



Technical Report

Beyond Imagination Life Survey

Prepared for: Lancaster University

Prepared by: BMG Research

Contents

Introduction and Aims	3
Methodology	3
Questionnaire design.....	4
Pilot.....	4
Fieldwork	6
Data protection and management	9
Prize Draw.....	9
Analysis and weighting	9
Appended Data	12
Data tables.....	13
Appendix 1: Survey Questionnaire	15

Introduction and Aims

This survey was a collaboration between Lancaster University, Lancaster City Council and Blackburn with Darwen Council. The objective of the survey was to provide a baseline and evidence base across two Local Authorities (Lancaster and Blackburn with Darwen) for Local Strategy, Policy and Intervention Development and improve understanding of four themes: Health and Wellbeing, Wealth and Opportunity, Sustainability, Transport and Travel, Connected Communities, and Services.

The results of this survey will provide Imagination Lancaster at Lancaster University and their partners with a rigorous evidence base to support future funding bids for collaborative research and interventions in strategic priority areas.

Methodology

The research used an online methodology followed by a face-to-face methodology.

For the online survey BMG Research purchased email addresses from an approved supplier (Blue Volt Marketing) for both local authority areas - Lancaster and Blackburn with Darwen. Invitations were then sent to these email addresses inviting them to take part in the survey with a reminder sent to anybody who had not responded.

Example email invitation



Subject: Lancaster University needs your help to make things better for you and others in your area

Lancaster University needs your help to make things better for you and others in your area

Dear [Name],

Lancaster University want to understand the [Lancaster District/Blackburn with Darwen] to undertake their research. Working with the Council this will help improve local services, but to do that we need you.

We need to know what you think about your local area, how you get around, your health and well-being as well as how you use technology. Your feedback will help us, the University and our partners to prioritise activity that will help everyone in your area.

You are a part of a special group of just over 2,400 [Lancaster District/Blackburn and Darwen] residents who are currently completing this survey, and your view really matters to us.

You can read more about the Life Survey here
<http://imagination.lancaster.ac.uk/update/life-survey/>

The survey will take around 25 minutes to complete. As a thank you, you will have the opportunity to be entered into a prize draw to win one of 3 x £500 shopping vouchers which will be operated by BMG Research with winners picked at random from all those who enter.

We have asked BMG Research, an independent research company, to carry out the survey on our behalf. If you have any questions or concerns about this survey, or if you require any assistance in completing the survey, please do not hesitate to contact BMG Research on 0800 358 0337 or via email at lifesurvey@bmgresearch.com

To find out more and complete the survey please click below and submit your response by no later than Sunday 8th August 2021.

INSERT LINK



BMG Research, Beech House, Greenfield Crescent, Edgbaston, Birmingham, B15 3BE | T: +44(0)121 333 6006 | F: +44(0)121 270 4212
info@bmgresearch.co.uk | www.bmgresearch.co.uk | Company reg: 2841970 | VAT No: 58060632



By agreeing to take part in the survey you give your consent that:

The information collected during the survey may be used for future research. Your responses will be treated in the strictest confidence and you won't be identified in any information we pass on to Lancaster University and its partners. BMG Research abides by the Market Research Society Code of Conduct and strict data protection rules at all times.

Anonymised data will be shared with survey partners: Blackburn with Darwen Council, Lancaster City Council and the Connected Places Catapult. This anonymised data will also be made available for research to Lancaster University researchers.

Data will be kept according to university guidelines for a minimum of 10 years after the end of the project. For further information about how Lancaster University processes personal data for research purposes and your data rights please visit our webpage:
www.lancaster.ac.uk/research/data-protection

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

You have read and understand the information for the Life Survey and have had the opportunity to consider the information, ask any questions and have had these answered satisfactorily.

What if I change my mind?

To withdraw your participation, please contact BMG at lifesurvey@bmgresearch.com up to two weeks after participation for your data to be destroyed and not used. After this point the data will remain in the project.

I would like to thank you for your help in advance.

Professor Leon Cruickshank
Email: l.cruickshank@lancaster.ac.uk
Tel: 01524 510 874
Lancaster University

The survey is being administered by BMG Research, an independent research agency, on behalf of Lancaster University.
If you have any questions or queries on any aspect of the survey, or would like assistance completing it, please contact the BMG helpline on 0800 358 0337.



BMG Research, Beech House, Greenfield Crescent, Edgbaston, Birmingham, B15 3BE | T: +44(0)121 333 6006 | F: +44(0)121 270 4212
info@bmgresearch.co.uk | www.bmgresearch.co.uk | Company reg: 2841970 | VAT No: 58060632

To ensure maximum accessibility, in addition to desktop and laptop PCs, respondents were able to complete the survey on tablet and mobile devices.

For the face-to-face survey, to select addresses for interviewing, within each ward BMG Research ranked each Lower Super Output Area by Indices of Multiple Deprivation from high to lower levels of deprivation and then picked every nth COA as a sampling point. Every address within the selected COAs was provided to BMG Research interviewers to achieve the target set with a total of 10 interviews completed per sampling point.

A breakdown of interviews achieved by mode, ward and gender by age is provided in the fieldwork section.

Questionnaire design

A number of workshops were held between Lancaster University, both Councils and BMG Research to discuss the content of the questionnaire and design the survey to ensure within the survey length it covered the topics of most interest.

The survey was 25 to 30 minutes in length. The final version of the questionnaire is included in the appendix of this report.

The final signed-off questionnaire was then scripted into an online interview format using Confirmit software, ensuring the look and feel of the script was consistent throughout as well as being scripted into a face-to-face interview format using Soda.

Pilot

A pilot of 6 face-to-face interviews was conducted w/c 17th May and 115 online interviews were conducted w/c 24th and 31st May to ensure the survey was the expected length and there were no issues with any questions or the process.

The pilot identified some issues and outlined in Table 1 are the details of the changes made following the pilot along with the reason why they were made.

Table 1: Breakdown of changes made to questionnaire following pilot

Question	Change made
Q16 Have you used any of the following ways to share your views with the Council?	Added 'Excluding this survey' to the question so respondents did not include current survey in response to Responded to a survey or consultation
Q28. If you were to buy a new car or van, what, if anything would put you off buying an electric car or van?	Question asked of everyone so Do not drive/not relevant code added
Q38 Do you smoke cigarettes at all nowadays?	Question routed from Q37 rather than being asked of all and the word cigarettes removed from this question and Q37
Q47. At home, how do you connect to the internet? <ol style="list-style-type: none"> 1. Superfast broadband 2. Broadband, but not superfast/not sure if superfast 3. 4G mobile broadband 4. 3G mobile broadband 5. Satellite 6. Other 	To make it clearer for respondents answer options changed to Fixed broadband, Mobile broadband, Satellite broadband and Other specify
Q48. D. Voice controlled personal assistant (e.g Amazon Echo, Google Home) E. Smart TV	<p>To provide more detail to the respondent to help understanding and potentially reduce percentage of don't know changed to</p> <p>D. Voice controlled personal assistant (where you can use your voice to control other devices e.g. Amazon Echo, Google Home).</p> <p>E. Smart TV (a TV where you can access online content e.g. Netflix)</p>
Q49. Please let me know which of the following ways you use to access the internet?	An Other specify option added to capture any other ways respondents may access the internet
Q51. Thinking about the INFORMATION you are sometimes asked to put online, how COMFORTABLE are you in providing the following types of information online?	Not comfortable scale option changed to Not very comfortable to make it more distinguishable for respondents. Same for Q52 as well.
Q66. How long have you lived in your local area? Your council area? The UK?	There was an issue with this question in the online pilot and therefore respondents did not answer the follow up parts. This was corrected ahead of the main survey.

Fieldwork

Due to Covid-19 restrictions the main face-to-face fieldwork did not start until the middle of August. Therefore, the main online fieldwork was conducted between 26th July and 8th August 2021 and the main face-to-face fieldwork was conducted from 16th August to the end of September.




