NORTHUMBERLAND
COUNTY COUNCIL

Panel Consultation Report

On Behalf of Northumberland County Council

SMSR
social and market strategic research

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1.0 Introduction

Background

In May 2010 Northumberland County Council commissioned SMSR Ltd to recruit and manage a residents' panel on their behalf. The panel consists of 1,025 residents who are representative of the population of the Northumberland County. This consultation was the sixth to be done using the panel.

The panel has previously been used to undertake consultations on topics including strategic priorities, communications and local services.

Aims and Objectives

The objective of the consultation was to gather information on health, the economic outlook and future developments.

The main aims of the consultation were to:

- Evaluate individuals' perception of their health and lifestyle
- To understand residents' perception of the economic outlook of the local area and greatest issues with regards to the economy
- To assess current employment and the employability of individuals (including the skills possessed and employment preferences)
- Evaluate use of various forms of transport, as well as obstacles which prevent respondents from using more sustainable transportation
- To assess planned energy efficiency improvements

Report Structure

Included in the report is a set of top-line findings which provides quick reference to all the questions asked throughout the survey. In addition all questions have been analysed by location and demographic group and any significant differences in opinion across the demographic variables and area are commented on throughout the report.

It should be noted that when the results are discussed within the report, often percentages will be rounded up or down to the nearest one per cent. Therefore occasionally figures may add up to 101% or 99%.

2.0 Methodology

The consultation was undertaken using a questionnaire which was designed by SMSR Ltd in conjunction with officers at Northumberland County Council.

All panel members were sent a letter to explain the consultation subject, a copy of the questionnaire and the results of the previous consultation. A pre-paid envelope was also included so that residents could return their survey free of charge.

Residents were initially given a three week period in which to complete and return the survey. Respondents who had not returned their questionnaire were then sent a reminder letter and questionnaire, which gave them a further two weeks to complete and return a questionnaire.

In total of 468 completed surveys were returned – a 46% response rate. The demographic and geographic split was as follows:

Area	Number of Responses	Percentage of responses
North	150	32.1
South-East	195	41.7
West	123	26.3

Gender	Number of Responses	Percentage of responses
Male	221	47.2
Female	248	53.0

Age	Number of Responses	Percentage of responses
18-24	2	0.4
25-39	29	6.2
40-59	185	39.5
60-79	216	46.2
80+	35	7.5

Disability	Number of Responses	Percentage of responses
Yes	60	12.8
No	406	86.8

When undertaking analysis all missing responses have been excluded, and results used take into account valid responses only. As a result of this, base numbers will vary for each question.

3.0 Summary

3.1 Health and Lifestyle

Around two thirds (67%) of respondents rated their health as excellent or good and more than three quarters (77%) said they felt good about themselves either all or most of the time.

The main barriers to leading a healthier lifestyle were time (40%) and motivation (35%) and respondents most frequently said that reduced / subsidised membership of health centres / fitness classes would motivate them to lead a healthier lifestyle (62%).

The majority (86%) of respondents said they would access health and social information from their GP and more than half (52%) said they would access such information using the internet. It may be useful for the council to gain a better understanding of the types of health and social information that respondents are interested in or feel that they need; this would enable the council to tailor the information which they provide.

More than half (53%) of respondents felt they were a healthy weight. Although 44% considered themselves to be either overweight or obese, 72% of respondents said they were not concerned about their weight. This may highlight a lack of understanding of the affect being overweight has on health and therefore increased promotion / information should be considered.

More than eight out of ten (82%) of respondents considered their diet to be well balanced and suited to their activity levels and more than nine out of ten (92%) said they did not have problems preparing meals. Despite this, a fifth of respondents indicated that they regularly skipped meals.

In the past seven days a fifth of respondents had taken part in physical activity which lasted for at least half an hour on seven or more occasions, however, a similar proportion (19%) had undertaken no physical activity within this timeframe.

Around three quarters (73%) of respondents said they did not use a leisure centre or swimming pool, however, few respondents expressed any negativity towards the public leisure centres / swimming pools in the area. The main area which could be improved in order to increase use was the perceived value for money (26% rated this aspect as average and 9% said this aspect was poor).

Around seven tenths (71%) of respondents had consumed an alcoholic beverage in the 12 months prior to taking part in the consultation, with around a quarter (24%) consuming between 5 and 10 units of alcohol.

Around a tenth (9%) of respondents were current smokers, while a further 35% said they had smoked in the past. More than nine out of ten (92%) respondents indicated that their home was smoke-free.

3.2 Economic Outlook

More than two fifths (45%) of respondents felt the economic situation in Northumberland had worsened when compared with the same time the previous year and a similar proportion (44%) anticipated that it would worsen in the following five years.

Increases in household bills (83%) and rising petrol prices (56%) were considered to be the biggest issues facing Northumberland as a whole. Employment also emerged as an issue for the area, with around half of respondents selecting a lack of jobs (48%) and rising unemployment among young people (48%) as the biggest issues affecting Northumberland.

More than half (53%) of respondents said the economic situation of the town they visited most frequently had worsened over the previous year, however, they felt the economy of the town could be improved by greater diversity in the range of shopping outlets (60%) or improved support for existing businesses (56%).

More than two fifths (45%) of respondents said their household's financial situation had worsened over the previous year and 38% predicted that their situation would worsen in 12 months' time. Despite this, around two fifths (42%) of respondents said their household spending had not changed over the previous year and 19% said their spending had in fact increased over the previous year. The greatest increases in spending were on energy and utilities (68%), household goods and groceries (61%), insurance (55%) and transport (54%). Respondents tended to report that they had decreased the amount spent on eating out and entertainment (69%), holidays (63%), clothing and footwear (61%) and visits to local attractions or other cultural activities (61%).

3.3 Employment

Four out of ten respondents indicated that they were in paid employment, with the majority (85%) saying this was on a permanent basis and 55% saying their employment was full-time. Around a quarter (26%) of respondents said they were expecting a pay rise within the following 12 months.

Around two fifths (39%) of those who were employed said their employment was in the public sector, while a further 35% said they worked in the private sector. Around a fifth (21%) of respondents indicated that they were self-employed.

Although 11% of respondents said they were currently seeking new employment opportunities, more than half (53%) felt they had the right skills to do so and more than two fifths (45%) indicated that they would know where to go to access suitable training for employment. More than a tenth (12%) of respondents said that if they were looking for a job their changes of gaining employment locally would be good, however, more than half (55%) of respondents said their chances of gaining employment would be poor.

More than two fifths (43%) of respondents expressed a desire to work for a large employer which offered stability and a good chance for progression, whereas more than a quarter (27%) said they wanted to work for a small organisation which was close to the user / customer.

Respondents most frequently said they would be willing to work in tourism services, attractions or accommodation (59%), while more than a third said they would be willing to work within sectors which dealt with renewable energy (38%), pharmaceuticals / life sciences / chemicals (35%) or a creative industry (34%).

Around three fifths of respondents reported having IT (65%), management (61%) or administrative or organisational (59%) skills.

3.4 Future Development to Support Economic Growth

More than half (54%) of respondents considered maintaining or enhancing local character to be very important when creating new developments, while 45% said it was very important for new developments to have a high quality design.

Respondents most frequently said that good transport links (73%) and the health and social care provision (72%) were important when selecting a place to live. More than two thirds (68%) of respondents selected retail food shops as one of the most important aspects when choosing a place to live, while 24% said non-food shops were important in their choice.

3.5 Transport and Sustainable Development

Respondents said they would usually travel by car / motorcycle to a variety of locations, particularly when travelling to the main supermarket (87%), entertainment (82%), sports facilities (81%) and retail shopping (80%).

Six out of ten respondents said a lack of safe routes and facilities was a barrier towards using a pedal cycle and around a quarter (24%) of respondents said this obstacle prevented them from walking. Respondents also identified a lack of personal comfort and safety (38%) and health issues (37%) as factors which prevented them from using a pedal cycle.

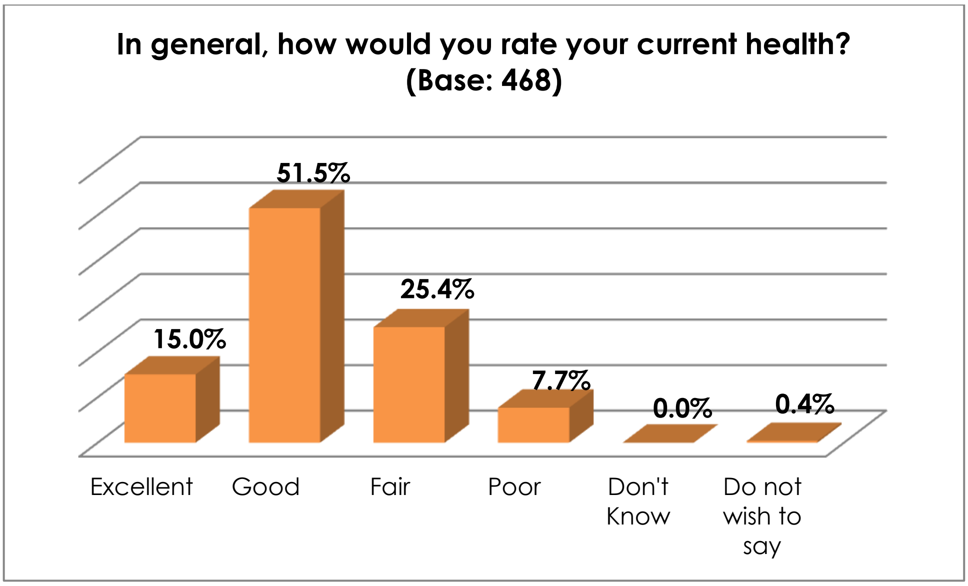
The service being unreliable and taking too long were most frequently selected as obstacles towards using the bus (70% and 63% respectively); high costs (55%) and poor information (54%) were also most frequently an issue which deterred respondents from using the bus.

The majority (89%) of respondents said energy efficiency was important when decided upon a house; however, 76% were not planning any energy efficiency improvements in the near future and 95% were not planning to install renewable energy technologies (despite a fifth saying it was something which they would consider in the future).

4.0 Section 1: Health and Lifestyle

4.1 Overall Health

4.1.1 Current Health



More than a tenth (15%) of respondents rated their health as excellent and around half (52%) rated their health as good. In addition, a quarter of respondents rated their health as fair. Only 8% of respondents rated their health as poor.

Around three quarters (73%) of respondents aged 18 to 59 rated their current health as excellent or good; rating health this positively was lower among those aged 60 and over (61%).

Three quarters of respondents who did not have a disability rated their health as either excellent or good, however, only a tenth of those who had a disability considered their health to be excellent or good. More than two fifths (42%) of respondents with a disability felt their current health was poor.

Rating overall health as excellent or good was highest among respondents living in the West (76%); respondents living in the North also tended to be more positive when describing their health (69%). In contrast, less than three fifths (59%) of respondents living in the South East considered their health to be excellent or very good.

Respondents were then asked to give reasons for the assessment of their current health; responses were divided into those who had rated their health positively (excellent / good) and those who had given a less positive response (fair / poor).

Why did you give this response? (Excellent / Good) (Base: 307)		
Reason	**Number**	**Percentage (%)**
I am a non-smoker	258	84.0
I eat a healthy diet	255	83.1
Good mental health	234	76.2
I take regular exercise	224	73.0
I drink alcohol in moderation	223	72.6
I am a healthy weight	192	62.5
I sleep well	184	59.9
Don't know	3	1.0
Do not wish to say	1	0.3

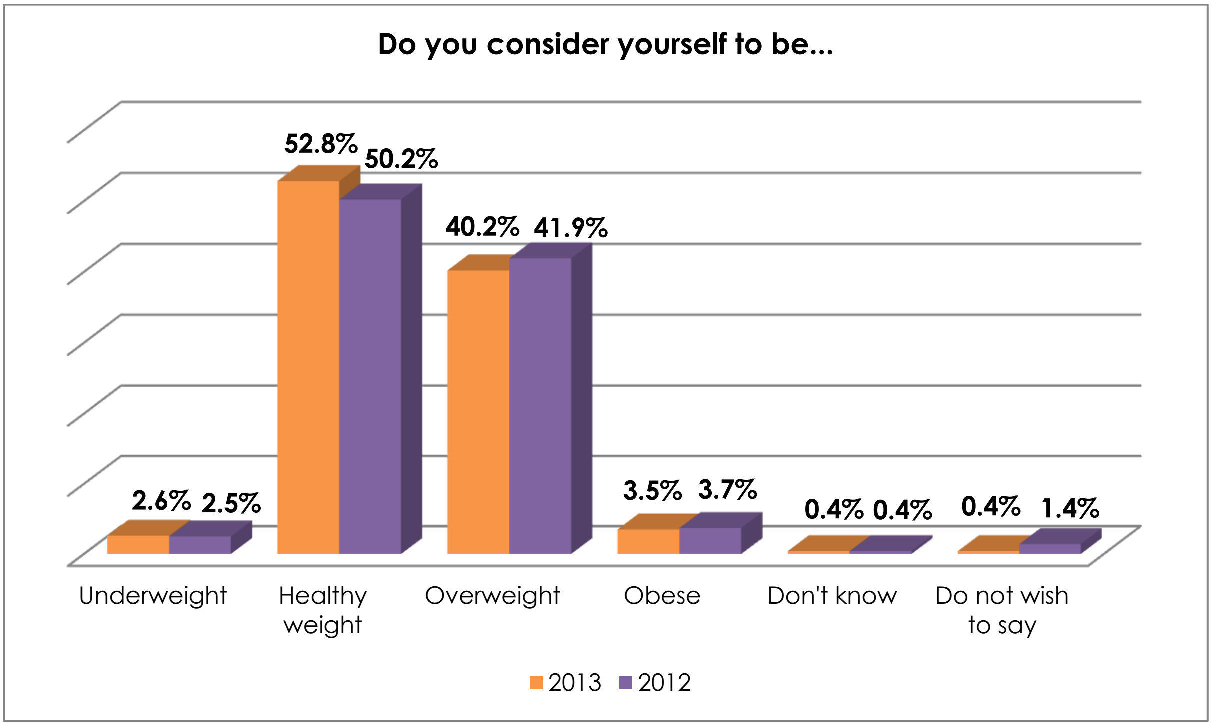
Respondents who had rated their health as excellent or good most frequently said this was due to being a non-smoker (84%) or eating a healthy diet (83%). It was also common for respondents to say they rated their health as excellent or good as they had good mental health (76%), took regular exercise (73%) or drank alcohol in moderation (73%).

Why did you give this response? (Fair / Poor) (Base: 156)		
Reason	**Number**	**Percentage (%)**
I have poor sleep patterns	79	50.6
I have mobility issues	67	42.9
I have a chronic condition	64	41.0
I am disabled	27	17.3
I smoke	19	12.2
I do not eat well	15	9.6
Poor mental health	14	9.0
I am concerned about my alcohol consumption	7	4.5
Don't know	6	3.8
Do not wish to say	6	3.8

The main driver for assessing one's health as fair or poor was poor sleep patterns (51%). In addition, around two fifths of those who rated their health as fair / poor said it was either due to having mobility issues (43%) or a chronic condition (41%).

Few respondents considered their health to be fair / poor as they were concerned about their alcohol consumption (5%).

4.1.2 Weight



More than half (53%) of all respondents considered themselves to be a healthy weight, however, two fifths of respondents felt they were overweight and a further 4% described themselves as obese. Just 3% of respondents reported that they were underweight.

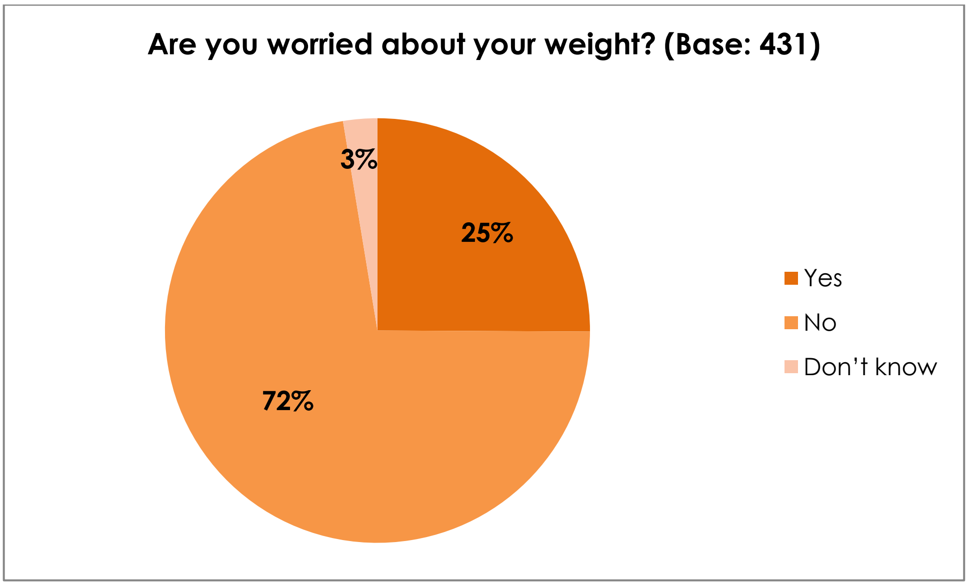
When compared with 2012 there has been little change in the proportion of respondents who reported falling into each of the categories given, with the greatest change being those who considered themselves to be a healthy weight (+2%).

Female respondents were more likely than their male counterparts to describe themselves as being a healthy weight (male: 51%, female: 55%); reporting being overweight / obese was slightly higher among male respondents (male: 45%, female: 42%).

Reporting being a healthy weight was 4% higher among respondents aged 18 to 59 (55%) when compared with those aged 60 and over (51%). Respondents aged 60 and over were more likely to say they were overweight (43%, 6% higher than respondents aged 18 to 59).

More than half (55%) of respondents who did not have a disability described themselves as being a healthy weight; 14% higher than those with a disability (40%). In contrast, reporting being overweight / obese was significantly higher among those who had a disability (57%) when compared with those who did not (42%).

There was a correlation between rating of health and weight. Almost two thirds (63%) of respondents who described their health as excellent or good said they were a healthy weight whereas only a third of those who had described their health as fair or poor said they were a healthy weight.



Although around half of respondents described their weight as something other than 'healthy', almost three quarters (72%) of respondents said their weight was not something which concerned them.

