



Arsyllfa **Wledig** Cymru
Wales **Rural** Observatory

HOUSEHOLD COMPARISON REPORT

2004 - 2007

August 2008

Report 19



Cronfa Amaethyddol Ewrop ar gyfer Dadblygu
Gwledig Ewrop yn Buddsoddi
mewn Ardaloedd Gwledig
The European Agricultural Fund for
Rural Development: Europe Investing in
Rural Areas



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Contents

Contents	1
SECTION 1 INTRODUCTION	2
1.1 Introduction	2
1.2 Methods	2
1.3 Structure of the report	2
SECTION 2 CHANGING POPULATIONS	3
2.1 Introduction	3
2.2 Gender	3
2.3 Age	3
2.4 Household structure	3
2.5 Social Class	4
2.6 National Identity	4
2.7 Welsh Language	5
2.8 Area	7
2.9 Income	8
2.9 Home Ownership	8
2.9 Information Technology	9
SECTION 3 COMMUNITY CHANGE	11
3.1 Introduction	11
3.2 Community Composition	11
3.3 Community Feeling	12
3.4 Community Participation	16
3.4 Services	16
SECTION 4 EMPLOYMENT	18
4.1 Introduction	18
4.2 Employment	18
4.3 Travel to Work	19
4.4 Problems with employment	21
SECTION 5 SUMMARY	23
5.1 Introduction	23
5.2 Demographics	23
5.3 Community Change	23
5.4 Employment	24

SECTION 1

INTRODUCTION

1.1 Introduction

This report presents a comparison of the data obtained in the 2004 Household Survey and the 2007 Household Survey. By detailing the changes in this data we can observe changes in rural Wales over the four year period.

Using questions that were in both the 2004 and 2007 surveys, this report presents a comparison of all the data produced during both phases of research, and the longitudinal data, which compares changes for the same people over the time period.

All respondents in the 2004 survey were asked if they could be re-contacted, and out of 4023, 3406 agreed. Out of these, interviews with 1438 were conducted which constitutes the longitudinal sample used in this report. Given that approximately 10% of populations move each year, and there was a three year time gap this is quite a high retention rate. There was a refusal rate of 19% of those re-contacted.

1.2 Methods

The 2004 and 2007 surveys were telephone interviews that were conducted by NOP Social and Political. The interviews which could be conducted in English or Welsh, typically took between half an hour and 45 minutes, and covered a wide range of topics related to the respondent's household, local area and community.

1.3 Structure of the report

This report is based around the replicated questions in the 2004 and 2007 surveys. The structure of the report is as follows:

1. Introduction
2. Changing Populations
3. Community Change
4. Employment

SECTION 2

CHANGING POPULATIONS

2.1 Introduction

This section presents an overview of the changes in the population of rural Wales. It compares 2004 and 2007 data to gain an 'overall' understanding, as well as a more accurate charting of 'actual' changes in respondent's lives.

2.2 Gender

Table 2.1 shows the overall gender distribution in the two surveys.

Table 2.1 Gender

Gender	2004	2007
Male	48%	42%
Female	52%	58%

From this we can see that there are a higher percentage of females in the 2007 survey. For Wales as a whole, females represent 51.3% of the population, with the male population accounting for 48.7% (*Wales's Population – A demographic overview, 2008*).

2.3 Age

Table 2.2 shows the age distribution of respondents for 2004 and 2007. From this we can see that there were a higher number of older respondents in the 2007 survey. This may have been because of the nature of the research; day time interviews are more likely to include those retired from full time work. However, it is also in keeping with the changing Welsh population. Between 1971 and 2008 there was a 30% increase in the number of people of retirement age (*Wales's Population – A demographic overview, 2008*).

Table 2.2 Age

Age	2004		2007	
16 – 24 years	4%		16 – 24 years	3%
25 – 34 years	12%		25 – 34 years	9%
35 – 44 years	19%		35 – 44 years	21%
45 – 54 years	22%		45 – 54 years	25%
55 – 64 years	22%		65+ years	23%
75+ years	15%			
Refused	0%		Refused	1%

From Table 2.2 we can see that there was a decrease in younger respondents from 2004 to 2007. This skew away from younger people can be accounted for by the interviews being conducted with the householder, the person in whose name the house was owned or rented.

2.4 Household structure

In both 2004 and 2007, over three fifths of households comprised of two or fewer people. Table 2.3 shows the percentages for different sizes of household.

Table 2.3 Household Structure

Household Structure	2004	2007
1 person	24%	25%
2 people	37%	38%
3 people	17%	15%
4 people	15%	14%
5 people	5%	6%
6+ people	2%	2%

From this table we can see that there has been a slight increase between 2004 and 2005 in households with two or fewer people and a slight decrease in households with three or four people.

Single person households, in both 2004 and 2007 were more likely to have a low income. In 2007, 65% of households with an income of less than £10,000 were single person. Interestingly, in the same year, 2 person households had the highest income; 27% of households with an income of higher than £52,000 were two person households.

2.5 Social Class

Table 2.4 shows the changes in social class between the 2004 and 2007 surveys.

Table 2.4 Social Class

Social Class	2004	2007
AB	20%	22%
C1	33%	33%
C2	29%	24%
DE	18%	22%

From this, we can see that there has been a decrease in social class C2, and a rise in the social class category DE in rural Wales between 2004 and 2007.

