



West Midlands Regional Lifestyle Survey 2005 | County of Herefordshire Annex





West Midlands  
Regional  
Observatory

# **West Midlands Regional Lifestyle Survey: County of Herefordshire Annex**

Version 1.0

4 January 2006

## Document Information

**Title:** West Midlands Regional Lifestyle Survey 2005; County of Herefordshire Annex

**Creator:** West Midlands Regional Observatory  
West Midlands Public Health Observatory

**Publisher:** West Midlands Regional Observatory  
West Midlands Public Health Observatory

**Date created:** 2006-01-04

**Status:** Version 1.0

**Identifier:**  
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

**Document Contact:** Chris Owen, [chris.owen@wmro.org](mailto:chris.owen@wmro.org)

(A full set of Document Information is available at the back of this document).

# List of Contents

<b>1</b>	<b>INTRODUCTION.....</b>	<b>5</b>
1.1	WEST MIDLANDS REGIONAL LIFESTYLE SURVEY 2005.....	5
<b>2</b>	<b>RESPONDENT CHARACTERISTICS.....</b>	<b>7</b>
2.1	RESPONSE RATES AND RESPONDENT CHARACTERISTICS.....	7
<b>3</b>	<b>RESULTS .....</b>	<b>9</b>
3.1	ANALYSIS .....	9
3.2	URBAN AND RURAL RENAISSANCE .....	10
3.3	REGIONAL ACCESSIBILITY .....	11
3.4	SUSTAINABILITY .....	12
3.5	WORLD CLASS REGIONAL ECONOMY .....	14

# 1 Introduction

## 1.1 West Midlands Regional Lifestyle Survey 2005

The West Midlands Regional Observatory (WMRO), in partnership with the West Midlands Public Health Observatory (WMPHO), has undertaken a Region-wide survey to explore residents' attitudes towards lifestyle, environmental and wider quality of life issues. The survey has been funded and supported by a broad constituency of partners across the Region. It is the largest survey to take place across the Region since the 2001 Census and demonstrates the economies of scale and benefits to be gained from partnership working.

The Regional Lifestyle Survey 2005 (RLS 2005) was undertaken to provide an understanding of the views and motivations of residents in the Region relating to key strands of Regional and Local policy. It is intended to provide an up-to-date picture and coverage of a wider range of topics than achieved in any previous lifestyle survey undertaken in the West Midlands Region. It is expected that the results will be used as part of the evidence base to support National, Regional and Local policy formulation and monitoring. It is envisaged that the survey will be repeated on a three or four year cycle, and provide a measure of change over time.

This report provides a local annex, specific to County of Herefordshire Council, and supports the Regional Report<sup>1</sup> launched on 13<sup>th</sup> October 2005, and other funding partner annexes released alongside this report<sup>2</sup>. For more detailed information on the methodology and guidance on using the dataset itself, readers are referred to the Technical Report<sup>3</sup>.

---

<sup>1</sup> West Midlands Regional Lifestyle Survey: Regional Report 2005.

<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

<sup>2</sup> West Midlands Regional Lifestyle Survey: Partner Annex 2005

<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

<sup>3</sup> Regional Lifestyle Survey 2005: Technical Report

<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

Within this report it has been necessary to suppress those results where cells are based on fewer than 5 cases in order to meet confidentiality requirements set out within the RLS Data Sharing Protocol.

The data in this report are taken from the West Midlands Regional Lifestyle Survey © 2005, WMRO and WMPHO. All numerical data can be found in the supporting spreadsheet (RLS-Partner-Annex-Herefordshire-County-of\_V1.0\_Dataset\_KG).

## 2 Respondent characteristics

### 2.1 Response rates and respondent characteristics

The overall response rate for the County of Herefordshire was 34.3% (1,973 returns from a mailing of 5,746 questionnaires). 1,910 (96.8%) of these could be weighted and used in subsequent analysis. For those cases that could be weighted a breakdown by gender, age, ethnicity and indices of multiple deprivation is given in tables 1 to 4 below. Counts in these tables are unweighted.

	Herefordshire, County of		WM Region	
	Count	%	Count	%
<b>Male</b>	851	44.6%	25,317	46.4%
<b>Female</b>	1,059	55.4%	29,258	53.6%
<b>Total</b>	1,910	100.0%	54,575	100.0%

**Table 1: Respondents by gender**

	Herefordshire, County of		WM Region	
	Count	%	Count	%
<b>18-24</b>	110	5.8%	3,940	7.2%
<b>25-34</b>	207	10.8%	6,781	12.4%
<b>35-44</b>	311	16.3%	9,706	17.8%
<b>45-54</b>	401	21.0%	10,350	19.0%
<b>55-64</b>	401	21.0%	10,809	19.8%
<b>65+</b>	480	25.1%	12,989	23.8%
<b>Total</b>	1,910	100.0%	54,575	100.0%

**Table 2: Respondents by 10-year age band**

	Herefordshire, County of		WM Region	
	Count	%	Count	%
<b>White</b>	1,896	99.3%	50,658	92.8%
<b>Mixed</b>	*	*	336	0.6%
<b>Black or Black British</b>	6	0.3%	875	1.6%
<b>Asian or Asian British</b>	*	*	2,478	4.5%
<b>Chinese or Other</b>	*	*	228	0.4%
<b>Total</b>	1,910	100.0%	54,575	100.0%

\* Some categories have been suppressed to meet confidentiality requirements.

