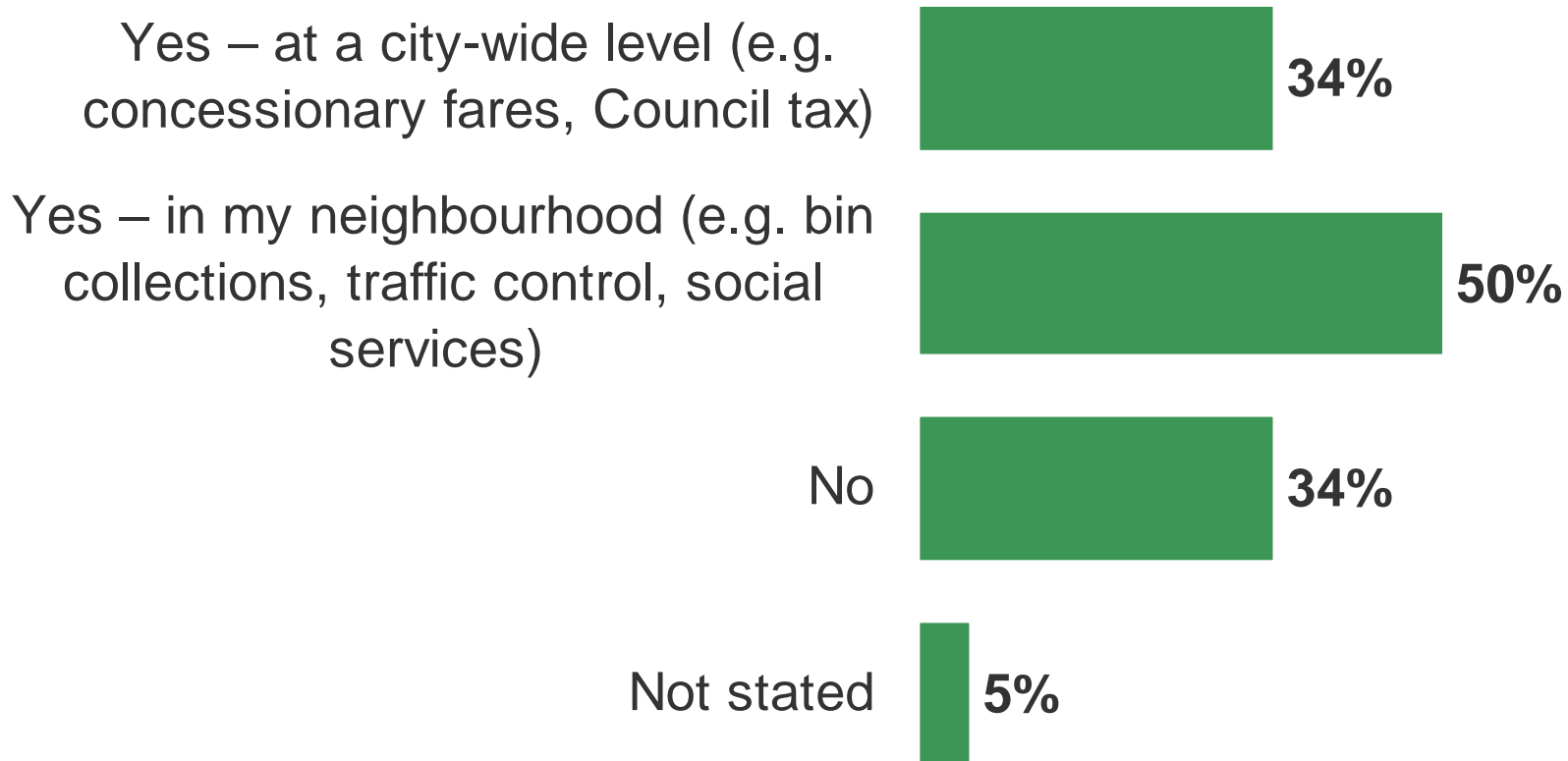
Q18. Generally speaking, would you like to be more involved in the decisions your Council makes that affect your local area?



Base: All respondents exc. don't know – BL7 (1,114) 2006 BVPI (1,323)

Occurrence of recent changes : need for involvement?

Q19. In the last 12 months has the Council changed anything, or proposed to change anything, which has or might affect you or your household?



Base: All respondents – (1,183)

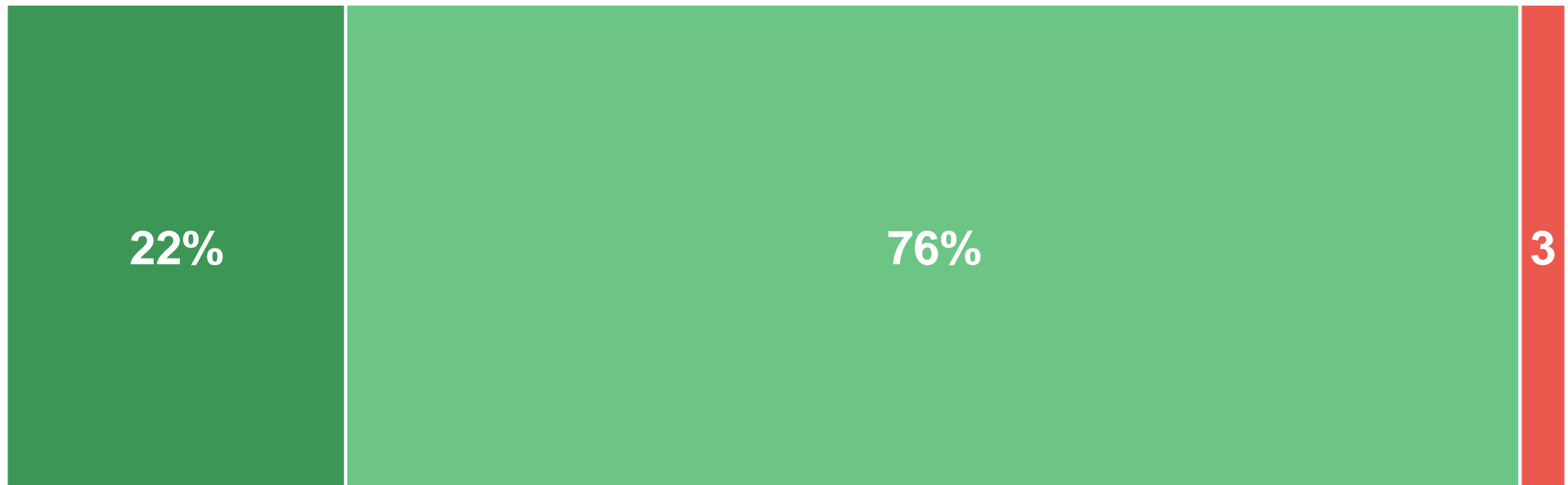
Involvement in local decisions

Q21. Have you, in any way, been involved in any local decisions regarding the change?

■ Yes

■ No

■ Not stated

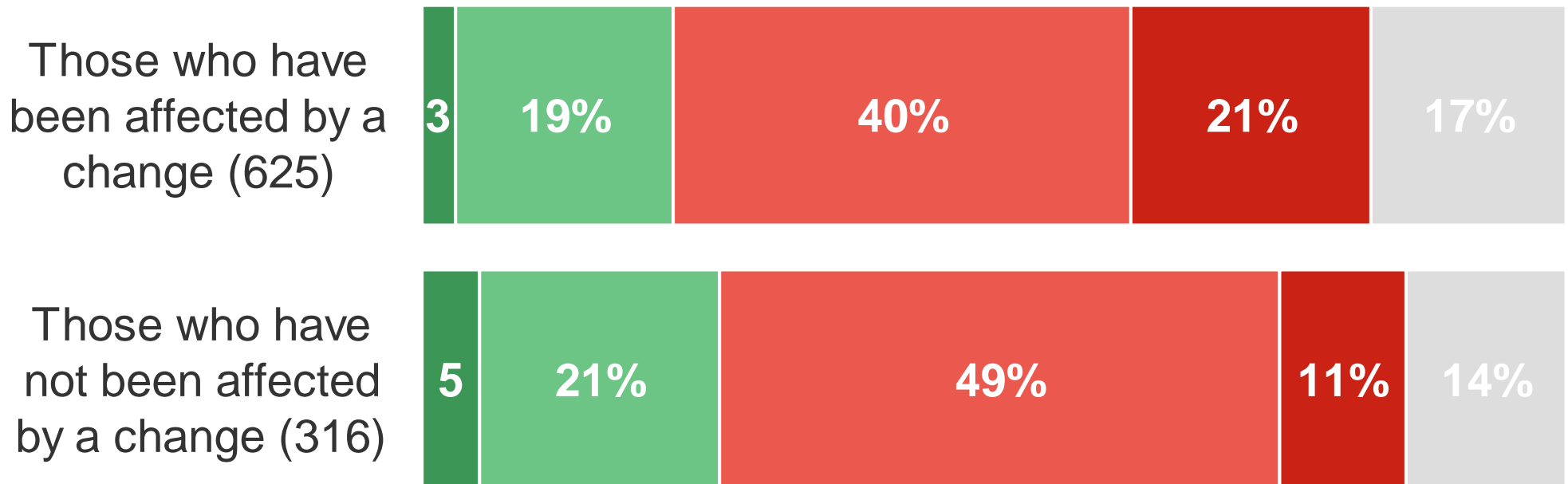


Base: All who have been affected by a change made by Council – (768)

Satisfaction with opportunities for participation in local decision making

Q16. Overall, how satisfied or dissatisfied are you with the opportunities for participation in local decision making provided by your Council ?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

