

Southampton City Survey 2020

Full results summary

Data, Intelligence & Insight Team – January 2021

Background and Methodology

Respondents

Core Questions

- Satisfaction with local area
- Satisfaction with SCC
- SCC value for money
- Sense of belonging
- Community cohesion
- Growing up in Southampton
- Volunteering
- Satisfaction with public services
- Parks and green spaces

COVID-19 Economic Impacts

- Impact on employment
- Impact on household finances

Community Safety

- Feelings of safety
- Success dealing with crime
- Change in crime levels
- Perceived problems
- Victims of crime

Health & Wellbeing

- Loneliness
- Support networks
- Life satisfaction
- Happiness
- General health
- Physical activity
- Smoking tobacco
- Smoking e-cigarettes
- Food poverty
- Unpaid care

Communications and Digital Inclusion

- Resident informed levels
- Preferred contact channels
- Internet usage
- Internet access
- Online confidence

Green City and Transport

- Reallocation of road space
- Bus travel

City of Culture

- Support for City of Culture Bid
- Participation in cultural activities
- Relevance of cultural offering

Further information





Background and Methodology





- This report presents the findings from the **Southampton City Survey**, which is a biennial survey of Southampton Residents.
- The survey was a commissioned piece of research conducted by **Marketing Means** on behalf of Southampton City Council, with fieldwork taking place between **14 October 2020** and **01 December 2020**.
- It provides an opportunity to get views of a **representative sample** of Southampton residents on key / priority issues and to gain better understanding of perceptions on how we are doing as a council and as a city. Key topic areas include:
 - Opinion on the local area
 - Communications and Digital exclusion
 - Employment
 - City of Culture bid
 - Opinion on Council and other public services
 - Transport
 - Wellbeing
- This will be the **4th resident survey** of its type in Southampton. Results of previous surveys can be found on the [Southampton Data Observatory](#), and **comparisons** have been made throughout the report.
- A total of **1,183** valid surveys were completed during the fieldwork period.





- The survey was undertaken by **telephone**, using a mixture of random digit dialling and mobile telephone samples. This method provides an opportunity to get views of **representative sample** of Southampton residents on key / priority issues and to gain better understanding of perceptions on how we are doing as a council and as a city.
- **Geographic** and **demographic quotas** were monitored throughout the fieldwork period. Prior to opening the survey participants were asked to confirm they lived within the Southampton local authority area before interviewers proceeded with the survey.
- **Confidence intervals** are referred to throughout the report; these are a measure of how **reliable** the results from the sample are in relation to the wider population. The Confidence Interval is a **margin of error**, a measure of the reliability of the results from the sample in relation to the wider population. For example, a 95% Confidence Interval of $\pm 3\%$ means that any percentage result will have a 95% likelihood of being no more than 3% higher or lower than the **true value** among the full population.
- Throughout the report, findings are segmented by **demographic characteristics** and **electoral ward** where appropriate. Differences which are **statistically significantly different** are highlighted in the commentary (based on 2 sided t-tests). The figures for individual groups or wards should be **treated with extreme caution** as they will be subject to a great deal of uncertainty due to small numbers of respondents below city level. For example, at **ward level, confidence levels** range between **+/- 10-14% points** at the 95% level. Therefore, **if differences are not highlighted in the text**, then they should be **treated as statistically similar**.
- All survey results presented are **weighted** to the Southampton population (age and gender), to ensure results are as **representative** as possible.
- Figures for charts and tables have been **rounded** and may not total 100%
- Throughout the survey respondents were asked to think about '**your local area**' which was defined as the area within **15-20 minutes walking distance** from their home.

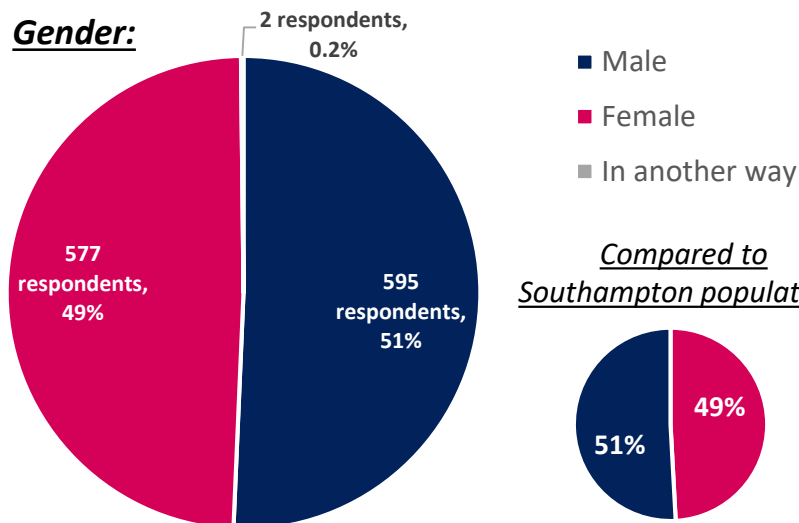




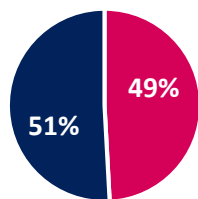
Who are the respondents (weighted)?

Total number of respondents: 1183

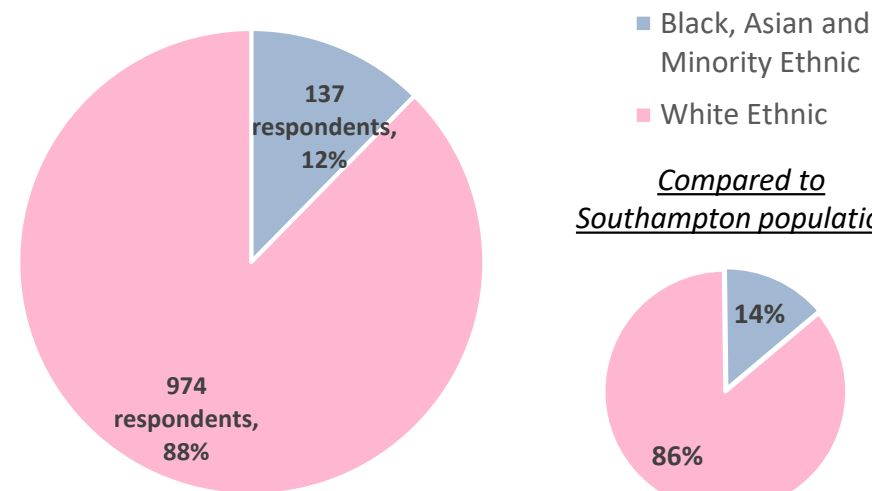
Gender:



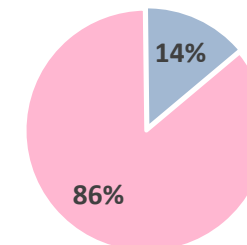
**Compared to
Southampton population:**



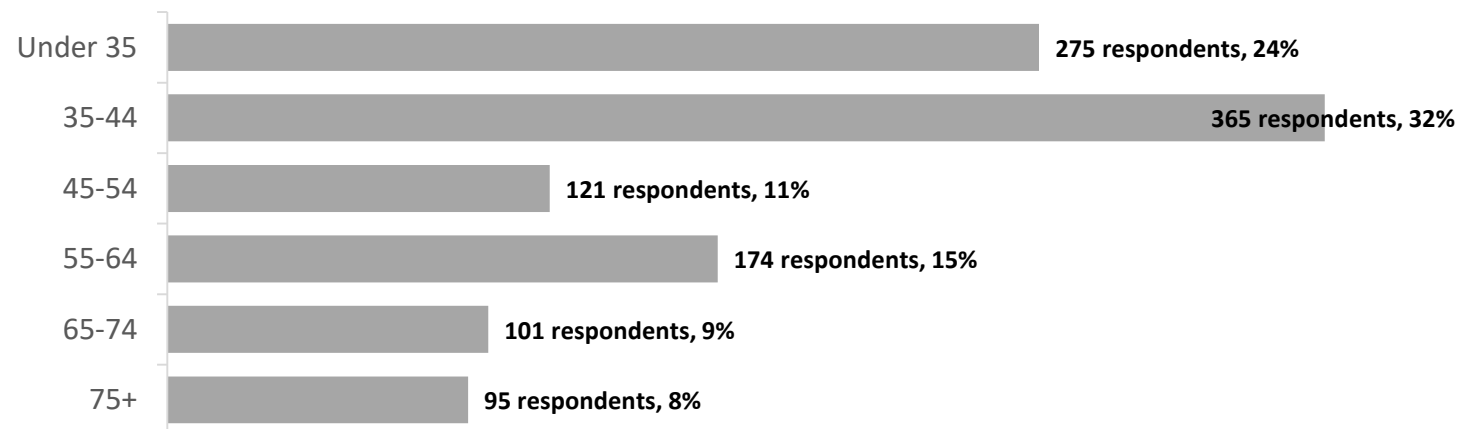
Ethnicity:



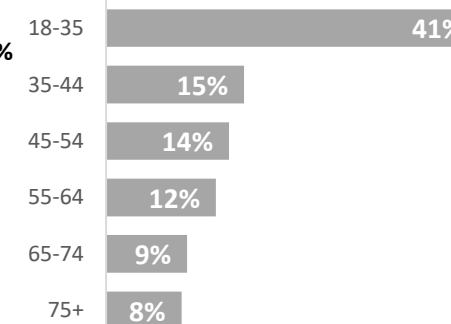
**Compared to
Southampton population:**



Age:



**Compared to
Southampton population:**





Core Questions

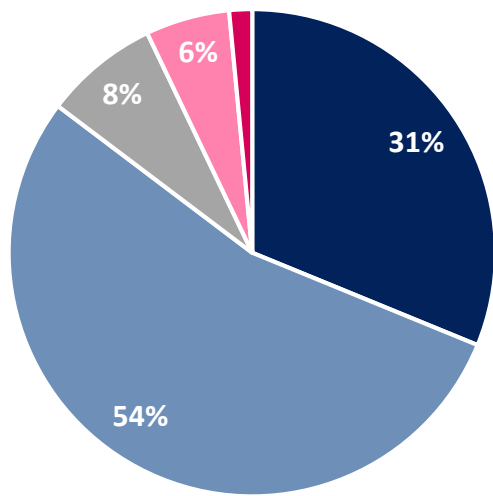




How satisfied or dissatisfied are you with your local area as a place to live?



Overall:



■ Very satisfied
■ Fairly satisfied
■ Neither
■ Fairly dissatisfied
■ Very dissatisfied

Satisfied Dissatisfied

85%

7%

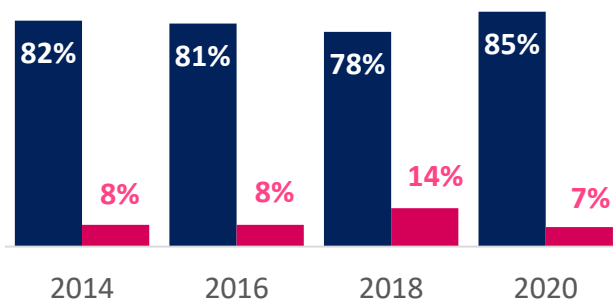
+/- 2.0% *

+/- 1.5% *

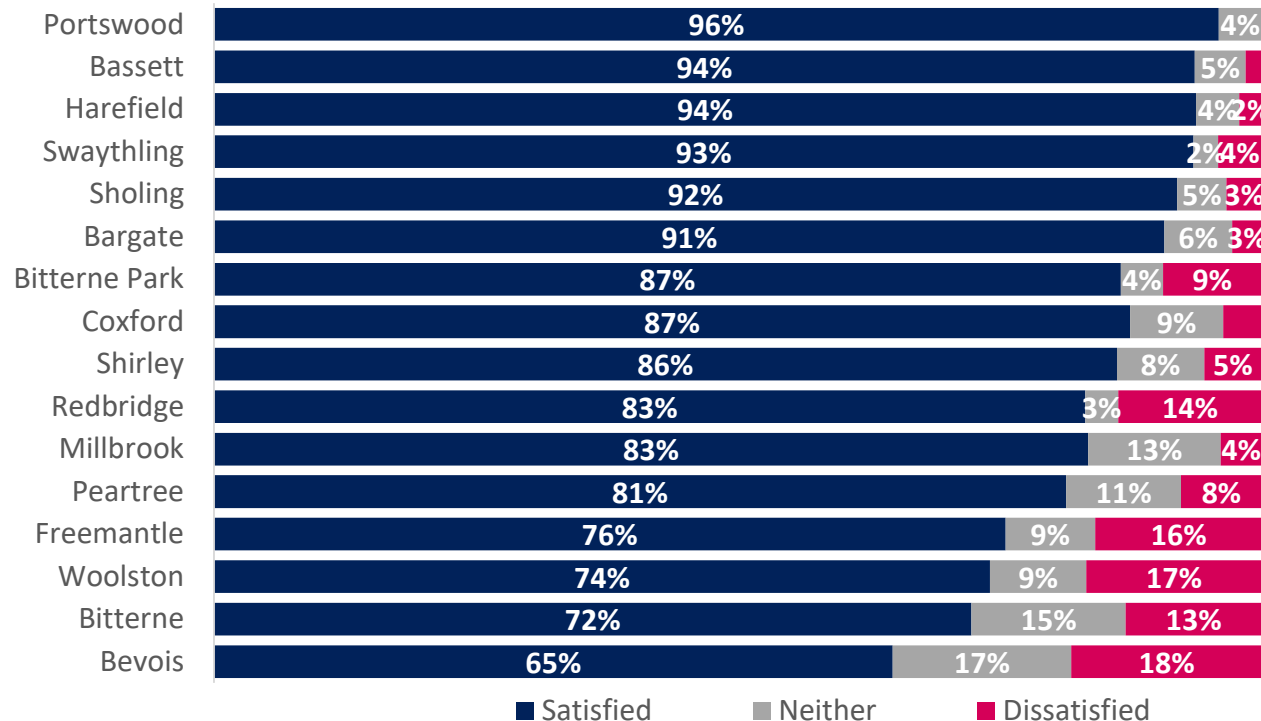
* 95% CI (margin of error)

...Comparison with previous years

■ Satisfied ■ Dissatisfied



Ward Breakdowns:



■ Satisfied ■ Neither ■ Dissatisfied

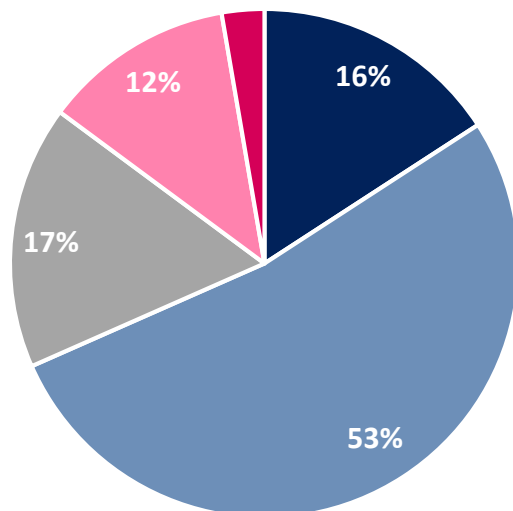
Key findings:

- Overall, the vast majority (**85%**) reported being **satisfied** with their local area as a place to live (+/- 2.0%); a **7% point improvement** from 2018
- 2020 presents the **highest levels** of local area satisfaction, compared with 2014, 2016 and 2018. This appears to be a **significant improvement**.
- Those who are **self-employed** are **significantly more dissatisfied (21%)** compared to those **employed full time (6%)**
- Highest** levels of **satisfaction** were reported in **Portswood (96%)**, **Harefield (94%)** and **Bassett (94%)**; compared to **lowest levels** in **Bevois (65%)**, **Bitterne (72%)** and **Woolston (74%)**
- Highest** levels of **dissatisfaction** were reported in **Bevois (18%)** and **Woolston (17%)**; both **significantly higher** than **Bassett (2%)**



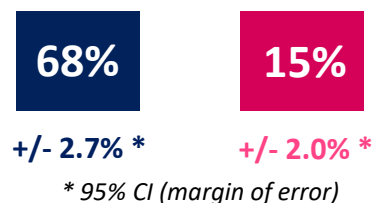
How satisfied or dissatisfied are you with the way Southampton City Council runs things?

Overall:

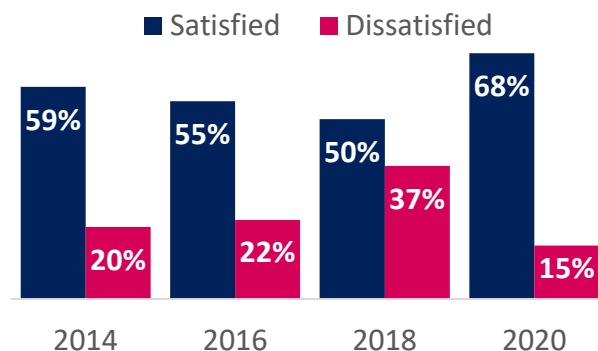


■ Very satisfied
■ Fairly satisfied
■ Neither/don't know
■ Fairly dissatisfied
■ Very dissatisfied

Satisfied Dissatisfied



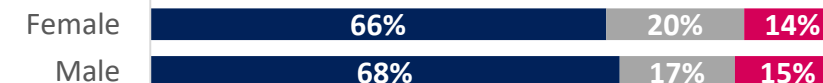
...Comparison with previous years



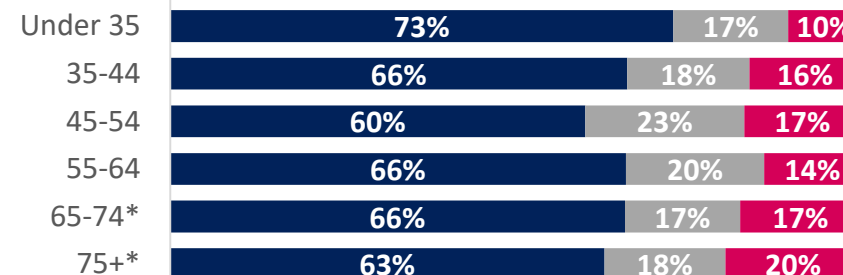
Demographic Breakdowns:



Gender:



Age:



Ethnicity:



■ Satisfied ■ Neither/don't know ■ Dissatisfied

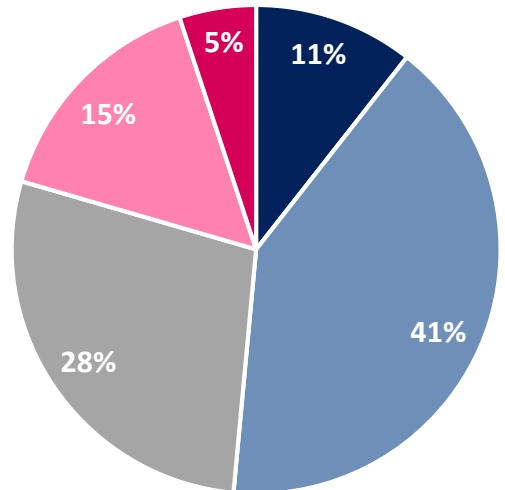
Key findings:

- Overall, the majority (68%) of respondents reported being **satisfied** with the way Southampton City Council runs things (+/- 2.7%); an **18 point improvement** from 2018
- 2020 presents the **highest levels** of Council satisfaction, compared with 2014, 2016 and 2018. This appears to be a **significant improvement**.
- Black, Asian and Minority Ethnic groups** appear to be **most satisfied** with the way things are run (77%).
- Those who **own** their own home (17%) or **rent from the council** (19%) have **significantly higher** levels of **dissatisfaction** than those **renting** from a **private landlord** (6%)
- Those with a **long-standing illness, condition or impairment** are **significantly less likely** to be **satisfied** (60%) compared to those who don't (70%)
- There were **no significant differences** in satisfaction detected between electoral **wards**



To what extent do you agree or disagree that Southampton City Council provides value for money?

Overall:



■ Strongly agree ■ Tend to agree
■ Neither ■ Tend to disagree
■ Strongly disagree

Agree

51%

+/- 2.9% *

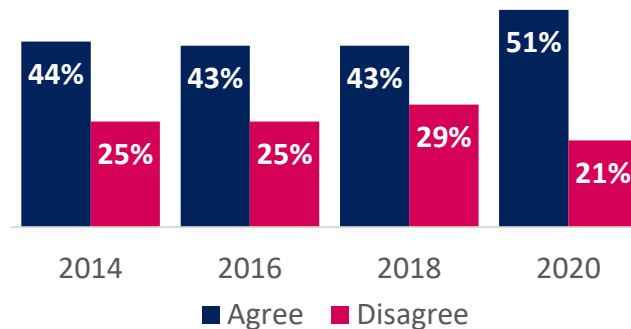
* 95% CI (margin of error)

Disagree

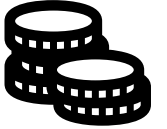
21%

+/- 2.3% *

...Comparison with previous years



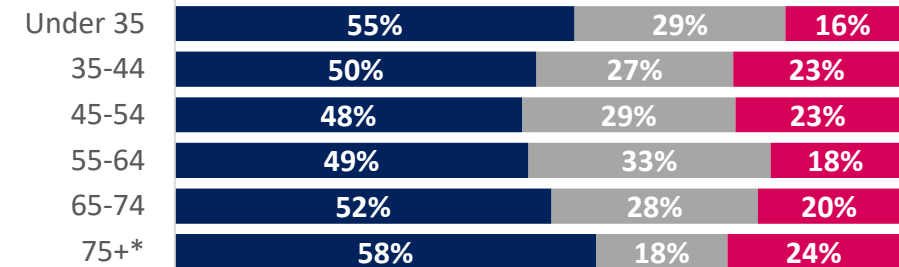
Demographic Breakdowns:



Gender:



Age:



Ethnicity:



*Response number <100

■ Agree ■ Neither ■ Disagree

Key findings:

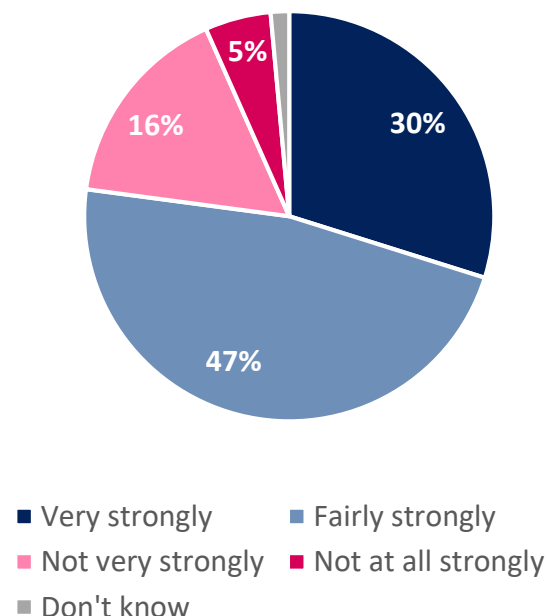
- Overall, the majority (51%) of respondents **agreed** that Southampton City Council provides value for money (+/- 2.9%); a **8% point improvement** from 2018
- 2020 presents the **highest levels** of agreement, compared with 2014, 2016 and 2018. This appears to be a **significant improvement**.
- Black, Asian and Minority Ethnic groups** appear to be **most in agreement** that SCC provides value for money (64%).
- Those who **rent from the council** (64%) or **rent from a private landlord** (63%) are more likely to feel SCC provides value for money compared to those that **own their own homes** (48%)
- Significantly higher agreement** levels were reported in **Bargate** (69%), **Redbridge** (65%) and **Portswood** (63%) wards, compared to **Bitterne** (34%) and **Peartree** (36%) wards.
- Similarly, **Bitterne** (38%) and **Peartree** (31%) wards had **significantly higher levels of disagreement** compared to **Bargate** (8%) ward.



