



Southampton City Survey 2024

Summary results report

southampton
dataobservatory

Southampton City Council

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Key findings

Summary of key results from the questionnaire





City Survey 2024

Welcome to our city survey 2024.

We want to understand what it is like to live, work, study or visit Southampton. We also want to understand what kind of city you want Southampton to be in the future, building on the city's strengths. Responses from this survey will help shape the development of a new city-wide plan setting out key missions for the city over the next decade.

None of the questions in this survey are compulsory and you can skip anything you don't want to answer.

This survey will take approximately 10 - 15 minutes to answer, but you can end the survey at any point if you are short on time. If so, simply pick the sections that matter most to you.

This survey is also available to complete online: soton.cc/citysurvey

Please return completed surveys to: *Consultations, Civic Centre, Southampton, SO14 7LY*. Alternatively, please hand completed surveys back to any Southampton City Council run library.

Your voice matters. Now is your chance to have your say.

Your information

The information collected about you during this survey will only be used for the purposes of research and evaluation.

Some of the questions within this survey are being run in partnership with other public sector organisations across Hampshire and as such, we may share anonymised survey data with them. Organisations include other local authorities, and police and health partners. We will only share your information with other organisations or council departments if we need to. We may also share it to prevent, investigate or prosecute criminal offences, or as the law otherwise allows.

Please be aware that any comments given on this form may be published in reports. However, the council will endeavour to remove any references that could identify individuals or organisations.

Our Privacy Policy (<http://www.southampton.gov.uk/privacy>) explains how we handle your personal data, and we can provide a copy if you are unable to access the Internet.

About you

To help make the questions and analysis of this survey most relevant to you, please let us know a bit about yourself.

None of the information provided in this survey will be used to identify or contact you.

Do you...

	Yes	No
Live in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Work in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Study in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Visit Southampton?	<input type="checkbox"/>	<input type="checkbox"/>

- **City Surveys** have been conducted in 2014, 2016, 2018, 2020 and 2024, providing a rich dataset on **resident perceptions** of the **council** and the **city**.
- Included a total of **84 questions** covering a range of topics including LGA questions:
 - Future of Southampton (City Plan)
 - Satisfaction with SCC and local public services
 - Communities
 - Education & skills, work and job satisfaction
 - Health & Wellbeing,
 - Housing & household finances,
 - Transport and the environment
- Methodology change in 2024 to an **Online** (self-selecting) survey, although paper copies were also available
- Survey was promoted in a variety of ways, including: via **email bulletins**, **social media**, Southampton **People's Panel**, through **partners** and **organisations** across the city, and **community contacts**
- The City Survey ran for **7 weeks** from **11th November 2024** to **5th January 2025** and received a total of **3,924** responses
- In addition to the tick-box style questions, around **13,500 comments** were submitted in free text questions
- **Self-selecting methodology** means results are less comparable to previous surveys (± 3 % points), but results have been **weighted** to improve representativeness. The large number of respondents allow for more **robust sub-city comparisons**



- 1. Residents' priorities:** for Southampton are to be a **Clean, Healthy, Safe, Thriving** and **Prosperous** city.
- 2. Perceptions of Council: Trust** (37%) and **satisfaction** with the council (33%) are **low and have declined**. Satisfaction with how the council runs things and value for money (23%) perceptions have more than halved since 2020. This is likely a result of the widely publicised financial challenges the council has faced.
- 3. Engagement:** Only a **third (33%)** of residents **feel the council listens to them** and **acts on their concerns**, with council tenants being amongst the most dissatisfied. Increasing genuine resident engagement and involvement should be a key area of focus for the council and would help to rebuild trust.
- 4. Service satisfaction:** Despite negative sentiments towards the council corporately, some individual **SCC services** were among those residents were most **satisfied** with:
 - Parks, green spaces and play areas (74%); Bin collections(60%); Libraries, museums and galleries (59%) were rated top.
- 5. Service dissatisfaction:** The services residents were most **dissatisfied** with show other public sector organisations also face challenges alongside SCC:
 - The police (41%); and their GP (35%)
 - Road and pavement maintenance (78%)
- 6. Local area satisfaction:** Despite dropping since 2020, the **majority** of residents continue to report they are **satisfied** with their **local area**, feel they belong and think people get on well together.
- 7. Deprivation as a driver:** Inequalities within the city are a clear **driver of satisfaction levels**. Some groups had a significantly more negative views and highlighted increased difficulties, in particular those living in homes rented from the council or living in deprived areas of the city, who reported less satisfaction with:
 - SCC (trust, value for money), engagement levels, feelings of safety, their home and their local area.
 - They also reported more difficulties with household finances, food insecurity as well as being more lonely and less healthy.

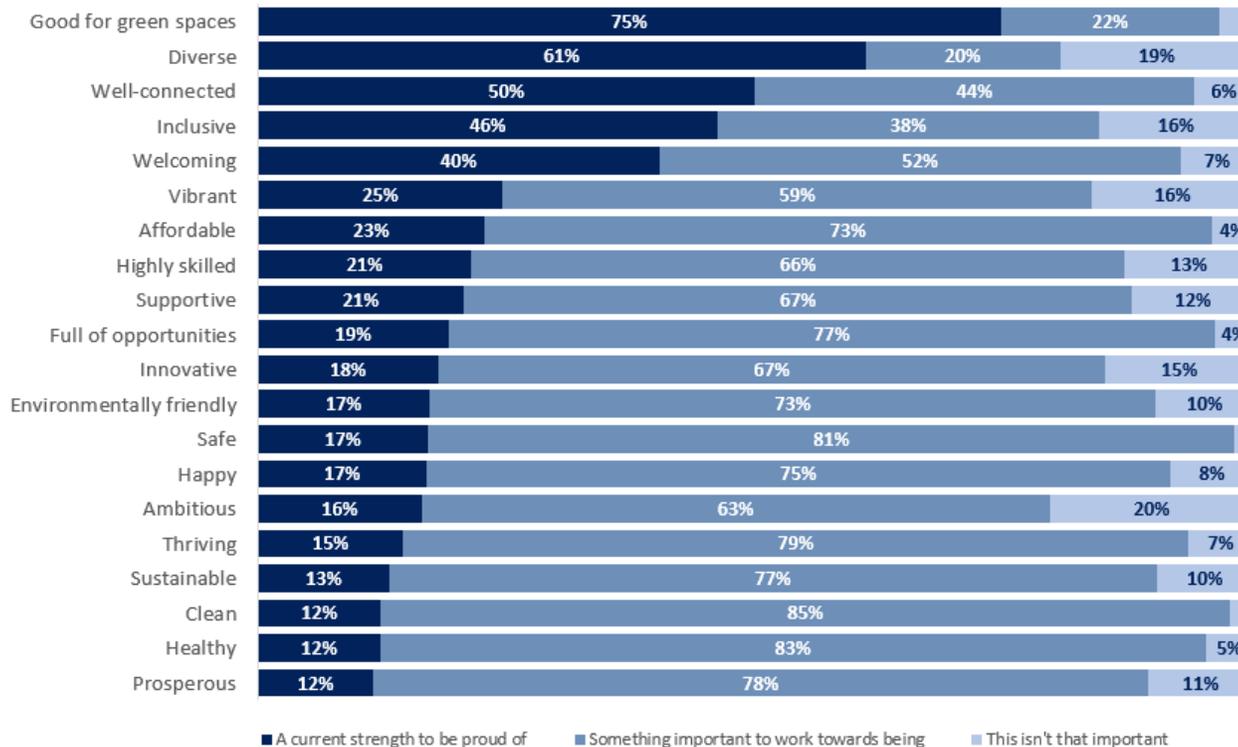


8. **Feelings of safety:** Whilst, the majority of respondents feel safe in the day, **feelings of safety drop** significantly **after dark**, with nearly half of respondents feeling unsafe in their local area after dark and even more feeling unsafe after dark in the city centre. This follows a similar pattern compared to previous surveys and other cities.
9. **Job Opportunities:** The vast majority (80%) of workers are **happy with their job** however only 34% of people were satisfied with the **job opportunities** in the city. Those currently unemployed were the most dissatisfied with job opportunities in Southampton (57%). Their main reasons for dissatisfaction were: there are not enough jobs (49%); and there is too much competition for roles (45%).
10. **Cost of living:** The scale of the cost of living crisis appears to have **reduced** with fewer respondents describing their household finances as difficult and lower food security difficulties than 2023. However, it is **still a significant challenge for some**, in particular those renting, unemployed, and those with a disability
11. **Housing:** Respondents that **rent their home (both council and private)** are significantly **less satisfied** with their home, citing the main reasons as affordability issues; poor housing conditions; and poor maintenance and repairs. Council tenants were one of the largest groups reporting dissatisfaction with levels of engagement (50%), whilst 73% felt the council did not listen or act on their concerns
12. **Travel:** Only half of respondents find it easy to travel around Southampton generally with **congestion/traffic** and the availability of **public transport** service/routes being the main reason for finding it difficult. Residents on the **east of the city** reported the most difficulty.
13. **Climate Change:** Most people are **worried** about the **impact of climate change** and most people have made changes to their lifestyle to help tackle environmental issues. The changes people were most interested in doing more of in the future were: to their home, to their garden or supporting an environmental charity / local action group.

To help inform the development of the new **City Plan**, the City Survey was used as a method of understanding **resident perceptions** on **Southampton's strengths** as well as areas that were important to **improve / work towards**.

A list of words were compiled based on feedback from a series of City Plan future basing workshops. From these respondents were asked whether they felt they were:

- A **current strength** to be proud of
- Something **important to work towards**
- **Not that important**



Top strengths to be proud of

- Good for green spaces (75%)
- Diverse (61%)
- Well-connected (50%)
- Inclusive (46%)
- Welcoming (40%)



Top things important to work towards being

- Clean (85%)
- Healthy (83%)
- Safe (81%)
- Thriving (79%)
- Prosperous (78%)





Respondents were asked to write down **three suggestions** that would have the **biggest positive impact** on them or their family over the **next 10 years**. Over **10,000 comments** were collected.

The **top 6 themes** (most commented on) have been identified as:

1	Traffic Management <ul style="list-style-type: none">• Less congestion and improved traffic flows• Reduce the problems created by road works• Do not discourage car use or close roads to cars• Reduce the number of cars coming into the city• Reduce speeding traffic and increase enforcement	4	Public safety, policing and crime <ul style="list-style-type: none">• Reduced crime and increased feelings of safety• Increased policing, more visible policing• Reduced antisocial behaviour (incl. begging)
2	Economic Development <ul style="list-style-type: none">• Create more job opportunities and support employment• Focus on highstreets / retail / shopping• Suggested developments / regenerations / less run-down• Encourage more small, independent, local businesses	5	Environment <ul style="list-style-type: none">• More and improved green spaces & increase planting• Reduced air pollution• Improved access to the waterfront• Improved recycling (incl. more recycling items)
3	Housing <ul style="list-style-type: none">• More affordable housing• Reduced homelessness / support for homeless people• Increase the number of homes• Less focus on student accommodation	6	Public transport <ul style="list-style-type: none">• Improvements to buses (incl. routes, frequency)• Generally improve public transport• More affordable public transport• Introduce a Park and Ride



Overall, general sentiment towards Southampton City Council is **low** and has **declined**

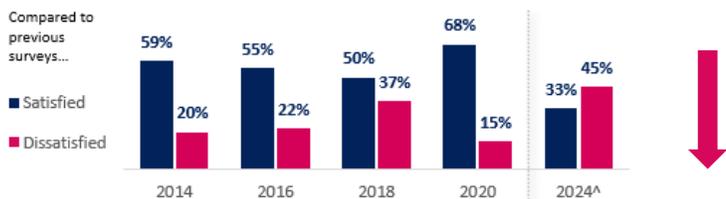
(Survey methodology differences likely to account for some of the observed differences (est. +/-3% points) but unlikely to account for it all.)

The way the council runs things

33% are satisfied

45% are dissatisfied

Satisfaction has decreased over time **locally**



...and **nationally**

(LGA satisfaction: 70% 2014 → 56% 2024)

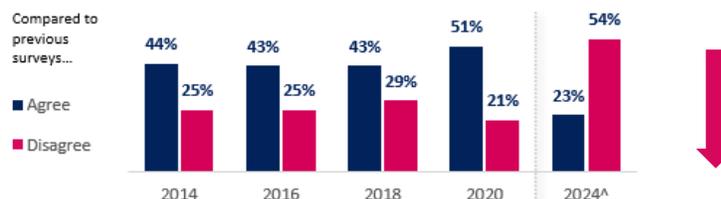
Highest dissatisfaction in **Coxford** (61%), **Redbridge** (56%) and **Thornhill** (53%)

The council provides value for money

23% agree

54% disagree

Agreement has decreased **locally**



...and **nationally**

(LGA agreement: 53% 2014 → 36% 2024)

Highest disagreement in **Harefield** (65%), **Peartree** (61%) and **Thornhill** (61%)

Trust in the council

37% trust

63% distrust

Trust has decreased over time **nationally**

LGA trust:
61% 2014



50% 2024

(Question new for SCC City survey in 2024)

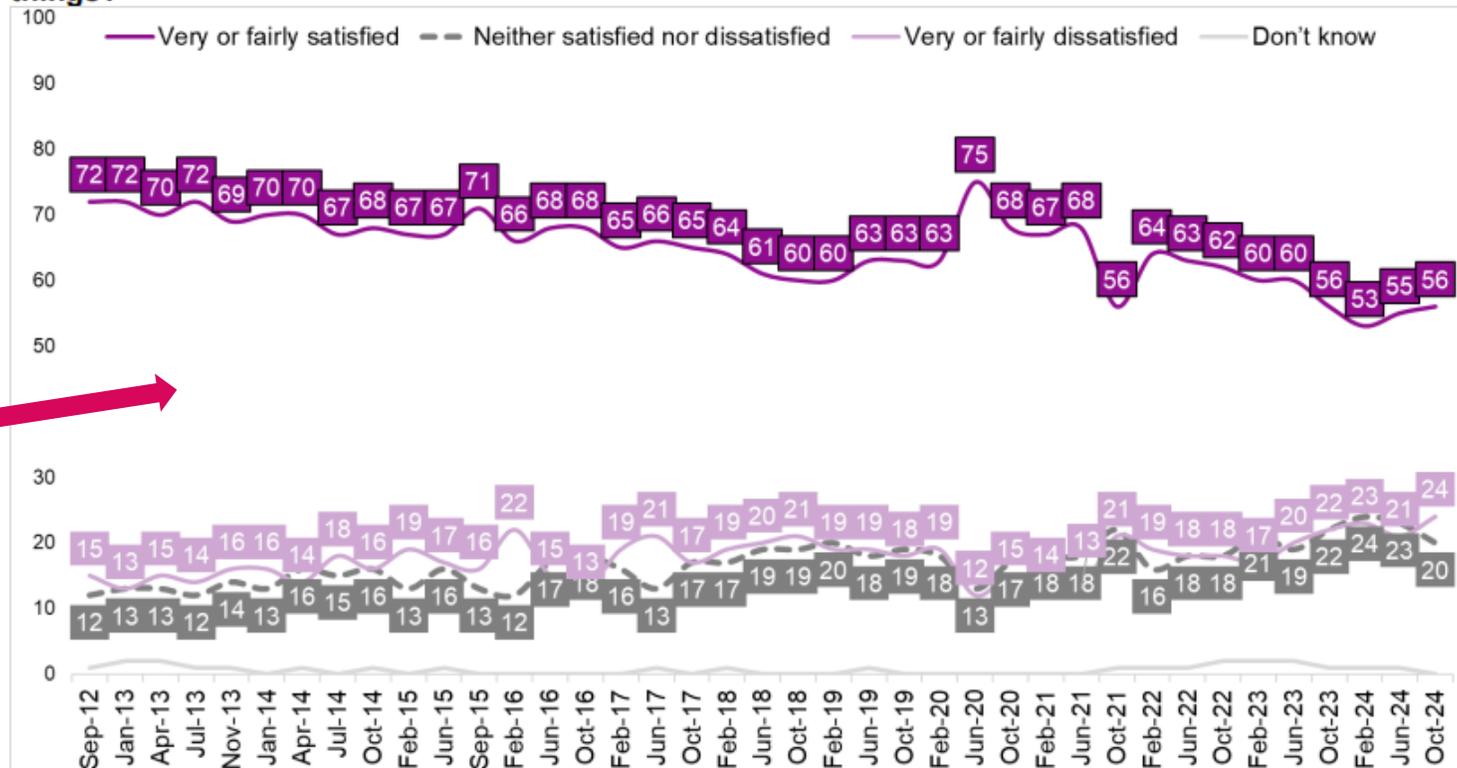
Highest distrust: **Coxford** (77%), **Harefield** (75%), **Sholing** (74%)



Although perhaps more pronounced in Southampton – a **reduction** in sentiment towards public service is a **national trend**. Nationally this **peaked in 2020**, in line with the **pandemic** and increased visibility of public services, and has **declined since**.



Figure 2: Overall, how satisfied or dissatisfied are you with the way your local council(s) runs things?



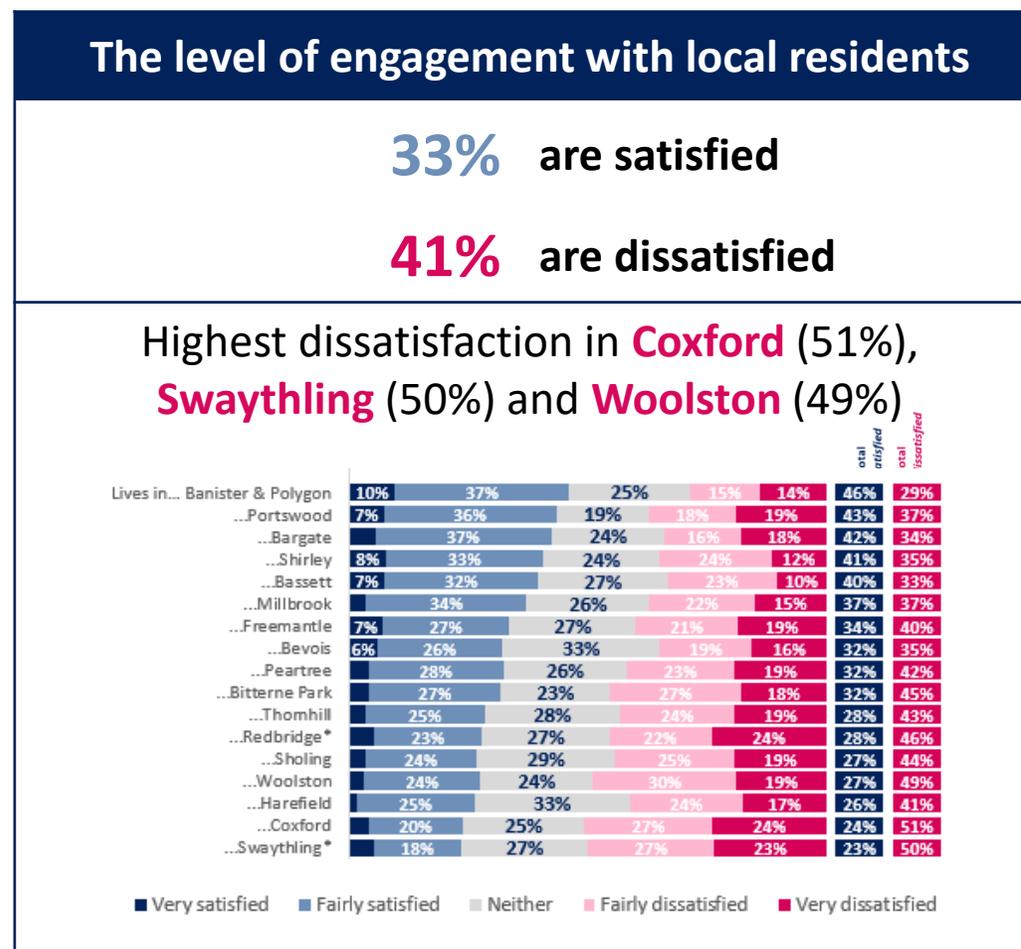
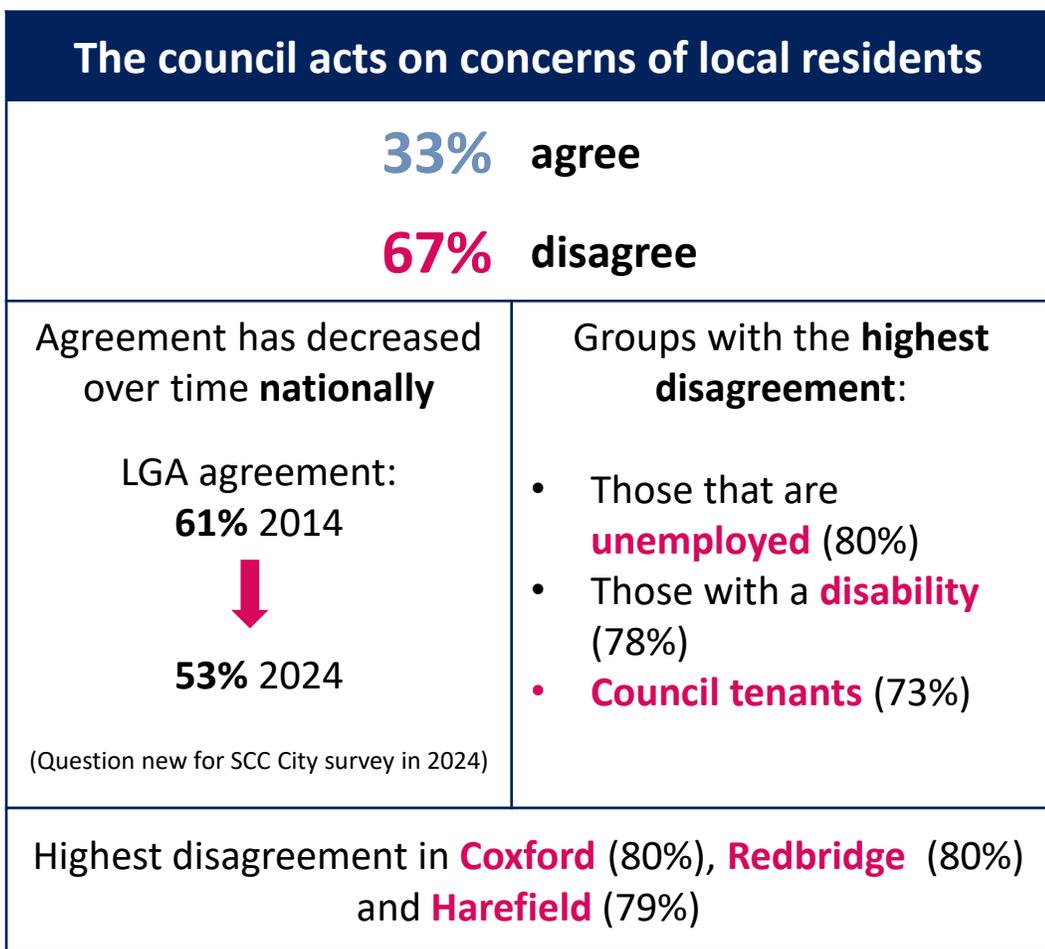
Base (all respondents): Between 1000 and 1036 British adults per round from Sep-12 to Oct-24

LGA resident surveys



Only around a **third** of residents are happy with the **level of engagement** the council has with local residents; with a similar level agreeing that the **council acts on concerns** of local residents.

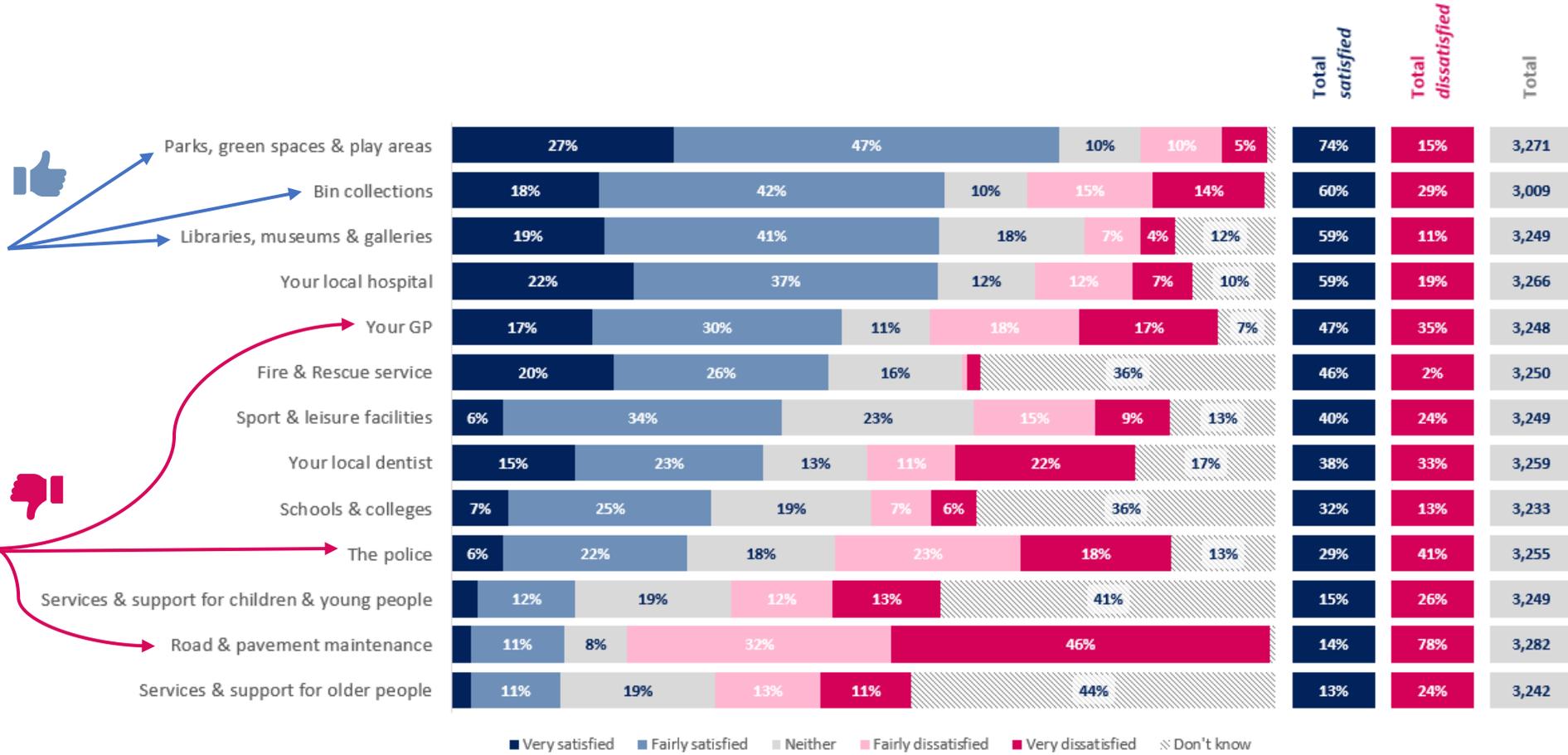
Those who were unemployed, those with a disability and council tenants were most dissatisfied





Residents were **most satisfied** with:
Parks, green spaces and play areas; Bin collections; and Libraries, museums and galleries.

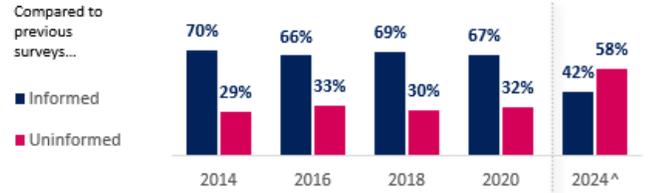
Residents were **most dissatisfied** with: **road and pavement maintenance; the police; and their GP.**



- 42% felt informed about local public services
- 58% felt uninformed about local public services

There was little clear consensus on how informed respondents feel about local public services.

And levels appears to have declined since 2020 (a similar, but not identical, LGA question nationally has also seen a decline)



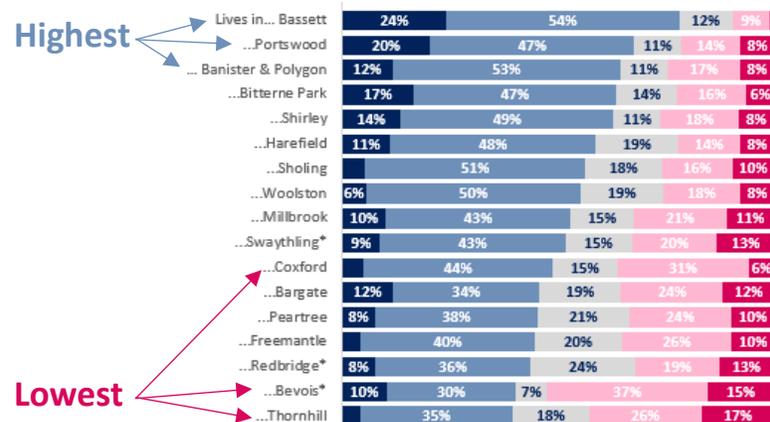


The **majority** of people are **satisfied** with their **local area**, feel a **sense of belonging** and believe that people from **different backgrounds** get **on well**, although levels have reduced since 2020 (*Survey methodology differences likely to account for some of the observed differences but unlikely to account for it all*). This reflects the national trend.

Local area as a place to live

56% are satisfied

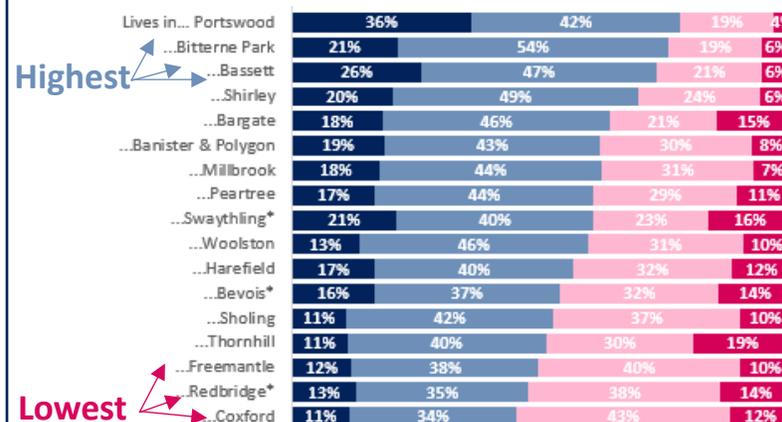
28% are dissatisfied



Sense of belonging

57% strongly

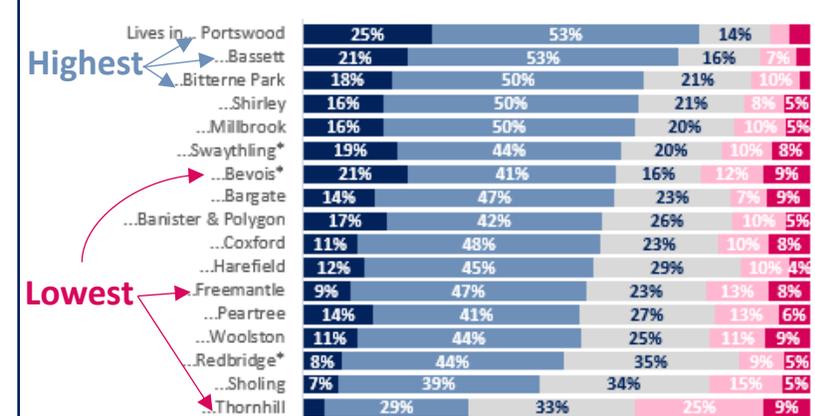
43% Not strongly



People from different backgrounds get on well together in local area

58% agree

17% disagree



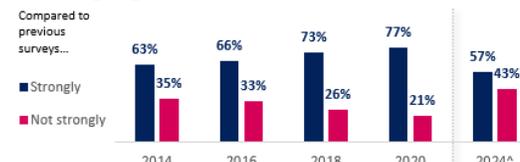
Satisfaction has decreased over time

locally and nationally (LGA)

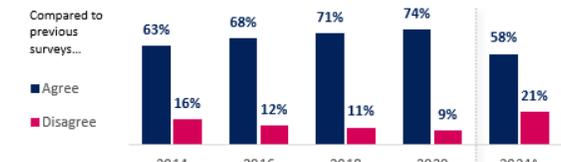
↓ 26 Percentage points
82% (2014) → 56% (2024)

↓ 9 Percentage points
83% (2014) → 74% (2024)

Sense of belonging increased to 2020, but now decreasing.

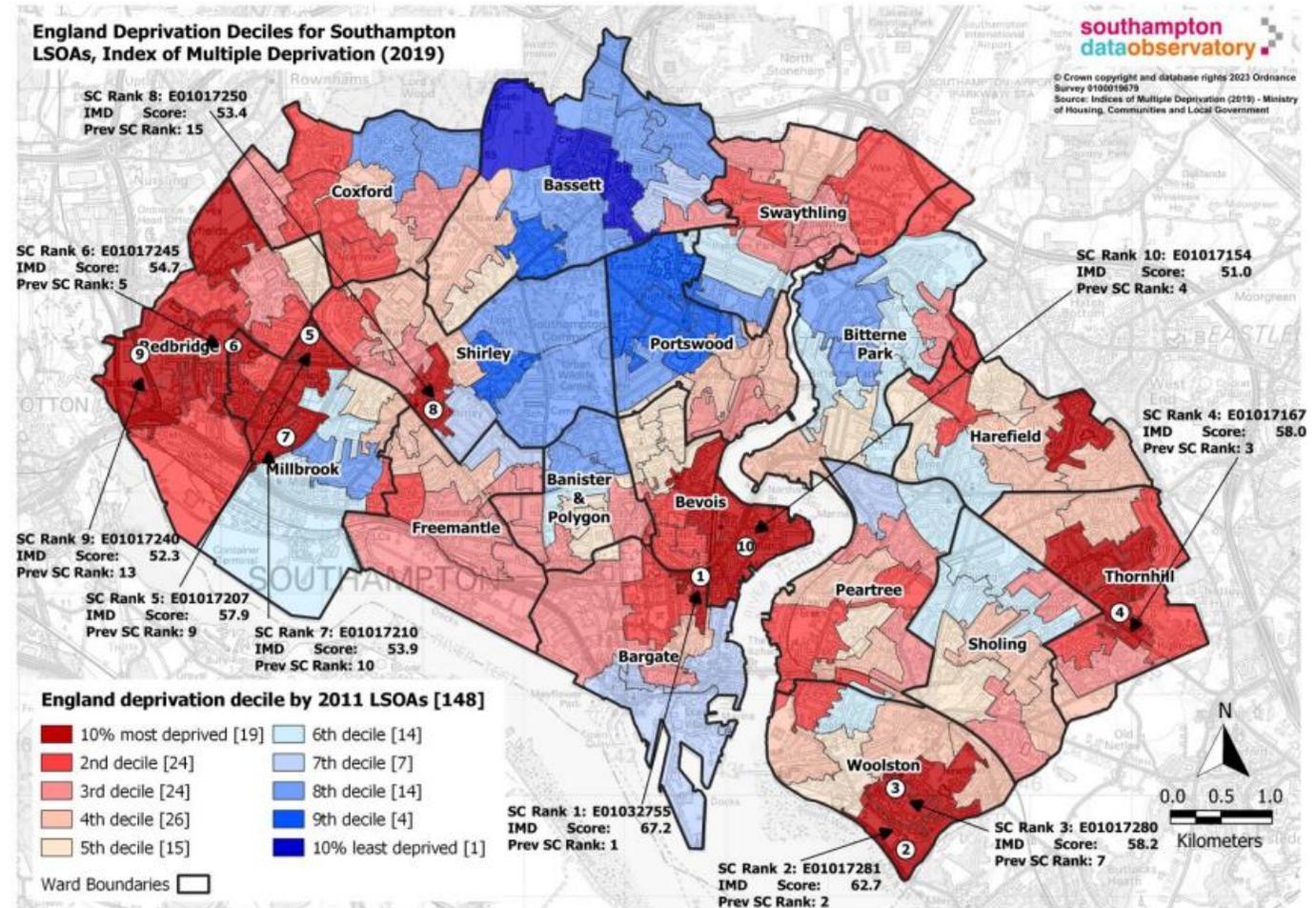
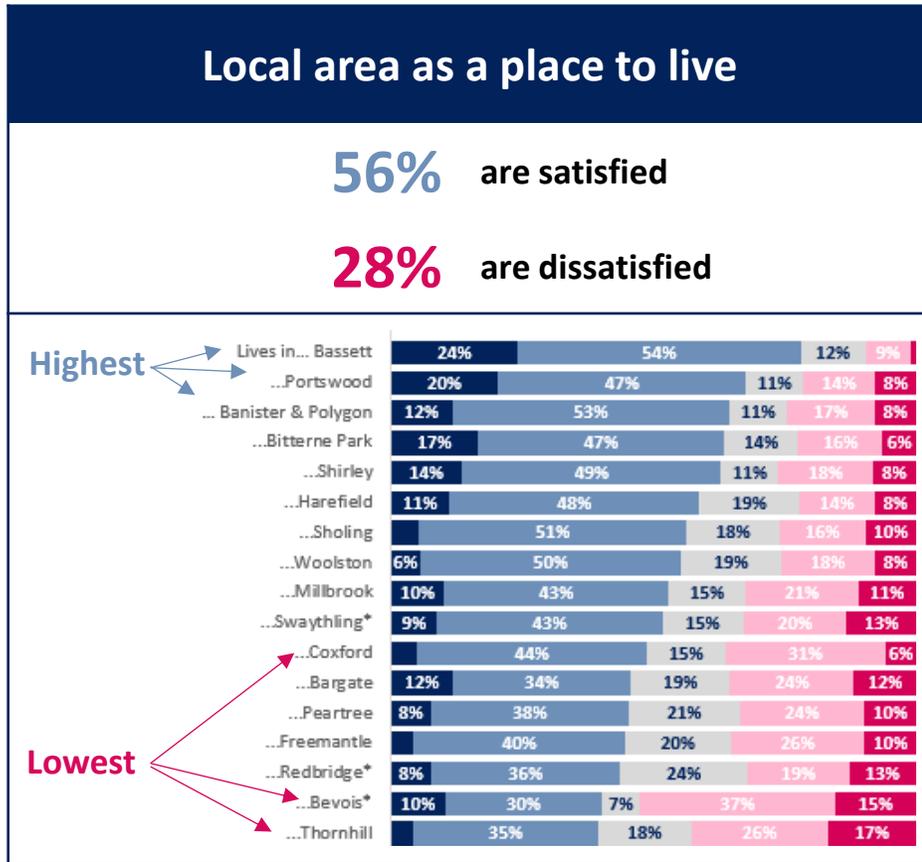


Agreement increased to 2020, but now decreasing.





- Local area satisfaction levels closely linked to levels of deprivation
- Redbridge, Bevois & Thornhill in some of the most deprived areas (dark red)
- Outcomes in these areas tend to be poorer in these areas

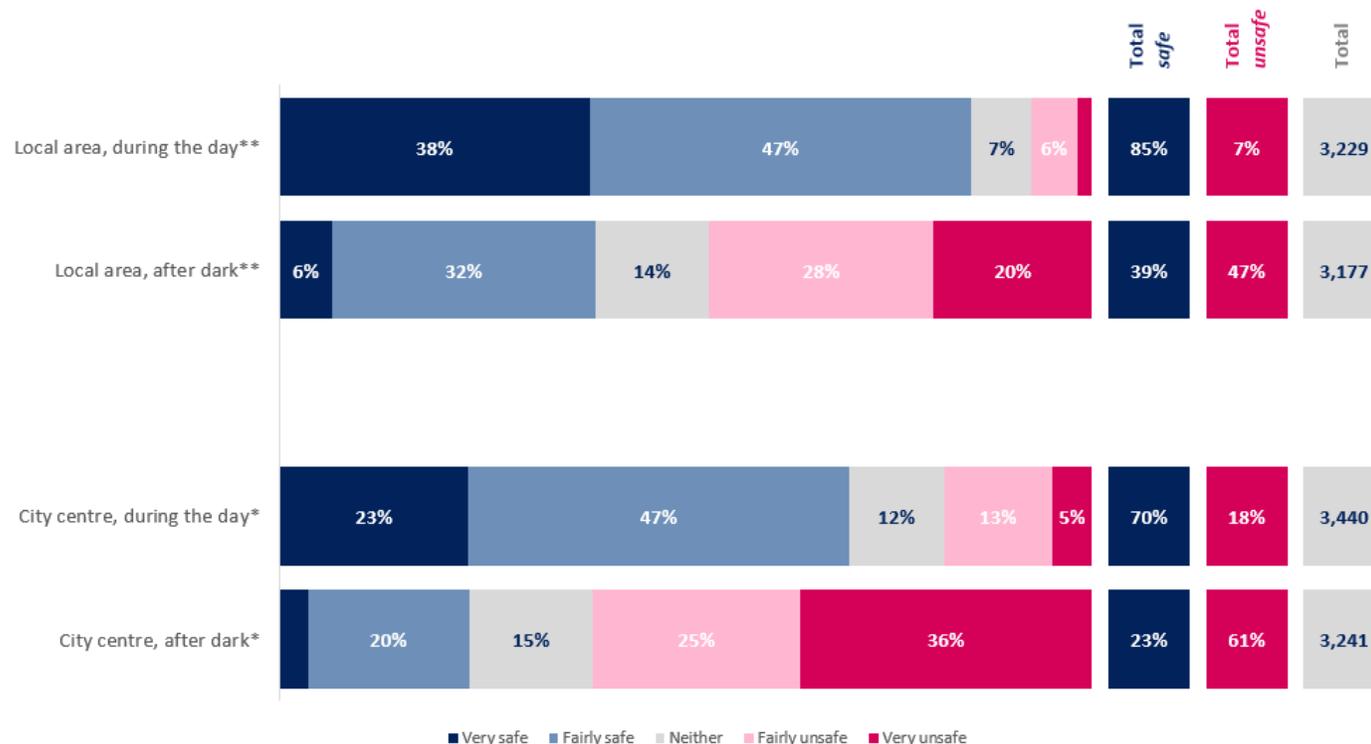




- The majority of respondents feel safe in their local area during the day, and most also feel safe in the city centre during the day



- Feelings of safety drop significantly after dark, with nearly half of respondents feeling unsafe in their local area after dark and even more feeling unsafe after dark in the city centre. This follows a similar pattern compared to previous surveys.



Differences by groups:

- A higher proportion of females than males feel unsafe after dark, both in their local area and in the city centre.
- Those renting from the council or from a housing association less safe in their local area (particularly after dark)



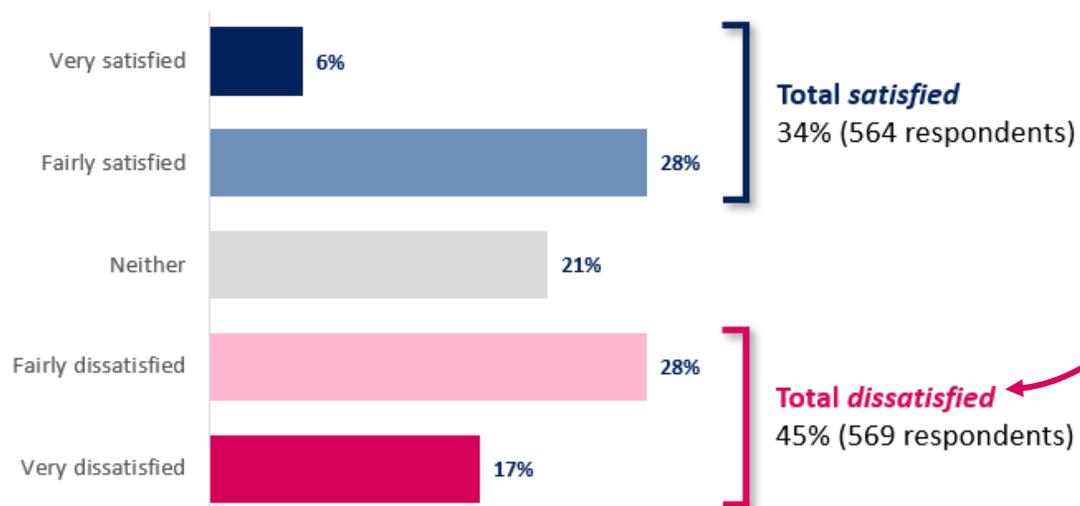


- Most people are satisfied with their job, if they are working.

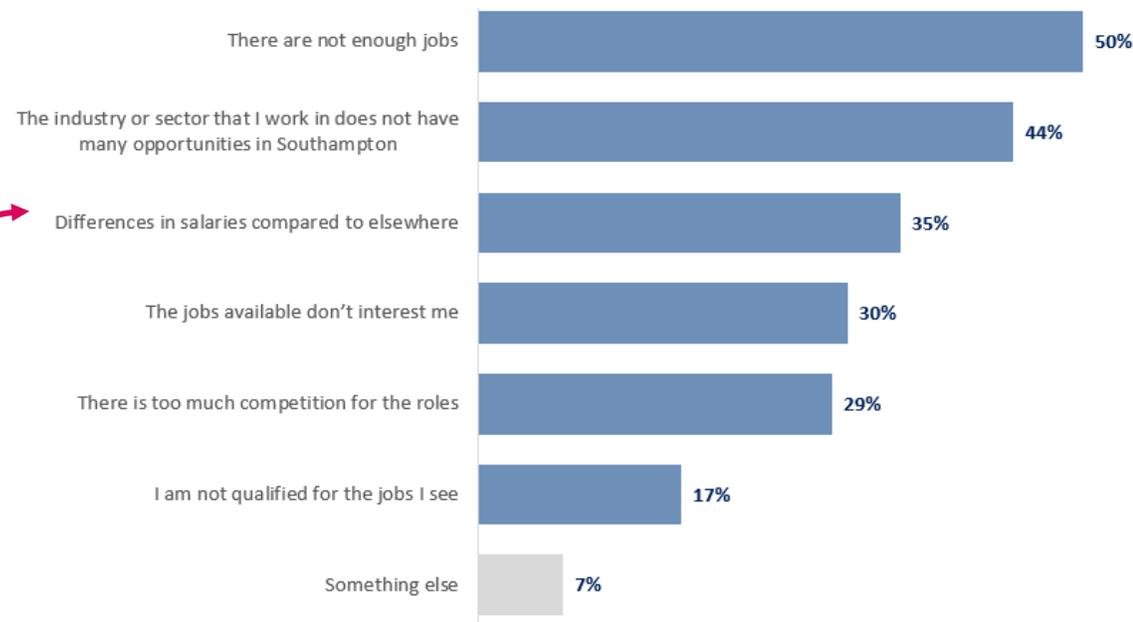
80% satisfied

10% dissatisfied

- When asked about satisfaction with **job opportunities** available in Southampton, there wasn't a clear consensus amongst respondents.



If so, why?

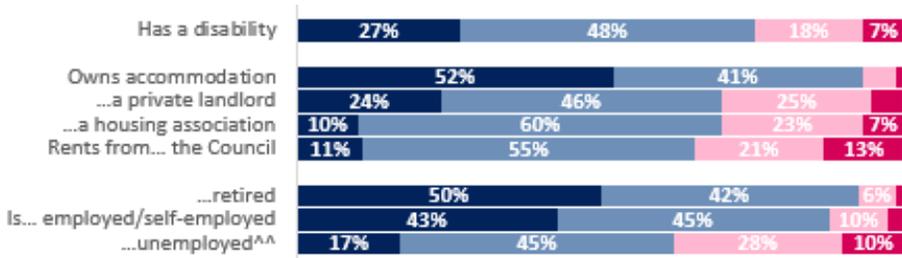


- Those currently **unemployed** were the most dissatisfied (57%). Their main reasons for dissatisfaction were: **there are not enough jobs** (49%); and there is **too much competition for roles** (45%).

- Whilst most **students** were likely to look for jobs in Southampton after they finished studying, 49% were dissatisfied by job opportunities available. **Not having enough jobs** (50%) or not **enough jobs in the relevant industry or sector** (48%) were the main reasons for dissatisfaction.

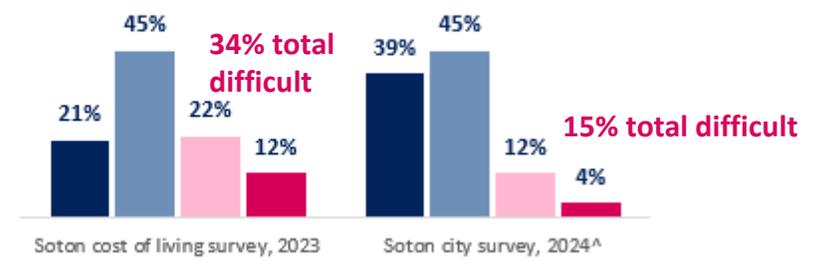


- Fewer respondents described their household finances as difficult compared to 2023,
- However for some groups difficulties are still high.



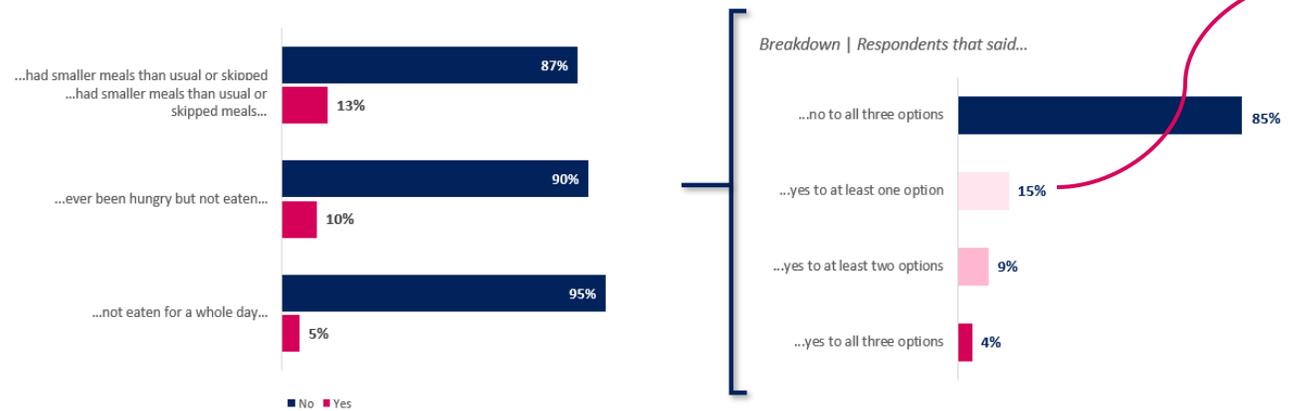
- Those **renting** (private landlord, housing association, or the council)
- Those **unemployed** (38%)
- Those with a **disability** (25%)

Compared to previous surveys...



- Nearly half of all respondents are: using less electricity or gas (49%); shopping around more (45%); and spending less on food and essentials (43%).

In the past week, have you [...] because you couldn't afford or get access to food?*



- Reported experiences of **food insecurity** is currently similar to national levels and has **reduced since 2023...**
- **15% in Southampton** compared to 14% nationally (2025 - food foundation)
- **Significantly higher for some:**
 - 41% of those **renting from the council**
 - 33% of those **unemployed**
 - 29% of those renting from **housing association**

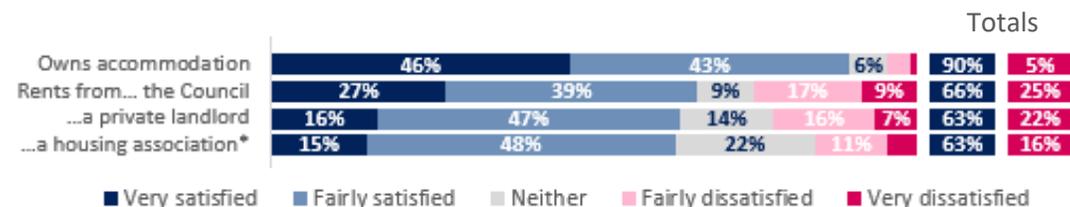


• Most respondents are satisfied with the home where they live

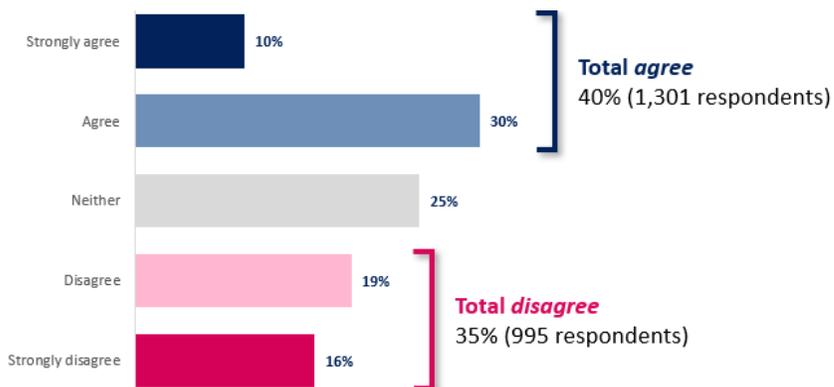
79% satisfied

12% dissatisfied

• Respondents that **rent their home** are significantly less satisfied than respondents that own their own home.



• When asked whether there are suitable homes available in Southampton, only slightly more agreed than disagreed.



- Dissatisfaction was highest for those you rent: **private landlord** (61%); **council rented** (42%); **housing association rented** (55%)
- **Younger age groups** also expressed high levels of disagreement – **18-29** (50% disagreed) and **30-39** (40% disagreed)

• Respondent were asked to write down why they were dissatisfied (both with current home and suitability of homes in Southampton).



• The top themes were:

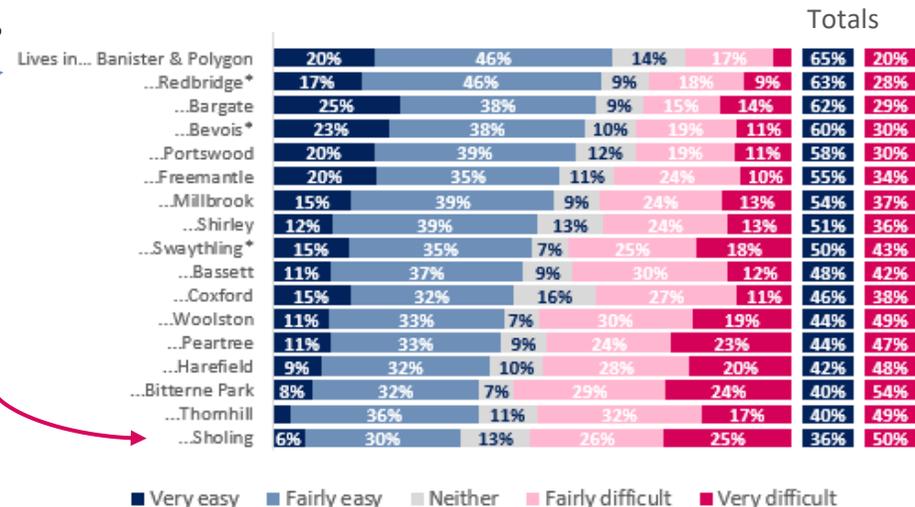
- **Affordability issues:** Lack of affordable housing in Southampton, high rent and property prices making it difficult for individuals, young people, single adults, and low-income families
- **Poor housing conditions:** Issues with damp, mould, poor insulation, and general disrepair in both council and private rental properties
- **Poor maintenance and repairs:** Both council and private landlords are often slow to carry out necessary repairs and maintenance, leading to deteriorating living conditions
- **Inadequate housing:** There is a shortage of homes in general in Southampton
- **Too much student accommodation:** A significant amount of housing is being converted into student accommodation, reducing the availability of family homes



- Only half of respondents find it easy to travel around Southampton generally.



- Ease of travel varies significantly across the city from a high of 65% finding it easy from residents in Banister & Polygon to a low of 36% finding it easy from residents in Sholing.



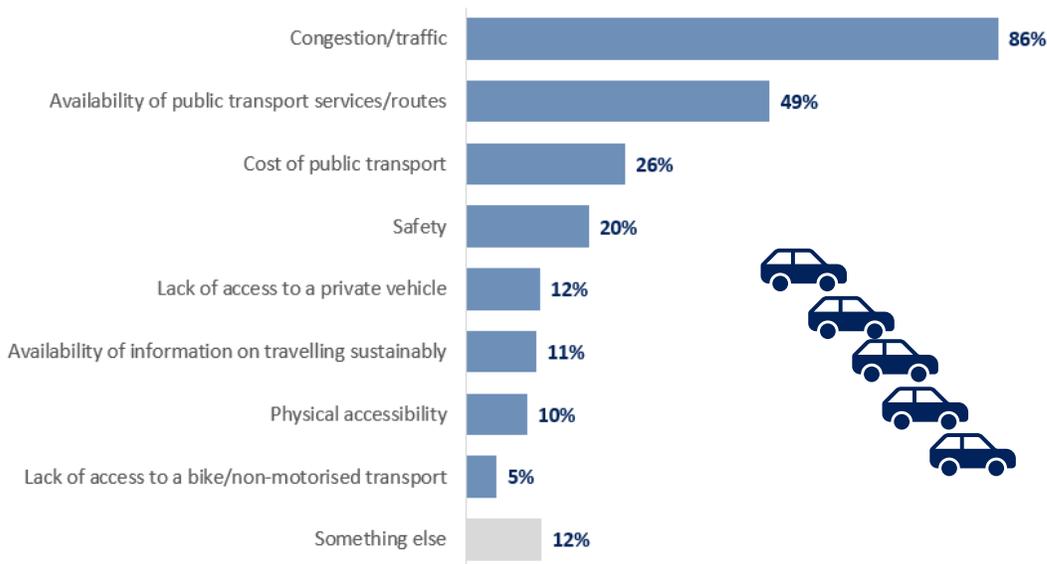
- The bottom 6 wards are all to the east of the city

- When asked specifically about travel to different locations, the majority of respondents found it easy to get to their nearest supermarket. For the workplace and the city centre, those traveling from outside Southampton found it most difficult.

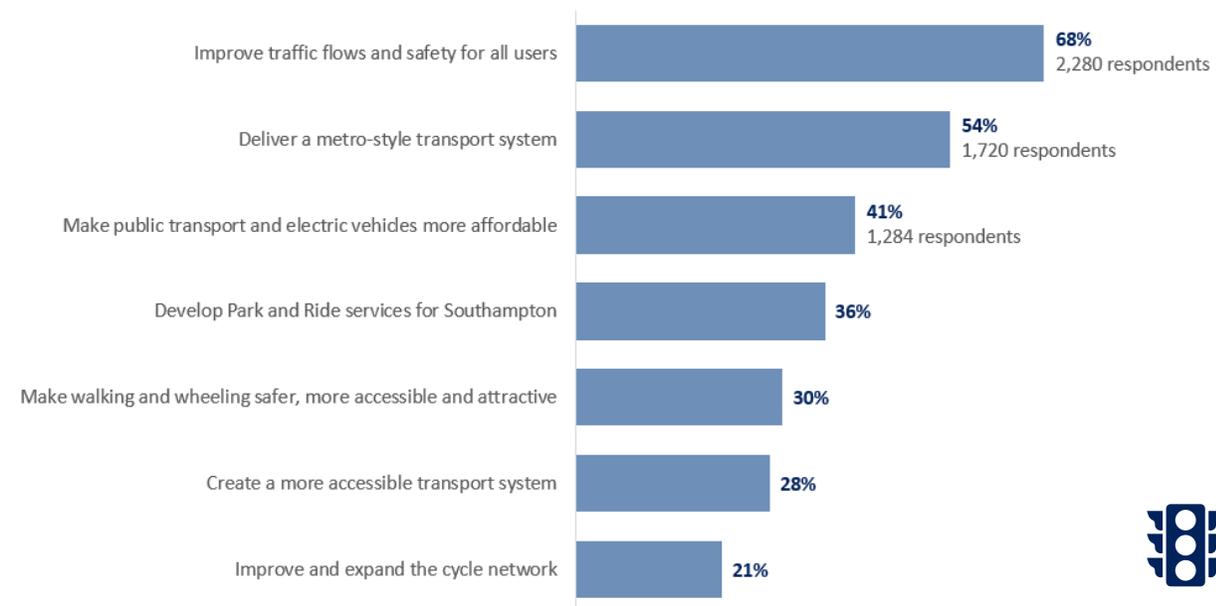
Travel to nearest supermarket	To workplace	To the city centre
80% easy, 13% difficult	60% easy, 32% difficult	58% easy, 36% difficult
Who find it most difficult? Those that are unemployed, those with a disability, Ages 80+	Who find it most difficult? Commuters to Southampton from outside (50%), Commuting to outside from Southampton (35%)	Who find it most difficult? Commuters to Southampton from outside (59%), Visitors to Southampton (51%), Those with a disability (44%)
From where is it most difficult (in the city)? Bitterne Park(23%), Thornhill(23%) and Bargate(21%)	From where is it most difficult (in the city)? Thornhill (50%), Sholing (45%), Peartree (44%)	From where is it most difficult (in the city)? Thornhill (53%), Sholing (50%), Bitterne Park (46%)



- The majority of people said their main reason for finding it difficult to travel in and around Southampton was **congestion and traffic**.



- When asked from a list of priorities identified by the Southampton Climate Change Assembly, the top priority chosen was to **improve traffic flow and safety for all users**.



1	Public Transport (more reliable, affordable, and frequent public transport system, including suggestions for park-and-ride schemes.)
2	Public safety, policing and crime (increased policing, reduced crime, reduced anti-social behaviour, better lighting, CCTV, improved safety)
3	Traffic Management (better traffic management, including reducing congestion, improving traffic flow, and better scheduling of roadworks)



- Public transport and traffic management**, were both included in the top three categories from the overall question in the survey asking respondents to write down three suggestions that would have the biggest positive impact on them or their family in Southampton over the next 10 years.

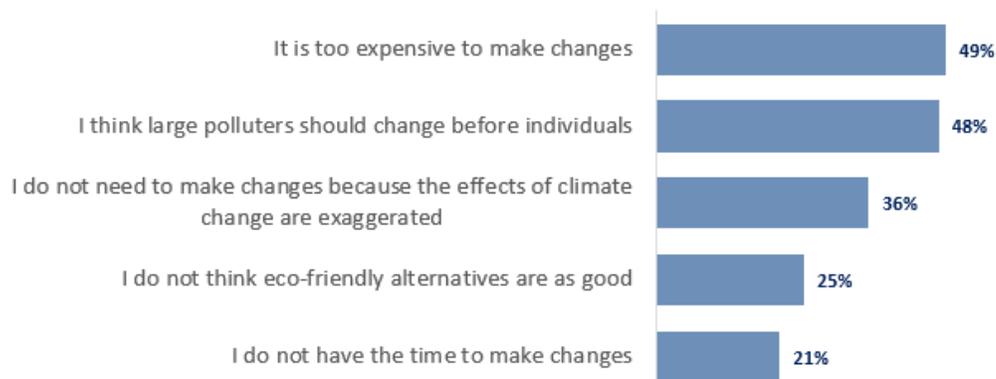


- Most people are worried about the impact of climate change and most people have made changes to their lifestyle to help tackle environmental issues. (The groups most worried were: younger people 18-29; and those living in Portswood, Shirley and Bitterne park)

75%
 WORRIED about the impacts of **CLIMATE CHANGE**

86%
 MADE CHANGES to their LIFESTYLE to try and help **THE ENVIRONMENT**

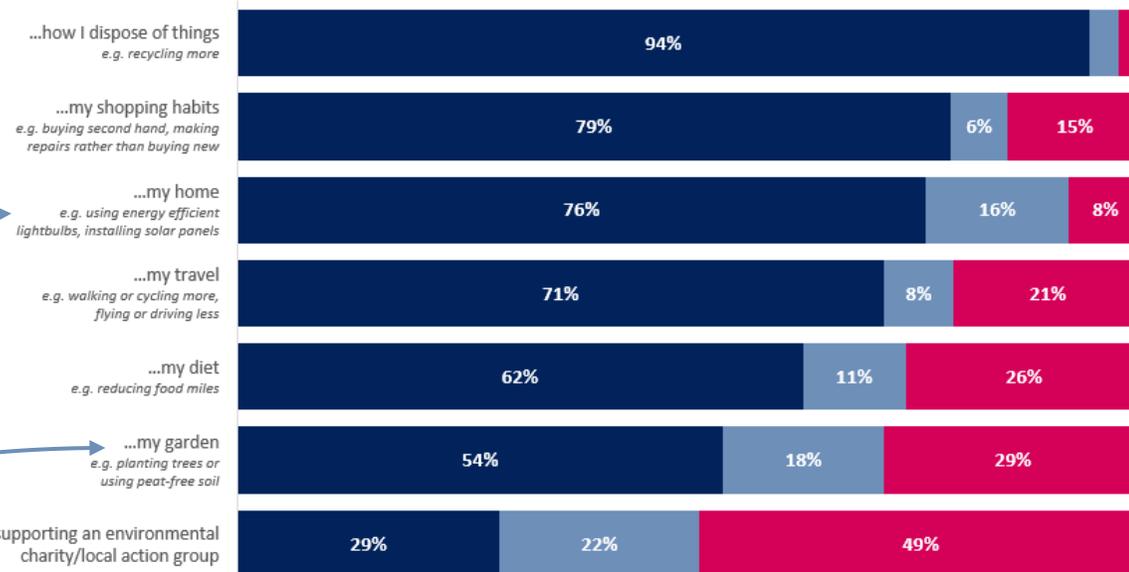
- If people haven't made any changes (14% of people), the top five reasons were:



- The changes people were most interested in doing more of in the future were:

- To their home (16%)
- Changes to garden (18%)
- Supporting an environmental charity / local action group (22%)

I have made changes to...



■ I do this ■ I'm interested in doing this ■ I don't do this



- Nearly three quarters of respondents felt that their health was either good or very good.



