



**in Lancashire**

# **Satisfaction with services**

Fieldwork 15 October – 28 November 2008

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## 1 Executive Summary

This wave of the Life in Lancashire panel was to revisit the performance indicators for the environment directorate looking at public satisfaction with key services. The survey was sent to all 3229 members of the panel. In total 2587 questionnaires were returned, giving a response rate of 80%. The key findings are shown below<sup>1</sup>.

### *Local tip/household waste recycling centre*

- Overall satisfaction with the local tip or household waste recycling centre is high (94% satisfied), most people being very satisfied (55%). The proportion of respondents who are very satisfied shows improvement on the 2006 survey.
- More than half of respondents are very satisfied with each of the individual aspects of the service at the local tip – except the user-friendliness of the site (47% very satisfied) – and there has been no change in overall satisfaction since 2006.
- Respondents from a BME background are less likely to be satisfied with household waste recycling centres overall (19% very satisfied), attributable to their lower levels of satisfaction with aspects of the service. People over the age of 60 were significantly more likely to be satisfied with many of the elements of the service.

### *Public transport information*

- Overall satisfaction with the provision of public transport information showed an improvement in satisfaction from 55% in 2006 to 59%.
- Around two in five people have seen or received information about local transport services in the last year (43%), slightly higher than in 2006.
- Among people who have seen public transport information in the last year satisfaction with the amount and the accuracy of the information has significantly improved (amount of information increased by 5% to 73% satisfied, accuracy of the information increased by 4% to 70% satisfied). Overall satisfaction has also shown an improvement among service users, rising by 4% to an overall satisfaction rate of 77%.

### *Bus services*

- Respondents were satisfied with the local bus service overall (67% satisfied), although there is no change from 2006. The respondents who show greater levels of satisfaction with the bus service overall are over 60 or in the lower socio-economic group.
- Almost a quarter of respondents have never used the local bus service.

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<sup>1</sup> Figures for the 2006 BVPI survey have been included as a comparison for the results. These figures are illustrative as the two surveys used different methodologies so results are not directly comparable. However, the figures do give an idea of the direction of travel along these performance indicators.

- Among people using the service in the last year, the highest levels of satisfaction are for the number of bus stops (82% satisfied) and the ease of getting on and off buses (81%), and 75% are satisfied with the bus service overall. There are no significant differences since 2006.

## 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 i.e. the views of panel members become too informed with county council services to be unrepresentative of the population as a whole.

## 3 Research Objectives

The objectives of this consultation are to revisit the performance indicators for the environment directorate focussing on household waste recycling centres, public transport information, and the local bus service.

## 4 Methodology

This wave of Life in Lancashire research was sent to 3229 members of the panel on 15 October. A reminder was sent on the 12 November, and the fieldwork ended on 28 November 2008.

In total 2587 questionnaires were returned, giving an overall response rate of 80%.

All data are weighted by 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 to match the effective response of 2188, 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 1000 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.

In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

Figures for the 2006 BVPI survey have been included for each question as a comparison for the results. These figures are illustrative only as the surveys are not directly comparable because of their differing methodologies (ie a random sample to Lancashire households versus a self-selecting panel of respondents). The figures will however give an idea of the direction of travel along these performance indicators.

## 5 Main Research Findings

Figures for the 2006 BVPI survey have been included as a comparison for the results. These figures are illustrative as the two surveys used different methodologies so results are not directly comparable. However, the figures do give an idea of the direction of travel along these performance indicators.

### 5.1 The local tip/household waste recycling centre

The first section looked at residents' satisfaction with the county councils local tips and household waste recycling centres. Overall satisfaction with the local tip or household waste recycling centre is higher than satisfaction with any of the individual service elements (94% satisfied), most people being very satisfied (55%). The proportion of respondents who are very satisfied has increased on the 2006 survey (by 5%).