How strongly do you feel you belong to your local area?



Overall:



Strongly Not strongly

77%

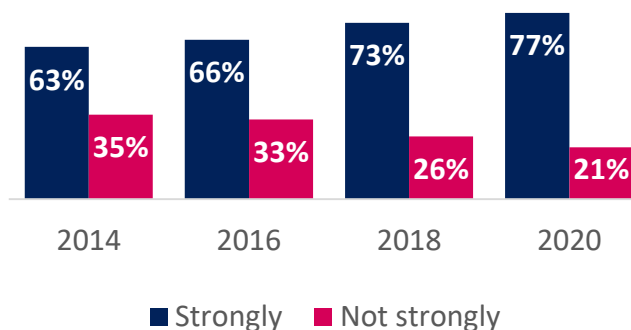
21%

+/- 2.4% *

+/- 2.3% *

* 95% CI (margin of error)

...Comparison with previous years



Demographic Breakdowns:

Gender:

Female

80%

1%

19%

Male

76%

1%

23%

Age:

Under 35

70%

3%

27%

35-44

78%

1%

21%

45-54

78%

1%

21%

55-64

78%

1%

21%

65-74

79%

1%

20%

75+*

85%

1%

14%

Ethnicity:

Black, Asian and Minority ethnic

93%

7%

White ethnic

75%

2%

24%

*Response number <100

Strongly Don't know Not strongly

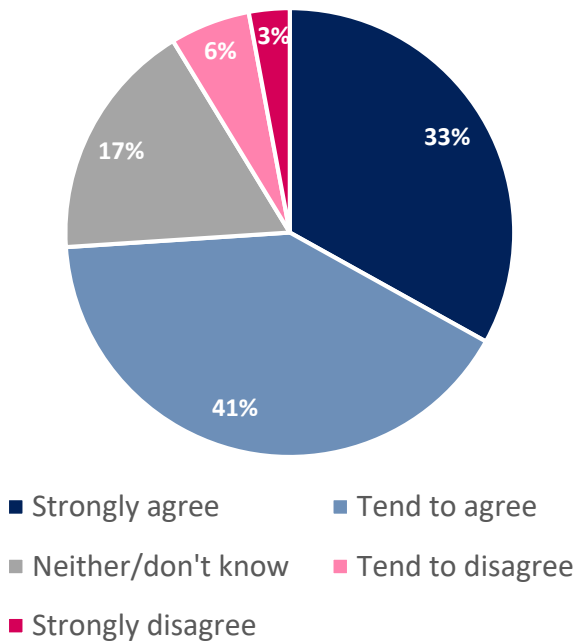
Key Findings:

- Overall, the majority (77%) of respondents felt they **strongly** belonged to their local area (+/- 2.4%); a **4% point improvement** from 2018
- 2020 presents the **highest levels** of belonging, compared with 2014, 2016 and 2018.
- Black, Asian and Minority Ethnic groups** appear to feel most strongly they belong to their local area (93%). In particular, feelings of belonging were significantly higher amongst those from an **Asian / Asian British** background (95%) compared to a White British background (76%)
- Those who had **lived** in the city for **30+ years** were more likely to feel they **strongly belonged** (79%) compared to those who had only been in the city **1-2 years** (49%)
- Similarly, those that were **retired** were more likely to feel they **strongly belonged** (83%) compared to **students** (47%)
- At ward level, the **highest levels** of belonging were felt in **Portswood** (97%), **Shirley** (91%) and **Bargate** (90%); all of which are significantly higher than **Bitterne** (60%), **Swaythling** (63%) and **Harefield** (64%) which reported the lowest levels of belonging.



To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

Overall:



Agree

74%

+/- 2.5% *

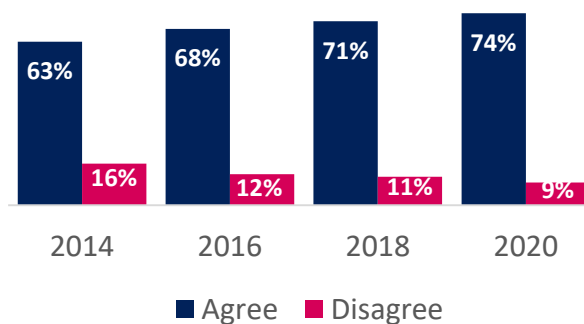
Disagree

9%

+/- 1.6% *

* 95% CI (margin of error)

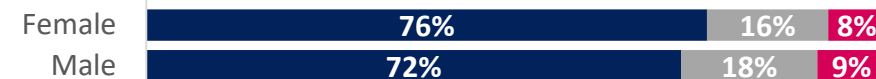
...Comparison with previous years



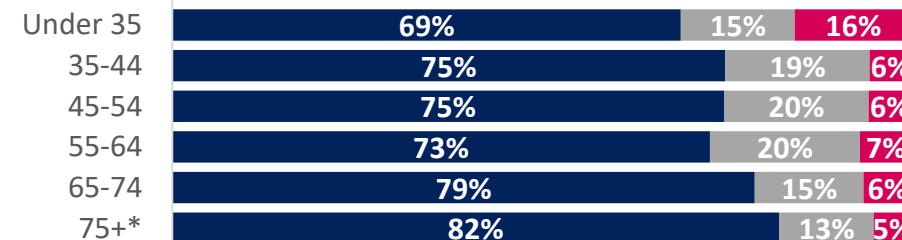
Demographic Breakdowns:



Gender:



Age:



Ethnicity:



*Response number <100

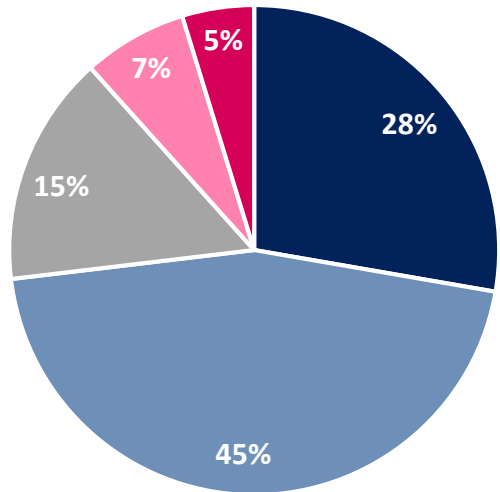
Key Findings:

- Overall, the majority (**74%**) of respondents **agreed** that their local area was a place where people from different backgrounds got on (+/- 2.5%); a **3% point improvement** from 2018
- 2020 presents the **highest levels** of agreement with this statement, compared with 2014, 2016 and 2018.
- Highest levels of **disagreement** were reported by the **25-34 age group (17%)**, which is **significantly higher** than the **35-44 age group (6%)**
- Those that rent from a **private landlord** were more likely to **disagree (15%)**, compared to those who **own their own home (7%)**
- Those **self-employed** full time had the **lowest** levels of **agreement (51%)**, which is **significantly lower** than those **retired (80%)** or those **employed full time (74%)** or **part-time (78%)**
- Overall, **Black, Asian and Minority Ethnic groups** appear more likely to **agree (79%)** that people get on. However, those from a **mixed background** had the **highest levels of disagreement (32%)**, which is **significantly higher** than those from a **White British** background (9%).
- At ward level, the **highest levels of agreement** were reported in **Bargate (90%)** and **Portswood (86%)**; both of which are significantly higher than **Bitterne Park (57%)** and **Woolston (58%)**



To what extent do you agree or disagree that Southampton is a good place to grow up for children and young people?

Overall:



■ Strongly agree
■ Tend to agree
■ Neither
■ Tend to disagree
■ Strongly disagree

Agree

71%

+/- 2.6% *

Disagree

11%

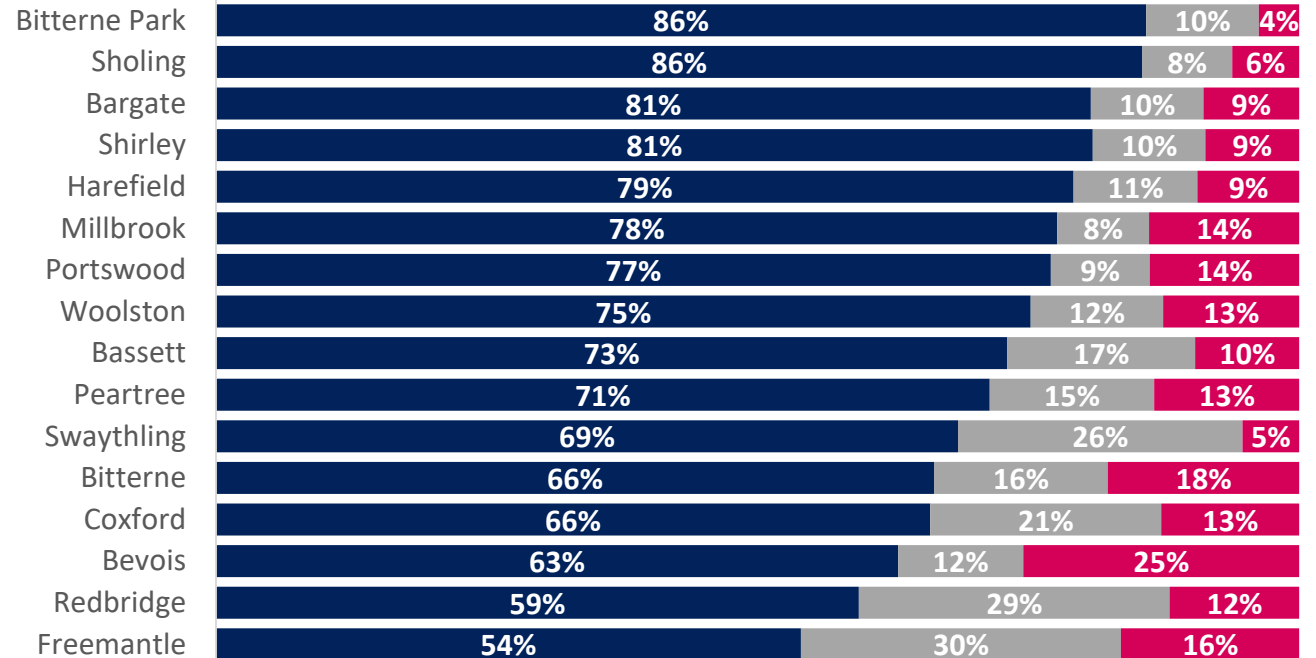
+/- 1.8% *

* 95% CI (margin of error)

*This is a new
question for 2020*

Demographic Breakdowns:

* 95% CI (margin of error)



■ Agree ■ Neither ■ Disagree

Key Findings:

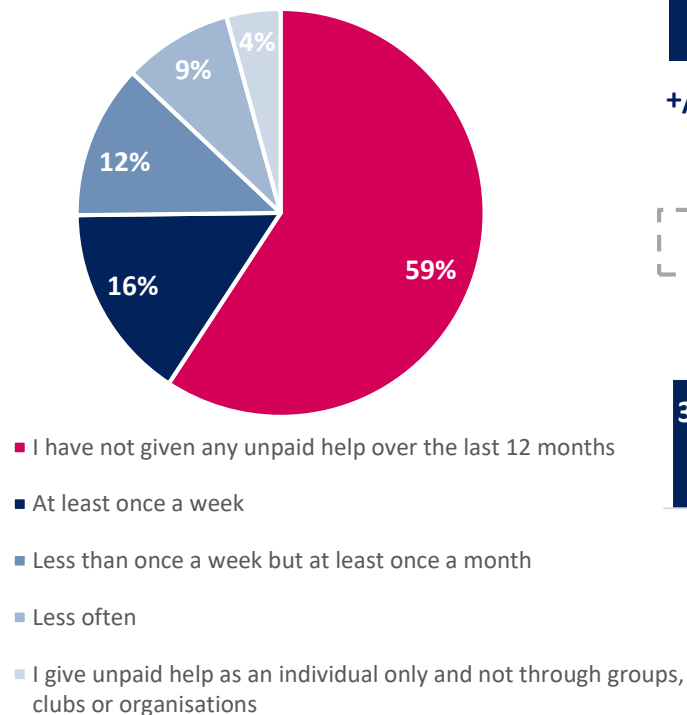
- Overall, the majority (71%) of respondents **agree** that Southampton is a good place to grow up for children and young people (+/- 2.6%)
- Those that **own their home** (71%) or **rent from a housing association** (85%) have **significantly higher** levels of **agreement** compared to those that **rent from the council** (57%)
- Those that have a **long-standing illness, condition or impairment** had **significantly higher** levels of **disagreement** (18%) compared to those that don't (9%)
- At ward level, the **highest levels of agreement** were reported in **Sholing** (85%) and **Bitterne Park** (82%); both of which are significantly higher than **Freemantle** (54%) with the lowest levels
- Bevois** (25%) had the highest levels of **disagreement** that Southampton is a good place to grow up; **significantly higher** than **Bitterne Park** (4%)



Volunteering & Unpaid Help

Overall, how often over the last 12 months have you volunteered or given unpaid help to any groups, clubs or organisations?

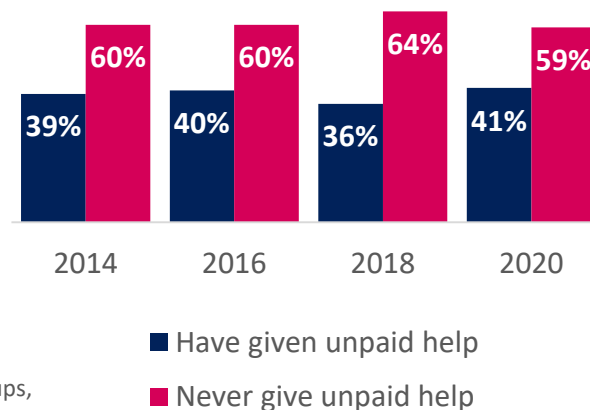
Overall:



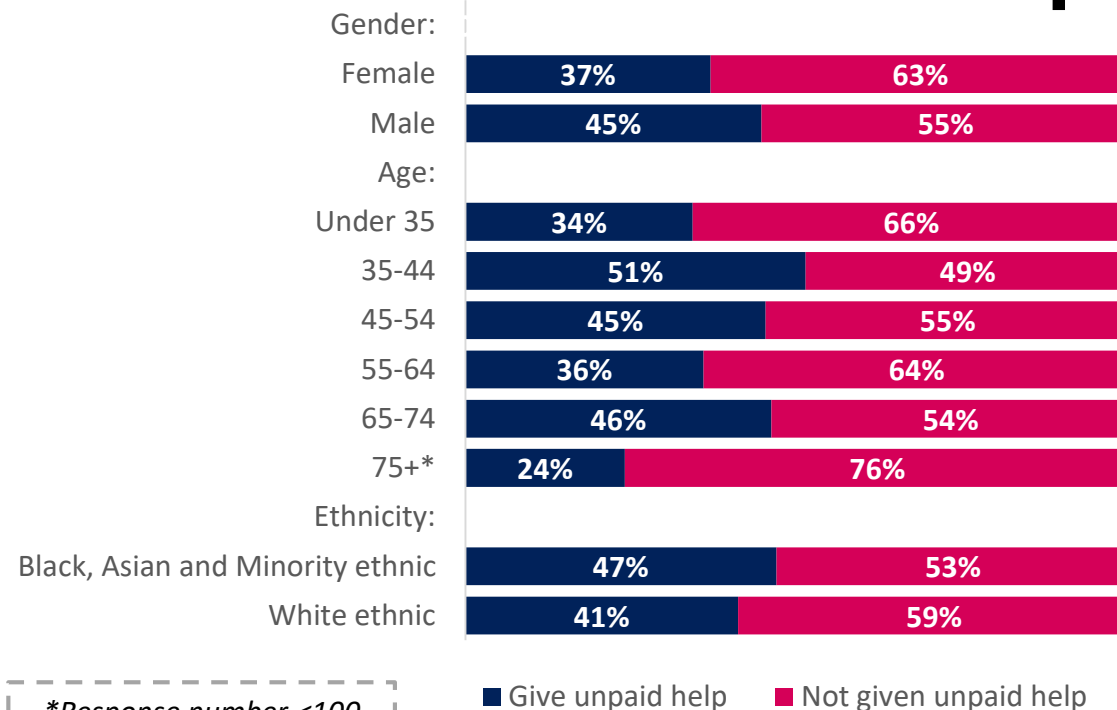
Volunteered Not volunteered



...Comparison with previous years



Demographic Breakdowns:



Key Findings:

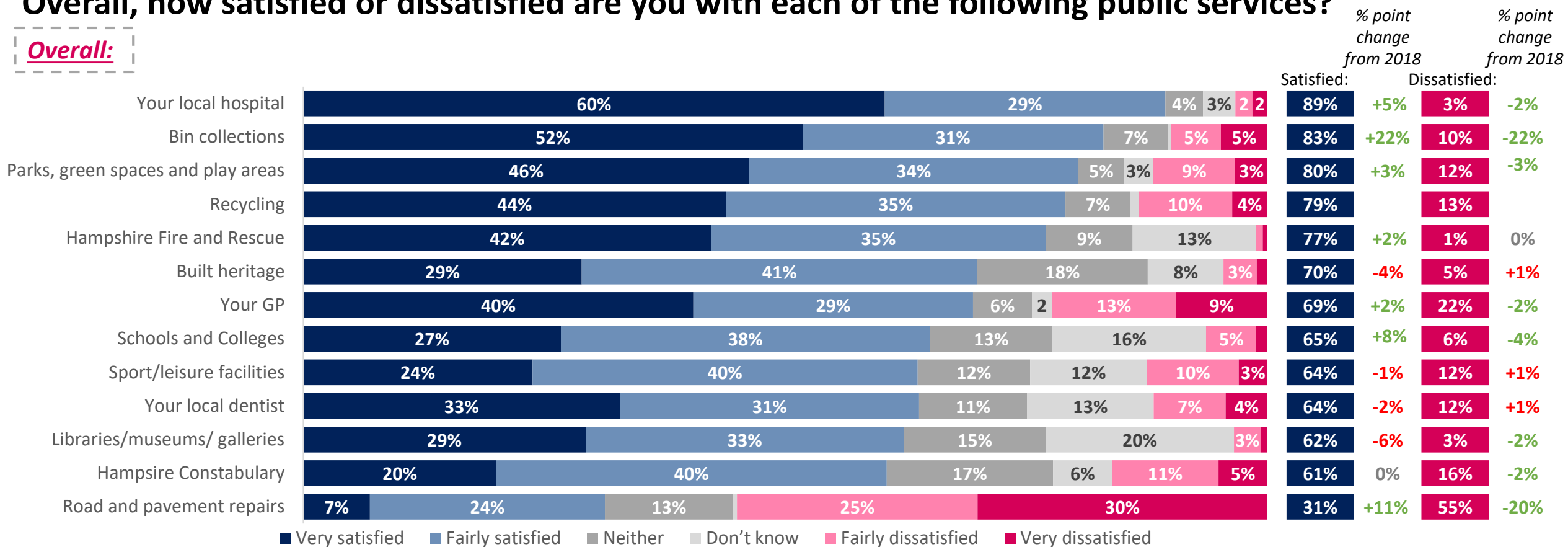
- 41% of respondents had **volunteered** or given unpaid help in the last 12 months (+/- 2.8%), which is **5% points higher** than that reported in 2018 (36%)
- 28%** volunteered at **least once a month**
- Males** were more likely to have volunteered (45%) than females (37%); those **aged 35-44** were the age group most likely to have volunteered (51%)
- At ward level, those living in **Woolston (76%)** were **most likely** to have **not volunteered** in the last 12 months; significantly higher than those living in **Freemantle (39%)**

* 95% CI (margin of error)



Overall, how satisfied or dissatisfied are you with each of the following public services?