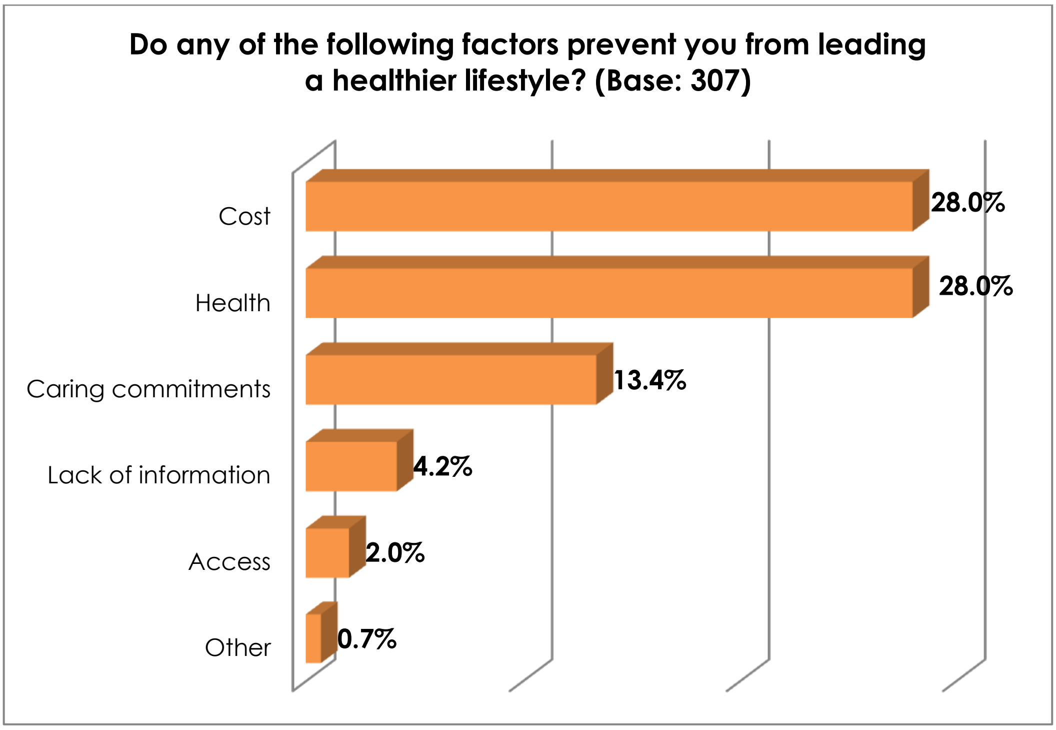
Only a quarter of respondents said they were worried about their weight, with concern being higher among female respondents (28%), respondents with a disability (35%) and those living in the North (29%).

Almost two fifths (38%) of respondents who described their health as fair or poor said they were worried about their weight; 19% higher than concern among those who had described their overall health as excellent or good (19%).

More than eight out of ten (81%) respondents who described themselves as obese said they were worried about their weight, as did 47% of respondents who considered themselves to be overweight. Only 5% of respondents who were a healthy weight said they were concerned about their weight.

4.2 Lifestyle

4.2.1 Barriers Preventing a Healthier Lifestyle



Respondents were given a list of factors and asked which, if any, prevented them from leading a healthier lifestyle. Four out of ten respondents indicated that time was a barrier which prevented them from leading a healthier lifestyle, while more than a third (35%) said motivation prevented them from becoming healthier.

Almost three tenths of respondents said that the cost of living a healthier lifestyle prevented them from doing so (28%) or they had a health issue which was a barrier to them leading a healthier lifestyle (28%).

Fewer respondents said that a lack of information (4%) or accessibility (2%) prevented them from living a healthier lifestyle.

4.2.2 Motivations to Lead a Healthy Lifestyle

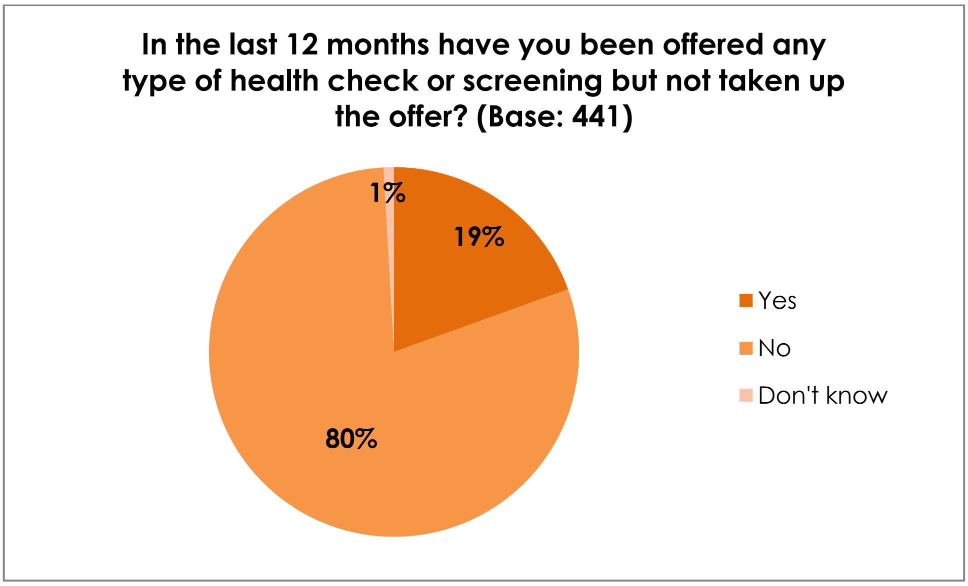
Is there anything that would motivate you to lead a healthier lifestyle? (Base: 252)		
Reason	**Number**	**Percentage (%)**
Reduced / subsidised membership of health centres / fitness classes	157	62.3
Free taster sessions at leisure centres	83	32.9
Social interactions	58	23.0
Information on health impacts	49	19.4
Incentives through loyalty cards	37	14.7
Support / recognition for achieving targets	33	13.1

As cost was the main barrier to leading a healthier lifestyle, when asked what would motivate the individual to lead a healthier lifestyle it was perhaps to be expected that reduced / subsidised membership of health centres / fitness classes was selected most frequently (62%). A further third of respondents said they would be motivated to lead a healthier lifestyle if leisure centres offered free taster sessions.

Around a quarter (23%) of respondents said that social interactions would motivate them to be healthier, however, only 13% said that support / recognition for achieving targets would provide motivation to be healthier.

Twenty respondents said there were other factors that would motivate them to lead a healthier lifestyle. Of those who stated another factor, 6 respondents said local leisure centre / places available would provide motivation while a further 6 said that having more free time would motivate them to be healthier.

4.2.3 Health Screenings

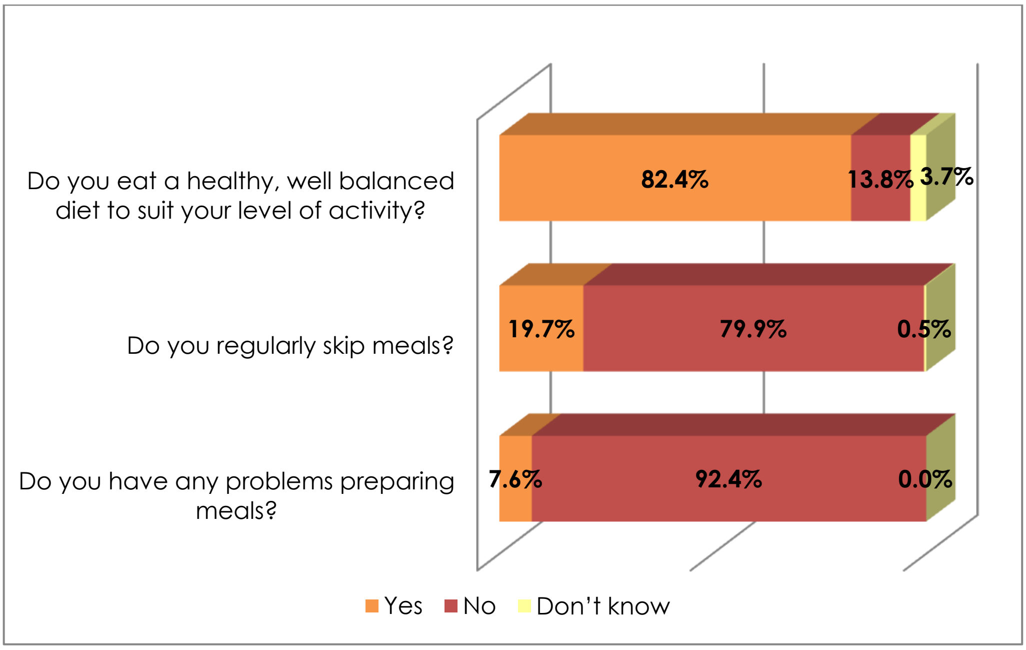


Almost a fifth (19%) of respondents said in the 12 months prior to taking part in the consultation they had declined an offer for a health check / screening. The majority (80%) had not declined such an offer; however, this could be due to a health check / screening not being offered rather than an offer being made and the respondent declining.

More than a fifth (21%) of respondents who did not have a disability said they had turned down an offer for a health check / screening whereas only 7% of respondents with a disability had declined such an offer.

Respondents who rated their health as excellent / good most frequently said they had declined an offer for a health check / screening (21%); fewer respondents who rated their health as fair or poor had turned down this type of offer (17%).

4.2.4 Diet



More than four fifths (82%) of respondents considered their diet to be well balanced and suited to their activity levels; only 14% of respondents said their diet was not well balanced / suited to their level of activity.

A fifth of respondents indicated that they regularly skipped meals, meaning the largest proportion (80%) said they did not.

A small proportion (8%) of respondents said they had problems preparing their meals, however, more than nine out of ten (92%) respondents did not experience such difficulties.

Older respondents (i.e. those aged 60 and over) tended to describe a healthier diet; with this age group most frequently saying they ate a healthy, well balanced diet which suited their activity levels (89%) and did not skip meals (88%). Around a quarter of respondents aged 59 and under said they did not eat a healthy, well balanced diet which was suited to their activity levels (22%) or regularly skipped meals (27%).

More than a third (36%) of respondents with a disability reported regularly skipping meals; 18% higher than those who did not have a disability who reported doing so (18%). Respondents with a disability were also more likely to say they had problems preparing meals (31%) and that they did not have a healthy diet (20%).

4.3 Accessing Information

4.3.1 Health and Social Care Information

Where would you go to access health and social information? (Base: 459)		
Reason	**Number**	**Percentage (%)**
GP surgery	396	86.3
Internet	237	51.6
Family / friends	138	30.1
NHS Choices	69	15.0
Library	47	10.2
Local council	41	8.9
Social Services	40	8.7
Local support groups	28	6.1
Citizens' Advice Bureau	23	5.0
LINk	4	0.9

When asked where they would access health and social information, the vast majority (86%) of respondents cited the GP surgery. More than half (52%) of respondents said they would access health and social information using the internet, while three out of ten said they would get this type of information from family / friends.

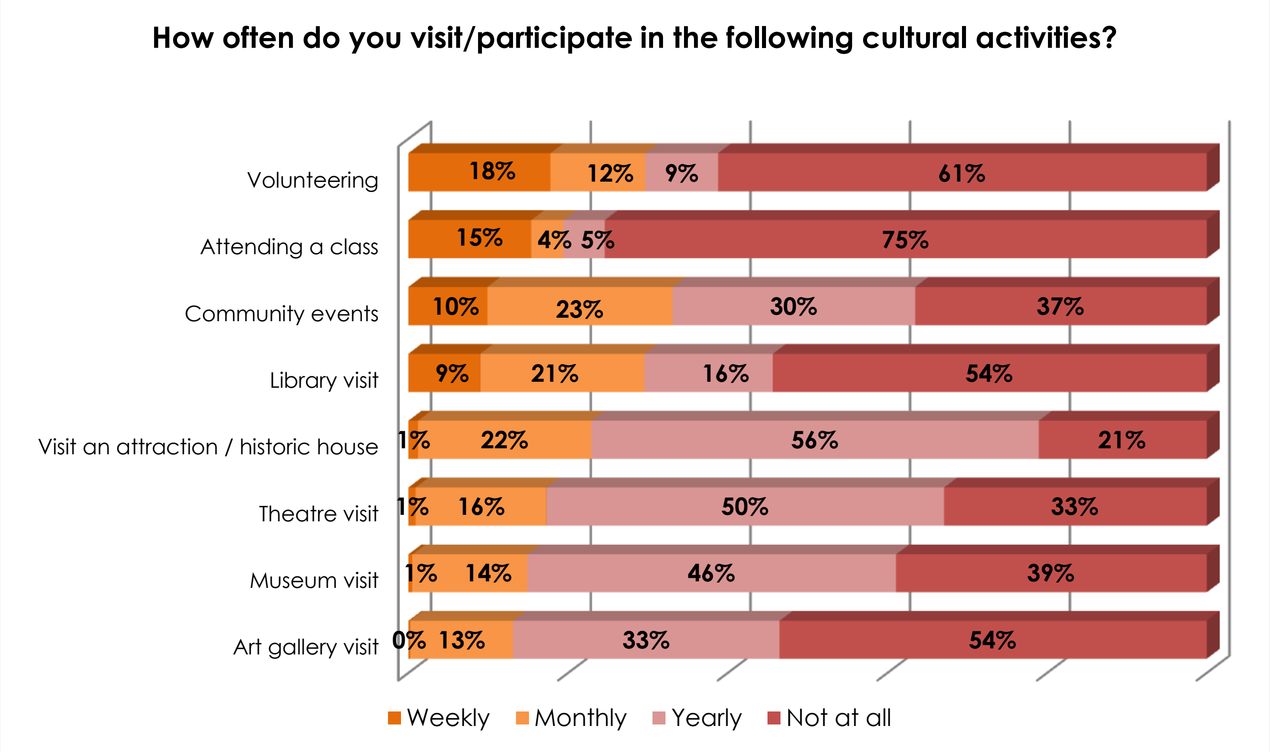
The least popular sources of information were the local council (9%), Social Services (9%), local support groups (6%), Citizens' Advice Bureau (5%) and LINk (1%).

The source of information selected tended to vary by age, for example more than nine tenths (92%) of respondents aged 60 and over said they would visit their GP surgery, however, this fell to eight tenths among those aged 59 and under.

Expressing a preference for accessing information through the internet was greatly influenced by respondent type, with female respondents (55%), respondents aged 59 and under (69%) and those who did not have a disability (54%) most frequently saying they would access health and social information using this medium. Use of the internet also varied by geographical location, with use of the internet being a tenth higher among respondents in the South East (56%) when compared with those living in the North (47%).

4.4 Activities

4.4.1 Cultural Activities



Respondents were asked to specify the frequency that they visited / participated in various cultural activities.

Three tenths of respondents volunteered on at least a monthly basis, with almost a fifth (18%) doing so on a weekly basis. It was also common for respondents to attend community events or visit a library on at least a monthly basis (33% and 30% respectively).

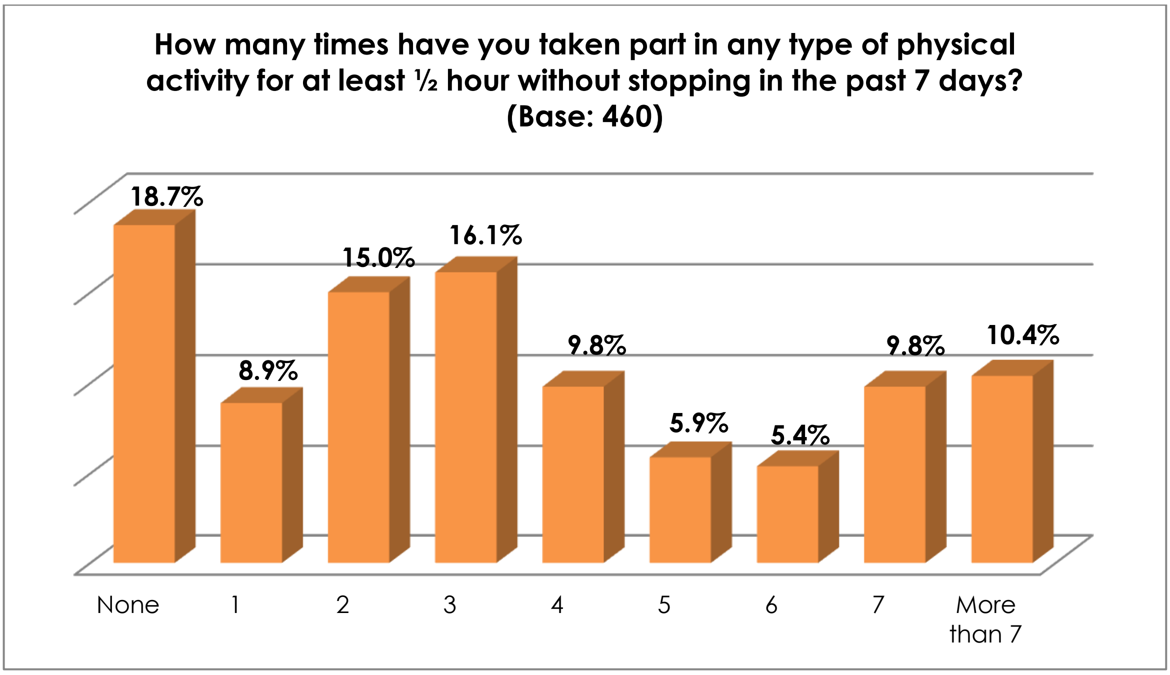
Although fewer respondents reported visiting attractions / historic houses or theatres on a weekly or monthly basis (23% and 17%), at least half of respondents undertook such cultural activities on a yearly basis (56% visited attraction / historic house, 50% visited a theatre).

More than half of respondents said they did not: attend a class (75%), volunteer (61%), visit a library (54%) or visit an art gallery (54%).

How often do you visit / participate in the following cultural activities?			
Cultural Activity	**West (% weekly / monthly)**	**South East (% weekly / monthly)**	**North (% weekly / monthly)**
Library visit	33	24	34
Museum visit	17	15	13
Volunteering	37	20	37
Community events	40	21	43
Attending a class	18	22	17
Art gallery visit	15	10	15
Theatre visit	19	13	22
Visit an attraction / historic house	30	19	23

For most activities, respondents living in the South East least frequently said it was something that they visited or participated in, with less than a fifth of respondents in this area saying they visited attractions / historic houses (19%), theatres (13%) or art galleries (10%). Respondents in the South East were however most likely to say they attended a class (22%).

4.4.2 Physical Activities



In the past seven days a fifth of respondents had taken part in physical activity which lasted for at least half an hour on seven or more occasions, however, a similar proportion (19%) had undertaken no physical activity within this timeframe.

Around three tenths of respondents reported undertaking physical activity on two (15%) or three (16%) occasions during the seven days prior to participating in the consultation.

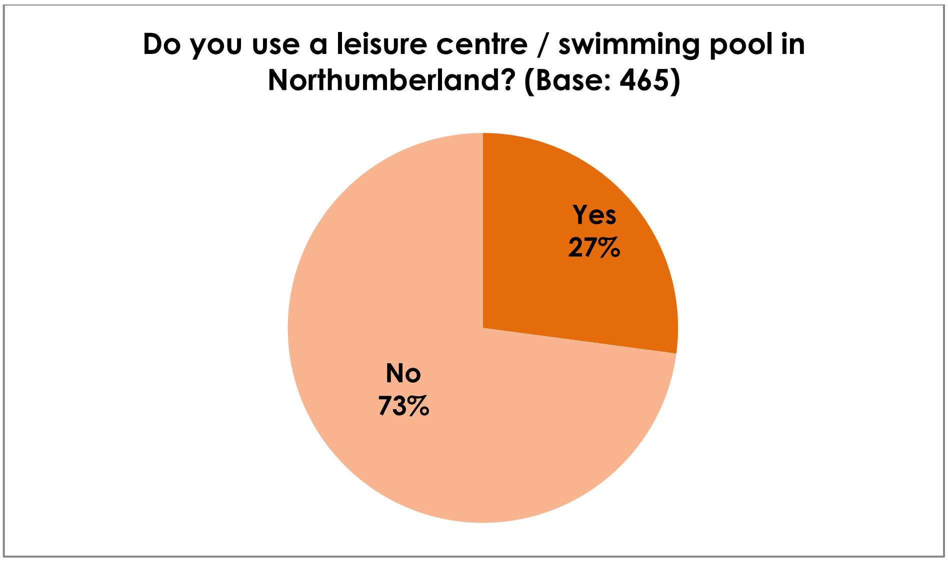
Reporting of no physical activity was slightly higher among male respondents (20%) when compared with females (17%). Respondents with a disability (42%) were also more likely than those who did not have a disability (16%) to say they had undertaken no physical activity in the seven days prior to taking part in the consultation.

