Living in Lancashire Survey

Economic Development

February 2012

Lancashire County Council

www.lancashire.gov.uk

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1. Executive summary

This wave of Living in Lancashire looked at people's views on economic development. The survey was sent by email or by post to all 2,779 members of the panel on 15 February. A reminder was sent on 7 March and the fieldwork ended on 23 March 2012. In total 1,971 questionnaires were returned, giving an overall response rate of 71%.

1.1 Key findings

Employment

- A fifth of respondents have no formal qualifications (20%). Two fifths of respondents have a degree level qualification or higher (40%).
- Around half of respondents are currently in paid employment (53%).

Travelling to work

- Around three quarters of respondents travel for up to half an hour each way to get to work (73%). Only one in twenty respondents travels for over an hour each way (6%).
- Just less than three quarters of respondents use the car to get to work every, or most, days (71%) while only one in twenty never use the car to get to work (4%). Around one in ten respondents walk to work every, or most, days (11%). The train is the least common method of transport used to get to work – only 1% of respondents use the train to get to work every, or most, days.
- The most common reasons for using a car to get to work are that it is more convenient (51%) and saves time (45%). A third of respondents said they had no other alternative (31%).
- To get to work, just under half of respondents would be prepared to travel for more than half an hour each way (48%). Around one in eight respondents are only willing to travel up to 15 minutes each way (13%).
- Around half of respondents are prepared to travel for longer than they currently do to get to their regular place of work (48%).
- Only around one in eight respondents feel that there is a wide range of jobs available for them in Lancashire which reflect their skill level/experience (13%). Around a quarter of respondents feel that there are very few jobs available for them within Lancashire (27%) and one in twenty feel there are no jobs available for them (5%).

Training

- To improve their employment prospects, a third of respondents are learning a new skill, or intend to learn a new skill within the next three years (33%).
- A fifth of respondents that aren't learning, or intending to learn, a new skill said the cost of training was stopping them (21%). Nearly a third of respondents in training or intending to learn a new skill said that financial support has encouraged or will enable them to train (32%).
- Over the next two years, a third of respondents feel their job prospects in Lancashire will get worse (36%), while only one in twenty respondents feel they will get better (6%).

1.2 Conclusions and recommendations

Travelling to work

- Car use is high among respondents because of convenience and the fact that it is quicker than using other alternatives. If we want people to consider alternatives to their car then work needs to be done to improve and promote the alternatives. This is especially important in rural areas where people are more likely to feel that they have no other choice than to use their car.
- Around a fifth of respondents are not willing to travel further because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that existing and future employment centres in Lancashire are developed with appropriate public transport access
- Half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that the appetite to travel is there if sufficiently well-paid jobs are available.

Job availability

- Around a third of respondents feel that there are very few or no jobs available for them in Lancashire. It would be worth publicising what Lancashire County Council and the Lancashire Local Enterprise Partnership is doing to bring jobs to the area and boost the economy to improve this perception.

Training

- 85% of respondents with no qualifications are not training or looking to train. The cost of training is one reason that is preventing people from training. It may be worth doing some work to promote grants and assistance that are available to people to take up training.

Disabled

- Disabled respondents are generally less satisfied in their responses – they feel their prospects are worse, they feel prevented from training due to ill health, they feel there are very few or no jobs for them in Lancashire and they are not working due to ill health. Lancashire County Council could further promote how the county council can help these people, for example through the Employment Support Service.

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 economic development. Questions looked specifically at:

- employment;
- travelling to work; and
- training to improve employment prospects.

4. Methodology

This wave of Living in Lancashire was sent to 2,779 members of the panel on 15 February. A reminder was sent on 7 March, with a final closing date of 23 March 2012.

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 1,957 members and the online questionnaire was sent to 822 members.

In total 1,971 questionnaires were returned, giving an overall response rate of 71%.

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 1,358, 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.