Overall:



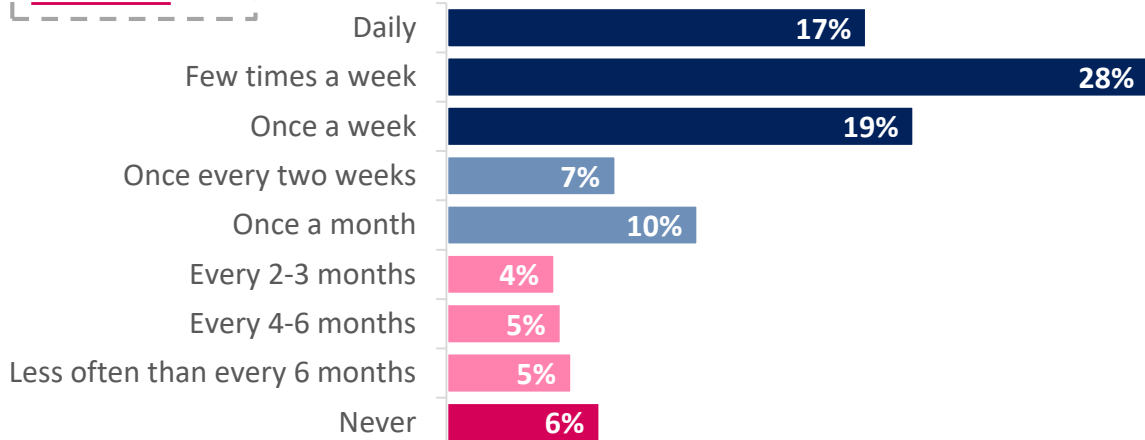
Key Findings:

- **Satisfaction** levels seem to be **highest** in **local hospitals (89%)** and **bin collections (83%)**.
- Levels of **dissatisfaction** are **significantly highest** in **road and pavement repairs (55%)**; however, this is an **improvement of 20% points** from **2018**.
- It appears that **overall**, respondents seem to be **more satisfied** with public services, **compared with 2018**, with **7 of 12** services showing **improvement**.
- The **greatest improvements** appear to be with **bin collections (+22% pts)**, road and pavement repairs (**+11% pts**) and schools & colleges (**+8% pts**)
- **Satisfaction** levels did **reduce** for some services. Most notably **build heritage (-4% pts)** and **Libraries/museums/galleries (-6% pts)**



How often do you visit Southampton parks or green spaces?

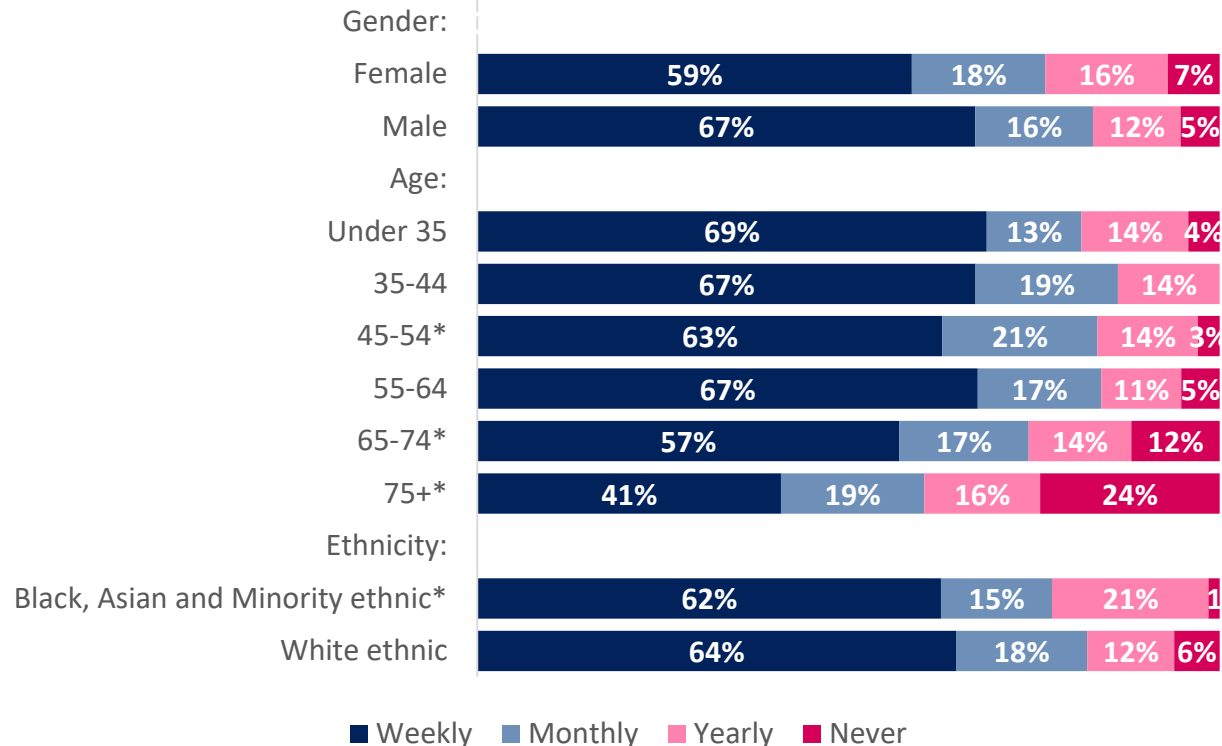
Overall:



...Comparison with previous years



Demographic Breakdowns:



*Response number <100

Key Findings:

- The majority of respondents (**63%**) visit parks and green spaces **at least once a week**, with **17%** visiting **daily**.
- Levels of visiting parks and green spaces have stayed **fairly consistent** compared to 2018.
- The **majority** in each age group report visiting a Southampton Park or Green space at least weekly (with the exception of 75+).

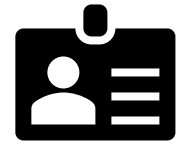


COVID-19 Economic Impacts

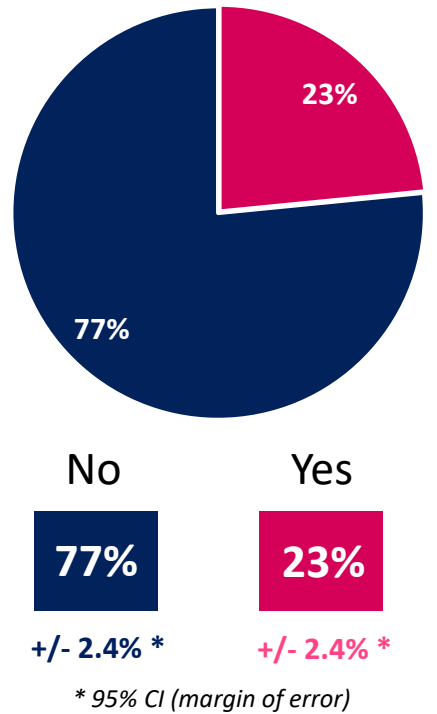




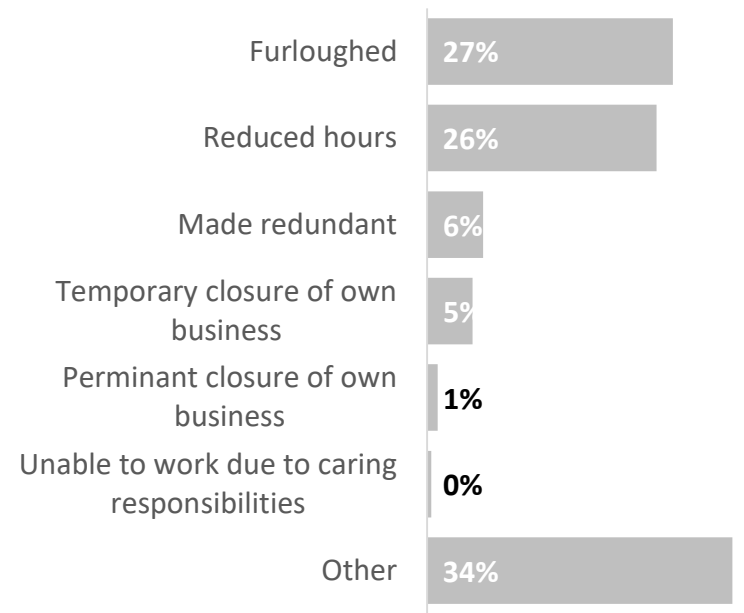
As a result of the COVID-19 pandemic, has your employment status changed?



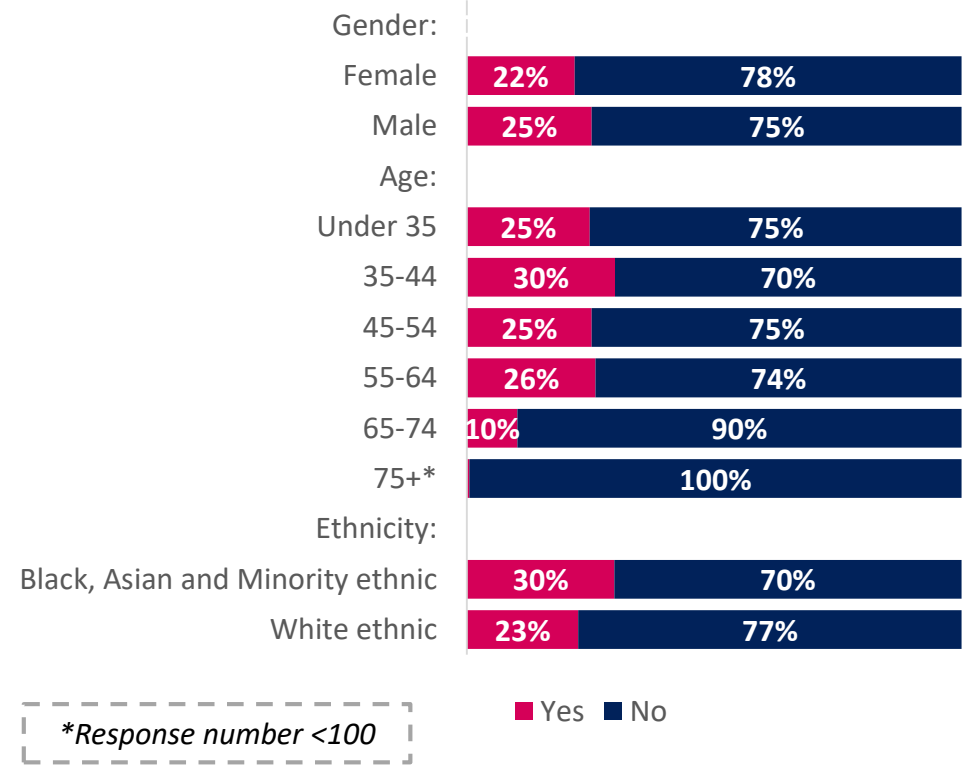
Overall:



Respondents that answered yes (270) were asked, in what way has your employment status changed?



Demographic Breakdowns:

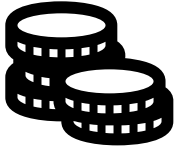


Key Findings:

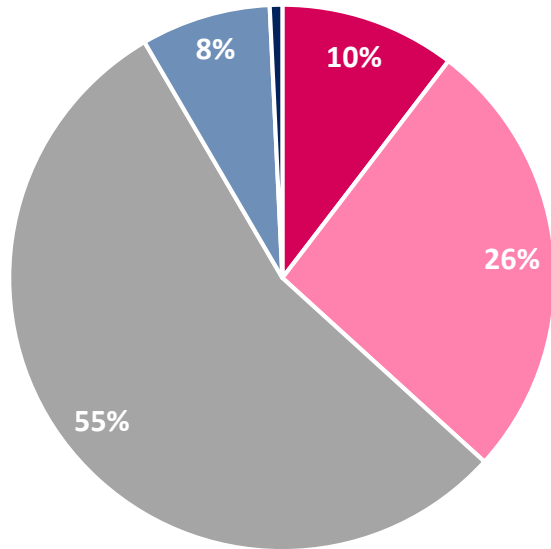
- **23%** of respondents (almost 1 in 4) reported a **change to their work status** as a result of COVID-19
- Those aged **18-24 (34%)** and **35-44 (30%)** were more likely to have changed their employment status
- Of those impacted, **27%** had been **furloughed** and **26%** had **reduced their hours**.



What impact has the Coronavirus (COVID-19) pandemic had on your household finances?



Overall:



■ Very negative impact ■ Fairly negative impact
■ No impact ■ Fairly positive impact
■ Very positive impact

Positive

8%

+/- 1.6% *

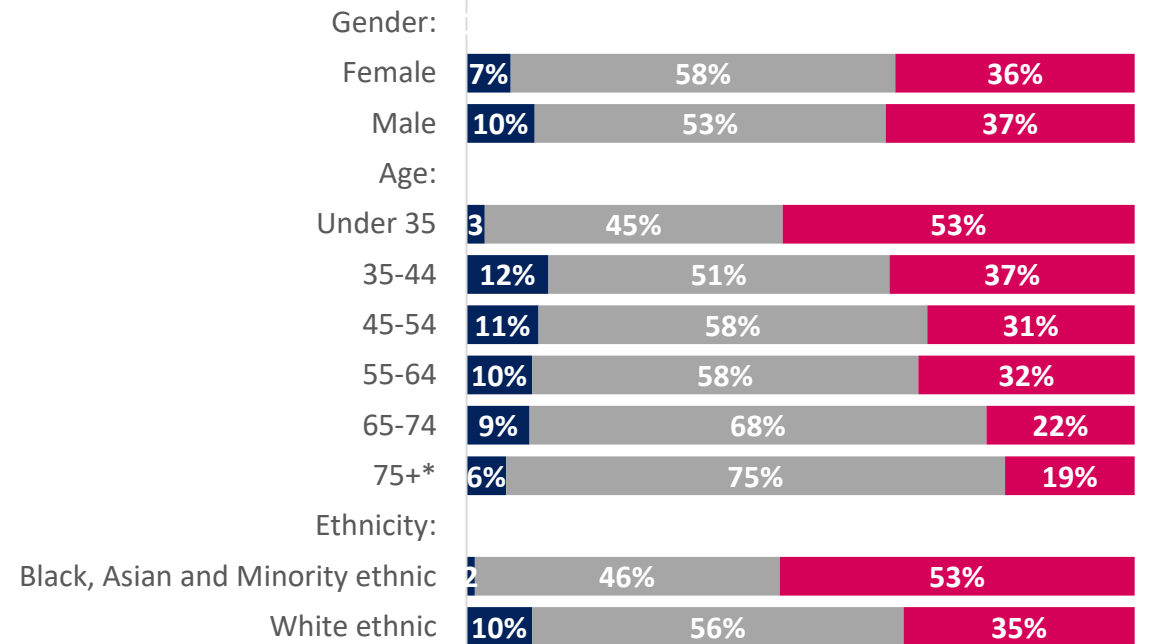
Negative

37%

+/- 2.8% *

* 95% CI (margin of error)

Demographic Breakdowns:



*Response number <100

■ Positive impact ■ No impact ■ Negative impact

Key Findings:

- Over a third of respondents (37%) reported a **negative impact** on household finances as a result of COVID-19 – this is slightly higher than levels reported in our 3rd COVID-19 resident survey (34%).
- There is a clear relationship between age and impact on household finances with the **greatest impact** amongst those in **younger age groups**
- The **largest negative impacts** were reported by those in the **18-24 (66%)**, **25-34 (48%)** age groups; **significantly higher** than the **65-74 (22%)** and **75+ (19%)** age groups.
- Those from an **Asian / Asian British** background (59%) were more likely to report a **negative impact** compared to a **White British** background (34%)
- At ward level, the **largest negative impacts** were reported in **Bevois (55%)** and **Coxford (52%)** wards; **significantly higher** than **Bassett (26%)** and **Shirley (24%)** wards.



Community Safety

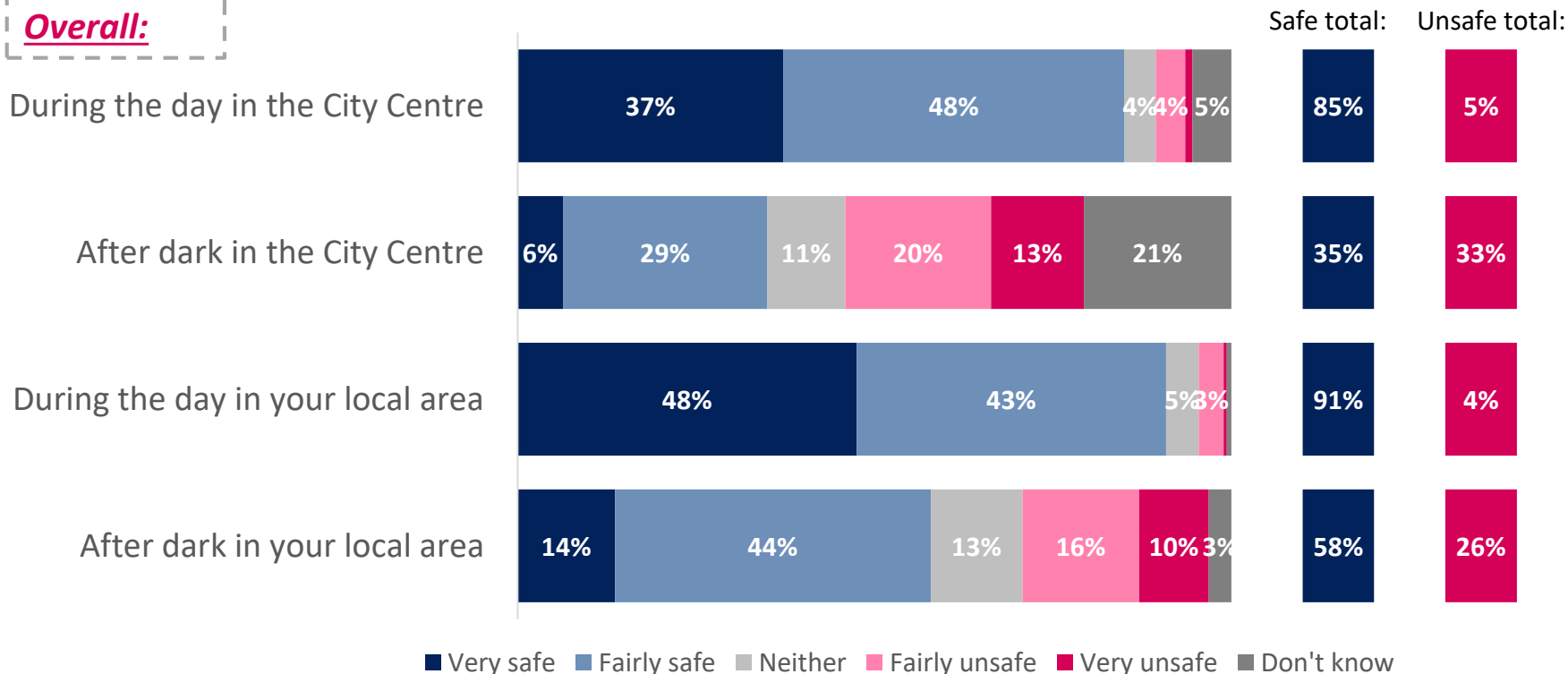




Community Safety – Feelings of Safety

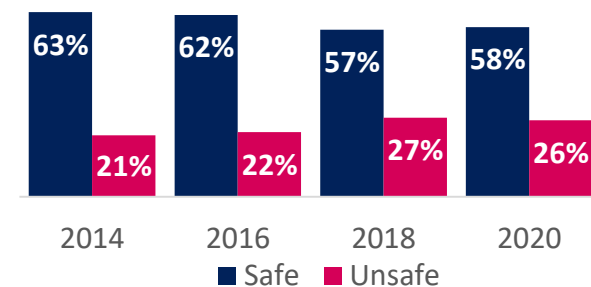
How safe or unsafe do you feel when outside...?

Overall:

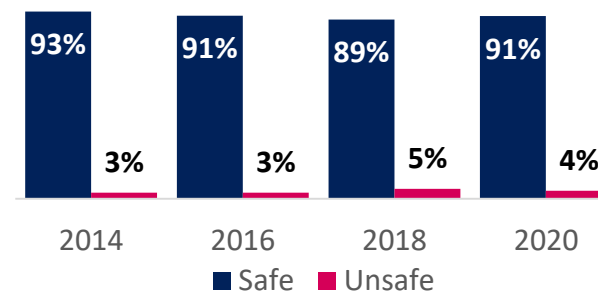


...Comparison with previous years

...After dark in the local area:



...During the day in the local area:



Key Findings:

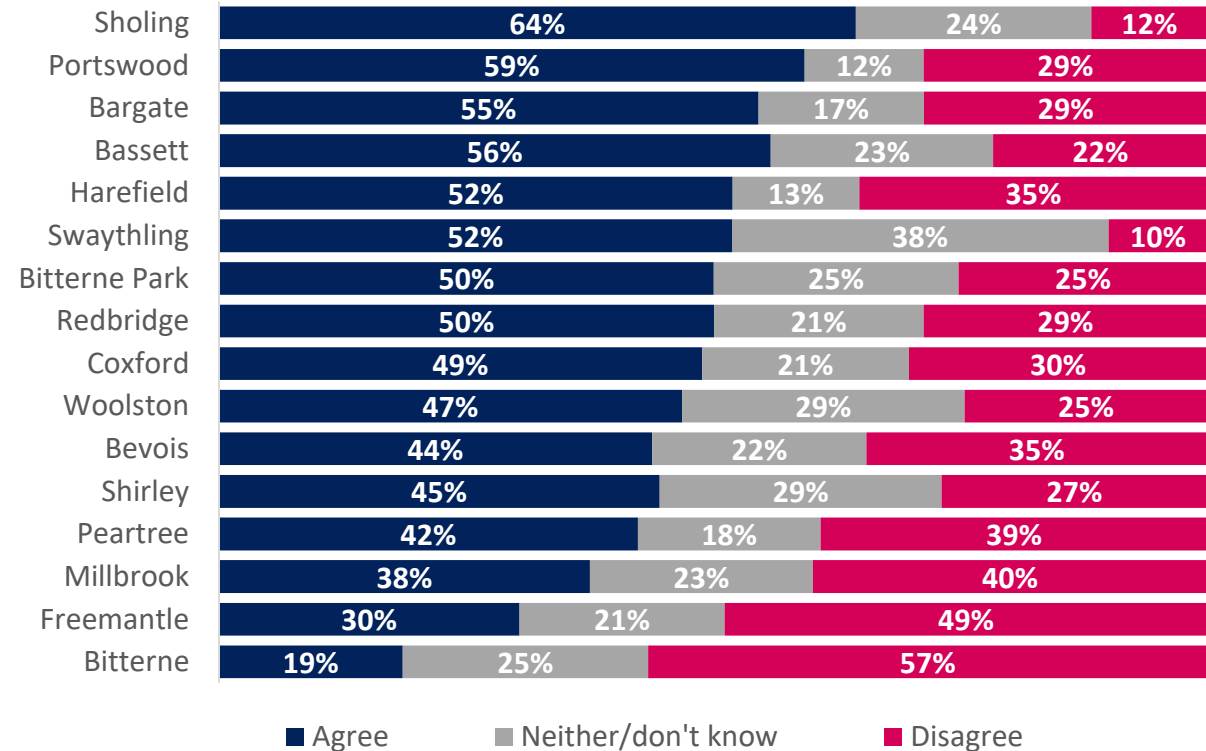
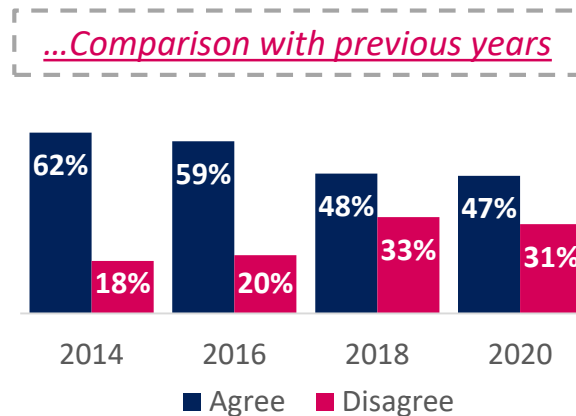
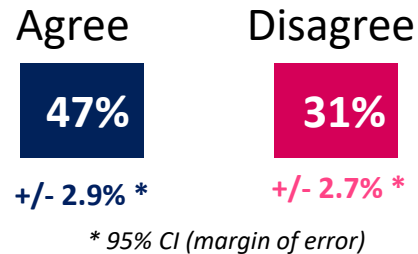
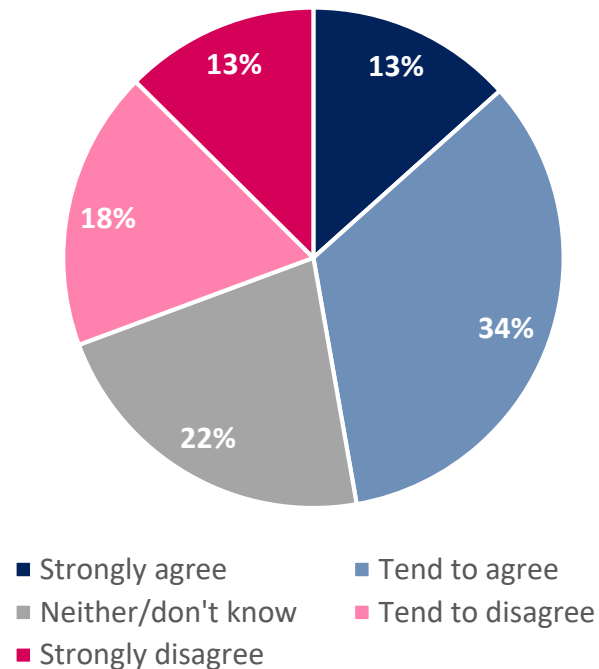
- The vast **majority** of residents **feel safe** during the day, both in their **local area (91%)** and in the **city centre (85%)**
- Feelings of safety **after dark** are **lower**, both in their **local area (58%)** and particularly in the **city centre (35%)**
- Respondents appear to feel **most unsafe after dark**, specifically in the **City Centre (33%)**.
- **Females** are **twice as likely** to feel **unsafe** compared to males after dark in both their local area and the city centre
- **Significantly higher** levels of residents **feeling unsafe after dark** in **Freemantle (43%)** and **Coxford (43%)** compared to **Bassett (16%)** and **Portswood (14%)**
- Feelings of safety are **similar** to **2018**, although remain below those reported in in 2014 and 2016 (trend data is only available for the local area).



