



Living in Lancashire Survey

20 mph speed limits

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www.lancashire.gov.uk



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1 Executive summary

This wave of Living in Lancashire looked at people's views on 20 mph speed limits. The survey was sent by email or by post to all 2,571 members of the panel on 19 February. A reminder was sent on 19 March and the fieldwork ended on 4 April 2014. In total 1,538 questionnaires were returned, giving an overall response rate of 60%.

1.1 Key findings

- Nine out of every ten respondents (90%) are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.
- Almost three-quarters of respondents (72%) agree that introducing 20 mph speed limits in residential areas will make them safer.
- Almost three-quarters (74%) do not think that the majority of drivers will stick to the 20 mph speed limit.

1.2 Conclusions and recommendations

Awareness that 20 mph speed limits are being introduced in residential areas across Lancashire has increased to 90% from 84% in 2013.

Three-quarters of respondents still think that the majority of drivers will not stick to the new speed limits in residential areas. It is therefore recommended that the county council and its partners continue to promote how the speed limit will be enforced and why it has been lowered to 20 mph.

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 how people feel about the 20 mph speed limits. Questions looked specifically at:

- awareness of the introduction of the 20 mph speed limits;
- whether or not respondents think 20 mph speed limits will make residential areas safer; and,
- whether or not respondents think the majority of drivers will stick to the 20 mph speed limit.

4 Methodology

This wave of Living in Lancashire was sent to 2,571 members of the panel on 19 February. A reminder was sent on 19 March, with a final closing date of 4 April 2014.

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 1,680 members and the online questionnaire was sent to 891 members.

In total 1,538 questionnaires were returned, giving an overall response rate of 60%

The data set is weighted by age, ethnicity and district to reflect the overall Lancashire population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 1,059, 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.

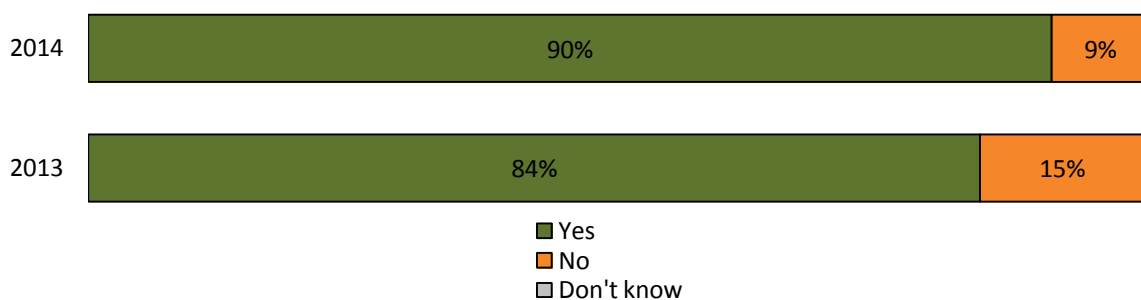
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5 Main research findings

Respondents were first asked if they are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.

Nine out of every ten respondents (90%) are aware that 20 mph speed limits are being introduced in residential areas across Lancashire.

Chart 1 - Before today were you aware that 20 mph speed limits are being introduced in residential areas across Lancashire?



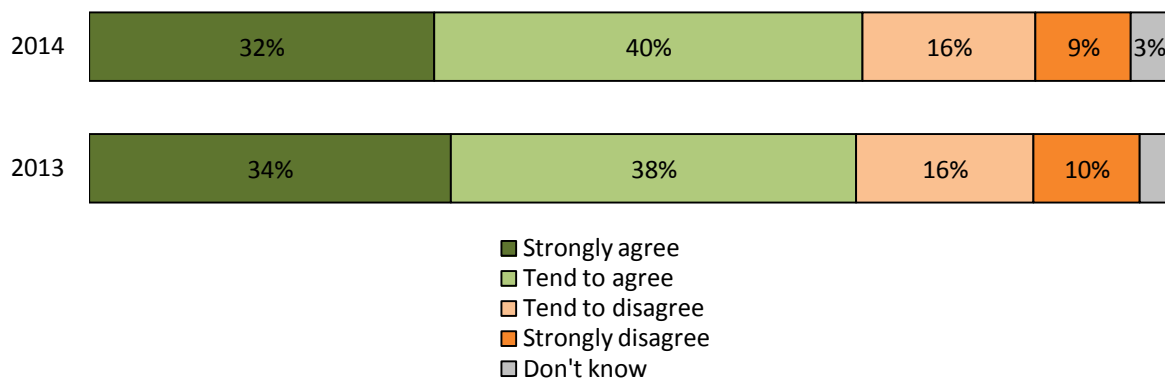
Base: 2014 – all respondents (unweighted 1,516, weighted 1,105)

