

Residents Tracker Survey : 2008

Results Presentation (I)

24/11/08

Ipsos MORI

27809



Objectives

- Track changes in residents' perceptions of many aspects of :
 - Their local area
 - Local public services
 - 2007 : 2008 : 2009
- This presentation
 - Community safety, children and young people, culture, and health

Fieldwork

- In-home interviewing
- Quota controlled by age, gender, ethnicity and working status
- Min. of 80 interviews per ward; 160 in Clifford, 160 in Gorse Hill
- Balanced to reflect Trafford population
- 22 May – 27 July 2008
- Target 1,840, achieved 1,871

The samples

- The 2007 and 2008 samples are comparable :
 - Borough-wide level
 - Area Forum level

2007 and 2008 samples

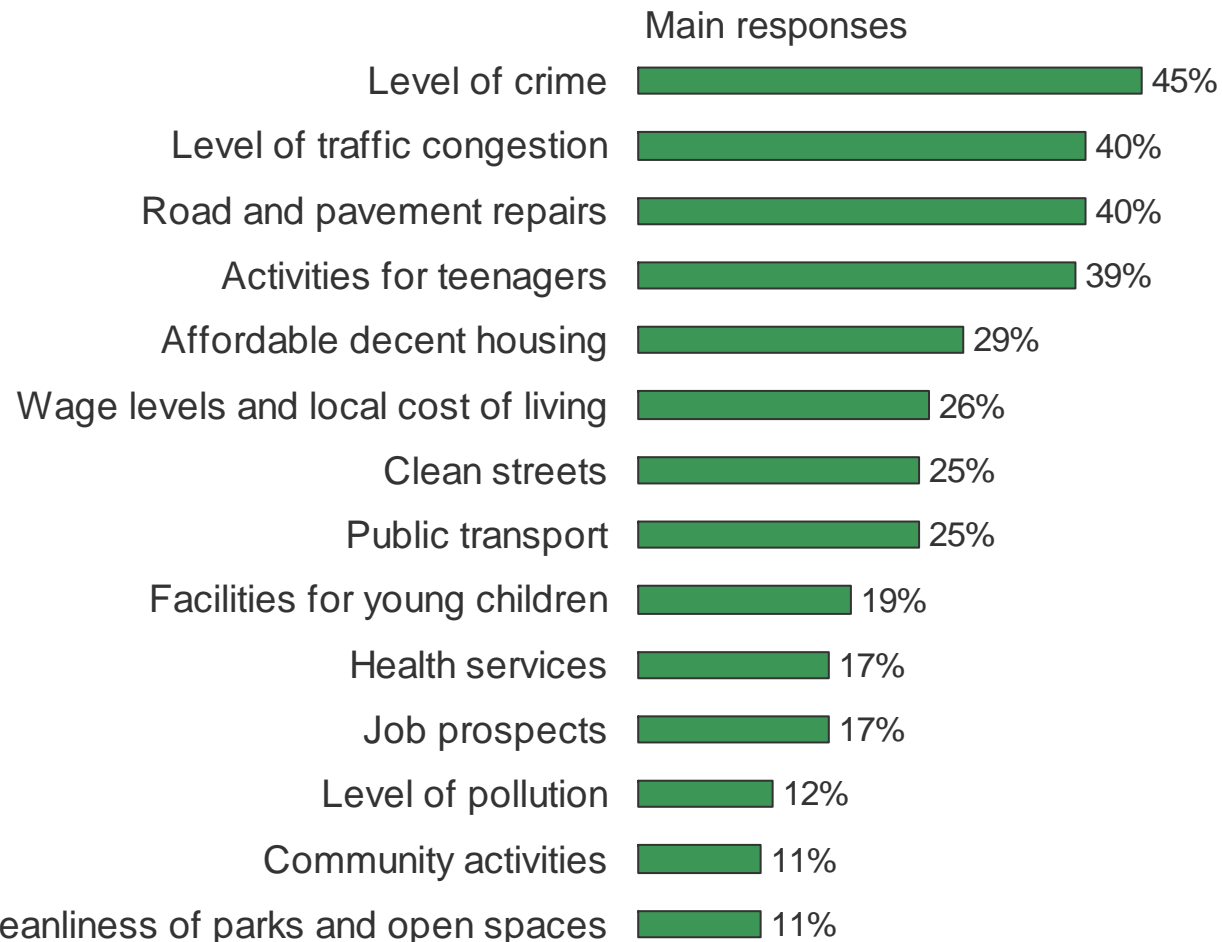
	2008 (1871)	2007 (1931)
Employment		
In work	53%	51%
Retired	26%	27%
Religion		
Christianity	73%	78%
Islam	4%	4%
None	17%	14%
Ethnicity		
White	92%	91%
EMG	8%	8%
Disability		
Yes, me	11%	14%
Yes, someone else	7%	10%
Children in H/H		
At least one child under 16	36%	34%

	2008 (1871)	2007 (1931)
Household tenure		
Owner-occupier	79%	82%
Council/HA	14%	12%
Private rented	7%	5%
H/H academic attainment		
No qualifications	38%	44%
With/studying for HND/degree	30%	30%
SEG		
ABC1	59%	59%
C2DE	37%	39%
Number of vehicles in H/H		
0	16%	14%
1	41%	42%
2	34%	36%
3+	8%	8%

So

Priorities

Q2. And which five of these do you think most needs improving in your area?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Some broad indicators

Satisfaction with local area



ASB is a problem



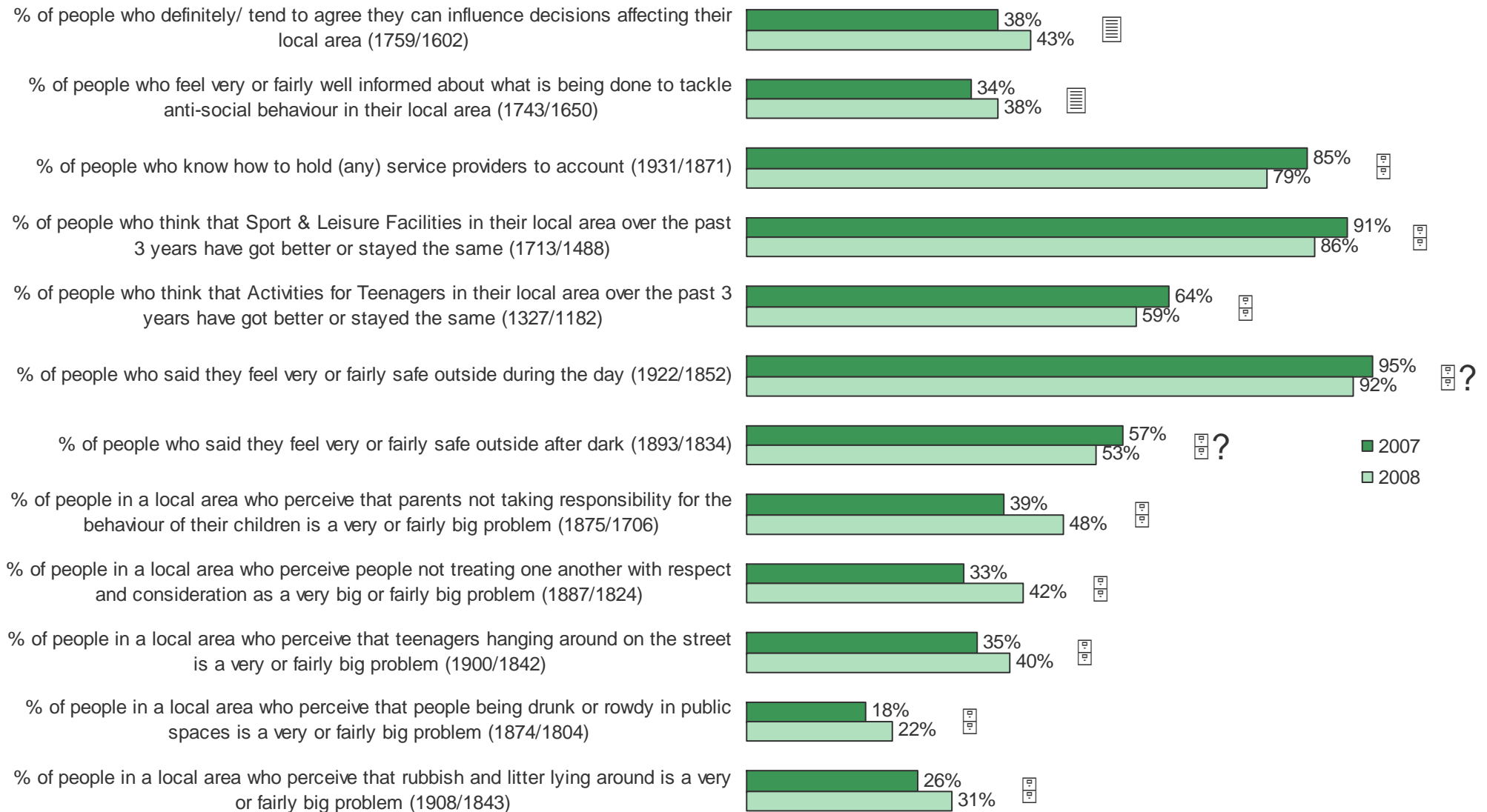
% exercising on 5+ days/week



% volunteering



Key indicators : the changers 2007 - 2008



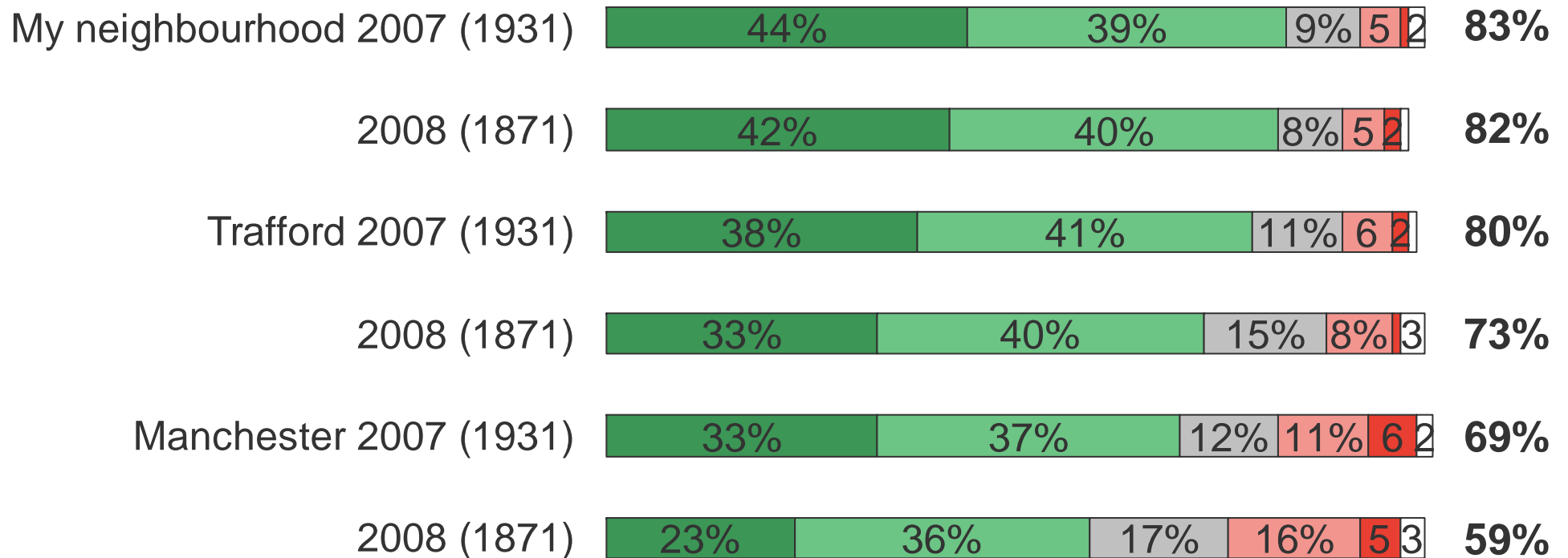
It's the public realm
Is ASB the issue?

Community

Sense of belonging

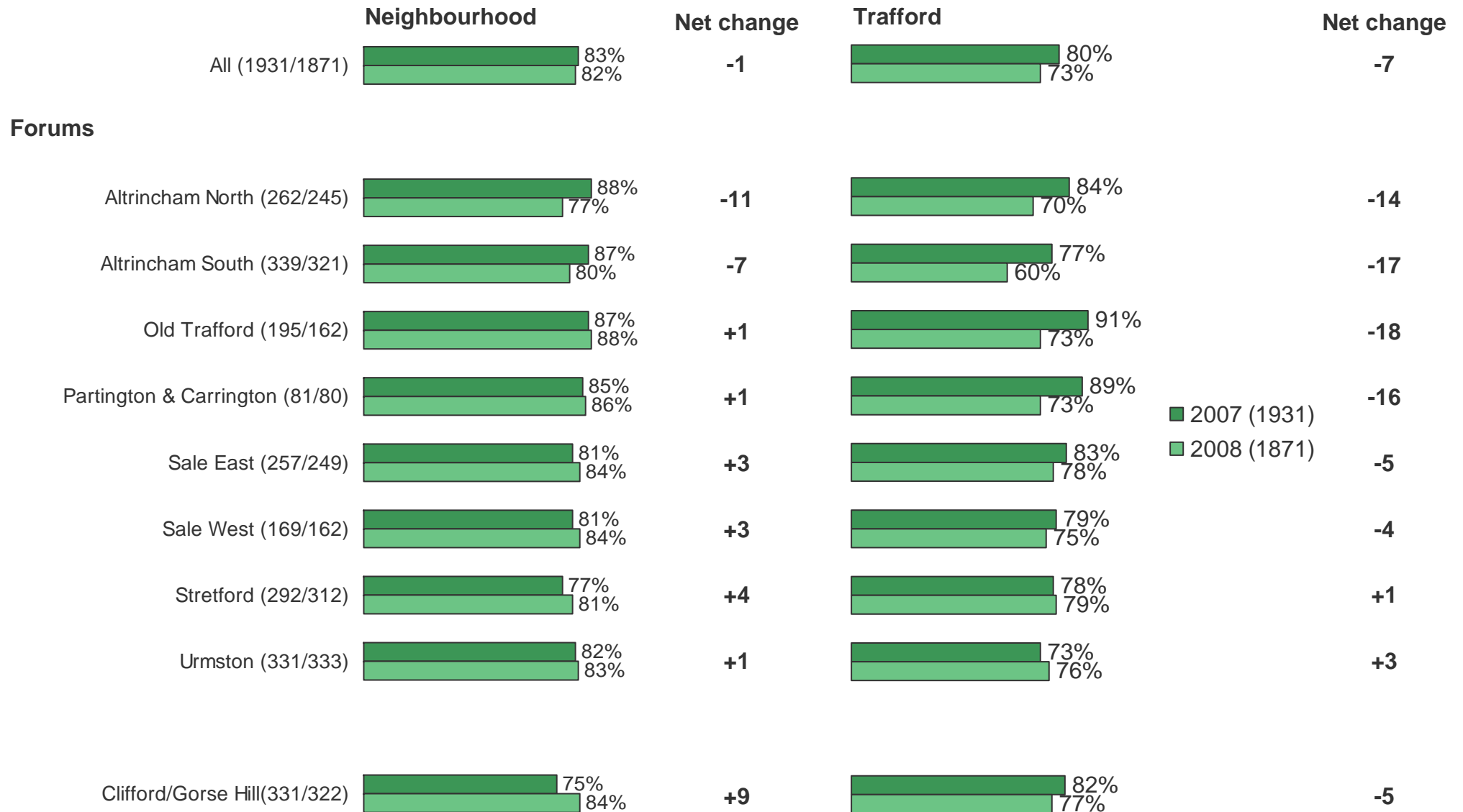
Q4. To what extent do you agree or disagree that you belong to each of the following?

