NewHeartlands Residents Survey 2007

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Background

This is the summary of a findings report from the 2007 survey of 1000 residents undertaken by ECOTEC Survey in the NewHeartlands Pathfinder area in Merseyside. The study is an important part of the pathfinder's evidence base and contributes to market intelligence, impact assessment and strategic direction. The survey was derived from a random sample interviewed face-to-face using a questionnaire. The survey is designed to be robust at Pathfinder area level (margin of error within ±3%) and usable at HMRA level within the three districts (±4-7%).

Recent house moves – the key drivers

Satisfaction levels with both social and private landlords were similar, with three out of four tenants being satisfied. Dissatisfaction is a little higher with social landlords.

Population turnover defined as the proportion of residents moving in the last 12 months is an important market indicator. This is lower than in other pathfinders we have surveyed. Thus one in eight (12%) had moved to their current property in the previous 12 months, with Sefton HMRI having lower turnover (at 10%) than Sefton or Wirral (both 13%).

In contrast, more than half had lived in their property for 10 or more years.

The two most likely reasons for choosing their current property were suitability for the family situation (right size and type) at 29%, and affordability (21%). Area or work reasons were limited factors in moving (only 5% each).

Satisfaction with their present property was high, with 86% satisfied and was lowest in Liverpool (73%). Any dissatisfaction was most likely due to the poor condition of a property, although neighbour problems and feeling unsafe also featured.

The propensity to move is higher within the rental sector and greater amongst private tenants, 38% of whom had lived at their current address under a year. But that should not imply that all private tenants are frequent movers – 61% had moved once only or not at all in the last five years. Overall only 12% of the full sample had moved more than twice in the last five years.

There is a strong tendency for all movers to stay within the same Local Authority area; two thirds of moves took place within the NewHeartlands pathfinder area but ranging from 68% in Liverpool to 41%% in Wirral HMRIs. A further quarter (26%) moved into the pathfinder from the adjacent part of the three districts. Nevertheless 7% came from outside the NW region.

Almost half (49%) of those interviewed had only ever experienced one tenure type and most of the remainder had switched between two tenure types.

The main reasons for moving from the previous property related to family composition and circumstance (needing a larger home, getting married etc.). This was supported by a desire to invest in property. A handful spontaneously mentioned past clearance or redevelopment. Area and work reasons were less to the fore than might be expected.

Neighbourhood Change

Overall, the pathfinder neighbourhoods seem very settled, with fewer than 30% moving between neighbourhoods in the previous 10 year period. Only 7% had lived in the neighbourhood for less than 12 months, with 5% moving home within the neighbourhood during this time. But this may owe something to a lack of mobility amongst residents, as well as neighbourhood characteristics. The limited degree of neighbourhood is common to all three HMRIs.

A key indicator is neighbourhood satisfaction and, in this survey, 68% are either 'very' (24%) or 'fairly' (44%) satisfied with their neighbourhood. It is lower in Liverpool (63%) than in the other areas. Overall it is lower than in other pathfinders we have surveyed. Although not strictly comparable, the survey of people who wished to move in the NewHeartlands pathfinder area undertaken in 2005 found 66% either very or fairly satisfied compared to 68% in this survey. In 2005 24% were dissatisfied in some way compared to 22% this time.

The majority perceived change in their neighbourhood in the previous two years. Some 15% thought that there had been improvement but a significantly higher proportion (38%) felt the situation had worsened (45% felt it was the same). Wirral residents are more positive about this than those in other areas. In our experience most surveys show a pessimistic overall view of recent neighbourhood change, but it is a concerning finding.

The most common reasons for improvements were related to general appearance, housing changes and less anti-social behaviour. This latter, including young people hanging around and 'undesirable people' moving in, was also the main cause of negative perceptions.

The survey tested neighbourhood perceptions against a series of statements. Some 88% agree that their neighbourhood is affordable to live in, 74% there is a live and let live attitude. Three fifths rate their area for services (62%), and as a place for families (61%)

Overall, 43% agree that their area has 'a bad reputation' but people in Sefton are much less likely to have this view (only 36% agree). This does underline the stigmatised nature of much of the pathfinder. Only one in four (28%) agree that their area is 'safer from crime than other places'. However, the views of Sefton residents are relatively positive with 39% agreeing with the statement. When specifically asked, half (51%) feel character of area has changed recently.

The most troublesome anti-social behaviour issues are: teenagers hanging around, litter and rubbish, drug dealing and use and crowds, gangs and hooliganism.

The improvements that people would most like to see in their area are to crime and anti-social behaviour levels (45%), litter/rubbish (38%), general appearance (34%) and boarded-up or empty properties (26%).

Where people anticipated change in their neighbourhood over the next 10 years, they were more likely to take an optimistic view. Improvements to housing and in the general living environment were expected to result in more balanced communities.

Ratings for the wider area were very uniform, with most aspects in the range of 'fair' to 'good', in each of the Local Authority areas. However, 39% of those who live in Liverpool think that it has got better, as a place to live or work in the previous five years. Perceptions of change at district level are far more positive than change in their neighbourhood.

Future Movers

Looking ahead, 36% of residents are considering moving home in the next five years, for 25% this is definite or 'very likely'.

The figure varies by Local Authority area; it is as high as 41% in Liverpool and as low as 27% in Sefton, with Wirral in between at 30%. Overall 12% expects to move within a year (15% in Liverpool, 7-9% Sefton and Wirral), and this compares with the 12% who moved last year – this seems to be the current underlying turnover rate.

The main factors in wanting to move were: wanting a different neighbourhood or not liking current area, needing a larger home or high crime levels in the existing neighbourhood. Although area factors did not feature in the last move, they do so in the likely next move, and important finding. Most people surveyed identify no barriers to moving.

Among the majority not planning to move 39% cite liking area though 18% mention cost.

In all, 37% would expect to buy their next property (17% don't know). One in 10% expects to be privately renting. Generally, it is more likely that the next move will result in the same tenure situation. This is least likely for private tenants. Thus 69% of social renters expect to continue this with 10% expecting to buy, while private renters are split between no change (40%) social landlords (28%) and buying (10%). Overall 17% of renters would wish to buy in 5 years and half feel likely will do so.

The average price that prospective buyers would hope to pay is just under £150,000. It is a little higher in Sefton that other areas. If expecting to rent, the majority would expect to pay less than £400 per month.

Two fifths (39%) expect to need a 2 bedroom property, 38% three.

When they next moved, 27% expect to live in a semi-detached property, a significant increase in the current situation (18%). Only 45% of those currently living in a terraced property would expect to continue to do so compared to 59% currently dwelling in a semi.

Population Retention

Asked to where they might move, just over half expected to remain in their current neighbourhood, rising to 69% in Sefton.

The neighbourhoods people living in Liverpool would be most willing to consider were: Wavertree, Walton, Anfield and Toxteth/Granby. Least popular would be Fairfield, Clubmoor and Lodge Lane.

Those living in Wirral had rather similar views on all the neighbourhoods about which they were asked: Poulton and Central Birkenhead were slightly more appealing, North Birkenhead and Rockferry the least.

Waterloo would be most popular for Sefton residents and Linacre least so.

Encouragingly 39% feel Liverpool as a city has improved over the last five years compared to 19% believing it to have worsened. Only Wirral residents tend to feel their Borough has worsened.

Those who wanted to move out of HMRA neighbourhoods thought that tackling crime and anti-social behaviour (29%) and improving the general appearance of the area (27%) would be most likely to persuade them to stay. Importantly, the emphasis of leavers is the same as the regeneration measures supported by the full sample.

The most likely place that people expected to be living in 10 years times was still central areas (39%) or the suburbs of the three districts (35%). Very few expected to move further a field with 85% to expecting to stay within three HMR districts.

City Centre living was thought most appropriate for young people, professionals and city workers. However, some 27% thought that 'anyone and everyone' could live in the city.

Conclusions

Overall, the survey points to an essential degree of stability and area loyalty in the pathfinder. Overall neighbourhood satisfaction is still low but there is a complex mix of issues at play: crime and environment are key drivers but are framing both positive and negative judgments on how their area is changing. This feeds into a consistent message on improvements needed from residents as a whole and those likely to leave the area. Encouragingly 39% feel Liverpool as a city has improved over the last five years compared to 19% believing it to have worsened. Only Wirral residents tend to feel their Borough has worsened.

Future aspirations for housing type including size and tenure are clearly constrained by circumstance and habit.

An encouraging finding is the positive expectation that over the next decade their neighbourhood will improve. At the same time neighbourhood loyalty is declining with more people contemplating area shifts. This places a premium on delivering neighbourhood improvements.

1.0 Introduction

This is the final report for the 2007 NewHeartlands survey of 1000 residents across the pathfinder area.

NewHeartlands is now four years into its programme. It inherited a sophisticated evidence base, which it has progressively developed for its original prospectus and scheme update. It now has a research and intelligence and an evaluation work programme in place. A number of surveys have been undertaken in recent years in key neighbourhoods and in 2005/05 a major survey of movers was undertaken across the Pathfinder area and its adjacent areas and wider reference area. This targeted owner-occupiers and private renters planning to move in the next three years.

At the end of 2006 the pathfinder judged it was now appropriate to undertake a survey of a representative sample of residents across the Pathfinder area. NewHeartlands did not undertake a baseline survey in 2003, rightly relying on the recently issued census data and the host of bottom-up surveys available from the patchwork quilt of area-based regeneration programmes operating in Merseyside at the time. Now, the long interval since the 2001 census and the opportunity to measure change in local conditions and where appropriate, NewHeartlands interventions, suggested a Pathfinder area residents' survey is now required. This was felt to be helpful on many levels, being a cornerstone to the intelligence and evaluation themes, but also a fresh insight into residents' perceptions and priorities.

A Pathfinder area survey undertaken at regular intervals can help overcome the limitations of the gap between censuses and reliance on hard indicators, a good example being data on fear of crime rather than just police recorded crime. In particular a Pathfinder area survey can assist with the monitoring of local impact indicators and also core ones such as neighbourhood satisfaction.

2.0 Research Method and Sample

The survey used an agreed questionnaire which is attached as appendix 1. It was around 20 minutes duration and was conducted face-to-face at the respondent's home address.

A total of 1000 interviews were undertaken. In statistical terms this provides a confidence interval (margin of error) of ±3.1%. This means we could be 95% confident that a sample of 1000 would be within ±3.1% of the result if we asked the entire population. The survey is designed to be usable at individual HMRA level, being ±4% for the Liverpool pathfinder and ±6.9% in Wirral and Sefton respectively.

The basis of this approach was to take a random sample of 1000 households within the pathfinder – 600 in Liverpool and 200 in each of Sefton and Wirral HMRIs. These sample sizes correspond quite closely to the actual proportions of population according to the census. ECOTEC Survey was supplied with the Council Tax Register and, once voids were removed, this was used to take a random sample using our SPSS specialist software. A further random back-up sample was taken to allow for replacements at addresses where an interview was not possible, despite up to three call backs at different times on different days.

A letter was sent to selected households to introduce the survey and explain that an interviewer may call to ask them to participate.

Fully trained and experienced members of our North West fieldforce then carried out interviews using a structured questionnaire. If interviews proved impossible to achieve at the selected addresses, despite the back-up sample, the final position for interviewers was to randomly select a similar property in the same street.

Difficulties were experienced in gaining entry to City Centre and Waterfront apartment blocks, in order to obtain interviews. The main sample was therefore supplemented by a postal survey targeting these 'hard to reach' addresses. A mailing of just over 200 addresses yielded 20 returned questionnaires, allowing the sample to be boosted.

Fieldwork was carried out late 2006 and early 2007.

Most of the questions were asked of all respondents; however, there are cases where, dependent on their answers to previous questions, some respondents were ‘routed’ to different parts of the questionnaire. This means that some questions were, deliberately, only asked of some of the respondents. For example, only those dissatisfied with their properties (Q6a) were asked to explain why (Q6b) or, only those apparently intending to move out of the central neighbourhoods (Qs 30/31) were asked want needed to be done to encourage them to stay Q32).

The charts and tables in the body of the report may therefore be based on all respondents or different sub-groups; this is made clear in each case.

Fieldwork began in December 2006, took a break over the Christmas and New Year period and was completed by early April 2007.

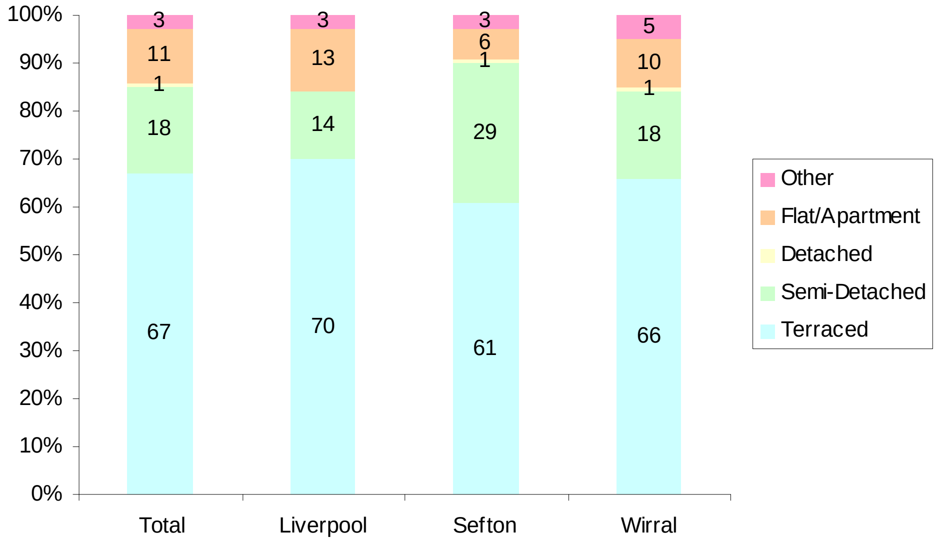
As this was a random sample there were no demographic quotas.

3.0 Current Property

3.1 Type and Tenure

The majority of the housing represented was terraced, reflecting the nature of the stock in the HMRA area.

Figure 3.1 Type of Property

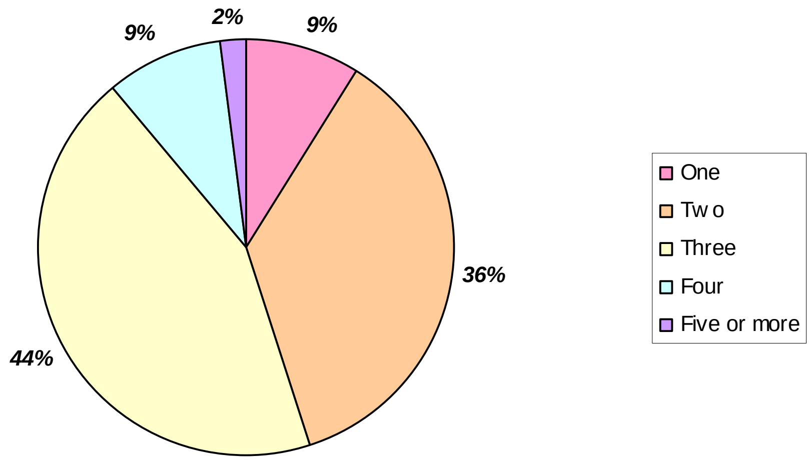


Base: All Respondents

The pattern is broadly similar in all the Local Authority areas, with a higher percentage of semi-detached in Sefton and more flats in Liverpool, reflecting the newer apartment developments in the city.

The great majority had two or three bedrooms.

Figure 3.2 Number of Bedrooms

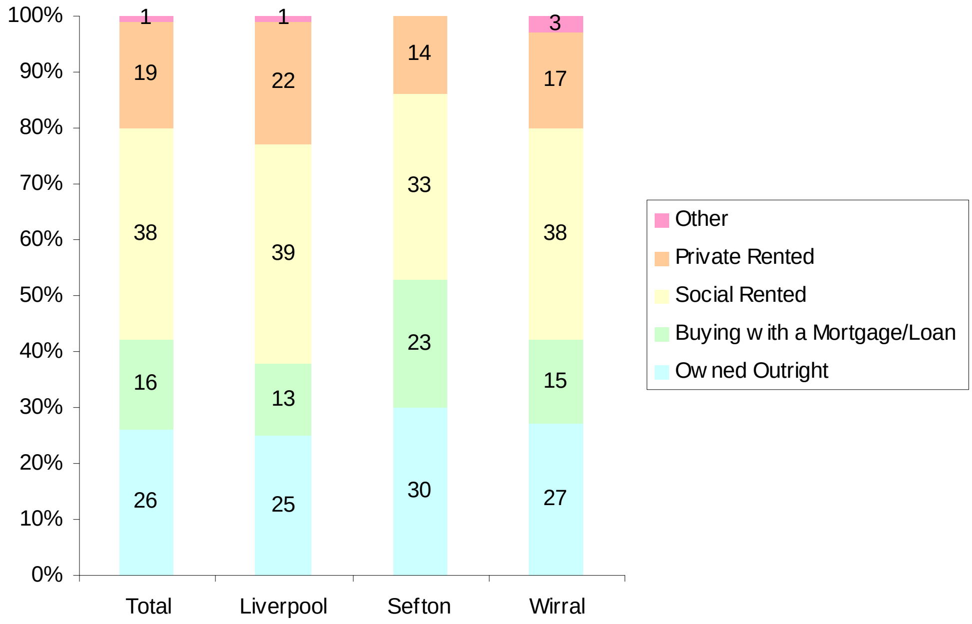


Base: All Respondents

There were some differences by property type in this respect: semi-detached properties were most likely to have three bedrooms, terraced houses had a higher proportion of two bedroomed accommodation and almost all of the one bedroomed properties were flats or apartments.

Moving on to tenure, it was found that more than half of the sample lived in a property that was rented.

Figure 3.3 Tenure of Current Property



Base: All Respondents

In total, 57% lived in rented property. The 'other' category includes only 2 people in shared ownership and 5 living rent free.

The pattern is similar in Liverpool and Wirral. However, in Sefton, the majority – 53% - are home owners with only 47% in rental accommodation. One noticeable difference by property type is that a significant majority (86%) of the flats and apartments are rental, compared with just over half of the other property types.

Note: this survey found 19% private rented compared to 25% in the Private Rented Study (ECOTEC Research & Consulting 2007). The latter analysed sale records since the last census to provide an estimate of the current PRS. The residents' survey is subject to the normal margin of error, in this case 3%. We know from this survey and the separate fieldwork for the PRS that this sector is harder to reach due to the higher void rate and the younger and more mobile nature of tenants such as students, which make it harder to secure students. Overall, our view is that the residents' survey may slightly under reflect the NewHeartlands PRS. The intention however was to provide the most definitive estimate via the sales analysis used in the PRS study.

3.2 Current Landlords

A more detailed breakdown of the rented sector shows the following.

Table 3.1 Nature of Landlord

	%
Local Authority/Council	19
Housing Association	43
Individual Private Landlord	32
Local Housing Company	2
Another Organisation	2
Housing Co-operative	1
Relative/friend of Household Member	1
Charitable Trust	< 1

Base: All living in rented accommodation

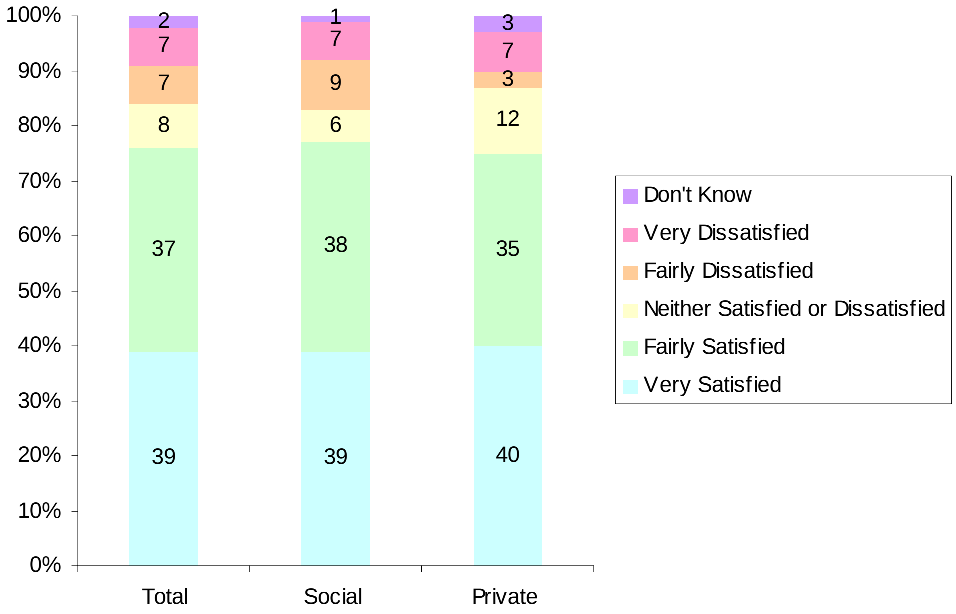
NB: The 'Relative/friend' category includes the five people living rent free.

As seen in the previous chart, there are approximately twice as many people with 'social landlords' as in the private sector. And clearly, 'other' organisations or other ways of renting are a very small part of the market.

There are some differences by property type: for example, 42% of rented terraced houses and 33% of flats/apartments are rented through private landlords compared with only 14% of semi-detached houses.

All tenants were asked to record satisfaction with their current landlord and figure 3.4 shows that levels are very similar for social and private landlords.

Figure 3.4 Satisfaction with Landlord



Base: All Respondents Renting

Overall, three out of four (76%) people were satisfied with their landlord whilst 14% were not. Dissatisfaction is slightly higher amongst social landlords, with the Council attracting slightly more criticism then Housing associations.

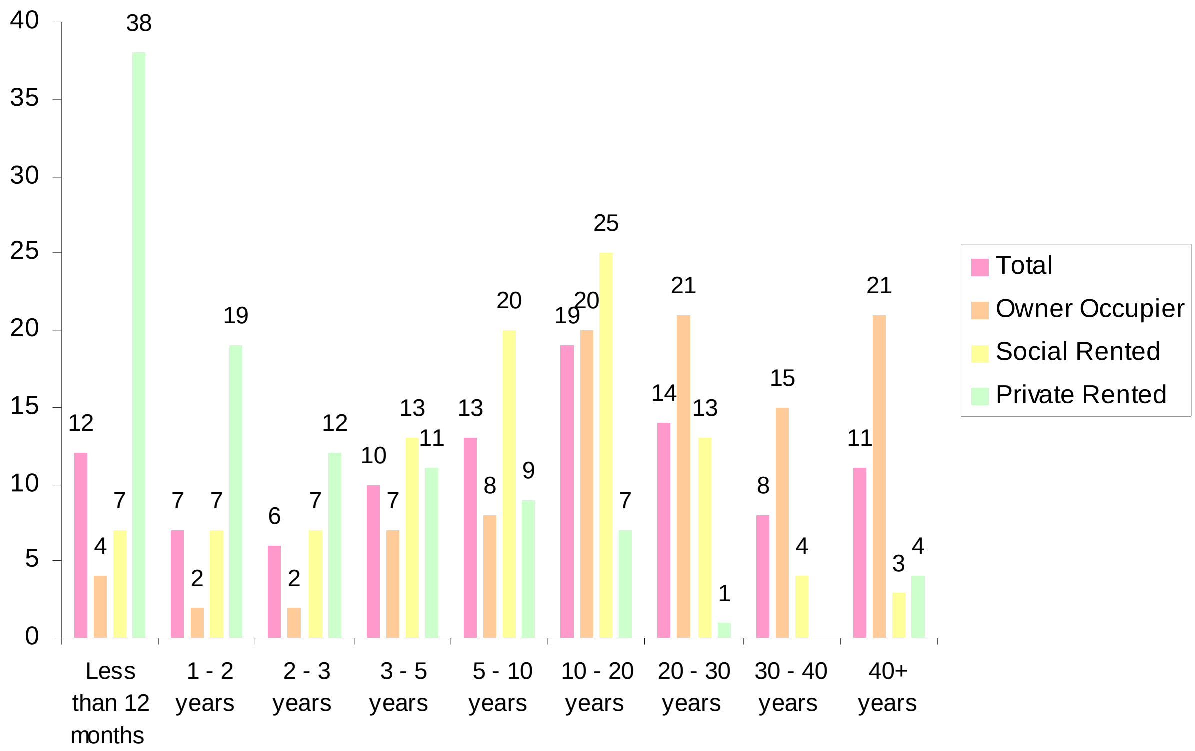
By property type there is more dissatisfaction amongst renters living in semi-detached (21%), than those living in terraced houses (14%) or flats/apartments (11%).

