



# Living in Lancashire Survey

**Local media usage**

*July 2013*

[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 usage of the local media. The survey was sent by email or by post to all 2,684 members of the panel on 12 June. A reminder was sent on 3 July and the fieldwork ended on 19 July 2013. In total 1,704 questionnaires were returned, giving an overall response rate of 63%.

### 1.1 Key findings

- More than two-fifths (43%) of respondents have listened to local commercial radio on one or more days in the last seven days, with a fifth (20%) listening on five or more days.
- Of those respondents who said they had listened to local commercial radio in the last seven days, over two-fifths (43%) had listened to Smooth Radio, and over a third (34%) had listened to 97.4 Rock FM.
- Respondents who said they had listened to local commercial radio in the last seven days were most likely to have listened between 6am-9:59pm (57%), 10am-2:59pm (50%) and 3pm-6:59pm (52%).
- Respondents who said they had listened to local commercial radio in the last seven days were most likely to have listened in the car (70%) and at home (42%).
- More than seven out of every ten respondents (71%) said they hadn't read any of the daily local newspapers listed for two minutes or more in the last seven days. A sixth of respondents (16%) said they had read the Lancashire Evening Post for more than two minutes in the last seven days.
- More than two-fifths of respondents (43%) said that they had not read any of the weekly local newspapers listed for two minutes or more in the last month. Between 3% and 7% of respondents read each of the weekly local papers listed in the last month for two minutes or more.
- Over two-thirds (70%) of respondents have seen/heard the 20mph speed limits campaign. Almost a quarter of respondents (24%) have seen the advertising campaign for 20mph speed limits in a local newspaper, and almost a quarter (24%) say they have seen it but they can't remember where.
- Over two-fifths (42%) of respondents say they have seen/heard the adoption campaign. Less than a sixth of respondents (14%) have seen the advertising campaign for adoption in a local newspaper.

- Half of respondents (50%) say they have seen/heard the fostering campaign. A sixth of respondents (16%) have heard the advertising campaign for fostering on the radio, and just less than a sixth (15%) have seen it in a local newspaper.
- Just less than a third (30%) of respondents say they have seen/heard of the libraries campaign. Seven out of ten respondents (70%) have not seen the advertising campaign for libraries, more than one in ten (12%) have seen it but can't remember where, and over one in ten (11%) have seen it in a local newspaper.
- More than nine in every ten respondents (93%) have not seen the advertising campaign for shared lives. One in twenty (5%) have seen it but can't remember where.
- Over two-fifths (42%) of respondents say they have seen/heard the winter gritting campaign. Just under a fifth of respondents (18%) have seen the advertising campaign for winter gritting in a local newspaper, and just under a sixth (14%) have seen it but can't remember where.

## 1.2 Conclusions and recommendations

It is recommended that the findings from this research are used to:

- support the evaluation the campaigns run by Lancashire County Council in the last 12 months; and,
- to help inform decisions about future campaigns run by Lancashire County Council.

## 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 usage of the local media. Questions looked specifically at:

- usage of local commercial radio stations
- usage of local newspapers; and
- awareness of advertising campaigns run by Lancashire County Council.

## 4. Methodology

This wave of Living in Lancashire was sent to 2,684 members of the panel on 12 June. A reminder was sent on 3 July, with a final closing date of 19 July 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 1,961 members and the online questionnaire was sent to 729 members.

In total 1,704 questionnaires were returned, giving an overall response rate of 63%.

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.

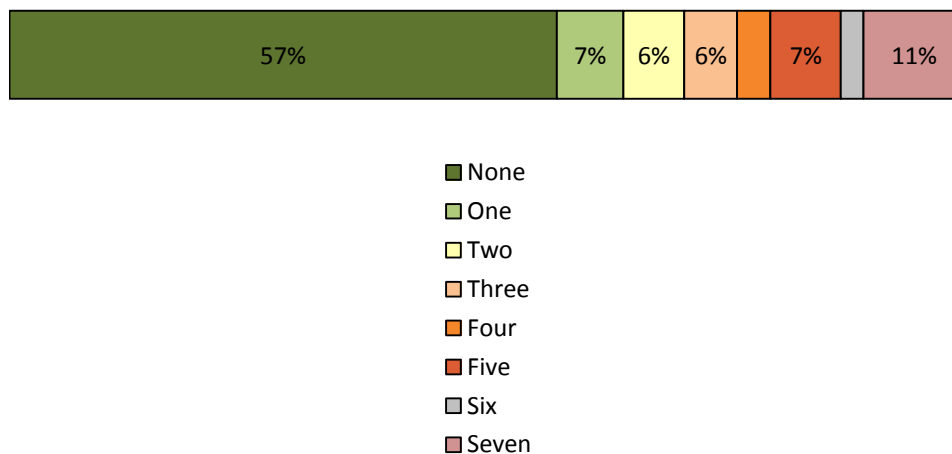
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.



