



Living in Lancashire Survey

Local measures

December 2011

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1. Executive summary

This wave of Living in Lancashire looked at people's views on some of our local performance measures. The survey was sent by email or by post to all 2,793 members of the panel on 11 November. No reminder was sent and the fieldwork ended on 2 December 2011. In total 1,619 questionnaires were returned, giving an overall response rate of 58%.

1.1 Key findings

- Two thirds of respondents agree that their local area is a place where people from different backgrounds get on well together (68%) while around one in seven disagree (14%).
- Over four fifths of respondents are satisfied with their local area as a place to live (84%).
- Nine in every ten respondents are satisfied with their home as a place to live (90%).
- The top three things that are important to respondents in making somewhere a good place to live are the level of crime (65%), clean streets (57%) and health services (55%). The most common responses to what most needs improving in respondents' local area are road and pavement repairs (51%), activities for children (46%) and job prospects (41%).
- A third of respondents agree that they can influence decisions affecting their local area (34%) but over half feel they can't (52%).
- Around half of respondents agree that local public services are working to make their area cleaner (52%) and to make the area safer (44%). Opinion is divided on whether local public services act on the concerns of local residents (29% agree, 25% disagree) and whether they promote the interests of local residents (25% agree, 24% disagree).
- The majority of respondents are satisfied with their GP (81%). Of the public services listed, respondents are least satisfied with the police (52%).
- Around two fifths of their respondents agree that their local district council and Lancashire County Council provide value for money (42% and 37% respectively).
- The majority of respondents feel informed about how and where to register to vote (93%) and three quarters of respondents feel informed about how their council tax is spent (76%).
- Two fifths of respondents feel well informed about the county council (42% very and fairly well informed).
- Half of respondents agree that overall the quality of county council services are good (50%). Only a fifth of respondents agree that the county council treats all parts of Lancashire fairly (20%).

- Nearly a third of respondents disagree that the county council communicates clearly to them and listens to them (30% and 32% respectively).
- Only one in six respondents think the county council is not relevant to them (16%), but nearly half of respondents think the county council is too bureaucratic and that it is too remote and impersonal (47% and 45% agree respectively).
- Around half of respondents are satisfied with the way their local district council runs things (52%) and two fifths are satisfied with the way Lancashire County Council runs things (43%).
- The majority of respondents feel safe outside in their local area during the day (92%) with over half feeling very safe (55%). Around three fifths of respondents feel safe after dark (62%).
- Encouragingly, when asked about different aspects of anti-social behaviour, most respondents don't think they are a problem in their local area. The biggest problem is rubbish or litter lying around (35% think it is a very or fairly big problem).

1.2 Conclusions and recommendations

Overall, the majority of local measures in this survey have not significantly changed since 2010 (wave 31). This said, some areas have shown improvement, for example, respondents are more likely to feel informed about how their council tax is spent and are more likely to feel that the county council provides value for money.

With the budget constraints across the whole public sector and the associated changes to the services we provide it is important that the county council communicates to residents how their council tax is spent and what level of service they can expect from us. To ensure we understand if we are effectively communicating these messages, it is important that we continue to monitor resident perception of the county council.

As with last year's survey, road and pavement repairs remain the top issue that respondents feel most needs improving in their area. The county council has made significant efforts to improve road and pavement repairs across Lancashire and we have recently agreed to monitor, through the Living in Lancashire panel, the impact of this work on resident perception.

There has been an increase in the proportion of respondents, now around two fifths, that feel that job prospects need improving in Lancashire. This perception is likely to be influenced by both an individual's experience of the current economic climate and by recent negative media stories, eg job cuts at BAE Systems. Therefore, it is important that we deliver projects in the county to stimulate economic growth and communicate our actions and successes clearly to both local residents and local businesses.

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 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 about local public services. Questions looked specifically at:

- perception of respondents local area;
- local public services;
- local district councils and the county council; and
- community safety.

4. Methodology

This wave of Living in Lancashire was sent to 2,793 members of the panel on 11 November. Due to time constraints, no reminder was sent and the closing date was 2 December 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 1,968 members and the online questionnaire was sent to 825 members.

In total 1,619 questionnaires were returned, giving an overall response rate of 58%.

The data set is 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 1,031, 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%
1,000	3%	3%	2%
2,000	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	1,000	5%	5%	3%
2,000	2,000	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

5.1 Local area

Panel members were asked about how well people from different backgrounds get on in their local area.

Two thirds of respondents agree that their local area is a place where people from different backgrounds get on well together (68%) while around one in seven disagree (14%).

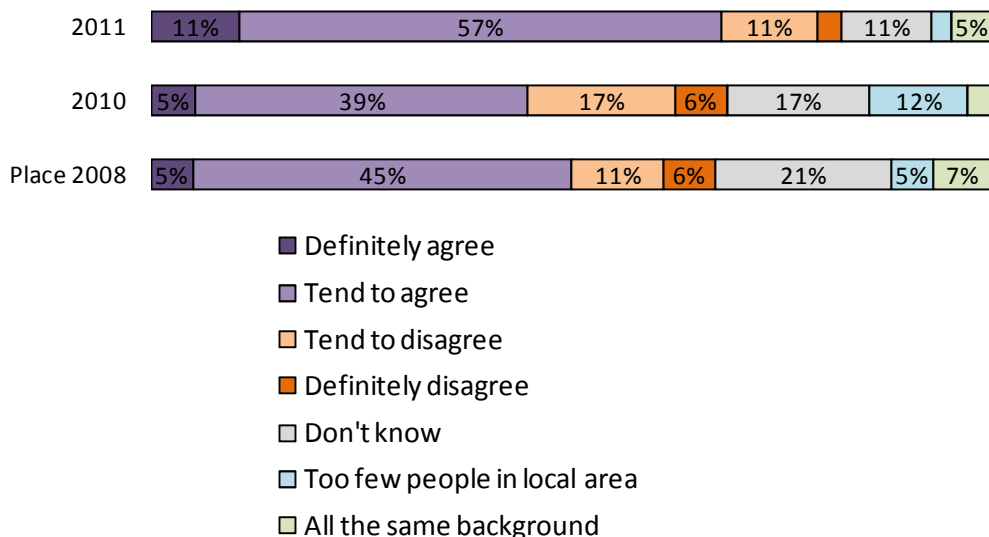
This question was also asked on the Place Survey 2008¹. The two surveys are not exactly comparable due to differing methodologies. The Place Survey used a random sample of the Lancashire population rather than a specific panel which may contribute to a change in response. Despite this, it is worth comparing the two sets of responses to give an indication of how opinion has changed.