3.3 Choice of Property and Length of Residence

One in eight (12%) had moved address in the last 12 months – this represents the level of turnover and is thus a key indicator.

Just over half the sample (52%) had lived in their current property for at least 10 years but there is considerable variation by tenure.

Figure 3.5 Length of Time at Current Address by Tenure

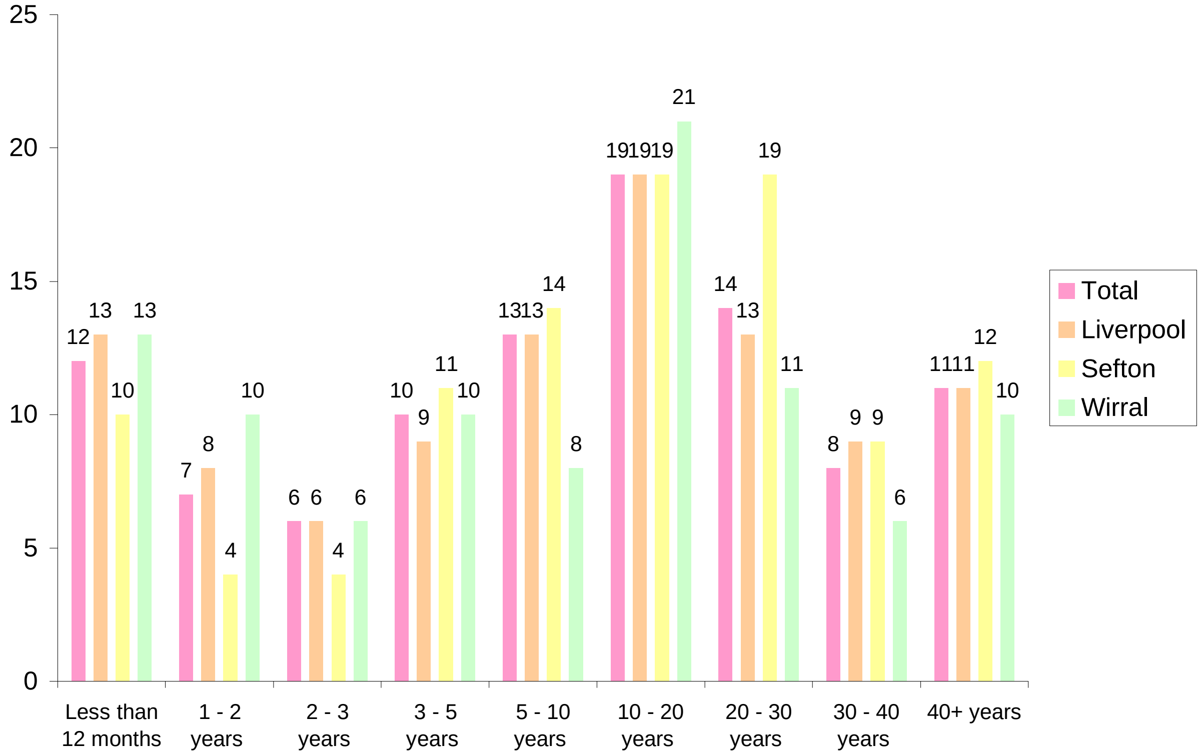


Base: All Respondents (percentages)

Owner occupiers are clearly more settled as 77% had been in their current property for at least 10 years. This is in sharp contrast to the private rented sector, where only 12% find themselves in this position and 69% had moved within the last three years (38% in the last year). This perhaps illustrates the increased availability of privately rented property within the HMRA in recent years.

People living in accommodation rented from social landlords seem to fall somewhere between these two extremes – almost half have lived in their property for between 5 and 20 years but there are relatively few who have been there for more than 30 years.

Figure 3.6 Length of Time at Current Address by Local Authority Area

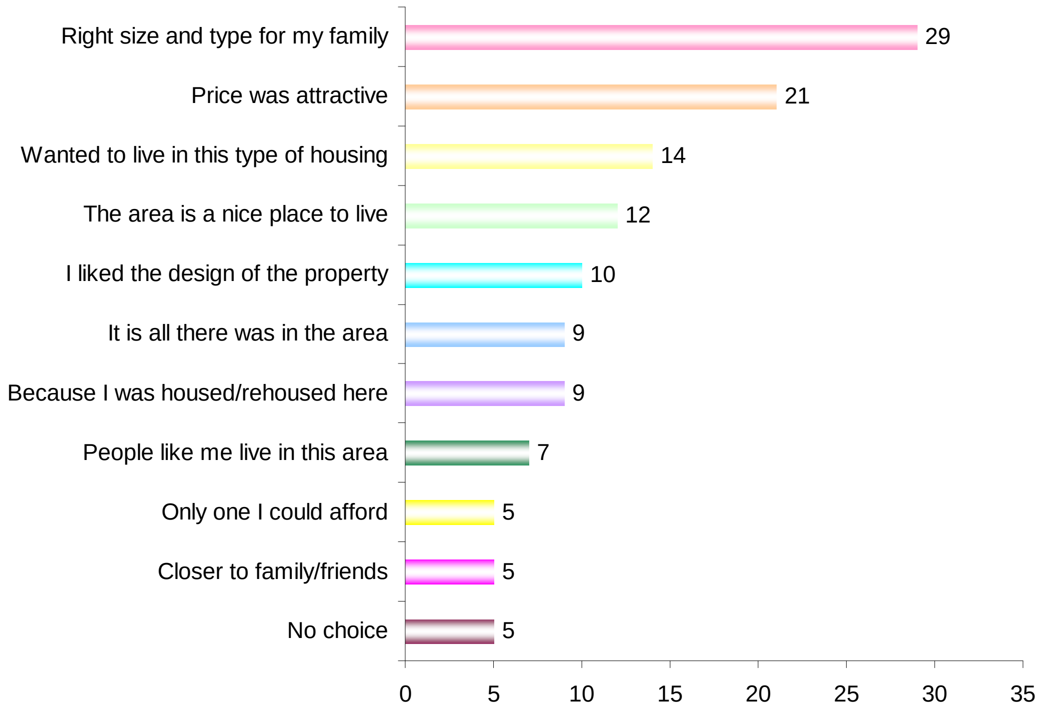


Base: All Respondents (percentages)

The broad conclusion is that residents in Sefton seem a little more settled at their current addresses. There are fewer 'recent movers' (i.e. in their property less than 3 years) and relatively more who have been at their current address for more than 10 years. Using the same analysis, Wirral residents are least settled.

All respondents were asked why, when they moved to their current home, they chose it in preference to others they might have looked at. Spontaneous answers only were recorded and figure 3.7 shows the most frequently given reasons.

Figure 3.7 Reasons for Choosing Current Property



Base: All Respondents (multiple responses)

Quite a number of other reasons were also offered (such as being close to work, having the right size garden, being a good environment, health reasons) but all by 4% of respondents or less.

The two most important reasons are clearly suitability for the family situation and affordability. These are supported by area and property reasons. It is interesting that as many as 7% referred to living in an area with 'people like me'. This is more likely to occur in Liverpool and to be mentioned by young people and those from BME groups.

There are some differences to note amongst the sub-groups:

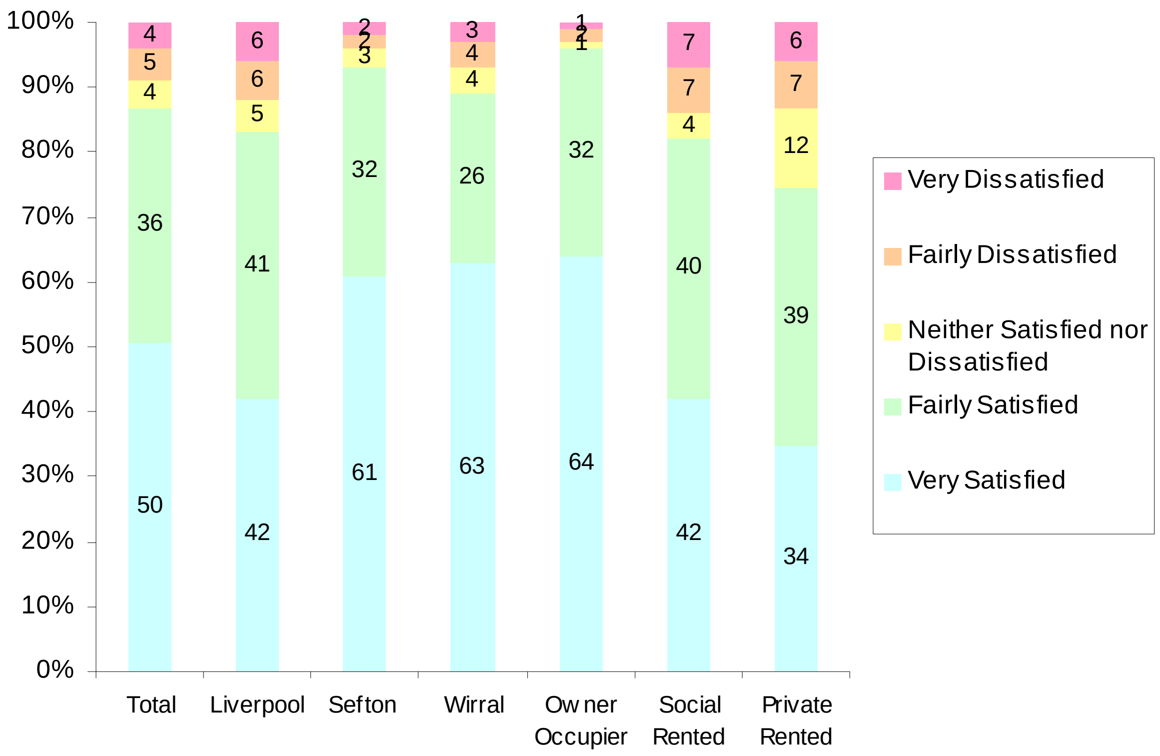
- An attractive price was most relevant to owner occupiers (at 39% the most frequently given reason by this group)
- Owner occupiers were also more concerned than others about the area being a nice place to live.

- Those in private rented accommodation were more likely to say that it was all there was in the area, that similar people lived around them or that they were closer to family/friends, than those in other tenures.
- An attractive price was a stronger motivation for buying a terraced property than other types.
- Those in apartments or flats were much more likely to say that they wanted to live in that type of housing (30% of this sample compared to around 12% in other types of property).
- Being nearer to their job and offering good transport links were also far more important choice factors for those in flats or apartments.

3.4 Satisfaction with Current Property

The overall level of satisfaction is very high, with 86% either 'very' (50%) or 'fairly' (36%) satisfied with their property.

Figure 3.8 Satisfaction with Property



Base: All Respondents (percentages)

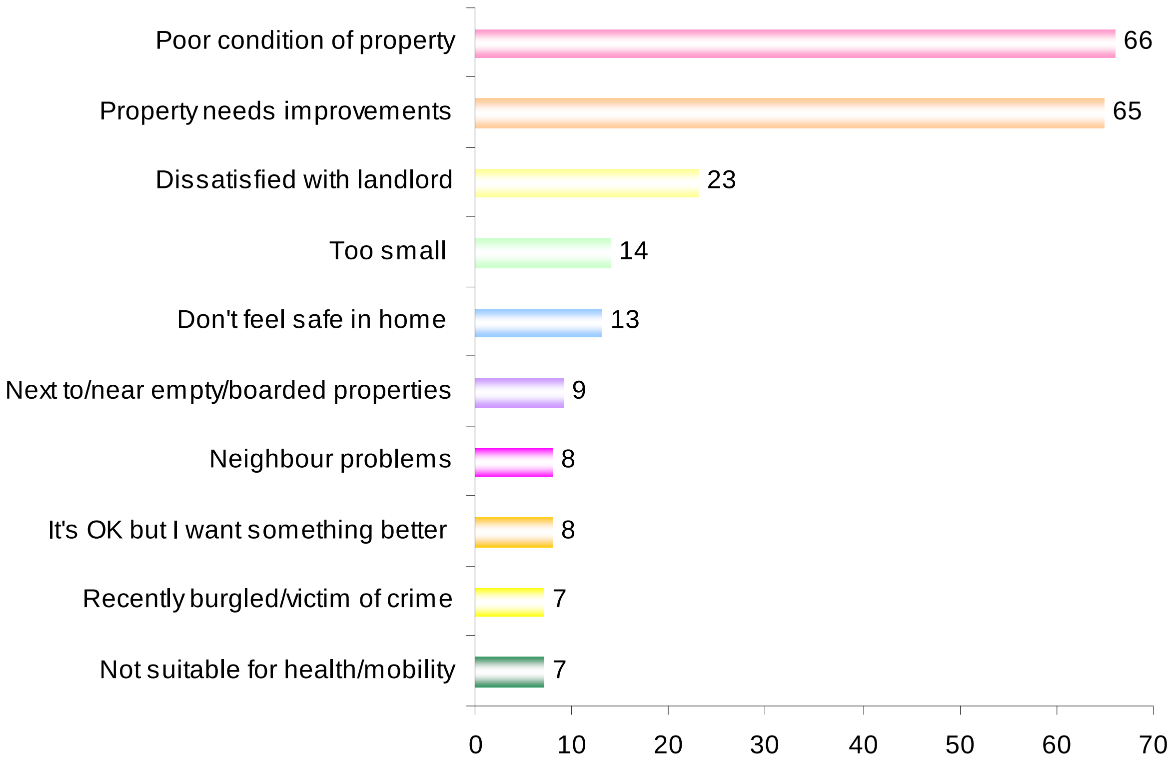
This leaves 9% who are dissatisfied. There are some differences between the subgroups. For example, satisfaction is highest in Sefton and lowest in Liverpool where the proportion of 'very satisfied' is significantly lower than in other areas.

Owner occupiers are also happier with their properties than those who rent. Amongst the latter, satisfaction is a little lower overall in the private sector, although actual dissatisfaction is very similar.

This pattern of satisfaction and dissatisfaction is similar to those we have found in other Pathfinder areas. In the current survey, the percentage ‘very satisfied’ is a little lower than in other areas but the combination or ‘very’ and ‘fairly’ is similar.

Those who had expressed dissatisfaction were asked to give their reasons and the condition of the property was by far the greater influence.

Figure 3.9 Reasons for Dissatisfaction with Property



Base: All Respondents Dissatisfied with Property (multiple responses)

At least two out of three people made reference to the poor condition of their property and/or the need for improvements. The figures were around 70% for those in rented accommodation but lower for owner occupiers.

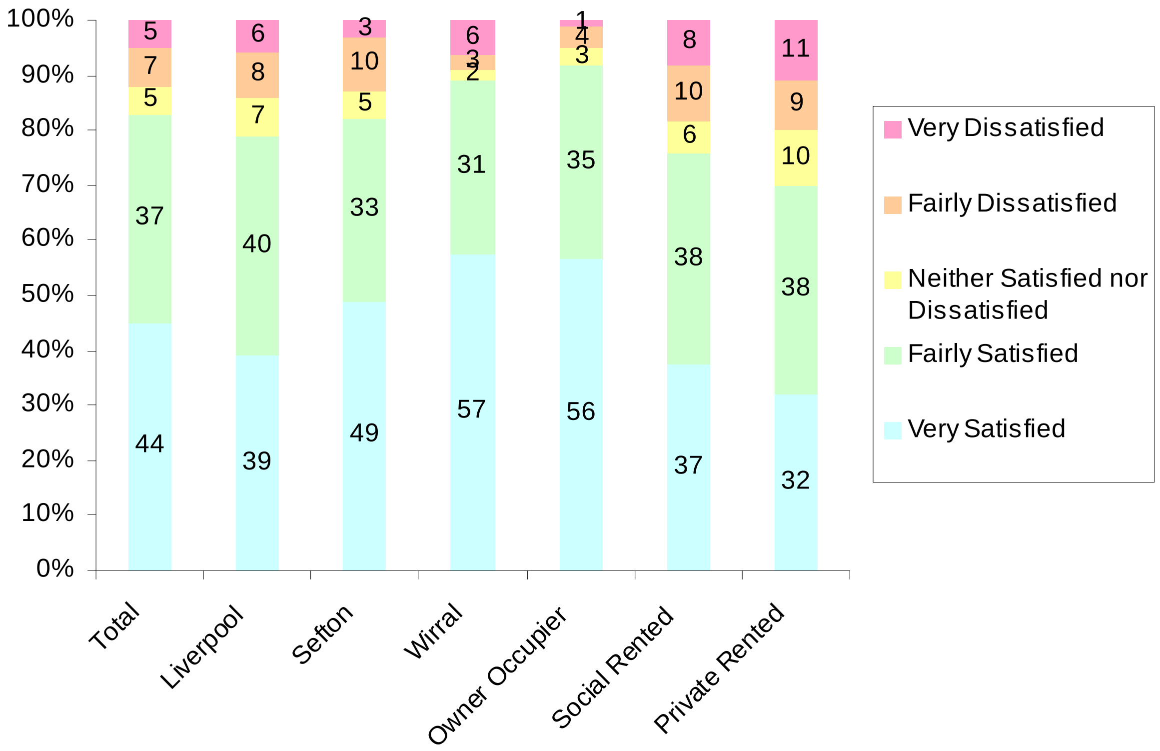
Landlord problems affected both private and social tenants.

All of those who do not feel safe in their homes or who have neighbour problems live in Liverpool.

Some additional reasons were given, each by fewer than 5% of the sample.

After the general satisfaction question, respondents were specifically asked how satisfied they were with the state of repair of their home. In total, 12% expressed some dissatisfaction. This is an increase in the proportion who had spontaneously given a condition related reason for being dissatisfied with their property overall. This suggests that there are perhaps 5-10% of residents with a background level of concern on property condition which is not sufficient to cause overall dissatisfaction with the property.

Figure 3.10 Satisfaction with State of Repair of Home



Base: All Respondents (percentages)

Differences by tenure are apparent: owner occupiers are happier with the state of repair than those in rented accommodation, with private renters a little less satisfied than tenants of social landlords.

There are some differences between the Local Authority areas. Satisfaction levels are higher in Wirral (with more than half 'very' satisfied) and in Sefton than in Liverpool itself.

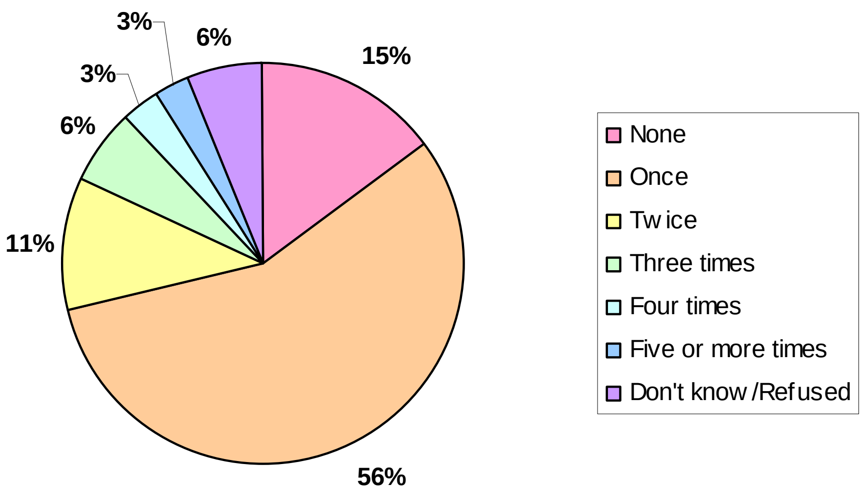
4.0 Housing History

Respondents were asked a few brief questions about their previous home.

4.1 Recent Movers

Anyone who had moved within the previous 10 years was asked how many times they had moved in the previous 5 years. For most it had only been once.

Figure 4.1 Number of Moves in Previous 5 Years

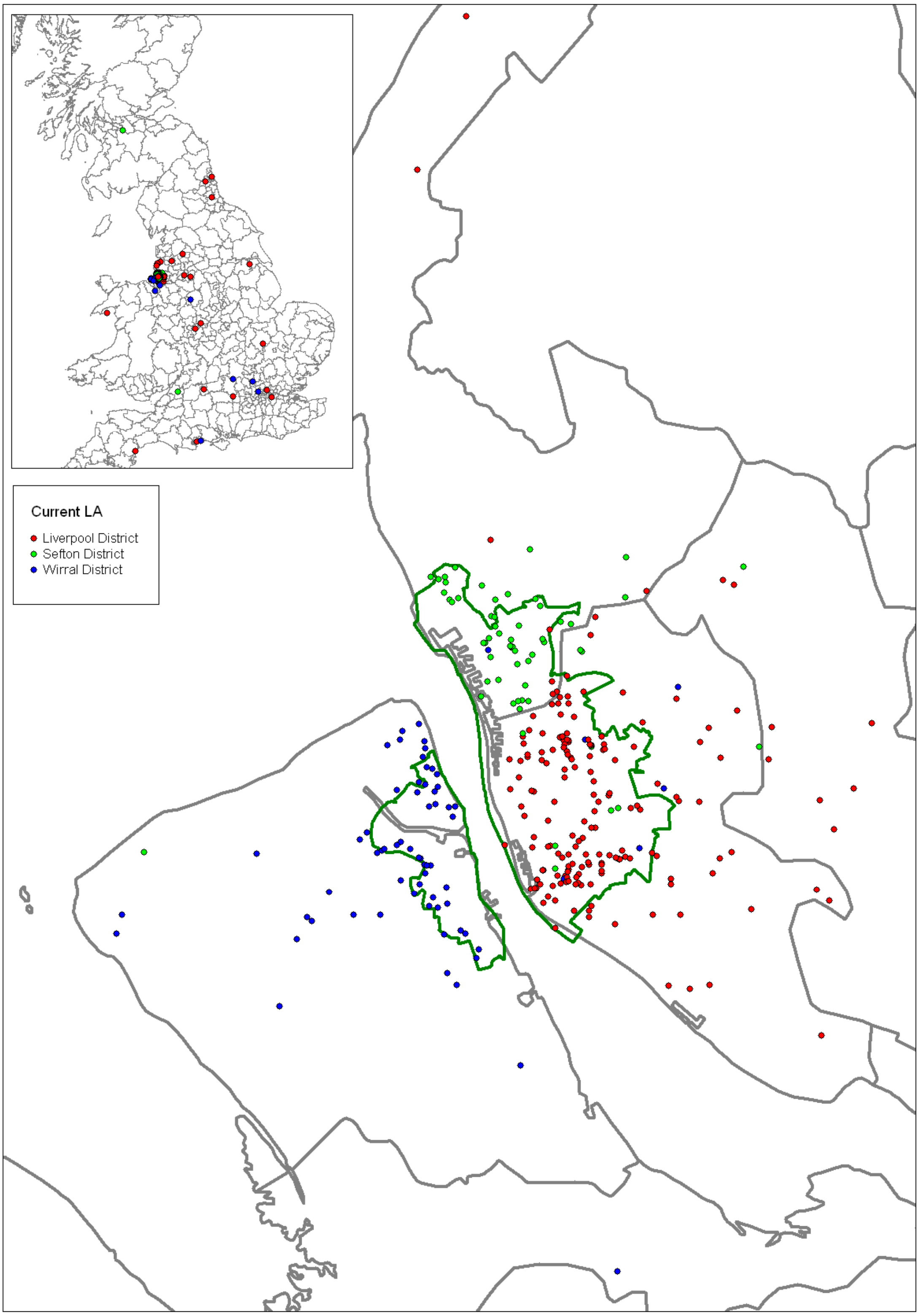


Base: All Respondents Living in Current Address for Less than 10 Years

Only12 % had moved more than twice within the 5 year time span. There is a higher propensity to move within the rented sector, and it is higher for private tenants than those renting from social landlords. However, the differences are not large and there are still 61% of private tenants who have moved only once or not at all in the previous 5 years (compared with 77% of social tenants and 75% of owner occupiers).

