Ipsos MORI
Social Research Institute

You and Your Community 2013

Report prepared for Oldham Council by Ipsos MORI

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Oldham Council

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Introduction

In recent years Oldham Council and partner organisations have carried out a number of surveys among residents designed to:

- Develop a local evidence base on community cohesion and engagement and health measures;
- Measure and track residents' satisfaction with services and their local area; and
- Measure targets related to community cohesion and neighbourhood building.

The 2013 survey tracked questions asked in the previous surveys (in 2010, 2008 and 2006) and was conducted through a postal self-completion questionnaire, an online version of which was also made available on the Oldham Council website. The sample was designed to ensure a robust number of responses were returned in each ward to allow analysis and comparisons at this level.

This report looks at the detailed results from the 2013 survey for Oldham and its wards, and presents results comparable to previous *You and Your Community* surveys.

Key findings

The results from the 2013 *You and Your Community* survey show many positive improvements:

- **Perceptions of the neighbourhood have improved**, in terms of overall satisfaction with the local area and the sense of belonging to the neighbourhood and Oldham as a whole;
- **Satisfaction with life as a whole has increased**, and fewer respondents show signs of mental distress;
- **More respondents feel safe after dark**, and problems with anti-social behaviour have continued to decline;
- **Access to the internet has increased**, largely because of smartphone use.

There are also areas which are not such good news for the Council;

- **Fewer respondents feel informed** about the local decision making process and plans to change their area;
- Although not rising, **feelings of safety are very low in Oldham town centre**, especially after dark;
- **Satisfaction with Oldham Council's overall performance is mixed**, and respondents are much more likely to disagree than to agree that the council provides value for money.

The results also highlight some areas which might benefit from further investigation:

1. What will the impact be on the Council's aspirations for Oldham to be a place offering increased opportunity for all residents of an increasing disparity between Oldham borough and its more affluent neighbours? What steps can be taken to implement this aspiration if inward migration remains more likely among the young, those on low incomes and those without qualifications?

2. While views of cohesion across different social and ethnic backgrounds are becoming more polarised this does offer the council the opportunity to explore what factors lead to differing views in different neighbourhoods and how the council can learn from the experiences and initiatives in the "positive change" areas to implement in those areas reporting negative change. Further, an opportunity now exists for the council to engage with residents on these issues as people are more willing to give their views than in previous years. It also presents an opportunity to have a dialogue with residents about the issues of living in an ethnically and socially diverse borough and to build on the increasing perception that diversity can result in a more enjoyable place to live.

3. What lies behind the improving satisfaction with the neighbourhood and life in general, including feelings of safety? How can lessons learned in the areas showing the most positive change be replicated in areas which are slower in showing improvement?

Sample profile

The survey sample was stratified to ensure robust final sample sizes in each of the wards, and this design effect has been corrected with weighting so that the final sample reflects the actual population profile of both the wards and Oldham overall.

Some demographic findings are in line with previous surveys. These include the comparable profiles of respondents by religion, sexuality and tenure, although the level of owner-occupancy is somewhat greater than in 2010 and in line with 2006 results.

There have been changes around work status with fewer now saying they are unemployed, unable to work or have never had a paid job. The proportion in work has risen significantly among those who are social tenants compared to results in 2010.

In terms of age and ethnicity[1], those of an Asian background (especially Bangladeshi and Pakistani) remain considerably younger than White respondents. However, this is less marked than in previous surveys; compared with 2010, there are more Bangladeshi and Pakistani respondents aged 25-44, and fewer Bangladeshi respondents aged 16-24. The age profile of White and other BME background respondents remains unchanged from 2010.

A differently worded question was asked in 2013 to gather information about the level of qualifications achieved by local people in Oldham. One in six (18%) has no qualifications, half are qualified at most to NVQ3 level (53%), and one in four is qualified at least to NVQ 4/degree level (24%). Also, one per cent are still studying.

[1] In this report we define ethnicity in a number of ways. At the highest level we refer to "White" and Black and Minority Ethnic ("BME") respondents: "White" is defined as English/Welsh/Scottish/Northern Irish, Irish, Gypsy or Irish Traveller, Easter European or Any other White background; "BME" is defined as anybody from an Asian/Asian British, Black/African/Caribbean/Black British, Mixed/Multiple ethnic groups, Arab or any other ethnic group. In some analysis we split the definition to pull out the findings for the largest minority groups in Oldham, in these cases BME is divided into: "Pakistani", "Bangladeshi" and "other BME backgrounds".

Income, inclusion and poverty

Respondents were asked about their use of a range of financial products. The most common are current accounts (88% of respondents have these) and savings accounts (57%). These are followed by pension funds (43%), credit card loans (40%), ISAs (36%) and a bank overdraft facility (34%). The proportion mentioning some financial products have increased since 2010: savings accounts (up 14 percentage points) and pension funds (up 9 percentage points).

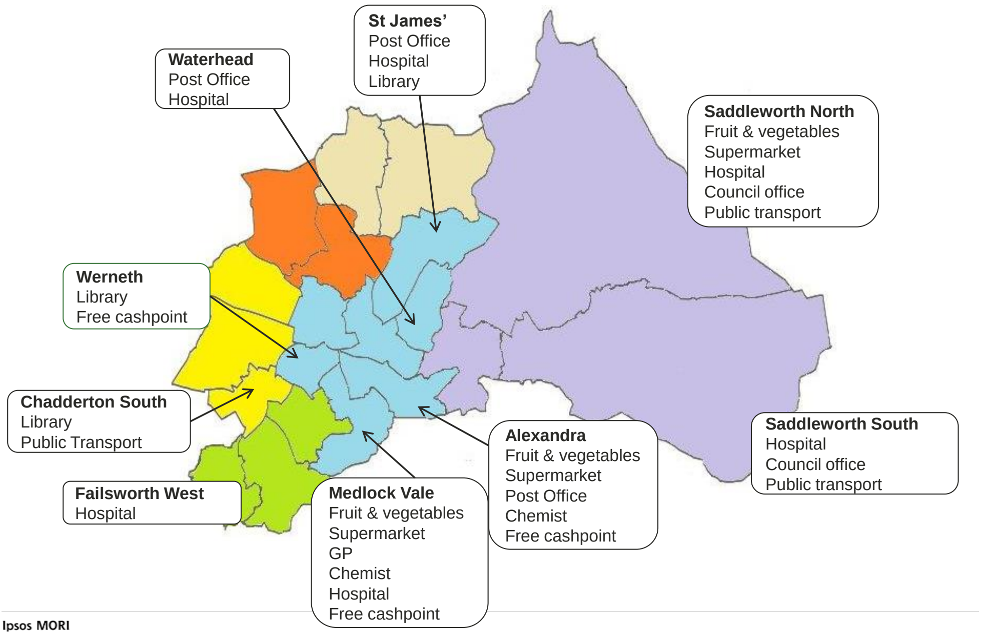
It is positive to note that only a very small number of respondents report using short-term finance which is often associated with loan sharks and exorbitant interest rates. Only two per cent say they use doorstep loans, and only one per cent use payday loans arranged at a shop or a short-term online loan. While the proportion using doorstep loans appears to be in line with national comparisons (2% in Oldham and nationally), the proportion with payday loans arranged at respondents' doors in Oldham appears to be lower than nationally (3% nationally compared to 1% in Oldham)[2].

There has been no change in the proportions suffering current financial stress, which is a positive finding in light of continued nationwide economic difficulties since 2010. However, many respondents continue to have some or many sources of current financial stress (40%). Furthermore, around four in ten have some or many sources of future financial stress (44%).

It remains the case that problems with financial stress are much more acute among some groups in Oldham. Respondents in rented housing, women, younger people and those from an Asian background all tend to have more sources of financial stress, both current (in terms of things they cannot afford) and future (in terms of anticipated problems). Further, there is a consistent pattern for these problems to be worse among groups facing economic disadvantages. This includes the unemployed and economically inactive, respondents with low incomes and those in receipt of benefits[3].

Most respondents find local services and facilities to be within relatively easy reach. This is particularly so for chemists and pharmacies, supermarkets, and shops that sell fruit and vegetables, followed by post offices, free cashpoints and libraries. Local people are least likely to find it easy to reach a hospital, although most still do (79% say it is easy to get there).

Ease of accessing services and facilities varies significantly between wards (the picture on the right shows those facilities seen as significantly harder to access),



[2] Source: Mintel report "Personal Loans – UK", January 2014
[3] "In receipt of benefits" is defined as receiving Housing Benefit and/or Council Tax Reduction, that is income related benefits administered by the council.

with greater difficulty encountered by respondents in Alexandra, Waterhead and Medlock Vale, and also by people in Saddleworth North and Saddleworth South.

The great majority of respondents can and do access the internet through easily available personal means such as at home or on a smartphone. One in nine (11%) has no form of access at all. The strongest determinant of internet use is age: internet access and use are far more widespread among younger people than those of retirement age. However, access and use are also greater among BME respondents and more affluent social groups such as owner-occupiers, those on high incomes and the well-qualified. There are relatively few differences between wards, with internet use below average in the wards of Alexandra and Coldhurst in Oldham District Partnership area, despite the higher rates of deprivation in these parts of the borough. This may well be because the population of these wards is generally younger and has a higher proportion of BME residents. Internet use is greater among the young and BME respondents.

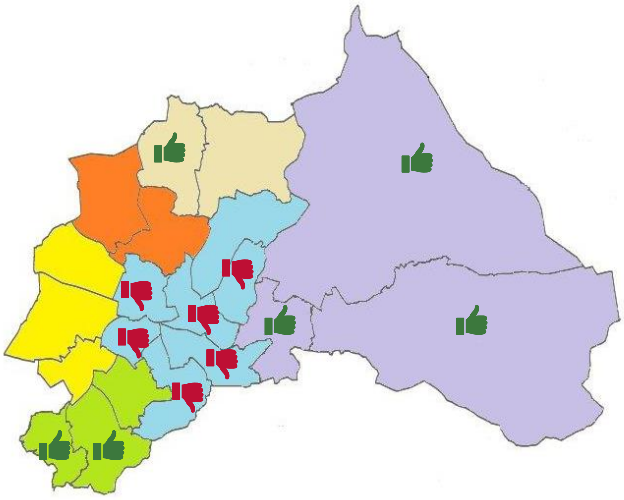
The neighbourhood

Two-thirds of respondents are long-term residents of Oldham who have spent over 20 years in the borough, although there is considerable movement within the borough and just one in four (27%) have lived at their current address for more than 20 years. The great majority of respondents have a favourable view of their current home as a place to live.

Population movement is greater among tenants (especially in private housing), young people, lone parents and those facing financial difficulties due to a lack of employment or low income. All of these groups are more likely to have moved to their current home, their neighbourhood and the borough itself within the last three years. This may help to explain why at least some of these groups also have a lower sense of belonging to the neighbourhood, tend to feel less involved in their community or are less likely to do voluntary work. They have had less time to put down roots, and, if they do not expect to stay for long, they may not feel any need to do so – which might have an impact in the long term on community cohesion. Further, this pattern of inward migration will also impact on demand for council services in the future.

Attitudes to housing also differ markedly, especially by tenure and income. A sizeable minority of tenants, especially in private housing, is dissatisfied with their home; respondents in low income households are also less satisfied.

Across wards, population transience is greatest in those near Oldham town centre, such as Alexandra, St. James' and Coldhurst; these are also generally the wards withmore acute deprivation, this may explain why respondents are least satisfied with their home in these parts of the borough.

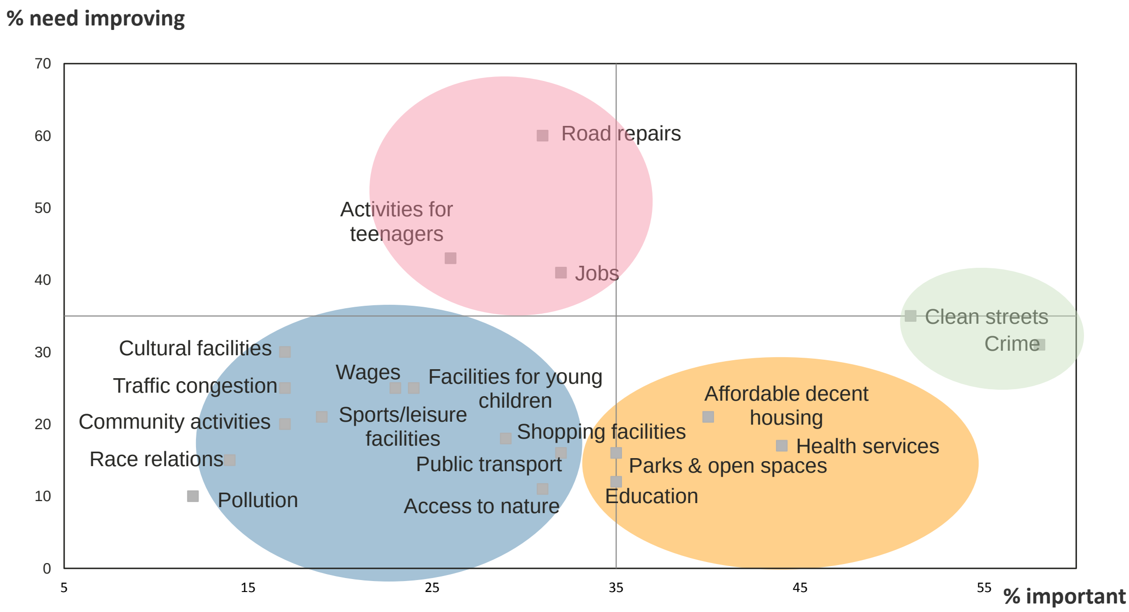


Perceptions of the local area have shown some significant improvements since the last *You and Your Community* survey in 2010. Overall satisfaction with the local area has gone up significantly, so has the strength of feeling of belonging to the neighbourhood and also to Oldham borough. These improvements build on changes for the better noted in the 2010 survey, and there is a positive trend in respondents' perceptions of their locality. The picture to the right shows those wards where satisfaction is significantly higher or lower than the Oldham average.

Reflecting the findings in earlier *You and Your Community* surveys, there is greater attachment to the local neighbourhood than to Oldham borough. However, this varies markedly at a local level. The sense of belonging to the neighbourhood is greatest in wards furthest from Oldham town centre, especially in the Saddleworth and Lees District Partnership area, but respondents there feel less attachment to the borough itself. Conversely, those in wards within Oldham District feel less connection to the neighbourhood but a stronger sense of belonging to Oldham borough.

Respondents were asked which things most need improvement in their neighbourhood. Overall, the most prominent factors continue to be roads and pavement repairs, activities for teenagers, job prospects, the level of crime and clean streets, although considerably fewer respondents now mention crime, activities for teenagers or clean streets than in 2010. Some factors are more likely now, compared to 2010, to be seen as needing improvement: cultural facilities, road and pavement repairs, job prospects, shopping facilities and health services. Again, responses vary widely at local level, with a greater number of priorities in some highly urbanised wards near Oldham Town Centre: Alexandra, Coldhurst, St. Mary's and Werneth.

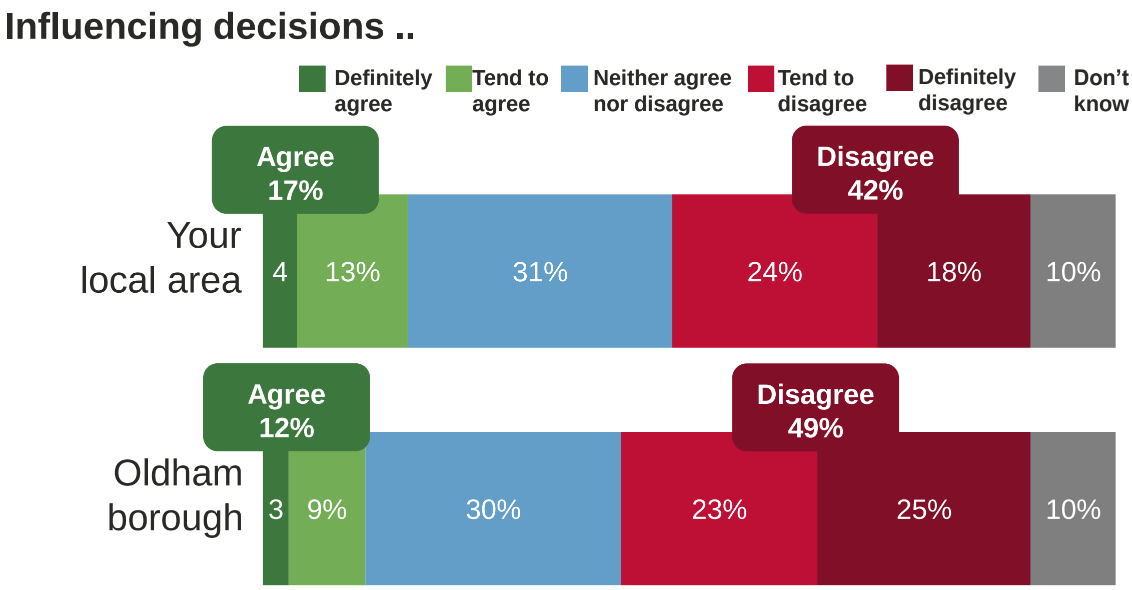
Perceived changes to the neighbourhood are very similar to those found in 2010. Over half (53%) see no change, and one in nine (11%) say the area has got better compared with a greater proportion perceiving a change for the worse (27%). Although the proportions answering each option have not changed significantly since 2010, overall there has been a significant, positive, net change in perceptions of the neighbourhood.



Seven in ten respondents (71%) are satisfied with their local area, but this figure is greater among those of retirement age, White respondents and those in the highest income bands. It is considerably lower among respondents from a Bangladeshi background and respondents in neighbourhoods identified as deprived by the ACORN classification[4]. Other factors which may influence satisfaction with the local area include community involvement and quality of health; respondents think more positively about their local area if they are involved in the community and have many friends nearby and also if they enjoy good health and a typical level of mental wellbeing.

Involvement in the community and local democracy

Overall, only a minority of respondents feels consistently active and influential in local democracy. Just one in four feels involved in the community (26%), or informed about local decision making (26%) or plans to change their local area (25%). While the levels of community involvement have increased since 2010, the proportions feeling informed have fallen. Respondents also do not feel able to influence decisions that affect the local area (17%) or Oldham as a whole (12%)[5].



Substantial numbers of respondents have done some form of voluntary work recently: in the last year, two in five have volunteered with a club or organisation (38%) and three in five have acted as an individual to help someone else (60%). The results in Oldham are more positive than the Ipsos MORI Norms[6] which show levels of volunteering through organised groups to be between 14% and 26% and levels of volunteering as an individual to be between 33% and 40%.

However, there has been a decline in the numbers of respondents with friends in the nearby area. This may explain at least some of the other changes noted in this chapter; respondents without friends in the vicinity feel generally less informed about things or less able to influence decisions. The fact that more respondents now lack friends in the local area may have a negative effect on other results around feelings of involvement.

There appears to be some disparity between interest in and actually being involved in the community with an untapped potential for increasing involvement. Compared to the Ipsos

[4] ACORN Classification copyright belongs to CACI Limited
[5] Note: a change in question wording means no comparison for this question can be made to 2010
[6] Based on 14 postal surveys conducted for local authorities since August 2011

MORI Norms, Oldham has a greater proportion of respondents who already volunteer either through organised groups or as individuals. Further, the borough also has a very small proportion (just six per cent) who say they do not want to be involved in their communities.

Community cohesion

As in previous surveys, respondents are more positive about age differences (in terms of tensions and the ability for different groups to get along) than about social differences; they are also more positive about social differences than about ethnic differences. Further, there is a positive trend with more people now agreeing that having a mix of different people in their neighbourhood makes it a more enjoyable place to live (35% agree in 2013 compared to 29% in 2010 and 31% in 2006), although it is important to acknowledge that a greater proportion also now disagree with this statement (25% disagree compared to 21% in 2010 and 20% in 2006). This polarisation of views is possible because fewer people are choosing not to answer the question (5% said “don’t know” in 2013 compared to 11% in 2010 and 13% in 2006).

A similar polarisation of views can be seen when looking specifically at the questions relating to community cohesion across different ethnic backgrounds. Greater proportions now express negative views than in 2010: 29% compared to 22% in both 2010 and 2006 disagree that their neighbourhood is a place where people of different ethnic backgrounds get on well together.

Furthermore, 26% (compared to 22% in 2010 and 28% in 2006) say there is a great deal or fair amount of tension between different ethnic groups in their neighbourhood. Greater proportions also now say that there is only a little or no tension between different ethnic groups in their neighbourhood (55% in 2013 compared to 52% in 2010 and 45% in 2006).

A similar pattern is seen with regard to cohesion across different social backgrounds, but respondents are considerably more positive when considering cohesion across different age groups.

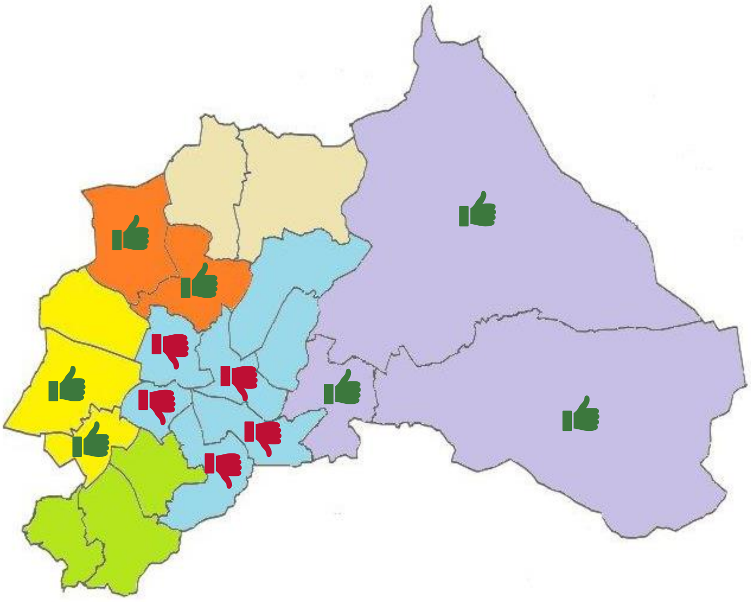
At an overall level, the proportions regularly interacting with people from different social and ethnic backgrounds remain static. For interactions between ethnic groups this is more a reflection of increasing interactions in the public sphere (for example at the local shops, on public transport) than in the private sphere (for example spending time with friends, at a place of worship) where the proportions stating they regularly interact are declining.

The main differences in results are between ethnic groups. Respondents of a BME background, especially South Asian, are consistently more positive about the local level of cohesion, whether it is by age, ethnicity or social background. This is despite the fact that they are also most likely to report tensions between different ethnic groups in the vicinity. This is reflected in findings across Oldham: wards nearest to Oldham town centre and with the highest Asian populations have a greater level of reported community cohesion, but also a greater perceived degree of tension between different ethnic groups.

Perceptions of safety and anti-social behaviour

Over four in five respondents (84%) feel safe when out and about in their local area during the day. While this proportion is much lower after dark (55%), it has improved significantly since 2010 (46%). Feelings of safety are comparatively much lower in Oldham town centre, where two in three feel safe during the day (67%) and one in five feel safe after dark (21%).

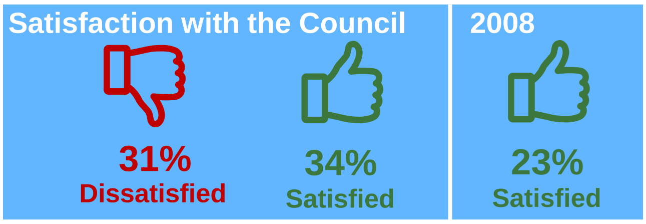
Compared with 2010 results, all forms of anti-social behaviour are now seen as less of a problem. The decline is greatest for teenagers on the streets, litter and rubbish, and vandalism, graffiti or other property damage. Although not a significant change since 2010, problems with drugs and drunkenness are less marked than in 2008.

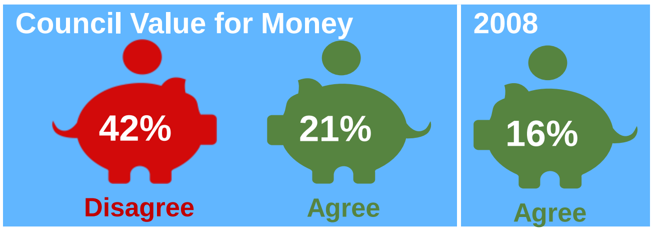


Overall, one in four (23%) perceives a high level of anti-social behaviour in their area, a significantly lower proportion than in 2010 (27%)[7]. The picture on the right shows those wards with significantly higher and lower levels of perceived anti-social behaviour compared to the Oldham average.

The Council and public services

Satisfaction with council and public services has been re-introduced as a section for the first time since 2008. Respondents are evenly split on the overall performance of the Council, with one in three satisfied (34%), but an almost equal proportion dissatisfied (31%).





In terms of value for money, respondents are distinctly more critical than positive; two in five (42%) disagree that the Council provides value for money, which is twice the proportion that agrees (21%).

Parks, play areas and open spaces are the most widely used services, while cultural facilities (e.g. Gallery Oldham, the Coliseum Theatre) are used the least frequently. Use of sports and leisure facilities and parks and play areas is greater among younger respondents and families with children. Those with higher household incomes are also more likely to use these services frequently. Use of local libraries is greater among BME respondents, parents, women and those with the lowest household incomes. BME respondents are also more likely to use local cultural facilities.

Satisfaction with council services is greatest for bins and recycling collection, followed by street cleaning, but it falls to a very low level for road and pavement maintenance. Looking at the results for services which residents can choose to use (non-universal services), among the respective users of these services, satisfaction is highest with cultural facilities and libraries, followed by parks, play areas and open spaces. However, it is rather lower among users of sports and leisure facilities. For all services which residents can choose to use, satisfaction is higher for frequent users than for the overall population.

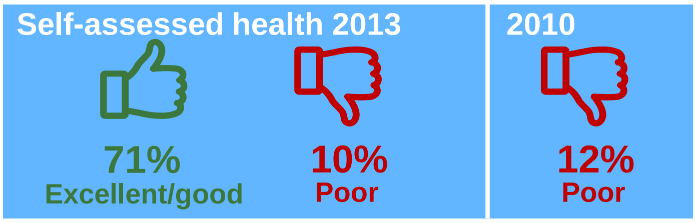
[7] Based on the Respect Index, where for Oldham overall, 18% score 11 or more.

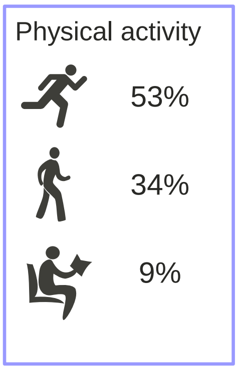
Health and wellbeing

It is positive to note the significant increase in satisfaction with life overall since the last survey in 2010 (from 69% to 73% saying they are satisfied with life overall), although the proportion saying they are dissatisfied remains unchanged (12% in both 2013 and 2010). The increase in satisfaction with life overall may be related to the fact that fewer respondents show signs of mental distress (down to 24% from 29%). While this empirical measure (using GHQ12) is lower, a greater proportion of respondents now report recent nervous trouble or depression (31% and 29% in 2010 compared with 25% in 2006).

Looking at this survey's results, shows that problems with mental health and stress are much more acute among some groups in Oldham. Respondents in rented housing, women, younger people and those from an Asian background are all more likely than for respondents overall to say they have had recent problems with nervous anxiety or depression and also to exhibit signs of mental distress. Further, there is a consistent pattern for these problems to be worse among groups facing economic disadvantages, this includes the unemployed and economically inactive, respondents with low incomes and those in receipt of benefits. Not only have these groups more sources of financial stress, but they report a greater incidence of depression and show more signs of mental distress. This is also reflected in geographic differences: problems with stress and mental ill-health are more marked in the wards of Alexandra, Coldhurst, Medlock Vale, Werneth and St. Mary's; all are places with a greater concentration of social housing, generally lower incomes and a higher level of unemployment.

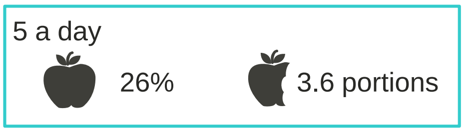
The overall quality of self-assessed health has remained about the same, with seven in ten respondents rating their health as excellent or good (71% compared with 69% in 2010). One in three respondents (36%) reports a long-term health condition or disability that limits their day-to-day activities. This is line with the finding in 2010, but it is somewhat higher than in 2008 and 2006.



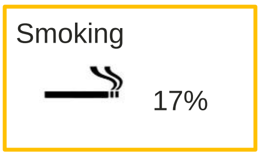


There is a mixed picture of other aspects of public health in Oldham. Only a few respondents are inactive physically (nine per cent) and just over half say they do enough activity to meet the recommended weekly amount (53%).

However, half are also either overweight or obese (50%), based on their reported height and weight data, and only about one in three (36%) has a healthy weight. Furthermore, only a minority (26%) say they eat the recommended daily total of five portions of fruit and vegetables, with an average of 3.6 portions consumed per day.



Roughly one in seven respondents (17%) is a smoker, although closer to half (46%) have smoked at some point in their lives. The majority of respondents drink at least some alcohol (67%), and one in three (36%) consumes enough alcohol for this to be a possible source of risk to health.



The picture varies considerably between different groups of respondents. Those who are White British tend to have worse self-assessed health than BME respondents, perhaps because they are generally older. They are also much more likely to drink alcohol to the level of risk and, to a lesser extent, to smoke. On the other hand, White British respondents are more likely than those of BME backgrounds to eat fruit and vegetables, and their mental wellbeing is generally better. Furthermore, respondents of a Bangladeshi heritage are more liable than most to be underweight.

Quality of health is generally lower among those in all types of rented housing and the most economically disadvantaged groups (e.g. the lowest income brackets, the unemployed, benefit recipients and those with no qualifications). Not only have these groups a poorer assessment of their own health, but they report limiting long-term health conditions and disabilities more frequently, eat less fruit and vegetables, and have a greater tendency to smoke.

These patterns are reflected across the borough. Self-assessed health, BMI data, incidence of smoking and standard of diet are most positive in the more affluent wards in Saddleworth and Lees. The findings are most negative in the less affluent wards of Oldham District, where respondents rate their health worse, are the most frequent smokers and eat least fruit and vegetables. On the other hand, the relatively high Asian population in these wards also means these parts of the borough have the lowest alcohol consumption.

Introduction

Introduction

Background and objectives

In recent years Oldham Council has carried out a number of surveys among residents designed to:

- Develop a local evidence base on community cohesion, engagement and health measures;
- Measure and track residents' satisfaction with services and their local area; and
- Measure indicators related to community cohesion and neighbourhood building.

The data gathered in previous waves of the survey has been used to design and measure the impact of local initiatives and as evidence to bring external funding into the borough.

In March 2013, Ipsos MORI North was commissioned by Oldham Council to conduct a survey to:

- Support Oldham's development as a co-operative council that campaigns effectively on behalf of its residents, by developing its evidence base on social and financial inclusion, and democratic engagement;
- Support effective service commissioning and design (particularly through informing the Joint Strategic Needs Assessment of Health and Wellbeing);
- Update Oldham's evidence base on community cohesion, community involvement, and social and financial inclusion, enabling comparisons with previous *You and Your Community* surveys;
- Strengthen Oldham's Customer Insight work by supporting the development of household-level propensity models linked with other household-level propensity data held by the council;
- Inform Oldham Council about neighbourhood priorities and satisfaction with a range of local public services at borough, district partnership and ward level;
- Update the Council's knowledge of self-reported health, wellbeing and lifestyle issues that affect health among Oldham residents; and
- Contribute to the population of the Oldham Residents' Research and Consultation Database (Consultation Portal).

The results from the *You and Your Community* surveys are used by the commissioning body for a wide range of purposes including:

- Informing the development of campaigns, policies and strategies that benefit Oldham residents (e.g. reducing fuel poverty);
- Supporting Oldham Council's development as a co-operative council;
- Identification of areas and groups, where interventions are needed to improve community relations, service delivery and other aspects that impact on wellbeing and quality of life;
- Identifying population health priorities and social and financial factors affecting health at a local level;
- Identifying and addressing inequalities in access to services and satisfaction with services across a wide range of areas; and
- Informing and supporting funding bids to bring resources into Oldham.

Previous surveys took place in 2010, 2008 and 2006. The 2013 survey was designed to allow robust comparisons across time and at ward level, and so allow in-depth analysis at community or ward level.

Methodology

Questionnaire

The questionnaire was designed in conjunction with Oldham Council. Since the survey was designed to track previous results, it was largely based on previous questionnaires. Some new questions about healthy living were included, to supplement those asked in previous surveys. Several questions about finance were updated to reflect changes in the economy and financial markets since the last survey. Questions about satisfaction with and opinions of the Council and the services it provides were included in this wave, these questions were not asked in the previous wave as the primary focus had been health and wellbeing rather than council services. A copy of the questionnaire can be found in the appendices.

Sampling

The *You and Your Community* survey samples residents aged 16 and over, whilst the 2008 Place Survey and earlier General Residents' BVPI surveys sampled residents aged 18 and over. In order to allow comparisons to previous findings from both surveys, and to ensure that robust results were achieved at ward level, the sample was stratified in the following way:

1. Firstly, a random sample of addresses across the whole borough was drawn to ensure a minimum of 1,100 responses from residents aged 18 or over were achieved; enabling comparisons with surveys using simple random sampling with populations aged 18 or over, such as the 2008 Place Survey and the 2006 General Residents' BVPI survey.
2. Secondly, a stratified sample was drawn in each ward (with addresses randomly selected on a "1 in n" basis) to ensure a minimum of 110 responses were achieved in each ward; and
3. Lastly, a stratified sample was drawn within Output Areas with the greatest proportion of Bangladeshi residents and those aged 16-17 with a target to achieve c.110 responses from each group. These two hard-to-reach group are of particular interest to the council and a robust sample in each was desired.

The addresses were randomly selected from the Post Office small users Postal Address File (PAF) and checked using the Local Land and Property Gazetteer to ensure correct ward allocations.

A sample of 23,743 was drawn and achieved 2,862 responses (12% response rate).

Fieldwork

A postal self-completion questionnaire with one reminder was used. In addition, an electronic version of the questionnaire was available for completion on the Oldham Council website[8]. The initial mailout was on 21 May, with a reminder half way through the fieldwork period. The final date for returning questionnaires was 12 July 2013.

Weighting

The weights used 2011 Census data held by Oldham Council for age, gender and ethnicity within each ward. After the weights were applied, the data were balanced by ward across the whole borough.

[8] No responses were received via the online survey

Weighting is the process by which data are adjusted, to better reflect the known population profile. A 'weight' is the percentage assigned to a particular demographic descriptor. The sample needs to be weighted if the responses show that particular groups (such as younger people or those in a particular area) are under- or over-represented in the sample. If this is not carried out, the results will not reflect properly the views of the population being considered. Where data have not been weighted, this is referred to as 'unweighted' data.

The results shown in the report are based on weighted data unless otherwise stated.

More details of the weighting approach and design used can be found in the appendices.

Analysis and reporting

This report explores the survey findings across the whole of Oldham. The findings in this report are based on the full set of computer tables, held at Oldham Council under separate cover. A full, anonymised raw dataset is also held by the Council.

Unless otherwise specified, this report shows responses for all answering the question. That is, it does not include any "not stated" responses, but does include "don't know" or "not applicable" where this was an option on a question.

All tables and graphs show weighted results, unless otherwise specified. All base sizes quoted are unweighted since it is from this that the power of the statistic derives.

Any variations in response from respondents due to demographic differences in their profile are highlighted throughout the report. Typically variations in opinion between groups of respondents are only commented upon if the difference is statistically significant at the 95% level.

Where applicable, comparisons have been made with the results of the 2010, 2008 and 2006 *You and Your Community* surveys. In order to enable such comparisons, we have excluded the face-to-face element of the 2006 *You and Your Community* Survey and reweighted the postal element at ward level by age, sex and ethnicity.

Where percentages do not sum to 100, this may be due to computer rounding or multiple answers. Throughout this volume, an asterisk (*) denotes any value of less than half a per cent, but greater than zero.

Throughout the report the combined totals for similar answers are shown, for example "satisfied" is the combination of "very satisfied" and "fairly satisfied". There are times when this combined percentage differs from the sum of percentages on the graphs; this is also due to computer rounding.

Sample profile

As with most postal surveys, the responses tend to be biased towards older and female respondents; this has been corrected within the weighting. The data has been balanced to reflect the population of Oldham borough in terms of age, gender and ethnicity within each ward, and balanced by population across the wards. There is a full breakdown of the sample profile in the appendices, but the key points are:

- In terms of age profile, Bangladeshi and Pakistani respondents are more likely to be younger than respondents from a white background;
- Seven in ten (71%) say they are owner occupiers, one in five (20%) live in social rented housing, and nearly one in ten (9%) live in privately rented accommodation;

- Around two in five (38%) live as a family with adults and children living in the same household, one in four (25%) live as a couple without children, one in five (21%) live alone and 3% live in a different type of household; and
- One in six (18%) have no qualifications, half (53%) are qualified up to NVQ3 level and one in four (24%) are qualified to NVQ 4/degree level or above.

Interpretation of the results

The results are analysed with regard to significant differences between demographic and geographic groups of respondents. Unless otherwise specified, only statistically significant differences are reported. In normal parlance, "significant" means important, but in statistics "significant" means probably true (not due to chance). A research finding may be true, i.e. "significantly different" without being important. When statisticians say a result is "highly significant" they mean it is very probably true, they do not (necessarily) mean it is highly important. Please note, that in some groups with small base sizes apparently large differences may not be statistically significant and hence are not mentioned.

Within this report statistically significant differences are shown at the 95% confidence level, except where otherwise specified.

Publication of data

As with all our studies, findings from this survey are subject to our Standard Terms and Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of Ipsos MORI North. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

© Ipsos MORI North/13-009892-01 | *Rose Neville*
0161 826 9421 | *Luke Daxon*
January 2014 | *Simona Tanase*

Income, inclusion and poverty

Income, inclusion and poverty

This section explores residents' responses to questions around poverty, financial inclusion and low income – specifically levels of household income, and access to financial products and household services. It also considers how easy or otherwise it is for respondents to access local services and also how easy it is from them to use the internet and what they use the internet for.

Summary

Respondents were asked about their use of a range of financial products. The most common are current accounts (88% of respondents have these) and savings accounts (57%). These are followed by pension funds (43%), credit card loans (40%), ISAs (36%) and a bank overdraft facility (34%). The proportion mentioning some financial products have increased since 2010: savings accounts (up 14 percentage points) and pension funds (up 9 percentage points).

It is positive to note that only a very small number of respondents report using short-term finance which is often associated with loan sharks and exorbitant interest rates. Only two per cent say they use doorstep loans, and only one per cent use payday loans arranged at a shop or a short-term online loan. While the proportion using doorstep loans appears to be in line with national comparisons (2% in Oldham and nationally), the proportion with payday loans in Oldham appears to be lower than nationally (3% nationally compared to 1% in Oldham)[9].

There has been no change in the proportions suffering current financial stress, which is a positive finding in light of continued nationwide economic difficulties since 2010. However, many respondents continue to have some or many sources of current financial stress (40%). Furthermore, around four in ten have some or many sources of future financial stress (44%).

It remains the case that problems with financial stress are much more acute among some groups in Oldham. Respondents in rented housing, women, younger people and those from an Asian background all tend to have more sources of financial stress, both current (in terms of things they cannot afford) and future (in terms of anticipated problems). Further, there is a consistent pattern for these problems to be worse among groups facing economic disadvantages. This includes the unemployed and economically inactive, respondents with low incomes and those in receipt of benefits[10].

Most respondents find local services and facilities to be within relatively easy reach. This is particularly so for chemists and pharmacies, supermarkets, and shops that sell fruit and vegetables, followed by post offices, free cashpoints and libraries. Local people are least likely to find it easy to reach a hospital, although most still do (79% say it is easy to get there).

Ease of access varies significantly between wards, with greater difficulty encountered by respondents in Alexandra, Waterhead and Medlock Vale, and also by people in Saddleworth North and Saddleworth South.

The great majority of respondents can and do access the internet through easily available personal means such as at home or on a smartphone. One in nine (11%) has no form of access at all. The strongest determinant of internet use is age: internet access and use are

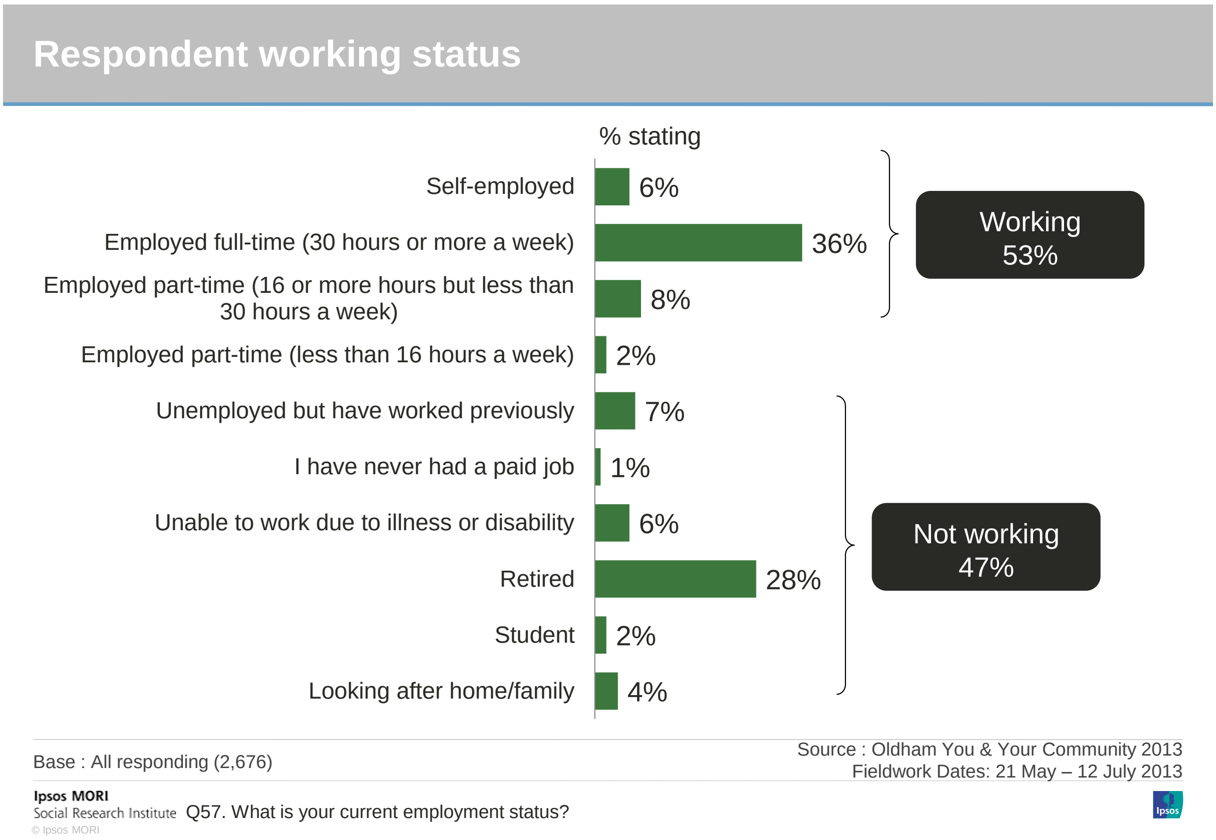
[9] Source: Mintel report "Personal Loans – UK", January 2014
[10] "In receipt of benefits" is defined as receiving Housing Benefit and/or Council Tax Benefit, that is income related benefits administered by the council.

far more widespread among younger people than those of retirement age. However, access and use are also greater among BME respondents and more affluent social groups such as owner-occupiers, those on high incomes and the well-qualified. There are relatively few differences between wards, with internet use below average in the wards of Alexandra and Coldhurst in the Oldham District Partnership area, despite the higher rates of deprivation in these parts of the borough. This may well be because the population of these wards is generally younger and has a higher proportion of BME residents. Internet use is greater among the young and BME respondents.

Working status

The question asked in 2013 was slightly different from that used in previous surveys. Specifically, the category covering part-time employment has been split to allow analysis across benefit eligibility thresholds[11].

Just over half of respondents (53%) are working, 28% are retired, 14% unemployed or long term sick, four per cent are looking after the home and two per cent are students.



Although the question has changed slightly, the proportion working is broadly in line with the findings in the 2010, 2008 and 2006 *You and Your Community* surveys: 53% of respondents in 2013 are working (52% in 2010, 54% in 2008 and 55% in 2006);

Apparent changes are seen in relation to those who are retired, where the proportion has risen and is now 28%, compared with 23% in 2010, 24% in 2008 and 25% in 2006, and those who are looking after home or family, there the proportion has fallen to four percent from six per cent in 2010, six per cent in 2008 and five per cent in 2006.

[11] Note: an error in this question was spotted during fieldwork. The questionnaire was corrected for the reminder and a letter sent to all those affected by the error to ask them to confirm their employment status. There are more details of the error and the remedy in the appendices.

The proportion saying they are unemployed, unable to work or have never had a paid job has fallen and is now 14%, significantly lower than the 16% in 2010. This reduction may reflect changes in policy requiring all on Disability Living Allowance and Incapacity Benefit to be reassessed. This policy change may also account for the increase in the proportion saying they are retired, although it is not possible to say whether this is actually the case.

When looking at working age only (aged 16-64 years), differences in working status are also observed between ethnic groups:

- White respondents are more likely to be working full-time (50% compared with 47% overall and 37% from a BME background) or retired (11% compared with eight percent overall and one per cent from a BME background).
- Those from a BME background are more likely to say they are unemployed but have worked previously (15% compared with nine per cent overall and seven per cent from a White background).

Looking at working status across all respondents, it also differs according to tenure:

- Six in ten owner occupiers (60%) are working, which is similar to private tenants (54%) but twice as many as among social tenants (29%). However, the proportion of social tenants in work has increased from 23% in 2010.
- Around one in six social tenants and private tenants (15% and 16% respectively) are unemployed but have worked previously, compared with three per cent of owner occupiers.
- One in six social tenants (17%) is unable to work due to illness or disability, compared with eight per cent of private tenants and three per cent of owner occupiers.
- Three in ten social tenants and owner-occupiers (29% of both groups) are retired, compared with one in ten (10%) private tenants.

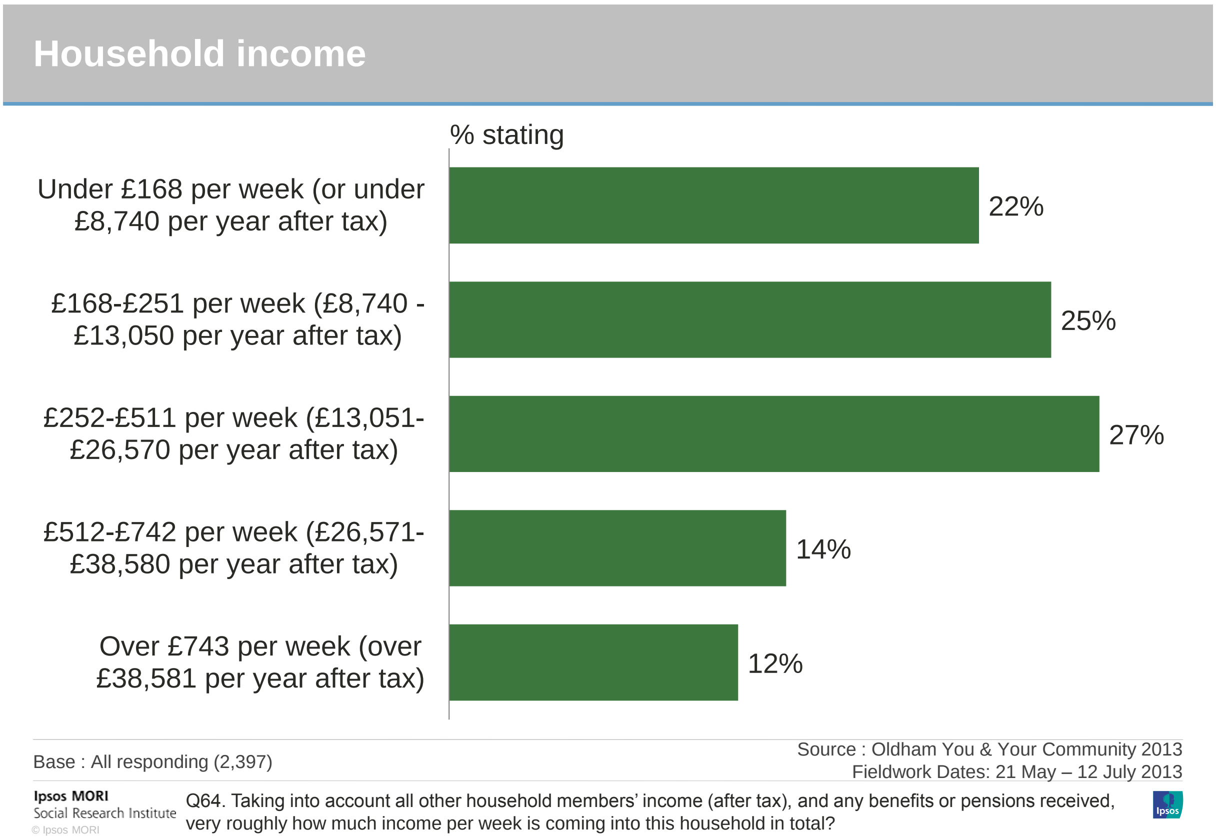
Working status varies across the wards:

- The proportion **in work** is significantly higher in Saddleworth North (66%) and Saddleworth West and Lees (64%).
- The proportion **unemployed but who have worked previously** is significantly higher in Alexandra (24%), Coldhurst (22%) and Waterhead (14%), but significantly lower in Saddleworth North (one per cent), Saddleworth South (one per cent), and Saddleworth West and Lees (no respondents).
- The proportion of those **unable to work due to illness or disability** is significantly higher in St. Mary's (12%). Proportionally fewer people are unable to work due to illness or disability in Saddleworth North (one per cent)and Saddleworth South (no respondents).
- The proportion of **students** is significantly higher in Royton North (six per cent) and St. James' (six per cent).
- The proportion **looking after the home** is significantly higher in Alexandra (nine per cent).
- The proportion **retired** is significantly higher in Saddleworth South (38%) and significantly lower in St. Mary's (19%).

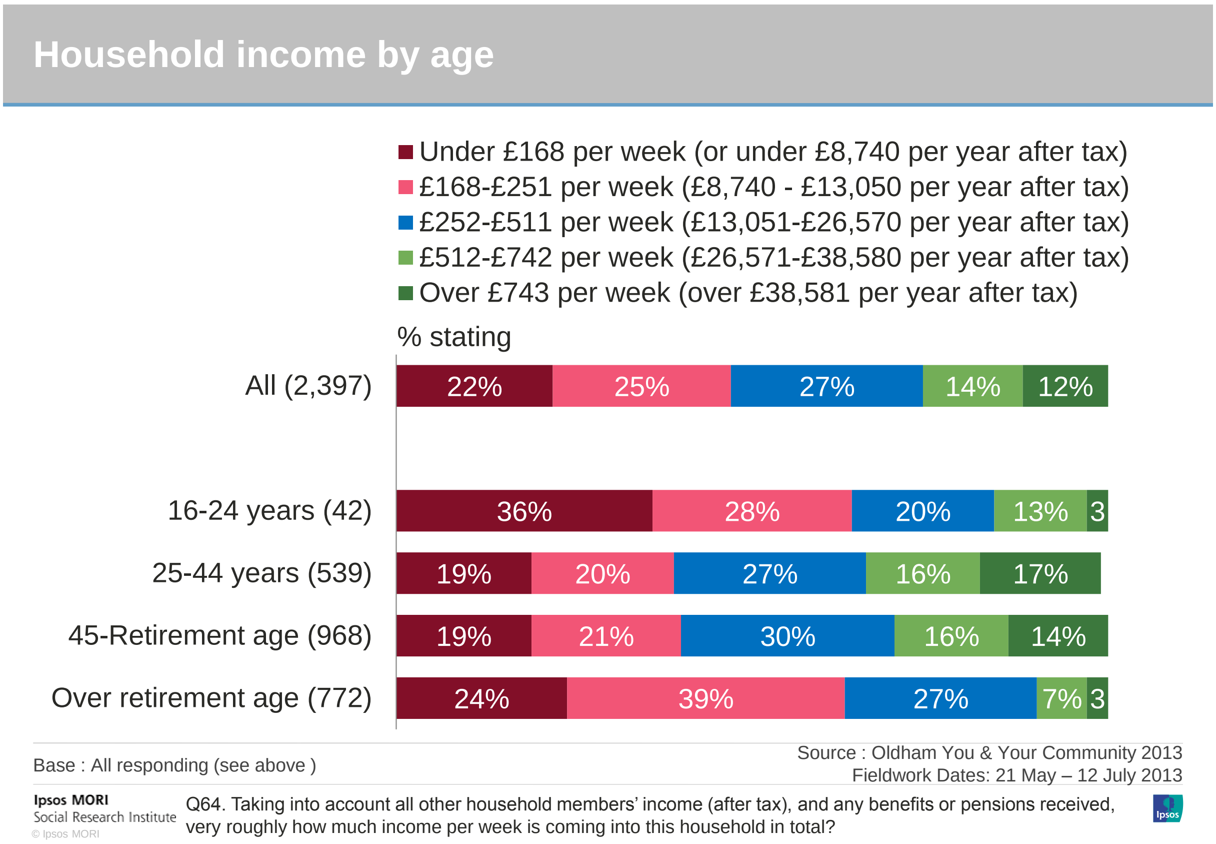
Household income

One in seven respondents (14%) did not answer the question, therefore all results are reported on those who did respond.

Most of those who responded (76%) report a net household income of less than £26,571 a year (that is after tax and deductions), and one in five (22%) say their net income is less than £8,740 a year. Only one in four (27%) say their net annual household income is over £26,571.



The following chart shows that net household income is lower among the youngest (16-24 years olds) and oldest (over retirement age) respondents.

