

Cambridge Matters reader's survey results 2011

Q1: How often do you read Cambridge Matters

Answer	Response	Percentage
Always	132	81.48%
Sometimes	22	13.58%
This is the first time	5	3.09%

Q2: Cambridge Matters is delivered to your door four times per year. Do you think this is:

Answer	Response	Percentage
Too often	18	11.11%
About right	125	77.16%
Not often enough	10	6.17%
Don't know	2	1.23%
Other (please specify)	5	3.09%

Q3: How strongly do you agree or disagree with the following statements

a: Cambridge Matters is a good way for me to find out about the council and how it spends my money

Answer	Response	Percentage
Strongly agree	56	34.57%
Agree	89	54.94%
Disagree	6	3.70%
Strongly disagree	6	3.70%

b: It's a good way to ask residents what they think about council services

Answer	Response	Percentage
Strongly agree	44	27.16%
Agree	92	56.79%
Disagree	13	8.02%
Strongly disagree	7	4.32%

c: Cambridge Matters includes interesting articles

Answer	Response	Percentage
Strongly agree	41	25.31%
Agree	100	61.73%
Disagree	5	3.09%
Strongly disagree	7	4.32%

d: Cambridge Matters is easy to understand

Answer	Response	Percentage
Strongly agree	56	34.57%
Agree	96	59.26%
Disagree	2	1.23%
Strongly disagree	2	1.23%

e: It looks good and is well designed

Answer	Response	Percentage
Strongly agree	52	32.10%
Agree	92	56.79%
Disagree	7	4.32%
Strongly disagree	2	1.23%

f: Cambridge Matters appeals to people of all backgrounds

Answer	Response	Percentage
Strongly agree	30	18.52%
Agree	97	59.88%
Disagree	13	8.02%
Strongly disagree	4	2.47%

Q4: I would like to see more articles/information in Cambridge Matters about the following

Answer	Response	Percentage
Services the council provides	64	39.51%
How council tax is spent	57	35.19%
Policing, tackling crime and community safety	58	35.80%
Sport & leisure	25	15.43%
Parks and open spaces	61	37.65%
Arts & culture	41	25.31%
Council housing	15	9.26%
Plans for new development in Cambridge	74	45.68%
Rubbish collections	39	24.07%
How to recycle and reduce carbon emissions	57	35.19%
Street cleansing and removal of graffiti	41	25.31%
Activities for young people	27	16.67%
Activities for older people	50	30.86%
How the council is performing	26	16.05%
Who my local councillor is and how to contact them	43	26.54%
How I can influence decisions about my local area	51	31.48%
How to complain about a service	37	22.84%
None of the above	1	0.62%

Q5: Advertising helps to pay for the cost of Cambridge Matters. Do you think there is:

Answer	Response	Percentage
Too much advertising	13	8.02%
About the right amount of advertising	116	71.60%
Not enough advertising	8	4.94%
Don't know	12	7.41%
Comment (please specify)	7	4.32%

Q6: Overall, how would you rate Cambridge Matters?

Answer	Response	Percentage
Excellent	46	28.40%
Good	83	51.23%
Average	21	12.96%
Poor	0	0.00%
Very poor	4	2.47%

Q7: How often do you visit the council's website www.cambridge.gov.uk

Answer	Response	Percentage
Daily	3	1.85%
More than once a week	6	3.70%
Fortnightly	8	4.94%
Monthly	19	11.73%
Once or twice a year	48	29.63%
Never	69	42.59%

Q8: Do you have any other comments about Cambridge Matters

Q9: Which of the following age bands do you fall into

Answer	Response	Percentage
16-24	2	1.23%
25-44	23	14.20%
45-59	30	18.52%
60-74	54	33.33%
75 and over	27	16.67%

Q10: And are you

Answer	Response	Percentage
Male	46	28.40%
Female	88	54.32%

Q11: Do you have any long-standing illness, disability or infirmity

Answer	Response	Percentage
Yes	39	24.07%
No	94	58.02%

Q12: Please describe your ethnic group

Answer	Response	Percentage
White	125	77.16%
Mixed	2	1.23%
Asian or Asian British	0	0.00%
Black or Black British	0	0.00%
Chinese or other ethnic group	1	0.62%
Prefer not to say	4	2.47%

Q13: Would you describe yourself in any of these ways

Answer	Response	Percentage
Heterosexual	91	56.17%
Gay	2	1.23%
Lesbian	0	0.00%
Bisexual	2	1.23%
Prefer not to say	12	7.41%
Other (please specify)	7	4.32%