AGEING WELL: developing good places to grow older *'your place, your say'* analysis

Introduction

The purpose of this report is to explore findings from the 2011 *your place, your say* survey with particular relevance to the themes of the **ageing well programme**. Although age-based analysis will be key, this report also highlights other factors (for example income) to help provide a more rounded analysis. A general overview of key survey findings by age is available separately as part of a wider set of 'communities of interest' summaries.

Analysis is based on weighted data from the core random sample (n=8244).

What difference does age make to how people feel?

Older people (i.e. 65+) are generally quite positive in their perceptions of the local area and the council. They are the most satisfied age group across a range of measures:

Your place, your say survey measure	Kirklees (%)	18-34 (%)	35-64 (%)	65+	
				%	Comp with Kirklees
% satisfied with local area as a place to live	76%	72%	75%	82%	+6%
% satisfied with the way Kirklees Council runs things	39%	38%	38%	45%	+6%
% agreeing that Kirklees Council provides value for money	33%	32%	32%	38%	+5%
% agreeing they feel well informed about local public services overall	49%	39%	50%	60%	+11%

As well as being more satisfied than the Kirklees average, the results for residents aged 65+ are significantly higher than for other age groups - including the next cohort of 'ageing' residents (i.e. 35-65 year olds). With the exception of Children's Centres, those aged 65+ were also the most satisfied age group with each of the different council services listed on the questionnaire.

However, it is worth noting that a slightly different trend is apparent in terms of perceptions of how local public services treat people:

To what extent do you agree or disagree that local public services…	Kirklees (%)	18-34 (%)	35-64 (%)	65+	
				%	Comp with Kirklees
…involve residents when making decisions	22%	23%	20%	25%	+3%
…treat people with fairness and respect	45%	49%	43%	48%	+3%
…treat people equally regardless of their background (e.g. age, disability, ethnicity)	49%	55%	46%	48%	-1%
…can be trusted to work in the best interest of local people	34%	39%	30%	35%	+1%

Here, it is younger residents (18-34) rather than those aged 65+ that tend to be the most positive. Furthermore, rather than it being a simple reverse trend it is 35-64 year olds (the next cohort of 'ageing' residents) that have the lowest levels of agreement with these statements.

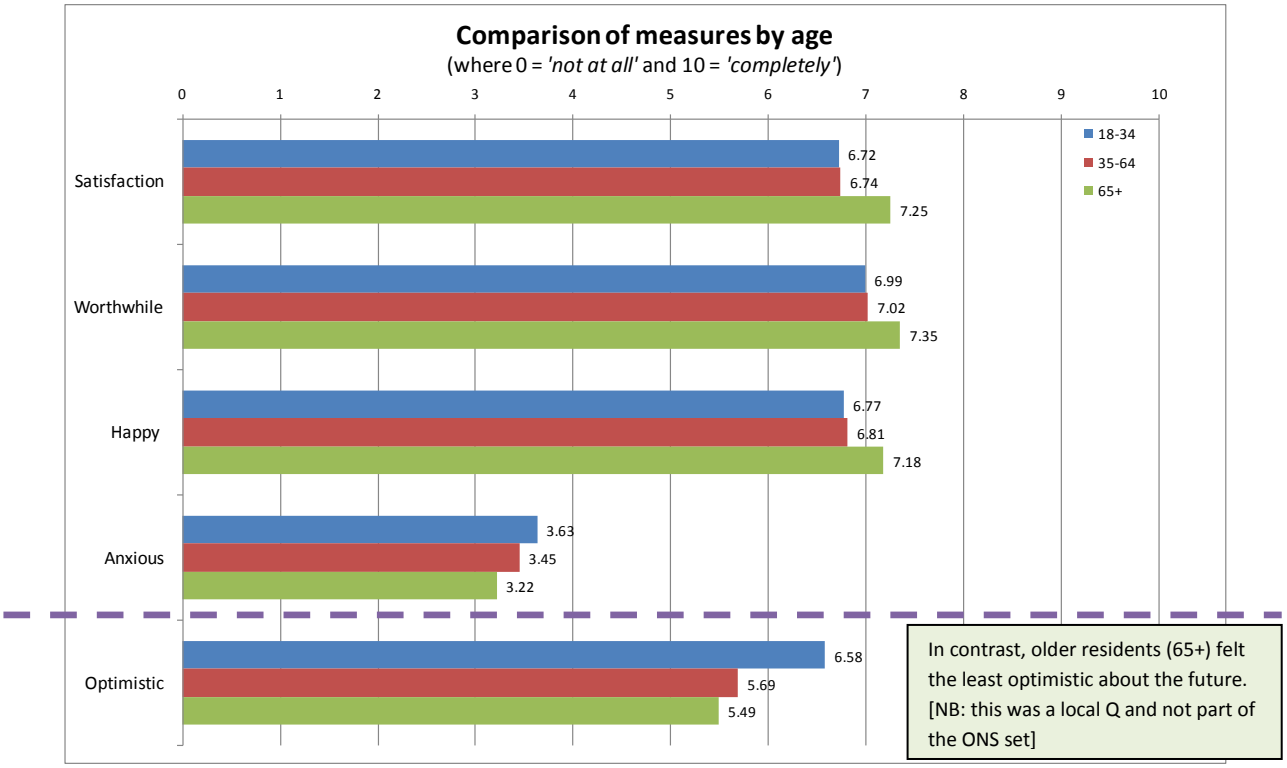
Age also has an impact on people's overall priorities and what's important to them. Whilst '*a safe local environment*' is the most important factor in making somewhere a good place to live across all age groups, there are some differences in other areas according to life stage (see Appendix 1). For example, good public transport links are significantly more important to those aged 65+.

