Living in Lancashire Survey

Economic development

April 2014

Lancashire County Council

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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 2,571 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

Employment

- Of those respondents who are not retired, one in ten (10%) have no formal qualifications. Just over two-fifths (43%) have a degree level qualification or higher.
- Around half of respondents (51%) are currently in paid employment, with a third (35%) working full-time and around a sixth (16%) working part-time.
- Two-fifths of respondents (40%) who are not retired and not currently in paid employment say they are not working because of poor health.
- Nearly half of respondents (47%) who are in paid employment work in local government, education or health.

Travelling to work

- Around three-quarters of respondents (74%) travel for up to half an hour each way to get to their regular place of work. Only one in every twenty respondents (6%) travel for over an hour each way.
- The most commonly used method to get to work is the car. Just less than three-quarters of respondents (74%) use a car to get to work every, or most, days. Less than one in ten (8%) never use the car to get to work. Around a fifth of respondents (19%) walk to work every, or most, days. Respondents are least likely to use the train every, or most, days to get to work (only 2% of respondents use the train to get to work every, or most, days).
- The most common reasons given for using a car to get to work are that it is more convenient (52%) and it saves time (37%). Over a quarter of respondents (27%) say that they need a car to do their job.
- Just under half of respondents (48%) would be prepared to travel for more than half an hour each way to get to work. Around one in six respondents (16%) are only willing to travel up to 15 minutes each way.
- The most common reasons given for what would stop respondents from travelling for longer to get to work are that they don't want to spend more time travelling (64%), 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 (37%). Around a fifth of respondents (17%) say that having no convenient public transport would stop them travelling for longer.

- Only around one in six respondents (15%) 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 (41%) feel that there are a small number of jobs available. Around a fifth of respondents (19%) feel that there are very few jobs available for them within Lancashire and about one in twenty (4%) feel there are no jobs available for them.
- Just under a quarter of respondents (24%) think their job prospects will get worse over the next two years, while about one in ten respondents (11%) think they will get better. Half of respondents (50%) think they will stay the same.

Training

- To improve their employment prospects, within the last three years nearly two-fifths of respondents (38%) 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 financial support (21%), other support, eg time off work (19%) and finding a part-time course (17%).
- Respondents who haven't learnt a new skill in the last three years were asked what prevented them from training. Over half of respondents (54%) didn’t want or need more training. For a fifth of respondents (23%), the cost of training stopped them.

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. If the county council wants people to consider alternatives to their car then work needs to be done to inform people where quick and convenient alternatives to their car are available.
- Around a sixth of respondents are not willing to travel for longer to work because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that existing and future employment centres in Lancashire are developed with appropriate public transport access
- Nearly half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that there is an appetite to travel if desirable jobs are available.

- As with previous surveys there is a clear trend in the length of time people are prepared to travel and their highest skill level. This should be a consideration when transport interventions are being considered re likelihood of movements from new housing or to new employment.

Job availability

- Although two-thirds of respondents feel there are at least small number of jobs available for them in Lancashire, around a quarter of respondents feel that there are very few or no jobs available for them in Lancashire. To improve the perception of people who feel there are very few or no jobs available to them, it would be worth publicising what Lancashire County Council and the Lancashire Local Enterprise Partnership is doing to bring jobs to the area and boost the economy.

Training

- The cost of training is one reason that prevented nearly a quarter of respondents from training. It may be worth doing some work to assess how residents might take up training opportunities.

Supporting people with disabilities

- Disabled respondents are generally less economically active. Some feel prevented from training due to ill health, they feel less likely their job prospects will get better, 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 the support available for disabled, 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 countywide 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 panel members become too informed about 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 2,571 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.

Where relevant, comparisons to findings in previous years - wave 40 (2013) and wave 36 (2012) - have been made.

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%
1,500	3%	2%	2%

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%
1,500	1,500	4%	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 1,500 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 4% 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.

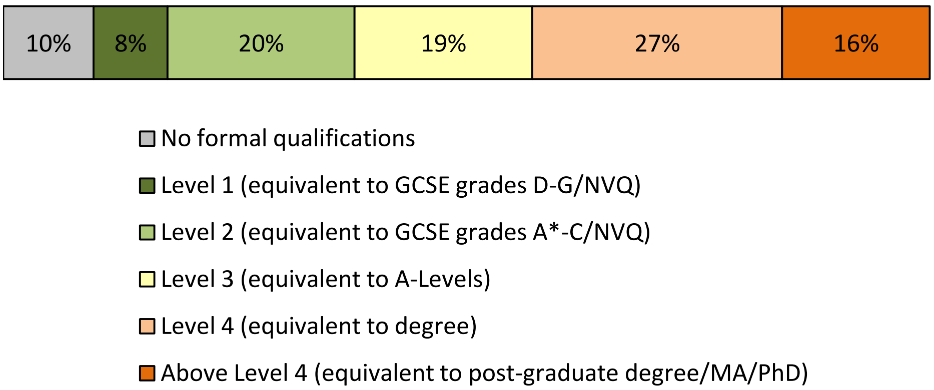
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

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, one in ten (10%) have no formal qualifications. Just over two-fifths (43%) have a degree level qualification or higher.

Chart 1 - What is your highest level of qualification?