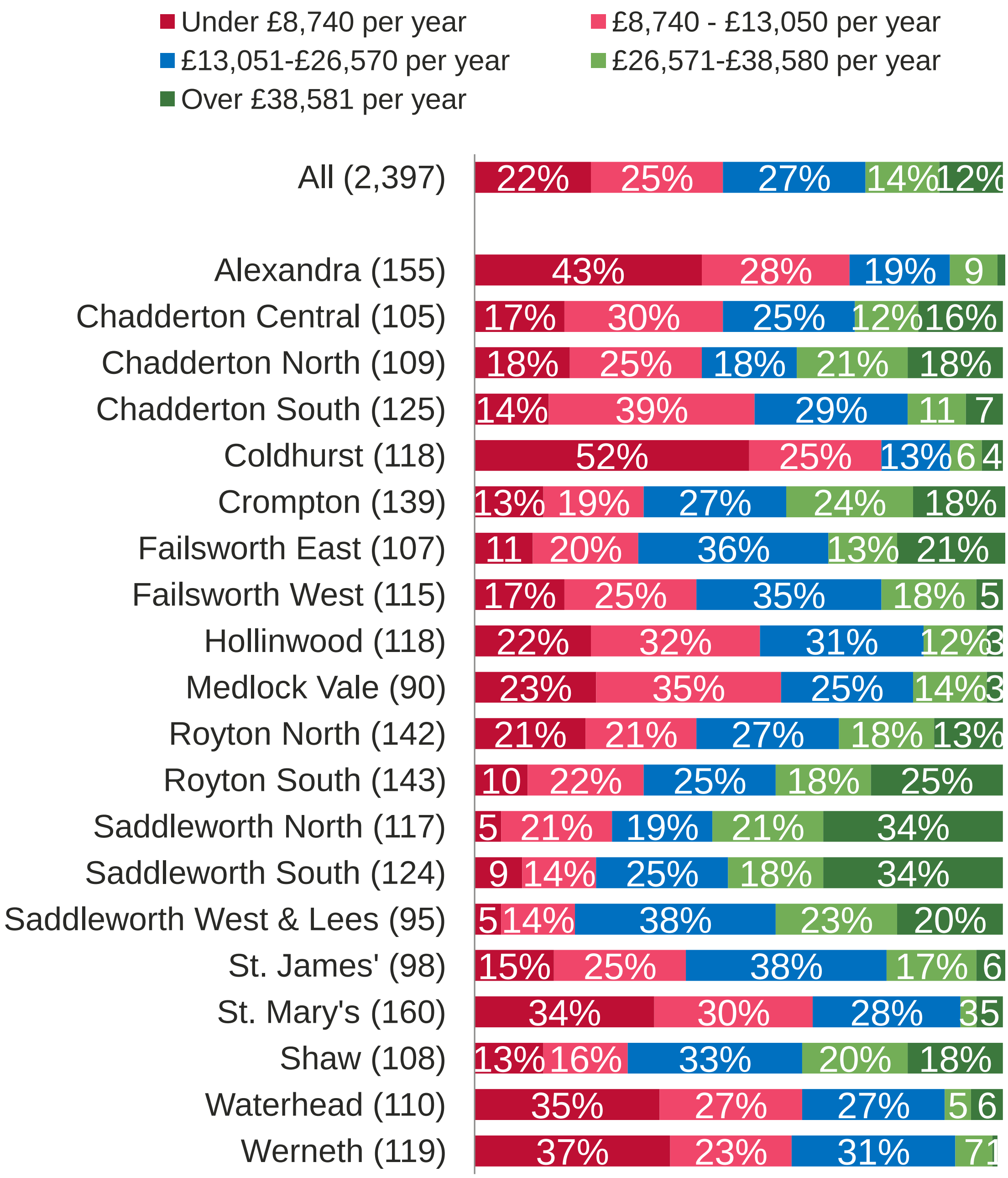


Household income is generally higher among White respondents. For example, they are more likely to have a net household income of at least £38,581 a year (15% compared with three per cent of BME respondents). Those of a BME background have generally lower net incomes; one in three belong to a household that has less than £8,740 a year (35% compared with 18% of White respondents), and this figure is highest of all among Bangladeshi respondents (41%).

The wealthiest households tend to be two-parent families and those with an adult child resident (22% and 20% respectively have a net household income of at least £38,581 year compared with only three per cent of sole-occupiers and one per cent of lone parents).

Household income varies by ward, being lowest in Alexandra, Coldhurst, Waterhead, St. Mary's and Werneth and highest in Saddleworth North and Saddleworth South.

Household income per year after tax by ward



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q64. Taking into account all other household members' income (after tax), and any benefits or pensions received, very roughly how much income per week is coming into this household in total?

A brief examination of the net household income bands provided by respondents and "Median Paycheck"[12] data supplied for the purposes of this research on a postcode basis by Oldham Council shows there is a reasonable correlation between the two. The calculations used for translating the income bands on the questionnaire to gross household income are shown in the appendices.

For around half of respondents, their stated household income – after tax but including any benefits or pensions received – is within the same broad Paycheck bandings. It should be noted that this is a very crude examination and is based on self-reported household income (after tax) which is a notoriously less than accurate measure of true income.

Access to finance

When respondents are asked which financial products they currently use, the most frequently mentioned are a current account (88% up from 74% in 2010) and a savings account (57%).

Other financial products held by at least one in three respondents are:

- Credit cards loan/loans (40%);
- Pension funds (43%);
- A bank overdraft facility (34%); and
- ISAs (36%).

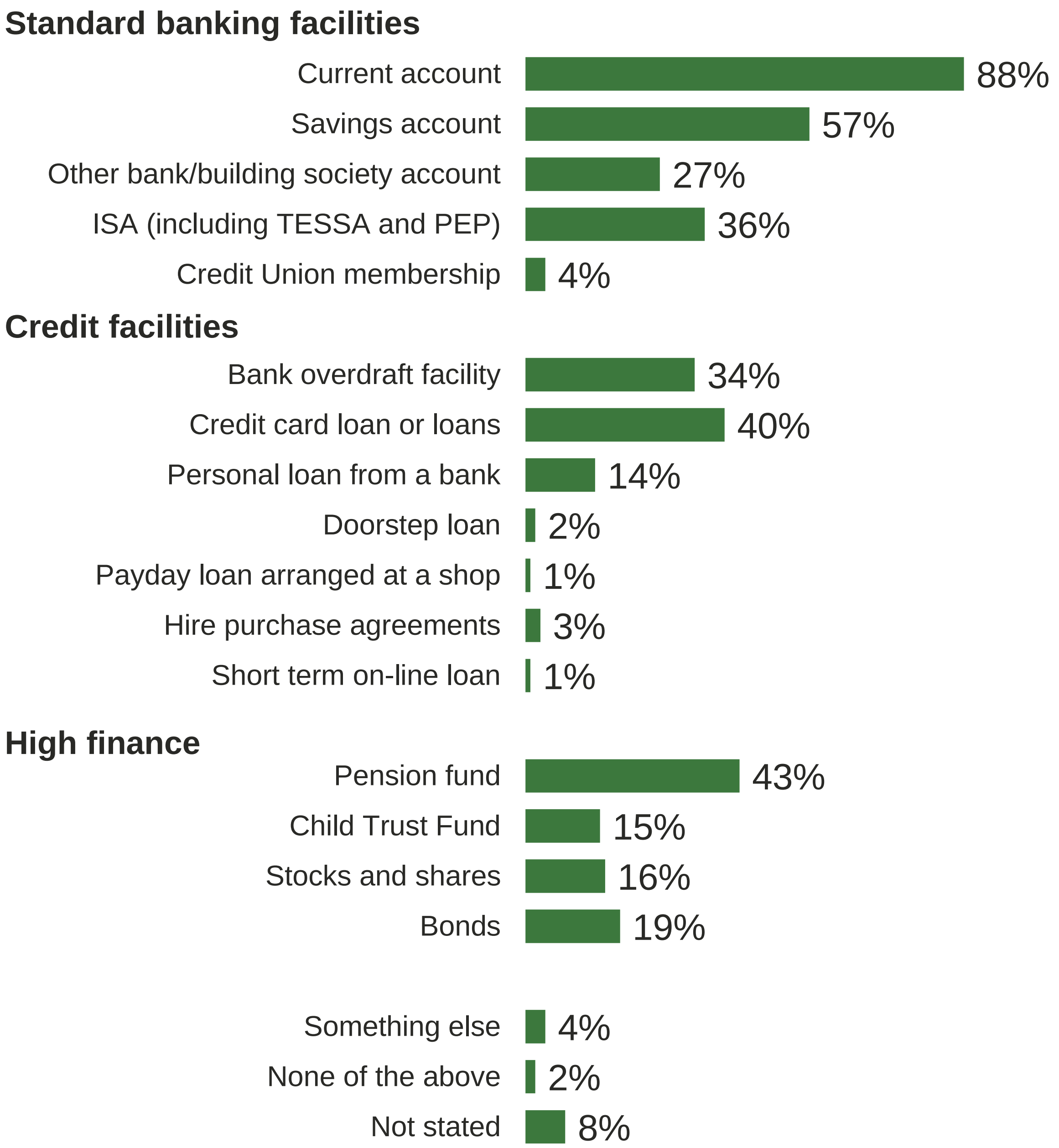
The least frequently cited are:

- A personal loan from a bank (14%);
- Credit Union membership (four per cent);
- A hire purchase agreement from rent-to-buy stores (e.g. BrightHouse) (three per cent);
- A doorstep loan (two per cent);
- Short-term online loans (one per cent); and
- Payday loans, arranged at a shop (one per cent).

A similar question was asked in 2010 but changes in both the question and answer option wording means only the broadest comparisons are possible.

[12] Paycheck data is calculated by CACI on a postcode level basis. Paycheck copyright belongs to CACI Limited.

Financial services used



Base : All respondents (2,862)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q60. which, if any, of the following services do you currently use?

Compared with 2010, fewer respondents say they use none of the financial products or instruments listed (down from four per cent to two per cent). Those most likely to use **none of them** are:

- Respondents in Hollinwood (eight per cent);
- The unemployed (six per cent);
- Social tenants (six per cent);
- Those in households with an income of less than £8,740 per annum (four per cent); and
- Respondents aged 45+ (three per cent).

The incidence of doorstep loans has fallen to two per cent from three per cent in 2010. However, six per cent of respondents use some form of unregulated finance[13]. The most frequently mentioned forms are:

- Hire purchase from rent-to-buy stores (e.g. BrightHouse) (used by 58% of those who use unregulated finance);
- Doorstep loans (29%);
- Short-term online loans (21%); and
- Payday loans arranged at a shop (19%).

There are no areas where respondents are more or less likely to use hire purchase from rent-to-buy stores (e.g. BrightHouse). The use of other forms of unregulated finance is concentrated as follows:

- Short-term online loans – Hollinwood (five per cent compared with one per cent overall) and St. Mary's (four per cent);
- Payday loans – Alexandra (five per cent compared with one per cent overall) and Hollinwood (six per cent); and
- Doorstep loans – St. James' (10% compared with two per cent overall) and Waterhead (five per cent).

[13] From 1 April 2014, payday and short-term online loans will be regulated by the Financial Conduct Authority.

Financial stress factors

As in 2010, the questionnaire included questions about levels of financial stress, both current financial stress caused by lack of money and concerns about future financial security.

Current financial stress

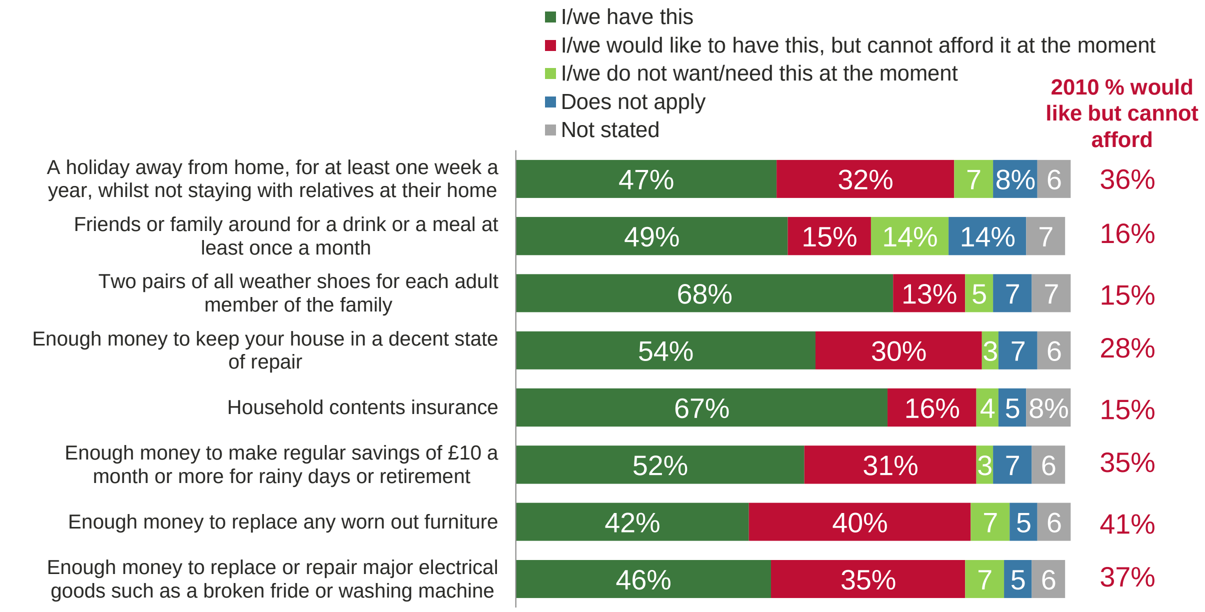
This question asked which problems respondents face because of a lack of finance – that is it shows the prevalence of current financial stress.

The factors causing the most financial stress are being unable to replace worn out furniture (40% say they would like to do this but cannot afford it at the moment), replacing or repairing major electrical goods (35%), having a holiday away from home (32%), being able to make regular savings (31%) and keeping their home in a decent state of repair (30%).

There have been few significant changes since 2010:

- Having enough money to make regular savings has seen an increase in the proportion saying they have this (52% from 49% in 2010) – this factor has also seen a decline in the proportion saying they would like this but cannot afford it (31% from 35% in 2010);
- Having a holiday away from home has seen a decline in the proportion saying they would like this but cannot afford it (32% from 36% in 2010); and
- Having 2 pairs of shoes for each adult has seen a decline in the proportion saying they would like this but cannot afford it (13% from 15% in 2010).

Current financial issues



Base : All respondents (2,862)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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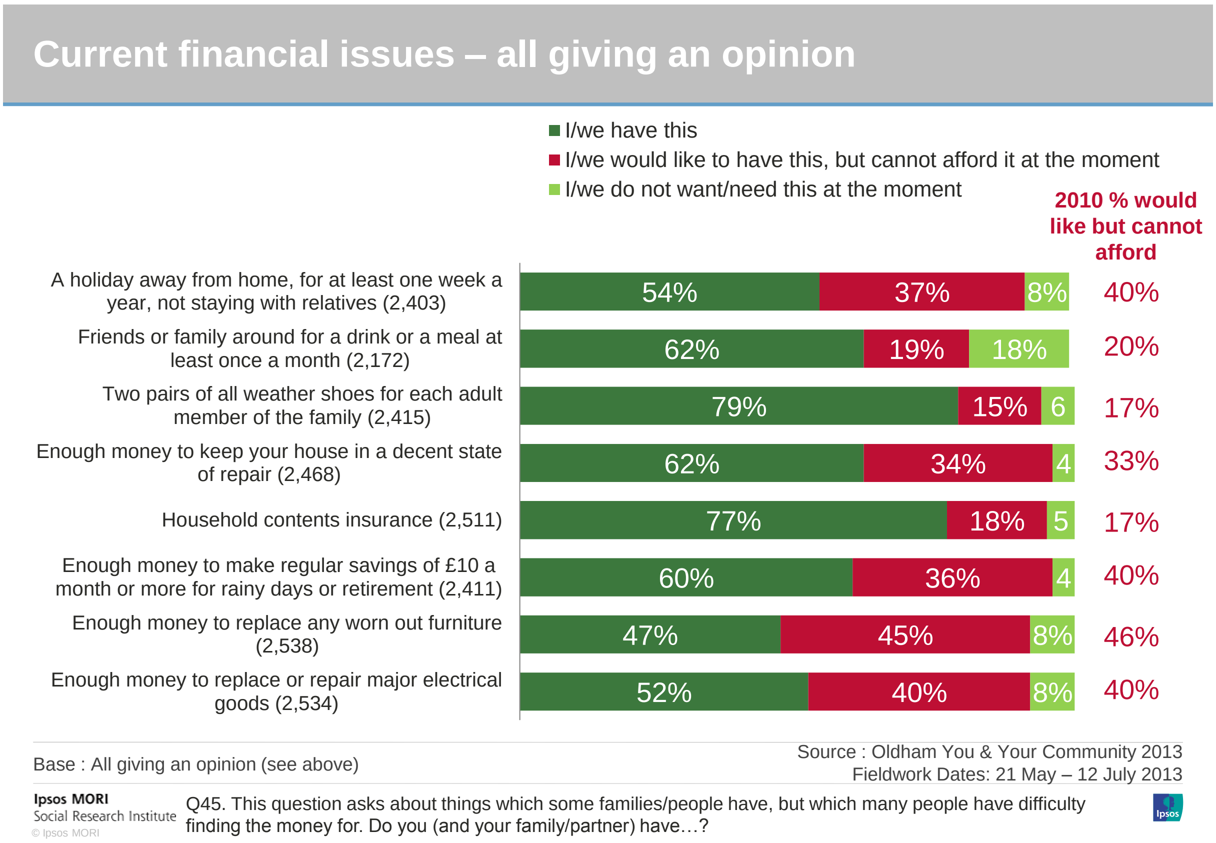
Q45. This question asks about things which some families/people have, but which many people have difficulty finding the money for. Do you (and your family/partner) have…?

Looking just at those respondents giving an opinion shows reductions, compared to 2010, in the proportions saying they would like but cannot:

- afford a holiday away from home, to 37% from 40% in 2010; and
- enough money to make regular savings, to 36% from 40% in 2010.



The table below shows those groups who are more and less likely to suffer current financial stress. The patterns which appear in this table suggest that current financial stress is related to income levels – put simply those with an income below £13,050 consistently say they would like to have each factor but cannot afford it at the moment. The groups most likely to have the lowest income – those who are unemployed or lone parent families are also the most likely to say they cannot afford these factors at the moment. Conversely, those with an income above £13,050 – those who are working full-time or retired and couples without children – are more likely to say they have each factor.

Table 1 : Current financial stress

Base: All respondents	**Compared to Oldham overall, significantly more likely to say …**	
	I/we have this	I/we would like to have this, but cannot afford it at the moment
A holiday away from home, for at least one week a year, whilst not staying with relatives at their home	Aged 45-65+ (56%) Working full-time (59%) Retired (55%) £13,051+ (66%) Couple (69%) Adult children at home (62%) Crompton (65%) Royton South (65%) Saddleworth North (64%) Saddleworth South (76%) Saddleworth West & Lees (68%) Shaw (58%)	Aged 16-44 (47%) Unemployed (66%) Looking after home/family (65%) < £13,051 (47%) Lone parent family (70%) Two parent family (41%) Alexandra (52%) Coldhurst (50%) Medlock Vale (47%) St. Mary's (45%) Werneth (45%)
Friends or family around for a drink or a meal at least once a month	Aged 25-44 (55%) Working full-time (61%) £13,051+ (65%) Couple (62%) Two parent family (55%) Chadderton Central (63%) Crompton (60%) Royton South (59%) Saddleworth North (63%) Saddleworth South (65%) Saddleworth West & Lees (59%)	Aged 25-44 (20%) < £13,051 (25%) Unemployed (37%) Looking after the home/family (33%) Lone parent family (28%) Alexandra (24%) Coldhurst (26%) Medlock Vale (30%)
Two pairs of all weather shoes for each adult member of the family	Aged 45-64 (74%) Working full-time (81%) Retired (70%) £13,051+ (84%) Couple (81%) Two parent family (75%) Adult children at home (77%) Crompton (78%) Saddleworth North (86%) Saddleworth South (88%) Saddleworth West & Lees (85%) Shaw (79%)	Aged 25-44 (19%) Working part-time (18%) Unemployed (31%) Looking after the home/family (33%) < £13,051 (22%) Lone parent family (38%) Alexandra (38%) Coldhurst (21%)

Table 1 : Current financial stress

Base: All respondents	**Compared to Oldham overall, significantly more likely to say …**	
	I/we have this	I/we would like to have this, but cannot afford it at the moment
Enough money to keep your house in a decent state of repair	Aged 45-65+ (61%) Working full-time (64%) Retired (66%) Couple (73%) Adult children at home (61%) £13,051+ (73%) Chadderton Central (66%) Crompton (68%) Royton South (65%) Saddleworth North (77%) Saddleworth South (82%) Saddleworth West & Lees (75%)	Aged 25-44 (39%) < £13,051 (44%) Unemployed (55%) Looking after the home/family (52%) Lone parent family (57%) Alexandra (45%) Medlock Vale (48%) St. Mary's (48%) Waterhead (43%)
Household contents insurance	Aged45-65+ (77%) Working full-time (79%) Retired (79%) Couple (84%) Adult children at home (81%) £13,051+ (85%) Crompton (78%) Failsworth East (80%) Royton North (86%) Royton South (81%) Saddleworth North (85%) Saddleworth South (90%) Saddleworth West & Lees (84%) St. James' (78%)	Aged 25-44 (25%) Working part-time (21%) Unemployed (50%) Looking after the home/family (30%) Lone parent family (40%) < £13,051 (27%) Alexandra (35%) Coldhurst (25%) Medlock Vale (26%) Werneth (32%)
Enough money to make regular savings of £10 a month or more for rainy days or retirement	Aged 45-65+ (56%) Working full-time (68%) Retired (55%) Couple (67%) £13,051+ (73%) Saddleworth North (68%) Saddleworth South (76%) Saddleworth West & Lees (70%) Shaw (67%)	Aged 25-64 (37%) Working part-time (38%) Unemployed (63%) Looking after the home/family (59%) Lone parent family (70%) < £13,051 (50%) Alexandra (47%) Coldhurst (47%) St. Mary's (41%)

Table 1 : Current financial stress		
Base: All respondents	**Compared to Oldham overall, significantly more likely to say …**	
	I/we have this	I/we would like to have this, but cannot afford it at the moment
Enough money to replace any worn out furniture	Aged 45-65+ (52%) Working full-time (50%) Retired (55%) Couple (62%) Adult children at home (50%) £13,051+ (60%) Chadderton North (55%) Crompton (56%) Royton North (51%) Royton South (52%) Saddleworth North (69%) Saddleworth South (71%) Saddleworth West & Lees (61%)	Aged 25-44 (55%) Unemployed (73%) Looking after the home/family (68%) Lone parent family (79%) Two parent family (52%) < £13,051 (57%) Alexandra (62%) Coldhurst (52%) Medlock Vale (55%) St. Mary's (49%)
Enough money to replace or repair major electrical goods such as a broken fridge or washing machine	Aged 45-65+ (56%) Working full-time (54%) Retired (59%) Couple (66%) Adult children at home (57%) £13,051+ (64%) Chadderton Central (59%) Chadderton North (58%) Crompton (59%) Royton South (59%) Saddleworth North (72%) Saddleworth South (75%) Saddleworth West & Lees (67%)	Aged 25-44 (47%) Unemployed (65%) Looking after the home/family (65%) Lone parent family (66%) Two parent family (46%) < £13,051 (50%) Alexandra (58%) Medlock Vale (52%) St. Mary's (49%) Waterhead (48%)

Source: Ipsos MORI

To provide a single measure of the overall levels of current financial stress experienced by respondents, simple analysis was conducted among those who answered at least half of the statements (i.e. 5 of the 9 statements). The analysis counted the number of statements for which respondents said they "would like to have this but cannot afford it at the moment".

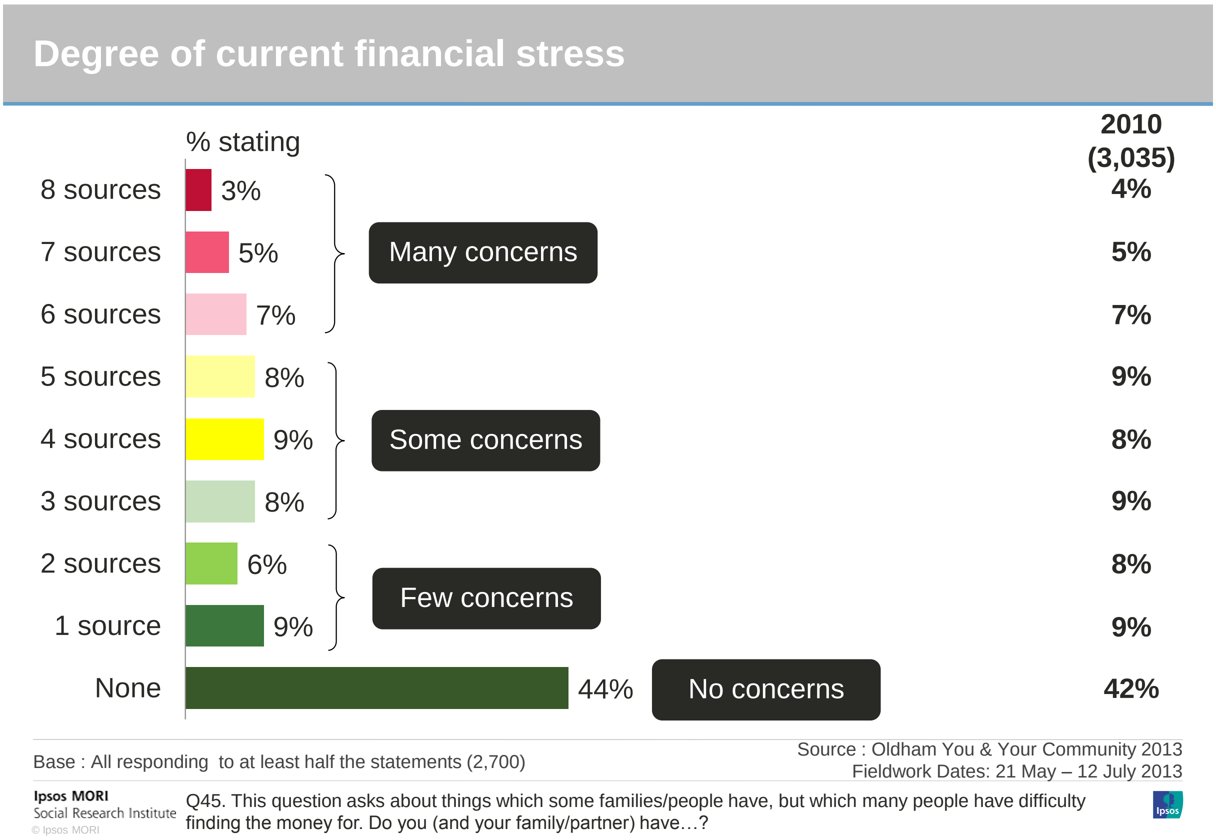
This analysis shows that under half of respondents feel no financial stress (44%). This means they either have all of the things mentioned in the question or they do not need or want them. This is in line with the proportion in 2010 (42%).

Two in five respondents (40%) have **some or many** sources of current financial stress (i.e. they would like to have or do at least three of the eight things mentioned, but are not able to afford it). One in seven respondents (15%) has **many** sources of current financial stress (i.e. they would like to have or do at least six of the eight things but cannot afford it). These proportions have not changed significantly since 2010.

The demographic groups most likely to have **some or many** sources of current stress are:

- Those aged 25-44 (52% compared with 31% of those aged 45+);

- Of a Pakistani (64%) or Bangladeshi (70%) background rather than White (34%);
- Lone parents (80%) and two-parent families (48%);
- Tenants in private housing (69%) or social housing (61%) rather than owner-occupiers (31%); and
- Respondents in Alexandra (64%), Coldhurst (59%), Medlock Vale (58%) and St. Mary's (54%), especially compared with people in Saddleworth South (14%) and Saddleworth North (20%).



Groups with greater economic disadvantages can also afford fewer things which they would like. The proportion with **many** sources of current stress is particularly high among the unemployed (43% compared with nine per cent of full-time workers), those with net household incomes below £8,740 a year (35% compared with only one per cent if household income is at least £38,581 a year) and recipients of benefits[14] (31% compared with nine per cent of non-recipients). The proportion is particularly high for respondents classified by ACORN as 'Families with Difficult Finances' (49%) and 'Poorer Asian Families' (27%) rather than 'Stable Suburbia' (eight per cent).

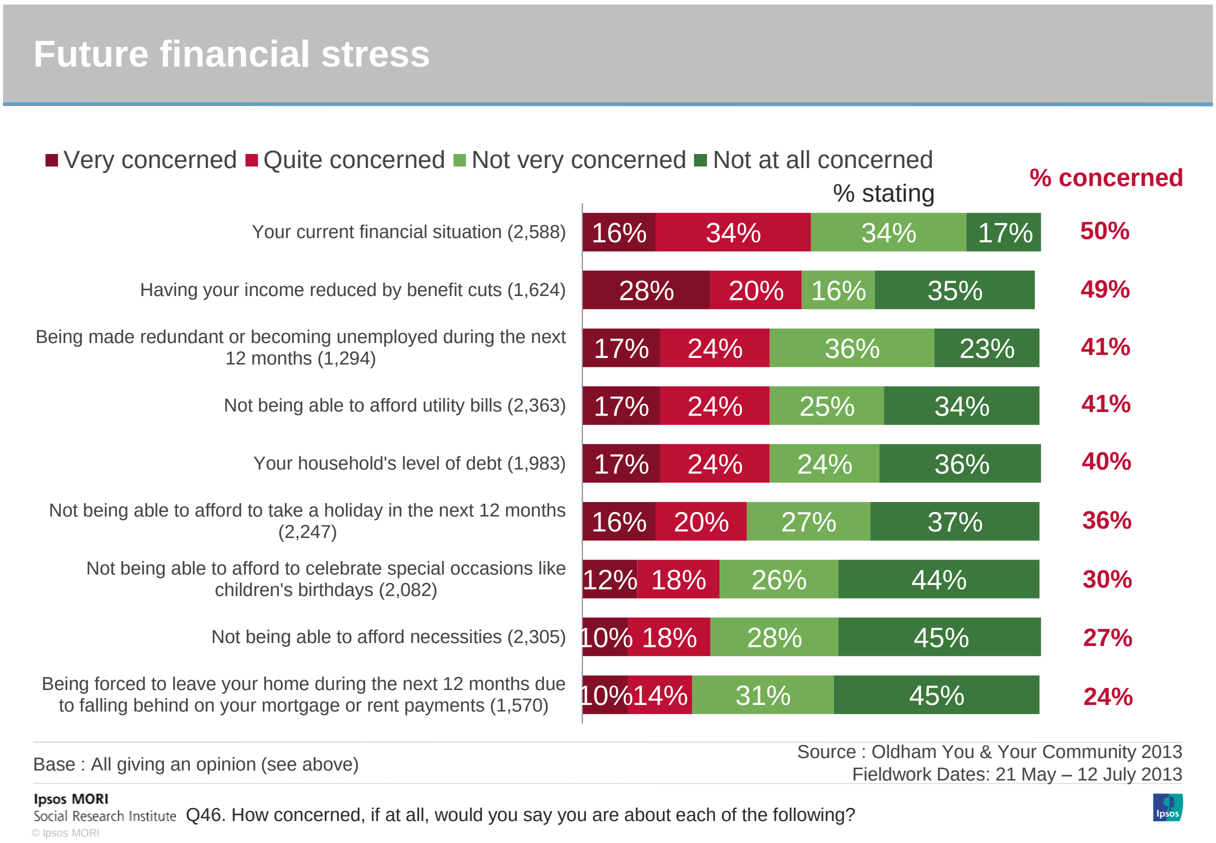
[14] "In receipt of benefits" is defined as receiving Housing Benefit and/or Council Tax Benefit, that is income related benefits administered by the council.

Future financial stress factors

This question asks about concerns about future financial security. Several new statements were added in 2013, to reflect changes in the economy and benefits policy, comparisons are shown to 2010 results where appropriate.

The factors which respondents are most concerned about are: their current financial situation (50% of those giving an opinion are concerned), having their income reduced by benefit cuts (49%), being made redundant (41%) and not being able to afford utility bills (41% are concerned). Although the proportions concerned about not being able to afford necessities (27%) or being forced to leave their home (24%) are the lowest, these are still significant proportions of Oldham residents.

Looking at changes since the 2010 survey show that levels of concern about their current financial situation and being made redundant have fallen (from 54% to 50% and from 47% to 41% respectively). The proportions for the other factors which appear on both questionnaires (being forced to leave your home, not being able to celebrate special occasions, not being able to afford necessities, not being able to take a holiday) remain unchanged from 2010.



The table below shows those sub-groups which are more and less likely to be concerned about each factor. While income is a factor in future financial concern, as it is for current financial stress, lifestage and specifically providing for the family appears to be a trigger – for all factors those with dependent children are more likely to say they are concerned and those without dependent children are less likely to say they are concerned.

Table 2 : Future financial stress

Base: All giving an opinion	**Compared to respondents overall …**	
	More likely to be concerned	**Less likely to be concerned**
Your current financial situation (50%, 2588)	Women (53%) Aged 25-44 (60%) Lone parent family (78%) Two parent family (59%) Unemployed (84%) < £13,051 (67%) Looking after home/family (79%) Alexandra (63%) Crompton (67%) Hollinwood (66%) St. Mary's (62%) Werneth (62%)	Men (46%) Aged 65+ (27%) Couple (30%) Retired (27%) £26,571+ (30%) Crompton (38%) Saddleworth North (29%) Saddleworth South (34%)
Being made redundant or becoming unemployed during the next 12 months (41%, 1294)	<£8,740 (65%) Unemployed (63%) Coldhurst (59%) St. Mary's (56%) Werneth (52%)	Aged 65+ (12%) Couple (29%) £38,581+ (23%) Retired (12%) Saddleworth North (22%) St. James' (25%)
Being forced to leave your home during the next 12 months due to falling behind on your mortgage or rent payments (24%, 1570)	Working age (25%) Sole occupier (31%) Lone parent family (39%) < £13,050 (43%) Unemployed (60%) Alexandra (48%) Coldhurst (43%) Medlock Vale (42%) St. Mary's (40%) Waterhead (41%)	Aged 65+ (9%) Couple (15%) Two-parent family (19%) Adult children at home (17%) £26,571+ (5%) Working (19%) Retired (10%) Saddleworth North (6%) Saddleworth South (6%) Saddleworth West & Lees (8%) Shaw (12%)

Table 2 : Future financial stress

Base: All giving an opinion	**Compared to respondents overall …** More likely to be concerned	Less likely to be concerned
Not being able to afford to celebrate special occasions like children's birthdays (30%,2082)	Working age (33%) Sole occupier (35%) Lone parent family (65%) < £13,051 (52%) Unemployed (67%) Looking after the home/family (61%) Alexandra (49%) Coldhurst (52%) Medlock Vale (55%) St. Mary's (45%)	Aged 65+ (13%) Couple (13%) Adult children at home (22%) £13,051+ (16%) Working (24%) Retired (12%) Chadderton Central (16%) Crompton (20%) Saddleworth North (10%) Saddleworth South (13%) Saddleworth West & Lees (19%)
Not being able to afford necessities (such as food and clothing) (27%, 2305)	Aged 25-44 (33%) Lone parent family (50%) < £13,051 (48%) Unemployed (62%) Looking after the home/family (44%) Alexandra (48%) Coldhurst (45%) Hollinwood (41%) Medlock Vale (45%) St. Mary's (47%) Waterhead (40%)	Aged 65+ (12%) Couple (14%) £13,051+ (12%) Working full-time (20%) Retired (12%) Chadderton Central (14%) Crompton (18%) Royton North (15%) Royton South (15%) Saddleworth North (10%) Saddleworth South (10%) Saddleworth West & Lees (15%) Shaw (15%)
Not being able to afford to take a holiday in the next 12 months (36%, 2247)	Women (29%) Aged 25-44 (47%) Lone parent family (66%) Two parent family (42%) < £13,051 (54%) Working part-time (44%) Unemployed (70%) Looking after home/family (60%) Alexandra (54%) Coldhurst (61%) Hollinwood (58%) St. Mary's (55%)	Men (33%) Aged 65+ (18%) Couple (21%) £26,571+ (17%) Working full time (31%) Retired (16%) Chadderton Central (19%) Saddleworth North (15%) Saddleworth South (17%) Saddleworth West & Lees (21%)

Table 2 : Future financial stress

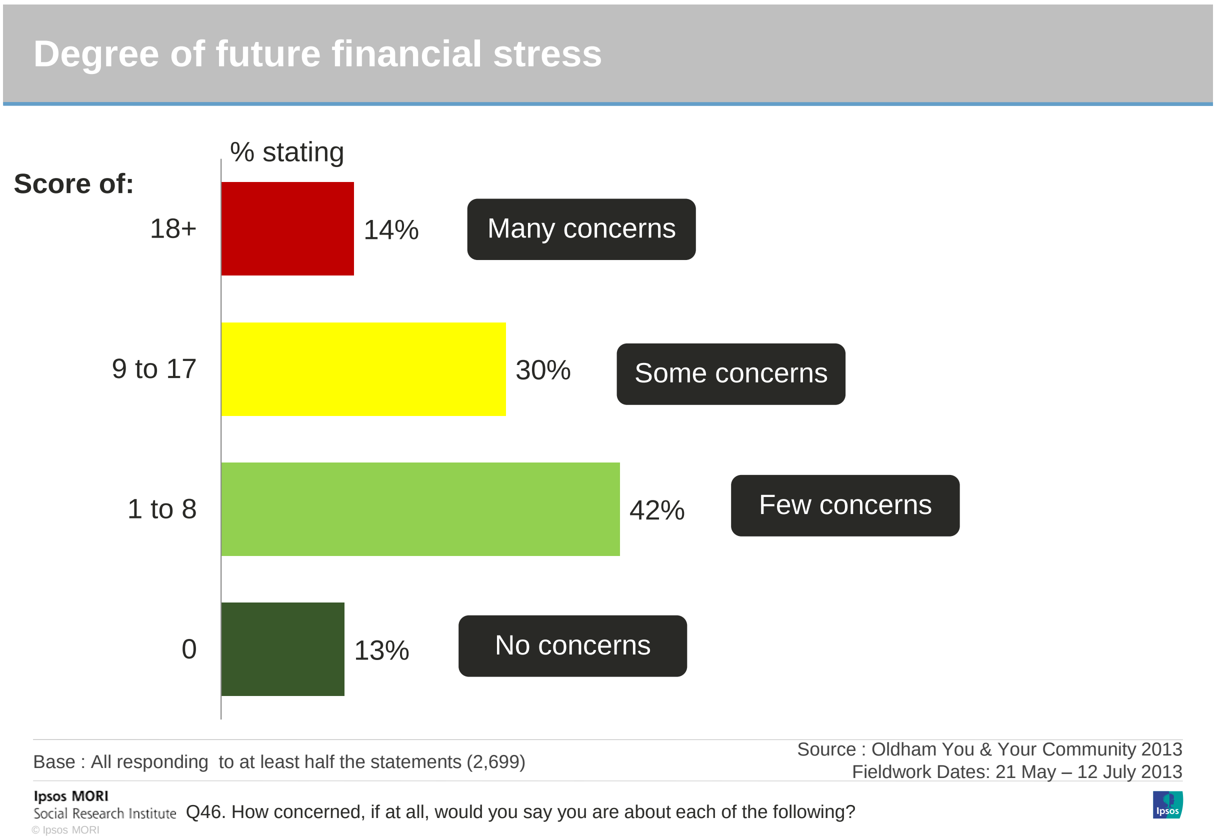
Base: All giving an opinion	Compared to respondents overall … More likely to be concerned	Less likely to be concerned
Having your income reduced by benefit cuts (e.g. 'bedroom' tax, council tax support changes) (49%, 1624)	Women (54%) Aged 25-44 (54%) Lone parent family (86%) < £13,051 (73%) Unemployed (81%) Looking after home/family (83%) Alexandra (75%) Coldhurst (78%) St. Mary's (76%) Werneth (66%)	Men (44%) Aged 65+ (41%) Couple (23%) Adult children at home (39%) £13,051+ (24%) Working full-time (29%) Retired (36%) Crompton (29%) Failsworth East (32%) Royton North (28%) Royton South (27%) Saddleworth North (19%) Saddleworth South (20%) Saddleworth West & Lees (29%) Shaw (35%)
Your household's level of debt (40%,1983)	Aged 25-44 (47%) Lone parent family (70% <£13,050 (57%) Unemployed (73%) Looking after home/family (57%) Alexandra (63%) Coldhurst (61%) Hollinwood (60%) St. Mary's (58%)	Aged 65+ (18%) Couple (22%) £26,571+ (21%) Working full time (35%) Retired (17%) Chadderton Central (23%) Crompton (28%) Royton North (22%) Saddleworth North (15%) Saddleworth South (16%) Saddleworth West & Lees (26%)
Not being able to afford utility bills (e.g. water, gas, electricity) (41%, 2363)	Aged 25-44 (47%) Lone parent family (70%) <£13,050 (65%) Unemployed (73%) Looking after home/family (66%) Alexandra (61%) Coldhurst (63%) Hollinwood (57%) Medlock Vale (61%) St. Mary's (63%)	Aged 45+ (36%) Couple (27%) £13,051+ (23%) Working full-time (32%) Retired (30%) Chadderton Central (23%) Royton North (30%) Saddleworth North (19%) Saddleworth South (13%) Saddleworth West & Lees (30%)

Source: Ipsos MORI

A simple analysis was conducted to establish the degree of future financial stress felt by respondents. Ipsos MORI calculated an overall 'score' that reflected the degree of future financial stress for each respondent, based on responses to each statement. The responses were scored so that 'very concerned' had a score of 3 and 'Not at all concerned' a score of 0; statements which were not answered also scored 0. The possible answers ranged from 0 to

27 (3 x 9 statements). Respondents were considered to have 'some' future sources of stress if they scored from 9 to 17 (out of 27) and to have 'many' sources of future stress if their score was 18 or over.

The following chart shows that, on this scale, more than four in ten (44%) have some or many causes of future stress and one in seven (14%) has many such causes.



There is much similarity between the groups with some or many causes of **future stress** and those with some or many causes of **current stress**. Respondents are more likely to have some or many sources of future stress if they are:

- Women (48% compared with 42% of men);
- Aged 16-44 (58% compared with 15% of those aged 65+);
- Of Pakistani (74%) or Bangladeshi (74%) rather than White (38%) background;
- Lone parents (80%), extended families (69%) and, to a lesser extent, two-parent families (58%);
- Private tenants (72%) or social tenants (63%) rather than owner-occupiers (36%); and
- Respondents in Alexandra (65%), Coldhurst (64%), St. Mary's (64%), Werneth (63%), Medlock Vale (57%) or Waterhead (53%), compared with Saddleworth North (23%), Saddleworth South (23%) and Royton South (28%).

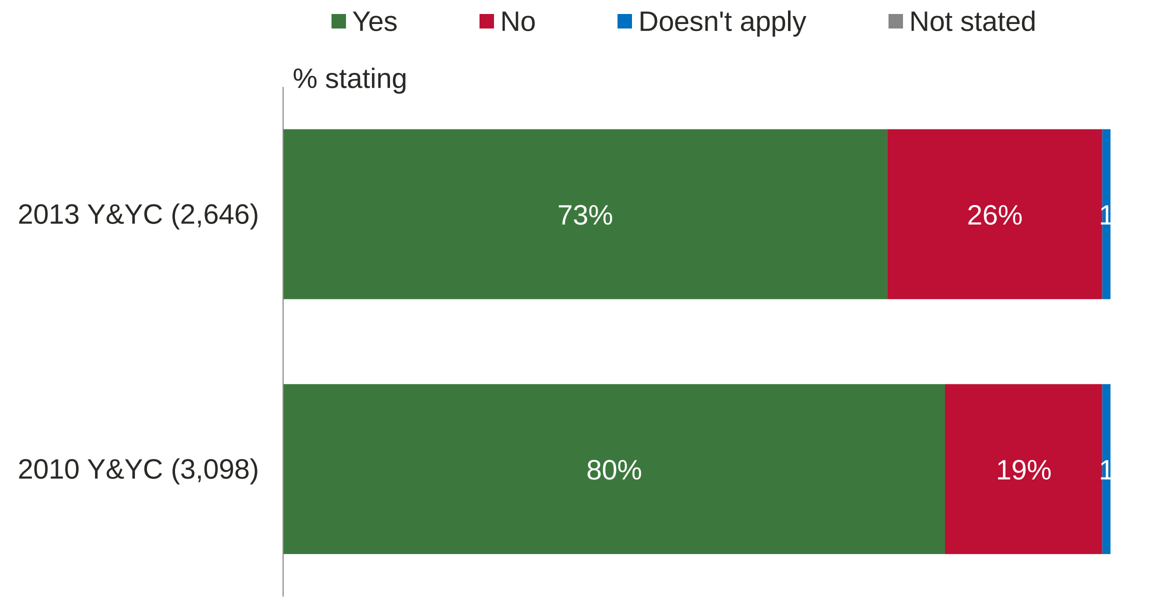
There is again a marked variance by socio-economic factors. Respondents more often have **many** sources of future stress if they are unemployed (43% compared with 11% of full-time workers), have a net annual household income below £13,051 (26% compared with two per cent if it is at least £26,571 a year) or receive benefits (28% compared with nine per cent of non-recipients).

Similarly, respondents are most likely to have many sources of future financial stress if their neighbourhood is categorised by ACORN as ‘Families with Difficult Finances’ (38%), ‘Struggling Singles’ (24%) or ‘Poorer Asian Families’ (22%), especially compared with areas identified as ‘Wealthy Achievers’ (three per cent) and ‘Comfortable Older People’ (seven per cent).

Fuel poverty

Most Oldham respondents (73%) say they can keep their home warm enough during the winter, but one in four (26%) say they cannot. The proportion that cannot do so has gone up significantly over the last three years (up seven percentage points from 19% in 2010).

Keeping your accommodation warm in winter



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute Q52. In winter, are you able to keep this accommodation warm enough?

Most often, it is tenants who cannot keep their home warm, be they private tenants (50%) or social tenants (42%). This contrasts with only one in five owner-occupiers (19%). BME respondents are also twice as likely as White respondents to say they are unable to heat their home well enough (44% compared with 21%). Half of lone parents are also unable to do this (49% compared with 26% overall).

The problem is greater among those with wider disadvantages to do with work or money. Over half of unemployed respondents cannot keep their home warm in winter (55% compared with 23% of those in work). Neither can half of those with a net household income below £8,740 a year (50% compared with only seven per cent if net household income is at least £26,571 a year). Nor can almost half of respondents in receipt of benefits (45% compared with 20% of non-recipients).

People with health problems are also more likely to say they cannot keep their home warm enough: 53% of those in poor health and 35% of those with a limiting long-term health condition or disability, compared with 26% overall.

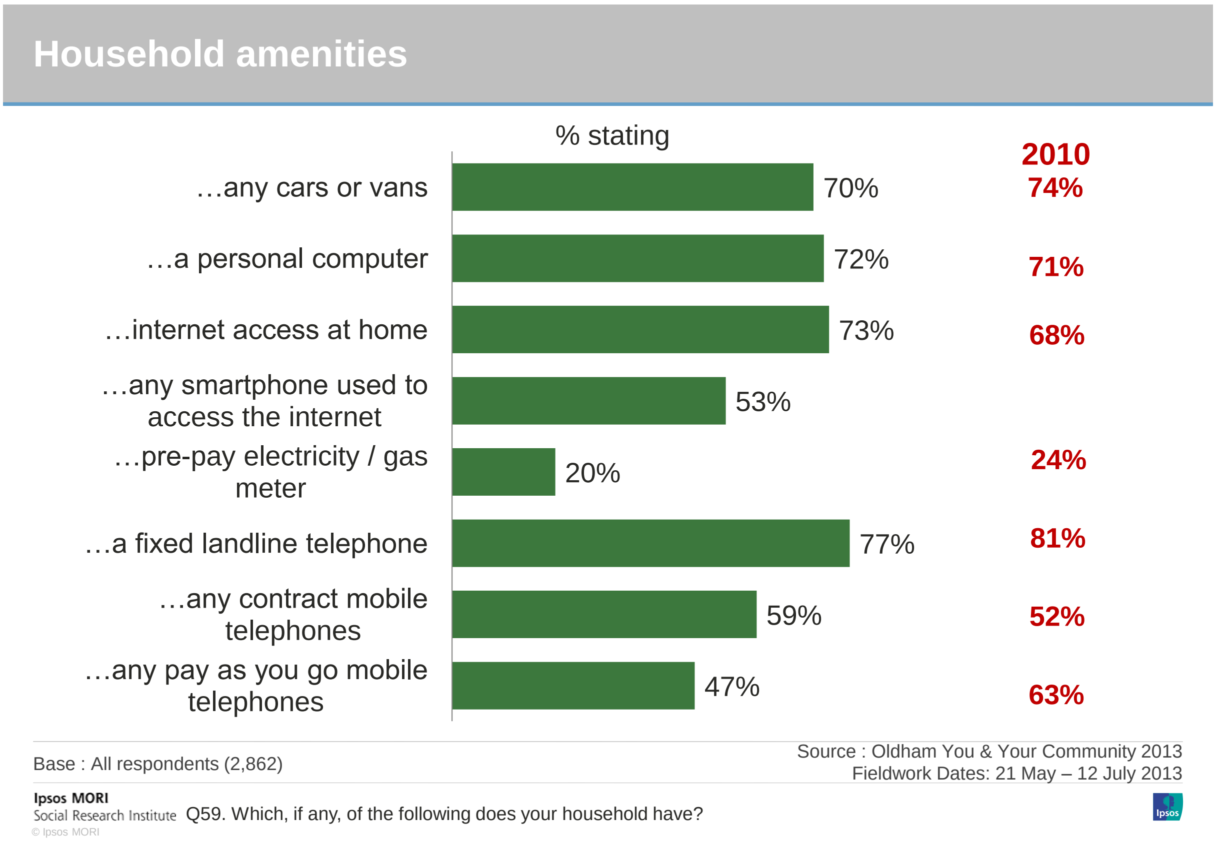
Across the wards of Oldham, respondents' inability to keep their home warm enough in winter is greatest in Alexandra (42%), Medlock Vale (38%), Waterhead (38%), Werneth (38%) and St. Mary's (37%).

Household amenities

The questionnaire asked about whether respondents had access to specific household amenities. Several of the amenities included on the questionnaire can be used as proxies for households in poverty. For example, pre-pay energy meters are only offered to those most likely to default on payment of standard bills, further because the tariff is so high no household would willingly use this method of paying for energy if alternatives (such as monthly direct debit or quarterly billing) were available. Equally, many households and individuals experiencing poverty use pay as you go mobile phones to enable others to keep in touch with them as this allows incoming calls and gives them the freedom to put credit on their phones when they have spare cash. While not everybody who has a pay as you go mobile phone is in poverty, those who only have pay as you go mobile phones (i.e. they do not have a mobile phone contract or a landline) are more likely to be facing financial hardship.

Since 2010, there has been a significant drop in the numbers of respondents who have a pre-pay electricity or gas meter (down four percentage points to 20%) or a fixed landline telephone (down four percentage points to 77%)[15]. The former is likely to reflect the Council's campaign to move residents from prepayment meters to direct debit arrangements for energy bills rather than a reduction in households experiencing fuel poverty in the borough. The latter may reflect the changing demographic profile of Oldham borough, younger households are less likely to have fixed landlines and more likely to rely on mobile phones, especially since there is now good internet access through smart phones.

There are no other significant changes since 2010.



[15] Note: the changes in categories around telephone access have changed and therefore it is not possible to make direct comparisons to earlier results

The table below shows the proportions in each ward with access to technology and telecommunications for the 2013 survey. The ↑ symbol indicates a ward more likely to have such access to the amenity compared to Oldham as a whole and the ↓ symbol indicates one less likely to do so.

Table 3 : Household amenities by ward

Base: All respondents (2,862)	**Any cars or vans**	**Any internet access**	**A personal computer**	**Pre-pay electricity/gas meter**	**A fixed landline telephone**
Area					
Overall (2,862)	70%	77%	72%	20%	77%
Alexandra (186)	47%↓	68%↓	59%↓	39%↑	61%↓
Chadderton Central (128)	76%	81%	73%	14%	77%
Chadderton North (129)	67%	76%	71%	13%	76%
Chadderton South (153)	67%	76%	71%	21%	79%
Coldhurst (137)	45%↓	65%↓	56%↓	35%↑	60%↓
Crompton (179)	80%↑	75%	73%	15%	80%
Failsworth East (137)	70%	68%↓	63%	9%↓	76%
Failsworth West (142)	66%	81%	75%	21%	82%
Hollinwood (131)	63%	79%	73%	35%↑	79%
Medlock Vale (111)	73%	76%	64%	21%	75%
Royton North (176)	74%	78%	79%	12%↓	84%
Royton South (164)	77%	80%	77%	18%	87%↑
Saddleworth North (137)	87%↑	88%↑	89%↑	4%↓	90%↑
Saddleworth South (140)	86%↑	82%	84%↑	2%↓	89%↑
Saddleworth West & Lees (114)	86%↑	86%↑	85%↑	5%↓	86%↑
St. James' (110)	77%	83%	82%	32%↑	76%
St. Mary's (186)	61%	74%	61%↓	28%↑	73%
Shaw (126)	73%	83%	76%	12%	78%
Waterhead (134)	55%	72%	70%	32%↑	68%
Werneth (142)	72%	70%	61%↓	20%	70%

Source: Ipsos MORI

The wards most likely to have access to private transport and the internet are Saddleworth North, Saddleworth South and Saddleworth West and Lees. Respondents in these wards are also more likely to have a fixed landline telephone, along with respondents in Royton South. Respondents in Alexandra and Coldhurst – the most deprived parts of the borough – are the least likely to have access to private transport and the internet. These two wards, together with Waterhead, St. Mary's, St. James' and Hollinwood, are the most likely to have pre-payment electricity or gas meters which can be used as a proxy for poverty.

Looking at the demographic groups it is those groups most associated with facing economic disadvantages (social tenants, those who are retired or disabled, the workless, those who live alone and lone parent families) who appear to have less access to standard household amenities. These groups are also the most likely to have pre-payment meters and pay-as-you-go mobile phones. The table below shows the demographic groups more and less likely to have each of the household amenities.

Table 4 : Access to household amenities

	Compared to Oldham overall	
Base: All answering the question	**Significantly more likely to have access**	**Significantly less likely to have access**
Any cars or vans (70%)	Male (74%) Aged 25-64 (75%) White British (71%) Owner occupier (86%) Non-disabled (78%) Working (85%) Extended family (93%) Two-parent family (90%) Couple without children (86%) Adult children at home (85%)	Aged 65+ (59%) Non-British White (56%) Social rented (39%) Private rented (51%) Disabled (58%) Retired (63%) Workless (58%) Lone-parent family (45%) Live alone (45%)
A personal computer (72%)	Male (75%) Aged 25-64 (79%) White (74%) Owner occupier (83%) Non-disabled (81%) Working (87%) Extended family (93%) Two-parent family (89%) Adult children at home (88%) Couple without children (85%)	Aged 65+ (54%) Social rented (54%) Disabled (58%) Retired (61%) Workless (60%) Live alone (52%)
Any internet access (77%)	Female (79%) Aged 25-64 (86%) White (78%) Owner occupier (86%) Non-disabled (86%) Working (91%) Two-parent family (96%) Extended family (95%) Adult children at home (92%) Lone-parent family (88%) Couple without children (86%)	Aged 65+ (53%) Social rented (64%) Disabled (65%) Workless (67%) Retired (59%) Live alone (57%)

Table 4 : Access to household amenities

	Compared to Oldham overall	
Base: All responding	**Significantly more likely to have access**	**Significantly less likely to have access**
Pre-pay electricity/gas meter (20%)	Aged <45 (27%) BME (28%) Social rented (50%) Private rented (43%) Workless (23%) Lone-parent family (39%) Extended family (34%)	Aged 65+ (10%) White (18%) Owner occupier (10%) Couple without children (14%)
Fixed landline telephone (77%)	Female (80%) Aged 45+ (83%) White (81%) Owner occupier (89%) Non-disabled (80%) Working (81%) Retired (87%) Extended family (94%) Couple without children (90%) Adult children at home (90%) Two-parent family (87%)	Aged 25-44 (73%) BME (69%) Social rented (63%) Private rented (59%) Unemployed (54%) Live alone (70%) Lone-parent family (69%)
Contract mobile telephone (59%)	Aged 16-64 (69%) Owner occupier (69%) Non-disabled (70%) Working (80%) Two-parent family (85%) Extended family (76%) Adult children at home (74%)	Aged 65+ (28%) Social rented (42%) Disabled (40%) Retired (33%) Workless (40%) Live alone (40%)
Pay as you go mobile telephones (47%)	Aged 45+ (55%) BME (55%) Social rented (54%) Disabled (57%) Workless (61%) Retired (59%) Extended family (79%) Adult children at home (55%) Couple without children (53%)	Aged 25-44 (36%) White (45%) Non-disabled (42%) Working (37%) Two-parent family (36%)

Source: Ipsos MORI

Ease of access to local services

Seven in ten respondents (70%) live in a household with access to private transport, a lower figure than in 2010 (75%).

