



West Midlands Regional Lifestyle Survey 2005 | Staffordshire Moorlands Annex





West Midlands  
Regional  
Observatory

# **West Midlands Regional Lifestyle Survey: Staffordshire Moorlands 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 Staffordshire Moorlands District 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-Staffordshire-Moorlands-DC\_V1.0\_Dataset\_KG).

## 2 Respondent characteristics

### 2.1 Response rates and respondent characteristics

The overall response rate for Staffordshire Moorlands District Council was 35.4% (1,115 returns from a mailing of 3,148 questionnaires). 1,081 (96.7%) 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.

	Staffordshire Moorlands		Staffordshire <sup>4</sup>		WM Region	
	Count	%	Count	%	Count	%
<b>Male</b>	484	44.8%	4,150	45.8%	25,317	46.4%
<b>Female</b>	597	55.2%	4,911	54.2%	29,258	53.6%
<b>Total</b>	1,081	100.0%	9,061	100.0%	54,575	100.0%

**Table 1: Respondents by gender**

	Staffordshire Moorlands		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
<b>18-24</b>	65	6.0%	602	6.6%	3,940	7.2%
<b>25-34</b>	93	8.6%	1,101	12.2%	6,781	12.4%
<b>35-44</b>	155	14.3%	1,644	18.1%	9,706	17.8%
<b>45-54</b>	238	22.0%	1,810	20.0%	10,350	19.0%
<b>55-64</b>	268	24.8%	1,852	20.4%	10,809	19.8%
<b>65+</b>	262	24.2%	2,052	22.6%	12,989	23.8%
<b>Total</b>	1,081	100.0%	9,061	100.0%	54,575	100.0%

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

	Staffordshire Moorlands		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
<b>White</b>	1,072	99.2%	8,890	98.1%	50,658	92.8%
<b>Mixed</b>	0	0.0%	33	0.4%	336	0.6%
<b>Black or Black British</b>	*	*	39	0.4%	875	1.6%
<b>Asian or Asian British</b>	*	*	73	0.8%	2,478	4.5%
<b>Chinese or Other</b>	*	*	26	0.3%	228	0.4%
<b>Total</b>	1,081	100.0%	9,061	100.0%	54,575	100.0%

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

**Table 3: Respondents by Ethnicity**

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

	Staffordshire Moorlands		Staffordshire		WM Region	
	Count	%	Count	%	Count	%
IMD Decile 1	8	0.7%	87	1.0%	4,700	8.6%
IMD Decile 2	12	1.1%	454	5.0%	5,312	9.7%
IMD Decile 3	84	7.8%	569	6.3%	4,820	8.8%
IMD Decile 4	84	7.8%	786	8.7%	4,802	8.8%
IMD Decile 5	121	11.2%	822	9.1%	5,918	10.8%
IMD Decile 6	188	17.4%	1,265	14.0%	6,131	11.2%
IMD Decile 7	307	28.4%	1,608	17.7%	6,588	12.1%
IMD Decile 8	186	17.2%	1,323	14.6%	6,184	11.3%
IMD Decile 9	91	8.4%	1,191	13.1%	5,778	10.6%
IMD Decile 10	0	0.0%	956	10.6%	4,342	8.0%
<b>Total</b>	1,081	100.0%	9,061	100.0%	54,575	100.0%

