

# **HOUSEHOLD SURVEY 2016/17**

## **Appendix 10**

### **Qs 21-24 Economic Development**

**Q21: Do you work in North Kesteven?**

**Q22: Are you self-employed?**

**Q23: If yes to Q22, do you currently work from home?**

**Q24: How satisfied or dissatisfied are you with the provision of visitor attractions within the District?**

## KEY FINDINGS

### • Economic Development

- 26.0% of respondents work in the district. However the full survey included those still in full time education, plus those likely to have retired. Taking the working age groups only the percentage working in the District increased to 37.3%.
  - At the working age level there is only marginal difference in the results by gender, however for disability there is a ten point differential with those reporting a disability recording just under 30% for working in the district as compared with close to 40% for those without a disability. However this may well be due in part to the nature of the question, and some answering “no” may not be in employment (given the national picture for employment for those with a disability or infirmity)
  - There is distinct variation at ward level for working age respondents with Sleaford Westholme reporting over 60% as working in the district; as compared with the lowest of 27.2% for Heighington and Washingborough
- Overall 7.6% are self-employed, however looking again only at the working age demographics this increases to 10.2%. There is little difference in the self employed percentage across all the working age groups. Males are slightly more likely than females to be self-employed, and those with a disability slightly less likely.
- Self employment at Ward level varied between 24.1% and 3.7%; however given the relatively low numbers of self-employed identified through the survey a ward level analysis does need to be treated with caution. However at the wider area level self-employed rates are similar in the LN5, LN6, and NG34 areas, but somewhat lower in LN4 at 7.6%.
- Just under half of those identifying as self-employed work from home. Females were significantly more likely to work from home than males. There were also variations within specific age groups, however again given the overall low absolute numbers no real conclusions can be drawn from this.
- The self-employed, and more especially those working from home, have higher reporting levels (good / very good) for Health, and slightly higher levels for Wellbeing. They also use Open Spaces more regularly, and report slightly higher levels of regular physical activity. This may indicate that self-employment for NK residents is very much an active and positive choice.

### • Visitor Attractions

- Almost half (49.1%) of respondents have a neutral view on this question. Just under 40% are satisfied / very satisfied giving an overall net positive of 28.7%.
- There is significant variation between age groups, with satisfaction increasing with each older age group. The 16-24s registered a net negative of -7.3% (the only group with a net negative figure) whilst the 65-74s and Aged 75+ groups both recorded a net satisfaction of just over 40%.
- There is a marginally more positive response for female respondents; whilst those reporting a disability have a slightly lower level of net satisfaction. 4 of the Sleaford wards recorded the lowest net positives (6.7% to 16.9%) as compared with 40%+ for three wards in the North of the District.

**Q21 : Do you work in North Kesteven?**

<b>Total Respondents : 3334 : Raw Data Summary</b>	
<b>NO</b>	<b>YES</b>
<b>2467</b>	<b>867</b>
<b>74.0%</b>	<b>26.0%</b>

<b>AGE GROUP BREAKDOWN (Respondents = 3214)</b>								
<b>Group</b>	<b>NO</b>		<b>No Working Age only</b>		<b>YES</b>		<b>Yes Working Age Only</b>	
<b>16-24</b>	<b>51</b>	<b>62.2%</b>			<b>31</b>	<b>37.8%</b>		
<b>25-34</b>	<b>109</b>	<b>54.0%</b>	<b>1222</b>	<b>62.7%</b>	<b>93</b>	<b>46.0%</b>	<b>726</b>	<b>37.3%</b>
<b>35-44</b>	<b>206</b>	<b>54.8%</b>			<b>170</b>	<b>45.2%</b>		
<b>45-54</b>	<b>383</b>	<b>58.7%</b>			<b>269</b>	<b>41.3%</b>		
<b>55-64</b>	<b>524</b>	<b>73.0%</b>			<b>194</b>	<b>27.0%</b>		
<b>65-74</b>	<b>791</b>	<b>93.3%</b>			<b>57</b>	<b>6.7%</b>		
<b>Over 75</b>	<b>325</b>	<b>96.7%</b>			<b>11</b>	<b>3.3%</b>		
<b>ALL - Age Declared</b>	<b>2389</b>	<b>74.3%</b>			<b>825</b>	<b>25.7%</b>		

**Note “working age” has excluded in this instance the 16-24 age group as over 90% of respondents in this age group are sixth form students.**

