East Midlands Life & Work Survey 2003
Themed Summary Report – CA Rural Indicator

Prepared for the East Midlands Observatory

Market Research UK Limited

February 2004

This document forms part of the *emda* Knowledge Bank

EAST MIDLANDS
LIFE & WORK SURVEY 2003

THEMED SUMMARY REPORT - CA RURAL INDICATOR

February 2004

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1. INTRODUCTION

1.1 Backgrou nd

The East Midlands Observatory (EMO) represents a network of partner organisations within the East Midlands with an interest and involvement in research and statistics about regional economic, social, environmental and spatial issues. EMO aims to be the primary point of access to research and statistics on the East Midlands.

The purpose of East Midlands Observatory is to enable partners to share research, collaborate on research projects and make findings easily available in order to facilitate the development of evidence based policy.

A key part of the Observatory's activities during 2002 and 2003 has been the commissioning and implementation of a large scale comprehensive Life and Work Survey conducted across the East Midlands Region.

In autumn 2002 Market Research UK Limited (**mruk social research**) was commissioned to design and conduct the survey.

The project builds on the successful collaborative model of research developed through successive household surveys in the region since 1994.

1.2 Changing Context

Since the last Household survey was completed in 2000 by a partnership involving TECs, Government Office for the East Midlands (GOEM) and East Midlands Development Agency (emda), the institutional context within which the survey was conducted has changed significantly. TECs have been replaced by a local Learning Skills Council and Sub-regional Strategic Partnerships have been established covering the vast majority of the region. In addition, the Regional Assembly has taken on a more developed role in monitoring the state of the region.

These changes required a fundamental review of both survey context and sample construction/reporting levels with particular consideration to ensuring data collected would inform LLSC strategic plans and emda Regional Employment Strategy (including the

Framework for Regional Employment and Skills Action - FRESA). The scope of the research was also broadened to reflect the need to inform the East Midlands Integrated Regional Strategy. In this context it is important to note that the survey did not set out to directly replicate previous household surveys or surveys that may cover similar subject areas.

1.3 Key Objectives

The key objectives of the household survey were (in summary):

- To provide comprehensive and robust data about the working age (and subsequently extended to third age) population of the East Midlands, to inform policy development and monitor regional performance on a number of related themes.

- Support work in relation to strategic planning for the region.

- Provide opportunities for gathering new data, boosting samples in particular localities and benchmarking.

- Ensure core data is statistically robust at county, SSP and Local Authority District (LAD) levels.

1.4 Survey Method

Overall, the survey was designed to collect information from a robust and representative sample of residents including those economically active and economically inactive. Residents from the ages of 16-74 years were interviewed in-home and the inclusion of those aged from 64-74 added a new strata to previous surveys.

The sample itself was selected using a systematic random probability technique to ensure relatively consistent levels of statistical reliability for each County, LSC, SSP and down to LAD level.

A core sample of 14,000 interviews was achieved across the region with samples in Leicestershire and Derbyshire boosted by 2520 and 450 respectively.

More detail on the sampling, survey method including questionnaire design, respondent selection, re-weighting, gathering and processing data is included in the separate comprehensive technical report. However, it is important to highlight that this and other output reports provide summary evaluation of a significant and detailed data set which in turn permits very detailed sub-analysis. Caution must though be exercised in relation to low level sub-analysis where sample sizes may fall outside the parameters of statistical significance.

The Life and Work Survey did not set out to replicate previous household surveys and, whilst some individual questions were framed to replicate previous surveys or other national surveys questionnaire structure was unique to this research project. When aligned with the widened scope of the 2003 survey and change of methodology (compared to previous household surveys) this means direct comparisons with previous (or other) surveys are not always meaningful or in some cases possible.

1.5 Theme of this Report – Countryside Agency (CA) Rural Indicator Definition

The evaluative reporting of the survey features a range of report types. Summary reports have been produced that provide key findings for Learning Skills Council and Sub-regional Strategic Partnerships.

In addition a series of 'themed' reports and short précis style reports will examine specific topics and evaluate the associated key findings to emerge from the survey.

The focus of this particular report is based upon the Countryside Agency rural indicator coding framework that was applied to all sample addresses in order to identify geographical status in a rural or non-rural (urban) context. Comparative analysis is therefore provided to allow an appropriate focus on those respondents resident in rural areas (the CA code was applied to each address) across the East Midlands region.

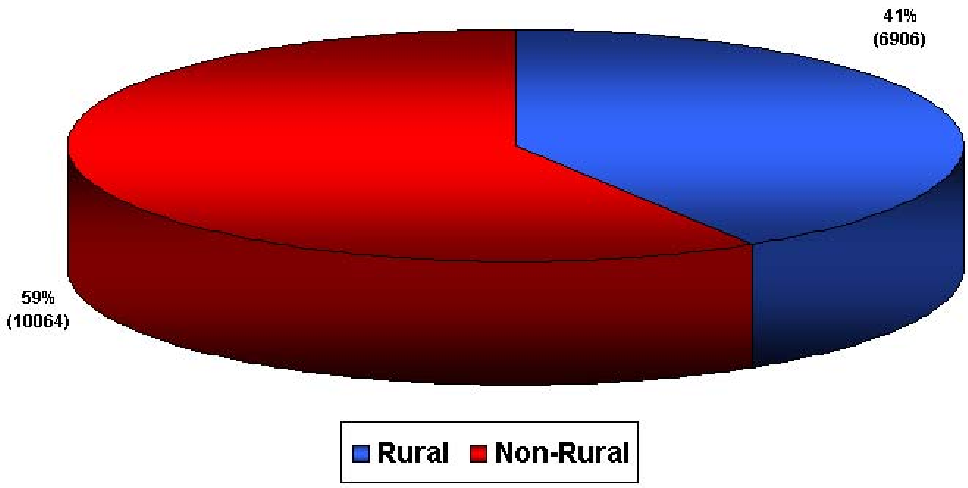
Readers should note that percentages quoted in the report will most often relate to a sub-set of the overall survey sample. Percentage figures quoted and illustrated are rounded up or down to the nearest full percentage point for ease of presentation and interpretation.

2. RURAL/ NON-RURAL LOCATIONS

2.1 Location of Home

Based on the Countryside Agency definition of a 'rural' area the survey estimates that over half (59%) of the respondents live in a non-rural location compared to 41% who live in a rural location. This provides the base population figures for the rural/ non-rural comparisons throughout the remainder of the report.

Figure 1: Rural/ Non Rural Residential Location



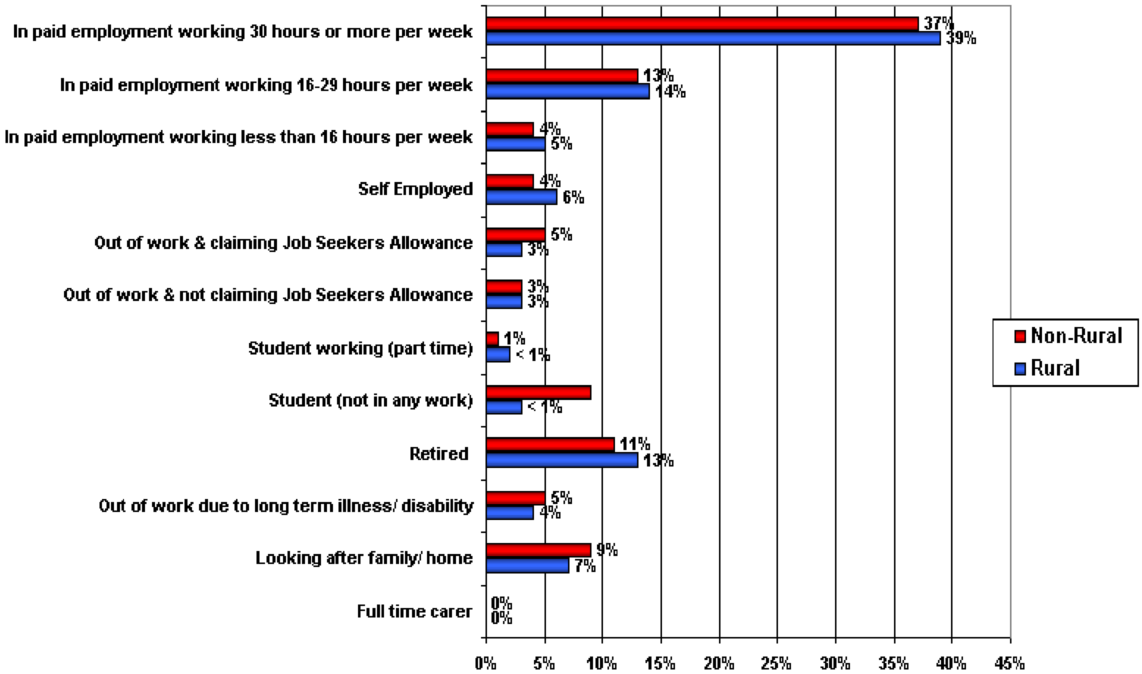
Base: All (16970)
Source: **mruk** research

3. EMPLOYMENT

3.1 Employment Status

The employment status profile illustrates only minor variances between those resident in rural and non-rural locations. The only notable variation is related to the higher student population in non-rural areas which in turn will reflect the locations of academic institutions.

Figure 2: Employment Status

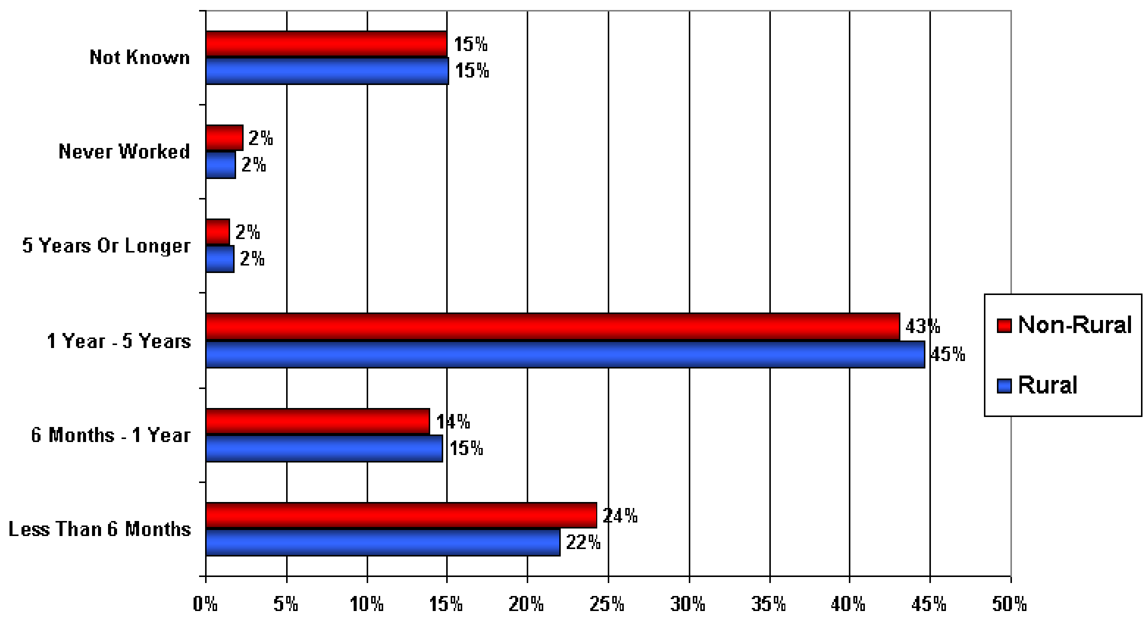


Base: All (16970): Rural (6906), Non-Rural (10064)
Q ref: Q3
Source: **mruk** research

3.2 Unemployment

In looking particularly at those out of work the geographical variation is minimal. The highest proportion of those unemployed have been unemployed for 1 year – 5 years (43% in non-rural areas, and 45% in rural areas). 24% and 22% (respectively) have been unemployed for under 6 months, and 2% (in both) have been unemployed for 5 years or longer. Whilst appearing to suggest respondents in rural areas are (marginally) more likely to be longer term unemployed it should be noted figures include respondents who have retired from work altogether.

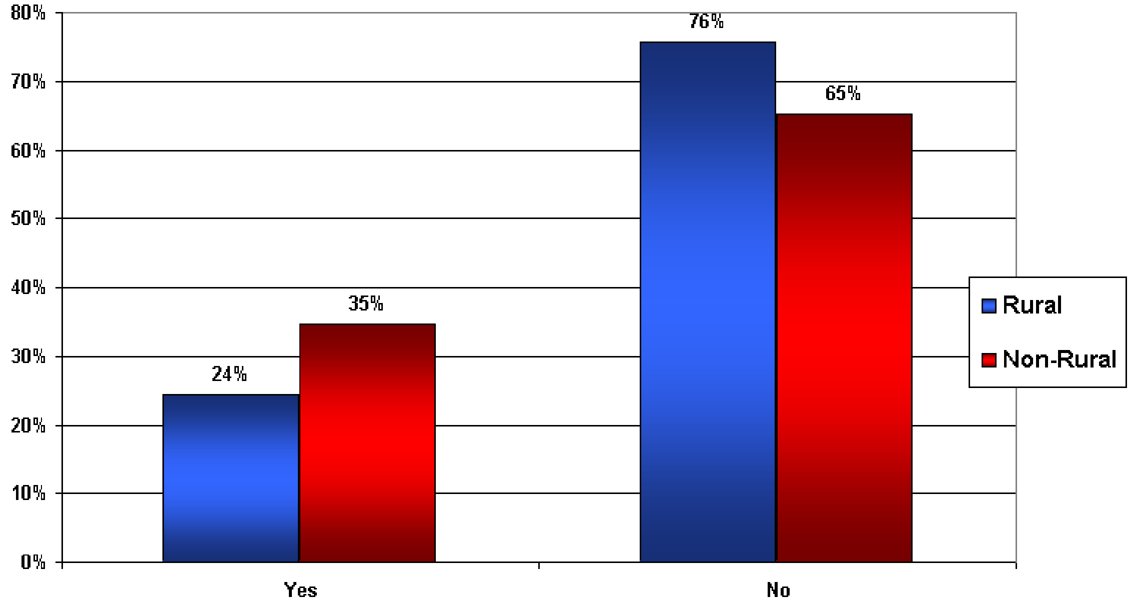
Figure 3: Time Unemployed



Base: Not In Employment (3194)
Q ref: Q4
Source: **mruk** research

A quarter of rural respondents (24%), and a third of non-rural respondents (35%) looked for full time work when their last job ended.

Figure 4: Did You Look For Full-Time Work?



Base: Unemployed (3193)
Q ref: Q5
Source: **mruk** research

3.3 Employment Characteristics

3.3.1 Sectoral Employment

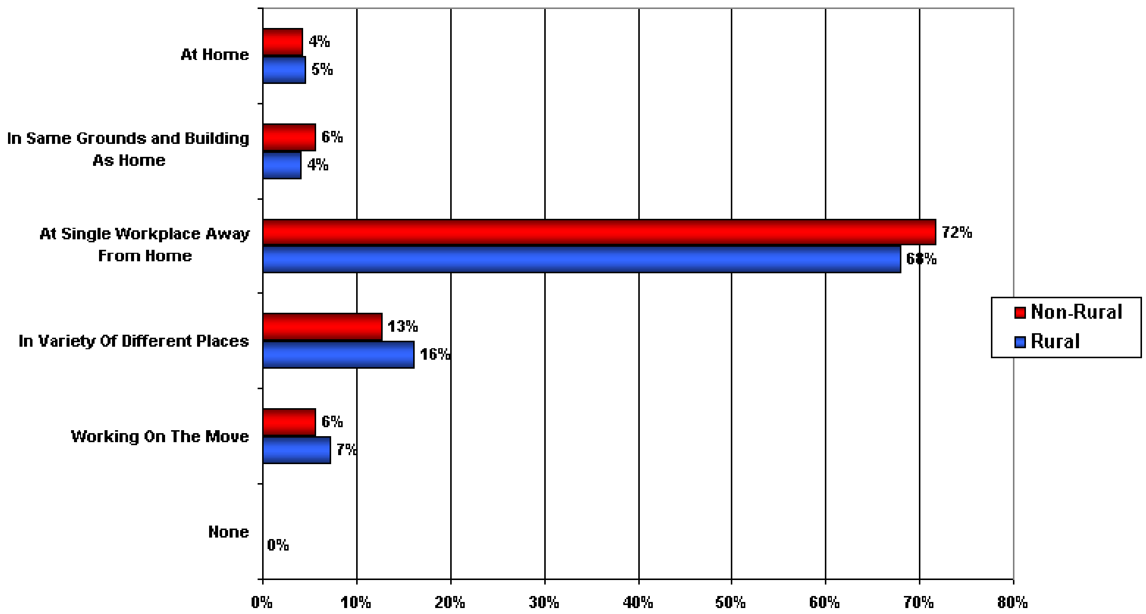
In examining the employment characteristics of those economically active the profile when examining rural and non-rural respondents does show some variances.