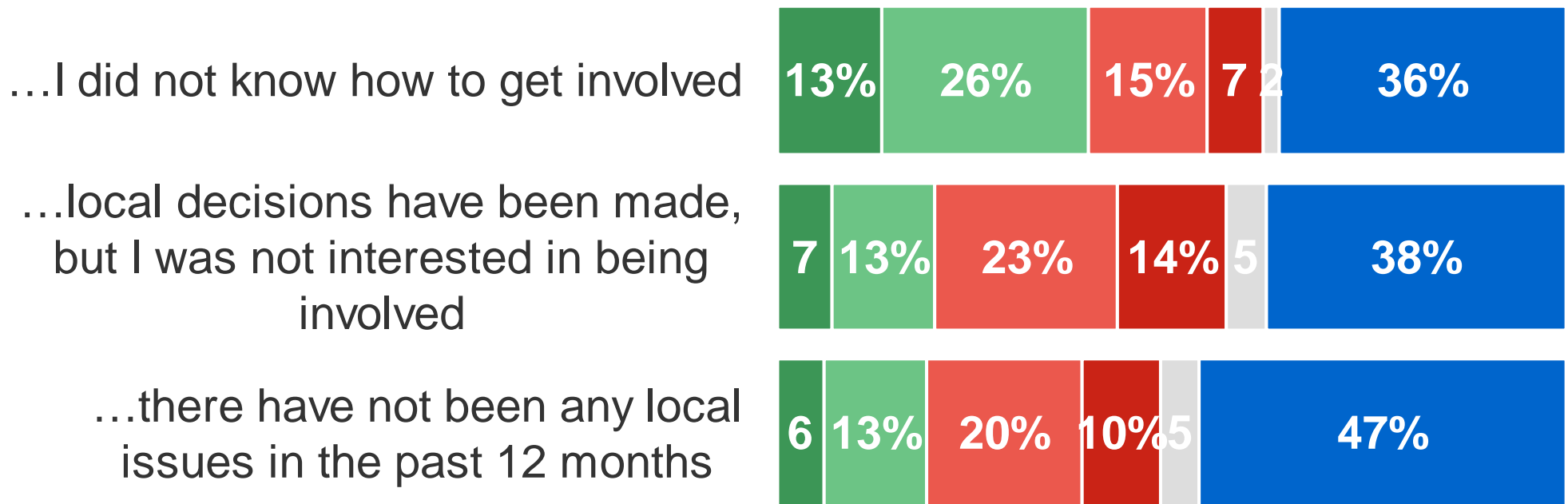


Base: All respondents exc. don't know – BL7 ()

Reasons for not being involved in local decision making

Q23. If you have not been involved in any local decision-making in the past 12 months, to what extent do you agree or disagree that this was because...?

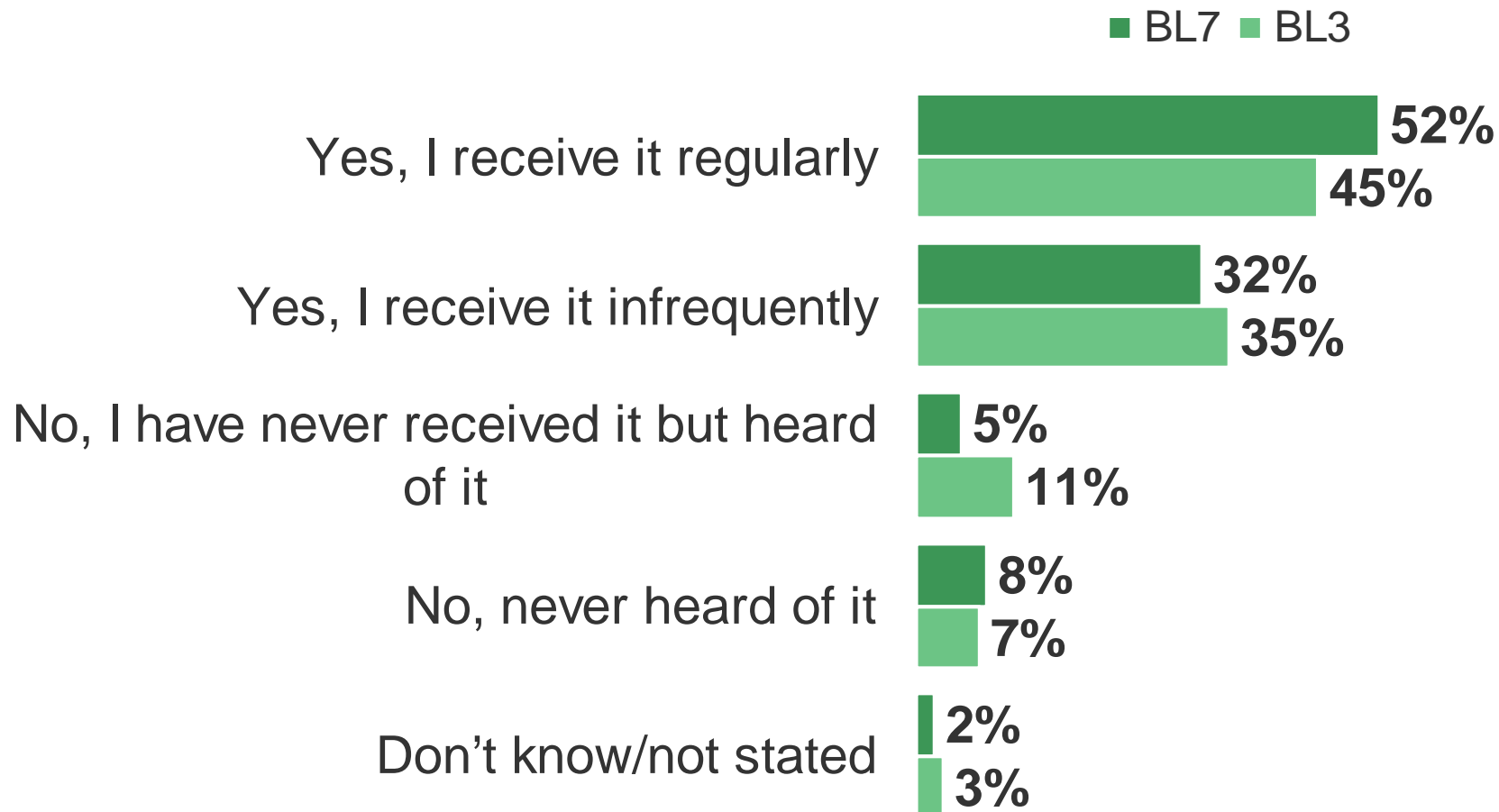
- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know



Base: All who have not been affected by a change made by Council – (356)

Have you seen a copy of LIFE IN Salford magazine?

Q26. Have you seen a copy of Life IN Salford magazine?

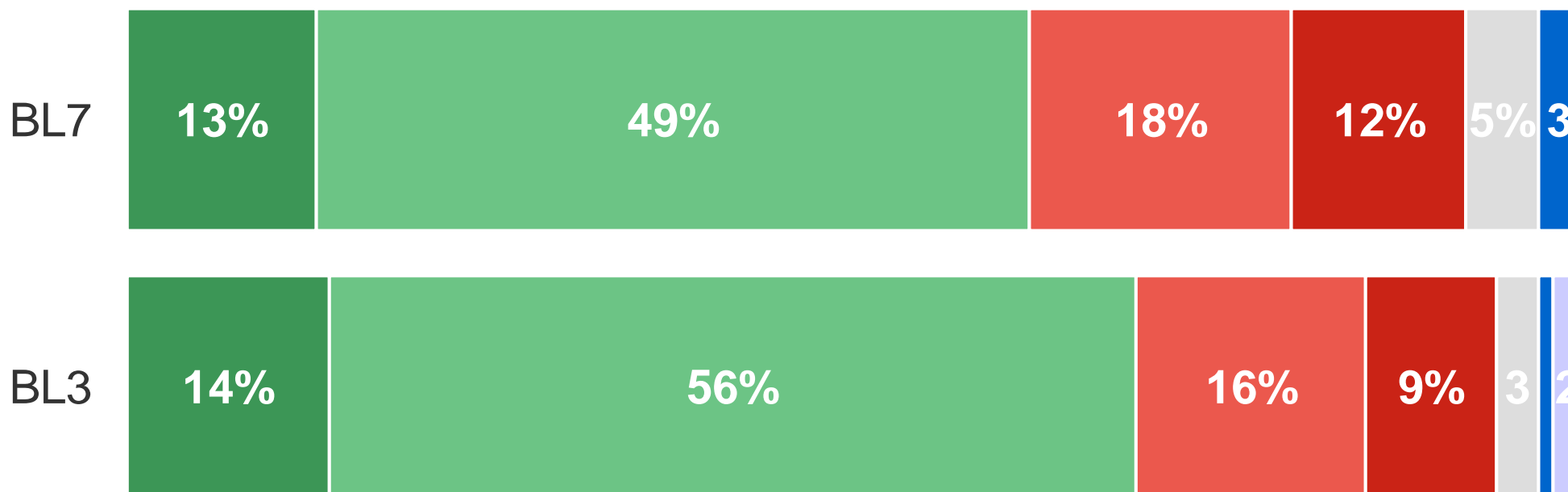


Base: All respondents – BL7 (1,183) BL3 (751)

How useful or not is LIFE IN Salford magazine?

Q27. How useful or not do you think LIFE IN Salford magazine is?

- Very useful
- Fairly useful
- Neither/nor
- Not very useful
- Not at all useful
- Don't know
- Not stated

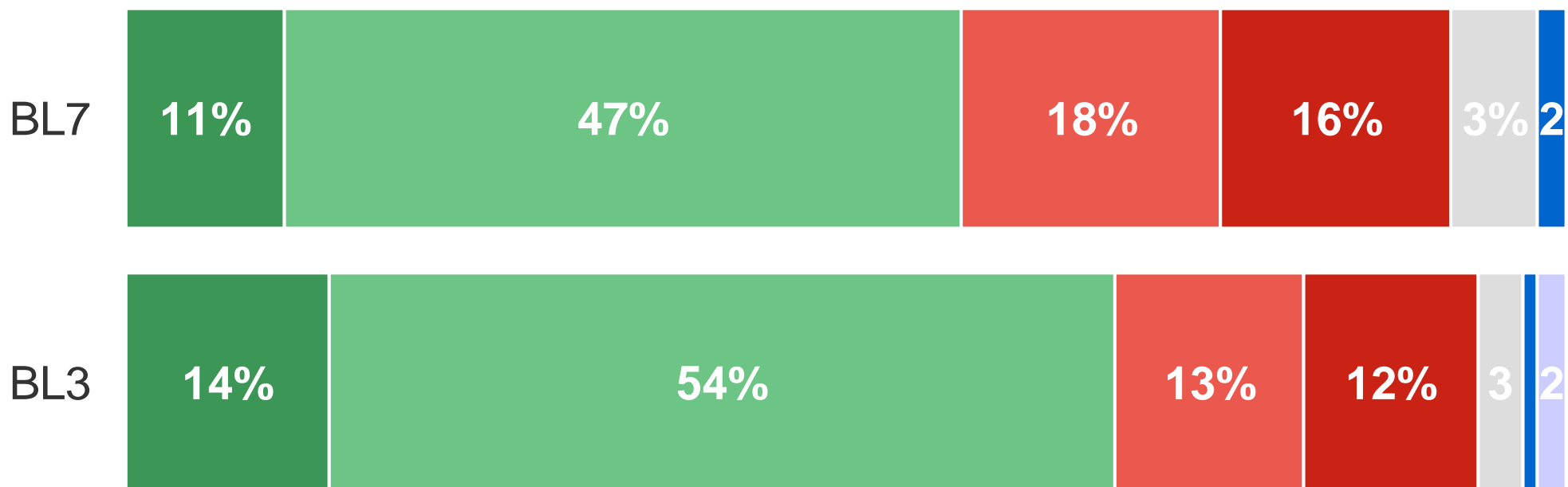


Base: All who receive magazine – BL7 (1,040) BL3 (631)

How interesting or not is LIFE IN Salford magazine?