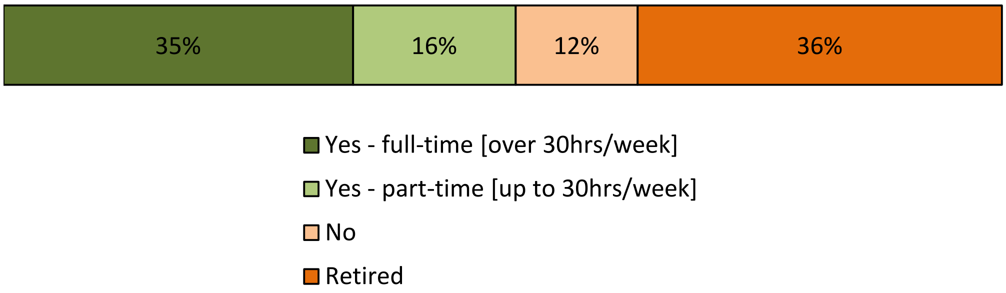
Base: respondents who are not retired (unweighted 693, weighted 684)

Respondents in the highest socio-economic groups (AB) and respondents who work full-time are more likely to have a degree level qualification or higher (72% and 51% respectively).

Disabled respondents are less likely to have a degree level qualification or higher (27%).

Around half of respondents (51%) are currently in paid employment, with a third (35%) working full-time and around a fifth (16%) working part-time.

Chart 2 - Are you currently in paid employment?

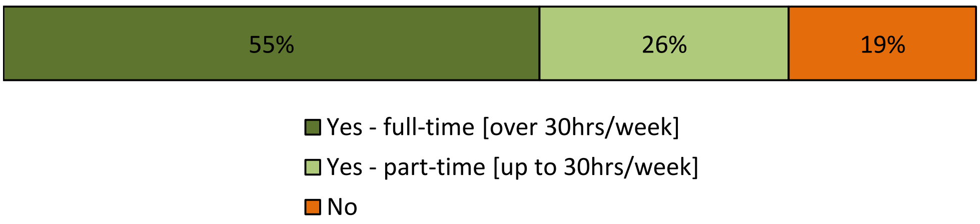


Base: all respondents (unweighted 1,518, weighted 1,108)

Disabled respondents and respondents who live in a council or housing association house are more likely not to be in paid employment (36% and 20% respectively).

Of those respondents who are not retired, nearly one fifth (19%) are not currently in paid employment.

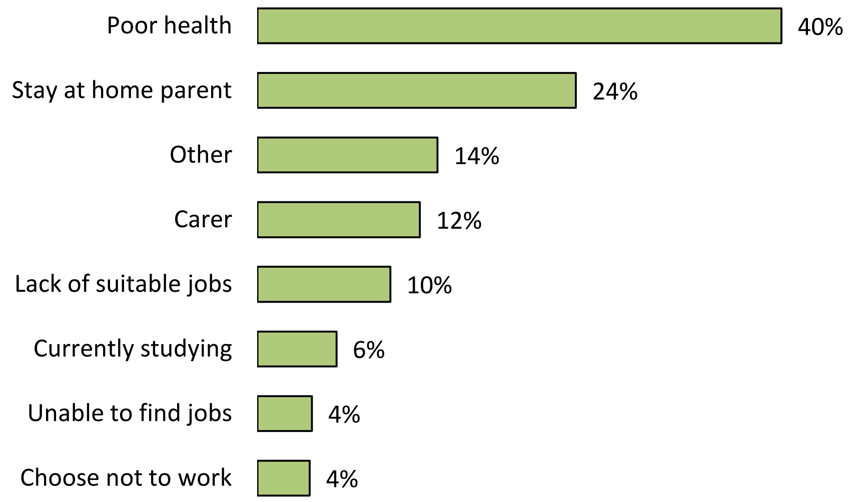
Chart 3 - Are you currently in paid employment?



Base: respondents who are not retired (unweighted 694, weighted 703)

Respondents who are not retired and who are not currently in paid employment were then asked why they aren't working. Two-fifths of respondents (40%) say they are not working because of poor health.

Chart 4 - Are you not working for any of the following reasons?



Base: respondents who aren't retired and are not currently in paid employment (unweighted 116, weighted 106)

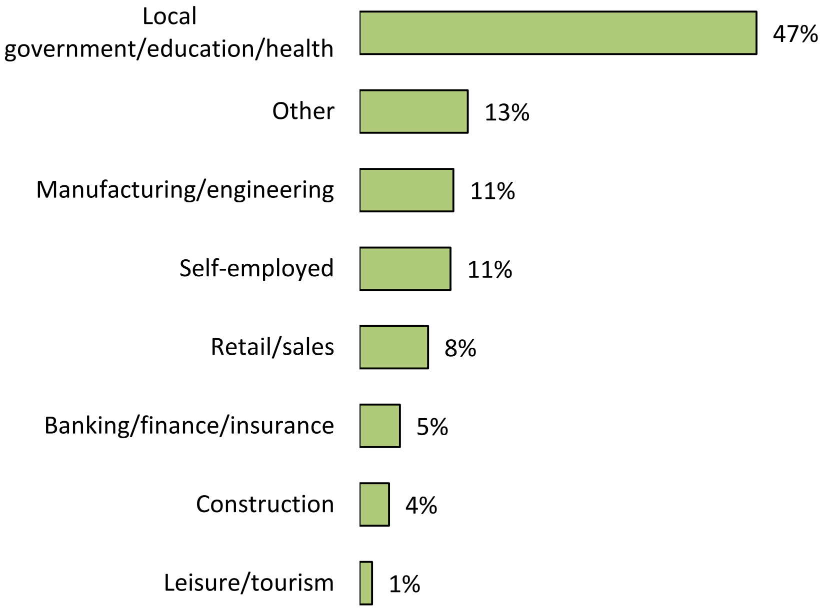
Disabled respondents are more likely to say that they are not currently working because of poor health (69%).