For the online survey the following number of invites were sent:

- Lancaster 12615
- Blackburn and Darwen 15269

For the face-to-face survey the aim was to achieve 750 interviews per LA with targets set on ward, gender and age based on the latest Office for National Statistics mid-year estimates to ensure the interviews completed were representative of the population on this basis. Prior to any respondents taking place in the face-to-face survey a detailed letter was provided to each respondent as outlined below which detailed the aims of the survey, where respondents can find out more information about the survey, length of the survey, prize draw, details around consent and what to do if they change their mind as well as details on where to find BMG's privacy notice.

The face-to-face interviews were undertaken by BMG trained researchers following a full briefing session which covered the aims of the survey, the target number of interviews as well as going through the questionnaire in detail.

Example face-to-face information sheet



Lancaster University needs your help to make things better for you and others in your area

Dear resident,

Lancaster University want to understand the Lancaster District to undertake their research. Working with the Council this will help improve local services, but to do that we need you.

We need to know what you think about your local area, how you get around, your health and well-being as well as how you use technology. Your feedback will help us, the University and our partners to prioritise activity that will help everyone in your area.

You are a part of a special group of just over 2,400 Lancaster District and Blackburn with Darwen residents who are currently completing this survey, and your view really matters to us.

You can read more about the Life Survey here
<http://imagination.lancaster.ac.uk/update/life-survey/>


The survey will take around twenty-five minutes to complete. As a thank you, you will have the opportunity to be entered into a prize draw to win one of 3 x £500 shopping vouchers which will be operated by BMG Research with winners picked at random from all those who enter.

We have asked BMG Research, an independent research company, to carry out the survey on our behalf. If you have any questions or concerns about this survey, please do not hesitate to contact BMG Research on 0800 358 0337 or via email at lifesurvey@bmgresearch.com

By agreeing to take part in the survey you give your consent that:

The information collected during the survey may be used for future research. Your responses will be treated in the strictest confidence and you won't be identified in any information we pass on to Lancaster University and its partners. BMG Research abides by the Market Research Society Code of Conduct and strict data protection rules at all times.

Anonymised data will be shared with survey partners: Lancaster City Council, Blackburn with Darwen Council and the Connected Places Catapult. This anonymised data will also be made available for research to Lancaster University researchers.



BMG Research, Beech House, Greenfield Crescent, Edgbaston, Birmingham, B15 3BE | T: +44(0)121 333 6006 | F: +44(0)121 270 4212
bmgresearch.co.uk | info@bmgresearch.co.uk | Company reg: 28451970 | VAT No: 580660632



Data will be kept according to university guidelines for a minimum of 10 years after the end of the project. For further information about how Lancaster University processes personal data for research purposes and your data rights please visit our webpage:
www.lancaster.ac.uk/research/data-protection

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

You have read and understand the information for the Life Survey and have had the opportunity to consider the information, ask any questions and have had these answered satisfactorily.

What if I change my mind?

To withdraw your participation, please contact BMG at lifesurvey@bmgresearch.com up to two weeks after participation for your data to be destroyed and not used. After this point the data will remain in the project.

I would like to thank you for your help in advance.

Leon Cruickshank

Professor Leon Cruickshank
Email: lcruickshank@lancaster.ac.uk
Lancaster University

As an independent research provider, BMG Research is not associated with Lancaster University. This study has been reviewed and approved by the Faculty of Arts and Social Sciences and Lancaster Management School's Research Ethics Committee. If you have concerns or complaints that you wish to discuss with a person who is not directly involved in the research, you can also contact: Professor Alan Marsden, Head of Department, Lancaster Institute of Performing Arts, Lancaster University, Lancaster LA1 4YW
F.a.marsden@lancaster.ac.uk



BMG Research, Beech House, Greenfield Crescent, Edgbaston, Birmingham, B15 3BE | T: +44(0)121 333 6006 | F: +44(0)121 270 4212
bmgresearch.co.uk | info@bmgresearch.co.uk | Company reg: 28451970 | VAT No: 580660632

In total across Blackburn with Darwen 1299 interviews were achieved and for Lancaster 1644 interviews were achieved. Outlined below is a breakdown of the interviews achieved online and face-to-face by ward and gender by age.

Table 2: Breakdown of interviews achieved by mode

Blackburn with Darwen	Online	Face-to-face
TOTAL	543	756
Ward		
Audley & Queen's Park	23	50
Bastwell & Daisyfield	20	39
Billinge & Beardwood	32	39
Blackburn Central	20	48
Blackburn South & Lower Darwen	60	40
Blackburn South East	42	50
Darwen East	39	50
Darwen South	44	41
Darwen West	37	44
Ewood	38	50
Little Harwood & Whitebirk	23	41
Livesey with Pleasington	41	42
Mill Hill & Moorgate	38	44
Roe Lee	32	41
Shear Brow & Corporation Park	12	41
Wensley Fold	22	56
West Pennine	20	40
Gender by age		
Female 18-34	61	115
Female 35-64	231	202
Female 65+	60	63
Male 18-34	21	113
Male 35-64	113	181
Male 65+	57	82

Lancaster	Online	Face-to-face
TOTAL	896	748
Ward		
Bare	48	40
Bolton & Slyne	69	40
Bulk	41	50
Carnforth & Millhead	37	30
Castle	17	35
Ellel	33	25
Halton-with-Aughton	19	10
Harbour	52	40
Heysham Central	24	30
Heysham North	36	29
Heysham South	57	30
John O'Gaunt	49	45
Kellet	12	10
Lower Lune Valley	31	20
Marsh	44	35
Overton	15	10
Poulton	31	30
Scotforth East	40	24
Scotforth West	50	45
Silverdale	15	10
Skerton East	38	30
Skerton West	39	30
Torrisholme	33	30
University & Scotforth Rural	3	10
Upper Lune Valley	13	10
Warton	8	10
Westgate	42	40
Gender by age		
Female 18-34	80	114
Female 35-64	379	178
Female 65+	157	74
Male 18-34	10	112
Male 35-64	156	174
Male 65+	114	96

Data protection and management

Full postcode was collected during the survey for the purpose of confirming respondents were in the two local authority areas required (Lancaster and Blackburn with Darwen) and for quality control purposes. Respondents were also asked at the end of the survey for their permission to pass their postcode back to Lancaster University and their analysis partner Catapult for detailed area analysis. For any respondents who did not give permission only postcode sector (first part of the postcode followed by the first part of the second part of the postcode) was provided in the data file.

Prize Draw

As a thank you, all respondents who had taken part in either the online or face-to-face survey had the opportunity to enter a prize draw to win one of 3 x £500 shopping vouchers. All respondents agreed to the following terms and conditions prior to taking part and the prize draw was administered by BMG Research with 3 winners picked at random from all those who entered.

- a) The prize draw is operated by BMG Research with winners picked at random from those who enter.
- b) You acknowledge that the proposed prize cannot be swapped for any cash sum amount.
- c) You must enter no later than 23:59 on Sunday 8th August. **(ONLINE ONLY)**
- d) BMG Research will notify the winner by the end of September 2021.
- e) BMG Research need your first name, surname and either a contact telephone number or email address. Any details provided will only be used to administer the prize draw and kept confidential, except that the winner's first name only will be published on the BMG Research website during October 2021.

Analysis and weighting

For the purpose of analysis and weighting the wards were grouped in to areas as follows:

Table 3: Breakdown of how wards were grouped in to areas

Blackburn with Darwen			
Area 1 – Darwen and rural	Area 2 – Blackburn West	Area 3 – Blackburn North	Area 4 – Blackburn East
West Pennine	Livesey with Pleasington	Shear Brow & Corporation Park	Blackburn Central
Darwen South	Billinge & Beardwood	Bastwell & Daisyfield	Audley & Queen's Park
Darwen West	Mill Hill & Moorgate	Roe Lee	Blackburn South East
Darwen East	Ewood	Little Harwood & Whitebirk	
	Blackburn South & Lower Darwen		
	Wensley Fold		

Lancaster		
Area 1	Area 2	Area 3
Bulk	Bare	Bolton & Slyne
Castle	Harbour	Carnforth & Millhead
Ellel	Heysham Central	Halton-with-Aughton
John O'Gaunt	Heysham North	Kellet
Marsh	Heysham South	Lower Lune Valley
Scotforth East	Poulton	Overton
Scotforth West	Torrisholme	Silverdale
University & Scotforth Rural	Westgate	Skerton East
		Skerton West
		Upper Lune Valley
		Warton

Rim weights were applied by area and gender by age as detailed in the table overleaf to correct for the fact that those interviewed are not a perfect fit to the population of interest and to ensure the final sample was representative. The weighting targets were based on the Office for National Statistics 2019 mid-year estimates.