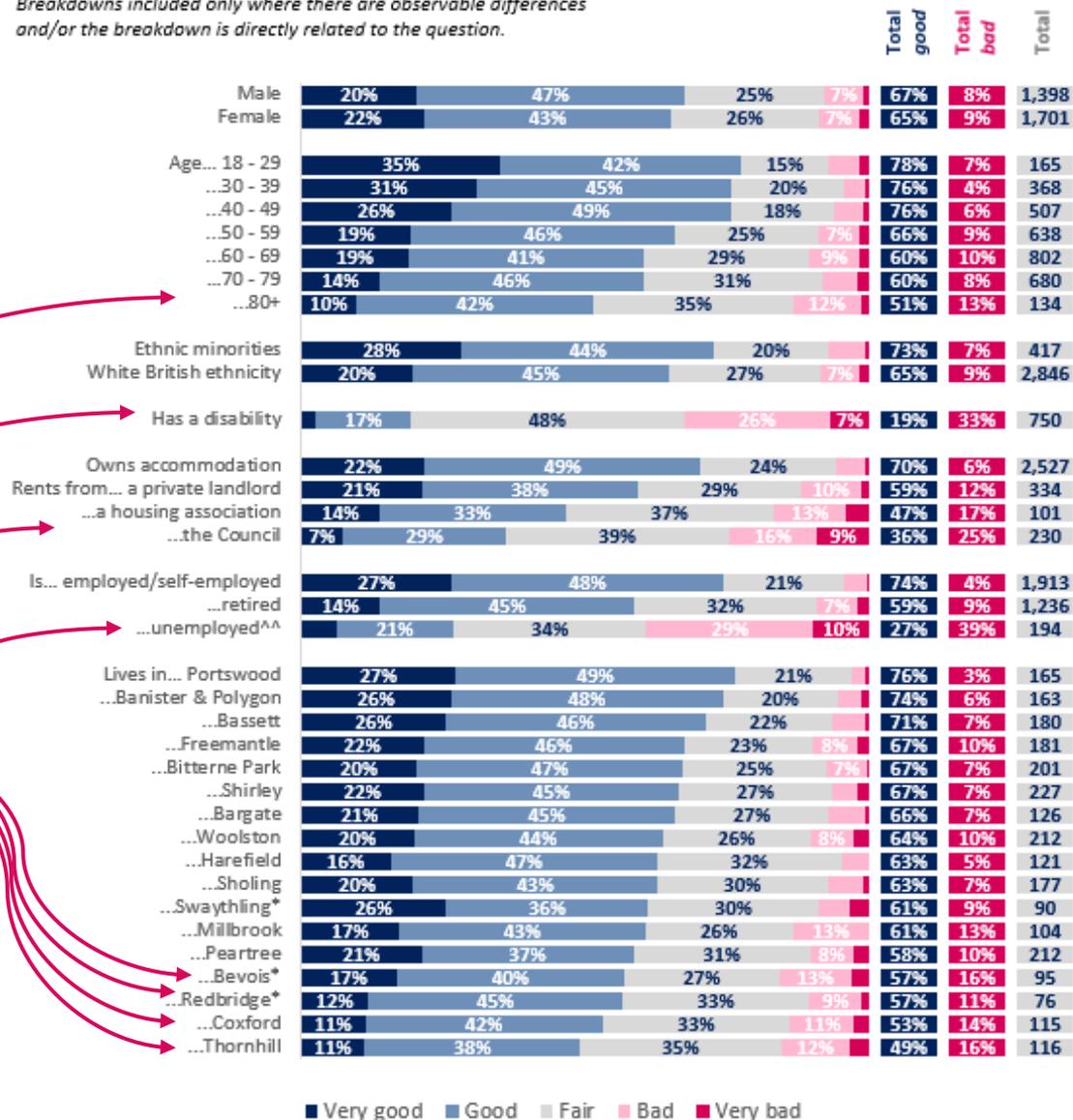
- There are clear differences across most demographics, characteristics or location of respondents. In particular, those reporting worse health include:

- Older age groups
- Those with a disability
- Those renting from the council or from housing associations
- Those that are unemployed
- The wards of Bevois, Redbridge, Coxford and Thornhill

- A little over half of respondents expressed the highest's levels of satisfaction with life (56%) and happiness (57%).
- Around 20% of respondents reported feeling isolated, lonely and not having people you could ask for help.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



Very good Good Fair Bad Very bad



Communication and next steps

Summary of how we are using the results



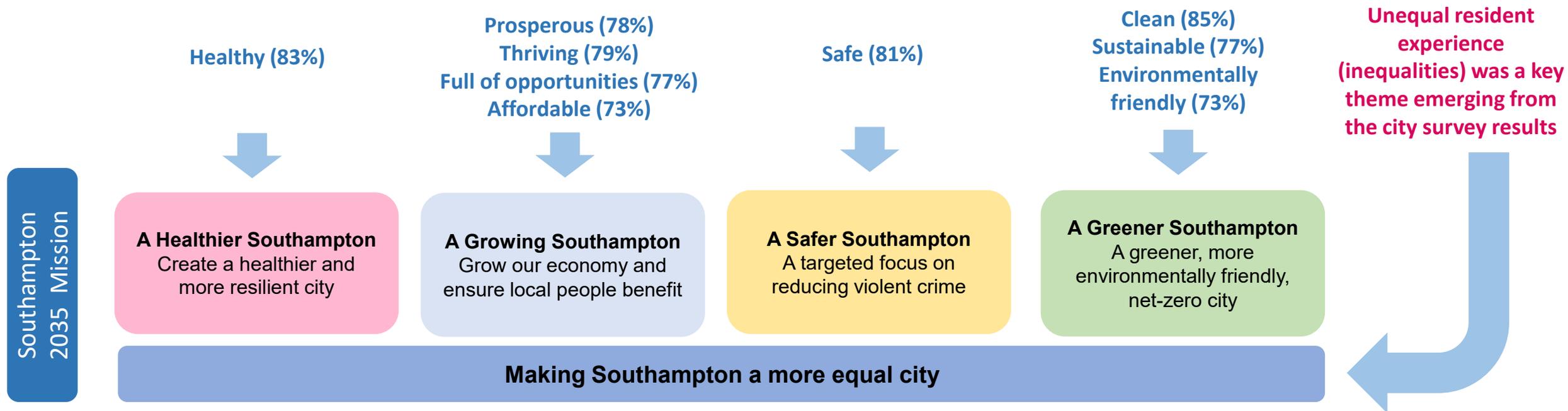


Informing the City Plan and upcoming strategies

The **Southampton 2035 City Plan** will set out overarching missions for the council and its partners over the coming decade.

The City Survey results have been used alongside other survey results and wider stakeholder engagement, to inform the basis of these emerging Southampton 2035 City Plan **missions**.

Residents thought it was important Southampton works towards being:



The City Survey results will also be used to help shape development of the **Health Wellbeing and Care Strategy** and **Housing Strategy**



The Southampton 2035 City Plan development was also **informed** by the **qualitative free-text comments** from residents to shape the priorities within the missions, as well by feedback from partners and partnership bodies. For example, residents told us they wanted to see:

- More access to mental health provisions for young people
- More social and active sports for children to be involved in
- Less fast food unhealthy and high in sugar food outlets
- More hubs for families to meet in, more hubs for old people where they can get help, food and make friends.
- Investment into social care and mental health services

- A much cleaner environment. Not just air quality but also clean streets, parks and open spaces.
- Ensuring homes are to high environmental standards (heating, solar etc)
- To make a greener and healthier city to travel around. Currently people choose cars over buses or active travel. Air pollution, the air quality in Southampton is bad, specially near city centre and close to the cruise ships, this needs to be a priority
- "Decarbonising energy, creating innovation hubs and skills for net zero transition to boost employment, revenue"

- Feeling safe when out walking, more visible police presence
- Having a safe city where everyone (especially women and girls) can walk and enjoy the city without fear. Sometimes the parks (which are beautiful) are a 'no go' area.
- City doesn't feel safe at night
- Prioritise making the city safer for women and children. More police, better lighting and better victim support would be a good start.

- Increase innovation and small business growth where the wealth STAYS in the city, attract start-ups and tech/green industries.
- Attracting bigger businesses to keep skilled workers in Southampton and generate revenue to develop the city
- Encourage more small independent shops in local hubs
- Greater investment into affordable housing, both to rent and to buy
- There must be more family housing and an ability to keep more families in the city. Too many skilled people have to leave the city
- Making the waterfront somewhere to be proud of.



City survey results also feed into the **SCC transformation programme**. Some examples of how transformation is helping to address some issues raised by residents are below:

Insight from City Survey

25% of SCC tenants are **dissatisfied** with their homes citing the main reasons as:

- affordability
- housing conditions
- maintenance and repairs

Tenants also dissatisfied with levels of engagement (50%), whilst 73% felt the council did not listen or act on their concerns

Housing was the third most commented on area for improvement by residents, with themes including:

- **Increased** number of **homes** and more **affordable housing**
- **Reduced homelessness** / support for homeless people

41% of residents found it **difficult travelling** around the city, with **traffic** and availability of **public transport** the most common reasons

Traffic management was the most commented on area for improvement by residents, with themes including:

- **Less congestion**
- **Roadwork** problems
- **Increased enforcement**

Environment was in the top 6 commented on areas for improvement by residents, including calls for better recycling options

75% of respondents reported being **worried about climate change** with 86% reporting **making changes** in response, and 94% changing the way they dispose of things (**recycling**)

Economic Development was the second most commented on area for improvement by residents, with themes including:

- **Job opportunities**
- Support for **small business**

45% are **dissatisfied with job opportunities** in the city; particularly **young people**

Lack of appropriate job opportunities for **graduating students**

Transformation Programmes

Good landlord

- Tenant engagement & participation, informing development of the service
- Improve quality of homes (decent homes)
- Improve maintenance and repairs service

Homelessness prevention

- Prioritise homelessness prevention through focused support
- Increase emergency accommodation units for households in need

Parking & Traffic Management

- Improving public transport reliability
- Supporting EV infrastructure
- Optimising parking solutions
- Improving PCN process

Waste & City Services

- Improved recycling (food waste) for households across the city
- Reduce downtime of our fleet vehicles

Growth & Prosperity Plan & Service Redesign

- Develop plans for Growth and Prosperity
- Redesign our services to deliver growth and prosperity in the city



Background, methodology and respondent characteristics

Background & methodology





- This report presents the findings from the Southampton City Survey
- **Fieldwork** for this most recent survey was carried out between **Monday 11 November 2024** and **Thursday 02 January 2025**
- It is important to note that a different methodology was used to carry out the 2024 survey. For the 2020 survey and prior, the survey was a commissioned piece of research conducted by a third-party organisation on behalf of Southampton City Council, using a randomised digit-dialling and mobile telephone sample-based methodology to help get a widespread, representative sample of Southampton residents
- This latest survey however was an opt-in online questionnaire distributed by email bulletins, social media, general advertising and Southampton People's Panel, among other means, hosted on the Southampton City Council website. It is important to note that while efforts were made to utilise targeted distribution and advertising for the survey, respondents for the 2024 survey may be considered more 'engaged' with the Council generally.
- This most recent city survey does, however, remain an important opportunity to hear the views of Southampton's residents across a range of key topics and priority issues, and gain a better understanding of perceptions on how we are doing as a council and as a city. Key topic areas include:
 - *Opinions on local areas*
 - *Communication & engagement*
 - *Employment & household finances*
 - *Opinions on the Council and other public services*
 - *Transport*
 - *The environment & climate change*
 - *General health & wellbeing*
 - *Culture & tourism*
- This will be the fifth resident survey of its type in Southampton. Results of previous surveys can be found online on the [Southampton Data Observatory](#) website, and comparisons between this latest survey and previous surveys have been made throughout this report



- The agreed approach for this edition of the city survey was to use an online questionnaire as the main route for feedback; in addition paper copies were available.
- The questionnaire was promoted in a variety of ways, including: via email bulletins, social media, Southampton People's Panel, through partners and organisations across the city, and community contacts.
- All questionnaire results have been analysed and presented in graphs within this report: respondents were also given opportunities throughout the questionnaire to provide written feedback
- Some questions asked in the survey were taken from questions developed by the Local Government Association (LGA) to enable us to benchmark against national data: the LGA measures resident satisfaction with councils every three to four months, with the most recent LGA results coming from the 38th and 39th rounds of polling conducted in 2024 being used to benchmark the results from the 2024 Southampton survey
- Where city survey data can be benchmarked against LGA data, i.e. when a city survey question was also asked in LGA polling, this is detailed on the pages for the associated questions
- Throughout the report, findings are segmented by demographic characteristics and electoral ward where appropriate. Note that the figures for individual groups or wards should be treated with caution as they will be subject to uncertainty due to the smaller numbers of respondents below city level
- Overall survey results (i.e. question summaries covering *all* respondents, not demographic/ward breakdowns) 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 of their home



- Self-selecting methodology can lead to slightly different results compared to previous telephone survey methodology
- We can test this variation using historic survey data captured via these different methods at the same time...
- Some 2020 telephone City Survey questions were also asked in different online surveys at a similar time during Autumn 2020:
 - **Community Safety Survey** – *How safe or unsafe do you feel in your local area during the day and after dark?*
 - **City of Culture Survey** - *To what extent do you agree that Southampton offers cultural activities that interest you?*
- There appeared to be a small difference between the results of telephone versus online survey. On average ± 3 percentage points (range: 1%-4%)
- The online surveys tended to report a sentiment slightly less positive and slightly more negative.

Average difference of + / - 3% points

Feelings of safety in local area, during the day	Community Safety Survey 2020	City Survey 2020	Difference
Total safe	89%	91%	-2%
Total unsafe	5%	4%	1%

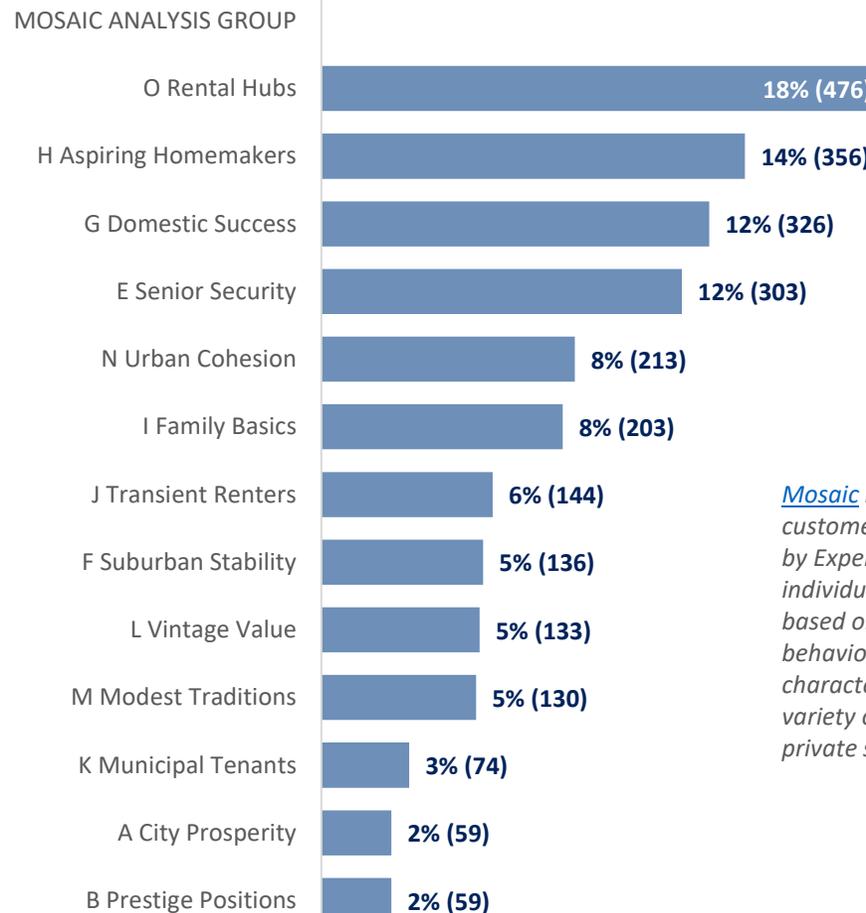
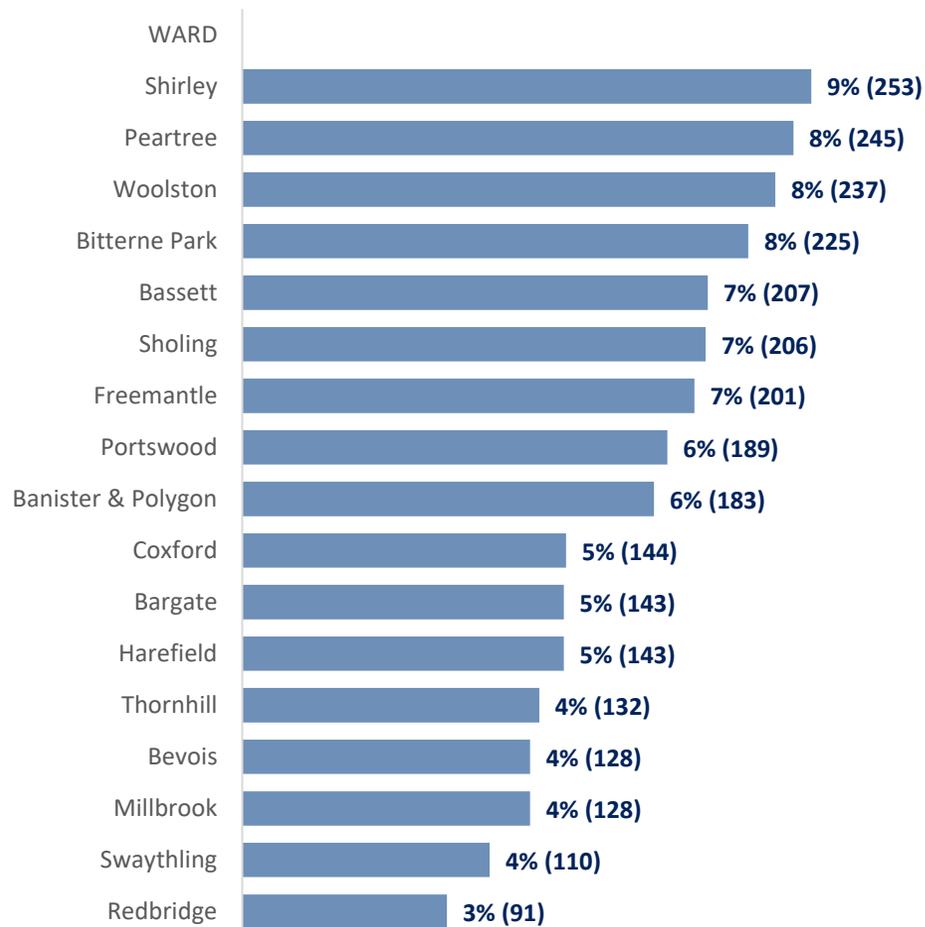
Feelings of safety in local area, after dark	Community Safety Survey 2020	City Survey 2020	Difference
Total safe	54%	58%	-4%
Total unsafe	33%	26%	7%

Feelings on relevant cultural activities in Southampton	City Of Culture 2020	City Survey 2020	Difference
Total agree	72%	75%	-3%
Total disagree	12%	6%	6%



Total responses

3,660 full survey responses
264 short survey responses
3,924 total responses

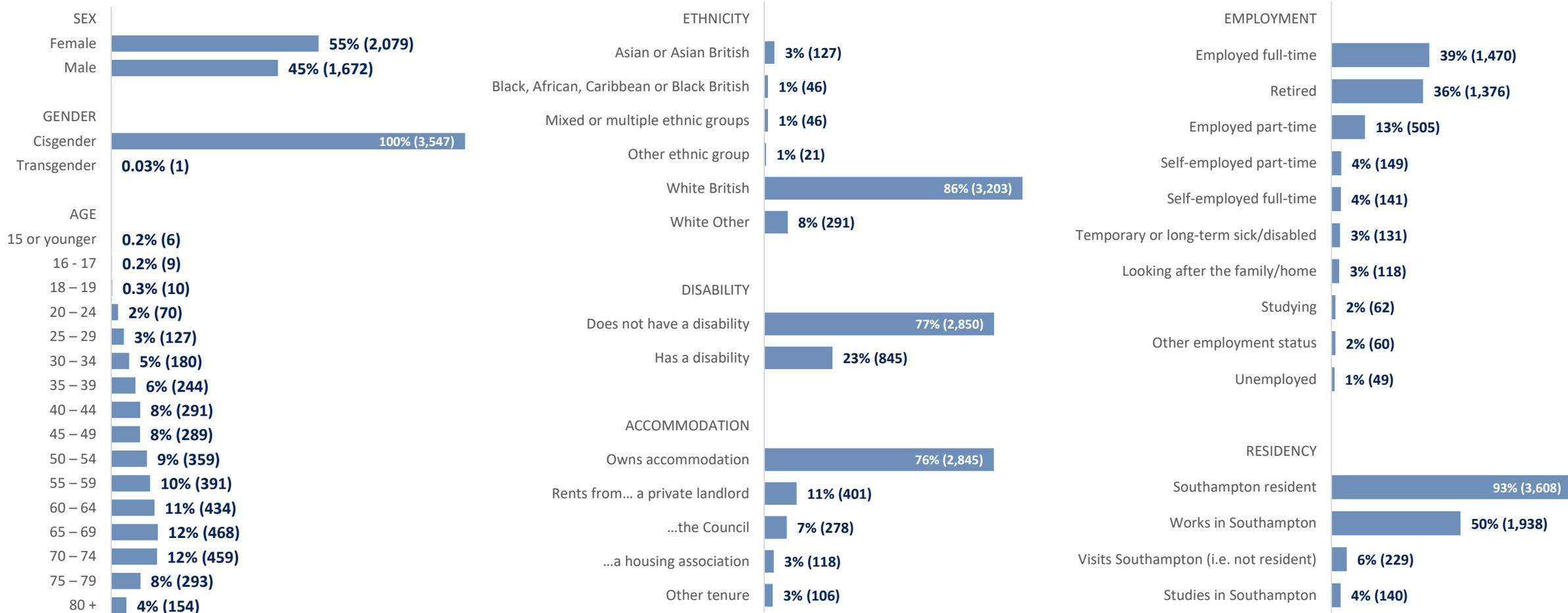


Mosaic is a method of customer analysis developed by Experian that 'segments individuals and households based on their demographic, behaviours and lifestyle characteristics'. Used by a variety of both public and private sector organisations



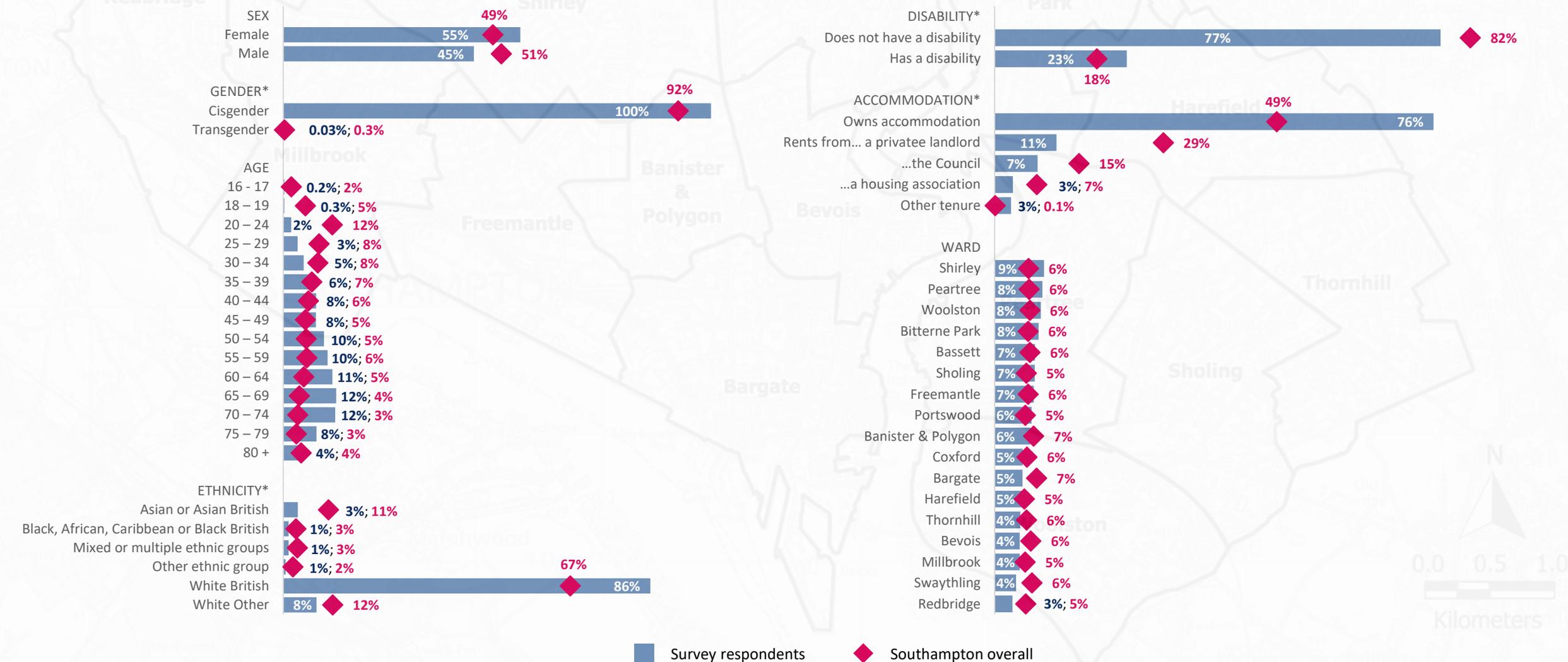
Total responses

3,660 full survey responses
264 short survey responses
3,924 total responses



How much do the survey respondents reflect the people of Southampton?

Southampton overall comparators SAPF 2022 except *, Census 2021.



 Survey respondents  Southampton overall

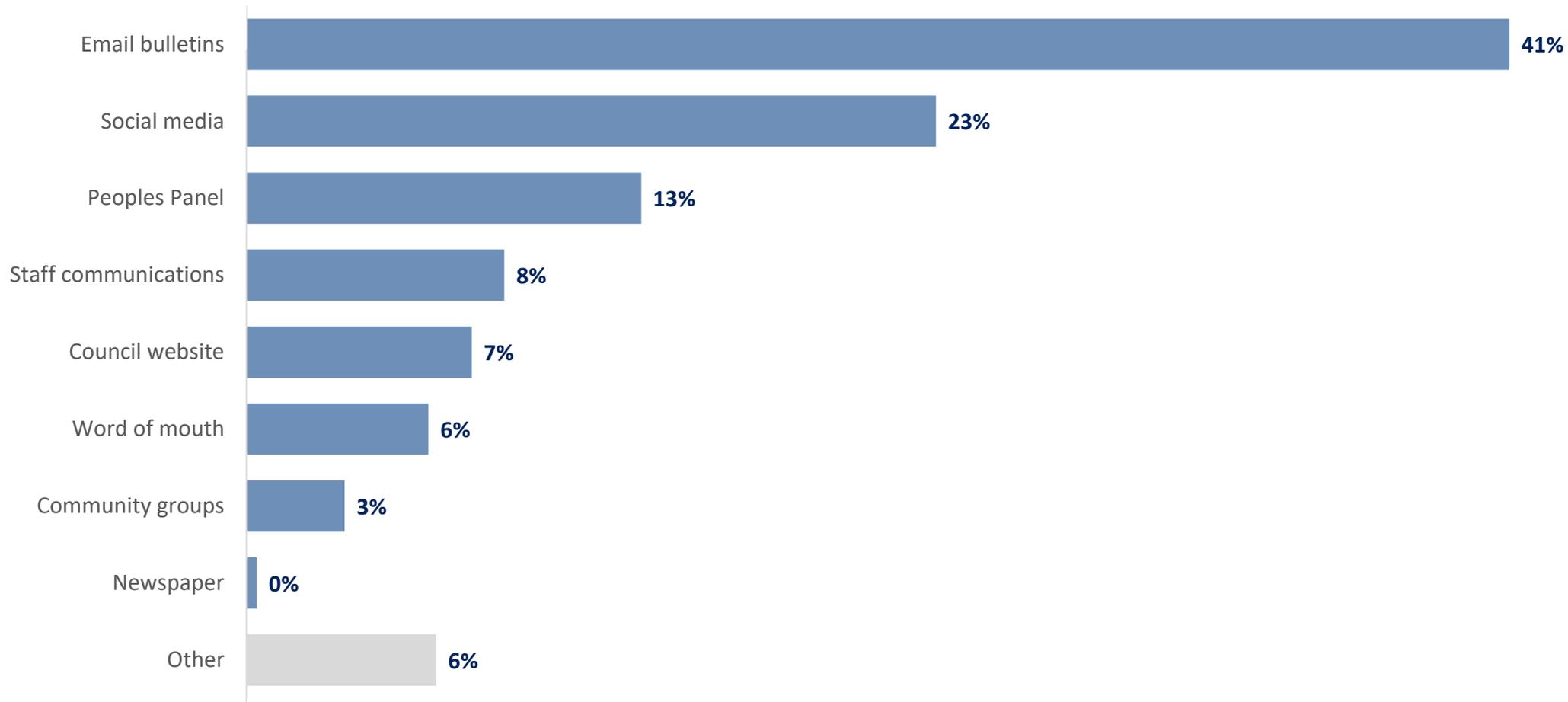
Source: Southampton city survey, Nov 2024 – Jan 2025

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How did respondents hear about the survey?

HEARD ABOUT THE SURVEY FROM...



Total responses | 3,579

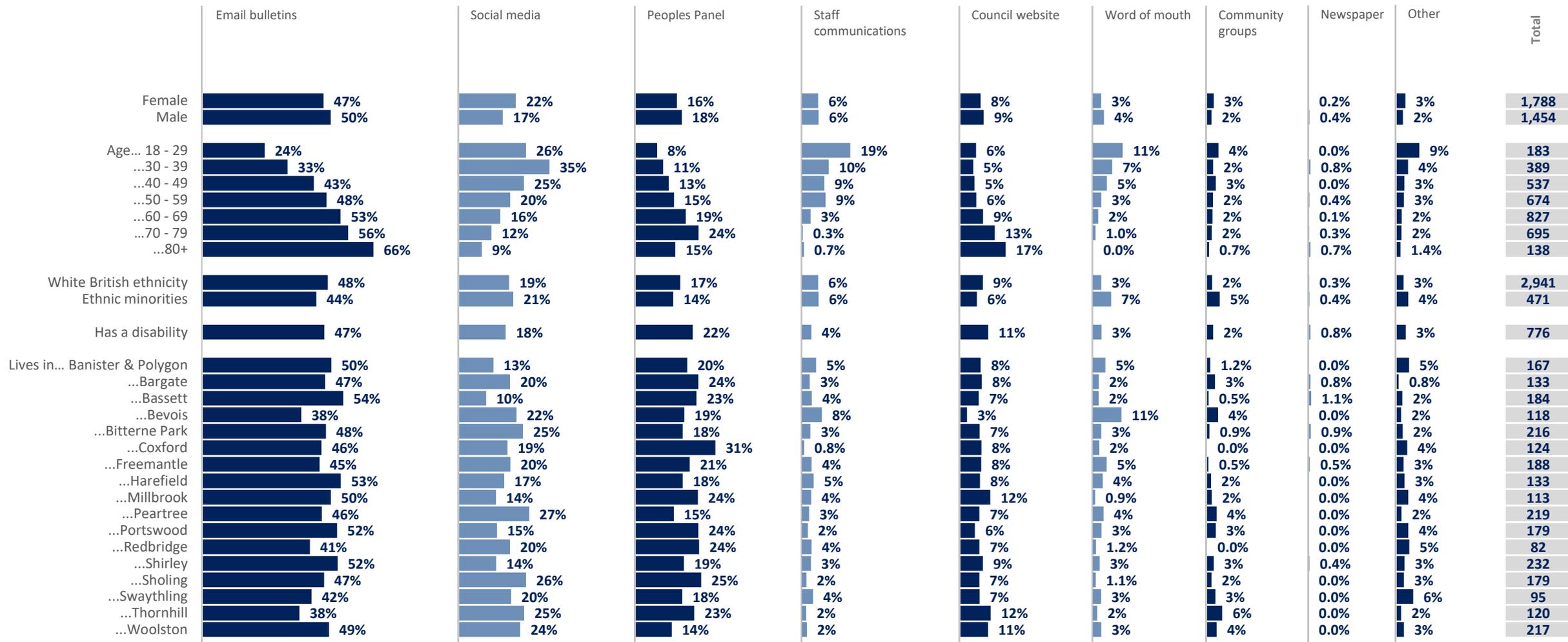


How did respondents hear about the survey?

Total responses

3,660 full survey responses
264 short survey responses
3,924 total responses

Demographic breakdowns of question
'How did you hear about the survey?'





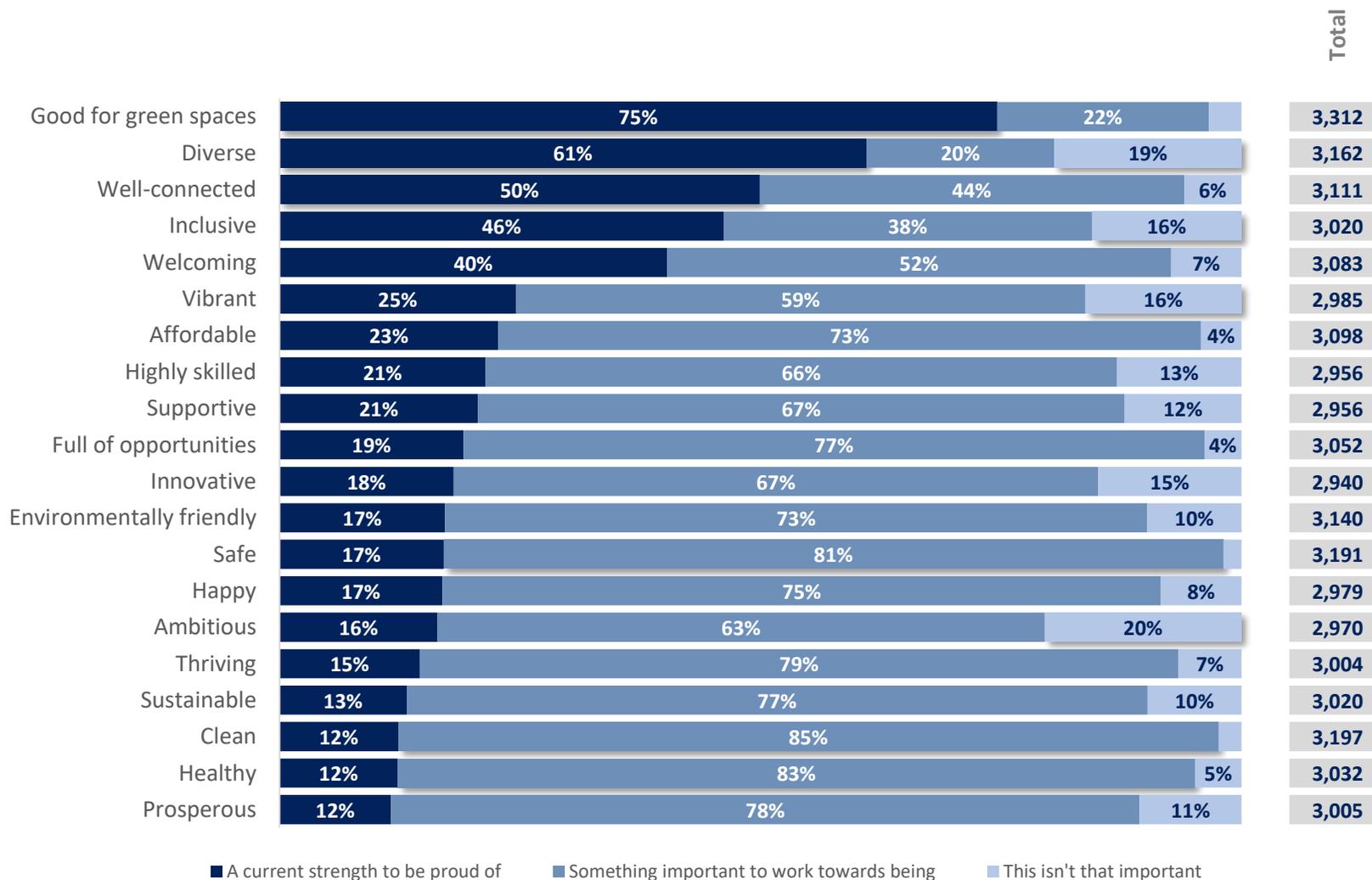
City Plan

Future priorities for Southampton





From the following list, which do you feel broadly describe Southampton's current or potential future strengths?^



Top three *current strengths*

- Green spaces (75%)
- Diverse (61%)
- Well-connected (50%)

Top three *important to work towards being*

- Clean (85%)
- Healthy (83%)
- Safe (81%)

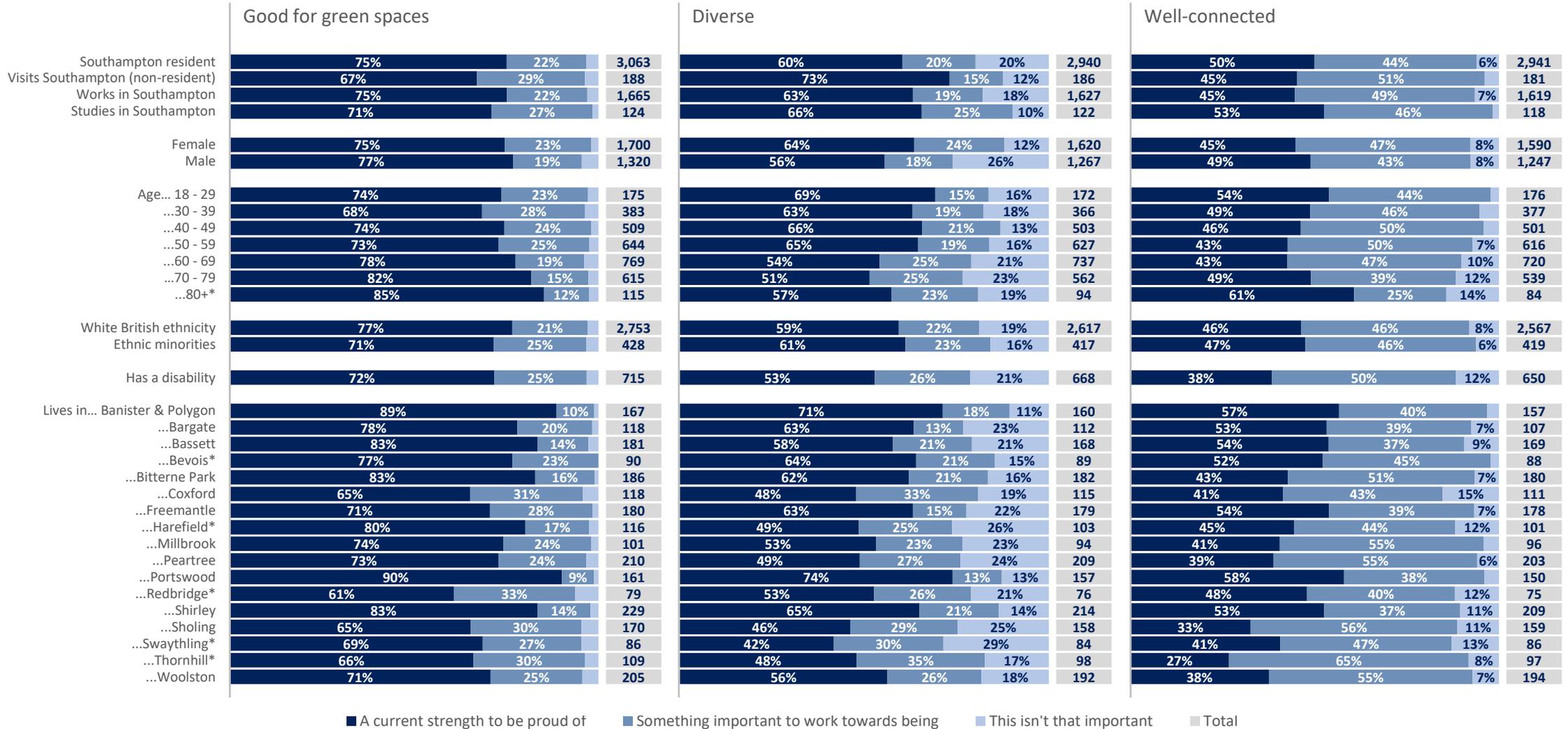
Top three *not that important*

- Ambitious (20%)
- Diverse (19%)
- Inclusive, vibrant (both 16%)

■ A current strength to be proud of ■ Something important to work towards being ■ This isn't that important

From the following list, which do you feel broadly describe Southampton's current or potential future strengths?^

Demographic breakdowns for the top three options with the most 'current strength to be proud of' responses.

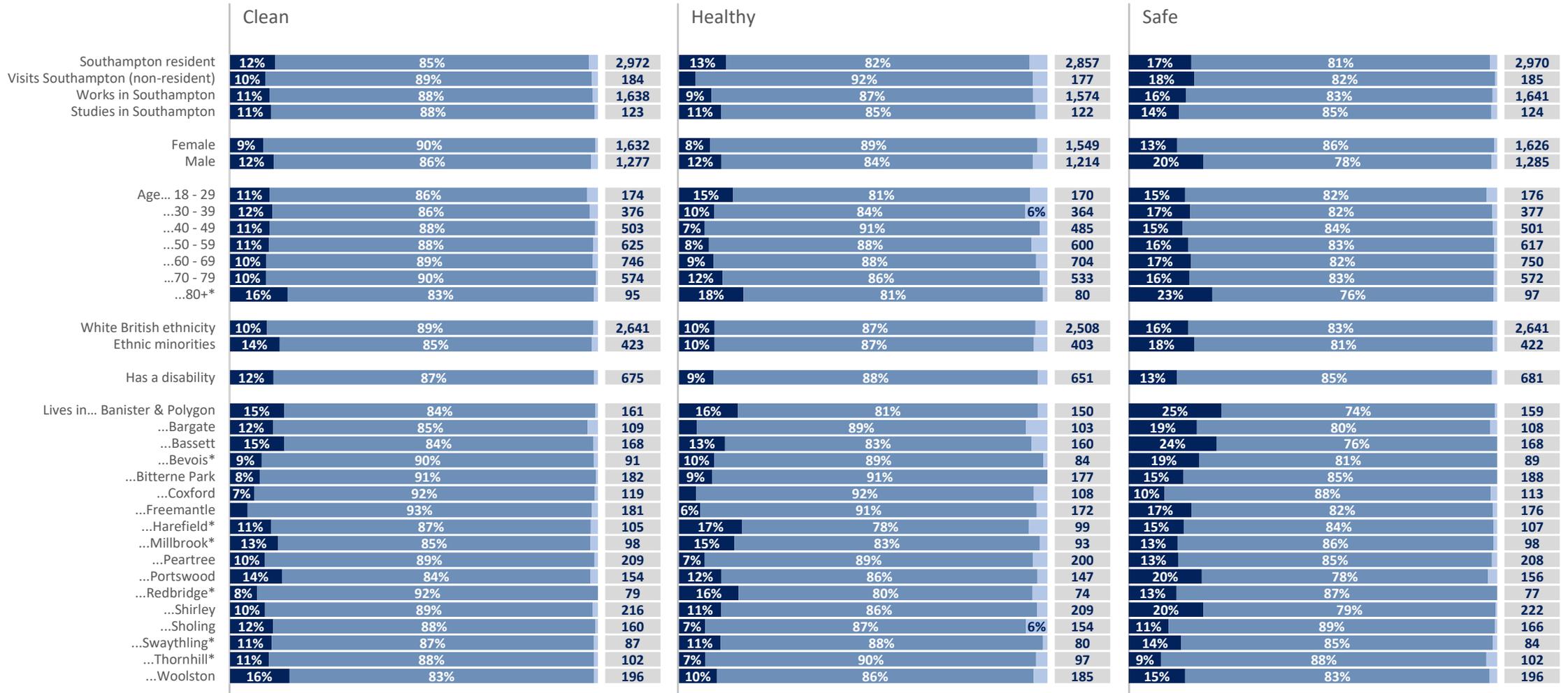


■ A current strength to be proud of ■ Something important to work towards being ■ This isn't that important ■ Total



From the following list, which do you feel broadly describe Southampton's current or potential future strengths?^

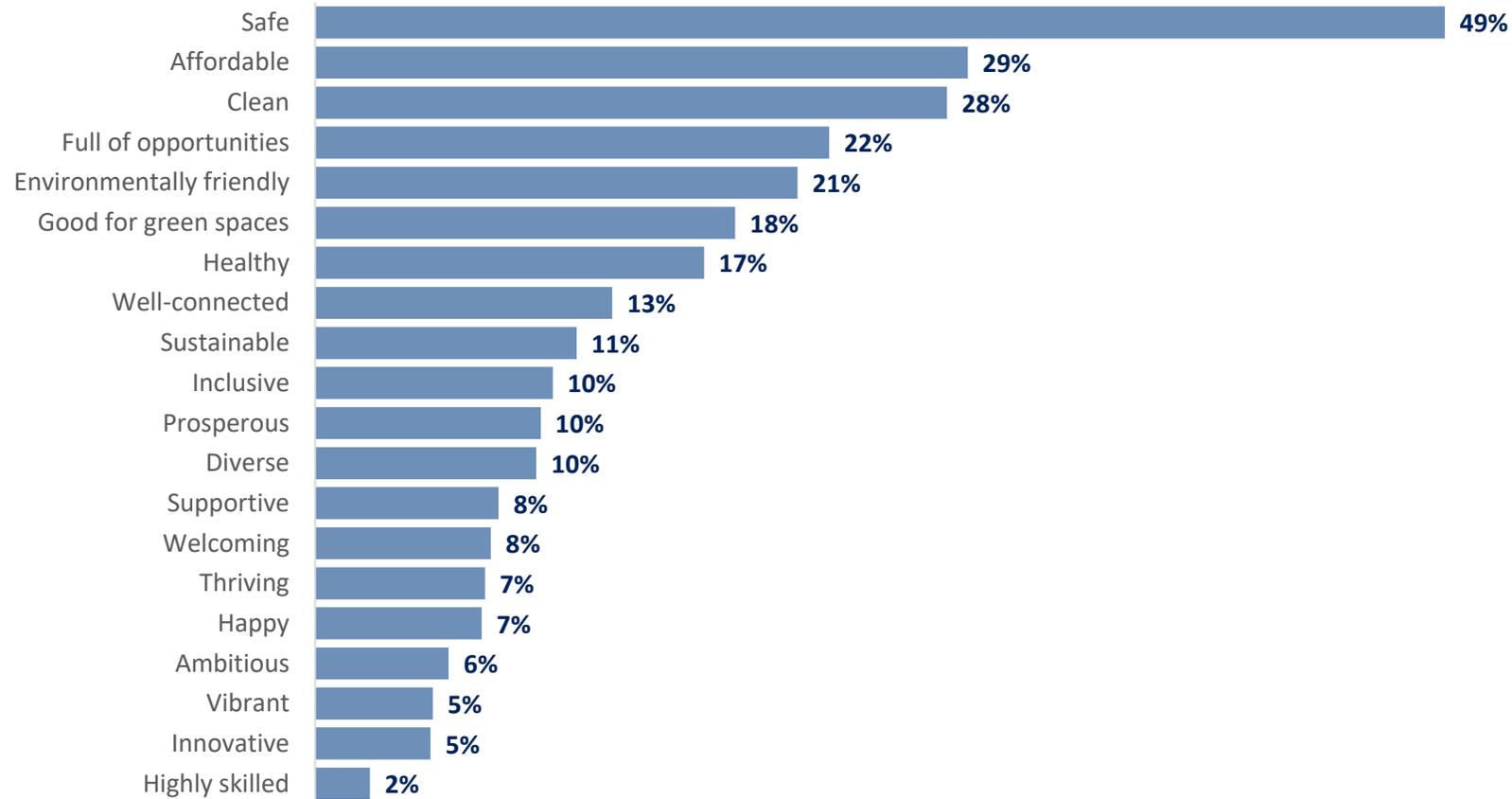
Demographic breakdowns for the top three options with the most 'something important to work towards being' responses.



■ A current strength to be proud of ■ Something important to work towards being ■ This isn't that important

From the words that you felt were important or a current strength, which do you feel are the most important for Southampton to be?^

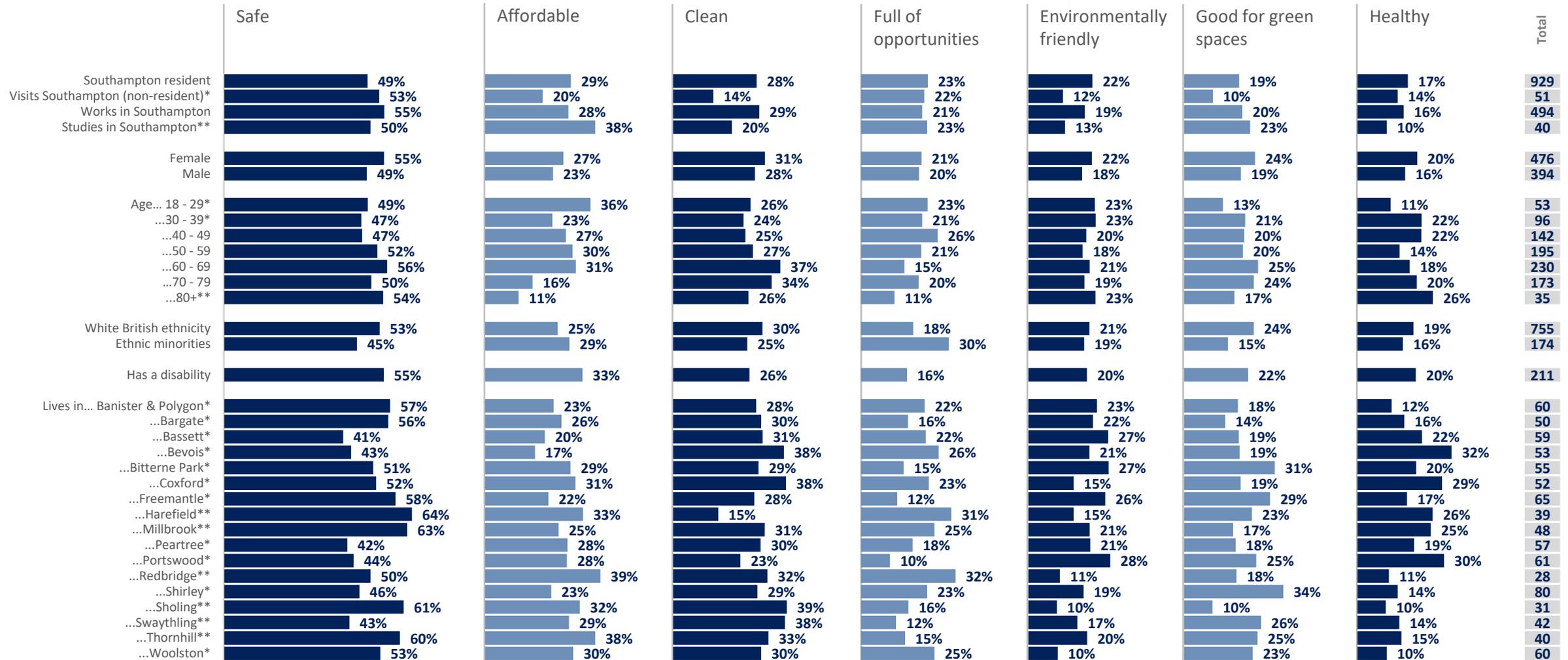
multiple choice question | overall responses summary | Note that is question was added after fieldwork had already begun and so was not available to all respondents.



Total responses **971**

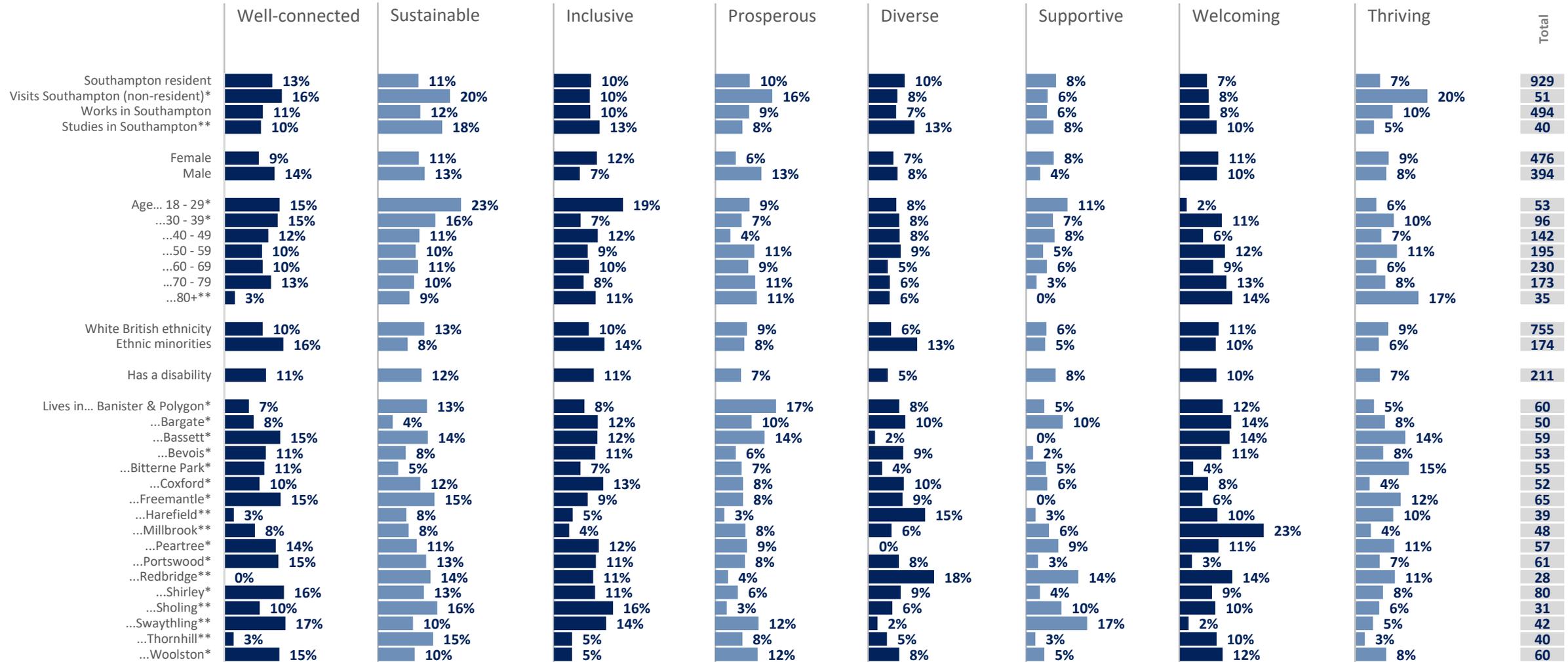
From the words that you felt were important or a current strength, which do you feel are the most important for Southampton to be?^

multiple choice question | overall responses summary | Note that is question was added after fieldwork had already begun and so was not available to all respondents.



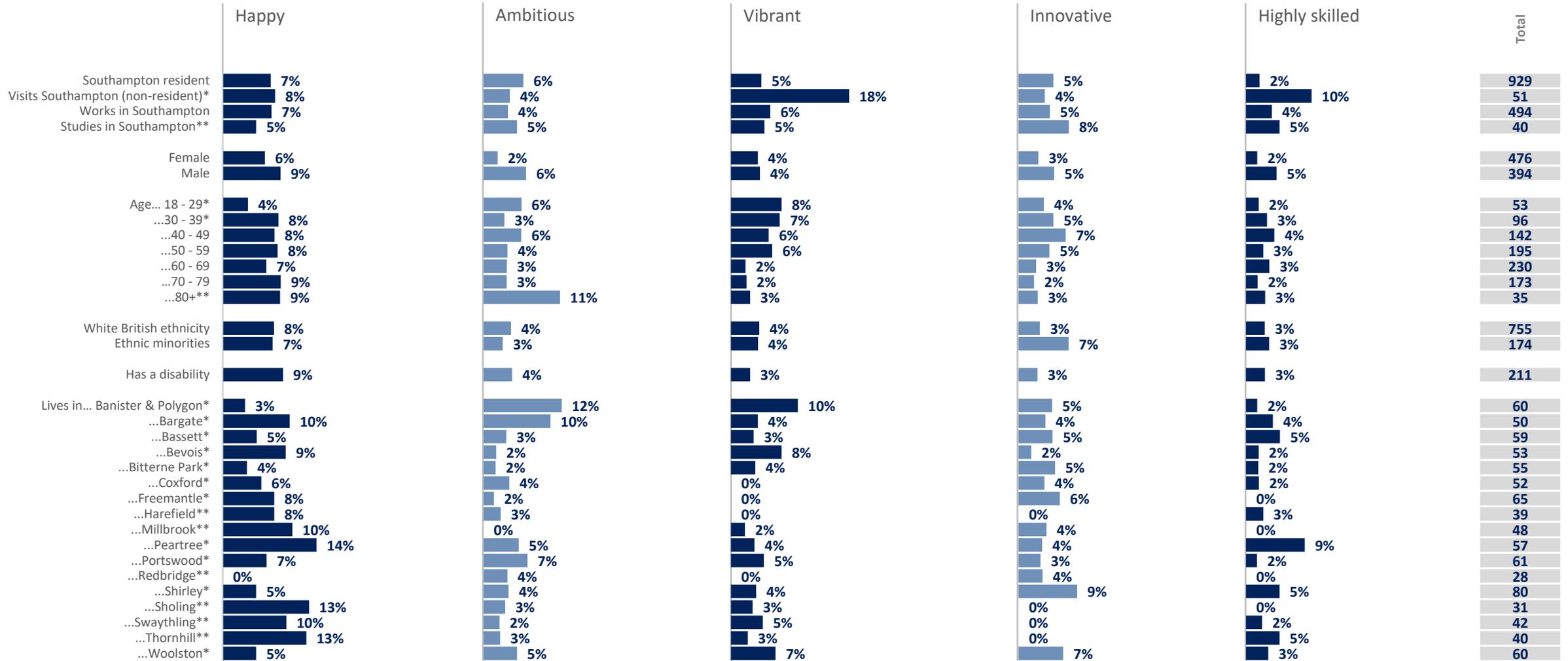
From the words that you felt were important or a current strength, which do you feel are the most important for Southampton to be?^

multiple choice question | overall responses summary | Note that is question was added after fieldwork had already begun and so was not available to all respondents.



From the words that you felt were important or a current strength, which do you feel are the most important for Southampton to be?^

multiple choice question | overall responses summary | Note that is question was added after fieldwork had already begun and so was not available to all respondents.





Respondents were asked to write down **three suggestions** that would have the **biggest positive impact** on them or their family over the **next 10 years**. Over **10,000 comments** were collected.