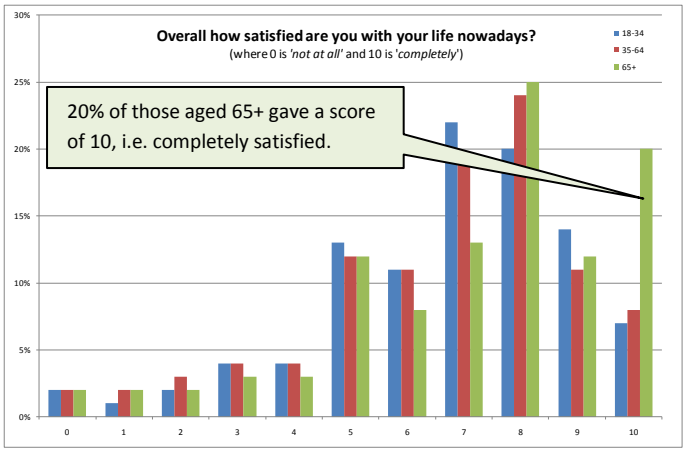
A full set of data tables showing all survey responses split by age (with significant differences between groups highlighted) are available via the Kirklees Intelligence Observatory. Please see also the separate 'AGE' overview that forms of part of our wider set of communities of interest summaries.

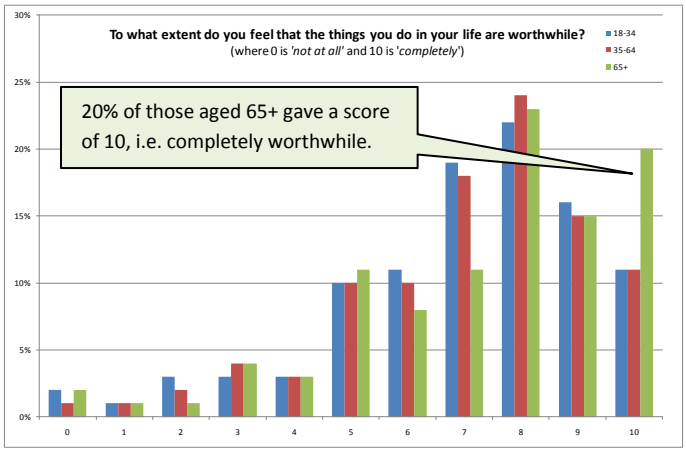
Wellbeing and optimism

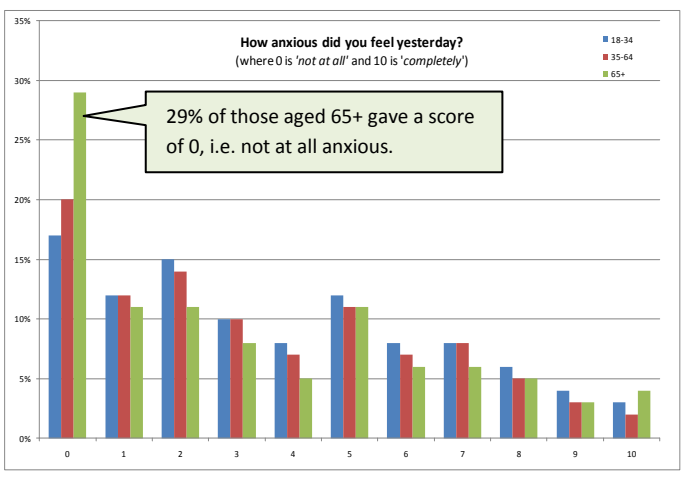
As with measures of satisfaction with the local area, council and services, older people (65+) score higher in terms of four measures of subjective wellbeing:

