



Living in Lancashire Survey

Cultural Services

March 2013

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March 2013

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1. Executive summary

This wave of the Living in Lancashire panel looked at people's views on cultural activities in Lancashire. The survey was sent by email or by post to all 3,136 members of the panel on 14 November and the fieldwork ended on 7 December 2012. In total 1,496 questionnaires were returned, giving an overall response rate of 48%.

1.1 Key findings

- The events that the largest proportion of respondents were aware of are: the Olympic torch making sessions (42%); exhibitions, talks and displays about Lancashire and Pendle witch trials (41%); Diamond Jubilee parties and children's craft making at libraries (39%); and, sharing memories and photographs of the Preston Guild (36%).
- Over a fifth of respondents were not aware of any of the events listed (22%).
- Nearly two thirds of respondents said they would be interested in attending farmers' markets (61%).
- Nearly one in every ten respondents said they wouldn't be interested in attending any of the events listed (9%).

1.2 Recommendations

Respondents said they would be interested in attending a number of events, including; farmers' markets, food and drink tasting and demos and live music. It is recommended that the Cultural Services consider running the type of events that respondents said they would be interested in attending.

The service should be aware of the lack of interest in the proposed events from respondents in Pendle and East Lancashire (27% and 12% not interested in attending any of the events listed respectively). BME respondents were also more likely to say they are not interested in attending any of the events listed (22%). Cultural Services may wish to consider doing further work to understand if it could run other events for people who are not interested in attending any of the events proposed in this research.

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. In other words, 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 cultural activities in Lancashire. Questions looked specifically at:

- whether panel members were aware of and had participated in a range of cultural activities in 2012; and
- the sort of cultural activities that panel members would be interested in attending in the future.

4. Methodology

This wave of Living in Lancashire research was sent to 3,136 members of the panel on 14 November with a final closing date of 7 December 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 2,211 members and the online questionnaire was sent to 925 members.

In total 1,496 questionnaires were returned, giving an overall response rate of 48%.

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 957, 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.