Using the Standard Industrial Classification (SIC) of Economic Activities nearly 54% of non-rural respondents work in the service sector compared to 49% of those in rural locations. Similarly, 18% are in manufacturing and construction compared to nearly 14% of those in rural locations.

3.3.2 Place of Work

In order to compare place of residence with main place of work further sub analysis shows that over two-thirds of non-rural and rural respondents describe their main place of work as 'at single workplace away from home' (72% and 68% respectively).13% of non-rural respondents and 16% of rural respondents work 'in a variety of different places', with a minority of respondents working 'in same grounds and building as home' and 'at home', as illustrated below.

Figure 5: Main Place of Work



Base: In Employment: Rural (4526), Non-Rural (5928)
Q ref: Q12
Source: **mruk** research

3.3.3 Travel to Work

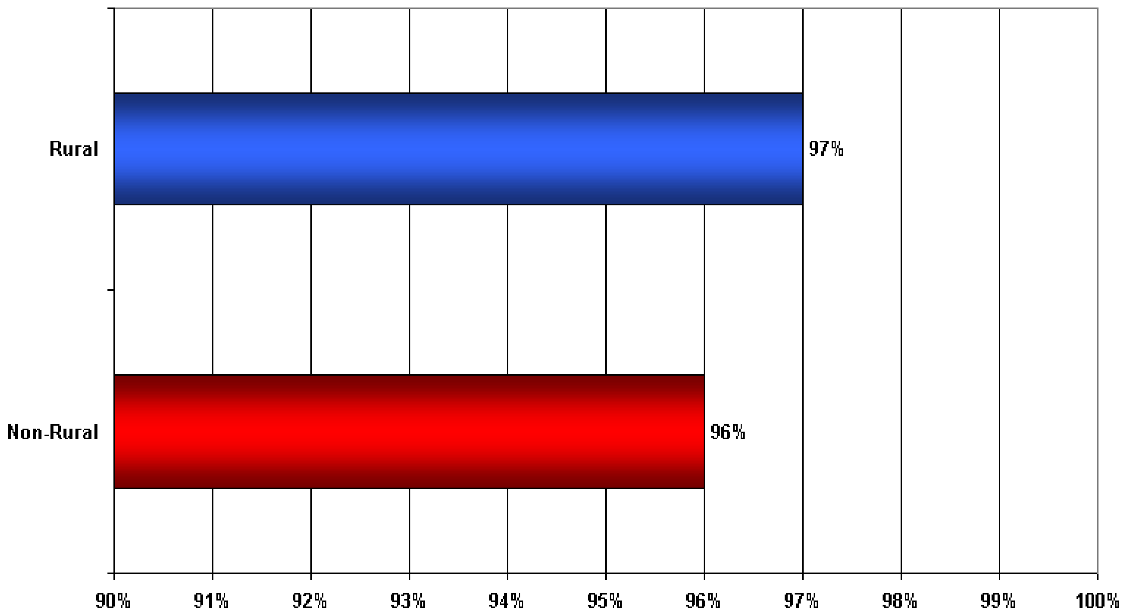
Notably, 71% of respondents in each geographical category travel only for 20 minutes or less to get to work. Overall, travel to work times show very little variation.

However, (and perhaps inevitably) a higher proportion (69%) of rural dwellers travel to work as the sole occupant of a car or van than those in non-rural locations (62%). Conversely, a higher proportion (7%) in non-rural areas use a bus than do their rural counterparts (4%).

3.3.4 Permanence of Employment

Figure 6 below illustrates that the vast majority of both sets of respondents regard their job as "permanent" (97% rural/ 96% non-rural).

Figure 6: Permanence of Employment

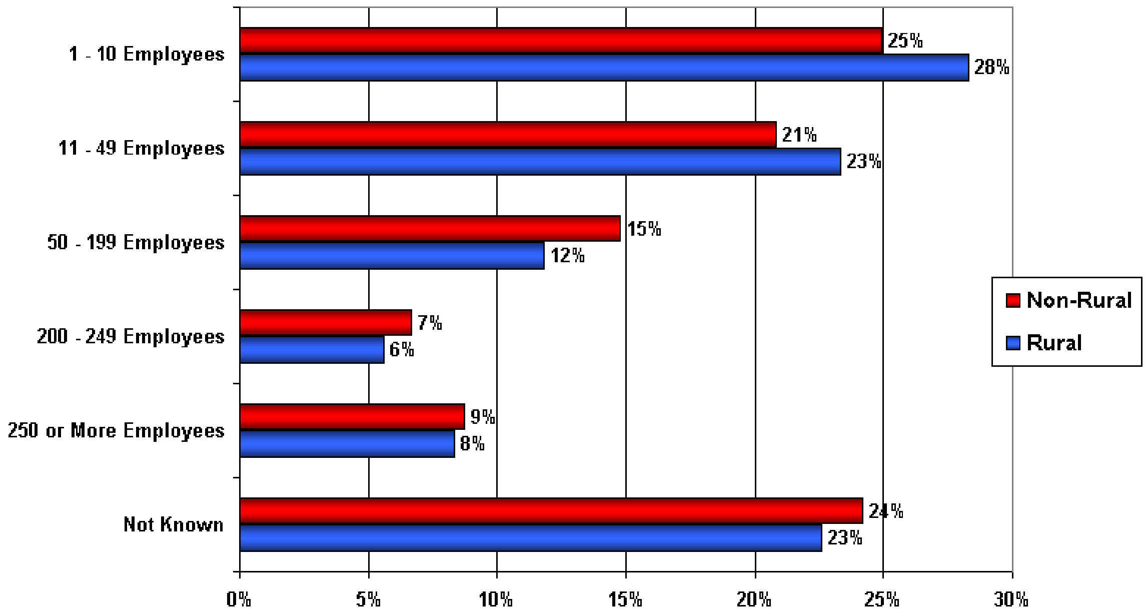


Base: In Employment: Rural (4526), Non-Rural (5928)
Q ref: Q17
Source: **mruk** research

3.3.5 Size of Organisations Worked For

In examining the size of the organisations that respondents work for a marginally higher proportion of those in rural areas appear to work in smaller sized organisations (ie up to 50 employees). By contrast (and invariably reflecting the more urban/ city centre locations of major employers) a greater number of non-rural based respondents work for larger organisations.

Figure 7: Size of Business Worked For (Number of Employees)



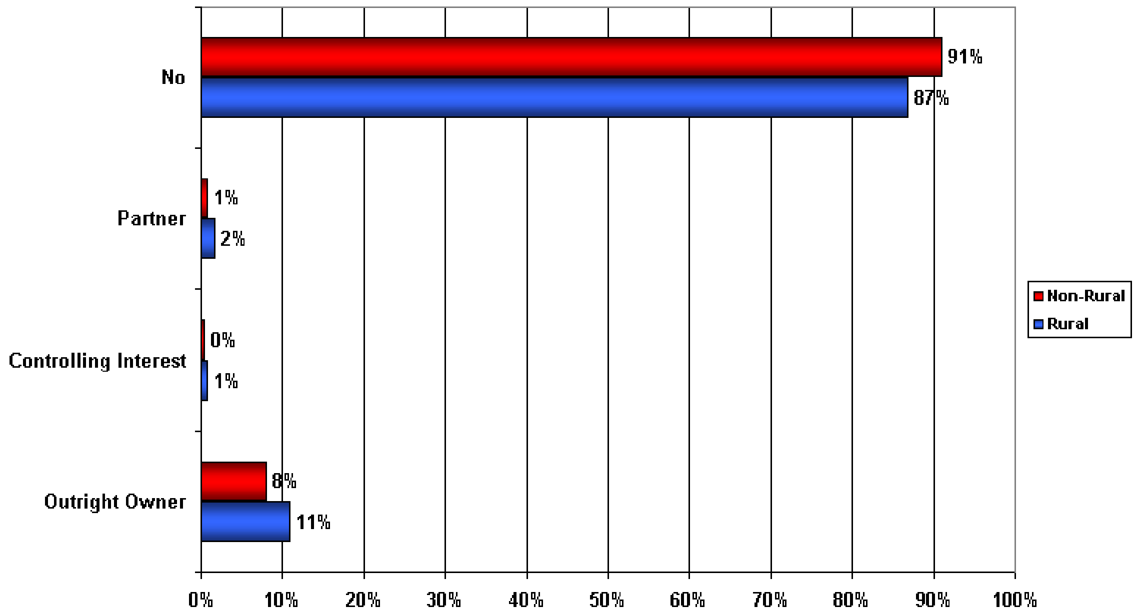
Base: In Employment
Q ref: Q16
Source: **mruk** research

3.4 Self Employment

3.4.1 Business Enterprise

Based upon re weighted data the survey estimates less than 10% of non-rural survey respondents across the East Midlands region are owners, partners or have a controlling interest in a business enterprise or professional practice, compared to 14% of rural survey respondents. Figure 8 below illustrates that the majority of those are the outright owner of the business concerned.

Figure 8: Owner, Partner or Controlling Interest In A Business Enterprise?

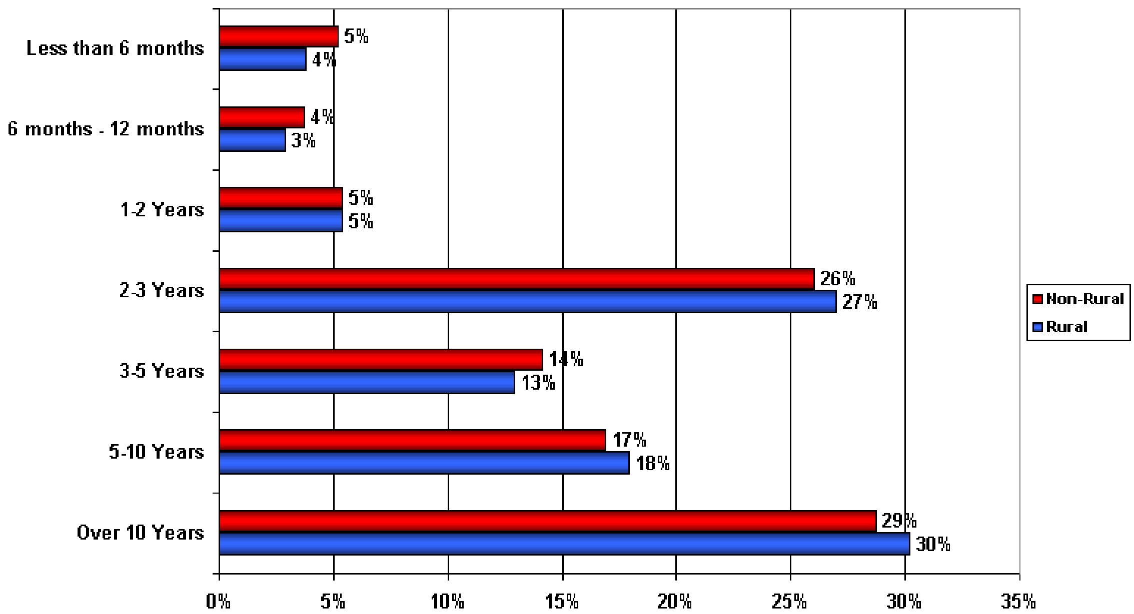


Base: In Employment
Q ref: Q19
Source: **mruk** research

3.4.2 Time In Business Enterprise

Of those respondents who have ownership or controlling interests in a business enterprise 30% of rural respondents, and 29% of non-rural respondents have been in this position for 10 years or more. 27% of rural respondents and 26% of non-rural respondents have been in this position for 2 – 3 years. The variation between the two geographical groups is never more than 1% for each time band.

Figure 9: How Long Owner / Controlling Interest In Business?



Base: Own Business
Q ref: Q20
Source: **mruk** research

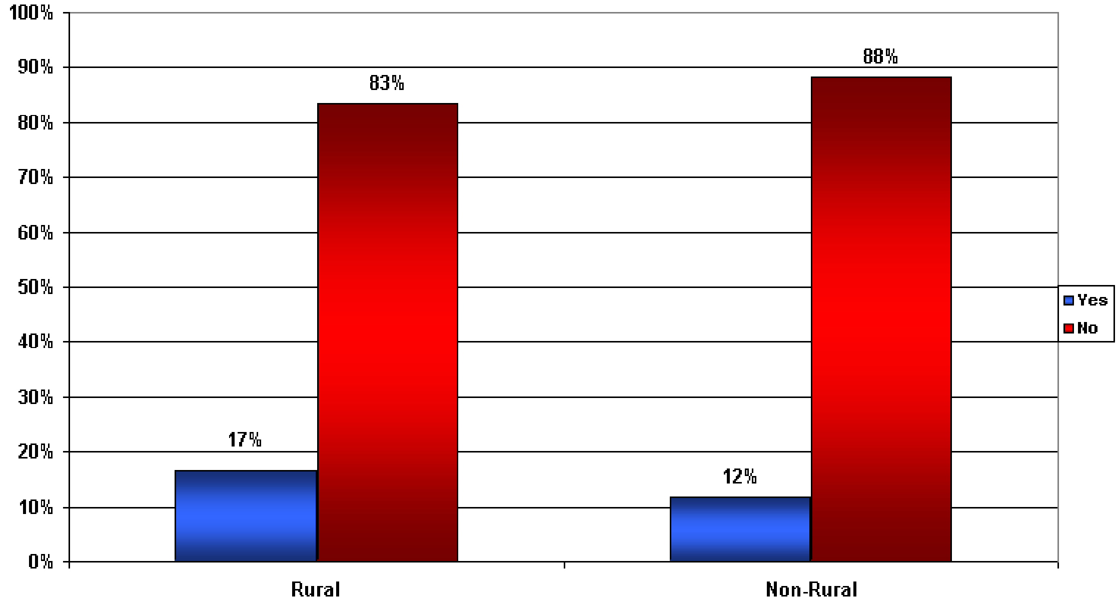
4. BUSINESS START UP

This section of the report examines the level of aspiration to start a business enterprise and awareness of the support mechanisms available to allow those with such an interest to do so.

4.1 Aspirations

Excluding those who already have ownership or controlling interests in a business enterprise 17% of rural respondents and 12% of non-rural respondents have at some time considered starting up their own business.

Figure 10: Considered Starting Own Business?

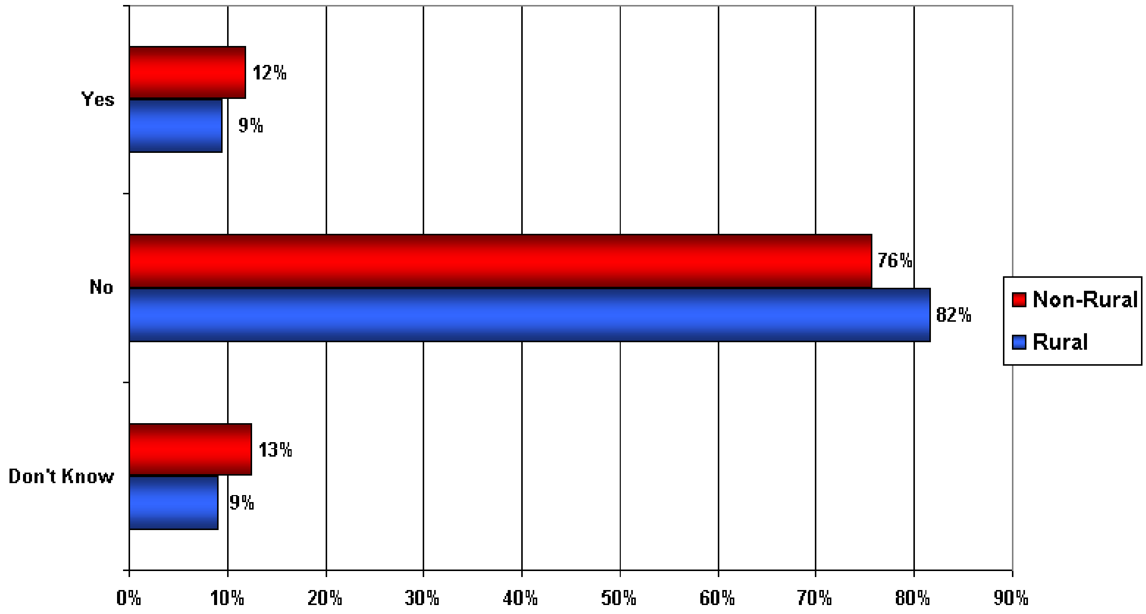


Base: Does Not Have Own Business
Q ref: Q19
Source: **mruk** research

4.2 Expect to Start Up in Next 12 Months

Of those who have considered starting up their own business some 12% in a non-rural location, and 9% in a rural location expect to do so within the next 12 months.