The previous postcode was collected from anyone who had moved within 10 years and these have been mapped by Local Authority area, to show the pattern of movement (see figure 4.2).

Figure 4.2 Map of Previous Postcodes



This shows that the great majority of moves had been made within the same Local Authority area. Thus 68% of people in the Liverpool HMRA had moved within that HMRA area with a further 17% coming from elsewhere within Liverpool. The Wirral HMRA is marked by 41% of last address being within it and 43% from the adjacent part of Wirral district. There were no recorded moves to Liverpool HMRA from the rest of the pathfinder area, although 12% of those surveyed in Sefton HMRA had come from their Liverpool counterpart.

Overall 65% of moves took place within the NewHeartlands pathfinder area and a further 26% is accounted for by inflow from the three districts. Moves from the rest of Merseyside (3%), the North West (2%) or elsewhere (6%) comprise the rest.

Table 4.1 Previous address (%)

		Origin									
		Liverpool HMRA	Sefton HMRA	Wirral HMRA	Rest of Liverpool	Rest of Sefton	Rest of Wirral	Rest of Merseyside	North West	Other	Total
Destination	Liverpool HMRA	**68**	0	0	17	2	0	4	3	6	100
	Sefton HMRA	12	**61**	0	10	12	1	1	0	3	100
	Wirral HMRA	4	1	**41**	2	0	43	0	1	7	100
	Total	44	12	9	13	3	10	3	2	6	100

4.2 Tenure History

All respondents were asked which other types of tenure they had experienced in the past.

Table 4.2 Tenure History

Current Tenure	Previous Types of Tenure					
	Owned	Rented from Council	Rented from Housing Association	Rented Privately	No other tenure	Refused
Owner Occupier		20	4	17	54	8
Council Tenants	14		17	16	50	7
Housing Association Tenants	12	30		20	39	8
Private Tenants	12	17	13		52	13

Base: All Respondents NB: Row Percentages

4.2.1 Current Owner Occupiers

In total, 38% had previously rented property. Just over half of them had rented from the council (and may well have bought their council houses) and slightly fewer had rented from private landlords.

4.2.2 Current Council Tenants

A small proportion (14%) had been home owners at some point. Others had experience of other landlords.

4.2.3 Current Housing Association Tenants

This group have the widest experience of all tenures, 52%. A good proportion had been council tenants, which presumably relates to stock transfer. But there was also experience of private landlords and a small proportion of past home owners.

4.2.4 Current Private Tenants

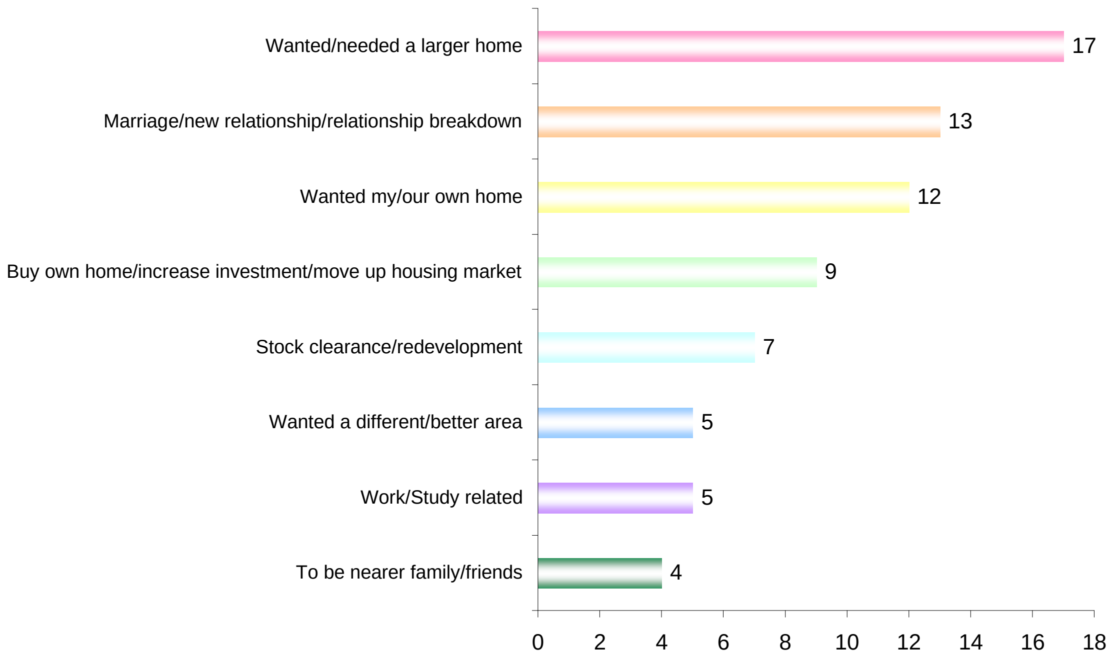
These people were least likely to have experienced other tenures, only 35% had done so. About one third of these have been home owners, others tenants of social landlords.

To summarise, in broad terms, almost half of the residents interviewed (49%) had only ever experience one tenure type. Most of the remainder had switched between two tenure types; it is only a small proportion (5-10% at most) who had encountered three or more different tenures. This last group are more likely to be renting currently from a Housing Association or a private landlord.

4.3 Reasons for Moving From Previous Property

The last issue in relation to previous properties was to ask the reasons for the last move people had made. Many spontaneous reasons were given but the biggest single stimulus was the desire for a larger home. This chart summarises the main reasons given.

Figure 4.3 Reasons from Moving From Previous Property



Base: All Respondents

The main reasons seem to relate to family composition and circumstance. This is supported by a desire to invest in property and apparently moves due to stock clearance. This does appear a high figure and perhaps relates to past experience of clearance and re-housing in the social rented sector. Area and work related reasons do not seem to feature very strongly. This perhaps indicates that these are not very 'mobile' communities in relation to housing.

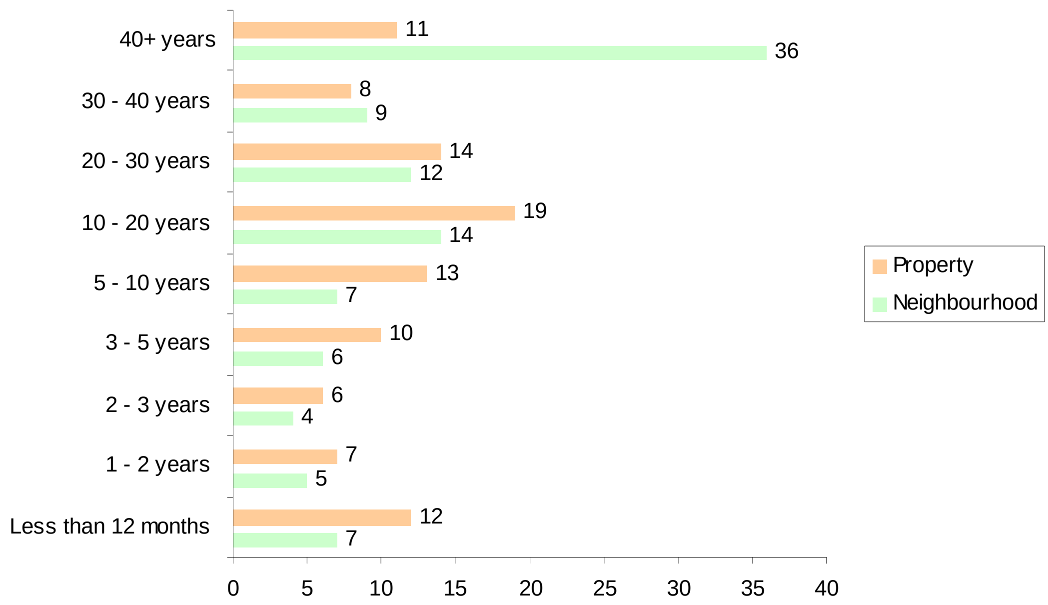
5.0 Neighbourhood

The interview concentrated in some detail on neighbourhood issues.

5.1 Length of Residence and Reason for Living in the Neighbourhood

Everyone was asked how long they had lived in their current neighbourhood and it was found that 56% had been established for at least 20 years. The figure below shows the full breakdown and relates it to the length of time people have lived in their current property.

Figure 5.1 Length of Time Living in Neighbourhood



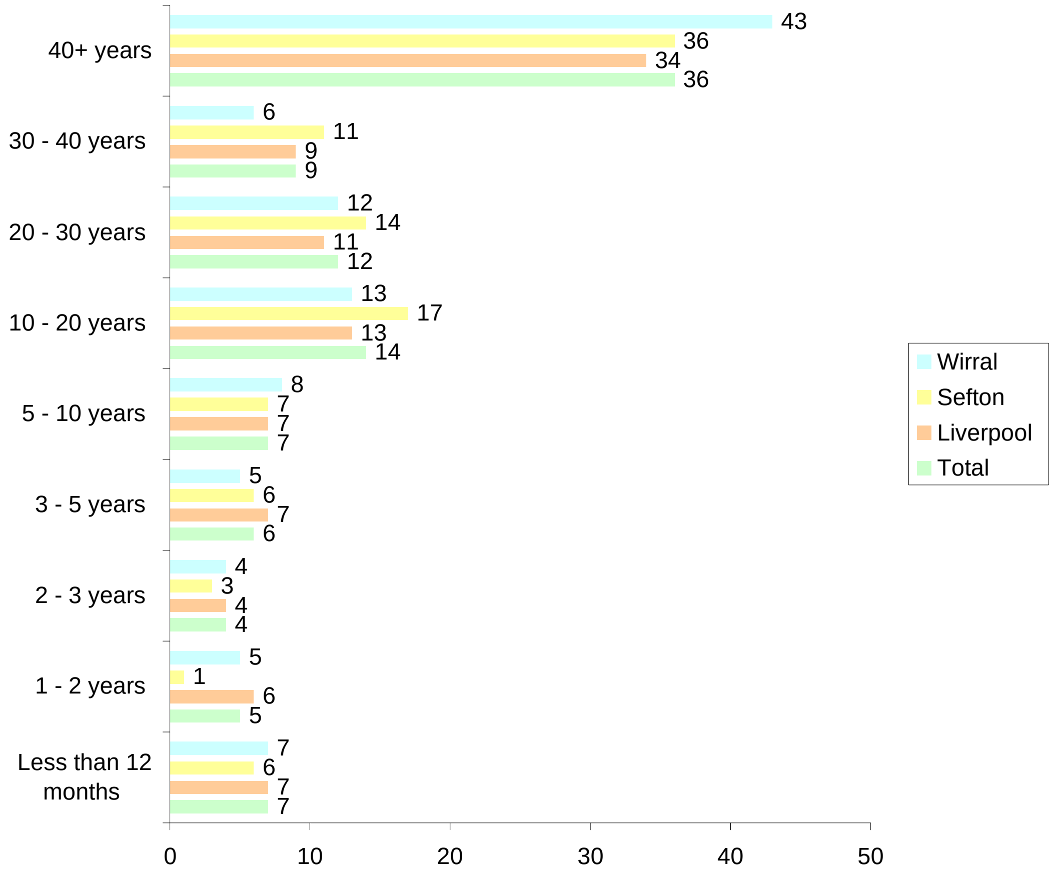
Base: All Respondents (percentages)

Overall these seem very settled neighbourhoods, with fewer than 30% people moving between neighbourhoods in the last 10 years.

Comparison with the length of time at their current address suggests that there is a high degree of loyalty to their neighbourhood and moves within the local area. For example, 12% have been in their current property less than 12 months, but only 7% had lived in the neighbourhood for less than 12 months, so that 5% had moved home within the neighbourhood during this time. There is a cumulative effect over time so that, at the other end of the chart, we see that whilst only 11% had lived in their current home for as long as 40 years, there were 36% who had lived within the neighbourhood for that length of time and had clearly moved within it at least once.

The patterns are broadly similar in the three Local Authority areas. The chart below shows that there is more recent movement (last 10 years) between neighbourhoods in Liverpool and Wirral than in Sefton but, overall, differences are small.

Figure 5.2 Length of Time in Neighbourhood by Local Authority Area

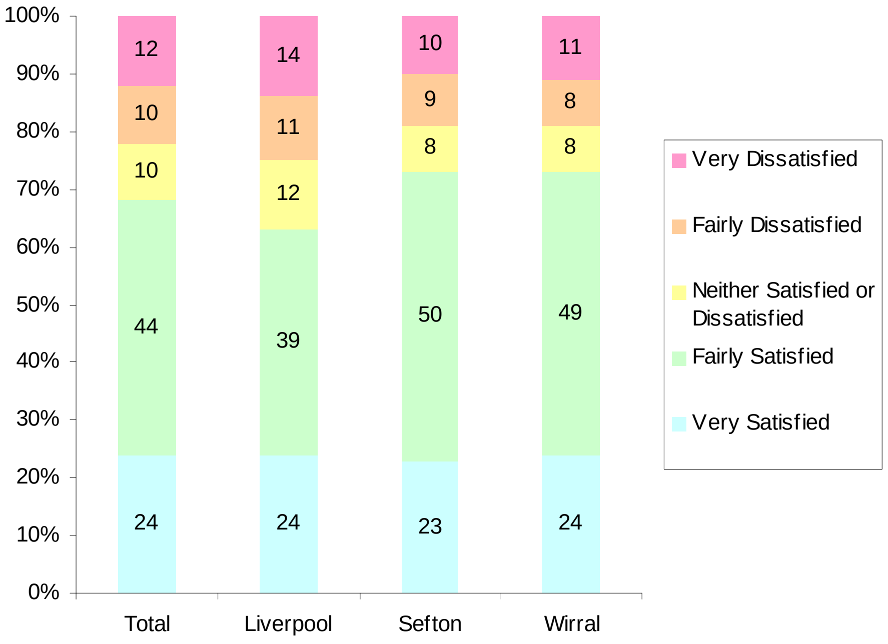


Base: All respondents

5.2 Satisfaction with Neighbourhood

A key indicator in this type of survey is the level of satisfaction with the neighbourhood. In this case two out of three people (68%) are satisfied to an extent.

Figure 5.3 Satisfaction with Neighbourhood



Base: All Respondents

Those who are dissatisfied are 22% of the sample. They are a little more likely to be owner occupiers and quite a lot more likely to be living in terraced houses (26% of this group, compared with 17% living in semi-detached and 12% in flats/apartments).

Satisfaction is also lower generally amongst Liverpool residents than those who live in Sefton or Wirral. In these areas it is very similar.

This level of satisfaction is a little lower than we have found in other Pathfinders in the Midlands and North West.

Although not strictly comparable, the survey of people who wished to move in the pathfinder area undertaken in 2005 found 66% either very or fairly satisfied compared to 68% in this survey. In 2005 24% were dissatisfied in some way compared to 22% this time.

Table 5.1 Neighbourhood Satisfaction – Movers Survey

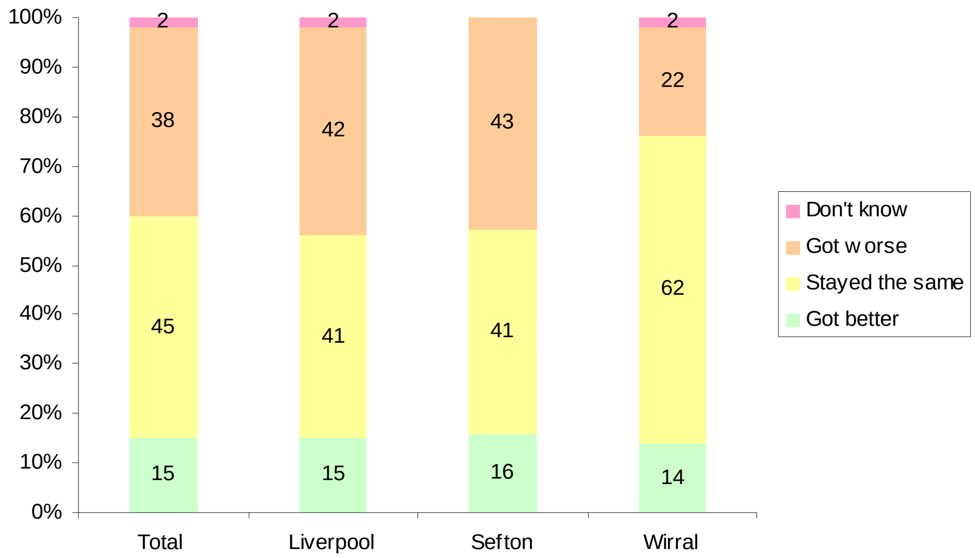
Neighbourhood Satisfaction – Movers Survey 2005				
	Total	Liverpool	Sefton	Wirral
Very satisfied	26%	26%	31%	21%
Fairly satisfied	40%	34%	43%	44%
Neither satisfied nor dissatisfied	11%	13%	8%	10%
Fairly dissatisfied	12%	13%	10%	12%
Very dissatisfied	12%	13%	7%	13%
Don't know	1%	1%	1%	0%
Total	100%	100%	100%	100%

Base: All Respondents

To extend this further respondents were asked if they felt their neighbourhood had got better or worse or stayed the same, over the previous two years.

The overall picture is very mixed, in the sense that good proportions selected each of the three options.

Figure 5.4 Progress of Neighbourhood in Last Two Years



Base: All Respondents

The majority feel that their neighbourhoods are changing. Some take a positive view – 15% feel there have been improvements – but it is a significantly higher proportion who feels that their area has deteriorated.

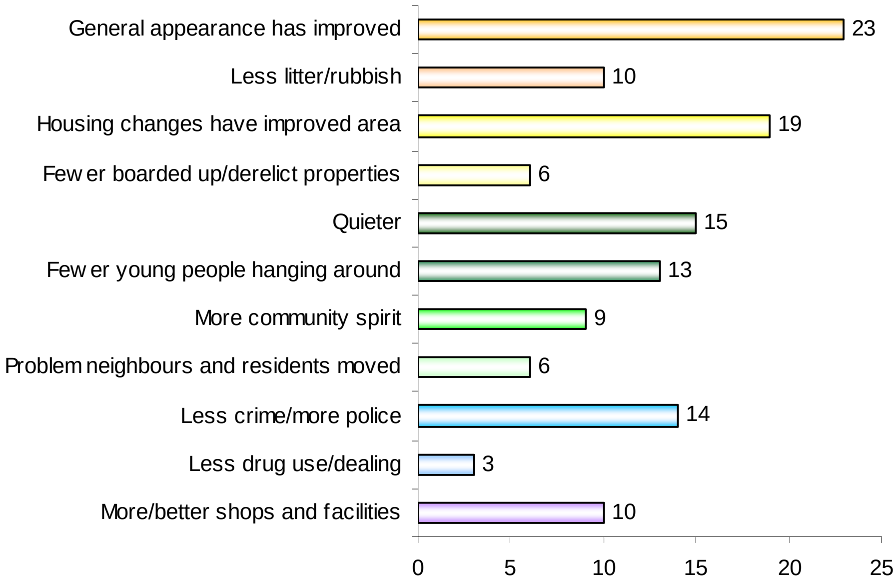
The views of those in Liverpool and Sefton are very similar but Wirral residents take a more positive view. They are most likely to have perceived stability in their areas, and only half as many people think that neighbourhoods have got worse.

Owner occupiers take the most negative view, with 48% detecting a worsening in their neighbourhood compared with only 13% seeing an improvement.

These perceptions of change are a little more negative than those we have recorded in other Pathfinder areas in the Midlands and North West.

The reasons behind any perceived improvements are recorded in figure 5.5 below and show an acknowledgement of housing changes.

Figure 5.5 Reason Why Neighbourhoods Are Better Than 2 Years Ago



Base: All Respondents Perceiving Improvements in Last 2 Years

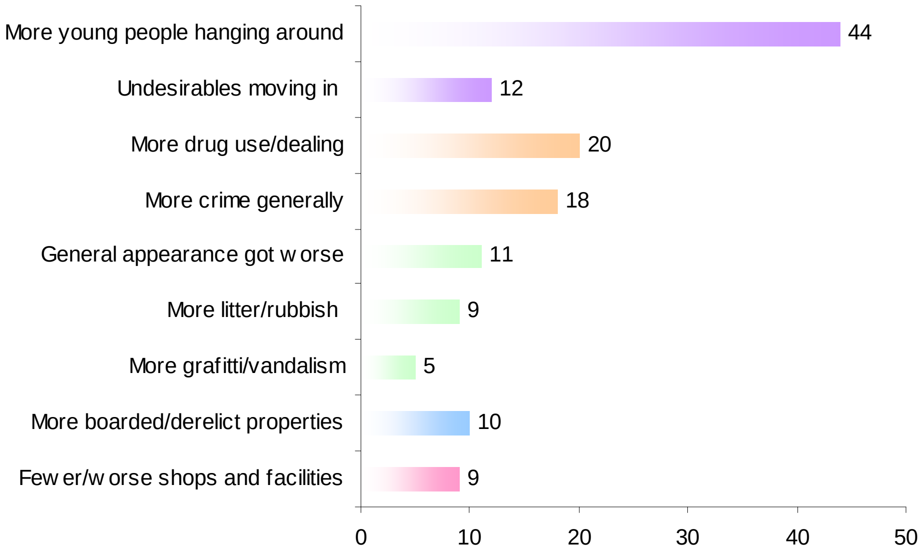
There are quite varied reasons offered for the improvements. This is encouraging as it suggests all round improvements are being perceived. The general appearance, housing changes and a better atmosphere are the strongest positive influences. Crime is at a lower level than each of these.

There are a few differences between the Local Authority areas:

- Improvements relating to crime and drug use are more frequently noted in Wirral.
- Comments about litter and the general appearance of the area are much more frequently found in Liverpool and Sefton.
- Housing changes have had more effect in Liverpool.

Where residents felt their neighbourhood had got worse, crime and anti-social behaviour feature strongly as the cause.

Figure 5.6 Reasons Why Neighbourhood is Worse Than 2 Years Ago

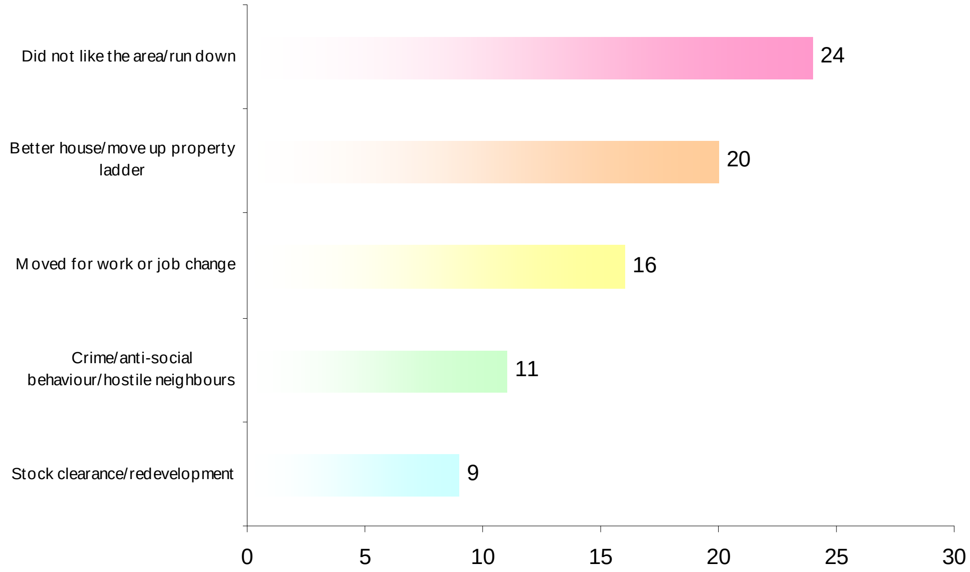


Base: All Respondents Perceiving a Worsening in the Last 2 Years

The appearance of the area is a secondary theme but anti-social behaviour is clearly the main influence on negative perceptions. Again there are some differences between the Local Authority areas. This mainly relates to Wirral, where there is a particular problem with the type of people moving into the area, and litter is more frequently mentioned.

