Living in Lancashire Survey

Economic Development

April 2013

Lancashire County Council

Mick Edwardson and Heather Walmsley

May 2013

For further information on the work of the Corporate Research and Intelligence Team, please contact us at:
Living in Lancashire
Lancashire County Council
County Hall
Preston
PR1 8XJ
Tel: 0808 1443536
www.lancashire.gov.uk/profile

Contents

1. Executive summary

This wave of Living in Lancashire looked at people's views on the economy. 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 1,874 questionnaires were returned, giving an overall response rate of 70%.

1.1 Key findings

Employment

- Of those respondents who are not retired, more than one in ten (12%) have no formal qualifications. Just over two-fifths (41%) have a degree level qualification or higher.
- Around half of respondents are currently in paid employment (53%).

Travelling to work

- Around three quarters of respondents (72%) travel for up to half an hour each way to get to work. Only one in twenty respondents (5%) travels for over an hour each way.
- Just less than three quarters of respondents (72%) use the car to get to work every, or most, days, while only one in ten (10%) never use the car to get to work. Around one fifth of respondents (19%) walk to work every, or most, days. The train is the least common method of transport used to get to work – only 3% of respondents use the train to get to work every, or most, days.
- The most common reasons for using a car to get to work are that it is more convenient (50%) and saves time (44%). Over a quarter of respondents (28%) need a car to do their job.
- To get to work, just over half of respondents (52%) would be prepared to travel for more than half an hour each way. Around one in eight respondents (12%) are only willing to travel up to 15 minutes each way.
- Around half of respondents (53%) are prepared to travel for longer than they currently do to get to their regular place of work.
- Only around one in eight respondents (13%) feel that there is a wide range of jobs available for them in Lancashire which reflect their skill level/experience. Around a fifth of respondents (20%) feel that there are very few jobs available for them within Lancashire and one in twenty (6%) feel there are no jobs available for them.

Training

- To improve their employment prospects, a third of respondents (33%) have learnt a new skill within the last three years.
- Nearly a quarter of respondents (24%) that haven't learnt a new skill said the cost of training was stopping them. Nearly a quarter of respondents (22%) who had learnt a new skill said that financial support has enabled them to train.
- Over the next two years, a third of respondents (34%) feel their job prospects in Lancashire will get worse, while only one in twenty respondents (7%) feel they will get better.

1.2 Conclusions and recommendations

Travelling to work

- Car use remains high among respondents because of convenience and the fact that it is quicker than using other alternatives. This suggests that the Lancashire road network functions relatively well. It also suggests that further work must be done to promote and provide effective and more sustainable alternatives to the car where possible. Car use is especially important in rural areas where public transport alternatives are not as available.
- Having an effective public transport network is important for Lancashire. Around a fifth of respondents are not willing to travel further for employment because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that, where possible, existing and future employment centres in Lancashire are developed where there is already effective public transport connectivity, or that such connectivity is provided during development
- Half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that the appetite to travel is there if sufficiently well-paid jobs are available to make travel worthwhile.

Job availability

- Around a quarter of respondents feel that there are very few or no jobs available for them in Lancashire. Lancashire County Council and Lancashire Enterprise Partnership should prioritise improving this perception, which can be linked to local and national media stories, through the economic development activities such as Growing Places and City Deal.

Training

- 83% of respondents with no qualifications have not trained in the last three years. The cost of training is one prominent reason given that is preventing people from training.

Disabled

- Disabled respondents are generally less satisfied in their responses – relative to non-disabled respondents they feel their prospects are worse, they feel prevented from training due to ill health, they feel there are very few or no jobs for them in Lancashire and they are not working due to ill health. Lancashire County Council could further promote how the county council can help these people, for example through the Employment Support Service.

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 economic development. Questions looked specifically at:

- employment;
- travelling to work; and
- training to improve employment prospects.

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.

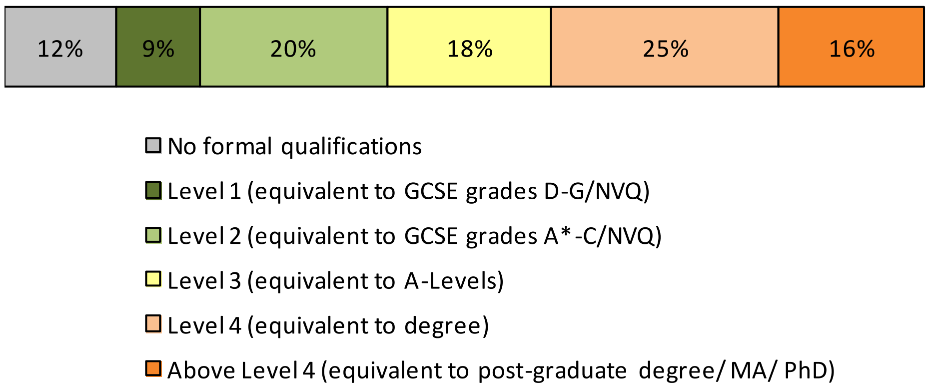
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

5.1 Employment

Panel members were first asked what their highest level of qualification is. Of those respondents who are not retired, more than one in ten (12%) have no formal qualifications. Just over two-fifths (41%) have a degree level qualification or higher.

