

HEREFORDSHIRE  
COUNCIL

*Report for Community Services Scrutiny Review Group  
of 18 to 34 year olds*

**Most important aspects in deciding where to live for  
young people in Herefordshire**

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***FINAL***

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## **Most important aspects in deciding where to live for young people in Herefordshire** (West Midlands Regional Lifestyle Survey)

### **Introduction**

The Regional Lifestyle Survey 2005 (RLS 2005)<sup>1</sup> was undertaken to explore the attitudes of adult residents (18 years old and over) towards lifestyle, environmental and wider quality of life issues.

The first question asked in the survey was '**When making a decision about where to live, which three things are most important to you?**', which will be useful for the Community Services Scrutiny Review Group on Young People. This report includes an analysis of the responses to this question from young people (18 to 34 year olds) in Herefordshire compared with the responses across the region and for all ages.

The full report of all results from the Regional Lifestyle Survey for Herefordshire is due for release early July 2006 from Herefordshire Council Research Team.

### **Response rates**

The overall response rate for the County of Herefordshire was 34% with 1,910 of the returns that could be weighted and used in subsequent analysis. The response rate for the 18-24 year olds (5.8%) was similar to that across the region (6.0%), however this means just 110 people from this age group responded from Herefordshire. The response rate for the 25-34 year olds was 10.8% in Herefordshire (compared to 12.1% across the region), equating to 207 people. Therefore the analysis of the survey results of younger age groups from Herefordshire just give an indication of influencing factors rather than representing a robust measure of all young people in Herefordshire.

### **Most important factors influencing a decision about where to live: All Ages**

Respondents to the survey were asked to choose 3 factors (from a list of options) which are most important to them when making a decision about where to live. Table 1 shows the proportion of residents in Herefordshire and the West Midlands (all ages) who chose each of the options. The 'top 10' for Herefordshire are highlighted in bold font.

- A safe area with low crime and proximity to family and friends are the most common factor influencing a decision about where to live from respondents in Herefordshire and across the region. (A higher proportion of respondents chose this option in the region as a whole compared to Herefordshire).
- A significantly greater proportion of respondents from Herefordshire consider a quiet area and accessibility to the countryside to be amongst the most important aspects when deciding where to live.
- People in Herefordshire are more likely to consider how close their place of work is when deciding where to live than regionally.
- A lower proportion of people in Herefordshire chose 'good public transport links' as an important factor compared with regionally.

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<sup>1</sup> Done by the West Midlands Regional Observatory (WMRO), in partnership with the West Midlands Public Health Observatory (WMPHO), supported by a range of partner organisations across the region including Herefordshire Council and Primary Care Trust.

**Table 1: Proportion of respondents choosing each factor as one of the 3 most important in making a decision about where to live, ALL AGES in Herefordshire and the West Midlands**

