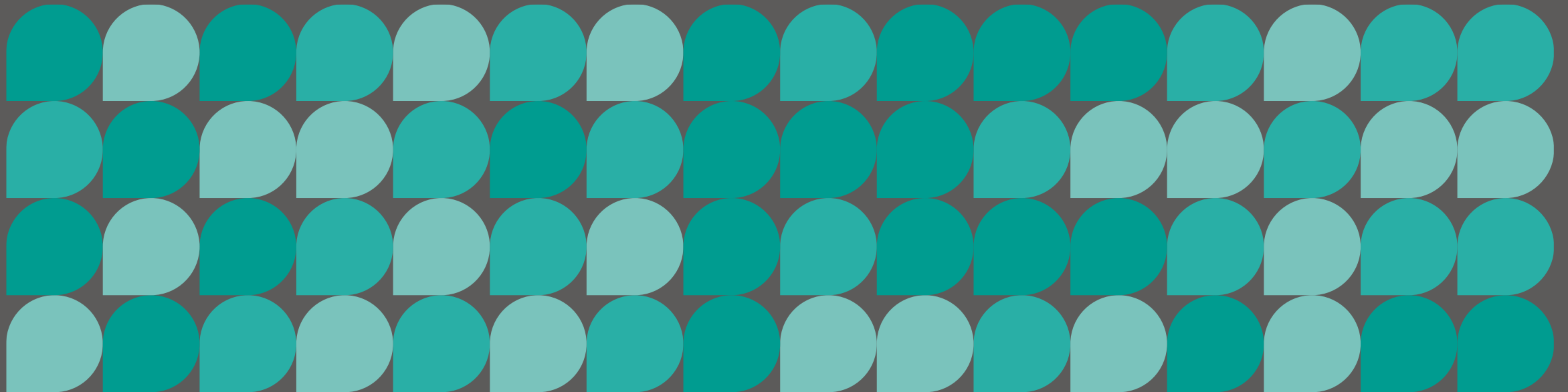


Greater Manchester Residents' Survey

Survey 6 (main report)

April 2023

Fieldwork conducted 2nd – 14th March



Report contents

Introduction	<u>3</u>
Cost of living (including food security)	<u>9</u>
Wellbeing	<u>51</u>
Your local area	<u>60</u>
Digital inclusion	<u>74</u>
Local Authority summaries	<u>89</u>



Introduction and methodology

Background	<u>page 4</u>
Methodology	<u>page 5</u>
Sample	<u>page 6</u>
Report contents and guidance	<u>page 7</u>

Background

- This report presents summary findings from a quantitative survey carried out between 2 March and 14 March 2023, with a representative sample of 1,767 residents from across all ten Greater Manchester local authority areas.
- Data from March 2023 (survey 6) is presented alongside that from similar GM resident surveys undertaken in February 2022 (survey 1), April 2022 (survey 2), September 2022 (survey 3), November 2022 (survey 4) and January 2023 (survey 5).
- These surveys build on the GMCA Covid-19 Tracker conducted between December 2020 and December 2021, by also looking at some key issues for the wider Greater Manchester Strategy and its vision for a fairer, greener and more prosperous city region. More information can be found on the next slide.
- To provide a national comparison, where available, Greater Manchester findings are presented alongside the most recent benchmarking data from relevant ONS surveys.
- In presenting Greater Manchester data, results from surveys 3, 4, 5 and 6 have been merged where possible. This allows for larger and therefore more stable and robust sample sizes for analysis into specific sub-groups within the overall population over a six-month period. The following approaches have been used, as felt most appropriate for the datasets in each theme:
 - ensuring digital inclusion for all – merged data for surveys 3+4+5+6 is used
 - cost of living – data from individual surveys is shown separately, along with merged results for autumn 2022 (surveys 3+4+5)
 - within this, food and fuel poverty includes merged data for spring (survey 1+2), and autumn (surveys 3+4+5)
- These surveys will continue on a bi-monthly basis, until spring 2024. These regular ongoing insights are designed to give Greater Manchester-level organisations, the ten local authorities and other city region stakeholders information about where to prioritise and target support, communications / engagement activities and resources to support our vision of good lives for all in fairer, greener, more prosperous Greater Manchester.

Topics included in each survey

Survey	Month of publication	COVID-19	Food Security	Cost of living	Digital Inclusion	Good Work	Wellbeing	Your local area	Health	Devolution
COVID-19 trackers	Multiple 2020/21	Included					Included		Included (selected surveys)	
One	Feb 2022	Included	Included		Included	Included				
Two	April 2022	Included	Included		Included	Included				
Three	Sept 2022	Included	Included	Included	Included*					
Four	Nov 2022	Included	Included	Included	Included					
Five	Jan 2023	Included	Included	Included	Included	Included				
Six	April 2023		Included	Included	Included		Included**	Included		
<i>Seven</i>	<i>Tbc – May</i>			Included	Included				Included	
<i>Eight</i>	<i>Tbc – July</i>		details tbc	details tbc	Included	Included	details tbc	details tbc	details tbc	Included
<i>Nine</i>	<i>Tbc – Sept</i>		details tbc	details tbc	Included		details tbc	details tbc	details tbc	tbc
<i>Ten</i>	<i>Tbc – Nov</i>		details tbc	details tbc	Included		details tbc	details tbc	details tbc	

Methodology

- Between February 2022 and March 2023, BMG Research has undertaken six surveys, each comprising of circa 1,500 residents from across Greater Manchester. Each intended sample included around 750 online panel respondents, 250 telephone respondents, and 500 online ‘river sampled’ respondents (those who responded to adverts, offers and invitations to take part in the surveys).*
- The mix of using majority online sampling with a smaller telephone element was selected so that a representative and robust sample of Greater Manchester residents could be sourced.
- The telephone element was included so that those without internet access could take part in the survey. This was particularly important for the questions on digital inclusion. However, readers should be aware that insights based on the telephone-only data are less robust because of the smaller base size.
- Each survey is designed to take 15 minutes on average for respondents to complete; however, due to the emotive nature of the topics covered, interviews by telephone tend to take longer than this.
- Quotas are set to ensure the sample broadly reflects the profile of Greater Manchester’s population by gender, age, ethnicity and disability, with further consideration for wider protected and key characteristics.
- Weights have been applied to the data gathered to ensure the sample matches the population profile by age, gender and locality, and to ensure consistency between individual surveys.