The **top 6 themes** (most commented on) have been identified as:

1	Traffic Management <ul style="list-style-type: none">• Less congestion and improved traffic flows• Reduce the problems created by road works• Do not discourage car use or close roads to cars• Reduce the number of cars coming into the city• Reduce speeding traffic and increase enforcement	4	Public safety, policing and crime <ul style="list-style-type: none">• Reduced crime and increased feelings of safety• Increased policing, more visible policing• Reduced antisocial behaviour (incl. begging)
2	Economic Development <ul style="list-style-type: none">• Create more job opportunities and support employment• Focus on highstreets / retail / shopping• Suggested developments / regenerations / less run-down• Encourage more small, independent, local businesses	5	Environment <ul style="list-style-type: none">• More and improved green spaces & increase planting• Reduced air pollution• Improved access to the waterfront• Improved recycling (incl. more recycling items)
3	Housing <ul style="list-style-type: none">• More affordable housing• Reduced homelessness / support for homeless people• Increase the number of homes• Less focus on student accommodation	6	Public transport <ul style="list-style-type: none">• Improvements to buses (incl. routes, frequency)• Generally improve public transport• More affordable public transport• Introduce a Park and Ride



Additional themes have been identified as:

7	<p>Street cleanliness</p> <ul style="list-style-type: none"> • Cleaner • Reduced litter, fly-tipping, graffiti, vermin 	11	<p>Road and Pavement surfaces</p> <ul style="list-style-type: none"> • Improvements to road surfaces (incl. potholes, drainage) • Improvements to pavements
8	<p>Communities and local area</p> <ul style="list-style-type: none"> • City identity and pride • Encourage diversity, inclusion and equality • Focus more on particular groups (incl. children, older people, families, residents of Southampton) 	12	<p>Southampton City Council</p> <ul style="list-style-type: none"> • General dissatisfaction with the council • Reduced council tax (incl. do not increase it) • Improvements to bin collections • Listen to and engage with residents
9	<p>Things to do / recreational facilities</p> <ul style="list-style-type: none"> • Suggestions for music and entertainment venues • More activities for specific groups (e.g. children / families) • More events (incl. festivals) • Increased promotion of what's available • Specific suggestions of things to do 	13	<p>Parking</p> <ul style="list-style-type: none"> • Affordable parking (incl. free / different for residents) • Improvements to parking
10	<p>Cycling and scootering</p> <ul style="list-style-type: none"> • Improved or increased cycling provision (incl. cycle lanes) • Concerns around cycling (incl. too many cycle lanes, disagree with cycling on pavements) • Concerns with e-scooters (incl. suggestions to ban them) 	14	<p>Health and healthcare</p> <ul style="list-style-type: none"> • Better healthcare and access generally (incl. dentists, GP, hospitals) • Improvements to adult social care
		15	<p>Education and development</p> <ul style="list-style-type: none"> • Increased training and development opportunities • Better schools • Better SEND support



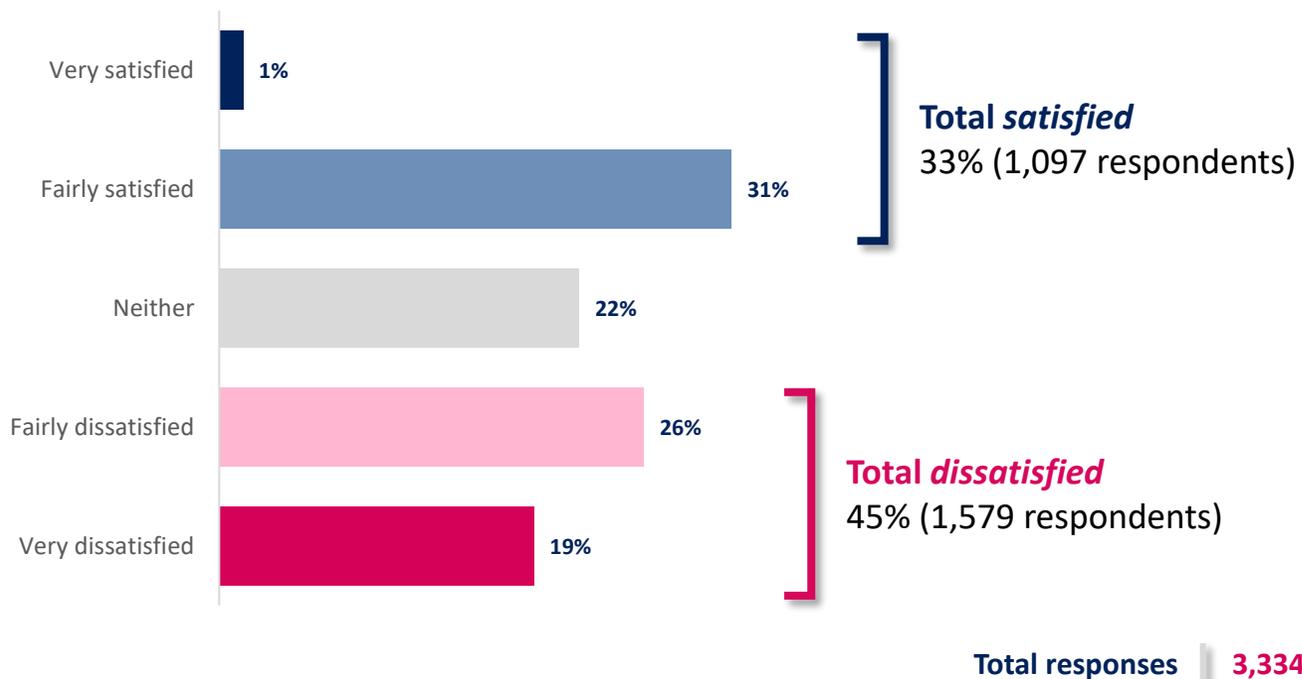
Opinions of Southampton City Council

General attitudes towards the Council

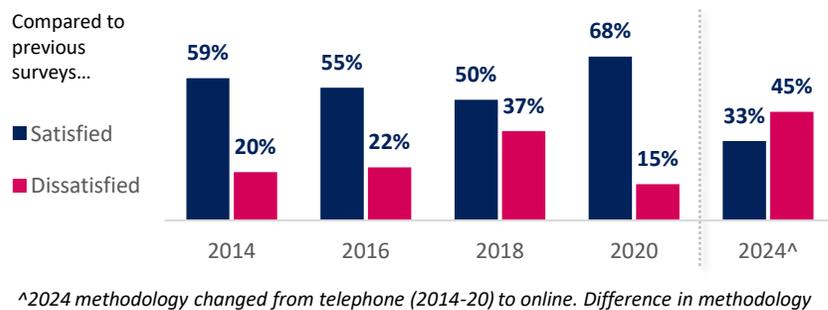
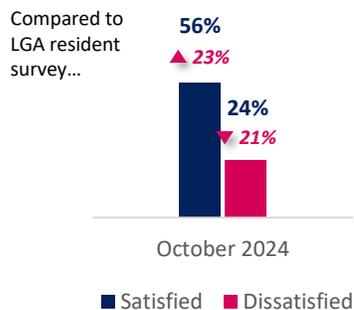




Overall, how satisfied or dissatisfied are you with the way Southampton City Council runs things?*



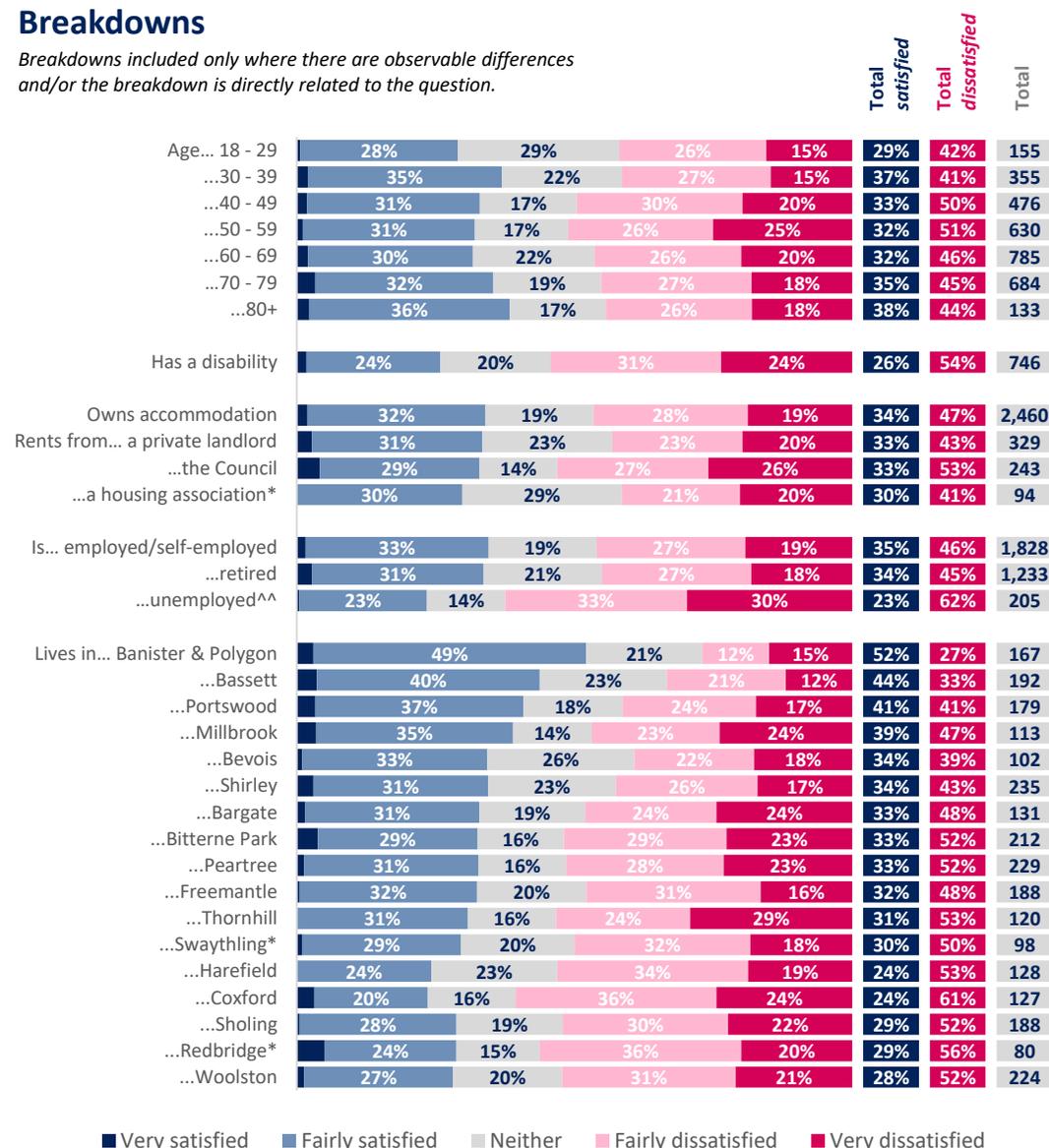
**Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

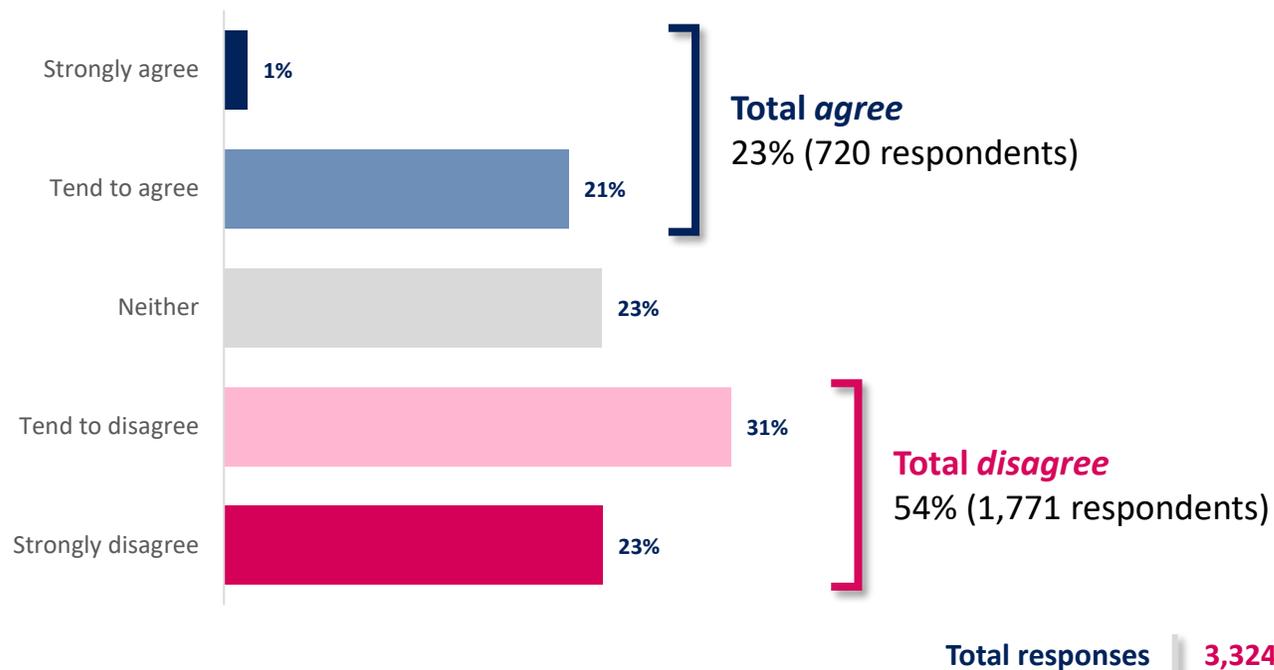
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



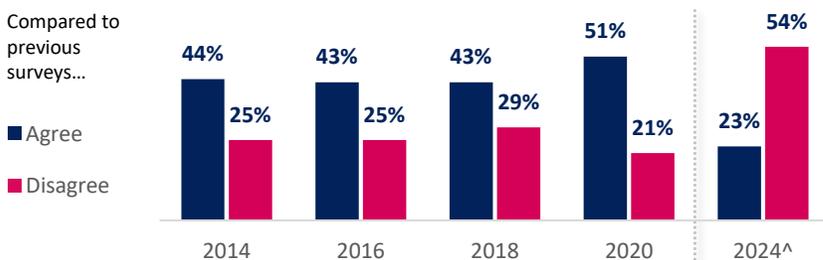
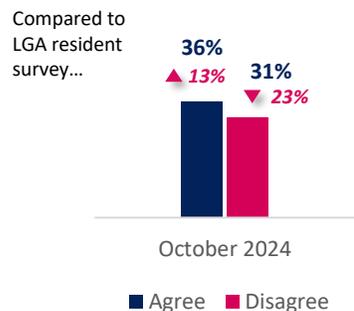
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



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



***Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

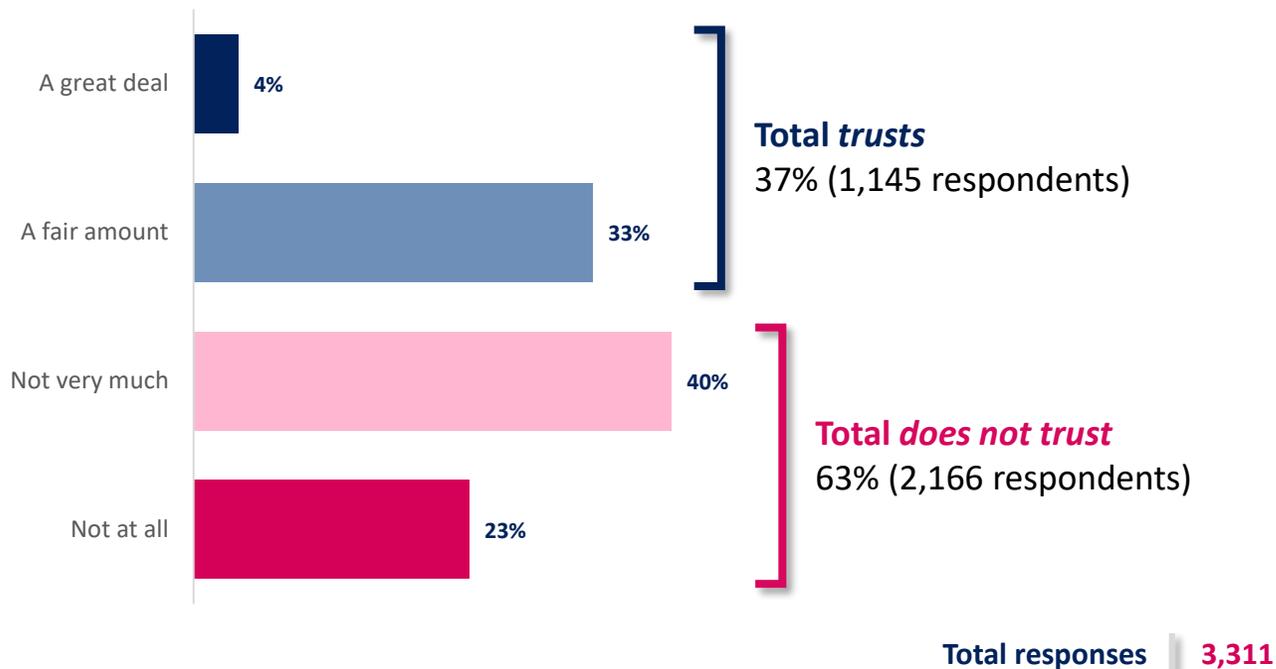
	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Total agree	Total disagree	Total
Age... 18 - 29	21%	24%	31%	23%	22%	54%	154	
...30 - 39	24%	26%	28%	20%	26%	48%	354	
...40 - 49	21%	21%	34%	21%	23%	56%	475	
...50 - 59	20%	22%	30%	27%	21%	57%	628	
...60 - 69	19%	30%	29%	21%	20%	50%	782	
...70 - 79	21%	25%	33%	19%	23%	52%	684	
...80+	21%	27%	30%	20%	23%	50%	132	
Has a disability	13%	24%	35%	26%	15%	61%	742	
Rents from... a private landlord	22%	25%	29%	23%	24%	51%	326	
...the Council	20%	20%	29%	29%	23%	57%	242	
Owens accommodation	21%	26%	31%	21%	22%	52%	2,457	
Rents from... a housing association*	11%	33%	32%	22%	13%	54%	94	
Is... employed/self-employed	22%	24%	30%	22%	24%	52%	1,823	
...retired	19%	28%	31%	19%	21%	51%	1,231	
...unemployed^^	15%	22%	30%	33%	15%	63%	205	
...Portswood	29%	27%	21%	18%	33%	40%	179	
Lives in... Banister & Polygon	30%	29%	19%	19%	32%	38%	167	
...Bassett	27%	30%	25%	17%	28%	42%	192	
...Millbrook	24%	20%	29%	25%	26%	54%	113	
...Bitterne Park	22%	23%	30%	22%	25%	52%	212	
...Bevois	22%	30%	26%	22%	23%	48%	101	
...Redbridge*	22%	20%	30%	27%	23%	57%	79	
...Thornhill	21%	17%	33%	28%	22%	61%	118	
...Freemantle	21%	30%	28%	21%	21%	48%	188	
...Shirley	17%	27%	35%	19%	20%	54%	235	
...Woolston	18%	23%	35%	23%	20%	57%	223	
...Peartree	19%	19%	33%	28%	20%	61%	229	
...Bargate	16%	28%	27%	26%	19%	53%	131	
...Swaythling*	19%	24%	33%	23%	19%	56%	98	
...Sholing	18%	24%	32%	26%	18%	58%	188	
...Coxford	13%	24%	34%	28%	14%	61%	127	
...Harefield	13%	22%	45%	20%	13%	65%	128	

Legend: Strongly agree (dark blue), Tend to agree (blue), Neither (grey), Tend to disagree (pink), Strongly disagree (red)

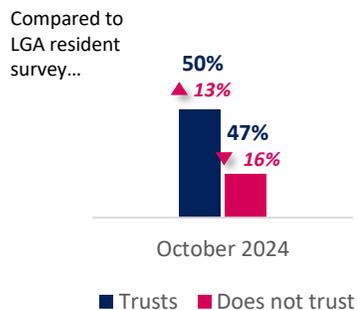
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How much do you trust Southampton City Council?*

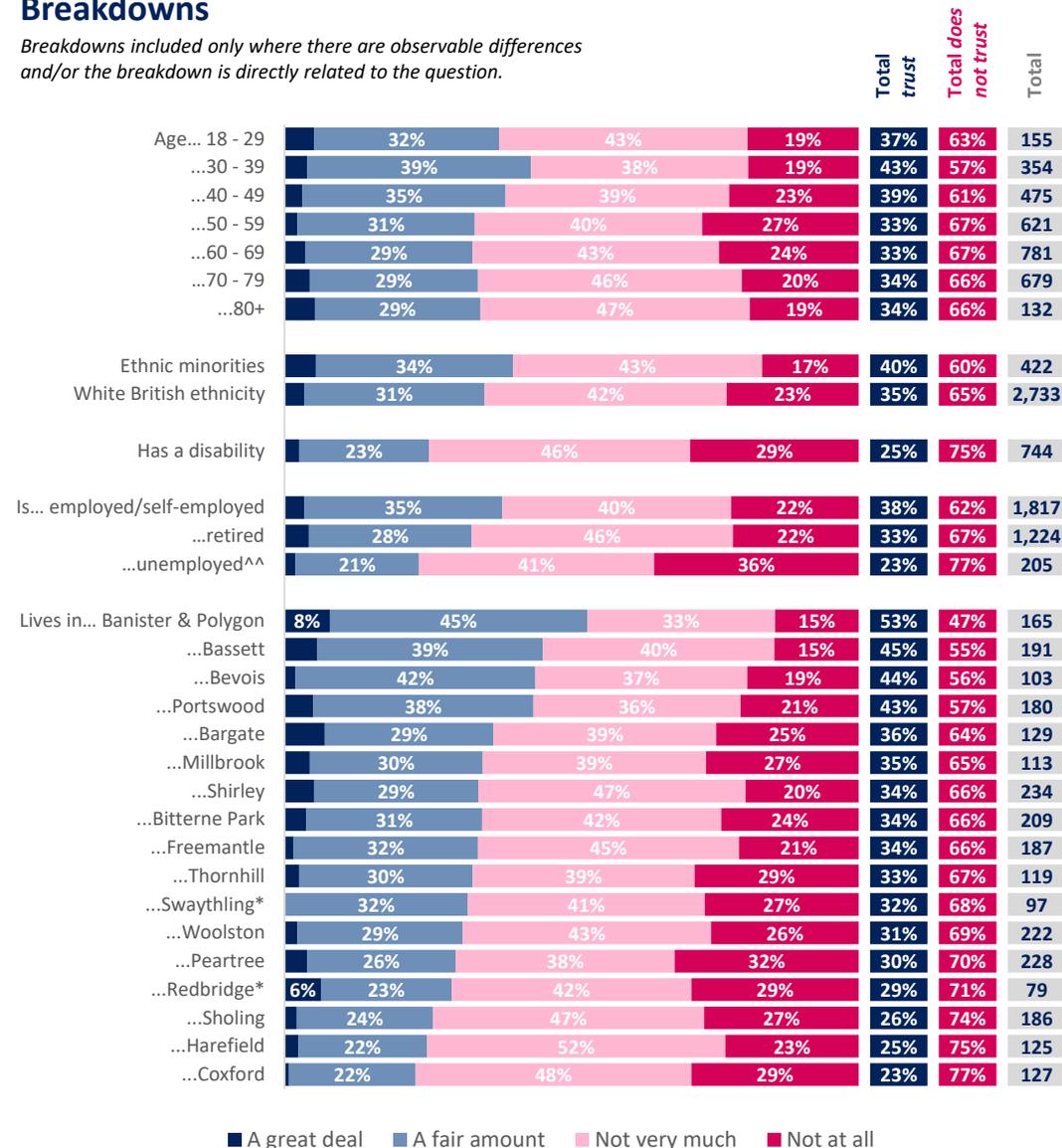


*Question asked only to those that confirmed they were Southampton residents.



Breakdowns

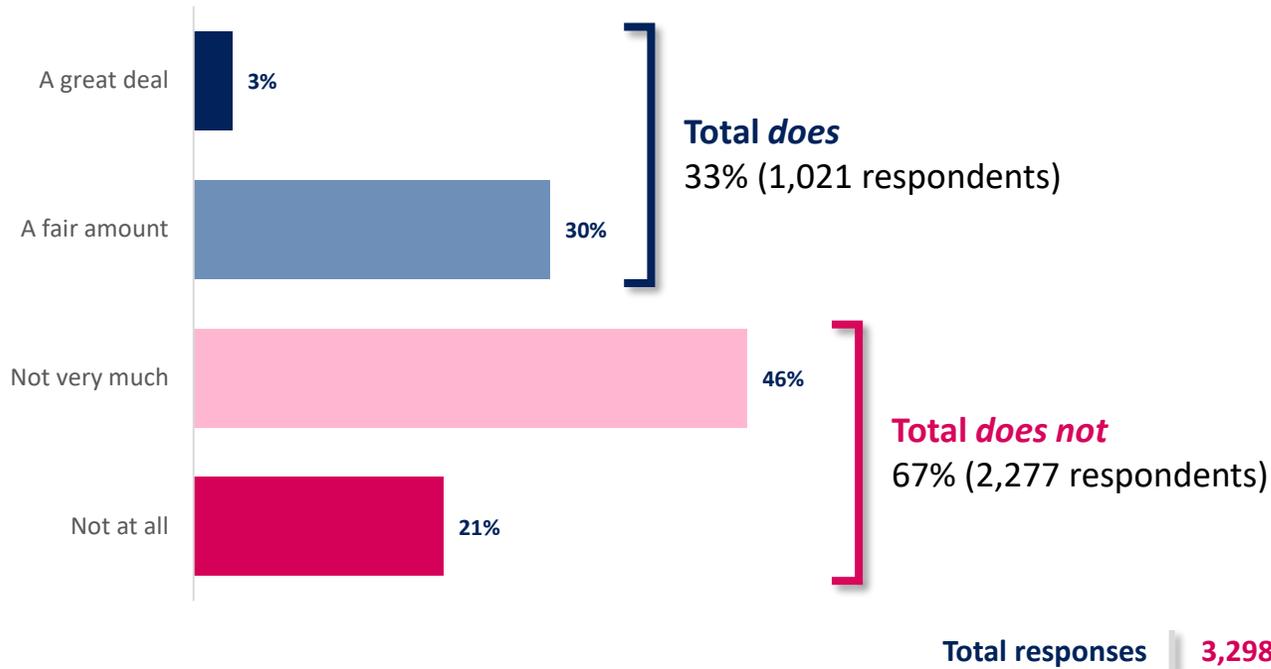
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



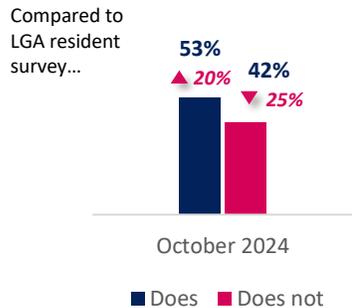
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



To what extent do you think Southampton City Council acts on the concerns of local residents?*

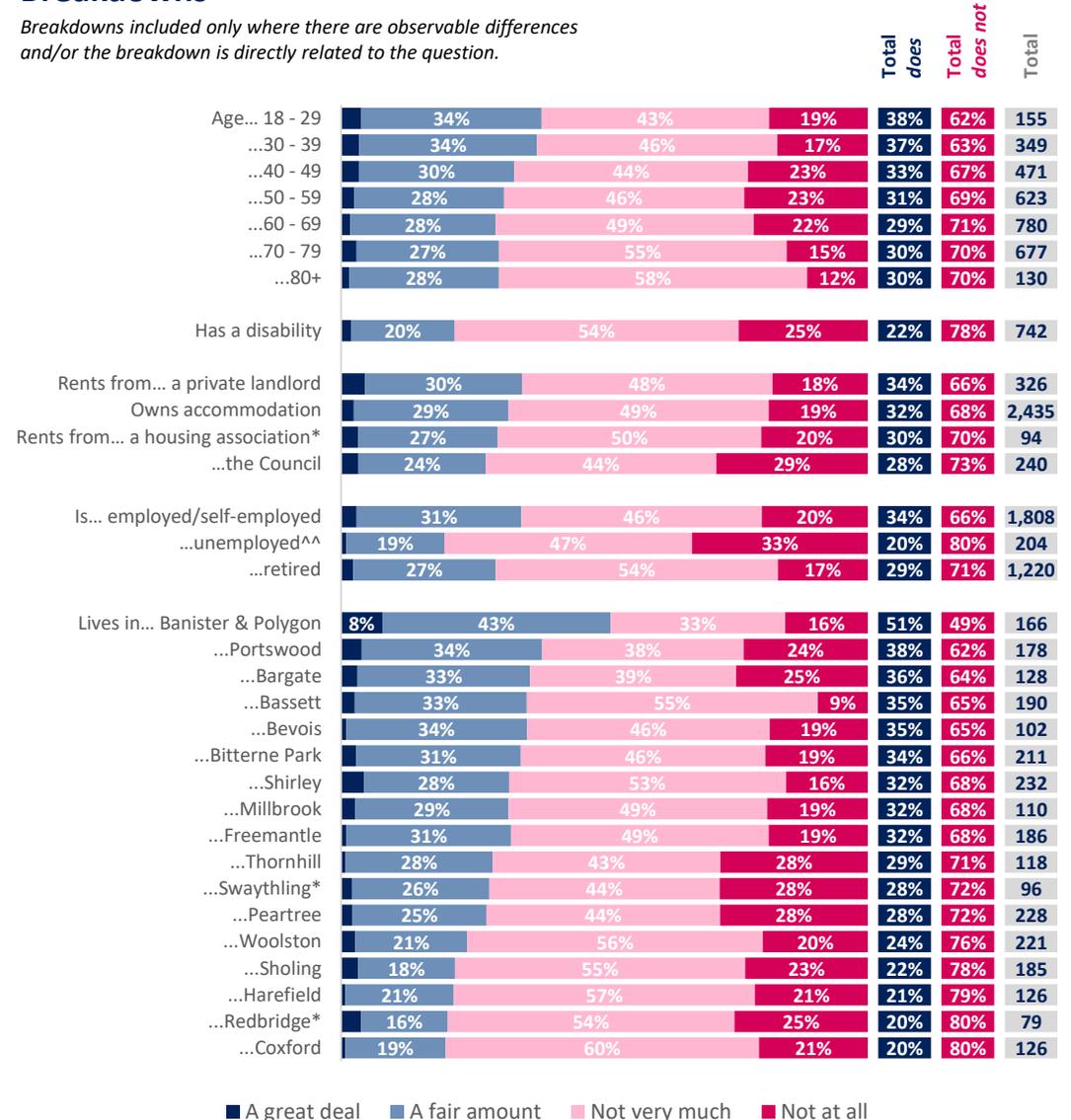


**Question asked only to those that confirmed they were Southampton residents.



Breakdowns

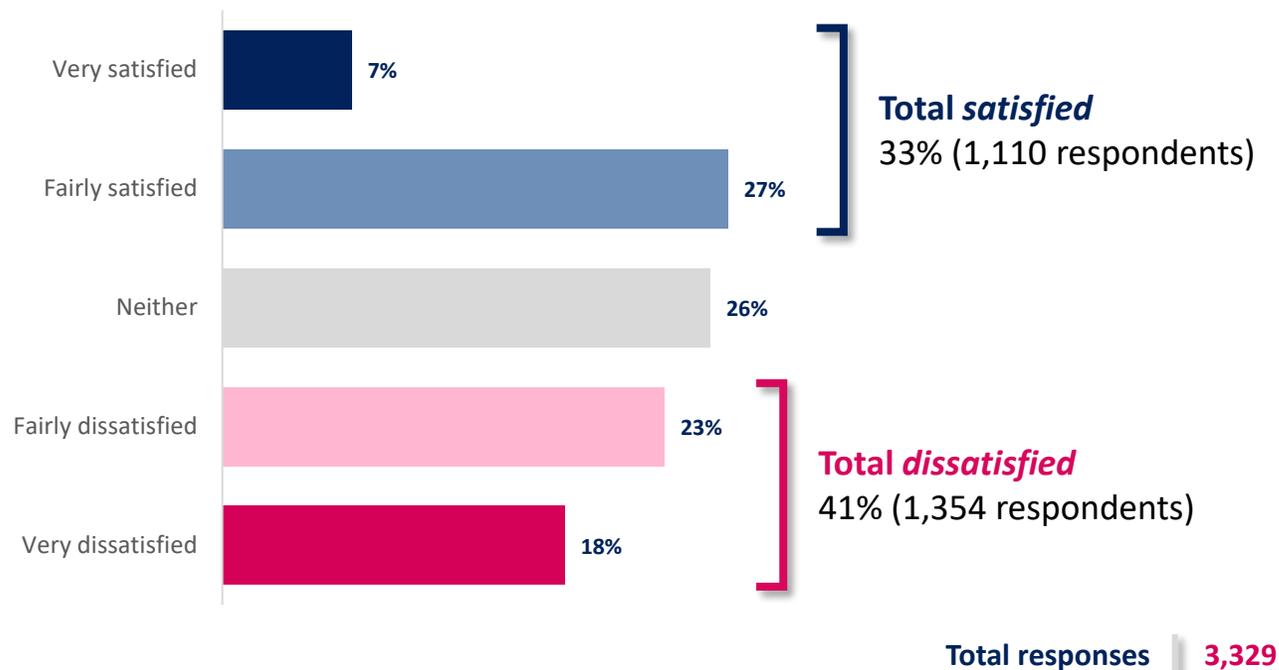
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



Overall, how satisfied or dissatisfied are you with the level of engagement Southampton City Council has with local residents? **



**Question asked only to those that confirmed they were Southampton residents.



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Total satisfied	Total dissatisfied	Total
Age... 18 - 29	8%	22%	25%	27%	17%	30%	45%	155
...30 - 39	6%	31%	26%	24%	13%	37%	37%	354
...40 - 49	30%	27%	22%	17%	3%	35%	38%	475
...50 - 59	31%	20%	24%	21%	4%	36%	44%	630
...60 - 69	28%	28%	21%	19%	4%	32%	40%	783
...70 - 79	6%	29%	28%	25%	12%	35%	37%	683
...80+	7%	25%	32%	25%	11%	32%	36%	134
Ethnic minorities	6%	32%	30%	20%	12%	37%	32%	424
White British ethnicity	29%	26%	24%	17%	6%	34%	40%	2,748
Has a disability	20%	27%	27%	22%	4%	24%	49%	746
Rents from... a private landlord	29%	29%	21%	16%	5%	35%	37%	329
Owns accommodation	29%	26%	23%	16%	6%	34%	39%	2,457
Rents from... a housing association* ...the Council	7%	26%	31%	27%	12%	31%	38%	94
Is... employed/self-employed	30%	26%	23%	17%	4%	35%	40%	1,824
...retired	29%	28%	23%	14%	8%	34%	37%	1,233
...unemployed^^	22%	21%	25%	30%	2%	24%	54%	206
Lives in... Banister & Polygon	10%	37%	25%	15%	14%	46%	29%	167
...Portswood	7%	36%	19%	18%	19%	43%	37%	180
...Bargate	37%	24%	16%	18%	7%	42%	34%	130
...Shirley	8%	33%	24%	24%	12%	41%	35%	234
...Bassett	7%	32%	27%	23%	10%	40%	33%	192
...Millbrook	34%	26%	22%	15%	3%	37%	37%	113
...Freemantle	7%	27%	27%	21%	19%	34%	40%	188
...Bevois	6%	26%	33%	19%	16%	32%	35%	103
...Peartree	28%	26%	23%	19%	6%	32%	42%	229
...Bitterne Park	27%	23%	27%	18%	5%	32%	45%	212
...Thornhill	25%	28%	24%	19%	6%	28%	43%	120
...Redbridge*	23%	27%	22%	24%	6%	28%	46%	79
...Sholing	24%	29%	25%	19%	5%	27%	44%	187
...Woolston	24%	24%	30%	19%	4%	27%	49%	223
...Harefield	25%	33%	24%	17%	3%	26%	41%	126
...Coxford	20%	25%	27%	24%	6%	24%	51%	126
...Swaythling*	18%	27%	27%	23%	7%	23%	50%	98

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



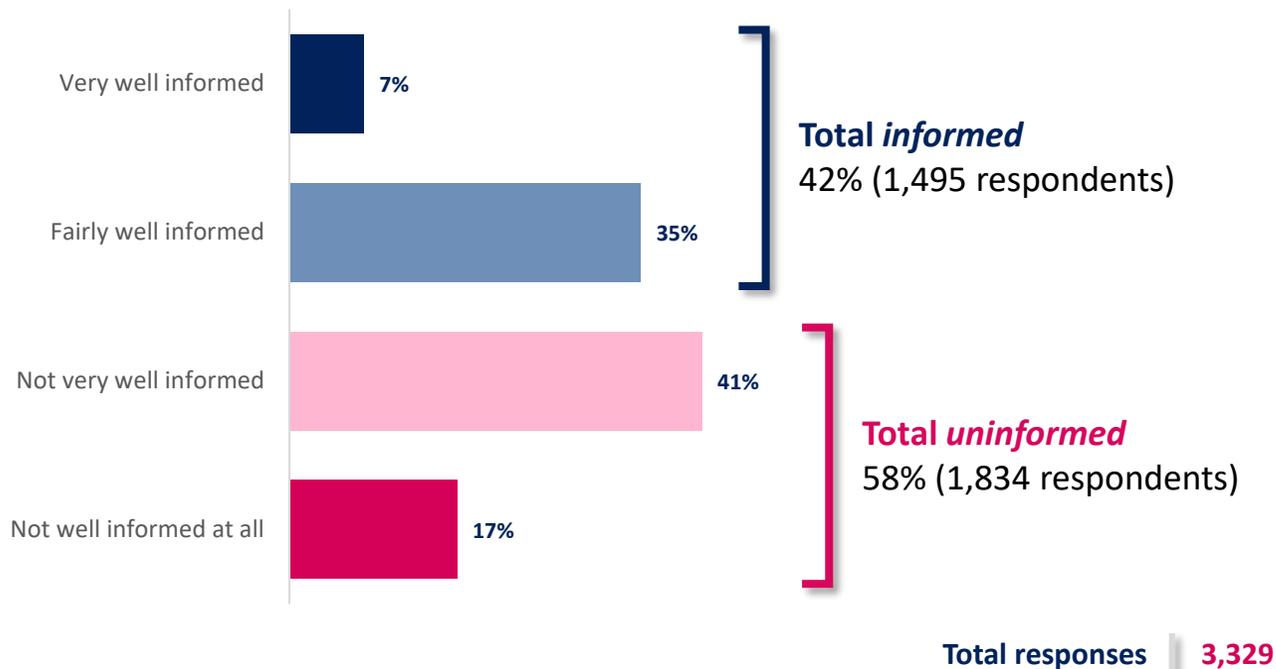
Local public services

Feedback on public services

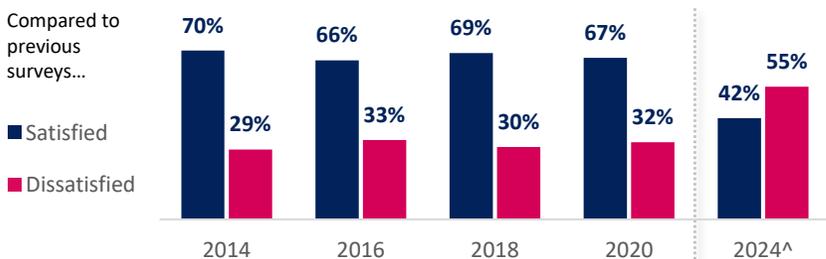
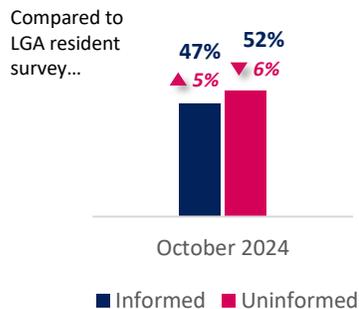




How well informed do you feel about local public services?*



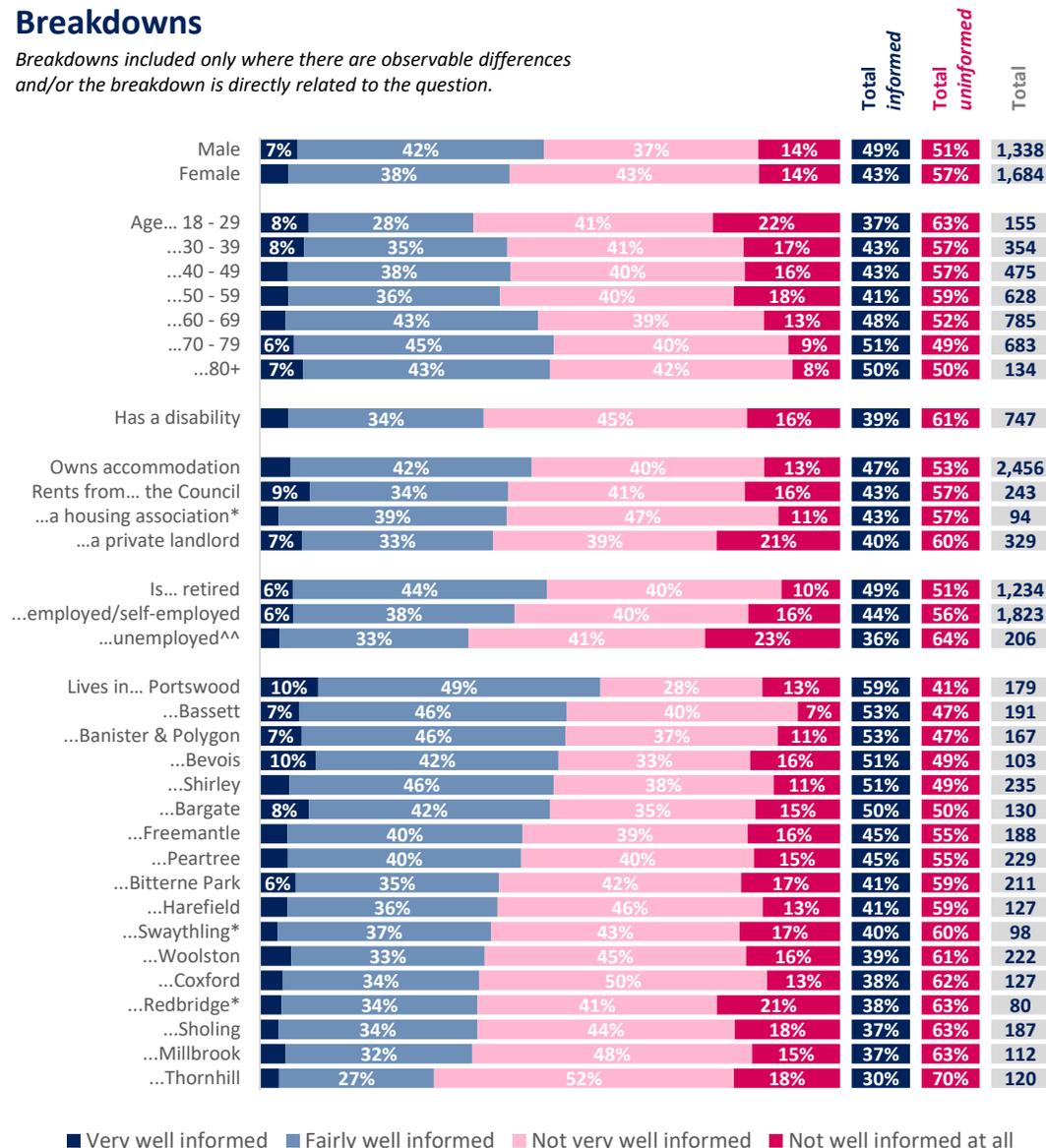
**Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

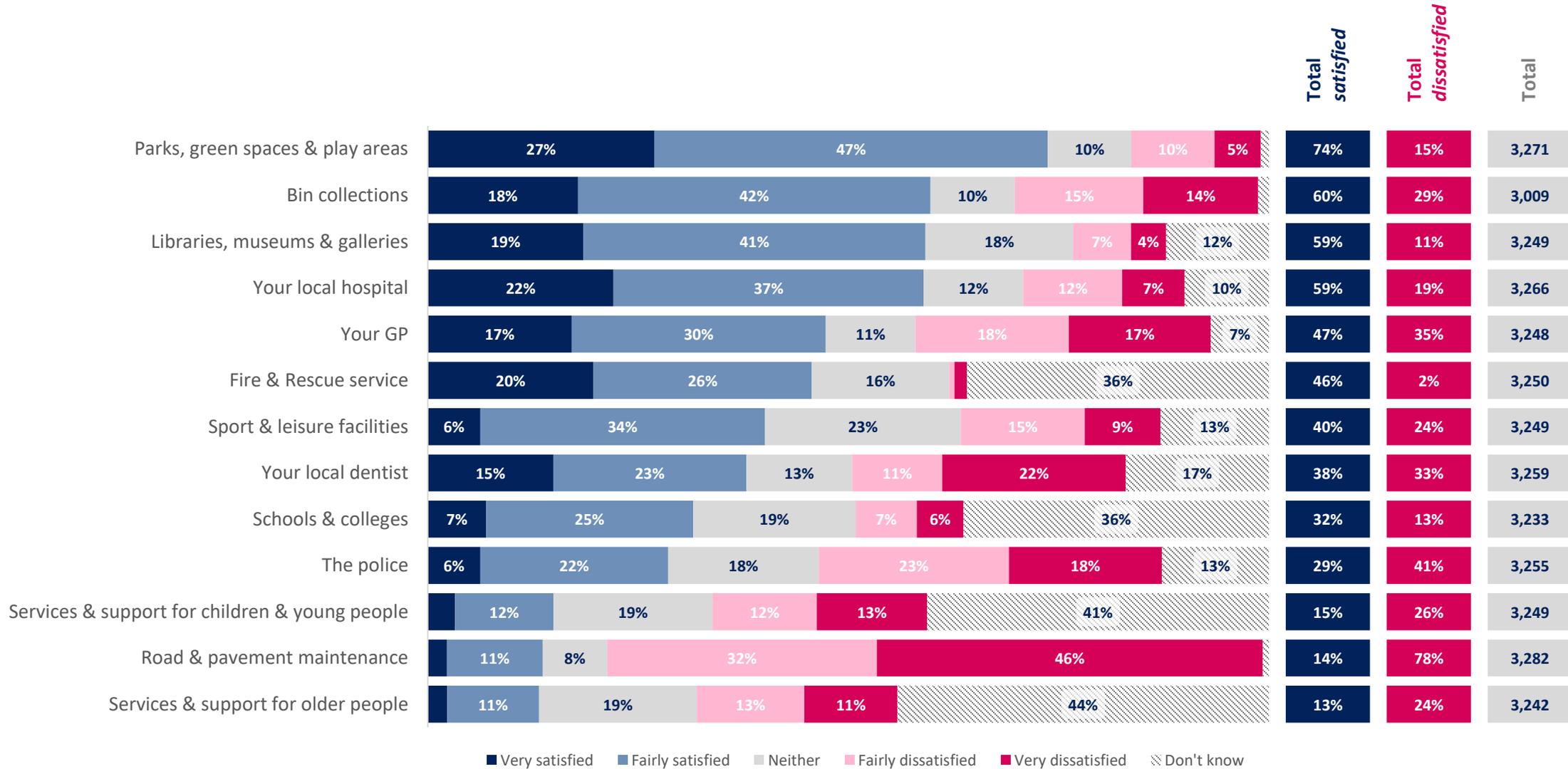
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



Very well informed Fairly well informed Not very well informed Not well informed at all



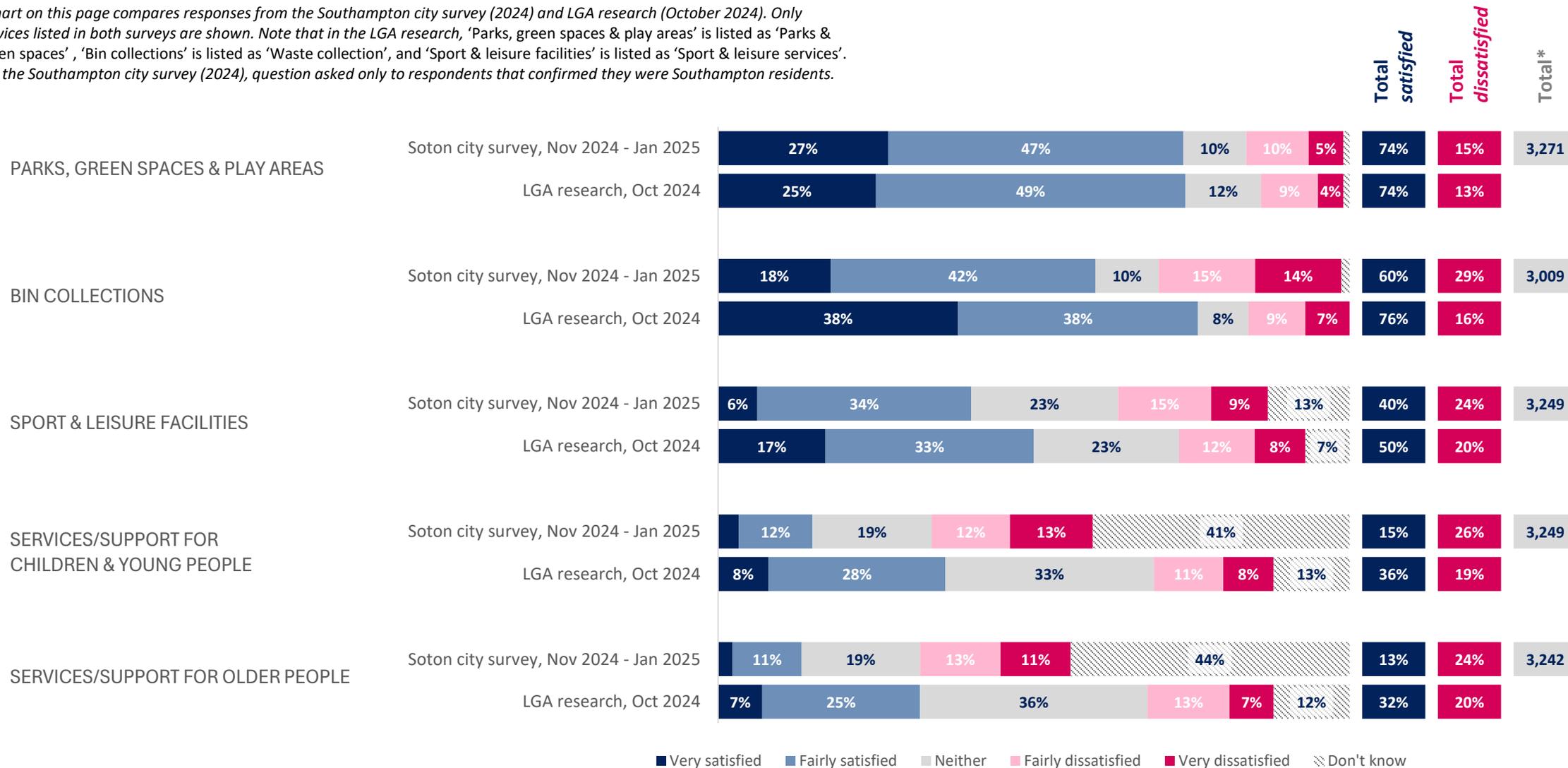
Overall, how satisfied or dissatisfied are you with each of the following public services?*





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

^Chart on this page compares responses from the Southampton city survey (2024) and LGA research (October 2024). Only services listed in both surveys are shown. Note that in the LGA research, 'Parks, green spaces & play areas' is listed as 'Parks & green spaces', 'Bin collections' is listed as 'Waste collection', and 'Sport & leisure facilities' is listed as 'Sport & leisure services'. For the Southampton city survey (2024), question asked only to respondents that confirmed they were Southampton residents.

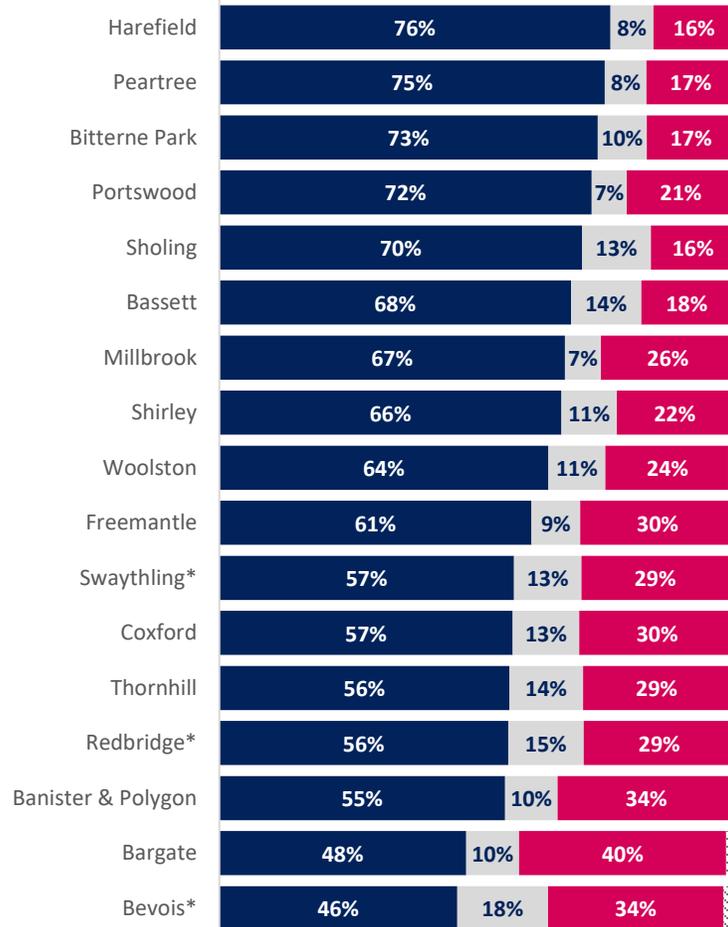


■ Very satisfied ■ Fairly satisfied ■ Neither ■ Fairly dissatisfied ■ Very dissatisfied ■ Don't know

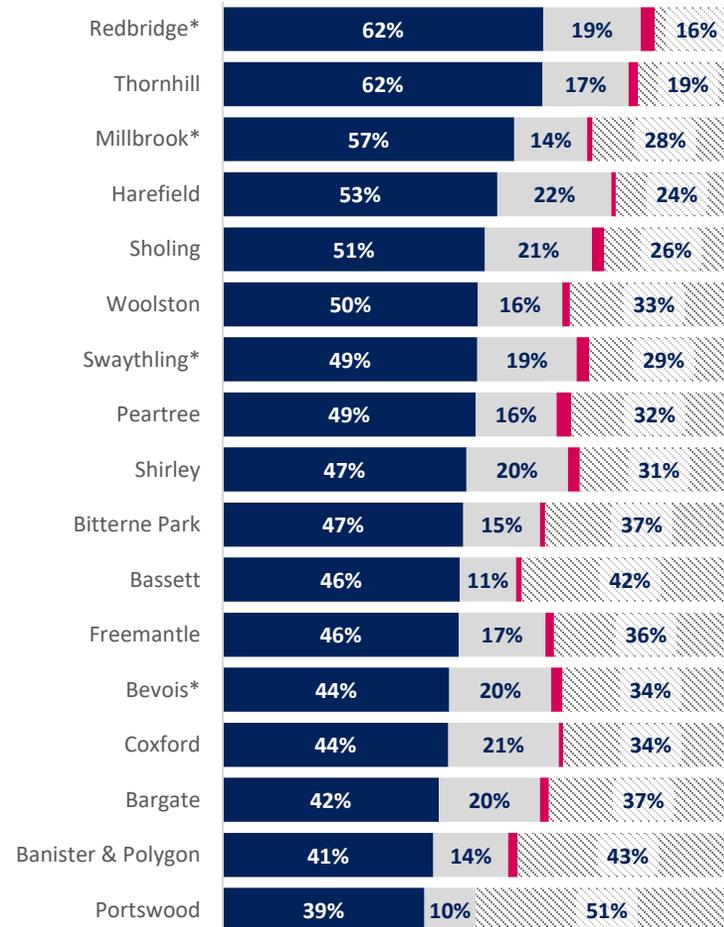


Overall, how satisfied or dissatisfied are you with each of the following public services?^

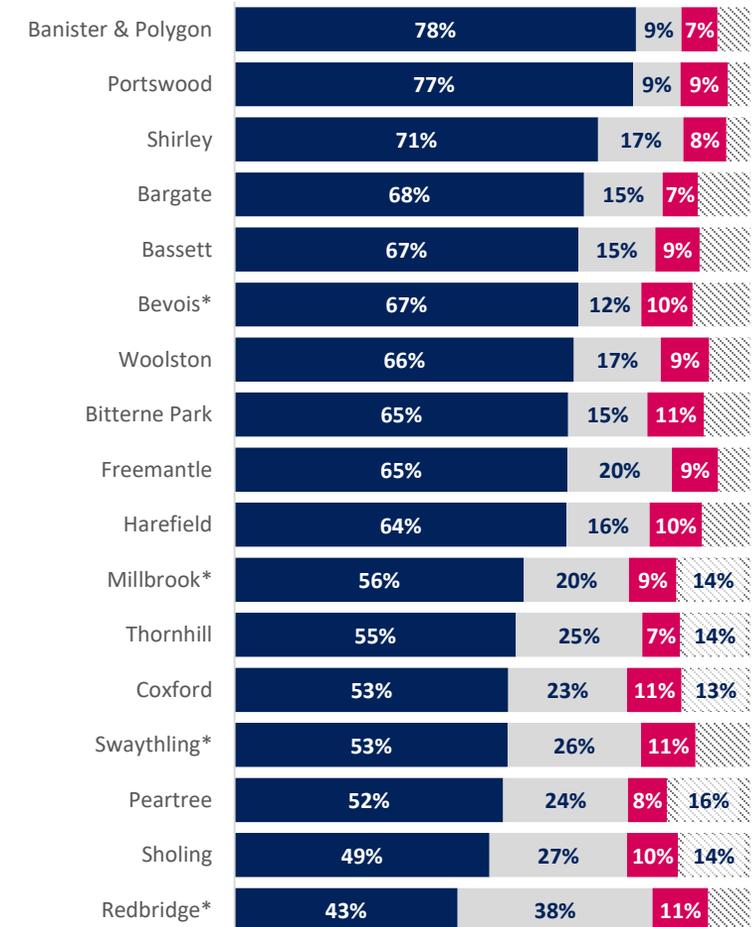
Bin collections



Fire & Rescue service



Libraries, museums & galleries

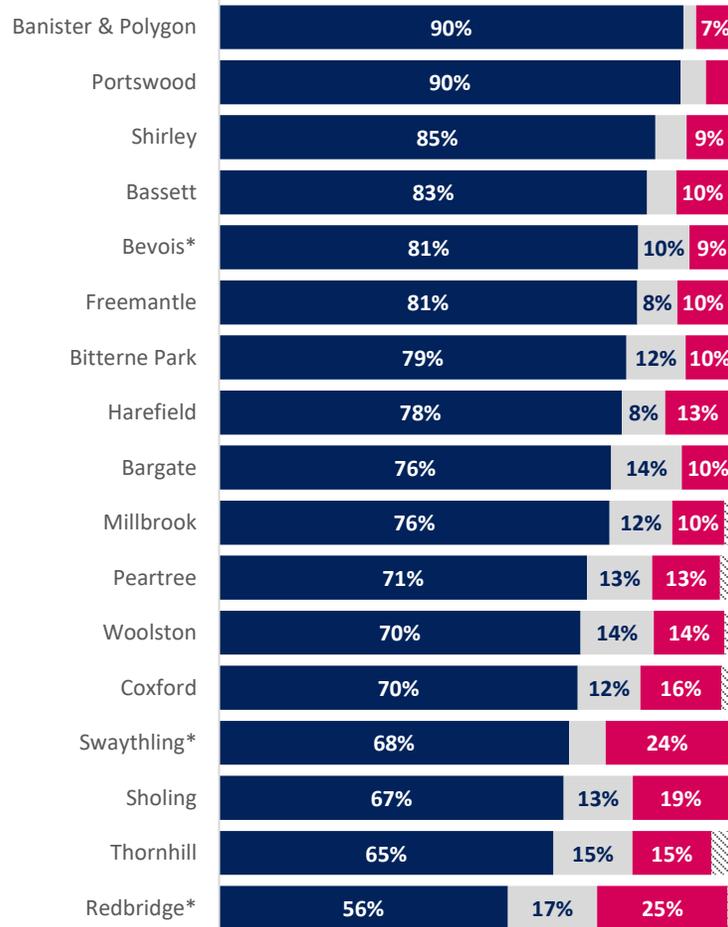


■ Satisfied ■ Neither ■ Dissatisfied ■ Don't know

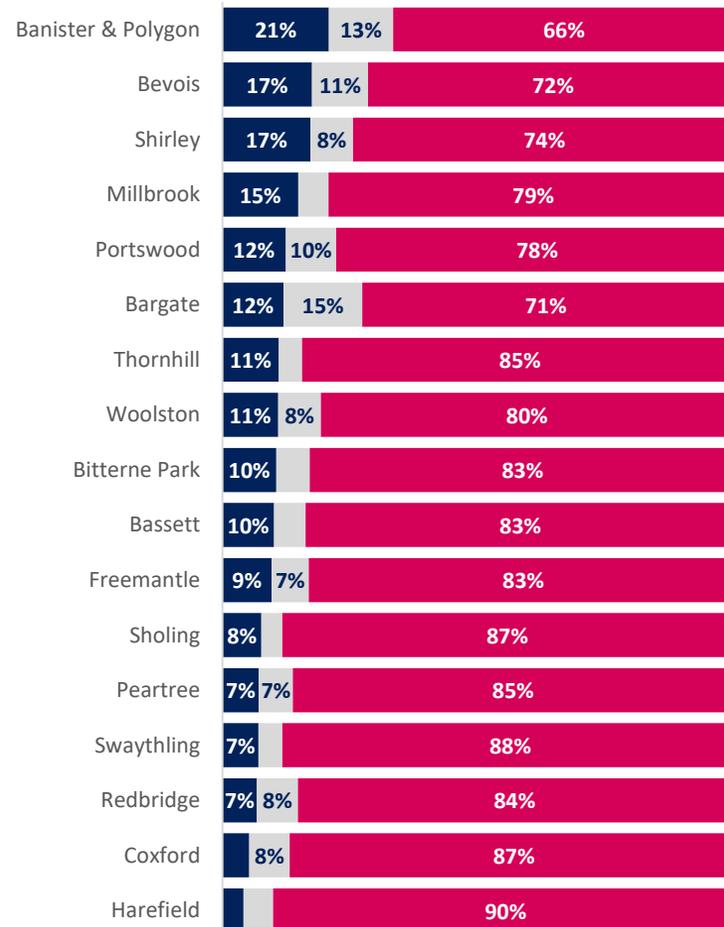


Overall, how satisfied or dissatisfied are you with each of the following public services?^

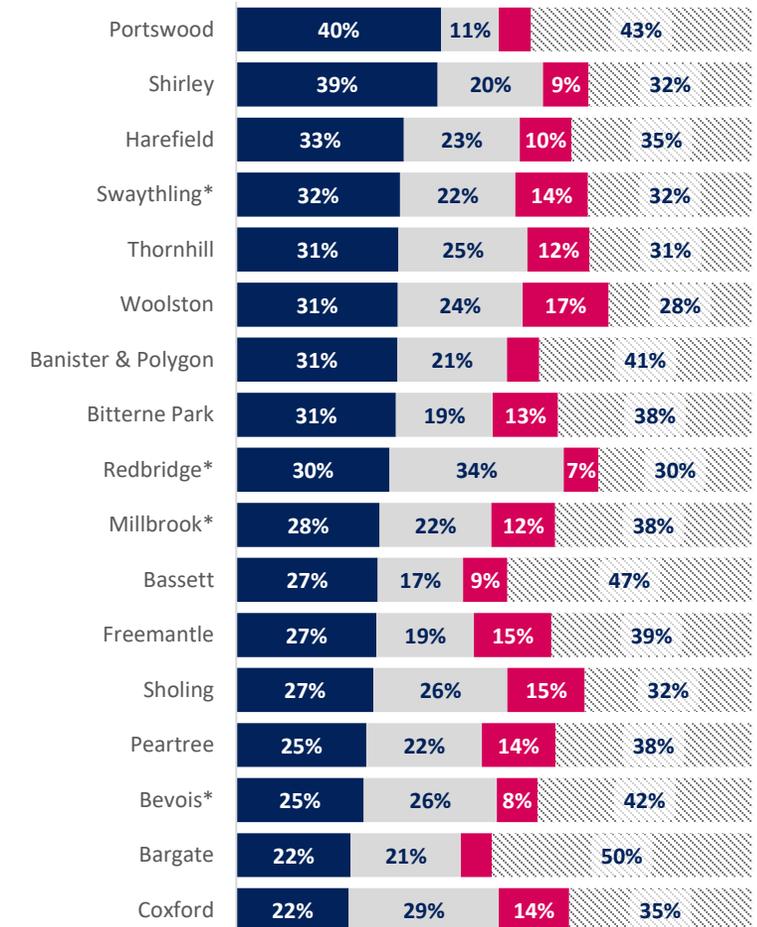
Parks, green spaces and play areas



Road and pavement maintenance



Schools & colleges

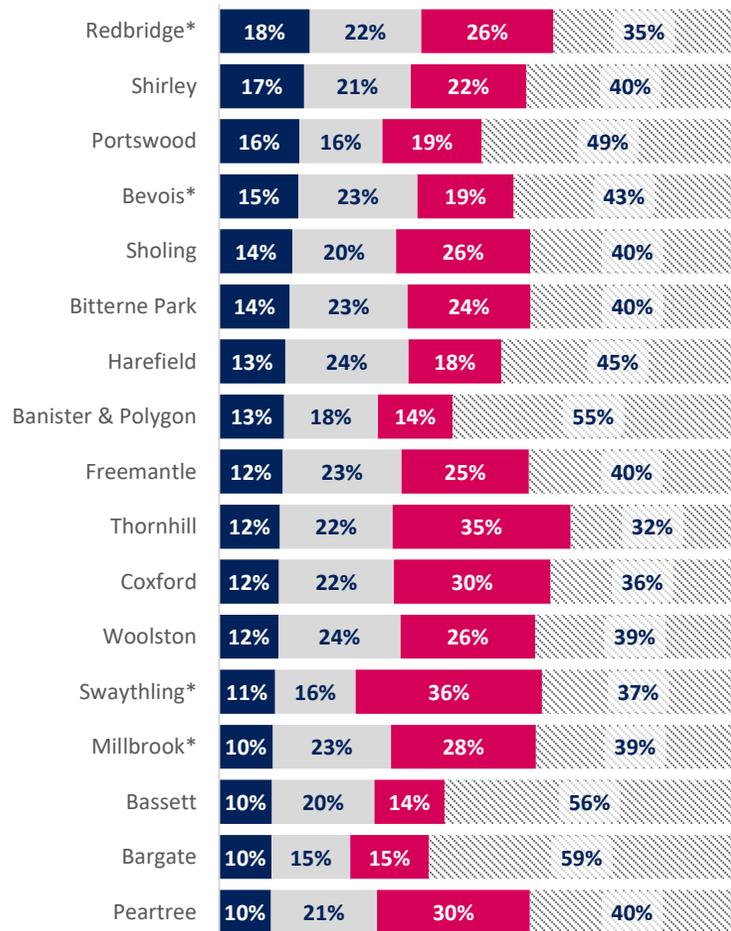


■ Satisfied ■ Neither ■ Dissatisfied ■ Don't know

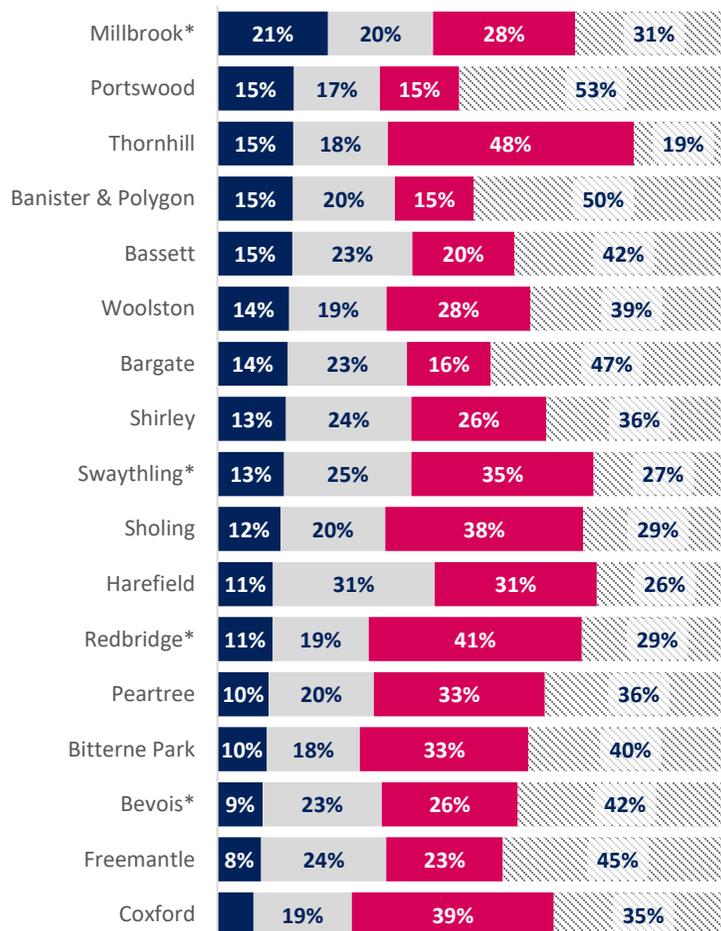


Overall, how satisfied or dissatisfied are you with each of the following public services?^

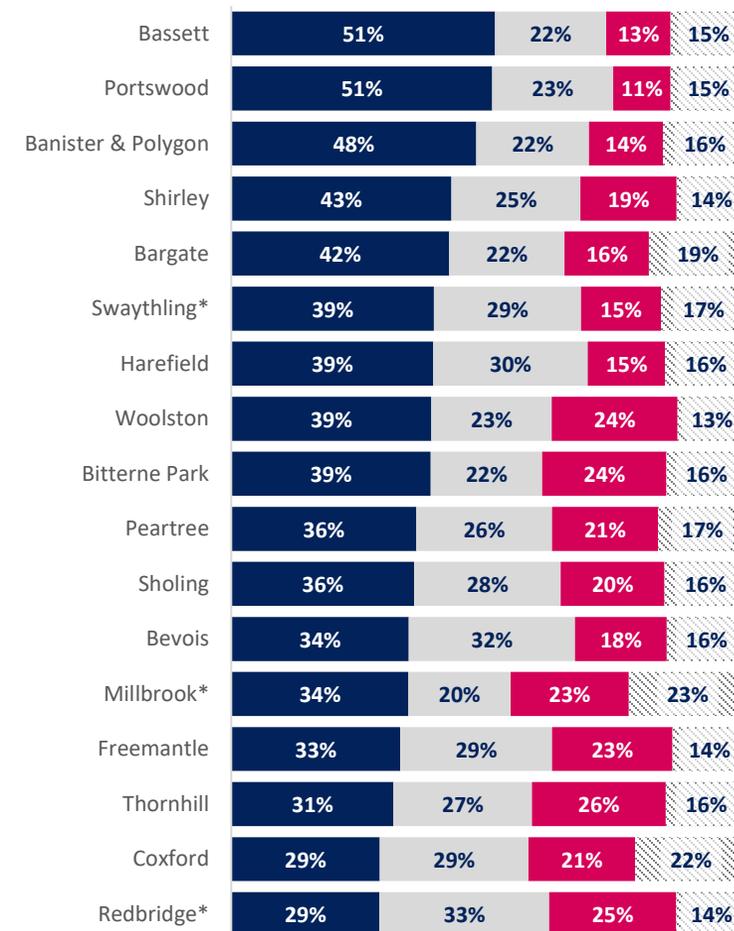
Services/support for children & young people



