

# **Living in Lancashire Wave 33 survey**

## **Help Direct**

**Prepared by** Mick Edwardson  
Corporate Research and Intelligence Team  
Policy Unit  
Lancashire County Council  
August 2011

## Contents

<b>1</b>	<b>Executive summary .....</b>	<b>3</b>
1.1	Key findings .....	3
1.2	Recommendations.....	3
<b>2</b>	<b>Introduction .....</b>	<b>5</b>
<b>3</b>	<b>Research objectives .....</b>	<b>5</b>
<b>4</b>	<b>Methodology .....</b>	<b>6</b>
4.1	Limitations.....	6
<b>5</b>	<b>Main research findings.....</b>	<b>8</b>
<b>6</b>	<b>Conclusions and recommendations .....</b>	<b>14</b>
<b>7</b>	<b>Appendix .....</b>	<b>15</b>
7.1	Socio-Economic-Group Definitions.....	15

## Table of Figures

Chart 1 - Before today, had you heard of Help Direct?	8
Chart 2 - How did you hear about Help Direct?	9
Chart 3 - Have you used the Help Direct service?	10
Chart 4 - How satisfied were you with the service you received from Help Direct?	10
Chart 5 - What could have been done to improve the service you received?	11
Chart 6 - Would you recommend Help Direct to your friends and family?	12
Chart 7 - If you experienced difficulties in the future, would you contact Help Direct to see how they could help?	13

## 1 Executive summary

This wave of the Living in Lancashire panel looked at people's views on Help Direct. The survey was sent by email or by post to all 3,283 members of the panel on 8 June and the fieldwork ended on 15 July 2011. In total 2,311 questionnaires were returned, giving an overall response rate of 70%.

### 1.1 Key findings

- Awareness of Help Direct has increased amongst panel members from 10% in wave 26 (2009) to 22% in this wave (2011).
- A quarter of respondents who have heard of Help Direct heard about it through the Help Direct leaflet or through work (25% for both).
- Of the respondents who have heard of Help Direct only 12% have used the service.
- Around three fifths of respondents who have used Help Direct were very satisfied with the service that they received (62%), while only 15% were dissatisfied.
- Around half of respondents would recommend Help Direct to friends and family (49%) while 43% don't know if they would recommend it.
- Two thirds of respondents would contact Help Direct if they experience difficulties in the future (65%).

### 1.2 Recommendations

Awareness of Help Direct among panel members has risen from 10% to 22% between 2009 and 2011, suggesting the steps taken to raise the profile of the service over the last 3 years have been working. The Help Direct leaflet is the most common way of hearing about Help Direct, so any future attempts to raise the profile of the service should look to use leaflets again.

Although overall awareness of Help Direct has risen to 22%, only 15% of respondents in rural areas know of it. Therefore, the service may wish to consider ways of raising awareness in rural areas.

Two thirds of respondents would contact Help Direct if they experienced problems in future (65%). This highlights the potential of the service - once people are made aware of the service, if the need arises they are likely to consider using it.

Finally, the importance of word of mouth for building up awareness and, ultimately, driving future use of the service should not be underestimated. Over a tenth of respondents heard about the service through friends and family (13%). The importance of word of mouth is underscored by the fact

that, while 49% of respondents who were aware of the service would recommend it to friends and family, 80% of respondents that had actually used the service would recommend it. Ensuring service users have a positive experience is therefore very important.

Only a small percentage of respondents were dissatisfied with the service they received (15%). This is encouraging but is only based on 174 respondents. It is worth considering doing some research specifically with Help Direct service users to monitor satisfaction with the service and to help determine areas where the service could improve.

## 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. 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 representative of the population as a whole.

## 3 Research objectives

The objective of this survey is to look at people's views on Help Direct. Questions looked specifically at:

- if panel members are aware of Help Direct;
- what their experience of the service is; and
- whether they would consider using Help Direct in future.

## 4 Methodology

This wave of Living in Lancashire research was sent to all 3,283 members of the panel on 8 June. A reminder was sent on 29 June, with a final closing date of 15 July 2011.

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 2,296 members and the online questionnaire was sent to 987 members. Where members didn't respond to the online questionnaire they were sent a paper reminder.

In total, 2,311 questionnaires were returned, giving an overall response rate of 70%.

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 1,671, 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 chances 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.

