

Survey of Residents' Views of Patterns of Local Government 2003/4: Additional Research

Topline for the East Wyre area, Wyre Borough Council area, Lancashire

Technical Note

- Results are based on interviews with 298 residents aged 18+ in the East Wyre area of Wyre Borough Council area.
- Interviews were conducted face-to-face, in home between 1 December 2003 and 23 February 2004.
- A representative quota sample was interviewed in randomly selected Enumeration Districts (EDs) within the area, with quotas set by age, gender and work status using 2001 Census data.
- Data are weighted by age, gender and work status to the known profile of the area.
- Where results do not sum to 100% this may be due to multiple responses or computer rounding.
- An asterisk (*) indicates a value of less than 0.5%, but not zero.
- Results are based on all respondents unless stated otherwise.
- All the figures in this topline are given as percentages, even when the base is low. Where the base is under 50, considerable caution should be applied when making inferences.
- For some questions, comparative data is provided from findings across the Lancashire area, where 3,676 interviews were carried out. County data is additionally weighted by population size of each district.

INTRODUCTION

Q1. Can I just check, is this your main home, or a second home? SINGLE CODE ONLY

	East Wyre Area %	Lancashire Area %
Main	100	100
Second home	0	0
Don't know/refused	0	0

Q2. SHOWCARD A (R) Are you or other members of your household employed by a council? IF YES: Is this a borough/district/city council or a county council? CODE FOR BOTH RESPONDENT AND OTHER HOUSEHOLD MEMBERS

	Q2a. Respondent		Q2b. Other household members	
	East Wyre Area %	Lancashire Area %	East Wyre Area %	Lancashire Area %
Yes:				
<i>Borough/District/City Council</i>	1	2	1	2
<i>County Council</i>	4	4	3	3
<i>Don't know which Council</i>	*	*	*	*
No	94	93	58	68
Don't know	0	*	4	2
No other household members			33	25

BACKGROUND

Q3. Can I ask how long have you lived in this area? By this area, I mean within around one mile or 10-15 minutes walk from your home. SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Less than 1 year	4	6
1-2 years	8	8
3-5 years	8	12
6-10 years	16	12
11-20 years	22	17
Over 20 years	28	29
All my life	14	16
Don't know/can't remember	*	*

Q4. SHOWCARD B (R) **How satisfied or dissatisfied are you with this local area as a place to live?** SINGLE CODE ONLY

	East Wyre Area %	Lancashire Area %
Very satisfied	66	45
Fairly satisfied	29	40
Neither satisfied nor dissatisfied	2	7
Fairly dissatisfied	3	5
Very dissatisfied	1	3
Don't know	0	*

INVOLVEMENT

Q5. SHOWCARD C (R) **Overall, how involved do you feel in your local community?** SINGLE CODE ONLY

	East Wyre Area %	Lancashire Area %
A great deal	10	6
A fair amount	36	24
Not very much	40	43
Not at all	14	26
Don't know	0	1

KNOWLEDGE OF/ATTITUDES TO LOCAL GOVERNANCE

I would now like to ask you some questions about local government services in your area.

Q6. **Firstly, do you know the name of the council or councils which provide local government services in this neighbourhood?** PROBE, BUT DO NOT PROMPT. **Are there any others?** MULTICODE OK (NOTE YOU CAN CODE MORE THAN 2)

INTERVIEWER NOTE: WE ARE LOOKING FOR THE NAME OF THE COUNCIL/S – NOT THE POLITICAL PARTY WHICH RUNS THE COUNCIL.

ALSO NOTE THAT WE ARE NOT INTERESTED IN RECORDING THE NAMES OF PARISH COUNCILS. IF A PARISH COUNCIL IS MENTIONED PROBE AGAIN. **Are there any others?**

	East Wyre Area %	Lancashire Area %
Correctly Identify:		
Wyre Borough Council	82	78
Lancashire County Council	33	25
Neither	17	19

INTERVIEWER NOTE: READ OUT THE FULL DISTRICT COUNCIL NAME WHICH YOU WROTE ON PAGE 4. CHECK BEFORE PROCEEDING IF UNSURE OF NAME.

