Living in Lancashire Survey

Internet use

August 2013

Lancashire
County
Council

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Contents

1. Executive summary

This wave of Living in Lancashire looked at people's views on internet use in Lancashire. 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 four-fifths of respondents (84%) have accessed the internet.
- Of those respondents who have not accessed the internet, almost half (47%) do not want or need to use the internet, and over a third (35%) lack the skills to use the internet.
- Of those respondents who have accessed the internet, more than nine out of ten (95%) have accessed the internet in the last three months.
- Of those respondents who have not used the internet in the last three months, two-fifths (39%) lack the skills to use the internet, and over a third (35%) don't use it that often.
- Of those respondents who have accessed the internet in the last three months, more than half (54%) have accessed the internet on a mobile device in the last three months.
- Of those respondents who have accessed the internet in the last three months, over nine out of ten (94%) use the internet at home, and over two-fifths (44%) use it at work.
- Of those respondents who have not accessed the internet at home in the last three months, over two-fifths (42%) do not want or need to use the internet at home, just under a third (31%) find the equipment costs too high and a quarter (25%) find the access costs too high.
- Of those respondents who have accessed the internet at home in the last three months, almost half (49%) do not know what their internet connection speed is at home. One in twenty (6%) have an internet connection speed of less than 2Mbps.
- Of those respondents who have accessed the internet at home in the last three months, almost three-fifths (57%) have not accessed the internet at home for work purposes.
- Of those respondents who have accessed the internet at home in the last three months but have not accessed the internet at home for work purposes, around three-fifths (59%) are either retired or unemployed.
- For those respondents who have accessed the internet in the last three months, the activities they use the internet for most are email (89%), general browsing (87%), finding information about goods or services (80%) and buying or ordering tickets, goods or services (70%).

- Of those respondents who have accessed the internet, around three-quarters agree that the internet is important to their lives (75%), that the internet is a useful tool for keeping in touch with friends and family (77%) and that the internet enables them to get better deals on the goods/services they buy or use (77%).
- For those respondents who have accessed the internet, the public service activities most respondents have carried out on the internet are looked up a telephone number for a public service (71%), applied for road tax (56%) and found general information on a public service (52%).
- Around a half of respondents (47%) agree that they will use the internet more in the future. Only one in ten (10%) agree that they have no interest in using the internet, and over three-fifths (63%) strongly disagree with this statement.

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 internet use. Questions looked specifically at:

- accessing the internet;
- internet activity; and
- attitudes towards the internet.

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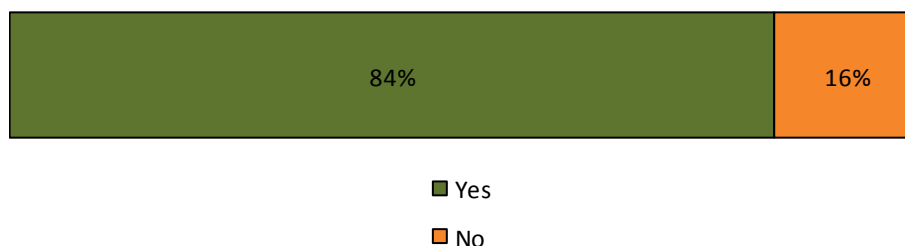
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

More than four-fifths of respondents (84%) have ever accessed the internet.

Chart 1 - Have you ever accessed the internet? This includes on a home computer, mobile devices (eg, smartphone, tablet), and at work/places of study

84%	16%

■ Yes
■ No

Base: All respondents (unweighted 1,681, weighted 1,160)

Respondents aged 60+ (64%), respondents who live in council housing or in a housing association (64%), respondents with a disability (72%) and respondents in socio-economic group DE (72%) are less likely to have ever accessed the internet.

Table 1 - Have you ever accessed the internet? By age

	16 - 44	45 - 59	60 +
Yes	97%	92%	64%
No	3%	8%	36%

Table 2 - Have you ever accessed the internet? By socio-economic group

	AB	C1	C2	DE
Yes	93%	89%	79%	72%
No	7%	11%	21%	28%

Of those respondents who have not accessed the internet, almost half (47%) don't want or need to use the internet, and over a third (35%) don't have the right skills to use the internet.

Chart 2 -   What are your reasons for not accessing the internet?