Services/support for older people



Sport & leisure facilities

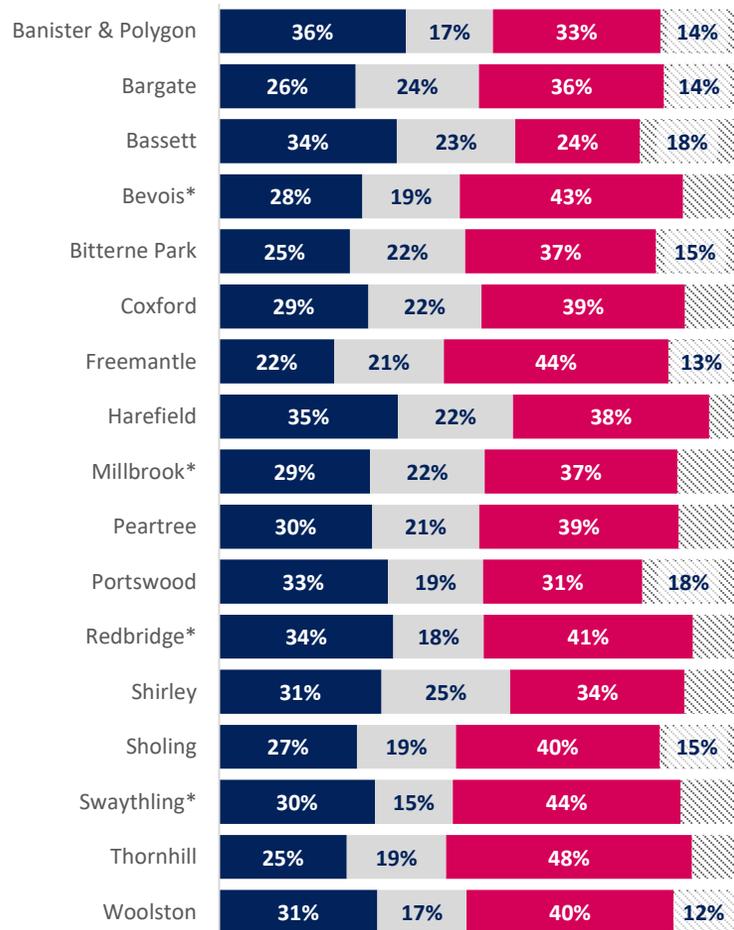


■ Satisfied ■ Neither ■ Dissatisfied ■ Don't know

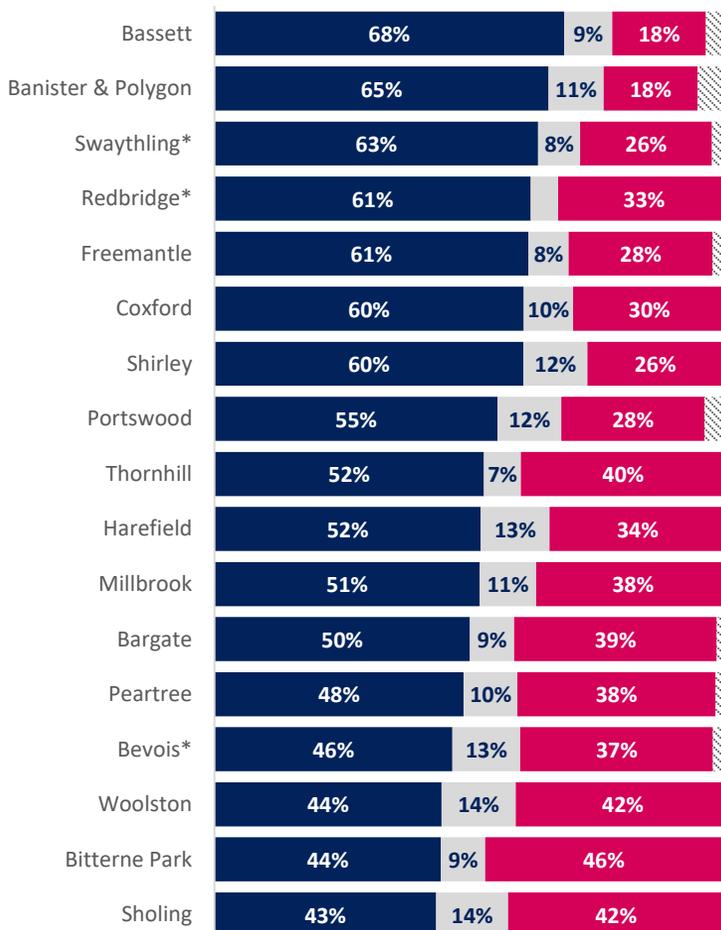


Overall, how satisfied or dissatisfied are you with each of the following public services?^

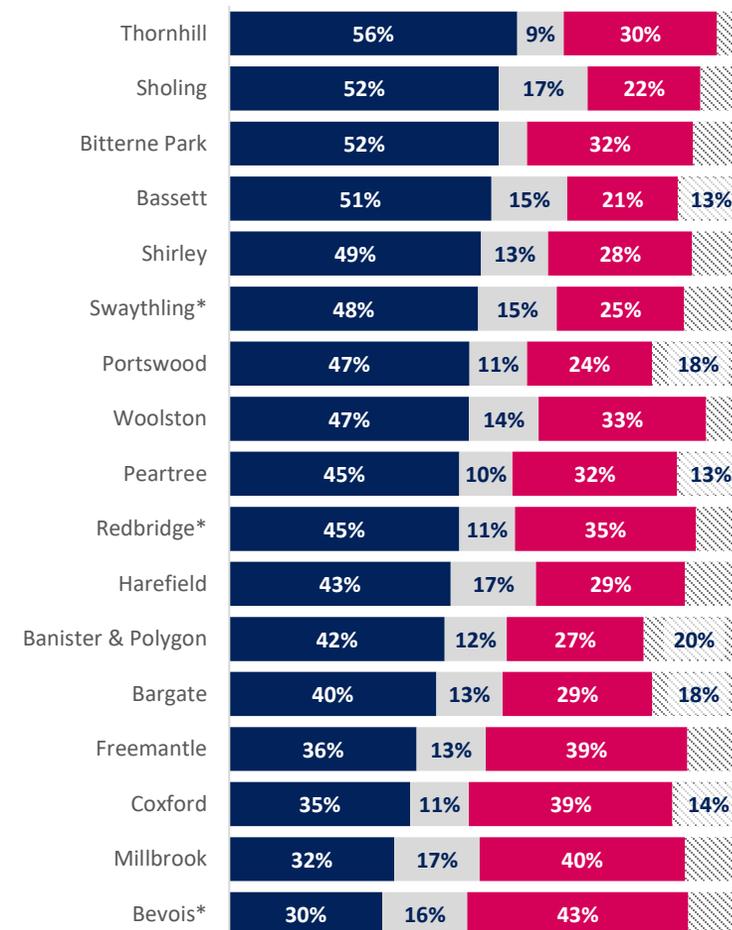
The police



Your GP



Your local dentist



■ Satisfied ■ Neither ■ Dissatisfied ■ Don't know

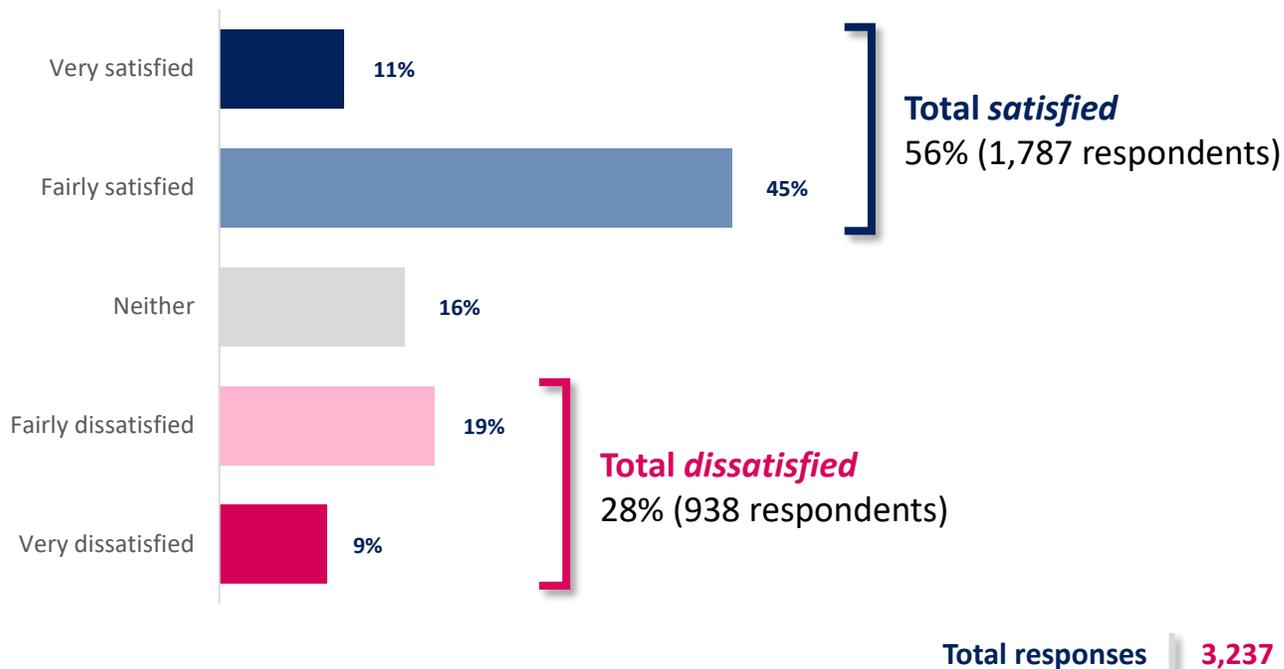


Communities & local area

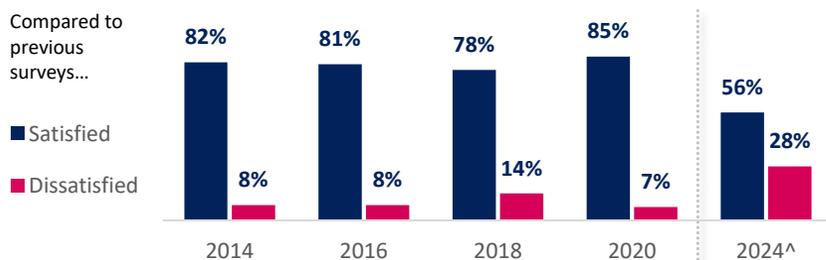
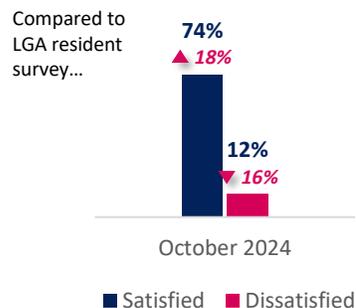




Overall, how satisfied or dissatisfied are you with your local area as a place to live?*



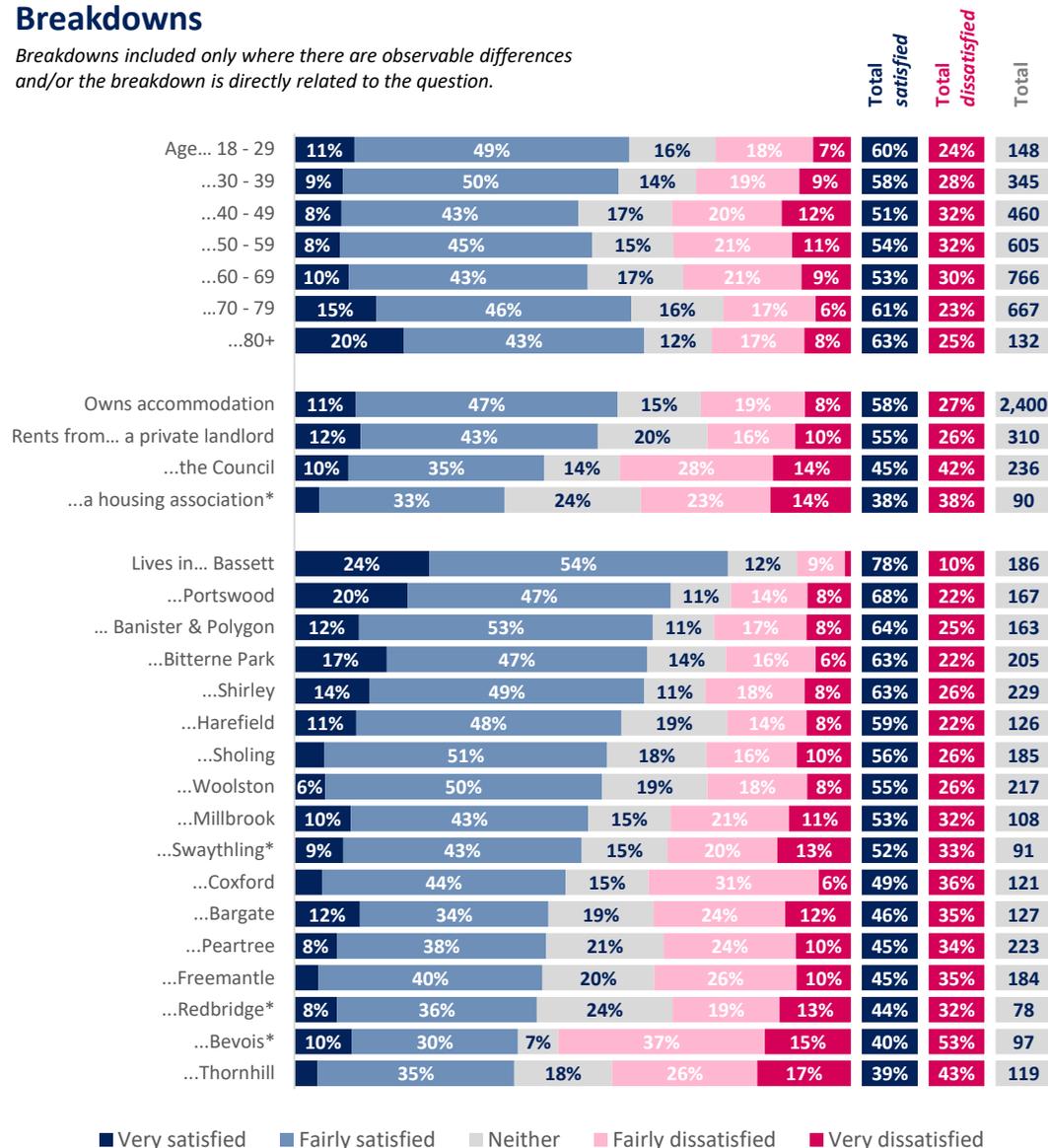
**Question asked only to those that confirmed they were Southampton residents.



[^]2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

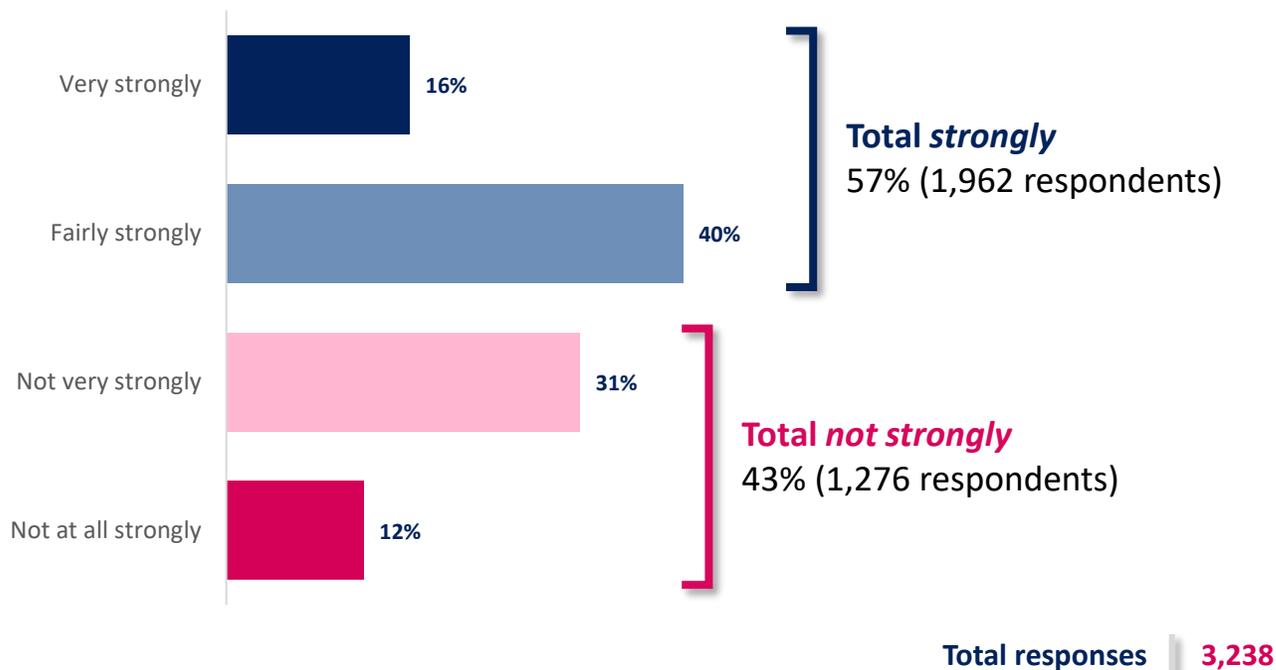
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



Legend: Very satisfied (dark blue), Fairly satisfied (medium blue), Neither (grey), Fairly dissatisfied (light pink), Very dissatisfied (dark pink)



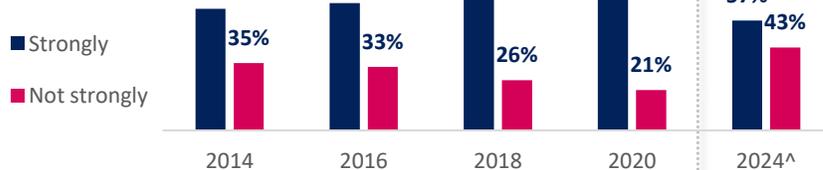
How strongly do you feel you belong to your local area?***



***Question asked only to those that confirmed they were Southampton residents.



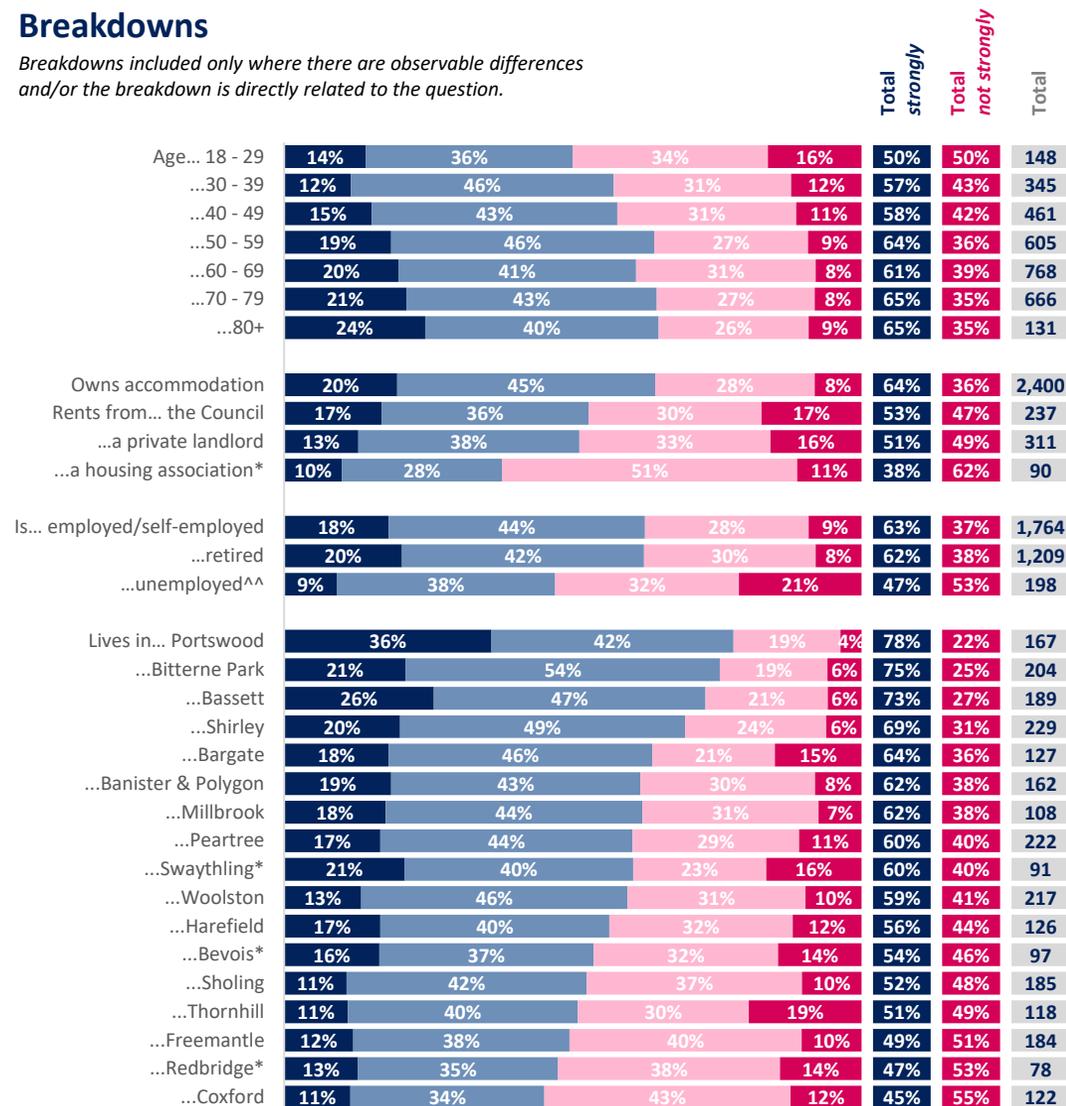
Compared to previous surveys...



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

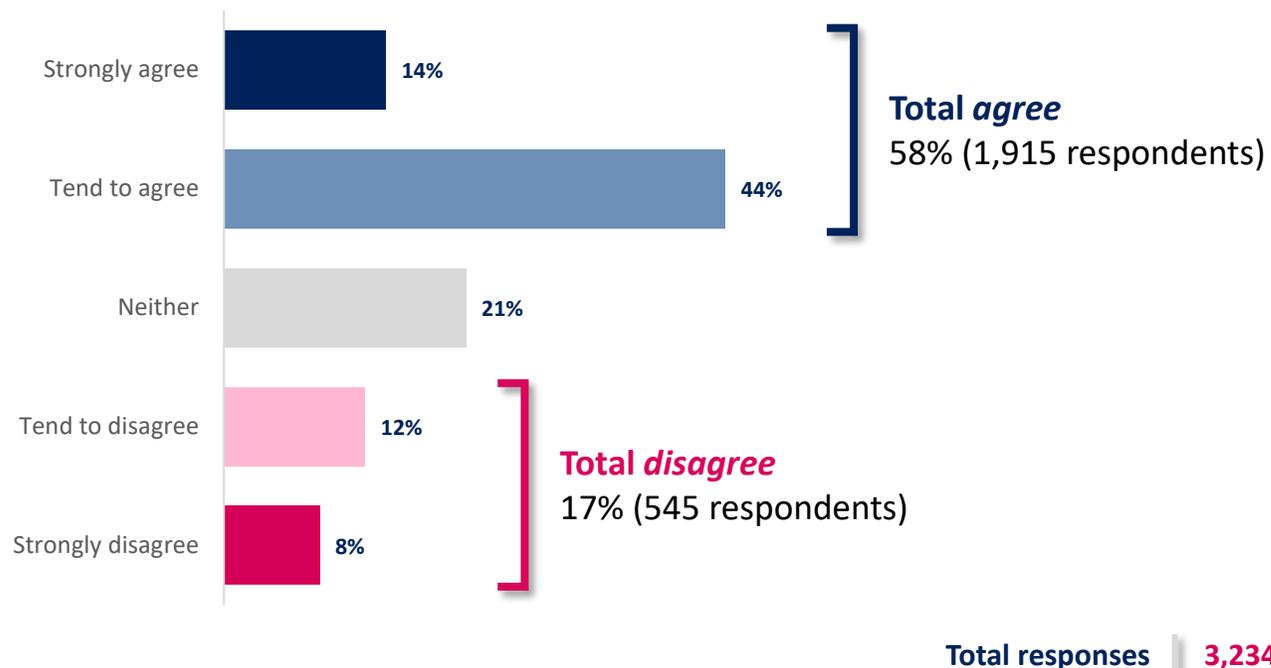


Very strongly Fairly strongly Not very strongly Not at all strongly

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



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

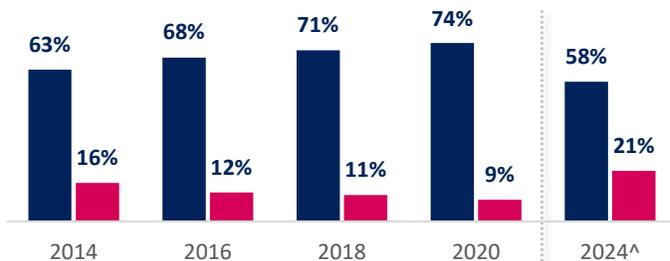


**Question asked only to those that confirmed they were Southampton residents.



Compared to previous surveys...

■ Agree
■ Disagree



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

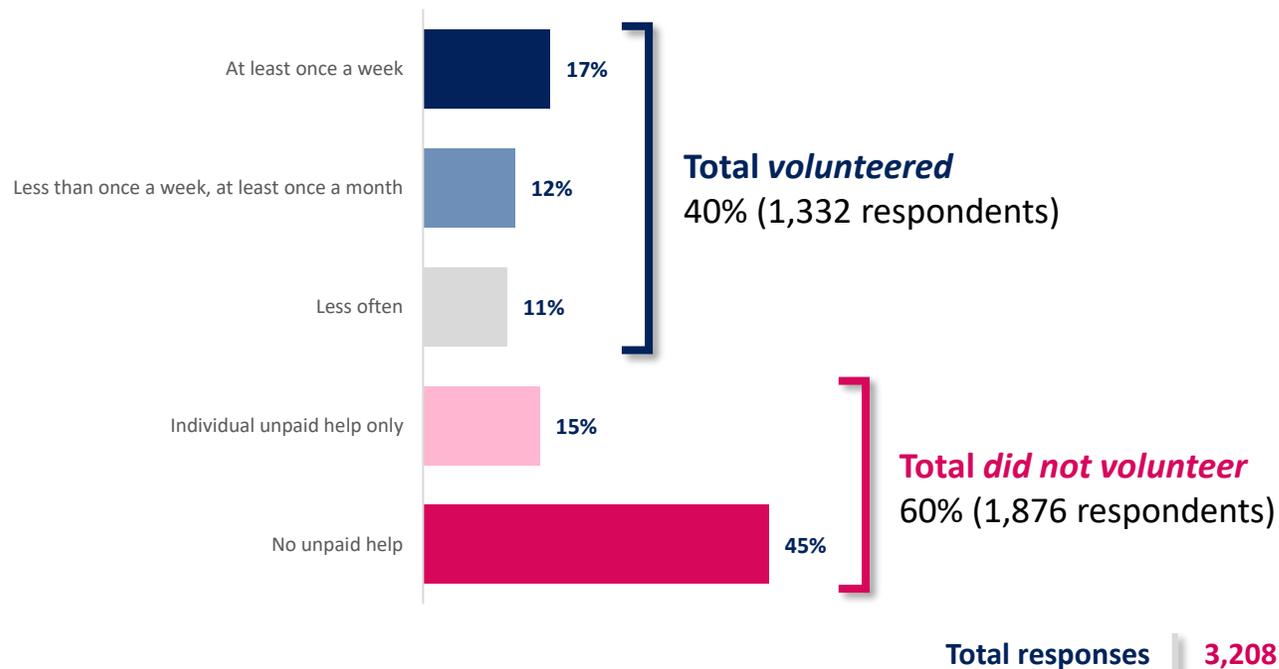
	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Total agree	Total disagree	Total
Age... 18 - 29	16%	41%	18%	14%	11%	56%	26%	148
...30 - 39	12%	51%	19%	13%	7%	63%	18%	342
...40 - 49	14%	47%	19%	12%	8%	61%	19%	462
...50 - 59	14%	46%	20%	11%	8%	61%	19%	605
...60 - 69	13%	42%	30%	11%	6%	55%	15%	766
...70 - 79	14%	48%	26%	8%	4%	62%	12%	667
...80+	17%	49%	25%	6%	3%	66%	9%	132
Ethnic minorities	19%	46%	19%	11%	6%	65%	17%	405
White British	13%	46%	24%	11%	6%	59%	16%	2,678
Has a disability	11%	40%	27%	13%	9%	50%	22%	731
Owns accommodation	14%	48%	23%	10%	5%	62%	15%	2,398
Rents from... a private landlord	16%	40%	23%	13%	9%	56%	21%	312
...the Council	10%	40%	30%	11%	9%	49%	20%	237
...a housing association*	10%	29%	34%	19%	8%	39%	27%	89
Is... employed/self-employed	15%	47%	21%	11%	6%	62%	17%	1,763
...retired	14%	46%	28%	8%	4%	60%	12%	1,209
...unemployed^^	7%	41%	23%	18%	11%	48%	29%	197
Lives in... Portwood	25%	53%	14%	7%	1%	78%	8%	165
...Bassett	21%	53%	16%	7%	3%	74%	10%	189
...Bitterne Park	18%	50%	21%	10%	1%	67%	12%	205
...Shirley	16%	50%	21%	8%	5%	66%	13%	228
...Millbrook	16%	50%	20%	10%	5%	65%	15%	107
...Swaythling*	19%	44%	20%	10%	8%	63%	18%	91
...Bevois*	21%	41%	16%	12%	9%	62%	22%	97
...Bargate	14%	47%	23%	7%	9%	61%	16%	127
...Banister & Polygon	17%	42%	26%	10%	5%	59%	15%	163
...Coxford	11%	48%	23%	10%	8%	59%	18%	121
...Harefield	12%	45%	29%	10%	4%	57%	14%	124
...Freemantle	9%	47%	23%	13%	8%	56%	21%	184
...Peartree	14%	41%	27%	13%	6%	55%	19%	222
...Woolston	11%	44%	25%	11%	9%	55%	20%	217
...Redbridge*	8%	44%	35%	9%	5%	51%	14%	78
...Sholing	7%	39%	34%	15%	5%	46%	20%	185
...Thornhill	29%	33%	25%	9%	3%	33%	34%	119

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

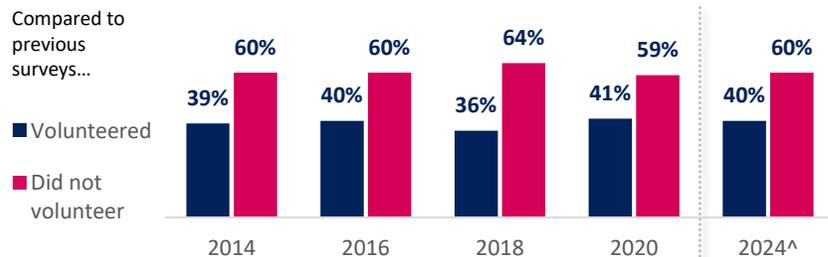
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



Overall, how often over the last 12 months have you volunteered or given unpaid help to any groups, clubs or organisations? ** Please only include work that is unpaid and not for your family.



**Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

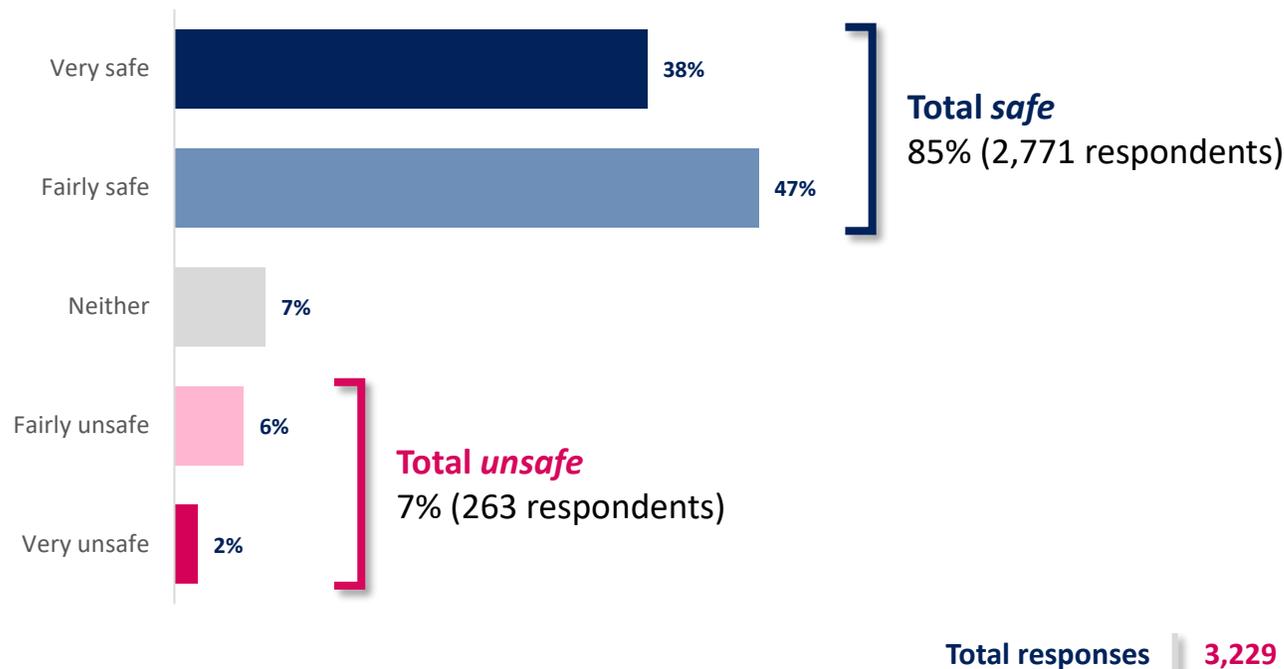
	At least once a week	Less than once a week, at least once a month	Less often	Individual unpaid help only	No unpaid help	Total volunteered	Total did not volunteer	Total
Studies in Southampton	31%	10%	15%	10%	34%	56%	44%	109
Southampton resident	17%	12%	11%	15%	45%	40%	60%	3,608
Female	21%	12%	11%	14%	41%	44%	56%	1,630
Male	17%	11%	9%	16%	47%	37%	63%	1,291
Age... 18 - 29	10%	12%	12%	17%	50%	33%	67%	147
...30 - 39	12%	13%	17%	14%	43%	43%	57%	343
...40 - 49	11%	13%	14%	16%	46%	38%	62%	461
...50 - 59	17%	10%	13%	16%	45%	40%	61%	600
...60 - 69	21%	11%	8%	14%	46%	40%	60%	761
...70 - 79	30%	13%	5%	15%	37%	49%	51%	660
...80+	22%	11%	5%	11%	50%	39%	61%	131
Owns accommodation	21%	12%	10%	15%	43%	43%	57%	2,382
Rents from... a private...	11%	12%	14%	16%	48%	37%	63%	309
...the Council	18%	8%	8%	15%	50%	35%	65%	236
...a housing association*	12%	12%	9%	21%	46%	33%	67%	90
Is... retired	27%	12%	6%	13%	42%	44%	56%	1,196
...employed/self-employed	14%	12%	14%	17%	44%	40%	60%	1,757
...unemployed^^	21%	8%	7%	12%	52%	36%	64%	194
Lives in... Portswood	33%	14%	5%	14%	34%	53%	47%	167
...Bassett	31%	10%	12%	14%	33%	53%	47%	186
...Swaythling*	19%	14%	14%	8%	45%	47%	53%	91
...Freemantle	15%	20%	12%	9%	43%	47%	53%	182
...Banister & Polygon	19%	14%	13%	17%	37%	46%	54%	163
...Shirley	19%	13%	12%	18%	38%	44%	56%	226
...Bitterne Park	22%	9%	12%	11%	46%	43%	57%	204
...Harefield	18%	12%	12%	14%	44%	42%	58%	125
...Bargate	20%	13%	8%	15%	44%	40%	60%	126
...Peartree	19%	11%	11%	15%	45%	40%	60%	219
...Sholing	17%	12%	8%	15%	49%	36%	64%	181
...Coxford	15%	12%	10%	19%	45%	36%	64%	121
...Bevois*	17%	8%	8%	25%	41%	34%	66%	95
...Millbrook	19%	6%	7%	15%	53%	32%	68%	108
...Woolston	15%	7%	10%	16%	51%	32%	68%	216
...Thornhill	14%	8%	7%	12%	60%	28%	72%	118
...Redbridge*	7%	5%	9%	24%	55%	21%	79%	76

■ At least once a week
 ■ Less than once a week, at least once a month
 ■ Less often
 ■ Individual unpaid help only
 ■ No unpaid help

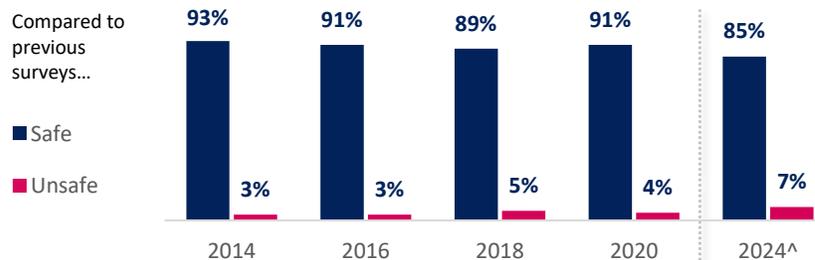
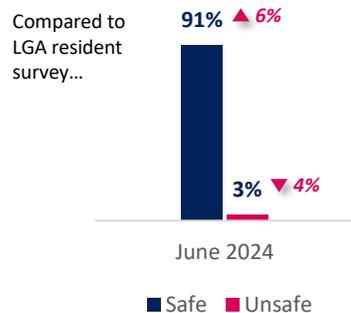
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How safe or unsafe do you feel when outside? In your local area, during the day**



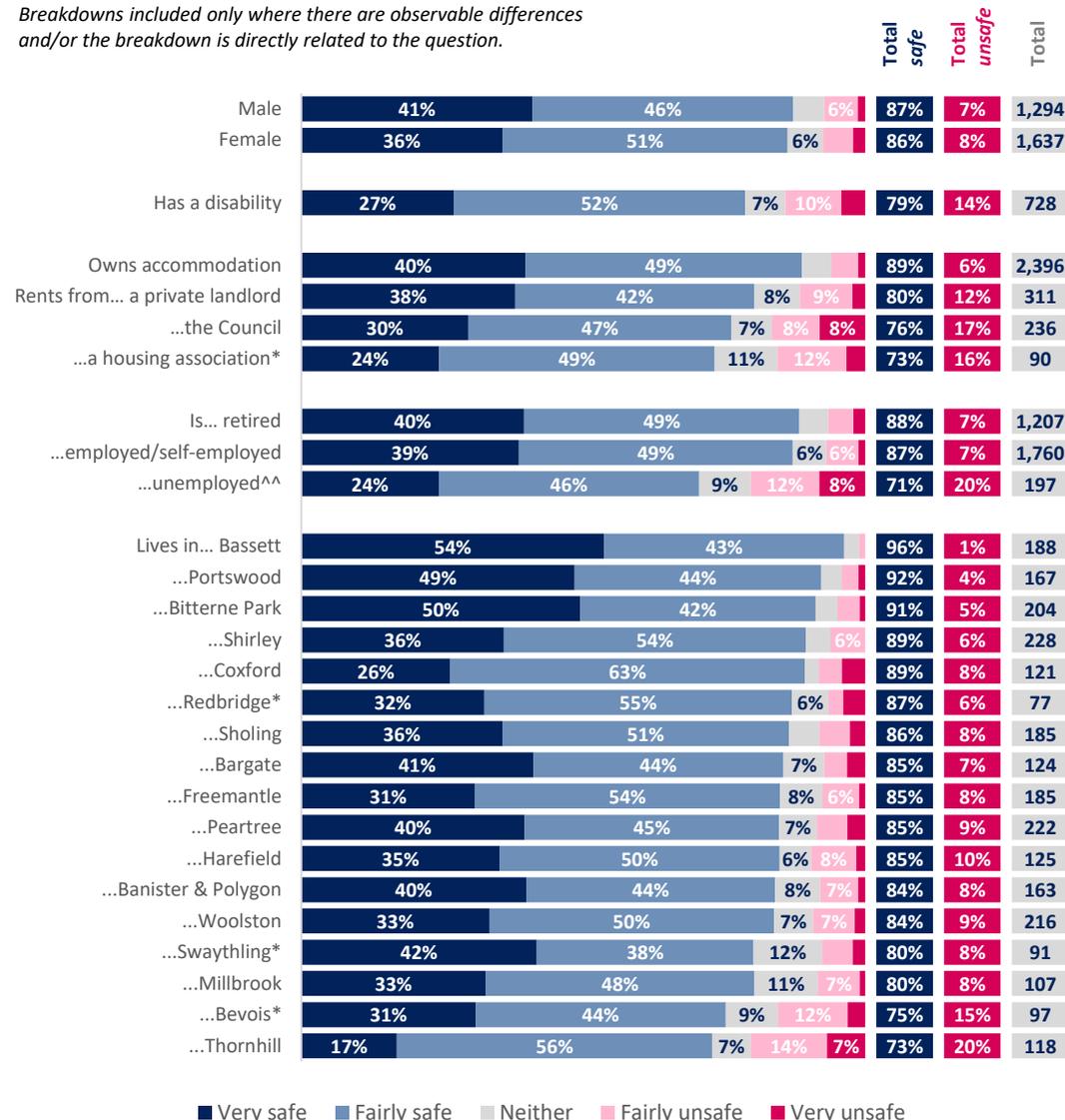
**Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

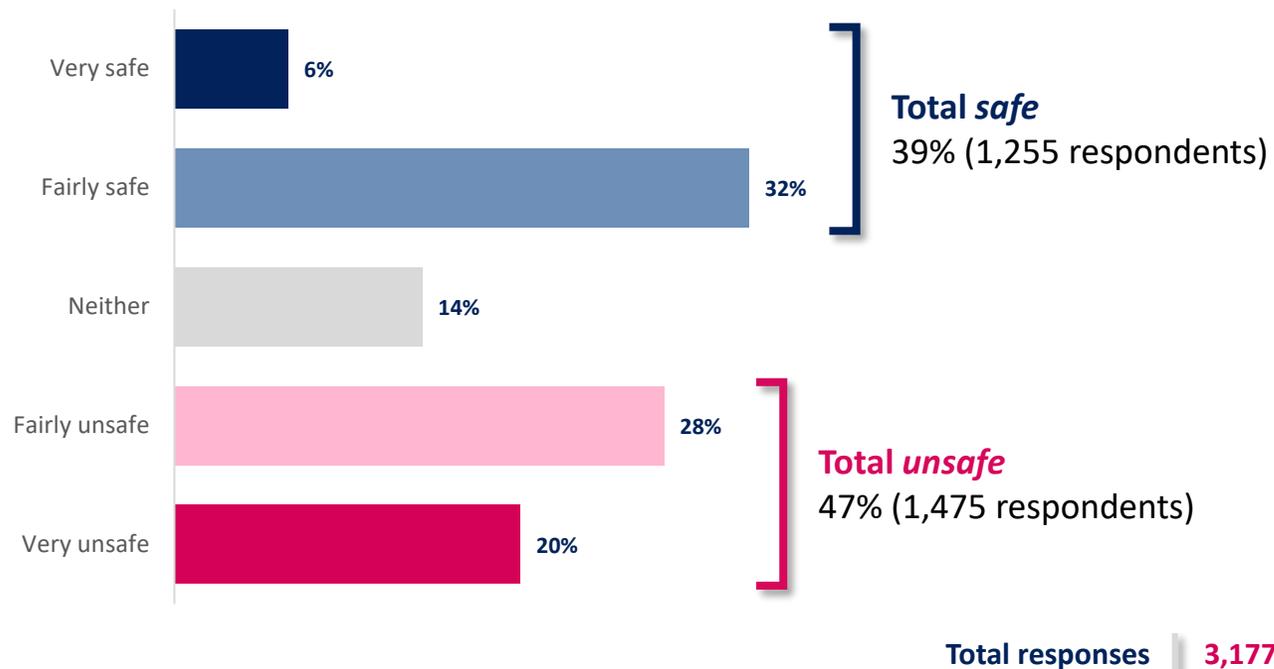
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



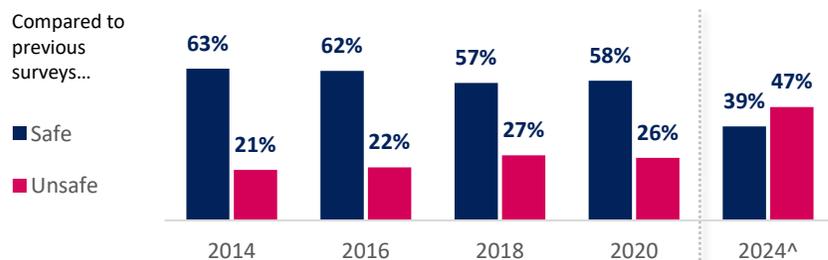
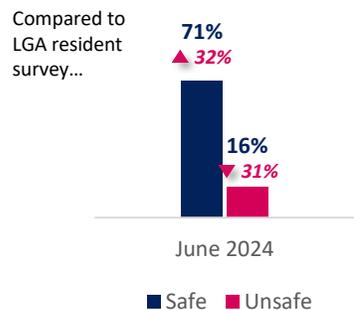
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How safe or unsafe do you feel when outside? In your local area, after dark**



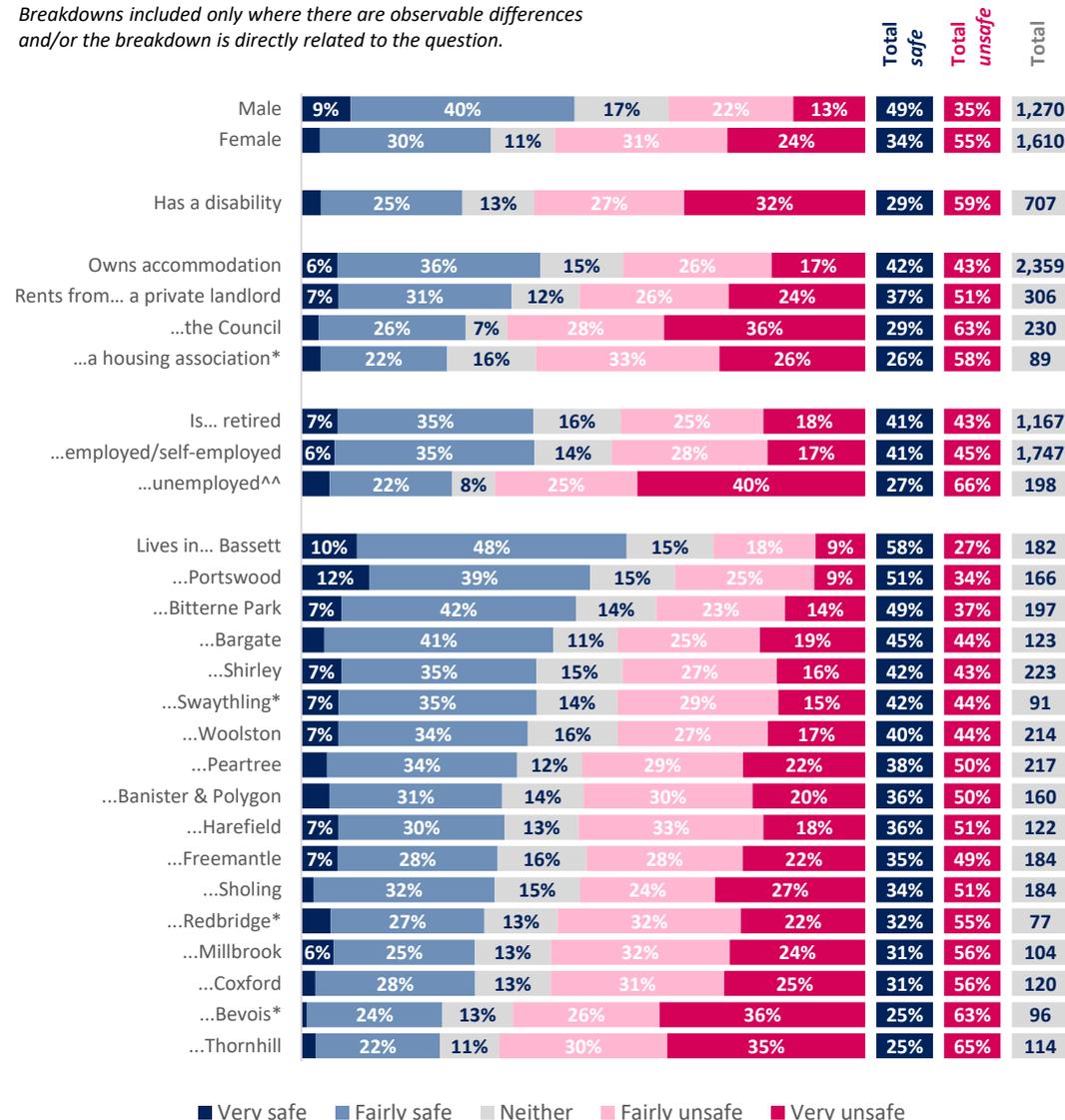
**Question asked only to those that confirmed they were Southampton residents.



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

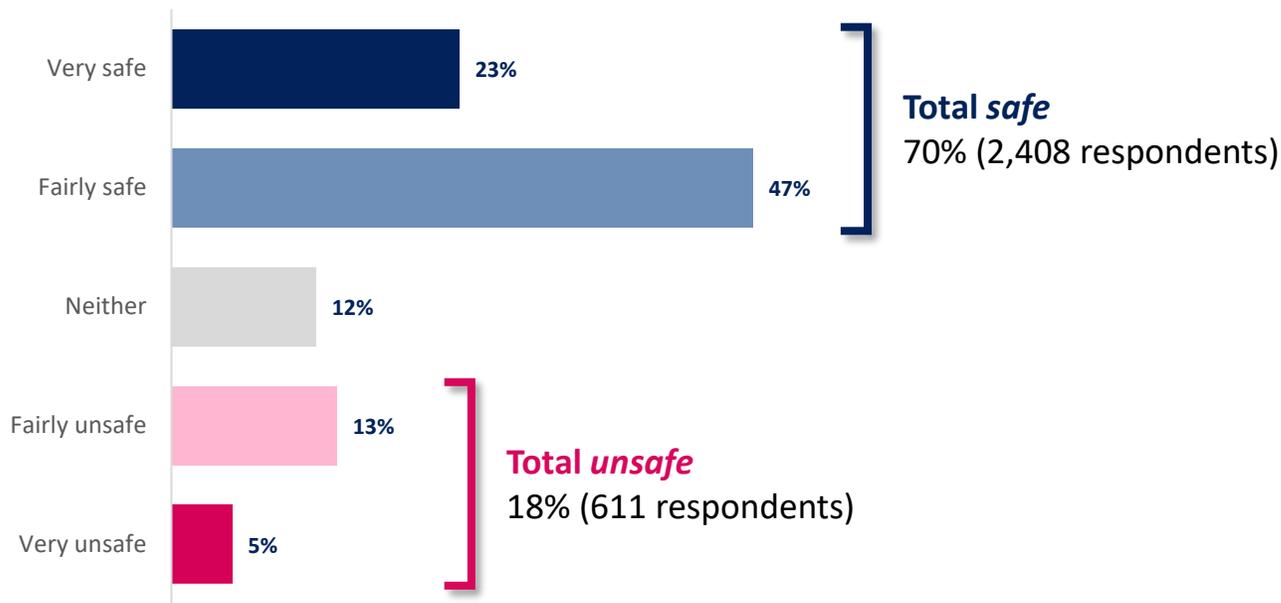
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How safe or unsafe do you feel when outside? In the city centre, during the day**



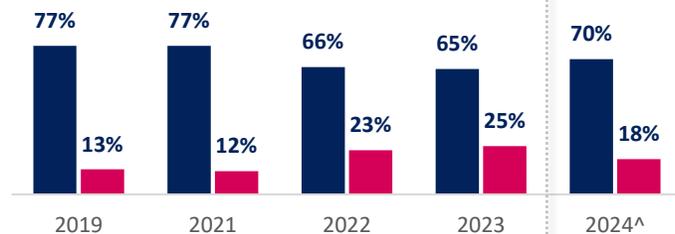
Total responses 3,440

**Question open to all respondents.



Compared to previous surveys...

Safe
Unsafe



^Comparison between 2024 city survey and 2019-23 community safety surveys. Difference in methodology and survey context may impact results: discretion advised when interpreting data.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

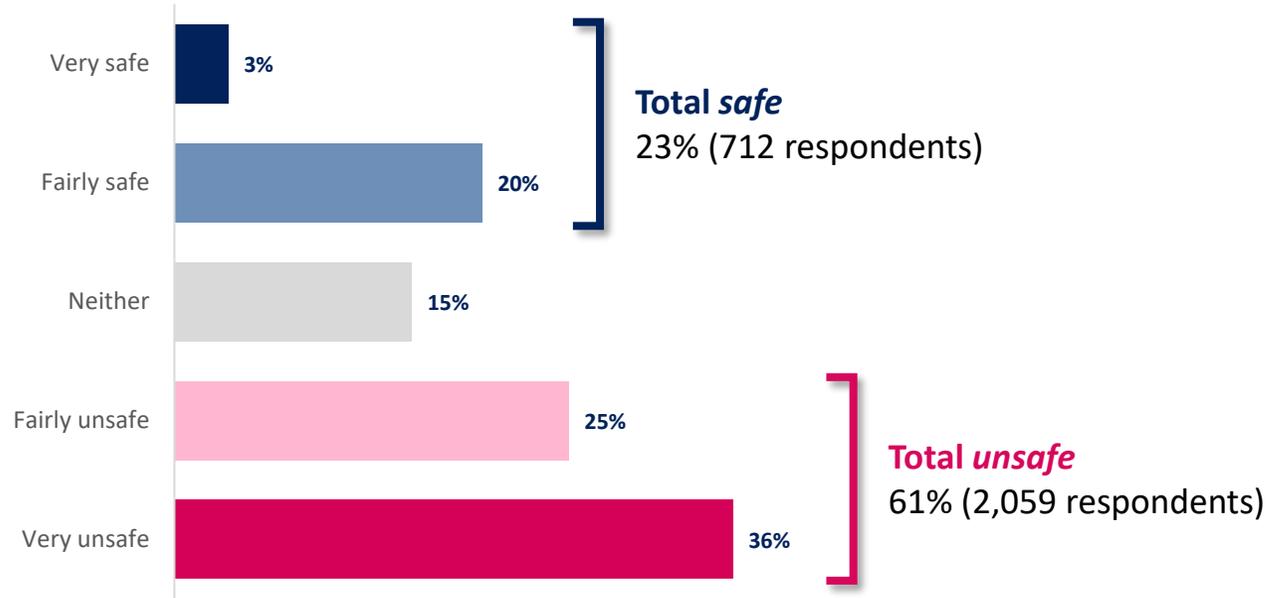
	Very safe	Fairly safe	Neither	Fairly unsafe	Very unsafe	Total safe	Total unsafe	Total
Visiting Southampton (non-resident)	24%	56%	10%	10%	0%	80%	10%	199
Southampton resident	23%	46%	12%	14%	5%	69%	19%	3,174
Male	25%	48%	12%	12%	3%	73%	15%	1,392
Female	21%	49%	12%	14%	4%	70%	18%	1,725
Age... 18 - 29	23%	48%	7%	17%	3%	71%	22%	172
...30 - 39	21%	53%	12%	11%	1%	74%	14%	378
...40 - 49	20%	49%	12%	15%	2%	69%	19%	519
...50 - 59	24%	45%	11%	15%	3%	69%	20%	657
...60 - 69	22%	47%	14%	13%	2%	69%	17%	790
...70 - 79	26%	47%	11%	12%	2%	73%	16%	672
...80+	26%	46%	14%	10%	2%	72%	13%	127
Ethnic minorities	27%	44%	13%	12%	2%	72%	15%	427
White British ethnicity	22%	48%	12%	13%	3%	71%	17%	2,850
Has a disability	14%	44%	15%	19%	8%	59%	27%	741
Owns accommodation	24%	50%	12%	11%	1%	73%	15%	2,539
Rents from... a private landlord	27%	41%	12%	16%	2%	68%	20%	333
...a housing association	18%	40%	11%	25%	7%	58%	31%	102
...the Council	18%	34%	15%	23%	9%	53%	33%	232
Is... employed/self-employed	23%	50%	11%	13%	1%	73%	16%	1,947
...retired	25%	46%	13%	13%	1%	71%	16%	1,215
...unemployed^^	18%	39%	12%	19%	13%	57%	32%	200

Very safe Fairly safe Neither Fairly unsafe Very unsafe

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How safe or unsafe do you feel when outside? In the city centre, after dark**

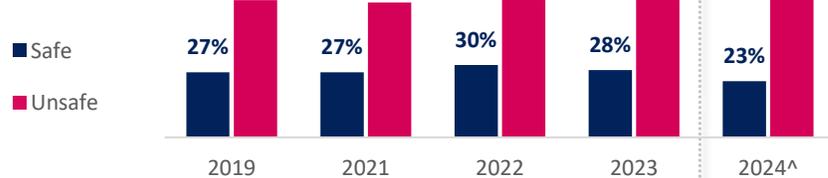


Total responses 3,241

**Question open to all respondents.



Compared to previous surveys...



^Comparison between 2024 city survey and 2019-23 community safety surveys. Difference in methodology and survey context may impact results: discretion advised when interpreting data.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

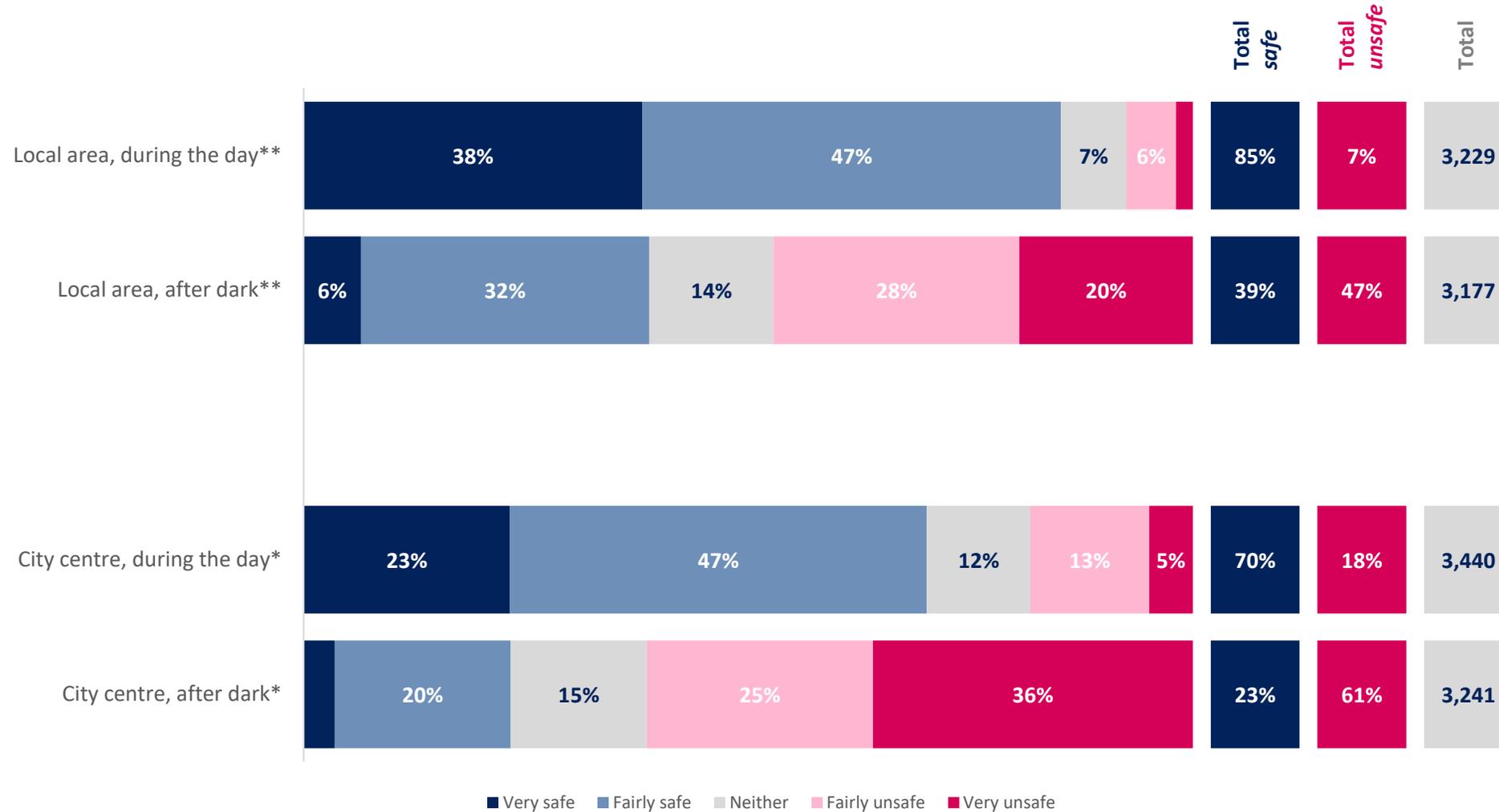
	Very safe	Fairly safe	Neither	Fairly unsafe	Very unsafe	Total safe	Total unsafe	Total
Visiting Southampton (non-resident)	25%	17%	31%	24%	28%	55%	187	
Southampton resident	19%	15%	25%	37%	23%	62%	2,989	
Male	25%	18%	27%	25%	29%	52%	1,316	
Female	15%	11%	28%	44%	17%	72%	1,615	
18 - 29	15%	13%	27%	39%	20%	66%	171	
30 - 39	22%	13%	30%	31%	25%	61%	376	
40 - 49	22%	12%	27%	36%	25%	63%	510	
50 - 59	18%	15%	29%	35%	20%	64%	641	
60 - 69	19%	16%	26%	37%	21%	63%	747	
70 - 79	19%	16%	27%	36%	22%	62%	580	
80+*	18%	14%	26%	39%	21%	65%	97	
Ethnic minorities	19%	15%	28%	32%	25%	60%	420	
White British	20%	15%	27%	36%	22%	64%	2,660	
Has a disability	12%	10%	24%	52%	13%	76%	692	
Owns accommodation	21%	15%	28%	33%	24%	61%	2,375	
Rents from... a private landlord	17%	13%	25%	38%	23%	63%	326	
...a housing association*	12%	8%	35%	41%	16%	76%	98	
...the Council	13%	9%	21%	56%	15%	76%	216	
Is... employed/self-employed	21%	14%	29%	32%	24%	62%	1,909	
...retired	19%	15%	26%	38%	22%	64%	1,051	
...unemployed^^	12%	14%	19%	52%	16%	71%	192	

Very safe Fairly safe Neither Fairly unsafe Very unsafe

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How safe or unsafe do you feel when outside? *Summary of overall responses*



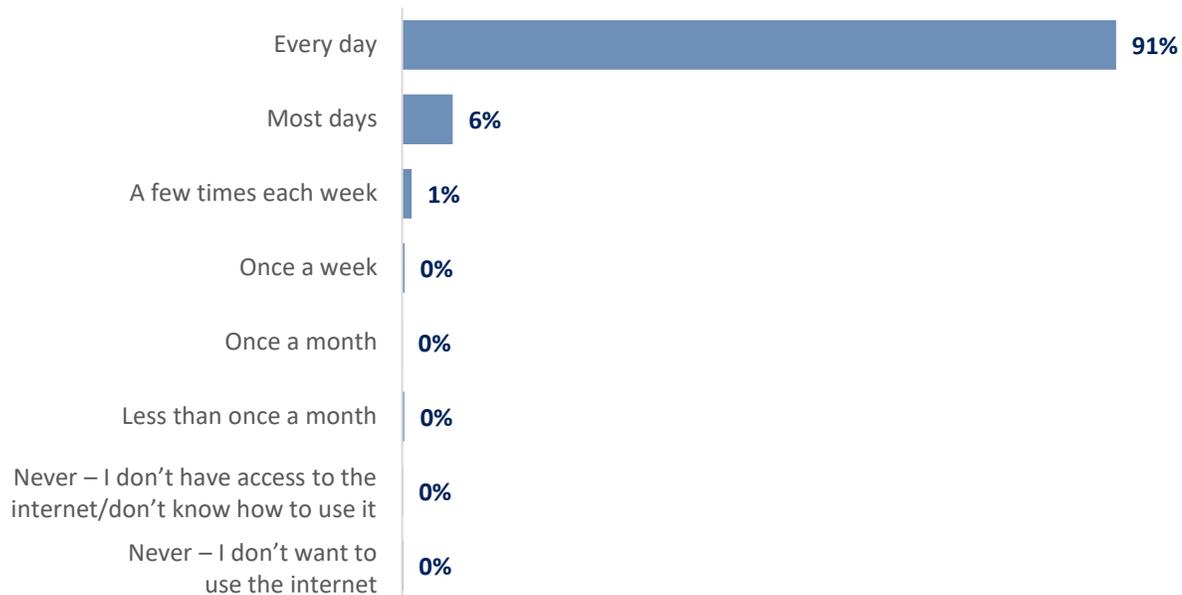


Education & skills





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

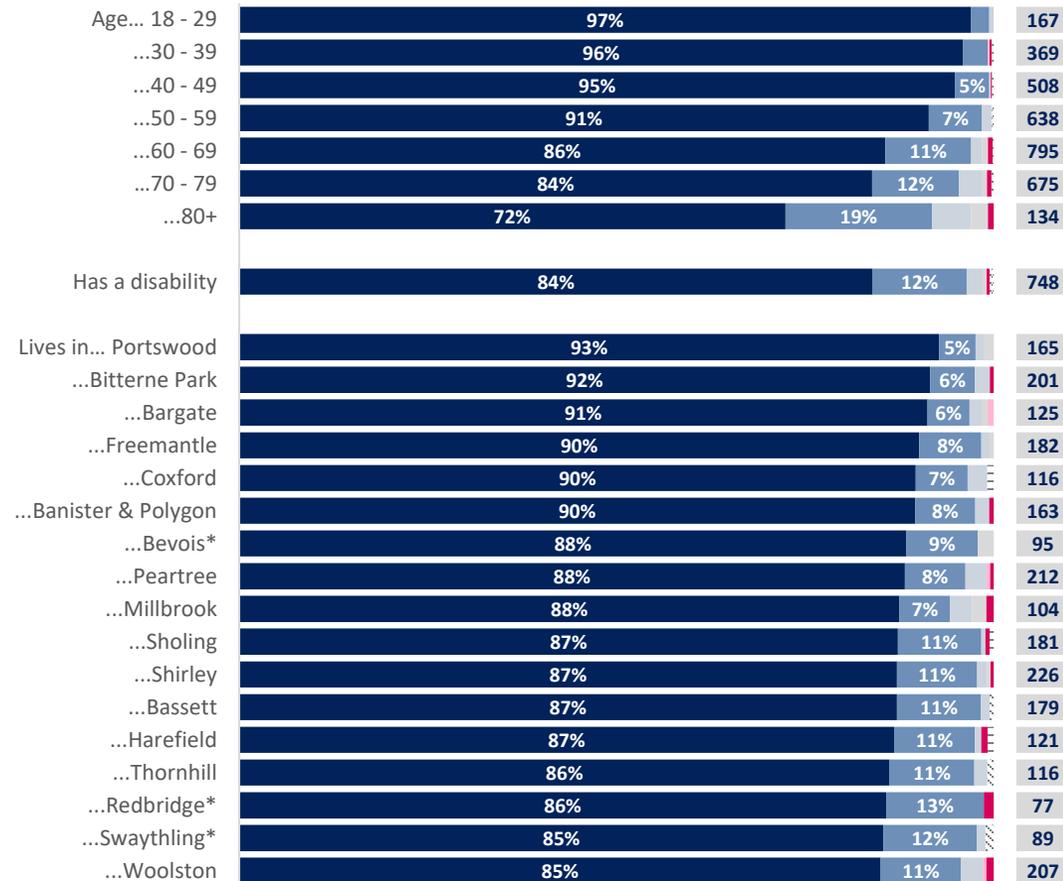


Total responses | 3,411

**Question open to all respondents

Breakdowns

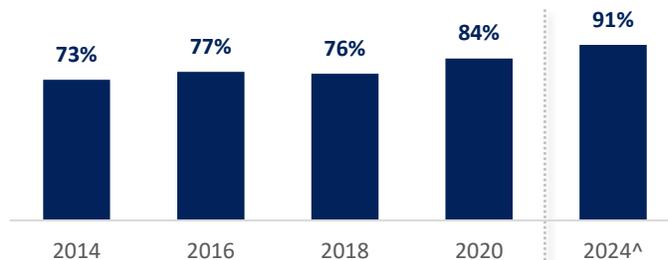
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ Every day
 ■ Most days
 ■ A few times each week
 ■ Once a week
 ■ Once a month
 ■ Less than once a month
 ■ Never – I don't have access to the internet/don't know how to use it
 ■ Never – I don't want to use the internet



Daily access, compared to previous surveys...

