Erewash Citizens Panel – Primary Care Trust and Markets Survey

Final Report

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Background and Introduction

In January 2001 Erewash Borough Council commissioned MVA to establish a Citizens Panel of 1000 people to represent the population of Erewash Borough. Since setting up the Erewash Citizens Panel in March 2001, Erewash Borough Council has made regular contact with Panel members and in October 2001 the first postal survey, on Crime and Disorder was carried out.

In January 2002 the second postal survey on Primary Care Trusts and Markets was sent out to all Panel Members. This report presents the findings from the second postal survey.

Methodology

Main Aims of Survey

The Erewash Primary Care Trust wanted to use the second survey to gather information about peoples' awareness of its role and their access to the information and services it provides to help them develop their information and services accordingly.

In addition, at the time of the survey, Erewash Borough Council was reviewing the operation of its markets. As part of this process, the Council wanted Panel members to provide information about their knowledge and use of the markets in Long Eaton and Ilkeston and to suggest ways of improving them.

Postal Mailout

On Friday 18 January 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all Erewash Panel members. Panel members were asked to complete their questionnaires and return them in the reply-paid envelope provided by Friday 1 February 2002.

Response Rate

A total of 669 questionnaires were returned from the mailout, giving a response rate of 66.9%.

Weighting

To ensure that the returns to the second survey were representative of the Panel, survey data were weighted using the 1999 population figures for age and gender within each ward. This could only be done for the categories that were represented (i.e. some age groups in some wards had no respondents).

Survey Findings

Erewash Primary Care Trust

Only 10.8% of respondents indicated that they knew what Erewash Primary Care Trust does. Of which, the majority (83.1%) described its activities as being related to the provision of healthcare in the area.

The majority of respondents currently obtain information about their local health services from their General Practitioner (87.4%). Conversely, few respondents currently obtain information from the Internet (7.5%); council offices (4.5%); or the Citizens Advice Bureau (1.6%). However, respondents would increasingly like to obtain information about their local health services from the Internet (33.0%); NHS Direct (24.3%) and council offices (20.8%).

Over three-quarters of respondents (82.1%) stated that if they had a minor injury they would deal with it themselves.

The majority of respondents (76.7%) indicated that they had been to a dentist in the last fifteen months. A slightly greater proportion of respondents who had not been to the dentist in the last fifteen months were male (57.6%).

Markets in Long Eaton and Ilkeston

The majority of respondents indicated that they knew there were markets in Long Eaton and Ilkeston (89.7% and 90.8% of respondents respectively). Awareness was highest for the Saturday markets in the two towns (79.4% in Long Eaton and 85.3% in Ilkeston respectively).

Just over a fifth of respondents indicated that they used the markets in Long Eaton and Ilkeston weekly or more (21.0% and 21.1% respectively) and over a third of respondents stated that they never used the markets in Long Eaton and Ilkeston (38.6% and 41.9% respectively). The majority of frequent users of markets in Long Eaton and Ilkeston (i.e. weekly or more) were female (59.7% and 60.3% respectively) and a slightly greater proportion of respondents aged sixty years and over were frequent users of the markets (36.3% and 30.8% respectively).

In both Long Eaton and Ilkeston the markets held on a Saturday were used by the majority of respondents (71.5% and 79.5% respectively). Conversely the Tuesday market in Long Eaton and the Friday market in Ilkeston were only used by a small proportion of respondents (20.9% and 18.9% respectively).

The majority of respondents that used Long Eaton markets normally travelled by car (70.2%) and almost a fifth walked or cycled. Just over half of all respondents that used Ilkeston markets normally travelled by car (58.6%) and nearly a quarter travelled by bus (22.5%).

The main types of goods bought by users of the markets in Long Eaton included vegetables (67.3% of respondents); flowers (54.2% of respondents); cards (42.6% of respondents); clothes (33.1% of respondents); pet products (29.2% of respondents); and household items (28.9% of respondents).

The main types of goods bought by users of the markets in Ilkeston included vegetables (66.5% of respondents); clothes (50.7% of respondents); flowers (43.9% of respondents); cards (36.6% of respondents); other food items (31.6% of respondents); and household items (30.8% of respondents).

The main reasons given by respondents who did not use the markets in Long Eaton included:

- Inconvenient/Not local/Ilkeston is nearer and offers same things (67 respondents);
- Do not shop in Long Eaton (21 respondents);
- Derby is closer/Work in Derby/Always go to Derby (20 respondents);
- Prefer to shop at supermarkets (14 respondents); and
- Live in Long Eaton (14 respondents).

The main reasons cited by respondents who did not use the markets in Ilkeston included:

- Long Eaton is more convenient/Local/Easier/Better than Ilkeston (52 respondents);
- Too far to travel (35 respondents);
- Never shop/Rarely visit Ilkeston (34 respondents); and
- Derby is closer/Work in Derby (19 respondents).

Only 5.8% and 6.7% of respondents stated that they would like the markets to be open on other days in Long Eaton and Ilkeston respectively. In both towns, Sunday was viewed as the most popular day for introducing a new market (54.9% and 52.3% in Long Eaton and Ilkeston respectively).

Only a small proportion of respondents indicated that they would like to buy goods from the markets in Long Eaton and Ilkeston, which were not currently available (5.3% and 4.3% respectively). Some of the main goods mentioned included more regular Farmers' Market for meat and home produce/more stalls at Farmers' Market (19 respondents); CDs (3 respondents); glassware (3 respondents); and decent clothing (3 respondents).

The key improvements that would encourage respondents to make more use of the markets in Long Eaton included better toilet facilities (16.0% of respondents); payment by debit/credit cards (11.9% of respondents); and more trees and plants in the market areas (11.1% of respondents).

The key improvements that would encourage respondents to make more use of the markets in Ilkeston included payment by debit/credit cards (11.1% of respondents); and better toilet facilities (10.0% of respondents).

Almost a third stated that nothing would encourage them to make more use of the markets in Long Eaton and Ilkeston (33.0% and 32.8% respectively).

The most popular source for finding out about special promotions and market events being held locally was the local paper (88.0% of respondents). Conversely, the Internet was used by only 1.9% of respondents.

1 Introduction

1.1 Background

1.1.1 In January 2001 Erewash Borough Council commissioned MVA to establish a Citizens Panel for Erewash. The main objective was to recruit a representative Citizens Panel of 1000 members for Erewash Borough. In addition, there was a requirement to create a reserve pool of potential Panel members to replace people who no longer wish to take part.

1.1.2 In March 2001, following a combined postal and telephone recruitment effort 1000 people from Erewash Borough were selected for the Citizens Panel. It was important to ensure that the 1000 people selected represented, as accurately as possible, the population of Erewash Borough. In order to achieve this, quotas were set for each ward and for age and gender within each ward based on the 1999 population figures provided by Derbyshire County Council.

1.2 Contact with Panel Members

1.2.1 Since setting up the Erewash Citizens Panel in March 2001, Erewash Borough Council has made regular contact with Panel members and in October 2001 the first postal survey, on Crime and Disorder was carried out.

1.2.2 In January 2002 Erewash Borough Council commissioned MVA to undertake the second postal survey, on Primary Care Trusts and Markets was sent out to all Panel Members. This report presents the findings from the second postal survey.