Dealing with Crime and Anti-Social Behaviour



How much would you agree or disagree that the police and other local public services are successfully dealing with crime and anti-social behaviour in your local area?



Key Findings:

- **More respondents (47%) agreed** that the police and other local public services successfully deal with crime than **disagreed (31%)**. This is **similar** to the levels reported in **2018**.
- However, respondents continue to feel that the police are **less successful** in dealing with crime and anti-social behaviour, compared to **2014** and **2016**.
- **Males (34%)** were **significantly more likely** to **disagree** compared with **females (27%)**; this is interesting as females are more likely to have been a victim of crime.
- Respondents who **rent from the council** were **significantly more likely** to **disagree (48%)** compared to those who **own their own home (30%)**
- Respondents that were self-employed **were significantly more likely** to **disagree (54%)** compared to those are employed full-time (**31%**) or part-time (**29%**)
- A **significantly greater proportion** of residents in **Bitterne (57%)** and **Freemantle (49%)** **disagree** compared to **Swaythling (10%)** and **Sholing (12%)**

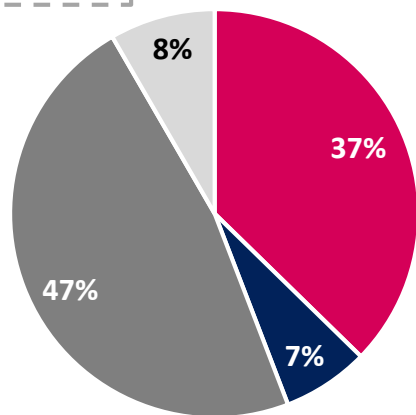


Perceptions on Crime Levels

Do you think the level of crime in your local area has increased, decreased or stayed the same in the last 12 months?

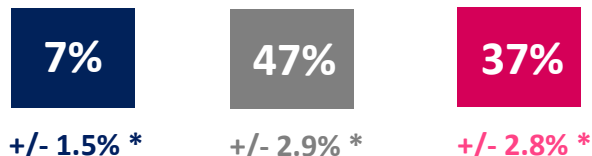


Overall:



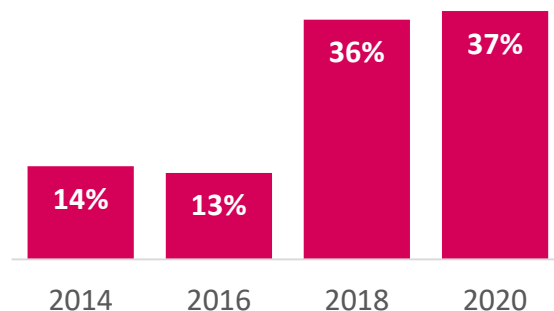
- Increased
- Decreased
- Stayed the same
- Lived here less than 12 months/Don't know

Decreased Same Increased

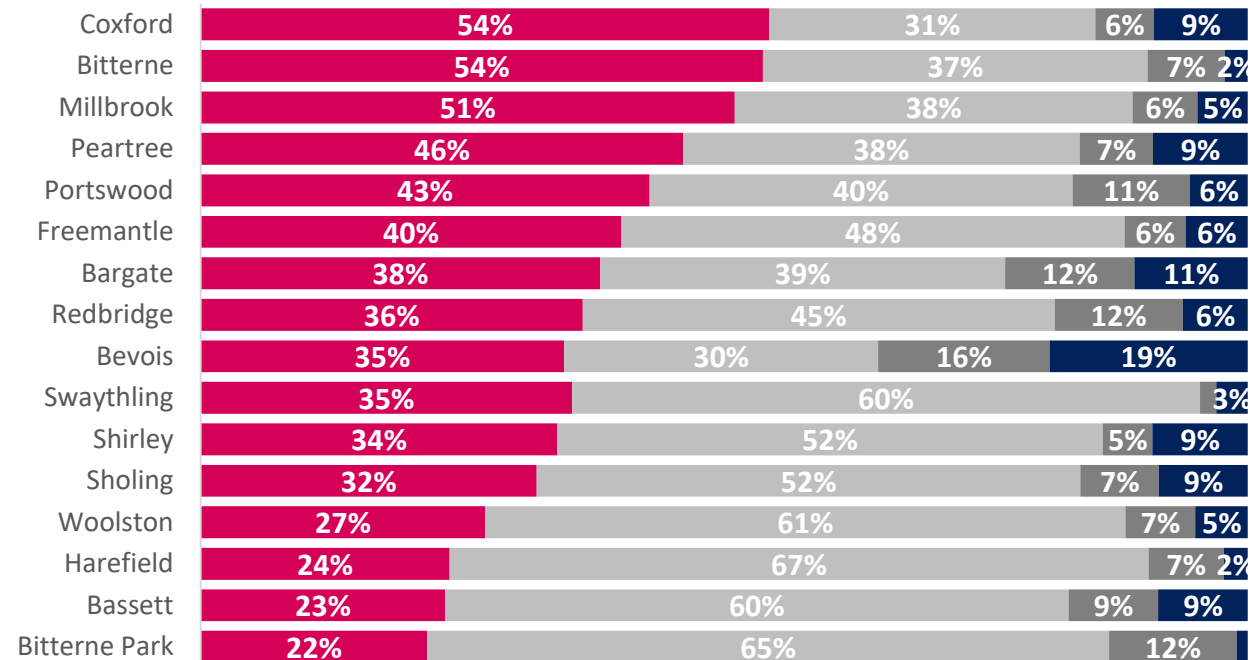


* 95% CI (margin of error)

...Comparison with previous years levels
of feeling that crime has increased



Ward Breakdowns:



■ Increased ■ Stayed the same ■ Lived here less than 12 months/Don't know ■ Decreased

Key findings:

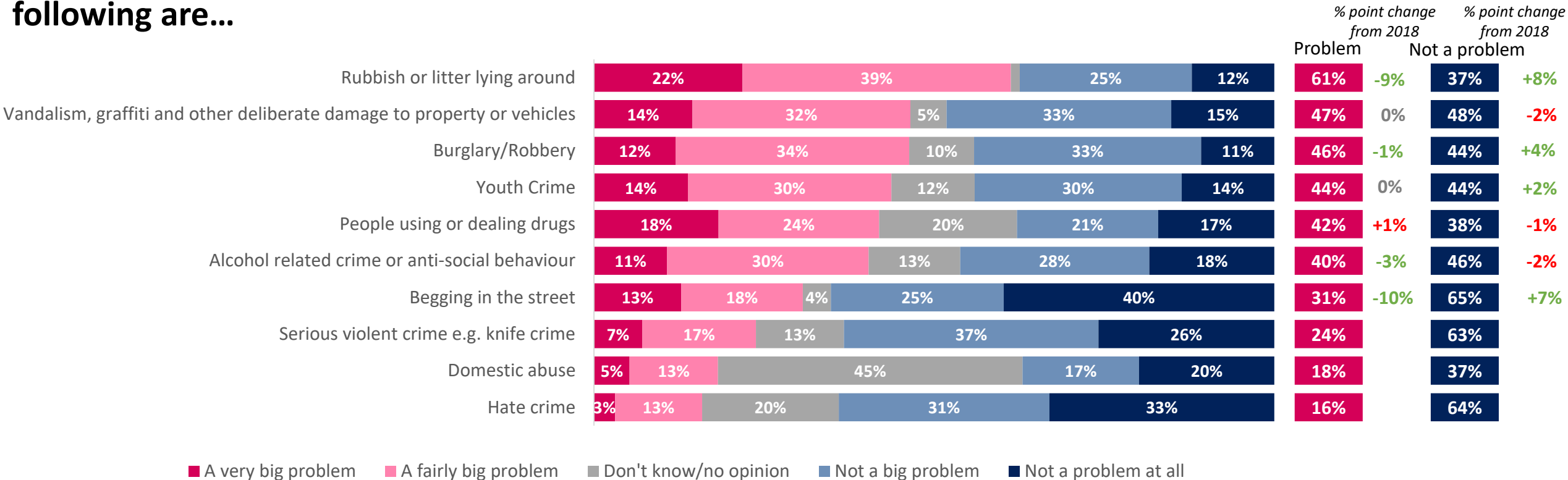
* 95% CI (margin of error)

- The **majority** of respondents think that crime in their local area has **increased or stayed the same (84%)**. This is similar to 2018 levels.
- 2020** has seen the **highest proportion** of respondents thinking that crime had **increased**, compared with 2014, 2016 and 2018.
- Females** were **significantly more likely** to report that crime had **increased (42%)** compared to **males (33%)**
- Respondents from **Coxford (54%)** and **Bitterne (54%)** feel that the levels of crime have **increased the most**, significantly higher than **Bitterne Park (22%)** or **Bassett (23%)**.
- Bevois** ward had the highest proportion of respondents answering that crime has **decreased (19%)**.



Community Safety Problems in the Local Area

Thinking about your local area, how much of a problem do you think each of the following are...



Key findings:

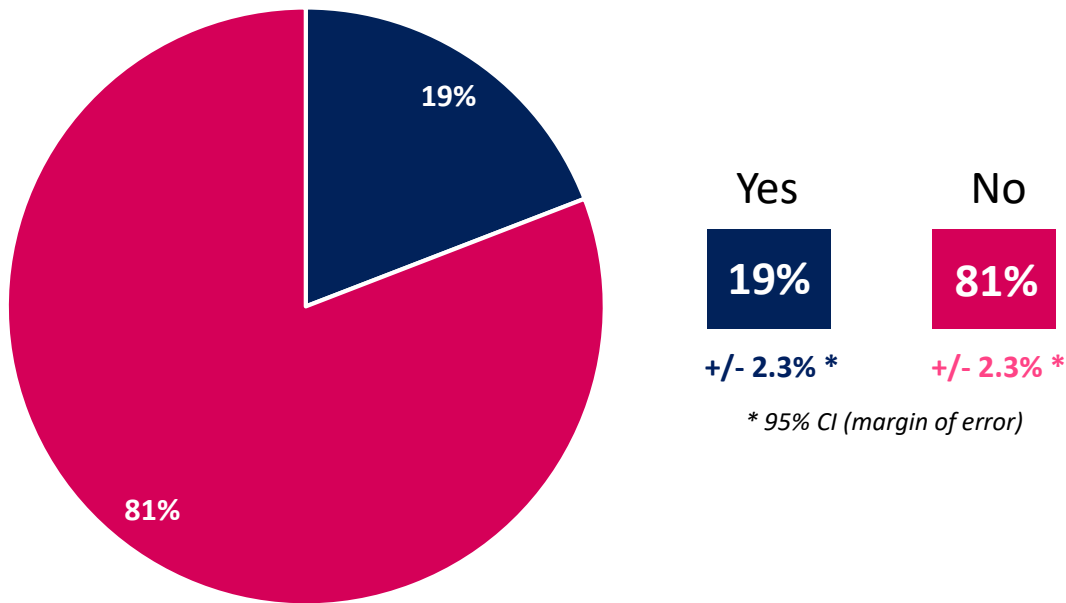
- It appears that respondents continue to perceive **rubbish or litter lying around (61%)** as the **biggest problem** in their local area, although this **has improved since 2018 (-9% pts)**.
- Begging in the street** has seen the **biggest reduction** in the number of respondents who feel that it is a problem **since 2018 (minus 10% points)**
- In 2020, **65%** of respondents felt **begging in the street** was **not a big problem**, or problem at all. This may reflect improvements since 2018 or the impact of COVID-19 restrictions.
- The only **increase** in fairly or big problems respondents perceive is people **using or dealing drugs; +1% point increase from 2018**.



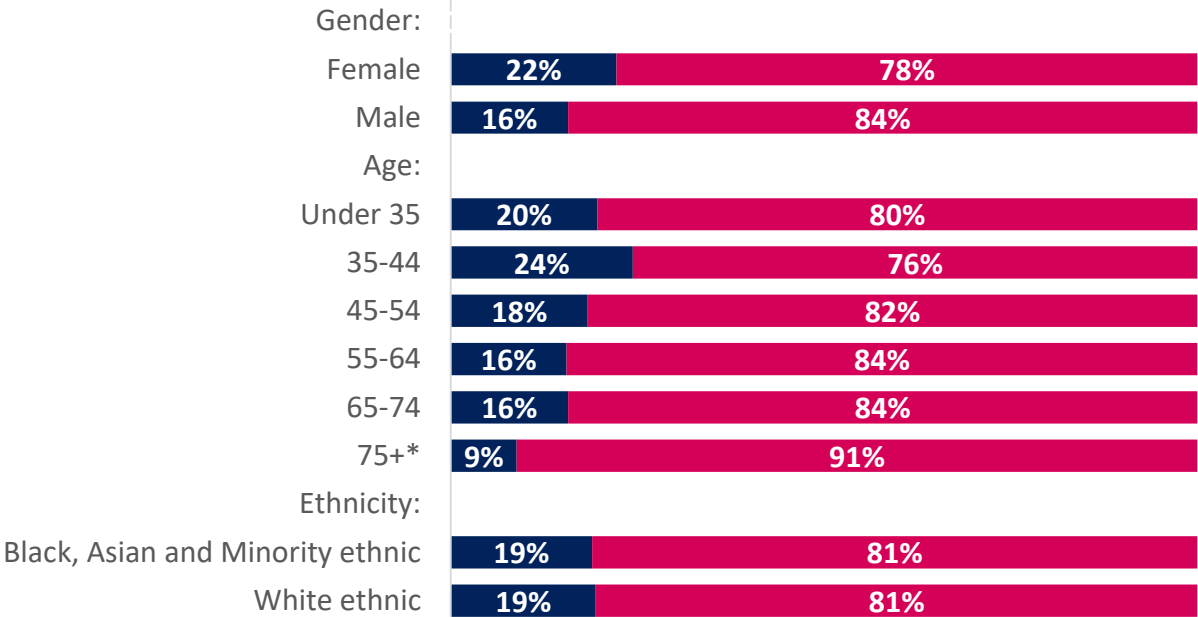
Have you been a victim of crime or anti-social behaviour in Southampton in the last 12 months?



Overall:



Demographic Breakdowns:



*Response number <100

Key findings:

- Almost **1 in 5** respondents (**19%**) reported being a **victim of crime** in the last 12 months
- **Females** were **significantly more likely** to report having been a **victim** of crime (**22%**) compared to **males** (**16%**)
- Residents of **Bevois** ward were **significantly more likely** to have been a **victim** of crime (**35%**) compared to Sholing ward (**6%**)



Health and Wellbeing



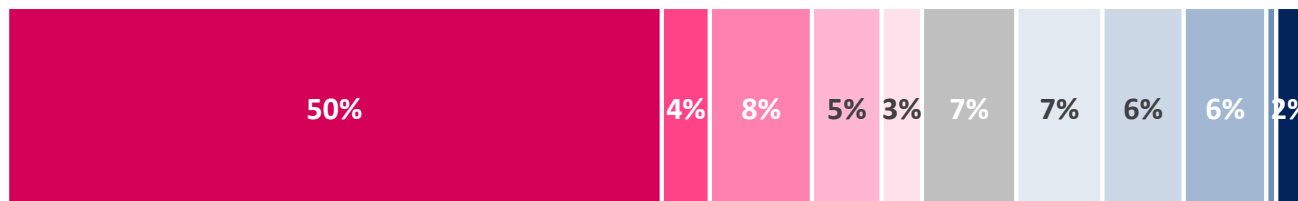


Levels of loneliness

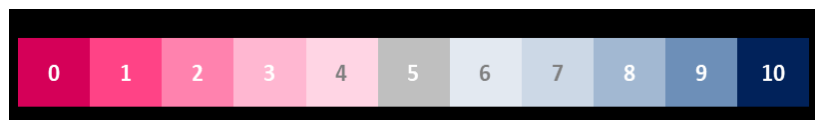


To what extent do you feel lonely or isolated in your daily life?

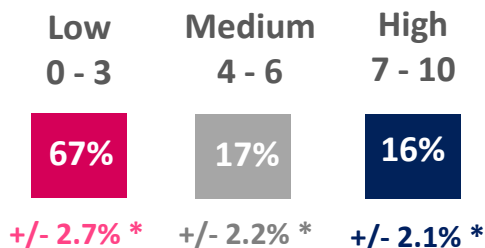
Overall:



“Not at all”



“Completely”



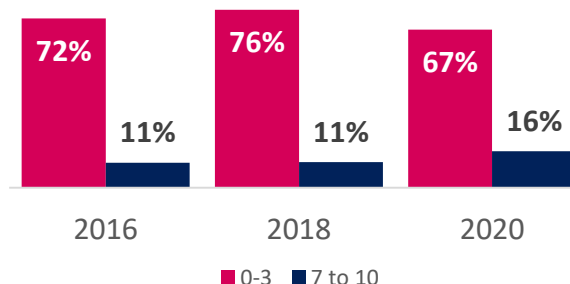
+/- 2.7% *

+/- 2.2% *

+/- 2.1% *

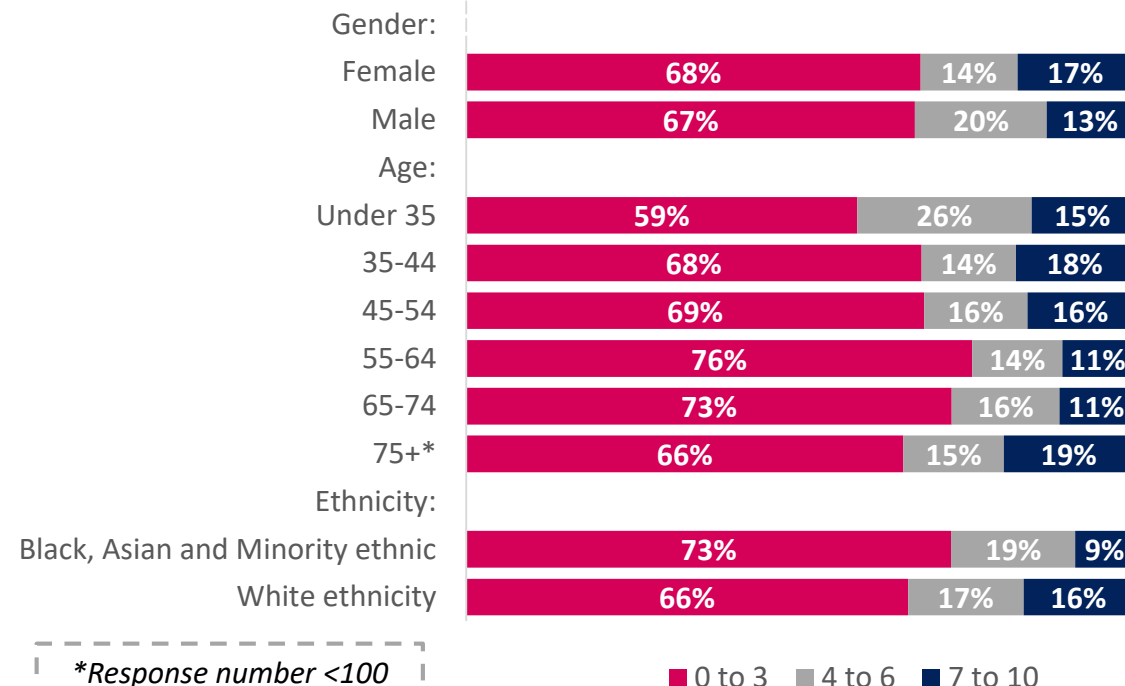
* 95% CI (margin of error)

...Comparison with previous years



■ 0-3 ■ 7 to 10

Demographic Breakdowns:



*Response number <100

Key findings:

- It appears that the **majority** of people (67%) feel a **low level** (score of 0-3) of **loneliness and isolation** in their daily life.
- However, **levels of loneliness and social isolation** appear to have **increased** in Southampton since 2018; **16%** scored 7-10 in 2020, an **increase of 5% points** compared to in 2018
- Females (4.2%)** were **more likely** to report **very high levels** of loneliness and social isolation (score 9-10) compared to **males (1.5%)**
- Similarly, those aged **75+** (8.3%) were **more likely** to report **very high levels** of loneliness and social isolation (score 9-10) compared to those **aged 25-34 (1.3%)**
- Fewer people** reporting **high levels** of loneliness **compared to the 3rd COVID-19 resident survey**. **Low** levels of loneliness in the COVID-19 residents survey were reported at **54%**, **medium** levels were **22%** and **high** levels were reported at almost **1 in 4 (24%)**. These differences are likely to reflect the different survey sampling methodologies.

