

THE COUNTY COUNCIL OF THE  
CITY AND COUNTY OF CARDIFF

Prepared by Cardiff Research Centre



# **Cardiff Council Service Questionnaire**

## **6. Adult Services**



**July 2006**

## **This document was produced by the Cardiff Research Centre, at Cardiff Council.**

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In addition, Cardiff Research Centre can undertake specialised studies on a wide range of topics relating to planning, development, social, economic and demographic subjects.

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## **CARDIFF COUNCIL SERVICE QUESTIONNAIRE JULY 2006**

### **Background**

Over many years Cardiff Council has, primarily through Cardiff Research Centre, developed a well-established programme for customer research and consultation. Methods implemented in this programme include face-to-face interviewing, postal and telephone surveys, focus groups and on-line e-consultation.

The Wales Programme for Improvement demands statistically robust, quantitative information. It is also imperative that such information is assembled in the most efficient and cost effective manner as possible, thereby minimising the burden placed on individual service areas.

Central Government has an expectation that local authorities make more use of consultation as they address the Wales Programme for Improvement, Community Planning, Local Democracy and other such initiatives.

Simultaneously, there are indications that “survey burnout” is fast approaching both for residents and researchers alike.

Partly in response to this, in October 2002 Cardiff Research Centre carried out its first ever Council Services Survey, using a 6,000 randomly selected sample of the Cardiff population. The success of this consultation led to the Cardiff Council Services Survey becoming an annual process.

Due to the growing size of the Survey it was decided in 2006 to conduct the Cardiff Council Service Survey in two parts. The first part to be sent out in July focussing on outward facing service areas (Transport, Children’s Services, Strategic Planning, Culture, Leisure and Parks, Housing and Neighbourhood Renewal) and the second part to be conducted in November focussing on inward facing service areas (Communications, ICT, Human Resources, Equalities, Community Planning and Scrutiny).

### **What is the Council Services Survey?**

The Council Service Survey is a multi-purpose quantitative survey, with information being gathered from a large and representative sample of residents. Results are then extrapolated to represent the whole population.

The original Council Services Survey (Omnibus Survey) in 2002 was distributed as a postal survey and this has since continued, although the survey could easily be extended in the future to include face-to-face, telephone or on-line equivalents.

The Council Services Survey is conducted to a set timetable on an annual basis allowing longitudinal data to be collected for set questions. The July 2006 survey includes many questions which have been asked year on year,

along with more current topics and questions. It is envisaged that such development and expansion will continue through future Council Services Survey editions.

### **Why a Council Services Survey?**

The Council Services Survey is a fast, cost effective and reliable way of obtaining information from the residents of Cardiff. The Council Services Survey can help achieve a good quality of service benchmarks, measure effectiveness of Council publicity campaigns and determine public awareness of Council initiatives and policies.

It allows service areas to share the costs of research by pooling questions. All the questions in the survey are then put to a representative panel as part of a single questionnaire. This single questionnaire significantly reduces the number of surveys being sent out to the public. In doing so it helps avoid “survey burnout”, and increases response rates. Questions in the July 2006 Council Services Survey relate to; Housing, Transport, Leisure & Lifelong Learning, Highways & Transportation and several other areas.

## **Methodology**

### **Questionnaire Design**

A proposal for the Council Services Survey was sent to all chief officers, along with an invitation for them to take part by providing questions relevant to their service area. From the responses received, the questionnaire was grouped into several sections congruent with the Cardiff Corporate Plan: A Brighter Safer City, Serving the City, A Vibrant Thriving City, A Clean Attractive City, A Healthy City and A Creative & Exciting City.

### **Sampling, Distribution and Collection**

A random sample of 6,000 households, taken from the electoral register was deemed appropriate in order to provide a statistically robust response rate. Envelopes containing a bilingual questionnaire, covering letter and freepost return envelope were then packed and sent via royal mail to the selected households. Respondents were asked to return their completed questionnaires to Cardiff Research Centre in the freepost envelopes provided by the given deadline.