1.3 Structure of Report

1.3.1 The rest of this report is organised as follows:

- Chapter Two outlines the survey methodology and explains how the survey returns were weighted to represent the Panel;

- Chapter Three presents the survey findings on Erewash Primary Care Trust;

- Chapter Four presents the survey findings on markets in Long Eaton and Erewash; and

- Chapter Five draws conclusions and makes recommendations based on the survey findings.

2 Methodology and Profile of Respondents

2.1 Introduction

2.1.1 This chapter sets out the methodology for the second postal survey with the Erewash Citizens Panel on the Erewash Primary Care Trust and markets in Long Eaton and Ilkeston.

2.2 Main Aims of Survey

Erewash Primary Care Trust

2.2.1 Erewash Primary Care Trust wanted to gather information about peoples' awareness of its role and their access to the information and services it provides. It was therefore important to ensure that the questions asked of Panel members, would help the Primary Care Trust to develop their information and services accordingly.

Markets in Long Eaton and Ilkeston

2.2.2 At the time of the survey, Erewash Borough Council was reviewing the operation of its markets. As part of this process, the Council wanted Panel members to provide information about their knowledge and use of the markets in Long Eaton and Ilkeston and to suggest ways of improving them.

2.3 Questionnaire and Covering Letter

2.3.1 The survey questionnaire and covering letter for the second postal survey were designed in close consultation with Erewash Borough Council with due consideration for the main aims of the survey outlined in paragraph 2.2 above.

Covering Letter

2.3.2 The covering letter explained the purpose of the survey, provided a contact name and number for any queries and explained to Panel members that the return address for completed questionnaires was for a company in Manchester commissioned to undertake the survey's administration and analysis on behalf of Erewash Borough Council. A copy of the covering letter can be found in Appendix A.

Questionnaire

2.3.3 The questionnaire was divided into sections to cover the two key themes (i.e. Primary Care Trusts and Markets). It was seven pages long and was designed using a mixture of closed and open questions to maintain respondents' interest. A reply paid envelope was enclosed for returning completed questionnaires. A copy of the questionnaire can be found in Appendix B.

2.4 Postal Mailout

2.4.1 On Friday 18 January 2002, survey questionnaires, covering letters and reply paid envelopes were mailed out to all Erewash Panel members. Panel members were asked to complete their questionnaires and return them in the reply-paid envelope provided by Friday 1 February 2002.

2.5 Response Rate

2.5.1 A total of 669 questionnaires were returned from the mailout, giving a response rate of 66.9%. This response rate is well within the range we would expect for a panel survey.

2.5.2 Table 2.1 shows the response rate of Panel members by ward.

Table 2.1: Unweighted Response to Survey by Ward

Ward	Respondents to Second Survey		All Panel Members	
	No.	%	No.	%
Abbotsford	26	3.9	41	4.1
Breadsall and Morley	8	1.2	12	1.2
Breaston	32	4.8	42	4.2
Cotmanhay	32	4.8	51	5.1
Dale Abbey	10	1.5	12	1.2
Derby Road East	28	4.2	46	4.6
Derby Road West	42	6.3	57	5.7
Draycott	17	2.5	26	2.6
Ilkeston Central	29	4.3	52	5.2
Ilkeston North	20	3.0	32	3.2
Ilkeston South	23	3.4	32	3.2
Kirk Hallam North	23	3.4	32	3.2
Kirk Hallam South	10	1.5	27	2.7

	Respondents to Second Survey		All Panel Members	
Little Eaton	11	1.6	23	2.3
Little Eaton Central	40	6.0	53	5.3
Nottingham Road	43	6.4	59	5.9
Ockbrook and Borrowash	47	7.0	67	6.7
Old Park-Ilkeston	24	3.6	34	3.4
Sandiacre North	27	4.0	40	4.0
Sandiacre South	24	3.6	40	4.0
Sawley	47	7.0	63	6.3
Stanley	14	2.1	20	2.0
Victoria-Ilkeston	17	2.5	33	3.3
West Hallam	34	5.1	46	4.6
Wilsthorpe	41	6.1	60	6.0
Total	**669**	**100.0***	**1000**	**100.0**

*Results do not always add up to 100.0% due to rounding of figures.

2.6 Weighting of Survey Responses

2.6.1 The sampling method by which the Citizens Panel was originally recruited should ensure that a sound and unbiased survey of residents of Erewash Borough is produced from each survey, which in turn, can be said to be representative of the population. (For further information about how the Panel was originally recruited refer to the Recruitment Report.)

2.6.2 Inevitably, response rates to each survey will vary and the profile of respondents by age, gender and ward will differ to the full Panel. To ensure that the returns to the second survey were representative of the Panel, survey data were weighted using the 1999 population figures for age and gender within each ward.

2.6.3 After weighting, the ward distribution of Panel members from the second survey closely matched that of the Panel as Table 2.2 illustrates.

Table 2.2: Weighted Response Rate to Survey by Ward

Ward	Respondents to Second Survey		Panel Members	
	No.	%	No.	%
Abbotsford	29	4.3	41	4.1
Breadsall and Morley	6	0.9	12	1.2
Breaston	25	3.8	42	4.2
Cotmanhay	36	5.3	51	5.1
Dale Abbey	6	0.9	12	1.2
Derby Road East	32	4.8	46	4.6
Derby Road West	40	5.9	57	5.7
Draycott	18	2.7	26	2.6
Ilkeston Central	31	4.7	52	5.2
Ilkeston North	22	3.2	32	3.2
Ilkeston South	19	2.9	32	3.2
Kirk Hallam North	19	2.8	32	3.2
Kirk Hallam South	18	2.7	27	2.7
Little Eaton	13	2.0	23	2.3
Little Eaton Central	37	5.5	53	5.3
Nottingham Road	41	6.1	59	5.9
Ockbrook and Borrowash	46	6.9	67	6.7
Old Park-Ilkeston	24	3.5	34	3.4
Sandiacre North	27	4.1	40	4.0
Sandiacre South	28	4.2	40	4.0
Sawley	43	6.5	63	6.3
Stanley	12	1.8	20	2.0
Victoria-Ilkeston	23	3.4	33	3.3
West Hallam	32	4.8	46	4.6
Wilsthorpe	42	6.2	60	6.0
Total	**669**	**100.0***	**1000**	**100.0**

*Results do not always add up to 100.0% due to rounding of figures.

2.7 Profile of Respondents

2.7.1 Table 2.3 shows the profile of respondents to the second survey before and after weighting and compares it with 1999 population estimates and the 1991 Census.