Female respondents are more likely to say that they are not currently working because they are a stay at home parent (31%).

Male respondents are more likely to say that they are not currently working because they are unable to find jobs (11%).

Respondents who are in paid employment were asked which industry they currently work in. Nearly half of respondents (47%) work in local government, education or health.

Chart 5 - Which industry do you currently work in?



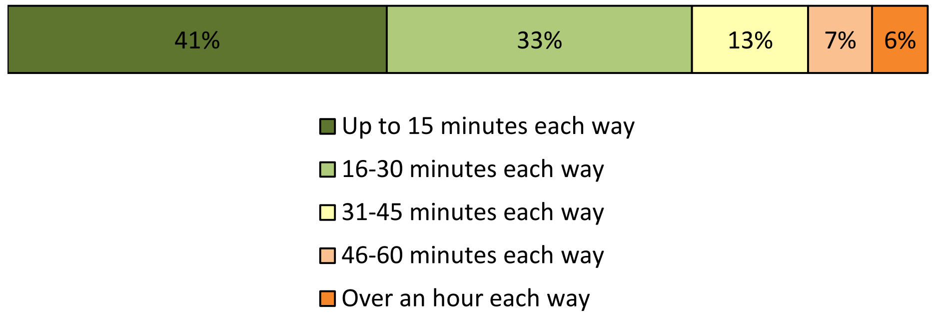
Base: respondents who are currently in paid employment (unweighted 587, weighted 574)

Part-time respondents are more likely to work in local government, education or health (67%), while male respondents are less likely to work in these areas (29%). Respondents whose highest qualification is a degree or a post-graduate qualification are also more likely to work in the local government, education or health (57% and 61% respectively).

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 (74%) travel for up to half an hour each way. Only one in every twenty respondents (6%) travel for over an hour each way.

Chart 6 - How long do you currently travel to get to your regular place of work?



Base: respondents who are currently in paid employment (unweighted 585, weighted 573)

Respondents in socio-economic group AB are more likely to travel for over an hour each way to get to their regular place of work (10%). Respondents in Rossendale are also more likely to travel for over an hour each way to get to their regular place of work (21%).

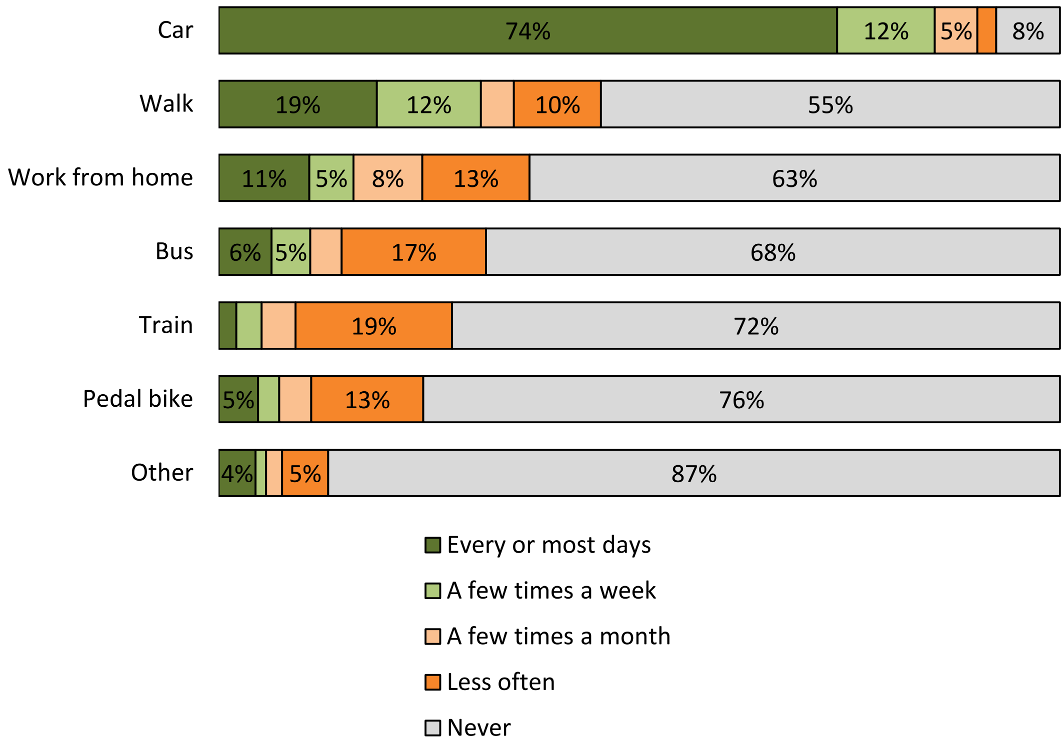
Respondents currently in paid employment were asked how often they use different methods of transport to get to work.

The most commonly used method is the car. Just less than three-quarters of respondents (74%) use a car to get to work every or most days. Less than one in ten (8%) never use a car to get to work.

Around a fifth of respondents (19%) walk to work every or most days.

Respondents are least likely to use the train every or most days to get to work (only 2% of respondents use the train to get to work every or most days).

Chart 7 - How often do you use the following method(s) of transport to get to work?