In addition to this due to the fact that a larger number of online interviews were conducted in Lancaster (896) compared to Blackburn with Darwen (543), a collection mode rim weight was also applied so the proportions of interviews were the same by mode for both Local Authorities.

For Blackburn with Darwen the weighting efficiency is 91% and after weighting the effective sample size is 1185. The maximum weight applied to a single case is 1.98 and the minimum weight is 0.57.

For Lancaster the weighting efficiency is 82% and after weighting the effective sample size is 1356. The maximum weight applied to a single case is 2.47 and the minimum weight is 0.60.

The table overleaf shows the proportion of the interviews achieved against the proportions that the data has been weighted to.

Table 4: Proportion of interviews achieved vs weights applied

Blackburn with Darwen	Achieved	Weight
Collection mode		
Online	42%	49%
Face-to-face	58%	51%
Area		
Area 1 – Darwen and rural	24%	24%
Area 2 – Blackburn West	39%	35%
Area 3 – Blackburn North	19%	22%
Area 4 – Blackburn East	18%	19%
Gender by age		
Female 18-34	14%	14%
Female 35-64	33%	25%
Female 65+	9%	10%
Male 18-34	10%	15%
Male 35-64	23%	25%
Male 65+	11%	9%

Lancaster	Achieved	Weight
Collection mode		
Online	55%	49%
Face-to-face	45%	51%
Area		
Area 1	33%	37%
Area 2	36%	33%
Area 3	31%	31%
Gender by age		
Female 18-34	12%	16%
Female 35-64	34%	22%
Female 65+	14%	13%
Male 18-34	7%	17%
Male 35-64	20%	21%
Male 65+	13%	11%

Appended Data

Based on the postcode provided by the respondent the following variables have been appended to the raw data:

- **Ward:** Based on postcode address lookup file sourced from Office for National Statistics November 2020 release
- **Local authority:** Based on postcode address lookup file sourced from Office for National Statistics November 2020 release
- **IMD Quintile:** Sourced from Office for National Statistics November 2020 release and built at LA level – 1 (least deprived) to 5 (most deprived)

In addition to this for Question 35 in the survey we have used The Warwick Edinburgh Mental Wellbeing Scale¹ to score and analyse the data. More information about this can be found here:

<https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using/howto/>

¹ ©University of Warwick, 2006, all rights reserved. WEMWBS was developed by the Universities of Warwick, Edinburgh and Leeds in conjunction with NHS Health Scotland.

Data tables

BMG Research have supplied the following outputs for this research:

- A technical report which provides the full details of the research undertaken
- A weighted set of data tables for each LA with agreed breaks which included demographics as well as a number of other survey questions
- A full SPSS data file with survey variables and appended data in an agreed format including full postcode for those who agreed.
- A SPSS data file for each LA with survey variables and appended data in an agreed format including postcode sector for all respondents.

The cross tabulations are based on weighted data and provide details of the weighted base values and unweighted base values for each sub-group.

The cross tabulations also show significant differences and highlight based on the proportions where there are significant differences either between two columns within a sub-group or against the overall total (excluding the column that is being tested). This was done using a z test which gives the same result as a chi-squared test (i.e. when using a two-tailed pooled z-test) with 1 degree of freedom and with the added benefit of being able to test the direction of the significance (i.e. two tailed and one tailed tests). In general, attention is drawn to differences between estimates only at the 5% significance level, thus indicating that there is less than 5% probability that the observed difference could be due to random sampling variation when no difference occurred in the population from which the sample is drawn.

Confidence Intervals

A confidence interval is a measure of the range within which it is probable that a population value lies. The wider the confidence interval, the more variation there is in an estimate of the population value. It is typical to calculate confidence intervals using a 95% confidence level.

Strictly speaking, confidence intervals cannot be applied to quota samples because they do not use equal or known probabilities of selection. However, it is common practice to derive them and this can give some indication of the relative levels of variation to help users of the data understand that the percentages provided are statistics, not absolute numbers.

Table 5 overleaf shows the confidence intervals for a selection of sample sizes for a range of survey estimates (e.g. percentage of survey respondents). As this table demonstrates, confidence intervals narrow (meaning greater precision about the true population value) when the sample size increases and/or where responses are more 'polarised'.

Table 5: Confidence intervals (expressed as +/-%) for a section of samples and survey responses

Blackburn with Darwen	Unweighted Sample size	10% / 90%	30% / 70%	50% / 50%
Total sample	1299	1.63	2.49	2.72
Area				
Area 1 – Darwen with rural	315	3.31	5.06	5.52
Area 2 – Blackburn West	502	2.62	4.01	4.37
Area 3 – Blackburn North	249	3.73	5.69	6.21
Area 4 – Blackburn East	233	3.85	5.88	6.42
Gender				
Male	566	2.47	3.78	4.12
Female	732	2.17	3.32	3.62
Age				
18 to 34	309	3.35	5.11	5.58
35 to 64	725	2.18	3.34	3.64
65+	262	3.63	5.55	6.05

Lancaster	Unweighted Sample size	10% / 90%	30% / 70%	50% / 50%
Total sample	1644	1.45	2.22	2.42
Area				
Area 1	546	2.59	3.84	4.19
Area 2	592	2.42	3.69	4.03
Area 3	506	2.61	3.99	4.36
Gender				
Male	657	2.29	3.50	3.82
Female	978	1.88	2.87	3.13
Age				
18 to 34	315	3.31	5.06	5.54
35 to 64	883	1.98	3.02	3.30
65+	439	2.81	4.29	4.68

Appendix 1: Survey Questionnaire

INTRODUCTION FOR FACE-TO-FACE INTERVIEWS

Good morning \ afternoon, my name is ... and I'm from BMG Research. BMG Research is an independent research company who work to the Market Research Society's Code of Conduct.

We are carrying out research on behalf of Lancaster University to understand your views of your local area, how you get around, your health and well-being as well as how you use technology. Your feedback will help us, the University and our partners to prioritise activity that will help everyone in your area.

The survey will take around 25-30 minutes.

You will have the opportunity to be entered into a thank you prize to win one of 3 x £500 shopping vouchers. The prize draw is operated by BMG Research with winners picked at random from those who enter. Full details of the prize draw along with terms and conditions are provided later in the survey.

[If people are interested in finding out more and taking part then the interviewer will give further information including information on how their data will be used]

The information collected during the survey may be used for future research. You can read more about the Life Survey here <http://imagination.lancaster.ac.uk/update/life-survey/> and on this information sheet which details how your data will be used – Researcher to also run through this information verbally which states that:

The information collected during the survey will be used for future research. Your responses will be treated in the strictest confidence and you won't be identified in any information we pass on to Lancaster University and its partners. BMG Research abides by the Market Research Society Code of Conduct and strict data protection rules at all times.

Anonymised data will be shared with survey partners: Blackburn with Darwen Council, Lancaster City Council and the Connected Places Catapult. This anonymised data will also be made available for research to Lancaster University researchers.

Data will be kept according to university guidelines for a minimum of 10 years after the end of the project. For further information about how Lancaster University processes personal data for research purposes and your data rights please visit our webpage:
www.lancaster.ac.uk/research/data-protection

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

You have read and understand the information for the Life Survey and have had the opportunity to consider the information, ask any questions and have had these answered satisfactorily.

