

## Belfast City Council, Residents' Survey 2007 Results

### 4.9.3 'City Matters' magazine

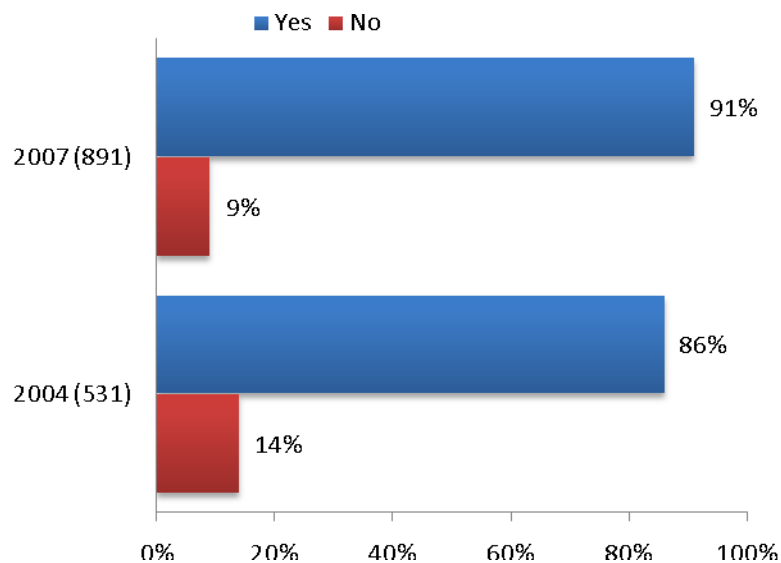
Belfast City Council issues a residents' magazine, 'City Matters', to homes throughout the city. Residents were asked a number of questions about this magazine.

The majority of residents (71%) recalled having received 'City Matters' – a 27% increase since 2004, when only 44% of residents recalled having received the magazine. Women (75%) and residents residing in Castle (84%) were significantly more likely to say they had received the magazine. Over a quarter (28%) of residents did not recall having received City Matters. Residents who were most likely to say that they had not received the magazine were:

- Those aged 16-29 (43%);
- Residents living in Laganbank (42%) and Lower Falls (39%); and
- Residents who rent privately (41%).

Residents who said they received the magazine were asked if they read it. Of the 1080 residents who had received 'City Matters', 897 had read it (83%) – a 4% increase since 2004 (79%); while 17% had not. Residents aged 16-29 (32%) were significantly less likely to read the magazine than those of any other age group.

**Figure 1: % of residents who agreed that receiving and reading 'City Matters' had improved their understanding of the work of the Council**



#### Bases in parentheses

In total, 91% (814) of the 891 residents who received and read 'City Matters' agreed that it helped improve their understanding of the work of the Council – a 5% increase since 2004. Residents who recalled receiving and reading City Matters and who felt that the Council was important (92%); that Council services were available when they needed them (93%) and those who were satisfied with the Council (94%) were significantly more likely to agree that the magazine helped their understanding of the work of the Council.