Reason	%
I don't want or need to use the internet	47%
I don't have the right skills to use the internet	35%
The equipment costs are too high	22%
I have privacy or security concerns	20%
The access costs are too high (monthly internet service charge)	18%
I don't know where to find public internet access points	3%
Other	16%
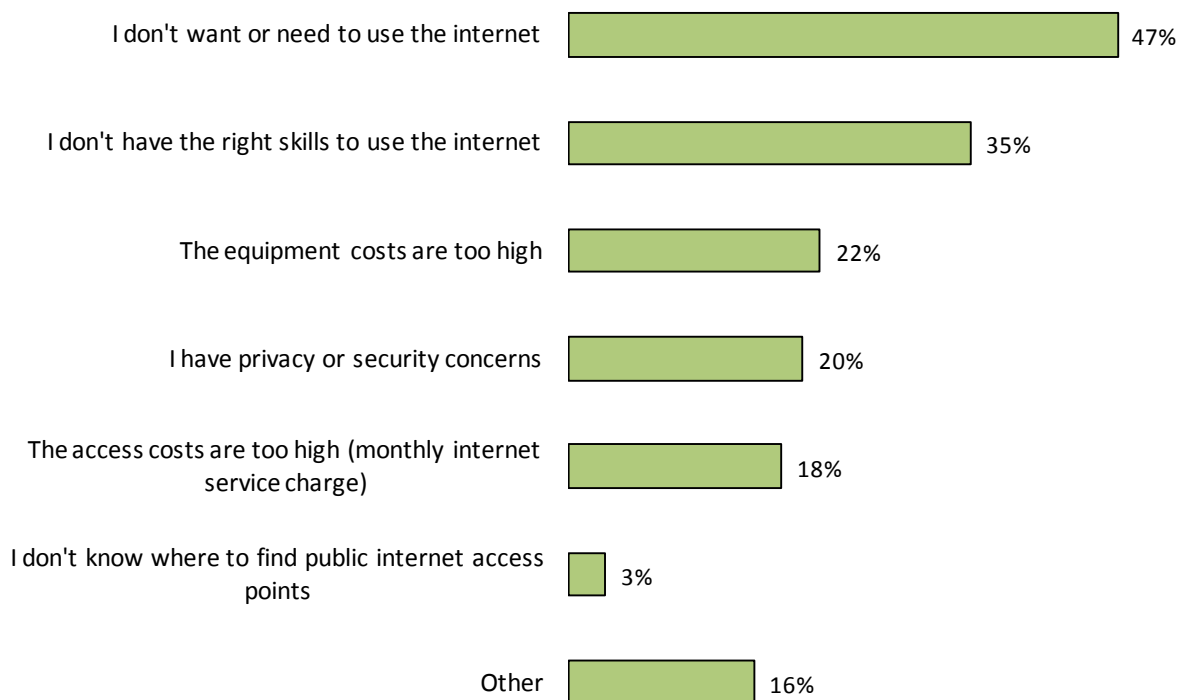
Base: Respondents who have not accessed the internet (unweighted 462, weighted 244)

BME respondents (64%), respondents with a disability (40%) and respondents who are not in either full-time or part-time employment (39%) are more likely to say that they don't have the right skills to use the internet.

Of those respondents who have accessed the internet, more than nine out of every ten (95%) have done so in the last three months.

Chart 3 - Have you accessed the internet at all in the last three months? This includes on a home computer, mobile devices (eg, smartphone, tablet), and at work/places of study.

95%	5%

■ Yes
■ No
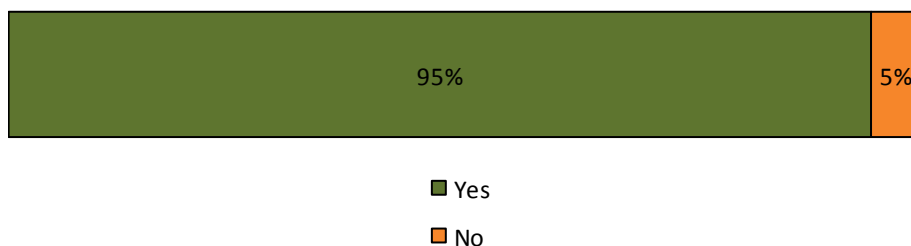
Base: Respondents who have accessed the internet (unweighted 1,380, weighted 1,014)

Respondents aged 60 and over (87%), respondents who live in council or house association housing properties (87%), respondents with a disability (89%) and respondents in the lowest socio-economic groups (DE) (88%) are less likely to have accessed the internet in the last three months.

Of those respondents who have not used the internet in the last three months, two-fifths (39%) say they lack the skills to use the internet, and over a third (35%) don't use it that often.

Chart 4 - What are your reasons for not accessing the internet in the last three months?

Reason	%
I don't have the right skills to use the internet	39%
I don't use it that often	35%
I have privacy or security concerns	18%
The equipment costs are too high	14%
The access costs are too high (monthly internet service charge)	13%
I don't know where to find public internet access points	5%
Other	20%
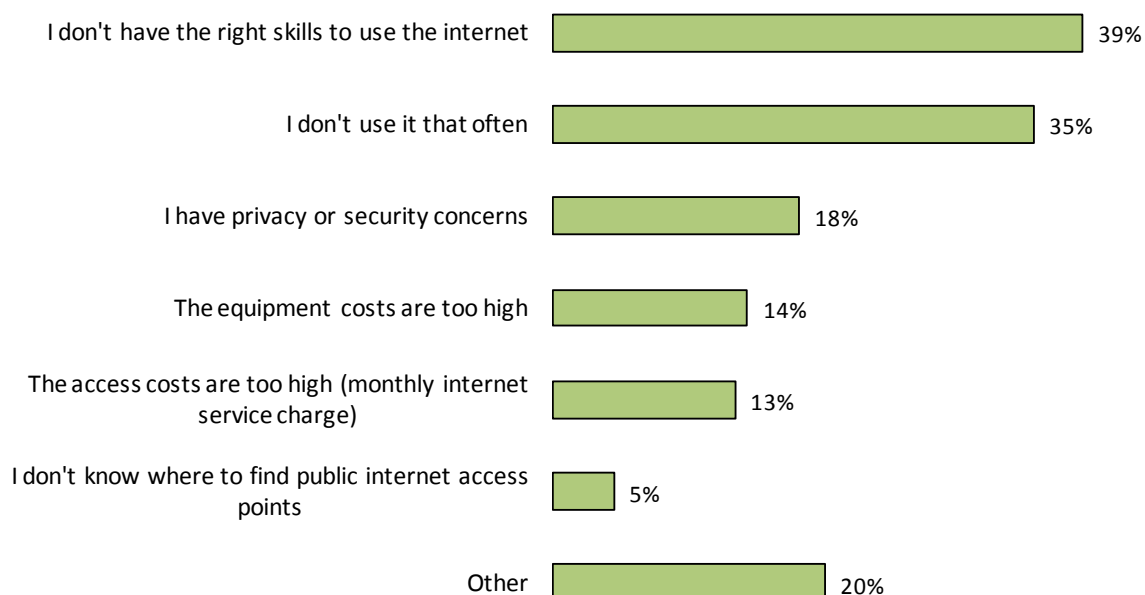
Base: Respondents who have not accessed the internet in the last three months (unweighted 91, weighted 53)

Respondents who have children in the household (42%) are more likely to say that the equipment costs are too high.