What if I change my mind?

To withdraw your participation, please contact BMG at [lifesurvey@bmgresearch.com] up to two weeks after participation for your data to be destroyed and not used. After this point the data will remain in the project.

Obtaining Informed Consent

INTERVIEWER CHECK – Are you willing to take part in the survey? [book appointment if not convenient now]

IF NO Thank and Close

IF YES CONTINUE

I need to record that you are happy to participate, and this one question only is recorded. This is for quality control purposes and won't be shared with anyone outside of BMG Research.

Can I confirm that you are happy to participate in the survey and to the use of my data for the purposes outlined?

Please ask the respondent to read out as follows "I agree to take part in the survey".

**IF RESPONDENT REQUIRES FURTHER CLARIFICATION THAT BMG RESEARCH IS A GENUINE MARKET RESEARCH COMPANY
THEY CAN CALL MRS ON 0800 975 9596.**

INTERVIEWER NOTE: RESPONDENT MUST BE AGED 18 OR OVER

INTRODUCTION FOR ONLINE INTERVIEWS

BMG Research, an independent research company is carrying out research on behalf of Lancaster University to understand your views of your local area, how you get around, your health and well-being as well as how you use technology. Your feedback will help us, the University and our partners to prioritise activity that will help everyone in your area. You can read more about the Life Survey here <http://imagination.lancaster.ac.uk/update/life-survey/>

The survey will take around 25 minutes to complete.

You will have the opportunity to be entered into a thank you prize to win one of 3 x £500 shopping vouchers. The prize draw is operated by BMG Research with winners picked at random from those who enter. Full details of the prize draw along with terms and conditions are provided later in the survey.

Your responses will be treated in the strictest confidence and you won't be identified in any information we pass on to Lancaster University and its partners. BMG Research abides by the Market Research Society Code of Conduct and strict data protection rules at all times.

Anonymised data will be shared with survey partners: Blackburn with Darwen Council, Lancaster City Council and the Connected Places Catapult. This anonymised data will also be made available for research to Lancaster University researchers.

Data will be kept according to university guidelines for a minimum of 10 years after the end of the project. For further information about how Lancaster University processes personal data for research purposes and your data rights please visit our webpage:
www.lancaster.ac.uk/research/data-protection

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website www.bmgresearch.co.uk/privacy

Please click the next button to begin the survey. By clicking the button, you agree to participate in the survey.

SCREENING QUESTIONS

Firstly, we'd like to ask you some questions about yourself to help us to make sure we have captured views from a cross section of people.

ONLINE ONLY

Q1. So we can ensure you live in [the Lancaster District/Blackburn with Darwen], please tell us your full UK postcode.

This information will only be used for statistical purposes to analyse the results by specific areas, such as Local Authority, Constituency and Government areas. All answers will be treated entirely anonymously and postcode information will not be used for any other purpose unless permission is given.

IF NOT A VALID POSTCODE : This survey is for Lancaster District or Blackburn with Darwen residents only. Thank you for your time, if you have any queries please do not hesitate to contact BMG Research on 0800 358 0337.

ASK ALL

Q2. Which age band do you fall into? [SINGLE CODE] [SHOWCARD 1 – FOR F2F]

1. Under 18 (**SCREEN OUT**)
2. 18 to 24
3. 25 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 to 74
8. 75 to 84
9. 85+
10. Prefer not to say

ASK ALL

Q3. Can you please tell me your gender?

1. Male
2. Female
3. Prefer to self-describe
4. Prefer not to say

SOCIAL INTEGRATION – ASK ALL

For this section we would like you to think about your local area. By your local area we mean within 15 to 20 minutes walking distance.

Q4. How strongly do you feel you belong to your local area? (SINGLE CODE) [SHOWCARD 2 – FOR F2F]

1. Very strongly
2. Fairly strongly
3. Not very strongly
4. Not at all strongly
5. Don't know

Q5. Would you say your local area is a place where neighbours look out for each other? (SINGLE CODE) [FOR F2F IF YES, PLEASE QUANTIFY]

1. Yes, definitely

2. Yes, to some extent
3. No
4. Don't know

Q6. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (SINGLE CODE) [SHOWCARD 3 – FOR F2F]

1. Definitely agree
2. Tend to agree
3. Tend to disagree
4. Definitely disagree
5. Don't know

Q7. How safe or unsafe do you consider your local area to be (single code per row) [SHOWCARD 4 – FOR F2F]

A. during the day?

B. After dark?

1. Very safe
2. Fairly safe
3. Fairly unsafe
4. Very unsafe
5. Don't know

Q8. How satisfied or dissatisfied are you with the Lancaster District / Blackburn with Darwen borough (as applicable) as a place to live? (SINGLE CODE) [SHOWCARD 5 – FOR F2F]

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

Q9. Do you agree or disagree with these statements about the Coronavirus crisis... (SINGLE CODE PER ROW) [SHOWCARD 6 – FOR F2F]

- A. Because of Coronavirus, I have got to know my neighbours better
 - B. Coronavirus has made me worry about mixing with people I don't know
1. Definitely agree
 2. Tend to agree
 3. Neither agree or disagree
 4. Tend to disagree
 5. Definitely disagree
 6. Don't know

LOCAL PRIORITIES

Continuing to think about your local area. By your local area we mean within 15 to 20 minutes walking distance.

ASK ALL

Q10. Which of these are located within your local area? (MULTICODE) [SHOWCARD 7 – FOR F2F]

1. General/grocery shop
2. Pub
3. Park
4. Other green spaces [e.g. community gardens or open space]
5. Public water spaces [e.g. lakes, canals, rivers, sea]
6. Library
7. Community centre/hall
8. Sports centre/club
9. Youth centre/club
10. Health centre/GP
11. Chemist
12. Post Office
13. Primary school
14. Secondary school
15. Church/place of worship
16. Public transport links
17. None of these

ASK ALL

Q11. Generally, how satisfied or dissatisfied are you with the local services and amenities in your local area? (SINGLE CODE) [SHOWCARD 8 – FOR F2F]

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

ASK ALL

Q12. [SHOWCARD 9 ROTATED – FOR F2F]

- A. Thinking generally, which of the following would you say are most important in making somewhere a good place to live? PLEASE SELECT UP TO FIVE BOXES ONLY IN THE LEFT HAND COLUMN BELOW**
- B. And thinking about this local area, which of the following, if any, do you think most need improving? PLEASE TICK UP TO FIVE BOXES ONLY IN THE RIGHT HAND COLUMN BELOW**

1. Access to nature
2. Activities for teenagers
3. Affordable decent housing
4. Clean streets
5. Community activities
6. Cultural facilities (e.g. cinemas, museums)
7. Education provision
8. Facilities for young children
9. Health services
10. Job prospects
11. The level of crime
12. The level of pollution
13. The level of traffic congestion
14. Parks and open spaces
15. Public transport
16. Race relations
17. Road and pavement repairs
18. Shopping facilities
19. Sports and leisure facilities
20. Wage levels and local cost of living
95. Other (PLEASE SELECT AND WRITE IN BELOW)
96. None of these
97. Don't know

ASK ALL

Q13. *How satisfied or dissatisfied are you that you can influence decisions made by [Lancaster City Council or Blackburn with Darwen Council]? (SINGLE CODE) [SHOWCARD 10 – FOR F2F]*

1. Very satisfied
 2. Fairly satisfied
 3. Neither satisfied nor dissatisfied
 4. Fairly dissatisfied
 5. Very dissatisfied
- Don't know

ASK ALL

Q14. To what extent do you think [Lancaster City Council or Blackburn with Darwen Council] acts on the concerns of residents? (SINGLE CODE) [SHOWCARD 11 – FOR F2F]

1. A great deal
2. A fair amount
3. Not very much
4. Not at all
5. Don't know

ASK ALL

Q15. How satisfied or dissatisfied are you that [Lancaster City Council or Blackburn with Darwen Council] gives you the opportunity to make your views known? (SINGLE CODE) [SHOWCARD 12 – FOR F2F]

