



Belfast Resident Survey 2014

Summary of Key findings

Transformation Committee
28th January 2015



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Belfast Resident Survey 2014

- Independently carried out by Social Market Research
- Representative sample of residents aged 16+
- 1500 people interviewed across the new council boundary
- All new DEAs and electoral wards covered
- Fieldwork carried out 20th Aug to 25th Sept 2014

Aim: to have reliable resident perception data to inform strategic planning and performance management



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Survey Structure

- Priorities for Improving Belfast
- Living in Belfast
- Your Local Area
- Your Wellbeing
- Belfast City Council Performance

Note: the priority questions were also put on the council website to give everyone in Belfast an opportunity to provide their views and contribute to the development of the priorities.

In total 266 responses were received to this on-line survey.

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Priorities for Belfast



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Priorities for Belfast

Respondents were asked to prioritise the following 5 themes (from 1 to 5 with 1 being the **most important**)

1. A Strong Economy
2. Supporting People and Communities
3. Good City Leadership
4. Providing value for money services
5. A Better Environment

❖ Results to Council website survey = same as above



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Priorities for Economic Wellbeing

Respondents were asked to select, from a list, the top 3 things which they felt would make the most difference to improving the **Economic Wellbeing** of Belfast?

1. Creating jobs
2. Improving skills and employability
3. Attracting investment

*Limited variance across DEAs – 1st priority in all areas was creating jobs

- ❖ Results to Council website survey:
1. Creating a vibrant city centre
 2. Creating jobs
 3. Attracting investment to Belfast



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Priorities for Social Wellbeing

Respondents were asked to select, from a list, the top 3 things which they felt would make the most difference to improving the **Social Wellbeing** of Belfast?

1. Improving safety, reducing crime and ASB
2. Improving community relations
3. Improving people's health and wellbeing

*Some variance across DEAs

- ❖ Results to Council website survey:
 1. Reducing poverty and social exclusion
 2. Improving community relations
 3. Improving safety, reducing crime and ASB



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Priorities -Environmental Wellbeing

Respondents were asked to select, from a list, the top 3 things which they felt would make the most difference to improving the **Environmental Wellbeing** of Belfast?

1. Cleaner city and more attractive
2. Managing waste
3. More energy efficient /invest in renewables

*Some variance across DEAs –

- ❖ Results to Council website survey (n=266):
 1. Improving public transport within the city
 2. Improving walking and cycling routes
 3. Making the city cleaner and more attractive