Table 2.3: Profile of Respondents to the Second Survey

Respondent Characteristic	Unweighted %	Weighted %	Population Figures
Gender			1999 Estimates
Male	46.6	48.3	47.9
Female	53.4	51.7	52.1
	100.0	100.0	100.0
Age Group			1999 Estimates
16 – 34 years	20.6[2]	31.2	32.5
35 – 59 years	49.9	43.5	42.0
60 years and over	29.4	25.4	25.6
	100.0*	100.0*	100.0*
Disability			
Yes	11.6	10.2	–
No	88.4	89.8	–
	100.0	100.0	–
Employment Status			1991 Census
Employed Full Time	39.2	42.9	41.7
Employed Part Time	15.6	14.8	10.6
Self Employed	4.8	4.6	6.1
Unemployed/Looking for work	1.8	1.9	4.8
Looking after the home	7.0	6.3	N/A
Wholly retired from work	24.3	21.5	18.9
Full-time education	1.5	2.2	2.7
Permanently sick or disabled	4.2	3.4	3.2
Carer	0.9	1.6	N/A
Doing something else	0.7	0.8	12.0[1]
	100.0	100.0	100.0
Ethnicity			1991 Census
White British or Irish	99.6	99.6	98.6
Ethnic Minority	0.3	0.3	1.4
	100.0*	100.0*	100.1
Housing Tenure			1991 Census
Owned or mortgaged by you/family	91.2	91.9	76.0
Rented from Erewash Council	5.8[2]	5.1	16.3

Rented from Housing Association	0.7	0.7	0.9
Rented from private landlord	1.8	2.0	5.7
Other	0.4	0.1	1.0
	100.0*	**100.0***	**100.0***
Car Ownership			1991 Census
None	12.4	12.7	29.9
One	45.4	44.0	46.4
Two	34.2	34.4	19.9
Three or more	7.9	8.9	3.8
	100.0*	**100.0**	**100.0**

(Base: 669 respondents) *Results do not always add up to 100.0% due to rounding of figures. 1 This figure is likely to include 'looking after the home' and 'carer'. 2 These proportions are similar to those in the full Panel.

2.8 Analysis of Second Survey

2.8.1 All analysis for the second survey was carried out using data weighted by age and gender within ward. A full list of the weights used is given in Appendix C.

2.8.2 Frequencies have been undertaken for each question on the questionnaire. Furthermore, where the number of respondents has permitted, additional crosstabulation analysis has been carried out to determine whether there were any differences in the results between gender and age groups. Where there were noteworthy differences these have been reported.

3 Erewash Primary Care Trust

3.1 Introduction

3.1.1 This chapter looks at the two topics covered in the second survey of the Erewash Citizens Panel (i.e. Erewash Primary Care Trust and Markets in Long Eaton and Ilkeston) and highlights the key findings.

Erewash Primary Care Trust

3.2 Awareness of Erewash Primary Care Trust

3.2.1 Since 1999, GPs have been able to join together to form 'primary care groups' or 'primary care trusts' along with other health professionals. This means they are given the funding to work together to plan and commission health services for their local communities. This is a role that has previously been carried out by health authorities. It also means that decisions about local services are made at a local level, by those best placed to make them.

3.2.2 Only 10.8% of respondents indicated that they knew what Erewash Primary Care Trust does as shown in Table 3.1.

Table 3.1: Knowledge of Erewash Primary Care Trust

Knowledge of PCT	Proportion (%)	Number (No.)
Yes	10.8	72
No	69.9	464
Don't know	19.3	128
Total	**100.0**	**664**

(Bases: 664 respondents)

3.2.3 Of those respondents who stated that they knew what Erewash Primary Care Trust does, the majority (83.1%) described its activities as being related to the provision of healthcare in the area. A full list of comments given by respondents is detailed in Appendix D.

3.3 Access to Information about Local Health Services

3.3.1 Respondents were asked to indicate how they currently access information about their local health services and how they would like to get information about their local health services. The results illustrated in Figure 3.1 reveal that the majority of respondents currently obtain information about their local health services from their General Practitioner (87.4%). Conversely, few respondents currently obtain information from the Internet (7.5%); council offices (4.5%); or the Citizens Advice Bureau (1.6%).

3.3.2 Other sources where respondents currently obtain information about local health services included through their work for an NHS Trust or Primary Care Trust (8 respondents); 'word of mouth' (7 respondents); St John's Ambulance (6 respondents); and local pharmacies (6 respondents). A full list of the other sources cited by respondents can be found in Appendix D.

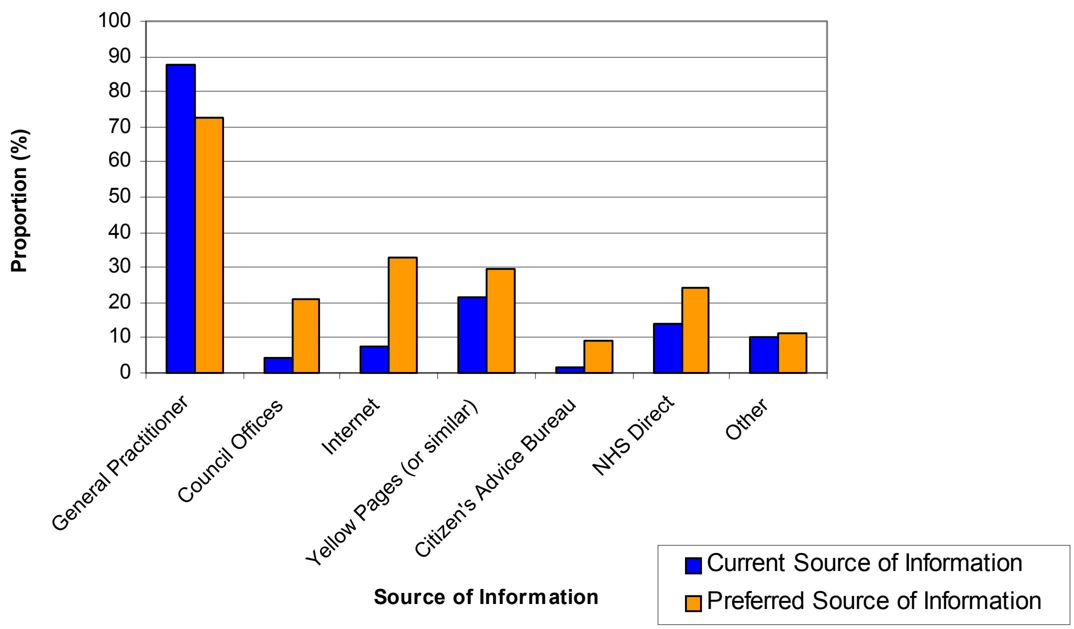


Figure 3.1: Sources of Information about Local Health Services

(Base: 669 respondents)

3.3.3 It is clear from the results shown in Figure 3.1 that respondents would increasingly like to obtain information about their local health services from the Internet (33.0%); NHS Direct (24.3%); council offices (20.8%); and to a lesser extent from a Citizens Advice Bureau (8.9%). Respondents were not asked to say why they did not currently use these sources of information, but these results could suggest where developments are needed.

3.3.4 Other sources where respondents would like to obtain information about local health services included house to house leafleting or through the post (19 respondents); local papers (16 respondents); libraries (11 respondents); and local pharmacies (8 respondents). A full list of the other sources cited by respondents can be found in Appendix D.

3.4 Action Taken in the Event of a Minor Injury

3.4.1 Respondents were asked to indicate what they would do if they or a family member had a minor injury, such as a cut or a burn. This is shown in Table 3.2. Respondents could give more than one answer and therefore results do not add up to 100 percent.

Table 3.2: Action Taken in the Event of a Minor Injury

Action Taken	Proportion (%)	Number (No.)
Visit Accident and Emergency, Queens Medical Centre, Nottingham	8.8	59
Visit Accident and Emergency, Derbyshire Royal Infirmary, Derby	5.2	35
Visit Minor Injuries Unit, Ilkeston Community Hospital	25.0	167
Visit General Practitioner	19.9	133
Visit the Walk-in-Centre in Nottingham	1.8	12
Phone General Practitioner/Surgery for Advice	21.2	142
Phone NHS Direct	14.7	98
Deal with injury yourself	82.1	549
Ask a friend of family member for help	18.3	123
Other	1.5	10

(Base: 669 respondents) Results to not add up to 100.0% as respondents could give more than one answer.