One final point on satisfaction was to ask whether respondents had any friends or relatives who had left the area in the previous two years. Some 15% thought this was the case (18% in Liverpool, 16% in Sefton but only 8% in Wirral). The main reasons for these people leaving were thought to be as follows in figure 5.7.

Figure 5.7 Reasons for Friends and Relatives Leaving the Area



Base: All Respondents with Friends/Relatives Leaving

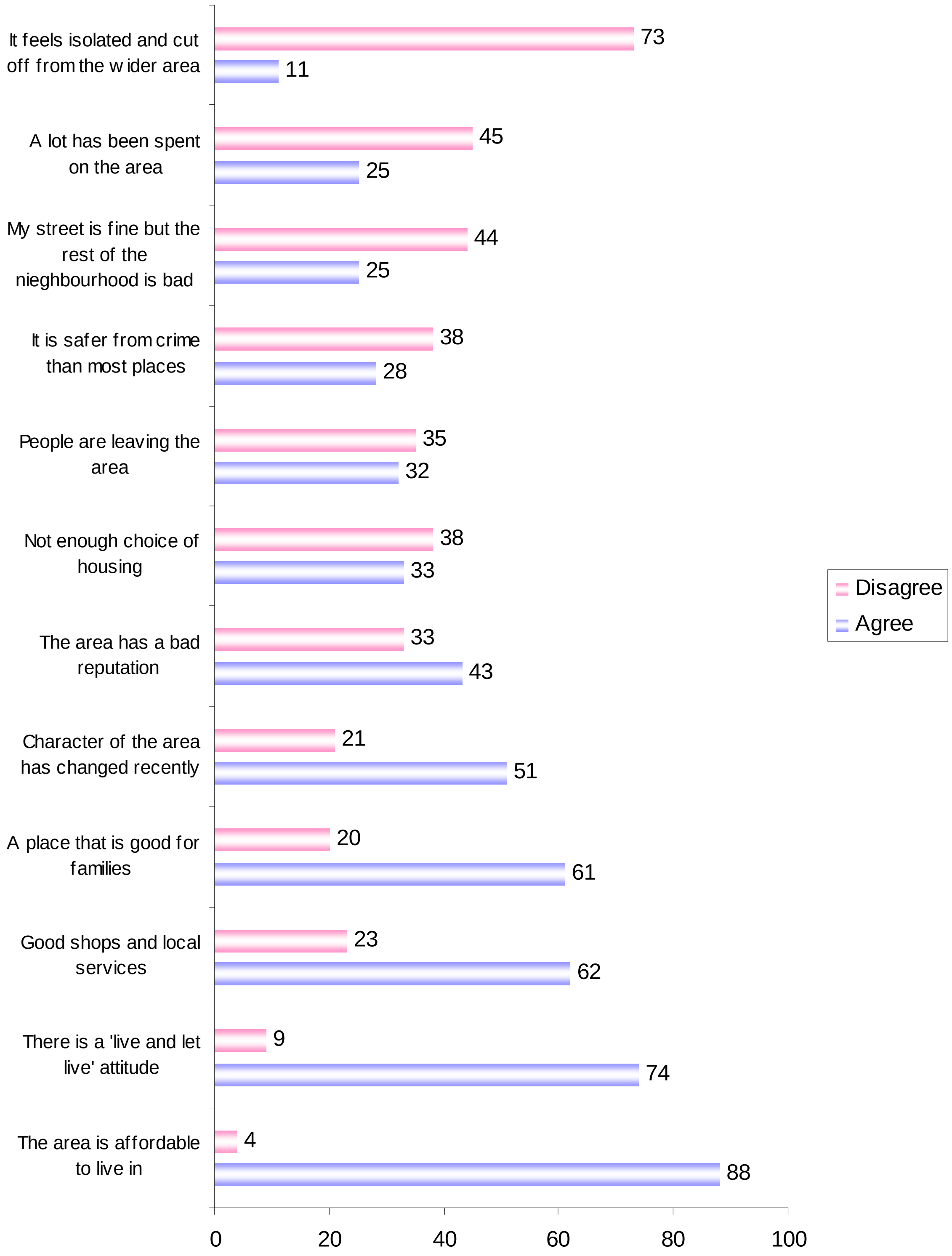
Other reasons were offered by smaller numbers of people.

Several factors seem to have an influence but the key one seems to be improving their housing situation, either by moving to an area they prefer or improving/upgrading their property. Employment can also be a factor and crime, as in all such surveys, is an influence for some people.

5.3 Opinions of the Neighbourhood

One way in which opinions of the local neighbourhood were refined was to obtain the extent of agreement or disagreement with a series of statements. The figure below aggregates 'strongly agree' and 'agree' to give a measure of agreement, and similarly for 'disagree' and 'strongly disagree'.

Figure 5.8 Agreement with Statements about Neighbourhood



Base: All Respondents (percentages)

Two statements have very strong levels of agreement – affordability and a 'live and let live' attitude. In both respects, people who live in the Wirral area are more positive. We asked about being affordable as a place to live but in practice while this may be mainly relation in relation to property costs, living costs may also feature in this judgment. However a pointer may be that 15% think a desirable improvement would be more affordable housing for young families.

There are then a group of statements where overall agreement is clear – good shops and services, an area for families and that the character of the area is changing. For these, there is a comfortable majority in agreement. Again, there are some differences between the areas:

- People living in Sefton are more likely to see it as an area for families.
- They are also more positive about their shops and services, whilst people in Liverpool are most critical (26% disagree that they have good shops and services).
- Liverpool residents are also more likely to agree that the character of their area has changed (56% agree compared with 41% and 47% in Sefton and Wirral).

For the next group of statements the proportions agreeing and disagreeing are more similar – the area has a bad reputation, not enough choice of housing and people leaving the area. Altogether, 43% agree that their area has a bad reputation. This includes 8% who strongly agree. These views vary by Local Authority area:

Table 5.2   Reputation of Area

	Agree	Disagree
	%	%
Liverpool	45	30
Sefton	36	49
Wirral	41	27

Base: All respondents

In Liverpool and Wirral the views are quite similar, with Liverpool residents perhaps a little more prepared to acknowledge a poor reputation. In Sefton the position is reversed, almost half the sample is confident that their area does not have a bad reputation.

Overall, one third of the sample feels they do not have sufficient choice of housing but there is a wide variation between the areas. In Liverpool, agreement with this statement is 40%, in Sefton only 14% and 31% in Wirral.

Sefton is again different on the issue of people leaving the area – 57% disagree that this is the case, compared with 33% in Liverpool and 23% in Wirral.

In the final group of statements, the level of disagreement is clearly greater than the level of agreement. These are – being safer from crime than other places, my street is fine but the rest of the neighbourhood is bad, a lot of money having been spent and feeling isolated. In the latter case, disagreement is a positive conclusion and there seem few problems in respect of isolation. The results are broadly similar in all three Local Authority areas.

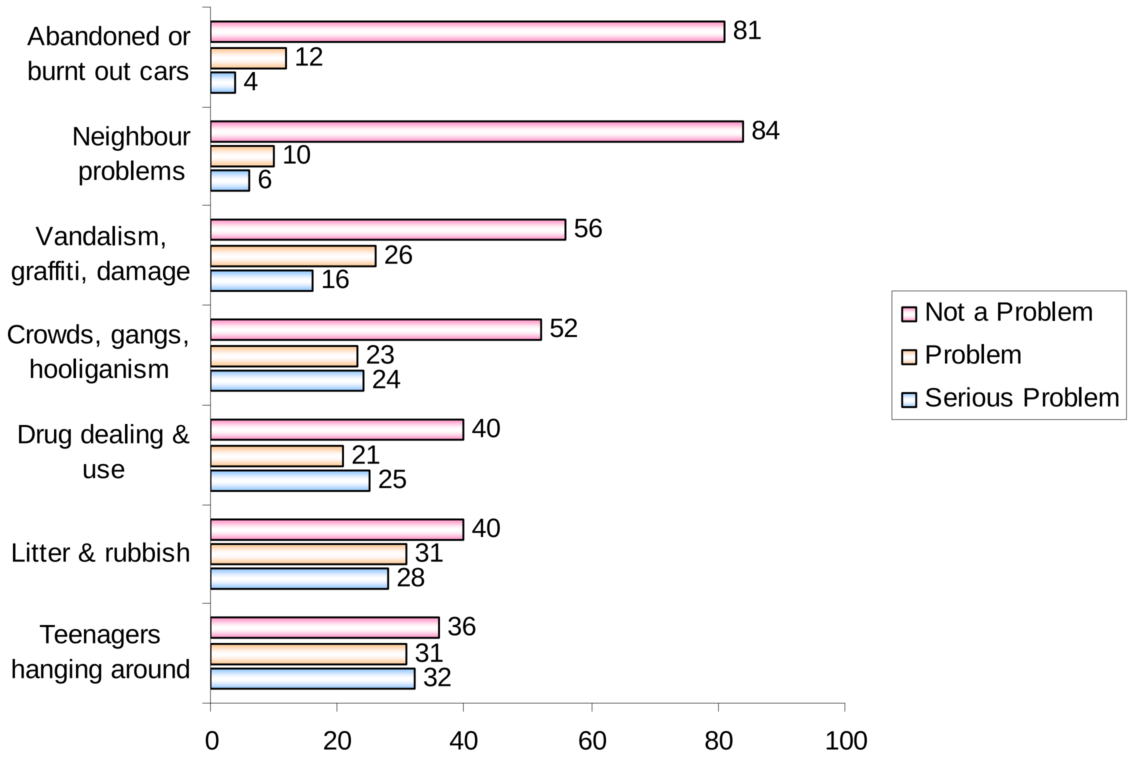
In relation to crime, it is perhaps disappointing that only one in four feel that their area is safer than others. Sefton is again different as more people agree that they are safer from crime (39%) than disagree (32%). In Liverpool and Wirral the reverse is true, with Wirral residents slightly more negative overall.

All three Local Authority areas have a similar view of whether money has been spent on their area – all are more likely to disagree than agree. But Liverpool residents are most negative with 55% disagreeing, compared with 38% and 39% in Wirral and Sefton.

To summarise, in most respects Sefton residents have more positive attitudes to their area than those in Liverpool and Wirral. The levels of agreement recorded here tend to be very similar to those found in other Pathfinders. There are some differences – NewHeartlands residents are more positive about their shops and services but less confident over the safety of their neighbourhood, for example.

A further question was asked to determine the extent of problems caused by anti-social behaviour, in various forms. Respondents were asked for each whether it was a serious problem in their neighbourhood, a problem but not a serious one, or not a problem at all.

Figure 5.9 Extent of Problems with Anti-Social Behaviour



Base: All Respondents

The most prominent issue seems to be teenagers hanging around; almost two out of three residents regards this as a problem in their area. This is broadly true in all three Local Authority areas, but it is most likely to be seen as a serious problem in Liverpool.

Litter is the next issue to cause concern. It is a less serious issue in Sefton (11% see it as a 'serious problem', compared with 32% in Liverpool and Wirral), but overall, slightly more of a concern in Wirral.

Drug dealing and use are seen as a 'serious problem' by one in four people. This is fairly consistent throughout the areas, although it is seen as less of a problem overall in Wirral.

Disturbance from crowds and gangs or hooliganism is a problem for almost half the residents interviewed. It is of more concern in Liverpool, where 29% see it as serious. In contrast, only 13% who live in Wirral describe it as a serious problem (21% in Sefton) and 60% has no problem at all.

Vandalism, graffiti and damage is again a widespread problem with only small differences between the areas.

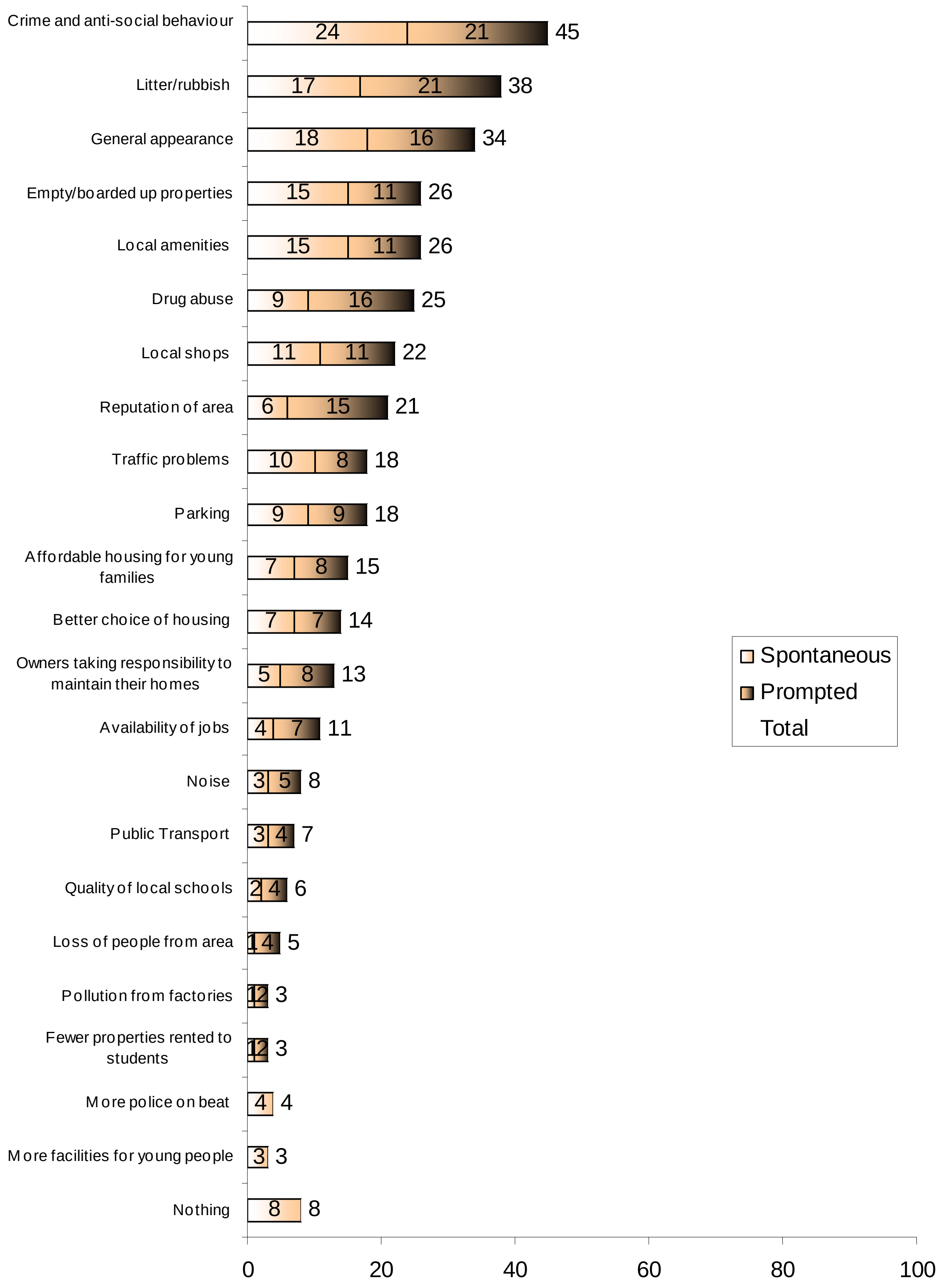
Neighbour problems and abandoned cars are much less of a problem for everyone. The former are least likely to affect Sefton residents (89% see no problem at all) and abandoned cars are more of a nuisance in Liverpool than in either of the other two areas.

In summary, it is clear that some aspect of anti-social behaviour affects many people who live within the HMRA area. Overall, it is more likely to be a problem in Liverpool than in Sefton or Wirral.

5.4 Neighbourhood Improvements Needed

Everyone was given the opportunity to suggest improvements that might be needed in their area over the next few years. Spontaneous answers were recorded first and then a prompt offered. The figure below shows both spontaneous answers and a total, including spontaneous and prompted.

Figure 5.10 Desirable Neighbourhood Improvements



Base: All Respondents (percentages)

The issues of greatest importance to people were clear – crime and anti-social behaviour and the appearance of the area, with particular reference to litter and rubbish in the streets and to empty/boarded up properties. Next priorities are shops and local amenities and drug problems. The reputation of the area was not particularly prominent in the spontaneous comment but on prompting did indicate that one in five residents is concerned about this.

Traffic and parking problems and housing issues are the other topics of concern to a reasonable portion of residents. Issues below this in the chart can be seen to be of less concern overall.

The requests for more police on the street and more facilities for young people were made spontaneously but were not offered amongst the list of pre-determined prompts. They are, therefore, not directly comparable but are included to indicate that they are a concern. Other spontaneous answers were also recorded, but each by between one and six people only.

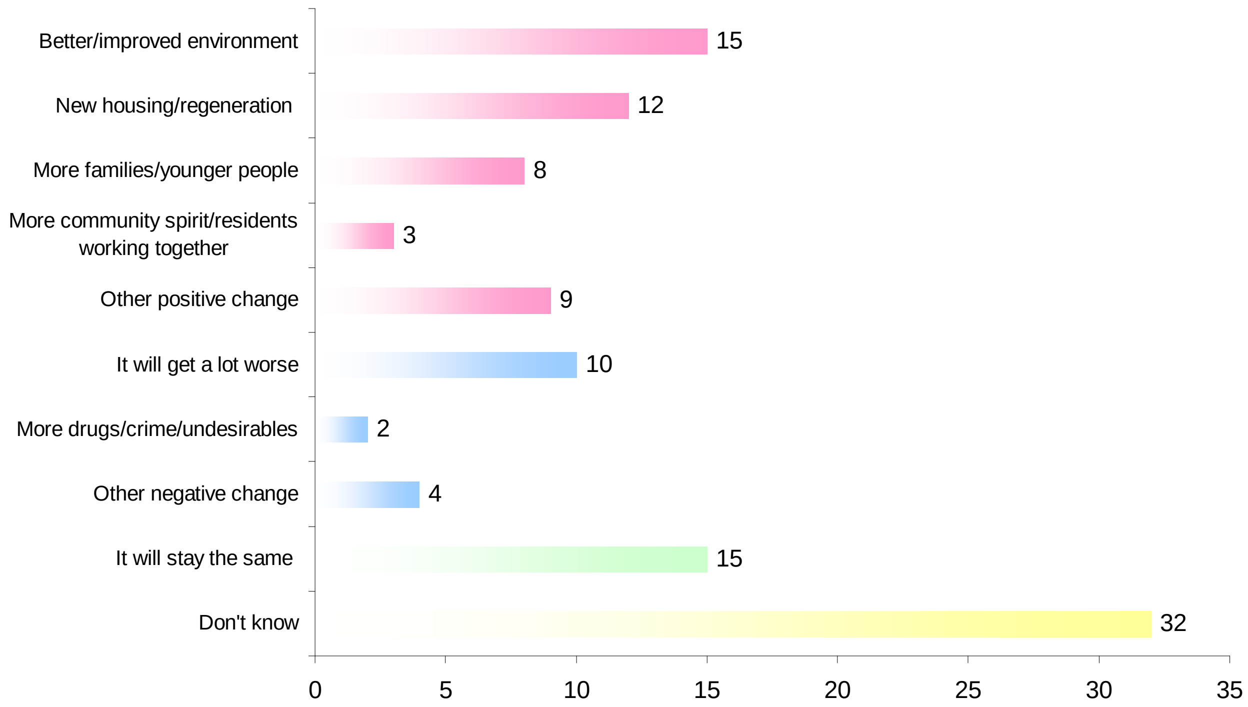
Only 8% of the sample could think of nothing that they would like to see improved. They are more likely to live in Sefton (17%) than in Liverpool (6%) or Wirral (6%).

The relative importance of these desirable improvements seems to support, and be supported by, the analysis of attitudes and opinions within the neighbourhoods.

5.5 The Future of the Neighbourhood

The final question in the neighbourhood section gave people the opportunity to say, in their own words, how they thought their neighbourhood might change in the next 10 years. The chart below summarises their comments:

Figure 5.11 Expected Changes in Neighbourhood over Next 10 Years



Base: All Respondents (percentages shown)

Almost half of the sample expected no change in their neighbourhood or were unable to give an opinion. Amongst the remainder, there seemed a degree of optimism as there was more positive comment than negative.

Change for the better was expected to include improved housing and environment, bringing more balanced communities. Those with a negative view clearly just felt that existing problems would become worse.

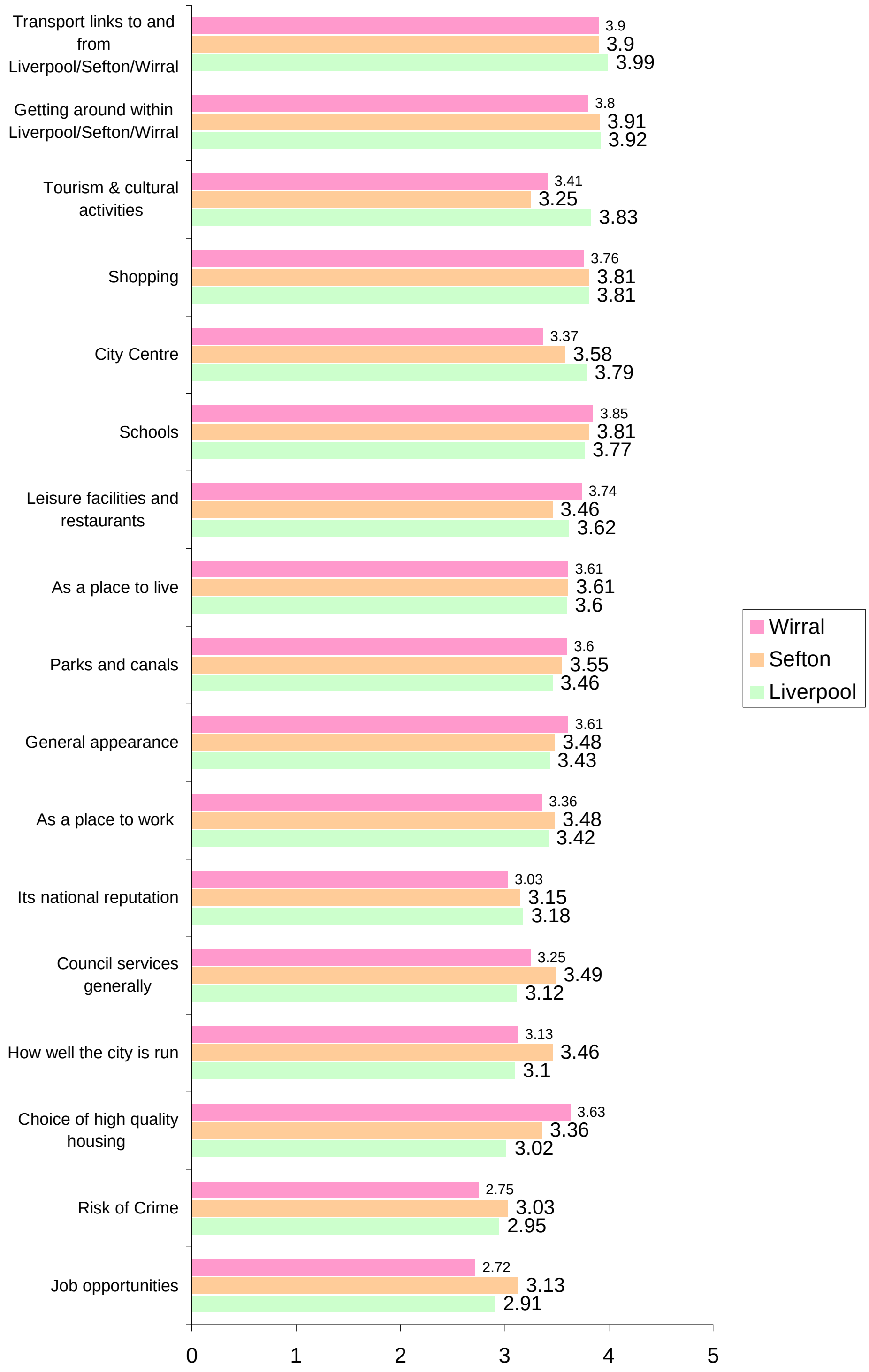
In all the Local Authority areas there is some degree of positive and negative comment. People living in Sefton are least likely to take a negative view.

