



West Midlands Regional Lifestyle Survey 2005 | Stafford Annex





West Midlands  
Regional  
Observatory

# **West Midlands Regional Lifestyle Survey:**

## **Stafford Annex**

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# 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 Stafford Borough 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>.

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<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-Stafford-BC\_V1.0\_Dataset\_KG).

## 2 Respondent characteristics

### 2.1 Response rates and respondent characteristics

The overall response rate for Stafford Borough Council was 36.9% (1,485 returns from a mailing of 4,027 questionnaires). 1,456 (98.1%) 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.

	Stafford		Staffordshire <sup>4</sup>		WM Region	
	Count	%	Count	%	Count	%
Male	659	45.3%	4,150	45.8%	25,317	46.4%
Female	797	54.7%	4,911	54.2%	29,258	53.6%
<b>Total</b>	<b>1,456</b>	<b>100.0%</b>	<b>9,061</b>	<b>100.0%</b>	<b>54,575</b>	<b>100.0%</b>

**Table 1: Respondents by gender**

	Stafford		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
18-24	101	6.9%	602	6.6%	3,940	7.2%
25-34	176	12.1%	1,101	12.2%	6,781	12.4%
35-44	272	18.7%	1,644	18.1%	9,706	17.8%
45-54	280	19.2%	1,810	20.0%	10,350	19.0%
55-64	307	21.1%	1,852	20.4%	10,809	19.8%
65+	320	22.0%	2,052	22.6%	12,989	23.8%
<b>Total</b>	<b>1,456</b>	<b>100.0%</b>	<b>9,061</b>	<b>100.0%</b>	<b>54,575</b>	<b>100.0%</b>

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

	Stafford		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
White	1,427	98.0%	8,890	98.1%	50,658	92.8%
Mixed	6	0.4%	33	0.4%	336	0.6%
Black or Black British	6	0.4%	39	0.4%	875	1.6%
Asian or Asian British	12	0.8%	73	0.8%	2,478	4.5%
Chinese or Other	5	0.3%	26	0.3%	228	0.4%
<b>Total</b>	<b>1,456</b>	<b>100.0%</b>	<b>9,061</b>	<b>100.0%</b>	<b>54,575</b>	<b>100.0%</b>

**Table 3: Respondents by Ethnicity**

<sup>4</sup> Staffordshire is defined as the administrative county i.e. Staffordshire County Council area.

	Stafford		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
IMD Decile 1	0	0.0%	87	1.0%	4,700	8.6%
IMD Decile 2	32	2.2%	454	5.0%	5,312	9.7%
IMD Decile 3	65	4.5%	569	6.3%	4,820	8.8%
IMD Decile 4	90	6.2%	786	8.7%	4,802	8.8%
IMD Decile 5	60	4.1%	822	9.1%	5,918	10.8%
IMD Decile 6	208	14.3%	1,265	14.0%	6,131	11.2%
IMD Decile 7	265	18.2%	1,608	17.7%	6,588	12.1%
IMD Decile 8	275	18.9%	1,323	14.6%	6,184	11.3%
IMD Decile 9	175	12.0%	1,191	13.1%	5,778	10.6%
IMD Decile 10	286	19.6%	956	10.6%	4,342	8.0%
<b>Total</b>	<b>1,456</b>	<b>100.0%</b>	<b>9,061</b>	<b>100.0%</b>	<b>54,575</b>	<b>100.0%</b>