**Q21 : Do you work in North Kesteven?**

<b>GENDER BREAKDOWN (Respondents = 3334)</b>									
<b>Gender</b>	<b>NO</b>		<b>YES</b>		<b>No Working Age</b>		<b>Yes Working Age</b>		
	<b>Female</b>	<b>1052</b>	<b>71.5%</b>	<b>420</b>	<b>28.5%</b>	<b>641</b>	<b>63.3%</b>	<b>372</b>	<b>36.7%</b>
<b>Male</b>	<b>1327</b>	<b>77.0%</b>	<b>397</b>	<b>23.0%</b>	<b>569</b>	<b>62.6%</b>	<b>340</b>	<b>37.4%</b>	
<b>Not stated</b>	<b>88</b>		<b>50</b>		<b>12</b>		<b>14</b>		
<b>Total</b>	<b>2467</b>	<b>74.0%</b>	<b>867</b>	<b>26.0%</b>	<b>1222</b>	<b>63.0%</b>	<b>726</b>	<b>37.0%</b>	

<b>DO YOU HAVE ANY LONGSTANDING ILLNESS, DISABILITY OR INFIRMITY (Respondents = 3236)</b>									
	<b>NO</b>		<b>YES</b>		<b>No Working Age</b>		<b>Yes Working Age</b>		
	<b>No (disability)</b>	<b>1243</b>	<b>72.5%</b>	<b>471</b>	<b>27.5%</b>	<b>965</b>	<b>60.9%</b>	<b>619</b>	<b>39.1%</b>
<b>Yes (have disability)</b>	<b>1112</b>	<b>75.7%</b>	<b>356</b>	<b>24.3%</b>	<b>255</b>	<b>70.6%</b>	<b>106</b>	<b>29.4%</b>	
<b>Not stated</b>	<b>41</b>	<b>75.9%</b>	<b>13</b>	<b>24.1%</b>	<b>2</b>		<b>1</b>		
<b>Total</b>	<b>2396</b>	<b>74.0%</b>	<b>840</b>	<b>26.0%</b>	<b>1222</b>	<b>63.0%</b>	<b>726</b>	<b>37.0%</b>	

**Q21 : Do you work in North Kesteven?**

WARDS	ALL		WORKING AGE	
	NO	YES	NO	YES
Sleaford Westholme	58.7%	41.3%	38.5%	61.5%
North Hykeham Witham	72.2%	27.8%	48.6%	51.4%
Ashby de la Launde and Cranwell	64.5%	35.5%	48.7%	51.3%
Sleaford Navigation	77.8%	22.2%	52.4%	47.6%
Sleaford Quarrington and Mareham	67.4%	32.6%	54.2%	45.8%
Sleaford Castle	67.7%	32.3%	56.4%	43.6%
Ruskington	72.7%	27.3%	58.7%	41.3%
North Hykeham Moor	73.7%	26.3%	58.8%	41.2%
Kirkby la Thorpe and South Kyme	72.7%	27.3%	59.1%	40.9%
Sleaford Holdingham	61.9%	38.1%	59.6%	40.4%
Heckington Rural	75.9%	24.1%	60.7%	39.3%
North Hykeham Memorial	76.3%	23.7%	61.1%	38.9%
Osournby	69.8%	30.2%	62.1%	37.9%
Waddington West	74.7%	25.3%	64.0%	36.0%
Leasingham and Rauceby	83.5%	16.5%	64.7%	35.3%
Bracebridge Heath and Waddington East	77.1%	22.9%	65.0%	35.0%
North Hykeham Mill	72.0%	28.0%	65.0%	35.0%
Metheringham	76.4%	23.6%	65.5%	34.5%
Bassingham and Brant Broughton	76.3%	23.7%	66.7%	33.3%
Billingham, Martin and North Kyme	76.0%	24.0%	66.7%	33.3%
Eagle, Swinderby and Witham St Hughs	74.4%	25.6%	66.7%	33.3%
Skellingthorpe	80.2%	19.8%	67.3%	32.7%
Branston	80.7%	19.3%	69.0%	31.0%
Cliff Villages	78.9%	21.1%	69.0%	31.0%
North Hykeham Forum	77.1%	22.9%	71.7%	28.3%
Heighington and Washingborough	80.6%	19.4%	72.8%	27.2%
Ward Declared	74.5%	25.5%	62.6%	37.4%