The longitudinal results for social class show a similar shift, with a notable increase in DE class respondents. There has also been an increase in respondents who are positioned in social class C1. This can be seen on Table 2.5

Table 2.5 Social Class (Longitudinal)

Social Class (Longitudinal)	2004	2007
AB	22%	23%
C1	36%	32%
C2	27%	23%
DE	16%	22%

2.6 National Identity

Both surveys asked respondents to classify their own national identity. Table 2.6 shows the results of the comparison between all

respondents. From this, we can see that there has been a slight increase in the number of people in rural Wales who consider themselves Welsh and a slight decrease in the number of people who consider themselves English.

Table 2.6 National Identity

Do you see yourself as being...	2004	2007
Welsh	51%	52%
British	30%	31%
English	15%	13%
Something else	4%	3%
Refused	0%	1%

In both 2004 and 2007, there was a clear relationship between age and national identity. The younger a respondent was, the more likely they were to consider themselves Welsh. In 2007, 58% of the 16 to 34 year old age group considered themselves Welsh, compared to 56% of the 35 – 54 year old age group and 48% of the 55 + year old age group.

The longitudinal data demonstrates more accurately shifts in national identification. This data is shown in table 2.7.

Table 2.7 National Identity (Longitudinal)

Do you see yourself as being... (Longitudinal)	2004	2007
Welsh	52%	52%
British	30%	34%
English	15%	11%
Something else	3%	2%
Refused/ No Answer	0%	1%

In the longitudinal sample, there has been no change in those who consider themselves Welsh, but there has been a decrease in those who consider themselves English, and an increase in those who consider themselves British. After having lived in Wales for an extra three years, it appears some respondents who classed themselves as English in

2004, had shifted to classifying themselves as British in 2007.

Table 2.8 Place spent most of life

Spent Most of Life?	2004	2007
Wales	71%	73%
England	26%	23%
Somewhere else	3%	4%
No Answer	0%	0%

Table 2.8 shows where respondents have spent most of their lives. We can see that there is an increase in the percentage of people who have lived in Wales for most of their lives, and a slight decrease in the number of people who have lived in England for most of their lives.

2.7 Welsh Language

The 2004 Welsh Language Use Survey (conducted by the Welsh Language Board) showed that 21.7% of the population of all of Wales are Welsh speakers, which marks an increase from 20.5% in the 2001 census, and 18.5% in the 1991 census.

The comparative findings from the 2004 and 2007 household surveys show an overall increase in people who have some knowledge of Welsh, and a decrease in those who have no knowledge at all of Welsh, as shown in Table 2.9.

Table 2.9 Welsh Language Proficiency

Can you speak Welsh?	2004	2007
Fluently	17%	18%
Quite Well	12%	9%
Few Sentences	16%	19%
Few Words	24%	29%
Not at all	32%	26%

Since 2000, the teaching of Welsh has been compulsory for all students up until the age of 16 years. This should increase the ability of the population of Wales to speak Welsh, at least a few sentence or quite well.

There is a similar geographical distribution of fluent or 'quite well' Welsh speakers in 2004 and 2007. Gwynedd has the highest percentage of fluent speakers, 41% in 2004 and 47% in 2007, followed by the Isle of Anglesey, Carmarthenshire and Ceredigion. Monmouthshire has the lowest percentage of Welsh speakers in 2004 and 2007.

Table 2.10 Welsh Language Proficiency (Longitudinal)

Can you speak Welsh? (Longitudinal)	2004	2007
Fluently	20%	19%
Quite Well	11%	10%
Few Sentences	18%	22%
Few Words	24%	27%
Not at all	29%	22%

From Table 2.10 we can see that in the longitudinal sample there were a higher percentage of fluent Welsh speakers than the overall sample; however this dropped slightly between 2004 and 2007.

There was an increase in those who could speak a few sentences and those who could speak a few words, but most notably there was a substantial decrease in respondents who could speak no Welsh at all. This meant that over three years, there was a decrease by 7% of the respondents who could speak no Welsh at all.

Table 2.11 shows where respondents spoke Welsh in 2004 and 2007. From it we can see that there has been a substantial shift in Welsh use. There has been an increase in Welsh used 'mostly' and a decrease in those who never use the language. This could indicate a societal shift that encourages and actively promotes the use of the Welsh language.

The longitudinal results show a similar shift, with dramatic increases in the

'mostly' responses and in the 'sometimes' responses across the board, as shown in Table 2.12.

Table 2.11 Where is Welsh spoken?

	At Home		At Work		With Friends/ Neighbours		At Community venues/ bars	
	2004	2007	2004	2007	2004	2007	2004	2007
Mostly	15%	51%	13%	44%	13%	44%	11%	34%
Sometimes	20%	20%	31%	34%	32%	35%	33%	40%
Rarely	21%	11%	15%	11%	21%	10%	23%	13%
Never Use	45%	17%	42%	10%	34%	11%	33%	13%
Total	1110	1063	1064	868	1110	1083	1109	1064

Table 2.12 Where is Welsh spoken (Longitudinal)?

(Longitudinal)	At Home		At Work		With Friends/ Neighbours		At Community venues/ bars	
	2004	2007	2004	2007	2004	2007	2004	2007
Mostly	8%	42%	7%	42%	7%	46%	7%	35%
Sometimes	20%	40%	34%	40%	38%	35%	35%	44%
Rarely	25%	9%	16%	9%	22%	12%	24%	12%
Never Use	47%	9%	44%	9%	34%	7%	33%	9%
Missing	416	331	403	331	416	418	416	410

Table 2.13 Type of area respondents live in

Where you live

2004		2007	
Town or City	34%	Town	34%
Small Village	31%	Country Village	49%
Large Village	17%	Property or farm in the country	10%
Open Countryside	13%	Suburbs/ outskirts of a big city	3%
Hamlet	6%	Smaller City	1%
Refused	0.1%	Mixture/ Can't say	3%

Table 2.14 Area Where Respondents Spent Most of Life

Area Spent Most of Life in

2004		2007	
Major Town or City	23%	Big City	10%
Smaller Town or City	31%	Suburbs/outskirts of big city	6%
Large Village	13%	Smaller city	2%
Small Village	21%	Town	34%
Hamlet	2%	Country Village	34%
Open Countryside	10%	Property/ Farm in the country	7%
Refused	0%	Mixture/ Can't say	4%

2.8 Area

The following section looks at the type of area the respondent lived in. The categories are slightly different for 2004 and 2007, as can be seen in Table 2.13.