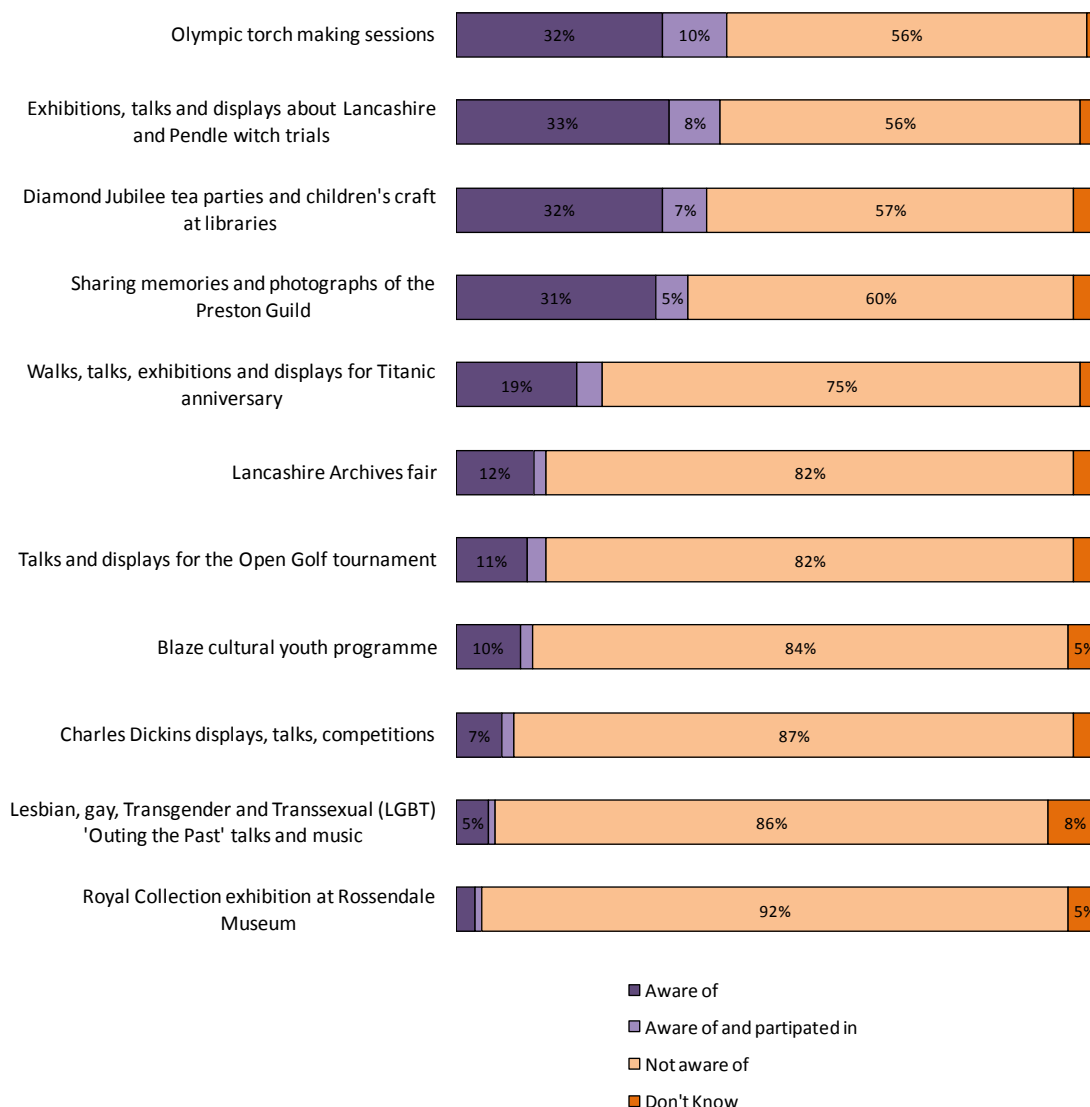
5. Main research findings

Panel members were asked two questions about cultural activities. Firstly, panel members were asked about their awareness and involvement in activities the Cultural Services team ran in 2012 at libraries and museums.

The events that the largest proportion of respondents were aware of are: the Olympic torch making sessions (42%); exhibitions, talks and displays about Lancashire and Pendle witch trials (41%); Diamond Jubilee parties and children's craft making at libraries (39%); and, sharing memories and photographs of the Preston Guild (36%).

Over a fifth of respondents were not aware of any of the events listed (22%).

Chart 1 - In 2012, Cultural Services ran a number of events at libraries and museums across the county and at Lancashire Archives. Were you aware of any of the following events?



Base: Unweighted 1479, Weighted 993

BME respondents, respondents with children in their household and female respondents are more likely to have been aware of and participated in Olympic torch making sessions (16%, 14% and 12% respectively).

Respondents in Burnley and Pendle are more likely to have been aware of and participated in the exhibitions, talks and displays about Lancashire and Pendle witch trials (19% and 15% respectively).

