

Living in Lancashire Wave 30 Survey

Social capital

Prepared by Phil Jones
Corporate Research and Intelligence Team
Policy Unit
Lancashire County Council
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1 Executive Summary

This wave of the Living in Lancashire panel looked at perceptions of social capital. The survey was sent by email or by post to all 4,111 members of the panel on 8 September and the fieldwork ended on 15 October 2010. In total 2,828 questionnaires were returned, giving an overall response rate of 69%.

1.1 Key findings

- Three quarters of respondents agreed that the friendships and associations they have in their neighbourhood were important to them (74%).
- A similar proportion indicated they would be likely to stay in their neighbourhood for a number of years (77%).
- Two thirds of respondents stated that they are happy to think of themselves as similar to the other residents in their neighbourhood (70%).
- Together, these measures indicate that most people are satisfied with their neighbourhoods and local areas.
- Respondents' views of what facilities and services are important closely matched those that are available in their local area, and those that they have used in the last 12 months. This suggests the provision of local services and facilities is about right.
- A quarter of respondents stated that they couldn't go to their neighbours for advice (23%).
- A small proportion of respondents stated that they never meet up with relatives or friends (approximately 2%).
- A similar number of respondents do not have anybody they could ask if they were ill in bed and needed help around the home or needed financial assistance (approximately 2%).
- These indicate there is a small proportion of the Lancashire population which currently does not receive the support it needs.
- Over half of respondents disagreed that they could influence decisions affecting their local area, while three quarters felt that it is important to be involved in these decisions (54% and 77% respectively).
- Three quarters of respondents stated that they would be willing to work together on something to improve their neighbourhood, while a half felt that people help each other (71% and 56% respectively).
- Nearly half of respondents reported that they had taken some form of action in the last 12 months to solve a problem affecting people in their local area (46%).
- Higher socio-economic groups were more likely to have volunteered in the last 12 months, so are the group most likely to participate in 'Big Society' initiatives.

1.2 Recommendations

- Understand the needs of groups who do not have access to support networks, such as friends, family and neighbours, and make sure they have adequate alternative methods of support in place. Groups most likely to be affected are: lower income residents (Mosaic supergroup E); elderly occupants (F); and social housing tenants (G).
- Determine if respondents are unlikely to remain in their local area because they are socially and economically mobile, or if they are dissatisfied with their area. If it is the latter, it should be determined which neighbourhoods are affected.
- Respondents like to think of themselves as similar to their neighbours. It is important to understand in which neighbourhoods this is a result of social segregation and stratification.
- The more affluent socio-economic groups were more likely to have volunteered in the last 12 months than others groups, so are more likely to participate in 'Big Society.' Appealing to this group will maximise Big Society participation, but other groups should be given the opportunity to participate too, perhaps by making volunteering opportunities more accessible. There might also be cultural influences that are preventing people from participating and volunteering more which need to be addressed to encourage these groups to participate.
- A correlation between low income and loneliness and low income and volunteering was found, suggesting it might be effective to advertise the social benefits of volunteering to encourage lower income residents to participate.

2 Introduction

Lancashire County Council has used Living in Lancashire regularly since August 2001 (formerly known as Life in Lancashire). 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 wave of Living in Lancashire is themed. First, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. Second, 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 objective of this survey is to look at social capital across Lancashire. Questions looked specifically at:

- views on respondents' neighbourhoods;
- participation in local issues;
- social networks; and
- volunteering and giving unpaid help.

4 Methodology

This wave of Living in Lancashire research was sent to 4,111 members of the panel on 8 September. A reminder was sent on 29 September, with a final closing date of 15 October.

The survey was conducted through a postal questionnaire, and an online version of the same questionnaire being emailed to members who had previously requested to take part online. The postal questionnaire was sent to 3,224 members and the online questionnaire was sent to 887 members. Where members didn't respond to the online questionnaire they were sent a paper reminder.

In total 2,828 questionnaires were returned, giving an overall response rate of 69%.

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 2,006, 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 chances are 95 out of 100 that the answer would be between 47% and 53% (i.e. +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

Size of Sample A	Size of Sample B	50/50	70/30	90/10
100	100	14%	13%	8%
100	200	12%	11%	7%
500	1000	5%	5%	3%
2000	2000	3%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (e.g. of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (e.g. age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

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

5 Main Research Findings

The Office for National Statistics describes social capital as:

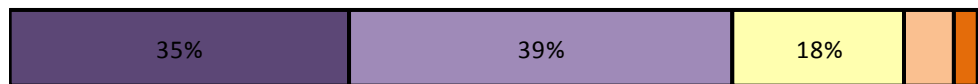
"the pattern and intensity of networks among people and the shared values which arise from those networks. Greater interaction between people generates a greater sense of community spirit."

Social capital is important because research has shown that higher levels of social capital are associated with better health, higher educational achievement, better employment outcomes and lower crime rates.

5.1 Neighbourhoods and local associations

Three quarters of respondents agreed that the friendships and associations they have in their local area mean a lot to them (74%).

Chart 1 - The friendships and associations I have with other people in my neighbourhood mean a lot to me



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Base: All respondents (unweighted 2,736, weighted 2,066)

Full-time workers were less likely to agree that friendships and associations in their neighbourhood mean a lot to them (69%).

Just over half of respondents reported that they could go to someone in their neighbourhood if they needed advice (56%), but nearly a quarter of respondents indicated that they could not (23%).

Chart 2 - If I need advice I could go to someone in my neighbourhood



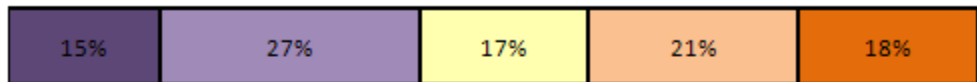
- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Base: All respondents (2,630 unweighted, 1,967 weighted)

Respondents living in rural areas were more likely to agree they can ask for advice from neighbours (61%). Full-time workers are less likely to rely on neighbours for advice (50%).

Two fifths of respondents agreed that they borrow or exchange items with their neighbours, while a similar proportion disagreed (42%).

Chart 3 - I borrow and exchange things with my neighbours



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Base: All respondents (2,703 unweighted, 2,052 weighted)

BME respondents, those aged 25-44, and those living in rural areas were more likely to borrow and exchange items with neighbours (57%, 47% and 47% respectively). This might indicate these groups have lower financial resources than other groups, or access to purchase items (rural areas), but that they address these issues collectively by supporting each other or through higher social capital.

Three quarters of respondents agreed that they intended to remain a resident of their neighbourhood for a number of years (77%).

Chart 4 - I plan to remain a resident of this neighbourhood for a number of years



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

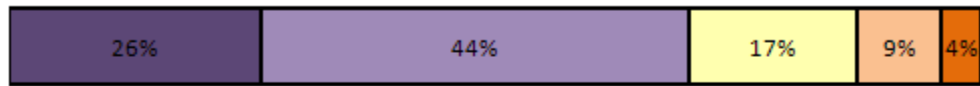
Base: All respondents (2,765 unweighted, 2,084 weighted)

Older respondents were more likely to agree they would remain in their neighbourhood (84%). This might indicate satisfaction with their local area, and that the respondents feel settled, but might also reflect concern about the wider economy and properties market, making respondents feel trapped, or they might not need to move, for example for employment.

Respondents living in urban neighbourhoods were less likely to agree they would remain in their present location (72% agreed). This might be due to high levels of social and economic mobility, but might indicate dissatisfaction with their area.

Two thirds of respondents agreed that they like to think of themselves as similar to the people who live in their neighbourhood (70%). This does suggest a high level of community cohesion, but could also be a result of the natural tendency for people to move to locations with similar residents. This might indicate that people are happy with their neighbours, but could indicate high levels of social segregation and stratification in some areas.

Chart 5 - I like to think of myself as similar to the people who live in this neighbourhood



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Base: All respondents (2,762 unweighted, 2,084 weighted)

Older respondents – those aged 60 and above – were more likely to agree they like to think of themselves as similar to the people who live in their local area (80%).

Full-time workers were less likely to agree they like to think of themselves as similar to the people who live in their local area (65%).

Three quarters of respondents stated that they regularly stop and talk with people from their neighbourhood (77%).

Chart 6 - I regularly stop and talk with people in this neighbourhood



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Don't know

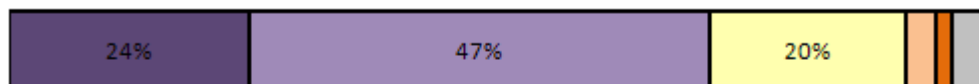
Base: All respondents (2,753 unweighted, 2,076 weighted)

Residents aged 60 and above were more likely to report they regularly stop and talk to neighbours (84%), while full-time workers were less likely to agree (70%).

Respondents living in Ribble Valley were more likely to stop and talk to neighbours (89%).

Nearly three quarters of respondents agreed that they would be willing to work together on something to improve their neighbourhood (71%), while a fifth neither agreed nor disagreed (20%).

Chart 7 - I would be willing to work together on something to improve my neighbourhood



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Base: All respondents (2,719 unweighted, 2,058 weighted)

BME respondents were more likely to agree they would be willing to work together on something to improve their neighbourhood (85%), while respondents not in employment were less likely to agree (67%).

Slightly more than half of respondents agreed that people in their neighbourhood help each other (56%).

Chart 8 - People in my neighbourhood help each other



- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

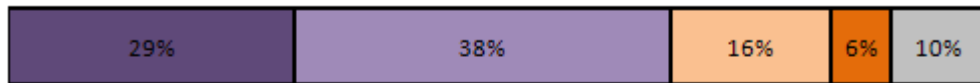
Base: All respondents (2,754 unweighted, 2,072 weighted)

Respondents living in rural areas were more likely to agree that people in their neighbourhood help each other (66%). This correlates with the earlier finding that people in rural areas tend to borrow and exchange items more than people living in other areas. This might indicate stronger local associations among people living in rural areas than those living in market towns or cities.

Mosaic group O – families in low-rise social housing with high levels of benefit need – were less likely to agree that people in their neighbourhood help each other (39%), suggesting this group likely have lower social capital than other groups.