More than half (54%) of respondents who have accessed the internet in the last three months have accessed the internet on a mobile device during that time.

Chart 5 - Have you accessed the internet on a mobile device on 3G/4G in the last three months?

54%	46%

■ Yes
■ No

Base: Respondents who have accessed the internet in the last three months (unweighted 1,329, weighted 983)

Respondents with a disability (43%) and respondents aged 60 and over (28%) are less likely to have accessed the internet on a mobile device in the last three months.

Respondents who work full time (69%) and respondents in the highest socio-economic groups (AB0 (61%) are more likely to have accessed the internet on a mobile device in the last three months.

Of those respondents who have accessed the internet in the last three months, over nine out of ten (94%) use the internet at home, and over two-fifths (44%) use it at work.

Chart 6 - Where have you used the internet not including mobile devices in the last three months?

Location	Percentage
At home	94%
At work	44%
At another person's home	22%
At a public place (eg library, community centre, internet café)	12%
At a place of education	6%
None of these	3%

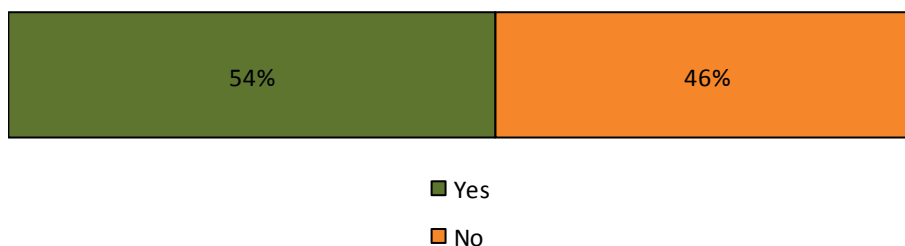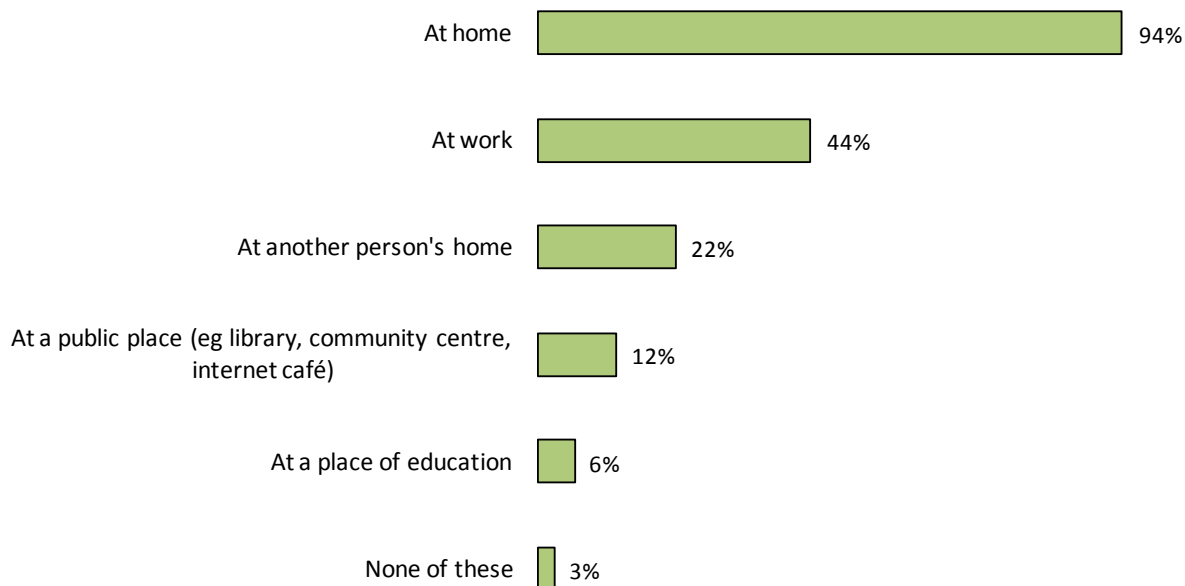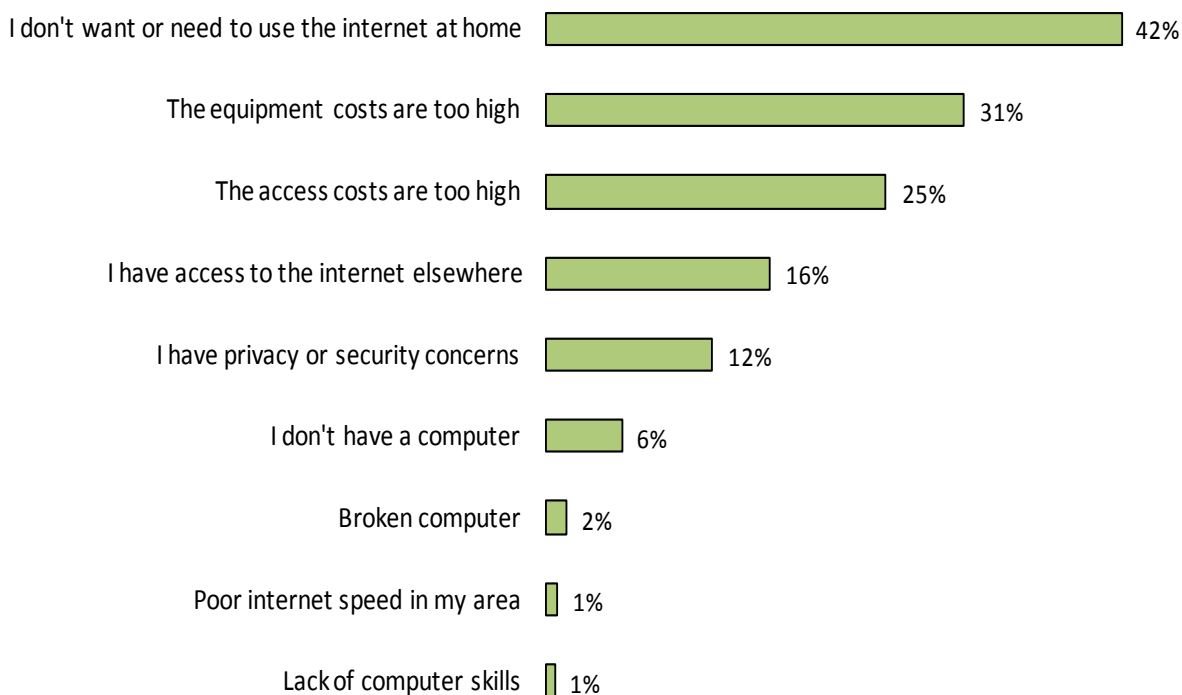Base: Respondents who have accessed the internet in the last three months (unweighted 1,341, weighted 995)

