

Ipsos MORI

COUNCIL ↔ CULTURE ↔ RESIDENTS



Interaction issues based on Living in Trafford 2007 results

Presented by :
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19th September 2007



- Local Government Act 2000 placed a duty on LAs to prepare “Community Strategies” that will improve the way that residents are able to live, work, socialise and interact

- 3 year LAA survey programme from 2007 :
 - 2007 survey sets benchmarks
 - 2008-2009 surveys to monitor opinions against the 2007 baseline survey and targets for 2007-2009
 - internal benchmarking

- The presentation looking at the Cultural aspects

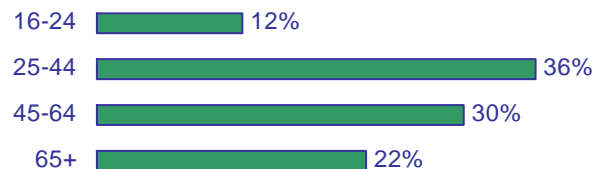
- 1,840 in-home interviews per wave :
 - benchmark achieved = 1,931
- quota controlled by age (16+), gender, ethnicity and working status
- 21 Wards :
 - 80 interviews in each of 19 Wards
 - 160 interviews in Clifford and Gorse Hill Wards
- results balanced to be representative of local population :
 - benchmark fieldwork from 06/04/07 to 19/06/07



**Sample
Profile**

Sample profile (I)

Age



Gender



Ethnicity



Employment



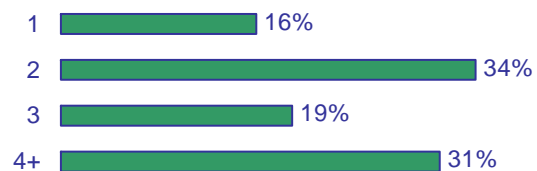
Disability



Registered disabled



Household Size

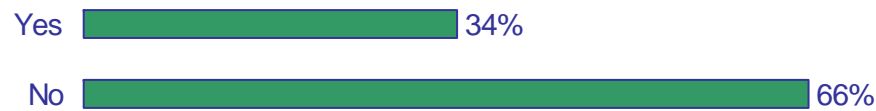


Sample profile (II)

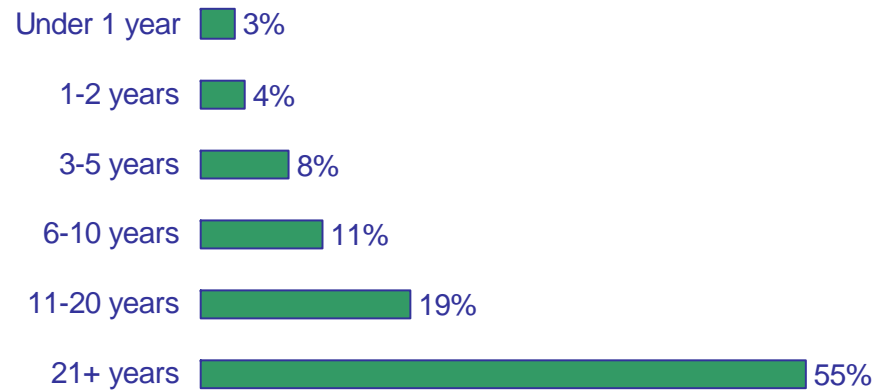
Qualifications



Children in H/H



Time in area



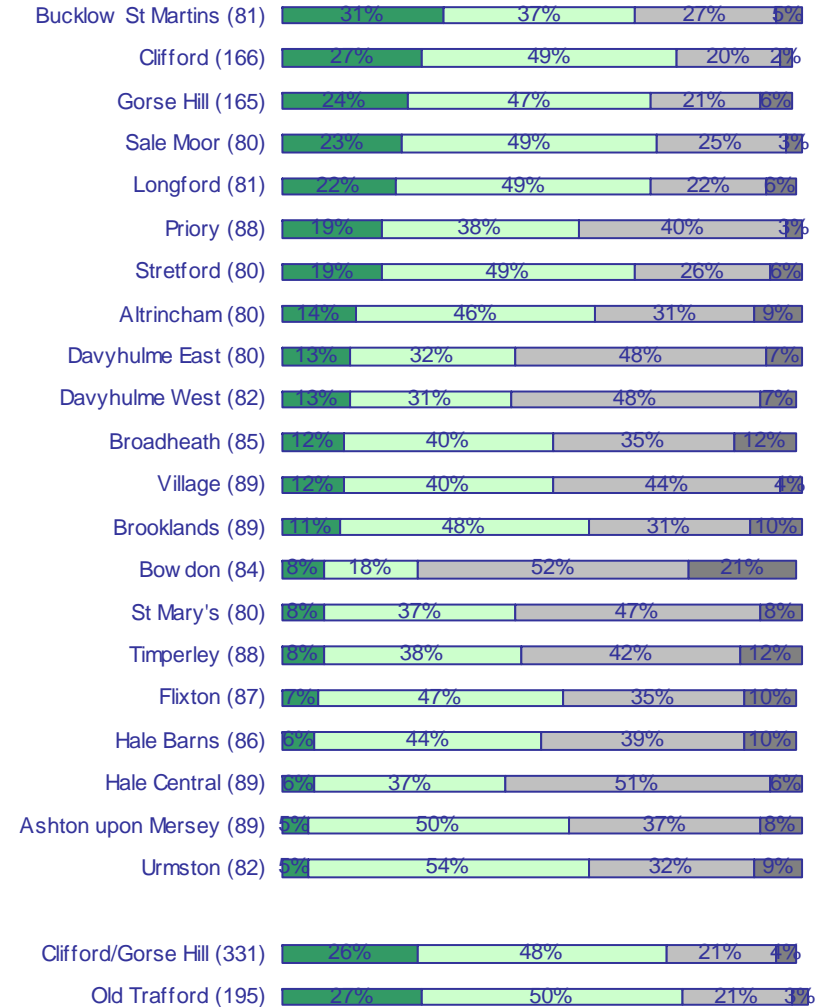
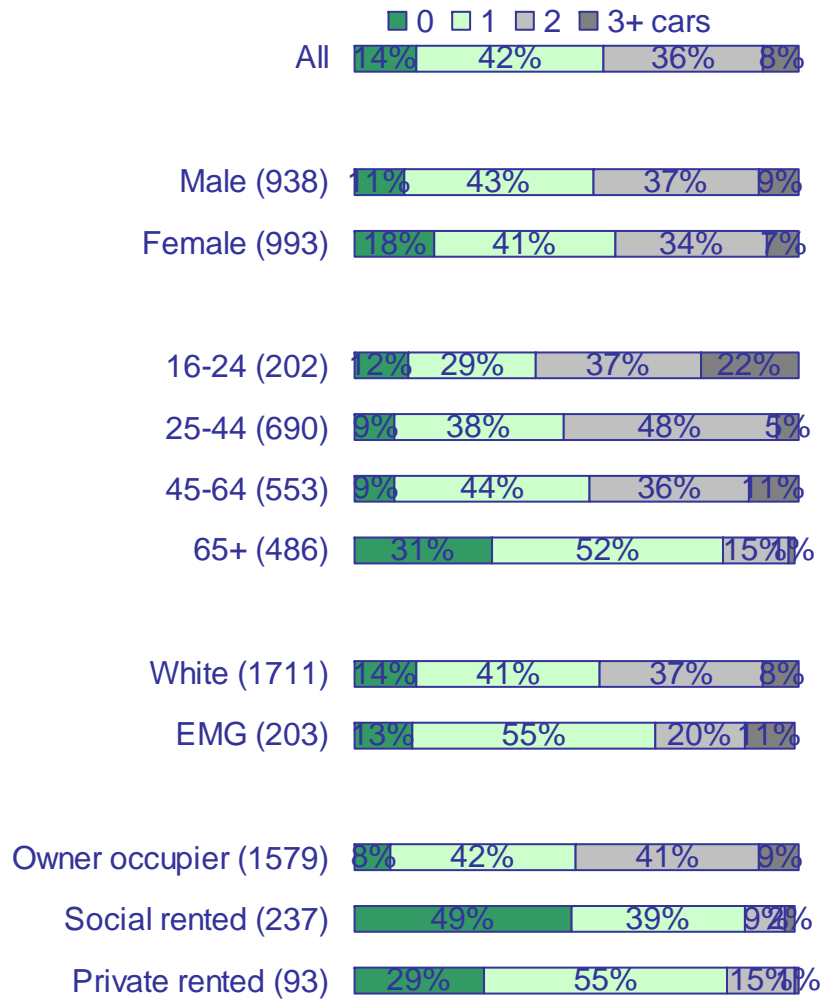
Don't know/can't remember | *%

- ...Trafford isn't all the same

A photograph of two hands, one above the other, holding a white rectangular card. The hands are positioned as if presenting the card. The card contains the text 'Access : getting out and about' in a bold, dark blue font. The background is a plain, light color.

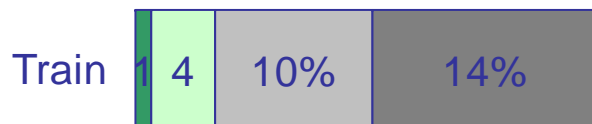
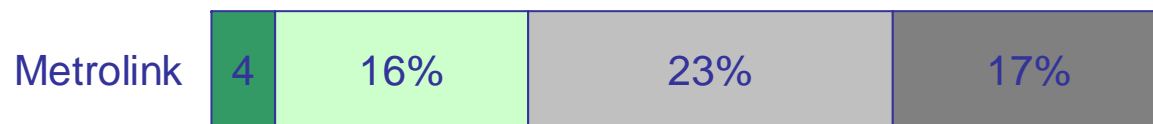
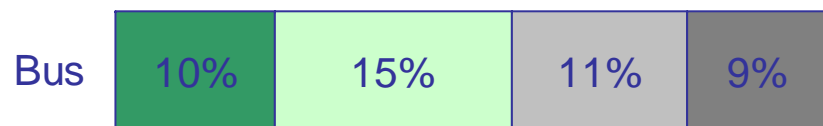
Access :
getting out
and about

Number of vehicles in household



Frequency of use of public transport modes

■ Almost everyday ■ At least once week ■ About once a month ■ Once every 6 months

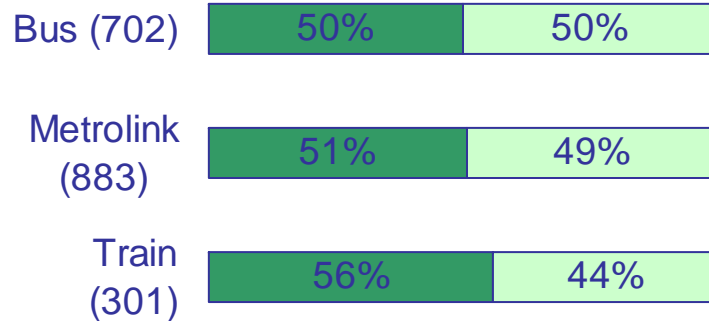


Public transport regular users : who?