Chart 1 - What is your highest level of qualification?

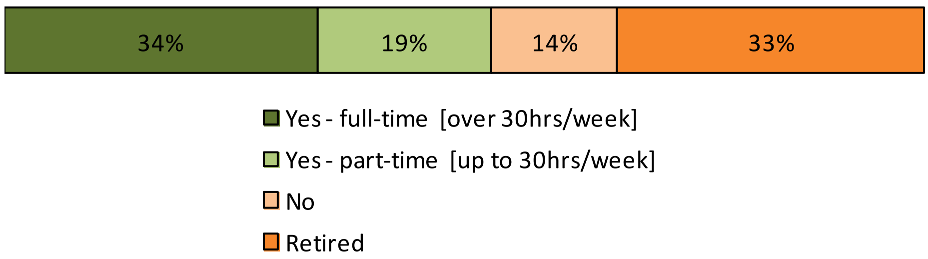


Base: Respondents who are not retired (unweighted 890, weighted 870)

Full-time respondents (48%), and respondents in socio-economic group AB (67%) are more likely to have a degree level qualification or higher. Disabled respondents (28%) are less likely to have a degree level qualification or higher.

Around half of respondents (53%) are currently in paid employment, with a third (34%) working full-time and around a fifth (19%) working part-time.

Chart 2 - Are you currently in paid employment?

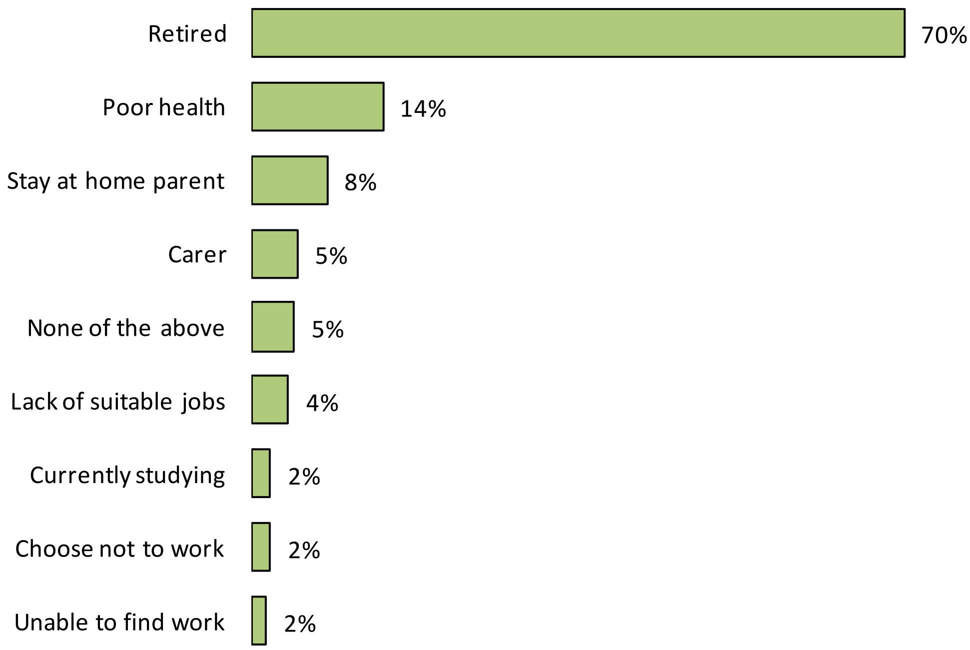


Base: All respondents (unweighted 1,779, weighted 1,305)

Disabled respondents (75%) and respondents who live in council or house association housing (77%) are more likely not to be in paid employment.

The majority of respondents (70%) who are not currently in paid employment are retired. Around one in eight respondents (14%) are not currently in paid employment because of poor health.

Chart 3 - Are you not working for any of the following reasons?