Figure 11: Expect to Start Up in Next 12 Months



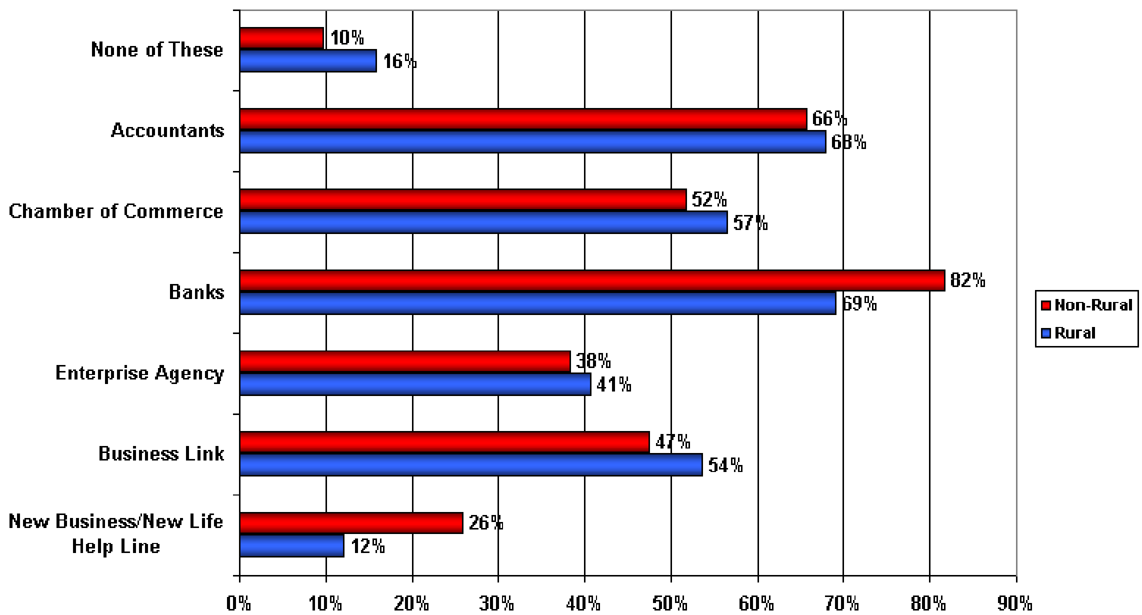
Base: Considered Starting Up Own Business
Q ref: Q22
Source: **mruk** research

4.3 Awareness of Business Support Provision

Based upon those in business (but for less than two years) or considering starting up, Figure 12 illustrates the relative awareness of the specified business support providers. Inevitably awareness of Banks (82% non-rural, 69% rural) and Accountants (66% and 68% respectively) is fairly high. Just over half express awareness of the Chamber of Commerce (52% and 57% respectively) and Business Link (47% non-rural and 54% rural). However, the variation in awareness of the Bank's role as a support source is notable and may reflect the lack of presence of the main banks in rural locations?

Awareness is lowest in relation to the New Business / New Life Help Line (26% non-rural, 12% rural).

Figure 12: Awareness of Business Support



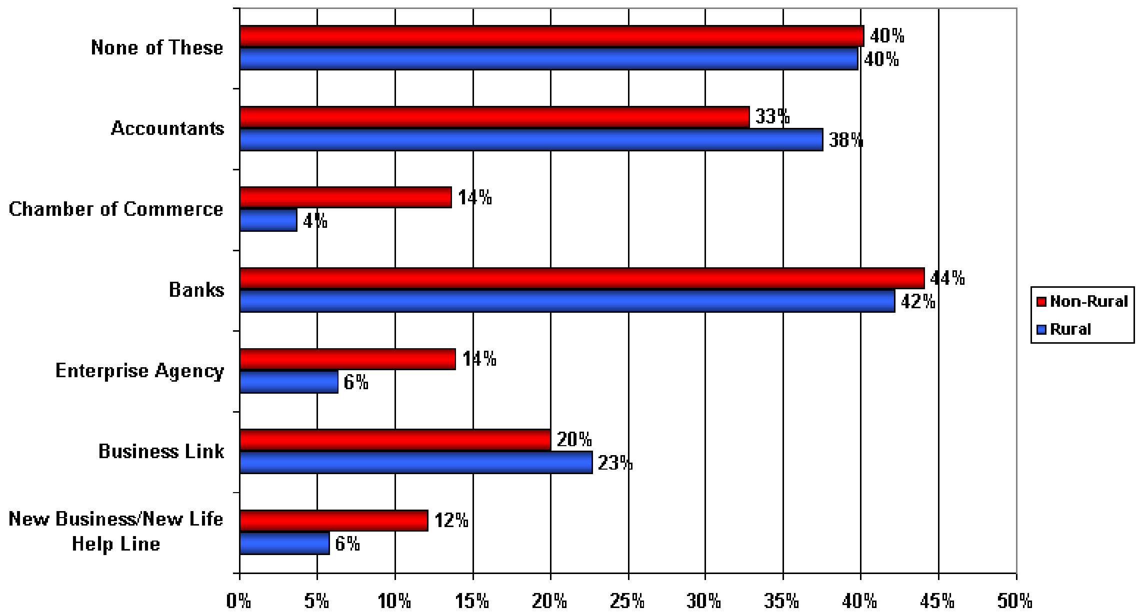
Base: In Business for less than two years or Considering Business Start Up within the next 12 Months
Q ref: Q23
Source: **mruk** research

4.4 Use of Business Support Services

In addition, respondents concerned were asked if they have or if they intend to use any of these business support facilities.

The profile (illustrated in figure 13 below) is similar to that shown for levels of awareness. However, use or intended use for any one service does not exceed 45% whether in non-rural or rural areas. Again, highest use of services applies to Banks and Accountants. Notably, some 40% in both rural and non-rural areas do not use or do not intend to use any of the services specified.

Figure 13: Use / Intended Use of Business Support Services



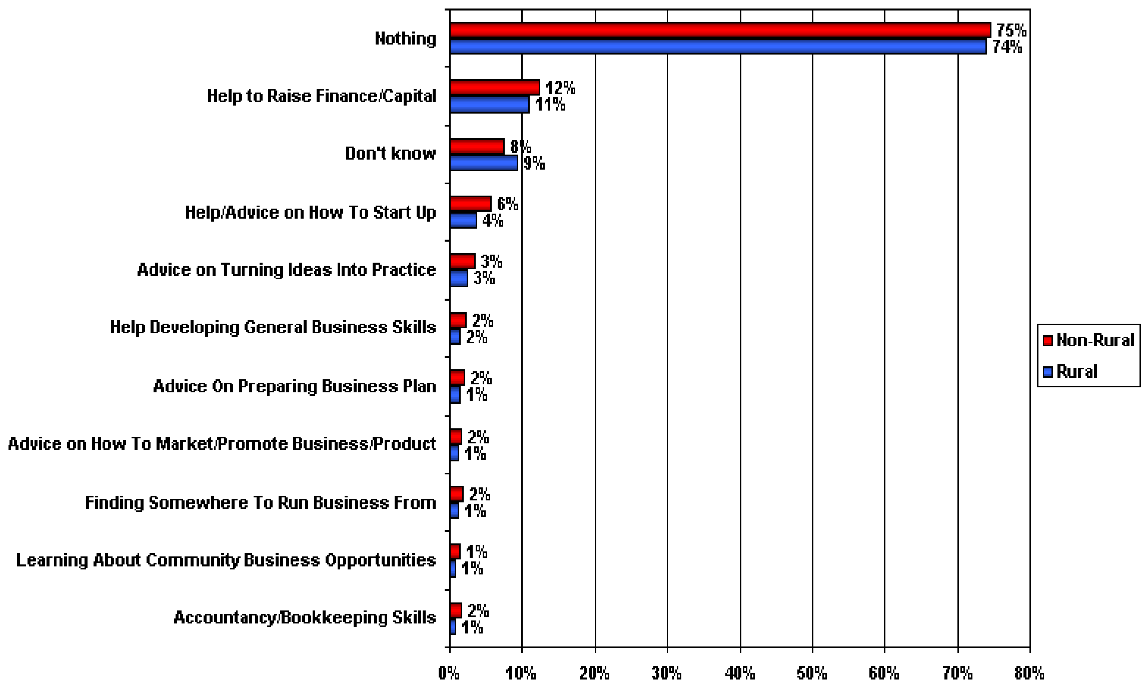
Base: In Business for less than two years or Considering Business Start Up within the next 12 Months
Q ref: Q23
Source: **mruk** research

4.5 Encouraging Business Support

As a final question in the section of the survey focusing on business enterprise and start up all respondents (except those already with business interests) were asked to identify what (if anything) it would take to encourage them to start up their own business.

The vast majority (75% in non-rural areas, and 74% in rural areas) said "nothing" would encourage them whilst a further 8% non-rural respondents, and 9% rural respondents simply replied, "don't know". Otherwise, the most prominent factors identified were 'help to raise finance/ capital' (12% and 11% respectively) and 'help/ advice on how to start up' (6% and 4%).

Figure 14: What Would Encourage Business Start Up?



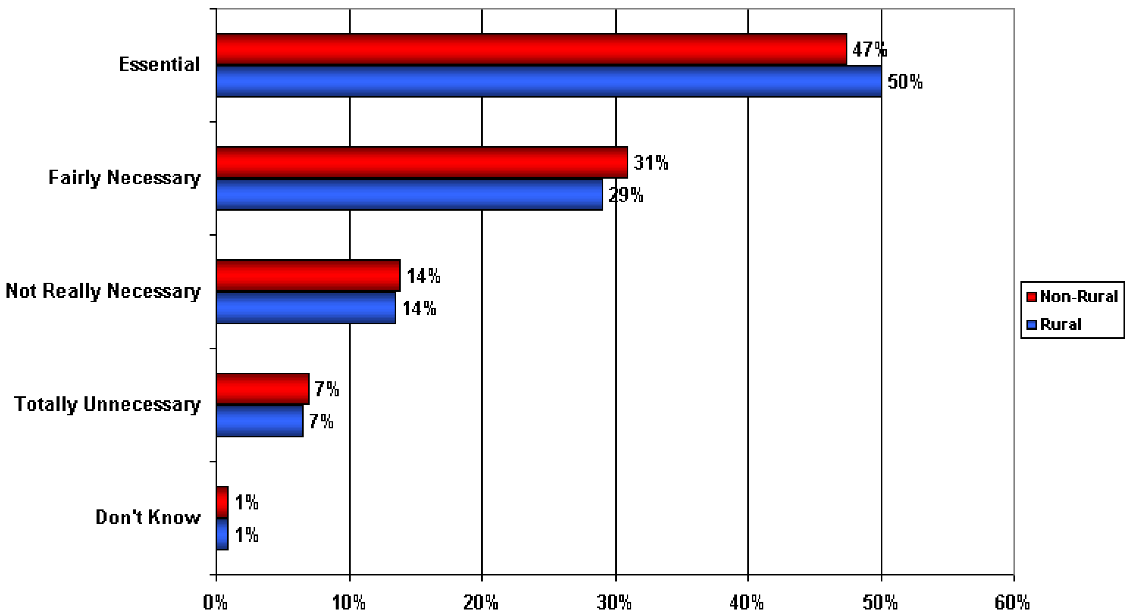
Base: Not Considered/ Considering Starting Up Own Business
Q ref: Q24
Source: **mruk** research

5.1 Qualifications for Current Employment

In relation to those in employment at the time of the survey nearly half (47% in rural locations and 49% in non-rural) said that no qualifications would be needed to get the type of job they are doing if someone were applying today.

Of those specifying qualifications they think are needed, up to half of the respondents replied that it is 'essential', (47% in non-rural areas, and 50% in rural areas), and only 14% in both areas replied that 'it is not really necessary'.

Figure 15: How Necessary Is It To Possess Those Qualifications?

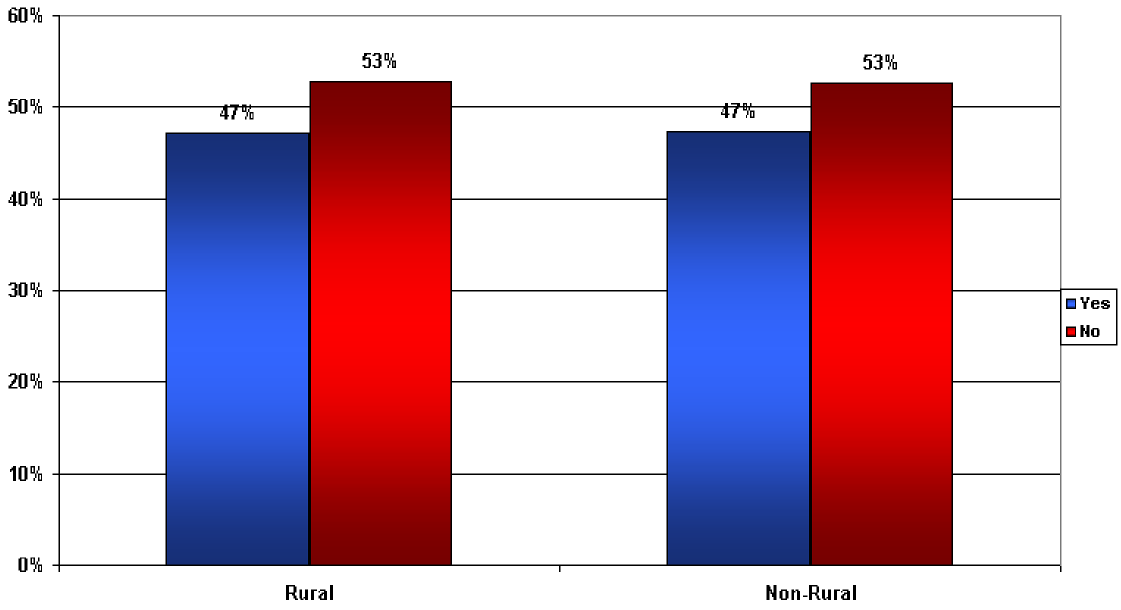


Base: Have Qualifications
Q ref: Q26
Source: **mruk** research

5.2 Training for Current Employment

Just under half (47%) of respondents have previously had or are currently receiving training for the type of work that they do. As illustrated below there is no variation in the geographical groups.

Figure 16: Ever Had Training For Type Of Work Currently Do?



Base: Have Qualifications
Q ref: Q28
Source: **mruk** research

5.3 Particular Measures of Skill Demand - Importance of Having Certain Skills

The table below illustrates the perceptions of respondents in relation to the importance of having certain skills or knowledge in order to carry out a particular role. Categories relating to interpersonal skills are clearly considered important, for example – 89% of rural, and 90% of non-rural respondents replied it is important to 'co-operate with colleagues'. Other high ratings include 89% of rural respondents and 85% of non-rural respondents realise the importance of 'dealing with people'. However, when asked about the importance of 'using Computer, PCs, etc' just over half of the respondents replied it was important (55% rural, 53% non-rural), and when asked about the importance of 'using the internet', only one third of respondents replied it was important (35% rural and 33% non-rural).

