



# Coventry Partnership Household Survey 2007

## SCS Theme Group Report – Health

April 2008

### FINAL Report



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## Position Statement – Key Point Summary

- ◆ Smoking rates have remained broadly constant at 29% across Coventry over the past five years, although the gap has narrowed between priority neighbourhoods and the rest of city. The lack of evidence of behaviour change in Coventry as a result of national and local health promotion campaigns is a concern, especially as national smoking rates have fallen to a current average of 23%.
- ◆ Theme group members felt Smoking Cessation work by partnership organisations should consider shifting emphasis from their current premises focussed work towards a more people oriented approach, part of which could focus on targeting young people, who are more likely to smoke.
- ◆ Media health messages such as the series of different bus advertisement campaigns from partner organisations may have given a too unfocused message. Co-ordination for concerted media impact is needed within the Partnership, maybe including cost factors as well as health impacts (e.g. smoking 20 cigarettes a day costs more than £2000 a year – emphasise the alternative personal benefits of the money).
- ◆ There has been a disturbing decline in respondents who reported eating 5 or more portions of fruit and vegetables since 2003 in Coventry (from 39% in 2003 to 21% in 2007). This may be related to better awareness of what is a 'healthy portion' but links to greater consumption of instant and microwave meals, sharply rising food prices and household poverty should not be discounted.
- ◆ Levels of anxiety about the future were higher in this survey than in previous years. Reported optimism about the future fell in the last year but is still considerably higher than the previous low-point in 2005, and about the same as in the first baseline year of 2003. Those worried about making ends meet were slightly more prevalent in the priority neighbourhoods (21%) than rest of city (18%) although this gap is smaller than statistically significant.
- ◆ Smokers are more likely to worry about making ends meet in comparison to non smokers, 26% of smokers said they worry about making ends meet all of the time or quite often compared to 17% of non smokers. This represents a statistically significant difference. In addition respondents who lead a healthy lifestyle, participating in regular exercise and eating at least 5 portions of fruit and vegetables per day, are also less likely to worry about the future or making ends meet.
- ◆ Health initiatives, such as One Body One Life and the Coventry Let's Walk campaign, can use this information better to inform and target their marketing.
- ◆ Almost half (47%) of respondents drink above the safe daily limit at least once a week, and 24% drink this at least twice a week. Drinking alcohol and smoking are closely related, with smokers more likely to drink heavily than non-smokers. With the new ban on smoking in licensed premises, it will be important to check if this relationship reduces in future years.
- ◆ Levels of harmful drinking amongst respondents are highest in the middle age bands 35 to 54.
- ◆ Hazardous drinking is not only a Health but also a Community Safety issue. A third (34%) of respondents think people being drunk or rowdy in public places is a problem in their neighbourhood, and it is young people that are most likely to be worried by drunkenness and rowdiness in their neighbourhood.
- ◆ Those respondents who felt unsafe in their neighbourhood at night tend also to be the ones who feel that drunken and rowdy behaviour is a problem. This has considerable implications for neighbourhood management and community safety in Coventry.

- ◆ Representatives of the Health theme group felt a question looking at sexual health and risk behaviour should be included in any future Coventry Household Survey.
- ◆ Further, the representatives of the theme group asked if future data could be broken down so that it was shown at ward level; it included questions probing the satisfaction with services among particular groups (young people & students) and it gave a clear picture of respondents' diet.

