

Warwickshire Health and Wellbeing Board

20 January 2014

'Living in Warwickshire' Survey – Headline Analysis

Recommendations

That the Warwickshire Health & Wellbeing Board:

1. Note the headline findings from the 'Living in Warwickshire' survey, as a key part of the emerging evidence base for the review of Warwickshire's Joint Strategic Needs Assessment (JSNA) during the early part of 2014.
2. Consider the policy implications arising from the analysis to date.
3. Identify any further analyses which the Board would like to see undertaken as part of our overall analysis of the survey results.

1.0 Key Issues

Background

As part of our work on Warwickshire's Joint Strategic Needs Assessment (JSNA), it was acknowledged that a lack of robust intelligence existed on the lifestyle characteristics of the local population and the perception of residents with regard to local public services. To address this gap in our knowledge, in July 2013, the Board agreed to sponsor a large scale survey of local people which focussed on issues around 'Living in Warwickshire'.

It was proposed that the survey would aim to capture perceptions type data about life in Warwickshire, use and satisfaction with public services, and also health and lifestyle data and intelligence.

The Board agreed to act as the strategic project sponsor, and the Board's name was used as a means of promoting the survey to Warwickshire's residents, and to help encourage the maximising of survey response rates.

The project was managed by colleagues in Public Health Intelligence and the Warwickshire Observatory.

Response rate

During September and October 2013, 25,000 surveys were sent out to a random stratified sample of households across Warwickshire. By the time of the closing date,

7,617 completed surveys were returned, resulting in a response rate of 30%. This was over 50% higher than our target response of 5,000 surveys.

Around 1,500 surveys were received from each of the five District and Borough Council areas in Warwickshire, which will enable us to carry out sufficiently robust analysis at a sub-County level.

Although paper surveys were sent out in the post, recipients were also given the option to complete the survey online if they wished. Just under 300 people, or 4% of all respondents, chose to complete the survey this way.

To help improve the representativeness of the responses, the returned questionnaires have been weighted in accordance with the profile of Warwickshire's population in terms of age, sex, ethnicity and district/borough area.

Analysis: Key Headlines

The following key points are County level headlines from our analysis so far. More detailed geographic, population group and theme-based analysis will follow over the coming months as we further examine these.

About the local area

- 89% of respondents are very or fairly satisfied with their local area as place to live. This compares with 85% when the same question was asked in the 2009/10 Warwickshire Partnership Place Survey.
- Only one in three of those surveyed agree that they can influence decisions affecting their local area, a similar proportion to the result in the 2009/10 Partnership Place Survey.
- 71% of respondents are very or fairly satisfied with the quality of services they receive from Warwickshire County Council.
- The most important factors in making somewhere a good place to live are the level of crime, health services, and clean streets. These were selected by 61%, 53% and 44% of residents respectively.
- In terms of what most needs improving in their local area, road and pavement repairs (46%), activities for teenagers (35%) and the level of traffic congestion (34%) were selected by the largest proportions of residents.
- 29% of households identified parking where they live as either a very or fairly big problem.
- 48% of respondents are either fairly or very worried about having their home broken into and having something stolen, slightly lower than the corresponding figure from the 2009/10 Partnership Place Survey (51%).

- Nearly one in three residents do not feel very safe or not safe at all walking alone after dark in their local area.

About the immediate neighbourhood

- 39% of respondents feel that they do not belong very strongly or not at all strongly to their immediate neighbourhood. However, in terms of practical actions, over two thirds have collected a parcel from the postman, taken in or put out bins, or kept an eye on property for their current neighbours.
- 29% of residents indicate they have been actively involved with at least one local community or voluntary organisation in the last twelve months. However, this proportion falls to 12% for those who have engaged in formal volunteering for an average of at least two hours per week over the past year.

Using technology

- In the past three months, 61% of respondents had used the internet to access information on local public services, 26% to use local online services, and 12% to report a fault or local issue online. Some 28% had used the internet to look for a job.
- One in ten respondents had not used the internet at all over the past three months.
- In relation to mobile devices, there is almost a 50/50 split between respondents indicating they are likely to access information about, or use, public services in their area via a smartphone, and those that are not.