3.4.2 Over three-quarters of respondents (82.1%) stated that if they had a minor injury they would deal with it themselves. However, nearly a quarter of respondents (24.9%) indicated that they would visit the Minor Injuries Unit at Ilkeston Community Hospital, suggesting that the type of action taken would depend on the perceived severity of the minor injury. A list of the other things that respondents said they would do if they or a family member had a minor injury can be found in Appendix D.

3.5 Visits to the Dentist

3.5.1 The majority of respondents (76.7%) indicated that they had been to a dentist in the last fifteen months. This is shown in Table 3.3.

Table 3.3: Visit to Dentist in the Last Fifteen Months

Visited Dentist	Proportion (%)	Number (No.)
Yes	76.7	506
No	23.0	152

Don't know/Cannot remember	0.3	2
Total	**100.0**	**660**

(Base: 660 respondents)

3.5.2 A slightly greater proportion of respondents who had not been to the dentist in the last fifteen months were male (57.5%). Furthermore, the proportion of respondents aged sixty years and over that had not been to the dentist in the last fifteen months was slightly higher than the other two age categories (29.7%). Full tabulations detailing this information are shown in Appendix D.

4 Markets in Long Eaton and Ilkeston

4.1 Awareness of Markets in Long Eaton and Ilkeston

4.1.1 The majority of respondents indicated that they knew there were markets in Long Eaton (89.7%). Similarly 90.8% of respondents knew that there were markets in Ilkeston. This is shown in Table 4.1.

Table 4.1: Awareness of Markets in Long Eaton and Ilkeston

Awareness of Markets	Proportion (%)	Number (No.)
Long Eaton		
Yes	89.7	580
No	7.3	47
Don't know	2.9	19
Total	**100.0***	**646**
Ilkeston		
Yes	90.8	586
No	6.4	41
Don't know	2.8	18
Total	**100.0**	**646**

(Base: 646 respondents) *Results do not add up to 100.0% due to rounding of figures.

4.1.2 Respondents who indicated that they knew there were markets in Long Eaton and Ilkeston were asked to state on which days they were aware they operated. Table 4.2 shows that awareness was highest for the Saturday markets in the two towns (79.4% in Long Eaton and 85.3% in Ilkeston respectively).

Table 4.2: Awareness of Days of Operation of Markets in Long Eaton and Ilkeston

Days of Operation	Proportion (%)	Number (No.)
Long Eaton		
Tuesday market	41.5	241
Wednesday market	50.1	339
Friday market	54.5	316
Saturday market	79.4	460

Ilkeston		
Thursday market	55.8	327
Friday market	45.9	269
Saturday market	85.3	500

(Base: 580 respondents for Long Eaton and 586 respondents for Ilkeston) *Results do not add up to 100.0% due to rounding of figures.

4.2 Frequency of Use of Markets

4.2.1 Figure 4.1 illustrates the frequency with which respondents said they used the markets in Long Eaton and Ilkeston.

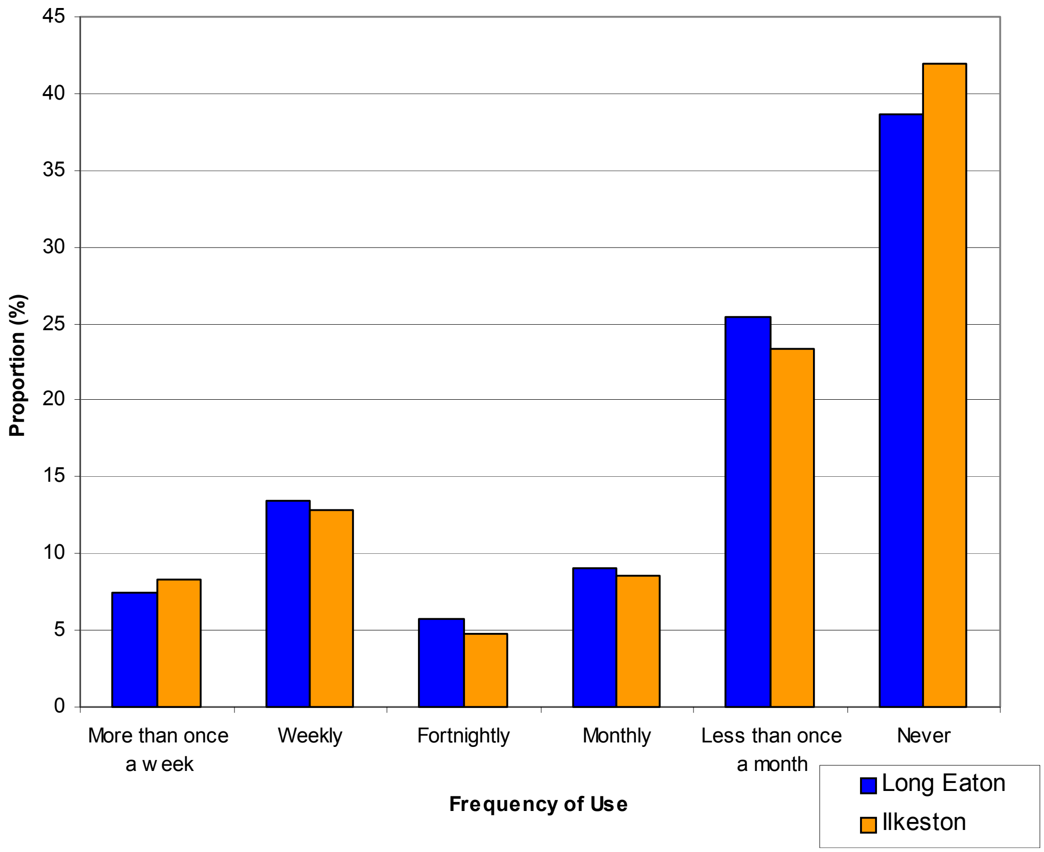


Figure 4.1: Frequency of Use of Markets

(Base: 585 respondents for Long Eaton and 594 respondents for Ilkeston)

4.2.2 Just over a fifth of respondents indicated that they used the markets in Long Eaton and Ilkeston weekly or more (21.0% and 21.1% respectively). Conversely, over a third of respondents stated that they never used the markets in Long Eaton and Ilkeston (38.6% and 41.9% respectively). However, overall 20.2% of respondents stated that they never used the markets in either town. A large number of respondents chose not to answer this question possibly indicating further non-use of the markets.