## 5. Main research findings

More than two-fifths (43%) of respondents have listened to local commercial radio on one or more days in the last seven days, with a fifth (20%) listening on five or more days.

**Chart 1 - In the last seven days, on how many days did you listen to any local commercial radio stations?**



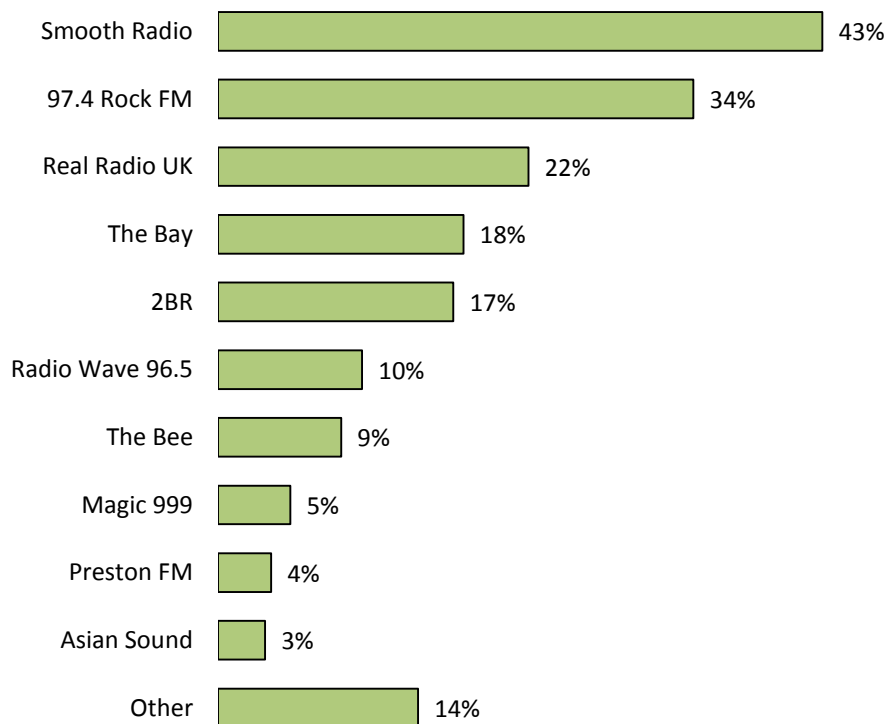
Base: All respondents (unweighted 1,685, weighted 1,164)

BME respondents (67%) and respondents aged 60 and over (72%) are more likely to say they didn't listen to local commercial radio on any of the last seven days.

Respondents with a disability (46%) are more likely to have listened to a local commercial radio station on one or more days in the last seven.

Of those respondents who said they had listened to local commercial radio in the last seven days, over two-fifths (43%) listened to Smooth Radio, and over a third (34%) listened to 97.4 Rock FM.

**Chart 2 - In the last seven days, which of the following local commercial radio stations have you listened to?**



Base: Respondents who have listened to one or more local commercial radio stations in the last seven days (unweighted 647, weighted 509)

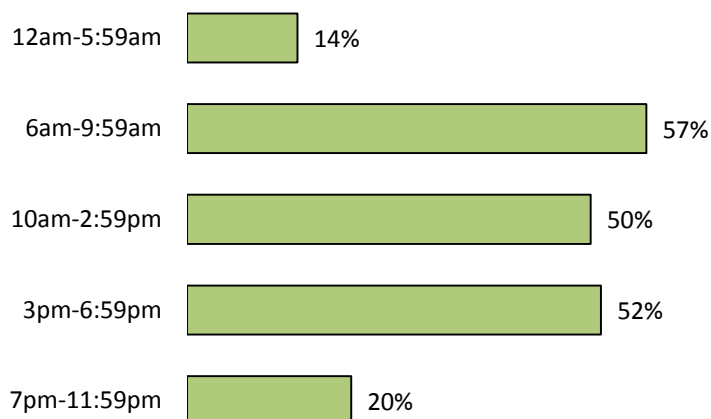
BME respondents who said they had listened to local commercial radio in the last seven days were more likely to have listened to Asian Sound (44%).

Unsurprisingly, due to the different broadcast areas of local commercial radio stations, respondents are more likely to listen to different radio stations depending on the district they live in, for example, respondents in Preston (67%), Chorley (50%), South Ribble (50%), Hyndburn (43%), Wyre (41%), West Lancashire (35%) and Ribble Valley (32%) are more likely to listen to Rock FM, whereas respondents in Pendle (76%), Burnley (73%) and Hyndburn (46%) are more likely to listen to 2BR.