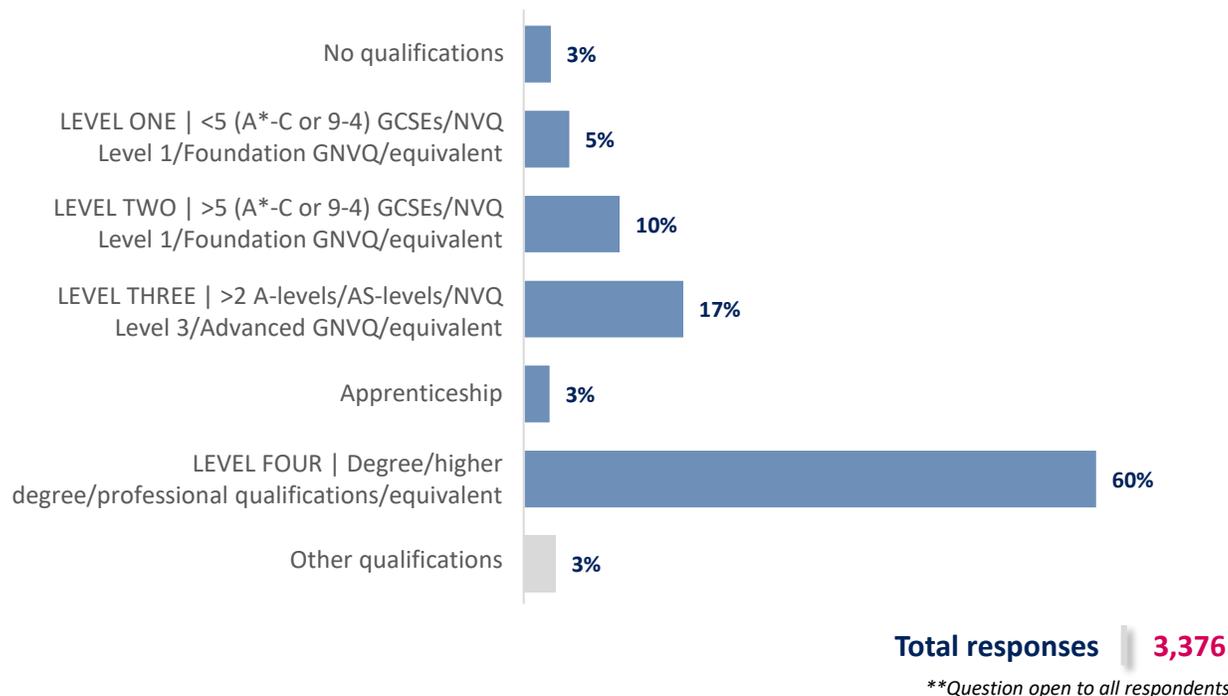


^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

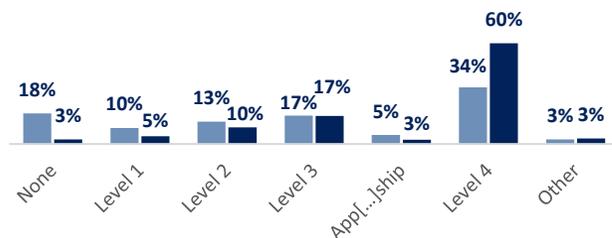


Which of the following best describes your highest level of qualification? **



Compared to previous surveys...

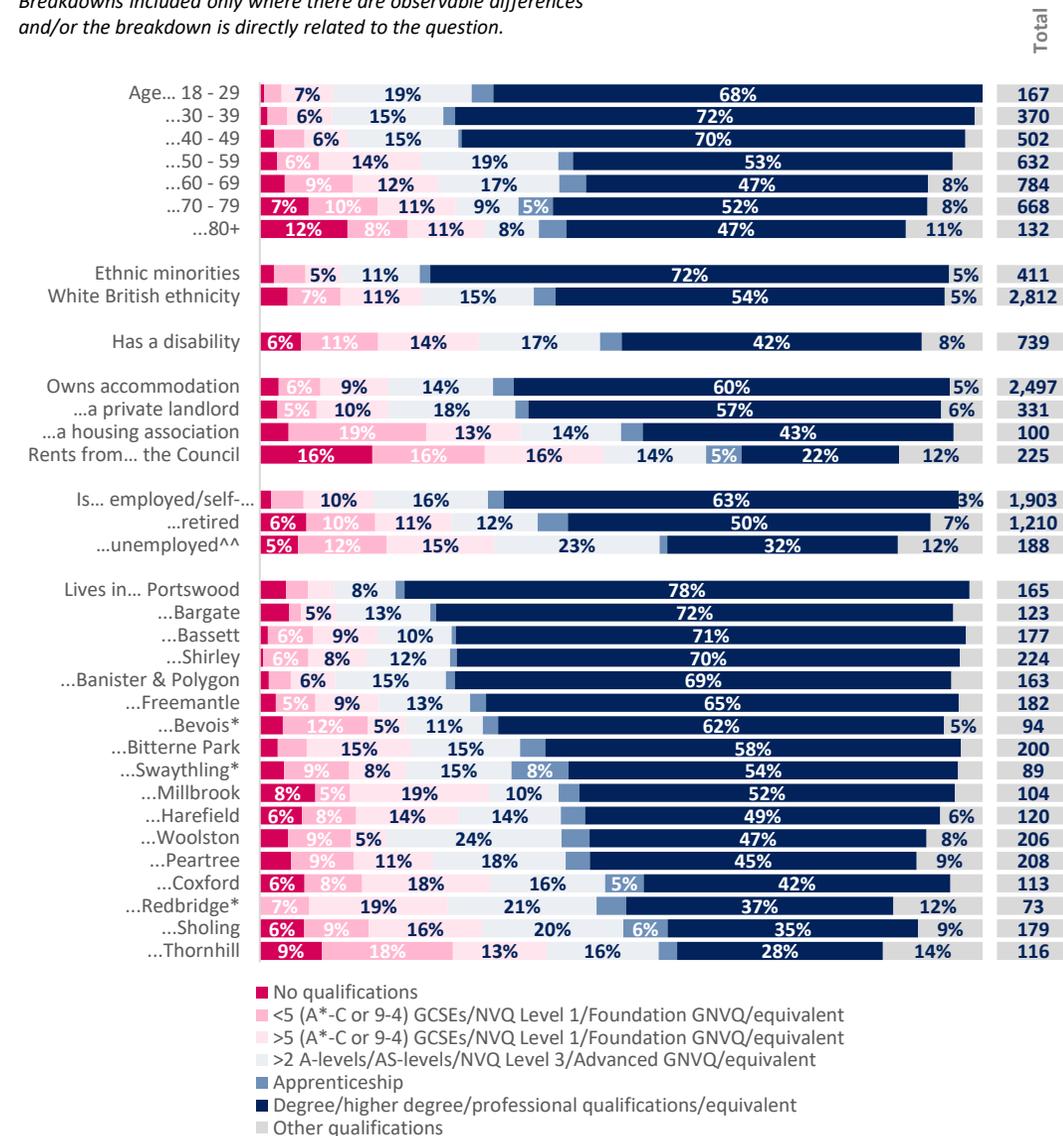
■ Census 2021
■ City survey 2024



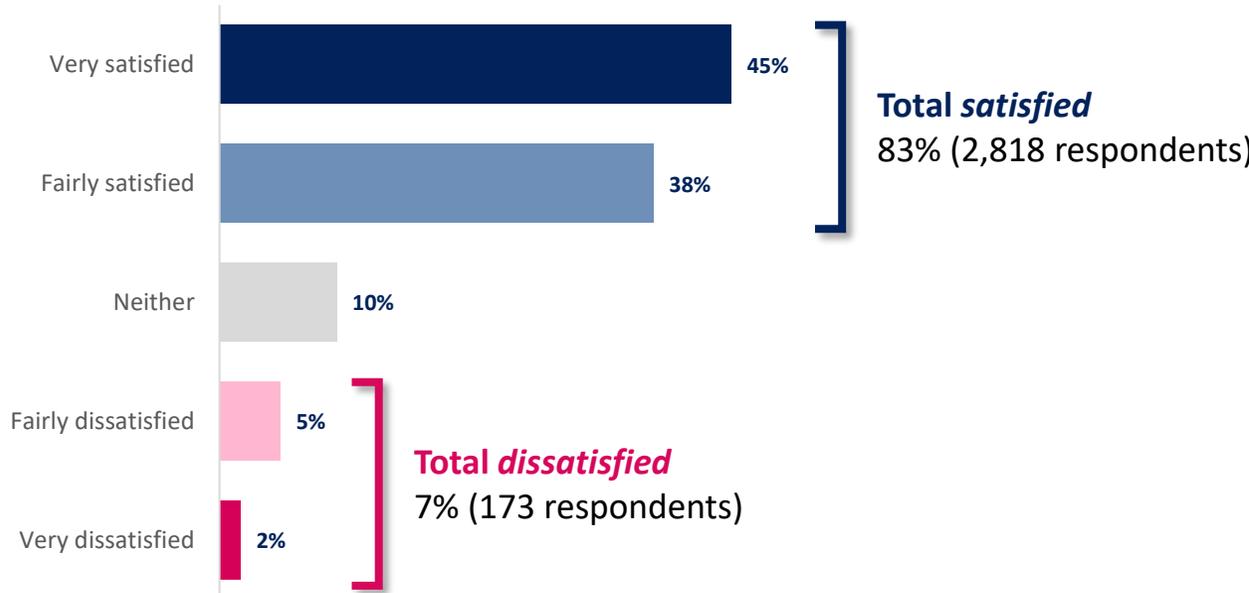
^Comparison between 2024 city survey and 2021 UK census. Difference in methodology and survey context may impact results: discretion advised when interpreting data.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



How satisfied or dissatisfied are you with your education and skills?*



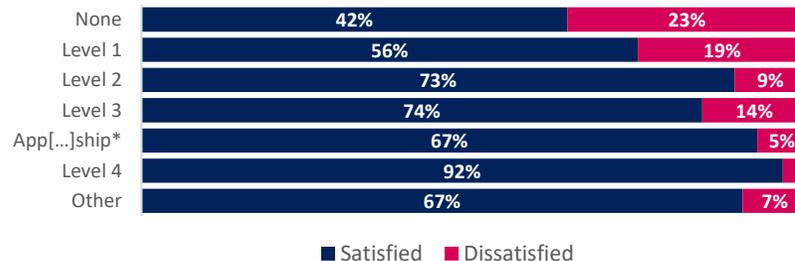
Total responses 3,386

**Question open to all respondents

From the [ONS](#):
"Just under three-quarters of adults in the UK are fairly or very satisfied with their education and skills.

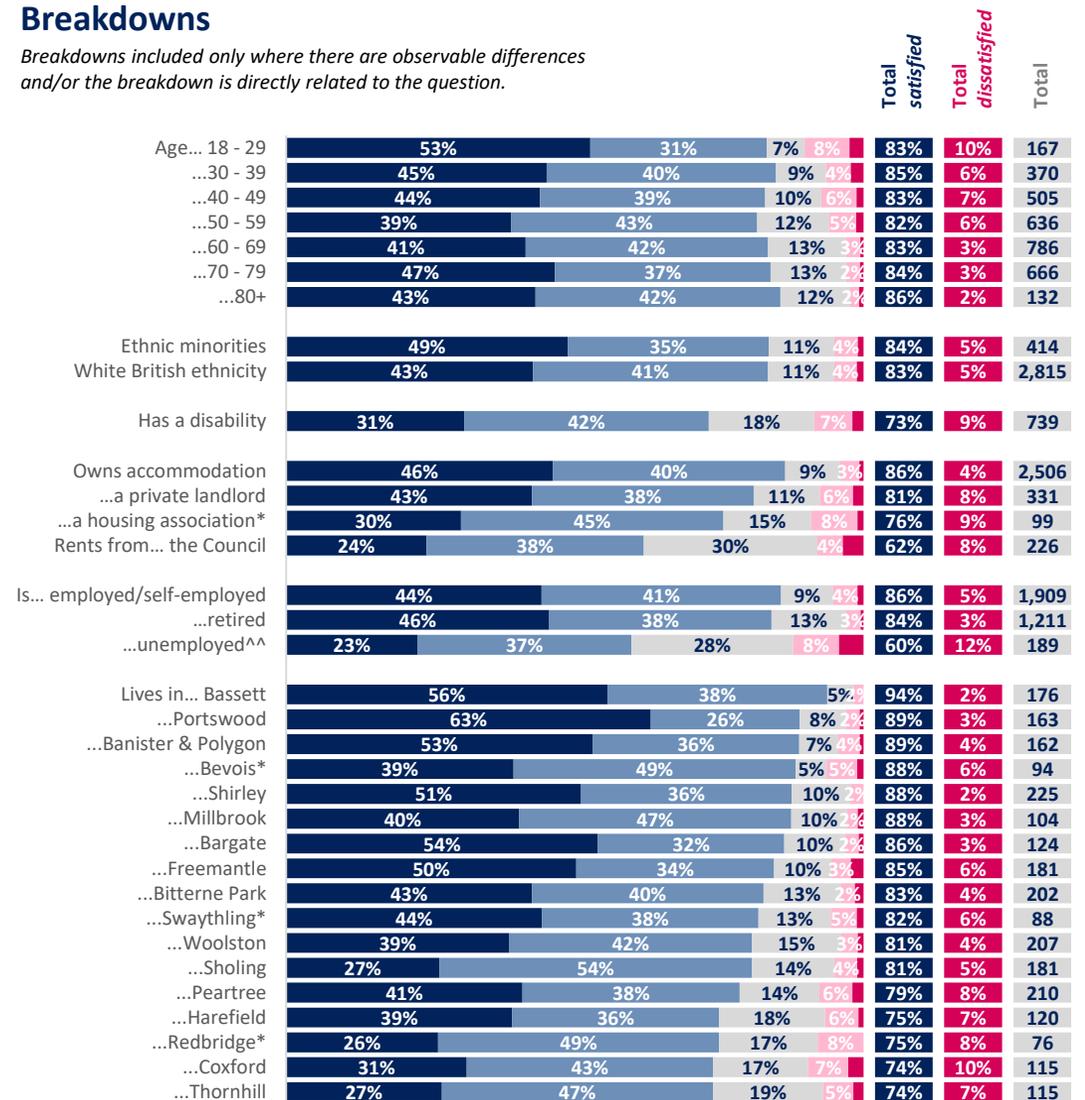
Of adults in the UK, 74% [9% points less than in Southampton] said that they were **fairly or very satisfied** with their education and skills, when asked in [September 2024](#)."

Broken down by qualification level...



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



If respondents were not satisfied with their education and skills, they were asked to write down **any skills, education or training they would be interested in and what would help?**

Of the 103 free text comments, top themes included:

1	Affordability of education: Many respondents mentioned that courses and higher education are too expensive and unaffordable	6	Flexible learning options: Respondents requested more flexible learning options that accommodate working adults, such as online courses and part-time study
2	Access to adult education: There is a strong desire for more opportunities and easier access to adult education, including evening classes and non-means-tested options	7	Recognition of prior learning and experience: Some comments emphasized the importance of recognizing and valuing prior learning and experience, especially for older adults
3	Support for people with learning difficulties: Respondents highlighted the need for better support for individuals with learning difficulties such as dyslexia and ADHD	8	Vocational and technical training: There is a demand for more vocational and technical training opportunities that lead to practical skills and employment
4	Career change and retraining: Many participants expressed interest in retraining for different careers or obtaining qualifications to improve job prospects	9	Support for carers and unpaid workers: Respondents mentioned the need for recognition and support for carers and unpaid workers to access education and training
5	Free or subsidized courses: There were numerous suggestions for free or subsidized courses to help individuals stand out on their CVs and improve their skills	10	Digital skills training: Many participants expressed a need for training in digital skills, including internet use and cybersecurity

This initial comment theme generation has been conducted through Co-pilot.

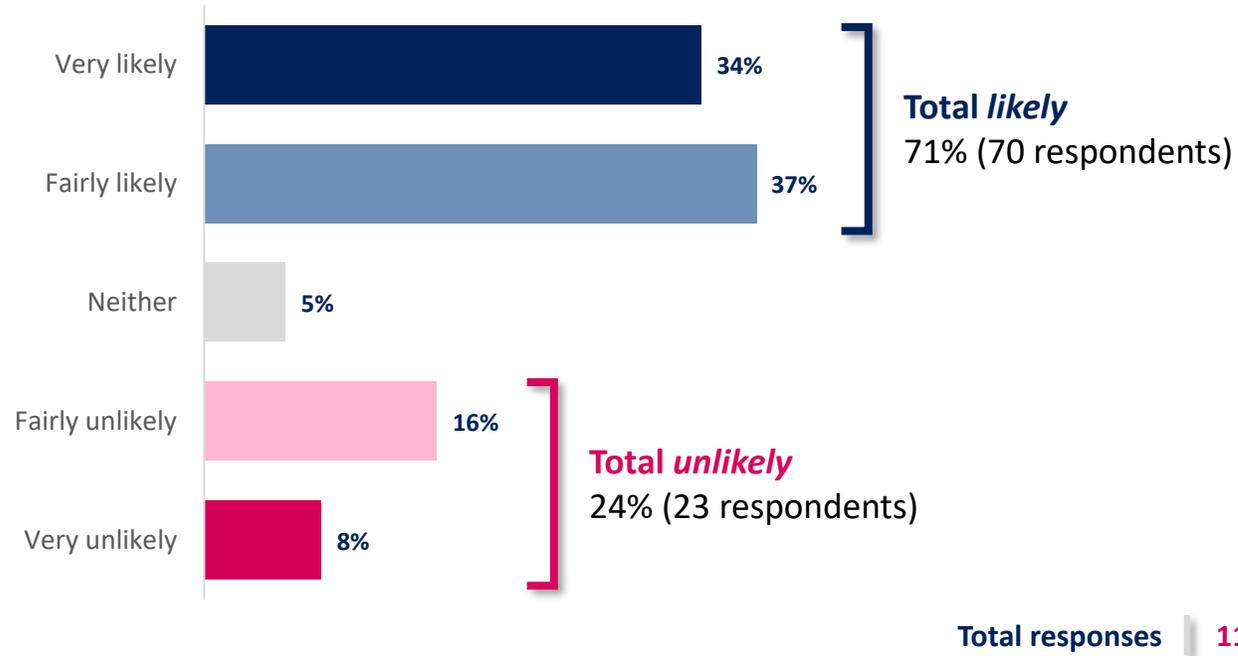


Work & job satisfaction





How likely are you to look for job opportunities or live in Southampton after you finish studying? **

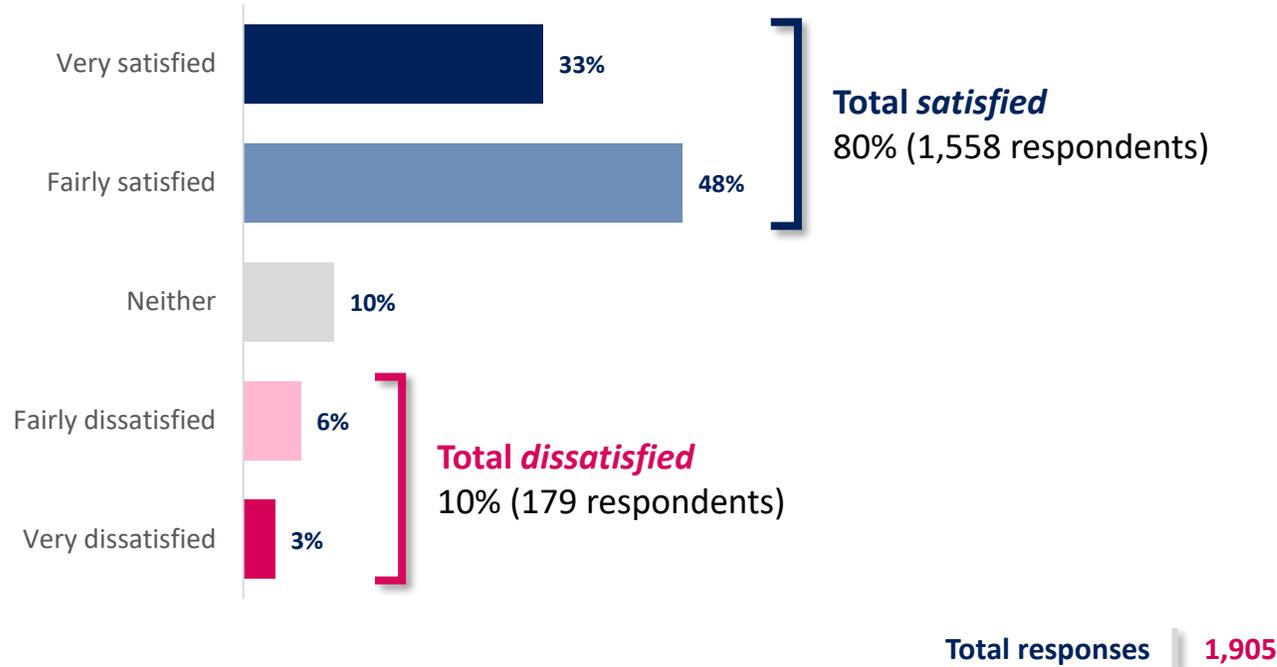


**Question asked only to those that confirmed they study in Southampton.





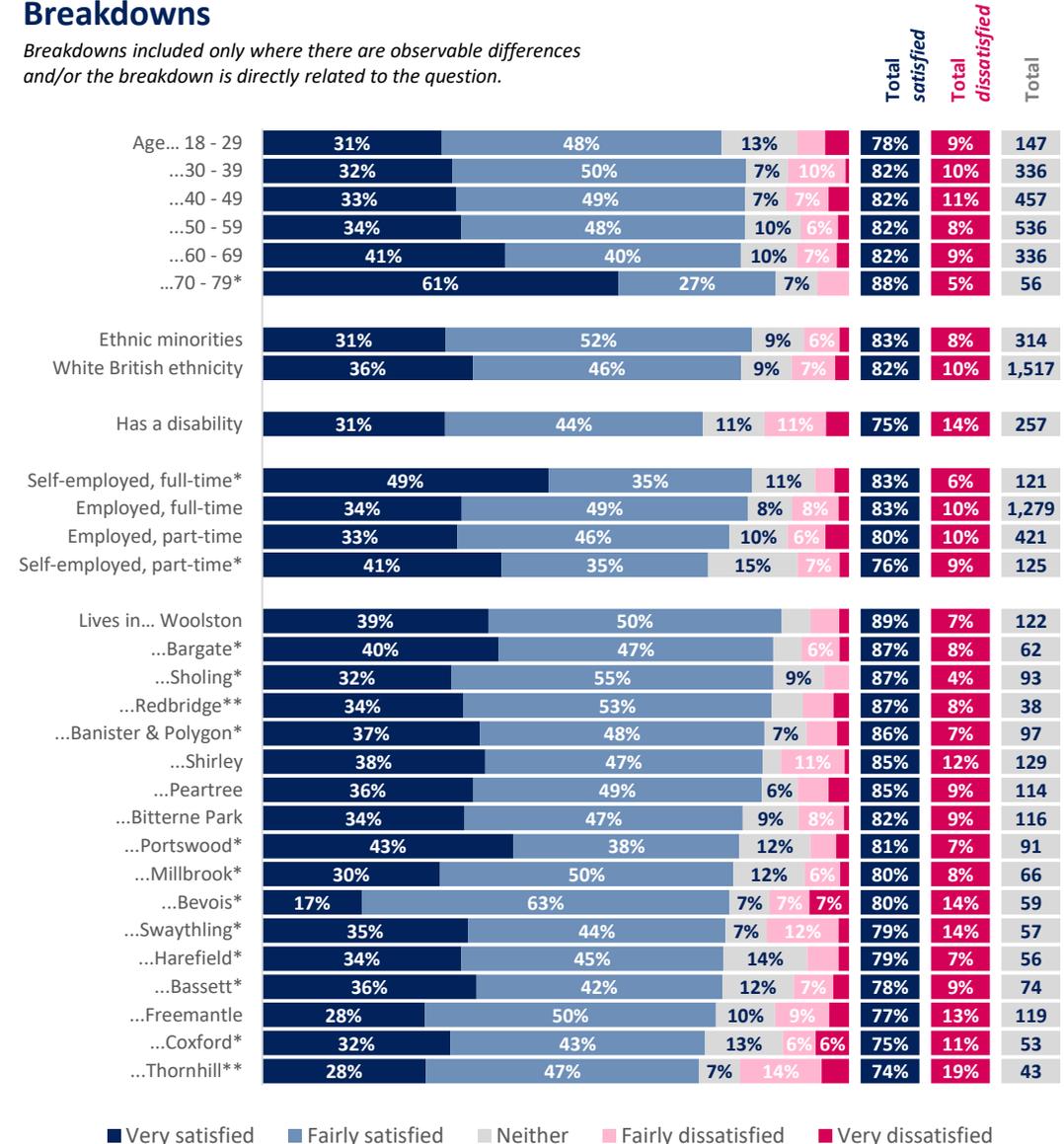
If working, how satisfied or dissatisfied are you with your main job?*



*Question asked only to those that confirmed they are currently in employment.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



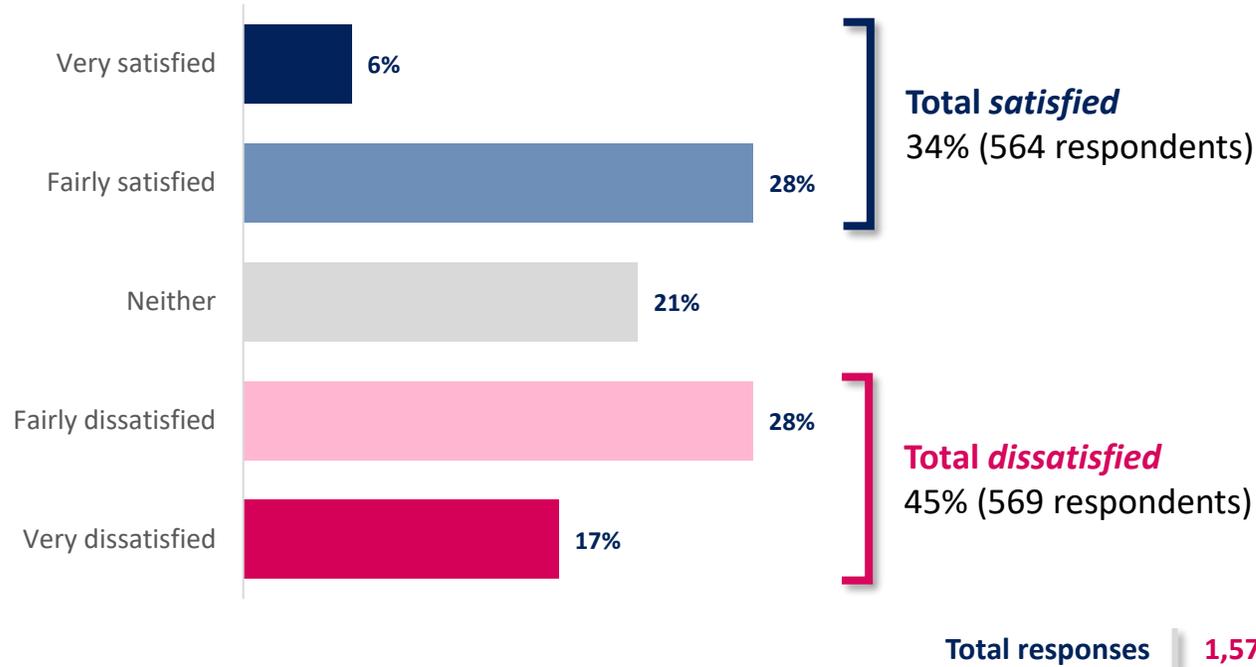
From the [ONS](#):
"Just under seven in ten UK adults are fairly or very satisfied with their main job."

Of adults in the UK, **69%** [11% points less than in **Southampton**] said that they were **fairly or very satisfied** with their main job in [September 2024](#)."



Job opportunities in Southampton generally

How satisfied or dissatisfied are you with the job opportunities available in Southampton?



Question asked to everyone except those that said they were fully retired.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Total satisfied	Total dissatisfied	Total
Visits Southampton (non-resident)	41%	21%	26%	8%	4%	46%	34%	112
Works in Southampton	6%	33%	27%	23%	10%	40%	33%	1,206
Southampton resident	6%	27%	21%	28%	18%	33%	46%	1,874
Studies in Southampton*	11%	20%	20%	31%	18%	31%	49%	87
Age... 18 - 29	6%	26%	15%	33%	19%	33%	52%	141
...30 - 39	7%	31%	21%	26%	15%	38%	41%	280
...40 - 49	34%	28%	23%	11%	3%	38%	34%	390
...50 - 59	31%	31%	22%	11%	3%	36%	33%	444
...60 - 69	27%	35%	23%	10%	3%	31%	33%	254
...70 - 79**	8%	19%	59%	11%	3%	27%	14%	37
Ethnic minorities	31%	23%	26%	15%	3%	36%	41%	283
White British ethnicity	30%	30%	24%	11%	3%	35%	35%	1,231
Has a disability	22%	30%	30%	15%	3%	26%	44%	273
...a housing association*	36%	27%	15%	16%	3%	42%	31%	55
Owns accommodation	33%	30%	22%	10%	3%	38%	32%	1,092
Rents from... the Council*	26%	25%	24%	22%	3%	30%	45%	88
...a private landlord	7%	21%	24%	33%	14%	29%	48%	242
Is... employed/self-employed	32%	28%	24%	11%	3%	37%	35%	1,452
...unemployed^^	9%	33%	30%	27%	3%	10%	57%	89
Lives in... Portswood*	11%	33%	21%	18%	17%	44%	35%	72
...Bitterne Park*	41%	24%	21%	11%	3%	44%	32%	95
...Millbrook*	9%	32%	30%	14%	16%	40%	30%	57
...Shirley	8%	32%	25%	28%	7%	40%	35%	103
...Swaythling**	6%	33%	22%	20%	18%	39%	39%	49
...Sholing*	37%	27%	25%	10%	3%	38%	35%	71
...Bargate*	8%	30%	32%	15%	15%	38%	30%	53
...Woolston	32%	26%	26%	13%	3%	35%	39%	103
...Banister & Polygon*	10%	24%	27%	28%	11%	34%	39%	82
...Peartree	6%	28%	30%	24%	12%	34%	36%	103
...Freemantle*	6%	27%	33%	25%	9%	33%	34%	88
...Bassett*	6%	25%	29%	27%	13%	32%	40%	63
...Coxford**	29%	27%	27%	16%	3%	31%	43%	49
...Harefield**	26%	43%	26%	3%	3%	26%	30%	46
...Redbridge**	20%	40%	23%	13%	3%	23%	37%	30
...Bevois**	6%	16%	29%	37%	12%	22%	49%	49
...Thornhill**	18%	24%	31%	24%	3%	22%	55%	51



Further breakdowns by employment...

Employment Status	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Total
Employed, full-time	32%	26%	25%	11%	3%	998
Employed, part-time	35%	29%	22%	9%	3%	328
Self-employed, full-time*	26%	36%	16%	18%	3%	73
Self-employed, part-time*	23%	38%	23%	13%	3%	79
Unemployed**	25%	36%	36%	3%	3%	28
Studying*	12%	17%	17%	29%	24%	41
Temporary/long-term sick/disabled*	32%	37%	27%	3%	3%	41

Legend: Very satisfied, Fairly satisfied, Neither, Fairly dissatisfied, Very dissatisfied

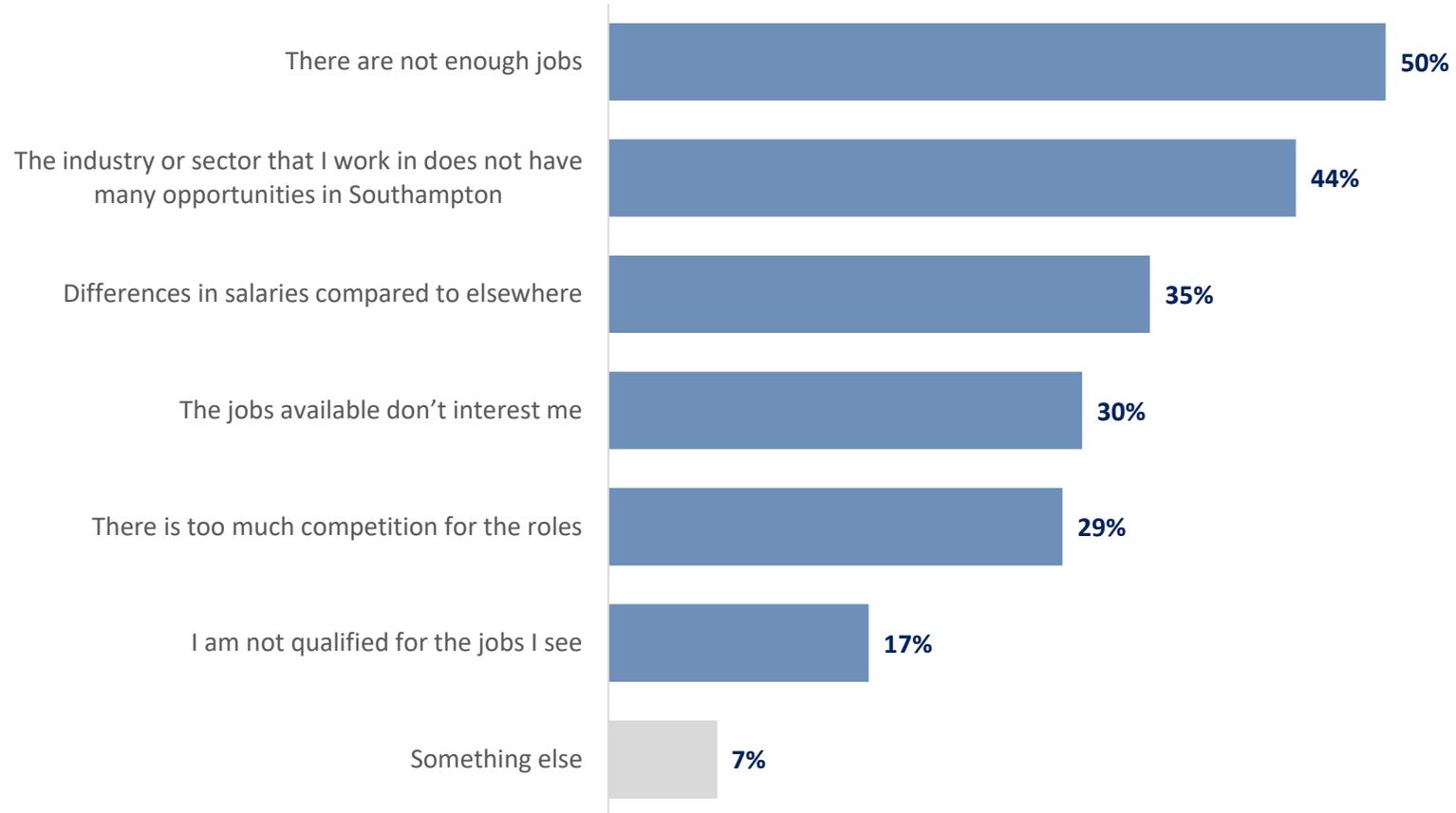
Legend: Very satisfied, Fairly satisfied, Neither, Fairly dissatisfied, Very dissatisfied



If dissatisfied, which of the following best describes your dissatisfaction with job opportunities in Southampton?*

multiple-choice question | overall responses summary

*asked only to those that responded 'fairly dissatisfied' or 'very dissatisfied' in response to the question 'How satisfied or dissatisfied are you with the job opportunities available in Southampton?'



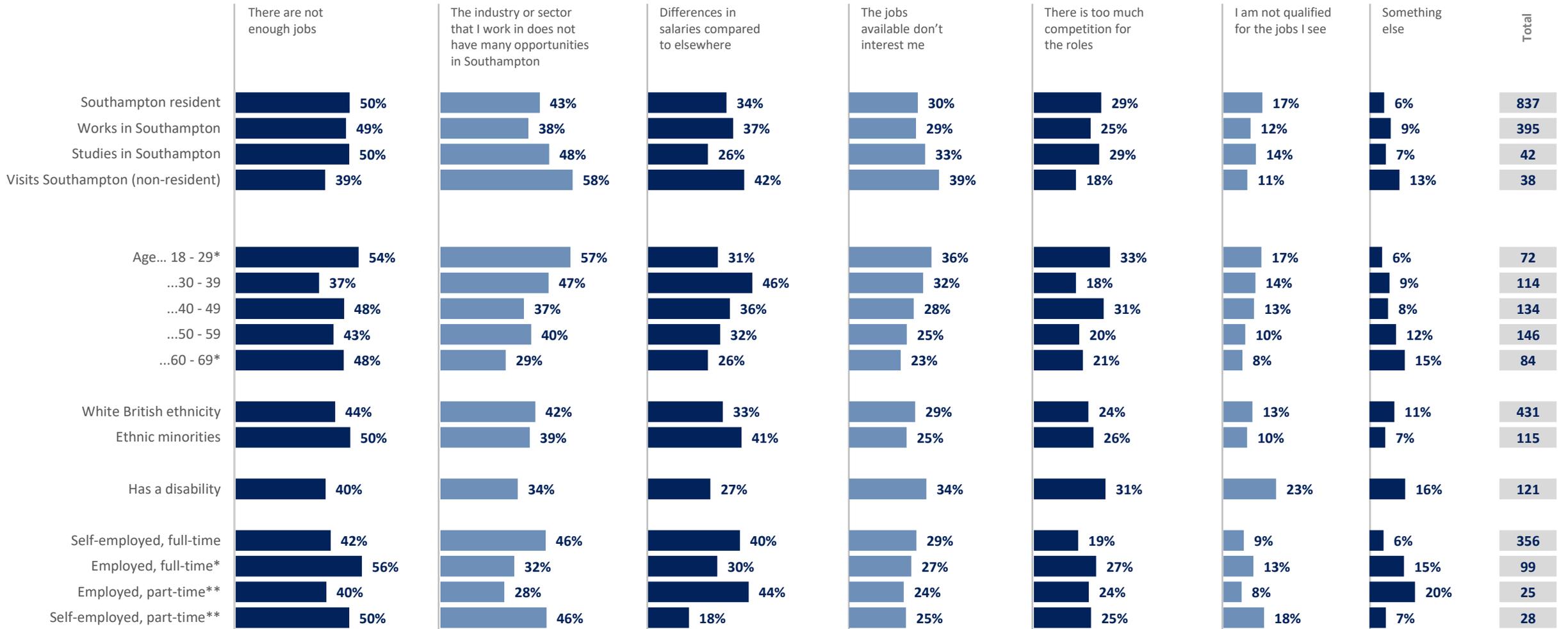
Total responses | 565



If dissatisfied, which of the following best describes your dissatisfaction with job opportunities in Southampton?*

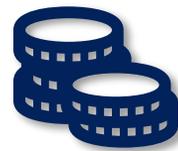
multiple-choice question | demographic breakdowns

*asked only to those that responded 'fairly dissatisfied' or 'very dissatisfied' in response to the question 'How satisfied or dissatisfied are you with the job opportunities available in Southampton?'



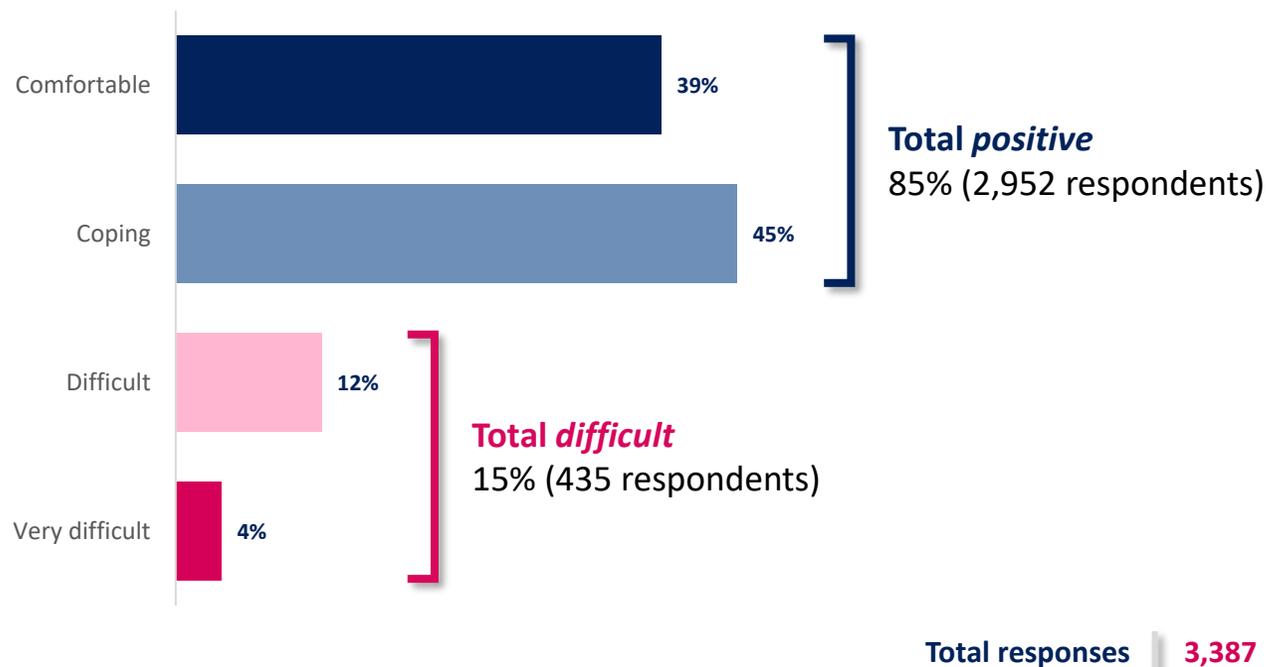


Household finances & the cost of living

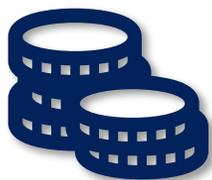




Which of the following best describes your current household finances?*

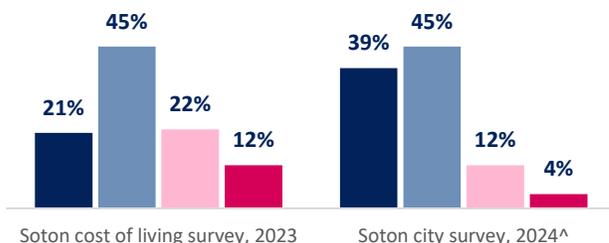


**Question open to all respondents



Compared to previous surveys...

- Comfortable
- Coping
- Difficult
- Very difficult



^Comparison between 2024 city survey and 2023 cost of living survey. Difference in methodology and survey context may impact results: discretion advised when interpreting data.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Comfortable	Coping	Difficult	Very difficult	Total positive	Total difficult	Total
Works in Southampton	40%	46%	11%	3%	86%	14%	1,662
Southampton resident	38%	46%	12%	4%	84%	16%	3,040
Studies in Southampton	32%	47%	15%	6%	79%	21%	116
Male	47%	42%	9%	2%	89%	11%	1,393
Female	41%	46%	10%	3%	86%	14%	1,687
Age... 18 - 29	33%	46%	15%	6%	79%	21%	168
...30 - 39	38%	44%	15%	3%	82%	18%	368
...40 - 49	41%	46%	11%	2%	86%	14%	507
...50 - 59	44%	42%	9%	5%	86%	14%	633
...60 - 69	44%	45%	8%	3%	89%	11%	794
...70 - 79	52%	40%	7%	1%	92%	8%	675
...80+	49%	45%	6%	0%	94%	6%	130
White British ethnicity	44%	43%	10%	3%	87%	13%	2,825
Ethnic minorities	39%	48%	10%	3%	87%	13%	418
Has a disability	27%	48%	18%	7%	75%	25%	749
Owns accommodation	52%	41%	6%	1%	93%	7%	2,508
...a private landlord	24%	46%	25%	5%	70%	30%	334
...a housing association	10%	60%	23%	7%	70%	30%	100
Rents from... the Council	11%	55%	21%	13%	65%	35%	231
Is... employed/self-employed	50%	42%	6%	2%	92%	8%	1,216
...unemployed^^	43%	45%	10%	2%	87%	13%	1,911
Lives in... Banister & Polygon	17%	45%	28%	10%	62%	38%	194
...Bassett	52%	41%	6%	1%	94%	6%	162
...Portsmouth	61%	32%	7%	0%	93%	7%	179
...Shirley	63%	29%	7%	0%	91%	9%	163
...Bitterne Park	53%	36%	9%	2%	89%	11%	224
...Sholing	42%	44%	10%	4%	87%	13%	201
...Peartree	32%	55%	10%	3%	86%	14%	177
...Freemantle	41%	45%	9%	5%	86%	14%	211
...Bargate	43%	43%	14%	0%	85%	15%	181
...Swaythling*	43%	42%	11%	4%	85%	15%	123
...Woolston	35%	50%	11%	4%	85%	15%	88
...Millbrook	36%	49%	10%	5%	85%	15%	209
...Redbridge*	34%	51%	14%	1%	85%	15%	103
...Harefield	27%	57%	13%	3%	84%	16%	75
...Coxford	43%	40%	15%	2%	83%	17%	121
...Thornhill	34%	50%	12%	4%	83%	17%	115
...Bevois*	25%	53%	15%	8%	78%	22%	116
	41%	35%	17%	7%	76%	24%	95

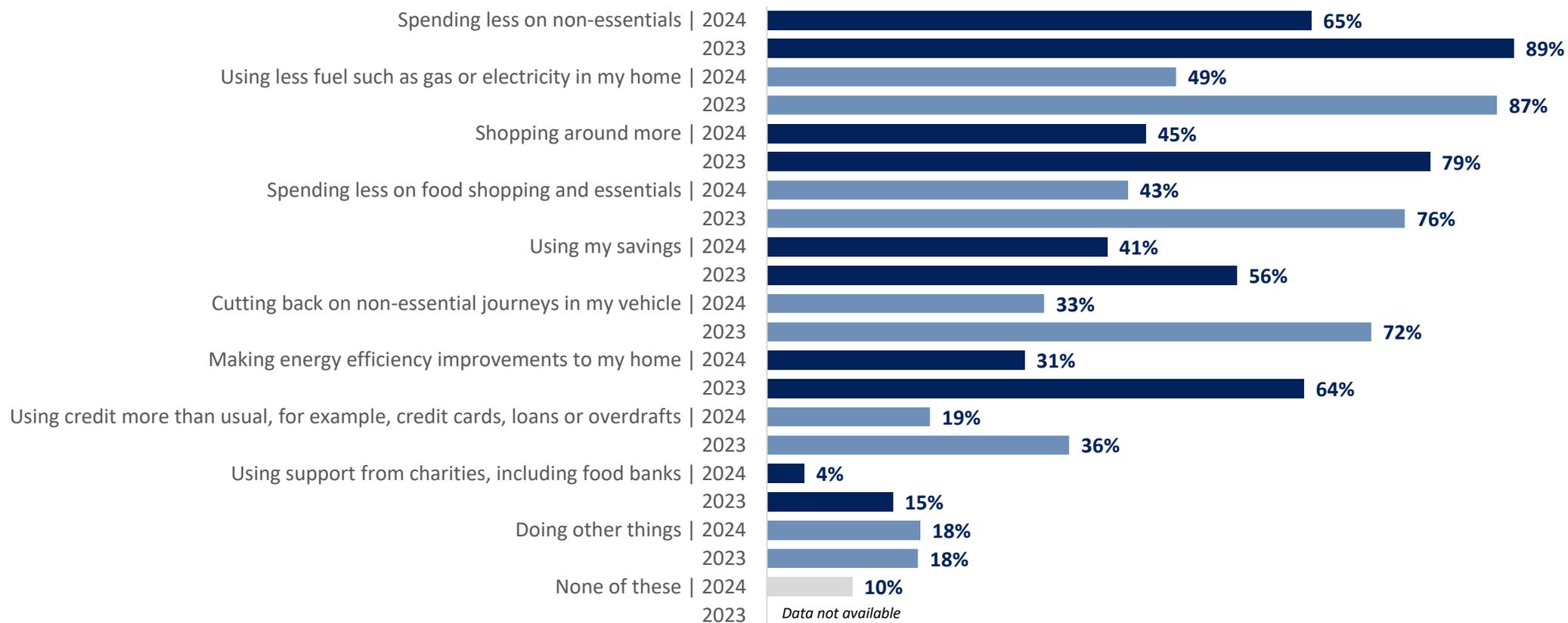
Legend: Comfortable, Coping, Difficult, Very difficult

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



Which of these, if any, are you doing because of increases in the cost of living?
multiple-choice question | overall responses summary | *Question open to all respondents

This graph shows a comparison between 2024 city survey and 2023 cost of living survey data. Differences in methodology and survey context may impact results: discretion advised when interpreting.

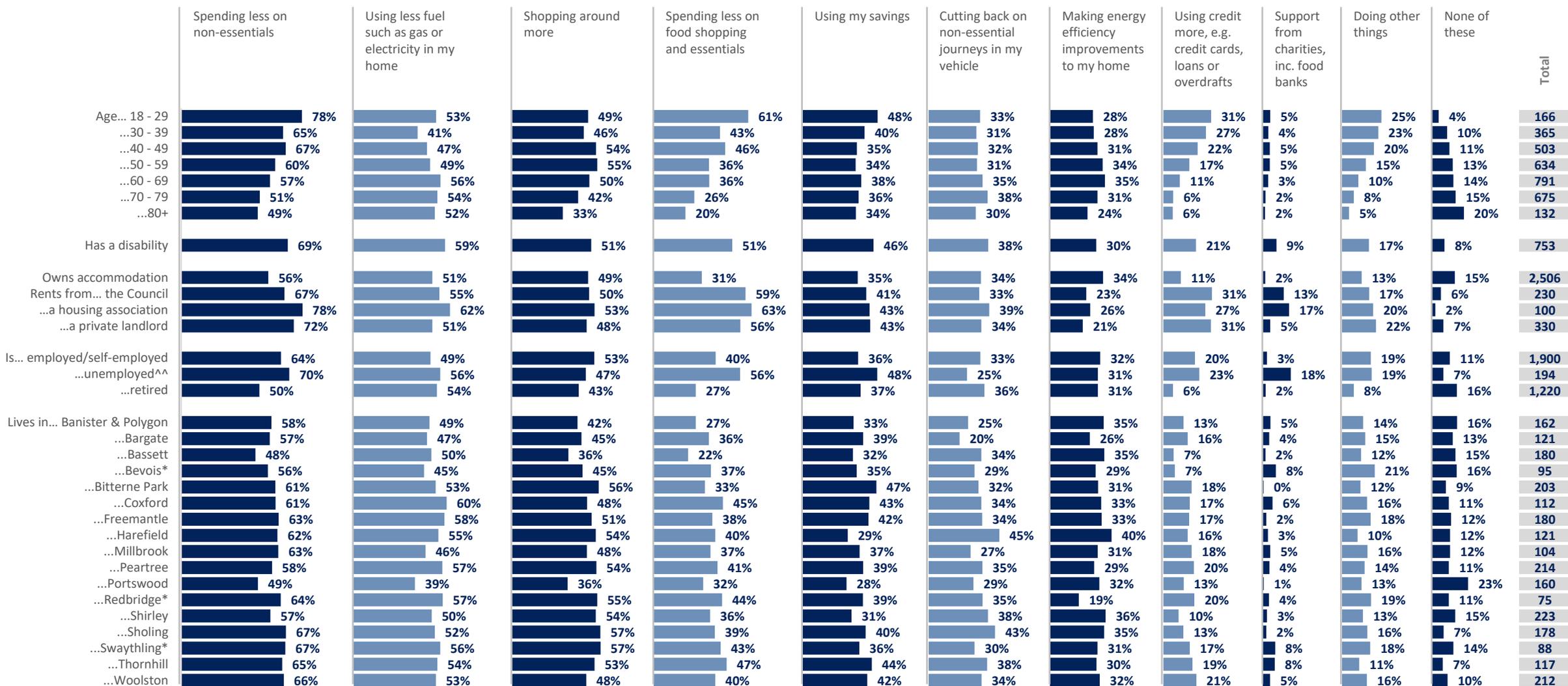


Total responses^ | 3,388



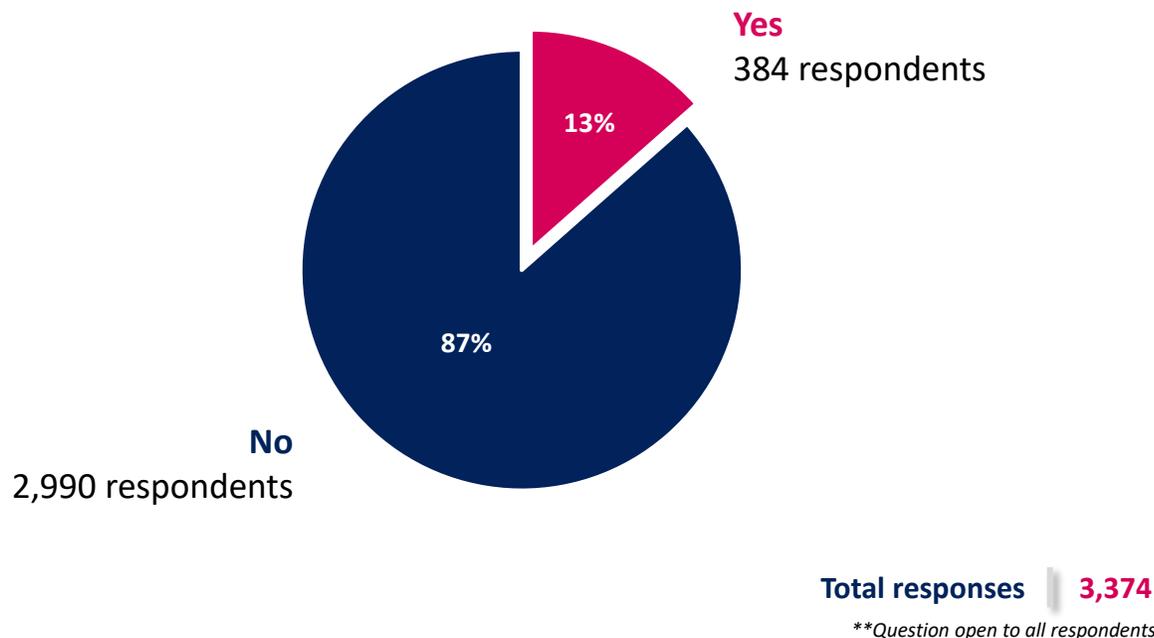
Which of these, if any, are you doing because of increases in the cost of living?*

multiple-choice question | demographic breakdowns

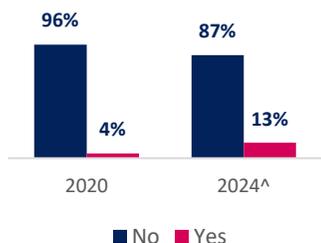




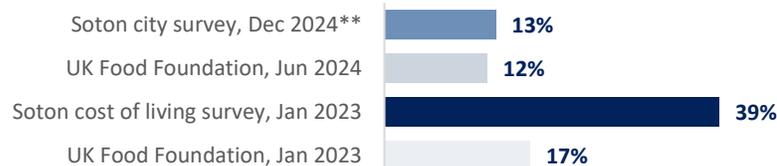
In the past week, have you... had smaller meals than usual or skipped meals because you couldn't afford or get access to food?*



Compared to previous surveys...



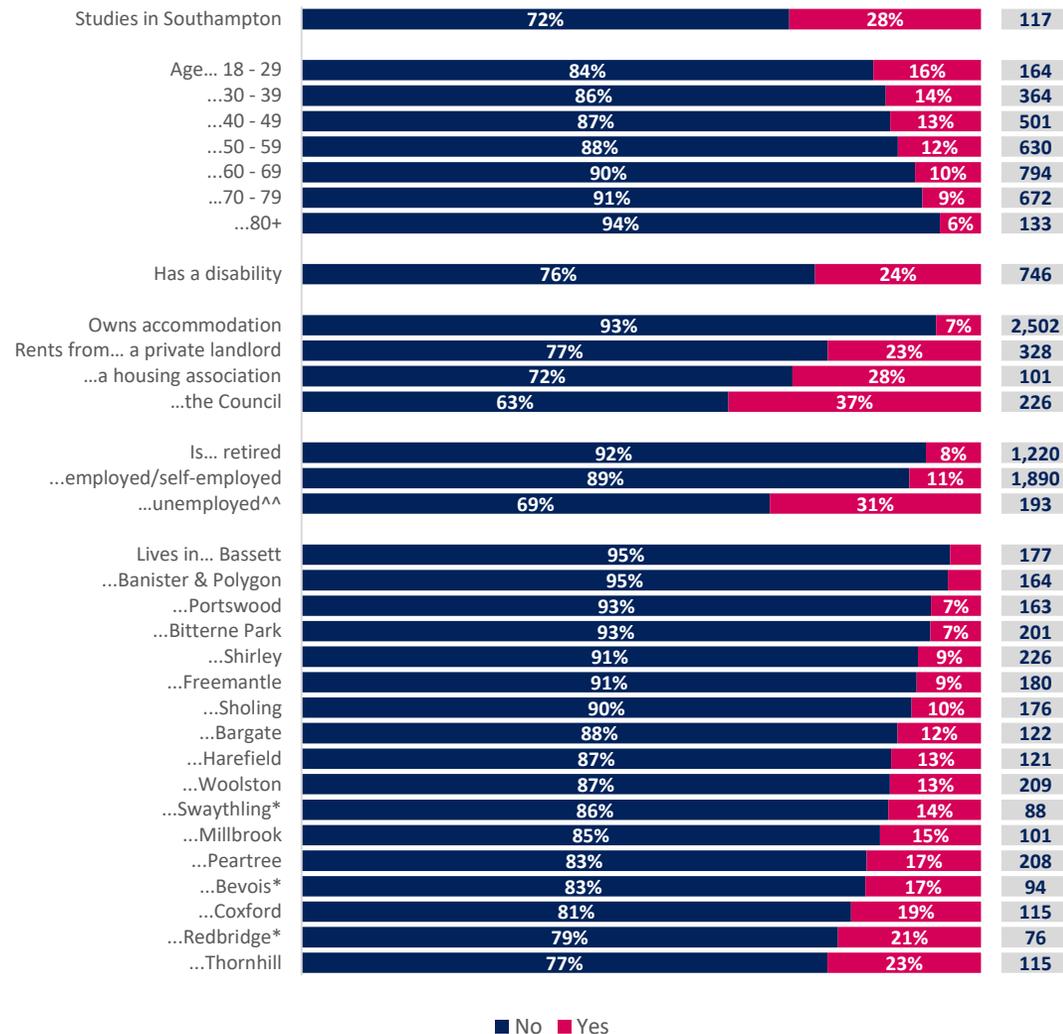
Compared to other surveys [where respondents gave yes responses]



**Used weekly timescale where other surveys used monthly. [^]2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

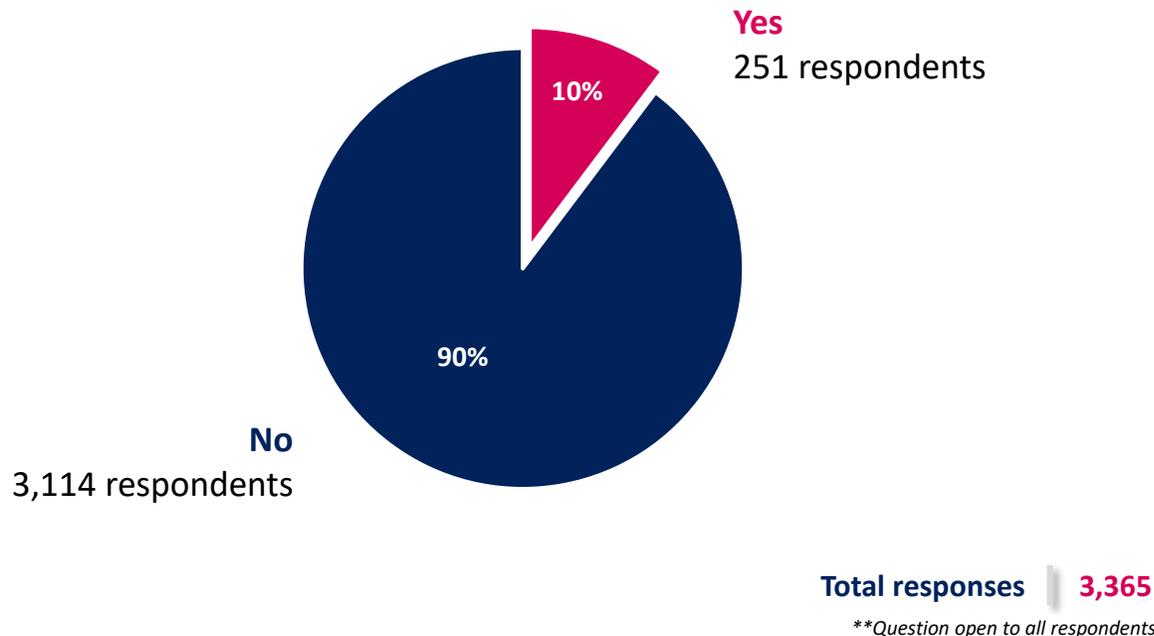
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



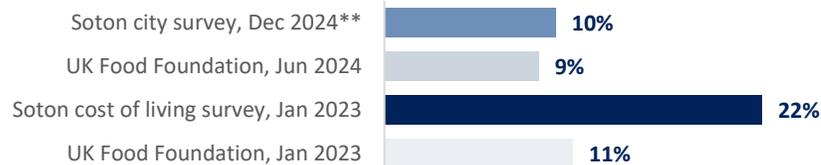
*Less than 100 respondents. ^{^^}Including those looking after the family home and/or long-term sick/disabled.