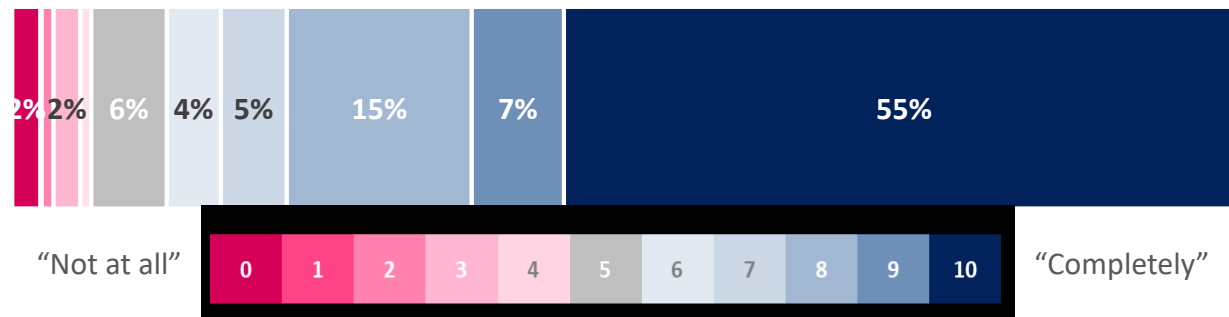


Support Networks and Asking for Help



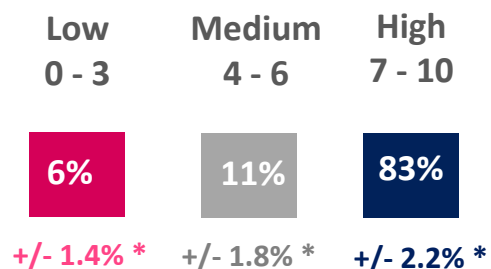
To what extent do you feel that you have relatives, friends or neighbours that you can ask for help?

Overall:



“Not at all”

“Completely”



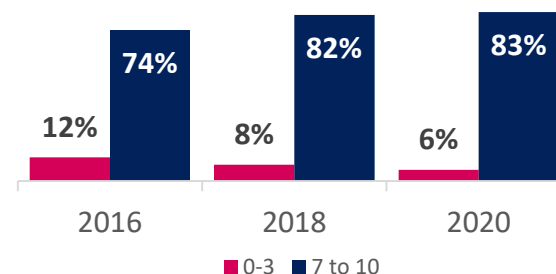
+/- 1.4% *

+/- 1.8% *

+/- 2.2% *

* 95% CI (margin of error)

...Comparison with previous years



Demographic Breakdowns:

Gender:

Female



Male



Age:

Under 35



35-44



45-54



55-64



65-74



75+*



Ethnicity:

Black, Asian and Minority ethnic



White ethnic



*Response number <100

0 to 3 4 to 6 7 to 10

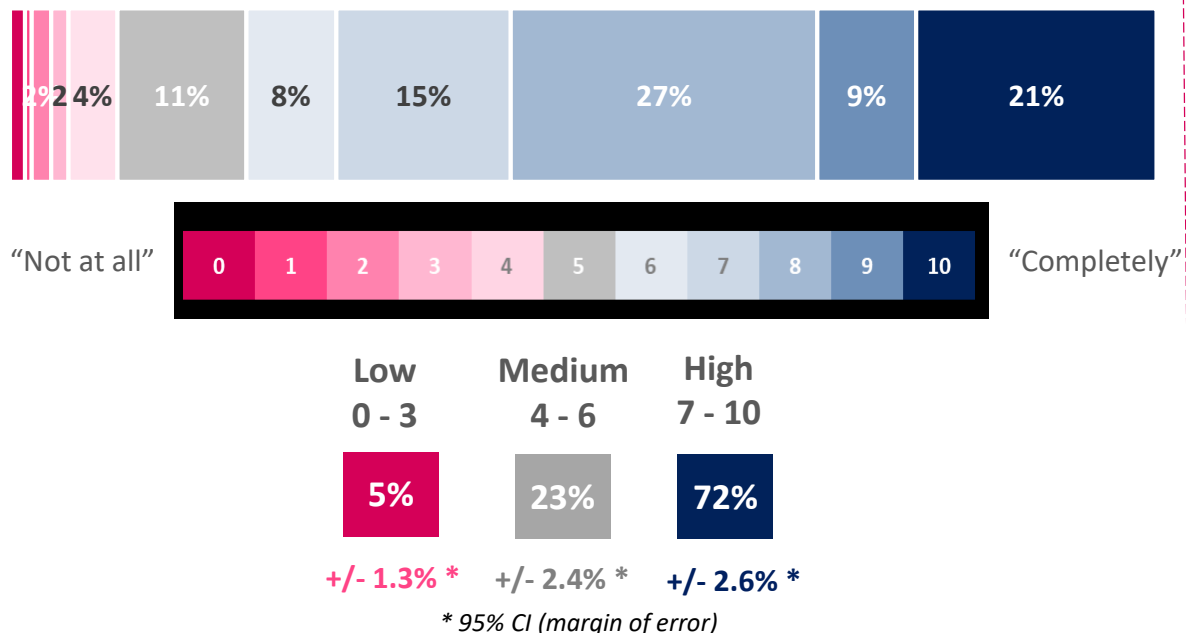
Key findings:

- The majority of respondents (83%) reported high levels of support (score between 7-10); a **1% point increase** from 2018
- Those **renting from the council** (12.8%) were **more likely** to report **low levels** of support (score 0-4) compared to those who **owned their own house** (3.7%)
- Those with a **long standing illness, condition or impairment** (13%) were **more likely** to report **low levels** of support (score 0-4) compared to those who didn't (4.6%)
- Those with a sexual orientation of **gay / lesbian** (17%) were **more likely** to report **low levels** of support (score 0-4) compared to those with an orientation of **heterosexual / straight** (6%)

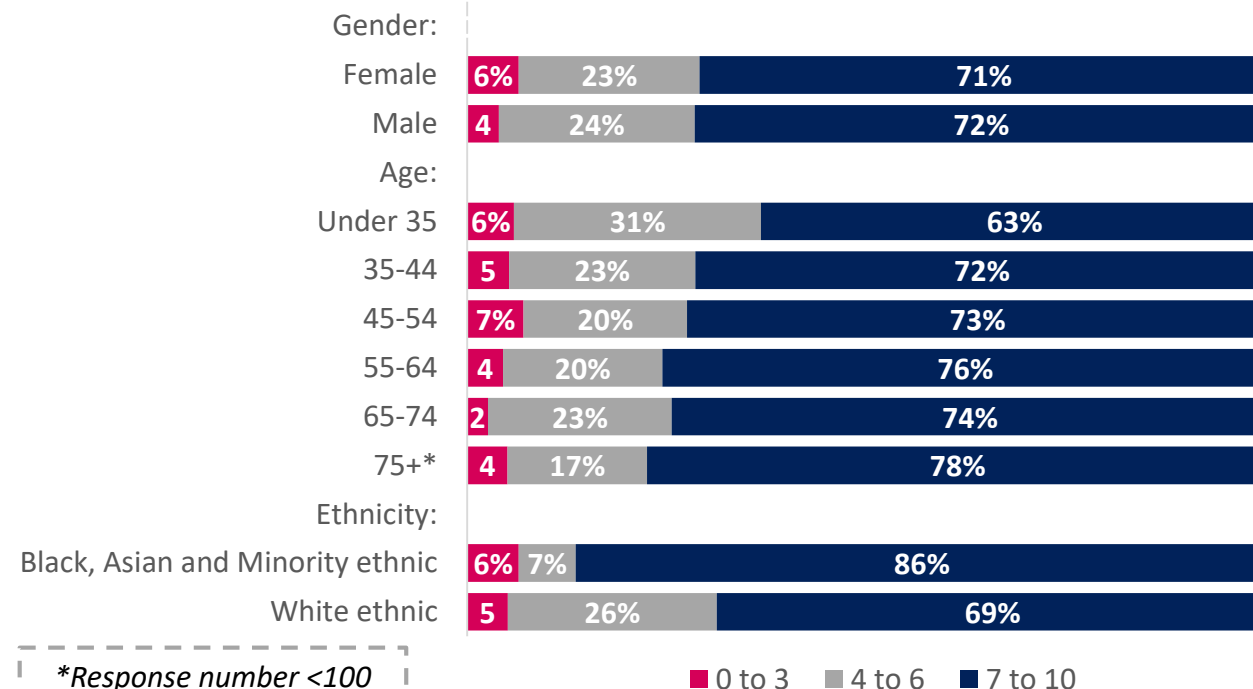


How satisfied are you with your life nowadays?

Overall:



Demographic Breakdowns:



*Response number <100

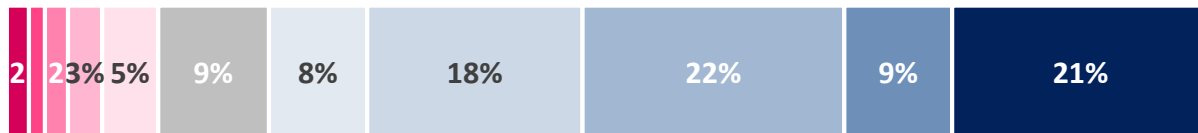
Key findings:

- The majority of respondents (72%) appear to have **high levels** of life satisfaction, with 5% reporting **low levels** of life satisfaction
- Those **aged 75+** have **significantly higher** life satisfaction score than those of **working age**
- Respondents from **Black, Asian and Minority Ethnic** backgrounds appear have the **highest levels** of life satisfaction (86%).
- Those looking after the **family home** (37%) had **significantly lower** scores (between 0-4) than those **employed full-time** (9%)
- Those with a sexual orientation of **gay / lesbian** (21%) had **significantly lower** scores (between 0-4) compared to those with an orientation of **heterosexual / straight** (9%)
- At ward level, those resident in **Bevois** (22%) had **significantly lower** scores (between 0-4) compared to those resident in **Shirley** (2%)
- More** people appear to be **satisfied** with their life **compared with the latest COVID-19 resident survey**. The latest COVID-19 survey reports **low** levels of life satisfaction at **20%**, **medium** levels at **34%** and **high** levels at **45%**. These differences are likely to reflect the different survey sampling methodologies.

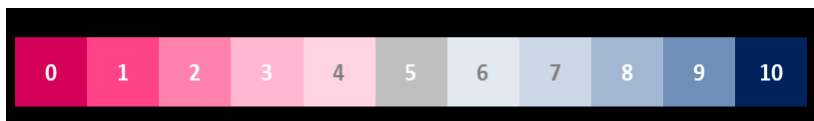


How happy did you feel yesterday?

Overall:

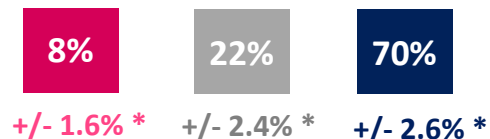


“Not at all”



“Completely”

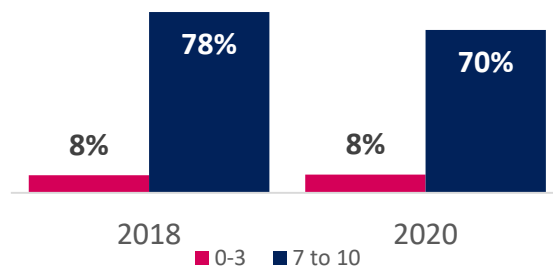
Low
0 - 3
Medium
4 - 6
High
7 - 10



+/- 1.6% * +/- 2.4% * +/- 2.6% *

* 95% CI (margin of error)

...Comparison with previous years



Demographic Breakdowns:

Gender:

Female



Male



Age:

Under 35



35-44



45-54



55-64



65-74



75+*



Ethnicity:

Black, Asian and Minority ethnic



White ethnic



*Response number <100

■ 0 to 3 ■ 4 to 6 ■ 7 to 10

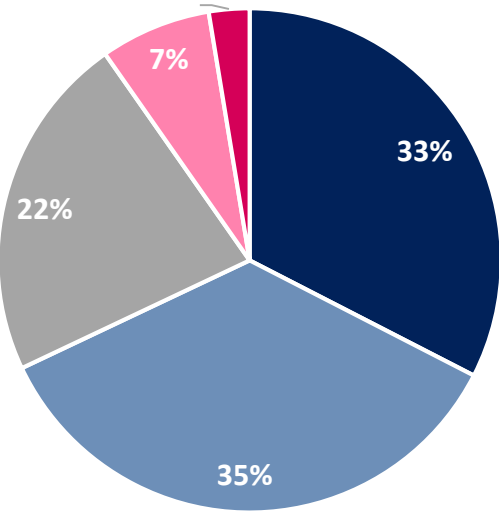
Key findings:

- The majority of respondents appear to have a **high level** (score of 7-10) of happiness (**70%**), although this is a **8% point reduction** from **2018**
- Those **aged 75+** have **significantly higher** levels of happiness score than those of **working age**
- Those with a sexual orientation of **gay / lesbian (29%)** had **significantly lower happiness** scores (between 0-4) compared to those with an orientation of **heterosexual / straight (13%)**
- Those **renting from the council (21%)** had **significantly lower happiness** scores (between 0-4) compared to those who **owned their own house (11%)**
- Those with a **long standing illness, condition or impairment (24%)** had **significantly lower happiness** scores (between 0-4) compared to those who didn't (**10%**)
- At ward level, those resident in **Bevois (28%)** and **Bassett (24%)** had **significantly lower happiness** scores (between 0-4) compared to those resident in **Shirley (4%)** and **Bargate (3%)**
- Reported happiness levels appear to be higher compared to the third COVID-19 residents survey, where 53% reported a high level of happiness, 29% medium and 17% low. These differences are likely to reflect the different survey sampling methodologies.

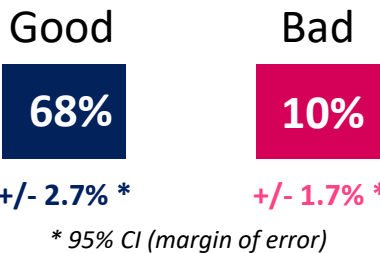


How is your health in general?

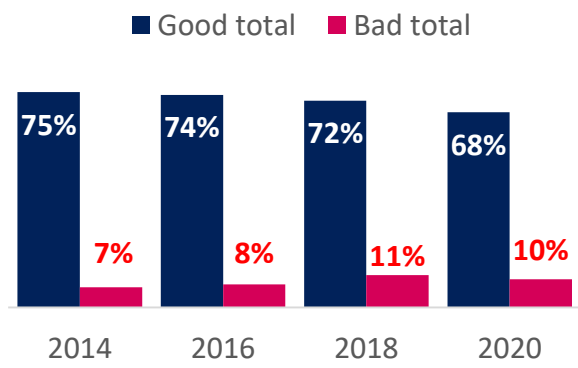
Overall:



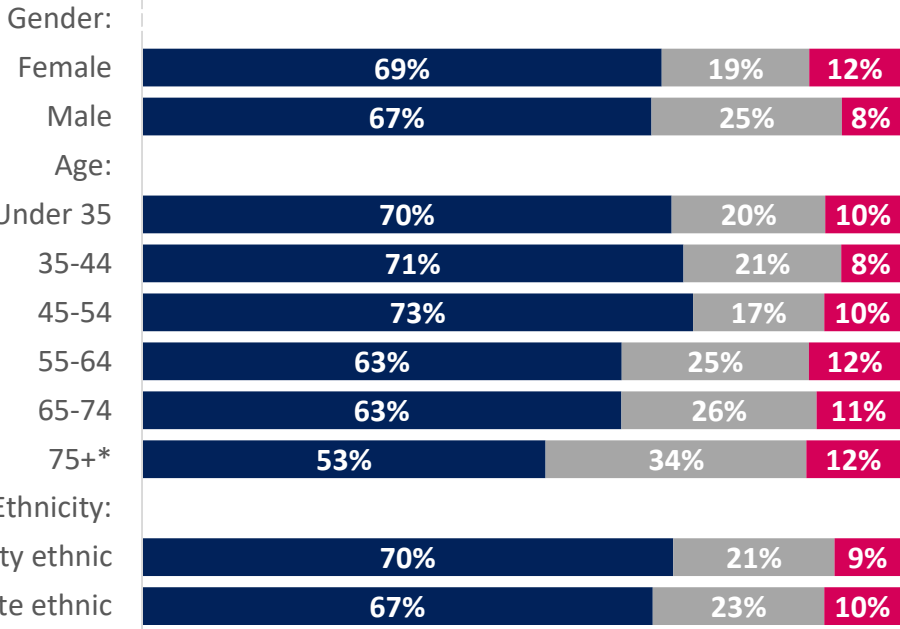
■ Very good ■ Good
■ Fair ■ Bad
■ Very bad



Comparison with previous years



Demographic Breakdowns:



*Response number <100

■ Good ■ Fair ■ Bad

Key findings:

- 68% of respondents reported their health to be **good** or **very good**; this is a **4% point reduction** since 2018
- **1 in 10 (10%)** report their health to be **bad** or **very bad**; this is a **1% point reduction** since 2018
- Unsurprisingly, there is a clear **age gradient** to responses, with **younger age groups** more likely to report **good health** compared to those **aged 75+**
- **Females** were **significantly more likely** to report **bad health (12%)** compared to **males (8%)**
- Those that **rent from the council** were **significantly more likely** to report **bad health (21%)** compared to those that **own their own home (9%)** or **rent from a private landlord (5%)**

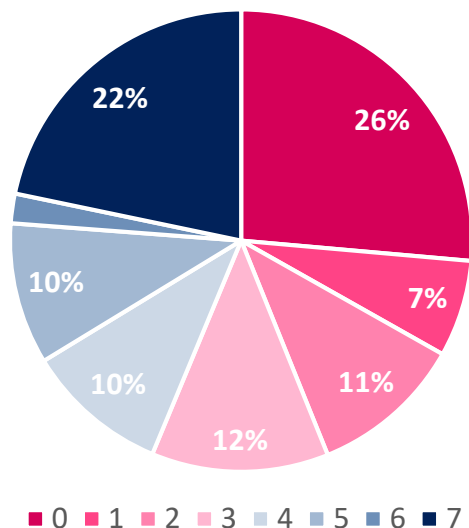


Physical Activity

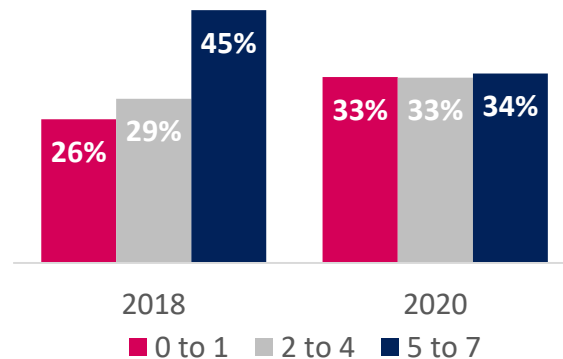


In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to make you breathe harder?