**Table 3: Respondents by Ethnicity**

	Herefordshire, County of		WM Region	
	Count	%	Count	%
IMD Decile 1	0	0.0%	4,700	8.6%
IMD Decile 2	19	1.0%	5,312	9.7%
IMD Decile 3	106	5.5%	4,820	8.8%
IMD Decile 4	71	3.7%	4,802	8.8%
IMD Decile 5	284	14.9%	5,918	10.8%
IMD Decile 6	641	33.6%	6,131	11.2%
IMD Decile 7	317	16.6%	6,588	12.1%
IMD Decile 8	242	12.7%	6,184	11.3%
IMD Decile 9	152	8.0%	5,778	10.6%
IMD Decile 10	78	4.1%	4,342	8.0%
<b>Total</b>	1,910	100.0%	54,575	100.0%

**Table 4: Respondents by IMD decile<sup>4</sup>**

---

<sup>4</sup> For the Census 2001, the whole of England was divided into small areas called super output areas (SOAs) and for each of these areas an Index of Multiple Deprivation (IMD 2004) was calculated based on a range of indicators of prosperity and well-being. Every area was then ordered on the basis of its IMD 2004 score and the list was then divided into tenths or deciles. The 10% with the highest IMD 2004 scores thus make up the most deprived decile (Decile 1 above), the next 10% the second most deprived decile and so on with the last 10% with the lowest IMD 2004 scores forming the least deprived decile (Decile 10 above).

# 3 Results

## 3.1 Analysis

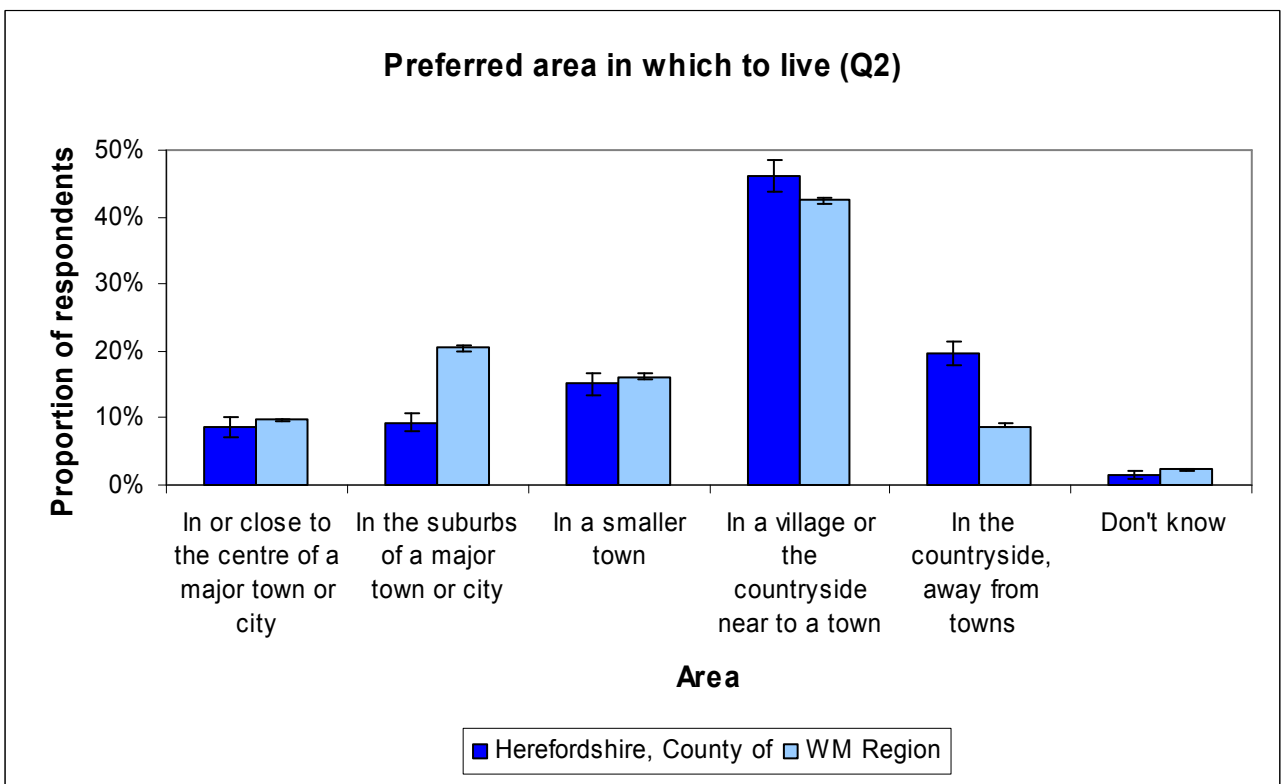
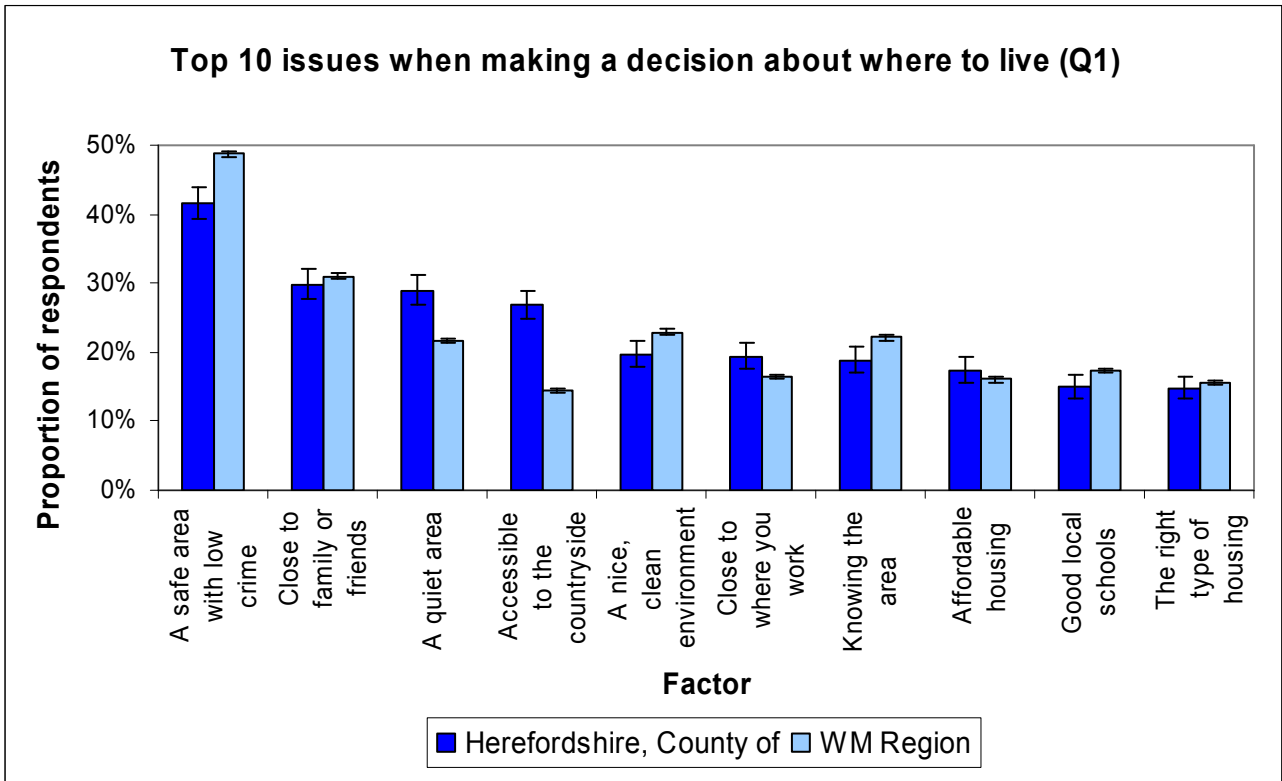
All analysis was completed by WMRO using SPSS Complex samples, V13.0, using the Regional Weighting Frame V2.0, and the RLS 2005 dataset V2.0. Question numbers in the titles refer to the question number on the RLS Questionnaire<sup>5</sup> from which the data are drawn.