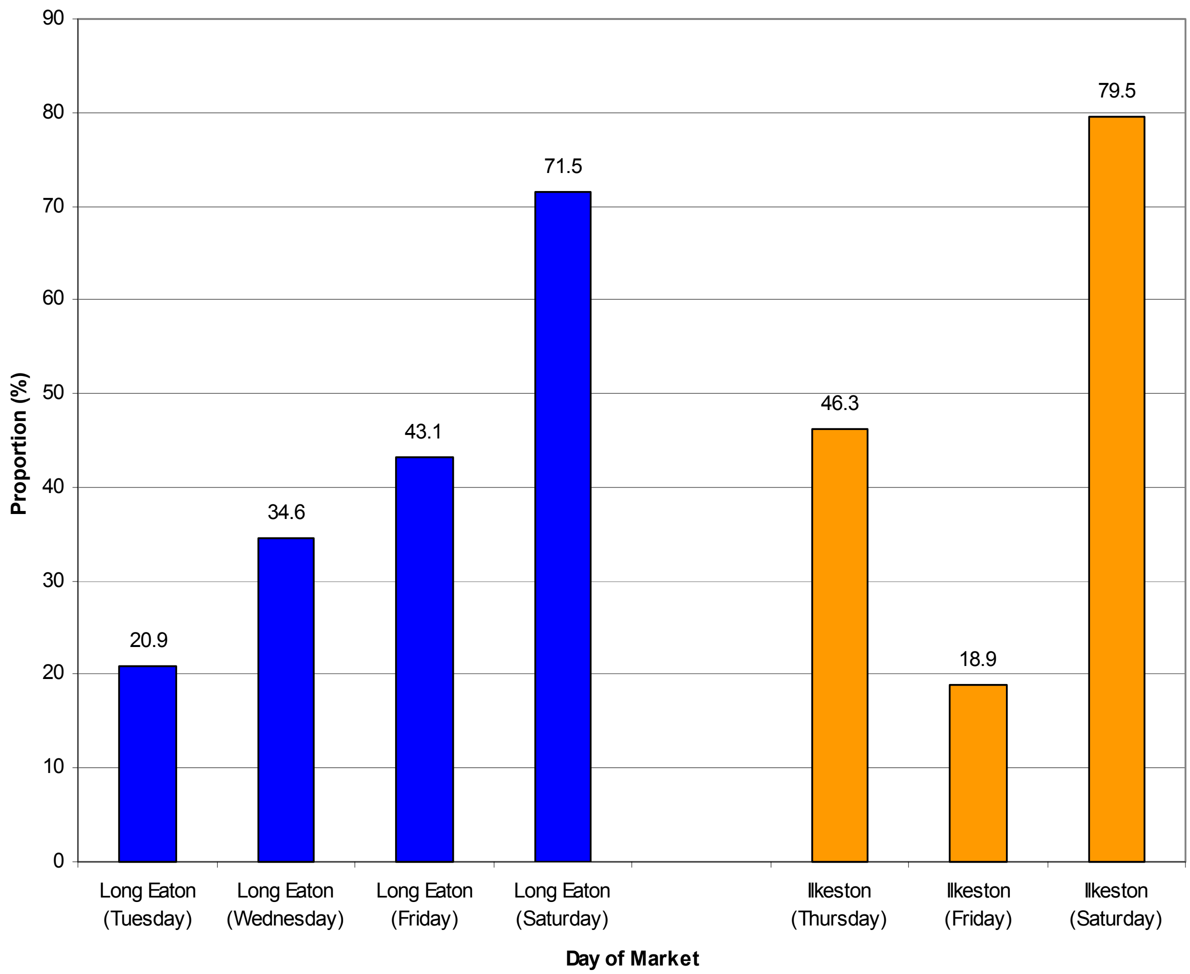
4.2.3 About a fifth of respondents who indicated that they never used the markets in Long Eaton (20.2%), were frequent users of the markets in Ilkeston (i.e. weekly or more). Similarly, 17% of respondents who stated that they never used the markets in Ilkeston were frequent users of the markets in Long Eaton.

4.2.4 The majority of frequent users of markets in Long Eaton and Ilkeston (i.e. weekly or more) were female (59.7% and 60.3% respectively). Furthermore a slightly greater proportion of respondents aged sixty years and over were frequent users of the markets (36.3% and 30.8% respectively). Full tabulations detailing this information are shown in Appendix D.

4.3 Use of Different Markets in Long Eaton and Ilkeston

4.3.1 Respondents who indicated that they used the markets in Long Eaton and Ilkeston once a month or more, were asked to indicate on which days they visited the markets. This is illustrated in Figure 4.2.

Figure 4.2: Days when Markets in Long Eaton and Ilkeston are visited



(Base: 359 respondents for Long Eaton and 345 respondents for Ilkeston)

4.3.2 In both Long Eaton and Ilkeston the markets held on a Saturday were used by the majority of respondents (71.5% and 79.5% respectively). Conversely the Tuesday market in Long Eaton and the Friday market in Ilkeston were only used by a small proportion of respondents (20.9% and 18.9% respectively).

4.4 Normal Mode of Transport to Markets

4.4.1 Users of the markets in Long Eaton and Ilkeston, were also asked to state how they normally travelled there (i.e. main mode of transport only).

4.4.2 Table 4.3 shows that the majority of respondents that used Long Eaton markets normally travelled by car (70.2%). However, almost a fifth walked or cycled (16.3% and 3.6% respectively).

Table 4.3: Main Mode of Transport Used to Travel to the Markets

Main Mode of Transport	Long Eaton		Ilkeston	
	%	No.	%	No.
Bus	8.6	30	22.5	75
Car	70.2	244	58.6	194
Taxi	–	–	0.7	2
Walk	16.3	59	17.7	59
Cycle	3.6	13	–	–
Other	0.6	2	0.5	2
Total	**100.0***	**348**	**100.0**	**332**

(Base: 348 respondents for Long Eaton and 332 respondents for Ilkeston) *Results do not add up to 100.0% due to rounding of figures.

4.4.3 Just over half of all respondents that used Ilkeston markets normally travelled by car (58.6%) and nearly a quarter travelled by bus (22.5%). In addition a further 17.7% of respondents stated that they normally walked.

4.4.4 The results highlighted in Table 4.3 reveal noticeable differences between the main modes of transport used to travel to the markets in Long Eaton and Ilkeston.

4.5 Type of Goods Bought on the Markets

4.5.1 Respondents who used the markets in Long Eaton and Ilkeston were asked to indicate what type of goods they bought. This information is shown in Figure 4.3.