Most important things when deciding where to live	Herefordshire		West Midlands	
	%	Rank	%	Rank
<b>ALL AGES</b>				
<b>A safe area with low crime</b>	41.6%	<b>1</b>	48.7%	<b>1</b>
<b>Close to family or friends</b>	29.9%	<b>2</b>	31.0%	<b>2</b>
<b>A quiet area</b>	28.9%	<b>3</b>	21.7%	<b>5</b>
<b>Accessible to the countryside</b>	26.8%	<b>4</b>	14.6%	11
<b>A nice, clean environment</b>	19.7%	<b>5</b>	22.9%	<b>3</b>
<b>Close to where you work</b>	19.5%	<b>6</b>	16.5%	<b>8</b>
<b>Knowing the area</b>	18.8%	<b>7</b>	22.2%	<b>4</b>
<b>Affordable housing</b>	17.3%	<b>8</b>	16.1%	<b>9</b>
<b>Good local schools</b>	14.9%	<b>9</b>	17.3%	<b>7</b>
<b>The right type of housing</b>	14.7%	<b>10</b>	15.5%	<b>10</b>
Good public transport links	10.7%	11	18.7%	<b>6</b>
No problems with parking	8.0%	12	7.7%	13
A strong sense of community	7.6%	13	5.8%	17
Access to health centres and chemists	6.9%	14	9.3%	12
Low levels of traffic congestion	5.9%	15	4.6%	18
<i>Range and quality of shops</i>	5.3%	16	6.9%	15
<i>Access to employment opportunities</i>	4.9%	17	3.7%	20
Close to major road links	4.7%	18	6.7%	16
Local parks and open spaces	4.5%	19	7.3%	14
<i>Good pubs and bars</i>	4.3%	20	4.2%	19
<i>Access to leisure facilities</i>	3.5%	21	2.9%	22
<i>Activities for children/young people</i>	3.5%	22	3.6%	21
Access to museums, theatres, galleries etc	2.0%	23	1.7%	24
<i>Close to college or university</i>	1.2%	24	1.9%	23
<i>A lively, busy area</i>	0.7%	25	1.2%	27
Not provided	0.8%	26	0.4%	25
<i>Cosmopolitan/multicultural area</i>	0.5%	27	1.0%	26
None of the above	0.4%	28	0.2%	29
Other	0.3%	29	0.3%	28
Don't know	0.2%	30	0.2%	30
Close to place of worship	0.1%	31	0.2%	30

**NOTE:**

- Figures are rounded to 1 decimal place
- **Bold font** denotes the 'top 10' factors for Herefordshire
- *Italic font* denotes some of the aspects considered by the Review Group in relation to aspects of life that may influence the decisions of young people

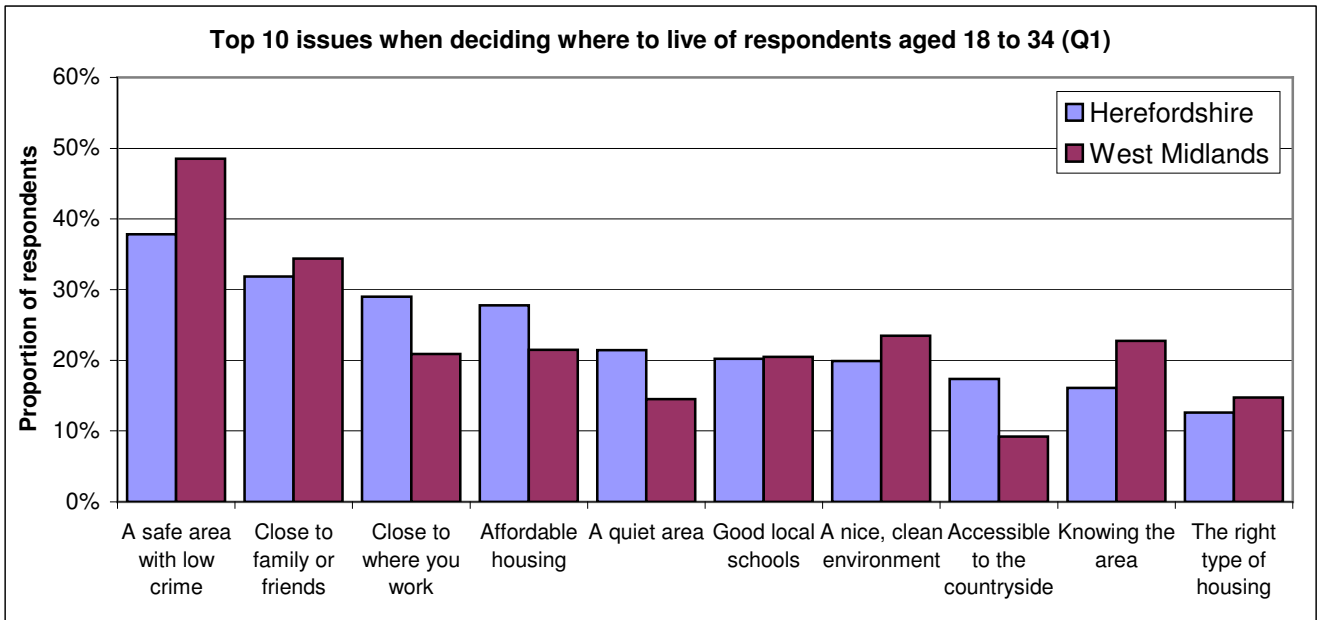
**Most important factors influencing a decision about where to live:  
18 to 34 year olds**