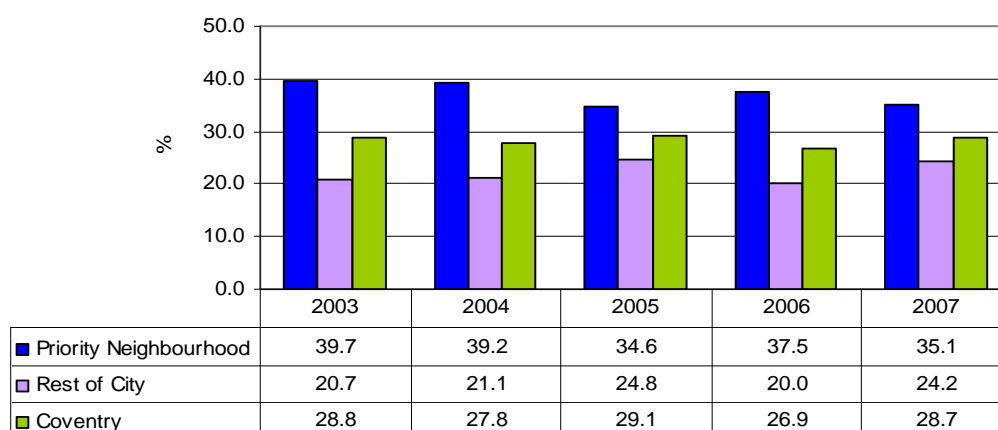
## Summary of evidence on key issues

### 1. Smoking

The results show that 29% of respondents smoke, the percentage of smokers is higher in priority neighbourhoods than it is in the rest of the city (35% and 24% respectively).

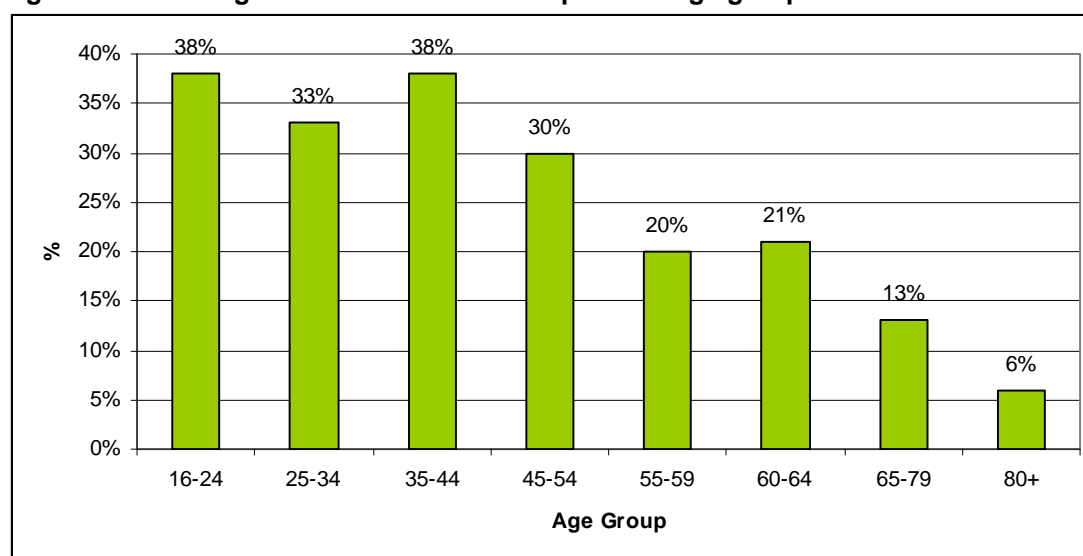
The graph below shows whilst the percentage of respondents who smoke in the priority neighbourhoods has declined since 2003 from 40% to 35% in 2007, the percentage of smokers in the survey sample from the rest of the city has actually increased over time from 21% in 2003 to 24% in 2007. It is interesting that the number of smokers has increased despite increased public awareness about the dangers of smoking, and local campaigns such as the Smoke Free Coventry campaign to reduce smoking and the implementation of the smoking ban in public places

**Figure 1. Percentage of respondents who smoke**



Smokers in Coventry tend to be male (59%) rather than female (41%), and under the age of 44. Respondents in the age groups 16-24 and 35-44 are most likely to smoke (38% each).

**Figure 2. Percentage of smokers in each respondent age group**



In addition to this, smokers also tend to work in lower supervisory or semi routine occupations. 48% of respondents working in these occupations are smokers. Results also

show that White respondents are the most likely to smoke (30%), in comparison to 25% of Asian respondents and 15% of Black respondents. Frequencies are too small to look at other ethnic groups (Mixed, Chinese).

Of those that do smoke, 40% smoke between 6-10 cigarettes a day, followed by 38% who smoke between 11-20 cigarettes a day. In the rest of the city smokers are more likely to smoke more than 10 cigarettes a day in comparison to smokers in the priority neighbourhoods (46% compared to 37%).