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

ASK ALL

Q16. Excluding this survey, have you used any of the following ways to share your views with [Lancaster City Council or Blackburn with Darwen Council]? [MULTICODE] [SHOWCARD 13 – FOR F2F]

1. Contacted a Councillor
2. Attended (or watched online) a Council or Committee meeting
3. Responded to a survey or consultation
4. Joined a Council mailing list or panel
5. Made a formal complaint
6. Made a formal comment or complement
7. Followed or commented on a Council page on social media (facebook, twitter, Instagram)
8. Attended a public event
9. Attended a community meeting
10. Signed or created a petition
11. None of the above
12. Something else (please specify)

ASK ALL

Q17. How would you like to share your views with [Lancaster City Council or Blackburn with Darwen Council]? [MULTICODE] [SHOWCARD 14 – FOR F2F]

1. Letter
2. Email
3. Telephone
4. Web forms from the council website (with log in)
5. Web forms from the council website (no log in)
6. Social media
7. Individual face to face contact
8. Group meetings
9. Public events
10. Petitions
11. None of the above
12. Some other way (please specify)

ASK ALL

Q18. Which of the following activities might you be interested in taking on a more active role? (SINGLE CODE PER ROW)
[SHOWCARD 15 – FOR F2F]

Options

- a. Joining a friends group eg local parks, gardens, cemeteries, building
- b. Organising a litter pick
- c. Taking part in a litter pick
- d. Becoming a community sports volunteer
- e. Any other activity or role in your community, please specify (open end) – **ONLY CODES 1 TO 3 AND 6 APPLICABLE**

Response codes

1. Definitely
2. Probably
3. It would depend
4. Probably not
5. Definitely not
6. I already do

ASK IF PROBABLY NOT OR DEFINITELY NOT (CODES 4 OR 5) TO ANY OF Q18 (EXCLUDING E)

Q19. What is it that would prevent you from doing so? (MULTICODE) [SHOWCARD 16 – FOR F2F]

1. Lack of time
2. Lack of energy
3. Lack of motivation
4. Don't feel I can offer anything
5. Health reasons
6. Cost issues
7. Lack of interest
8. Other please specify (open end)
9. Don't know

HOUSING

ASK ALL

Q20. During the winter months, does condensation form on the windows or walls of any room in your home apart from the bathrooms or toilets? (SINGLE CODE)

1. Yes
2. No
3. Don't know

ASK ALL

Q21. During the winter months, are there patches of mould or fungus in any room in your home, apart from bathrooms or toilets? (SINGLE CODE)

1. Yes

2. No
3. Don't know

ASK ALL

Q22. Can you keep comfortably warm in your accommodation during winter time?

1. Yes
2. Some rooms only
3. No

ASK IF Q22 = 2,3

Q23. Why is this? (MULTICODE) [SHOWCARD 17 – FOR F2F]

1. It costs too much to keep your heating on
2. It is not possible to heat the room to a comfortable standard
3. Equipment that is broken or under repair
4. Other (please specify)
5. Don't know

SUSTAINABILITY

ASK ALL

Q24. How many cars or vans does your household own or have the regular use of? (SINGLE CHOICE)

1. None
2. One
3. Two
4. Three
5. Four
6. Five or more

ASK ALL

Q25. Excluding exercise bikes, do you... READ OUT (MULTICODE POSSIBLE FOR CODES 1 AND 2)

1. own a bicycle yourself
2. have regular use of a bicycle owned by someone else
3. have no regular use of a bicycle

ASK ALL

Q26. How frequently do you travel by ... (SINGLE CHOICE FOR EACH) [SHOWCARD 18 – FOR F2F]

Options:

- A. public transport, that is, buses or trains
- B. car or van whether that be as a driver or a passenger
- C. by bicycle
- D. on foot
- E. Do you travel frequently in some other way? Yes/No [IF YES : specify] AND QUANTIFY

Codes:

1. At least once a day
2. Less than once a day but at least 3 times a week

3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never
9. Don't know

ASK IF FREQUENCY TRAVEL BY CAR (CODE B) = ONCE OR TWICE A MONTH OR MORE FREQUENTLY (CODES 1 TO 5)

Q27. What, if anything, would help you reduce the amount you travel by car or van? (MULTICODE) [SHOWCARD 19 – FOR F2F]

1. More frequent public transport
2. Better /more routes on public transport for where I need to go
3. Cheaper public transport
4. Better public travel information/co-ordination (e.g. more real-time info, integrated ticketing)
5. If public transport was more Covid-secure/less crowded/more people wore masks/better cleaning
6. More /better cycle paths
7. Help to cycle, such as bike support and rental schemes
8. Better pavements/walking routes
9. Improved safety for cyclists on roads
10. Better street lighting/better lit areas
95. Other (please specify)
96. Nothing would help
97. Don't know

ASK ALL

Q28. If you were to buy a new car or van, what, if anything, would put you off buying an electric car or van? (MULTICODE) [SHOWCARD 20 – FOR F2F]

1. Limited choice (not many vehicles to choose from)
2. Lack of knowledge
3. Cost
4. Battery: distance travelled on charge
5. Recharging / no charging points in my local area
6. Value: resale/residual
7. Safety features/record
8. The vehicle: performance (e.g. speed/handling), size/practicality, looks
9. Technology: doesn't work/not proven
10. Nothing
11. Do not drive/not relevant
95. Other (please specify)
96. Don't know

ASK ALL

Q29. How concerned, if at all, are you about climate change, sometimes referred to as 'global warming'? [SHOWCARD 21 – FOR F2F]

1. Very concerned
2. Fairly concerned

3. Not very concerned
4. Not at all concerned
5. Don't know

ASK ALL

Q30. Thinking about your food, energy and transport use, which of the following do you currently do? (SINGLE CODE FOR EACH) [SHOWCARD 22 – FOR F2F]

- A. Compost food and/or green waste, or put food waste out for collection
- B. Reduce use, reuse or recycle plastic
- C. Switch off lights, heating and appliances to save energy
- D. Walk, or cycle or take public transport instead of driving short distances
- E. Burn less/not at all at home (e.g. in stoves, wood burners or open fires)
- F. Eat a more plant-based/vegetarian diet

RESPONSE CODES.

1. Always
2. Usually
3. Sometimes
4. Never
5. Not applicable

PHYSICAL/MENTAL HEALTH

ASK ALL

Q31. How is your health in general? (SINGLE CODE) [SHOWCARD 23 – FOR F2F]

1. Very good
2. Good
3. Fair
4. Bad
5. Very bad
6. Prefer not to say

ASK ALL

Q32. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

1. Yes
2. No
3. Prefer not to say

ASK IF YES TO Q32

Q33. Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

1. Yes
2. No
3. Prefer not to say

ASK ALL

Q34. Now we would like you to think about how you are today. Choose one option in each group of statements to indicate which statement best describes how you are. [SHOWCARD 24 – FOR F2F]

A. Mobility

1. I have no problems in walking about
2. I have some problems in walking about
3. I am confined to bed
4. Prefer not to say

B. Self-care

1. I have no problems with self-care
2. I have some problems with self-care
3. I am unable to wash or dress myself
4. Prefer not to say

C. Usual Activities (e.g. work, study, housework, family or leisure activities)

1. I have no problems with performing my usual activities
2. I have some problems with performing my usual activities
3. I am unable to perform my usual activities
4. Prefer not to say

D. Pain/discomfort

1. I have no pain or discomfort
2. I have moderate pain or discomfort
3. I have extreme pain or discomfort
4. Prefer not to say

E. Anxiety/Depression

1. I am not anxious or depressed
2. I am moderately anxious or depressed
3. I am extremely anxious or depressed
4. Prefer not to say

IF FACE-TO-FACE

Read out: I am now going to hand over the survey to you, and I'd like you to complete the following questions about your thoughts and feelings in the past two weeks. There are 14 statements altogether. The aim of this is to find out about local people's feelings in general. Your responses will not be linked back to you, remaining anonymous when the survey findings are reported.

