



# **Wave 17 Vision**

Fieldwork 23 November – 16 December 2006

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# 1 Executive Summary

This wave of the Life in Lancashire panel dealt with readership of the county council's newspaper Vision. All 1850 members of the panel were sent two mailings of the survey. In total 1289 questionnaires were returned, giving an overall response rate of 70%.

## 1.1 Vision readership

- Two in five members of the panel mention that they have looked at Vision in the last month (41%)<sup>1</sup>. This is a similar readership to the local district council newspaper (42%) and just below the local Citizen newspaper (46%).
- Vision is delivered monthly, and around half the panel agree that the newspaper is delivered most months or every month (48%). One in ten says that they never receive Vision (11%).
- Respondents from Pendle had the lowest receipt of Vision, with only 30% saying they receive it most months or every month and half only occasionally receiving it or never receiving it (50%).
- Two thirds of those who have received Vision read a few articles or more (68%). The readership varied by age, with almost half of the over 60s who receive Vision read all, or nearly all of it (44%). This compares with just over a quarter of those aged 45 to 59 years (28%), and one in five of those aged 25 to 44 years (20%).
- Three quarters of those who have read at least a few articles of Vision agree that it lets them know what the county council is doing (76%).
- About two in five agree that the paper is well designed, and this increases to 61% of those who read it.
- Over a quarter of the panel say that they find out more about the county council from newspapers other than Vision (28%).
- Respondents from an ethnic minority are close to twice as likely as white respondents to agree that there's not enough in it for people like me (46% against 23%).

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<sup>1</sup> As members of a citizen's panel, they may be more inclined to read council publications than the wider public.

- Significantly more people disagree that they would miss it if it were not delivered than agree (42% disagree, 17% agree).

## 1.2 Recommendations

- Investigate the possible reasons for a lower receipt of Vision in Pendle.
- Further investigate the needs of black and ethnic minority readers of Vision.

## 2 Introduction

Lancashire County Council has used Life in Lancashire regularly since August 2001. 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 Life in Lancashire wave 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 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 i.e. the views of panel members become too informed with county council services to be unrepresentative of the population as a whole. The current panel was recruited in 2004 and 2005, so this effect should be small.

## 3 Research Objectives

The objectives of this wave of the Life in Lancashire panel are:

- to investigate access to services across Lancashire;
- to gain insight into the readership of Vision, the county council's newspaper;
- to obtain an indication of the service areas that residents believe should be budget priorities for 2007/2008; and
- to obtain an understanding of what residents perceive to be an acceptable level of increase in council tax for 2007/2008.

## 4 Methodology

This wave of Life in Lancashire was sent to 1850 members of the panel on 8 November. A reminder was sent on 29 November. The fieldwork ended on 15 December 2006.

No incentive was given for respondents to complete the questionnaire. In total 1289 questionnaires were returned, giving an overall response rate of 70%.

All data are weighted by gender, age, ethnicity and district to reflect the Lancashire population overall, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled down to match the effective response of 1076, 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%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1000 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.

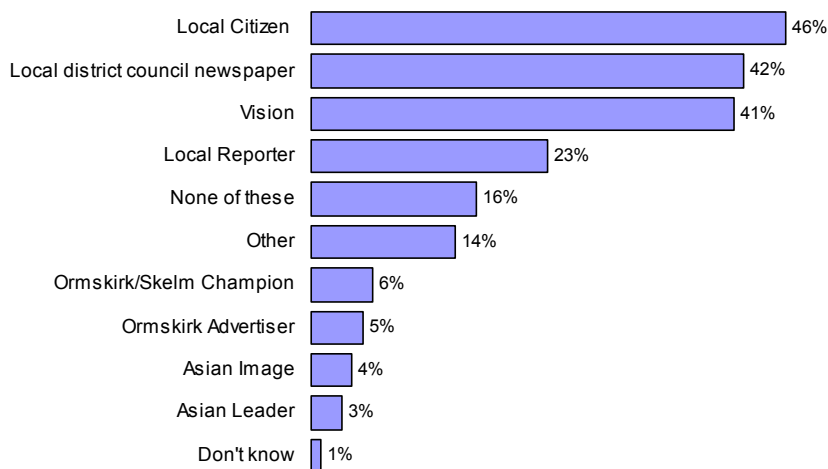
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

## 5 Main research findings

### 5.1 Reading local newspapers

The first question of the section on newspapers and the county council's newspaper, Vision, asked residents which free newspapers they had read recently.