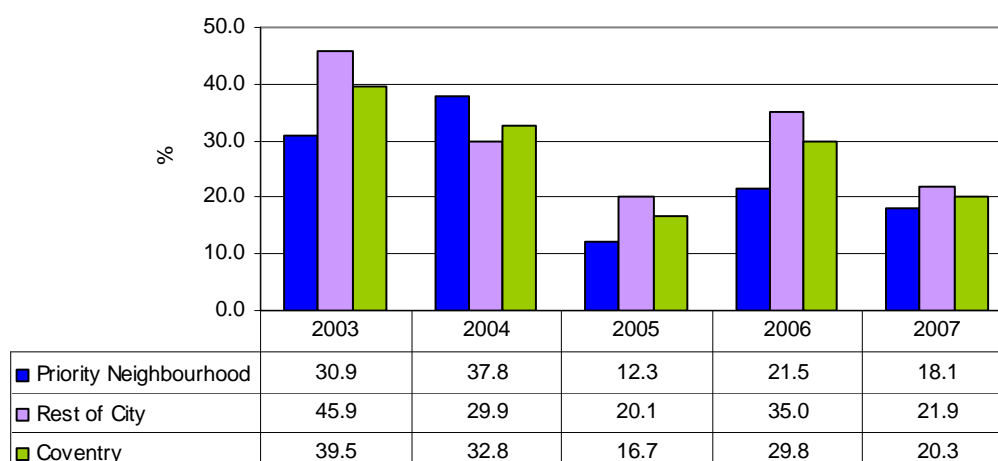
**Figure 3. Number of cigarettes smoked**

Cigarettes smoked per day	Priority neighbourhood	Rest of city	Total
	%	%	%
1-2 a day	3.7	4.9	4.3
3-5 a day	15.2	12.8	13.8
6-10 a day	44.5	36.0	40.2
11-20 a day	31.7	43.9	38.0
More than 20 a day	4.9	2.4	3.7
Total	100.0	100.0	100.0

## 2. Healthy Eating

The Department of Health recommends that we should eat at least five portions of fruit and vegetables a day. In Coventry, a fifth (20%) of respondents eat the recommended amount of fruit/veg per day, ranging from 18% in priority neighbourhoods to 22% in the rest of the city.

**Figure 4. Percentage of respondents eating at least 5 portions of fruit/vegetables per day**

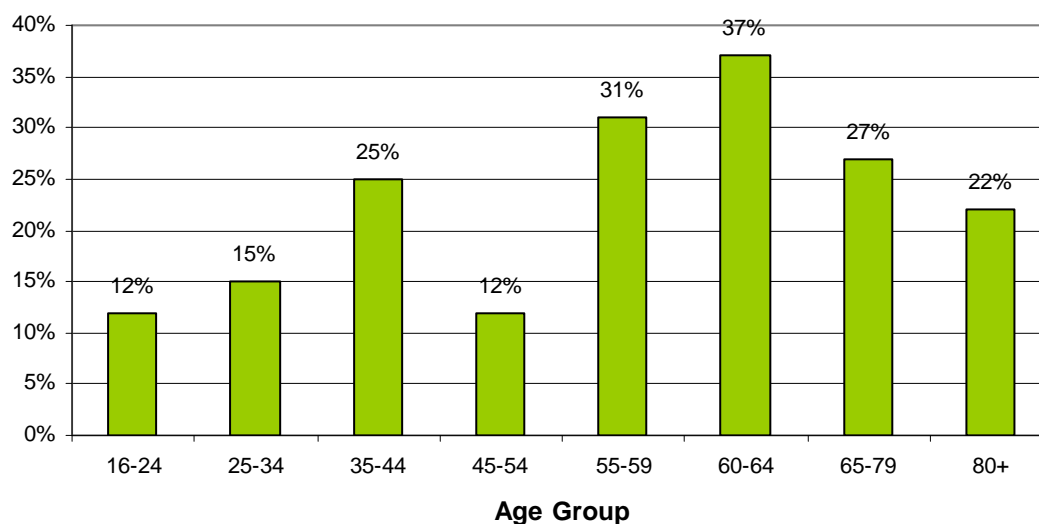


Since 2003, the percentage of respondents eating 5 portions of fruit/veg per day has fluctuated, and with the exception of 2005 is now at its lowest in both areas of the city. One explanation for this apparent fall in healthy eating may actually be because people are more aware of what a portion of fruit/veg constitutes and therefore able to give a more realistic

answer to the question, whereas in previous years they may have over exaggerated their answer.