Respondents were then asked when and where in the last seven days they listened to local commercial radio for more than 30 minutes.

Respondents who said they had listened to local commercial radio in the last seven days were most likely to have listened between 6am-9:59pm (57%), 10am-2:59pm (50%) and 3pm-6:59pm (52%).

**Chart 3 - In the last seven days, the time of day that local commercial radio stations are listened to**



Base: All respondents (unweighted 630, weighted 497)

Respondents with a disability who said they had listened to local commercial radio in the last seven days were more likely to have listened between 12am-5:59am (22%), but are less likely to have listened 6am-9:59am (43%) and 3pm-6:59pm (45%).

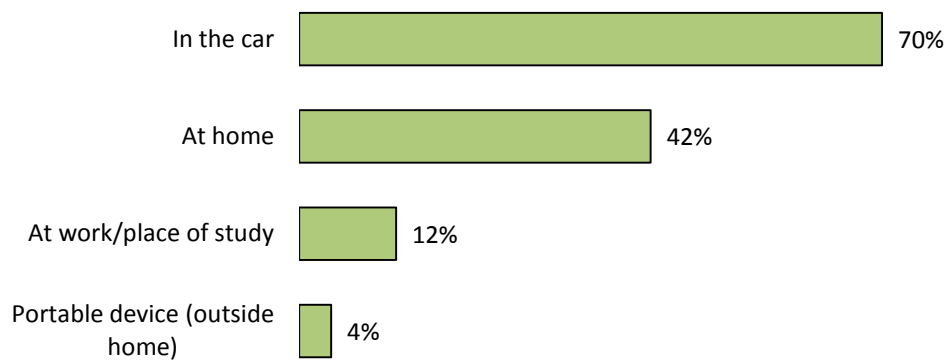
Respondents aged 60 and over who said they had listened to local commercial radio in the last seven days were less likely to have listened between 6am-9:59am (38%), 3pm-6:59pm (35%) and 7pm-11:59pm (13%).

Part-time (73%) and full-time (70%) workers who said they had listened to local commercial radio in the last seven days were more likely to have listened between 6am-9:59am.

Full-time workers who said they had listened to local commercial radio in the last seven days were less likely to have listened between 10am-2:59pm (44%), but more likely to have listened between 3pm-6:59pm (61%).

Respondents who said they had listened to local commercial radio in the last seven days were most likely to have listened in the car (70%) and at home (42%).

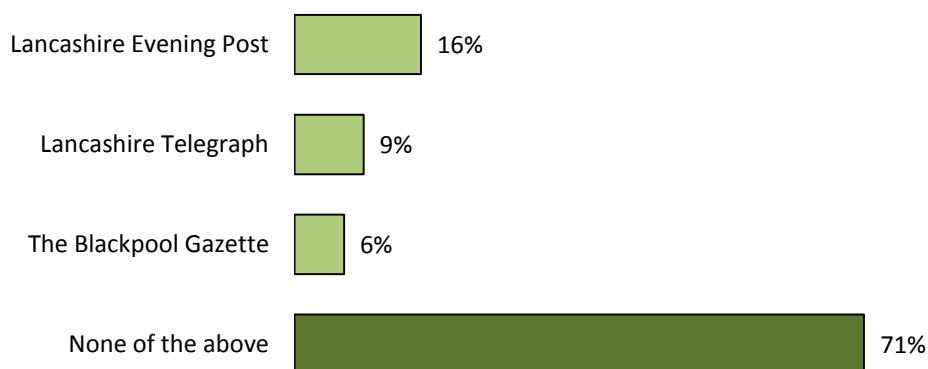
**Chart 4 - In the last seven days, where local commercial radio stations are listened to**



Base: All respondents (unweighted 630, weighted 497)

More than seven out of ten respondents (71%) said they hadn't read any of the listed daily local newspapers for two minutes or more in the last seven days. A sixth of respondents (16%) said they had read the Lancashire Evening Post for more than two minutes in the last seven days.

**Chart 5 - In the last seven days, have you read any of the following local newspapers for two minutes or more?**



Base: All respondents (unweighted 1,670, weighted 1,150)

BME respondents (26%) are more likely to say that they had read the Lancashire Telegraph for 2 minutes or more in the last seven days.

Respondents in West Lancashire (96%), Lancaster (94%) and Rossendale (85%) are less likely to say that they had read any of the listed daily newspapers in the last seven days for two minutes or more.