**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

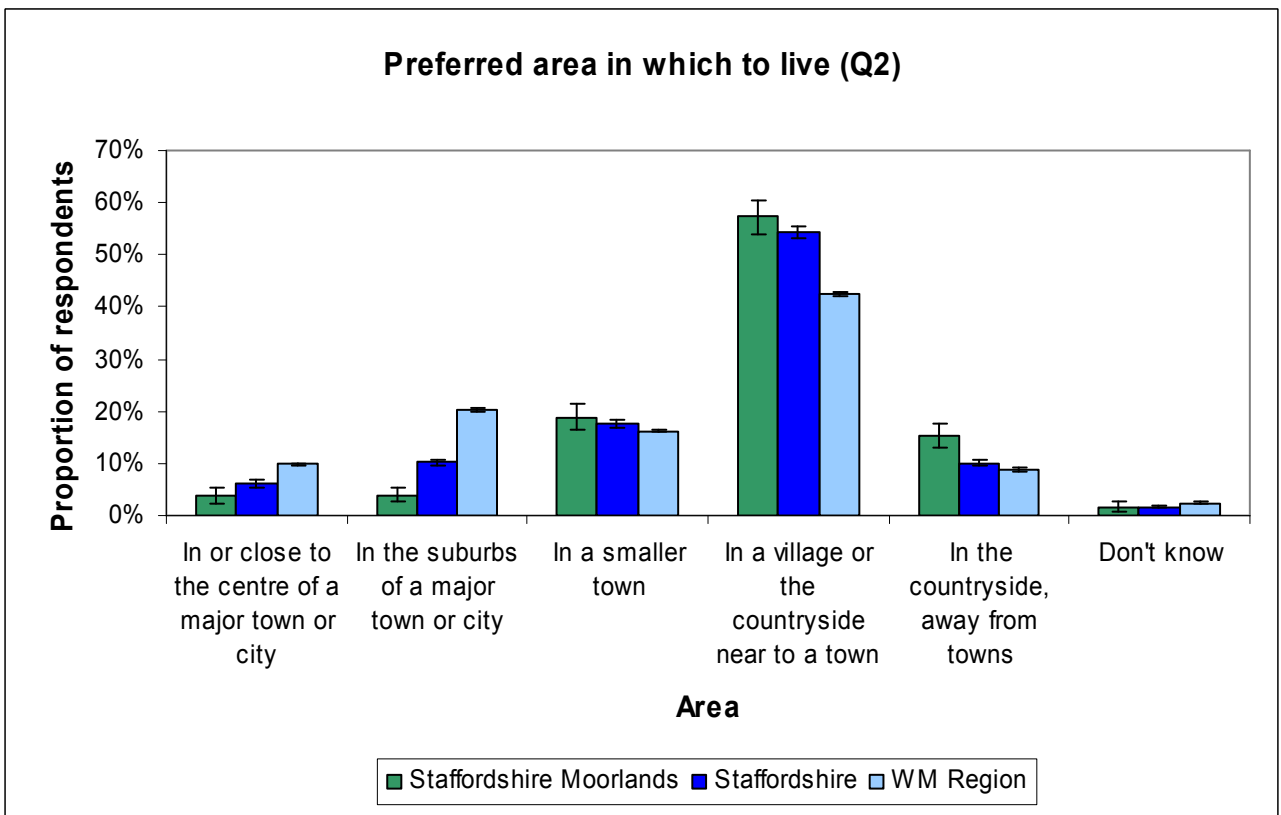
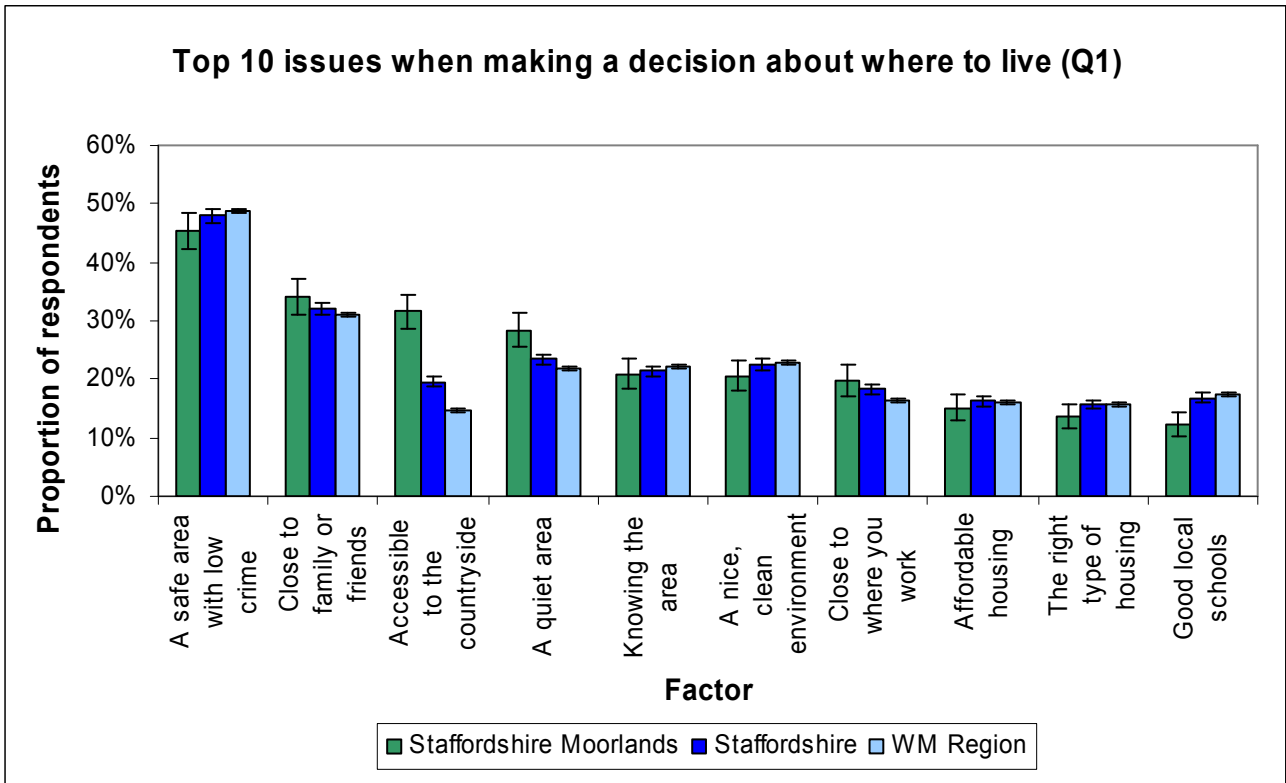
All analysis was completed by WMRO using SPSS Complex samples, V13.0, using the Regional Weighting Frame V2.0, and the RLS 2005 dataset V2.0. Question numbers in the titles refer to the question number on the RLS Questionnaire<sup>6</sup> from which the data are drawn.

