



# Living in Lancashire Survey

**Fostering**

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**Heather Walmsley and Mick Edwardson**

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

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## 1. Executive summary

This wave of the Living in Lancashire panel looked at people's awareness of recent fostering campaigns. The survey was sent by email or by post to all 2,676 members of the panel between 15 November and 6 December. The fieldwork ended on 23 December 2013. In total 1,088 questionnaires were returned, giving an overall response rate of 41%.

### 1.1 Key findings

- Over two-fifths of respondents (43%) can't remember hearing/seeing anything that promoted fostering in the last 12 months.
- A third of respondents (33%) say that they can remember hearing or seeing a fostering campaign in the last 12 months, but they are not sure which organisation it was for.
- Over a fifth of respondents (21%) say that they can remember hearing or seeing a fostering campaign from Lancashire County Council in the last 12 months.
- Over two-fifths of respondents (41%) who had heard or seen a fostering campaign in the last 12 months had seen it on television, almost two-fifths (37%) had heard it on the radio and around a third (34%) had seen it in a newspaper.

### 1.2 Conclusions and recommendations

The communication channels that the most respondents said they had seen or heard fostering campaigns through are television, radio and newspaper. It is therefore recommended that these findings are considered when deciding which communication channels to use for future campaigns.

## 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 they complete 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 fostering campaigns. Questions looked specifically at:

- awareness of fostering campaigns; and
- use of channels for fostering campaigns.

## 4. Methodology

This wave of Living in Lancashire research was sent to 2,498 members of the panel between 15 November and 6 December. The closing date was 23 December 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 1,774 members and the online questionnaire was sent to 724 members.

In total 1,088 questionnaires were returned, giving an overall response rate of 44%.

All data are 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 697, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

### 4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1,000	3%	3%	2%
2,000	2%	2%	1%

On a question where 50% of the people in a sample of 1,000 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

Size of sample A	Size of sample B	50/50	70/30	90/10
100	100	14%	13%	8%
100	200	12%	11%	7%
500	1,000	5%	5%	3%
2,000	2,000	3%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2,000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

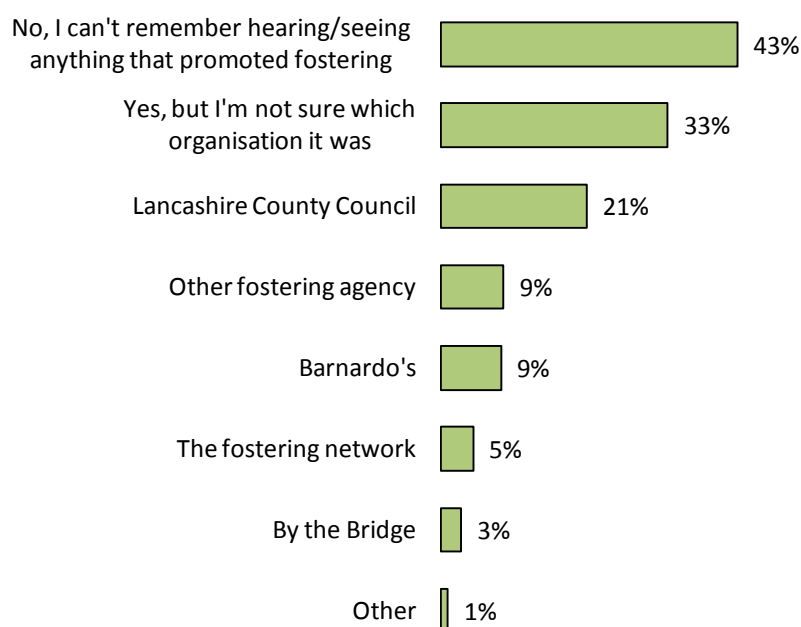
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

## 5. Main research findings

Respondents were asked whether they could remember hearing or seeing any fostering campaigns from a list of organisations in the last 12 months. Over two-fifths of respondents (43%) can't remember hearing/seeing anything that promoted fostering in the last 12 months.

A third of respondents (33%) say that they can remember hearing or seeing a fostering campaign in the last 12 months, but they are not sure which organisation it was for. Over a fifth of respondents (21%) say that they can remember hearing or seeing a fostering campaign from Lancashire County Council in the last 12 months.