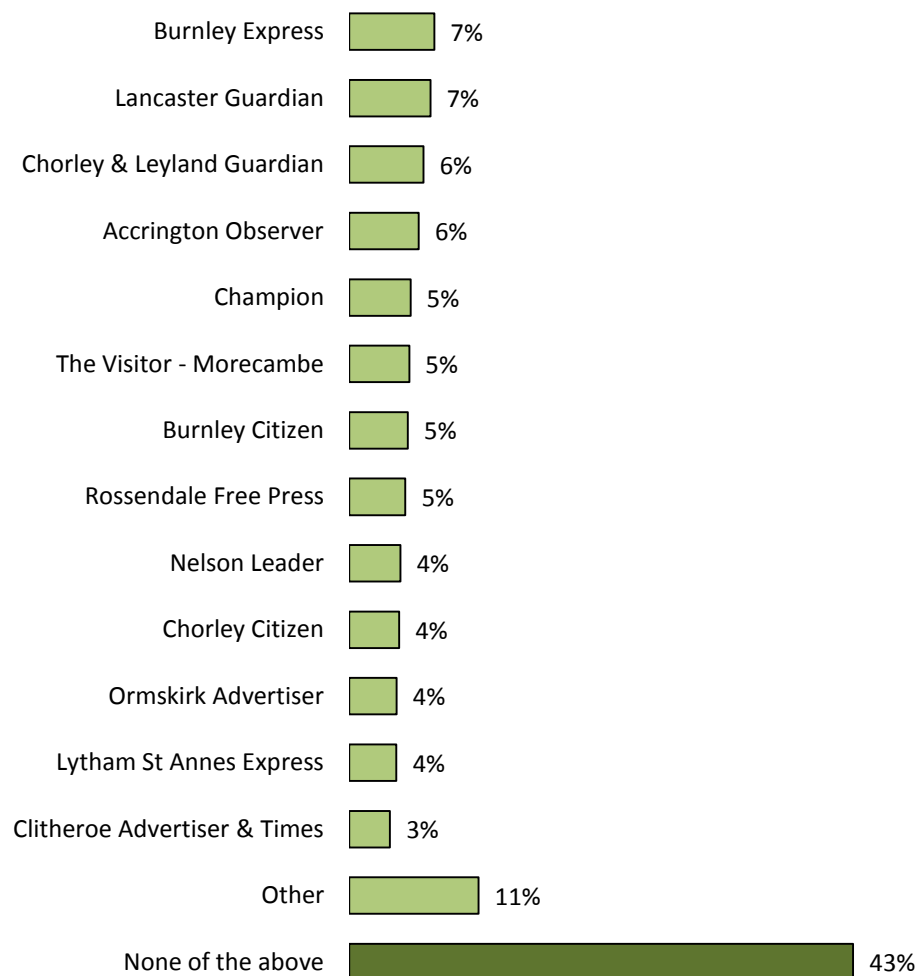
Respondents in Preston (50%), South Ribble (48%), Chorley (21%) are more likely to say that they had read the Lancashire Evening Post for 2 minutes or more in the last seven days.

Respondents in Hyndburn (40%), Pendle (24%), Burnley (22%), Ribble Valley (17%), and Rossendale (14%) are more likely to say that they had read the Lancashire Telegraph for 2 minutes or more in the last seven days.

Respondents in Wyre (40%) and Fylde (28%) are more likely to say that they had read the Blackpool Gazette for 2 minutes or more in the last seven days.

More than two-fifths of respondents (43%) say that they had not read any of the listed weekly local newspapers for two minutes or more in the last month. Between 3% and 7% of respondents read each of the listed local papers in the last month for two minutes or more.