4.5.2 The main types of goods bought by users of the markets in Long Eaton included:

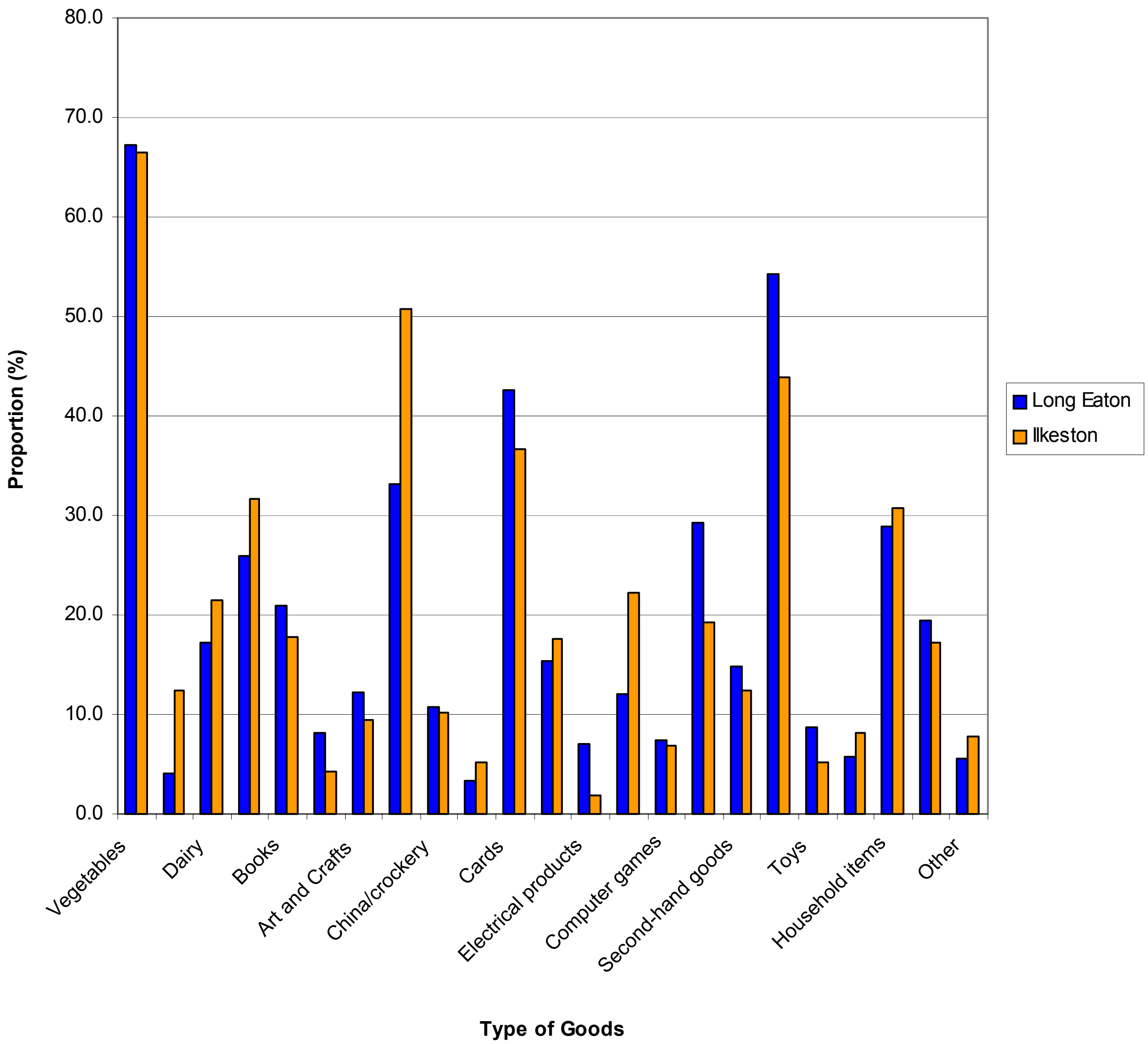
- Vegetables (67.3% of respondents);
- Flowers (54.2% of respondents);
- Cards (42.6% of respondents);
- Clothes (33.1% of respondents);
- Pet products (29.2% of respondents); and

- Household items (28.9% of respondents).

4.5.3 Similarly, the main types of goods bought by users of the markets in Ilkeston included:

- Vegetables (66.5% of respondents);
- Clothes (50.7% of respondents);
- Flowers (43.9% of respondents);
- Cards (36.6% of respondents);
- Other food items (31.6% of respondents); and
- Household items (30.8% of respondents).

Figure 4.3: Type of Goods Bought on the Markets



(Base: 359 respondents for Long Eaton and 345 respondents for Ilkeston)

4.5.4 Other types of goods bought by 5.6% and 7.8% of users of the markets in Long Eaton and Ilkeston respectively included plants, jewellery and haberdashery. A full list of the other types of goods cited can be found in Appendix D.

4.5.5 There were some differences between the proportion of users that bought certain types of goods at the markets in Long Eaton and Ilkeston. These are possibly due to the different types of stalls offered at each market and the quality of the stalls. Some of these differences are highlighted in the list below:

- Meat (4.1% in Long Eaton and 12.5% in Ilkeston);
- Clothes (33.1% in Long Eaton and 50.7% in Ilkeston); and
- Bedding and textiles (12.0% in Long Eaton and 22.2% in Ilkeston).

4.6 Reasons for not using the Markets in Long Eaton and Ilkeston

4.6.1 Respondents who did not use the markets in Long Eaton and Ilkeston were asked whether there was a particular reason why this was the case. Overall, 191 respondents gave reasons for Long Eaton and 205 respondents gave reasons for Ilkeston.

4.6.2 The main reasons given by the respondents who did not use the markets in Long Eaton included:

- Inconvenient/Not local/Ilkeston is nearer and offers same things (67 respondents);
- Do not shop in Long Eaton (21 respondents);
- Derby is closer/Work in Derby/Always go to Derby (20 respondents);
- Prefer to shop at supermarkets (14 respondents); and
- Live in Long Eaton (14 respondents).

4.6.3 The main reasons cited by respondents who did not use the markets in Ilkeston included:

- Long Eaton is more convenient/Local/Easier/Better than Ilkeston (52 respondents);
- Too far to travel (35 respondents);
- Never shop/Rarely visit Ilkeston (34 respondents); and
- Derby is closer/Work in Derby (19 respondents).

4.6.4 A full list of the other reasons given by respondents can be found in Appendix D.

4.7 Opening of Markets on Other Days

4.7.1 Respondents were asked whether they would like the markets in Long Eaton and Ilkeston to be open on any other day(s).

4.7.2 Table 4.4 shows that only 5.8% and 6.7% of respondents stated that they would like the markets to be open on other days in Long Eaton and Ilkeston respectively. Furthermore, a large number of respondents chose not to answer this question indicating no opinion.

Table 4.4: Views on Opening Markets on Other Days

	Long Eaton		Ilkeston	
	%	No.	%	No.
Yes	5.8	32	6.7	38
No	39.1	214	38.9	219
Don’t know/No opinion	55.1	302	54.4	306
Total	**100.0**	**548**	**100.0**	**563**
Not answered question	–	121	–	106

(Base: 548 respondents for Long Eaton and 563 respondents for Ilkeston)

4.7.3 Respondents who stated that they would like to see the markets in Long Eaton and Ilkeston open on other days, were asked to say on which day or days. Table 4.5 shows that in both towns, Sunday was viewed as the most popular day for introducing a new market (54.9% and 52.3% in Long Eaton and Ilkeston respectively). However, caution must be used in interpreting these results due to the small number of respondents involved.

Table 4.5: Day(s) Respondents Would Like to See Markets Open

Days to Open	Proportion (%)	Number (No.)
Long Eaton		
Monday	27.7	9
Thursday	34.6	11
Sunday	54.9	17
Ilkeston		
Monday	33.5	13
Tuesday	37.4	14
Wednesday	23.5	9
Sunday	52.3	20

(Base: 32 respondents for Long Eaton and 38 respondents for Ilkeston)

4.8 Availability of Other Goods

4.8.1 As Table 4.6 illustrates, only a small proportion of respondents indicated that they would like to buy goods from the markets in Long Eaton and Ilkeston, which were not currently available (5.3% and 4.3% respectively). It should also be noted that a large number of respondents chose not to answer this question.

Table 4.6: Whether Respondents Would Like to Buy Other Goods

	Long Eaton		Ilkeston	
	%	No.	%	No.
Yes	5.3	27	4.3	22
No	58.7	302	60.5	310
Don't know/No opinion	36.0	185	35.2	180
Total	**100.0**	**514**	**100.0**	**512**
Not answered question	–	155	–	157

(Base: 514 respondents for Long Eaton and 512 respondents for Ilkeston)

4.8.2 Respondents who stated that they would like to buy goods from the markets in Long Eaton and Ilkeston, which were not currently available, were asked to state what they were. Of the 42 respondents who responded, some of the main goods mentioned included:

- More regular Farmers' Market for meat and home produce/More stalls at Farmers' Market (19 respondents);
- CDs (3 respondents);
- Glassware (3 respondents); and
- Decent clothing (3 respondents).