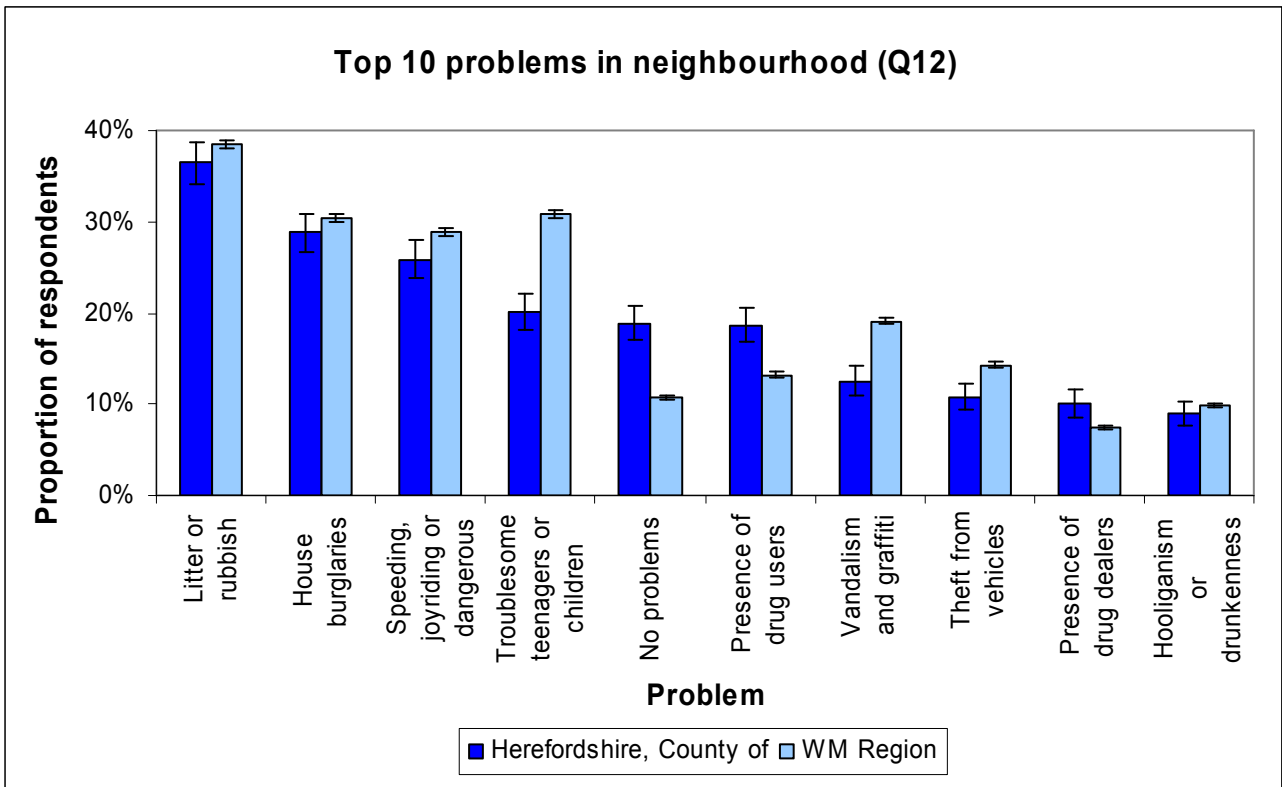
The charts are shown with 95% confidence intervals. The 95% confidence interval shows a range of values where the true population value is likely to lie. The wider the confidence interval the less precise our estimate is of the true population value. When comparing two percentages, we can say there is a significant difference ( $p < 0.05$ ) if the confidence intervals do not overlap. In cases where the confidence intervals of two percentages do overlap it is not possible to conclude that these results are not significantly different without a further statistical test. This is beyond the scope of this report.