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



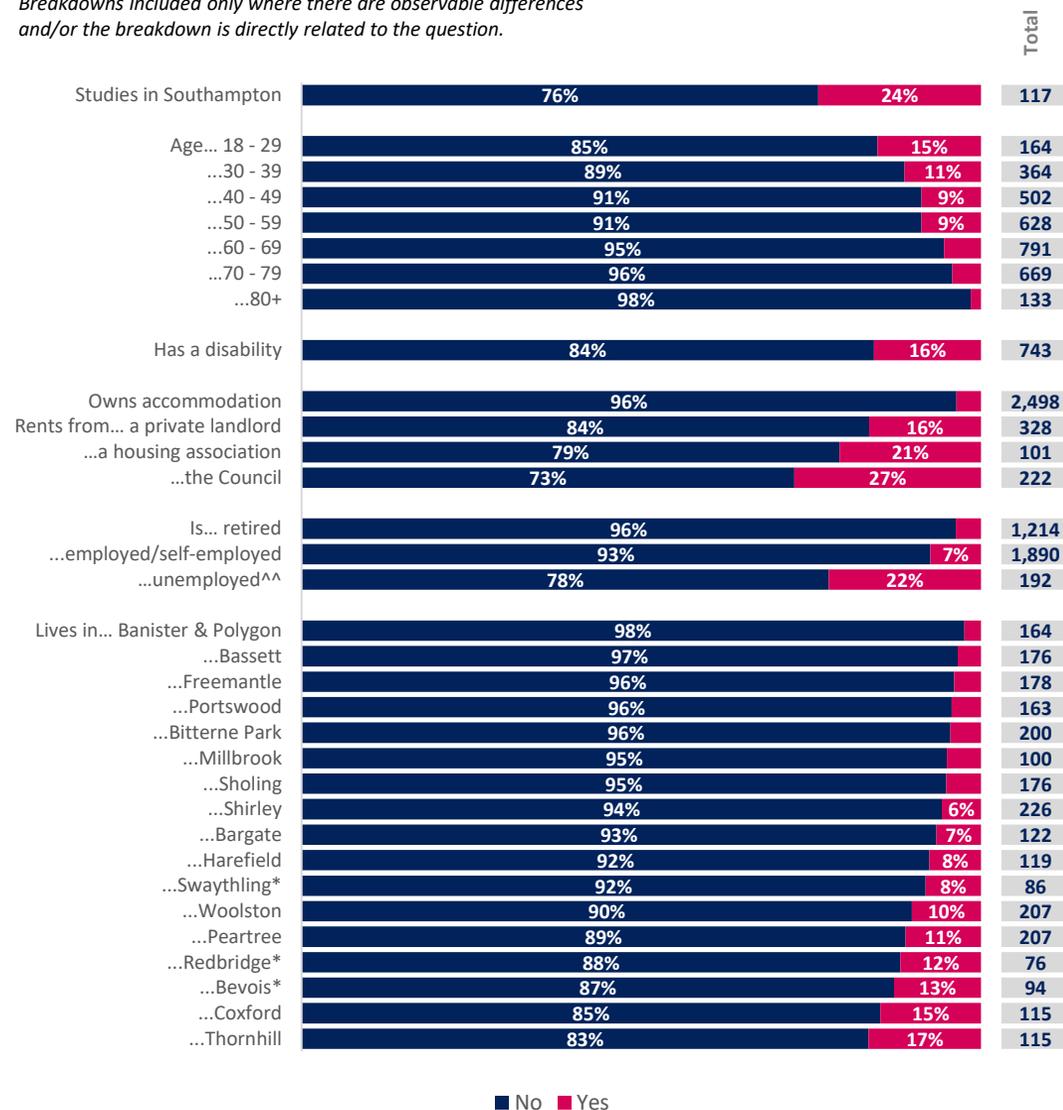
Compared to other surveys [where respondents gave yes responses]



**Used weekly timescale where other surveys used monthly. ^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

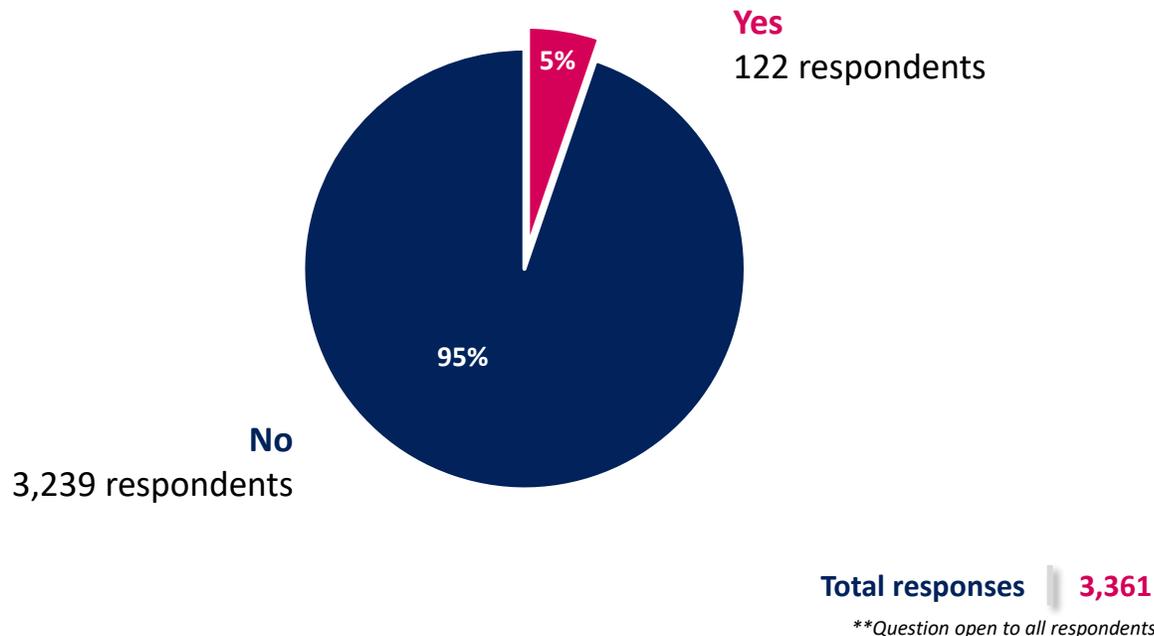
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



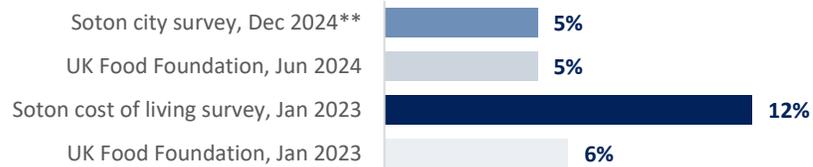
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



In the past week, have you... not eaten for a whole day because you couldn't afford or get access to food? **



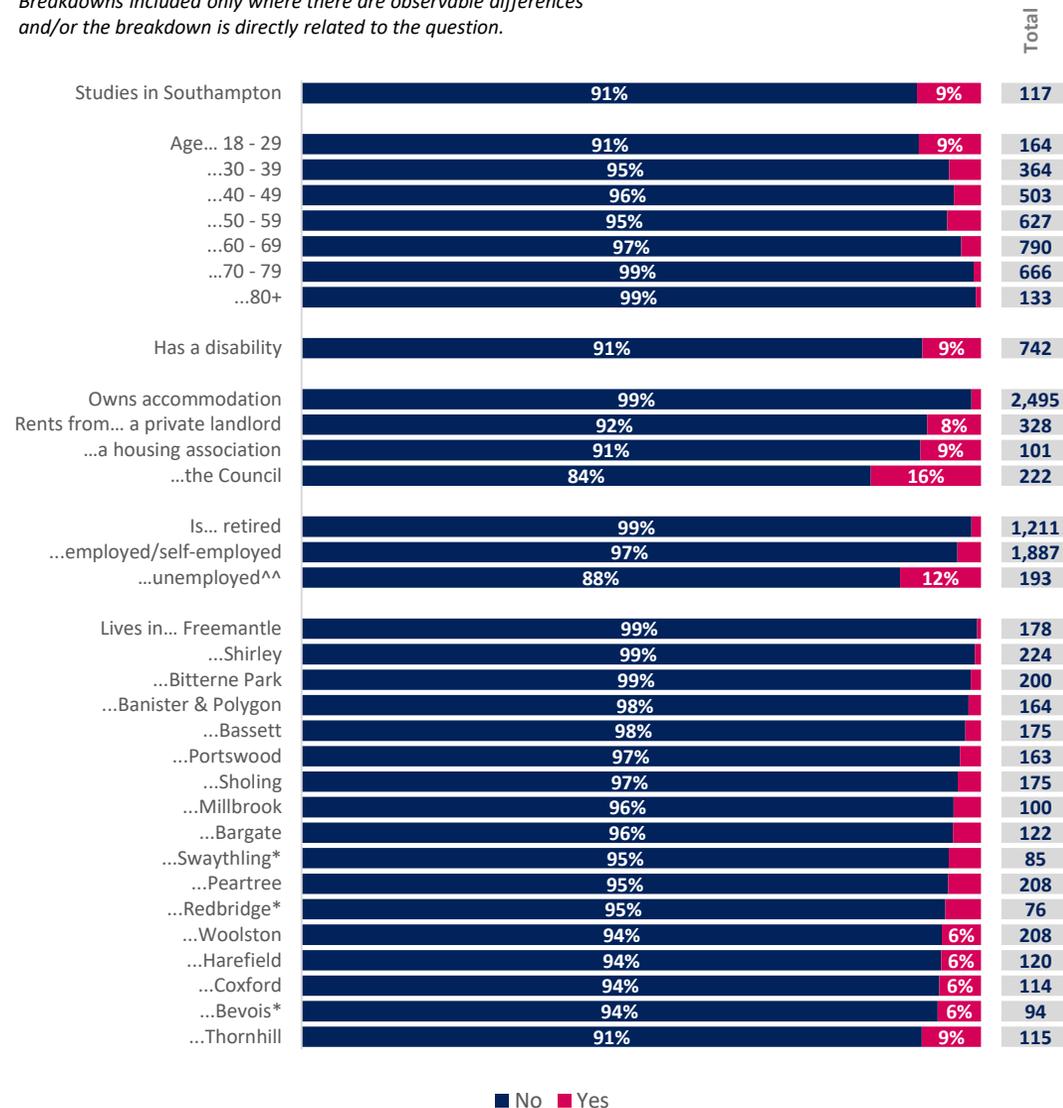
Compared to other surveys [where respondents gave yes responses]



***Used weekly timescale where other surveys used monthly. ^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.*

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

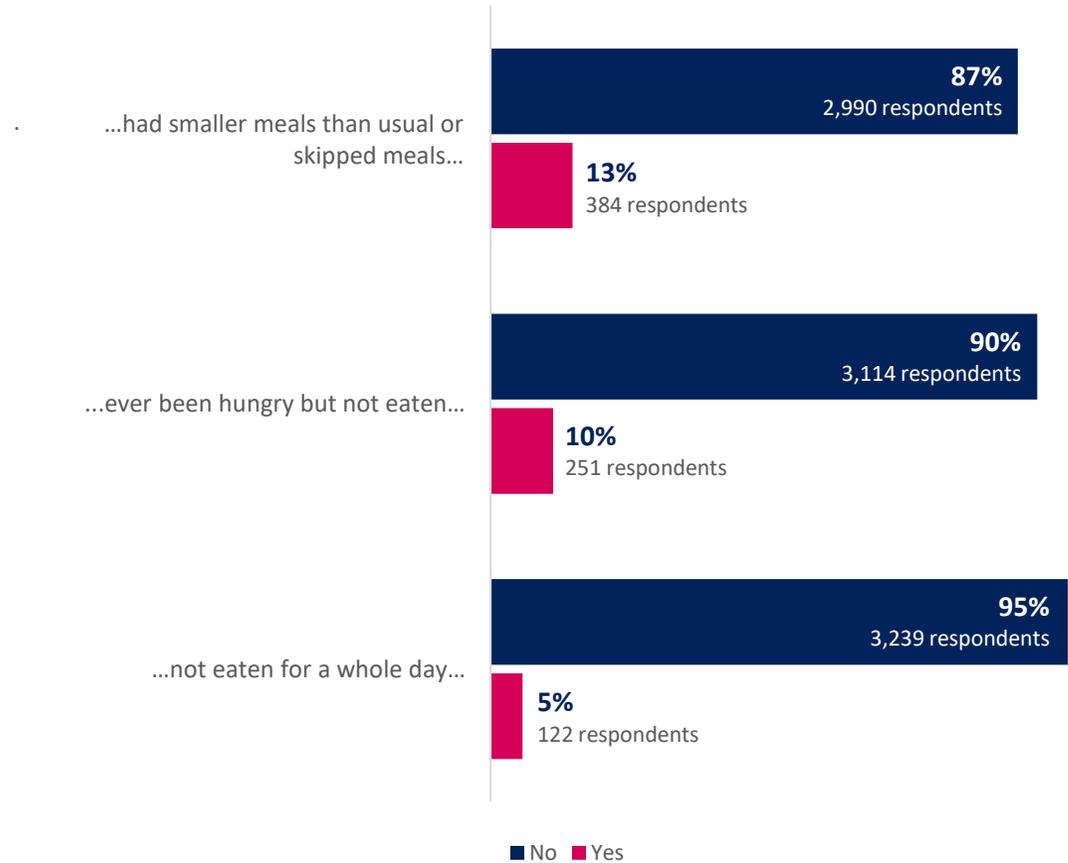


**Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.*

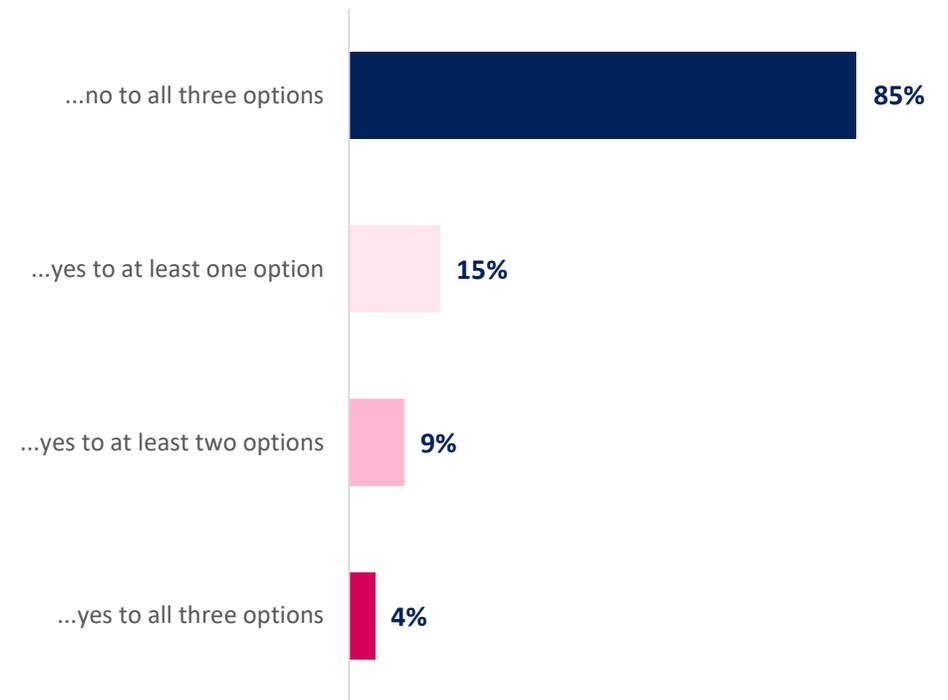


In the past week, have you [...] because you couldn't afford or get access to food?*

**Question open to all respondents.*



Breakdown | Respondents that said...



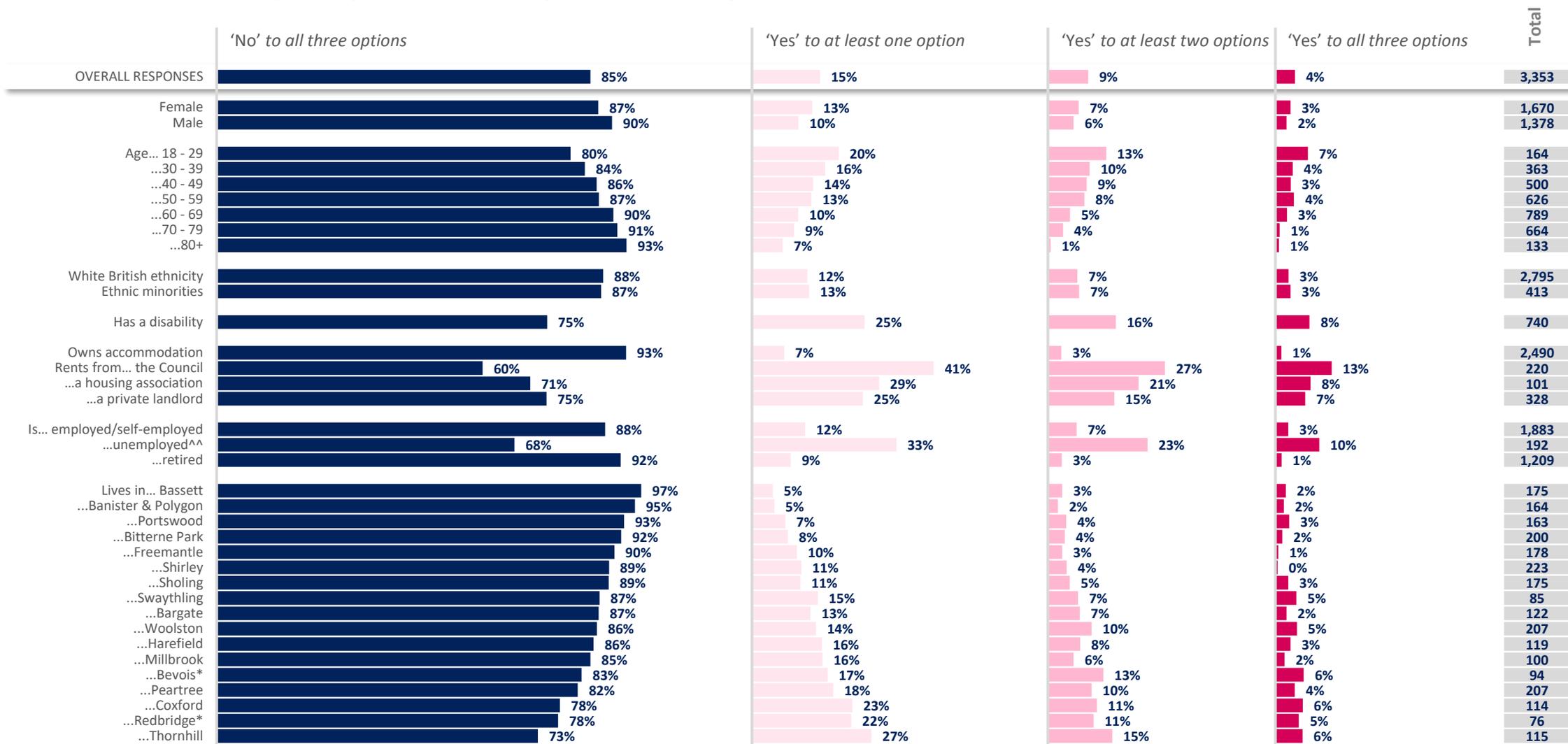


In the past week, have you [...] because you couldn't afford or get access to food?^

^Question open to all respondents. Graphs on this page give demographic breakdowns for summary responses to previous three food insecurity-related questions, i.e. how many of each demographic said 'yes' to the options given in those questions (see right).

OPTIONS | In the past week, have you [...] because you couldn't afford or get access to food?

- Had smaller meals than usual or skipped meals
- Been hungry but not eaten
- Not eaten for a whole day



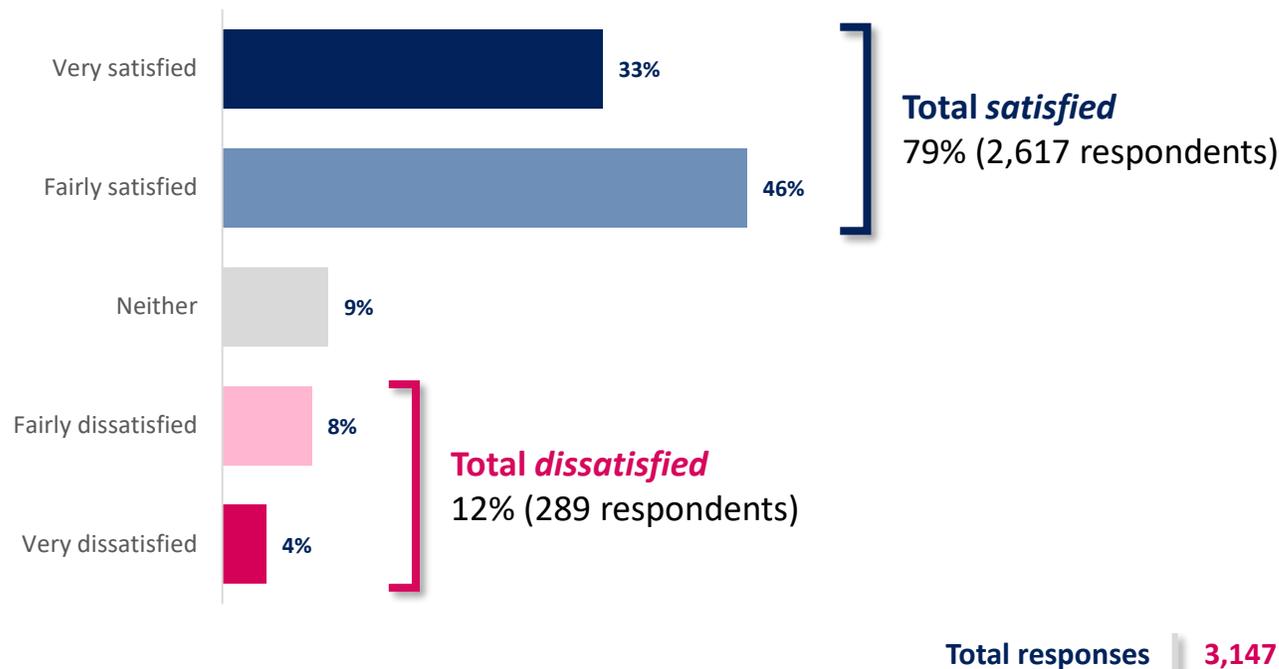


Housing





How satisfied or dissatisfied are you with the home where you live?*



**Question asked only to those that confirmed they were Southampton residents.

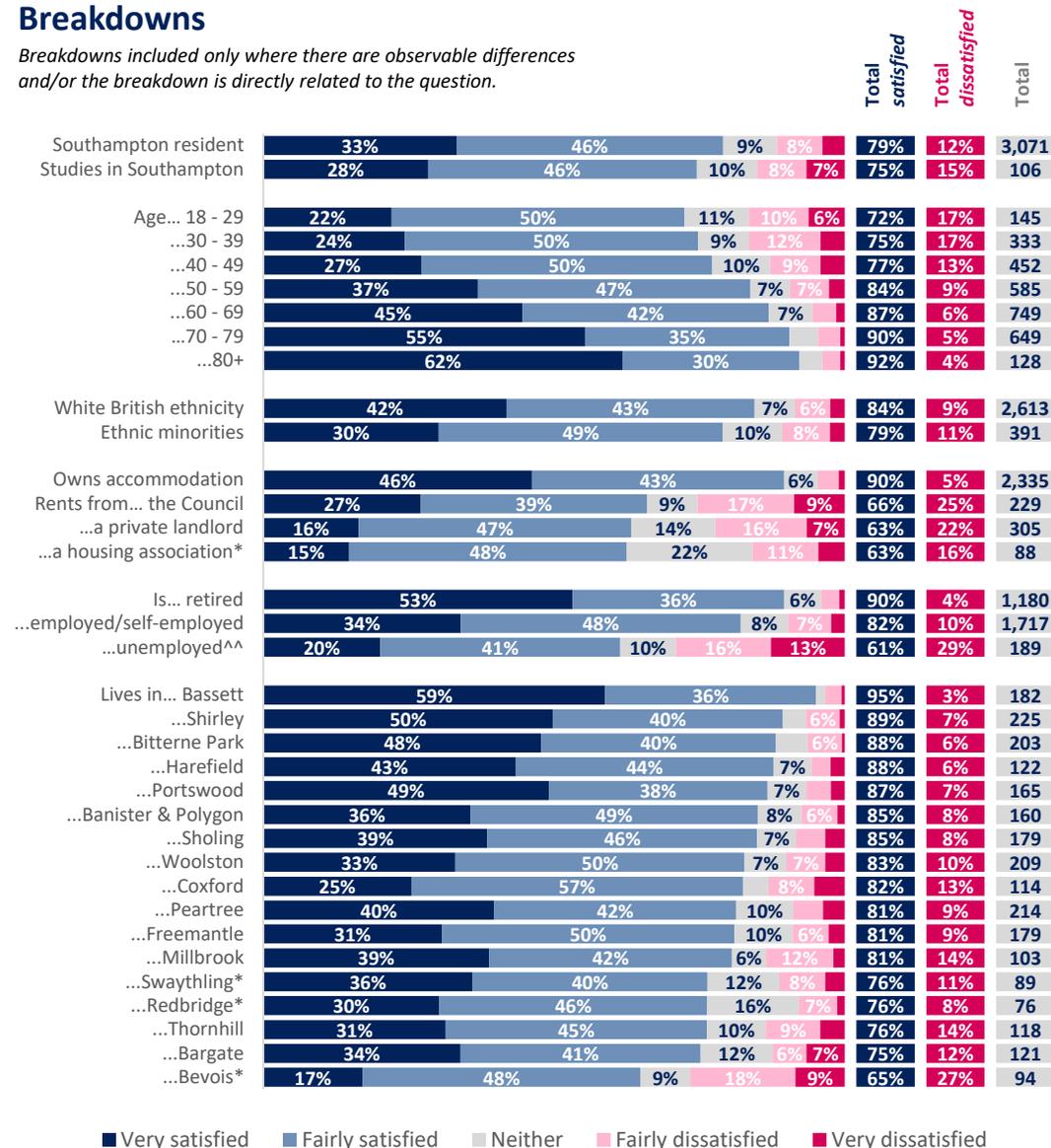


From the [ONS](#):
"Around nine in ten UK adults are fairly or very satisfied with their accommodation."

Of adults in the UK, **87%** [8% points more than in **Southampton**] said that they were **fairly or very satisfied** with their accommodation, when asked in [September 2024](#)."

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



Legend: Very satisfied, Fairly satisfied, Neither, Fairly dissatisfied, Very dissatisfied

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



If respondents were **dissatisfied with the home where they live**, they were asked to write down why?

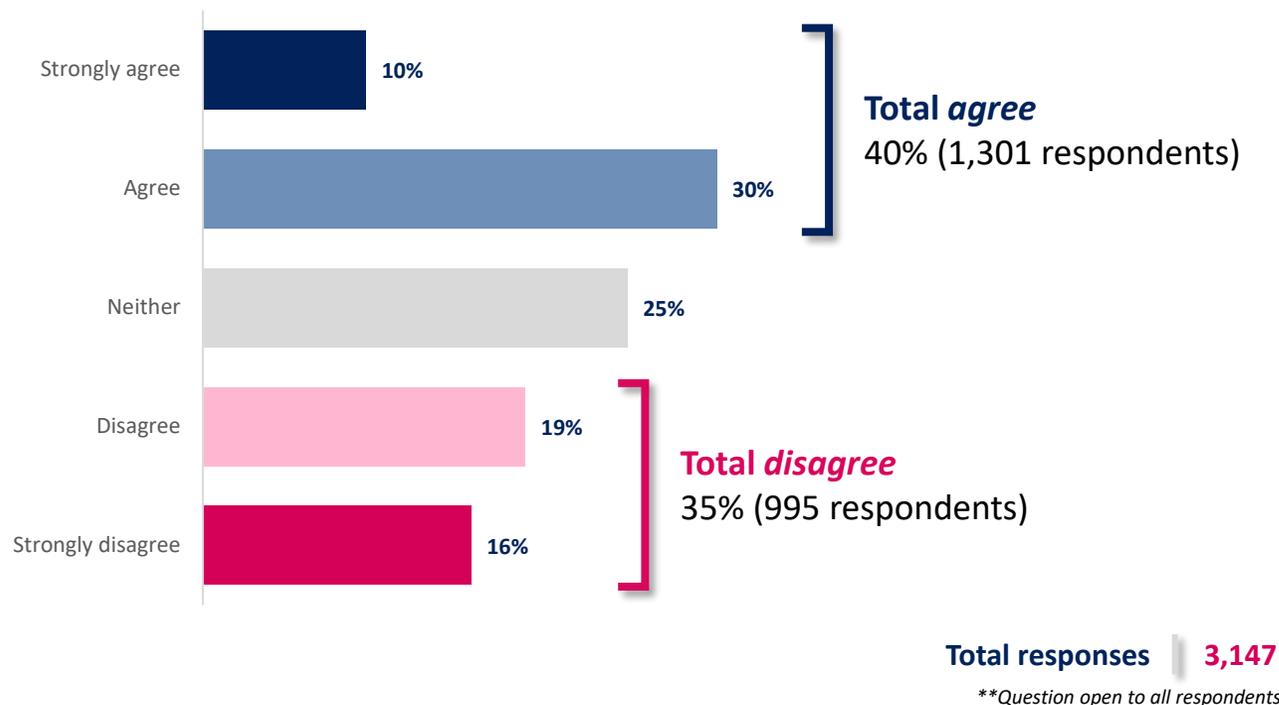
Of the 269 free text comments, top themes included:

1	Antisocial behaviour: Many respondents mentioned issues with antisocial behaviour from neighbours, including noise, litter, and lack of respect for communal areas	6	Safety concerns: Respondents frequently mentioned feeling unsafe in their neighbourhoods due to crime, lack of police presence, and poor street lighting
2	Damp and mould: A significant number of comments highlighted problems with damp and mould in their homes, which are causing health issues and discomfort	7	Overcrowding and lack of space: Some respondents highlighted issues with overcrowded living conditions and insufficient space in their homes
3	Repairs and maintenance: Numerous respondents expressed frustration with the slow response and poor quality of repairs and maintenance by landlords or housing associations	8	Noise pollution: Many comments referred to problems with noise pollution from traffic, neighbours, and other sources
4	High rent and service charges: Many people complained about the high cost of rent and service charges, which they feel are not justified by the quality of the housing	9	Poor housing quality: Several respondents mentioned that their homes are in poor condition, with structural issues and outdated facilities
5	Heating and insulation: Several comments mentioned issues with inadequate heating and poor insulation, making homes cold and expensive to heat	10	Lack of green spaces and community facilities: Some comments pointed out the lack of green spaces and community facilities, which affects their quality of life

This initial comment theme generation has been conducted through Co-pilot.



To what extent do you agree or disagree that there are suitable homes available for you and your family in Southampton?*



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Total agree	Total disagree	Total
Age... 18 - 29	8%	27%	14%	30%	21%	35%	50%	159
...30 - 39	9%	33%	19%	25%	15%	41%	40%	356
...40 - 49	10%	34%	26%	16%	15%	43%	31%	489
...50 - 59	8%	29%	28%	16%	19%	37%	35%	624
...60 - 69	9%	26%	34%	17%	14%	36%	31%	771
...70 - 79	10%	35%	39%	11%	6%	44%	17%	654
...80+	9%	31%	42%	16%		40%	18%	127
White British ethnicity	9%	31%	31%	16%	13%	40%	29%	2,728
Ethnic minorities	10%	28%	27%	20%	15%	38%	35%	414
Has a disability	6%	22%	33%	19%	20%	28%	39%	734
Owns accommodation	10%	35%	32%	14%	9%	45%	23%	2,428
Rents from... the Council	8%	21%	29%	16%	26%	29%	42%	231
...a private landlord	6%	17%	16%	30%	31%	23%	61%	322
...a housing association*	12%	30%	30%	30%	24%	15%	55%	99
Is... retired	10%	32%	37%	13%	8%	42%	21%	1,190
...employed/self-employed	9%	30%	26%	19%	16%	39%	35%	1,847
...unemployed^^	22%	35%	15%	23%		27%	38%	188
Lives in... Portwood	13%	39%	23%	15%	10%	52%	25%	163
...Bassett	16%	34%	33%	11%	6%	50%	17%	181
...Harefield	7%	38%	25%	14%	16%	45%	30%	120
...Millbrook*	13%	31%	31%	11%	13%	44%	24%	99
...Shirley	15%	30%	28%	17%	11%	44%	28%	223
...Bitterne Park	10%	34%	30%	15%	12%	44%	27%	203
...Banister & Polygon	8%	36%	28%	19%	10%	44%	29%	160
...Freemantle	8%	34%	34%	12%	13%	42%	24%	180
...Bargate		35%	21%	21%	17%	40%	39%	121
...Swaythling*	11%	25%	35%	18%	11%	36%	29%	89
...Bevois*	6%	29%	28%	18%	18%	35%	37%	93
...Sholing	9%	25%	40%	14%	11%	34%	25%	178
...Woolston		28%	34%	16%	17%	33%	33%	209
...Peartree	11%	21%	31%	21%	15%	33%	36%	210
...Coxford		29%	30%	22%	17%	32%	38%	115
...Thornhill		26%	33%	12%	27%	28%	39%	116
...Redbridge*	6%	21%	38%	22%	13%	27%	35%	77

Legend: Strongly agree, Agree, Neither, Disagree, Strongly disagree



If respondents felt there **aren't suitable homes available for them in Southampton**, they were asked to write down why?

Of the 875 free text comments, top themes included:

1	Affordability Issues: Many respondents highlighted that housing in Southampton is unaffordable, both for buying and renting. They mentioned that high costs make it difficult for young people, single adults, and families to find suitable accommodation	6	Inadequate Housing for Specific Needs: Respondents noted a lack of housing suitable for specific needs, such as accessible housing for disabled individuals, housing for single adults, and family-sized homes
2	Shortage of Affordable Housing: There is a significant shortage of affordable housing options, especially for low-income families, single adults, and young people. Respondents expressed frustration with the lack of available affordable homes	7	High Rent Prices: High rent prices were frequently mentioned, with respondents stating that rents are too high and often not justified by the quality of the housing
3	Poor Quality of Housing: Numerous comments pointed out that the quality of available housing is poor, with issues such as poor insulation, recurring mould problems, and outdated housing stock	8	Issues with Private Landlords: Many comments highlighted problems with private landlords, including poor maintenance of properties, high rents, and a lack of accountability
4	Long Waiting Lists for Council Housing: Many respondents mentioned the long waiting times for council housing, with some waiting for several years without success	9	Need for More Social Housing: There were calls for the council to build more social housing to meet the demand and reduce the reliance on private rentals
5	Overemphasis on Student Accommodation: There is a perception that too much housing is being allocated to students, which reduces the availability of housing for local residents and families	10	Impact on Mental Health: Some respondents mentioned that the stress and uncertainty of finding suitable housing have negatively impacted their mental health and well-being

This initial comment theme generation has been conducted through Co-pilot.

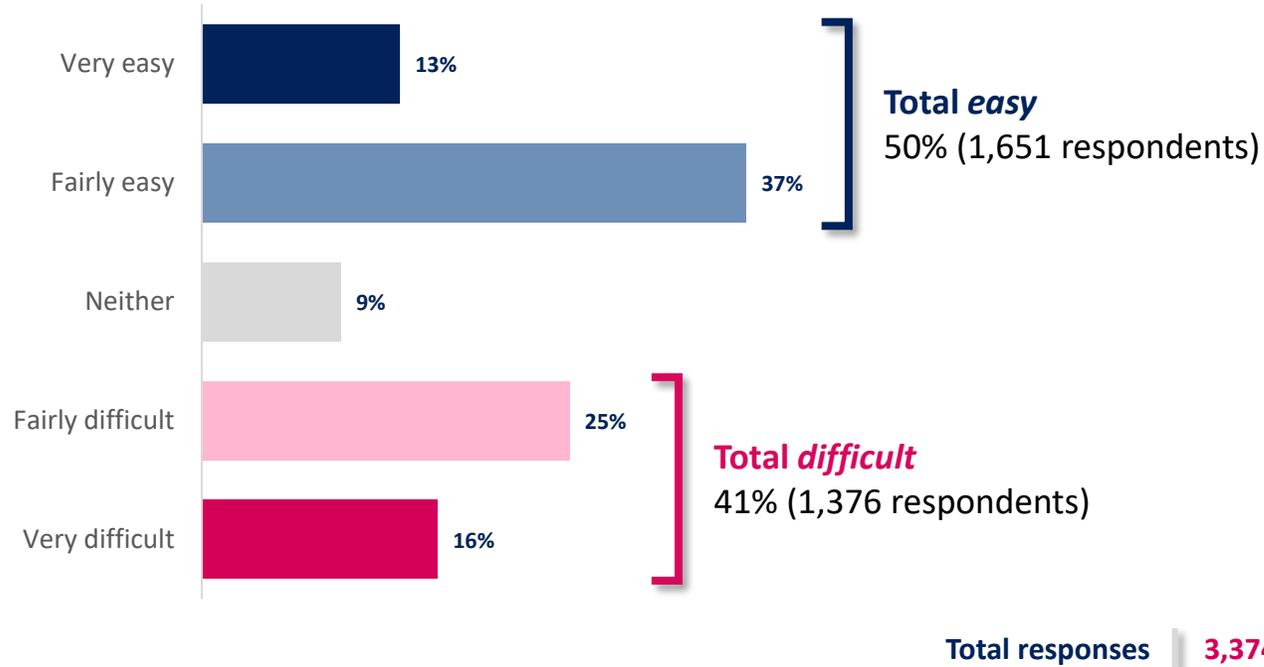


Travel around Southampton





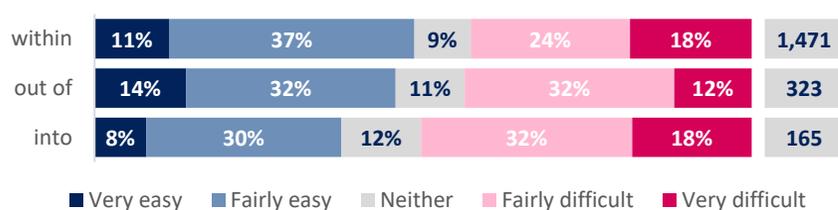
How easy do you find it to travel to the following places? Around Southampton generally**



**Question open to all respondents



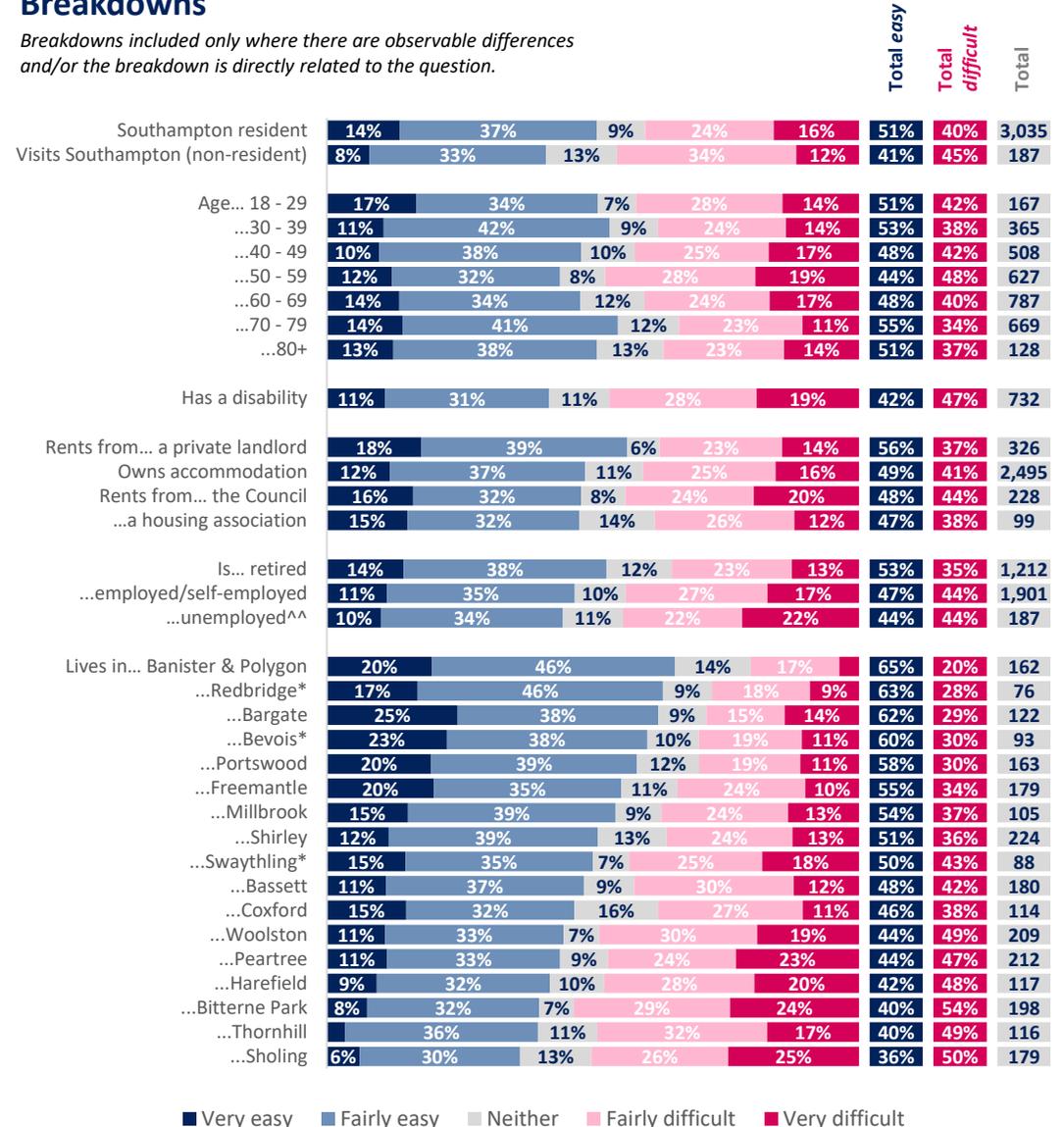
Additional analysis^ | Commutes [...] Southampton



^Additional commuter demographic breakdowns generated from residency and employment responses.

Breakdowns

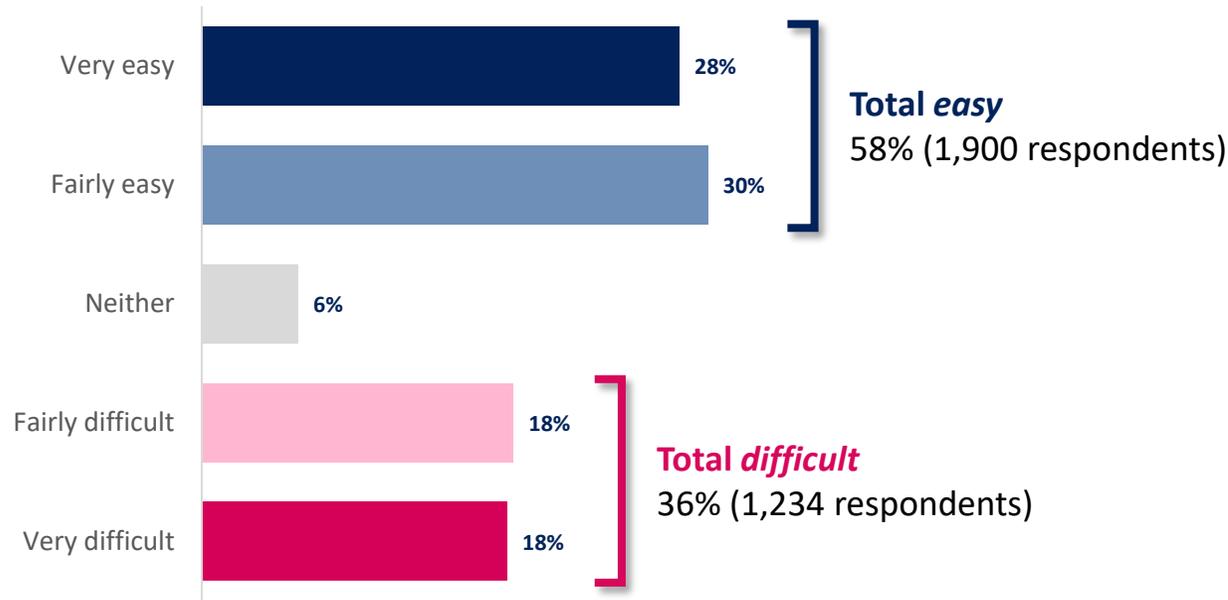
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How easy do you find it to travel to the following places? Into Southampton city centre**



Total responses 3,349

**Question open to all respondents



Additional analysis^ | Commutes [...] Southampton

	Very easy	Fairly easy	Neither	Fairly difficult	Very difficult	Total
within	26%	31%	5%	18%	19%	1,459
out of	27%	30%	8%	22%	13%	322
into	10%	23%	9%	29%	30%	168

■ Very easy ■ Fairly easy ■ Neither ■ Fairly difficult ■ Very difficult

^Additional commuter demographic breakdowns generated from residency and employment responses.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

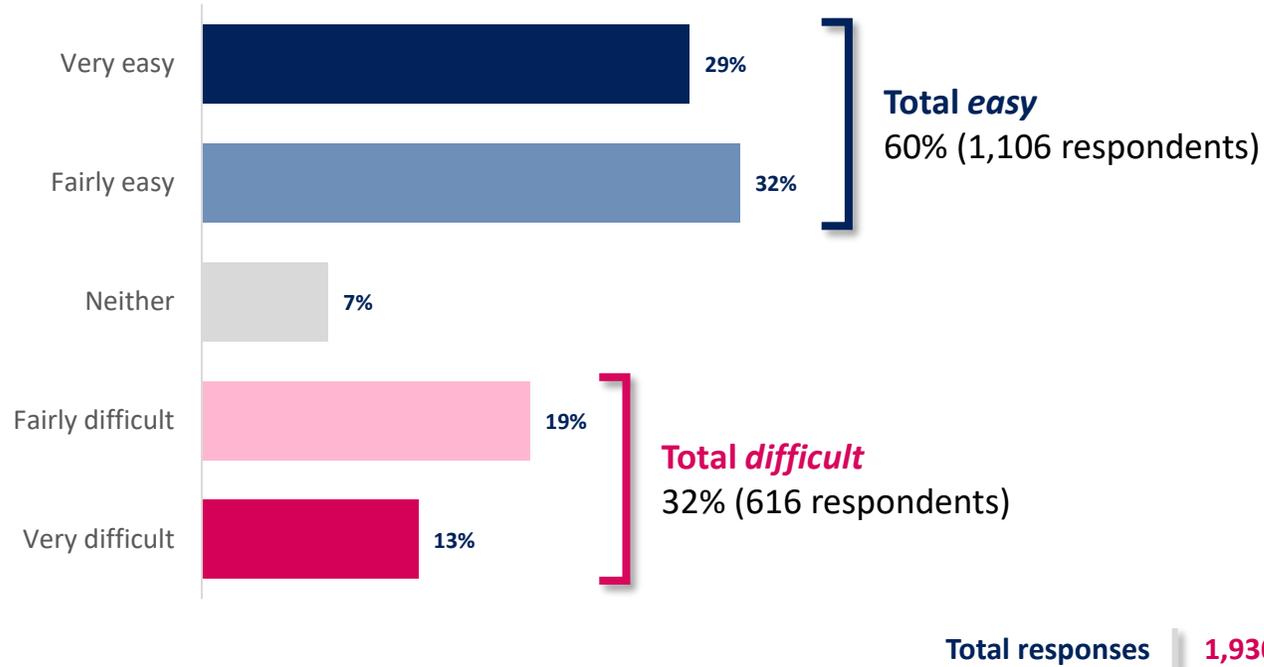
	Very easy	Fairly easy	Neither	Fairly difficult	Very difficult	Total easy	Total difficult	Total
Southampton resident	29%	30%	6%	18%	17%	60%	35%	3,017
Visits Southampton (non-resident)	12%	29%	8%	25%	26%	41%	51%	191
Age... 18 - 29	34%	30%	6%	16%	16%	63%	32%	167
...30 - 39	30%	31%	6%	19%	14%	60%	33%	366
...40 - 49	25%	30%	7%	18%	19%	55%	37%	507
...50 - 59	21%	30%	6%	22%	21%	51%	42%	624
...60 - 69	23%	33%	6%	17%	21%	56%	38%	777
...70 - 79	28%	35%	7%	15%	15%	63%	31%	658
...80+	27%	29%	6%	20%	18%	55%	38%	128
Has a disability	20%	29%	6%	20%	24%	50%	44%	725
Rents from... a private landlord	38%	29%	6%	13%	14%	67%	27%	329
...a housing association*	27%	29%	7%	22%	15%	56%	36%	96
Owns accommodation	24%	32%	7%	19%	19%	56%	37%	2,474
Rents from... the Council	24%	31%	6%	16%	24%	55%	40%	225
Is... retired	27%	33%	7%	16%	17%	60%	33%	1,197
...unemployed^^	23%	33%	7%	11%	25%	57%	37%	183
...employed/self-employed	24%	30%	6%	20%	19%	55%	39%	1,893
Lives in... Portwood	39%	37%	6%	13%	8%	76%	21%	164
...Bevois*	41%	34%	6%	12%	7%	75%	19%	95
...Banister & Polygon	47%	26%	7%	14%	6%	73%	20%	159
...Freemantle	40%	26%	7%	13%	13%	67%	26%	174
...Bargate	39%	26%	6%	12%	16%	66%	28%	114
...Redbridge*	27%	37%	8%	16%	12%	64%	28%	75
...Woolston	24%	37%	6%	17%	16%	62%	33%	206
...Peartree	27%	32%	6%	14%	21%	59%	36%	214
...Shirley	22%	37%	6%	22%	14%	59%	37%	223
...Millbrook	27%	30%	8%	16%	19%	57%	35%	103
...Swaythling*	24%	31%	6%	17%	23%	55%	40%	87
...Coxford	23%	29%	9%	20%	20%	51%	40%	111
...Bassett	21%	30%	8%	25%	16%	51%	41%	178
...Harefield	17%	33%	9%	13%	28%	50%	41%	116
...Bitterne Park	19%	30%	6%	21%	25%	49%	46%	197
...Sholing	9%	35%	6%	27%	23%	44%	50%	177
...Thornhill	10%	32%	6%	30%	23%	41%	53%	114

■ Very easy ■ Fairly easy ■ Neither ■ Fairly difficult ■ Very difficult

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



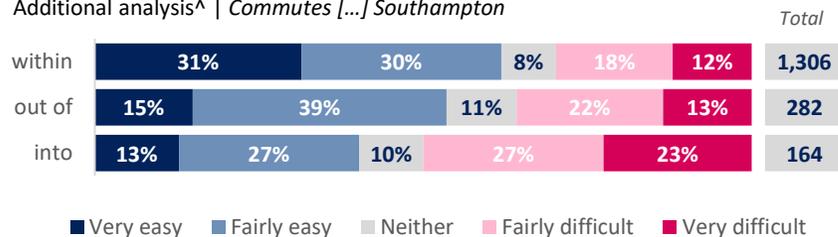
How easy do you find it to travel to the following places? To your workplace[^]



[^]Question asked only to those that confirmed they were residents of or worked in Southampton.



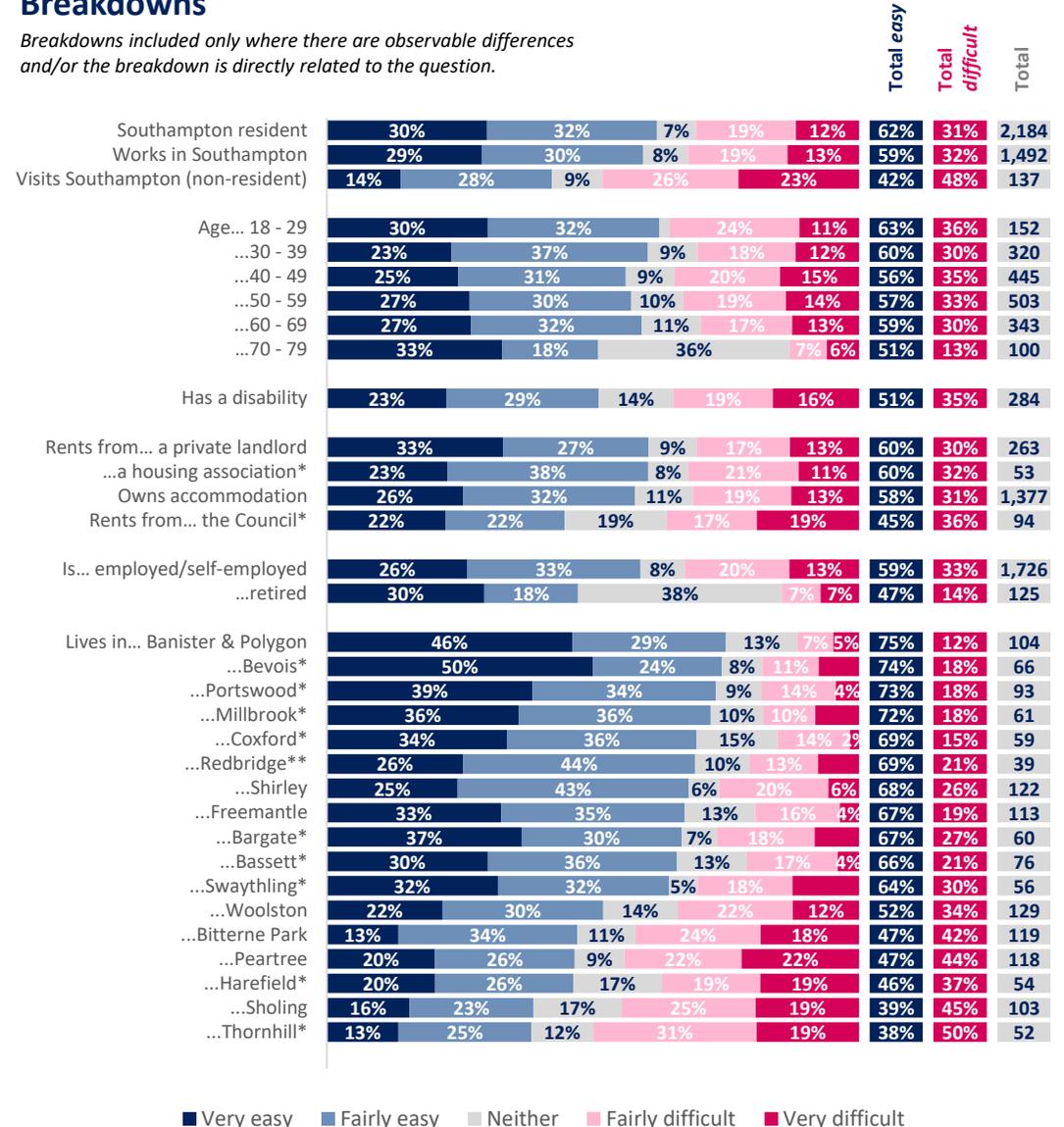
Additional analysis[^] | Commutes [...] Southampton



[^]Additional commuter demographic breakdowns generated from residency and employment responses.

Breakdowns

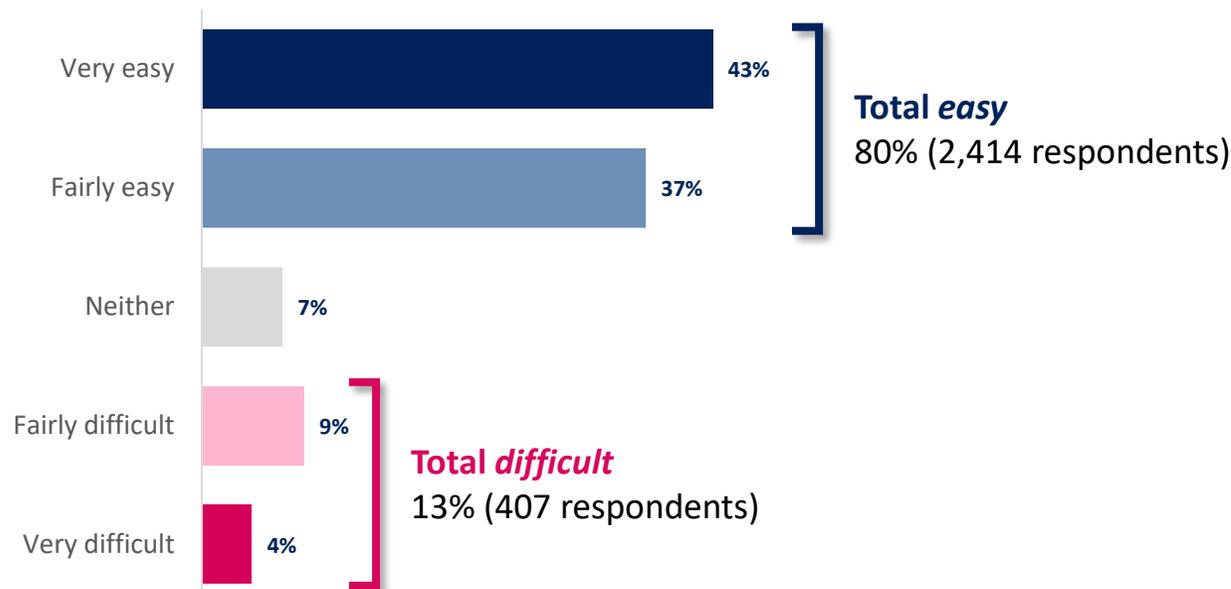
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. **Less than 50 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



How easy do you find it to travel to the following places? To your nearest supermarket**



Total responses | 3,045

**Question asked only to those that confirmed they were Southampton residents.



Breakdowns

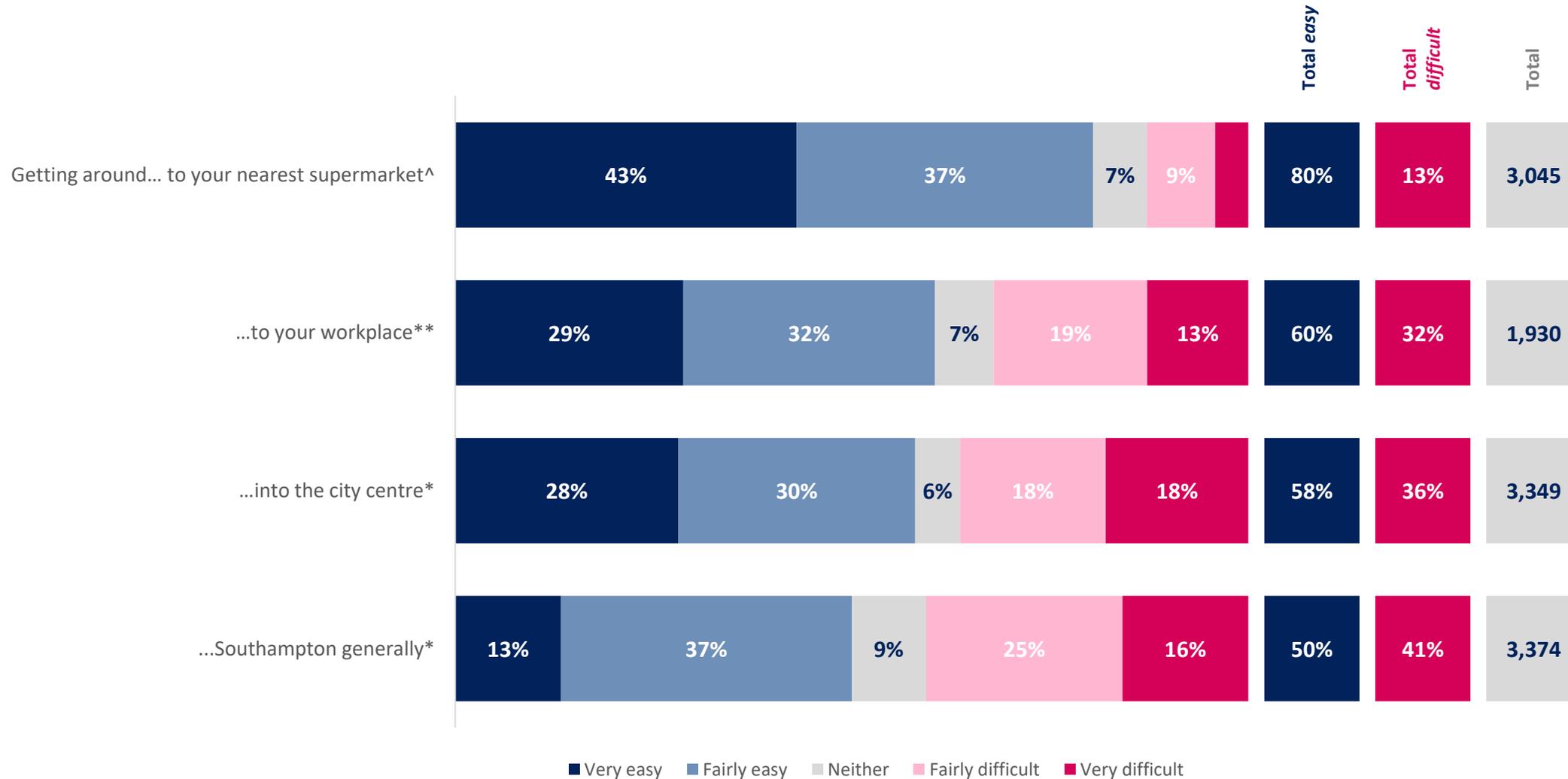
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Very easy	Fairly easy	Neither	Fairly difficult	Very difficult	Total easy	Total difficult	Total
Age... 18 - 29	48%	36%	9%	8%	1%	84%	11%	141
...30 - 39	45%	38%	8%	6%	3%	83%	9%	327
...40 - 49	40%	40%	7%	9%	4%	80%	13%	445
...50 - 59	39%	41%	6%	9%	5%	80%	15%	569
...60 - 69	38%	41%	8%	8%	5%	79%	13%	718
...70 - 79	40%	40%	9%	8%	3%	80%	11%	621
...80+	43%	35%	10%	9%	3%	78%	19%	118
Has a disability	32%	38%	8%	14%	9%	69%	23%	673
Rents from... a private landlord	44%	39%	7%	6%	2%	82%	11%	295
Owens accommodation	40%	40%	7%	8%	3%	80%	12%	2,271
Rents from... a housing association*	37%	39%	10%	12%	4%	76%	14%	83
...the Council	38%	37%	7%	11%	8%	75%	18%	213
Is... employed/self-employed	42%	40%	7%	8%	3%	82%	11%	1,691
...retired	39%	40%	8%	9%	4%	78%	13%	1,120
...unemployed^^	29%	41%	6%	12%	12%	70%	24%	171
Lives in... Coxford	57%	33%	9%	1%	0%	90%	5%	111
...Shirley	42%	46%	6%	4%	2%	88%	9%	216
...Portsmouth	65%	22%	6%	7%	0%	88%	7%	161
...Millbrook	58%	29%	6%	7%	0%	87%	7%	103
...Banister & Polygon	51%	36%	8%	5%	0%	87%	5%	154
...Bevois*	54%	31%	6%	9%	0%	85%	9%	93
...Freemantle	45%	38%	8%	7%	2%	83%	9%	176
...Redbridge*	51%	30%	9%	10%	0%	81%	9%	74
...Harefield	36%	43%	10%	6%	5%	80%	11%	113
...Bassett	28%	49%	10%	10%	4%	77%	13%	177
...Peartree	37%	41%	11%	8%	3%	77%	19%	207
...Woolston	39%	38%	8%	9%	7%	77%	16%	199
...Swaythling*	39%	38%	15%	7%	1%	76%	8%	85
...Sholing	21%	50%	10%	14%	7%	72%	18%	173
...Bargate	41%	31%	8%	10%	10%	72%	21%	116
...Thornhill	30%	37%	9%	18%	6%	68%	23%	115
...Bitterne Park	18%	47%	13%	15%	8%	64%	23%	197

Very easy Fairly easy Neither Fairly difficult Very difficult



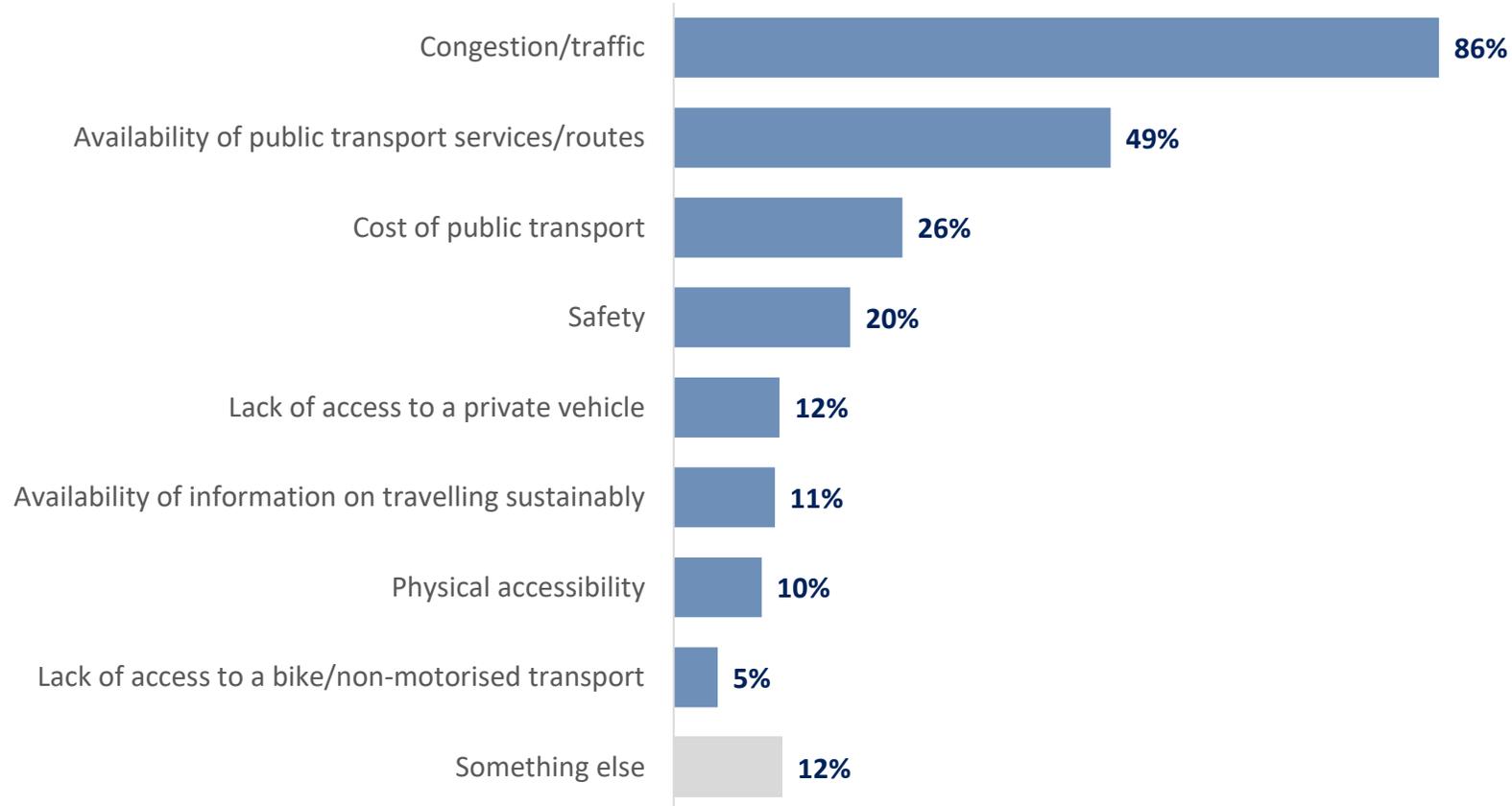
How easy do you find it to travel to the following places? *Summary of overall responses*



**Question open to all respondents. **Question asked only to those that confirmed they were residents of or worked in Southampton. ^Question asked only to those that confirmed they were Southampton residents.*

If difficult, do any of the following negatively impact your ability to travel in and around Southampton?

Question asked only to those that responded 'fairly difficult' or 'very difficult' to any of the previous four getting around questions.



Total responses | **1,775**

If difficult, do any of the following negatively impact your ability to travel in and around Southampton?

Question asked only to those that responded 'fairly difficult' or 'very difficult' to any of the previous four getting around questions.

