

# LIVING IN WARWICKSHIRE



## Introduction

The Living in Warwickshire Survey was launched on Monday 18th April 2016. It has been widely acknowledged that there is a lack of robust intelligence on the lifestyle characteristics of our local population, the survey aimed to address this gap, with results highlighting key issues experienced by people including information on how they live, needs and challenges. This work will inform council work programmes to address these local needs and shape services for the future.

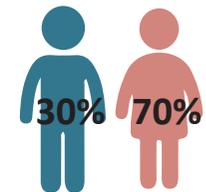
The survey was open to all Warwickshire residents aged over 18 years old and was initially available to complete online only. The survey deadline was extended from Tuesday 31st May to July 1st 2016, in order to increase our response rate and to target under-represented areas. Paper copies of the survey were also made available from Tuesday 31st May to help increase the response rate.

## Comparison to the 2013 Living in Warwickshire Survey

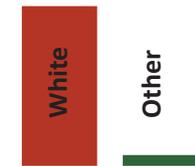
- There were 3,807 responses, this compares with 7,616 responses to the 2013 postal Living in Warwickshire Survey.
- The 2016 survey cost significantly less than the 2013 survey. The budget in 2016 was spent on marketing, advertising & promotion, with facebook advertising reaching over 140,000 people. The campaign reach in 2013 would have been minimal based on the survey being sent directly to households.
- Weightings are used when a sample is not representative of the population as a whole, whilst weighting were/will be applied to both the 2013 and 2016 samples, overall the 2016 sample was more representative of the Warwickshire population.

## Who Responded to the 2016 Living in Warwickshire Survey?

• Males were under-represented in the sample, with 70% of respondents female. To overcome this, males have been given a greater weight than females in the sample.



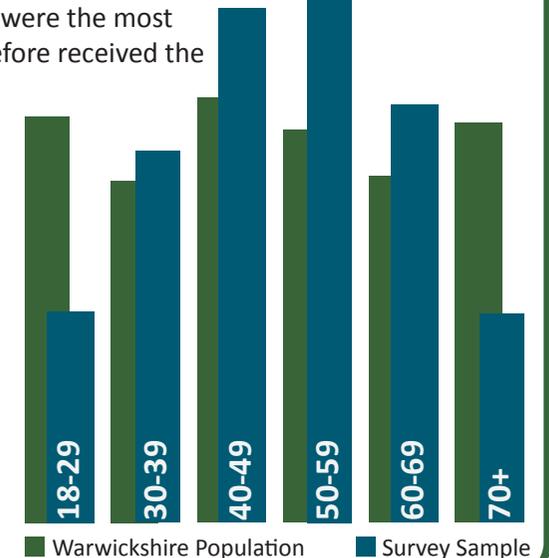
• When looking at ethnicity, the proportion of 'White' respondents and 'Non-White' respondents was very similar to the proportion within the overall Warwickshire population.



• The age range of respondents was normally distributed, though younger adults (18-29) and older adults (70+) were under-represented in the sample. Adults aged between 50-59 years were the most over-represented group and therefore received the smallest weighting.

• Given that the survey was predominately carried out online, it is unsurprising that older adults are under-represented in the sample; however, we would have expected a higher response rate from young adults.

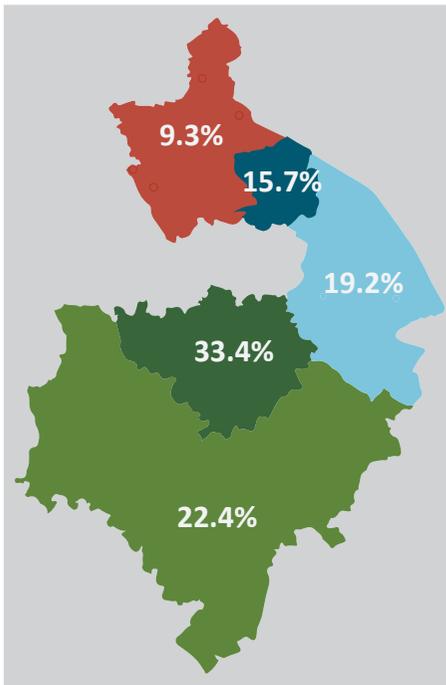
• Full details of weightings can be found in a separate document.



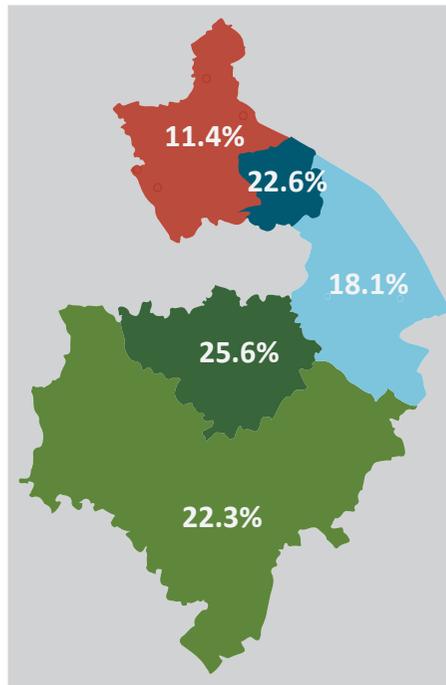
# LIVING IN WARWICKSHIRE



## Survey Sample



## Warwickshire Population



• The north of the county was under-represented, whilst the south of the county was over-represented. Given this, responses from individuals in the north of the county have been assigned a larger weight than those in Rugby and Warwick.

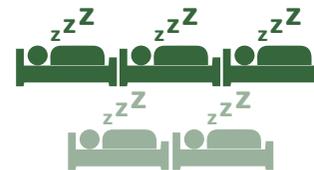
• 50% of respondents had a university/polytechnic degree course or higher, however, according to the 2011 census 29% of the Warwickshire population had university/polytechnic degree course or higher. The impact of this will need to be taken into consideration when analysing our results.



50%

## A little taster...

The figures below are based on weighted responses.



3 out of 5 respondents report getting at least 6 hours sleep, 5-7 nights a week



Almost half of all respondents describe themselves as 'a little overweight'



One quarter of respondents rate their health as 'very good'



42.7%

Just over 40% of the survey population are drinking at higher risk\* levels

\*The Audit C tool is used to identify whether an individual is potentially drinking at increasing or higher risk levels.

## Next Steps

Further analysis of the Living in Warwickshire Survey is underway. Over the coming months, we shall be analysing each of the questions by theme: health, crime & community safety, satisfaction with local area and services, isolation/neighbourhood cohesion and finance. We shall be sharing our results on both the Observatory and Public Health websites. Reports on the 'crime & community safety' theme and the 'health' theme will be available in September.  
[www.publichealth.warwickshire.gov.uk](http://www.publichealth.warwickshire.gov.uk)  
[www.warwickshireobservatory.org](http://www.warwickshireobservatory.org)