Figure 17: Importance Of…

Spotting Problems or Faults	Rural	83%
	Non-Rural	77%
Working Out Cause Of Problems Or Faults	Rural	80%
	Non-Rural	74%
Thinking Of Solutions To Problems	Rural	79%
	Non-Rural	72%
Analysing Complex Problems In Depth	Rural	58%
	Non-Rural	50%
Dealing With People	Rural	89%
	Non-Rural	85%
Instructing Training/Teaching People	Rural	53%
	Non-Rural	49%
Making Speeches Or Presentations	Rural	27%
	Non-Rural	25%
Persuading/Influencing Others	Rural	58%
	Non-Rural	53%
Selling A Produce Or Service	Rural	40%
	Non-Rural	36%
Counselling, Advising Or Caring For Customers	Rural	58%
	Non-Rural	53%
Working With Team Of People	Rural	87%
	Non-Rural	89%
Listening Carefully To Colleagues	Rural	87%
	Non-Rural	89%
Cooperating With Colleagues	Rural	89%
	Non-Rural	90%
Using Computer, PC etc	Rural	55%
	Non-Rural	53%
Using The Internet	Rural	35%
	Non-Rural	33%

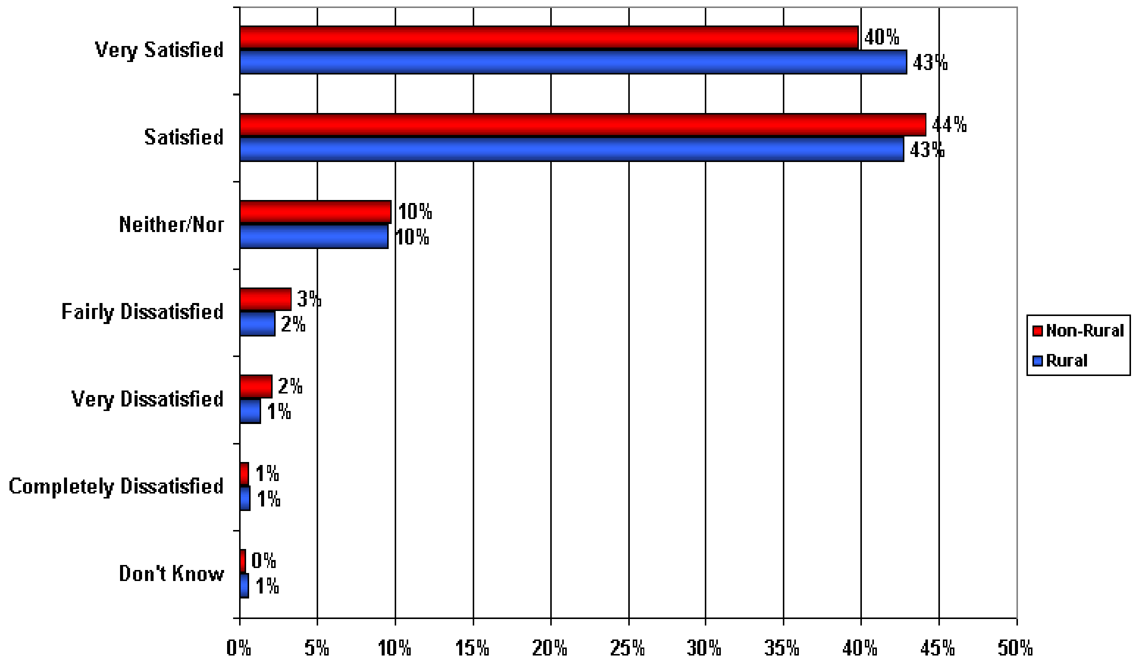
Base: In Employment
Q ref: Q30
Source: **mruk** research

6. JOB SATISFACTION/ SECURITY

6.1 Satisfaction With Current Job

Satisfaction levels that respondents have with their current job are very high. 84% of non-rural respondents, and 86% of rural respondents are experiencing satisfaction, which is evenly distributed between 'satisfied' and 'very satisfied', compared to 6% of non-rural respondents and 4% of rural respondents who are experiencing dissatisfaction. However only 1% in each group are 'completely dissatisfied'.

Figure 18: Satisfaction With Job

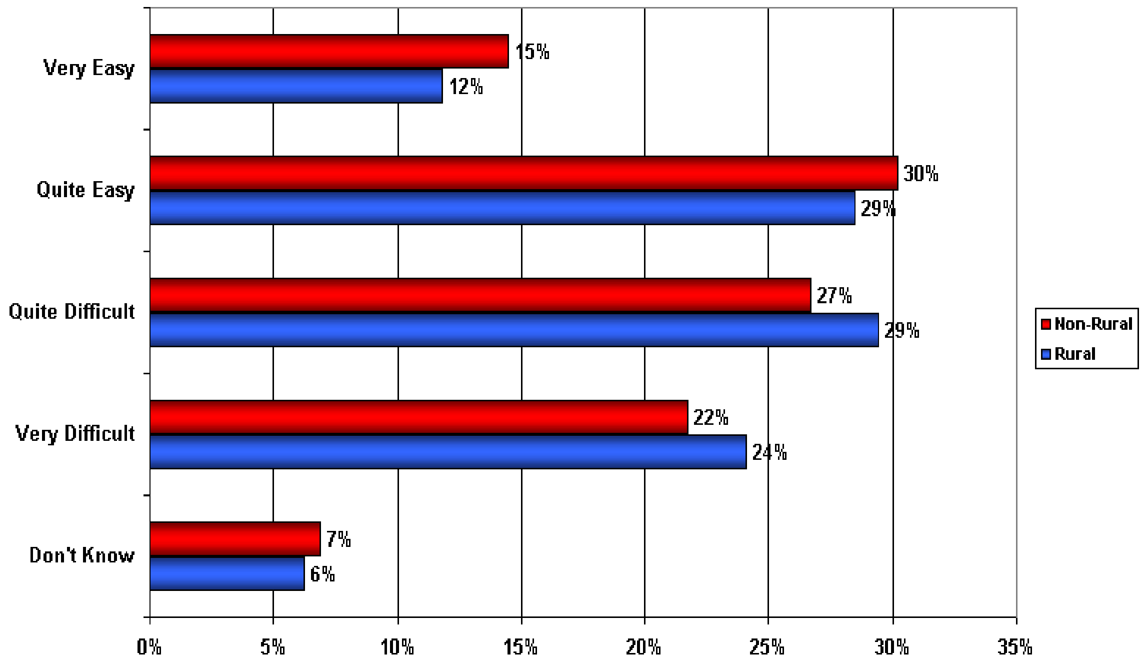


Base: In Employment
Q ref: Q31
Source: **mruk** research

6.2 Job Security

49% of non-rural respondents and 53% of rural respondents believe that it would be difficult to find another job as good as the job they have at present if looking for work today. This compares to 45% of non-rural and 41% of rural respondents who perceive it would be easy to obtain another job.

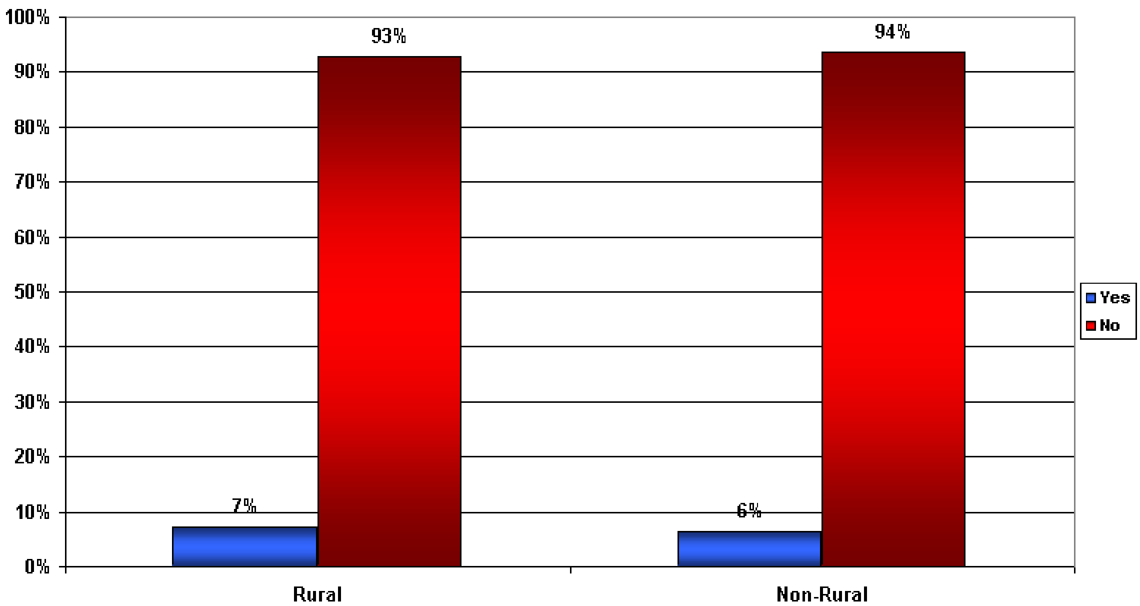
Figure 19: How Easy Do You Think It Would Be To Find Another Job?



Base: In Employment
Q ref: Q32
Source: **mruk** research

However, there is a high level of confidence amongst the respondents about the security of their present employment. Only 7% of rural and 6% of non-rural respondents, think that there is any chance they will become unemployed within the next 12 months. Of those only a small proportion think it "very likely" or "quite likely" to happen.

Figure 20: Chance Will Become Unemployed?

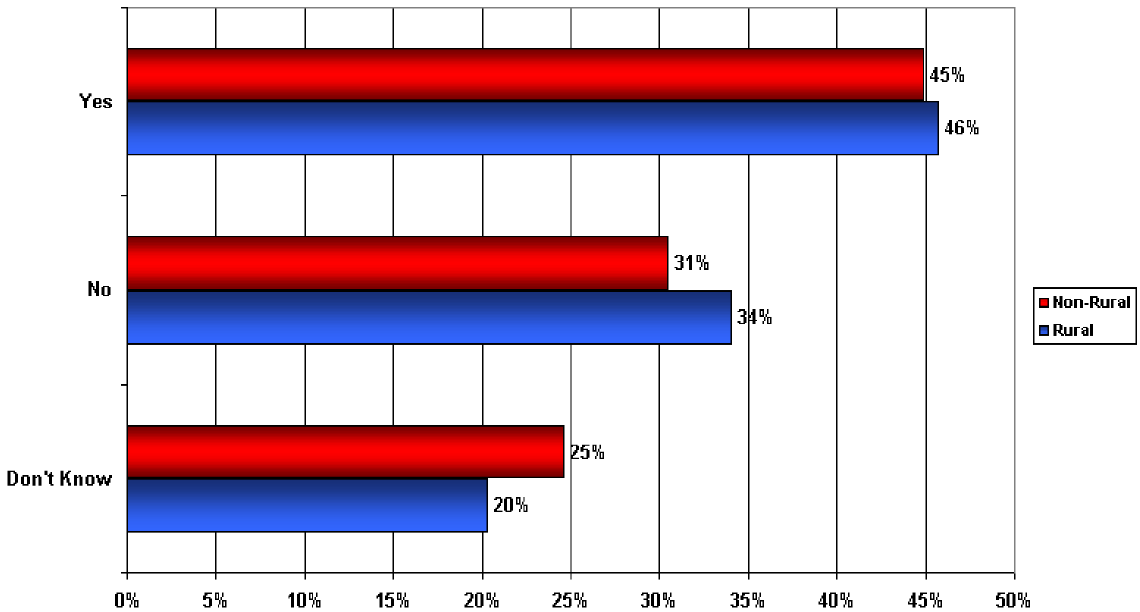


Base: In Employment
Q ref: Q33
Source: **mruk** research

6.3 Investor In People

Just under half of the respondents replied that their organisation is recognised as an Investor In People, (45% non-rural, 46% rural), with one-third replying that they were not (31% and 34% respectively).

Figure 21: Investor In People



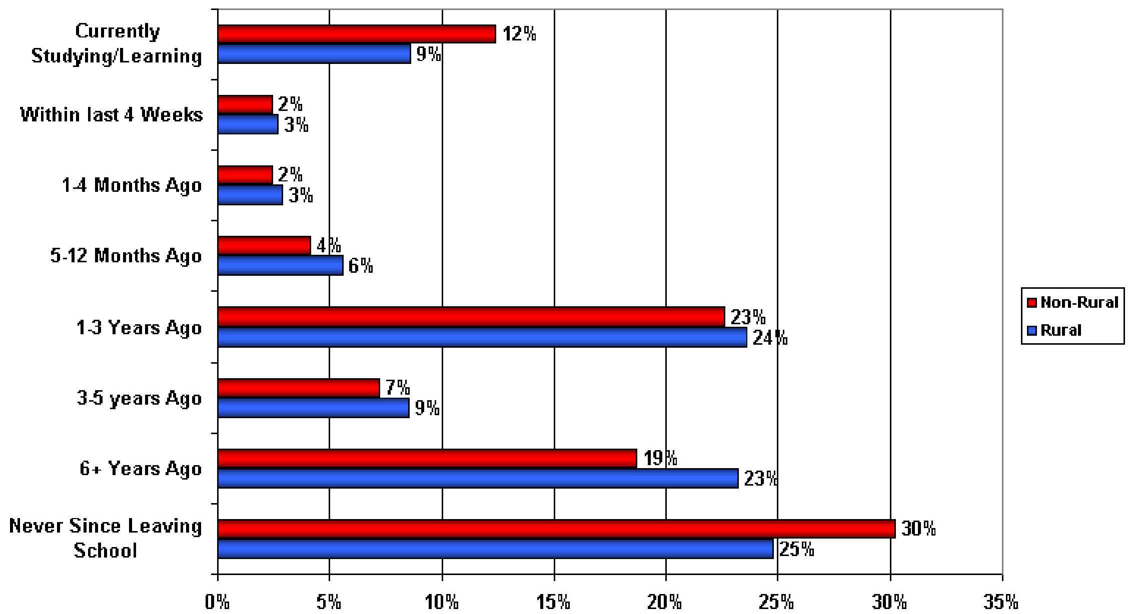
Base: In Employment
Q ref: Q35
Source: **mruk** research

7. PARTICIPATION IN TRAINING AND LEARNING

7.1 Training/Learning Last Undertaken

Figure 22 below illustrates how recently the respondents to the survey **last** undertook any training or learning (which could include attending classes, individual tuition etc). Of those respondents who have undertaken training since they left school, the most popular response was that it was '1-3 years ago' (accounting for just under a quarter of the replies, 23% non-rural and 24% rural), and respondents who last undertook training/learning 'over 6 years ago' (19% and 23% respectively). 12% of non-rural, and 9% of rural respondents are currently studying/learning.

Figure 22: Last Undertook Training/Learning?

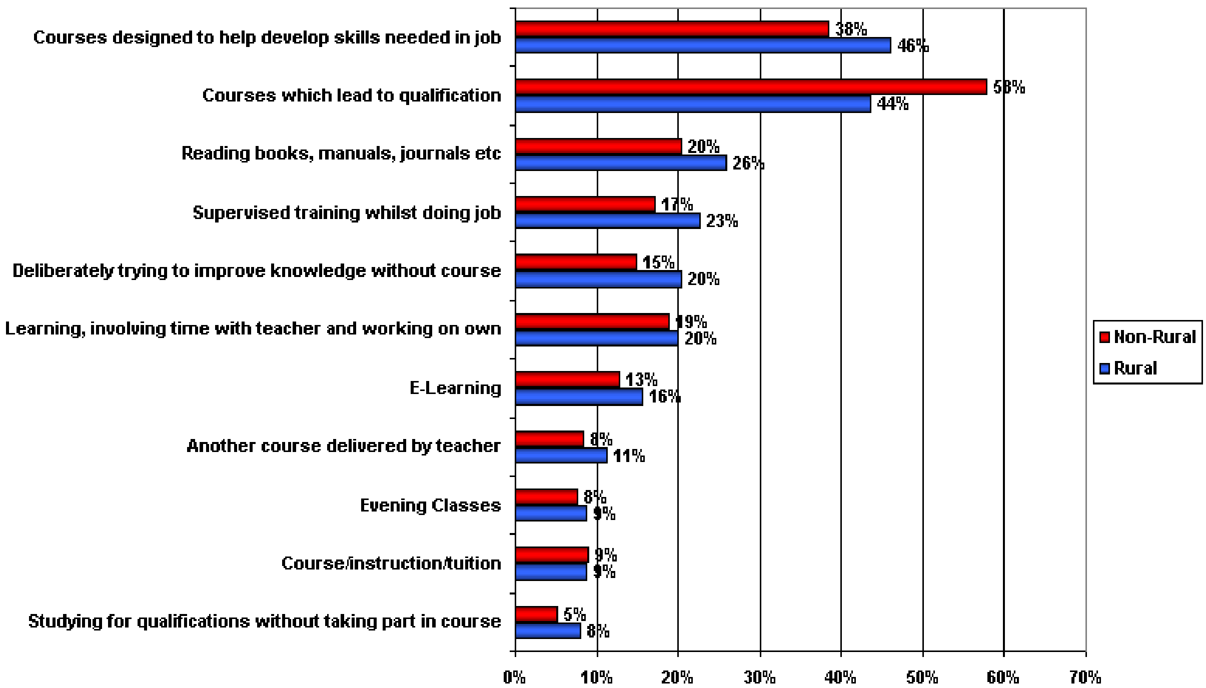


Base: All Respondents
Q ref: Q41
Source: **mruk** research

7.2 Training/ Learning Methods

Of those respondents who have undertaken training in the past year, the most popular method was 'courses which lead to qualifications' (58% in non-rural areas and 44% in rural areas), followed by 'courses designed to help develop skills needed in job' (38% in non-rural areas and 46% in rural areas). However, the variation between the respective figures are in themselves notable. Findings suggest a potential link between urban/ city dwellers and academic qualifications although, that is likely to be accounted for by the easier access to academic institutions (for this purpose) for those living in or close to cities/ towns. The reasons for a higher proportion of rural dwellers following courses designed to help develop vocational skills is perhaps less obvious and may warrant further sub-analysis.