### **Prize Draw**

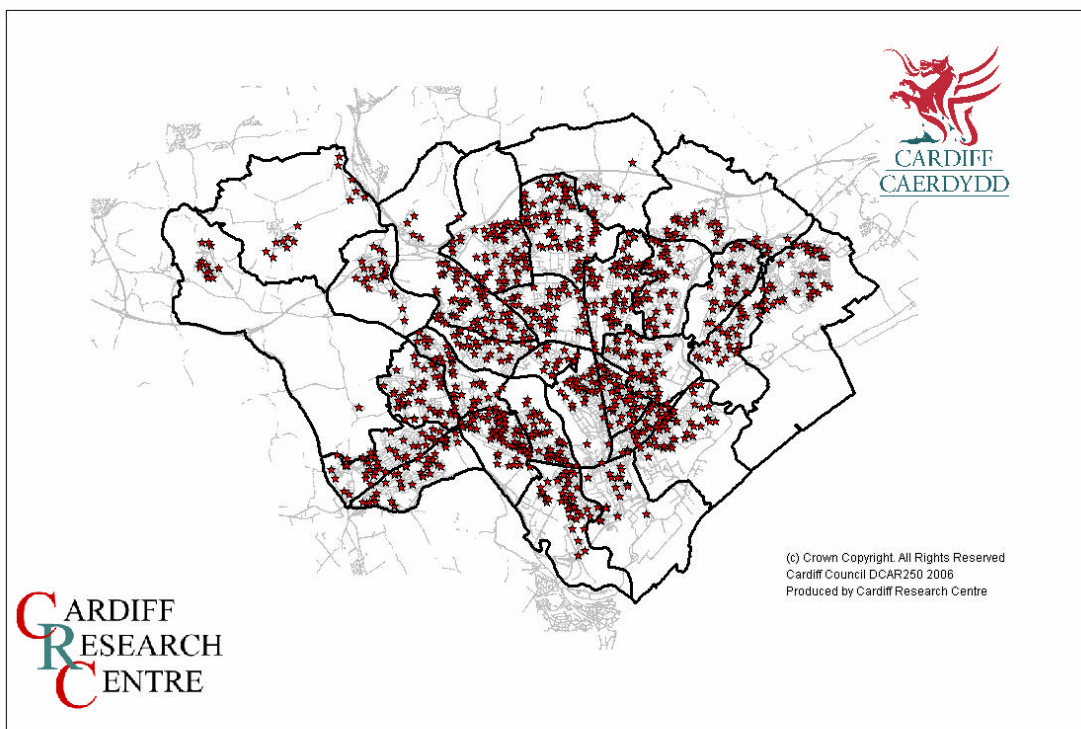
As an incentive to potential respondents, and in an attempt to maximise response rates, a free prize draw was offered to all respondents who completed and returned the questionnaire. Prizes in the draw consisted of 1 x £100, 2 x £50 and 4 x £25. Winners were randomly selected using a number generator, and duly informed of their prizes.

## Data Input & Analysis

Completed questionnaires received by Cardiff Research Centre were scanned and cleaned using SNAP software. When all returned questionnaires were inputted the data was transferred to an SPSS database where detailed analysis of the data could be carried out.

## Response & Distribution

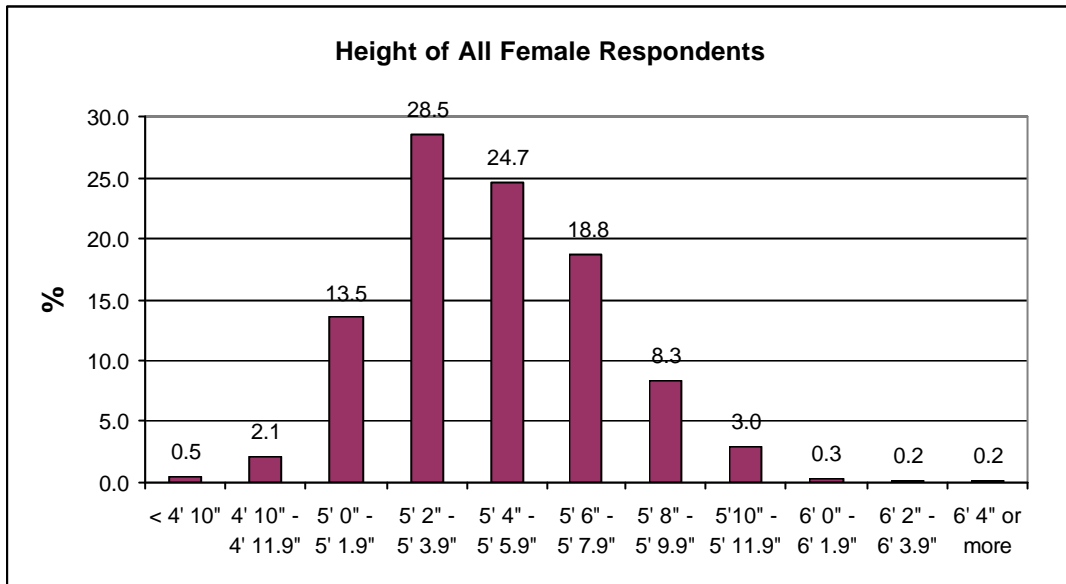
A total of 1,343 completed questionnaires were returned by respondents equating to a response rate of 22.4%. The map below shows the distribution of respondents by postcode.