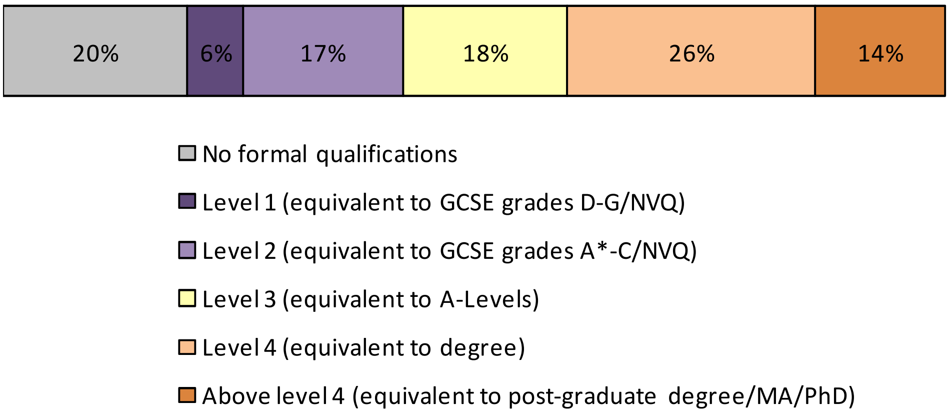
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

5.1 Employment

Panel members were asked what their highest level of qualification is. A fifth of respondents have no formal qualifications (20%). Two fifths of respondents have a degree level qualification or higher (40%).

Chart 1 - What is your highest level of qualification?

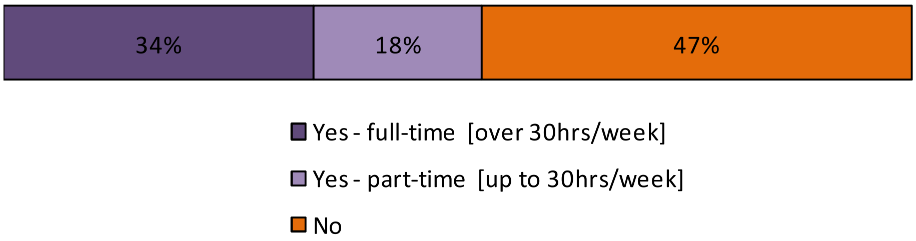


Base: All respondents (unweighted 1,830, weighted 1,337)

Full-time respondents, respondents in socio-economic group AB and respondents aged 25-44 are more likely to have a degree level qualification or higher (53%, 79% and 52% respectively). Disabled respondents are less likely to have a degree level qualification or higher (28%).

Around half of respondents are currently in paid employment (53%), with a third working full-time (34%) and around a fifth working part-time (18%).

Chart 2 - Are you currently in paid employment?



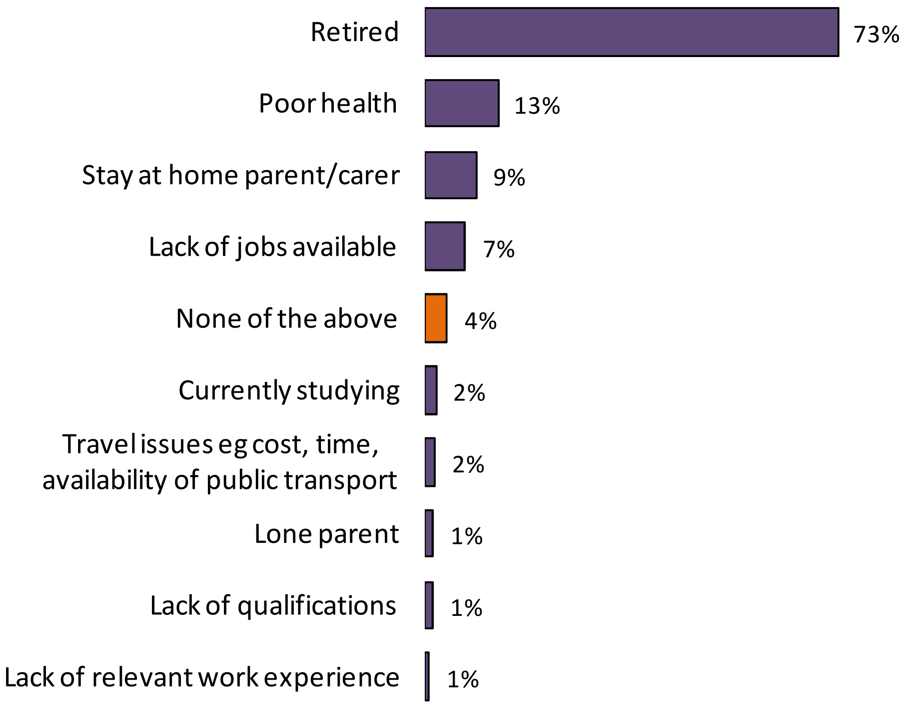
Base: All respondents (unweighted 1,898, weighted 1,375)

Disabled respondents are more likely not to be in paid employment (75%). Respondents in socio-economic group DE are more likely to be employed part-time (32%).