Q27. How useful or not do you think LIFE IN Salford magazine is?

- Very interesting
- Fairly interesting
- Neither/nor
- Not very interesting
- Not at all interesting
- Don't know
- Not stated



Base: All who receive magazine – BL7 (1,040) BL3 (631)

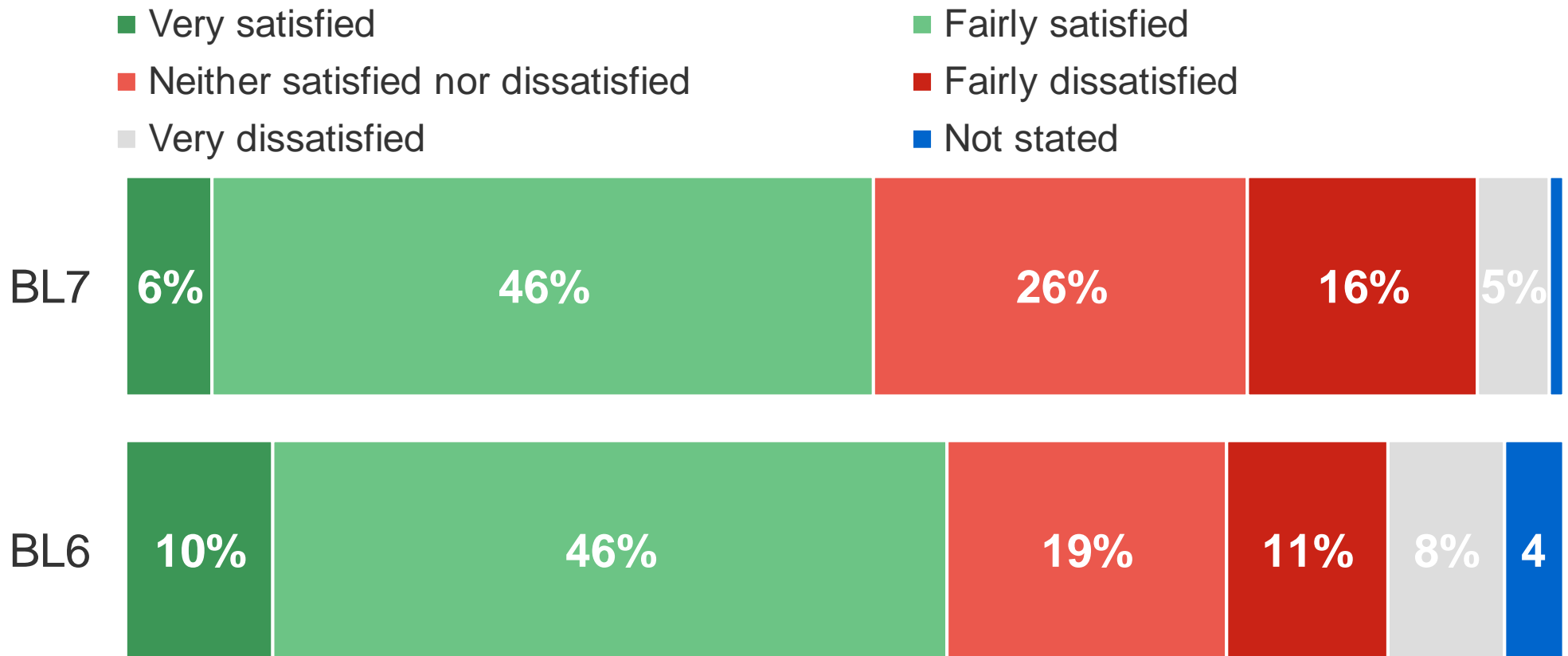
Summary

- 24% satisfied with opportunity to participate in decision making
- 26% feel they can influence decisions (no real change)
- 64% feel that some Council decisions has affected them
- 84% get LIFE IN Salford

You

Satisfaction with Council services

Q29. Overall, how satisfied or dissatisfied are you with the services provided by Salford City Council?

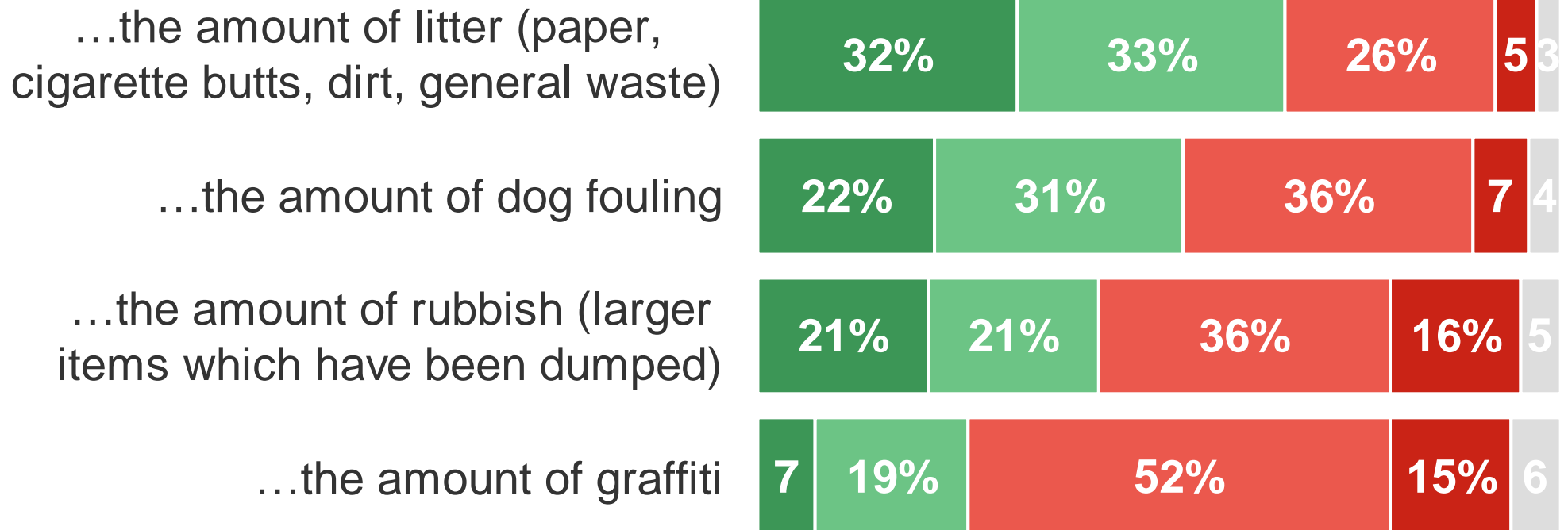


Base: All respondents – BL7 (1,183) BL6 (1,163)

Problems within the local area

Q31. Thinking about your local area, how much of a problem do you think is...?

- A very big problem
- A fairly big problem
- Not a very big problem
- Not a problem at all
- Don't know

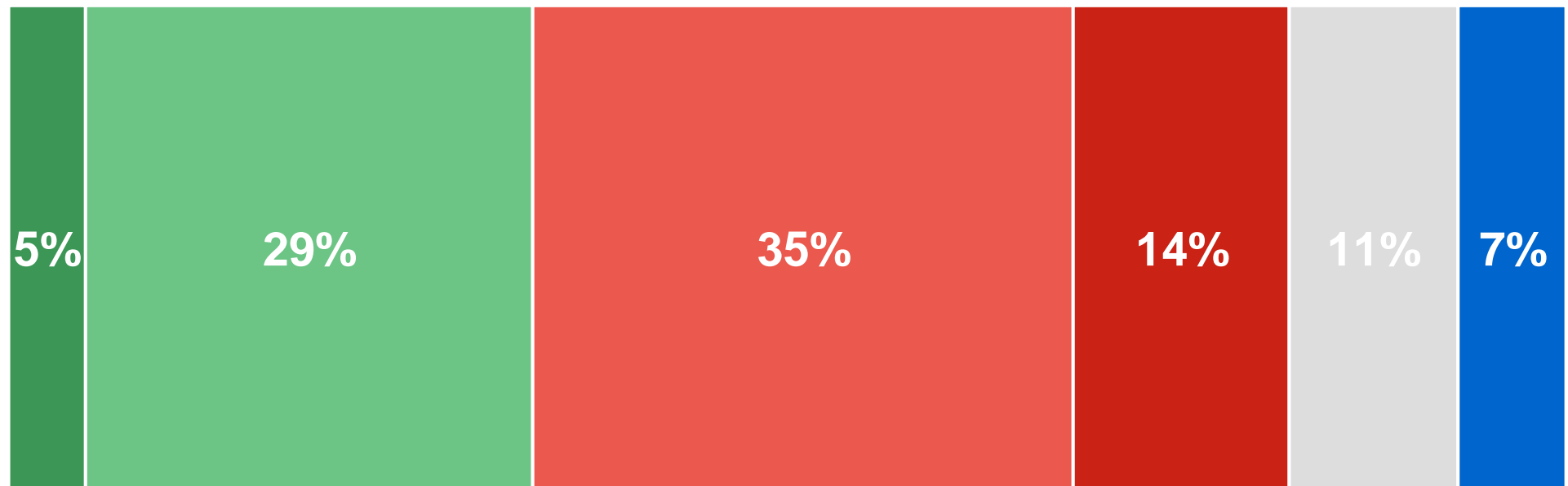


Base: All respondents (1,183)

Cleanliness over the past 12 months

Q32. Do you think the city has got cleaner in the last 12 months?