AMEND AS APPLICABLE In fact/as you said, most local government services in this area are provided by Lancashire County Council and Wyre Borough Council.

Q7. SHOWCARD D (R) From this card, how much would you say you know about local councils and the services they provide? SINGLE CODE ONLY.

	East Wyre Area	Lancashire Area
	%	%
A great deal	8	4
A fair amount	37	33
Not very much	47	50
Nothing at all	8	12
Don't know	1	2

INTERVIEWER NOTE: FILL IN SPACE IN WORDING BELOW BY USING THE FULL DISTRICT COUNCIL NAME WHICH YOU WROTE ON PAGE 4. CHECK BEFORE PROCEEDING IF UNSURE OF NAME.

INTERVIEWER SHOW RESPONDENT CURRENT SERVICES SHOWCARD

This card shows you which council services are provided by your district council and which are provided by your county council. For example, Lancashire is responsible for services which cover the whole county like education and social services, while Wyre Borough Council covers more local services like rubbish collection and street cleaning.

Q8. SHOWCARD E (R) Overall, how satisfied or dissatisfied are you with the way READ OUT a) TO b) is running the area? ALTERNATE ORDER. TICK START. SINGLE CODE FOR EACH.

NOTE TO INTERVIEWER:

FOR (a) FILL IN SPACE IN WORDING BELOW BY READING OUT THE FULL DISTRICT COUNCIL NAME WHICH YOU WROTE ON PAGE 4. CHECK BEFORE PROCEEDING IF UNSURE OF NAME.

			Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
East Wyre Area								
<input type="checkbox"/> a)	Wyre Borough Council	%	16	56	20	5	2	1
<input type="checkbox"/> b)	Lancashire County Council	%	15	52	25	5	2	2
Lancashire Area								
<input type="checkbox"/> a)	[Named district/ borough/city council]	%	11	49	17	13	6	3
<input type="checkbox"/> b)	Lancashire County Council	%	9	48	21	9	4	9

Q9. SHOWCARD F (R) **And how strongly do you feel that you belong to each of the following areas?** READ OUT a) TO b). ALTERNATE ORDER. SINGLE CODE FOR EACH.

NOTE TO INTERVIEWER:

FOR (a) FILL IN SPACE IN WORDING BELOW BY READING OUT THE FULL DISTRICT COUNCIL NAME WHICH YOU WROTE ON PAGE 4, FOLLOWED BY 'AREA'. CHECK BEFORE PROCEEDING IF UNSURE OF NAME.

			Very strongly	Fairly strongly	Not very strongly	Not at all strongly	No opinion	Don't know
East Wyre Area								
<input type="checkbox"/>	a)	The Wyre Borough Council <u>area</u> %	19	37	30	8	6	0
<input type="checkbox"/>	b)	The Lancashire County Council <u>area</u> %	20	32	33	9	7	0
Lancashire Area								
<input type="checkbox"/>	a)	[Named district/ borough/city council] <u>area</u> %	18	42	26	8	6	0
<input type="checkbox"/>	b)	The Lancashire County Council <u>area</u> %	16	35	31	9	8	0

Q10. SHOWCARD F (R) AGAIN **And how strongly do you feel that you belong to the county of Lancashire?** SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Very strongly	54	41
Fairly strongly	29	33
Not very strongly	11	17
Not at all strongly	5	6
No opinion	2	4

- Q11. SHOWCARD G (R) **Now thinking about getting in touch with your local councils. If all these methods were available, which one would you prefer to use to contact your [AMEND WORDING AS APPROPRIATE] district/borough/city council in the first instance? SINGLE CODE ONLY**
- Q12. SHOWCARD G AGAIN (R) **And which one would you prefer to use to contact your county council, in the first instance? SINGLE CODE ONLY**

