

Moray Citizens' Panel

Results of Panel Recruitment - Winter 2010

Craigforth, January 2011

The Moray Citizens' Panel was established in 2005, and is managed by Craigforth on behalf of the Moray Community Planning Partnership. The Panel is a way of enabling local residents to give their views on a range of issues, and consultation findings are used by the Community Planning Partnership to shape local policies and services. Regular refreshment of the Panel membership is recommended to maintain engagement and strong survey response amongst Panel members, and also to ensure that the Panel is broadly representative of the Moray population.

The Refreshment Process

The latest Moray Citizens' Panel refreshment exercise sought to replace around half of the current Panel membership, and was conducted from October 2010 to January 2011 (although Panel recruitment remains open throughout the year). The refreshment exercise involved the following key strands:

- i. Selection of current members to be removed from the Panel, based primarily on non-response to recent consultations and the need to reduce over-representation of some parts of the community (eg owner occupiers, those aged 50-70);
- ii. Packs issued to current members who were to be retained on the Panel, to update contact details and demographic information.
- iii. Large scale recruitment of new Panel members via mailing to 7311 Moray residents individuals, randomly selected from the edited Electoral Register. The recruitment sample was stratified to maintain an even spread of Panel members across the seven areas (based on multi-member wards) and to boost representation of males on the Panel. It is not possible to undertake any more detailed stratification due to limitations in the data available from the Electoral Register.

In addition to maintaining strong survey response, a key aim of the refreshment was to address areas of significant over or under-representation of parts of the Moray population. For example prior to refreshment the Panel was known to under-represent those aged under 30, males, those in employment, and social renters. These are groups often under-represented by other surveys and consultation mechanisms, and the aim of the refreshment was to boost representation. However, as is noted above there is limited scope to target large scale postal recruitment to specific groups, and the intention is to undertake more focused ongoing recruitment with groups which remain significantly under-represented by the Panel.

Below we highlight key points in relation to the current profile of the Panel which should be considered in taking forward the next, more focused stage of the Panel refreshment. It is important to note that it is unrealistic to expect a Panel type body to be "fully accurate" in its representation of all parts of the Moray population, and indeed there are mechanisms in place to ensure that appropriate weighting is undertaken to ensure that results for specific consultation exercises are not significantly affected by any "bias" in the profile of Panel members.

The aim for Panel recruitment should rather be to ensure that the Citizens' Panel is fit for purpose in terms of providing a reasonable balance of members across all parts of the community, and ensuring sufficient numbers of members within specific demographic groups for which robust consultation results may be required. In this regard we have highlighted those groups which appear under-represented by the current Panel, and also groups which are adequately represented but where Panel member numbers may be too low for focused consultation or survey analysis.

Results of Panel Refreshment

The refreshed Panel is broadly representative of the Moray population across most demographic groups, including gender, ethnicity, disability, and employment status. However a number of specific areas of significant under-representation are evident, and are noted below (these have been identified on the basis of a 95% confidence interval of +/-3%). There is likely to be some significant overlap between these groups which may affect the potential effectiveness of additional recruitment approaches. For example boosting representation of males is also likely to result in better representation of those in employment, but may further reduce the proportion of Panel members aged 70+.

- Residents aged under 30 are significantly under-represented (by 12%). Residents aged 70+ are also under-represented, although to a lesser degree (5%).
- Panel members significantly under-represent social renters (by 10%), and to a lesser extent private renters (by 4%).

- The Panel is broadly representative of the Moray population in terms of ethnicity, although there is some under-representation of White Scottish residents (by 6%) and corresponding over-representation of White other British (by 8%).
- The Panel is also broadly representative in terms of employment status (59% in employment, compared to 58% of the wider population). However it is notable that full-time employees are under-represented (by 4%), while retirees and those looking after home and family are somewhat over-represented (by 4% and 3% respectively).

The following groups are also notable as being too small in Panel member numbers to support detailed survey analysis, or more focused consultation.