■ Definitely Agree
 ■ Tend to Agree
 ■ Neither/nor
 ■ Tend to disagree
 ■ Definitely disagree
 □ Don't know/Not stated
 2008
 % agree



Base: 1,871, all respondents, 22 May – 27 July, 2008

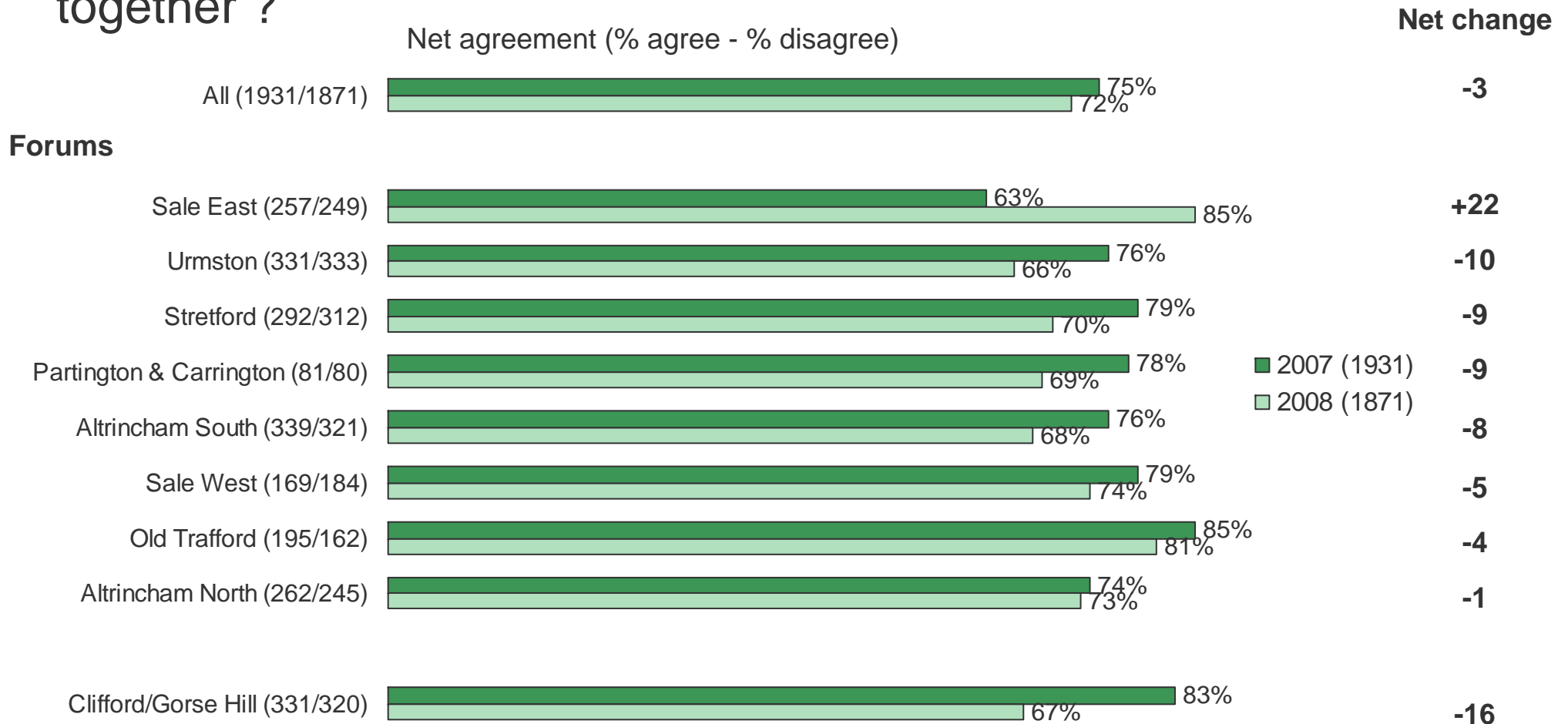
Sense of belonging : local dimension



Base: (), all respondents, 22 May – 27 July, 2008

Social cohesion

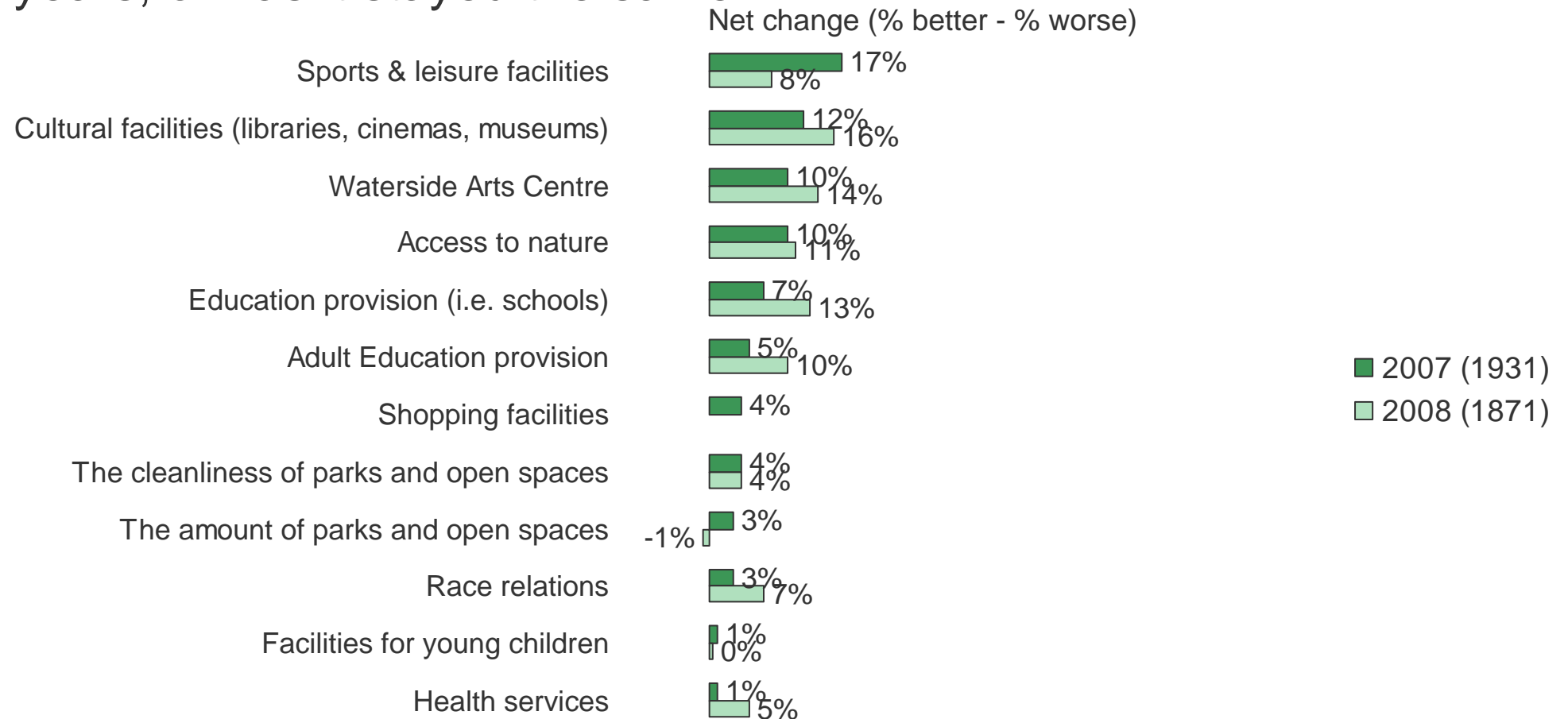
Q5. To what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together ?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Physical dimension (I)

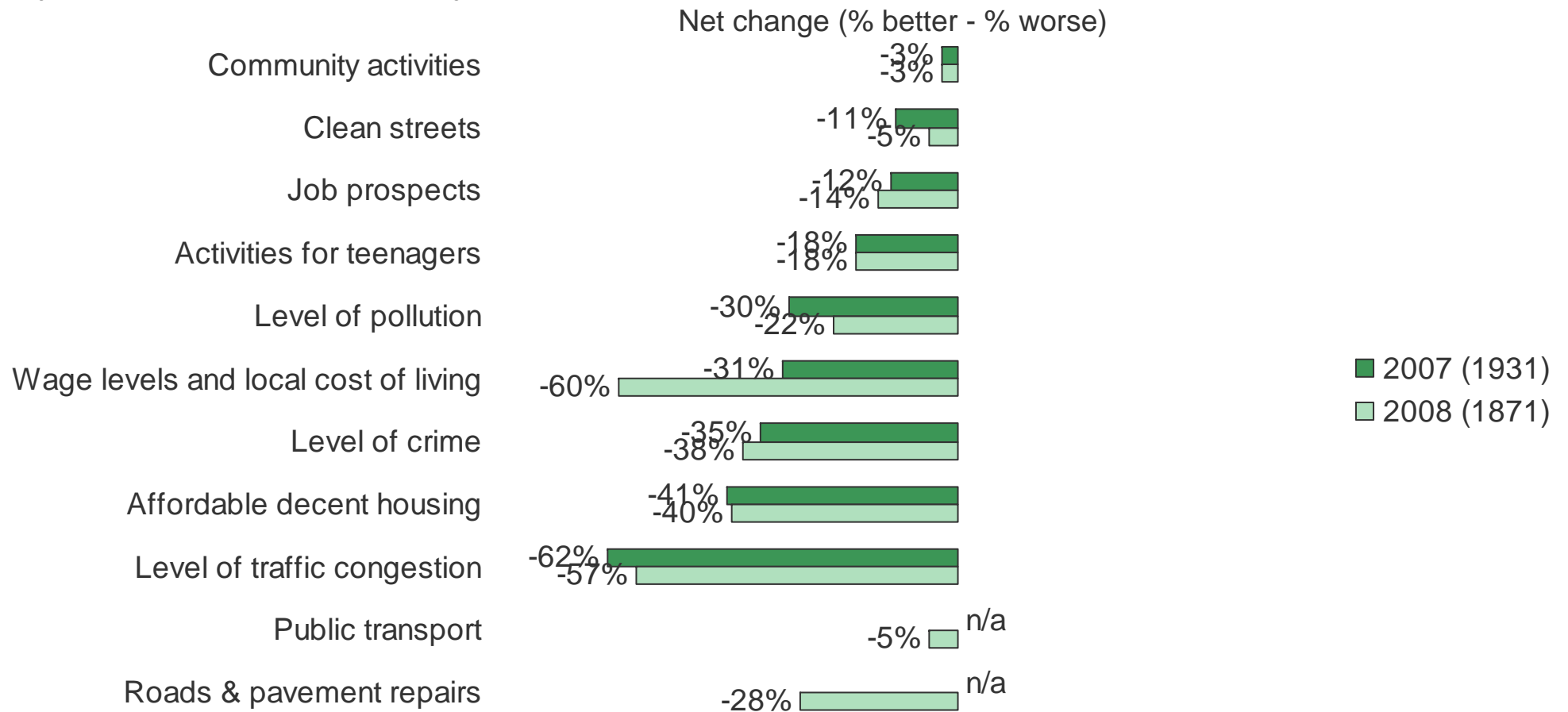
Q1. I am going to read out some things about your local area, for each one do you think it has got better or worse over the last three years, or has it stayed the same?



Base: (), all respondents, 22 May – 27 July, 2008

Physical dimension (II)

Q1. I am going to read out some things about your local area, for each one do you think it has got better or worse over the last three years, or has it stayed the same?