	Q11 District/Borough/City Council		Q12 County Council	
	East Wyre Area %	Lancashire Area %	East Wyre Area %	Lancashire Area %
In person	8	13	6	6
By 'phone	79	71	79	75
In writing:				
<i>By fax</i>	0	*	0	*
<i>By e-mail</i>	4	4	5	5
<i>Letter</i>	6	5	8	8
Through a councillor	1	3	1	1
Through someone else	*	1	*	1
Other	0	*	0	*
Don't know	1	2	2	4

ATTITUDES TO ISSUES UNDER REVIEW

- Q13. SHOWCARD H. READ TEXT TO RESPONDENT AND LET THEM FOLLOW IT ON CARD

The Boundary Committee for England has been asked by the Government to review the way local government is currently organised in Lancashire.

At present most local government services in your local area are provided by two councils (your local district/borough/city council) and Lancashire County Council. There will be plans under the review to replace the current two councils with a new single 'all purpose' council, called a unitary council.

The Committee has to provide at least two options for creating new unitary councils to replace the current system. Local people will then be able to vote in a referendum in autumn 2004 to choose which of these options they prefer.

SHOWCARD I (R) Before this interview today, how much, if anything, would you say you knew about this review of local government? SINGLE CODE ONLY

	East Wyre Area %	Lancashire Area %
A great deal	3	2
A fair amount	11	12
Just a little	32	28
Heard of but know nothing about it	13	10
Never heard of it	40	47
Don't know	0	1

ASK ALL WHO HAVE HEARD OF REVIEW (I.E. CODES 1-4 AT Q13). OTHERS GO TO INTRODUCTION BEFORE Q15

Q14. **Where did you hear about the Review?** DO NOT PROMPT. PROBE FULLY.
MULTICODE OK

	East Wyre Area	Lancashire Area
	%	%
Leaflets	12	9
Leaflet from County Council delivered to your door	6	4
Leaflet from County Council in library/offices, etc	1	1
Leaflet from District/Borough/City Council delivered to your door	1	2
Leaflet from District/Borough/City Council in library/offices etc	*	*
Leaflet from Boundary Committee for England	1	*
Leaflet - don't know which source	3	2
Newspapers	59	60
Advertisement in local newspaper	6	10
Advertisement in national newspaper	3	1
Article in local newspaper	47	47
Article in national newspaper	6	3
District/Borough/City Council newsletter/magazine	3	1
County Council newsletter/magazine	1	2
Other Media	33	28
Advertisement on TV	3	1
Programme/News on TV	21	22
Advertisement on Radio	2	1
Programme/News on Radio	8	6
Poster	1	0
Councils	5	3
Conversation with a Councillor or Council staff	1	2
Parish/town council	4	1
Websites	2	1
County Council website	0	1
District/Borough/City Council website	1	*
The Boundary Committee for England website	0	*
Other website	1	0
Other	16	21
Residents' Association	*	*
Friends/neighbours/family	10	15
Other	5	4
Through work	1	2
Don't know	4	6

East Wyre area Base: All who have heard of the Review of Local Government, aged 18+ (184)
County Base: All who have heard of the Review of Local Government, aged 18+ (2008)

ASK ALL

PREFERENCES

SHOW COUNTY MAP Here is a map of the Lancashire area. This shows you all the District Council areas which make up the County area.

The Boundary Committee for England is considering options for organising local government in Lancashire which can then be decided upon by local people in the referendum in autumn 2004.

SHOW LANCASHIRE OPTIONS CARDS. I am now going to read out the options for Lancashire from these cards. Please can you follow the card as I read it out to you.

READ OUT EACH OPTION CARD TO THE RESPONDENT. REASSURE RESPONDENT THAT THEY CAN TAKE TIME TO READ THE INFORMATION AGAIN IF THEY NEED TO.