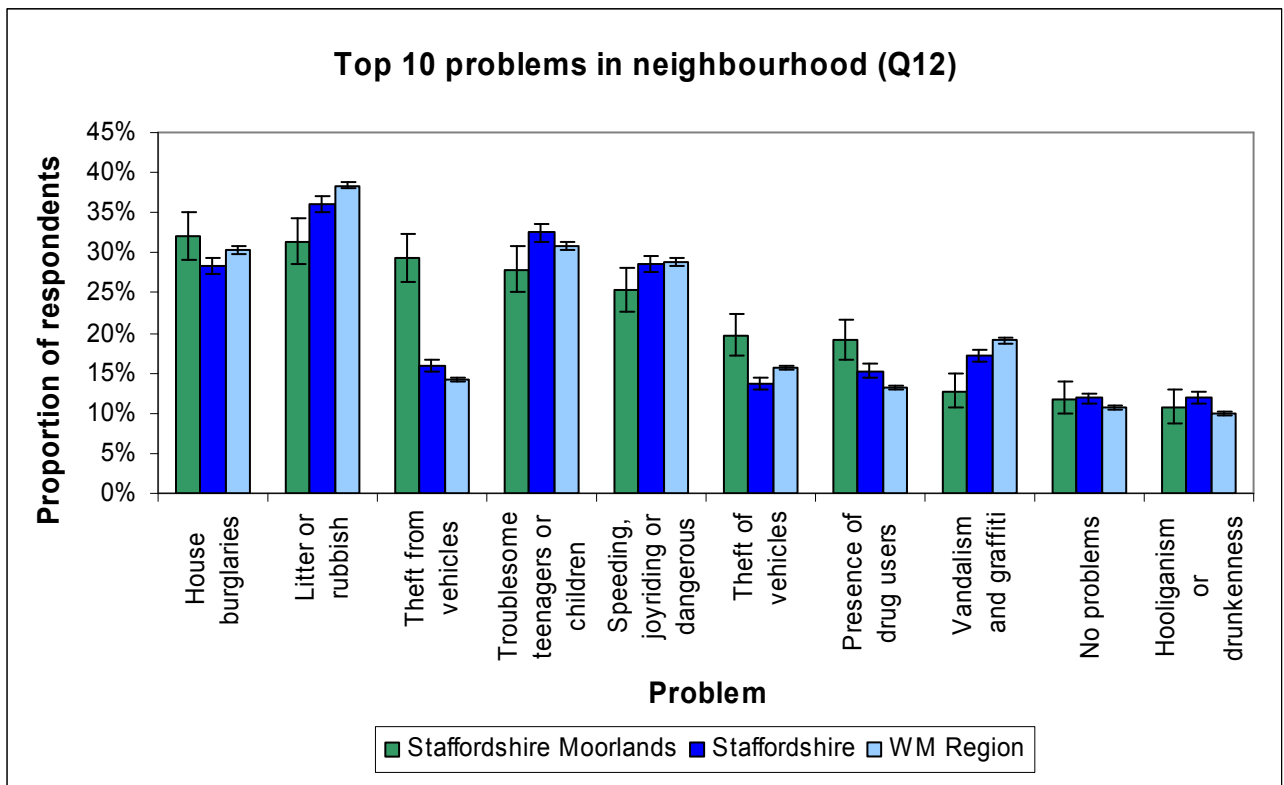
The charts are shown with 95% confidence intervals. The 95% confidence interval shows a range of values where the true population value is likely to lie. The wider the confidence interval the less precise our estimate is of the true population value. When comparing two percentages, we can say there is 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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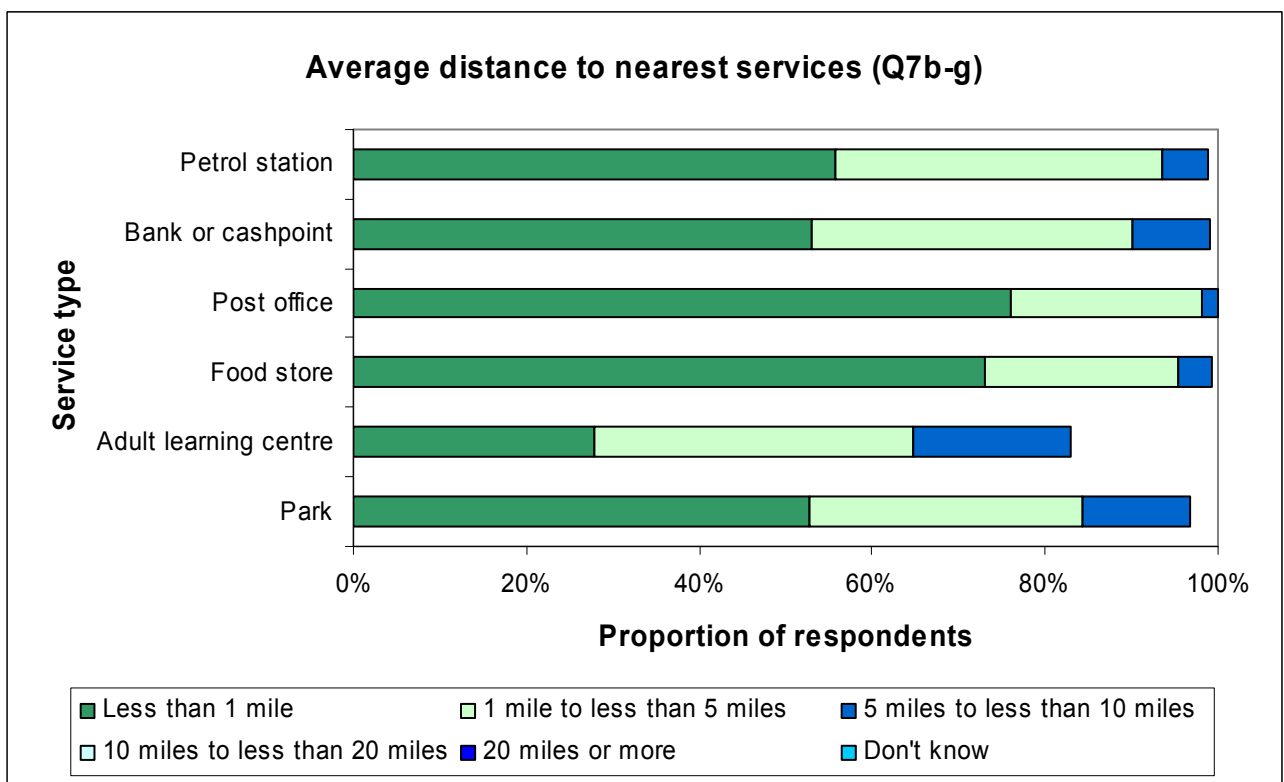
<sup>6</sup> Regional Lifestyle Survey 2005 Questionnaire  
<http://www.wmro.org/standardTemplate.aspx/Home/OurResearch/RegionalLifestyleSurvey/RegionalReport>

