



# Living in Lancashire Survey

**20 mph speed limits**

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[www.lancashire.gov.uk](http://www.lancashire.gov.uk)



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## 1. Executive summary

This wave of Living in Lancashire looked at people's views on 20mph speed limits. 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

- Over eight out of every ten respondents (84%) are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.
- Almost three-quarters of respondents (72%) agreed that introducing 20 mph speed limits in residential areas will make them safer.
- Three-quarters of respondents (75%) do not think that the majority of drivers will stick to the 20 mph speed limits.

### 1.2 Conclusions and recommendations

While the awareness of the introduction of 20mph speed limits in residential areas across Lancashire is high and the majority of respondents think that they will make residential areas safe, many respondents don't think that the majority of drivers will stick to them. It is therefore recommended that communication relating to the 20mph speed limits continue to include messages about how the new speed limits will be enforced.

## 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 people feel about the 20mph speed limits. Questions looked specifically at:

- awareness of the introduction of the 20mph speed limits;
- whether respondents think they will make residential areas safer; and
- whether respondents think the majority of drivers will stick to the 20mph speed limits.

## 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.

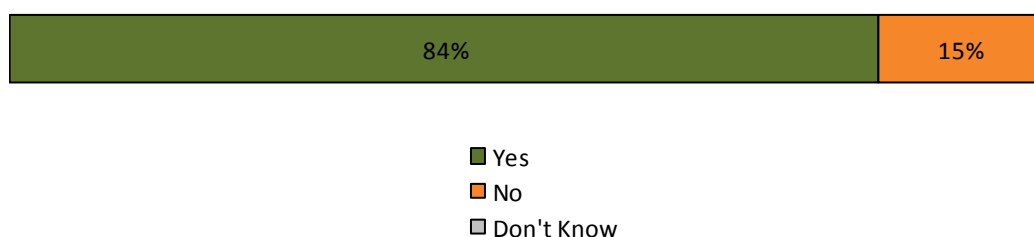
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

## 5. Main research findings

Respondents were first asked if they are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.

Over eight out of every ten respondents (84%) are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.

**Chart 1 - Before today were you aware that 20 mph speed limits are being introduced in residential areas across Lancashire?**



Base: All respondents (unweighted 1,820, weighted 1,319)

Male respondents (88%) are more likely to be aware of the 20 mph speed limits being introduced than female respondents (81%).

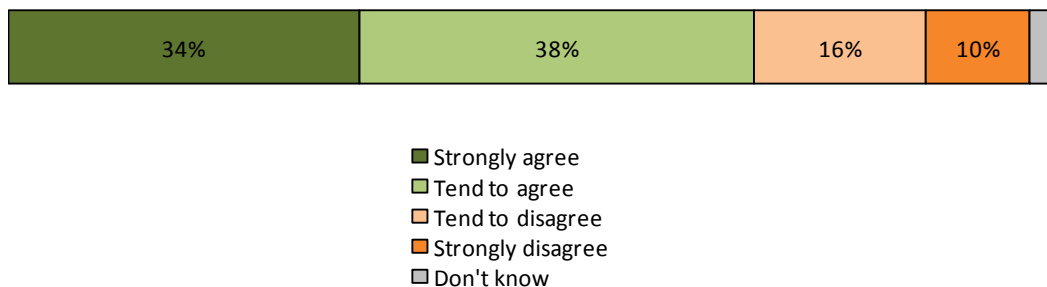
Respondents in Burnley (69%) are less likely to be aware of the 20 mph speed limits being introduced in residential areas across Lancashire.

Respondents who say they use 0-6 county council services (17%) are more likely to be unaware of the 20 mph speed limits being introduced than respondents who say they use 10 or more county council services (9%).



Almost three-quarters of respondents (72%) agree that introducing 20 mph speed limits in residential areas will make them safer.

**Chart 2 - How strongly do you agree or disagree that introducing 20 mph speed limits in residential areas will make them safer?**



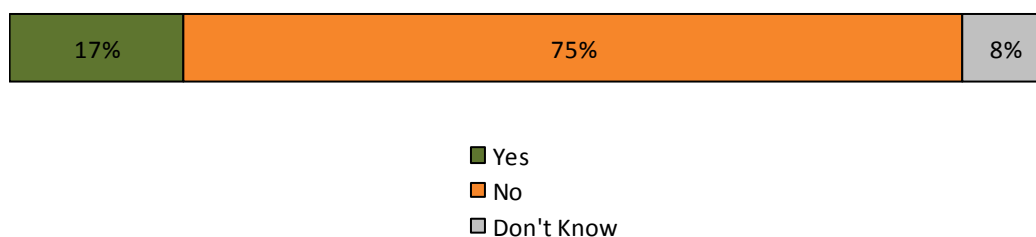
Base: All respondents (unweighted 1,821, weighted 1,323)

BME respondents (84%) and female respondents (75%) are more likely to agree that introducing the 20 mph speed limits in residential areas will make them safer.

Respondents in Wyre (48%) and respondents in full-time employment (32%) are more likely to disagree that introducing 20 mph speed limits in residential areas will make them safer.

Three-quarters of respondents (75%) do not think that the majority of drivers will stick to the 20 mph speed limits.

**Chart 3 - Do you think that the majority of drivers will stick to the 20 mph speed limits?**



Base: All respondents (unweighted 1,821, weighted 1,323)

BME respondents (27%) and heavy service users (22%) are more likely to think that the majority of drivers will stick to the 20 mph speed limits.

Of the respondents that disagree that introducing 20 mph speed limits in residential areas will make them safer, nearly all (94%) also think that the majority of drivers won't stick to the 20mph speed limits.

## 6. Conclusions and recommendations

While the awareness of the introduction of 20mph speed limits in residential areas across Lancashire is high and the majority of respondents think that they will make residential areas safe, many respondents don't think that the majority of drivers will stick to them. It is therefore recommended that communication relating to the 20mph speed limits continue to include messages about how the new speed limits will be enforced.

## 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