Respondents living in the South East most frequently said they had undertaken no physical activity in the past seven days (22%). In contrast those living in the North most frequently said they had undertaken activity on seven or more occasions (26%).

Respondents who had taken part in physical activity were then asked to specify the type of activity. Almost three quarters (73%) of those who had taken part in physical activity had undertaken jogging / walking / running; it was also common for respondents to say they had undertaken gardening (24%). The physical activities which were undertaken most frequently are shown in the table below and a full list of all activities undertaken can be found in the appendices.

What type of physical activity have you taken part in the most in the past 7 days? (Base: 418)		
Reason	**Number**	**Percentage (%)**
Jogging / walking / running	305	73.0
Gardening	101	24.2
Cycling	30	7.2
Gym	19	4.5
Swimming	16	3.8
Golf	14	3.3
Zumba / Yoga / Tai-chi	12	2.9
Exercise classes (unspecified)	10	2.4

4.4.3 Use of Leisure Centres / Swimming Pools



More than a quarter (27%) of respondents said they currently used a leisure centre or swimming pool, meaning the majority (73%) did not.

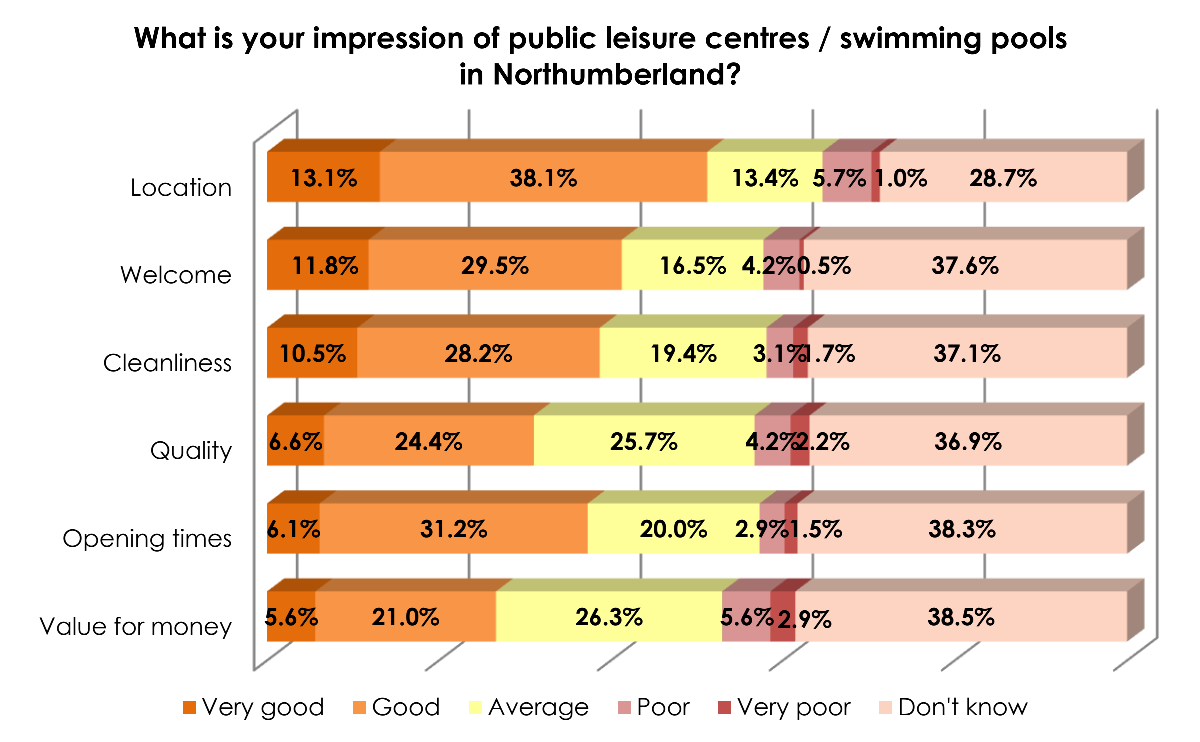
Use of leisure centres / swimming pools was highest among: female respondents (29%); respondents aged 18 to 59 (30%); those who did not have a disability (28%) and respondents who rated their health as 'fair' (35%).

Use of a leisure centre / swimming pool also varied by area, with three out of ten respondents living in the South East saying they used these types of facilities compared with 23% of respondents in the West.

Which public leisure centre/swimming pool in Northumberland do you use? (Base: 107)		
Reason	**Number**	**Percentage (%)**
Concordia Leisure Centre	22	20.6
Blyth Sports Centre	21	19.6
Ashington Leisure Centre	17	15.9
Wentworth Leisure Centre	17	15.9
Riverside Leisure Centre	12	11.2
Prudhoe Waterworld	11	10.3
Ponteland Leisure Centre	6	5.6
Swan Centre for Leisure	6	5.6

Around a fifth of those who used a leisure centre / swimming pool said it was either Concordia Leisure Centre (21%) or Blyth Sports Centre (20%). It was also common for respondents to indicate that they had used Ashington (16%) or Wentworth (16%) leisure centres.

4.4.4 Opinion of Leisure Centres / Swimming Pools

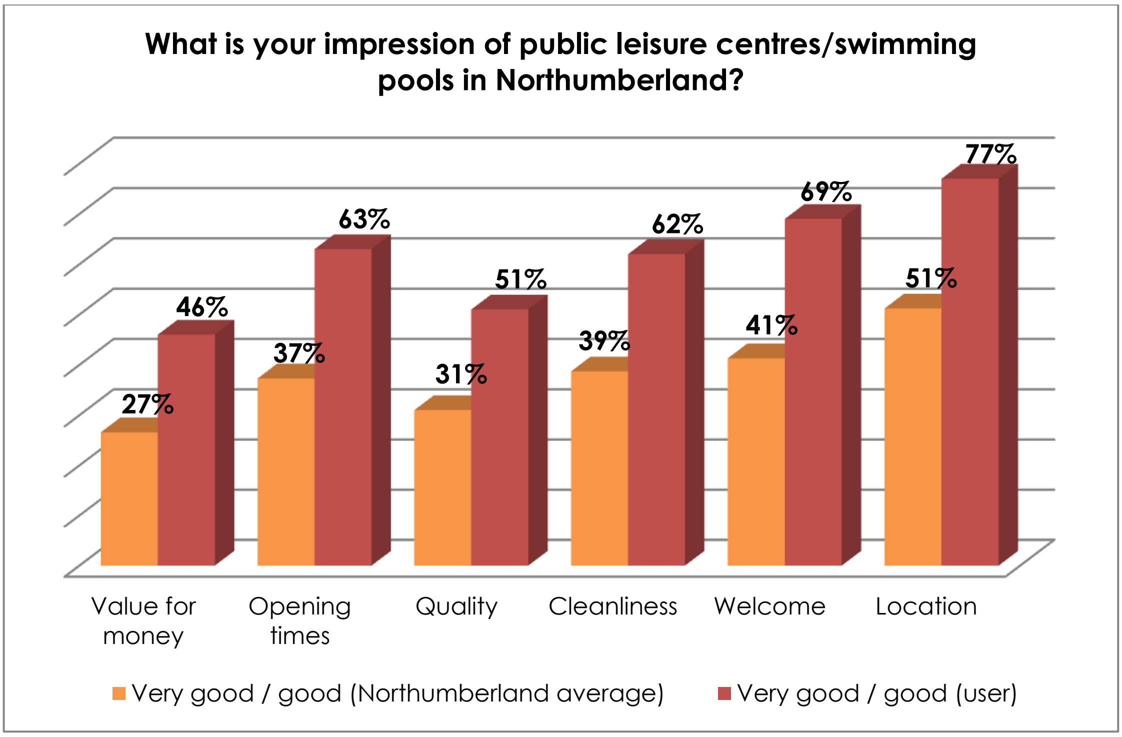


All respondents were asked to give their opinion of public leisure centres / swimming pools, regardless of whether or not they currently used these facilities.

Positivity was highest when considering the location of public leisure centres / swimming pools, with around half (51%) rating this aspect as good or very good. Around two fifths of respondents also considered the welcome at (41%) and cleanliness of (39%) public leisure centres / swimming pools to be good or very good.

Respondents were less positive when considering if public leisure centres / swimming pools provided value for money, with around a quarter (26%) rating this aspect as average and a further 9% saying the value for money was poor / very poor.

For all prompted service aspects a significant proportion of respondents said they did not have an impression of public leisure centres / swimming pools, with this response being particularly high when considering the opening times (38%) and value for money (39%).



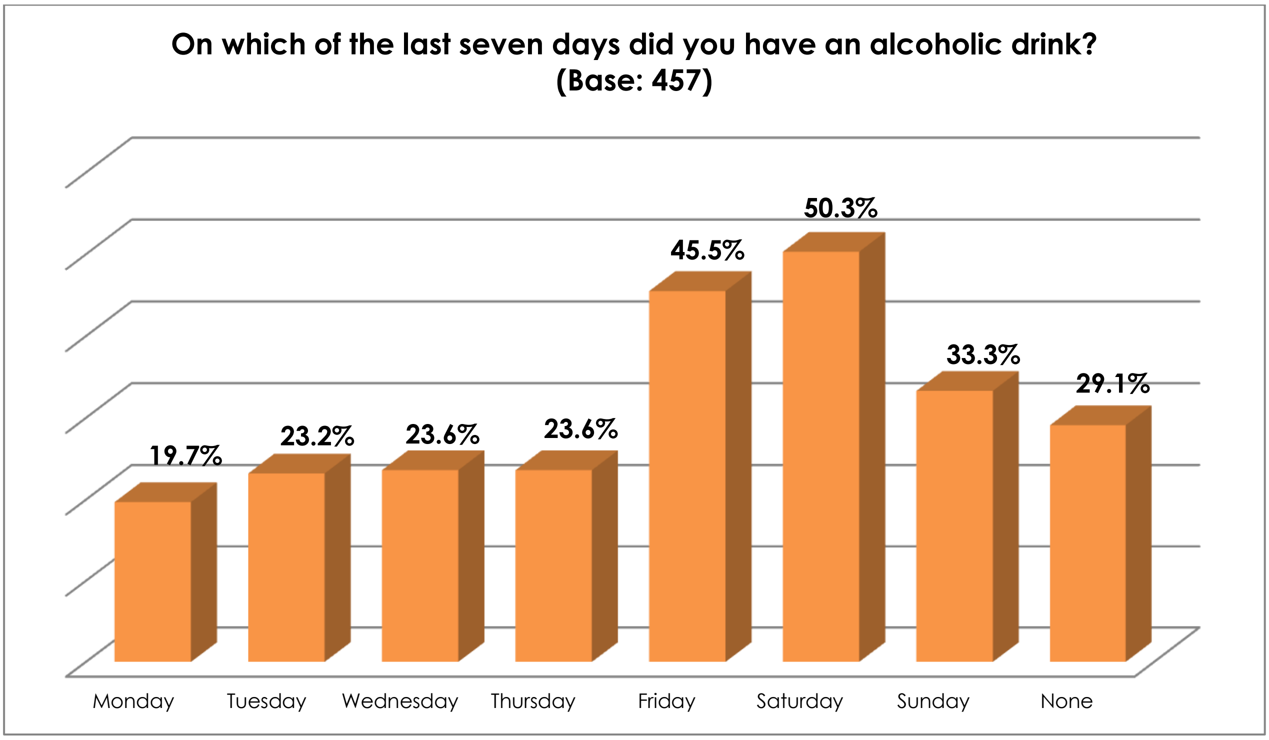
Respondents who had used the public swimming pools / leisure centres tended to hold a more positive perception, with responses of good or very good ranging from 19% to 28% higher than the Northumberland average.

More than three quarters (77%) of respondents who had used public leisure centres / swimming pools rated the location as either good or very good, while more than two thirds (69%) rated the welcome as good or very good.

Users of public leisure centres / swimming pools tended to be less positive when considering if the facilities provided value for money. Although 46% of respondents rated the value for money as very good or good a further 42% felt leisure centres / swimming pools were average in terms of value for money.

4.5 Alcohol and Smoking

4.5.1 Alcohol Consumption



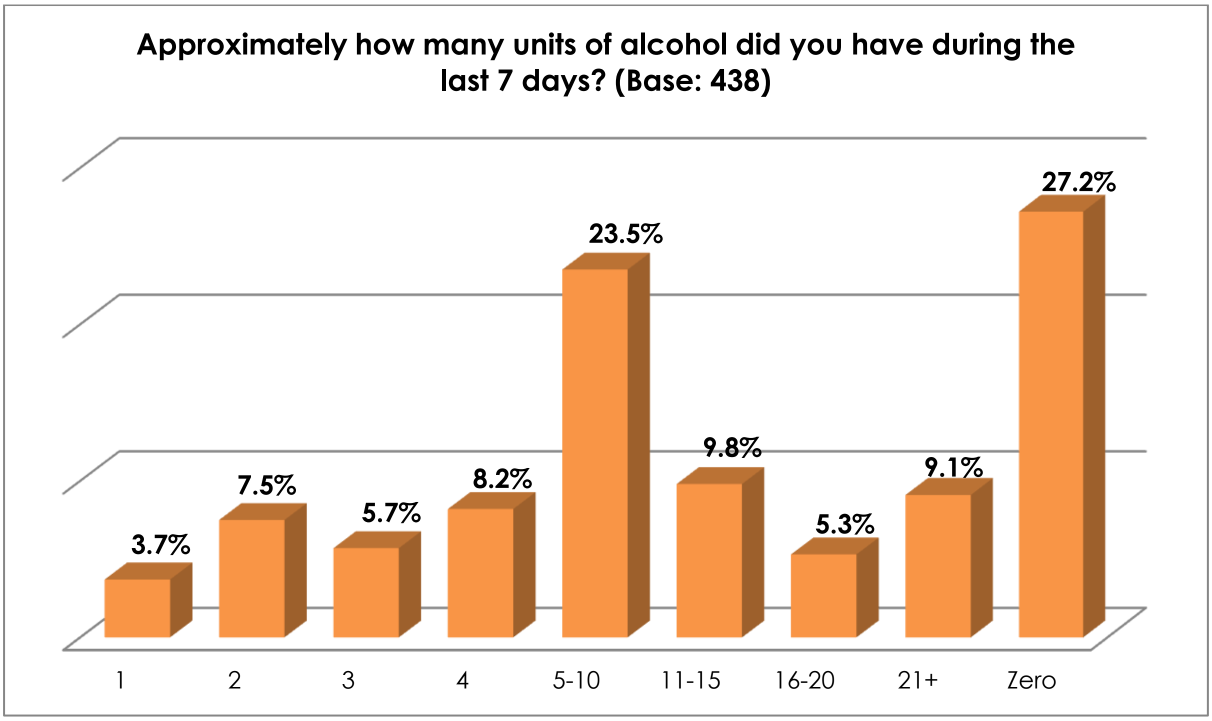
When considering the seven days prior to taking part in the consultation, half of respondents had consumed an alcoholic drink on the Saturday while 46% had done so on the Friday. In addition, it was also more common for respondents to report consuming an alcoholic drink on a Sunday (33%). Monday was the day on which the fewest respondents reported having an alcoholic drink (20%).

Almost three tenths (29%) of respondents said that in the seven days prior to taking part in the consultation they had not consumed an alcoholic beverage.

Around two fifths (38%) of female respondents had not consumed an alcoholic drink during the seven days prior to taking part in the consultation; around one fifth (19%) of male respondents indicated not having an alcoholic drink during this period. Respondents with a disability (46%) were also more likely than those who did not have a disability (27%) to say they had not had an alcoholic drink in the past seven days.

Although a equal proportion of respondents aged 18 to 59 and 60 and over reported having an alcoholic beverage throughout the seven day period overall (71%), consuming alcohol on Sunday to Thursday was significantly higher among those aged 60 and over.

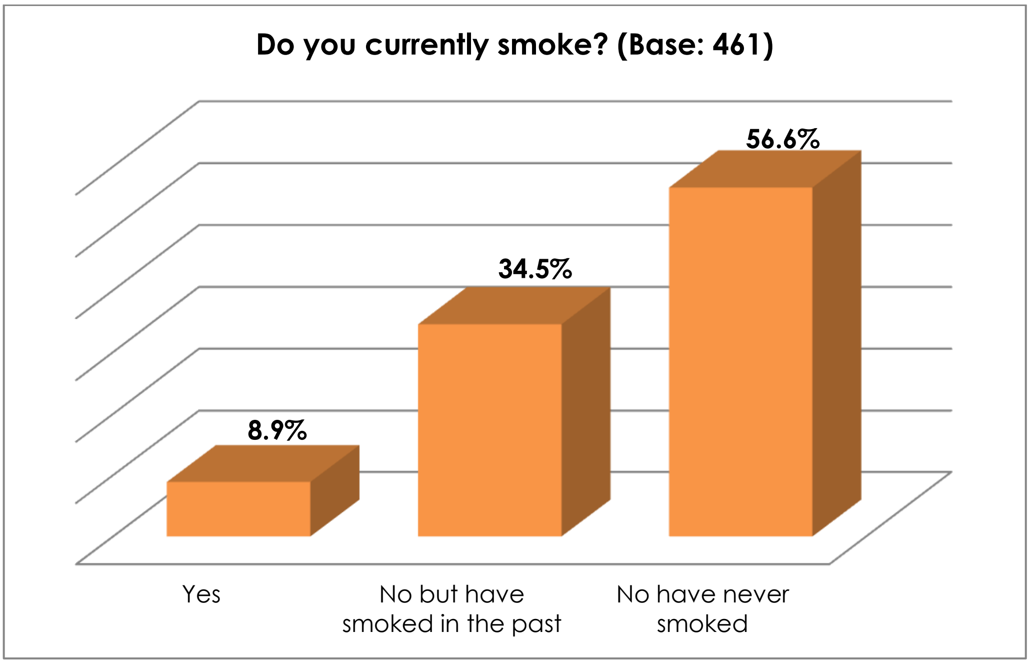
4.5.2 Units of Alcohol



Around a quarter (24%) of respondents had consumed between 5 and 10 units of alcohol in the seven days prior to taking part in the consultation, while a further tenth had consumed between 11 and 15 units. Only 9% of respondents had consumed 21 units or more.

Consistent with the previous question, around three tenths (27%) of respondents said they had consumed no units of alcohol in the previous seven days.

