



Living in Lancashire Survey

Financial Inclusion

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Contents

1.	Executive summary	1
	1.1 <i>Key findings</i>	1
	1.2 <i>Conclusions and recommendations (for discussion)</i>	1
2.	Introduction.....	2
3.	Research objectives	2
4.	Methodology	3
	4.1 <i>Limitations</i>	3
5.	Main research findings	5
6.	Conclusions and recommendations.....	13
	Appendix 1: Socio-Economic-Group Definitions.....	14

1. Executive summary

This wave of Living in Lancashire looked at people's views on financial inclusion. 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

- Almost all respondents (98%) have a bank or a building society current account.
- Almost all respondents (98%) can access to their day-to-day finances from a post office, bank or building society.
- Over a quarter of respondents (26%) would not know who to go to for advice about not being able to meet regular payments on outstanding debts, or a sudden loss of income eg redundancy.
- Three out of every ten respondents (30%) would not know who to go to for advice about struggling to make ends meet, and almost three out of every ten respondents (28%) would not know who to go to for advice about a large sudden one off cost, eg repairs to a car.
- One out of every ten respondents (10%) is finding it difficult to make the repayments for their unsecured credit agreements, and 2% of respondents are finding it very difficult.
- One out of every ten respondents (10%) is worried either quite often or almost all the time about meeting the repayments on their unsecured credit agreements.
- Almost four out of every ten respondents (37%) feel that the charges for the unsecured credit that is available to them are too high.
- One out of every twenty respondents (5%) has had an application for unsecured credit turned down in the last two years.

1.2 Conclusions and recommendations

- Respondents who wouldn't know who to go to for financial advice are more likely to find it difficult to make the repayments on their unsecured credit agreements. It is therefore recommended that Lancashire County Council and its partners explore ways to raise awareness of financial advice services across the county.
- It is recommended that these findings are used for Lancashire County Council's project work with Marmot Review Team. This project aims to identify ways to reduce health inequalities in Lancashire and put these into practice.

- It is recommended that these findings are used in the health inequalities JSNA refresh, specifically the local summaries.
- It is recommended that further research should be undertaken to gain a greater understanding of healthy lifestyles, attitudes to health and wellbeing and health behaviours.

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 financial inclusion. Questions looked specifically at:

- access to personal finances;
- awareness about available help for financial problems and;
- views on unsecured credit agreements and illegal lenders.

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.

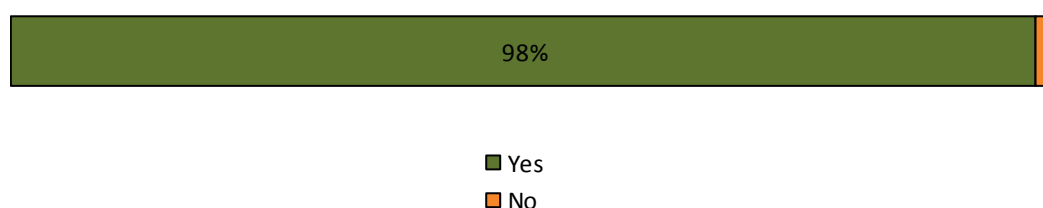
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

Panel members were first asked whether they have a bank or a building society current account.

Almost all respondents (98%) have a bank or a building society current account.

Chart 1 - Do you have a bank or a building society current account?

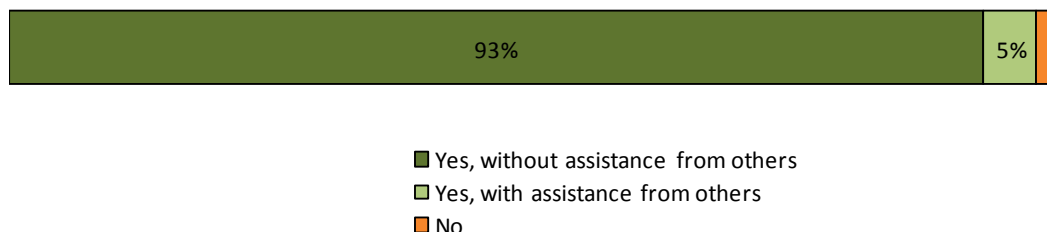


Base: All respondents (unweighted 1,808, weighted 1,319)

Respondents who live in council or housing association rented housing (10%) and respondents in the lowest socio-economic groups DE (7%) are less likely to have a bank or a building society current account.

Almost all respondents (98%) can access to their day-to-day finances from a post office, bank or building society.

Chart 2 - Are you able to access your day-to-day finances easily from a post office, bank or building society?