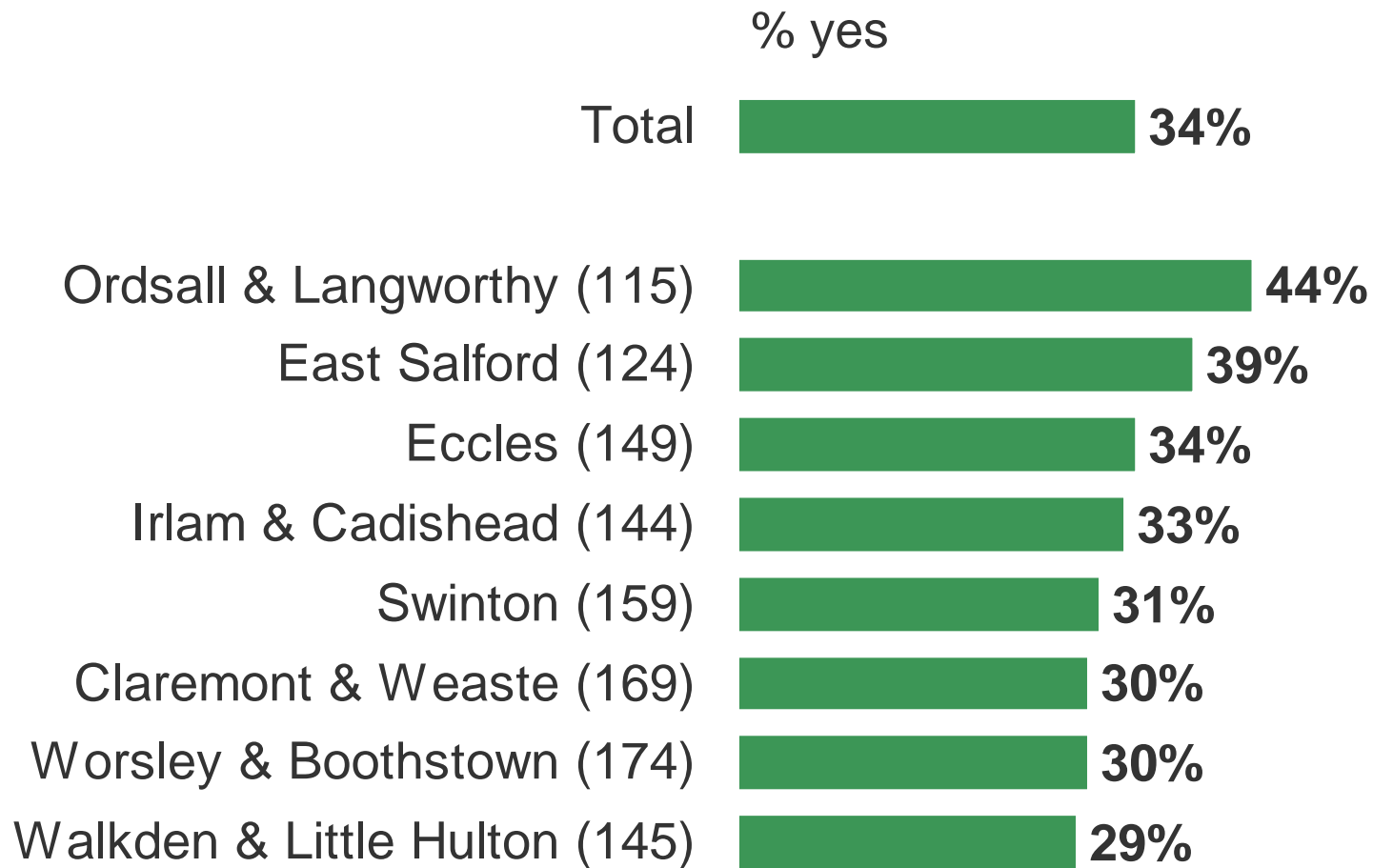
■ Definitely yes ■ Probably yes ■ No change ■ Probably not ■ Definitely not ■ Don't know



Base: All respondents – (1,183)

Cleanliness over the past 12 months - by area

Q32. Do you think the city has got cleaner in the last 12 months ?



Base: All respondents – BL7 (1,183)

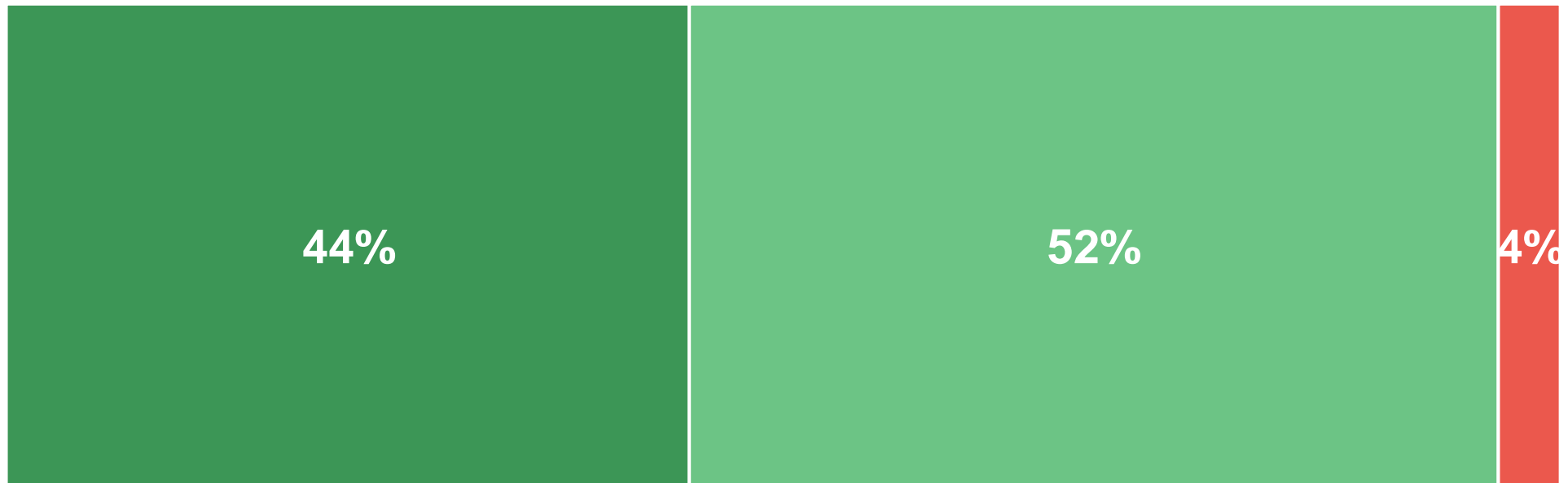
Awareness of upcoming local elections

Q44. Were you aware that the local elections will be held on 1st May 2008 ?

■ Yes

■ No

■ Not stated



Base: All respondents – (1,183)

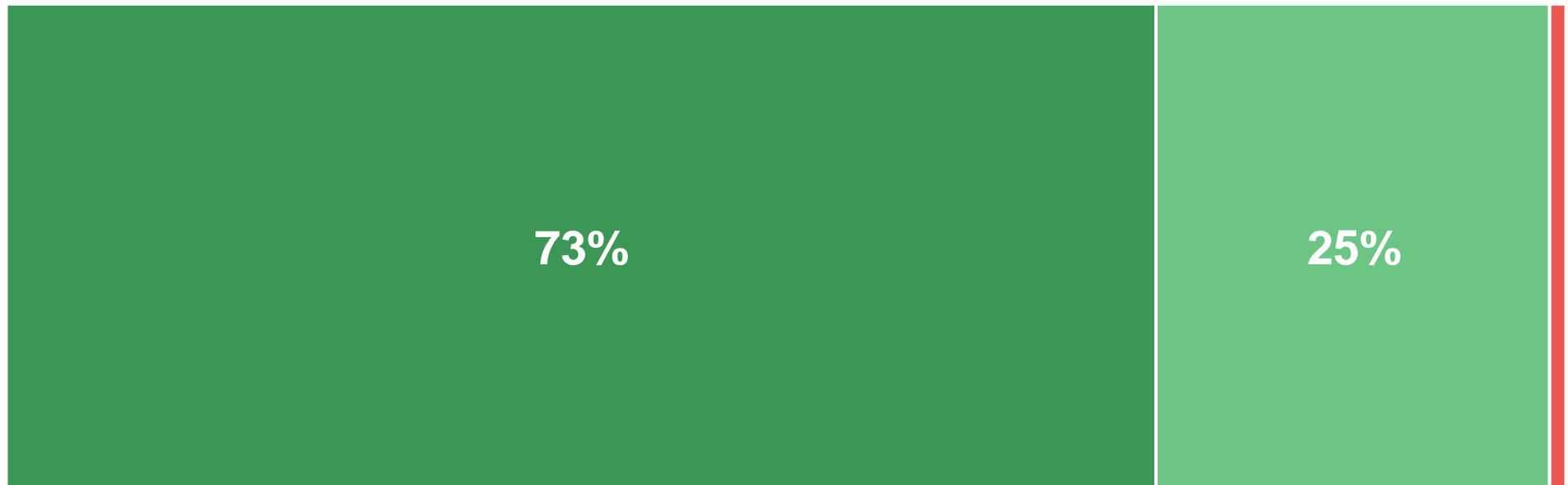
Regular voter at local election

Q40. Do you regularly vote in local elections?