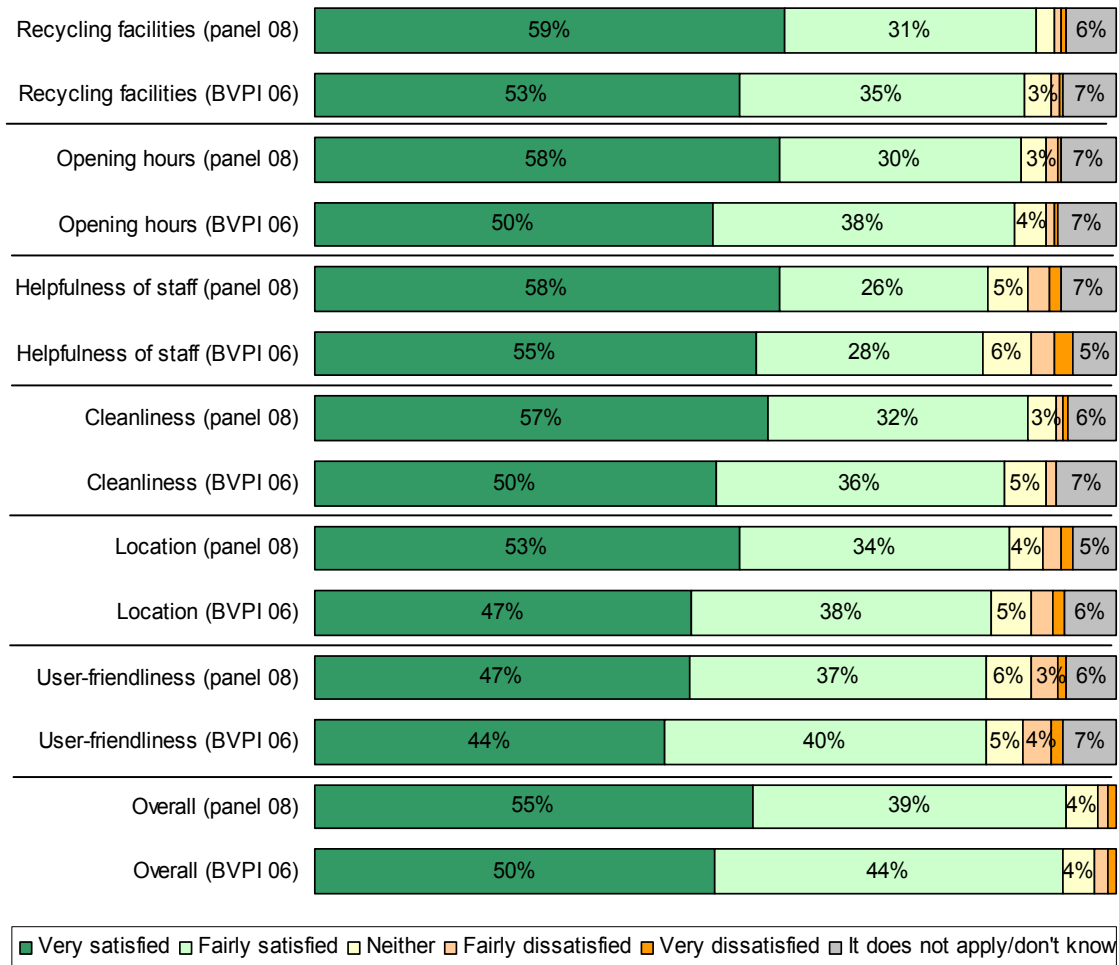
Satisfaction with each service aspect at the recycling centres is very high. More than half of respondents are very satisfied with each of the individual aspects of the service – except the user-friendliness of the site at 47% very satisfied. There are no significant increases in the overall satisfaction for each service aspect although there have been some improvements in the proportion of respondents that are very satisfied. The greatest gains have been for opening hours (58% from 50%) and for cleanliness of the site (57% from 50%).

Respondents from a BME background are less likely to be satisfied with household waste recycling centres overall (19% very satisfied). This low level of overall satisfaction is attributable to their lower levels of satisfaction with almost all aspects of the service, particularly with the cleanliness of the site (13% very satisfied), helpfulness of staff (26% very satisfied), location (28% very satisfied) and recycling facilities (28% very satisfied).

People over the age of 60 were significantly more likely to be satisfied with many of the elements of the service. They were more satisfied with the helpfulness of staff (69% very satisfied), recycling facilities (67% very satisfied), opening hours (66% very satisfied), and user-friendliness of the site (55% very satisfied).

It is also worth noting that South Ribble residents were less satisfied with the user-friendliness of the site (38% very satisfied) compared to four other districts, and Lancaster residents were less satisfied with the location of the site (44% very satisfied) compared to three other districts.