% all using each mode at least monthly

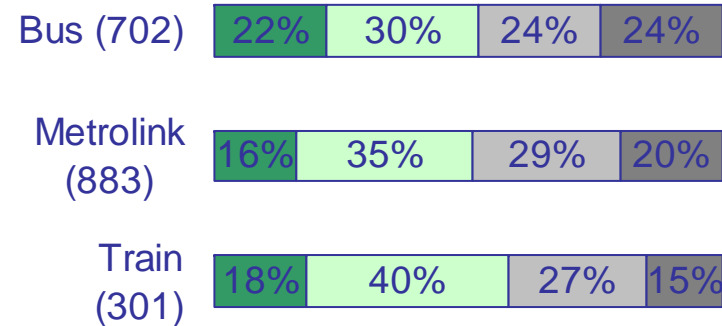
Gender

■ Male ■ Female



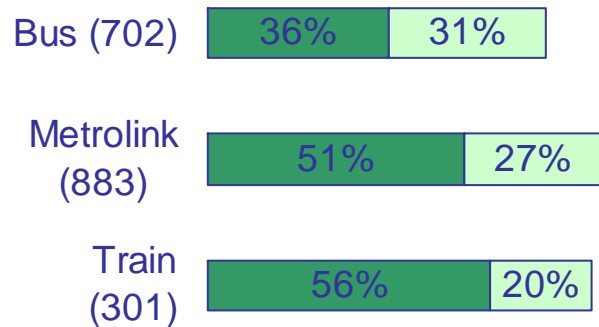
Age

■ 16-24 ■ 25-44 ■ 45-64 ■ 65+



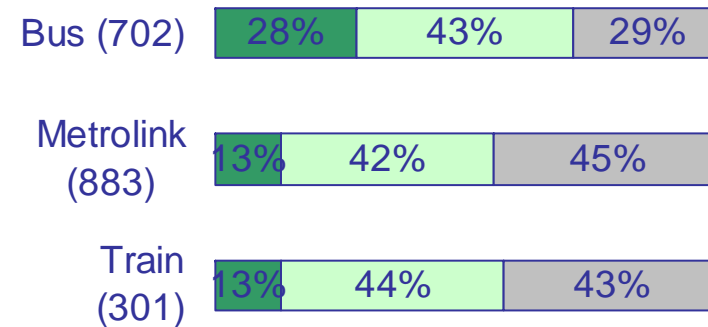
Working status

■ Working ■ Retired



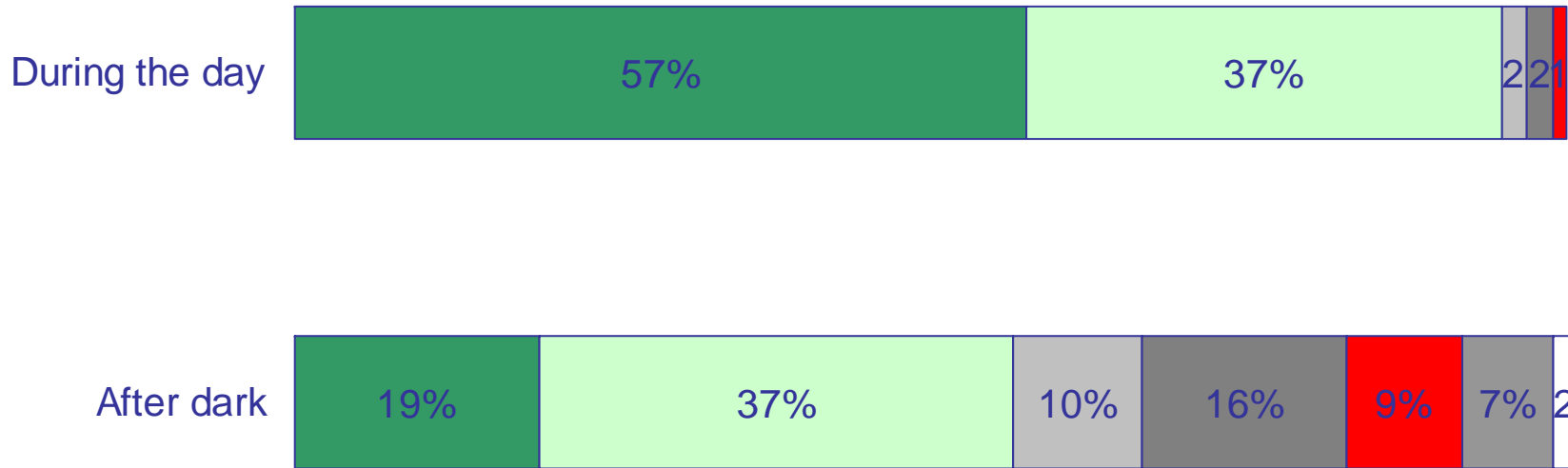
Household car ownership

■ 0 ■ 1 ■ 2+

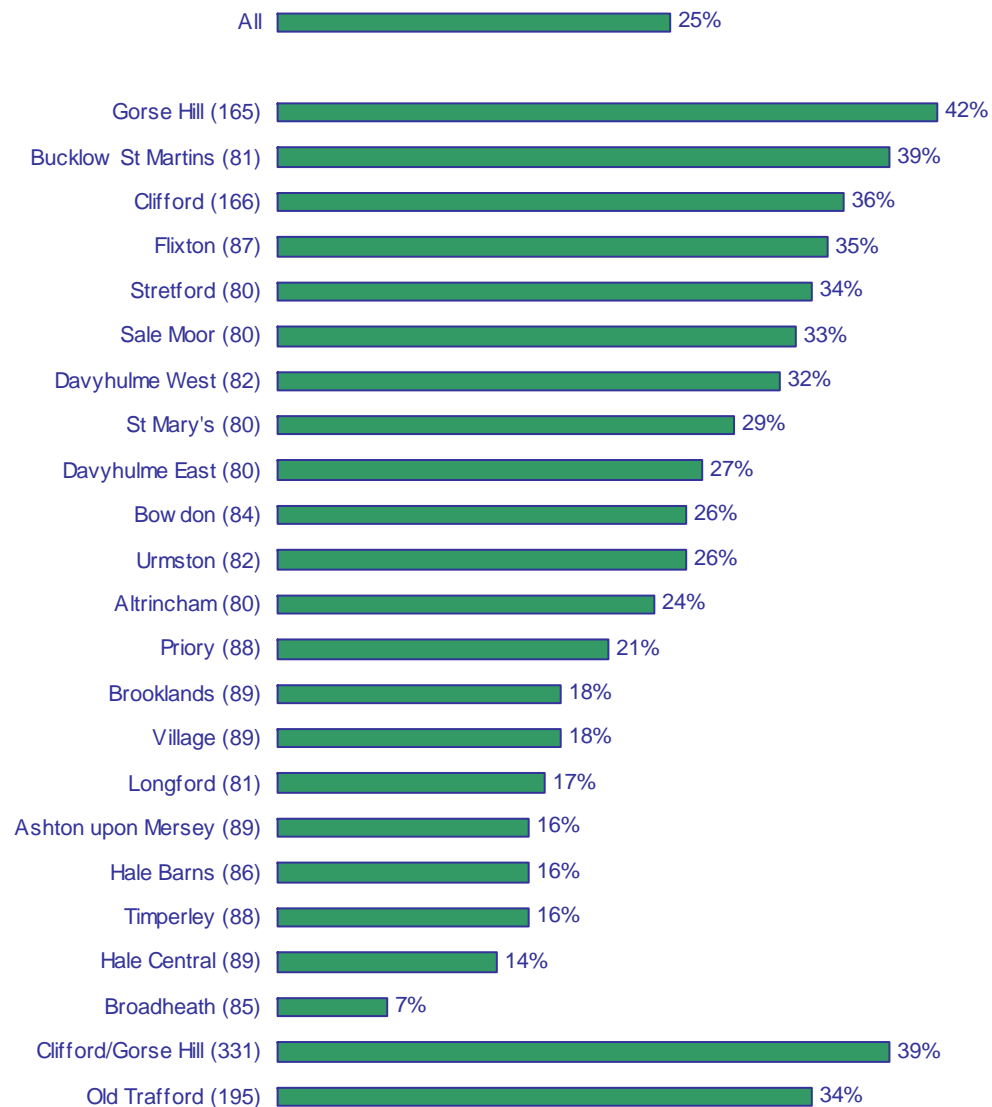


Safety when out alone

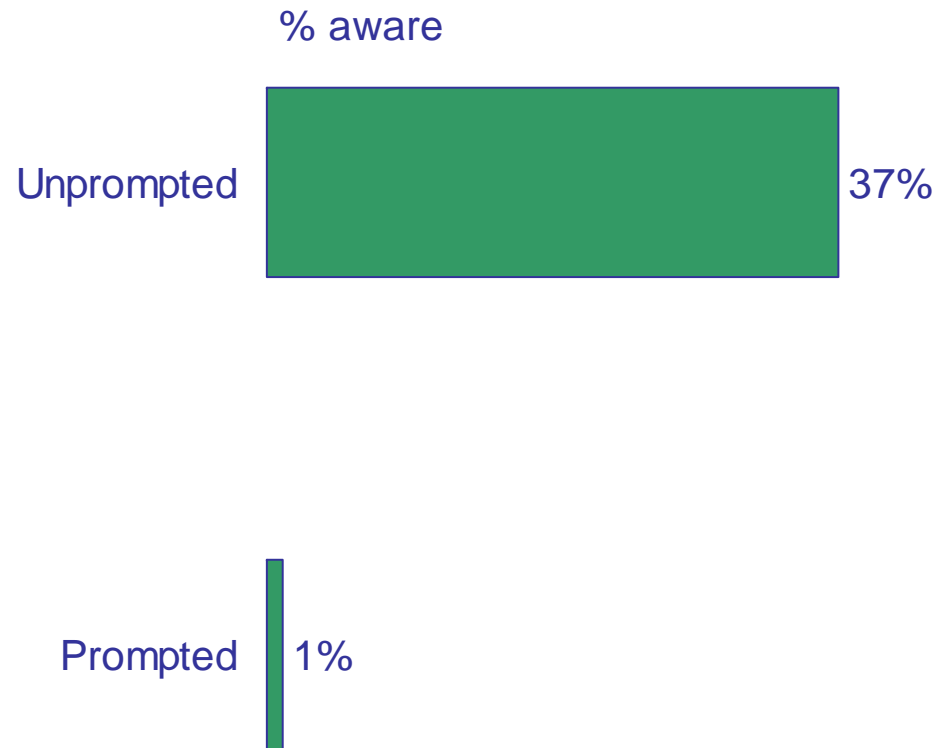
- Very safe
- Fairly safe
- Neither/nor
- Fairly unsafe
- Very unsafe
- Rarely/never go out often
- Don't know



