

Kirklees Your Place, Your Say Survey 2011: AGE

Summary of key findings by age

- **Does age bring happiness?:** in general, older residents (i.e. aged 65+) have given more positive responses and are more satisfied with their local area and services as well as their home. Their overall life satisfaction ratings are significantly higher than for other age groups.
- **Some priorities are consistent, others vary with life stage:** respondents of different ages share similar feelings about what is important in making their area a good place to live (a safe environment is the most important across all age groups). However, there are also some 'life stage' differences - for example, affordable decent housing is significantly more important to those aged 18-34; whereas support for vulnerable people is more important to those aged 65+.
- **Different views on 'getting on':** those aged 18-34 are more likely than average to agree that people from different ethnic backgrounds get on well together in their local area, but in terms of different income levels the opposite is true and it is older people (65+) who are more likely to agree that people with different incomes get on well together.
- **Younger people are happier with their towns, older people with their homes...:** while respondents aged 18-34 are much less satisfied than average with their home as a place to live (and respondents aged 65+ significantly more so), they are much more satisfied than average with their nearest town centre.
- **...and their local area:** 18-34 year olds are also less happy than average with their local area as a place to live (65+ are the happiest). However, they are much less likely than other age groups to think it has got worse over the last three years.
- **What's the problem?:** younger respondents were also more likely to feel that issues such as drunk/rowdy behaviour and using/dealing drugs are problems in their local area. Both 18-34 year olds and those aged 65+ are more likely to feel unsafe in their local area after dark than those aged 35-64.
- **My services:** 18-34 year olds are more satisfied than average with children's centres whereas those aged 65+ are more satisfied with social care services. Dissatisfaction with road and pavement maintenance is highest amongst 35-64 year olds.
- **Information:** the sources used (and preferred) differ considerably with age. Younger respondents are much less likely than average to feel well informed about local public services and more likely to say that they don't feel informed about how to get involved in local decision making.
- **Less able, more impact:** younger people are less likely than average to feel able to get involved/help out locally but more likely to feel their involvement can make a difference.
- **The future:** in contrast to their overall happiness, older people (65+) feel much less optimistic about the future than younger respondents.

Details of the survey method and response rate by age are included as Appendix A

Please note: for analysis purposes, data has been weighted by geographical area, age and gender and ethnicity. All analysis is based on weighted data unless otherwise stated.

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Summary of Your Place, Your Say Findings by age

The following tables summarise some key Your Place, Your Say findings for respondents from different age groups and highlight where the results for different age groups vary significantly from the Kirklees average. 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 than the Kirklees average
	result is significantly* worse than the Kirklees average
	no significant difference

*significant difference based on more than +/- 3 percentage points between the Kirklees average and respondents from different age groups. Mean well-being scores are compared taking into account confidence intervals of each mean score at 95% level of confidence.

Please note: statistically significant differences between different age groups (based on z-testing) are highlighted on the full set of data tables available via the Kirklees Intelligence Observatory.

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

Your Place, Your Say Question	Kirklees (%)	18-34 (%)	35-64 (%)	65+ (%)
Key Survey Indicators				
% satisfied with local area as a place to live	76%	72%	75%	82%
% agreeing that local area is a place where people treat each other with respect and consideration	51%	48%	49%	58%
% feeling safe when outside in their local area during the day	86%	84%	87%	87%
% agreeing that Kirklees Council provides value for money	33%	32%	32%	38%
% satisfied with the way Kirklees Council runs things	39%	38%	38%	45%
% agreeing that when people like them get involved in their local community they really can change the way their area is run	35%	40%	35%	28%
Mean life satisfaction score (out of 10)	6.83	6.72	6.74	7.25

(‘don’t know’ responses have been excluded from the sample base)

The table below compares data for different age groups for selected questions from the survey:

Your Place, Your Say Question	Kirklees (%)	18-34 (%)	35-64 (%)	65+ (%)
Community Cohesion, Crime and Community Safety				
% agreeing that their local area is place where people from different ethnic backgrounds get on well together	46%	50%	45%	45%
% agreeing that their local area is a place where people with different income levels get on well together	47%	46%	47%	52%