**Table 4: Respondents by IMD decile<sup>5</sup>**

<sup>5</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

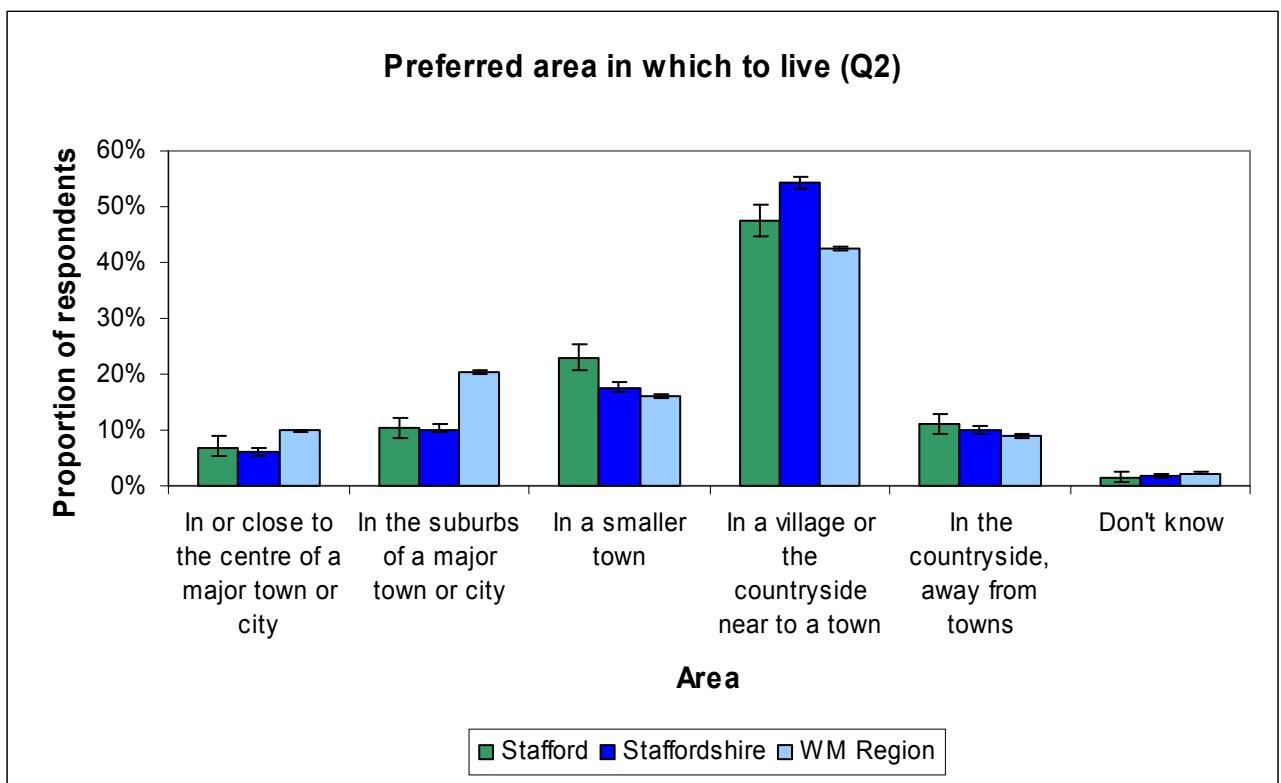
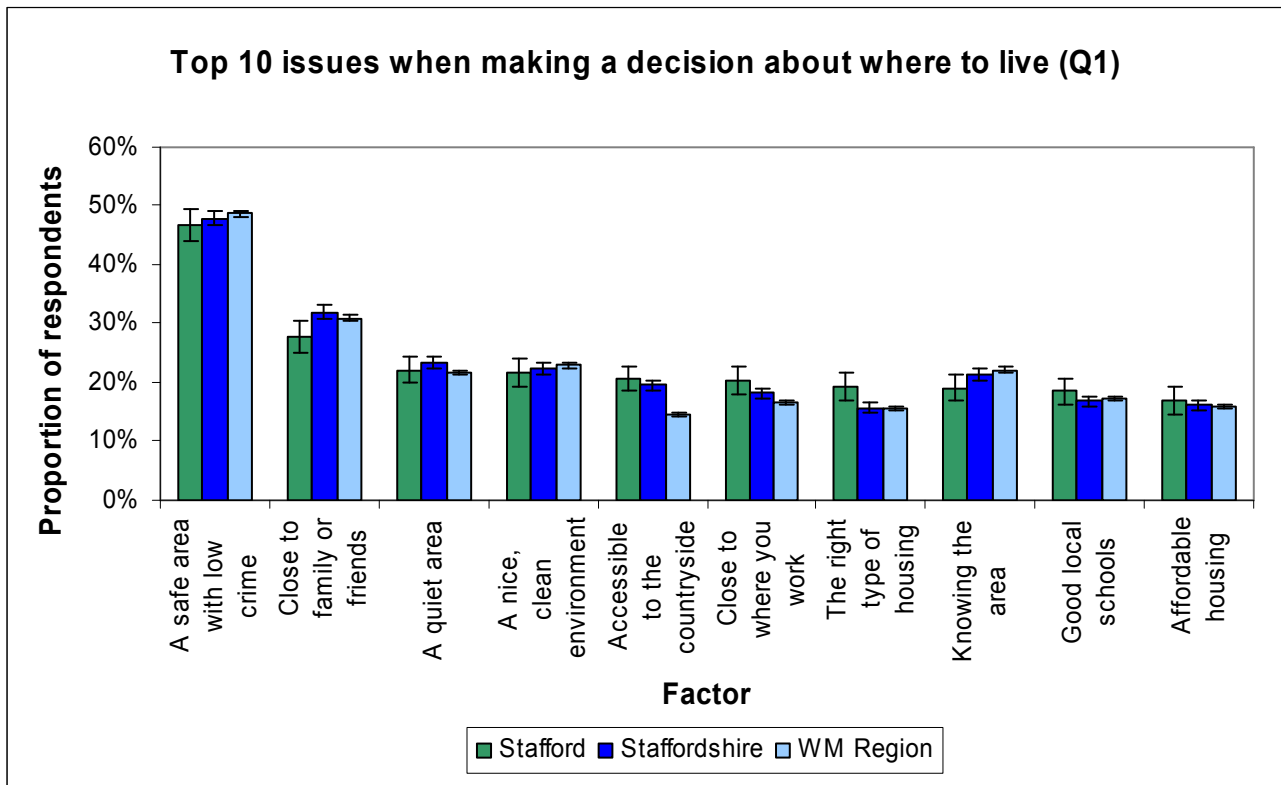
All analysis was completed by WMRO using SPSS Complex samples, V13.0, using the Regional Weighting Frame V2.0, and the RLS 2005 dataset V2.0. Question numbers in the titles refer to the question number on the RLS Questionnaire<sup>6</sup> from which the data are drawn.