4.8.3 A full list of the other goods given by respondents can be found in Appendix D.

4.9 Improvements to Encourage Greater Use of Markets

4.9.1 Figure 4.4 illustrates the improvements that would encourage respondents to make more use of the markets in Long Eaton and Ilkeston.

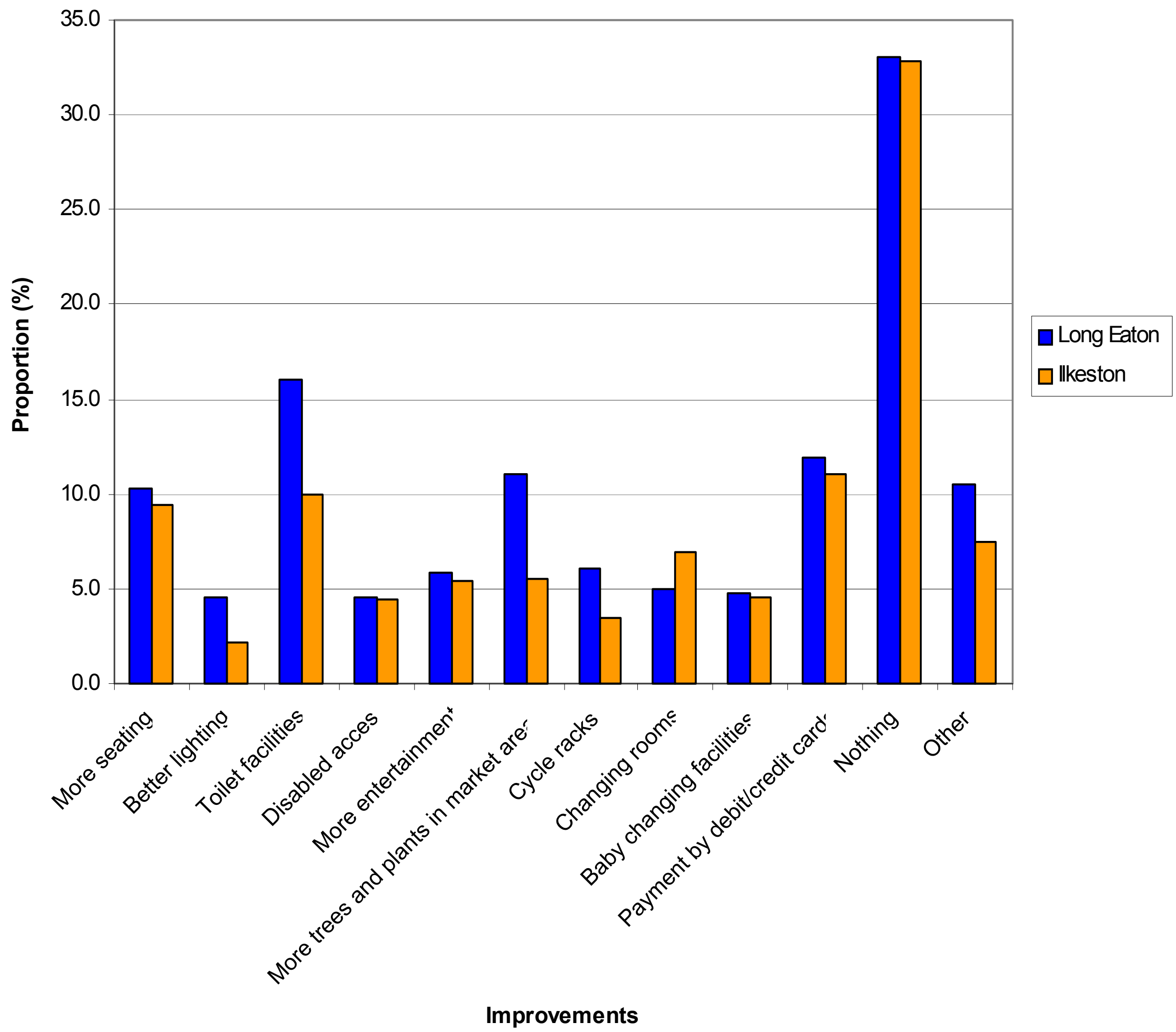
4.9.2 The key improvements that would encourage respondents to make more use of the markets in Long Eaton included:

- Better toilet facilities (16.0% of respondents);
- Payment by debit/credit cards (11.9% of respondents); and
- More trees and plants in the market areas (11.1% of respondents).

4.9.3 Similarly, the key improvements that would encourage respondents to make more use of the markets in Ilkeston included:

- Payment by debit/credit cards (11.1% of respondents); and
- Better toilet facilities (10.0% of respondents).

Figure 4.4: Improvements to Encourage Greater Use of Markets



(Base: 669 respondents for Long Eaton and 669 respondents for Ilkeston)

4.9.4 Payment by debit or credit card was most favoured amongst respondents aged between 16 and 34 years (45.0% and 46.7% in Long Eaton and Ilkeston respectively). This is shown in Table 4.7.

Table 4.7: Payment by Debit/Credit Card by Age Group

Market Location	16-34		35-59		60 years and over		Total	
	%	No.	%	No.	%	No.	%	No.

Market Location	16-34		35-59		60 years and over		Total	
	%	No.	%	No.	%	No.	%	No.
Long Eaton	45.0	36	41.3	33	13.8	11	**100.0***	**80**
Ilkeston	46.7	35	40.0	30	13.3	10	**100.0**	**75**
Overall Age Profile	31.2	209	43.5	290	25.4	170	**100.0***	**669**

(Base: 80 respondents for Long Eaton and 75 respondents for Ilkeston). *Results do not add up to 100.0% due to rounding of figures.

4.9.5 Other improvements that would encourage respondents to make more use of the markets in Long Eaton included:

- Better quality goods (14 respondents);
- Bigger/More Stalls/More Choice (14 respondents);
- Free parking (12 respondents); and
- Better parking provision and facilities (8 respondents);

4.9.6 Other improvements that would encourage respondents to make more use of the markets in Ilkeston included:

- Free parking (10 respondents);
- Better parking provision and facilities (10 respondents);
- Better quality goods (5 respondents); and
- Improve pushchair access/Wider gaps between stalls/Prevent stallholders blocking gangway (5 respondents).

4.9.7 A full list of the other improvements that would encourage respondents to make more use of the markets can be found in Appendix D.

4.9.8 Though many respondents cited improvements that would encourage them to make more use of the markets in Long Eaton and Ilkeston, almost a third stated that nothing would encourage them to do so (33.0% and 32.8% respectively). Of which, just under half were aged between 35 and 59 years (44.3% and 47.3% in Long Eaton and Ilkeston respectively). This is shown in Table 4.8.

Table 4.8: Respondents Indicating that Nothing Would Encourage More Use of Markets by Age Group

Market Location	16-34		35-59		60 years and over		Total	
	%	No.	%	No.	%	No.	%	No.
Long Eaton	28.5	63	44.3	98	27.1	60	100.0*	221
Ilkeston	28.2	62	47.3	104	24.5	54	100.0	220
Overall Age Profile	31.2	209	43.5	290	25.4	170	100.0*	669

(Base: 221 respondents for Long Eaton and 220 respondents for Ilkeston). *Results do not add up to 100.0% due to rounding of figures.

4.9.9 Of those respondents who stated that nothing would encourage them to make more use of the markets in Long Eaton and Ilkeston, just under a half never used the markets in Long Eaton and Ilkeston (44.1% and 46.2% respectively). In addition just over a fifth of respondents used the markets in Long Eaton and Ilkeston less than a month or more (23.9% and 22.9% respectively). This is shown in Table 4.9.