Q15. Please tell me which of the options, if any, you would **most** prefer for Wyre Borough Council area? You can also choose any other option which is not listed on these cards. SINGLE CODE ONLY.

NOTE THE RESPONDENT DOES NOT HAVE TO CHOOSE ONE OF THE OPTIONS ON THE SHOWCARD. THEY CAN SUGGEST A DIFFERENT OPTION

	East Wyre Area	Lancashire Area
	%	%
Option A	36	22
Option B	23	19
Option C	9	18
<i>Spontaneous response: Some other option</i>	2	2
<i>Spontaneous response: No change</i>	9	14
Don't know	20	23

Q16. And which would you **least** prefer for Wyre Borough Council area? SINGLE CODE ONLY.

	East Wyre Area	Lancashire Area
	%	%
Option A	28	36
Option B	12	10
Option C	16	15
<i>Spontaneous response: No change</i>	0	1
Don't know	44	39

PREFERRED OPTION

ASK ALL WHO PREFER OPTION A (CODE 1 AT Q15). OTHERS GO TO ROUTING AT Q18

I would now like to ask you some questions about your most preferred option, which is Option A...

READ OUT NAME AND EXPLANATION OF MOST PREFERRED OPTION CODED AT Q15

- Q17. SHOWCARD J (R) **Looking at this card, which reasons best describe why you like this option most? Just read the letter/s that apply** EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area	Lancashire
		%	Area %
	Community/Residents		
A	It would reflect local people's views	25	20
B	It would reflect local history	12	13
C	It would reflect local geography	18	14
D	It would reflect local identity	23	18
E	It would reflect the right mix of local communities	15	11
F	It would reflect similar communities	15	8
G	I would like my council to cover a small area	26	12
H	I would like my council to cover a large area	14	14
	Council		
I	It would improve council services	12	13
J	The council would be more efficient/value for money	27	27
K	The council would be more accountable	9	10
L	It would create a strong council	13	18
M	The option goes back to how it used to be	2	8
N	I like present district/borough/city council	13	9
O	I don't like present district/borough/city council	3	3
P	I like present county council	17	11
Q	I don't like present county council	1	1
	Other		
R	It's my instinct/I just think it would be the best	19	17
S	It's the best of the available options	24	15
T	No particular reason	0	3
U	Other	1	5
	Cheapest option	5	1
	Don't know	0	1

East Wyre area Base: All who have a preference for option A, aged 18+ (107)

County Base: All who have a preference for option A, aged 18+ (796)

ASK ALL WHO PREFER OPTION B (CODE 2 AT Q15). OTHERS GO TO ROUTING AT Q18

I would now like to ask you some questions about your most preferred option, which is Option B...

READ OUT NAME AND EXPLANATION OF MOST PREFERRED OPTION CODED AT Q15

- Q17. SHOWCARD J (R) Looking at this card, which reasons best describe why you like this option most? Just read the letter/s that apply EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area	Lancashire Area
		%	%
	Community/Residents		
A	It would reflect local people's views	47	20
B	It would reflect local history	12	8
C	It would reflect local geography	26	14
D	It would reflect local identity	38	20
E	It would reflect the right mix of local communities	24	11
F	It would reflect similar communities	17	12
G	I would like my council to cover a small area	50	37
H	I would like my council to cover a large area	4	4
	Council		
I	It would improve council services	18	17
J	The council would be more efficient/value for money	18	17
K	The council would be more accountable	24	15
L	It would create a strong council	9	11
M	The option goes back to how it used to be	3	2
N	I like present district/borough/city council	8	4
O	I don't like present district/borough/city council	1	3
P	I like present county council	0	3
Q	I don't like present county council	1	3
	Other		
R	It's my instinct/I just think it would be the best	17	18
S	It's the best of the available options	12	16
T	No particular reason	3	4
U	Other	0	3
	Cheapest option	0	*
	Don't know	0	1

East Wyre area Base: All who have a preference for option B, aged 18+ (68)

County Base: All who have a preference for option B, aged 18+ (643)

ASK ALL WHO PREFER OPTION C (CODE 3 AT Q15). OTHERS GO TO ROUTING AT Q18

I would now like to ask you some questions about your most preferred option, which is Option C...

