

The background of the slide is a photograph of a fountain. The fountain has a central column of water spraying upwards, surrounded by several smaller jets of water that arc outwards. The fountain is set against a dark, textured stone wall. The lighting is dramatic, highlighting the water spray against the dark background.

# Cost of Living Survey

## Full results summary

Data, Intelligence & Insight Team – February 2023

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Southampton City Council conducted a survey with residents of Southampton on the Cost of Living. The aim was to understand residents' views and situations on a variety of topics, including heating your home, food habits, financial situations and personal well-being.

The results of this survey will help us to gather views and baseline around the current Cost of Living crisis, to baseline against the Office of National Statistics (ONS) Opinions and Lifestyle survey, and gather more insight on food insecurity across the city.

**Survey fieldwork ran between 16 January – 05 February 2023.**

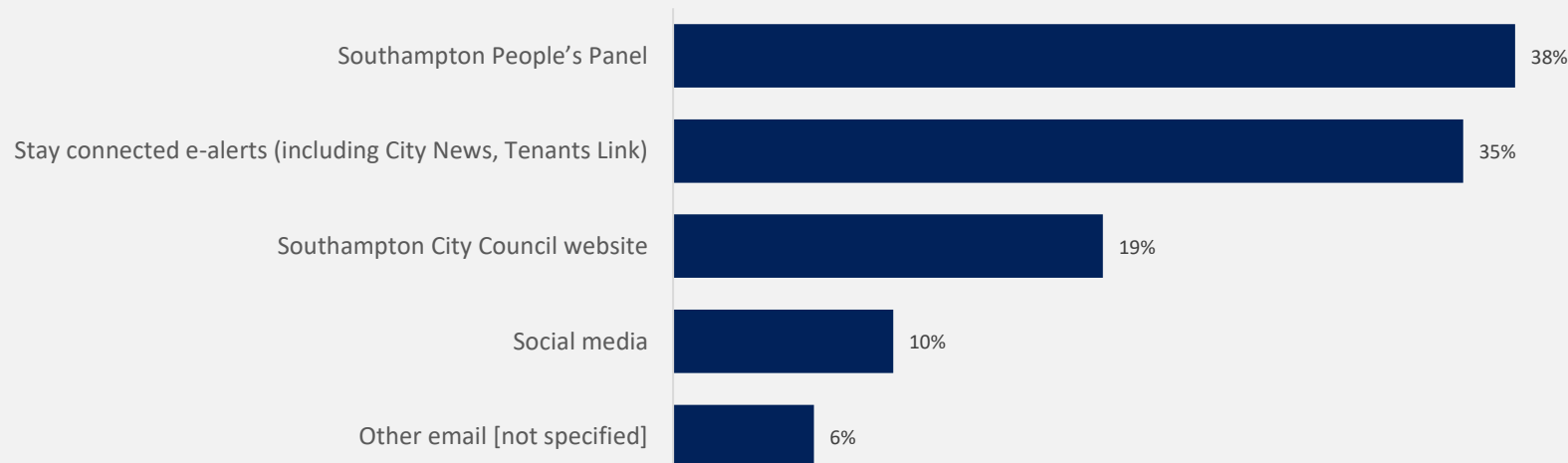
*When comparing Southampton survey results to other national datasets, it is important to note that there may be methodological differences between them. The Southampton survey was self selecting and specifically about the Cost of Living.*

*All survey results presented are **weighted** to the Southampton population (using Mosaic Groups), to ensure results are as **representative** as possible.*

**In total, we heard from 4157 people through promotion across;**

- E-alerts
- People's Panel
- The website
- Social media
- Libraries
- Family hubs
- Tenant participation
- Gateway
- In-person events
- Shared with businesses and organisations

## Top 5: Where respondents heard about the survey:






# Headlines




# 1. The Cost of Living is in the forefront of people's minds.

The **top 3 issues** facing the UK that Southampton residents are concerned about (in order);

 **The Cost of Living**

 The NHS

 The economy.

**85%** of respondents told us that they are [either fairly or very] **worried about rising costs of living**.



*This is 12 percentage points **higher** than the national comparison (73%).*



**45%** of respondents told us they are **very worried**.

Groups selecting **very worried to the highest extent** were\*;

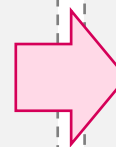
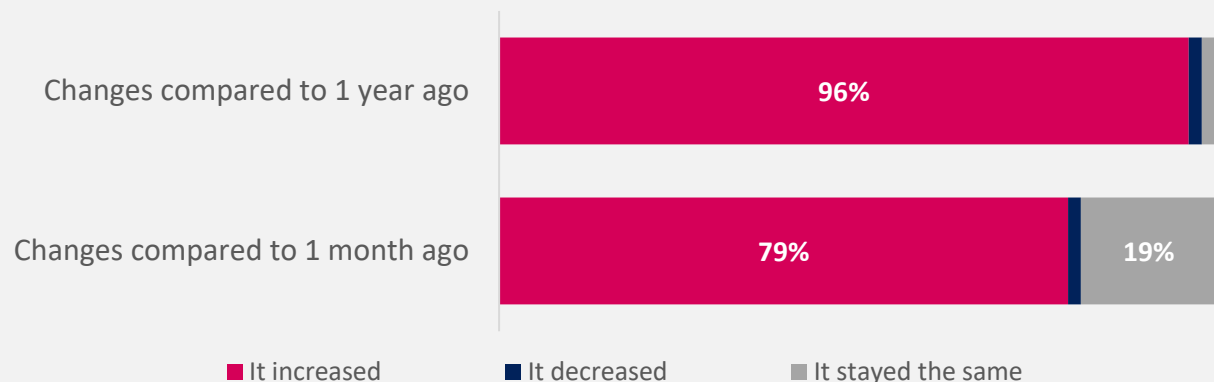
- Respondents who find it **difficult on their household finances** (94%)
- Those who are **food insecure** (76%)
- Mosaic Group **K**; Municipal Tenants (67%)
- Those in **social rented** accommodation (66%)
- **Younger** ages; particularly 25 – 34 (56%)

*\*Top 5 highest breakdowns.*

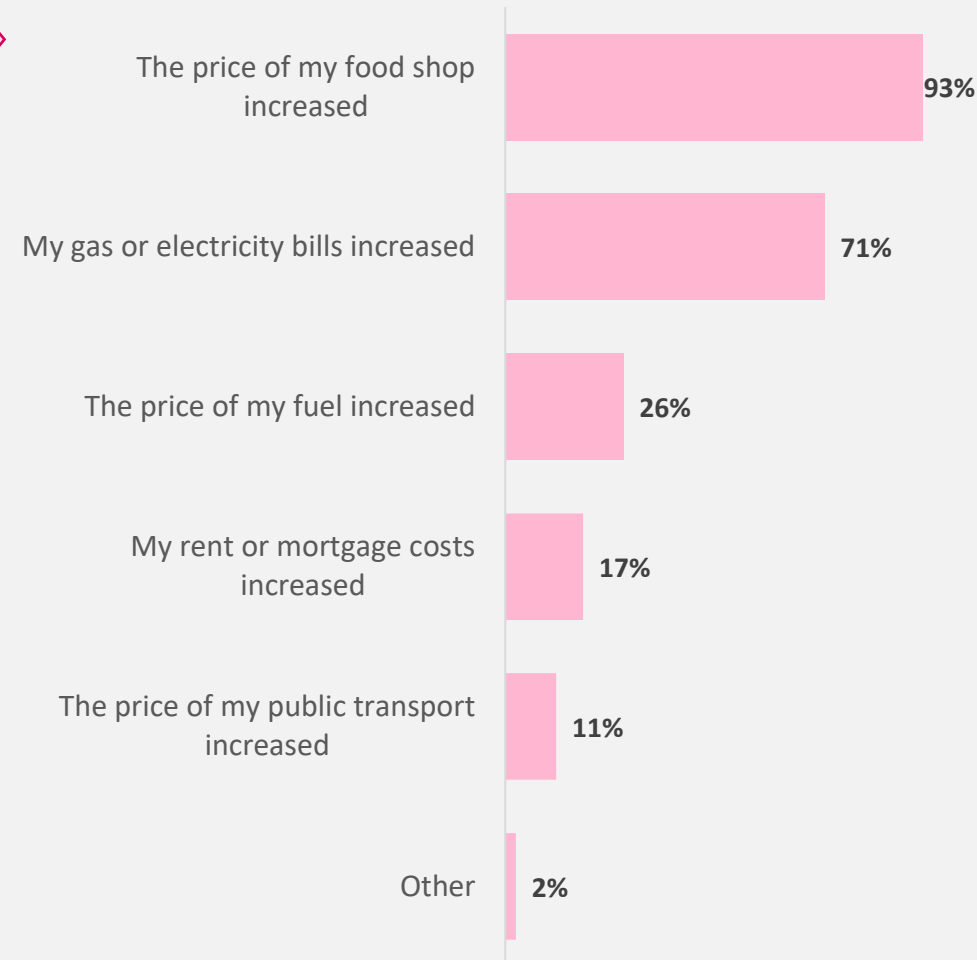


## 2. Most have experienced increases in costs.

The Cost of Living appears to be **increasing** for the majority of residents, compared to 1 year and 1 month ago.



**Ways** in which Cost of Living has increased:



**Cost of Living increases in the past month are highest in\*;**

- Respondents whose **household finances are difficult (93%)**
- Those classed as **food insecure (90%)**
- Those in **social rented** accommodation **(86%)**
- **Younger** ages; particularly 18 – 24 **(84%)**
- Those in **private rented** accommodation **(83%)**

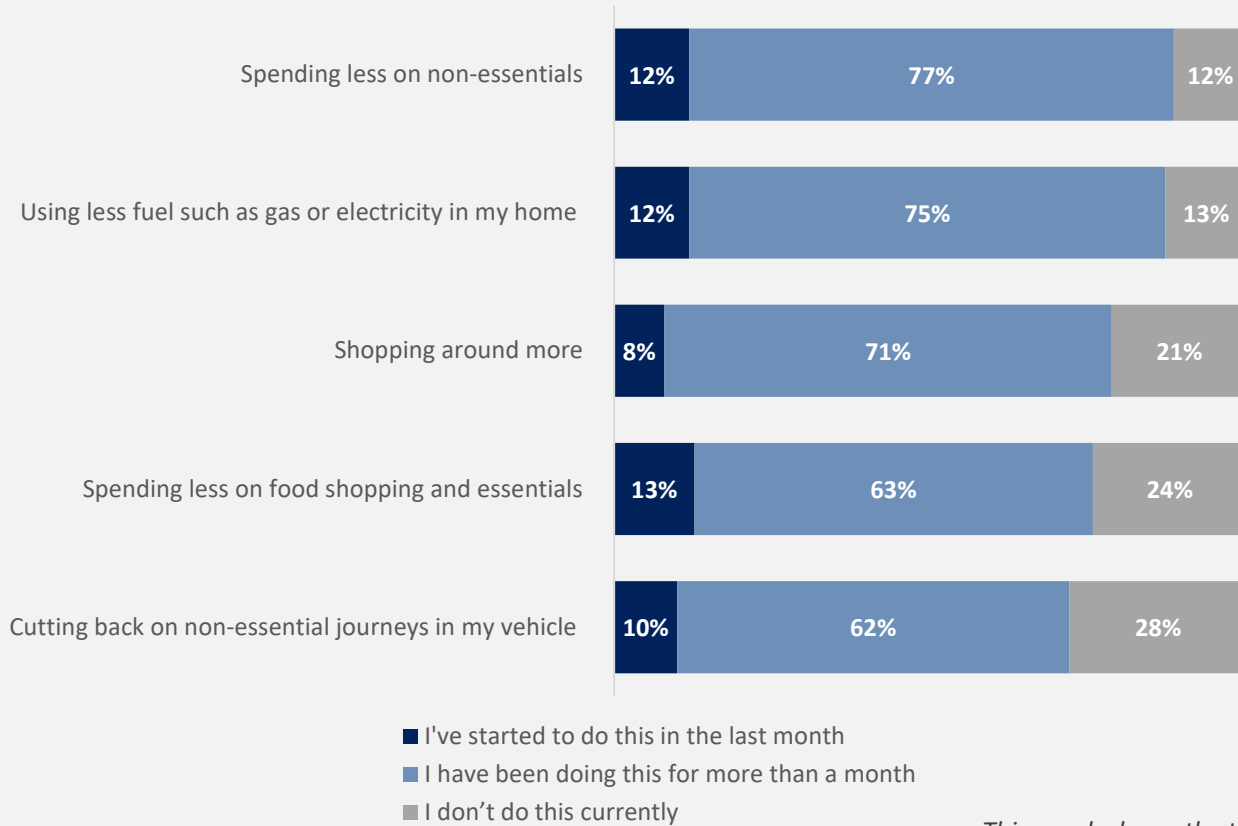
*\*Top 5 highest breakdowns.*





### 3. Most are making changes as a result of Cost of Living increases.

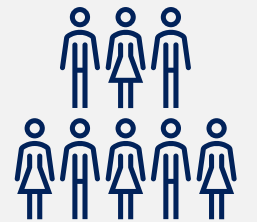
**Most common actions** residents are taking as a result of Cost of Living increases include:



*This graph shows the top 5.*

**Respondents who told us that they are making the most changes as a result of their Cost of Living increases are (in order)\*;**

- Those finding **household finances difficult**
- Those who are classified as **food insecure**
- **Renters** (both social and private)
- **Younger ages**; particularly 18 – 34



*\*Top 4 highest breakdowns.*



## 4. Over a third of respondents are both worried about heating and uncomfortable with the temperature in their home.

71% of respondents are **worried** about keeping their home warm over winter.

This is **20 percentage points higher** than national average.



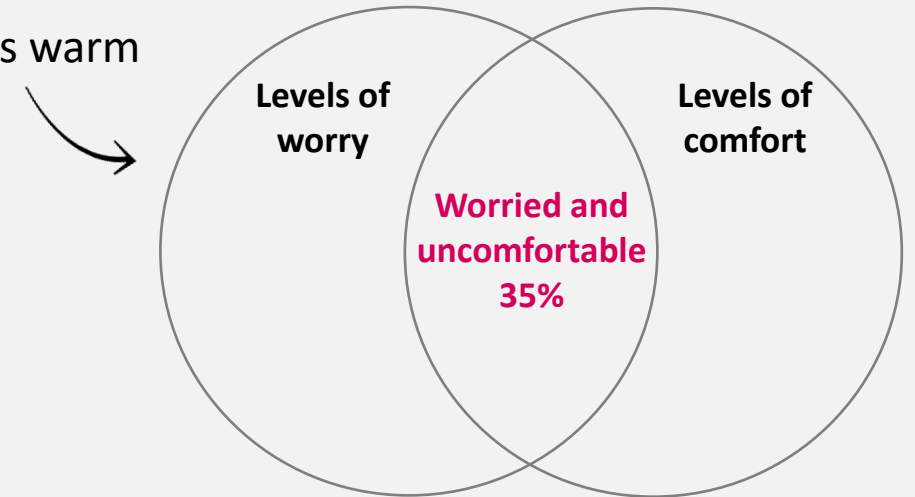
38% of respondents said the temperature of their home is **uncomfortable**, with 45% saying it is **comfortable**.

Combined, **35%** of respondents are **both worried** about keeping their homes warm **and uncomfortable** with the temperature in their homes.

This is highest in\*;

- Those whose **finances are difficult** (73%)
- Those who are **food insecure** (58%)
- **Private renters** (51%)
- Those with **3+ children** in the home (50%).

\*Highest 4 breakdowns



Almost **4/5** of survey respondents told us that they are **reducing their use of heating**.

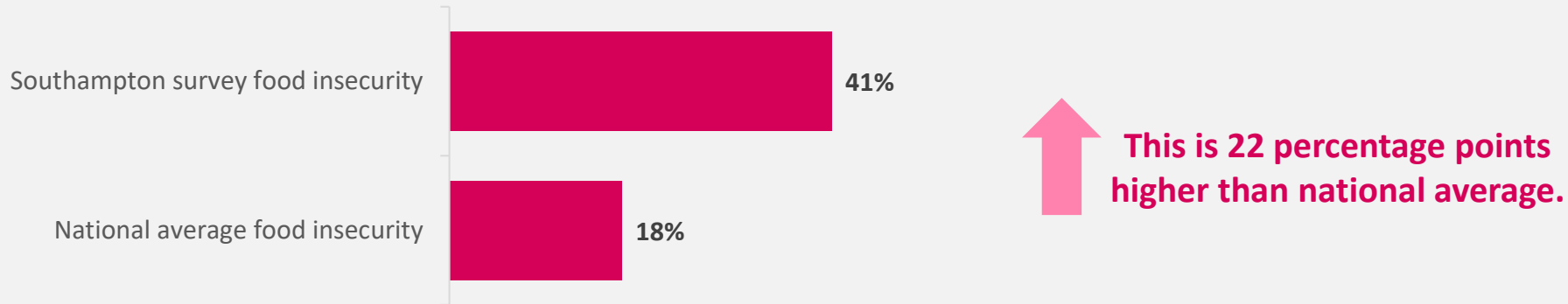






# 5. Reported food insecurity is considerably higher than the national average.

## Levels of food insecurity:

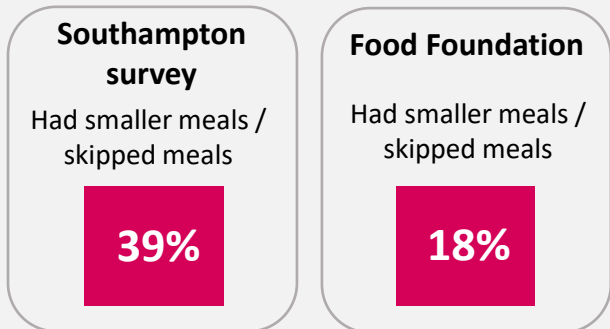


Three questions were asked to assess whether people were food insecure. If they answered yes to any of these three questions (see below), they were classified as food insecure.

Respondents that showed higher levels of food insecurity (compared to the average of 41%) includes\*;

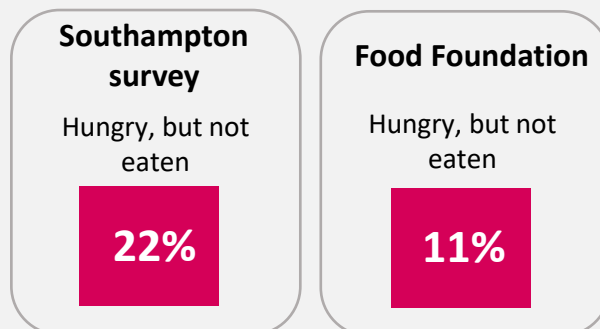
- Those with **difficulties on household finances (89%)**
- Mosaic group **K (71%)**
- Those with **3 + children in the home (71%)**
- **Social renters (69%)**
- **Younger ages, particularly 18 – 24 (64%)**

## Had smaller meals / skipped meals



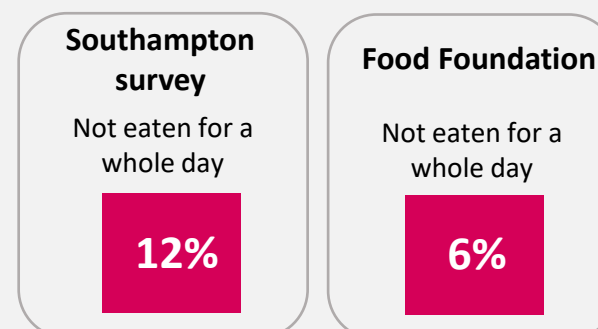
↑ Southampton reported **22 percentage points higher** than national average.

## Hungry but not eaten



↑ Southampton reported **11 percentage points higher** than national average.

## Not eaten for a whole day



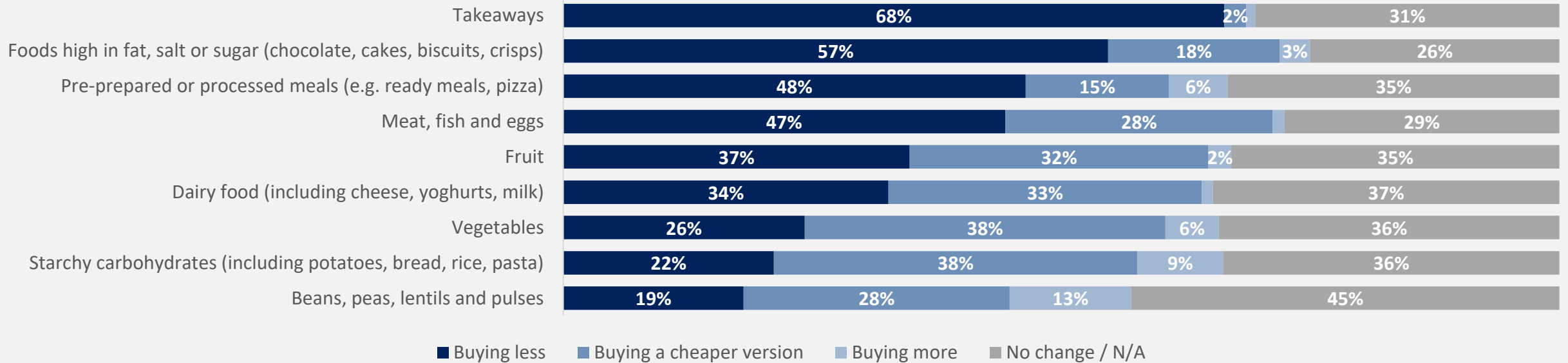
↑ Southampton reported **6 percentage points higher** than national average.

\*Highest 5 breakdowns



# 6. Over half of respondents have said that they have changed their purchasing habits for each food group.

## Changes in food purchasing habits:

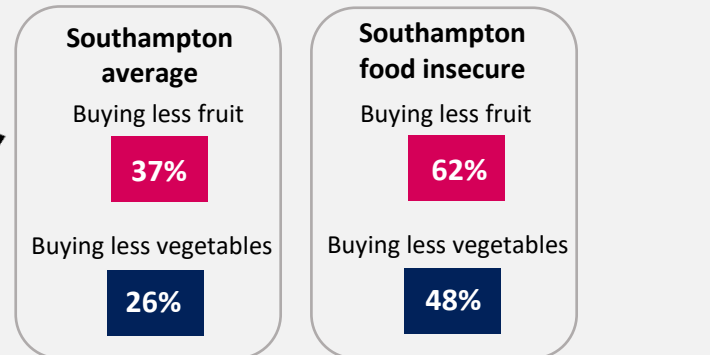


### Cutting back on purchases of fruit and vegetables

The Food Foundation reported that nationally, **households who are food insecure are cutting back on their purchases of fruit and vegetables** more than households who are food secure. **Southampton results show a similar pattern.**

**Other groups cutting back more on purchases of fruit and vegetables include (in order):**

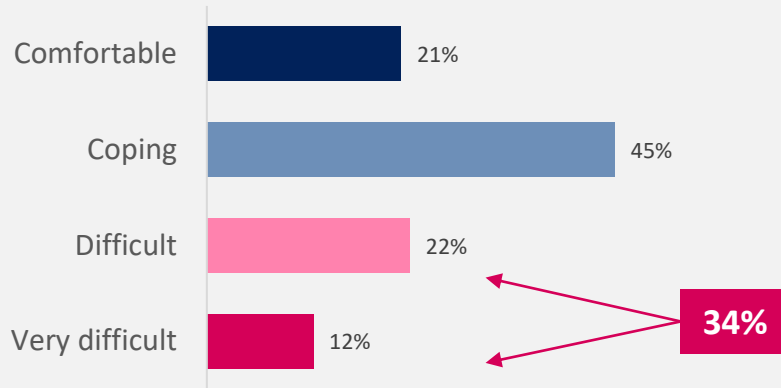
Respondents whose **household finances are difficult**, those with **3+ children in the home**, **renters** (particularly social), **disabled respondents** and **younger ages** (particularly those aged 25 – 34).





# 7. Despite people making a lot of changes, household finances are still under strain.

## Household finance levels



3/4 respondents told us that they are **unable to build up any savings currently.**



**Difficult levels of household finances** appear to be **higher** (compared to an average of 34%) in respondents who are\*;

- Those classed as **food insecure (65%)**
- Those with **3+ children** in the home (**64%**)
- **Social renters (60%)**
- Mosaic group **K (60%)**

*...Because of these financial strains, respondents;*

## Can't take financial shocks

**55%** of Southampton survey respondents said that they would be **unable to afford an unexpected, but necessary, expense of £850.**

**This is 24 percentage points higher** than national average.



## 64% of working respondents are doing the following;



*\*Highest 4 breakdowns*



## 8. Reported wellbeing is below average compared to national averages.

### Life satisfaction

(Where 0 is not at all, and 10 is completely)

Southampton  
mean  
Life satisfaction

5.2

ONS mean

Life satisfaction

6.8

Southampton life satisfaction mean is **1.6 points lower** than national average.



### Things done in life being worthwhile

(Where 0 is not at all, and 10 is completely)

Southampton  
mean  
Worthiness

5.7

ONS mean

Worthiness

7.2

Southampton worthiness mean is **1.5 points lower** than national average.



### Happiness

(Where 0 is not at all, and 10 is completely)

Southampton  
mean  
Happiness

5.4

ONS mean

Happiness

6.8

Southampton happiness mean is **1.4 points lower** than national average.



### Anxiety

(Where 0 is not at all, and 10 is completely)

Southampton  
mean  
Anxiety

4.8

ONS mean

Anxiety

4.1

Southampton anxiety mean is **1.4 points higher** than national average.



Lower wellbeing scores were highest in respondents who (in order);

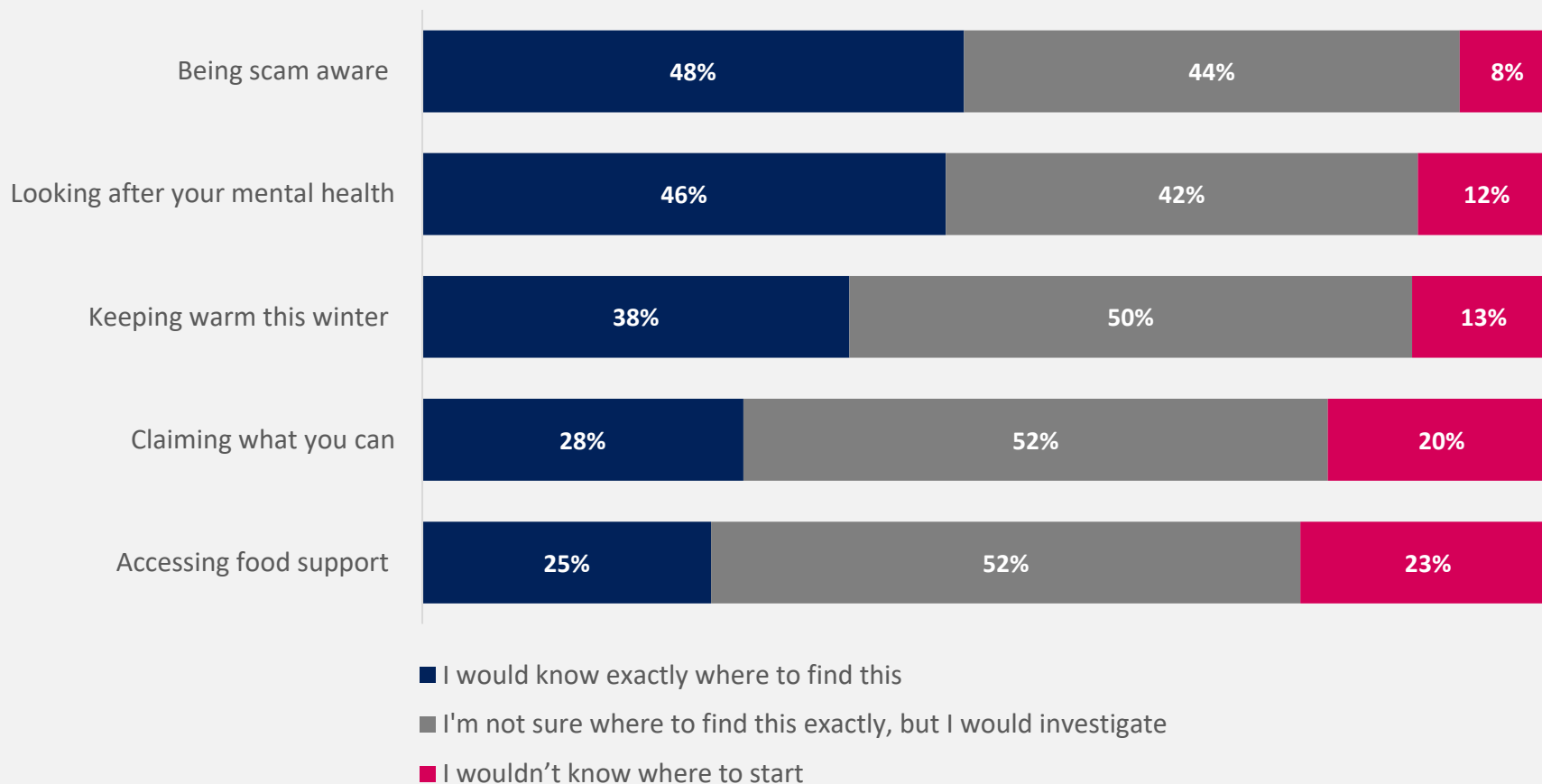
- Those whose **finances are difficult**
- Respondents classed as **food insecure**
- Those who are **disabled**
- **Social renters**





## 9. 'Claiming what you can' and 'accessing food support' are the two areas that people need most support accessing.

### Finding information on the following topics



Respondents who **wouldn't know where to the start** finding information on these topics to the highest extent include;

- Those whose **finances are difficult**
- Respondents classed as **food insecure**
- **Younger** ages (particularly those aged 18 – 24)
- **Ethnic minority groups**
- Respondents in **SO14**



# 10. Throughout the whole survey, particular groups frequently present as being more affected than others.


Younger age groups (particularly those aged 25 – 34) 

Females 

Those with a disability 

Ethnic minority groups 

Respondents living with SO14 

Those who rent their homes (particularly social renters) 

Those with children (particularly those with 3+ children) 

Those struggling with their current household finances 

Those who are classed as food insecure 

Those with less bedrooms in the house 

Mosaic group K (Municipal Tenants) 

These groups have been established as more vulnerable or affected based upon survey responses, including:

- Higher levels of **Cost of Living increases**
- Higher levels of **difficulty with current household finances**
- **Lower extent of building up savings**
- **Lower extent of ability to afford unexpected expenses**
- Higher levels of **food insecurity**
- Higher levels of **changing food purchasing habits** (including buying less and cheaper versions)
- Higher extent of **worries about keeping home warm** over winter
- **Lower levels of feeling a comfortable** temperature in the home
- **Lower levels of wellbeing** (including life satisfaction, worthiness, happiness and higher levels of anxiety)



# 11. Throughout the whole survey, Southampton reports worse than national figures.

For **every question** we could benchmark against a national average, Southampton survey figures reported worse.

These show some of the highest differences compared to their national averages.

Could your household afford to pay an unexpected, but necessary, expense of £850?

**Southampton**

Unable to afford an unexpected, expense of £850

**55%**

**ONS average**

Unable to afford an unexpected, expense of £850

**31%**

Those unable to afford financial shock in Southampton is **24 percentage points higher** than national average.



In the past two weeks, how worried or unworried have you been about keeping warm in your home over winter?

**Southampton**

Worried

**71%**

Not worried

**17%**

**ONS average**

Worried

**51%**

Not worried

**21%**

Southampton worries about keeping the home warm are **20 percentage points higher** than national average.



Life satisfaction  
(Where 0 is not at all, and 10 is completely)

**Southampton mean**

Life satisfaction

**5.2**

**ONS mean**

Life satisfaction

**6.8**

Southampton life satisfaction mean is **1.6 points lower** than national average.



Levels of food insecurity overall

**Southampton survey**

Food insecure

**41%**

**National average**

Food insecure

**18%**

Southampton survey levels of food insecurity is **22 percentage points higher** than national average.







## Full results appendix slides



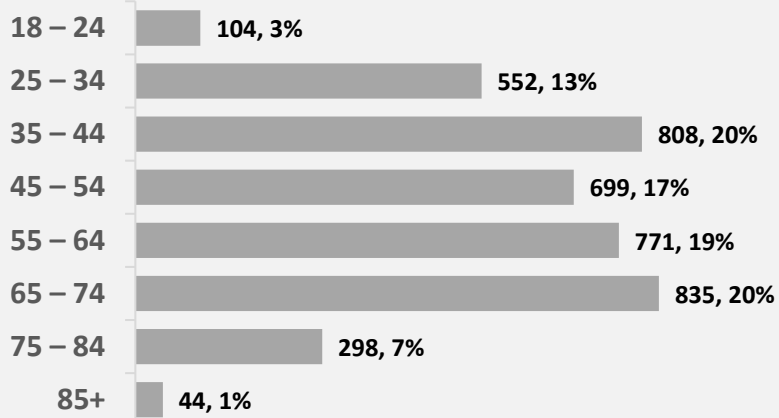
## About the respondents



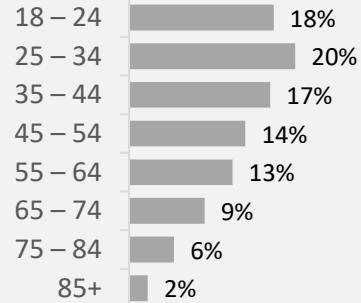
# About the respondents

**Total number of respondents: 4157**

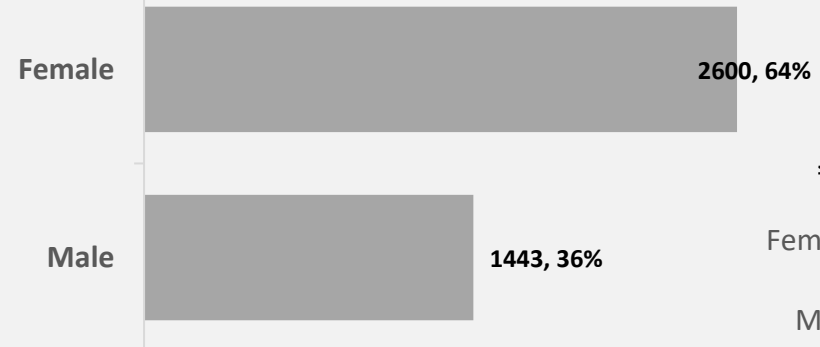
## Age:



Compared to Southampton population:



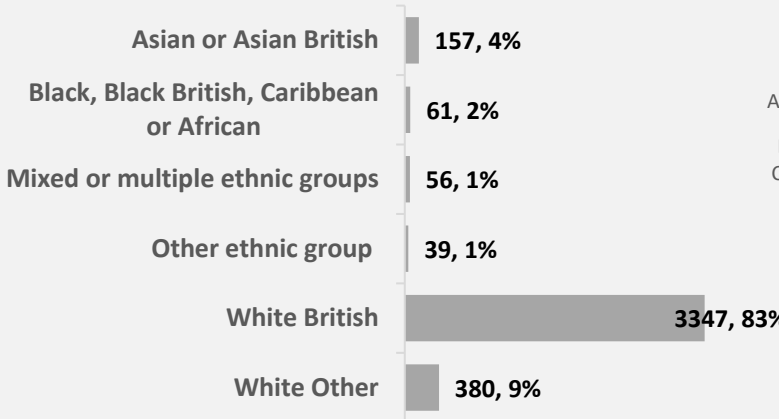
## Sex:



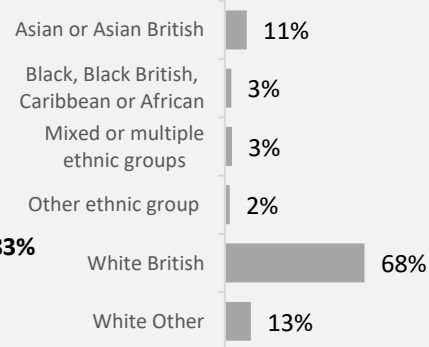
Compared to Southampton population:



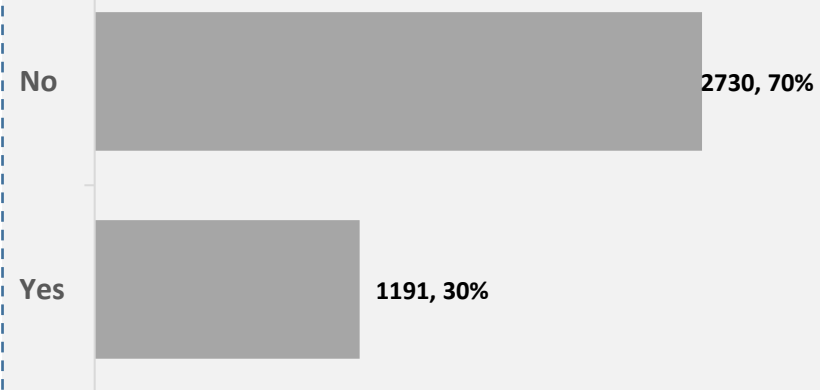
## Ethnicity:



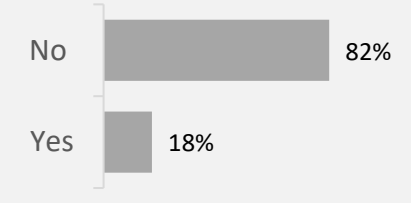
Compared to Southampton population:



## Disability:



Compared to Southampton population:

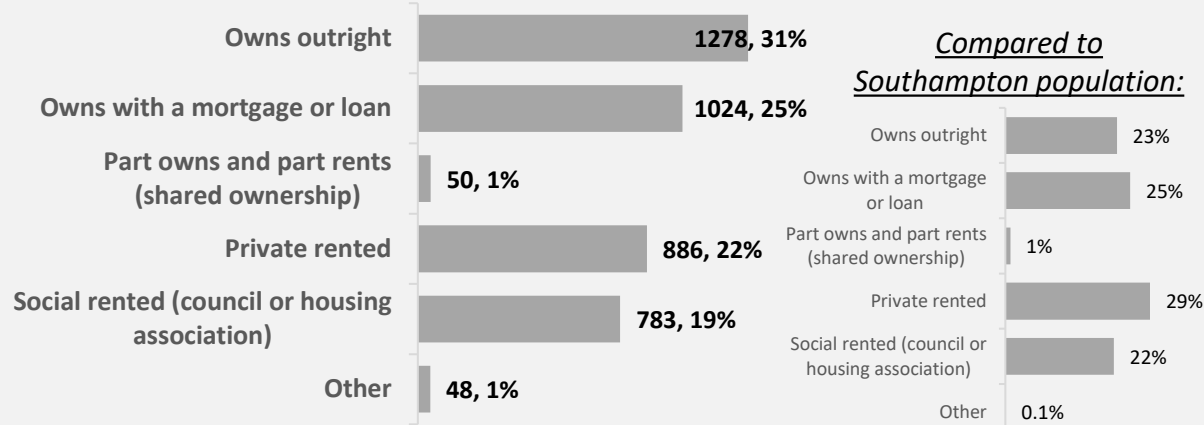


Graphs show survey respondent count, percentage.

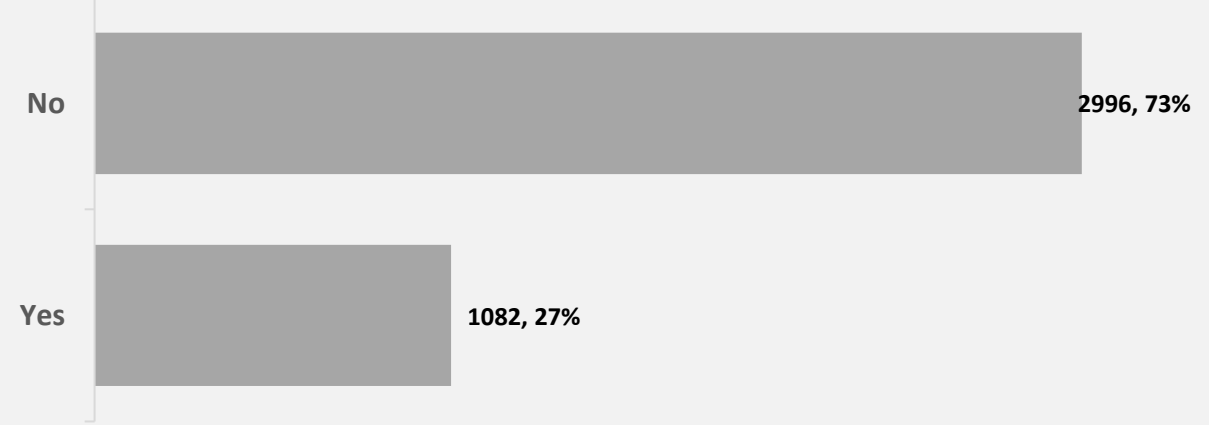


# About the respondents

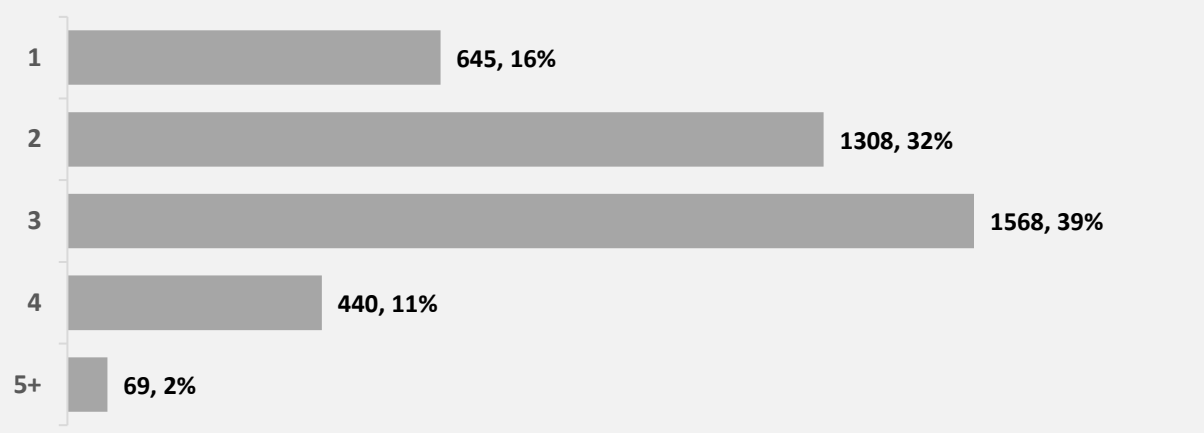
## Tenure:



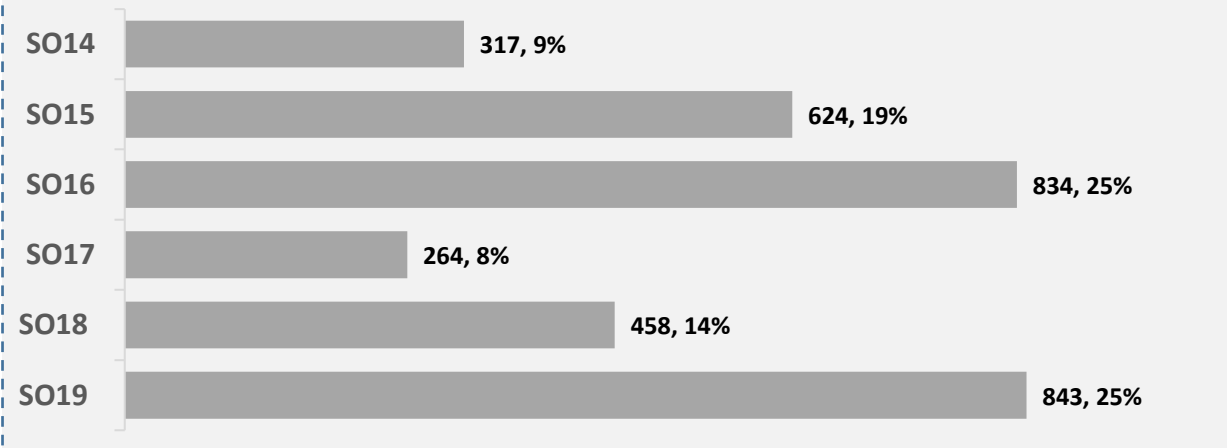
## Children in the household



## Number of bedrooms in the household:



## Postcode sector:

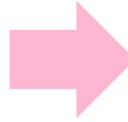
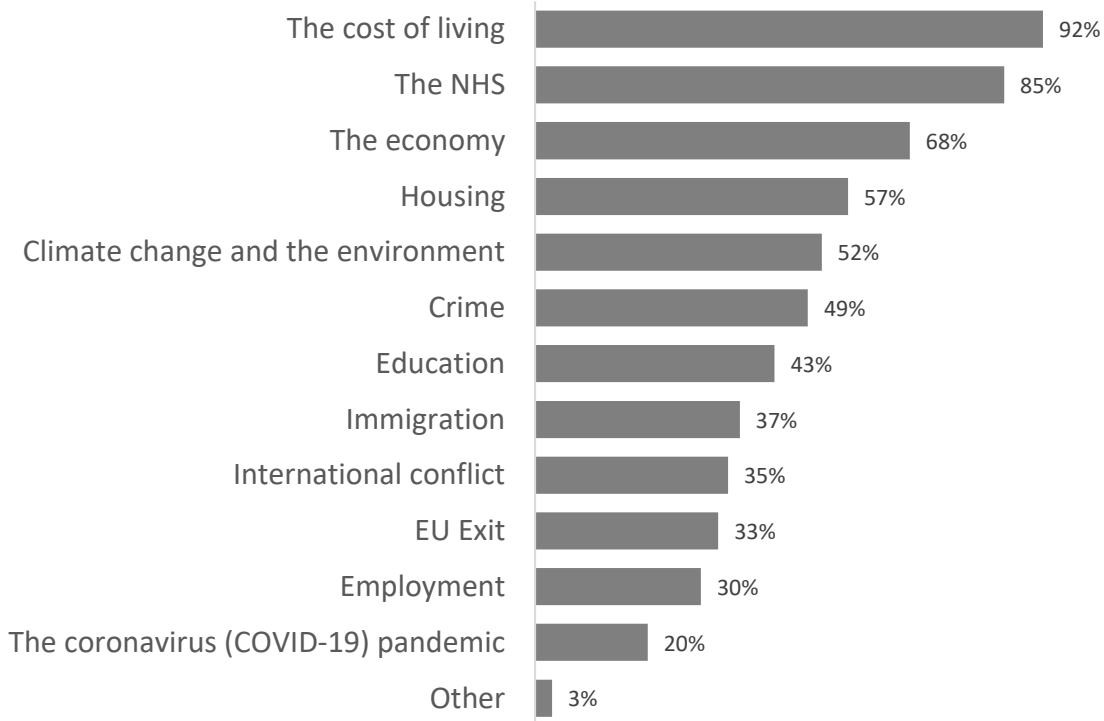


Graphs show survey respondent count, percentage.