Respondents who live in council housing or in a housing association property (29%) are more likely to use the internet at a public place such as a library or internet café.

Of those respondents who have not accessed the internet at home in the last three months, over two-fifths (42%) do not want or need to use the internet at home, just under a third (31%) find the equipment costs too high and a quarter (25%) find the access costs too high.

Chart 7 -   If you have not accessed the internet at home, why not?

Reason	%
I don't want or need to use the internet at home	42%
The equipment costs are too high	31%
The access costs are too high	25%
I have access to the internet elsewhere	16%
I have privacy or security concerns	12%
I don't have a computer	6%
Broken computer	2%
Poor internet speed in my area	1%
Lack of computer skills	1%

Base: Respondents who have not accessed the internet at home in the last three months (unweighted 106, weighted 66)

Respondents aged 60 and over (63%) are more likely to not want or need to use the internet at home, and respondents aged 25-44 (47%) or 45-59 (51%) are more likely to say that the equipment costs are too high.

Of those respondents who have accessed the internet at home in the last three months, almost half (49%) do not know what their internet connection speed is at home. One in twenty (6%) have an internet connection speed of less than 2Mbps.

Chart 8 -   What is your internet connection speed at home?

6%	31%	14%	49%

■ Less than 2Mbps
■ 2Mbps - 20Mbps
□ More than 20Mbps
■ Don't know

Base: Respondents who have accessed the internet at home in the last three months (unweighted 1,268, weighted 946)

Female respondents who have accessed the internet in the last three months (58%) are more likely to say they don't know what their internet connection speed is at home.

Of those respondents who have accessed the internet at home in the last three months, almost half (46%) agree that their internet speed at home is fast enough for their needs, whereas a third (33%) disagree.

Chart 9 - **How strongly do you agree or disagree that your internet speed at home is fast enough for your needs?**

11%	35%	14%	18%	15%	7%

■ Strongly agree
■ Tend to agree
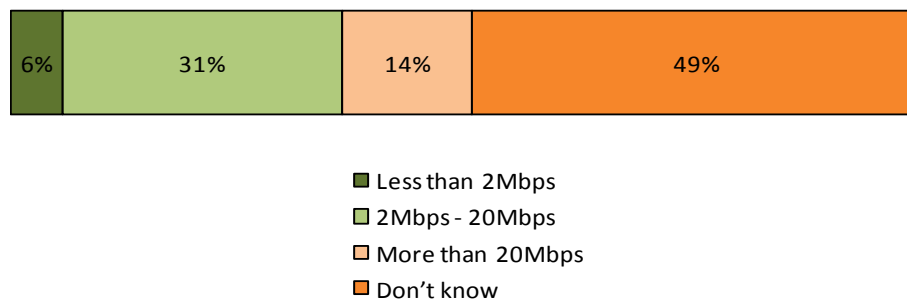□ Neither agree nor disagree
■ Tend to disagree
■ Strongly disagree
□ Don't know

Base: Respondents who have accessed the internet at home in the last three months (unweighted 1,280, weighted 954)

Male respondents (40%) are less likely to agree that their internet speed at home is fast enough for their needs.

Respondents who have an internet connection speed of less than 2Mbps are more likely to strongly disagree (75%) that their internet speed at home is fast enough for their needs.

Chart 10 - Internet connection speed compared to internet speed at home being fast enough

Base: Respondents who have accessed the internet at home in the last three months and know their internet connection speed (weighted 480)

Of those respondents who have accessed the internet at home in the last three months, almost three-fifths (57%) have not accessed the internet at home for work purposes.