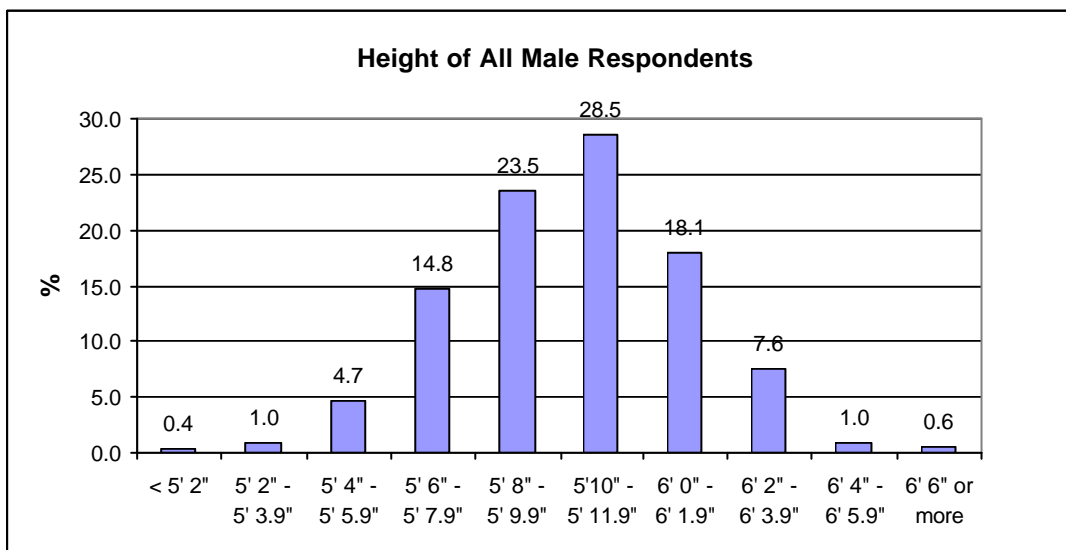
Distribution of Respondents by Postcode

**In order to inform the Council and NHS policies on healthy eating and obesity, please tell us: Your Height (ft ins)**

From the figure below it can be seen that over half (53.2%) of female respondents measure between 5ft 2ins and 5ft 6ins, with the average height of respondents being 5ft 4ins.