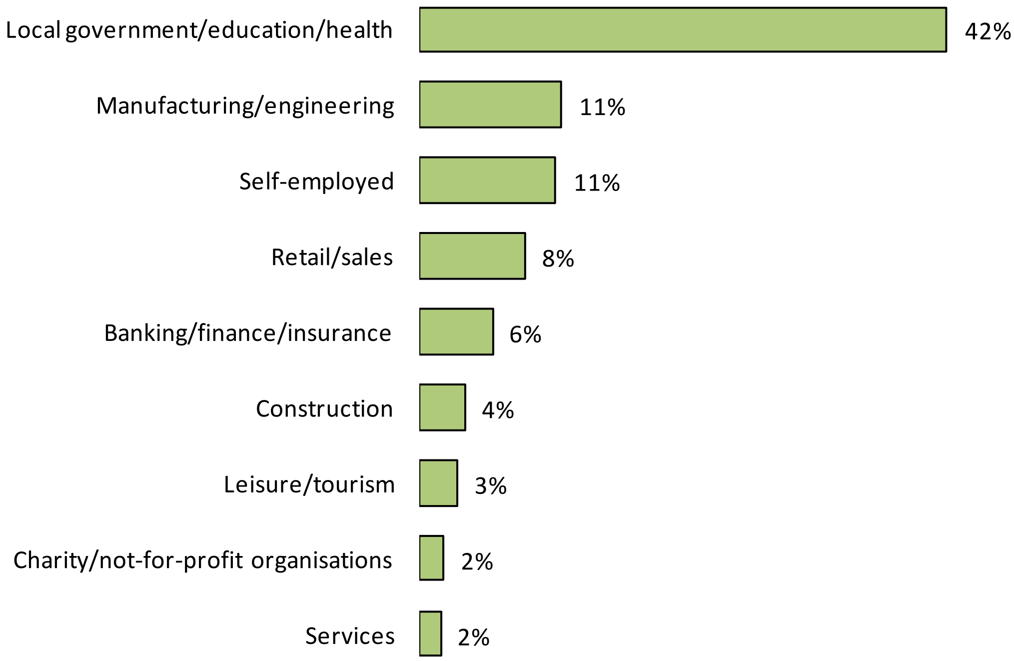
Base: Respondents who are not currently in paid employment (unweighted 1,187, weighted 701)

Female respondents (19%) and respondents in socio-economic group DE (18%) are more likely to say they are not currently working because they are a stay at home parent or carer.

Disabled respondents (25%) are more likely to say they are not currently working because of poor health.

Respondents who are in paid employment were asked which industry they currently work in. Over two-fifths of respondents (42%) work in local government, education or health. Around one in eight respondents (11%) work in manufacturing, or are self-employed.

Chart 4 - Which industry do you currently work in?



Base: Respondents who are currently in paid employment (unweighted 755, weighted 712)

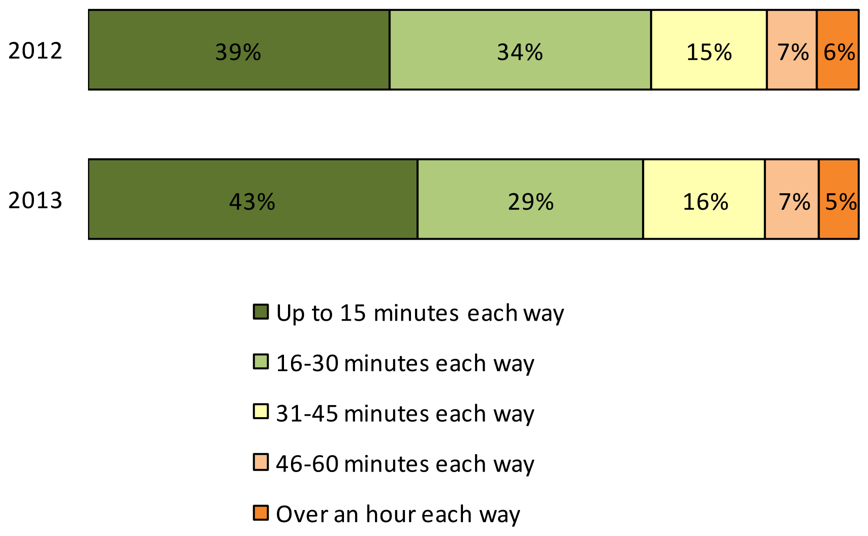
Part-time respondents (57%) are more likely to work in local government, education or health, while male respondents (26%) are less likely to work in these areas.

Respondents with no formal qualifications (24%) are more likely to be self-employed, and respondents educated to post-graduate level (68%) are more likely to work in the local government/education/health sector.

5.2 Travelling to work

Respondents who are in paid employment were asked how long they currently travel to get to their regular place of work. Around three-quarters of respondents (72%) travel for up to half an hour each way. Only one in every twenty respondents (5%) travel for over an hour each way.

Chart 5 - How long do you currently travel to get to your regular place of work?