**Chart 6 - In the last month, have you read any of the following local newspapers for two minutes or more?**

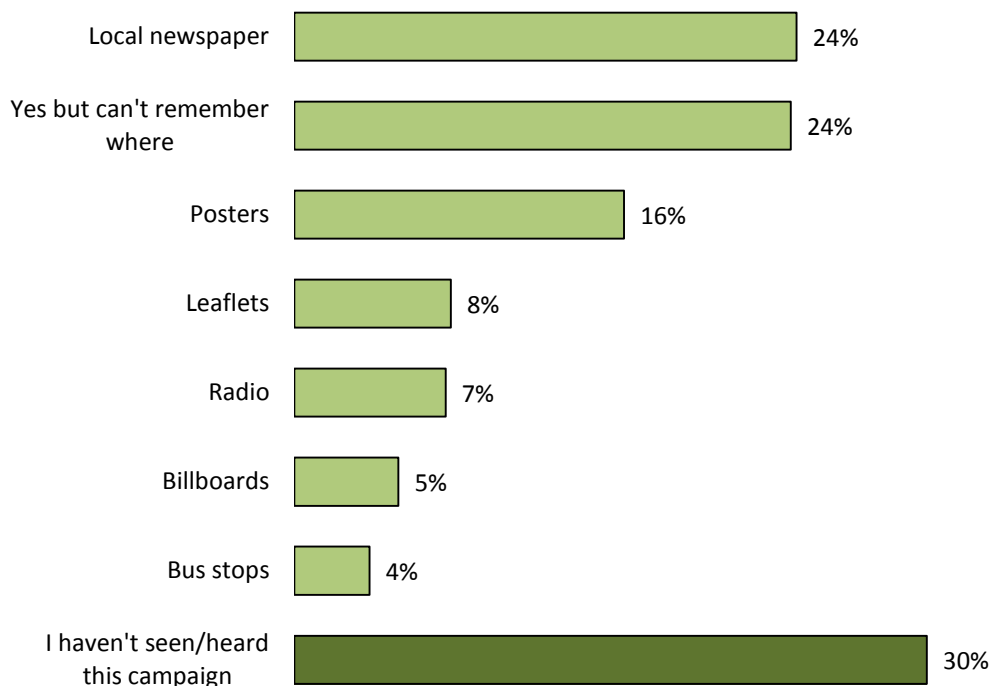


Base: All respondents (unweighted 1,672, weighted 1,155)

Unsurprisingly, where respondents live significantly influences which papers they are likely to read. For example, respondents in Burnley are more likely to say that they had read Burnley Express (75%) and Burnley Citizen (44%).

Over two-thirds (70%) of respondents have seen/heard the 20mph speed limits campaign. Almost a quarter of respondents (24%) have seen the campaign for 20mph speed limits in a local newspaper, and almost a quarter (24%) say they have seen it but they can't remember where.

**Chart 7 - Can you remember seeing/hearing the 20mph speed limits campaign run by Lancashire County Council? If yes, where?**



Base: All respondents (unweighted 1,580, weighted 1,095)

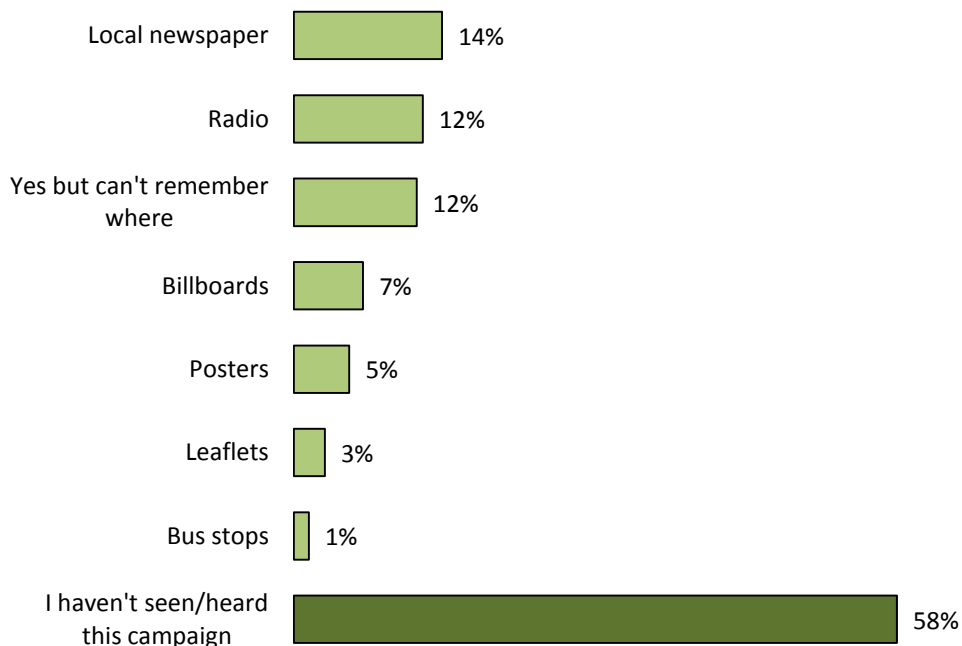
BME respondents are more likely to say they haven't seen/heard this campaign (48%).

Respondents aged over 60 (34%), respondents with a disability (31%) and respondents aged 45-59 (25%) are more likely to say they have seen the campaign in a local newspaper.

Female respondents (19%) are more likely to say they have seen the campaign on posters, while male respondents (10%) are more likely to say they have heard the campaign on the radio.

Over two-fifths (42%) of respondents say they have seen/heard the adoption campaign. Less than a sixth of respondents (14%) have seen the advertising campaign for adoption in a local newspaper.