Respondents who said in the previous question that they have no formal qualifications are more likely not to be in paid employment (79%).

The majority of respondents who are not currently in paid employment are retired (73%). Around one in eight respondents are not currently in paid employment because of poor health (13%).

Chart 3 - Are you not working for any of the following reasons?

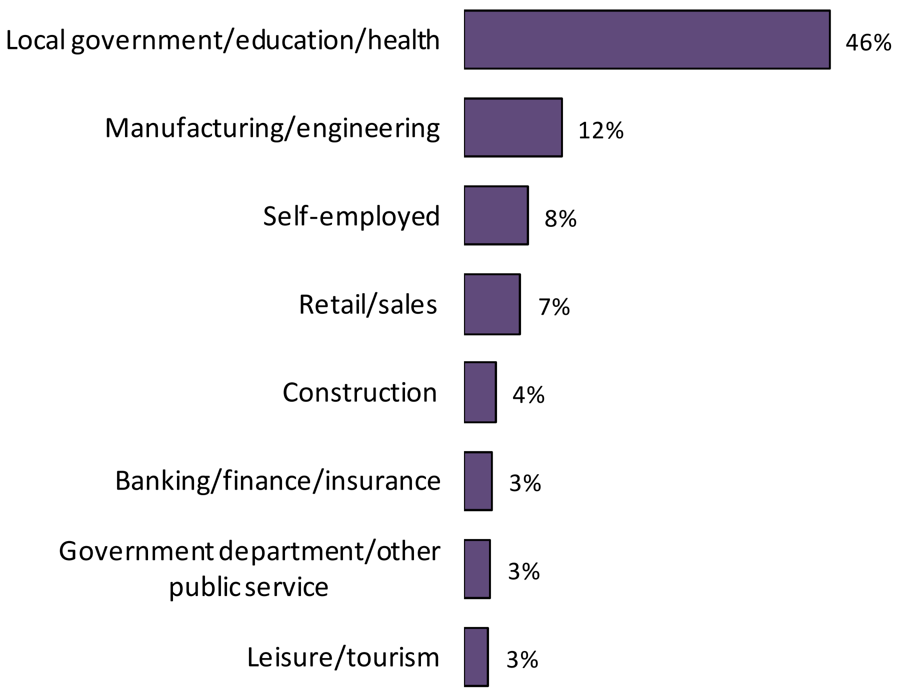


Base: Respondents who are not currently in paid employment (unweighted 1,187, weighted 701)

Female respondents and respondents in socio-economic group DE are more likely to say they are not currently working because they are a stay at home parent or carer (14% and 18% respectively). Disabled respondents are more likely to say they are not currently working because of poor health (23%).

Respondents who are in paid employment were asked which industry they currently work in. Just under half of respondents work in local government, education or health (46%). Around one in eight respondents work in manufacturing (12%).

Chart 4 - Which industry do you currently work in?



Base: Respondents who are currently in paid employment (unweighted 816, weighted 761)

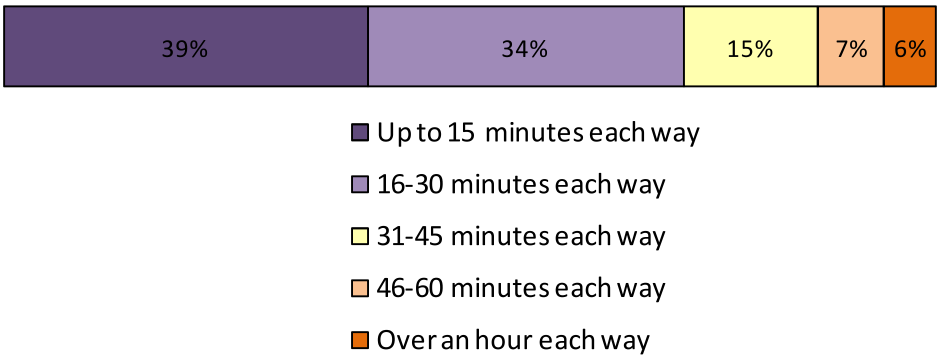
Part-time respondents are more likely to work in local government, education or health (62%), while male respondents are less likely to work in these areas (29%).