The question responses from 18 to 34 year olds in Herefordshire and the West Midlands as a whole were analysed, with a focus on the most common 10 responses from those in Herefordshire. The main points and a chart are shown below.

- A similar pattern to all age groups is reflected in the top 2 factors in Herefordshire and the region. A safe area with low crime and proximity to family and friends are also the most common factor in the county and the region for 18 to 34 year olds
- A significantly greater proportion of 18 to 34 year olds respondents from Herefordshire consider a quiet area and accessibility to the countryside to be amongst the most important aspects when deciding where to live compared to regionally for this age group.
- However proximity to place of work was the 3<sup>rd</sup> most common response for Herefordshire's 18 to 34 year olds (29%), higher than the proportion from this age group in the region (21%, 6<sup>th</sup> most common response).
- Affordable housing was important for this age group in Herefordshire and the region, with a higher proportion of 18 to 34 year olds choosing this in Herefordshire (28% compared to 22% in the region).
- Good public transport links was one of the most common 10 factors for those in the region as a whole (14% of respondents) but ranked 12<sup>th</sup> for those from this age group in Herefordshire (8%).

See Appendix 1 for a table showing the proportion of responses from this age group for Herefordshire and the West Midlands.

**Chart 1: Top 10 responses to the most important factors in making a decision about where to live for 18-34 year olds in Herefordshire and the West Midlands**



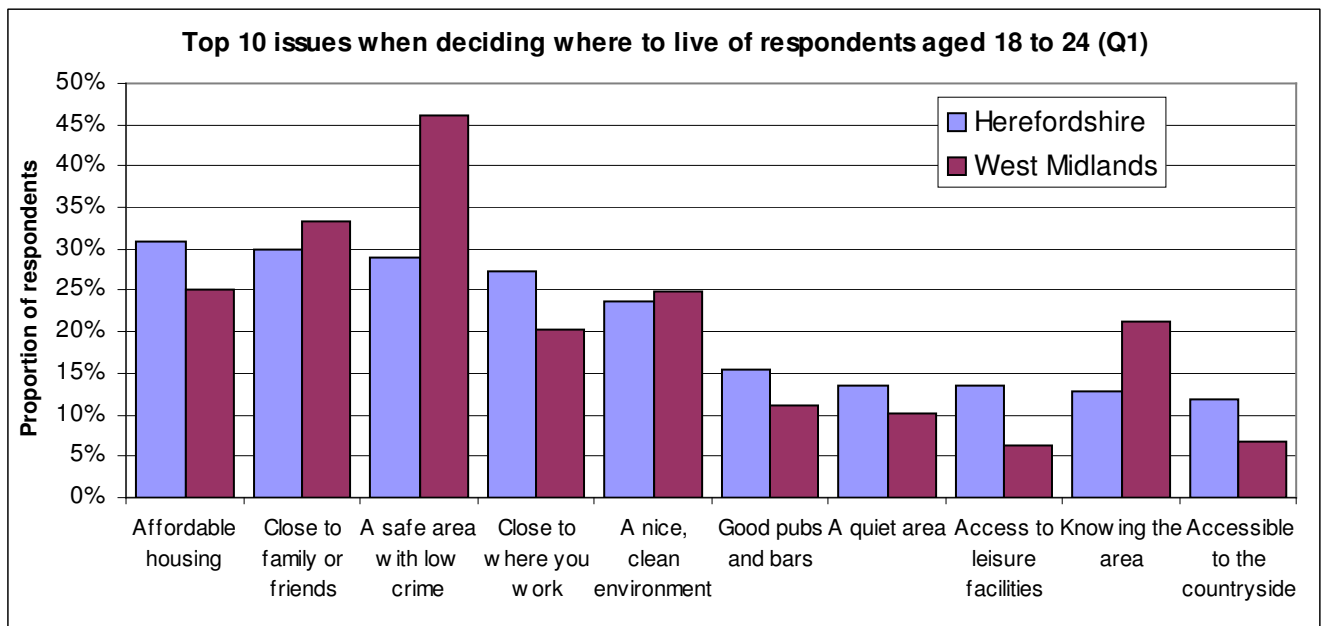
**Most important factors influencing a decision about where to live:  
18 to 24 year olds**