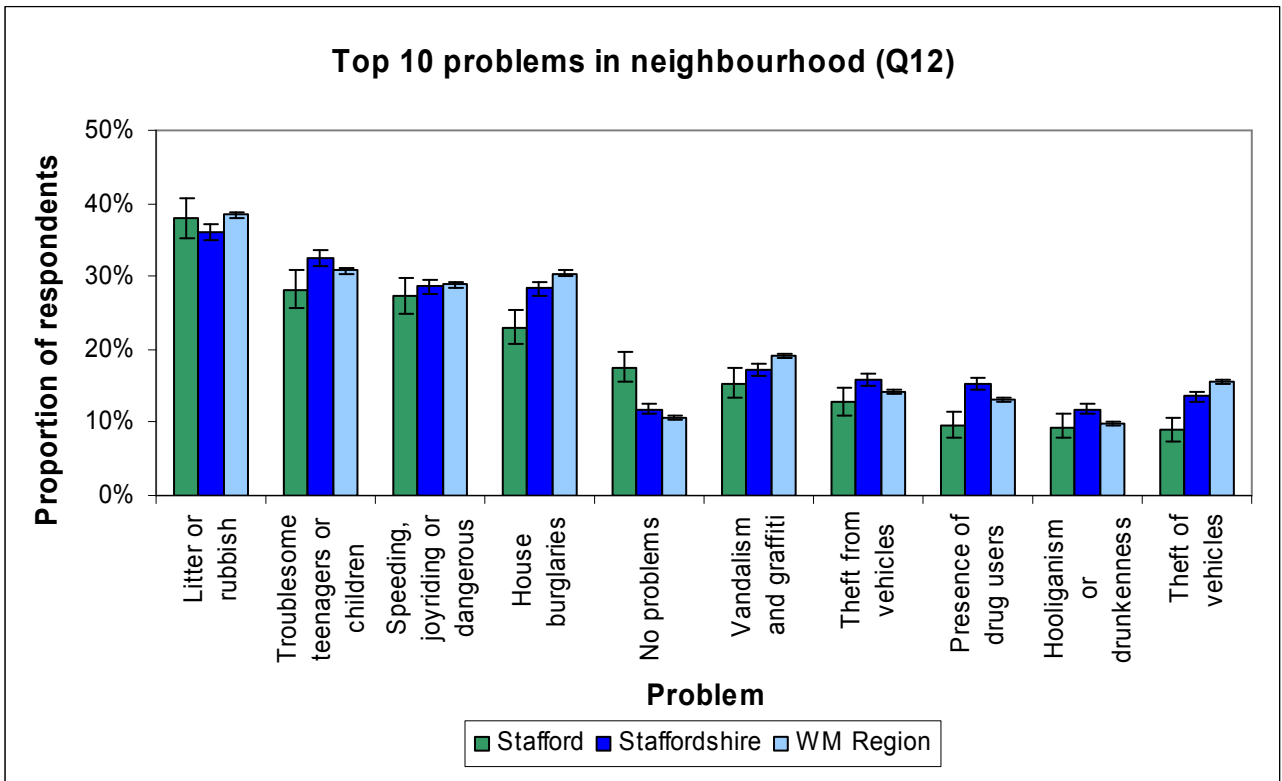
The charts are shown with 95% confidence intervals. The 95% confidence interval shows a range of values where the true population value is likely to lie. The wider the confidence interval the less precise our estimate is of the true population value. When comparing two percentages, we can say there is 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.

