



Living in Lancashire Survey

Winter gritting service

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www.lancashire.gov.uk



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1. Executive summary

This wave of Living in Lancashire looked at people's views on the winter gritting service. The survey was sent by email or by post to all 2,693 members of the panel on 15 February. A reminder was sent on 7 March and the fieldwork ended on 22 March 2013. In total 1,964 questionnaires were returned, giving an overall response rate of 70%.

1.1 Key findings

- Almost three-quarters of respondents (74%) are satisfied with the winter gritting services
- Over a third of respondents (35%) feel they are well informed about the winter gritting services but over half of respondents (53%) don't feel well informed or informed at all.
- Panel members were most likely to get their information on winter gritting services from radio travel bulletins (27%), television travel bulletins (23%), and word of mouth (25%). Around a fifth of respondents didn't receive any information through the listed channels (22%).
- Of the communication channels used by the county council, the most commonly used by respondents are Lancashire County Council's winter leaflet (10%) and Lancashire County Council's website (8%).
- Panel members would prefer to receive information on winter gritting services through radio travel bulletins (41%), followed by television travel bulletins (38%), the council's winter leaflet (37%) then local newspaper/local newspaper's website (29%).

1.2 Conclusions and recommendations

As with previous surveys about winter gritting, the severity of the weather appears to have been a major factor in determining how satisfied respondents are with winter gritting services. Respondents were more likely to be satisfied when asked in March 2013 (74%) than in March 2012 (66%) when the survey was conducted just after a period of snow.

The proportion of respondents that get their information on winter gritting services from Lancashire County Council's winter leaflet has decreased slightly from 13% in 2012 to 10% in 2013. However, around two fifths of respondents would like to receive information about the winter gritting service from Lancashire County Council's winter leaflet (37%). This information should be used to help inform the Communications Service's strategy for distributing the winter leaflet in 2013/14.

The continued increase in the proportion of respondents who would like to receive information about the winter gritting service via social media from Lancashire County Council (3% in March 2011 to 8% in March 2012 to 11% in March 2013) supports the Communication Service's use of this channel to deliver winter gritting messages.

Only 4% of respondents received information on winter gritting services from radio adverts and only 17% of respondents want to receive information on winter gritting services via this channel in future. However, it is worth noting that respondents may be unclear about the difference between a travel update and a radio advert.

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 how informed people feel about the activities of the winter gritting service. Questions looked specifically at:

- satisfaction with the winter gritting service;
- where respondents get their information on winter gritting; and
- how respondents would prefer to receive information in future.

4. Methodology

This wave of Living in Lancashire was sent to 2,693 members of the panel on 15 February. A reminder was sent on 8 March, with a final closing date of 22 March 2013.

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 1,964 members and the online questionnaire was sent to 729 members.

In total 1,874 questionnaires were returned, giving an overall response rate of 70%.

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 1,258, 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.

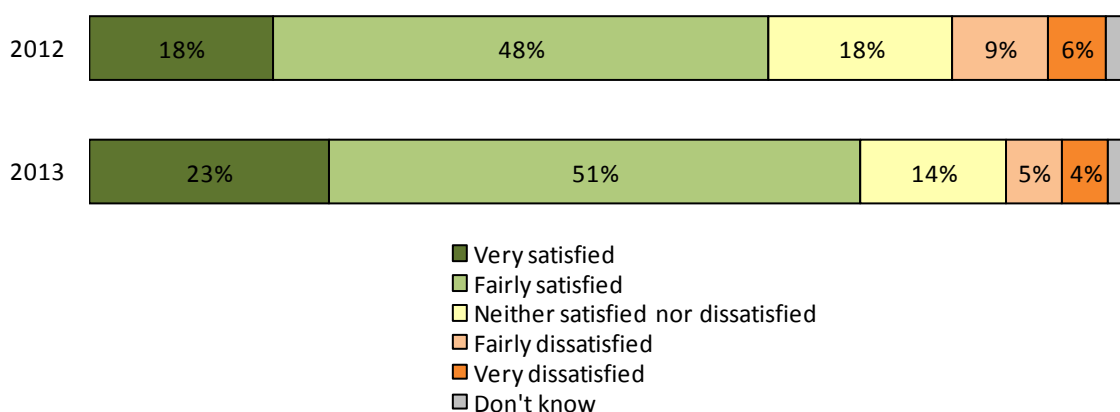
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

Respondents were asked for their views regarding the winter gritting service, specifically how they keep informed about winter gritting. The same questions were asked in wave 36 of Living in Lancashire (February 2012); for comparison, where appropriate, the responses from wave 36 are included in the subsequent charts and, where significant differences exist, further analysis has been provided.