Before this, however, I would like you to do a quick task to get you used to the computer. This will require you to answer a simple question, getting you used to clicking the box, and then moving to the next page.

IF RESPONDENT REFUSES TO SELF-COMPLETE SKIP QUESTIONS

ASK IF FACE-TO-FACE

Q. What is your favourite colour? **SELECT ONE OPTION BY CLICKING THE BOX**

1. Red
2. Blue
3. Green
4. Yellow
5. Black
6. White
7. Pink
8. Brown
9. Grey
10. Purple
11. Orange
12. Gold
13. Silver
14. Other

Don't know

ASK ALL – SELF COMPLETION

Q35. Below are some statements about feelings and thoughts.

Please select the answer that best describes your experience of each over the last 2 weeks

Options:

- A. I've been feeling optimistic about the future
- B. I've been feeling useful
- C. I've been feeling relaxed
- D. I've been feeling interested in other people
- E. I've had energy to spare
- F. I've been dealing with problems well
- G. I've been thinking clearly
- H. I've been feeling good about myself
- I. I've been feeling close to other people
- J. I've been feeling confident
- K. I've been able to make up my own mind about things
- L. I've been feeling loved
- M. I've been interested in new things
- N. I've been feeling cheerful

Response codes:

1. None of the time
2. Rarely
3. Some of the time
4. Often
5. All of the time
6. Prefer not to say

ASK ALL – SELF COMPLETION

Q36. On a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied:

- A. 'Overall, how satisfied are you with your life nowadays?'
- B. 'Overall, to what extent do you feel that the things you do in your life are worthwhile?'
- C. 'Overall, how happy did you feel yesterday?'
- D. 'Overall, how anxious did you feel yesterday?'

Scale 0 Not at all to 10 Completely and Prefer not to say

PLEASE NOW HAND BACK THE COMPUTER TO THE INTERVIEWER.

ASK ALL

Q37. Have you ever smoked regularly? (MULTICODE FOR YES)

- 1. Yes
- 2. Yes – e-cigarettes
- 3. No
- 4. Prefer not to say

ASK IF Q37 = YES

Q38. Do you smoke at all nowadays? (MULTICODE FOR YES)

- 1. Yes
- 2. Yes – e-cigarettes
- 3. No
- 4. Prefer not to say

ASK ALL – ORDERED CHANGED

Q39. How many days in a typical week do you drink alcohol? (SINGLE CODE)

- 1. None
- 2. 1
- 3. 2
- 4. 3
- 5. 4
- 6. 5
- 7. 6
- 8. 7
- 9. Prefer not to say

ASK IF Q39 = 1 TO 7 OR PNTS (Codes 2 to 9)

Q40. What is your average weekly alcohol intake? One unit of alcohol is found in a single small measure (25ml) of spirit or half a pint of normal strength lager, beer or cider. A small glass (125ml) of wine is 1.5 units.

RECORD NUMERIC 0 TO 99 __ __ units

Prefer not to say

ASK ALL

Q41. Now we would like to ask you about vigorous physical activity. This is activity that makes you breath hard and makes it difficult to talk without pausing for breath. It can include running, fast swimming, cycling fast or uphill.

In a typical week, on how many days do you do vigorous physical activity for at least 10 minutes continuously?

1. None
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. Don't know/Prefer not to say

ASK IF Q41 = MORE THAN NONE

Q42. How much time do you spend doing vigorous physical activity on a typical week?

(hours/minutes)

Don't know/Prefer not to say

ASK ALL

Q43. Over the past three months, have you seen any of the following people through social services or the NHS because of any condition you have or other health reasons? Please note this includes phone consultations and online visits
(MULTICODE) [SHOWCARD 25 – FOR F2F]

1. a health visitor
2. a social worker
3. a physiotherapist
4. an occupational therapist
5. a psychologist
6. a counsellor
95. some other person (please specify)
96. none of these
97. Prefer not to say

ASK FOR EACH CODED AT Q43

A. Please specify how many times have you seen them in the past 3 months? WRITE IN NUMBER.

Don't know/Prefer not to say

ASK ALL

Q44. During the last 12 months, was there a time when, because of lack of money or other resources: [FOR FACE-TO-FACE MOVE TO AFTER Q36 AND SELF COMPLETE]

Options:

- A. You were worried you would not have enough food to eat?
- B. You were unable to eat healthy and nutritious food?
- C. You ate only a few kinds of foods?
- D. You had to skip a meal?
- E. You ate less than you thought you should?
- F. Your household ran out of food?
- G. You were hungry but did not eat?
- H. You went without eating for a whole day?

Response codes

- 1. Yes
- 2. No
- 3. Prefer not to say

DIGITAL

ASK ALL

Q45. What type of mobile phone do you use? (MULTICODE)

- 1. Touchscreen / smartphone (e.g. iPhone, Samsung galaxy)
- 2. A basic button phone
- 3. None
- 4. Prefer not to say

ASK ALL

Q46. Does your household have access to the internet from home?

- 1. Yes
- 2. No
- 3. don't know if the household has access

ASK IF Q46 = YES

Q47. At home, how do you connect to the internet? (SINGLE CODE) [SHOWCARD 26 – FOR F2F]

- 1. Fixed broadband
- 2. Mobile broadband
- 3. Satellite broadband
- 4. Other (please specify)
- 5. Don't know

ASK ALL

Q48.

- A. Firstly, I would like you to tell me how many of each of the following devices does your household own or have regular use of at home? WRITE IN NUMBER FOR EACH [SHOWCARD 27 – FOR F2F]**
- B. Secondly, how often do you access the internet, either at home, work or elsewhere on a... (SINGLE CODE FOR EACH) [SHOWCARD 28 – FOR F2F]**

Options

- A. Mobile phone/smartphone**
- B. Desktop computer/laptop**
- C. Tablet computer (e.g. Ipad)**
- D. Voice controlled personal assistant (where you can use your voice to control other devices e.g. Amazon Echo, Google Home)**
- E. Smart TV (a TV where you can access online content e.g. Netflix)**
- F. Games console (e.g. Xbox 360)**
- G. Do you access the internet in any other way? Yes/No [IF YES: specify] AND QUANTIFY**

Response codes

- 1. Every day,
- 2. Every 2-3 days,
- 3. Every 4-5 days,
- 4. About once a week,
- 5. Every 2-3 weeks,
- 6. About once a month,
- 7. Less often than once a month,
- 8. Never

ONLINE – ASK ALL : F-2-F - ASK IF Q48B OPTIONS A TO F = 1 TO 7 (I.E DO NOT ASK QUESTION IF NEVER TO ALL OPTIONS)

Q49. Please let me know which of the following ways you use to access the internet? (MULTICODE) [SHOWCARD 29 – FOR F2F]

- 1. Home broadband using a PC
- 2. A smartphone or tablet whilst out and about
- 3. Home broadband using a tablet or iPad
- 4. Other public space with free WiFi
- 5. Work
- 6. Television
- 7. A local library
- 8. Paid-for internet cafes
- 9. Other (please specify)
- 10. Don't know

ONLINE – ASK ALL : F-2-F - ASK IF Q48B OPTIONS A TO F = 1 TO 7 (I.E DO NOT ASK QUESTION IF NEVER TO ALL OPTIONS)

Q50. How confident are you using the internet to do each of the following things? (SINGLE CODE FOR EACH) [SHOWCARD 30 – FOR F2F]

- A. Email
- B. Finding general information
- C. Shopping
- D. Social Networking
- E. Paying Bills
- F. Maps and Directions
- G. Booking leisure activities (e.g. holidays, tickets for events etc.)
- H. Internet banking
- I. Finding information about Central Government services such as benefits, taxes a driving licence or passport
- J. Paying for a Central Government service such as income tax, TV license fee, or car's tax disc
- K. Communicating (Skype, Facetime etc.)
- L. Watching films/TV/Video Clips
- M. Work-related activities
- N. Reporting problems (e.g. fly tipping)
- O. Using online community forums either through giving advice or searching for answers to problems

