

Results: Information kiosks

This report presents results regarding Information Kiosks from Survey 9 of the People's Panel West Lancashire, carried out in Winter 2005/06.

The survey involved 1,123 members of the People's Panel West Lancashire: a response rate of 82.6% on the current membership of 1,360.

The results are based on the 1,123 questionnaires returned, and exclude the members who failed to respond to the survey. The label "no-response" used in some tables indicates the % of respondents to the survey who failed to answer an individual question or part question. As a result of rounding and weighting, some results might not precisely tally between tables.

The People's Panel is generally representative of the total population of West Lancashire in terms of ward populations, ethnicity and gender. However, there is some under-representation of specific age groups. Therefore, to ensure that the distribution of responses is representative of the West Lancashire electoral population as a whole, the survey results have been weighted, based on age within gender population.

The People's Panel West Lancashire was recruited in Summer 2003 using probability (random) sampling, stratified by ward, which means that it has a good standard of statistical validity. The Panel was "refreshed" in summer 2005 when around a third of members were retired, and other residents were recruited to replace them. The reliability of the survey is enhanced by the high number of respondents.

The survey results are estimates of the figure in the whole population which would have given a particular response if everyone had been asked. There is, therefore, always a 'margin of error' which depends, for each question, on the size of the percentage and the number of people who answered the question. The greater the number of respondents, the smaller is the margin of error.

In order to assist with the interpretation of the results, a table is given overleaf which enables the margin of error for each individual result to be calculated.

Margin of error

The table below is an approximate guide to the margin of error appropriate to a specific result percentage and size of base (weighted number of members that question applies to) and based on a 95% confidence level (this is the same high level demanded by Government for Performance indicator surveys, and means that we can be 95% certain that we did not arrive at the result by chance.) The formula used to calculate the margin of error is a widely used one but generally assumes that the sample which was drawn was a simple random one. However, this formula is often used as a rule of thumb for all types of sample. As can be seen, the margin of error for any particular percentage given in the survey analyses depends both on the size of the percentage and the weighted base.

How to use the table

In the left hand column, select the figure closest to the 'size of base' (i.e. the number of people who answered the question: these figures are given at the bottom of each of the results tables.) On the top row, select the column with the percentage closest to your % result. The margin of error is the figure where the row and column intersect.

For example: results show that 36.8% of Panel members said they would use an information kiosk. The weighted base was 1166. Therefore the margin of error is 2.7%. This means that the true % is 36.8% +/- 2.7% i.e. it lies between 34.1% and 39.5%.

Size of base*	Percentage with the characteristic :									
	95 or 5	90 or 10	85 or 15	80 or 20	75 or 25	70 or 30	65 or 35	60 or 40	55 or 45	50
	+/- %									
50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
100	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8
150	3.5	4.8	5.7	6.4	6.9	7.3	7.6	7.8	8.0	8.0
200	3.0	4.2	4.9	5.5	6.0	6.4	6.6	6.8	6.9	6.9
250	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2
300	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.6
350	2.3	3.1	3.7	4.2	4.5	4.8	5.0	5.1	5.2	5.2
400	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9
450	2.0	2.8	3.3	3.7	4.0	4.2	4.4	4.5	4.6	4.6
500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
600	1.7	2.4	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0
700	1.6	2.2	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7
800	1.5	2.1	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5
900	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3
1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
1100	1.3	1.8	2.1	2.4	2.6	2.7	2.8	2.9	2.9	3.0
1200	1.2	1.7	2.0	2.3	2.5	2.6	2.7	2.8	2.8	2.8

* weighted number of members answering the question

Panel members were informed that West Lancashire District Council is considering installing some interactive information kiosks around the District.

The kiosks would have a screen and a keypad to enable people to go onto the Council's website - www.westlancsdc.gov.uk to find out information, make a payment on-line or request a service (such as bulky household waste collection or removal of an abandoned vehicle). This is particularly useful for people who don't have access to the internet at home. The kiosks could be used any time of the day or night and would not cost users anything. Members were informed that there is currently a kiosk of this type outside the Council's Customer Service Point in the Concourse in Skelmersdale.