* Drawing on learnings from surveys 1 and 2, BMG increased the number of invitations and revised their targeting for the ‘river sampling’ approach in the last four surveys. This has proved effective, particularly in reaching potential respondents at off-peak times to capture the working population outside of core hours.

Sample

Sample information

Survey	1	2	3	4	5	6
Fieldwork start	9 Feb 22	25 Mar 22	1 Sep 22	20 Oct 22	7 Dec 22	2 Mar 23
Fieldwork end	25 Feb 22	11 April 22	24 Sep 22	3 Nov 22	21 Dec 22	14 Mar 23
Report publication	Mar 22	Apr 22	Sep 2022	Nov 2022	Jan 2023	Apr 2023
Total respondents	1385	1467	1677	1636	1470	1767
Web respondents	762 (55%)	794 (54%)	785 (47%)	791 (48%)	721 (49%)	765 (43%)
Phone respondents	250 (18%)	250 (17%)	235 (14%)	270 (17%)	250 (17%)	250 (14%)
River sampling	373 (27%)	423 (29%)	657 (39%)	575 (35%)	499 (33%)	752 (43%)

Key demographics (before weighting applied)

Survey	1	2	3	4	5	6
Male	597	593	739	666	686	782
Female	761	843	906	970	784	964
16-24	113	96	123	170	111	114
25-44	413	421	455	503	440	483
45-64	484	538	525	565	570	644
65+	375	412	574	398	349	526
White	1201	1314	1503	1405	1297	1572
Within racially minoritised communities	166	137	159	208	173	181

Report contents and guidance

Report contents & guidance

- This survey 6 report presents a range of tables and charts with accompanying narrative to highlight the key findings from each section of the survey among the sample (1,767 respondents). These are presented alongside findings for surveys 1 (1,385 respondents), 2 (1,465 respondents), 3 (1,656 respondents), 4 (1,636 respondents) and 5 (1,470 respondents).
- Where relevant, differences in findings for specific demographic and other population characteristics compared to the Greater Manchester average are also reported. These differences are only highlighted where they are significantly different statistically (at the 95% level of confidence) compared with the 'total' figures (i.e. the Greater Manchester average).
- On some questions, it should be noted that responses have been filtered only to include respondents to whom the question is relevant (e.g. those in work, or with children), and so bases are lower than the full sample of 1,767 respondents in some instances. Where the case, this has been noted in the footnotes of each slide, along with the unweighted base sizes.
- The initial section provides an overview into [costs of living and levels of food security](#), followed by insights into respondents' [personal wellbeing](#), then [satisfaction with their local area](#) and [digital access](#).
- Finally, and with regards to a key point of language, it should be noted that this report uses the term 'from within racially minoritised communities' to refer to people and communities experiencing racial inequality (the term recognises that individuals have been minoritised through social processes rather than just existing as distinct minorities, although it is important to acknowledge the negative consequence of grouping all minoritised individuals together under one term, as there are significant differences both between and within these groups. 'From within' has been added to recognise that not all in these communities will identify as minoritised). Due to limitations of sample size, we are generally unable to report survey findings for specific ethnic groups from a single survey wave. However, as more surveys have been conducted and we are now able to merge data from multiple surveys, the larger overall sample size allows us to look at smaller demographic groups in more detail. These differences, where currently possible, are included throughout this report.

Cost of living and food security

Overview	<u>page 10</u>
Key findings – cost of living	<u>page 13</u>
Summary – cost of living	<u>page 15</u>
Key findings – food security	<u>page 21</u>
Summary – food security	<u>page 22</u>
Detailed findings – cost of living	<u>page 27</u>
Detailed findings – food security	<u>page 45</u>

The background features a dark grey field with several overlapping organic shapes in two shades of teal. On the left, a large teal shape curves upwards. To its right, a light teal shape curves downwards. Further right, a medium teal circle overlaps with a darker teal shape on the far right. A thin horizontal teal line is positioned near the bottom of the slide.

Overview: Cost of living and food security

Cost of living and food security – context and approach

This report presents summary findings for surveys survey 3, 4, 5 and 6 of the research study of a representative sample of the Greater Manchester population. The information within this section provides the findings on the surveys' cost of living and food security questions. Cost of living has been a central theme in the Greater Manchester Residents' Surveys since September 2022 (and has therefore now been covered across six waves). Food security is one vital element of the survey, and the questionnaire has included questions on this topic since February 2022. No comparisons to national sources are made due to differences in methodology.

This survey is the fourth time questions on cost of living have been asked, and as such, we have tracked data over time. We have also merged data where possible, meaning that the sample is larger and more robust and greater analysis of sub-groups is possible. Questions within this section use a merged sample from the results from surveys 3, 4, 5 and 6.

The focus of this research is to provide a growing base of evidence, one which can initially serve as a way to highlight potential trends and indicators which individual localities can explore in greater detail. As this evidence base grows across multiple surveys we are able to provide greater depth on which groups are likely to be more affected by the issues explored, highlighting those where more investigation would prove useful.