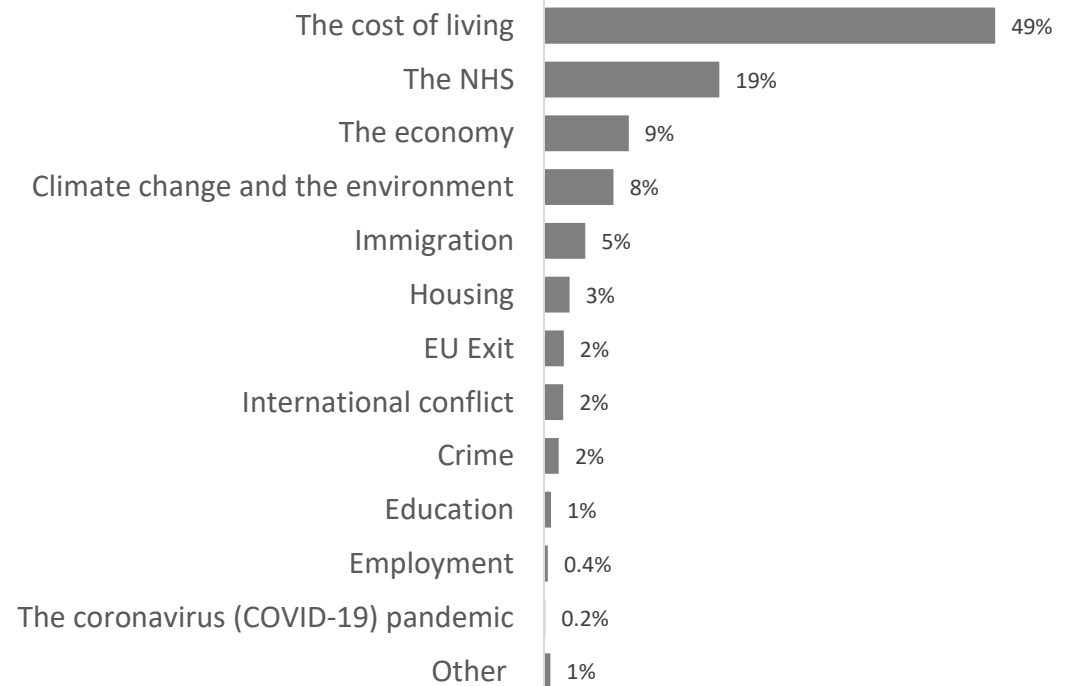
**Question:** What do you think are important issues facing the UK today? *(Multiple choice)*

**Overall:**



**Question:** Of these, which do you think is the most important issue facing the UK today?

**Overall:**



**...Comparison with ONS national data\***

Compared to ONS national data, Southampton residents have **the same top 3 and bottom 3 worries.**

*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'Industrial action' was not included in the Southampton Cost of Living survey.*

**...Comparison with ONS national data\***

Compared to ONS national data, Southampton results **match the top 3 most important issues.**

*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'Industrial action' was not included in the Southampton Cost of Living survey.*



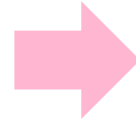
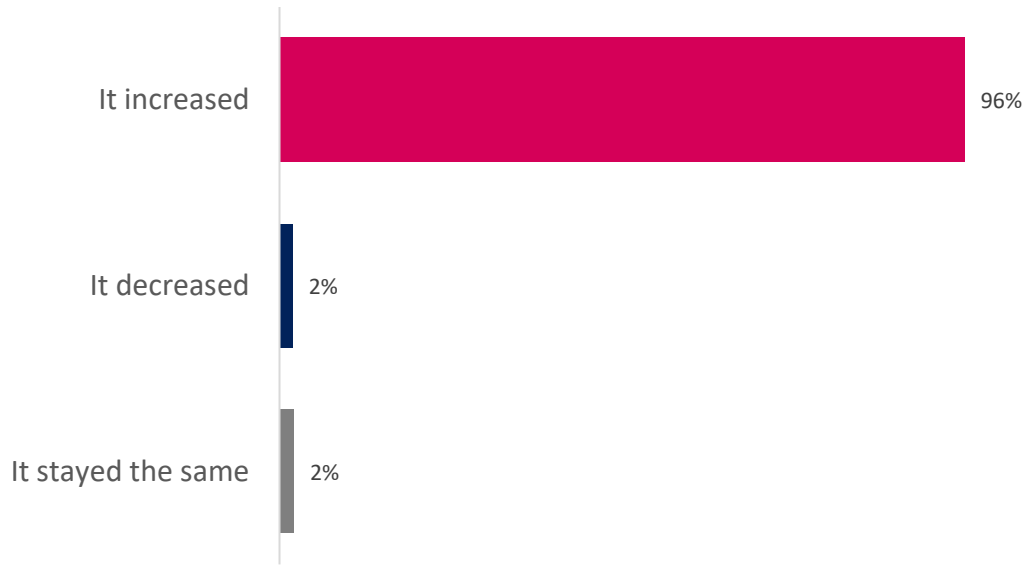
## Recent changes



# Cost of Living changes in the past year

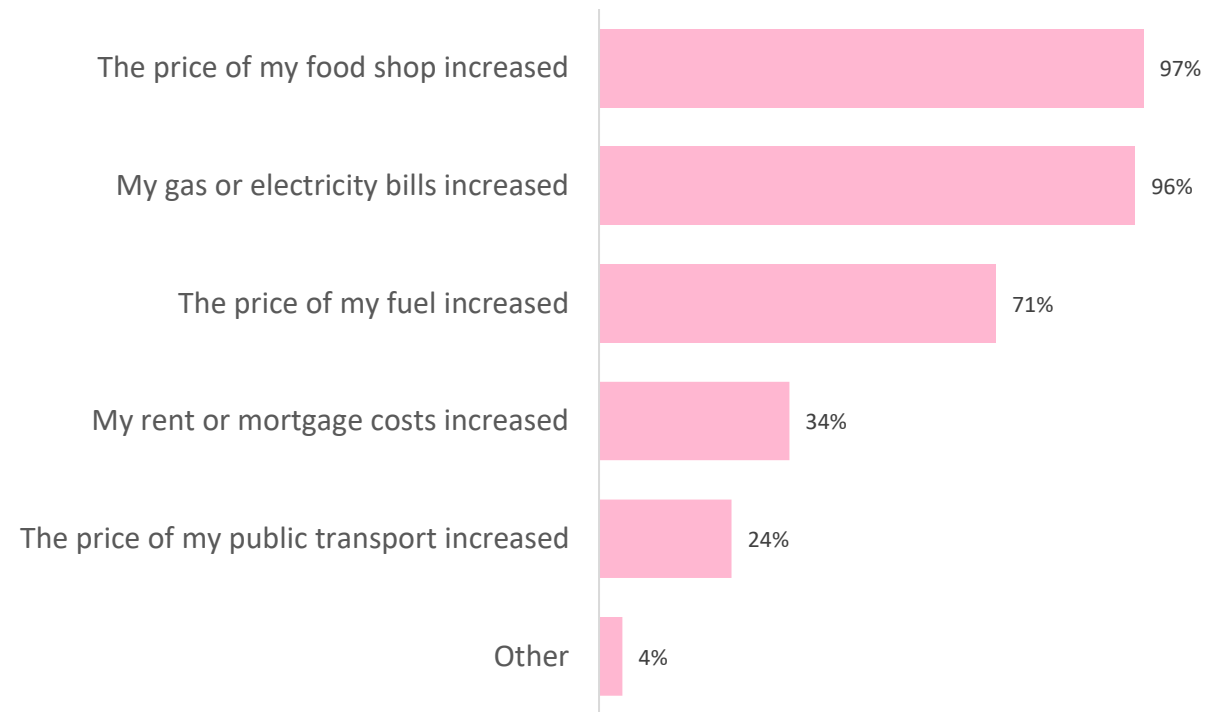
**Question:** Compared to a year ago, has your Cost of Living changed?

*Overall:*



**Question:** Compared to a year ago, in which ways did your Cost of Living increase?

*Overall:*



*...Comparison with ONS national data*



*...Comparison with ONS national data\**

**Compared to ONS national data, Southampton results match the top three Cost of Living increases compared to a year ago.**

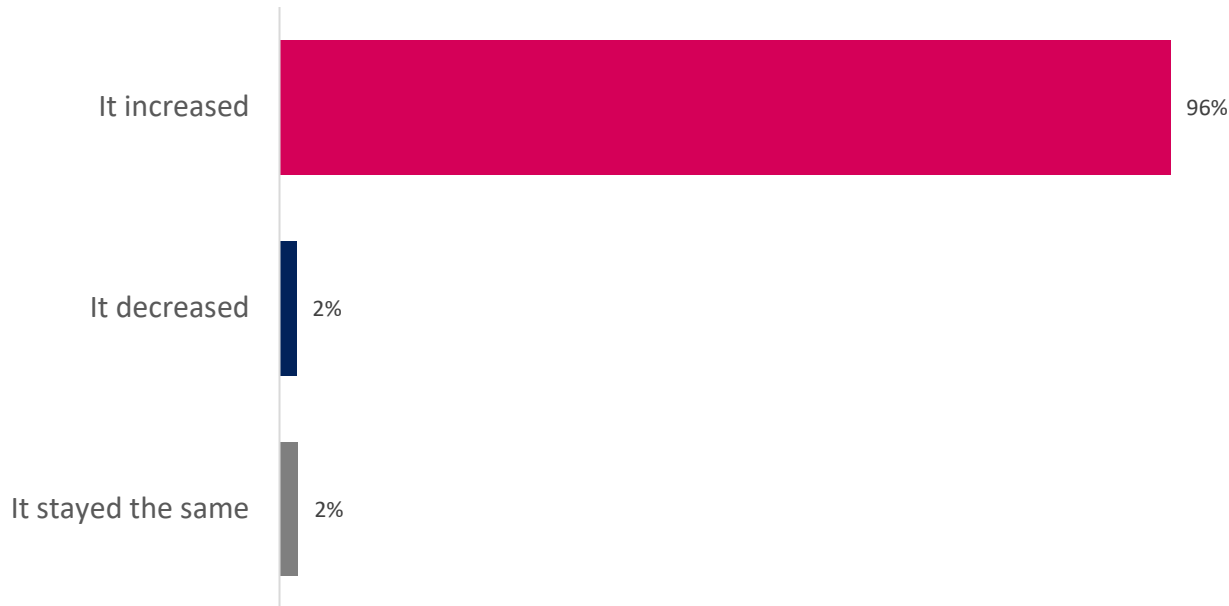
*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'The price of childcare or other care costs increased' was not included in the Southampton Cost of Living survey.*



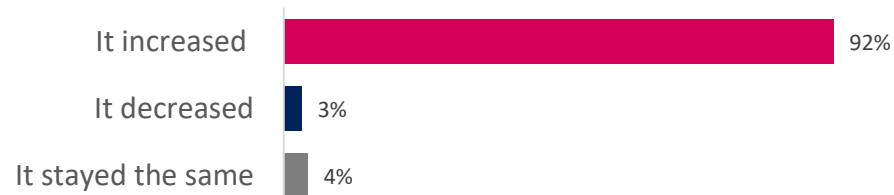


## Question: Compared to a year ago, has your Cost of Living changed?

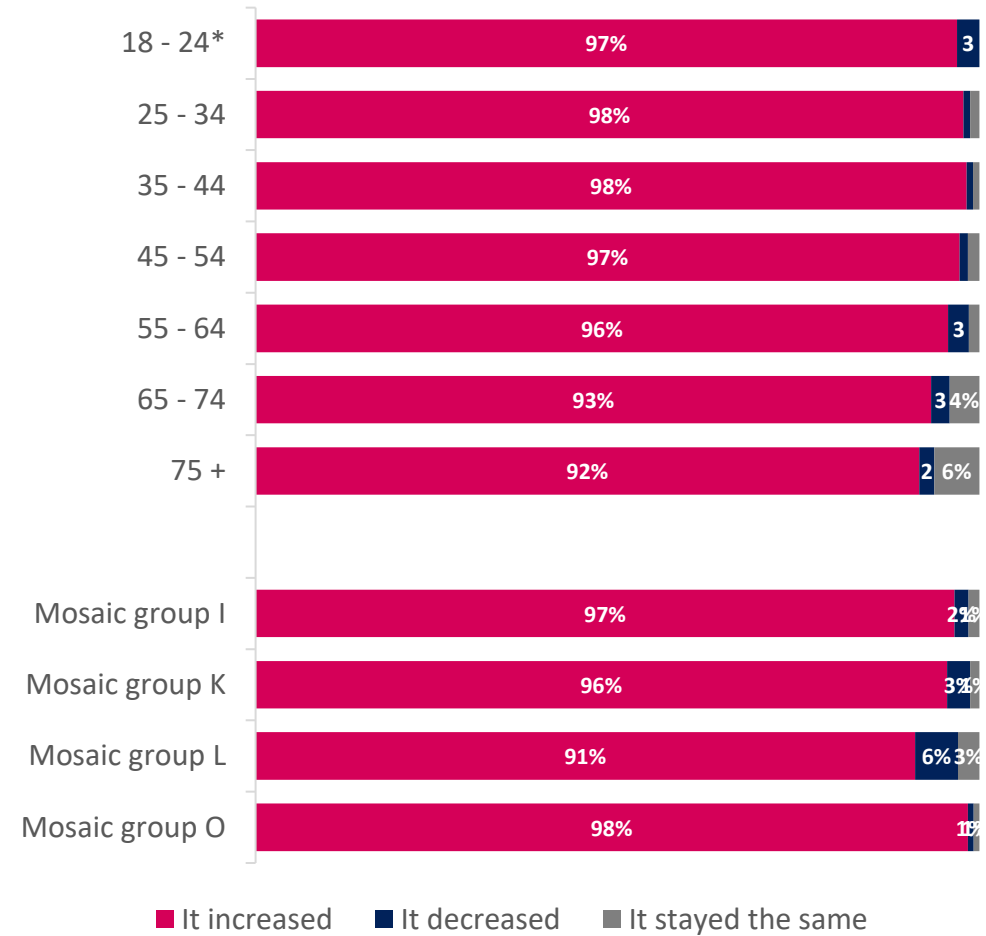
### Overall:



### ...Comparison with ONS national data



### Breakdowns that show interesting differences:

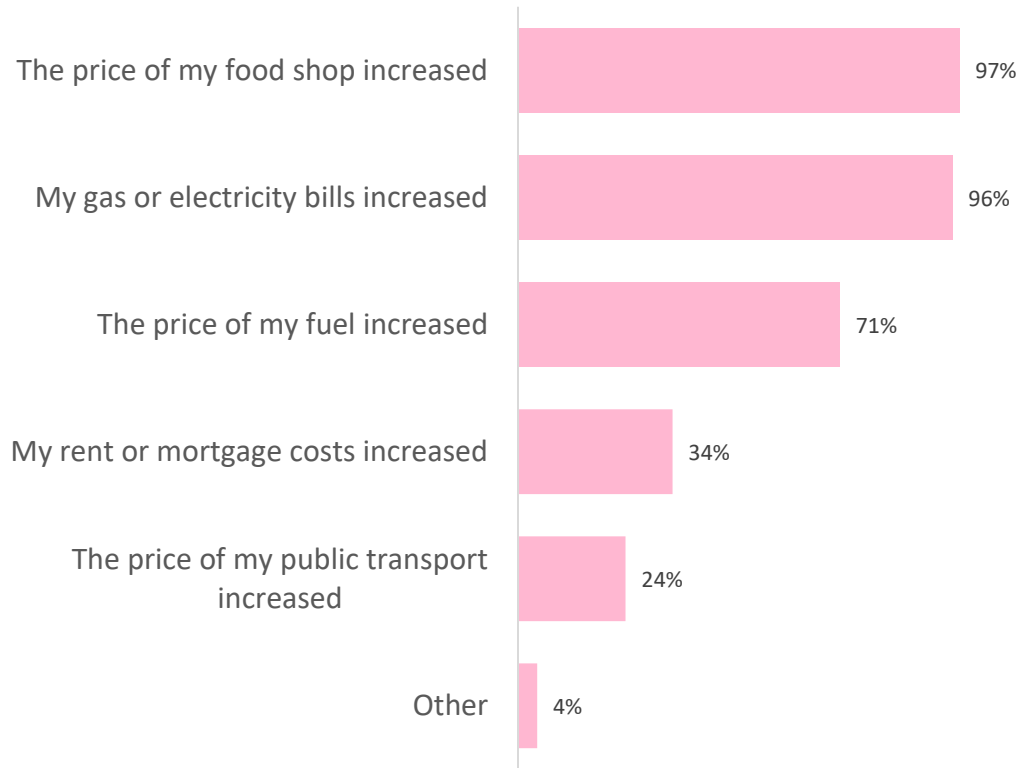


\* Small sample size – fewer than 100 respondents  
 \*\*Small sample size – fewer than 50 respondents

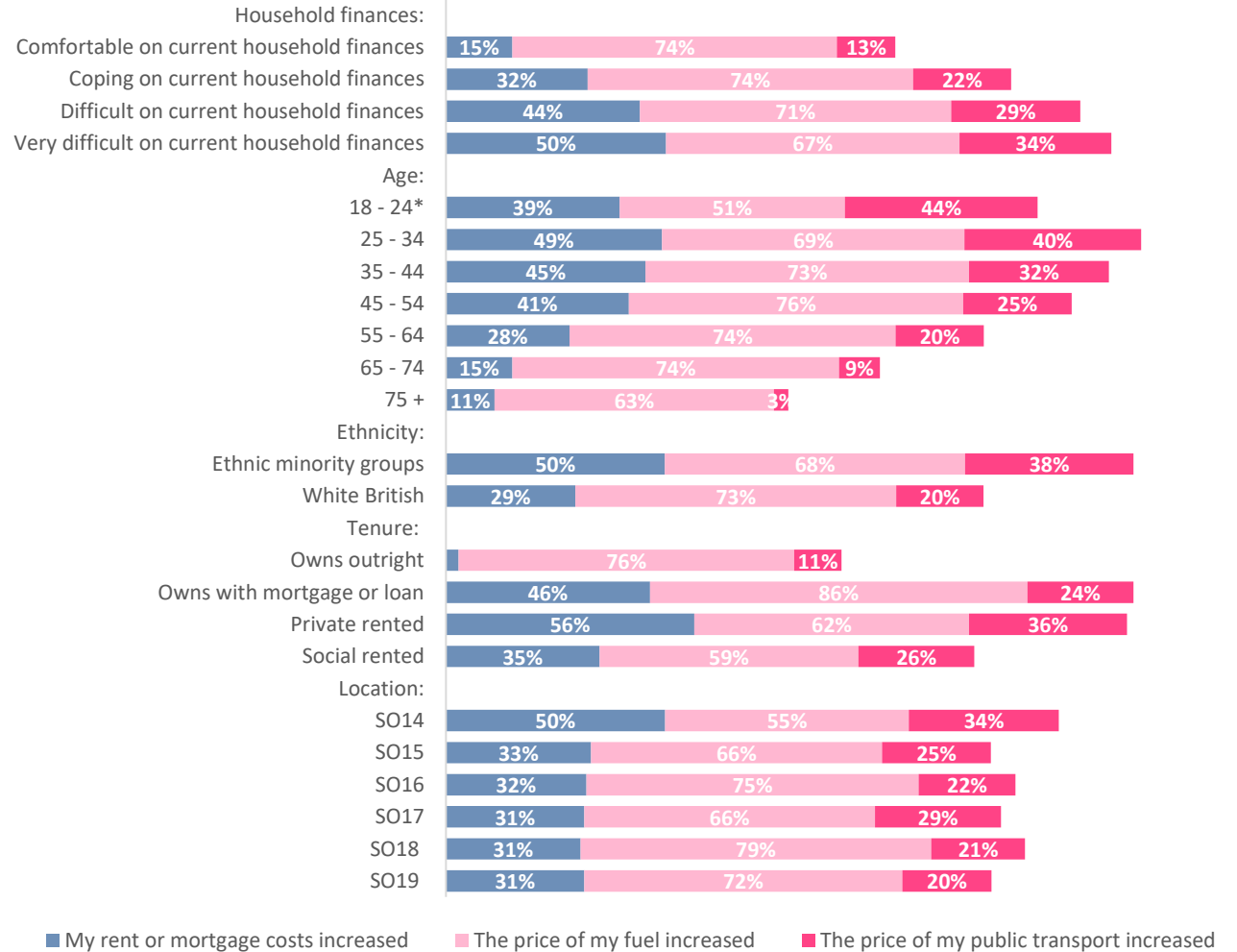


## Question: Compared to a year ago, in which ways did your Cost of Living increase?

### Overall:



### Breakdowns that show interesting differences:



**...Comparison with ONS national data**  
 Compared to ONS national data, Southampton results **match the top three Cost of Living increases** compared to a year ago.

*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'The price of childcare or other care costs increased' was not included in the Southampton Cost of Living survey.*

\* Small sample size – fewer than 100 respondents

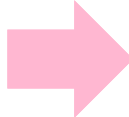
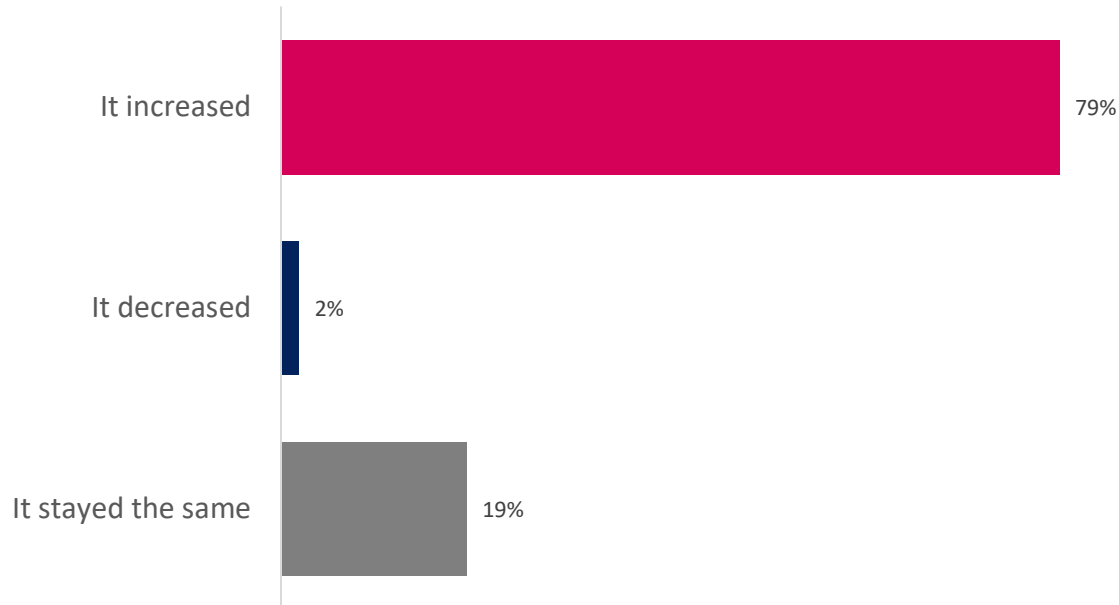
\*\*Small sample size – fewer than 50 respondents



# Cost of Living changes in the past month

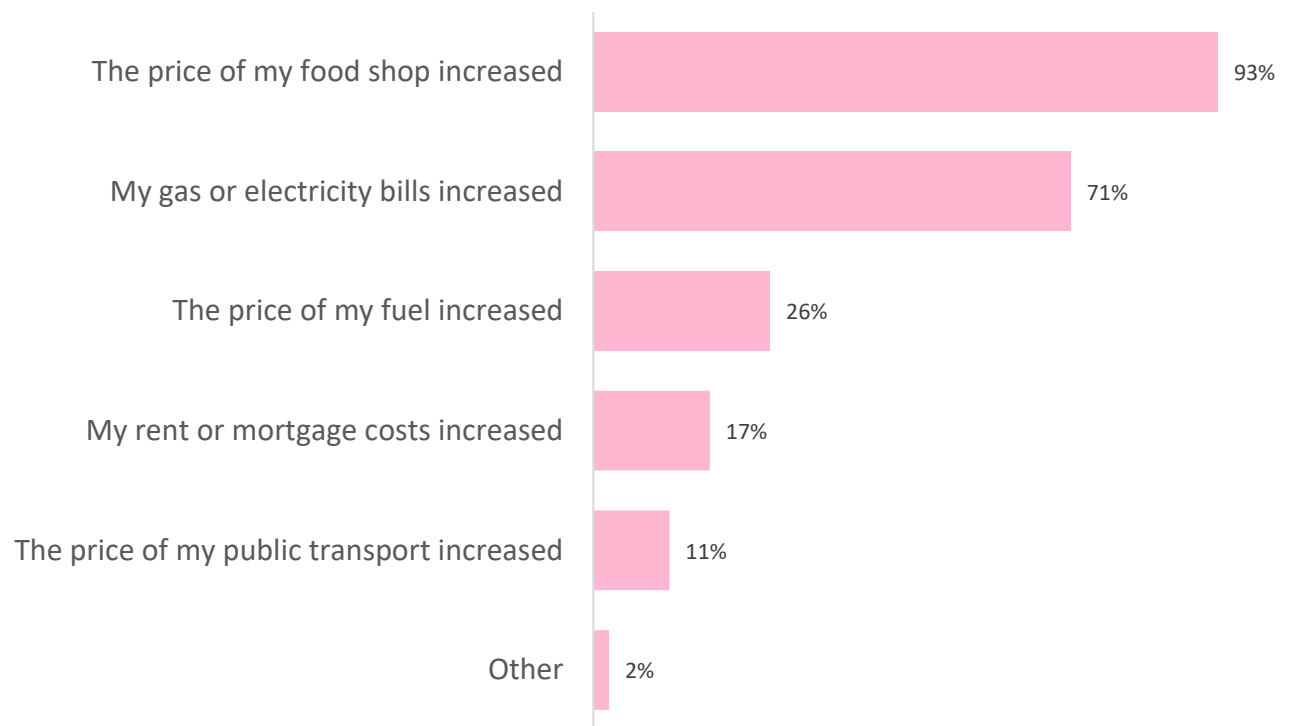
**Question:** Compared to a month ago, has your Cost of Living changed?

**Overall:**

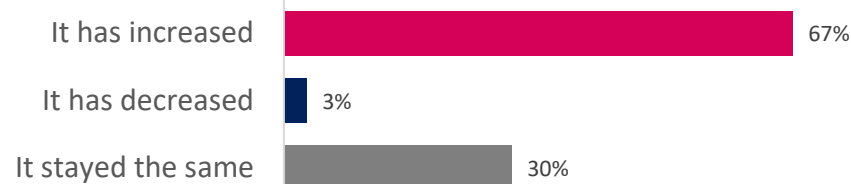


**Question:** Compared to a month ago, in which ways did your Cost of Living increase?

**Overall:**



*...Comparison with ONS national data*



*...Comparison with ONS national data\**

**Compared to ONS national data, Southampton results match the same order of Cost of Living increases in the last month.**

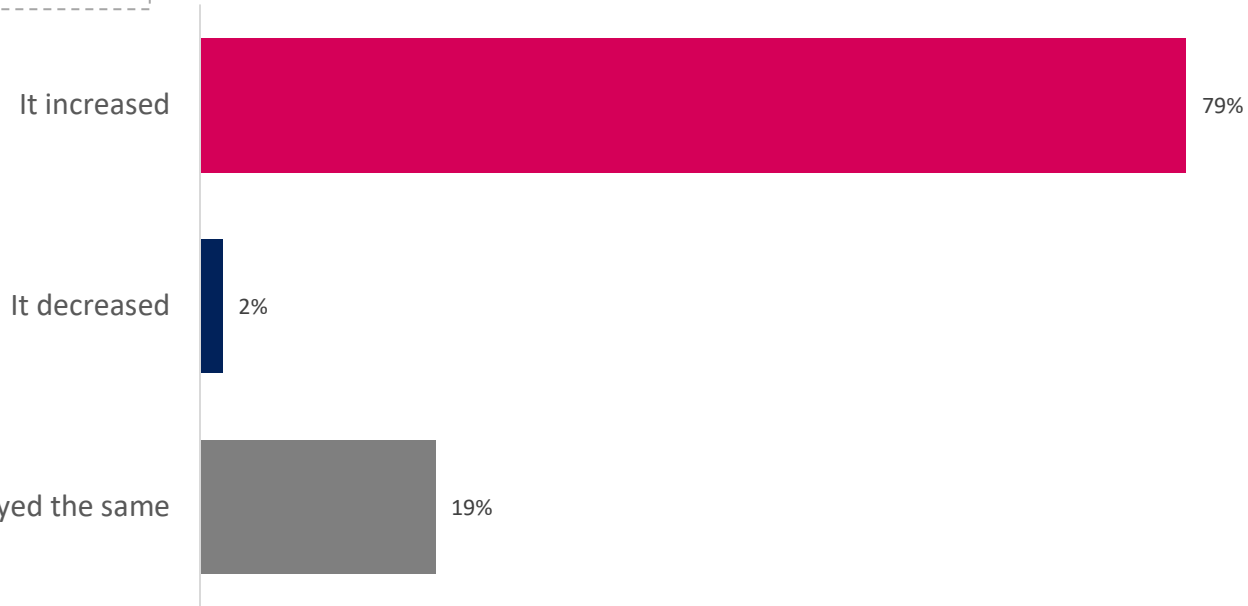
*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'The price of childcare or other care costs increased' was not included in the Southampton Cost of Living survey.*



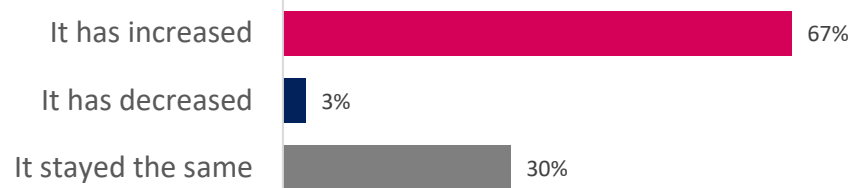
# Cost of Living changes in the past month

**Question:** Compared to a month ago, has your Cost of Living changed?

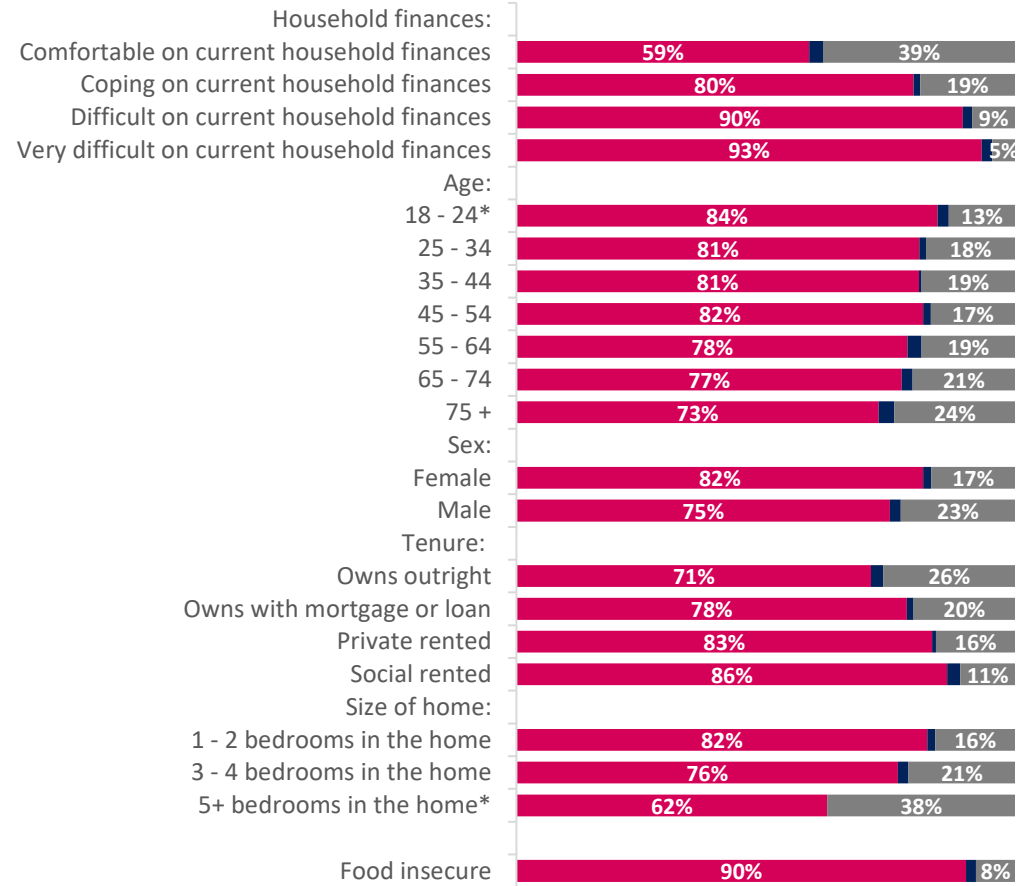
**Overall:**



*...Comparison with ONS national data*



**Breakdowns that show interesting differences:**



■ It increased ■ It decreased ■ It stayed the same

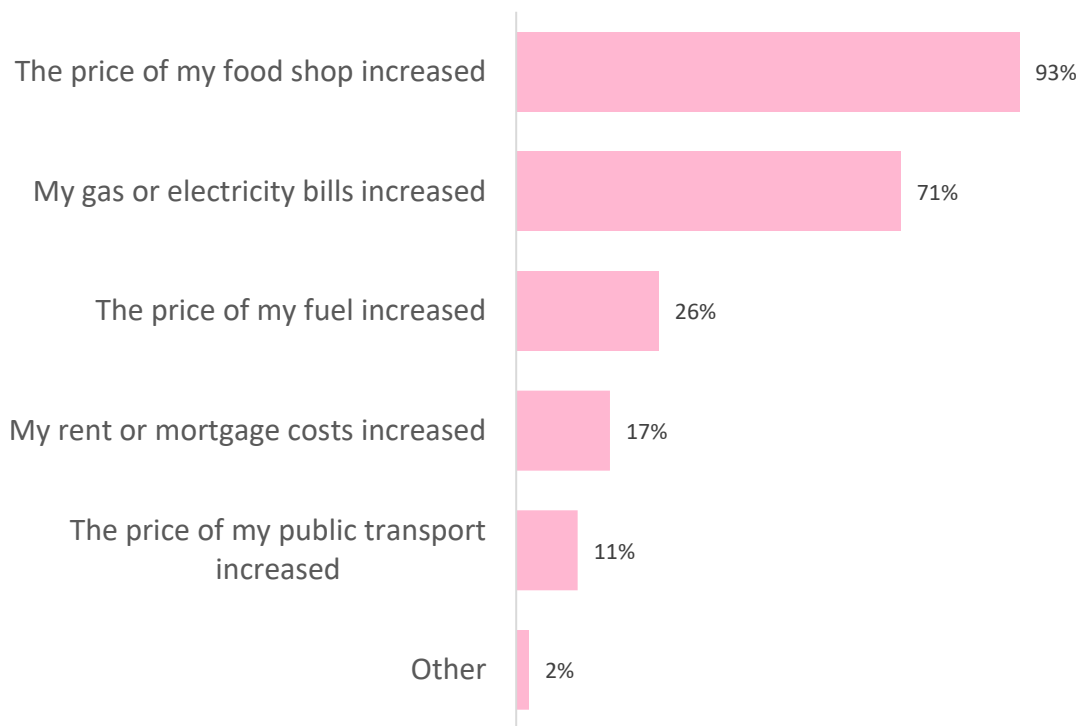
\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents



## Question: Compared to a month ago, in which ways did your Cost of Living increase?

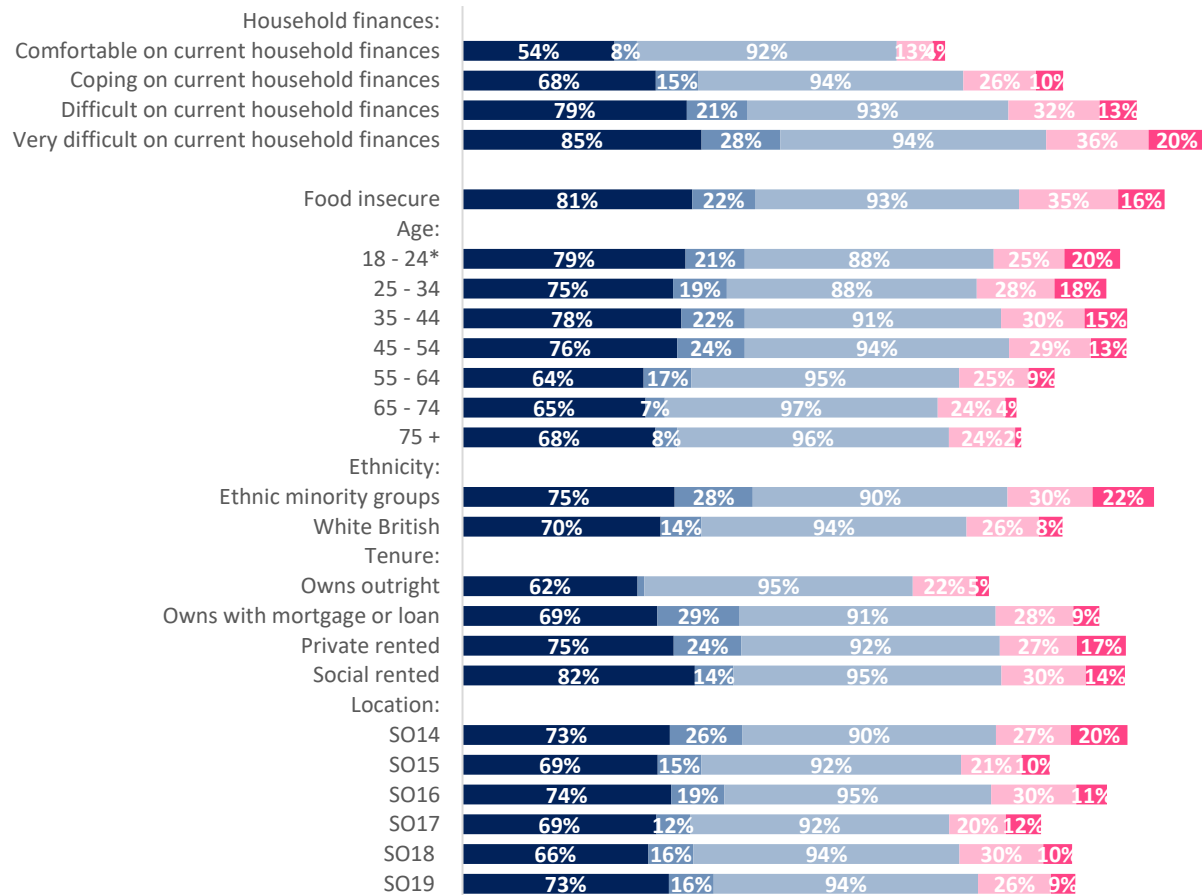
### Overall:



**...Comparison with ONS national data\***  
 Compared to ONS national data, Southampton results **match the same order of Cost of Living increases in the last month.**

*\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'The price of childcare or other care costs increased' was not included in the Southampton Cost of Living survey.*

### Breakdowns that show interesting differences:



■ My gas or electricity bills increased  
■ The price of my food shop increased  
■ The price of my fuel increased  
■ My rent or mortgage costs increased  
■ The price of my public transport increased

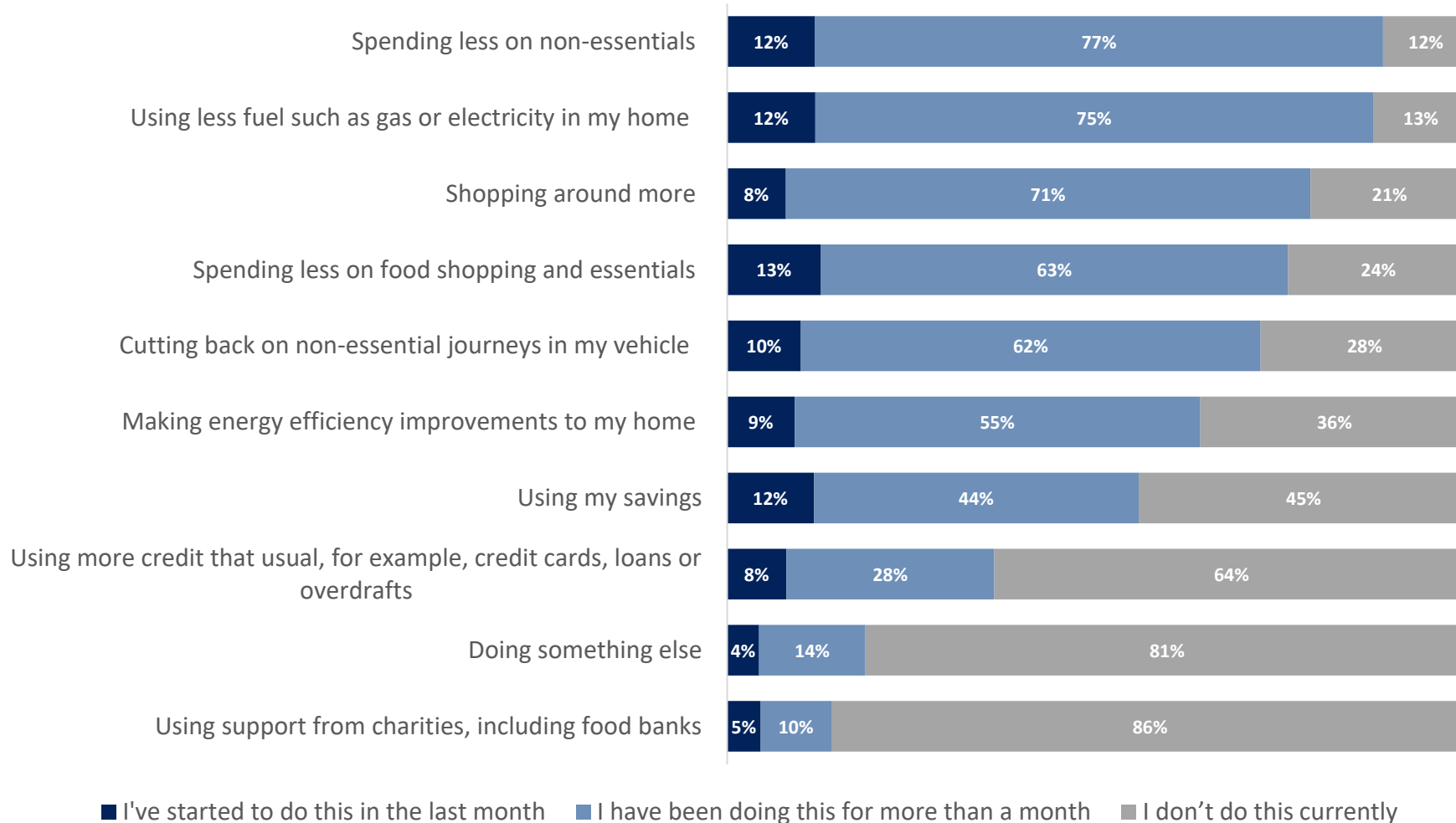
\* Small sample size – fewer than 100 respondents

\*\* Small sample size – fewer than 50 respondents



## Question: Which of these, if any, are you doing because of the increases in the Cost of Living?

**Overall:**



*...Comparison with ONS national data*

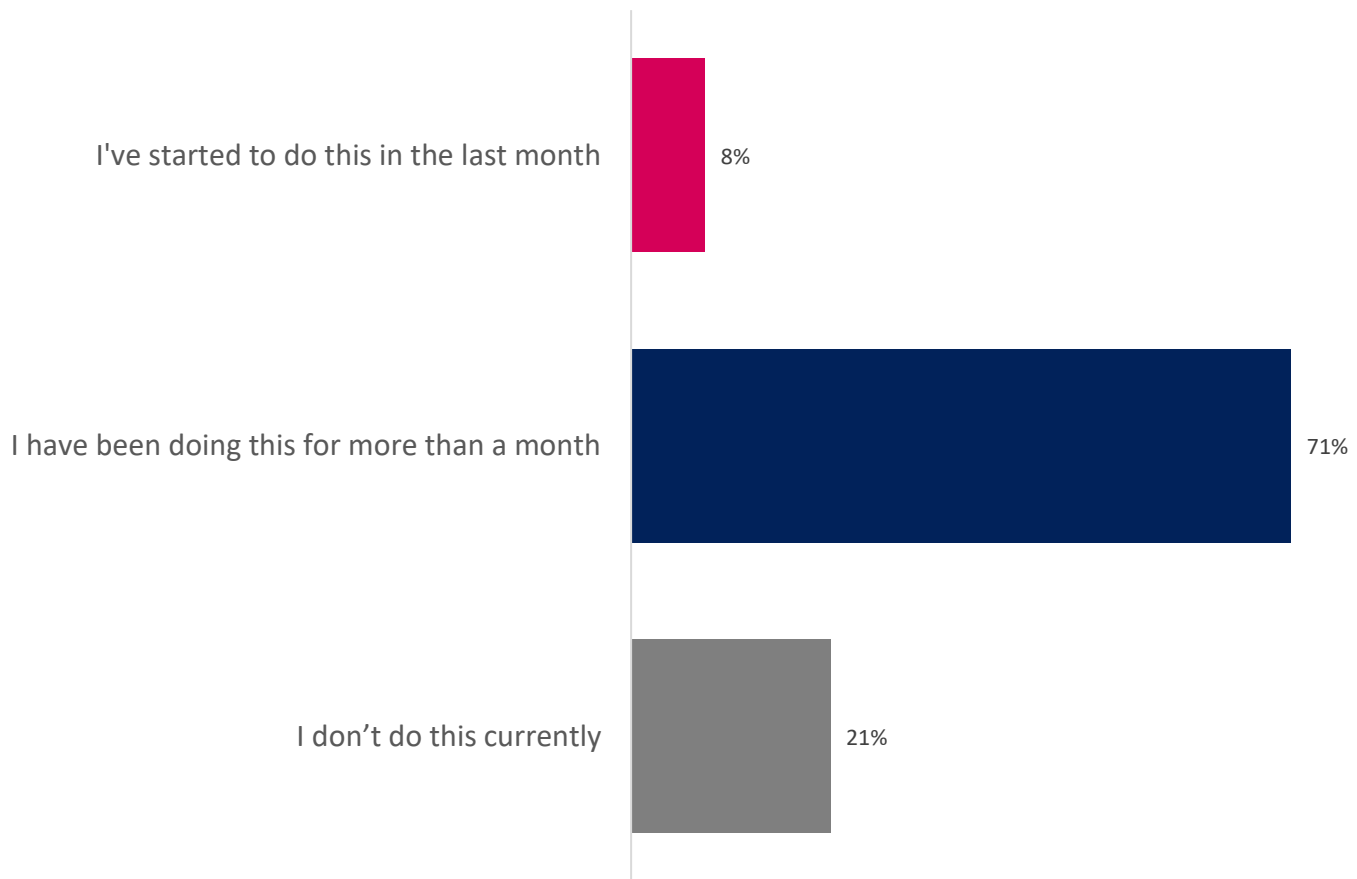
*Compared to ONS national data, Southampton results **matches a similar pattern** of actions taken due to increases in costs of living, from highest to lowest.*



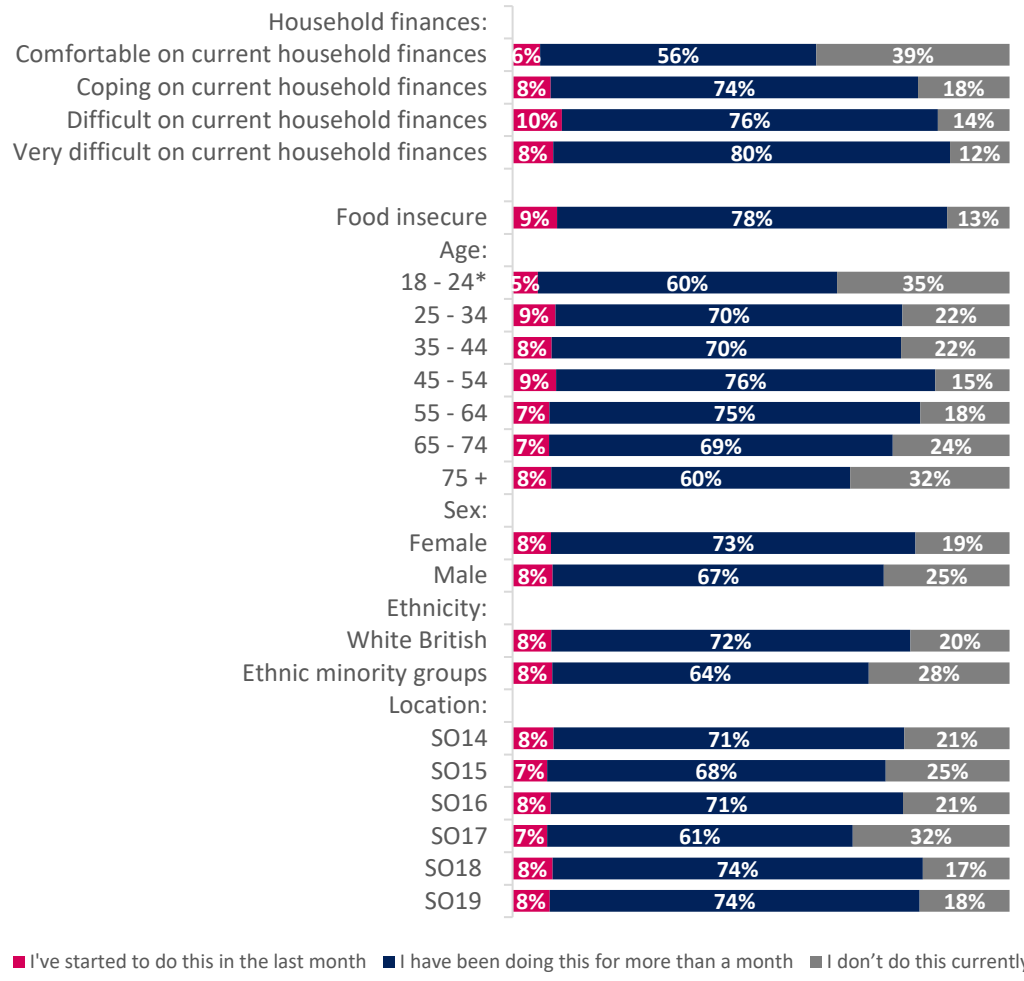
## Question: Which of these, if any, are you doing because of the increases in the Cost of Living?