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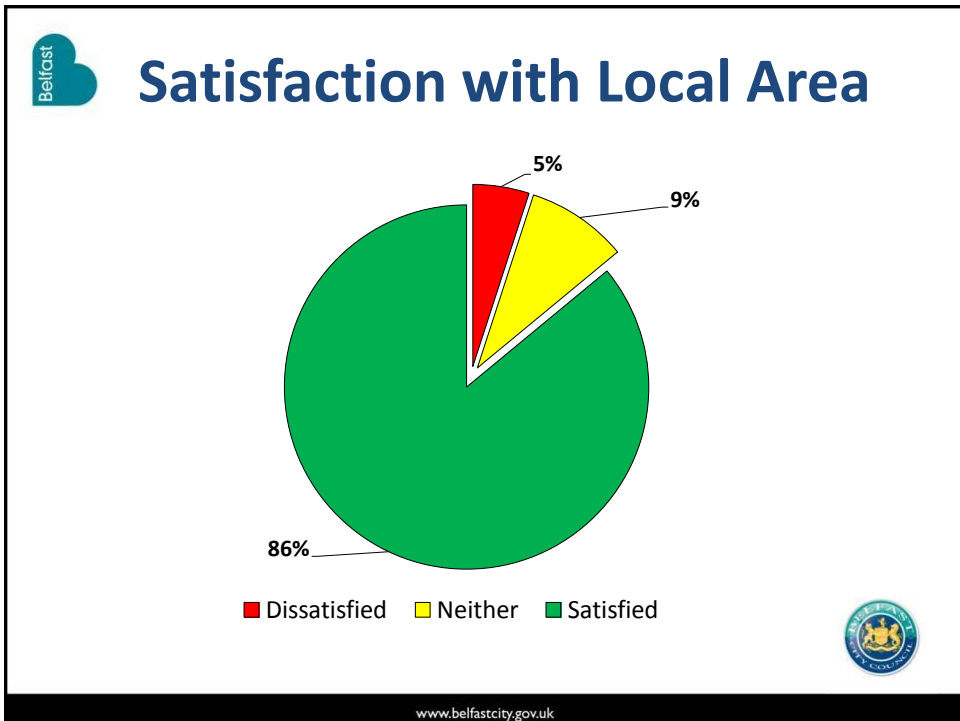
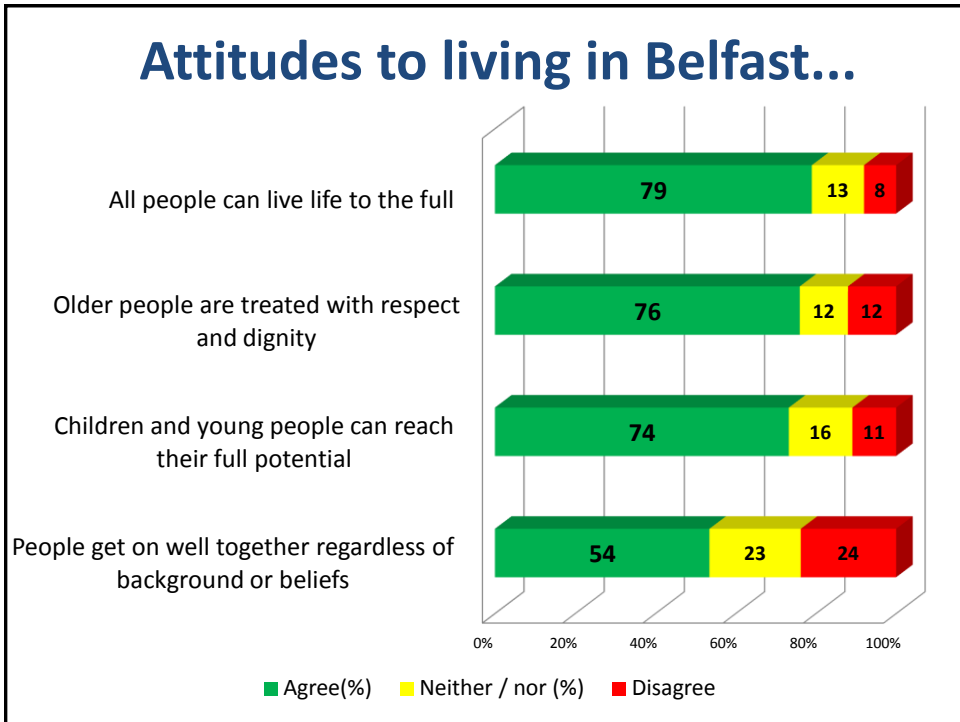
Belfast