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 2,000 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 (eg of opinion, service usage).

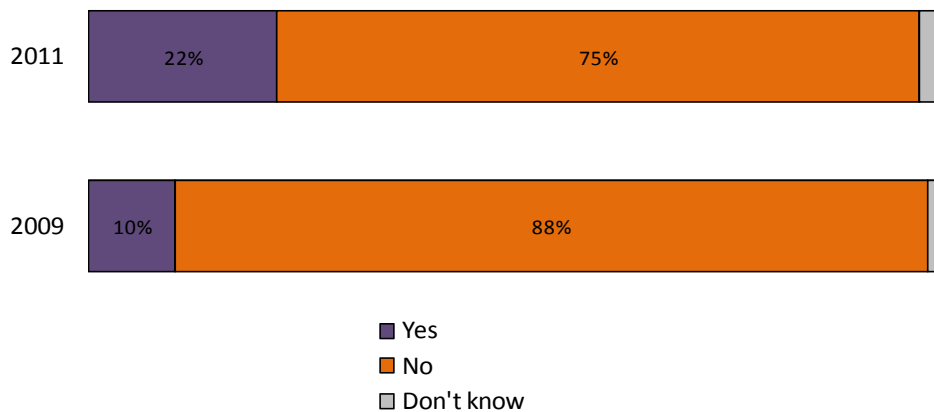
For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body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

A fifth of respondents had heard of Help Direct before completing the survey (22%). This question was also asked in November 2009 (Wave 26). At that time only 10% of respondents had heard of Help Direct.

**Chart 1 - Before today, had you heard of Help Direct?**



Base: All respondents 2011 (unweighted 2285, weighted 1730)  
All respondents 2009 (unweighted 2279, weighted 1958)

Respondents living in a rural area, male respondents and respondents over the age of sixty are less likely to have heard of Help Direct (15%, 18% and 18% say yes respectively).

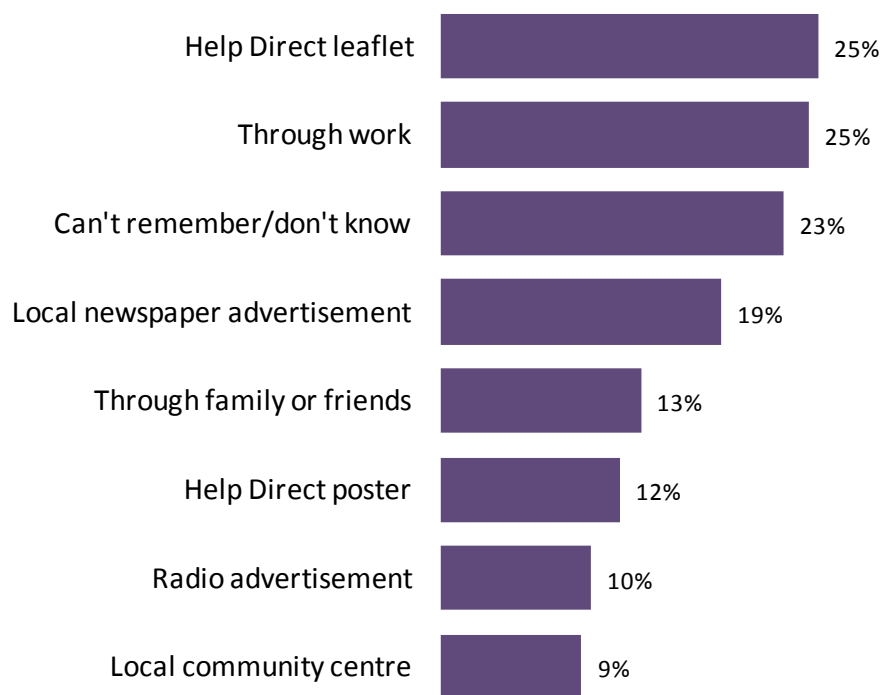


Of those respondents aware of Help Direct, a quarter heard about the service through a Help Direct leaflet (25%). The leaflet appears to have been an effective way of raising awareness consistently across all demographic groups (eg age, gender, ethnicity, geography).

A quarter of respondents have heard of Help Direct through work (25%).

Nearly a quarter of respondents can't remember or don't know where they first heard about Help Direct (23%).