### 3.2 Urban and Rural Renaissance

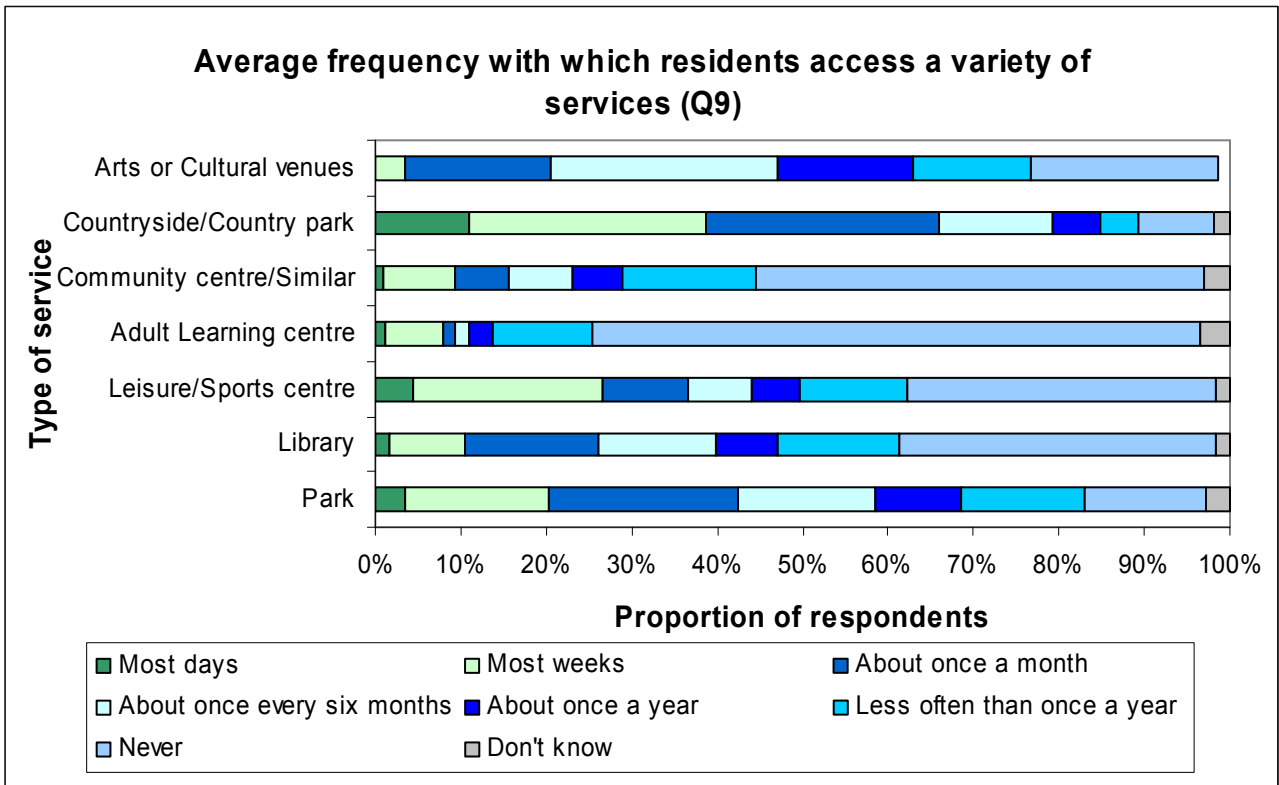




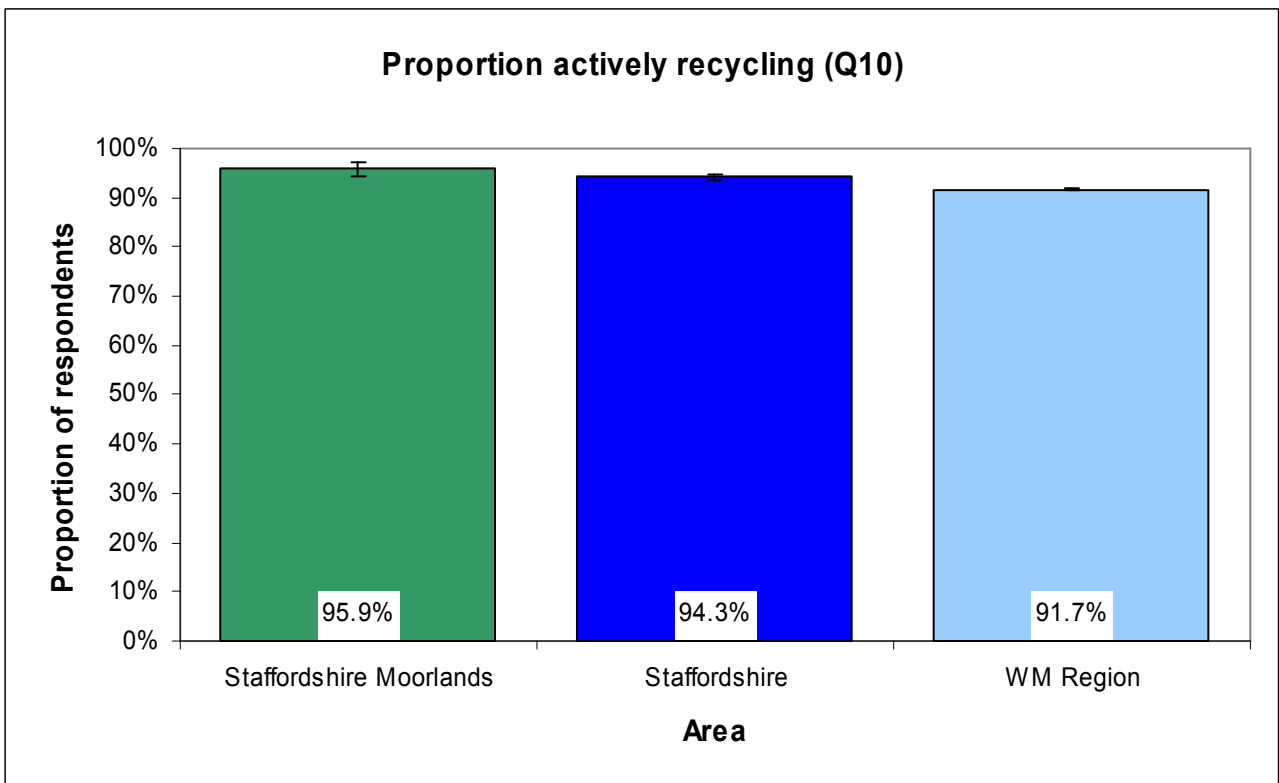