Base: (), all respondents, 22 May – 27 July, 2008

Satisfaction with the area

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

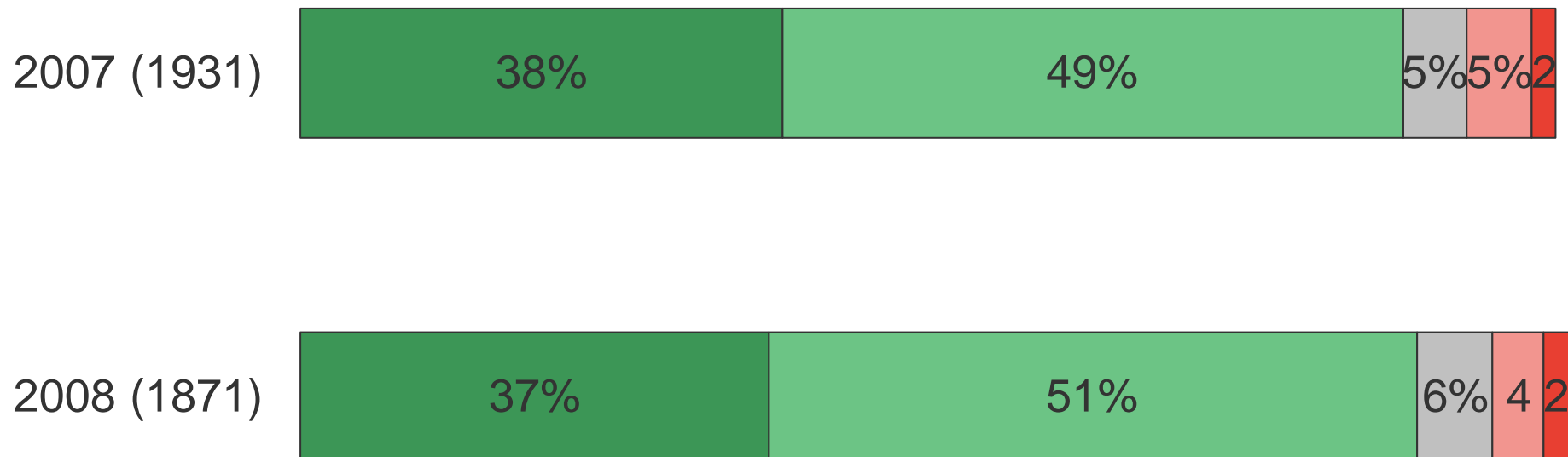
■ Very satisfied

■ Fairly satisfied

■ Neither/nor

■ Fairly dissatisfied

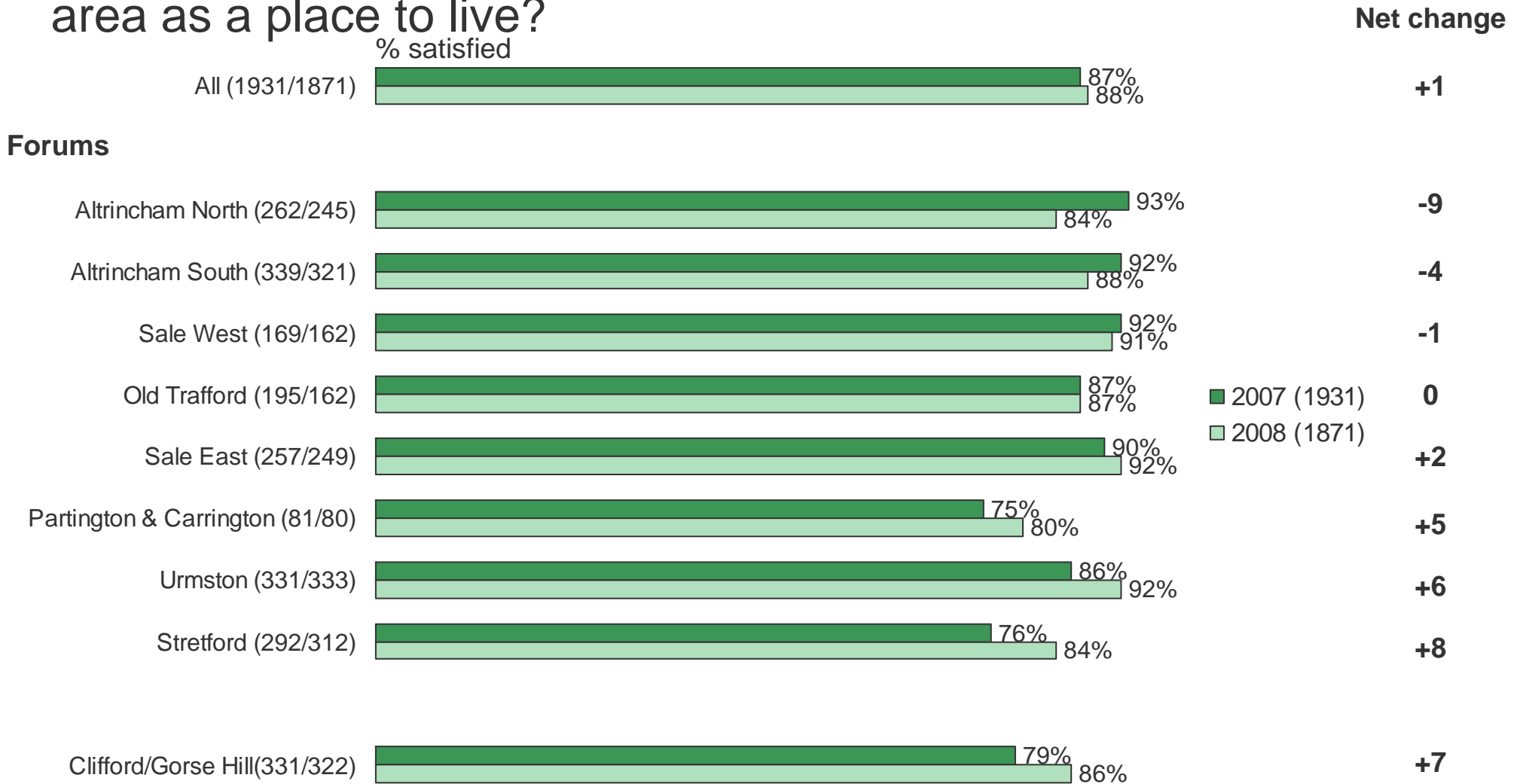
■ Very dissatisfied



Base: 1,871, all respondents, 22 May – 27 July, 2008

Satisfaction with the area

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



Base: 1,871, all respondents, 22 May – 27 July, 2008

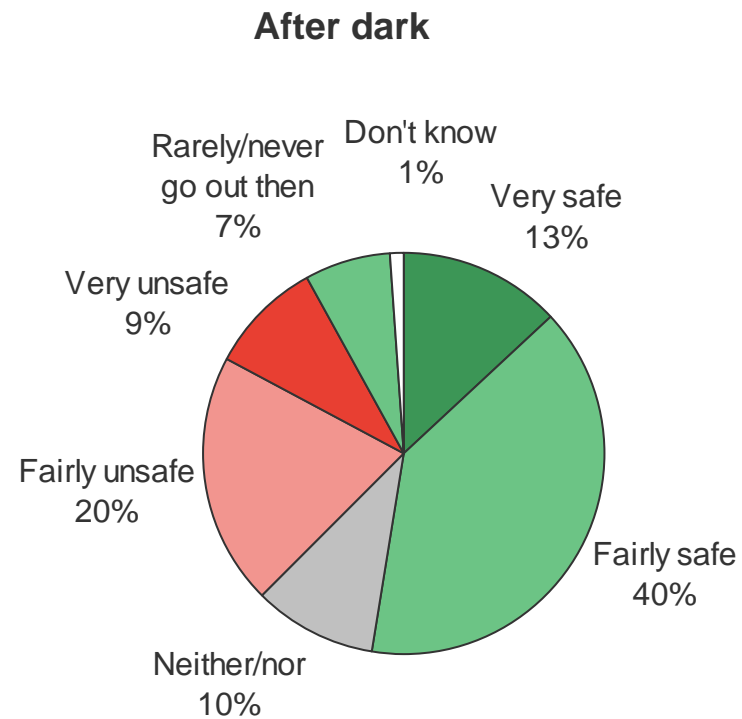
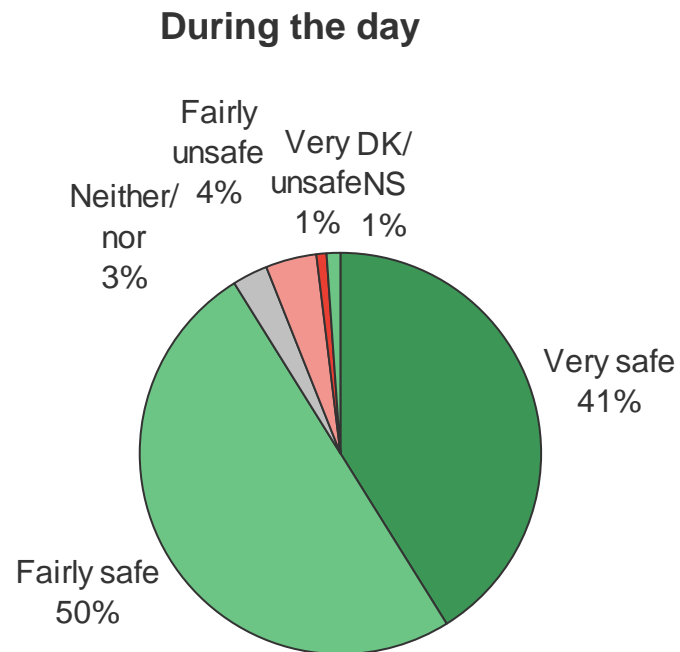
Summary

- Satisfaction with area 2007 – 2008
 - ↓ Altrincham North & South
 - ↑ Stretford, Urmston, Partington & Carrington and Clifford/Gorse Hill

Safety/unease

Feeling of safety

Q27. How safe or unsafe do you or would you feel when outside in your local area after dark? (2008)

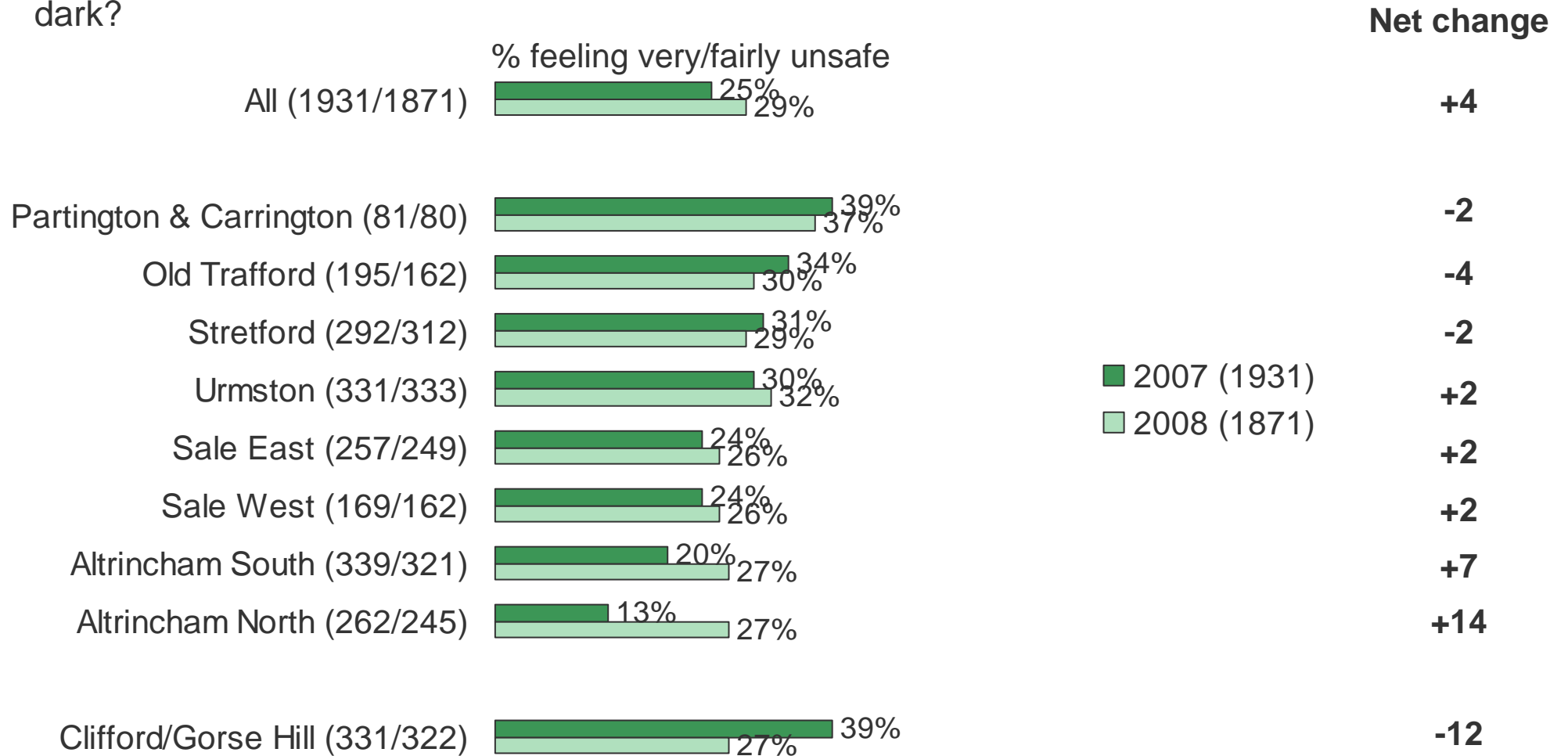


Base: 1,871, all respondents, 22 May – 27 July, 2008
Ipsos MORI

Safety walking out alone after dark

2007. Q29. How safe or unsafe do you feel when walking alone, in your local area after dark?

2008. Q27. How safe or unsafe do you or would you feel when outside in your local area after dark?

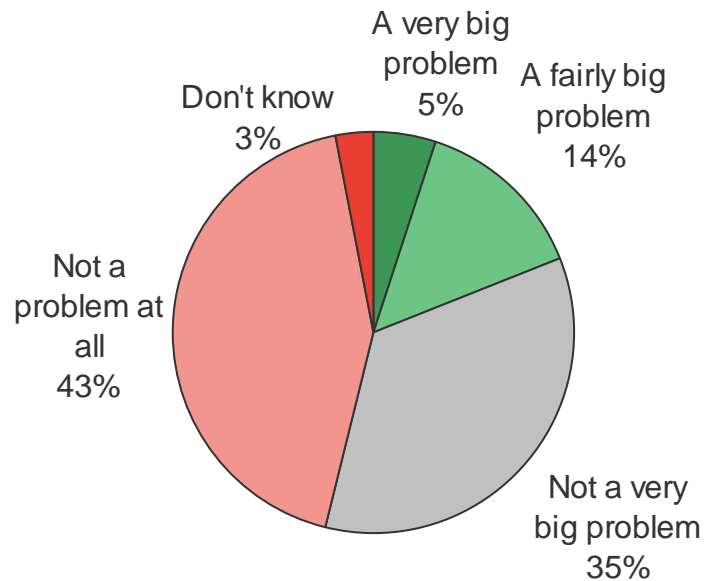


Base: (), all respondents

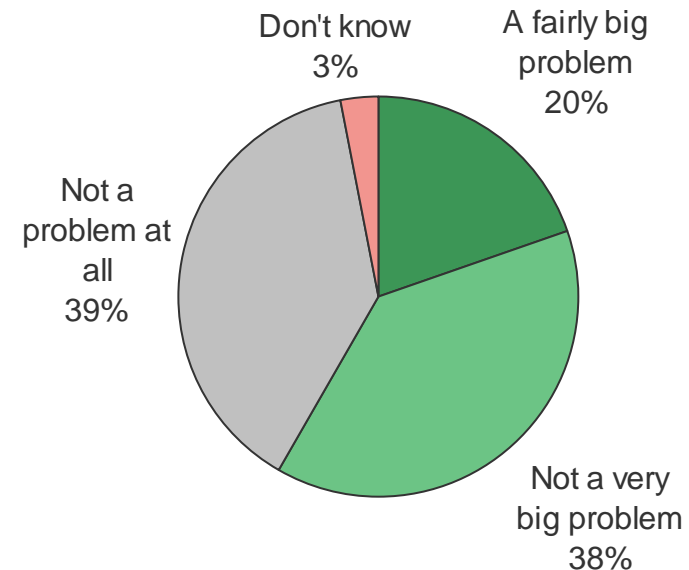
Anti-social behaviour

Q28. Thinking about your neighbourhood, how much of a problem in this local area do you think is anti-social behaviour?