Table 2.13 shows that similar percentages of respondents lived in a town, city or smaller city, with 34% in 2004 and 35% in 2007, 48% in 2004 and 49% in 2007 lived in a village and 19% lived in a hamlet or open countryside in 2004 and 10% lived in a property or farm in the country in 2007.

Table 2.14 shows the sort of area respondents have spent most of their lives living in. From it, we can see that there has been a notable decrease in people who have spent most of their lives in a major town or city, or a big city. However, overall the distribution appears to be similar, given the limitations of comparison because of changing categories.

Tables 2.15 and 2.16 (below) show the main things people like about living in their area and the main things they dislike about living in their area.

In both 2004 and 2007, the main thing respondents enjoyed about living in rural Wales was the peace and quiet. Other things that people in both 2004 and 2007 enjoyed about their area were the people (20% in 2004 and 13% in 2007) and the location – close to particular attractions such as the beach, or mountains.

The main thing that people disliked about living in rural Wales in 2004 and 2007 was the lack of suitable or affordable public transport. The lack of shops was another problem that was shared in both years. However, overall, respondents found it difficult to specify dislikes with their area, and in 2007 a 'nothing in particular'

response was added, and 50% of respondents elected for it.

Table 2,15 Top reasons respondents gave for what they LIKE about living in their local area

What do you LIKE about living 'around here'?

2004		2007	
Peaceful/ peace and quiet/ tranquil/ not many people around	38%	Peace and Quiet	53%
Near Countryside/ national park	35%	Pleasant Environment	21%
The people/ friendly people/ nice neighbours	20%	Good location	20%
Near the beach/ coast/ seaside	17%	The scenery	27%
Born and bred here	17%	Friendly people/ neighbours	13%
Nice/ pleasant area/ location to live in/ comfortable	14%	Close to specific location (beach, countryside, mountains)	11%
n/a	2%	n/a	3%

Table 2.16 Top reasons respondents gave for what they DISLIKE about living in their local area

What do you DISLIKE about living 'around here'?

2004		2007	
Poor/ lack of/ expensive public transport	10%	Poor/ lack of services – public transport	11%
Not enough/ lack of shops/ facilities/ amenities	17%	Lack of shops	16%
The climate	6%	Nothing in particular/ n/a	50%
n/a	2%		

2.9 Income

Income showed a significant change between 2004 and 2007. As Table 2.17 shows, there was a decrease in respondents with lower incomes.

Table 2.17 Income

Income	2004	2007
Less than £5,000/ year	5%	3%
£5k – 9,999	14%	9%
£10k – 15,500	13%	11%
£15,500 – 21k	12%	9%
£21 – 31k	15%	15%
£31 – 52k	12%	11%
£52k+	6%	8%
Refused	12%	21%
Don't Know	13%	13%

Table 2.17 shows that there is a 7% decrease in respondents with an income under £10,000 per year. However, it is important to note that there is also an increase in the percentage of refused responses in 2007, which may have skewed the figures.

Table 2.18 Income (Longitudinal)

Income	2004	2007
Less than £10,000/ year	18%	13%
£10–21k	28%	23%
£21–31k	17%	16%
£31 – 52k	--	13%
£31k+	21%	--
£52k+	--	9%
Missing	16%	27%

Table 2.18 shows the change in longitudinal income, which seems to support the findings shown in the previous table. Once again, there is a noted decrease in the number of respondents on an income less than £10,000 per year, though again there seems not to be an increase in the higher incomes. In 2004, 21% were on an income higher than £31,000, and in 2007, 20% were on an income higher than £31,000. Once again, there is a notably higher missing percentage in 2007, which could have influenced these findings.

2.9 Home Ownership

Table 2.19 shows the numbers of respondents who own their own homes. From this table we can see that there was an increase in respondents who own their own home outright and a decrease in people who are buying their homes on a mortgage, with a reduction from 40% in 2004 to 35% in 2007.

According to the 2001 Census, more than seven out of ten households (71%) in Wales were owner occupied, either with a mortgage (37%) or owned outright (34%). In both 2004 and 2007, rural households over 8 out of ten households were owner occupied (82% in both years).

One in seven Welsh households (14%) lived in accommodation rented from the local council according to the 2001 Census. However, for rural Wales it was only 6% in 2004 and 5% in 2007.

The longitudinal data shows a similar trend, with an increase in people who own their homes outright, and a slight decrease

in those who are purchasing it on a mortgage. This is shown on Table 2.20.

Table 2.19 Home Ownership

Do you own your house?