**Chart 1 - Which, if any, of these free newspapers or titles you have read or looked at for at least 2 minutes in the past month? It doesn't matter whose copy it was, where you saw it or how old it was.**



Base: All respondents (Unweighted 1289, Weighted 1076)

The local Citizen newspaper is the most likely to be read by respondents, with close to half having looked at it in the last month (46%). The local district council newspaper (42%) and Vision (41%) are both read by two respondents in five, though it should be mentioned that, as members of a citizen's panel, they may be more inclined to read council publications than the wider public.

The 41% figure for Vision contrasts with a 22% readership figure for the same question on the Life in Lancashire 2003 survey. This was however a face-to-face survey and the different methodology prevents direct comparison with a postal citizen's panel survey. There are further differences between the surveys, such as that in 2003 it was delivered on its own, as opposed to now when it is delivered along with a free newspaper. Three years have passed between the surveys for residents to become familiar with the newspaper.

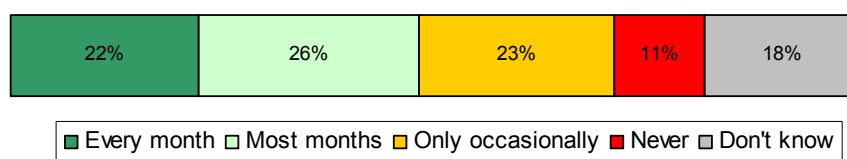
The figures for the local newspapers are broadly in line with the published figures of JICREG<sup>2</sup>, the local newspaper readership and circulation database. This puts the total average issue readership of the five Citizen's

<sup>2</sup> Joint Industry Committee for Regional Press Research

variants in Lancashire at 40%, the total readerships of the four issues of the Reporter at 30%, the Ormskirk Advertiser at 4%, and the Ormskirk and Skelmersdale Champion at 8%.

Vision is delivered monthly, and around half the panel agree that the newspaper is delivered most months or every month (48%). One in ten panel members say that they never receive Vision (11%), and about one in six say they don't know (18%).

**Chart 2 - There is a free newspaper published by Lancashire County Council called Vision that is delivered free in your area. How often does Vision arrive through your door?**