■ Yes

■ No

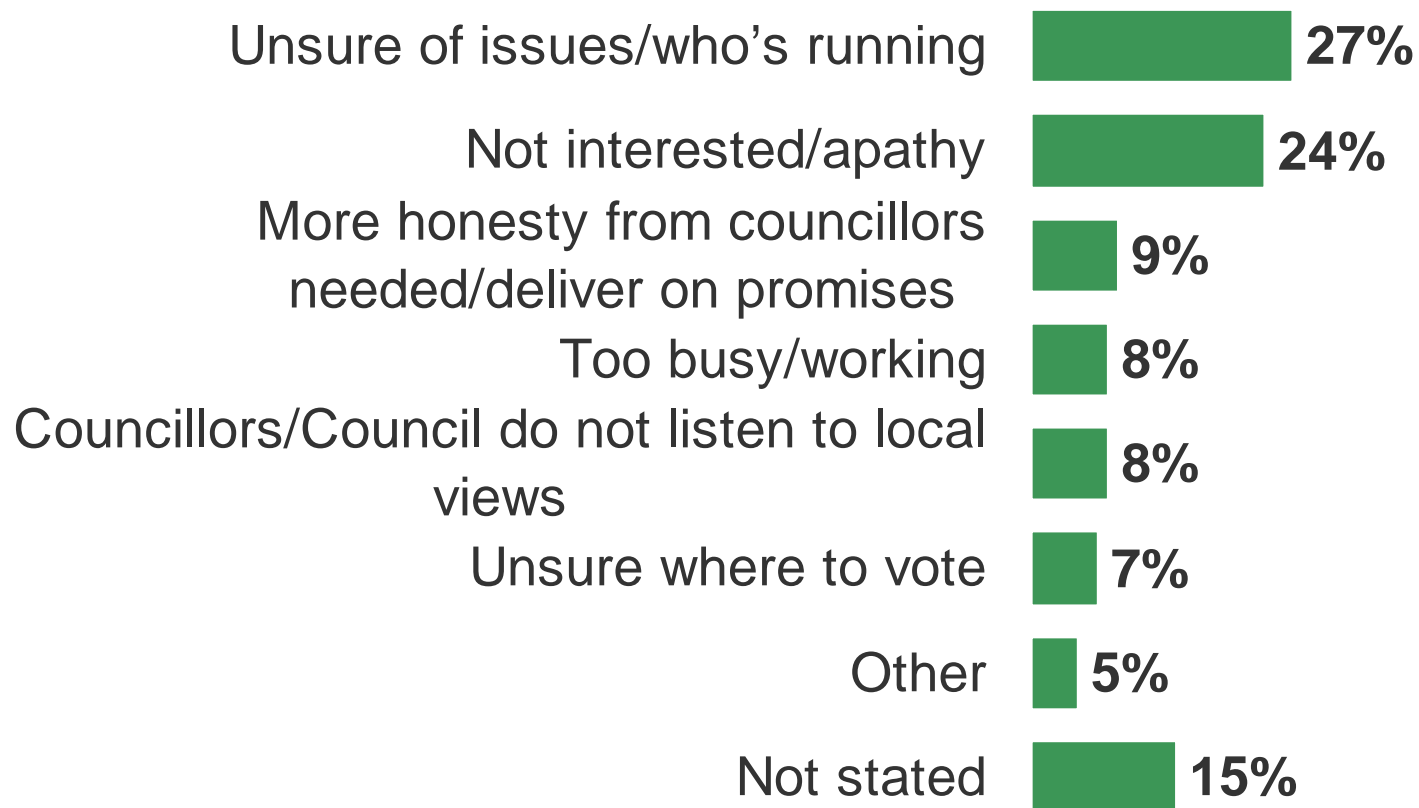
■ Not stated



Base: All respondents – (1,183)

Reasons for not voting

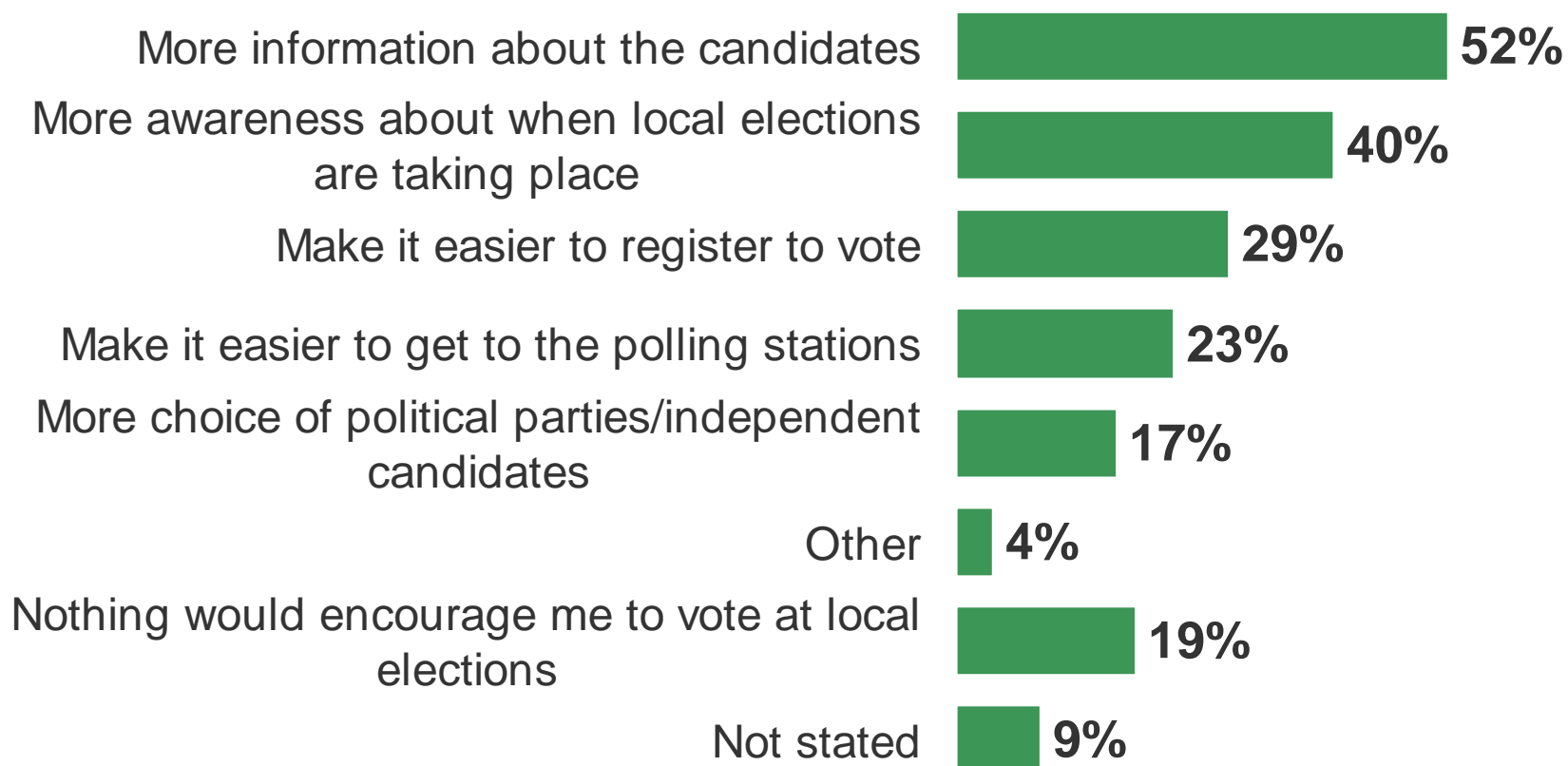
Q41. If not, why do you not vote in local elections?



Base: All who do not vote regularly – (212) : Mentions 5%+

Encouraging respondents to vote

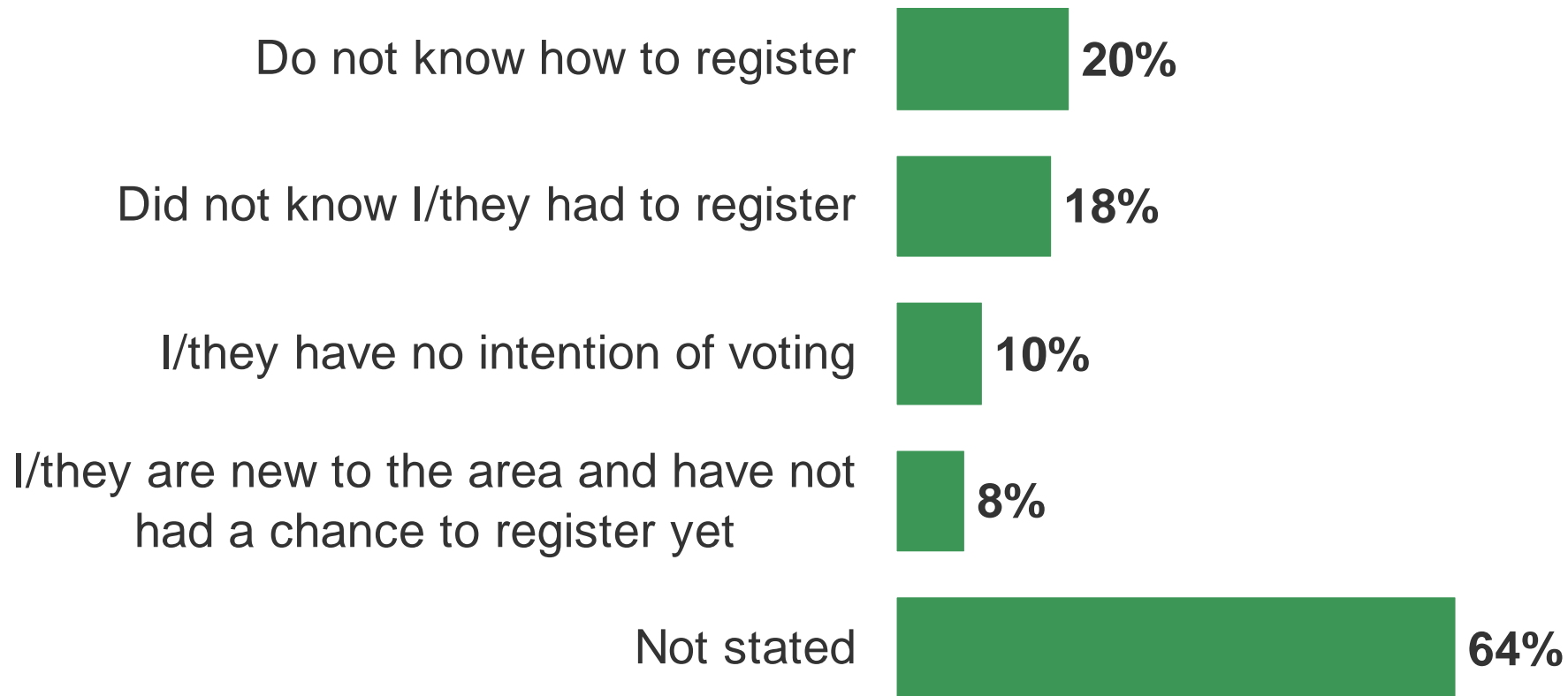
Q42. Which of the following would encourage you to vote at the local elections?