2004		2007	
Owned outright by a member of household	42%	Owned outright by member of household	47%
Being bought on a mortgage	40%	Being bought on a mortgage	35%
Rented from a private landlord	7%	Rented from a private landlord	7%
Rented from a Local Authority	6%	Rented from a Local Authority	5%
Rented from a Housing Association	3%	Rented from a Housing Association	3%
Other	2%	Other	3%

Table 2.20 Home Ownership (Longitudinal)

Do you own your house? (Longitudinal)

2004		2007	
Owned outright by a member of household	45%	Owned outright by member of household	52%
Being bought on a mortgage	42%	Being bought on a mortgage	36%
Rented from a private landlord	5%	Rented from a private landlord	4%
Rented from a Local Authority	5%	Rented from a Local Authority	5%
Rented from a Housing Association	2%	Rented from a Housing Association	2%
Other	2%	Other	2%

2.9 Information Technology

Another important change in rural Wales over the past few years has been the increase in the availability of communications technologies, for example broadband and digital televisions. The changes are shown on Table 2.21 (below)

The comparison between 2004 and 2007 is striking, with a significant increase of people having these technologies in their homes. The percentage of people with a personal computer with broadband has risen from 7% in 2004 to 58% in 2007. This can be accounted for by the increased availability and affordability of broadband, as well as its accessibility in rural areas.

There has also been a dramatic increase in mobile phone ownership, with 90% of respondents in 2007 having one, compared with 34% in 2004.

These increases are demonstrated further by the number of respondents with none of the technologies dropping from 62% in 2004 to 6% in 2007.

Table 2.21 Technology and Communications

Do you have any of the following

2004		2007	
Personal computer with broadband	7%	Personal computer with broadband	58%
PC with standard internet connection	17%	PC with standard internet connection	11%
PC without internet	3%	PC without internet	7%
Cable, satellite, digital television	25%	Cable, satellite, freeview or other digital television	34%
Mobile phone	34%	Mobile phone	90%
Email phone	7%	Internet outside property (i.e. at work)	45%
None of these	62%	None of these	6%

SECTION 3

COMMUNITY CHANGE

3.1 Introduction

This section presents data about the community in rural Wales. There has been considerable malaise around the supposed decline of the community, and the breakdown of the kinds of relations that occur within it. The data from the 2004 and 2007 surveys uncover the way people in rural Wales feel about their communities, and the longitudinal data allows an understanding of how specific people had understood changes in their communities over the three year period. The final section looks at changes in services in respondents' local areas.

3.2 Community Composition

By understanding the different ties that people have, it is possible to understand the way community is made up, and the links people can depend on.

Table 3.1 shows the closest family members to respondents.

Table 3.1 Closest family member

Closest family member	2004	2007
Less than 1 mile	30%	30%
Between 1 and 5 miles	21%	20%
Between 5 and ten miles	10%	11%
Between ten and fifty miles	15%	14%
Over fifty miles	23%	24%

From Table 3.1 we can see that there is a wide dispersal of family members from the respondents. There is no considerable change between 2004 and 2007, with the percentages of each distance remaining constant.

30% of respondents in both 2004 and 2007 had families within one mile, and 21% and 20% in 2004 and 2007 respectively had family within 1 and 5 miles. This means that around half the

respondents in both years had family members living within 5 miles of them. This would suggest that there are strong familial ties through communities in rural Wales. However, almost a quarter of respondents in 2004 and 2007 had their closest family members living over fifty miles away.

Table 3.2 shows the longitudinal data for this question. From it we can see that there has been little movement over the three year period.

Table 3.2 Closest family member (Longitudinal)

Closest family member (Longitudinal)	2004	2007
Less than 1 mile	30%	31%
Between 1 and 5 miles	18%	18%
Between 5 and ten miles	11%	11%
Between ten and fifty miles	16%	14%
Over fifty miles	24%	25%

Table 3.3 shows the numbers of friends respondents had living close to them. It shows that there was a wide range in the number of friends respondents had. The most influential variable was age; the younger a respondent in both years, the more friends they had.

Table 3.3 Number of close friends within 5 miles

Number of close friends within 5 miles	2004	2007
1 – 5	20%	26%
6 – 10	20%	22%
11 – 20	22%	19%
21+	26	21%
None	11%	12%

Table 3.4 shows the frequency which respondents spoke to their neighbours. This is a good indication of how closely knit the community is; as it indicates how

often people interact with those around them. It is also indicative of how aware people are of those other people in their community.

From this table, we can see that the amount of interaction with neighbours has remained about the same between 2004 and 2007. There has been a slight drop in the numbers speaking to their neighbours on most days, or a few times a week, but an increase in the numbers of respondents speaking to their neighbours at least once a week.

Table 3.4 Frequency respondents spoke to neighbours

How frequently do you speak to your neighbours

2004		2007	
At least several times a week	66%	On most days	58%
About once a week	20%	Once a week	30%
At least once a month but less than once a week	7%	Once a month	7%
Less than once a month	4%	Less than once a month	3%
Never	3%	Never	3%

The percentages indicate that there is a strong amount of interaction between neighbours, with over 80% of both years' respondents speaking to their neighbours at least once a week. The percentages of respondents who never speak to their neighbours, 3%, remains the same.

Table 3.5 shows the longitudinal data for this question. From this we can ascertain if there has been change in the ways these respondents interact with their neighbours.

Table 3.5 Frequency respondents spoke to neighbours (Longitudinal)

How frequently do you speak to your neighbours (Longitudinal)

2004		2007	
At least several times a week	69%	On most days	58%
About once a week	20%	Once a week	30%
At least once a month but less than once a week	7%	Once a month	7%
Less than once a month	3%	Less than once a month	2%
Never	2%	Never	2%

From this table, we can see that the longitudinal results correspond to the overall survey results. This would suggest that the decline in the day to day contact with neighbours, but the growth in weekly contact is indicative of a change in the way people are interacting within their communities.

3.3 Community Feeling

The data presented here indicates the way people feel about living in their community, and whether that has changed over the years.