4.5.3 Current Smoking Habits



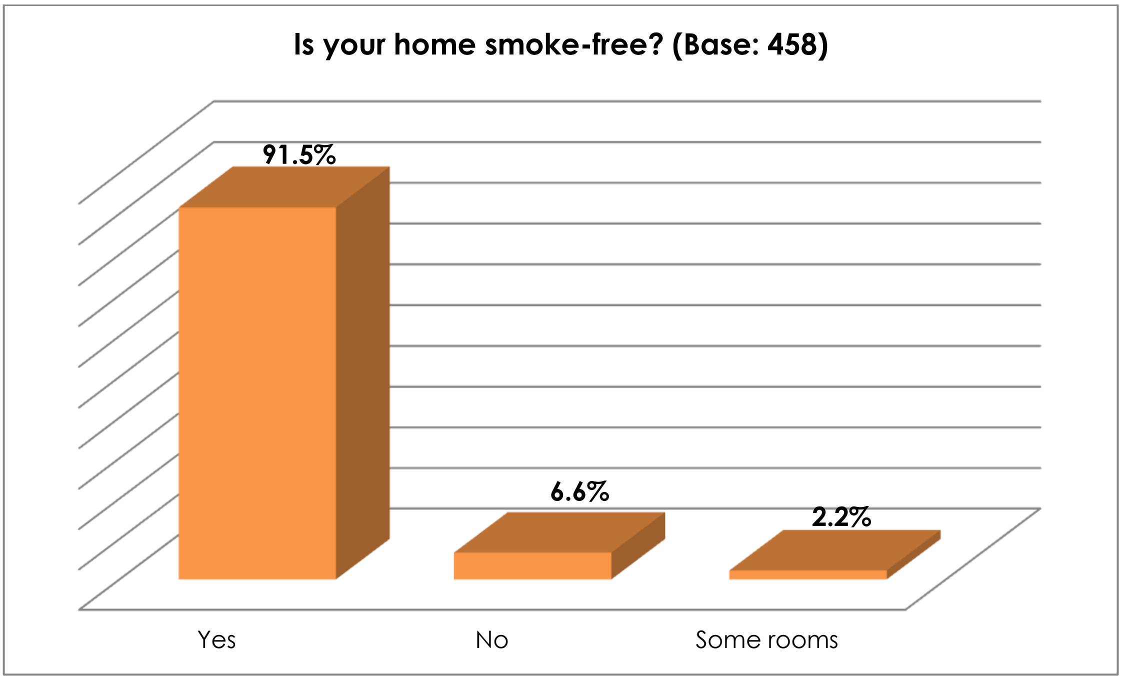
Around a tenth (9%) of respondents reported being current smokers, while a further 35% said they had smoked in the past. There has been no change in the proportion of respondents who indicated being a smoker when compared with 2012.

More than a tenth (11%) of female respondents currently smoked; 4% higher than male respondents who reported being a current smoker (7%). Male respondents most frequently said that although they did not smoke they had done so in the past (male: 38%, female: 31%).

Around two fifths (41%) of respondents aged 60 and over said that they did not smoke but had done in the past, whereas only 27% of respondents aged 18 to 59 reported smoking previously. Almost two thirds (65%) of respondents aged 18 to 59 said they had never smoked; 15% higher than respondents aged 60 and over who had never smoked (50%).

Around three quarters (74%) of those who were current smokers said they had tried to stop smoking in the past.

4.5.4 Smoking Within the Home



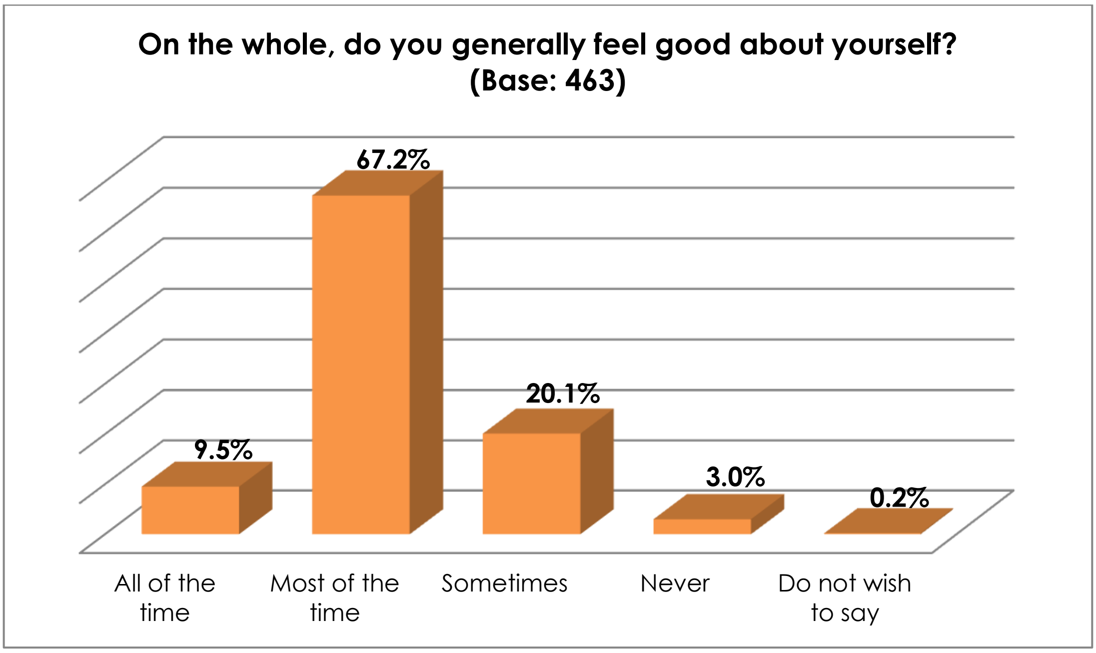
More than nine out of ten (92%) respondents indicated that their home was smoke-free, while a further 2% reported that some rooms within their home were smoke-free. Only 7% of respondents said that their home was not smoke-free.

The vast majority (95%) of respondents aged 18 to 59 said their home was smoke-free. Although still high, slightly fewer respondents aged 60 and over indicated that their home was smoke-free (89%).

Reporting that the home was smoke-free was around a tenth higher among those who did not have a disability (93%) when compared with those who did (83%).

4.6 Emotional Health

4.6.1 Current Feelings



A tenth of respondents said they generally felt good about themselves all of the time, while a further 67% reported feeling good about themselves most of the time. Although a fifth of respondents said they generally felt good about themselves some of the time, only 3% indicated that they never felt good about themselves.

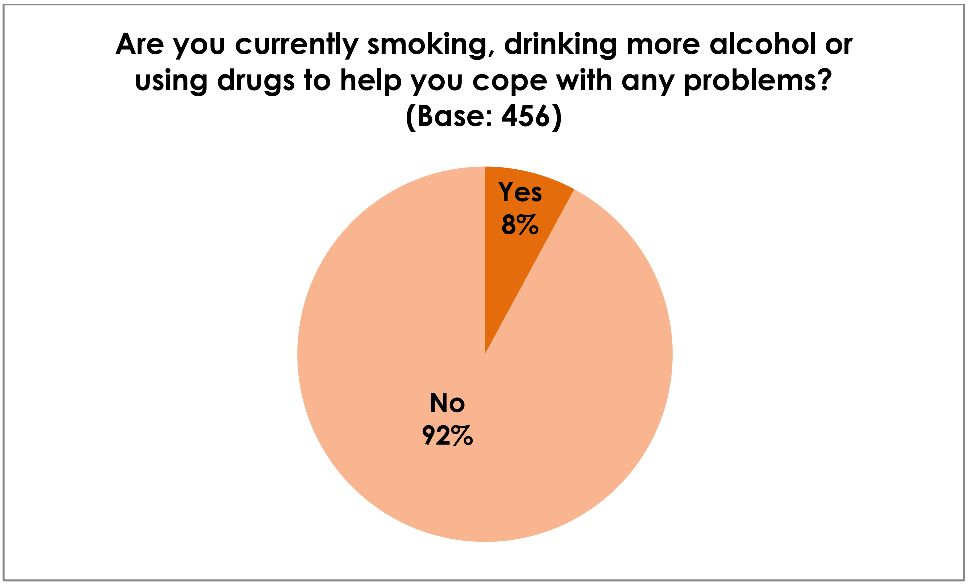
Around eight out of ten (81%) male respondents reported feeling good about themselves either all or most of the time; 7% higher than female respondents who reported feeling good about themselves at least most of the time (73%).

Respondents who did not have a disability (82%) most frequently said they felt good about themselves either all or most of the time; reporting feeling good all / most of the time was significantly lower among those with a disability (43%). A tenth of respondents with a disability indicated never feeling good about themselves.

Please use this space to explain your answer to the previous question (Base: 131)		
Reason	**Number**	**Percentage (%)**
I am happy with my lifestyle	38	29.0
Due to the illness / health issues	36	27.5
I live a healthy lifestyle	24	18.3
Because of my weight (overweight)	19	14.5
Because of my age / old	10	7.6

Around three tenths of respondents said their previous response was a result of being generally happy with their lifestyle (29%), however, a similar proportion attributed their response to illness / health issues (28%). Other reasons for their reporting of how often they felt good about themselves included living a healthy lifestyle (18%) or because of their weight (15%).

4.6.2 Dealing with Problems

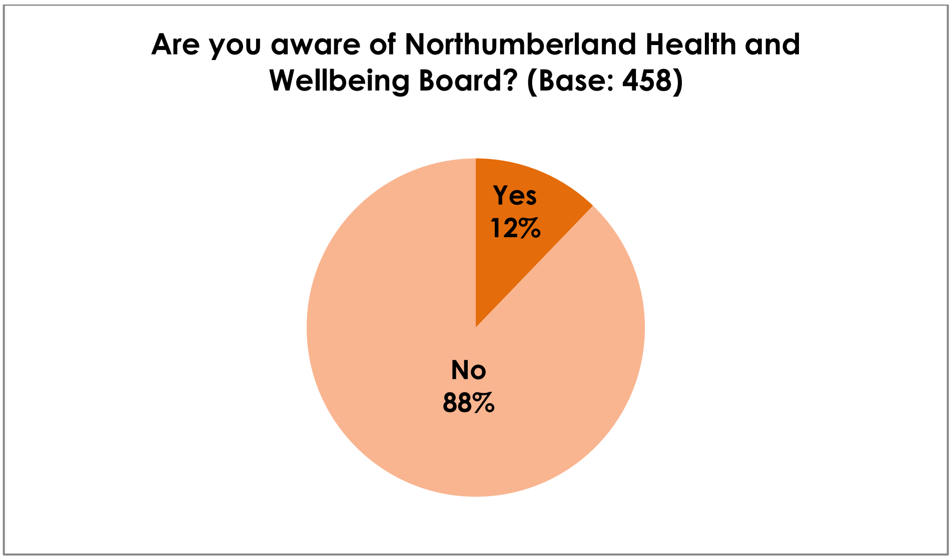


The majority (92%) of respondents said they were not smoking, drinking an increased amount of alcohol or using drugs to cope with problems.

Although only 8% of respondents reported smoking, drinking alcohol or using drugs to help them to cope with problems, this increased to more than a tenth among respondents with a disability (19%) and those living in the South East (11%).

4.7 Health and Wellbeing Board

4.7.1 Awareness of the Health and Wellbeing Board



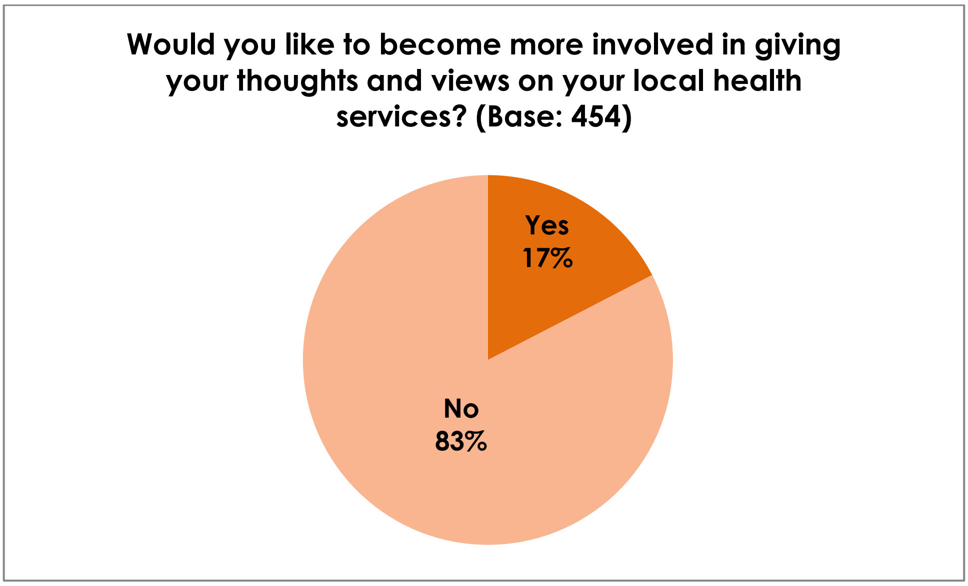
Around a tenth (12%) of respondents said they were aware of the Northumberland Health and Wellbeing Board meaning the majority (88%) of respondents were not.

Awareness of the Health and Wellbeing Board was highest among respondents aged 60 and over (15%) and those living in the North (18%). In contrast, awareness fell below a tenth among respondents aged 18 to 59 (9%) and those living in the South East (9%).

How did you hear about it? (Base: 42)		
Reason	**Number**	**Percentage (%)**
Doctor's surgery	11	26.2
Workplace	8	19.0
Internet / website	7	16.7
Word of mouth	4	9.5
Local press	3	7.1
Questionnaires / surveys	3	7.1
Leaflets / posters	2	4.8
Local library	1	2.4
Through council	1	2.4
Don't know / can't remember	2	4.8

Respondents who indicated that they had heard of the Northumberland Health and Wellbeing Board most frequently said this awareness had been from either a doctor's surgery (26%) or their workplace (19%). It was also common for respondents to say they had heard of the Health and Wellbeing Board from the internet / website (17%).

4.7.2 Future Involvement



Around a fifth (17%) of respondents said they would like to give their views on local health services, with this response increasing to at least a fifth among respondents aged 60 and over (21%) and those with a disability (20%).

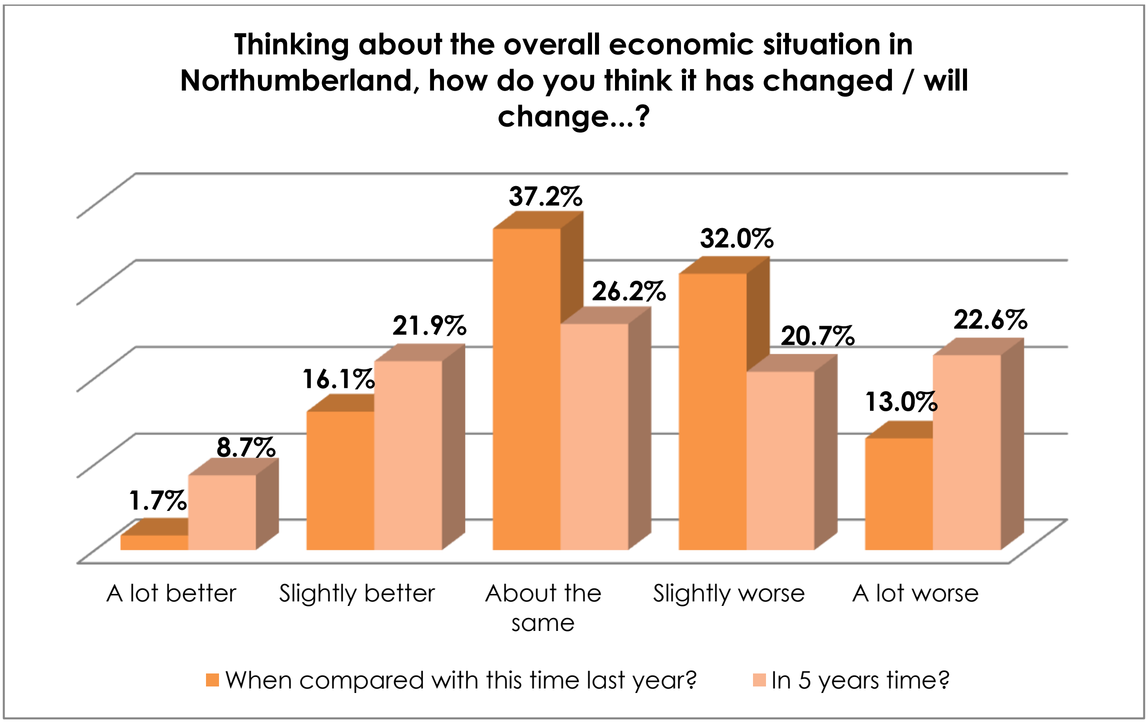
Respondents who were interested in becoming more involved were asked to specify what areas they were would be most interested in. Among the 70 respondents who specified a subject, a fifth said they were interested in topics relating to their GP. A large proportion (16%) said they would be interested in any or all health matters.

What areas of health are you most interested in becoming involved in? (Base: 70)		
Reason	**Number**	**Percentage (%)**
GPs	14	20.0
Fitness and well-being / lifestyle	11	15.7
Any / all health matters	11	15.7
Age related / older people	10	14.3
Mental health	9	12.9

5.0 Section 2: Economic Outlook

5.1 Economy of Northumberland

5.1.1 Economic Situation



Around a fifth (18%) of respondents felt that the economic situation in Northumberland had improved when compared with the same time the previous year, while around three out of ten (31%) said the situation would become better in five years' time.

More than two fifths (45%) of respondents felt the economic situation in Northumberland had worsened when compared with the same time the previous year, with 32% saying it was slightly worse and 13% saying it had become a lot worse. In addition, around a fifth (21%) of respondents anticipated that the economic situation would worsen slightly in the following five years and a further 23% said the situation would become a lot worse.

5.1.2 Economic Issues

In your opinion what are the biggest issues affecting the whole of Northumberland? (Base: 408)		
Reason	**Number**	**Percentage (%)**
Increased household bills	338	82.8
Rising petrol prices	229	56.1
Lack of jobs	196	48.0
Rising unemployment among young people	194	47.5
Rising unemployment in general	169	41.4
No increase in wages	152	37.3
Loss of jobs in the public sector i.e. Council, NHS	126	30.9
Level of household debt	121	29.7
Cost of college / university education	76	18.6
Falling house prices	67	16.4
Tax increases	63	15.4
Having appropriate skills for jobs available	60	14.7
Increasing responsibility of carers	56	13.7
Effects of the Euro-zone crisis	49	12.0

Respondents were given a list of various issues and asked to select the five which they felt had the greatest impact upon Northumberland.

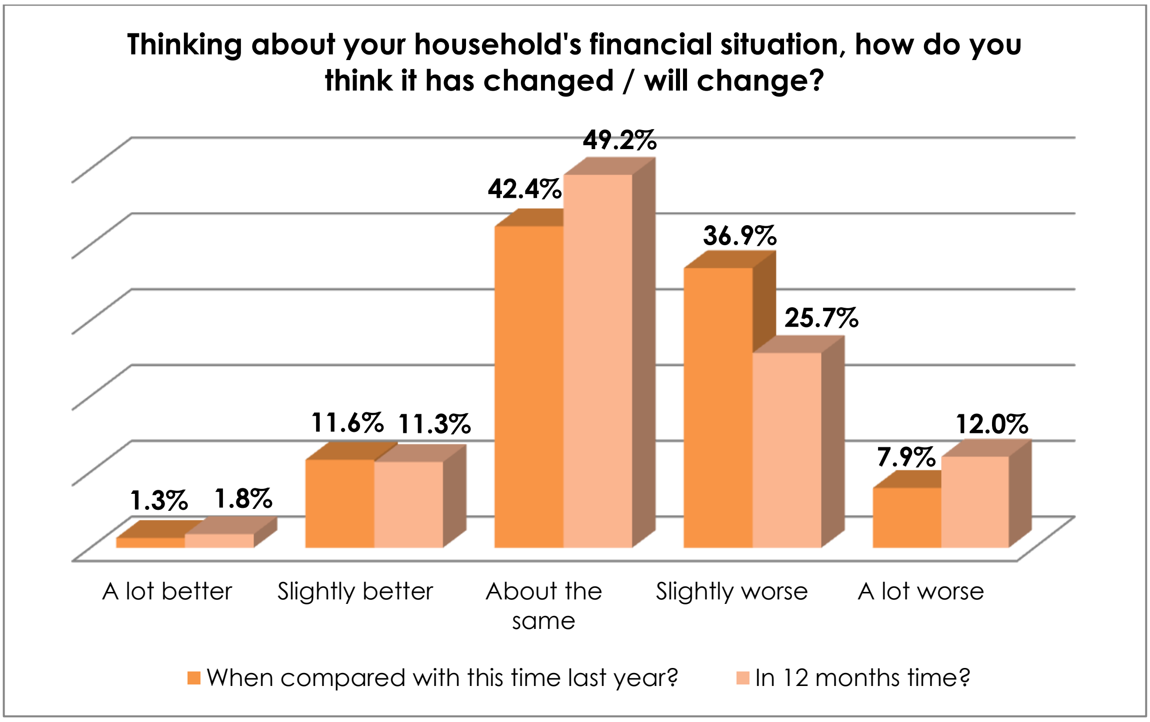
More than eight out of ten (83%) respondents felt the biggest issue facing Northumberland was increased household bills, while more than half (56%) included rising petrol prices as one of the biggest issues facing the area.