**Chart 8 - Can you remember seeing/hearing the adoption campaign run by Lancashire County Council? If yes, where?**



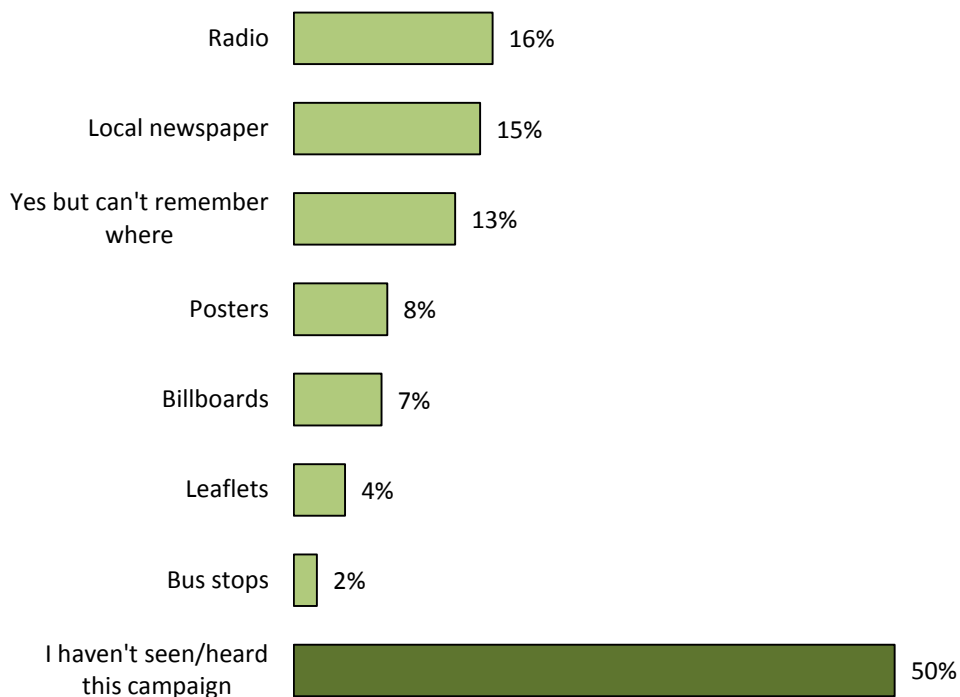
Base: All respondents (unweighted 1,313, weighted 946)

Female respondents are more likely (51%) to have seen/heard this campaign and are more likely to say they have seen it in a local newspaper (19%), can't remember where (14%), on billboards (9%) and posters (7%).



Half of respondents (50%) have seen/heard the fostering campaign. A sixth of respondents (16%) have heard the advertising campaign for fostering on the radio, and just less than a sixth (15%) have seen it in a local newspaper.

**Chart 9 - Can you remember seeing/hearing the fostering campaign run by Lancashire County Council? If yes, where?**



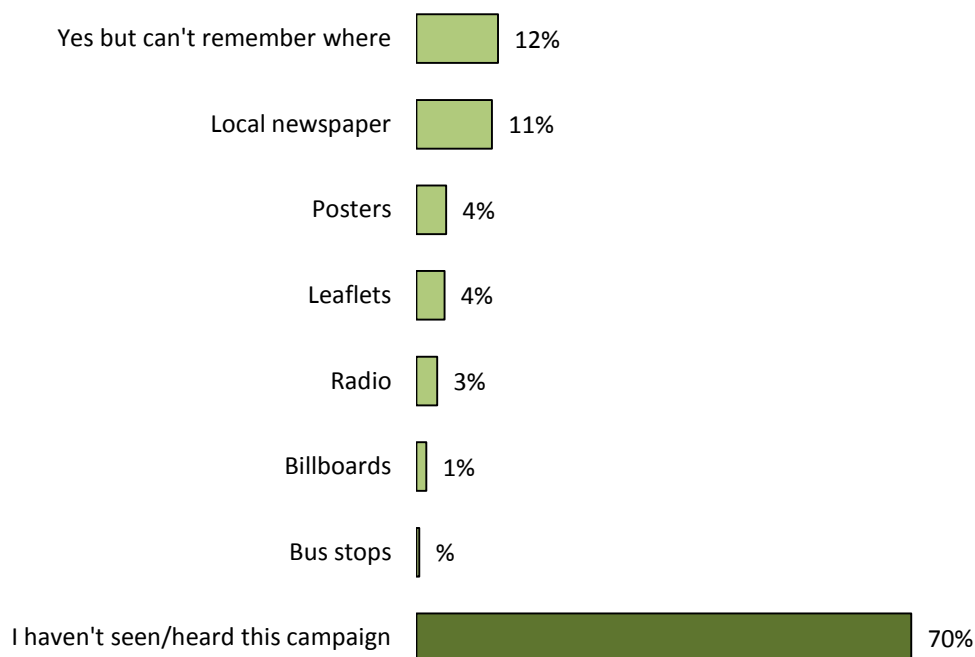
Base: All respondents (unweighted 1,355, weighted 977)

Female respondents are more likely (58%) to have seen/heard the campaign and are more likely to say they have seen it in a local newspaper (21%), on posters (9%) and billboards (9%).