Table 3.6 shows whether respondents feel they are a member of the local community.

Table 3.6 Member of local community

I consider myself a member of the local community	2004	2007
Disagree strongly	5%	2%
Tend to disagree	7%	5%
Neither agree nor disagree	7%	11%
Tend to agree	34%	37%
Agree strongly	47%	45%

Table 3.6 indicates a decrease in the percentage of people who disagree strongly that they consider themselves a member of the local community, though there is also a decrease in those who agree strongly. In 2007, the middle group of responses has a higher percentage of respondents.

Table 3.7 Member of local community (longitudinal)

I consider myself a member of the local community (Longitudinal)	2004	2007
Disagree strongly	3%	1%
Tend to disagree	6%	4%
Neither agree nor disagree	7%	9%
Tend to agree	33%	38%
Agree strongly	50%	48%

Table 3.7 shows that a similar trend occurred with the longitudinal respondents; there was a decrease in the numbers who did not feel themselves to be members of the community, but also a decrease in those who strongly believed they were members.

Table 3.7 shows the percentages of people who feel happy living in their local communities.

Table 3.7 Happy living in local communities

I definitely enjoy living in my local community	2004	2007
Disagree strongly	1%	1%
Tend to disagree	2%	2%
Neither agree nor disagree	3%	3%
Tend to agree	18%	24%
Agree strongly	76%	70%

From this table it is clear that there has not been much shift in happiness with living in local communities, though it is overwhelmingly a positive response. In both 2004 and 2007, over three quarters of respondents either tend to agree or agree strongly that they enjoyed living in their local communities.

Table 3.8 shows the longitudinal data for this question.

Table 3.8 Happy living in local community (longitudinal)

I definitely enjoy living in my local community (Longitudinal)	2004	2007
Disagree strongly	1%	1%
Tend to disagree	1%	2%
Neither agree nor disagree	2%	3%
Tend to agree	16%	24%
Agree strongly	80%	71%

The longitudinal data shows a decrease in the number of people who agree strongly that they enjoy living in their community, though once again the overwhelming majority of respondents either tend to agree or agree strongly that they enjoy living in their local communities.

Table 3.9 shows the percentage of respondents who feel there is a strong sense of community spirit in their local area.

Table 3.9 Community Spirit

There is a strong sense of community feeling in the place I live	2004	2007
Disagree strongly	5%	4%
Tend to disagree	9%	9%
Neither agree nor disagree	9%	10%
Tend to agree	31%	30%
Agree strongly	45%	48%

This shows that there has been an increase in the percentage of respondents who agree strongly that there is a strong sense of community spirit in the place they live. The longitudinal data showed no change.

Table 3.10 illustrates whether or not respondents felt that people in their local areas look out for each other.

Table 3.10 Look out for each other

People in my community look out for each other	2004	2007
Disagree strongly	4%	2%
Tend to disagree	6%	6%
Neither agree nor disagree	9%	8%
Tend to agree	37%	37%
Agree strongly	45%	46%
Refused	1%	0%

This table shows that there has been little change in perceptions of people looking out for each other in respondent's communities. The longitudinal data shows that people have retained their feelings about this community issue as well.

Table 3.11 shows respondent's feelings about safety in their local community. This can be linked to the previous question, as having a sense of people looking out for each other decreases feelings of anxiety about safety.

Table 3.11 Safe in local community

I feel safe living in my local community	2004	2007
Disagree strongly	2%	1%
Tend to disagree	3%	2%
Neither agree nor disagree	3%	3%
Tend to agree	26%	29%
Agree strongly	66%	65%

Respondents report a strong feeling of being safe in their local communities, with little change between 2004 and 2007. Over 90% of respondents feel safe in their local communities with very small percentages stating that they do not.

Feeling safe, a strong sense of community spirit and people looking out for you all negate feelings of isolation that living in rural areas can produce. Table 3.12 shows whether respondents felt isolated in their local areas.

Table 3.12 Isolation

It can feel isolated living where I do	2004	2007
Disagree strongly	49%	47%
Tend to disagree	27%	31%
Neither agree nor disagree	5%	5%
Tend to agree	13%	12%
Agree strongly	6%	6%

Over three quarters of respondents did not feel isolated living where they did, though just fewer than 20% in 2004 and 2007 agreed that they felt isolated.

Over the three year period, the longitudinal sample showed a slight shift from disagreeing strongly about feeling isolated in their area to tending to disagree, as show on Table 3.13.

Table 3.13 Isolation (Longitudinal)

It can feel isolated living where I do (Longitudinal)	2004	2007
Disagree strongly	52%	48%
Tend to disagree	27%	31%
Neither agree nor disagree	4%	4%
Tend to agree	11%	12%
Agree strongly	6%	5%

The next table in this section on community feeling is about the importance of Welsh language to fit into the community. As the section on Welsh language shows there is a growing number of people who speak Welsh, as well as a change in the places it is being used most.

Table 3.14 shows whether or not respondents felt Welsh was important to participate in their local communities.

Table 3.14 Importance of Welsh language

The ability to speak Welsh is important for fully participating in my community	2004	2007
Disagree strongly	27%	27%
Tend to disagree	24%	30%
Neither agree nor disagree	10%	9%
Tend to agree	17%	16%
Agree strongly	22%	19%

As this table shows, there was no strong consensus about whether Welsh was important. The key variable that influenced whether respondents felt Welsh was their own ability to speak it; for those who spoke more Welsh, it was more important. The geographical location of respondents was also influential in both years to this response.

The longitudinal data shows a similar range of responses but the shift in respondents' perceptions is interesting. This is shown on Table 3.15.