---

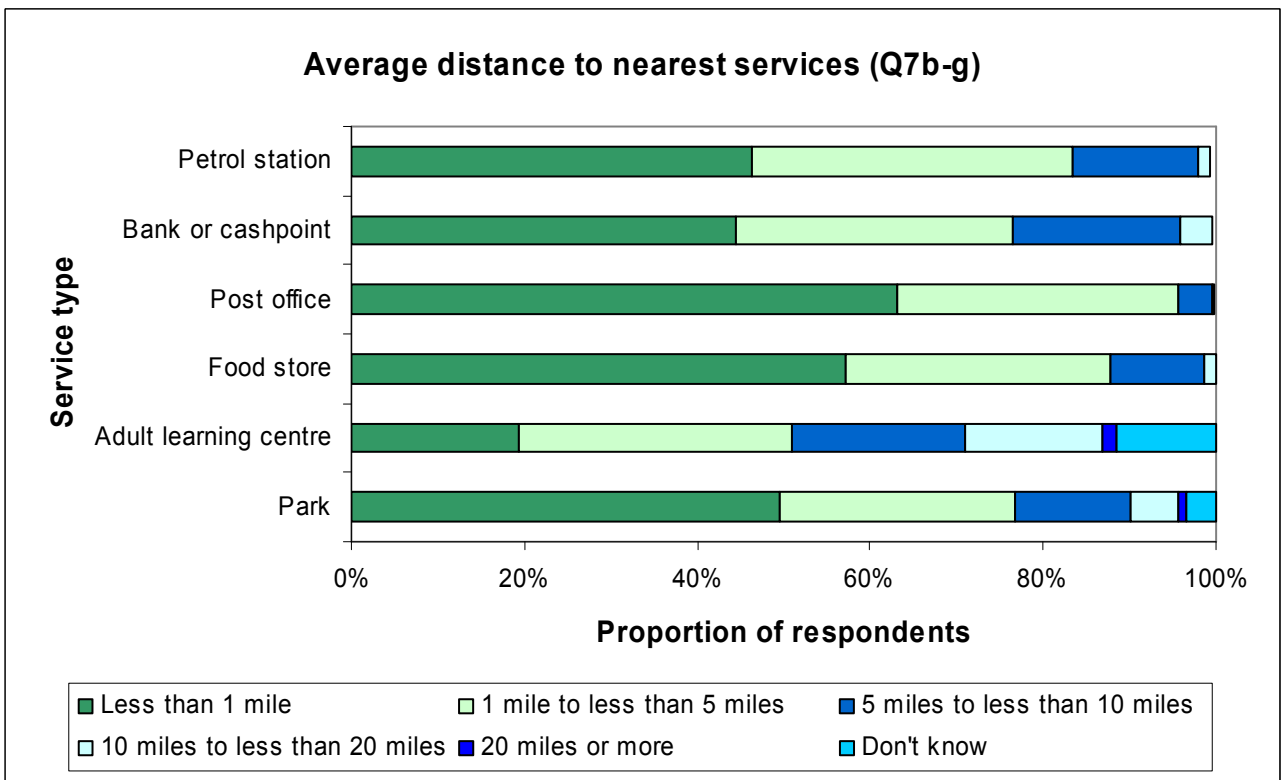
<sup>5</sup> Regional Lifestyle Survey 2005 Questionnaire  
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