The proportion of respondents that agree that people from different backgrounds get on well together has increased significantly since 2008 from 50% then to 68% in 2011.

As well as the Place Survey 2008, this question was also asked in Living in Lancashire wave 29 (June 2010). In wave 29, the proportion of respondents that agreed that their local area is a place where people from different backgrounds get on well together had dropped from the Place Survey 2008 result of 50% to 44%. This was thought to be due to the fact that the theme of the questionnaire was immigration which may have influenced how respondents interpreted 'people from different backgrounds'.

¹ The Place Survey was a postal survey conducted for Lancashire County Council by Ipsos Mori. Surveys were sent to a random sample of addresses across the county. 16,604 people responded to the Place Survey, giving a response rate of 36%.

Chart 1 - To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



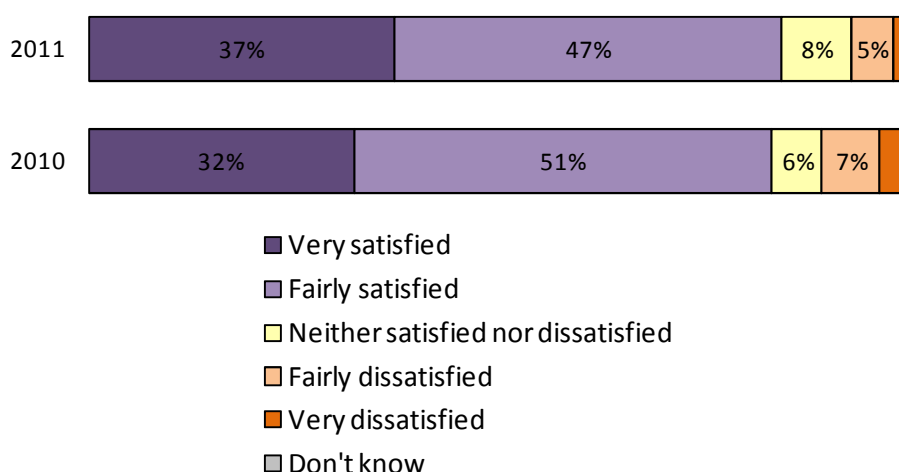
Base: All respondents 2011 (unweighted 1,603, weighted 1,072)
 All respondents 2010 (unweighted 2,024, weighted 1,496)
 All respondents 2008 (unweighted 16,166, weighted 16,233)

Respondents in Burnley are less likely to agree that their local area is a place where people from different backgrounds get on well together (47%).

Over four fifths of respondents are satisfied with their local area as a place to live (84%).

This question was also asked in Living in Lancashire wave 31 (November 2010). Although the overall proportion of respondents that are satisfied is roughly unchanged, the proportion of respondents that are very satisfied has increased from 32% in 2010 to 37% in 2011.

Chart 2 - Overall, how satisfied or dissatisfied are you with your local area as a place to live?



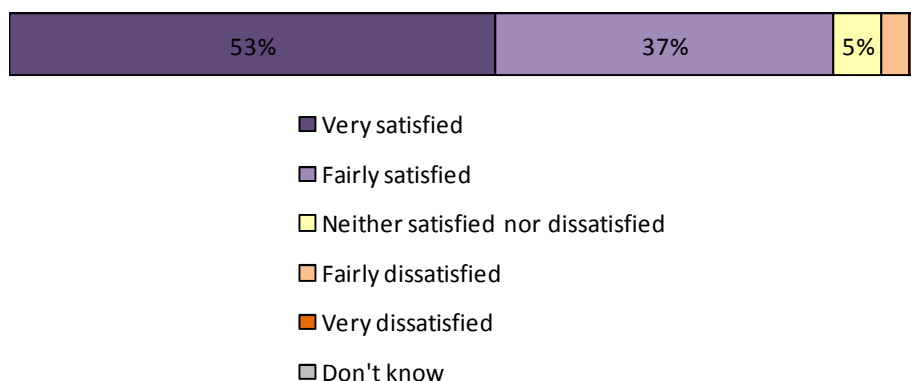
Base: All respondents 2011 (unweighted 1,604, weighted 1,072)
All respondents 2010 (unweighted 1,929, weighted 1,387)

BME respondents and respondents in socio-economic group DE are less likely to be satisfied with their local area as a place to live (72% and 77% satisfied respectively).

Respondents in Burnley, Hyndburn and Pendle are more likely to be dissatisfied with their local area as a place to live (24%, 15% and 12% dissatisfied respectively). However, the proportion of respondents in Pendle that are dissatisfied has decreased significantly from the wave 31 results (28% dissatisfied in 2010, 12% dissatisfied in 2011). While the proportion dissatisfied in Burnley and Hyndburn has not changed significantly since 2010, the proportion of respondents from Hyndburn that are very dissatisfied has significantly increased (4% very dissatisfied in 2010, 14% in 2011).

Nine in every ten respondents are satisfied with their home as a place to live (90%); over half are very satisfied (53%).

Chart 3 - And how satisfied or dissatisfied are you with your home as a place to live?