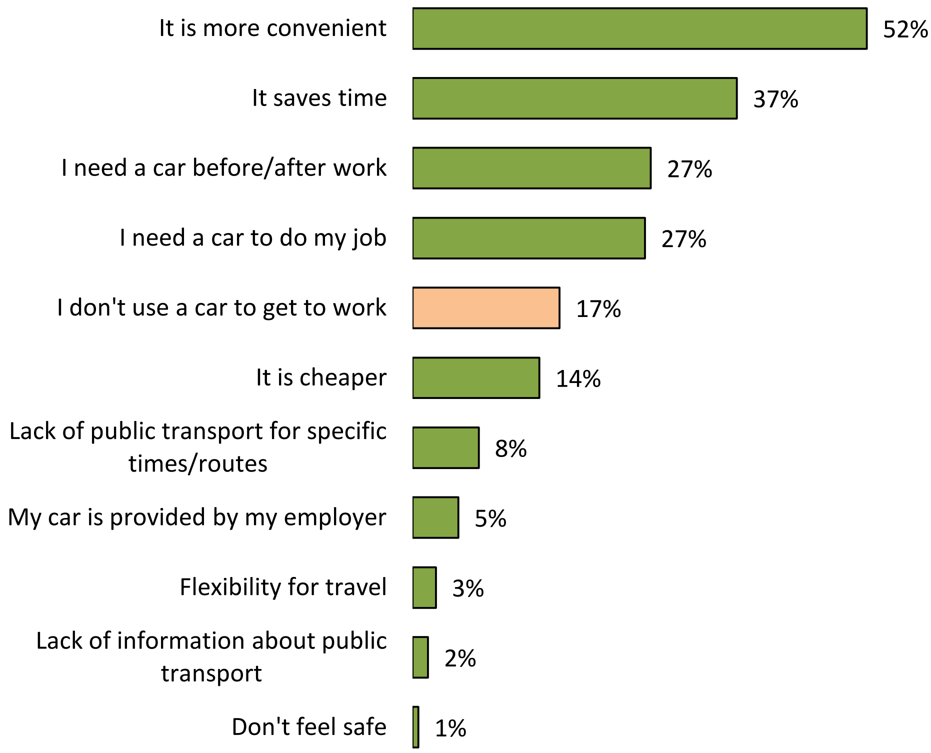
Base: respondents who are currently in paid employment (unweighted 203-546, weighted 212-541)

Part-time workers are more likely to say they use the bus to get to work every or most days (14%).

Male respondents are less likely to say they walk to work every or most days (12%).

Respondents who use a car to get to work were asked what their main reasons for using their car are. The most common responses were that it is more convenient (52%) and it saves time (37%). Over a quarter of respondents (27%) say that they need a car to do their job.

Chart 8 - 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 585, weighted 567)

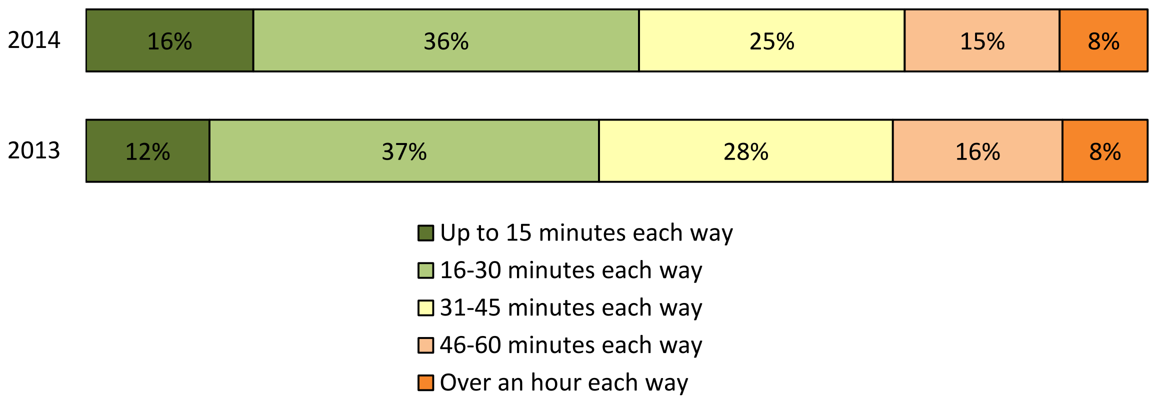
Respondents in Fylde are more likely to say that they use a car because it is more convenient (79%).

Part-time workers are more likely to say that they need a car before/after work (38%).

Respondents in the socio-economic groups AB and C2 are more likely to say that they need a car to do their job (31% and 39% respectively).

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 under half of respondents (48%) would be prepared to travel for more than half an hour each way. Around one in six respondents (16%) are only willing to travel up to 15 minutes each way.

Chart 9 - How long would you be prepared to travel to get to your regular place of work?