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Your Place, Your Say Question	Kirklees (%)	18-34 (%)	35-64 (%)	65+ (%)
Community Cohesion, Crime and Community Safety				
% <u>disagreeing</u> that their local area is a place where people trust each other	30%	35%	29%	21%
% who feel people being drunk or rowdy in public places <u>is a problem</u> in their local area	26%	34%	25%	20%
% who feel people using or dealing drugs <u>is a problem</u> in their local area	43%	47%	41%	40%
% feeling <u>unsafe</u> when outside in their local area after dark	33%	35%	30%	36%⊕
Area and Home Satisfaction, Work and Leisure				
% satisfied with their home as a place to live	87%	81%	89%	94%
% satisfied with their nearest town centre	53%	60%	50%	53%
% who think their local area has <u>got worse</u> over the last 3 years	24%	15%	28%	25%
% working outside Kirklees	41%	46%	38%	24%
Service and Council Satisfaction				
% satisfied with household refuse collection	79%	68%	79%	93%
% <u>dissatisfied</u> with road and pavement maintenance	50%	45%	55%	45%
% satisfied with Children's Centres	41%	50%	34%	35%
% satisfied with social care services	31%	31%	25%	45%
Customer Contact with the Council				
% in direct contact with council in previous 12 months	54%	56%	55%	47%
% feeling they were treated politely and with respect	91%	90%	91%	96%
Information				
% who had used the Kirklees Council website to find out about the council in the last 12 months	60%	77%	65%	20%
% who had used Kirklees <i>Together</i> magazine to find out about the council in the last 12 months	44%	35%	47%	53%
% whose preferred method of getting info about the council is...				
...the Kirklees Council website	51%	65%	54%	15%
...telephone (e.g. Kirklees Direct)	15%	12%	13%	26%
...face to face	7%	6%	7%	12%
% who <u>don't feel well informed</u> about how they can get involved in local decision making	68%	79%	64%	58%
% feeling well informed about local public services overall	49%	39%	50%	60%

⊕ note that in terms of differences between age groups (rather than compared with the Kirklees average) this is significantly higher for those aged 18-34 and 65+ than for 35-64 year olds.

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Your Place, Your Say Question	Kirklees (%)	18-34 (%)	35-64 (%)	65+ (%)
Civic Participation, Volunteering and Involvement				
% giving unpaid help to a local group, club or organisation <u>at least once a week</u> over the last 12 months	13%	11%	13%	16%⊕
% who in the last 12 months have...				
...voted in a local election	65%	52%	70%	71%
...used social media to share their views on a local issue	9%	16%	8%	1%
...completed a questionnaire (other than 'your place, your say')	35%	41%	36%	25%
% <u>disagreeing</u> they feel able to get involved/help out locally if they want to	18%	23%	16%	14%
% agreeing they would like to be more involved in local decision making	36%	43%	36%	24%①
% agreeing that when people like them get involved in their community they really can change the way their area is run	35%	40%	35%	28%
Well-being				
To what extent do you feel that 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%	11%	20%
- mean score	7.07	6.99	7.02	7.35
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%	12%	21%
- mean score	6.86	6.77	6.81	7.18
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%	13%	6%	9%
- mean score	5.91	6.58	5.69	5.49
Aspirations for the future				
% indicating that is important to them to...				
...have enough money to do the things they want to in life	90%	93%	90%	82%
...learn new skills and hobbies	62%	68%	60%	42%
...help out at a local club/group/organisation (unpaid) to make a difference to people	52%	52%	51%	58%
...make a healthy change	75%	77%	76%	62%

⊕ note that in terms of differences between age groups (rather than compared with the Kirklees average) this is significantly higher for those aged 65+ than for 18-34 and 35-64 year olds.

① note that results for this measure are not shaded - while a smaller proportion of residents aged 65+ state that they would like to be more involved in local decision making, this could be due to the fact that they feel already more well informed about how to do so rather than indicating less interest in getting involved.

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Priorities for Local Area and Prioritisation of Services

The '[priorities and value for money](#)' document on the budget area of the council's website shows how respondents from different age groups 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:

- Access to shopping facilities, good public transport links and support for vulnerable people are more important to those aged 65+. For younger residents (18-34), affordable decent housing is significantly more important than for other age groups.
- A safe local environment is the single 'top priority' across all age groups -but the economy ranks second for both 18-34 and 35-64 year olds, with well maintained roads and pavements second for those 65+.
- In terms of perceptions of value for money, significantly more older residents (65+) agree that Kirklees Council provides value for money whereas younger residents were more likely to disagree with this statement.