Females are more likely than males to eat at least five portion so fruit/veg a day (24% compared to 17%). By age, there appears to be a cut off point around the age of 55. Under 55's are less likely to eat the recommended amount of fruit/veg per day compared to over 55 year olds (16% and 29% respectively). Of all the age groups, 60-64 year olds are most likely to eat the recommended amount of fruit and vegetables per day (37%).

**Figure 5. Percentage of respondents eating at least five portions of fruit/veg a day by age group**

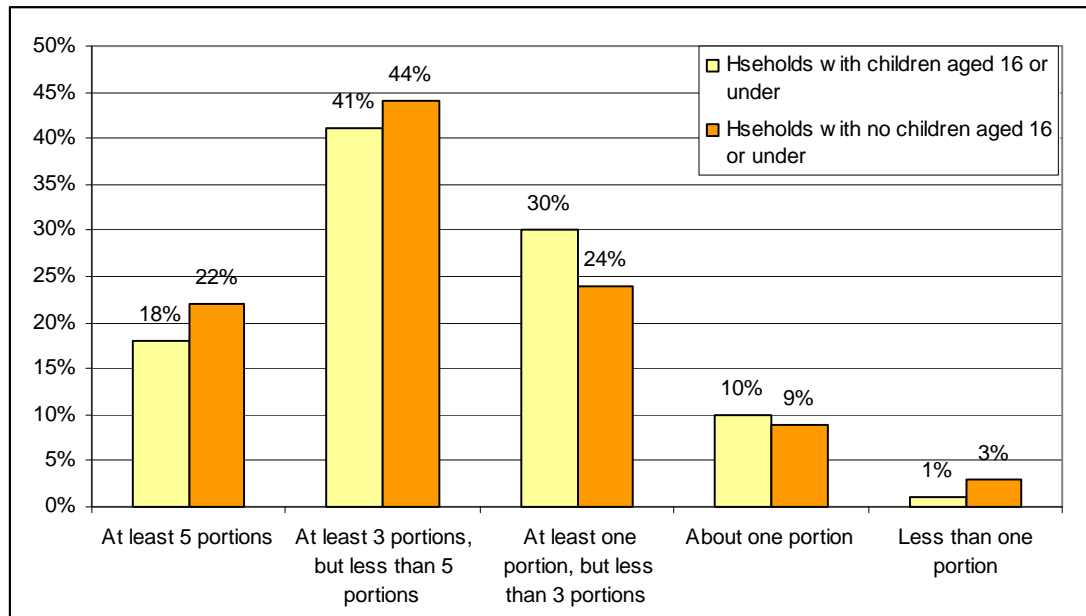


Over time results have shown that under 55's (and under 50's in 2003) have consistently been less likely to eat the recommended amount of fruit or vegetables per day compared to the over 55's. In fact, since 2004 the gap has gradually increased, in 2004 there was a 5% difference between the percentage of under 55's and over 55's eating the recommended amount of fruit/veg per day (31% and 36% respectively). In the latest results this gap has increased to 13%.

Survey respondents who work in semi routine or routine occupations are least likely to eat five portions of fruit or vegetables per day, 14% compared to around a quarter (23%) of survey respondents who work in higher managerial and professional occupations.

Worryingly, respondents living in households with children aged 16 or under appear to eat less fruit/veg per day than respondents living in households with either no children, or children over the age of 16.