Base: All who do not vote regularly – (212)

Reasons for not registering to vote

Q43. If you, or someone you know is not registered to vote, why is this?



Base: All who do not vote regularly – (212)

Summary

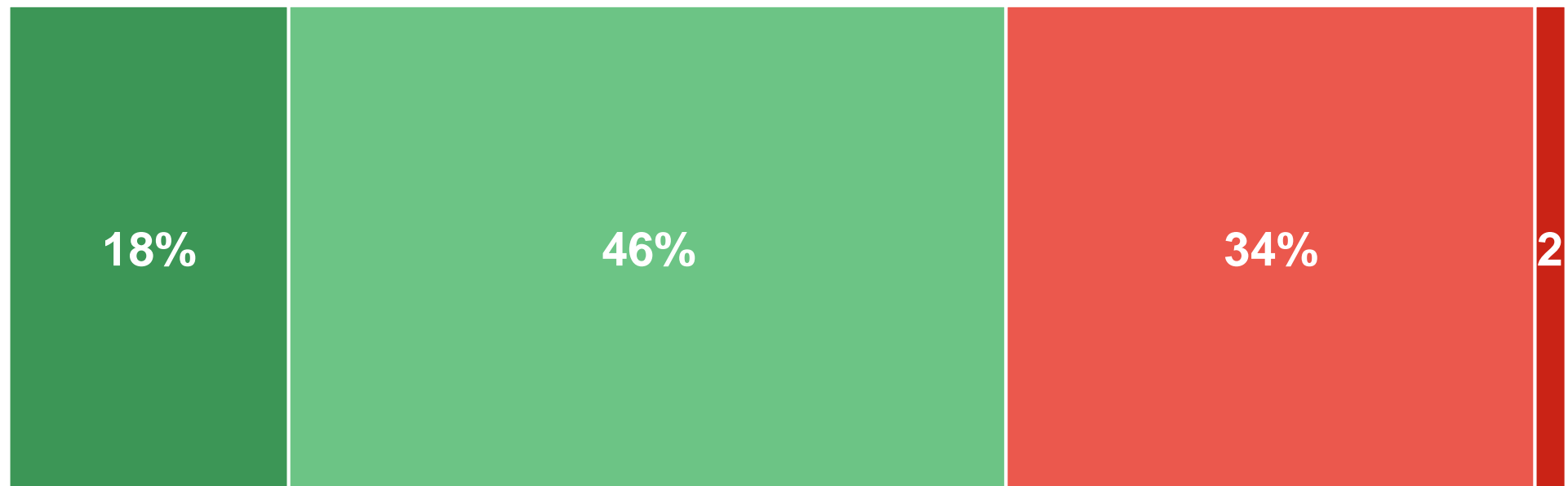
- 52% satisfied with Council services : down from 57% in BL6
- 32% see litter as a very big problem
- 34% think city has got cleaner in the past year : 25% think the opposite
- 44% were aware of the forthcoming May election

Green Things

Purchasing Fairtrade products

Q47. Do you buy Fairtrade products?

■ Yes, regularly ■ Yes, occasionally ■ No ■ Not stated



Base: All respondents – (1,183)

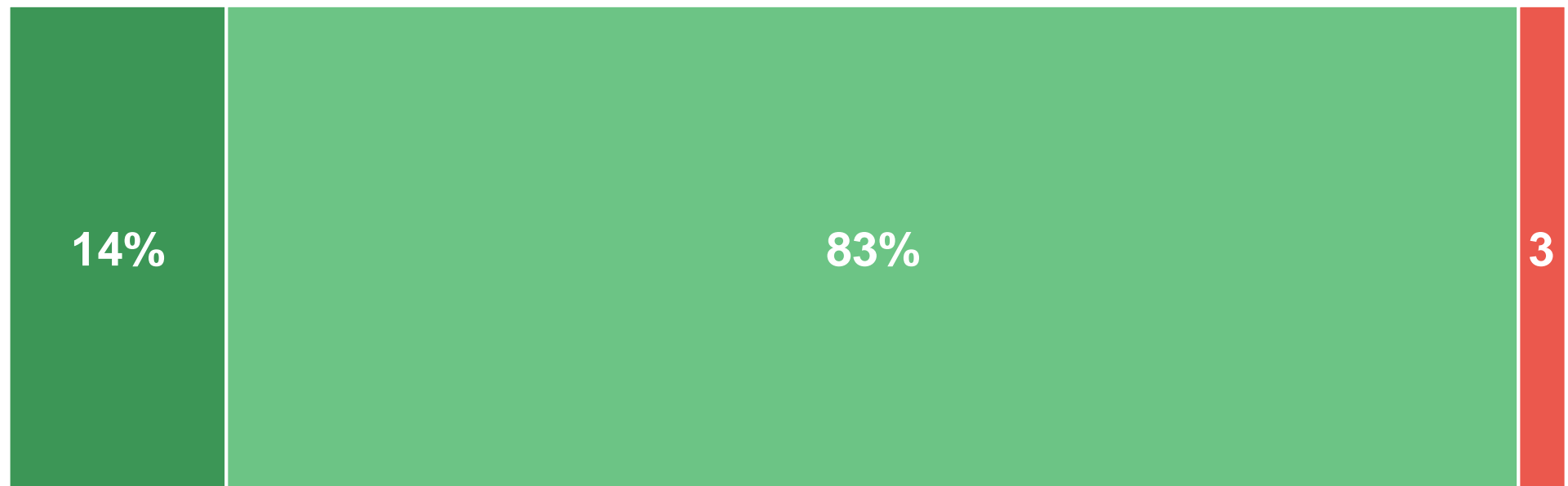
Awareness that Salford is a Fairtrade city

Q52. Did you know that Salford is a Fairtrade City ?

■ Yes

■ No

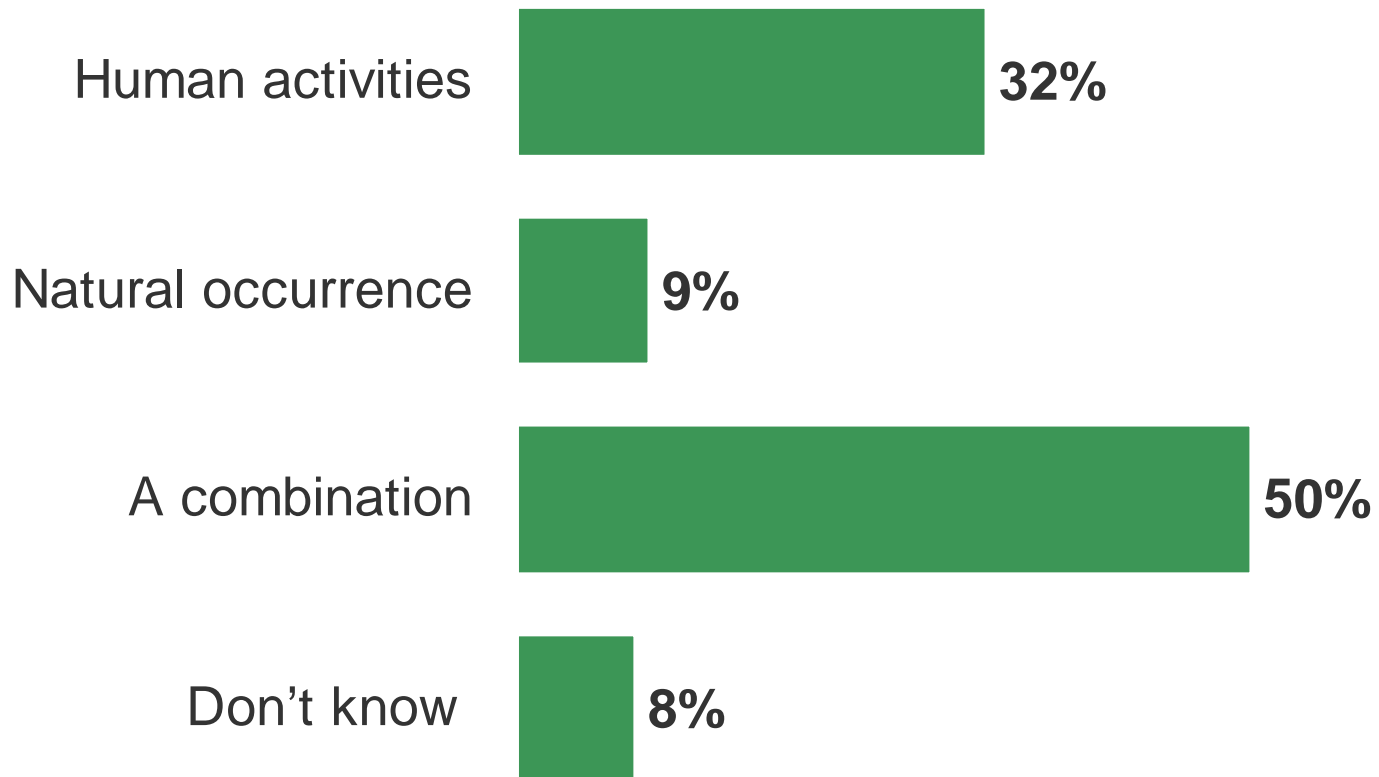
■ Not stated



Base: All respondents – (1,183)