Almost three-quarters of respondents (74%) are satisfied with the winter gritting services, which is an increase from the two-thirds of respondents (66%) who were satisfied with the winter gritting services in 2012.

Chart 1 - How satisfied or dissatisfied were you with the winter gritting services on main roads across Lancashire this winter?



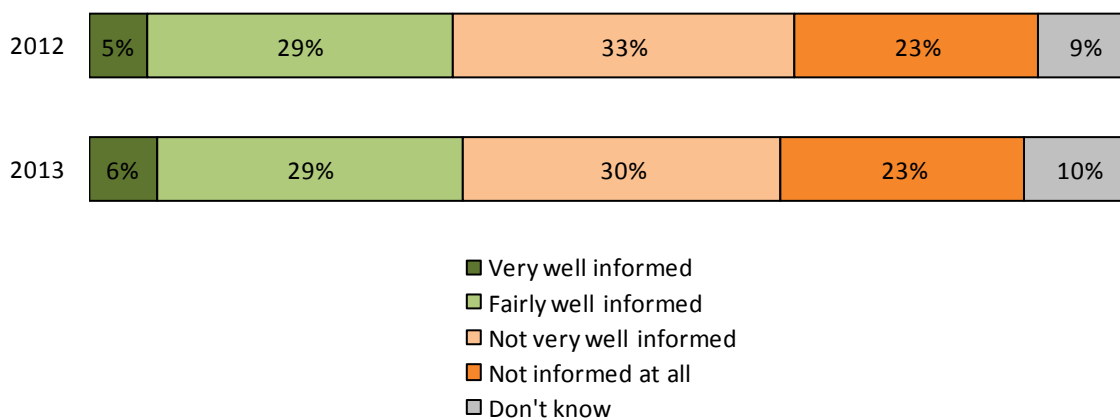
Base: All respondents 2012 (unweighted 1,953, weighted 1,420)
 All respondents 2013 (unweighted 1,819, weighted 1,326)

Respondents who live in council or housing association housing (67%) and BME respondents (60%) are less likely to be satisfied with the winter gritting services.

Respondents in East Lancashire (16%) are more likely to be dissatisfied with the winter gritting services.

Over a third of respondents (35%) feel well informed about winter gritting services provided this year, but over half of respondents (53%) don't feel informed.

Chart 2 - How well informed do you feel about winter gritting services provided this year by the county council?



Base: All respondents 2012 (unweighted 1,954, weighted 1,421)
All respondents 2013 (unweighted 1,814, weighted 1,323)