The great majority of respondents are easily able to get to a chemist or pharmacist (93%), a supermarket (91%) and a shop that sells fruit and vegetables (88%). Over four in five can also easily reach a post office (87%), a free cashpoint (87%), a GP (85%) and a library (85%).

They are slightly less likely to say they can easily get to a hospital (79%), and least of all to a council or neighbourhood office (61%).

Four in five respondents (80%) say they can easily reach their destination through public transport, but one in five would find this difficult (20%).

While these results are good news, there are still more than one in ten who do not find it easy to get to a shop for fresh food and vegetables, to a post office, a GP, a library or a fee-free cashpoint.

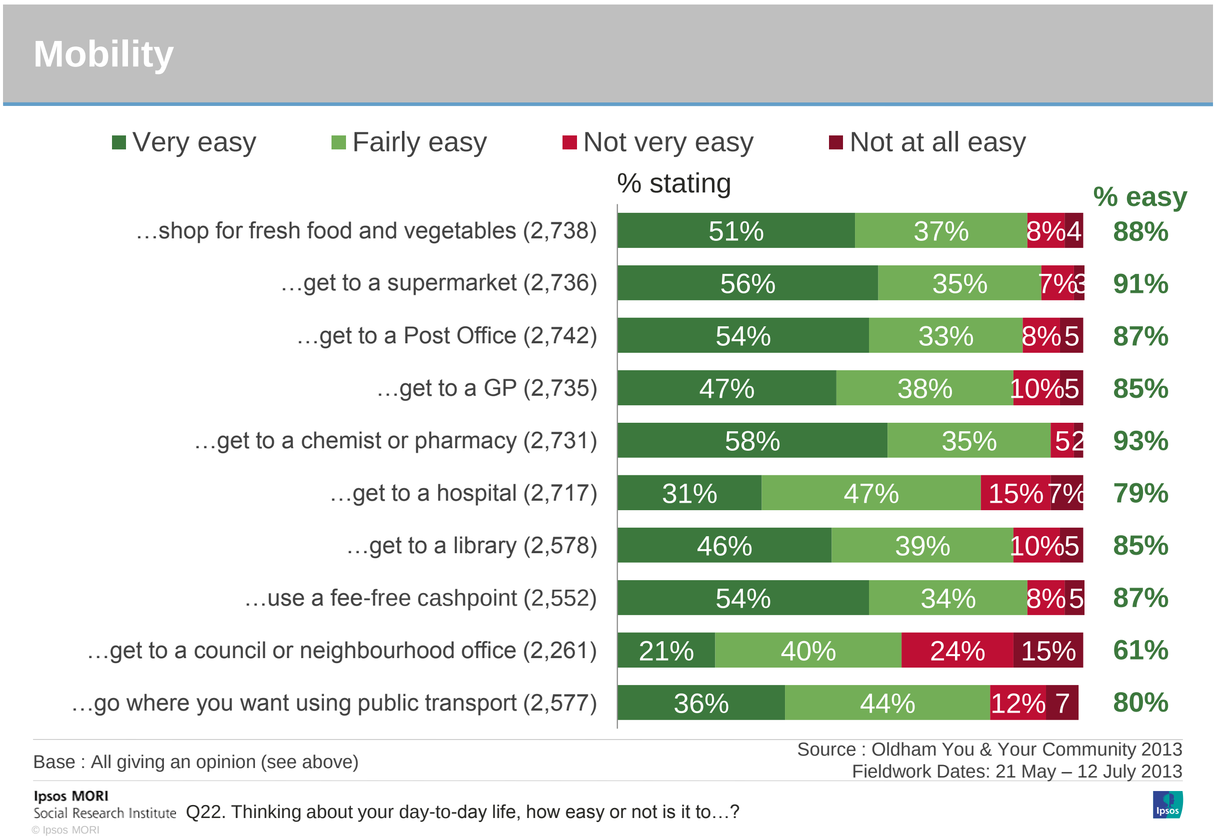


Table 5 : Ease of accessing local facilities by ward

Base: All giving an opinion	**Compared to the borough overall, significantly less easy to access….**
…shop for fresh food and vegetables (88%)	Medlock Vale (73%) Alexandra (76%) Saddleworth North (78%)
…get to a supermarket (91%)	Alexandra (76%) Medlock Vale (77%) Saddleworth North (84%)
…get to a Post Office (87%)	St. James' (59%) Alexandra (76%) Waterhead (77%)
…get to a GP (85%)	Medlock Vale (71%)
…get to a chemist or pharmacy (93%)	Medlock Vale (82%) Alexandra (87%)
…get to a hospital (79%)	Waterhead (68%) Saddleworth North (67%) St. James' (67%) Medlock Vale (68%) Failsworth West (69%) Saddleworth South (71%)
…get to a library (85%)	Chadderton South (59%) St. James' (67%) Werneth (76%)
…use a fee-free cashpoint (87%)	Alexandra (71%) Medlock Vale (73%) Werneth (74%)
…get to a council or neighbourhood office (61%)	Saddleworth North (43%) Saddleworth South (46%)
…go where you want using public transport (80%)	Saddleworth North (50%) Saddleworth South (69%) Chadderton South (70%)

Source: Ipsos MORI

Looking at the patterns of which wards appear most frequently in the table above shows that respondents in Alexandra, Medlock Vale and Saddleworth North generally find it hardest to reach local facilities and services, followed by those in Waterhead, St. James' and Saddleworth South.

Digital access

Seven in ten (72%) have access to the internet at home, in line with 2010 (71%). However more have access to the internet (77%) when access through a smartphone is included. The proportion with access to the internet has grown consistently with each survey since 2006. One in seven respondents (13%) has no access to the internet, a figure which is higher in Coldhurst (24%). The proportion with access to the internet in Oldham (77%) is lower than the GB average of 84%[16].

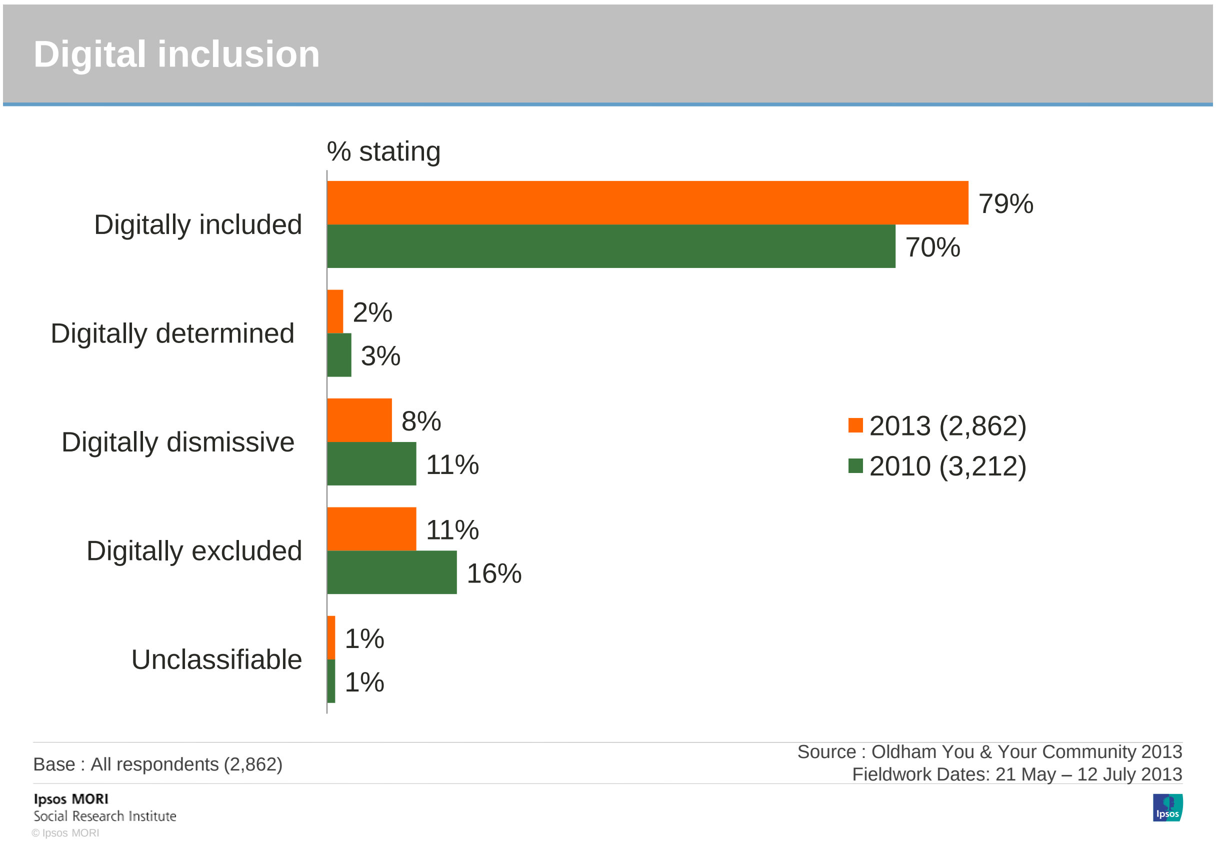
Respondents were asked a series of questions about how they access to the internet. For each means of access, the range of possible answers were ‘yes and I use it’, ‘yes, but I don’t use it’ or ‘No.’ Their combined responses give a picture of overall patterns of internet access and actual use across the borough. The key findings are that:

- Three in four respondents use the internet at home (76%) and most also use it through a mobile phone or smartphone (59%);
- Half access the internet through work (53%);
- Just over a third use the internet at the home of a friend or relative (37%);
- Respondents are least likely to use the internet through a local library or public place (26%) or at an internet cafe (nine per cent).

Through their responses, respondents fall into one of four categories of internet access and use. The first are the ‘*digitally included’* who can and do access the internet through easily available personal means (at home, through a mobile or smartphone or at work). The ‘*digitally determined’* can only use the internet through less direct means, but do still use these (at a library, home of a friend or relative or at an internet cafe[17]). The ‘*digitally dismissive*’ can use the internet through a range of methods but choose not to use any of them. The ‘*digitally excluded’* are not able to use the internet through any means covered in the survey.

The following chart shows that one in nine respondents (11%) are digitally excluded and have no means to access the internet. The great majority are digitally included people (79%) who can access it easily. Only a very few (two per cent) are digitally determined people who must and do travel to an external site to use the internet. One in twelve (eight per cent) are digitally dismissive.

[16] Source: Ipsos MORI Technology Tracker Q2 2013
[17] Note: this group is mutually exclusive from those who are “digitally included”, respondents who are “digitally determined” do not have access to the internet at home, at work or through a smartphone.



The findings vary considerably across Oldham's population. **Digital inclusion** is considerably higher among:

- Those aged 16-44 (94%) or 45-64 (82%) rather than those aged 65+ (49%);
- BME respondents (86%) compared with White respondents (78%);
- Owner-occupiers (84%) compared with social tenants (64%).

Compared with the Oldham average of 11%, **digital exclusion** is greatest among those aged 65+ (30% are digitally excluded), sole-occupiers (22%) and social tenants (18%). It is also much higher among groups facing most economic disadvantages. For example, it is greater among respondents who:

- Have no qualifications (24% compared with one per cent of those qualified at NVQ4/ degree level);
- Have net annual household incomes below £13,051 (17% compared with less than one per cent of those with net household incomes of at least £38,581 a year);
- Are in receipt of benefits (21% compared with seven per cent of non-recipients).

There are few differences in levels of digital inclusion and exclusion across wards. The main differences are that digital inclusion is highest in Saddleworth North (89%) and Shaw (87%) and lowest in Coldhurst (68%).

Table 6 : Level of digital inclusion by ward

Base: All respondents (2,862)	**Digitally included**	**Digitally determined**	**Digitally dismissive**	**Digitally excluded**
Area				
Overall (2,862)	79%	2%	8%	11%
Alexandra (186)	73%	6%↑	7%	14%
Chadderton Central (128)	83%	3%	4%	10%
Chadderton North (129)	78%	3%	8%	11%
Chadderton South (153)	75%	3%	9%	12%
Coldhurst (137)	68%↓	7%↑	12%	12%
Crompton (179)	77%	4%	7%	12%
Failsworth East (137)	72%	2%	12%	13%
Failsworth West (142)	79%	2%	5%	13%
Hollinwood (131)	81%	*%	5%	13%
Medlock Vale (111)	81%	*%	7%	11%
Royton North (176)	77%	1%	9%	11%
Royton South (164)	79%	2%	10%	10%
Saddleworth North (137)	89%↑	2%	2%↓	7%
Saddleworth South (140)	83%	1%	5%	11%
Saddleworth West and Lees (114)	85%	1%	8%	6%
St. James' (110)	80%	2%	8%	10%
St. Mary's (186)	75%	2%	11%	12%
Shaw (126)	87%↑	2%	4%	7%
Waterhead (134)	75%	2%	7%	14%
Werneth (142)	80%	3%	8%	8%

Source: Ipsos MORI

Types of internet use

Over the last 12 months, the great majority of respondents (82%) have used the internet to do least one of a series of eight functions listed on the questionnaire. Most often they bought goods and services online (73%), two in three used the internet to keep in touch with friends (67%), to compare prices (67%) or to find out about events (66%).

They are a little less likely to have gone online to find out about services and benefits (61%), to do their banking (59%), to pay a bill (52%), or to look for a job (48%).

The average number of activities is 4.58 (out of a possible 8). As might be expected, the degree of internet use closely mirrors the level of digital inclusion. The average number of activities is greater in highly 'included' groups such as:

- Respondents of working age (5.35 compared with 2.29 for those aged 65+);
- Those in two-parent families (5.96), extended families (5.55) or who are lone parents (5.48) rather than sole occupiers (3.19); and
- Private tenants (5.21) and owner-occupiers (4.99) rather than social tenants (3.54).

The average number of online activities is also greater among affluent socio-demographic groups. This includes respondents with net household incomes of at least £38,851 a year (6.47 compared with 3.20 if incomes are below £8,740 a year), who are qualified at least to NVQ4/degree level (6.34 compared with 2.62 for those without qualifications) and those who do not receive benefits (5.08 compared with 3.19 for recipients). The average is also highest for respondents that ACORN[18] terms 'Stable Suburbia' (5.51) and 'Wealthy Achievers' (5.36). It is lowest in areas termed as 'Older Social Renters' (2.56), 'Poorer Older People' (3.04) and 'Struggling Singles' (3.80).

The wards with the highest average number of online activities are: Saddleworth West and Lees (5.51), Saddleworth North (5.49) and Saddleworth South (5.18). It is lowest in Coldhurst (3.95) and Alexandra (4.02).

[18] Acorn is a consumer classification, run by CACI and which segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, it provides information and an understanding of different types of people at a small geographical area. Acorn copyright belongs to CACI Limited.

The neighbourhood

The neighbourhood

This section examines respondents' responses to questions around housing and residence. It also looks at patterns of population movement within wards and the borough as a whole as well as respondents' attitudes to and experiences of the neighbourhood they live in and to Oldham borough.

Summary

Two-thirds of respondents are long-term residents of Oldham who have spent over 20 years in the borough, although there is considerable movement within the borough and one in four (27%) have lived at their current address for more than 20 years. The great majority of respondents have a favourable view of their current home as a place to live.

Population movement is greater among tenants (especially in private housing), young people, lone parents and those facing financial difficulties due to a lack of employment or low income. All of these groups are more likely to have moved to their current home, their neighbourhood and the borough itself within the last three years. This may help to explain why at least some of these groups also have a lower sense of belonging to the neighbourhood, tend to feel less involved in their community or are less likely to do voluntary work. They have had less time to put down roots, and, if they do not expect to stay for long, they may not feel any need to do so – which might have an impact in the long term on community cohesion. Further, this pattern of inward migration will also impact on demand for council services in the future.

Attitudes to housing also differ markedly, especially by tenure and income. A sizeable minority of tenants, especially in private housing, is dissatisfied with their home; respondents in low income households are also less satisfied.

Across wards, population transience is greatest in those near Oldham town centre, such as Alexandra, St. James' and Coldhurst; these are also generally the wards with more acute deprivation, this may explain why respondents are least satisfied with their home in these parts of the borough.

Perceptions of the local area have shown some significant improvements since the last *You and Your Community* survey in 2010. Overall satisfaction with the local area has gone up significantly, so has the strength of feeling of belonging to the neighbourhood and also to Oldham borough. These improvements build on changes for the better noted in the 2010 survey, and there is a positive trend in respondents' perceptions of their locality.

Reflecting the findings in earlier *You and Your Community* surveys, there is greater attachment to the local neighbourhood than to Oldham borough. However, this varies markedly at a local level. The sense of belonging to the neighbourhood is greatest in wards furthest from Oldham town centre, especially in Saddleworth and Lees District Partnership area, but respondents there feel less attachment to the borough itself. Conversely, those in wards within Oldham District feel less connection to the neighbourhood but a stronger sense of belonging to Oldham borough.

Respondents were asked which things most need improvement in their neighbourhood. Overall, the most prominent factors continue to be roads and pavement repairs, activities for teenagers, job prospects, the level of crime and clean streets, although considerably fewer respondents now mention crime, activities for teenagers or clean streets than in 2010. Some factors are more likely now, compared to 2010, to be seen as needing improvement: cultural facilities, road and pavement repairs, job prospects, shopping facilities and health services.

Again, responses vary widely at local level, with a greater number of priorities in some highly urbanised wards near Oldham Town Centre: Alexandra, Coldhurst, St. Mary's and Werneth.

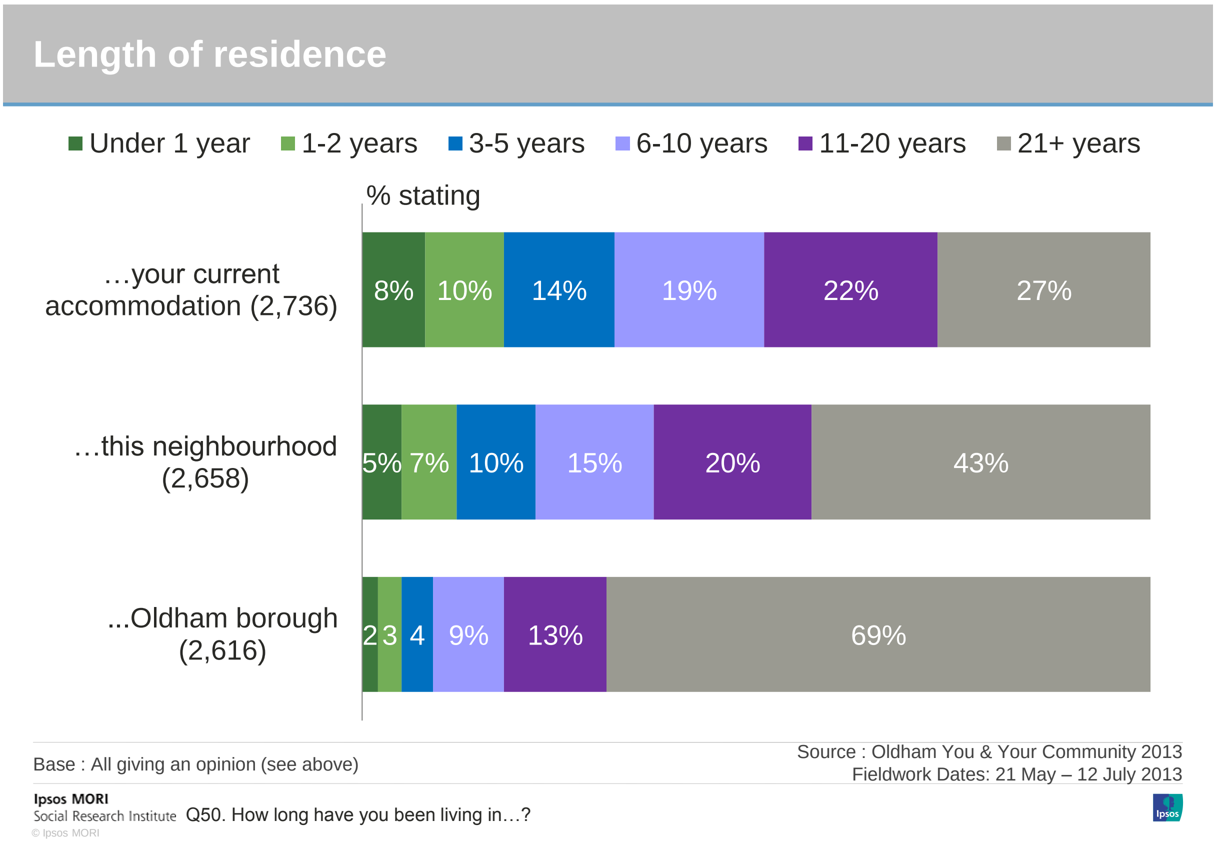
Perceived changes to the neighbourhood are very similar to those found in 2010. Over half (53%) see no change, and one in nine (11%) say the area has got better compared with a greater proportion perceiving a change for the worse (27%). Although the proportions answering each option have not changed significantly since 2010, overall there has been a significant, positive, net change in perceptions of the neighbourhood.

Seven in ten respondents (71%) are satisfied with their local area, but this figure is greater among those of retirement age, White respondents and those in the highest income bands. It is considerably lower among respondents from a Bangladeshi background and respondents in neighbourhoods identified as deprived by the ACORN classification. Other factors which may influence satisfaction with the local area include community involvement and quality of health; respondents think more positively about their local area if they are involved in the community and have many friends nearby and also if they enjoy good health and a typical level of mental wellbeing.

Length of residence

Most Oldham respondents have a long-term connection with the locality. Seven in ten have lived in Oldham borough for more than 20 years (69%), and two in five (43%) have lived in their neighbourhood for more than 20 years as well. While most Oldham residents are long term residents of the borough, they have moved around within the borough, with one in six (18%) having moved into their current address within the last three years and one in four (27%) having lived in their current address for more than 20 years.

The broad pattern of the length of residence has not changed significantly since the last survey in 2010.



One in six respondents (18%) moved into their **current address** less than three years ago. The biggest differences are by tenure and age: most private tenants moved in during the last three years (59%) compared with three in ten social tenants (30%) and only a small number of owner-occupiers (11%). The proportion is also much higher among young respondents (51% of those aged 16-24 compared with only six per cent of those aged 65+).

The proportion that moved in during the last three years is also greater among women (21%) compared with 16% of men and lone parents (33% compared with 18% overall) who are much more likely to be women than men.

Economic disadvantage plays a role too; compared with the Oldham average (18%), respondents are also more likely to have moved into their home in the last three years if they are unemployed (35%), in receipt of benefits (24%) or are from a low income household (28% of those with net household income below £8,740 a year). Perhaps in connection with this, those with many current financial concerns are also more likely to have moved in during the last three years (30% compared with 11% of those who have no current concerns).

Across Oldham, respondents are most likely to have moved in during the last three years in Alexandra (31%). Those least likely live in Failsworth East (nine per cent), Failsworth West (nine per cent), Werneth (10%), Royton South (10%) and Crompton (11%).

One in eight respondents moved **into their neighbourhood** in the last three years (12%). This figure is highest among tenants in private (44%) or social housing (22%), the unemployed (32%) and those aged 16-44 (21%). It is also much higher among those in receipt of benefits (19% compared with 10% of non-recipients) or on low incomes (23% of those with net household income below £8,740 a year compared with 10% of those in higher income households). Lone parents are also more likely to have moved into the neighbourhood in the last three years (28% compared with 12% overall).

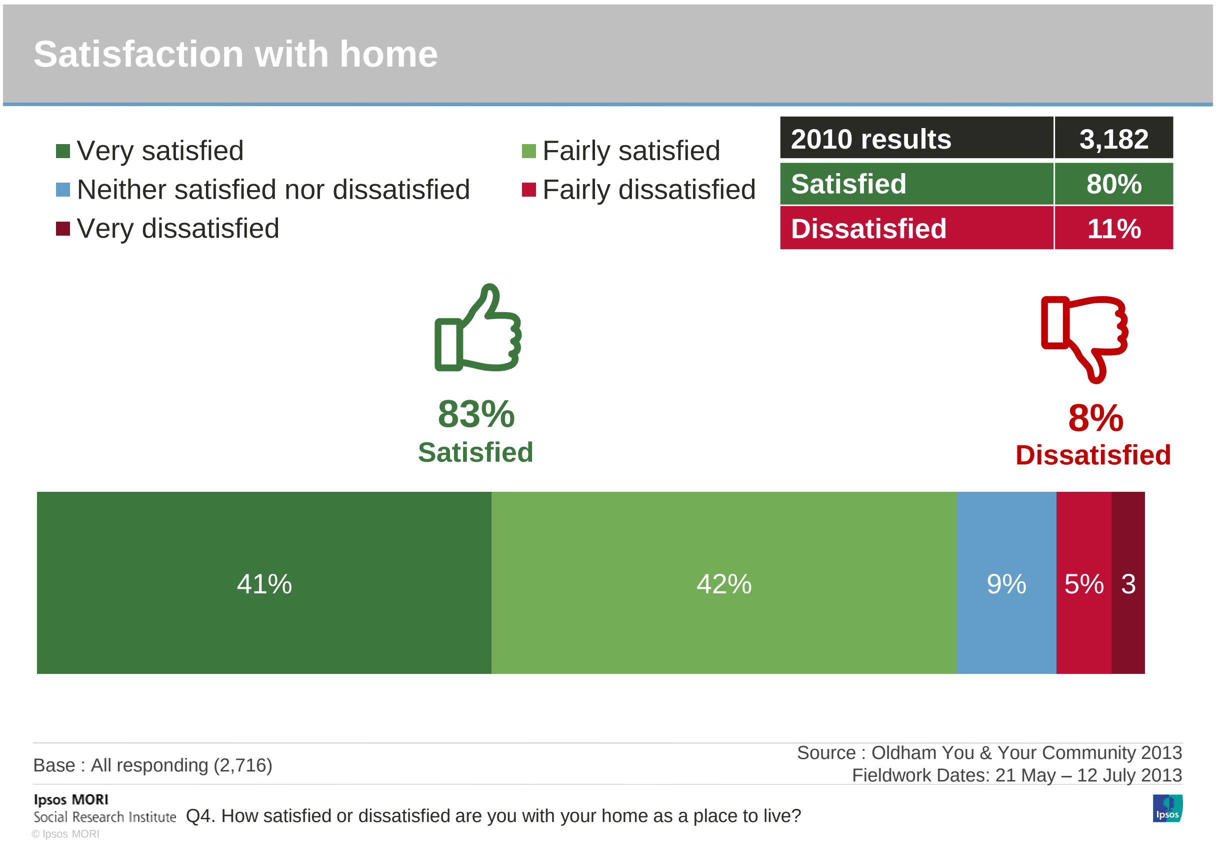
Across the wards of Oldham, respondents in Coldhurst (21%) and St. James' (21%) are more likely to have moved into their neighbourhood less than three years ago.

Only one in twenty respondents (five per cent) moved **into Oldham borough** in the last three years, which suggests a strong and stable local community. The findings on migration into the borough indicate that those most likely to have arrived in the borough in the last three years are young, on a low income and more transient. This proportion is much greater among private renters (18% compared with three per cent of owner-occupiers and six per cent of social tenants) and younger respondents aged 16-44 (nine per cent compared with one per cent of those aged 65+). This figure is also greater among those with low net household income of below £8,740 a year (nine per cent compared with five per cent overall).

There are few differences between geographic areas, except that Coldhurst respondents (14%) are most likely to have moved into the borough in the last three years.

Satisfaction with current home

More than four in five respondents (83%) are satisfied with their current home as a place to live, which represents a significant improvement since the last survey in 2010 (up three percentage points). Only eight per cent of respondents are dissatisfied with their current home.



The clearest difference is by tenure type. Satisfaction is greater among owner-occupiers (87%) than social tenants (75%) and particularly private renters (68%). Indeed, one in four private renters is dissatisfied (24%), compared with one in twenty owner-occupiers (five per cent).

Satisfaction increases with income, from a base of 75% among those with net household income below £8,740 a year, to a peak of 95% if net household income is at least £38,581 a year.

Satisfaction also differs across other key groups of respondents:

- Satisfaction increases with age from 78% of those aged 16-44 to 91% of those aged 65+;
- White respondents (86%) are more satisfied with their home than BME respondents (73%).

Looking in greater detail at wards, satisfaction is highest in Saddleworth North (96%), Saddleworth South (95%), Chadderton North (94%), Shaw (94%), Failsworth West (93%) and Saddleworth West and Lees (91%). Conversely, dissatisfaction is particularly acute in Waterhead (21% compared with eight per cent overall). It is also above average in Alexandra (18%), Medlock Vale (17%) and Hollinwood (16%).

Satisfaction with current accommodation also reflects wider opinions of the local area. It is much higher among respondents who are satisfied with the local area (95%) than those dissatisfied with it (45%). Similarly, it is higher if respondents say they feel they belong to the neighbourhood (89%) than if they say they do not (66%).

Dissatisfaction with current accommodation is greater if respondents have poor health (18% compared with seven per cent of those in good health) or show signs of mental distress (17% compared with five per cent of those with typical mental well-being). It is also markedly greater among the unemployed (21% compared with eight per cent overall), those in receipt of benefits (11% compared with seven per cent of those who are not) and those with many current financial concerns (23% compared with only three per cent of those with no current concerns).

Priorities for the neighbourhood

Since 2008, the *You and Your Community* survey has included questions about important factors and priorities for improvement in the local area. Respondents consider the following things to be most important for an area to be good place to live:

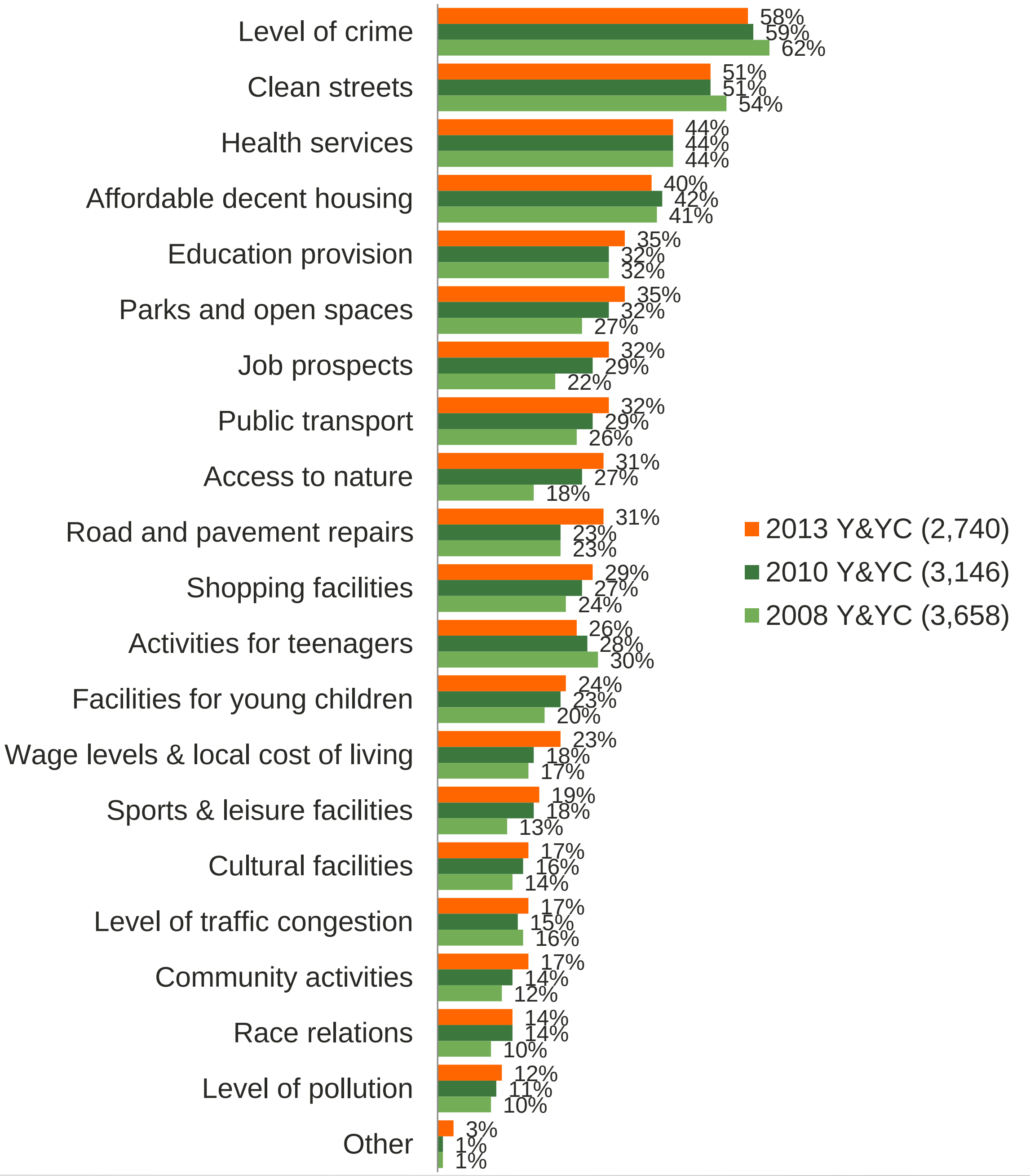
- The level of crime (58%);
- Clean streets (51%);
- Health services (44%); and
- Affordable decent housing (40%).

Respondents are least likely to mention cultural facilities (17%), the level of traffic congestion (17%), community activities (17%), race relations (14%), and the level of pollution (12%).

Since 2010, there have been several significant changes, with more now mentioning:

- Road and pavement repairs (up from 23% to 31%);
- Wage levels and the local cost of living (up from 18% to 23%);
- Education provision (up from 32% to 35%);
- Parks and open spaces (also up from 32% to 35%);
- Access to nature (up from 27% to 31%); and
- Job prospects (up from 29% to 32%).

A good place to live? – important elements



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q1. Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

When asked what most needs improving in the local area, respondents say most often:

- Road and pavement repairs (60%);
- Activities for teenagers (43%);
- Job prospects (41%);
- Clean streets (35%);
- Level of crime (31%); and
- Cultural facilities (30%).

The fewest mentions are for parks and open spaces (16%), race relations (15%), education provision (12%), access to nature (11%), and the level of pollution (10%).

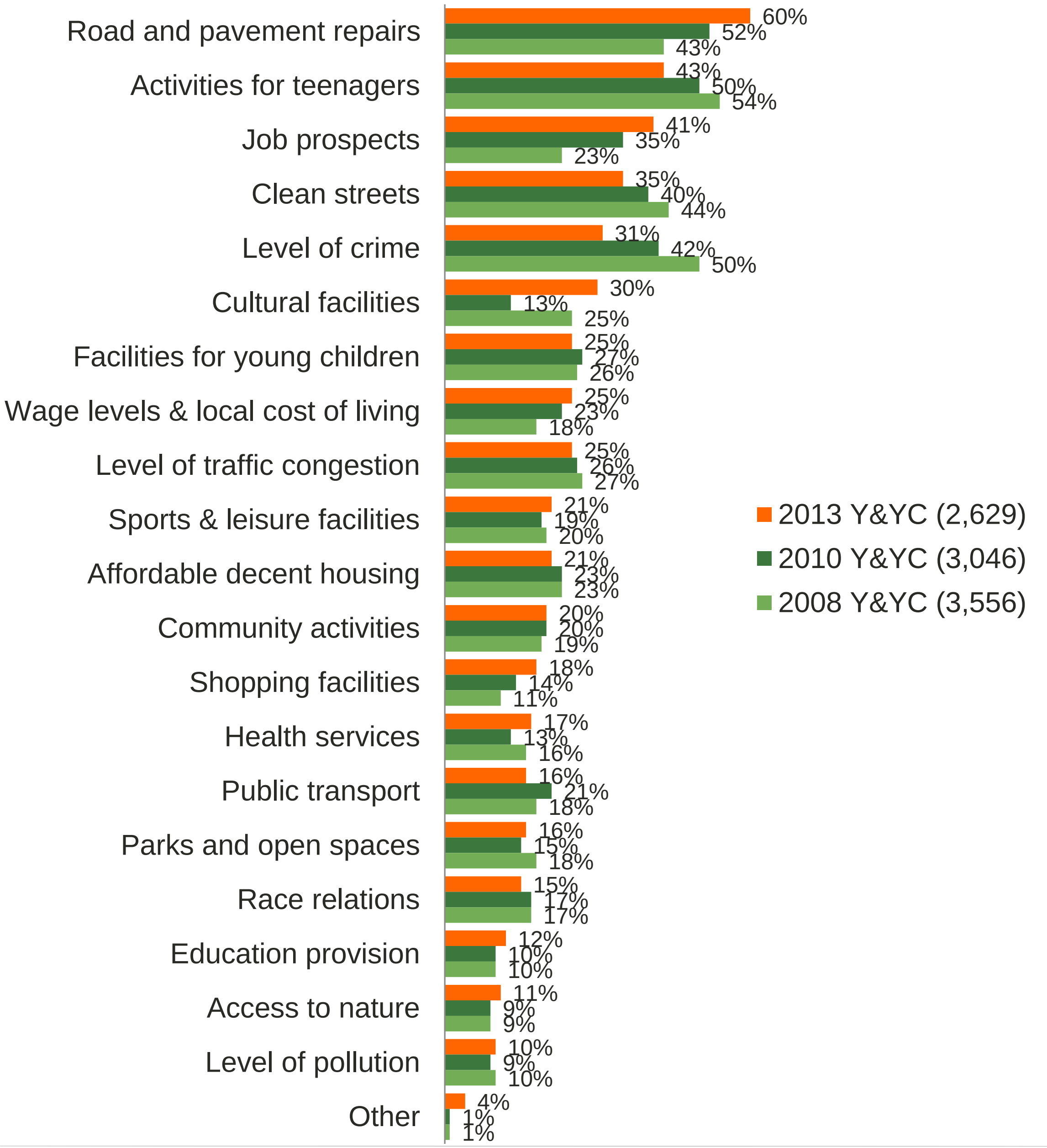
Compared with 2010, greater priority is given to improvements in:

- Cultural facilities (up from 13% to 30%);
- Road and pavement repairs (up from 52% to 60%);
- Job prospects (up from 35% to 41%);
- Shopping facilities (up from 14% to 18%); and
- Health services (up from 13% to 17%).

On the other hand, there are fewer respondents who give priority to improvements in:

- The level of crime (down from 42% to 31%);
- Activities for teenagers (down from 50% to 43%);
- Clean streets (down from 40% to 35%); or
- Public transport (down from 21% to 16%).

A good place to live? – Elements which need improving



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q2. And thinking about this local area, which of the things below, if any, do you think most need improving?

The table below shows for each ward the top three factors seen as most important in making somewhere a good place to live and what most needs improving in their neighbourhood. There are distinct differences in each ward, reflecting the social and economic profile of each ward. The arrows show those factors which are significantly more (↑) or less (↓) likely to be mentioned in each ward compared to the sample overall.

Table 7 : Top 3 factors by ward

	Top 3 factors …	
Base: All responding	**Important**	**Need improving**
Area		
Alexandra	Clean streets (57%) The level of crime (51%) Health services (40%)	Road & pavement repairs (50%) Job prospects (45%) Facilities for young children (45%) ↑
Chadderton Central	The level of crime (54%) Clean streets (52%) Parks & open spaces (45%) ↑	Road & pavement repairs (50%) Activities for teenagers (41%) Job prospects (41%)
Chadderton North	The level of crime (59%) Health services (51%) Clean streets (48%)	Road & pavement repairs (62%) Activities for teenagers (52%) Cultural facilities (30%)
Chadderton South	The level of crime (62%) Clean streets (54%) Affordable decent housing (45%)	Road & pavement repairs (58%) Clean streets (46%) ↑ Job prospects (36%)
Coldhurst	The level of crime (54%) Affordable decent housing (48%) Clean streets (45%)	Clean streets (56%) ↑ Job prospects (55%) ↑ The level of crime (50%) ↑
Crompton	The level of crime (62%) Clean streets (50%) Health services (50%)	Road & pavement repairs (75%) ↑ Activities for teenagers (49%) Sports & leisure facilities (41%) ↑
Failsworth East	The level of crime (63%) Health services (58%) ↑ Clean streets (50%)	Road & pavement repairs (66%) Clean streets (41%) Activities for teenagers (40%)
Failsworth West	The level of crime (60%) Clean streets (59%) Affordable decent housing (46%)	Road & pavement repairs (65%) Activities for teenagers (42%) Job prospects (39%)
Hollinwood	Affordable decent housing (54%) ↑ Clean streets (50%) Health services (49%)	Road & pavement repairs (52%) Activities for teenagers (45%) Job prospects (44%)
Medlock Vale	Clean streets (56%) The level of crime (54%) Affordable decent housing (50%)	Road & pavement repairs (60%) Activities for teenagers (46%) Job prospects (41%)
Royton North	The level of crime (59%) Clean streets (54%) Health services (53%) ↑	Road & pavement repairs (64%) Shopping facilities (48%) ↑ Activities for teenagers (43%)

Table 7 : Top 3 priorities by ward

	Compared to respondents overall …	
Base: All responding	**Important**	**Need improving**
Area		
Royton South	The level of crime (60%) Health services (47%) Clean streets (46%)	Road & pavement repairs (63%) Activities for teenagers (48%) Job prospects (38%)
Saddleworth North	The level of crime (63%) Clean streets (50%) Access to nature (49%) ↑	Road & pavement repairs (65%) Activities for teenagers (43%) Public transport (40%) ↑
Saddleworth South	The level of crime (72%) ↑ Access to nature (48%) ↑ Health services (48%)	Road & pavement repairs (74%) ↑ Activities for teenagers (48%) Job prospects (41%)
Saddleworth West and Lees	The level of crime (62%) Clean streets (53%) Health services (46%)	Road & pavement repairs (67%) Activities for teenagers (49%) Job prospects (44%)
St. James'	The level of crime (61%) Affordable decent housing (52%) Health services (48%)	Road & pavement repairs (75%) ↑ Job prospects (42%) Activities for teenagers (37%)
St. Mary's	The level of crime (52%) Clean streets (48%) Affordable decent housing (48%)	Clean streets (61%) ↑ Road & pavement repairs (55%) Job prospects (48%)
Shaw	The level of crime (59%) Clean streets (49%) Health services (49%)	Road & pavement repairs (63%) Activities for teenagers (39%) Job prospects (36%)
Waterhead	Clean streets (55%) The level of crime (53%) Health services (43%)	Road & pavement repairs (48%) Job prospects (39%) The level of crime (39%)
Werneth	Clean streets (58%) The level of crime (54%) Affordable decent housing (40%)	Clean streets (51%) ↑ Job prospects (49%) The level of crime (48%) ↑

Source: Ipsos MORI

The table below shows all those factors which are significantly more or less likely to be mentioned as needing improvement in each ward.

Table 8 : Priorities for improvement by ward

Base: All responding	Compared to respondents overall … More likely to need improving (✖)	Less likely to need improving (✓)
Area		
Alexandra (167)	Affordable decent housing (34%) Community activities (29%) Education provision (21%) Facilities for young children (45%) Health services (26%) Level of pollution (18%)	Nothing was significantly less likely to be mentioned
Chadderton Central (116)	Traffic congestion (35%)	Affordable decent housing (11%) Clean streets (23%) Education provision (4%)
Chadderton North (115)	Nothing was significantly more likely to be mentioned	Affordable decent housing (10%) Job prospects (29%) Wage levels & cost of living (15%)
Chadderton South (140)	Clean streets (46%)	Sports and leisure facilities (13%)
Coldhurst (124)	Access to nature (34%) Affordable decent housing (38%) Clean streets (56%) Education provision (21%) Health services (27%) Job prospects (55%) Level of crime (50%) Level of pollution (19%) Parks & open spaces (34%) Race relations (26%) Wage levels & cost of living (38%)	Traffic congestion (11%) Road & pavement repairs (45%)
Crompton (167)	Health services (29%) Road & pavement repairs (75%) Sport & leisure facilities (41%)	Affordable decent housing (9%)
Failsworth East (127)	Nothing was significantly more likely to be mentioned	Access to nature (5%) Education provision (4%) Race relations (3%) Health services (8%) Shopping facilities (10%) Sport & leisure facilities (9%)
Failsworth West (129)	Nothing was significantly more likely to be mentioned	Health services (7%) Education provision (4%) Sport & leisure facilities (11%)

Table 8 : Priorities for improvement by ward

Base: All responding	Compared to respondents overall … More likely to need improving (✗)	Less likely to need improving (✓)
Area		
Hollinwood (121)	Community activities (32%)	Nothing was significantly less likely to be mentioned
Medlock Vale (102)	Wage levels &cost of living (39%)	Nothing was significantly less likely to be mentioned
Royton North (159)	Shopping facilities (48%)	Access to nature (5%) Affordable decent housing (11%) Clean Streets (25%) Level of crime (21%) Race relations (7%)
Royton South (150)	Shopping facilities (36%)	Health services (6%)
Saddleworth North (127)	Public transport (40%)	Access to nature (3%) Clean streets (15%) Community activities (10%) Cultural facilities (16%) Facilities for young children (14%) Job prospects (26%) Level of crime (13%) Level of pollution (3%)
Saddleworth South (122)	Affordable decent housing (33%) Public transport (28%) Road and pavement repairs (74%)	Community activities (10%) Facilities for young children (11%) Race relations (5%) Shopping facilities (8%) Sports and leisure facilities (12%)
Saddleworth West and Lees (111)	Nothing was significantly more likely to be mentioned	Affordable decent housing (8%) Clean streets (23%) Community activities (12%) Level of pollution (4%)
St. James' (103)	Road and pavement repairs (75%)	Health services (6%)
St. Mary's (174)	Clean streets (61%) Community activities (29%) Education provision (20%) Facilities for young children (33%) Level of crime (43%) Race relations (22%) Wage levels & cost of living (34%)	Nothing was significantly less likely to be mentioned
Shaw (121)	Sports and leisure facilities (35%)	Nothing was significantly less likely to be mentioned

Table 8 : Priorities for improvement by ward

Base: All responding	Compared to respondents overall … More likely to need improving (✗)	Less likely to need improving (✓)
Area		
Waterhead (121)	Nothing was significantly more likely to be mentioned	Road & pavement repairs (48%)
Werneth (133)	Access to nature (22%) Affordable decent housing (36%) Clean streets (51%) Community activities (30%) Level of crime (48%) Race relations (31%)	Road & pavement repairs (48%)

Source: Ipsos MORI

Alexandra, Coldhurst, St. Mary's and Werneth are the wards in which the most factors are significantly more likely to be mentioned as needing improvement.

The table below shows the priorities for improvement amongst differing demographic groups.

Table 9 : Priorities for improvement

Base: All responding	Compared to respondents overall … More likely to need improving (✗)	Less likely to need improving (✓)
Retirement age (874)	Level of traffic congestion (28%) Road and pavement repairs (65%)	Activities for teenagers (39%) Affordable decent housing (17%) Education provision (8%) Facilities for young children (23%) Job prospects (35%) Level of crime (27%) Parks and open spaces (13%) Race relations (12%) Sport and leisure facilities (18%) Wage levels & cost of living (20%)
Working age (1631)	Job prospects (43%)	Road and pavement repairs (58%)
Lone-parent family (81)	Activities for teenagers (62%) Cultural facilities (48%) Education provision (20%) Facilities for young children (43%) Parks and open spaces (25%) Wage levels & cost of living (44%)	Nothing was significantly less likely to be mentioned

Table 9 : Priorities for improvement

Base: All responding	**Compared to respondents overall …** More likely to need improving (✘)	Less likely to need improving (✓)
Two-parent family (363)	Education provision (16%) Facilities for young children (35%) Sports and leisure facilities (26%)	Public transport (12%)
Disabled (1077)	Access to nature (15%) Affordable decent housing (24%) Community activities (23%) Health services (19%) Level of pollution (13%) Parks and open spaces (19%) Public transport (19%) Wage levels & cost of living (28%)	Nothing was significantly less likely to be mentioned
White (2292)	Road and pavement repairs (64%) Level of traffic congestion (26%)	Access to nature (9%) Affordable decent housing (18%) Clean streets (32%) Community activities (18%) Education provision (8%) Facilities for young children (24%) Health services (14%) Job prospects (38%) Level of crime (27%) Level of pollution (8%) Parks and open spaces (13%) Race relations (12%) Sports and leisure facilities (19%) Wage levels & cost of living (23%)
Pakistani (108)	Affordable decent housing (34%) Clean streets (57%) Education provision (23%) Job prospects (53%) Level of crime (44%)	Nothing was significantly less likely to be mentioned

Table 9 : Priorities for improvement

Base: All responding	Compared to respondents overall … More likely to need improving (×)	Less likely to need improving (✓)
Bangladeshi (61)	Access to nature (40%) Activities for teenagers (62%) Affordable decent housing (40%) Health services (34%) Job prospects (61%) Level of crime (51%) Level of pollution (28%) Parks and open spaces (47%) Race relations (33%) Wage levels and the cost of living (51%)	Road and pavement repairs (34%)

Source: Ipsos MORI

Older respondents are more likely to prioritise improvements to local transport, namely road and pavement repairs and the level of traffic congestion; while those of working age are more likely to prioritise local job prospects.

Respondents from Pakistani and Bangladeshi backgrounds have a far greater range of priorities. Both groups are more likely than average to want improvements to the level of crime, job prospects and affordable housing. The priorities of Bangladeshi respondents also include improvements to such things as race relations, access to nature, activities for teenagers, local parks, and health services. In contrast, White respondents are more likely than average to mention only road and pavement repairs and the level of traffic congestion.

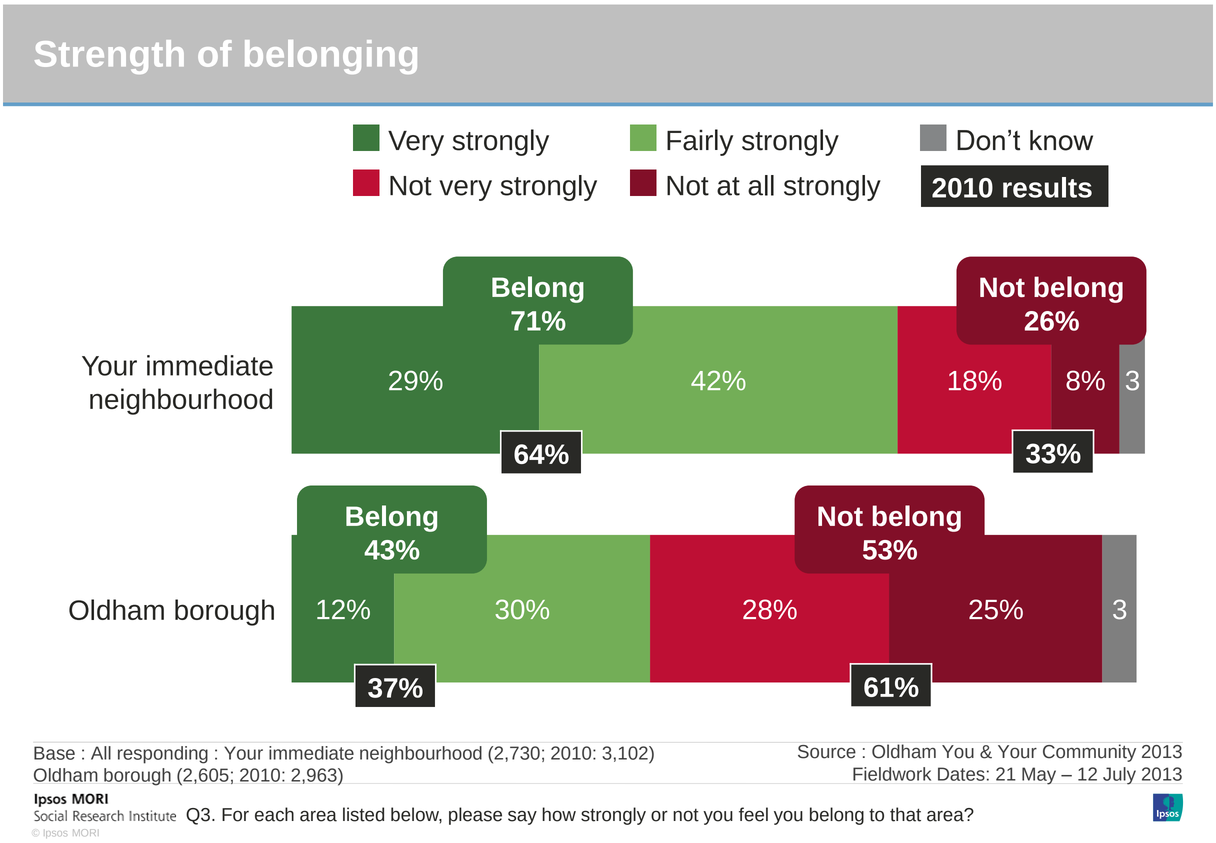
Lone parents and two-parent families both prioritise improvements to local education and facilities for young children. However, lone parents are also more likely than average to want better parks and open spaces, activities for teenagers, cultural facilities and wage levels and cost of living.

Disabled respondents are more likely to mention wages and the cost of living, housing, community activities and public transport as in need of improvement.

Sense of belonging

Respondents feel a greater sense of attachment to their immediate neighbourhood than to a wider locality. The following chart shows that almost three in four (71%) say they feel they belong to their neighbourhood, compared with less than half (43%) who feel they belong to Oldham borough.

In both cases, the sense of belonging has increased significantly since the last survey in 2010, by seven percentage points for the neighbourhood (up from 64%) and by six percentage points for Oldham borough itself (up from 37%).



The sense of belonging to **the neighbourhood** is more marked among older respondents aged 65+ (80% compared with 69% of those aged 25-64). It is also greater among owner-occupiers (76%) than either social tenants (60%) or private renters (57%), which may be because owner-occupiers have generally lived in the neighbourhood for longer. The sense of belonging is below average among lone parents (59% compared with 71% overall).

The sense of belonging to the neighbourhood is greatest for respondents in areas identified by ACORN as 'Wealthy Achievers' (81%), 'Comfortable Older People' (81%) and 'Stable Suburbia' (80%). This figure is lower in more deprived areas categorised as 'Families with Difficult Finances' (56%) and 'Struggling Singles' (56%).

Attachment to the neighbourhood also increases with the sense of community and civic involvement. A sense of belonging is greater among those who:

- Feel involved with the local community (91% compared with 65% of those who do not);
- Have at least five friends in the nearby area (86% compared with 56% of those who have none);
- Have lived in the neighbourhood for more than 20 years (81% compared with 56% of those who arrived in the last three years); and
- Are regularly involved in voluntary work with groups (80%) or as an individual (76%).

Unlike the sense of belonging to the neighbourhood, attachment to **Oldham borough** is greater among those who face economic disadvantages. The sense of belonging to the borough is higher among:

- Those with a net household income below £13,051a year (51% compared with 34% if it is at least £38,581 a year);

- Social tenants (51%) compared with owner-occupiers (40%);
- Respondents without qualifications (48% compared with 37% of those qualified at least to NVQ4/degree level);
- Recipients of benefits (55%) compared with non-recipients (39%);
- Those respondents in areas classified by ACORN as ‘Poorer Asian Families’ (60%), ‘Families with Difficult Finances’ (58%) and ‘Poorer Older People’ (49%). These are well above the figure for ‘Wealthy Achievers’ (32%).