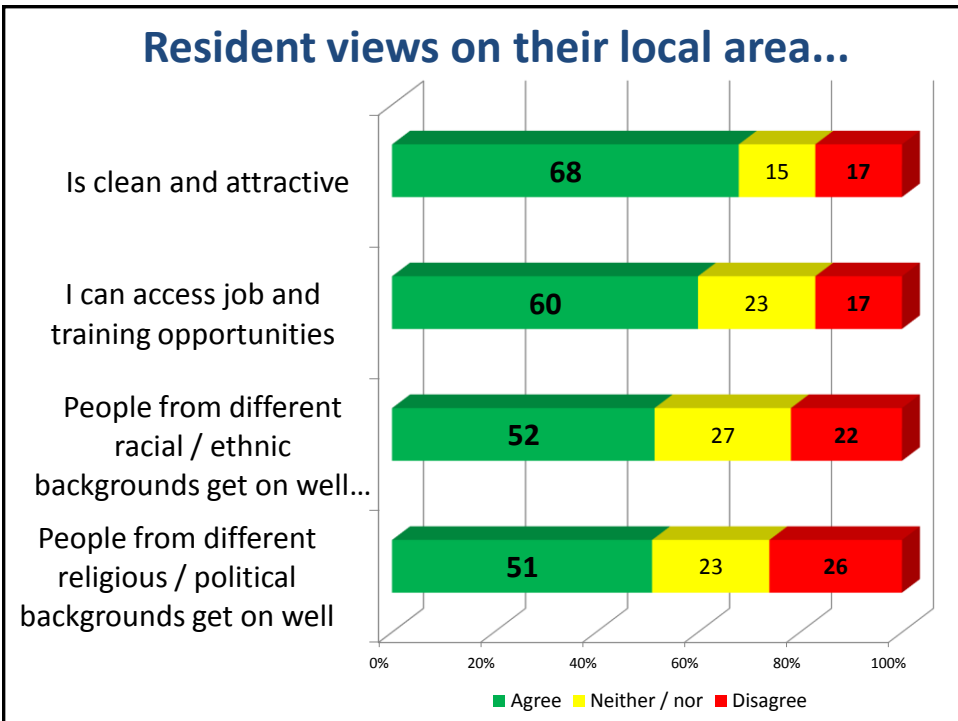
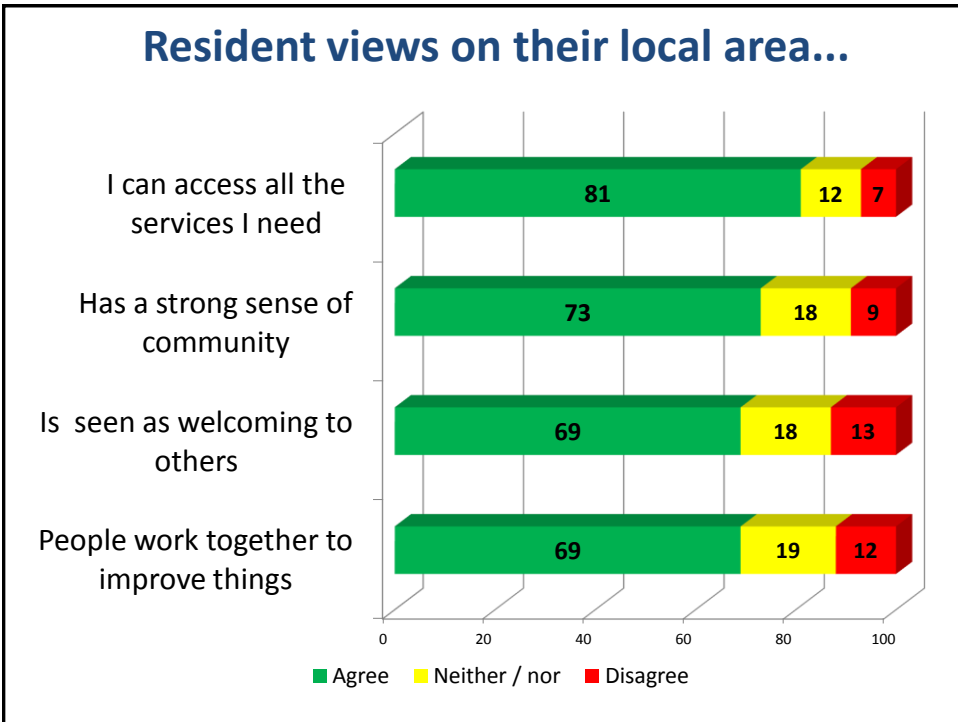
Belfast and My Local Area