READ OUT NAME AND EXPLANATION OF MOST PREFERRED OPTION CODED AT Q15

- Q17. SHOWCARD J (R) Looking at this card, which reasons best describe why you like this option most? Just read the letter/s that apply EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area	Lancashire Area
		%	%
	Community/Residents		
A	It would reflect local people's views	43	32
B	It would reflect local history	21	9
C	It would reflect local geography	21	14
D	It would reflect local identity	10	21
E	It would reflect the right mix of local communities	10	11
F	It would reflect similar communities	17	10
G	I would like my council to cover a small area	54	51
H	I would like my council to cover a large area	0	3
	Council		
I	It would improve council services	22	20
J	The council would be more efficient/value for money	24	17
K	The council would be more accountable	19	21
L	It would create a strong council	15	14
M	The option goes back to how it used to be	0	3
N	I like present district/borough/city council	16	5
O	I don't like present district/borough/city council	0	1
P	I like present county council	8	4
Q	I don't like present county council	3	4
	Other		
R	It's my instinct/I just think it would be the best	11	20
S	It's the best of the available options	10	14
T	No particular reason	14	3
U	Other	0	3
	Cheapest option	0	*
	Don't know	0	*

East Wyre area Base: All who have a preference for option C, aged 18+ (28)

County Base: All who have a preference for option C, aged 18+ (699)

ASK ALL WHO LEAST PREFER OPTION A (CODE 1 AT Q16). OTHERS GO TO ROUTING AT Q19

- Q18. SHOWCARD K (R) **And now thinking about your East preferred option, which of the reasons on this card apply to why you East like this option? Just read the letter/s that apply** EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area %	Lancashire Area %
	Community/Residents		
A	It would not reflect local people's views	41	28
B	It would not reflect local history	19	8
C	It would not reflect local geography	16	11
D	It would not reflect local identity	31	22
E	It would not reflect the right mix of local communities	14	10
F	It would not reflect similar communities	15	9
G	I would not like my council to cover a small area	7	4
H	I would not like my council to cover a large area	63	61
	Council		
I	It would not improve council services	28	20
J	The council would be less efficient/value for money	20	18
K	The council would not be more accountable	13	14
L	It would create a weak council	14	15
M	The option goes back to how it used to be	0	1
N	I like present district/borough/city council	13	4
O	I don't like present district/borough/city council	1	2
P	I like present county council	7	3
Q	I don't like present county council	4	3
	Other		
R	It's my instinct/I just think it would be the worst	18	17
S	It's the worst of the available options	9	16
T	No particular reason	3	3
U	Other	0	2
	Don't know	0	2

East Wyre area Base: All who least prefer option A, aged 18+ (83)

County Base: All who least prefer option A, aged 18+ (1312)

ASK ALL WHO LEAST PREFER OPTION B (CODE 2 AT Q16). OTHERS GO TO ROUTING AT Q19

- Q18. SHOWCARD K (R) **And now thinking about your East preferred option, which of the reasons on this card apply to why you East like this option? Just read the letter/s that apply** EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area %	Lancashire Area %
	Community/Residents		
A	It would not reflect local people's views	56	28
B	It would not reflect local history	10	10
C	It would not reflect local geography	15	10
D	It would not reflect local identity	36	25
E	It would not reflect the right mix of local communities	35	20
F	It would not reflect similar communities	21	13
G	I would not like my council to cover a small area	13	4
H	I would not like my council to cover a large area	29	18
	Council		
I	It would not improve council services	23	21
J	The council would be less efficient/value for money	27	21
K	The council would not be more accountable	19	10
L	It would create a weak council	7	9
M	The option goes back to how it used to be	0	2
N	I like present district/borough/city council	18	9
O	I don't like present district/borough/city council	0	1
P	I like present county council	25	6
Q	I don't like present county council	0	1
	Other		
R	It's my instinct/I just think it would be the worst	25	25
S	It's the worst of the available options	26	14
T	No particular reason	3	4
U	Other	0	8
	Don't know	10	3