Overall:

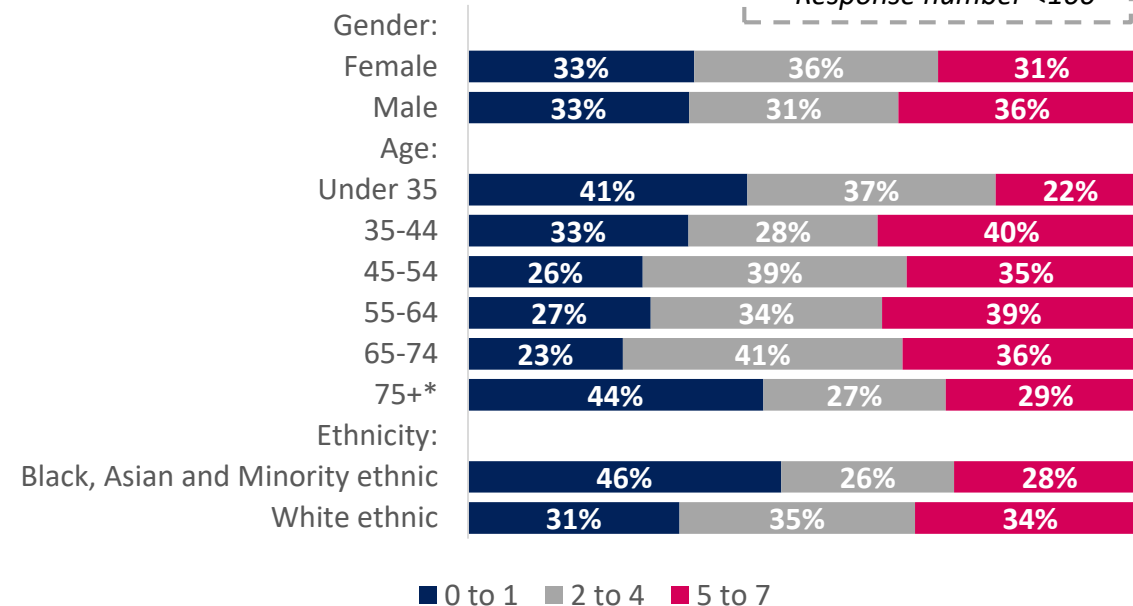


...Comparison with previous years



Demographic Breakdowns:

*Response number <100



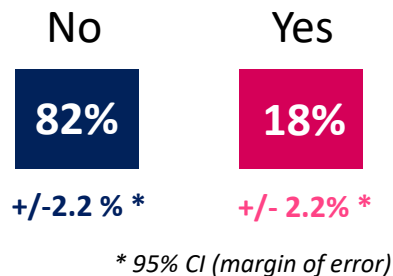
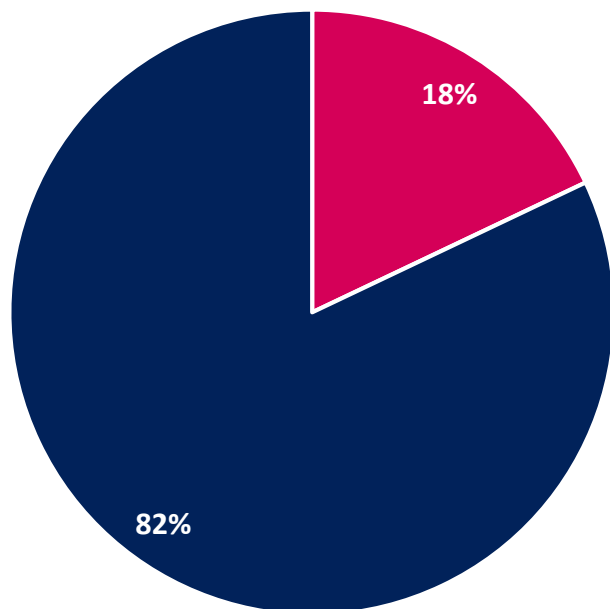
Key findings:

- Over 1 in 4 (26%) respondents reported doing **no physical activity** in the last week, whilst 22% report doing physical activity of 30 minutes or more **every day** of the week.
- Relative physical inactivity** levels (0-1 days) appear to have **increased** between 2018 (26%) and 2020 (33%). In addition, those doing 30 minutes of physical activity on 5 days or more has **fallen** between 2018 (45%) and 2020 (34%). These results are likely to have been affected by the COVID-19 pandemic.
- Those aged 75+ were **significantly more likely** to report having done **no physical activity** (42%) compared to younger age groups.
- Those that **rent from the council** were **significantly more likely** to report having done **no physical activity** (42%) compared to those that **own their own home** (24%).
- Those that are **unemployed** were **significantly more likely** to report having done **no physical activity** (46%) compared to those that who are **employed full time** (24%).
- Asian or Asian British** respondents were **significantly more likely** to report having done **no physical activity** (42%) compared to those from a **White British** background (25%).

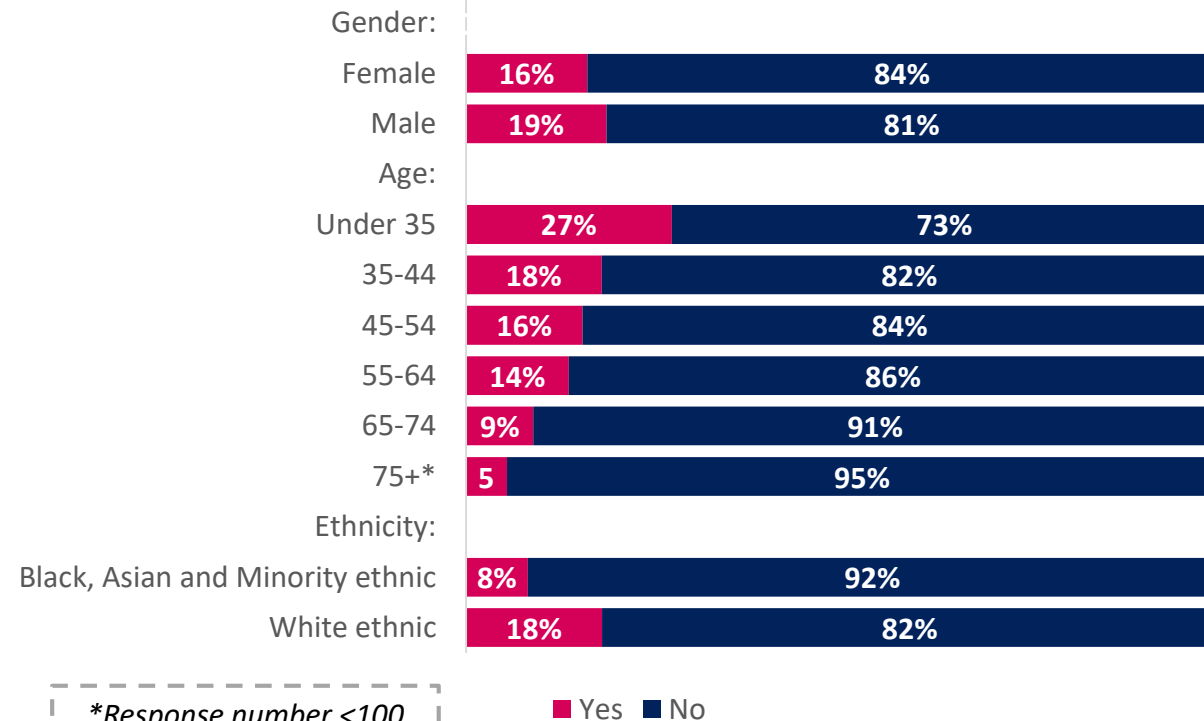


In the past week, have you smoked tobacco?

Overall:



Demographic Breakdowns:



Key findings:

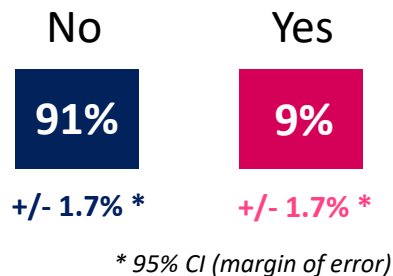
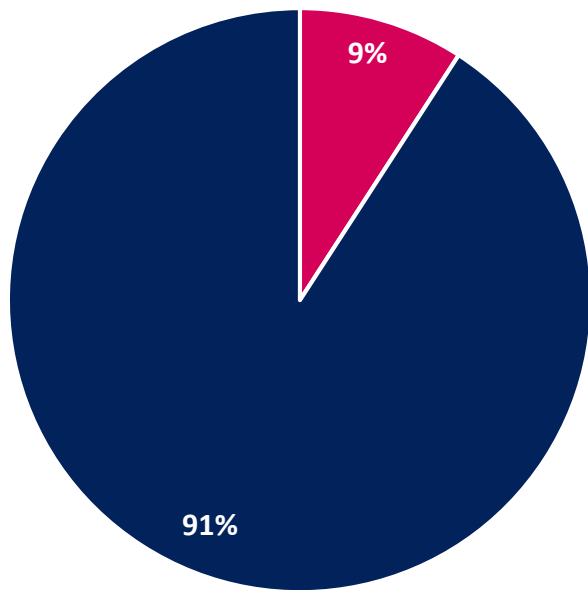
- Almost **1 in 5** of respondents (**18%**) reported **smoking tobacco** in the last week. This is higher than the prevalence (**16.8%**) reported in the [ONS Annual Population Survey](#).
- Those aged **under 35** (**27%**) were **more likely** to have reported **smoking tobacco** in the last week compared to older age groups.
- Those that **rent from the council** (**37%**) were **significantly more likely** to have **smoked tobacco** in the last week compared to those that **own their own home** (**14%**)
- Those that are **unemployed** (**30%**) were **significantly more likely** to have **smoked tobacco** in the last week compared to those that are **retired** (**7%**)



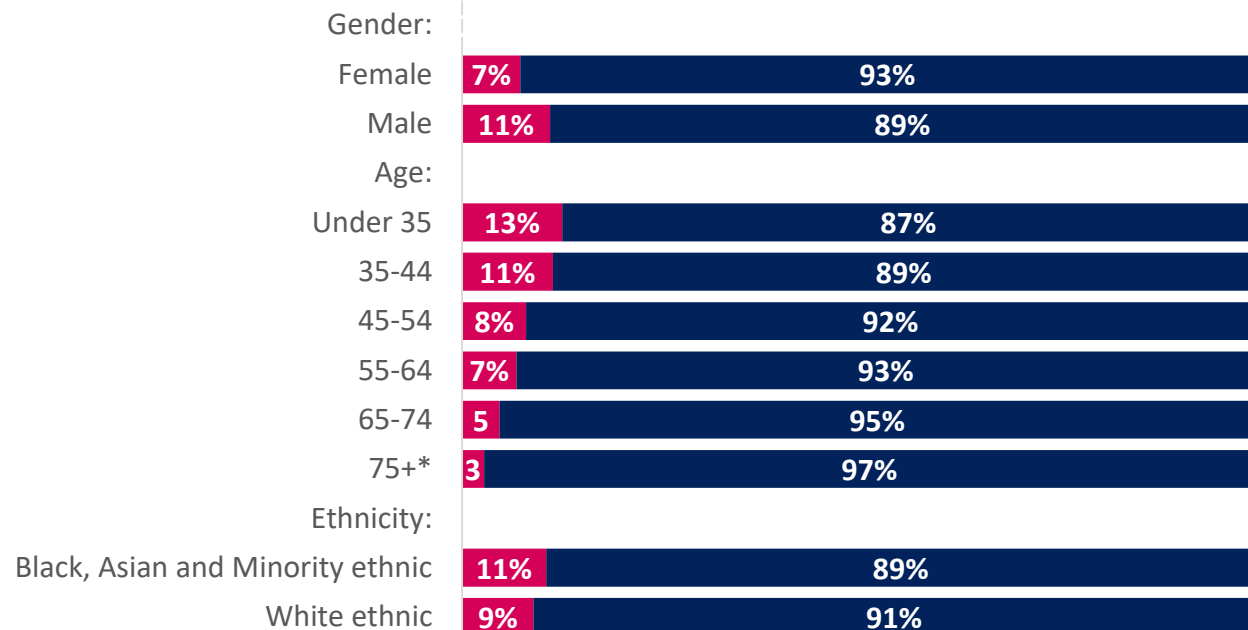
Smoking E-cigarettes

In the past week, have you smoked e-cigarettes?

Overall:



Demographic Breakdowns:



*Response number >100

■ Yes ■ No

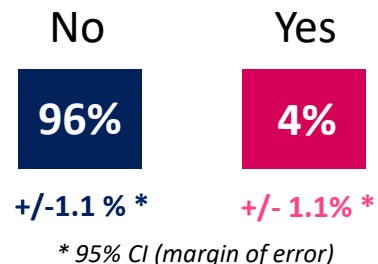
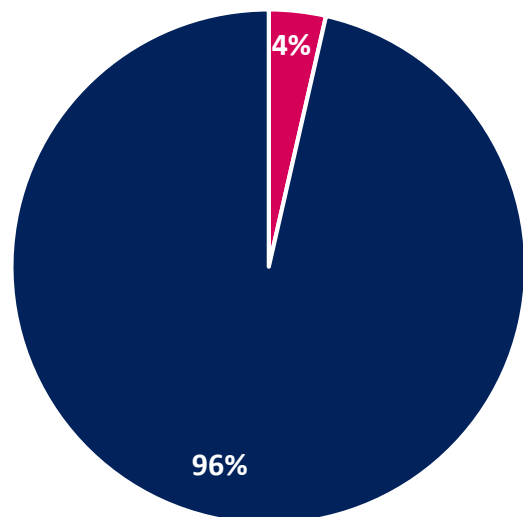
Key findings:

- **Fewer** respondents reported **smoking e-cigarettes (9%)**, compared to smoking **tobacco (18%)**
- **Males (11%)** were **significantly more likely** to report smoking e-cigarettes compared to **females (7%)**
- Those aged **18-24 (22%)** were **significantly more likely** to report smoking e-cigarettes compared to those aged over **55 years (5%)**
- Those that **rent from the council (17%)** were **significantly more likely** to have **smoked e-cigarettes** in the last week compared to those that **own their own home (6%)**
- Those that are **unemployed (25%)** were **significantly more likely** to have **smoked e-cigarettes** in the last week compared to those that are **retired (4%)** or **employed full time (11%)**

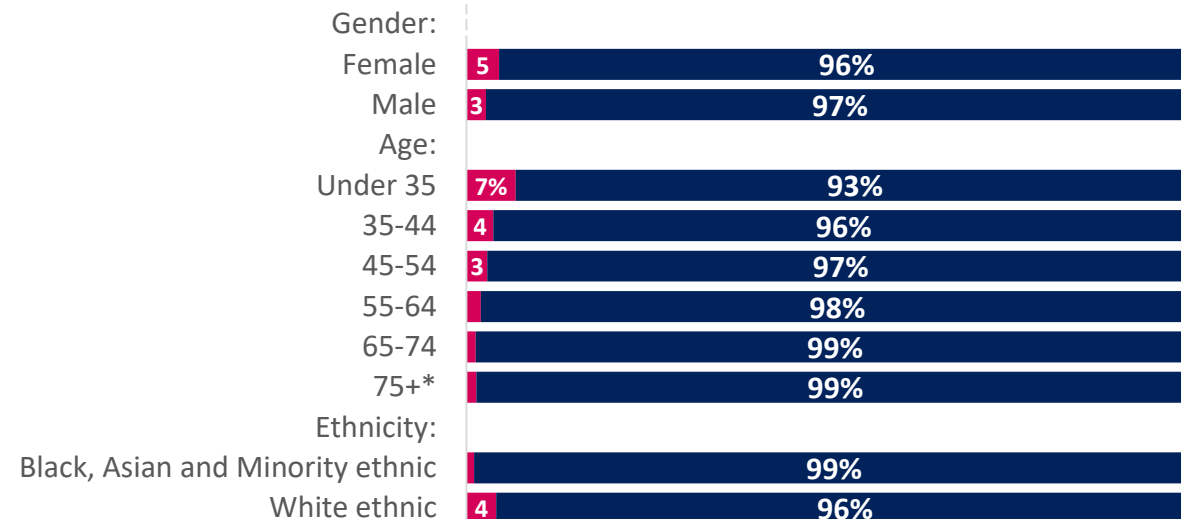


In the past week, did you or anyone else in your household have smaller meals than usual or skip meals because you couldn't afford or get access to food?

Overall:



Demographic Breakdowns:



*Response number <100

Key findings:

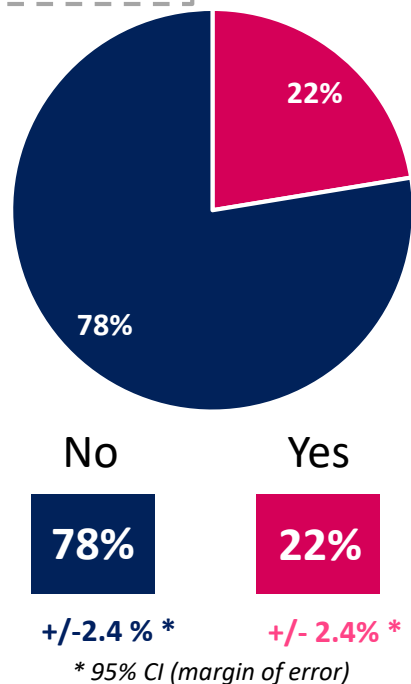
- **4%** of respondent households had smaller meals than usual or skipped meals because they **couldn't afford to access food**.
- Those that **rent from the council (11%)** or a **housing association (10%)** were **significantly more likely** to answer **yes** compared to those that **own their own home (2%)**
- Those with a **long standing illness, condition or impairment (8.4%)** were **significantly more likely** to answer yes compared to those who didn't (**2.3%**)



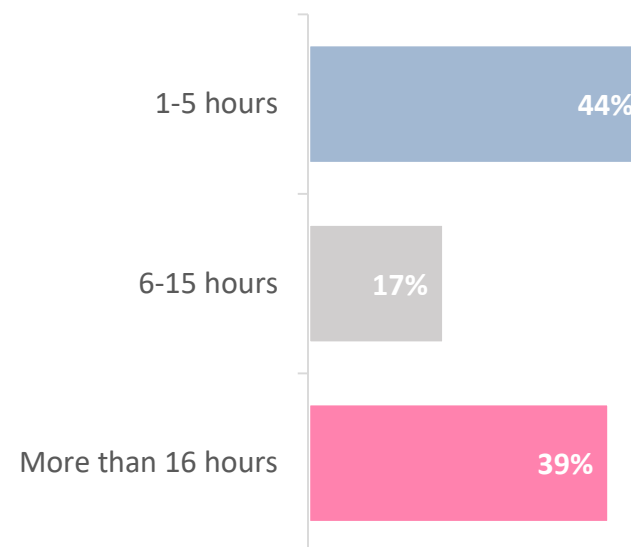
Do you regularly look after someone on an unpaid basis to help them with their daily life because they have a long-standing illness, condition or impairment?



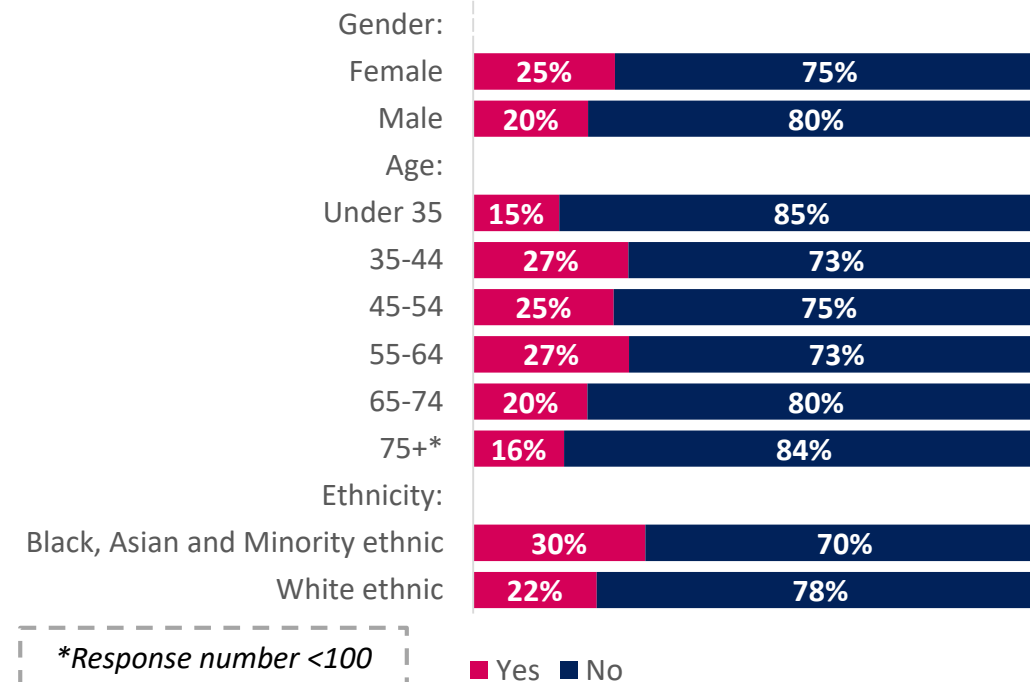
Overall:



We asked respondents that answered yes (256), on average, how many hours a week do you provide this support?



Demographic Breakdowns:



Key findings:

- Over **1 in 5** respondents (**22%**) reported **regularly providing unpaid care** for someone with a long-standing illness, condition or impairment
- Most (**44%**) of these report providing **1 to 5 hours** support, but **39%** provide **more than 16 hours** of care a week
- Those aged **35-44 (27%)** were **significantly more likely** to report being a carer compared to those aged **25-34 (14%)**
- Those that report an employment status of **looking after home / family** were **significantly more likely** to report being a carer (**53%**) as were those from a **BAME** background (**30%**)
- Those with a sexual orientation of **gay / lesbian (63%)** were **significantly more likely** to report being a carer compared to those with an orientation of **heterosexual / straight (21%)**



Communications and Digital Inclusion

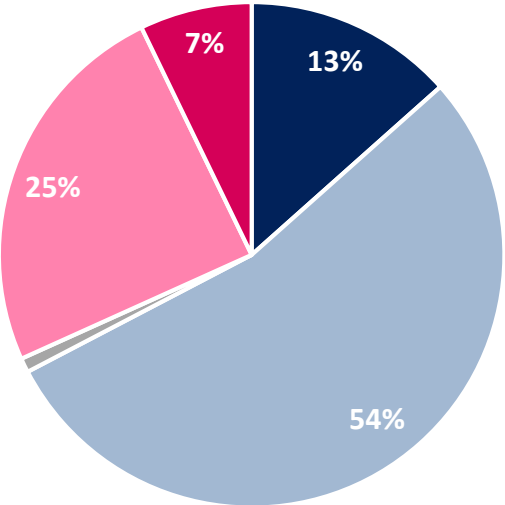




How well informed do you feel about local public services?

