

Kirklees Your Place, Your Say Survey 2011: Gender

Summary of key findings by gender

- **Generally females have stronger satisfaction with their local area and have more positive perceptions of community cohesion than males:** Females are more likely to be satisfied with their area as a place to live, to agree that it is a place where people with different needs / abilities get on well together, and that people pull together to improve things for the area. However there are no statistical differences between males and females on other themes such as whether people treat one another with respect and consideration.
- **Females have much better perceptions of the council's overall performance than males:** they are more likely to agree that the council provides value for money and to be satisfied with the way the council runs things.
- **Females are much more satisfied with a range of council services than males,** such as street lighting and cleaning, schools and Children's Centres.
- **Although ratings of the experience of contacting the council were generally positive for both females and males, females report marginally better experiences:** although slightly fewer females than males report having had direct contact in the previous 12 months, they were much more likely to say that they felt listened to, treated fairly and taken seriously by the person they were in contact with.
- **Mixed feelings about community safety:** both genders report similar feelings of safety during the day; however females are much less likely than males to feel safe outside after dark. Issues such as noisy neighbours / loud parties and vandalism and graffiti are more likely to be thought of as a problem by males than females.
- **Rates of satisfaction with present home are similar:** yet amongst those who feel their home is unsuitable, females are more likely than males to be concerned about affording the rent / mortgage whereas males are more likely than females to be feel their home is not safe / secure enough.
- **Females have a greater interest in arts and creative activities than males:** they are more likely to feel there is a good range of these activities locally and to have actually engaged in some activities in the last 12 months. They are also much more likely to say it is important to them to get involved in arts and creative activities during the next 5 years.
- **Males – less informed but more active in decision making:** Males are less likely than females to say they feel informed about what's happening in their local area and about local public services, yet they are more likely than females to agree they can influence decisions affecting their local area and to want to be more involved in the future. However, in practice this is less clear as males are more likely than females to have contacted their local councillor and to have voted.
- **Yet females are more likely than males to volunteer,** with a higher proportion having given unpaid help at a local group, club or organisation in the last 12 months. Females are also more likely than males to indicate volunteering as a future aspiration.
- **Males have lower rates of subjective well-being than females:** being less likely to feel things in their life are worthwhile, to have lower life satisfaction, and be less optimistic about the future.

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- Statistically females are more likely than males to place greater importance on a range of goals for the next five years, particularly: green behaviours such as growing their own vegetables and personal goals such as feeling good about the way they look and having / adopting / fostering a child. The only exception to this was that males were more likely than females to want to start their own business.

See Appendix A for details of the survey method and response rate by gender.

Please note: for analysis purposes, data has been weighted by geographical area, age and gender and ethnicity. All analysis is based on weighted data from the core sample unless otherwise stated. 'Don't know' responses have been excluded from the sample base.

Summary of Your Place, Your Say findings by gender

The following tables summarise some key Your Place, Your Say findings for male and female respondents. The red and green shading relates to comparisons between genders and highlights where the results vary significantly from each other. The Kirklees average is shown for comparison purposes. Boxes without shading are for variables where it is not appropriate to make a judgement about whether differences between responses are 'better' or 'worse'.

Key:

	result is significantly* better
	result is significantly* worse
	no significant difference

*significant at 95% level of confidence, using z testing for all indicators apart from well-being mean scores, for which significant differences have been highlighted based on the confidence intervals of the mean values (at 95% level of confidence).

The table below compares data by gender for seven key survey questions:

Your Place, Your Say Question	Kirklees (%)	Male (%)	Female (%)
% satisfied with local area as a place to live	76%	73%	78%
% agreeing that local area is a place where people treat each other with respect and consideration	51%	50%	51%
% feeling safe when outside in their local area during the day	86%	86%	86%
% agreeing that Kirklees Council provides value for money	33%	32%	34%
% satisfied with the way Kirklees Council runs things	39%	38%	41%
% agreeing that when people like them get involved in their local community they really can change the way their area is run	35%	37%	34%
Mean life satisfaction score (out of 10)	6.83	6.72	6.94

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The table below compares data for male and female respondents for selected questions from the survey where there were notable differences in responses.