Across other demographic groups, the sense of belonging to Oldham borough is greater among those from Bangladeshi (73%) or Pakistani (58%) backgrounds rather than White respondents (39%). It is above average among young people aged 16-24 (59% compared with 43% overall), perhaps because respondents of this age are more likely to be of a South Asian background.[19] It is also greater among lone parents (56%) and those who live with extended family (63%) than any other household type.

Table 6 below, shows the wards more or less likely to feel a strong sense of belonging.

Table 10 : Sense of belonging

Base: All answering the question	**Compared to Oldham overall** **Significantly more likely to say belong strongly**	**Compared to Oldham overall** **Significantly less likely to say belong strongly**
Area		
Neighbourhood (71%)	Saddleworth North (86%) Saddleworth South (85%) Royton North (83%)	Hollinwood (57%) Medlock Vale (55%) Waterhead (52%)
Oldham Borough (43%)	Coldhurst (70%) Alexandra (59%) St. Mary’s (58%) St. James’ (56%) Chadderton South (54%)	Failsworth East (33%) Shaw (25%) Saddleworth South (22%) Saddleworth North (18%)

Source: Ipsos MORI

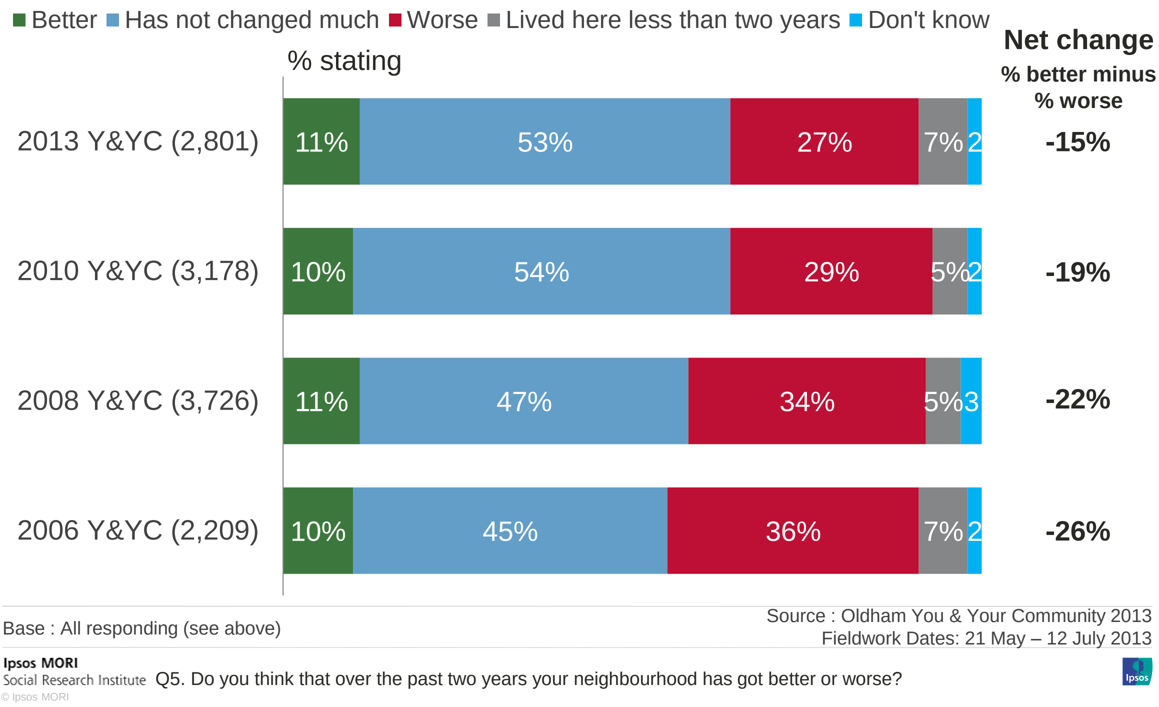
Perceived changes to neighbourhood

Respondents are most likely to say their area has not changed much in the last two years (53%). However, if they see a change, they are more likely to say it is for the worse (27%) rather than the better (11%).

These figures have not changed much since 2010; respondents have been consistently more likely to say the neighbourhood has got worse rather than better. However, there has been a gradual fall in the proportion saying things have got worse (down from 36% in 2006), and more respondents now say things have stayed the same (53% compared with 45% in 2006). Overall, therefore, the net change (percentage that says ‘better’ minus the percentage that says ‘worse’) has gradually improved.

[19] Of respondents aged 16-24, 30% are of Indian, Pakistani or Bangladeshi background, compared with 15% of respondents overall.

Neighbourhood satisfaction



Those more likely to say the area has improved are:

- Social tenants (18% compared with nine per cent of owner occupiers);
- Those with the lowest net annual household income (15% if net income is below £8,740 a year compared with seven per cent if it is at least £38,581 a year);
- Recipients of benefits (17% compared with nine per cent of non-recipients).

On the other hand, respondents are most likely to see a change for the worse if they are:

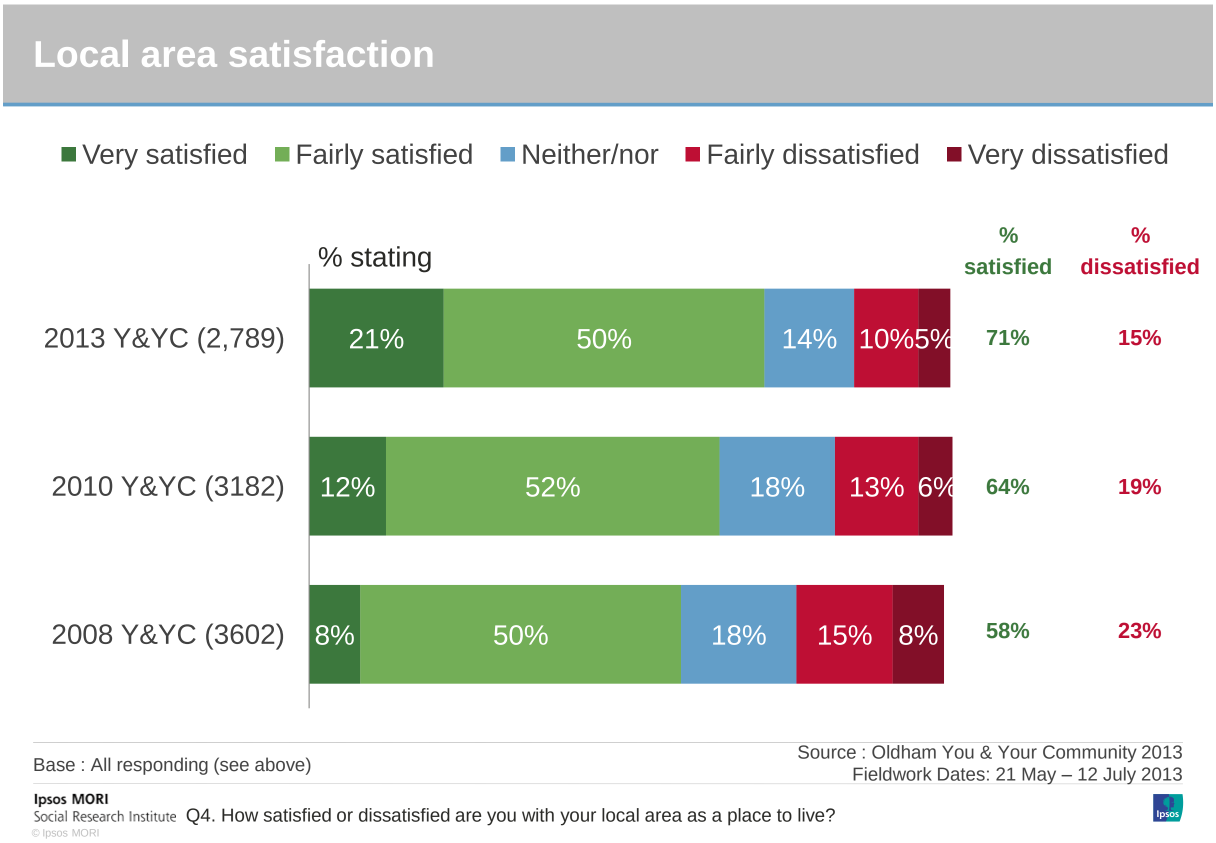
- Long-term residents (35% of those who have lived in the neighbourhood for more than 20 years compared with 10% of those who arrived in the last three years);
- Owner-occupiers (29% compared with 21% of social tenants and 18% of private renters); and
- In poor health (35% compared with 25% of those in excellent or good health) or have a limiting health condition or disability (31% compared with 24% of those who do not).

As with the sense of attachment to the neighbourhood, respondents are more positive if they have greater ties with the neighbourhood. They are more likely to say it has improved if they feel involved with the community (18% compared with nine per cent of those who feel uninvolved) or say they feel they belong to the neighbourhood (13% compared with six per cent of those who say they do not feel they belong). Similarly, a change for the better is more commonly seen by those who agree they can influence decisions that affect the local area (20% compared with seven per cent of those who disagree).

At ward level, only people in Failsworth East are more likely than average to say the neighbourhood has improved (23% compared with 11% overall). Respondents report deterioration most often in Waterhead (40%) and St. Mary's (38%).

Area satisfaction

Seven in ten respondents (71%) are satisfied with their local area as a place to live, compared with one in seven (15%) who are dissatisfied. This continues the improvement noted since the survey in 2008; satisfaction with the local area is now seven percentage points higher than in 2010[20] and 13 percentage points higher than in 2008.



Satisfaction is higher among respondents aged 65+ (78% compared with 69% of those aged 25-64) and among White respondents (73%) compared with those of a Bangladeshi background (53%). Satisfaction is below average among two-parent families (65% compared with 71% overall). There are no differences by tenure or gender.

Across other groups of respondents:

- Satisfaction with the area increases with net household income, from 68% if income is below £13,051 a year, to a peak of 78% if income is at least £26,571 a year;
- Satisfaction is greatest for respondents identified by ACORN as ‘Comfortable Older People’ (83%), ‘Wealthy Achievers’ (83%), and ‘Stable Suburbia’ (78%)’. It is much lower with areas categorised as ‘Families with Difficult Incomes’ (57%), ‘Poorer Asian Families’ (58%) and ‘Struggling Singles’ (60%).

A sense of community may well be an important factor in how respondents regard their local area. Satisfaction with the local area is greater among those who say they feel they belong to their neighbourhood (80% compared with 45% of those who feel they do not belong).

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[20] In 2010, this question wording was changed to reflect that of the Place Survey, but comparisons are still possible with the 2008 You & Your Community survey.

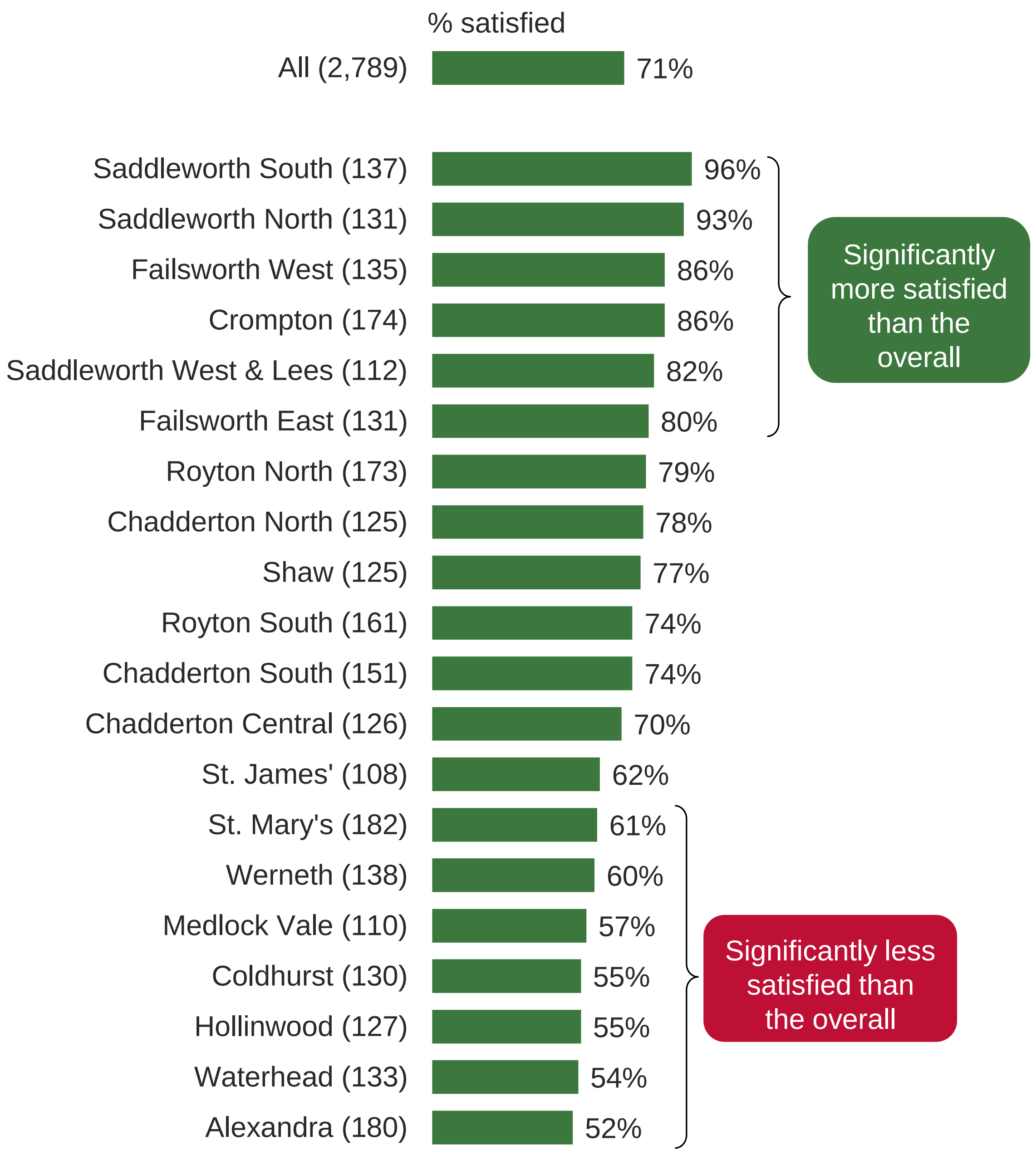
Correspondingly, it is greater if they feel involved in their community (87% compared with 65% of those who do not feel involved) or if they have at least five close friends nearby (76% compared with 63% of those with none).

Quality of physical and mental health may be another influence. Dissatisfaction with the local area is greater among those in poor health (22% compared with 15% of those in excellent or good health). Dissatisfaction is also more common among those who have a limiting health condition or disability (28% compared with 15% overall), those who show signs of mental distress (25% compared with 12% of respondents with typical mental wellbeing) and those aged 16-44 (18%).

Views on the local area also depend on perceptions of how it has changed. Satisfaction with it is higher among those who think the area has improved (88%), but lower among those who see no change (80%). It is much lower among those who say the area has worsened (44%).

As can be seen in the chart on the following page, satisfaction with the local area is greatest in the wards of Saddleworth South (96%), Saddleworth North (93%), Crompton (86%), Failsworth West (86%), Saddleworth West and Lees (82%) and Failsworth East (80%). It is lowest in Alexandra (52%), Waterhead (54%), Coldhurst (55%), Hollinwood (55%), Medlock Vale (57%), Werneth (60%) and St. Mary's (61%).

Satisfaction with neighbourhood as a place to live by ward



Base : All respondents (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute Q4. How satisfied or dissatisfied are you with…?

Involvement in the Community and Local Democracy

Involvement in the Community and Local Democracy

This section of the report covers respondents' views related to the sense of involvement in the local community and feelings of influence in the local area and Oldham borough. It also looks at social networks and volunteering.

Summary

Overall, only a minority of respondents feels consistently active and influential in local democracy. Just one in four feels involved in the community (26%), or informed about local decision making (26%) or plans to change their local area (25%). While the levels of community involvement have increased since 2010, the proportions feeling informed have fallen. Respondents also do not feel able to influence decisions that affect the local area (17%) or Oldham as a whole (12%)[21].

Substantial numbers of respondents have done some form of voluntary work recently: in the last year, two in five have volunteered with a club or organisation (38%) and three in five have acted as an individual to help someone else (60%). The results in Oldham are more positive than the Ipsos MORI Norms[22] which show levels of volunteering through organised groups to be between 14% and 26% and levels of volunteering as an individual to be between 33% and 40%.

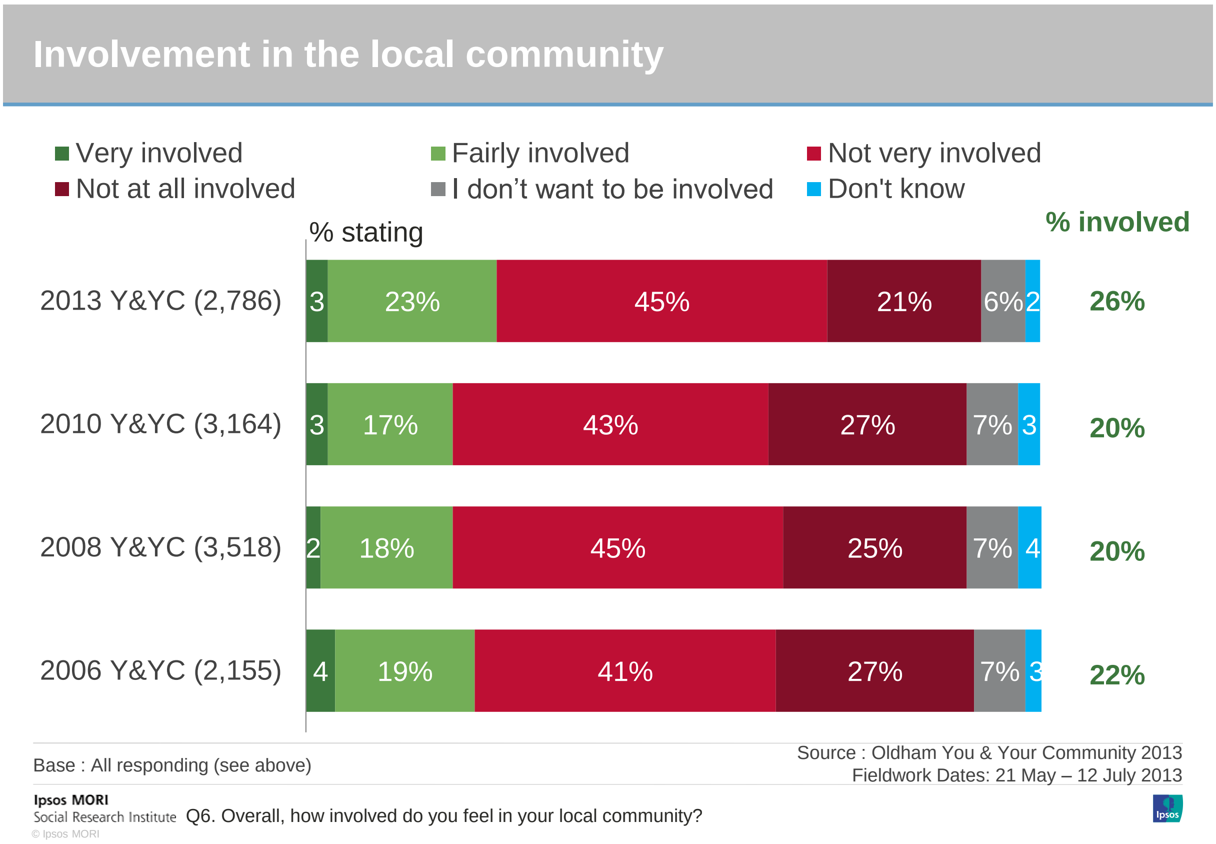
However, there has been a decline in the numbers of respondents with friends in the nearby area. This may explain at least some of the other changes noted in this chapter; respondents without friends in the vicinity feel generally less informed about things or less able to influence decisions. The fact that more respondents now lack friends in the local area may have a negative effect on these other results around feelings of involvement.

There appears to be some disparity between interest in and actually being involved in the community with an untapped potential for increasing involvement. Compared to the Ipsos MORI Norms, Oldham has a greater proportion of respondents who already volunteer either through organised groups or as individuals. Further, the borough also has a very small proportion (just six per cent) who say they do not want to be involved in their communities.

[21] Note: a change in question wording means no comparison for this question can be made to 2010
[22] Based on 14 postal surveys conducted for local authorities since August 2011

Involvement in the local community

One in four respondents (26%) feels involved in their local community, significantly more than in 2010 (20%), 2008 (also 20%) and 2006 (22%). Most (65%) do not feel involved, but only a small minority have no desire to be involved (six per cent).



Respondents are significantly more likely to feel involved in their local community if they are:

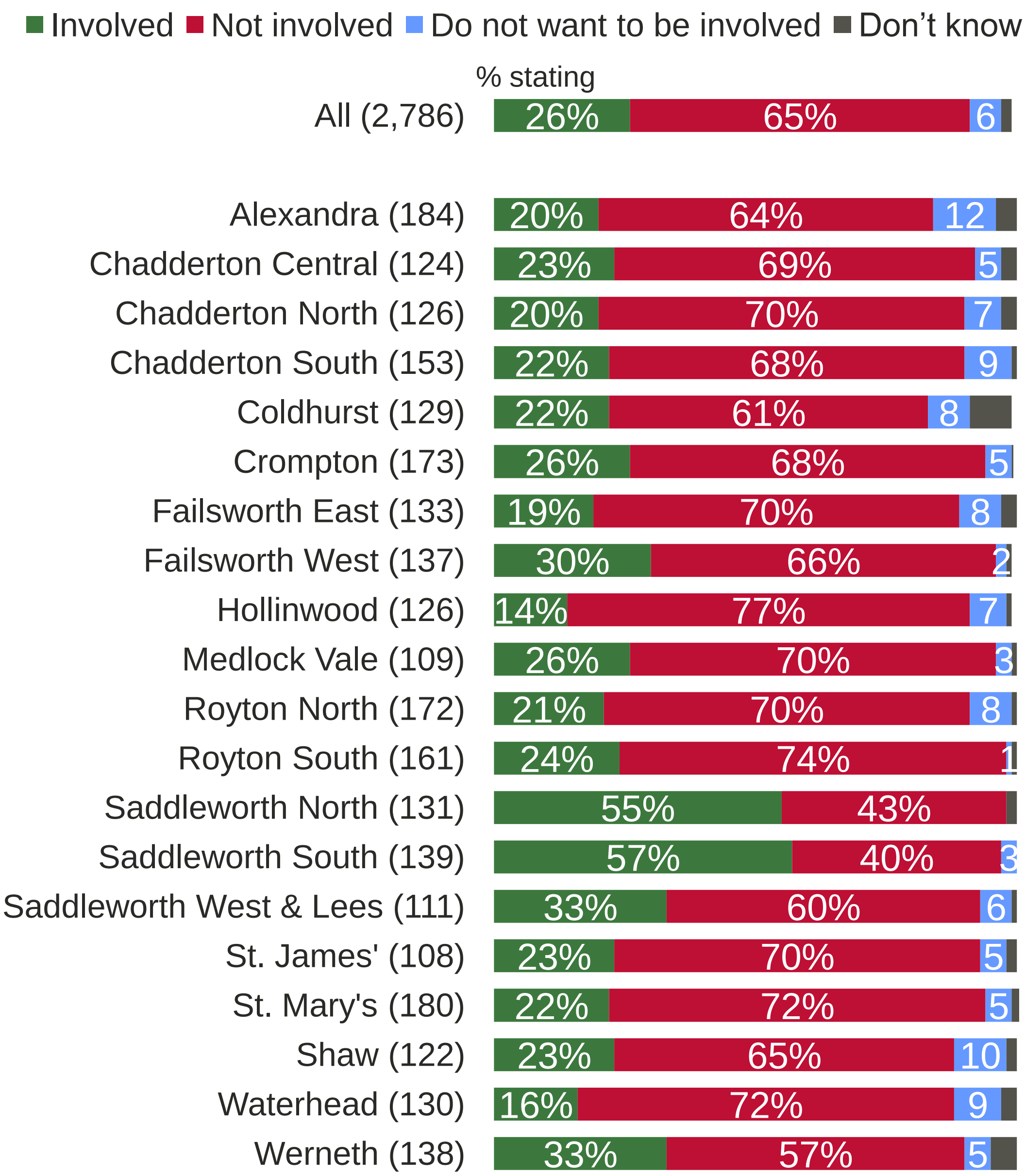
- Aged 65+ (29%) rather than 25-44 years old (22%);
- Not in work (29%) rather than those who are (23%);
- Owner-occupiers (28%) rather than private tenants (18%) or social tenants (21%);
- Living in households identified by ACORN as 'Comfortable Older People' (35%), 'Poorer Asian Families' (39%), or 'Wealthy Achievers' (37%) rather than areas termed as 'Families with Financial Difficulties' (21%), 'No Kids' (18%), 'Older Social Renters' (17%), 'Poorer Older People' (21%) or 'Struggling Singles' (17%).

The highest level of involvement is in the wards of Saddleworth North (55%) and Saddleworth South (57%). The proportion is lowest in Hollinwood (14%) and Waterhead (16%).

Only a small proportion (six per cent) **do not want to be involved** in their local community, with some interesting differences when examining the responses to the whole question:

- Alexandra has the highest proportion saying they do not want to be involved in their community (12%) and has average levels of being involved (20% compared to 26% overall) and also not involved (64% compared to 65% overall);
- Royton South has a significantly lower proportion of respondents saying they do not want to be involved (one per cent) but it has the highest proportion of respondents who are not involved in their local community.

Involvement in the local community by ward



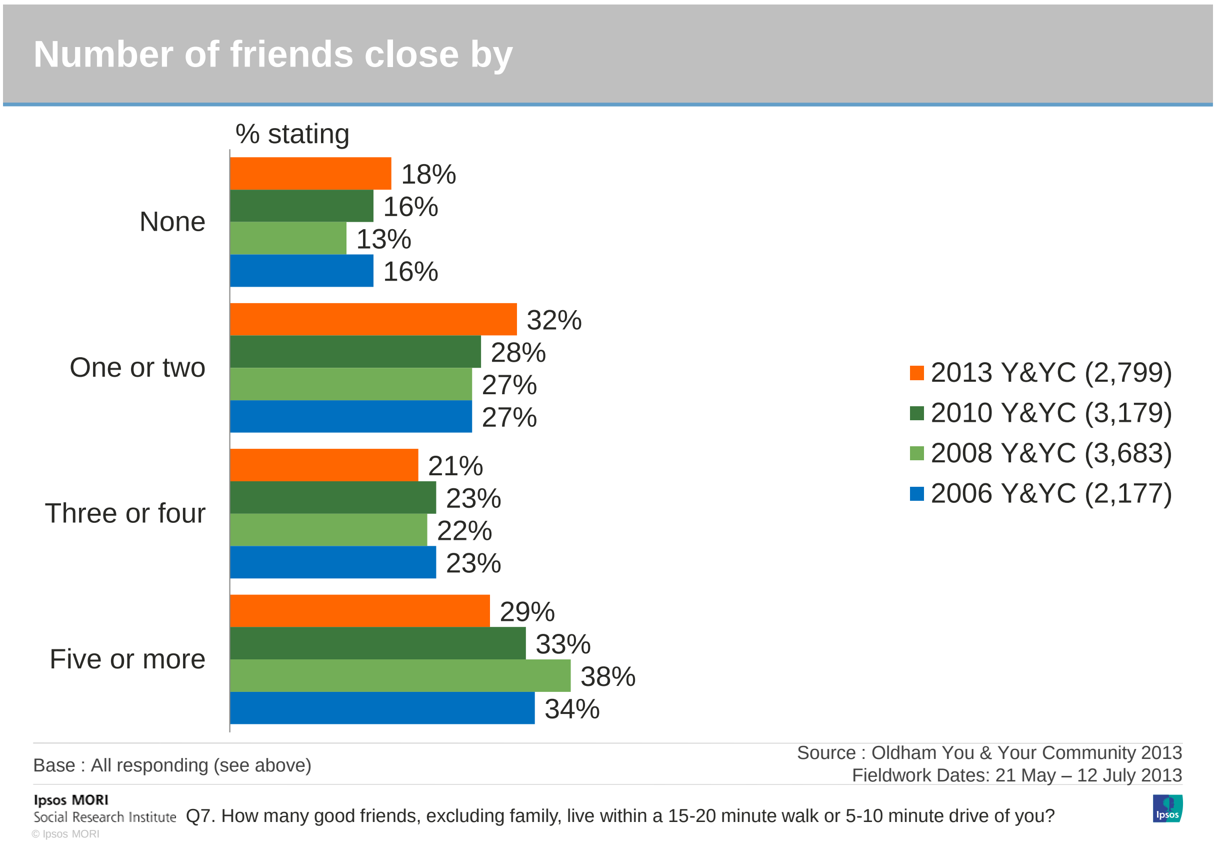
Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute Q6. Overall, how involved do you feel in your local community?

Social networks

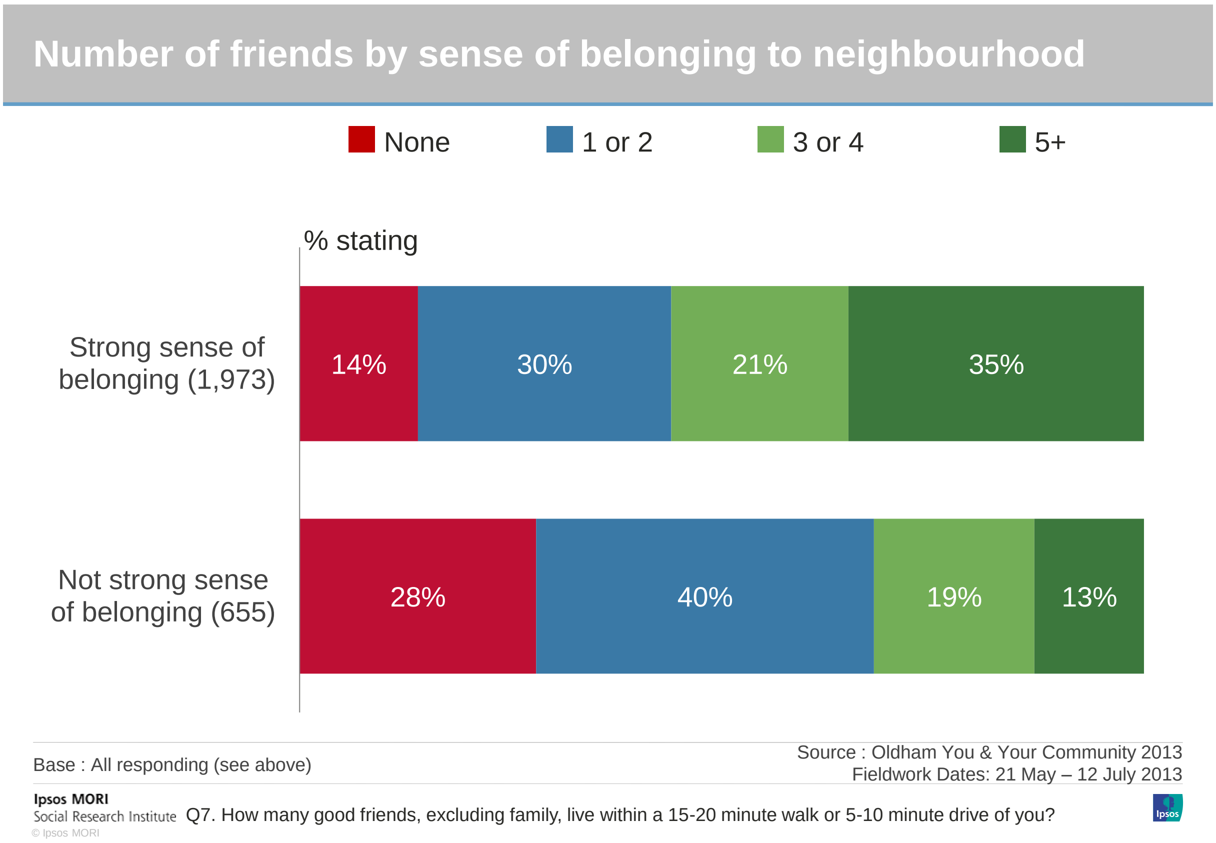
More than four in five respondents (82%) have at least one good friend nearby, which is significantly fewer than in either 2010 (84%) or 2008 (87%). One in six (18%) has no good friend nearby, which continues an upward trend since 2008 (when it was 13%).



Those who are more likely to have no friends in their neighbourhood are:

- Aged 55-64 years old (24%) compared with the Oldham average (18%);
- Sole occupiers (25%) compared with couples without resident children (17%) or two-parent families (12%);
- The unemployed (28%) compared with those in work (16%);
- Digitally excluded respondents (29%) or those whose only telephone is a pay-as-you-go mobile (34%) compared with Oldham overall (18%);
- Those who do not provide any care or support to others (20% compared with 15% of those who do); and
- Respondents in Chadderton South (26%) or Alexandra (32%) compared with those in Saddleworth South (11%).

There is a correlation between having friends in the neighbourhood and a sense of belonging as shown below.



- Almost nine in ten respondents who say they feel they strongly belong to the neighbourhood (86%) have at least one friend nearby, compared with seven in ten (72%) of those who feel they do not strongly belong to their neighbourhood.
- One in four respondents who feel they do not belong to the neighbourhood (28%) do not have any close friends in the vicinity, which is twice the proportion among those who do feel a strong sense of belonging (14% have no friends close by).
- Respondents who are active in the community are more likely to have friends nearby. For example, of those who feel involved in the community, almost half (45%) have at least five close friends nearby, compared with only one in four (24%) of those who are not involved, and one in five (19%) of those who want no involvement.

Volunteering

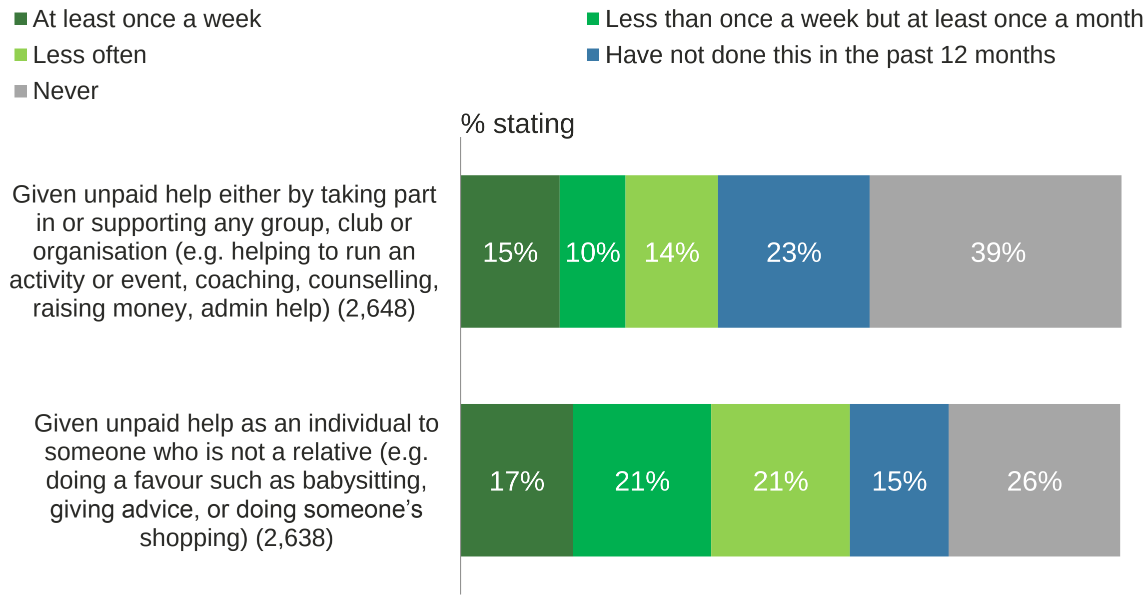
Almost two in five respondents (38%) have given unpaid help in the last year by taking part in or supporting a group, club or organisation. A greater proportion has given unpaid help as an individual to someone who is not a relative (60%).

Two in five (39%) have never formally volunteered with a group or organisation whilst one in four have never volunteered to help someone who is not a relative (26%). In the 2010 survey, 43% of respondents said they did not do any voluntary work, although this question was asked in a very different form and so results are not strictly comparable.

These results are more positive than our Ipsos MORI norms which show:

- Formal volunteering ranges between 26% and 14% of respondents, compared to 38% in Oldham. Oldham's nearest statistical neighbour in the Norms dataset shows 18% undertaking formal volunteering in the last year; and
- Volunteering to help someone who is not a relative ranges between 33% and 40%, compared to 60% in Oldham. Oldham's nearest statistical neighbour in the Norms dataset showing 34% informally volunteering in the last year.

Participation in regular volunteering



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute Q8. How often, if at all, have you given unpaid help in the following ways?

The following groups of respondents are significantly more likely to have volunteered in a group, club or organisation in the last year:

- Respondents with high incomes (51% of those with net household incomes of at least £38,581 a year compared with 35% of those with net household incomes below £8,740 a year);
- Owner occupiers (43%) compared with social (28%) or private tenants (22%);
- Carers (46%) as opposed to those who do not provide care or support to someone else (35%);
- Those who have any close friends nearby (42%) compared with those without any (22%).

The proportion is also greater among respondents who feel they strongly belong to the neighbourhood (42%) compared with those who do not (29% have volunteered) or who are involved in the local community (61%) as opposed to those who do not want to be (15%).

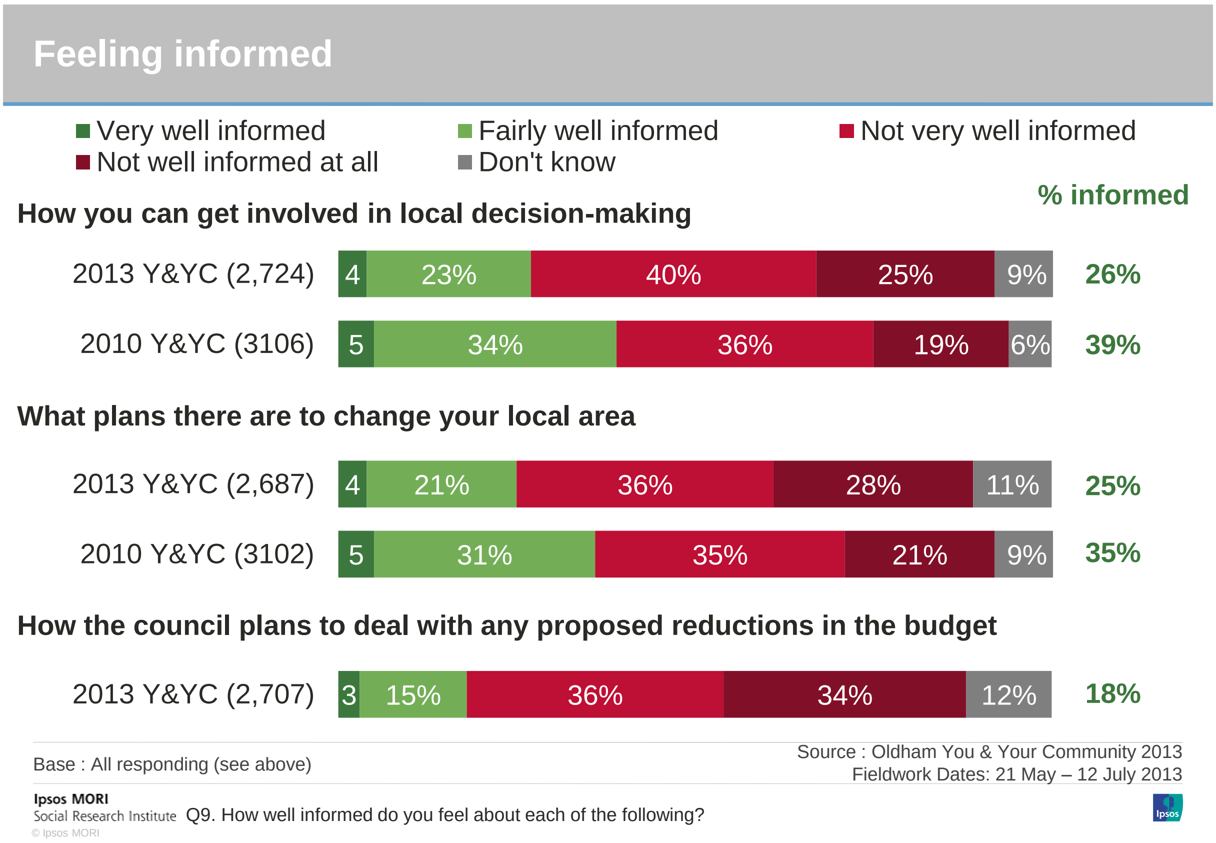
In terms of voluntary help given as an **individual** to someone who is not a relative, respondents are more likely to have done this in the last year if they are:

- Women (63%) rather than men (56%);
- Residents of their neighbourhood for more than 20 years (64%) compared to the Oldham average (60%);
- A carer (75%) as opposed to those who do not provide support or care to someone else (52%);
- Those who have at least some close friends nearby (64%) rather than none (40%); and
- Those who agree that people from different social backgrounds get on well together (65%) compared with those who disagree (56%).

Feeling informed

One in four respondents feel informed about how they can get involved in local decision-making (26%) or what plans there are to change their local area (25%). These figures have both declined significantly since 2010 (by 13 percentage points for local decision-making and by 10 percentage points for plans to change the local area).

Only one in six respondents (18%) feels informed about how the Council plans to deal with any proposed reductions in the budget, a new question added to the 2013 *You and Your Community* Survey.



The following table shows those more and less likely to feel informed.

Table 11 : Feeling informed

	Compared to the borough overall	
Base: All responding	**Significantly more likely to feel informed (✓)**	**Significantly less likely to feel informed (X)**
How you can get involved in local decision making (26%)	Aged 65+ (31%) Not working (30%) 5+ friends nearby (32%) Saddleworth South (39%) Saddleworth North (44%)	Aged 25-44 (22%) Income £13,051-£26,571 p.a. (21%) Digitally excluded (19%) Failsworth East (17%) Royton South (17%) Waterhead (12%)
What plans there are to change your local area (25%)	Aged 16-24 (37%) Any friend nearby (26%) Failsworth West (35%) Saddleworth North (37%)	No friends nearby (20%) Digitally excluded (18%) Chadderton South (13%) Waterhead (13%)
How the Council plans to deal with any proposed reductions in the budget (18%)	Families with financial difficulties (28%) Income <£8,740 p.a. (25%) Unemployed (27%) Benefits recipients (22%) Lone parent families (33%) Coldhurst (30%) Shaw (27%)	Owner occupiers (17%) Non-recipients of benefit (17%) Stable suburbia (13%) Crompton (9%) Failsworth West (9%) Royton South (10%)

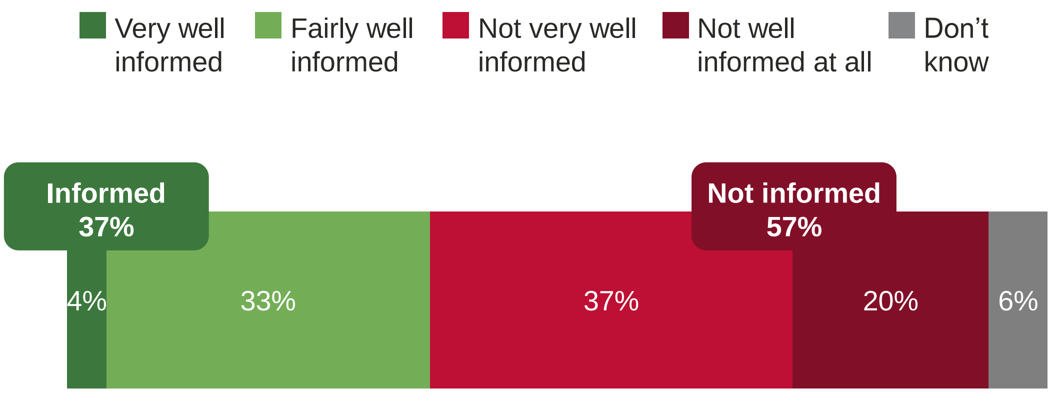
Source: Ipsos MORI

The table shows that respondents in Saddleworth North and those with active social networks are more likely to feel informed about how to get involved in local decision making and any plans to change their areas. Respondents living in Waterhead and those who are digitally excluded are less likely to feel informed about these matters.

The pattern is different with regard to feeling informed about proposed budget reductions – those who are most likely to be affected are significantly more likely to say they feel informed and those who are unlikely to be affected by budget reductions are significantly less likely to feel informed.

More than one in three respondents (37%) feels well informed about the services and benefits Oldham Council provides. However, over half (57%) do not feel that Oldham Council keeps them informed.

Informed about services and benefits Oldham Council provides



Base : All responding (2,787)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute

Q10. Overall, how well informed do you think Oldham Council keeps residents about services and benefits it provides?

Feeling informed about the Council is generally greater among older, lower income respondents and those in rented housing. The proportion is higher among:

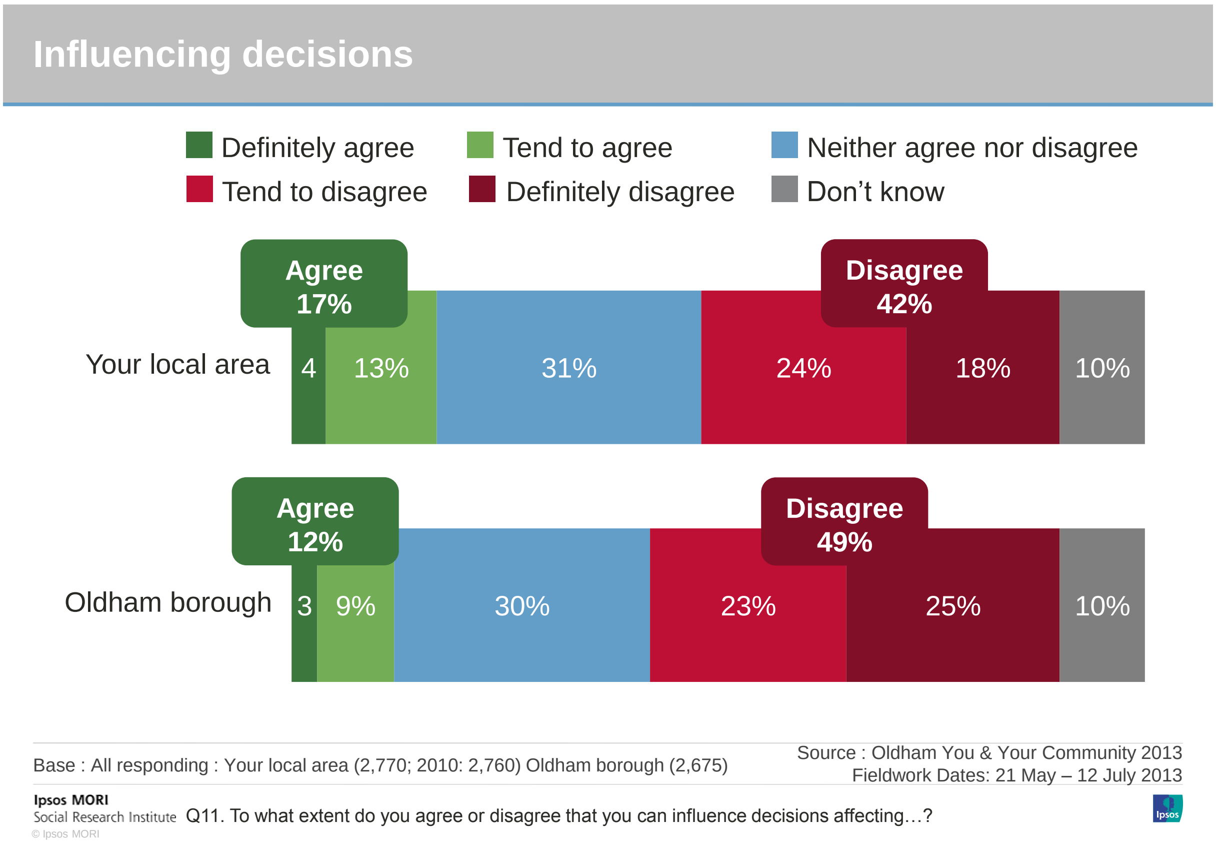
- Those aged 65+ (44%) compared with those of working age (35%);
- Sole occupiers (42%) compared with those in households with resident adult children (28%);
- Retired (43%) and unemployed (50%) respondents compared with those in work (32%);
- Those with net household income below £8,740 a year (45% compared with 37% if it is at least £13,051); and
- Social (45%) and private (47%) tenants compared with owner occupiers (33%).

Feeling informed also varies by attitudes to the area and the Council. For example, it is greater among respondents who are satisfied with their local area (43% compared with 20% of those dissatisfied with the local area) or who agree that the Council provides value for money (74% compared with 17% of those who disagree).

There are no significant differences by wards.

Influence over decisions

One in six respondents (17%) agrees they can influence decisions which affect their local area. This is a significantly higher proportion than agree they can influence decisions which affect Oldham borough as a whole (12% agree for Oldham borough). However, in both cases, far more respondents **disagree** they can influence decisions (42% for affecting the local area and 49% for decisions that affect Oldham borough).



Although a question about influencing decisions in the local area was asked in 2010, the answer scale was very different and therefore comparisons with previous results are not valid[23]. While there has been an apparent drop from 29% agreeing in 2010 to 17% agreeing in 2013, it is not possible to say whether this is because of actual shifts in opinion or because of the use of a different answer scale.

The following groups are significantly more likely to agree they can influence decisions affecting their local area:

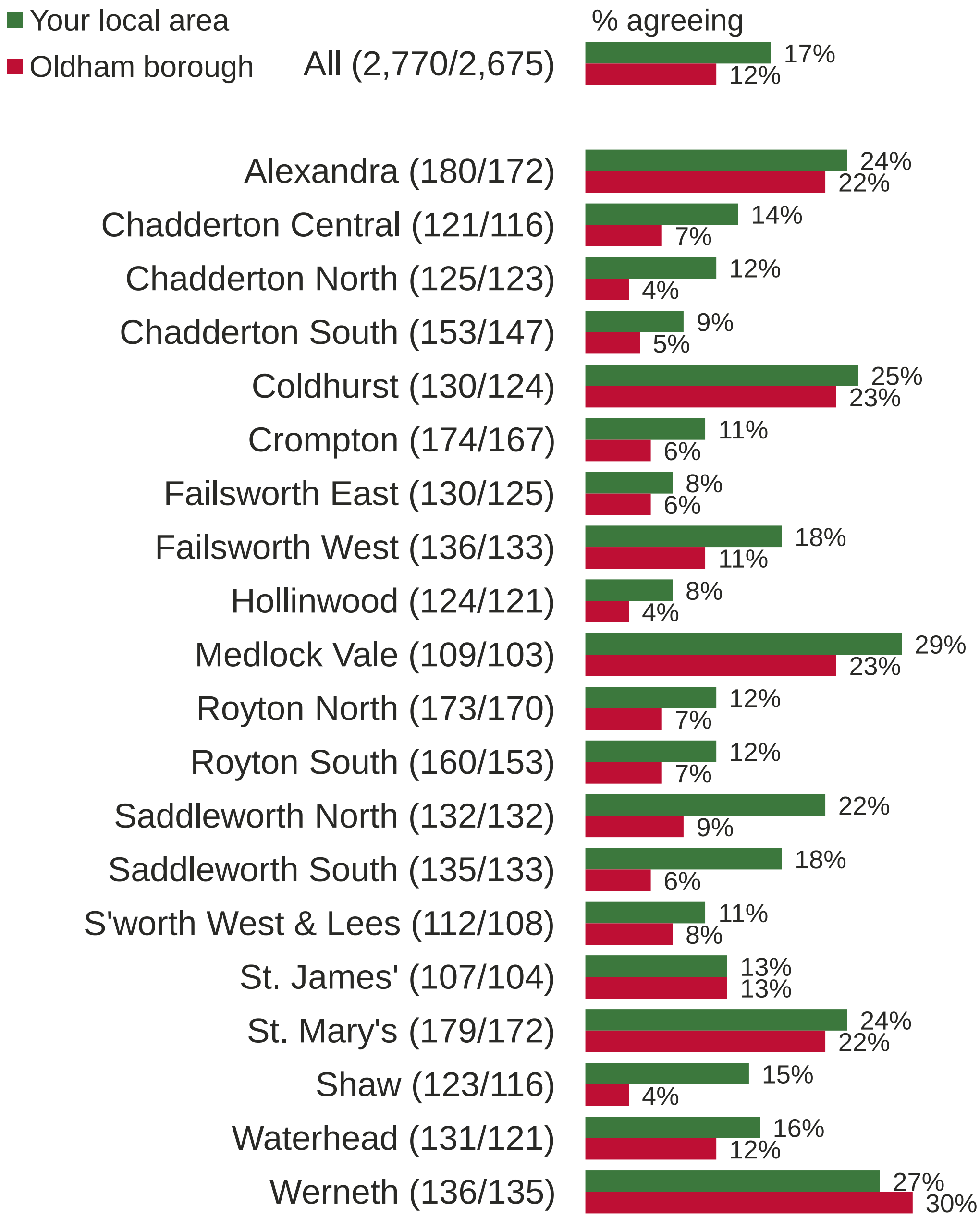
- Men (19%) compared with women (15%);
- BME respondents (33%), and especially those of Pakistani heritage (40%), compared with their White counterparts (13%);
- Those who are unemployed (29%) or looking after home/family (28%) compared with those who are working (16%);

[23] Extensive academic studies into the impact of using a central point into a scale have shown that it is not simply the case that adding in a neutral point means all who previously said "don't know" would move to this point, rather there is also some movement from previously stated positive or negative views into the mid point.

- Respondents with a net household income below £8,740 a year (24% compared with the Oldham average of 17%);
- Those with many future financial concerns (23%) compared with those with no such concerns (16%);
- Respondents in neighbourhoods termed by ACORN to be ‘Poorer Asian families’ (42%) compared to Oldham average (17%);
- Recipients of benefits (22%) rather than non-recipients (15%).

Perceived influence over decisions about the local area is greater in Medlock Vale (29%), Coldhurst (25%), St. Mary’s (24%), Werneth (27%) and Saddleworth North (22%), as opposed to Chadderton South (nine per cent) and Failsworth East (eight per cent).

Agreement that able to influence decisions affecting local area and borough – by ward



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q28. Over the last 12 months, would you say that on the whole your health has been…?

Perceptions of influence over decisions are linked with views on the local area. Respondents who feel they belong to their neighbourhood are more likely to agree they can influence decisions about their local area (20% of those who feel they belong to their neighbourhood agree they can influence decisions compared with nine per cent of those who feel they do not belong to their neighbourhood).

There is much overlap between the groups most likely to agree they can influence decisions affecting the local area and those who say this about decisions affecting **Oldham borough**. The following groups are more likely to agree they can influence decisions affecting the borough:

- Those aged 16-44 years old (16%) compared with Oldham overall (12%);
- BME respondents (29%) and especially those of a Pakistani heritage (37%) compared with White respondents (eight per cent);
- The unemployed (22%) compared with those in work (11%);
- Those in households with net income below £8,740 a year (20%) compared with those in households with an income of at least £38,581 a year (10%);
- Those who have many future sources of financial concern (20%) compared with those with no such worries (10%);
- Respondents in areas categorised by ACORN as ‘Poorer Asian Families’ (39%) and ‘Families with Difficult Finances (23%) compared with 12% overall;
- Recipients of benefits (16%) compared with non-recipients (11%).