Employment also emerged as an issue for the area, with around half of respondents selecting lack of jobs (48%) and rising unemployment among young people (48%) as the biggest issues affecting Northumberland. In addition, around two fifths (41%) of respondents identified the rising unemployment in general as one of the biggest issues affecting the Northumberland area as a whole.

Fewer respondents selected the effects of the Euro-zone crisis (12%) as one of the biggest issues affecting the Northumberland area.

5.2 Household Financial Situation

5.2.1 Financial Situation

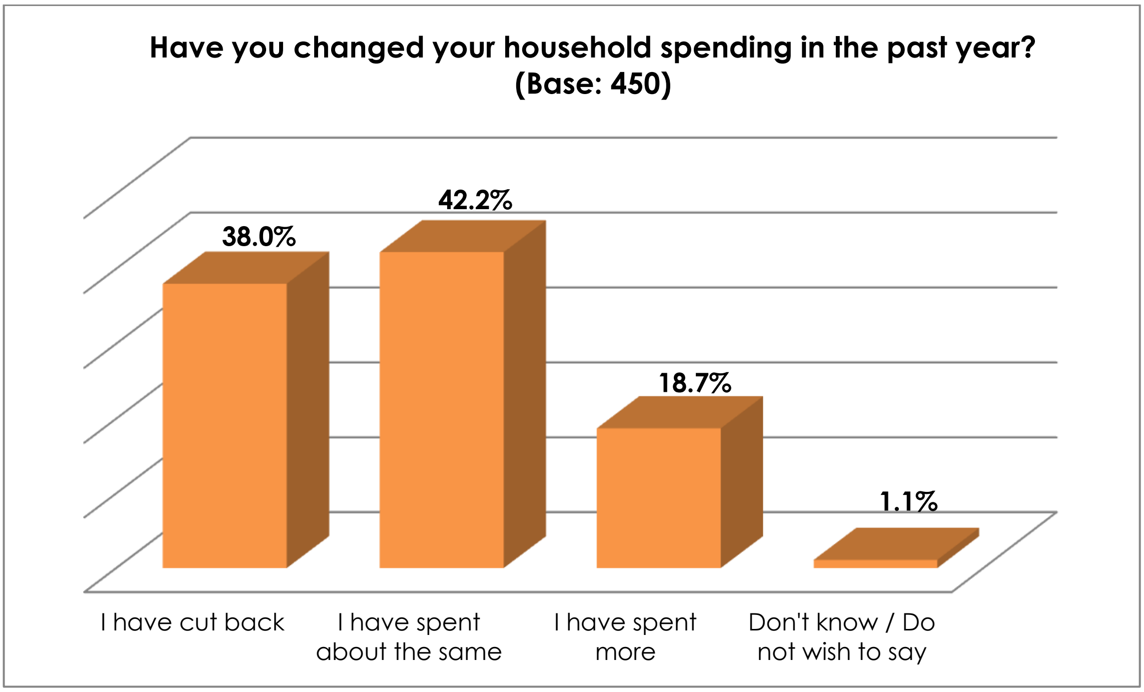


Few respondents said their household's financial situation had improved when compared with the same time the previous year (13%) and a similar proportion (13%) felt their situation would improve in the future.

Although 45% of respondents said their household's financial situation had become worse over the previous year, a smaller proportion (38%) predicted that their situation would worsen in 12 months' time.

Respondents living in the South East most frequently said their household's financial situation was worse than it had been 12 months ago (51%) and would also get worse in the future (42%). This opinion was also higher than the Northumberland average among those with a disability (when compared with last year: 60%, in 12 months' time: 57%).

5.1.2 Household Spending



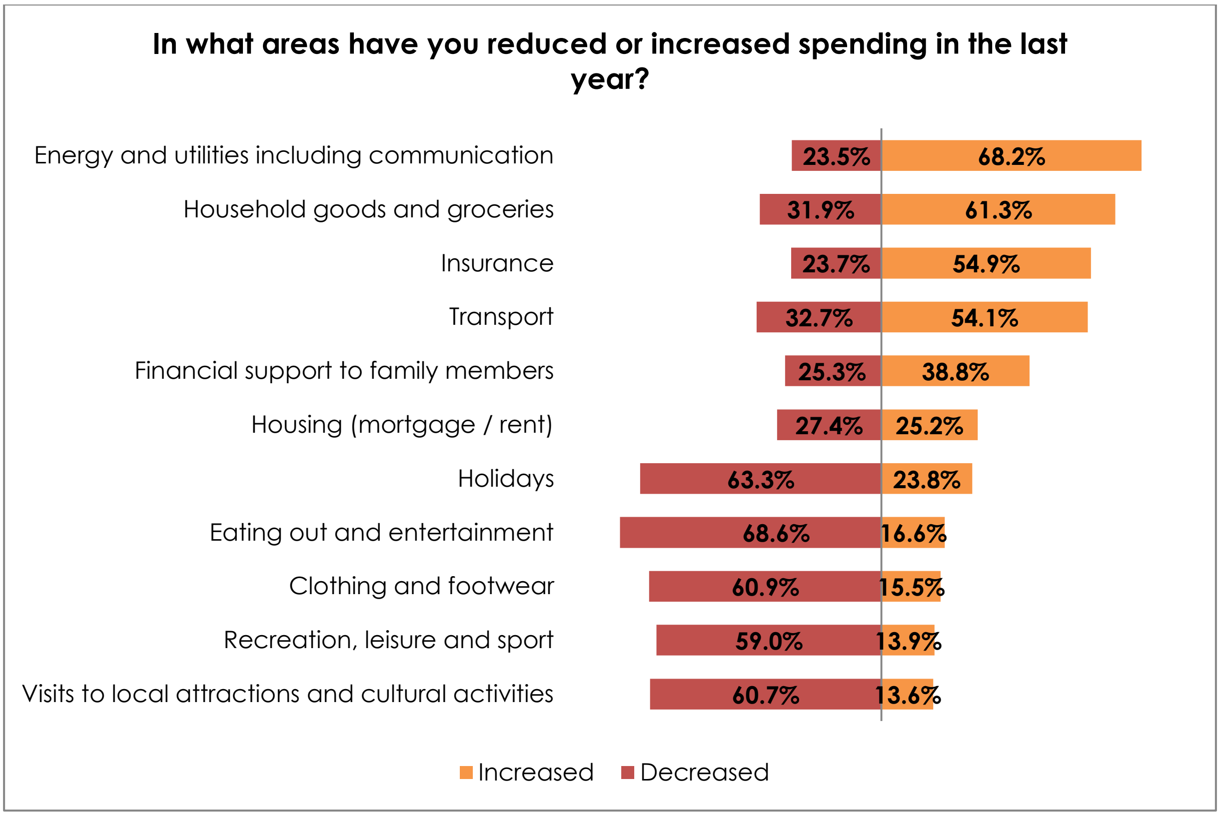
Around two fifths (42%) of respondents said their household spending has not changed over the previous year, however, a further 38% reported that they had cut back. Around a fifth (19%) of respondents said their household spending had increased over the previous year.

Reporting that the household spending had reduced was higher among female respondents (41%) when compared with their male counterparts (35%); male respondents most frequently said that the household spending had remained around the same (male: 46%, female: 39%).

Around two fifths (44%) of respondents aged 18 to 59 said they had cut back on their household spending over the previous 12 months, whereas 33% of respondents aged 60 and over said that this was the case. Older respondents (i.e. those aged 60 and over) most frequently said their household spending had either stayed the same (45%) or increased (21%).

Respondents living in the South East most frequently said their household spending had reduced during the 12 months prior to taking part in the consultation (41%). Those living in the West most frequently said their household spending had remained the same (51%).

Respondents who indicated that they had cut back most frequently said their household's financial situation was worse than it had been (66%); respondents who said their household had spent about the same also most frequently said their situation was unchanged (61%).



Respondents most frequently reported an increase in the amount which their household had spent on energy and utilities (68%) and household goods and groceries (61%). In addition, more than half of respondents said the amount spent on insurance (55%) and transport (54%) had increased. For all of these aspects of spending, less than a third of respondents reported a decrease in the amount that their household had spent (ranging from 24% to 33%).

Less than a fifth of respondents said their household spending had increased with regards to eating out and entertainment (17%), clothing and footwear (16%), recreation, leisure and sports (14%) and visiting local attractions and cultural activities (14%).

The most significant decrease in spending was for eating out and entertainment, with around seven tenths (69%) of respondents saying their household had reduced this type of spending over the previous year. More than six out of ten respondents also said their household had reduced the amount they had spent on holidays (63%), clothing and footwear (61%) and visits to local attractions or other cultural activities (61%).

5.3 Economy of Local Towns

5.3.1 Town Visited Most Frequently

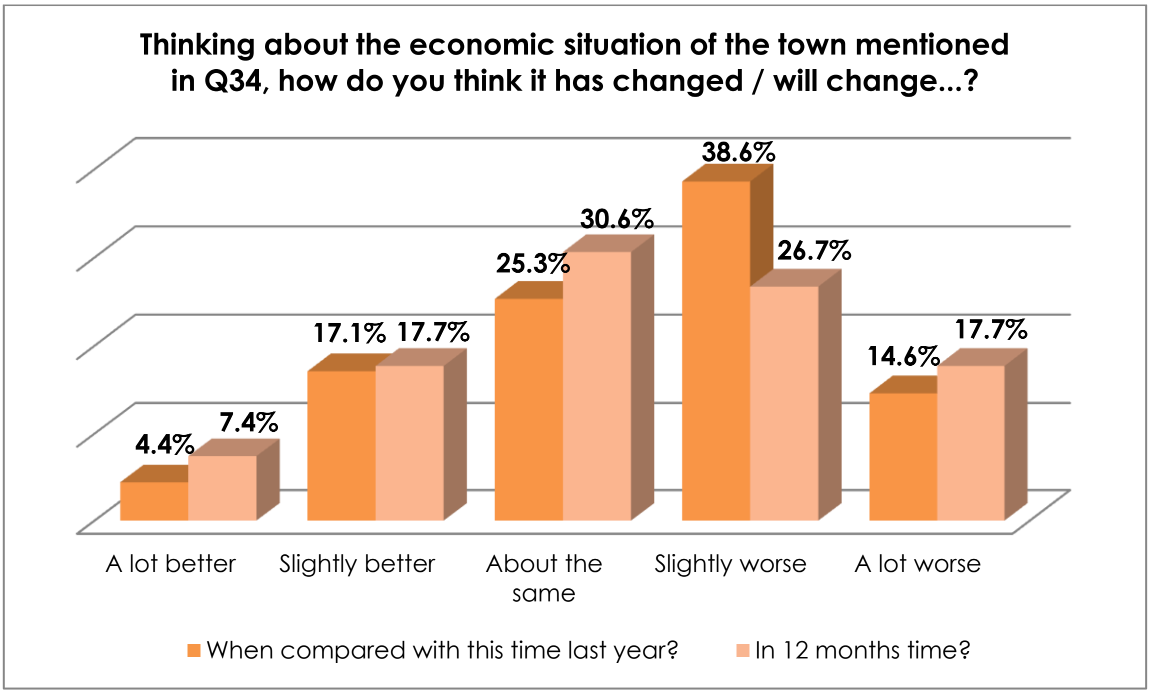
Which of the following towns do you visit most often?				
Reason	**Overall (%) Base: 424**	**West (%) Base: 111**	**South East (%) Base: 174**	**North (%) Base: 139**
Hexham	**17.7**	56.8	-	8.6
Morpheth	**15.8**	4.5	9.8	32.4
Ashington	**15.3**	-	24.1	16.5
Cramlington	**14.9**	0.9	32.2	4.3
Blyth	**10.4**	-	24.1	1.4
Prudhoe	**5.9**	18.9	-	2.9
Berwick-upon-Tweed	**5.7**	-	-	17.3
Alnwick	**4.0**	-	1.1	10.8
Ponteland	**4.0**	15.3	-	-
Bedlington	**3.1**	-	7.5	-
Amble	**2.4**	-	1.1	5.8
Haltwhistle	**0.9**	3.6	-	-

Respondents were asked to specify the town which they visited most often and the towns selected most frequently were Hexham (18%), Morpeth (16%), Ashington (15%) and Cramlington (15%). An additional tenth of respondents selected Blyth as the town which they visited most often.

Perhaps unsurprisingly, the town visited most frequently tended to vary by the area which the respondent resided within. More than half (57%) of respondents living in the West area selected Hexham as the town visited most often, while around a fifth (19%) of those in this area selected Prudhoe as their most frequently visited town.

The most frequently visited town among respondents living in the South East varied, with the majority citing Cramlington (32%), Ashington (24%) or Blyth (24%). There was also variance(in the town visited) with respondents living in the North, with the greatest proportion selecting Morpeth (32%), Berwick-upon-Tweed (17%) or Ashington (17%).

5.3.2 Economic Situation



More than half (53%) of respondents said the economic situation of the town they visited most frequently had worsened over the previous year, with 15% saying it was a lot worse. A quarter of respondents said the economic situation was about the same as it had been the previous year while a further 22% said the economic situation of the town had improved.

A quarter of respondents thought the economic situation of the town would improve over the coming year, while around three out of ten (31%) felt the situation would remain the same. More than two fifths (44%) of respondents said the town's financial situation would worsen over the coming year, with 27% saying it would become slightly worse and 18% predicting that it would become a lot worse.

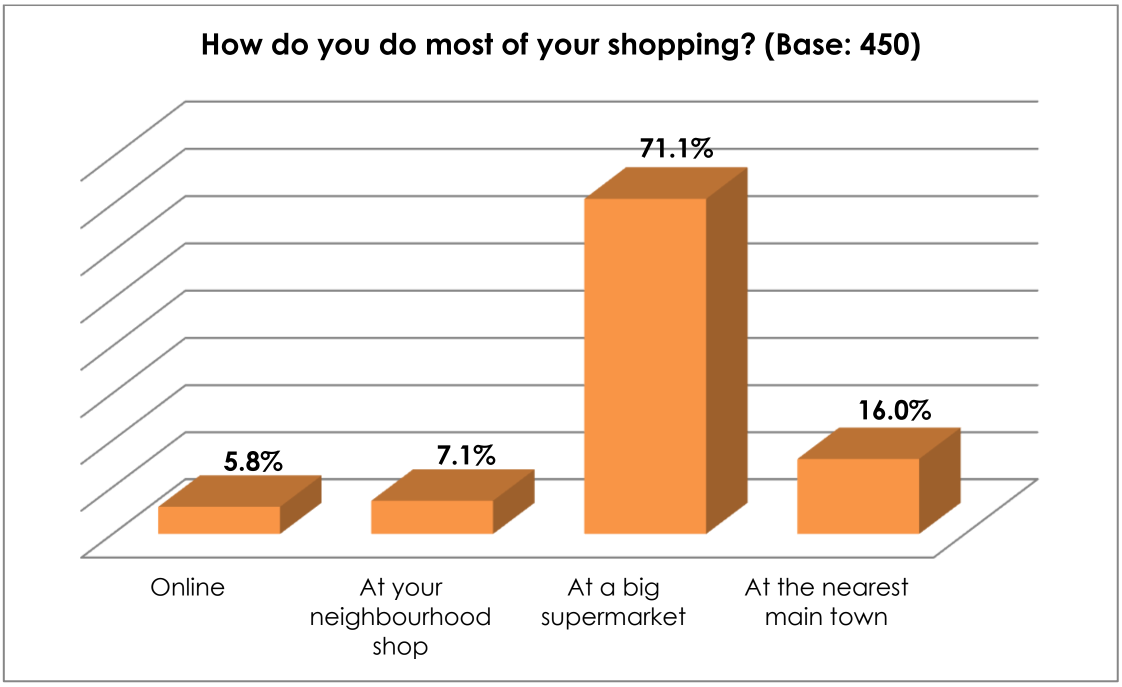
5.3.3 Improving the Town's Economy

Which aspects below could be used to improve this town's economy? (Base: 440)		
Reason	**Number**	**Percentage (%)**
More diverse range of shopping outlets	263	59.8
Support for existing businesses	244	55.5
Ease of parking	238	54.1
More small and medium sized businesses	220	50.0
Support for entrepreneurs / new businesses	194	44.1
Improved transport links	125	28.4
Attractions	124	28.2
Sport, leisure and cultural activities / facilities / events	92	20.9
Improved marketing	88	20.0
More education, skills, training, volunteering opportunities	62	14.1
Availability of finance / credit for business	47	10.7
Stricter planning rules	41	9.3
More housing	39	8.9
More relaxed planning rules	29	6.6
Improved signage	16	3.6

When considering the town visited most often, respondents most frequently said improvements to the economy could be made through a more diverse range of shopping outlets (60%) or the support available for existing businesses (56%). At least half of respondents also selected ease of parking (54%) or increased small / medium sized businesses (50%) as aspects which could be used to improve the town's economy.

Few respondents selected *more relaxed planning rules* (7%) or *improved signage* (4%) as aspects which could be used to improve the town's economy.

5.3.4 Method of Shopping

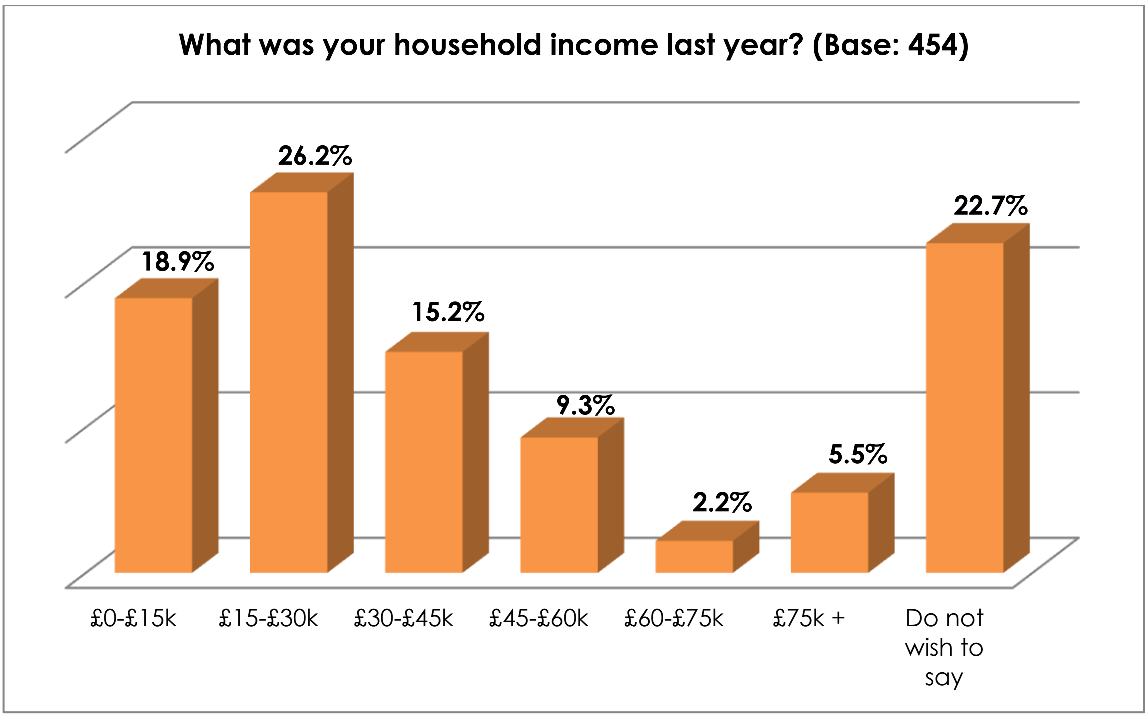


Around seven out of ten (71%) of ten respondents said they did most of their shopping at a big supermarket, while a further 16% said they undertook the majority of their shopping at the nearest main town. Less than one out of every ten respondents said they did the majority of their shopping online (6%) or at their local neighbourhood shop (7%).