Chart 11 - Have you accessed the internet at home for work purposes?
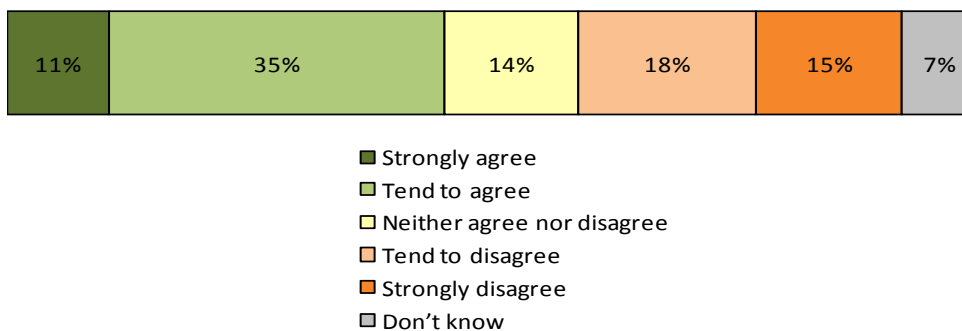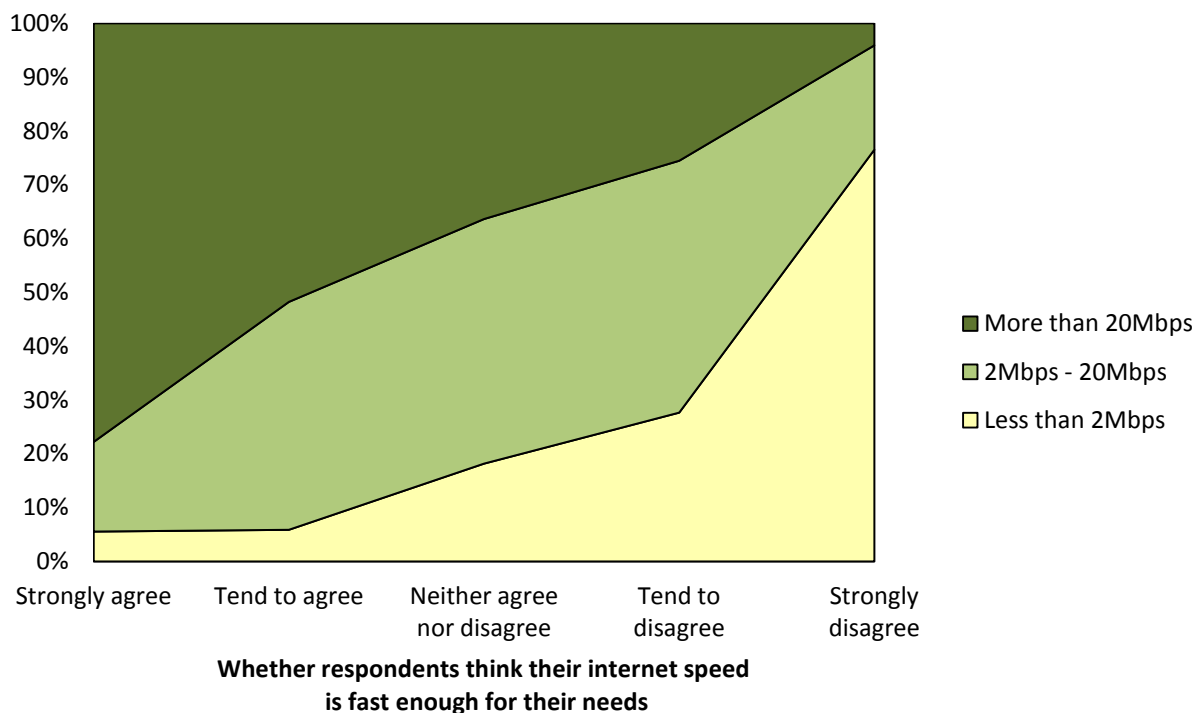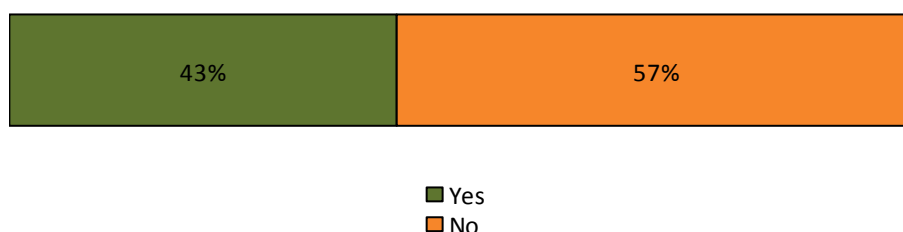
43%	57%

■ Yes
■ No

Base: Respondents who have accessed the internet at home in the last three months (unweighted 1,290, weighted 963)

Respondents who live in council or housing association housing properties (77%), and respondents in the lowest socio-economic groups (DE) (82%) are more likely to have not accessed the internet at home for work.

Of those respondents who have accessed the internet at home in the last three months but have not accessed the internet at home for work purposes, around three-fifths (59%) are either retired or unemployed.