East Wyre area Base: All who least prefer option B, aged 18+ (36)

County Base: All who least prefer option B, aged 18+ (371)

ASK ALL WHO LEAST PREFER OPTION C (CODE 3 AT Q16). OTHERS GO TO ROUTING AT Q19

- Q18. SHOWCARD K (R) **And now thinking about your East preferred option, which of the reasons on this card apply to why you like this option? Just read the letter/s that apply** EXPLAIN IF NECESSARY THAT IT IS COMPARED TO THE OTHER OPTIONS, NOT THE CURRENT SYSTEM.
MULTICODE OK.

		East Wyre Area %	Lancashire Area %
	Community/Residents		
A	It would not reflect local people's views	23	14
B	It would not reflect local history	6	9
C	It would not reflect local geography	18	8
D	It would not reflect local identity	15	13
E	It would not reflect the right mix of local communities	16	9
F	It would not reflect similar communities	5	7
G	I would not like my council to cover a small area	10	12
H	I would not like my council to cover a large area	17	15
	Council		
I	It would not improve council services	16	19
J	The council would be less efficient/value for money	23	24
K	The council would not be more accountable	7	6
L	It would create a weak council	16	14
M	The option goes back to how it used to be	0	2
N	I like present district/borough/city council	11	4
O	I don't like present district/borough/city council	0	3
P	I like present county council	11	6
Q	I don't like present county council	0	1
	Other		
R	It's my instinct/I just think it would be the worst	12	16
S	It's the worst of the available options	16	16
T	No particular reason	2	6
U	Other	4	7
	Most expensive option	6	1
	Don't know	2	3

East Wyre area Base: All who least prefer option C, aged 18+ (47)

County Base: All who least prefer option C, aged 18+ (549)

ASK ALL WHO PREFER OPTION A (CODE 1 AT Q15). OTHERS GO TO Q23

Q19. SHOWCARD L (R) **And thinking about your most preferred option again, how strongly would you say you prefer this option compared to the other options provided on the showcards?** SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Very strongly	39	33
Fairly strongly	45	47
Not very strongly	11	15
Not at all strongly	0	2
Don't know	5	4

East Wyre area Base: All who have a preference for option A, aged 18+ (107)

County Base: All who have a preference for option A, aged 18+ (796)

ASK ALL WHO PREFER OPTION B (CODE 2 AT Q15). OTHERS GO TO Q23

Q19. SHOWCARD L (R) **And thinking about your most preferred option again, how strongly would you say you prefer this option compared to the other options provided on the showcards?** SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Very strongly	20	18
Fairly strongly	57	62
Not very strongly	14	15
Not at all strongly	2	1
Don't know	8	5

East Wyre area Base: All who have a preference for option B, aged 18+ (68)

County Base: All who have a preference for option B, aged 18+ (643)

ASK ALL WHO PREFER OPTION C (CODE 3 AT Q15). OTHERS GO TO Q23

Q19. SHOWCARD L (R) **And thinking about your most preferred option again, how strongly would you say you prefer this option compared to the other options provided on the showcards?** SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Very strongly	18	32
Fairly strongly	55	50
Not very strongly	18	11
Not at all strongly	3	2
Don't know	6	5

East Wyre area Base: All who have a preference for option C, aged 18+ (28)

County Base: All who have a preference for option C, aged 18+ (699)