Citing the local neighbourhood shop as the main location of shopping was higher among respondents aged 60 and over (11%); only 2% of respondents aged 18 to 59 undertook the majority of their shopping at their neighbourhood shop. This trend was reversed when considering online shopping, with 9% of respondents aged 18 to 59 undertaking their shopping online compared with 3% of those aged 60 and over.

Undertaking most of the household's shopping at a supermarket was significantly higher among those living in the South East (82%), whereas 57% of respondents living in the West said that this was the case. Around a fifth (17%) of respondents living in the West said their shopping was undertaken at a neighbourhood shop; significantly higher than respondents in the North (6%) and South East (2%) who said they did the majority of their shopping in this location.

5.3.5 Household Income



Around a fifth (19%) of respondents indicated that their household income was £15,000 a year or less and a further 26% of respondents said their household's income was £15,000 to £30,000. Less than a tenth (8%) of respondents said that in the previous year their household income had been £60,000 or more.

Female respondents tended to report their household having a lower income more frequently than male respondents, with almost a quarter (23%) of female respondents saying their household's income was £15,000 or less compared with 15% of male respondents.

More than a quarter (27%) of respondents aged 18 to 59 indicated that their household's annual income was £45,000 or more; 18% higher than respondents aged 60 and over who said that this was the case (8%).

Respondents who lived in the South East most frequently reported having an income of £15,000 or less (26%) whereas only 14% of those in the North said their household income fell into this band. Respondents living in the West reported the highest incomes, with a quarter saying their household's income was £45,000 or more.

5.3.6 Household Composition

Overall around a fifth (18%) of respondents said their household included at least one resident under the age of 18. Among the households which had a resident under the age of 18, more than half (53%) said there was one resident under 18 while 37% reported that there were two residents aged under18. No respondents had five or more residents who were under 18.

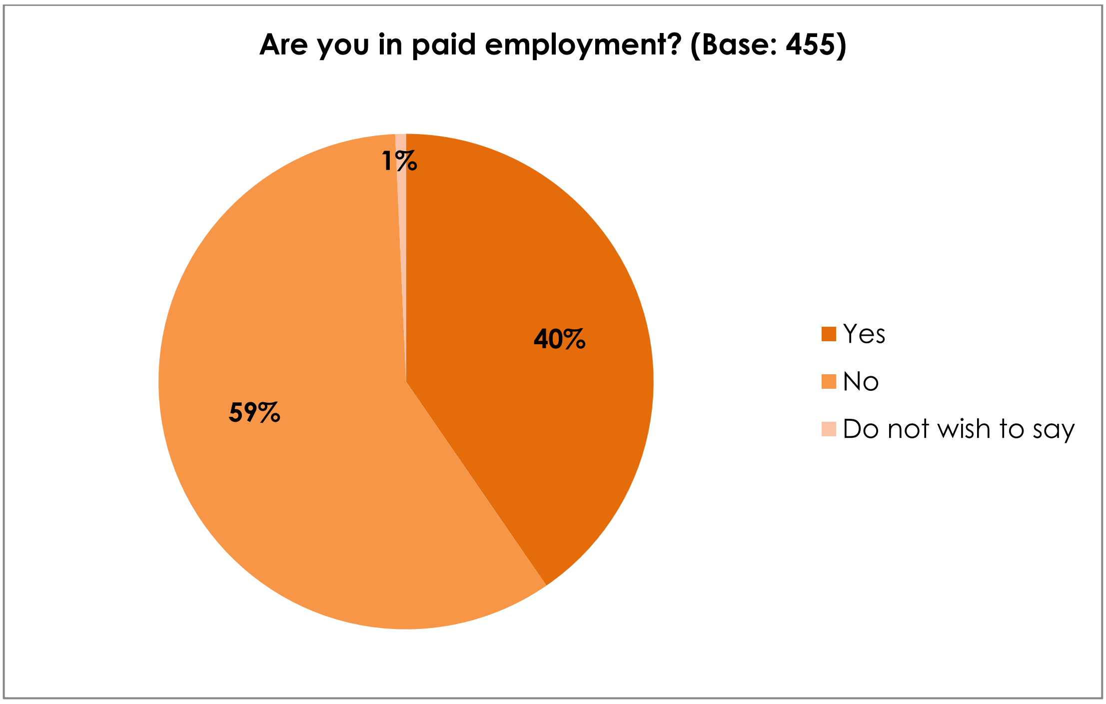
Around six out of ten (61%) respondents said their household included at least one resident aged 18 to 65. It was most common for these households to consist of either one (28%) or two (51%) residents aged 18 to 65, however, a further 15% had three residents aged 18 to 65. Only 1% of households with resident(s) aged 18 to 65 said their household consisted of five or more residents of this age within the household.

Around two fifths (43%) of respondents to the consultation said there was either one or two residents aged 65 or over within their household.

6.0 Section 3: Employment

6.1 Current Employment

6.1.1 Current Employment



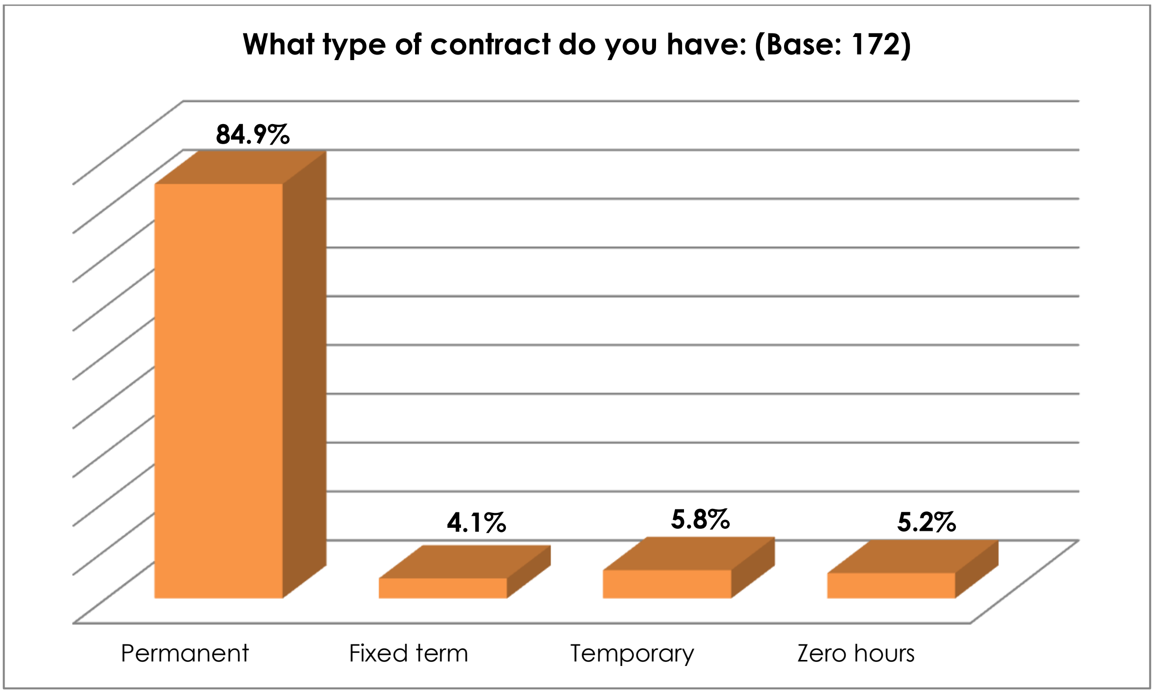
Four out of ten respondents indicated that they were in paid employment, meaning a slightly higher proportion (59%) were not.

Female respondents (43%), respondents aged 18 to 59 (73%) and those who did not have a disability (46%) most frequently said they were in paid employment. The proportion of respondents who were in paid employment also varied by area, with respondents in the West (43%) and South East (41%) most frequently saying they were in paid employment.

6.1.2 Employment Type

Among those who were employed, 55% said this employment was on a full time basis whereas 45% said their employment was part time.

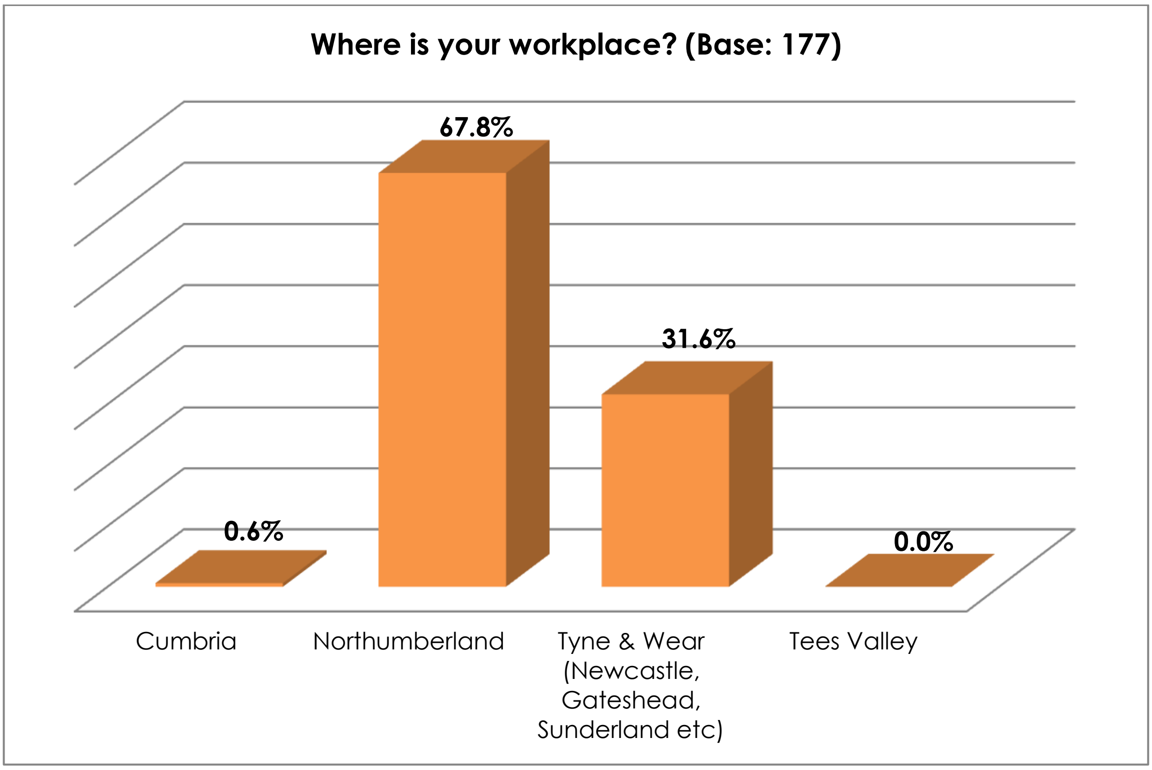
More than three quarters (78%) of male respondents were employed on a full time basis; however, only 37% of female respondents said their employment was full time. There was also a significant difference in the proportion of respondents aged 18 to 59 who were employed full time (58%) when compared with those aged 60 and over (36%).



The majority (85%) of respondents indicated that their contract was permanent; with this type of contract being particularly high among male respondents (88%) and respondents aged 18 to 59 (88%).

A small proportion of respondents held a fixed term (4%), temporary (6%) or zero hour (5%) contract.

6.1.3 Location of Employment



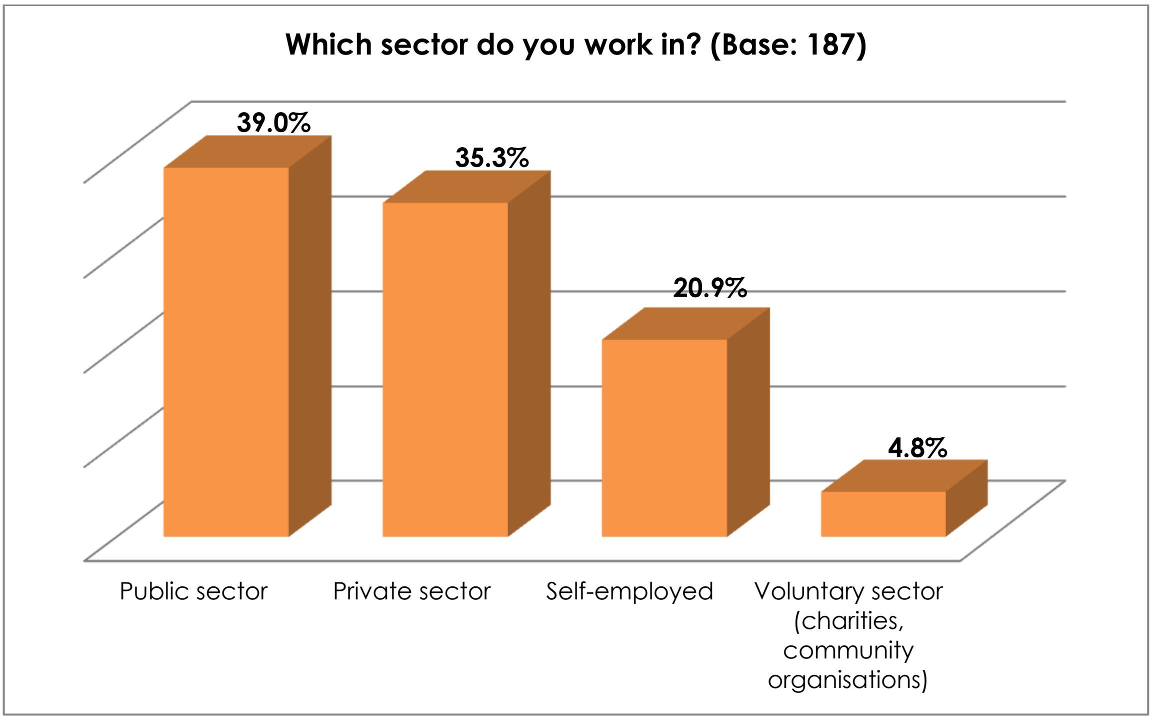
Respondents most frequently said that their workplace was in Northumberland (68%); in addition, around a third (32%) said their workplace was located in Tyne and Wear. Less than 1% of respondents reported that their workplace was in Cumbria and no respondents had a workplace within Tees Valley.

Other locations specified were: nationwide (5 respondents), Durham (2 respondents) and abroad (1 respondent).

More than seven out of ten (72%) female respondents said their workplace was within Northumberland; 10% higher than male respondents who gave this as the location of their workplace (62%).

Respondents who lived in the South East most frequently said their workplace was in Tyne and Wear (36%); respondents living in the North, less frequently had a workplace within Tyne and Wear (26%).

6.1.4 Sector

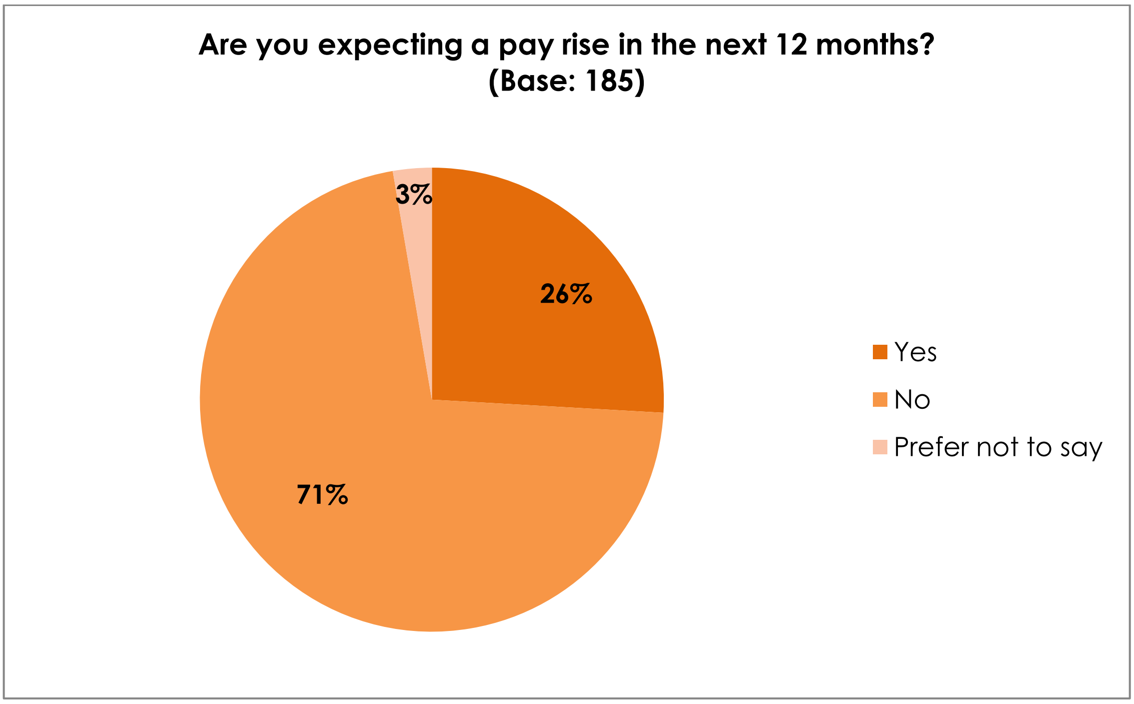


Around two fifths (39%) of those who were employed said their employment was in the public sector, while a further 35% said they worked in the private sector. Around a fifth (21%) of respondents indicated that they were self-employed.

Around half (46%) of female respondents were employed in the public sector; 15% higher than male respondents employed in this sector (31%). It was more common for male respondents to work in the private sector (male: 40%, female: 31%) or be self-employed (male: 26%, female: 17%).

Respondents in the South East most frequently reported being employed in the private sector (44%), however, only 15% of respondents in this area were self-employed.