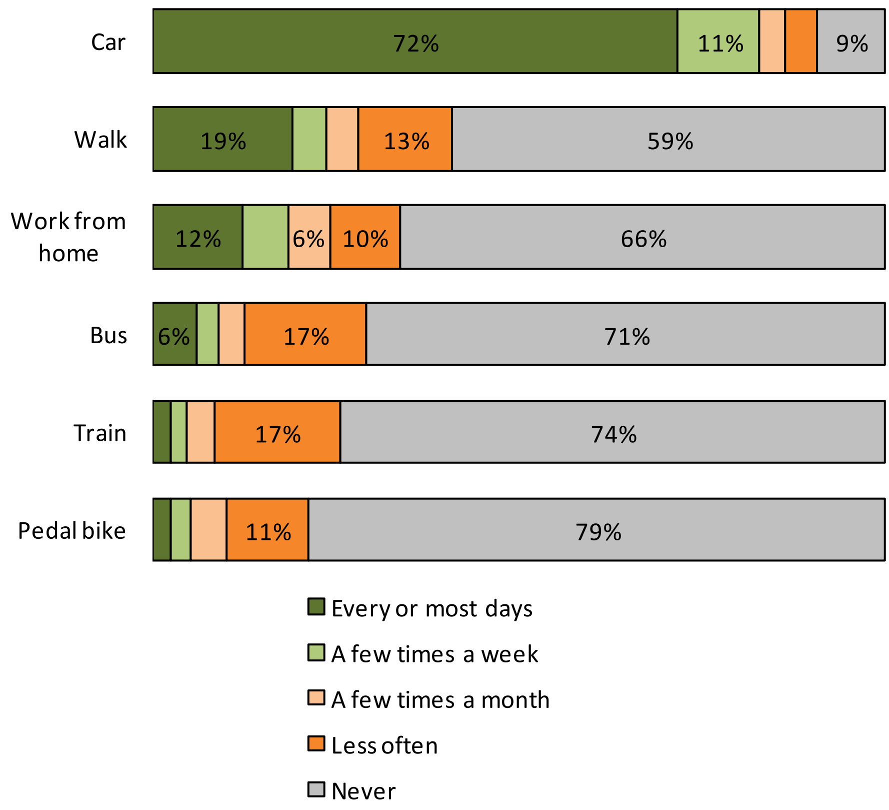
Base: 2013 - respondents who are currently in paid employment (unweighted 739, weighted 699)
2012 - respondents who are currently in paid employment (unweighted 792, weighted 748)

Male respondents (7%) and respondents in socio-economic group AB (8%) are more likely to travel for over an hour each way to get to their regular place of work.

Respondents currently in paid employment were asked how often they use different methods of transport to get to work.

The most commonly used method by far is car. Just less than three quarters of respondents (72%) use the car to get to work every, or most, days. Only one in every ten respondents (10%) never use the car to get to work. Around a fifth of respondents (19%) walk to work every, or most, days. The train is the least common method of transport used – only 3% of respondents use the train to get to work every, or most, days.

Chart 6 - How often do you use the following method(s) of transport to get to work?



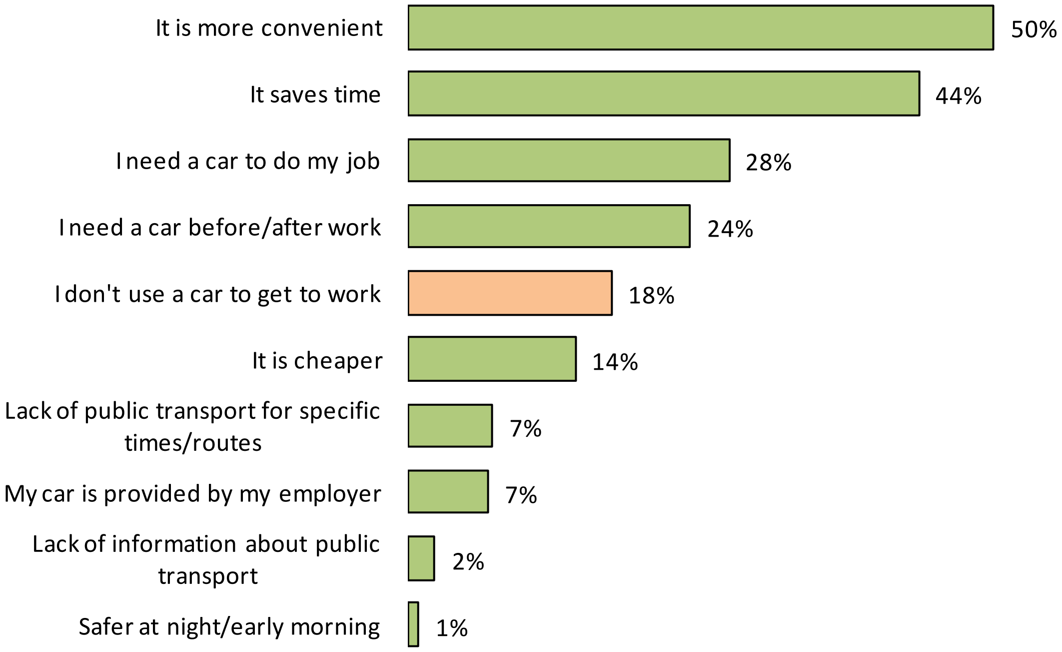
Base: Respondents who are currently in paid employment (unweighted 696, weighted 673)