Two thirds of respondents thought that it was quite or very likely that their wallet or purse would be returned to them with nothing missing if they dropped it in their neighbourhood, if it contained their address details (67%).

Chart 9 - Suppose you lost your purse/wallet containing your address details, and it was found in the street by someone living in your neighbourhood. How likely is it that it would be returned to you with nothing missing?



- Very likely
- Quite likely
- Not very likely
- Not at all likely
- Don't know

Base: All respondents (2,767 unweighted, 2,079 weighted)

Respondents who live in rural areas and those aged 60 and above were more likely to think their wallet or purse would be returned (82% and 74% respectively).

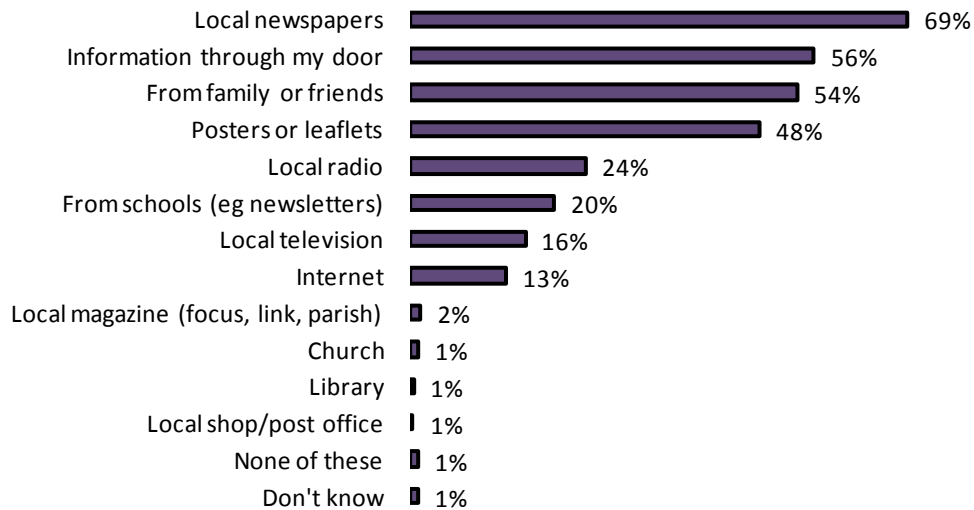
BME respondents were less likely to think their purse or wallet would be returned to them (54%).

Respondents in socio-economic group DE – the lowest groups – and Mosaic groups I, N and O were all less likely to think their purse or wallet would be returned to them (52%, 39%, 16% and 34% respectively). Respondents in Burnley district were also less likely to think their purse or wallet would be returned to them (58%).

These results might reflect the level of trust people have for other people living in their area, and might therefore vary by the type of area the respondent lives in. Mosaic group I is concerning, as this might indicate low levels of trust among different groups in diverse areas, which is supported by BME respondents also being less likely to think their purse or wallet would be returned to them.

Local newspapers, information through the door and from family and friends were by far the most common ways people learned about what's going on in their local area (69%, 56% and 54% respectively). This suggests these are the most effective media to use for communications with the public, which are broadly in line with results from previous surveys.

Chart 10 - How do you find out about what's going on in your local area?

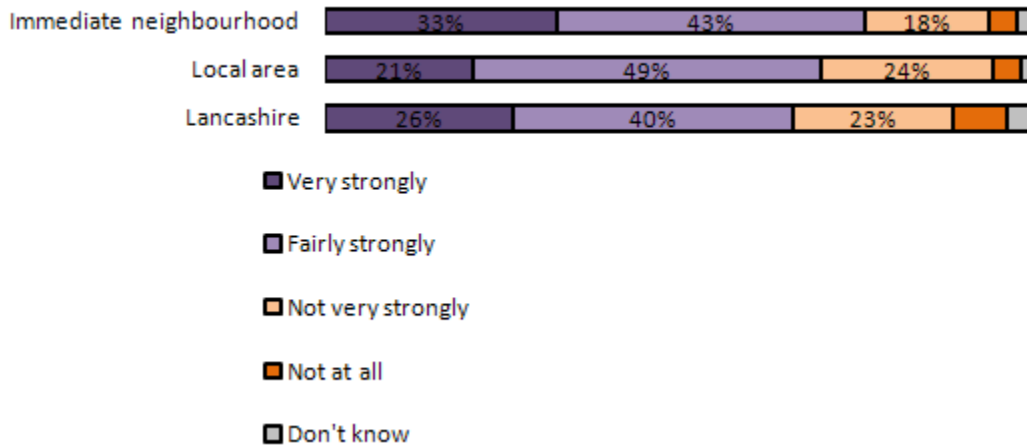


Base: All respondents (2,790 unweighted, 2,095 weighted)

BME respondents and women were more likely to hear about what's going on in their area from schools (29% and 23% respectively), and BME groups were also more likely to hear about what's going on in their area from family or friends (65%). Full-time workers were more likely to use the internet than other groups to find out about what's going on in their local area (18%).

Three quarters of respondents agreed that they feel they belong to their immediate neighbourhood (76%). A similar proportion agreed they belong to their local area, and two thirds agreed that they belong to Lancashire (70% and 66% respectively). A small proportion of respondents, however, did not feel very strongly or not at all that they belong to their immediate neighbourhood, local area or Lancashire (22%, 28% and 30% respectively).

Chart 11 - How strongly do you feel you belong to your immediate neighbourhood?

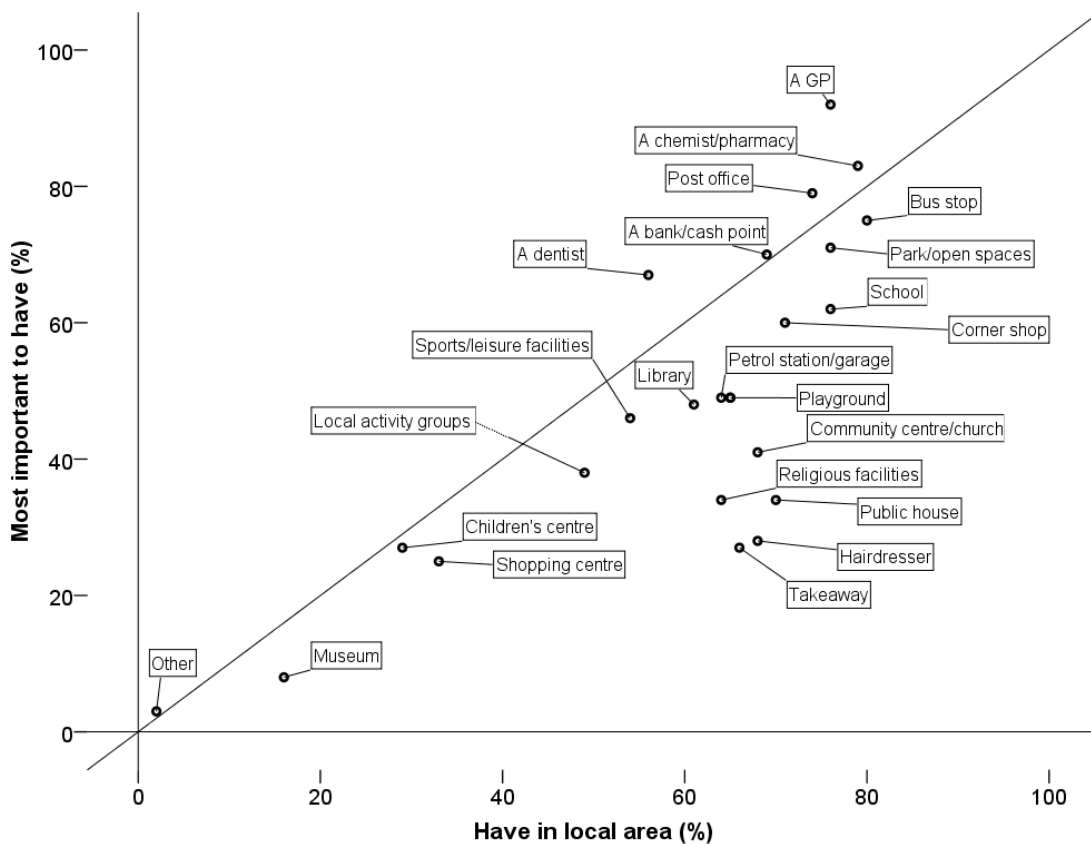


Base: All respondents (2,472 unweighted, 1,881 weighted)

Respondents living in rural areas and those aged 60 and above were more likely to feel at least fairly strongly that they belonged to their immediate neighbourhood (84% and 83% respectively). Mosaic group G – young, well-educated people living in cities – were less likely to feel they belonged to their immediate neighbourhood (46%).

Respondents' views on what facilities and services are important to have in their local area generally matched the services they currently have in their local area.

Chart 12 - Which of the following services or facilities are a) the most important to have in your area? and b) do you have in your local area?



Base: all respondents (2,779 unweighted, 2,092 weighted)

When interpreting the graph above, the ideal is for each service to fall on the diagonal line. This would indicate that exactly the same number of people thought a service was important as had that service in their local area. Points to the right of the diagonal line represent services that more people have in their local area than said that the service is important. Points to the left of the diagonal line represent services that more people thought were important than that have that service in their local area.

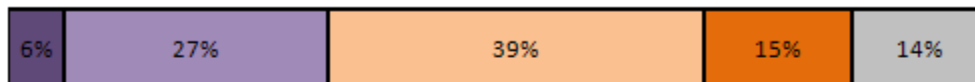
All services fall close to, or below, the ideal line, suggesting that most services are available in respondents' local areas that are important to them. The provision of dentists and GPs may need increasing for BME respondents, residents of Burnley and Lancaster districts, those aged 60 and above, those in socio-economic groups C2 and DE and Mosaic group O – families in low-rise social housing with high levels of benefit need.

Similarly, respondents' views of which facilities and services are important to have in their local area closely match those facilities and services they have used in the last 12 months.

5.2 Participation in local issues

A third of respondents agreed that they can influence decisions that affect their local area (33%), while over half disagreed (54%).