Perceptions of the causes of climate change

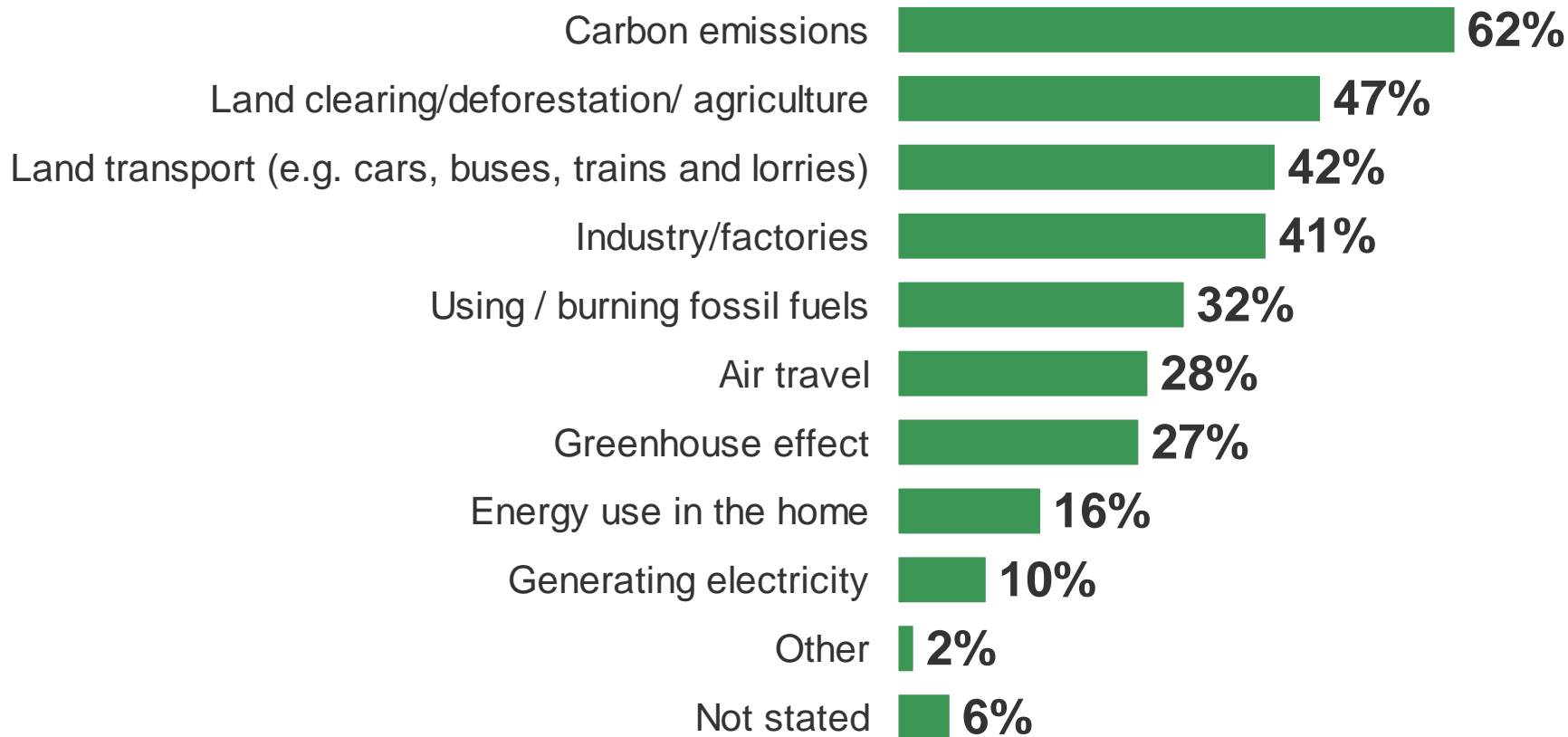
Q57. What do you feel is the cause of climate change ?



Base: All respondents – (1,183)

Main contributors to climate change

Q58. More specifically, what do you think are the main contributors to climate change ?

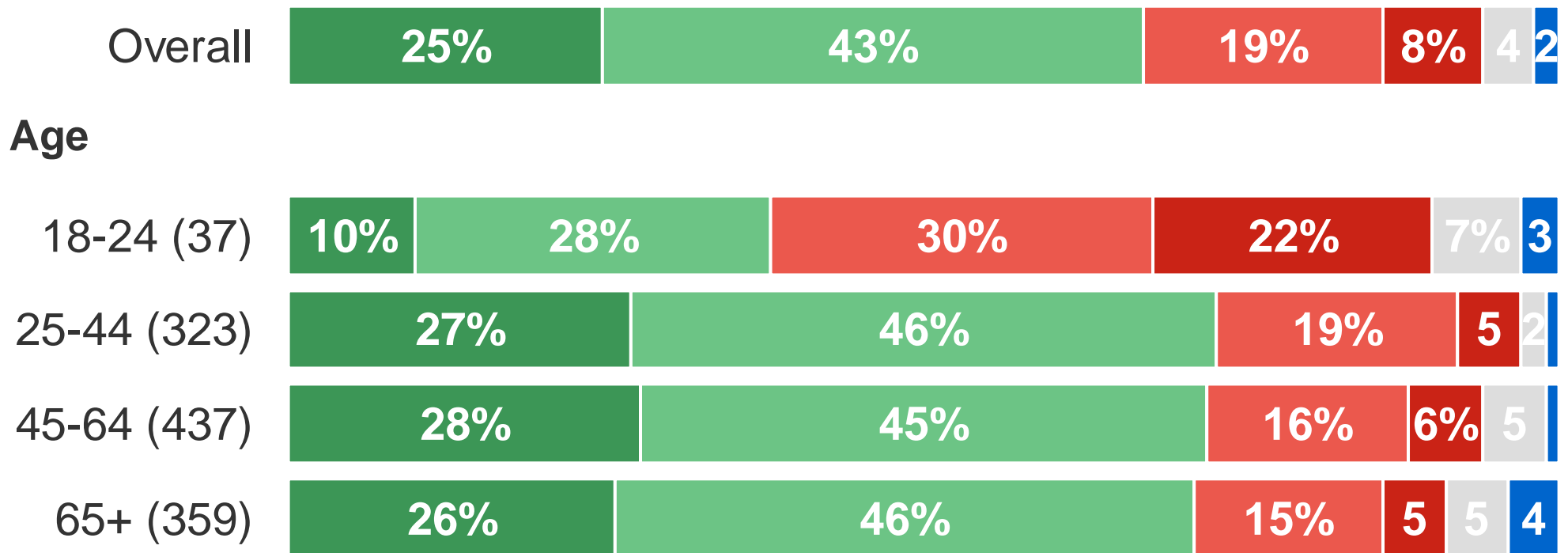


Base: All respondents – (1,183)

Levels of concern about climate change

Q53. How concerned are you personally about climate change ?

- Extremely concerned
- Fairly concerned
- Neither concerned nor unconcerned
- Fairly unconcerned
- Very unconcerned
- Don't know



Base: All respondents – (1,183)

Helping to limit the effects of climate change – As an individual

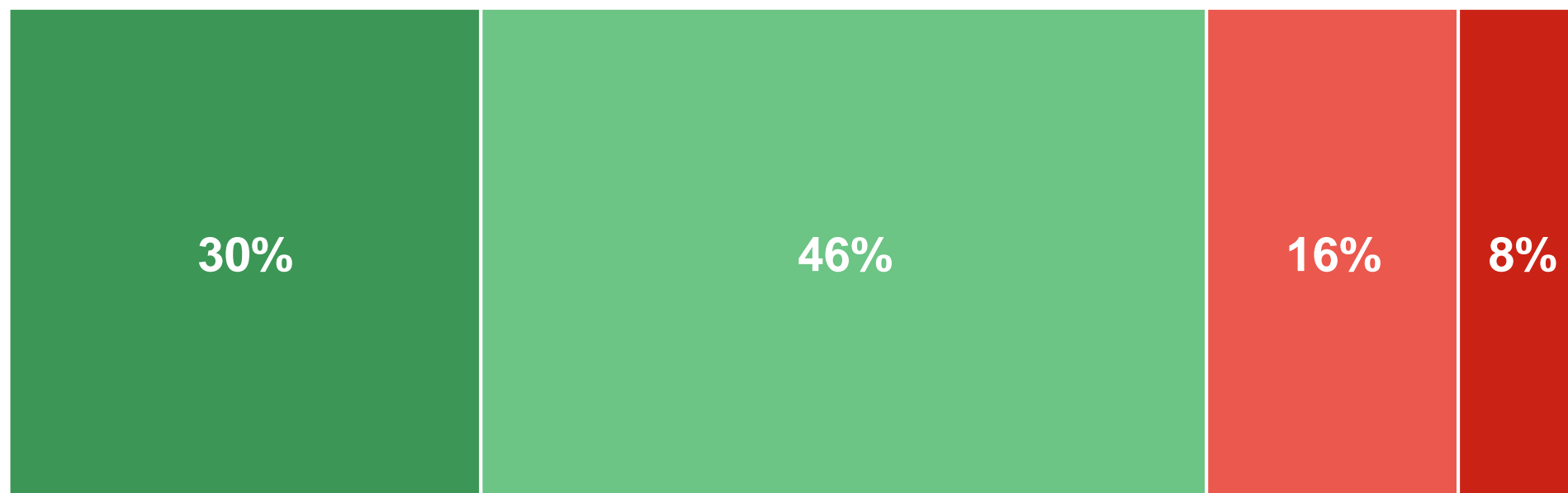
Q55. Do you think you, as an individual, can play a role in limiting the effects of climate change?