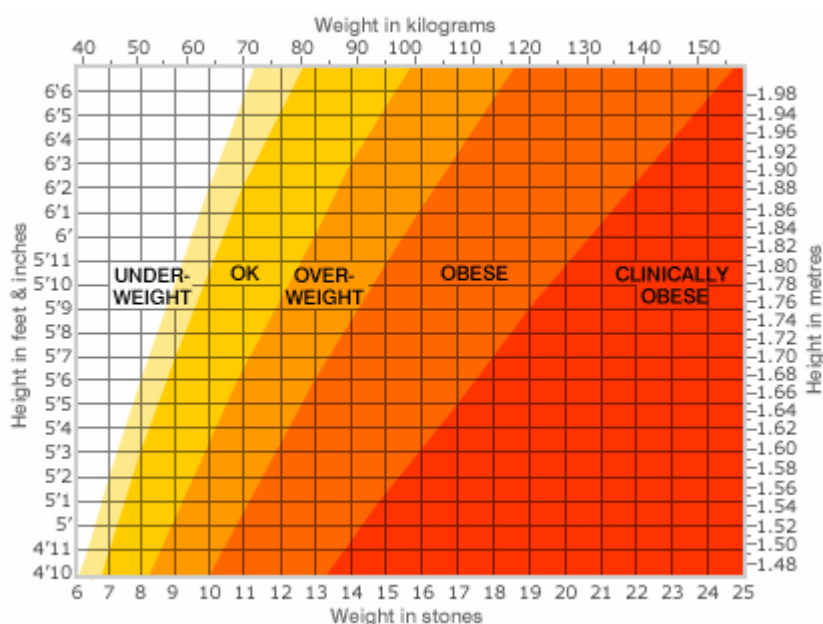


Similarly, half (52.0%) of male respondents measured between 5ft 8ins and 6 foot, with the average height of respondents being 5ft 10ins.



**In order to inform the Council and NHS policies on healthy eating and obesity, please tell us: Your Weight (st lbs)**

In order to analyse respondents' weight, body mass index (BMI) was calculated, which takes into account the individual's height. BMI can be calculated manually or by using the figure below, giving rise to the following weight categories:



Source: BBC website

From the table below it can be seen that only two-fifths (40.9%) of male respondents appear to be a healthy weight, compared to nearly three-fifths (57.1%) of female respondents. Over two-fifths (42.7%) of male respondents and a quarter (26.9%) of female respondents can be categorised as 'overweight', with a further 15.2% of males and 12.9% of females categorised as either 'obese' or 'clinically obese'.

	Male		Female	
	Number	%	Number	%
<b>Underweight</b>	6	1.2	18	3.2
<b>Healthy</b>	207	40.9	323	57.1
<b>Overweight</b>	216	42.7	152	26.9
<b>Obese</b>	72	14.2	66	11.7
<b>Clinically Obese</b>	5	1.0	7	1.2
<b>Total</b>	<b>506</b>	<b>100.0</b>	<b>566</b>	<b>100.0</b>

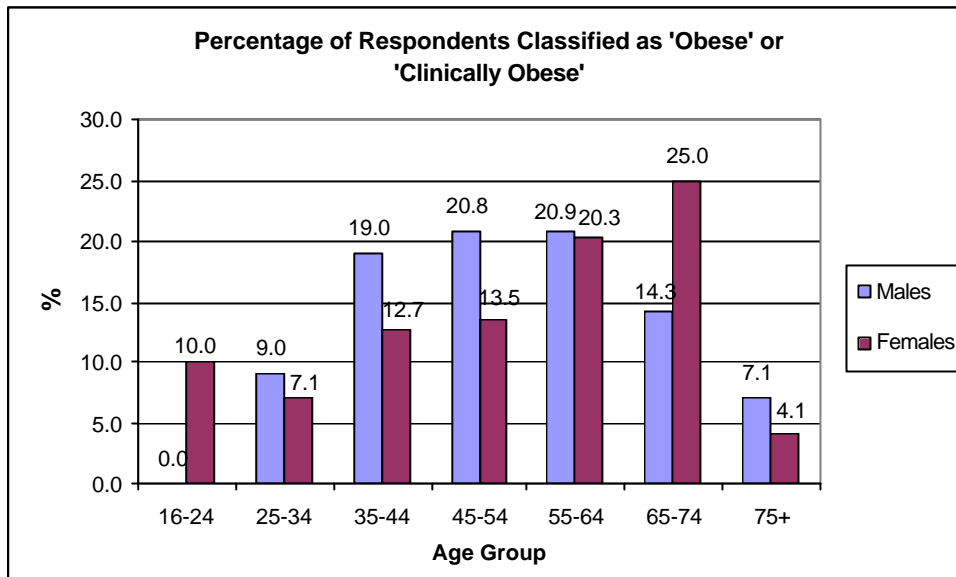
The BMI category of respondents was further analysed by age and gender. The table on the following page shows that whilst half (50.7%) of male respondents aged 25-34 can be classified as 'healthy' only a third of males aged 55-64 (32.7%) and aged 65-74 (33.7%) fall into the same weight category. Over half (51.0%) of males aged 65-74 can be classified as 'overweight', and around a fifth of male respondents aged between 35 and 74 are classified as 'obese'.