Again, perceived influence over decisions is all the greater among those with a strong sense of belonging to the neighbourhood (14% agree they can influence decision compared with seven per cent of those without a sense of belonging).

Perceived influence is greater in Werneth (30%), Coldhurst (23%), Medlock Vale (23%), St. Mary’s (22%) and Alexandra (22%), as opposed to Crompton (six per cent), Chadderton South (five per cent), Shaw (four per cent) and Chadderton North (four per cent).

Community Cohesion

Community Cohesion

This section looks at respondents views on community cohesion and how well groups within the local community get along; it also looks at how people from different backgrounds mix.

It should be noted when reading the results presented here that the survey took place in May to July 2013; the questionnaires were despatched on 21 May, the murder of Private Lee Rigby took place on 22 May 2013. The murder and subsequent events had significant media coverage in the local area. An investigation of the data shows that responses received after 6 June were more negative when considering whether people from different social and ethnic backgrounds can and do get on well together; there were no differences in opinions about whether different ages get on well together. Responses were also more negative about whether having a mix of people made their neighbourhood a more enjoyable place to live. However, there were no differences in perception of the amount of tension between different age, social or ethnic groups and also no changes in perceptions of feeling safe in the local area. Further, despite the initial spike in negativity it would appear that opinions have returned to lower levels fairly soon after the incident. However, this data only covers the period between 21 May and 12 July and so it is not possible to talk about longer term trends. There is a more detailed analysis in the appendices.

Perhaps the greatest change in the results since 2010 has been the decrease in the proportions of people choosing not to answer specific questions covered in this section. While this has often resulted in increases in the proportions giving negative opinions it does mean that Oldham residents are engaging more with the changing population profile in the borough. Further, if more residents feel able to express their opinions this is encouraging for community cohesion in the future as an active debate allows all views to be heard, listened to and understood.

Summary

As in previous surveys, respondents are more positive about age differences (in terms of tensions and the ability for different groups to get along) than about social differences; they are also more positive about social differences than about ethnic differences. Further, there is a positive trend with more people now agreeing that having a mix of different people in their neighbourhood makes it a more enjoyable place to live (35% agree in 2013 compared to 29% in 2010 and 31% in 2006), although it is important to acknowledge that a greater proportion also now disagree with this statement (25% disagree compared to 21% in 2010 and 20% in 2006). This polarisation of views is possible because fewer people are choosing not to answer the question (5% said “don’t know” in 2013 compared to 11% in 2010 and 13% in 2006).

A similar polarisation of views can be seen when looking specifically at the questions relating to community cohesion across different ethnic backgrounds. Greater proportions now express negative views than in 2010: 29% compared to 22% in both 2010 and 2006 disagree that their neighbourhood is a place where people of different ethnic backgrounds get on well together and 26% (compared to 22% in 2010 and 28% in 2006) say there is a great deal or fair amount of tension between different ethnic groups in their neighbourhood. However, greater proportions also now say that there is only a little or no tension between different ethnic groups in their neighbourhood (55% in 2013 compared to 52% in 2010 and 45% in 2006).

A similar pattern is seen with regard to cohesion across different social backgrounds, but respondents are considerably more positive when considering cohesion across different age groups.

At an overall level, the proportions regularly interacting with people from different social and ethnic backgrounds remain static. For interactions between ethnic groups this is more a reflection of increasing interactions in the public sphere (for example at the local shops, on public transport) than in the private sphere (for example spending time with friends, at a place of worship) where the proportions stating they regularly interact are declining.

The main differences in results are between ethnic groups. Respondents of a BME background, especially South Asian, are consistently more positive about the local level of cohesion, whether it is by age, ethnicity or social background. This is despite the fact that they are also most likely to report tensions between different ethnic groups in the vicinity. This is reflected in findings across Oldham: wards nearest to Oldham town centre and with the highest Asian populations have a greater level of reported community cohesion, but also a greater perceived degree of tension between different ethnic groups.

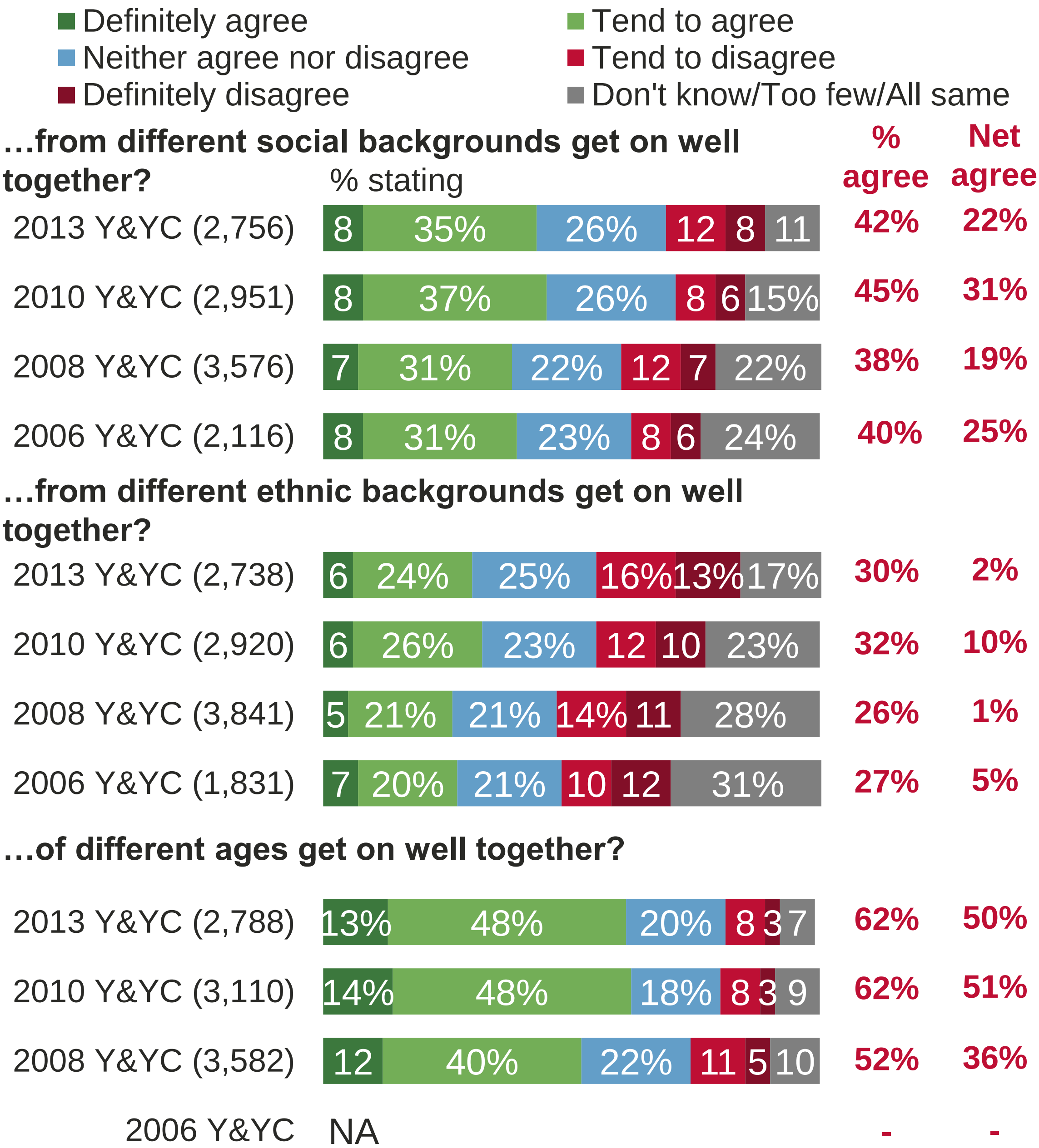
Getting on well together currently

As in 2010, community cohesion is seen to be strongest between people from **different ages**; three in five respondents (62%) agree that these groups get on well together locally, and one eight (12%) disagree. These figures are in line with 2010 results, and significantly more positive than in 2008.

Rather fewer (42%) agree that their neighbourhood is a place where people from **different social backgrounds** get on well together, which is below the level of 2010 (down 3 percentage points) but in line with 2006 (40%). Respondents are more likely to disagree than in 2006 and 2010 (up from 15% and 14% respectively to 20%).

Three in ten respondents (30%) agree that people from **different ethnic backgrounds** get on well together in their locality, and a similar proportion disagree (29%). The proportion who disagree has increased since 2010 and 2006 (by 7 percentage points over both years).

Community cohesion



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q16. To what extent do you agree or disagree that your neighbourhood is a place where people…?

Table 12 : Community cohesion

Base: All responding **To what extent do you agree or disagree that . . .**	**Compared to Oldham overall**	
	Significantly more likely to agree (✓)	**Significantly less likely to agree (X)**
…people from different social backgrounds get on well together (42%)	Pakistani (58%) Muslim (56%) BME (51%) Looking after home (58%) Extended family (61%) Chadderton Central (57%)	Aged 45-64 (38%) White (40%) Royton North (33%) Shaw (29%) Sole occupier (39%) Couple without children (38%)
…people from different ethnic backgrounds get on well together (30%)	Pakistani (56%) Bangladeshi (51%) Muslim (55%) Looking after the home (47%) Income £8,740-£13,050 p.a. (35%) Extended family (51%) Lone parent family (41%) Coldhurst (45%) St. Mary's (40%) Werneth (50%)	Aged 65+ (26%) Aged 45-64 (27%) White (25%) Retired (25%) Couple without children (24%) Royton North (20%) Royton South (19%) Shaw (16%)
…people of different ages get on well together (62%)	White (63%) Owner-occupier (64%) Income >£38,581 p.a. (72%) Non-recipients of benefits (63%) Saddleworth South (85%) Saddleworth North (85%) Saddleworth West and Lees (76%)	Social tenants (54%) Benefit recipients (57%) Net income <£8,740 p.a. (54%) Sole occupiers (54%) Alexandra (47%)

Source: Ipsos MORI

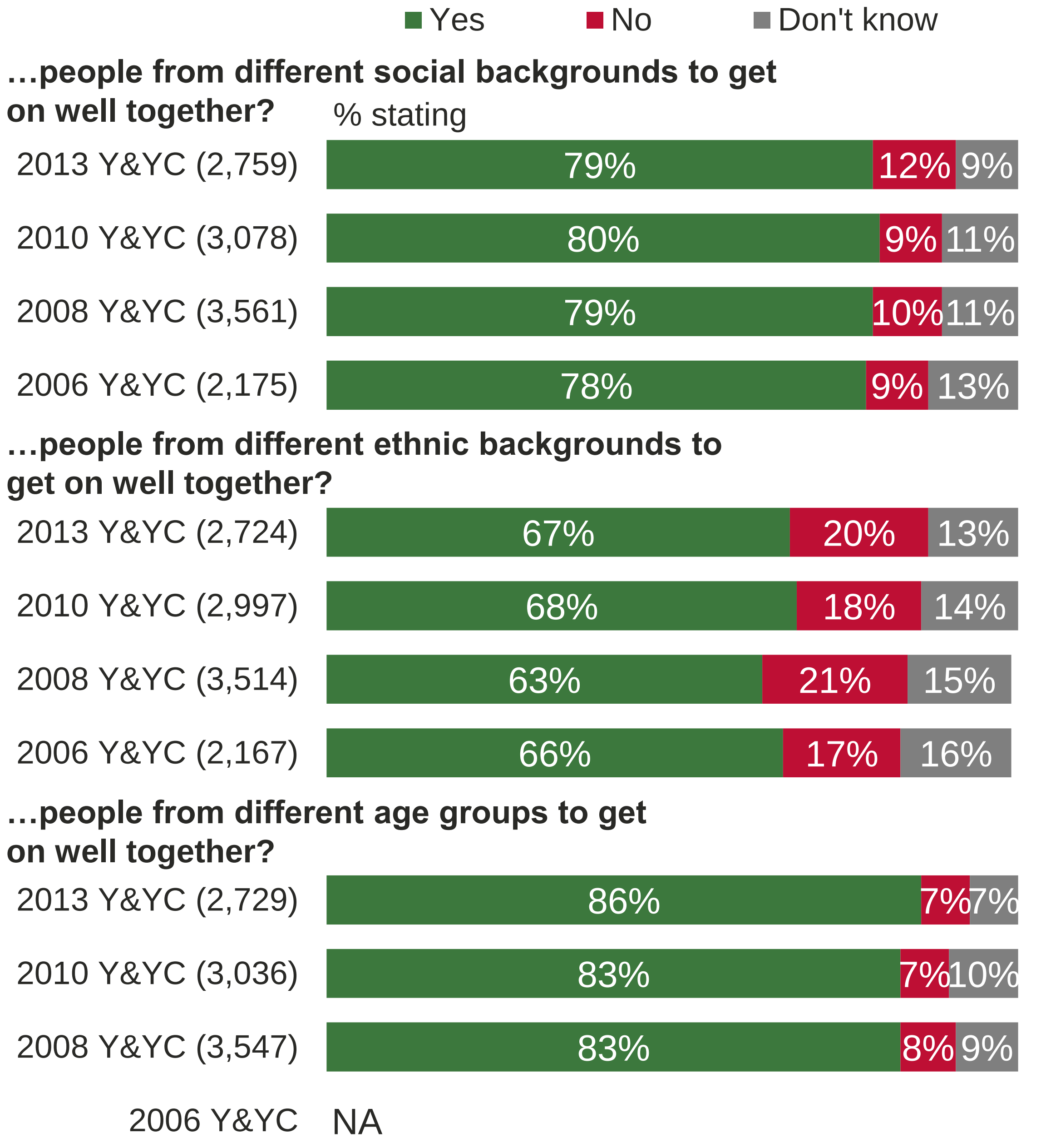
As shown in the table above, BME respondents are the most likely to agree that there is cohesion between those of different social backgrounds and ethnicities. Further, respondents in wards with a relatively high BME population are more likely to agree there is cohesion between those of different ethnicities. The most negative respondents are White, older, and those who live in Royton North and Shaw. However, it is those living in wards which are predominantly white and more affluent who are more likely to agree that different ages can get on well together.

The possibility of getting on well

As with perceived levels of cohesion, respondents most often think it is possible for people from different **age groups** to get on well together (86%), and this figure has gone up significantly since 2010 (from 83%).

Four in five (79%) think it is possible for people from **different social backgrounds** to get on well together, which is identical to 2010 results. Rather fewer, two-thirds (67%), consider it possible for people from **different ethnic backgrounds** to get on well together; this is also in line with results from the last survey.

Community cohesion



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q18. Do you think it is possible for…?

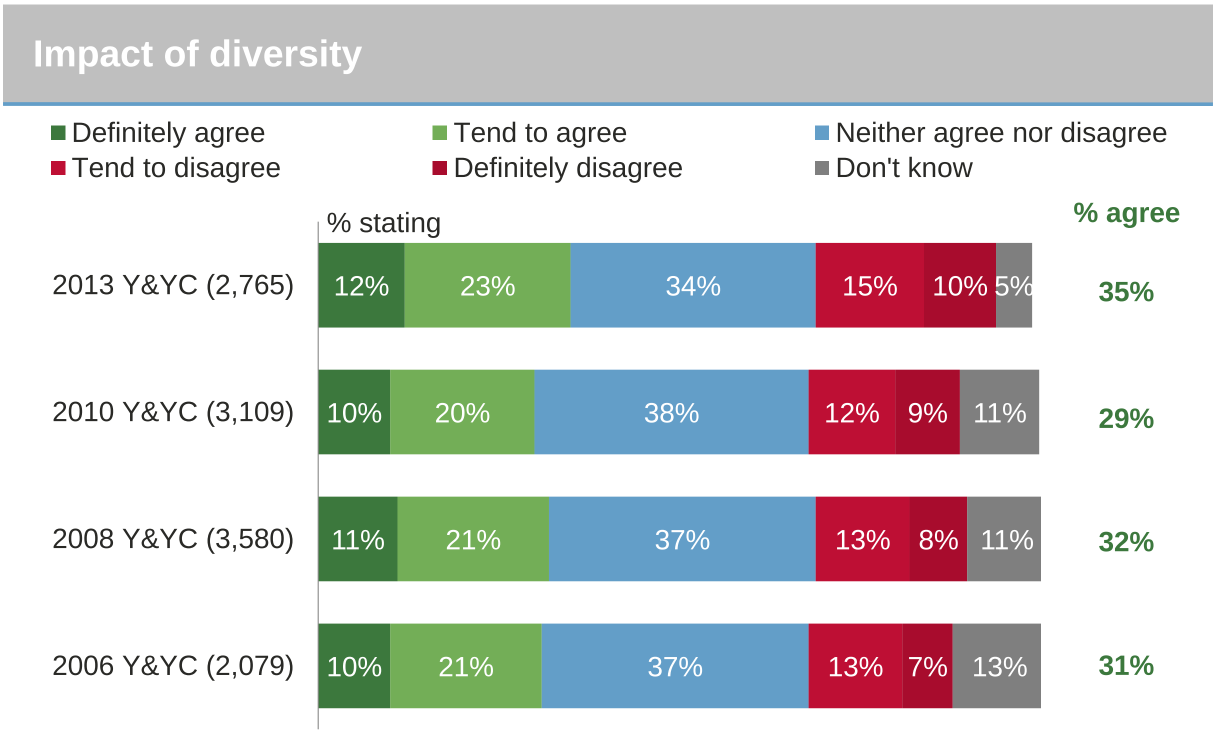
Belief that people from different **social backgrounds** can get on well together is highest among 35-44 year olds (88%), dropping to 70% among those aged 65+. BME respondents (84%) are significantly more likely than their White counterparts (78%) to agree that people from different social backgrounds can get on well with each other.

Belief that people of different **ethnic backgrounds** can get on well is highest among 16-44 year olds (79%), and falls to 47% of those aged 65+. The figure is also higher among BME respondents (84%) rather than White respondents (63%) and this may explain some of the big differences by age: younger Oldham residents are much more likely to belong to a BME group, but retired residents are much more often White.

Agreement that people from different **age groups** can get on well is again highest among 35-44 year olds (90%), but falls to 78% of those above aged 65+. Against the trend, it is White respondents (87%) who are more likely than the Oldham average (86%) to agree with the fact that people from different age groups can get on well together.

Impact of diversity

One in three respondents (35%) agrees that having a mix of different people in their neighbourhood makes it a more enjoyable place to live, which is significantly more than in 2010 (29%). One in four (25%) disagrees, but this figure has also gone up (from 21%)[24]. The main change is that fewer respondents have no opinion either way or say 'don't know' (down from 49% in 2010 to 40% now).



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute

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Q17. To what extent do you agree or disagree that having a mix of different people in your neighbourhood makes it a more enjoyable place to live?

[24] The increase in both positive and negative opinions is possible because a significantly smaller proportion of respondents chose not to answer the question.

Those most likely to agree that having a mix of people makes the neighbourhood a more enjoyable place to live are:

- From a BME background (72%), especially Pakistani (81%) or Bangladeshi (81%), rather than White background (26%);
- Aged 16-24 (59%) falling to just 20% among those aged 65+;
- Private sector tenants (43%) and social tenants (39%) rather than owner-occupiers (32%); and
- Qualified at least to degree/NVQ4 level (43%) compared with those who have no qualifications (33%).

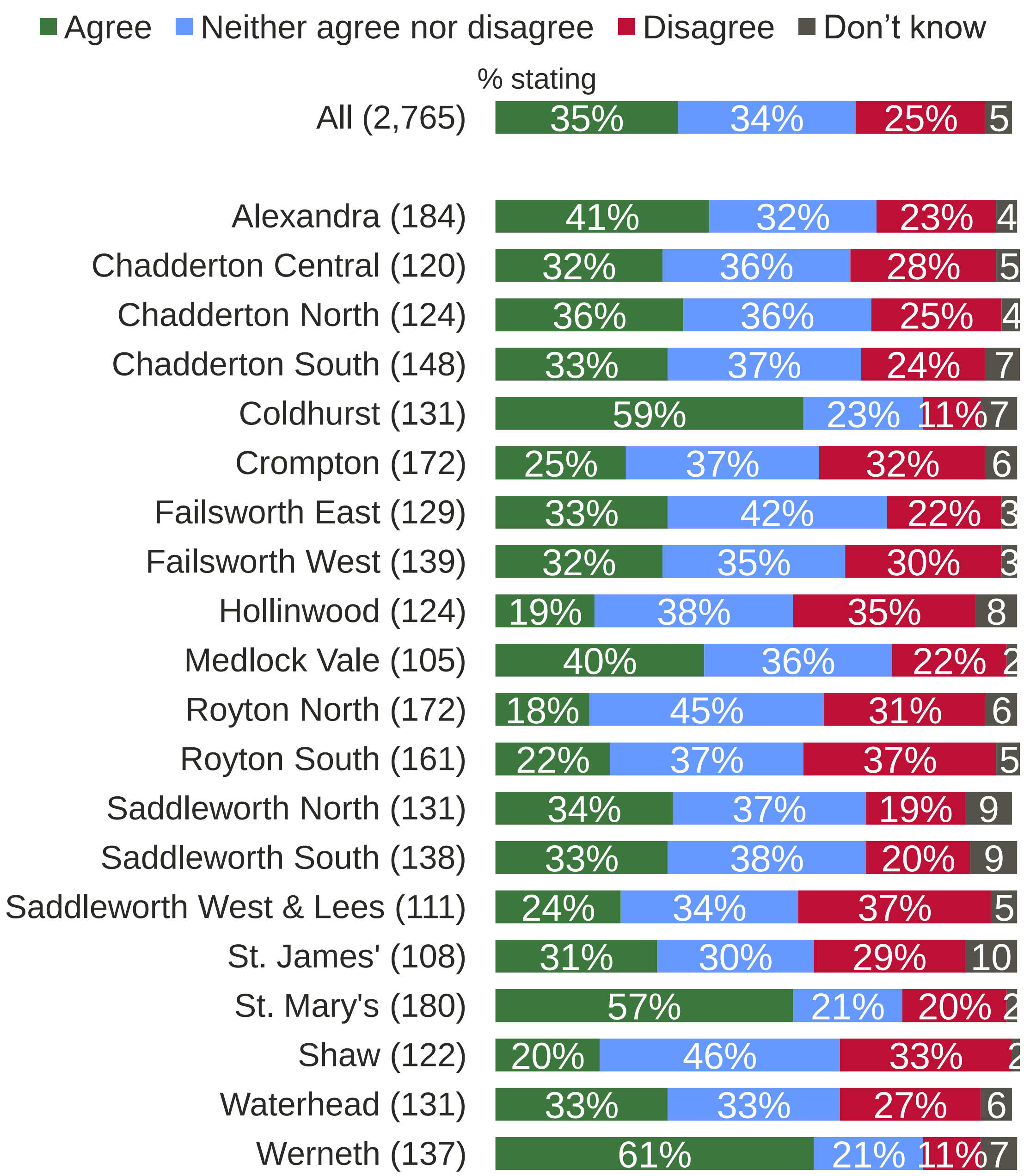
Agreement is also greater among groups with greater economic disadvantages. For example, respondents more frequently find having a mix of people in the neighbourhood to be enjoyable if they themselves:

- Are in a low income household (41% of those with net household income of below £8,740 a year compared with 35% overall);
- Have many future sources of financial concern (43% compared with 26% of those with no such concerns);
- Are unemployed (50%) or looking after home or family (63%) rather than in work (36%);
- Are in receipt of benefits (43% compared with 32% of non-recipients); and
- Live in neighbourhoods identified by ACORN as largely comprising 'Poorer Asian Families' (81%) rather than 'Comfortable Older People' (22%), 'Wealthy Achievers' (27%), 'Stable Suburbia' (29%) or 'Older Social Renters' (29%).

Those who agree that a mix of people is a good thing tend to have a more favourable perception of the neighbourhood. For example, agreement is greater among those satisfied with the local area (39% compared with 27% of those dissatisfied with the local area). It is also greater among respondents who are involved in the local community (48% compared with 32% of those not involved).

Agreement is highest in Werneth (61%), Coldhurst (59%) and St. Mary's (57%), rather than Crompton (25%), Saddleworth West and Lees (24%), Royton South (22%), Shaw (20%), Hollinwood (19%) or Royton North (18%). Disagreement is significantly higher in Royton South (37% disagree) and Saddleworth West and Lees (also 37% disagree) compared to Werneth and Coldhurst (in both wards11% disagree).

Having a mix of people in your neighbourhood makes it a more enjoyable place to live



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute

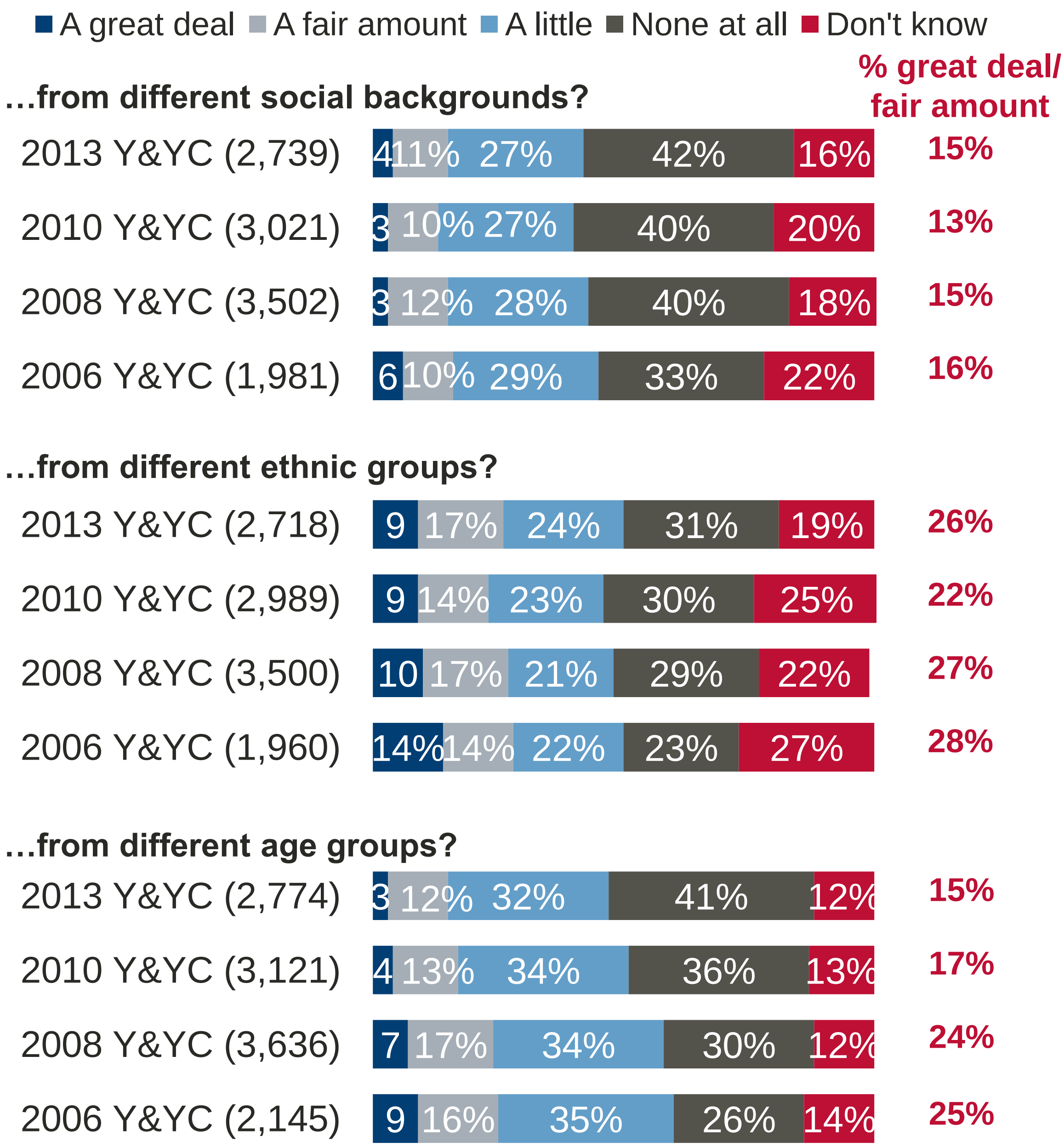
Q17. To what extent do you agree or disagree that having a mix of different people in your neighbourhood makes it a more enjoyable place to live?

Social tension

One in seven respondents believes there is at least *a fair amount* of tension in their neighbourhood between people from **different age groups** (15%) and also from **different social backgrounds** (again, 15%). Reported tension between differing age groups has continued the decline as noted in previous surveys; it is now 10 percentage points below the level of 2006 (15% compared with 25%). However, more respondents now report tension between people of differing social backgrounds (up from 13% in 2010) and this figure is now back at the level found in 2008 (15%).

Considerably more respondents think there is at least *a fair amount* of tension between people from **different ethnic groups** (26%), and this figure has gone up significantly since 2010 (from 22%). It has returned to the levels reported in 2008 (27%) and 2006 (28%).

Social tension



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q19. In your neighbourhood, how much tension would you say there is between people…?

The table below shows the groups of respondents who are more likely than the Oldham average to believe that there is at least a fair amount of tension in their neighbourhood between people from different age groups, social backgrounds or ethnic groups.

Table 13 : Levels of tension in neighbourhood

Base: All answering the question ***Tension in neighbourhood between people…***	**Compared to Oldham overall** **Significantly more likely to say great deal/fair amount**	**Significantly less likely to say great deal/fair amount**
…from different social backgrounds (15%)	Aged 25-44 (18%) Bangladeshi (38%) Muslim (26%) Alexandra (33%) Coldhurst (28%) St. Mary's (28%) Werneth (23%)	Aged 65+ (9%) White (11%) Crompton (6%) Failsworth East (6%) Saddleworth North (5%) Saddleworth West and Lees (4%) Saddleworth South (2%)
…from different ethnic background (26%)	Aged 25-44 (33%) BME (36%) Muslim (36%) Alexandra (45%) Medlock Vale (38%) St. Mary's (35%) Waterhead (36%) Werneth (37%)	White (23%) Crompton (17%) Failsworth West (14%) Saddleworth North (11%) Saddleworth South (4%)
…from different age groups (15%)	Aged 25-44 (18%) Bangladeshi (39%) Pakistani (25%) Muslim (29%) Alexandra (29%) Coldhurst (31%) St. Mary's (31%)	White (11%) Aged 45-64 (11%) Crompton (7%) Failsworth East (7%) Saddleworth North (4%) Saddleworth South (1%) Saddleworth West and Lees (3%)

Source: Ipsos MORI

The table shows that tension is most commonly sensed by non-White ethnic minorities, Muslims, and respondents in wards with the greatest BME and Muslim population. Tension is also sensed more often by those aged 25-44. In contrast, local people report less tension if they themselves are White, or live in the more prosperous wards further from Oldham town centre with predominantly White residents.

Interactions with others

Nine in ten respondents regularly meet and talk with people of a different ethnicity (90%) or social background (91%) in at least one of the situations listed in the charts on the following pages. These findings are very close to those from 2010.

The results from the 2013 survey show that the most common places to mix with people from different ethnic backgrounds remain:

- Local shops (59% compared with 54% in 2010);
- Workplaces (49% compared with 50% in 2010);
- Other public places (43% compared with 44% in 2010);
- Public transport (37% compared with 31% in 2010); and
- Around the neighbourhood (34% compared with 38% in 2010).

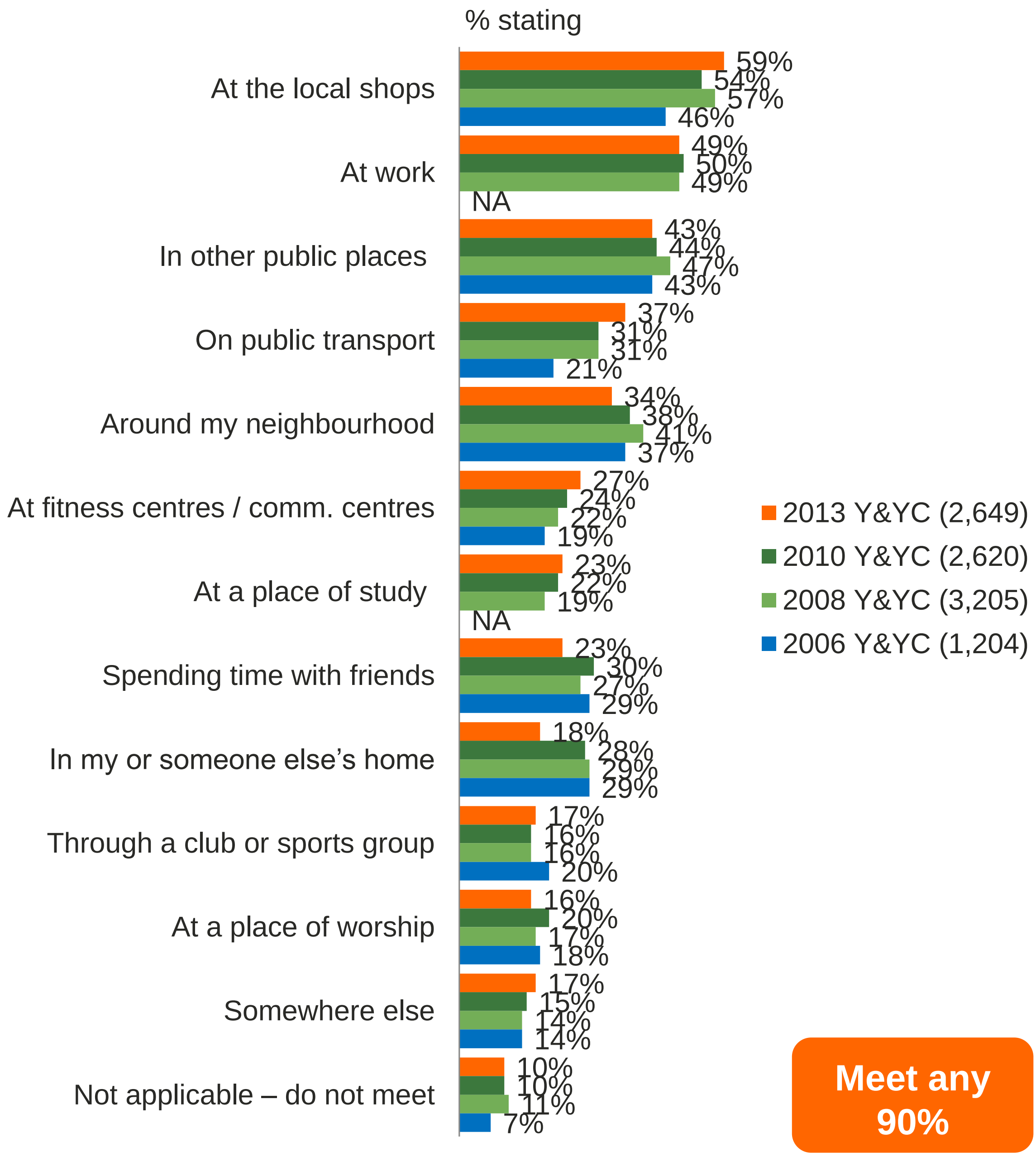
Compared to the results in 2010, and reinforcing the earlier trends, respondents are now more likely to meet people from different ethnic backgrounds at the local shops (59% compared to 54% in 2010), on public transport (37% compared to 31%) and at fitness/community centres (27% compared to 24%). They are now less likely than in 2010 to meet people from different ethnic backgrounds around their neighbourhood (34% compared to 38% in 2010), when spending time with friends (23% compared to 30%), in their own or someone else's home (18% compared to 28%) and at a place of worship (16% compared to 20%). One interpretation of these changes is that respondents perceived their interactions with people from different ethnic backgrounds to be increasing in the public arena but they are choosing to mix socially more with people who share their own background.

Respondents are more likely to meet at least some people of a different ethnic background if they themselves are of working age (94% compared with 77% of those aged 65+) or are non-White (97% compared with 88% of White respondents). The figure is also greater among parents (97% of lone parents and 95% of two-parent families compared with 87% of sole occupiers and 85% of couples with no resident children).

Those with the highest incomes are also more likely to meet at least some people of a different ethnicity (95% of those with net household income of at least £26,571 a year compared with 88% of those with net household income below £13,051 a year).

Contact with at least some people of a different ethnicity is also greater among those who think that people of different ethnicities do get on well locally (97% compared with 87% of those who disagree). It is also greater among those who are involved in the community (94% compared with 90% of those not involved and 81% of those who do not want to be).

Interaction with others : Different ethnic background



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q20. In which of the situations below would you say you regularly meet and talk with people (excluding family members) who are of a different ethnic background to yourself?

The top three places where respondents mix with people from different social backgrounds are similar in order and proportion to those from 2010:

- Local shops (56% compared with 57% in 2010);
- Workplaces (51% compared with 48% in 2010); and
- Other public places (46% compared with 37% in 2010).

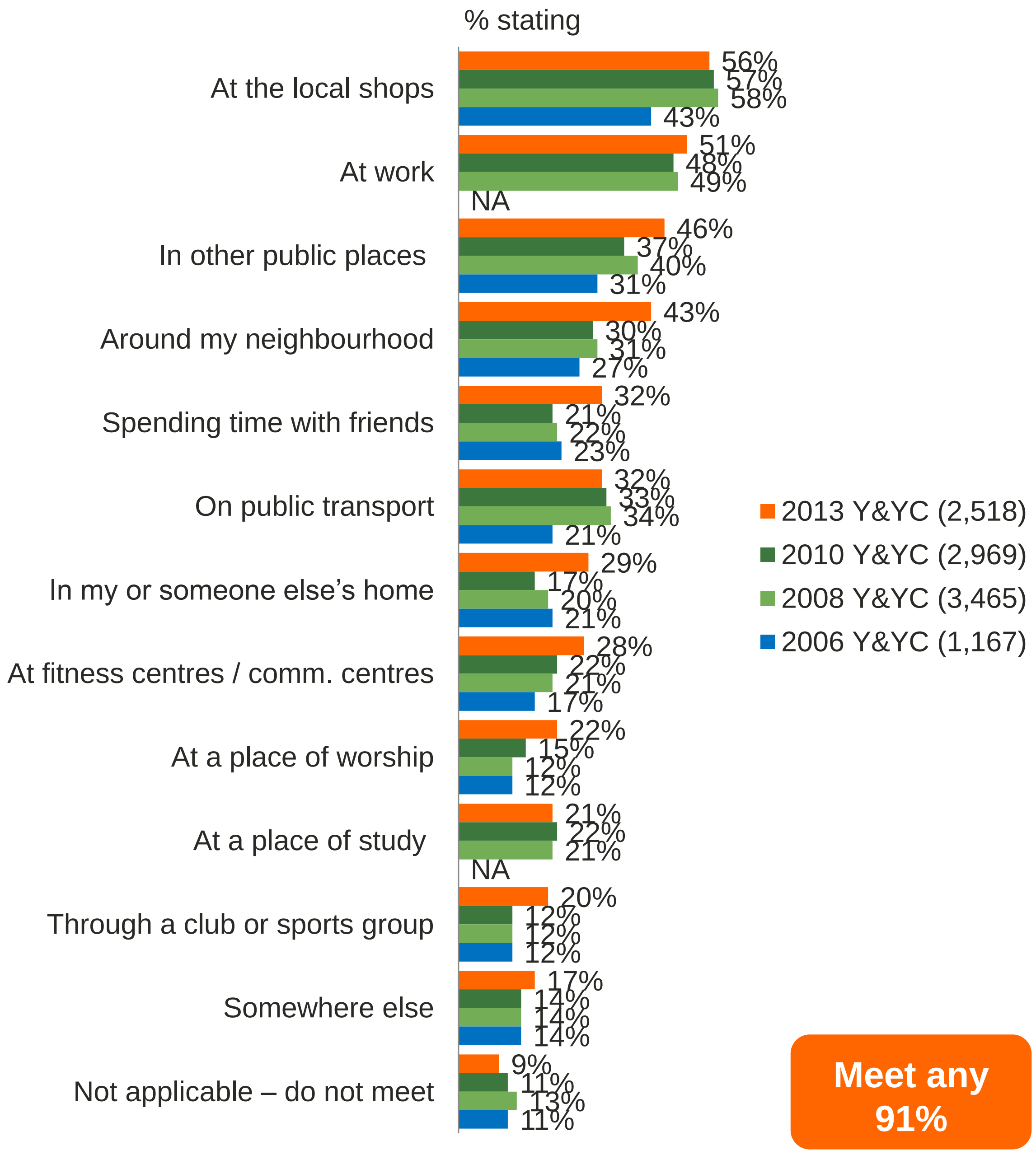
Generally, respondents perceive more interaction between people from different social backgrounds than in 2010, and continuing the trend from earlier surveys, with the proportions for seven situations increasing and none decreasing.

As shown in the results about different ethnic backgrounds mixing, there is a greater chance that respondents will mix with those of a different social background if they are of working age (94% compared with 78% of those aged 65+) or of a BME background (97% compared with 90% of White respondents). The figure is also greater among parents (96% of lone parents and two-parent families compared with 87% of sole occupiers).

Those with high incomes are also more likely to report contact with at least some people of a different social background (96% of those with net household income of at least £26,571 a year compared with 88% of those with a net household income of below £13,051 a year).

Contact with at least some people of a different social background is greater among those who agree that people of different social backgrounds do get on well locally (96% compared with 90% of those who disagree). It is also greater among those involved in the community (95% compared with 91% of those not involved and 83% of those who do not want to be).

Interaction with others : Different social background



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute

Q21. In which of the situations above would you say you regularly meet and talk with people (excluding family members) who are of a different social background to yourself?

Perceptions of safety and anti-social behaviour

Perceptions of safety and anti-social behaviour

This section of the report looks at respondents' perceptions of safety and their experience of anti-social behaviour in their local areas.

Summary

Over four in five respondents (84%) feel safe when out and about in their local area during the day. While this proportion is much lower after dark (55%), it has improved significantly since 2010 (46%). Feelings of safety are comparatively much lower in Oldham town centre, where two in three feel safe during the day (67%) and one in five feel safe after dark (21%).

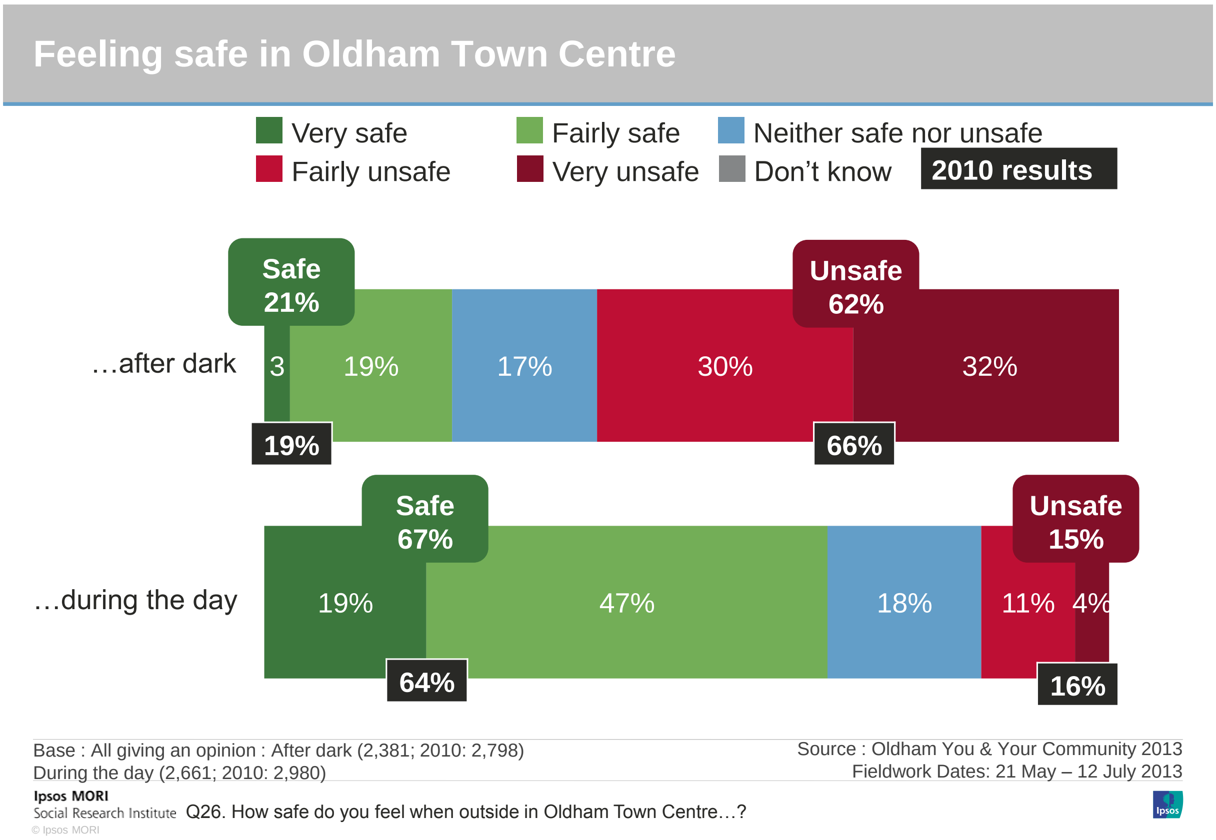
Compared with 2010 results, all forms of anti-social behaviour are now seen as less of a problem. The decline is greatest for teenagers on the streets, litter and rubbish, and vandalism, graffiti or other property damage. Although not a significant change since 2010, problems with drugs and drunkenness are less marked than in 2008.

Overall, one in four (23%) perceives a high level of anti-social behaviour in their area, a significantly lower proportion than in 2010 (27%)[25].

Feeling safe in Oldham town centre

Respondents feel comparatively less safe in Oldham town centre than in their local areas. During the day, two in three (67%) feel safe outside there (compared with 84% in their own local area), and one in seven (15%) feel unsafe. After dark, one in five (21%) feels safe in the town centre (compared with 55% in their own local area) and most actually feel unsafe (62%). On a positive note the proportion feeling unsafe after dark as fallen from 66% in 2010 to 62% in 2013.

[25] Based on the Respect Index, where for Oldham overall, 18% score 11 or more.



Those who are more likely to feel unsafe in Oldham town centre after dark are:

- Women (70% compared with 54% of men);
- White (64% compared with 52% of BME respondents);
- Private tenants (68%) and owner-occupiers (63%) rather than social tenants (55%).

It is those on higher incomes who feel more unsafe in the town centre after dark (69% of those with net household incomes of at least £26,571 a year compared with 58% of those with lower annual incomes). Feeling unsafe in the town centre after dark is also greatest for respondents in households termed by ACORN to be 'Wealthy Achievers' (72%) rather than 'Poorer Asian Families' (50%) or 'Struggling Singles' (48%).

Across the Borough, feeling safe in the Oldham town centre after dark is above the Oldham average (21%) in wards near the centre, such as Alexandra (34%) and Hollinwood (34%). Feeling unsafe is above the Oldham average (62%) in the more distant wards of Saddleworth South (74%), Saddleworth North (72%) and Crompton (72%).

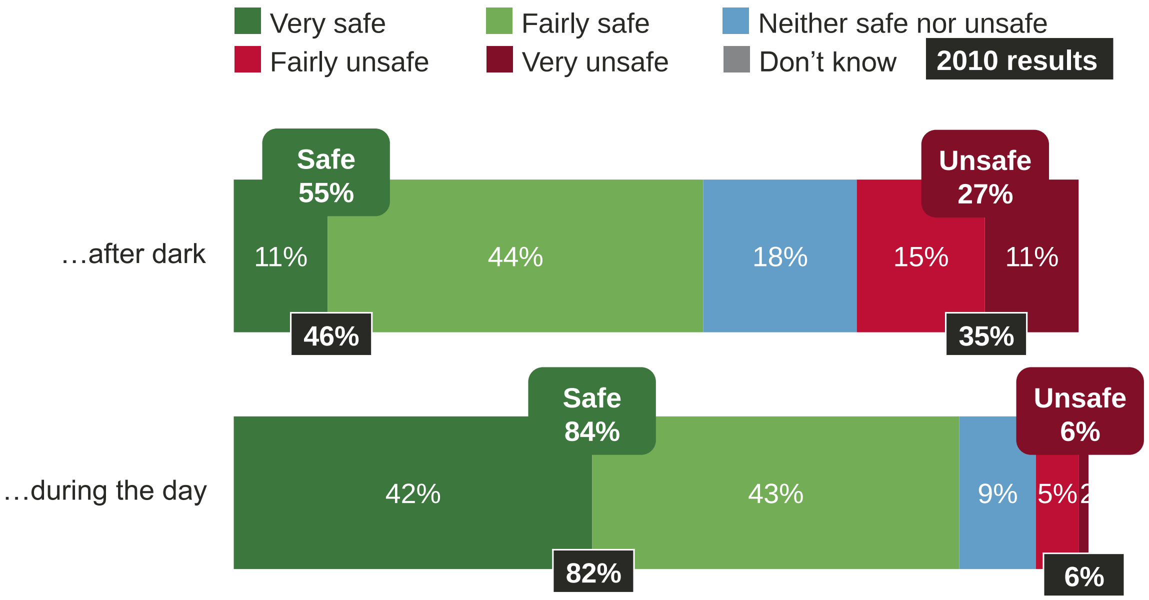
Feeling unsafe in the town centre **during the day** is subject to far fewer variations, except that it is above the Oldham average (15%) in the wards of Saddleworth South (27%) and Royton North (25%).

Feeling safe in the local area

Time of day is a vital determinant of how safe respondents feel in Oldham. Whereas the great majority (84%) feels safe in their local area during the day, the figure is considerably lower after dark (55%). Six per cent of respondents feel unsafe in the day, compared with one in four (27%) after dark.

However, there have been significant improvements in perceived safety after dark. Compared with 2010, more respondents feel safe (up 9 percentage points), and correspondingly fewer feel unsafe (down 8 percentage points).

Feeling safe in the local area



Base : All giving an opinion : After dark (2,729; 2010: 3,087)
During the day (2,756; 2010: 3,099)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute Q25. How safe do you feel when outside in your local area…?

Those respondents who are more likely to feel unsafe after dark are:

- Women (32% compared with 20% of men);
- Aged 65+ (29% compared with 27% overall); and
- From a BME background (34%), especially Bangladeshi (43%), rather than White (24%).

Feeling unsafe is also more common among those with greater economic disadvantages. This includes those aged 45-64 and economically inactive (36% compared with 27% overall) and benefits recipients (33% compared with 24% of non-recipients). Feeling unsafe is also greater among those with a net household income of below £13,051 a year (31% compared with 14% of those with an income of at least £38,581). Similarly, feeling unsafe after dark is more common for respondents in households classified by ACORN as 'Poorer Older People' (35%) rather than 'Wealthy Achievers' (17%), 'Comfortable Older People' (21%) or 'Stable Suburbia' (21%).

Feelings of safety vary greatly according to other attitudes towards the local area. For example, respondents are much more likely to feel unsafe after dark if they are dissatisfied with the area (57% compared with 18% of those who are satisfied with it). Similarly, they are more likely to feel unsafe after dark if they disagree that people of different age groups get on well locally (54% compared with 19% of those who agree).

There is also wide variation between wards. Feeling safe after dark is significantly higher in the affluent and almost entirely White wards of Saddleworth South (91%), Saddleworth North (81%) and Saddleworth West and Lees (73%). This figure is much lower in Medlock Vale (40%) and Coldhurst (43%) which have a far higher level of deprivation and ethnic diversity.

Feeling **unsafe during the day** shows fewer differences. However, feeling unsafe is also greater among Asian respondents (11% compared with five per cent of those who are White) and for respondents in households identified by ACORN as 'Poorer Asian Families'(13% compared with six per cent overall). It is correspondingly highest in wards with a large Asian population such as Coldhurst, Medlock Vale and St. Mary's (all 12% compared to six per cent overall).

Anti-social behaviour

This section looks at perceptions of different forms of anti-social behaviour in the local area. It also examines the combined Respect Index based on the aggregated responses to the questions about anti-social behaviour.

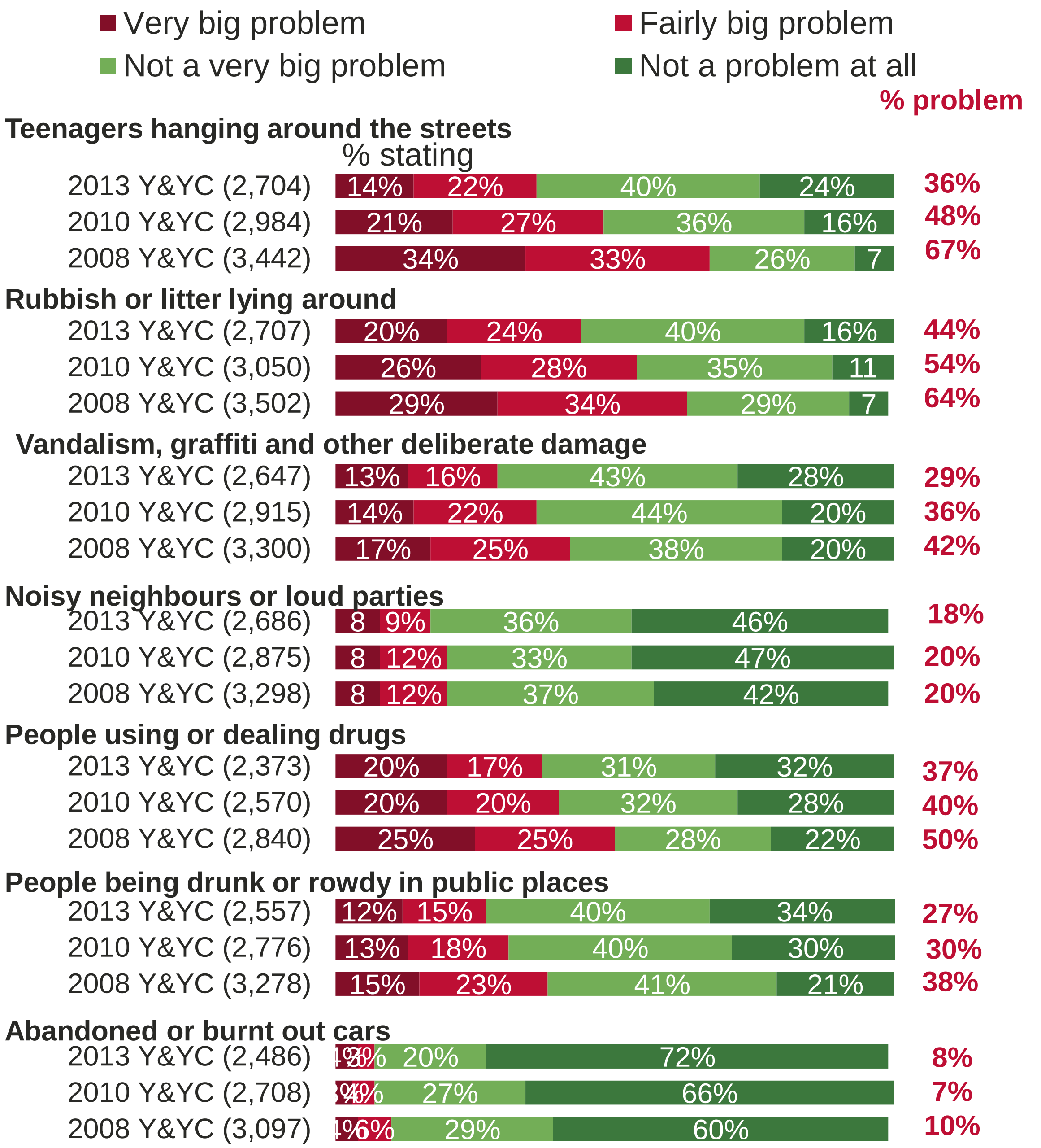
Anti-social behaviour factors

Respondents were given a list of seven potential types of anti-social behaviour in their local area and asked how much of a problem they thought each of them to be. The most common is rubbish and litter scattered around, identified as a problem by over two in five respondents (44%). More than one in three also reports a local problem with drugs (37%) or teenagers on the streets (36%).