Your Place, Your Say Question	Kirklees (%)	Male (%)	Female (%)
Community Cohesion, Crime and Community Safety			
% agreeing that local area is a place where people with different needs / abilities get on well together	47%	46%	49%
% agreeing that local area is a place where people pull together to improve things in the local area	38%	35%	41%
% feeling that noisy neighbours / loud parties <u>is a problem</u> in their local area	16%	18%	15%
% feeling that vandalism and graffiti <u>is a problem</u> in their local area	24%	26%	22%
% feeling that rubbish and litter <u>is a problem</u> in their local area	42%	44%	40%
% feeling safe when outside in their local area after dark	50%	55%	46%
% feeling safe when outside in their nearest town centre after dark	35%	41%	28%
Area and Home Satisfaction, Work and Leisure			
% agreeing that overall their present home is suitable for the needs of their household	85%	85%	85%
% who feel their present home is <u>not</u> suitable for the needs of their household because the rent / mortgage is too expensive	16%	13%	18%
% who feel their present home is <u>not</u> suitable for the needs of their household because its not safe / secure enough	16%	21%	11%
% satisfied with their nearest town centre	53%	53%	54%
% who think their local area has <u>not changed much</u> over the last three years	54%	52%	55%
% working outside Kirklees	41%	50%	30%
% agreeing that there is a good range of arts and creative activities in Kirklees	53%	49%	57%
% who have spent time doing arts and creative activities in the last 12 months	20%	18%	23%
Service and Council Satisfaction			
% satisfied with street lighting	67%	64%	70%
% satisfied with street cleaning	54%	50%	58%
% satisfied with local schools	60%	55%	65%
% satisfied with Children's Centres	41%	36%	45%
% satisfied with Kirklees Customer Service Centres / Information Points / Library and Information Centres	58%	52%	62%
Customer Contact with the Council			
% of people who have been in direct contact with council in last 12 months	54%	55%	53%

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Your Place, Your Say Question	Kirklees (%)	Male (%)	Female (%)
% having contact in person	17%	18%	15%
% who felt they were listened to	84%	82%	87%
% who felt they were taken seriously	80%	77%	84%
% who felt they were treated fairly	83%	80%	87%
% who felt the person explained honestly what was realistic	75%	73%	79%
% who felt the person did what they said they would do	74%	71%	77%
Information			
% who have used the following to find out about the council...			
...local TV / local radio	12%	13%	11%
...face to face from a council employee who is not based in a council building	6%	7%	5%
... word of mouth	14%	15%	13%
...from a local councillor	8%	10%	6%
% whose preferred method of getting info about the council is...			
...Kirklees Together (delivered through your door)	9%	7%	10%
% who feel well informed about what's happening in their local area	56%	51%	60%
% who feel well informed about local public services overall	49%	46%	51%
Civic Participation, Volunteering and Involvement			
% giving <u>any</u> unpaid help to a local group, club or organisation over the last 12 months	43%	41%	46%
% who in the last 12 months have...			
...contacted their local councillor	12%	15%	10%
...signed a petition	28%	26%	31%
...voted in a local election	65%	67%	63%
% agreeing they can influence decisions affecting their local area	18%	19%	16%
% agreeing they would like to be more involved in local decision making	36%	40%	32%
Well-being			
How happy did you feel yesterday? (on a scale of 0 to 10)			
...% giving a score of 10 - i.e. <i>completely happy</i>	14%	13%	16%
...mean score	6.86	6.78	6.94
To what extent do you feel the things you do in your life are worthwhile? (on a scale of 0 to 10)			
...% giving a score of 10 – i.e. <i>completely worthwhile</i>	13%	11%	14%
...mean score	7.07	6.94	7.20
Optimism			
How optimistic do you feel about the future? (on a scale of 0 to 10)			
...% giving a score of 10 – i.e. <i>completely optimistic</i>	9%	7%	10%
...mean score	5.91	5.69	6.14

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Your Place, Your Say Question	Kirklees (%)	Male (%)	Female (%)
Future aspirations			
% who said it was important to them to...			
...Undertake further education / training / qualifications	53%	48%	58%
...Start their own business	33%	36%	29%
...Help out at a local group / club / organisation (unpaid) to make a difference to people	52%	47%	56%
...Grow their own vegetables	54%	48%	59%
...Take part in arts and creative activities	36%	30%	43%
...Feel good about the way they look	84%	78%	89%
...Have / adopt / foster a child	37%	32%	42%

Priorities for Local Area and Prioritisation of Services

The '[priorities and value for money](#)' document on the budget area of the council's website summarises how respondents of different genders rate various things as being important in making somewhere a good place to live, what needs improving in their local area and which services are most important to them personally.

In summary:

- Sport and active recreation and road and pavement maintenance are more important to males than females.
- Public transport, housing and access to shopping facilities are more important to females than males.
- People-centred services such as schools, Children's Centres and social care are more important to females than males.

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APPENDIX A – Your Place, Your Say methodology and response rate by gender

About the Your Place, Your Say survey: this was a household postal survey carried out in Kirklees between October-December 2011. A random sample of 35,000 households were sent a postal survey, and additional activity such as an online version of the survey, booster sampling and engagement with voluntary and community organisations were undertaken to boost responses from groups traditionally less likely to respond to postal surveys.

The survey sample: 8,244 responses were received to the random postal survey. This document summarises data from the random element of the sample only. Data from the non-random approaches will be used for more detailed exploration of community of interest responses, following this initial analysis of random survey data. Data based on 8,244 responses is subject to +/- 1 percentage point margin of error. Responses to the survey have been weighted by geographical area, age and gender and ethnicity to ensure that survey responses are representative of the Kirklees district.

What is your gender?

Question 27 of the survey asked respondents if they were male or female:

- 7,957 people responded to this question:

	Unweighted totals	
	Random sample	
Gender	Frequency	%
Male	3,206	39
Female	4,751	58

Please note: Weighting of the final dataset removed any imbalances in the gender profile of respondents