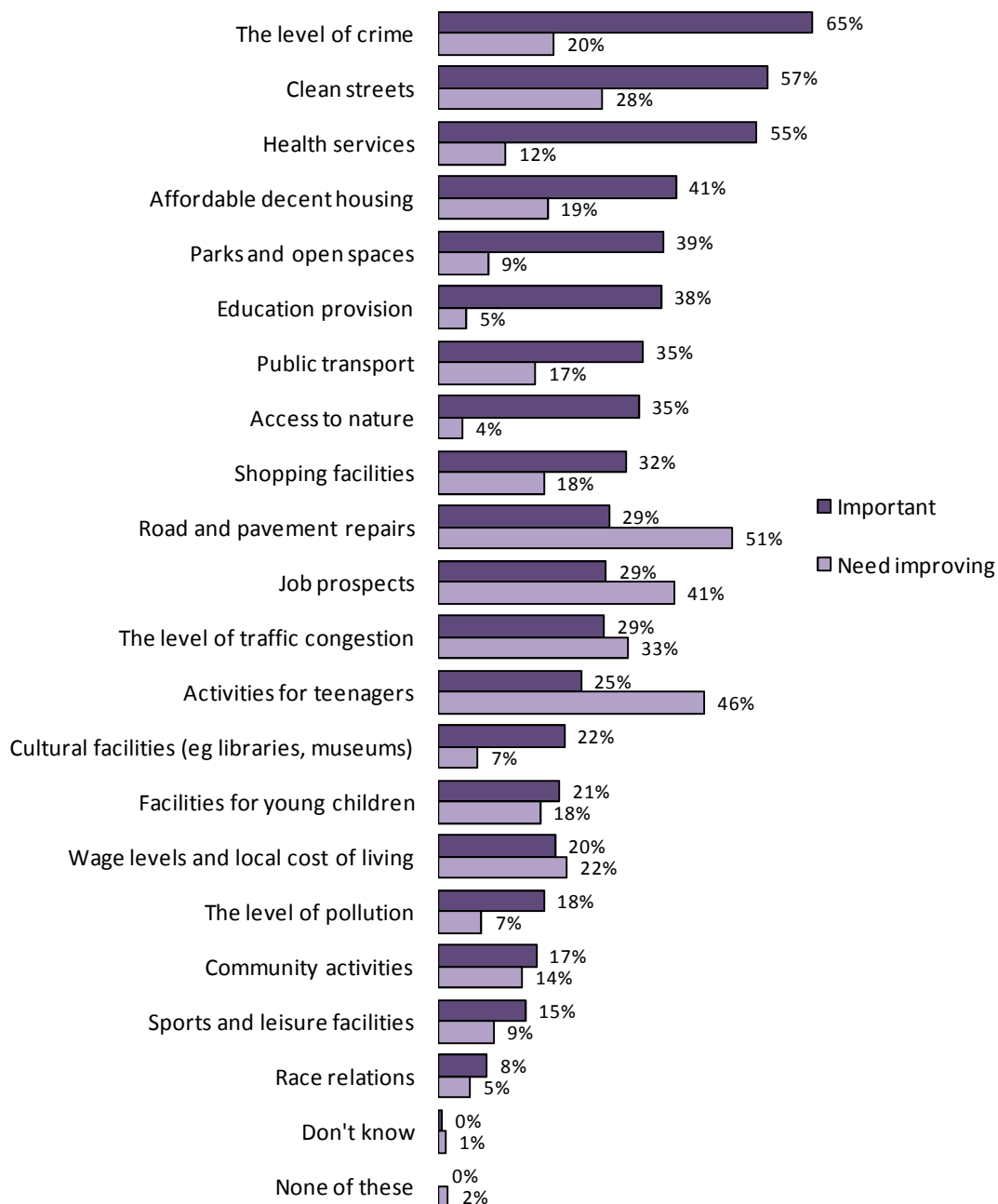
Base: All respondents (unweighted 1,599, weighted 1,065)

Older respondents (aged 60 and over) and respondents living in rural areas are more likely to be satisfied with their home as a place to live (both 96% satisfied). However, respondents in Hyndburn, Pendle and Burnley are more likely to be dissatisfied with their home (14%, 8%, and 6% dissatisfied respectively).

Panel members were then asked about facilities in their local area. The top three things that are important to respondents in making somewhere a good place to live are the level of crime (65%), clean streets (57%) and health services (55%). The most common responses to what most needs improving in respondents' local area are road and pavement repairs (51%), activities for teenagers (46%) and job prospects (41%).

When this question was asked in 2010 (wave 31) 36% of respondents felt that job prospects needed improving. In 2011 the proportion of respondents that feel job prospects need improving has increased to 41%.

Chart 4 - Which of the following facilities...
a) Are the most important in making somewhere a good place to live?
b) Do you think most need improving in your area?



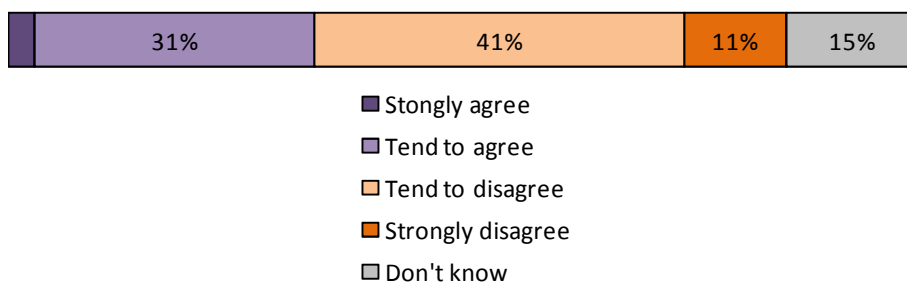
Base: All respondents (unweighted 1,604, weighted 1,073)

BME respondents are more likely to feel that a number of aspects of their local area need improving, these include: job prospects (58%); clean streets (42%); wage levels (38%); and the level of crime (38%).

In Lancaster respondents are more likely to say that traffic congestion needs improving (54%), while respondents in Burnley are more likely to say wage levels and the level of crime need improving (both 41%).

Respondents were then asked if they agree or disagree that they can influence decisions affecting their local area. A third agree that they can (34%), but over half feel they can't (52%).

Chart 5 - Do you agree or disagree that you can influence decisions affecting your local area?