Table 3.15 Importance of Welsh language (Longitudinal)

The ability to speak Welsh is important for fully participating in my community (Longitudinal)	2004	2007
Disagree strongly	26%	26%
Tend to disagree	23%	29%
Neither agree nor disagree	11%	9%
Tend to agree	17%	19%
Agree strongly	23%	18%

While the 'disagree strongly' percentage has remained the same, the percentage of respondents who 'agree strongly' that Welsh is important for fully participating in their local community has dropped.

The final table shows whether or not respondents felt they could influence decisions made in their local area. This leads into the following section with is concerned with community participation.

Table 3.16 Influence decisions

I can influence decisions that affect this area	2004	2007
Disagree strongly	24%	19%
Tend to disagree	27%	27%
Neither agree nor disagree	15%	15%
Tend to agree	23%	28%
Agree strongly	11%	11%

More respondents disagreed strongly or tended to disagree with this statement than tended to agree or agree strongly. The longitudinal data shows a shift towards people disagreeing with the statement, while also a slight increase in people agreeing with it strongly.

Table 3.17 Influence decisions (Longitudinal)

I can influence decisions that affect this area (Longitudinal)	2004	2007
Disagree strongly	17%	21%
Tend to disagree	27%	28%
Neither agree nor disagree	15%	16%
Tend to agree	30%	24%
Agree strongly	10%	12%

This table shows the increase in people disagreeing strongly with the statement, the decrease in people tending to agree with the statement and the slight increase in people tending to disagree and agreeing strongly.

3.4 Community Participation

This section is about respondents' social and political participation in activities that contribute to the community, the local area or Wales as a whole. Table 3.18 shows the percentages of respondents and the various activities for 2004 and 2007.

Table 3.18 Community Participation

Community Participation	2004	2007
Attended a public meeting	28%	30%
Contacted MP or assembly member	15%	15%
Done volunteer work for a local charity or other organisation	35%	32%
Signed a petition	41%	45%
Contacted councillor	19%	19%
Provided care for neighbours or friends	44%	43%
Completed a survey from a council or community group	27%	23%
Taken part in a protest or street demonstration	5%	3%
Voted in the 2003/ 2007 Welsh Assembly Election	59%	67%
No answer/ Don't know/ None of these	13%	12%

As the table shows there have been shifts in the levels of participation in the various activities that respondents participated in. There was an increase in the percentages of respondents who attended a public meeting, signed a petition and voted, whereas there were decreases in the percentages of respondents who did charity work, completed a survey and took part in a street protest or demonstration. There was not much change in the percentages of those who contacted a MP or assembly member, contacted a counsellor or provided care for neighbours or friends.

The greatest change was in the percentage of respondents who voted, with an increase of 8%. The rural responses were higher than the overall turnout for the Assembly Elections; in 2003 the national turnout was 38%, compared to the 2004 rural household survey response of 59%. In the 2007, the national turnout was 44%, compared to the rural household's response of 67%.

3.4 Services

This section shows the changes in respondents' assessment of services in their local area. Table 3.19 shows the respondents' appraisal of the different local services into good; fair and poor.

The table shows that there was a decrease in positive perception (good responses) of NHS services by 4%, of Post Offices by 4% and of banks and building societies by 6%.

Policing, community centres and leisure facilities all showed a decrease in the percentage of respondents who thought such services were poor between 2004 and 2007. This indicates an improvement in the service in respondents' local area.

Table 3.19 Perceptions of local services

	2004			2007		
	Poor	Fair	Good	Poor	Fair	Good
NHS services (GP, hospital)	8%	21%	72%	7%	25%	68%
Policing	20%	37%	43%	18%	41%	42%
Public Transport	29%	32%	43%	29%	30%	41%
Schools	3%	15%	81%	3%	17%	80%
Food shops	7%	24%	69%	9%	25%	66%
Post Offices	4%	13%	82%	6%	16%	78%
Banks and Building Societies	8%	18%	70%	9%	21%	64%
Community Centre	10%	27%	63%	9%	26%	65%
Leisure Facilities	17%	27%	56%	14%	26%	60%

SECTION 4 EMPLOYMENT

4.1 Introduction

This section examines changes in employment of the respondents. It focuses on types of employment respondents undertake, their journey to work, and problems they have faced finding employment.

4.2 Employment

Table 4.1 shows the changes in the composition of the sample with regard to employment.

Table 4.1 Employment

Employment	2004	2007
Employee full-time (30+ hrs/wk)	36%	36%
Employee part-time	11%	14%
Self-employed	10%	9%
On a government supported training programme	0%	0%
Full-time education	2%	1%
Unemployed and available for work	2%	2%
Long term sick and disabled	5%	3%
Retired	28%	30%
Looking after the home	5%	3%
Doing something else	1%	2%
Don't know	0%	0%

This table shows that there has been no change in the percentage of full time employees in rural Wales, while there has been a slight increase in part-time employees over the three year period. The percentage of long term sick and disabled has decreased slightly, and there has been an increase in the percentage of retired respondents.

According to the 2001 Census, 78% of men and 68% of women are economically active, that is they are either working or are

looking for work, in all of Wales. The figures for rural Wales here show that 83% of respondents were economically active in 2004 and 87% were active in 2007.

The longitudinal sample shows similar changes, though with a decrease in the percentage of respondents in full time work. This group shows a more substantial increase in the percentage of retired respondents, going from 28% in 2004 to 33% in 2007. This is shown on Table 4.2.