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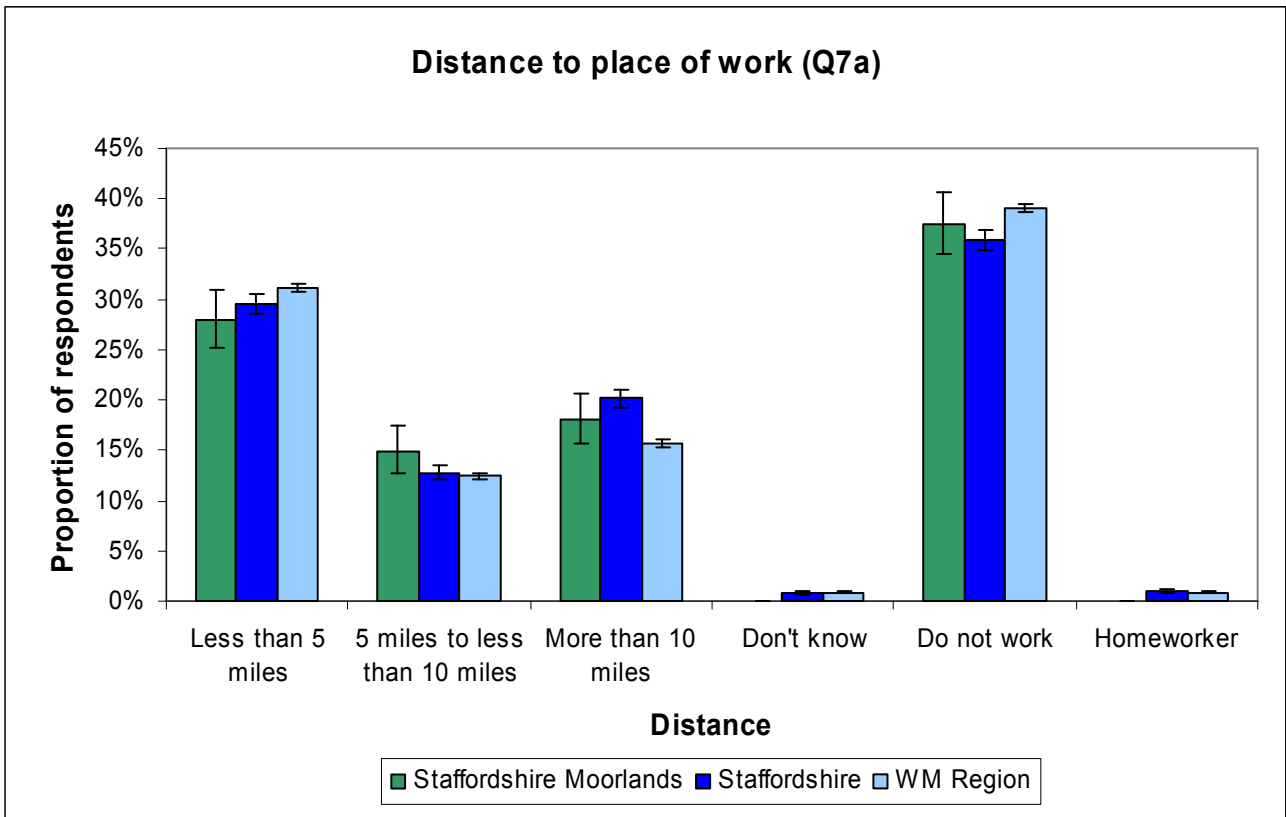