Respondents who have degree level qualification or higher are more likely to work in local government, education or health (77%).

5.2 Travelling to work

Respondents who are in paid employment were asked how long they currently travel to get to their regular place of work. Around three quarters of respondents travel for up to half an hour each way (73%). Only one in twenty respondents travels for over an hour each way (6%).

Chart 5 - How long do you currently travel to get to your regular place of work?



Base: Respondents who are currently in paid employment (unweighted 792, weighted 748)

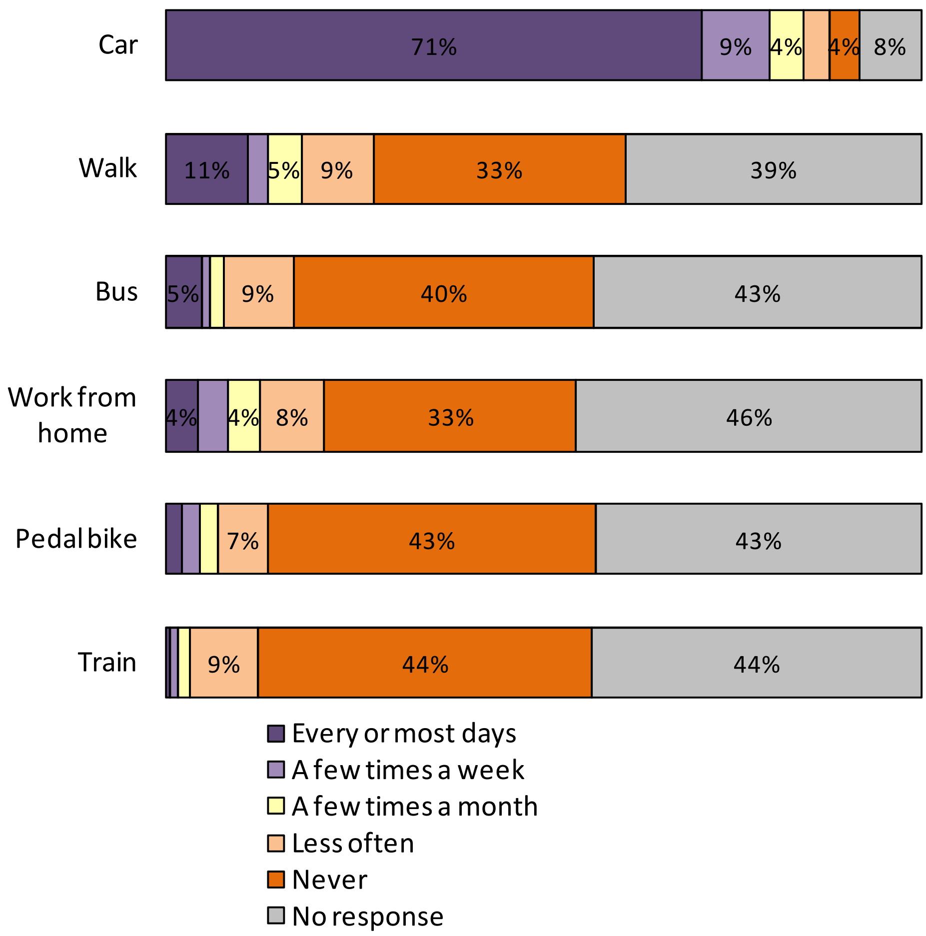
Male respondents and respondents in socio-economic group AB are more likely to travel for over an hour each way to get to their regular place of work (9% for both).

Respondents with no formal qualifications are more likely to travel for up to 15 minutes each way to get to their regular place of work (60%).

Respondents currently in paid employment were asked how often they use different methods of transport to get to work.