Respondents who work full time (80%) are more likely to use a car every or most days to get to work.

Respondents who live in council or house association housing (18%) and respondents in socio-economic group DE (14%) are more likely to use the bus every or most days to get to work.

Respondents who are a car user were asked what the main reasons why they use their car to get to work. The most common responses were that it is more convenient (50%) and saves time (44%). Over a quarter of respondents (28%) say they need a car to do their job.

Chart 7 - If you are a car user, what are the main reasons why you use your car to get to work?

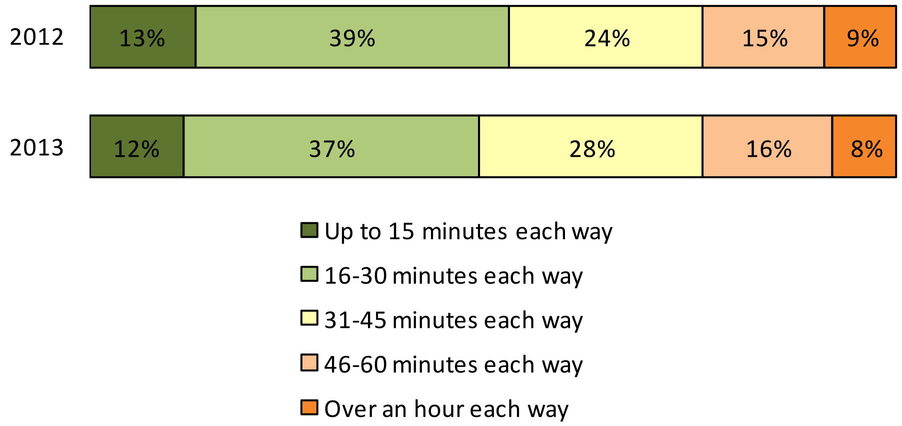


Base: Respondents who are currently in paid employment (unweighted 742, weighted 711)

Respondents from West Lancashire (14%) and Wyre district (14%) are more likely to use a car because of a lack of public transport.

Respondents who are not retired were then asked how long they would be prepared to travel to get to their regular place of work. Just over half of respondents (52%) would be prepared to travel for more than half an hour each way. Around one in eight respondents (12%) are only willing to travel up to 15 minutes each way.

Chart 8 - How long would you be prepared to travel to get to your regular place of work?



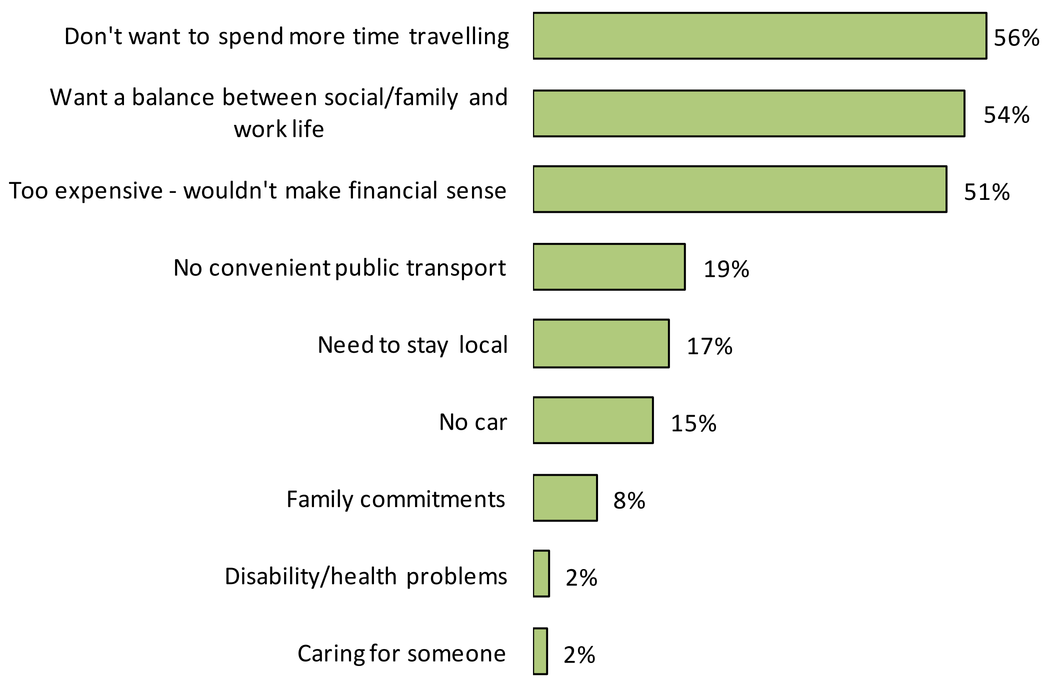
Base: 2012 – Respondents who are not retired (unweighted 875, weighted 833)
2013 – Respondents who are not retired (unweighted 830, weighted 790)