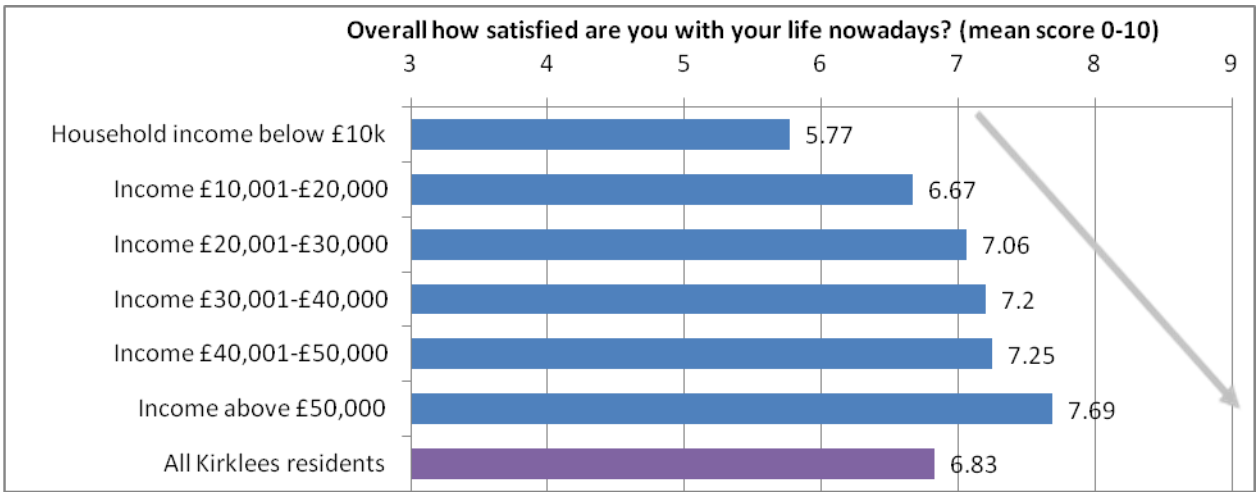
- …how **satisfied** are you with your life nowadays?
- …to what extent do you feel the things you do in your life are **worthwhile**?
- …how **happy** did you feel yesterday?
- …how **anxious** did you feel yesterday?











Similarly, feeling that the things you do in life are worthwhile, happiness and optimism for the future all increase as the level of household income increases (and since the bulk of survey respondents aged 65+ had an annual household income of less than £20,000, this suggests that age is independent of income in terms of having a positive impact on overall life satisfaction).

Some characteristics of the survey sample

Further exploration of some of the characteristics of the different age groups of respondents within the sample can help contribute to our understanding of these groups and their views:

18-34	35-64	65+	
29% (n=647)	16% (n=561)	39% (n=435)	…have an annual household income of less than £10,000
7% (n=166)	13% (n=518)	40% (n=468)	…have no qualifications
24% (n=5316	22% (n=846)	49% (n=683)	…have just one person in their household
13% (n=304)	29% (n=1138)	28% (n=353)	…say they look after or give support to family members, friends, neighbours or others
13% (n=289)	24% (n=948)	58% (n=872)	…are limited in their day-to-day activities due to a health problem/disability lasting more than 12 months
41% (n=933)	45% (n=1713)	44% (n=553)	…have given unpaid help to a local group/club/org in the last 12 months *(i.e. volunteered)*
Goals for the future			
77% (n=1123)	76% (n=1488)	62% (n=158)	…say it is important to them to make a healthy change
68% (n=1115)	60% (n=1305)	42% (n=126)	…say it is important to them to learn new skills and hobbies
39% (n=567)	36% (n=666)	36% (n=94)	…say it is important to them to get involved to help provide local public services and improve the area
52% (n=822)	51% (n=1101)	58% (n=208)	…say it is important to them to help out a local group/club/org (unpaid) to make a difference

APPENDIX 1: Q1 (priorities) by age (significant differences between age groups highlighted)

Q1a Thinking generally, which of the things listed below would you say are most important in making somewhere a good place to live?

