

# **Life in Lancashire Panel Recruitment**



## **Objectives:**

1. To recruit a new Life in Lancashire panel.
2. To investigate their feelings about Lancashire as a place to live, their concern about crime as well as use and opinions of services.

**Methodology:** mailed to all 10,000 randomly selected addresses, with a response rate of 28%. In addition 100 panel members were recruited via a Vision article. The total number of respondents was 2,913.

**Conducted by:** Research and Strategy team, Lancashire County Council

**Fieldwork:** 22/08/03 to 19/09/03

## **Summary Results**

### **Living in Lancashire**

- Four out of five respondents are satisfied with the area where they live and 29% are very satisfied.
- Only 12% say they are likely to move out of Lancashire in the next five years, with those aged 16-24 saying so at three times the average, and people from ethnic minorities nearly four times as likely as the panel overall.
- Residents tend to have a good opinion of their county, with almost half strongly agreeing that they are “proud to live in Lancashire”.

### **Concern about crime**

- Respondents' greatest concern is being burgled, with eight out of ten somewhat or a little worried.
- The next greatest area of concern is damage to members' property, with 70% worried overall.

### **Services**

- Environmental services are used by most panel members, (85%), with greatest use in Hyndburn, Ribble Valley and the Fylde and lowest use amongst under 25s and people living in council or housing association homes.
- 85% of respondents have used cultural and leisure services in the last 12 months: mostly libraries and parks and open spaces.
- Nearly half of members' households have used some education services in the last year, with primary schools and adult education most usual.
- One in seven of respondents have used social services, most often services for disabled people.