**Figure 6. Number of portions of fruit/veg per day by household composition**



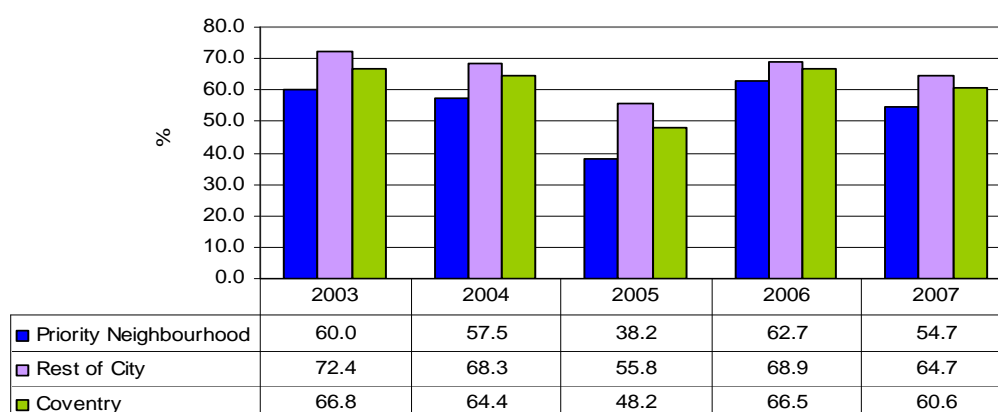
### 3. Anxiety and Healthy Lifestyle

#### Feeling hopeful for the future

When asked how hopeful they feel for the future, 61% of respondents said they felt very or fairly hopeful. In priority neighbourhoods, fewer respondents felt hopeful for the future (55%) in comparison to respondents living in the rest of the city (65%).

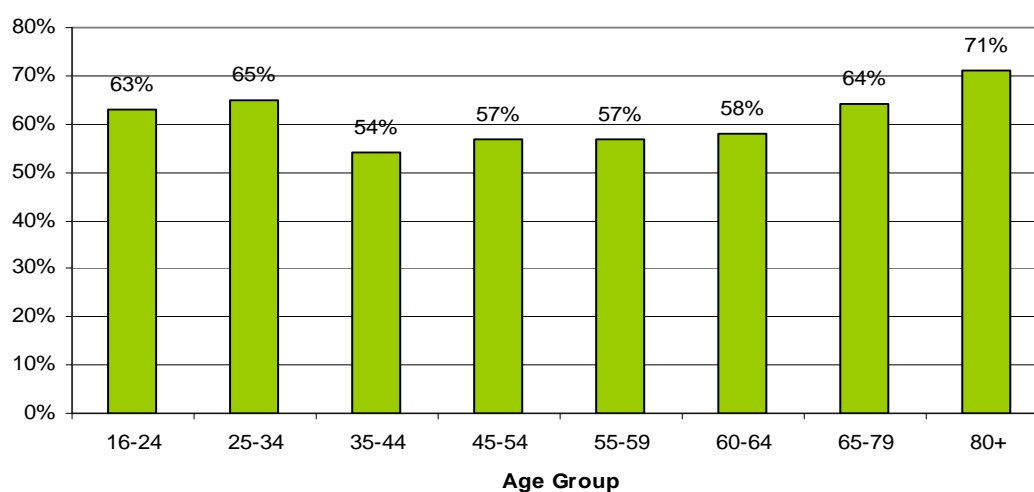
Since 2006, the percentage of respondents feeling hopeful for the future has declined, which is to be expected with the current economic downturn and credit crunch. There is a 10% gap between those feeling hopeful for the future in the rest of the city and those feeling hopeful for the future in priority neighbourhoods, however this is a slight improvement when compared to the gap in 2003 (12%).

**Figure 7. Percentage of respondents who feel hopeful for the future**



It is interesting that the respondents who feel most positive about the future are those in the youngest and oldest age categories, whereas respondents in the age group 35-44 feel the least hopeful for the future (54%). This is broadly in line with national findings that suggest that 44 is a peak age for depression among adults.