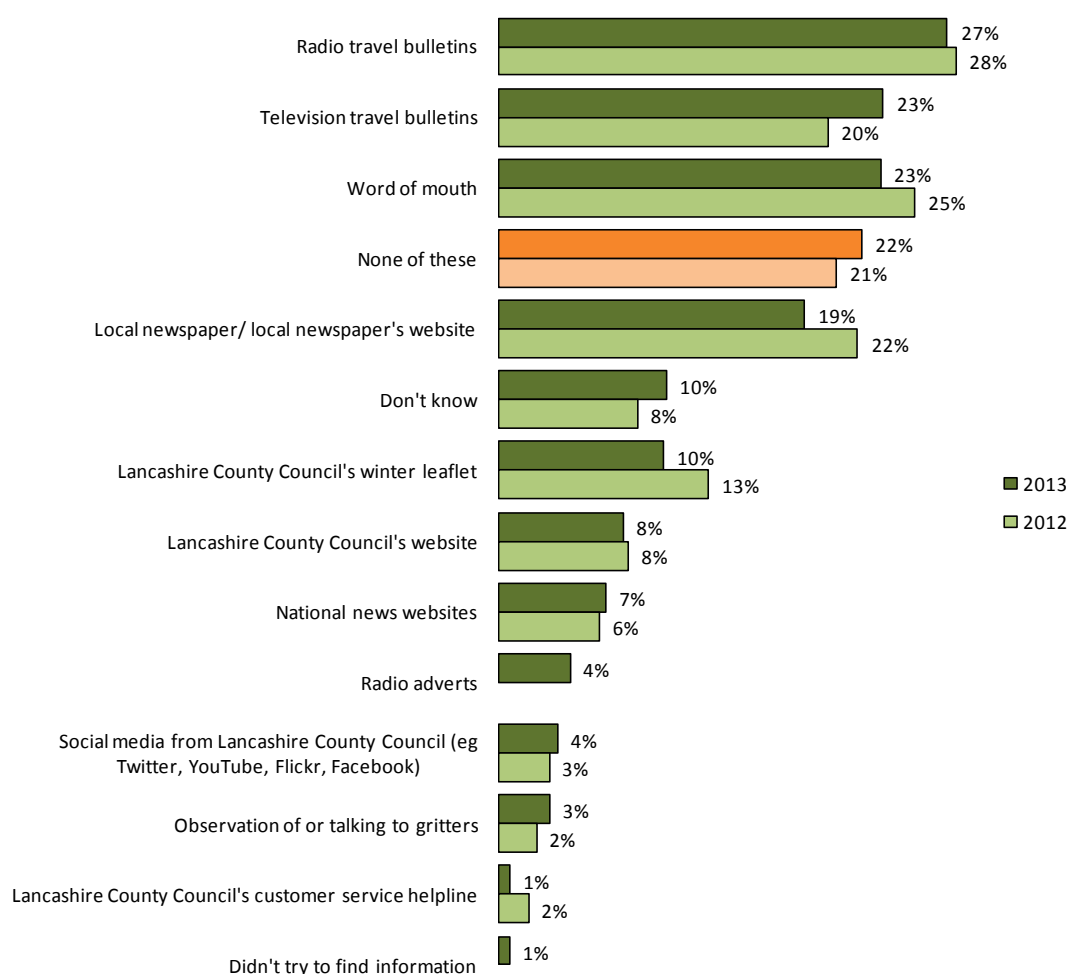
Male respondents (41%) are more likely to feel informed about winter gritting services.

Respondents who report to using 0-6 county council services (57%) are more likely to not feel informed about winter gritting services.

Respondents were asked where they got their information on winter gritting services from. The answer options to the 2012 question did not include radio adverts so there is no data for that section. Panel members are most likely to get their information on winter gritting services from radio travel bulletins (27%), television travel bulletins (23%), and word of mouth (25%). Around a fifth of respondents don't receive any information through the listed channels (22%).

Of the communication channels used by the county council, the most commonly used by respondents are Lancashire County Council's winter leaflet (10%) and Lancashire County Council's website (8%).

Chart 3 - Where did you get your information on winter gritting services?