**Q22 : Are you self-employed?**
**AGE GROUP BREAKDOWN (Respondents = 3324)**

Group	NO		NO Working Age		YES		YES Working Age	
16-24	82	100%	1746	89.8%	0	0%	198	10.2%
25-34	184	91%			18	9%		
35-44	338	90%			36	10%		
45-54	581	89%			71	11%		
55-64	643	90%			73	10%		
65-74	811	96%			33	4%		
Over 75	323	97%			10	3%		
Not stated	108	89%			13	11%		
<b>ALL</b>	<b>3070</b>	<b>92.4%</b>			<b>254</b>	<b>7.6%</b>		

**GENDER BREAKDOWN (Respondents = 3334)**

Gender	NO		YES		No Working Age		Yes Working Age	
Female	1356	92.6%	108	7.4%	915	90.4%	97	9.6%
Male	1590	92.3%	132	7.7%	808	89.2%	98	10.8%
Not stated	124		14		23		3	
<b>Total</b>	<b>3070</b>	<b>92.4%</b>	<b>254</b>	<b>7.6%</b>	<b>1723</b>	<b>89.8%</b>	<b>198</b>	<b>10.2%</b>

**DO YOU HAVE ANY LONGSTANDING ILLNESS, DISABILITY OR INFIRMITY (Respondents = 3236)**

	NO		YES		No Working Age		Yes Working Age	
No (disability)	1242	72.5%	470	27.5%	1413	89.4%	168	10.6%
Yes (have disability)	1106	75.7%	354	24.3%	330	91.7%	30	8.3%
Not stated	41	75.9%	13	24.1%	3		0	
<b>Total</b>	<b>2389</b>	<b>74.1%</b>	<b>837</b>	<b>25.9%</b>	<b>1746</b>	<b>89.8%</b>	<b>198</b>	<b>10.2%</b>

Q22 : Are you self-employed?

WARDS	ALL		WORKING AGE	
	NO	YES	NO	YES
Osbournby	86.8%	13.2%	75.9%	24.1%
Leasingham and Rauceby	92.9%	7.1%	82.4%	17.6%
Bassingham and Brant Broughton	85.2%	14.8%	82.7%	17.3%
North Hykeham Memorial	89.8%	10.2%	83.3%	16.7%
Eagle, Swinderby and Witham St Hughs	86.8%	13.2%	83.9%	16.1%
Metheringham	90.0%	10.0%	85.4%	14.6%
Sleaford Navigation	93.3%	6.7%	85.7%	14.3%
Sleaford Castle	92.1%	7.9%	86.8%	13.2%
North Hykeham Forum	90.4%	9.6%	87.0%	13.0%
Sleaford Quarrington and Mareham	92.6%	7.4%	88.6%	11.4%
Sleaford Holdingham	91.8%	8.2%	88.9%	11.1%
Cliff Villages	90.5%	9.5%	89.7%	10.3%
Heckington Rural	92.2%	7.8%	90.5%	9.5%
Ashby de la Launde and Cranwell	93.5%	6.5%	91.0%	9.0%
North Hykeham Moor	94.8%	5.2%	91.2%	8.8%
Ruskington	93.3%	6.7%	91.3%	8.7%
North Hykeham Witham	93.6%	6.4%	91.4%	8.6%
Bracebridge Heath and Waddington East	94.0%	6.0%	92.0%	8.0%
Skellingthorpe	93.4%	6.6%	92.3%	7.7%
Sleaford Westholme	93.5%	6.5%	92.3%	7.7%
North Hykeham Mill	94.7%	5.3%	93.0%	7.0%
Waddington West	93.7%	6.3%	94.0%	6.0%
Branston	95.0%	5.0%	94.8%	5.2%
Billingham, Martin and North Kyme	94.9%	5.1%	95.2%	4.8%
Kirkby la Thorpe and South Kyme	96.9%	3.1%	95.5%	4.5%
Heighington and Washingborough	96.8%	3.2%	96.3%	3.7%
Ward Declared	92.5%	7.5%	89.9%	10.1%

Self-Employment by Postcode Area	
LN4	7.6%
LN5	10.6%
LN6	11.4%
NG34	10.6%

**Q23: If yes to Q22, do you currently work from home?**

<b>Total Respondents : 246 : Raw Data Summary</b>	
<b>NO</b>	<b>YES</b>
<b>127 respondents</b>	<b>119 respondents</b>
<b>51.6%</b>	<b>48.4%%</b>