The most commonly used method by far is car. Just less than three quarters of respondents use the car to get to work every, or most, days (71%) while only one in twenty never use the car to get to work (4%). Around one in ten respondents walk to work every, or most, days (11%). The train is the least common method of transport used – only 1% of respondents use the train to get to work every, or most, days.

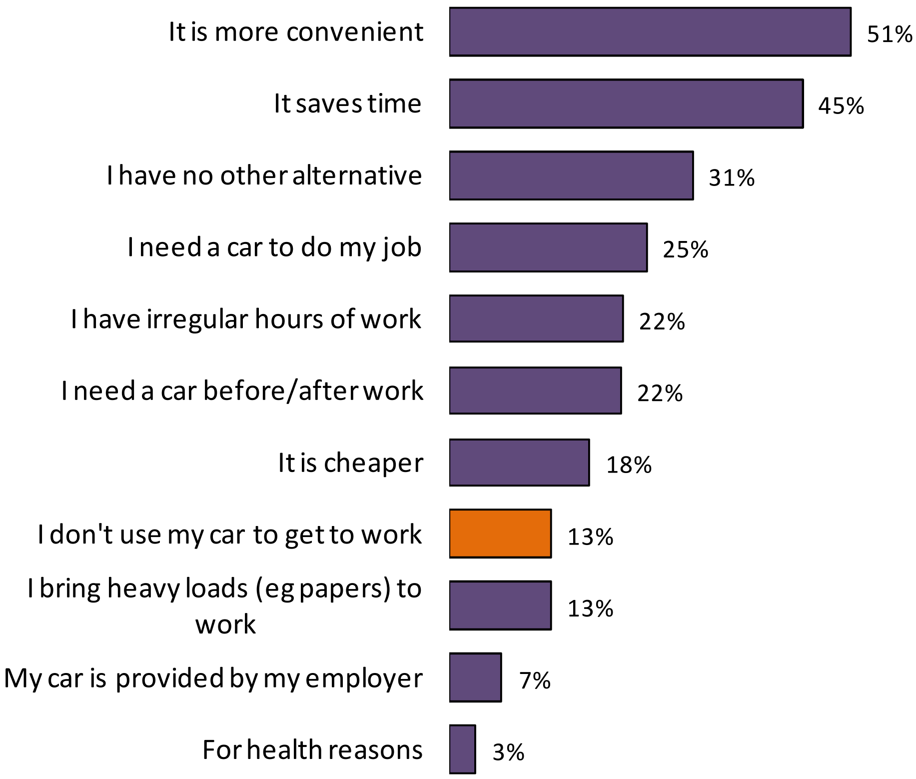
Chart 6 - How often do you use the following method(s) of transport to get to work?



Base: Respondents who are currently in paid employment (unweighted 775, weighted 725)

Respondents were asked what the main reasons are for using their car to get to work if they are car users. The most common responses were that it is more convenient (51%) and saves time (45%). A third of respondents said they had no other alternative (31%).

Chart 7 - If you are a car user, what are the main reasons why you use your car to get to work?



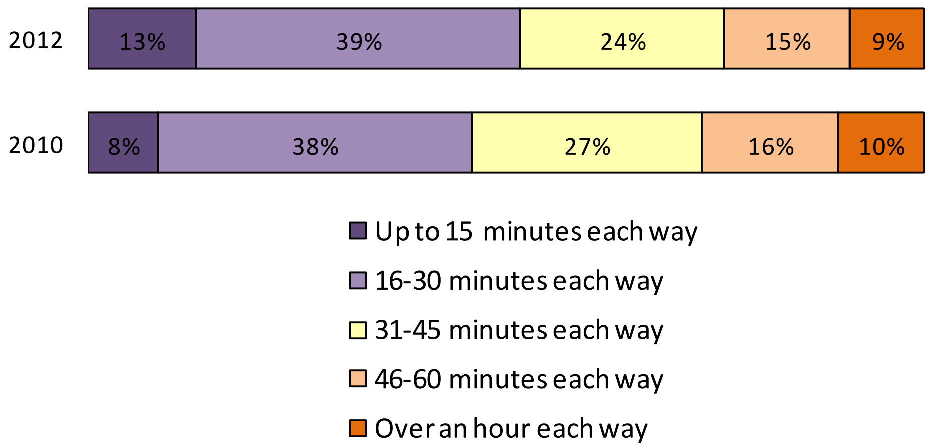
Base: Respondents who are currently in paid employment (unweighted 794, weighted 739)

Respondents living in rural areas are more likely to say they have no other alternative to travelling to work by car (50%).