Where possible, data in the Cost of Living section has been compared against the latest survey results from the ONS' Opinions and Lifestyle Survey in Great Britain. Fieldwork for this survey in Great Britain is completed fortnightly and so comparisons of the GM survey (fieldwork 2 – 14 March 2023) have been compared to the ONS results from fieldwork conducted between 8 – 19 March 2023. ONS uses a mixed methodology, both online and telephone interviews. Please note that some questions in this section have had their wording or answers options adjusted to reflect changes to the ONS' Opinions and Lifestyle Survey and comparisons with survey 3 and 4 findings may therefore not always be possible.

On some questions responses have been filtered on those who were asked relevant questions (e.g. those in work or with children), and bases may be lower than the full sample. Where relevant, this has been noted on the slides, along with the unweighted base sizes.

This section contains a food security score. The methodology for this is broadly as used in the Department for Work & Pensions Family Resources Survey, and based on the US Department of Agriculture's approach to defining food security which is detailed [here](#).

Sample – Cost of Living and Food Security

Sample breakdown

	Spring	September	November	Decembrrt	March
Fieldwork start	9 February 2022	1 September 2022	20 October 2022	7 December 2022	2 March 2023
Fieldwork end	11 April 2022	30 September 2022	3 November 2022	21 December 2022	14 March 2023
Total respondents	2852	1677	1636	1470	1767
Sample used in Food Security score	2340	1442	1366	1185	1457
Live with children u18	698	400	419	416	463
Do not live with children u18	1642	1042	947	769	994

Food Security questions were first included in the survey in Spring 2022, whereas Cost of Living were first introduced in September 2022

Cost of living – key findings

Questions mirror those asked nationally by the Office for National Statistics so that benchmarking can be undertaken

CONCERNS AROUND COST OF LIVING

- Impacts of and worries about the cost of living crisis continue to raise challenges, and reach far beyond ‘disadvantaged’ parts of the population:
 - Three quarters (75%) of Greater Manchester respondents say their cost of living has increased over the past month. This has fallen significantly since January (80%), a trend which has continued since September 2022 (84%)
 - Almost three quarters (72%) say they are worried about the rising cost of living; this remains largely unchanged since January but has fallen significantly since September 2022 (81%)
- Greater Manchester respondents remain substantially more likely to be ‘very worried’ (30%) than those across Great Britain as a whole (23%). This continues a trend seen over several previous surveys.

COST OF LIVING IMPACTS

- The most common reasons for increases in costs of living include rising food prices (experienced by 91% of those whose costs have increased) and energy bills (78%).
 - This survey also finds a higher proportion of these respondents seeing an increase in their home broadband or mobile data plans compared to January (experienced by 40% of those whose costs have increased, compared to 16% in January).
 - Greater Manchester respondents are doing more in response to rising costs than across Great Britain as a whole – being more likely to be using less fuel in their home, shopping around more and cutting back on non-essential journeys. This continues a trend that has been observed across multiple survey waves.
-

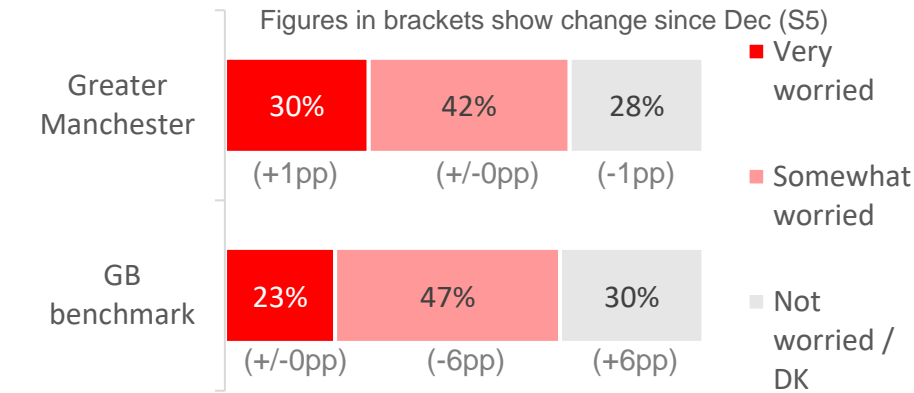
Cost of living – key findings (continued)

FINANCIAL SITUATION AND BORROWING

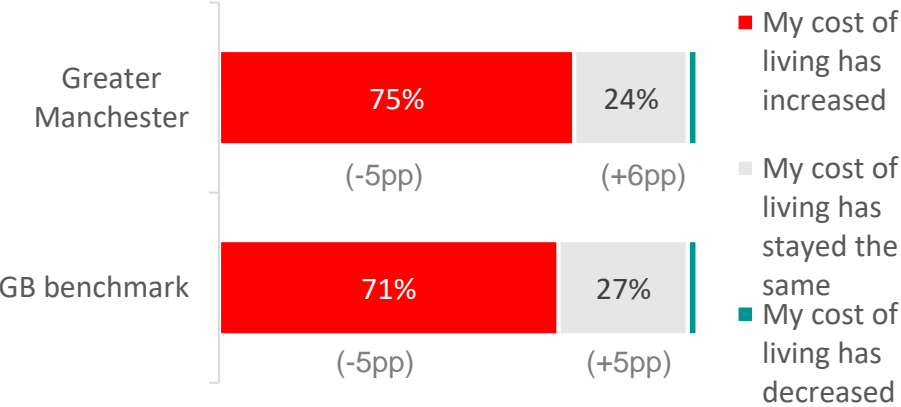
- Some of the positive results seen briefly in January's survey have not been sustained in March's results, and more closely resemble those seen last Autumn:
 - Slightly more respondents say they will struggle to save money (40%, was 39% in January)
 - Slightly fewer say they would be able to afford an unexpected, but necessary, expense of £850 (49%, was 53% in January)
 - Slightly more say they have borrowed more in the past month than this time last year (34%, was 30% in January).
 - Energy costs remain a substantial challenge – with slightly more Greater Manchester respondents reporting difficulties in this area than in January's survey (55%, was 53%).
 - This compares to no change in energy cost challenges across Great Britain as a whole – meaning the "gap" in experience between Greater Manchester and elsewhere may have slightly widened.
 - Greater Manchester respondents continue to report difficulties in affording their rents (53% of renters) and mortgages (35% of mortgage holders) – and more than appears in Great Britain figures (36% and 27% respectively). The gap between Greater Manchester and Great Britain findings is at least as wide, and in some instances wider, than in previous surveys.
 - Of the 1 in 3 (34%) who have borrowed more money than this time last year, 41% have borrowed up to £500 more, 45% have borrowed from multiple sources and 27% have borrowing from more than one personal connection.
 - March results strengthen a finding from January in relation to mental health and wellbeing impacts of borrowing: around half (47%) of respondents who have borrowed more money are very or somewhat worried about being able to pay this back.
-