Base: All respondents (unweighted 1,604, weighted 1,072)

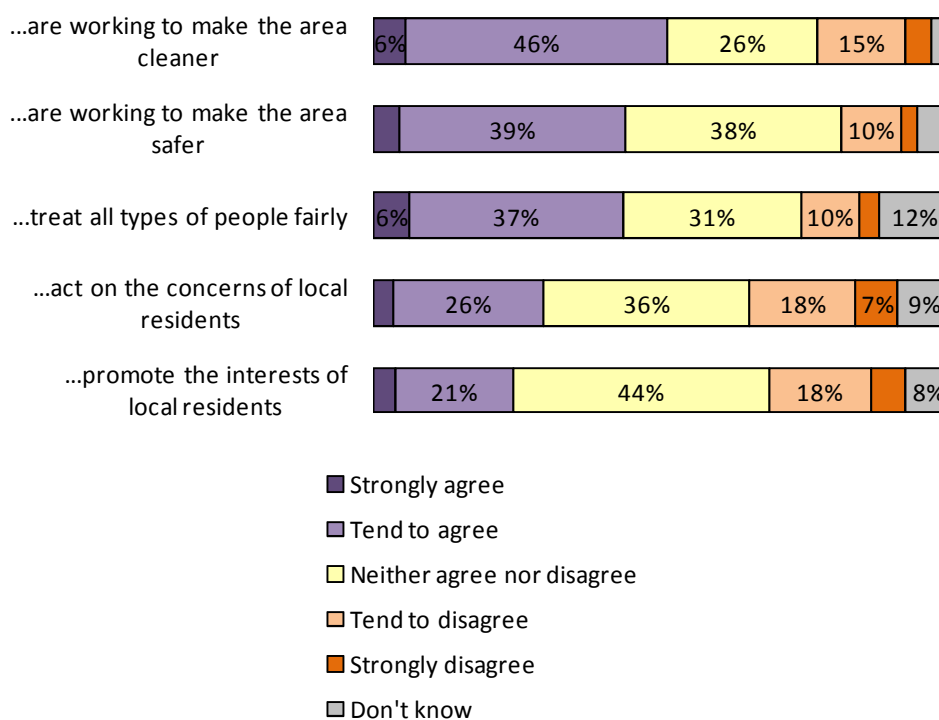
Older respondents (aged 60 and over) are more likely to agree that they can influence decisions affecting their local area (41% agree), but full-time workers are more likely to disagree (59% disagree).

5.2 Local public services

Panel members were then asked a series of questions about public services in their local area.

While around half of respondents agree that local public services are working to make their area cleaner (52%) and to make the area safer (44%), opinion is divided on whether local public services act on the concerns of local residents (29% agree, 25% disagree) and whether they promote the interests of local residents (25% agree, 24% disagree). For each statement, a significant proportion of respondents are unsure (answering 'neither agree nor disagree' or 'don't know') suggesting more could be done to make the public aware of the work of public services.

**Chart 6 - To what extent do you agree or disagree with the following statements about public services in your local area?
Local public services...**



Base: All respondents (unweighted 1,578, weighted 1,057)

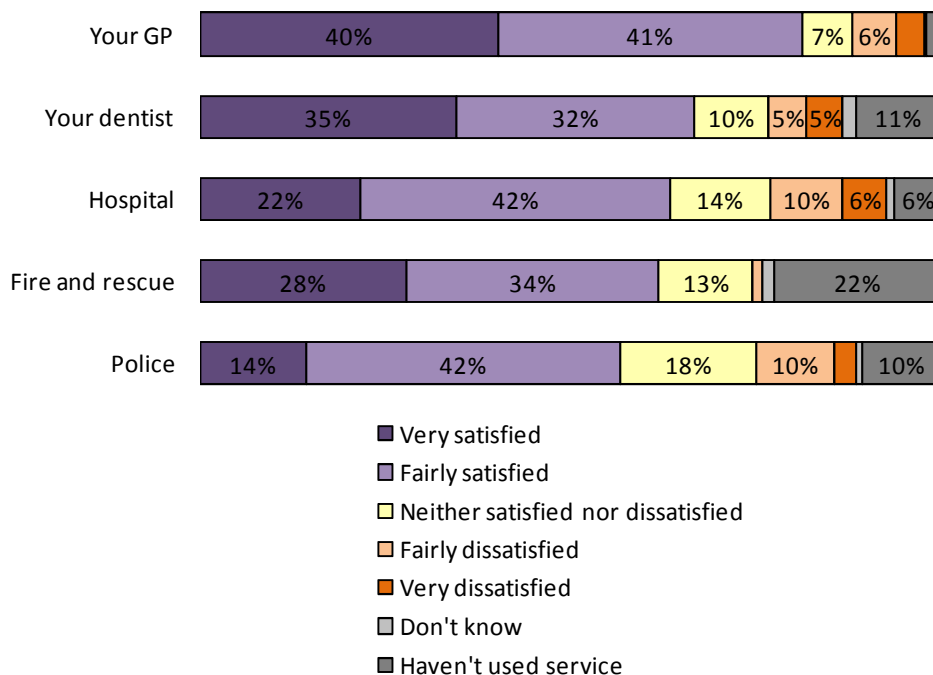
Men are less likely to agree with the statements about local public services (cleaner 47%, safer 41%, act on concerns 27% and promote interests 23%).

Full-time workers are less likely to agree that local public services promote the interests of local residents and are working to make the area safer (22% and 37% agree respectively).

Panel members were asked how satisfied they are with each of the public services in their area. The majority of respondents are satisfied with their GP (81%). Respondents are least satisfied with the police (52%).

Responses to these questions have not changed significantly from the responses received when this question was asked in December 2010 (wave 31).

Chart 7 - To what extent are you satisfied or dissatisfied with each of the following public services in your local area?



Base: All respondents (unweighted 1,582, weighted 1,055)

Disabled respondents and older respondents (aged 60 and over) are more likely to be satisfied with their GP (85% and 87% satisfied respectively), while BME respondents and full-time workers are more likely to be dissatisfied (15% and 14% dissatisfied respectively).