**Chart 1 - Please indicate whether you are satisfied or dissatisfied with each of the following elements of the services which we provide.**



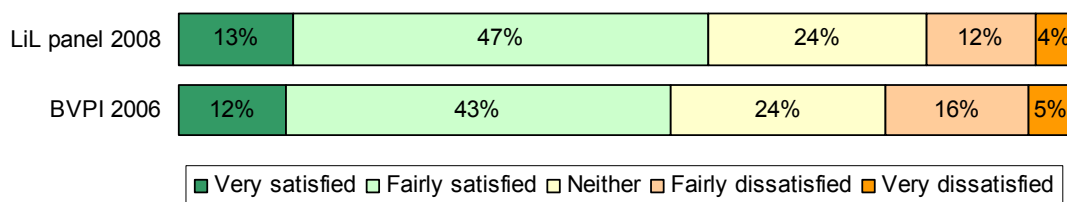
Base all respondents: panel 08 (Unweighted 2139, Weighted 1784), BVPI 06 (1678)



## 5.2 Public transport information

The next section looked at perceptions of public transport information. Overall satisfaction with the provision of public transport information showed an improvement in satisfaction from 55% in 2006 to 59%.

**Chart 2 - Please indicate whether you are satisfied or dissatisfied with each the provision of public transport information overall. (All respondents)**

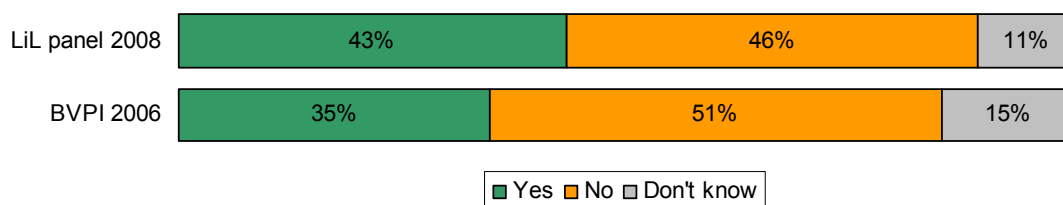


Base all respondents: panel 08 (Unweighted 1759, Weighted 1494), BVPI 06 (1678)

There are some differences in the types of people who are more likely to be satisfied with public transport information overall. These people are over 60 (71% satisfied) or have a disability (65% satisfied). The people who are less likely to be satisfied live in West Lancashire (50%), work full-time (51%), have children (54%), or live in a rural location (54%).

Around two in five people have seen or received information about local transport services in the last year (43%), slightly more said they had not (46%). This is slightly higher than the third of people in the 2006 BVPI survey who had said they had received transport information in the last year.

**Chart 3 - Have you received or seen any of the information provided on local transport services, in the last 12 months?**



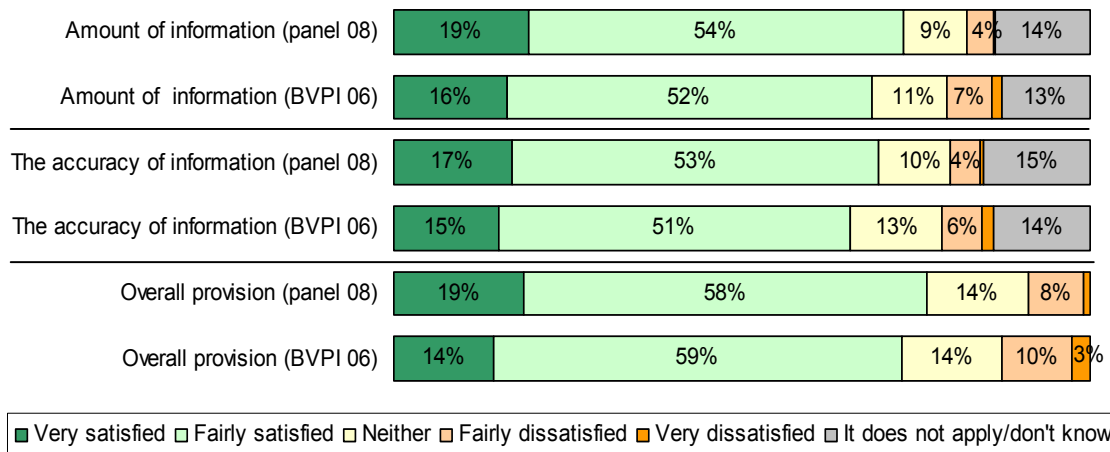
Base all respondents: panel 08 (Unweighted 2403, Weighted 2061), BVPI 06 (1629)

It is people who live in West Lancashire (29%) who were less likely to have seen or received public transport information in the last year. Whereas, older (50% for the over 60s) and urban residents (46%) were more likely to have seen or received public transport information.