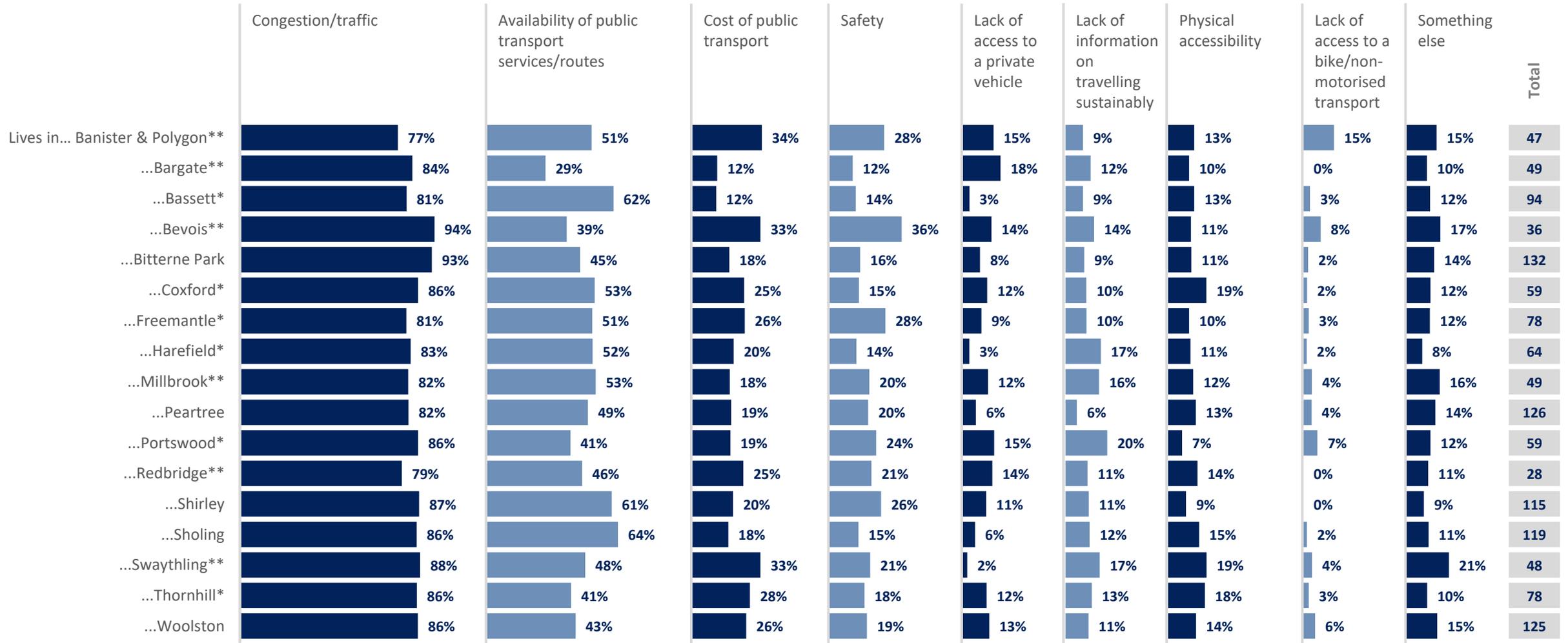
	Congestion/traffic	Availability of public transport services/routes	Cost of public transport	Safety	Lack of access to a private vehicle	Lack of information on travelling sustainably	Physical accessibility	Lack of access to a bike/non-motorised transport	Something else	Total
OVERALL RESPONDENTS	86%	49%	26%	20%	12%	11%	10%	5%	12%	1,775
Southampton resident	86%	49%	26%	20%	13%	11%	10%	5%	12%	1,609
Visits Southampton (non-resident)	88%	59%	22%	14%	7%	12%	5%	5%	13%	123
Commutes [within] Southampton^	89%	47%	27%	20%	10%	11%	7%	5%	13%	793
[into]^	93%	57%	24%	12%	5%	13%	3%	3%	10%	119
[out of]^	88%	47%	26%	16%	5%	10%	4%	4%	11%	202
Age... 18 - 29*	88%	60%	33%	21%	18%	15%	4%	10%	12%	94
...30 - 39	91%	51%	31%	20%	8%	8%	4%	6%	11%	186
...40 - 49	88%	48%	32%	22%	6%	9%	7%	6%	13%	290
...50 - 59	90%	45%	28%	16%	6%	13%	9%	3%	14%	370
...60 - 69	82%	49%	18%	19%	8%	10%	16%	2%	10%	415
...70 - 79	83%	53%	5%	19%	9%	15%	20%	1%	9%	289
...80+*	63%	51%	3%	19%	24%	17%	37%	3%	17%	63
Has a disability	77%	50%	23%	30%	15%	11%	38%	5%	15%	436
Owens accommodation	87%	50%	20%	18%	7%	12%	11%	3%	11%	1,323
Rents from... the Council	77%	50%	30%	26%	14%	14%	30%	7%	11%	122
...a housing association*	76%	48%	22%	28%	16%	4%	18%	4%	4%	50
...a private landlord	86%	45%	33%	20%	13%	9%	9%	4%	14%	159
Is... employed/self-employed	90%	47%	27%	18%	8%	11%	6%	4%	12%	1,086
...unemployed^^*	73%	51%	36%	29%	17%	14%	36%	8%	15%	96
...retired	80%	53%	8%	18%	9%	13%	21%	2%	11%	558

*Less than 100 respondents. **Less than 50 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

^Additional commuter demographic breakdowns generated from residency and employment responses.

If difficult, do any of the following negatively impact your ability to travel in and around Southampton?

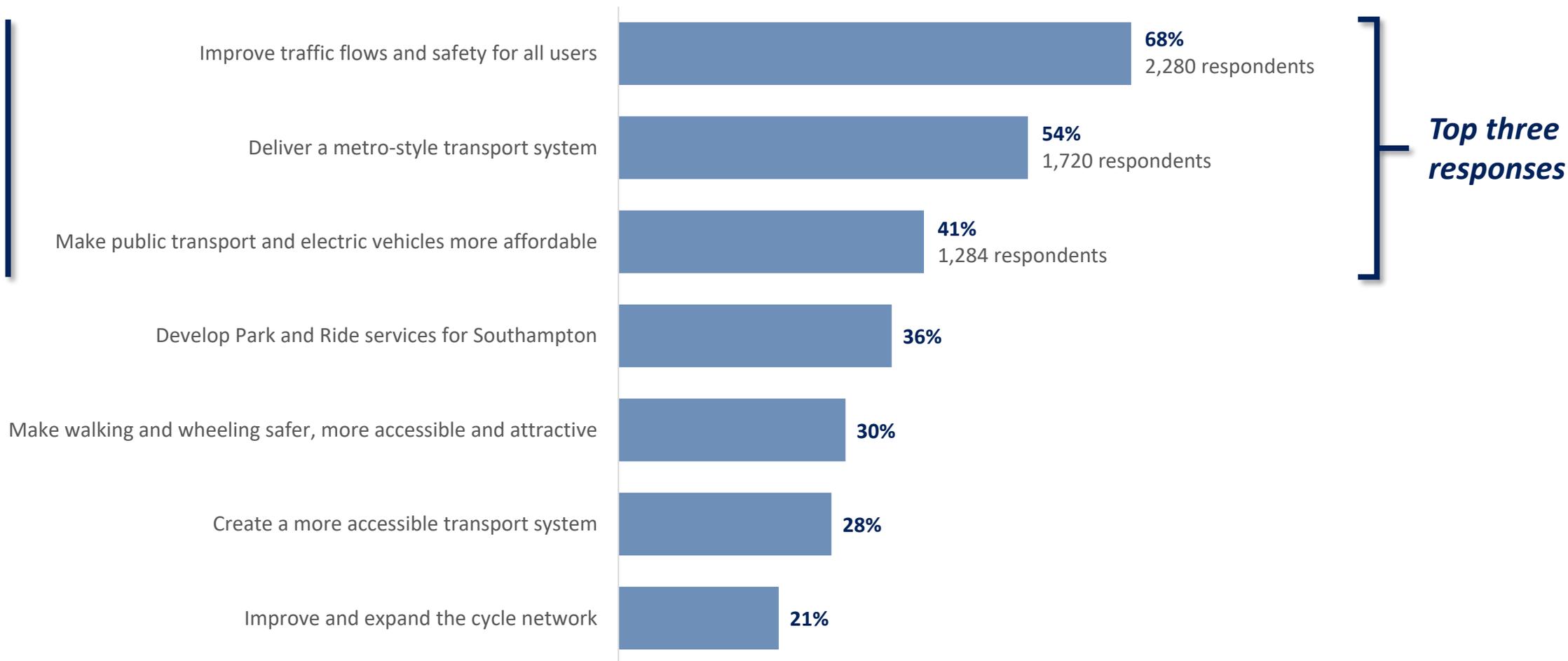
Question asked only to those that responded 'fairly difficult' or 'very difficult' to any of the previous four getting around questions.





The Southampton Climate Change Assembly identified the following transport priorities for Southampton. Please tell us what would be your *top 3*.*

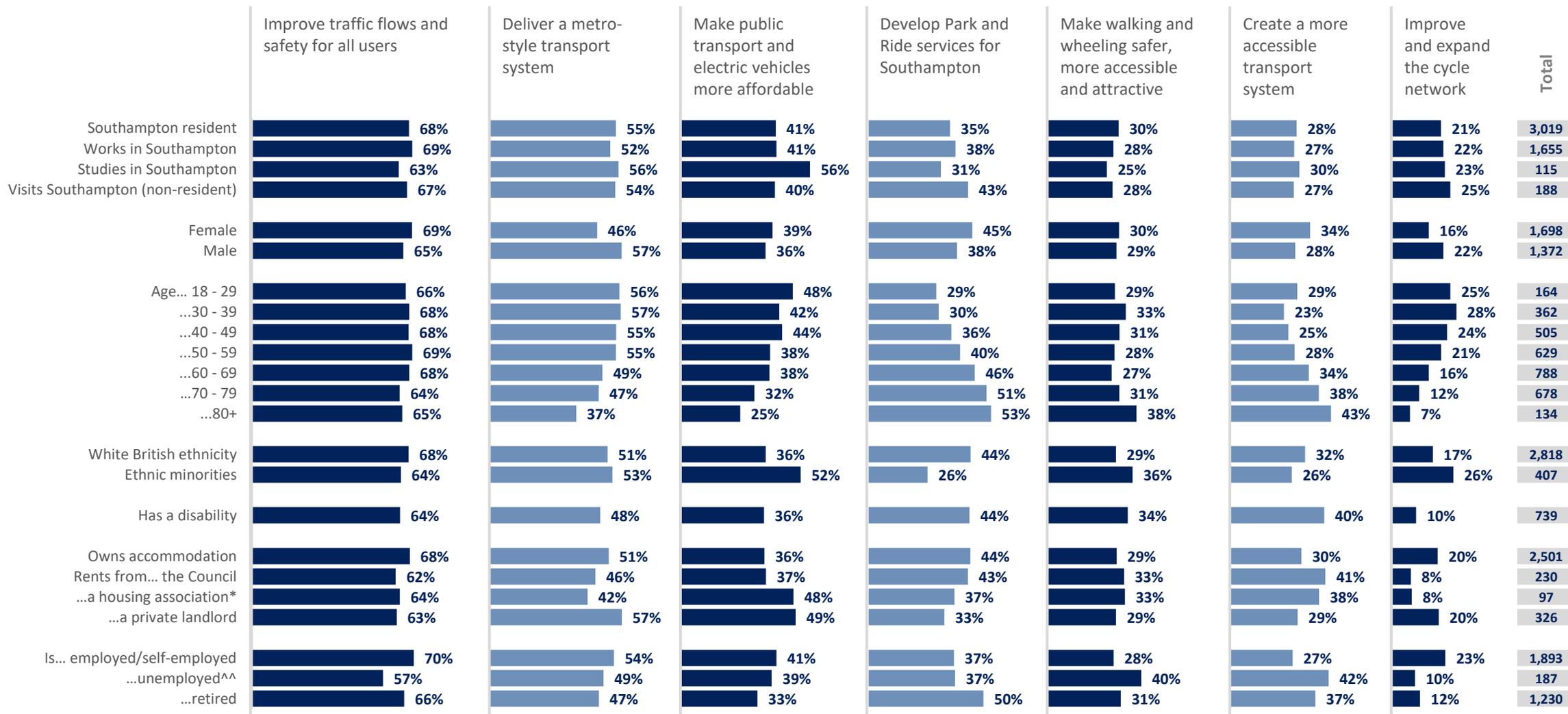
**Question open to all respondents.*



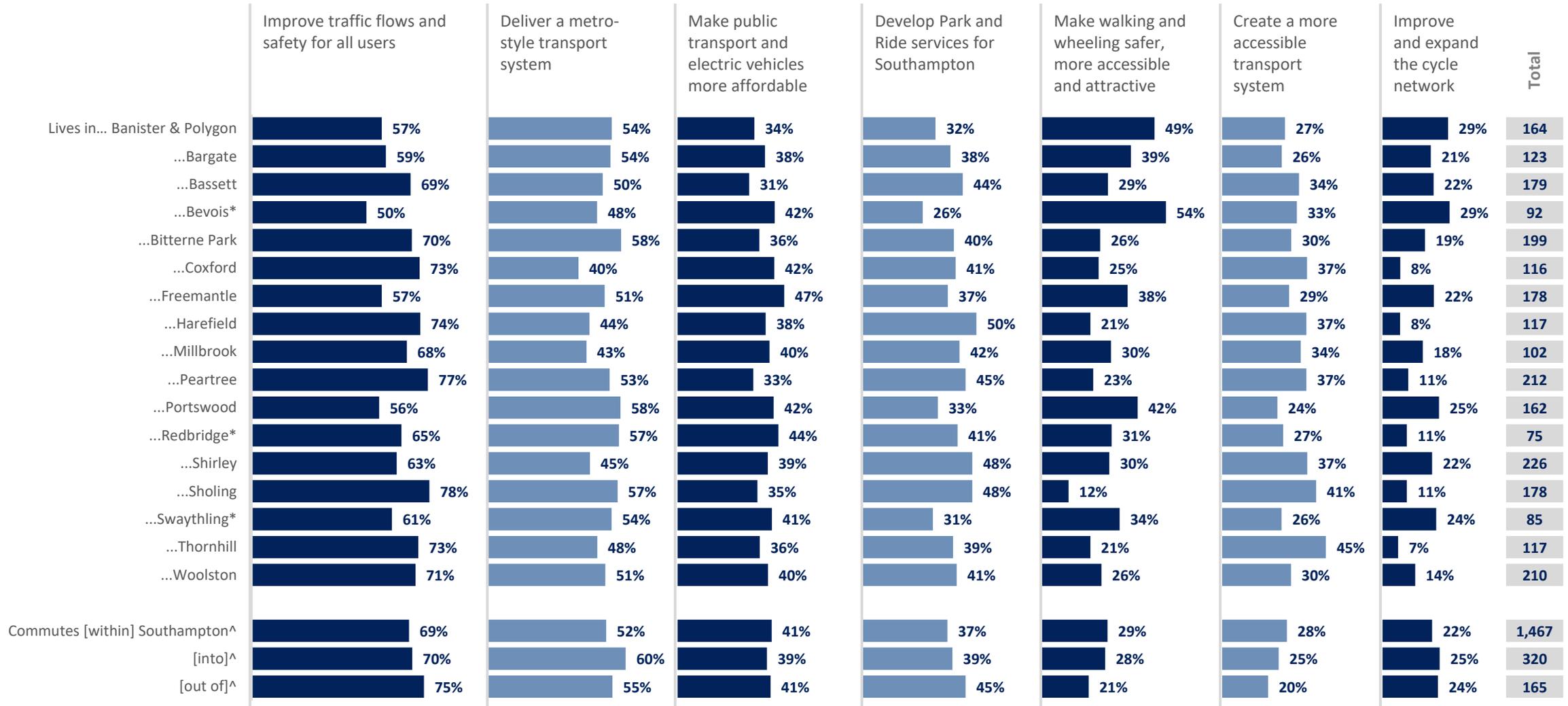
Total responses | **3,380**



The Southampton Climate Change Assembly identified the following transport priorities for Southampton. Please tell us what would be your *top 3*. **



The Southampton Climate Change Assembly identified the following transport priorities for Southampton. Please tell us what would be your *top 3*.**



**Question open to all respondents. *Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled. ^Additional commuter demographic breakdowns generated from residency and employment responses.

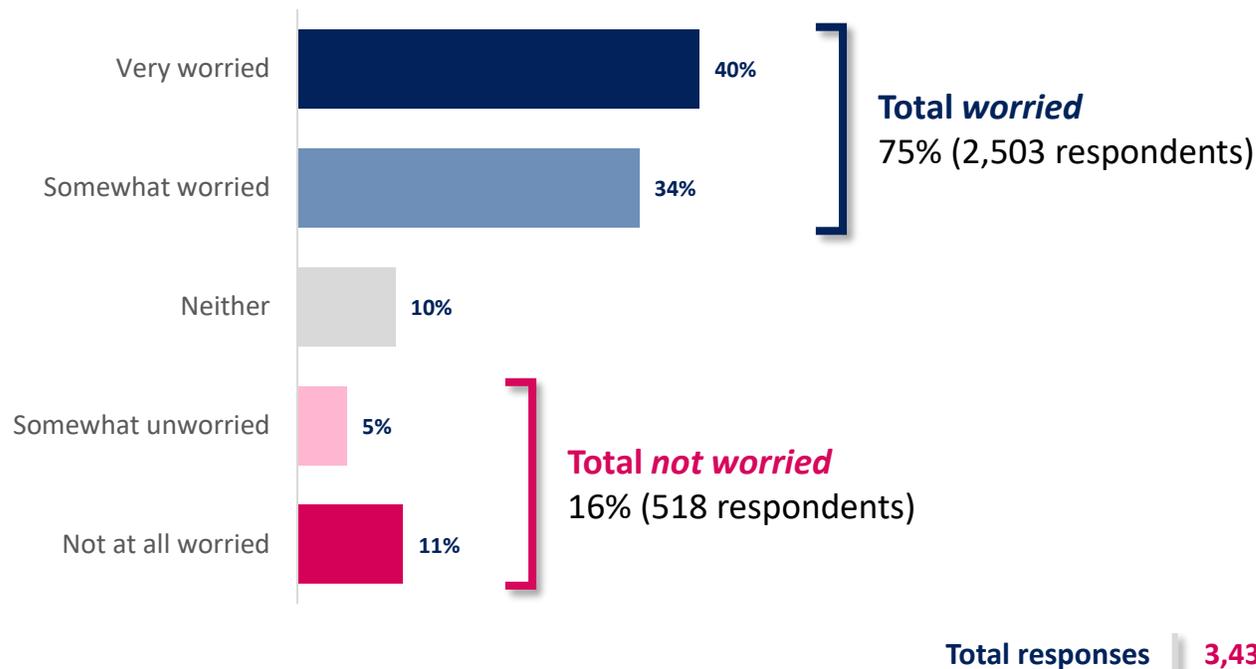


Environment





How worried are you about the impact of climate change?*



**Question open to all respondents



From the [ONS](#):

“Approximately 64% [11% points less than in Southampton] of adults in [the UK] said they were somewhat or very worried about the impact of climate change, with variation by region, sex and socio-economic status.”

Breakdowns

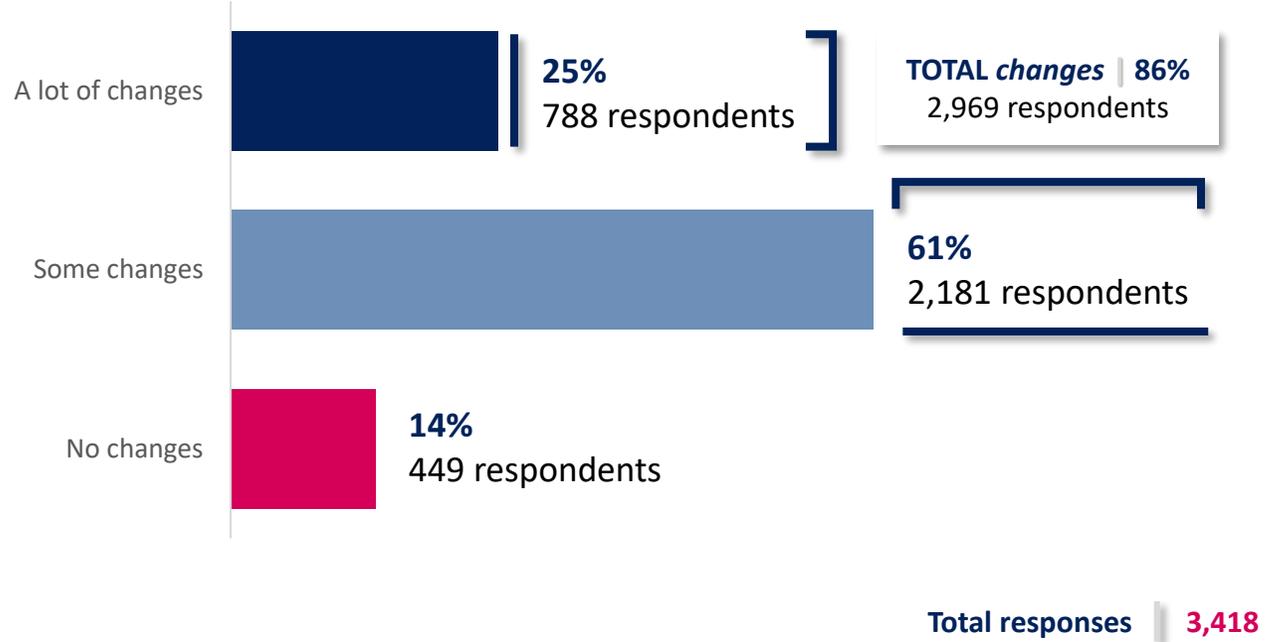
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Very worried	Somewhat worried	Neither	Somewhat unworried	Not at all worried	Total worried	Total not worried	Total
Works in Southampton	37%	37%	11%	11%	4%	74%	15%	1,688
Studies in Southampton	45%	39%	11%	8%	1%	84%	11%	118
Female	38%	40%	12%	6%	4%	78%	10%	1,716
Male	35%	35%	12%	6%	13%	69%	18%	1,395
Age... 18 - 29	52%	29%	7%	8%	4%	81%	12%	168
...30 - 39	39%	38%	8%	10%	5%	77%	15%	371
...40 - 49	38%	40%	9%	7%	6%	78%	13%	512
...50 - 59	33%	36%	14%	6%	10%	70%	16%	645
...60 - 69	35%	39%	12%	11%	7%	73%	14%	800
...70 - 79	37%	36%	14%	9%	6%	73%	13%	678
...80+	35%	30%	17%	13%	7%	65%	18%	135
Ethnic minorities	43%	35%	8%	9%	5%	78%	14%	422
White British ethnicity	36%	38%	13%	9%	6%	74%	14%	2,852
Has a disability	33%	35%	15%	13%	5%	68%	18%	752
Owns accommodation	38%	37%	12%	9%	6%	75%	13%	2,537
Rents from... a private landlord	38%	33%	9%	6%	14%	72%	19%	336
...a housing association	27%	36%	20%	14%	3%	62%	18%	101
...the Council	26%	36%	17%	16%	2%	62%	21%	229
Is... employed/self-employed	37%	38%	10%	9%	6%	75%	14%	1,930
...retired	35%	36%	14%	10%	7%	71%	14%	1,235
...unemployed^^	35%	32%	12%	8%	12%	67%	20%	193
Lives in... Portswood	50%	33%	9%	8%	0%	83%	8%	166
...Shirley	41%	39%	10%	6%	4%	80%	10%	228
...Bitterne Park	39%	40%	8%	8%	5%	79%	12%	202
...Bassett	47%	32%	9%	7%	5%	79%	12%	181
...Bevois*	47%	32%	9%	8%	4%	79%	12%	95
...Banister & Polygon	43%	35%	12%	8%	4%	78%	10%	164
...Freemantle	47%	28%	10%	11%	4%	75%	15%	185
...Millbrook	35%	34%	14%	6%	10%	70%	16%	105
...Coxford	33%	36%	16%	7%	8%	69%	15%	117
...Bargate	35%	34%	11%	6%	15%	69%	20%	123
...Harefield	26%	43%	17%	6%	9%	68%	15%	120
...Woolston	27%	41%	17%	11%	4%	68%	15%	211
...Sholing	25%	42%	20%	8%	5%	67%	13%	181
...Swaythling*	42%	24%	10%	9%	14%	67%	23%	90
...Peartree	27%	39%	14%	6%	14%	66%	20%	214
...Redbridge*	22%	41%	20%	14%	3%	63%	17%	76
...Thornhill	23%	37%	16%	6%	17%	60%	23%	116

■ Very worried ■ Somewhat worried ■ Neither ■ Somewhat unworried ■ Not at all worried

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

To what extent have you made changes to your lifestyle to help tackle environmental issues?***



Total responses | 3,418

***Question open to all respondents

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

Category	A lot of changes	Some changes	No changes	Total
Studies in Southampton	31%	56%	13%	118
Visits Southampton (non-resident)	18%	69%	13%	196
Female	24%	68%	9%	1,706
Male	22%	61%	17%	1,392
Age... 18 - 29	33%	54%	13%	167
...30 - 39	25%	61%	14%	370
...40 - 49	25%	64%	11%	510
...50 - 59	23%	64%	13%	644
...60 - 69	22%	66%	12%	795
...70 - 79	21%	66%	13%	673
...80+	19%	67%	14%	135
Owns accommodation	24%	64%	12%	2,526
...a private landlord	23%	60%	17%	335
...a housing association	17%	65%	18%	101
Rents from... the Council	22%	60%	19%	226
Is... employed/self-employed	25%	63%	12%	1,923
...retired	21%	66%	13%	1,227
...unemployed^^	19%	64%	17%	192
Lives in... Bassett	33%	60%	8%	181
...Portswood	24%	68%	8%	165
...Shirley	31%	60%	10%	226
...Banister & Polygon	34%	56%	10%	163
...Coxford	18%	70%	11%	115
...Harefield	24%	65%	12%	119
...Thornhill	16%	72%	12%	116
...Bitterne Park	22%	66%	12%	202
...Millbrook	22%	66%	12%	105
...Woolston	19%	69%	13%	210
...Freemantle	32%	53%	15%	185
...Peartree	18%	67%	15%	211
...Bevois*	23%	62%	15%	94
...Swaythling*	20%	64%	16%	89
...Sholing	17%	67%	16%	181
...Redbridge*	16%	67%	17%	75
...Bargate	22%	60%	18%	121

■ A lot of changes ■ Some changes ■ No changes



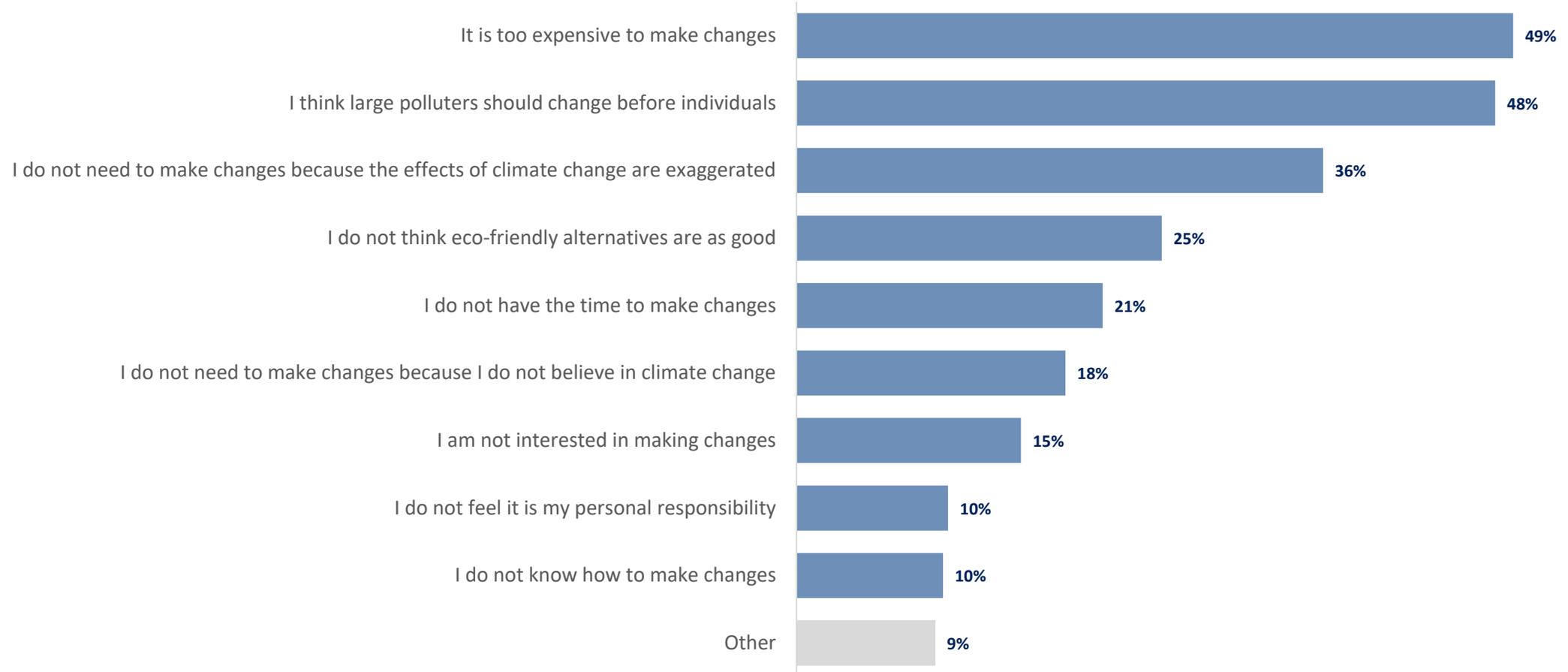
From the [ONS](#):

“Adults living in the **least deprived areas** of England were **more likely** to report having made some changes to their lifestyle to tackle climate change (**70%**) than those in the **most deprived areas** (**55%**).”



For what reasons have you not made any changes to your lifestyle to tackle climate change?*

*Asked to those that responded 'no changes' to question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?' only.



Total responses 415

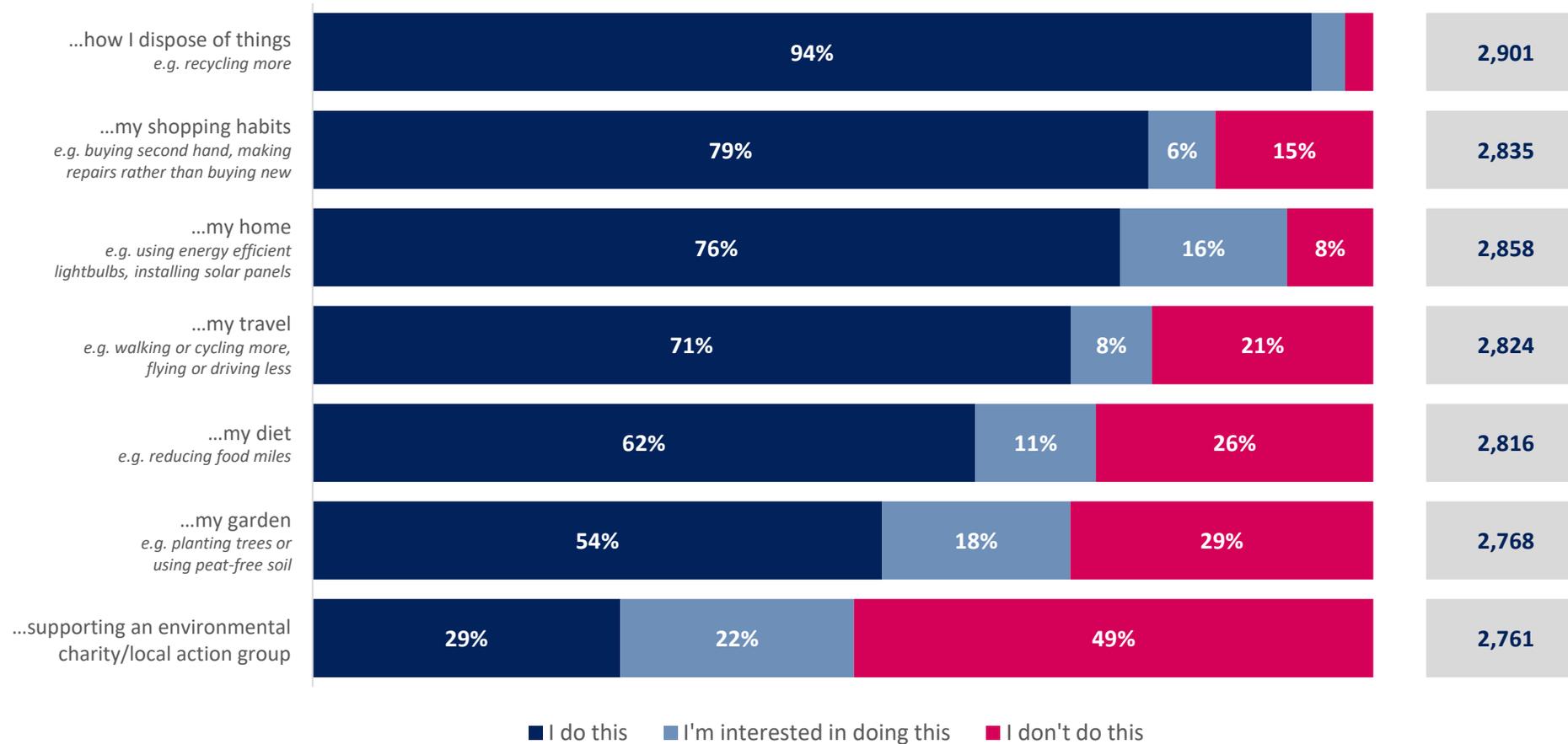


What actions, if any, have you taken in the past 12 months to help tackle climate change?* *Summary of overall responses*

*Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'

I have made changes to...

Total





Respondents were asked to write down anything that would **help them to be able to do more to tackle climate change?** Of the 1367 free text comments, top themes included:

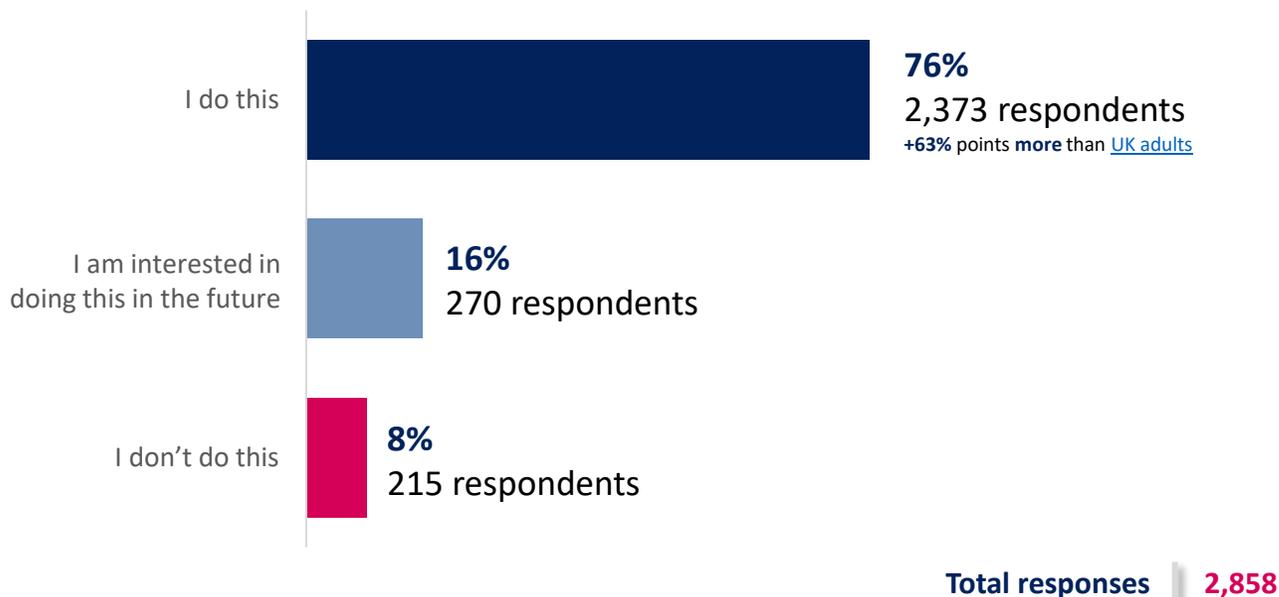
1	Improved recycling services: Many respondents expressed the need for better recycling facilities, including the ability to recycle a wider range of materials such as plastics, tetrapaks, and food waste
2	Better public transport: A significant number of comments highlighted the need for a more reliable, frequent, and affordable public transport system
3	Cycling infrastructure: Respondents frequently mentioned the need for more and safer cycle paths to encourage cycling as a mode of transport
4	Food waste collection: There was a strong demand for the introduction of food waste collection services
5	Public awareness and education: Many comments suggested that more information and education about recycling and environmental practices would be beneficial
6	Support for renewable energy: Several respondents mentioned the need for incentives or support to install renewable energy solutions like solar panels and heat pumps
7	Plastic reduction: Reducing plastic packaging and increasing the types of plastics that can be recycled were common themes
8	Community initiatives: Some respondents suggested the creation of local community groups or initiatives focused on environmental actions

9	Improved waste management: Better management of waste collection services, including more frequent collections and addressing issues like fly-tipping, was a recurring theme
10	Affordable green solutions: There were calls for making green solutions like electric vehicles and home insulation more affordable
11	Local food and produce: Encouraging the availability and purchase of locally grown food to reduce food miles was mentioned by several respondents
12	Green spaces and biodiversity: Enhancing green spaces and supporting biodiversity through local action groups and initiatives was a common suggestion
13	Electric vehicle infrastructure: The need for more accessible and reliable electric vehicle charging points was highlighted
14	Government and corporate responsibility: Some comments emphasized the need for greater action from governments and corporations to address environmental issues
15	Incentives for sustainable practices: Providing financial incentives or rewards for individuals and businesses to adopt sustainable practices was suggested

This initial comment theme generation has been conducted through Co-pilot.



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to my home***

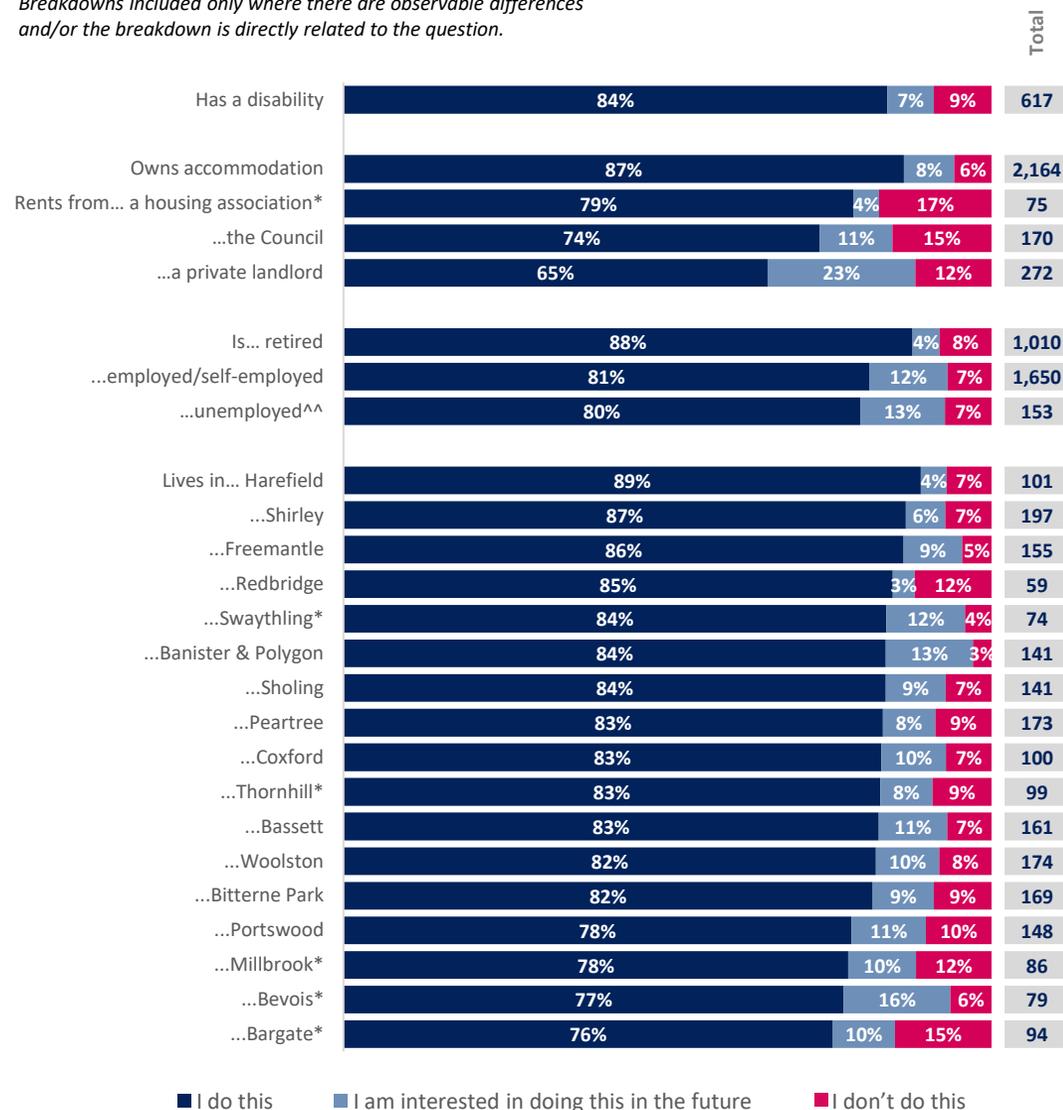


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

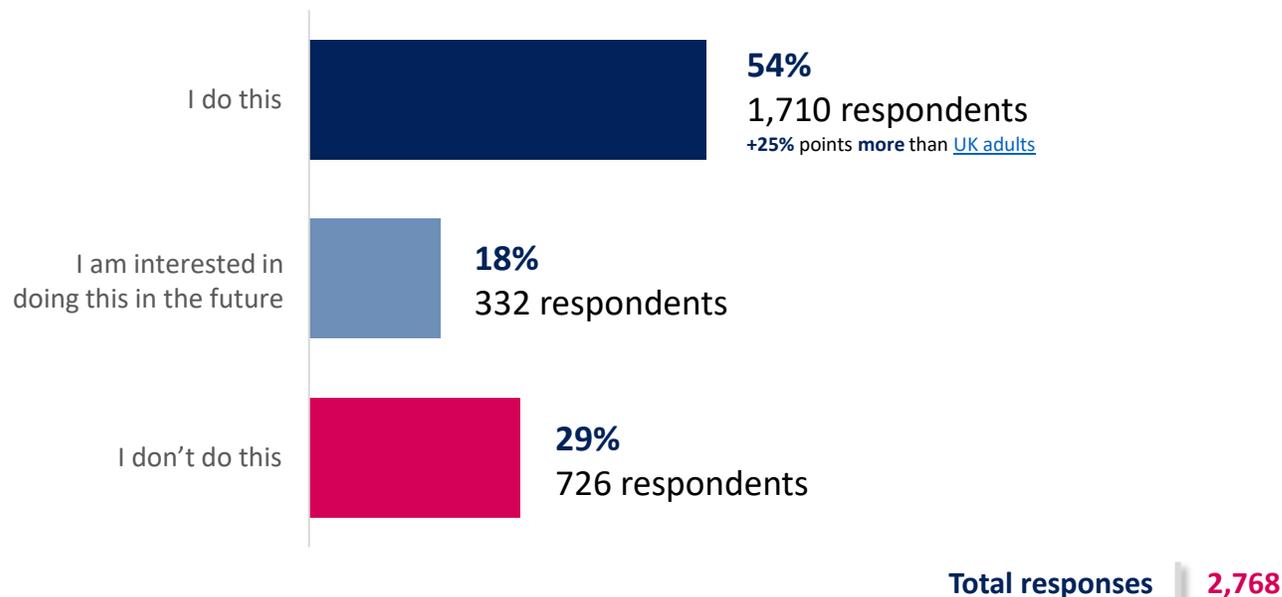
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ I do this ■ I am interested in doing this in the future ■ I don't do this



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to my garden***

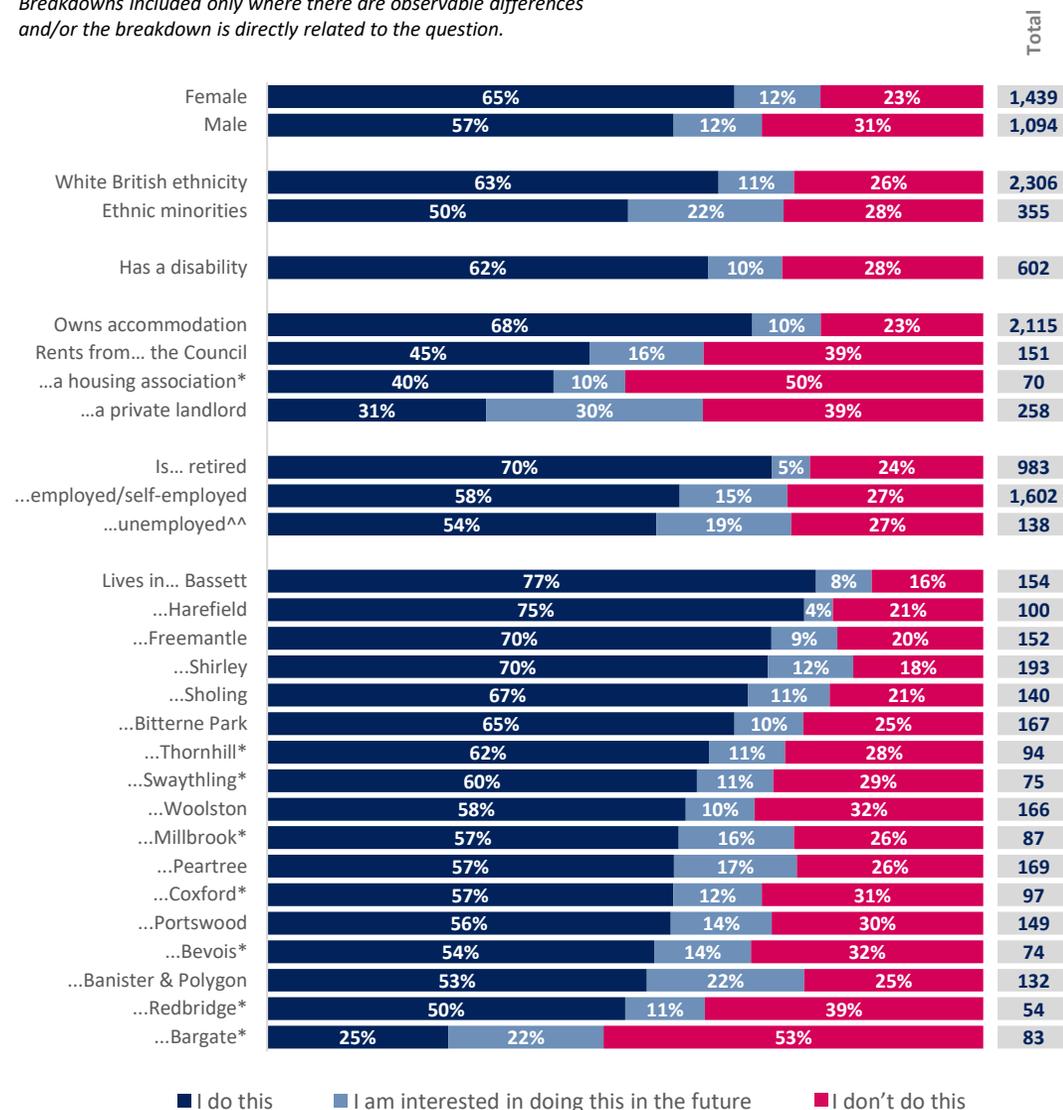


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

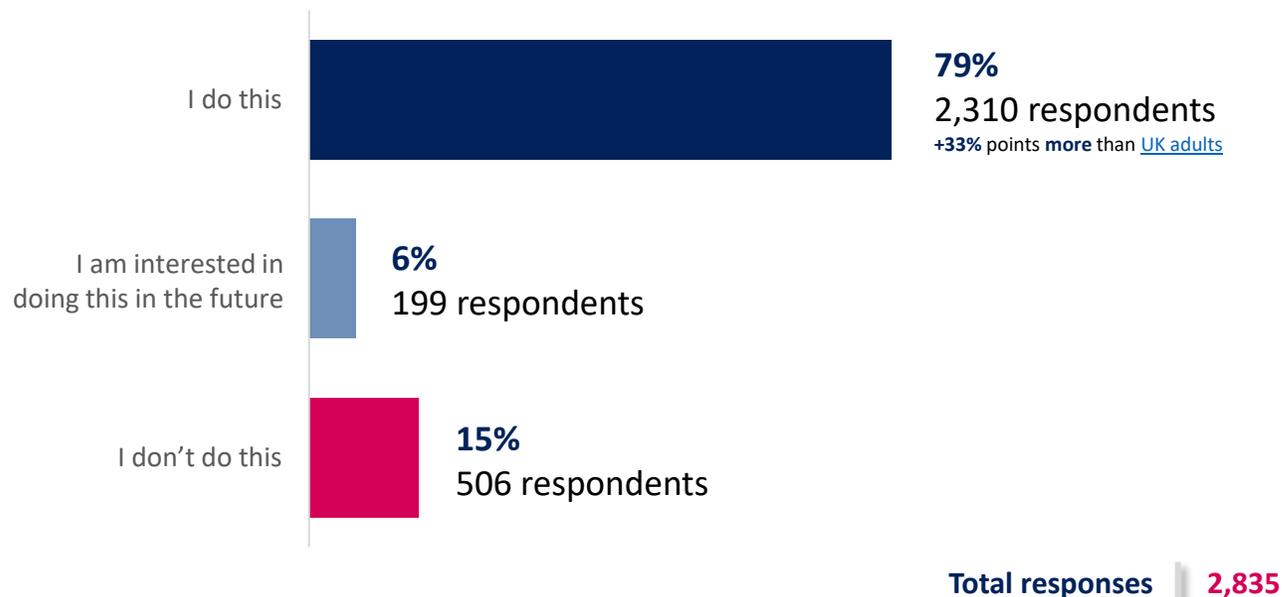


■ I do this ■ I am interested in doing this in the future ■ I don't do this

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to my shopping habits***

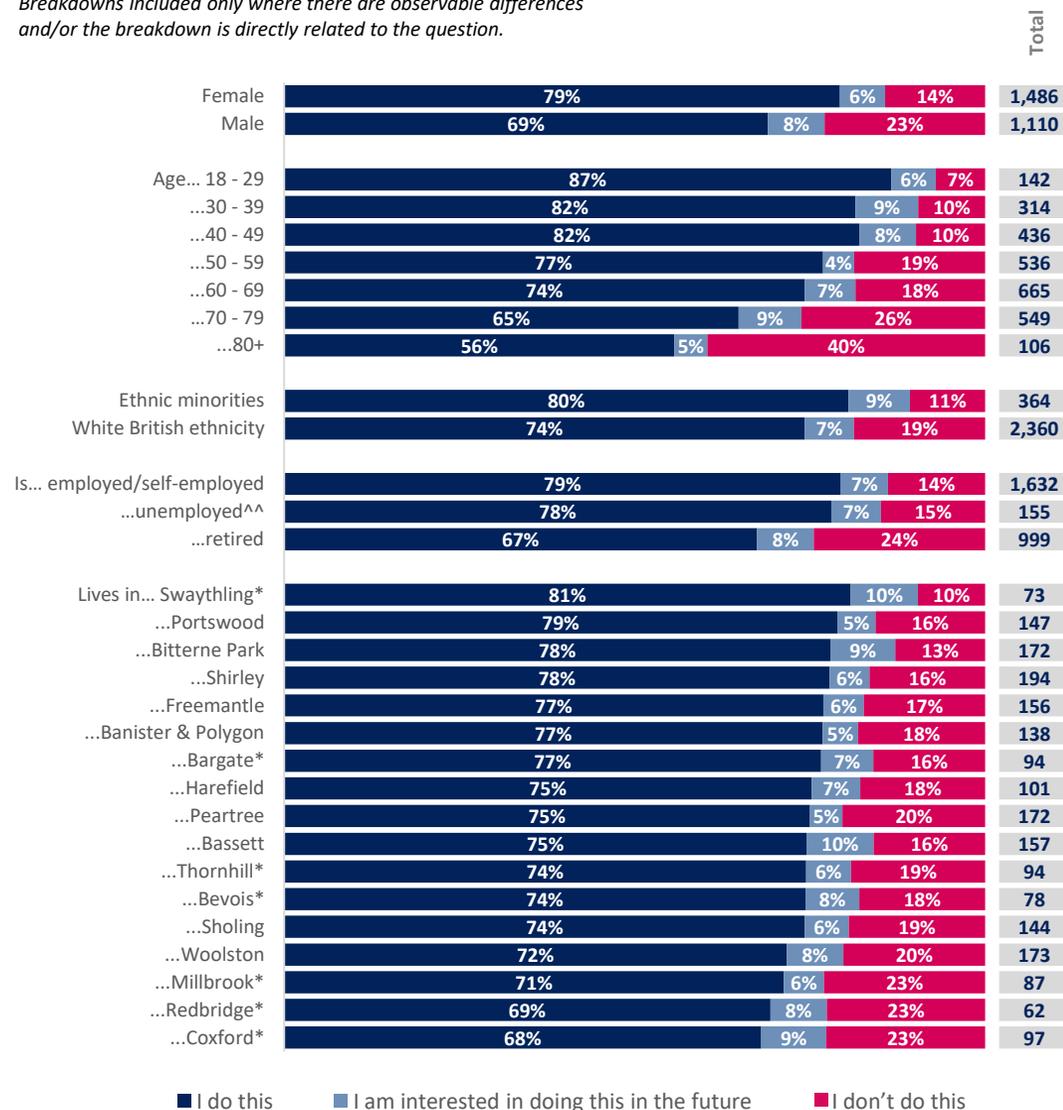


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

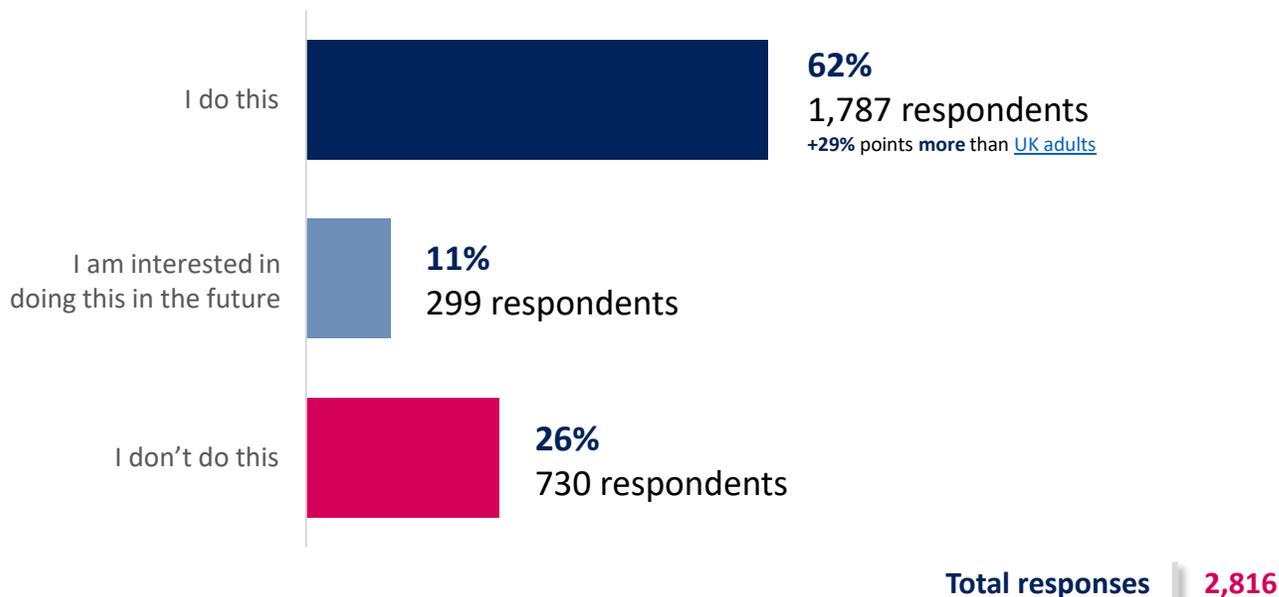
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ I do this ■ I am interested in doing this in the future ■ I don't do this



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to my diet***

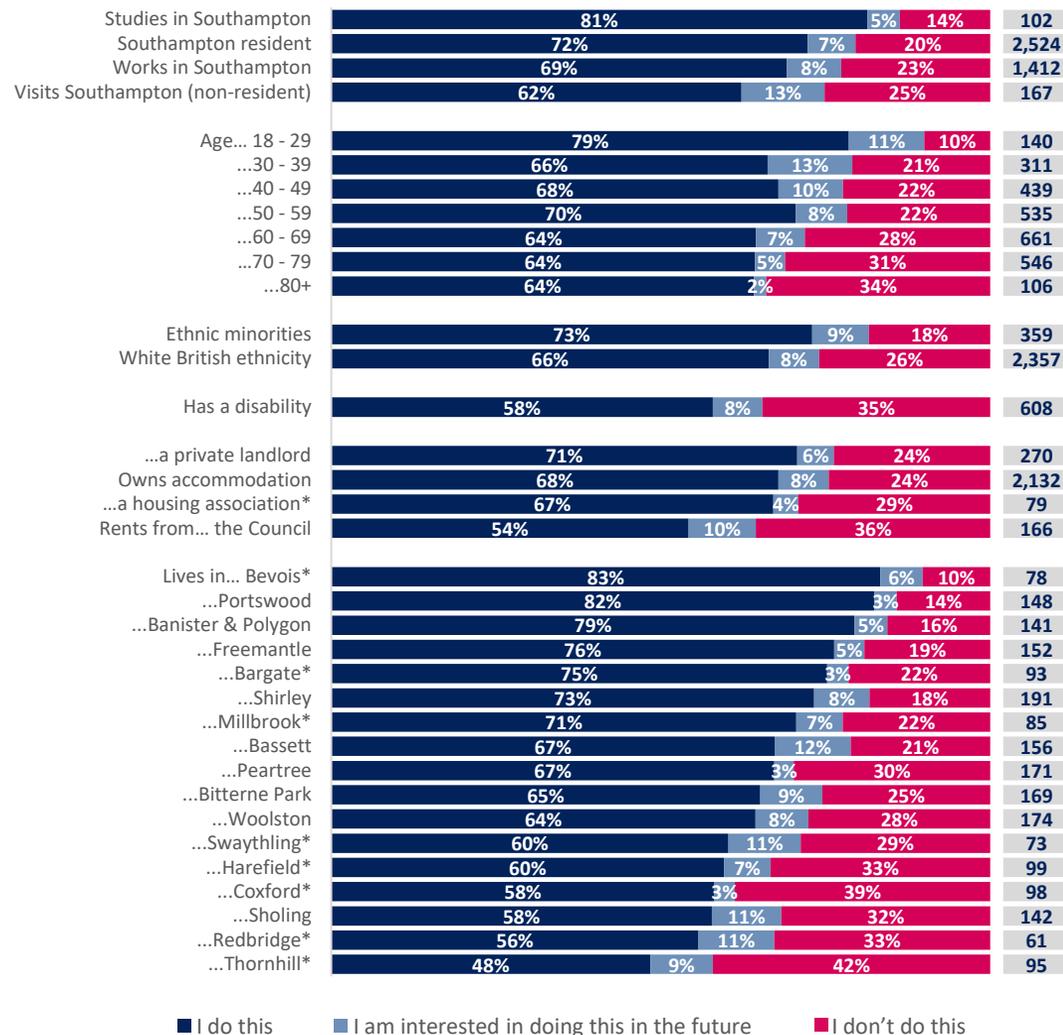


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

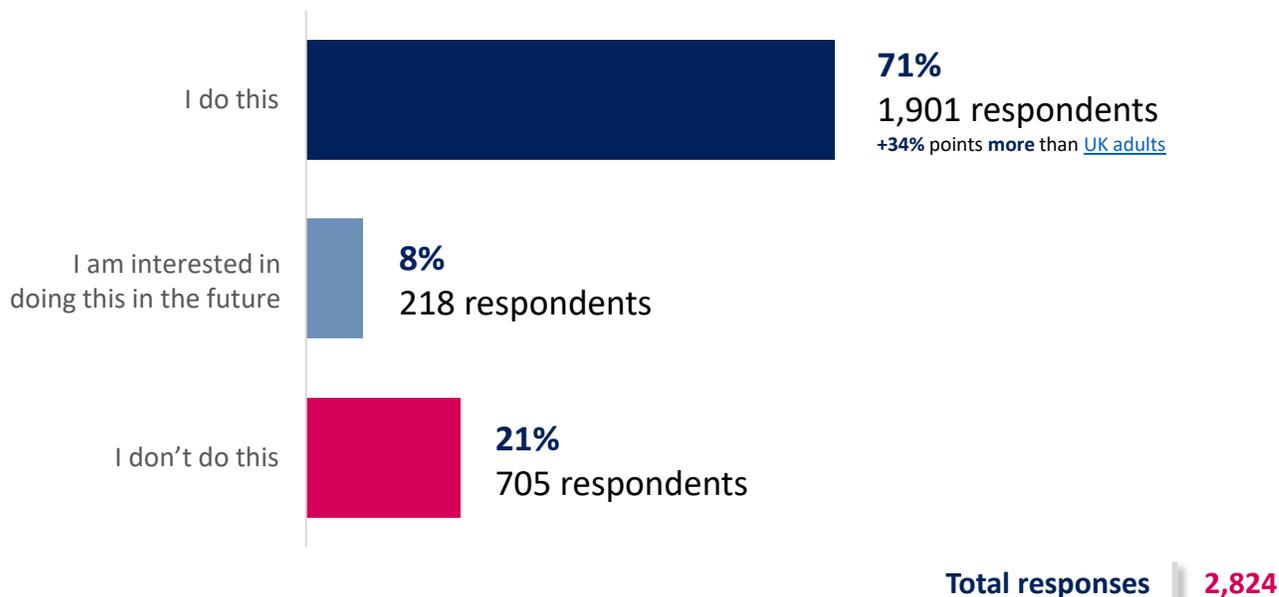
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ I do this ■ I am interested in doing this in the future ■ I don't do this



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to travel***

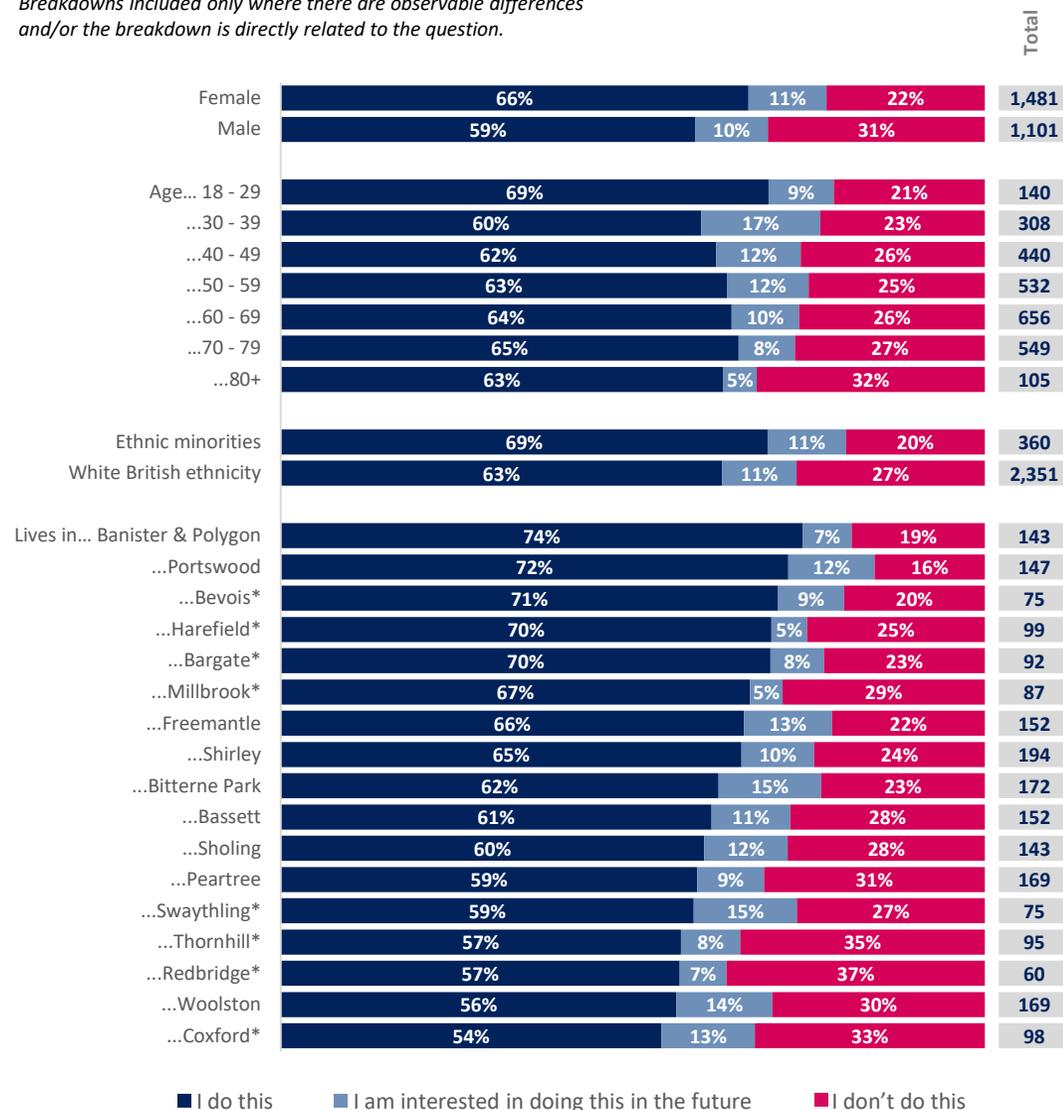


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

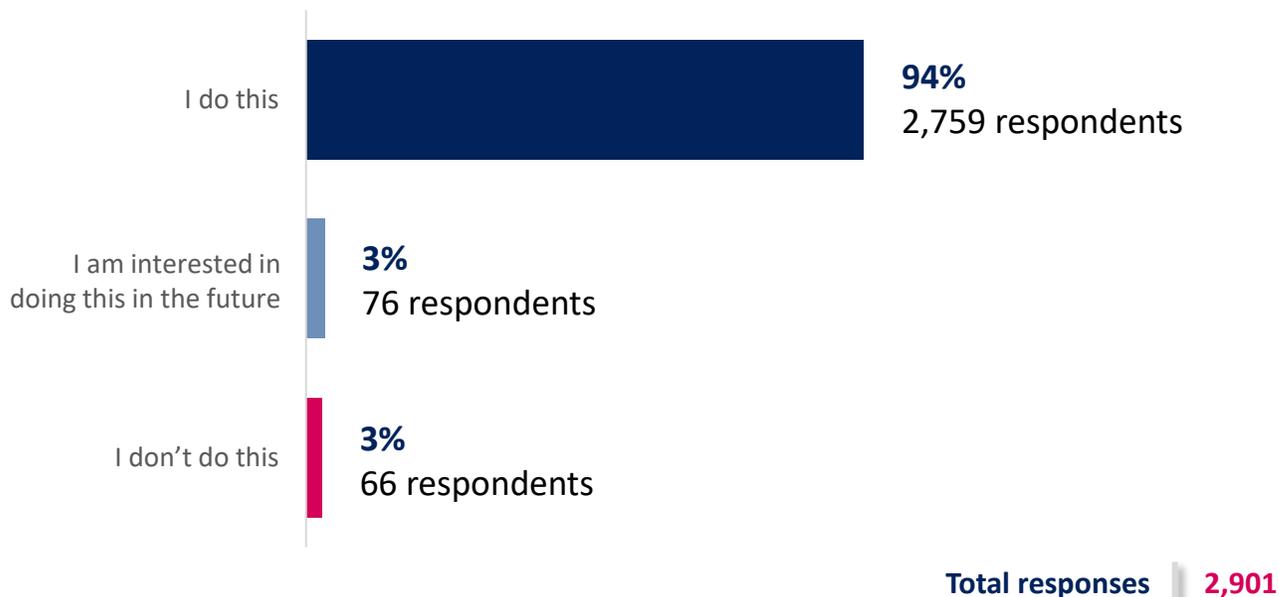


■ I do this ■ I am interested in doing this in the future ■ I don't do this

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



What actions, if any, have you taken in the past 12 months to help tackle climate change? *Made changes to how I dispose of things***