**Figure 8. Percentage of respondents who feel hopeful for the future by age**



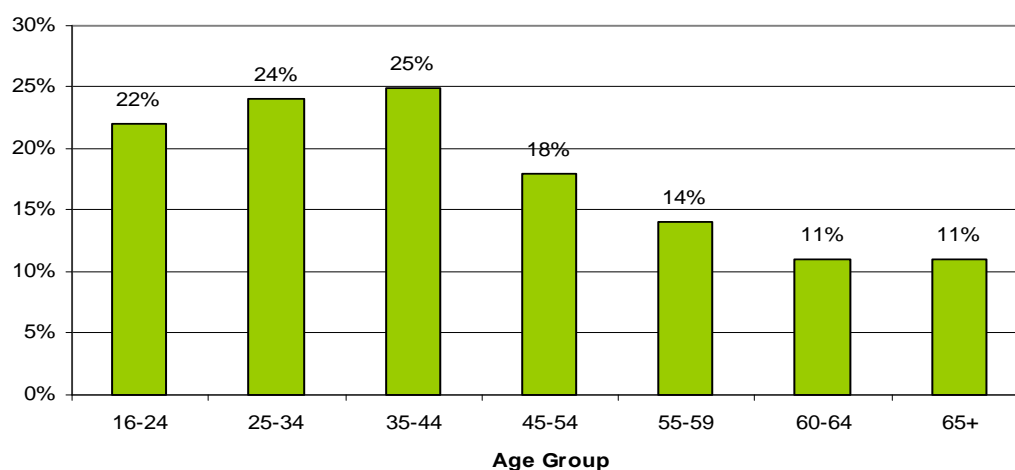
### Worrying about making ends meet

Just under a fifth of respondents (19%) worry about making ends meet, either all of the time or quite often. Respondents living in priority neighbourhoods worry about making ends meet more than those living in the rest of the city (21% and 18% respectively). Interestingly, female respondents worry about making ends meet more than male respondents (23% and 15% respectively).

Worrying about making ends meet increases steadily up to age of 44, which is to be expected as respondents between the age of 16-44 may be finding employment after education, buying houses and starting families which are all financial burdens. After the age of 45 these financial burdens may ease, resulting in fewer respondents worrying about having to make ends meet.

The results indicate that respondents living in households with children aged 16 or under are slightly more likely to worry about making ends meet, in comparison to those living in households with no children aged 16 or under (21% and 18% respectively).

**Figure 9. Percentage of respondents who worry about making ends meet by age group**



Respondents who smoke are also more likely to be worried about making ends meet. 26% of smokers worry about making ends meet either all of the time or quite often, compared to 17% of non smokers.

Interestingly, those who eat the recommended amount of fruit and vegetables per day are also less likely to worry about making ends meet (18%) than those who eat less than one portion a day (46%). These results are influenced by social class as respondents working in routine and semi routine occupations are less likely to eat the recommended amount of fruit and vegetables, and more likely to worry about making ends meet.

## 4. Alcohol and Public Health

Almost half (47%) of Coventry respondents drink more than the recommended amount of alcohol on one or more days per week, and 24% of respondents drink more than the recommended amount on 2 or more days per week (the recommended amount of alcohol is one daily sitting is 2-3 units for women and 3-4 units for men).

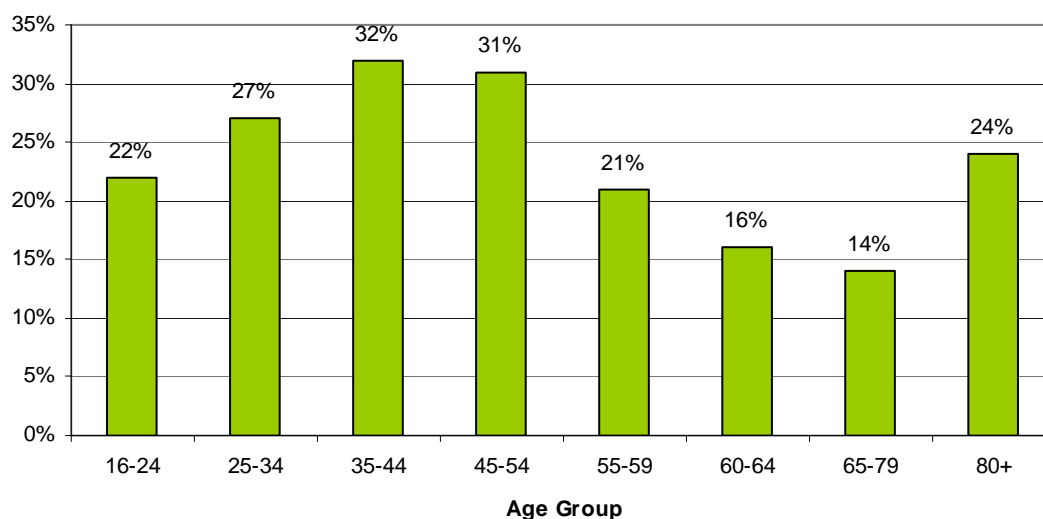
Drinking alcohol is slightly more prevalent in the rest of the city with 25% of respondents drinking more than the recommended amount on 2 or more days per week, compared to 22% of respondents living in the priority neighbourhoods.

There is a difference of 11% between the amount of alcohol males and females drink, 29% of males drink more than the recommended amount on 2 or more days per week, compared to just less than a fifth of females (18%). Although a relatively small percentage, it is still

worrying that 2% of males admit to drinking more than the recommended amount of alcohol every day of the week.