It is likely that the kiosks would also have a freephone connection to enable people to speak to a Customer Services Adviser at the Customer Contact Centre at the Council Offices during normal office hours.

The District Council would like to know if Panel members would make use of such information kiosks and what might be the best location for them.

1. Use of information kiosks

Members were first asked whether they would use an information kiosk of the type described above and Table 1 shows that more than a third (36.8%) of members completing Survey 9 said they would.

Table 1: Use of information kiosks

	Use of information kiosks
Yes	36.8%
No	63.2%
Total	100.0%

(Weighted base- completing survey = 1166)

Table 2 overleaf shows these responses as broken down by age, gender, disability and area of residence. It should be noted that these breakdowns involve smaller numbers of people and therefore the margin of error may be greater.

There appears to be some variation, particularly by area and age, in potential usage of these interactive information kiosks. Over half (51.5%) of members from Skelmersdale/Up Holland compared with only 29.7% of those from Northern Parishes indicated they would use an information kiosk. Younger members aged 16-24 were also more likely than members aged 25-44 to use

these kiosks (42.6% and 32.4% respectively indicating “yes”). A higher proportion of members with a limiting disability (42.6%) than those without such a disability (35.7%) said they would use a kiosk whilst a slightly higher proportion of women members than men said they would (38.2% and 35.1% respectively).

Table 2 : Use of information kiosks - by age, gender, disability and area of residence

	Use of information kiosks :		
	Yes	No	Total
Broad age group			
16-24	42.6%	57.4%	100.0%
25-44	32.4%	67.6%	100.0%
45-64	36.6%	63.4%	100.0%
65+	37.0%	63.0%	100.0%
No response	47.6%	52.4%	100.0%
Gender			
Male	35.1%	64.9%	100.0%
Female	38.2%	61.8%	100.0%
Disability			
With a limiting disability	42.6%	57.4%	100.0%
With a non limiting disability or no disability	35.7%	64.3%	100.0%
No response	50.0%	50.0%	100.0%
Area of residence			
Skelmersdale/Up Holland	51.5%	48.5%	100.0%
Ormskirk/Aughton & Western Parishes	30.0%	70.0%	100.0%
Northern Parishes	29.7%	70.3%	100.0%
TOTAL	36.8%	63.2%	100.0%

(Weighted base- completing survey = 1166. Age : 16-24 = 129, 25-44 = 351, 45-64 = 385, 65+ = 219, no response = 82. Gender : male = 539, female = 627. Disability : with a limiting disability = 162, with a non limiting disability or no disability = 998, no response = 6. Area of residence : Skelmersdale/Up Holland = 374, Ormskirk/Aughton & Western Parishes = 402, Northern Parishes = 390)

2. Potential frequency and use of keypad/phone

Those members who had indicated that they would use an interactive information kiosk were then asked some questions relating to frequency, and whether they would use the keypad or phone. It should be noted that these questions were answered by only a proportion of the panel members, and that therefore the margin of error may be greater.

They were first asked how often they thought they might use an information kiosk and Table 3 (overleaf) shows that very nearly three-quarters (74.2%) of potential users would use them just a few times each year. The second largest proportion of this group of members (18.0%) would use the kiosks at least once a month.

Table 3: Potential frequency of usage of information kiosks

	Potential frequency of usage of information kiosks
At least once a day	0.2%
At least once a week	5.3%
At least once a month	18.0%
A few times each year	74.2%
No response	2.3%
Total	100.0%

(Weighted base- would use an information kiosk = 429)

Table 4 below breaks down these responses by age, gender, disability and area of residence and shows a large majority in each sub-group anticipating using the kiosks a few times each year. It should be noted that these breakdowns involve smaller numbers of people and therefore the margin of error may be greater.