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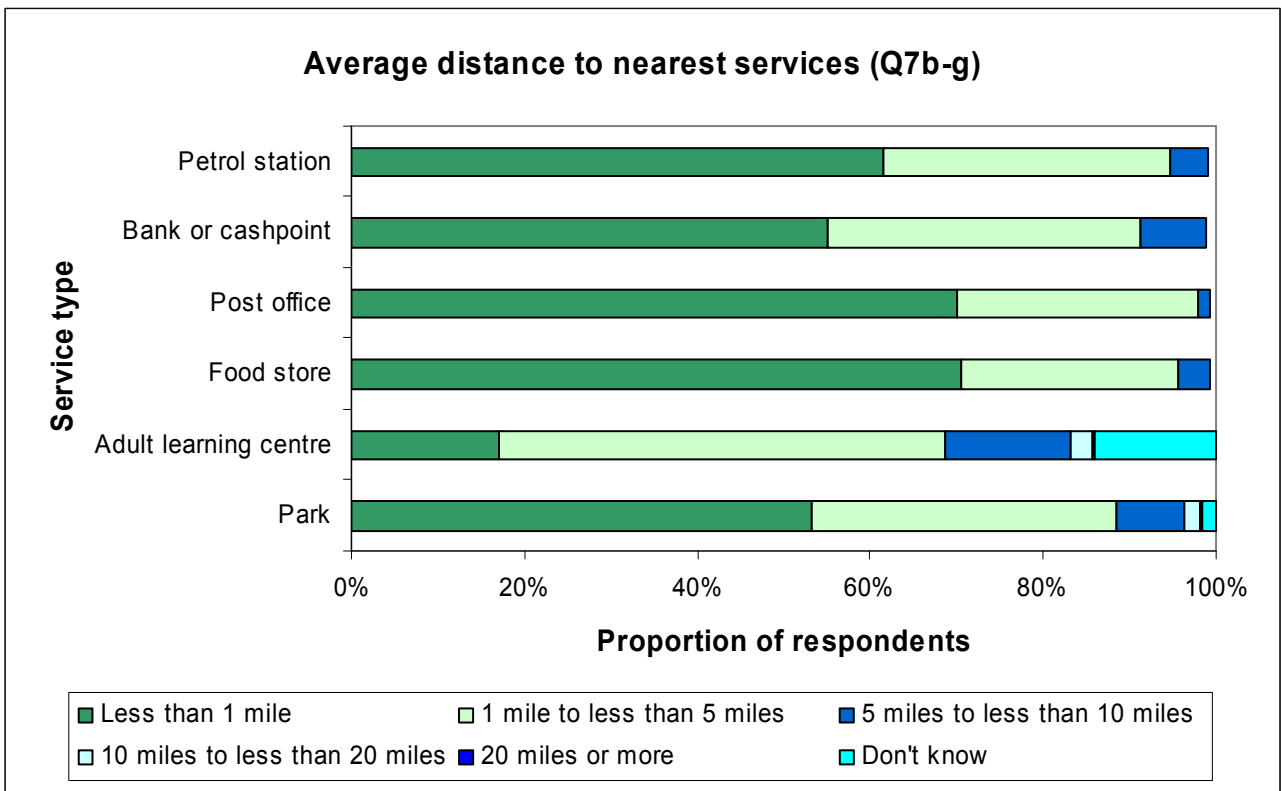
<sup>6</sup> Regional Lifestyle Survey 2005 Questionnaire  
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