2007 (1931)



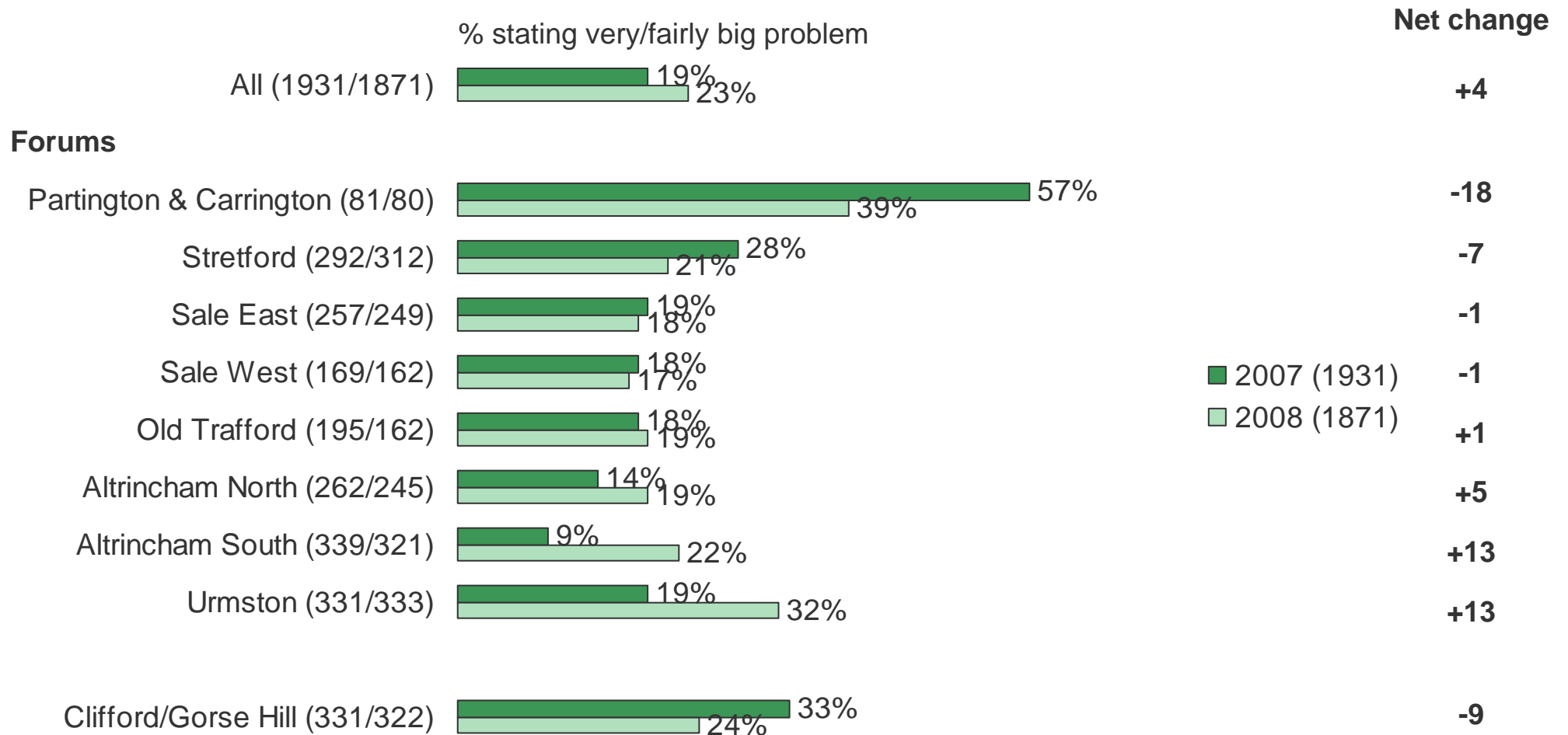
2008 (1871)



Base: (), all respondents, 22 May – 27 July, 2008

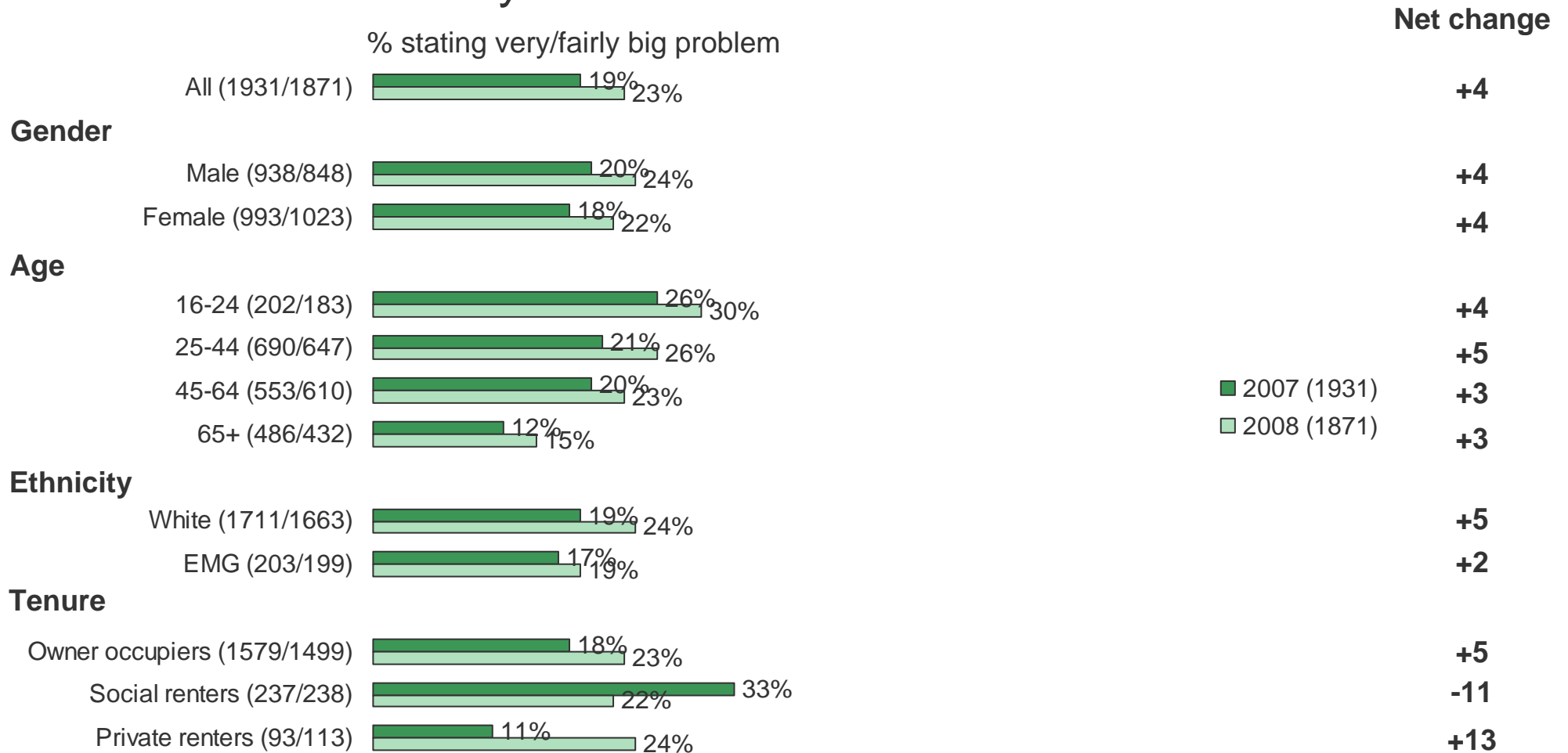
Anti-social behaviour

Q28. Thinking about your neighbourhood, how much of a problem in this local area do you think is anti-social behaviour?



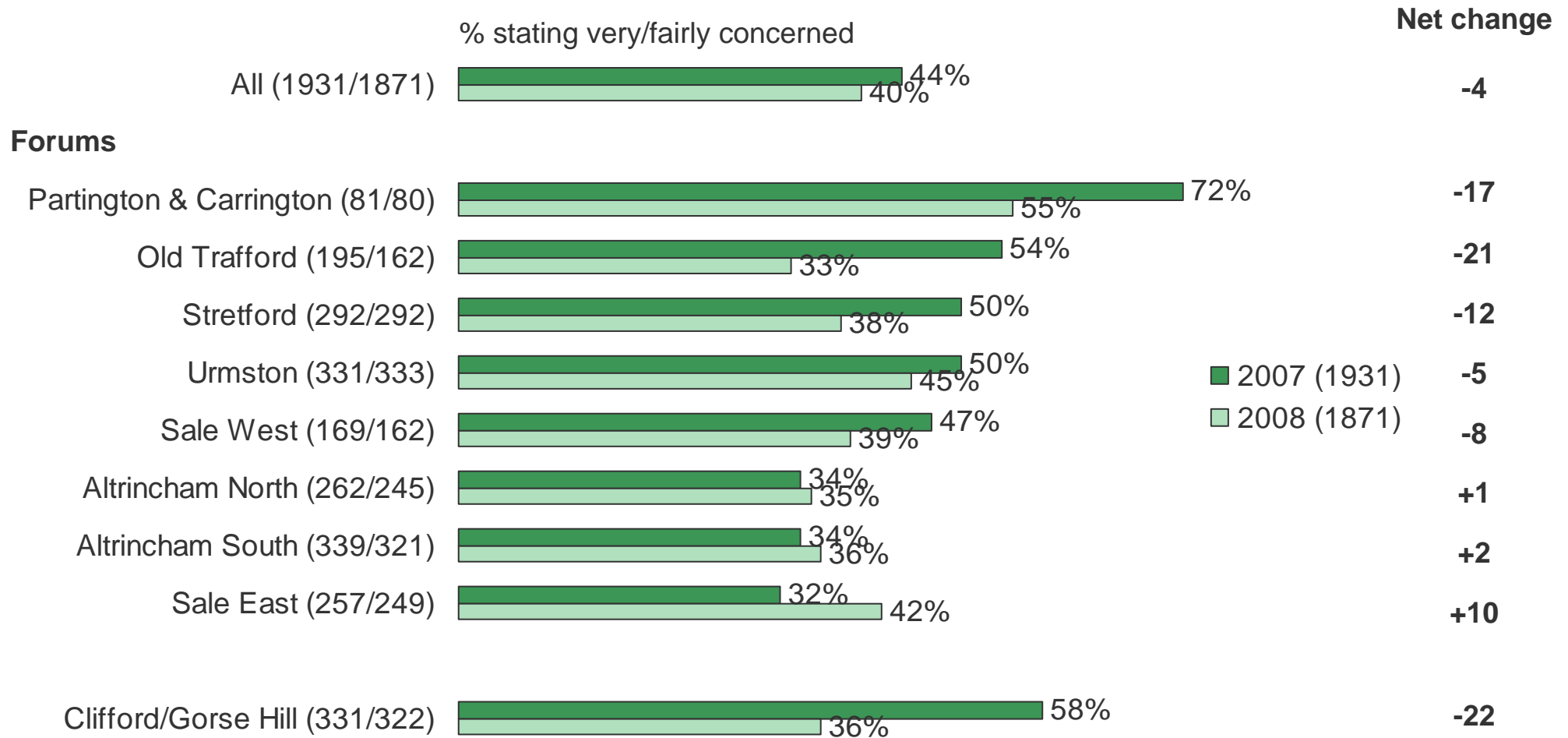
Anti-social behaviour

Q28. Thinking about your neighbourhood, how much of a problem in this local area do you think is anti-social behaviour?



Anti-social behaviour is a concern?

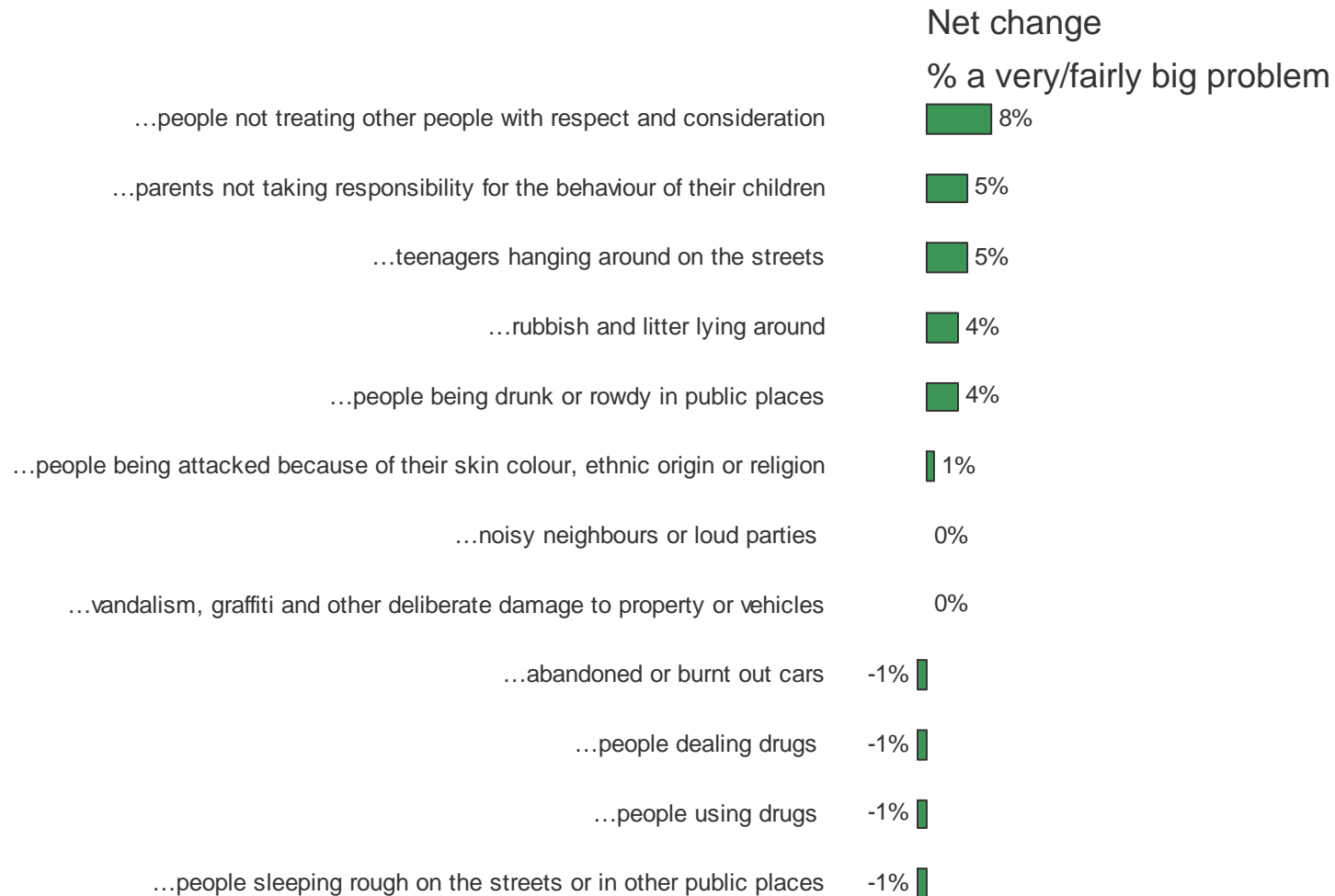
Q29. How concerned are you about the following? ASB in your neighbourhood