Respondents are slightly less likely to say there is a local problem with vandalism, graffiti and other property damage (29%) and drunk or rowdy behaviour in public places (27%). They are least likely of all to identify problems with noisy neighbours (18%) or burnt out or abandoned cars (eight per cent).

As shown on the chart on the following page, the incidence of some of these problems has fallen considerably as part of a downward trend since 2008. Compared with 2010, fewer respondents report a problem with teenagers on the streets (down 12 percentage points), litter and rubbish (down 10 percentage points) or vandalism, graffiti or other property damage (down seven percentage points). While there has not been a significant decrease since 2010, the proportion saying that drug use and dealing is a problem is now significantly lower than in 2008.

Anti-social behaviour issues



Base : All giving an opinion (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q27. Thinking about this local area, how much of a problem do you think each of the following are?

The table below shows how perceptions of anti-social behaviour problems vary across the wards of Oldham. It clearly shows that problems are concentrated much more heavily in the most urban and deprived wards near the town centre: Alexandra, Coldhurst, Medlock Vale, St. Mary's and Werneth. Correspondingly, problems are least acute in the wards of Saddleworth, furthest away from the town centre.

Table 14 : Anti-social behaviour by ward

	Compared to the borough overall	
Base: All giving an opinion	**Significantly more likely to be a problem (X)**	**Significantly less likely to be a problem (✓)**
Rubbish or litter lying about (44%)	St. Mary's (71%) Werneth (71%) Medlock Vale (62%) Coldhurst (59%)	Royton South (33%) Shaw (33%) Royton North (31%) Saddleworth West and Lees (29%) Chadderton Central (29%) Saddleworth South (21%) Saddleworth North (18%)
Teenagers hanging around the streets (36%)	St. Mary's (56%) Werneth (56%) Coldhurst (54%) Hollinwood (50%) Alexandra (48%)	Royton North (25%) Chadderton Central (24%) Saddleworth South (16%) Saddleworth West and Lees (10%) Saddleworth North (7%)
Vandalism, graffiti and other deliberate damage (29%)	Coldhurst (52%) Medlock Vale (45%) St. Mary's (45%) Werneth (43%)	Royton North (21%) Chadderton Central (19%) Shaw (19%) Saddleworth West and Lees (18%) Royton South (17%) Chadderton South (16%) Saddleworth South (14%) Saddleworth North (8%)
Noisy neighbours or loud parties (18%)	Waterhead (36%) Alexandra (33%) Coldhurst (29%) St. Mary's (28%)	Crompton (10%) Royton North (8%) Saddleworth West and Lees (8%) Failsworth East (7%) Saddleworth North (6%) Saddleworth South (4%)
Abandoned or burnt out cars (8%)	Coldhurst (20%) Werneth (19%) St. Mary's (18%) Alexandra (16%)	Failsworth East (1%) Saddleworth West and Lees (1%) Saddleworth North (*%)

Table 14 : Anti-social behaviour by ward

Base: All giving an opinion	Compared to the borough overall: Significantly more likely to be a problem (X)	Compared to the borough overall: Significantly less likely to be a problem (✓)
People using or dealing drugs (37%)	Coldhurst (73%) St. Mary's (66%) Werneth (66%) Medlock Vale (58%) Alexandra (51%)	Failsworth East (27%) Crompton (26%) Royton North (25%) Chadderton South (24%) Chadderton Central (23%) Royton South (21%) Saddleworth West and Lees (21%) Saddleworth South (12%) Saddleworth North (11%)
People being drunk or rowdy in public places (27%)	Alexandra (46%) Coldhurst (45%) St. Mary's (38%) Shaw (37%)	Chadderton South (16%) Chadderton Central (17%) Saddleworth South (10%) Saddleworth North (8%)

Source: Ipsos MORI

Respect Score (previously NI 17)

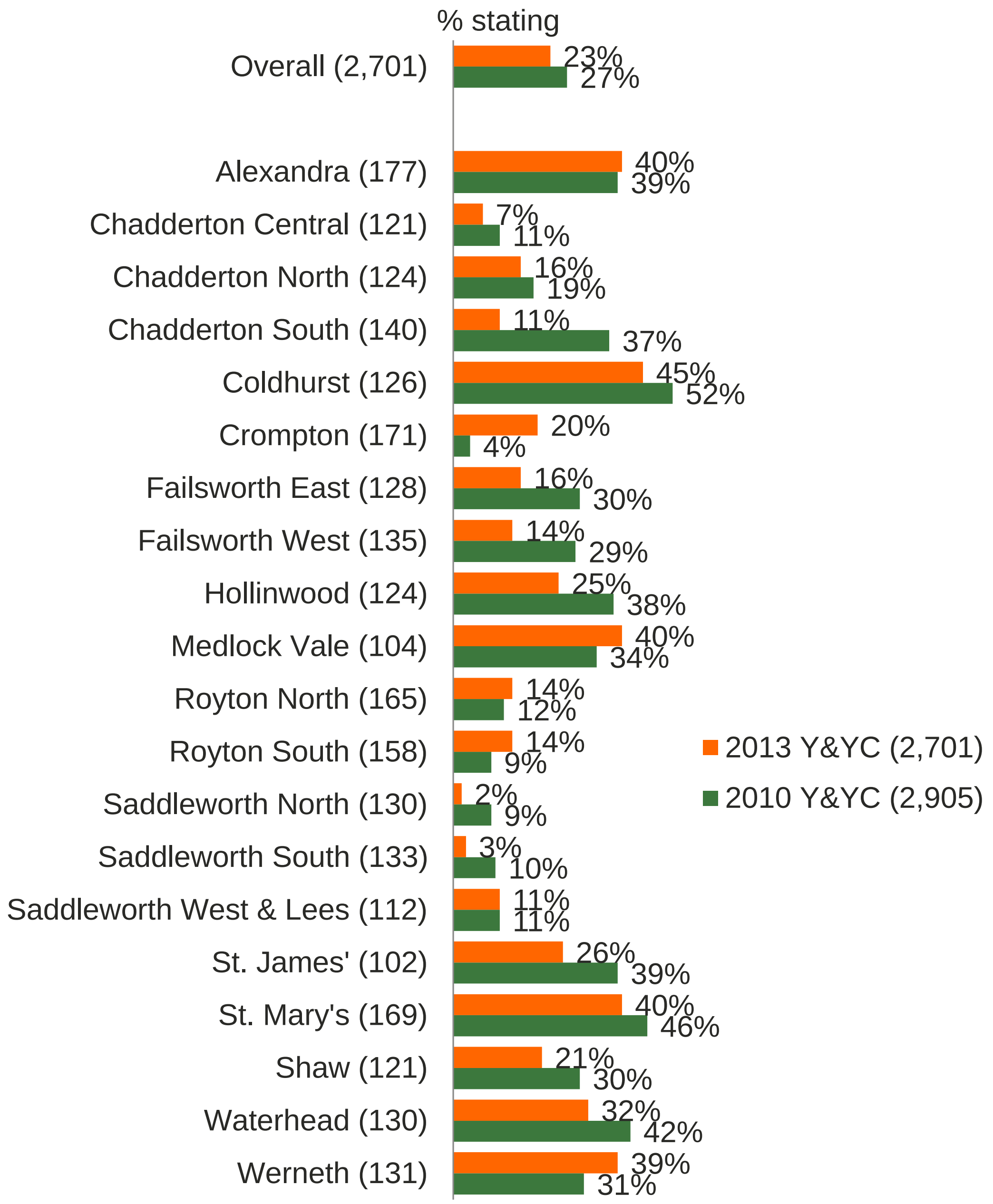
The results from the question about anti-social behaviour are combined into an overall index to allow easy comparisons across multiple behaviours. Overall just under one quarter of respondents (23%) has a score 11 or more on the Respect Index, which indicates that they perceive a high level of antisocial behaviour in their local area. This is a significant decrease from 2010 when just over a quarter of respondents (27%) perceived a high level of antisocial behaviour in their local area.

The chart on the following page shows that the wards more likely to have a Respect Index score of at least 11 are Coldhurst (45%), Alexandra, Medlock Vale and St. Mary's (all 40%) and Werneth (39%). The proportion is lowest in Saddleworth North (two per cent), Saddleworth South (three per cent) and Chadderton Central (seven per cent).

The proportions giving a score of at least 11 have fallen in: Chadderton South (from 37% to 11%), Failsworth East (30% to 16%), Failsworth West (29% to 14%), Hollinwood (38% to 25%), St. James' (39% to 26%), Saddlewortrh North (9% to 2%) and Saddleworth South (10% to 3%). The proportion has increased in one ward: Crompton (from 4% to 20% giving a score of 11 or more).

Respect index by ward

Percentage of respondents who perceive high levels of ASB in their local area (11+ on Respect Index)



Base : All respondents (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Across other key groups of respondents, those most likely to have a high perception of anti-social behaviour (a score of at least 11) are:

- Younger age groups (30% of those aged 16-44 compared with 12% of those aged 65+);
- BME respondents generally (46%) and those of an Asian background in particular (49%), compared with White British respondents (16%);
- Social tenants (27%) and private tenants (29%) compared with owner-occupiers (20%);
- Lone parents (41%) and those who live with extended family (47%) compared with respondents who live alone (17%) and couples without resident children (16%)

A score of at least 11 is also more common among groups who have greater economic disadvantages. This includes those with a low net household income (31% if it is less than £8,740 a year compared with 14% if it is more than £38,581 a year) and recipients of benefits (31% compared with 20% of non-recipients). The figure is highest of all for respondents in households categorised by ACORN as ‘Poorer Asian Families’ (55% compared with six per cent for those termed ‘Urban Prosperity’, 10% for ‘Comfortable Older People’, 11% for ‘Wealthy Achievers’ and 14% for ‘Stable Suburbia’).

A high score of at least 11 also corresponds with critical attitudes towards life in Oldham. For example, respondents are more likely to have such a high score if they are dissatisfied with the local area (55% compared with 14% of those who are satisfied) or dissatisfied with life in general (39% compared with 18% of those who are satisfied).

The Council and public services

The Council and public services

This section explores respondents' overall attitudes to Oldham Council and the relationship they have with local public services. This includes how engaged they are with the services which the council provides and how satisfied they are with these services.

Summary

Satisfaction with council and public services has been re-introduced as a section for the first time since 2008. Respondents are evenly split on the overall performance of the Council, with one in three satisfied (34%), but an almost equal proportion dissatisfied (31%). In terms of value for money, respondents are distinctly more critical than positive; two in five (42%) disagree that the Council provides value for money, which is twice the proportion that agrees (21%).

Parks, play areas and open spaces are the most widely used services, while cultural facilities (e.g. Gallery Oldham, the Coliseum Theatre) are used the least frequently. Use of sports and leisure facilities and parks and play areas is greater among younger respondents and families with children. Those with higher household incomes are also more likely to use these services frequently. Use of local libraries is greater among BME respondents, parents, women and those with the lowest household incomes. BME respondents are also more likely to use local cultural facilities.

Satisfaction with council services is greatest for bins and recycling collection, followed by street cleaning, but it falls to a very low level for road and pavement maintenance. Among the respective users of non-universal services[26], satisfaction is highest with cultural facilities and libraries, followed by parks, play areas and open spaces. However, it is rather lower among users of sports and leisure facilities. For all non-universal services, satisfaction is higher for frequent users than for the overall population.

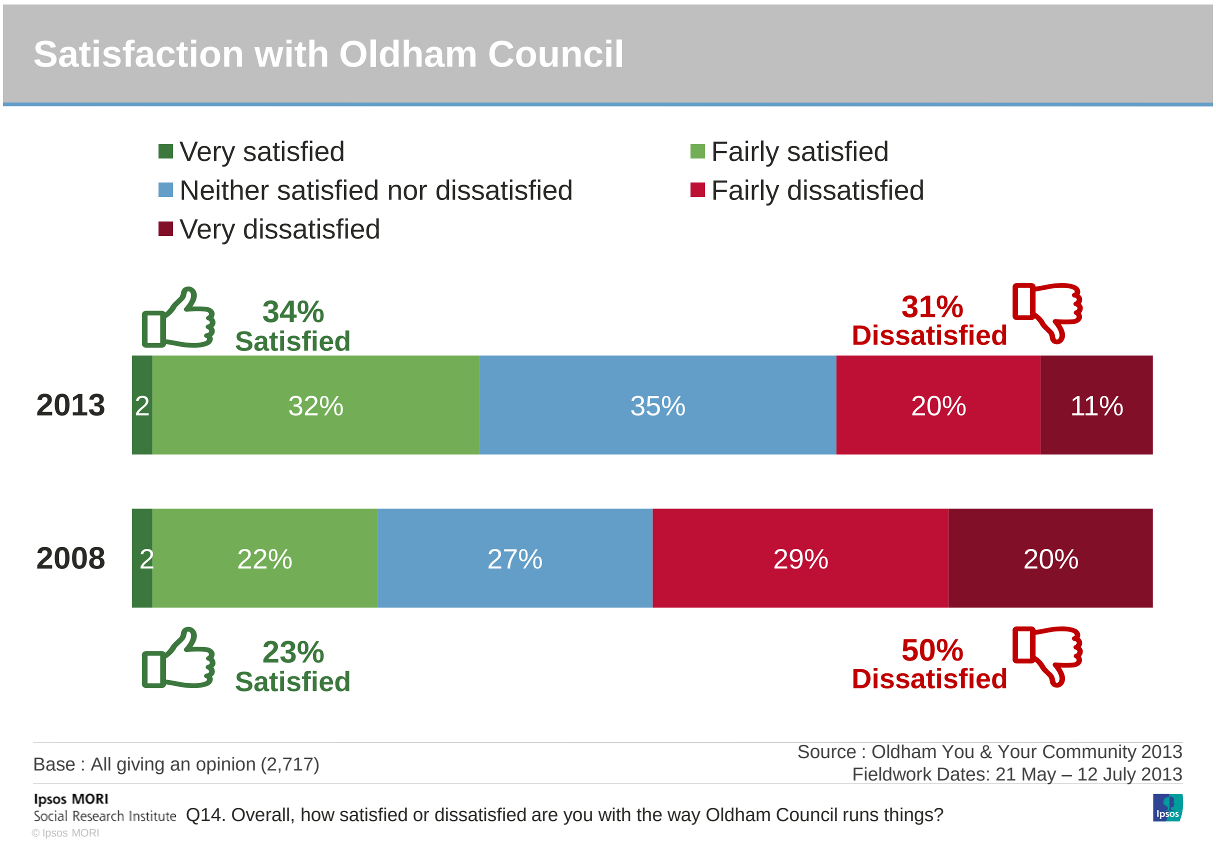
Overall satisfaction with the Council

Opinion on the Council's performance is evenly divided. One in three respondents (34%) is satisfied with how well it runs things, but an almost equal number (31%) is dissatisfied. One in three (35%) has no opinion either way on the Council's performance.

While satisfaction with the council has increased since the 2008 Place Survey (23% satisfied in 2008), it remains lower than the Ipsos MORI comparator norms[27]:

- Highest = 64%;
- Lowest = 34% (Oldham 2013);
- Nearest statistical neighbour = 48% satisfied.

[26] The council provides different types of services: 'universal services', which are provided to all residents in the borough, and 'non-universal services' which are still provided for all but which residents can choose whether to use or not.
[27] Based on 14 postal surveys conducted for local authorities since August 2011



Satisfaction with the Council is greater among the following demographic groups:

- Those aged 65+ (39% compared with 30% of 45-64 year olds);
- Lone parents (49% compared with 34% overall);
- Private tenants (49%) and social tenants (39%) rather than owner-occupiers (31%); and
- Those who moved into their neighbourhood in the last 10 years (41% compared with 30% of those who have lived there longer).

Satisfaction with the Council is also more marked among groups that face greater economic disadvantages. This includes:

- Those with the lowest net household incomes (41% if this is below £8,740 a year compared with 30% if income is at least £38,581 a year);
- Respondents with no qualifications (43% compared with 34% overall);
- Recipients of benefits (39% compared with 33% of non-recipients);
- Respondents categorised by ACORN as ‘Older Social Renters’ (42% compared with 30% in ‘Stable Suburbia’).

Satisfaction with the Council is not surprisingly much greater among those who agree it also provides value for money (89% compared with seven per cent who disagree). It is also higher among respondents satisfied with their local area (42% compared with 12% of those dissatisfied with their local area).

Across wards, satisfaction is highest in Failsworth West (47%) and Alexandra (46%); it is significantly below average in Shaw (24%).

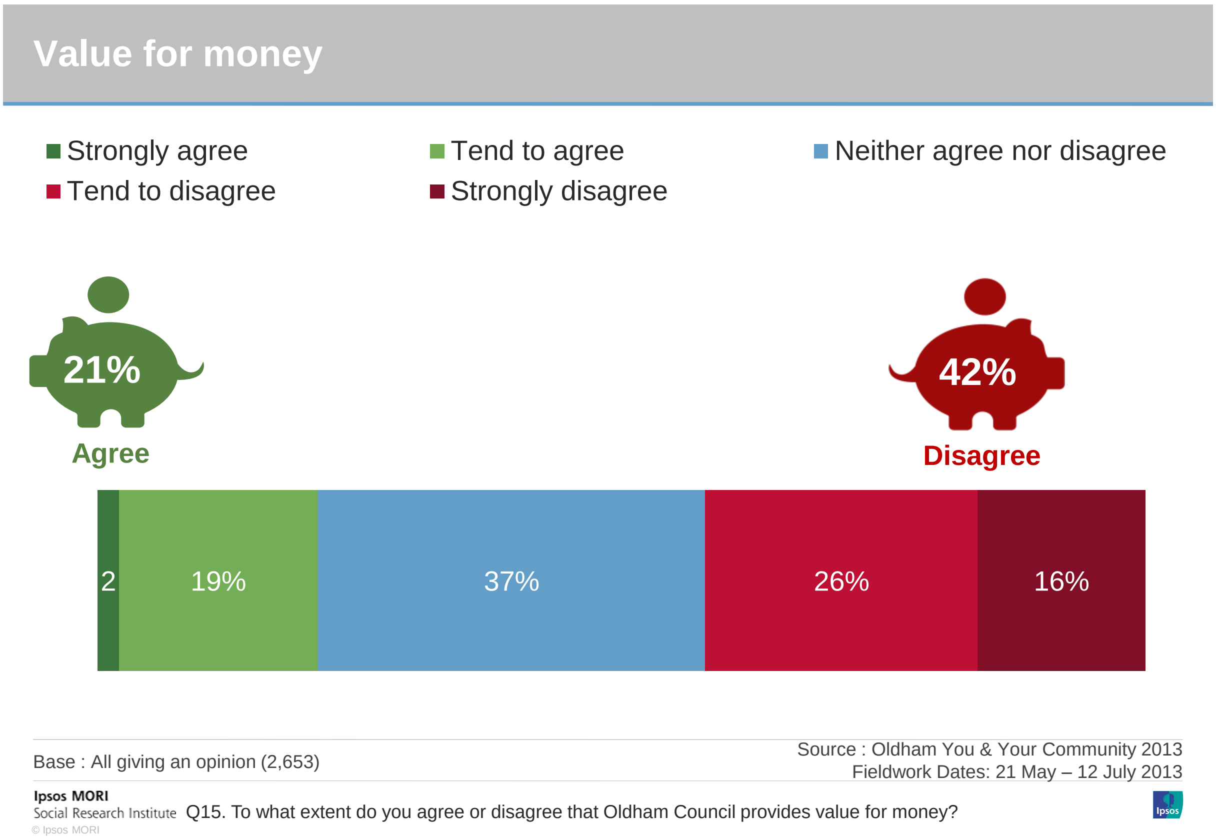
Value for money

Value for money has long been known to be linked to satisfaction with councils overall. In a climate of austerity when local authorities are asked to find new ways to deliver and fund services, they will need to work hard to ensure respondents still believe they are getting value for money from their council.

The following chart shows that two in five respondents (21%) agree that the Council provides value for money, they are twice as likely to disagree (42%), although one in three (37%) is neutral.

While agreement that the council offers value for money has increased since the 2008 Place Survey (16% agreed in 2008), it remains lower that the Ipsos MORI comparator norms[28]:

- Highest = 46% agree;
- Lowest = 21% (Oldham 2013);
- Nearest statistical neighbour = 41% satisfied.



The following demographic groups are more likely to disagree that the Council offers value for money:

- Those of working age (42% compared with 37% of those aged 65+);
- Owner-occupiers (44%) rather than social tenants (37%) or private tenants (30%);
- Those who have lived in their neighbourhood for more than 20 years (46% compared with 42% overall); and
- Carers (48% compared with 39% of those who are not carers).

28 Based on 14 postal surveys conducted for local authorities since August 2011

Disagreement is also above the Oldham average (42%) among respondents facing many current financial concerns (54%) or having many future sources of financial concern (58%).

On the other hand, respondents on a low income are more likely to agree that the Council provides value for money (25% of those with net household income below £8,740 a year compared with 21% overall). So are those who have no qualifications (26% compared with 20% of those qualified at least to NVQ4/degree level).

Perceived value for money is highest in Failsworth West (35%) and Alexandra (33%), especially compared with Crompton (13%) and Shaw (13%).

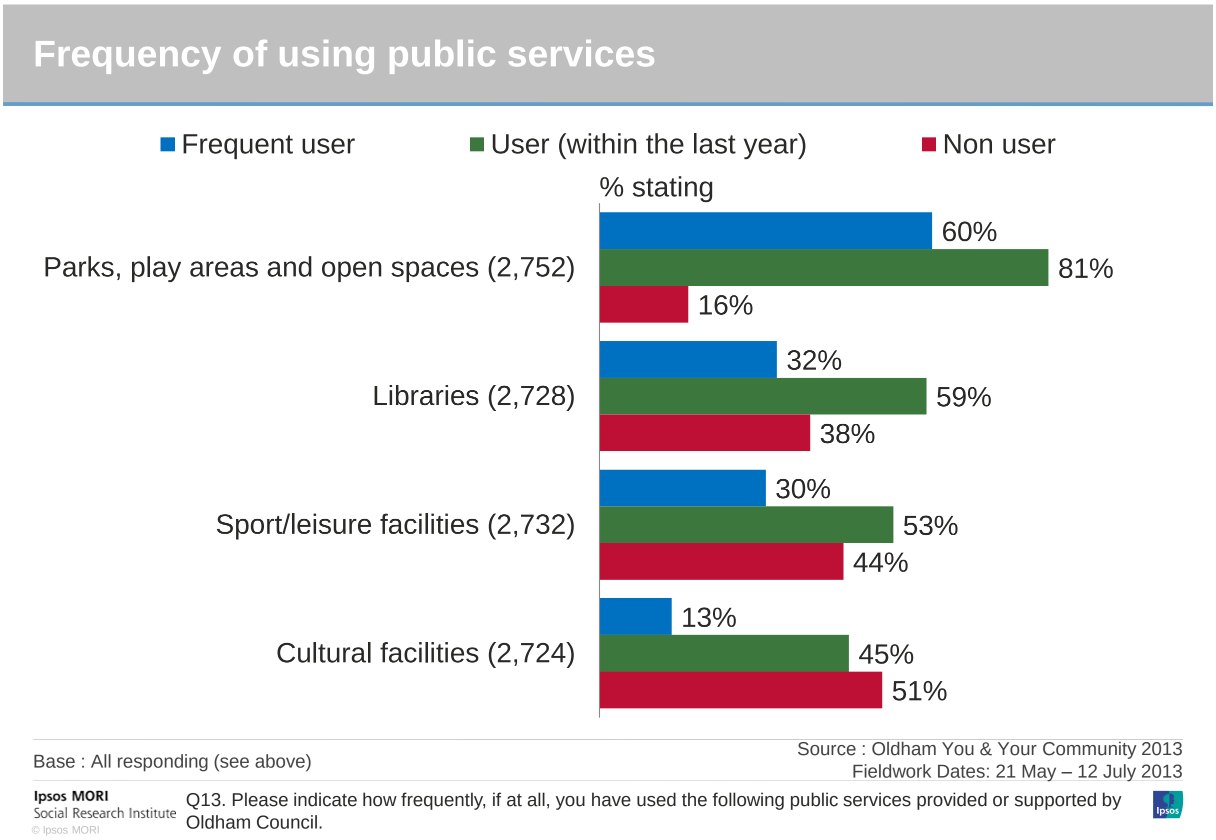
Use of local services

The sections below distinguish 'universal services', which are provided to all residents in the borough, from 'non-universal services' which are still provided to all, but used by only a proportion of local people.

Respondents were provided with a list of services and asked how frequently they use them ranging from 'almost every day' to 'longer than 1 year ago' and 'never used'. To aid understanding of patterns of use, we have grouped respondents by how frequently they use a service:

- 'frequent users' use the services at least once a month or more often;
- 'users' have used the service in the last year, and therefore include frequent users; and
- 'non-users' have not used the service in the last year.

The following chart shows that parks, play areas and open spaces are the most widely used services, while cultural facilities (e.g. Gallery Oldham and the Coliseum Theatre) are used the least frequently.



There are certain groups of respondents who are significantly more or less likely to use each service. For example:

- Those involved in the local community and those who agree that the council provides value for money are more likely to use all these public services than those not involved or who disagree that the council provides value for money;
- Use of sports facilities in the last year is most common in Saddleworth North (64% compared with 53% overall), but below average in Chadderton South (42%). Frequent use is most common in Saddleworth South (40% compared with 30% overall);
- In the last year use of libraries is above average in St. Mary's (75% compared with 59% overall). Frequent use is most marked in St. Mary's (45%), Coldhurst (43%) and Werneth (43%) compared with 32% across the borough;
- Frequent use of cultural facilities is higher than average in St. Mary's (21% compared with 13%), but lower in Royton South (six per cent);
- Respondents in Shaw are most likely to have used parks, play areas and open spaces in the last year (90%), but use is below average in Coldhurst (69%) and Hollinwood (71%). Frequent use is again greatest in Shaw (70% compared with 60% overall).

The following table shows variations in the use of non-universal services across other key groups. Use of sports and leisure facilities and parks and play areas is greater among younger respondents and families with children. Those with higher household incomes are also more likely to use these services frequently.

Use of local libraries is greater among BME respondents, parents and those with the lowest household incomes. BME respondents are also more likely to use local cultural facilities.

Table 15 : Frequent use of non-universal services

	Compared to the borough overall	
Base: All responding	**Significantly more likely to be a frequent user (✓)**	**Significantly less likely to be a frequent user (X)**
Sports/leisure facilities (30%)	Aged 25-44 (41%) Lone-parent family (42%) Two-parent family (43%) Extended family (46%) Working (36%) Income of £26,571-£38,580 p.a. (40%) Income of £38,581+ p.a. (41%)	Aged 45-64 (25% Aged 65+ (21%) White (29%) Sole occupiers (18%) Unemployed (18%) Retired (23%) Income below £8,740 p.a. (22%) Income of £8,740-£13,051 p.a. (25%)
Libraries (32%)	Women (35%) Aged 25-44 (39%) BME (50%) Asian (49%) With children at home (41%) Working part-time (42%) Unemployed (47%) Income below £8,740 p.a. (40%)	Men (29%) Aged 45-64 (26%) White (27%) Sole occupier (27%) Couple without children (25%) Adult child at home (21%) Working full-time (25%) Income of £38,581+ p.a. (19%)
Cultural facilities (13%)	BME (20%) Asian (22%) Extended family (24%) Retired (15%)	Aged 45-64 (11%) White (11%) Working (10%) Income of £38,581+ p.a. (7%)
Parks, play areas and open spaces (60%)	Aged 25-44 (74%) Lone-parent family (73%) Two-parent family (81%) Working (67%) Income of £26,571-£38,580 p.a. (68%) Income of £38,581+ p.a. (76%)	Aged 45-64 (55%) Aged 65+ (44%) White (59%) Sole occupier (46%) Adult child at home (52%) Retired (48%) Income below £8,740 p.a. (52%) Income of £8,740-£13,050 p.a. (54%)

Source: Ipsos MORI

Satisfaction with local services

Respondents were also asked how satisfied they were with key services.

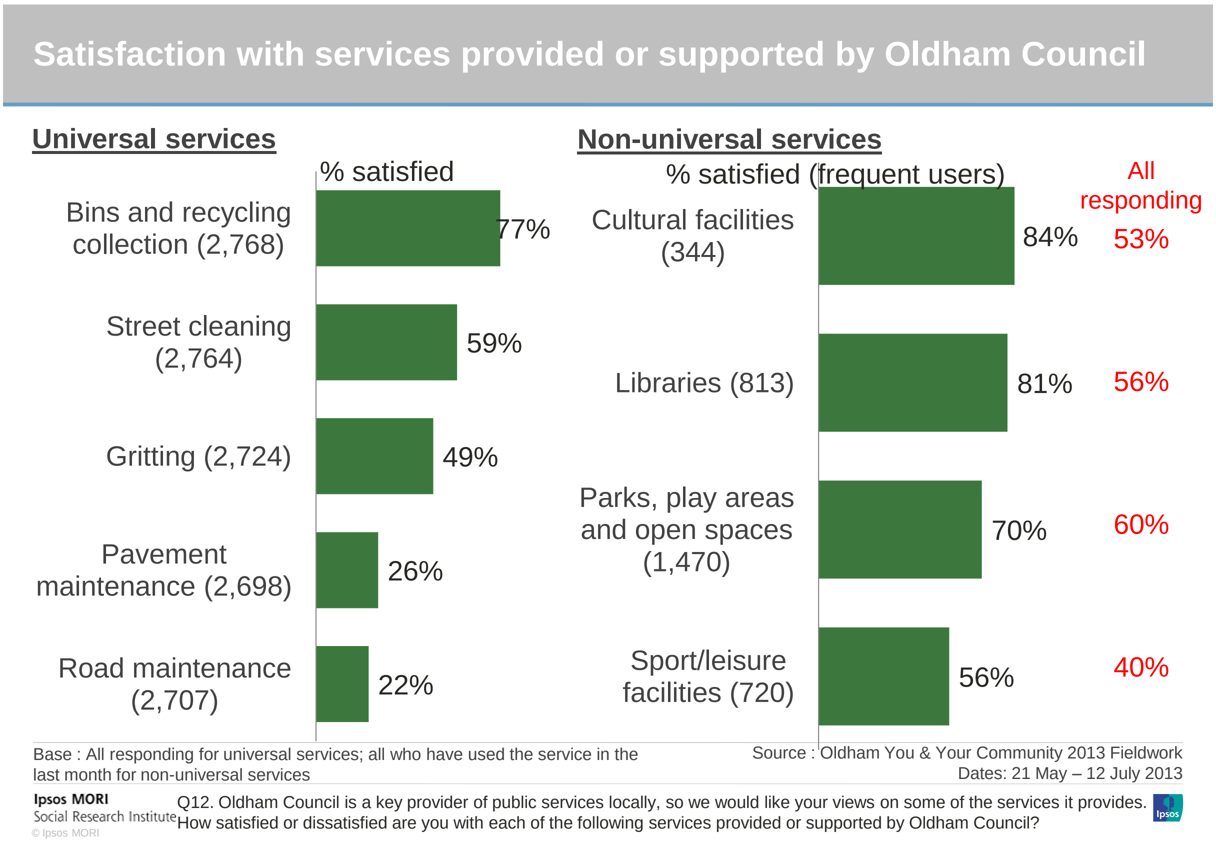
Universal services

Satisfaction is highest with bins and recycling collection (77%). Most respondents (59%) are also satisfied with street cleaning, although one in four (25%) is dissatisfied.

Satisfaction is lower with the quality of local gritting (49%), and one in three is critical of the service (32%). Satisfaction is lowest of all with maintenance of roads (22% satisfied) and pavements (26%). Nearly two-thirds of respondents are actually dissatisfied with the repair of roads (64%), as are half of them with how well pavements are maintained (51%).

Non-universal services

Among those who frequently use non-universal services provided or supported by the Council, satisfaction is highest with cultural facilities such as Gallery Oldham or the Coliseum Theatre (84%), closely followed by libraries (81%). Seven in ten users (70%) are satisfied with parks, play areas and open spaces, but only just over half (56%) of users are satisfied with sport/leisure facilities.



Looking at the results at ward level, there are a number of services with which respondents in specific wards are significantly more satisfied compared with the rest of the borough. These are presented in the table below.

Table 16 : Satisfaction with universal and non-universal local services

Base: All responding	**Compared to the borough overall**	
	Significantly more satisfied (✓)	**Significantly less satisfied (X)**
Street cleaning (59%)	Failsworth West (71%)	Werneth (41%)
Bins and recycling collection (77%)	Royton North (87%) Shaw (87%)	St. Mary's (69%) Medlock Vale (65%)
Road maintenance (22%)	Coldhurst (39%) St. Mary's (31%) Alexandra (31%)	Saddleworth West and Lees (13%) Royton North (12%) Saddleworth South (11%)
Pavement maintenance (26%)	Alexandra (40%) Coldhurst (38%) St. Mary's (36%)	Saddleworth South (14%)
Gritting (49%)	Crompton (60%)	Chadderton North (36%) Werneth (36%)
Sports/leisure facilities (40%)	Chadderton North (62%) Failsworth East (60%) Failsworth West (60%) Saddleworth South (60%) Coldhurst (52%)	Waterhead (28%) Crompton (24%) Shaw (24%) Medlock Vale (22%)
Libraries (56%)	St. Mary's (76%) Failsworth West (73%) Failsworth East (68%) Saddleworth South (67%)	St. James' (43%) Waterhead (43%) Chadderton Central (42%) Medlock Vale (40%) Chadderton South (35%)
Cultural facilities (52%)	St. Mary's (66%)	-
Parks, play areas and open spaces (59%)	Crompton (74%) Royton North (75%)	Werneth (47%) Coldhurst (44%) Waterhead (36%)

Source: Ipsos MORI

Health and wellbeing

Health and wellbeing

This section explores the findings related to the physical and mental health, wellbeing and lifestyle of respondents.

Summary

It is positive to note the significant increase in satisfaction with life overall since the last survey in 2010 (from 69% to 73% saying they are satisfied with life overall), although the proportion dissatisfied remains unchanged from 2010 (12% in both years). The increase in satisfaction with life overall may be related to the fact that fewer respondents show signs of mental distress (down to 24% from 29%). While this empirical measure (using GHQ12) is lower, a greater proportion of respondents now report recent nervous trouble or depression (31% and 29% in 2010 compared with 25% in 2006).

It remains the case that problems with mental health and stress are much more acute among some groups in Oldham. Respondents in rented housing, women, younger people and those from an Asian background are all more likely to say they have had recent problems with nervous anxiety or depression and also to exhibit signs of mental distress. Further, there is a consistent pattern for these problems to be worse among groups facing economic disadvantages, this includes the unemployed and economically inactive, respondents with low incomes and those in receipt of benefits. Not only have these groups more sources of financial stress, but they report a greater incidence of depression and show more signs of mental distress. This is also reflected in geographic differences: problems with stress and mental ill-health are more marked in the wards of Alexandra, Coldhurst, Medlock Vale, Werneth and St. Mary's; all are places with a greater concentration of social housing, generally lower incomes and a higher level of unemployment.

The overall quality of self-assessed health has remained about the same, with seven in ten respondents rating their health as excellent or good (71% compared with 69% in 2010). One in three respondents (36%) reports a long-term health condition or disability that limits their day-to-day activities. This is line with the finding in 2010, but it is somewhat higher than in 2008 and 2006.

There is a mixed picture of other aspects of public health in Oldham. Only a few respondents are inactive physically (nine per cent) and just over half say they do enough activity to meet the recommended weekly amount (53%). However, half are also either overweight or obese (50%), based on their reported height and weight data, and only about one in three (36%) has a healthy weight. Furthermore, only a minority (26%) say they eat the recommended daily total of five portions of fruit and vegetables.

Roughly one in seven respondents (17%) is a smoker, although closer to half (46%) have smoked at some point in their lives. The majority of respondents drink at least some alcohol (67%), and one in three (36%) consumes enough alcohol for this to be a possible source of risk to health.

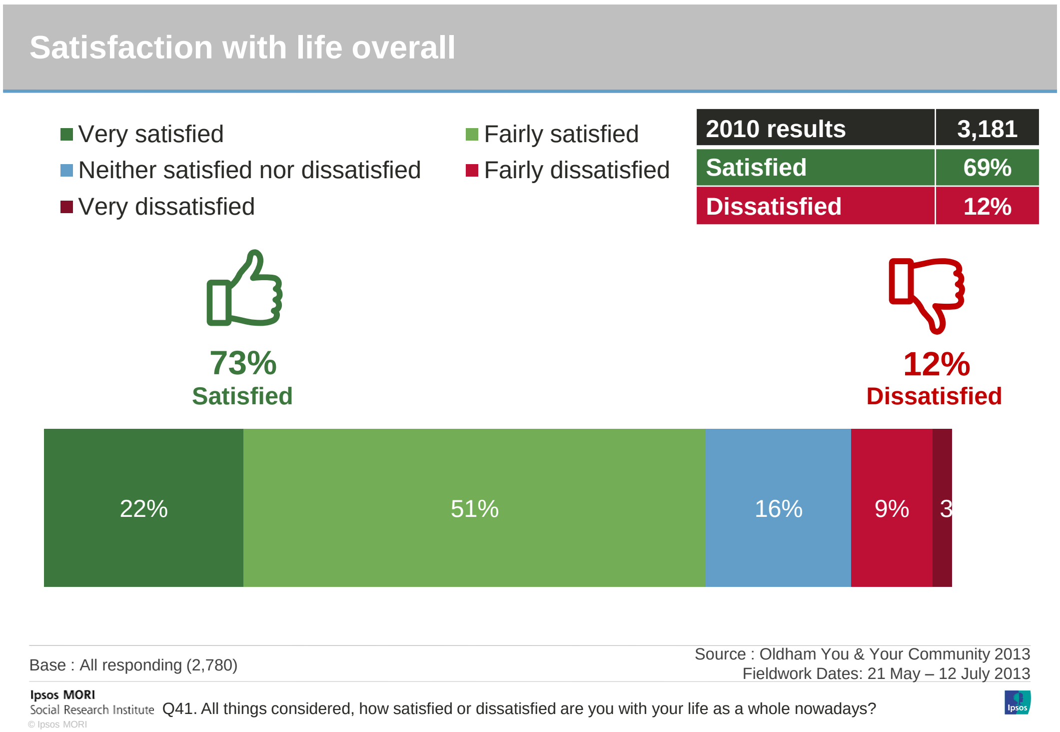
The picture varies considerably between different groups of respondents. Those who are White British tend to have worse self-assessed health than BME respondents, perhaps because they are generally older. They are also much more likely to drink alcohol to the level of risk and, to a lesser extent, to smoke. On the other hand, White British respondents are more likely than those of BME backgrounds to eat fruit and vegetables, and their mental wellbeing is generally better. Furthermore, respondents of a Bangladeshi heritage are more liable than most to be underweight.

Quality of health is generally lower among those in all types of rented housing and the most economically disadvantaged groups (e.g. the lowest income brackets, the unemployed, benefit recipients and those with no qualifications). Not only have these groups a poorer assessment of their own health, but they report limiting long-term health conditions and disabilities more frequently, eat less fruit and vegetables, and have a greater tendency to smoke.

These patterns are reflected across the borough. Self-assessed health, BMI data, incidence of smoking and standard of diet are most positive in the more affluent wards in Saddleworth and Lees. The findings are most negative in the less affluent wards of Oldham District, where respondents rate their health worse, are the most frequent smokers and eat least fruit and vegetables. On the other hand, the relatively high Asian population in these wards also means these parts of the borough have the lowest alcohol consumption.

Satisfaction with life overall

Three quarters of respondents (73%) are satisfied with their life nowadays, which is a significant increase since the last survey in 2010 (up four percentage points). One in eight (12%) are dissatisfied with it, in line with 2010 results (also 12%), and one in six have no opinion either way (16%).



Dissatisfaction is greater among middle-aged respondents (14% in the 45-64 age band compared with 12% of those aged 16-44 and seven per cent of those aged 65+). It is also more pronounced among those who live alone (16% compared with 12% overall) and lone parents (18% compared with eight per cent of two-parent families).

Dissatisfaction with life is higher among respondents with greater economic disadvantages:

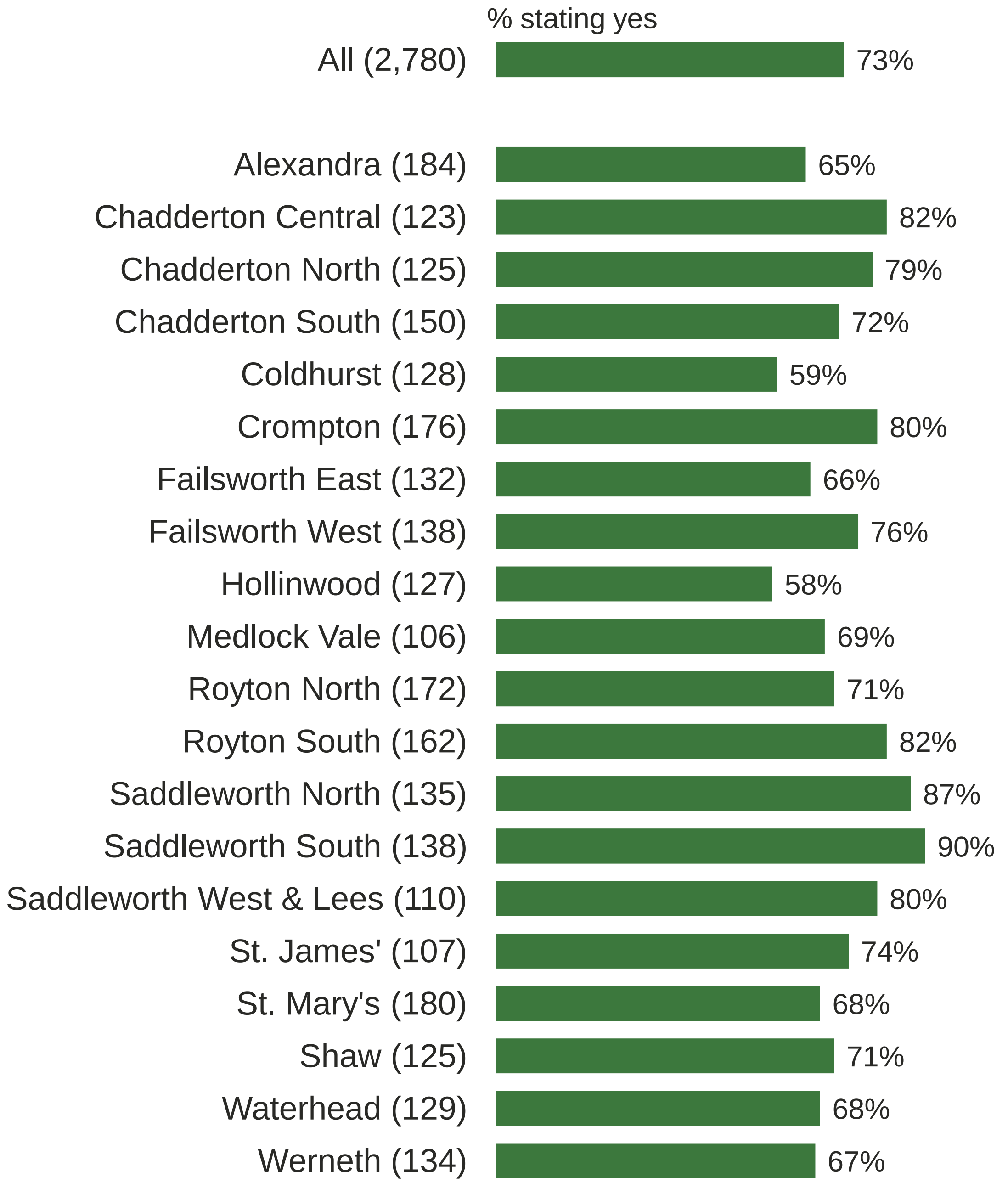
- Social tenants (20% compared with eight per cent of owner-occupiers);
- Respondents with net household income below £8,740 a year (22% compared with four per cent among those with a household income of at least £26,571 a year);

- Those with a high number of current financial concerns (35% compared with four per cent of those who have none) or future financial concerns (29% compared with three per cent of those who have none);
- Respondents with no qualifications (15% compared with seven per cent of those qualified to the level of NVQ4/degree or higher);
- Those whose only telephone is a pay-as-you-go mobile (28% compared with 12% overall).

Physical and mental wellbeing may also be a detrimental factor. Dissatisfaction with life is greater among respondents in poor health (46% compared with six per cent of those in excellent/good health), who have a limiting long-term health condition or disability (22% compared with six per cent of those who do not) or who show signs of mental distress (35% compared with only four per cent of those with typical mental wellbeing scores).

Satisfaction with life overall is higher in Royton South (82% satisfied), Saddleworth North (87%) and Saddleworth South (90%); it is lower in Coldhurst (59%) and Hollinwood (58%).

Satisfaction with life overall by ward



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q41. All things considered, how satisfied or dissatisfied are you with your life as a whole nowadays?

Mental distress

Two questions were asked to explore the mental health of respondents. These questions took the form of batteries of statements that asked about changes in aspects of recent mental well-being. These questions are standard within the health community; the combined (GHQ12) 1`scores are calculated to place all respondents into one of three categories:

- Typical responses;
- Signs of distress;
- Signs of severe problems or psychological distress.

When the results of the individual questions are combined, seven in ten respondents (70%) are classified as 'typical', which is an improvement since 2010 (when it was 66%). One in four (24%) exhibits evidence of mental distress; this includes one in eight (13%) who display evidence of severe problems or psychological distress. The overall incidence of distress is significantly lower than in 2010 (down five percentage points from 29%), as is evidence of severe distress (down two percentage points from 15%).

Across key demographic groups, signs of any distress are greater among women (27% compared with 23% of men), those of working age (28% compared with 16% of those aged 65+) and lone parents (48% compared with 24% overall). Signs of distress are also more common among private tenants (36%) and social tenants (35%) than owner-occupiers (20%). There are no differences in overall incidence by ethnicity. However, evidence of 'severe' problems is more common among Asian respondents (19% compared with 13% overall).

As with self-reported depression and nervous trouble, signs of mental distress are greater among groups with socio-economic disadvantages:

- Those of working age but economically inactive (55% compared with 24% overall show signs of mental distress);
- Those whose only telephone is a pay-as-you-go mobile (42% compared with 24% overall);
- The unemployed (41% compared with 20% those in work);
- Recipients of benefits (37% compared with 20% of non-recipients);
- Respondents with net annual household incomes below £13,051 (35% compared with 12% of those with net household incomes of at least £38,581 a year).

Quality of general health may also be a powerful factor. Signs of distress are far more prominent among those who rate their health as poor (62%) rather than good or excellent (16%). This is also the case among respondents with a limiting health condition or disability (41% compared with 15% of those without one). Differences by lifestyle include greater signs of distress among:

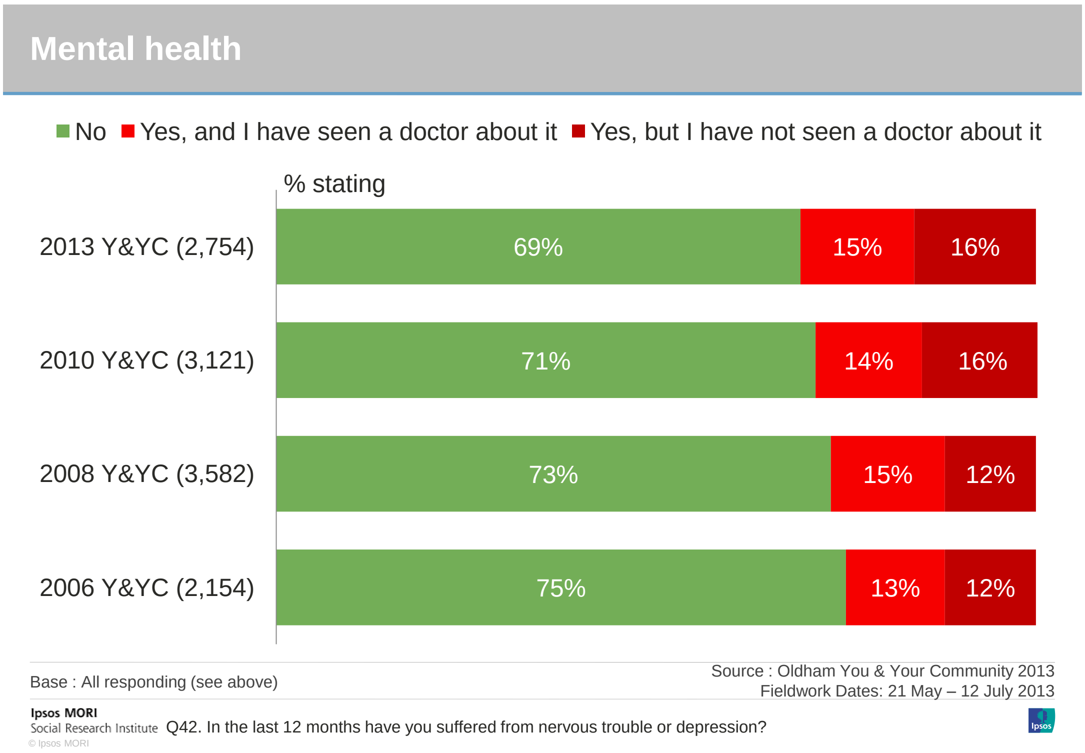
- Smokers (38% compared with 22% of non-smokers);
- The obese or morbidly obese (31% compared with 22% of those with a healthy weight);
- Sedentary respondents (42% compared with 18% of those who meet or exceed the recommended weekly amount of exercise).

Across wards, it is respondents in St. Mary's who most often show signs of distress (35%). The proportion is lowest in Saddleworth North (13%).

Nervous trouble and depression

Although the objective measure of mental distress (GHQ12) shows a positive trend that the incidence of mental distress is falling, the proportion of respondents stating they have experienced nervous trouble or depression shows a negative trend. Three in ten respondents (31%) say they have suffered from nervous trouble or depression in the last 12 months, which is slightly above the proportion in 2010 (29%) and significantly greater than in 2006 (25%).

Of those who have experienced nervous trouble or depression, almost half (48%) have seen a doctor about it, but just over half (52%) have not done so.



Women are more likely than men to have experienced nervous trouble or depression in the last 12 months (35% compared with 27%), as are people of working age (34% compared with 18% of those aged 65+). There are no differences in incidence by ethnicity. However, of those who have had these problems, White British respondents are more likely than BME respondents to bring it to the attention of a doctor (55% compared with 38% of BME respondents who have experienced nervous trouble or depression).

Private tenants (50%) and social tenants (45%) are more likely than owner-occupiers (24%) to experience these problems. Incidence is also very high among lone parents (60%) and is also above average among those who live alone (35% compared with 31% overall).

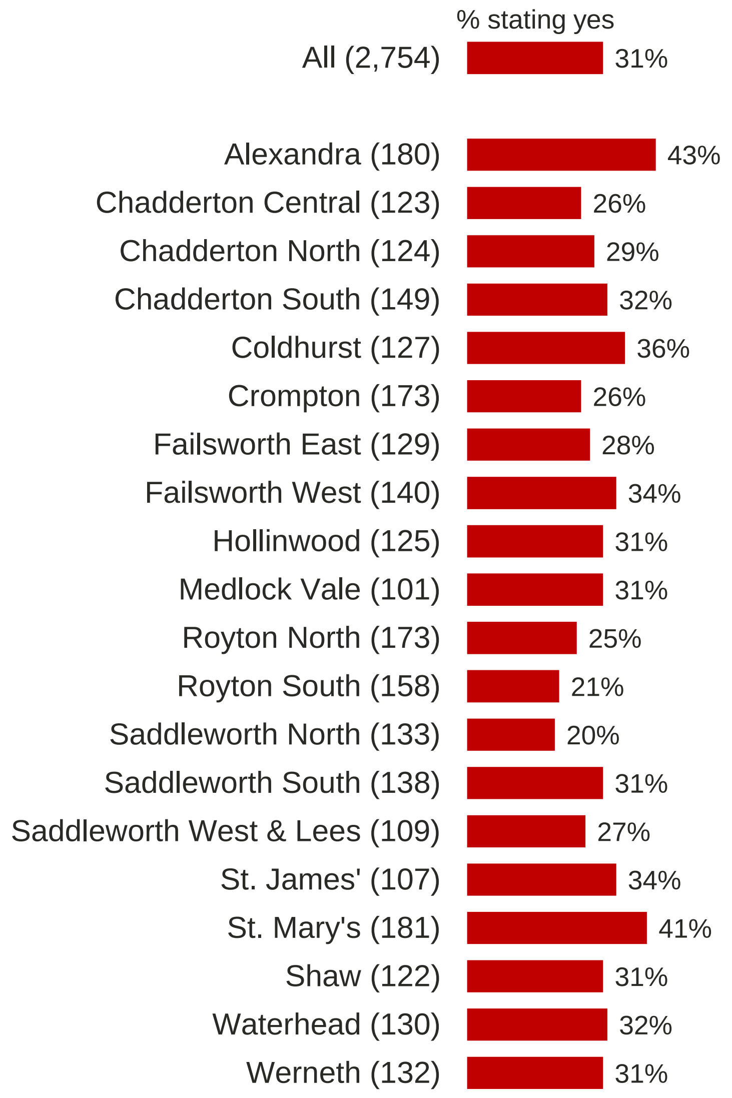
There is also a marked socio-economic trend, with nervous trouble and depression most commonplace among those with economic disadvantages. These include:

- Those of working age but economically inactive (63% compared with 31% overall);
- The unemployed (53% compared with 27% of working respondents);
- Respondents whose only telephone is a pay-as-you-go mobile (53%);
- Recipients of benefits (48% compared with 25% of non-recipients);

- Respondents with net annual household income below £13,051 (43% compared with only 16% if household income is at least £38,581 a year); and
- Respondents in areas defined by ACORN as 'Families with Difficult Finances' (61%) and 'No kids' (46%), especially compared with neighbourhoods that are 'Wealthy Achievers' (14%) and 'Comfortable Older People' (19%).

Across Oldham, problems with nerves and depression are most common in Alexandra (43%) and St. Mary's (41%) and although rarest in Royton South (21%) and Saddleworth North (20%) this does mean that even in these wards around one in five respondents suffer from nerves and depression.

