



in Lancashire

Life in Lancashire Wave 15

Fieldwork 15 February – 24 March 2006
Contacting Lancashire County Council
Contacting your district council
Road Safety
Living in Lancashire

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1 Executive Summary

Wave 15 of Life in Lancashire was sent to 2,406 members of the panel on 15 February. A reminder was sent to non-respondents on 8 March. The fieldwork ended on 24 March 2006.

No incentive for respondents to complete the questionnaire was given. In total 1,640 questionnaires were returned, giving an overall response rate of 68%.

1.1 Licences

- Nine in ten of the panel have either a full or provisional licence (90%), the vast majority for a car.
- Only about a quarter of drivers have had any training since their test (26%) and few actively plan to take any in the next two years (9%).

1.2 Road safety education

- Nine in ten of the panel say they definitely agree that road safety education is an important part of a child's education (89%). Two in three answer that they definitely agree it should be part of the school curriculum (66%).
- Most people felt that the child's parents (92%) and school (87%) should provide road safety education. About half think that Lancashire County Council has a role to play (47%).

1.3 Awareness and preferred media

- Three in five of the panel had not heard of any of the services provided by the Road Safety Group (61%). About one in four of the panel have heard of the Passport to Safer Cycling (24%).
- There is a high awareness of the Think! logo, with about three-quarters of respondents having seen it (73%). About one in five have also seen both the Lancashire Partnership for Road Safety and the Road Safety logos, (both 19%).
- Local newspapers are the most common current and most preferred media for finding out about road safety. The youngest 16-24 years age group are also likely to prefer communications by radio (52%) and leaflets (45%).

There is strong agreement that road safety education is both an important part of a child's development and should be a part of the school curriculum. There is also some agreement that Lancashire

County Council has a part to play, though there is an implication that some of this should be through schools.

There is certainly scope for encouraging more uptake of driver training, since few actively plan to take some. Almost half of people say they don't know whether they will take any training, (rather than do not plan to), and this may be a useful group of people to give more information to. By emphasising the benefits of driver training (eg lower insurance premiums) through suitable media, such as local newspapers, it may well be possible to increase uptake.

The Passport to Safer Cycling is the Road Safety Group's highest profile service. This possibly again highlights the importance of working with schools, since awareness is highest amongst those with children and who get information from schools and colleges. It is also important of course to consider the rest of the population.

When publishing information and undertaking campaigns consider the prospective audience. Local newspapers and television are suitable for all audiences, but radio may be the best medium for younger audiences for example. It may be worth considering whether Roadlife is viable, or whether it would be better to divert funds into other communications activities.

2 Introduction

Lancashire County Council has used Life in Lancashire regularly since August 2001. A panel of willing participants is recruited and is approached on a regular basis to seek their views on a range of topics and themes. Panel members are voluntary participants in the research they complete and no incentives are given for completion.

The panel has been designed to be a representative cross-section of the county's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also provides data at a number of sub-area and sub-group levels.

Each Life in Lancashire wave is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning ie the views of panel members become too informed with county council services to be unrepresentative of the population as a whole. The current panel was recruited in September 2005.

3 Research Objectives

The research objectives for wave 15 focus on contacting the county and district council, road safety and satisfaction with county council services and the local area. The main questions areas looked at:

- usage and satisfaction with contacting the county and district council;
- the likely use of online payments for Lancashire County Council services;
- the usage of road safety education and the awareness of the Road Safety Group; and
- satisfaction with the county council and the local area.

4 Methodology

Wave 15 of Life in Lancashire was sent to 2,406 members of the panel on 15 February. A reminder was sent to non-respondents on 8 March. The fieldwork ended on 24 March 2006.

No incentive for respondents to complete the questionnaire was given. In total 1,640 questionnaires were returned, giving an overall response rate of 68%.

All data are weighted by gender, age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled down to match the effective response of 1328 which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1,000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