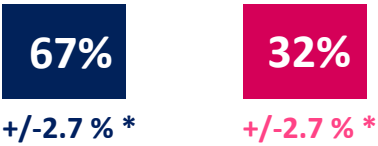


Overall:



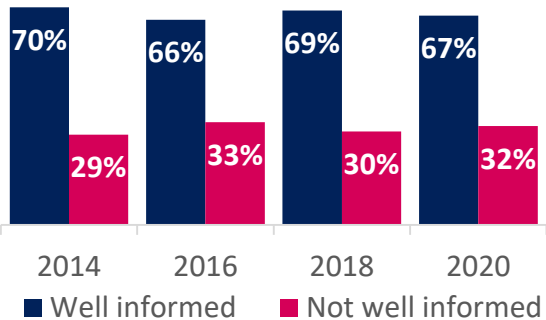
■ Very well informed
■ Fairly well informed
■ Don't know
■ Not very well informed
■ Not well informed at all

Informed Not informed



+/-2.7 % * +/-2.7 % *
* 95% CI (margin of error)

...Comparison with previous years

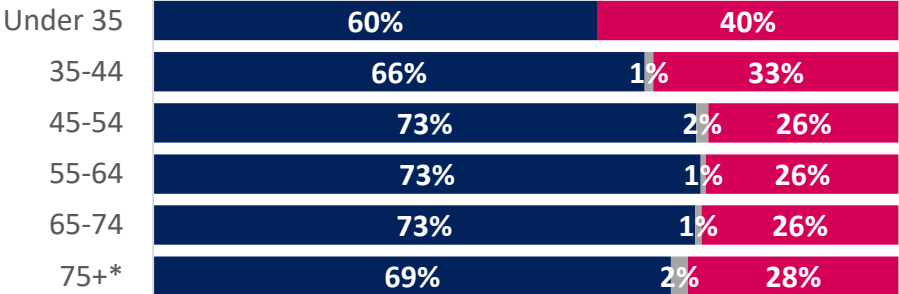


Demographic Breakdowns:

Gender:



Age:



Ethnicity:



*Response number <100

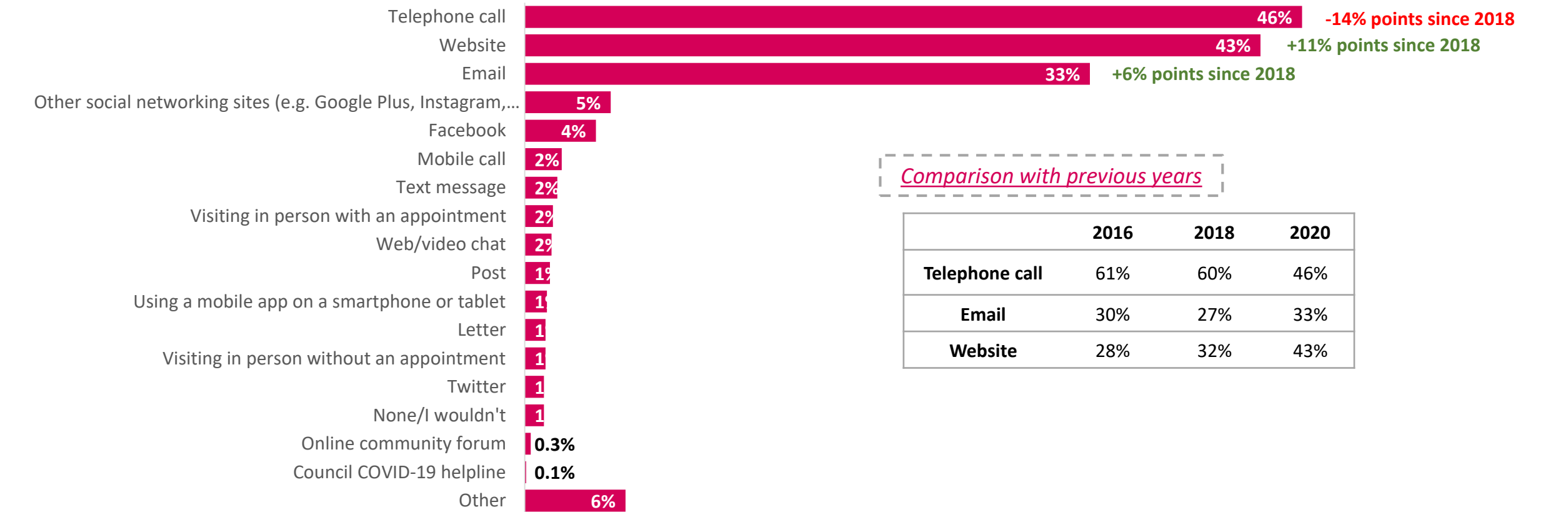
■ Well informed ■ Don't know ■ Not very well informed

Key findings:

- The **majority** of respondents (**67%**) feel either **fairly or very well informed** about local public services; this is a **2% point reduction** from **2018**
- Almost **1 in 3 (32%)** respondents **do not feel well informed** on public services; this is a **2% point increase** from **2018**
- **Males (37%)** are significantly more likely to report being **not well informed** compared to **females (27%)**.
- Those aged **18-24 (48%)** are significantly more likely to report being **not well informed** compared to those aged **45-54 (26%)** or **55-64 (26%)**
- Those resident in **Bitterne (46%)** or **Harefield (50%)** wards are significantly more likely to report being **not well informed** compared to those resident in **Shirley (18%)**



How would you prefer to contact local public services to find out information?



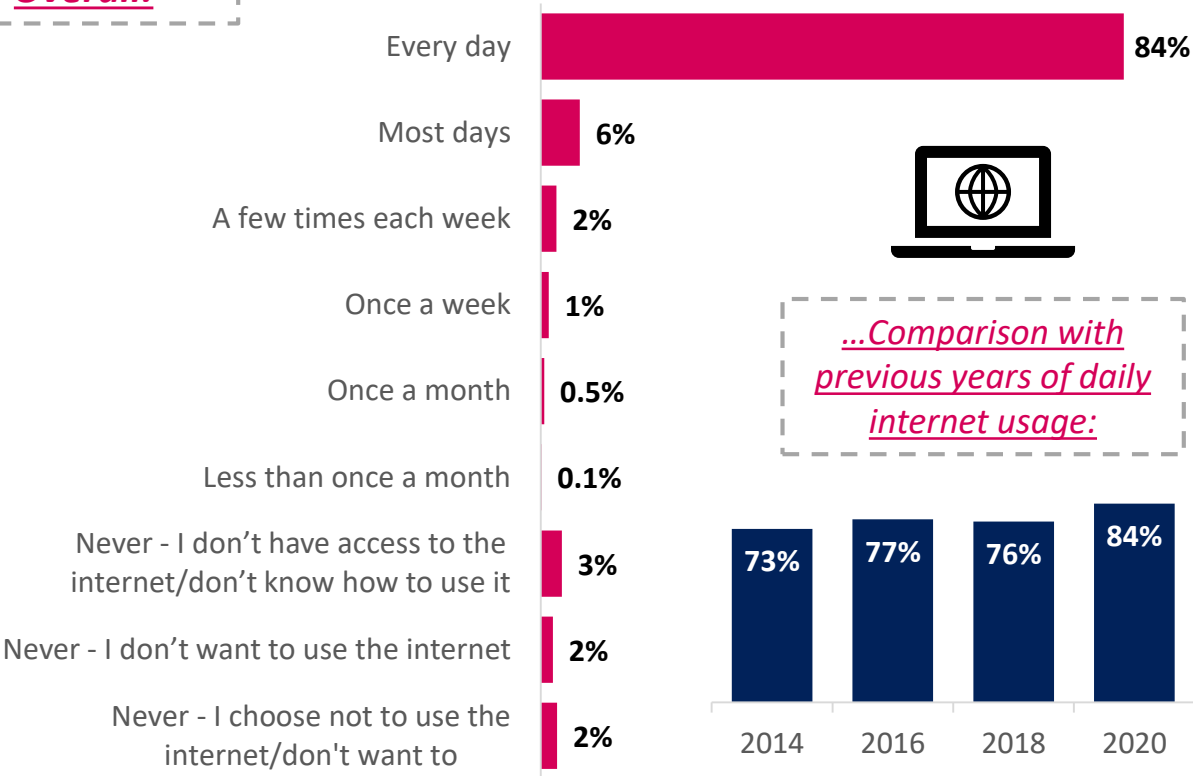
Key findings:

- **46%** of respondents would prefer to **contact local public services** by **telephone call**, closely followed by **website (43%)** and E-mail (**33%**)
- The **top 3** most preferred ways of contacting local public services for information have stayed the same since 2016
- However, there is a clear **shift in preference towards digital methods**; an **+11% point increase** in preference for using a **website** and **+6% point increase** for **e-mail** since **2018**
- In contrast, the preference for **telephone** has **reduced by 14% points** since **2018**
- A full segmentation of communication preferences are available upon request

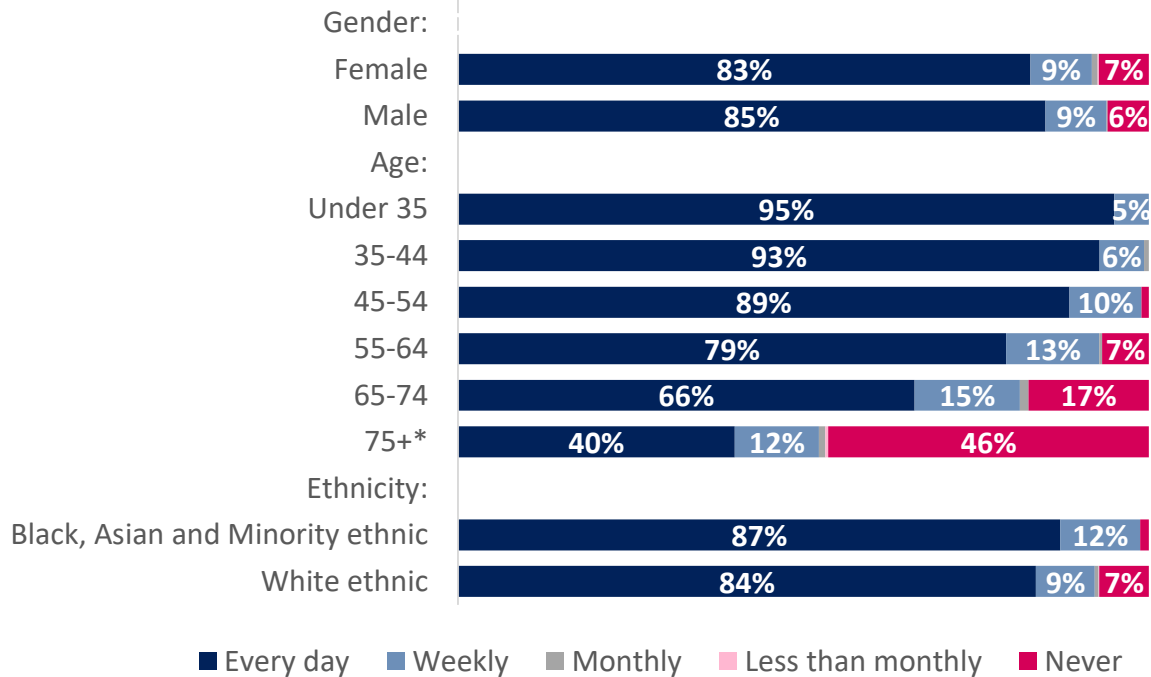


On average, how often do you access the internet, including using social media?

Overall:



Demographic Breakdowns:



*Response number <100

Key findings:

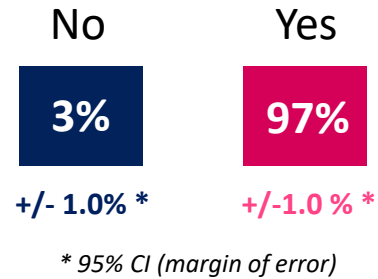
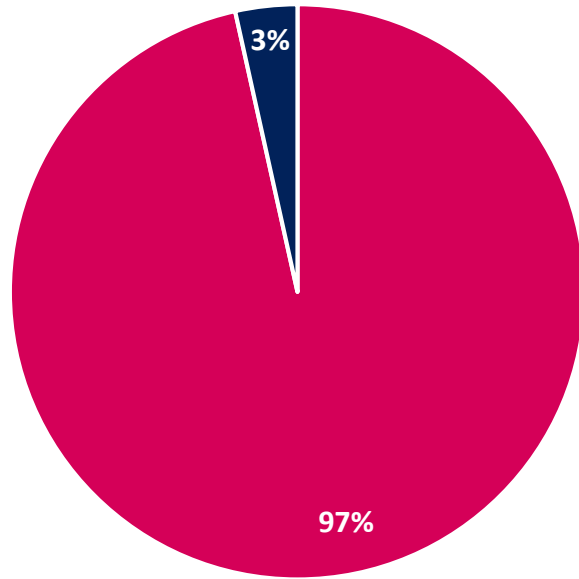
- The **majority** of respondents (**84%**) **use the internet daily**; this is an **8% point increase** from **2018**
- **7%** of respondents **don't use the internet**, either because they **don't have access (3.0%)** or **skills (1.7%)** or **don't want to (2.3%)**; those **aged 75+** are **significantly more likely** to be in one of these groups. This is **similar** to levels reported in **2018**.
- There is a clear **correlation** between **age and internet usage**



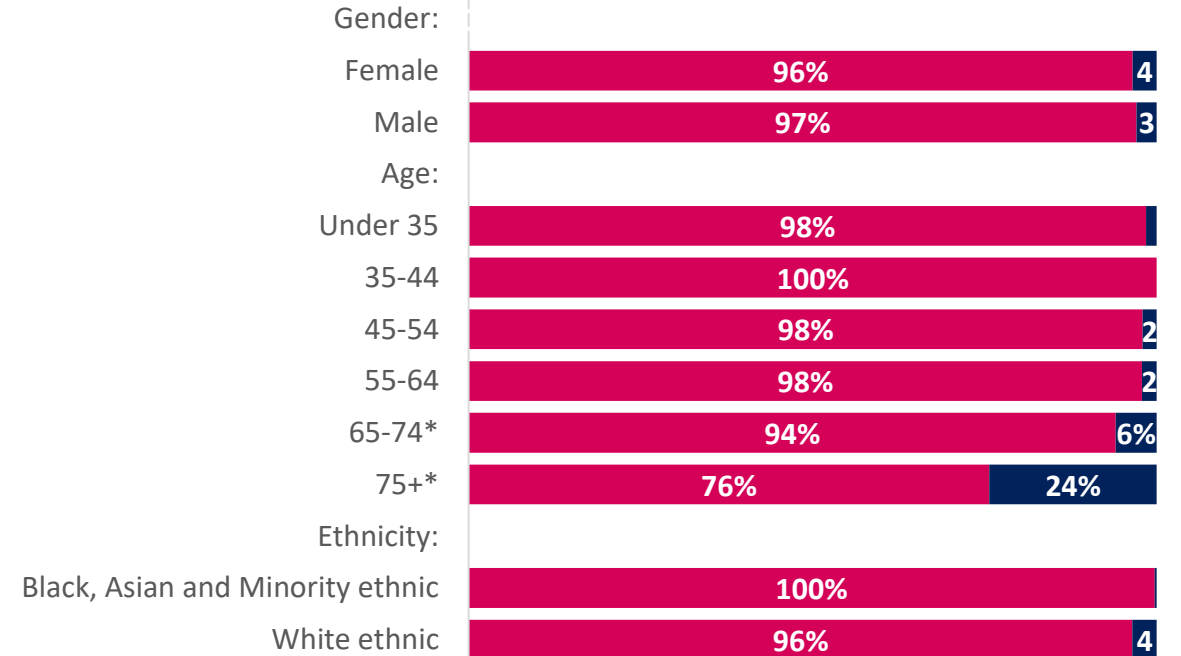
Do you have technology within your household to be able to access the internet?



Overall:



Demographic Breakdowns:



*Response number <100

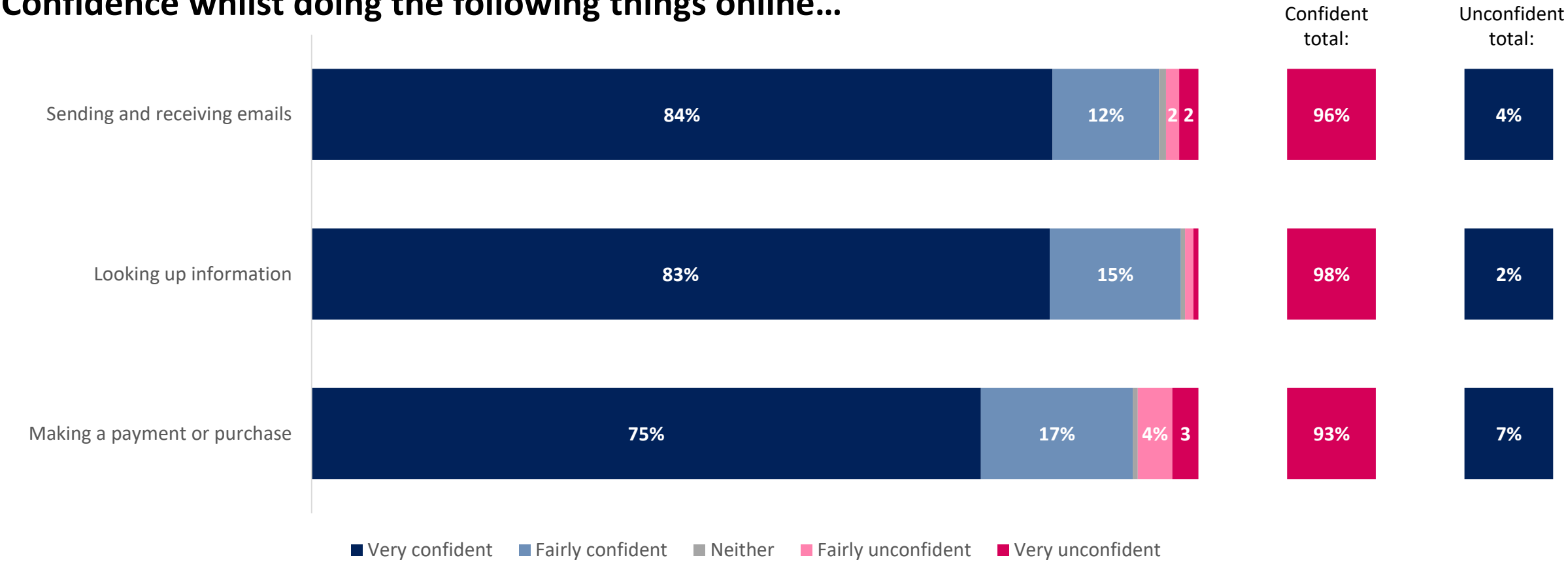
■ Yes ■ No

Key findings:

- The majority of respondents (97%) reported having technology to access the internet in their household
- Respondents over 75 (24%) are significantly more likely to not have the technology to connect to the internet in their household
- Those that **rent from the council (8.4%)** are **significantly less likely to have the technology** within their household compared to those who **own their own home (2.5%)**



Confidence whilst doing the following things online...



Key Findings:

- The **majority** of respondents **are confident** sending and receiving **emails (96%)**, **looking up information (98%)** and **making a payment or purchase (93%)**
- **Making a payment or purchase** appears to be the process that respondents feel **most unconfident** doing (**7%**)
- **Females** and those aged **75+** are **significantly less confident** across all three categories
- Those aged **75+** are particularly **unconfident** making a **purchase online (24%)**



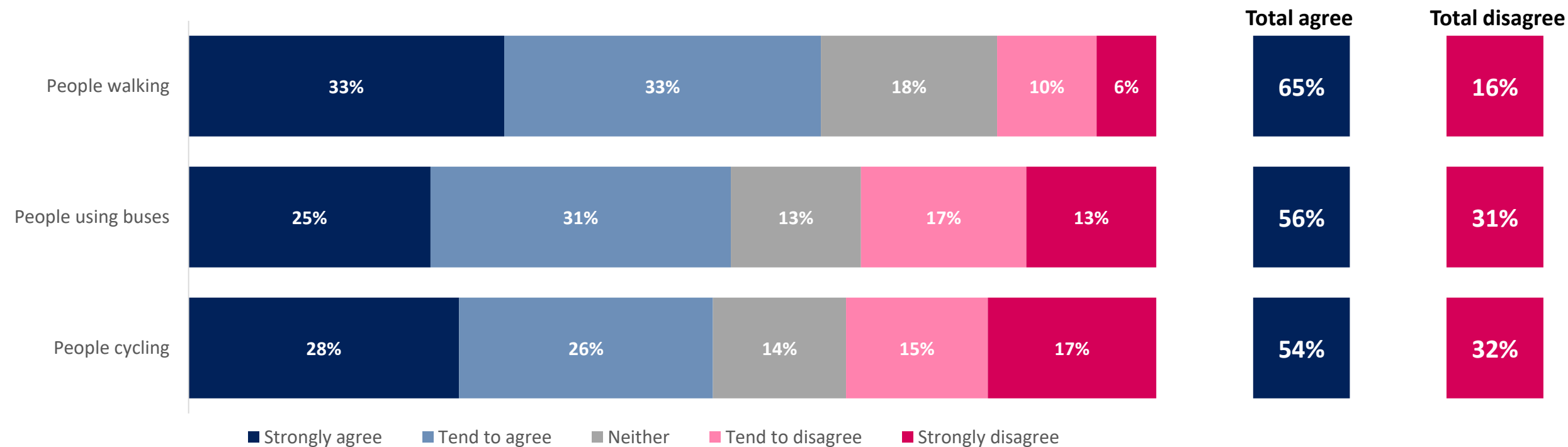
Green City and Transport





Reallocation of Road Space

To what extent do you agree or disagree with changing how roads and streets in Southampton are designed, by reallocating space towards the following...



Key Findings:

- The **majority** of respondents either **tend to or strongly agree** that space should be reallocated for people using **sustainable travel**
- Out of the three proposals, the **highest proportion of agreement** was to the reallocation of road space for **people walking (65%)**; only 16% disagreed
- Just under 1 in 3 respondents disagreed with the reallocation of road space for people using buses (**31%**) and for people cycling (**32%**)
- Younger respondents** were **significantly more likely to agree** with the reallocation of road space for **cycling** compared to older age groups; **18-34 (66%)** compared to **75+ (35%)**
- At ward level, **significantly higher levels of disagreement** with the reallocation of road space for **cycling** were recorded in **Coxford (48%)**, **Bevois (46%)** and **Sholing (45%)** compared to **Shirley (15%)** and **Bargate (18%)**



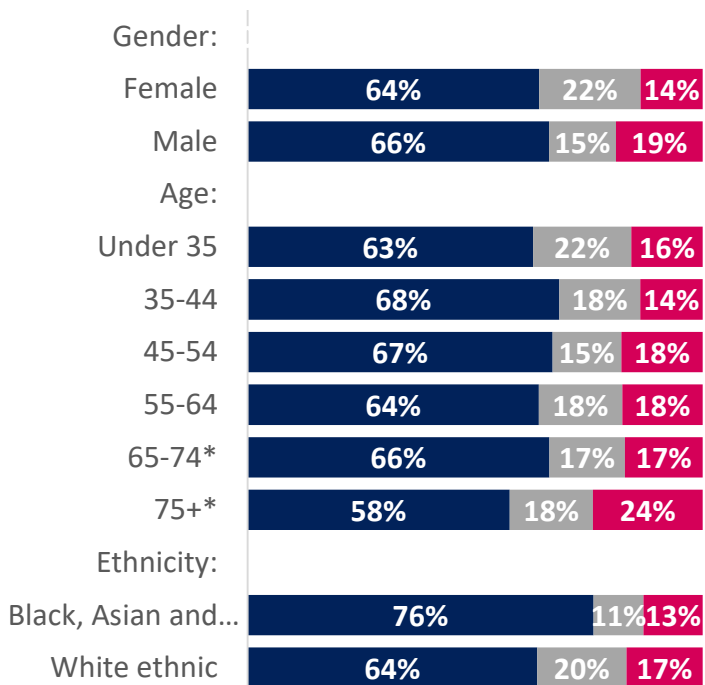
Reallocation of Road Space

To what extent do you agree or disagree with changing how roads and streets in Southampton are designed, by reallocating space towards the following...