Respondents aged 25-44 are more likely (56%) to have seen/heard the campaign and are more likely to have heard the campaign on the radio (24%).

Just less than a third (30%) of respondents say they have seen/heard of the libraries campaign. Seven out of ten respondents (70%) have not seen the advertising campaign for libraries, more than one in ten (12%) have seen it but can't remember where, and over one in ten (11%) have seen it in a local newspaper.

**Chart 10 - Can you remember seeing/hearing the libraries campaign run by Lancashire County Council? If yes, where?**



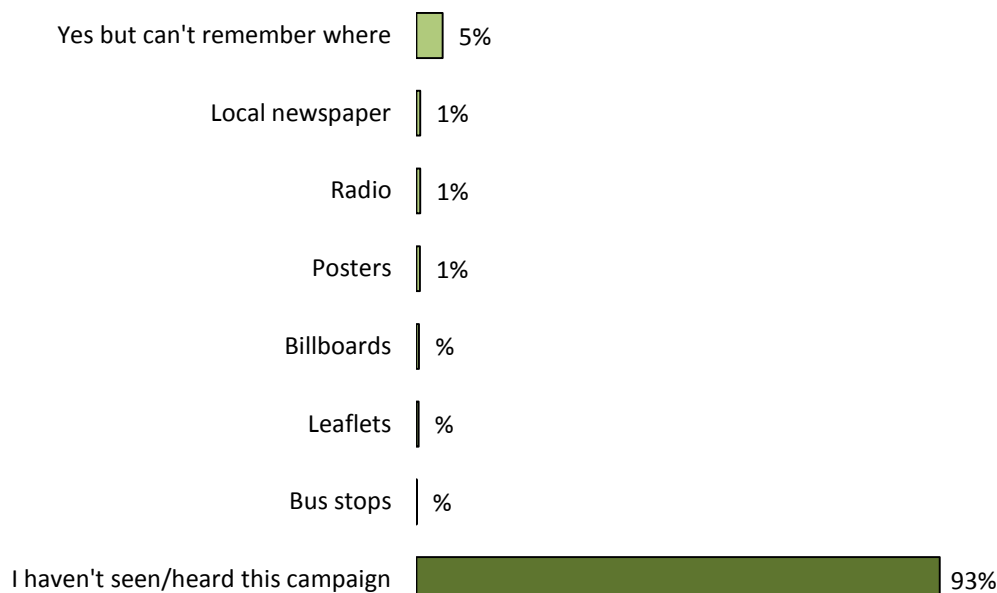
Base: All respondents (unweighted 1,280, weighted 920)

Respondents aged 60 and over (41%) and respondents with a disability (34%) are more likely to have seen/heard this campaign, whereas full-time workers (22%) are less likely to have seen/heard it.

Respondents aged 60 and over (17%) and respondents with a disability (14%) are more likely to have seen the campaign in local newspapers. Respondents who live in council housing or in a housing association (12%) are more likely to have seen the campaign on leaflets.

More than nine in every ten respondents (93%) have not seen the advertising campaign for shared lives. One in twenty (5%) have seen it but can't remember where.

**Chart 11 - Can you remember seeing/hearing the Shared Lives campaign run by Lancashire County Council? If yes, where?**