### Shopping around more

**Overall:**



### Breakdowns that show interesting differences:



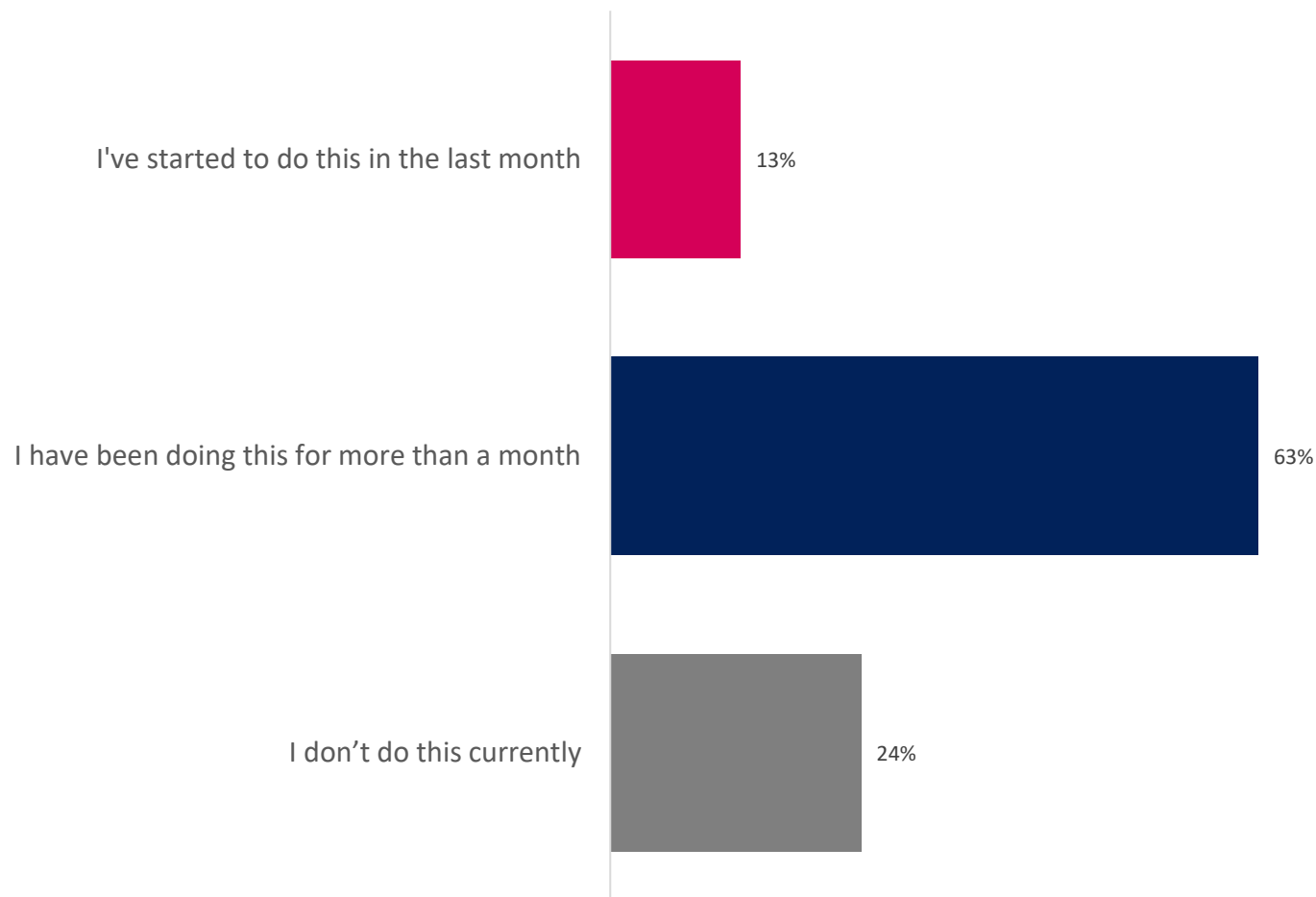
\* Small sample size – fewer than 100 respondents  
 \*\* Small sample size – fewer than 50 respondents



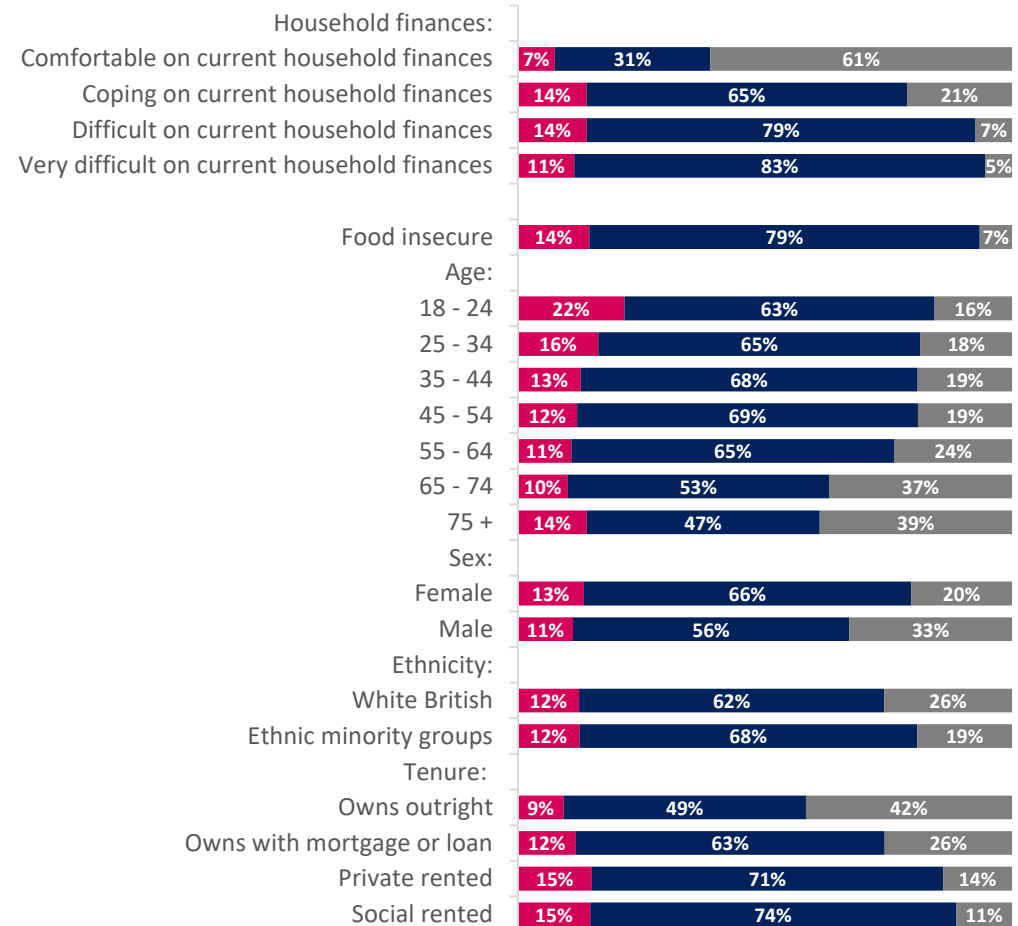


## Question: Which of these, if any, are you doing because of the increases in the Cost of Living? *Spending less on food shopping and essentials*

### Overall:



### Breakdowns that show interesting differences:



■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently

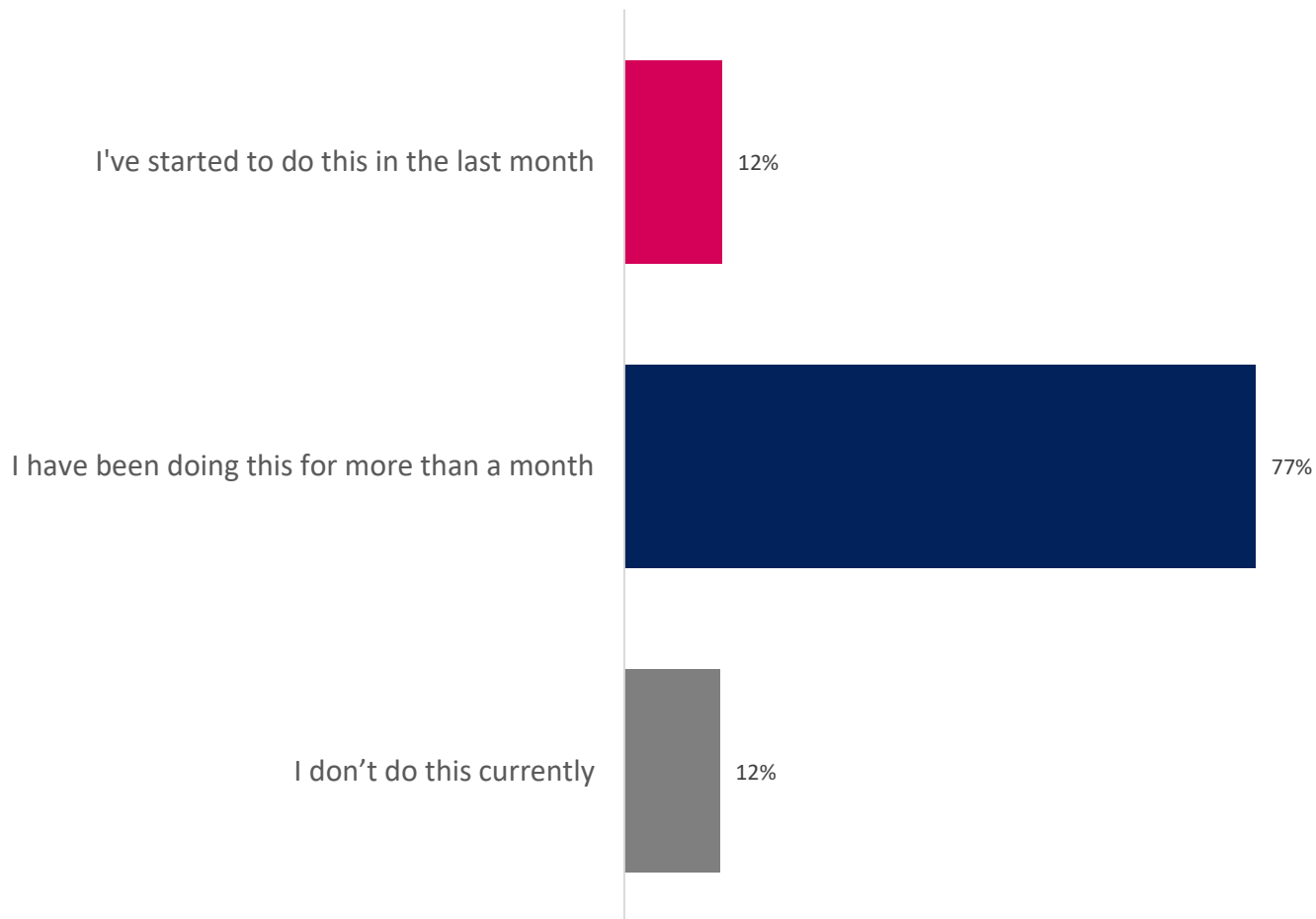
\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

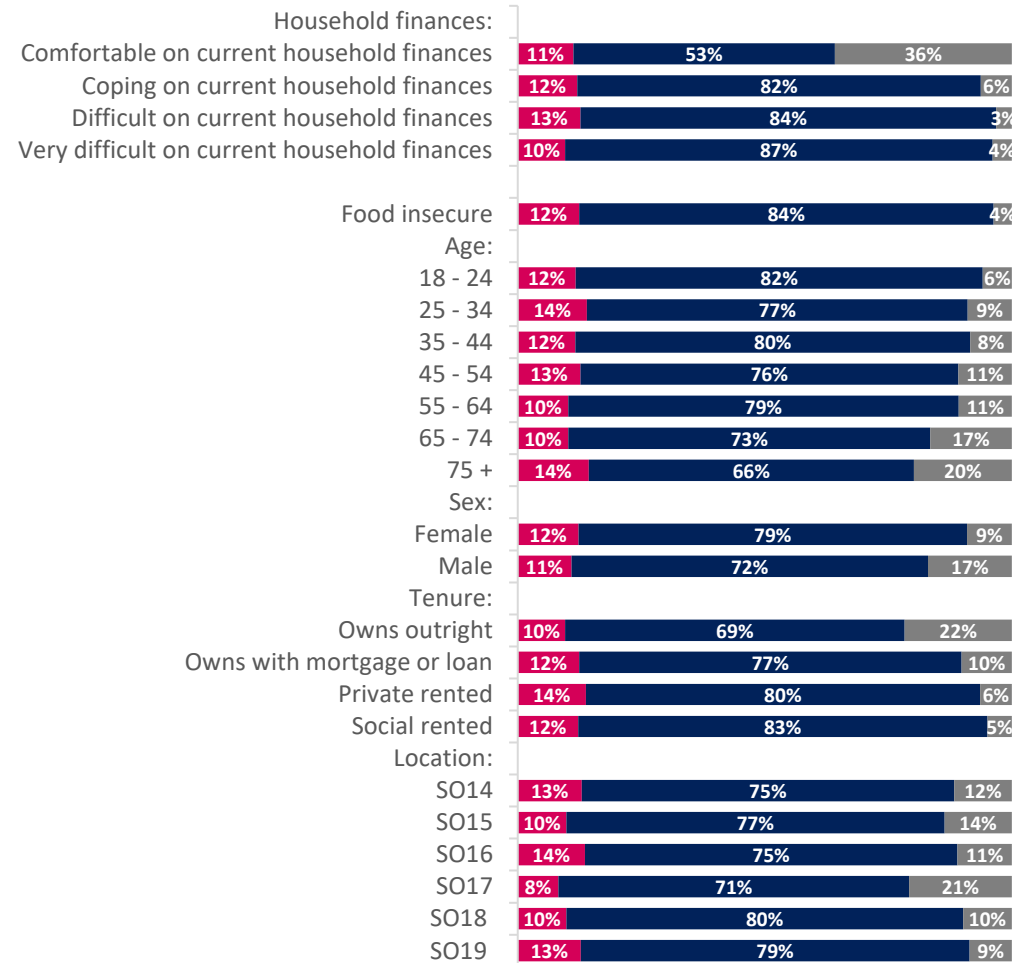


## Question: Which of these, if any, are you doing because of the increases in the Cost of Living? Spending less on non-essentials

### Overall:



### Breakdowns that show interesting differences:



■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently

\* Small sample size – fewer than 100 respondents

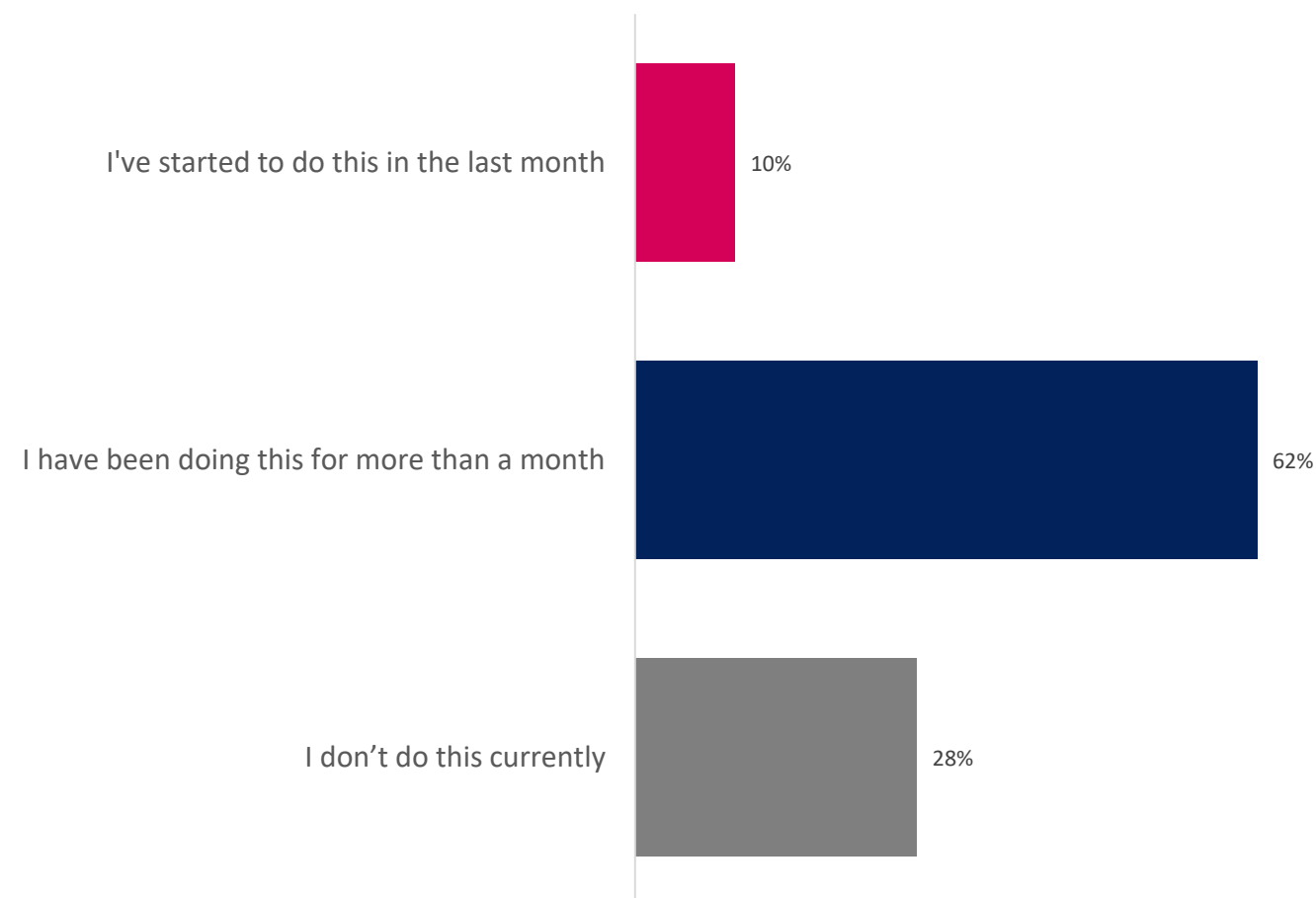
\*\*Small sample size – fewer than 50 respondents



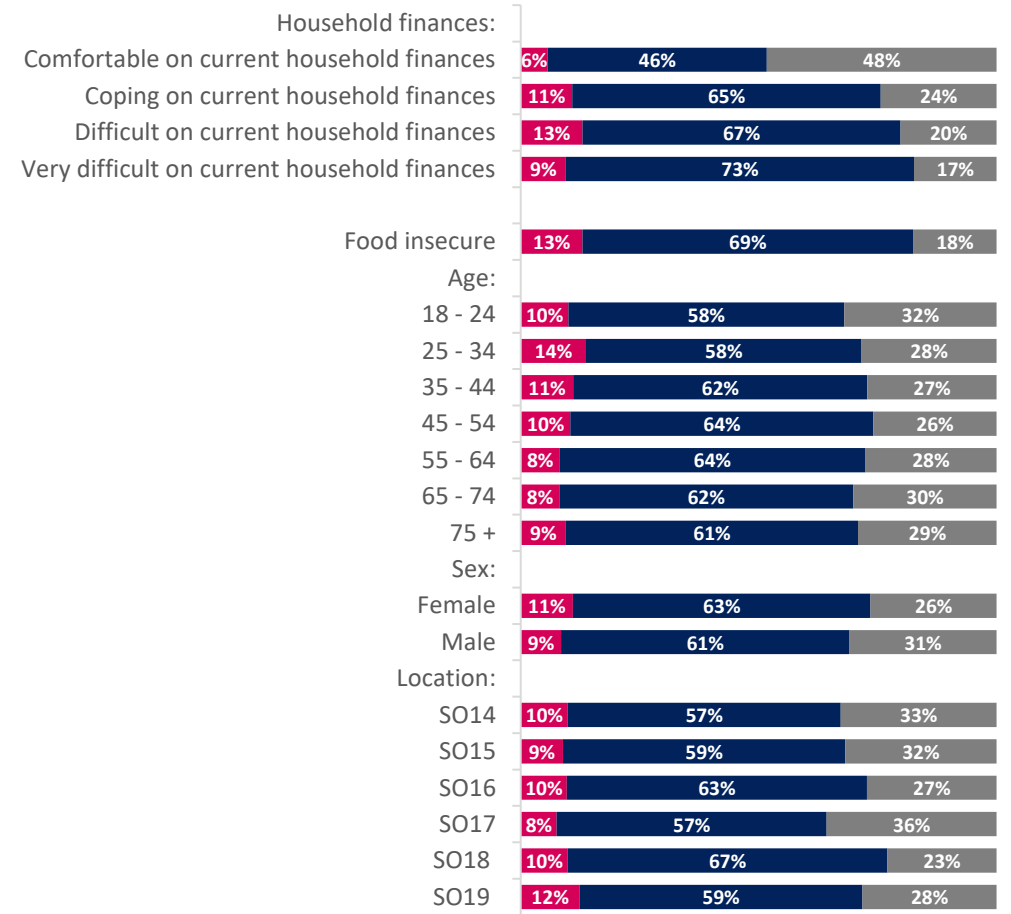
## Question: Which of these, if any, are you doing because of the increases in the Cost of Living?

### Cutting back on non-essential journeys in my vehicle

**Overall:**



### Breakdowns that show interesting differences:



■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently

\* Small sample size – fewer than 100 respondents

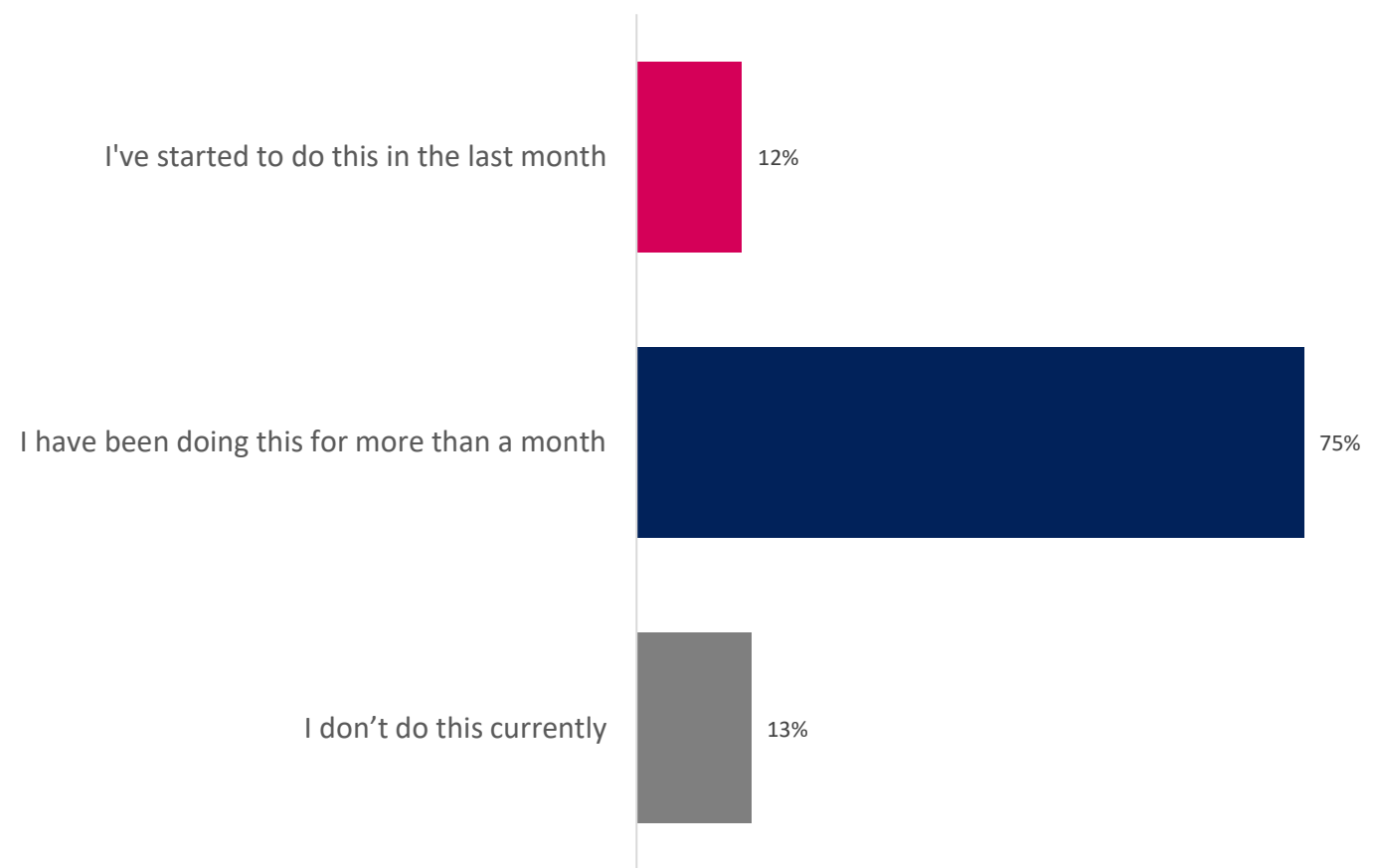
\*\*Small sample size – fewer than 50 respondents



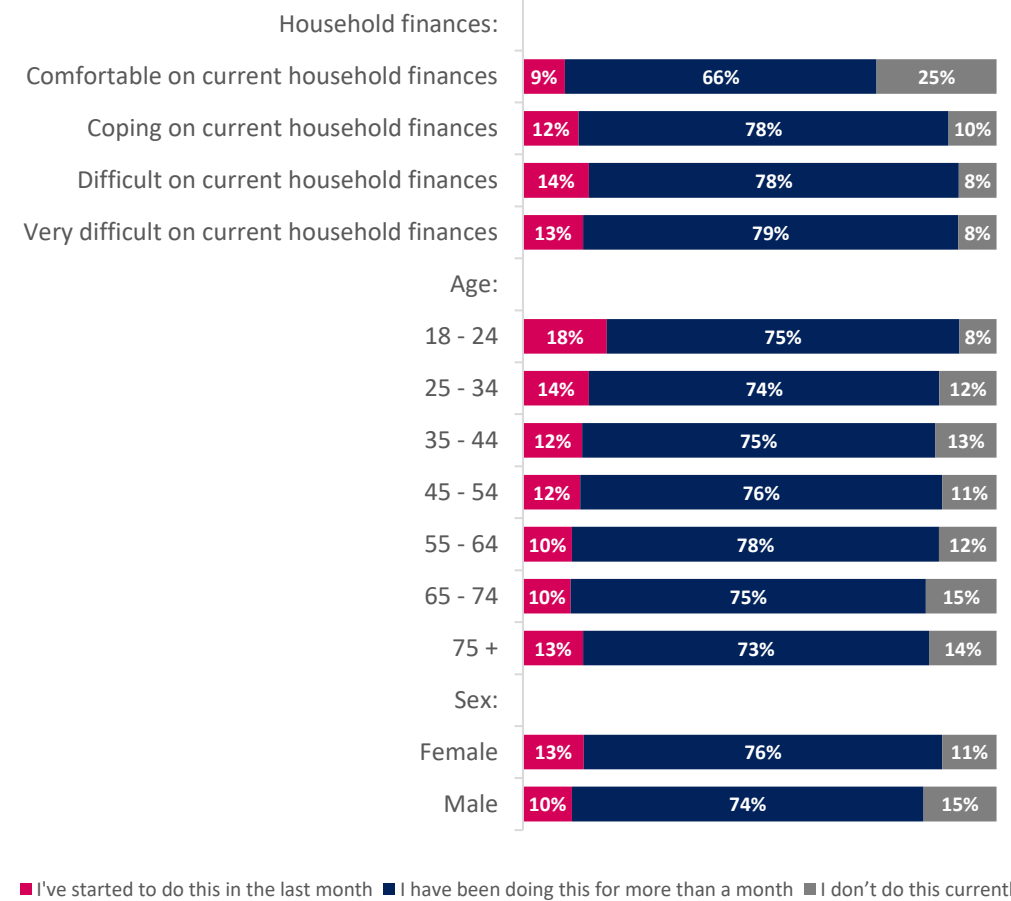
## Question: Which of these, if any, are you doing because of the increases in the Cost of Living?

### Using less fuel such as gas or electricity in my home

**Overall:**



**Breakdowns that show interesting differences:**



\* Small sample size – fewer than 100 respondents

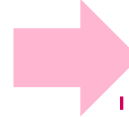
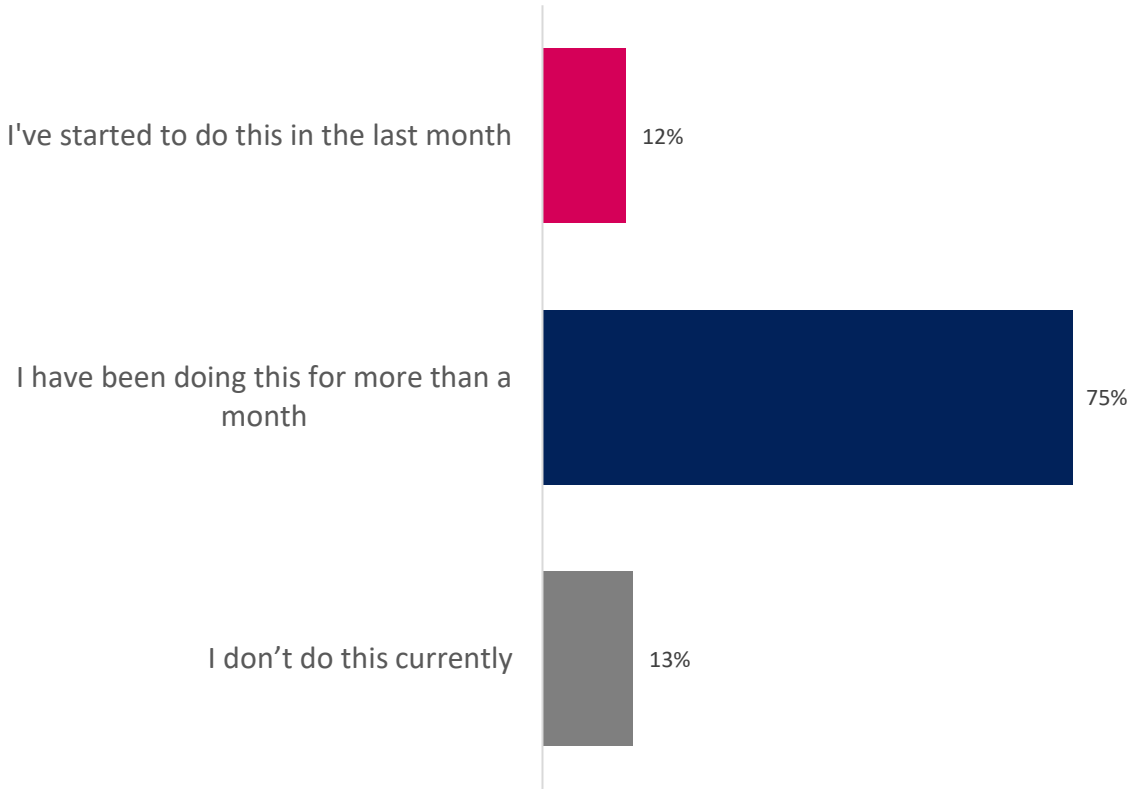
\*\*Small sample size – fewer than 50 respondents



# Using less fuel such as gas or electricity

**Question:** Which of these, if any, are you doing because of the increases in the Cost of Living? *Using less fuel such as gas or electricity in my home*

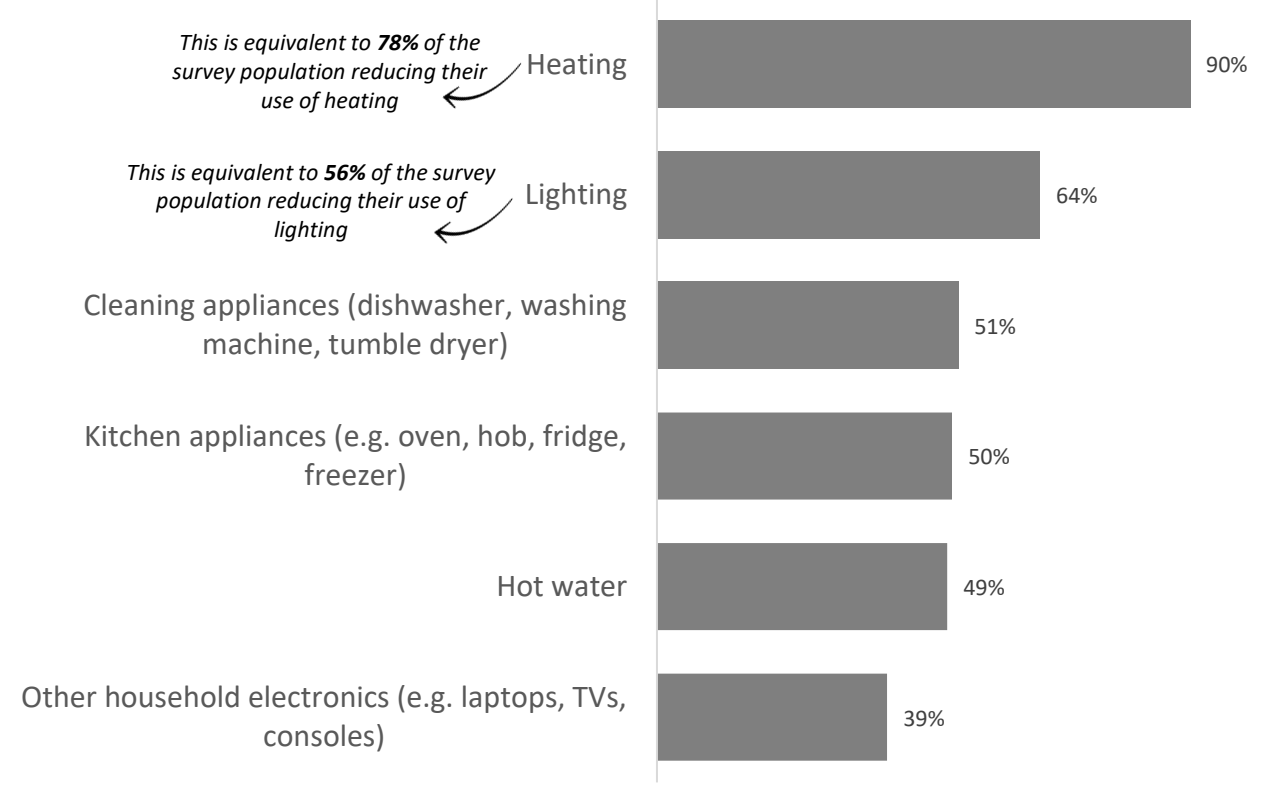
**Overall:**



**Question:** You've said you're reducing your gas or electric, which of the following have you changed your use of?

*Routed to those who are using less gas or electric in the past month or more*

**Overall:**



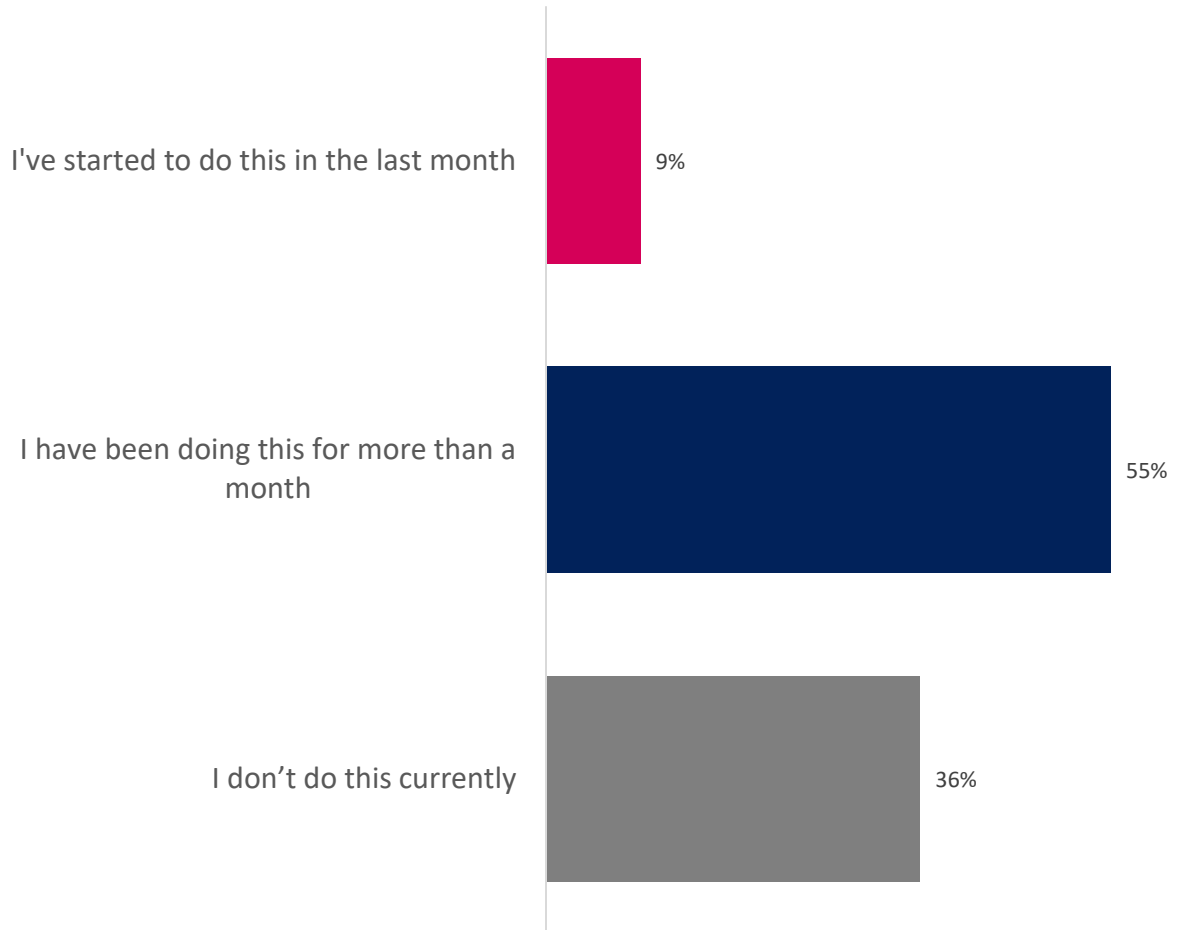


# Making energy efficiency improvements to my home

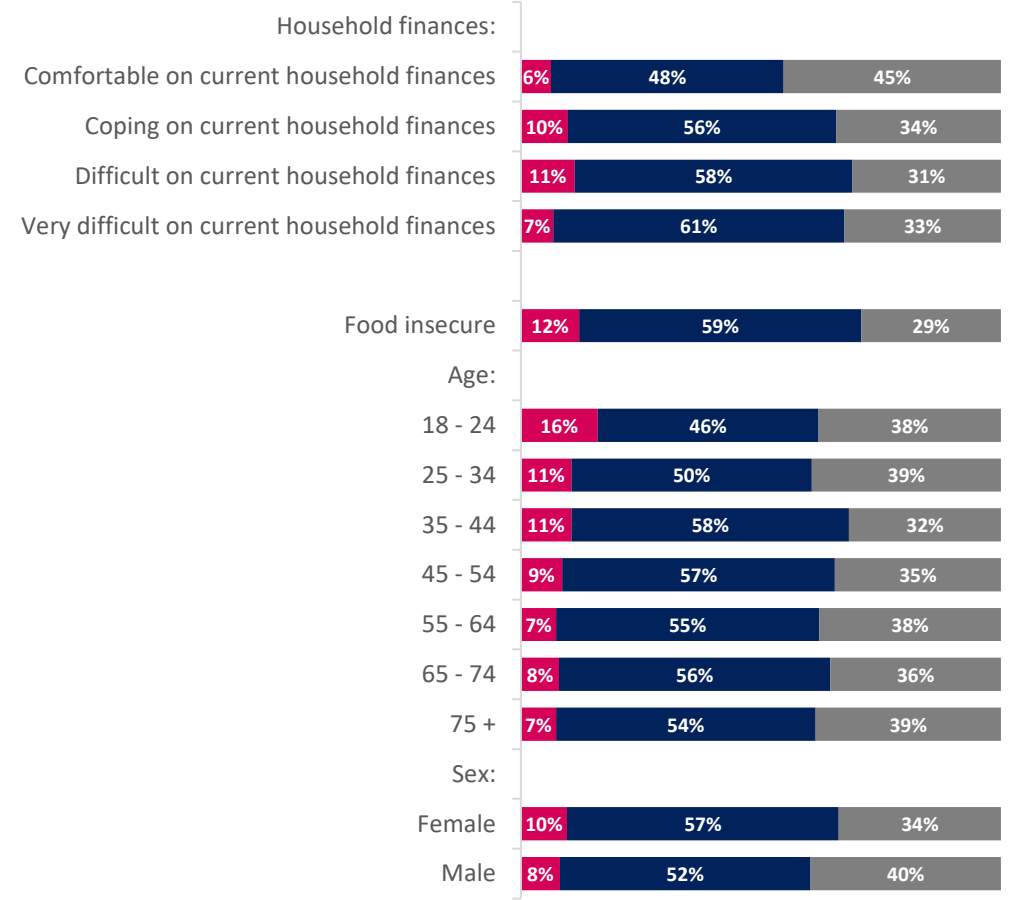
**Question:** Which of these, if any, are you doing because of the increases in the Cost of Living?

*Making energy efficiency improvements to my home*

**Overall:**



**Breakdowns that show interesting differences:**



■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently

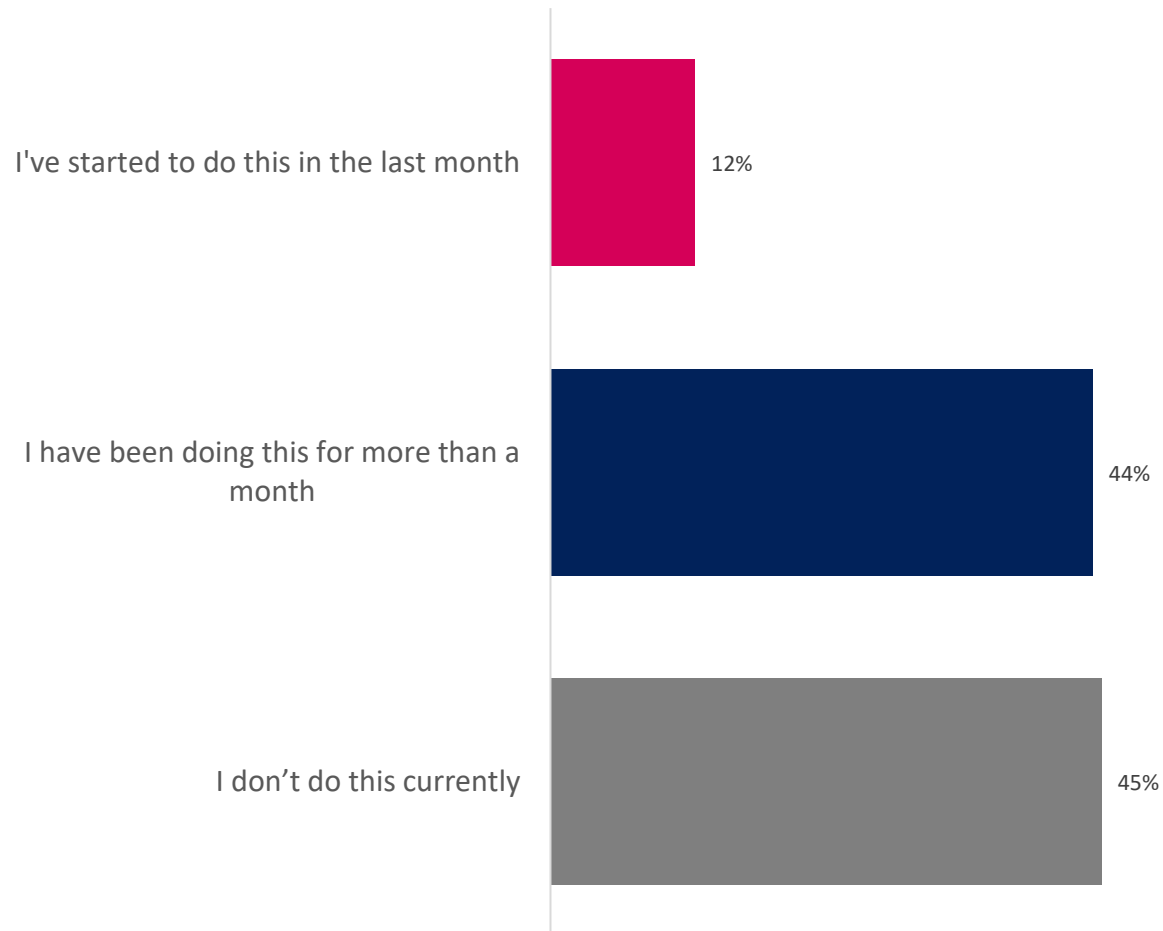
\* Small sample size – fewer than 100 respondents  
\*\*Small sample size – fewer than 50 respondents



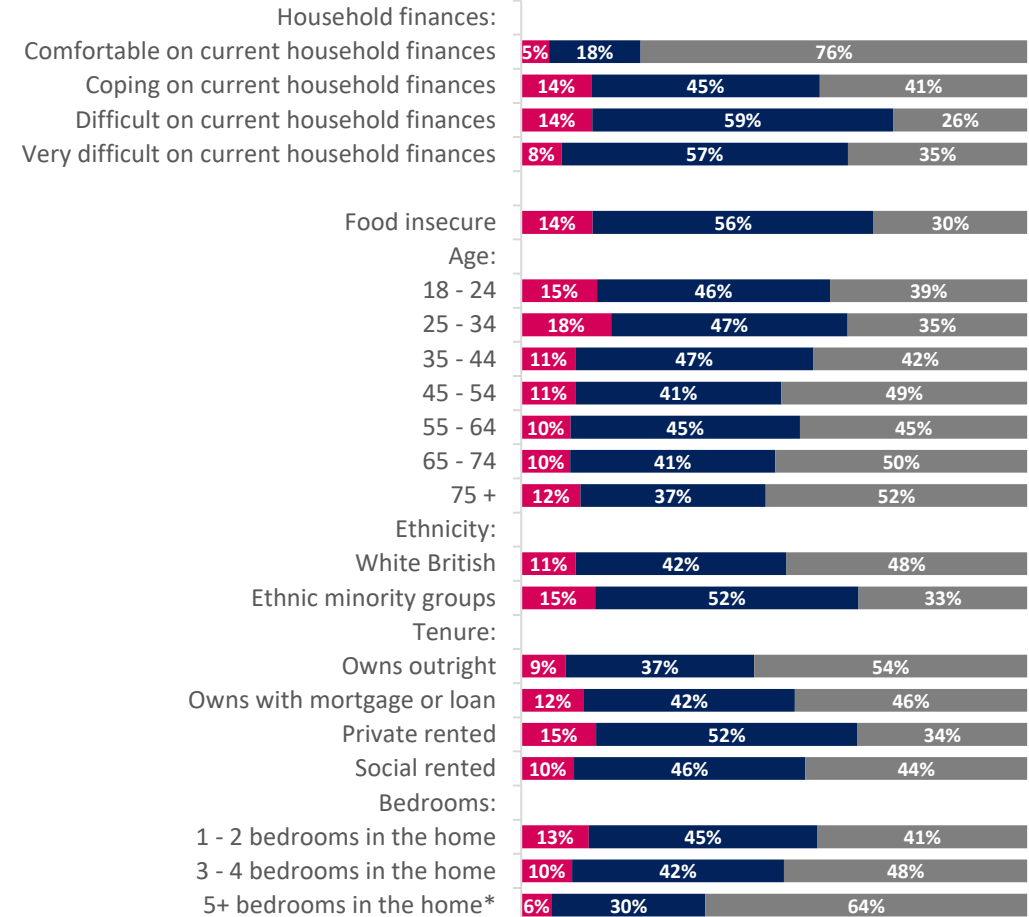
## Question: Which of these, if any, are you doing because of the increases in the Cost of Living?