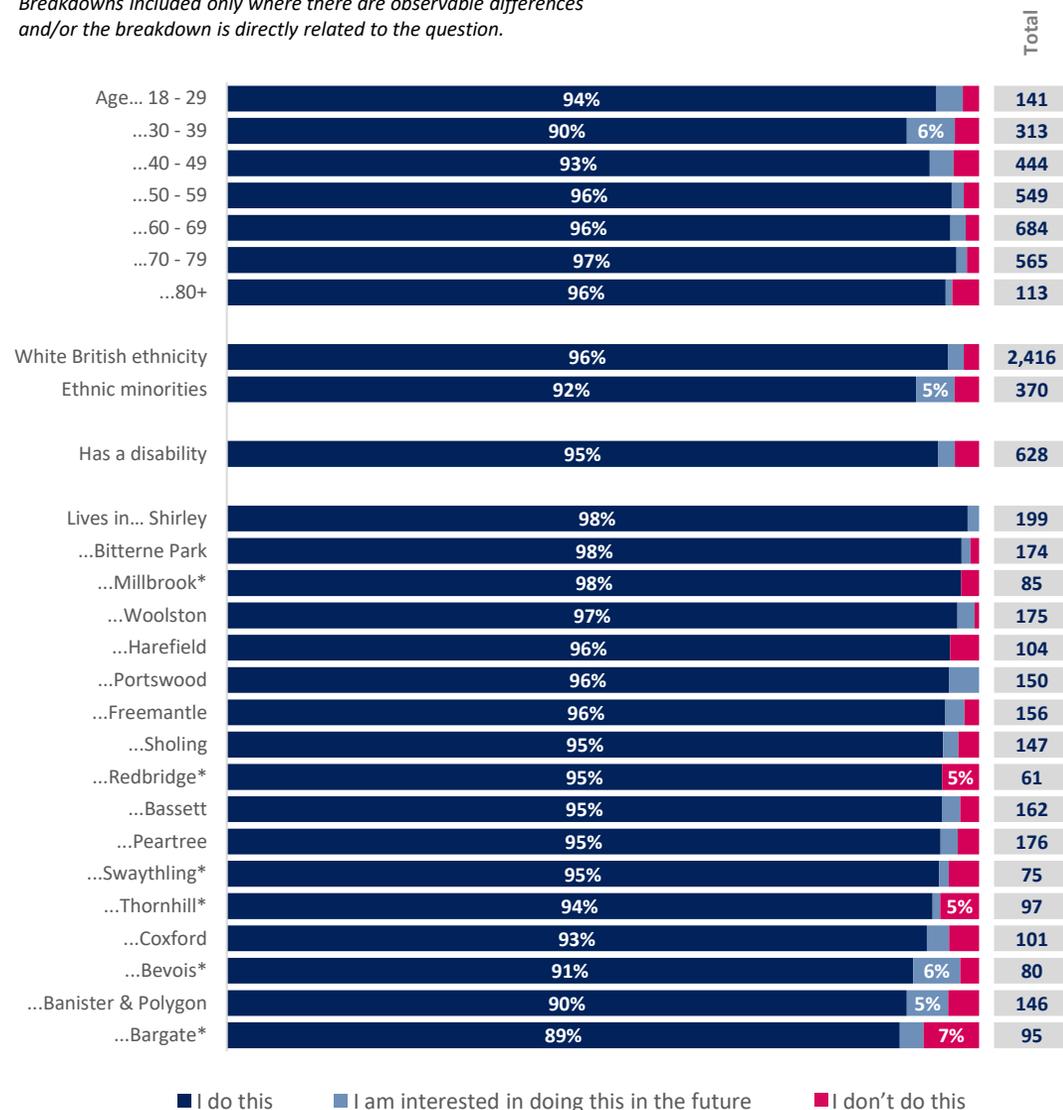


***Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'*



Breakdowns

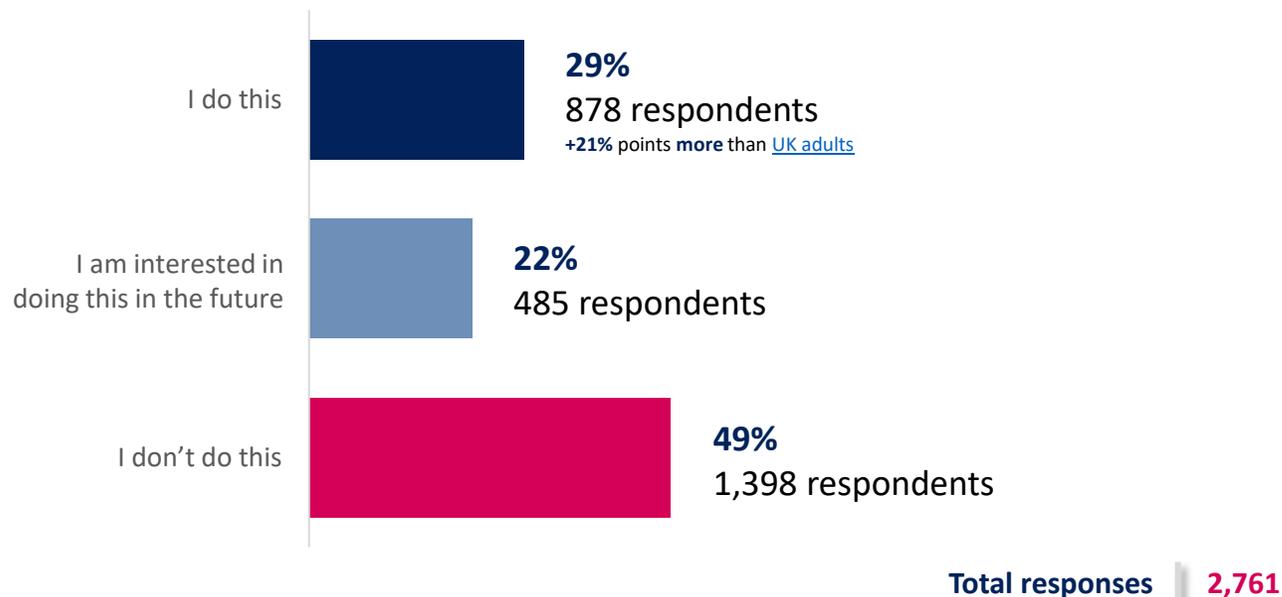
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ I do this ■ I am interested in doing this in the future ■ I don't do this



What actions, if any, have you taken in the past 12 months to help tackle climate change?
Supported an environmental charity or local action group**

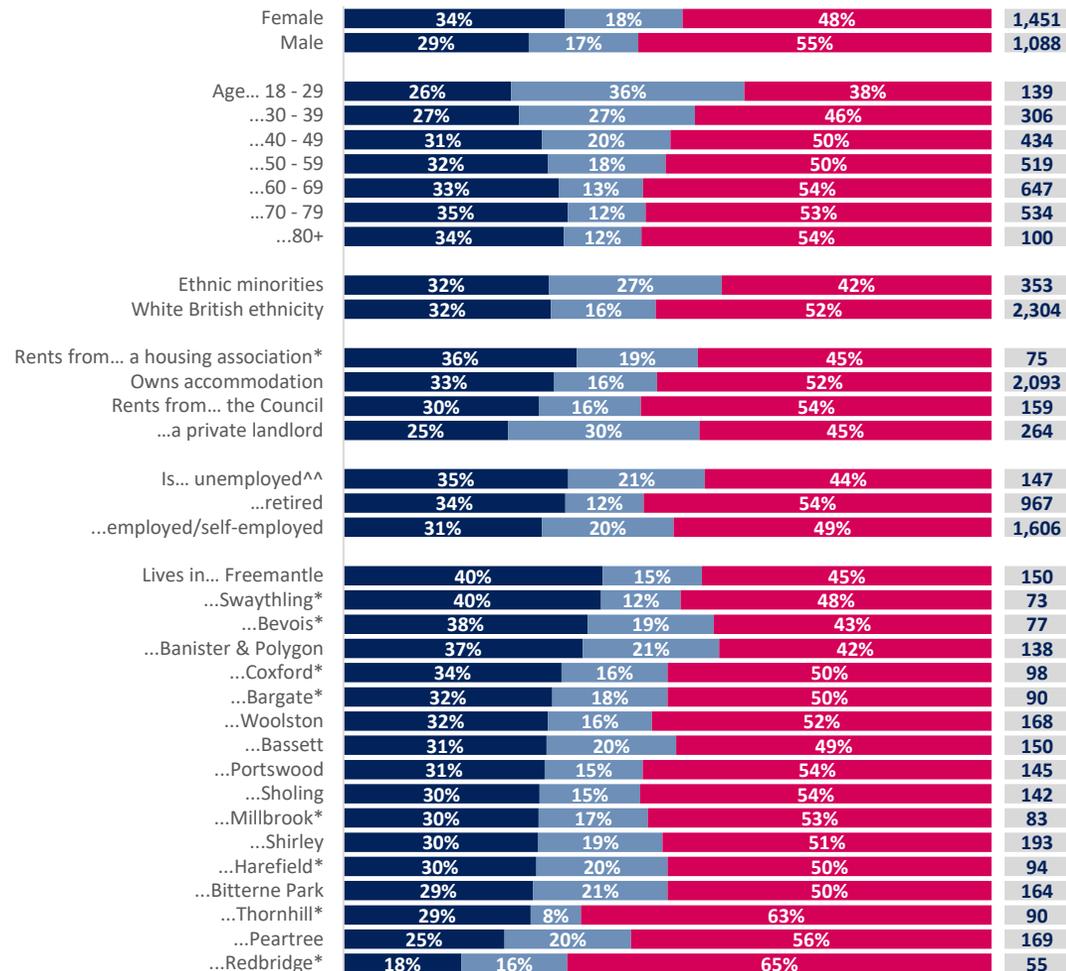


**Question asked only to respondents that answered 'a lot' or 'some' changes in response to the question 'To what extent have you made changes to your lifestyle to help tackle environmental issues?'



Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



■ I do this ■ I am interested in doing this in the future ■ I don't do this

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

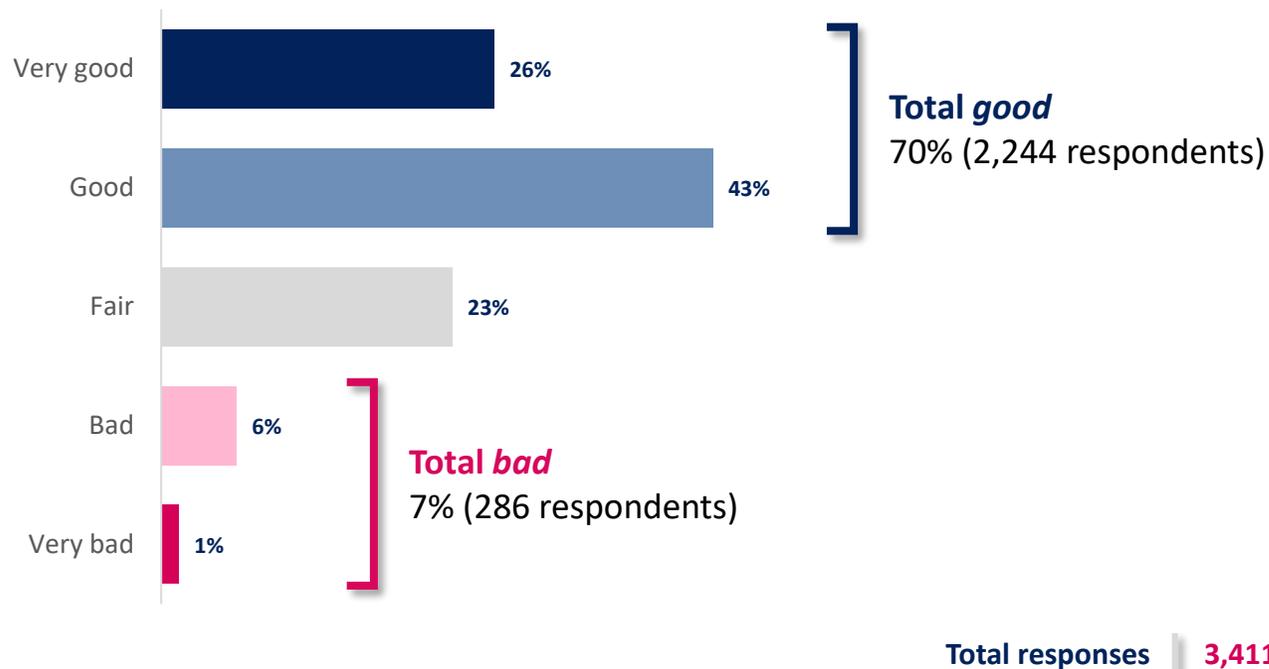


Health & wellbeing



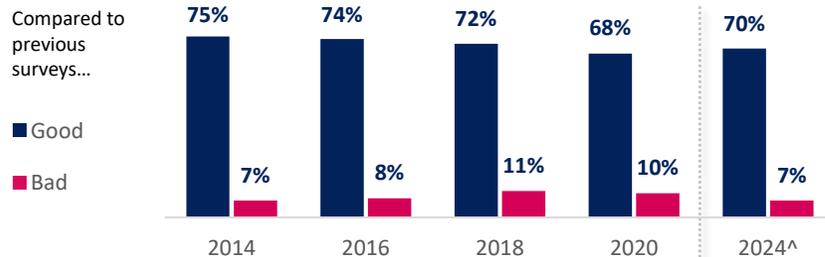


How is your health in general?*



Total responses 3,411

**Question open to all respondents



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

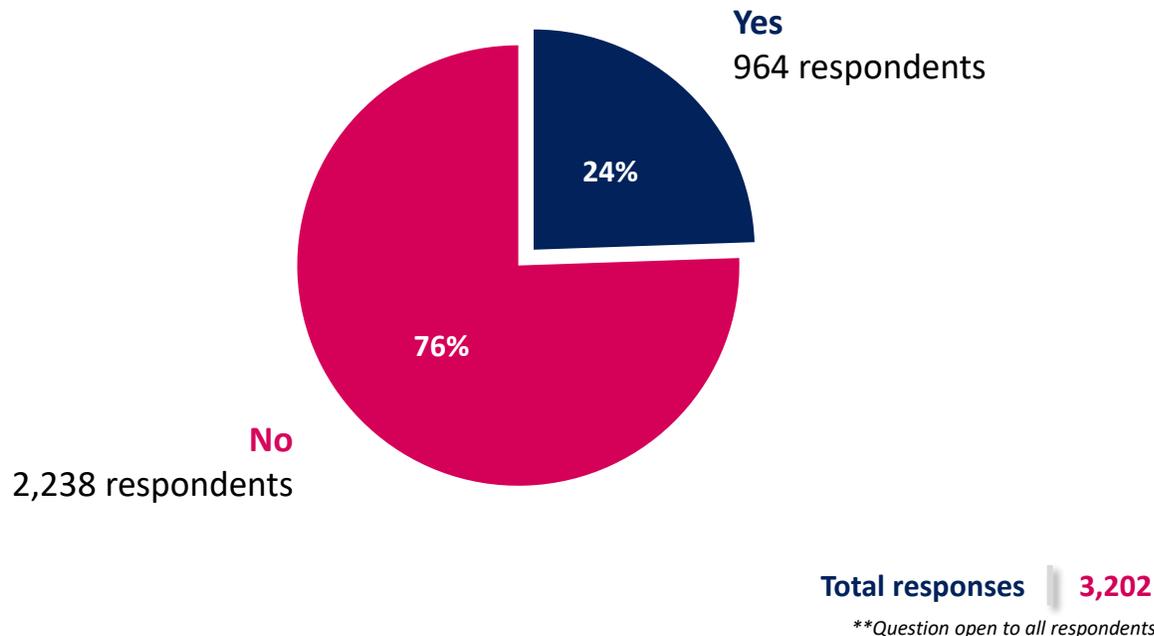
	Very good	Good	Fair	Bad	Very bad	Total good	Total bad	Total
Male	20%	47%	25%	7%		67%	8%	1,398
Female	22%	43%	26%	7%		65%	9%	1,701
Age... 18 - 29	35%	42%	15%			78%	7%	165
...30 - 39	31%	45%	20%			76%	4%	368
...40 - 49	26%	49%	18%			76%	6%	507
...50 - 59	19%	46%	25%	7%		66%	9%	638
...60 - 69	19%	41%	29%	9%		60%	10%	802
...70 - 79	14%	46%	31%			60%	8%	680
...80+	10%	42%	35%	12%		51%	13%	134
Ethnic minorities	28%	44%	20%			73%	7%	417
White British ethnicity	20%	45%	27%	7%		65%	9%	2,846
Has a disability	17%	48%	26%	7%		19%	33%	750
Owns accommodation	22%	49%	24%			70%	6%	2,527
Rents from... a private landlord	21%	38%	29%	10%		59%	12%	334
...a housing association	14%	33%	37%	13%		47%	17%	101
...the Council	7%	29%	39%	16%	9%	36%	25%	230
Is... employed/self-employed	27%	48%	21%			74%	4%	1,913
...retired	14%	45%	32%	7%		59%	9%	1,236
...unemployed^^	21%	34%	29%	10%		27%	39%	194
Lives in... Portwood	27%	49%	21%			76%	3%	165
...Banister & Polygon	26%	48%	20%			74%	6%	163
...Bassett	26%	46%	22%			71%	7%	180
...Freemantle	22%	46%	23%	8%		67%	10%	181
...Bitterne Park	20%	47%	25%	7%		67%	7%	201
...Shirley	22%	45%	27%			67%	7%	227
...Bargate	21%	45%	27%			66%	7%	126
...Woolston	20%	44%	26%	8%		64%	10%	212
...Harefield	16%	47%	32%			63%	5%	121
...Sholing	20%	43%	30%			63%	7%	177
...Swaythling*	26%	36%	30%			61%	9%	90
...Millbrook	17%	43%	26%	13%		61%	13%	104
...Peartree	21%	37%	31%	8%		58%	10%	212
...Bevois*	17%	40%	27%	13%		57%	16%	95
...Redbridge*	12%	45%	33%	9%		57%	11%	76
...Coxford	11%	42%	33%	11%		53%	14%	115
...Thornhill	11%	38%	35%	12%		49%	16%	116

Very good Good Fair Bad Very bad

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

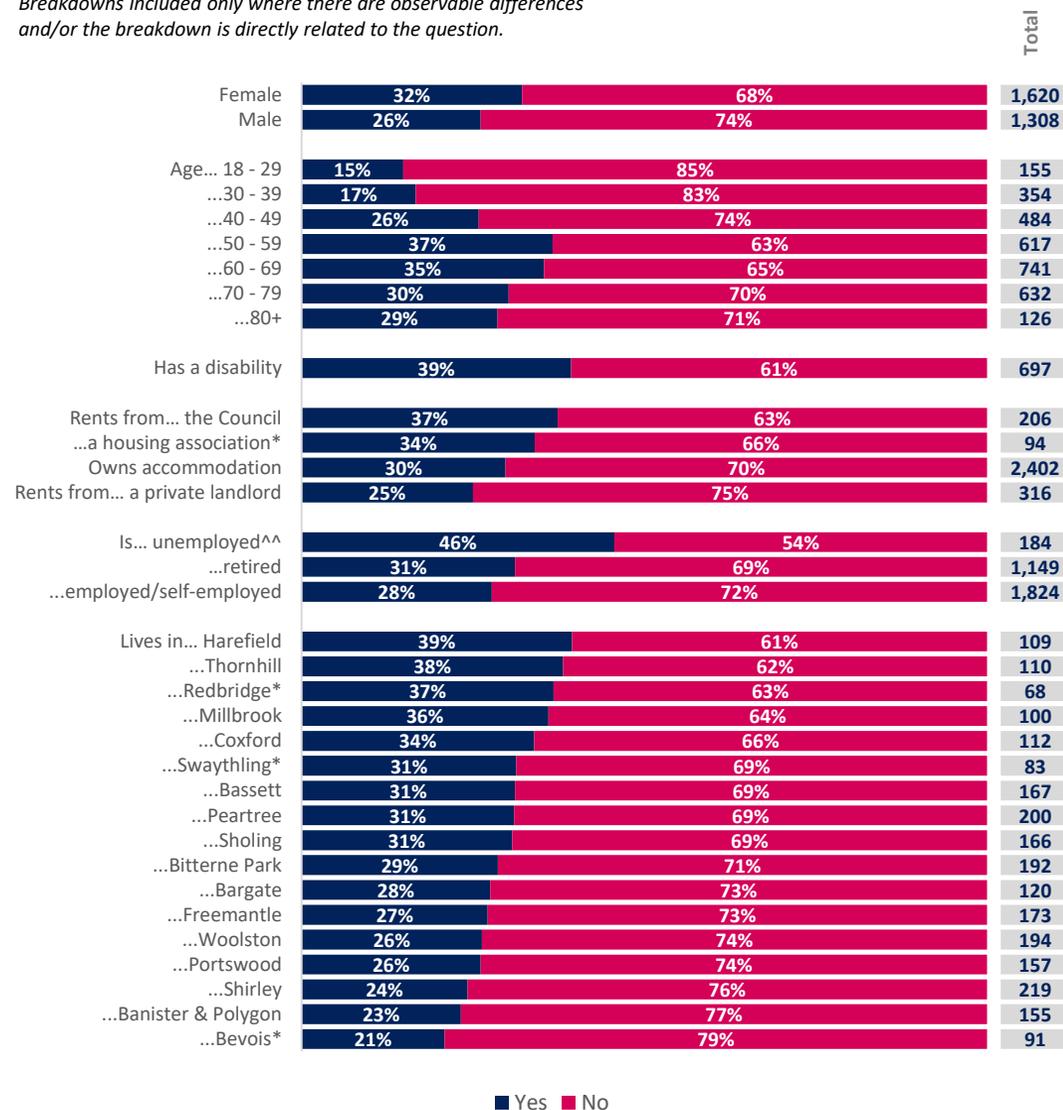


Do you look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses or problems related to old age? **



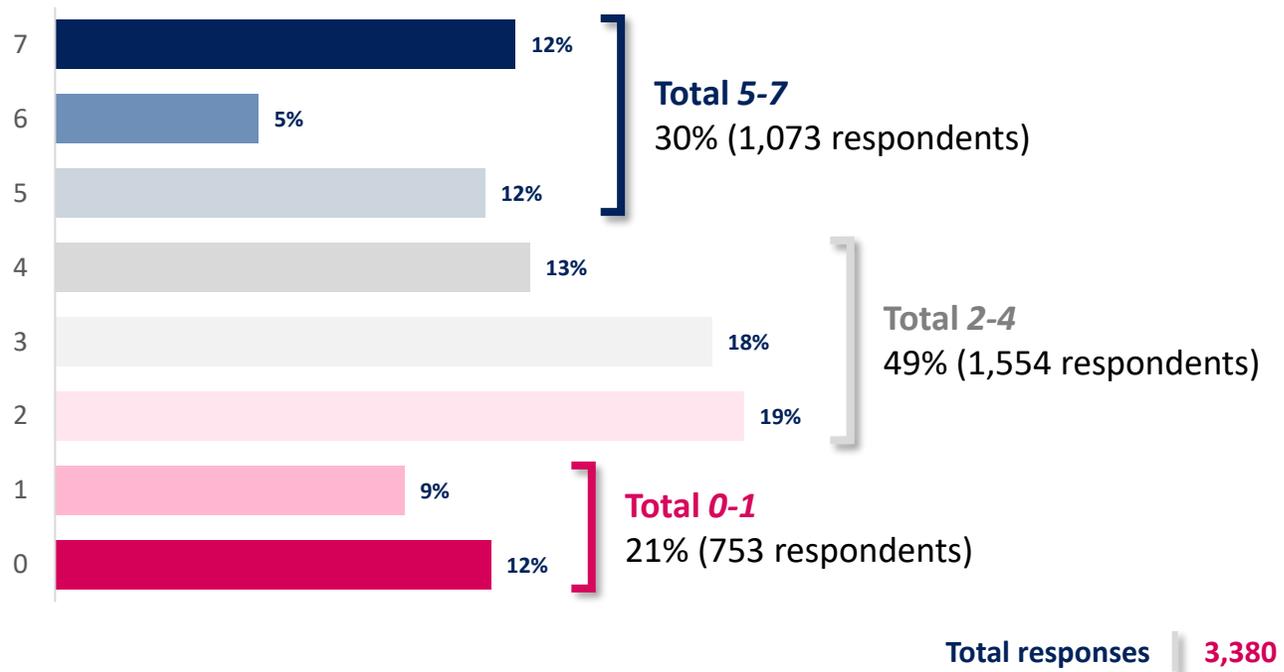
Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.





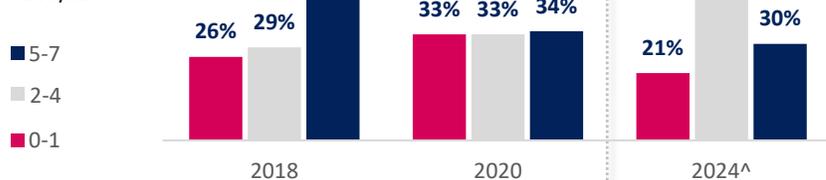
In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to make you breathe harder? **



**Question open to all respondents



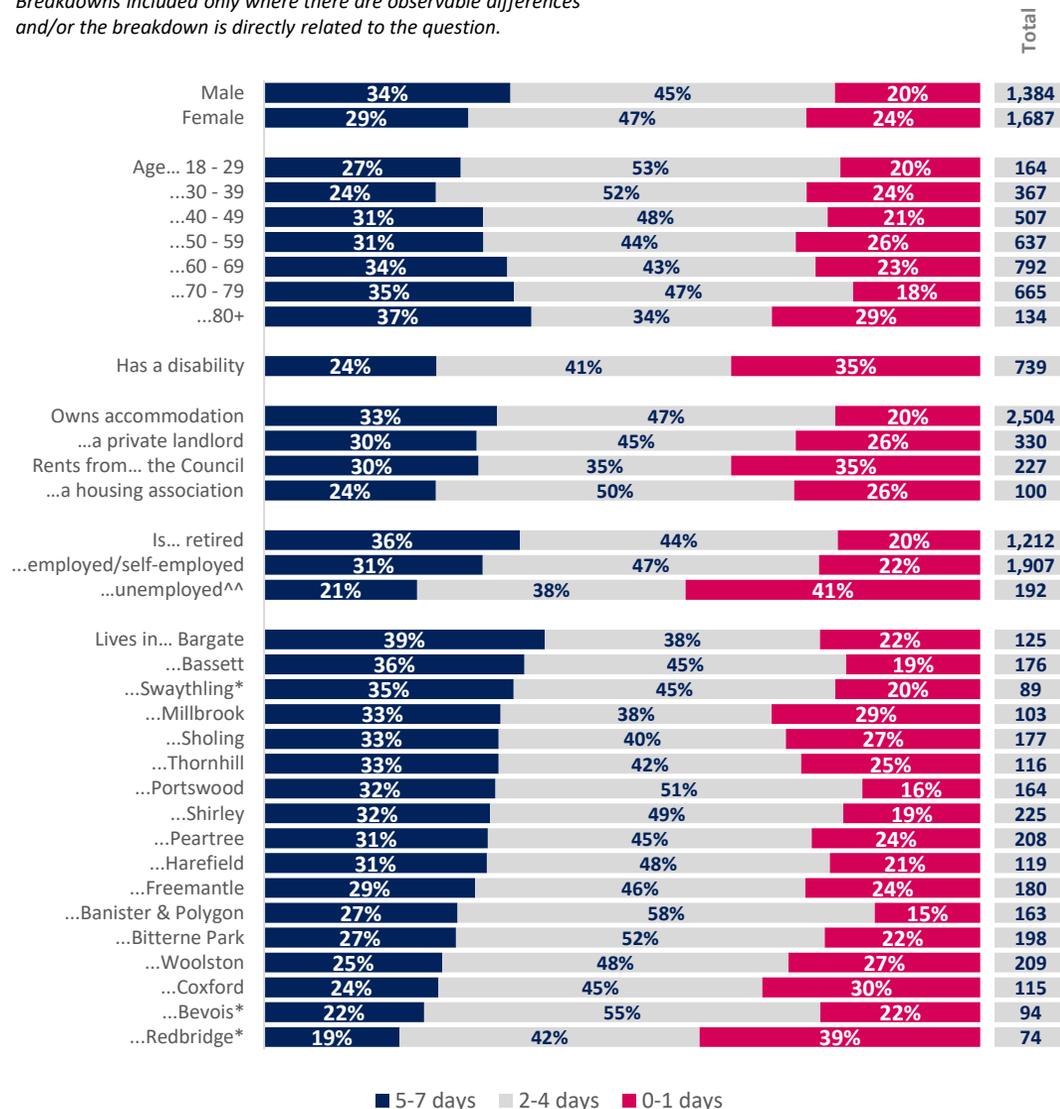
Compared to previous surveys...



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

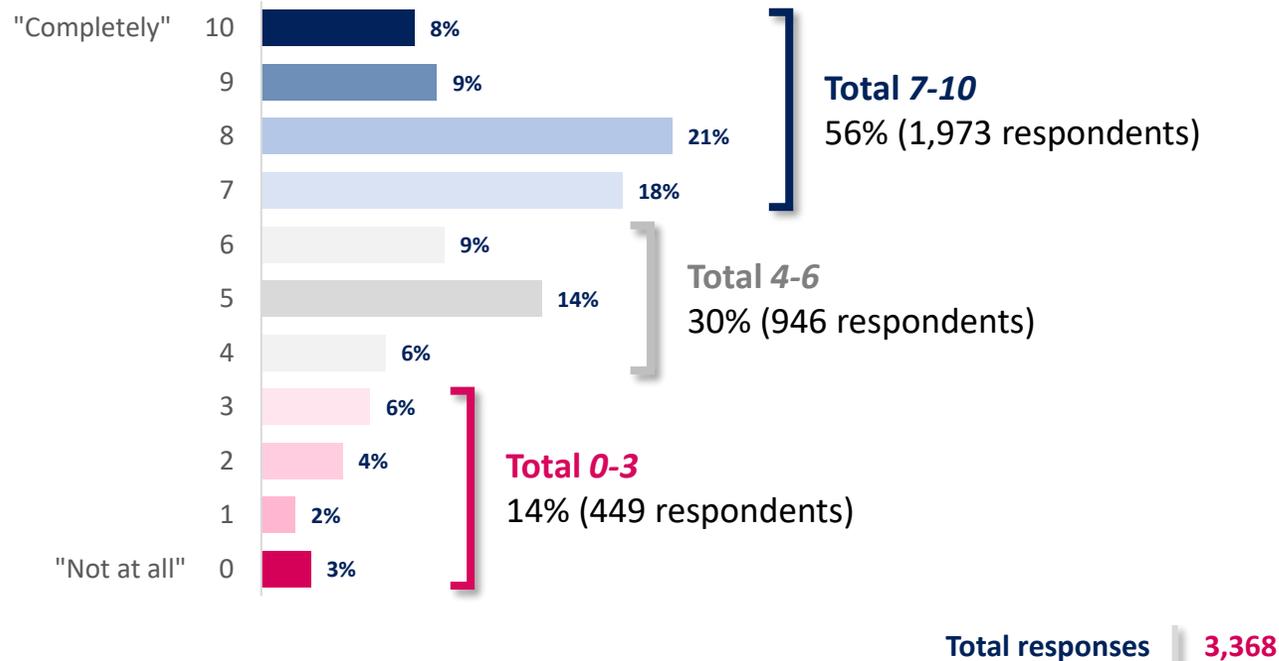
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



Overall, how satisfied are you with your life nowadays?*

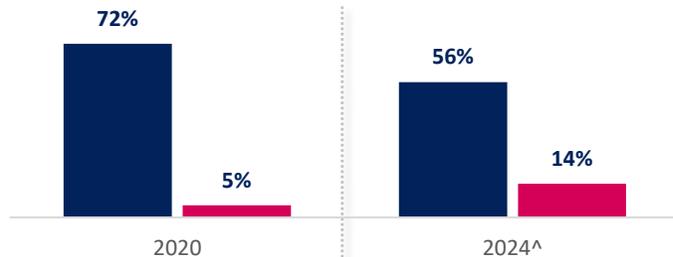


**Question open to all respondents



Compared to previous surveys...

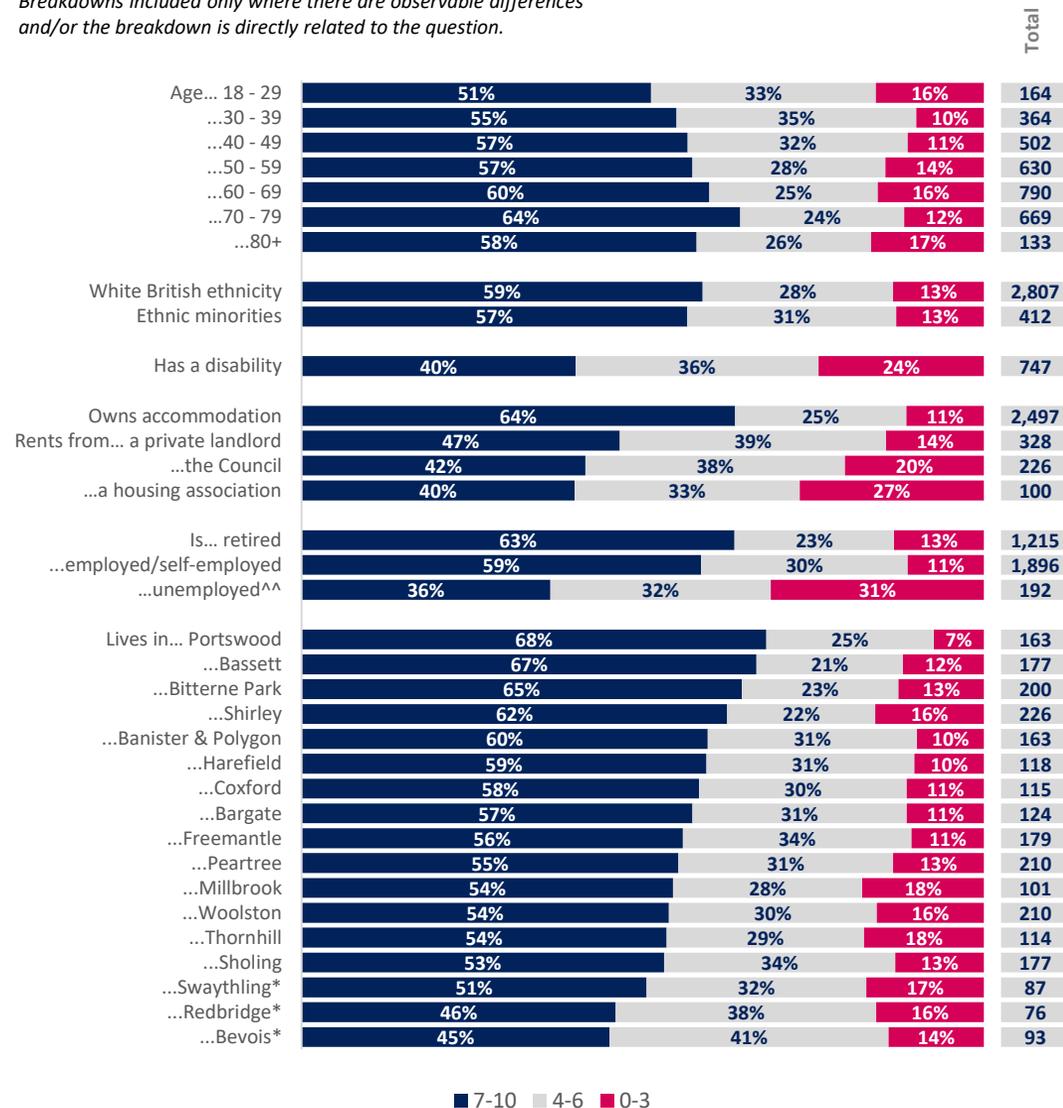
■ 7-10
■ 0-3



[^]2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

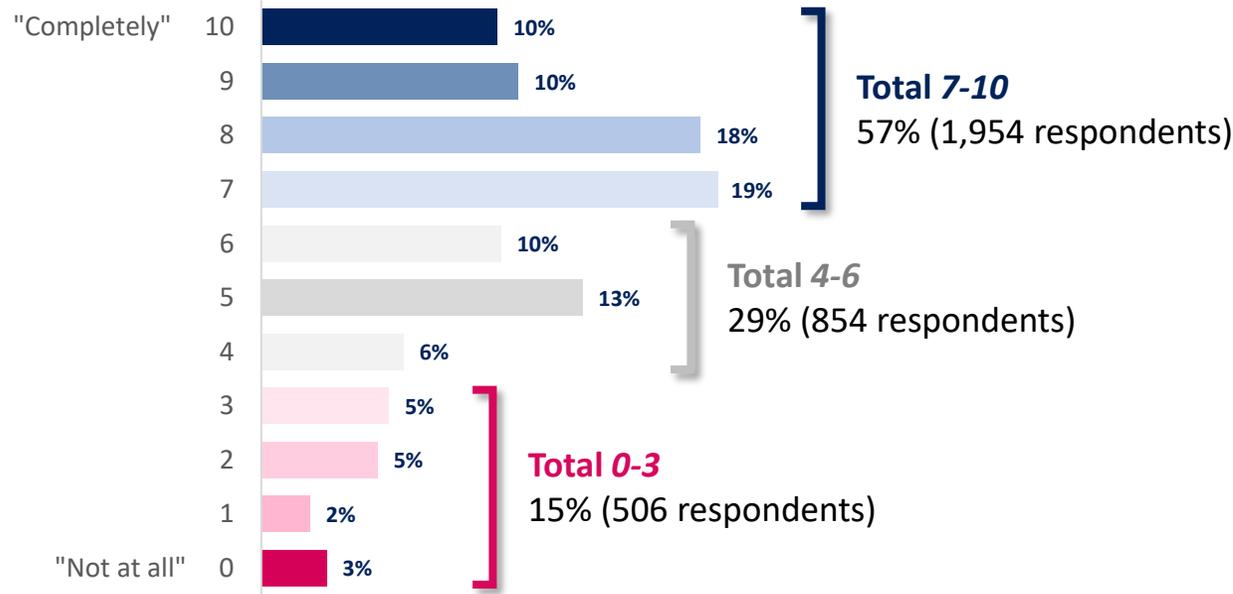
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



Overall, how happy did you feel yesterday?***



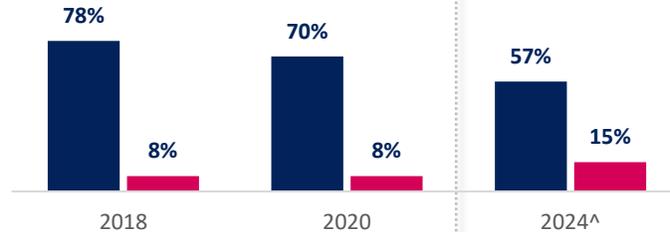
Total responses | 3,314

***Question open to all respondents



Compared to previous surveys...

■ 7-10
■ 0-3



[^]2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

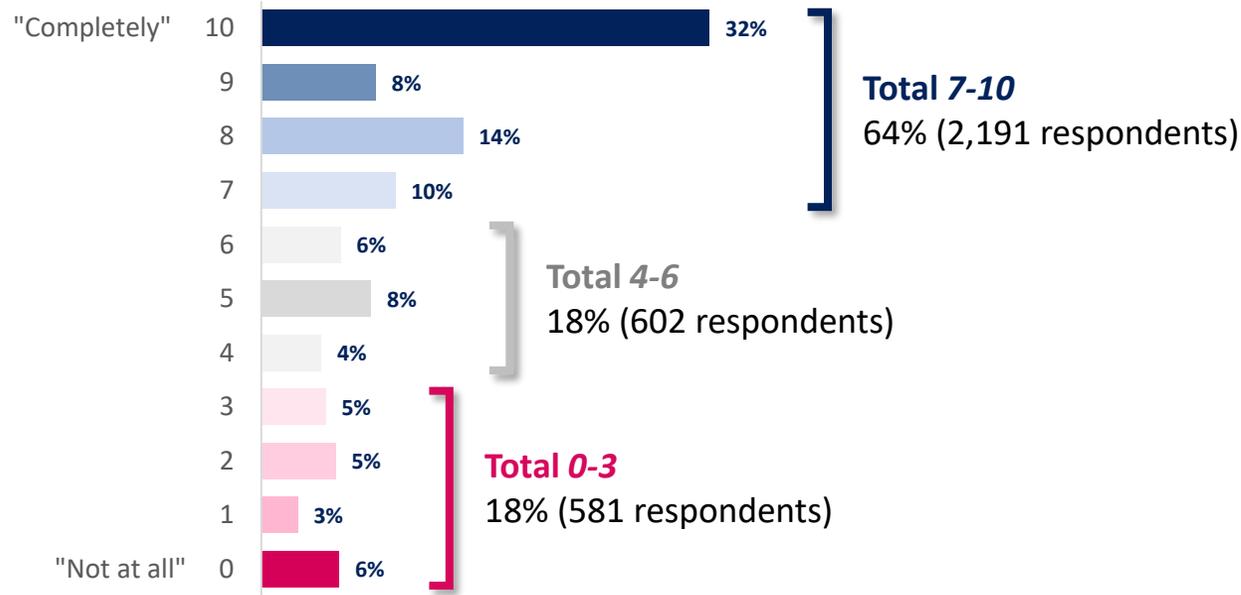
Category	7-10	4-6	0-3	Total
Age... 18 - 29	48%	32%	20%	164
...30 - 39	54%	34%	12%	360
...40 - 49	58%	28%	13%	498
...50 - 59	57%	26%	17%	622
...60 - 69	62%	22%	16%	771
...70 - 79	63%	23%	14%	653
...80+	58%	23%	19%	131
White British ethnicity	59%	26%	15%	2,761
Ethnic minorities	58%	28%	14%	407
Has a disability	41%	32%	27%	731
Owns accommodation	63%	24%	13%	2,459
Rents from... a private landlord	48%	34%	18%	324
...a housing association*	46%	25%	29%	96
...the Council	43%	31%	27%	221
Is... retired	64%	21%	15%	1,187
... employed/self-employed	58%	28%	14%	1,876
...unemployed^^	39%	27%	34%	186
Lives in... Portwood	67%	22%	11%	161
...Banister & Polygon	67%	23%	10%	162
...Bassett	64%	27%	9%	169
...Bitterne Park	61%	26%	14%	198
...Shirley	59%	22%	18%	223
...Harefield	59%	26%	15%	117
...Woolston	59%	24%	17%	205
...Coxford	58%	30%	12%	115
...Freemantle	57%	28%	15%	178
...Peartree	57%	27%	16%	202
...Bargate	57%	30%	14%	122
...Sholing	55%	30%	15%	176
...Thornhill	55%	23%	23%	111
...Millbrook	52%	28%	20%	100
...Swaythling*	51%	31%	19%	85
...Redbridge*	44%	33%	23%	73
...Bevois*	43%	38%	18%	92

■ 7-10 ■ 4-6 ■ 0-3

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



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



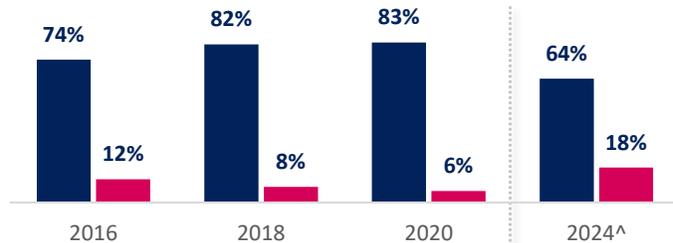
Total responses 3,437

**Question open to all respondents



Compared to previous surveys...

7-10
0-3



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

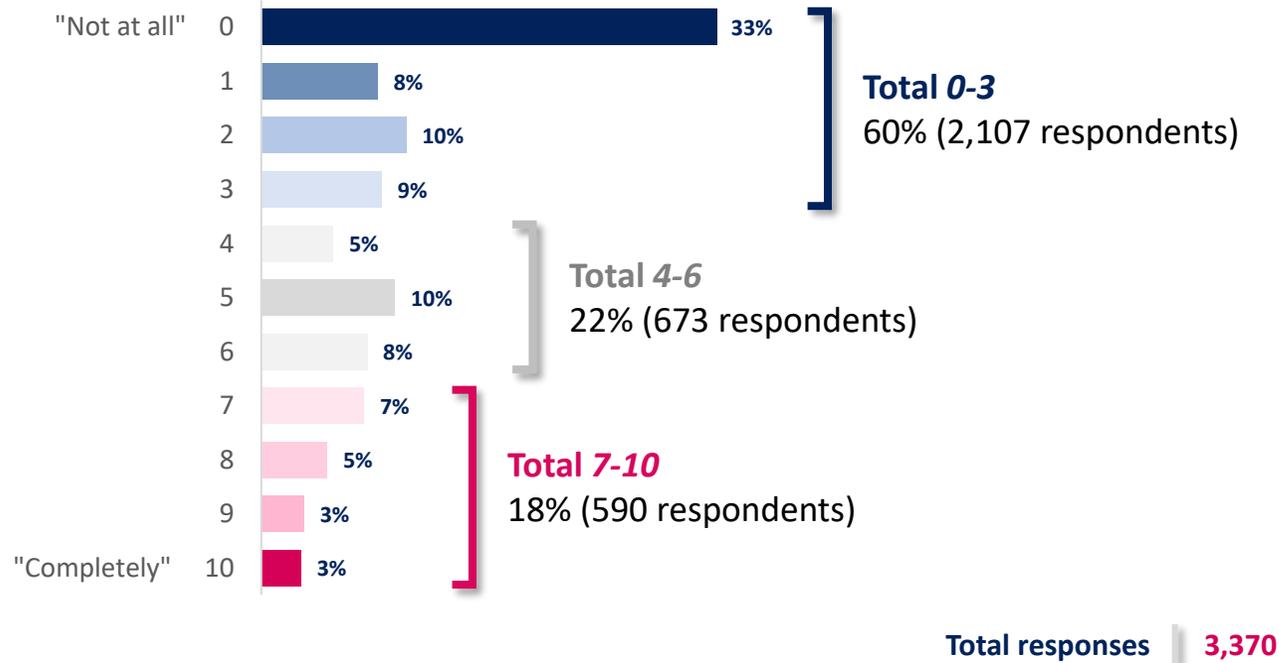
Category	7-10	4-6	0-3	Total
Age... 18 - 29	64%	17%	19%	164
...30 - 39	59%	22%	19%	364
...40 - 49	64%	20%	16%	503
...50 - 59	63%	18%	19%	630
...60 - 69	68%	17%	15%	792
...70 - 79	68%	16%	16%	671
...80+	70%	10%	19%	134
White British ethnicity	67%	17%	16%	2,811
Ethnic minorities	53%	23%	24%	414
Has a disability	55%	23%	22%	751
Owns accommodation	69%	16%	15%	2,499
Rents from... a housing association	54%	23%	23%	101
...a private landlord	52%	23%	25%	326
...the Council	51%	24%	25%	230
Is... retired	69%	15%	16%	1,219
...employed/self-employed	65%	18%	17%	1,897
...unemployed^^	50%	25%	25%	193
Lives in... Portswood	73%	11%	16%	163
...Woolston	70%	14%	16%	209
...Bassett	69%	14%	16%	177
...Harefield	68%	19%	13%	121
...Shirley	67%	16%	17%	226
...Banister & Polygon	66%	17%	17%	163
...Sholing	65%	19%	15%	176
...Swaythling*	64%	21%	15%	87
...Coxford	63%	21%	16%	115
...Bevois*	63%	14%	23%	93
...Bitterne Park	63%	21%	15%	201
...Freemantle	62%	19%	19%	178
...Peartree	61%	21%	18%	210
...Thornhill	60%	18%	23%	114
...Redbridge*	59%	18%	22%	76
...Millbrook	58%	26%	16%	101
...Bargate	57%	22%	21%	124

7-10 4-6 0-3

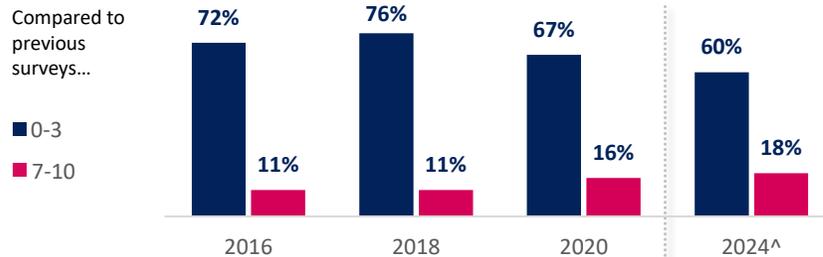
*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



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



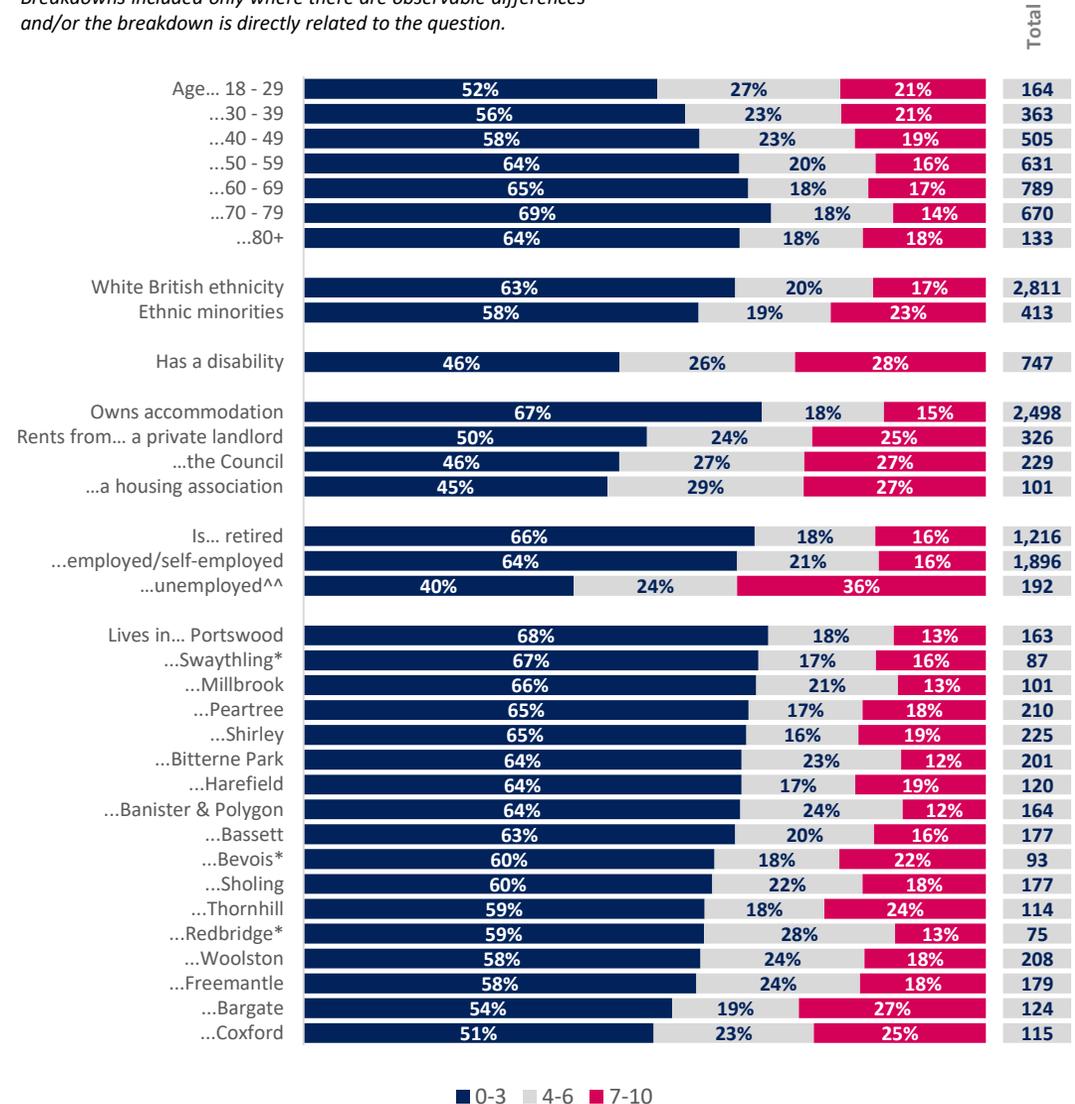
**Question open to all respondents



^2025 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

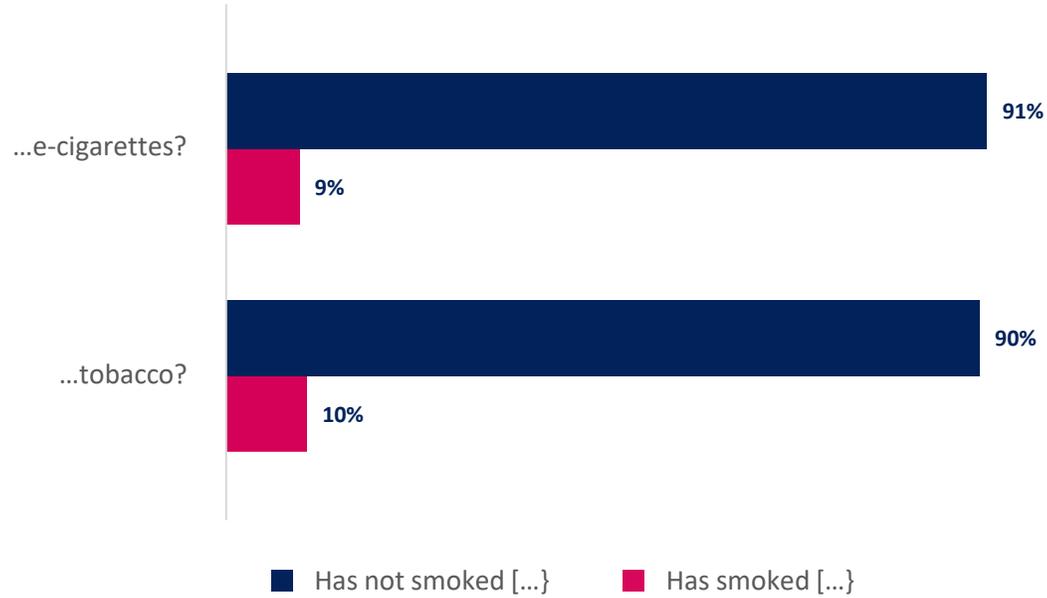
Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.



*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



In the past week, have you smoked...?*



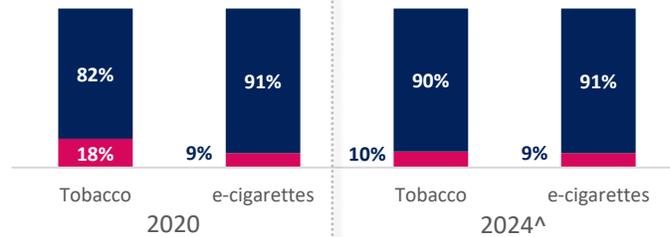
Total responses 3,314

**Question open to all respondents



Compared to previous surveys...

■ Has not smoked
■ Has smoked



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Total	...tobacco	...e-cigarettes	Total
Age... 18 - 29	163	90%	13%	164
...30 - 39	367	89%	91%	363
...40 - 49	500	90%	89%	496
...50 - 59	630	91%	93%	609
...60 - 69	789	94%	95%	771
...70 - 79	669	94%	96%	651
...80+	132	95%	98%	126
Owens accommodation	2,499	95%	95%	2,447
Rents from... the Council	222	19%	81%	214
...a housing association*	100	20%	80%	99
...a private landlord	329	15%	85%	322
Is... employed/self-employed	1,890	91%	92%	1,856
...unemployed^^	195	15%	85%	189
...retired	1,216	95%	97%	1,182
Lives in... Banister & Polygon	162	92%	93%	160
...Bargate	122	94%	92%	120
...Bassett	176	93%	99%	171
...Bevois*	93	89%	92%	92
...Bitterne Park	199	95%	96%	195
...Coxford	113	91%	95%	113
...Freemantle	180	92%	93%	170
...Harefield	120	92%	94%	118
...Millbrook*	101	93%	93%	97
...Peartree	209	92%	14%	204
...Portswood	164	91%	96%	160
...Redbridge*	76	14%	86%	74
...Shirley	224	96%	93%	224
...Sholing	177	89%	91%	173
...Swaythling*	86	92%	93%	87
...Thornhill	115	14%	88%	110
...Woolston	207	93%	93%	202

■ Has smoked [...] ■ Has not smoked [...]

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.

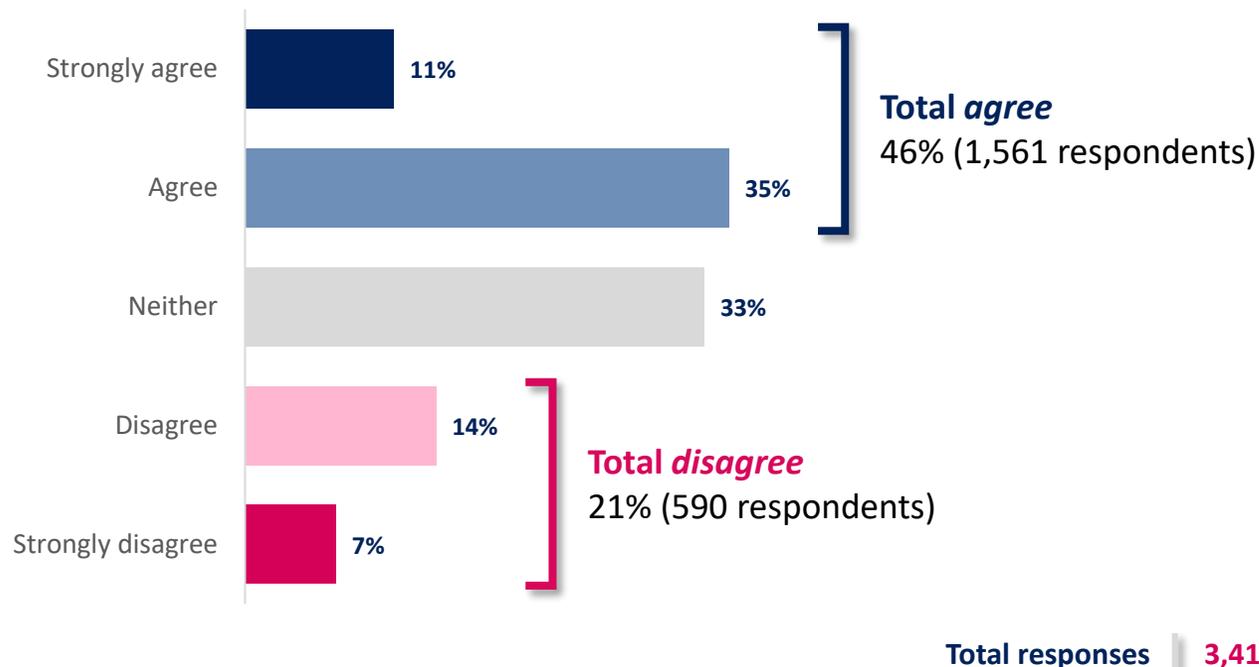


Visiting Southampton





To what extent do you agree that the cultural offer and things to do in Southampton are relevant and of interest to you? **



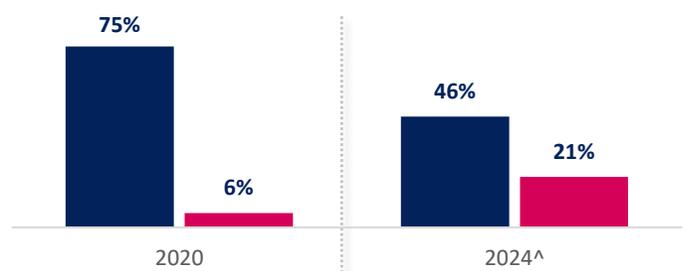
Total responses 3,418

**Question open to all respondents



Compared to previous surveys...

■ Agree
■ Disagree



^2024 methodology changed from telephone (2014-20) to online. Difference in methodology may impact results: discretion advised when interpreting changes between 2020-24.

Breakdowns

Breakdowns included only where there are observable differences and/or the breakdown is directly related to the question.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Total agree	Total disagree	Total
Visits Southampton (non-resident)	15%	41%	29%	12%		56%	15%	195
Works in Southampton	11%	37%	33%	13%	6%	48%	19%	1,679
Southampton resident	11%	35%	34%	14%	7%	45%	21%	3,078
Studies in Southampton	10%	33%	34%	16%	7%	43%	23%	115
Age... 18 - 29	12%	33%	27%	18%	9%	45%	28%	169
...30 - 39	11%	41%	30%	15%		52%	19%	372
...40 - 49	10%	39%	34%	11%	6%	49%	17%	506
...50 - 59	9%	34%	38%	12%	7%	43%	19%	638
...60 - 69	12%	35%	38%	11%		46%	16%	798
...70 - 79	9%	36%	41%	8%		46%	13%	676
...80+	13%	24%	52%	8%		37%	11%	134
Ethnic minorities	14%	37%	29%	14%		51%	20%	416
White British ethnicity	10%	36%	38%	11%		46%	16%	2,841
Has a disability	7%	27%	42%	16%	8%	34%	24%	750
Rents from... a private landlord	12%	36%	33%	13%		49%	19%	334
Owns accommodation	11%	37%	37%	10%		48%	15%	2,519
Rents from... a housing association	8%	28%	45%	16%		36%	19%	102
...the Council	6%	23%	43%	17%	10%	30%	27%	231
Is... employed/self-employed	11%	38%	33%	12%		50%	17%	1,921
...retired	10%	34%	42%	10%		43%	14%	1,228
...unemployed^^	7%	27%	40%	16%	10%	34%	26%	194
Lives in... Banister & Polygon	18%	43%	28%	7%		61%	11%	165
...Portswood	18%	42%	28%	9%		59%	13%	165
...Bargate	19%	40%	24%	9%	8%	59%	17%	123
...Bevois*	13%	44%	31%	6%	6%	56%	13%	94
...Bassett	9%	42%	34%	11%		51%	14%	180
...Freemantle	13%	35%	33%	12%	6%	49%	18%	178
...Bitterne Park	8%	39%	36%	10%	6%	47%	16%	201
...Shirley	12%	34%	33%	15%		47%	20%	227
...Millbrook	7%	36%	41%	14%		42%	16%	104
...Swaythling*	9%	33%	42%	10%	7%	42%	17%	89
...Woolston	7%	33%	42%	11%	7%	40%	18%	211
...Harefield	6%	31%	40%	16%	7%	37%	22%	121
...Peartree	10%	26%	46%	14%		36%	18%	214
...Sholing	30%	51%	19%	7%	7%	34%	14%	181
...Redbridge*	8%	25%	51%	9%	7%	33%	16%	75
...Coxford	7%	23%	49%	14%	7%	30%	21%	114
...Thornhill	18%	56%	18%	7%		19%	25%	118

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

*Less than 100 respondents. ^^Including those looking after the family home and/or long-term sick/disabled.



If respondents **disagreed that the “cultural offer and things to do in Southampton are relevant and of interest to them”**, they were asked to write down suggestions for what they would like to see?

Of the 423 free text comments, top themes included:

1	Improvement of cultural and entertainment venues: Many respondents suggested the need for better concert halls, music venues, and arenas for sports and entertainment events	6	Cleaner and safer public spaces: Respondents often mentioned the need for cleaner streets, more visible police presence, and better maintenance of public areas
2	Enhancement of historical and cultural attractions: There were numerous calls for improved museums, guided tours of historical sites, and better promotion of the city's rich history	7	More affordable and inclusive activities: There were calls for more affordable cultural and recreational activities that cater to all age groups and income levels
3	Development of waterfront areas: Respondents frequently mentioned the desire to make more use of the waterfront, suggesting it could be developed into a recreational destination with retail, leisure, and dining options	8	Support for local businesses and independent shops: Many comments suggested promoting local businesses, independent shops, and markets to enhance the city's character and appeal
4	Increased community events and festivals: Many comments highlighted the need for more community-driven events, festivals, and activities that cater to a wide range of interests and demographics	9	Revival of traditional events and celebrations: Respondents expressed a desire to bring back traditional events such as carnivals, fairs, and festivals that celebrate local culture and heritage
5	Better public transportation and accessibility: Suggestions included the implementation of a park and ride system, improved bus services, and better accessibility for disabled and elderly residents	10	Improved communication and promotion of events: There were suggestions for better communication and promotion of cultural and community events to ensure residents are aware of what is happening in the city

This initial comment theme generation has been conducted through Co-pilot.