### 3.2 Urban and Rural Renaissance

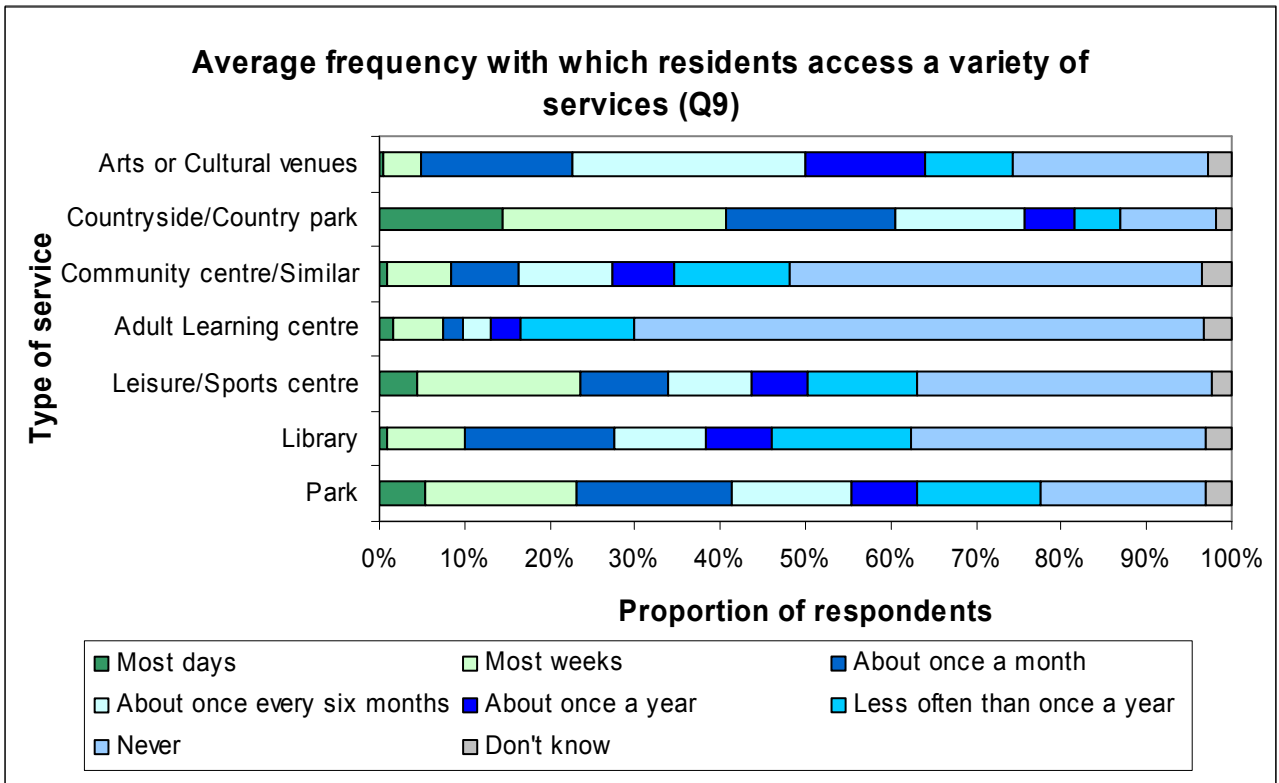




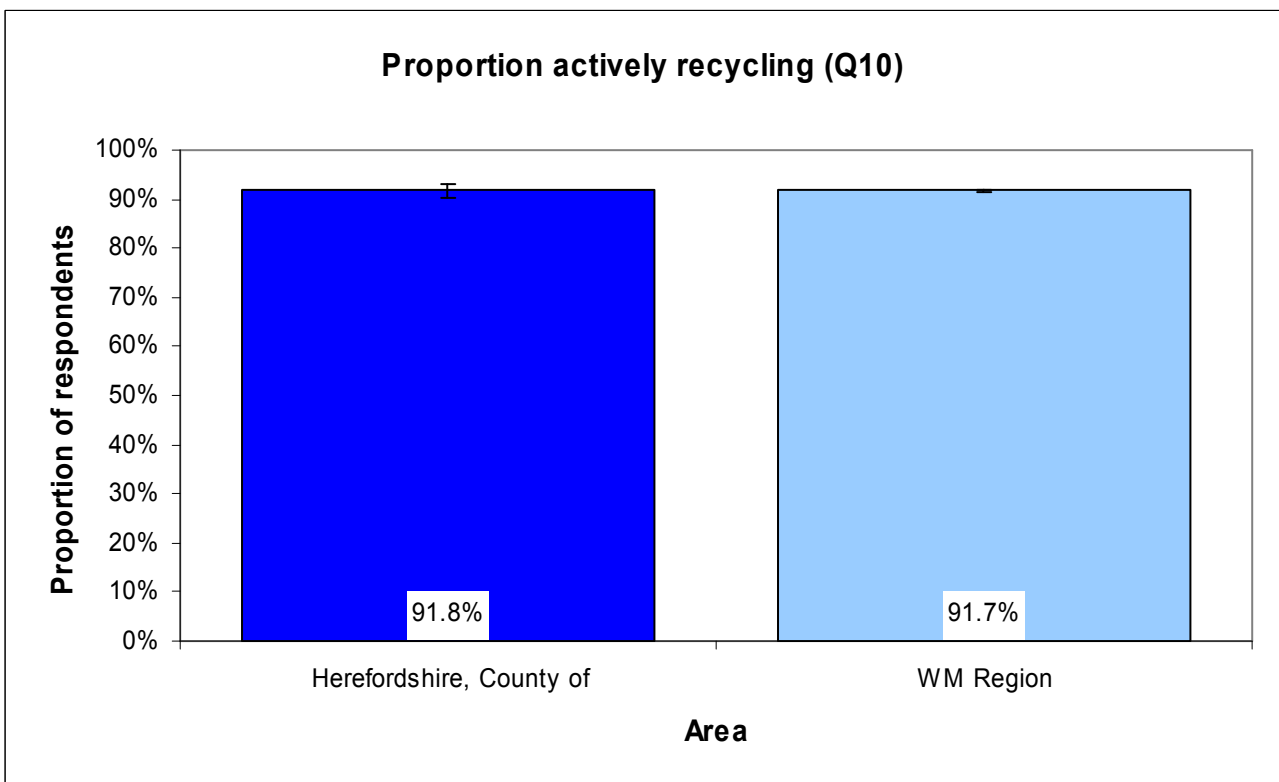