<b>AGE BREAKDOWN (Respondents = 246)</b>				
<b>Group</b>	<b>NO</b>		<b>YES</b>	
<b>16 - 24</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>25 - 34</b>	<b>6</b>	<b>33.3%</b>	<b>12</b>	<b>66.7%</b>
<b>35 - 44</b>	<b>20</b>	<b>55.6%</b>	<b>16</b>	<b>44.4%</b>
<b>45 - 54</b>	<b>41</b>	<b>58.6%</b>	<b>29</b>	<b>41.4%</b>
<b>55 - 64</b>	<b>35</b>	<b>49.3%</b>	<b>36</b>	<b>50.7%</b>
<b>65 - 74</b>	<b>12</b>	<b>38.7%</b>	<b>19</b>	<b>61.3%</b>
<b>Over 75</b>	<b>5</b>	<b>62.5%</b>	<b>3</b>	<b>37.5%</b>
<b>Not stated</b>	<b>8</b>		<b>4</b>	
<b>ALL</b>	<b>127</b>	<b>51.6%</b>	<b>119</b>	<b>48.4%</b>

<b>GENDER BREAKDOWN (Respondents = 246)</b>				
<b>Gender</b>	<b>NO</b>		<b>YES</b>	
<b>Female</b>	<b>46</b>	<b>43.4%</b>	<b>60</b>	<b>56.6%</b>
<b>Male</b>	<b>72</b>	<b>56.3%</b>	<b>56</b>	<b>43.8%</b>
<b>Not stated</b>	<b>9</b>		<b>3</b>	
<b>TOTAL</b>	<b>127</b>	<b>51.6%</b>	<b>119</b>	<b>48.4%</b>



**Qs 22 & 23: Results compared with those for Health, Wellbeing, Physical Activity, and Use of Open Spaces**

	<b>Health Good or Very Good</b>	<b>Wellbeing Good or Very Good</b>	<b>Physical Activity Relatively Active</b>	<b>Use of Open Spaces Daily / Almost Every Day</b>
<b>Self Employed</b>	<b>79.9%</b>	<b>82.3%</b>	<b>44.5%</b>	<b>20.9%</b>
<b>Self Employed &amp; Working from Home</b>	<b>84.0%</b>	<b>83.2%</b>	<b>44.5%</b>	<b>25.2%</b>
<b>All other survey response</b>	<b>77.6%</b>	<b>81.0%</b>	<b>43.3%</b>	<b>18.8%</b>

**Q24: How satisfied or dissatisfied are you with the provision of visitors attractions within the District?**

ALL :					
Very dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied	NET
1.2%	9.9%	49.1%	34.0%	5.8%	28.7%
Negative : 11.1%			Positive : 39.8%		

**AGE BREAKDOWN (Respondents = 3311)**

Group	Very Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Very Satisfied		Net
16-24	4	4.9%	21	25.6%	38	46.3%	18	22.0%	1	1.2%	-7.3%
	30.5%						23.2%				
25-34	4	2.0%	34	16.8%	88	43.6%	64	31.7%	12	5.9%	+17.8%
	19.8%						37.6%				
35-44	6	1.6%	60	16.0%	174	46.3%	120	31.9%	16	4.3%	+18.6%
	17.6%						36.2%				
45-54	8	1.2%	82	12.6%	324	49.6%	198	30.3%	41	6.3%	+22.8%
	13.8%						36.6%				
55-64	6	0.8%	56	7.9%	373	52.4%	245	34.4%	32	4.5%	+30.2%
	8.7%						38.9%				
65-74	4	0.5%	46	5.5%	401	47.9%	318	38.0%	68	8.1%	+40.1%
	6.0%						46.1%				
Over 75	4	1.2%	11	3.3%	166	50.3%	129	39.1%	20	6.1%	+40.7%
	4.5%						45.2%				
Not stated	3	2.5%	16	13.4%	62	52.1%	35	29.4%	3	2.5%	
	15.9%						31.9%				
ALL	39	1.2%	326	9.8%	1626	49.1%	1127	34.0%	193	5.8%	
	Negative: 11.1%					49.1%	Positive: 39.8%				28.7%

**Q24 : How satisfied or dissatisfied are you with the provision of visitors attractions within the District?**

<b>GENDER BREAKDOWN (Respondents = 3173)</b>											
Gender	Very Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Very Satisfied		NET
Female	15	1.0%	148	10.1%	691	47.3%	505	34.5%	103	7.0%	30.4%
Male	21	1.2%	156	9.1%	869	50.8%	578	33.8%	87	5.1%	28.6%
<b>Total</b>	<b>36</b>	<b>1.1%</b>	<b>304</b>	<b>9.6%</b>	<b>1560</b>	<b>49.2%</b>	<b>1083</b>	<b>34.1%</b>	<b>190</b>	<b>6.0%</b>	<b>29.4%</b>
<b>Negative : 10.7%</b>					<b>Positive : 40.1%</b>						