	% Males									
	Under-weight		Healthy		Over-weight		Obese		Clinically Obese	
	No.	%	No.	%	No.	%	No.	%	No.	%
16-24	0	0.0	11	78.6	3	21.4	0	0.0	0	0.0
25-34	2	3.0	34	50.7	25	37.3	6	9.0	0	0.0
35-44	0	0.0	27	36.5	33	44.6	13	17.6	1	1.4
45-54	0	0.0	28	38.9	29	40.3	15	20.8	0	0.0
55-64	2	1.8	36	32.7	49	44.5	21	19.1	2	1.8
65-74	1	1.0	33	33.7	50	51.0	13	13.3	1	1.0
75+	1	1.4	37	52.9	27	38.6	4	5.7	1	1.4

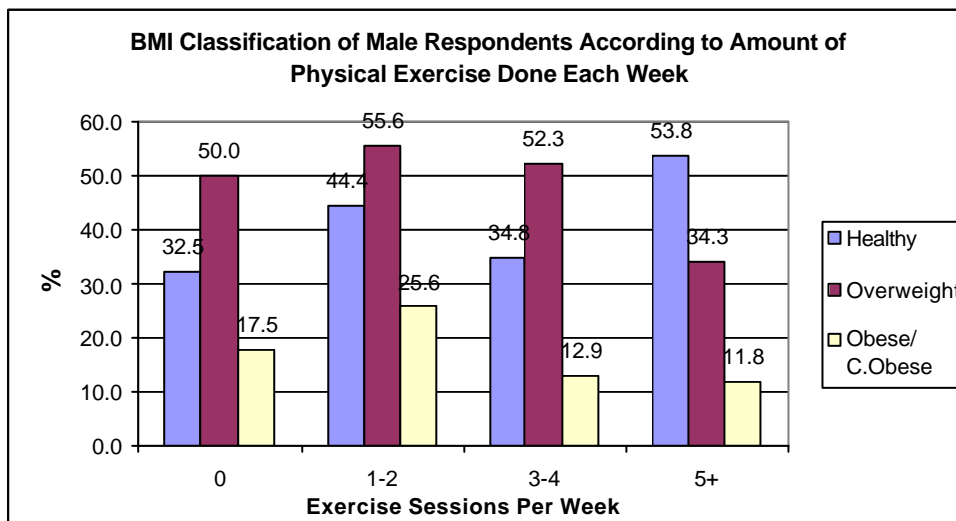
Similarly when analysing female respondents' weight categories it can be seen that whilst around two-thirds of females aged between 16 and 44 can be classified as 'healthy', only 41.1% of females aged 65-74 fall into the same weight category. Almost a fifth (37.8%) of female respondents aged over 75 can be classified as 'overweight' and a fifth of females aged 55-64 (20.3%) and 65-74 (21.4%) can be classified as 'obese'. One-twentieth (5.4%) of female respondents aged over 65 were classified as 'underweight'.

	% Females									
	Under-weight		Healthy		Over-weight		Obese		Clinically Obese	
	No.	%	No.	%	No.	%	No.	%	No.	%
16-24	1	3.3	20	66.7	6	20.0	2	6.7	1	3.3
25-34	4	4.1	63	64.3	24	24.5	7	7.1	0	0.0
35-44	3	2.7	73	66.4	20	18.2	12	10.9	2	1.8
45-54	2	1.7	69	58.0	32	26.9	14	11.8	2	1.7
55-64	1	1.3	36	45.6	26	32.9	16	20.3	0	0.0
65-74	3	5.4	23	41.1	16	28.6	12	21.4	2	3.6
75+	4	5.4	39	52.7	28	37.8	3	4.1	0	0.0

The figure below shows the incidence of obesity in male and female respondents by age group. Obesity levels appear to increase in males at an earlier age (19.0% aged 35-44 compared to 12.7% of females), peaking at 20.9% for those aged 55-64. However obesity levels are lower in females for the lower age groups but appear to gradually increase with age, peaking at 25.0% for those aged 65-74 (compared to 14.3% of males).