Base: 2013 – all respondents (unweighted 1,820, weighted 1,319)

Respondents in the lowest socio-economic groups (DE) are less likely to be aware that 20 mph speed limits are being introduced in residential areas across Lancashire than respondents in the highest socio-economic groups (AB) - DE 88% compared to AB 95%.

Almost three-quarters of respondents (72%) agree that introducing 20 mph speed limits in residential areas will make them safer.

Chart 2 - How strongly do you agree or disagree that introducing 20 mph speed limits in residential areas will make them safer?



Base: 2014 – all respondents (unweighted 1,511, weighted 1,101)
 Base: 2013 – all respondents (unweighted 1,821, weighted 1,323)

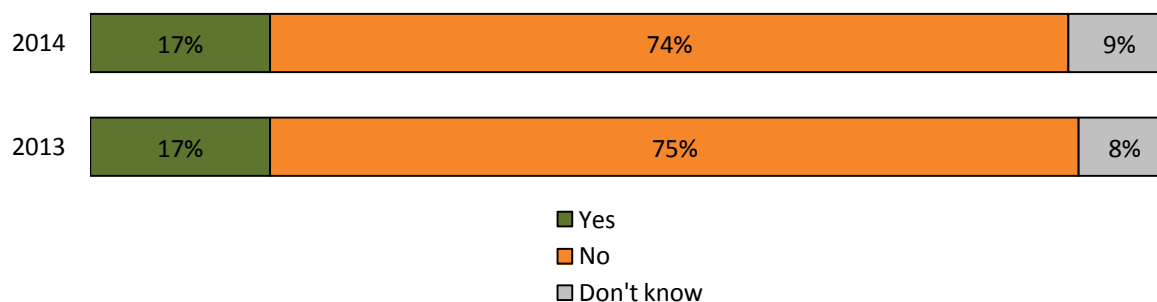
Female respondents are more likely to agree that introducing 20 mph speed limits in residential areas will make them safer than male respondents (74% for female respondents compared to 68% for male respondents).

Respondents in the lowest socio-economic groups (DE) are more likely to agree that introducing 20 mph speed limits in residential areas will make them safer (78%).

Respondents in Wyre and Fylde are less likely to agree that introducing 20 mph speed limits in residential areas will make them safer (43% and 59% respectively).

Almost three-quarters of respondents (74%) do not think that the majority of drivers will stick to the 20 mph speed limits.

Chart 3 - Do you think that the majority of drivers will stick to the 20 mph speed limits?



Base: 2014 – all respondents (unweighted 1,505, weighted 1,094)

Base: 2013 – all respondents (unweighted 1,823, weighted 1,328)

Male respondents are less likely to think that the majority of drivers will stick to the 20 mph speed limits (15%).

Respondents in Pendle are more likely to think that the majority of drivers will stick to the 20 mph speed limits (28%).

Respondents who agree that introducing 20 mph speed limits residential areas will make them safer are more likely to think that the majority drivers will stick to the new speed limits (22%). However, two-thirds (67%) of respondents who agree that introducing 20 mph speed limits in residential areas will make them safer actually disagree that the majority of drivers will stick to them.

6 Conclusions and recommendations

Respondent's awareness that 20 mph speed limits are being introduced in residential areas across Lancashire has increased to 90% from 84% in 2013.

Three-quarters of respondents still think that the majority of drivers will not stick to the new speed limits in residential areas. It is therefore recommended that the county council and its partners continue to promote how the speed limit will be enforced and why it has been lowered to 20 mph.

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