

Place Survey Results 2008

Profiled in the six Equality Strands

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Background & Methodology

- The Place Survey is a biennial statutory survey that was first introduced in 2008/09. The Place Survey replaces the annual Best Value User Satisfaction Survey (Residents Opinion Survey).
- A random (probability) sampling technique was used to select potential respondents from the Post Office small users address file (PAF). There are approximately 89,000 households in York.
- Fieldwork for the Place Survey took place between September December 2008. Self-completion questionnaires were posted to the head of 3,145 households
- . Two phases of reminders were send to recipients who had not already responded to the survey. The purpose of this was to ensure that the target number of 1,100 responses was achieved and that a better response rate was received from under-represented groups in the community.
- A total of 1,251 questionnaires were returned, providing an approximate overall



Background & Methodology

- . The data-processing was conducted by Snap Surveys Ltd.
- The Place Survey results have been weighted using local demographic information to help generate estimates which are more representative of the York
- 18 'resident perception based' National Performance Indicators (NPIs) are measured through the Place Survey. The survey also reports on 14 satisfaction
- A maximum confidence interval of +/- 3 percentage points at the 95% confidence level was required to calculate the NPI results.
- The following report details the corporate level results from the Place Survey broken down into the six equality strands (gender, age, disability, ethnicity, sexual orientation, religion and/or belief). The report is centred around the analysis of the 18 National Performance Indicators and the 14 satisfaction measures.



Background & Methodology

• In consultation with the Directorate Equality Leads (DEL), it was agreed that a traffic light system would be applied to the results to highlight areas where further investigation/action was required.

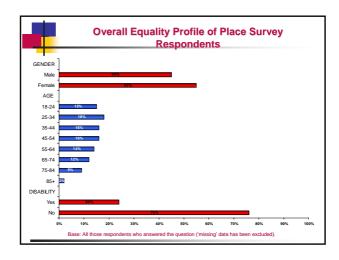
> RED - Where the % difference between and within Strands exceeds 10%. Action Needed MBER - Possible Action Needed Green - No Action Needed

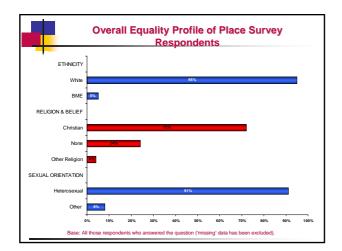
- 'Other' religion and/or belief includes any religion and/or belief that is not Christianity and those respondents who 'preferred not
- 'Other' sexual orientation includes gay, lesbian, bisexual and those respondents who 'preferred not to say'.

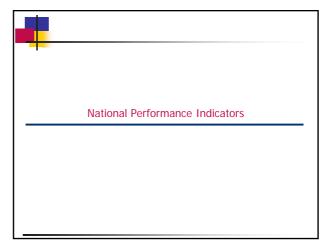


Main Limitations/Caveats

- Representativeness of the sample and statistical validity:
 - > guestionnaire sent to head of household
 - > non-response/'missing data' not included in analysis
 - > small sample size for certain sub-groups (i.e. black and minority ethnic groups (BME), gay, lesbian and bisexual respondents, etc.)
 - > can results be generalised to wider population?
- Weighted data:
 - > distortion of overall sample and results
- · New survey:
 - > wording and interpretation of guestions
 - > unable to conduct trend data analysis







| | | | | | | | local area is a pla | ace |
|-------|------------|--------|-----|-----|-----------------------|------------------------------|---------------------|-----|
| Amber | Gender | Male | 82% | get | t on v | Ethnicity | White | 80% |
| | | Female | 77% | 77% | | | вме | 64% |
| Red | Age | 18-34 | 71% | | Red | Religion and/or Belief | Christian | 80% |
| | | 35-54 | 81% | | | | None | 75% |
| | | 55-74 | 83% | | | | Other | 90% |
| | | 75+ | 92% | | Ambe | Sexual Orientation | Heterosexual | 78% |
| Green | Disability | Yes | 80% | 1 | ber | | Other | 84% |
| | | No | 79% | 1 | Overall Result: 79.4% | | | |