Base: 1,871, all respondents, 22 May – 27 July, 2008

Specific anti-social behaviours : 2007 v 2008

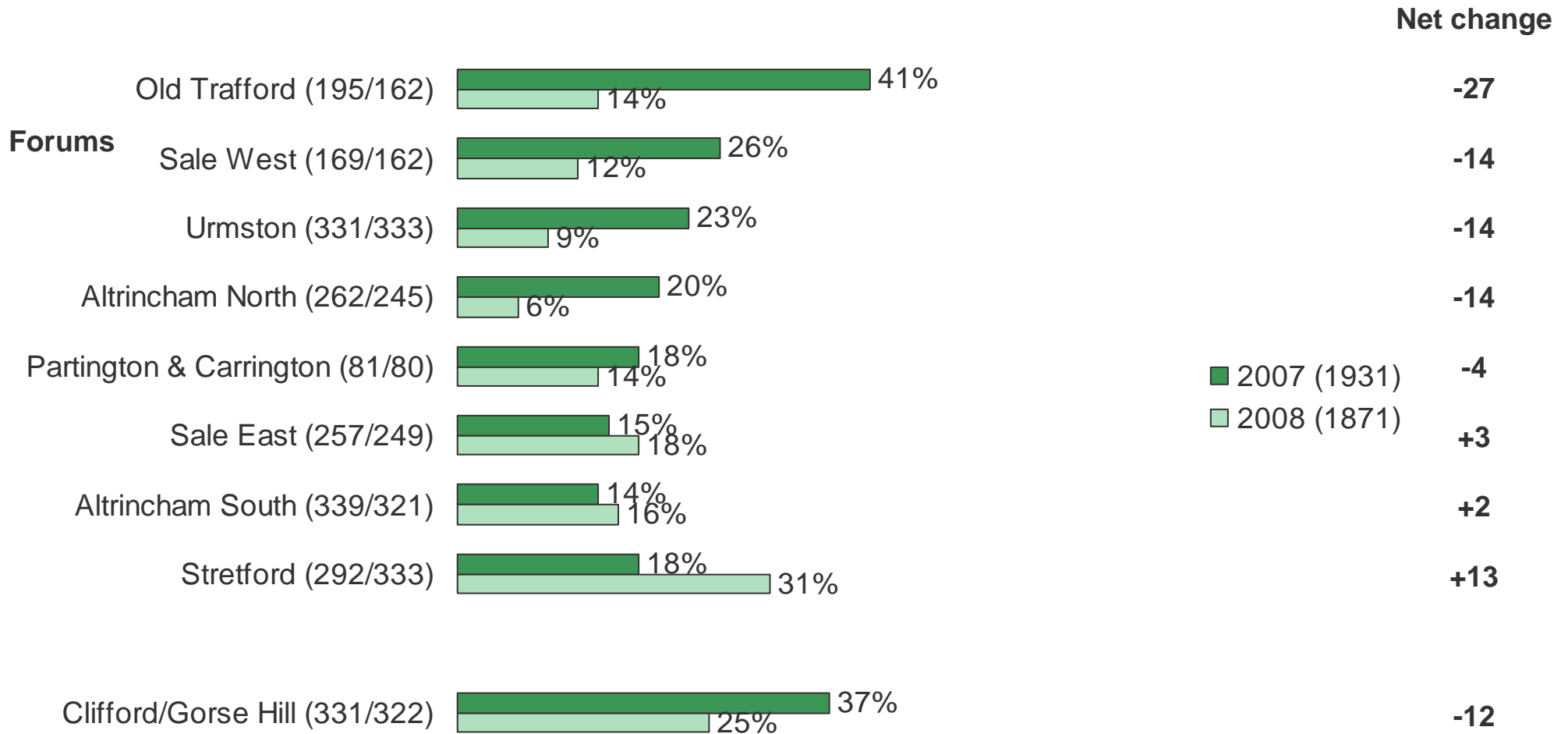
Q28. Thinking about your neighbourhood, how much of a problem in this local area do you think is...?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Concern about harassment

Q29a. How concerned or not are you about being harassed because of your colour, race, religion, or sexual orientation?



Base: 1,871, all respondents, 22 May – 27 July, 2008

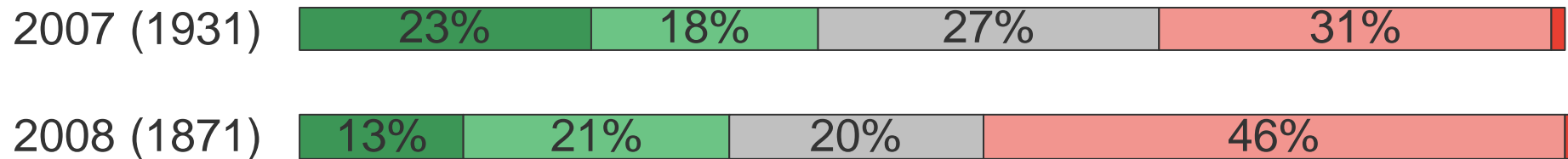
Concerns about drugs

Q29b. How concerned or not are you about people dealing drugs in the street or a park?

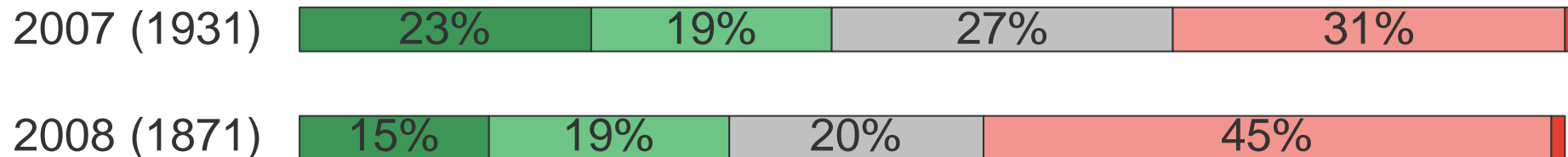
Q29c. How concerned or not are you about people using drugs in the street or a park?



Dealing



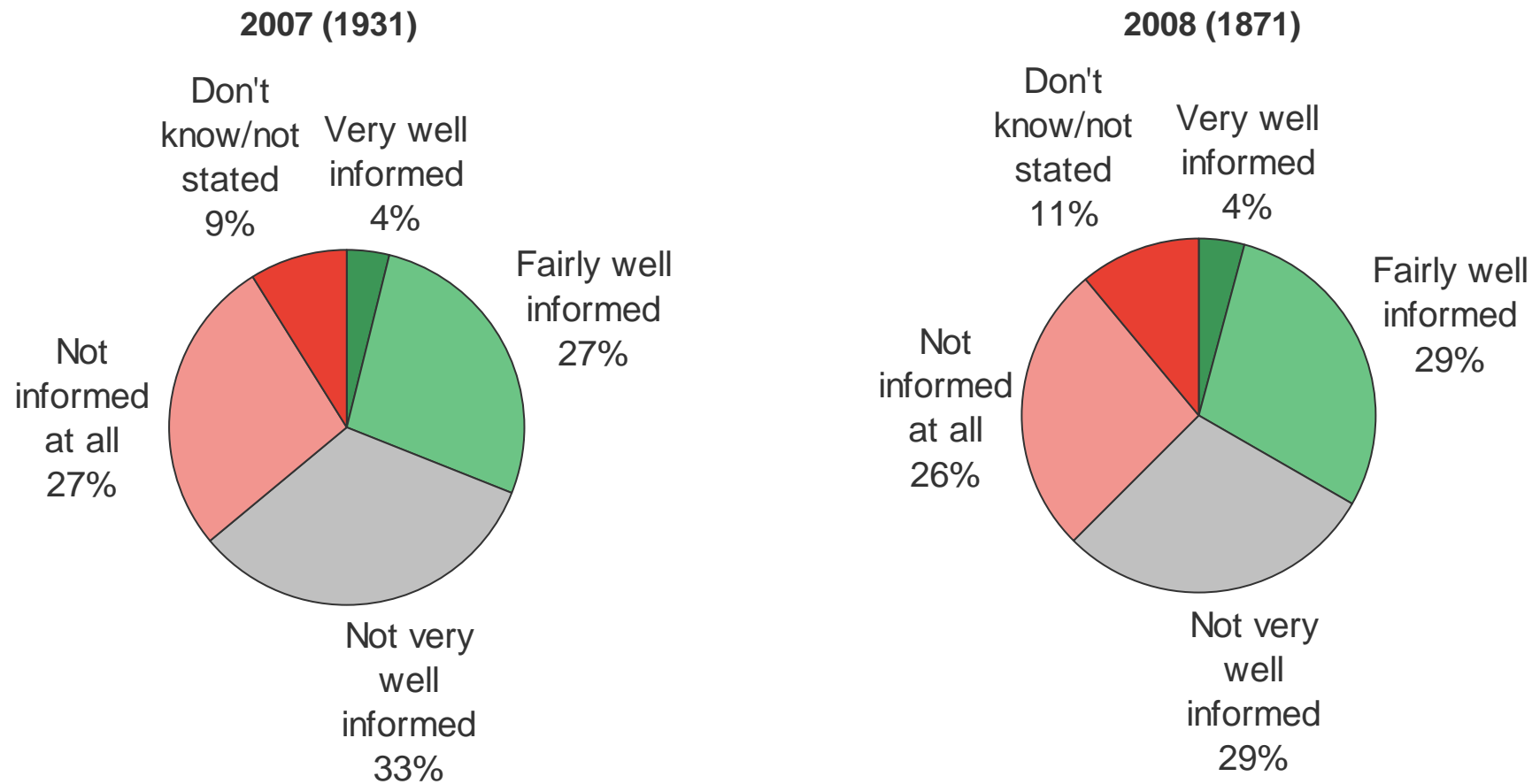
Using



Base: 1,871, all respondents, 22 May – 27 July, 2008

ASB initiatives : feel informed?

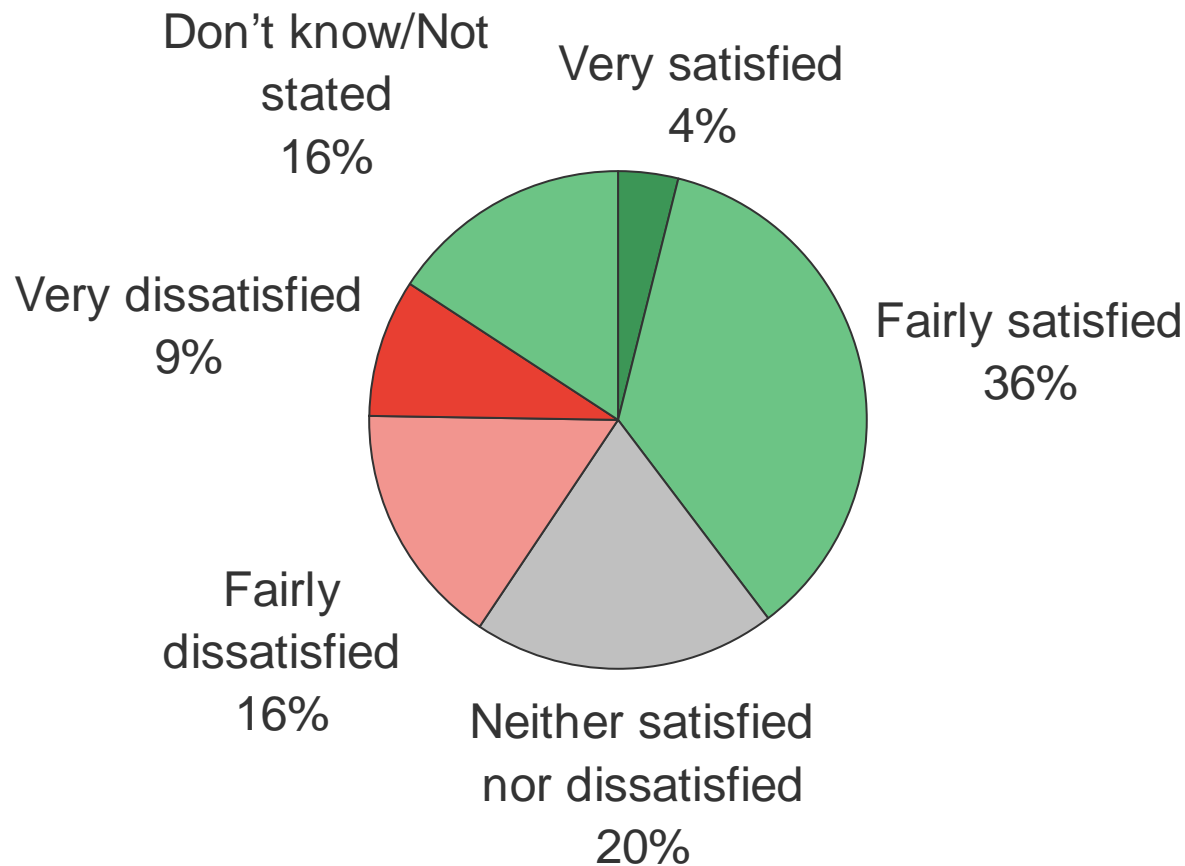
Q35. How well informed do you feel about what is being done to tackle anti-social behaviour in your neighbourhood?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Satisfaction with ASB actions