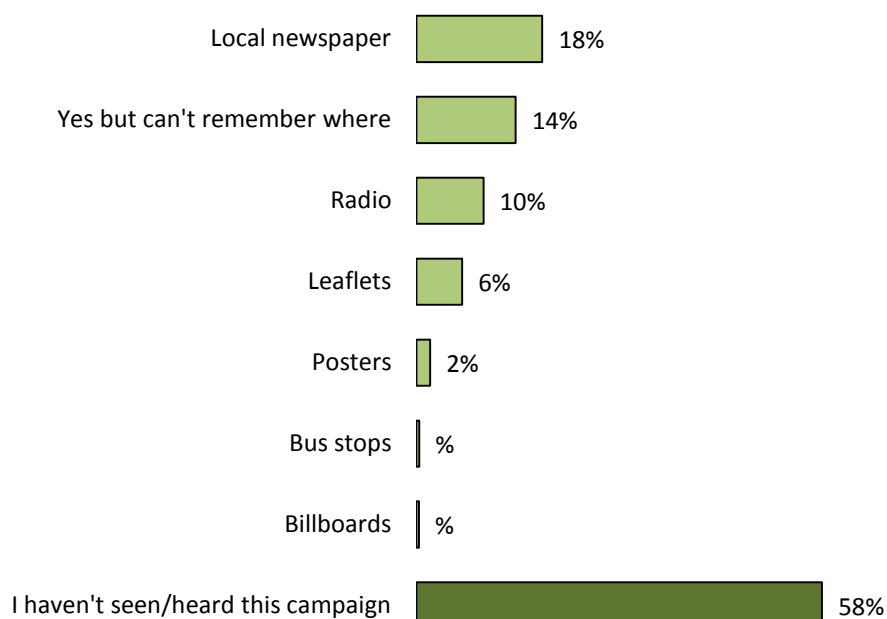


Base: All respondents (unweighted 1,200, weighted 873)

Respondents who report to being medium (6-10) users of Lancashire County Council services (8%), respondents with children in their household (8%), and respondents in part-time work (8%) are more likely to have seen the campaign but not remember where.

Over two-fifths (42%) of respondents say they have seen/heard the winter gritting campaign. Just under a fifth of respondents (18%) have seen the advertising campaign for winter gritting in a local newspaper, and just under a sixth (14%) have seen it but can't remember where.

**Chart 12 - Can you remember seeing/hearing the winter gritting campaign run by Lancashire County Council? If yes, where?**



Base: All respondents (unweighted 1,383, weighted 973)

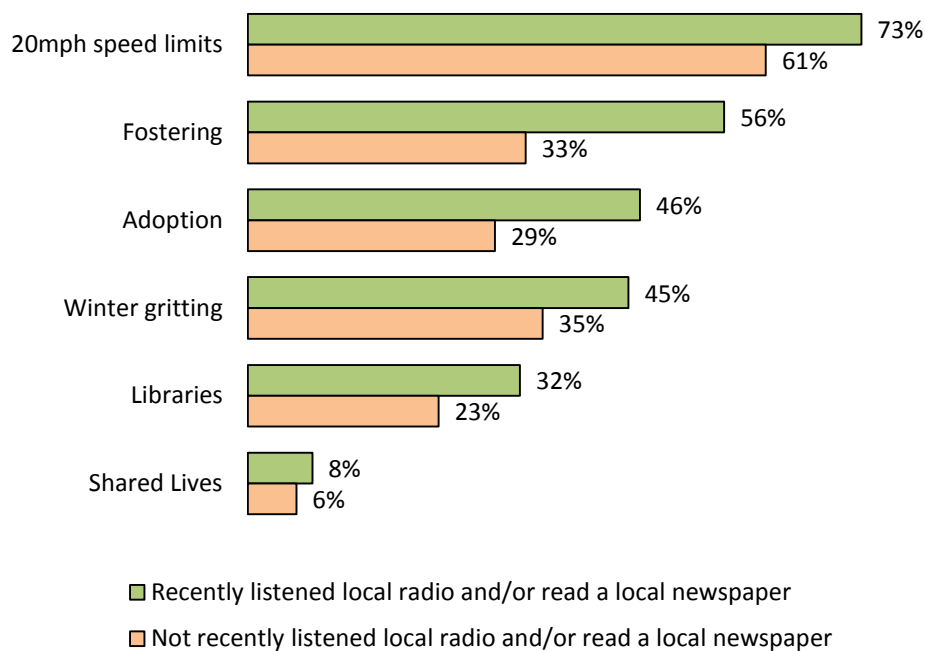
Respondents aged 60 and over (52%) and respondents with a disability (47%) are more likely to have seen/heard this campaign. Respondents aged 60 and over (26%) and respondents with a disability (22%) are also more likely to have seen the campaign in a local newspaper.

Respondents in full-time work (63%) are more likely say they can't remember seeing or hearing this campaign.

Respondents with children in their household (13%) are more likely to have heard this campaign on the radio.

Respondents who have listen to local commercial radio in the last seven days for 30 minutes or more and/or have recently read a local (daily or weekly) newspaper for two or more minutes are generally more aware of the campaigns that have been run by Lancashire County Council over the last 12 months.

**Chart 13 - Local media consumption and campaign awareness**



Base: All respondents (unweighted 1,200-1,580, weighted 873-1,095)

## 6. Conclusions and recommendations

It is recommended that the findings from this research are used to:

- support the evaluation the campaigns run by Lancashire County Council in the last 12 months; and,
- to help inform decisions about future campaigns run by Lancashire County Council.

## 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