### 3.3 Regional Accessibility

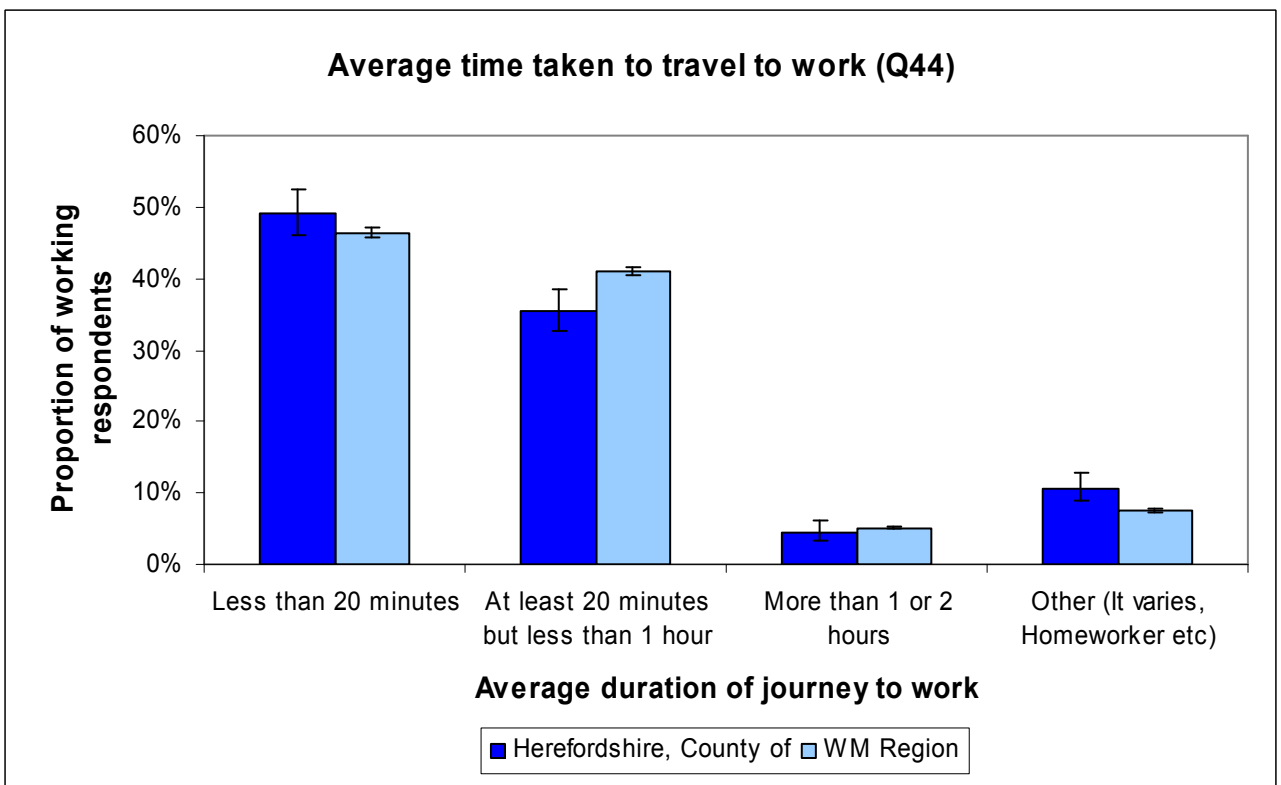
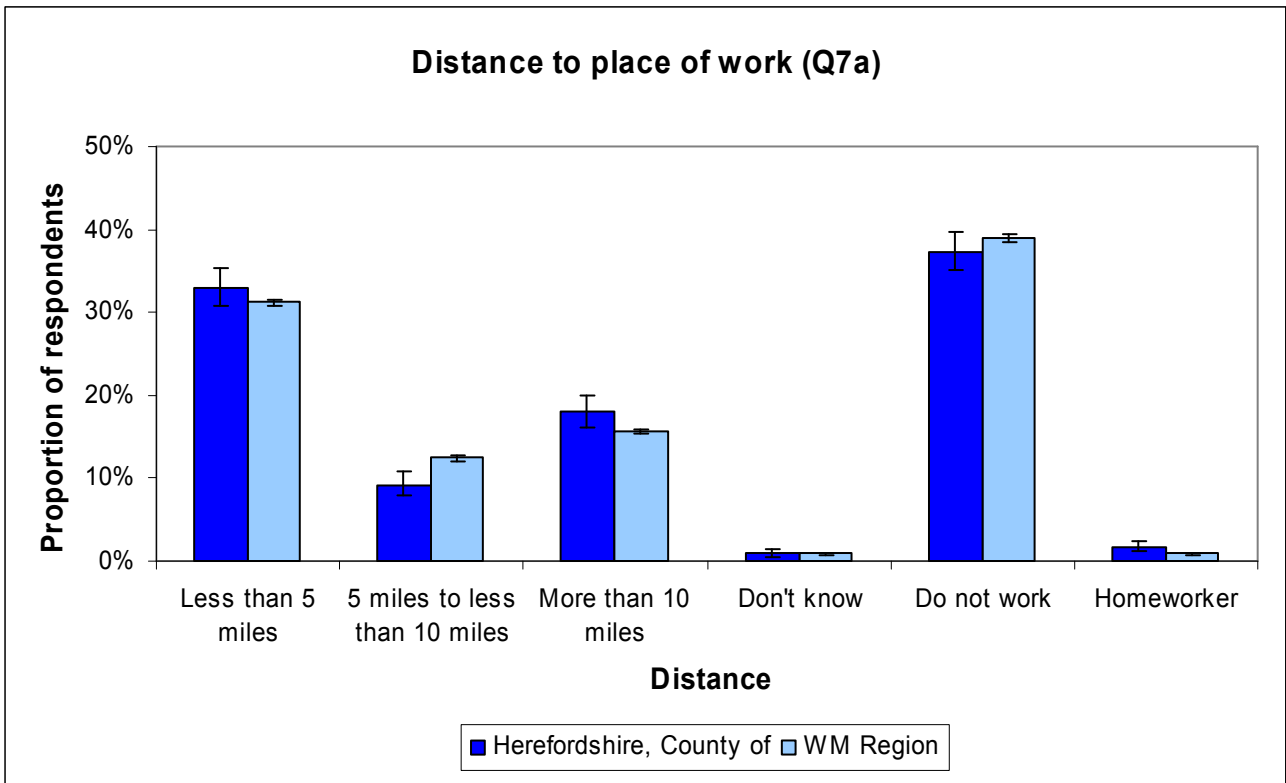