Figure 23: Training Methods Used

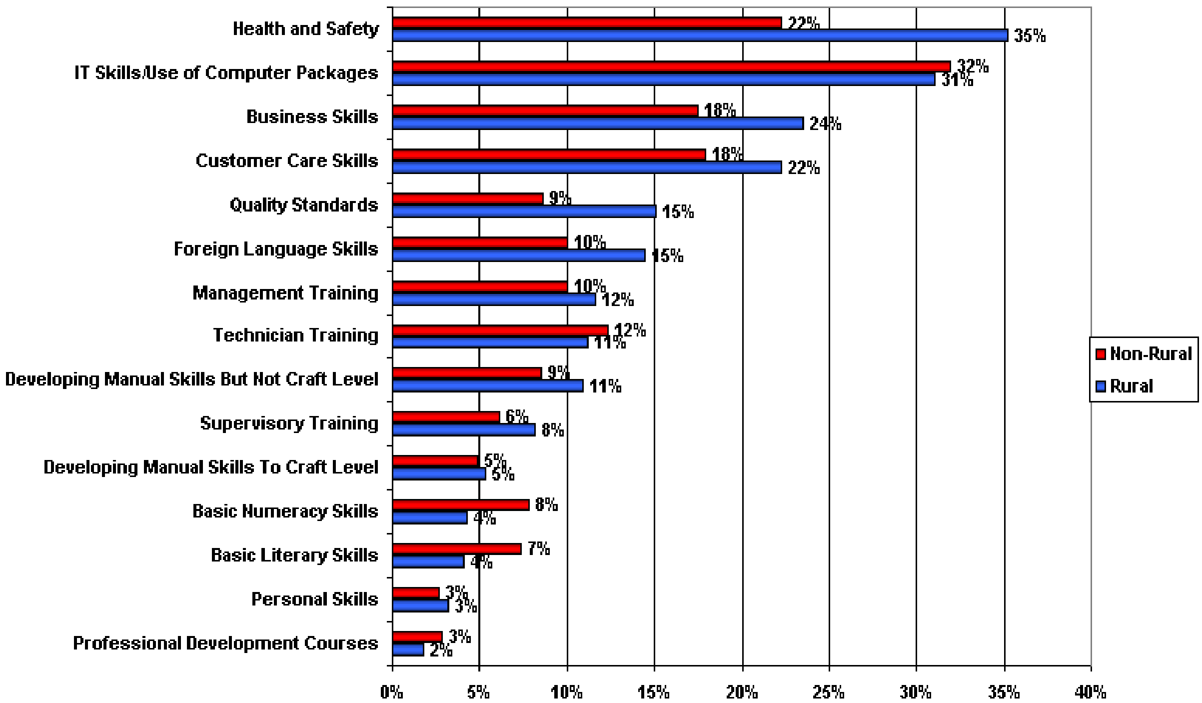


Base: Undertaken Training in Past Year
Q ref: Q42
Source: **mruk** research

7.3 Subject of Training/ Learning

Of the respondents who undertook training in the past year, the most popular type of training was 'health and safety' (22% in non-rural areas and 35% in rural areas), and 'IT skills/use of computer packages' (32% in non-rural areas, and 31% in rural areas). In addition, 'business skills' (18% in non-rural areas and 24% in rural areas) and Customer Care skills (18% and 22% respectively) are prominent.

Figure 24: Subject of Training/ Learning

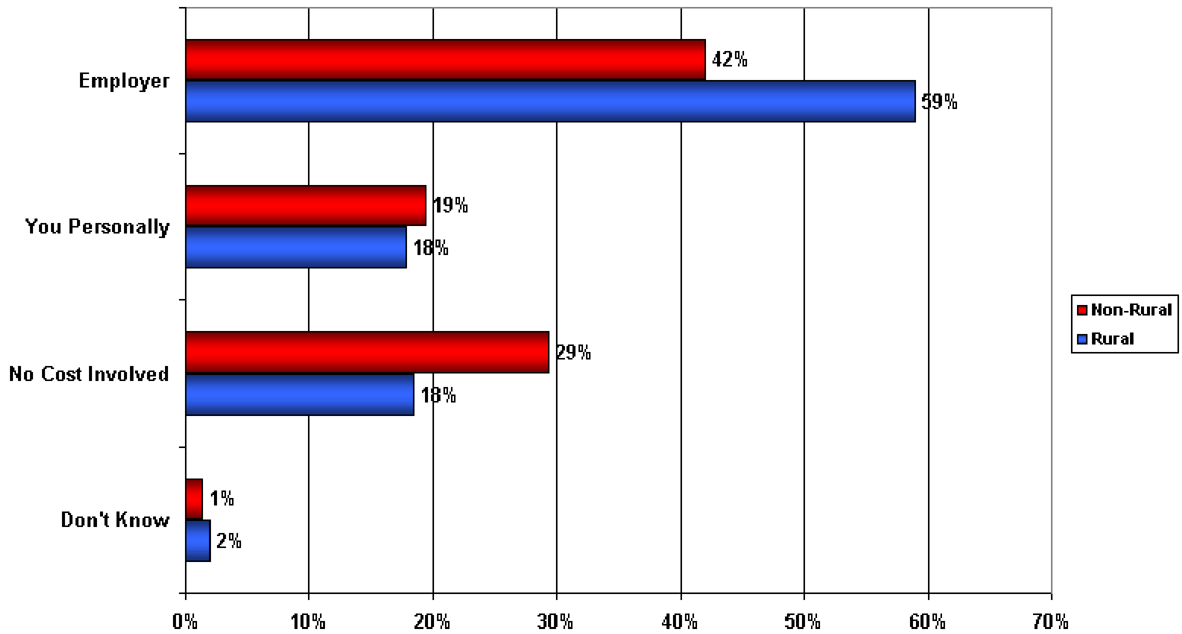


Base: Undertaken Training in Past Year
Q ref: Q41
Source: **mruk** research

7.4 Financing Training/ Learning

Half of the respondents had their training paid for by their employer (42% in non rural areas and 59% in rural areas), just under one fifth of respondents paid for the training themselves (19% in non rural areas, and 18% in rural areas). However, 29% of non-rural respondents and 18% of rural respondents had no cost involved.

Figure 25: Who Paid for Training?

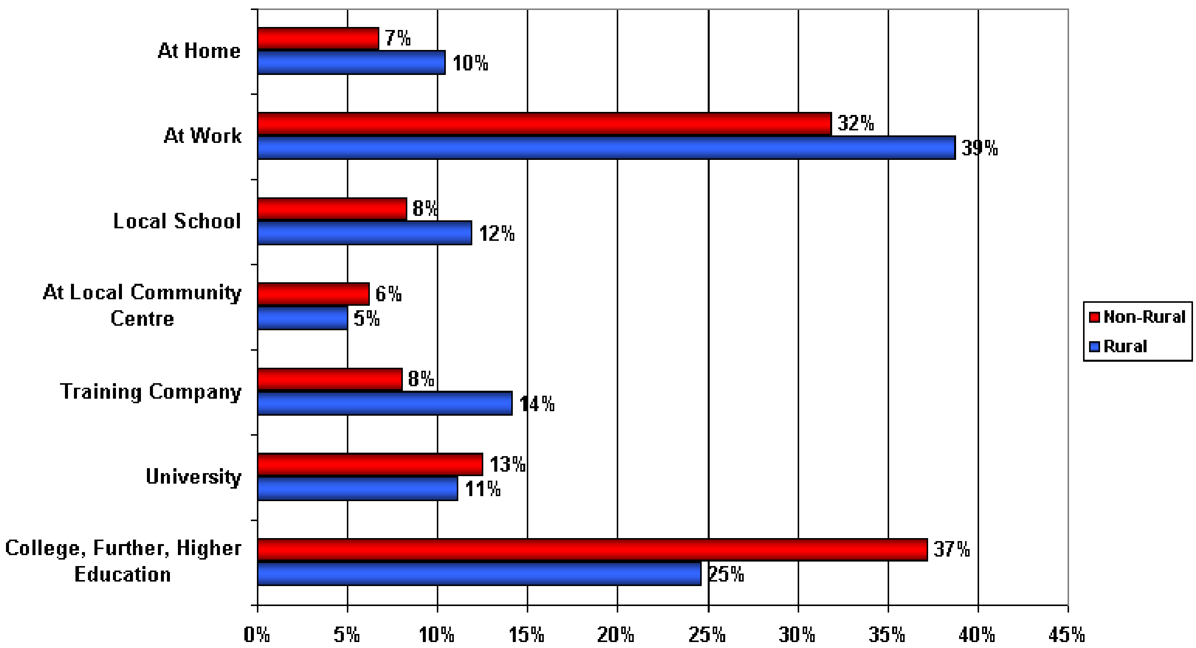


Base: Undertaken Training In Past Year
Q ref: Q44
Source: **mruk** research

7.5 Training Location

32% of non-rural respondents and 39% of rural respondents undertook their training 'at work', whereas 37% of non-rural respondents and 25% of rural respondents undertook training through 'College, Further or Higher Education'. Other locations include 'at home' (7% non-rural and 10% rural), 'local school' (8% non-rural and 12% rural), and 'University' (13% non-rural and 11% rural). Again there is a notably higher proportion of non-rural based respondents who have trained/ learnt through college, further or higher education routes than their rural counterparts.

Figure 26: Location of Training



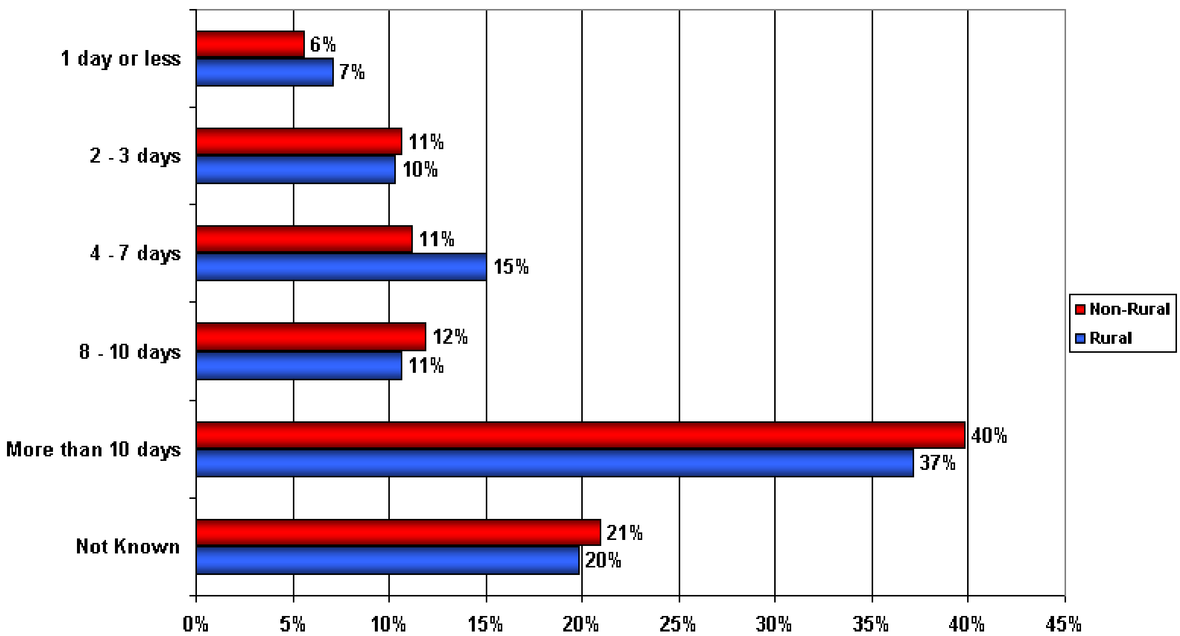
Base: Undertaken Learning in Past Year
Q ref: Q45
Source: **mruk** research

7.6 Time Spent Training/ Learning

Over one third of respondents spent more than 10 days training in the last 12 months. (40% non rural respondents and 37% rural), one fifth did not know how long they had spent training (21% and 20% respectively), as illustrated below.

Consistent with other findings illustrated earlier in this report the survey estimates that a higher proportion (69%) of non-rural dwellers have been undertaking training/ learning that has been leading to a qualification than respondents living in rural locations (equivalent figure 56%). As the re weighted base figures for both groups are in excess of 1,000 respondents the confidence interval (at the 95% level) is at worst ±3% and thus can be considered robust. Any focus on this variation would therefore be legitimate.

Figure 27: Time Spent Training In Last Year

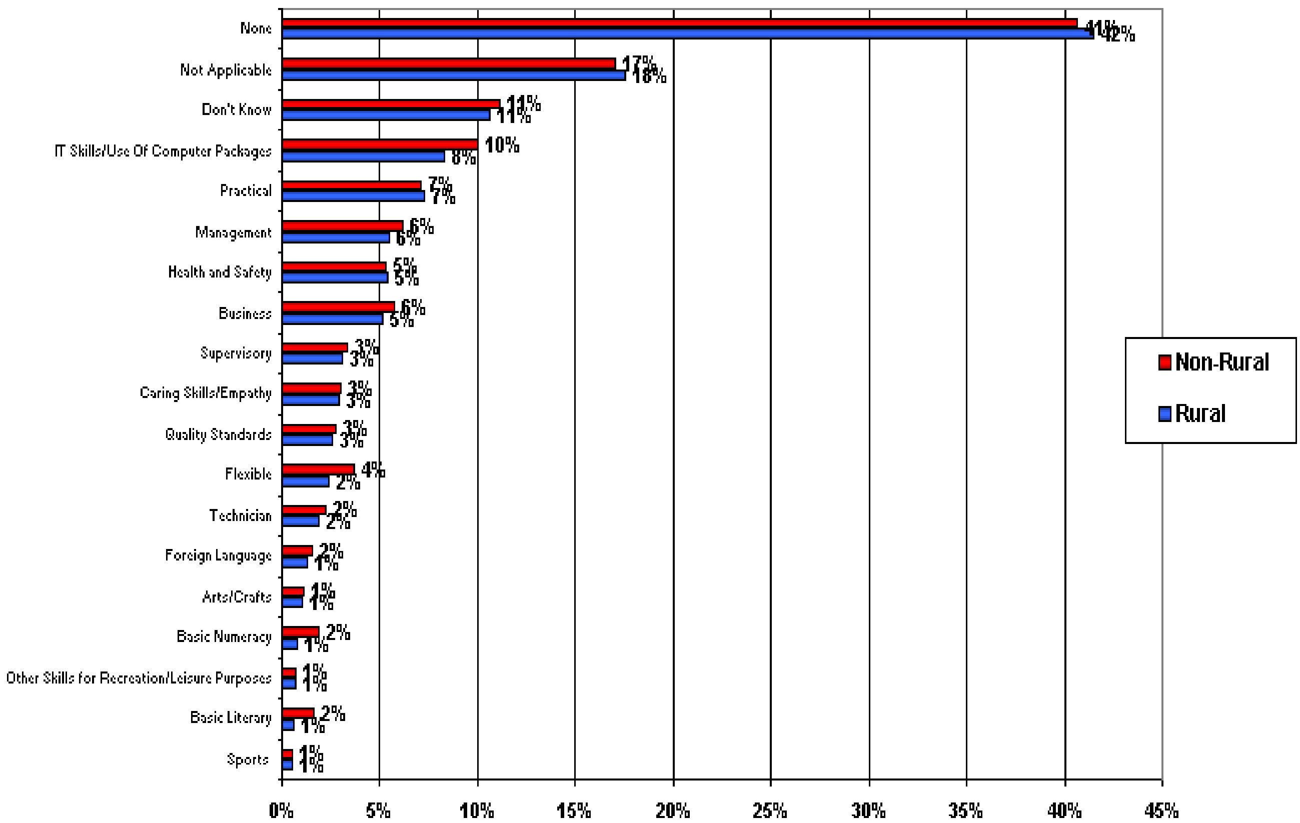


Base: Undertaking Training in Past Year: Rural (1,371), Non-Rural (2,137)
Q ref: Q46
Source: **mruk** research

7.7 Skills Needed

At this stage the survey sought to establish from all respondents the type of skills they felt they needed to develop over the next 12 months. The question was designed and framed to examine perceived needs for both work based skills development and, personal skills development (ie for leisure or other reasons). In relation to work, just under half of respondents in both groups replied that they do not need to develop any particular skills, (42% in non-rural areas and 42% in rural areas). Of those who do the most popular response is 'IT skills/use of computer packages' (10% non-rural respondents and 8% rural). 7% of both groups wish to develop their 'practical skills', 5% would like more 'health and safety' training, and 6% would like to develop their 'management' skills. For personal use most popular skills development requirements are for foreign languages and arts/ crafts (although no more than 5% specified any of these).

Figure 28: Skills Needed To Develop?