5 Main Research Findings

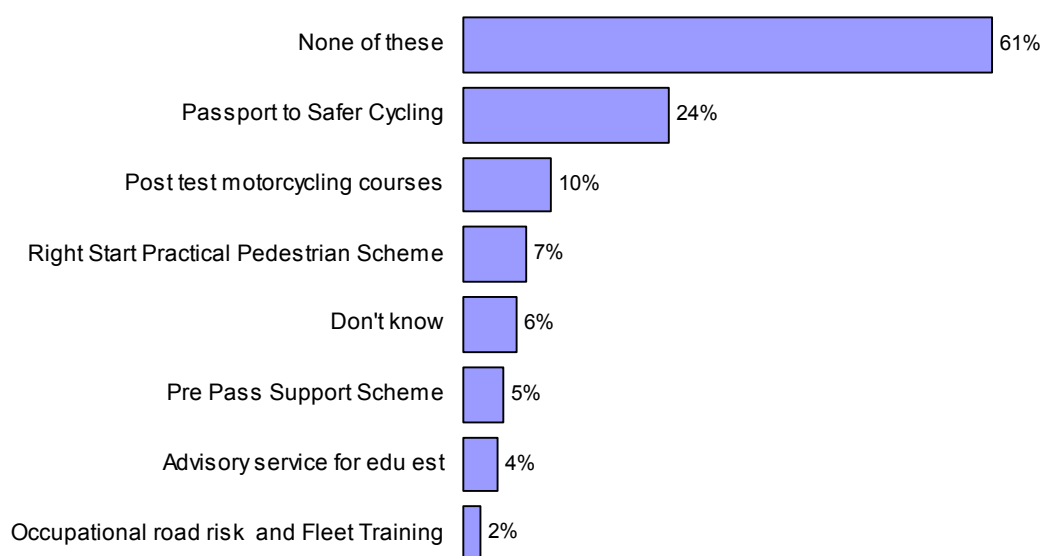
A marked up questionnaire can be found in Appendix 8.2.

5.1 Road Safety Group

The next set of questions asked about the Road Safety Group.

From a list of services provided by the group, three in five had not heard of any, implying that more can be done to raise awareness. The passport to safer cycling was the best known service, especially by respondents with children in their household (31%).

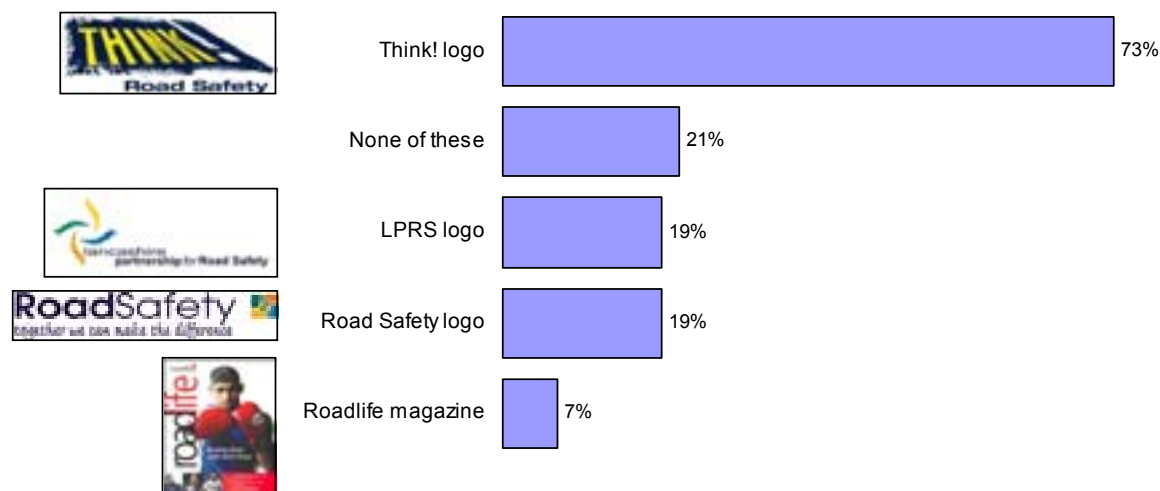
Chart 1 - Which of the following services provided by Lancashire County Council's Road Safety Group, if any, have you seen or heard of?



Base: All respondents (Unweighted 1640, Weighted 1328)

There is a high awareness of the Think! logo however, with about three-quarters of respondents having seen it (73%). About one in five have also seen the Lancashire Partnership for Road Safety (LPRS) and the Road Safety logos, (both 19%). Panel members aged 16-24 years (92%) and 25-44 (88%) are significantly more likely to have seen the Think! logo, and the LPRS logo for the youngest age group (33%). Only 7% recognise Roadlife magazine. It is also important to notice that while a proportion might recognise a logo or have seen a magazine we do not know what they associate with them (positive or negative) or whether find it useful.

Chart 2 - Which of the following, if any, have you ever seen or heard of? It doesn't matter where you saw or heard them or how long ago.