### 3.2 Urban and Rural Renaissance

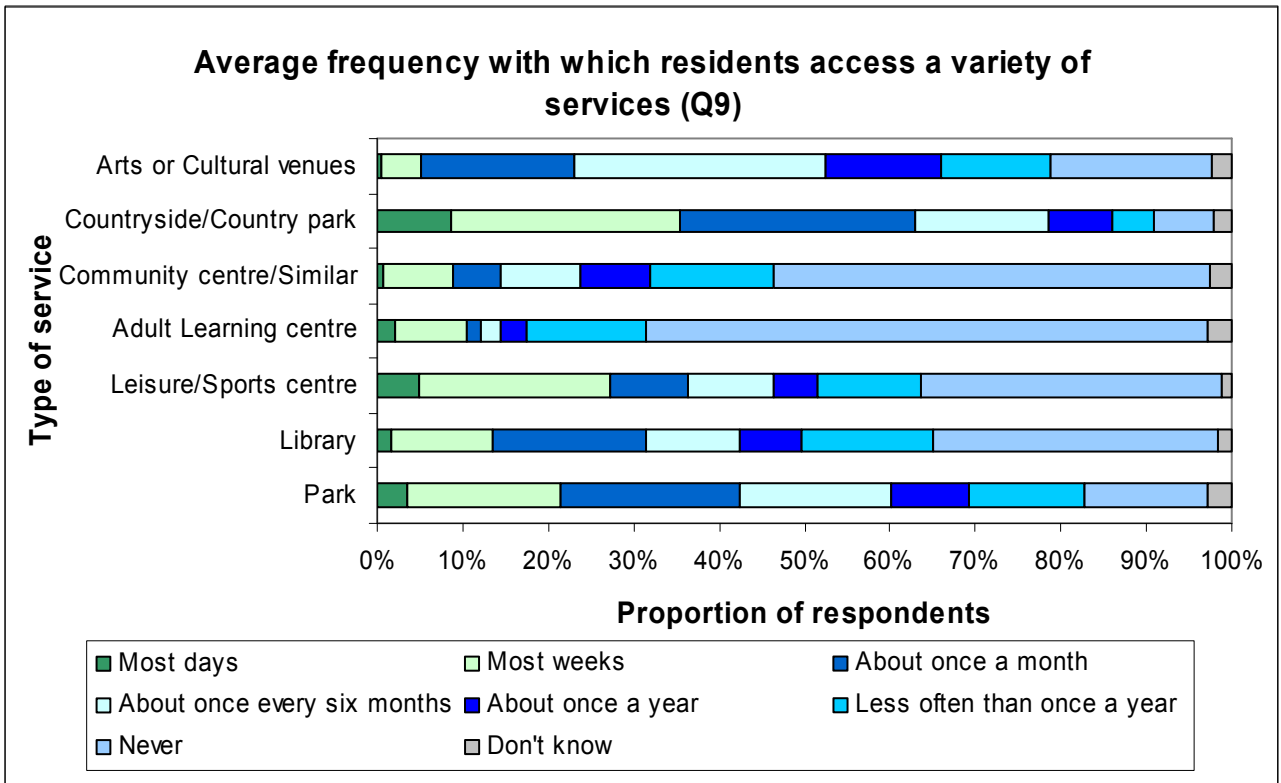




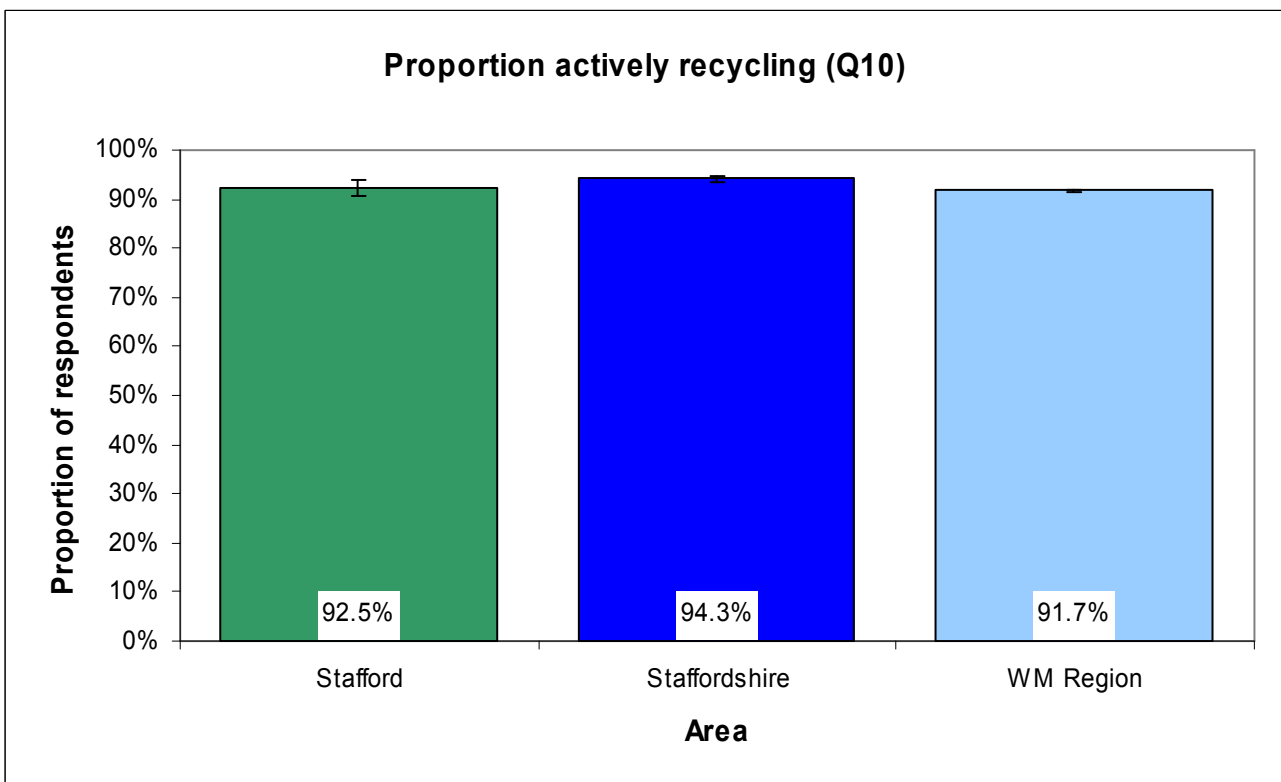