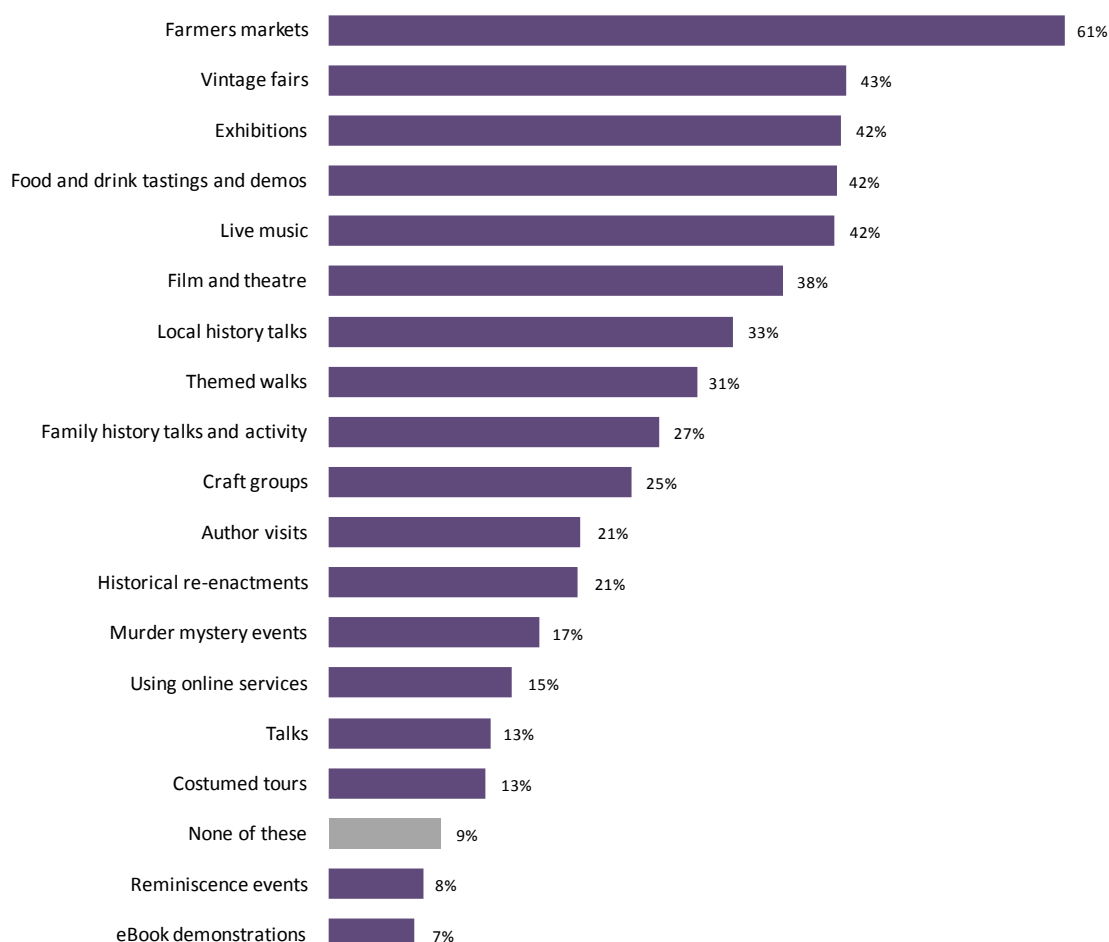
Respondents in South Ribble were more likely to be aware of sharing memories and photographs of the Preston Guild (53%).

Female respondents are more likely to have been aware of the Diamond Jubilee tea parties and children's craft at libraries (36%) and respondents with children in their household are more likely to have been aware of and participated in these events (10%).

Respondents who live in South Ribble and Hyndburn are more likely to be aware of the Blaze cultural youth programme (29% and 22% respectively). Respondents who live in council housing or are housed through a housing association, as well as respondents who are in the lowest social economic groups (DE), are also more likely to be aware of the Blaze cultural youth programme (23% and 20% respectively).

Nearly two thirds of respondents said they would be interested in attending a farmers markets (61%). Nearly one in every ten respondents said they wouldn't be interested in attending any of the events listed (9%).

Chart 2 - Cultural Services is considering running similar events in the future. Which, if any, of these types of activities would you or your immediate family be interested in attending?



Base: Unweighted 1476, Weighted 991

Older respondents (aged 60 and over) are more likely to be interested in attending local history talks (36%) and reminiscence events (11%). Male respondents are more likely to be interested in attending local history talks (38%).

BME respondents and respondents who live in council housing or are housed through a housing association are more likely to say they are not interested in attending any of the events listed (22% and 21% respectively).

Respondents in West Lancashire are more likely to be interested in attending farmers' markets, food and drink tastings and demos and film and theatre activities (64%, 45% and 40% respectively).

Respondents in East Lancashire are more likely to say they are not interested in attending any of these events (12%).

Respondents in Pendle are more likely to say they are not interested in attending any of these events (27%).

Recommendations

- Respondents said they would be interested in attending a number of events, including; farmers' markets, food and drink tasting and demos and live music. It is recommended that the Cultural Services consider running the type of events that respondents said they would be interested in attending.
- The service should be aware of the lack of interest in the proposed events from respondents in Pendle and East Lancashire (27% and 12% not interested in attending any of the events listed respectively). BME respondents were also more likely to say they are not interested in attending any of the events listed (22%). Cultural Services may wish to consider doing further work to understand if it could run other events for people who are not interested in attending any of the events proposed in this research.

6. 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