\* Some categories have been suppressed to meet confidentiality requirements.

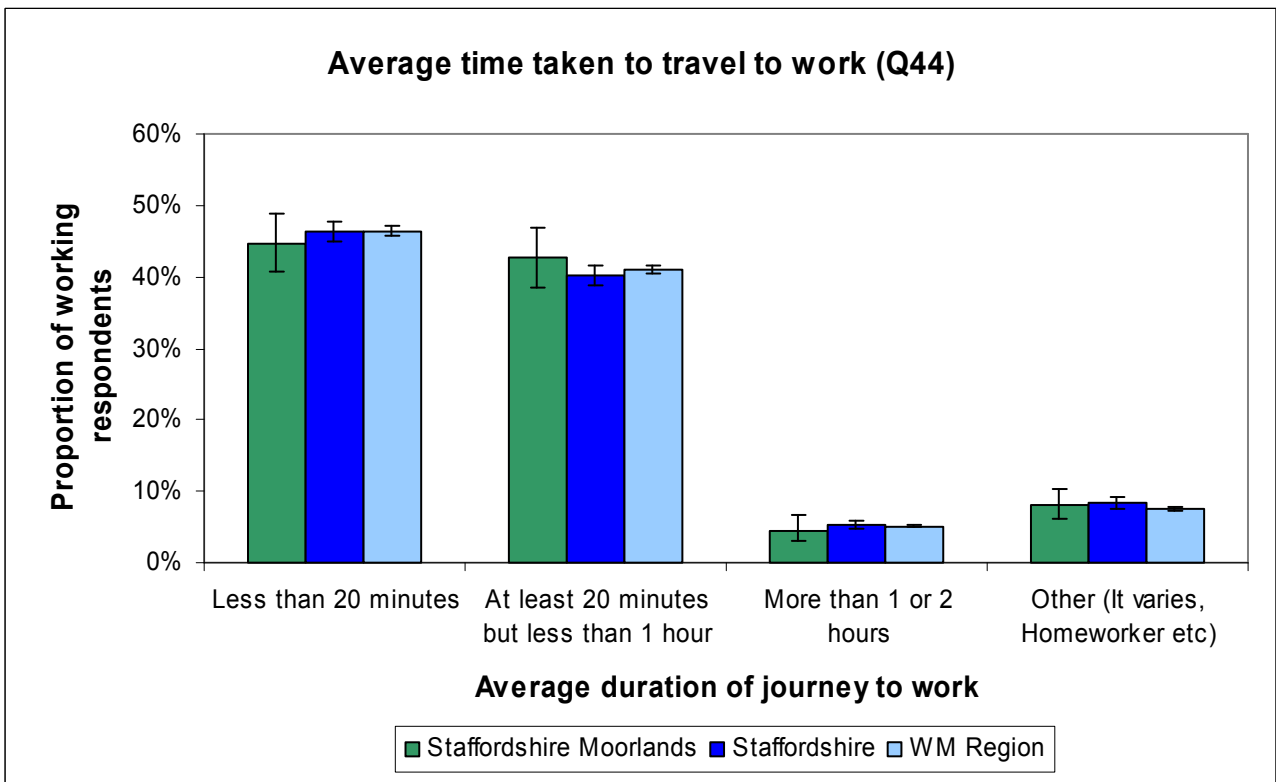


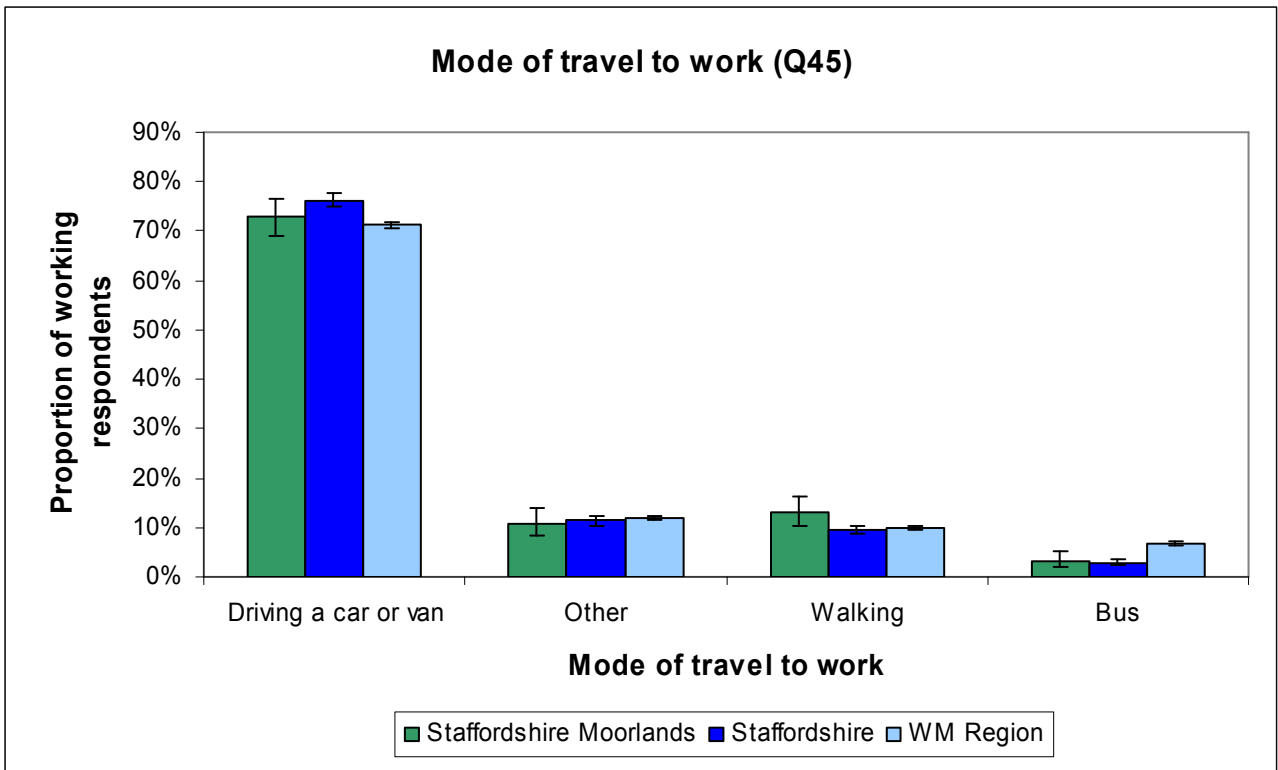