The question responses from 18 to 24 year olds in Herefordshire and the West Midlands as a whole were analysed, with a focus on the most common 10 responses from those in Herefordshire. The main points and a chart are shown below.

- The patterns of the responses from this age group differed from the overall population. The most common response in Herefordshire was affordable housing (31%) followed by proximity to family and friends (30%) and a safe area with low crime (29%). The most common factor from this age group across the region was a safe area with low crime (46%), then proximity to family and friends (33%) and affordable housing (25%).
- A greater proportion of 18 to 24 year old respondents from Herefordshire considered proximity to work (27%) an important factor compared with this age group in the region as a whole (20%), which is a similar pattern to that of the 18 to 34 year old age group.
- Other differences in responses from this age group in Herefordshire compared to the region are shown in the chart below, notably 'good pubs and bars', 'a quiet area', 'access to leisure facilities', 'knowing the area' and 'accessible to the countryside'.
- Close to college or university was one of the most common 10 factors for those in the region as a whole (11% of respondents) but ranked 14<sup>th</sup> for those from this age group in Herefordshire (8%).

See Appendix 2 for a table showing the proportion of responses for all factors from the 18-24 year age group for Herefordshire and the West Midlands.

**Chart 2: Top 10 responses to the most important factors in making a decision about where to live for 18-24 year olds in Herefordshire and the West Midlands**



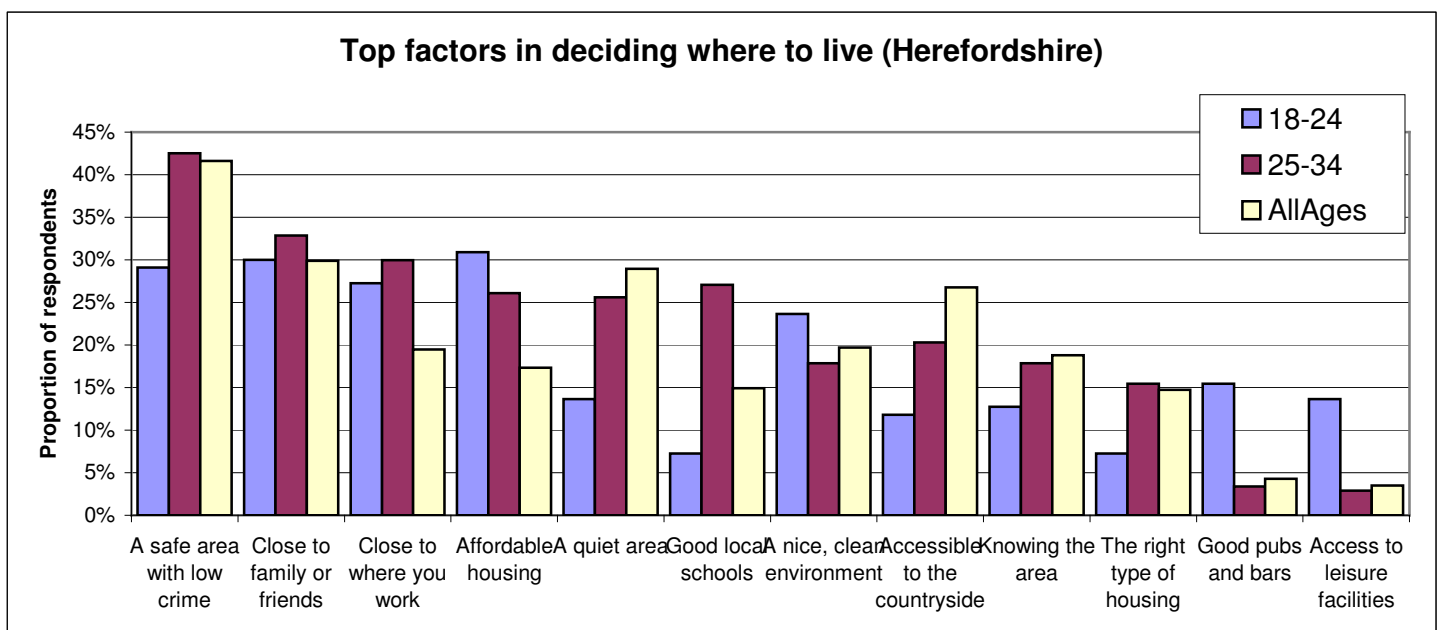
**Most important factors influencing a decision about where to live:  
18 to 34 year olds, 18 to 24 and 25 to 34 year olds**

