

Living in Lancashire Wave 33 survey

Vision

Prepared by Mick Edwardson
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 people's views on Vision, the county council's newspaper. 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

- Half of respondents received the last edition of Vision (49%), but a quarter of respondents couldn't remember if they had received it (24%). It is worth noting that awareness of Vision may be higher amongst panel members than the general population as they are more likely to look out for council communications.
- Over half of respondents read at least a few articles in Vision (54%), with 30% reading all, or nearly all of it.
- Half of respondents agree that Vision lets them know what the county council is doing in their area (50%).
- Two fifths of respondents agree that Vision is well designed (38%).
- A quarter of respondents find out more about the county council from their local paper than from Vision (25%).
- Only 18% of respondents agree that they would miss Vision if it was not delivered. Respondents aged over 60 are more likely to miss Vision if it wasn't delivered (27%).

1.2 Recommendations

The last issue of Vision was received by half of the respondents but only a fifth of BME respondents (22%). BME respondents were also found to receive Vision less than white respondents when this question was asked in Wave 17 (2006). It is recommended that further work be carried out to understand why this difference exists and why any changes made between 2006 and 2011 have had little impact on this.

Although not read by everyone, Vision is still an important communication channel to certain groups (eg respondents aged over 60) and those that receive it are more likely to think that it is well designed and lets them know what the county council is doing. In light of this, Vision should be used in conjunction with other channels, such as the internet and Facebook, to get the county council message to residents.

Further research could be done to investigate what would encourage more people to read Vision and what people want to read about in Vision.

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 ie 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 the county council's newspaper, Vision. Questions looked specifically at:

- whether the respondent received the last edition of Vision;
- how much of Vision they read; and
- whether or not they agree with a number of statements concerning the newspaper.

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% (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 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).

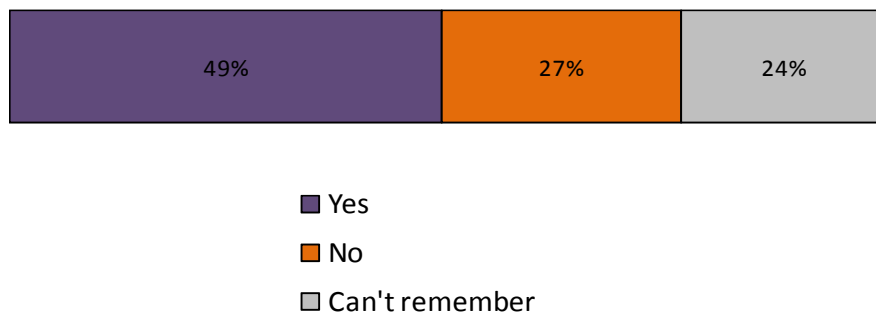
For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body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

Panel members were asked if they received the last edition of Vision, which was produced in April 2011. Half of respondents had received it (49%), but a quarter of respondents couldn't remember if they had (24%). It is worth noting that awareness of Vision may be higher amongst panel members than the general population as they are more likely to look out for council communications.

Chart 1 - The last edition of Vision was produced in April 2011. Did you receive a copy?



Base: All respondents (unweighted 2282, weighted 1728)

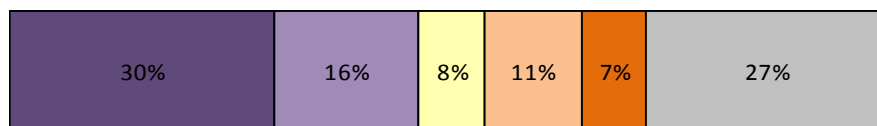
BME respondents are less likely to report receiving Vision – only 22% said they had.

The percentage of respondents that received Vision varied by district, with South Ribble (70%) and Wyre (61%) having the highest proportions, whilst Pendle (30%) had the lowest. This can be broadly categorised as an east and west split, with 53% of respondents in the west of the county reporting receiving it, whilst only 41% in the east of the county did.

Over half of respondents read at least a few articles in the most recent issue of Vision (54%), with 30% reading all, or nearly all of it.

This question was also asked in Wave 17, which took place in December 2006. At the time, over two thirds of respondents read at least a few articles in Vision (68%). This drop of 14%, between 2006 and 2011, comes after a number of changes to Vision, including it being produced less often and given a redesign. The fact that Vision was produced on a monthly basis in 2006 may account for more people reporting to read it then, as they were more likely to have received a copy around the time of the survey.

Chart 2 - How much of the most recent issue of Vision did you read?



- Read all, or nearly all, of it
- Read some of it
- Read a few articles
- Just glanced at it
- Didn't look at it
- Don't know

Base: All respondents (unweighted 1911, weighted 1450)