Full-time respondents (58%), male respondents (60%) and respondents in socio-economic group AB (59%) are more likely to be prepared to travel for more than half an hour each way.

BME respondents (20%) are more likely to only be prepared to travel up to 15 minutes each way.

Respondents were then asked what would stop them from travelling for longer to get to their regular place of work. The most common responses were that they don't want to spend more time travelling (59%), they want a balance between social/family life and work life (54%) and that it would be too expensive and wouldn't make financial sense (47%). A fifth of respondents (18%) said that having no convenient public transport would stop them travelling for longer.

Chart 9 - What would stop you travelling for longer?

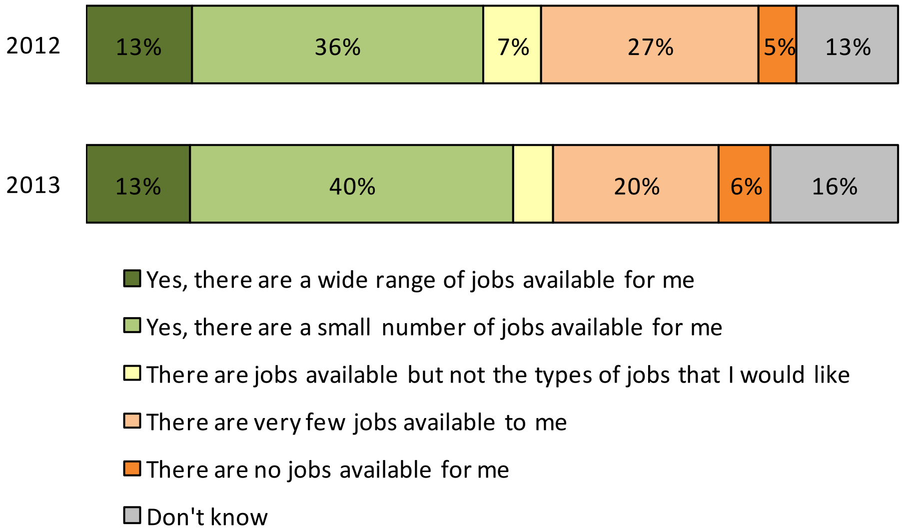


Base: Respondents who are not retired (unweighted 837, weighted 796)

Respondents aged 25-44 (62%) are more likely to say they don't want to travel for longer because they want a balance between social/family life and work life.

Only around one in eight respondents (13%) feel that there are a wide range of jobs available for them in Lancashire which reflect their skill level/experience, while a further two-fifths (40%) feel that there are a small number of jobs available. Around a fifth of respondents (20%) feel that there are very few jobs available for them within Lancashire and one in twenty (6%) feel there are no jobs available for them.

Chart 10 - Do you feel jobs for you exist within Lancashire which reflect your skill level/experience?



Base: 2012 - Respondents who are not retired (unweighted 897, weighted 862)
2013 - Respondents who are not retired (unweighted 733, weighted 716)

Disabled respondents (16%) are more likely to feel that there are no jobs within Lancashire available to them.

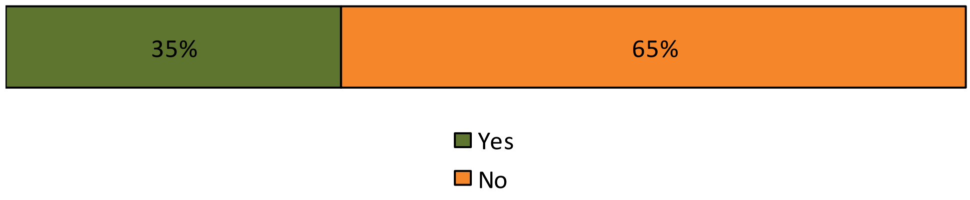
Respondents whose highest level of qualification is A-levels (21%) are more likely to say that there are a wide range of jobs available for them within Lancashire.