Summary: Cost of living

The majority of Greater Manchester respondents continue to worry about the rising cost of living, and are just as likely to worry as they were in January. This trend is replicated across the UK.



Three quarters say their cost of living has increased over the past month



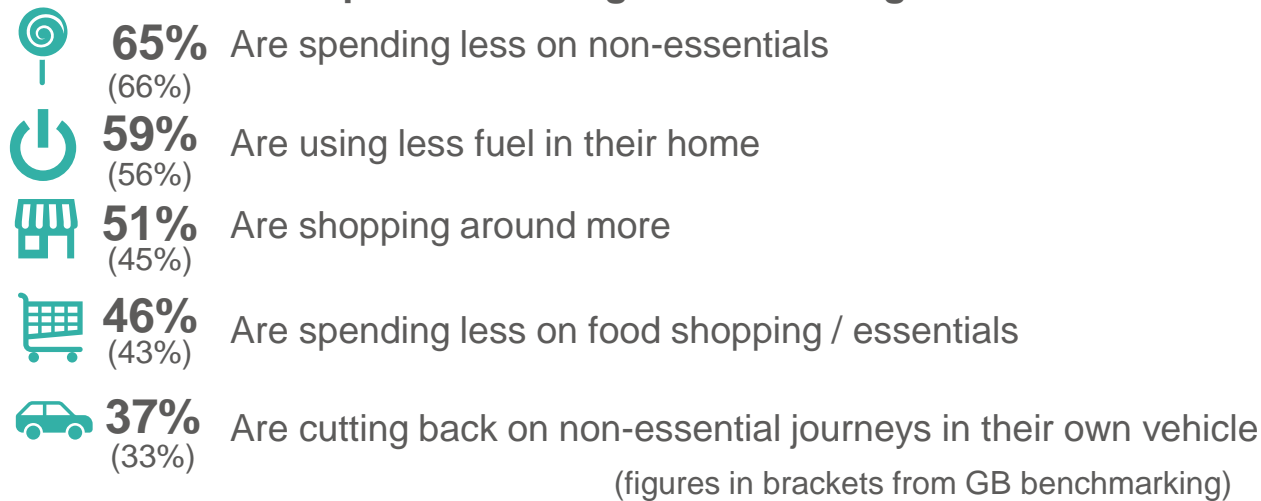
Understandably, increases in food and energy costs are driving the rise in living costs over the last month, alongside rises in home broadband and mobile data plans. These proportions are similar to those seen across the UK.

91% say the price of their food shop has increased and **78%** say the price of their energy has gone up too

40% are saying the price of their home broadband and mobile data plans have increased – a significant rise since January, where only 16% said this had increased

6% are saying the price of their childcare costs or other costs have also increased

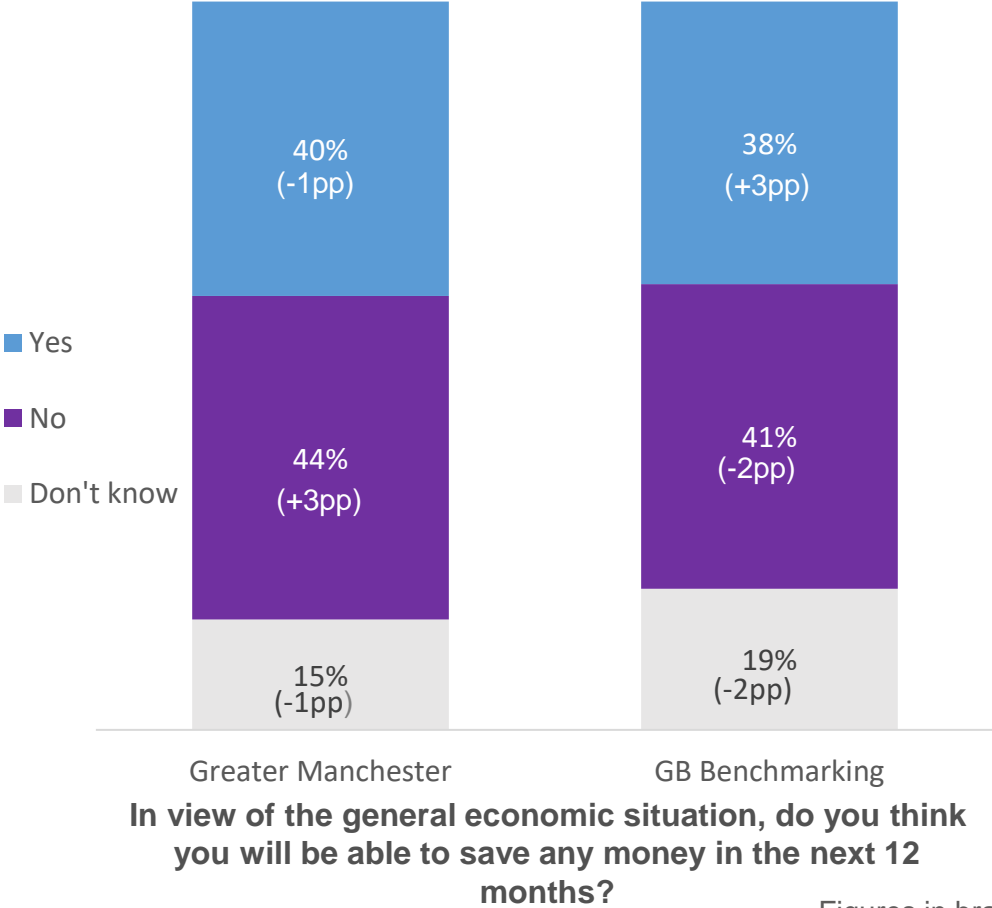
In response to rising costs of living...