6.0 Opinions of the Wider Area

All respondents were asked to rate their own districts on various aspects. A five point scale was used from 'very good' to 'very poor'. One way of interpreting such a scale is to calculate the 'average mean score' , this gives an 'average' view but takes account of all shades of opinion. It is a more sensitive measure than simply considering the numbers who say 'good' or 'poor'.

The figure below shows values calculated using a scale of 5 for ‘very good’, down to 1 for ‘very poor’. Hence the nearer the value to 5, the better the opinion. It also allows an immediate comparison between the views of those in the three Local Authority areas.

Figure 6.1 Ratings for Liverpool/Sefton/Wirral



Base: All Respondents (Average Mean Score)

This is a very uniform set of rankings; almost all aspects are rated in the 'fair' to 'good' category. The only two which are not – job opportunities and risk of crime – are only slightly below 'fair' as an average viewpoint.

6.1 Liverpool

The most highly ranked features are transport links both into and within the area, and the shopping and cultural aspects of the city centre. Interestingly, it is rated more highly as a place to live (58% saying 'good' or 'very good') than a place to work (52% with this view), despite the favourable views of transport.

Choice of high quality housing is one of the lowest rated features, so there must be other factors which contribute to the rating as a place to live.

Weakest aspects are availability of job opportunities (which may contribute to the slightly lover ranking of Liverpool as a place to work) and the risk of crime.

The overall impression is that those that live in Liverpool are proud of their city and its facilities but they acknowledge that its national reputation does not quite match the reality that they understand.

6.2 Sefton

In many respects, the views expressed by Sefton respondents are rather similar to those of their counterparts in Liverpool – for transport and shopping, as a place to live and work, and national reputation. It is noticeably weaker on tourism, culture and leisure and on the City Centre ratings.

However, those who live in Sefton have more confidence in their Local Authority over the provision of services and how they run the area than do those in either of the other two areas.

There are better views on housing and job opportunities and risk of crime, although still ranked lowest overall, is seen as less of a problem than in Liverpool or Wirral. Generally then, Sefton comes across as a stable and safe area whose residents are positive about living there.

6.3 Wirral

As a place to live, Wirral is rated exactly the same as Liverpool and Sefton. Residents acknowledge that their 'city centre' is relatively poor but are positive about general appearance, leisure and recreational facilities and choice of housing. The latter is more highly rated than in either of the other two areas, with 62% thinking it 'good' or 'very good', compared with 47% in Sefton and 32% in Liverpool.

The most negative aspect, for Wirral residents, is the availability of jobs; this has the lowest rating for any aspect, in any of the areas, with 42% rating 'poor' or 'very poor'. This probably contributes to the lower rating of Wirral as a place to work.

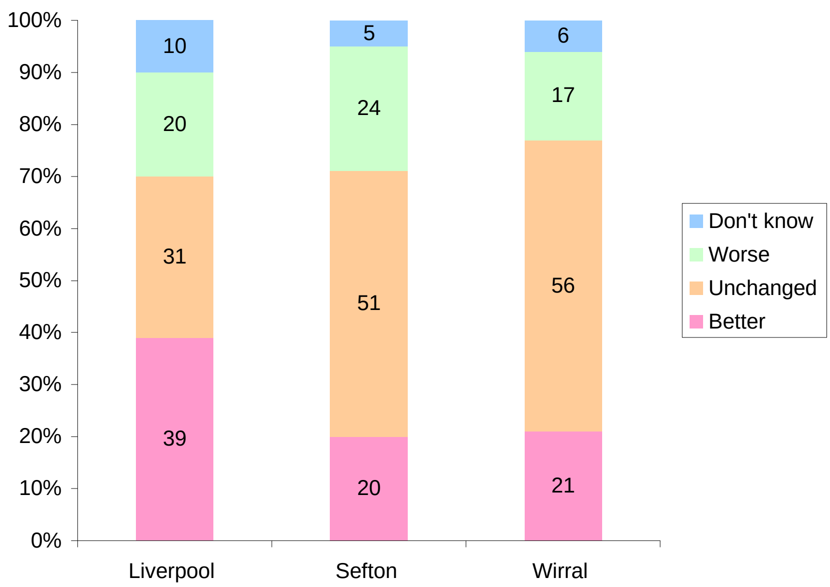
The risk of crime, although better than in Liverpool, is still just below 'fair' and the national reputation of Wirral is though to be relatively weak.

Overall, Wirral residents perhaps see themselves 'in the shadow' of Liverpool and with a poor reputation. But they are positive about some aspects of everyday life with the result that they see it on a par with Liverpool or Sefton as a place to live.

6.4 Change in the Areas

Respondents were also asked whether they thought that, in the previous 5 years, their Local Authority area had got better or worse as a place to live or work.

Figure 6.2 Changes in Liverpool/Sefton/Wirral in the Last Five Years



Base: All Respondents

This is an encouraging result as it shows that overall, people are more likely to have perceived an improvement in their LA area than deterioration – although the most frequent conclusion is that it has been unchanged. However, Liverpool residents are much more positive about this than those who live in Sefton or Wirral. Indeed, Sefton residents are a little more likely to think their area is a worse place to live or work now.

An explanation for this may simply be that those who live in Liverpool itself are better informed or may have been actively encouraged towards better perceptions of their city.

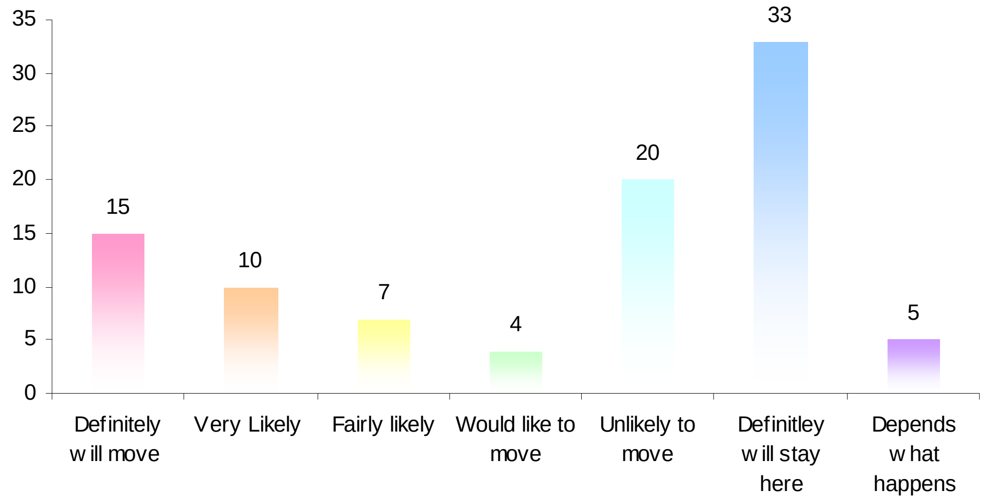
For those who live within the HMRA area then, Liverpool is the city of change and positively, Wirral and Sefton are more stable and there is more work to be done to improve their image.

7.0 Future Housing Plans

7.1 Moving intentions

When asked about their future housing plans, 36% of respondents stated that they were considering moving home in the next 5 years.

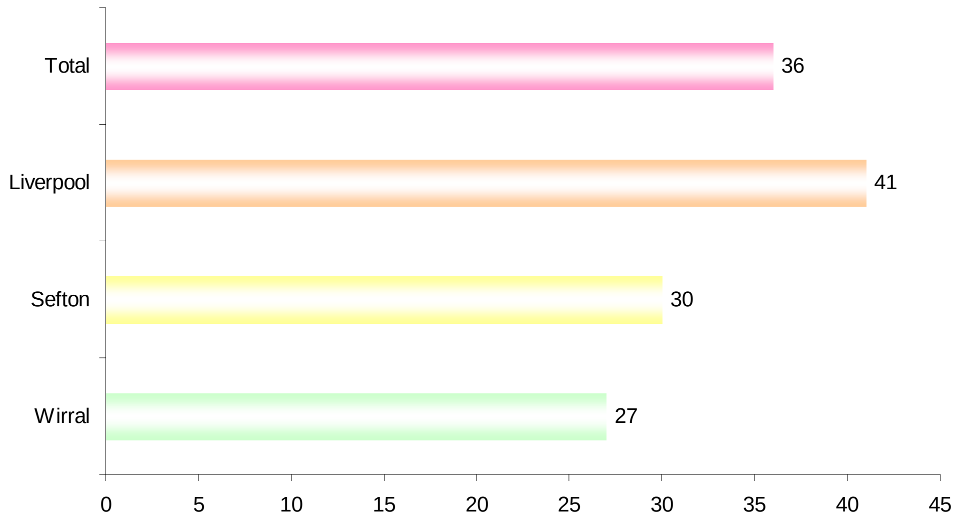
Figure 7.1 How likely do you think it is that you will move home in the next 5 years?



Base: All Respondents

The proportion considering moving in the next 5 years is highest among those in the Liverpool Local Authority Area and lowest in Wirral as shown in figure 7.2.

Figure 7.2 Proportion considering moving in the next 5 years by Local Authority

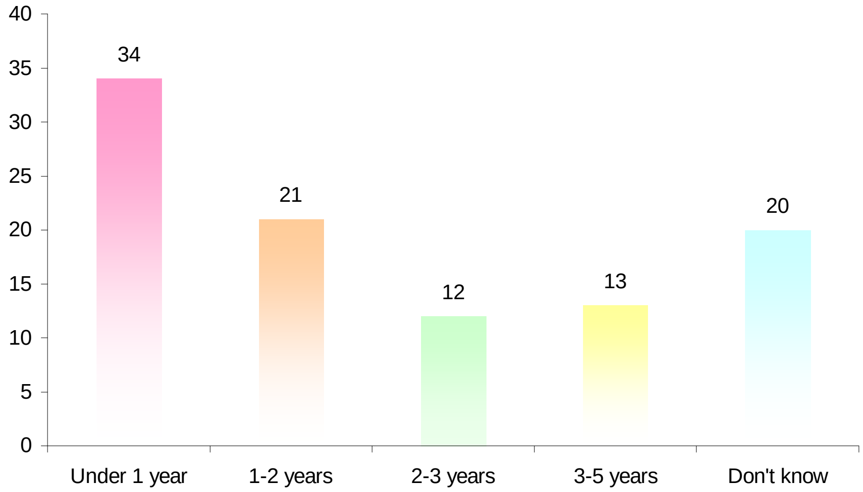


Base: All Respondents

The proportion considering a move in the next 5 years is also highest among those currently renting their property from private landlords at 56%, compared with 31% of owner occupiers and 30% of those renting from social landlords.

Those intending to move were then asked when they were likely to do so and their responses are summarised in figure 7.3 below.

Figure 7.3 When do you think you are likely to move?

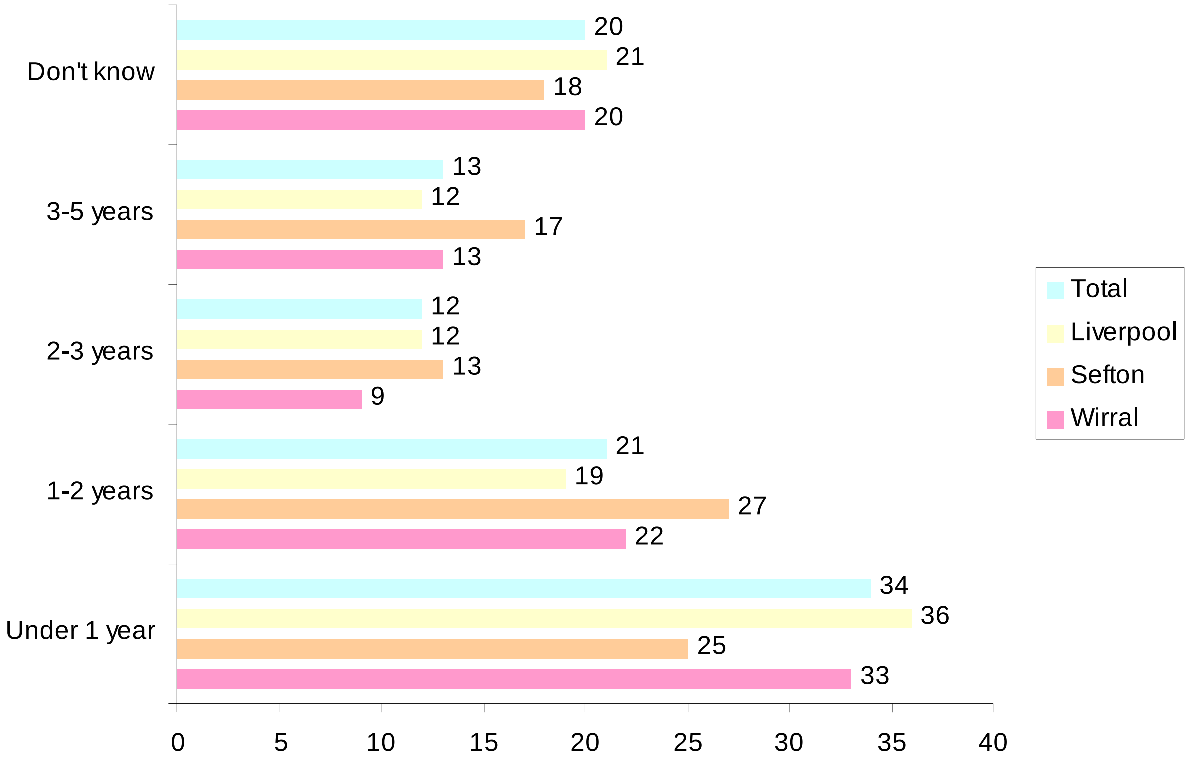


Base: Respondents Expecting to Move in the Next 5 Years (358)

As shown above, some 34% expected to move within the next year, with this including 47% of those renting from private landlords.

The chart below details when respondents expect to move by Local Authority area.

Figure 7.4 When do you think you are likely to move?



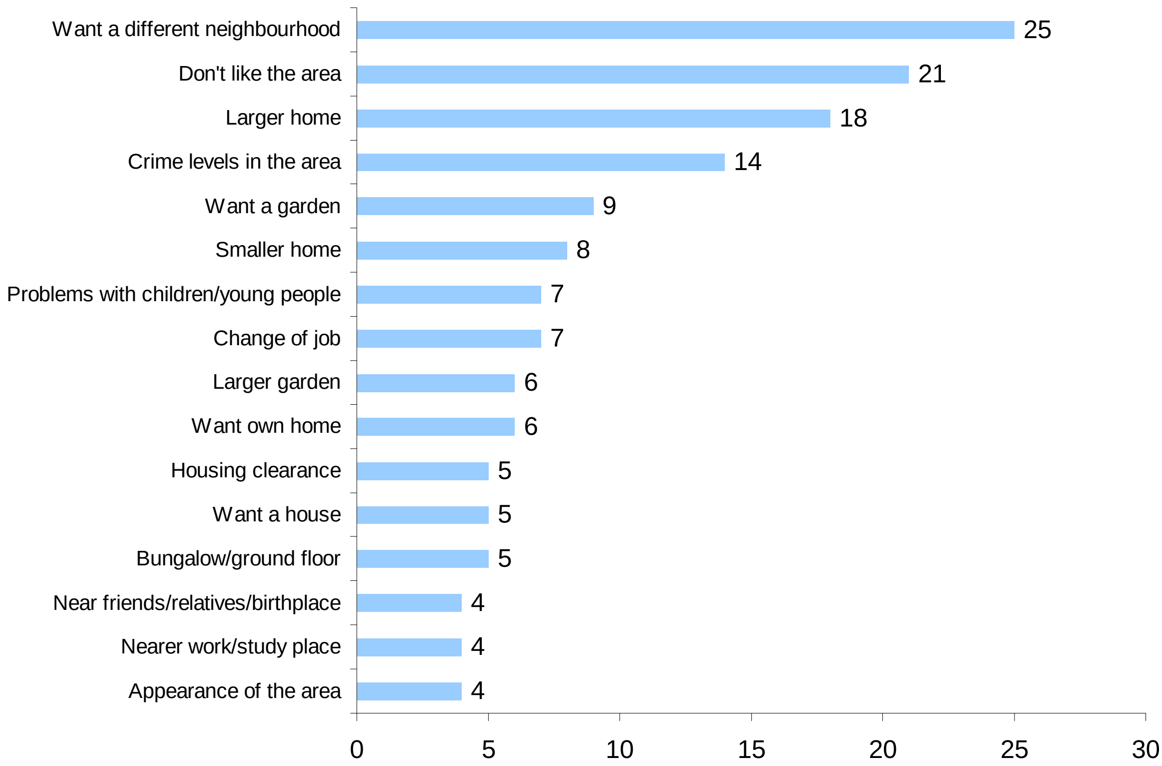
Base: Respondents Expecting to Move in the Next 5 Years (358)

As shown, higher proportions of those considering moving in Liverpool and The Wirral expected to do so in the next year than those in Sefton.

Respondents intending to move in the next 5 years were also asked why they wanted to move.

The chart below shows the main reasons suggested.

Figure 7.5 Why do you want to move?



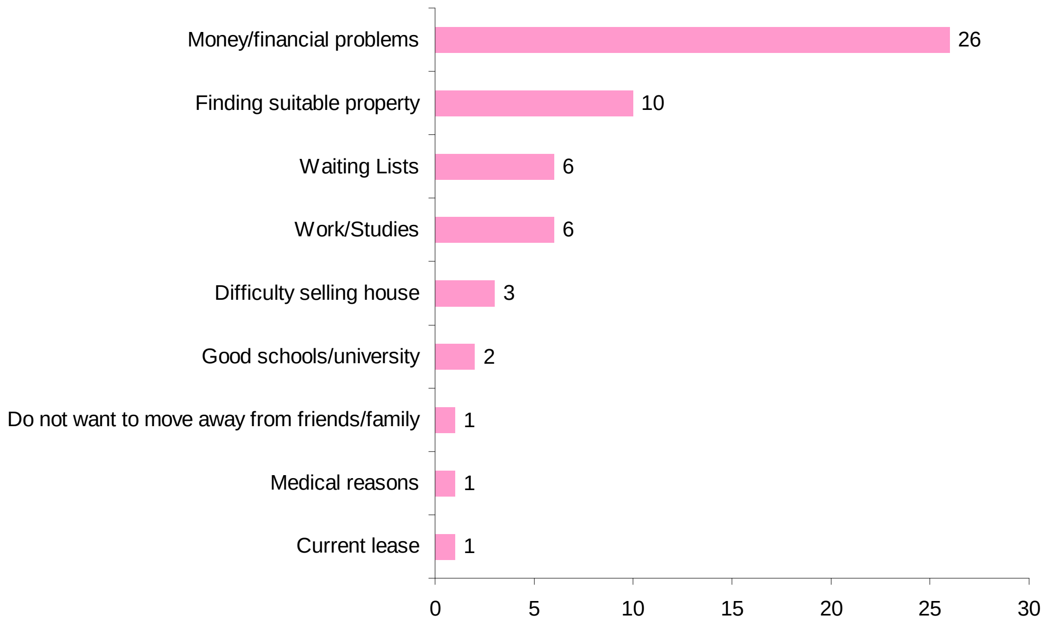
Base: Respondents Expecting to Move in the Next 5 Years (358)

As shown, 25% of those expecting to move in the next 5 years suggested they wanted to move to a different neighbourhood with 21% claiming not liking their current area to be the reason for wanting to move. The most frequently suggested reason for wanting to move by respondents in Liverpool was wanting a different neighbourhood, whilst in Sefton respondents referred to not liking the area and in Wirral wanting a larger home.

Other reasons for wanting to move suggested by less than 4% of respondents included wanting to live in an area where people are like me, health reasons, having had problems with neighbours, wanting a property in better condition, more security, more job opportunities, wanting to buy a house, moving up the housing market and wanting a garage or parking space.

Respondents intending to move were also asked whether anything was currently preventing them from moving. Some 28% said there was nothing preventing them with the following issues (see figure 7.6 below) being raised by others.

Figure 7.6 Is there anything that is preventing you from moving at present?

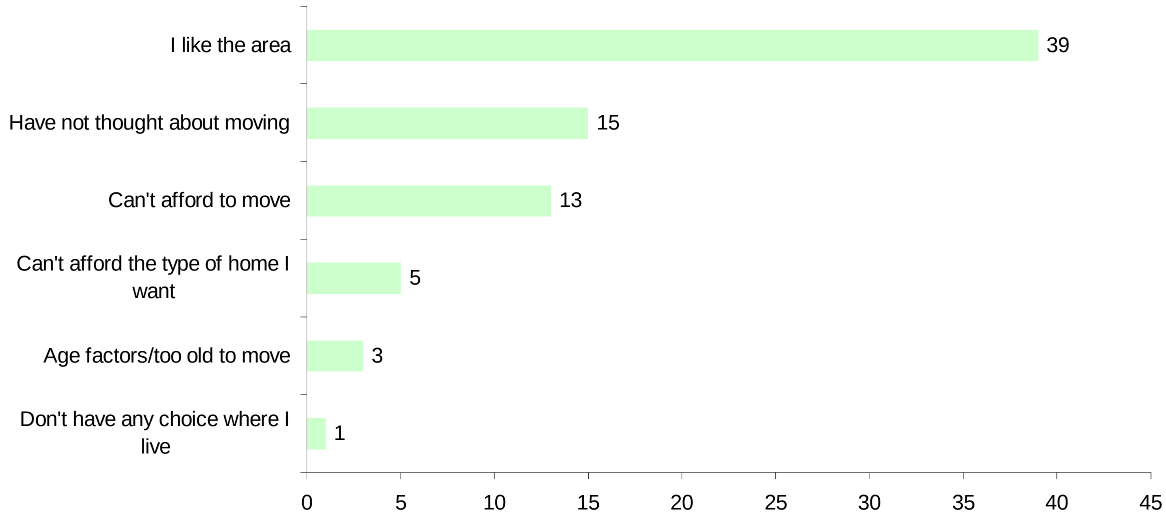


Base: Respondents Expecting to Move in the Next 5 Years (358)

As shown, financial reasons were most frequently discussed as issues preventing them from moving at present.

Respondents who did not intend to move in the next 5 years were asked for any particular reasons why they were planning to stay at their current address. Almost three out of four (74%) claimed to be happy where they were. The chart below details reasons suggested by other respondents.