### 3.4 Sustainability



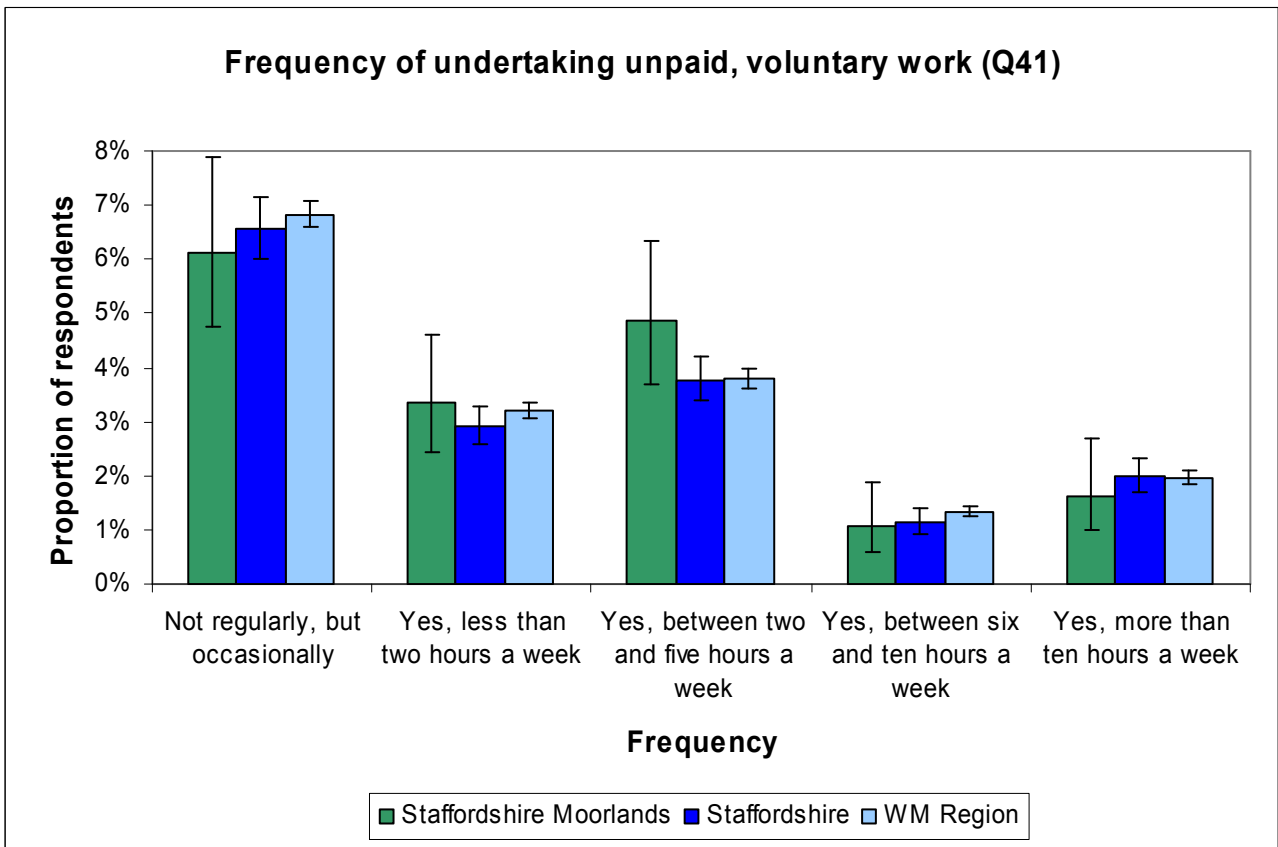


\* Some categories have been suppressed to meet confidentiality requirements.

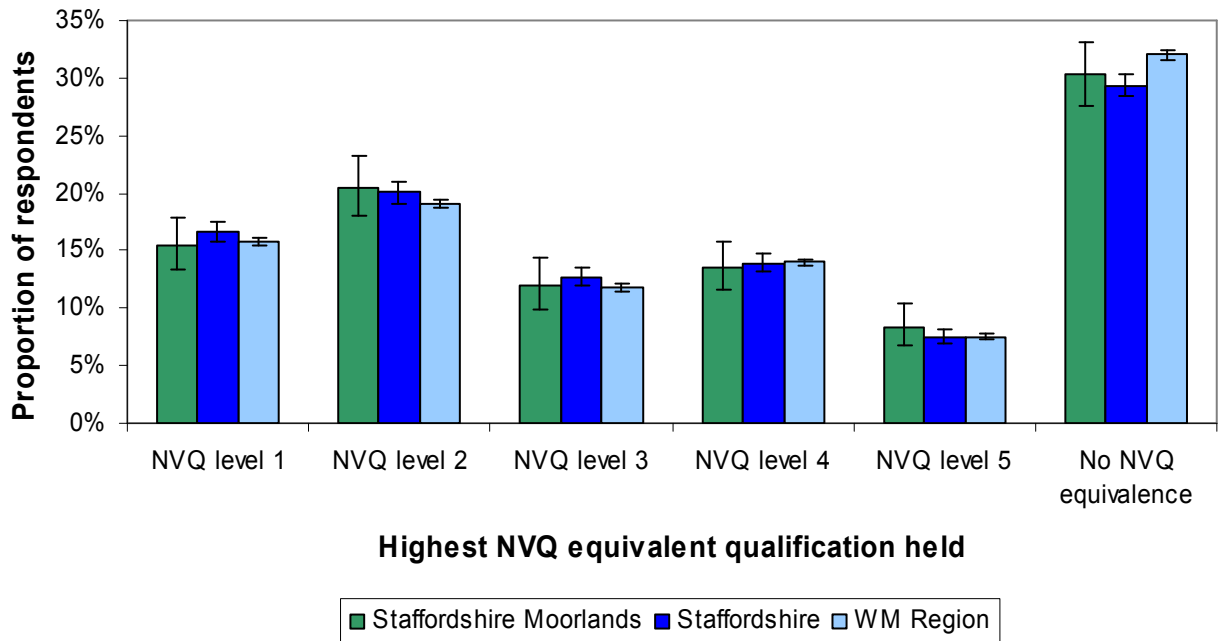




### 3.5 World Class Regional Economy



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



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