Mental health by ward



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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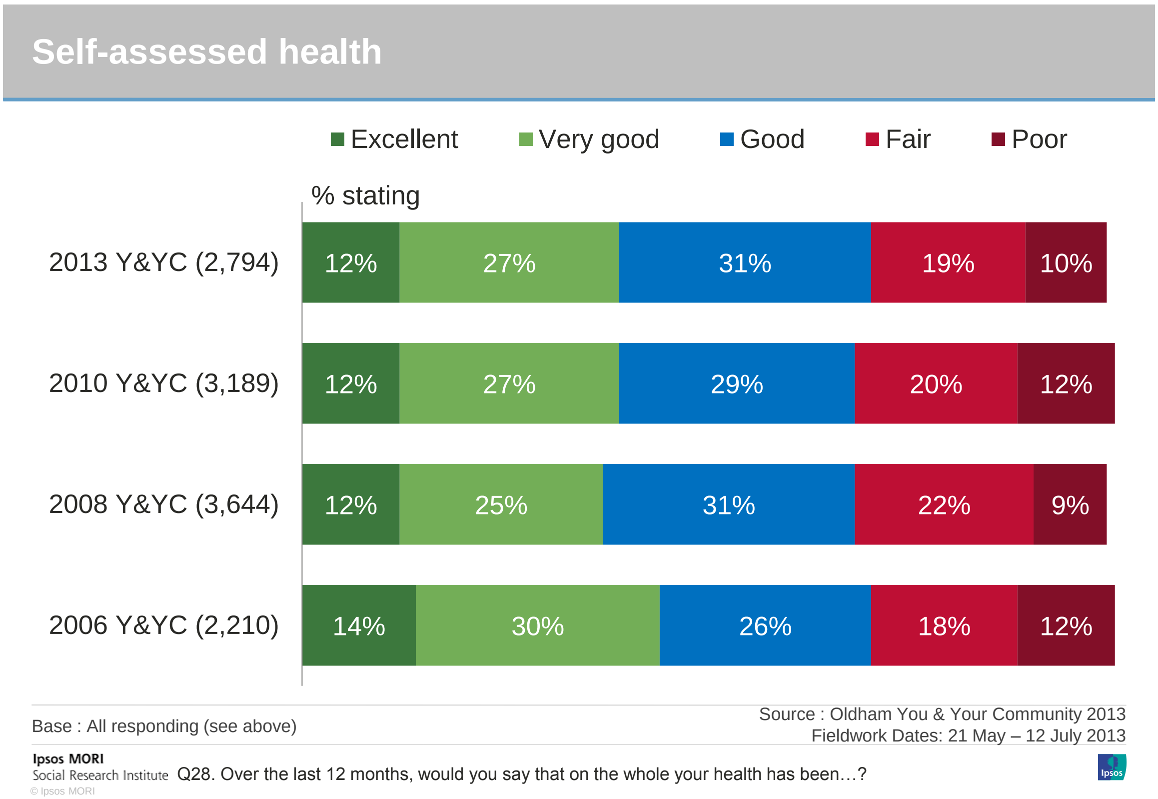
Q42. In the last 12 months have you suffered from nervous trouble or depression?

Self-assessed health

Seven in ten respondents rate their health as either good, very good or excellent (71%). This contrasts with one in five who consider it to be fair (19%) and one in ten who rate it as poor (10%). The proportions saying their health is excellent (12%) or very good (27%) have fallen since 2006 (14% and 30% respectively), as has the proportion saying their health is poor (10% compared to 12% in 2006).

Compared to the Ipsos MORI postal survey norms, Oldham's results (71% say their health is good, very good or excellent) fall in the centre of the range. The Ipsos MORI Norms for excellent health range from 80% to 63%, with Oldham's nearest statistical neighbour in the Norms dataset[29] showing 65% reporting their health as good or excellent. The proportions saying their health is poor range from 11% (also Oldham's nearest statistical neighbour in the dataset) to 3%.



The greatest differences are between age groups, with younger people more likely to rate their health positively:

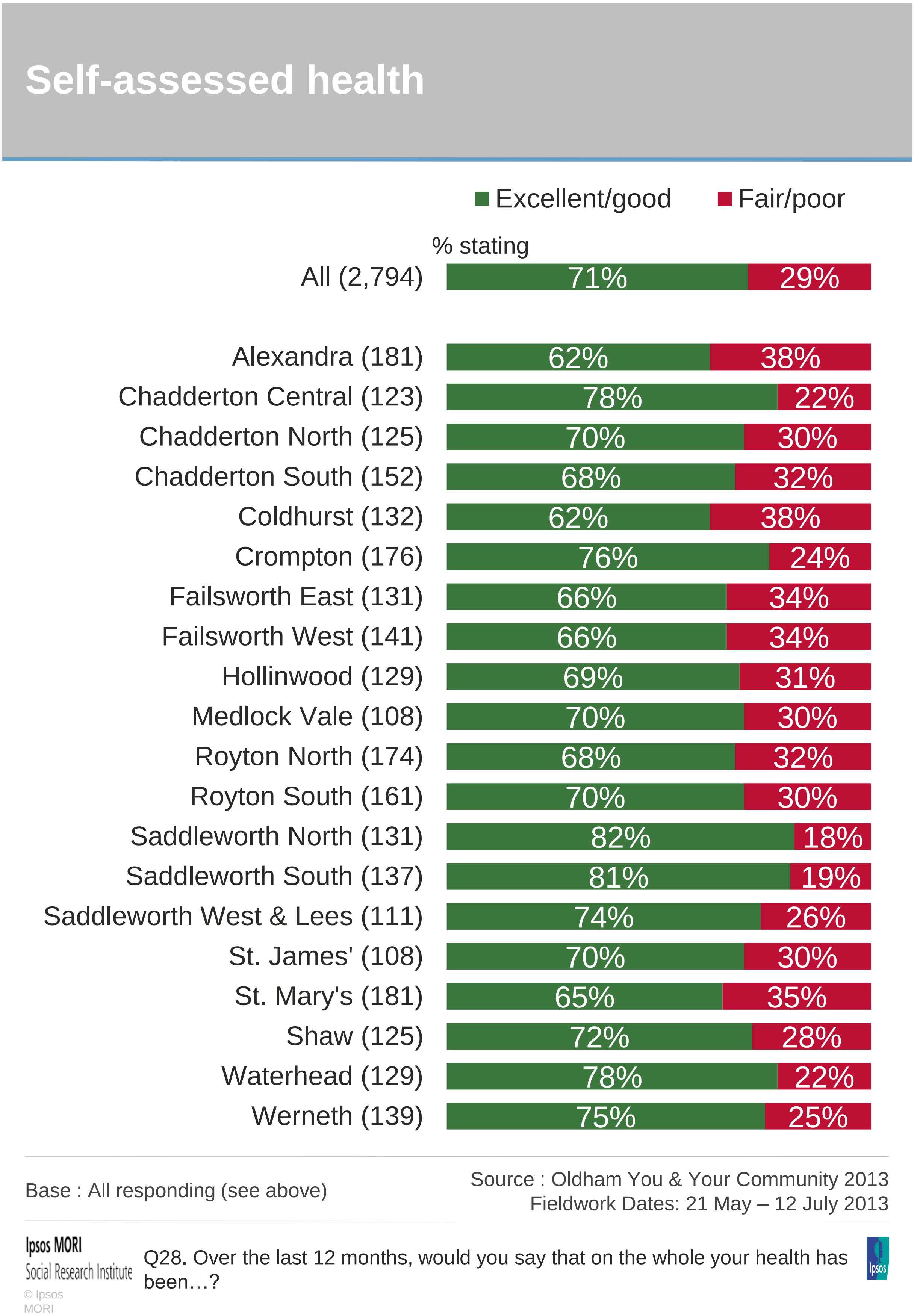
- Among those aged 16-44 82% say their health is excellent, very good or good;
- Aged 45-64 67% say so; and
- Aged 65+ 56% rate their health as excellent, very good or good.

Reflecting the link between self-assessed health and age, fair or poor health is more common among:

- Social tenants (49%) than owner-occupiers (23%) or private tenants (31%);
- White respondents (30% compared with 23% of BME groups); and
- Those who live alone (39% compared with 29% overall).

[29] Norms dataset of 14 postal surveys for local authorities conducted since August 2011

The chart below shows the self-assessed level of health across the wards.



Across the wards of Oldham, the proportion in fair or poor health is greatest in Coldhurst (38%), Alexandra (38%), St. Mary's (35%), Failsworth East (34%) and Failsworth West (34%).

Fair or poor health is more evident among respondents facing economic disadvantages. For example, it is more common among those of working age but not in work (51% compared with 29% overall), benefit recipients (50% compared with 22% of non-recipients) and if net household income is low (41% if income is below £13,051 a year compared with nine per cent if income is at least £38,581 a year).

Assessments of personal health also vary by other measures of wellbeing and lifestyle. Fair or poor health is more widespread among:

- Respondents with a limiting long-term health condition or disability (62%) than those without one (11%). It is particularly high among those aged 45-64 who have such a condition (70%);
- Those who provide at least 50 hours a week of care for someone else (51% compared with 28% of non-carers);
- Current smokers (43% compared with 26% of non-smokers) and especially frequent smokers (46%);
- Obese or morbidly obese respondents (42% compared with 24% of those with a healthy weight);
- Non-drinkers of alcohol (35% compared with 26% of those who drink it); and
- Physically sedentary respondents (59% compared with 20% of those who meet or exceed the recommended weekly amount of exercise).

Poor or fair health also correlates with other negative factors, for example being dissatisfied with life as a whole (46% of those in poor or fair health compared with six per cent of those in excellent or good health) although it is not possible to say which of the two is the causal factor.

Disability

One in three respondents (36%) report a long-term health condition or disability that limits their day-to-day activities. This is consistent with the figure in 2010 (35%), but it is above the proportions in 2008 (27%) and 2006 (30%).

The incidence of a long-term limiting health and/or disabilities is very similar to that for fair or poor health: it is much greater among those aged 65+ (60%) than younger respondents aged 16-44 (23%) or 45-64 (36%). Similarly, it is more pronounced among social tenants (52% compared with 30% of owner-occupiers and 38% of private tenants).

Economic disadvantage is linked with limiting long-term health conditions/disability. For example the proportion with a limiting disability is higher among respondents who have a low annual household income (49% if incomes are less than £13,051 a year compared with 22% if they are higher). Similarly, incidence of limiting disabilities is greater among respondents without qualifications (58% compared with 20% of those qualified at least to degree/NVQ4 level).

Incidence of limiting long-term health conditions/disabilities often coincides with other health issues: smokers are more likely than non-smokers to report a limiting condition (45% compared with 34%), as are those who are overweight or obese (41% compared with 28% of respondents with a healthy weight). There is also a correlation with mental health problems:

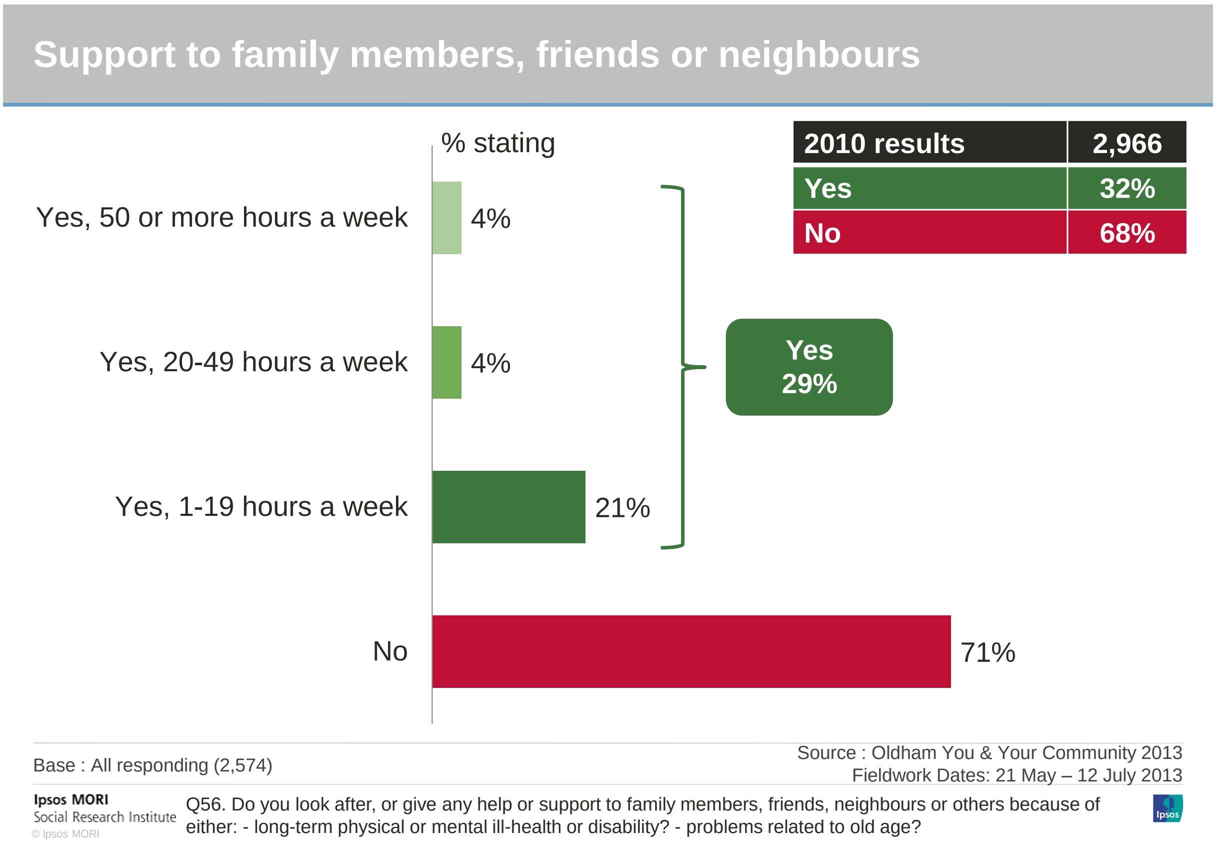
of those who have a limiting health condition, 26% show signs of severe mental distress, compared with 13% of all respondents.

Across Oldham, incidence of limiting long-term health conditions/disabilities is greatest in the wards of Alexandra (49%), Medlock Vale (49%) and Coldhurst (46%) and lowest in Saddleworth North (27%), Saddleworth South (28%) and Crompton (28%).

Unpaid carers

Three in ten respondents (29%) provide unpaid help or care to someone else, this is slightly below the level in 2010 (down from 32%).

Most of these respondents provide less than 20 hours care a week (72% of those who provide care and 21% of all who responded). One in four carers (28%) provide at least 20 hours each week, and one in seven (14%) provides at least 50.



Compared to those to do not provide regular unpaid support to family members, friends or neighbours, carers are more likely to be:

- Aged 45-64 (43% compared with 32% of those who do not provide unpaid support to others);
- Owner-occupiers (77% compared with 68% of those who do not provide unpaid support to others);
- To be Asian (19% compared with 15% of those who do not provide unpaid support to others).

Those who provide unpaid care are more likely than the overall sample to be part of couple (29% of unpaid carers live as a couple compared to 25% of the overall sample), to live with extended family (seven per cent of unpaid carers compared with four per cent overall) or to have an adult child in their household (13% of unpaid carers compared with eight per cent of all respondents).

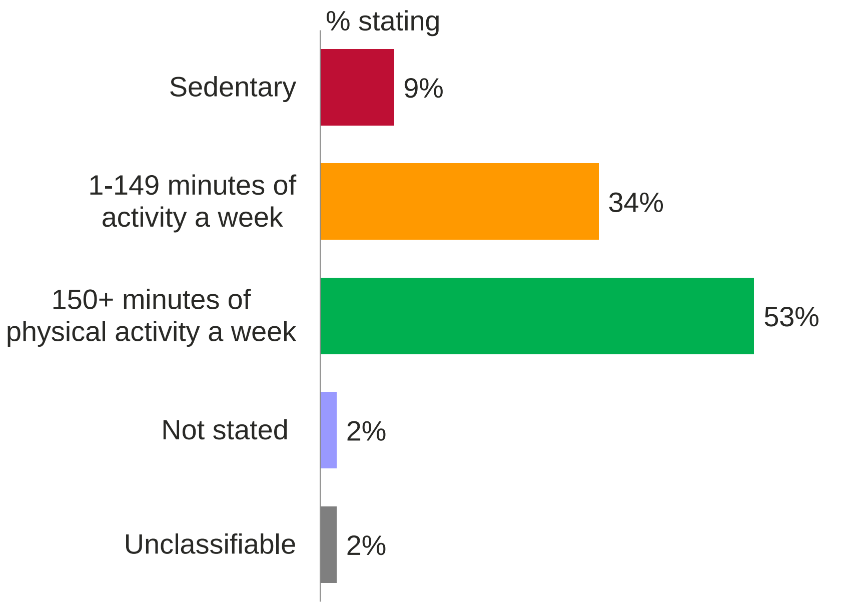
However, those who provide **at least 50 hours of care a week** are generally older and less well-off. For example, they are more likely than average to be retired (38% compared with 28% of all respondents) and to have a net household income of between £8,740 and £13,051 a year (45% compared with 21% of all respondents).

Physical activity

Respondents were asked to record how often in each week they did 30 minutes of moderate activity and/or 15 minutes of vigorous activity. Their responses were then combined to determine how long they were physically active and how this compared with the recommended weekly target of at least 150 minutes of moderate physical activity or 75 minutes of vigorous physical activity.

Half of respondents (53%) either meet or exceed the recommended weekly target of 150 minutes of moderate physical activity. This compares with one in three (34%) who do at least some activity but less than 150 minutes. One in eleven respondents (nine per cent) is sedentary, that is they say they never do either moderate or vigorous physical activity.

Combined physical activity level



Base : All respondents (2,862)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute © Ipsos MORI

Q34. In an average week, how often do you do 30 minutes or more of moderate activity?
Q35. In an average week, how often do you do 15 minutes or more of vigorous activity?

Respondents more likely to do at least 150 minutes of activity a week are:

- Aged 25-64 (55% compared with 49% of those aged 65+);
- Men (57% compared with 50% of women);
- Part of a couple without children (57%) or have an adult child resident in the home (60%) compared to 51% of sole occupiers; or
- Owner-occupiers (56% compared with 45% of social tenants).

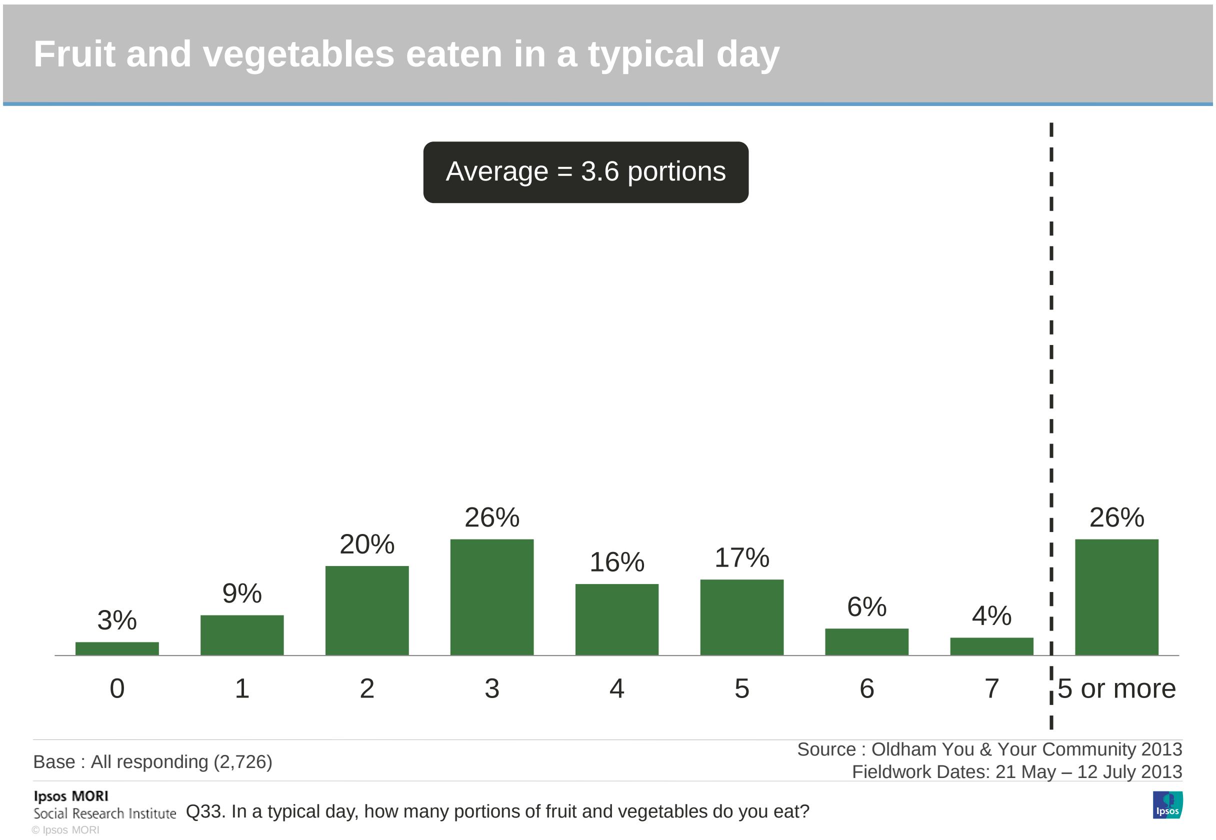
Other aspects of physical and mental health are also important factors. Respondents are much more likely to be active for at least 150 minutes each week if their self-assessed health is good or excellent (60%) rather than poor (24%) or if they do not have a limiting long-term health condition or disability (61% compared with 40% of those who do). Similarly, those who show no signs of mental distress are also more likely to do least 150 minutes' activity each week (59% compared with 39% of those who do exhibit evidence of distress). Conversely, obese respondents are more often sedentary (14% compared with six per cent of those with a healthy weight), and this is particularly true for those who are morbidly obese (35%).

Physical activity also increases with the role that respondents take in the local area. They are more likely to meet the recommended weekly level of physical activity if they are involved in the community (58%) than if they are not involved (52%) or do not want to be (43%). So too are those who regularly volunteer with groups (61%) or do voluntary work as an individual (57%). The presence of friends may also make a difference; only five per cent are sedentary if they have at least five friends in the nearby area, this compares with 16% of those with no friends nearby.

There are very few differences between wards, except that those in Shaw are more likely than average to do at least 150 minutes of physical activity each week (64% compared with 53% overall). This figure is significantly below average in St. Mary's (43%).

Healthy Eating

Respondents were asked how many portions of fruit and vegetables they consumed in a typical day, with 5 portions as the recommended daily amount. Only a few (three per cent) say they normally eat no fruit or vegetables, but most say they have less than the recommended total (71% eat between 1 and 4 portions). Only one in four (26%) say they eat least 5 portions a day. The average number of consumed portions is 3.6.



The average number of portions consumed is greater among:

- Those who are part of a couple without children (3.9 portions compared with 3.4 for two-parent families);
- Women (3.8 portions compared with 3.4 for men);
- White British respondents (3.7 compared with 2.8 for those of Pakistani background);
- Owner-occupiers (3.7) rather than social tenants (3.1); and
- Those living in Crompton (4.5 portions) rather than St. James' (3.5 portions).

More affluent respondents are more likely to eat fruit and vegetables. The average number of portions is greater for those with net annual household income of at least £38,581 (4.1 compared with 3.2 if income is less than £13,051 a year). The average is also greater for respondents not in receipt of benefits (3.7 compared with 3.2 for those who are). Similarly, the average number of consumed portions is greatest for respondents in households identified by ACORN as 'Wealthy Achievers' (4.2). It is lowest for respondents in households categorised as 'Poorer Asian Families' (2.9).

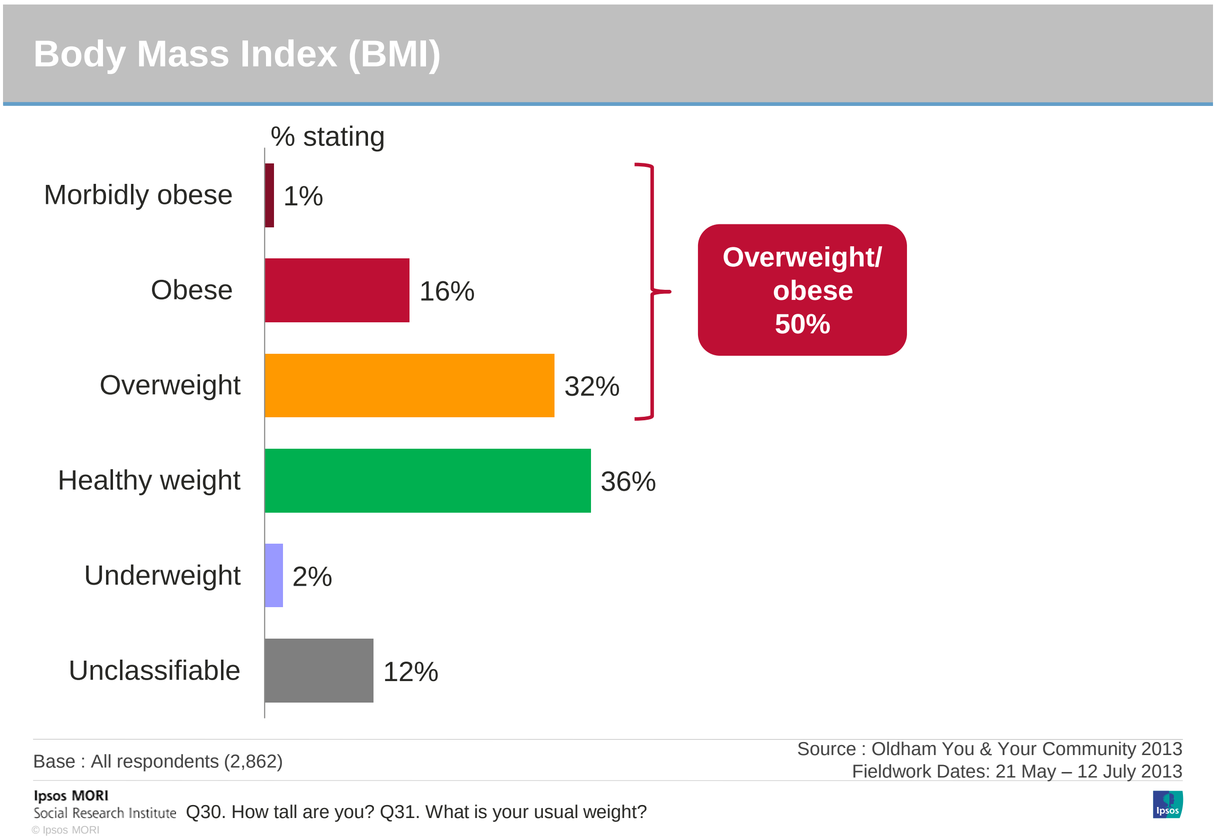
The average number of portions is higher among those in better health. For example, it is higher among those who meet or exceed the recommended amount of physical activity (3.9

compared with 2.9 for those who are sedentary), and it is greater among respondents who rate their health as excellent or good (3.6) rather than poor (3.1).

Across wards, the average number of portions is greatest in Shaw (4.7) and Crompton (4.5); it is lowest in St. Mary's (3.0).

Body mass index (BMI)

Respondents were all asked questions about their weight and height. Those who entered both sets of details received a score on the Body Mass Index (BMI) which determines the healthiness of weight relative to body size. The following chart shows that half of respondents (50%) are at least slightly overweight and one in six is obese (16%) or morbidly obese (1%). In comparison, about one in three (36%) has a healthy weight and a small number (two per cent) are underweight.



Those respondents more likely to be overweight or obese are: men (56% compared with 45% of women); those aged 45+ (59% compared with 42% of those aged 16-44); or White British (53% compared with 42% of Asian respondents).

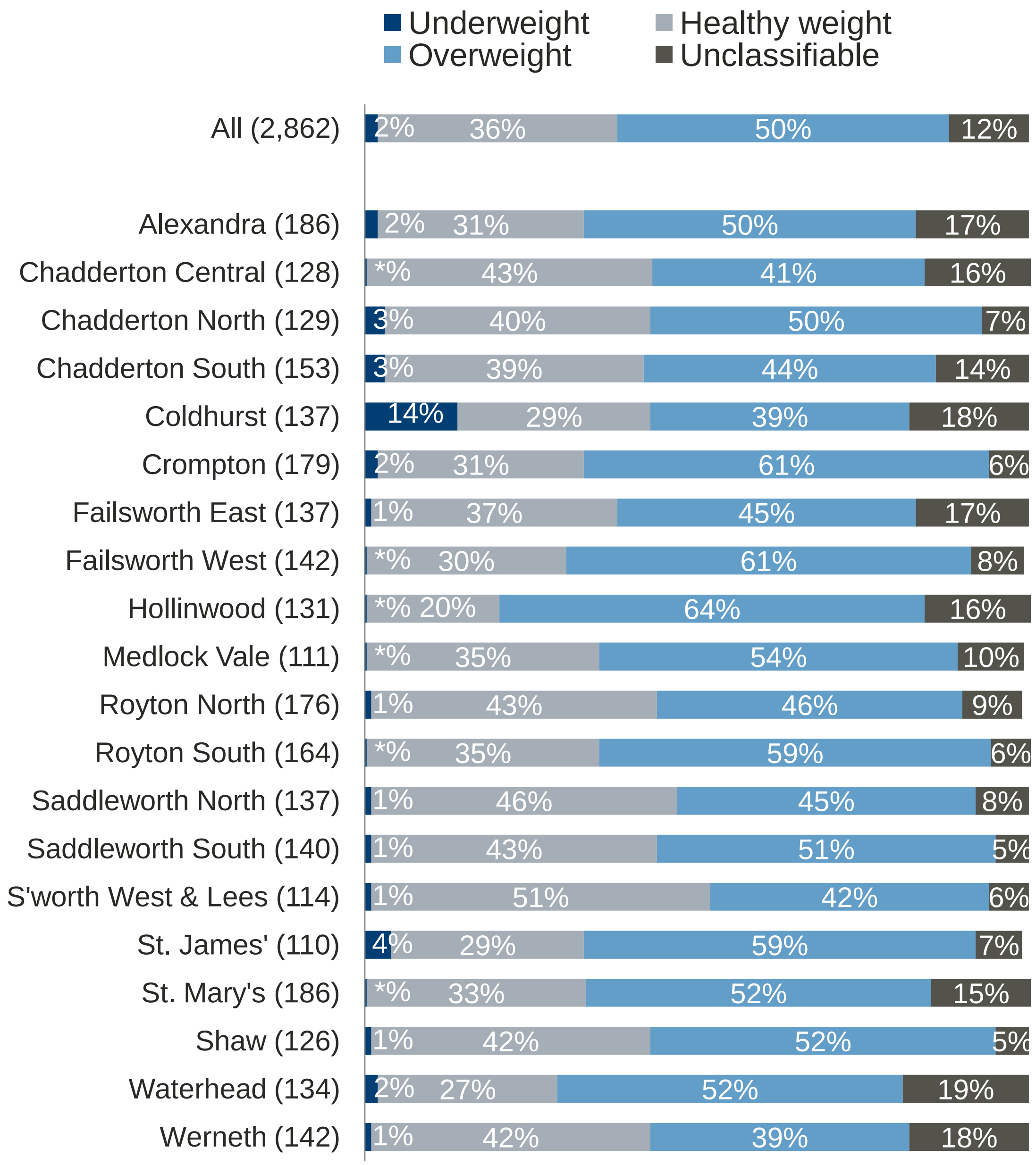
There is a greater propensity to be overweight or obese among those who:

- Rate their health as poor (57%) or fair (55%) rather than excellent or good (49%);
- Have a limiting long-term health condition or disability (58% compared with 47% of those without one), and especially if they are aged 45-64 as well (67%);
- Are sedentary (59%) rather than physically active (49%); and
- Dissatisfied with life generally (57% compared with 50% of those who are satisfied).

The proportion of underweight respondents is greatest in the 16-24 age band (11% compared with one per cent of those aged 65+) and among Bangladeshi respondents (16%

compared with one per cent of White respondents). It is also greater among those who live with extended family (14% compared with two per cent overall) or who receive benefits (four per cent compared with one per cent of non-recipients).

Body Mass Index (BMI) by ward



Base : All respondents (see above)

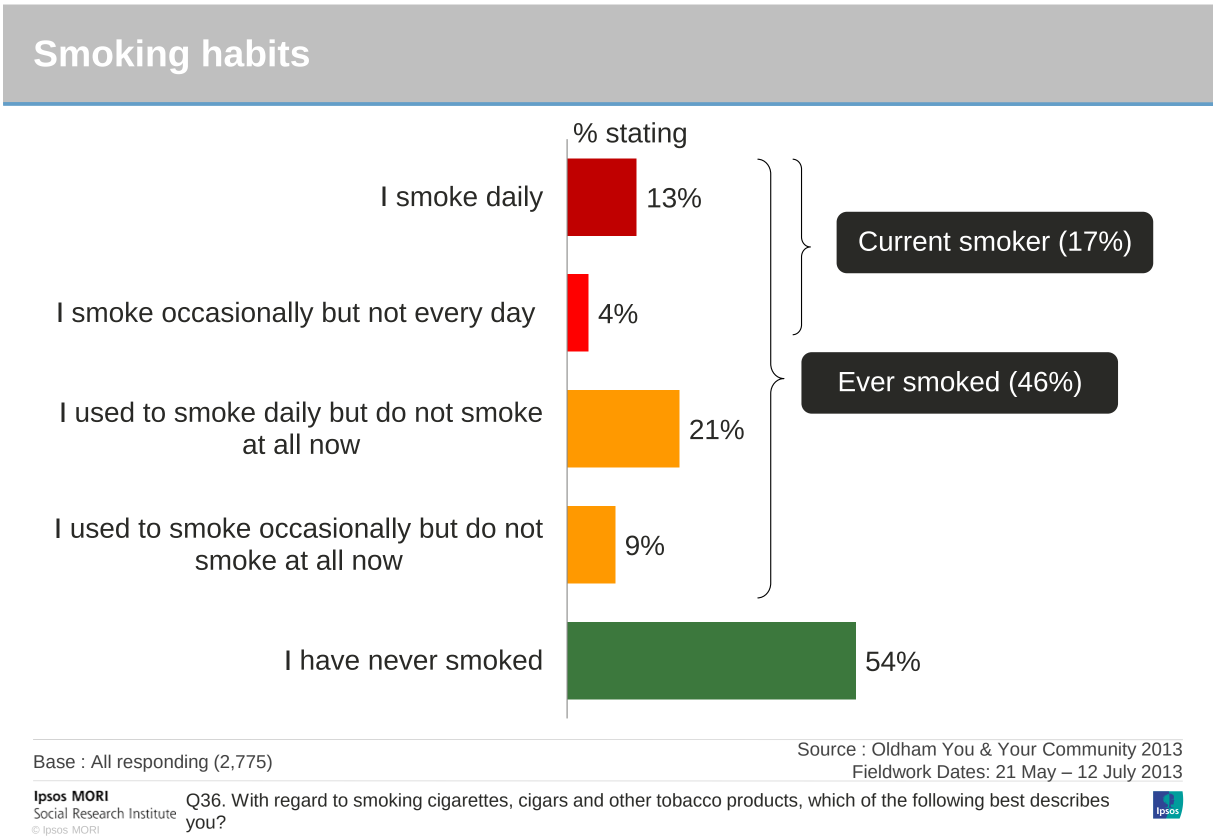
Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI Social Research Institute Q30. How tall are you? Q31. What is your usual weight?

Across wards, respondents are most often overweight or obese in Hollinwood (64%), Failsworth West (61%) and Crompton (61%). At the other end of the spectrum, there is a high concentration of underweight respondents in Coldhurst (14% of respondents there compared with two per cent overall). Indeed, of all the underweight respondents to the survey, two in five (39%) live in this ward, perhaps a reflection of the substantial Bangladeshi community in the ward.

Smoking

One in six respondents currently smoke (17%) and one in eight (13%) do so daily. A further three in ten (30%) are former smokers, which means that nearly half of respondents (46%) have smoked at some point in their lives.



Across the key demographic groups:

- Women are more likely than men to say they have never smoked (57% compared with 51%);
- Working age respondents are more likely to smoke at the moment (18% compared with 11% of those aged 65+). However, older respondents are more likely to have given up smoking (36% of those aged 65+ used to smoke daily, compared with 17% of those aged 16-64);
- White respondents have a greater tendency than BME respondents to be current smokers (18% compared with 11%) and to have smoked at some point in their lives (52% compared with 23%);
- Current smoking is more common among lone parents (33%) and those who live alone (22%) than any other type of household; and

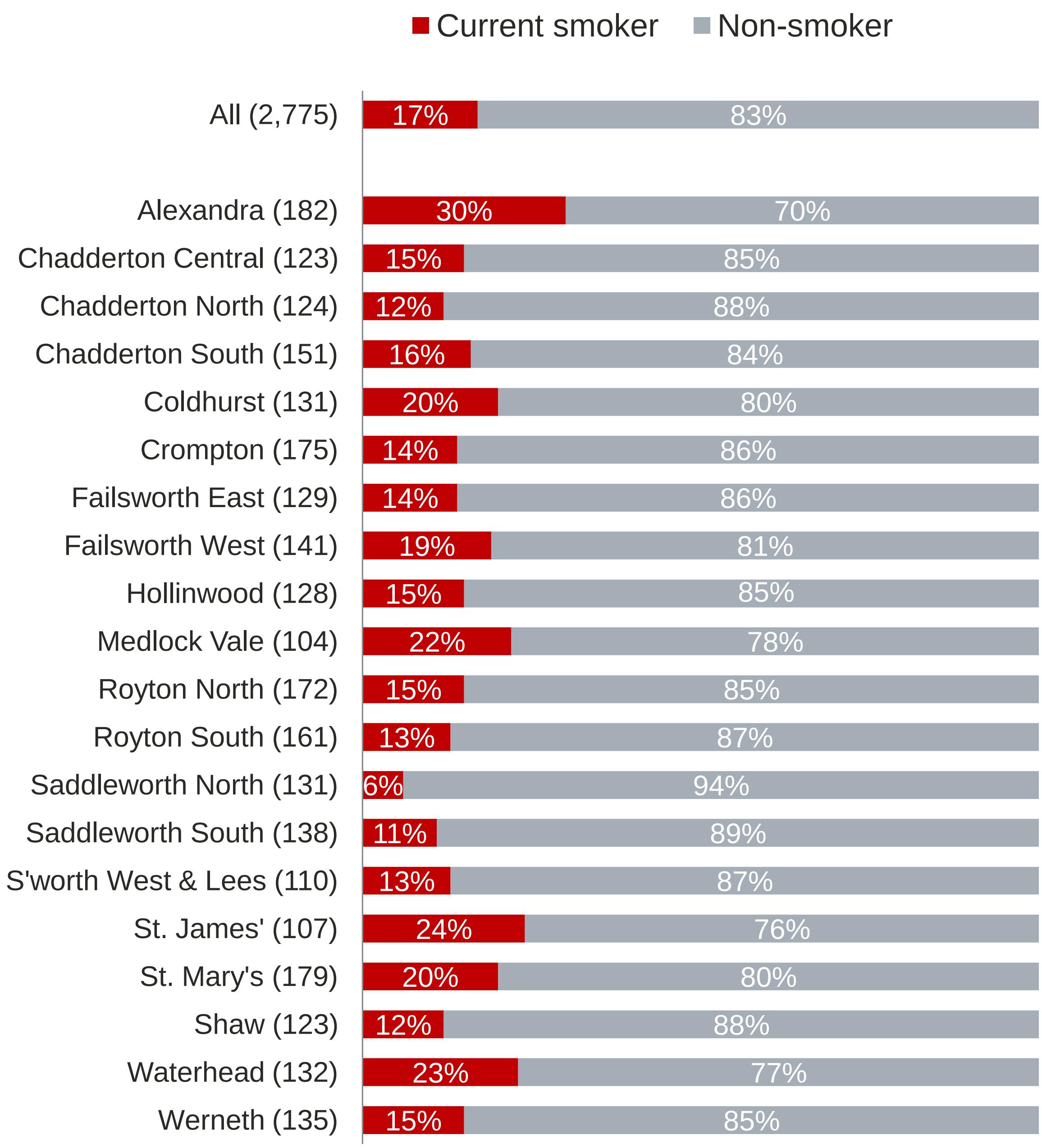
- Current smoking is also more prevalent among social tenants (30%) and private tenants (28%) than owner-occupiers (12%).

Current smoking is also greater among groups with marked economic disadvantages. This includes those with the lowest net household income (24% if this income is below £13,051 a year compared with only eight per cent if it is at least £38,581), the unemployed (26% compared with 14% of full-time workers) and those whose only telephone is a pay-as-you-go mobile (43% compared with 17% overall). Smoking is also twice as high among recipients of benefits (28% compared with 13% of non-recipients).

Current smoking also varies by other aspects of health and wellbeing. It is more common among those in fair (22%) or poor health (29%) than excellent or good health (13%) and also among those who have a limiting long-term health condition or disability (21% compared with 14% of those without one). Smoking is considerably greater among respondents with signs of severe mental distress (33% compared with 14% of those who show none).

Current smoking is most common in Alexandra ward (30%) and least so in Saddleworth North (six per cent). The numbers who have **ever** smoked are greatest in Failsworth West (61%) and lowest in Coldhurst (34%) and Werneth (32%).

Smoking by ward



Base : All respondents (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q36. With regard to smoking cigarettes, cigars and other tobacco products, which of the following best describes you?

Alcohol

Two in three respondents (67%) drink alcohol, and one in three (33%) do not.

There is great variation by ethnicity. The great majority of White respondents drink alcohol (80%) but only one in six of those from BME backgrounds (17%). The figure is especially low among those of Pakistani (four per cent) or Bangladeshi heritage (0%), reflecting the high proportion in these groups who are Muslim (three per cent of Muslims say they drink alcohol). Across other key demographic groups, alcohol drinking is more commonplace among:

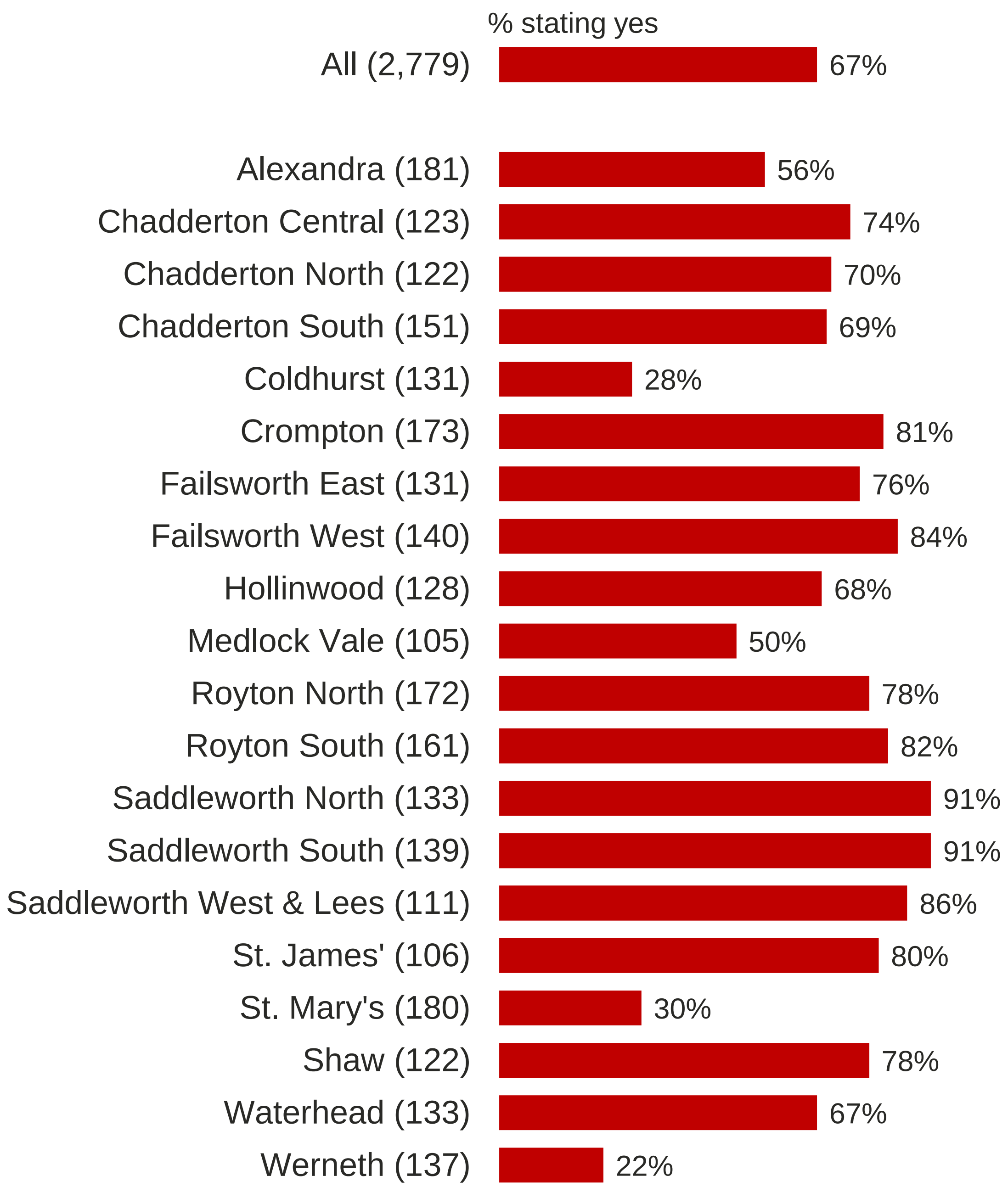
- Men (72% compared with 62% of women);
- Those aged 45+ (73% compared with 60% in the 16-44 age band);
- Couples without children (82%) and sole occupiers (71%) compared with lone parents (52%), couples with children (60%) and those who live with extended families (25%); and
- Owner-occupiers (72%) rather than social tenants (57%) and private tenants (62%).

Alcohol drinking is also more widespread among the more affluent groups of respondents. For example, it is more common among those with a net annual household income of at least £13,051 (79% compared with 53% of those with lower incomes) or who are qualified to at least degree/NVQ4 level (73% compared with 56% of those without qualifications). It is also more commonplace among those who do not receive benefits (74% compared with 45% of those who do).

Perhaps because they tend to be more affluent, respondents who drink alcohol are in generally better health. More of them rate their general health as good or excellent (74% compared with 65% of non-drinkers). They are less likely than non-drinkers to report a limiting long-term health condition or disability (31% compared with 44%) and to show signs of mental distress (22% compared with 31%).

Across wards, alcohol drinking is least common in the wards near central Oldham which have the highest South Asian populations in the borough: Werneth (22% drink alcohol), Coldhurst (28%), St. Mary's (33%), Medlock Vale (50%) and Alexandra (56%). It is most common in Saddleworth North (91%), Saddleworth South (91%), Saddleworth West and Lees (86%), Failsworth West (84%), Royton South (82%), Crompton (81%), St. James' (80%), Royton North (78%), Shaw (78%) and Failsworth (East (76%).

Alcohol consumption by ward



Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q37. Do you drink alcohol?

How much do respondents drink?

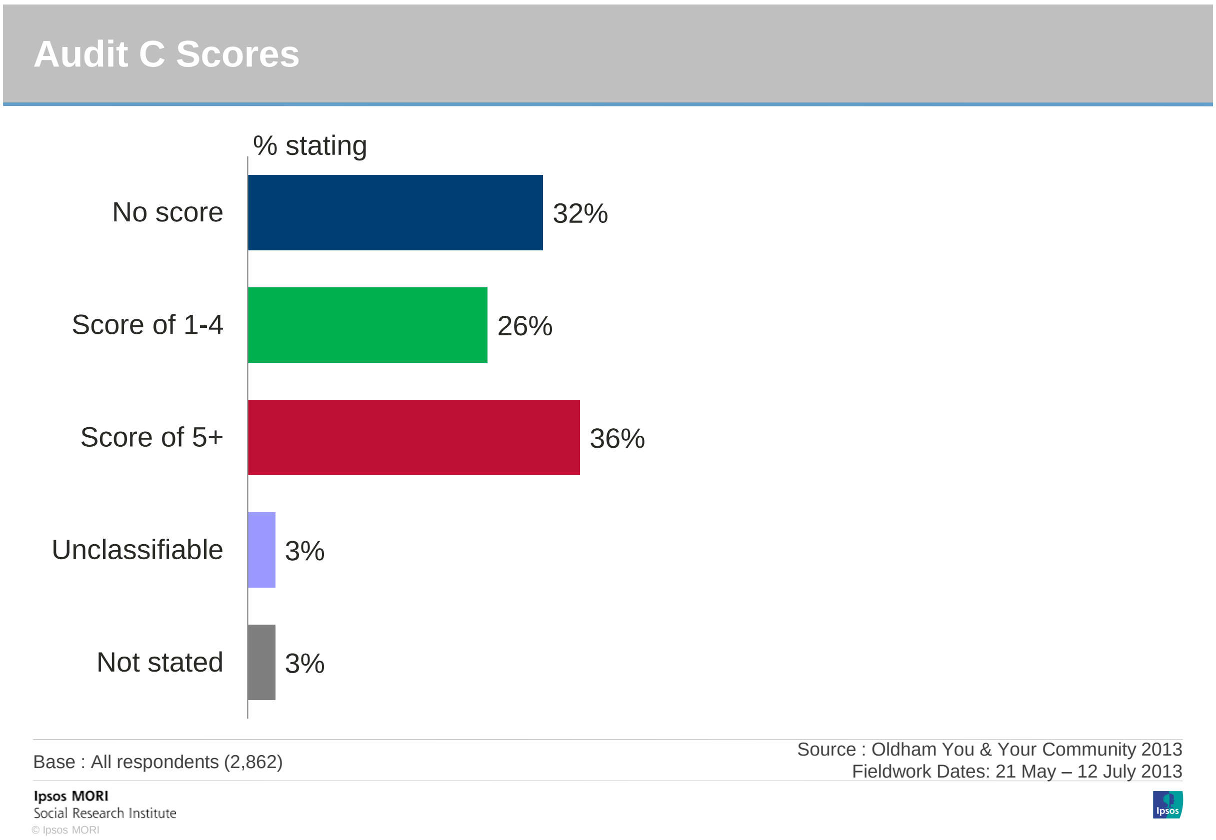
Respondents were also asked about the frequency with which they have an alcoholic drink, how many alcohol units they have on a typical day when they drink, and how often they consume at least six units on one occasion. Among respondents who drink alcohol:

- Half do so more than once a week (52%) and the great majority drinks more than once a month (79%);
- Two in five (41%) consume at least five units on a typical day when they do drink; and
- One in six (17%) drinks at least six units on a single occasion more than once a week, and over one in three does so more than once a month (38%).

Audit C Tool

One way to assess overall levels of alcohol intake is to use the Audit C Tool. This academically recognised method gives a score to the response that each respondent makes to the three questions on frequency and quantity of alcohol consumption. A combined score of between 1 and 4 signifies healthy, moderate drinking. However, a score of at least 5 is considered to be a sign of risk. Further information on the Audit C Tool can be found in the appendices of this report.

The following chart shows that a third of respondents (32%) have no Audit C score because they are either teetotal or drink only a negligible amount of alcohol. One in four (26%) has a score of 1-4, which indicates moderate and safe drinking. However, one in three (36%) has a score of at least 5, which means their alcohol consumption is potentially a risk.



As might be expected, the Audit C score is highest among demographic groups with the greatest propensity to drink alcohol. A score of 5+ is most common among those who are:

- White British (45% compared with four per cent of BME respondents and two per cent of those from an Asian background);
- Men (45% compared with 28% of women);
- Middle-aged (43% of those aged 45-64 compared with 35% of younger respondents and 31% of those aged 65+);
- Part of a couple without children (49%) or if there is a resident adult child (49%); and
- Owner-occupiers (40%) rather than social tenants (27%).

Scores are also higher among those affluent social groups who are more frequently drinkers. For example, a score of 5+ is more widespread among those with net household incomes of at least £13,051 a year (50% compared with 24% of those with lower incomes) and full-time workers (48% compared with 22% of the unemployed). The figure is also twice as high among respondents who do not receive benefits (42% compared with 20% of those who do).

Reflecting this, those in good health also tend to have higher Audit C scores. For example, a score of 5+ is more frequent among those who assess their health as excellent or good (39%) rather than poor (24%) or who do not have a limiting long-term health condition or disability (41% compared with 29% of those who do).

Across wards, a score of 5+ is most frequent in Saddleworth West and Lees (53%), Failsworth West (52%), Saddleworth South (52%), Saddleworth North (49%), Crompton (49%) and Royton South (46%). It is recorded least in Werneth (seven per cent), Coldhurst (12%), St. Mary's (17%), Alexandra (22%) and Medlock Vale (22%).

Appendices

Appendices

Weighting approach and design

Statistical reliability and presentation of data

Sample profile

Equalised household income calculation

Audit C tool information

Analysis of impact on results of the murder of Private Lee Rigby

The questionnaire

Weighting approach and design

The results shown in the report are based on weighted data unless otherwise stated.

Weighting is the process by which data are adjusted, to better reflect the known population profile. A ‘weight’ is the percentage assigned to a particular demographic descriptor. The sample needs to be weighted if the responses show that particular groups (such as younger people or those in a particular area) are under- or over-represented in the sample. If this is not carried out, the results will not reflect properly the views of the population being considered. Where data have not been weighted, this is referred to as ‘unweighted’ data.

Due to the complexity of the weighting frame used, a rim weighting approach was undertaken. Rim weighting allows multiple factors to be applied – for example age, gender and ethnicity – without the need for interlocked (or cell) weights to be calculated. It is an iterative process which seeks to find the best balance between the different factors for each individual respondent.

The weights used 2011 Census data held by Oldham Council for age, gender and ethnicity within each ward. After the weights were applied, the data were balanced by ward across the whole borough.

The weighting frame used in the 2013 survey is shown below:

Gender and Ethnicity factors					
Ward	**all**	**% males**	**% females**	**% white**	**% BME**
Alexandra	11830	49.0	51.0	63.4	36.6
Chadderton Central	10454	49.8	50.2	88.3	11.7
Chadderton North	11031	49.0	51.0	78.4	21.6
Chadderton South	11019	48.9	51.1	91.1	8.9
Coldhurst	13233	51.0	49.1	27.1	72.9
Crompton	10581	48.3	51.7	96.0	4.0
Failsworth East	10352	48.5	51.5	95.9	4.1
Failsworth West	10397	48.2	51.8	95.1	4.9
Hollinwood	11297	47.5	52.5	86.9	13.1
Medlock Vale	12414	49.4	50.6	61.5	38.5
Royton North	10283	48.8	51.2	97.4	2.6
Royton South	11001	48.9	51.1	93.5	6.5
Saddleworth North	9672	49.8	50.2	97.3	2.7
Saddleworth South	10043	49.1	50.9	97.5	2.5
Saddleworth West and Lees	11196	48.2	51.8	97.0	3.0
Shaw	10501	47.8	52.2	94.0	6.0
St. James'	11473	48.4	51.6	94.4	5.6
St. Mary's	13944	49.0	51.0	34.0	66.0
Waterhead	12027	49.6	50.4	76.8	23.2
Werneth	12149	50.0	50.0	23.4	76.6
OLDHAM	**224897**	**49.0**	**51.0**	**77.5**	22.5

Age factors

Ward	all	% 16to24	% 25to44	% 45to64	% 65plus
Alexandra	**8662**	18.5	38.5	27.2	15.8
Chadderton Central	**8506**	13.2	32.7	33.9	20.1
Chadderton North	**8508**	14.0	33.3	31.7	21.0
Chadderton South	**8790**	14.8	33.5	32.1	19.6
Coldhurst	**9040**	21.8	43.2	21.6	13.4
Crompton	**8805**	12.2	27.7	35.3	24.8
Failsworth East	**8433**	13.7	32.5	33.6	20.2
Failsworth West	**8434**	13.4	31.3	30.6	24.8
Hollinwood	**8507**	16.6	34.5	31.1	17.8
Medlock Vale	**9161**	18.2	38.9	28.7	14.2
Royton North	**8504**	12.0	28.4	36.4	23.1
Royton South	**9024**	12.5	32.5	32.3	22.7
Saddleworth North	**8025**	10.4	27.5	40.1	22.1
Saddleworth South	**8347**	10.5	27.4	37.7	24.5
Saddleworth West and Lees	**9167**	12.4	32.2	34.3	21.1
Shaw	**8518**	13.4	32.1	34.9	19.5
St. James'	**8671**	15.6	37.6	32.0	14.8
St. Mary's	**9603**	21.6	42.7	23.6	12.1
Waterhead	**9228**	15.7	37.7	31.6	15.1
Werneth	**8505**	21.2	42.8	23.0	13.0
OLDHAM	**174438**	**15.2**	**34.5**	**31.5**	**18.9**

Ward balancing factors

Ward	all	all
Alexandra	**8662**	**5.0%**
Chadderton Central	**8506**	**4.9%**
Chadderton North	**8508**	**4.9%**
Chadderton South	**8790**	**5.0%**
Coldhurst	**9040**	**5.2%**
Crompton	**8805**	**5.0%**
Failsworth East	**8433**	**4.8%**
Failsworth West	**8434**	**4.8%**
Hollinwood	**8507**	**4.9%**
Medlock Vale	**9161**	**5.3%**
Royton North	**8504**	**4.9%**
Royton South	**9024**	**5.2%**
Saddleworth North	**8025**	**4.6%**
Saddleworth South	**8347**	**4.8%**
Saddleworth West and Lees	**9167**	**5.3%**
Shaw	**8518**	**4.9%**
St. James'	**8671**	**5.0%**
St. Mary's	**9603**	**5.5%**
Waterhead	**9228**	**5.3%**
Werneth	**8505**	**4.9%**
OLDHAM	**174438**	**100.0%**

Statistical reliability and presentation of data

Presentation and interpretation of data

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout this volume, an asterisk (*) denotes any value of less than half a per cent, but greater than zero.