<b>DO YOU HAVE ANY LONGSTANDING ILLNESS, DISABILITY OR INFIRMITY (Respondents = 3282)</b>											
	Very Dissatisfied		Dissatisfied		Neither Satisfied nor Dissatisfied		Satisfied		Very Satisfied		NET
No	30	1.2%	241	9.9%	1178	48.4%	845	34.7%	140	5.7%	29.3%
Yes	9	1.1%	84	9.9%	437	51.5%	266	31.4%	52	6.1%	26.5%
<b>Total</b>	<b>39</b>	<b>1.2%</b>	<b>325</b>	<b>9.9%</b>	<b>1615</b>	<b>49.2%</b>	<b>1111</b>	<b>33.8%</b>	<b>192</b>	<b>5.9%</b>	<b>28.6%</b>
<b>Negative : 11.1%</b>					<b>Positive : 39.7%</b>						

Q24			Neither satisfied nor dissatisfied		Very satisfied			
WARD	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	-ve	+ve	Net
Heighington and Washingborough	0.0%	6.4%	45.4%	41.3%	6.9%	6.4%	48.2%	41.7%
Skellingthorpe	0.0%	5.6%	47.8%	43.3%	3.3%	5.6%	46.7%	41.1%
Eagle, Swinderby and Witham St Hughs	0.0%	6.3%	47.2%	37.8%	8.7%	6.3%	46.5%	40.2%
Heckington Rural	1.2%	9.2%	39.3%	42.9%	7.4%	10.4%	50.3%	39.9%
Bassingham and Brant Broughton	0.8%	4.5%	50.4%	35.3%	9.0%	5.3%	44.4%	39.1%
Billingham, Martin and North Kyme	0.0%	5.1%	52.5%	35.4%	7.1%	5.1%	42.4%	37.4%
Branston	0.8%	6.8%	47.5%	37.3%	7.6%	7.6%	44.9%	37.3%
Waddington West	0.0%	3.8%	56.4%	29.5%	10.3%	3.8%	39.7%	35.9%
Cliff Villages	1.2%	9.6%	42.8%	36.1%	10.2%	10.8%	46.4%	35.5%
North Hykeham Forum	0.0%	4.9%	54.9%	29.3%	11.0%	4.9%	40.2%	35.4%
Metheringham	0.7%	6.7%	51.7%	34.2%	6.7%	7.4%	40.9%	33.6%
North Hykeham Mill	0.0%	7.6%	52.3%	34.1%	6.1%	7.6%	40.2%	32.6%
Bracebridge Heath and Waddington East	0.9%	7.0%	51.6%	33.5%	7.0%	7.9%	40.5%	32.6%
North Hykeham Moor	0.0%	5.2%	58.6%	29.3%	6.9%	5.2%	36.2%	31.0%
Ashby de la Launde and Cranwell	0.8%	8.1%	51.6%	34.7%	4.8%	8.9%	39.5%	30.6%
Ruskington	1.2%	14.4%	38.9%	41.3%	4.2%	15.6%	45.5%	29.9%
North Hykeham Witham	1.3%	7.6%	53.2%	34.2%	3.8%	8.9%	38.0%	29.1%
Sleaford Westholme	2.2%	11.1%	48.9%	37.8%	0.0%	13.3%	37.8%	24.4%
Osournby	1.9%	17.3%	38.5%	30.8%	11.5%	19.2%	42.3%	23.1%
North Hykeham Memorial	1.7%	10.2%	54.2%	32.2%	1.7%	11.9%	33.9%	22.0%
Kirkby la Thorpe and South Kyme	1.5%	18.5%	38.5%	38.5%	3.1%	20.0%	41.5%	21.5%
Leasingham and Rauceby	3.6%	11.9%	47.6%	33.3%	3.6%	15.5%	36.9%	21.4%
Sleaford Castle	6.2%	18.5%	33.8%	38.5%	3.1%	24.6%	41.5%	16.9%
Sleaford Quarrington and Mareham	2.3%	16.1%	50.2%	26.7%	4.6%	18.4%	31.3%	12.9%
Sleaford Holdingham	4.7%	15.6%	51.6%	26.6%	1.6%	20.3%	28.1%	7.8%
Sleaford Navigation	4.4%	24.4%	35.6%	33.3%	2.2%	28.9%	35.6%	6.7%
Ward Declared	1.2%	9.4%	47.8%	35.4%	6.3%	10.6%	41.7%	31.1%