**Chart 1 - In the last 12 months, can you remember hearing/seeing any fostering campaigns from the following organisations?**



Base: all respondents (unweighted 1,053, weighted 726)

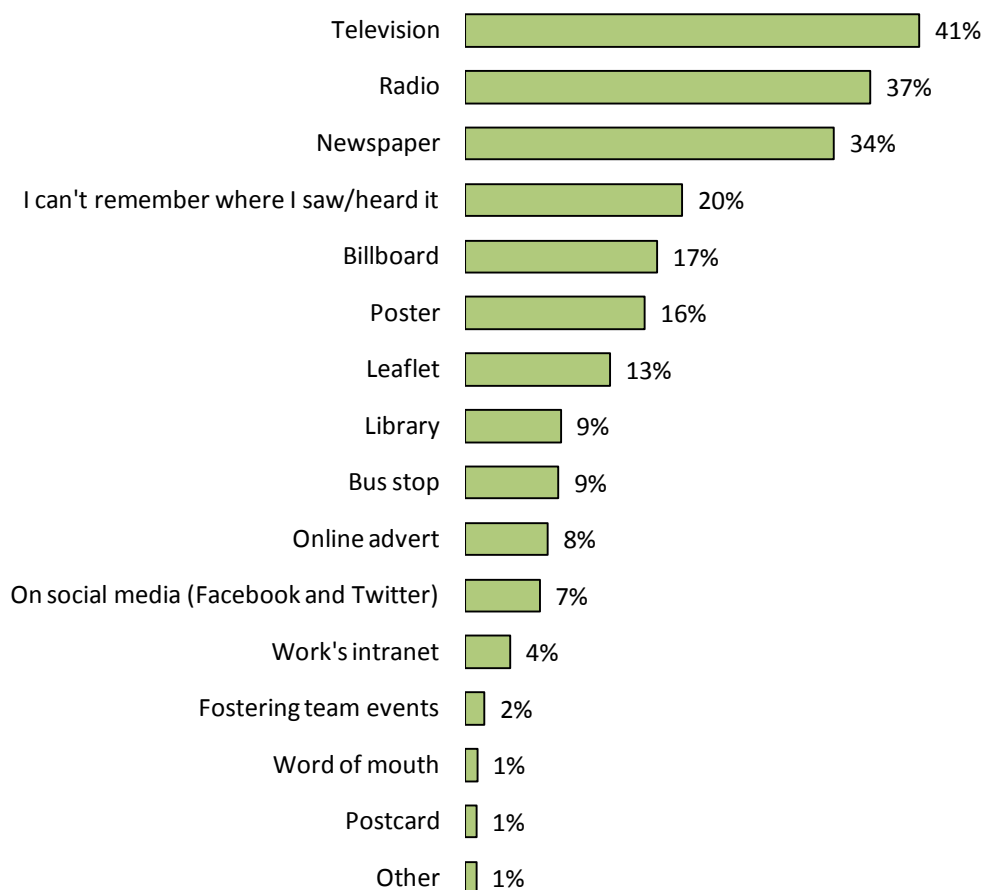
Respondents with children in the household (39%) and female respondents (39%) are more likely to say they remember hearing or seeing fostering campaigns in the last 12 months but are not sure which organisation it was for.

Respondents with children in the household (33%), respondents age 25-44 (30%) and female respondents (25%) are more likely to say they remember hearing or seeing a fostering campaign in the last 12 months from Lancashire County Council. Socio-economic group DE (58%) are more likely to say they can't remember hearing or seeing anything that promoted fostering.



Those respondents who say they had heard or seen a fostering campaign in the last 12 months were then asked where they had heard or seen it. Over two-fifths of respondents (41%) who say they had heard or seen a fostering campaign in the last 12 months say they had seen it on television, almost two-fifths (37%) say they had heard it on the radio and around a third (34%) say they had seen it in a newspaper.

**Chart 2 - Can you remember where you heard/saw the fostering campaign/s?**



Base: all respondents who had heard or seen a fostering campaign (unweighted 701, weighted 503)

Of those respondents who say they had heard or seen a fostering campaign in the last 12 months, respondents age 25-44 are more likely to say they have heard or seen a campaign on the radio (52%), billboards (27%), leaflets (20%), social media (Facebook and Twitter) (16%) and online advert (15%). Respondents over the age of 60 are more likely to say they have seen a fostering campaign on television (53%).