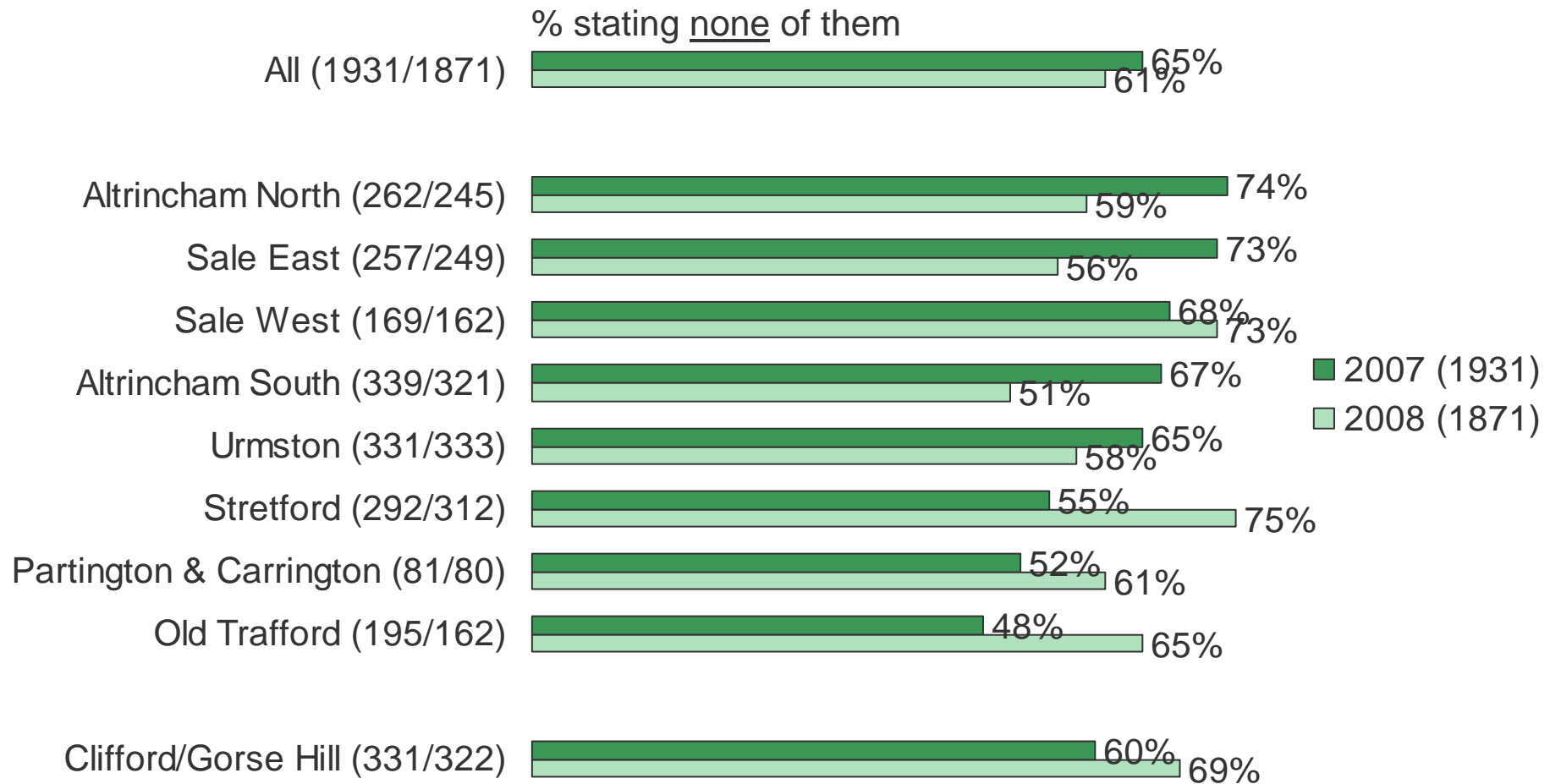
Q36. How satisfied or dissatisfied are you with what is being done by the police and Trafford Council to tackle anti-social behaviour in your area?



Base: 1,871, all respondents, 22 May – 27 July, 2008

(Non) Experience of crime

Q30. Have you experienced any of the following in the last 2 years?

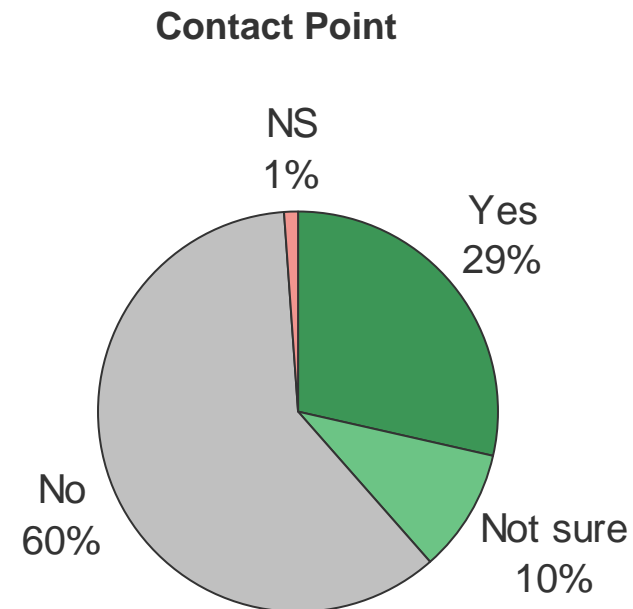
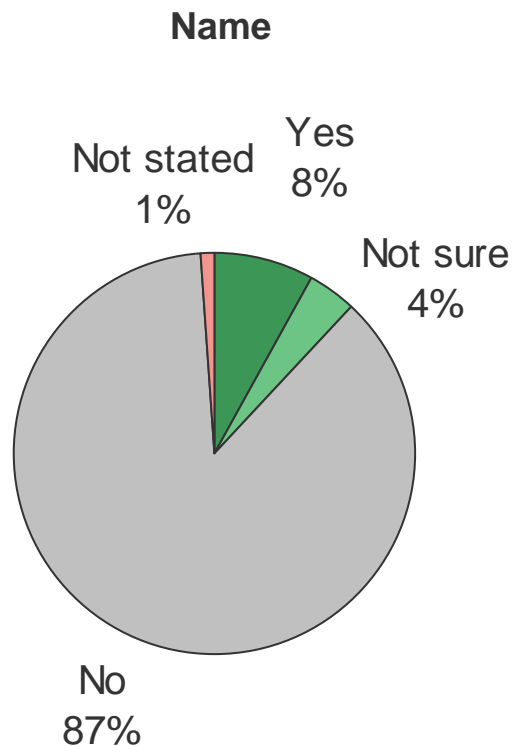


Base: (), all respondents, 22 May – 27 July, 2008

Neighbourhood Policing

Q32. Do you know the name of your local Neighbourhood Police Community Support Officer?

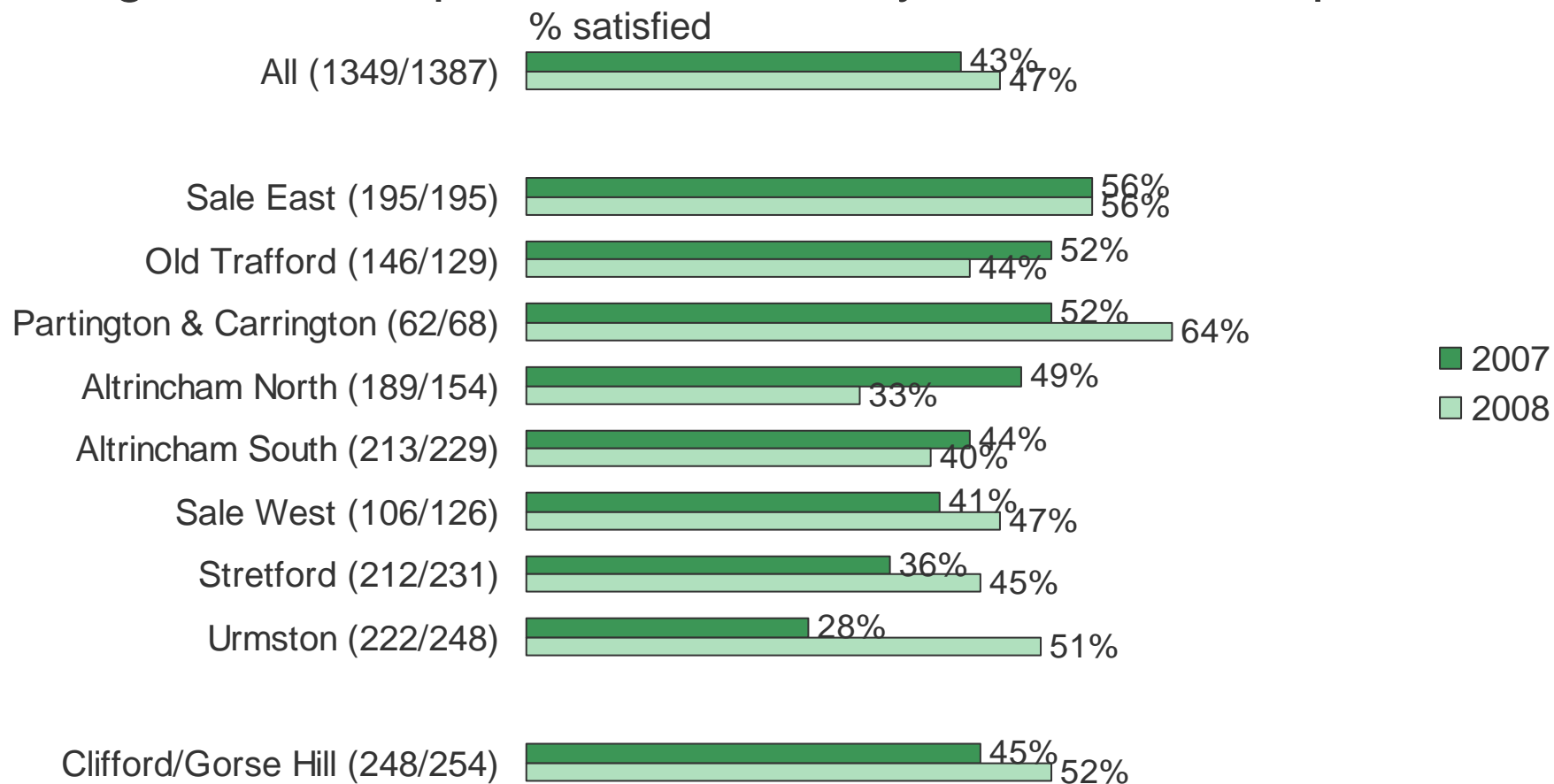
Q33. Do you know where your local Neighbourhood Police Community contact point is?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Satisfaction with Police appreciation of local problems

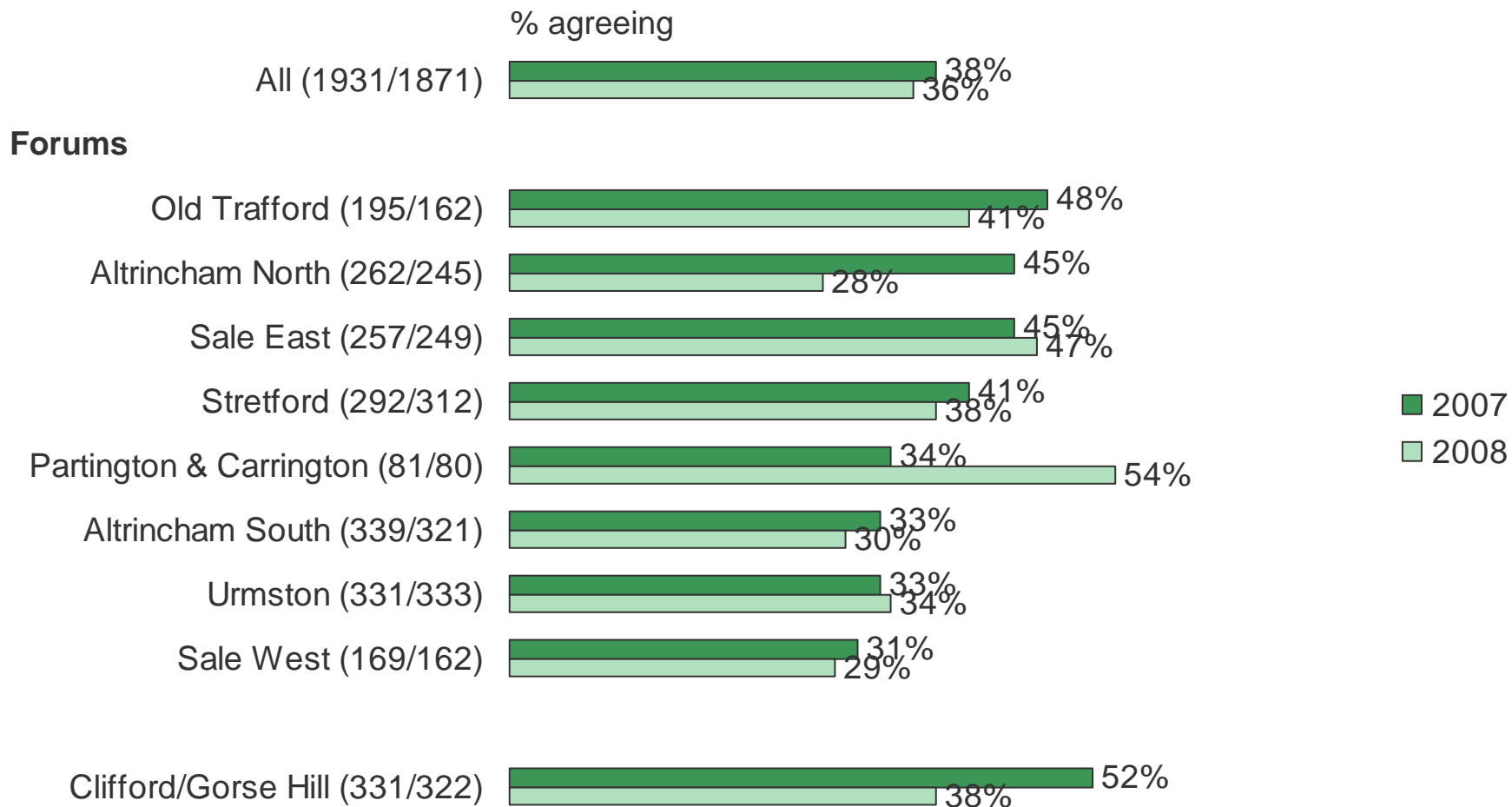
Q34g. How satisfied or dissatisfied are you with the following services provided through Neighbourhood Policing - How well the neighbourhood police understand your local areas problems?