Chart 12 - If you haven't accessed the internet at home for work purposes, why not?
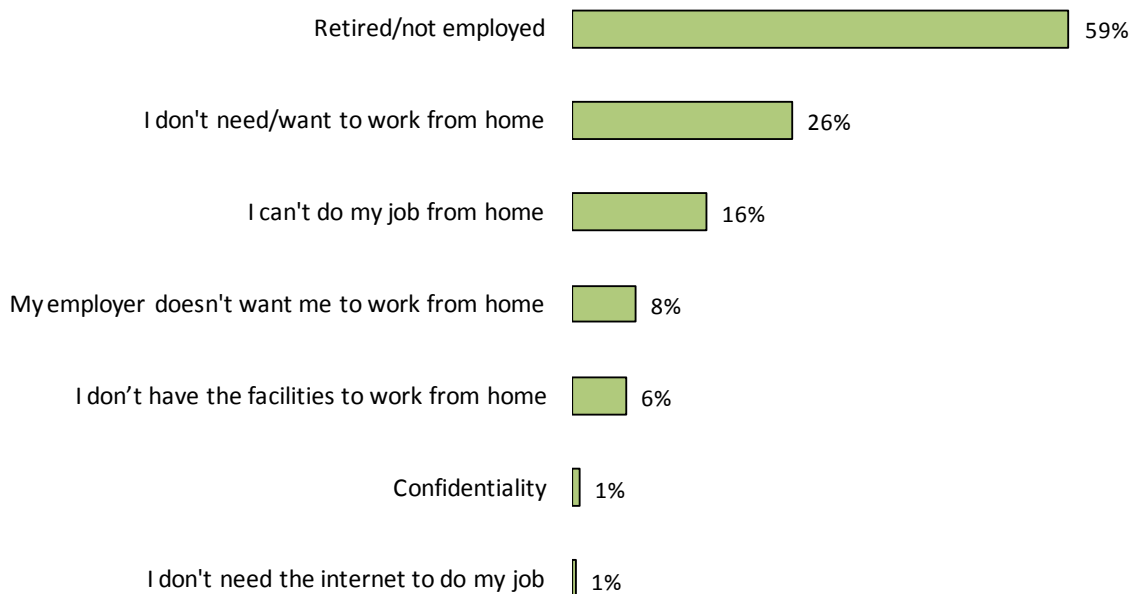
Category	Percentage
Retired/not employed	59%
I don't need/want to work from home	26%
I can't do my job from home	16%
My employer doesn't want me to work from home	8%
I don't have the facilities to work from home	6%
Confidentiality	1%
I don't need the internet to do my job	1%

Base: Respondents who have accessed the internet at home in the last three months but have not accessed the internet at home for work purposes (unweighted 821, weighted 542)

The most common responses to which activities respondents have used the internet for in the last three months are: email (89%), general browsing (87%), finding information about goods or services (80%) and buying or ordering tickets, goods or services (70%).

Chart 13 - Which of these activities did you use the internet for in the last three months?

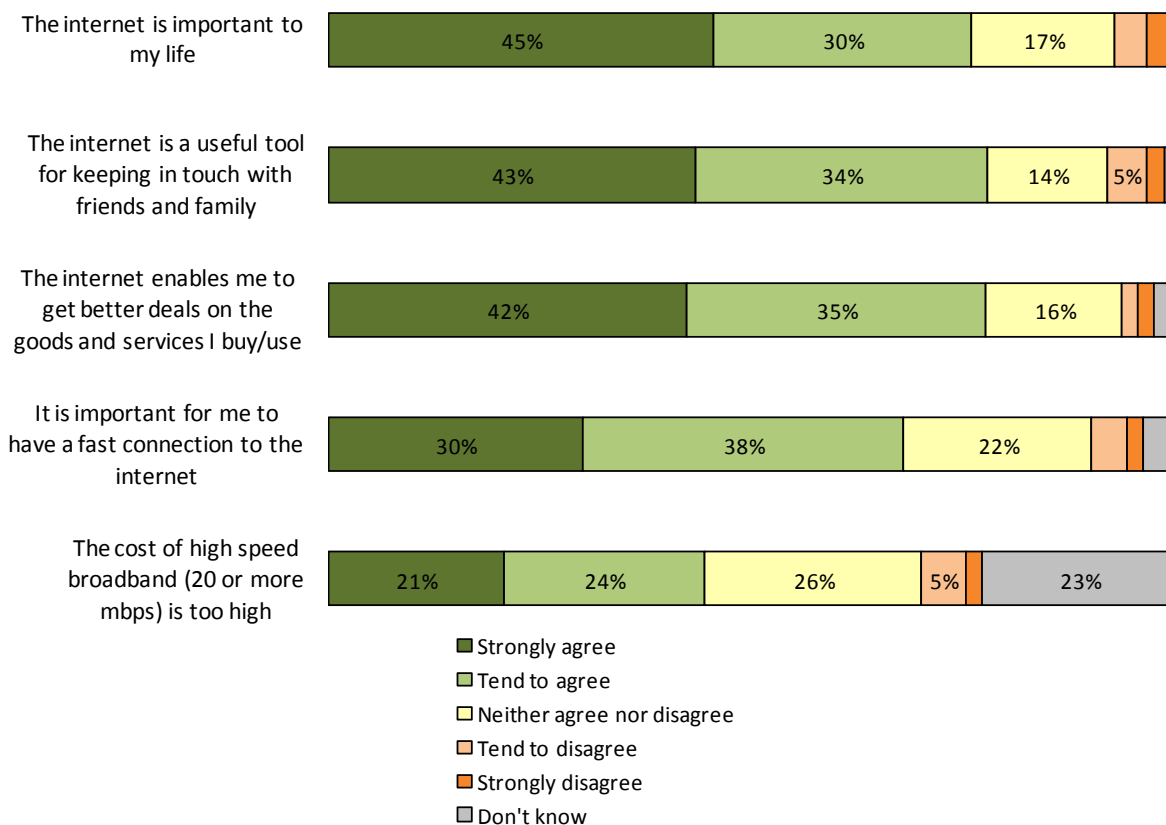| Activity	Percentage
Email	89%
General browsing	87%
Finding information about goods or services	80%
Buying or ordering tickets, goods or services	70%
Reading news	62%
Personal banking and finance	61%
Social networking sites	44%
Listening to web radio/watching web TV (eg BBC iPlayer, ITV player etc)	39%
Playing or downloading games	26%
Telephoning over internet/video chat (eg skype)	24%
Streaming or downloading music/films	24%
Downloading other software or applications (apps)	24%
Looking for jobs or work	21%
Selling goods or services (eg through online auctions)	20%
Finding information related to an education course	15%
Chat rooms/forums	7%
None of these	2%