Statistical reliability

A sample of 2,862, rather than the entire population, has taken part in this survey. All results are therefore subject to sampling tolerances, which means that not all differences in findings are statistically significant. The respondents to the questionnaire are only samples of the total “population”, so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the “true” values). We can, however, predict the variation between the sample results and the “true” values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the “95% confidence interval”. This table gives an indication of approximate sampling tolerances.

Approximate sampling tolerances applicable to percentages at or near these levels			
	10% or 90%	**30% or 70%**	**50%**
Interviews			
100	6	9	10
300	3	5	6
400	3	4	5
500	3	4	4
1000	2	3	3
2,862	1	2	2

Source: Ipsos MORI North

For example, with a sample of 2,862 where 30% give a particular answer, the chances are 19 in 20 (a 95% confidence level) that the “true” value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 2 percentage points from the sample result. Strictly speaking the tolerances shown here apply only to random samples and postal surveys will probably have wider tolerances.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant”, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the differences between the two sample results must be greater than the values given in the table overleaf.

Differences required for significance at or near these percentage levels			
	10% or 90%	**30% or 70%**	**50%**
Size of the samples compared			
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
500 and 500	4	6	6

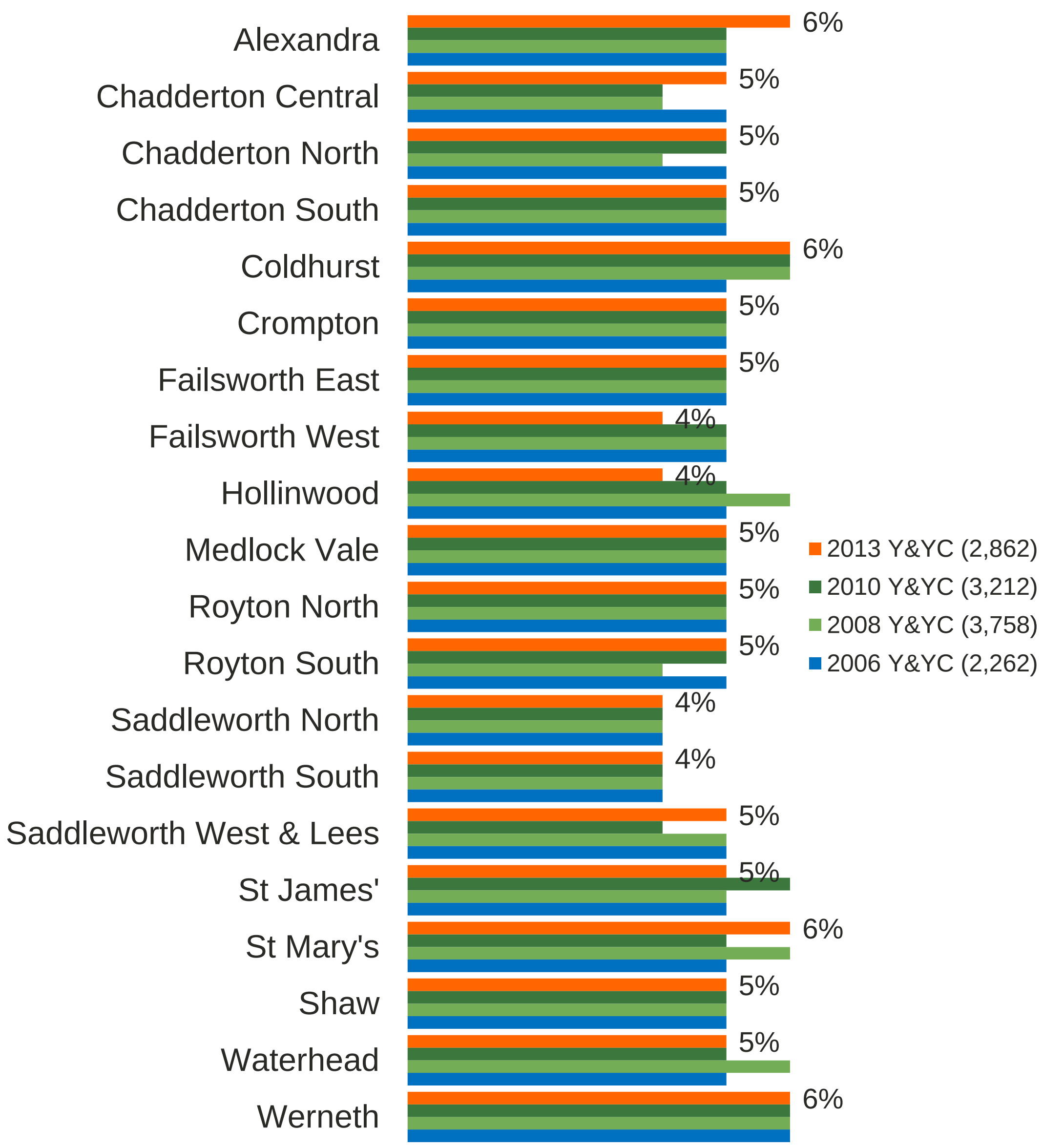
Source: Ipsos MORI North

Sample profile

The following charts show the characteristics of the respondents.

By area

Area : Ward



Base : All respondents (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

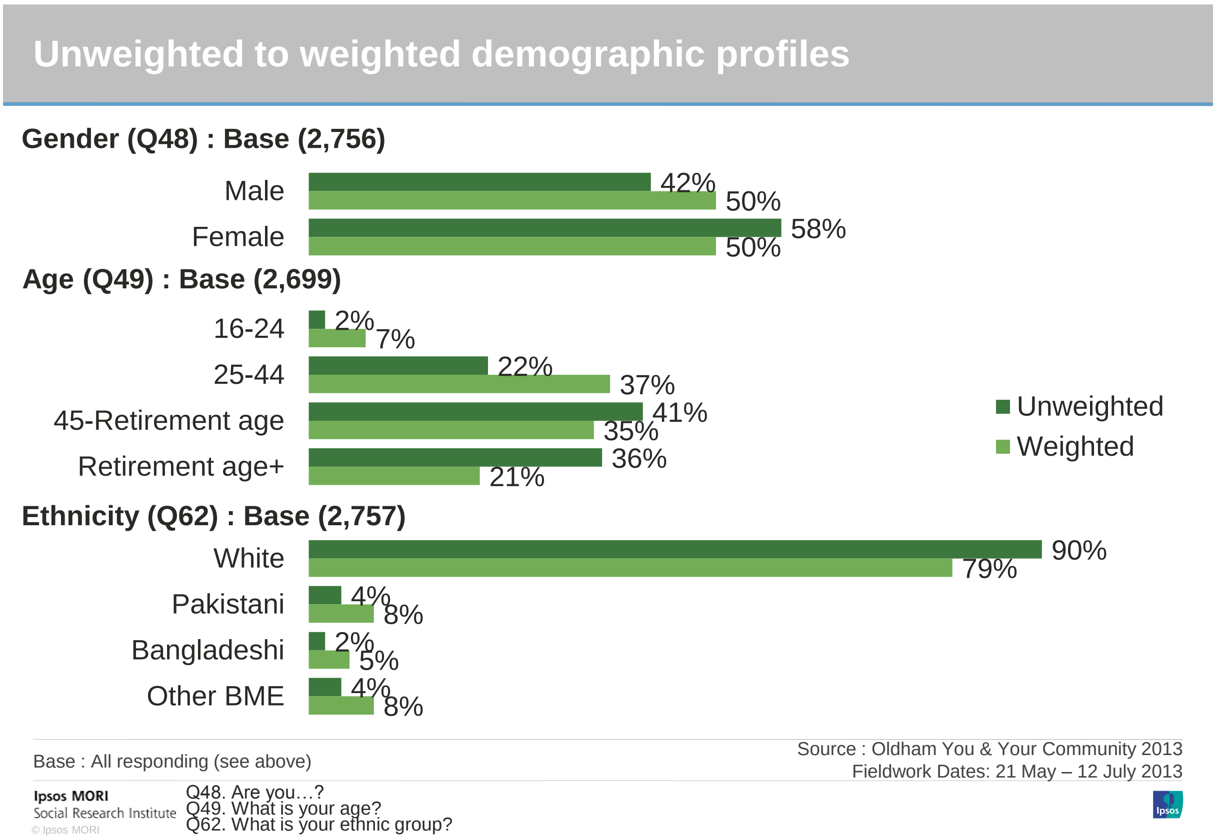
Ipsos MORI
Social Research Institute

Any skew in the results from the postal survey methodology has been corrected by the weighting and balancing of the results to reflect the overall profile of Oldham's population (based on Census 2011 data held by Oldham Council).

By personal characteristics

Age, gender and ethnicity

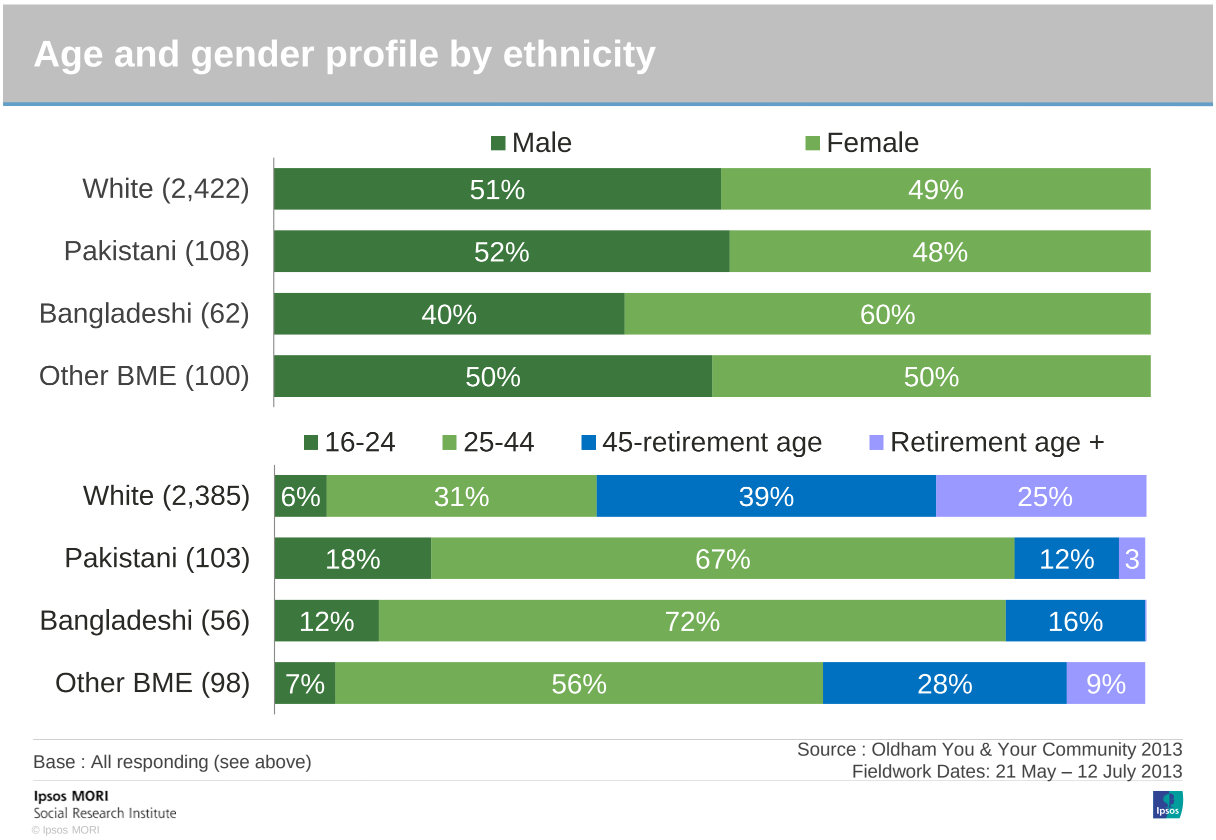
As with most postal surveys, the responses tend to be biased towards older and female respondents; this has been corrected within the weighting.



Note: the above chart shows unweighted and weighted data. All other charts in this report show weighted data only.

The unweighted profile for 2013 matches (within sampling tolerances) the unweighted profile from the 2010 results.

Figure 3 shows the age and gender profile by different ethnic groups.



The gender balance is fairly even for respondents from White, Pakistani and other BME backgrounds, but is slightly biased towards female respondents from a Bangladeshi background.

In terms of age profile, the Bangladeshi and Pakistani profiles are considerably younger (99% and 97% respectively are of working age compared with 75% of White respondents).

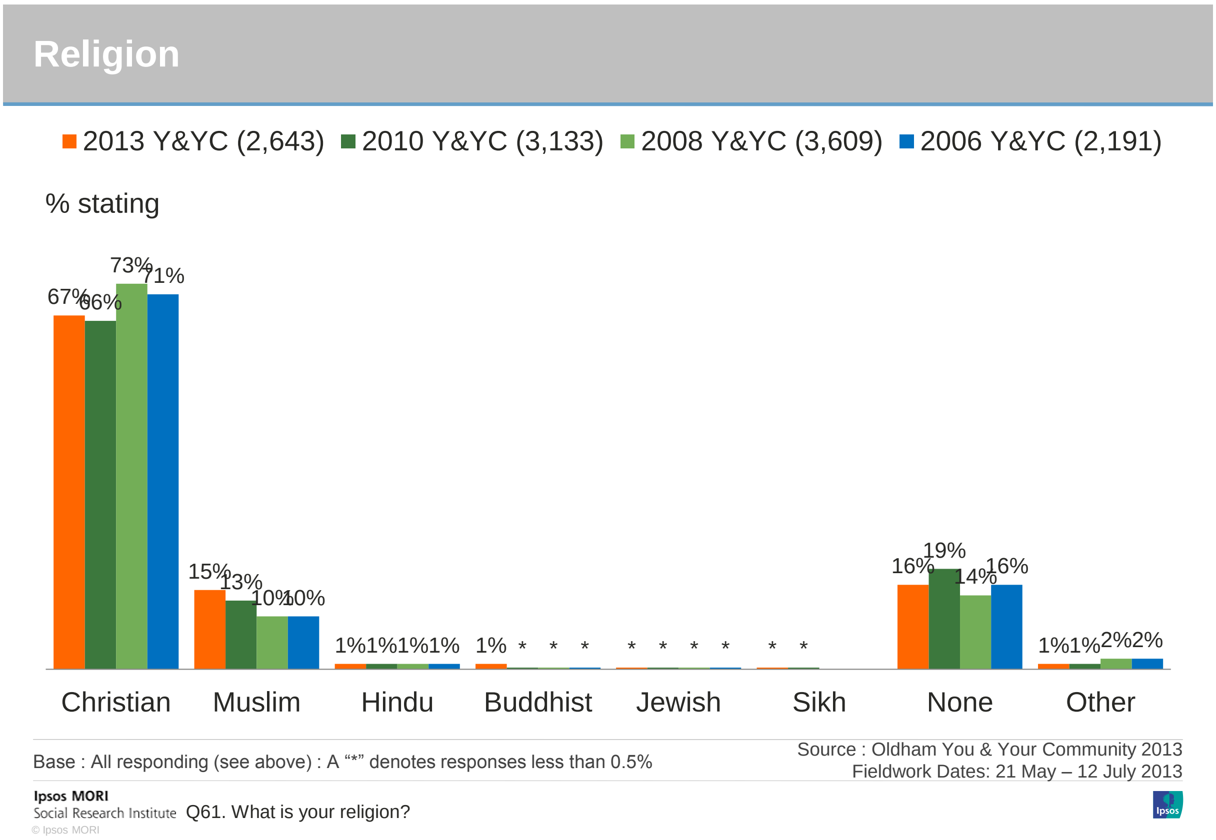
The age profiles of Pakistani and Bangladeshi respondents have changed from the 2010 wave of *You and Your Community*, this may reflect the use of Census 2011 (rather than updated Census 2001) figures for weighting purposes. For both groups there has been an increase in the proportion aged 25-44 (from 53% to 67% for Pakistani respondents and from 48% to 72% for Bangladeshi respondents). There has been a corresponding decrease in the proportions aged 16-24 for Bangladeshi respondents (from 35% to 12%), however the change among Pakistani respondents in this age band (from 22% to 18%) is not statistically significant. There have been no statistically significant changes in the proportions aged 45+ for both groups.

The age profile of White and other BME background respondents remain unchanged[30] from 2010.

[30] Note: Because of the relatively small base sizes for individual age bandings, or by ethnicity, some apparently large changes are not statistically significant.

Religion

The profile of stated religion is largely unchanged compared to 2010: two in three respondents (67%) say that they are Christian, 16% say they have no religion (down from 19% in 2010) and 15% are Muslim (up from 10% in 2006).



As in previous waves of *You and Your Community*, nearly all respondents from a Pakistani or Bangladeshi background say they are Muslim (98% and 100% respectively).

Respondents from other Asian groups are split across three main religions: Christian (25%), Muslim (32%) and Hindu (31%); only seven per cent of this ethnic group say they have no religion.

Looking at differences across the wards shows that:

- Those more likely to say they are Christians are in Failsworth East (84%), St. James' (83%), Hollinwood (83%), Royton North (81%), Royton South (78%), Failsworth West (79%), and Saddleworth West and Lees (77%). Those who are less likely to say they are Christian are in Medlock Vale (49%), Coldhurst (43%), St. Mary's (35%) and Werneth (29%).
- The proportion with no religion is significantly higher in Saddleworth North (29%) and Saddleworth South (29%).
- The proportions saying they are Muslim are significantly higher in St. Mary's (55%), Coldhurst (53%), Werneth (64%) and Medlock Vale (26%).
- The proportion saying they are Hindu is significantly higher in Werneth (five per cent).

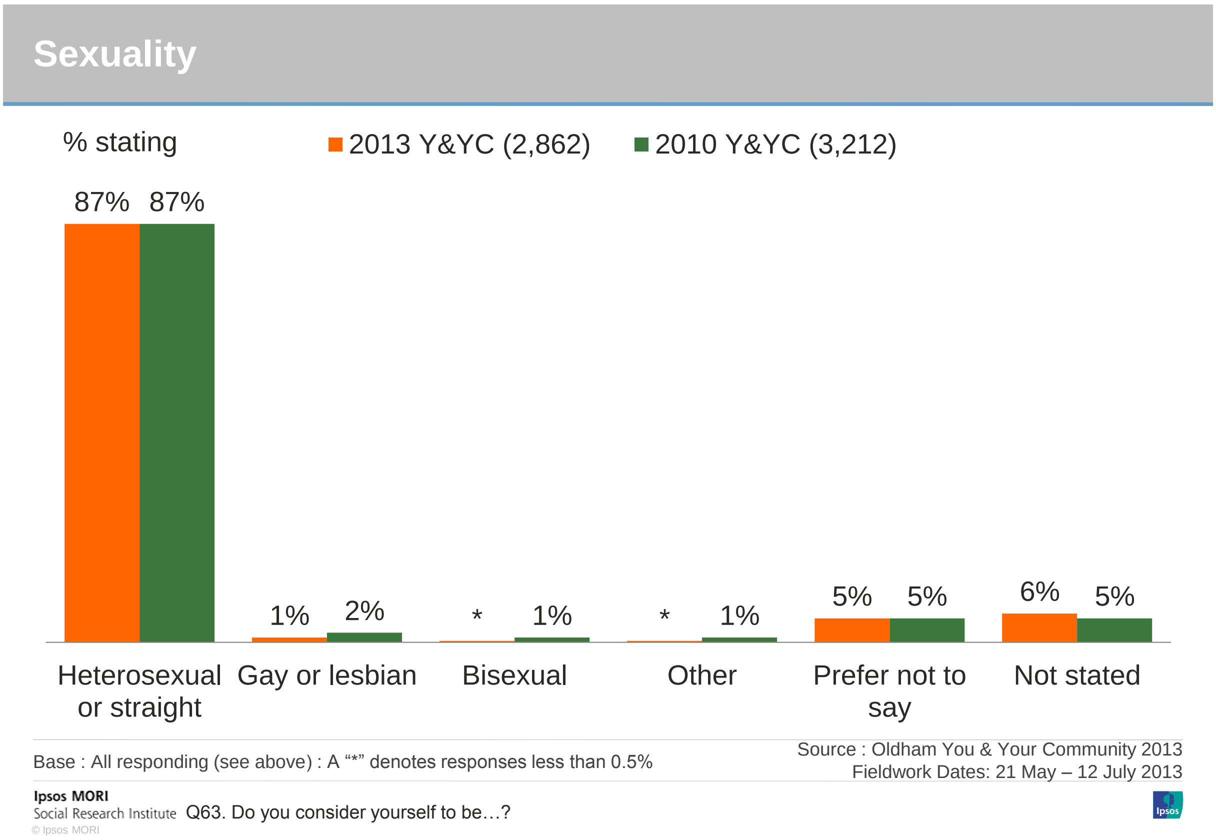
The proportions with no religion decline with age:

- 16-24 year olds: 34%;
- 25-44 year olds: 19%;
- 45-64 year olds: 14%;
- Those aged 65+: nine per cent

Sexuality

The majority of respondents (87%) state they are heterosexual, with two per cent in total stating they are either gay/lesbian (one per cent), bisexual (less than 0.5%) or other sexuality (also less than 0.5%). These results are in line with those from 2010.

Five percent of respondents chose the "prefer not to say" option and 6% did not answer the question. Overall 90% of respondents gave a response.



There are few significant differences, although respondents from Pakistani and Bangladeshi backgrounds are more likely to state they "prefer not to say": 14% of Pakistani and 21% of Bangladeshi respondents chose this option.

By household characteristics

This section looks at the profile of the households taking part in the survey.

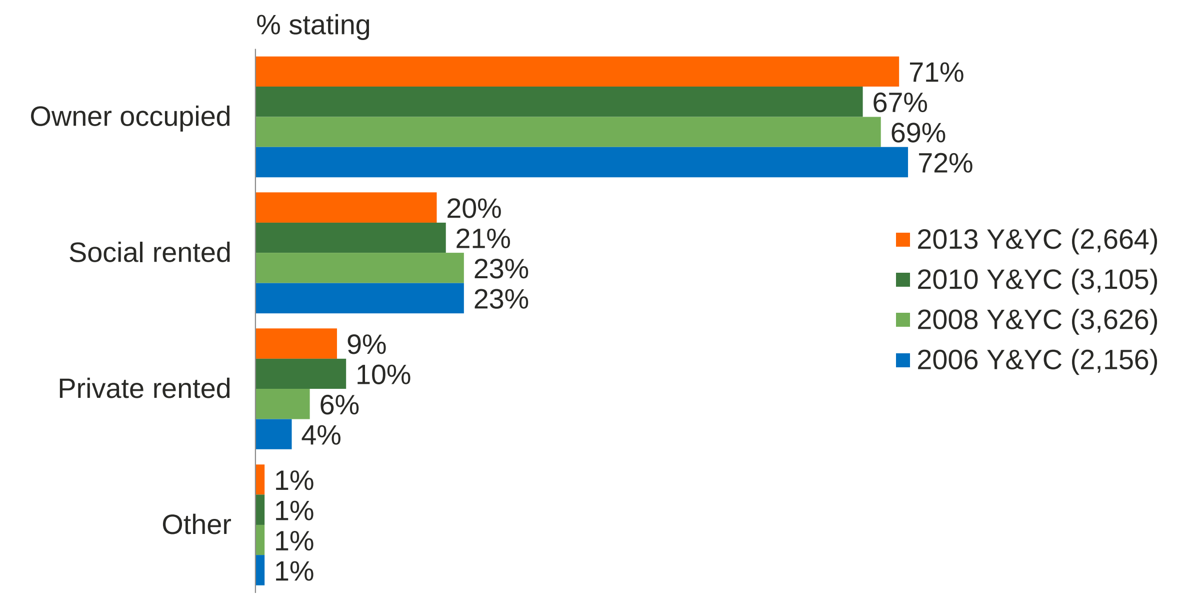
Tenure

Seven in ten respondents (71%) are owner occupiers, which is more than in 2010 (67%) and 2008 (69%) but in line with 2006 (72%). One in five lives in social rented housing (20%), which is in line with 2010 (21%) but lower than in both 2008 and 2006 (both 23%). Nearly one in ten (nine per cent) rents privately, which is in line with 2010 (10%) and significantly higher than 2008 and 2006 (six and four per cent respectively).

Reflecting normal postal survey sample profiles, the proportion of owner occupiers is higher than shown in Census 2011 results (71% in the *You and Your Community* survey and 65% in Census 2011). Conversely the proportion of private tenants is lower (9% compared with 12% in Census 2011). The proportion of social tenants is in line with Census 2011 results (20% compared with 21% Census 2011).

There are few differences by ethnicity, although White British respondents are more likely to be owner occupiers (73% compared with 71% overall) and those from non-British White backgrounds are more frequently social tenants (33% compared with 20% overall).

Tenure



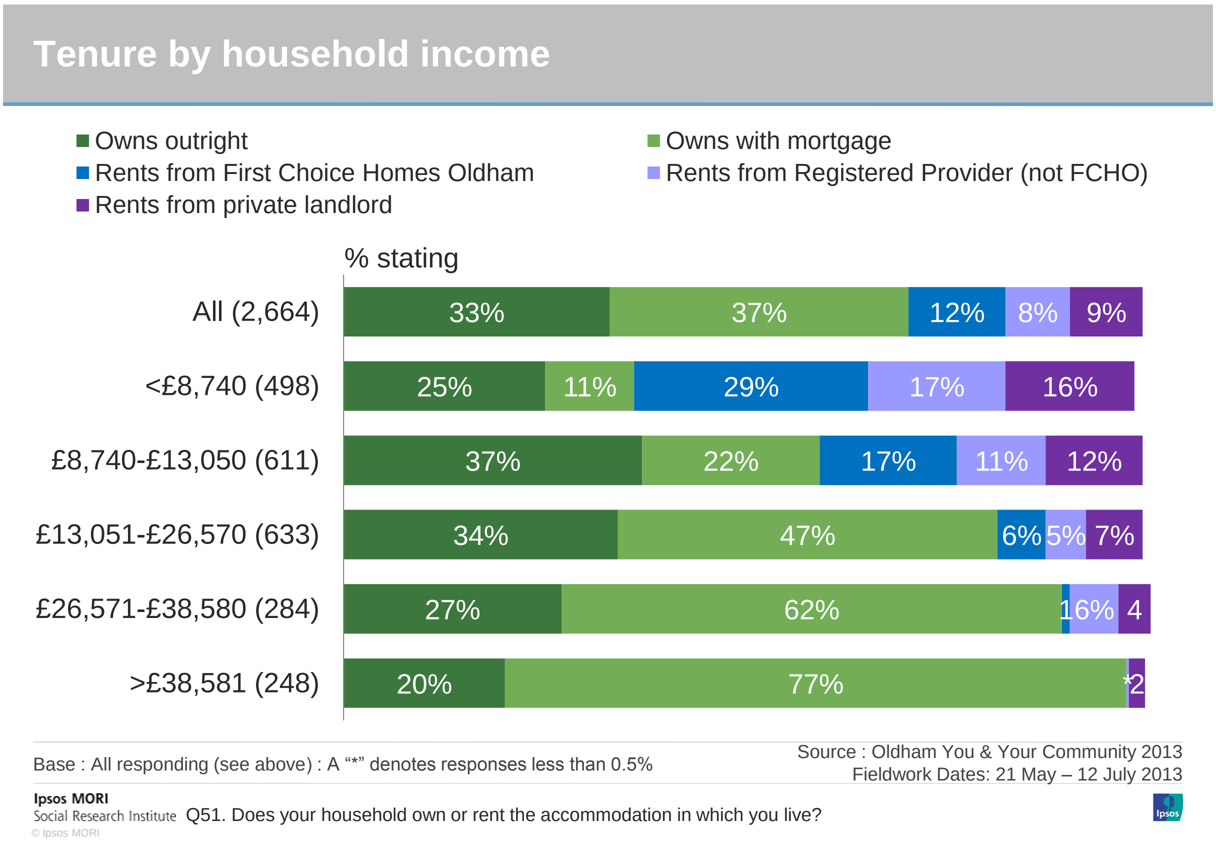
Base : All responding (see above)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute

Q51. Does your household own or rent the accommodation in which you live?

Tenure varies by household income: the proportions of social and private tenants fall as income rises, while the proportion with a mortgage increases.

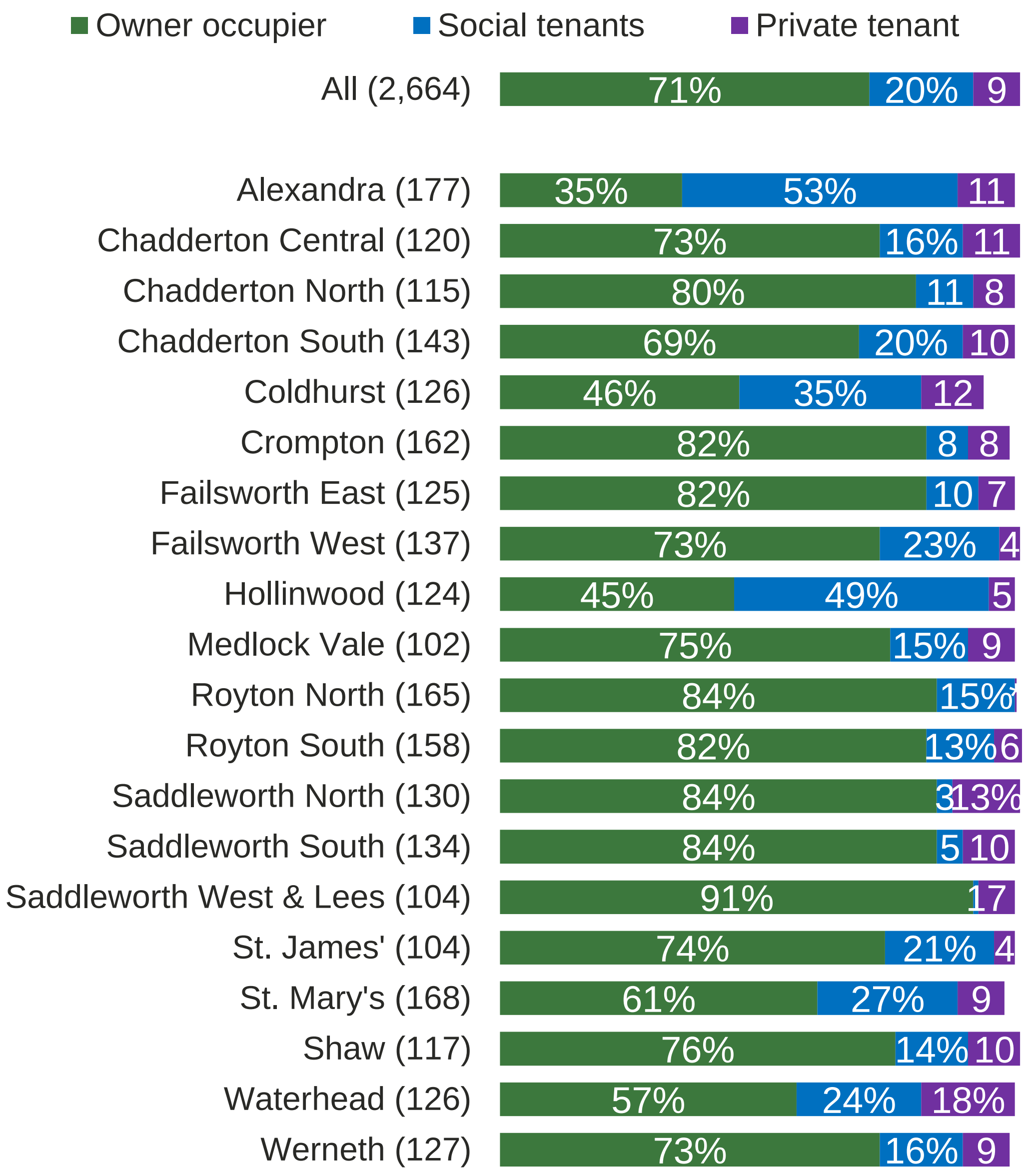


The chart on the following page shows tenure by ward. Tenure varies across wards, and generally shows that home ownership is lower in wards with higher levels of economic deprivation.

There are differences in tenure in each ward compared to Census 2011 findings, generally the proportion saying they are owner occupiers is higher and/or the proportion stating they are private tenants is lower[31] than in Census 2011 findings.

[31] A full breakdown of Census 2011 tenure by ward can be found at http://www.oldhaminfo.org/QuickLink.aspx?id=438 (self-registration, or use username and password census2011)

Tenure by ward



Base : All responding (see above)
A “*” denotes responses less than 0.5%

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

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Q51. Does your household own or rent the accommodation in which you live?

Household composition

The questionnaire asked respondents about the number of people in the household and relationships between these people. By combining the responses given in these separate questions it is possible to build a profile of the complete household. This analysis shows that:

- Around two in five respondents (38%) live as a family, with adults and children in the household. Looking at different types of family shows: 20% of all respondents live as two-parent families; four per cent are lone parent families; four per cent are extended families with three or more generations or multiple households living together and nine per cent are in households with adult children present;
- One in four respondents (25%) lives as a couple without children in the household;
- One in five (21%) live alone;
- Three per cent live in a different type of household and for 13% it was not possible to classify their household due to incomplete or contradictory responses.

The table below shows the household composition across the wards:

	Base	Sole occupier	Couple	One parent family	Two-parent family	Extended family	Other HH type	Unclassified no data given	Adult children at home	Unclassified conflicting data
Wtd Total (z)	2862	21%	25%	4%	20%	4%	3%	7%	9%	6%
Alexandra	160	21%	16%	8%	24%	2%	1%	7%	6%	11%
Chadderton Central	136	25%	25%	2%	15%	*%	10%	5%	13%	5%
Chadderton North	144	19%	25%	3%	23%	5%	2%	9%	11%	2%
Chadderton South	149	22%	23%	6%	19%	1%	5%	7%	8%	8%
Coldhurst	166	23%	8%	8%	16%	16%	6%	8%	6%	9%
Crompton	138	18%	35%	2%	19%	1%	2%	12%	9%	2%
Failsworth East	138	23%	21%	2%	23%	2%	2%	14%	9%	4%
Failsworth West	128	26%	29%	5%	21%	*%	3%	2%	7%	4%
Hollinwood	126	27%	26%	2%	21%	1%	3%	3%	8%	8%
Medlock Vale	148	17%	21%	2%	29%	3%	1%	4%	6%	15%
Royton North	139	23%	29%	4%	16%	-	6%	7%	9%	5%
Royton South	138	28%	28%	1%	22%	2%	2%	3%	9%	4%
Saddleworth North	129	17%	47%	-	17%	1%	3%	4%	11%	1%
Saddleworth South	129	24%	38%	-	22%	-	2%	4%	8%	1%
Saddleworth West and Lees	152	18%	36%	4%	16%	2%	-	5%	15%	4%
St James'	133	19%	26%	9%	22%	10%	1%	2%	7%	4%
St Mary's	169	17%	11%	10%	24%	11%	2%	8%	8%	9%
Shaw	130	17%	32%	1%	17%	3%	3%	8%	13%	5%
Waterhead	142	29%	22%	4%	15%	1%	2%	6%	8%	12%
Werneth	168	13%	10%	6%	25%	18%	4%	11%	5%	8%

Across the wards there are differences in the profile of household types. In particular:

- Respondents who live as a couple with no children at home are more likely to live in Saddleworth North (47%), Saddleworth South (38%), Crompton (35%) and Saddleworth West and Lees (36%);
- Lone parent families are more likely to live in St. Mary's (10%);
- Households with adult children at home are more likely to be found in Saddleworth West and Lees (15%); and
- Respondents who live in extended families are most common in St. Mary's (11%), St. James' (10%), Coldhurst (16%) and Werneth (18%).

Immediately after providing details of their household composition, respondents were asked "how satisfied they are with this arrangement". Nearly all respondents (88%) are satisfied with their living arrangements. Differences across the sub-groups include by:

- Tenure – owner occupiers are more likely to be satisfied (90%) than social tenants (82%);
- Ethnicity – White respondents are more likely to say they are satisfied than those from a BME background (90% compared with 80%), especially those from a Bangladeshi background (72%);
- Household composition – those living as a couple without children (96%) and two-parent families (94%) are more satisfied with the arrangement than those who live alone (75%);
- Household income – satisfaction with living arrangements increases with income from 78% of those with a net annual household income of less than £8,740 to 99% of those with an income of at least £38,581 a year.

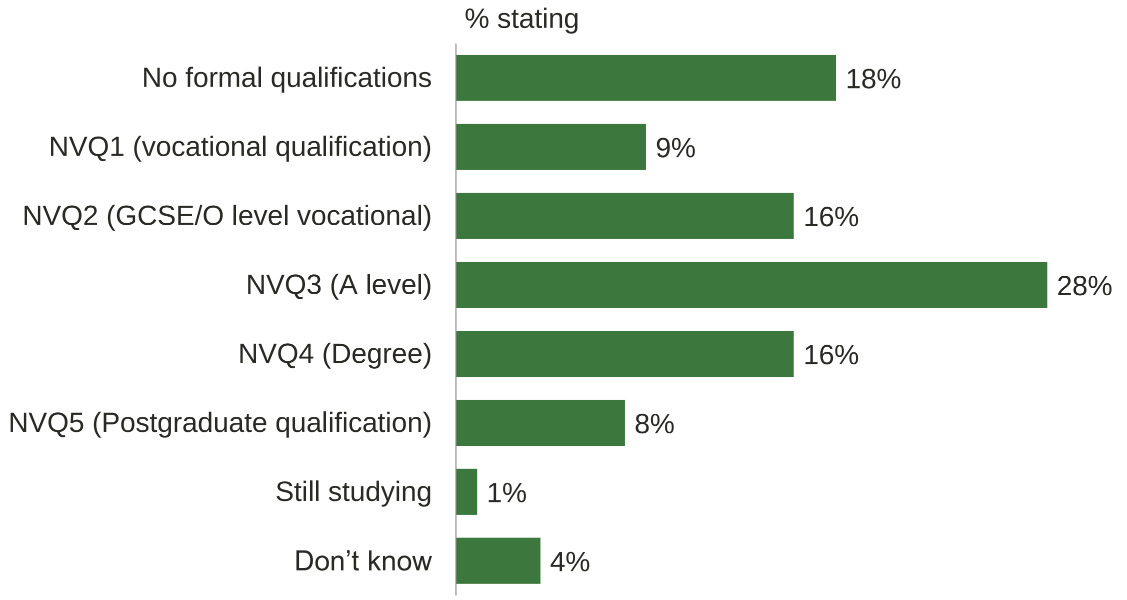
Qualifications

A different question was asked in 2013 to gather information about the level of qualifications achieved by local people in Oldham.

One in six respondents (18%) has no qualifications, half are qualified at most to NVQ3 level (53%), and one in four are qualified to NVQ degree level or above (24%). Also, one per cent are still studying. The highest qualifications held by respondents are shown below.

Compared to Census 2011 findings, the proportion with no qualifications is lower (18% compared to 30% in Census 2011), the proportion with qualifications up to and including NVQ3 is in line (53% compared to 52% in Census 2011) and the proportion with NVQ4+ qualifications is higher (24% compared to 19% in Census 2011)

Qualifications



Base : All responding (2,540)

Source : Oldham You & Your Community 2013
Fieldwork Dates: 21 May – 12 July 2013

Ipsos MORI
Social Research Institute
Q58. Which, if any, of the following educational or professional qualifications do you have?

The proportion of respondents with no qualifications increases with age from three per cent of 16-24 years olds and 10% of 25-44 year olds, to 17% of those aged 45-64 years old and 39% among those aged 65+.

The proportion without qualifications is higher in Coldhurst (27%) and St. Mary's (26%) and among those with the lowest household incomes (31% for those with a net household income of less than £8,740 per year and 28% for those with a household income of £8,740-£13,050 per year).

Equivalised household income calculation

The calculations used to convert the net household income bands used on the questionnaire to gross household income are shown below. The calculations are based on the following assumptions:

- One person is earning in each household, therefore only one personal allowance is included in the calculation;
- The calculations are based on the standard (not age-related) personal allowance and National Insurance contribution levels for 2013-14;
- Personal tax allowance £9,440 per annum or £182 per week;
- Basic rate tax at 20% for earnings above the personal allowance (note: even when calculated to gross household income the highest band shown on the questionnaire falls within the basic tax rate and not higher tax bands);
- National Insurance at 12% is paid on income above £7,755 per annum or £149 per week. (Note: the highest income band on the questionnaire would include an element of the 2% National Insurance rate for earnings above £797 per week, for ease of calculation this higher rate is ignored and the 12% rate is used for the full amount);
- There is no allowance for Child Benefit, or other universal benefits, in the calculation

Income band shown on questionnaire	Under £168 per week (or under £8,740 per year after tax)	£168-£251 per week (£8,740 - £13,050 per year after tax)	£252-£511 per week (£13,051 - £ £26,570 per year after tax)	£512-£742 per week (£26571 - £38580 per year after tax)	Over £743 per week (over £38,581 per year after tax)
Upper per week income used in calculation	£168	£251	£511	£742	No upper limit
National Insurance paid per week	£2.60	£14	£49	£81	-
Tax paid per week	£0	£17	£82	£140	-
Gross income per week	£171	£282	£642	£963	-
Equalised gross household income band	Under £171 per week (or under £8892 per year before tax)	£172-£282 per week (£8,892 - £14,664 per year before tax)	£283-£642 per week (£14,664 - £33,384 per year before tax)	£642-£963 per week (£33,385 - £50,076 per year before tax)	Over £964 per week (over £50,076 per year before tax)

AUDIT-C Tool approach

Overview

The AUDIT-C tool is a 3-item alcohol screen that can help identify persons who are hazardous drinkers or have active alcohol use disorders (including alcohol abuse or dependence). The AUDIT-C tool is a modified version of the 10 question AUDIT instrument.

Scoring

The AUDIT-C tool is scored on a scale of 0-12. Each AUDIT-C question has 5 answer choices. Points allotted are:

a = 0 points, b = 1 point, c = 2 points, d = 3 points, e = 4 points

- **In men**, a score of 4 or more is considered positive, optimal for identifying hazardous drinking or active alcohol use disorders.
- **In women**, a score of 3 or more is considered positive (same as above).
- However, when the points are all from Q1 alone (Q2 and Q3 are zero), it can be assumed that the respondent is drinking below recommended limits (when used with patients it is suggest that the provider review the patient's alcohol intake over the past few months to confirm accuracy).
- Generally, the higher the score, the more likely it is that the respondent's drinking is affecting his or her safety.

AUDIT-C questions:

Q1. How often do you have a drink containing alcohol?

a = never, b = monthly or less, c=2-4 times a month, d = 2-3 times a week, e = 4 or more times a week

Q2. How many standard drinks containing alcohol do you have on a typical day?

a = 1 or 2, c = 3 or 4, c = 5 or 6, d = 7 to 9, e = 10 or more

Q3. How often do you have six or more drinks on one occasion?

a = never, b = less than monthly, c = monthly, d = weekly, e = daily or almost daily

Analysis of impact on results of the murder of Private Lee Rigby

It should be noted when reading the results presented here that the survey took place in May to July 2013; the murder of Private Lee Rigby took place on 22 May 2013. The murder and subsequent events had significant media coverage in the local area. It is impossible to say with any accuracy what impact the murder had on feelings of community cohesion, although the survey straddles the date of the murder and the following media coverage, there is no "pre-murder" period in the data with which to make comparisons. This analysis attempts to show how the events impacted on results.

The You and Your Community survey was sent out using 2nd class post on 21 May; it would have been delivered to respondents' homes between 23 and 25 May. Allowing time for respondents to complete the questionnaire and for return (2nd class) postage, the earliest returns were received on 28 May. However, it was not until 6 June that we received sufficient responses to investigate any impact the murder may have had. Splitting the responses at 6 June gives:

- 1,374 responses received on or before 6 June
- 1,488 responses received after 6 June

It is the first group (responses received on or before 6 June) which would show the immediate impact of the murder and media coverage and the second group which would start to show any longer term impacts.

The analysis looked at five specific questions which were felt to be most susceptible to attitude changes as a result of the media coverage of the murder:

Q16. To what extent do you agree or disagree that your neighbourhood is a place where people…? Tick one box per row

	Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know	Too few people in local area	All the same background
…of different ages get on well together	☐	☐	☐	☐	☐	☐	☐	☐
…from different social backgrounds get on well together	☐	☐	☐	☐	☐	☐	☐	☐
…from different ethnic backgrounds get on well together	☐	☐	☐	☐	☐	☐	☐	☐

Q17. To what extent do you agree or disagree that having a mix of different people in your neighbourhood makes it a more enjoyable place to live? Tick one box only

Definitely agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Definitely disagree	Don't know
☐	☐	☐	☐	☐	☐

Q18. Do you think it is possible for…?
Tick one box per row

	Yes	No	Don't know
…people from different social backgrounds to get on well together	☐	☐	☐
…people from different ethnic backgrounds to get on well together	☐	☐	☐
…people from different age groups to get on well together	☐	☐	☐

Q19. **In your neighbourhood, how much tension would you say there is between people…?**
Tick one box per row

	A great deal	A fair amount	A little	None at all	Don't know
…from different age groups	☐	☐	☐	☐	☐
…from different social backgrounds............................	☐	☐	☐	☐	☐
…from different ethnic groups....................................	☐	☐	☐	☐	☐

Q25. **How safe do you feel when outside in your local area…?**
Tick one box per row

	Very safe	Fairly safe	Neither safe nor unsafe	Fairly unsafe	Very unsafe	Don't know
…after dark...	☐	☐	☐	☐	☐	☐
…during the day	☐	☐	☐	☐	☐	☐

The impact on each of these is considered below.

The analysis shows no differences in perceived tension in respondents' neighbourhoods between different age, social or ethnic groups around the data break point of 6 June.

Q19. In your neighbourhood, how much tension would you say there is between people …?		6 June or before	After 6 June
… from different age groups	A great deal/fair amount	14%	14%
	A little/none at all	72%	70%
	Don't know	12%	12%
	Not stated	2%	3%
… from different social groups	A great deal/fair amount	15%	15%
	A little/none at all	66%	67%
	Don't know	16%	15%
	Not stated	4%	4%
… from different ethnic groups	A great deal/fair amount	25%	25%
	A little/none at all	53%	52%
	Don't know	18%	18%
	Not stated	4%	5%

The investigation also shows no changes in whether respondents feel safe in their local area.

Q25. How safe do you feel when outside in your local area…?		6 June or before	After 6 June
… after dark	Safe	54%	53%
	Neither safe nor unsafe	18%	16%
	Unsafe	25%	26%
	Don't know	1%	1%
	Not stated	2%	3%
… during the day	Safe	82%	81%
	Neither safe nor unsafe	9%	9%
	Unsafe	5%	7%
	Don't know	0%	0%
	Not stated	3%	3%

There are changes in opinions about whether people from different ethnic and social groups can get on[32], with greater proportions saying "yes" to these questions in the initial returns after the data break point. There is no change in the data relating to age groups.

Q18. Do you think it is possible …?		**6 June or before**	**After 6 June**
… people from different social backgrounds to get on well together	Yes	**74%**	**78%**
	No	12%	11%
	Don't know	10%	8%
	Not stated	4%	3%
… people from different ethnic backgrounds to get on well together	Yes	**62%**	**66%**
	No	21%	17%
	Don't know	13%	13%
	Not stated	4%	4%
… people from different age groups to get on well together	Yes	83%	82%
	No	7%	7%
	Don't know	7%	6%
	Not stated	4%	4%

There is a spike of negativity seen in the data before the 6 June breakpoint around whether having a mix of people makes a neighbourhood a more enjoyable place to live.

Q17. To what extent do you agree or disagree that having a mix of different people in your neighbourhood makes it a more enjoyable place to live?		**6 June or before**	**After 6 June**
	Agree	**31%**	**36%**
	Neither agree nor disagree	34%	33%
	Disagree	**27%**	**23%**
	Don't know	5%	6%
	Not stated	4%	3%

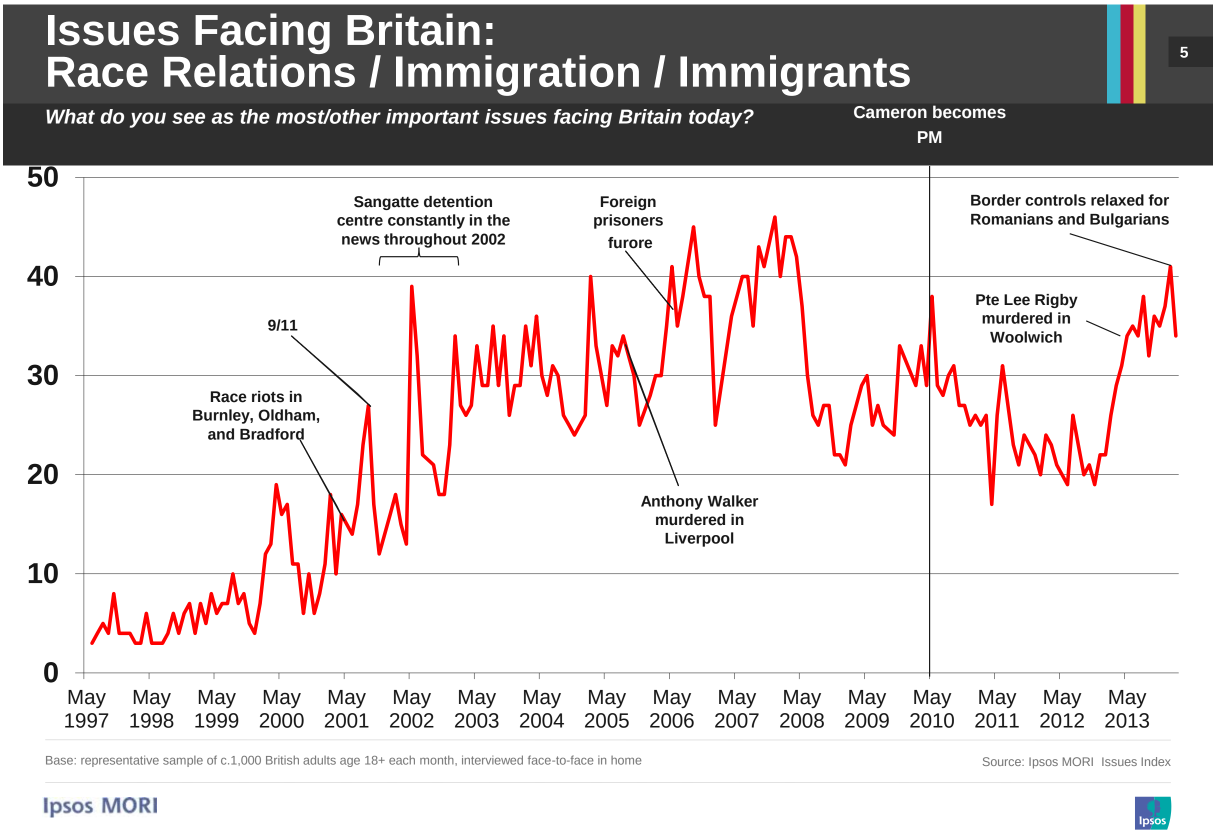
The pattern is repeated when considering whether there is tension between different ethnic groups in the respondents' neighbourhood. There are no differences between opinions before and after the data break point with regard to tension between different age and social groups.

Q16. To what extent do you agree or disagree that your neighbourhood is a place where people …?		**6 June or before**	**After 6 June**
… of different ages get on well together	Agree	60%	60%
	Neither agree nor disagree	21%	18%
	Disagree	11%	12%
	Don't know	5%	5%
	Too few people in area	0%	1%
	All the same background	1%	1%
	Not stated	2%	3%
… from different social backgrounds get on well together	Agree	40%	42%
	Neither agree nor disagree	27%	23%
	Disagree	20%	19%

[32] Statistically significant differences are shown by bold figures in the tables.

	Don't know	6%	7%
	Too few people in area	1%	2%
	All the same background	3%	3%
	Not stated	3%	3%
… from different ethnic backgrounds get on well together	Agree	28%	30%
	Neither agree nor disagree	24%	24%
	Disagree	**29%**	**26%**
	Don't know	6%	7%
	Too few people in area	4%	5%
	All the same background	5%	4%
	Not stated	4%	4%

This pattern of immediate heightening of tensions and a return to normalcy is seen for many issues as illustrated in the chart below which shows attitudes to race relations and immigration over time with key touch points since 2000 marked[33].



In all it would appear that in the immediate aftermath of the murder and the initial media coverage there was a spike in perceptions of tension between ethnic groups, but after these initial reactions opinions have returned to lower (more normal) levels. It is not possible in the You and Your Community dataset to see if there has been any lasting long-term effect or not.

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[33] Source: Ipsos MORI Issues Index, February 2014. Bases: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home.

The questionnaire

After the initial questionnaires were sent out, an error was spotted on Q57, which asks about current employment status. One of the answer options had been omitted, which meant some respondents were potentially unable to accurately state their employment status. The missing option was “employed part-time (less than 16 hours a week)”.

All responses received on the original, incorrect, questionnaire were checked. Where respondents had said they were in full-time employment, self-employed, or retired, their responses were accepted as stated. Where respondents had selected another option, or not given an answer, they were sent a letter explaining the error and asking them to answer Q57 again.

Reviewing all responses received on the incorrect questionnaire format showed that 595 respondents had given a response other than “in full-time employment”, “self-employed” or “retired”. These 595 respondents were sent a letter explaining the error and asking them to confirm their response using the full answer options. In total, 17 of those who returned the form changed their response to include the previously missing option of “employed part-time (less than 16 hours a week)”.