

**Stratford Local Authority District
HOUSEHOLD SURVEY 2002**

Key headline figures report

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1.0 Introduction

This short report presents a series of key headline figures for Stratford on Avon District taken from the 2002 Coventry and Warwickshire Household Survey of the working age population.

This report should be read in conjunction with this wider Coventry and Warwickshire report especially to understand the research methodology employed and sampling changes from the 2000 survey, which will only be briefly discussed below. Copies of the full Coventry and Warwickshire Household Survey 2002 report can be found on www.lsc.gov.uk/cw and follow 'documents from this region'

1.1 Research methodology and sample size

3,060 face-to-face interviews were undertaken across Coventry and Warwickshire of which **431** were undertaken in Stratford. Target respondents were defined as the workforce in full or part-time employment, aged 16 and above and below retirement age. Also included are people unemployed and economically inactive.

Whilst it is possible to state key headline figures for Stratford, where sample sizes are small this will be indicated.

2.0 Personal characteristics of respondents

Table 2.0 below shows the main personal characteristics of both Stratford and wider Coventry and Warwickshire respondents.

Table 2.0 Personal Characteristics of respondents

	Stratford 2002	C & W 2002
	%	%
Sex		
Male	43	47
Female	57	53
Age		
16 - 24	10	13
25 - 34	23	26
35 - 44	26	27
45 - 54	23	21
55 – retirement age	18	13
Refused	*	1
Ethnicity		
White	99	90
Mixed	0	1
Asian/Asian British	*	7
Black/Black British	*	1
Chinese	*	*
Other	0	*
Disability		
Suffers from disability or illness	7	8
Does not suffer from disability or illness	93	92
Don't know/prefer not to say	*	1
Unweighted base	431	3,060

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

Points to note on the personal characteristics of the Stratford sample are that:

- there is an higher proportion of women
- the age profile is older than Coventry and Warwickshire as a whole with a higher proportion of respondents between the ages of 55 plus and a lower proportion under the age of 34.
- the ethnicity of respondents determined from self-selection is predominately white (the highest white grouping of all the Local Authority Districts in Coventry and Warwickshire)

- the majority of respondents (93 per cent) do not suffer from any long term disability or illness.

3.0 Patterns of Economic Activity

Table 3.0 below shows a detailed breakdown of the economic activity of individuals in Stratford and Coventry and Warwickshire as a whole.

Table 3.0 - Economic Activity

	Stratford	C & W
	%	%
Employed	75.8	74.1
Self-employed	10.4	6.3
Full-time work (30 hours +)	47.1	51.9
Part-time work (less than 30 hours)	18.3	15.8
Government Training Programme	0.0	*
Unemployed	2.1	3.3
Claiming Job Seekers Allowance (JSA)	1.2	1.6
Not working, not claiming JSA but have looked for work in last 4 weeks	0.9	1.6
Economically inactive	22.1	22.7
Early retirement	3.9	4.3
Not working, not claiming JSA, not actively looking for work	1.2	0.9
No working, not claiming JSA, not actively looking for work but would take job if one became available	0.9	1.4
Looking after the home/children or other dependents but and not looking to go back to work in the future	5.6	4.1
Looking after the home/children or other dependents but would like to work in the future	5.6	4.9
Doing unpaid voluntary work	*	*
Attending 6 th Form, College or University	3.3	4.3
Long term sick or disabled and away from work	1.4	2.7
Base (all respondents)	431	3,060

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

Comparisons of economic activity rates between Stratford and the sub-region show similar proportions in terms of:

- Employment
- Unemployment
- Economic inactivity.

Whilst self-employment in Stratford is shown to be higher than for Coventry and Warwickshire this is based on small numbers and as such cannot be judged as reliable. In terms of full-time employment this is lower in Stratford than across the sub-region as a whole and is the lowest for all Local Authority areas. Conversely part-time employment maybe slightly higher in Stratford than across Coventry and Warwickshire and is the highest of all Local Authority areas.

3.1 Occupations

Of those individuals who were in classified as in employment it is possible to look at the type of job they undertake and allows us to view occupations as a useful proxy of skills, particularly when occupations are coded into a hierarchy of high level (and high skilled) occupations to low level (and low skilled) occupations. The table below details the occupation classifications of employed respondents in Stratford and Coventry and Warwickshire.

Table 3.1 - Occupations of employed respondents

	Stratford	C&W
	%	%
Managers & senior officials	15.2	11.3
Professional occupations	11.8	14.1
Associate professional & technical occupations	14.8	12.5
Administrative & secretarial occupations	14.8	14.5
Skilled trades occupations	12.4	11.1
Personal service occupations	8.2	7.4
Sales and customer service occupations	6.1	6.2
Process, plant & machine operatives	7.9	11.2
Elementary occupations	8.8	11.7
Base (all employed)	330	2316

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

In very broad terms individuals in Stratford are more likely to be employed in higher-level occupations (Managers and Senior Officials, Professional and Associate Professional and Technical Occupations).

4.0 Participation in Learning

Respondents were asked about any learning, **taught and non-taught**, they may have done or may be doing now. Using this data the proportions that have undertaken some form of learning and those who have undertaken no learning were identified. Table 4.0 below shows these proportions over the last 12 months and also 3-years. As would be expected the proportion of individuals undertaking learning is higher over 3-years than 12-months.