Aspirations and Life Goals

There were a number of differences by age group in terms of both the stated *importance* of a number of different life goals, and stated *current/future behaviour* (i.e. whether people are already doing these things or plan to do them in the next five years and feel it is likely they will do so):

- **Skills, learning, work and enterprise**

As might be expected given their life stage, aspirations under this theme tend to be much more important to younger respondents. Having enough money and getting a paid job/changing job are particularly important.

- **Cultural and community activities**

Differences in importance between age groups are much less marked for this theme, but it is worth noting that those aged 65+ are more likely to plan to help out or get involved (or already be doing this) than other age groups.

- **Green behaviour**

Using the car less/public transport more is both less important and less likely for younger people (and as noted above, good public transport links are more of a priority for those 65+).

- **Health**

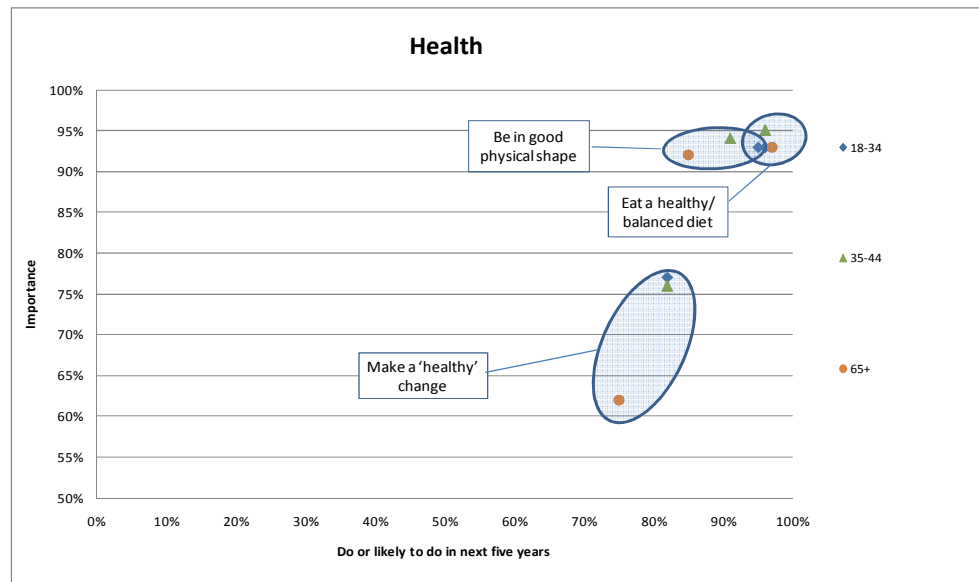
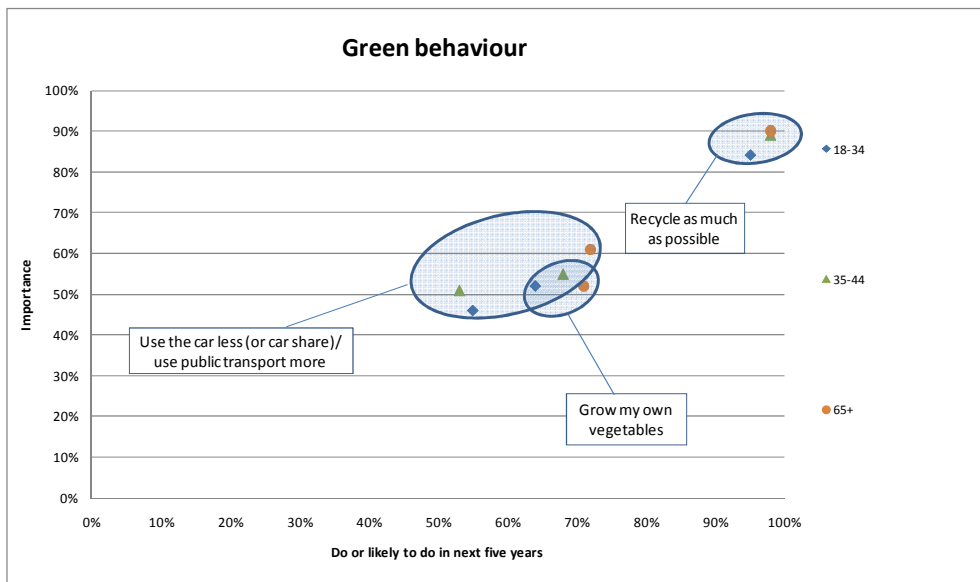