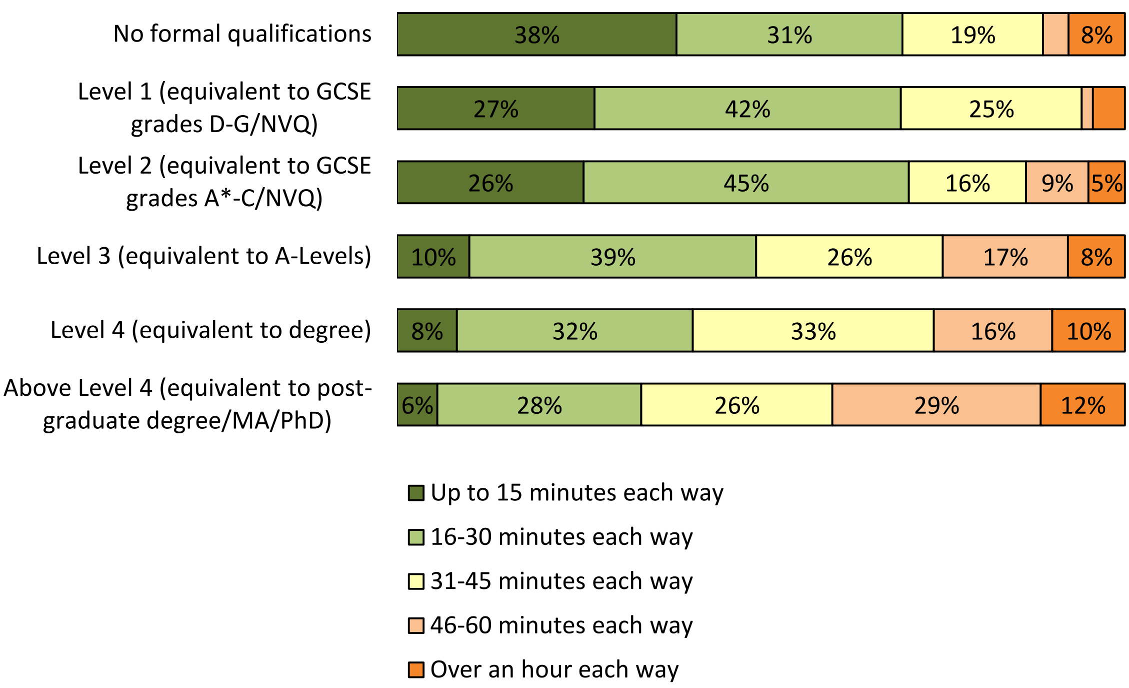
Base: 2014 – respondents who are not retired (unweighted 663, weighted 655)
2013 – respondents who are not retired (unweighted 830, weighted 790)

Full-time respondents and male respondents are more likely to be prepared to travel for more than half an hour each way to get to their regular place of work (57% and 59% respectively). Respondents in socio-economic group AB are also more likely to be prepared to travel for more than half an hour each way to get to their regular place of work (59%).

Respondents with higher qualifications, who are not retired, are more likely to be prepared to travel for longer to get to their regular place of work.

Two-fifths of respondents (40%) who have qualifications above level 4 are prepared to travel over 45 minutes each way to get to their regular place of work compared to one in ten respondents (11%) who have no formal qualifications.

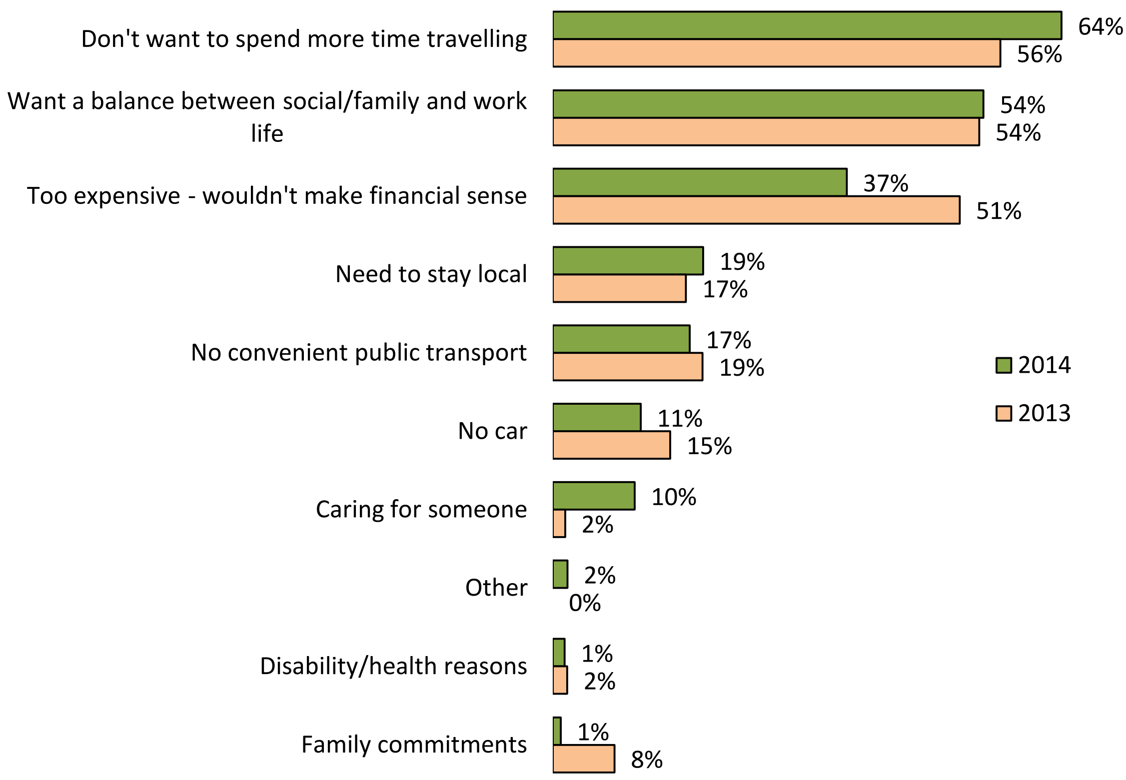
Chart 10 - How long would you be prepared to travel to get to your regular place of work? By qualification



Base: respondents who are not retired (unweighted 44-177, weighted 52-181)

Respondents who are not retired 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 (64%), 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 (37%). Around a fifth of respondents (17%) say that having no convenient public transport would stop them travelling for longer.