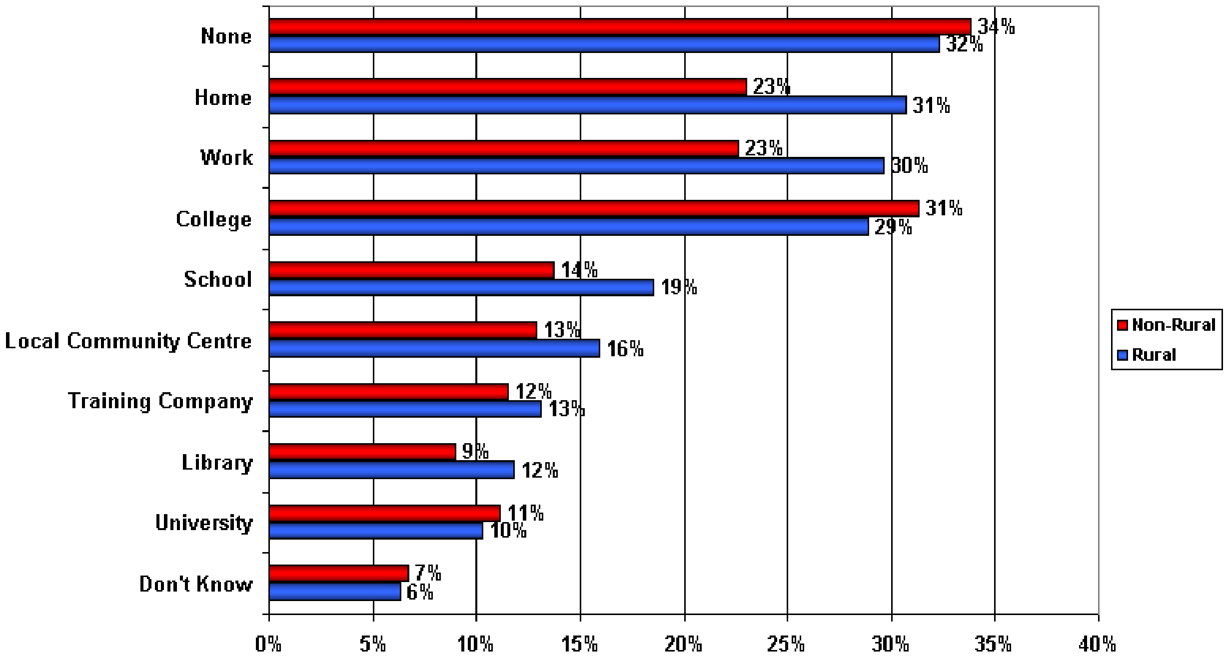


Base: All Respondents
Q ref: Q48
Source: **mruk** research

7.8 Where Prepared to Undertake Training/ Learning

All respondents to the survey were asked (thinking about both work and non-work related training or learning) in which of a series of pre-determined locations would they be prepared to undertake training/learning activities. Of the respondents who are willing to undertake training, the most popular location in which to do so is at ‘College’, (31% of non-rural respondents and 29% of rural respondents), closely followed by 23% of non-rural respondents and 30% of rural respondents who wish to undertake training ‘at work’, along with 23% of non-rural and 31% of rural respondents who wish to undertake training ‘at home’.

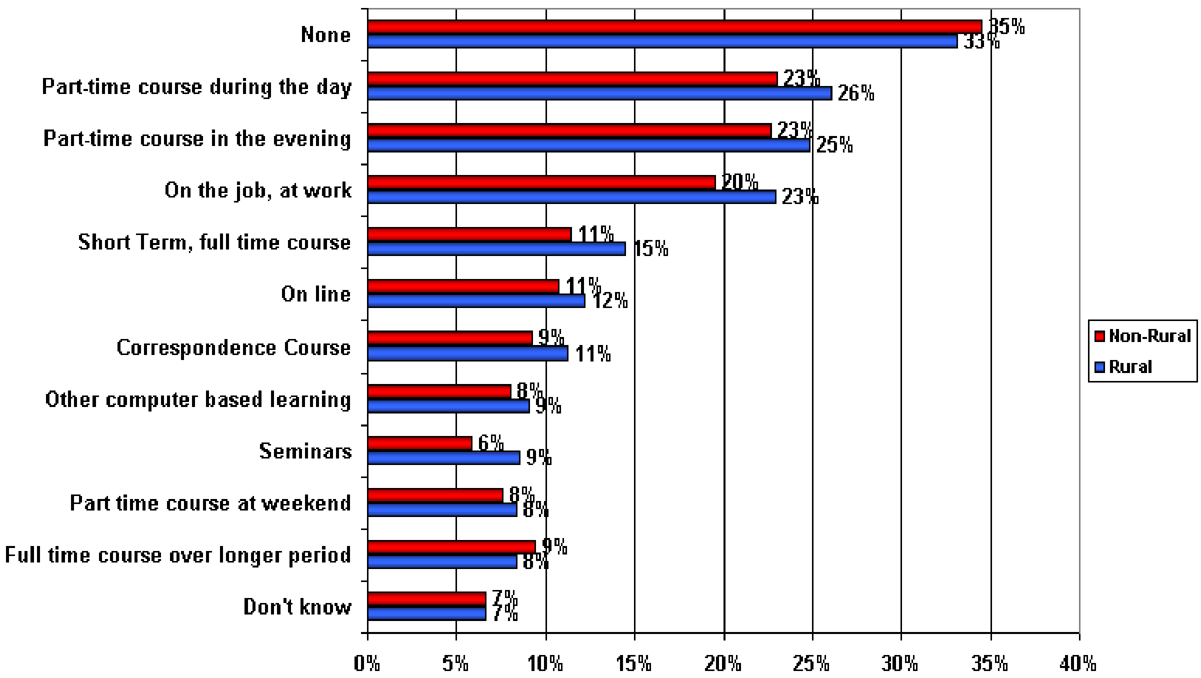
Figure 29: Location Prepared To Undertake Training/ Learning?



Base: All Respondents
Q ref: Q51
Source: **mruk** research

Of the respondents who are prepared to take training, the most popular method is a part-time course. Just under one-quarter (23%) of non-rural respondents are prepared to take a part-time course in either the evening or the day, and 25% of rural respondents are prepared to take a 'part-time course in the evening'. This compares to 23% and 26% (respectively) who are prepared to take a 'part-time course in the day'. A similar ratio of respondents are willing to train 'on the job, at work' (20% non-rural and 23% rural). Other methods account for no more than 12%.

Figure 30: Training/ Learning Method Prepared to Use

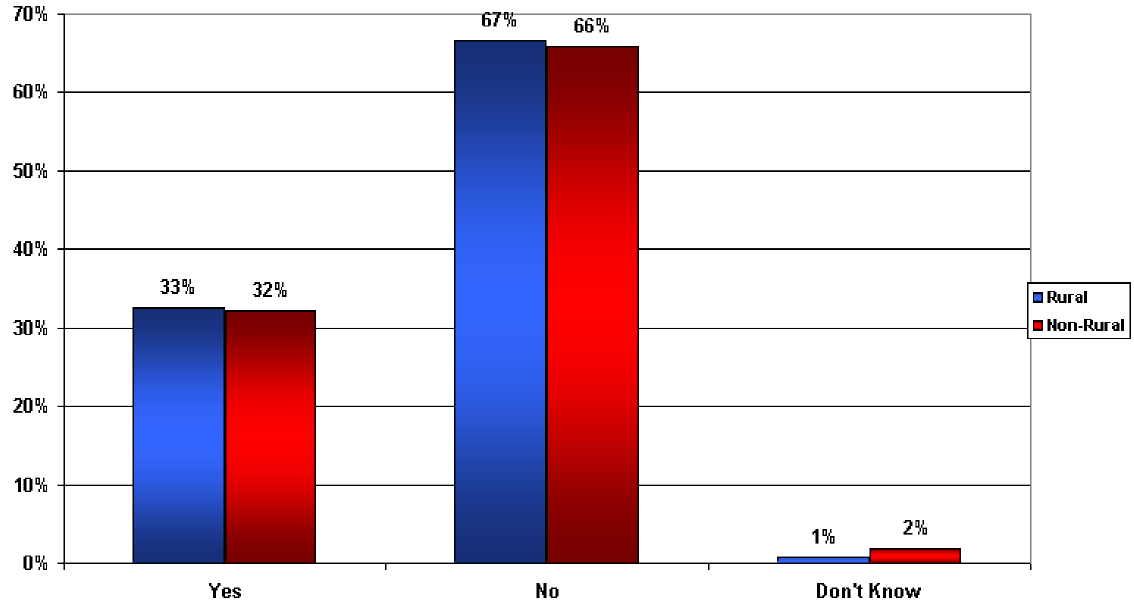


Base: All Respondents
Q ref: Q52
Source: **mruk** research

8.1 Courses of Higher Education

As illustrated below, approximately on third of both respondent groups have at some time started a course of higher education that lasts at least one year full time or two years part time (eg a degree, diploma, HNC or other higher education qualification).

Figure 31: Ever Started A Course of Higher Education?

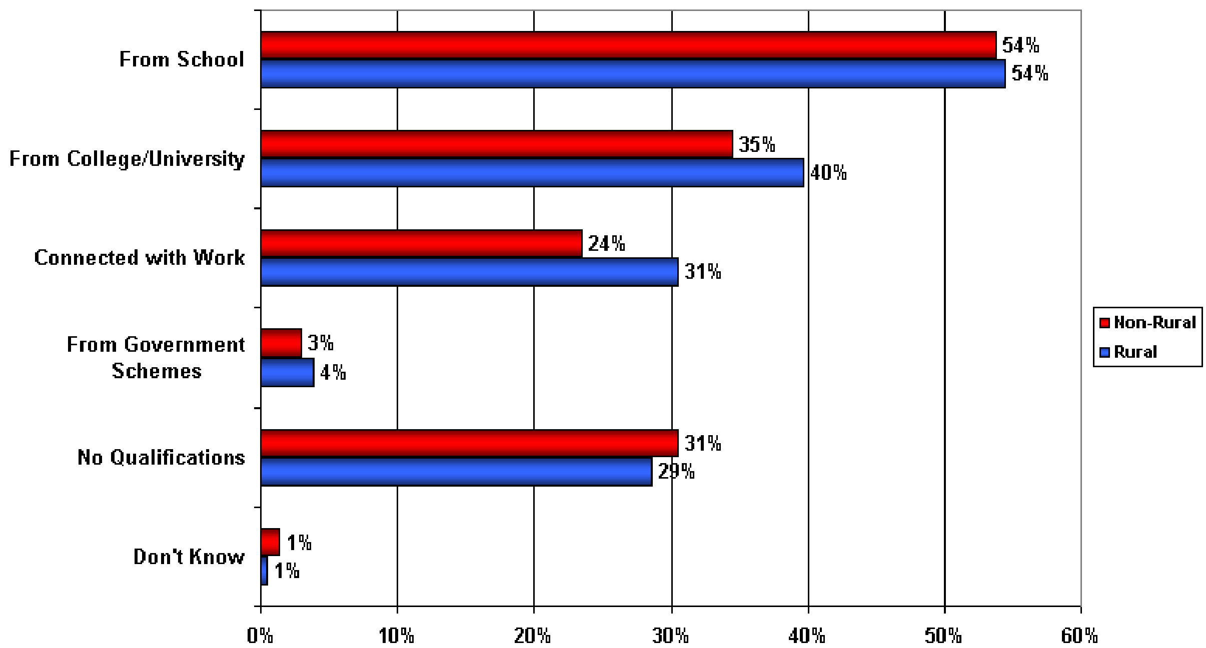


Base: All Respondents
Q ref: Q53
Source: **mruk** research

8.2 Current Qualifications

Whilst just under one third of respondents say they have no qualifications (31% in non rural areas and 29% in rural areas), of those who do, the most common are those ‘from school’ (54%), ‘from College/University’ (35% non-rural, and 40% rural) and qualifications ‘connected with work’ (24% and 31% respectively).

Figure 32: Qualifications



Base: All Respondents
Q ref: Q54
Source: **mruk** research

Based on those who say they do have qualifications Figure 33 following goes on to illustrate the range of qualifications held by those concerned and, compared between rural and non-rural respondents.

Figure 33: Type of Qualifications

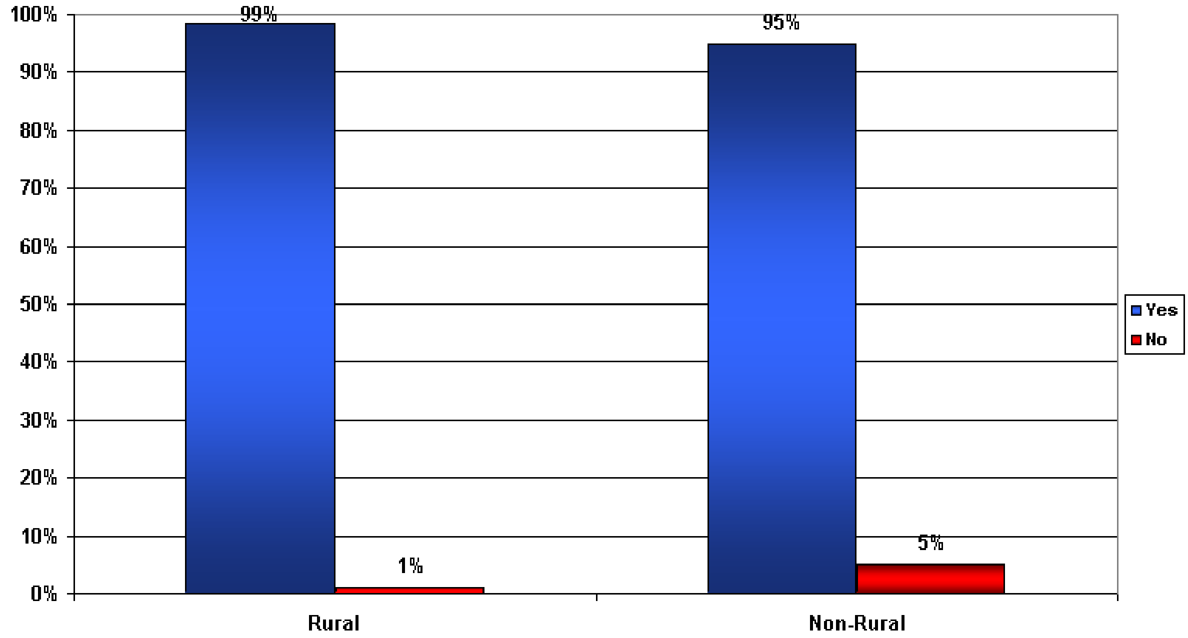
	Rural	Non-Rural
Degree Level Qualification	9%	8%
Diploma in higher education	4%	4%
HNC/ HND	5%	5%
ONC/ OND	3%	4%
BTEC, BEC or TEC	6%	7%
Teaching Qualification	6%	3%
Nursing/ other medical qualification	3%	2%
Other higher education qualification	3%	2%
A Level/ vocational A Level or equivalent	22%	24%
SCE Highers	<1%	<1%
NVQ/ SVQ	14%	18%
GNVQ/ GSVQ	3%	3%
AS Level	2%	4%
Certificate of sixth year studies or equivalent	1%	<1%
O Level or equivalent	33%	25%
SCE Standard/ Ordinary grade	2%	1%
GCSE	34%	45%
CSE	19%	15%
RSA	10%	9%
City & Guilds	23%	17%
Any other professional/ vocational/ foreign qualifications	19%	15%
Don't Know	4%	3%

Base: All Respondents
Q ref: Q55
Source: **mruk** research

8.3 Language Skills

As illustrated below, whilst the vast majority of the respondents speak English as a first language, the proportion is higher (99%) in rural areas than non-rural areas (where it is 95%).

Figure 34: English as First Language

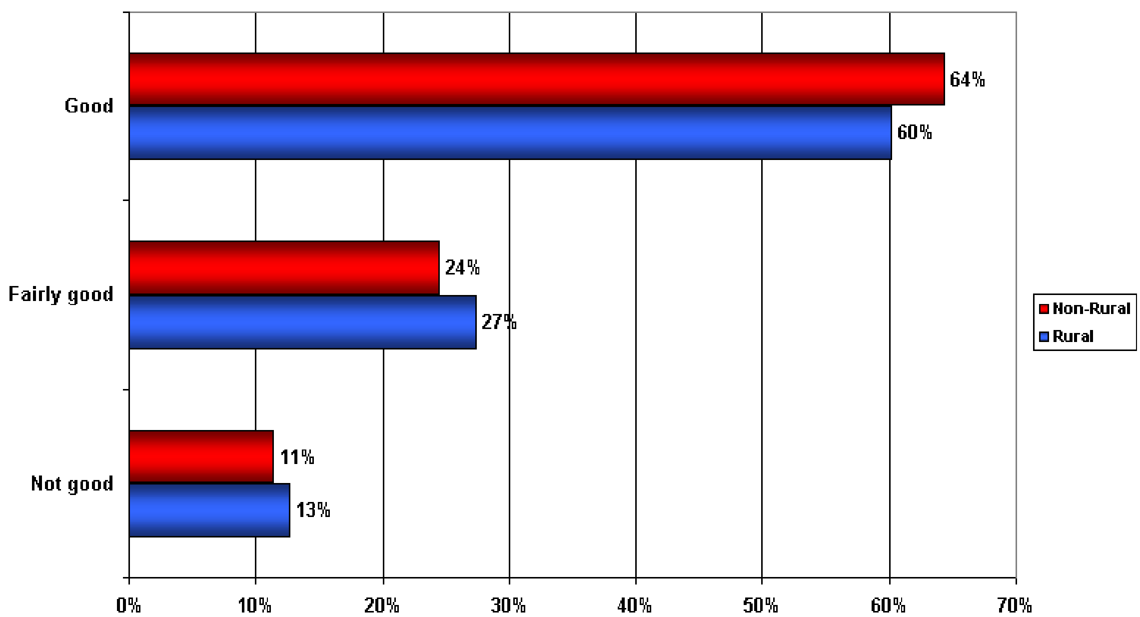


Base: All Respondents
Q ref: Q82
Source: **mruk** research

9.1 Respondent's Health

When questioned regarding their health in the past year, nearly two-thirds of respondents replied that it was 'good' (64% in non-rural areas and 60% in rural areas), compared to 11% in non-rural areas and 13% in rural areas who replied that it was 'not good', as shown below. The vast majority do not perceive there to be any major problems with their health and no significant variation is evident between the groups.