Safety walking out alone after dark



Neighbourhood policing



■ Lowest car ownership

- Bucklow St Martins
- Clifford
- 65+

■ Highest bus dependency

- Clifford
- Old Trafford

■ Lowest perceived safety

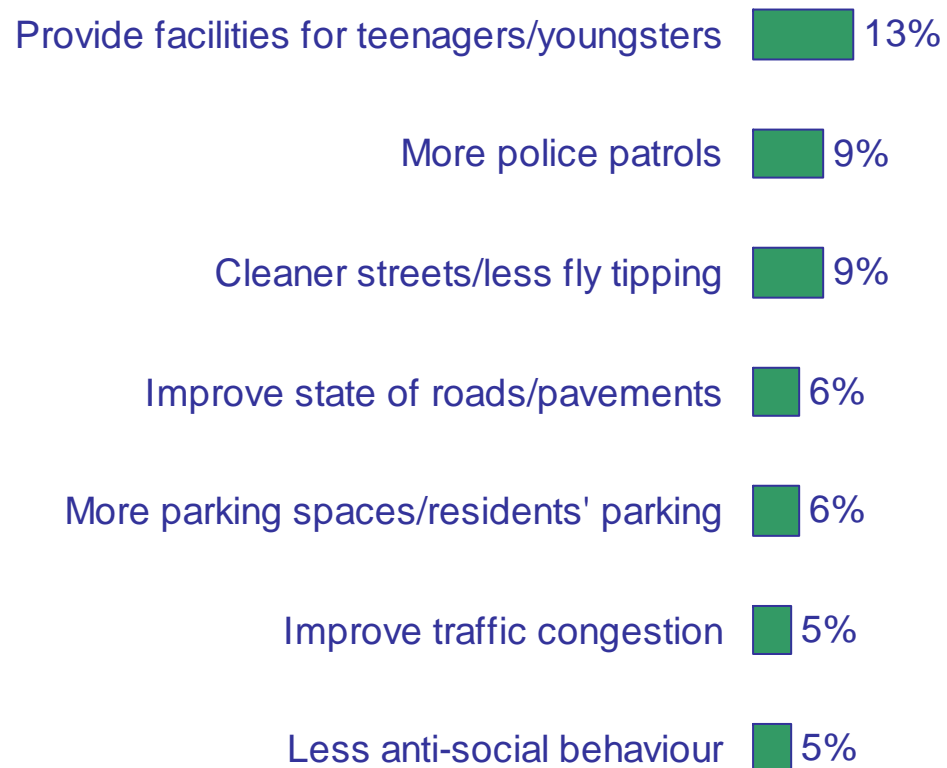
- Gorse Hill
- Bucklow St Martins
- Clifford



**Council
Facilities**

One improvement to your area

Main responses (spont)



Area of highest incidence

Old Trafford (26%)

Sale Moor (20%)

Longford (18%)

Davyhulme East (21%)

Priory (23%)

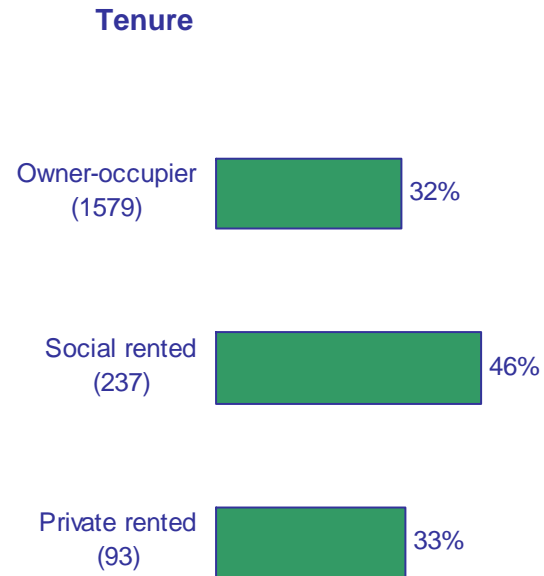
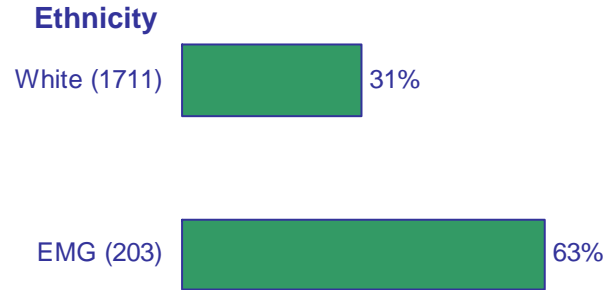
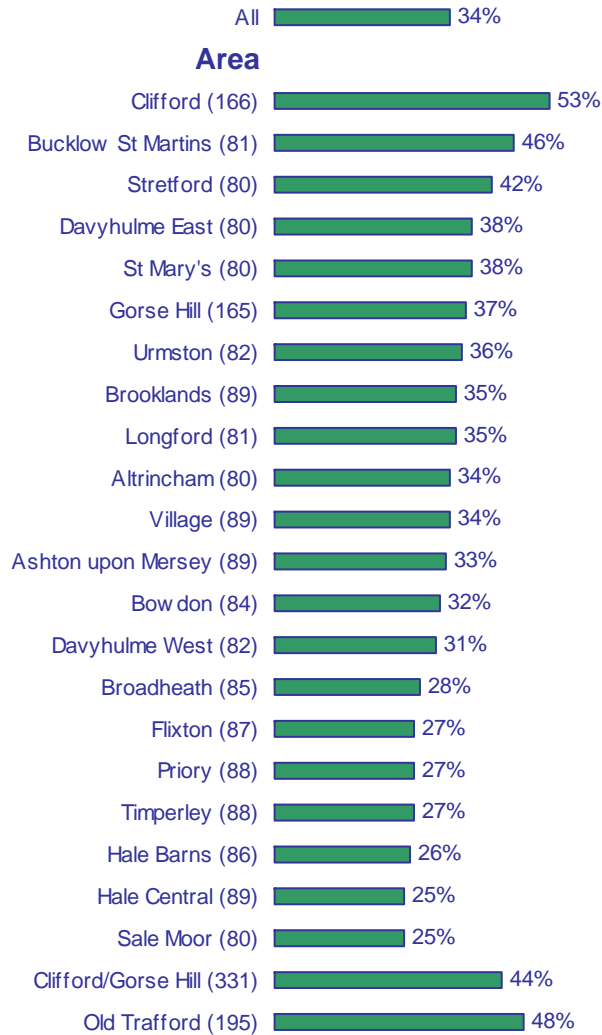
Bowdon (14%)

Stretford (10%)

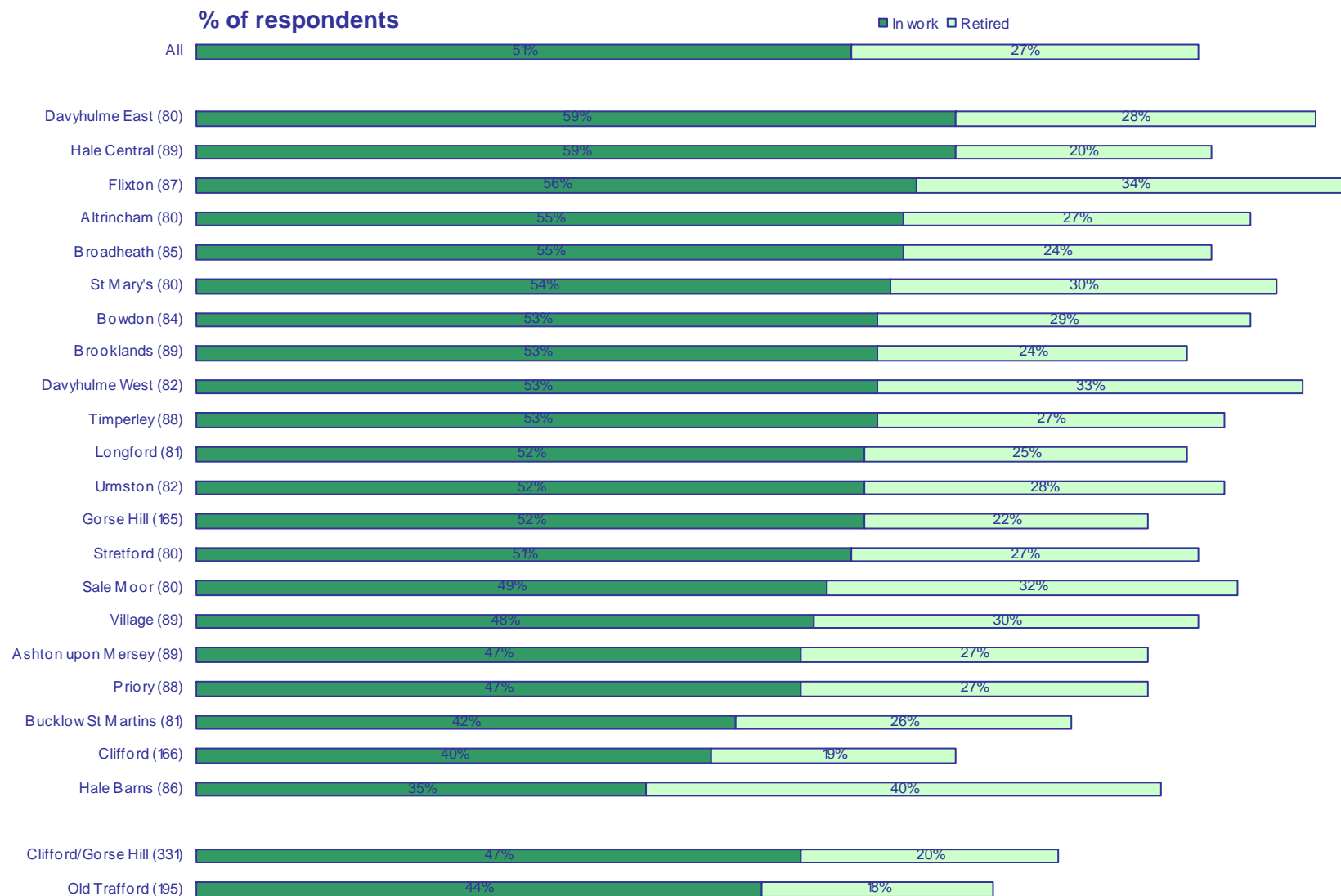
The Need?