Chart 11 - What would stop you travelling for longer?



Base: 2014 – respondents who are not retired (unweighted 662, weighted 657)
Base: 2013 – respondents who are not retired (unweighted 837, weighted 796)

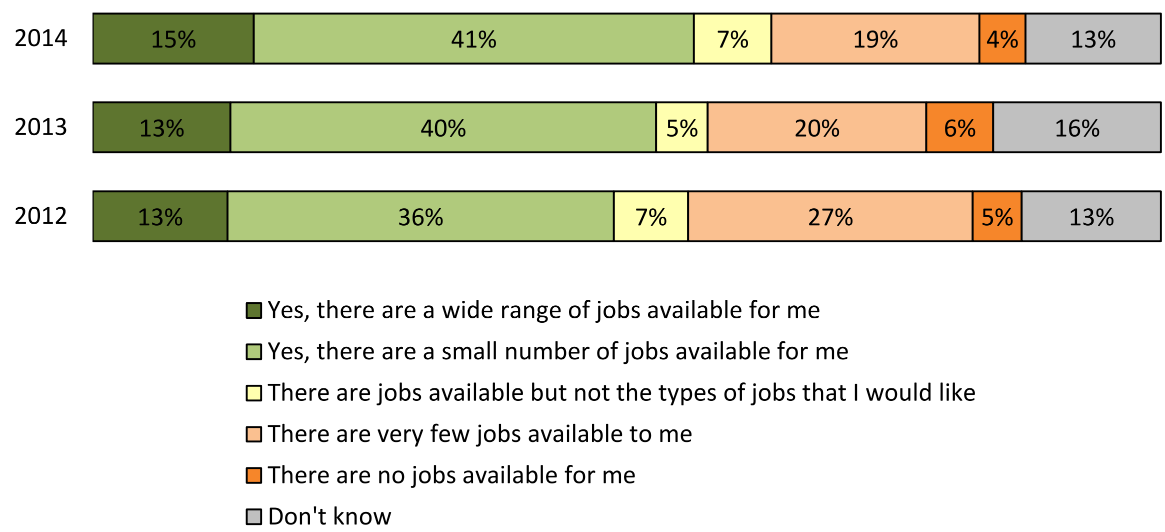
Respondents aged 25-44 are more likely to say they don't want to travel for longer because they want a balance between social/family life and work life (60%).

Respondents who work full-time are more likely to say they don't want to travel for longer because they don't want to spend more time travelling and they want a balance between social/family and work life (72% and 60% respectively).

Only around one in six respondents (15%) 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 of respondents (41%) feel that there are a small number of jobs available for them in Lancashire. Around a fifth of respondents (19%) feel that there are very few jobs available for them within Lancashire and about one in twenty (4%) feel there are no jobs available for them.

Respondents in 2014 are more likely to feel that jobs exist within Lancashire which reflect their skill level/experience than respondents in 2012 (in 2014, 56% of respondents feel there are either a wide range or small range of jobs available to them compared to 49% in 2012).

Chart 12 - Do you feel jobs for you exist within Lancashire which reflects your skill level/experience?



Base: 2014 - respondents who are not retired (unweighted 655, weighted 657)
2012 - respondents who are not retired (unweighted 897, weighted 862)

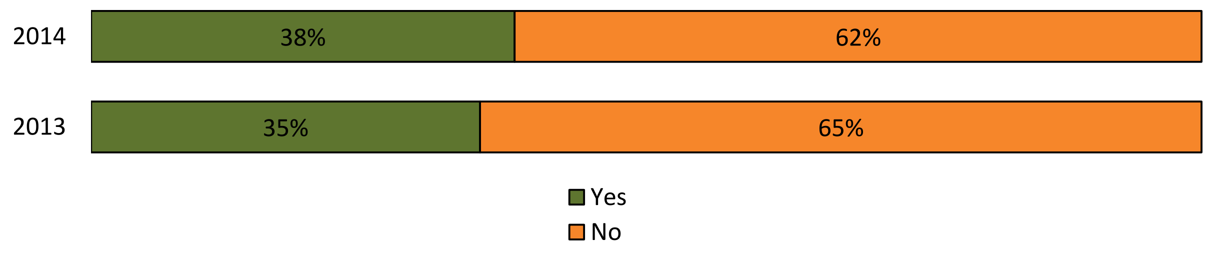
Disabled respondents are more likely to feel that there are no jobs within Lancashire available to them (12%).

5.3 Training

Respondents who are not retired were then asked if they had done any training within the last three years.

To improve their employment prospects, within the last three years, nearly two-fifths of respondents (38%) have learnt a new skill.

Chart 13 - Have you, within the last three years, learnt a new skill to improve your employment prospects?