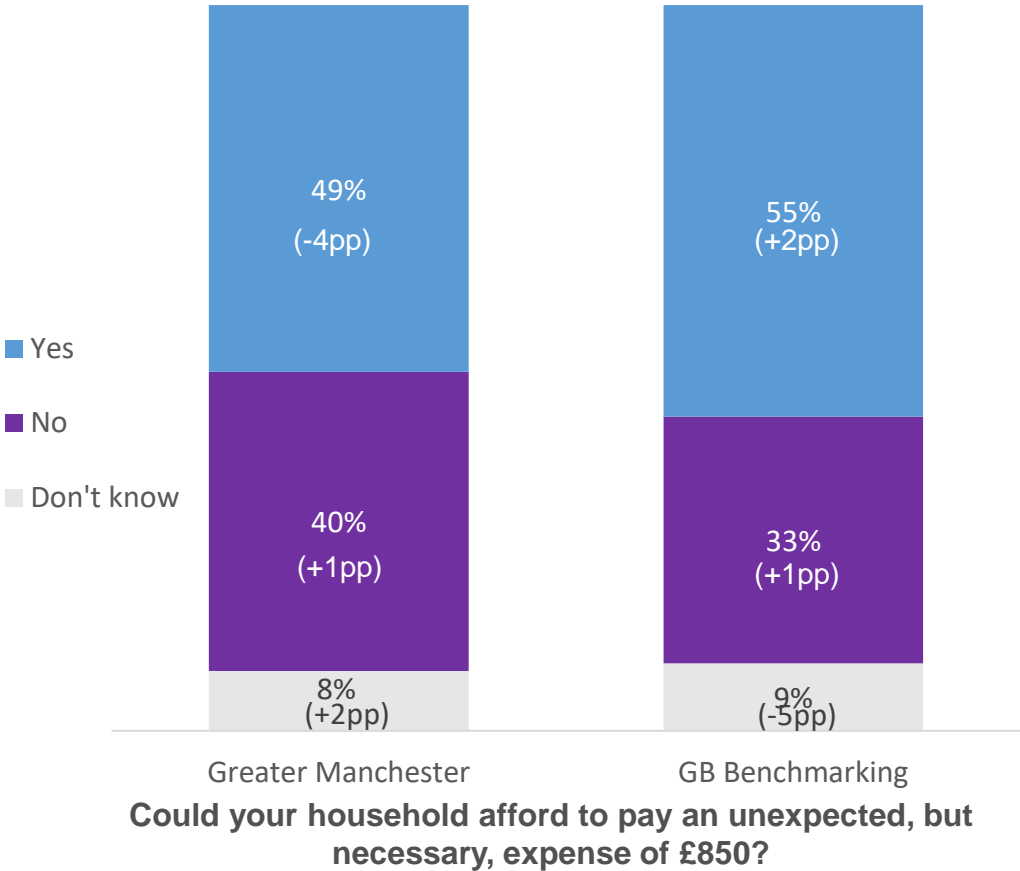
All data is from March (S6). ONS data was published on 10th March 2023. Unweighted base: 1767 (All respondents)
*Not asked in the ONS survey

Summary: Financial security

Respondents in Greater Manchester now say they are slightly less likely to be able to save money in the next year than they were in January.



Around half of respondents in Greater Manchester say they would be able to afford to pay an unexpected, but necessary, expense of £850. This is slightly lower than those who could afford to in January.

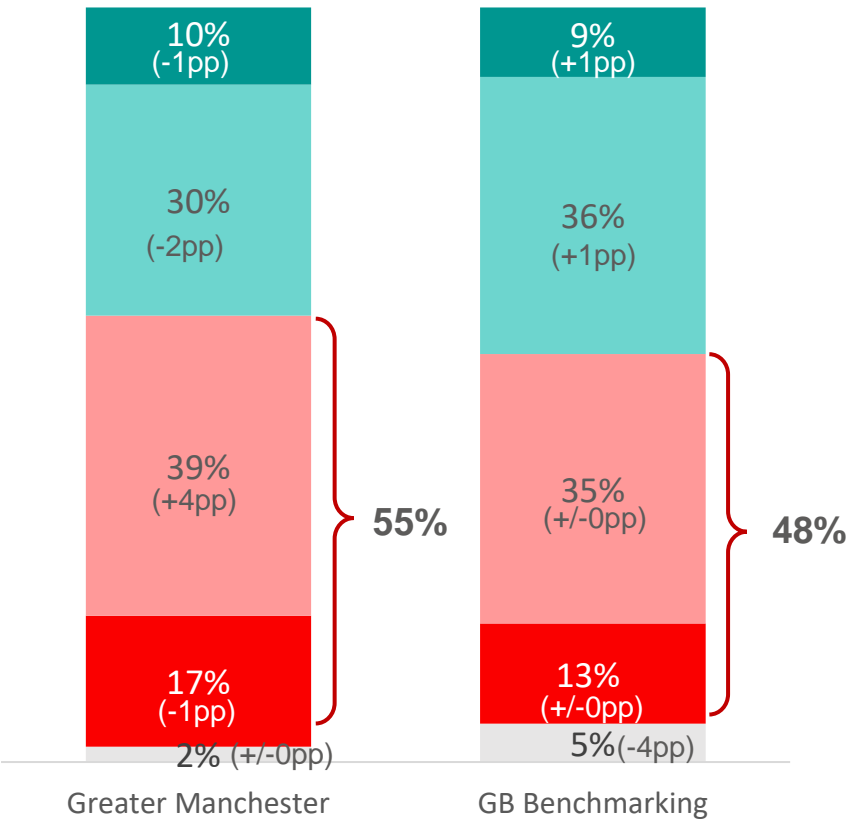


Figures in brackets show change since Dec (S5)