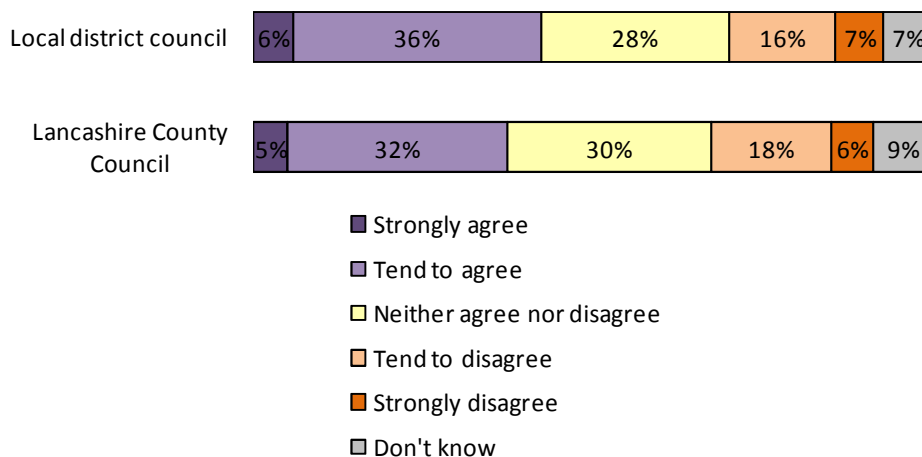
Full-time workers are also less likely to be satisfied with their dentist (64% satisfied).

Older respondents (aged 60 and over) and women are more likely to be satisfied with hospitals (69% and 67% satisfied respectively) whereas respondents in Burnley, Rossendale and Pendle are more likely to be dissatisfied (36%, 29%, and 20% dissatisfied respectively).

5.3 Local district councils and the county council

The proportion of respondents agreeing that district councils provide value for money has risen from 36% in 2010 (wave 31) to 42% in 2011. Over the same period, the proportion of respondents that agree the county council provides value for money has risen from 33% to 37%.

Chart 8 - To what extent do you agree or disagree that your local district council and Lancashire County Council provide value for money?



Base: All respondents (unweighted 1,584, weighted 1,053)

Women and older respondents (aged 60 and over) are more likely to agree that their local district council provides value for money (45% and 50% agree respectively), but respondents in Rossendale are more likely to disagree (43% disagree).

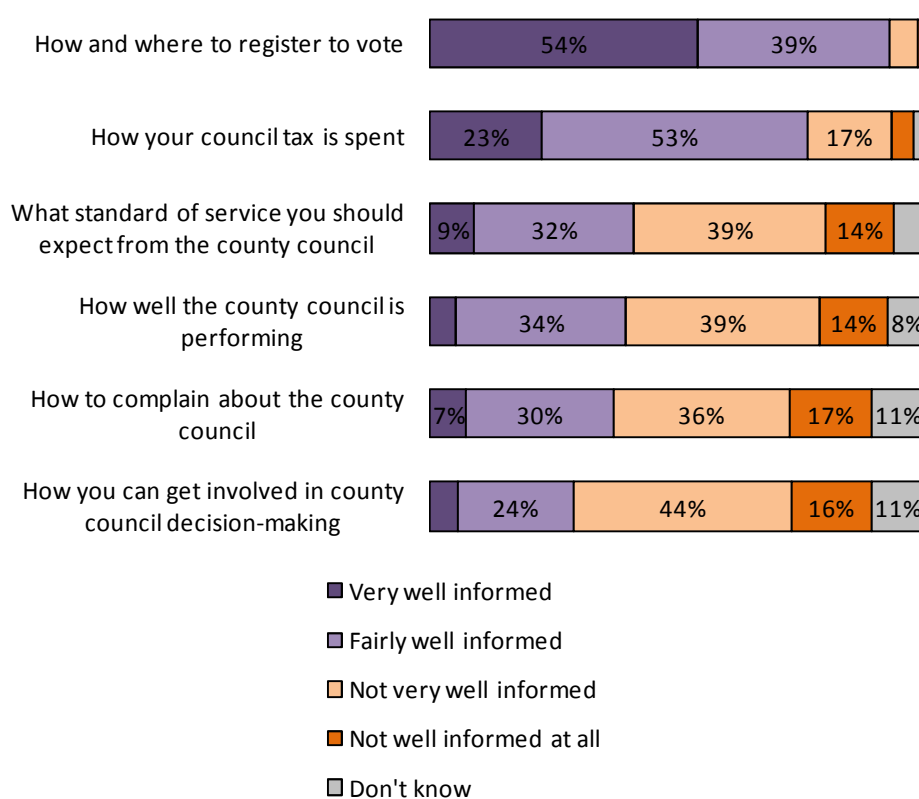
Women and older respondents (aged 60 and over) are also more likely to agree that Lancashire County Council provides value for money (40% and 42% agree respectively), while full-time workers are more likely to disagree (27% disagree).

Respondents are more likely to have the same view on value for money for both their local district council and Lancashire County Council. For example, respondents who agree that their local district council provides value for money are more likely to agree that Lancashire County Council provides value for money (84% agree) and similarly respondents who disagree that their district council provides value for money are more likely to disagree that the county council provides value for money (65% disagree). This suggests that many people remain unclear on the separate functions of the district and county councils and instead see 'the council' as one organisation.

Panel members were asked how well informed they feel about Lancashire County Council on a range of issues. The majority of respondents feel informed about how and where to register to vote (93%) and three quarters of respondents feel informed about how their council tax is spent (76%). However, respondents do not feel as well informed about the remaining four statements.

Since these questions were asked in 2010 (wave 31) there has been an increase in the in the proportion of respondents that feel very or fairly well informed about how their council tax is spent (71% in 2010 and 76% in 2011) and how to complain about the county council (30% in 2010 and 36% in 2011).

Chart 9 - Thinking specifically about Lancashire County Council, how informed do you think you are about each of the following?