Base: (), all respondents, 22 May – 27 July, 2008

Fear of crime : unjustified

Q37. To what extent do you agree or disagree with the following statements : I am probably more afraid of crime than I should be?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Summary

- What is happening in Partington & Carrington?
- What is not happening in Altrincham North and South?

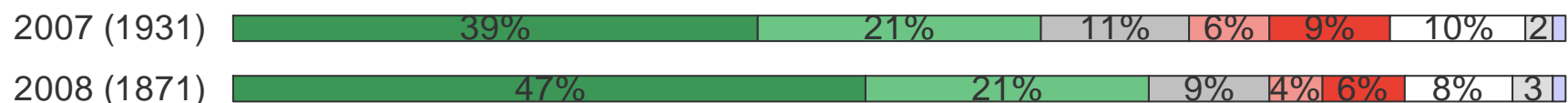
Culture & recreation

Frequency of using Council-run cultural/recreational facilities (I)

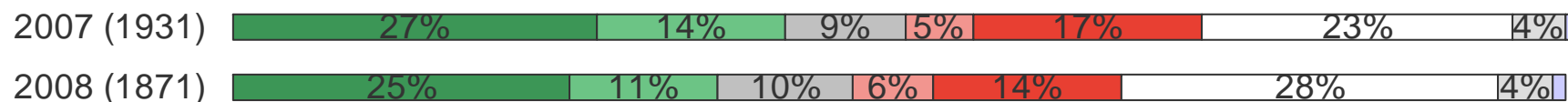
Q17. Please indicate how frequently you have used the following cultural and recreational services provided or supported by the Council in the last 12 months.

- At least once a week
- About once a month
- Within the last 6 months
- With the last year
- Longer ago
- Never used
- It does not apply/don't know
- Not stated

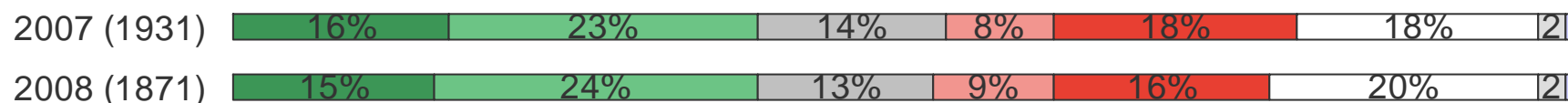
Parks and open spaces



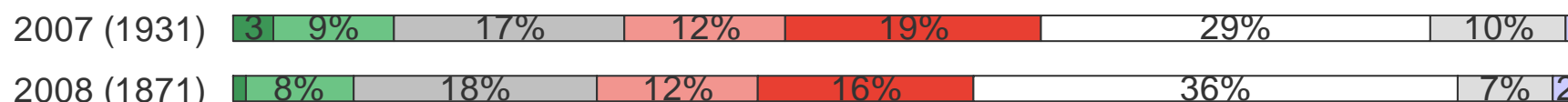
Sports/leisure facilities/events



Libraries



Theatres/concert halls



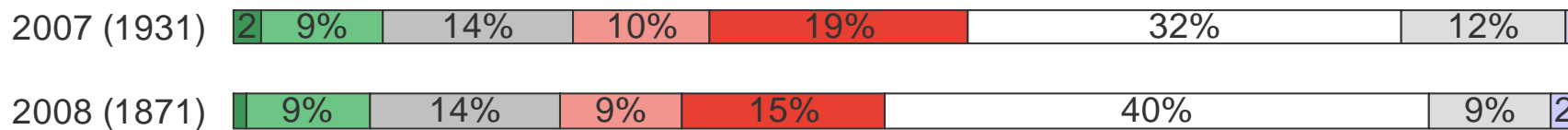
Base: 1,871, all respondents, 22 May – 27 July, 2008

Frequency of using Council-run cultural/recreational facilities (II)

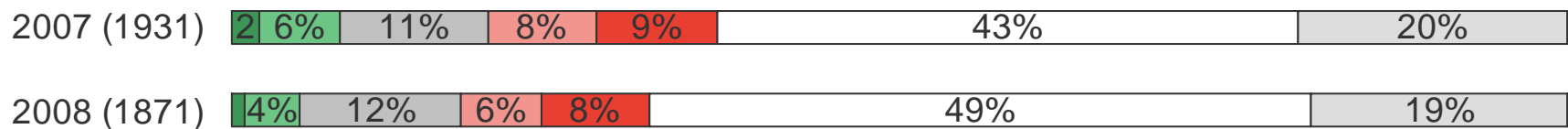
Q17. Please indicate how frequently you have used the following cultural and recreational services provided or supported by the Council in the last 12 months.

- At least once a week
- About once a month
- Within the last 6 months
- With the last year
- Longer ago
- Never used
- It does not apply/don't know
- Not stated

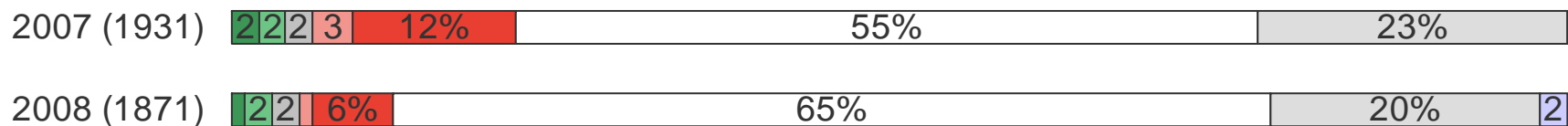
Museums and galleries



Waterside Arts Centre



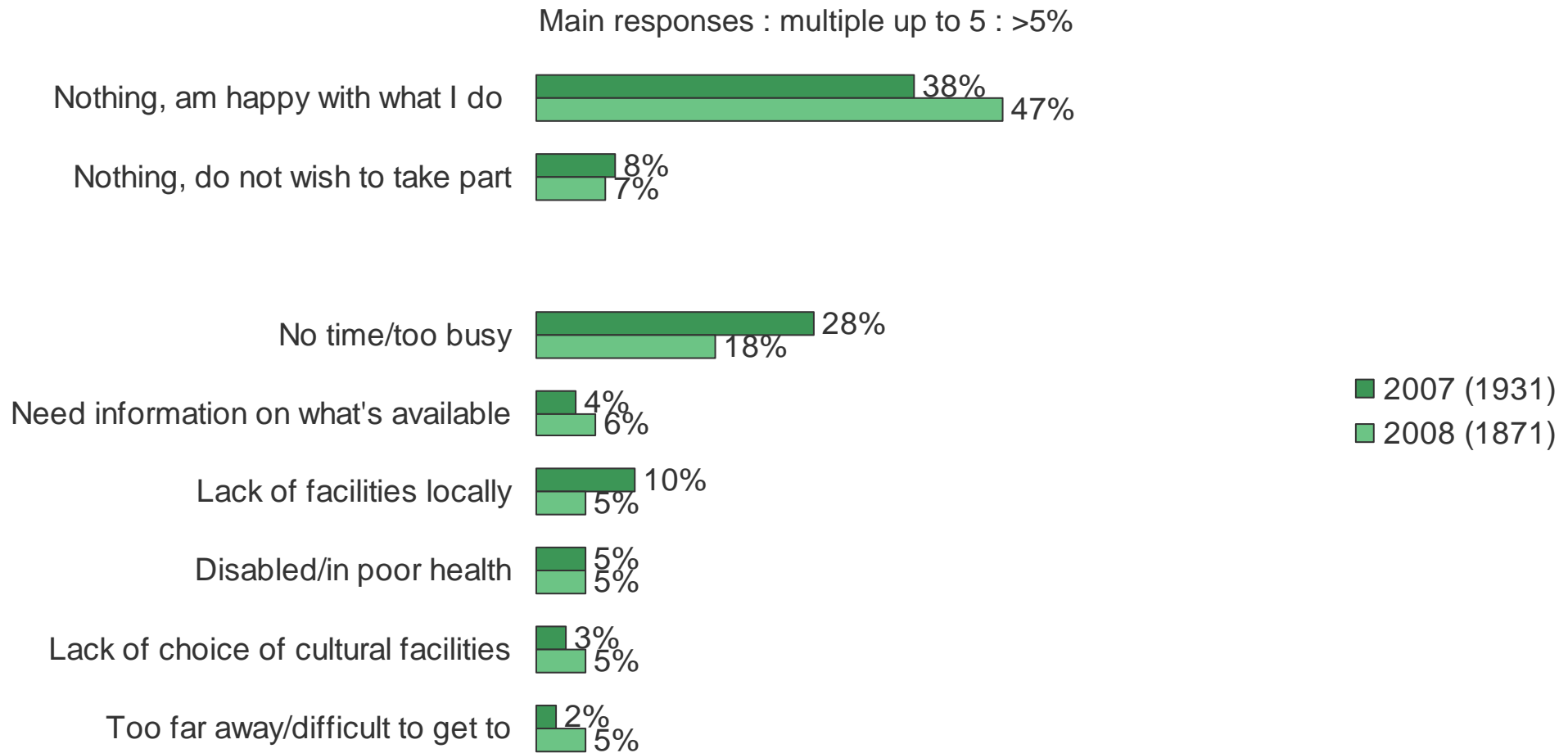
Youth centres



Base: 1,871, all respondents, 22 May – 27 July, 2008

What could encourage increased use?

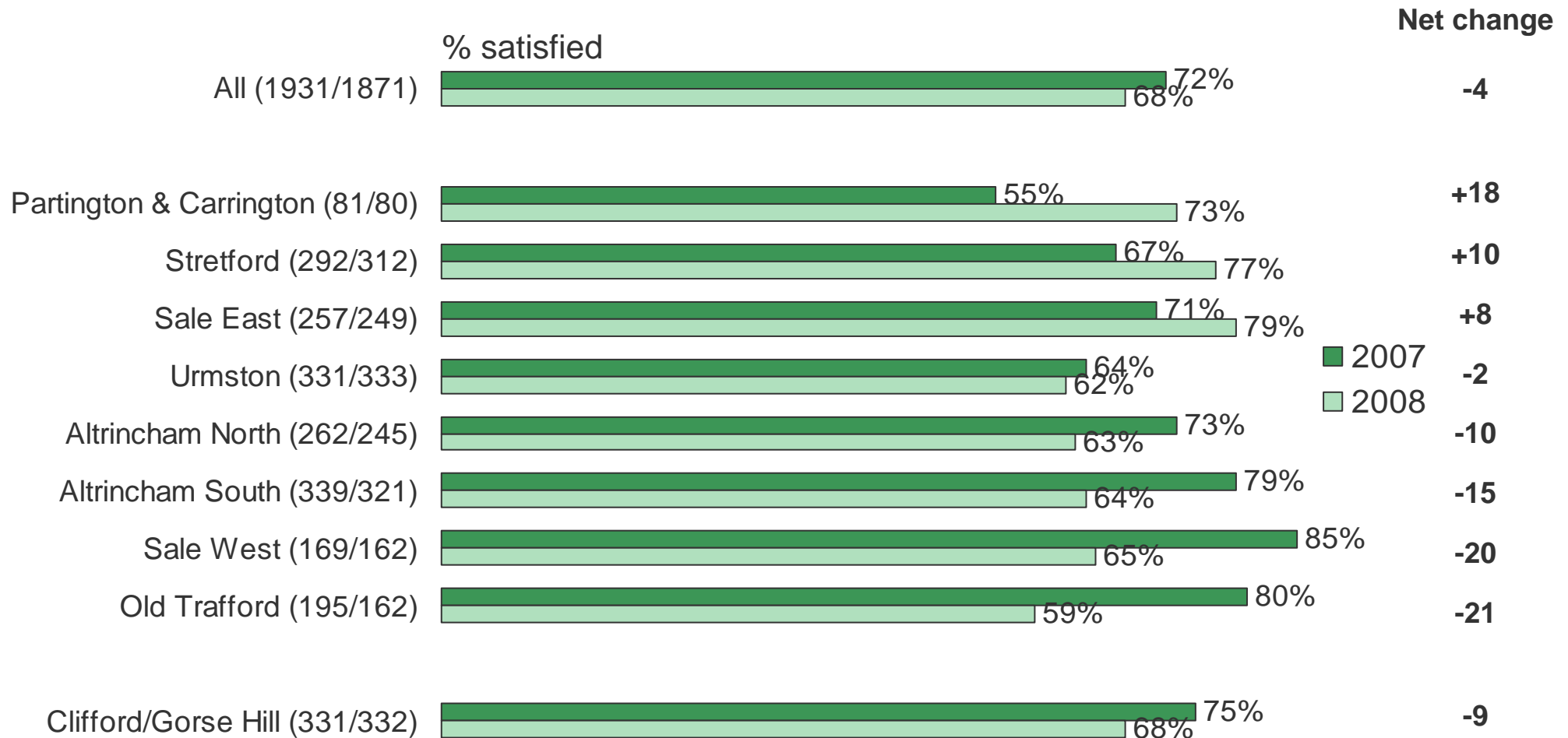
Q18. What, if anything, stops you from using any of these cultural and recreational activities more regularly?