NAME FOR OPTION A

Q20. ASK IF MOST PREFERRED OPTION IS 'OPTION A' CODE 1 AT Q15. OTHERS GO TO FILTER AT Q21

SHOWCARD M (R) Which one of these names for the new Council for this area, if any, would you prefer? Or is there any other name that you would prefer which is not on this card?
SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Lancashire	78	83
Blackpool & West Wyre	10	3
Other	7	2
None of these	1	2
Don't know	4	5

East Wyre area Base: All who have a preference for option A, aged 18+ ((107)

County Base: All who have a preference for option A, aged 18+ (796)

NAME FOR OPTION B

Q21. ASK IF MOST PREFERRED OPTION IS 'OPTION B' CODE 2 AT Q15. OTHERS GO TO FILTER AT Q22

SHOWCARD N (R) Which one of these **names** for the new Council **for this area**, if any, would you prefer? Or is there any other name that you would prefer which is not on this card? SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Central Lancashire	27	20
Greater Preston	10	7
Mid Lancashire	14	8
Preston, South Ribble & Chorley	4	14
Fylde Coast	9	3
Fylde Coastal	1	2
Blackpool, Wyre & Fylde	17	2
South Cumbria & Lancaster	1	5
Lakeland with Furness & Lancaster	3	4
Other	5	3
None of these	2	1
Don't know	7	6

East Wyre area Base: All who have a preference for option B, aged 18+ (68)

County Base: All who have a preference for option B, aged 18+ (643)

NAME FOR OPTION C

Q22. ASK IF MOST PREFERRED OPTION IS 'OPTION C' CODE 3 AT Q15. OTHERS GO TO FILTER AT Q23

SHOWCARD O (R) **Which one of these names for the new Council for this area, if any, would you prefer? Or is there any other name that you would prefer which is not on this card?**
SINGLE CODE ONLY.

	East Wyre Area %	Lancashire Area %
Central Lancashire	21	10
Greater Preston	18	3
Mid Lancashire	3	4
Preston, South Ribble & Chorley	4	6
East Lancashire	6	12
Fylde Coast	3	4
Blackpool, Wyre & Fylde	10	2
South Cumbria & Lancaster	16	2
Other	6	4
None of these	4	1
Don't know	8	8

East Wyre area Base: All who have a preference for option C, aged 18+ (28)

County Base: All who have a preference for option C, aged 18+ (699)

Q23. Note: There is no Q23 in this version.

ASK ALL

- Q24. SHOWCARD Q (R) **When deciding on how to change the boundaries of council areas in Lancashire, which one of the things on this list, if any, do you think is the single most important issue to take into account? Just read out the letter that applies. SINGLE CODE ONLY**

		East Wyre Area %	Lancashire Area %
A	Ease of contacting the Council	4	3
B	Being accountable to local people	29	19
C	Historical or traditional place names	1	2
D	Cost of services	18	14
E	Level of information about the Council and its services	2	2
F	Access to local Councillors	0	1
G	Quality of services	20	26
H	Responding to local people's wishes	20	22
I	Sense of local community	3	3
J	Size of population covered	2	3
	Other	*	*
	Don't think any of them apply	*	1
	Don't know/no opinion	1	4

- Q25. SHOWCARD R (R) **Which statement/s on this card best applies to you? Just read out the letter that applies. MULTI CODE OK**

		East Wyre Area %	Lancashire Area %
A	Working - Full time (30 hrs/wk+)	46	45
B	Working - Part-time (8-29 hrs/wk)	9	10
C	Working - Part-time (under 8 hrs/wk)	2	1
D	Local or Government Training Scheme (GTS)/Modern apprenticeships	*	*
E	Unemployed: registered	*	2
F	Unemployed: not registered, but seeking work	1	1
G	At home/not seeking work, looking after children	4	6
H	At home/not seeking work, <u>not</u> looking after children	2	2
I	Long-term sick/disabled	2	4
J	Retired	33	26
K	Full-time education	2	3
	Other	*	*
	Don't know	*	*

- Q26. **Do you have any school aged children (aged 5-16) living with you in this household?**
SINGLE CODE ONLY