6.1.5 Increase in Pay

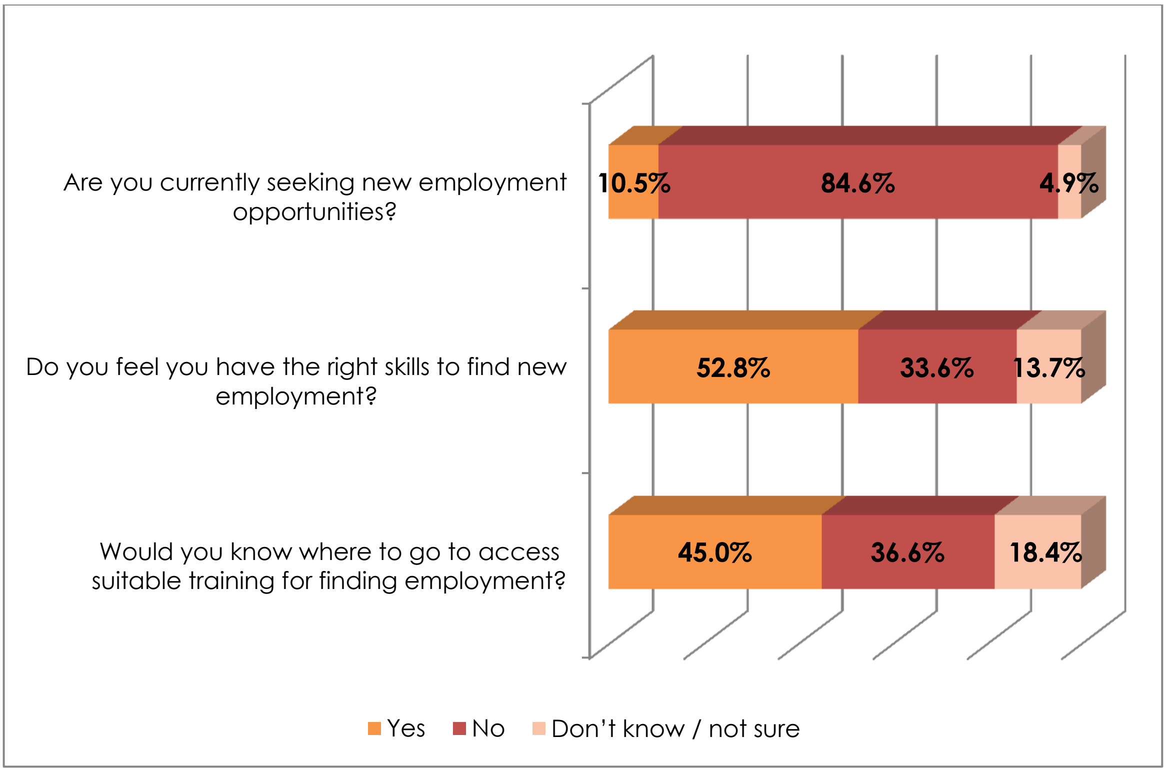


Around a quarter (26%) of respondents said they were expecting a pay rise within the following 12 months, with this response being most common among male respondents (34%) and those living in the West (29%).

Seven out of ten (71%) respondents were not expecting a pay rise, with this opinion exceeded three quarters among female respondents (77%) and those living in the North (76%).

6.2 Future Employment

6.2.1 Changes to Current Employment



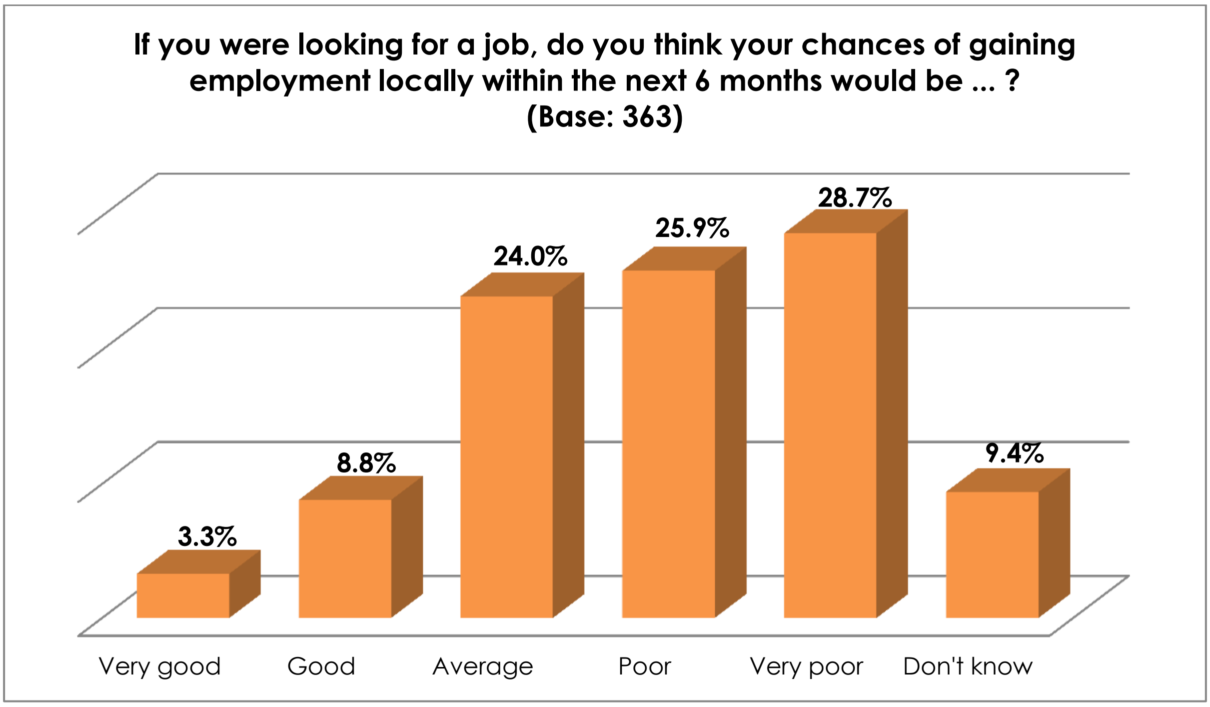
Although only 11% of respondents said they were currently seeking new employment opportunities, more than half (53%) felt they had the right skills to do so.

More than two fifths (45%) of respondents indicated that they would know where to go to access suitable training for employment, however, 37% said they would not know where to access this type of training and a further 18% said they did not know or were not sure.

A greater proportion of male respondents (57%) said they had the appropriate skills to find new employment; around half (49%) of female respondents considered themselves to have such skills.

Older respondents (i.e. those aged 60 and over) less frequently said they were seeking new employment opportunities (3%) or had the right skills to find new employment (38%).

6.2.2 Employment Opportunities



More than a tenth (12%) of respondents said that if they were looking for a job their chances of gaining employment locally would be good, however, more than half (55%) of respondents said their chances of gaining employment would be either poor (26%) or very poor (29%). Around a tenth (9%) of respondents said that if they were to look for a job locally they did not know what their chances of obtaining a job would be.

Respondents aged 18 to 59 most frequently said their chances of finding employment locally would be very good or good (15%); respondents aged 60 and over less frequently said that their chances of doing so would be very good or good (8%). Around two thirds (63%) of respondents aged 60 and over said their chances of finding employment locally would be poor or very poor.

6.2.3 Employment Preferences

Which of the following statements do you agree with?				
Reason	**Overall (%) Base: 215**	**West (%) Base: 56**	**South East (%) Base: 97**	**North (%) Base: 62**
I have personal skills and attributes which I can use at work	**66.0**	67.9	**60.8**	**72.6**
I expect my work to be able to fit in with my personal life	**51.2**	**67.9**	46.4	**43.5**
I want to work for a large employer with stability and a good chance of career progression	**42.8**	41.1	**44.3**	41.9
I want to run or work in a small organisation close to the user / customer	**27.0**	25.0	**21.6**	**37.1**
The distance I travel to work is becoming or is a problem for me	**24.2**	**10.7**	27.8	**30.6**
I mainly have qualifications that employers in Northumberland want	**23.7**	**19.6**	24.7	**25.8**
I want to develop my career further and I can do this in Northumberland	**10.7**	**1.8**	12.4	**16.1**
I will be working in a totally different sector of the economy in five years' time	**7.4**	7.1	**6.2**	**9.7**

Around two thirds (66%) of respondents agreed they had personal skills and attributes that could be used at work, however, 24% agreed that they mainly had qualifications which employers within Northumberland wanted.

More than two fifths (43%) of respondents expressed a desire to work for a large employer which offered stability and a good chance for progression, whereas more than a quarter (27%) said they wanted to work for a small organisation which was close to the user / customer.

Around half (51%) of respondents agreed that they expected their work to fit in with their personal life, however, 24% said the distance they travelled to work was becoming problematic.

Only 7% of respondents indicated that they would be working in a different sector of the economy in the future.

For most statements, respondents living in the North expressed the highest agreement, however, respondents living in this area least frequently said they expected their employment to fit with their personal life (44%).

6.2.4 Employment in Different Sectors

Would you be willing to work in any of the following sectors in the future? (Base: 142)		
Sector	**Number**	**Percentage (%)**
Tourism services, attractions and accommodation	83	58.5
Renewable energy (e.g. domestic installation, research, manufacture installation and servicing of turbines and components)	54	38.0
Pharmaceuticals / life sciences / chemicals	49	34.5
Creative industries (e.g. design, media, software, crafts)	48	33.8
Advanced manufacturing (e.g. electronics, science based engineering)	44	31.0
Online retail	33	23.2
Financial services	29	20.4
Aquaculture (e.g. fish farming, seaweed farming, seafood production)	25	17.6
Financial services	13	9.2

Respondents were provided with a list of employment sectors and asked which, if any, they would be willing to work in, in the future. Overall, 142 respondents (30% of the sample) expressed an interest in working in one or more of the sectors listed.

Respondents most frequently said they would work in tourism services, attractions or accommodation (59%), while more than a third said they would be willing to work within sectors which dealt with renewable energy (38%), pharmaceuticals / life sciences / chemicals (35%) or a creative industry (34%).

Less than a tenth (9%) of respondents said they would be willing to work in financial services.

Expressing an interest in working in the advanced manufacturing or renewable energy sectors was significantly higher among male respondents when compared with females (+38% and +39% respectively). Male respondents also expressed greatest willingness to work within pharmaceuticals / life sciences / chemicals (males: 42%, females: 27%).

Seven out of ten female respondents said they would be willing to work within tourism services, attractions or accommodation; 24% higher than male respondents (46%).

6.3 Qualifications and Skills

6.3.1 Qualifications

Do you have any of the following qualifications? (Base: 289)		
Qualification	**Number**	**Percentage (%)**
English grade C or above (GCSE / NVQ Level 2 / Former O Level)	237	82.0
Maths grade C or above (GCSE / NVQ Level 2 / Former O Level)	207	71.6
Professional qualification (solicitor, engineer, surveyor etc.)	109	37.7
Science or technical subject (A Level / NVQ Level 3)	104	36.0
Management qualification	80	27.7
Degree or higher in a science based or technical subject	75	26.0
Qualified trade (e.g. electrical / mechanical fitter)	33	11.4

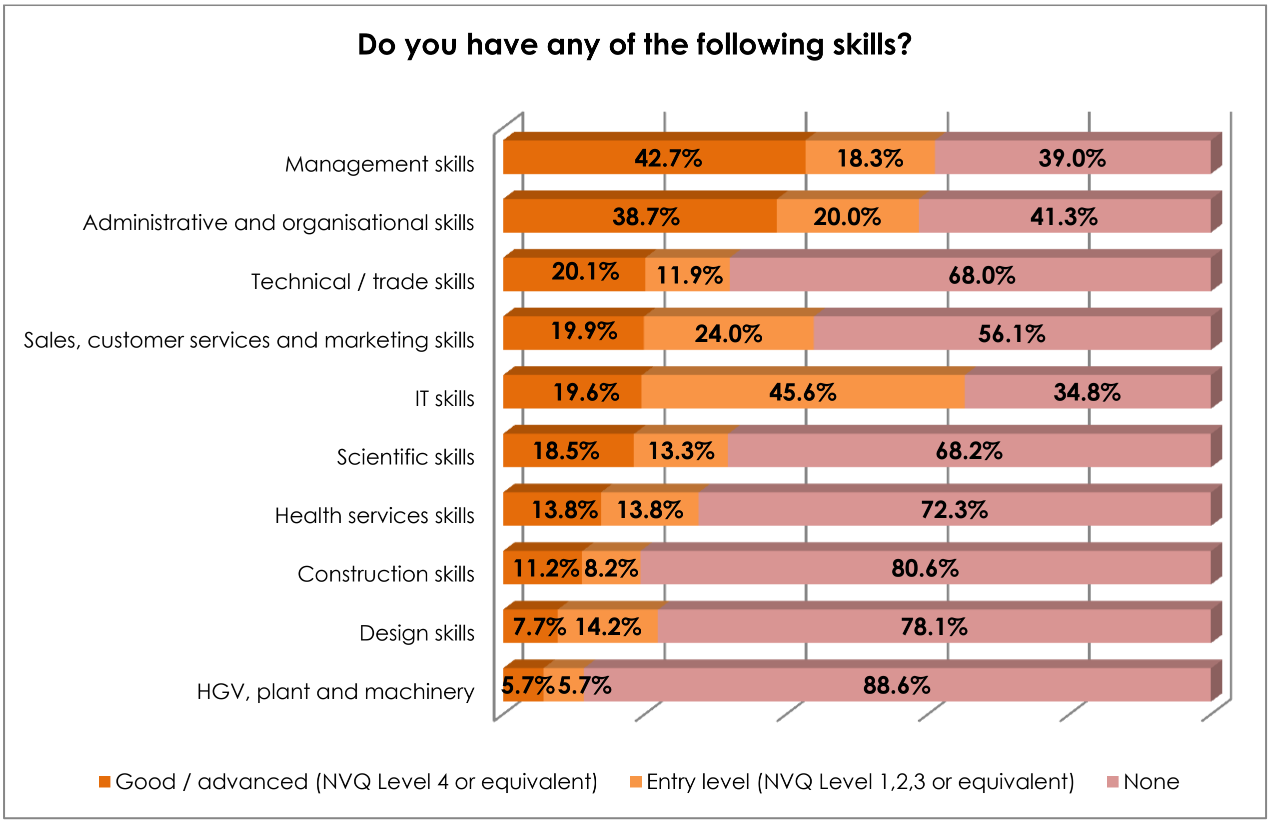
More than eight out ten (82%) respondents had an English qualification at grade C or above, while around seven out of ten (72%) had a mathematics qualification at this level.

Almost two fifths (38%) of respondents possessed a professional qualification, for example those required by solicitors, engineers or surveyors.

More than a third (36%) of respondents held an A level or NVQ level 3 in a science or technical subject; around a quarter (26%) had obtained a degree or higher in this field.

When compared with male respondents, a greater proportion of female respondents indicated that they had an English or mathematics qualification at grade C or above (+20% and +8% respectively). Male respondents most frequently indicated that they had science or technical qualifications at both A level / NVQ level 3 level (43%) and degree level or higher (35%). In addition, around a fifth (18%) of male respondents said they had a qualification in a qualified trade; 14% higher than female respondents who possessed such a qualification (5%).

6.3.2 Skills



More than three fifths of respondents reported having IT (65%) and management (61%) skills, with more than two fifths (43%) indicated that their management skills were of a good / advanced level.

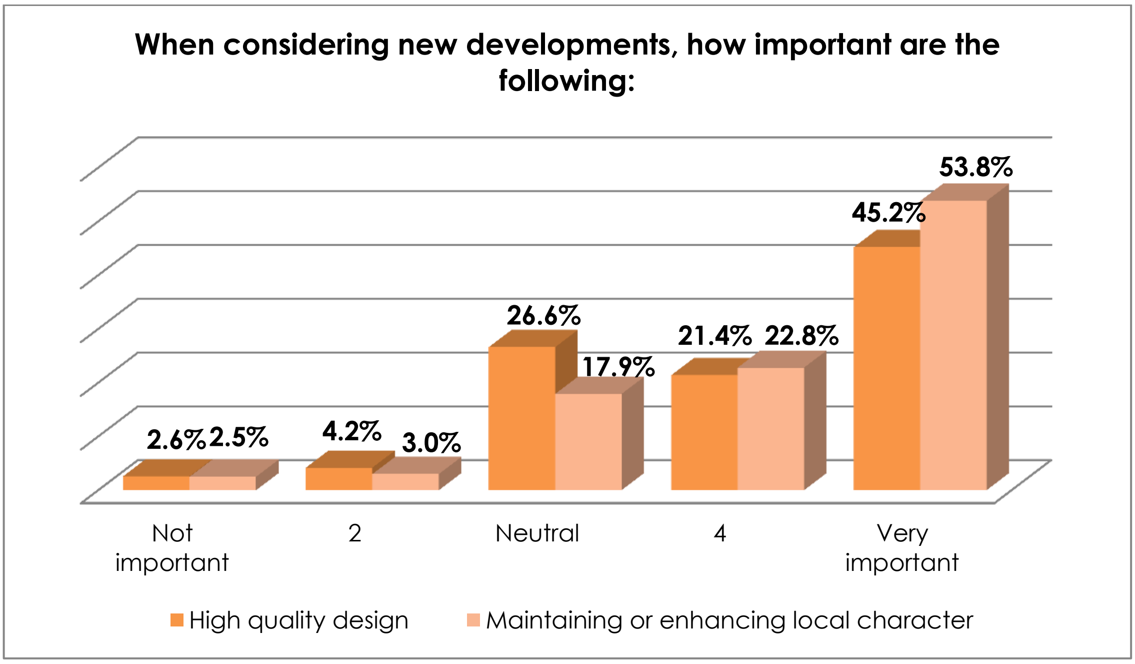
Almost two fifths (39%) of respondents had either good or advanced administrative / organisational skills; a further fifth (20%) said they had these type of skills at an entry level.

Fewer respondents indicated that they had HGV, plant and machinery (11%) or construction (19%) skills; for both of these types of skill around a tenth of respondents reported that they were to a good or advanced level (6% and 11% respectively).

7.0 Section 4: Future Development to Support Economic Growth

7.1 New Developments and Location

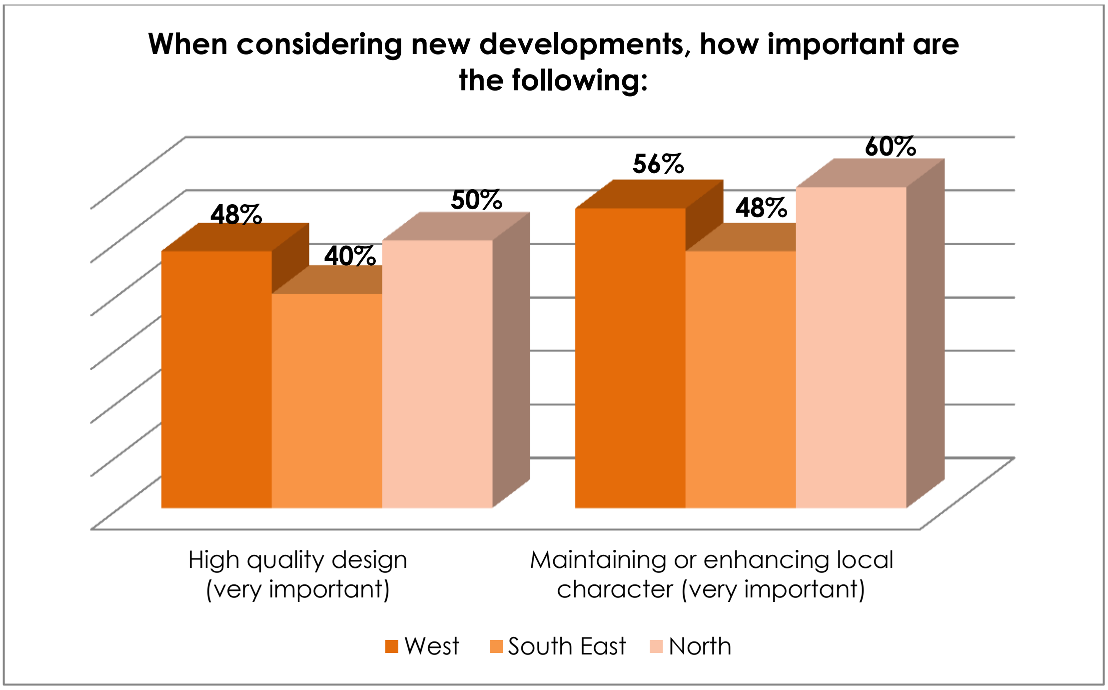
7.1.1 Importance Factors in New Developments



More than half (54%) of respondents considered maintaining or enhancing local character to be very important; a further 23% felt the importance of this aspect was between neutral and very important.