The following chart looks specifically at perceptions of people who have seen or received public transport information in the last year. Satisfaction with the amount and the accuracy of the information has significantly improved since the 2006 survey. For the amount of information this has increased by 5% to 73% satisfied, and for the accuracy of the information the increase is 4% to 70% satisfied.

Overall satisfaction has also shown an improvement among service users, rising by 4% to an overall satisfaction rate of 77% (very and fairly satisfied).

**Chart 4 - Please indicate whether you are satisfied or dissatisfied with each of the following elements of the information on transport we provide. (Service users)**



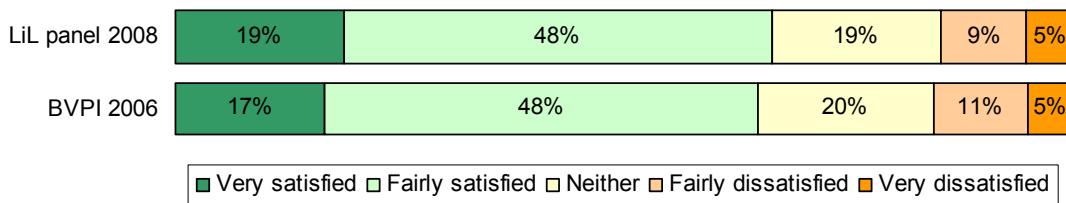
Base all service users: panel 08 (Unweighted 951, Weighted 778), BVPI 06 (534)

There are two groups of people who were significantly more likely to be satisfied with the amount and accuracy of transport information, and with the overall provision of transport information. These people live in council or housing association property or are aged over 60: amount of information (38% and 26% very satisfied respectively), accuracy of information (39% and 23% very satisfied respectively), and overall provision (42% and 26% very satisfied respectively)

### 5.3 Local bus service

A series of questions was also asked about perceptions of the local bus service. Overall, respondents were satisfied with the local bus service (67% satisfied), although this hasn't shown a significant improvement since 2006.

**Chart 5 - Please indicate whether you are satisfied or dissatisfied with the local bus service overall. (All respondents)**

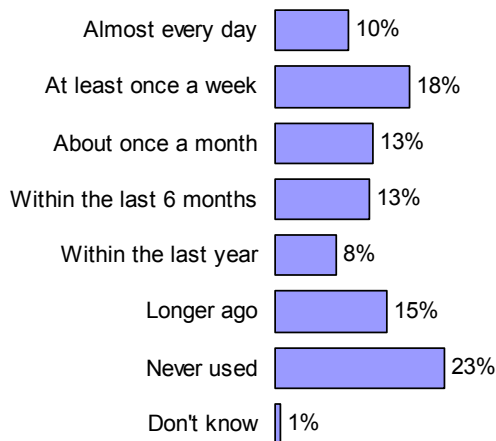


Base all respondents: panel 08 (Unweighted 1757, Weighted 1491), BVPI 06 (1678)

The respondents who show greater levels of satisfaction with the bus service overall are over 60 (80% satisfied, 31% very satisfied) or in the socio-economic group C2 (24% very satisfied). It is rural residents (61% satisfied) and those living in West Lancashire (56% satisfied, 13% very satisfied) who were less likely to be satisfied with bus services.

Almost a quarter of respondents have never used the local bus service (23%). The most mentioned frequency is at least once a week (18%), followed by longer ago than the last year (15%). Only one in ten respondents use the bus almost once a day (10%).