### 3.3 Regional Accessibility

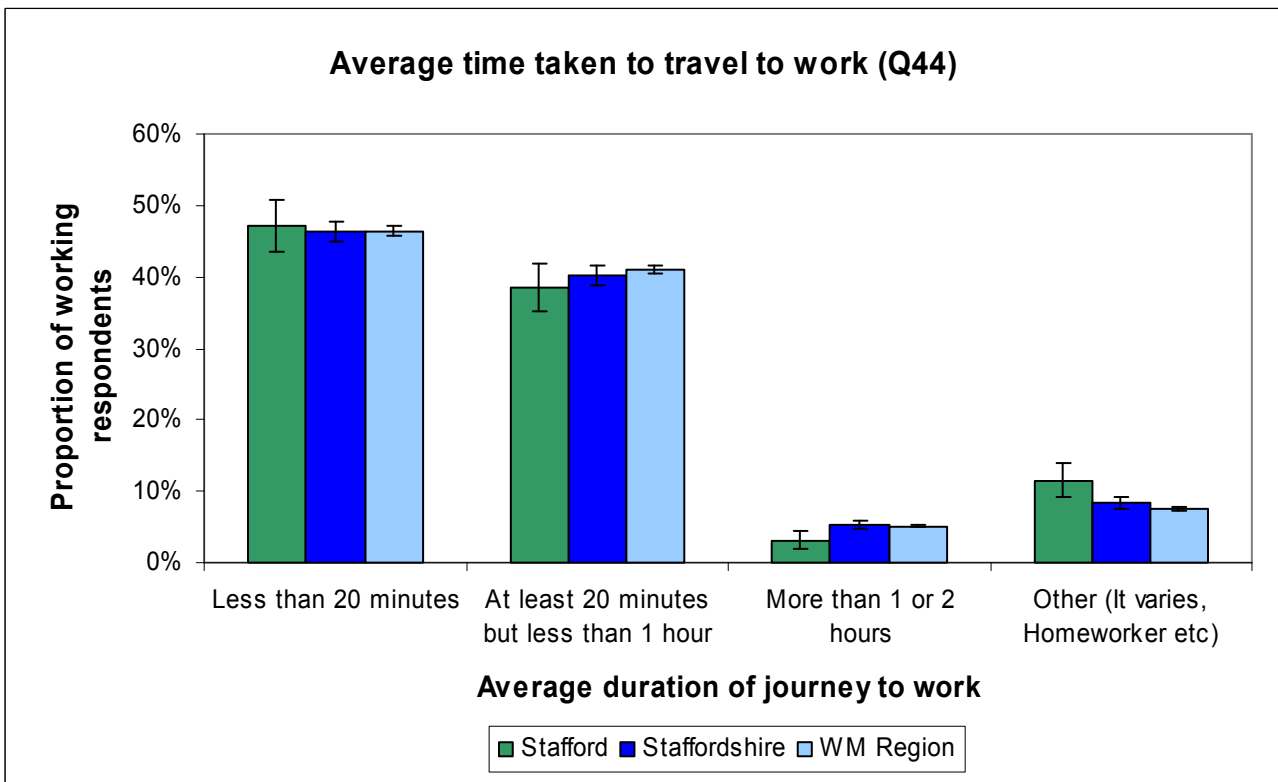
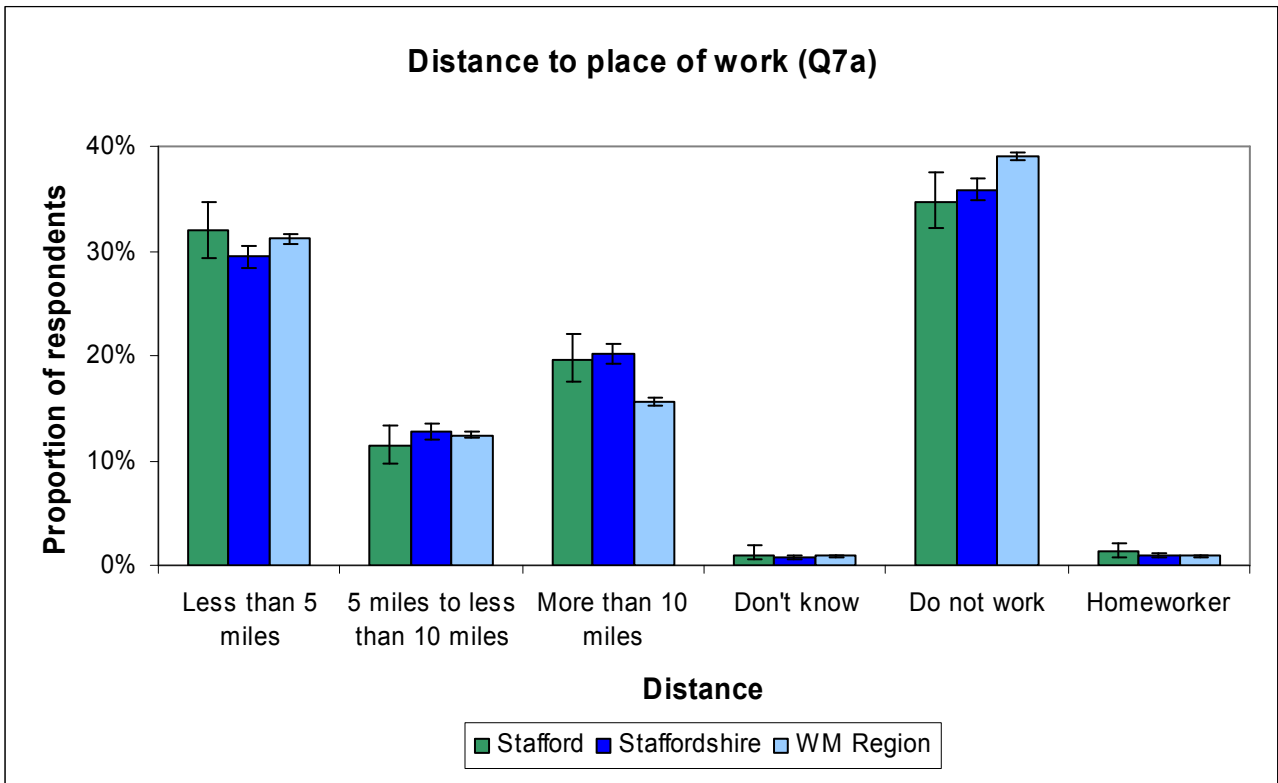