Response codes:

- 1. Very confident
- 2. Fairly confident
- 3. Not very confident
- 4. Not at all confident
- 5. Have never used the internet for this
- 6. Don't know

FOR THOSE WHO ACCESS THE INTERNET - ONLINE – ASK ALL : F-2-F - ASK IF Q48B OPTIONS A TO F = 1 TO 7 (I.E DO NOT ASK QUESTION IF NEVER TO ALL OPTIONS)

Q51. Thinking about the INFORMATION you are sometimes asked to put online, how COMFORTABLE are you in providing the following types of information online? (SINGLE CODE FOR EACH) [SHOWCARD 31 – FOR F2F]

Options

- A. Your postal address
- B. Your age
- C. Your phone number
- D. Your credit or debit card number
- E. A picture where your face is clearly visible

Response codes

- 1. Not comfortable at all,
- 2. Not very comfortable,
- 3. Fairly comfortable
- 4. Very comfortable
- 5. Don't know

FOR THOSE WHO ACCESS THE INTERNET - ONLINE – ASK ALL : F-2-F - ASK IF Q48B OPTIONS A TO F = 1 TO 7 (I.E DO NOT ASK QUESTION IF NEVER TO ALL OPTIONS)

Q52. How comfortable are you for companies to use information about you for targeted advertising? This is where advertising, for example, focuses on specific traits, interests or preferences. (SINGLE) [SHOWCARD 32 – FOR F2F]

Response codes

1. Not comfortable at all
2. Not very comfortable
3. Fairly comfortable
4. Very comfortable
5. Don't know

ONLINE – ASK ALL : F-2-F - ASK IF Q48B OPTIONS A TO F = 1 TO 7 (I.E DO NOT ASK QUESTION IF NEVER TO ALL OPTIONS)

Q53. Have you ever used the [Lancaster City/Blackburn with Darwen Borough] Council website (www.lancaster.gov.uk/www.blackburn.gov.uk)? (SINGLE)

1. Yes
2. No
3. Don't know

ASK IF HAVE USED WEBSITE Q53 = YES

Q54. Which of the following, have you used the [Lancaster City/Blackburn with Darwen Borough] Council website for? (MULTIPLE) [SHOWCARD 33 – FOR F2F]

1. Finding information about Council services such as refuse collection, social care and libraries
2. Making a payment to the Council such as Council Tax or Rent
3. Looking up information or news
4. Reporting a problem
5. Applying for something (e.g. a school place or a business licence)
6. Finding out about events and what's on in my local area
7. Finding information about benefit claims (Council Tax Support and Housing Benefit)
8. Using the 24-hour online library (renewing/ordering books etc.)
9. Downloading e-books
95. Other, please specify
96. Don't know

ASK THOSE WHO DO NOT ACCESS THE INTERNET – ONLINE – DO NOT ASK : F-2-F - ASK IF Q48B OPTIONS A TO F = 8 (I.E NEVER TO ALL OPTIONS)

Q55. Here are a number of REASONS that some people give to explain why they don't go online. Could you tell me which of these reasons apply to you? [SHOWCARD 34 – FOR F2F]

1. I am just not interested
2. I have no connection available where I live or where I work
3. I have no computer available
4. It's too difficult to use
5. It's not useful
6. It's too expensive
7. I am worried about my privacy
8. I worry about bad experiences with SPAM or viruses
9. I do not have enough time
10. There's nothing of interest online
11. Do not yet know how to use the Internet
12. It is too time consuming
13. It's not for people of my age
14. It's not for people like me
15. I worry about being conned or having money stolen
16. I worry about having my personal details stolen
17. None of the above
18. Don't know

ASK ALL

Q56. Where do you find news or information about things happening in your local area? [SHOWCARD 35 – FOR F2F]

1. Council website
2. Printed information provided by the council (e.g. leaflets, flyers, public notices)
3. Council texts, emails and e-newsletters
4. Council's social media sites (e.g. Facebook, Twitter, YouTube)
5. Social media outside the council (e.g. Facebook, Twitter, YouTube)
6. Advertising on billboards/buses etc.
7. Local media (e.g. newspapers, TV, radio)
8. Word of mouth (e.g. friends, neighbours, relations)
9. Do not find out any information
10. Other (please specify)

DEMOGRAPHICS

READ OUT: Finally, we've got a few questions about you; these are just to make sure we have covered a representative cross section of people living in the area. Again, we recognise that you might consider some of these questions to be personal or sensitive in which case you are free not to answer them. The information you provide will be used for the sole purpose of making sure we understand the views of different groups of residents.

ASK ALL

Q57. Have you ever been diagnosed with a learning disability? (SINGLE CODE)

1. Yes
2. No

ASK IF BEEN DIAGNOSED WITH LEARNING DISABILITY Q57 = Yes

Q58. What learning disability have you been diagnosed with?

RECORD VERBATIM

Prefer not to say

ASK ALL

Q59. Which of the following best describes your sexual orientation? (SINGLE CODE) [SHOWCARD 36 – FOR F2F – INCLUDE LETTERS SO RESPONDENT CAN SAY A LETTER]

1. Straight/Heterosexual
2. Gay or Lesbian
3. Bisexual
4. Other sexual orientation
5. Prefer not to say

ASK ALL

Q60. Including yourself, how many adults aged 18 or over usually live here?

RECORD NUMERIC

Prefer not to say

ASK ALL

Q61. How many children [people] aged 17 or under usually live here?

RECORD NUMERIC

Prefer not to say

ASK ALL

Q62. What is your ethnic group? (SINGLE CODE) [SHOWCARD 37 – FOR F2F]

- White
- 1. English, Welsh, Scottish, Northern Irish or British
- 2. Irish
- 3. Gypsy or Irish Traveller
- 4. Roma
- 5. Any other White background
- Asian or Asian British
- 6. Indian
- 7. Pakistani
- 8. Bangladeshi
- 9. Chinese
- 10. Any other Asian background
- Black, Black British, Caribbean or African
- 11. African
- 12. Caribbean
- 13. Any other Black background
- Mixed or Multiple ethnic groups
- 14. White and Black Caribbean
- 15. White and Black African
- 16. White and Asian
- 17. Any other mixed background
- Other ethnic group
- 18. Arab
- 19. Other
- 20. Prefer not to say

ASK ALL

Q63. Does your household own or rent this accommodation? (SINGLE CODE)

- 1. Owns outright
- 2. Owns with a mortgage or loan
- 3. Part-owns and part-rents (shared ownership)
- 4. Rents (with or without housing benefit)
- 5. Lives here rent-free
- 6. Prefer not to say

ASK IF RENT (Q63 = CODES 3 OR 4)

Q64. Who is your landlord? (SINGLE CODE) [SHOWCARD 38 – FOR F2F]

- 1. Housing association, housing co-operative, charitable trust, registered social landlord
- 2. Council or local authority
- 3. Private landlord or letting agency
- 4. Employer of a household member
- 5. Relative or friend of a household member
- 6. Other
- 7. Prefer not to say

ASK ALL / IF CAPI – INTERVIEWER TO CODE

Q65. What type of property do you live in? (SINGLE CODE)

A whole house that is:

1. Detached
2. Semi detached
3. Terraced or end terraced

A bungalow that is:

4. Detached
5. Semi detached

A flat, maisonette or apartment that is:

6. In a purpose-built block of flats or tenement
7. Part of a converted or shared house (including bedsits)
8. In a commercial building (for example in an office building, hotel, or over a shop)

A mobile or temporary structure:

9. A caravan or other mobile or temporary structure

Other

Prefer not to say (for online only)

ASK ALL

Q66. How long have you lived in ... ? [SHOWCARD 39 – FOR F2F]

Options

- A. Your local area
- B. Your Council area [– Lancaster or Blackburn with Darwen] (**ONLY ASK IF A IS 1 TO 8 – IF A = CODE 9 AUTOMATICALLY CODE B & C**)
- C. The United Kingdom (**ONLY ASK IF A AND B IS 1 TO 8 – IF B = CODE 9 AUTOMATICALLY CODE C**)