Figure 7.7 Reasons for Remaining in Current Property



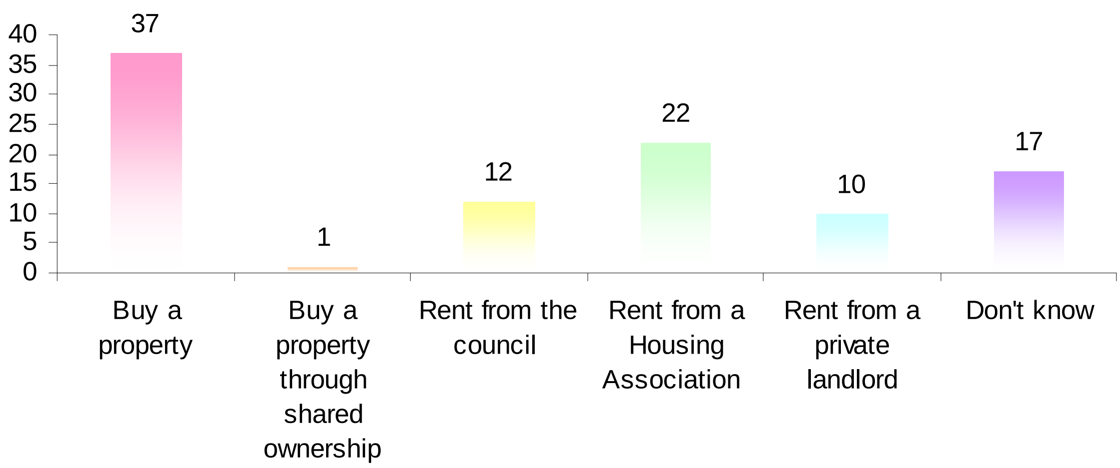
Base: Respondents not expecting to Move in the Next 5 Years (533)

7.2 Future Property

Regardless of whether or not they intended to move in the next 5 years, all respondents were asked to consider the future in the event that they did end up moving for any reason.

In terms of future tenure preferences (see figure 7.8 below), 37% expected to buy a property with a further 1% suggesting they would expect to buy a property through shared ownership.

Figure 7.8 If you do move, which of the following do you expect to do?



Base: All respondents

In considering renting, the highest proportion referred to renting from a Housing Association in the future.

Table 7.1 below compares future tenure preferences with current tenure.

Table 7.1 Current/expected tenure.

		CURRENT TENURE			
		Owner-occupier 417 %	Social Rent 378 %	Private Rent 189 %	Other 16 %
EXPECTED FUTURE TENURE	Owner-occupier	73	10	16	31
	Social rent	6	69	28	25
	Private rent	1	4	40	6
	Other	3	2	2	-
	Don't know/no response/not applicable	18	15	15	38

Base: All respondents (1,000)

As might be anticipated, the majority of current owner-occupiers (73%) expect to own their future home. Some 69% of respondents currently renting from social landlords expect to continue to do so, with only 10% aspiring to own their next property. The future preference of those currently renting from private landlords is varied. Whilst 40% expect to rent from a private landlord again, 28% would prefer to rent from a social landlord and 16% expect to buy a property.

Respondents who intended to buy a property were then asked how much they would expect to pay for another property in today's prices.

Table 7.2 How much will you expect to pay for another property in today's prices?

	Total 542 %	Liverpool 320 %	Sefton 113 %	Wirral 109 %
Less than £75,000	2	3	1	-
£75,000-£99,999	6	7	4	5
£100,000-£124,999	12	12	8	18
£125,000-£149,999	10	8	15	9
£150,000-£174,999	11	11	12	8
£175,000-£199,999	4	3	11	3
£200,000-£224,999	4	3	7	4
£225,000-£249,999	2	2	2	-
£250,000-£299,999	1	2	-	1
£300,000-£349,999	1	1	-	1
£350,000 or over	<1	<1	-	1
Don't know/refused	48	49	41	49
AVERAGE	£149,559	£148,389	£155,223	£146,064

Base: Respondents expecting to buy a property (542)

As shown in the table above, the highest proportions expected to pay between £100,000 and £174,999 for another property, with the average being £149,559. The average was slightly higher in Sefton than in Liverpool and Wirral.

Those intending to rent a property if they moved were also asked how much they expected to pay per month in rent in today's prices.

Table 7.3 How much will you expect to pay in rent for another property in today's prices?

	Total 435 %	Liverpool 267 %	Sefton 82 %	Wirral 86 %
Under £400 per month	57	49	65	73
£401-£450 per month	12	14	12	8
£451-£500 per month	5	7	-	2
£501-£550 per month	2	2	-	4
£551-£600 per month	1	1	-	1
£601-£750 per month	1	2	-	-
£751 or more per month	<1	<1	-	-
Don't know/refused	22	25	23	12

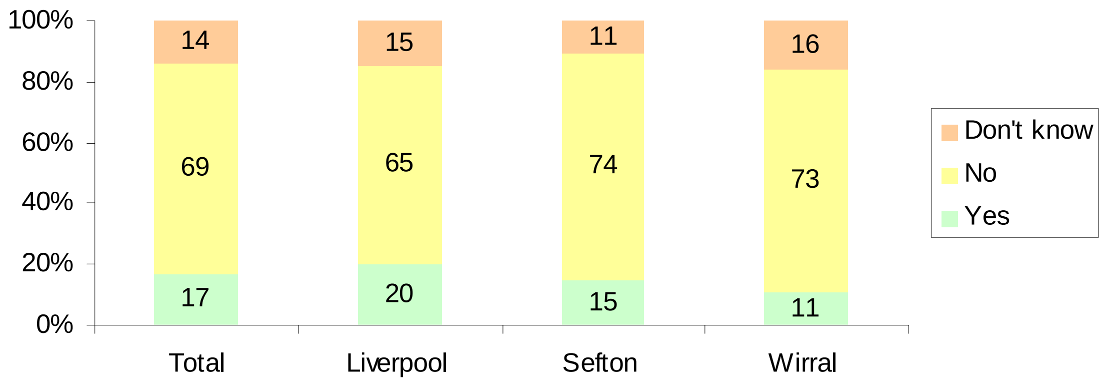
Base: respondents expecting to rent in future (435)

As shown above, the highest proportion expected to pay less than £400 per month to rent another property.

Respondents who said they expected to rent a property if they were to move were asked whether in 5 years time they would wish to buy a property.

Overall, some 17% of these respondents said they would wish to buy in 5 years time with this varying slightly between Local Authority districts as shown on the chart below.

Figure 7.9 Would You Wish To Buy in Five Year's Time?

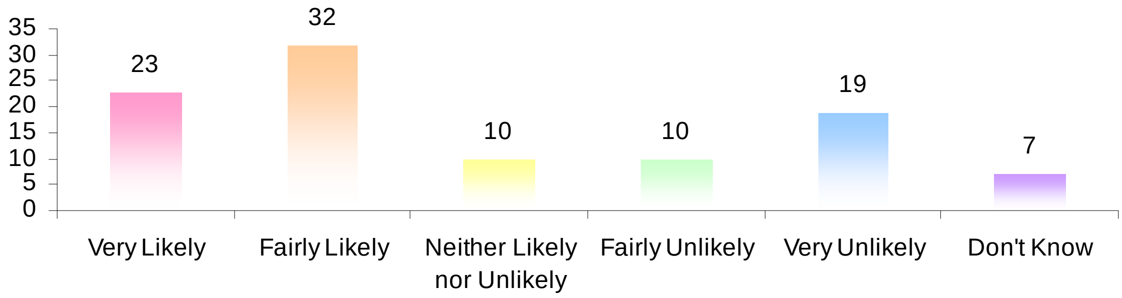


Base: respondents expecting to rent their next property (435)

As many as one in five of those in Liverpool who expect to rent next time think that they may wish to buy within 5 years; the figure is lower in Sefton and Wirral.

Those above who said they would wish to buy in 5 years time were also asked how likely they thought this would be.

Figure 7.10 How likely do you think this will be the case?

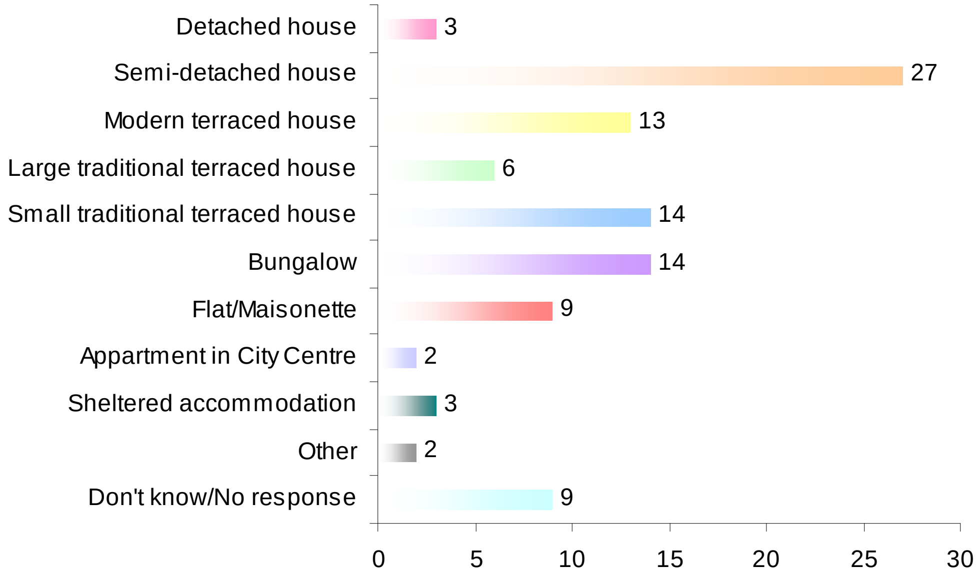


Base: Respondents who expect to rent their next property but would wish to buy in 5 years time (74)

Just over half were optimistic that they would be able to buy a property within 5 years.

All respondents were asked what type of property they expected to move to when they did come to move. The chart below details respondent's preferences.

Figure 7.11 What type of property do you expect to move to next?



Base: All Respondents

As shown above, some 27% of respondents expect to live in a semi-detached property, with 3% aspiring to a detached house. The highest proportion (33%) referred to terraced properties.

Table 7.4 below puts the above expectations into context in relation to current property types occupied by respondents.

Table 7.4 Current house type/future expectation.

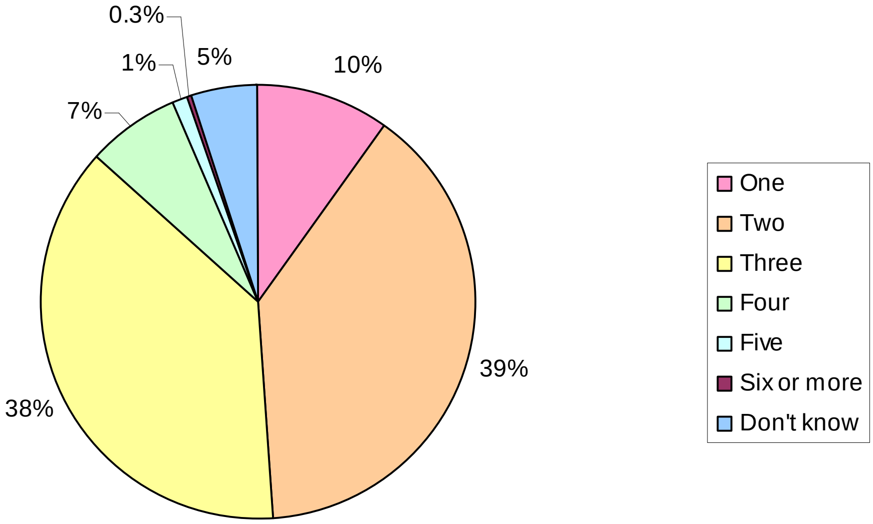
		CURRENT TYPE			
		Terraced 674 %	Semi-detached 178 %	Detached 6 %	Flat 107 %
Future House Type expectation	Terraced	45	5	-	12
	Semi-detached	22	59	33	8
	Detached	3	5	17	6
	Bungalow	13	12	50	7
	Flat/ Apartment	7	5	-	48
	Other	5	4	-	4
	Don't know/no response/not applicable	7	10	-	16

Base: All Respondents

The highlighted cells on the table above show the proportions of respondents who stated an expectation to move to a property of the same type. As shown, this was most likely amongst those respondents currently living in semi-detached houses (59%). Some 45% of respondents currently living in terraced houses stated an expectation for another terraced property with 22% expecting to move to a semi detached house.

When asked about how many bedrooms they expected to need in their future home, the majority of respondents stated preference for 2 or 3 bedrooms as shown in Figure 7.12 below.

Figure 7.12 How many bedrooms do you expect to need?



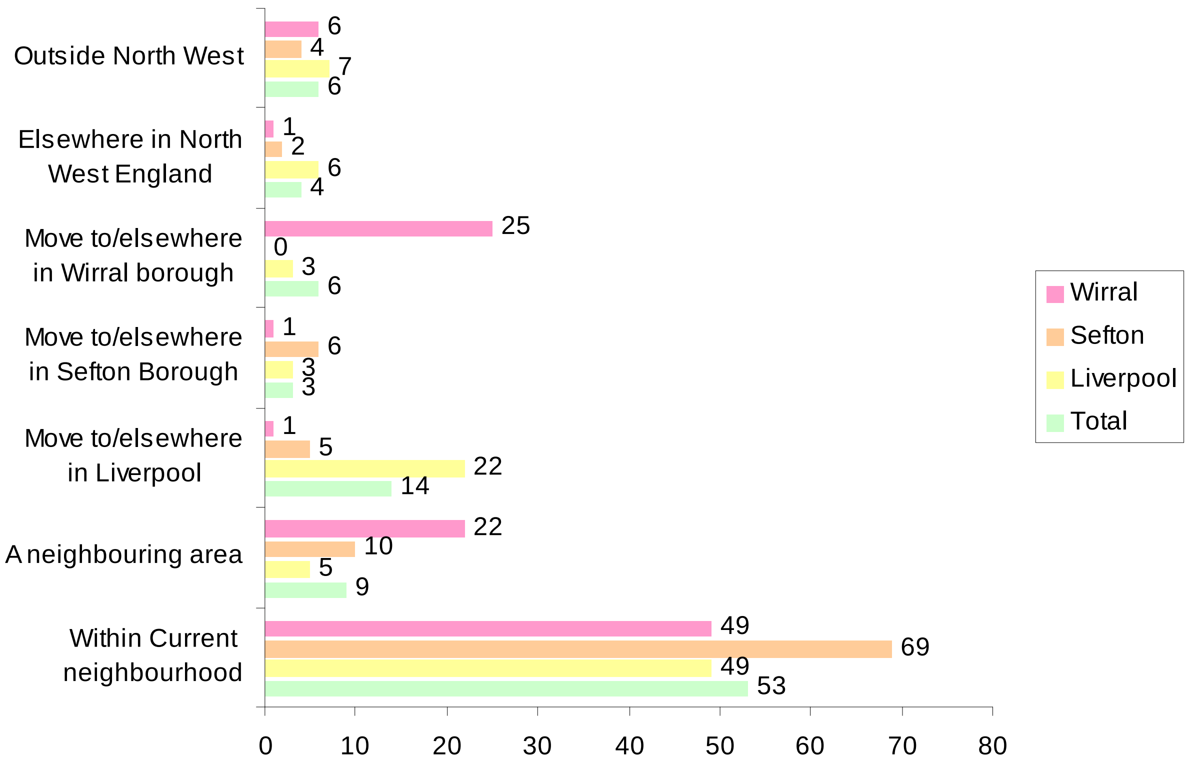
Base: All Respondents (rounding error)

In Liverpool the highest proportion (41%) expected to need 2 bedrooms whilst in Sefton the highest proportion (41%) stated a preference for 3 bedrooms. In Wirral, the proportions stating preferences for 2 and 3 bedrooms were equal (40% each).

7.3 Areas considered

In considering where they would expect to move to when they did come to move, just over half stated they would stay within their current neighbourhood. Figure 7.13 below details responses to this question by respondents current Local Authority Area.

Figure 7.13 Areas to be considered when moving

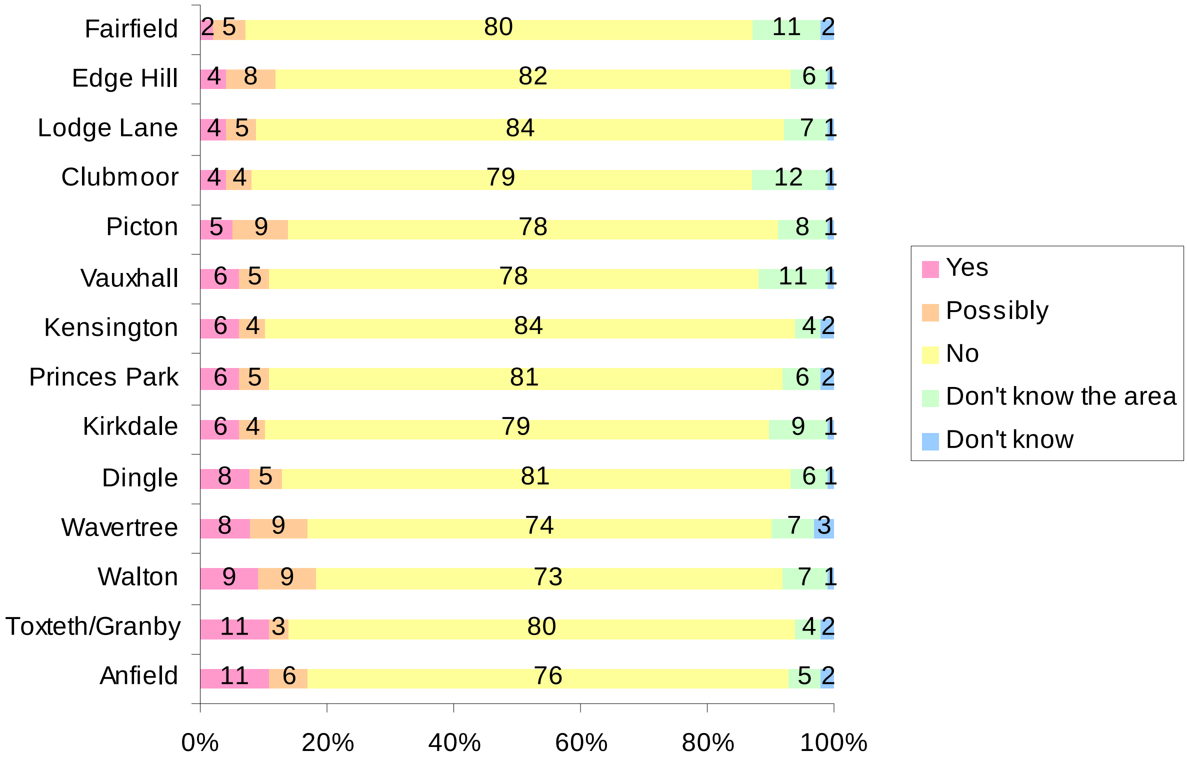


Base: All respondents

As shown above, a higher proportion in the Sefton Borough would expect to move within their current neighbourhood, whilst 22% of those in Wirral suggested they would move to a neighbouring area and a further 25% elsewhere in Wirral. Similar proportions in all areas (between 4 and 7%) suggested they would move outside of the North West.

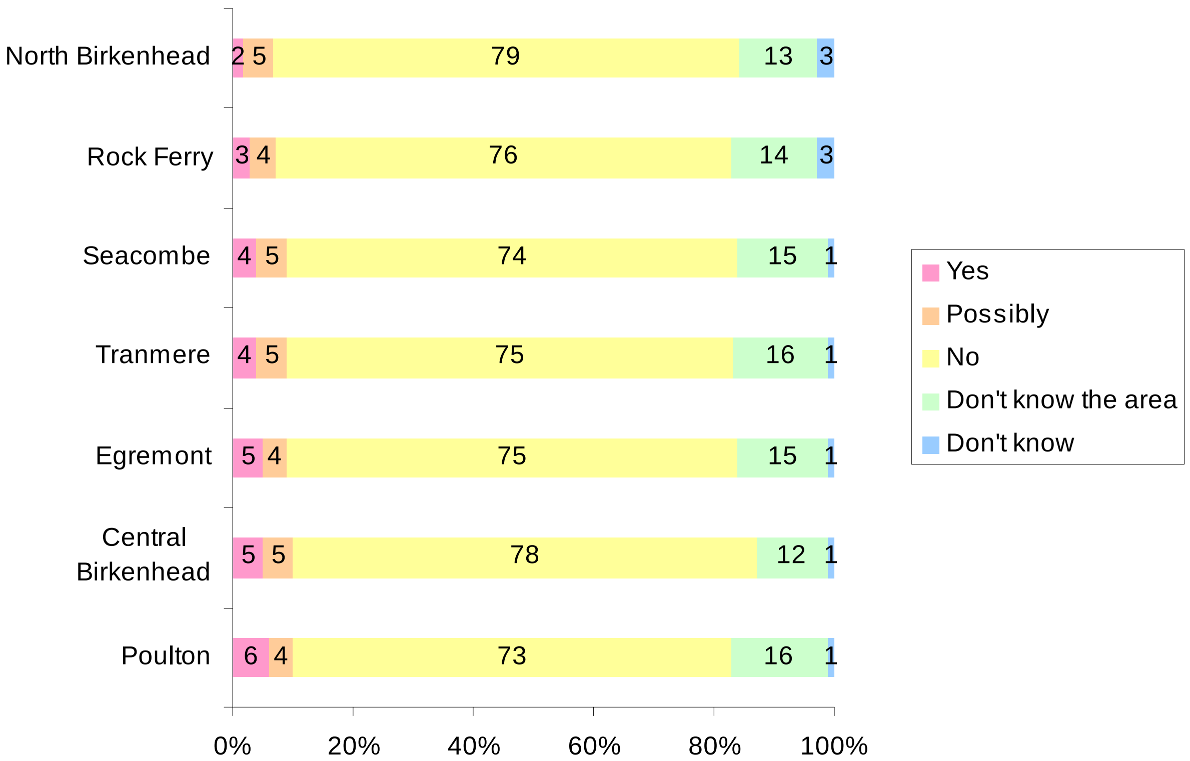
Respondents were also asked whether or not they would consider living in each of a series of neighbourhoods across the more central parts of Merseyside.

Table 7.5 Neighbourhoods in Liverpool



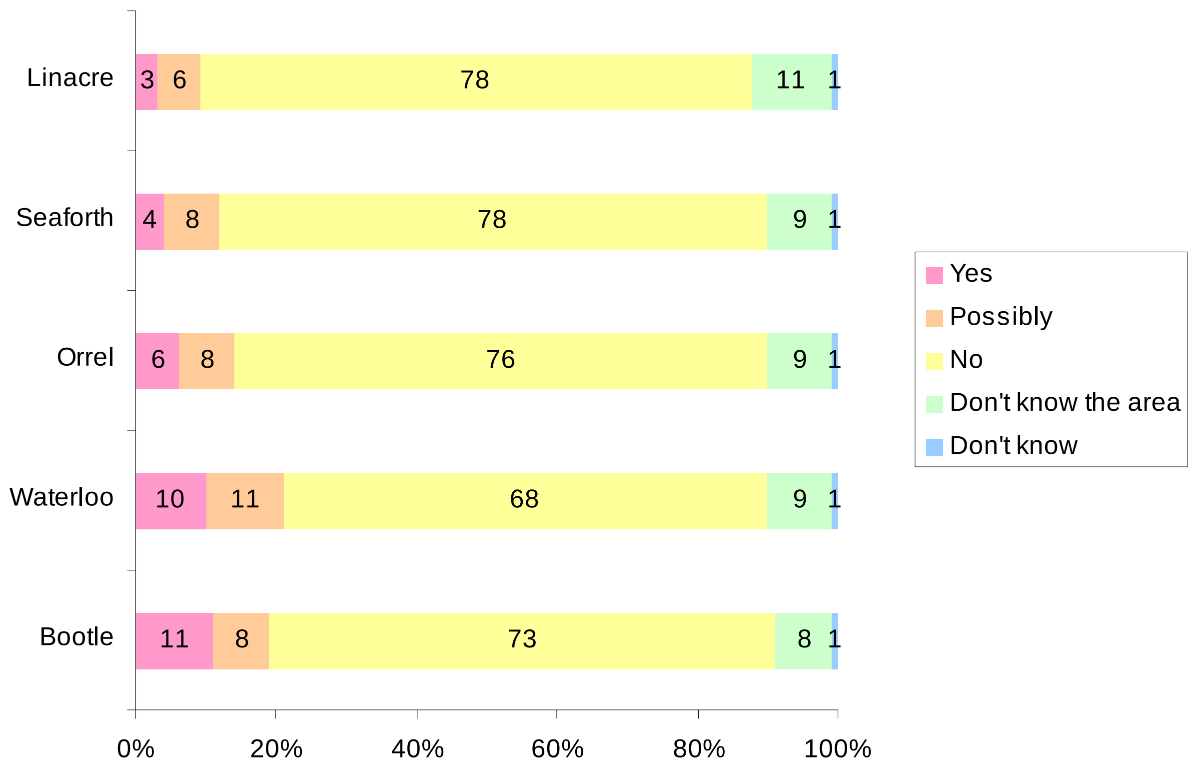
As shown above, neighbourhoods in Liverpool respondents most frequently suggested they would consider living in were Anfield, Toxteth, Walton and Wavertree. Those suggested least frequently were Fairfield, Clubmoor, Lodge Lane, Kirkdale and Kensington.