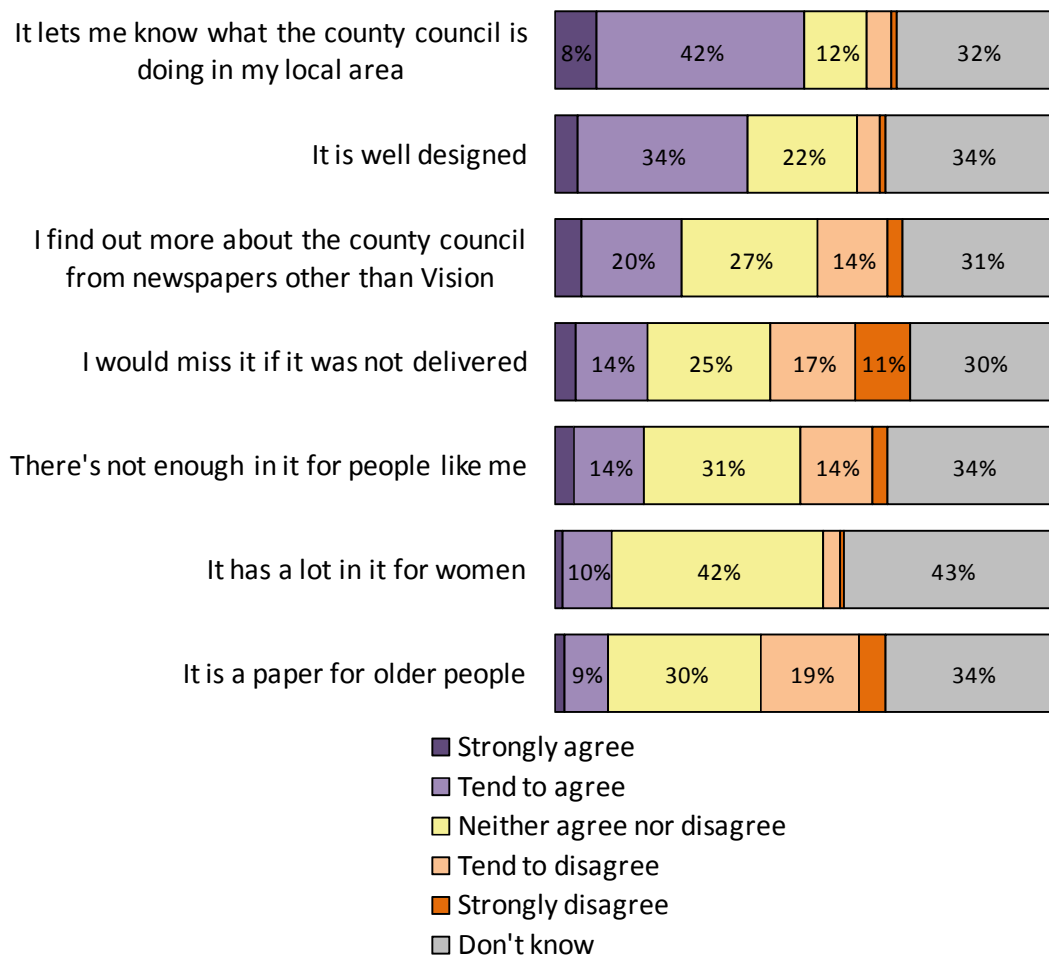
Older respondents (aged 60 and over) are more likely to read Vision with two thirds reading at least a few articles (67%) and 42% reading all, or nearly all, of it.

When asked whether or not they agree or disagree with a number of statements regarding Vision a large proportion of respondents answered 'don't know' or 'neither agree nor disagree'. Only 16% of respondents offered an opinion when asked if they think that Vision has a lot in it for women.

Half of respondents agree that Vision lets them know what the county council is doing in their area (50%). Two fifths of respondents agree it is well designed (38%). However, 25% agree that they find out more about the county council from their local paper than from Vision. Only 18% of respondents agree they would miss Vision if it was not delivered while 28% disagree.

These questions were also asked in wave 17 (2006) and received similar responses.

Chart 3 - How strongly do you agree or disagree with the following statements about Vision?



Base: All respondents (unweighted 1767, weighted 1387)

Respondents aged 60 and over are more likely to think Vision is well designed (51%) and agree they would miss it if it wasn't delivered (27%).

When this question was asked in wave 17, just under half of BME respondents agreed that there isn't enough in Vision for people like them (46%). Only a quarter of BME respondents now agree with this (23%). However, BME respondents are more likely to agree that Vision is a paper for older people (18% agree).

All respondents were asked to agree or disagree with the statements about Vision. This produced a significant number of don't know responses. When only respondents who said they received the last edition of Vision are analysed the majority of don't know responses are removed.

Nearly three quarters of respondents that received the last edition of Vision agree that it lets them know what the county council is doing in their area (72%), up from half of all respondents (50%).

For the statement about Vision being well designed, three fifths of respondents that received the last edition of Vision agree (59%), up from two fifths of all respondents (38%).

Over a quarter of respondents that received the last edition of Vision would miss it if it was not delivered (27%), up from 18% of all respondents. However, over a third of respondents that received the last edition of Vision wouldn't miss it (35%), up from 28% of all respondents.

6 Conclusions and recommendations

The last issue of Vision was received by half of the respondents but only a fifth of BME respondents (22%). BME respondents were also found to receive Vision less than white respondents when this question was asked in Wave 17 (2006). It is recommended that further work be carried out to understand why this difference exists and why any changes made between 2006 and 2011 have had little impact on this.

Although not read by everyone, Vision is still an important communication channel to certain groups (eg respondents aged over 60) and those that receive it are more likely to think that it is well designed and lets them know what the county council is doing. In light of this, Vision should be used in conjunction with other channels, such as the internet and Facebook, to get the county council message to residents.

Further research could be done to investigate what would encourage more people to read Vision and what people want to read about in Vision.

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