About your lifestyle

- 6% of respondents self-reported that their general health was either poor or very poor. This is in line with figures from the 2011 Census. However, only 28% of stated that their health was very good, in contrast to the equivalent figure of 47% from the Census results.
- 40% of respondents felt they were a little overweight with 6% thinking they were very overweight.
- 18% stated that they had been feeling relaxed over the previous two weeks either rarely, or none of the time.
- More than one in ten stated that they had been feeling close to other people over the previous two weeks either rarely, or none of the time.
- Nearly half of all respondents were either fairly or very worried about day-to-day budgeting and the cost of living, with just over half fairly or very worried about longer-term financial planning.

- Just over one in four people reported that they were consuming the recommended five-a-day portions of fruit and vegetables in their diet, the same proportion as the 2009/10 Partnership Place Survey.
- Half of those surveyed stated that they had a takeaway meal once a week and one in five reported that they consumed fast food once during a typical week.
- On average, people undertook 215 minutes of moderate physical activity during a typical week. This compares favourably with the recommended guideline of 150 minutes of moderate exercise per week.
- Nearly half of people have an alcoholic drink once a week or more, whilst just over 15% are abstainers.
- Just over one in ten respondents would like to cut down on their current level of drinking.
- 12% of people reported that they were regular cigarette smokers. Of those who were smoking, 34% were planning to stop, 20% were concerned smokers, and 16% were in the process of stopping. However, just under a third stated that they were contented smokers.
- For ex-smokers, nearly half gave up smoking at the first attempt. However, 29% took three or more times to give up.
- For current smokers, 87% had previously tried to give up smoking at least once, with 31% having tried on three or more occasions.

What do residents like and dislike most about living in Warwickshire?

- In terms of what people most like about living in Warwickshire, the survey results reveal that the County's easily accessible central location, and the attractive surrounding countryside are the main positives, although there are lots of others too.
- In terms of what people most dislike, residents voiced concerns around traffic congestion, and also public transport provision. A final major dislike includes Warwickshire being a long way from the seaside surely demonstrating that our residents possess a good sense of humour!

2.0 Further Analysis

The better than expected response rate and subsequent survey sample size will provide statistically robust results at both County and District/Borough level. It is also hoped that the numbers of responses will enable us to carry out some sub-district level analysis to provide greater insight on the results. This is likely to be at Middle Super-Output Area (MSOA), Locality or grouped Locality level or on an Urban/Rural basis. We also plan to provide analysis on a range of other demographic characteristics (age, sex) where possible.

Significance testing will be carried out on the results to ensure that findings are statistically significant and not merely due to random variation within the data.

A small number of follow-up focus groups are also now being planned to explore some of the underlying issues raised from the survey in more detail, or related to specific communities or local areas in the county. These will help to further unpick, understand and gather richer qualitative intelligence on the key issues emerging from the survey findings.

3.0 Next steps

The detailed analysis of the survey results will be taking place over the coming months. This will include an in-depth look a range of the topics included in the survey. These include:

- Satisfaction with the local area/local services
- Fear of crime
- Community cohesion/neighbourliness/volunteering
- Use of technology
- Health status & mental wellbeing
- Concerns over employment/finances/the economic situation
- Healthy eating habits & physical activity
- Alcohol consumption & smoking
- What people most like and dislike about living in Warwickshire

The results from the survey will be widely disseminated amongst the County Council, partners and the public, with key messages and analysis disseminated as these are completed over the next six months, as part of the Board's communications and engagement plan, as well as informing analysis for the JSNA and for any future refresh of the Health & Wellbeing Strategy.

More detailed analysis and interpretation of the survey results will be presented at the March 2014 Health and Wellbeing Board meeting.

	Name	Contact Information
Report Author	Gareth Wrench/Andy Davis	garethwrench@warwickshire.gov.uk andydavis@warwickshire.gov.uk
Heads of Service	John Linnane/ Phil Evans	johnlinnane@warwickshire.gov.uk philevans@warwickshire.gov.uk
Strategic Director	Monica Fogarty/ David Carter	monicafogarty@warwickshire.gov.uk davidcarter@warwickshire.gov.uk
Portfolio Holder	Cllr Bob Stevens	cllrstevens@warwickshire.gov.uk