Respondents educated to GCSE grades D-G level (41%) and respondents with no formal qualifications (36%) are more likely to say there are few or no jobs available for them within Lancashire.

5.3 Training

To improve their employment prospects, within the last three years, over a third of respondents (33%) have learnt a new skill.

Chart 11 - Have you, within the last three years, learnt a new skill to improve your employment prospects?



Base: Respondents who are not retired (unweighted 906, weighted 864)

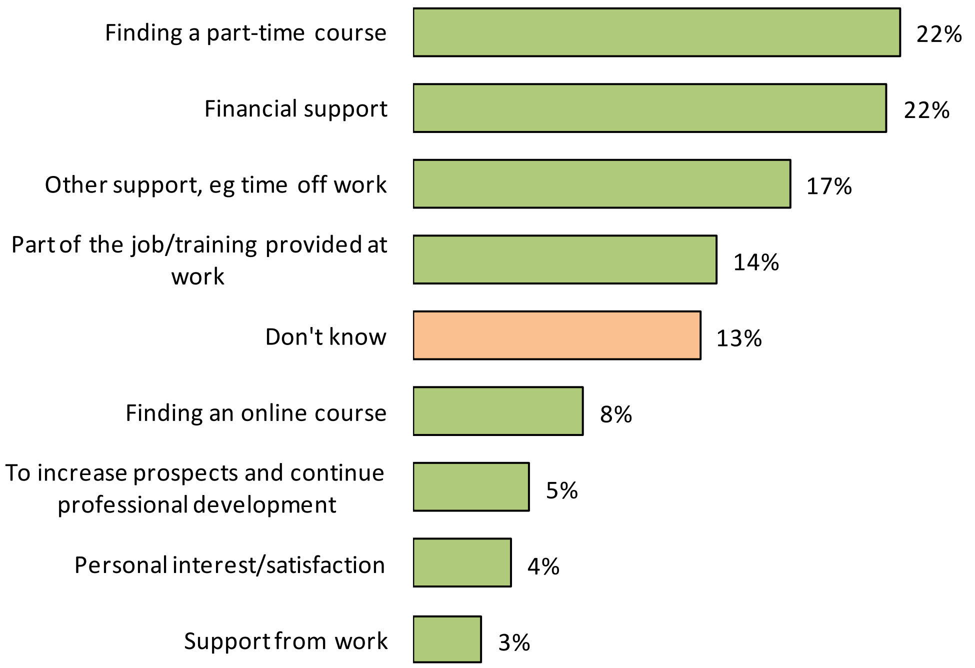
Respondents aged 60 and over that are not retired (81%) are more likely to say they haven't leant a new skill.

Respondents who are in part time employment (41%) are more likely to have learnt a new skill.

Respondents who are not in paid employment (72%) are more likely to not have learnt a new skill.

Respondents who have learnt a new skill in the last three years, were asked what encouraged/enabled them to do this. The most common responses were: finding a part-time course (22%), financial support (22%) and other support, eg time off work (17%).

Chart 12 - What encouraged/enabled you to do this?



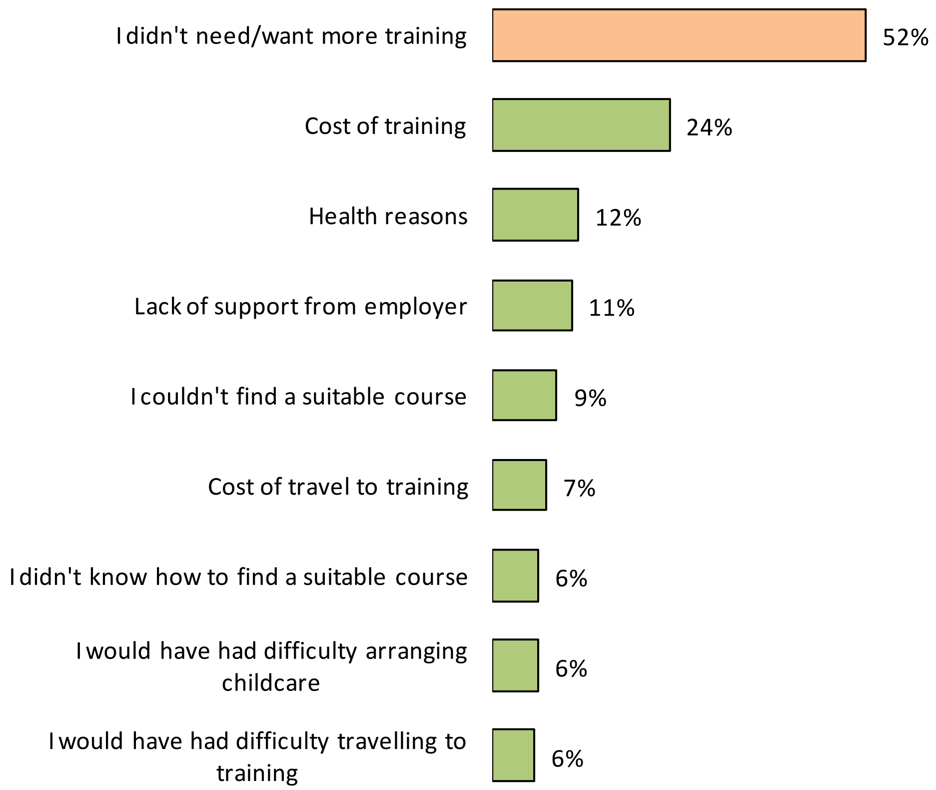
Base: Respondents who have learnt a new skill in the last three years (unweighted 323, weighted 311)