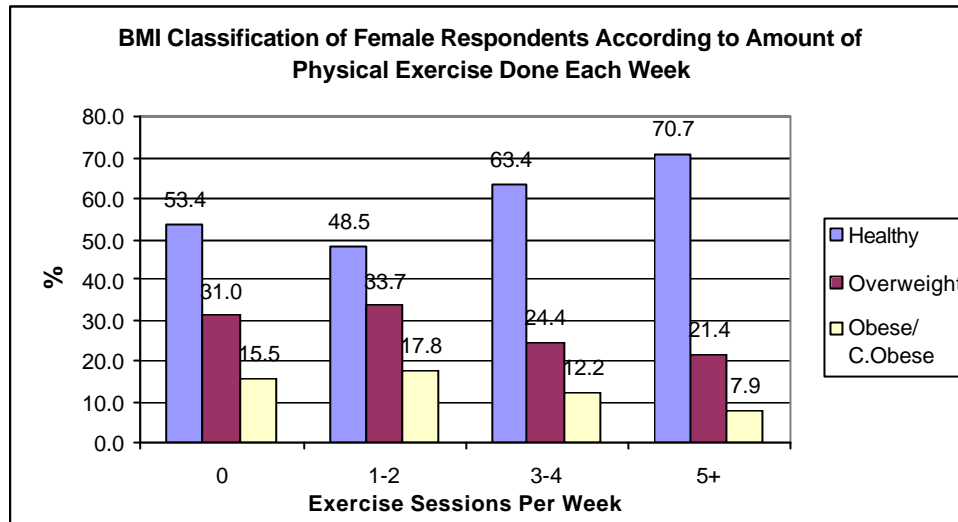


The BMI of respondents was cross tabulated with the results of question 34 to look at the differences in weight categories according to the amount of physical exercise done each week. From the figure on the following page it can be seen that for male respondents the incidence of obesity is highest in those reporting to exercise 1-2 times per week (25.6%), decreasing to 11.8% of respondents exercising five or more times per week. Similarly, over half (55.6%) of male respondents exercising 1-2 times per week are classified as 'overweight', gradually decreasing to around a third (34.3%) of respondents who exercise five or more times per week. Over half of respondents (53.8%) who exercise five or more times per week can be classified as 'healthy'.

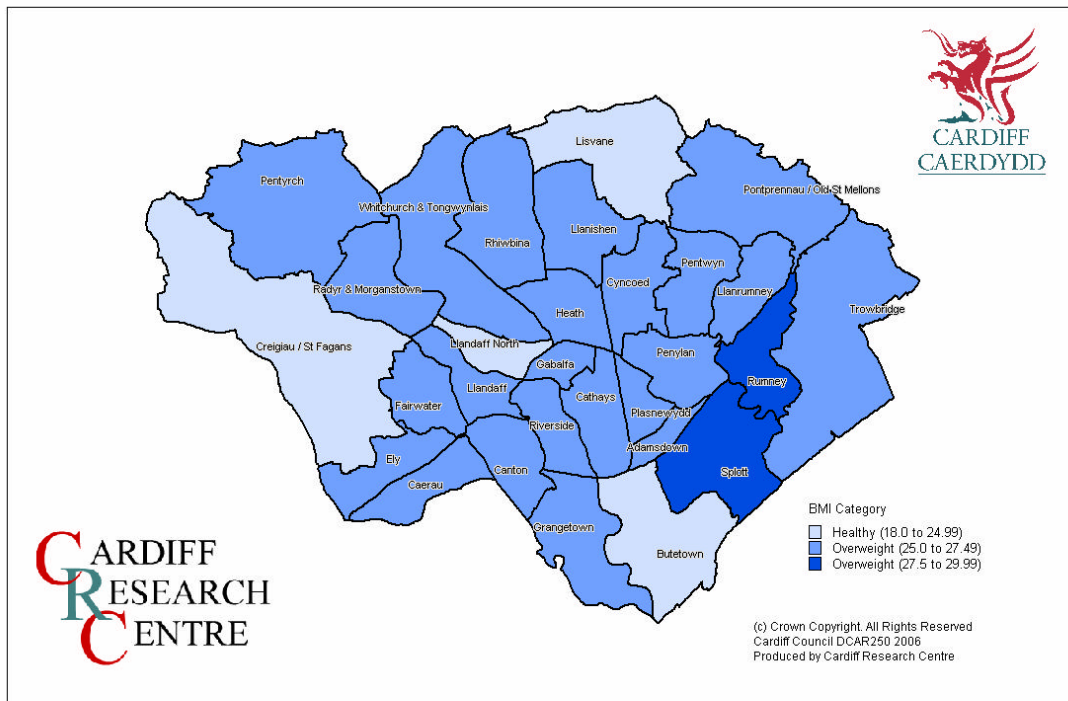


In female respondents there is a much clearer pattern of BMI category and exercise frequency. As with male respondents, the incidence of being 'overweight' and 'obese' is highest for those respondents exercising 1-2 times

per week (33.7% and 17.8% respectively), but decreases gradually to 21.4% and 7.9% respectively for those exercising five or more times per week. The percentage of respondents classified as 'healthy' increases gradually with the amount of exercise done each week, peaking at 70.7% for those exercising five or more times per week.