Younger people tend to drink more than older respondents living in Coventry. Respondents in the age category 35-44 are most likely to drink more than the recommended amount of alcohol two or more times per week (32%). Recent media reports have highlighted how much people are now drinking at home, and people in the age category 35-44 may represent these 'stay at home drinkers.'

**Figure 10. Percentage of respondents drinking more than the recommended amount on 2 or more days per week by age**



Drinking alcohol and smoking are closely related, less than a fifth (18%) of non smokers drink more than the recommended amount two or more times a week, compared to 40% of smokers. The recent smoking ban may have impact on this in the future, as respondents can no longer smoke whilst having a drink in a public place.

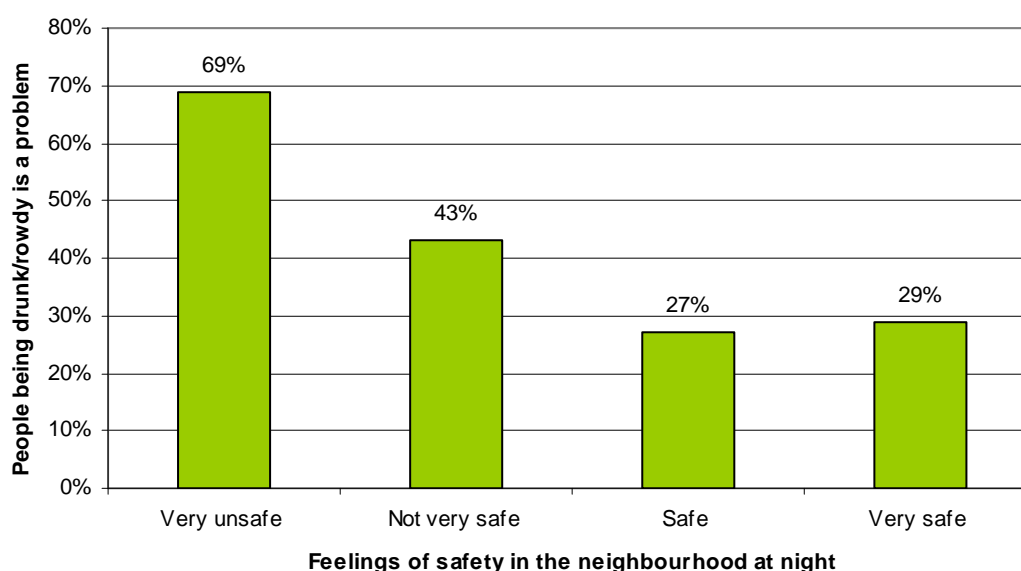
## 5. Alcohol and Community Safety

### People being drunk or rowdy

Just over a third of respondents (34%) report that people being drunk or rowdy in public places is a major or minor problem in their neighbourhood. This is a greater problem in priority neighbourhoods (38%) than it is in the rest of the city (31%).

There is a direct correlation between feelings of safety and people being drunk or rowdy in public places. 69% of respondents, who feel very unsafe in their neighbourhood at night, believe that people being drunk or rowdy in their neighbourhood is a major/minor problem compared to 29% of respondents who feel very safe in their neighbourhood at night.

**Figure 11. Percentage of respondents who think people being drunk or rowdy is a problem, by how safe they feel in their neighbourhood at night**



The results show that by age, it is actually the 16-24 year olds who are most likely to believe that people being drunk or rowdy in public places is a major/minor problem (42%) and 55-64 year olds think it is less of a problem (24%). As we know the age structure of the rest of the city is older than in the priority neighbourhoods and it may be that location is influencing these findings by age.

### Substance Misuse

Less than a fifth (16%) of respondents think people using drugs is a major or minor problem in their neighbourhood. In the rest of the city the percentage is marginally lower (15%) than in priority neighbourhoods (19%). Slightly fewer believe that people dealing drugs is a problem in their neighbourhood (14%), ranging from 12% in the rest of the city to 16% in priority neighbourhoods.