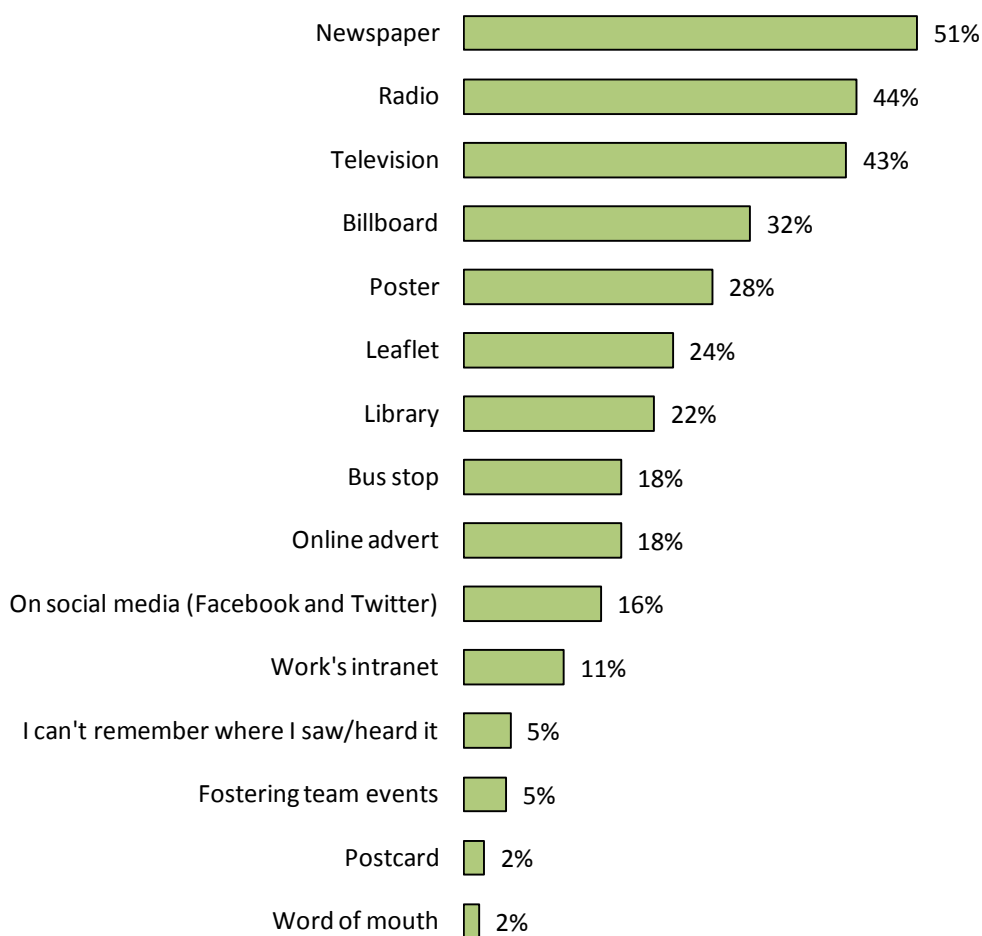
Respondents in full time employment are more likely to say they have heard a fostering campaign on the radio (51%).

Respondents in Burnley are more likely to say they have seen a fostering campaign in a newspaper (62%).

Respondents who say they remember hearing/seeing a fostering campaign from Lancashire County Council are most likely to say they remember hearing/seeing it in the newspaper (51%), on the radio (44%) and on television (43%).

Lancashire County Council ran a YouCanFoster advert on ITV Granada, ending in January 2013, which may account for the large percentage of respondents who say they remember seeing a fostering campaign from Lancashire County Council on television.

**Chart 3 - Where those who remember hearing/seeing fostering campaign/s from Lancashire County Council heard/saw the fostering campaign/s.**



Base: all respondents who had heard or seen a fostering campaign from Lancashire County Council (unweighted 182, weighted 153)

## 6. Conclusions and recommendations

The communication channels that the most respondents said they had seen or heard fostering campaigns through are television, radio and newspaper. It is therefore recommended that these findings are considered when deciding which communication channels to use for future campaigns.

## 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