Finally, the BMI of respondents was analysed according to postcode. The figure below shows the BMI categories of male respondents according to the Electoral Division in which they live.

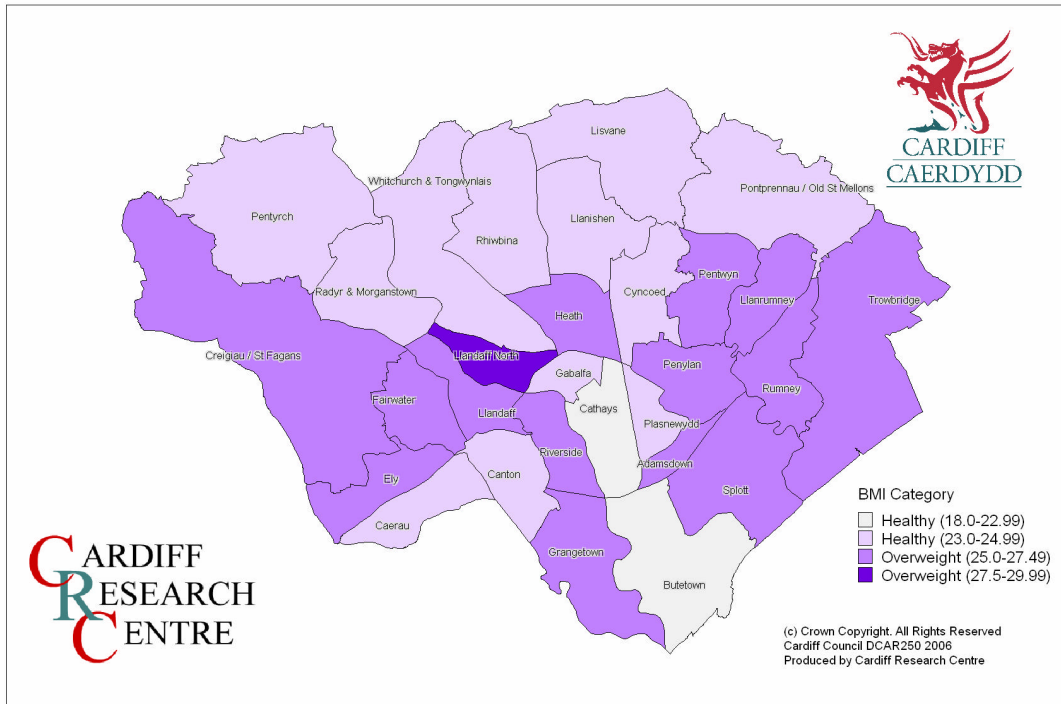


Body Mass Index (BMI) Category of Male Respondents by Electoral Division

Only Creigiau/St Fagans, Lisvane, Llandaff North and Butetown can be categorised as 'healthy', with all other Electoral Divisions categorised as

'overweight', with Splott and Rumney having average BMIs of 28.3 and 28.6 respectively.

In comparison the figure on the following page shows the BMI category for female respondents according to Electoral Division. Fourteen of the Electoral Divisions are classified as 'healthy', with Cathays and Butetown having average BMI figures of less than 23. The remaining Electoral Divisions are classified as 'overweight', with Llandaff North having an average BMI figure of 29.1.



Body Mass Index (BMI) Category of Female Respondents by Electoral Division

## Respondent Profile

Male respondents accounted for 45.2% of the sample compared to 47.7% of the actual Cardiff population (2001 Census).