Base: 8013		Total		Q28. Age								
				Net - 18-34			Net - 35-64			Net - 65+		
		A1		K1			L1			M1		
		Counts	% down	Counts	% down	Column significance	Counts	% down	Column significance	Counts	% down	Column significance
Base		8013	100%	2258	100%		3921	100%		1477	100%	
	A safe local environment	6433	80%	1743	77%		3235	83%	K1M1	1172	79%	
	A clean and tidy local environment	4845	60%	1404	62%	M1	2400	61%	M1	831	56%	
	Low levels of traffic congestion and pollution	2095	26%	500	22%		1067	27%	K1	422	29%	K1
	Good public transport links	3458	43%	897	40%		1556	40%		836	57%	K1L1
	Well maintained roads and pavements	3491	44%	788	35%		1718	44%	K1	809	55%	K1L1
	A strong local economy with well paid jobs	2663	33%	790	35%	M1	1442	37%	M1	354	24%	
	Affordable decent housing	2502	31%	906	40%	L1M1	1133	29%	M1	372	25%	
	High performing schools	2879	36%	1000	44%	L1M1	1436	37%	M1	350	24%	
	Access to parks and open spaces	2170	27%	734	32%	L1M1	1080	28%	M1	284	19%	
	Access to childcare facilities	773	10%	338	15%	L1M1	318	8%	M1	84	6%	
	Access to support for vulnerable people and families	1406	18%	331	15%		623	16%		361	24%	K1L1
	Access to arts and creative activities	550	7%	156	7%		278	7%		91	6%	
	Access to community facilities (buildings/venues)	714	9%	204	9%		354	9%		118	8%	
	Sport and active recreation opportunities	1260	16%	413	18%	M1	666	17%	M1	141	10%	
	Access to shopping facilities	2348	29%	581	26%		1068	27%		591	40%	K1L1
	Vibrant town centres	1800	22%	478	21%		933	24%	K1M1	309	21%	

Q1b Thinking about your local area, which things, if any, most need improving?

Base: 7488		Total		Q28. Age								
				Net - 18-34			Net - 35-64			Net - 65+		
		A1		K1			L1			M1		
		Counts	% down	Counts	% down	Column significance	Counts	% down	Column significance	Counts	% down	Column significance
Base		7488	100%	2181	100%		3728	100%		1278	100%	
	A safe local environment	2152	29%	611	28%		1103	30%		342	27%	
	A clean and tidy local environment	2868	38%	829	38%		1426	38%		496	39%	
	Low levels of traffic congestion and pollution	2656	35%	771	35%		1325	36%		445	35%	
	Good public transport links	1808	24%	519	24%		892	24%		323	25%	
	Well maintained roads and pavements	4292	57%	1229	56%		2166	58%		742	58%	
	A strong local economy with well paid jobs	2819	38%	828	38%	M1	1504	40%	M1	388	30%	
	Affordable decent housing	1754	23%	540	25%	M1	875	23%		274	21%	
	High performing schools	1217	16%	446	20%	L1M1	585	16%	M1	145	11%	
	Access to parks and open spaces	1105	15%	446	20%	L1M1	459	12%		150	12%	
	Access to childcare facilities	653	9%	236	11%	L1M1	304	8%	M1	83	6%	
	Access to support for vulnerable people and families	1304	17%	319	15%		598	16%		310	24%	K1L1
	Access to arts and creative activities	760	10%	297	14%	L1M1	345	9%	M1	87	7%	
	Access to community facilities (buildings/venues)	893	12%	301	14%	L1M1	417	11%		136	11%	
	Sport and active recreation opportunities	1426	19%	481	22%	L1M1	729	20%	M1	149	12%	
	Access to shopping facilities	1159	15%	327	15%		519	14%		253	20%	K1L1
	Vibrant town centres	2485	33%	682	31%		1321	35%	K1M1	379	30%	

Q1c And which one of these would you say is your <u>top priority</u> for your local area?

Base: 6408		Total		Q28. Age								
				Net - 18-34			Net - 35-64			Net - 65+		
		A1		K1			L1			M1		
		Counts	% down	Counts	% down	Column significance	Counts	% down	Column significance	Counts	% down	Column significance
Base		6408	100%	1813	100%		3225	100%		1131	100%	
	A safe local environment	3184	50%	868	48%		1614	50%		578	51%	
	A clean and tidy local environment	318	5%	88	5%		160	5%		56	5%	
	Low levels of traffic congestion and pollution	246	4%	44	2%		136	4%	K1	56	5%	K1
	Good public transport links	253	4%	40	2%		113	3%	K1	92	8%	K1L1
	Well maintained roads and pavements	592	9%	145	8%		270	8%		141	12%	K1L1
	A strong local economy with well paid jobs	731	11%	234	13%	M1	410	13%	M1	70	6%	
	Affordable decent housing	226	4%	96	5%	L1M1	100	3%		26	2%	
	High performing schools	266	4%	130	7%	L1M1	117	4%	M1	15	1%	
	Access to parks and open spaces	70	1%	29	2%	M1	34	1%	M1	5	0%	
	Access to childcare facilities	24	0%	12	1%	L1	8	0%		3	0%	
	Access to support for vulnerable people and families	97	2%	26	1%		44	1%		19	2%	
	Access to arts and creative activities	17	0%	7	0%		8	0%		2	0%	
	Access to community facilities (buildings/venues)	26	0%	9	1%		12	0%		3	0%	
	Sport and active recreation opportunities	73	1%	31	2%	M1	34	1%		7	1%	
	Access to shopping facilities	63	1%	18	1%	F1	23	1%		20	2%	L1
	Vibrant town centres	222	3%	35	2%		142	4%	K1	38	3%	K1