- The 10 most common responses for the 25 to 34 year olds are similar for the overall 18 to 34 year old age group, except for 'a quiet area' and 'good local schools' which have higher proportions in the 25 to 34 age group, as shown in Table 2 and Chart 2.
- The responses from 18 to 24 year olds differ to the overall 18 to 34 age group and the 25 to 34 age group as shown in Table 2 and Chart 2. In particular 'a safe area with low crime', 'good local schools' and 'accessible to the countryside' were less important to 18 to 24 year olds compared to 25 to 34 year olds; with 'good pubs and bars' and 'access to leisure facilities' more important to the younger age group (although not the most common factors).

**Table 2: Comparison of the Top 10 responses within the 18-34 age group in Herefordshire**

Most important things when deciding where to live	18- 34		18 - 24		25 - 34	
	Rank	%	Rank	%	Rank	%
A safe area with low crime	1	37.9%	3	29.1%	1	42.5%
Close to family or friends	2	31.9%	2	30.0%	2	32.9%
Close to where you work	3	29.0%	4	27.3%	3	30.0%
Affordable housing	4	27.8%	1	30.9%	5	26.1%
A quiet area	5	21.5%	7	13.6%	6	25.6%
Good local schools	6	20.2%	15	7.3%	4	27.1%
A nice, clean environment	7	19.9%	5	23.6%	8	17.9%
Accessible to the countryside	8	17.4%	10	11.8%	7	20.3%
Knowing the area	9	16.1%	9	12.7%	9	17.9%
The right type of housing	10	12.6%	16	7.3%	10	15.5%
Good pubs and bars	13	7.6%	6	15.5%	20	3.4%
Access to leisure facilities	16	6.6%	8	13.6%	21	2.9%