Chart 13 - Do you agree or disagree that you can influence decisions affecting your local area?



- Strongly agree
- Tend to agree
- Tend to disagree
- Strongly disagree
- Don't know

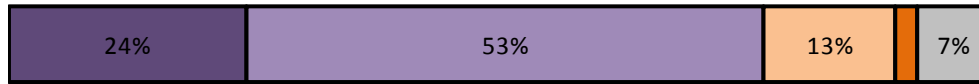
Base: All respondents (2,750 unweighted, 2,066 weighted)

This is broadly in line with the 2008 Place survey, which found that just over a quarter of respondents across Lancashire thought they could influence decisions affecting their locality (28%). This comparison is indicative only, due to differences in methodology between the two surveys.

Those living in rural areas were more likely to agree that they can influence decisions that affect their local area (40%).

Over three quarters of respondents felt that it is important to be involved in decisions that affect their area (77%).

Chart 14 - How important is it for you personally to feel that you can influence decisions in your local area?



- Very important
- Quite important
- Not very important
- Not at all important
- Don't know

Base: All respondents (2,751 unweighted, 2,074 weighted)

Respondents who strongly agreed that they can influence decisions in their local area were more likely to think it is important to feel that they can influence decisions (91% very or quite important).

Respondents living in council properties or housing association properties were less likely to view influencing decisions as important (60%).

Most respondents would like to be more involved in the decisions made about their local area, at least for some issues (89%).

Chart 15 - Generally speaking, would you like to be more involved in the decisions the council makes that affect your local area?



- Yes
- Depends on the issue
- No
- Don't know

Base: All respondents (2,772 unweighted, 2,085 weighted)

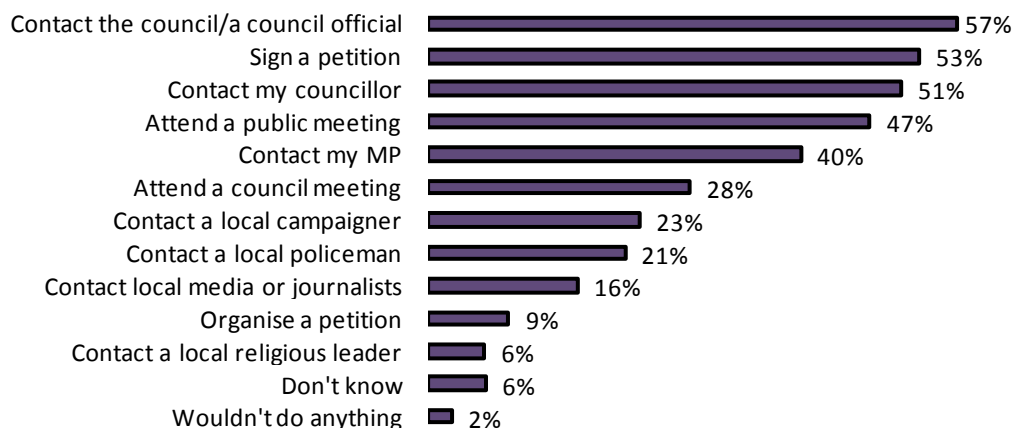
The gap between this and the number of people who feel they can affect decisions (33%) should be addressed.

BME respondents, full-time workers and men were more likely to want to be involved in decisions that affect their local area (46%, 46% and 45% respectively). Older respondents were less likely to want to be more involved (28%).

Interestingly, respondents that strongly disagreed they can influence decisions were more likely to say they would like to be more involved in decisions the council makes (55%). This suggests that, while they currently don't feel involved, they do have an interest in becoming involved in decisions affecting their local area, and should be offered this opportunity.

To influence a decision in the local area, over half of respondents would contact the council or a council official (57%) and half would sign a petition or contact their local councillor (53% and 51% respectively).

Chart 16 - If you wanted to influence decisions in your local area, how would you go about it?



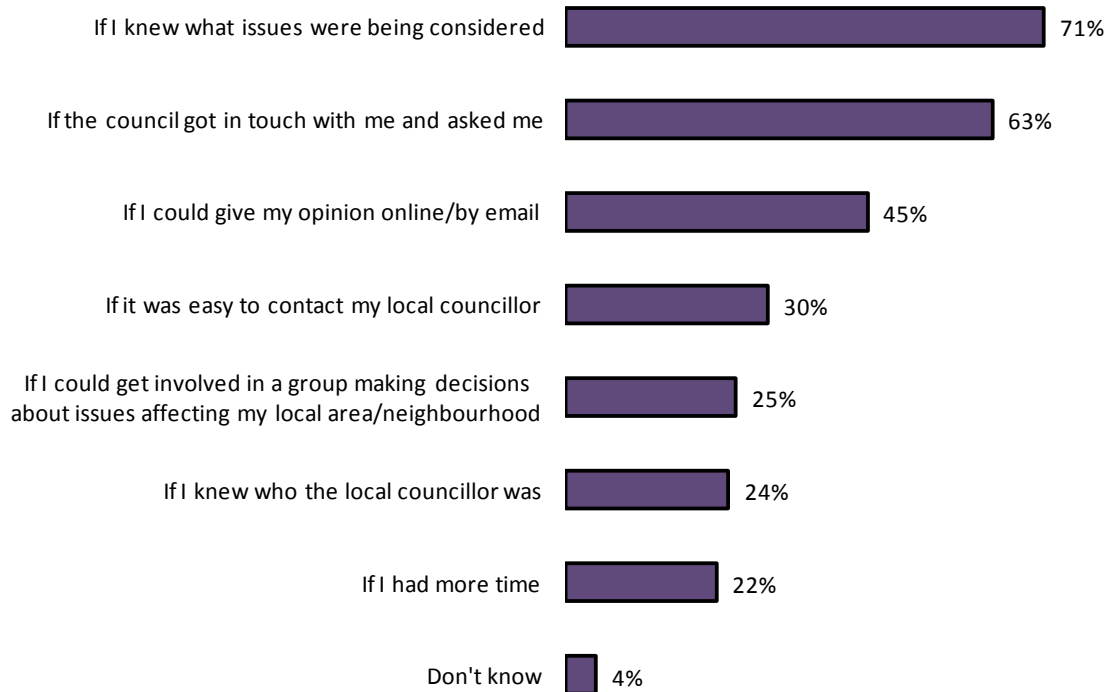
Base: All respondents (2,764 unweighted, 2,083 weighted)

BME respondents were more likely to contact a local policeman or community support officer, organise a petition and contact a local religious leader (27%, 21% and 21% respectively).

Disabled respondents were less likely to say they would attend a public meeting or council meeting (41% and 24% respectively).

Nearly three quarters of respondents felt it would be easier to get involved in decision-making that affects their local area if they knew what issues were being considered (71%). Similarly, two thirds of respondents stated that it would be easier to get involved if the council got in touch with them directly (63%).

Chart 17 - Which, if any, of these might make it easier for you to influence decisions in your local area?



Base: All respondents (2,761 unweighted, 2,081 weighted)

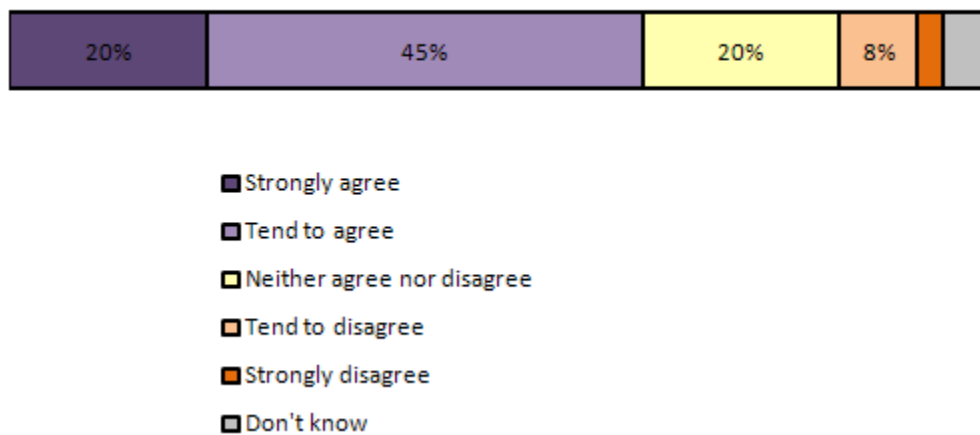
Older respondents were less likely to say that getting involved would be easier if they knew what issues were being considered and if they knew who their local councillor was (61% and 18% respectively).

Respondents whose work status is 'other' – which includes retired and unemployed groups – were less likely to state it would be easier to get involved if they knew what issues were being considered (63%). Full and part-time workers were more likely to find it easier to get involved if they had more time (31%).

Older respondents – aged 60 and above, those in socio-economic group DE – the lowest group and respondents whose employment status is other – which includes retired and unemployed respondents – were all less likely to say that email or the internet would make it easier for them to give their views (23%, 26% and 31% respectively). Channels other than email or the internet should be employed to ensure these groups are properly represented, but could be used in addition, rather than instead of, these media.

Two thirds of respondents agreed that by working together they could influence decisions that affect their local area (65%), while only a tenth disagreed (11%).

Chart 18 - By working together, people in my area can influence decisions that affect the local area



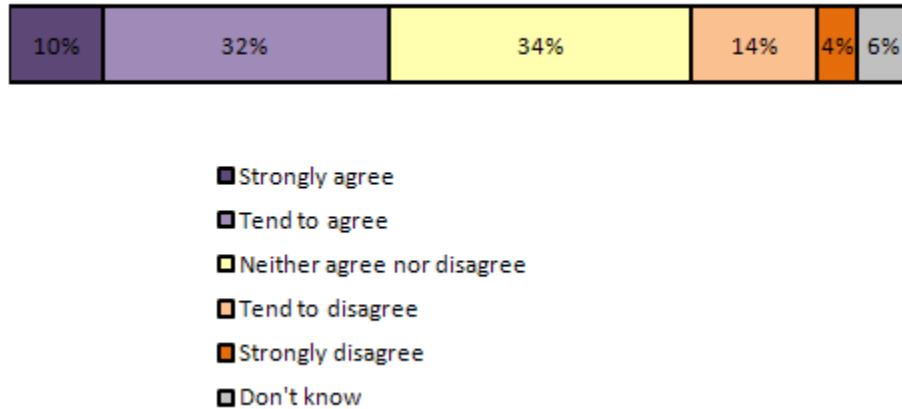
Base: All responses (2,730 unweighted, 2,066 weighted)

BME respondents were more likely to agree that they could influence decisions by working together (82%).