■ Yes, definitely

■ Yes, possibly

■ No

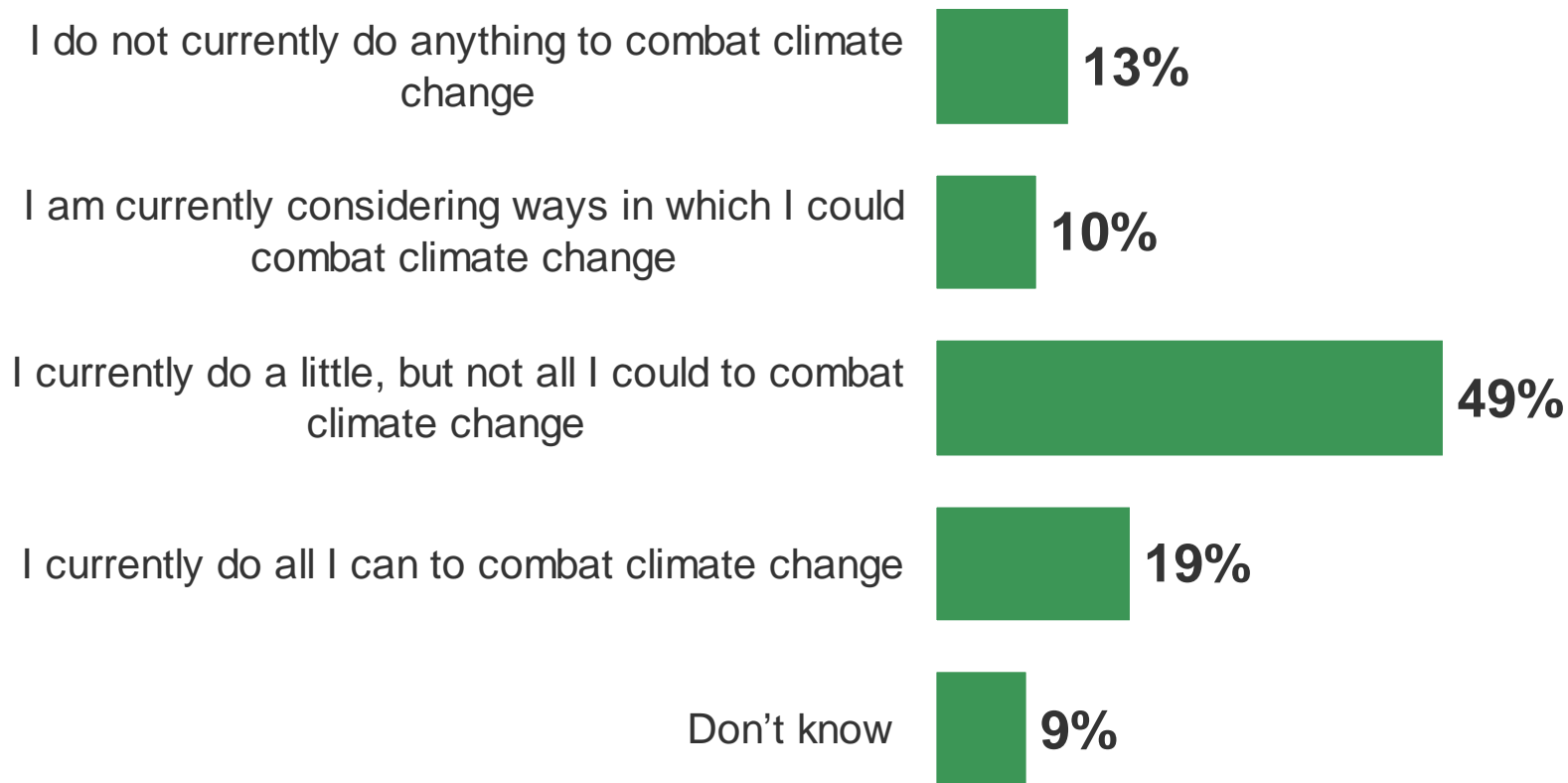
■ Don't know



Base: All respondents – (1,183)

Current level of help to combat climate change

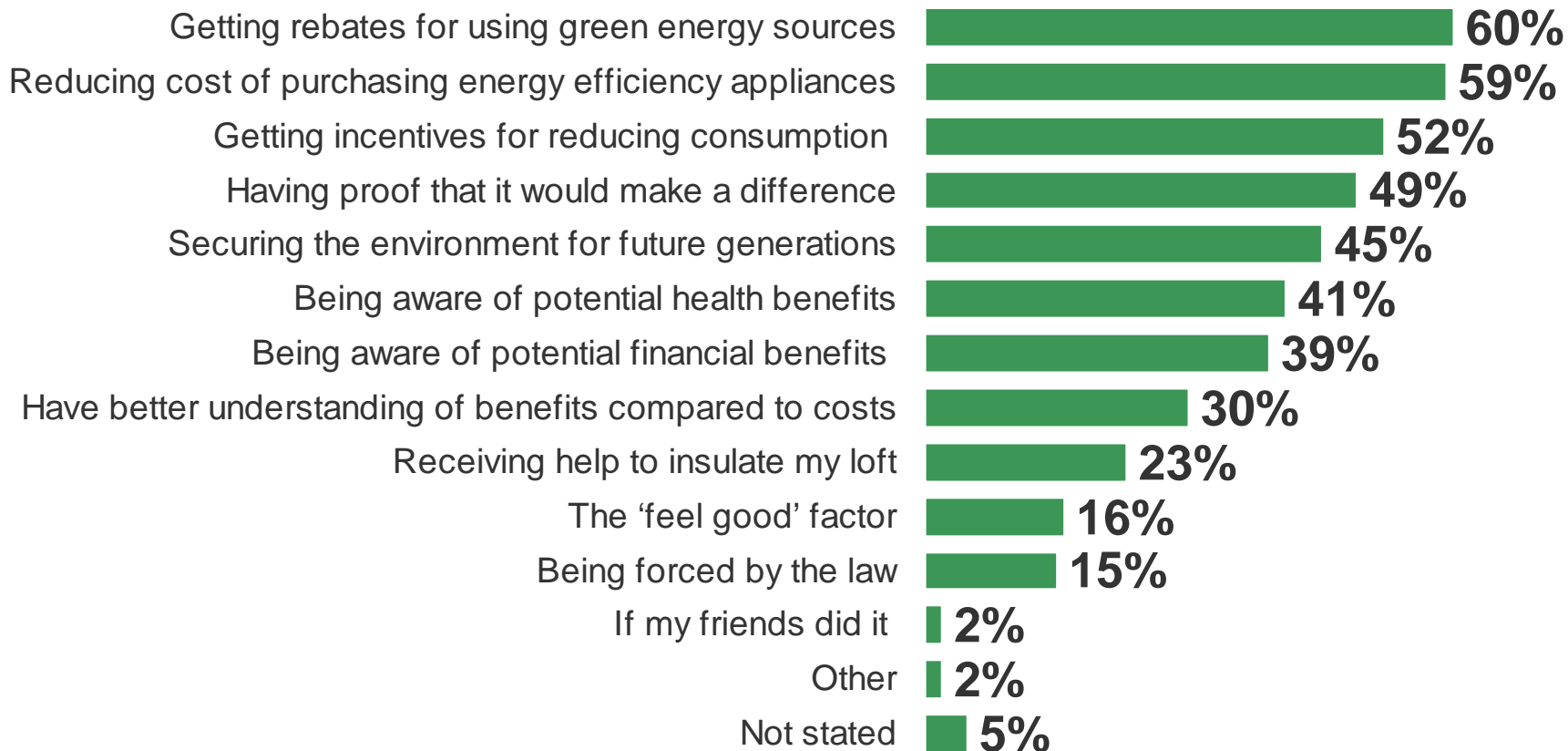
Q56. Which of the following best describes you ?



Base: All respondents – (1,183)

Encouraging respondents to reduce household energy consumption

Q59. What would encourage you to reduce your household energy consumption ?

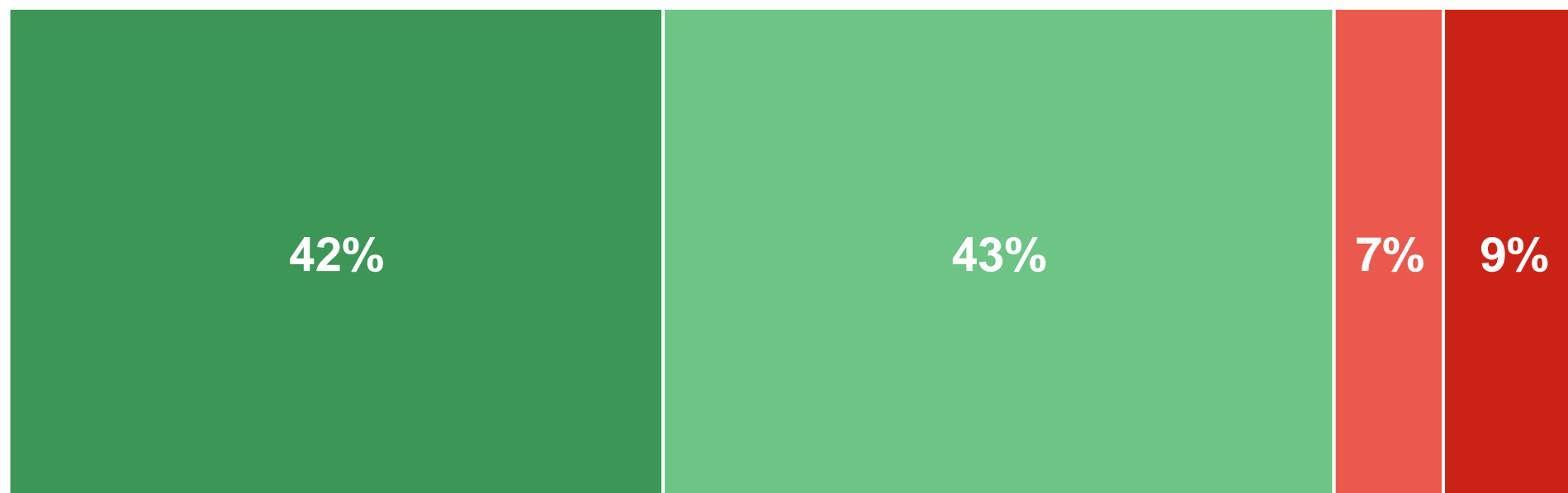


Base: All respondents – (1,183)

Helping to limit the effects of climate change – The Council

Q60. Do you think you the Council can play a role in limiting the effects of climate change ?

■ Yes, definitely ■ Yes, possibly ■ No ■ Don't know



Base: All respondents – (1,183)

Summary

- 14% know Salford is a Fairtrade City
- 68% are concerned about Climate Change
- 84% think the Council has a role in limiting the effect of Climate Change

So...

- It's linkages
- How do you link
 - The two Salfords
 - Fairtrade with Global Warming
 - Walkden and Little Hulton

Ipsos MORI