	No.	%
<b>Male</b>	584	45.2
<b>Female</b>	707	54.8
<b>TOTAL</b>	1,291	100.0

	No.	%
<b>Under 16</b>	1	0.1
<b>16-24</b>	52	4.0
<b>25-34</b>	191	14.8
<b>35-44</b>	219	17.0
<b>45-54</b>	222	17.2
<b>55-64</b>	226	17.5
<b>65-74</b>	191	14.8
<b>75+</b>	189	14.6
<b>TOTAL</b>	1291	100.0

The 2001 Census records 14.7% of Cardiff's population as being aged sixty-five plus. This compares 29.4% of respondents to the Council Services survey.

Over one third (37.8%) of respondents to the survey reported to be working full time whilst an additional 11.6% were employed on a part time basis. These figure compare favourably with those collected through the 2001 census in with 38.3% of the Cardiff population is recorded as working full-time and an additional 11.0% as part-time.

	No.	%
<b>Working Full-Time (30hrs+ per week)</b>	534	37.8
<b>Working Part-Time (Less than 30hrs per week)</b>	164	11.6
<b>Government Training Scheme</b>	2	0.1
<b>Full-Time Education</b>	15	1.1
<b>Unemployed - Registered (Job Seekers Allowance)</b>	8	0.6
<b>Unemployed (Unregistered but seeking work)</b>	11	0.8
<b>Permanently Sick or Disabled</b>	115	8.1
<b>Wholly Retired from Work</b>	396	28.0
<b>Looking after home</b>	84	5.9
<b>Caring for a Child or Adult</b>	53	3.8
<b>Other</b>	31	2.2
<b>TOTAL</b>	1,413	100.0

\*The total is greater than the total number of returned questionnaires due to multiple responses to this question.

Over three quarters of respondents reported to be owner occupiers, 11.7% claimed to be tenants of the local authority compared to 10.3% of the total Cardiff population identified in the 2001 Census.

	No.	%
<b>Owned Outright</b>	505	39.5
<b>Owned with a Mortgage</b>	505	39.5
<b>Local Authority</b>	75	5.9
<b>Housing Association</b>	74	5.8
<b>Private Rented</b>	105	8.2
<b>Other</b>	14	1.1
<b>TOTAL</b>	1,278	100.0

When asked if they had a long term illness, health problem or disability which limits their daily activities or the work they do, three quarters (75.3%) of respondents replied that they had no illness, health problem or disability.

	No.	%
<b>Yes</b>	308	24.7
<b>No</b>	938	75.3
<b>TOTAL</b>	1,246	100.0

Just under three-quarters (72.3%) of respondents to the Council Services Survey considered themselves to be Welsh.

	No.	%
<b>Yes</b>	910	72.3
<b>No</b>	349	27.7
<b>TOTAL</b>	1,259	100.0

95.5% of respondents stated that they would like to receive their correspondence in English.

	Number	Percentage
<b>English</b>	1,254	95.5
<b>Welsh</b>	54	4.1
<b>Other</b>	5	0.4
<b>TOTAL</b>	1,313	100.0

Respondents of a 'white British' origin accounted for ninety percent (89.7%) of all respondents whilst respondents of a 'white' ethnicity accounted for 94.8%. The 2001 Census identifies 'white groups' as accounting for 91.6% of the Cardiff population.

<b>White</b>	<b>1,175</b>	<b>94.8</b>
British	1111	89.7
Irish	19	1.5
European	37	3.0
Other	8	0.6

<b>Black</b>	<b>8</b>	<b>0.6</b>
British	3	0.2
African	2	0.2
Caribbean	3	0.2
Other	0	0.0

<b>Asian</b>	<b>23</b>	<b>1.9</b>
British	6	0.5
Pakistani	4	0.3
Bangladeshi	1	0.1
Indian	11	0.9
Other	1	0.1

<b>Mixed</b>	<b>12</b>	<b>1.0</b>
White & Caribbean	4	0.3
White & Black African	4	0.3
White & Asian	0	0.0
Other	4	0.3

<b>Chinese &amp; Other Far Eastern Background</b>	<b>5</b>	<b>0.4</b>
British	1	0.1
Chinese	4	0.3
Korean	0	0.0
Japanese	0	0.0
Vietnamese	0	0.0
Other	0	0.0

<b>Any additional background</b>	<b>5</b>	<b>0.4</b>
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<b>Prefer not to answer</b>	<b>11</b>	<b>0.9</b>
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<b>TOTAL</b>	<b>1,239</b>	<b>100.0</b>
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