Table 4: Potential frequency of usage of information kiosks - by age, gender, disability and area of residence

	Potential frequency of usage of information kiosks :					
	At least once a day	At least once a week	At least once a month	A few times each year	No response	Total
Broad age group						
16-24	0.0%	0.0%	36.4%	63.6%	0.0%	100.0%
25-44	0.0%	4.4%	14.2%	81.4%	0.0%	100.0%
45-64	0.0%	7.0%	16.2%	74.6%	2.1%	100.0%
65+	0.0%	7.5%	10.0%	75.0%	7.5%	100.0%
No response	2.6%	5.1%	25.6%	64.1%	2.6%	100.0%
Gender						
Male	0.0%	6.3%	18.4%	73.7%	1.6%	100.0%
Female	0.4%	4.6%	17.6%	74.5%	2.9%	100.0%
Disability						
With a limiting disability	0.0%	11.6%	17.4%	68.1%	2.9%	100.0%
With a non limiting disability or no disability	0.3%	3.9%	18.3%	75.3%	2.2%	100.0%
No response	0.0%	33.3%	0.0%	66.7%	0.0%	100.0%
Area of residence						
Skelmersdale/Up Holland	0.0%	4.7%	24.0%	70.3%	1.0%	100.0%
Ormskirk/Aughton & Western Parishes	0.8%	5.8%	10.7%	80.2%	2.5%	100.0%
Northern Parishes	0.0%	6.1%	15.7%	74.8%	3.5%	100.0%
TOTAL	0.2%	5.3%	18.0%	74.2%	2.3%	100.0%

(Weighted base- would use an information kiosk = 429. Age : 16-24 = 55, 25-44 = 113, 45-64 = 142, 65+ = 80, no response = 39. Gender : male = 190, female = 239. Disability : with a limiting disability = 69, with a non limiting disability or no disability = 357, no response = 3. Area of residence : Skelmersdale/Up Holland = 193, Ormskirk/Aughton & Western Parishes = 121, Northern Parishes = 115)

They were then asked if they would use the **keypad** at the kiosk to go onto the Council’s website to do any of the following: report a service problem or complaint; find out information about the Council; pay a Council bill; request a service; not use the keypad at all. They were asked to tick all that applied. A similar question was then put to these members regarding using the **freephone** at the kiosk to contact the Council during office hours. Again, members were asked to tick all the reasons that applied. Table 5 overleaf compares potential keypad and freephone usage at the kiosks and reasons.

Requesting a service was a very popular reason for using the kiosks both for potential keypad users and for those intending using the freephone (78.2% and 69.7% respectively ticking this reason). Significant proportions of members also would also use the keypad or freephone to report a service problem or complaint (68.6% and 69.9% respectively). Potential kiosk users were more likely use the keypad than freephone to find out information about the Council (53.7% and 41.9% respectively). Paying a Council bill by either method at the kiosk appears to be less popular with these members.

Overall, keypad usage appears to be potentially more popular than freephone usage; only 3.6% of members who said they would use an information kiosk would not use the keypad at all compared to 13.2% who would not use the freephone.

It should be noted that these breakdowns involve smaller numbers of people and therefore the margin of error may be greater.

Table 5: Potential keypad and freephone usage

	% of members ticking option :	
	Potential use of keypad at kiosk	Potential use of freephone at kiosk
Report a service problem or complaint	68.6%	69.9%
Find out information about the Council	53.7%	41.9%
Pay a Council bill	10.6%	10.6%
Request a service	78.2%	69.7%
I would not use the keypad at all	3.6%	n/a
I would not use the freephone at all	n/a	13.2%

(Weighted base- would use an information kiosk = 429)

Tables 6 and 7 overleaf show potential keypad and freephone usage broken down by age, gender, disability and area of residence. It should be noted that these breakdowns involve smaller numbers of people and therefore the margin of error may be greater.

With regard to keypad usage, there does appear to be some variation particularly by age as shown in Table 6. For example, only 27.3% of members aged 16-24 compared with 62.4% of those aged 45-64 indicated they were likely to use the keypad to find out information about the Council. Higher than average proportions of members aged 16-24 indicated using the keypad to report a service problem or complaint and to request a service. There was also some variation by area with higher proportions of members from Northern Parishes than elsewhere likely to use the keypad to find out information about the Council.

A much higher than average proportion of members aged 16-24 indicated that they would not use the keypad at all (9.1% compared to 3.6% overall). Members from Ormskirk/Aughton & Western Parishes were also more likely to indicate this.