Figure 35: Health In Last Year

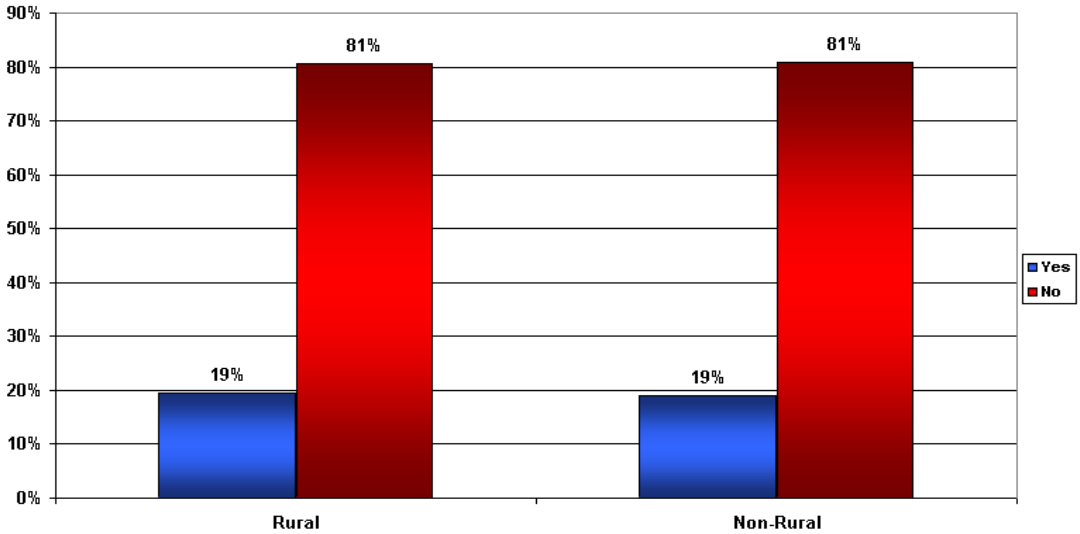


Base: All Respondents
Q ref: Q84
Source: **mruk** research

9.2 Long Term Illness/ Disability

As illustrated below, 19% of respondents in both rural and non-rural areas say they have a long-term illness/ disability or other health problems that limit their daily activities or the work they can do.

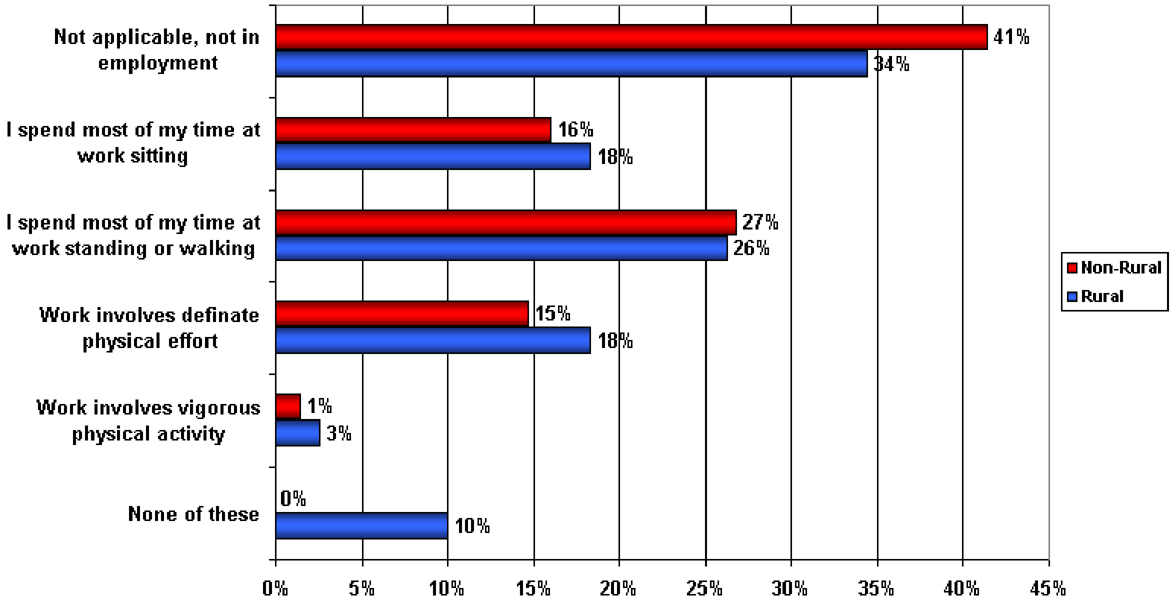
Figure 36: Have Long-Term Illness/Disability



Base: All Respondents
Q ref: Q85
Source: **mruk** research

Of those respondents who are working, around one quarter spend most of their time at work 'standing and walking' (27% non-rural and 26% rural). Only 1% in non-rural areas and 3% in rural areas have 'work that involves vigorous physical activity', with 15% of non-rural and 18% of rural respondents having 'work that involves definite physical effort'.

Figure 37: Physical Activity Involved In Work



Base: All Respondents
Q ref: Q92
Source: **mruk** research

9.3 Specific Aspects of Health

In terms of a series of specific aspects of health (ie mobility; self care; ability to perform usual activities; levels of pain/ discomfort and anxiety/ depression) the vast majority of respondents experience no problems and there is little variation evident between each group.

Similarly, there is hardly any variation between groups in smoking prevalence overall. However, of those who do smoke those in rural locations appear marginally more likely to smoke over 20 cigarettes per day (39% compared to 35% in non-rural areas).

10. SOCIAL CAPITAL/ COMMUNITY ISSUES

10.1 Importance For Securing Safe Community Areas

When asked to list criteria in order of importance for securing a safe community in area, the most commonly mentioned 1st priority was 'dealing with anti-social behaviour' (24% rural and 26% non-rural), followed by 'good employment opportunities (16% rural and 15% non-rural), and 'schooling' (11% for rural and 10% for non-rural). The following provides tabular analysis of respondents showing the 1st, 2nd and 3rd priorities.

Figure 38: Importance for Securing Safe Community Area

1st	Rural	Non-Rural
Dealing With Anti-Social Behaviour	24%	26%
Good Employment Opportunities	16%	15%
Schooling	11%	10%
Strong Sense Of Community	10%	10%
Safe Roads	9%	7%
Sport and Leisure Facilities for Young People	8%	6%
Safe Well Lit Streets	7%	10%
Local Health Provision	5%	4%
Decent Housing	5%	7%
None of These	2%	1%
Don't Know	2%	3%
Land Use and Planning Decision	1%	1%

The most commonly mentioned 2nd priority was 'dealing with anti-social behaviour' (16% for rural, 15% non-rural), 'safe well lit streets' were next to be mentioned (11% rural and 12% non-rural), closely followed by 'good employment opportunities' (9% mention by rural and 11% mention by non-rural respondents).

2nd	Rural	Non-Rural
Dealing With Anti-Social Behaviour	16%	18%
Schooling	12%	11%
Safe Well Lit Streets	11%	12%
Sport and Leisure Facilities for Young People	10%	8%
Safe Roads	9%	9%
Strong Sense Of Community	9%	9%
Good Employment Opportunities	9%	11%
Decent Housing	8%	8%
Don't Know	7%	6%
Local Health Provision	7%	7%
None of These	2%	1%
Land Use and Planning Decision	1%	1%

The third most commonly mentioned priority was 'dealing with anti-social behaviour' with 11% of rural and 14% of non-rural respondents, 'sport and leisure facilities for young people' was mentioned by 12% of rural and 11% of non-rural respondents, and 'safe roads' are a priority for 12% of rural respondents and 11% of non-respondents.

3rd	Rural	Non-Rural
Don't Know	12%	10%
Safe Roads	12%	11%
Sport and Leisure Facilities for Young People	12%	13%
Good Employment Opportunities	11%	10%
Dealing With Anti-Social Behaviour	11%	14%
Strong Sense Of Community	8%	7%
Decent Housing	8%	9%
Schooling	8%	9%
Safe Well Lit Streets	7%	9%
Local Health Provision	6%	6%
None of These	3%	2%
Land Use and Planning Decision	2%	2%

Base: All Respondents
Q ref: Q94
Source: **mruk** research

10.2 Ease of Access to Local Facilities

The extent to which respondents in each of the geographical locations find it easy or difficult to access a range of key services and amenities is illustrated in figure 39 below.

Whilst (inevitably) access to services such as public transport is perceived as more difficult in rural areas it should be noted the extent of the variation is not significant.

In the broadest terms therefore, findings do indicate that the majority of respondents in each group find it relatively easy to access the services/ amenities specified.

Figure 39: Ease Of Access To Facilities

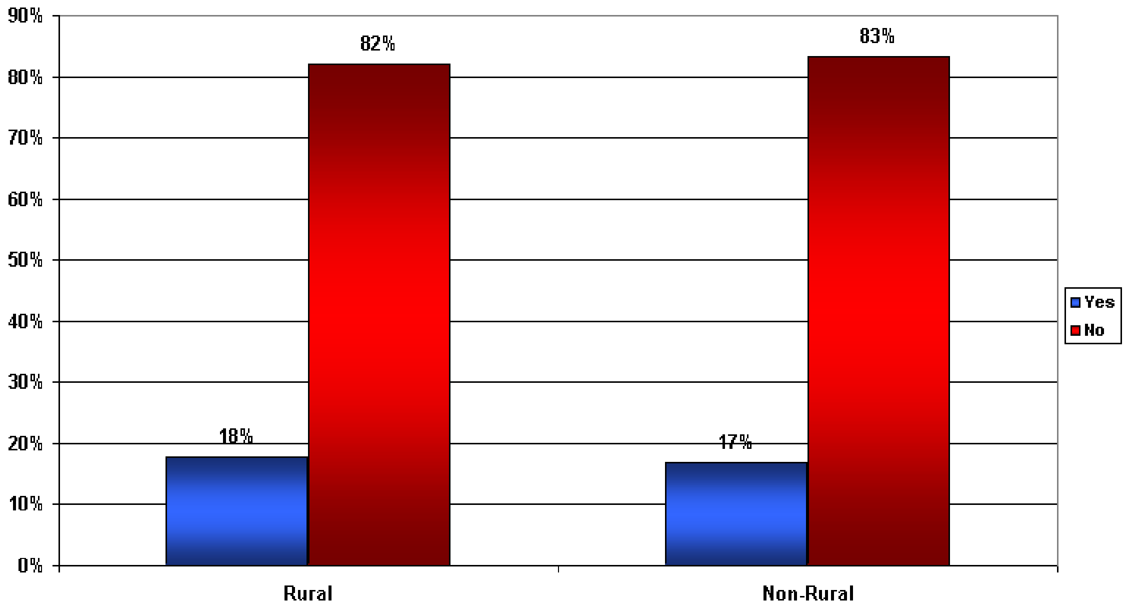
Ease of Getting To Doctors Surgery	Rural	Non-Rural
Very Difficult	2%	2%
Fairly Difficult	4%	4%
Neither/Nor	2%	2%
Fairly Easy	22%	26%
Very Easy	70%	67%
Don't Know	1%	0%
Ease of Getting To Post Office	**Rural**	**Non-Rural**
Very Difficult	1%	1%
Fairly Difficult	2%	2%
Neither/Nor	1%	1%
Fairly Easy	18%	23%
Very Easy	78%	74%
Don't Know	0%	0%
Ease of Getting To Shop Selling Fresh Fruit and Vegetables	**Rural**	**Non-Rural**
Very Difficult	1%	1%
Fairly Difficult	4%	3%
Neither/Nor	2%	2%
Fairly Easy	19%	24%
Very Easy	74%	71%
Don't Know	0%	0%
Ease of Getting To Public Transport	**Rural**	**Non-Rural**
Very Difficult	4%	1%
Fairly Difficult	6%	2%
Neither/Nor	6%	3%
Fairly Easy	22%	21%
Very Easy	57%	69%
Don't Know	6%	3%
Ease of Getting To Library	**Rural**	**Non-Rural**
Very Difficult	3%	2%
Fairly Difficult	6%	4%
Neither/Nor	5%	4%
Fairly Easy	23%	28%
Very Easy	61%	59%
Don't Know	4%	3%

Base: All Respondents
Q ref: Q95
Source: **mruk** research

10.3 Unpaid Voluntary Work

As illustrated below, between 17% and 18% of the respondents in each group were involved in unpaid, voluntary work during the past year. 17% was recorded for non-rural respondents, compared to 18% for rural respondents. Voluntary, unpaid work or community activities were deemed to include charity work, church activities, play groups, resident associations, school related associations or other types of activity for voluntary organisations.

Figure 40: Involved In Unpaid, Voluntary Work Last Year?

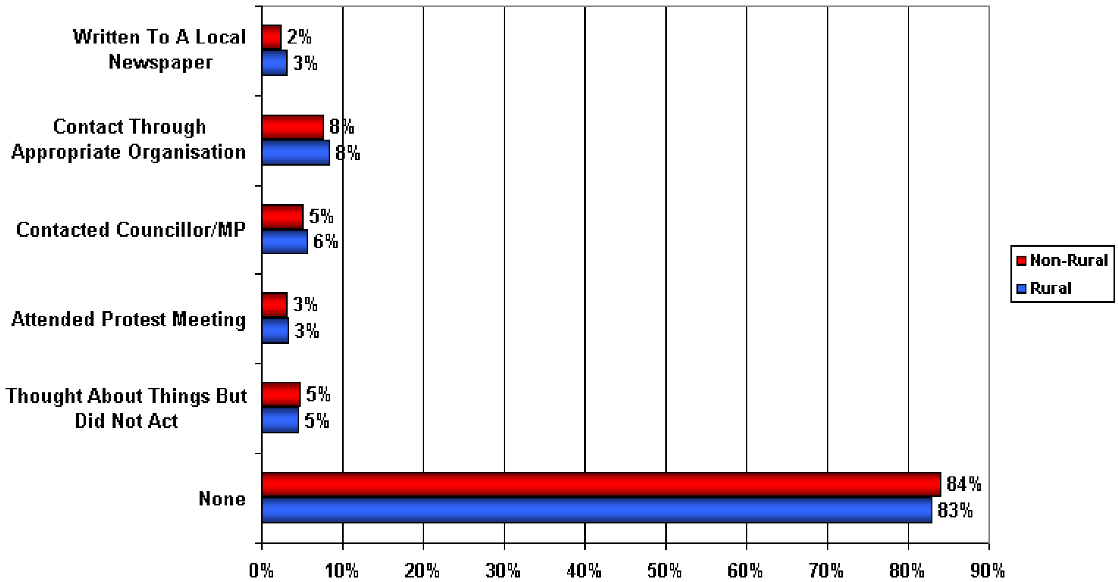


Base: All Respondents
Q ref: Q96
Source: mruk research

10.4 Local Problem Solving

Overall the majority of respondents have not taken or considered taking specific actions in an attempt to solve a local problem. It must be noted that the response for each is otherwise very small. Of those who have attempted to solve a problem, the most common method is 'contact through appropriate organisation' (8%), followed by 'contacted Councillor/MP' (5% non-rural, 6% rural), and 'thought about things but did not act' (5%). The profile between rural and non-rural respondents is marginal.