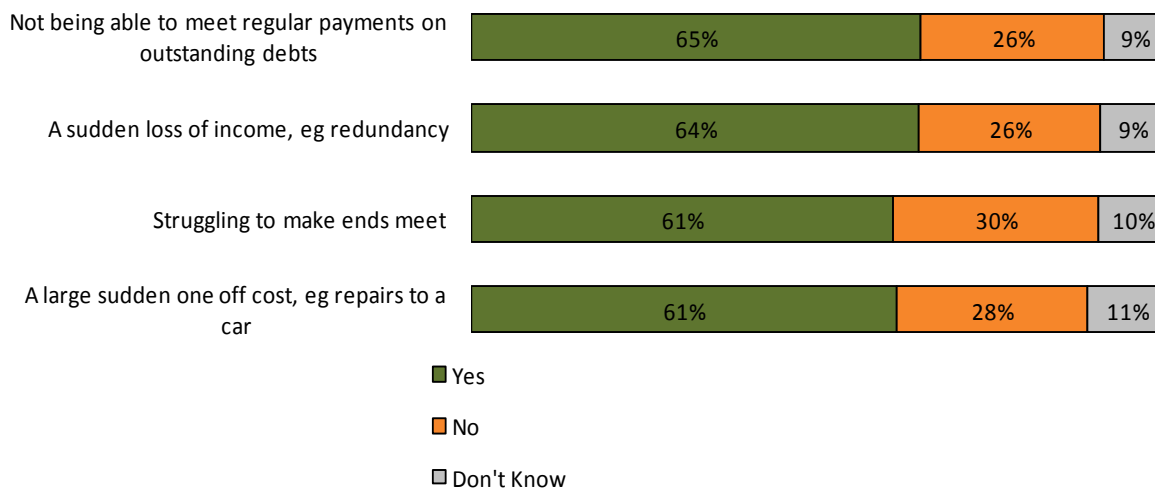
Base: All respondents (unweighted 1,812, weighted 1,317)

Respondents with a disability (4%), respondents who live in council or housing association rented housing (5%) and respondents who are in the lowest socio-economic group DE (5%) are more likely to not be able to access their day-to-day finances easily.

Respondents were asked whether they would know who to go to for advice about financial problems.

Responses to all four statements are similar with over three-fifths of respondents (61% - 65%) saying they would know who to go to for advice.

Chart 3 - Would you know who to go to for advice about..?



Base: All respondents (unweighted 1,721-1,733, weighted 1,258-1,279)

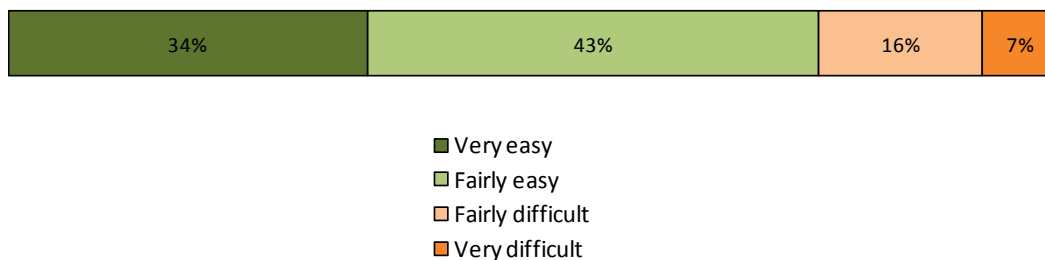
Respondents with a disability are less likely to know where to go for advice about: not being able to meet repayments on outstanding debts (58%), a sudden loss of income eg redundancy (57%), struggling to make ends meet (53%), and a large sudden one off payment eg repairs to a car (51%).

Respondents from Hyndburn are less likely to know where to go for advice about: a sudden loss of income eg redundancy (56%), struggling to make ends meet (47%), and a large sudden one off payment eg repairs to a car (47%).

Just less than half of all respondents (48%) have unsecured credit agreements.

Of those respondents who have unsecured credit agreements, over one in twenty respondents (7%) is finding it very difficult to make the repayments for their unsecured credit agreements.

Chart 4 - Thinking about your unsecured credit agreements. How easy are you finding it to make the repayments?



Base: All respondents who have unsecured credit agreements (unweighted 770, weighted 630)

Respondents with no children in the household (39%) are more likely to be finding it very easy to meet their repayments.

Respondents living in council or housing association rented housing (21%) are more likely to find it very difficult to make the repayments.

Respondents who wouldn't know who to go to for advice about struggling to make ends meet (20%) or not being able to meet regular payments on outstanding debts (26%) are more likely to find it very difficult to make the repayments on their unsecured credit agreements.