Table 6: Potential **keypad** usage - by age, gender, disability and area of residence

	Potential use of keypad at kiosk- % of members ticking option :				
	Report a service problem or complaint	Find out information about the Council	Pay a Council bill	Request a service	I would not use the keypad at all
Broad age group					
16-24	72.7%	27.3%	9.1%	81.8%	9.1%
25-44	69.9%	56.6%	14.9%	77.2%	2.6%
45-64	68.8%	62.4%	12.0%	78.2%	2.1%
65+	61.3%	49.4%	1.2%	77.5%	6.2%
No response	74.4%	59.0%	15.4%	76.9%	0.0%
Gender					
Male	72.1%	55.8%	7.9%	73.2%	5.8%
Female	65.7%	52.1%	12.6%	82.1%	2.1%
Disability					
With a limiting disability	60.9%	56.5%	13.0%	73.9%	5.8%
With a non limiting disability or no disability	70.3%	53.4%	9.8%	79.2%	2.8%
No response	33.3%	33.3%	33.3%	50.0%	50.0%
Area of residence					
Skelmersdale/Up Holland	71.5%	51.6%	11.5%	80.2%	1.0%
Ormskirk/Aughton & Western Parishes	61.2%	49.6%	10.7%	76.0%	6.6%
Northern Parishes	71.3%	61.2%	9.5%	76.7%	5.2%
TOTAL	68.6%	53.7%	10.6%	78.2%	3.6%

(Weighted base- would use an information kiosk = 429. Age : 16-24 = 55, 25-44 = 113, 45-64 = 142, 65+ = 80, no response = 39. Gender : male = 190, female = 239. Disability : with a limiting disability = 69, with a non limiting disability or no disability = 357, no response = 3. Area of residence : Skelmersdale/Up Holland = 193, Ormskirk/Aughton & Western Parishes = 121, Northern Parishes = 115)

With regard to freephone usage, Table 7 shows that there also appears to be some significant variation by age. For example, 74.6% of members aged 45-64 compared with 54.5% of those aged 16-24 indicated they were likely to use the freephone to report a service problem or complaint. Younger members were also less likely to intend using the freephone to request a service (63.6%) compared with members aged 65+ (79.0%). Conversely, a higher proportion of younger members aged 16-24 (54.5%) than ones aged 65+ (33.8%) indicated they would use the freephone to find out information about the Council.

A much higher than average proportion of members aged 16-24 indicated that they would not use the freephone at all (27.3% compared to 13.2% overall). Members without a limiting disability were also more likely to indicate this.

Table 7 : Potential **freephone** usage and reasons- by age, gender, disability and area of residence

	Potential use of freephone at kiosk- % of members ticking option :				
	Report a service problem or complaint	Find out information about the Council	Pay a Council bill	Request a service	I would not use the freephone at all
Broad age group					
16-24	54.5%	54.5%	9.1%	63.6%	27.3%
25-44	67.5%	40.4%	13.2%	64.9%	15.9%
45-64	74.6%	42.6%	12.1%	68.3%	9.9%
65+	70.0%	33.8%	2.5%	79.0%	6.3%
No response	79.5%	43.6%	15.4%	76.9%	10.3%
Gender					
Male	70.0%	42.3%	8.9%	68.9%	14.8%
Female	69.9%	41.7%	12.1%	70.3%	11.7%
Disability					
With a limiting disability	75.0%	46.4%	15.9%	65.2%	8.7%
With a non limiting disability or no disability	68.9%	41.2%	9.5%	70.2%	14.3%
No response	75.0%	33.3%	33.3%	100.0%	0.0%
Area of residence					
Skelmersdale/Up Holland	72.4%	43.2%	12.5%	71.4%	12.5%
Ormskirk/Aughton & Western Parishes	65.0%	38.8%	9.1%	65.3%	12.4%
Northern Parishes	71.6%	43.1%	8.6%	71.6%	14.7%
TOTAL	69.9%	41.9%	10.6%	69.7%	13.2%

(Weighted base- would use an information kiosk = 429. Age : 16-24 = 55, 25-44 = 113, 45-64 = 142, 65+ = 80, no response = 39. Gender : male = 190, female = 239. Disability : with a limiting disability = 69, with a non limiting disability or no disability = 357, no response = 3. Area of residence : Skelmersdale/Up Holland = 193, Ormskirk/Aughton & Western Parishes = 121, Northern Parishes = 115)

3. Location of information kiosks

Finally, **all** members were asked what would be the best places for these interactive information kiosks. They were shown a list of options (as shown in Table 8 overleaf) and asked to tick all that applied.