**Chart 3: Comparison of the Top 10 responses within the 18-34 age group in Herefordshire**



**Appendix 1 Responses from the 18 to 34 year old age group in Herefordshire and the West Midlands**

Most important things when deciding where to live	18 – 34 age group			
	Herefordshire		West Midlands	
	%	<i>Rank</i>	%	<i>Rank</i>
<b>A safe area with low crime</b>	37.9%	<b>1</b>	48.5%	<b>1</b>
<b>Close to family or friends</b>	31.9%	<b>2</b>	34.4%	<b>2</b>
<b>Close to where you work</b>	29.0%	<b>3</b>	20.9%	<b>6</b>
<b>Affordable housing</b>	27.8%	<b>4</b>	21.5%	<b>5</b>
<b>A quiet area</b>	21.5%	<b>5</b>	14.5%	<b>9</b>
<b>Good local schools</b>	20.2%	<b>6</b>	20.5%	<b>7</b>
<b>A nice, clean environment</b>	19.9%	<b>7</b>	23.5%	<b>3</b>
<b>Accessible to the countryside</b>	17.4%	<b>8</b>	9.2%	11
<b>Knowing the area</b>	16.1%	<b>9</b>	22.8%	<b>4</b>
<b>The right type of housing</b>	12.6%	<b>10</b>	14.7%	<b>8</b>
No problems with parking	10.1%	11	8.6%	12
Good public transport links	8.2%	12	14.2%	<b>10</b>
<i>Good pubs and bars</i>	7.6%	13	7.4%	13
<i>Access to employment opportunities</i>	7.6%	14	4.9%	16
Local parks and open spaces	7.3%	15	6.6%	14
Access to leisure facilities	6.6%	16	4.0%	21
Low levels of traffic congestion	6.0%	17	3.5%	22
<i>Activities for children/young people</i>	5.7%	18	4.1%	19
A strong sense of community	5.0%	19	4.0%	20
<i>Range and quality of shops</i>	4.7%	20	4.9%	17
Close to major road links	4.4%	21	6.1%	15
<i>Close to college or university</i>	3.2%	22	4.7%	18
Access to museums, theatres, galleries etc	2.5%	23	1.6%	26
<i>A lively, busy area</i>	1.9%	24	1.9%	23
Access to health centres and chemists	1.9%	25	3.5%	24
<i>Cosmopolitan/multicultural area</i>	0.6%	26	1.6%	25
Close to place of worship	0.6%	27	0.3%	28
Other	0.3%	28	0.2%	29
Don't know	0.3%	29	0.1%	30
Not provided	0.3%	30	0.2%	31
None of the above	0.0%	31	0.3%	27

**NOTE:**

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**Appendix 2 Responses from the 18 to 24 year old age group in Herefordshire and the West Midlands**

Most important things when deciding where to live	18 – 24 age group			
	Herefordshire		West Midlands	
	%	<i>Rank</i>	%	<i>Rank</i>
<b>Affordable housing</b>	30.9%	<b>1</b>	25.1%	<b>3</b>
<b>Close to family or friends</b>	30.0%	<b>2</b>	33.2%	<b>2</b>
<b>A safe area with low crime</b>	29.1%	<b>3</b>	46.1%	<b>1</b>
<b>Close to where you work</b>	27.3%	<b>4</b>	20.3%	<b>6</b>
<b>A nice, clean environment</b>	23.6%	<b>5</b>	24.8%	<b>4</b>
<b>Good pubs and bars</b>	15.5%	<b>6</b>	11.1%	<b>9</b>
<b>A quiet area</b>	13.6%	<b>7</b>	10.3%	11
<b>Access to leisure facilities</b>	13.6%	<b>8</b>	6.3%	16
<b>Knowing the area</b>	12.7%	<b>9</b>	21.3%	<b>5</b>
<b>Accessible to the countryside</b>	11.8%	<b>10</b>	6.7%	15
<i>Access to employment opportunities</i>	11.8%	11	6.8%	14
Good public transport links	10.9%	12	18.5%	<b>7</b>
Local parks and open spaces	8.2%	13	4.9%	18
<i>Close to college or university</i>	8.2%	14	11.1%	<b>10</b>
Good local schools	7.3%	15	7.8%	13
The right type of housing	7.3%	16	11.7%	<b>8</b>
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A strong sense of community	4.5%	19	4.1%	20
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Low levels of traffic congestion	3.6%	21	2.8%	24
<i>Activities for children/young people</i>	3.6%	22	3.3%	23
Access to museums, theatres, galleries etc	3.6%	23	2.4%	25
Access to health centres and chemists	3.6%	24	3.6%	21
Close to major road links	2.7%	25	4.4%	19
Close to place of worship	0.9%	26	0.3%	28
Cosmopolitan/multicultural area	0.9%	27	2.2%	26
Not provided	0.9%	28	0.4%	27
Don't know	0.0%	29	0.1%	31
Other	0.0%	30	0.2%	30
None of the above	0.0%	31	0.3%	29

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