### Using my savings

#### Overall:



#### Breakdowns that show interesting differences:



■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently

\* Small sample size – fewer than 100 respondents

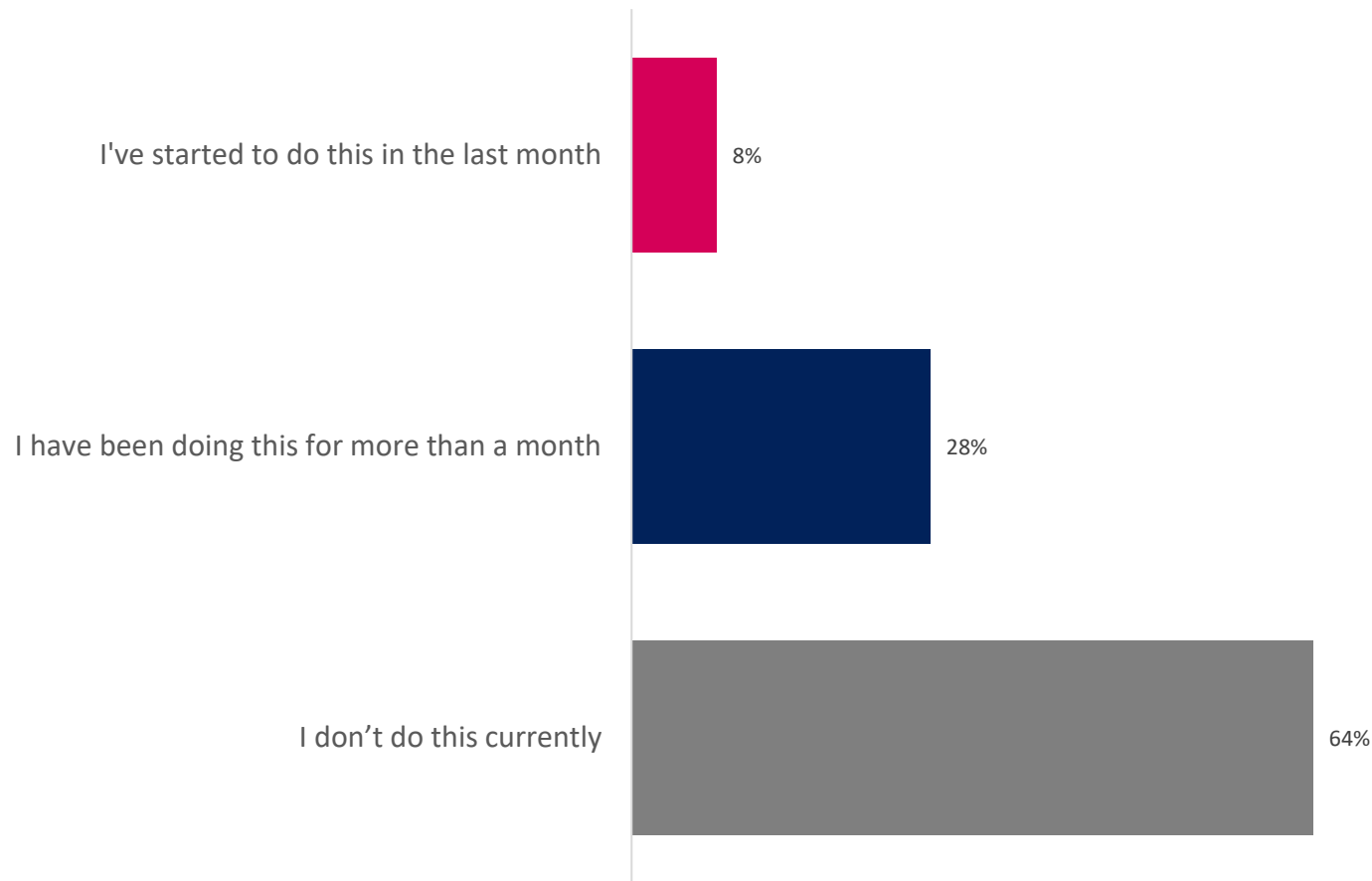
\*\*Small sample size – fewer than 50 respondents



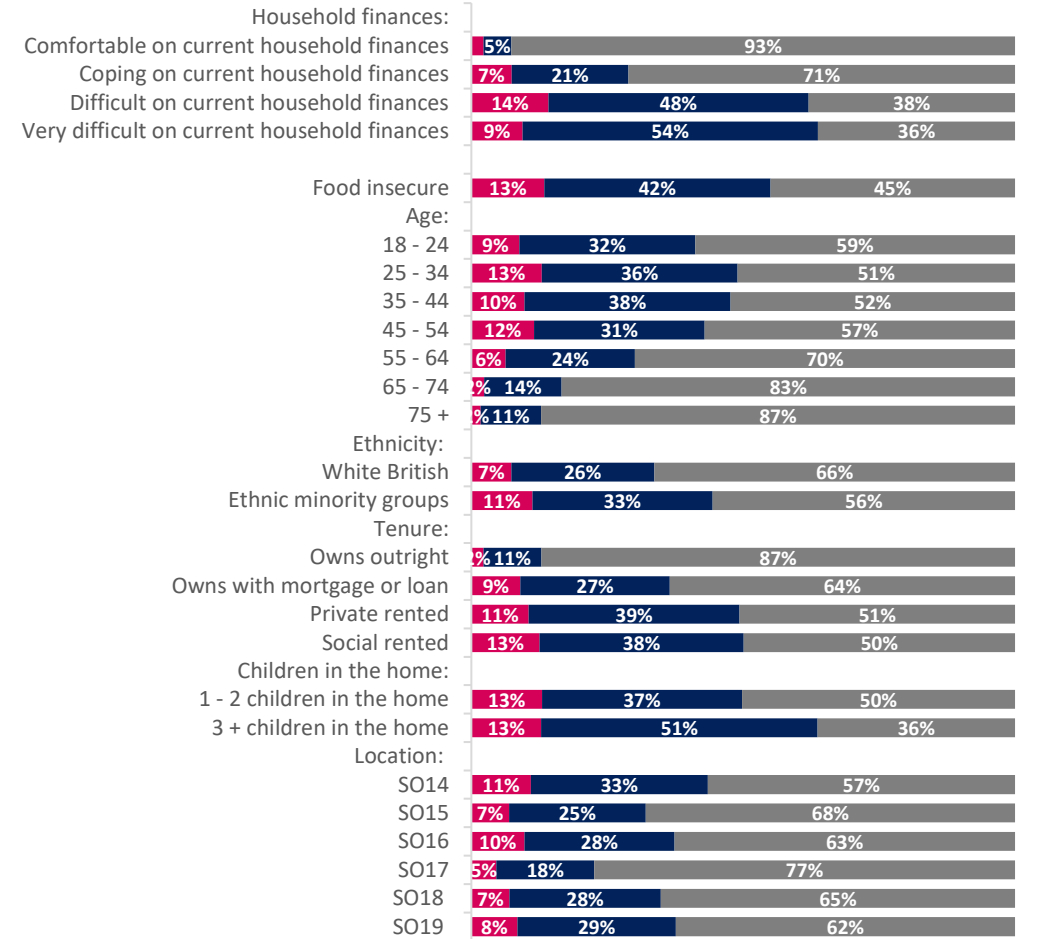
# Using more credit than usual

**Question:** Which of these, if any, are you doing because of the increases in the Cost of Living?  
*Using more credit than usual, for example, credit cards, loans or overdrafts*

**Overall:**



**Breakdowns that show interesting differences:**



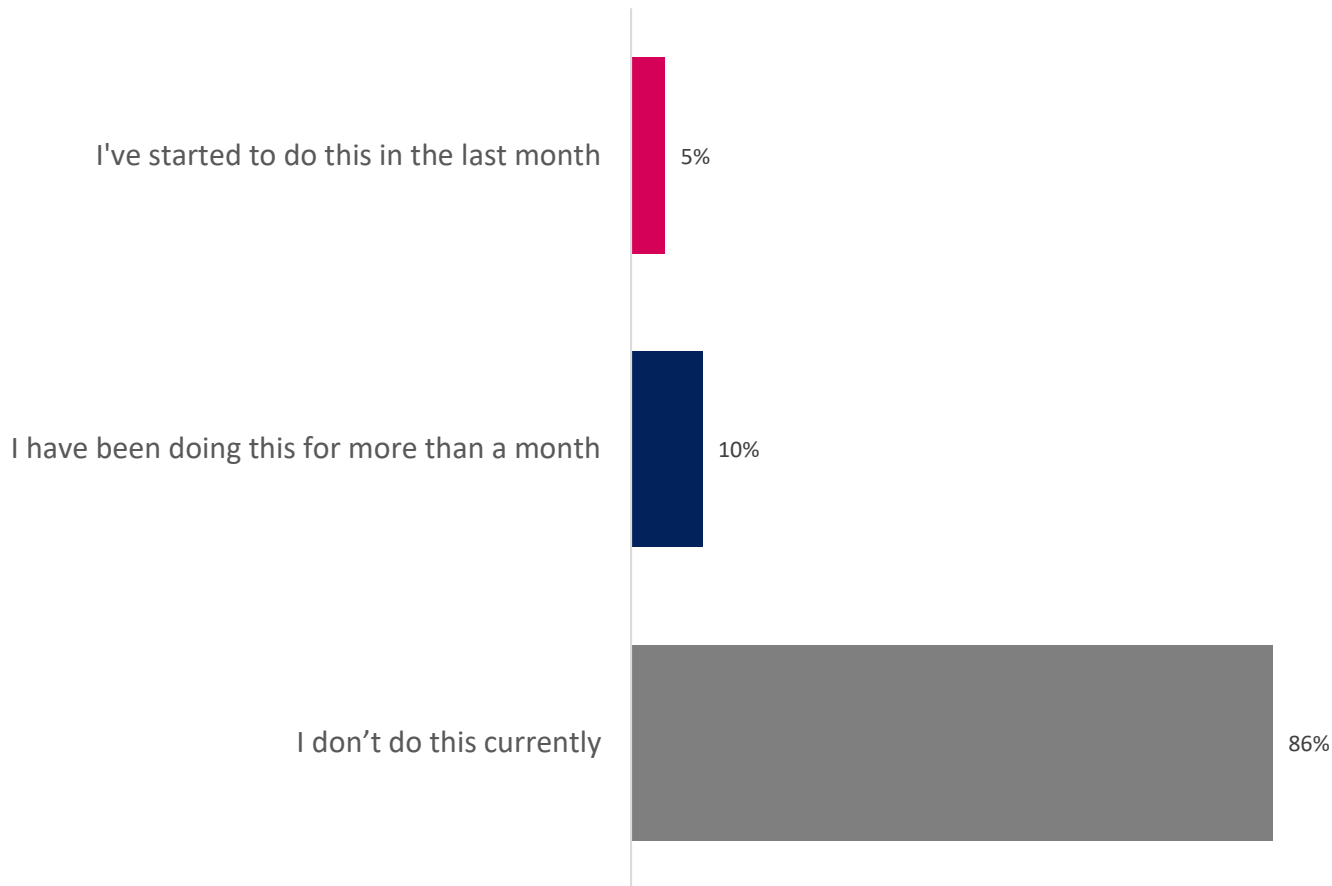
■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently



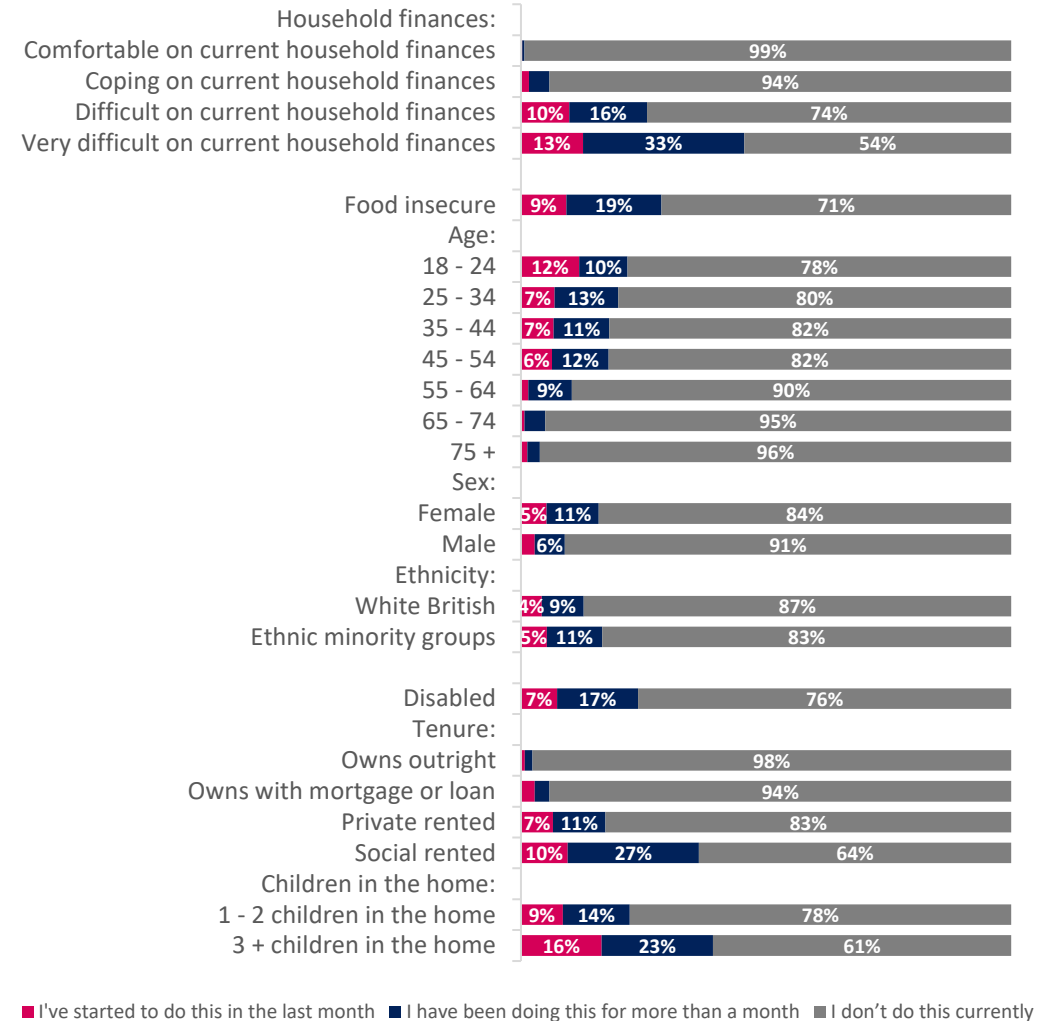


## Question: Which of these, if any, are you doing because of the increases in the Cost of Living? Using support from charities, including food banks

### Overall:



### Breakdowns that show interesting differences:

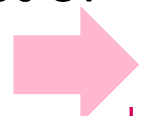
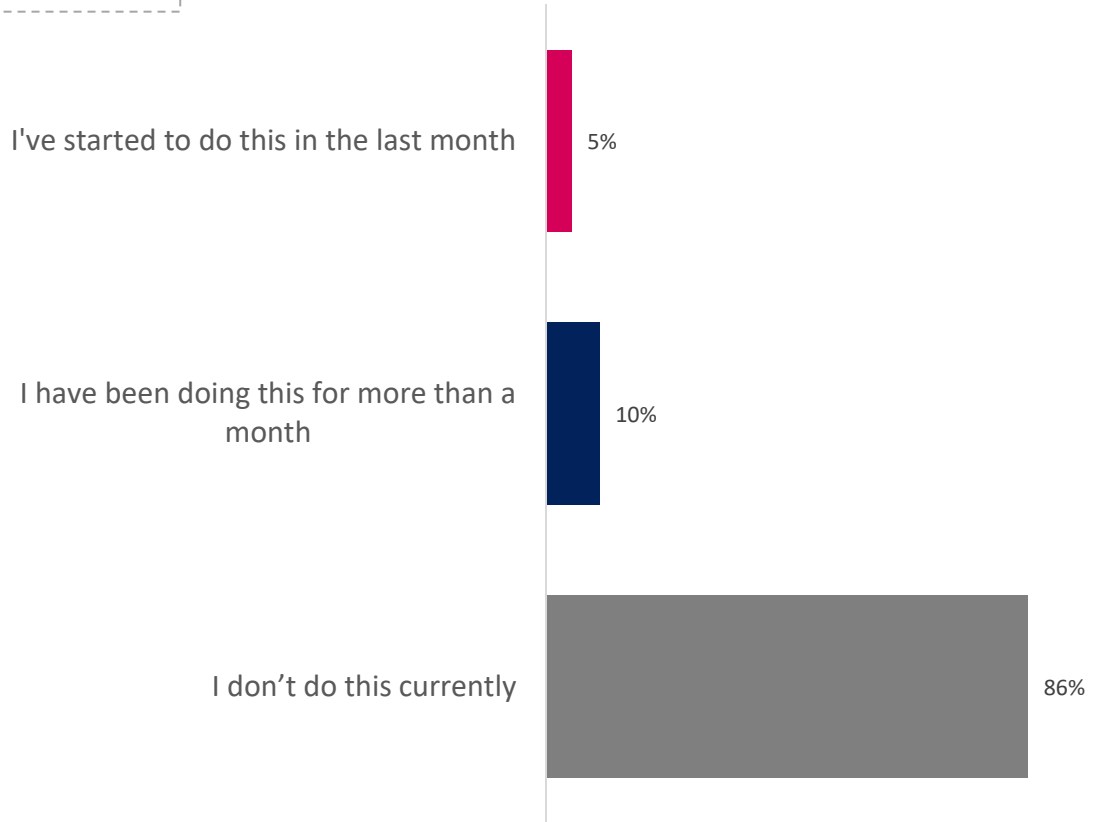


■ I've started to do this in the last month ■ I have been doing this for more than a month ■ I don't do this currently



**Question:** Which of these, if any, are you doing because of the increases in the Cost of Living? *Using support from charities, including food banks*

**Overall:**

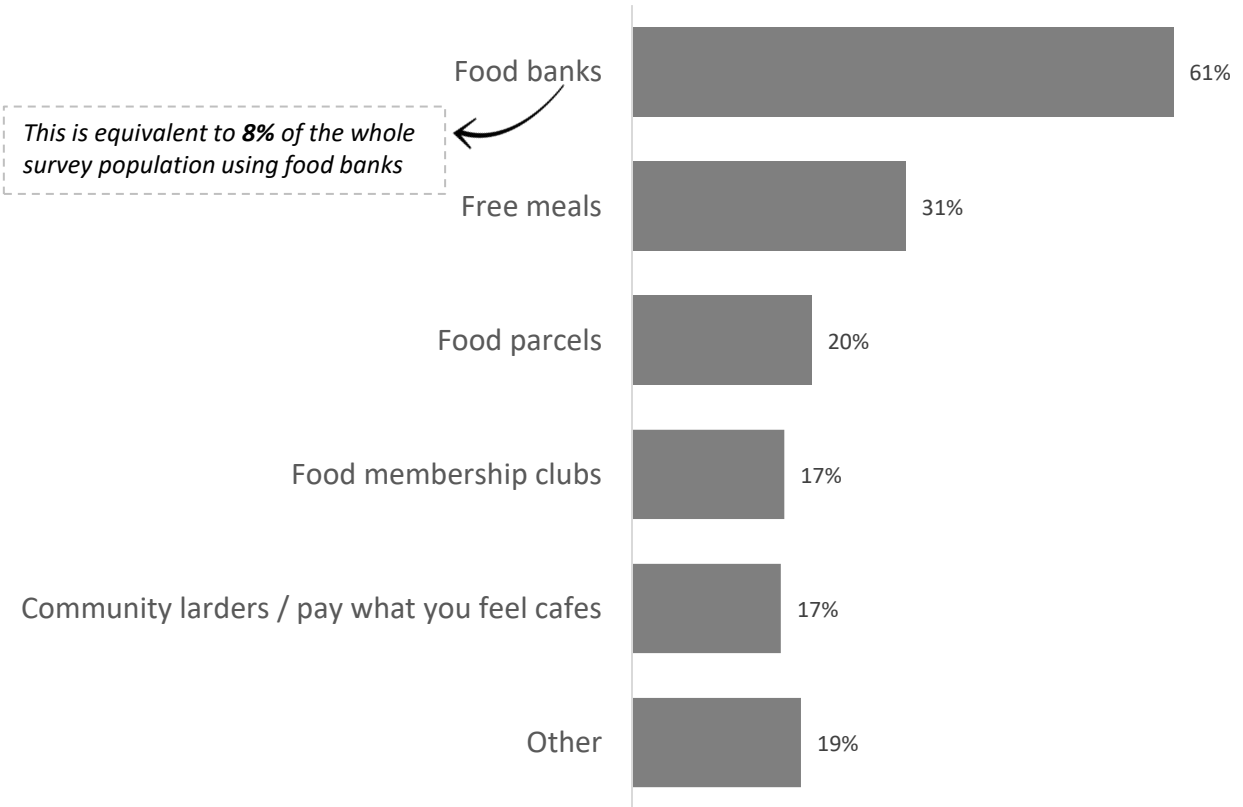


**Question:** Respondents that use support from food provision, were asked 'where have you gone for support with food provision?'

*Routed to those who are using support for food provision*

**Overall:**

*This is equivalent to 8% of the whole survey population using food banks*

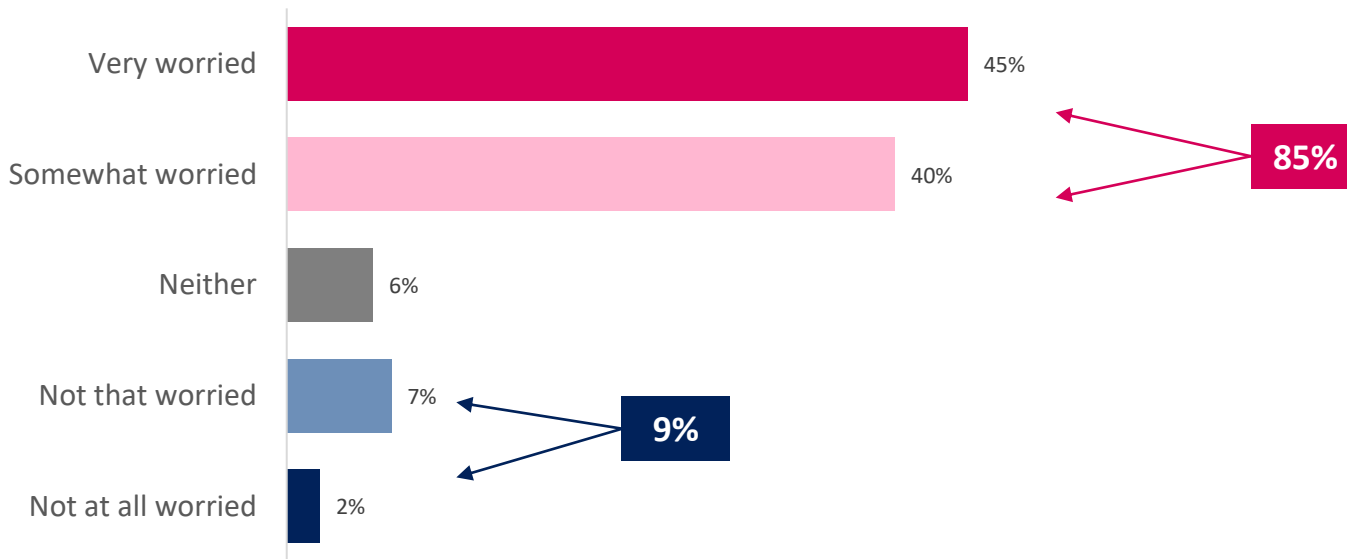




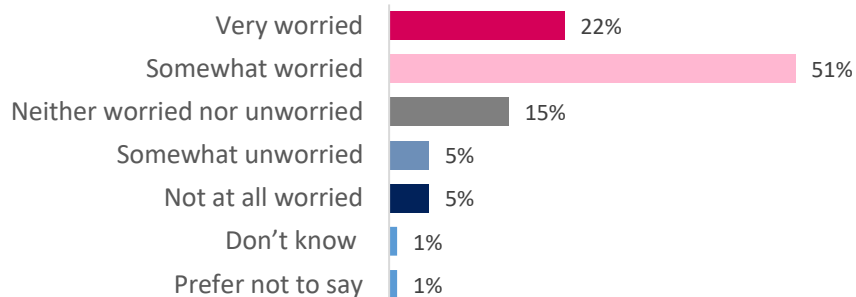
# Worries about rising costs of living

## Question: In the past two weeks, how worried or unworried have you been about rising costs of living?

### Overall:

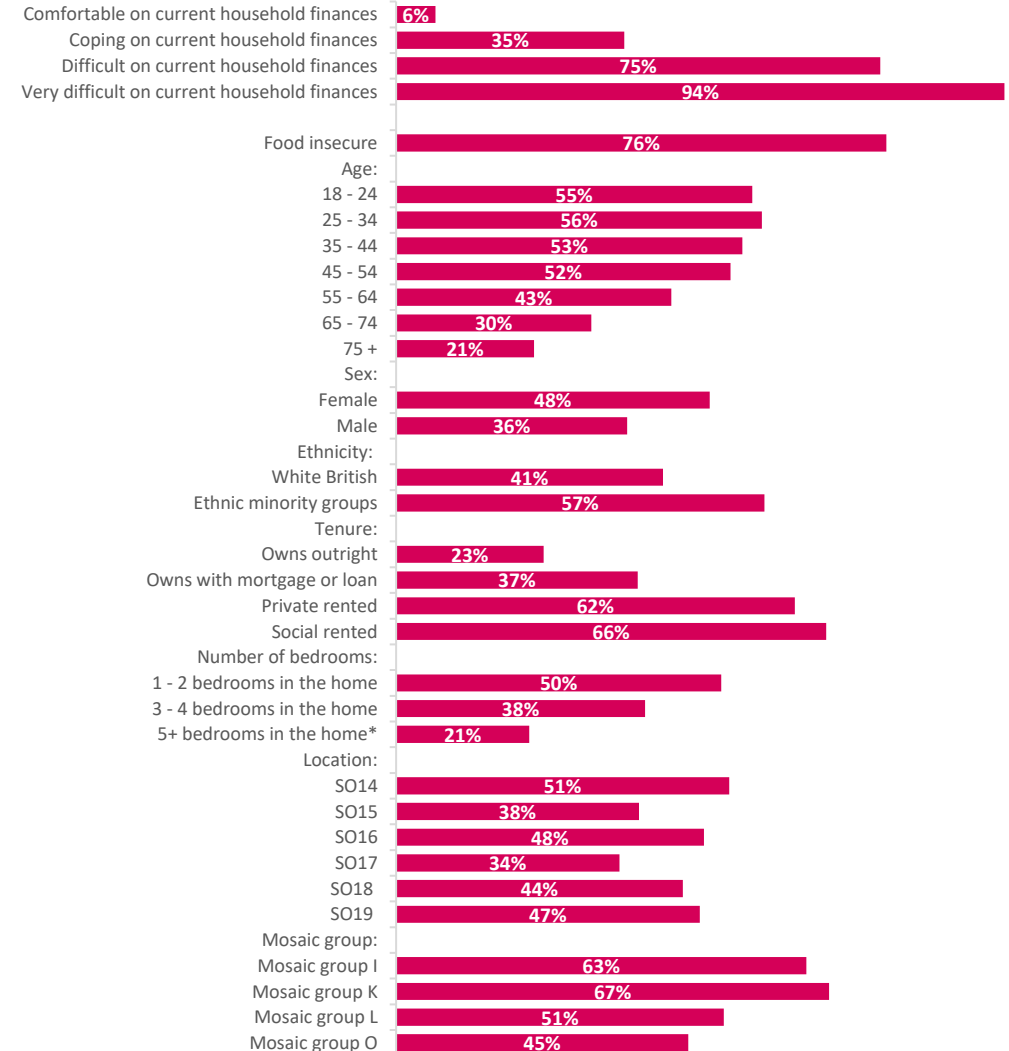


### ...Comparison with ONS national data\*



*\*Base numbers and results included 'don't know' and 'prefer not to say', which were removed from Southampton figures.*

### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents



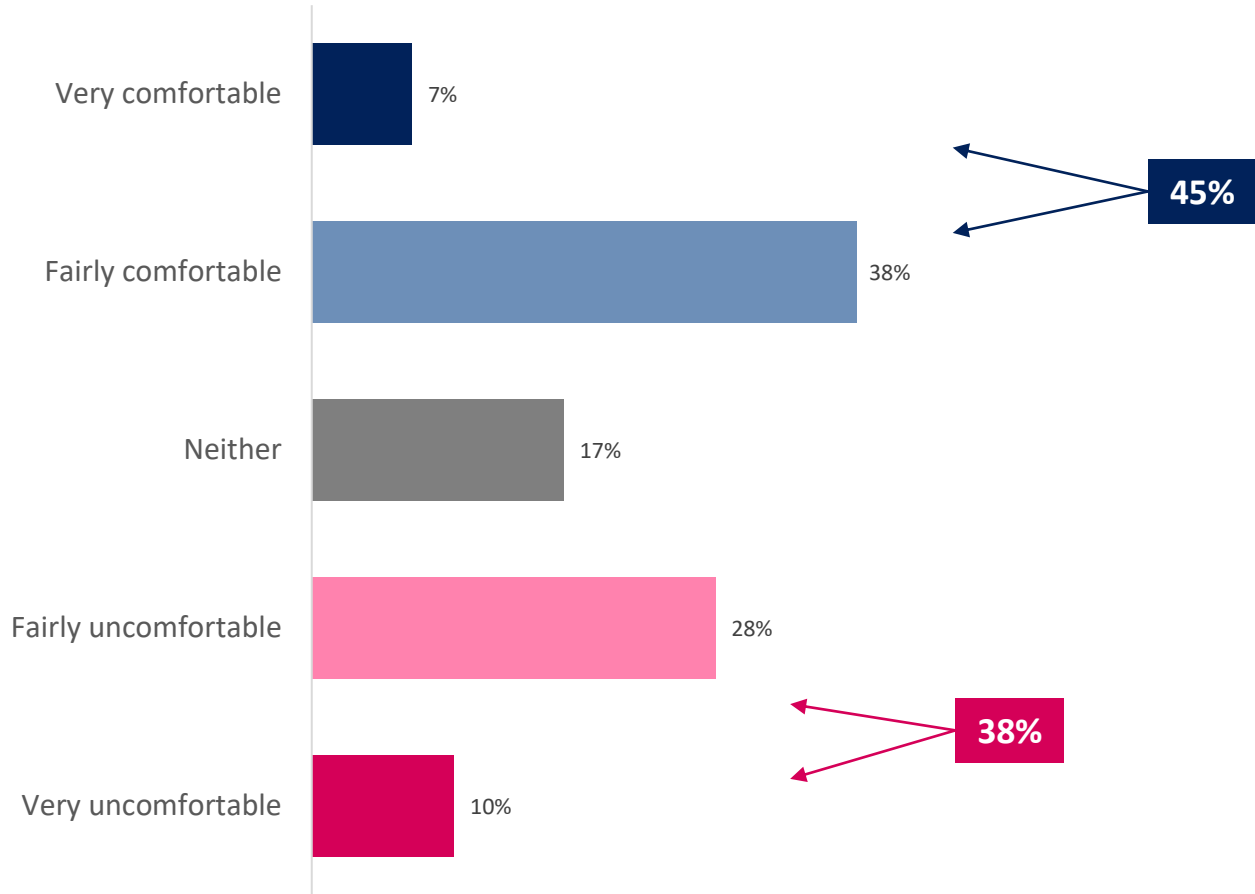
# Heating your home



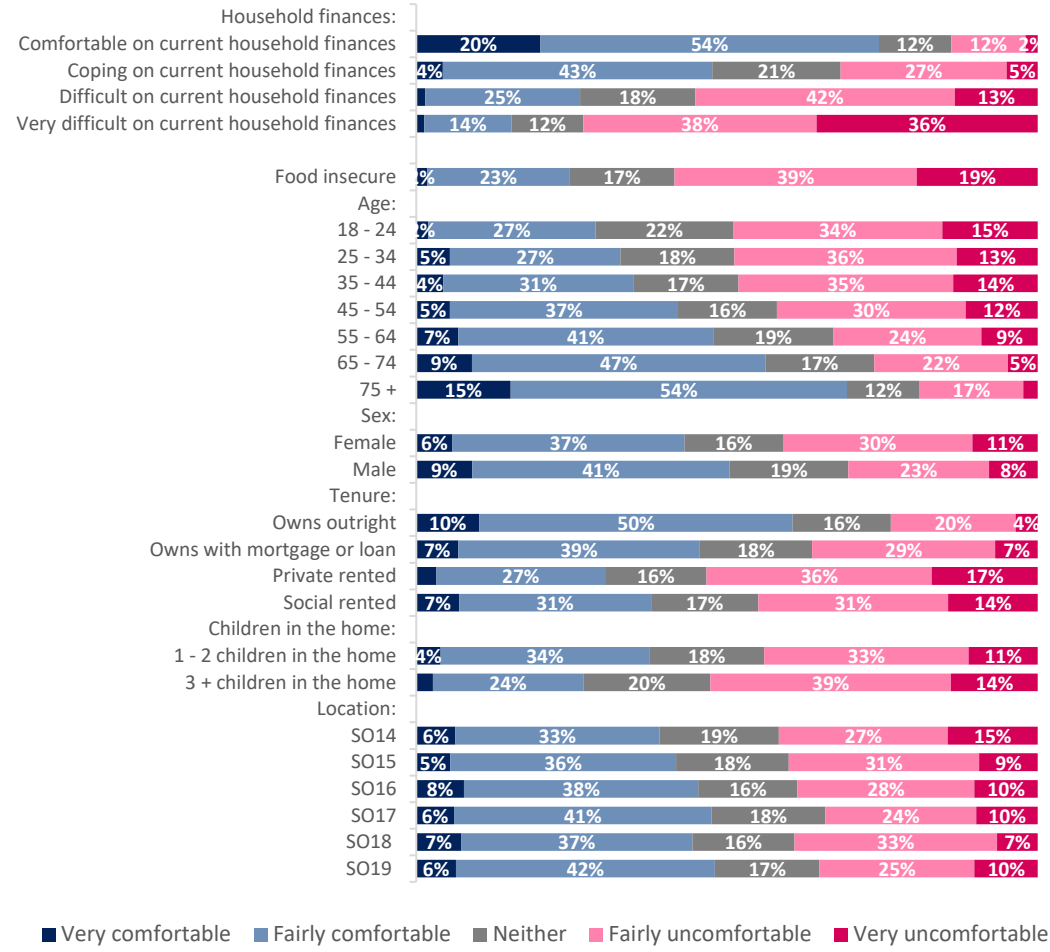
# Temperature of your home

## Question: How comfortable is the temperature of your home?

**Overall:**



### Breakdowns that show interesting differences:



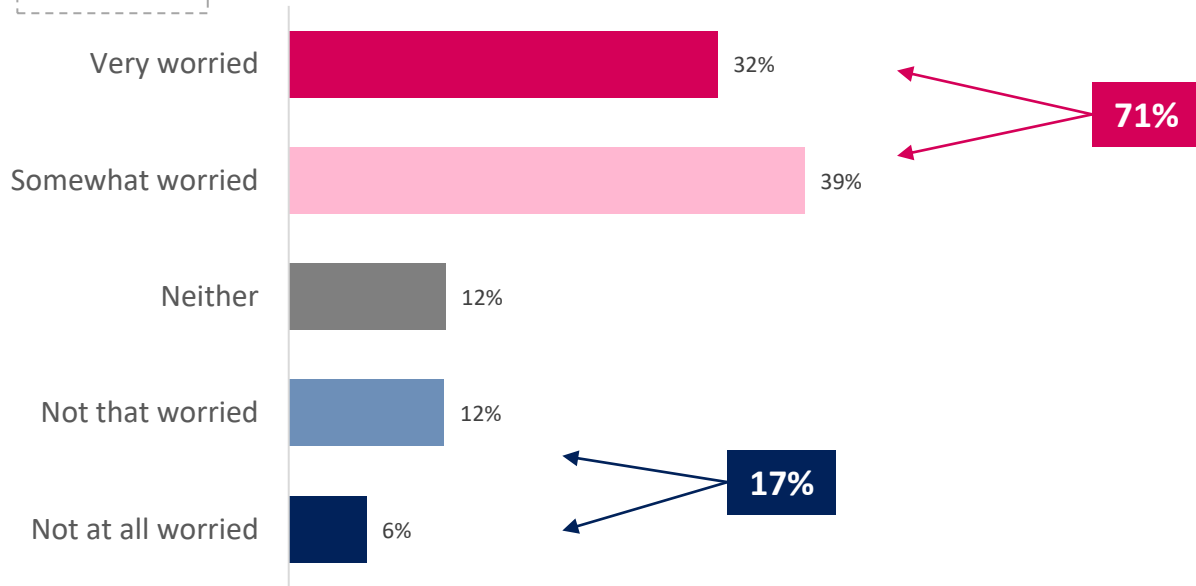
\* Small sample size – fewer than 100 respondents  
 \*\*Small sample size – fewer than 50 respondents



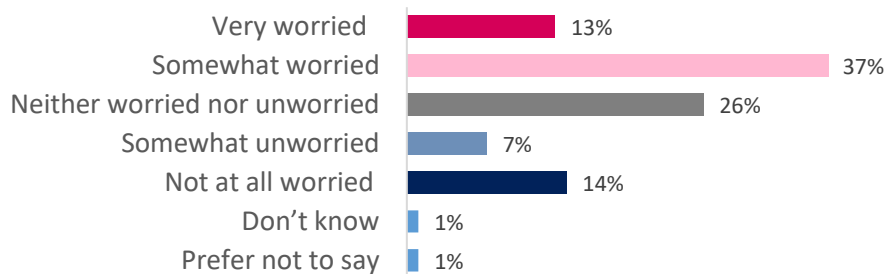
# Worries about keeping warm

## Question: In the past two weeks, how worried or unworried have you been about keeping warm in your home over winter?

### Overall:

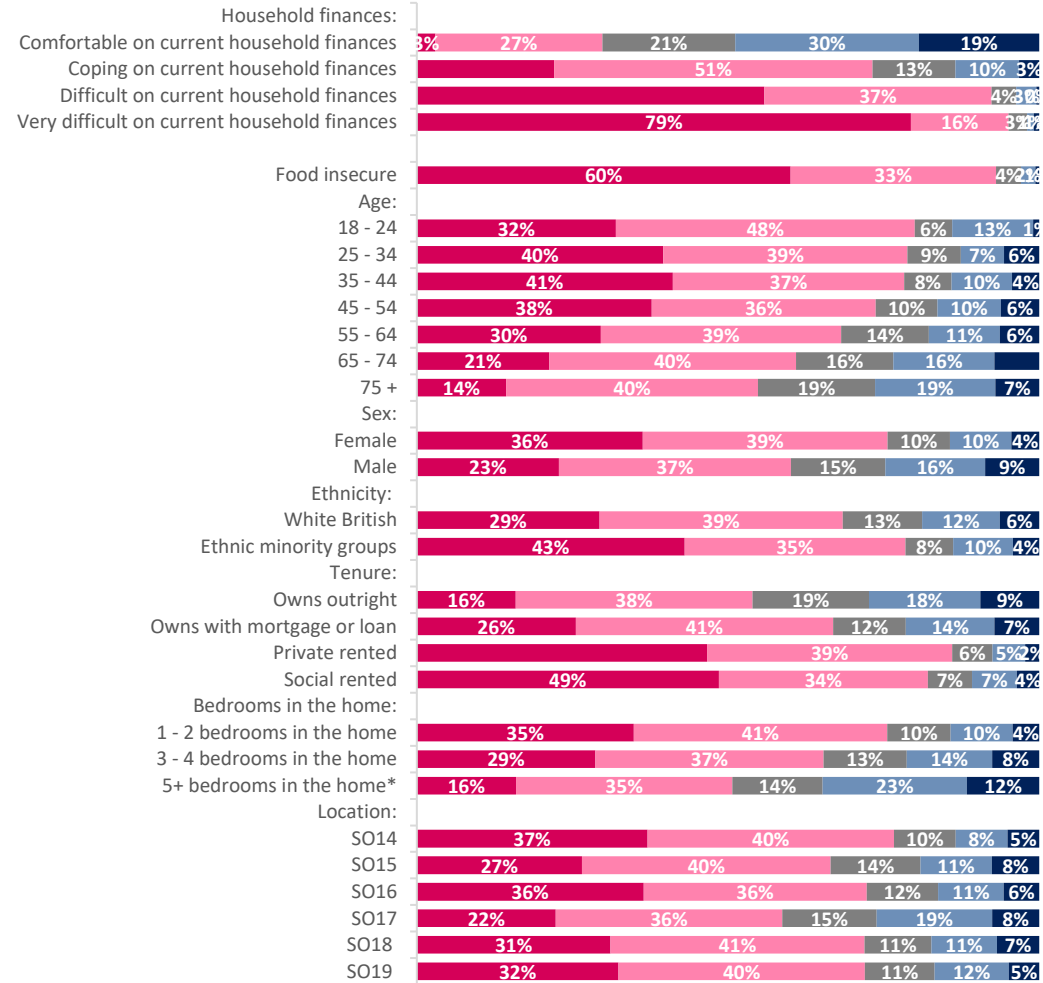


### ...Comparison with ONS national data\*



\*Base numbers and results included 'don't know' and 'prefer not to say', which were removed from Southampton figures.

### Breakdowns that show interesting differences:



Very worried Somewhat worried Neither Not that worried Not at all worried

\* Small sample size – fewer than 100 respondents

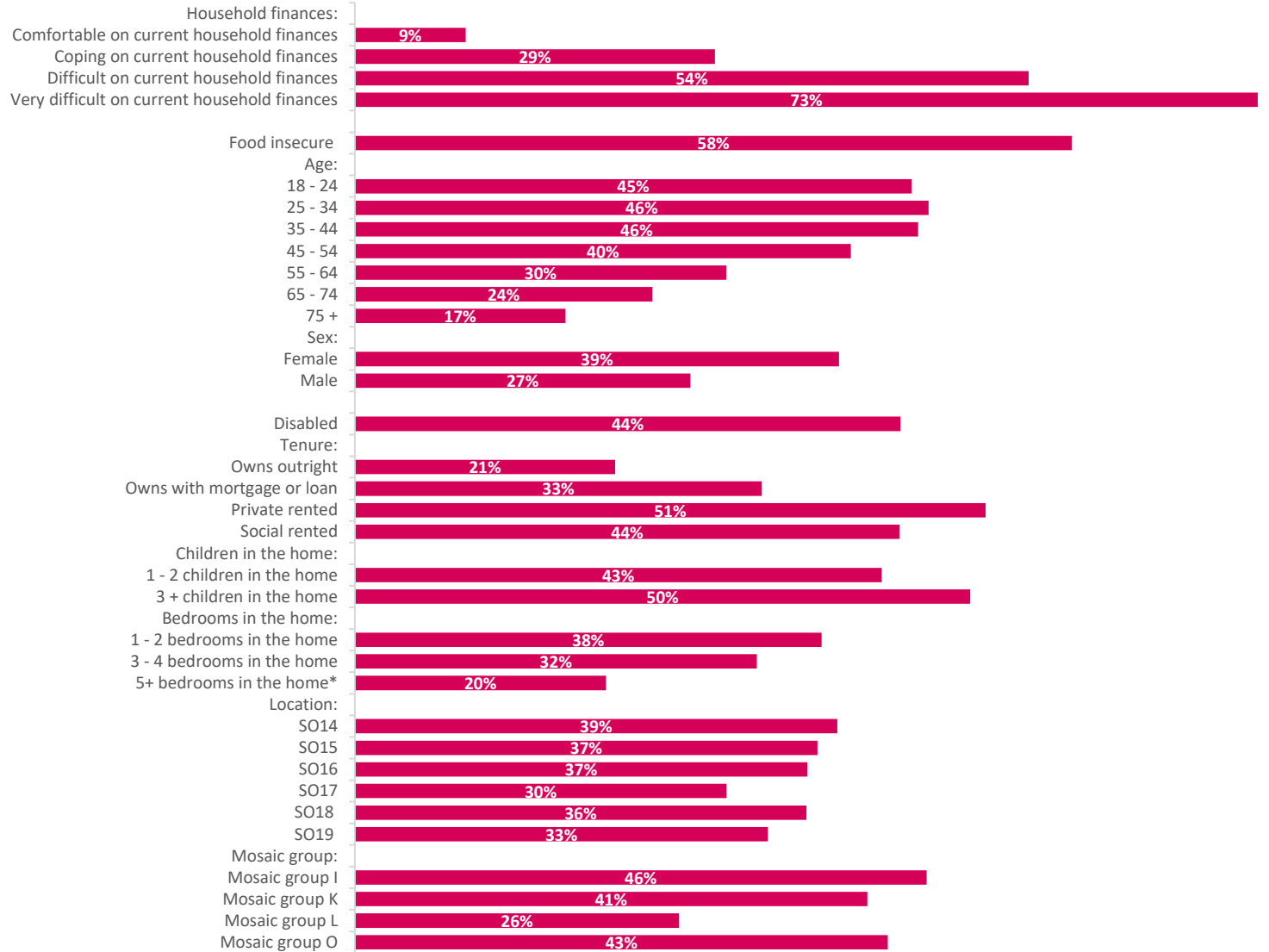
\*\* Small sample size – fewer than 50 respondents



# Worries about keeping warm and uncomfortable with temperature

35% of respondents are both worried about keeping their homes warm and uncomfortable with the temperature in their homes.

## Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents



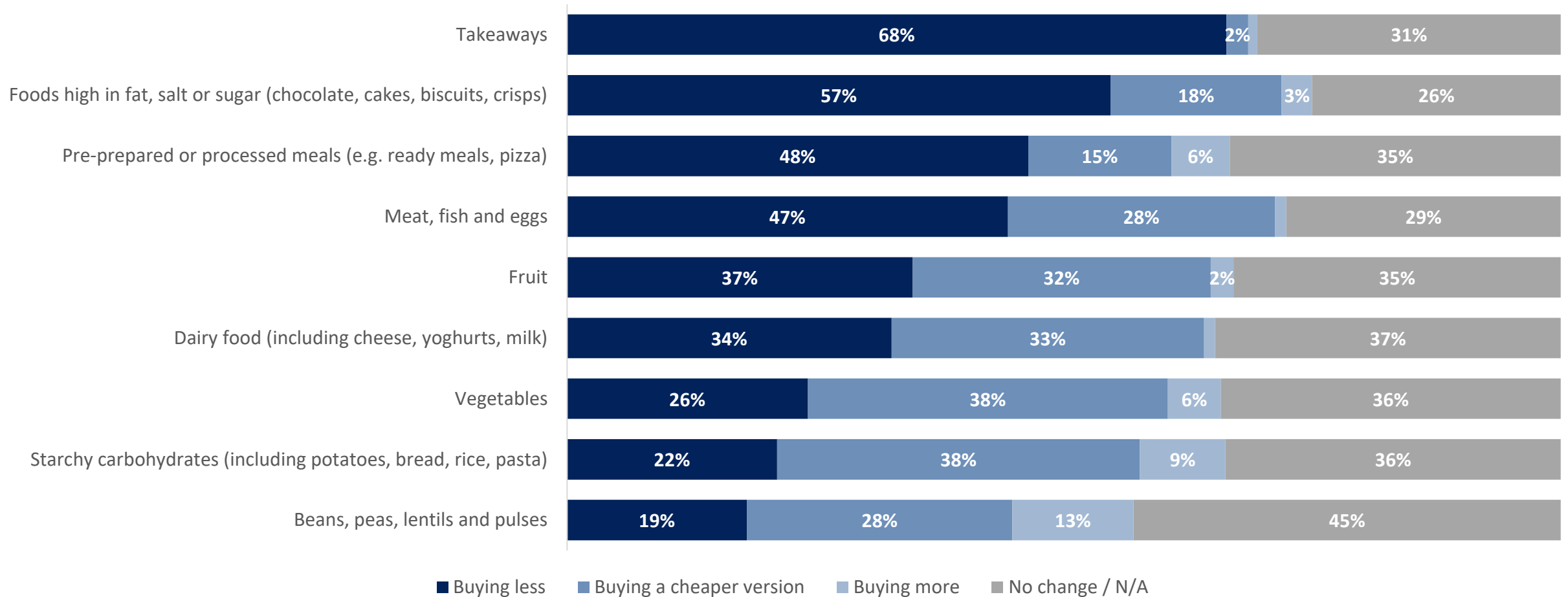
# Food habits





**Question:** Please let us know if your food purchasing habits has changed.

**Overall:**

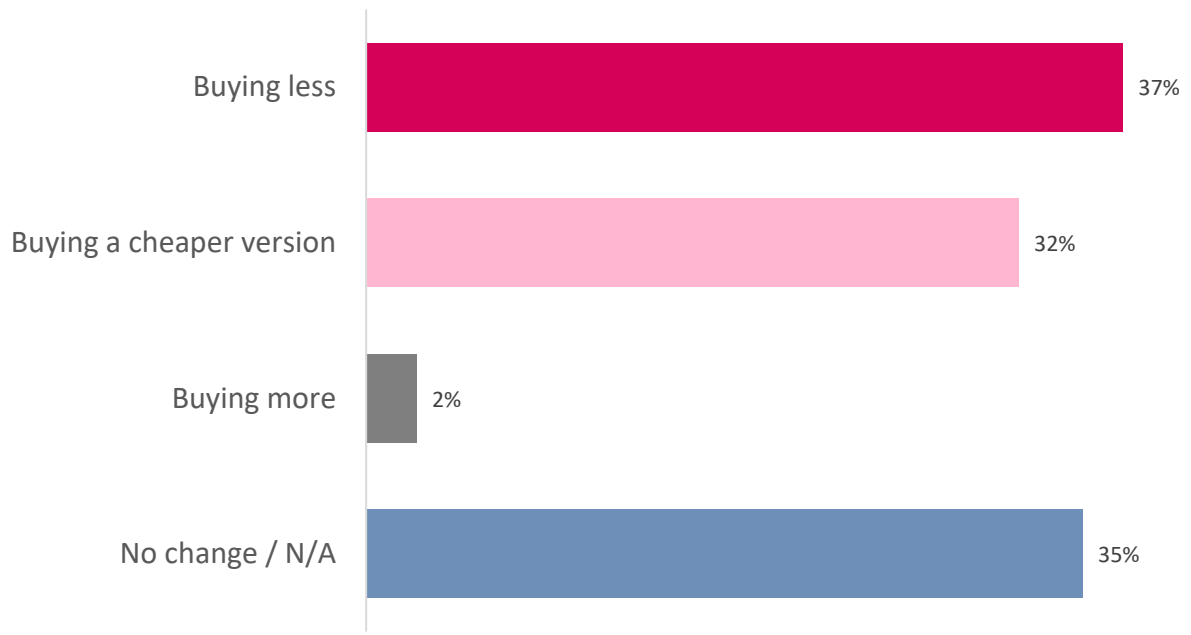




## Question: Please let us know if your food purchasing habits has changed for the following:

### Fruit

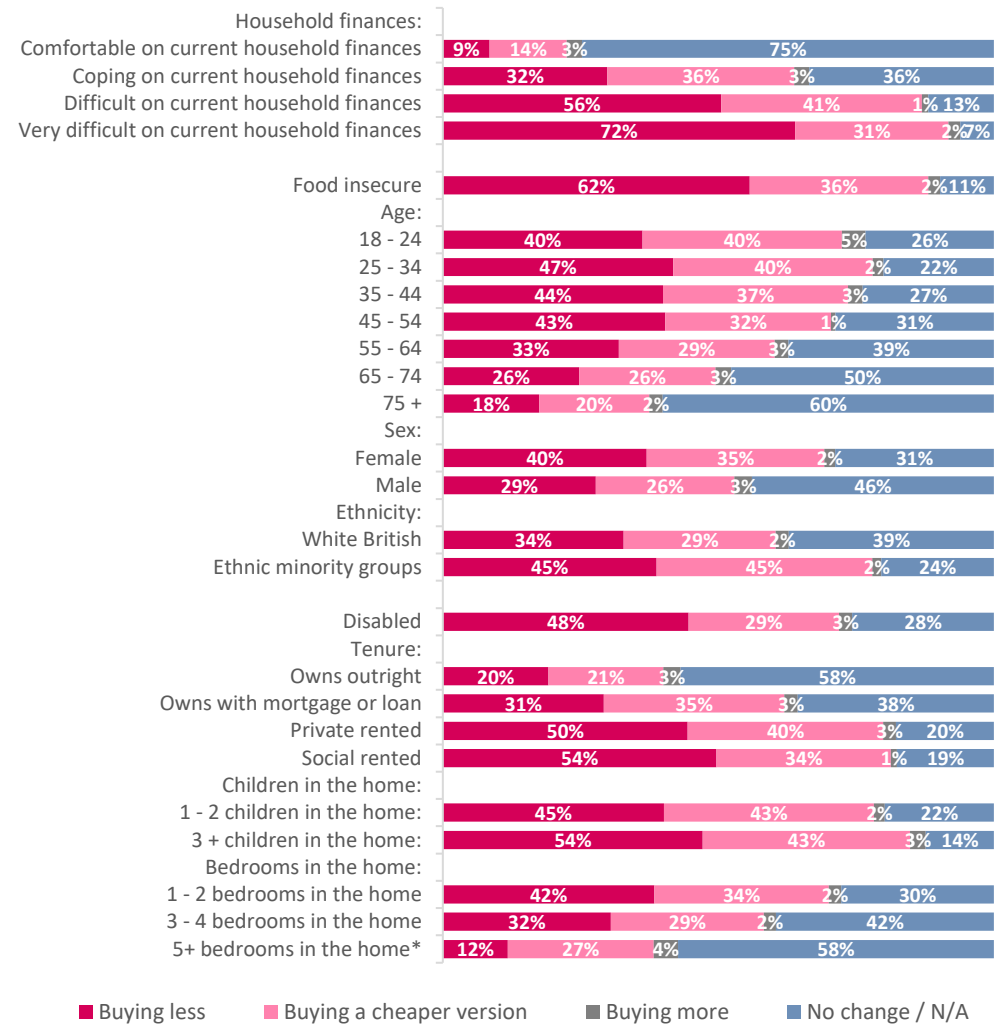
**Overall:**



### ...Comparison with Food Foundation national data

The Food Foundation reported that **households who are food insecure are cutting back on their purchases of fruit, more than households who are food secure. Southampton results show a similar pattern** with 62% of those who are food insecure cutting back on fruit purchases, compared with an average of 37%.