**Chart 6 - How frequently, if at all, do you use the local bus service?**



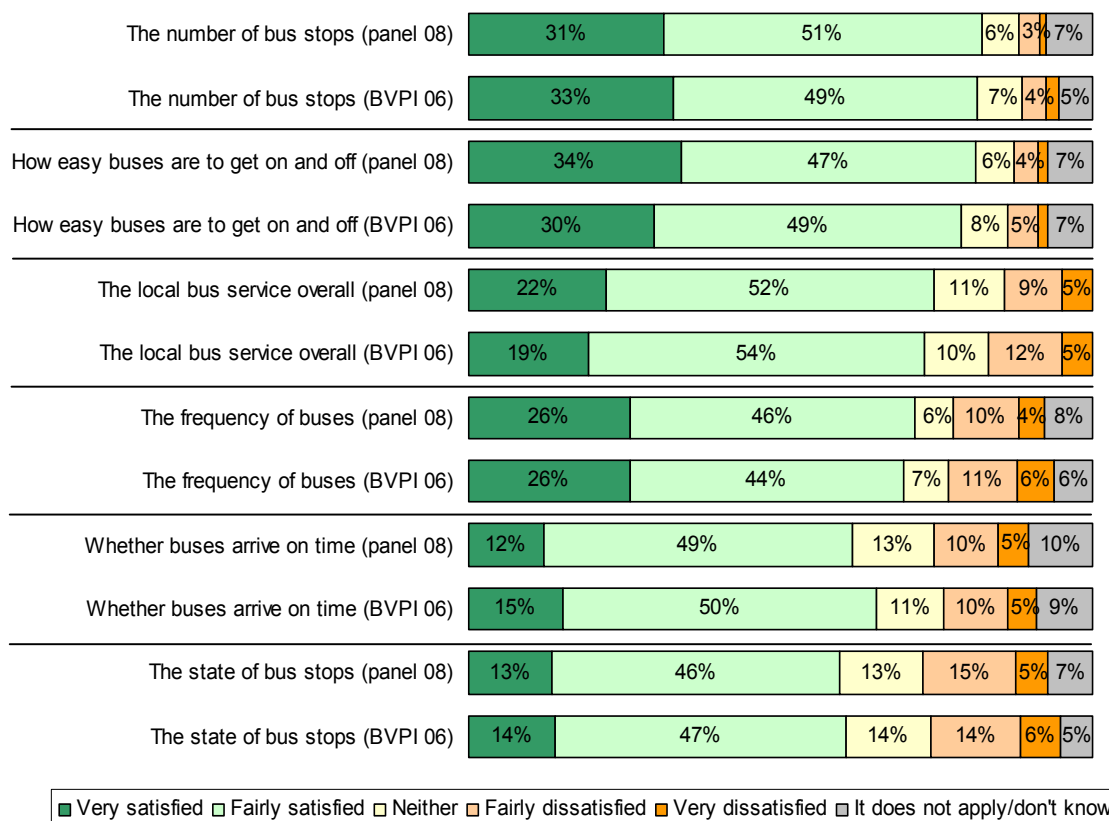
Base: All respondents (Unweighted 2430, Weighted 2078)

Service usage isn't universal among different types of people because certain groups of people have a greater tendency to use buses. These people:

- are over 60 (42% at least once a week);
- from a BME background (18% almost every day);
- have a disability (37% at least once a week);
- live in an urban area (32% at least once a week) – particularly among Preston residents (17% use the bus almost every day); or
- live in council or housing association property (28% almost every day).

The chart below shows satisfaction with the local bus service for people who have used a bus in the last year. The highest levels of satisfaction are for the number of bus stops (82% satisfied) and the ease of getting on and off buses (81%). Three-quarters of service users are satisfied with the bus service overall (75% satisfied). The lowest satisfaction is with the state of bus stops (60% satisfied). There are no significant differences in satisfaction with the different aspects of the service, or for the service overall.

**Chart 7 - Please indicate whether you are satisfied or dissatisfied with each of the following elements of the local bus service. (Service users)**



Base all respondents using bus in last year: panel 08 (Unweighted 1437, Weighted 1189), BVPI 06 (1017)

Overall perceptions of the bus service among people who have used it in the last year vary. It is the older users who are more likely to be satisfied (over 60s 35% very satisfied). Rural residents (70% satisfied) and those living in West Lancashire (65% satisfied) are less satisfied with the buses overall.

These overall perceptions among older residents are affected by their better perceptions of many service elements. The most highly rated parts of the service among the over 60s were the number of bus stops (41% very satisfied) and the frequency of buses (36% very satisfied). It is rural residents who are less satisfied with the frequency of buses (20% dissatisfied) and urban residents who are more satisfied with the number of bus stops (35% very satisfied).

## 6 Appendix

### 6.1 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