BME respondents (38%) are more likely to say that finding a part-time course has encouraged or enabled them to learn a new skill.

Respondents from Wyre (46%) are more likely to say that financial support encouraged or enabled them to learn a new skill.

Respondents who haven't learnt a new skill, in the last three years were asked what prevented them from training. Over half of respondents (56%) didn't want or need more training. For a fifth of respondents (21%) the cost of training stopped them.

Chart 13 - What has prevented you from training?



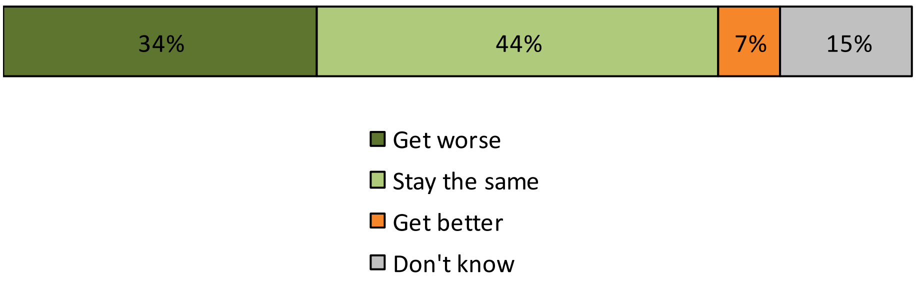
Base: Respondents who have not learnt a new skill in the last three years (unweighted 655, weighted 620)

Female respondents (9%) are more likely to be prevented from training due to difficulty arranging childcare.

Disabled respondents (41%) are more likely to say that they are prevented from training because of health reasons.

Respondents were asked what they think will happen to their job prospects in Lancashire over the next two years. A third of respondents (34%) think their job prospects will get worse, while over one in twenty respondents (7%) think they will get better. More than two-fifths of respondents (44%) think they will stay the same.

Chart 14 - Do you think, over the next two years, that your job prospects in Lancashire will…?



Base: Respondents who are not retired (unweighted 1536, weighted 1186)

Respondents aged 25-44 (10%) and heavy service users (10%) are more likely to think their job prospects in Lancashire will get better over the next two years.

Respondents educated to post-graduate level (36%) are more likely to think that their job prospects will get worse over the next two years.

6. Conclusions and recommendations

Travelling to work

- Car use remains high among respondents because of convenience and the fact that it is quicker than using other alternatives. This suggests that the Lancashire road network functions relatively well. It also suggests that further work must be done to promote and provide effective and more sustainable alternatives to the car where possible. Car use is especially important in rural areas where public transport alternatives are not as available.
- Having an effective public transport network is important for Lancashire. Around a fifth of respondents are not willing to travel further for employment because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that, where possible, existing and future employment centres in Lancashire are developed where there is already effective public transport connectivity, or that such connectivity is provided during development
- Half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that the appetite to travel is there if sufficiently well-paid jobs are available to make travel worthwhile.

Job availability

- Around a quarter of respondents feel that there are very few or no jobs available for them in Lancashire. Lancashire County Council and Lancashire Enterprise Partnership should prioritise improving this perception, which can be linked to local and national media stories, through the economic development activities such as Growing Places and City Deal.

Training

- 83% of respondents with no qualifications have not trained in the last three years. The cost of training is one prominent reason given that is preventing people from training.

Disabled

- Disabled respondents are generally less satisfied in their responses – relative to non-disabled respondents they feel their prospects are worse, they feel prevented from training due to ill health, they feel there are very few or no jobs for them in Lancashire and they are not working due to ill health. Lancashire County Council could further promote how the county council can help these people, for example through the Employment Support Service.

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