Base: (), all respondents, 22 May – 27 July, 2008

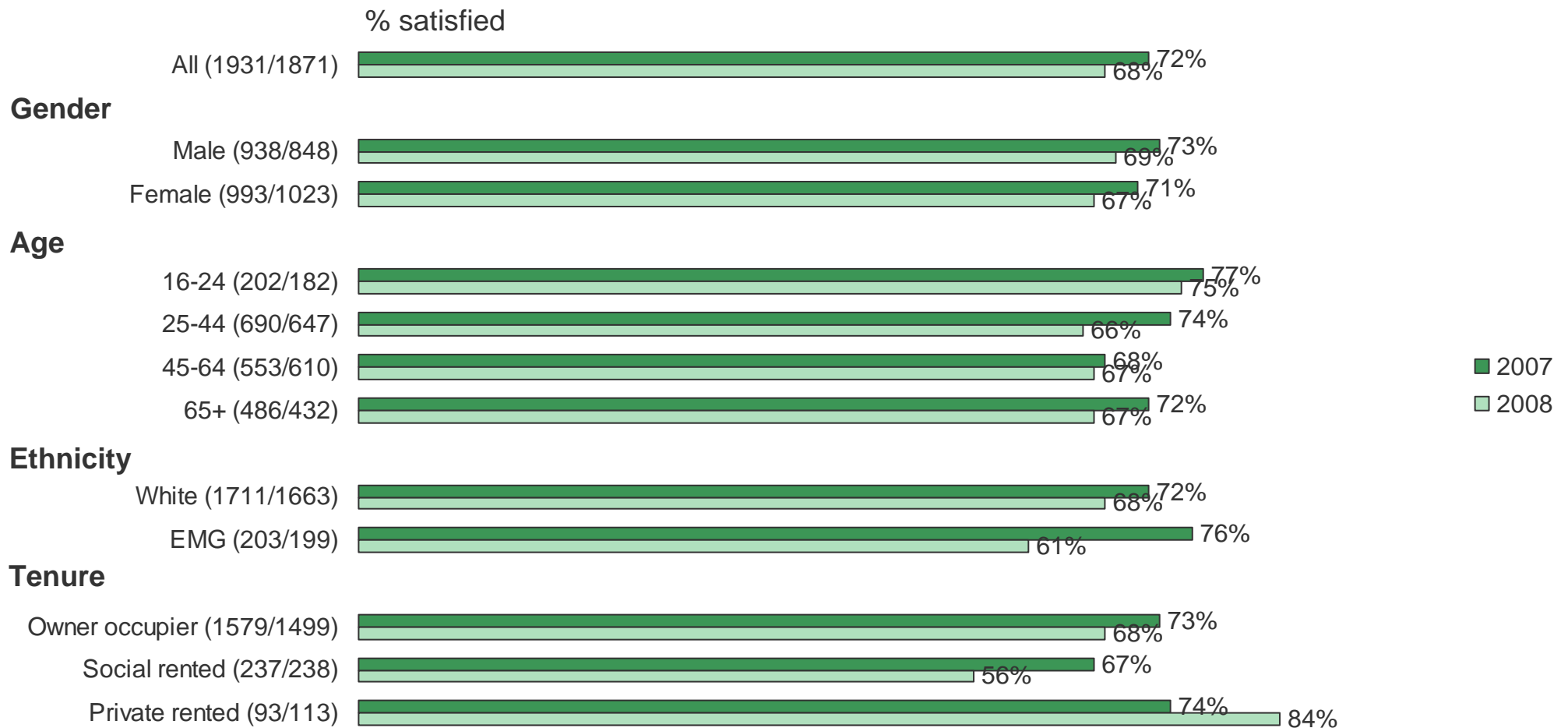
Leisure and cultural facilities overall

Q19. And generally, how satisfied or dissatisfied are you overall with the cultural and recreational facilities provided in Trafford?



Satisfaction with cultural/recreational facilities : overall

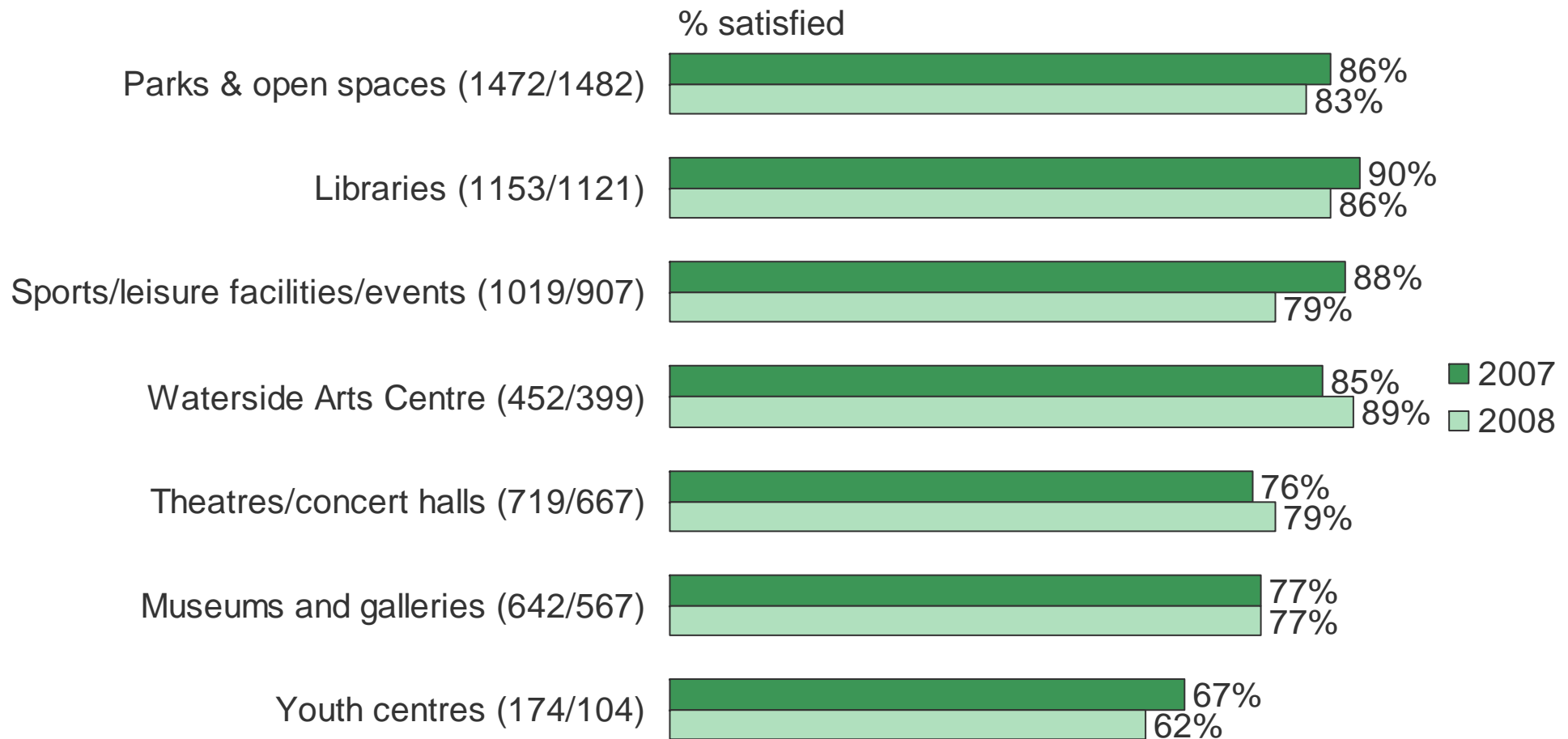
Q19. And generally, how satisfied or dissatisfied are you overall with the cultural and recreational facilities provided in Trafford?



Base: 1,871, all respondents, 22 May – 27 July, 2008

Leisure and cultural facilities : users

Q16. Please tell me how satisfied or dissatisfied you are with the following services provided or supported by Trafford Council.



Base: (), all users, 22 May – 27 July, 2008

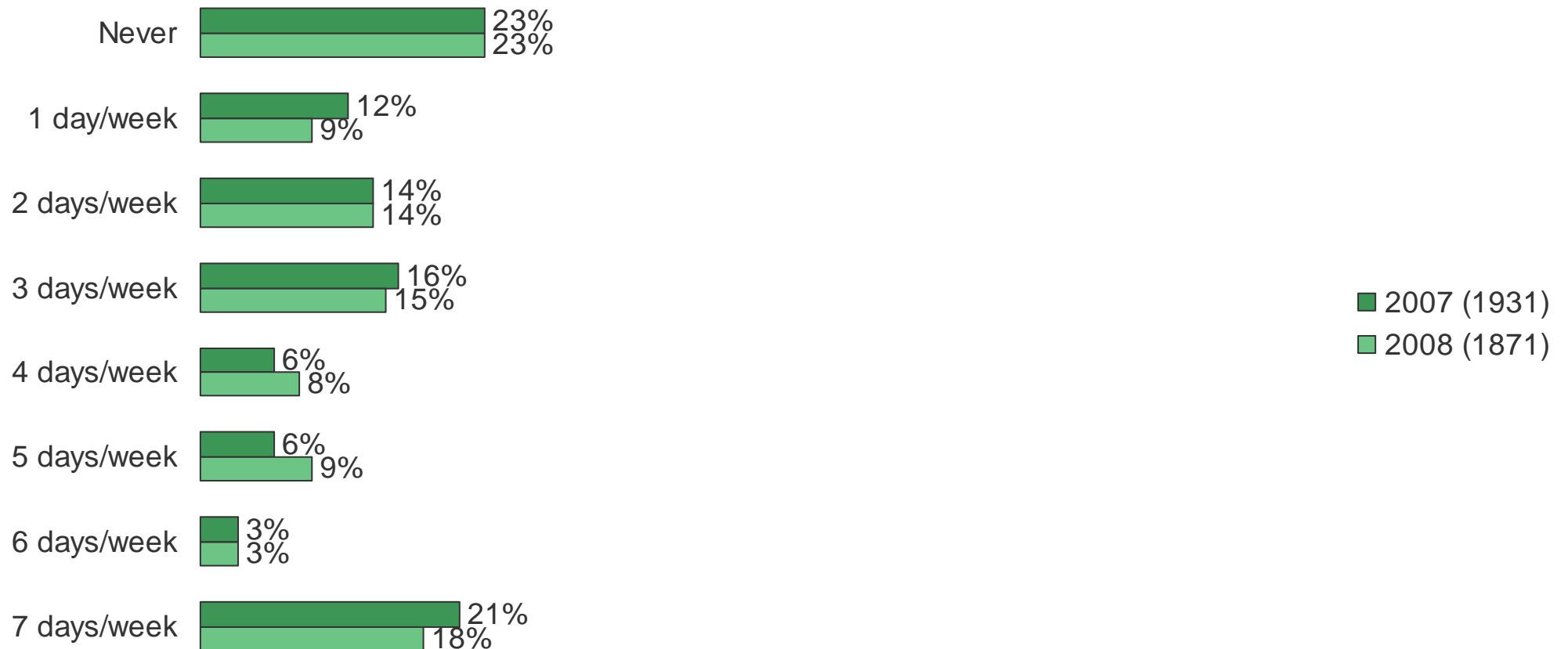
Summary

- Use may have fallen
- Satisfaction has fallen
- What is happening in sports and leisure facilities?

Physical & Social Wellbeing

Frequency of physical activity

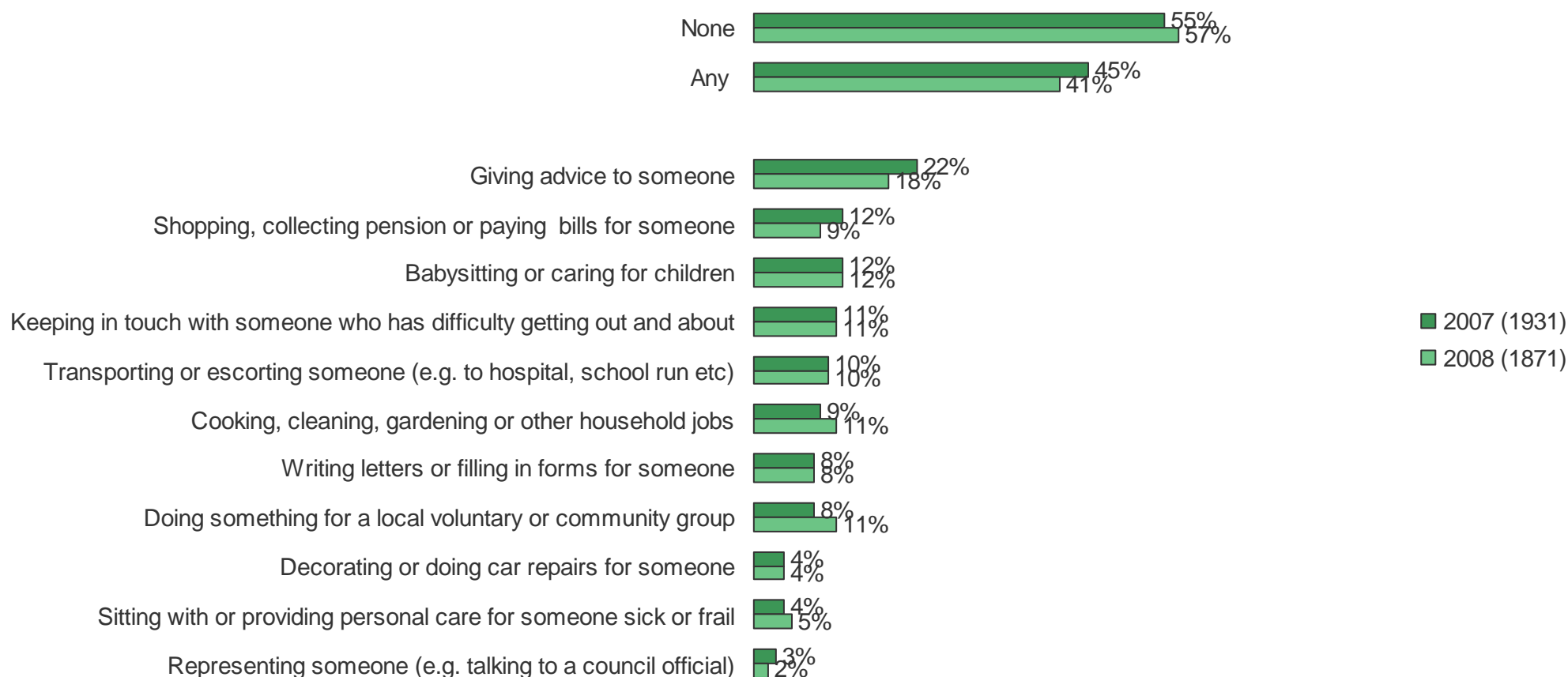
Q6. At the moment on how many days per week do you carry out at least 30 minutes physical activity or exercise such as those shown on this card.



Base: (), all respondents, 22 May – 27 July, 2008

Helping others in last 12 months

Q7. In the last 12 months have you done any of the things shown on the card unpaid for someone who is not a relative for at least two hours in a week?



Base: (), all respondents, 22 May – 27 July, 2008

Summary

- Exercise, down
- Volunteering, down

So...

- Are “positive” actions in some areas leading to “negative” reactions in others?