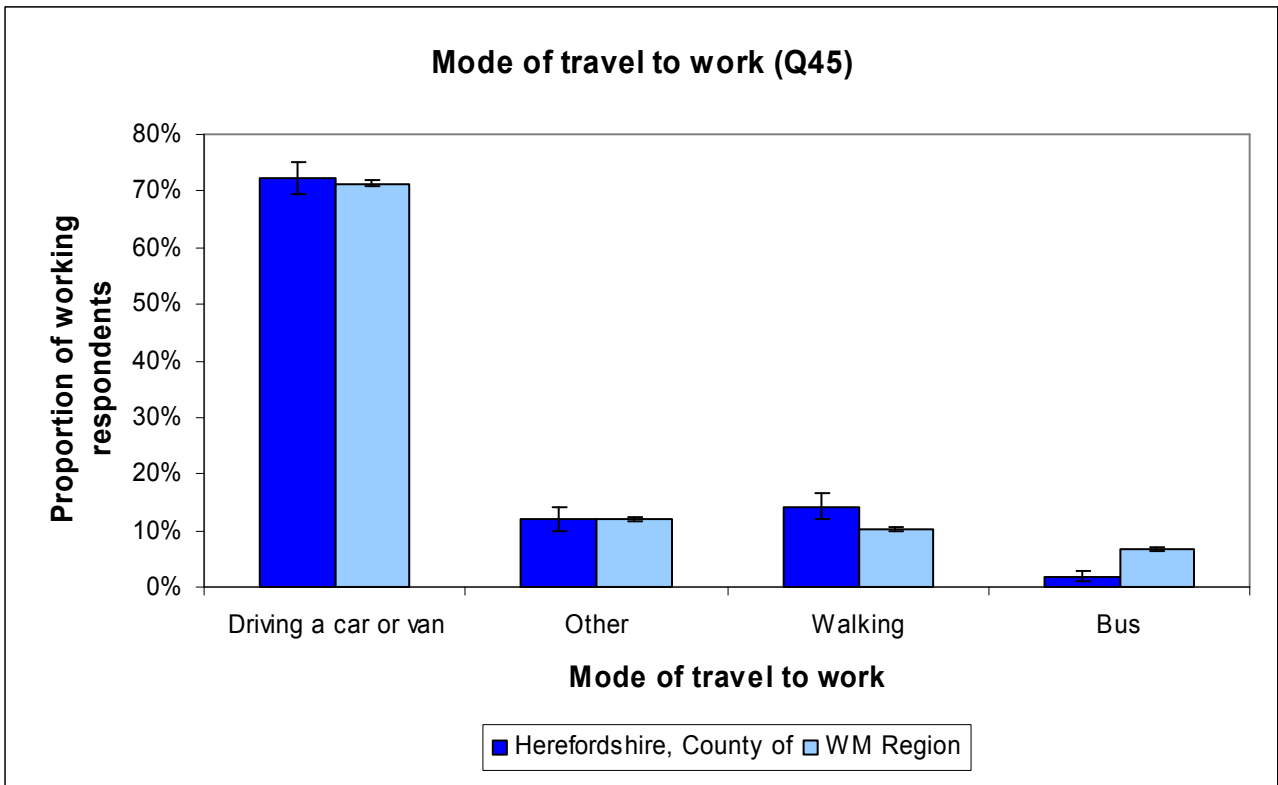
\* Some categories have been suppressed to meet confidentiality requirements.