Respondents who strongly agreed that people in their neighbourhood help each other were more likely to strongly agree that people in their area can influence decisions by working together (38% strongly agree). Such respondents tended to live in rural areas or were wealthier groups living in suburban or semi-rural homes. Similarly, those who strongly disagreed that people in their neighbourhood help each other were more likely to strongly disagree that people in their area can influence decisions by working together (21% strongly disagree).

Two fifths of respondents agreed that people in their neighbourhood pull together to improve their neighbourhood (42%). While only a small proportion of respondents did not agree (18%), a third neither agreed nor disagreed (34%). This suggests many respondents are unsure of the level of community involvement, or do not have a strong view either way.

Chart 19 - People in my neighbourhood pull together to improve the neighbourhood

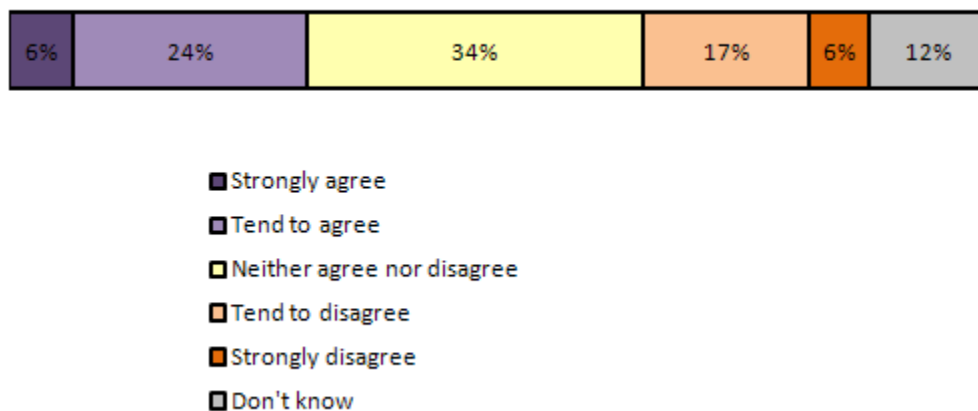


Base: All responses (2,699 unweighted, 2,046 weighted)

Respondents living in rural areas were more likely to agree that people in their neighbourhood pull together to improve their area (48%).

Opinion was divided over whether people in respondents' neighbourhoods could work together to run local services (30% agree, 34% not sure, and 23% disagree). This, again, indicates that people are unsure of the level of community involvement in their area.

Chart 20 - People in my neighbourhood could work together to run local services



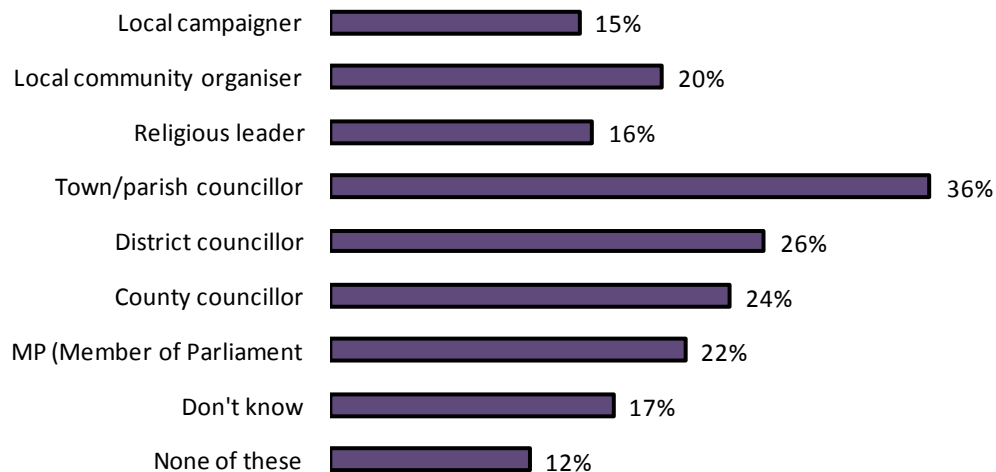
Base: All responses (2,647 unweighted, 2,011 weighted)

Respondents living in rural areas, as well as wealthy groups living in small to mid-size towns and semi-rural areas were more likely to agree that people in their neighbourhood pull together to improve their area and that people in their neighbourhood could work together to run local services. It is

therefore these individuals that are more likely to participate in Big Society initiatives.

Councillors – town or parish, district and county councillors (36%, 26% and 24% respectively) – were most commonly regarded as local community leaders, suggesting it should be these individuals leading community development and decision-making.

Chart 21 - Which, if any, of the following people would you describe as a local community leader in your area?



Base: All responses (2,755 unweighted, 2,072 weighted)

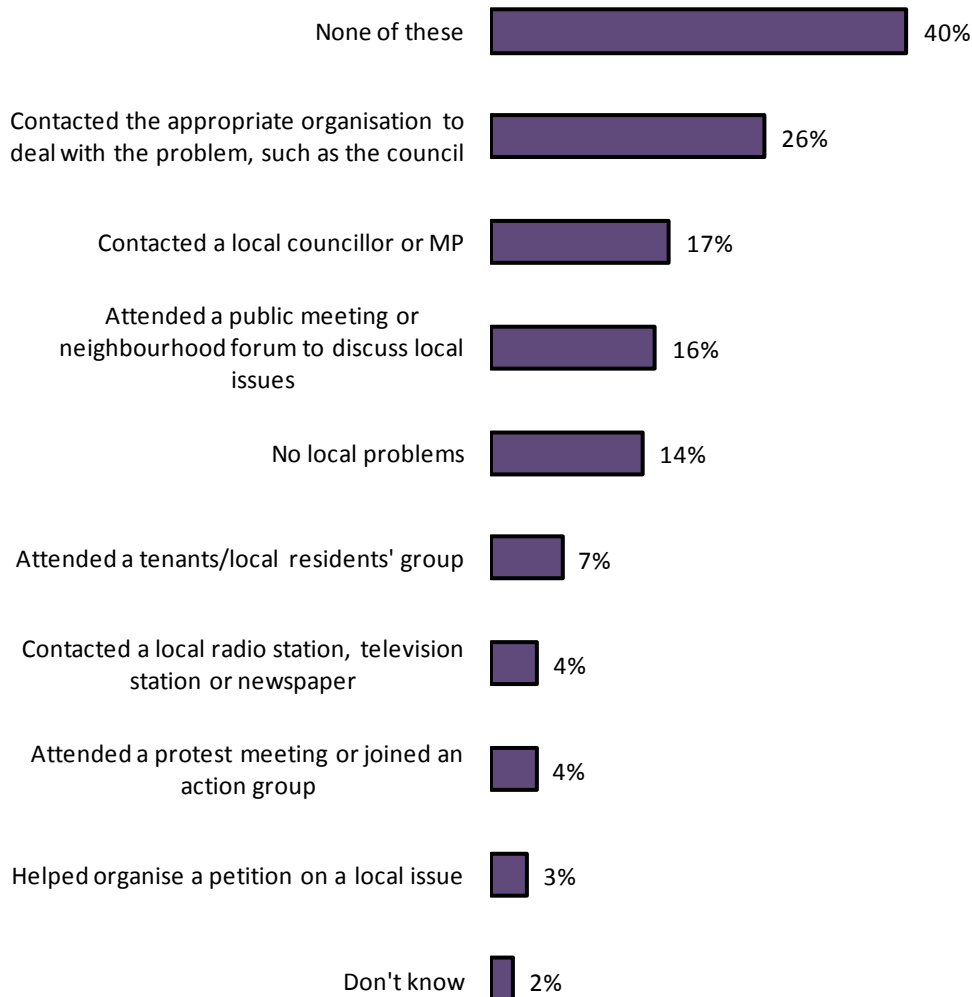
BME respondents were more likely (44%) to view religious leaders as local community leaders.

Respondents living in rural areas were more likely to view town or parish councillors as local community leaders (52%).

Two fifths of respondents had taken no action in the last 12 months regarding problems in their local area (40%). This might indicate that they have had no, or low-level, problems requiring attention, that respondents were apathetic or reluctant to get involved, or did not know of the appropriate channel to communicate their issues.

A quarter of respondents had contacted the appropriate organisation to deal with a problem, such as the council, a fifth had contacted a local councillor or their MP, and a sixth had attended a public meeting in the last twelve months (26%, 17% and 16% respectively).

Chart 22 - In the last 12 months have you taken any of the following actions in an attempt to solve a problem affecting people in your local area?