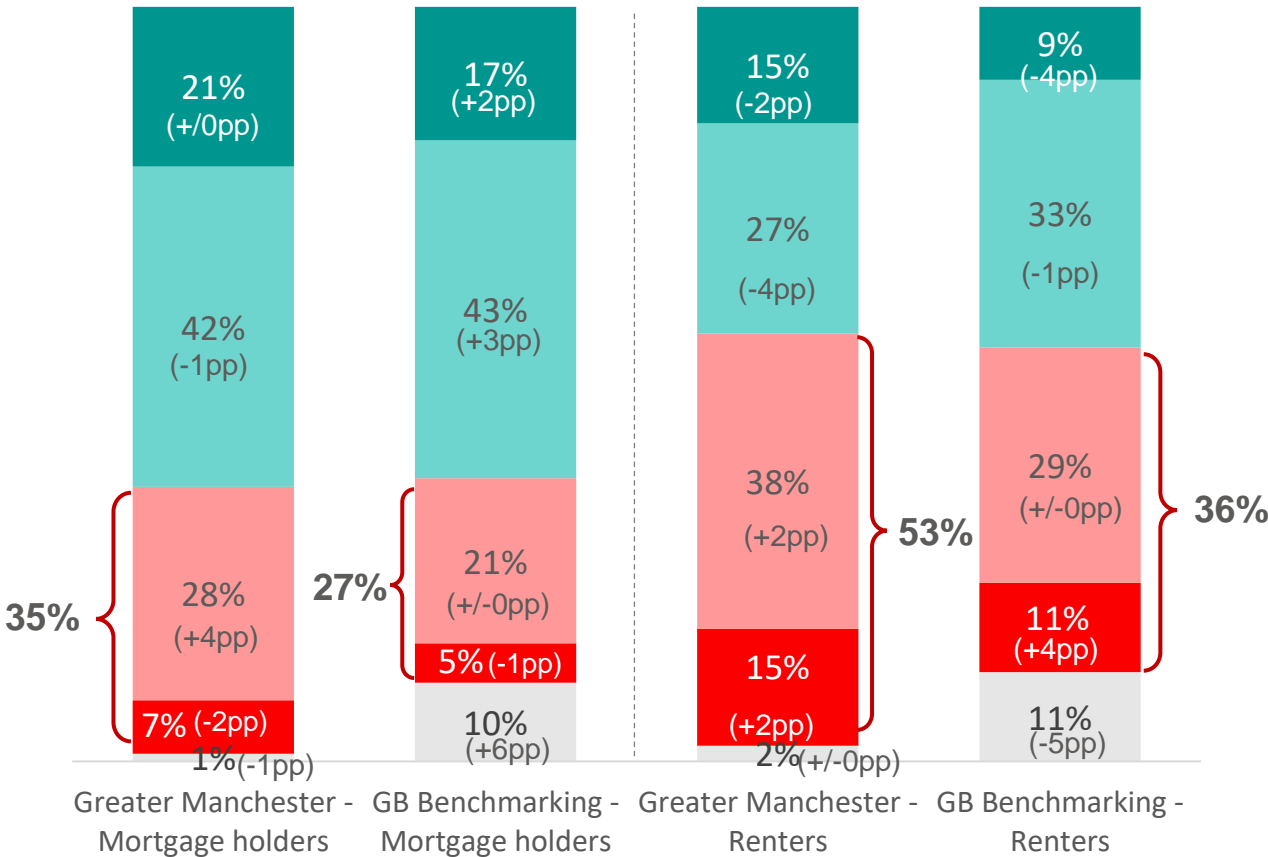
CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2. Could your household afford to pay an unexpected, but necessary, expense of £850? All data is from Survey 6. ONS data was published on 10th March 2023. Unweighted base: All respondents, 1767

Summary: Household costs

More than half of Greater Manchester respondents say it is difficult to afford their energy costs, a similar figure compared to January (53%)



Over half of renters and over a third of mortgage holders in Greater Manchester say it is difficult to afford these costs. These figures have risen slightly since January (33% and 49%)