Base: Respondents who have accessed the internet in the last three months (unweighted 821, weighted 542)

BME respondents are more likely to use the internet for social networking sites (58%), streaming or downloading music/films (37%), looking for jobs or work (45%) and finding information about an education course (29%).

Of those respondents who have accessed the internet, around three-quarters agree that the internet is important to their lives (75%), that the internet is a useful tool for keeping in touch with friends and family (77%) and that the internet enables them to get better deals on the goods/services they buy or use (77%).

Chart 14 -   How strongly do you agree or disagree with the following statements?

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
The internet is important to my life	45%	30%	17%			
The internet is a useful tool for keeping in touch with friends and family	43%	34%	14%	5%		
The internet enables me to get better deals on the goods and services I buy/use	42%	35%	16%			
It is important for me to have a fast connection to the internet	30%	38%	22%			
The cost of high speed broadband (20 or more mbps) is too high	21%	24%	26%	5%		23%

■ Strongly agree
■ Tend to agree
□ Neither agree nor disagree
■ Tend to disagree
■ Strongly disagree
□ Don't know

Base: Respondents who have accessed the internet (unweighted 1,287 -1,341, weighted 965 - 995)

Respondents aged 60 and over (30%), respondents who live in council or housing association housing properties (27%) and respondents in the lowest socio-economic groups (DE) (24%) are less likely to strongly agree that the internet is important to their life.

Male respondents (52%) and respondents with a disability (48%) are more likely to agree that the cost of high-speed broadband (20 or more Mbps) is too high.

Respondents in the lowest socio-economic groups (DE) (23%) are less likely to strongly agree that the internet enables them to get better deals on the goods and services they buy/use.
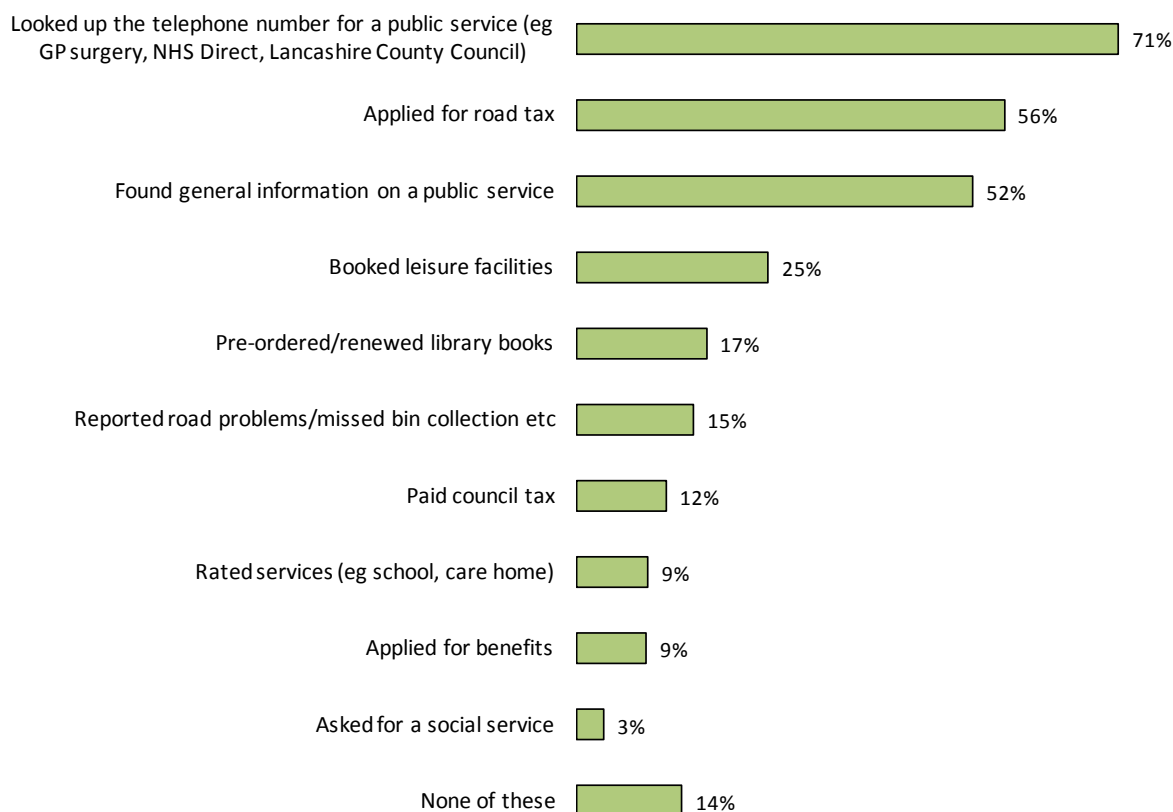
BME respondents (58%) and respondent who report to being heavy users (10+) of county council services (57%) are more likely to strongly agree that the internet is important to their life.