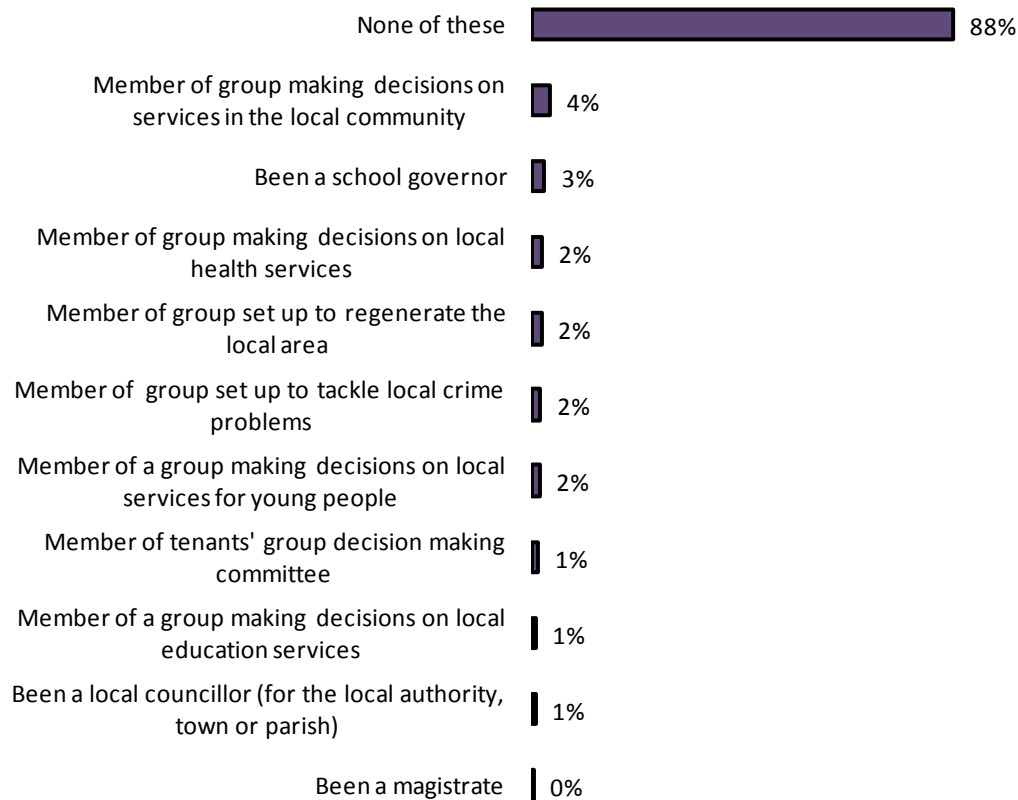


Base: All responses (2,710 unweighted, 2,033 weighted)

BME respondents were more likely to have taken action in an attempt to solve a local problem in the last twelve months (56%).

Nine tenths of respondents had not participated in more formal community groups, such as serving on committees, serving as a magistrate or school governor, or been a member of a decision-making group (88%).

Chart 23 - In the last 12 months, have you done any of the following things?

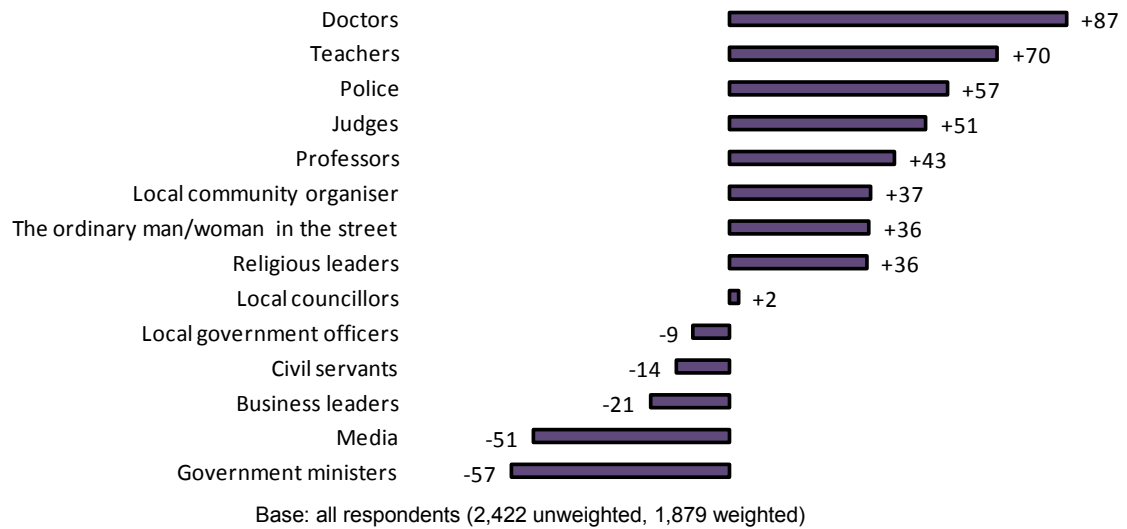


Base: All respondents (2,653 unweighted, 1,999 weighted)

The chart below shows the net trust respondents had for each profession (trust a lot or a fair amount to tell the truth, minus trust not very much and not at all, and excluding 'no experience' and 'don't know' responses).

Respondents reported that they most trusted doctors, teachers and the police to tell the truth a lot or a fair amount (net trust of 87%, 70% and 57% respectively).

Chart 24 - Net trust to tell the truth a lot or a fair amount



Socio-economic group AB were significantly more likely to trust teachers a lot or a fair amount (net score 84%).

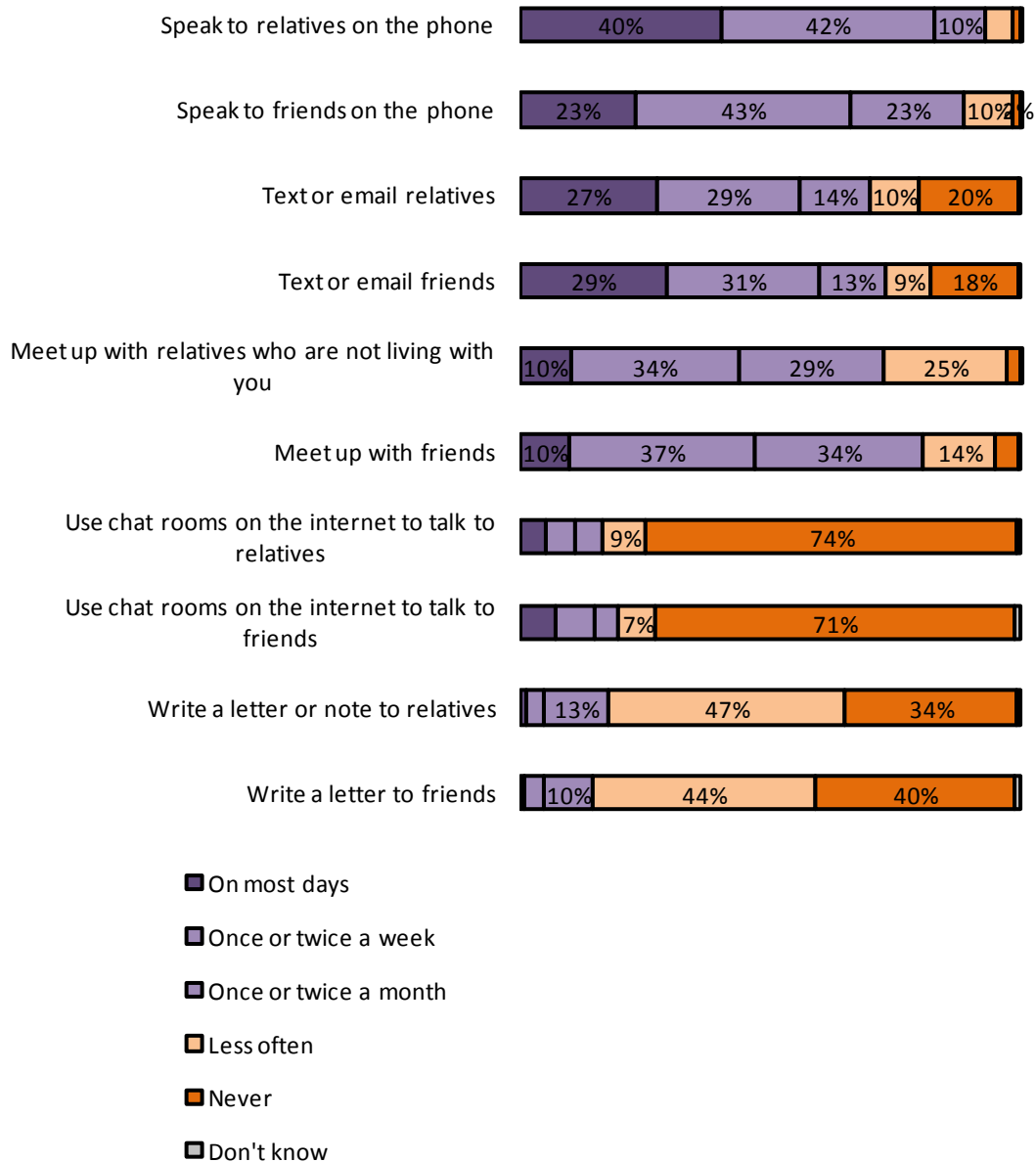
5.3 Social networks

Nine tenths of respondents reported that they spoke to relatives or friends at least a couple of times per month (89%). Text and email were also common methods people used to contact friends or relatives (73% and 70% more than once per month, respectively), with three fifths of respondents communicating in this way at least once or twice a week (60%).

A quarter of respondents did not meet up with friends or relatives at least once per month (27%).

One fifth of respondents never use email or text (18%), suggesting there is still a large proportion of the Lancashire population without access to these technologies, or the skills or desire to use them.

Chart 25 - How often do you personally contact people in the following ways?



Base: all respondents (2,460 unweighted, 1,899 weighted)

Women were more likely to speak to relatives on the phone, text or email friends or relatives or meet up with relatives not living with them more often (95%, 78% and 78% at least once per month, respectively).

Older respondents were less likely to text or email friends or relatives (39% responded that they never text or email). Older respondents were also less likely to use internet chat rooms to talk to friends and family (89% responded they never use this medium).

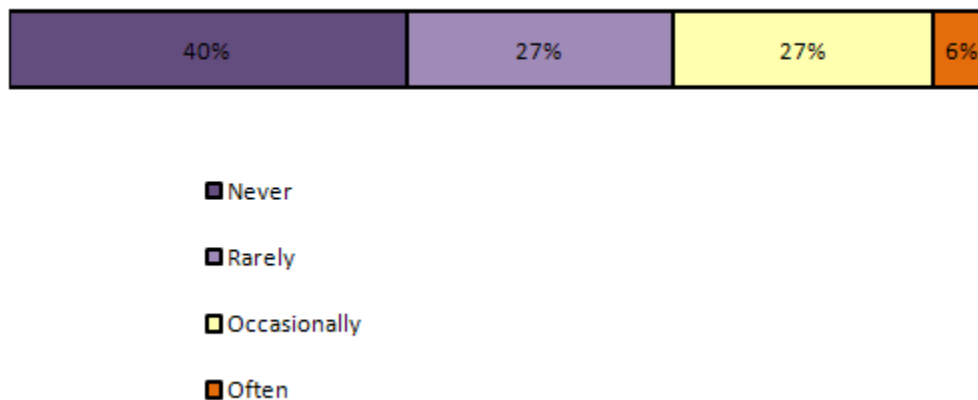
Respondents in socio-economic group DE were more likely to meet up with relatives not living with them more often (77% at least once per month).