Table 4.9: Respondents Indicating that Nothing Would Encourage More Use of Markets by Frequency of Use

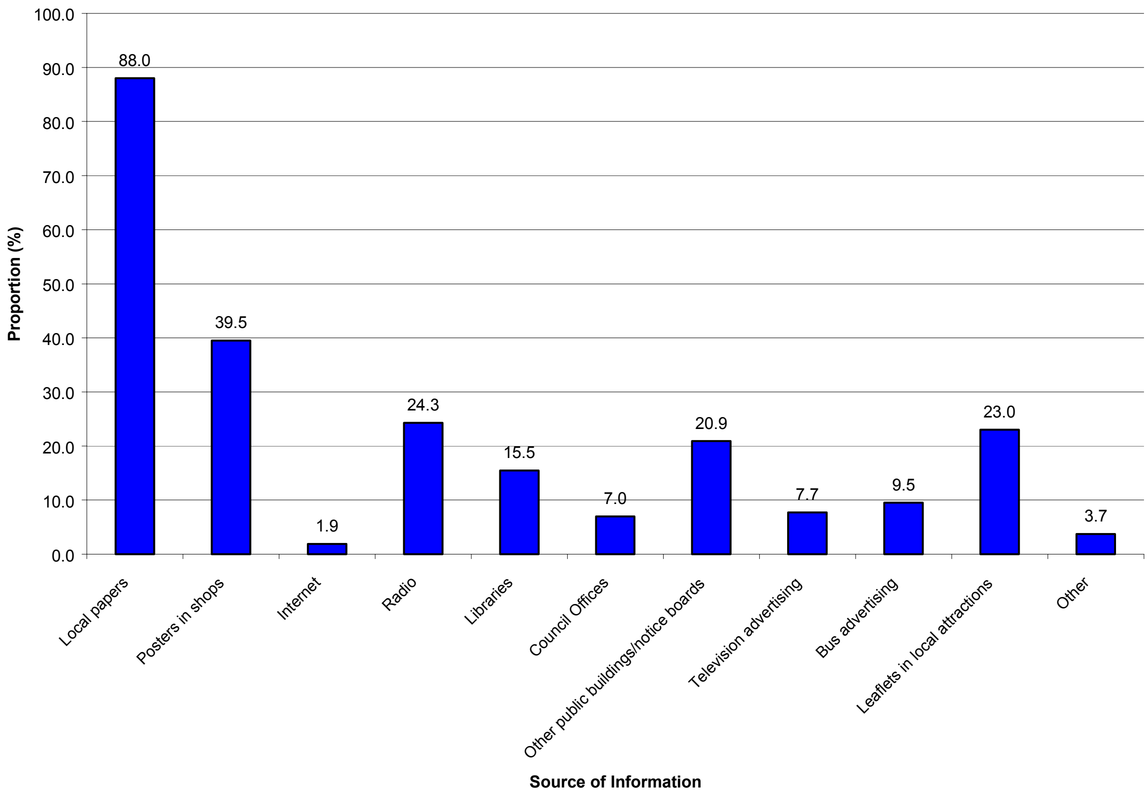
	Long Eaton		Ilkeston	
	%	No.	%	No.
More than once a week	7.2	17	6.8	17
Weekly	10.8	26	13.4	33
Fortnightly	5.2	13	3.8	9
Monthly	8.8	21	6.9	17
Less than once a month	23.9	58	22.9	57
Never	44.1	107	46.2	115
Total	**100.0**	**242**	**100.0**	**248**

(Base: 243 respondents for Long Eaton and 248 respondents for Ilkeston)

4.10 Obtaining Information about Special Promotions and Market Events

4.10.1 The most popular source for finding out about special promotions and market events being held locally was the local paper (88.0% of respondents). Conversely, the Internet was used by only 1.9% of respondents as Figure 4.5 highlights.

Figure 4.5: Main Sources of Information for Special Promotions and Market Events



(Base: 669 respondents for Long Eaton and 669 respondents for Ilkeston)

4.10.2 Using posters in shops, libraries, other public buildings and notice boards and leaflets in local attractions as a source of information was more popular amongst female respondents (58.3%, 61.2%, 66.7% and 58.8% respectively). This is shown in Table 4.10.

Table 4.10: Sources of Information by Gender

Source of Information	Male		Female		Total	
	%	No.	%	No.	%	No.
Local papers	48.5	285	51.5	303	100.0	588
Posters in shops	41.7	110	58.3	154	100.0	264
Radio	50.9	83	49.1	80	100.0	163
Libraries	38.8	40	61.2	63	100.0	103
Other public buildings	33.3	46	66.7	92	100.0	138
Leaflets in local attractions	41.2	63	58.8	90	100.0	153
Overall Gender Profile	48.3	323	51.7	346	100.0	669

4.10.3 Other sources of information used included ‘word of mouth’ (9 respondents) and ‘street banners’ (5 respondents). A full list can be found in Appendix D.

5 Conclusions and Recommendations

5.1 Restatement of Survey Aims

5.1.1 The second survey with the Erewash Citizens Panel had two key aims:

- To gather information about peoples' awareness of the role of Erewash Primary Care Trust and their access to the information and services it provides.

- To find out about peoples' knowledge and use of the markets in Long Eaton and Ilkeston and to suggest ways of improving them.

5.2 Conclusions and Recommendations

Erewash Primary Care Trust

5.2.1 Awareness of Erewash Primary Care Trust was low amongst respondents and it is therefore recommended that the Trust looks at ways to raise awareness of their role and existence with the general public.

5.2.2 Though the majority of respondents indicated that they currently obtained information about their local health services from their General Practitioner, there was clearly a desire to obtain information from other sources (e.g. the Internet, NHS Direct and council offices). It was not clear from the survey why these other sources were not currently used and it is therefore recommended that the Trust assesses what information is currently available with a view to looking at options for improvement.

Markets in Long Eaton and Ilkeston

5.2.3 Awareness of the markets in Long Eaton and Ilkeston was high, though over a third or respondents stated that they never used them. Overall, respondents bought a wide range of goods from the markets, though vegetables, flowers, clothes and cards were the main types of goods. Only a small proportion of respondents indicated that they would like to buy goods from the markets, which were not available, suggesting that the range of goods currently offered meets the majority of users needs.

5.2.4 The main reasons given by respondents who did not use the markets in Long Eaton and Ilkeston included preference of shopping more locally, using other town centres or supermarkets and living elsewhere. Improvements to encourage more use of the markets included better toilet facilities, payment by debit or credit cards and more trees and plants in the market areas. However, nearly a third of respondents stated that nothing would encourage them to make more use of the markets in Long Eaton and Ilkeston. It is recommended that any improvements that are made to the markets be done with a view to encouraging more local custom as the results from the survey suggest that people would prefer to shop more locally rather than travel.

5.2.5 Only a small proportion of respondents stated that they would like the markets to be open on other days in Long Eaton and Ilkeston. Furthermore Sunday was viewed as the most popular day for introducing a new market in both towns. However, introducing markets on different days was not viewed by respondents as a particular priority.

5.2.6 The most popular source for finding out about special promotions and market events being held locally was through the local paper. It is therefore recommended that Erewash Borough Council continues to use local papers as a means of publicising market related events.