		East Wyre Area %	Lancashire Area %
Yes:			
	One child	9	14
	Two children	12	11
	Three children	2	4
	Four children or more	1	1
No:	No children aged 5-16 in household	73	69
	Don't know	3	*

EFFECTIVE COMMUNITIES

- Q27. **Overall, which town do you currently most associate yourself with?**
DO NOT PROMPT. SINGLE CODE ONLY.
- Q28. **Which town or area do you generally go to for your main food shopping? If you don't do the main food shopping, please answer for the person in your household who does.**
DO NOT PROMPT. SINGLE CODE ONLY.
- Q29. **Which town or area do you generally go to shop for clothes and household goods?**
DO NOT PROMPT. SINGLE CODE ONLY.
- Q30. **Where is/are your child's /children's school(s)?**
Base: Those with school aged children (aged 5-16) living in household (70)
DO NOT PROMPT. MULTICODE OK
- Q31. **In which town or area is your main place of work?**
Base: All those working (158)
DO NOT PROMPT. SINGLE CODE ONLY.
- Q32. **And in which town or area do any other adults in the household work?**
Base: Households with someone else in work (181)
DO NOT PROMPT. MULTICODE OK
- Q33. **And to which town or area do you mainly go for your leisure and sporting activities?**
DO NOT PROMPT. MULTICODE OK

EAST WYRE AREA							
	Q27 Most associate	Q28 Main Food Shop	Q29 Clothes/ Goods Shop	Q30 Schools	Q31 Work – Respondent	Q32 Work - other HH members	Q33 Leisure & Sports
	%	%	%	%	%	%	%
% saying town or area in their own district	51	56	8	75	34	34	47

DEMOGRAPHICS:

East Wyre Area

Gender

	%
Male	48
Female	51
Refused	*

Age

	%
18-24	8
25-34	14
35-44	18
45-54	21
55-64	18
65-74	14
75+	8
Refused	0

Social grade

	%
A	3
B	22
C1	33
C2	23
D	13
E	6
Refused	0

Number in household (Adults aged 18+, inc. respondent).

	%
One	17
Two	62
Three	14
Four	6
Five or more	2
Refused	0

And can I just check, are there any children in the household aged under 18? What are their ages?

	%
0-4	12
5-7	9
8-10	8
11-14	10
15-16	10
17	3
Don't know	1
No children aged under 18	66
Refused	0

In which of these ways does your household occupy this accommodation? Just read out the letter that applies.

	%
Owned outright	49
Buying on mortgage	41
Rented from Council	1
Rented from Housing Association	5
Rented from private landlord	3
Other	*
Refused	*

How many cars or light vans are there in your household?

	%
None	7
One	41
Two	41
Three or more	11
Refused	0

Which of the groups on this card do you consider you belong to?

	%
WHITE	
British	95
Irish	0
Any other white background	4
MIXED	
White and Black Caribbean	0
White and Black African	0
White and Asian	*
Any other mixed background	0
ASIAN OR ASIAN BRITISH	
Indian	0
Pakistani	0
Bangladeshi	0
Any other Asian background	0
BLACK OR BLACK BRITISH	
Caribbean	0
African	0
Any other black background	0
CHINESE OR OTHER ETHNIC GROUP	
Chinese	0
Any other background	0
Refused	0

SHOWCARD U Here is a list of local newspapers. Which, if any, of these do you usually read or look at regularly? By regularly, I mean you usually read or look at three out of four editions. PROBE FREE PAPERS Are there any free newspapers which are not on this list which you read regularly?

MULTICODE OK

	%
Lancashire Evening Post	24
Lancashire Evening Telegraph	2
Manchester Evening News	*
The Blackpool Gazette	8
Garstang Guardian	5
Lancaster Guardian	8
Lytham St Annes & Fylde Express	1
The Citizen	2
The Courier	47
Garstang Courier	8
Other	2
None of these	26