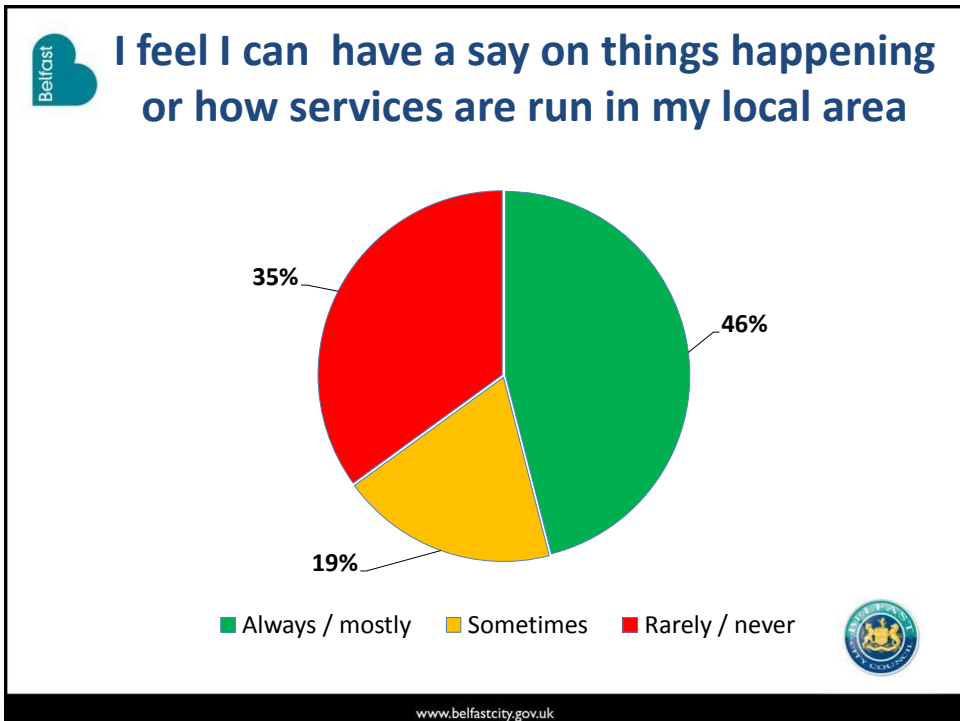
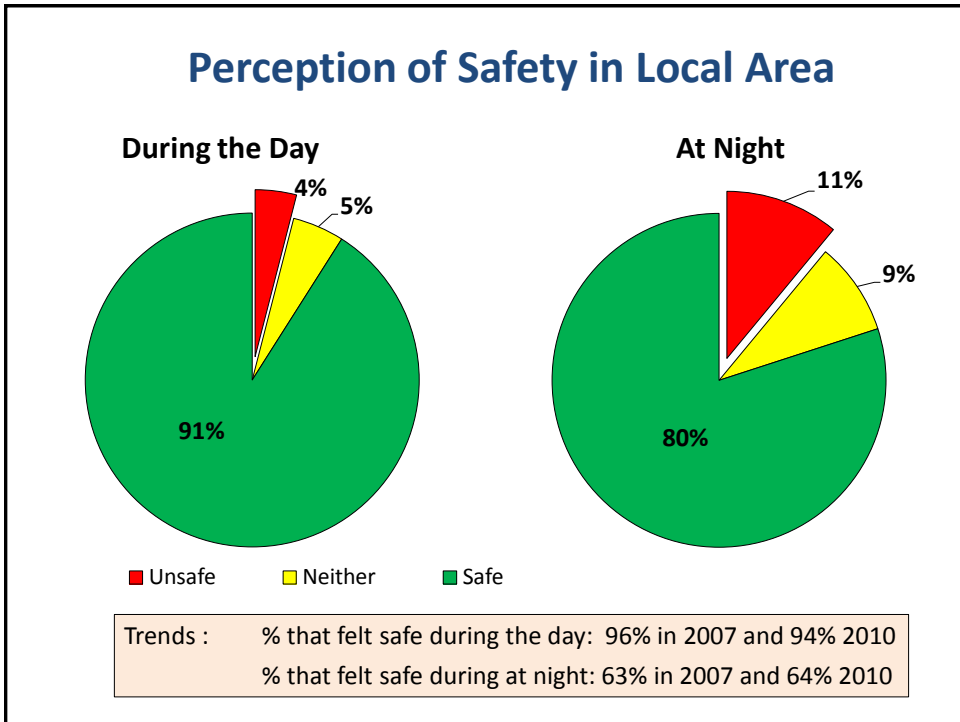