**Chart 2 - How did you hear about Help Direct?**

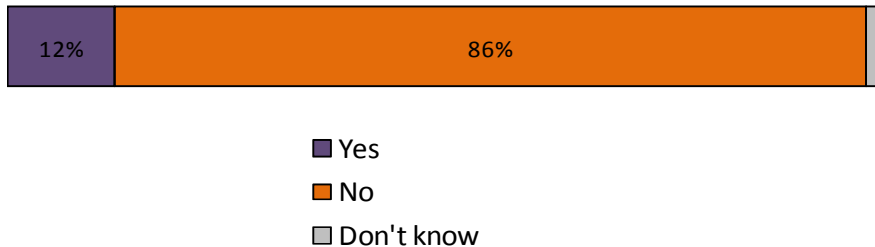


Base: Respondents who have heard of Help Direct (unweighted 571, weighted 462)

Disabled respondents are more likely to have heard about Help Direct through a local community centre (16%).

Of the respondents that have heard of Help Direct only 12% have used the service.

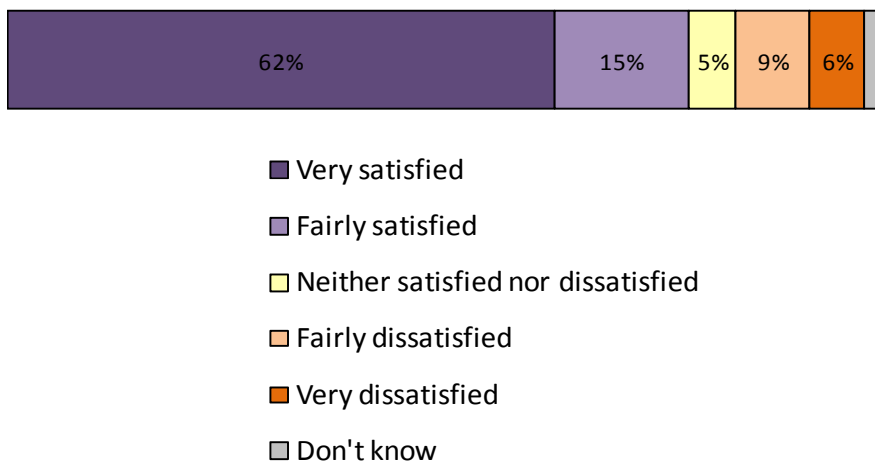
**Chart 3 - Have you used the Help Direct service?**



Base: Respondents who have heard of Help Direct (unweighted 705, weighted 535)

Respondents that have used Help Direct were asked how satisfied they were with the service they received. Around three quarters of respondents were satisfied with the service that they received (77%), while only 15% were dissatisfied

**Chart 4 - How satisfied were you with the service you received from Help Direct?**

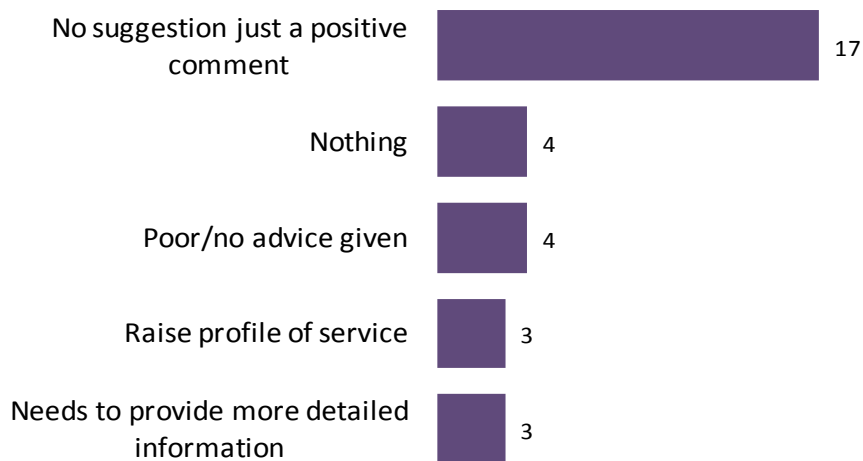


Base: Respondents who have used the Help Direct service (unweighted 87, weighted 65)

Panel members who have used the Help Direct service were asked an open question about what could have been done to improve the service they received. Very few suggestions for improvement were put forward.

The comments that were left are summarised below (values are shown as number of comments, not %).