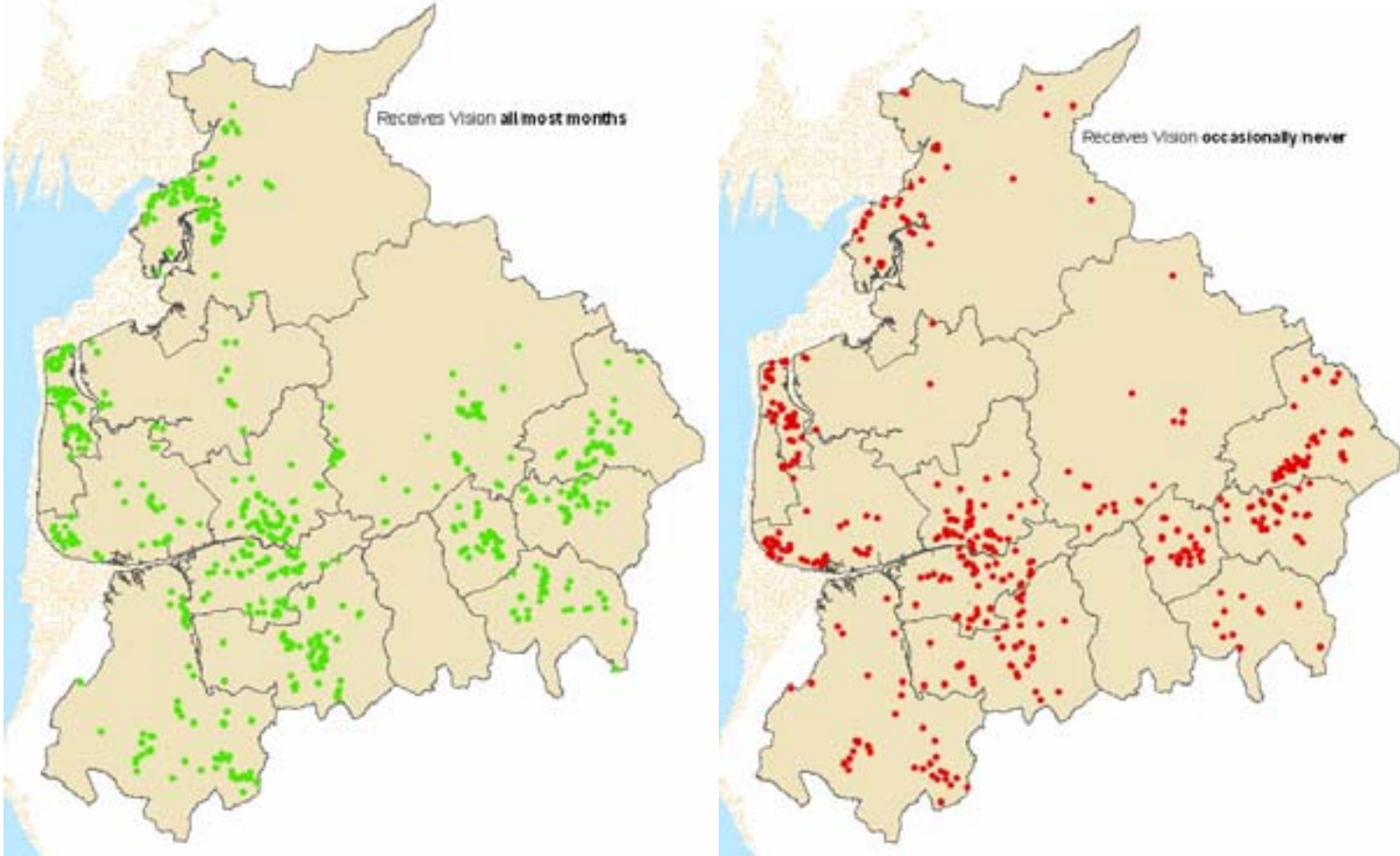
Base: All respondents (Unweighted 1289, Weighted 1076)

Looking demographically, panel members from an ethnic minority are only half as likely to say they receive it every month or most months as white respondents (25% against 50%). Residents of Pendle are significantly less likely to receive Vision every month (9%), which is only a quarter of the highest receipt, in Lancaster, where 36% of the panel say they receive it every month. Respondents from Pendle had the lowest receipt of Vision, with only 30% saying they receive it most months or every month, half only occasionally receiving it or never receiving it (50%), and a fifth answering they don't know (20%).

The maps on the next page chart the locations of all respondents who said they receive Vision every month or most months in green, and all those who said they receive it never or only occasionally in red. In Pendle, it shows that respondents in Nelson and Brierfield are much more likely to say they receive it only occasionally or never for example. The maps are noticeably greener in the high readership districts of Lancaster (where 59% receive every or most months), Wyre (63%) and Ribble Valley (59%).



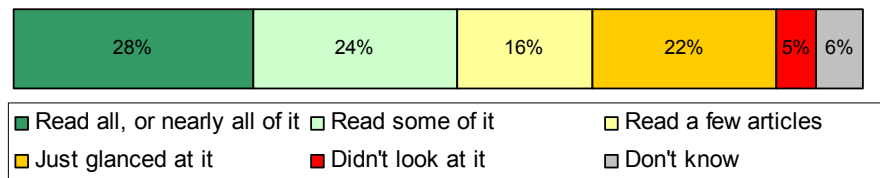
Chart 3 - Vision receipt maps



Base: All respondents answering how often they receive Vision (Unweighted 1084, Weighted 861)

Those that had received Vision at least occasionally were asked how much of the last issue they had read. About half of these respondents had at least read some of it (52%) and two thirds read a few articles or more (68%).