Respondents that are not retired were then asked how long they would be prepared to travel to get to their regular place of work. Just under half of respondents would be prepared to travel for more than half an hour each way (48%). Around one in eight respondents are only willing to travel up to 15 minutes each way (13%).

This question was also asked in wave 31 (December 2010). In wave 31 respondents were also given the option to answer 'don't know' or 'not applicable'. These answers have been excluded from the chart below. There has been an increase since 2010 in the proportion of respondents who are only prepared to travel up to 15 minutes each way to get to their regular place of work (8% in 2010 to 13% in 2012).

Chart 8 - How long would you be prepared to travel to get to your regular place of work?



Base: 2012 – respondents that are not retired (unweighted 875, weighted 833)
2010 – all respondents excluding 'don't know' and 'not applicable' responses (unweighted 899, weighted 852)

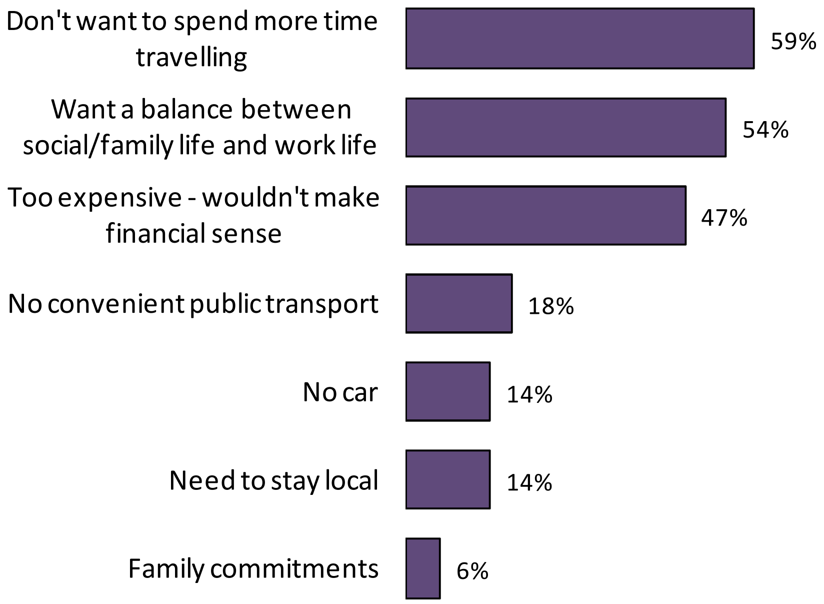
Full-time respondents, male respondents and respondents aged 25-44 are more likely to be prepared to travel for more than half an hour each way (57%, 58% and 53% respectively). Respondents in socio-economic group DE and respondents with no formal qualifications are more likely to only be prepared to travel up to 15 minutes each way (22% and 33% respectively).

Respondents in Rossendale district are more likely to be prepared to travel for over an hour to get to their regular place of work (25%).

Around half of respondents are willing to travel for longer than they currently do to get to their regular place of work (48%).

Respondents were then asked what would stop them from travelling for longer to get to their regular place of work. The most common responses were that they don't want to spend more time travelling (59%), they want a balance between social/family life and work life (54%) and that it would be too expensive and wouldn't make financial sense (47%). A fifth of respondents said that having no convenient public transport would stop them travelling for longer (18%).

Chart 9 - What would stop you travelling for longer?