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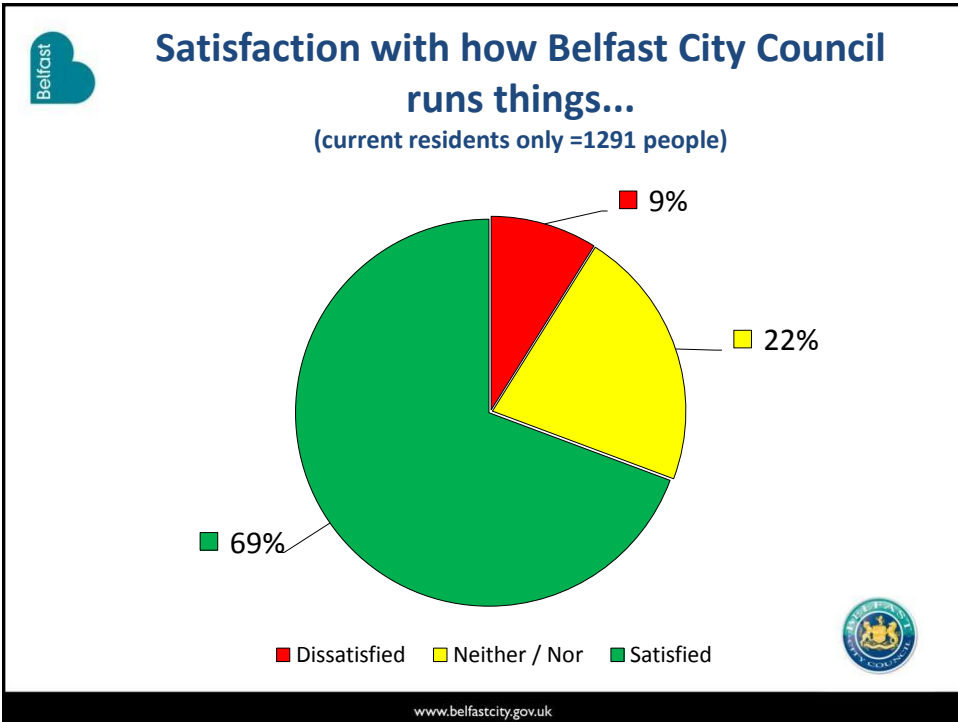


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Belfast City Council

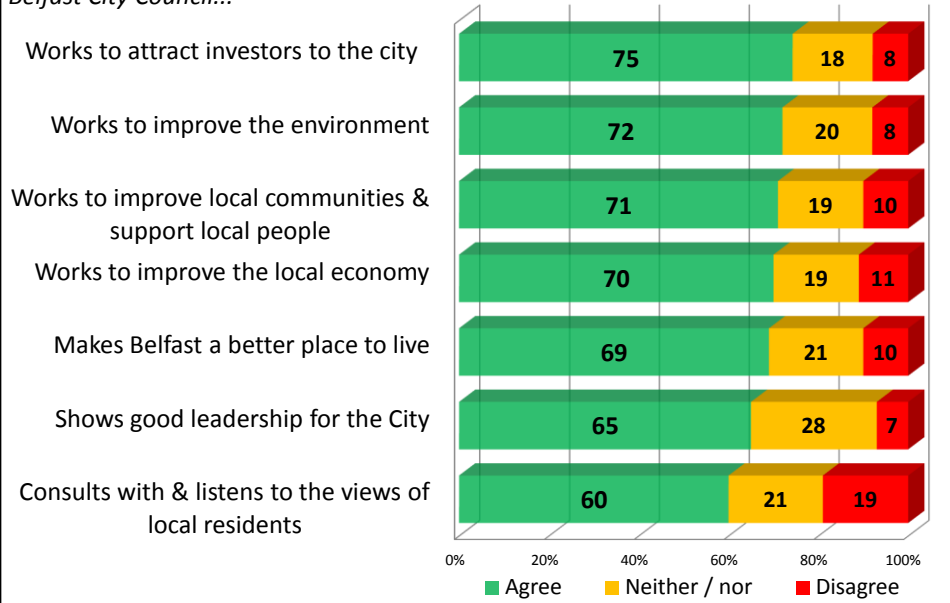


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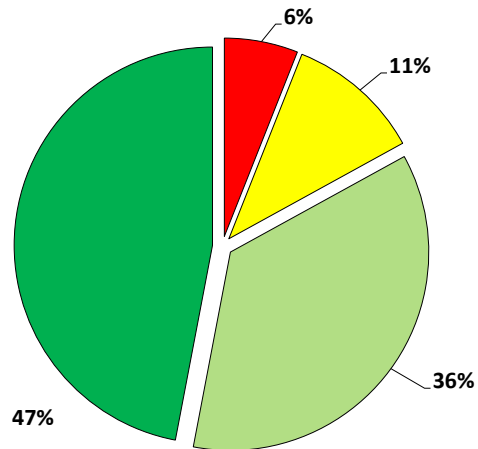
Views on Belfast City Council

Belfast City Council...



Attitudes to Recycling

- It's not important to me at all – I never recycle
- It's not that important – I recycle if I remember or if it's easy
- It's fairly important to me – I do my best to recycle
- It's very important to me – I do all I can to recycle





Wellbeing



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