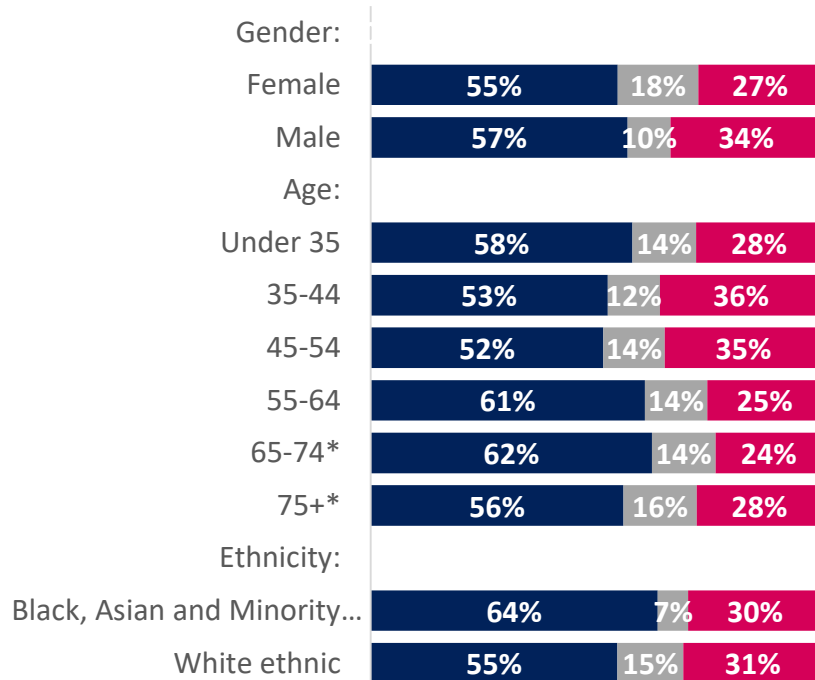
Demographic Breakdowns:

People walking:



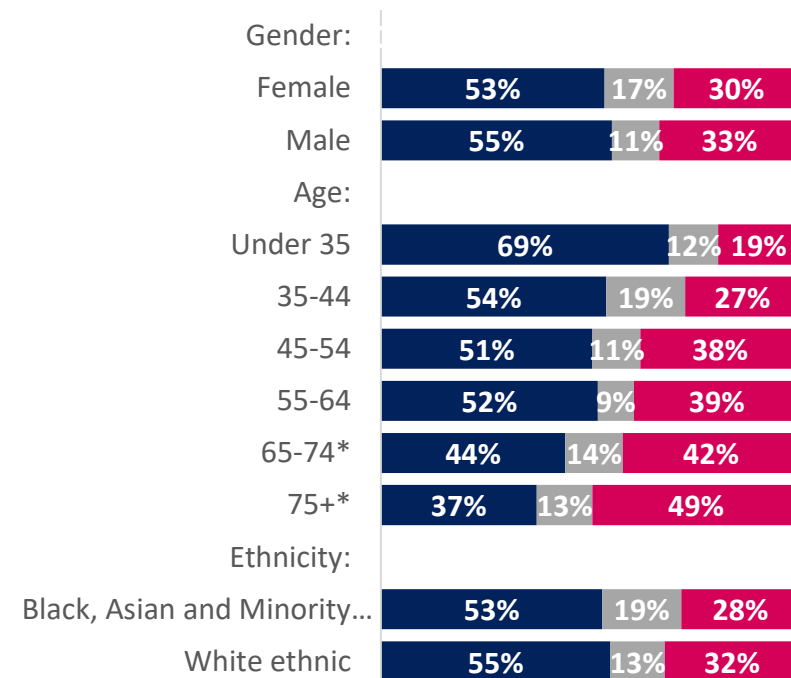
■ Agree ■ Neither ■ Disagree

People using buses:



■ Agree ■ Neither ■ Disagree

People cycling:



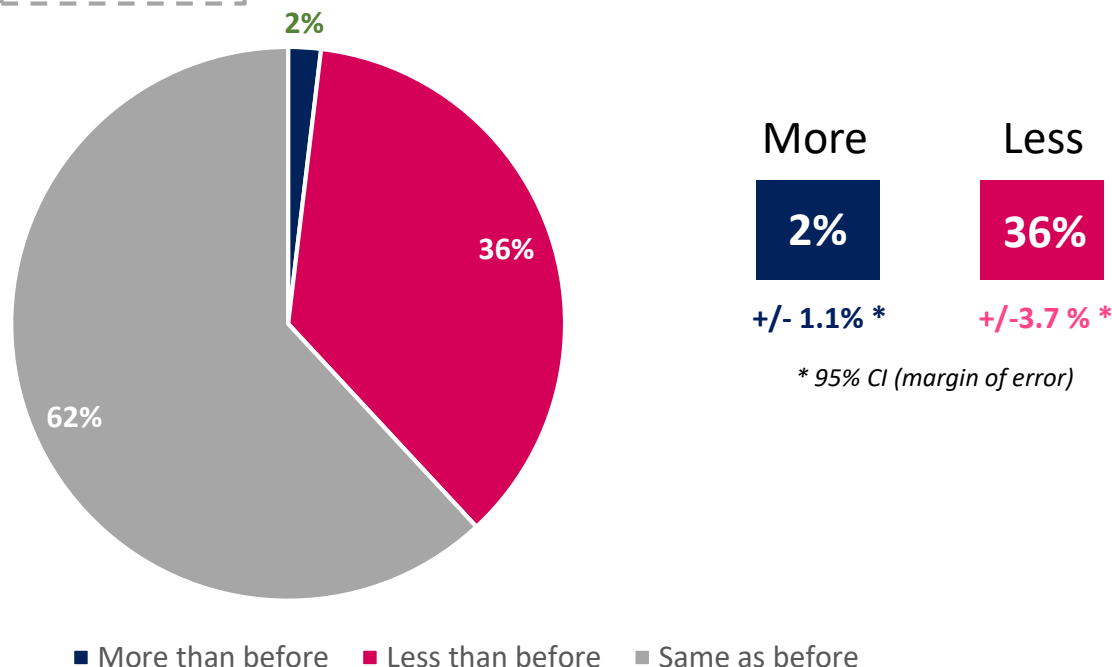
■ Agree ■ Neither ■ Disagree



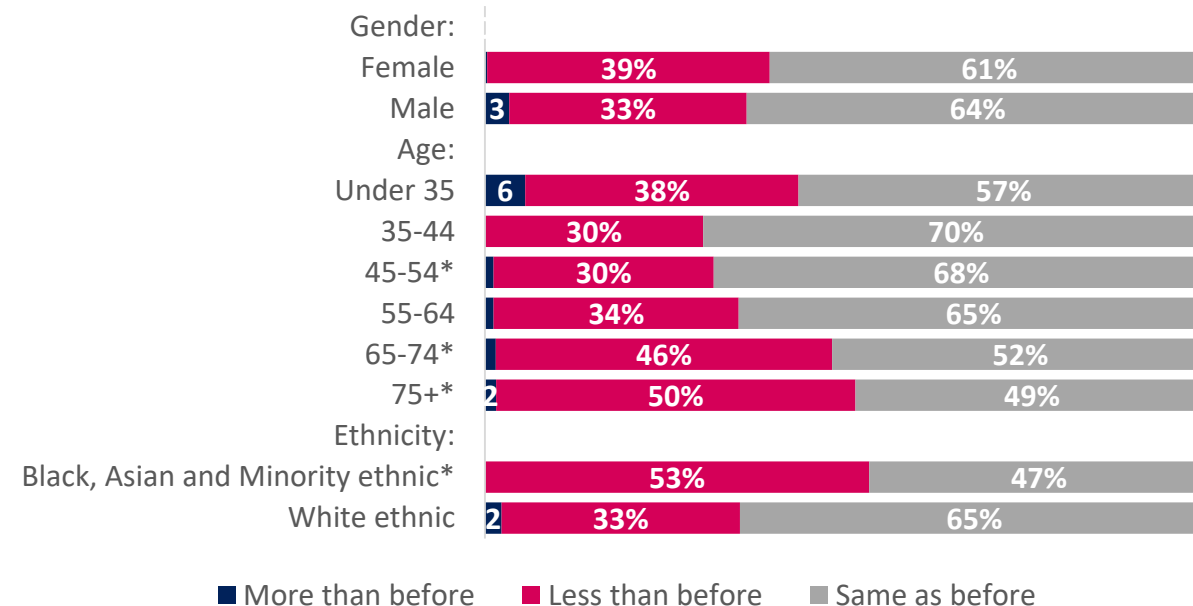
Over the next few weeks, how often are you intending to travel by bus compared to before the COVID-19 pandemic?



Overall:



Demographic Breakdowns:



*Response number <100

Key findings:

- The majority of respondents highlighted that they will be intending to travel by bus the **same amount** as before (62%)
- A larger proportion reported intending to travel by bus **less than before** (36%), compared to those that reported intending to use the bus **more than before** (2%).
- Those that **rent from the council** were **more likely** to report intending to use **bus travel more** (8%) compared to those that own their own home (<1%)
- Respondents from **Black, Asian and Minority ethnic** backgrounds appear to be most likely to be travelling less on buses (53%), than before the COVID-19 pandemic
- It is worth noting that fieldwork was completed before the increased COVID-19 restrictions in December



City of Culture

Introduction provided to respondents during the questionnaire:

Southampton is bidding to become the UK's City of Culture in 2025. This is awarded to one successful city every 4 years and is an opportunity for the winner to celebrate the city and its residents, help address its needs and attract further investment. Culture includes a wide range of things; Food & Drink, Sport, Theatre, Art, Heritage – it is a celebration of what makes us who we are as individuals and a community.

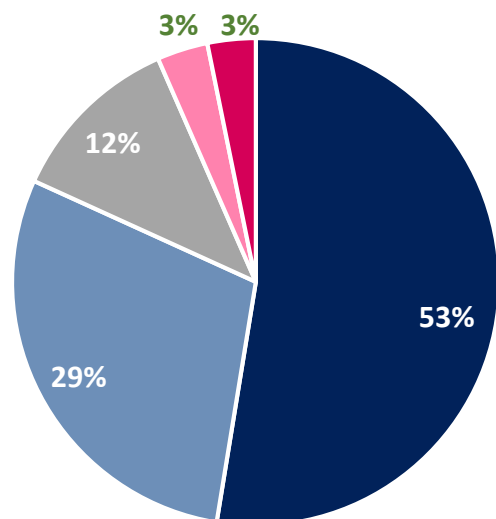




To what extent do you agree or disagree with the following statement? 'I support the Southampton City of Culture bid'



Overall:



■ Strongly agree ■ Agree ■ Neither ■ Disagree ■ Strongly disagree

Agree

82%

+/- 2.2% *

Disagree

7%

+/- 1.5% *

* 95% CI (margin of error)

Demographic Breakdowns:

Gender:

Female

83%

11%

6%

Male

81%

12%

7%

Age:

Under 35

80%

16%

4%

35-44

87%

9%

4%

45-54

82%

12%

5%

55-64

76%

13%

10%

65-74*

84%

6%

10%

75+*

75%

12%

13%

Ethnicity:

Black, Asian and Minority ethnic

90%

10%

White ethnic

80%

12%

8%

■ Agree

■ Neither

■ Disagree

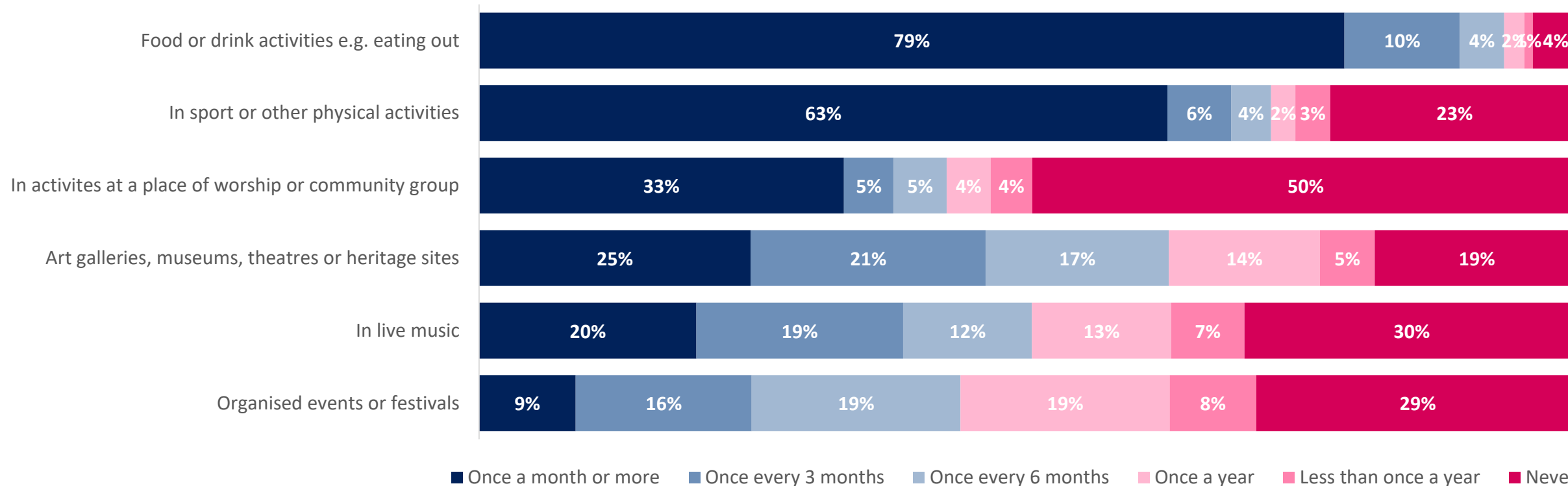
*Response number <100

Key findings:

- The **majority** of respondents **either tend to or strongly agree** (82%) with the **Southampton City of Culture bid**; 7% of respondents disagreed
- Broad agreement was expressed by all age groups. However, **significantly higher levels of agreement** was reported by the **35-44** age group (87%) compared to those **aged 75+ (73%)**
- There was also high levels of support from **Black, Asian or Minority Ethnic groups (90%)**
- Respondents from Bargate reported significantly higher levels of agreement (93%) compared to those from Woolston (68%)
- Respondents that were **retired (11%)** were **significantly more likely to disagree** with the bid than those **employed full time (3%)**



Thinking about life before the COVID-19 pandemic, how often would you or your household normally attend or participate in the following in Southampton?



Key findings:

- The most common activity respondents do on at least a monthly basis is **food or drink activities (79%)**
- This is followed by **participating in sport** of other physical activities (**63%**)
- The activity with the highest level of 'never' responses were activities at **places of worship or community groups (50%)**
- Almost **1 in 5 (19%)** reported **never attending art galleries, museums, theatres or heritage sites**
- Further breakdowns are available upon request

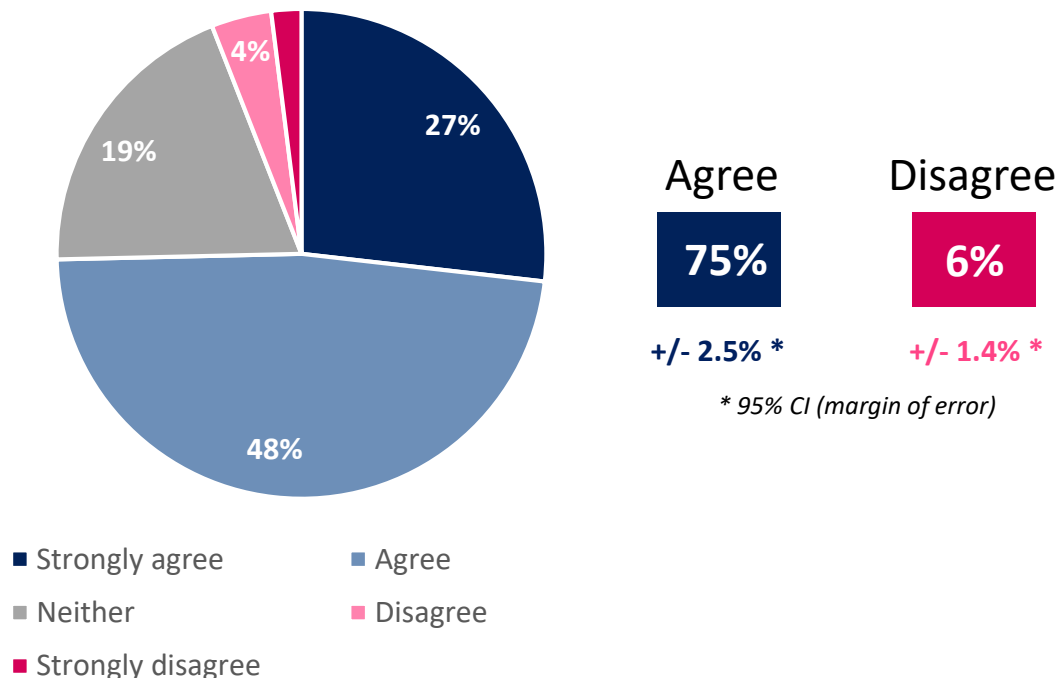


Cultural Offerings in Southampton

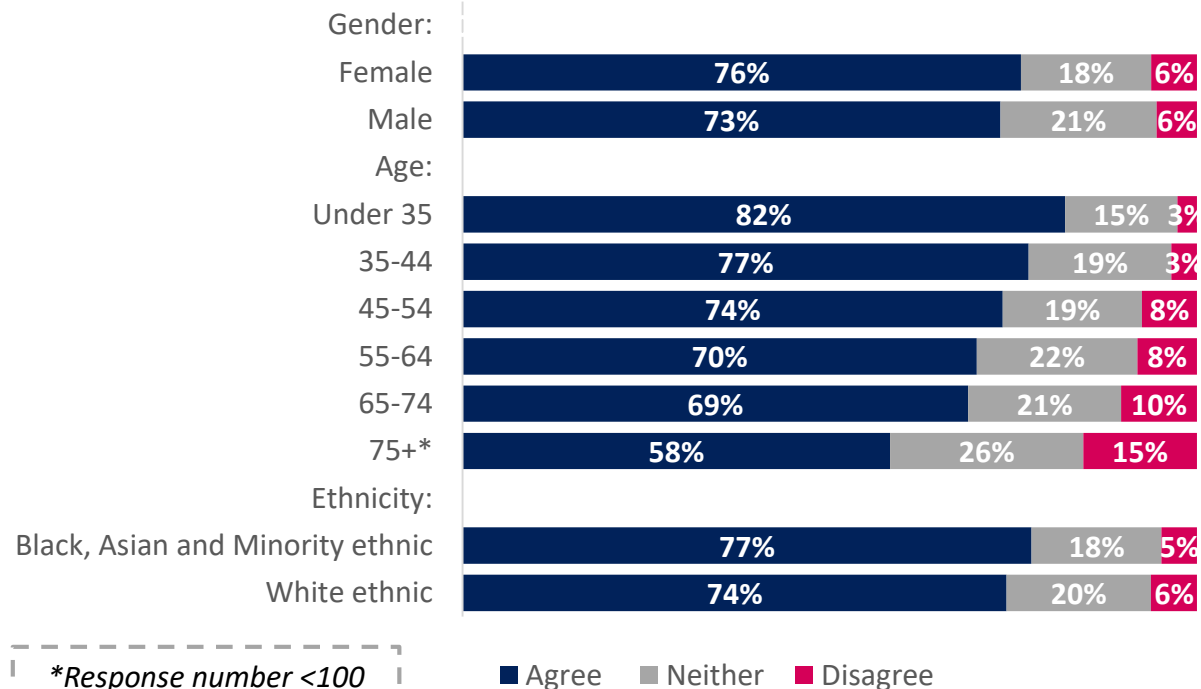
To what extent do you agree that the cultural offerings in Southampton that we have just discussed are relevant and of interest to you?



Overall:



Demographic Breakdowns:



Key findings:

- **3 out of 4** respondents (75%) either **strongly or tend to agree** that the cultural offerings in the city are **relevant and of interest** to them
- **Younger** respondents are **more likely to agree** that cultural offerings are relevant to them
- A **significantly higher** proportion of those aged **75+** **disagree** (15%) compared to those aged **25-34** (3.4%) and **35-44** (3.5%)
- Those who **own their own home** have **significantly higher** levels of **agreement** (76%) compared to those who rent from the council (61%)
- Those who are resident in **Bevois** (86%), **Bargate** (84%), **Bitterne Park** (85%) and **Portswood** (84%) have **significantly higher** levels of **agreement** compared to those from **Swaythling** (53%)



Southampton City Survey

Home > Surveys and Research > Southampton City Survey

Southampton City Survey

Southampton City Council, in conjunction with other local public service providers commissioned a series of biennial, telephone, surveys between 2014 and 2018 among adults in Southampton.

These studies seek to measure public attitudes to the local area covering a range of topics including:

- Attitudes towards the council and local public services
- Quality of life
- Crime and community safety
- Health and wellbeing
- Information and communications
- Volunteering
- Built heritage
- Internet usage

Southampton City Survey results

Below are the results of the 2016 and 2018 Southampton city surveys

Southampton City Survey 2018

Southampton City Survey 2016

Last updated: 12 August 2020

Privacy policy

Contact us

Accessibility

About us

If you have any questions about the 2020 Southampton City Survey or would like to discuss a further breakdown of the results, please e-mail:

yourcity.yoursay@southampton.gov.uk

Results of previous City Surveys and additional intelligence and insight can be found on the Southampton Data Observatory:

<https://data.southampton.gov.uk/surveys-and-research/city-survey/>