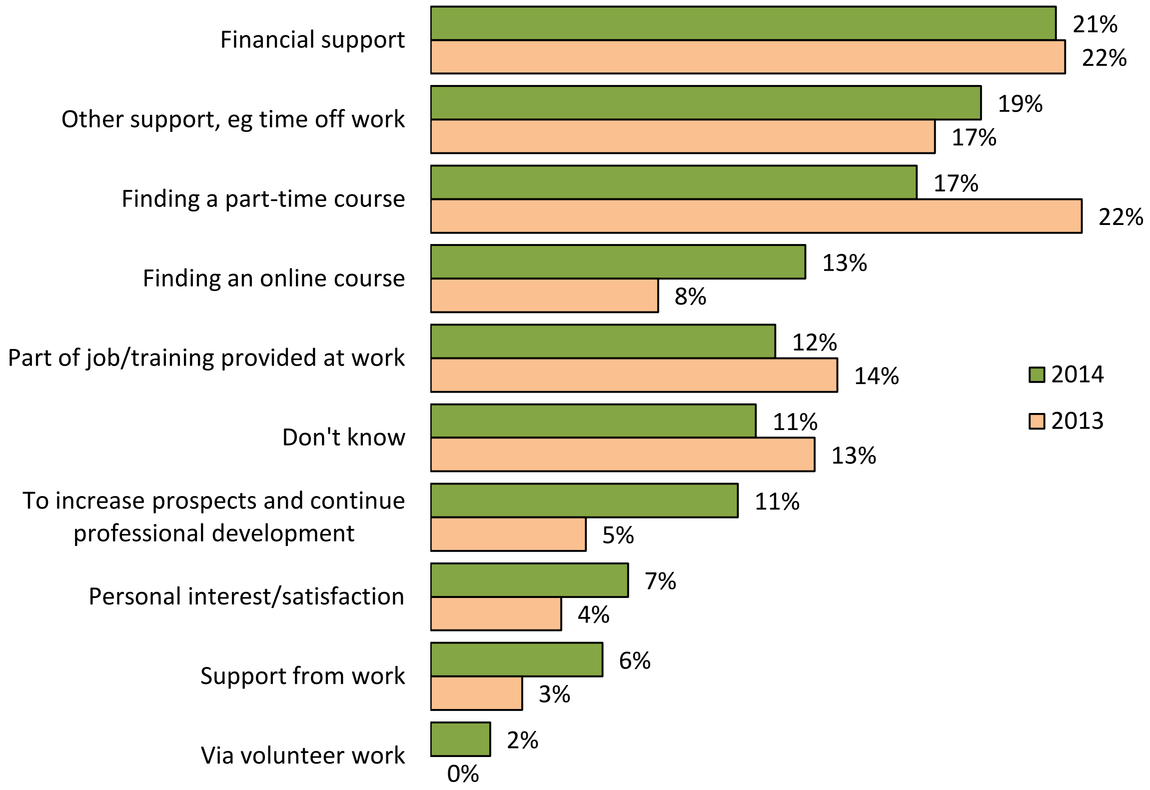


Base: 2014 – respondents who are not retired (unweighted 689, weighted 684)
Base: 2013 – respondents who are not retired (unweighted 906, weighted 864)

Respondents who are in part-time employment and respondents who are not in paid employment are more likely to say they have not learnt a new skill in the last three years (69% and 68% respectively).

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 financial support (21%), other support, eg time off work (19%) and finding a part-time course (17%).

Chart 14 - What encouraged/enabled you to do this?

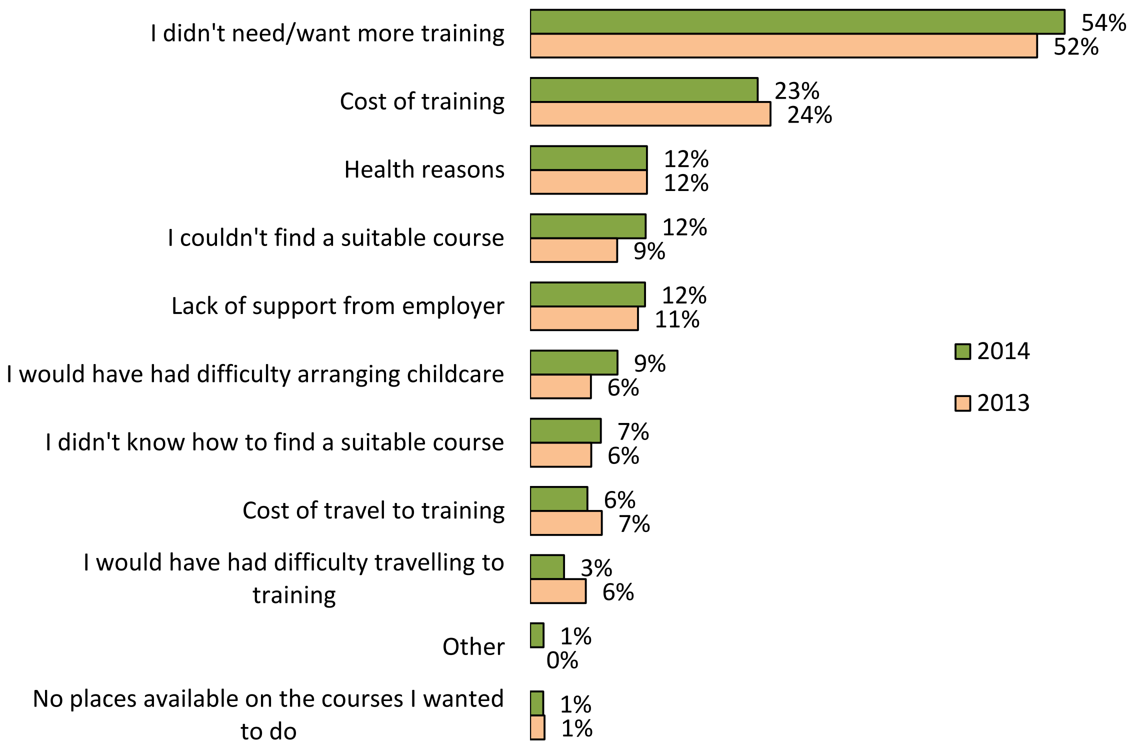


Base: 2014 – respondents who have learnt a new skill in the last three years (unweighted 260, weighted 262)
Base: 2013 – respondents who have learnt a new skill in the last three years (unweighted 311, weighted 323)