### Breakdowns that show interesting differences:

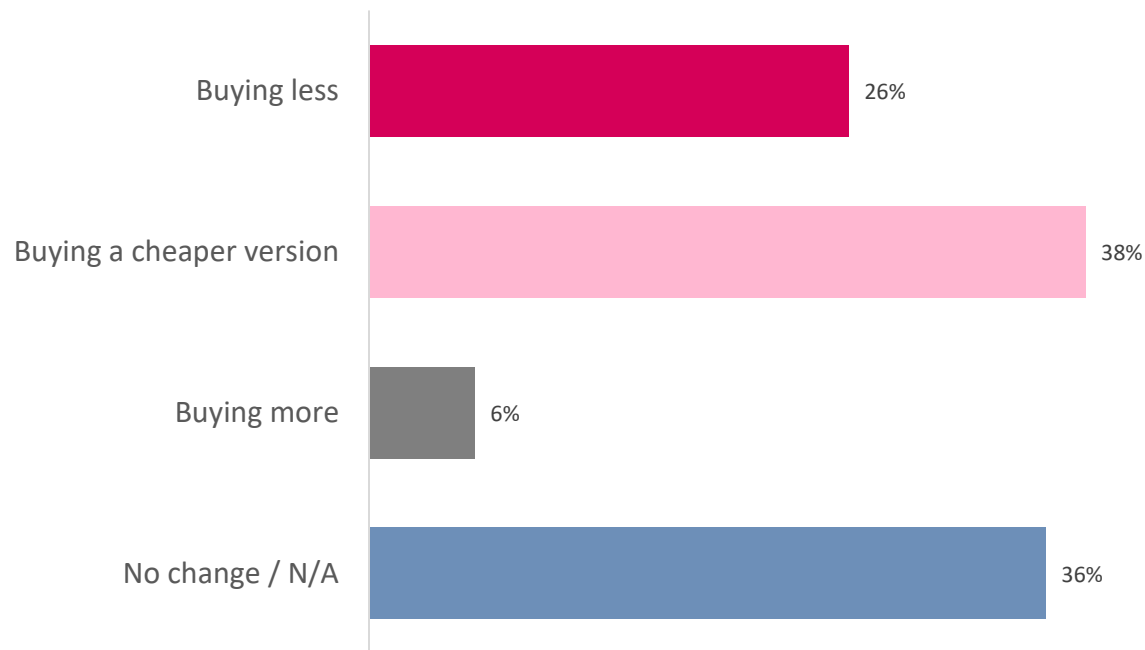


\* Small sample size – fewer than 100 respondents  
 \*\*Small sample size – fewer than 50 respondents



## Question: Please let us know if your food purchasing habits has changed for the following: *Vegetables*

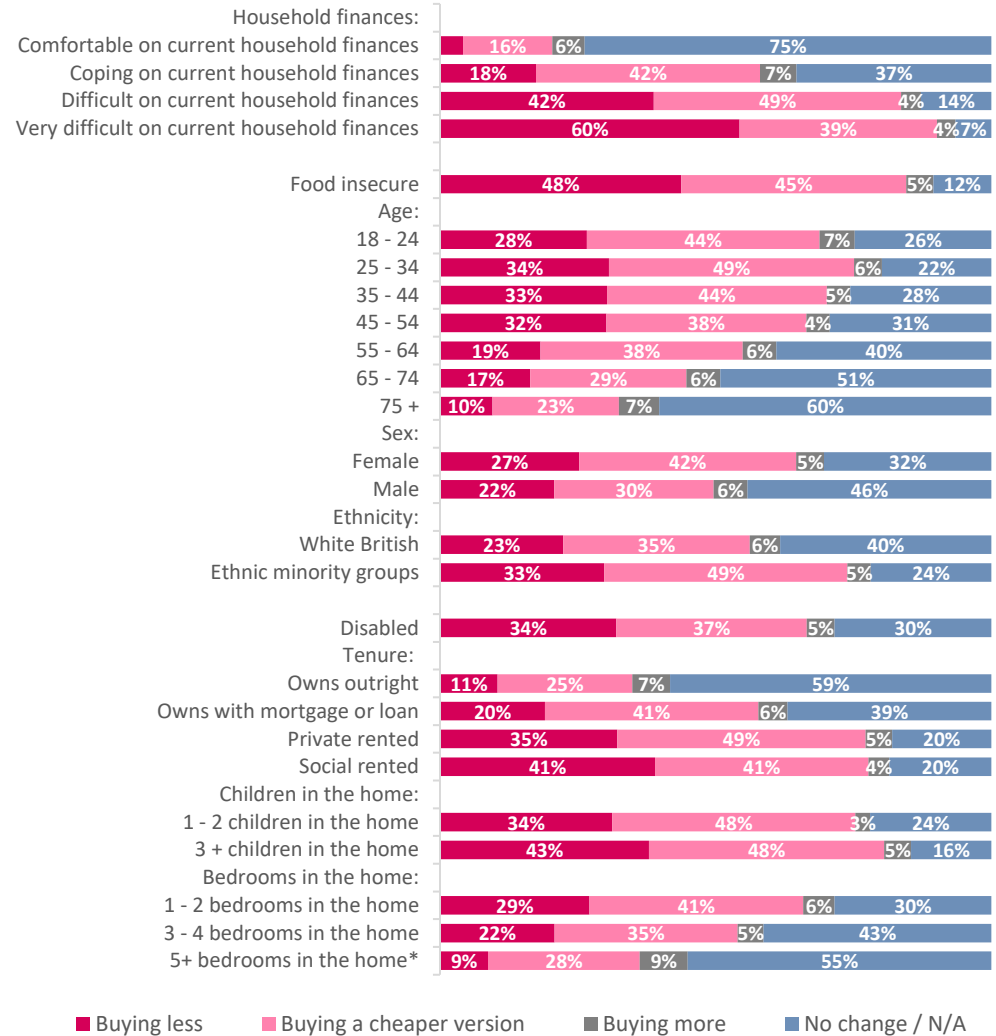
### Overall:



### ...Comparison with Food Foundation national data

The Food Foundation reported that **households who are food insecure are cutting back on their purchases of vegetables, more than households who are food secure.**  
**Southampton results show a similar pattern with 48% of those who are food insecure cutting back on vegetable purchases, compared with an average of 26%.**

### Breakdowns that show interesting differences:



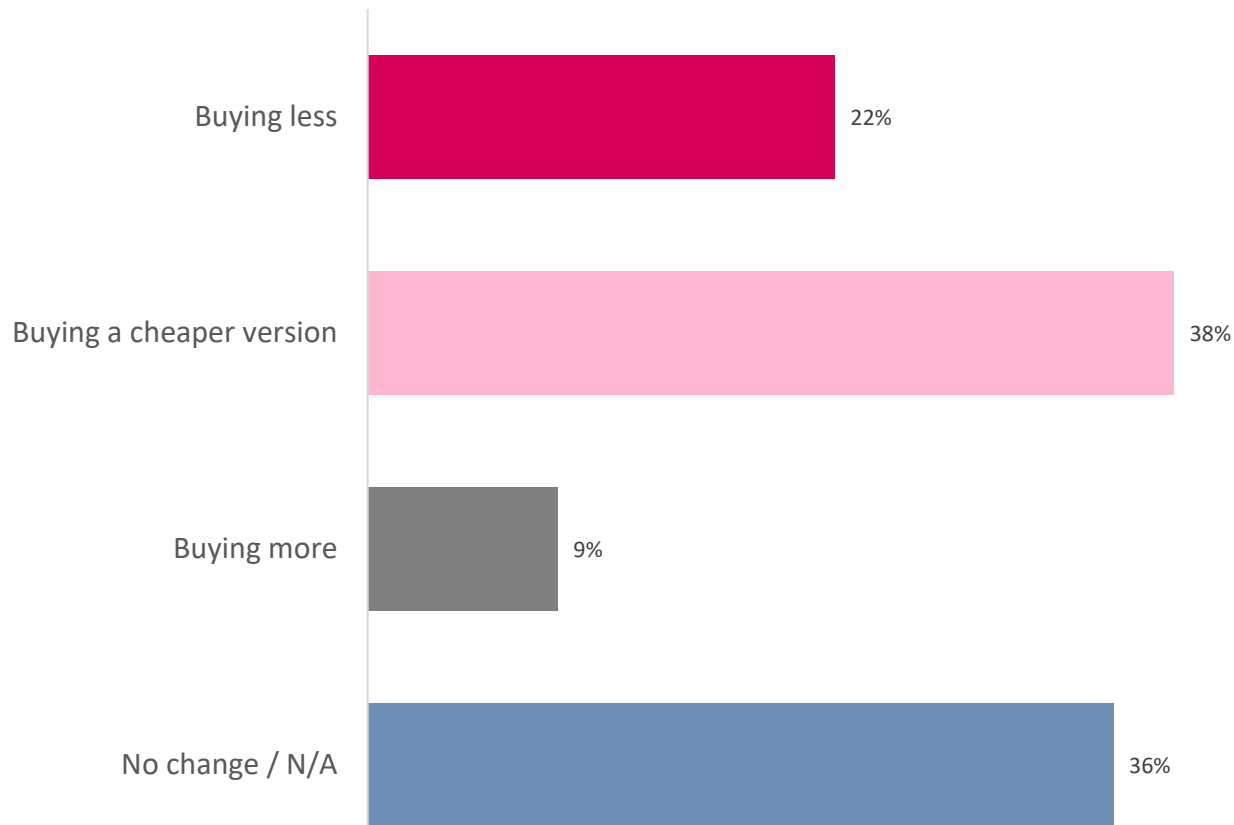
\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

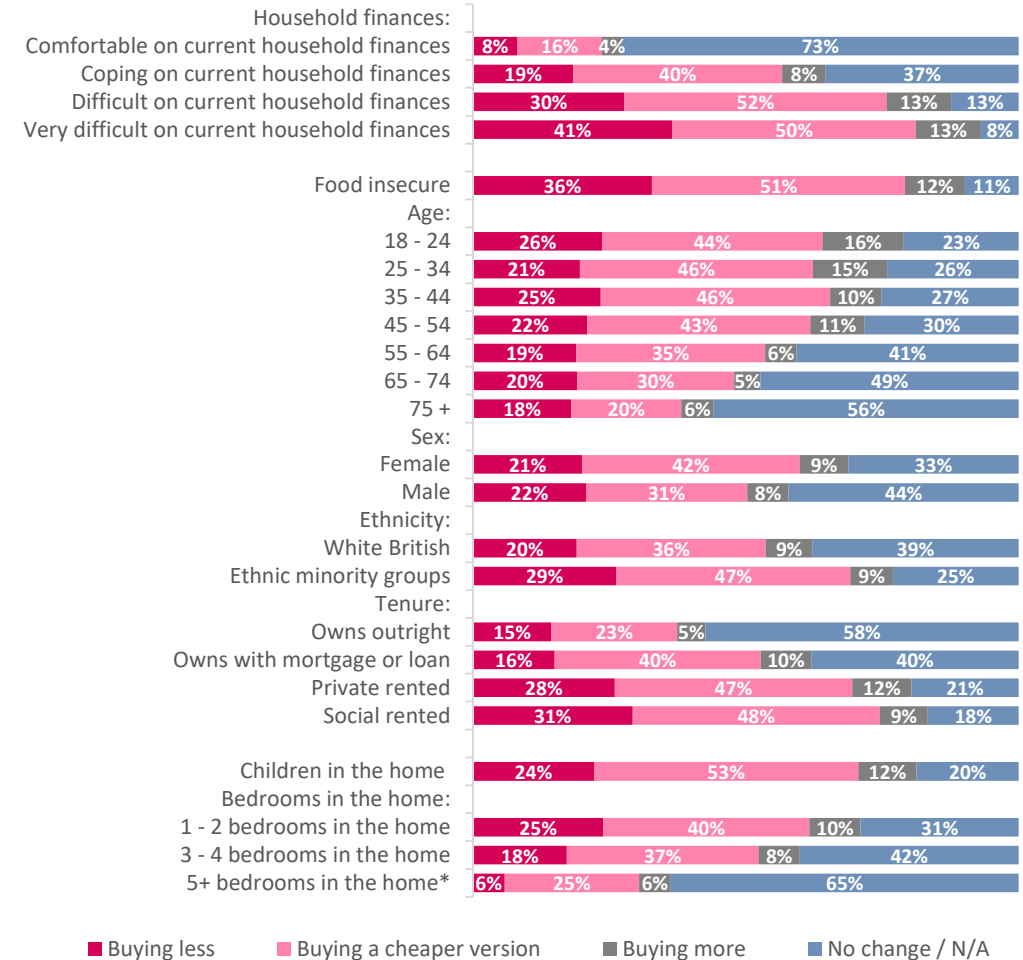


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Starchy carbohydrates (including potatoes, bread, rice, pasta)*

**Overall:**



**Breakdowns that show interesting differences:**

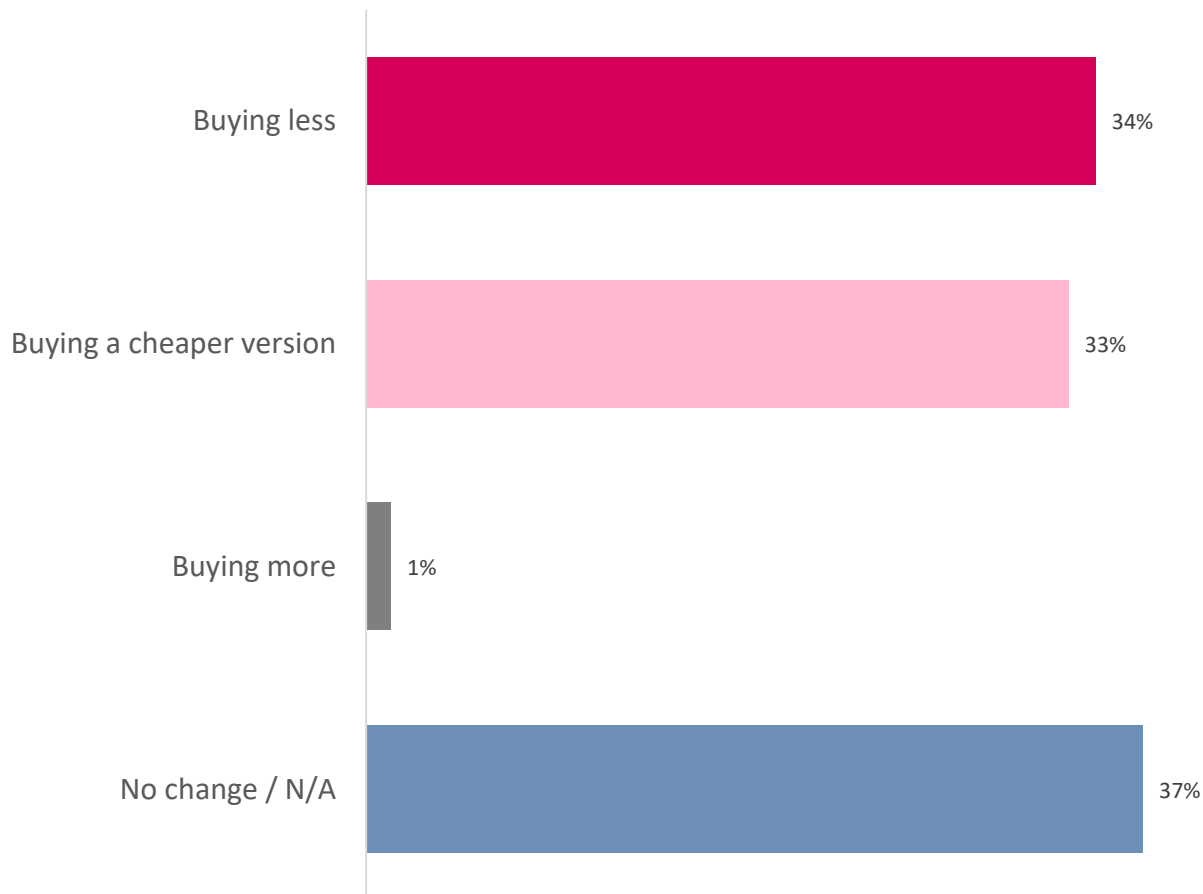


\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents

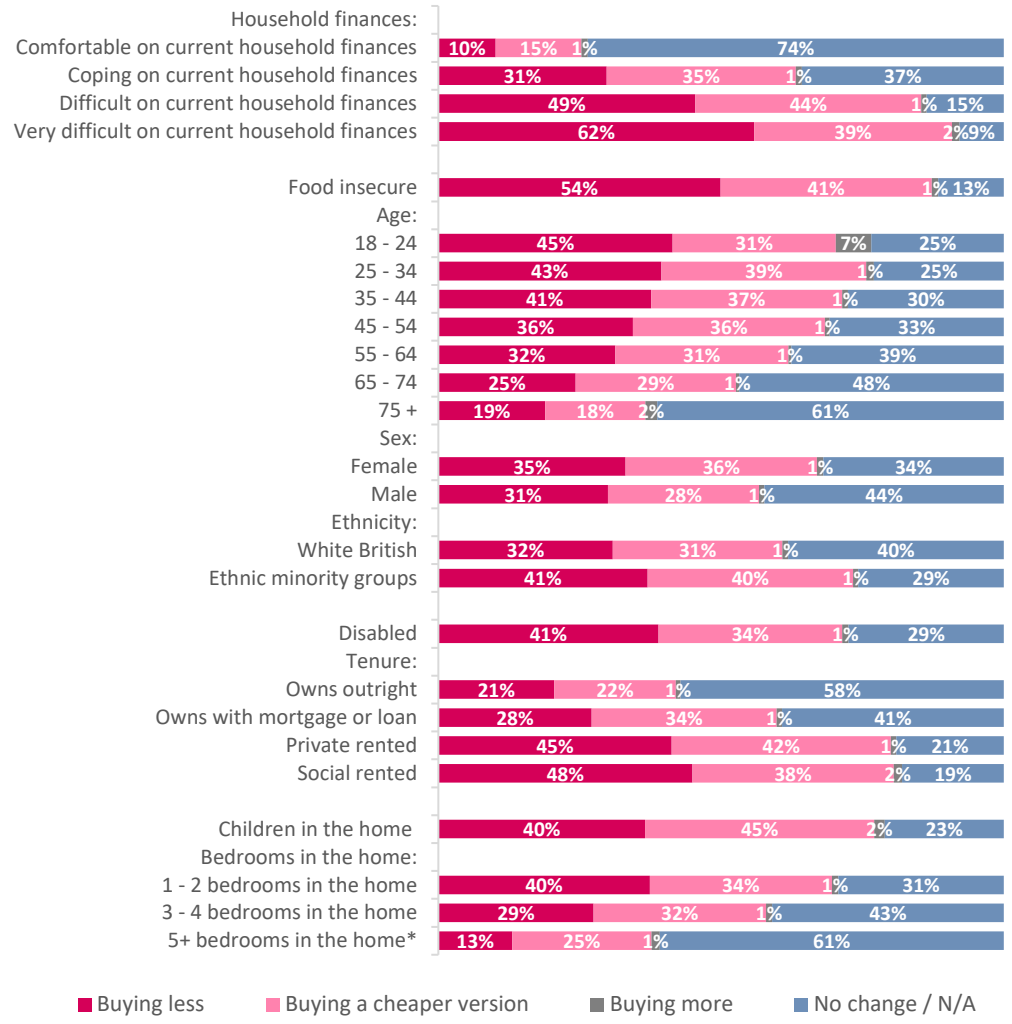


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Dairy food (including cheese, yoghurts, milk)*

**Overall:**



**Breakdowns that show interesting differences:**

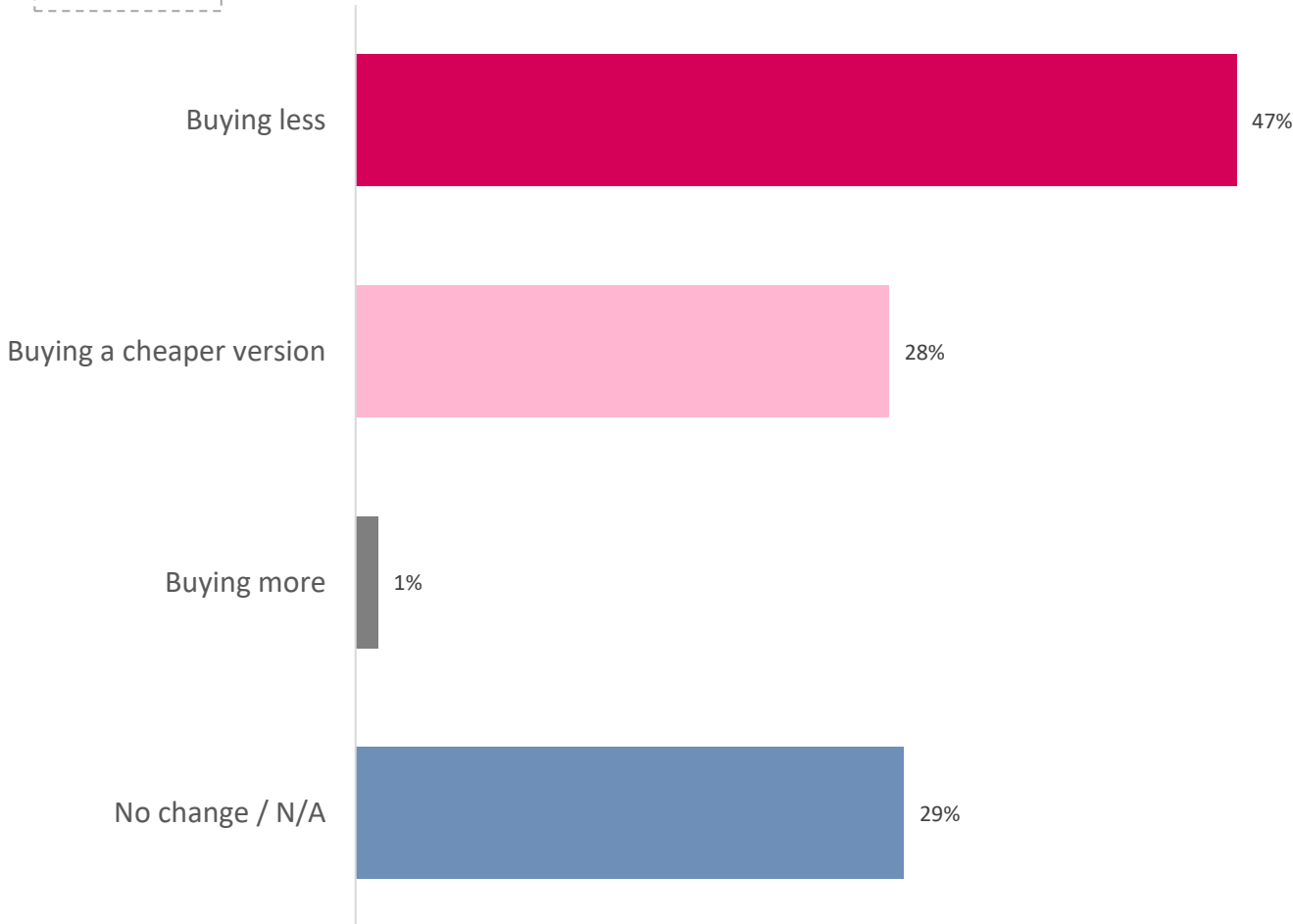


\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents

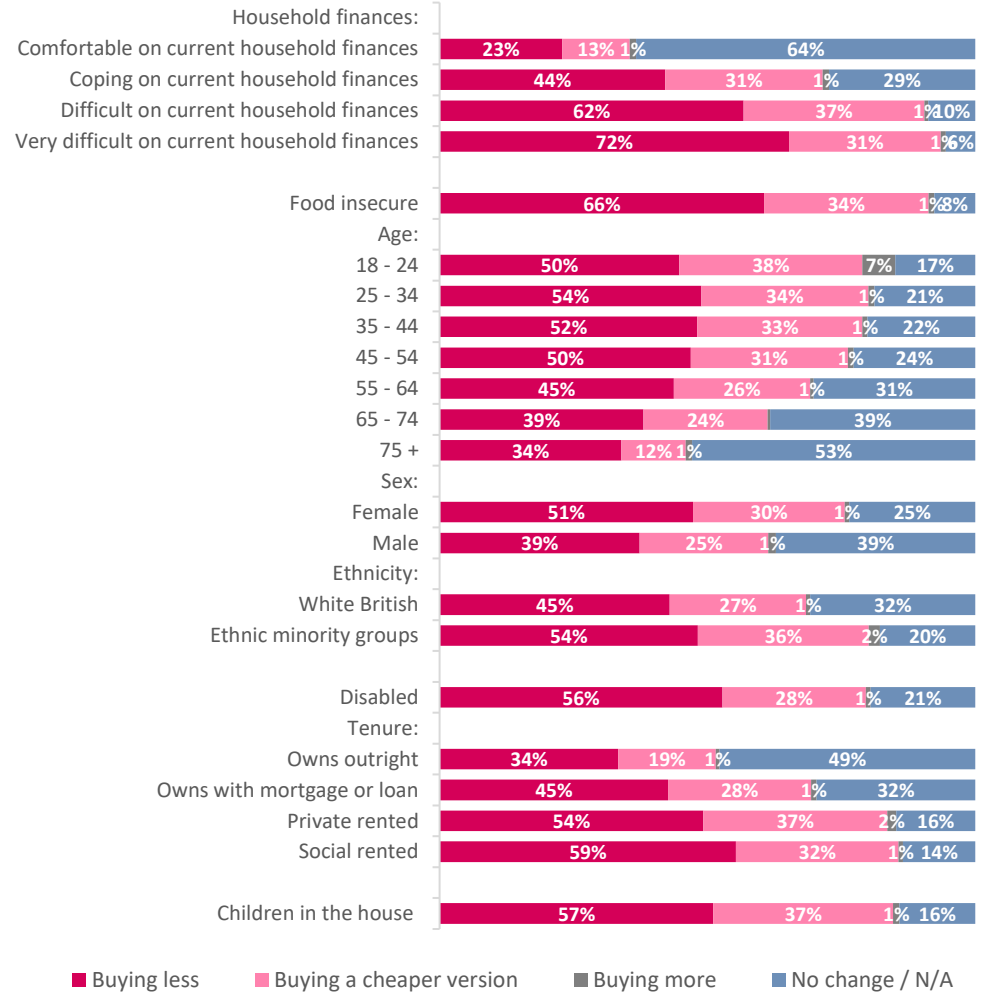


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Meat, fish and eggs*

**Overall:**



**Breakdowns that show interesting differences:**

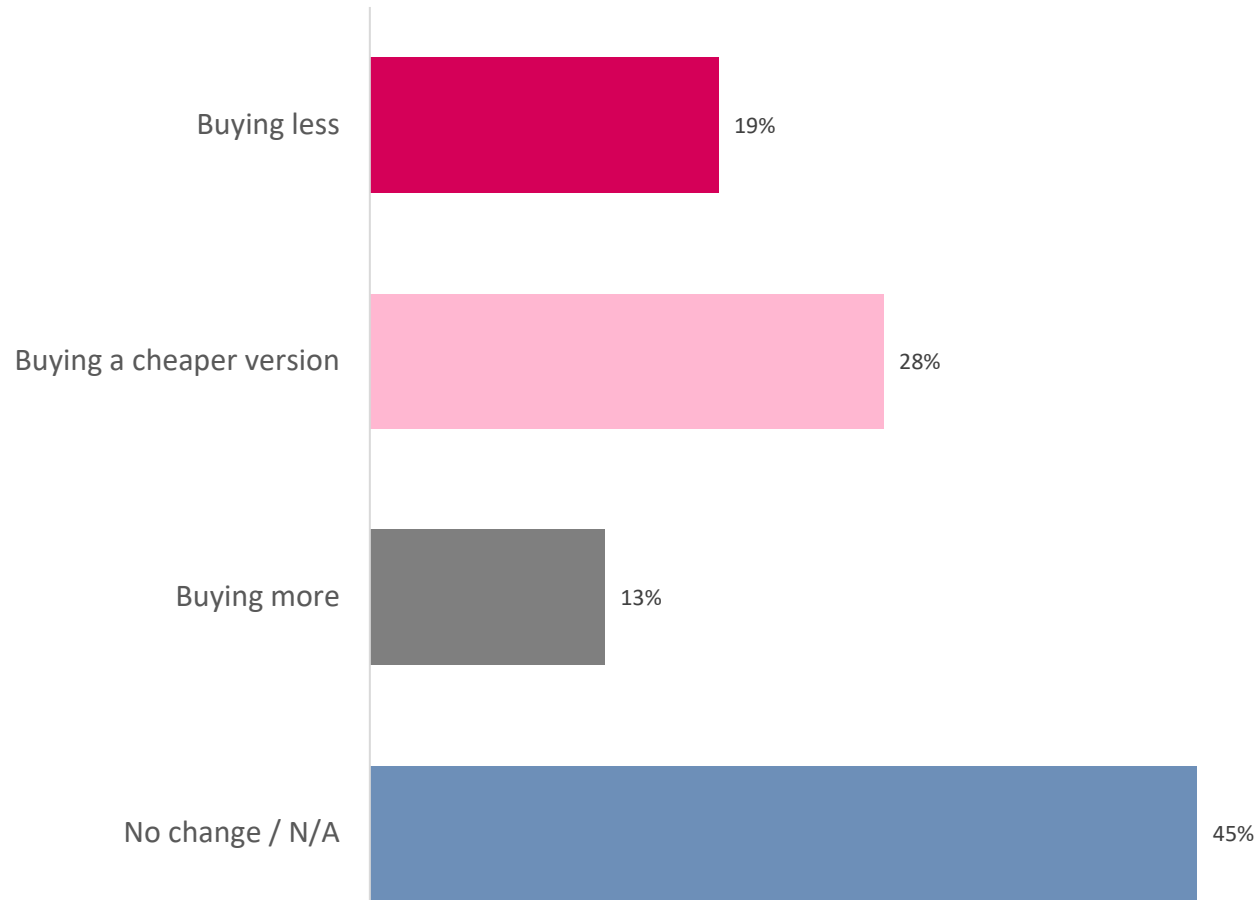


\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents

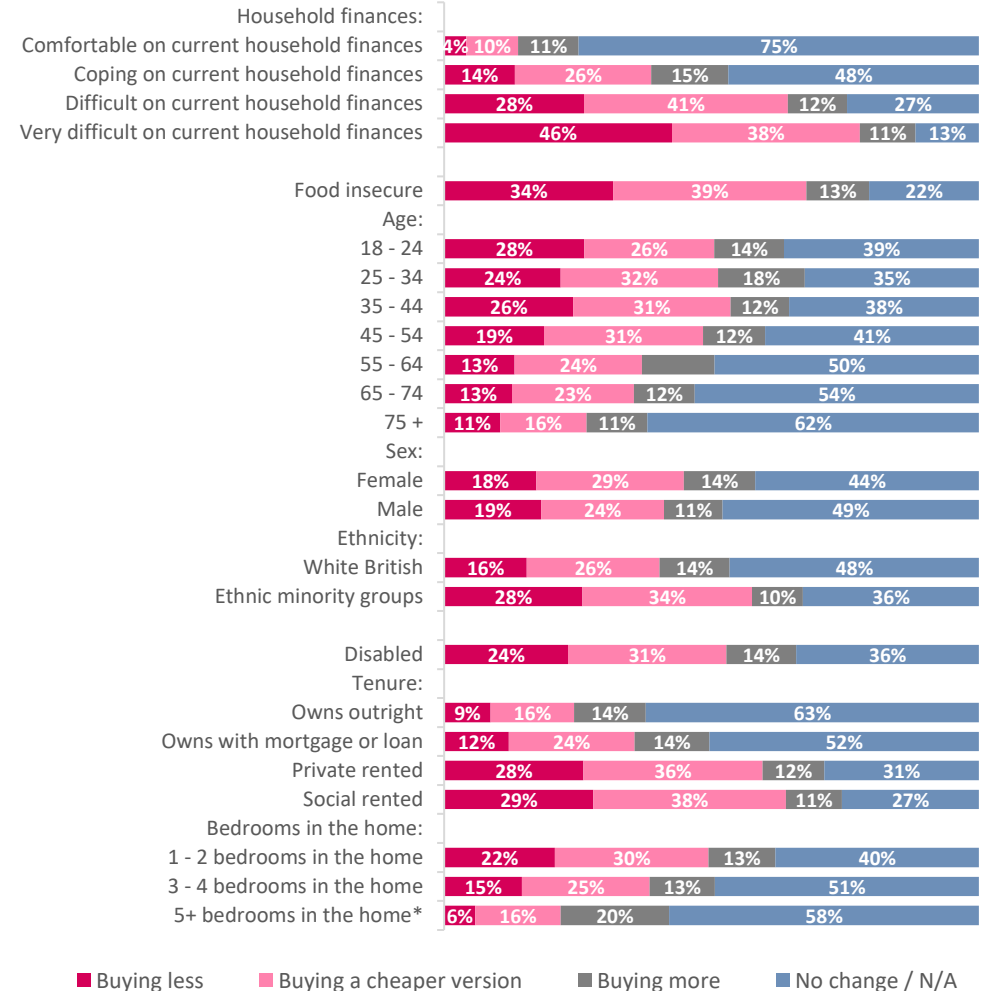


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Beans, peas, lentils and pulses*

**Overall:**



**Breakdowns that show interesting differences:**



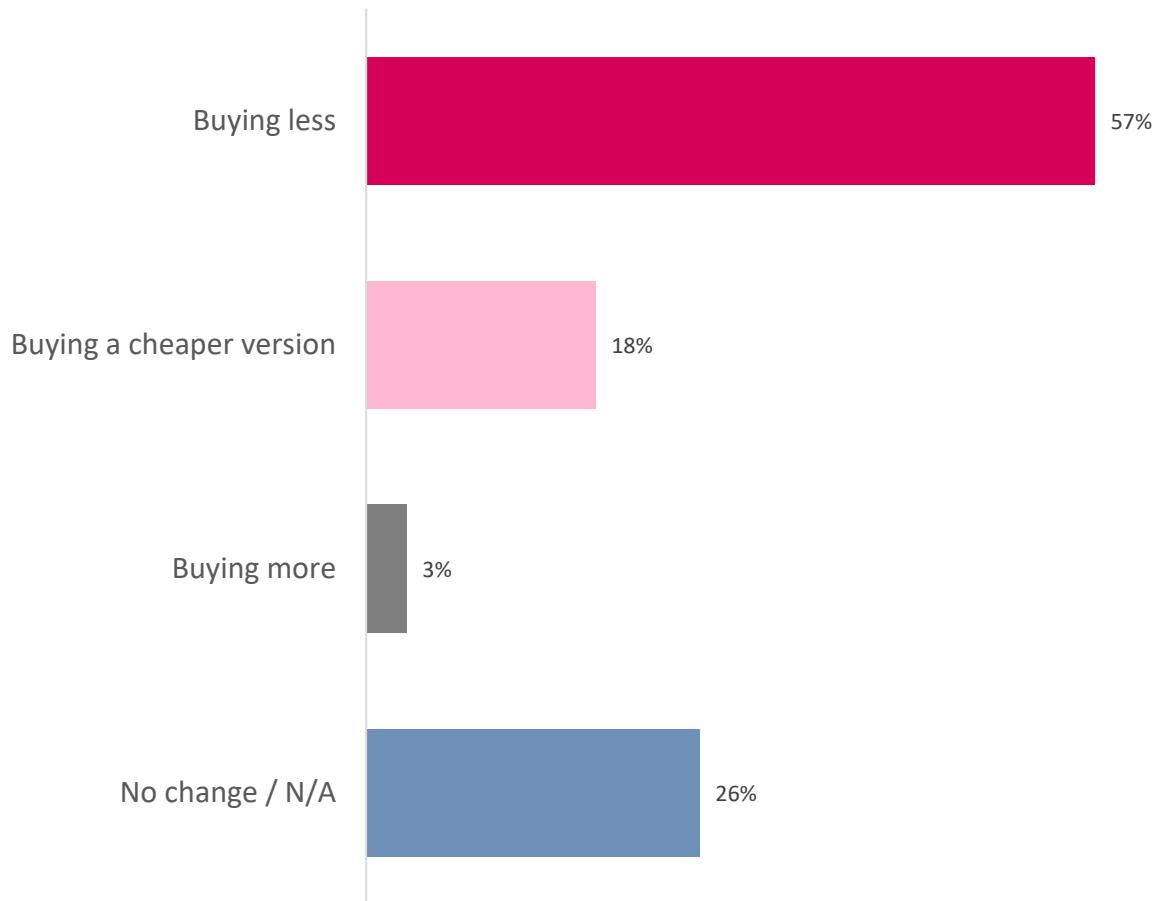
\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

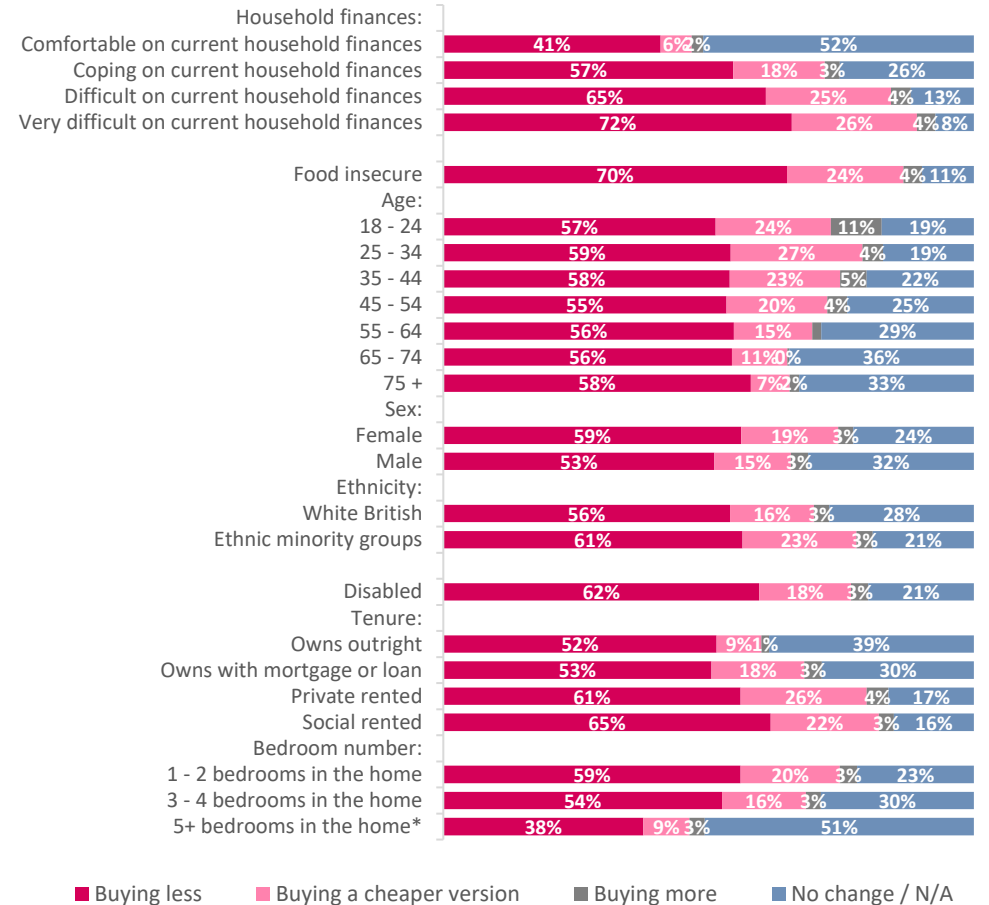


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Foods high in fat, salt or sugar (chocolate, cakes, biscuits, crisps)*

**Overall:**



**Breakdowns that show interesting differences:**



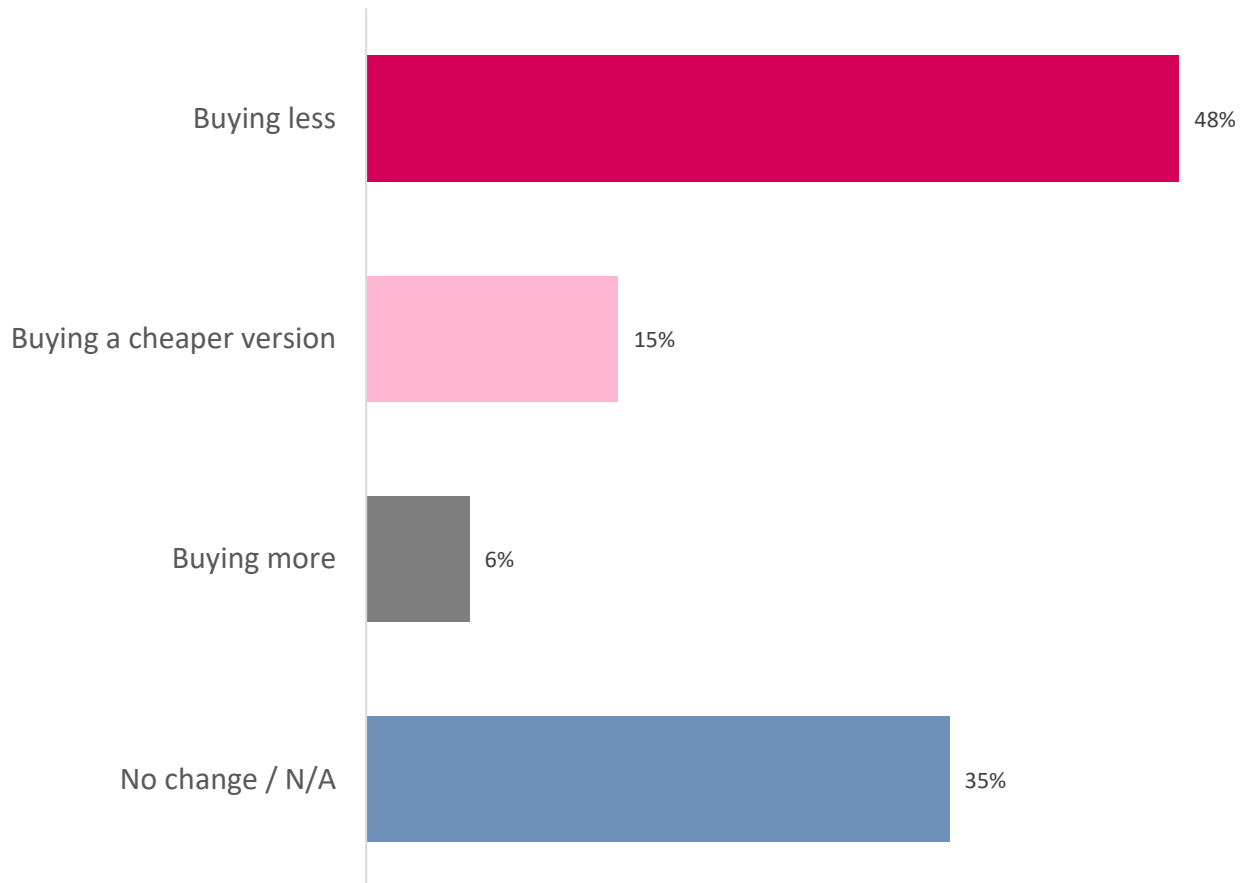
\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents



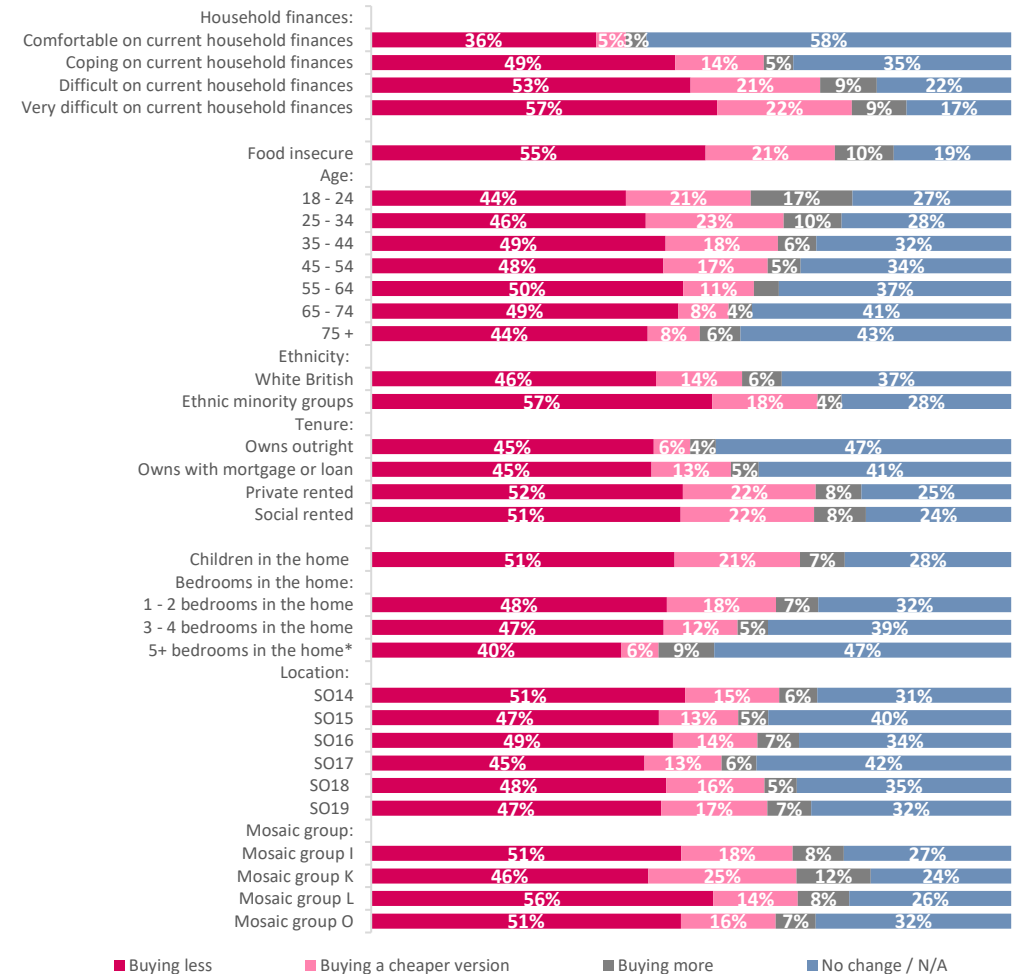


**Question:** Please let us know if your food purchasing habits has changed for the following:  
*Pre-prepared or processed meals (e.g. ready meals, pizza)*