Base: All respondents (unweighted 1,578, weighted 1,056)

Respondents in Burnley are less likely to feel informed about how their council tax is spent (68% very well and fairly well informed).

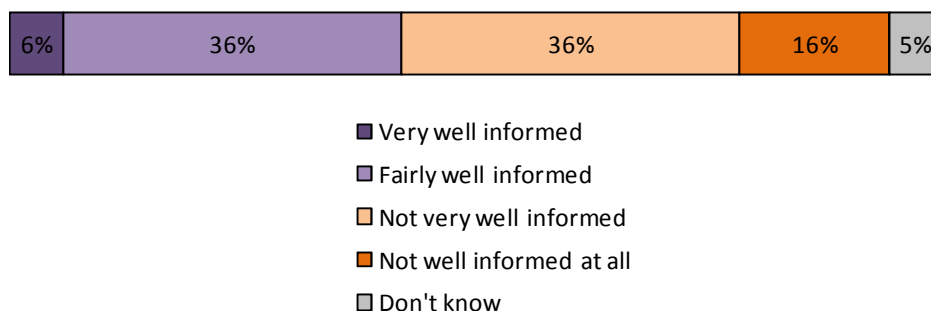
Older respondents (aged 60 and over) are more informed about how the county council is performing (45% very or fairly well informed) but full-time workers are less well informed (32% very or fairly well informed).

Male respondents and those with a disability are less well informed about how to complain (both 32% very or fairly well informed).

Two fifths of respondents feel well informed about the county council (42% very or fairly well informed).

The proportion of respondents that feel very or fairly well informed about the county council has increased from 39% in 2010 (wave 31) to 42%.

Chart 10 - Overall, how well informed do you feel about the county council

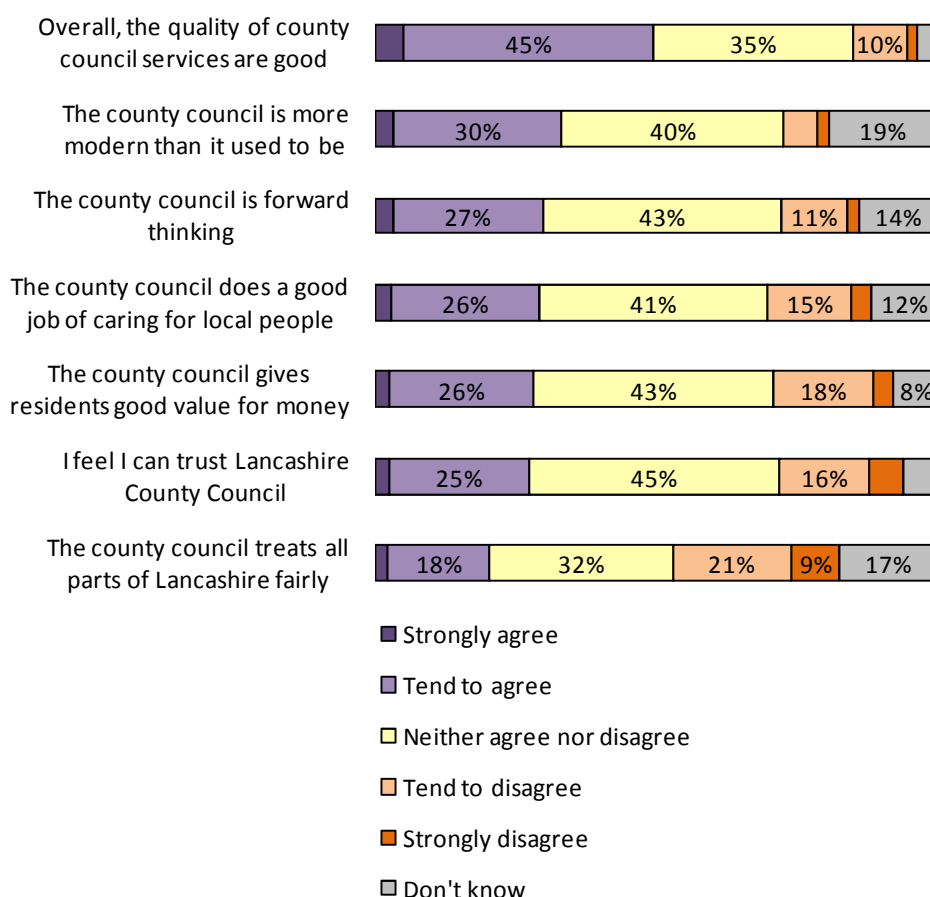


Base: All respondents (unweighted 1,592, weighted 1,060)

Respondents from east Lancashire are more likely to say that they do not feel informed about the County Council (56% not very well informed or not well informed at all).

Panel members were asked to what extent they agree with a series of positive statements about Lancashire County Council. Again many respondents are unsure about all the statements, with at least two fifths of respondents stating neither agree nor disagree or don't know. This suggests the level of awareness of the work the county council does is low. Half of respondents agree that overall the quality of the county council services are good (50%). Only a fifth of respondents agree that the county council treats all parts of Lancashire fairly (20%).

Chart 11 - To what extent do you agree or disagree with the following statements about Lancashire County Council?

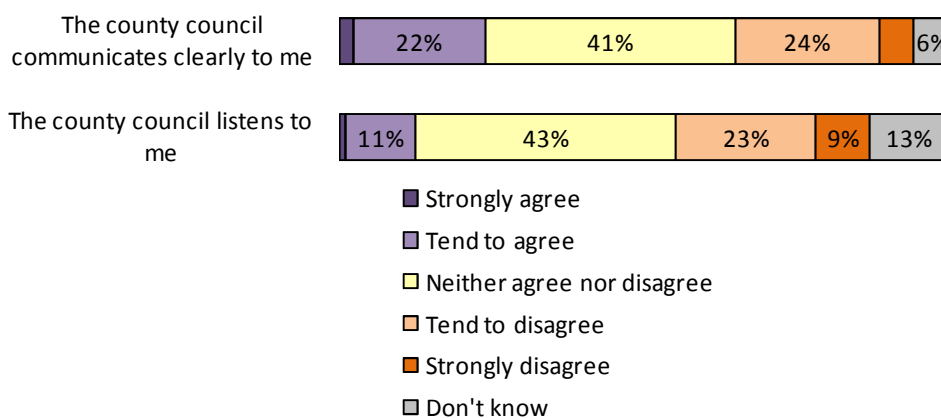


Base: All respondents (unweighted 1,578, weighted 1,049)

Respondents in east Lancashire are more likely to disagree that they can trust Lancashire County Council (28% disagree). They are also more likely to disagree that the county council treats all parts of Lancashire fairly (40% disagree). The feeling that the county council does not treat all parts of Lancashire fairly is even more pronounced in Pendle (44% disagree).