Respondents in full-time employment are more likely to say that other support eg time off work encouraged or enabled them to learn a new skill (25%).

Respondents who haven't learnt a new skill in the last three years were asked what prevented them from training. Over half of respondents (54%) didn't want or need more training. For around a fifth of respondents (23%), the cost of training stopped them.

Chart 15 - What has prevented you from training?



Base: 2014 – respondents who have not learnt a new skill in the last three years (unweighted 475, weighted 460)
Base: 2013 – respondents who have not learnt a new skill in the last three years (unweighted 655, weighted 620)

Female respondents are more likely to be prevented from training due to difficulty arranging childcare (15%).

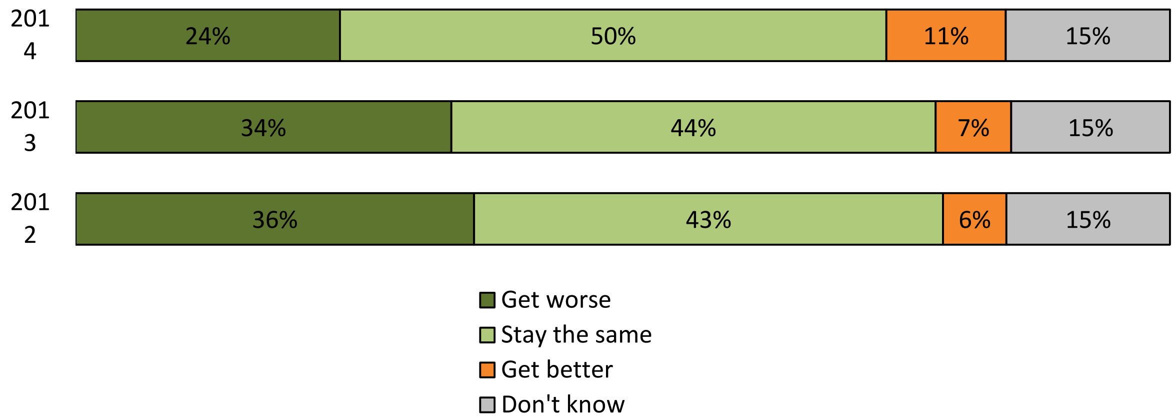
Disabled respondents are more likely to say that they are prevented from training because of health reasons (40%).

Full-time workers are more likely to say that they didn't need/want more training (68%).

Respondents were asked what they think will happen to their job prospects in Lancashire over the next two years. Just under a quarter of respondents (24%) think that their job prospects will get worse, while about one in ten respondents (11%) think they will get better. Half of respondents (50%) think they will stay the same.

When compared to respondents in 2012, respondents in 2014 are more likely to think that over the next two years their job prospects will get better (in 2014 11% of respondents think their job prospects will get better compared to 6% in 2012). Respondents in 2014 are less likely than respondents in 2012 to think that their job prospects will get worse over the next two years (in 2014 24% of respondents think their job prospects will get worse compared to 35% in 2012).

Chart 16 - Do you think, over the next two years, that your job prospects in Lancashire will…?



Base: 2014 – respondents who are not retired (unweighted 688, weighted 686)
Base: 2012 – respondents who are not retired (unweighted 928, weighted 896)

Male respondents are more likely to think that their job prospects will get better over the next two years (14%).

Respondent with a disability are less likely to think that their job prospects will get better (5%).

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. If the county council wants people to consider alternatives to their car then work needs to be done to inform people where quick and convenient alternatives to their car are available.
- Around a sixth of respondents are not willing to travel for longer to work because there is no convenient public transport, linking in to the earlier findings on car use. This finding supports the need to ensure that existing and future employment centres in Lancashire are developed with appropriate public transport access
- Nearly half of respondents are willing to travel further than they currently do to get to their regular place of work suggesting that there is an appetite to travel if desirable jobs are available.
- As with previous surveys there is a clear trend in the length of time people are prepared to travel and their highest skill level. This should be a consideration when transport interventions are being considered re likelihood of movements from new housing or to new employment.

Job availability

- Although two-thirds of respondents feel there are at least small number of jobs available for them in Lancashire, around a quarter of respondents feel that there are very few or no jobs available for them in Lancashire. To improve the perception of people who feel there are very few or no jobs available to them, it would be worth publicising what Lancashire County Council and the Lancashire Local Enterprise Partnership is doing to bring jobs to the area and boost the economy.

Training

- The cost of training is one reason that prevented nearly a quarter of respondents from training. It may be worth doing some work to assess how residents might take up training opportunities.

Supporting people with disabilities

- Disabled respondents are generally less economically active. Some feel prevented from training due to ill health, they feel less likely their job prospects will get better, 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 the support available for disabled, 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