

WELLBEING AND RESILIENCE IN EAST SUSSEX

Annual Report of the Director of Public Health
2016-2017

Community Survey
Technical Addendum



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Appendix 1: Survey Respondents

A postal self-completion survey of residents across the County Council area was undertaken. The overall sample size was driven by the ambition for at least 3% of residents across the County to participate in the survey. A questionnaire was sent out to 42,316 addresses across the County, with fieldwork taking place between 30 November 2015 and 29 January 2016. Overall, 15,029 valid responses were received, representing a response rate of 35.5%, the adjusted response rate was boosted to 35.7%, a very positive response rate as some questionnaires were returned as incorrect or non-existent addresses.

Survey data are weighted according to the known population profile of the area to counteract non-responses bias. Data are weighted by age within gender, and working status, as well as being balanced by ward to reflect the distribution of the population across the County. The weighting profile was based on a combination of 2011 Census information and the latest mid-year estimates, where available. Further information on the weighting approach can be found in the Appendix 2: Technical Report.

To provide context to the main survey findings, residents were asked a series of other demographic questions, including age, gender, marital status, ethnicity, religion and sexual orientation.

Age and gender were included in the weighting scheme to account for non-response bias, and to ensure that the results are as representative as possible of the East Sussex population. As can be seen in the chart below, the weighting process involved boosting men and younger residents – this is a very common practice with general population postal surveys. Please see the Appendix 2: Technical Report for further details on the weighting scheme.

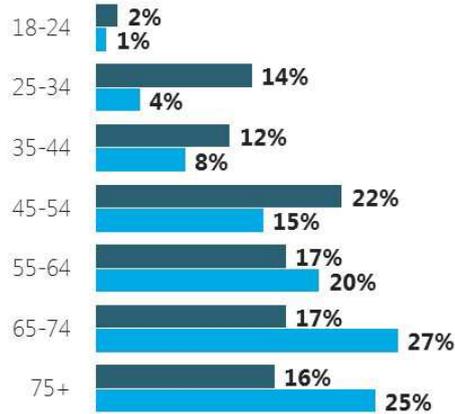
Once weighting has been applied, the survey profile is 45% men, 55% women and less than 0.5% transgender. In terms of age, around one in six (16%) are aged 18-34, three in six (51%) are aged 35-64, and the remaining two in six (33%) are aged 65+.

Figure 1.1: Age and gender

Q28. Gender (14632)



Q29. Age (14725)



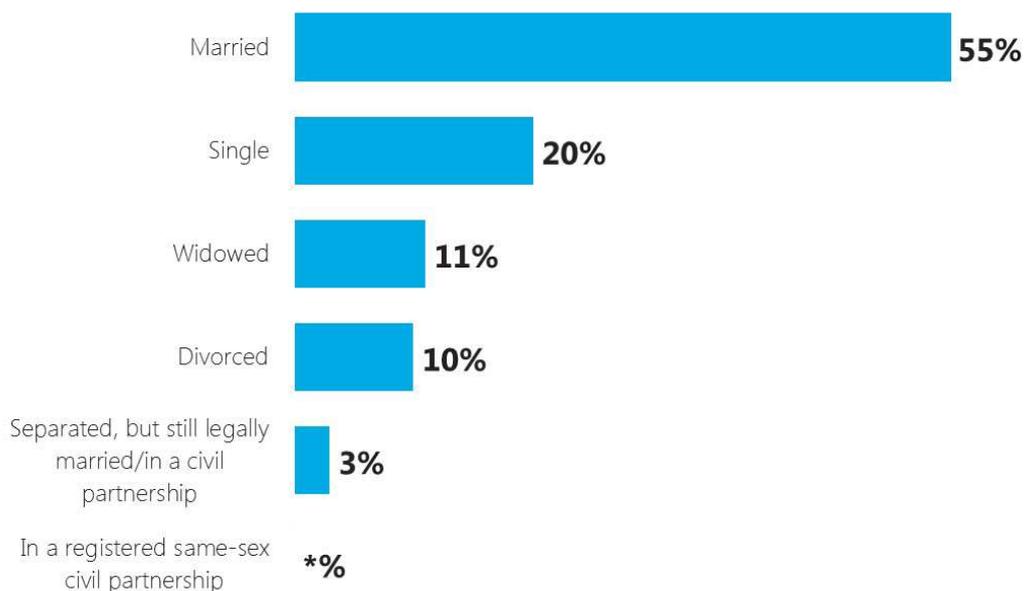
Base: All valid responses (see above) : Fieldwork dates: 30th November 2015 - 29th January 2016