Respondents who reported they meet up with or talk on the phone to relatives or friends less often than once per month may be more vulnerable groups, and may need additional formal support. Such vulnerable residents include lower income groups – Mosaic supergroup E, elderly occupants – Mosaic supergroup F, and social housing tenants – Mosaic supergroup G. Mosaic group I – lower income workers in urban terraces in often diverse areas – were also identified as being a vulnerable group. This might suggest that many deprived communities are insular and people do not support each other.

Four fifths of respondents regularly talked to neighbours at least once or twice a week (81%). Older respondents were more likely to say they spoke to neighbours regularly (89%).

Two thirds of respondents stated that they never or rarely felt lonely (67%). A third of respondents (33%) reported that they felt lonely occasionally or often, so it is important to understand if these groups receive the support they need.

Chart 26 - Do you ever feel lonely?



Base: All responses (2,763 unweighted, 2,078 weighted)

Respondents in socio-economic group AB, those living in Ribble Valley and men were lonely less often (80%, 78% and 75% respectively).

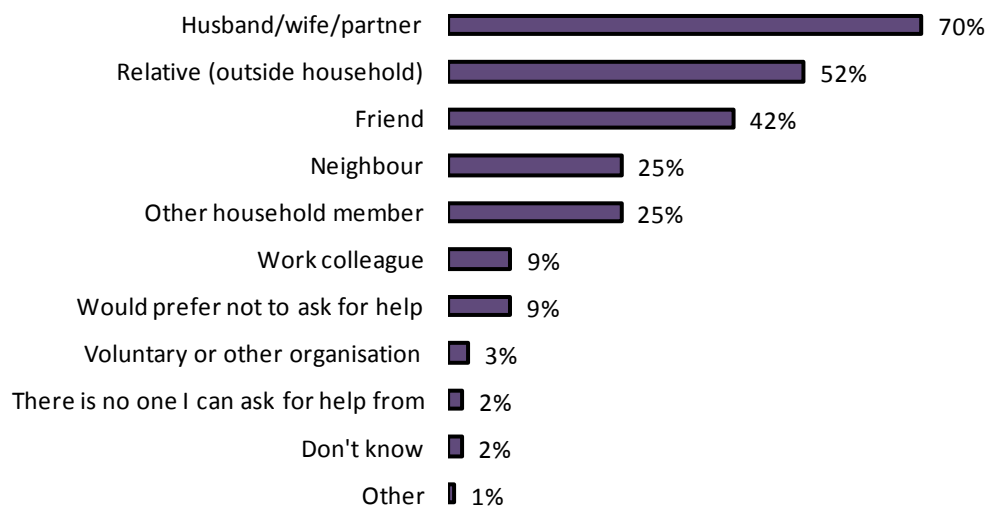
Respondents with disabilities were more likely to say they were lonely occasionally or often (44%).

Respondents were asked about a variety of scenarios when they might need additional help or support, and asked who they would ask for this assistance.

If they were ill in bed, respondents would most commonly ask their partner, relative outside their household or friend for help if they required it (70%, 52% and 42% respectively).

A small proportion (2%) stated they had no-one they could ask for help, so it may be that additional support should be offered.

Chart 27 - Who, if anyone, could you ask for help if you were ill in bed and need help at home?



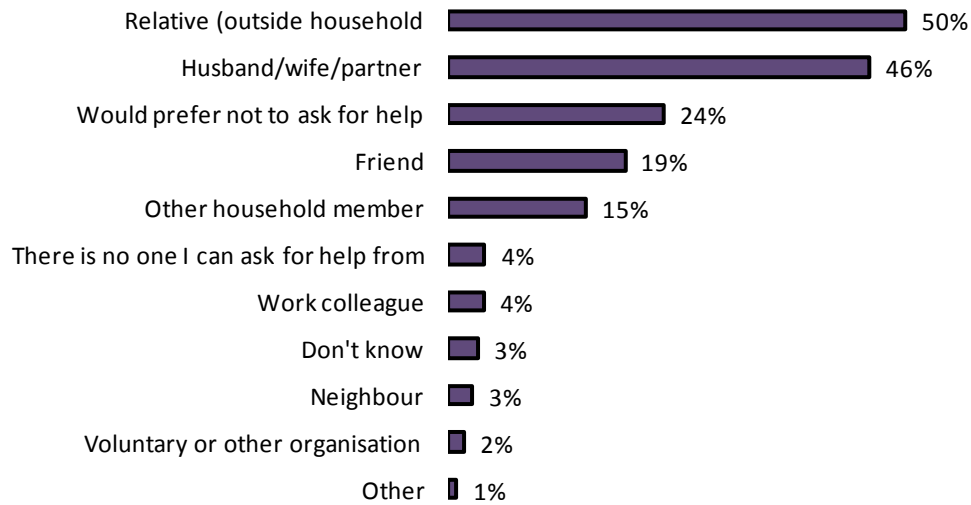
Base: All responses (2,726 unweighted, 2,056 weighted)

BME respondents were less likely to have anyone they could ask for help from (7%). This was unexpected, as previous Living in Lancashire research has suggested that BME respondents tend to have larger social networks, but this might be due to cultural norms or through living in mixed, but insular, communities.

If respondents needed to borrow money, most would ask a relative outside their household or a partner (50% and 46% respectively).

A quarter would prefer not to ask for financial help (24%), and a small proportion either stated they could not ask for help from anyone or they didn't know (4% and 3% respectively).

Chart 28 - Who, if anyone, could you ask for help if you were in financial difficulty and needed to borrow some money?

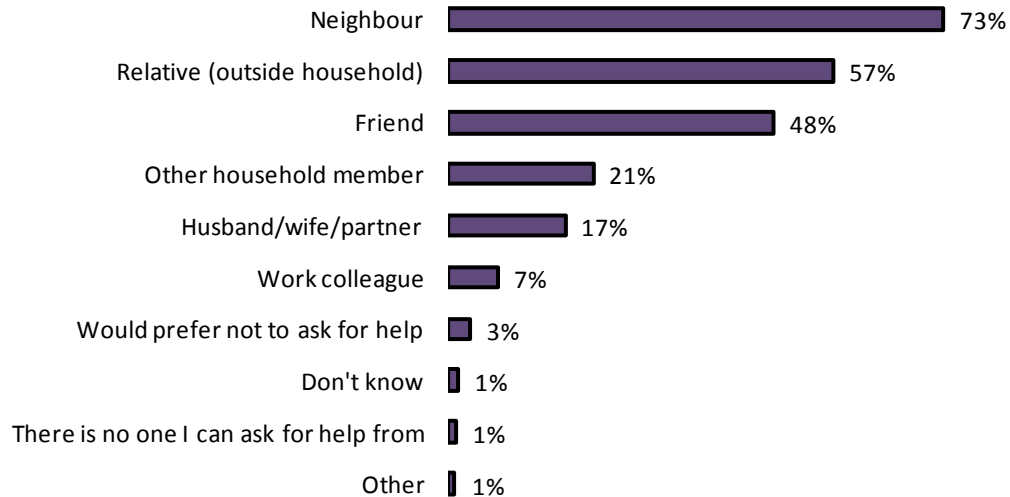


Base: All responses (2,341 unweighted, 1,830 weighted)

Respondents with a disability were more likely to state they could not ask for help from anyone or would prefer not to ask for help (7% and 29% respectively). Respondents not in employment and white respondents were also more likely to prefer not to ask for help (31% and 25% respectively).

Respondents most commonly asked a neighbour, relative or friend to keep an eye on their house while they are away on holiday (73%, 57% and 48% respectively).

Chart 29 - Who, if anyone, could you ask for help if you were going on holiday and needed to ask someone to keep an eye on your house?



Base: All responses (2,587 unweighted, 1,959 weighted)

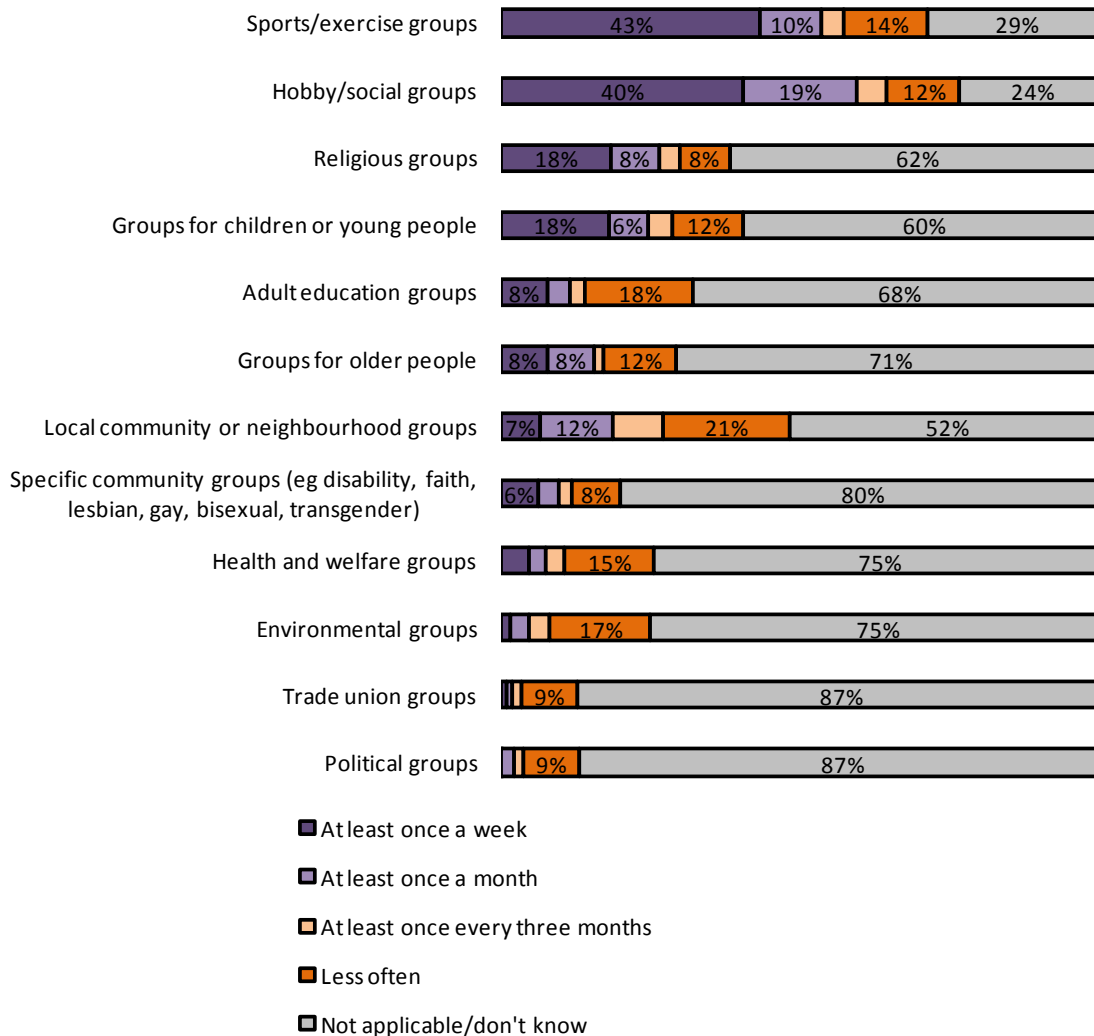
5.4 Involvement in local groups, clubs and organisations