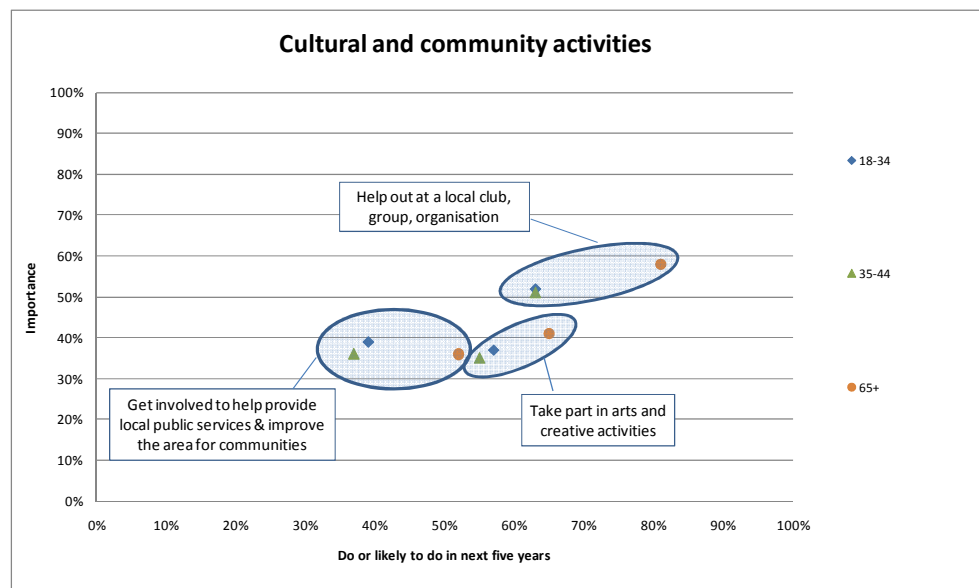
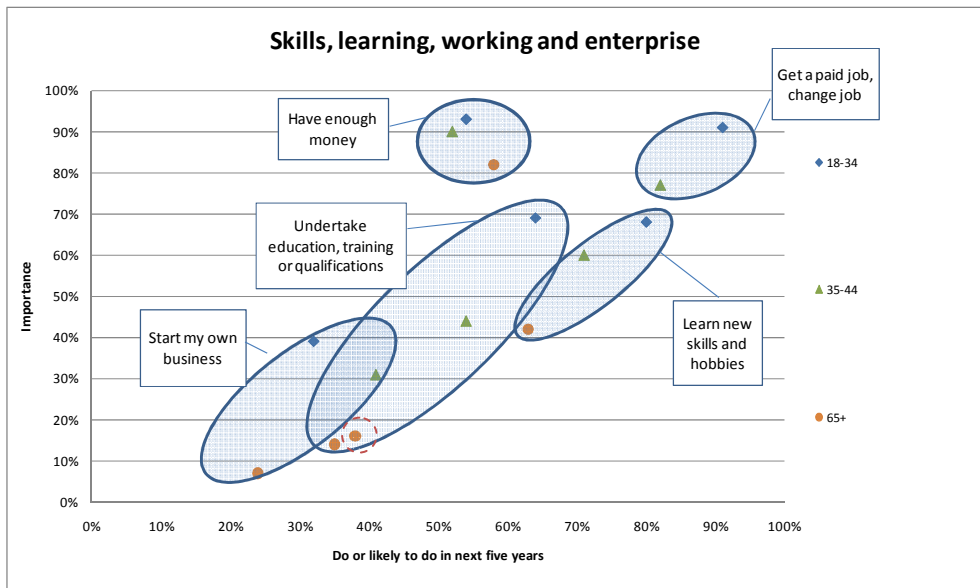
Eating healthily and being in good physical shape are important/likely for all age groups. However, actually making a healthy change is markedly less so and this is seen to be much less important to older people.

- **Personal and family**

Spending time with friends and family is of very high importance to all age groups as well as being something that most plan to do. Moving house is more important (and more likely) for those aged 18-34.

The charts overleaf compare the responses of different age groups for aspirations grouped under the following key themes:

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

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 was your age on your last birthday?

Question 28 of the survey asked respondents to provide their age on their last birthday:

- 7862 people responded to this question:

Age group		Unweighted totals		Weighted totals	
		Frequency	%	Frequency	%
18-34	18-24	225	3%	756	10%
	25-34	825	10%	1551	20%
35-64	35-44	1165	15%	1353	17%
	45-54	1253	16%	1467	19%
	55-64	1688	21%	1205	15%
65+	65-74	1489	19%	844	11%
	75+	1217	15%	686	9%