Source: Ipsos MORI

Over half of residents (55%) are married, while less than 0.5% are in a registered same-sex civil partnership. One in five residents (20%) are single, although please note this refers to their marital status only. Around one in ten residents (11%) are widowed, while a similar proportion are divorced (10%). Three per cent are separated but still legally married or in a same-sex civil partnership.

Figure 1.2: Marital status

Q30. What is your marital status?



Base: All valid responses (14437) : Fieldwork dates: 30th November 2015 - 29th January 2016

Source: Ipsos MORI

At District level, those in Eastbourne and Hastings are more likely to be single (both 28% vs. 20% overall), reflecting their younger age profiles. Hastings residents are also more likely than average to be divorced (12% vs. 10% overall).

Residents in Lewes and Wealden are more likely to be married (58% and 62% respectively vs. 55% overall). Those in Rother are more likely to be widowed (13% vs. 11% overall), again reflecting the older age profile of the District.

In terms of the remaining demographics, 98% of East Sussex residents are White, including 94% White British, one per cent Eastern European, one per cent Irish and two per cent from 'other' White backgrounds. The remaining two per cent are BME residents, including one per cent Asian or Asian British, one per cent mixed ethnicity and less than 0.5% Black or Black British.

With regard to religion, almost two-thirds (64%) of residents describe themselves as Christian, with a third (33%) saying they have no religion – three per cent of residents mention other religions.

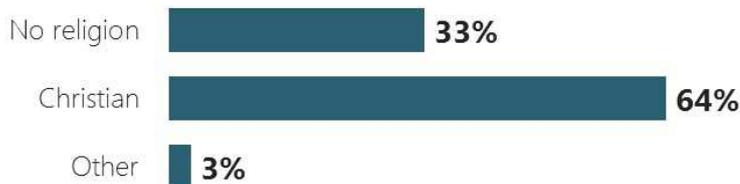
Finally, 93% of residents describe their sexual orientation as heterosexual. Three per cent describe themselves as LGBT. Four per cent of residents say that none of the options provided in the survey represent their sexual orientation.

Figure 1.3: Ethnicity, religion and sexual orientation

Q37. Ethnicity (14514)



Q39. Religion (14367)



Q40. Sexual orientation (13732)



Base: All valid responses (see above) : Fieldwork dates: 30th November 2015 - 29th January 2016

Source: Ipsos MORI

In terms of differences by District, the proportion of White residents is higher than average in Lewes and Wealden (both 99% vs. 98% overall), while the proportion of BME residents is higher in Hastings (five per cent vs. two per cent overall).