Respondent who report to being heavy users (10+) of county council services (56%) are more likely to strongly agree that the internet enables them to get better deals on the goods and services they buy/use.

Respondents who have tenure other than owner/occupier and council housing or housing association (41%) and respondents in the highest socio-economic groups (AB) (36%) are more likely to strongly agree that it is important for them to have a fast connection to the internet.

For those respondents who have accessed the internet, the public service activities most respondents have carried out on the internet are looked up a telephone number for a public service (71%), applied for road tax (56%) and found general information on a public service (52%).

Chart 15 - Have you ever done any of the following on the internet?

Activity	Percentage
Looked up the telephone number for a public service (eg GP surgery, NHS Direct, Lancashire County Council)	71%
Applied for road tax	56%
Found general information on a public service	52%
Booked leisure facilities	25%
Pre-ordered/renewed library books	17%
Reported road problems/missed bin collection etc	15%
Paid council tax	12%
Rated services (eg school, care home)	9%
Applied for benefits	9%
Asked for a social service	3%
None of these	14%

Base: Respondents who have accessed the internet (unweighted 1,374, weighted 1,013)

Around half of respondents (47%) agree that they will use the internet more in the future. Only one in ten (10%) agree that they have no interest in using the internet, and over three-fifths (63%) strongly disagree with this statement.

Chart 16 - **How strongly do you agree or disagree with the following statements?**

Statement	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
I will use the internet more in the future	17%	30%	35%	6%	5%	6%
I would like to improve my computer skills	13%	29%	29%	16%	11%	
I would like to access more public services online	15%	25%	44%	6%	5%	6%
I feel I am getting left behind by technology	11%	24%	21%	22%	19%	
I would like to improve my internet browsing skills	9%	22%	31%	19%	15%	
I have no interest in using the internet	7%		10%	13%	63%	

■ Strongly agree
■ Tend to agree
■ Neither agree nor disagree
■ Tend to disagree
■ Strongly disagree
■ Don't know

Base: All respondents (unweighted 1,459 – 1,498, weighted 1,029 – 1,074)

Respondents aged 60 and over (51%) and respondents with a disability (47%) are more likely to agree that they feel they are getting left behind by technology.

Respondents aged 60 and over (40%) and respondents with a disability (39%) are more likely to agree that they would like to improve their internet browsing skills.

Respondents aged 60 and over (25%), respondents with a disability (19%) and respondents who live in council or house association housing (23%) are more likely to agree that they have no interest in using the internet.

Respondents in the lowest socio-economic groups (DE) are less likely to strongly agree that they will use the internet more in future (10%) and that they would like to access more public services online (10%). They are more likely to agree that they would like to improve their computer skills (50%) and their internet browsing skills (37%), and more likely to strongly agree that they are getting left behind by technology (20%).

Of those respondents who said that they don't have the right skills to use the internet, around two-fifths agree they would like to improve their computer skills (40%) and their internet browsing skills (42%), and almost seven out of ten (69%) agree that they feel they are getting left behind by technology.

Half of respondents who have never accessed the internet (50%) agree that they have no interest in using the internet.

Table 3 - Use of the internet compared with interest in using the internet

I have no interest in using the internet	Have you ever accessed the internet?	
	Yes	No
Strongly agree	1%	38%
Tend to agree	2%	12%
Neither agree nor disagree	9%	15%
Tend to disagree	15%	6%
Strongly disagree	72%	11%
Don't know	1%	17%

Base: All respondents who answered questions 1 and 15 (weighted 1,019)

Over a quarter of respondents in the lowest socio-economic groups (DE) who have never used the internet (27%) disagree that they have no interest in using the internet. Over one in ten respondents aged over 60 who have never used the internet (12%) disagree with that they have no interest in using the internet.

Conclusions and recommendations

- Almost half (49%) of respondents who are regular internet users are unsure of their internet connection speed. There is therefore a need to raise awareness of speeds of internet connection, and highlight the benefits of a fast internet connection speed. This could be particularly targeted at women, as female respondents (58%) are more likely to be unsure of their internet connection speed.

- There is a big challenge to overcome the apathy of non-users. Half of respondents who have never accessed the internet (50%) have no interest in using the internet. Respondents aged 60+ (36%), respondents who live in council housing or in a housing association (36%), respondents with a disability (28%) and respondents in socio-economic group DE (28%) are the groups with the largest percentages of non users. In order to increase interest, different strategies to promote the benefits of using the internet could be used to target each group.

- Once interest in using the internet has been generated, training could be offered to people who want to improve their computer or internet browsing skills. Respondents from socio-economic group DE are more likely to agree that they would like to improve their computer skills (50%) and their internet browsing skills (37%), and, respondents aged over 60 (40%) and respondents with a disability (39%) are more likely to agree that they would like to improve their internet browsing skills. These groups could be targeted for computer or internet browsing skills training.

- Respondents from socio-economic group DE may be an easy fix group to target first as over two-thirds of them (68%) disagree that they have no interest in using the internet, and many of them are interested in improving their computer skills (50%) and internet browsing skills (37%).
  Of those respondents from socio-economic group DE who have never used the internet, 27% disagree that they have no interest in using the internet whereas this is 12% for respondents aged over 60 who have never used the internet.

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 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