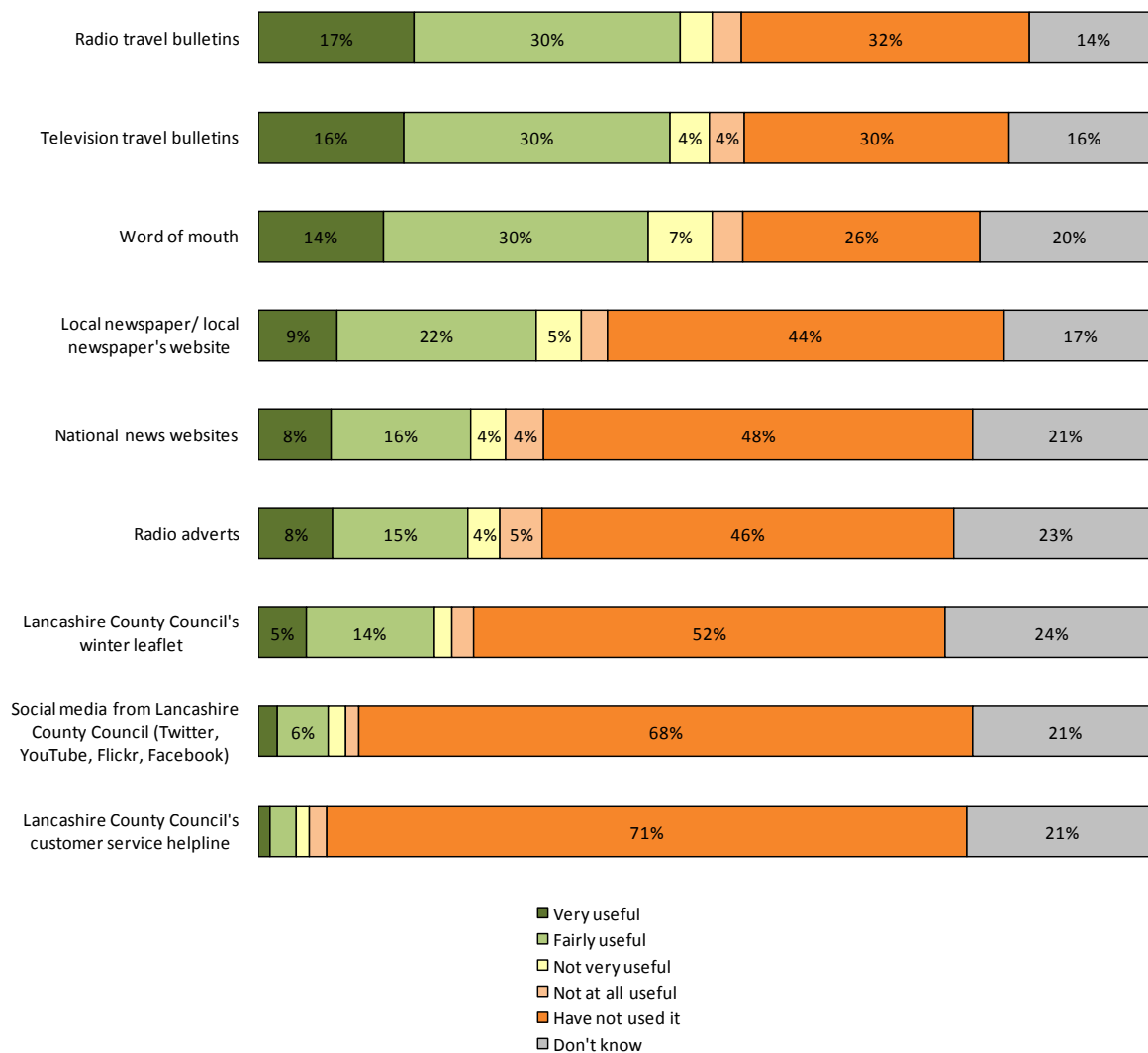
Base: All respondents 2013 (unweighted 1,796, weighted 1,312)
 All respondents 2012 (unweighted 1,946, weighted 1,413)

Respondents over the age of 60 are more likely to get their information on winter gritting services from radio travel bulletins (35%) and television travel bulletins (33%)

Respondents with children in their household are more likely to use Lancashire County Council's website (12%) and social media from Lancashire County Council (7%) to get their information on winter gritting services.

Panel members were asked how useful they found various sources of information on winter gritting services. Chart 4 shows that the sources of information that respondents use are largely considered to be useful.

Chart 4 - How useful, if at all, did you find the following sources of information on winter gritting services?