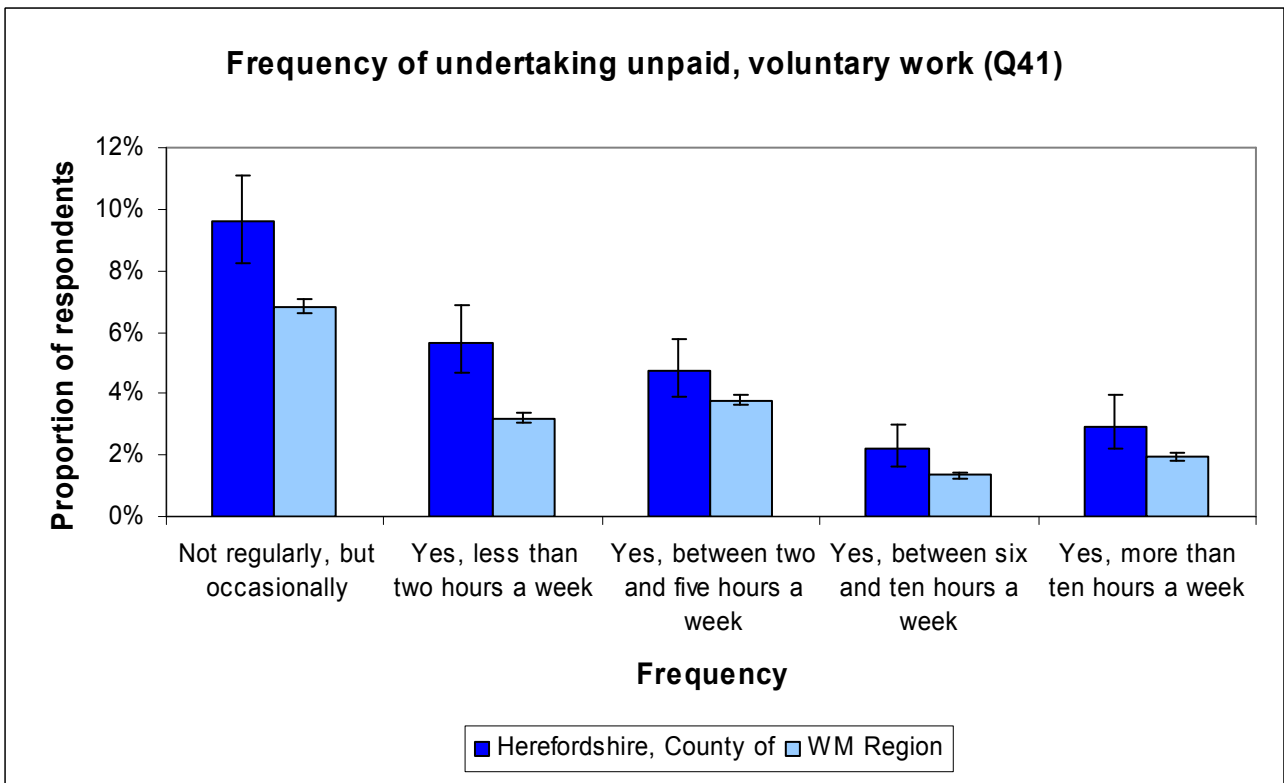
### 3.4 Sustainability



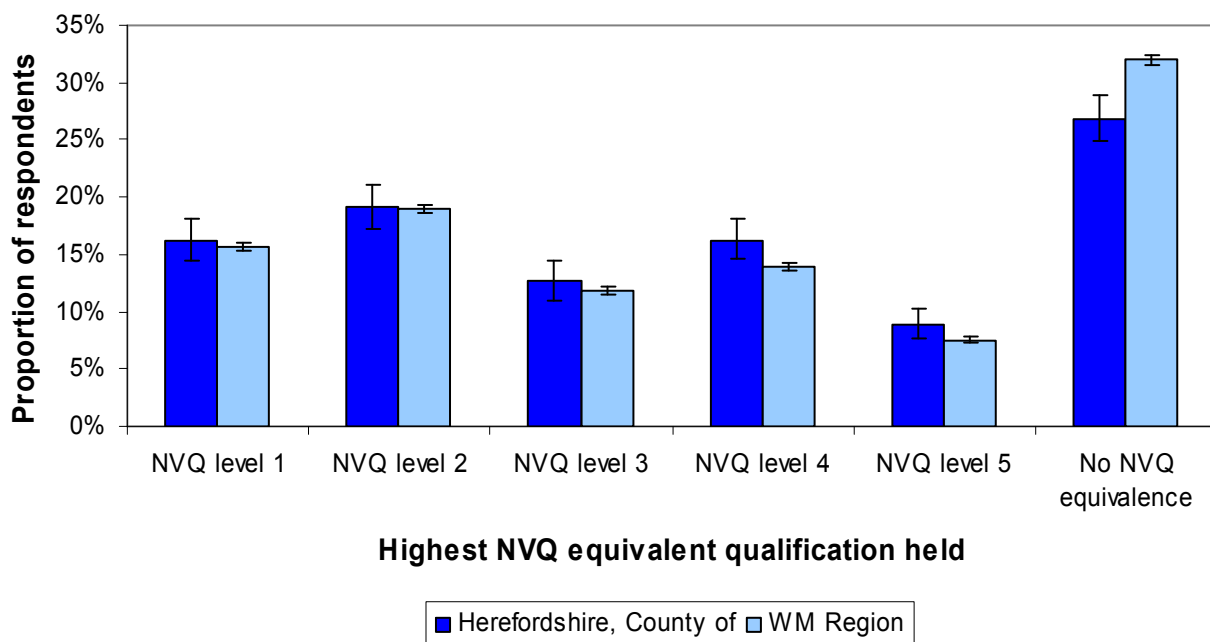




### 3.5 World Class Regional Economy



### Highest NVQ equivalent qualification held (Q48/49)



<b>Full Document Information</b>	
<b>Title:</b>	West Midlands Regional Lifestyle Survey 2005: County of Herefordshire Annex
<b>Alternative title:</b>	
<b>Creator:</b>	West Midlands Regional Observatory, <a href="http://www.wmro.org">www.wmro.org</a> West Midlands Public Health Observatory, <a href="http://www.wmpho.org.uk">www.wmpho.org.uk</a>
<b>Publisher:</b>	West Midlands Regional Observatory, <a href="http://www.wmro.org">www.wmro.org</a> West Midlands Public Health Observatory, <a href="http://www.wmpho.org.uk">www.wmpho.org.uk</a>
<b>Contributor:</b>	
<b>Addressee:</b>	
<b>Date created:</b>	2006-01-04
<b>Date available:</b>	January 2006
<b>Date valid:</b>	
<b>Next version due:</b>	N/A
<b>Status:</b>	Version 1.0
<b>Subject category:</b>	People, Community and Living; Health, Nutrition and Care
<b>Subject keywords:</b>	West Midlands, Regional, Lifestyle, Survey, analysis, County of Herefordshire Council, results
<b>Description:</b>	A local annex of results from the West Midlands Regional Lifestyle Survey 2005, produced for the funding partner County of Herefordshire Council
<b>Coverage, Geographical:</b>	County of Herefordshire Council, West Midlands Region
<b>Coverage, Time period:</b>	2005
<b>Source:</b>	
<b>Relation:</b>	Supports RLS-2005-Full-Dataset_V2.0_dataset_CO Supports West Midlands Regional Lifestyle Survey Regional Report 2005 Has supporting spreadsheets containing the data (RLS-Partner-Annex-Herefordshire-County-of_V1.0_Dataset_KG)
<b>Type:</b>	Report
<b>Format:</b>	Electronic, Word, PDF
<b>Rights:</b>	None
<b>Cost:</b>	Free of Charge to download
<b>Access restrictions:</b>	None
<b>Language:</b>	English
<b>Identifier:</b>	<a href="http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport">http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport</a>
<b>Location:</b>	
<b>Document contact:</b>	Chris Owen, <a href="mailto:chris.owen@wmro.org">chris.owen@wmro.org</a>

**West Midlands  
Regional Observatory**

Level L1  
Millennium Point  
Curzon Street  
Birmingham B4 7XG

**Tel: 0121 202 3250**  
**Fax: 0121 202 3240**  
**E-mail: [enquiries@wmro.org](mailto:enquiries@wmro.org)**  
**[www.wmro.org](http://www.wmro.org)**

**West Midlands Public  
Health Observatory**

Birmingham Research Park  
Vincent Drive  
Birmingham  
B15 2SQ

**Tel: 0121 414 8190**  
**Fax: 0121 414 8195**  
**[www.wmpho.org.uk](http://www.wmpho.org.uk)**



**EUROPEAN UNION**  
European Social Fund