Panel members were asked to what extent they agree with a couple of positive statements about how the county council communicates with them. Again opinion was quite widely split with at least two fifths of respondents unsure about the statements (neither agree nor disagree or don't know). Nearly a third of respondents disagree that the county council communicates clearly to them and listens to them (30% and 32% respectively).

Chart 12 - To what extent do you agree or disagree with the following statements about Lancashire County Council?

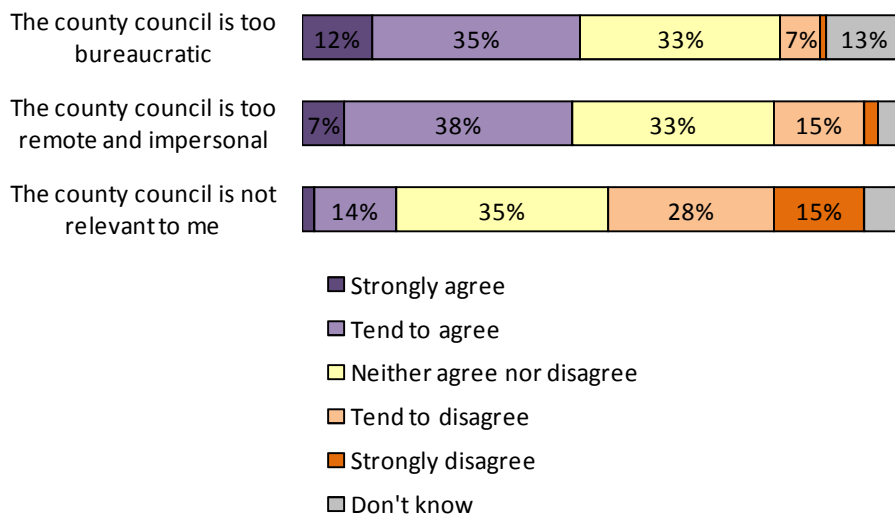


Base: All respondents (unweighted 1,587, weighted 1,059)

Respondents in east Lancashire are more likely to disagree that the county council listens to them (34% disagree).

Respondents were then asked how much they agree with some negative statements about Lancashire County Council. Again around two fifths of respondents are unsure. Only one in six respondents think the county council is not relevant to them (16%), but nearly half of respondents think the county council is too bureaucratic and that it is too remote and impersonal (47% and 45% agree respectively).

Chart 13 - To what extent do you agree or disagree with the following statements about Lancashire County Council?

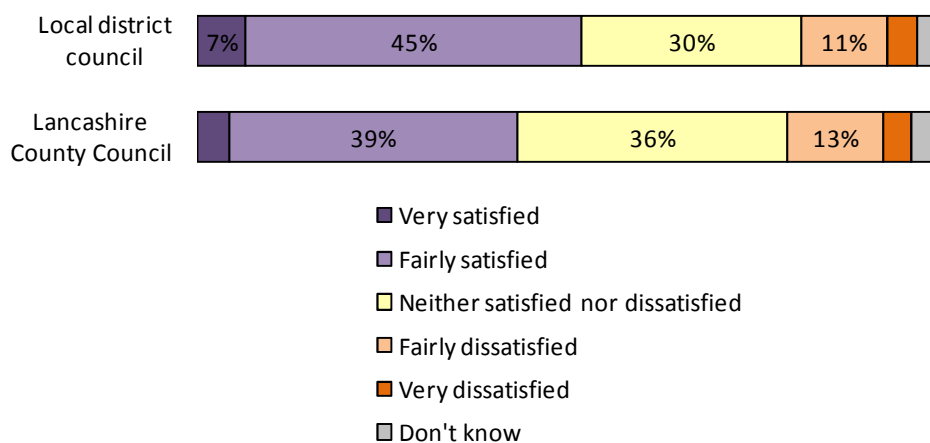


Base: All respondents (unweighted 1,545, weighted 1,033)

Full-time workers are more likely to agree that the county council is too bureaucratic, while older respondents are less likely to agree (53% and 37% agree respectively).

Around half of respondents are satisfied with the way their local district council runs things (52%) and two fifths are satisfied with the way Lancashire County Council runs things (43%). Around one in six respondents are dissatisfied with how local district councils run things and how the county council runs things (15% and 17% dissatisfied respectively).

Chart 14 - And now taking everything into account, how satisfied or dissatisfied are you with the way your local district council and Lancashire County Council run things?



Base: All respondents (unweighted 1,597, weighted 1,066)

Older respondents are more likely to be satisfied with both their local district council and Lancashire County Council (60% and 49% satisfied respectively), whereas full-time workers are more likely to be dissatisfied with both their local district council and Lancashire County Council (19% and 21% dissatisfied respectively).

Respondents who feel very well informed about the county council overall are more likely to be very satisfied with the way LCC runs things (31%). As with the earlier question on value for money, respondents are more likely to give the same response for local district council and Lancashire County Council (eg respondents who are very satisfied with their local district council are more likely to be very satisfied with LCC, 45%). This suggests that many respondents struggle to separate the work of the district councils and the county council.