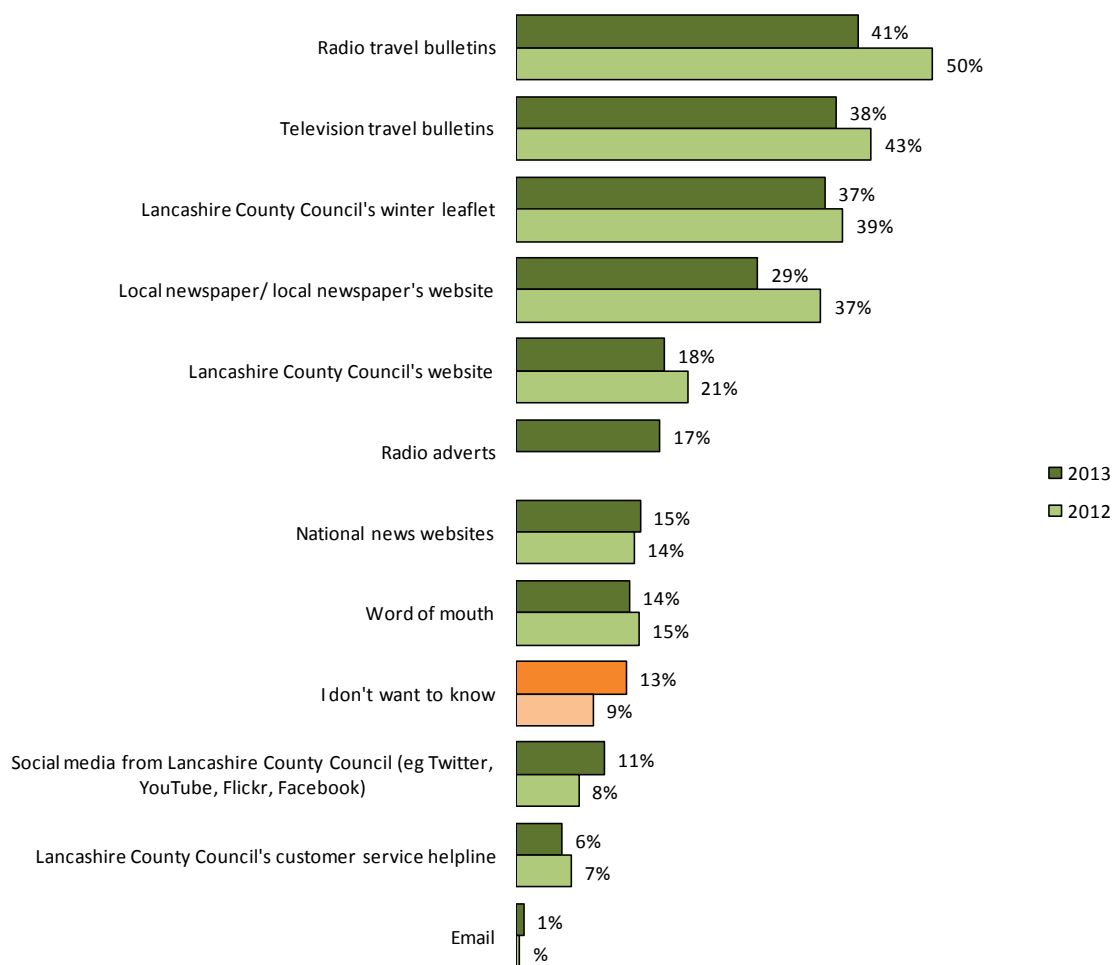


Base: All respondents (unweighted 1,260-1,463, weighted 989-1,086)

Panel members were asked how they would prefer to receive information on winter gritting services. The answer options to the 2012 question did not include radio adverts so there is no data for that section.

Respondents would prefer to receive information on winter gritting services through radio travel bulletins (41%), followed by television travel bulletins (38%), the council's winter leaflet (37%) then local newspaper/local newspaper's website (29%).

Chart 5 - And how would you prefer to receive information on winter gritting services?



Base: All respondents 2013 (unweighted 1,789, weighted 1,302)
 All respondents 2012 (unweighted 1,931, weighted 1,406)

Respondents ages 25-44 (20%) are more likely to prefer to receive information via LCC's social media.

BME respondents are more likely to prefer to receive information via radio adverts (25%) and national news websites (23%).

6. Conclusions and recommendations

As with previous surveys about winter gritting, the severity of the weather appears to have been a major factor in determining how satisfied respondents are with winter gritting services. Respondents were more likely to be satisfied when asked in March 2013 (74%) than in March 2012 (66%) when the survey was conducted just after a period of snow.

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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