**Overall:**



**Breakdowns that show interesting differences:**



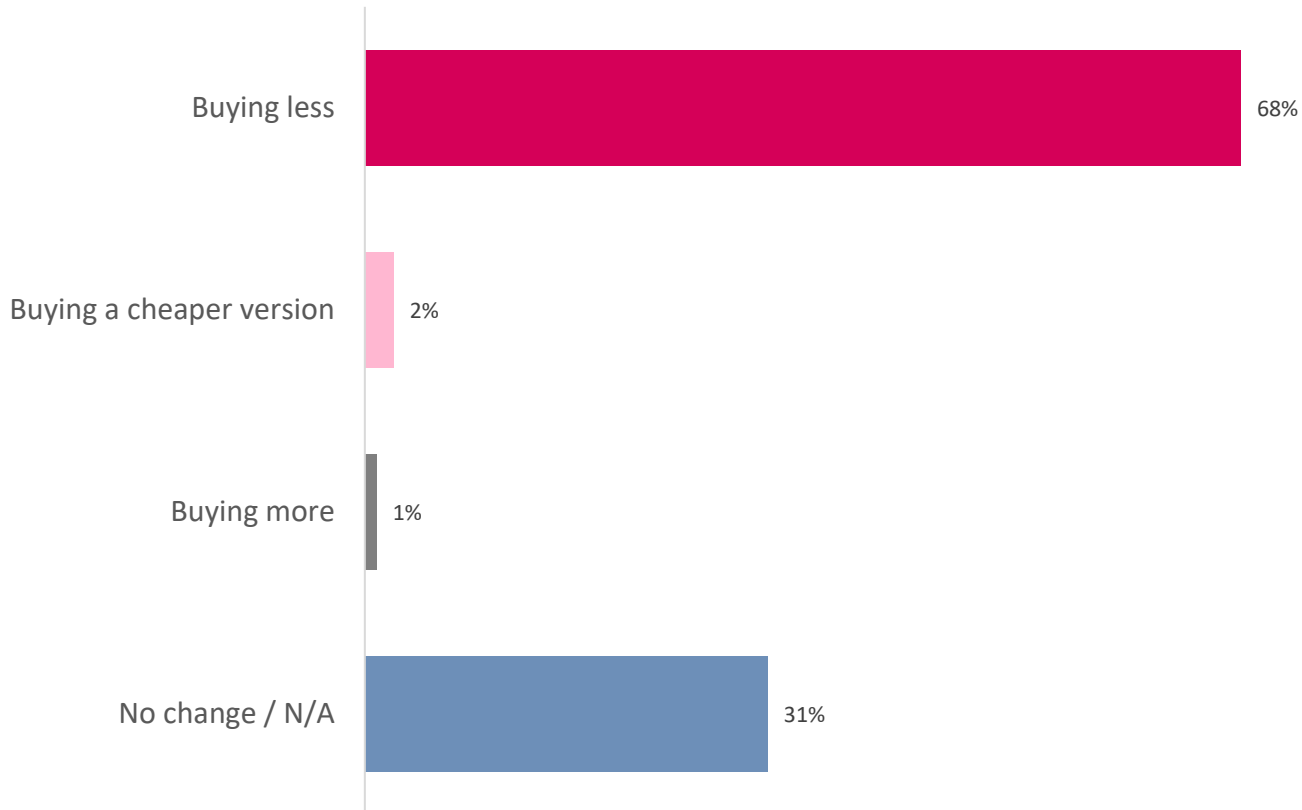
\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents



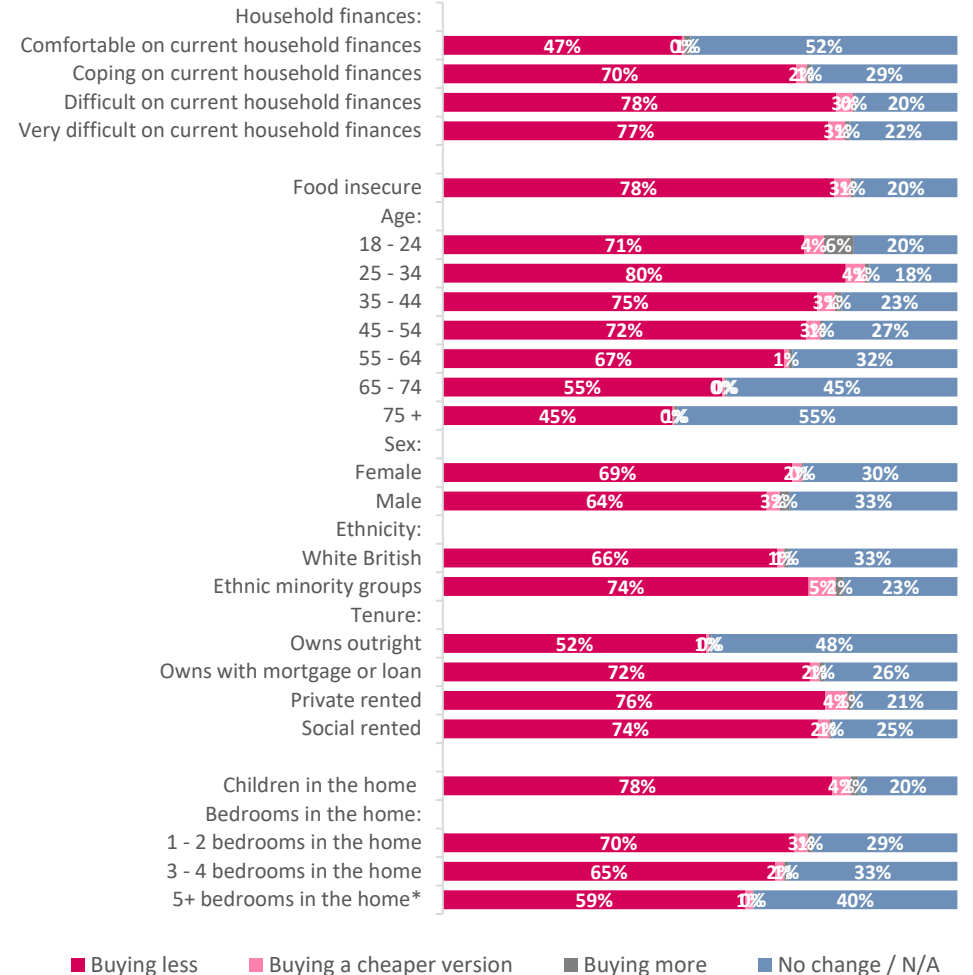
**Question:** Please let us know if your food purchasing habits has changed for the following:

## Takeaways

### Overall:



### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents



## Levels of food insecurity\*:

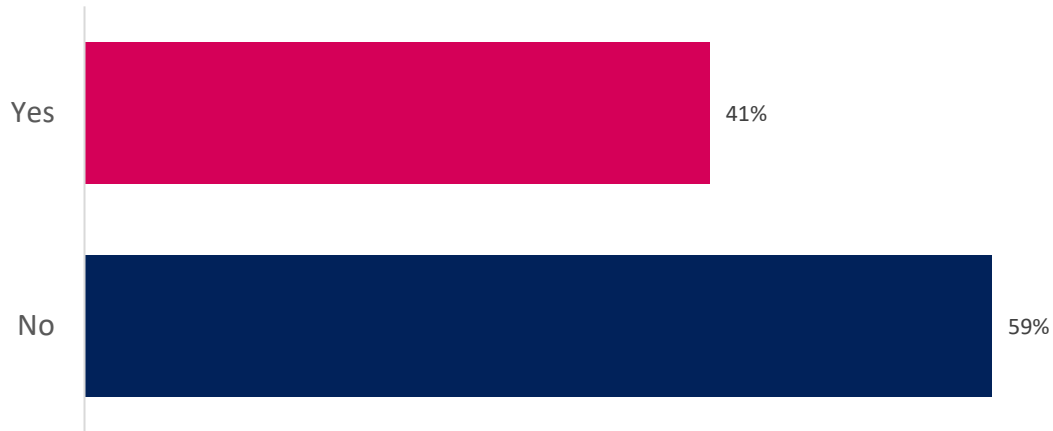
\*We asked three questions to assess whether people were food insecure.

If they answered yes to any of these three questions, they are classified as food insecure:

In the last month, have you/anyone else in your household:

1. had smaller meals than usual or skip meals because you couldn't afford or get access to food?
2. ever been hungry but not eaten because you couldn't afford or get access to food?
3. not eaten for a whole day because you couldn't afford or get access to food?

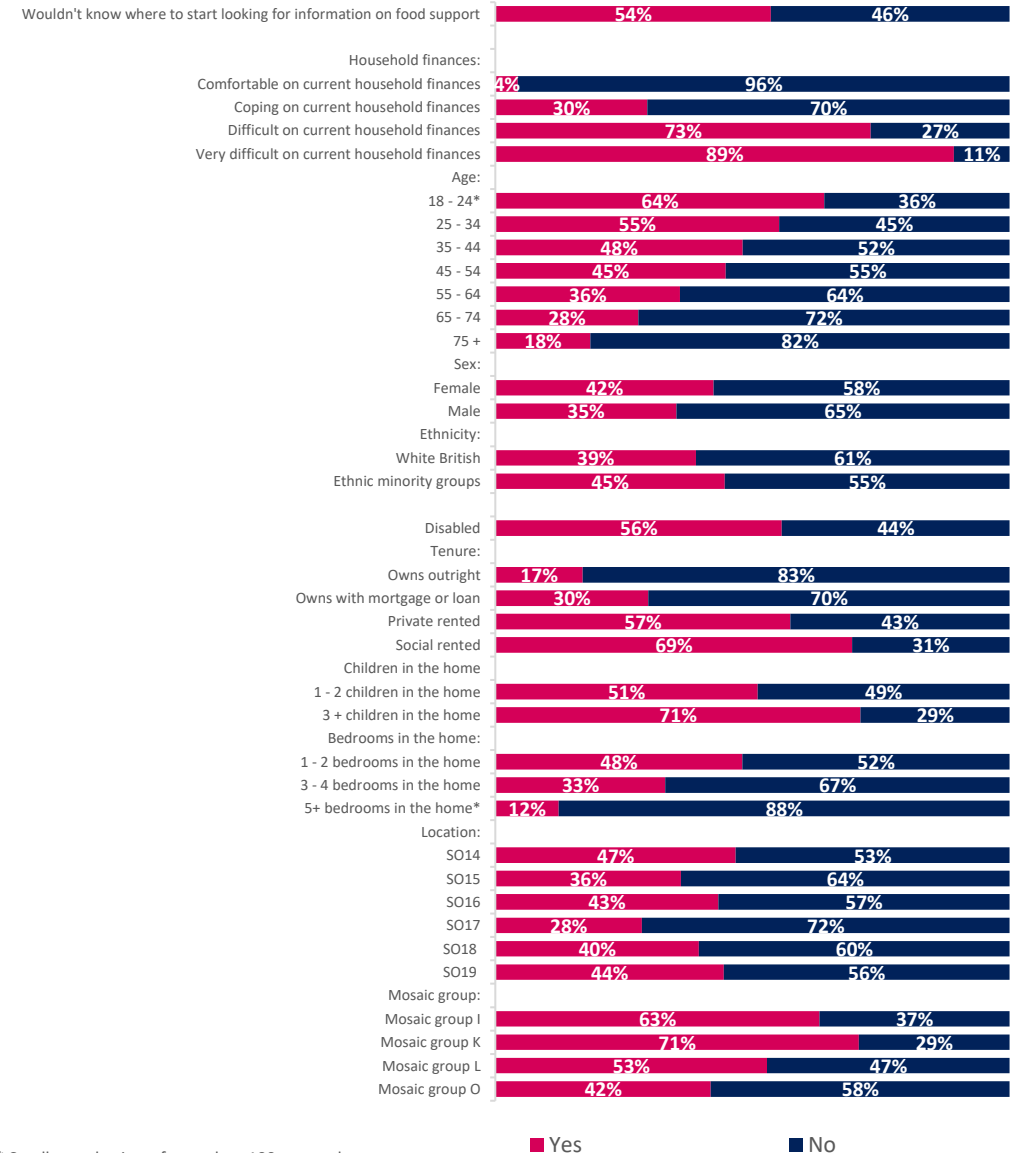
### Overall:



*...Comparison with Food Foundation national data*  
**Nationally, 18.4% of households have experienced food insecurity in the past month, compared to 41% of Southampton survey responses.**

Southampton survey breakdowns align with Food Foundation national data, where **households with more children are more at risk of food insecurity** and **ethnic minority groups are more likely to be food insecure.**

### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

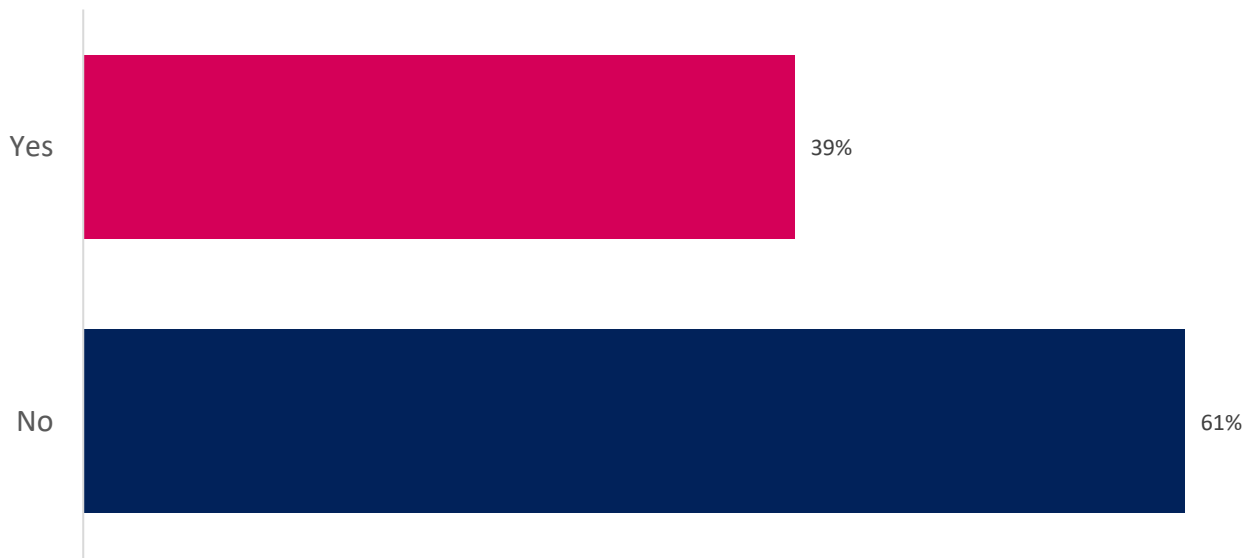
\*\* Small sample size – fewer than 50 respondents



# Smaller meals or skipping meals

**Question:** In the last month, have you: Had smaller meals than usual, or skip meals because you couldn't afford or get access to food?

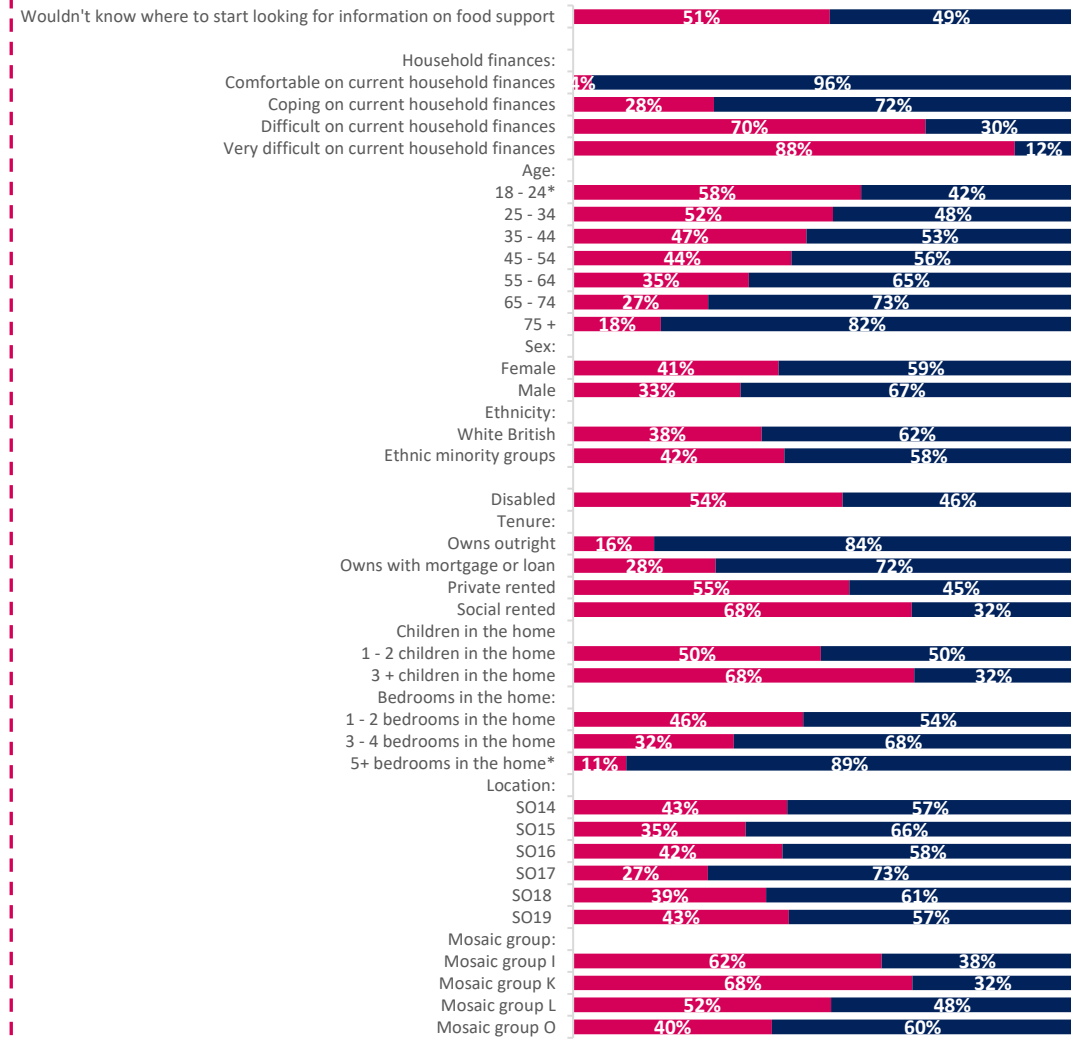
**Overall:**



*...Comparison with Food Foundation national data*

**Nationally, 17.6% have had smaller meals or skipped meals, compared to 39% of Southampton survey responses.**

## Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

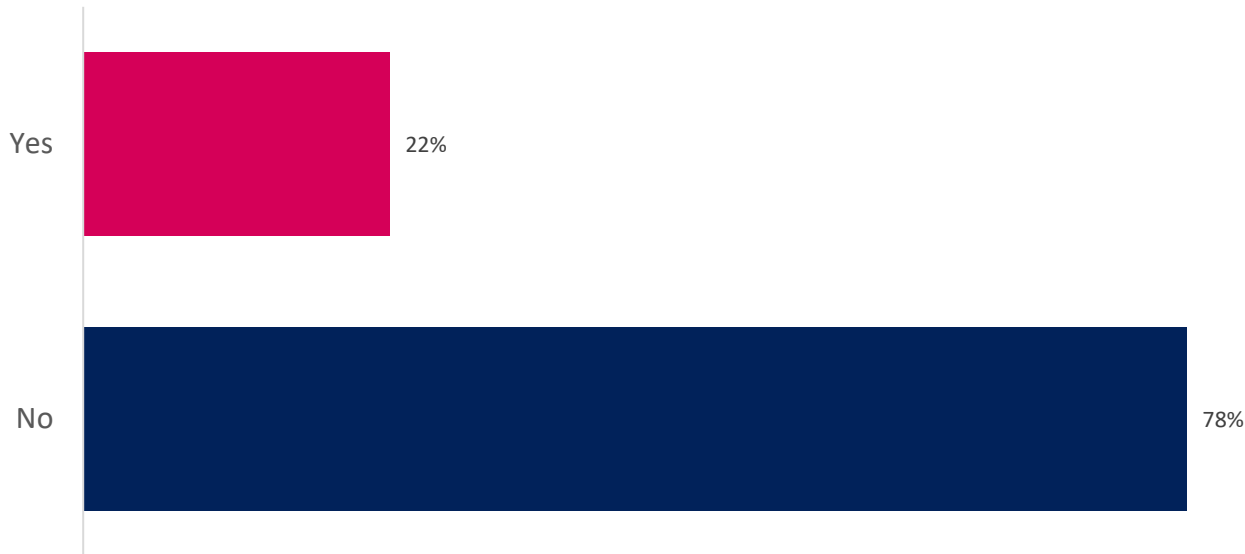
■ Yes ■ No



# Hungry but not eaten

**Question:** In the last month, have you: Ever been hungry but not eaten because you couldn't afford or get access to food?

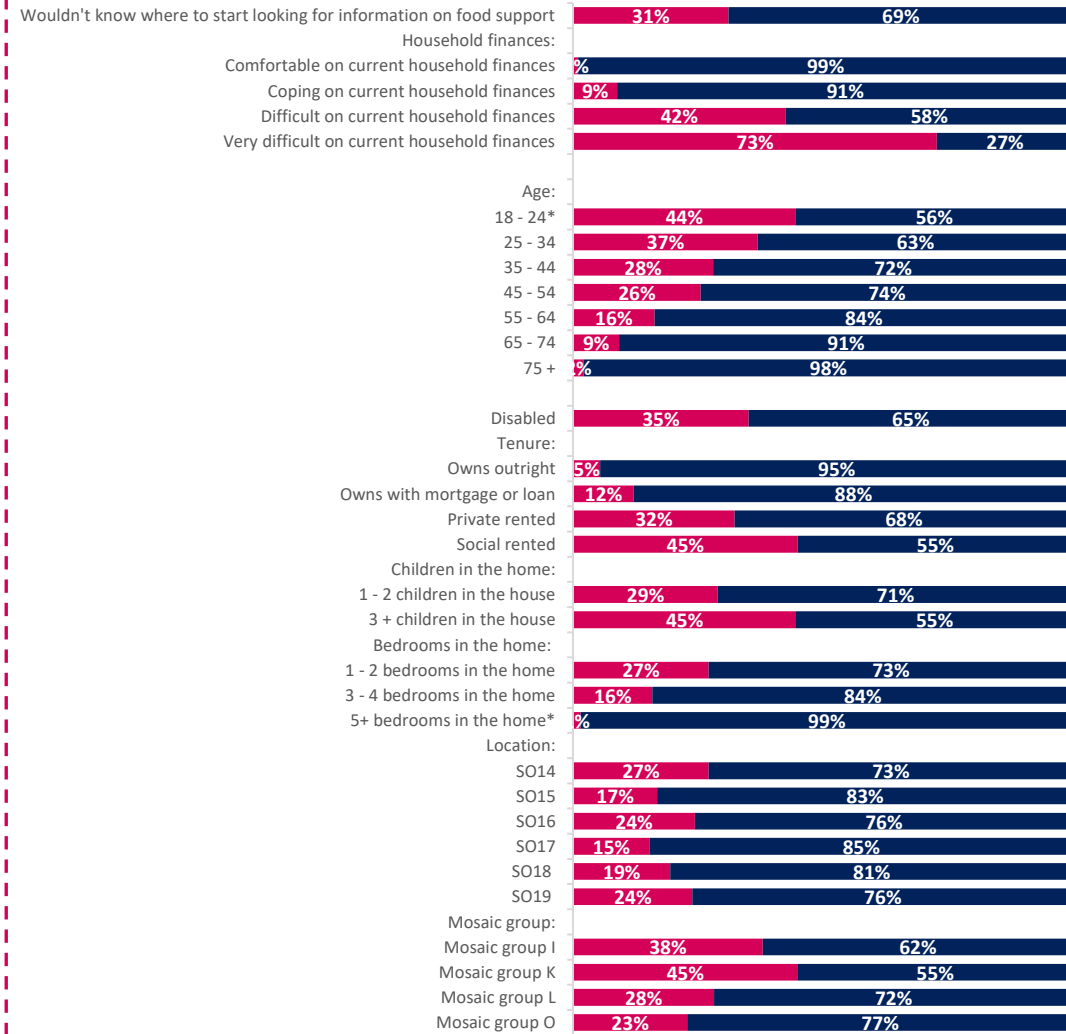
**Overall:**



*...Comparison with Food Foundation national data*

**Nationally, 11.1% have not eaten although they were hungry, compared to 22% of Southampton survey responses.**

**Breakdowns that show interesting differences:**



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

■ Yes ■ No



# Not eaten for a whole day

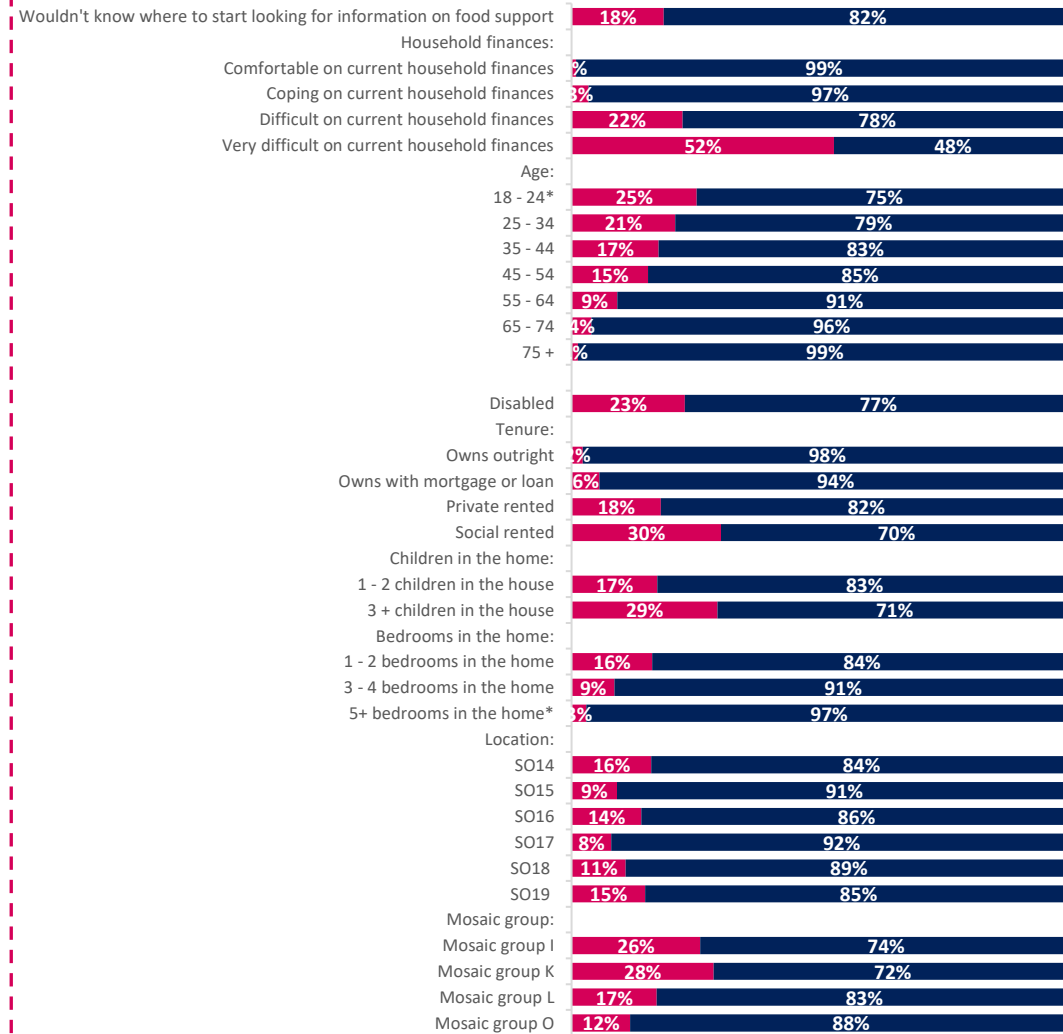
**Question:** In the last month, have you: Not eaten for a whole day because you couldn't afford or get access to food?

**Overall:**



*...Comparison with Food Foundation national data*  
 Nationally, 6% have not eaten for a whole day, compared to 12% of Southampton survey responses.

**Breakdowns that show interesting differences:**



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

■ Yes ■ No

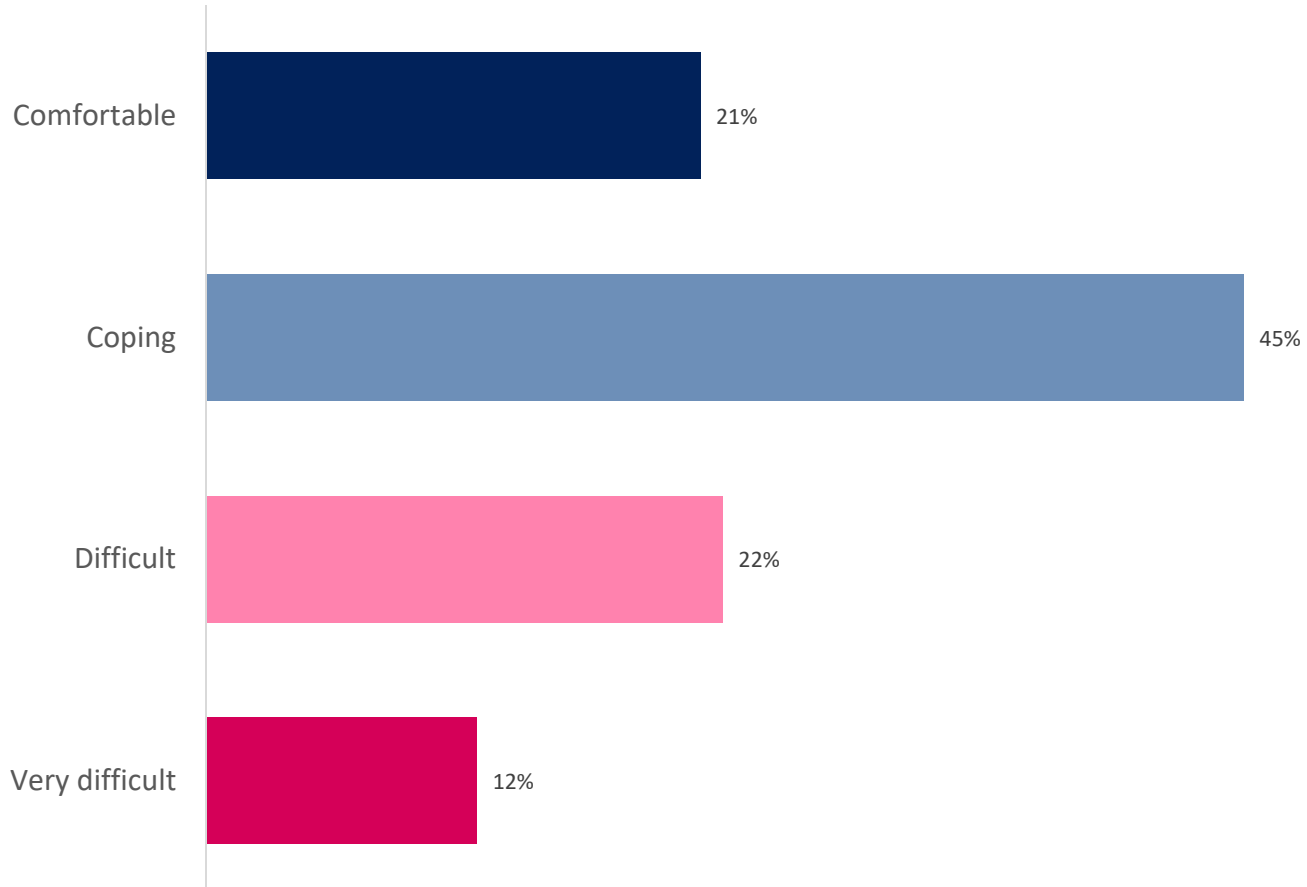


# Household finances

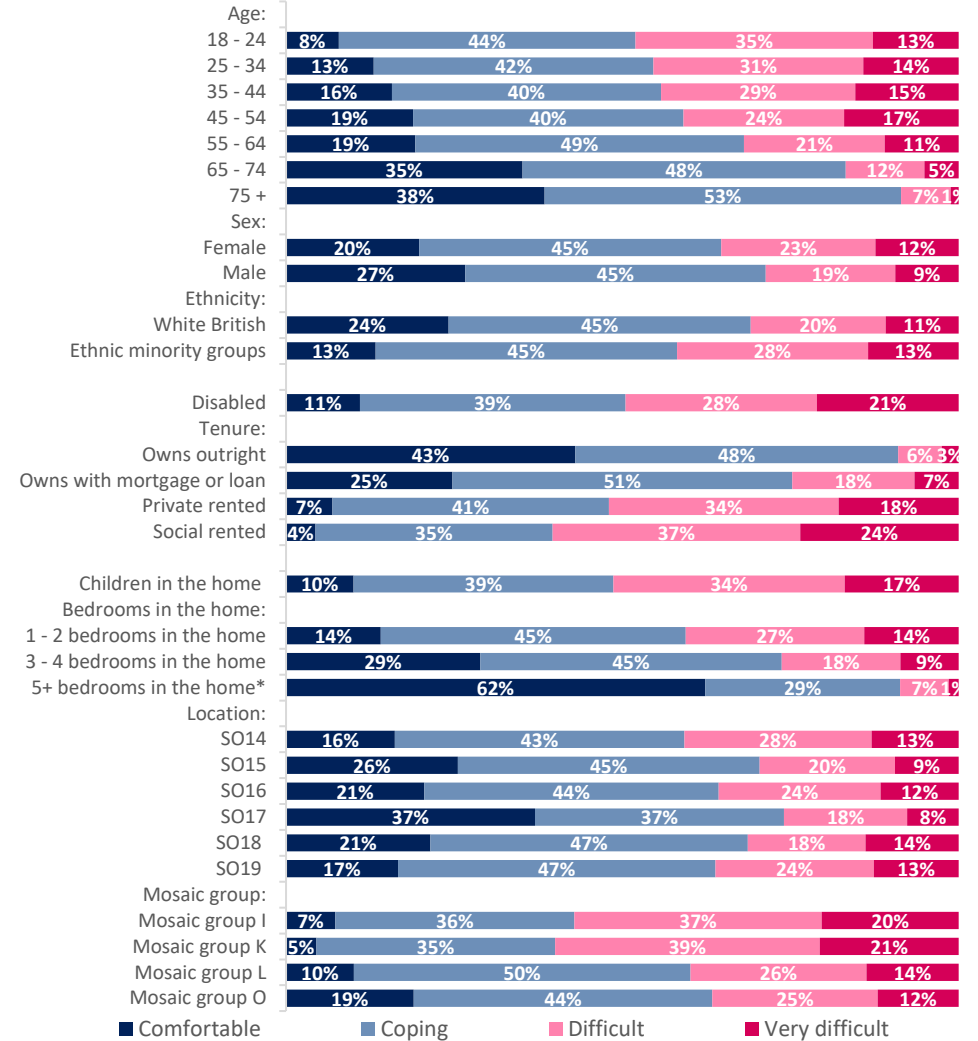


## Question: Which of the following best describes your current household finances?

### Overall:



### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

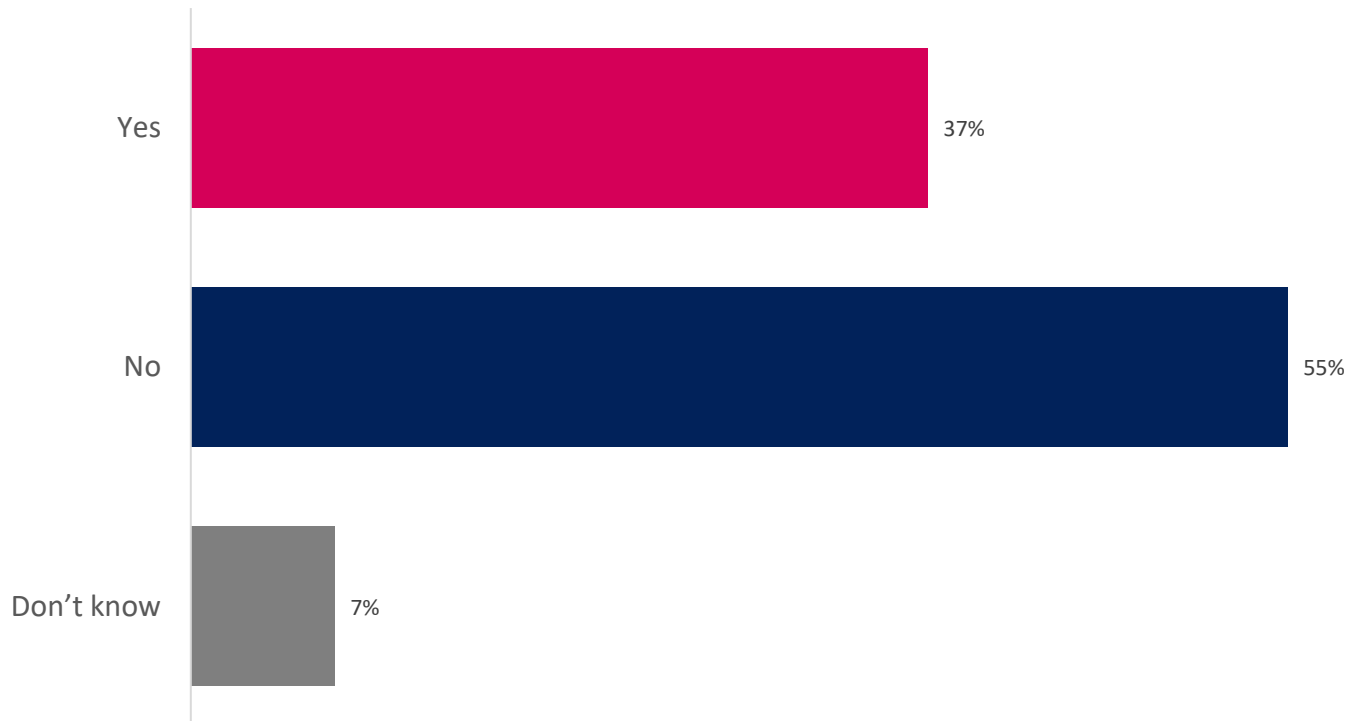
\*\*Small sample size – fewer than 50 respondents





## Question: Could your household afford to pay an unexpected, but necessary, expense of £850?

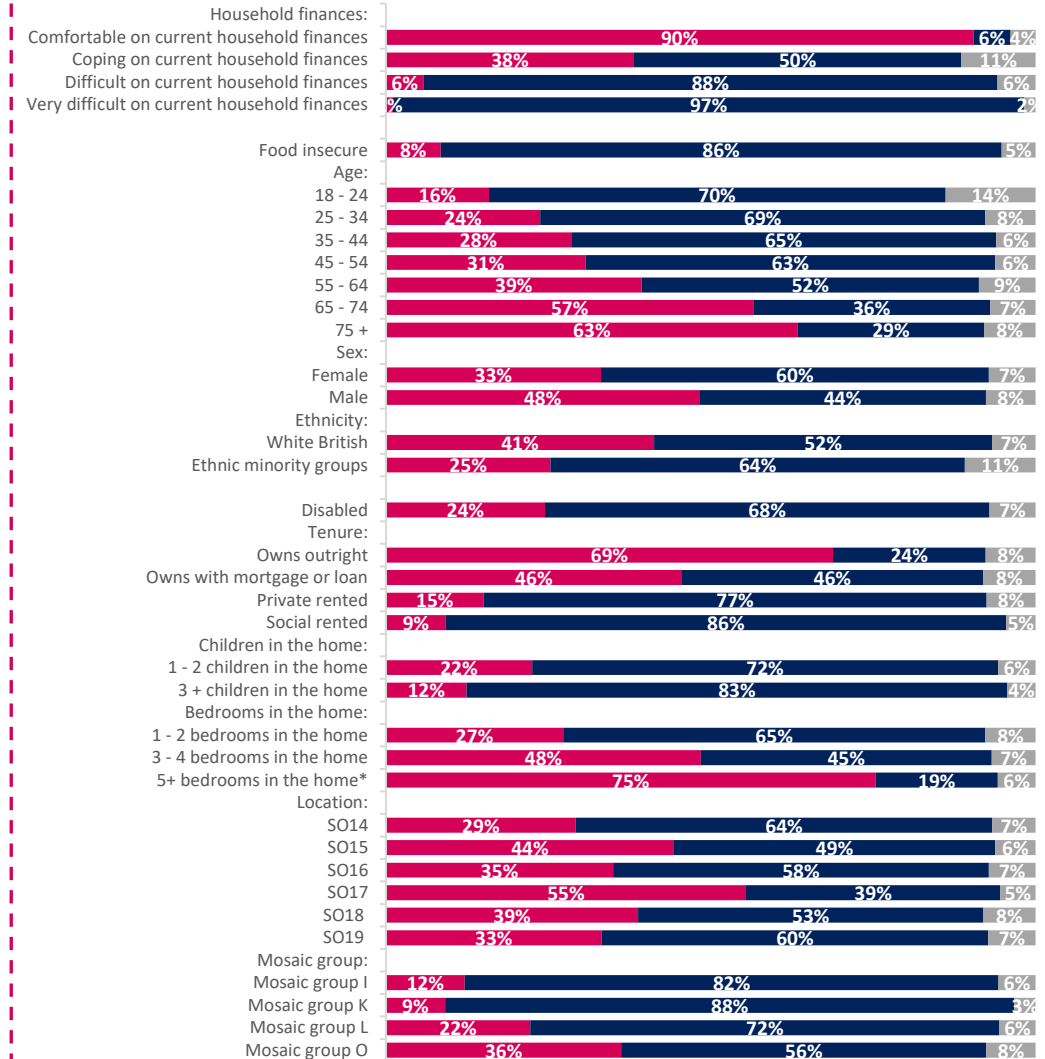
### Overall:



### ...Comparison with ONS data

ONS national data reported that **31%** of adults would be unable to afford an unexpected, but necessary, expense of £850, compared to **55%** Southampton survey respondents.