Incidence of children in household

% of households with at least once child under 16



Incidence of employment/retirement



Base: All respondents (1931)

Exercise : need?

Frequency of carrying out at least 30 mins physical activity/day

1 day per week 12%

2 days per week 14%

3 days per week 16%

4 days per week 6%

5 days per week 6%

6 days per week 3%

7 days per week 21%

Never 23%

Any 77%

Recommended activity level

% doing on 5+ days/week

All (1931) 29%

Gender

Male (938) 28%

Female (993) 30%

Age

16-24 (202) 41%

25-44 (690) 29%

45-64 (553) 27%

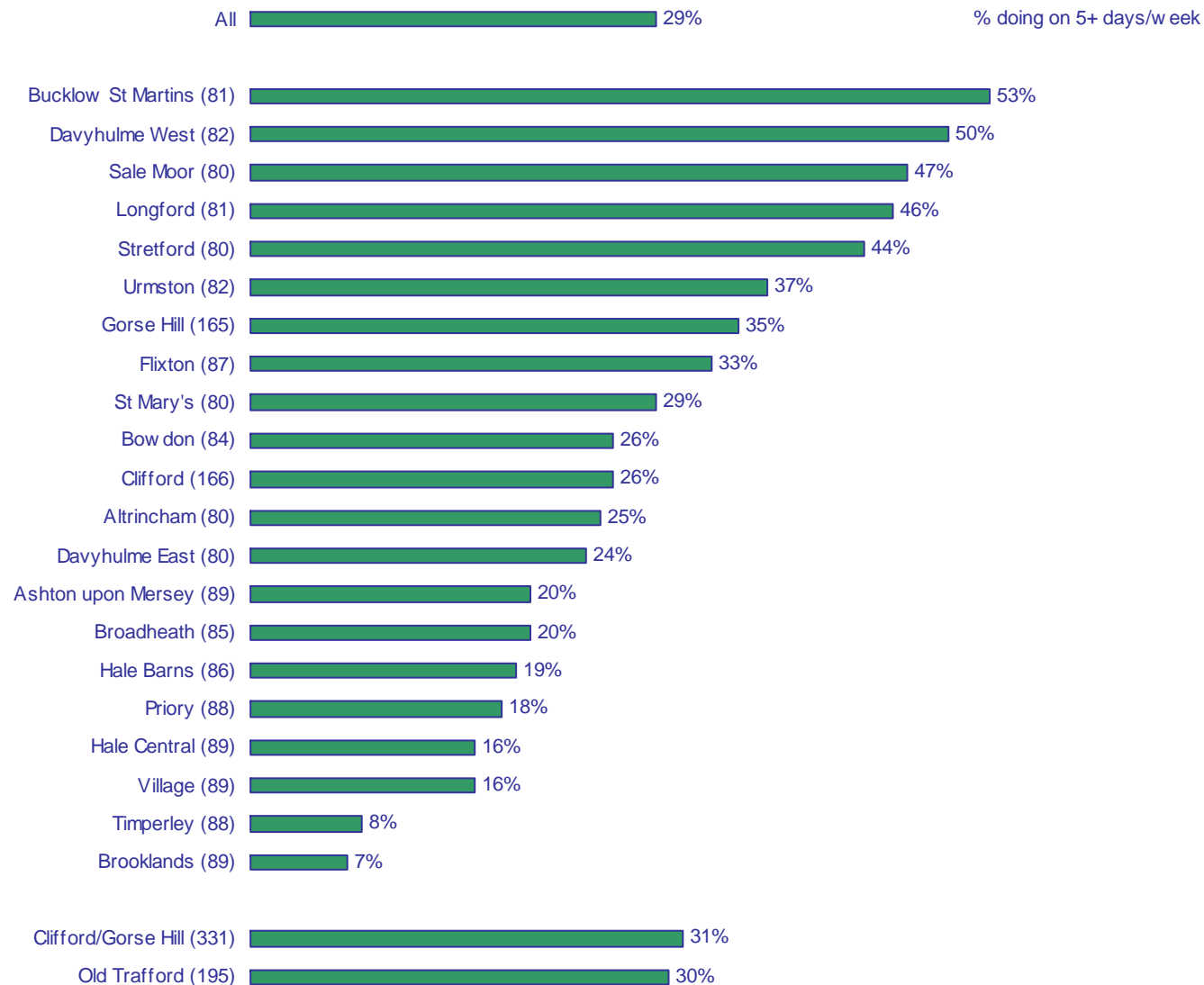
65+ (486) 26%

Ethnicity

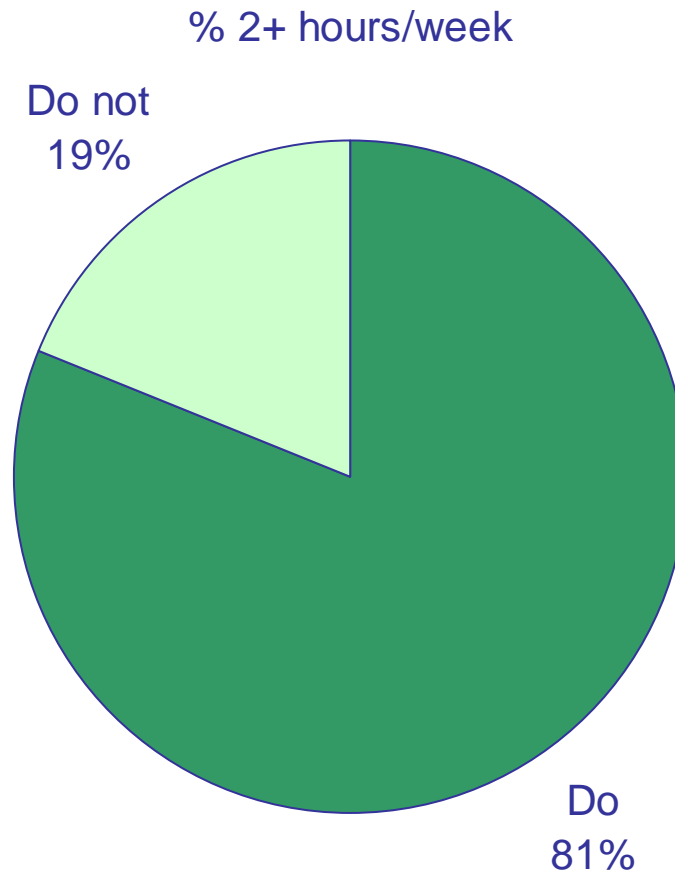
White (1711) 29%

EMG (203) 26%

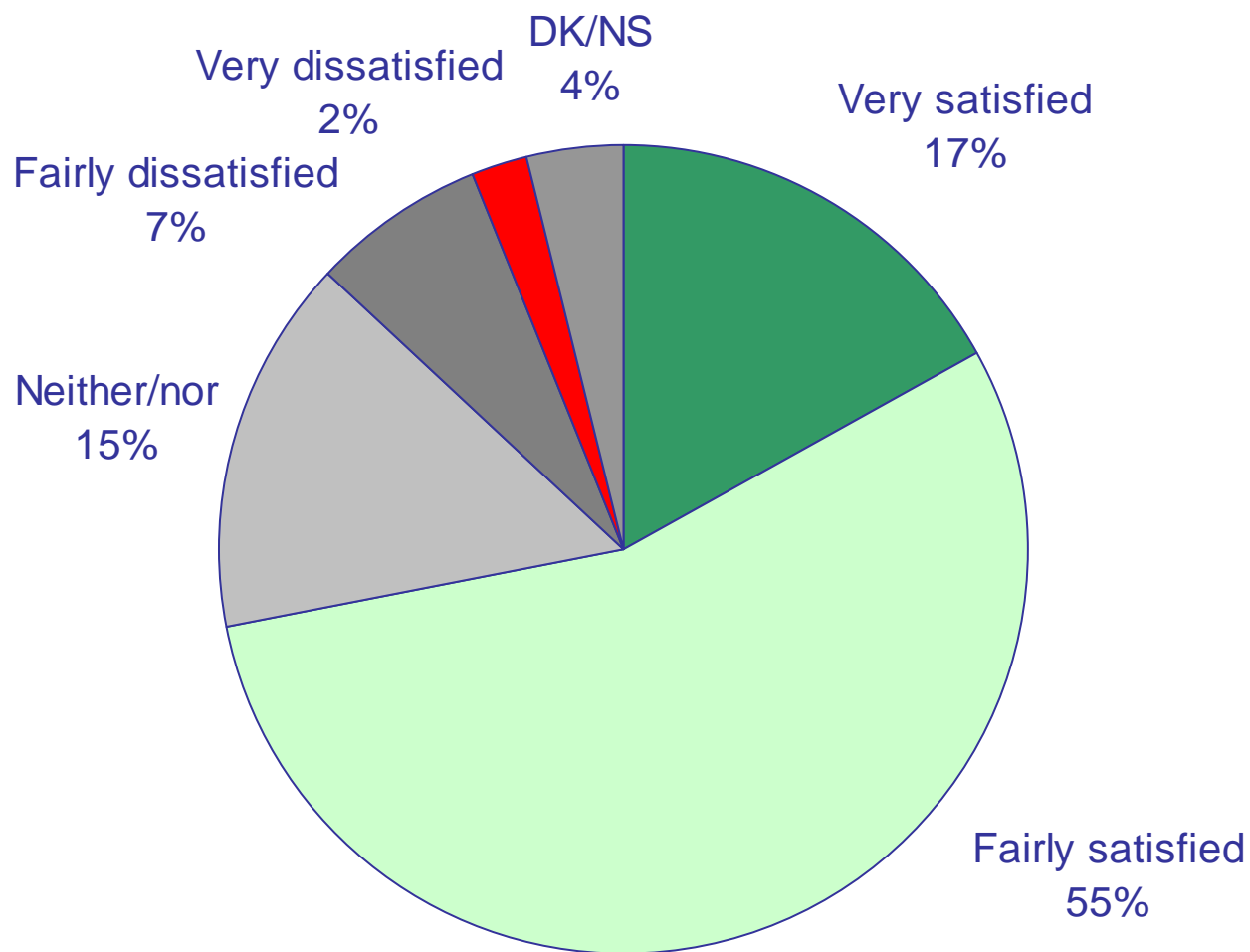
Recommended activity level



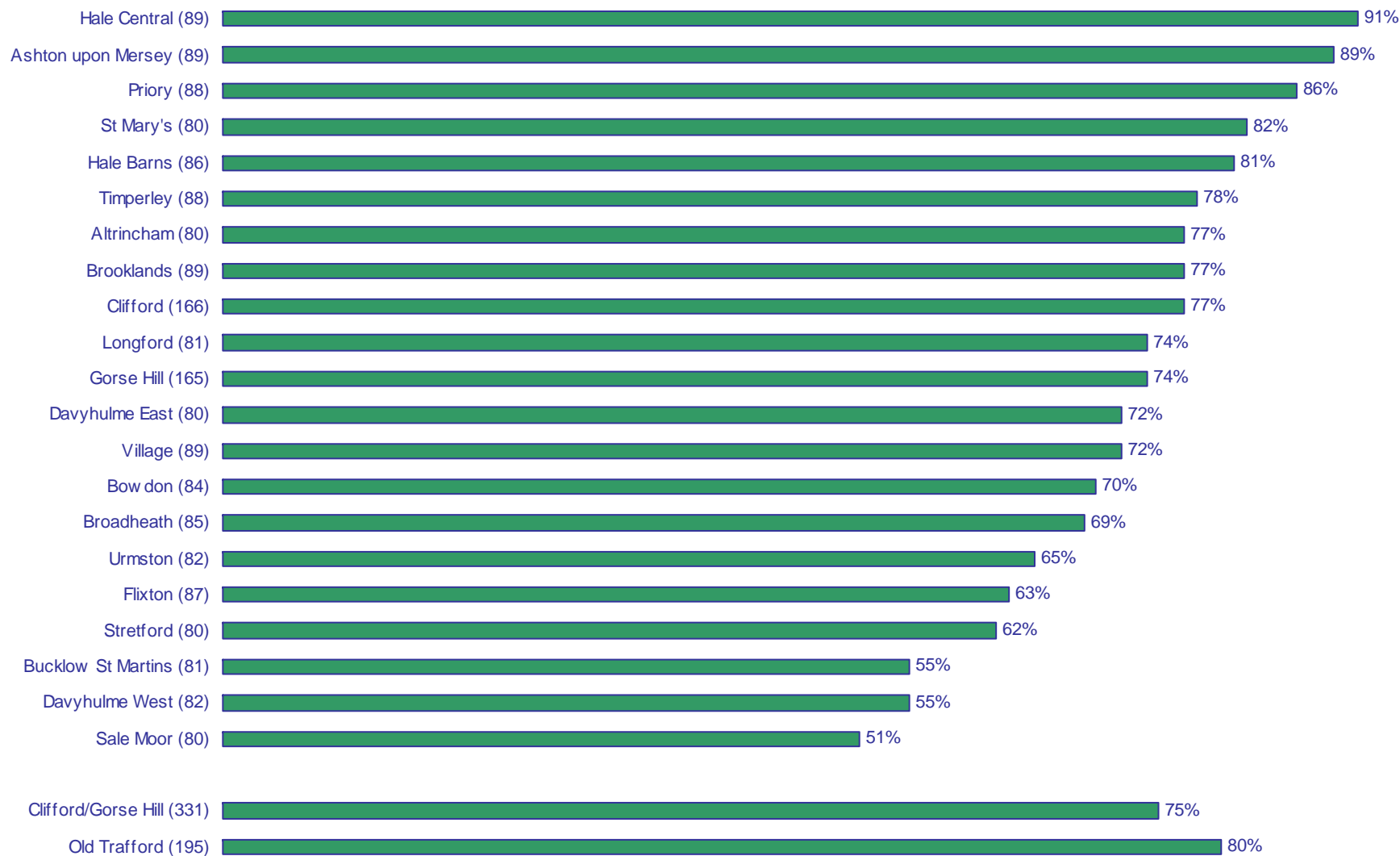
Frequency amongst young people



Satisfaction with cultural/recreational facilities



Satisfaction with cultural/recreational facilities



What could encourage increased use?

Main responses : multiple up to 5 : >5%

Nothing, am happy with what I do 38%

Nothing, do not wish to take part 8%

No time/too busy 28%

Lack of facilities locally 10%

Disabled/in poor health 5%

Change in the local area over the past 3 years



Net change : % better - % worse



The areas of most perceived changes

Aspect	Highest % improved	Highest % deteriorated