About two fifths of respondents have been involved in the last 12 months in a local group activity (42%).

Women and those in socio-economic groups AB and C1 were more likely to have been involved in a local group activity in the last 12 months (46%, 47% and 47% respectively). BME respondents and Mosaic group O – families in low-rise social housing with high levels of benefit need – were less likely to have been involved in a group activity (26% and 15% respectively).

Three fifths of respondents regularly (at least once per month) attended a hobby or social group, half regularly attend a sports or exercise group and a quarter regularly attend a religious group (59%, 53% and 26% respectively).

Chart 30 - How often, if at all, do you take part in each of the following?



Base: respondents who had been involved in a group in the last 12 months (903 unweighted, 690 weighted)

Respondents aged 45 and above were more likely to attend hobby or social groups or a religious group (63% and 35% respectively). Respondents with a disability were less likely to attend a sports or exercise group (39%).

BME respondents were more likely to regularly attend a community or neighbourhood group (41%). Respondents aged 25-44 were much more likely to regularly attend a group for children or young people as a result of this age group more commonly having young children (42%).

5.5 Volunteering

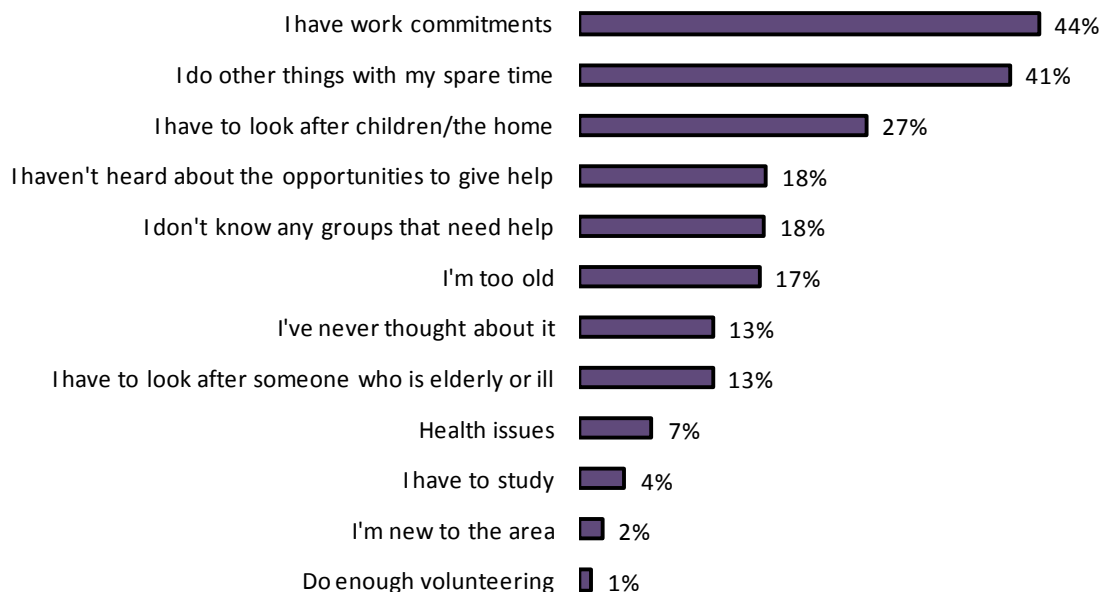
Two fifths of respondents knew of opportunities to volunteer locally (39%), and three fifths of respondents were unaware of opportunities (61%). This

suggests there might be an opportunity to promote volunteering opportunities.

Just over a quarter of respondents had volunteered in the last 12 months (28%). Socio-economic groups C2 and DE were all less likely to have volunteered in the last year (23% and 21% respectively). This indicates that residents in lower socio-economic groups are less likely to volunteer. This may be because such residents typically have lower incomes, and so cannot afford the financial cost of taking time off work and volunteering, or may be because this group has different values and cultural norms that discourage volunteering. To encourage more residents to volunteer may mean making activities more accessible by providing financial compensation through payment of expenses, or may require significant effort in overcoming cultural aspirations.

People reported they were most commonly prevented from volunteering more because of work commitments, having other things to do in their spare time and having to look after children or the home (44%, 41% and 27% respectively). However, it is unclear if these represent the real reasons people do not volunteer. Based on the results above that people from higher socio-economic groups (AB and C1) tend to volunteer more, it may be that there are differences in cultural values between these groups, which explain why people are less likely to volunteer and which are difficult to measure using a standard questionnaire.

Chart 31 - Please tell us what stops you from volunteering, or from volunteering more?



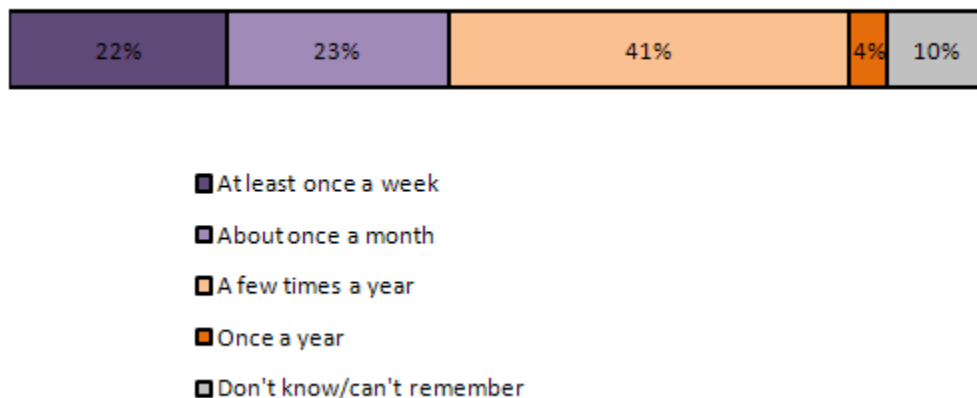
Base: all respondents (2,081 unweighted, 1,576 weighted)

Unsurprisingly, respondents from Mosaic group F – couples with young children in comfortable modern housing – were more likely to say they were prevented from volunteering more because they had to look after children or the home (54%).

Half of older respondents – those aged 60 and above – stated they were too old to volunteer (47%). To encourage this group to participate might involve educating them about, or offering, more appropriate volunteering activities. Socio-economic groups AB and C1 were more likely to state they had work commitments preventing them from volunteering (60% and 52% respectively).

About half of respondents had given unpaid help to someone in the last twelve months, aside from any formal volunteering they had done (48%). Of these respondents, nearly half regularly (at least once per month) give unpaid help to someone who is not a relative (45%).