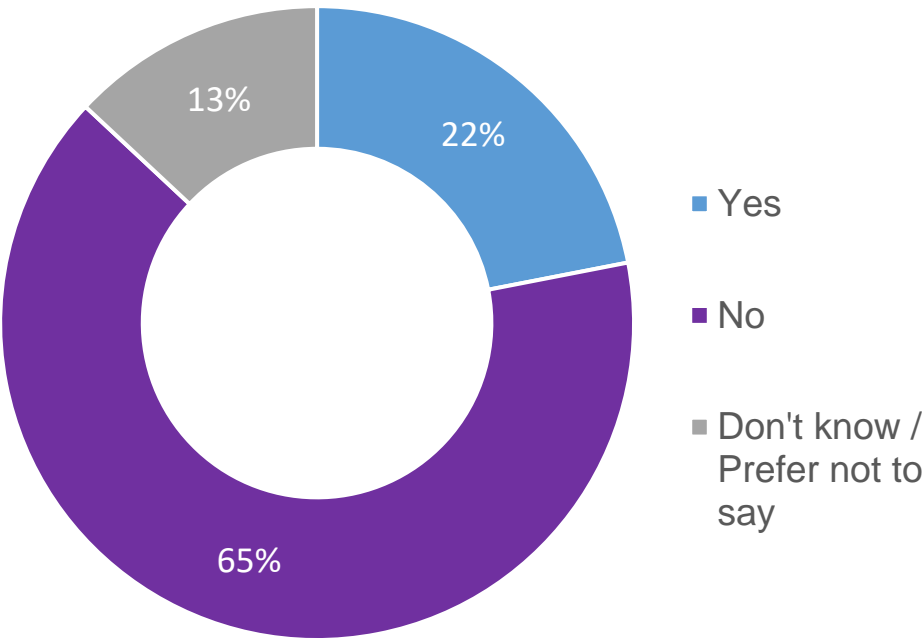
Very easy Somewhat easy Somewhat difficult Very difficult Don't know / Prefer not to say

Figures in brackets show change since Dec (S5)

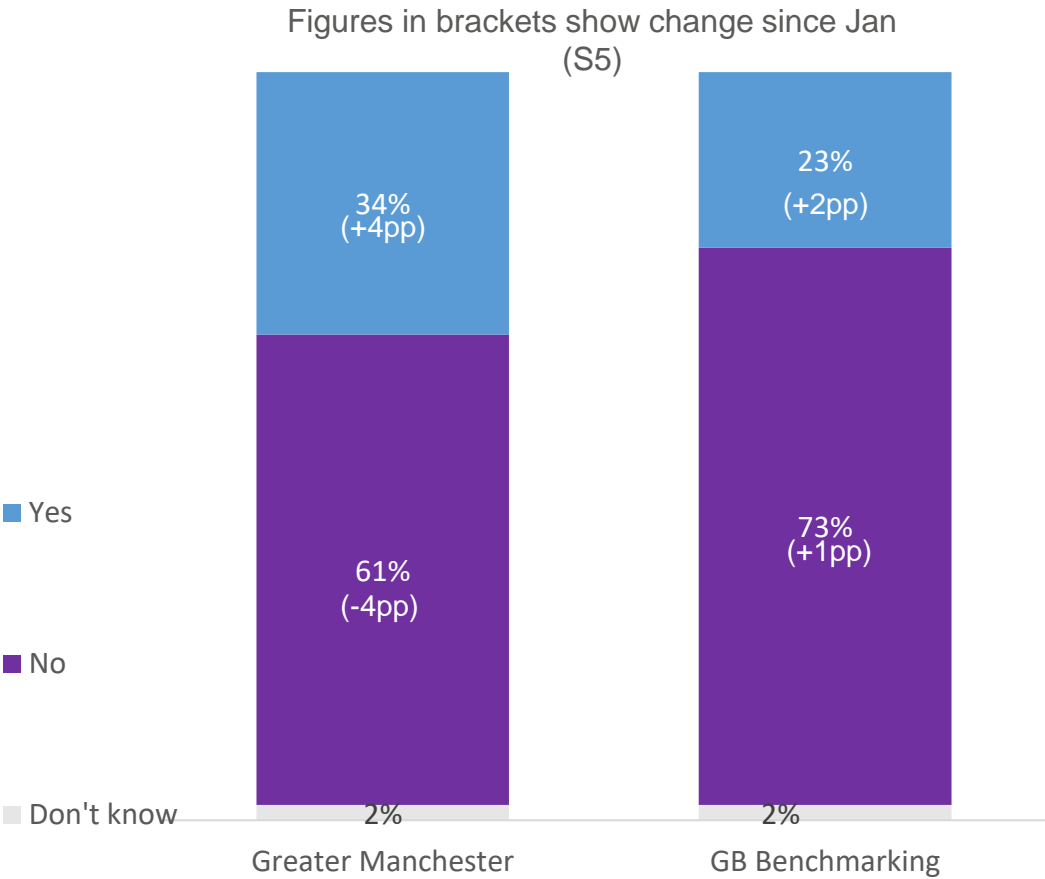
CL9. How easy or difficult is it to afford the following? Data on energy costs is from Survey 6. ONS data was published on 10th March 2023. Unweighted base: 1,767 (All respondents); 469 (Home owners who pay mortgage); 405 (Renters)

Summary: Borrowing money

1 in 5 (22%) households have sought information, advice or support with the rising cost of living for the very first time, a figure that has dropped slightly since January (24%)