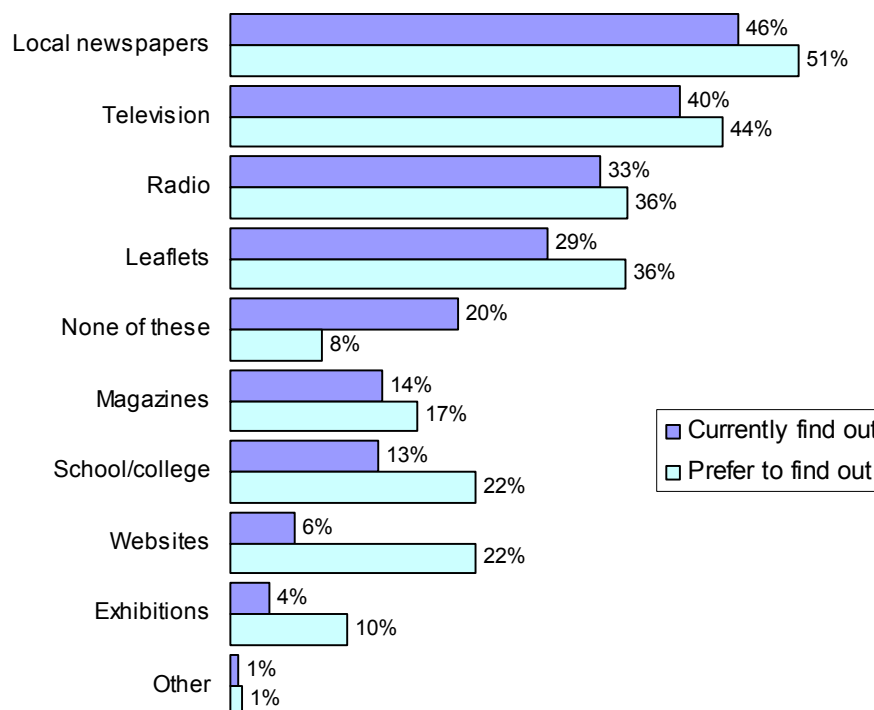


Base: All respondents (Unweighted 1640, Weighted 1328)

Respondents were next asked where they currently find out about road safety and where they would prefer to find out from.

Chart 3 - a) From which of these sources, if any, do you currently find out about road safety information for Lancashire?

Chart 4 - b) And from which, if any, would you prefer to find out about road safety information for Lancashire?



Base: All respondents (Unweighted 1640, Weighted 1328)

Local newspapers are the most common media for finding out about road safety, and the highest preference for most groups. There were some differences by demographics however, such as the youngest 16-24 years

age group being more likely to prefer communications by radio (52%) and leaflets (45%). Websites are more preferred by the 25-44 years age group with one in three naming it (33%).

6 Summary

6.1 Licences

- Nine in ten of the panel have either a full or provisional licence (90%), the vast majority for a car.
- Only about a quarter of drivers have had any training since their test (26%) and few actively plan to take any in the next two years (9%).

6.2 Road safety education

- Nine in ten of the panel say they definitely agree that road safety education is an important part of a child's education (89%). Two in three answer that they definitely agree it should be part of the school curriculum (66%).
- Most people felt that the child's parents (92%) and school (87%) should provide road safety education. About half think that Lancashire County Council has a role to play (47%).

6.3 Awareness and preferred media

- Three in five of the panel had not heard of any of the services provided by the Road Safety Group (61%). About one in four of the panel have heard of the Passport to Safer Cycling (24%).
- There is a high awareness of the Think! logo, with about three-quarters of respondents having seen it (73%). About one in five have also seen both the Lancashire Partnership for Road Safety and the Road Safety logos, (both 19%).
- Local newspapers are the most common current and most preferred media for finding out about road safety. The youngest 16-24 years age group are also likely to prefer communications by radio (52%) and leaflets (45%).

7 Conclusions

7.1 Road safety

There is strong agreement that road safety education is both an important part of a child's development and should be a part of the school curriculum. There is also some agreement that Lancashire County Council has a part to play, though there is an implication that some of this should be through schools.

There is certainly scope for encouraging more uptake of driver training, since few actively plan to take some. Almost half of people say they don't know whether they will take any training, (rather than do not plan to), and this may be a useful group of people to give more information to. By emphasising the benefits of driver training (eg lower insurance premiums) through suitable media, such as local newspapers, it may well be possible to increase uptake.

The Passport to Safer Cycling is the Road Safety Group's highest profile service. This possibly again highlights the importance of working with schools, since awareness is highest amongst those with children and who get information from schools and colleges. It is also important of course to consider the rest of the population.

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8 Appendix

8.1 Socio-Economic Group Definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

Group A

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows

Group B

- Middle management executives in large organisations, with appropriate qualifications
- Principle officers in local government and civil service
- Top management or owners of small business concerns, educational and service establishments
- Retired people previously grade B, and their widows

Group C1

- Junior management, owners of small establishments, and all others in non-manual positions
- Jobs in this group have very varied responsibilities and educational requirements
- Retired people, previously grade C1, and their widows

Group C2

- All skilled manual workers, and those manual workers for responsibility for other people
- Retired people, previously grade C2, with pensions from their job
- Widows, if receiving pensions from their late partner's job

Group D

- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people, previously grade D, with pensions from their late job
- Widows, if receiving pensions from their late partner's job

Group E

- All those entirely dependant on the state long term, through sickness, unemployment, old age or other reasons
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation)
- Casual workers and those without a regular income

8.2 Marked Up Questionnaire