

EXETER CITY COUNCIL

EXECUTIVE
27 JANUARY 2009

WAVELENGTH 18 - SURVEY RESULTS

1. PURPOSE OF REPORT

1.1 To present the main findings of the Wavelength 18 survey to Executive

2. BACKGROUND

2.1 Wavelength 18 was carried out in August 2008. There were **607** forms returned from 930 sent out. This is a return rate of **65.27%**

2.2 The Wavelength panel is representative of the city's population for gender and for ward but is underrepresented in the younger age-groups and over-represented among the older age-groups. To compensate for this a weighting has been applied to ensure the percentage figures reported are reflective of the city's population.

2.3 Wavelength 18 covered three topics:

- **Cycling in Exeter:** to assess levels of cycling, monitor change in attitudes and investigate ways of encouraging more cycling
- **Exeter Vision priorities:** to measure changes in attitude to Vision priorities
- **Exeter City Centre:** to measure changes in attitude to the city centre and the facilities available

2.4 Each of these topics has been covered in previous Wavelengths.

Cycling in Exeter	Wavelength 15 – June 2007
Exeter Vision priorities	Wavelength 13 – April 2006
Exeter City Centre	Wavelength 16 – September 2007

2.5 The questions have been asked again to allow monitoring of the topics covered. This Executive Summary only provides a commentary on the figures returned for Wavelength 18. For a full comparison with previous Wavelengths, please see the main report.

3 SUMMARY OF RESULTS

3.1 Cycling in Exeter

3.2 When asked if they cycled, 43.7% of respondents said that they did. Of the people who did not, the main reasons cited were:

- I don't own a bike (75.2% of respondents)
- I don't like cycling (21.4% of respondents)
- I can't ride a bike (11.9% of respondents)

3.3 There was little difference between genders, with 44.2% of men cycling and 43.3% of women. Across age groups, younger age groups were more likely to cycle than older age groups.

Age group	% cycling
25 - 34	61.4%
35 - 44	61.4%
45 - 54	46.1%
55 - 64	39.6%

65 - 74	14.4%
75+	4.8%

3.4 The most common reasons for cycling within Exeter were:

- For recreation and to keep fit (71.5% of respondents)
- To get to the local shops (40.3% of respondents)
- To get to work (40% of respondents)
- For fun with my friends/family (34.4% of respondents)

3.5 There were less people cycling outside of Exeter, with the most common reasons for cycling being:

- For recreation and to keep fit (78.2% of respondents)
- For fun with my friends/family (45.3% of respondents)

3.6 Overall, 67.3% of respondents thought that cycling in Exeter was easier now than it was three years ago. Taking only the people who had answered 'Yes' to the earlier question 'Do you cycle?' this proportion rose to 76.4%.

4 EXETER VISION PRIORITIES

4.1 Panellists were asked to rate the importance of the ten Vision goals and the success in attaining those goals so far. They were also asked to rate the importance of ten emerging issues which had been identified through research undertaken by Local Futures and consultation work undertaken by Exeter City Council.

4.2 The Vision goals, ranked according to the priority given them by respondents are as follows:

Exeter Vision Goal	Rank	W18 % Important/very important
Accessible city	1	98.5%
Environment	2	96.4%
Safe city	3	96.4%
Cultural city	4	93.3%
Learning city	5	92.6%
Prosperous city	6	92.2%
Healthy	7	91.3%
Home	8	89.9%
Strong communities	9	81.6%
Electronic city	10	71.4%

4.3 It should be noted that although the goals are ranked, there are very small gaps between many of the goals. These gaps are small enough that they fall well within the margin of error. Although the rankings can be useful as a way of visualising the relative importance attached to a goal, the rankings should be treated with caution. Taking into account the margin of error, the top ranked goal (An accessible city) could easily be placed 6th in reality.