### Breakdowns that show interesting differences:



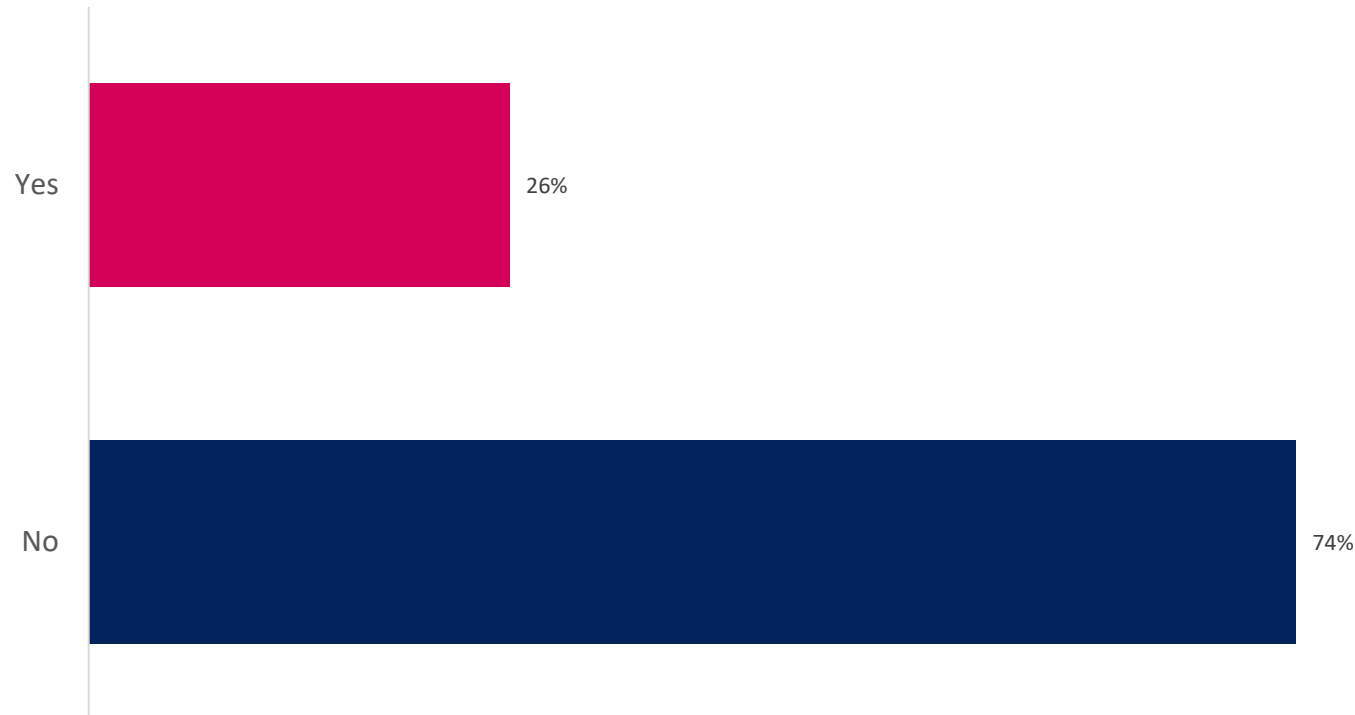
\* Small sample size – fewer than 100 respondents

■ Yes ■ No ■ Don't know

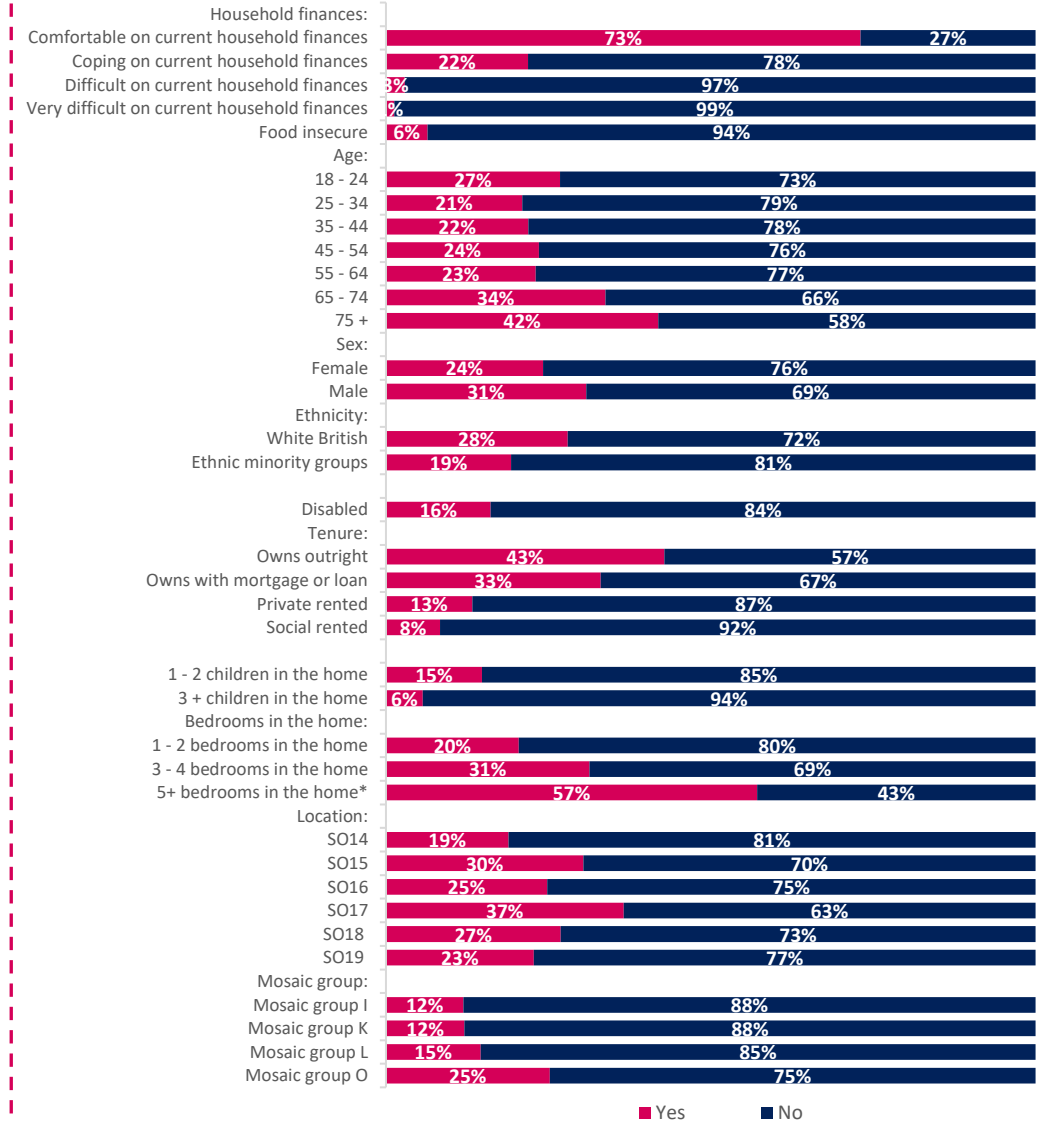


## Question: Are you able to build up any savings currently?

**Overall:**



**Breakdowns that show interesting differences:**



\* Small sample size – fewer than 100 respondents

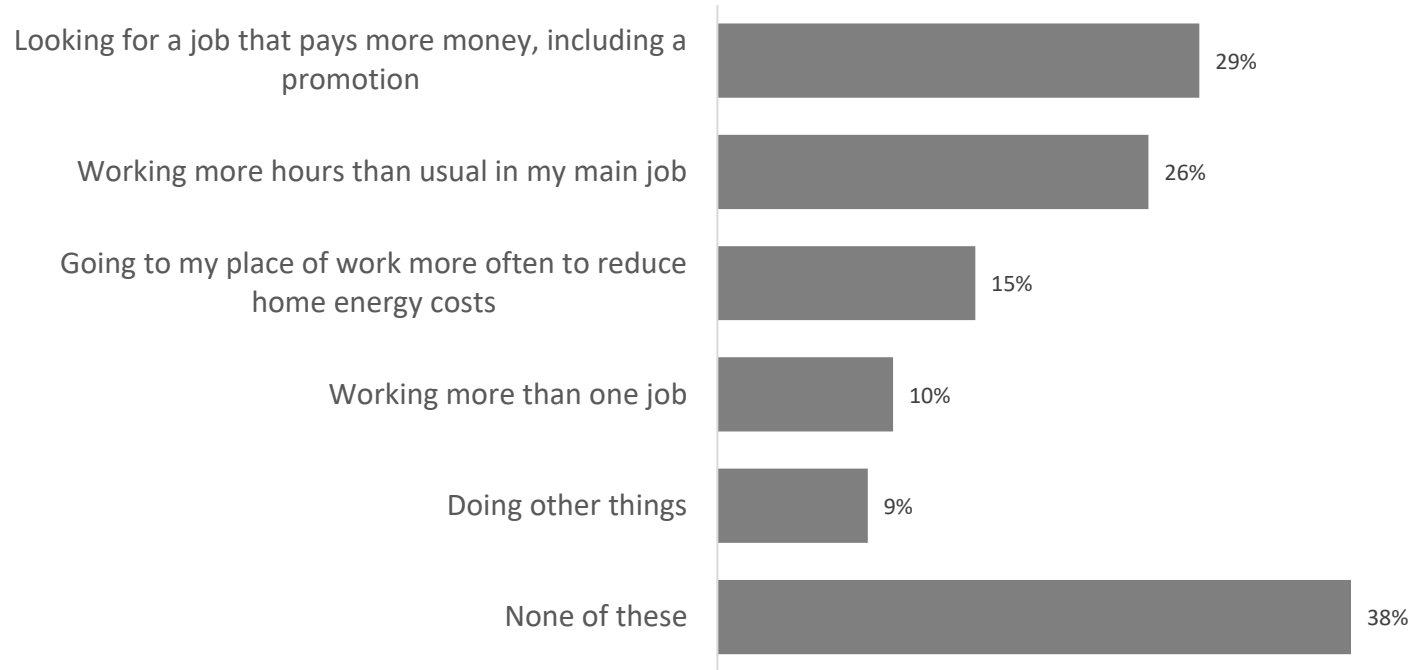
\*\* Small sample size – fewer than 50 respondents

■ Yes ■ No



## Question: Thinking of your work situation, which of these, if any, are you doing because of the increases in the Cost of Living? [Asked to respondent who work]

### Overall:

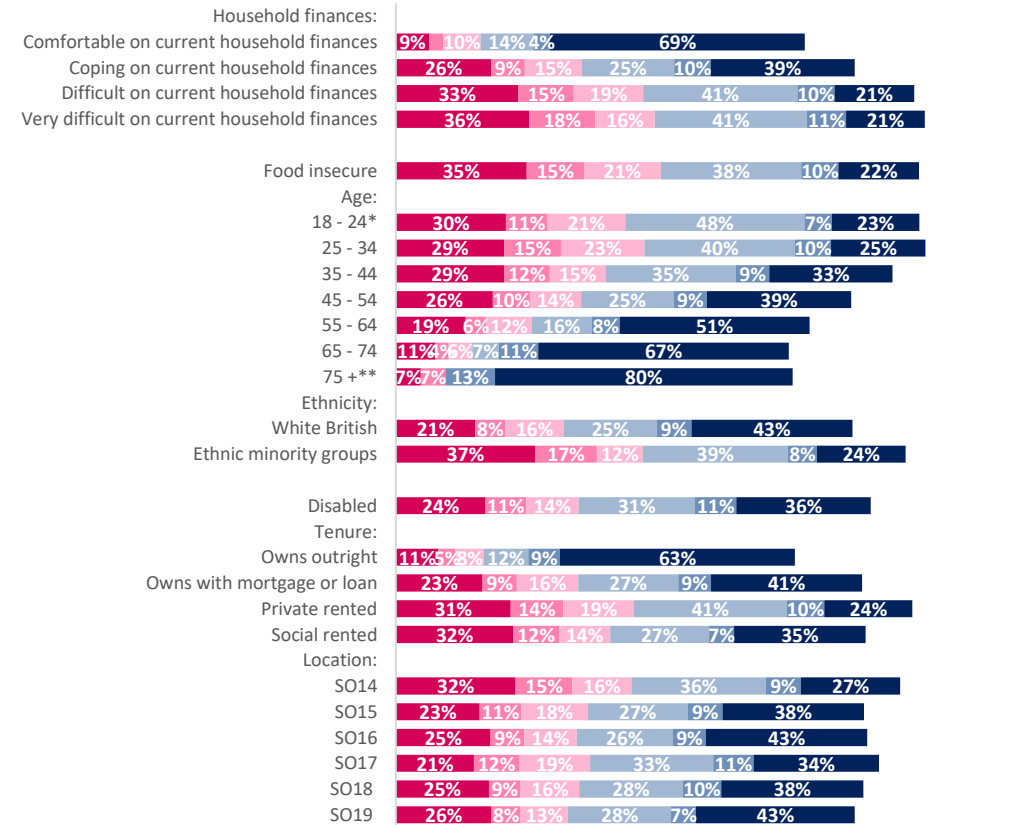


### ...Comparison with ONS national data\*

Compared to ONS national data, Southampton results **match the same top 3** changes in work situations. Although, more respondents in the Southampton survey are changing their work situations compared to ONS averages.

\*A recent addition was added to the ONS Survey during fieldwork. As a result, 'Going to my place of work less often to reduce travel, childcare and other costs' was not included in the Southampton Cost of Living survey.

### Breakdowns that show interesting differences:



- Working more hours than usual in my main job
- Working more than one job
- Going to my place of work more often to reduce home energy costs
- Looking for a job that pays more money, including a promotion
- Doing other things
- None of these

\* Small sample size – fewer than 100 respondents

\*\* Small sample size – fewer than 50 respondents

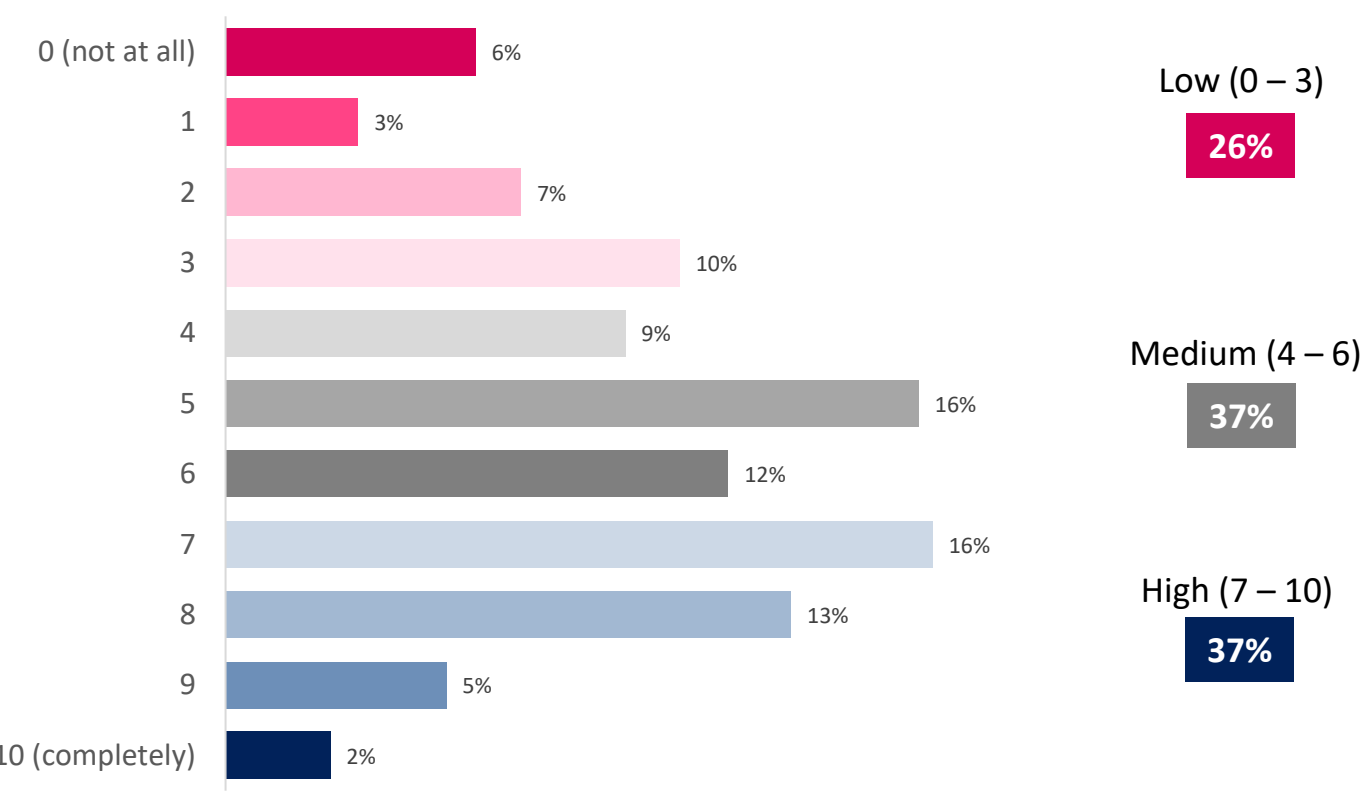


# Health and wellbeing



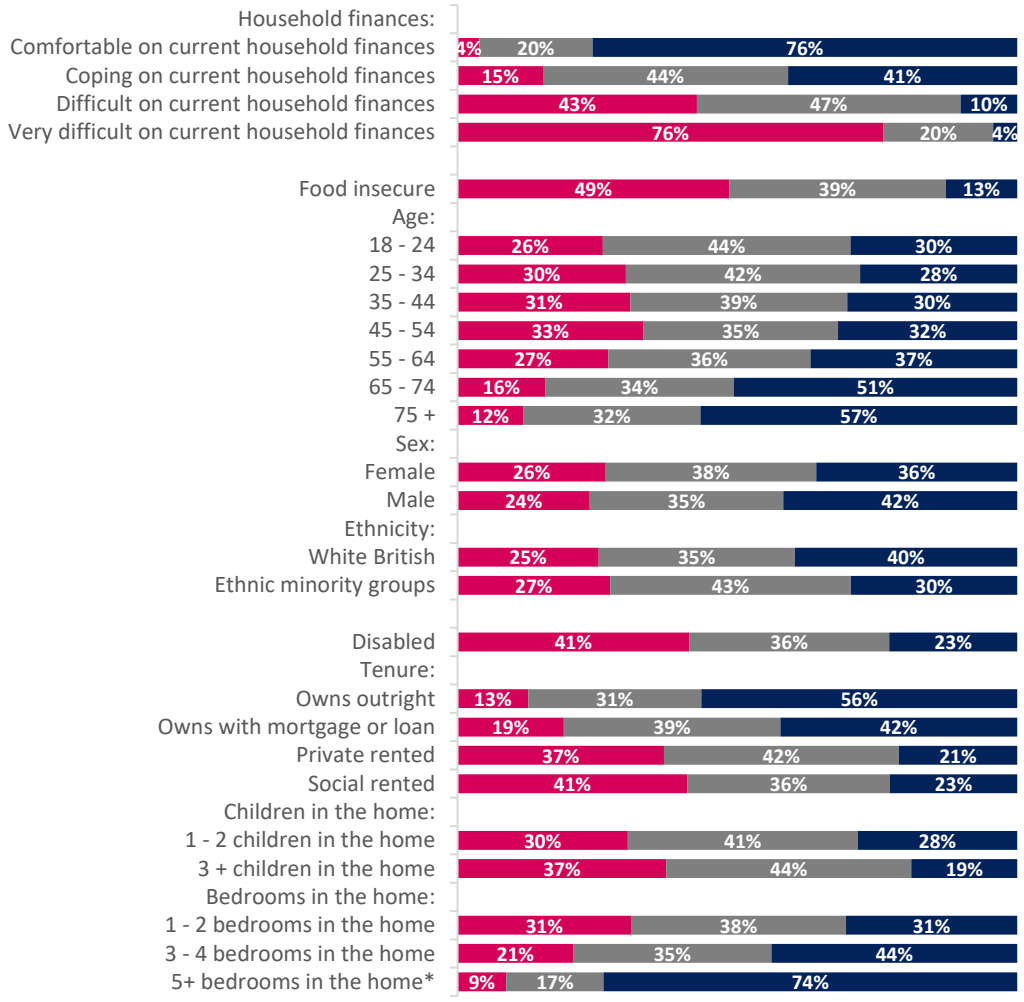
## Question: Overall, how satisfied are you with your life nowadays?

**Overall:**



*...Comparison with ONS national data*  
 The ONS national data had a mean score of 6.8, which is notably higher than the Southampton mean score of 5.2.

### Breakdowns that show interesting differences:



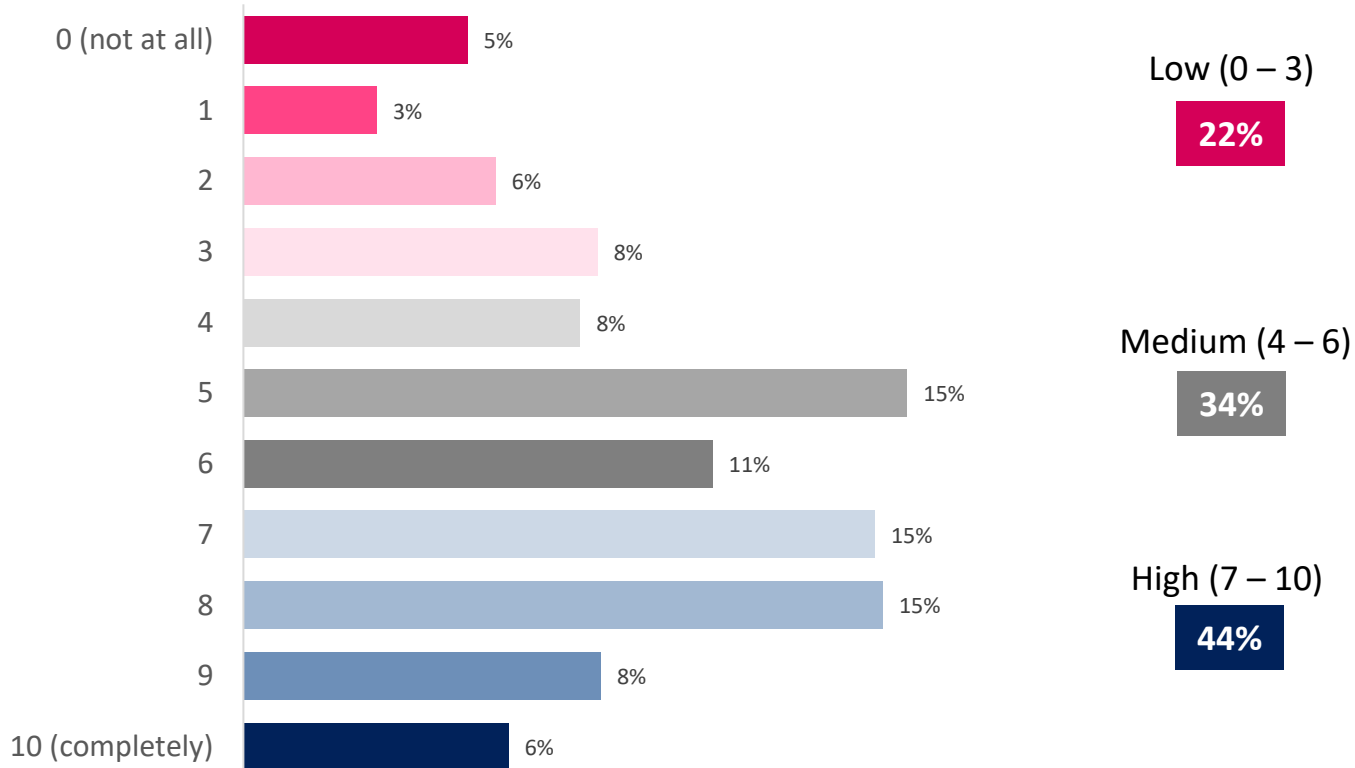
\* Small sample size – fewer than 100 respondents  
 \*\* Small sample size – fewer than 50 respondents



# Things you do being worthwhile

## Question: Overall, to what extent do you feel that the things you do in your life are worthwhile?

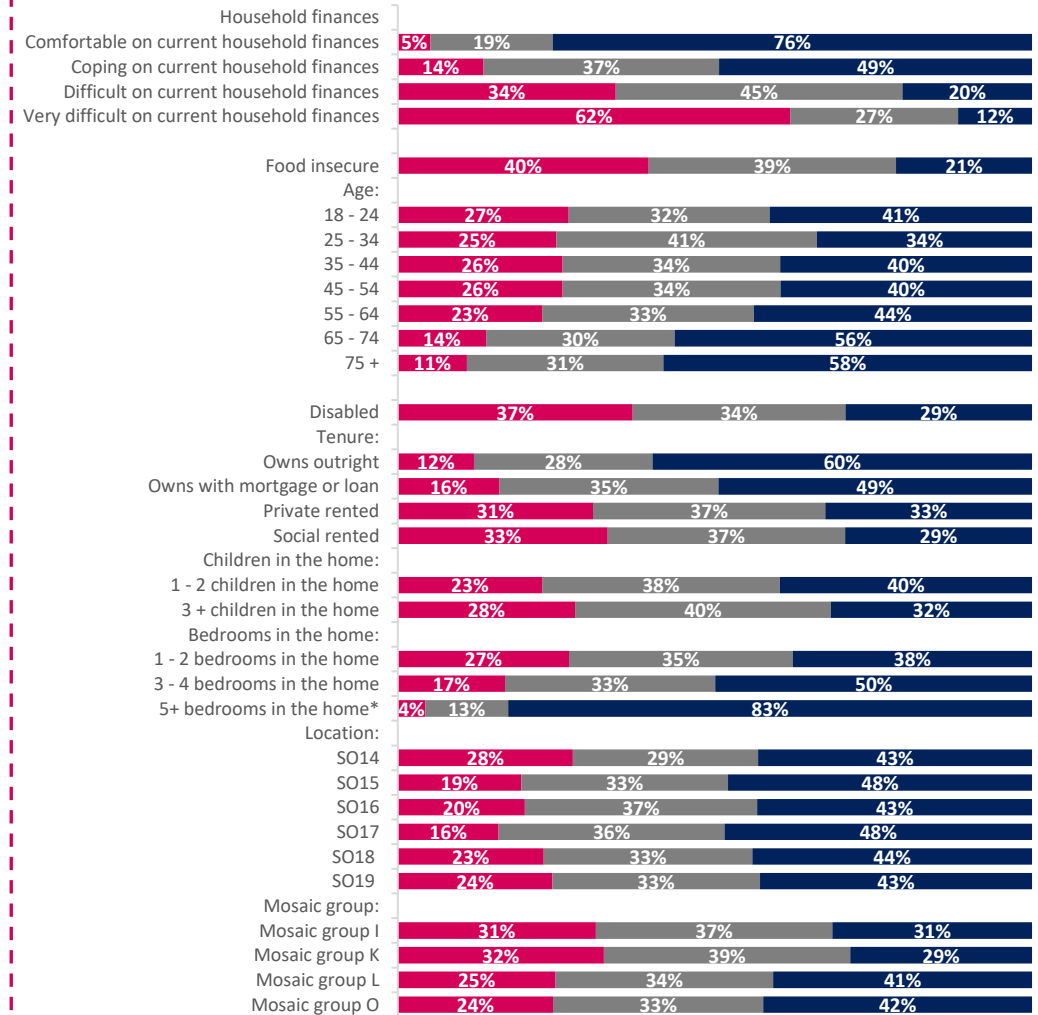
### Overall:



### ...Comparison with ONS national data

The ONS national data had a mean score of 7.2, which is notably higher than the Southampton mean score of 5.7.

### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\* Small sample size – fewer than 50 respondents

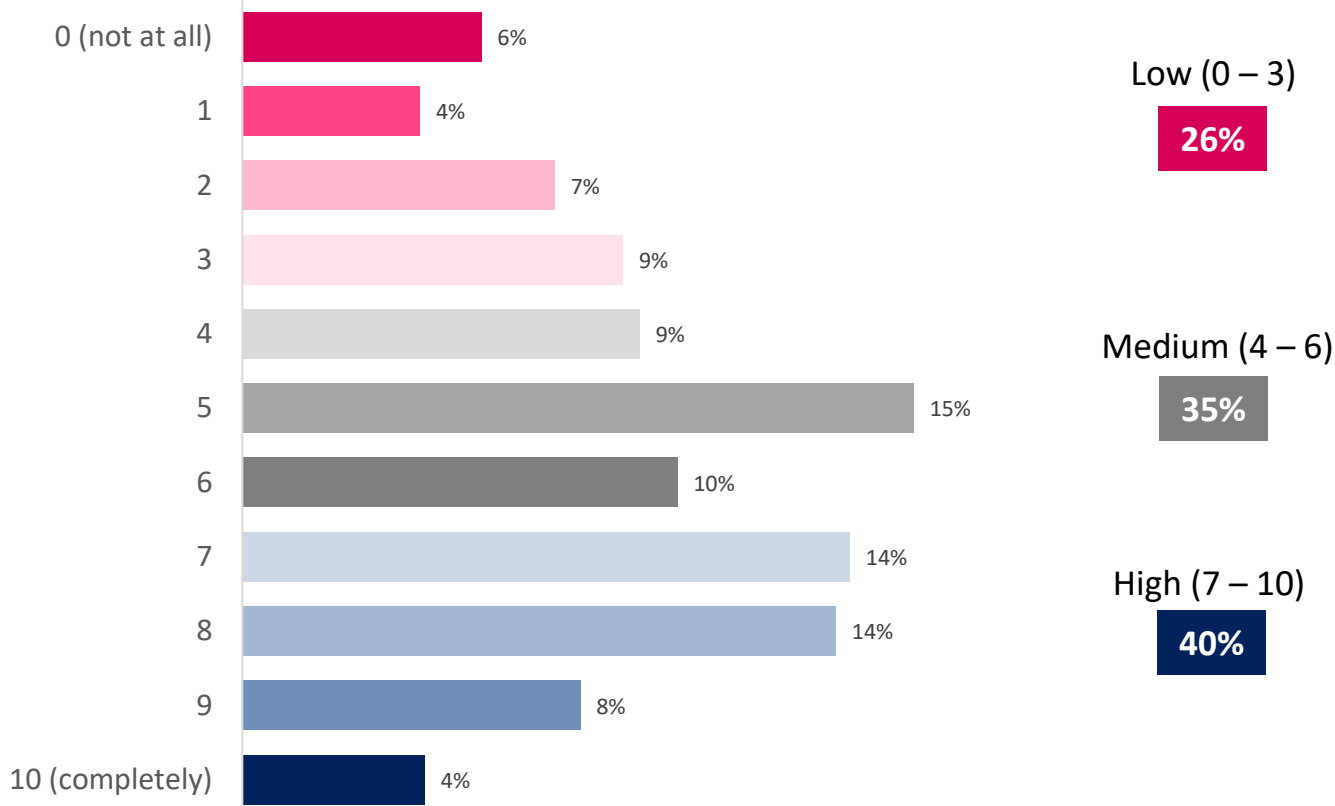
■ Low (0-3) ■ Medium (4-6) ■ High (7-10)



# Happiness

## Question: Overall, how happy did you feel yesterday?

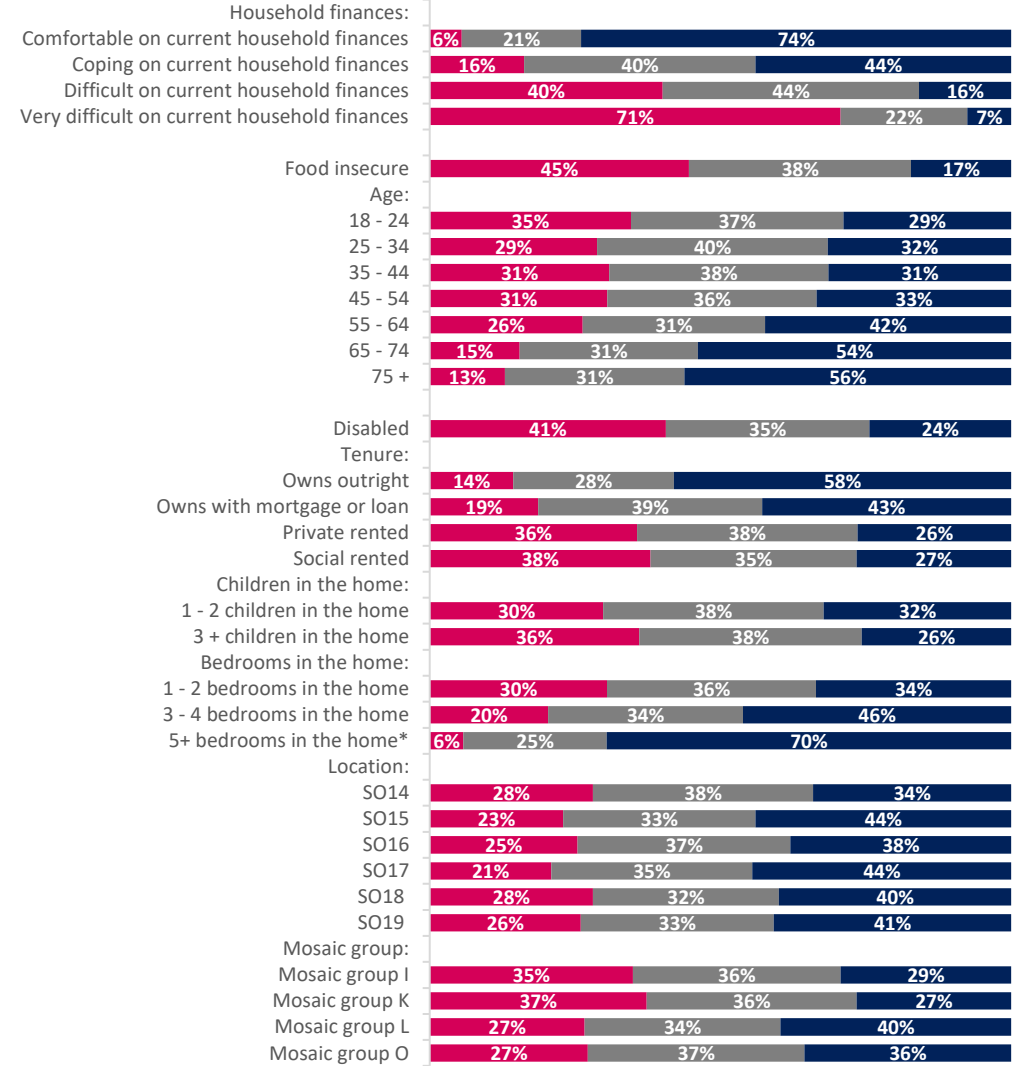
### Overall:



### ...Comparison with ONS national data

The ONS national data had a mean score of 6.8, which is notably higher than the Southampton mean score of 5.4.

### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

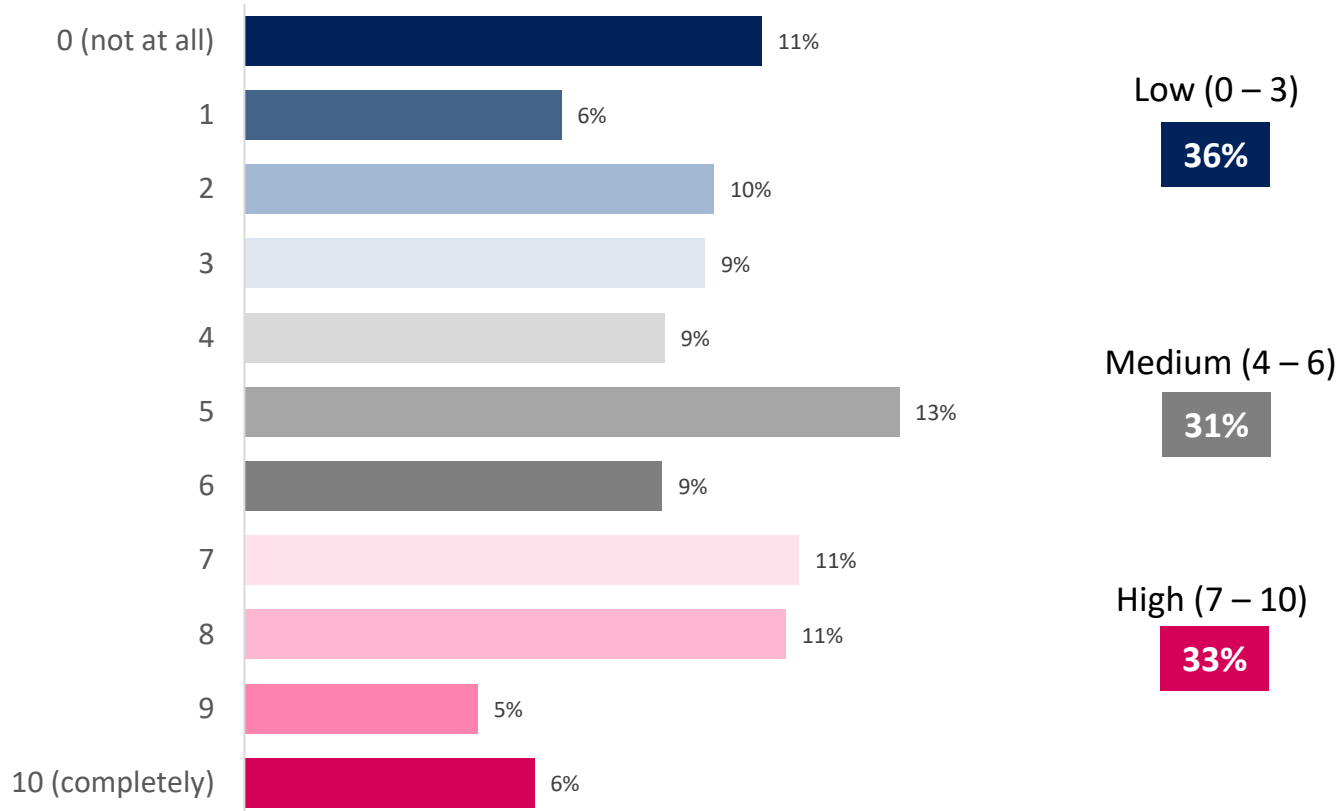
\*\*Small sample size – fewer than 50 respondents



# Anxiety

## Question: Overall, how anxious did you feel yesterday?

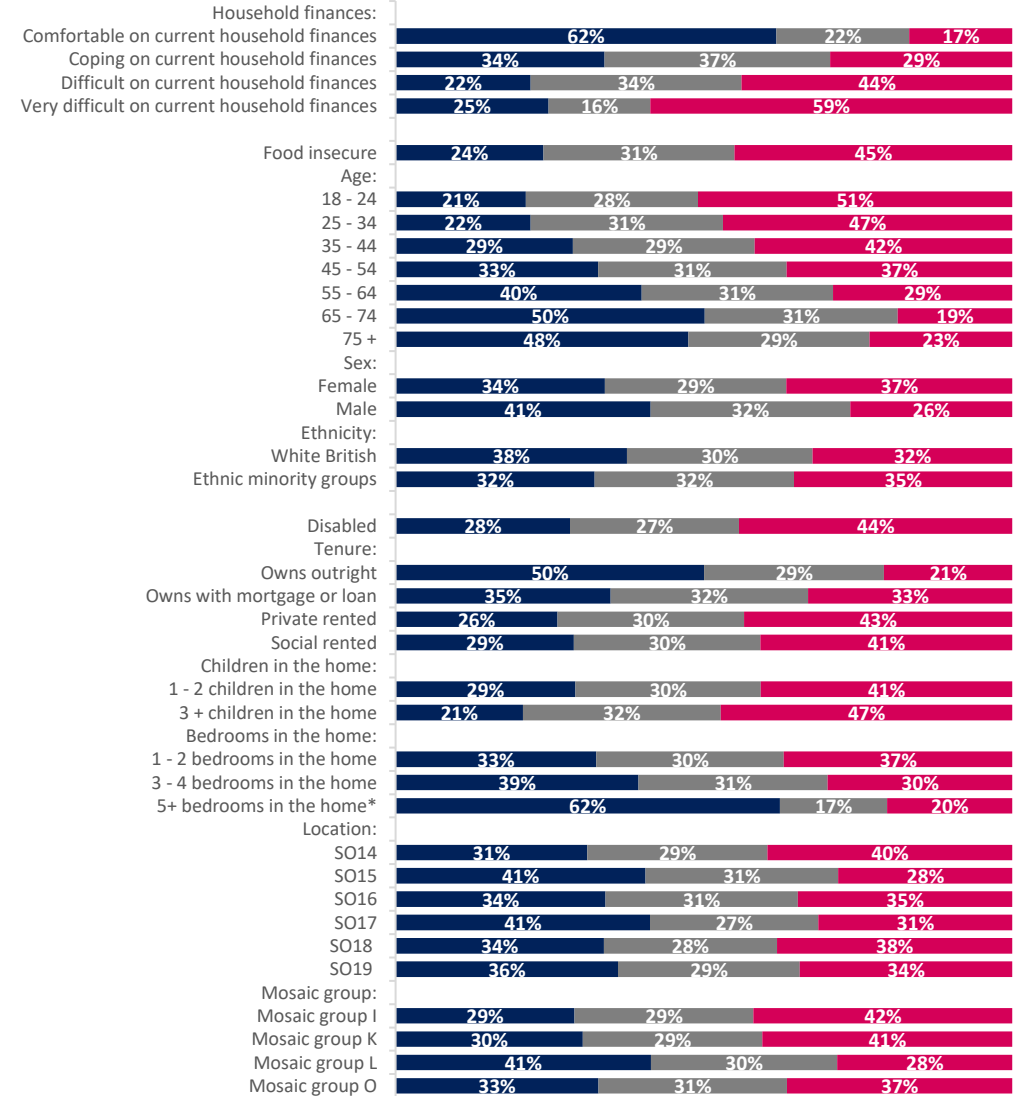
### Overall:



...Comparison with ONS national data

The ONS national data had a mean score of 4.1, which is lower than the Southampton mean score of 4.8.

### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

■ Low (0 - 3) ■ Medium (4 - 6) ■ High (7 - 10)



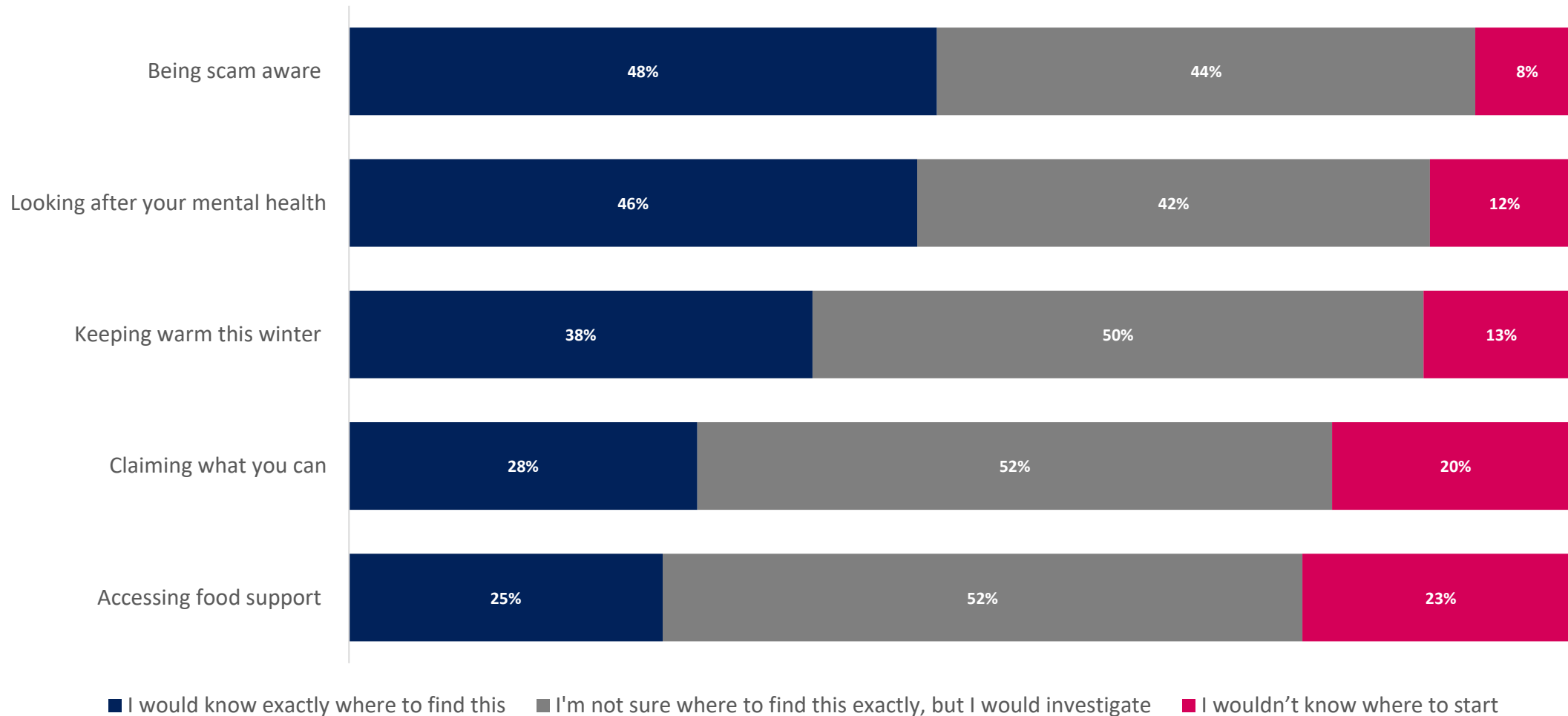


## Cost of Living communications



**Question:** If you needed information or support on the following topics, would you know where to find this? (Whether this is online, in person or over the phone)

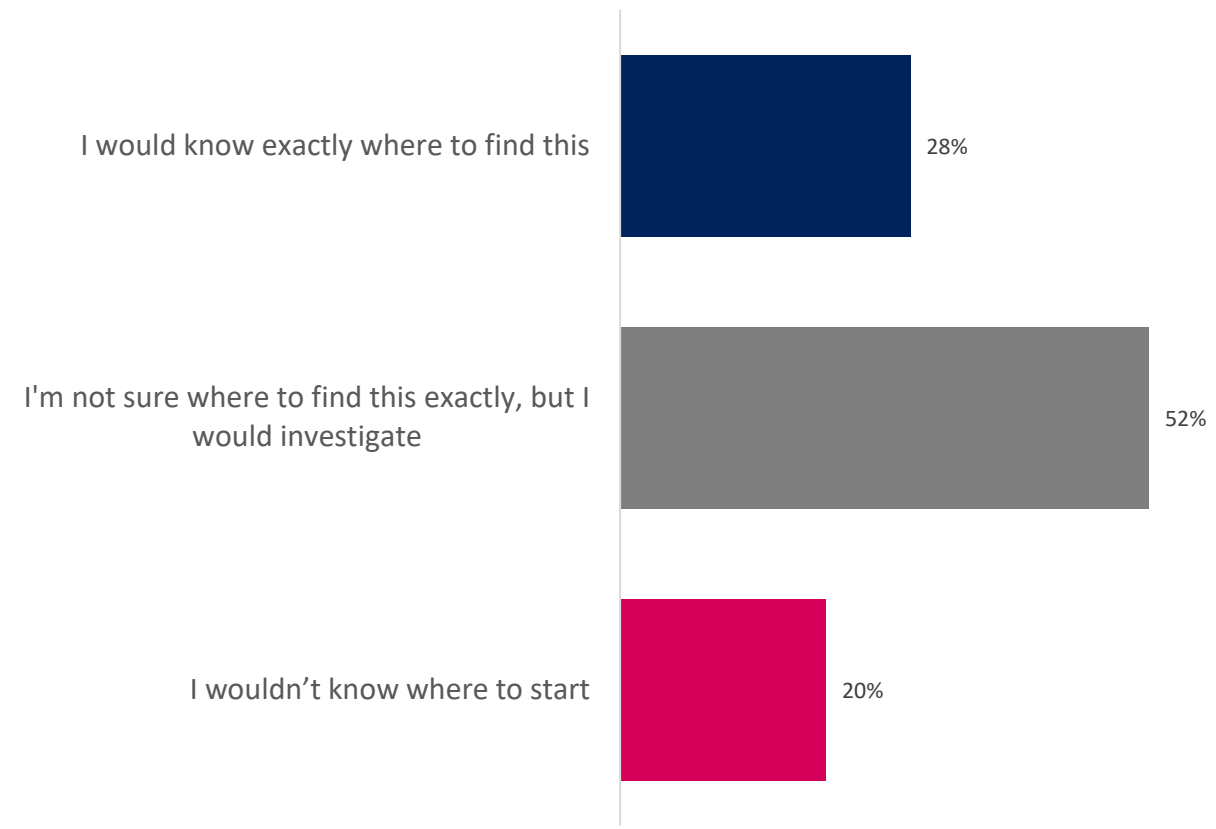
*Overall:*



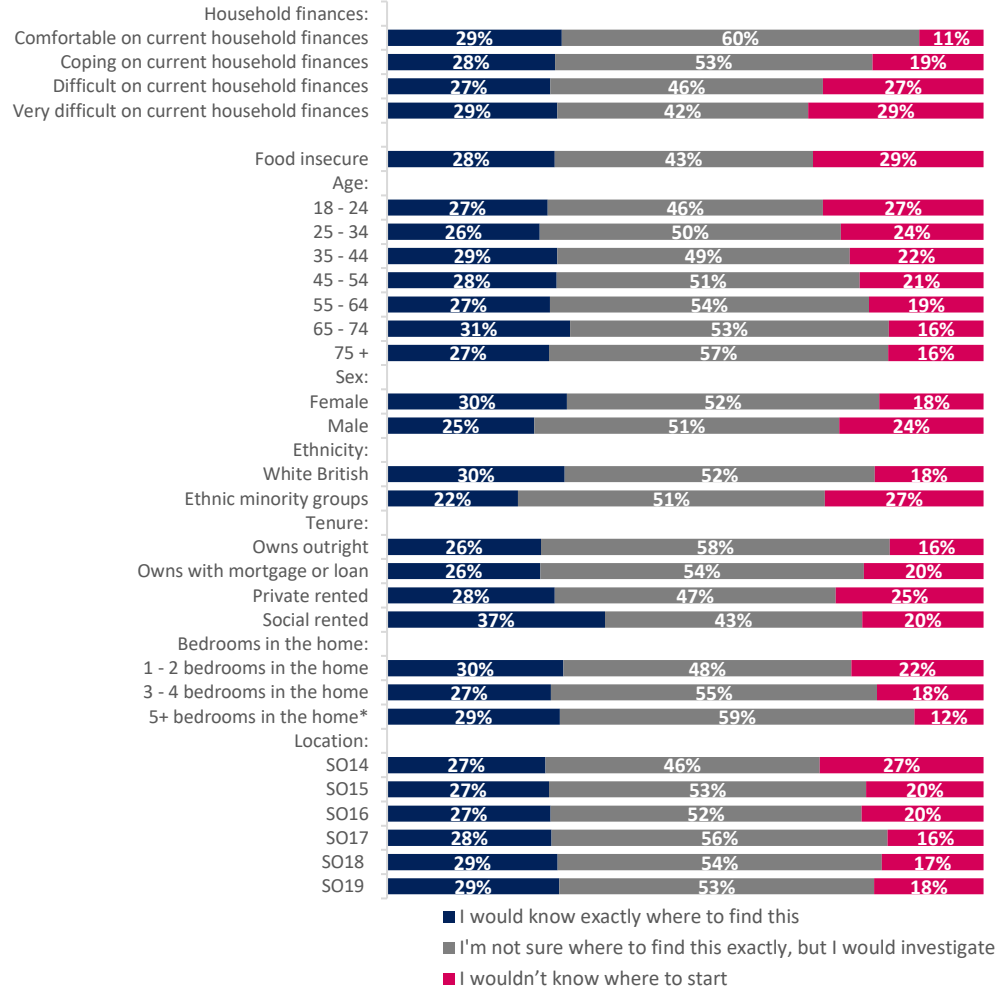


**Question:** If you needed information or support on the following topics, would you know where to find this? *Claiming what you can (making sure you are claiming all the benefits you can and accessing Government funding)*

**Overall:**



**Breakdowns that show interesting differences:**

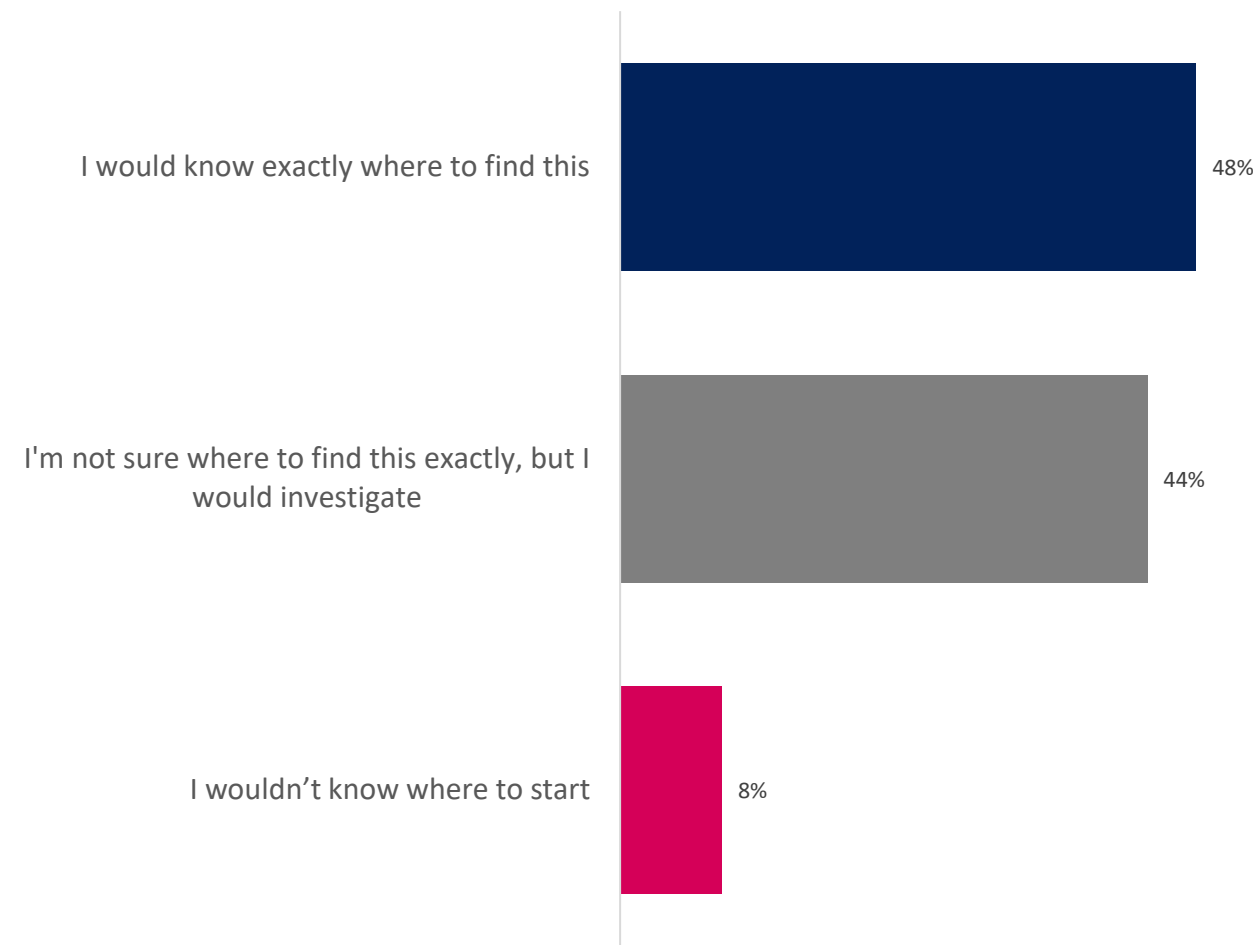


\* Small sample size – fewer than 100 respondents  
\*\*Small sample size – fewer than 50 respondents