Two locations proved to be popular with members. The largest proportion (53.9%) thought that inside a building in their neighbourhood (such as a local shop, library etc) would be a good place to locate an information kiosk. Just over half of members (50.1%) indicated a superstore/supermarket in West Lancashire. Much smaller proportions of members (less than 15% in each case) indicated the other three specified options whereas 9.1% said they did not know.

Table 8: Location of information kiosks

	% of members ticking option
Inside a building in my neighbourhood that is open early in the morning and late in the evening, such as a local shop, library or leisure centre	53.9%
In a superstore or big supermarket in West Lancashire	50.1%
Free-standing on the street in my neighbourhood, with a shelter to protect users, like a phone box	10.3%
Outside in my neighbourhood- a little like a "hole in the wall" cash machine	12.5%
At a local bus or train station	13.0%
Don't know	9.1%

(Weighted base- completing survey = 1166)

Table 9 shows these responses broken down by age, gender, disability and area of residence. It should be noted that these breakdowns involve smaller numbers of people and therefore the margin of error may be greater.

Generally, the largest proportions of members in most sub-groups thought that inside a building in their neighbourhood (such as a local shop, library etc) would be a good place to locate an information kiosk. The exceptions were members aged 25-44 and members from Skelmersdale/Up Holland; the highest proportions in these two sub-groups indicated a superstore or big supermarket in West Lancashire.

Table 9 : Location of information kiosks- by age, gender, disability and area of residence

	% of members ticking option :					
	Inside a building in my neighbourhood, such as a local shop, library or leisure centre	In a superstore or big supermarket in West Lancashire	Free-standing on the street in my neighbourhood, like a phone box	Outside in my neighbourhood, like a "hole in the wall" cash machine	At a local bus or train station	Don't know
Broad age group						
16-24	69.0%	53.5%	11.6%	27.1%	7.8%	3.9%
25-44	51.0%	55.0%	11.1%	12.3%	13.1%	10.3%
45-64	54.0%	51.3%	8.1%	9.1%	12.7%	8.5%
65+	49.1%	39.4%	11.9%	11.0%	14.2%	11.4%
No response	54.9%	46.3%	11.0%	12.2%	18.3%	9.8%
Gender						
Male	53.6%	48.2%	10.6%	13.7%	10.7%	8.3%
Female	54.2%	51.8%	10.0%	11.5%	14.9%	9.7%
Disability						
With a limiting disability	50.6%	43.8%	9.9%	12.3%	19.8%	13.6%
With a non limiting disability or no disability	54.6%	51.3%	10.3%	12.3%	11.7%	8.4%
No response	33.3%	33.3%	33.3%	50.0%	33.3%	0.0%
Area of residence						
Skelmersdale/Up Holland	59.0%	62.2%	9.7%	12.3%	11.8%	7.0%
Ormskirk/Aughton & Western Parishes	51.2%	48.3%	9.7%	10.7%	14.4%	8.7%
Northern Parishes	51.9%	40.4%	11.5%	14.6%	12.6%	11.5%
TOTAL	53.9%	50.1%	10.3%	12.5%	13.0%	9.1%

(Weighted base - completing survey = 1166. Age : 16-24 = 129, 25-44 = 351, 45-64 = 385, 65+ = 219, no response = 82. Gender : male = 539, female = 627. Disability : with a limiting disability = 162, with a non-limiting disability or no disability = 998, no response = 6. Area of residence : Skelmersdale/Up Holland = 374, Ormskirk/Aughton & Western Parishes = 402, Northern Parishes = 390)