More than two fifths (45%) of respondents said it was very important that new developments were of a high quality design. Similar to the previous statement, around a fifth (21%) of respondents said the importance of high quality design fell between neutral and very important.

Very few respondents said that when considering new developments, high quality design (3%) and maintaining or enhancing local character (3%) were not important.



For both aspects regarding new developments, respondents living in the North most frequently expressed that it was very important. Half of respondents in this area considered high quality design to be very important and three fifths felt it was important that new developments maintained or enhanced local character.

Respondents in the South East least frequently said that both high quality design (40%) and maintaining or enhancing local character (48%) were important for new developments.

7.1.2 New Locations

When choosing where to live which of the following community services and facilities are important to you? (Base: 405)		
Reason	**Number**	**Percentage (%)**
Good transport links	294	72.6
Health and social care provision	292	72.1
Retail food shops	277	68.4
Post office	211	52.1
Educational facilities	128	31.6
Community / village halls	104	26.4
Sports and recreation facilities	104	25.7
Non-food shops	96	23.7
Pubs	84	20.7
Libraries	73	18.0
Good cycle and rights of way networks	69	17.0
Religious establishments	46	11.4

Respondents were asked to specify the five services and facilities which were most important to them when choosing a place to live.

Respondents most frequently said that good transport links (73%) and the health and social care provision (72%) were important when selecting a place to live. In addition, more than half (52%) of respondents said a post office was important when choosing a place to live.

More than two thirds (68%) of respondents selected retail food shops as one of the most important aspects when choosing a place to live, while 24% said non-food shops were important in their choice.

Only 11% of respondents said religious establishments were important when choosing a place to live.

Around a third of male respondents said a pub was important in their choice of location, however, only a tenth of female respondents selected this as something which was important to them. In contrast, female respondents (22%) were more likely than male respondents (13%) to select libraries as a facility which was important to them when deciding where to live.

8.0 Section 5: Transport and Sustainable Development

8.1 Transportation

8.1.1 Current Modes of Transport

How do you usually get to the following places from home?							
Place	**Walk (%)**	**Car / motor-cycle (%)**	**Pedal cycle (%)**	**Bus (%)**	**Metro / train (%)**	**Comm-unity transport (%)**	**Other (%)**
Work	13.2	**77.4**	2.1	3.2	1.1	-	3.2
School	36.7	**46.9**	2.0	10.2	2.0	-	2.0
Local food shops	43.3	**51.7**	0.7	3.1	0.2	-	1.0
Main supermarket	5.8	**86.9**	-	4.7	0.2	0.5	1.9
Doctors surgery	38.7	**55.1**	0.4	3.6	0.2	0.4	1.6
Chemist / pharmacy	41.5	**52.4**	1.2	3.5	0.2	0.5	0.7
Library	43.4	**49.3**	2.2	2.9	-	0.7	1.5
Post office	**48.9**	45.9	1.4	2.6	-	0.2	0.9
Retail shopping	9.5	**80.3**	-	7.4	0.7	0.7	1.4
Entertainment e.g. cinema, theatre	4.5	**81.8**	0.5	10.7	0.8	0.5	1.1
Sports facilities	13.2	**81.0**	1.1	4.4	-	-	0.4

Respondents were provided with a list of locations and asked how they would usually travel to each.

For all but one of the locations mentioned, respondents most frequently said they would usually travel by car / motorcycle, with at least eight out of ten respondents saying they would use the car / motorcycle to travel to the main supermarket (87%), entertainment facilities (82%), sports facilities (81%) and retail shopping (80%).

Walking was also a preferred method of travelling to locations, as more than two fifths of respondents said they would walk to the post office (49%), library (43%), local food shop (43%) and chemist / pharmacy (42%). Few respondents said they would walk to the main supermarket (6%) or entertainment (5%).

It was less common for respondents to report using either a pedal cycle, metro / train or community transport.

8.1.2 Obstacles to Using Sustainable Forms of Transport

In general what are the obstacles to using more sustainable transport?					
Obstacle	**Walk (%)**	**Pedal cycle (%)**	**Bus (%)**	**Metro / train (%)**	**Community transport (%)**
Lack of personal comfort and safety	29.8	**37.5**	23.8	7.1	**1.8**
Lack of safe routes and facilities	24.1	**59.5**	8.9	6.3	**1.3**
Cost too high			**55.1**	41.1	**3.8**
Poor information about routes	**1.3**	5.7	**54.1**	13.2	25.8
Takes too long	26.0	**3.4**	**63.0**	**3.0**	4.7
Health issues	**37.8**	**36.9**	18.0	**0.9**	6.3
Physical access is not possible	16.5	**24.7**	17.6	**25.9**	**15.3**
Lack of a suitable service			**48.7**	36.4	**14.9**
Service is unreliable			**69.7**	**8.5**	21.8

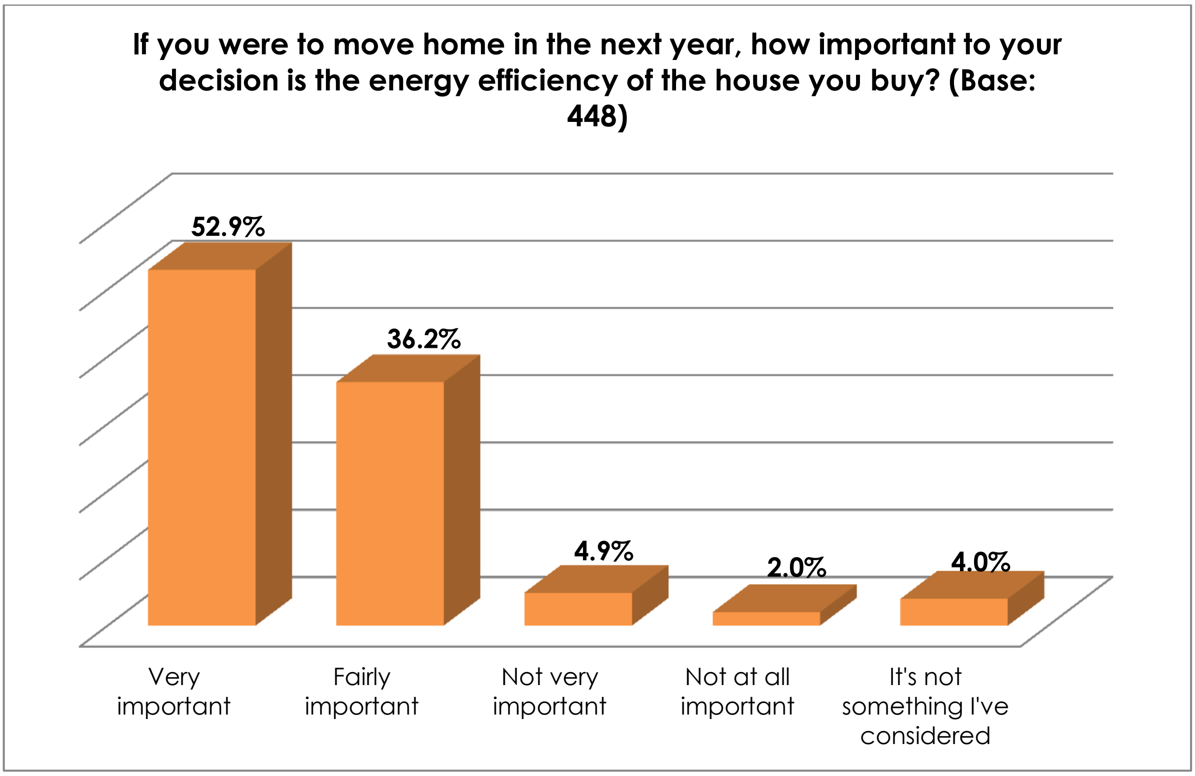
When considering each obstacle which prevented the individual from using more sustainable transport, respondents most frequently mentioned obstacles with regards using either a pedal cycle or the bus. Few respondents said that the obstacle was a barrier which prevented them from using community transport.

Six out of ten respondents said a lack of safe routes and facilities was a barrier towards them using a pedal cycle and around a quarter (24%) of respondents said this obstacle prevented them from walking. Respondents also identified lack of personal comfort and safety (38%) and health issues (37%) as factors which prevented them from using a pedal cycle.

The service being unreliable and taking too long were most frequently selected as obstacles towards using the bus (70% and 63% respectively); costs being too high (55%) and poor information (54%) were also most frequently an issue which deterred respondents from using the bus.

8.2 Sustainable Development

8.2.1 Importance of Energy Efficiency



The majority (89%) of respondents said energy efficiency was important when decided upon a house, with 53% considering this to be very important. Only 2% of respondents said the energy efficiency of a house was not at all important to them when selected a home.

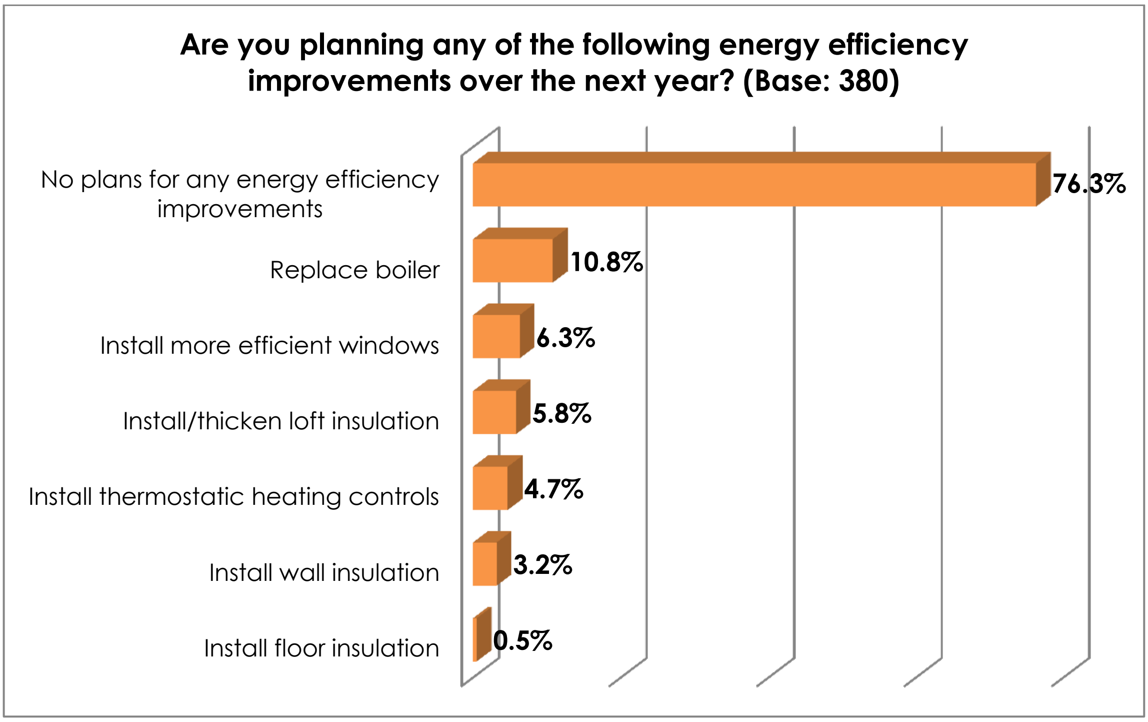
A small proportion (4%) of respondents said that energy efficiency was not something that they had considered.

Overall there was little variance in those who said energy efficiency was important across the demographic groups and locations; however, there was variation in responses of *very important*.

More than three fifths (62%) of respondents aged 60 and over considered the energy efficiency of the home to be very important; responses of very important were significantly lower among those aged 18 to 59 (43%). Stating that energy efficiency was very important was also significantly higher among those with a disability (67%) when compared with those who did not have a disability (51%).

More than half of respondents living in the North (57%) and South East (54%) indicated that energy efficiency was very important when deciding to buy a house; this fell to 46% among those living in the West.

8.2.2 Planned Improvements



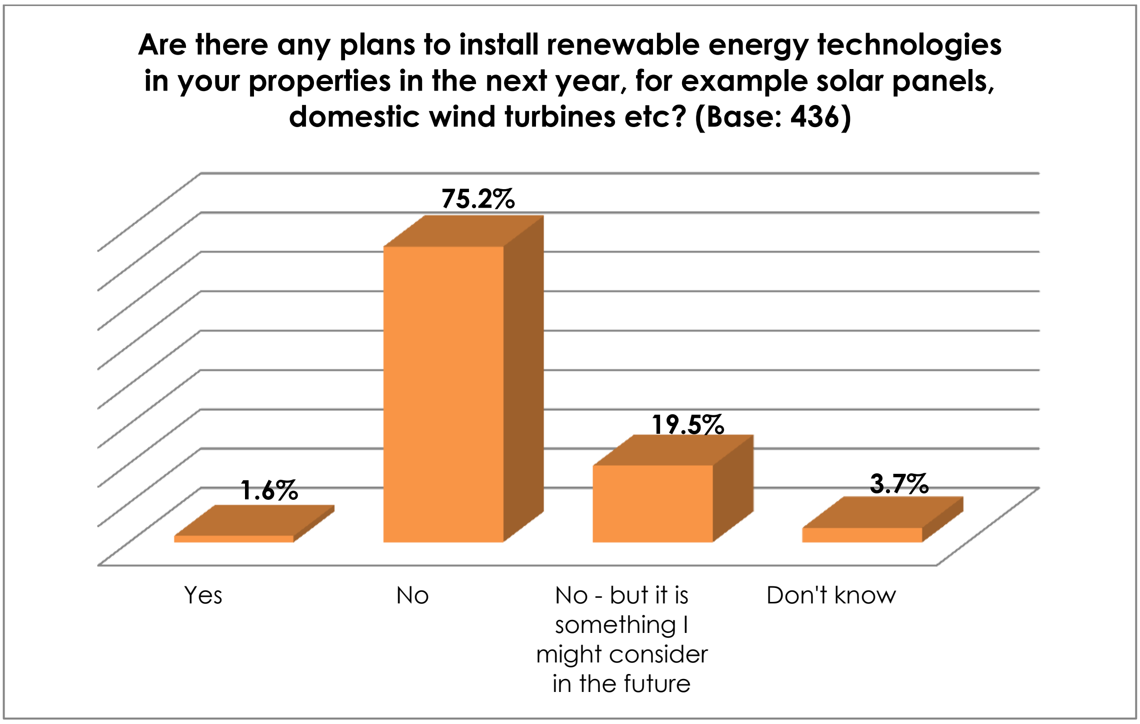
Around three quarters (76%) of respondents were not planning any energy efficiency improvements the year after taking part in the consultation, with this being particularly high among females (78%), respondents aged 60 and over (78%) and those with a disability.

Around a tenth (11%) of respondents indicated that they were planning to replace a boiler. For all other energy efficiency improvements mentioned less than a tenth of respondents said that it was something which they were planning to undertake.

Respondents were also asked to specify any other improvements which they were planning to undertake, to which 39 respondents said they did not need to make improvements as they had already been undertaken.

The most common *other* improvements mentioned were draught proofing (3 respondents) and insulated doors (2 respondents).

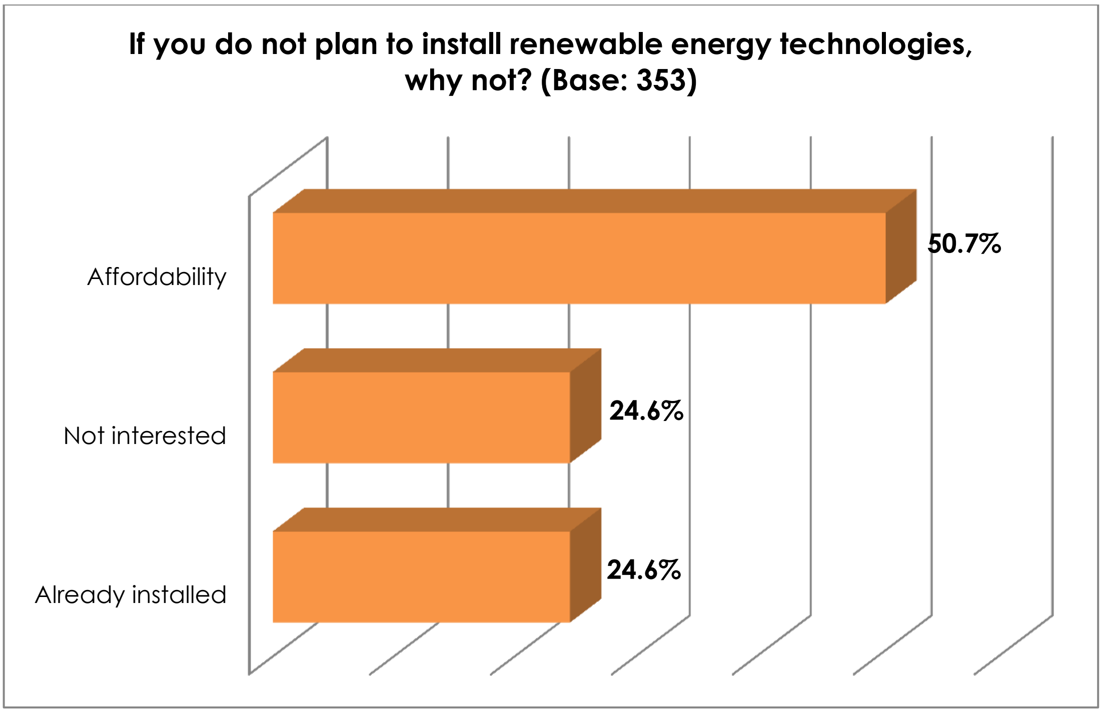
8.2.3 Planned Installations



Only 2% of respondents expressed a definite plan to install renewable energy technologies in the following year. Although the vast majority (95%) of respondents were not planning to install renewable energy technologies, a fifth said it was something which they would consider in the future.

Seven out of ten respondents aged 18 to 59 said they had no plans to install renewable energy technologies, nor was it something which was of interest to them in the future; this increased to eight out of ten among those aged 60 and over. More than a quarter (26%) of respondents aged 18 to 59 said they would consider installing renewable energy technologies in the future; 12% higher than respondents aged 60 and over (14%).

A quarter of respondents living in the West said they would consider installing renewable energy technologies in the future; higher than those living in the South East (19%) and North (16%).



Respondents who did not plan to install renewable energy technologies were asked to give their reasons why not. Although around half (51%) of respondents said they were not planning to install these technologies due to affordability, a further 25% said it was simply due to not being interested in doing so.

A quarter of respondents said they did not plan to install renewable energy technologies as they had already done so.

Other reasons mentioned for not planning to install renewable energy technologies were that the respondent did not own the house (17 respondents) or did not perceive renewable energy technologies to be economical (13 respondents). 10 respondents said they were too old to install such technologies and a further 8 said their house was not suitable.