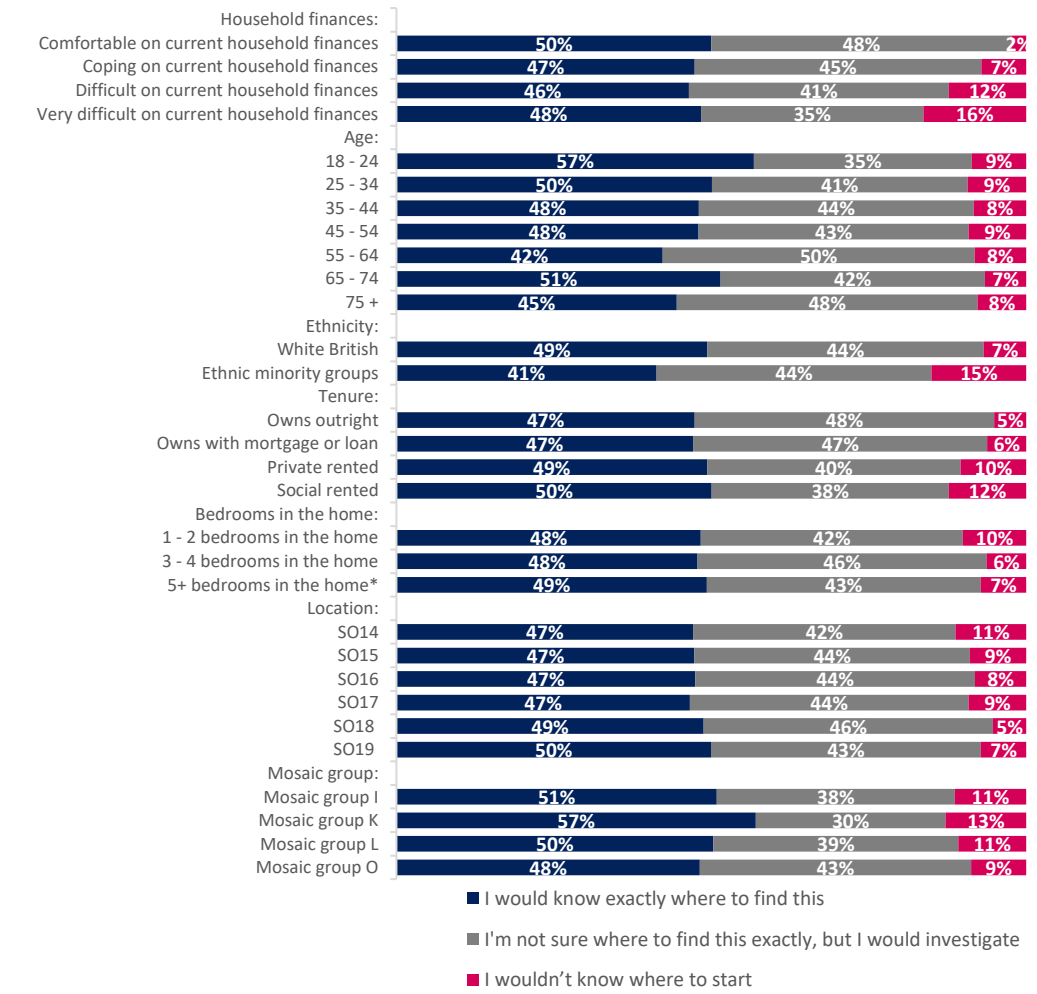


**Question:** If you needed information or support on the following topics, would you know where to find this? *Being scam aware (for the latest advice on scam and fraud protection)*

**Overall:**



**Breakdowns that show interesting differences:**



\* Small sample size – fewer than 100 respondents  
\*\* Small sample size – fewer than 50 respondents

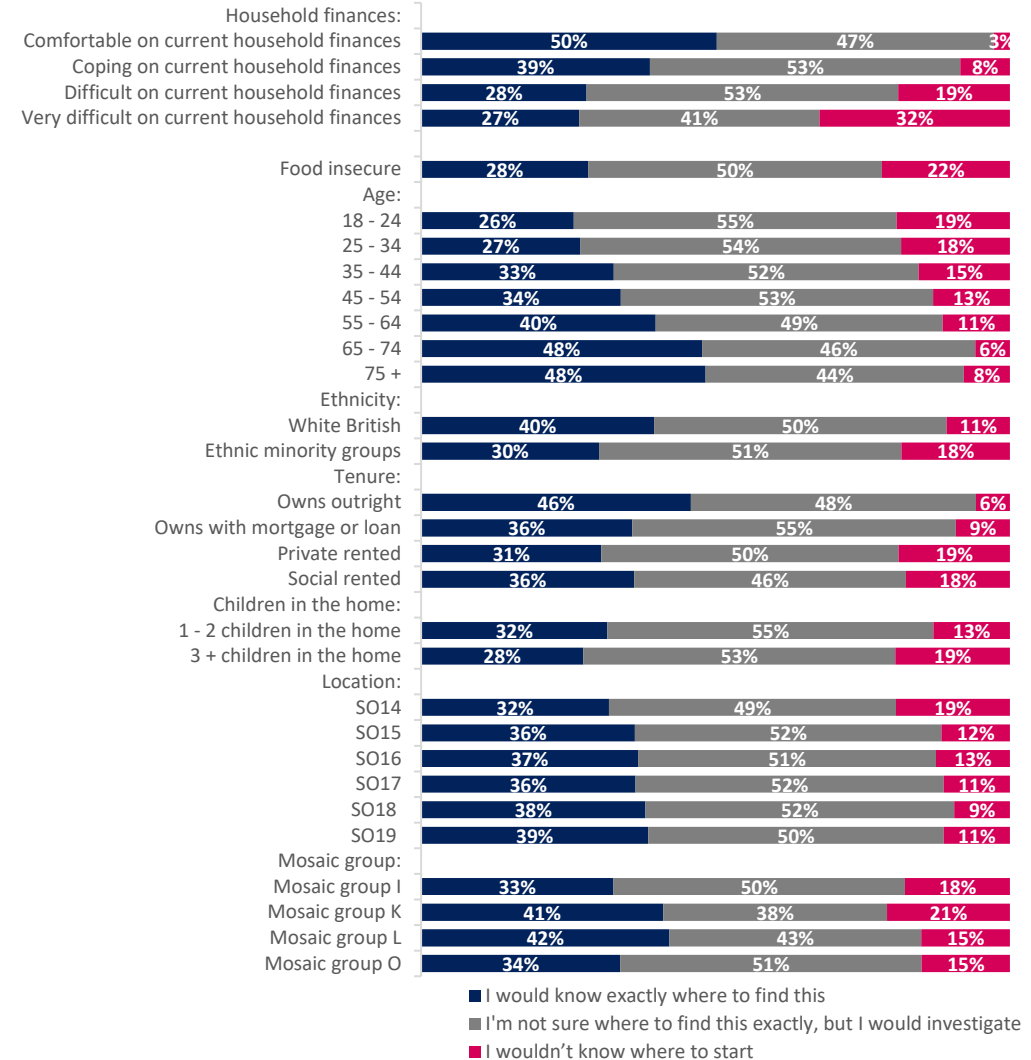


## Question: If you needed information or support on the following topics, would you know where to find this? *Keeping warm this winter*

### Overall:



### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

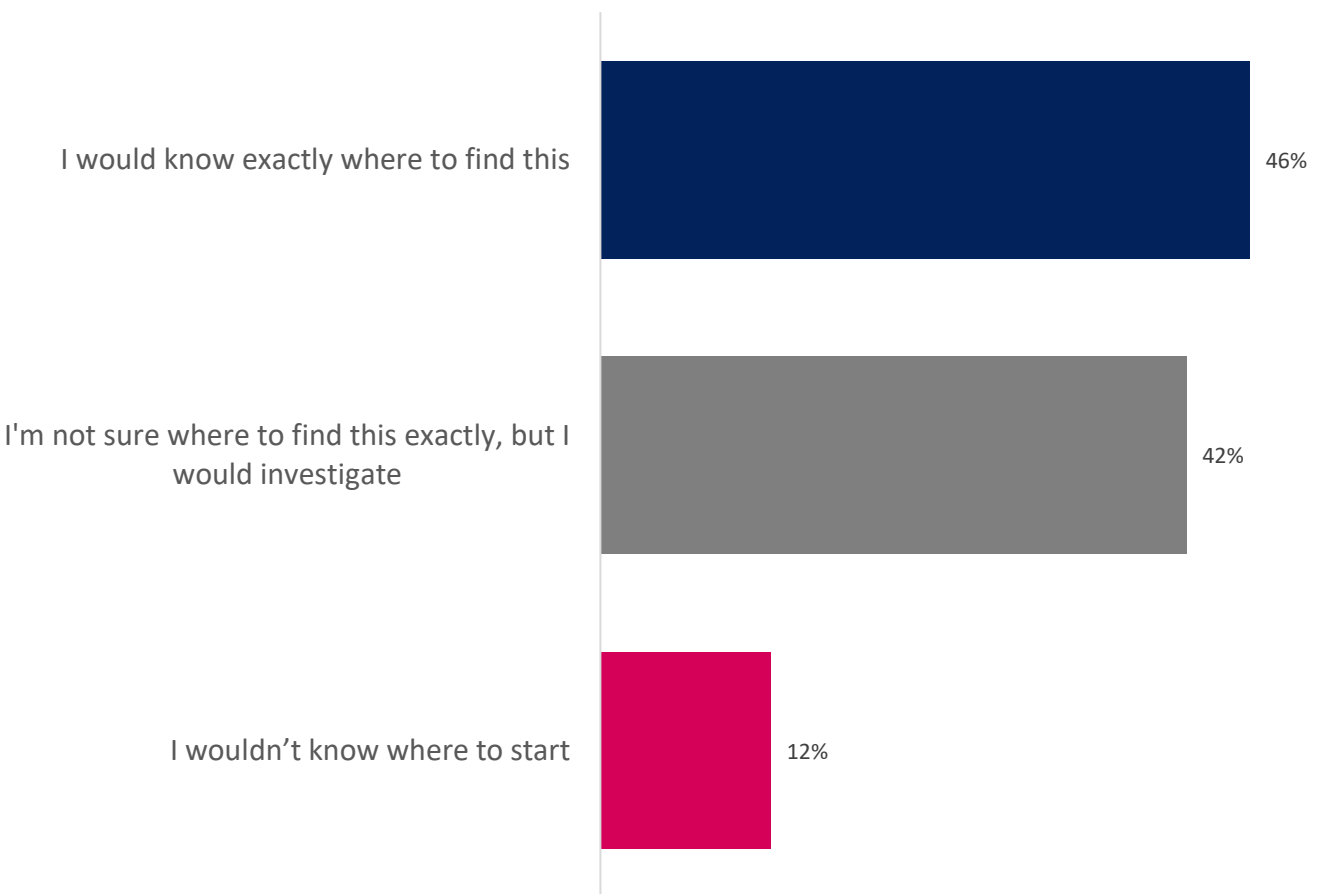
\*\*Small sample size – fewer than 50 respondents



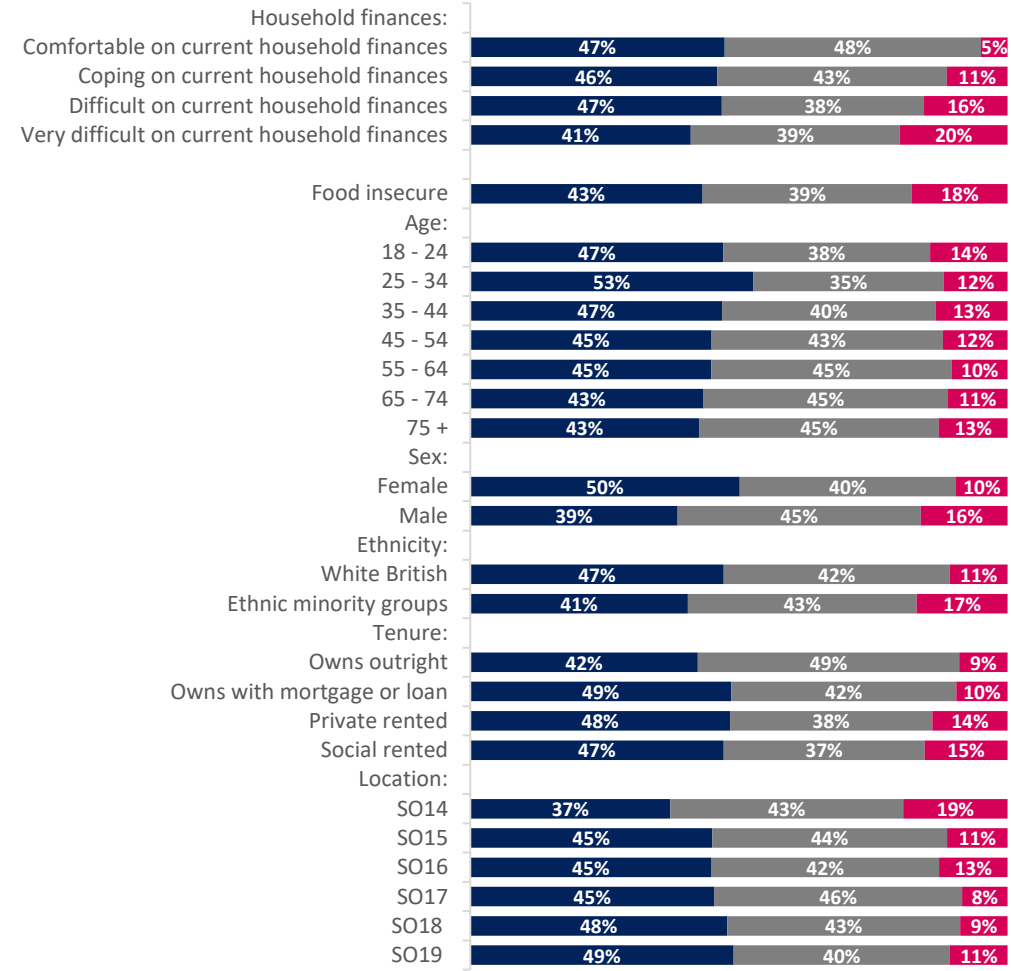
# Looking after your mental health

**Question:** If you needed information or support on the following topics, would you know where to find this? *Looking after your mental health*

**Overall:**



**Breakdowns that show interesting differences:**



■ I would know exactly where to find this  
■ I'm not sure where to find this exactly, but I would investigate  
■ I wouldn't know where to start

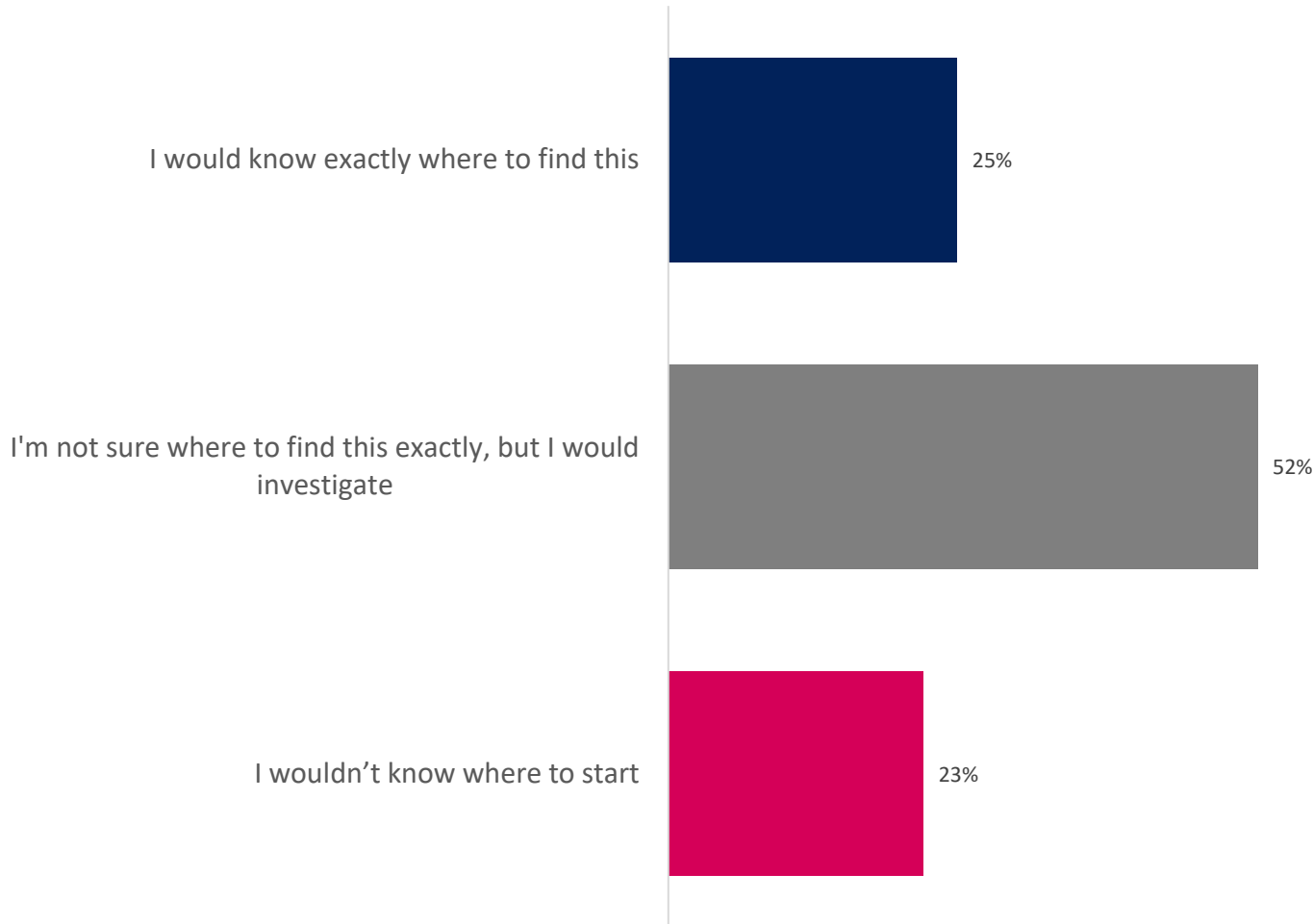
\* Small sample size – fewer than 100 respondents

\*\*Small sample size – fewer than 50 respondents

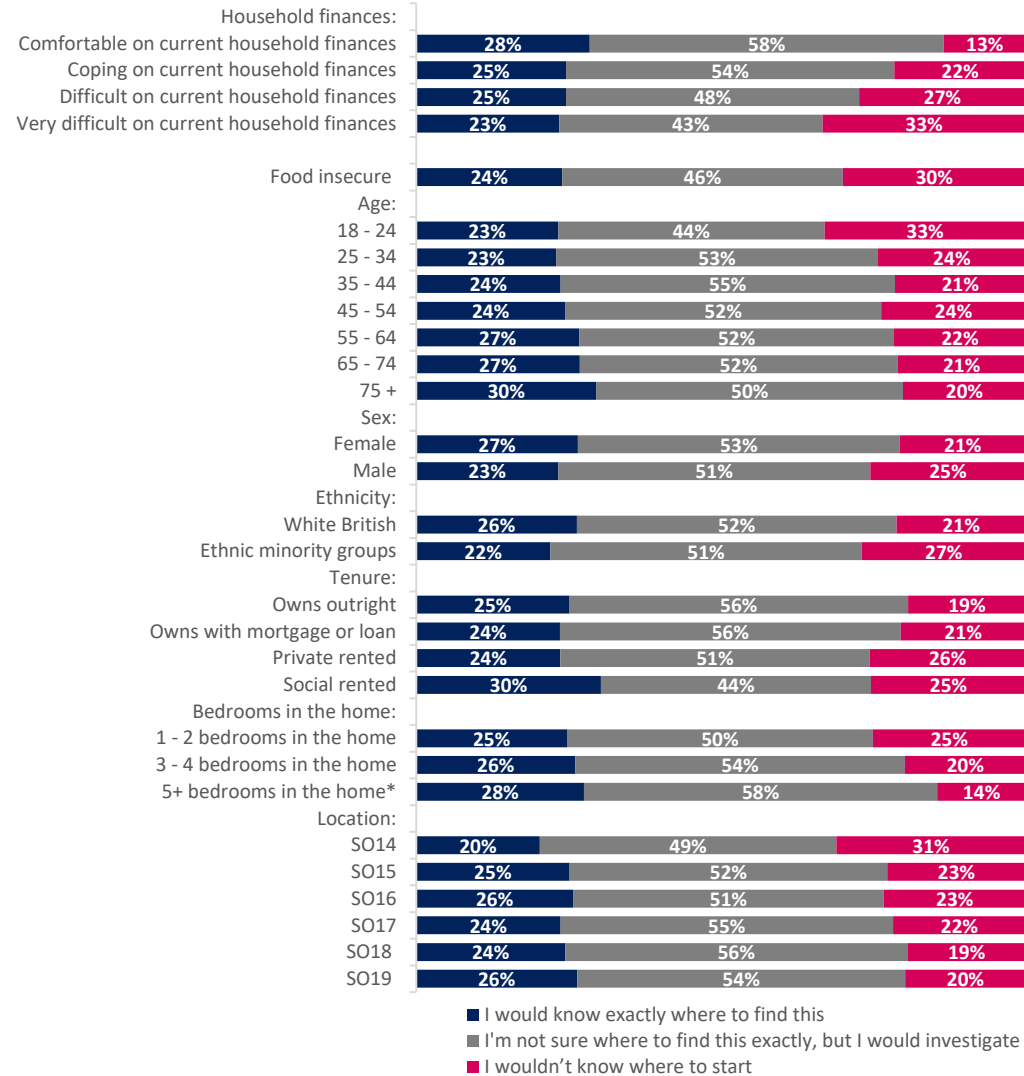


## Question: If you needed information or support on the following topics, would you know where to find this? *Accessing food support*

### Overall:



### Breakdowns that show interesting differences:



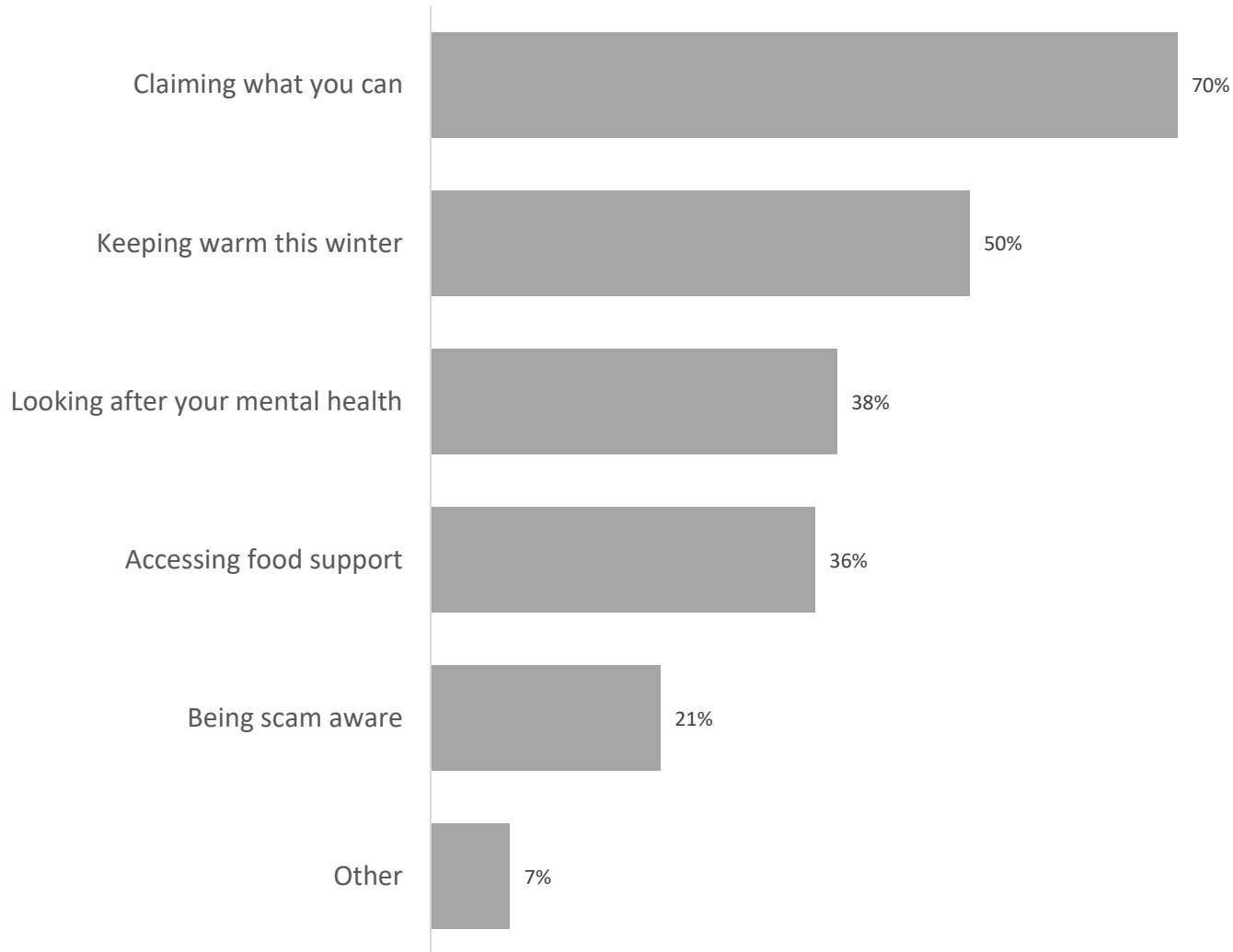
\* Small sample size – fewer than 100 respondents

\*\* Small sample size – fewer than 50 respondents

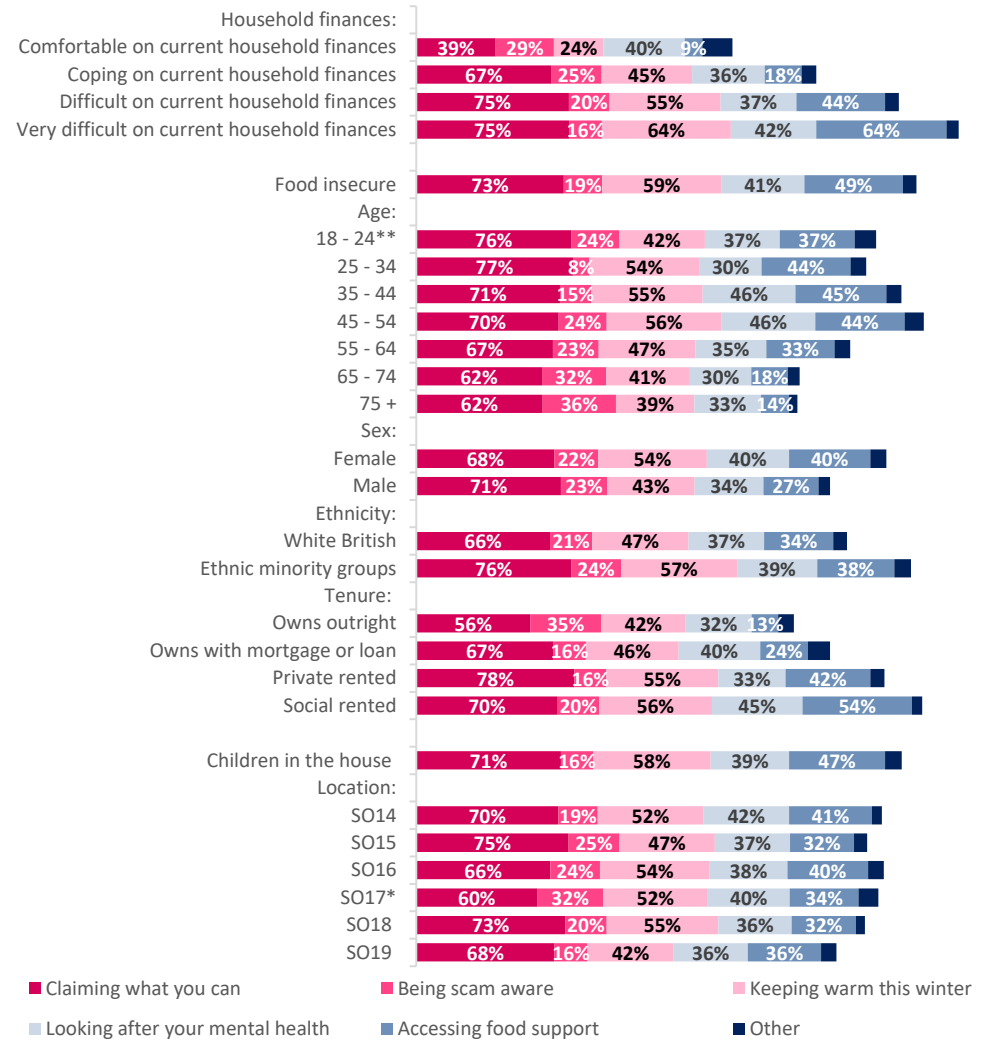


## Question: Would you like to find out more information on any of the following topics?

### Overall:



### Breakdowns that show interesting differences:



\* Small sample size – fewer than 100 respondents

\*\* Small sample size – fewer than 50 respondents



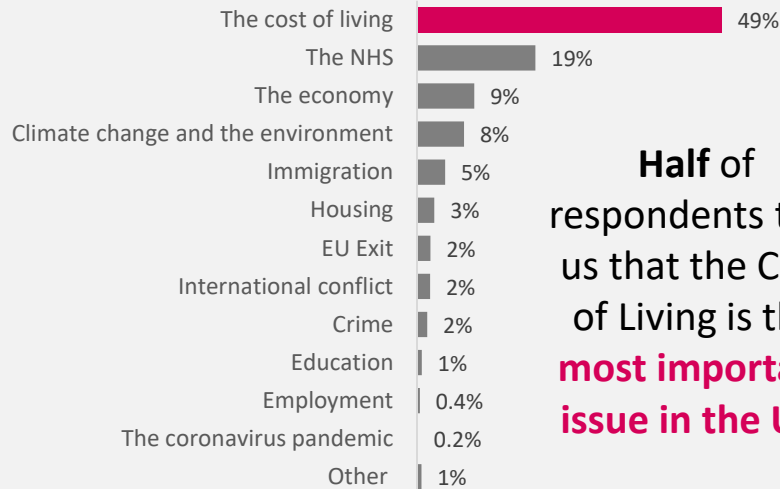
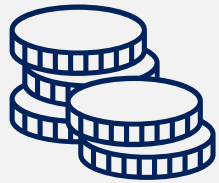


## Overall key findings



## Overall – key findings:

85% of respondents told us that they are **worried** about rising costs of living.



Half of respondents told us that the Cost of Living is the **most important issue in the UK.**

96% said their **Cost of Living has increased** compared to a year ago, and **79%** said it is **still increasing** compared to last month – both of which are **higher than national averages.**

This has led to the majority of respondents **taking actions to save money** in the last year, including;

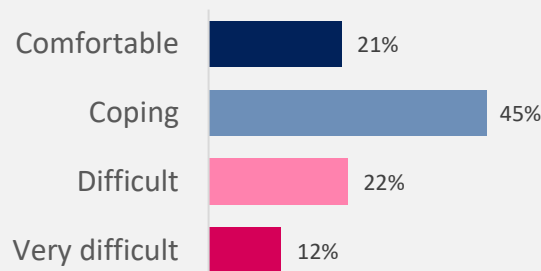
- Spending **less on non-essentials** (88%),
- Using **less gas or electricity** in the home (87%),
- And **shopping around more** (79%).

71% said that they are **worried about keeping their home warm** in the winter.



This is 20 percentage points **higher than national average.**

34% selected that their current household finances are **difficult.**



41% of the survey population were classified as **food insecure.**



This is **higher** than the national average of 18%.

Reported **wellbeing is below average** compared to national averages.

This includes;

- Levels of **life satisfaction,**
- Happiness,**
- Worthiness,**
- And higher levels of **anxiety.**





## Overall characteristic breakdowns – key findings:

Demographic and characteristic breakdowns were conducted on survey questions. These key breakdowns included: age, sex, disability, tenure, postcode sector, number of children in the home, bedrooms in the home, levels of household finances, food insecurity and Mosaic groups (focussing on the 4 groups classed as most vulnerable according to the most recent [cost of living forecast](#) – which are groups I, K, L and O ).

Breakdowns throughout the survey presented **more vulnerable or affected groups of people.**

Younger age groups (particularly those aged 25 – 34) 

Females 

Those with a disability 

Ethnic minority groups 

Respondents living with SO14 

Those who rent their homes (particularly social renters) 

Those with children (particularly those with 3+ children) 

Those struggling with their current household finances 

Those who are classed as food insecure 

Those with less bedrooms in the house 

Mosaic group K (Municipal Tenants) 

These groups have been established as more vulnerable or affected based upon survey responses, including:

- Higher levels of **Cost of Living increases**
- Higher levels of **difficulty with current household finances**
- **Lower extent of building up savings**
- **Lower extent of ability to afford unexpected expenses**
- Higher levels of **food insecurity**
- Higher levels of **changing food purchasing habits** (including buying less and cheaper versions)
- Higher extent of **worries about keeping home warm** over winter
- **Lower levels of feeling a comfortable** temperature in the home
- **Lower levels of wellbeing** (including life satisfaction, worthiness, happiness and higher levels of anxiety)



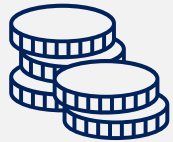
## Survey sections – key findings



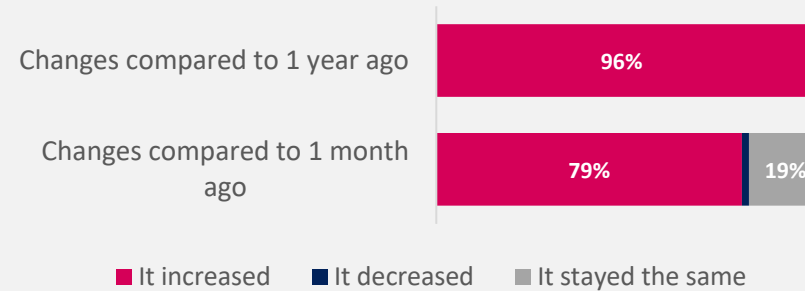
## 'Important issues' and 'recent changes' – key findings:

85% of respondents told us they are **worried about rising costs of living.**

This is **12 percentage points higher** than the national comparison.



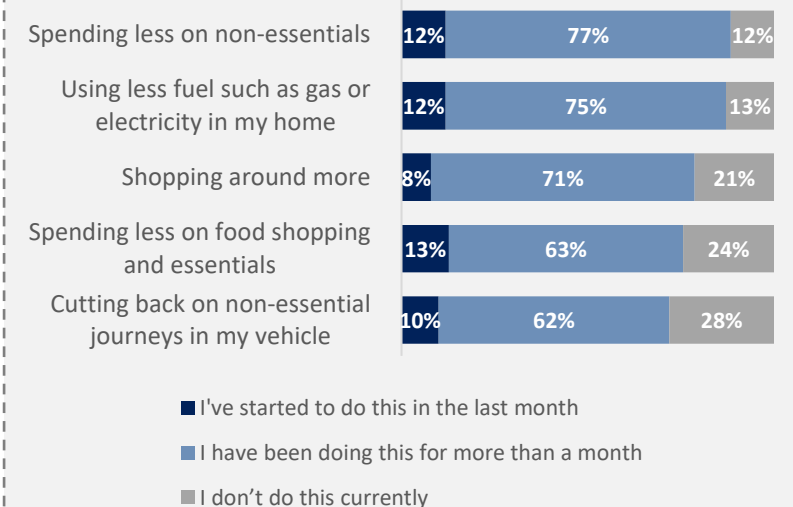
The Cost of Living appears to be **increasing** for the majority of residents, compared to 1 month ago.



The most common **increases in costs of living** both compared to a year and a month ago are;

- Food shopping prices,**
- Gas / electric bills,**
- And fuel price.**

**Actions** residents are taking as a result include:



The **top 3 issues** facing the UK that Southampton residents are concerned about include;

- The Cost of Living,**
- The NHS,**
- And the economy.**

These top 3 **match** concerns on a national level.

**Worries, Cost of Living increases and actions taken as a result are highest in;**



- Younger age groups
- Renters
- Females
- Respondents who have difficulties on current household finances
- Mosaic Group K (Municipal Tenants)



\*This graph shows the top 5.



## 'Heating the home' and 'food habits' – key findings:

**71%** of respondents told us that they are **worried about keeping their home warm** in the winter.

Worry is **highest** in;

- Those with **children in the home**,
- **Younger** ages,
- Those whose finances are **difficult**,
- **Females**,
- **Ethnic minority groups**,
- **Renters**,
- **Respondents in SO14**.

This is **20 percentage points higher** than the national comparison.

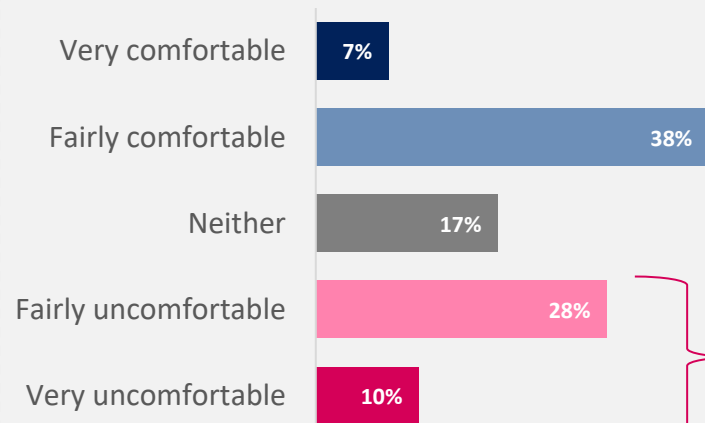


**41%** of the survey respondents are classified as **food insecure**. This is **22 percentage points higher** than the national comparison.

Across the survey, respondents classified as food insecure appear to be **more vulnerable or affected** by all sections of the survey. This includes recent changes, heating the home, food habits, financial situations and wellbeing.

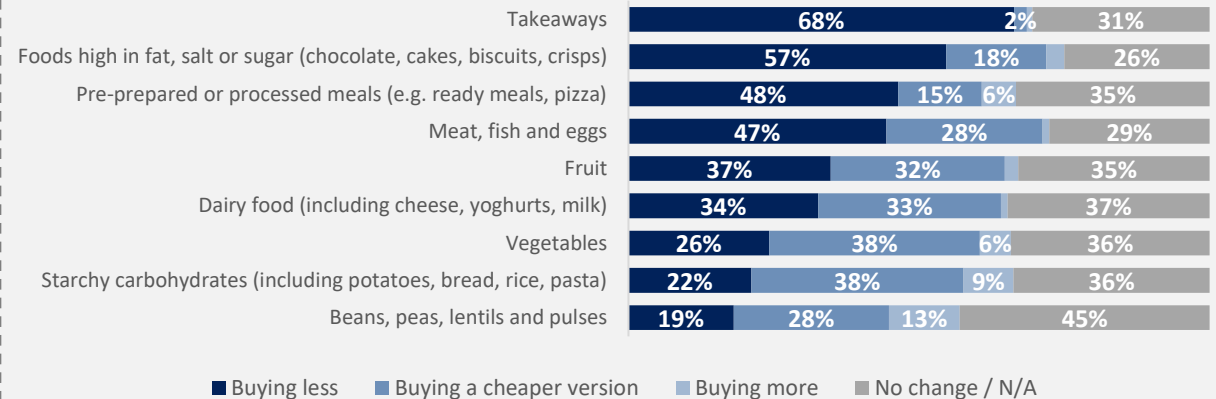


**45%** told us that the temperature of their home is **comfortable**.



- 'Uncomfortable' highest in;**
- Those whose finances are **difficult**,
  - **Younger** ages,
  - **Mosaic group I (Family Basics)**,
  - **SO14**,
  - Those with **children in the home**,
  - Those **food insecure**,
  - **Renters**.

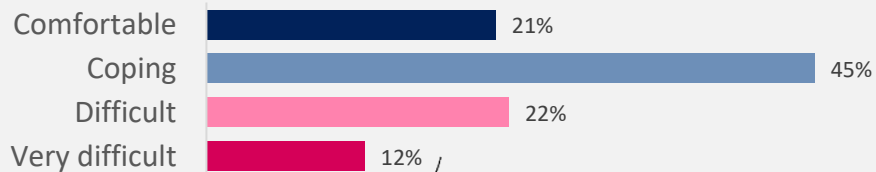
**Over half** of respondents have said that they have **changed their purchasing habits** for each food group.





## 'Financial situation' and 'communications' – key findings:

The majority of respondents selected that they are **coping with current household finances** (45%).



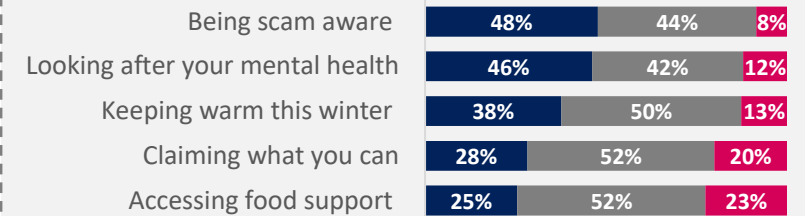
**Difficulties** with finances are highest in those who are;

*Younger, females, disabled, food insecure, renters, in SO14, ethnic minority groups, Mosaic Group K, have children in the home and have less bedrooms in the home.*

**3/4** respondents told us that they are **unable to build up any savings currently.**



Out of 5 information topics SCC are targeting, almost **half** of respondents selected that they would know exactly where to go for information **scam awareness** and **mental health.**



- I would know exactly where to find this
- I'm not sure where to find this exactly, but I would investigate
- I wouldn't know where to start

Respondents who **wouldn't know where to start** to the **highest** extent include;

- Those whose finances are **difficult**,
- **Younger** age groups,
- **Males**,
- **Ethnic minority groups**,
- Respondents in **SO14**
- **Mosaic Group I (Family Basics)**



**64%** of working respondents are **changing or looking to change their work situation** due to increases in the Cost of Living.

*This includes:*



*This graph shows the top 3.*

**55%** of respondents told us that their household would be **unable to afford an unexpected, but necessary, expense of £850.**



*This is **24 percentage points higher** than the national comparison.*





# National Benchmarking





## How does Southampton compare on resident Cost of Living questions?

A number of questions asked in the Cost of Living survey have been taken from a suite of questions developed by the Office of National Statistics (ONS) to enable us to benchmark, or compare, against nationally collected data.

The ONS Opinions and Lifestyles Survey asked a variety of questions to get social insights on daily life and events, including the cost of living, working arrangements and wellbeing.

Survey data is released every two weeks. The [results](#) from 11 January – 22 January 2023 have been used to benchmark the results from the Southampton Cost of Living survey against a national average below.

**Compared to one month ago, has your cost of living changed?**

**Southampton**

Increased

**79%**

Stayed the same

**19%**

**ONS average**

Increased

**67%**

Stayed the same

**30%**

Southampton increases are **12 percentage points higher** than national average.

**Could your household afford to pay an unexpected, but necessary, expense of £850?**

**Southampton**

Unable to afford an unexpected, expense of £850

**55%**

**ONS average**

Unable to afford an unexpected, expense of £850

**31%**

Those unable to afford financial shock in Southampton is **24 percentage points higher** than national average.

**In the past two weeks, how worried or unworried have you been about keeping warm in your home over winter?**

**Southampton**

Worried

**71%**

Not worried

**17%**

**ONS average**

Worried

**51%**

Not worried

**21%**

Southampton worries about keeping the home warm are **20 percentage points higher** than national average.

**In the past two weeks, how worried or unworried have you been about rising costs of living?**

**Southampton**

Worried

**85%**

Not worried

**9%**

**ONS average**

Worried

**73%**

Not worried

**9%**

Southampton worries about the cost of living are **12 percentage points higher** than national average.



## How does Southampton compare on resident wellbeing questions?

A number of questions asked in the Cost of Living survey have been taken from a suite of questions developed by the Office of National Statistics (ONS) to enable us to benchmark, or compare, against nationally collected data.

The ONS Opinions and Lifestyles Survey asked a variety of questions to get social insights on daily life and events, including the Cost of Living, working arrangements and wellbeing.

Survey data is released every two weeks. The [results](#) from 11 January – 22 January 2023 have been used to benchmark the results from the Southampton Cost of Living survey against a national average below.

### Life satisfaction (Where 0 is not at all, and 10 is completely)

Southampton mean

Life satisfaction

5.2

ONS mean

Life satisfaction

6.8

Southampton life satisfaction mean is **1.6 points lower** than national average.

### Things you do in life are worthwhile (Where 0 is not at all, and 10 is completely)

Southampton mean

Worthiness

5.7

ONS mean

Worthiness

7.2

Southampton worthiness mean is **1.5 points lower** than national average.

### Levels of happiness (Where 0 is not at all, and 10 is completely)

Southampton mean

Happiness

5.4

ONS mean

Happiness

6.8

Southampton worthiness mean is **1.4 points lower** than national average.

### Levels of anxiety (Where 0 is not at all, and 10 is completely)

Southampton mean

Anxiety

4.8

ONS mean

Anxiety

4.1

Southampton anxiety mean is **1.4 points higher** than national average.



## How does Southampton compare on resident food insecurity questions?

A number of questions asked in the Cost of Living survey have been taken from a suite of questions used by the Food Foundation to track food insecurity across the UK.

These questions are part of the United States Department of Agriculture's Food Security Survey module, which is a validated survey tool, used to measure and monitor household food insecurity in many high-income countries, including the UK. These questions capture moderate and severe experiences of food insecurity. This enables us to benchmark, or compare, against nationally collected data.

The Food Insecurity Tracking Survey is repeated every few months. The most recent [results](#) from 21 – 23 September 2022 (11<sup>th</sup> in the series) have been used to benchmark the results from the Southampton Cost of Living Survey against a national average below.

*In the last month, have you had smaller meals than usual, or skipped meals because you couldn't afford to get access to food?*

**Southampton survey**

Had smaller meals / skipped meals

**39%**

**Food Foundation**

Had smaller meals / skipped meals

**18%**

Southampton survey levels of having smaller meals / skipping meals is **22 percentage points higher** than national average.

*In the last month, have you ever been hungry but not eaten because you couldn't afford or get access to food?*

**Southampton survey**

Hungry, but not eaten

**22%**

**Food Foundation**

Hungry, but not eaten

**11%**

Southampton survey levels of being hungry, but not eating is **11 percentage points higher** than national average.

*In the last month, have you not eaten for a whole day because you could afford or get access to food?*

**Southampton survey**

Not eaten for a whole day

**12%**

**Food Foundation**

Not eaten for a whole day

**6%**

Southampton survey levels of not eating for a whole day is **6 percentage points higher** than national average.

*Levels of food insecurity overall*

**Southampton survey**

Food insecure

**41%**

**National average**

Food insecure

**18%**

Southampton survey levels of food insecurity is **22 percentage points higher** than national average.

## Portsmouth City Council Cost of Living survey results (November 2022)

*It is important to note that whilst some questions asked in both surveys are broadly comparable, there may be methodological differences between them. The Southampton survey was self selecting and specifically about the Cost of Living. In addition, the wording of questions differed slightly between surveys.*

Compared to Portsmouth, a similar amount of residents selected that their Cost of Living has increased.

The top ways in which Costs of Living have increased in Portsmouth are similar to Southampton, with the only notable difference surrounding rent or mortgage increase costs, with Southampton results presenting slightly higher.

The top things that people are doing as a result of Cost of Living increases remain in a similar order when comparing Portsmouth to Southampton results. Despite this, notably more Southampton residents appear to be carrying out these activities, including 87% of Southampton residents selecting that they are using less fuel such as gas or electric in the home, compared to 56% of Portsmouth residents.

Full results: [Wave Four - November 2022 - Your City, Your Say survey research \(portsmouth.gov.uk\)](https://www.portsmouth.gov.uk/research-and-statistics/survey-research/wave-four-november-2022-your-city-your-say)

## Sources referenced throughout the report:

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  - [Public opinions and social trends, Great Britain: household finances - Office for National Statistics](#)
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- Food Foundation survey [21 – 23 September 2022]
  - [Food Insecurity Tracking | Food Foundation](#)
- Cost of Living forecasts
  - [Cost of living \(southampton.gov.uk\)](#)
- Census 2021
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- Portsmouth City Council Survey
  - [Wave Four - November 2022 - Your City, Your Say survey research \(portsmouth.gov.uk\)](#)