Sports and leisure facilities	Longford (44%) Bucklow St Martins (40%) Bowdon (39%)	Stretford (19%) Altrincham (16%) Clifford (15%)
Cultural facilities (libraries, cinemas, museums)	Altrincham (57%) Bowdon (46%) Broadheath (43%)	Bucklow St Martins (31%) Longford (29%) Urmston (27%)
Waterside Arts Centre	Sale Moor (66%) St Mary's (49%)	Gorse Hill (17%) Davyhulme West (13%)
The cleanliness of parks and open spaces	Bucklow St Martins (38%) Stretford (37%) Flixton (35%)	Flixton (28%) Altrincham (28%)
The amount of parks and open spaces	Longford (34%) Clifford (28%) Hale Barns (27%) Davyhulme West (27%)	Bucklow St Martins (27%) Gorse Hill (21%)
Facilities for young children	Bucklow St Martins (42%) Flixton (36%) Longford (35%)	Ashton upon Mersey (34%) Broadheath (34%)

The areas of most perceived changes (continued)

Aspect	 Highest % improved	 Highest % deteriorated
Community activities	Longford (35%) Clifford (31%) Bucklow St Martins (29%)	Urmston (33%) Davyhulme East (31%)
Activities for teenagers	Bowdon (32%) Clifford (22%) Longford (22%)	Davyhulme East (58%) Flixton (50%) Sale Moor (50%) Brooklands (50%)

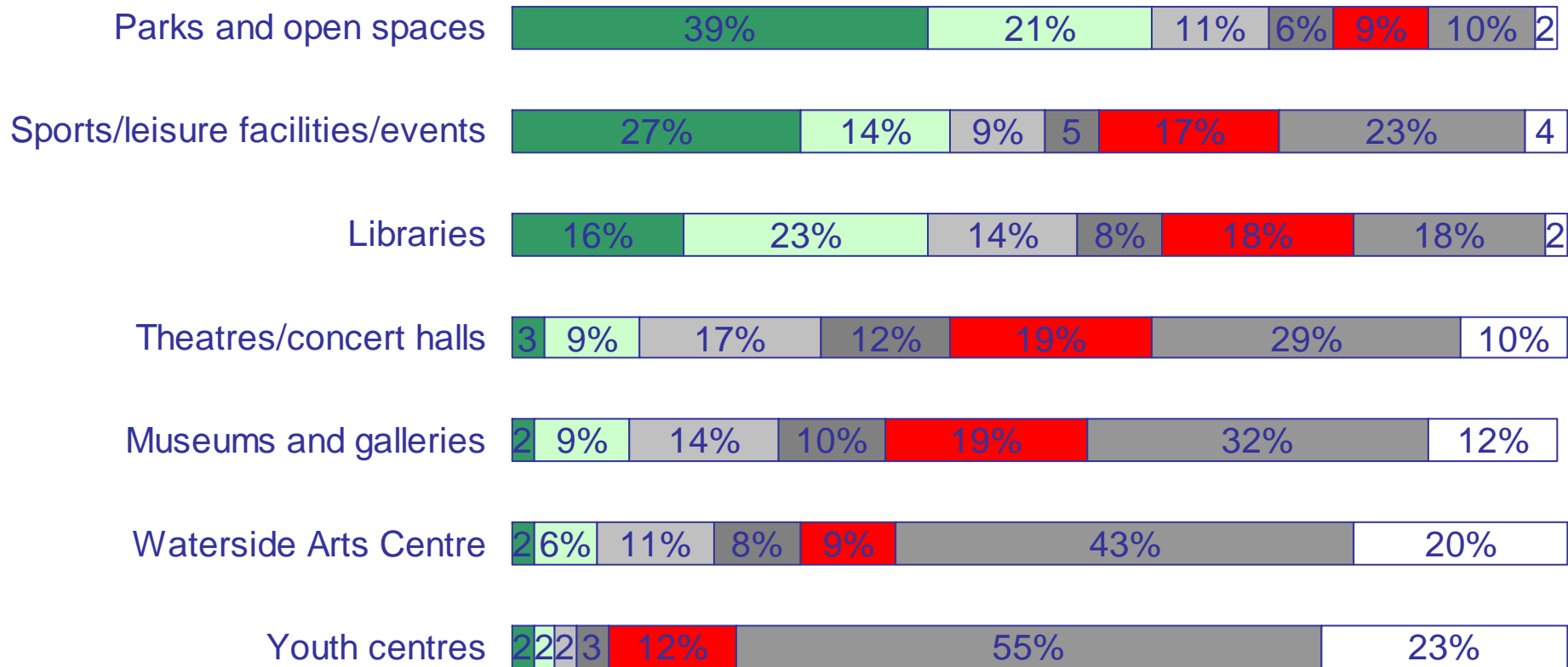
The areas of most perceived changes

Most children?	Clifford Bucklow St Martins
Most retired?	Hale Barns Flixton Davyhulme West Sale Moor
Least exercise	Brooklands Timperley
Least satisfaction with your cultural offer	Sale Moor Davyhulme West Bucklow St Martins
Most improvement	Longford Bucklow St Martins Clifford Bowdon