- Non-white ethnic groups are proportionately representative of the population, but nevertheless account for just 9 Panel members. There will be a need to boost representation of this part of the Moray population if these groups are likely to be a focus for future consultation.
- In addition to the significant under-representation noted above, Panel member numbers in the under 30 age group and for social and private renters are currently insufficient to support robust survey analysis within these groups.

More detailed information on the profile of new recruits and the refreshed Citizens' Panel is provided over the page.

Geographic Area

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Buckie	61	13%	138	13%	10%	3%
Elgin	91	20%	177	16%	22%	-6%
Fochabers	59	13%	162	15%	13%	2%
Forres	59	13%	153	14%	17%	-3%
Keith	62	14%	147	13%	11%	2%
Lossiemouth	79	17%	160	15%	17%	-2%
Speyside	42	9%	157	14%	10%	5%
Unknown	0	0%	1	0%	-	-

Gender

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Female	208	47%	550	51%	50%	1%
Male	231	53%	523	49%	50%	-1%
Unknown	14	-	22	-	-	-

Age Profile

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Under 30	17	4%	46	4%	16%	-12%
30 - 34	21	5%	61	6%	6%	-1%
35 - 39	28	6%	72	7%	9%	-2%
40 - 44	51	11%	144	13%	10%	3%
45 - 49	52	12%	126	12%	10%	2%
50 - 54	49	11%	134	12%	9%	3%
55 - 59	52	12%	140	13%	8%	4%
60 - 64	60	13%	134	12%	9%	4%
65 - 69	53	12%	111	10%	7%	3%
70+	66	15%	120	11%	16%	-5%
Unknown	4	-	7	-	-	-

Ethnicity

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
White - Scottish	318	71%	778	72%	78%	-6%
White - other British	116	26%	279	26%	18%	8%
White - other	7	2%	14	1%	3%	-2%
Mixed ethnic group	3	1%	6	1%	1%	0%
Asian or Asian British	1	0%	1	0%	0%	0%
Caribbean or Caribbean British	1	0%	2	0%	0%	0%
Unknown	7	-	15	-	-	-

Place of Birth

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Moray	132	30%	301	28%	-	-
Elsewhere in North East Scotland	93	21%	219	20%	-	-
Elsewhere in Scotland	85	19%	235	22%	-	-
Elsewhere in United Kingdom	117	26%	299	28%	-	-
Elsewhere in Europe	5	1%	8	1%	-	-
Outside Europe	14	3%	22	2%	-	-
Unknown	7	-	11	-	-	-

Disability

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
1+ Disability	69	15%	175	16%	17%	-1%
Impaired hearing	24	5%	47	4%	-	-
Poor sight/ blindness	13	3%	24	2%	-	-
Problems with physical mobility	41	9%	98	9%	-	-
Other disability	19	4%	54	5%	-	-

Employment Status

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Full-time paid employment	141	31%	370	34%	38%	-4%
Part-time paid employment	58	13%	164	15%	13%	3%
Self employed	49	11%	107	10%	7%	3%
Government sponsored training	2	0%	2	0%	0%	0%
Unemployed	3	1%	14	1%	4%	-2%
Retired	154	34%	318	29%	26%	4%
Student	5	1%	12	1%	4%	-2%
Not working - ill health/ disability	11	2%	33	3%	4%	0%
Looking after home and family	11	2%	34	3%	7%	-3%
Voluntary unpaid work	5	1%	12	1%	-	-
Other	10	2%	15	1%	-	-
Unknown	4	-	14	-	-	-

Housing Tenure

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
Owner occupied	335	85%	852	84%	70%	14%
Social Rented	31	8%	98	10%	20%	-10%
Private Rented/Other	30	8%	62	6%	10%	-4%
Unknown	57	-	83	-	-	-

Household Type

	New Recruits		Refreshed Panel		Moray Population	Panel vs Population
1 Adult, no children	95	22%	186	18%	-	-
1 Adult, 1+ children	9	2%	27	3%	-	-
2 Adults, no children	179	41%	448	42%	-	-
2 Adults, 1+ children	91	21%	220	21%	-	-
Other, no children	40	9%	126	12%	-	-
Other, 1+ children	19	4%	52	5%	-	-
Unknown	20	-	36	-	-	-