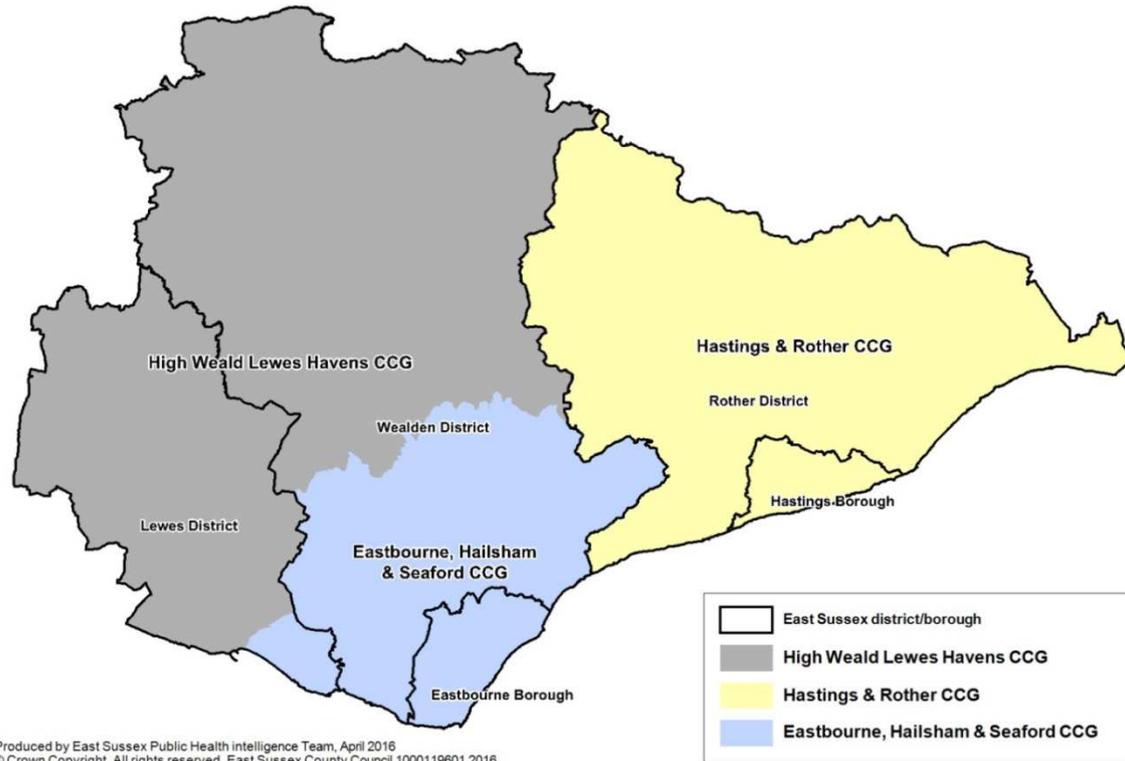
Those in Rother (69%) and Wealden (68%) are more likely to describe themselves as Christian (vs. 64% overall), while those in Hastings (40%) and Lewes (36%) are more likely to say they have no religion (vs. 33% overall).

Finally, with regard to sexual orientation, those in Wealden are more likely than average to describe themselves as heterosexual (95% vs. 93% overall), while the proportion of LGBT residents is higher than average in Eastbourne and Hastings (both four per cent vs. three per cent overall).

Appendix 2: Technical Report

Geographical analysis

Throughout the report, the results are analysed by the county's five district areas – Eastbourne, Hastings, Lewes, Rother and Wealden. Results are also shown for the three Clinical Commissioning Groups (CCGs) in East Sussex.



Response rates for each district are shown in the following table, along with the adjusted response rates – taking into account any questionnaires returned to Ipsos MORI as undeliverable.

Table 1.4: Response rates by district

District	Mailed out	Completes received	Response rate	Returned as undeliverable	Adjusted response rate
Eastbourne	8,223	2,576	31.3%	52	31.5%
Hastings	7,405	2,142	28.9%	54	29.1%
Lewes	7,798	2,983	38.3%	36	38.4%
Rother	7,298	2,760	37.8%	29	38.0%
Wealden	11,592	4,568	39.4%	42	39.5%
TOTAL	42,316	15,029	35.5%	213	35.7%

When interpreting differences between Districts, there are a number of demographic differences it is important to consider. For example, Eastbourne and Hastings have higher than average levels of younger residents, social tenants and private renters, while those in Rother are more likely than average to be older, retired or owner occupiers.