Use & Satisfaction

Frequency of using Council-run cultural/recreational facilities

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



Use of cultural/recreational facilities

Activity	Higher incidence (■)	Lower incidence (■)
Parks & open spaces (60%)	Men (63%) 16-24% (72%) 25-44 (72%) Children in h/h (74%) Working (67%) Houseperson/carer (73%) Bowdon (74%) Gorse Hill (72%) Clifford/Gorse Hill (68%)	Women (58%) 45-64 (54%) 65+ (42%) No children in h/h (53%) Unemployed/sick (49%) Retired (46%) Hale Barns (43%) Davyhulme West (46%) Broadheath (47%)
Sports/leisure facilities/events (41%)	Men (44%) 16-24 (62%) 25-44 (54%) In education (66%) Working (49%) Children in h/h (54%) Longford (53%) Gorse Hill (49%) ABC1 (47%)	Women (38%) 45-64 (31%) 65+ (20%) Unemployed/sick (32%) Retired (22%) No children in h/h (34%) Stretford (25%) Sale Moor (27%) C2DE (32%)
Libraries (38%)	25-44 (45%) EMG (46%) In education (51%) Houseperson/carer (50%) Children in h/h (49%) Hale Central (55%)	45+ (33%) White (37%) Retired (34%) No children in h/h (32%) Social renters (31%) Sale Moor (24%) Flixton (27%)

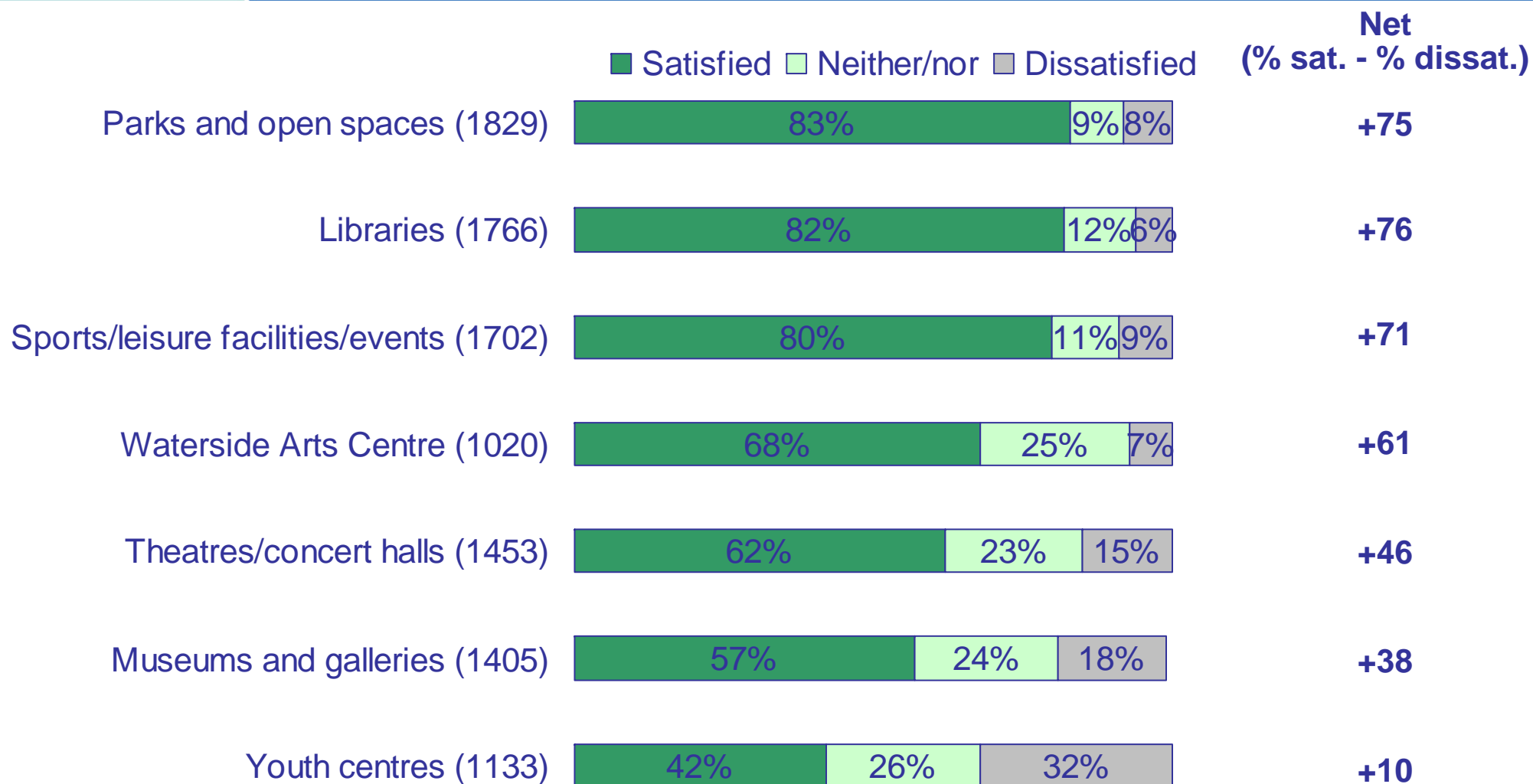
Use of cultural/recreational facilities (cont'd)

Activity	Higher incidence (■)	Lower incidence (■)
Theatres & Concert Halls (12%)	16-24 (21%) In education (20%) Working (14%) Owner occupied (13%) Priors (29%) Hale Central (27%) Timperley (22%) Longford (20%)	65+ (6%) Retired (7%) No children in h/h (11%) Brooklands (3%) Bucklow St Martins (3%) Sale Moor (5%) Stretford (5%)
Museums & Galleries (11%)	25-44 (14%) Houseperson/carer (21%) Children in h/h (14%) Priors (28%) Hale Central (26%) Hale Barns (22%) Timperley (19%) Longford (20%)	65+ (7%) EMG (16%) Retired (8%) No children in h/h (9%) Bowdon (2%) Sale Moor (3%) Flixton (4%) Altrincham (4%) Clifford/Gorse Hill (8%)
Waterside Arts Centre (8%)	16-24 (15%) In education (18%) Davyhulme East (16%) Davyhulme West (16%) Priors (15%) Longford (14%)	65+ (4%) Retired (4%) Bowdon (0%) Bucklow St Martins (0%) Urmston (1%) Stretford (2%) Flixton (2%) Clifford (3%) Clifford/Gorse Hill (4%)

Use of cultural/recreational facilities (cont'd)

Activity	Higher incidence (■)	Lower incidence (■)
Youth facilities (5%)	16-24 (12%) In education (16%) Social rented (8%) Bucklow St Martins (12%) Old Trafford (10%) Gorse Hill (8%) Hale Barns (10%) Clifford/Gorse Hill (7%)	45+ (2%) Owner occupied (4%) Ashton upon Mersey (0%) Sale Moor (0%)

Satisfaction with specific leisure/cultural facilities

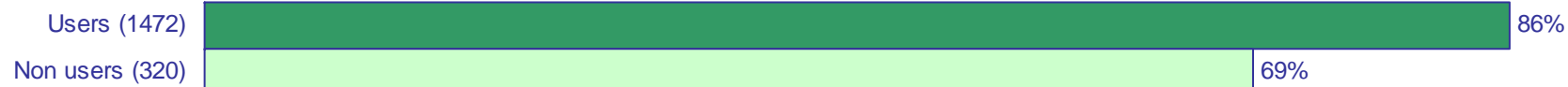


Base : All stating an opinion ()

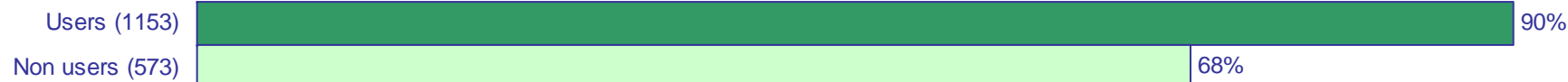
Satisfaction with specific leisure/cultural services

Parks & open spaces

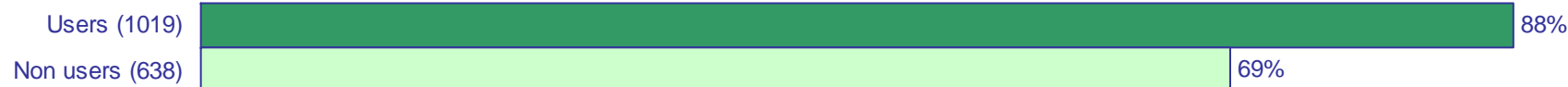
% satisfied



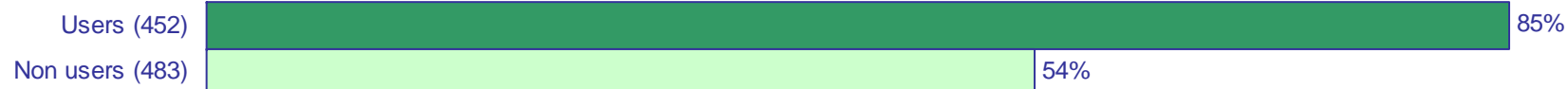
Libraries



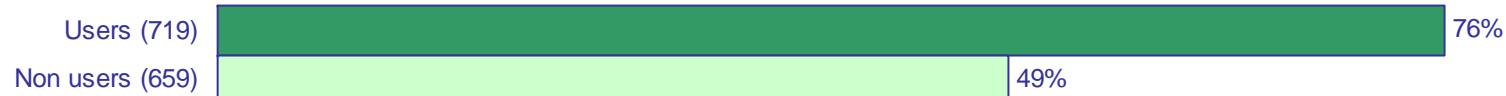
Sports/leisure facilities/events



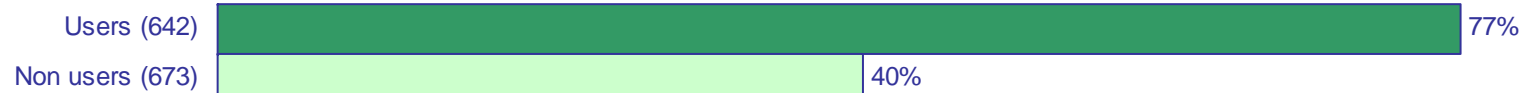
Waterside Arts Centre



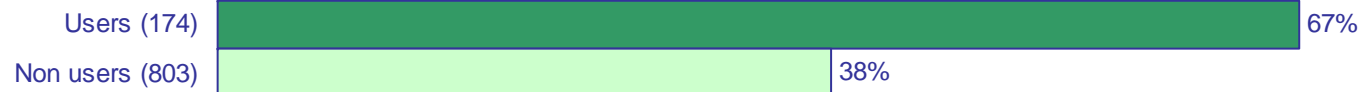
Theatres/concert halls



Museums and galleries



Youth centres



So, the cultural mirage...