Table 4.0 – Participation in learning in last 3-years and 12-months

	Stratford %	C & W %
3 Years		
Learner	61.5	67.2
Non-Learner	38.5	32.8
12-months		
Learner	44.3	49.1
Non-Learner	55.7	50.8
Base (all respondents)	431	3,060

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

Note - The remainder of the discussion will be based on learning undertaken during the past 12-months.

Participation in learning is lower in Stratford than any other part of the sub-region with only 44.3% of the population having undertaken learning in the past 12 months compared to 49.1% in the sub region as a whole. It is known from the Household Survey that older age groups are less likely to be learners. Given the population in Stratford is relatively older this may be an explanation.

4.1 Motivations to learn

Those that had undertaken some form of learning in the past 12-months were asked what were their main reasons for undertaken this learning. Responses can be seen in table 4.1 below.

Table 4.1 - Motivations to learn

<i>Multiple responses</i>	Stratford %	C & W %
Personal	40.2	46.1
To increase my personal knowledge	19.9	22.9
Interested in the subject	7.3	12.2
Increased self-esteem	7.3	6.9
Pleasure/social inter-action	5.2	3.5
My parents wanted me to study/learn	0.5	0.6
Current work-related	84.7	82.4
Maintain/upgrade my current skills	40.8	33.6
To do my job better	19.9	20.1
Employer required it	23.0	28.4
Gave some time away from work	1.0	*
Progression/job changing	19.4	34.3
Help me get another job	3.1	7.8
Gain entry qualifications for another course	3.7	5.7
To completely change my career	1.6	0.7
Improve long term career prospects	11.0	20.1
Other	3.1	1.9
No particular reason	1.6	1.2
Refused/DK	2.0	1.9
Base (respondents undertaken learning in past 12-months)	191	1,504

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

The main reasons why respondents in Stratford had taken part in learning was work-related as with the wider sub-region, especially to maintain or upgrade current skill levels.

4.2 Barriers to learning

By looking at barriers to learning it may also be possible to identify patterns that prevent individuals from participating in future learning. Table 4.2 below details factors that prevent or discourage individuals from participating in further learning. All respondents have been included.

Table 4.2 – Factors preventing or discouraging future learning

<i>Multiple responses</i>	Stratford %	C & W %
Motivational	19.3	22.5
Take too much time	16.5	17.0
Just not interested in any more training or learning	2.1	2.7
Do not have the right motivation	0.7	0.8
Do not need to learn any more to do job	0.0	0.8
Already have enough skills/qualification/knowledge	0.0	0.7
Tried it before and has put me off	0.0	*
Do not believe it will increase my chances of getting another job	0.0	*
Personal	11.7	17.3
Have to look after children/dependents	6.3	8.6
Illness/disability	1.4	2.8
Too old/young	1.6	2.5
Lack of available childcare	1.4	1.4
Cost of childcare too high	0.5	1.1
Do not have experience/qualifications needed	0.5	*
English is not good enough	0.0	*
Having a baby	0.0	*
Lack the confidence	0.0	*
Supply	5.7	8.3
Cost of learning too high	3.9	5.2
Training not provided at suitable times	*	1.3
No suitable facilities close by	0.5	0.6
Do not know what is available	*	*
Travel costs too high	0.7	0.6
Quality of what is available is poor	*	*
Employer	0.4	0.7
Employer will not support me by paying costs	*	*
Employer will not support me by giving me time off to study	*	*
Other	*	0.9
Nothing prevents	67.5	57.4
Base (all respondents)	431	3,060

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

It can be seen that people living in Stratford are less likely to experience barriers to learning with 67.5% stating that 'nothing prevents me from undertaking learning'.

Of the reasons given these were largely **motivational**, in particular - Learning would have taken too much time (16.5%), a finding in line with Coventry and Warwickshire as a whole.

It is encouraging that factors related to **supply**, were only cited by 5.7% of respondents – lower than the Coventry and Warwickshire average.

5.0 Achievement

The key measure of achievement is the qualification attainment of individuals. This will be discussed in relation to an individual's achievement against the framework of National Vocational Qualifications (NVQs) equivalencies. Table 5.0 below shows the achievement against the various levels of the national qualifications framework.

Table 5.0 - Cumulative NVQ Equivalence of employed respondents

	Stratford %	C & W %
No NVQ equivalence	16.5	17.2
NVQ level 1 or above	83.5	82.8
NVQ level 2 or above	71.9	71.3
NVQ level 3 or above	44.5	45.7
NVQ level 4 or above	26.4	27.9
NVQ level 5	3.7	4.7
Base (all respondents)	431	3,060

Source: West Midlands Household Survey, Coventry and Warwickshire Dataset 2002

Key

- Level 1 At least one GCSE A*-G or equivalent
- Level 2 At least five GCSEs A*-C or equivalent
- Level 3 At least two GCE 'A' levels A-E or equivalent
- Level 4 First degree (BA or BSc) level or equivalent
- Level 5 Higher degree (MA, MSc or MBA) level or equivalent

Overall (16.5%) of individuals have no qualifications in Stratford and is similar to Coventry and Warwickshire. In terms of highest qualification attainment just over a quarter have qualifications to at least graduate level (Level 4).

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