One in every five respondents who have unsecured credit agreements (20%) is worried (either quite often or almost all the time) about meeting the repayments on their unsecured credit agreements.

Chart 5 - Still thinking about your unsecured credit agreements. During the last few weeks, how often would you say that you have been worried about meeting the repayments?

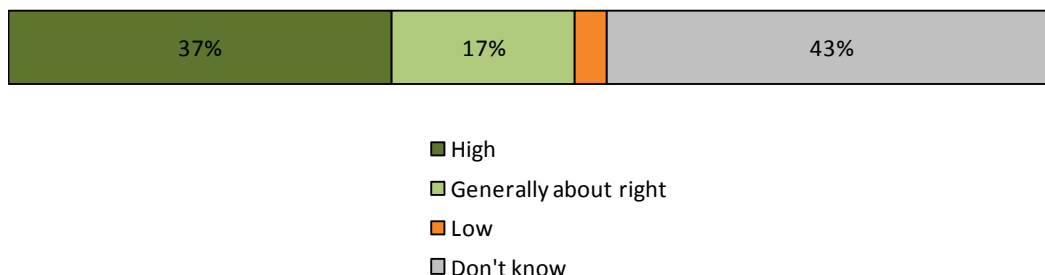


Base: All respondents who have unsecured credit agreements (unweighted 769, weighted 632)

BME respondents (41%) are more likely to be worried about meeting the repayments (either quite often or almost all the time) on their unsecured credit agreements.

Almost two-fifths of respondents (37%) feel that the charges for the unsecured credit that is available to them are too high.

Chart 6 - Do you feel that the charges for the unsecured credit that is available to you are...?



Base: All respondents (unweighted 1,690, weighted 1,240)

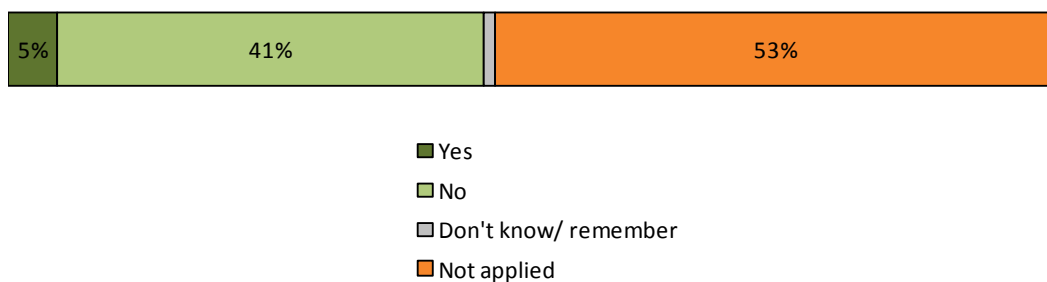
Respondents who work full-time (43%) are more likely to feel that the charges for the unsecured credit available to them are too high.

Over two-fifths (42%) of respondents who would not know where to go to for advice about not being able to meet repayments on outstanding debts feel that the charges for the unsecured credit that is available to them are too high.

Of those respondents who have unsecured credit agreements, almost half (48%) feel that the charges for the unsecured credit that is available to them are too high.

One in every twenty respondents (5%) has had an application for unsecured credit turned down in the last two years.

Chart 7 - In the last two years, have you had an application for any unsecured credit turned down?



Base: All respondents (unweighted 1,798, weighted 1,313)

Respondents who neither own their own home nor are renting off the council or a housing association (17%) are more likely to have had an application for unsecured credit turned down in the past two years.

Only 1% of respondents have considered using an illegal lender or loan shark.

Chart 8 - Have you ever considered using an illegal lender/loan shark?



- Yes
- No
- No need

Base: All respondents (unweighted 1,818, weighted 1,324)

Respondents who live in council or housing association rented housing (4%) are more likely to have considered using an illegal lender or loan shark.

Of those respondents who have had an application for unsecured credit turned down in the last two years, around one in twenty (6%) have considered using an illegal lender or loan shark.

Conclusions and recommendations

- Respondents who wouldn't know who to go to for financial advice are more likely to find it difficult to make the repayments on their unsecured credit agreements. It is therefore recommended that Lancashire County Council and its partners explore ways to raise awareness of financial advice services across the county.
- It is recommended that these findings are used for Lancashire County Council's project work with Marmot Review Team. This project aims to identify ways to reduce health inequalities in Lancashire and put these into practice.
- It is recommended that these findings are used in the health inequalities JSNA refresh, specifically the local summaries.
- It is recommended that further research should be undertaken to gain a greater understanding of healthy lifestyles, attitudes to health and wellbeing and health behaviours.

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