Response codes

1. Less than 3 months
2. 3-12 months
3. 1 to 2 years
4. 3 to 5 years
5. 6 to 10 years
6. 11 to 15 years
7. 16 to 20 years
8. More than 20 years
9. Always lived here
10. Prefer not to say

ASK ALL

Q67. Which of the following income brackets best represents your household income, before tax deductions for income tax, National Insurance etc? (SINGLE CODE) [SHOWCARD 40 – FOR F2F WITH LETTERS ON SO RESPONDENT CAN SAY LETTER]

1. Less than £5,000
2. £5,000-£9,999
3. £10,000-£14,999
4. £15,000-£19,999
5. £20,000-£24,999
6. £25,000-£29,999
7. £30,000-£34,999
8. £35,000-£39,999
9. £40,000-£44,999
10. £45,000-£49,999
11. £50,000-£59,999
12. £60,000-£69,999
13. £70,000-£84,999
14. £85,000-£99,999
15. More than £100,000
16. Prefer not to say

ASK ALL

Q68. Which of these phrases comes closest to describing your feelings about your household income these days? (SINGLE CODE) [SHOWCARD 41 – FOR F2F WITH LETTERS ON SO RESPONDENT CAN SAY LETTER]

1. Finding it very difficult on present income
2. Finding it difficult on present income
3. Coping on present income
4. Living comfortably on present income
5. Prefer not to say

ASK ALL

Q69. What is the highest level of educational qualification you have received? [SHOWCARD 42 – FOR F2F]

1. PHD/Doctor
2. Masters
3. Bachelor's Degree or equivalent (Such as a NVQ level 5)
4. Higher education (Such as a HND or a NVQ level 4)
5. A level or equivalent (Such as Scottish Highers or NVQ level 3)
6. GCSE and below (Such as O level or an RSA Diploma)
7. Other qualifications (Such as NVQ level 1)
8. No qualifications
9. Prefer not to say

ASK ALL

Q70. What is your current employment status? [SHOWCARD 43 – FOR F2F]

1. Full time paid job (31+ hours)
2. Part time paid job (<31 hours)
3. Doing paid work on a self-employed basis or within your own business
4. Studying at school or college
5. Studying at university
6. Taking part in a training programme eg traineeship or apprenticeship
7. Out of work (6 months or less)
8. Out of work (more than 6 months)
9. Looking after home/homemaker
10. Retired
11. Not in work due to ill health or disability
12. Unpaid work for a business, community or voluntary organisation
13. Prefer not to say

ASK IF CURRENTLY WORKING – Q70 = CODES 1 TO 3

Q71. In your main job, how many hours a week do you usually work? [SHOWCARD 44 – FOR F2F]

1. 0 to 15
2. 16 to 30
3. 31 to 48
4. 49 or more
5. Prefer not to say

ASK IF CURRENTLY WORKING – Q70 = CODES 1 TO 3

Q72. What type of employment contract do you have? [SHOWCARD 45 – FOR F2F]

1. An indefinite contract
2. A fixed term contract
3. A temporary employment agency contract
4. An apprenticeship or other training scheme
5. No contract
6. Other
7. Prefer not to say

ASK IF CURRENTLY WORKING – Q70 = CODES 1 TO 3

Q73. Which industry do you work in? [SHOWCARD 46 – FOR F2F]

1. Agriculture/farming, Forestry or Fishing
2. Mining or quarrying
3. Manufacturing
4. Utilities/energy/gas/electricity/water supply/sewerage or waste management
5. Construction
6. Wholesale or retail; repair of motor vehicles and motorcycles
7. Hospitality hotels, bar, restaurant, catering
8. Transportation, logistics, distribution or storage
9. Information or communication inc. IT, technology
10. Financial or business services inc banking, insurance, estate agents,
11. Professional, scientific or technical activities e.g. laboratories, vets,
12. Administration or support services e.g. recruitment, call centre, cleaning
13. Public services/administration or defence; inc local & national government
14. Education
15. Health or social work activities
16. Arts, entertainment or leisure/recreation, inc. theatre, museums
17. Other service activities inc, hair, beauty, personal services, repair services or membership organisations
18. Other, please specify
19. Prefer not to say

Q74. ASK IF CURRENTLY WORKING – Q70 = CODES 1 TO 3

1. How many days per week do you currently work from home? **PLEASE WRITE IN**
2. How many days per week did you work from home prior to COVID? **PLEASE WRITE IN**
3. How many days per week do you plan to work from home in the future? **Please write in (INCLUDE DON'T KNOW OPTION)**

ASK ALL

Q75. What is your religion? [SHOWCARD 47 – FOR F2F]

1. No religion
2. Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
3. Buddhist
4. Hindu
5. Jewish
6. Muslim
7. Sikh
8. Any other religion, please specify
9. Prefer not to say

ASK ALL

Q76. Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or problems related to old age? Exclude anything you do as part of your paid employment. [SHOWCARD 48 – FOR F2F]

1. No
2. Yes, 9 hours a week or less
3. Yes, 10 to 19 hours a week

4. Yes, 20 to 34 hours a week
5. Yes, 35 to 49 hours a week
6. Yes, 50 or more hours a week
7. Prefer not to say

WRAP UP QUESTIONS

Q77. Would you like the opportunity to be entered into a thank you prize to win one of 3 x £500 shopping vouchers on the basis of these terms and conditions.

- a) The prize draw is operated by BMG Research with winners picked at random from those who enter.
- b) You acknowledge that the proposed prize cannot be swapped for any cash sum amount.
- c) You must enter no later than 23:59 on Sunday 8th August. **(ONLINE ONLY)**
- d) BMG Research will notify the winner by the end of September 2021.
- e) BMG Research need your first name, surname and either a contact telephone number or email address. Any **details provided will only be used to administer the prize draw and kept confidential, except that the winner's first name only will be published on the BMG Research website during October 2021.**

Yes, I do wish to enter and agree to the terms stated above

No, I do not wish to enter

ASK IF Q77 = Yes

Please enter your first name and surname then either a contact number or email address? These will be handled as stated in the terms and conditions on the previous page.

FIRST NAME:

SURNAME:

CONTACT NUMBER:

E-MAIL ADDRESS:

Q78. For analysis purposes only, we would like to share your postcode along with your responses in order that Lancaster University and their data partners (Connected Places Catapult) can undertake further analysis based on postcode. This information will not be used for any other purpose and this information will not be used to identify individuals. Please can you confirm you are happy for your full postcode to be shared with your responses?

Yes/No

THANK AND CLOSE

FACE-TO-FACE – Please hand out BMG thank you leaflet and ensure all respondents who have completed a survey also have a copy of the letter of authority.

ONLINE – Once respondent has submitted survey please take respondent to page on Imagination Lancaster’s web page about the Life Survey instead of the BMG Research homepage



Produced by BMG Research

© BMG Research Ltd, 2021

www.bmgresearch.co.uk

Registered in England No. 2841970

Registered office:

BMG Research

Beech House

Greenfield Crescent

Edgbaston

Birmingham

B15 3BE

UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

Market Research Society Company Partner

The provision of Market Research Services in accordance with ISO 20252:2012

The provision of Market Research Services in accordance with ISO 9001:2015

The International Standard for Information Security Management ISO 27001:2013

Interviewer Quality Control Scheme (IQCS) Member Company

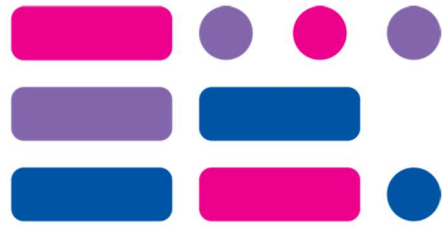
Registered under the Data Protection Act - Registration No. Z5081943

A Fair Data organisation

Cyber Essentials Plus Certification

The BMG Research logo is a trade mark of BMG Research Ltd.





BMG

success decoded