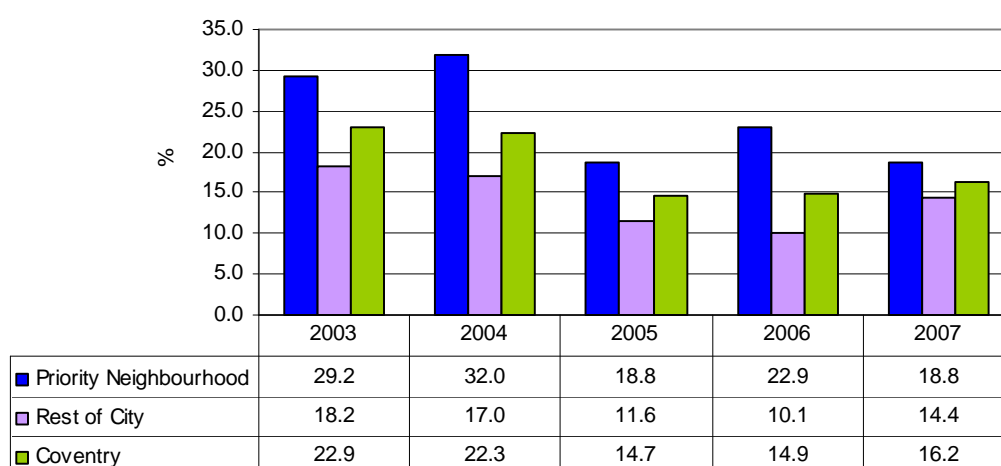
Interestingly, respondents aged 16-24 and 45-54 are more likely to believe that drug usage is a problem in their neighbourhood in comparison to respondents in any other age group (24% and 23% respectively). This may be attributable to the life stage residents are typically at in these age groups, e.g. teenagers and their parents. A similar pattern occurs for those who believe drug dealing is a problem in their neighbourhood, those aged 16-24 are most likely to think drug dealing is a problem (21%).

Feelings of safety in the neighbourhood are influenced by respondents perception of drug usage. 43% of respondents who think drug usage is a major problem feel safe in their

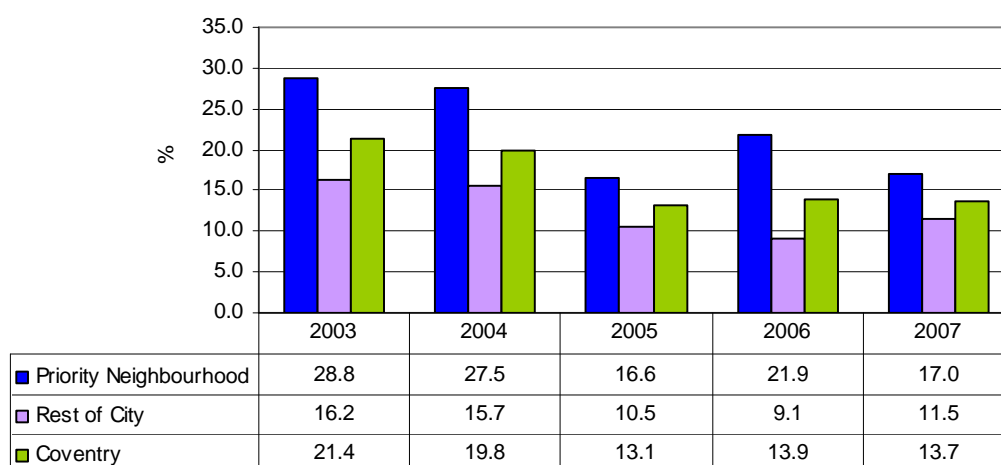
neighbourhood at night, compared to 71% of respondents who do not think drug usage is a problem.

The two graphs below show that since 2003 there has been a decline in the percentage of respondents who think that drug usage and drug dealing are a problem in their neighbourhood. In priority neighbourhoods, drug usage seems to have fluctuated over time and is now at its lowest level (19%) whereas in the rest of the city drug usage declined as a problem between 2003 and 2006, and then rose slightly between 2006 and 2007 (10% to 14%). There is a similar pattern in the rest of the city with regards to the percentage of respondents who see drug dealing as a problem in their neighbourhood. People's perceptions may have been influenced by recent media reports which have reported on 'drug problems' in Coventry.

**Figure 12. Percentage of respondents who think drug usage is a problem in their neighbourhood**



**Figure 13. Percentage of respondents who think drug dealing is a problem in their neighbourhood**





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