Figure 41: Attempt To Solve Problem



Base: All Respondents
Q ref: Q97
Source: **mruk** research

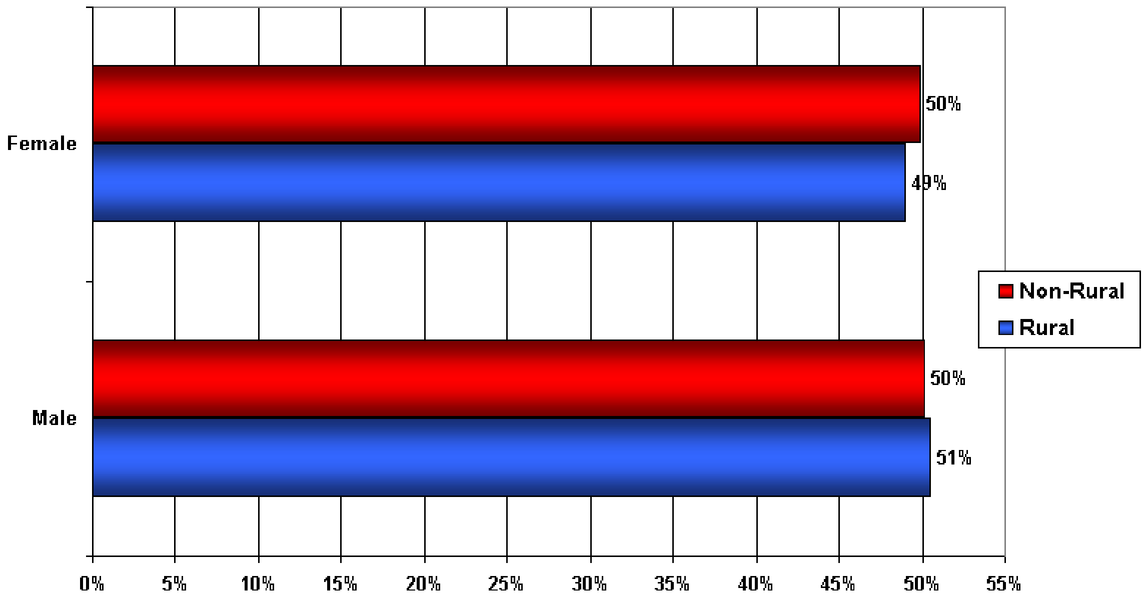
11. RESPONDENT CHARACTERISTICS

11.1 Respondent Gender

The key characteristics of survey respondents overall is illustrated in the principal regional summary reports. However, for the purposes of comparison between the sub-groups that are the focus of this report are broken in this section.

The gender of individual respondents varied only marginally by 1% between each group. The split between male and female respondents was even at 50/50 for those non-rural respondents. This compares to 51% of rural male respondents taking part in the survey and only 49% rural female respondents.

Figure 42: Gender of Respondent

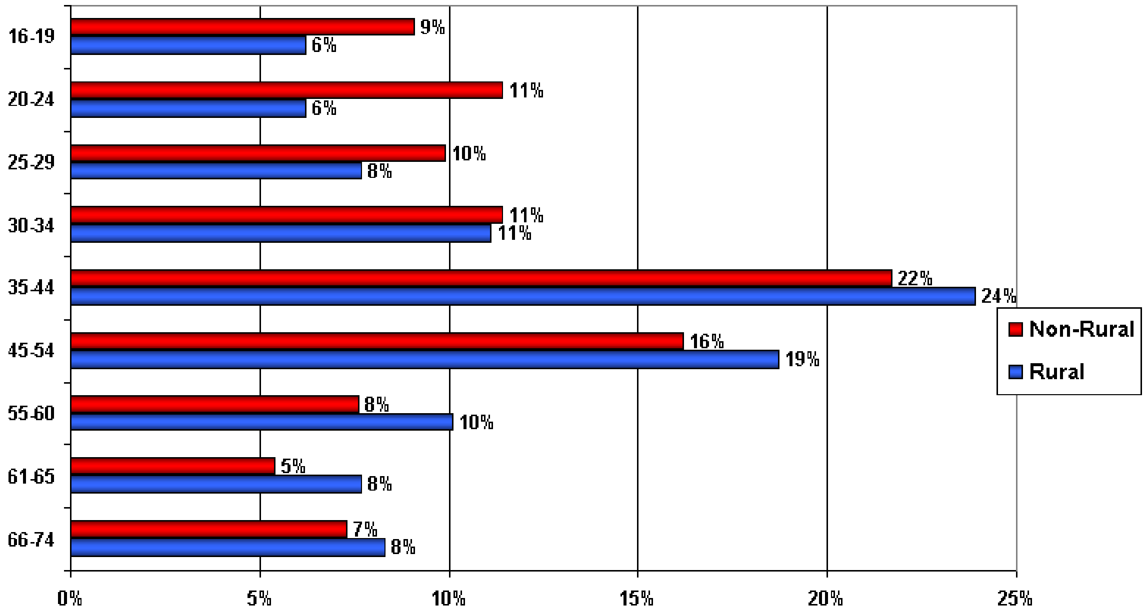


Base: All Respondents
Q ref: Q100
Source: **mruk** research

11.2 Respondent Age

The age profile of respondents indicates that the vast majority are aged between 25 - 59 years, with 70% rural respondents and 66% non-rural. The most common age range for respondents is 35 - 44 years as illustrated in figure 43 below.

Figure 43: Age of Respondent

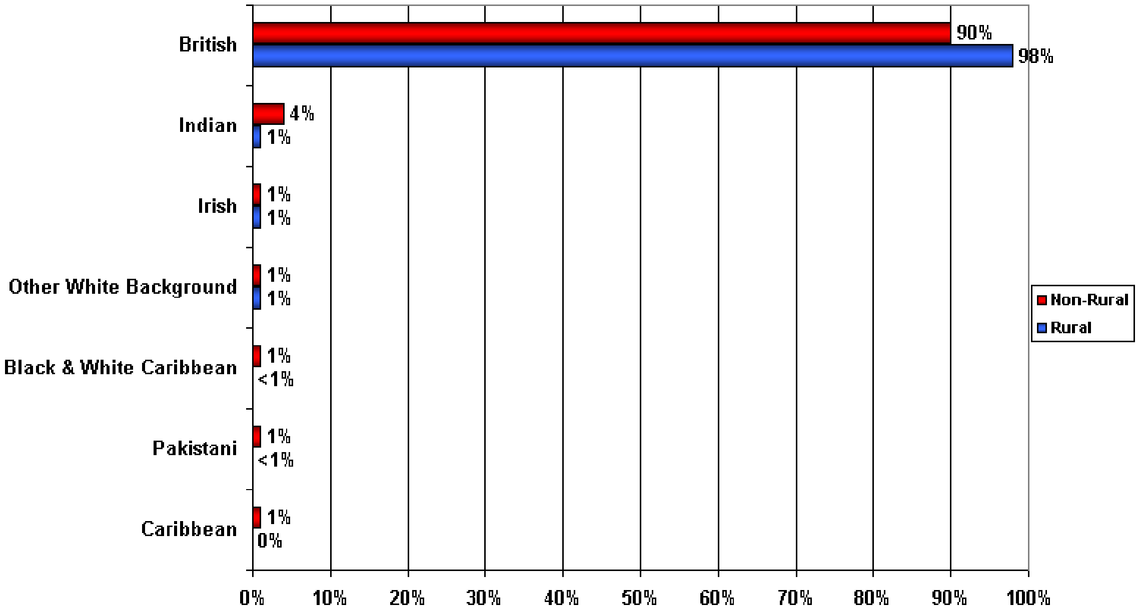


Base: All Respondents
Q ref: Q100
Source: **mruk** research

11.3 Ethnic Groups

Overall, when respondents were asked which ethnic group they felt they belonged to, the most common answer was White British, as illustrated below. There is however an expected variation between respondent groups with a higher proportion of minority ethnic respondents in non-rural areas.

Figure 44: Ethnicity

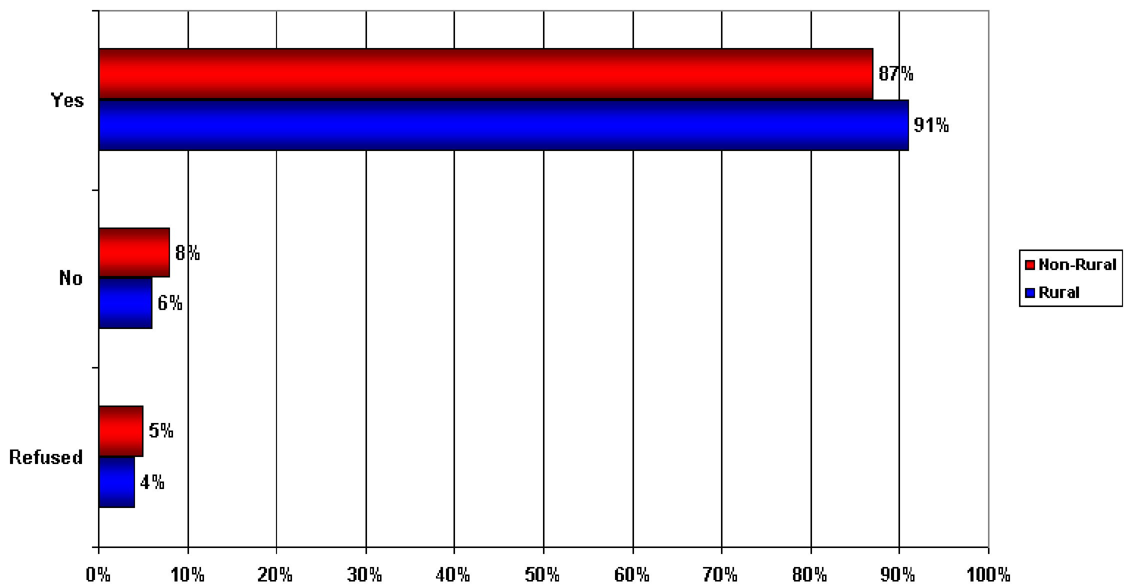


Base: All Respondents
Q ref: Q101
Source: **mruk** research

11.4 Bank or Building Society Account

When asked if they have a bank or building society account of any kind, over 87% of respondents in each age group replied in the affirmative. This figure was slightly higher among Rural respondents (91%). A small percentage of respondents (between 4% - 5%) refused to say if they had a bank or building society account.

Figure 45: Bank or Building Society Account

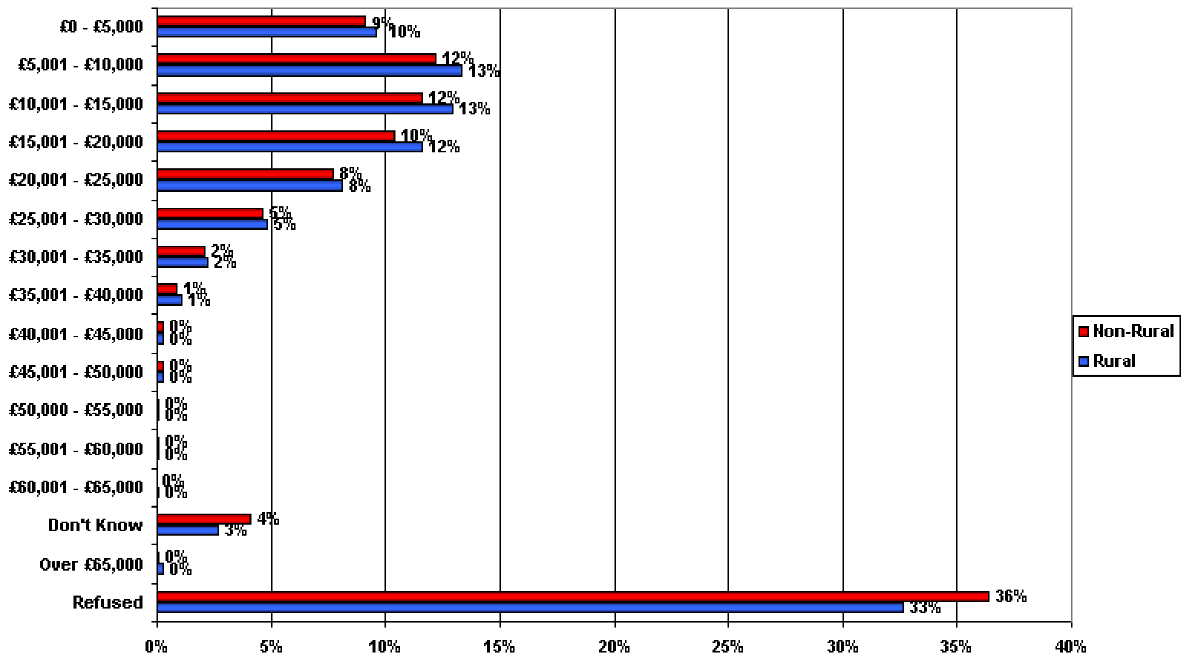


Base: All Respondents
Q ref: Q102
Source: **mruk** research

11.5 Gross Annual Income

Two-thirds of respondents were happy to provide their gross annual earnings, of these the most common amount is shared between £5,001 - £10,000 and £10,001 - £15,000 with 12% in non-rural and 13% in rural areas. The next most popular amount is £15,001 - £20,000 (10% non-rural, 12% non-rural), and less than 1% of respondents earn over £40,001 per income category. Around one third of respondents in each group refused to say which income band they fall into. It is our experience in conducting large scale surveys with income questions that reluctance to divulge income is increasing with higher income levels regularly under represented.

Figure 46: Gross Annual Earnings



Base: In Employment
Q ref: Q103
Source: **mruk** research

11.6 Sources of Income In Past Month

As illustrated in figure 47 below, over half of respondents receive money from paid employment. The next most common source of income is from Child Benefit. (22% rural and 23% non-rural respondents receive Child Benefit).

Figure 47: Sources of Income

	Rural	Non-Rural
Paid Employment	60%	54%
Child Benefit	22%	23%
Interest/ Dividends on Savings/ Shares	12%	9%
Pension from Employment	11%	9%
Retirement/ Widows Pension	11%	9%
Housing Benefit	9%	13%
Council Tax Benefit	9%	15%
Income Support	7%	10%
Family Tax Credit	5%	5%
Disability Living Allowance	4%	4%
Other Benefit/ Allowances	4%	5%
Incapacity Allowance	3%	3%
Jobseekers Allowance	2%	4%
Childcare Tax Credit	2%	2%

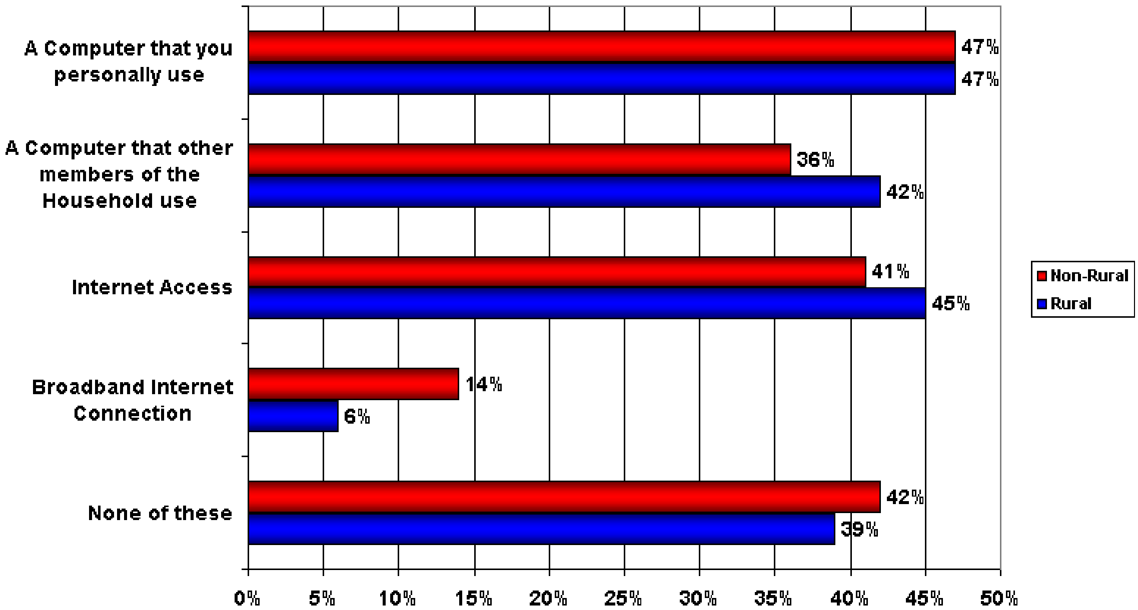
Base: All Respondents
Q ref: Q105
Source: **mruk** research

11.7 Computer/ Internet Access In The Home

Finally, in relation to findings in this particular themed report, there is slight variation between respondent groups. 47% of both groups said that they have 'a computer that they personally use at home'. The percentage of respondents who have Internet access is highest amongst rural respondents (45%), this figure drops to 41% amongst non-rural respondents. Only a small percentage of respondents have a 'Broadband connection for Internet', however this is not available in large areas of the East Midlands particularly in rural locations.

It is notable that approaching half (42%) of non-rural respondents do not have any computer based information and communication technology in their homes. This compares to 39% of rural respondents.

Figure 48: ICT Items in The Home



Base; All Respondents
Q ref: Q106
Source: **mruk** research

12. CONCLUDING COMMENT

The purpose of this themed report has been to draw from the survey and present comparative analysis of findings for rural and non-rural respondents.

The profile of findings is generally quite consistent between the respective geographical groups. However, there are some notable variations that may warrant further sub- analysis particularly in relation to Training/ learning methods and where training may be undertaken.

Other specific variations appear to have more obvious explanations but should still be looked at on their own merits.