**Chart 4 - How much of the most recent issue of Vision did you read?**

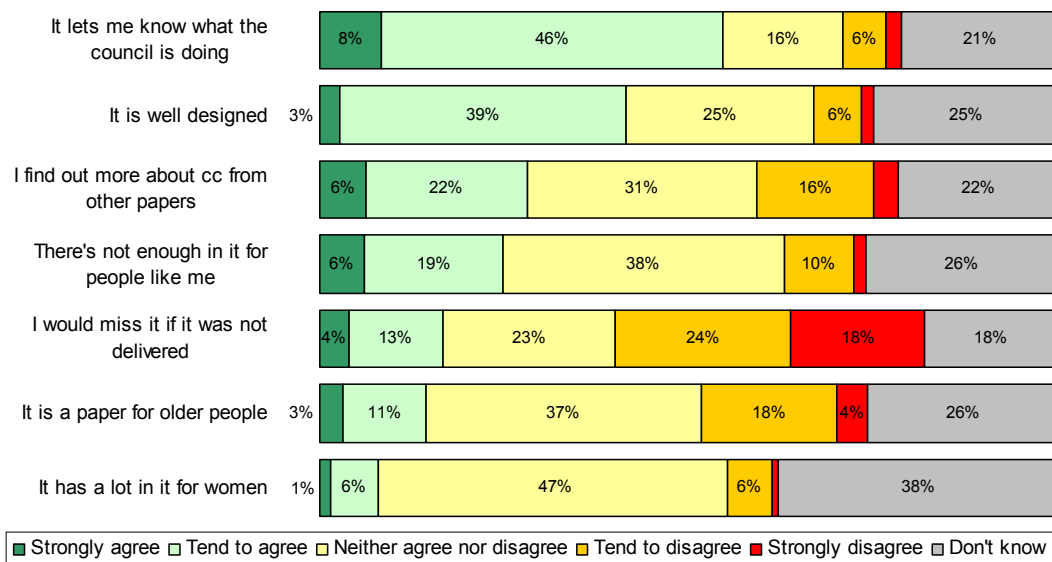


Base: All who have received Vision (Unweighted 1058, Weighted 867)

There were great variations by age in the readership, with those aged over 60 years significantly more likely to read it than all other age groups. Almost half of the over 60s who receive Vision read all, or nearly all of it (44%). This compares with just over a quarter of those aged 45 to 59 years (28%), and one in five of those aged 25 to 44 years (20%).

The final set of questions for the section asked respondents to agree or disagree with a variety of statements about Vision.

**Chart 5 - How strongly do you agree or disagree with the following statements about Vision? It doesn't matter whether you have read the paper recently, or know little about it - we are still interested in your views.**



Base: All respondents (Unweighted 1289, Weighted 1076)

Members of Life in Lancashire are most likely to say that Vision lets them **know what the county council is doing** (55% agree), with three quarters of those who have read it at least a few articles agreeing (76%).

About two in five agree that the paper is **well designed**, and this increases to 61% of those who read it. Those aged over 60 are the most likely age group to agree (51%).

Over a quarter of the panel say that they **find out more about the county council from newspapers other than Vision** (28%), though this increases to two in five of respondents from an ethnic minority and socio-economic group C2<sup>3</sup> (both 42%).

Respondents from an ethnic minority are close to twice as likely as white respondents to agree that **there's not enough in it for people like me** (46% against 23%).

Significantly more people disagree that they would **miss it if it were not delivered** than agree (42% disagree, 17% agree). People aged over 60 years or living in council or housing association accommodation are the most likely to agree they would miss it (23% and 28% respectively). About a quarter of respondents who have read Vision agree they would miss it (26%), and over a third disagree (36%).

Slightly more of the panel disagree than agree that Vision is **a paper for older people** (23% disagree and 14% agree), though as for whether Vision has **a lot in it for women**, most people neither agree nor disagree.

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<sup>3</sup> Skilled manual workers: see Appendix 6.1 for more information

## 6 Appendix

### 6.1 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 for 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 dependant 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