Table 1.5: Demographic differences by district

District	Higher than average levels of:
Eastbourne	18-34 year olds (25% vs. 16% overall) Single residents (28% vs. 20% overall) Social tenants (15% vs. 10% overall) Private renters (19% vs. 13% overall) Workless residents (11% vs. 7% overall) Those in education (2% vs. 1% overall) LGBT residents (4% vs. 3% overall)
Hastings	18-34 year olds (20% vs. 16% overall) Single residents (28% vs. 20% overall) Social tenants (13% vs. 10% overall) Private renters (18% vs. 13% overall) Workless residents (11% vs. 7% overall) BME residents (5% vs. 2% overall) LGBT residents (4% vs. 3% overall)
Lewes	Married residents (58% vs. 55% overall) Residents with at least a degree (35% vs. 30% overall)
Rother	65+ year olds (39% vs. 33% overall) Owner occupiers (77% vs. 75% overall) Retired residents (39% vs. 32% overall) Christian residents (69% vs. 64% overall)
Wealden	35-64 year olds (53% vs. 51% overall) Married residents (62% vs. 55% overall) Owner occupiers (81% vs. 75% overall) Working residents (56% vs. 54% overall) Residents with at least a degree (32% vs. 30% overall) Christian residents (68% vs. 64% overall)

The report also includes a summary of the key significant differences at ward level. For full details, please refer to the data tables, which are held by the Council under separate cover.

Weighting

Data are weighted according to the known population profile of the County to counteract non-response bias. Data are weighted by age within gender, and working status, as well as being balanced by ward to reflect the distribution of the population across the County.

The initial weighting process produced some extreme individual weights, in particular for young men who were less likely than average to respond to the survey – a common occurrence in postal research. Applying such inefficient weights would have risked skewing the data significantly and therefore, the weights were capped at 5.0 – a standard approach in local government research.

Because of this capping, it was not then possible to weight the data *exactly* in line with the population profile, in particular with regard to the male 18-34 group. However, the final weighting scheme was considered to be a good compromise between on the one hand, weighting the survey as closely as possible to the County population, and on the other, limiting the impacts of any extreme weights in terms of skewing the data.

The weighting process used reflects current best practice, although this differs slightly to the weighting scheme used in the Place Survey – which incorporated adjustments for household size, as well as weighting by ethnicity. These differences do not affect the comparability from a statistical point of view, however a degree of caution should still be taken when comparing the two because of the wide-reaching economic and social change that has occurred in the intervening seven years, particularly with regard to the local government sector.

Data analysis & editing

All completed postal questionnaires were processed through scanning and manual verification. The key advantages of scanning is that the results can be turned around faster than manual keying in of data, making it less resource-intensive and therefore more cost effective. Our scanning software is programmed to ask for verification where it is not 100% certain, so errors are kept to a minimum.

Statistical reliability and margins of error

Participants in the survey 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 surveyed and responded. But we can predict the variation between the sample results and the “true” values from knowing 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 95% - that is, the chances are 95 in 100 that the “true” value will fall within a specified range.

The following table illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval". Strictly speaking, however, the tolerances shown here apply only to random samples, so the comparison with postal research is indicative.

Table 1.7: Confidence intervals

Size of sample on which the survey results are based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90% ±	30% or 70% ±	50% ±
100 surveyed	5.9	9.0	9.8
500 surveyed	2.6	4.0	4.4
1,000 surveyed	1.9	2.8	3.1
15,029 surveyed	0.5	0.7	0.8

For example, with a sample size of 15,029, where 30% give a particular answer the chances are 19 in 20 that the "true" value (which would have been obtained if the whole population had been surveyed) will fall within the range of plus or minus 0.7 percentage points, which is very accurate.

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 surveyed). 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 the "95% confidence interval", the differences between the two sample results must be greater than the values given in the following table to be statistically significant.

Table 1.8: Differences required for statistically significant differences between two samples

Size of sample at sub-group level compared	Differences required for significance at or near these percentage levels		
	10% or 90% ±	30% or 70% ±	50% ±
100 and 100	8.4	12.8	13.9
1,000 and 1,000	2.6	4.0	4.4
3,000 and 3,000	1.5	2.3	2.5
7,500 and 7,500	1.0	1.5	1.6



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