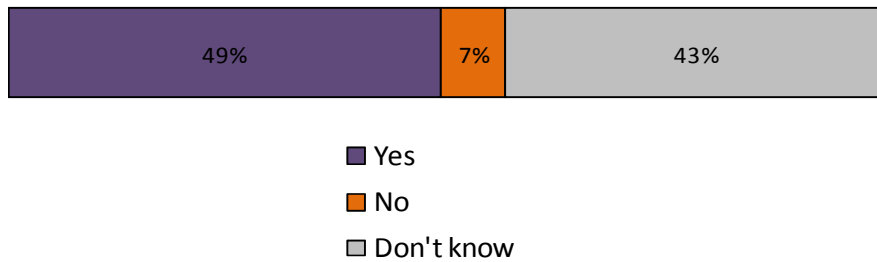
**Chart 5 - What could have been done to improve the service you received?**



Base: Respondents who have used the Help Direct service (unweighted 45)

Respondents that have heard of Help Direct were asked if they would recommend the service to friends and family. Around half of respondents would recommend Help Direct (49%), however 43% don't know.

**Chart 6 - Would you recommend Help Direct to your friends and family?**



Base: Respondents who have heard of Help Direct (unweighted 659, weighted 513)

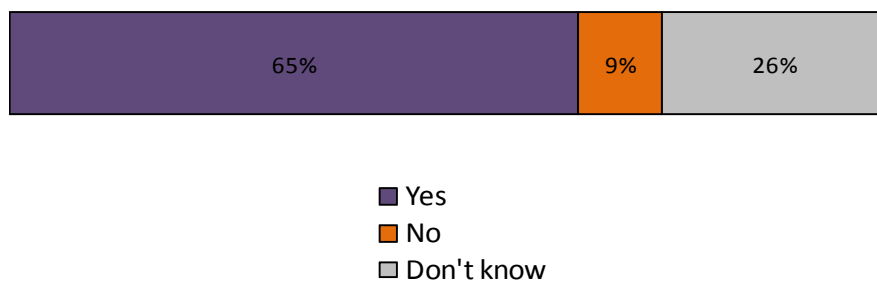
While this question was aimed at people who had heard of Help Direct, some respondents that hadn't heard of the service also responded. When we include only the respondents that reported they were aware of Help Direct before completing the survey, 59% would recommend it and a third stated they didn't know (33%).

Of respondents who have used the service (64 people), 80% would recommend it to their friends and family.

All panel members were given a summary of the service that Help Direct provides and were then asked if they would contact Help Direct in future if they experience difficulties.

Two thirds of respondents would contact Help Direct if they experience difficulties in future (65%). Only one in ten respondents said that they wouldn't (9%).

**Chart 7 - If you experienced difficulties in the future, would you contact Help Direct to see how they could help?**



Base: All respondents (unweighted 2245, weighted 1706)

Respondents aged over sixty and respondents with a disability were more likely to say they would contact Help Direct if they experienced difficulty in future (69% and 70% respectively).

## 6 Conclusions and recommendations

Awareness of Help Direct among panel members has risen from 10% to 22% between 2009 and 2011, suggesting the steps taken to raise the profile of the service over the last 3 years have been working. The Help Direct leaflet is the most common way of hearing about Help Direct, so any future attempts to raise the profile of the service should look to use leaflets again.

Although overall awareness of Help Direct has risen to 22%, only 15% of respondents in rural areas know of it. Therefore, the service may wish to consider ways of raising awareness in rural areas.

Two thirds of respondents would contact Help Direct if they experienced problems in future (65%). This highlights the potential of the service - once people are made aware of the service, if the need arises they are likely to consider using it.

Finally, the importance of word of mouth for building up awareness and, ultimately, driving future use of the service should not be underestimated. Over a tenth of respondents heard about the service through friends and family (13%). The importance of word of mouth is underscored by the fact that, while 49% of respondents who were aware of the service would recommend it to friends and family, 80% of respondents that had actually used the service would recommend it. Ensuring service users have a positive experience is therefore very important.

Only a small percentage of respondents were dissatisfied with the service they received (15%). This is encouraging but is only based on 174 respondents. It is worth considering doing some research specifically with Help Direct service users to monitor satisfaction with the service and to help determine areas where the service could improve.

## 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 with 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