■ the oases (most satisfied)

- Timperley
- Ashton upon Mersey
- Priory

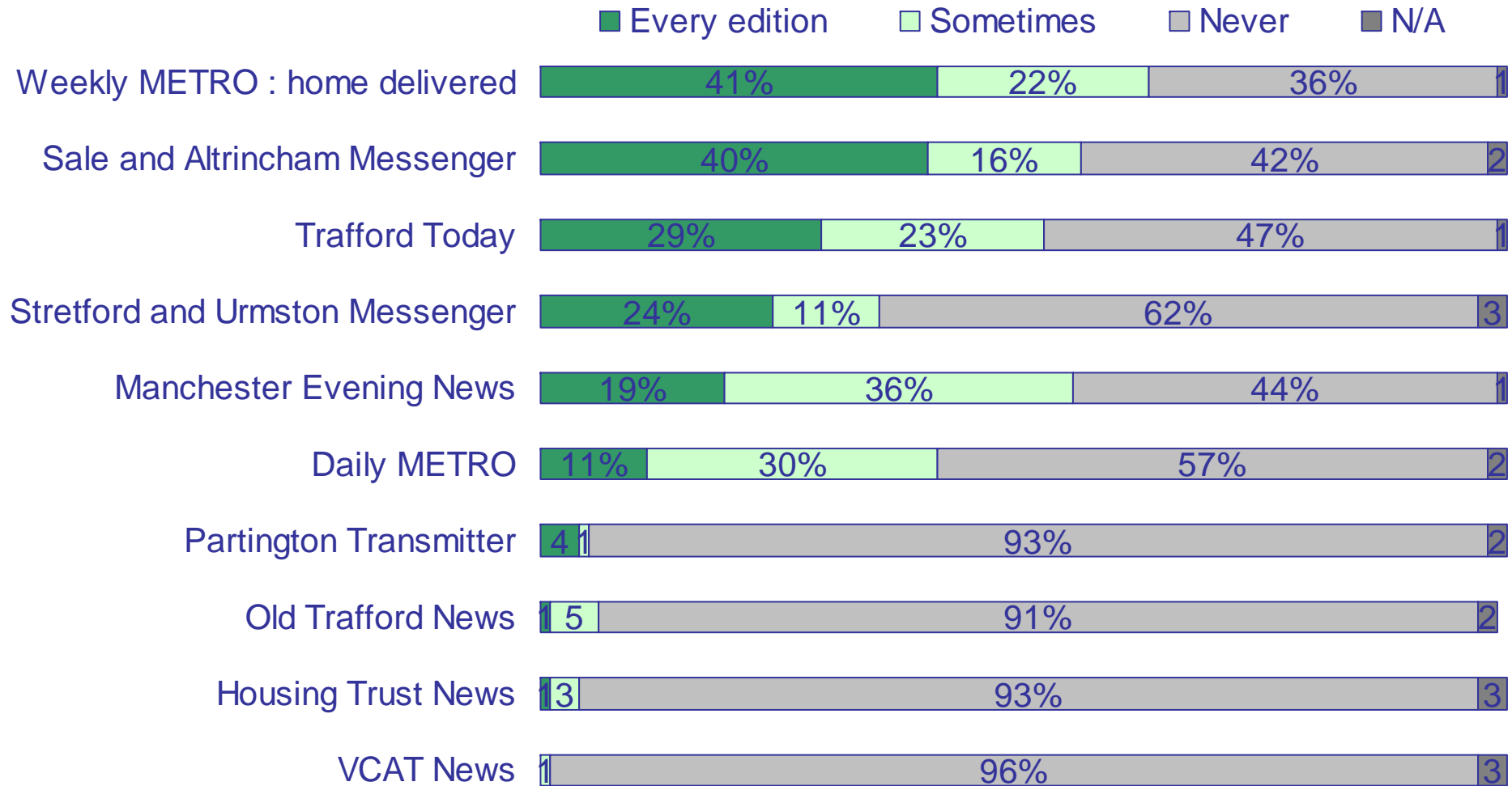
■ the desert (least satisfied)

- Flixton
- Sale Moor
- Bucklow St Martins



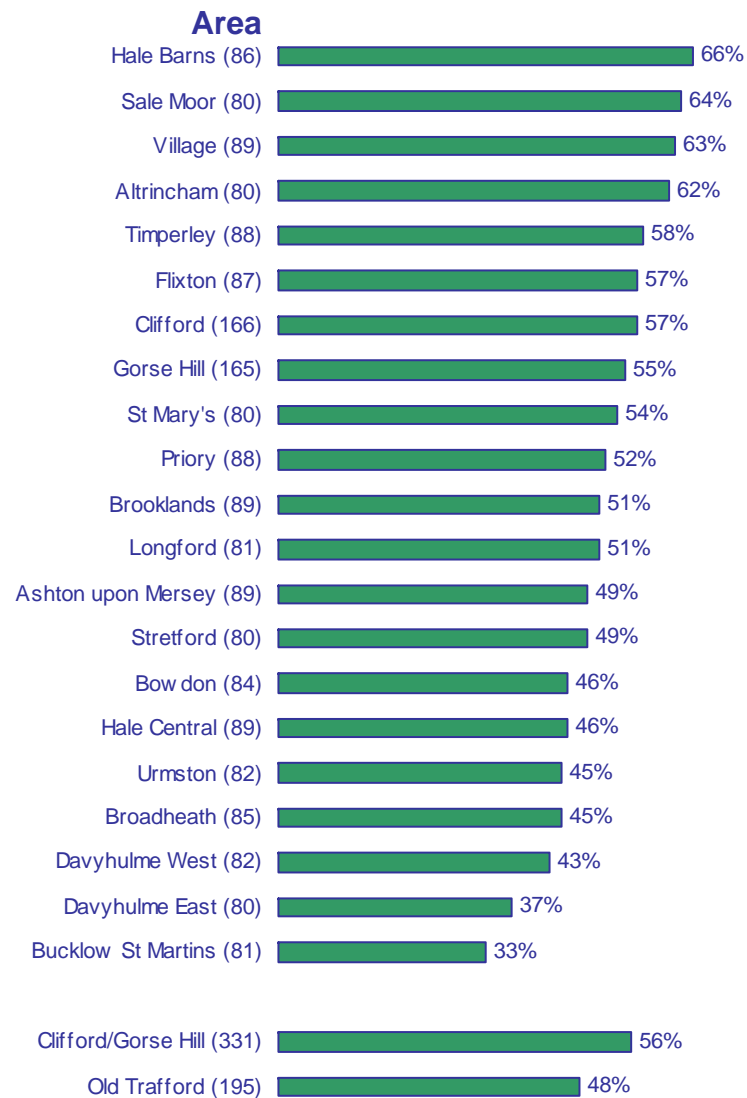
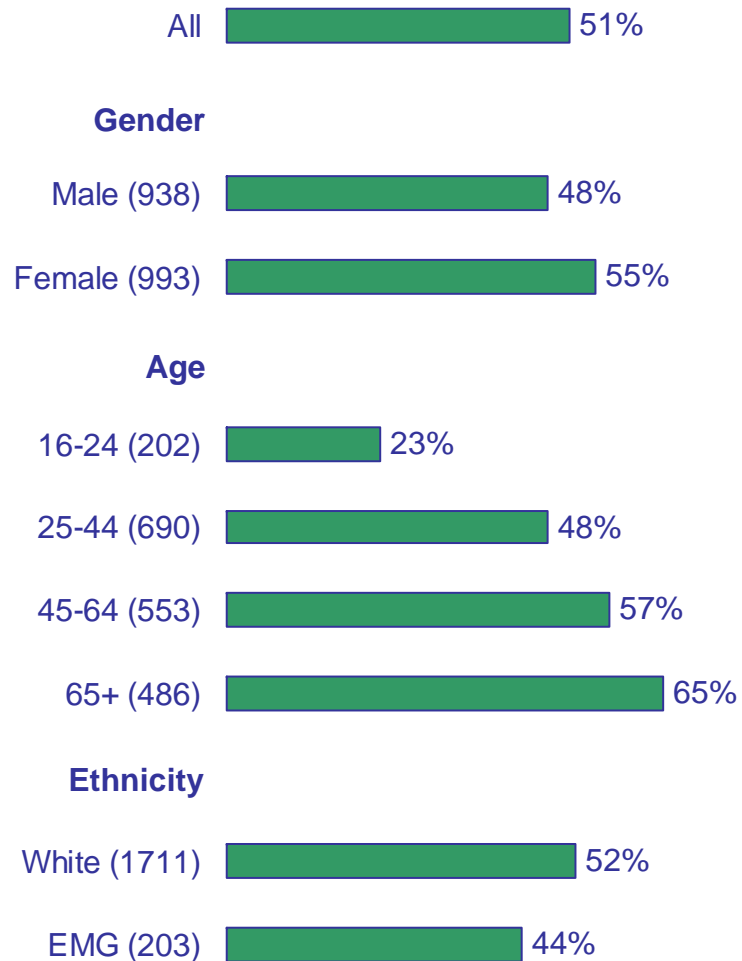
Information