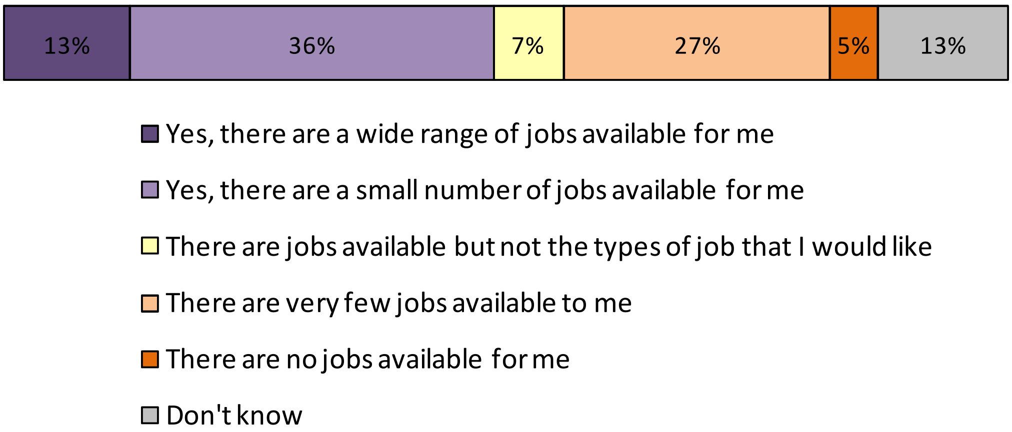


Base: Respondents that are not retired (unweighted 884, weighted 846)

Respondents aged 25-44 are more likely to say they don't want to travel for longer because they want a balance between social/family life and work life (63%).

Only around one in eight respondents feel that there are a wide range of jobs available for them in Lancashire which reflect their skill level/experience (13%), while a further third feel that there are a small number of jobs available (36%). Around a quarter of respondents feel that there are very few jobs available for them within Lancashire (27%) and one in twenty feel there are no jobs available for them (5%).

Chart 10 - Do you feel jobs for you exist within Lancashire which reflect your skill level/experience?



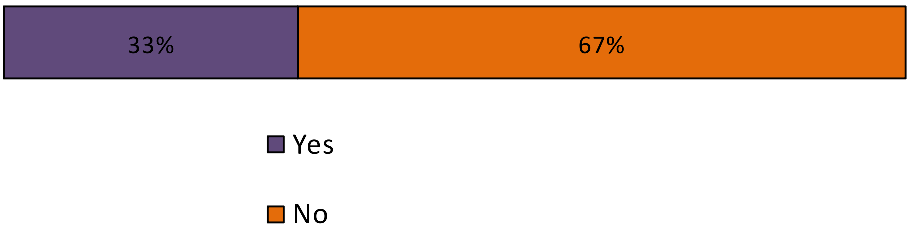
Base: Respondents that are not retired (unweighted 897, weighted 862)

Disabled respondents are more likely to feel that there are very few jobs within Lancashire available to them (34%) or that there are no jobs within Lancashire available to them (9%).

5.3 Training

To improve their employment prospects, a third of respondents are learning, or intend within the next three years to learn, a new skill (33%).

Chart 11 - Are you, or do you intend within the next three years, to learn a new skill to improve your employment prospects?

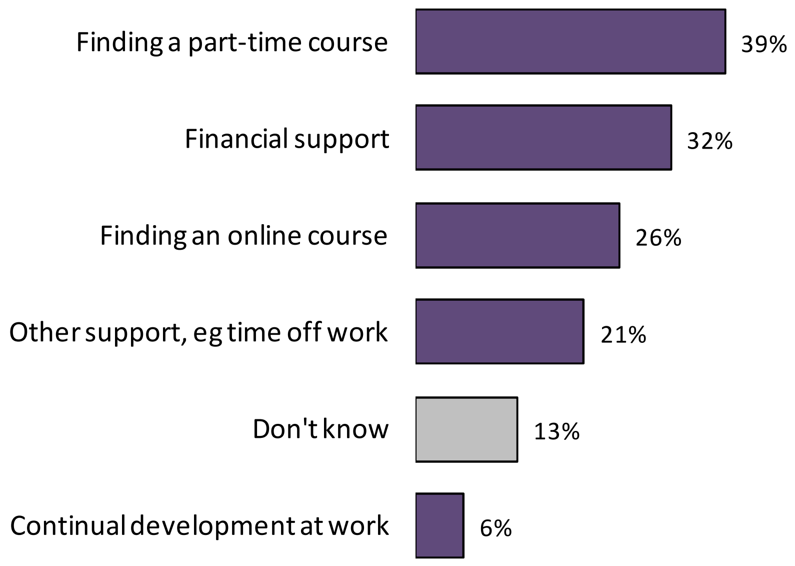


Base: Respondents that are not retired (unweighted 938, weighted 889)

Unsurprisingly, respondents aged 60 and over are more likely to say they aren't learning, and don't intend to learn, a new skill (91% say no). Respondents with no formal qualifications are also more likely to say they aren't learning, and don't intend to learn, a new skill (85% say no).