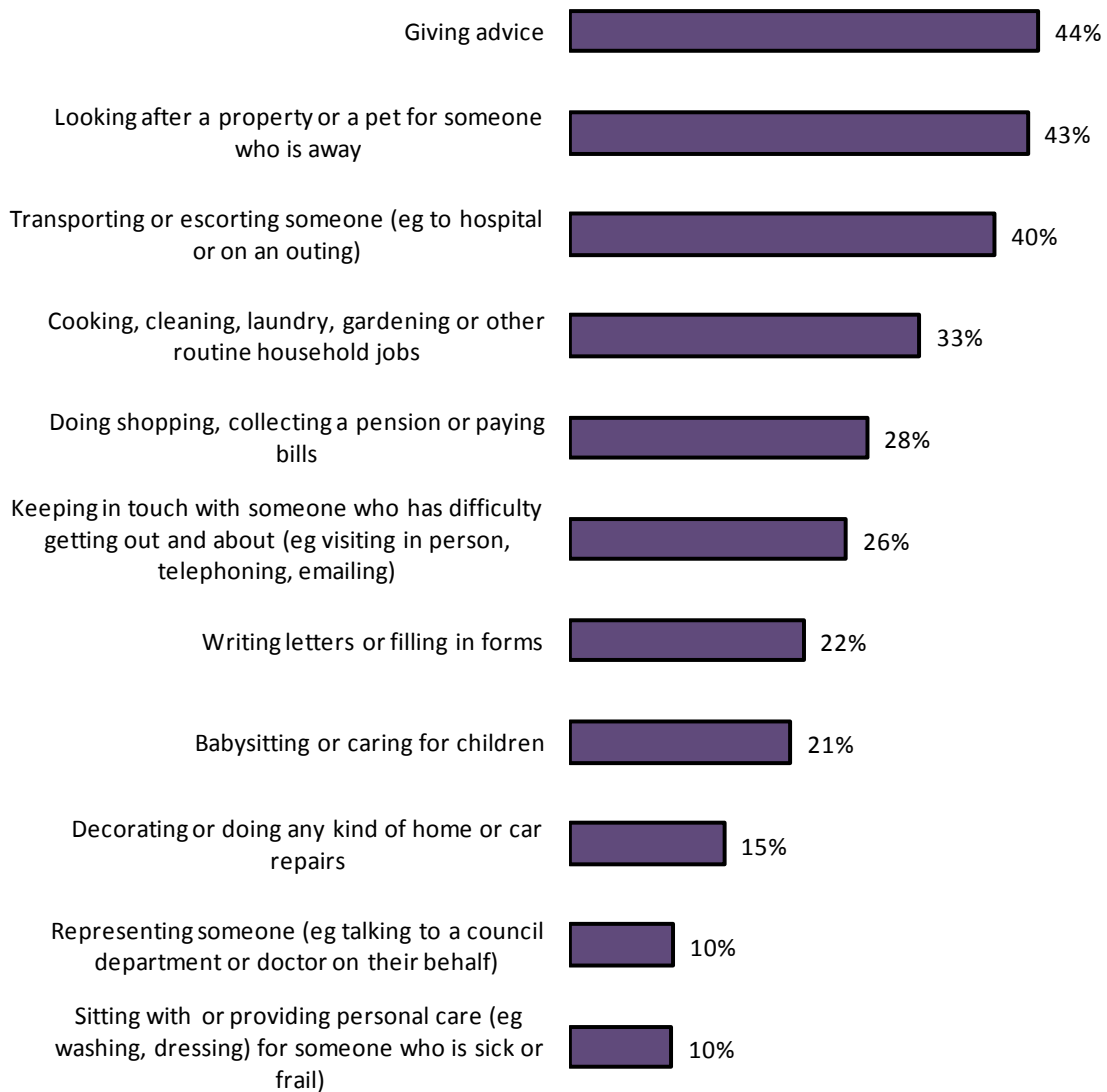
Chart 32 - On average, how often during the last 12 months have you given unpaid help to someone who was not a relative?



Base: Respondents who had given unpaid help to someone in the last 12 months (1,496 unweighted, 1,103 weighted)

Respondents giving unpaid help most commonly gave advice, looked after property or a pet for someone who was away or transported or escorted someone (44%, 43% and 40% respectively).

Chart 33 - In which of the following ways have you given unpaid help to someone who was not a relative in the last 12 months?



Base: respondents who had given unpaid help in the last 12 months (1,425 unweighted, 1,054 weighted)

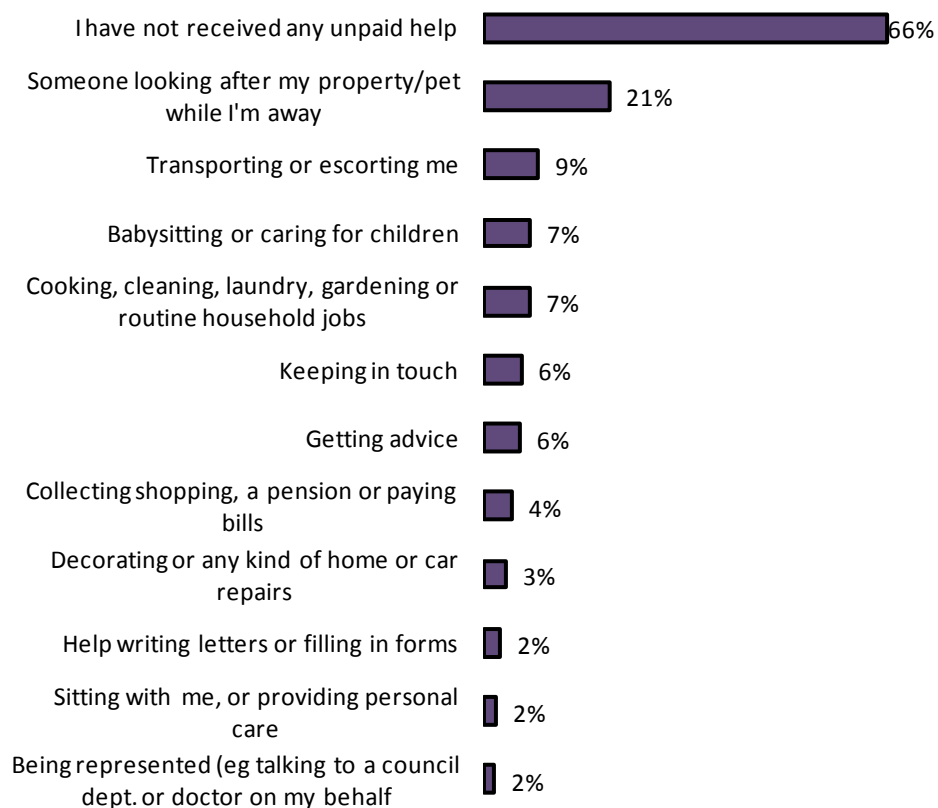
Women were more likely to help by: looking after a property or pet for someone who was away; shopping, collecting a pension or paying bills; and babysitting or caring for children (48%, 33% and 29% respectively).

On average (median) respondents had given four hours of unpaid help to others in the last four weeks, and half of respondents had given between two and eight hours of unpaid help. However, a quarter of respondents had given more than eight hours of unpaid help, and a small proportion had given over 50 hours' unpaid help in the last four weeks. Groups more likely to have given more than 8 hours of unpaid help to someone in the last 12 months are residents of small and mid-size towns with strong local roots (Mosaic group B); owner occupiers in

older-style housing in ex-industrial areas (Mosaic group J); and elderly people reliant on state support (Mosaic group M). It is important to understand if these groups – especially the latter group – are receiving all the support they can, and are made aware of any professional alternatives for supporting others.

Respondents were also asked if they received any unpaid help in the last 12 months. Three quarters of respondents had not received any unpaid help in the last 12 months (66%). Of those who had, they were most commonly helped by someone looking after their home or pet while they were away (21%).

Chart 34 - In the past 12 months have you received any unpaid help in any of the following ways?



Base: all respondents (2,474 unweighted, 1,872 weighted)

People with disabilities were more likely to have received unpaid help being transported or escorted, with routine household jobs and getting advice (15%, 12% and 9% respectively).

On average (median), respondents had received approximately three hours of unpaid help from others over the last four weeks, with half receiving between two and eight hours of unpaid help. A quarter had, however, received more than eight hours of unpaid help, and a small proportion had received over 50 hours of unpaid help. Groups more likely to have received more than eight hours of

unpaid help are couples with young children in comfortable modern housing (Mosaic group F) and elderly people reliant on state support (Mosaic group M). It is likely group F – couples with young children – receive help with childcare, so an opportunity may exist to provide access to formal childcare arrangements, for example through voucher schemes. It is again important to ensure that group M – elderly people reliant on state support – are aware of and can access other forms of formal help and support.

A number of differences overall emerged between socio-economic groups. The higher socio-economic groups – AB and C1 – were more likely to think their purse or wallet would be returned to them if they dropped it in their local area, indicating they trust their neighbours and people in their neighbourhoods more.

Residents in socio-economic groups AB and C1 were also less likely to state they were lonely, and were more likely to have participated in a group activity or to have volunteered in the past 12 months, suggesting they have a higher level of community engagement than other socio-economic groups.

6 Recommendations

- Understand the needs of groups who do not have access to support networks, such as friends, family and neighbours, and make sure they have adequate alternative methods of support in place. Groups most likely to be affected are: lower income residents (Mosaic supergroup E); elderly occupants (F); and social housing tenants (G).
- Determine if respondents are unlikely to remain in their local area because they are socially and economically mobile, or if they are dissatisfied with their area. If it is the latter, it should be determined which neighbourhoods are affected.
- Respondents like to think of themselves as similar to their neighbours. It is important to understand in which neighbourhoods this is a result of social segregation and stratification.
- The more affluent socio-economic groups were more likely to have volunteered in the last 12 months than others groups, so are more likely to participate in 'Big Society.' Appealing to this group will maximise Big Society participation, but other groups should be given the opportunity to participate too, perhaps by making volunteering opportunities more accessible. There might also be cultural influences that are preventing people from participating and volunteering more which need to be addressed to encourage these groups to participate.
- A correlation between low income and loneliness and low income and volunteering was found, suggesting it might be effective to advertise the social benefits of volunteering to encourage lower income residents to participate.

7 Appendix

7.1 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 dependent 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

7.2 Mosaic Supergroup Definitions

These groups are based on Experian Mosaic definitions which give a high level overview of an area and are constructed by combining together relevant Mosaic groups (see Appendix 7.3).

Group A

- Rural and small town inhabitants.
- Combine Mosaic groups A and B.

Group B

- Affluent households.
- Combine Mosaic groups C and D.

Group C

- Middle income families.
- Combine Mosaic groups E and F.

Group D

- Young people starting out.
- Combine Mosaic groups G and H.

Group E

- Lower income residents.
- Combine Mosaic groups I, J and K.

Group F

- Elderly occupants.
- Combine groups L and M.

Group G

- Social housing tenants.
- Combine groups N and O.

7.3 Mosaic Group Definitions

These groups are based on Experian Mosaic definitions which give a high level overview of an area.

Group A

Residents of isolated rural communities.

Group B

Residents of small and mid-size towns with strong local roots.

Group C

Wealthy people living in the most sought-after neighbourhoods.

Group D

Successful professionals living in suburban or semi-rural homes.

Group E

Middle income families living in moderate suburban semis.

Group F

Couples with young children in comfortable modern housing.

Group G

Young, well-educated city dwellers.

Group H

Couples and young singles in small modern starter homes.

Group I

Lower income workers in urban terraces in often diverse areas.

Group J

Owner occupiers in older-style housing in ex-industrial areas.

Group K

Residents with sufficient incomes in right-to-buy social housing.

Group L

Active elderly people living in pleasant retirement locations.

Group M

Elderly people reliant on state support.

Group N

Young people renting flats in high density social housing.

Group O

Families in low-rise social housing with high levels of benefit need.