Table 4.2 Employment (Longitudinal)

Employment	2004	2007
Employee full-time (30+ hrs/wk)	37%	35%
Employee part-time	12%	13%
Self-employed	11%	9%
On a government supported training programme	0%	0%
Full-time education	2%	1%
Unemployed and available for work	1%	1%
Long term sick and disabled	4%	4%
Retired	28%	33%
Looking after the home	5%	2%
Doing something else	1%	1%
Don't know	0%	0%

Table 4.3 shows the different employment size of business, and the different types of employment respondents worked in.

From this table we can see that there has been a large increase in the percentage of respondents who work in the public sector, -an increase from 30% to 33% between 2004 and 2007.

Table 4.3 Employment Size and Type

How would you describe your main place of employment?

2004		2007	
Small private enterprise, <25 people	33%	Small, <10 people	24%
Medium, 25 – 100	11%	Small private enterprise, 10 –24	8%
Large, 100+	20%	Medium, 25 – 100	10%
Public sector body	30%	Large, 100+	20%
Voluntary sector	2%	Public Sector body	33%
Other	4%	Voluntary Sector	1%
Don't know	1%	Don't know/ Other	3%

The 2004 and 2007 surveys asked specifically what area of employment respondents were in. The questions asked about which sector the respondent was employed in, and so the percentages represent an increase or decrease within that sector (an increase or decrease in the yes or no responses).

There were increased percentages of people working in hotels and catering (increase of 2%), public administration and defence (1%), education (1%) and health and social work (2%). There was a decrease in respondent working in agriculture, mining and forestry (1%), manufacturing (2%) and construction (1%).

These shifts are in keeping with a Wales-wide trend of a relative decline in manufacturing and construction in relation to jobs in other sectors, specifically public administration, education and health.

The types of jobs that people are in are still closely related to their gender. In addition, the 2007 unemployment rate in rural Wales was higher than the male unemployment rate in

2004 by a factor of 1.29 (i.e. it was 129% of the male unemployment rate). In 2007, the employment rate was the same for men and women in rural Wales.

There was significant difference between the percentages of men and women working full and part time; 44% of men worked full time, compared to 29% of women in 2007. Women were four times as likely to work part time in 2004 and in 2007 6% of men worked part time compared to 21% of women. In 2004, men were twice as likely to be self employed as women, rising slight in 2007 with 13% of men compared to 6% of women.

Women were only higher represented in the looking after the home category, with 5% compared to only 6 men in total in 2007, and long term sick and disabled with twice as many women as men (4% to 2% in 2007).

4.3 Travel to Work

The survey asked about how and how far people travelled to work. This allows further insight into the working patterns of rural Welsh residents.

Table 4.4 shows the distances that respondents travelled from work.

Table 4.4 Distance to work

How far is your main place of work?	2004	2007
<5 miles	35%	34%
5 – 10 miles	18%	20%
11 – 20 miles	13%	16%
21 – 49 miles	8%	9%
50+ miles	5%	4%
No fixed place of work	11%	5%
Work at home	10%	11%

Table 4.4 shows that the majority of respondents in both 2004 and 2007 worked close to the home. 45% in both 2004 and 2007 worked less than 5 miles from their home.

There is a significant minority of respondents who travel more than ten miles to get to their place of work, and it is increasing. In 2004, 26% of people travelled over ten miles, and in 2007 29% of respondents travelled that distance to work.

Lower income groups in both years were more likely to work either from home or close to home compared to higher income groups. For example, in 2007, 28% of those on an income less than £5,000 per year worked at home, compared to 12% in the £52,000+ per year category.

Respondents living in more open countryside were over twice as likely, in 2004, to work at home than those living in villages and towns. This was the same in 2007, a greater proportion of respondents living in properties or farms in the countryside (28%) worked at home than those living in villages (10%) or towns (7%).

Table 4.5 shows how people travel to their places of work. This will obviously be

dependent on where they live and how far they need to travel to work.

Table 4.5 Mode of transport to work

How do you get to work?	2004	2007
Household car/ other motor vehicle/ motorbike	68%	79%
Shared car/ someone else's car	7%	6%
Bus	4%	4%
Train	1%	1%
Walk/ on foot	13%	13%
Bike	2%	2%

Table 4.5 shows a substantial increase in the numbers of people travelling to work by household motor vehicle. In 2007 respondents were able to elect more than one response whereas in 2004 only one answer was accepted. As people may use other forms of transport but revert back to the car for certain journeys to work this may have influenced the responses.

From these findings we can see that there is a very low use of public transport in rural Wales. In both 2004 and 2007 fewer people use the bus and train combined than walk to work. The proportion of rural residents using different types of transport to get to work varies with where they live. If they live in more open countryside they are more likely to use a car – either a household car, or sharing someone else's car – than those living in less rural areas. Correspondingly, those who work in rural towns or the outskirts of bigger cities are more able to walk or use public transport.

A similar increase in the use of the household car was found in the longitudinal sample. In 2004 71% of the sample used their car, and in 2007 this had increased to 81%. Public transport and walking use remained at the same percentage for both years.

4.4 Problems with employment

A question in the 2007 survey asked respondents about how they perceived the changes in employment opportunities over the previous five years. Table 4.6 shows the results.

Table 4.6 Perception of Employment over previous five years (2007 only)

Perception of employment change over past five years	2007
Improved a great deal	3%
Improved a little	13%
Not changed at all	51%
Got a little worse	12%
Got a lot worse	8%
Don't Know	12%

Just over half of respondents felt that employment opportunities had not changed at all in their local area over the previous five years. Of those who had perceived a change, a fifth thought it had worsened to some degree compared to 16% who felt it had improved.