Respondents who are learning, or are intending to learn, a new skill were asked what has encouraged them, or will enable them to, do this. The most common responses were finding a part-time course (39%), financial support (32%) and finding an online course (26%).

Chart 12 - What has encouraged/will enable you to do this?



Base: Respondents that are learning/intend to learn a new skill (unweighted 263, weighted 306)

Female respondents are more likely to say that finding a part-time course has encouraged, or will enable, them to learn a new skill (44%). Disabled respondents are more likely to say that finding an online course has encouraged, or will enable, them to learn a new skill (39%).

Respondents who aren't learning, and aren't intending to learn, a new skill were asked what is preventing them from training. Over half of respondents said they didn't want or need more training (56%). A fifth of respondents said the cost of training was stopping them (21%).

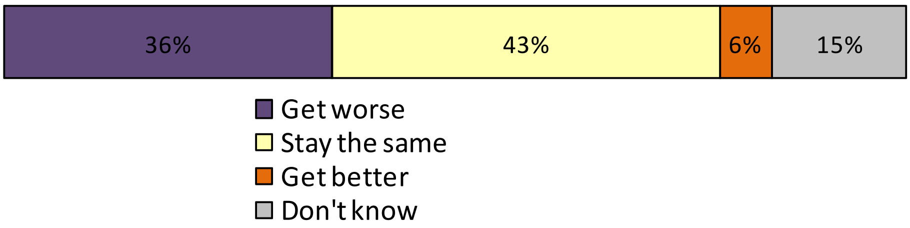
Chart 13 - What is preventing you from training?

Base: Respondents who are not learning/don't intend to learn a new skill (unweighted 748, weighted 688)

Female respondents and respondents aged 25-44 are more likely to say that they are prevented from training because they would need to organise childcare (14% and 16% respectively). Respondents aged 25-44 are also more likely to say that the cost prevents them from training (27%). Disabled respondents are more likely to say that they are prevented from training because of health needs that would need accommodating (23%).

Respondents were asked what they think will happen to their job prospects in Lancashire over the next two years. A third of respondents feel their job prospects will get worse (36%), while only one in twenty respondents feel they will get better (6%). Around two fifths of respondents feel they will stay the same (43%).

Chart 14 - Do you think, over the next two years, that your job prospects in Lancashire will…?



Base: All respondents that are not retired (unweighted 928, weighted 896)

Disabled respondents are more likely to say that they think their job prospects in Lancashire will get worse over the next two years (45%).

Respondents who are learning, or intend to learn, a new skill to improve their employment prospects are more likely to think that their job prospects in Lancashire will get better in the next two years (10%) while respondents who think there are no jobs available for them in Lancashire are more likely to think their job prospects will get worse (63%).

6. Conclusions and recommendations

Travelling to work

- Car use is high among respondents because of convenience and the fact that it is quicker than using other alternatives. If we want people to consider alternatives to their car then work needs to be done to improve and promote the alternatives. This is especially important in rural areas where people are more likely to feel that they have no other choice than to use their car.
- Around a fifth of respondents are not willing to travel further because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that existing and future employment centres in Lancashire are developed with appropriate public transport access
- Half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that the appetite to travel is there if sufficiently well-paid jobs are available.

Job availability

- Around a third of respondents feel that there are very few or no jobs available for them in Lancashire. It would be worth publicising what Lancashire County Council and the Lancashire Local Enterprise Partnership is doing to bring jobs to the area and boost the economy to improve this perception.

Training

- 85% of respondents with no qualifications are not training or looking to train. The cost of training is one reason that is preventing people from training. It may be worth doing some work to promote grants and assistance that are available to people to take up training.

Disabled

- Disabled respondents are generally less satisfied in their responses – they feel their prospects are worse, they feel prevented from training due to ill health, they feel there are very few or no jobs for them in Lancashire and they are not working due to ill health. Lancashire County Council could further promote how the county council can help these people, for example through the Employment Support Service.

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