Figure 7.14 Neighbourhoods in Wirral



As shown above, similar proportions suggested they would consider living in the neighbourhoods specified in Wirral, with Poulton and Central Birkenhead being slightly more appealing and North Birkenhead and Rock Ferry the least.

Figure 7.15 Neighbourhoods in Sefton

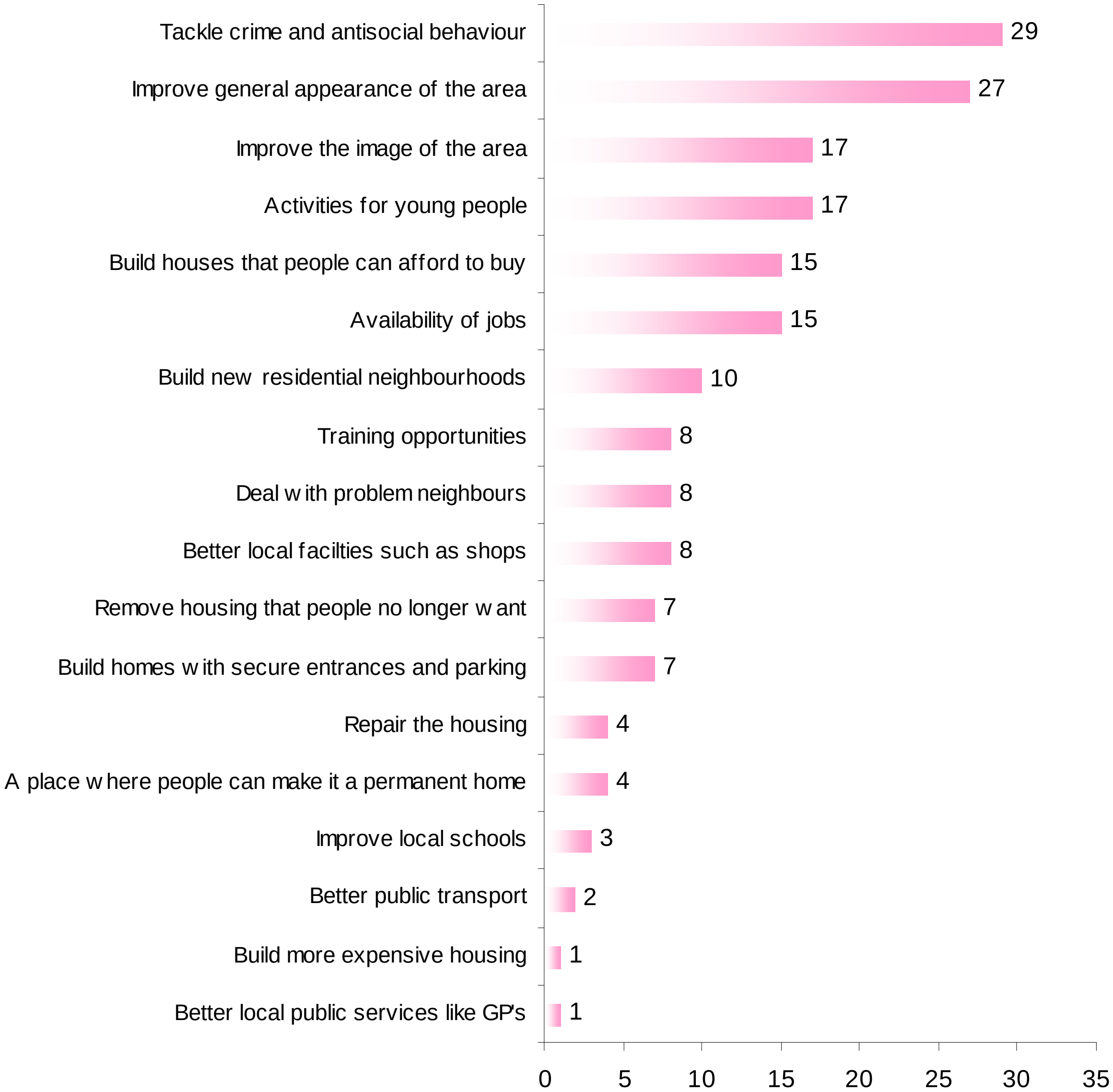


Of the Sefton neighbourhoods, Waterloo was most frequently suggested as a neighbourhood in which respondents would consider living, followed by Bootle.

Respondents who said they would not consider moving to any of the neighbourhoods in Liverpool, Sefton and Wirral discussed previously and who would not move elsewhere in their current neighbourhood if they were to move, formed 9% of the sample (94 people in total). By Local Authority area, this was 10% in Liverpool, 5% in Sefton and 13% in Wirral. This group of people were asked what would need to be done for them to decide to stay in the more central parts of Merseyside in the future.

Responses are shown in figure 7.16 below.

Figure 7.16 Improvements that would influence people to stay in Neighbourhood



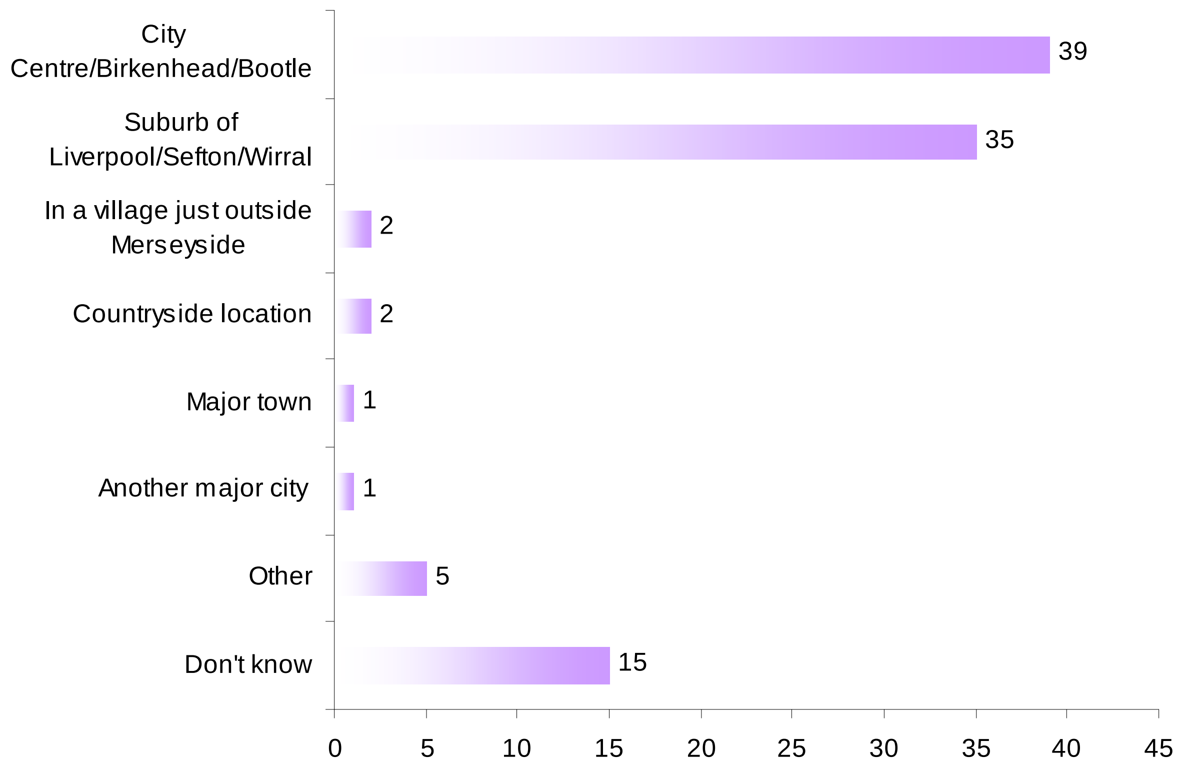
Base: respondents who would not move within their current neighbourhood or to other neighbourhoods within central parts of Merseyside.

As shown above, highest proportions of respondents referred to tackling crime and anti-social behaviour and improving the general appearance of the area. Improving the image of the area and activities for young people was also referred to each by 17% of these respondents. Some 15% of respondents referred to building houses that people can afford to buy, with only 1% suggesting building more expensive houses.

7.4 10 years time

All respondents were asked what sort of area they expected to be living in 10 years time.

Figure 7.17 Expected Area of Residence in 10 Years Time

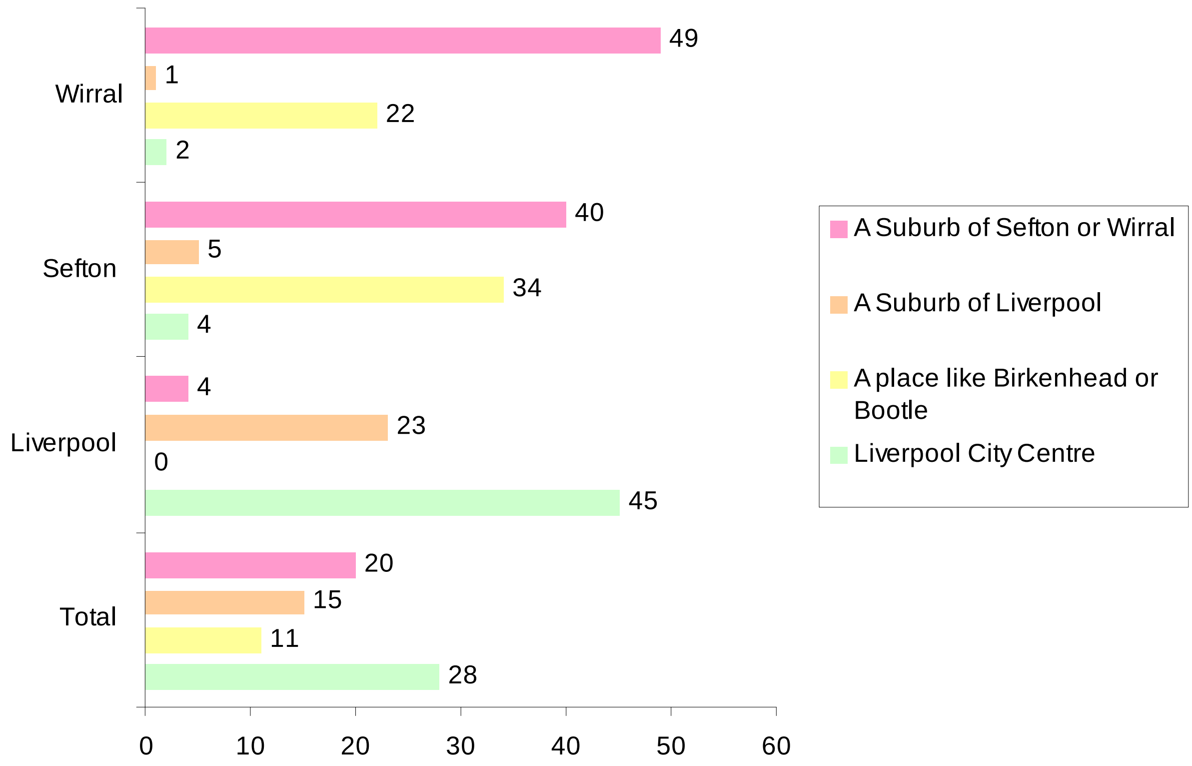


Base: All Respondents

The most likely location in ten years time was still within the City Centre (or Birkenhead or Bootle). One third would like to be in the suburbs of the wider Merseyside area. But few envisaged that they would move to rural locations or even to other towns and cities. The 'others' included destinations in other countries, North Wales or elsewhere in the UK.

It is interesting that there is also little anticipated movement between the three Local Authority areas. The chart below illustrates this.

Figure 7.18 Expected Area of Residence in Ten Years Time



Base: All Respondents (percentages)

Almost no-one currently living within the Liverpool HMRA area expects to move to Birkenhead or Bootle and they are only slightly more receptive to the suburbs of these areas. The Liverpool residents are also more likely to stay in the City areas, rather than move to the suburbs.

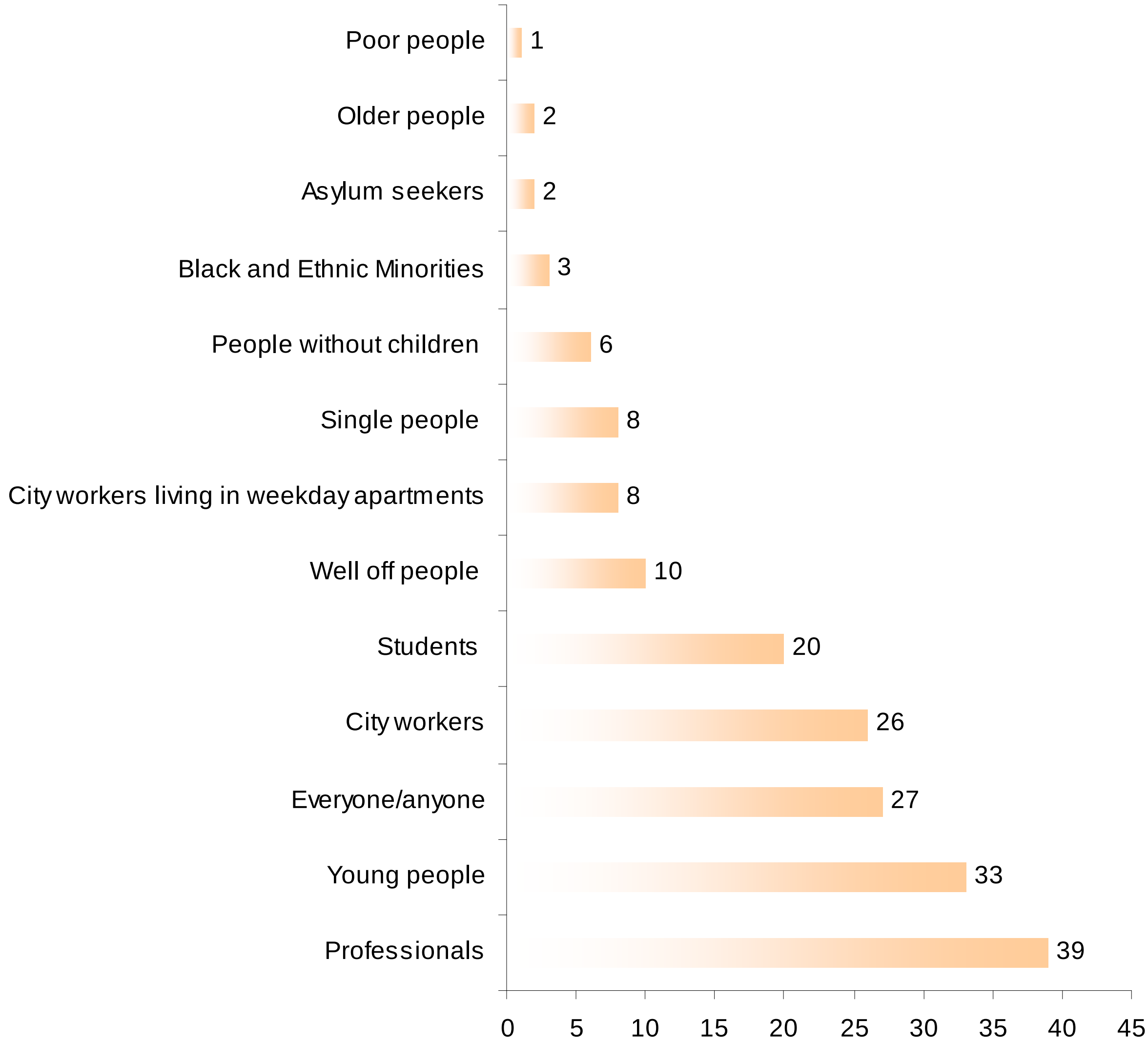
Those who currently live within the Wirral HMRA area have slightly higher expectations of moving 'out' to the suburbs – exactly half would do so.

These figures support the analysis of previous moves – the map at figure 4.2 clearly illustrates a great many 'local' moves and little transfer between Local Authority areas.

Respondents were also asked to think about the types of housing and range of neighbourhoods available in cities now, and to consider what groups of people particularly they would expect to live in cities in the future.

The chart below details responses.

Figure 7.19 Expected City Centre Residents in 10 Years Time



Base: all respondents (1000)

As shown above, respondents most frequently expected professionals, young people, city workers and students to be the most likely groups of people living in cities in the future.

8.0 Sample Profile

As noted earlier, no quotas were set but demographic data was collected to allow us to profile the sample. The overall sample shows more female respondents than male, a good spread of ages and the expected balance between white and BME ethnic groups. One third was currently in employment.

Table 8.1 Demographics of Total Sample.

		Percentage of respondents
GENDER	Male	38
	Female	62
AGE GROUP	16-24	10
	25-44	30
	45-64	35
	65+	25
ETHNIC GROUP	White	93
	Asian	2
	Black/Other	5
	Mixed	1
ECONOMIC STATUS	Working	32
	Unemployed	9
	Inactive	58

Base: All respondents

Table 8.2 Demographics of Liverpool Sample

		Percentage of respondents
GENDER	Male	41
	Female	60
AGE GROUP	16-24	14
	25-44	30
	45-64	33
	65+	24
ETHNIC GROUP	White	87
	Asian	3
	Black/Other	8
	Mixed	2
ECONOMIC STATUS	Working	31
	Unemployed	12
	Inactive	57

Base: All Liverpool Respondents (600 households)

Table 8.3 Demographics of Sefton Sample

		Percentage of respondents
GENDER	Male	35
	Female	65
AGE GROUP	16-24	5
	25-44	29
	45-64	39
	65+	28
ETHNIC GROUP	White	100
	Asian	< 1
	Black/Other	0
	Mixed	0
ECONOMIC STATUS	Working	33
	Unemployed	6
	Inactive	62

Base: All Sefton Respondents (200 households)

Table 8.4 Demographics of Wirral Sample

		Percentage of respondents*
GENDER	Male	35
	Female	66
AGE GROUP	16-24	6
	25-44	31
	45-64	37
	65+	27
ETHNIC GROUP	White	99
	Asian	< 1
	Black/Other	0
	Mixed	1
ECONOMIC STATUS	Working	35
	Unemployed	7
	Inactive	59

** rounding error* *Base: All Wirral Respondents (200 households)*

The questionnaire also looked at the composition of the household.

Table 8.5 Household Composition

	Overall %	Liverpool %	Sefton %	Wirral %
Single Person	31	33	23	25
Single Parent	14	14	14	14
Couple with Children	24	20	31	27
Couple without Children	19	18	24	18
Sharing with another adult	8	11	5	4
Some other Situation	4	5	5	3

Base: All Respondents

Respondents were also asked about the working status of their partner (where applicable).

Table 8.6 What is your partner's current situation?

	Percentage of respondents
Working	46
Unemployed	7
Inactive	46
Don't know/no response /refused	1

Base: Respondents with partners (435)

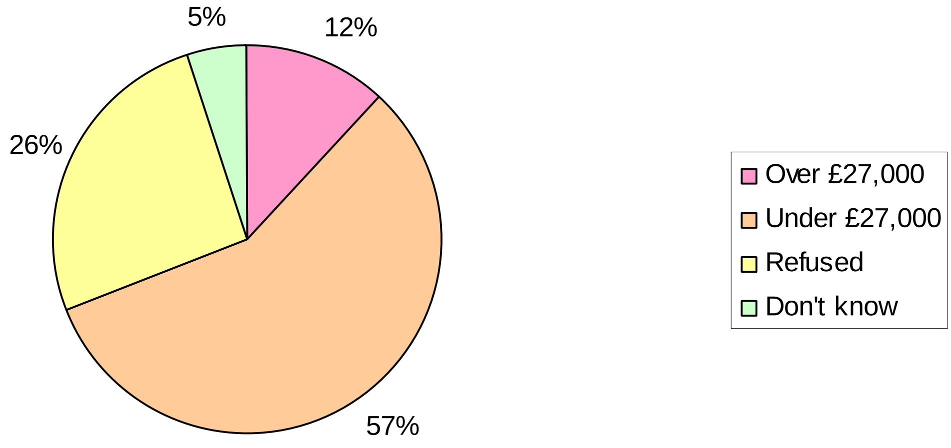
Overall, a total of 45% of households were 'workless' with this figure being similar Liverpool and Wirral (43% and 46% respectively) with Sefton having a higher proportion of workless households (51%).

8.1 Income, benefits, & savings

Some 26% of the sample refused to give at least some indication of their household income. Some gave actual amounts but the majority were happier declaring whether their total household income was above or below £27,000.

8.1.1 Respondents' current household income

Figure 8.1 Respondents Current Income



Base: All respondents (1000)

As shown, 57% claimed their annual household income to be below £27,000. The proportion suggesting their income to be over £27,000 ranged from 9% of those people interviewed in Liverpool to 16% of those in Wirral. Those living in owner-occupied properties were most likely to earn over £27,000 (18%) compared with 4% of social rented and 7% of those living in private rented properties.

Table 8.7 below details the proportion of the sample receiving a welfare benefit, by type of benefit.

Table 8.7 Does anyone in the household receive any of these benefits?

	Percentage of respondents	Liverpool	Sefton	Wirral
Child Benefit	22	22	23	23
Council Tax Benefit	29	33	23	23
Housing Benefit	28	32	19	25
State Retirement Pension	24	25	21	24
Income Support	23	26	15	22
Working Family Tax Credit/Child Tax Credit	13	12	12	18
Disability Benefit	6	5	5	10
Job Seekers Allowance	6	6	7	5
Incapacity Benefit	14	12	16	17
Don't know/no response	11	8	21	9
None of these	20	22	15	17

Base: All respondents (1000) – multiple responses possible

ECOTEC SURVEY 6/162 - NEWHEARTLANDS PATHFINDER RESIDENTS' SURVEY 2007

Good am\pm\evening. I am an interviewer from ECOTEC Survey, an independent market research company. We are conducting a housing survey here in _____________for the NewHeartlands Housing Market Renewal Pathfinder. This is a project that aims to increase the choice of housing in Merseyside and make its neighbourhoods better places to live in the next few years. We need to speak to a cross-section of residents. This survey will be used to help the Pathfinder to tackle the most important issues locally. All your answers will remain strictly confidential. Would you mind answering some questions please?

Name ……………………………………………………

Address ……………………………………………………

……………………………………………………

……………………………………………………

Full | | | | | | | | unit postcode:

Telephone/mobile Number ……………………………………………

Neighbourhood code:

I AM GOING TO START BY ASKING YOU SOME QUESTIONS ABOUT YOUR CURRENT HOME

1. What type of accommodation do you live in?

Terraced or end-terraced house	1
Semi-detached house	2
Detached house	3
Apartment in city/town centre	4
Low rise flat/maisonette	5
High rise flat	6
Self contained bedsit	7
Room in a shared house	8
Bungalow	9
Sheltered accommodation	10

2a. How many bedrooms do you have?