4.4 The success to date of the Vision, as rated by Wavelength 18 respondents, in tackling the ten goals is as follows:

Goal	W18 % Successful/very successful
Prosperous city	83.3%
Environment	67.5%
Learning city	63%

Healthy	59.6%
Safe city	58%
Cultural city	56.7%
Electronic city	50.2%
Strong communities	47.7%
Accessible city	37%
Home	28.7%

4.5 For each theme there is a gap between the importance of the goal and the degree of success in achieving it. These gaps indicate the shortfall between aspiration and perceived delivery. Two goals in particular show a major disparity between Importance and Success. These themes are Accessibility (dealing with transport and traffic) and Home (dealing with the availability of affordable, well-maintained homes).

Vision Goal	W18 % Successful/very successful	W18 % Important/very important	Shortfall
Prosperous city	83.3%	92.2%	-8.9%
Accessible city	37.0%	98.5%	-61.5%
Electronic city	50.2%	71.4%	-21.2%
Cultural city	56.7%	93.3%	-36.6%
Learning city	63.0%	92.6%	-29.6%
Strong communities	47.7%	81.6%	-33.9%
Home	28.7%	89.9%	-61.2%
Healthy	59.6%	91.3%	-31.7%
Environment	67.5%	96.4%	-28.9%
Safe city	58.0%	96.4%	-38.4%

4.6 The ten emerging issues were rated and ranked as follows:

Emerging issue	Important/very important	Rank
Reduce anti-social behaviour and the harm caused by alcohol and drugs by working with families, offenders and young people	96.4%	1
Support young people to help them achieve their ambitions	93.1%	2
Helping local people to improve their skills and qualifications to take advantage of available job opportunities	92.5%	3
Encourage sustainable transport through development of the Park & Ride scheme and walking/cycling routes	89.9%	4
Improve the energy efficiency of housing stock and reduce fuel poverty	89.6%	5
Support people to become more active in their community	85.7%	6
Work with schools to raise attainment rates at GCSE	84.9%	7
Encourage people to take up activities that improve their health and well-being	82.9%	8
Work with businesses and residents to reduce Exeter's carbon footprint	79.4%	9

Provide support to households on low incomes to reduce inequality	70.4%	10
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5 EXETER CITY CENTRE

5.1 Panellists were given a range of statements about the city centre and asked how strongly they agreed or disagreed with them.

Wavelength 18 - Exeter city centre statements	Strongly agree/agree	Disagree/strongly disagree
When I come into the city centre I find it easy to get around	94.30%	5.00%
Exeter city centre has a good range of cafes and eating places	92.00%	6.20%
I feel safe when I walk through Exeter city centre during the daytime	91.00%	8.20%
Exeter city centre has a good range of historical attractions	86.80%	11.70%
Exeter city centre has good parks and open spaces in which to spend time	82.40%	15.10%
Exeter city centre is a clean and pleasant environment in which to spend time	77.00%	19.40%
I find it easy to travel into the city centre	77.00%	21.50%
Wavelength 18 - Exeter city centre statements - cont	Strongly agree/agree	Disagree/strongly disagree
Exeter city centre has a good range of shops	76.00%	22.10%
Exeter city centre has a good range of cultural activities and events	69.80%	24.70%
Exeter city centre has become a better place in the last 12 months	65.80%	24.10%
I feel safe when I walk through Exeter city centre during the evening	37.90%	56.90%

5.2 A majority of respondents agreed or agreed strongly with the statements. The only exception being the statement “I feel safe when I walk through Exeter city centre during the evening”, with which 56.9% of respondents disagreed.

5.3 The most notable gender difference was that overall men felt less safe than women in the city centre, both by day and in the evening.

5.4 In response to the question “How do you normally travel to the city centre?” the main mode of travel was walking (51.2%) with car second (40.4%) and bus third (38.7%).

6. RESOURCE IMPLICATIONS

6.1 There are no resource implications arising from this report.

7 RECOMMENDATIONS

7.1 Executive is asked to note the contents of this report and the fact that the survey results have been passed to the commissioning directorates and other relevant parties for appropriate actions to be taken.

7.2 Results from the Wavelength surveys are posted on the Council's website and a summary sent to Wavelength panellists.

ASSISTANT CHIEF EXECUTIVE

CHIEF EXECUTIVE'S DEPARTMENT

Local Government (Access to Information) Act 1985 (as amended)

Background papers used in compiling this report:

- Wavelength 18 full report