In both 2004 and 2007 it was the younger respondents (16 – 34 years old) who had experienced trouble finding employment. In 2004 they were twice as likely to have problem than older respondents, and in 2007 36% of respondents aged 16 – 34 years old had experienced difficulties in getting work, compared to 26% of the 35 – 54 year olds and 16% of the 55 + year olds.

Table 4.7 shows the different problems respondents faced when looking for employment in 2004 and 2007. The most common problems in both years faced by respondents are a lack of jobs or a lack of suitable jobs. 5% more respondents faced a lack of jobs in 2007 than in 2004, with the percentage rising from 38% to 43%. The percentage of respondents facing

problems finding suitable jobs remained at 38% for both years.

Transport problems dropped as a response by 2%, from 8% in 2004 to 6% in 2007. A lack of available full time work also dropped, from 5% in 2004 to 1% in 2007, which is a significant decrease.

Table 4.7 Difficulties finding work

Difficulties finding work	2004			2007		
	Count	%	Total	Count	%	Total
No/not enough jobs in general	302	38%	791	321	43%	751
No/not enough suitable jobs	300	38%	791	288	38%	751
Not enough suitable jobs for women	11	1%	791	5	1%	751
Not enough suitable jobs for men	9	1%	791	4	1%	751
Too few opportunities for school-leavers	15	2%	791	5	1%	751
Too few opportunities for graduates	28	4%	791	16	2%	751
Too much seasonal employment	7	1%	791	8	1%	751
Not enough part-time/flexible work	32	4%	791	20	3%	751
Not enough full-time work	37	5%	791	11	1%	751
Too few opportunities for disabled	5	1%	791	10	1%	751
Too many jobs filled by people from outside the local area	8	1%	791	13	2%	751
Too much reliance on a few employers	6	1%	791	6	1%	751
Shortage of child-care facilities	13	2%	791	6	1%	751
Childcare too expensive	5	1%	791	3	0%	751
Shortage of training centres	4	1%	791	13	2%	751
Shortage of land for development	0	0%	791	0	0%	751
Transport problems/hard to get to places with jobs	66	8%	791	47	6%	751
Language barriers	50	6%	791	45	6%	751
Salary	46	6%	791	38	5%	751
Ageism/ my age is a problem	21	3%	791	8	1%	751
Lack of qualifications	7	1%	791	9	1%	751
Lack of opportunity for promotion	7	1%	791	1	0%	751
Health problems	5	1%	791	2	0%	751
not asked				5	1%	751
Others	30	4%	791	22	3%	751
No answer	8	1%	791	0	0%	751
Don't know	0	0%	791	6	1%	751
Not stated	0	0%	791	0	0%	751

SECTION 5

SUMMARY

5.1 Introduction

This section summarises the main findings as discussed in this report.

5.2 Demographics

The demographics of the two survey responses changed slightly between 2004 and 2007. There was an increase in female respondents in 2007, which was disproportionate to the overall population of rural Wales. There was also an increase in older respondents in 2007.

The household structure of rural Wales has remained similar between 2004 and 2007 with over three-fifths of households comprising of 2 or fewer people.

There has been a decrease in respondents in social class C2 and a rise in respondents in social class DE between 2004 and 2007.

National identity remained similar, with the highest percentage of respondents regarding themselves as Welsh. There was an overall increase in the number of people who speak Welsh, and a decrease in the number of people who speak no Welsh at all.

There appears to have been a decrease in the percentages of respondents with an income of less than £10,000. This is supported in both the longitudinal and overall comparison data.

There is an increase in those who own their homes outright, and a decrease in those who are buying their homes on a mortgage.

There is a striking change between 2004 and 2007 with the use of Information Technology. There is a significant increase in people using IT in their homes. The percentage of people using a personal computer with broadband has risen from 7% in 2004 to 58% in 2007, and mobile phone use has increased from 34% to 90% over the three years.

5.3 Community Change

The composition of networks in rural Wales doesn't appear to have changed significantly between 2004 and 2007, with friends and family retaining the most importance for support and interaction. P

People have similar numbers of family living close by; there is a slight increase in the number of people with between 1 and 5 friends within five miles compared to higher numbers of friends within that distance. People interact with their neighbours with a similar frequency in 2004 and 2007.

There is a decrease in the percentages of people in both the overall comparative and longitudinal statistics who believe that they are not a member of the local community.

Overall, responses to questions concerning community show a decrease in strongly negative responses, but also a decrease in the strongly positive responses. Contrary to this, there was an increase in respondents who agreed strongly that there is a strong sense of community spirit in their local area in 2007.

Respondents' positive perception of Post Offices, NHS Services and banks and building societies all decreased between

2004 and 2007. Policing, community centres and leisure facilities all had a decrease in the percentage of respondents who felt they were poor between 2004 and 2007.

5.4 Employment

There was no increase in the percentages of rural Wales's residents in full time employment, though there was an increase in the percentages in part time employment.

The surveys show a relative decline in manufacturing and construction in relation to other sectors, specifically public administration, education and health.

Gender was the most influential factor influencing employment in both 2004 and 2007. In 2007, 44% of men worked full time, compared to 29% of women. In 2004, women were four times more likely to work part time, and in 2007 6% of men worked part time compared to 21% of women.

The majority of respondents worked fewer than five miles from their homes, though the percentage of respondents who worked between five and 20 miles increased in the three years.

Most respondents travelled to work using the household car, another motor vehicle or a motorbike. The percentages using public transport and walking remained the same between 2004 and 2007.

There is a very low use of public transport in rural Wales with fewer people using the bus and combined than walking to work.