One	1
Two	2
Three	3
Four	4
Five	5
Six	6
Seven or more	7

SHOWCARD A
3a. In which of these ways does your household occupy this accommodation?
CODE FIRST THAT APPLIES.
NB ALL RENT PAID BY HOUSING BENEFIT IS NOT "RENT FREE"

Own it outright	1 – go to Q4
Buying it with a mortgage or loan from a building society or bank	2 – go to Q4
Bought with a loan from a family member or friend	3 – go to Q4
Pay part rent and part mortgage (shared ownership)	4 – go to Q4
Rent it	5 – go to Q3b
Live here rent-free (including rent-free in relative's/friend's property; excluding squatting)	6 – go to Q3b
Have it in some other way (SPECIFY)	7 – go to Q4
Don't know	8 – go to Q4

ASK IF HOUSEHOLD RENTS THE ACCOMMODATION OR LIVES THERE RENT FREE
3b. Who is your landlord? **CODE FIRST THAT APPLIES**

The local authority/council	1
A housing association	2
A housing co-operative	3
A charitable trust	4
Local housing company	5
Employer of a household member	6
Relative/friend of a household member	7
Another individual private landlord	8
Another organisation	9

3c. Taking everything into account, how satisfied are you with your landlord?
INVERVIEWER: FOR SUBTENANTS, 'LANDLORD' REFERS TO THE IMMEDIATE RATHER THAN OVERALL LANDLORD. SINGLE CODE

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6

TENURE (OFFICE USE ONLY)

Owner occupier	1	Private renter	3
Social sector renter	2	Other/not stated	4

ASK ALL
4a. How long have you lived at this address? **PLEASE CODE ONE ONLY**
4b. And how long altogether have you lived in this neighbourhood? **By this we mean the local area within a few minutes walk from your home that most people would put the same name to.**
PLEASE CODE ONE ONLY

	a) This address	**b)** This neighbourhood
Less than 12 months	1	1
12 months but less than 2 years	2	2
2 years but less than 3 years	3	3
3 years but less than 5 years	4	4
5 years but less than 10 years	5	5
10 years but less than 20 years	6	6
20 years but less than 30 years	7	7
30 years but less than 40 years	8	8
40 years or longer	9	9
All my life	10	10
Don't know/can't remember	11	11

5a When you moved to this address, why did you choose this property rather than others you might have considered? **DO NOT PROMPT, PROBE FULLY. Code all that apply**

Financial reasons	
Price was attractive	1
Only one I could afford to buy at the time	2
Good investment	3
Property reasons	
Wanted a newly built house	4
The right size and type for my family	5
Wanted to live in this type of housing	6
I liked the design of the property	7
Because I was housed/rehoused by the council/housing association	8
It provided car parking	9
Size of the garden	10
Area reasons	
It is all there was in the area	11
The appearance and layout of the estate	12
This area is a nice place to live	13
People like me live in this area	14
Close to a good school for my children	15
Work reasons	
Nearer to my job/helped me take-up/maintain employment	16
Good transport links	17
Other (please write in)	
Nothing else	18

6a. Overall, how satisfied are you with your property? **READ OUT**

Very satisfied	1 – go to 7a
Fairly satisfied	2 – go to 7a
Neither satisfied nor dissatisfied	3 – go to 7a
Fairly dissatisfied	4 – go to 6b
Very dissatisfied	5 – go to 6b
Don't know	6 – go to 7a
Refused	7 – go to 7a

ASK IF FAIRLY / VERY DISSATISFIED

6b. Why are you not happy with your home? **DO NOT PROMPT, PROBE FULLY**

Poor condition of property	1
Needs improvements	2
Not suitable due to poor health/poor mobility	3
Too large	4
Too small	5
Front door opens on to pavement	6
Next to or near empty boarded up properties	7
Parking problems	8
Garden too big	9
Garden too small	10
Neighbour problems	11
Recently burgled/victim of crime	12
Don't feel safe in home	13
Distance from good shops, schools etc.	14
Money problems	15
Dissatisfied with landlord	16
It is okay, but want something better	17
Currently renting but want to buy a house	18
Other (WRITE IN)	19

ASK ALL

7a. And could you tell me how satisfied you are with the state of repair of your home?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Slightly dissatisfied	4
Very dissatisfied	5
Don't know	6

NOW I NEED TO ASK YOU A FEW QUESTIONS ABOUT WHERE YOU LIVED PREVIOUSLY

ASK THOSE LIVING IN CURRENT ADDRESS LESS THAN 10 YEARS (Codes 1-5 @q4a)

8a. What was the postcode of your previous address? **ENTER FULL POSTCODE.** e.g. ST7 1AA

If don't know postcode please write in name of street and town.

Street…………………………………………

Town …………………………………………..

9a. How many times have you moved home in the last five years?

1 time	1
2 times	2
3 times	3
4 times	4
5 times	5
6 times	6
7 times	7
8 times	8
9 times	9
10+ times	10
Don't know	11

ASK ALL

INTERVIEWER – please ask part A, B, C or D according to responses at Q3a/3b.

10. You say you now [own your home, rent from the council, rent from a Housing Association/ rent privately]. Have you in the past…?

	…Owned your own home (outright or with a mortgage)?	…Rented a property from a Council?	…Rented from a housing association?	…Rented from a private landlord?	None
A Owner occupiers		1	2	3	4
B Council tenants	1		2	3	4
C Housing association tenants	1	2		3	4
D Private renters	1	2	3		4

11a. What were the reasons for moving from your previous property? **PLEASE PROBE FULLY, WRITE IN**

NOW A FEW QUESTIONS ABOUT YOUR LOCAL AREA

SHOWCARD B

12. From this card, can you choose up to 3 phrases which best describe your main reasons for living in this area?

Attachment to area reasons	
I have lived here all my life	1
I returned here after living here as a child	2
Kinship ties	
Near my family	3
Near my friends	4
Many people from my ethnic background/religion live here	5
Financial	
The housing is affordable	6
My property will gain in value because it's a popular area	7
Property	
I like my property	8
Personal	
Suitable for me in my retirement	9
To be near my place of worship	10
Work reasons	
Near to my job	11
I don't mind a longer commute to work	12
To be near good public transport links	13
Near university/whilst I am a student	14
Amenities	
To be near a certain school	15
Near shops and other local services	16
Good transport links	17
Type of place	
To be near the city centre	18
To live somewhere quiet	19
Somewhere with a village/ community atmosphere	20
Image and reputation	
The area has a good reputation	21
People like me live here	22
I felt the area was safe	23
Environmental reasons	
It has a good mix of housing types and designs	24
The area has a healthy environment to live in	25
Choice	
No choice	26
It's a temporary location until I move to better area	27
Other (write in)	

13a. Do you have any friends or relatives who have left the local area in the last couple of years?

Yes	1 – Go to Q13b
No	2 – Go to Q14a

13b. What was their main reason for leaving? **PROBE FULLY**

ASK ALL

14. Overall, how satisfied are you with your local area? **READ OUT**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don’t know	6
Refused	7

15a. In the last two years, do you feel your local area has? **READ OUT**

Got better	1 – go to 15b
Stayed the same	2 – go to 16a
Got worse	3 – go to 15c

ASK ALL WHO SAY BETTER

15b. Why do you say that the area is better than two years ago? **PROBE FULLY**

NOW GO TO Q16

ASK ALL WHO SAY WORSE

15c. Why do you say that the area is worse than two years ago? **PROBE FULLY**

ASK ALL

SHOWCARD C

16. How strongly would you agree or disagree with each of the following statements about your neighbourhood?

ROTATE ORDER, TICK START

	Tick start	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don’t know
There’s a ‘live and let live’ attitude among people		1	2	3	4	5	6
Affordable to live in		1	2	3	4	5	6
It’s a place that’s good for families to live in		1	2	3	4	5	6
People are leaving the area		1	2	3	4	5	6
It is safer from crime than most places		1	2	3	4	5	6
There are good shops and local services		1	2	3	4	5	6
Feels isolated and cut off from wider area		1	2	3	4	5	6
My street is fine but the rest of the neighbourhood is bad		1	2	3	4	5	6
There is not enough choice of housing		1	2	3	4	5	6
The area has a bad reputation		1	2	3	4	5	6
A lot of money has been spent on the area		1	2	3	4	5	6
The character of the area has changed in recent years		1	2	3	4	5	6

17a What, if anything, needs to be improved in your neighbourhood over the next few years? **DO NOT PROMPT, PROBE FULLY. CODE ALL THAT APPLY OR WRITE IN**
SHOWCARD D
17b Do you think any (others) of these need to be improved?

	a)	**b)**
Traffic problems	1	1
Public transport	2	2
Pollution from factories	3	3
Noise	4	4
Better choice of housing of different types	5	5
Affordable housing for young families	6	6
Owners taking more responsibility to maintain their homes	7	7
Parking	8	8
Empty and boarded up properties	9	9
General appearance of the area	10	10
Litter/rubbish	11	11
Availability of jobs	12	12
Quality of local schools	13	13
Local shops	14	14
Local amenities, parks and leisure facilities	15	15
Crime and anti-social behaviour	16	16
Drug abuse	17	17
Fewer properties rented to students	18	18
Reputation of the area	19	19
The loss of people from the area	20	20
None of these	21	21
Other (WRITE IN)		

18. I am going to read out a list of things that can cause problems for people in their area. I would like you to tell me whether each of them is a serious problem, a problem but not serious, or not a problem.

	Serious problem in this area	**Problem in this area, not serious**	**Not a problem in area**	**Don't know**
a) Litter and rubbish in the streets	1	2	3	4
b) Problems with neighbours	1	2	3	4
c) Abandoned or burnt out cars	1	2	3	4
d) Vandalism, graffiti and other deliberate damage to property	1	2	3	4
e) Teenagers hanging around on the streets	1	2	3	4
f) Drug dealing and use	1	2	3	4
g) Disturbance from crowds and gangs or hooliganism	1	2	3	4

19. How do you expect your neighbourhood to change over the next 10 years? (By this we mean what might it be like as a place or what sort of people will have moved in or moved out?)
PROBE FULLY, WRITE IN

SHOWCARD E

20. How would you rate Liverpool/Sefton/Wirral for the following?

	Very good	Good	Fair	Poor	Very Poor	Don't know
General appearance	1	2	3	4	5	6
Risk of crime	1	2	3	4	5	6
Job opportunities	1	2	3	4	5	6
Choice of high quality housing	1	2	3	4	5	6
Leisure facilities and restaurants	1	2	3	4	5	6
Tourism and cultural facilities	1	2	3	4	5	6
Its city centre	1	2	3	4	5	6
Transport links to and from Liverpool/Sefton/Wirral	1	2	3	4	5	6
Getting around within Liverpool/Sefton/Wirral	1	2	3	4	5	6
Schools	1	2	3	4	5	6
Parks and canals	1	2	3	4	5	6
How well the city is run	1	2	3	4	5	6
Council services generally	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Its national reputation	1	2	3	4	5	6
As a place to work	1	2	3	4	5	6
As a place to live	1	2	3	4	5	6

21. In the last five years, do you think that Liverpool/Sefton/Wirral has got better or worse, as a place to live or work or not really changed?

Better	1
Not changed	2
Worse	3
Don't know	4

COULD WE TURN TO THE QUESTION OF MOVING HOUSE

22. How likely do you think it is that you/your household will wish to move in the next five years? READ OUT

Definitely will move out	1 – ASK Q23
Very likely to move out	2 – ASK Q23
Fairly likely to move out	3 – ASK Q23
Would like to move but not able to at present	4 – ASK Q23
Unlikely to move out	5 – ASK Q26
Definitely will stay here	6 – ASK Q26
Depends what happens	7 – ASK Q27
Don't Know	8 – ASK Q27

THOSE LIKELY TO MOVE

23. When do you think this is likely to be? **IF UNSURE, PROBE FOR ESTIMATE**

Under 1 year	1
1-2 years	2
2-3 years	3
3-5 years	4
Don't know	5

24. Why do you want to move? **PROBE FULLY, DO NOT PROMPT, CODE ALL THAT APPLY**

Property related	
Larger home	1
Larger garden	2
Smaller home	3
Smaller garden	4
Bungalow/ground floor	5
Garage/parking	6
Want a house	7
Want a garden	8
To buy a newly built house	9
A property with a secure entrance and parking	10
Area related	
Don’t like this area	11
Want a different neighbourhood/area	12
Want to live in an area where people are like me	13
Crime levels in area	14
Problems with neighbours in area	15
Problems with children/young people in area	16
Appearance of the area/quality of the physical environment	17
Believe that house prices won’t keep up with rest of the country	18
Personal reasons	
Want own home	19
Addition to the family	20
Children leaving home	21
Children’s school/want better school	22
New relationship/marriage	23
Near friends/relatives/birthplace	24
Health/disability	25
Work reasons	
Change of job	26
Nearer work/study place	27
More job opportunities	28
Better paid job	29
Retirement	30
Financial reasons	
Buy own home	31
Increase housing investment	32
Move up housing market	33
Reduce housing costs	34
Other (SPECIFY)	
Don’t know	35

25. Is there anything that is preventing you from moving at present? **PROBE FULLY**

NOW GO TO Q27

THOSE UNLIKELY TO MOVE
26. Why are you planning to stay? **PROBE FULLY, DO NOT PROMPT, CODE ALL THAT APPLY**

Happy where I am	1
I like the area	2
Can't afford to move	3
Can't afford the type of home I want	4
Don't think I am allowed to move	5
Don't have any choice in where I live	6
Have not thought about moving	7
Can't find a suitable home	8
Landlord will not let me move	9
Other (please specify)	

READ OUT
I appreciate that you have said you are **unlikely to move/don't know** whether you will be moving home in the next three years. I would still like to ask you a few questions in the event of ending up moving anyway for any reason, perhaps for health, family or other personal reasons or due to changes in the neighbourhood.

ASK ALL
27a. If you do move, which of the following do you expect to do?

		OFFICE USE
Buy a property	1 – 27b	
Buy a property through shared ownership	2 – 27b	Same Tenure?
Rent from the Council	3 – 27c	Yes – 1
Rent from a Housing Association	4 – 27c	No - 2
Rent from a private landlord	5 – 27c	
Other (please specify)	6 – 28a	
Don't know	7 – 27b	

SHOWCARD F
27b. Were you to move, how much will you expect to pay for another property in today's prices?

Less than £75,000	1
£75,000-£99,999	2
£100,000-£124,999	3
£125,000-£149,999	4
£150,000-£174,999	5
£175,000-£199,999	6
£200,000-£224,999	7
£225,000-£249,999	8
£250,000-£299,999	9
£300,000-£349,999	10
£350,000 or over	11
Won't say	12
Don't know	13

Go to 28a

27c Were you to move, how much will you expect to pay in rent for another property in today's prices?

Under £400 per month	1
£401-£450 per month	2
£451-£500 per month	3
£501-£550 per month	4
£551-£600 per month	5
£601-£750 per month	6
£751+ per month	7
Don't know	8

27d. You say that you expect to rent next time, but in 5 years time would you wish to buy?

Yes	1 – go to 27e
No	2 – go to 28a
Don't know	3 – go to 28a

27e. If yes, how likely do you think this will be the case?

Very likely	1
Fairly likely	2
Neither likely nor unlikely	3
Fairly unlikely	4
Very unlikely	5
Don't know	6

ASK ALL

28. What type of property do you expect to move to next?

Detached house	1	OFFICE USE ONLY
Semi-detached house	2	Same Type?
Modern terraced house	3	Yes – 1
Large Traditional terraced house	4	No - 2
Small Traditional terraced house	5	
Bungalow	6	
Flat/maisonette	7	
Apartment in city/town centre location	8	
Sheltered accommodation	9	
Other (please write in)	10	

29. How many bedrooms do you expect to need?

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6
Don't know	7

SHOWCARD G

30**.** This is a list of neighbourhoods across the more central parts of Merseyside. Can you tell me for each, whether you would consider living there or not. If you don't know the area, please say so.

	Tick **Start**	**Tick if live in this neighbourhood**	**YES**	**POSSIBLY**	**NO**	**DON'T KNOW AREA**
Liverpool						
Vauxhall			1	2	3	4
Kirkdale			1	2	3	4
Anfield			1	2	3	4
Dingle			1	2	3	4
Toxteth/Granby			1	2	3	4
Princes Park			1	2	3	4
Kensington			1	2	3	4
Fairfield			1	2	3	4
Wavertree			1	2	3	4
Edge Hill			1	2	3	4
Clubmoor			1	2	3	4
Picton			1	2	3	4
Lodge Lane			1	2	3	4
Walton			1	2	3	4
Wirral						
North Birkenhead			1	2	3	4
Central Birkenhead			1	2	3	4
Poulton			1	2	3	4
Rock Ferry			1	2	3	4
Seacombe			1	2	3	4
Egremont			1	2	3	4
Tranmere			1	2	3	4
Sefton						
Bootle			1	2	3	4
Orrel			1	2	3	4
Seaforth			1	2	3	4
Waterloo			1	2	3	4
Linacre			1	2	3	4

31 . When you do come to move, where do you expect to move to? **READ OUT**

Within your current neighbourhood	1
A neighbouring area (specify)	2
Move to/elsewhere in Liverpool	3
Move to/elsewhere in Sefton Borough	4
Move to/elsewhere in Wirral Borough	5
Knowsley	6
St Helens	7
Widnes/Runcorn	8
Ellesmere Port/Neston	9
Elsewhere in the North West of England	10
Outside North West	11
Don't know	12
Refused	13

IF RESPONDENTS SAYS NO TO ALL NEIGHBOURHOODS AT Q30 AND DOES NOT REFER TO THEIR CURRENT NEIGHBOURHOOD OR NEIGHBOURING AREA (codes 1 or 2) AT Q31 - ASK

32a. What needs to be done for you to decide to stay in the more central parts of Merseyside in the future?

SHOWCARD H

32b. Would any of these influence you to stay or not?

	a	b
Housing		
Repair the housing	1	1
Build more expensive housing	2	2
Build houses that people can afford to buy	3	3
Remove housing that people no longer want	4	4
Build homes with secure entrances and parking	5	5
Crime		
Deal with problem neighbours	6	6
Tackle crime and anti-social behaviour	7	7
Economy		
Availability of jobs	8	8
Training opportunities	9	9
Amenity and Services		
Improve local schools	10	10
Better local public services like GPs	11	11
Better local facilities such as shops	12	12
Improve road links	13	13
Better public transport	14	14
Neighbourhood and Environment		
Improve general appearance of the area	15	15
Build new residential neighbourhoods	16	16
A place where people make it a permanent home	17	17
Improve the image of the area	18	18
Activities for young people	19	19
Other (write in)		
Cannot think of anything that would	20	20

ASK ALL

SHOWCARD I

33. In 10 years time what sort of area would you expect to be living in?

In Liverpool city centre or the neighbourhoods surrounding it	1
A place like Birkenhead or Bootle	2
In suburb of Liverpool	3
In suburb of Sefton or Wirral	4
In a village just outside Merseyside	5
In a countryside location	6
In a major town	7
In another major city	8
Other (specify)	9
Don't know	10

34. Thinking about the types of housing and range of neighbourhoods available in cities now, what groups of people particularly would you expect to live in cities in the future, any city, not just Liverpool? **PROBE FULLY, DO NOT PROMPT.**

Young people	1
Professionals	2
City workers	3
City workers living in weekday apartments	4
Single people	5
Black and ethnic minorities	6
Asylum seekers	7
People without children	8
Everyone/anyone	9
Students	10
Older people	11
Poor people	12
Well off people	13
Other (write in)	14

AND LASTLY, IF I COULD ASK A FEW DETAILS ABOUT YOU

35. Gender

Male	1
Female	2

36. What age were you on your last birthday? **READ OUT BANDS IF NECESSARY**

16 to 17	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 to 74	7
75 or above	8
Do not wish to say (don't read out)	9

SHOWCARD J

37. Which of the ethnic groups on this card do you consider yourself as belonging to?
(Code more than one if applicable)

White British	1	Bangladeshi	10
Irish	2	Other Asian (write in)	11
Other white (write in)	3	Black Caribbean	12
Mixed white and Black Caribbean	4	Black African	13
Mixed white and Black African	5	Other Black (write in)	14
Mixed white and Asian	6	Chinese	15
Other mixed (write in)	7	Gypsy/Traveller	16
Indian	8	Other (write in)	17
Pakistani	9		

38. How many people currently live in this property? **WRITE IN**

Total number of persons ___________

39. Are you?

A single person	1
A single parent	2
Married/cohabiting with partner with children living at home	3
Married/cohabiting with partner with no children	4
Sharing with another adult/family	5
In some other situation	6

SHOWCARD K

40a. Which statement on this card applies to your current working status?
40b. Which statement on the card applies to your partner's working status (if appropriate)?
40c. How many other people 16+ living in your household fall into each of these categories?

	a) You	**b)** Your Partner	**c)** Others aged 16+ Record how many people	**OFFICE USE** Workless households
A) In paid work	1	1		
B) Training Scheme	2	2		Yes 1
C) Unemployed or seeking work	3	3		No 2
D) Not working (long-term sick/disabled, at home looking after family, full-time education)	4	4		
E) Retired	5	5		

ASK FOR RESPONDENT/PARTNER AS APPROPRIATE

41a. In what area do you work? (Please write in name of town or city)

____

41b. In what area does your partner work? (Please write in name of town or city)

____

ASK ALL

SHOWCARD L

42a. Thinking about your income, what is your household's total income from employment or benefits before tax? Your answer will remain totally confidential.

Per week	**Per month**	**Per Annum**	
Under £50	Under £200	Under £2400	1
£50-£100	£200-£400	£2400-£4800	2
£101-£150	£401-£600	£4801-£7200	3
£151-£200	£601-£800	£7201-£9600	4
£201-£250	£801-£1000	£9601-£12000	5
£251-£300	£1001-£1200	£12001-14400	6
£301-£350	£1201-£1400	£14401-£16800	7
£351-£400	£1401-£1600	£16801-£19200	8
£401-£500	£1601-£2000	£19201-£24000	9
£501-£562	£2001-£2250	£24001-£27000	10
£563-£625	£2251-£2500	£27001-£30000	11
£625-£687	£2501-£2750	£30001-£33000	12
£688-£750	£2751-£3000	£33001-£36000	13
Over £750	Over £3000	Over £36000	14
Refused	Refused	Refused	15
Don't know	Don't know	Don't know	16

42b. IF UNWILLING TO GIVE INCOME, Ask if they would mind telling whether household income is above or below £27,000 per year?

Over £27,000	1
Under £27,000	2
Refused	3

SHOWCARD M
43a. Can I just check, are you personally or anyone in your household receiving any of these state benefits or allowances? Just read out the letters that apply. **CODE ALL THAT APPLY**

A) Income Support	1
B) Job Seekers Allowance (formerly unemployment benefit or Income Support for unemployed people)	2
C) NI retirement pension/Over 80 pension/Old persons pension	3
D) Incapacity benefit (previously sickness and/or invalidity benefit)	4
E) Some other benefit for people with disabilities	5
F) Child Tax Credit	6
G) Working Tax Credit	7
H) Back to Work Bonus	8
I) Child Benefit	9
J) Housing Benefit	10
K) Council Tax Benefit	11
L) Free school Meals	12
M) Minimum Income Guarantee	13
N) Some other state benefit (SPECIFY)	14
O) No, none of these	15
P) Refused	16

Finally, there may be some further research later in the year, where we invite people to focus groups to talk about some of these things in more detail. We may also follow this up with another survey in the future to see how your plans for a move have gone. If that does happen, would we be able to contact you and invite you along to a focus group or approach you again in a survey?

Yes	1	No	2

If **Yes**, ensure you have the full address and telephone no. if respondent has one.

THANK RESPONDENT AND CLOSE.

Interviewer's signature …………………………………… Date ………………………………………..

Interviewer's name ………………………………………….