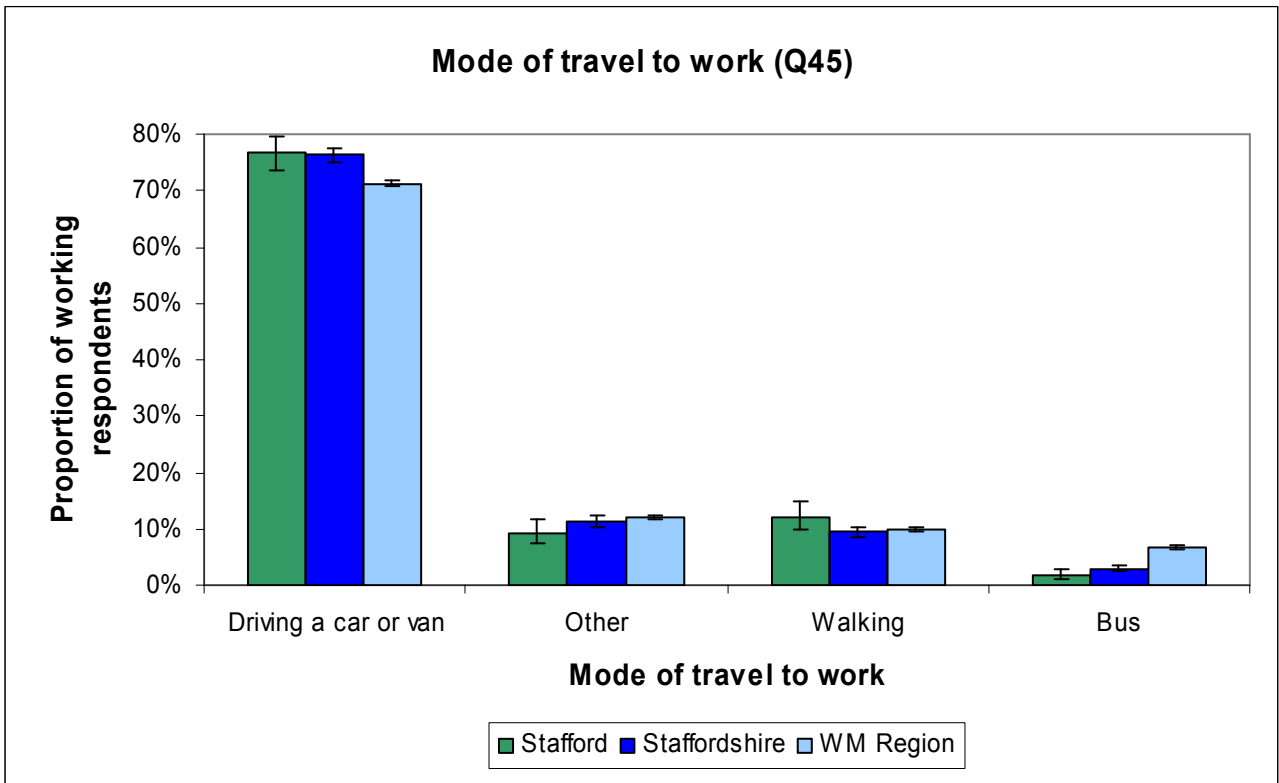
\* Some categories have been suppressed to meet confidentiality requirements.