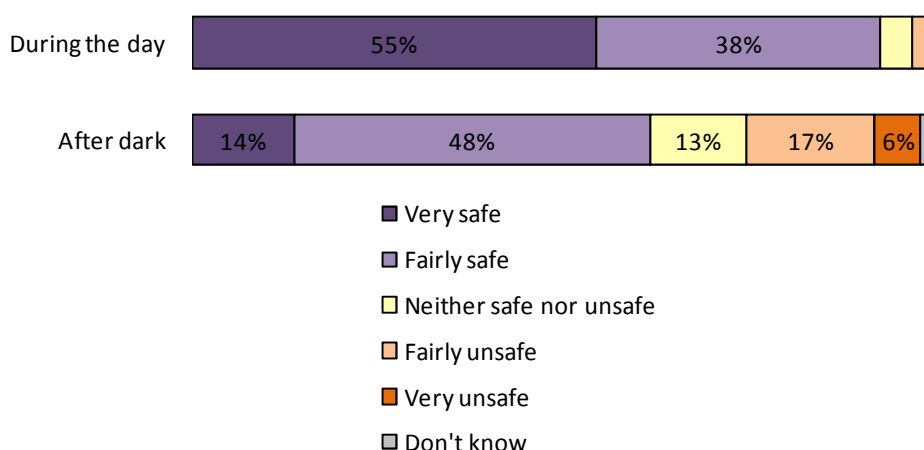
5.4 Community safety

The majority of respondents feel safe outside in their local area during the day (92%) with over half feeling very safe (55%). Around three fifths of respondents feel safe after dark (62%).

Chart 15 - How safe or unsafe do you feel outside in your local area...

a) after dark?

b) during the day?



Base: All respondents (unweighted 1,590, weighted 1,054)

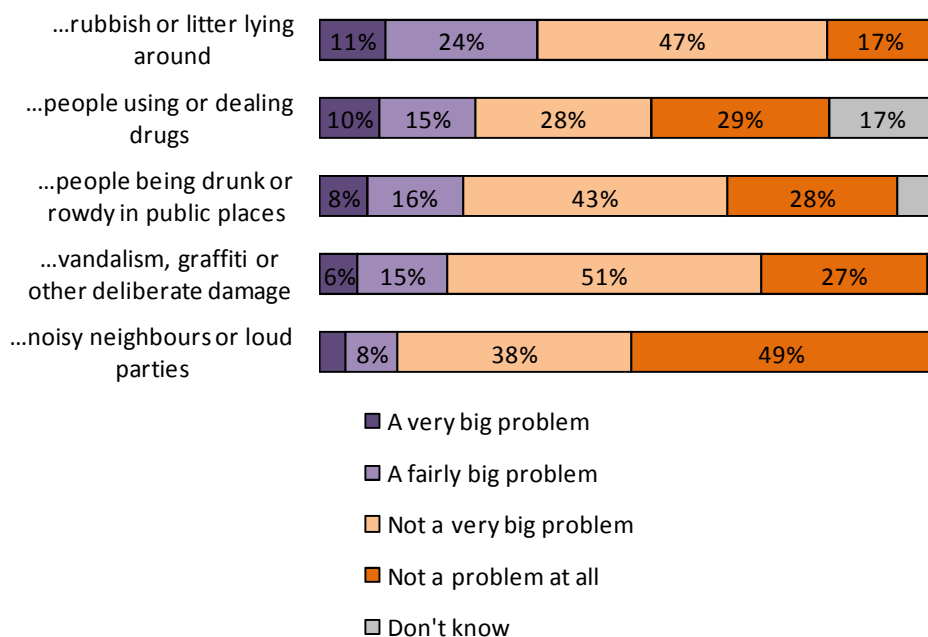
Respondents in the highest socio-economic group AB are more likely to feel safe during the day and after dark (during the day, 97% and after dark, 81%).

During the day respondents with a disability are less likely to feel safe in their local area (89% feel safe). Respondents in Burnley and respondents living in urban areas are less likely to feel very safe during the day (33% and 42% very safe respectively).

Women are more likely to feel unsafe after dark (28% feel unsafe), as are respondents in Burnley, Hyndburn and Pendle (38%, 33% and 35% feel unsafe respectively).

Encouragingly, when asked about different aspects of anti-social behaviour, most respondents don't think they are a problem in their local area. The biggest problem is rubbish or litter lying around (35% think it is a very or fairly big problem).

Chart 16 - Thinking about your local area, how much of a problem do you think each of the following are...



Base: All respondents (unweighted 1,590, weighted 1,064)

BME respondents are more likely to say that these issues are, a very or fairly big, problem in their local area: rubbish or litter lying around 66%; people using or dealing drugs 50%; people being drunk or rowdy in public places 47%; vandalism, graffiti or other deliberate damage 32%; and, noisy neighbour or loud parties 32%.

Respondents from Burnley are also more likely say that most of these issues are a problem in their local area: rubbish or litter lying around 49%; people using or dealing drugs 54%; vandalism, graffiti or other deliberate damage 34%; and, noisy neighbour or loud parties 21%.

6. Conclusions and recommendations

Overall, the majority of local measures in this survey have not significantly changed since 2010 (wave 31). This said, some areas have shown improvement, for example, respondents are more likely to feel informed about how their council tax is spent and are more likely to feel that the county council provides value for money.

With the budget constraints across the whole public sector and the associated changes to the services we provide it is important that the county council communicates to residents how their council tax is spent and what level of service they can expect from us. To ensure we understand if we are effectively communicating these messages, it is important that we continue to monitor resident perception of the county council.

As with last year's survey, road and pavement repairs remain the top issue that respondents feel most needs improving in their area. The county council has made significant efforts to improve road and pavement repairs across Lancashire and we have recently agreed to monitor, through the Living in Lancashire panel, the impact of this work on resident perception.

There has been an increase in the proportion of respondents, now around two fifths, that feel that job prospects need improving in Lancashire. This perception is likely to be influenced by both an individual's experience of the current economic climate and by recent negative media stories, eg job cuts at BAE Systems. Therefore, it is important that we deliver projects in the county to stimulate economic growth and communicate our actions and successes clearly to both local residents and local businesses.

Appendix 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