Exposure to local press

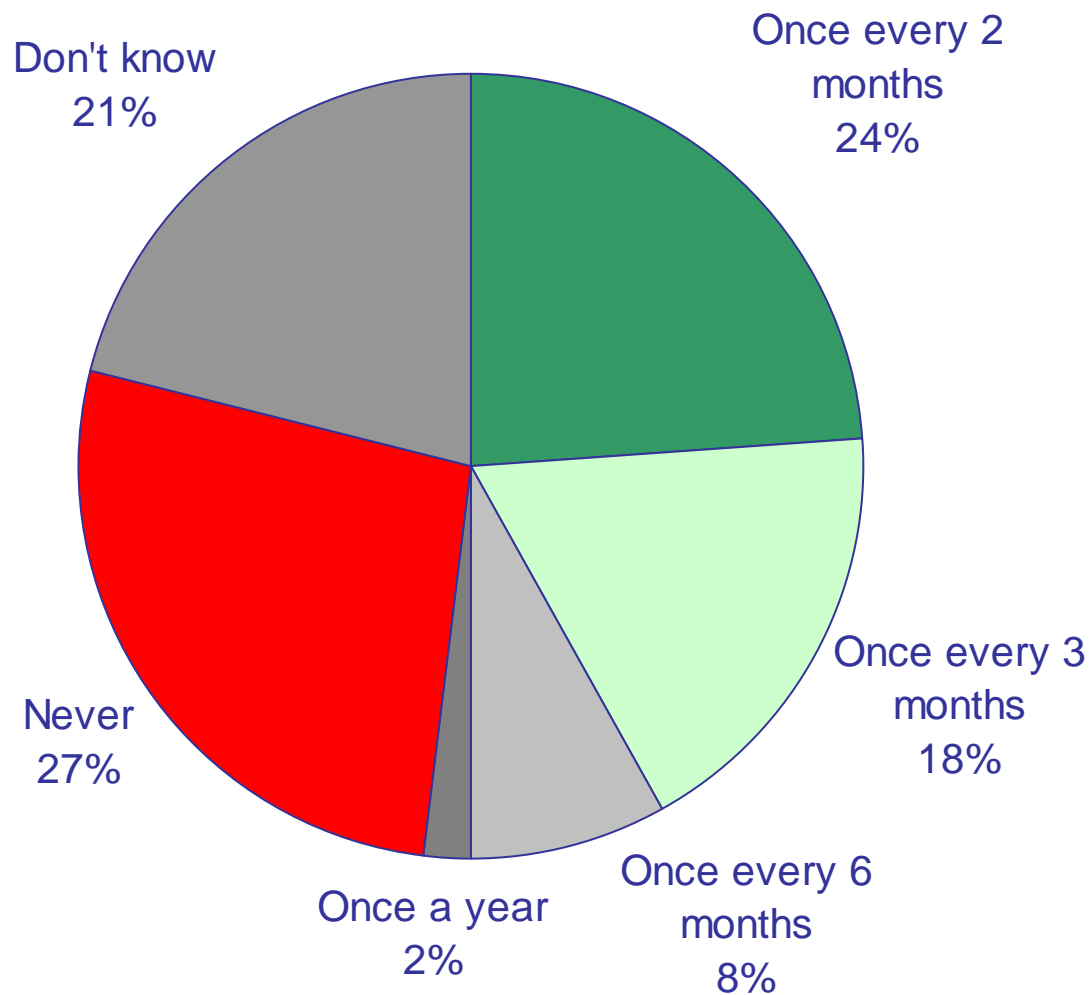


Trafford Today : who reads?

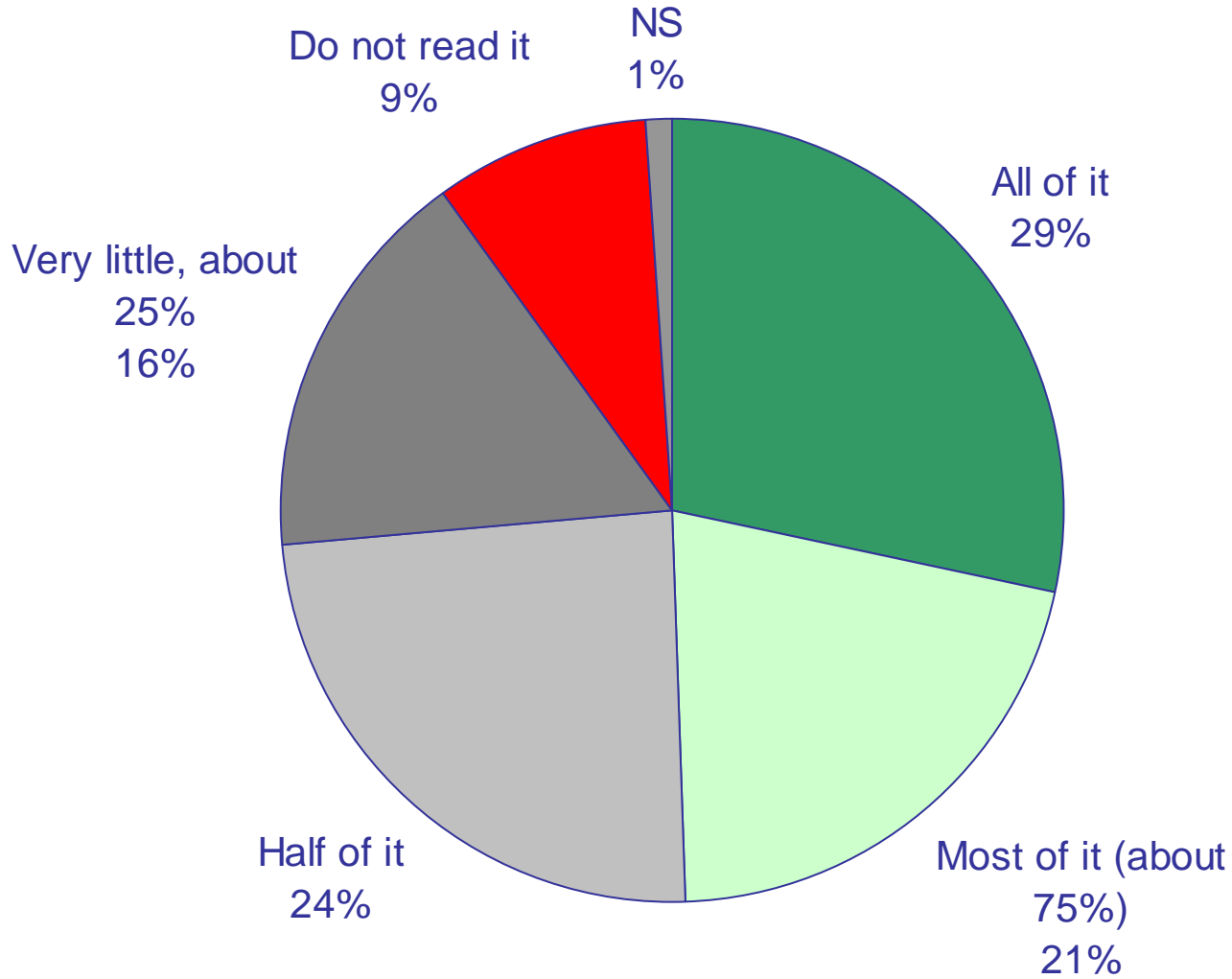
% reading every/some editions



Frequency of receiving Trafford Today

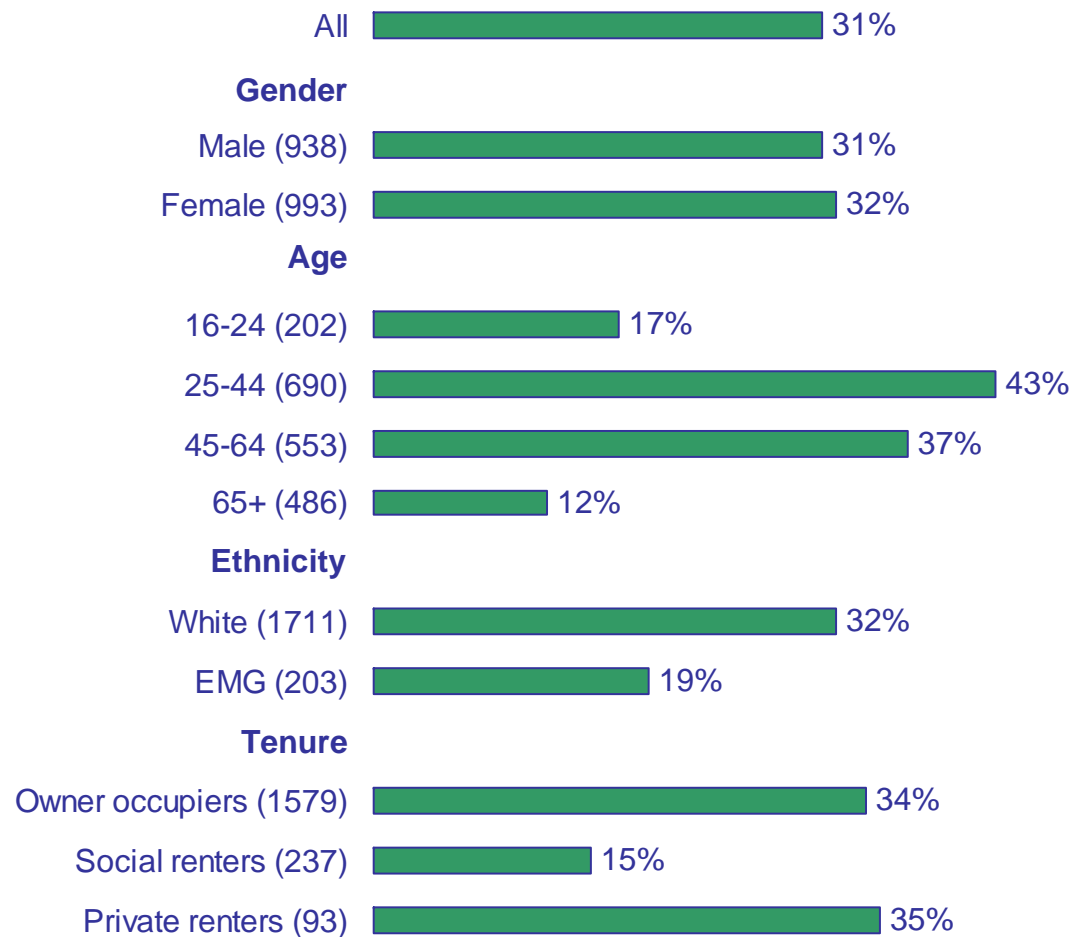


How much of Trafford Today do you read



Visited the Council website?

% stating yes



Contact with the Council

Contacted the Council 45%

How made contact

By telephone 73%

In person 20%

In writing 16%

By email 13%

Via website/internet 10%

Trafford Council : informed? : trust?

% very/fairly well informed



% strongly/tend to trust



- 51% read “Trafford Today” at least sometimes
- More likely to be read by older people
- 31% have visited the Council website
- 63% feel informed, and trust the information provided, by the Council

So...targets?

- Activities for teenagers
- More exercise in Brooklands and Timperley
- Increase use amongst over 65's, Sale Moor
- Increase satisfaction in Davyhulme West, Bucklow St Martins, Sale Moor and Flixton
- Make Trafford Today more attractive to younger readers

Thank you

For further information contact
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