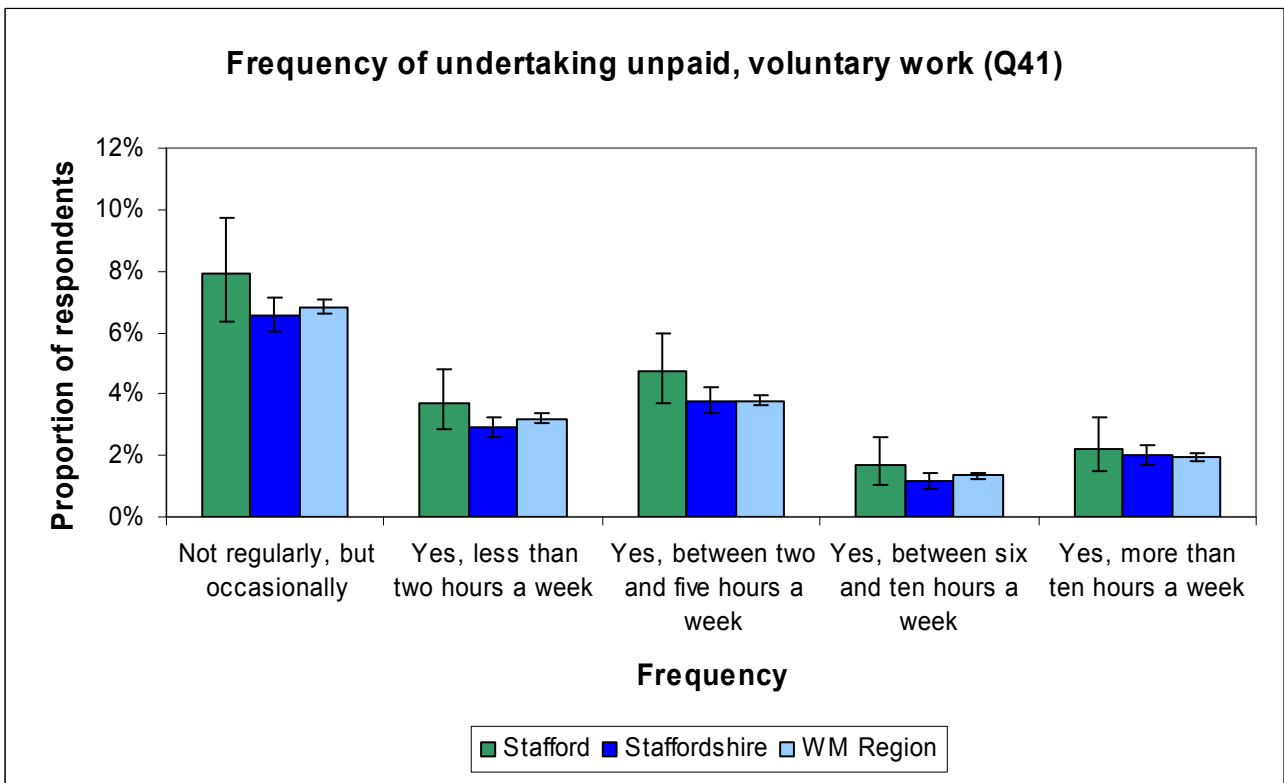
### 3.4 Sustainability



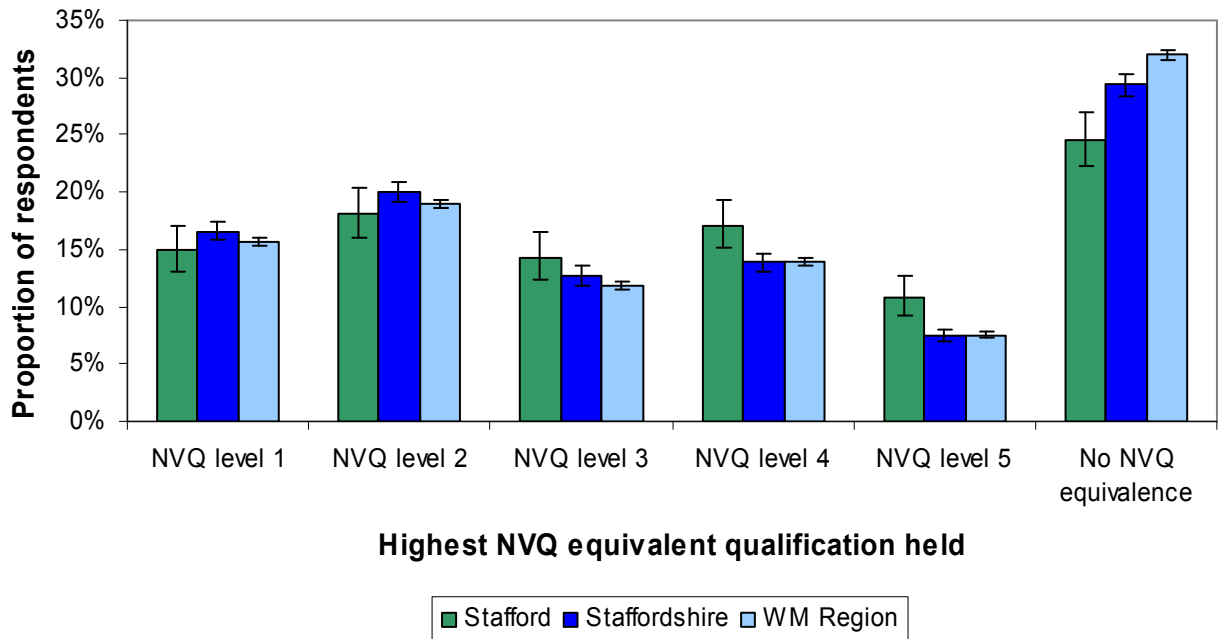




### 3.5 World Class Regional Economy



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



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