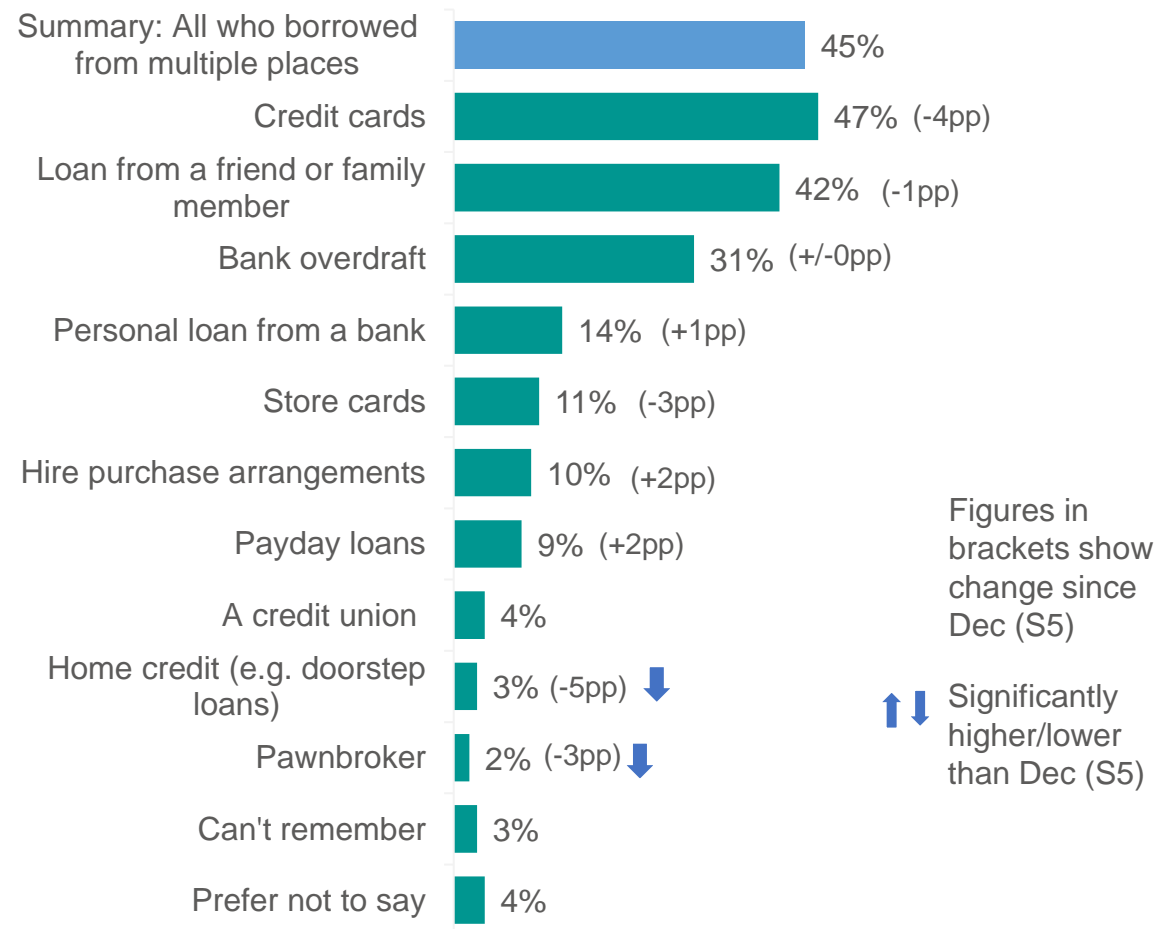
A third (34%) of Greater Manchester respondents have had to borrow more money in the past month than they did at the same time last year.



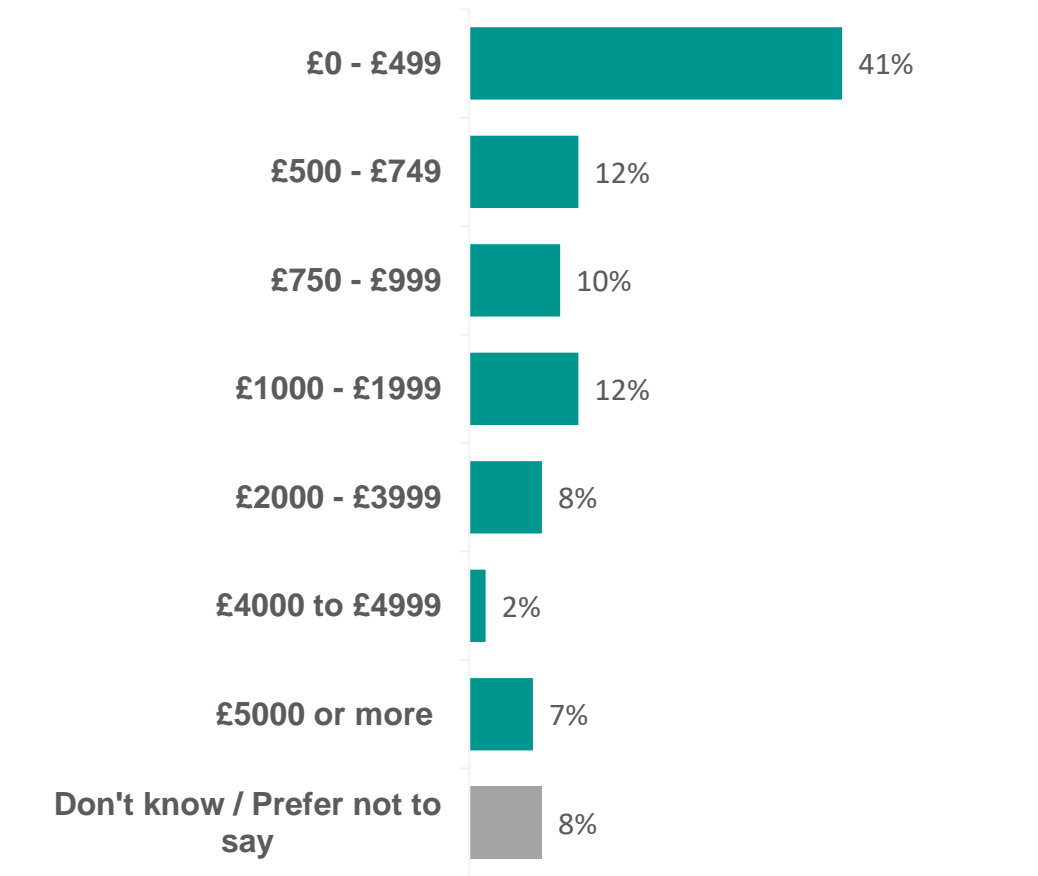
CL22. We know from many councils and charities that there are people who have previously managed financial downturns without assistance, who are now seeking information, advice or support with the rising cost of living for the very first time. Is this true of your household? CL3. Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago? All data is from Survey 6. ONS data was published on 10th March 2023. Unweighted base: 1,767 (All respondents); 518 (All who have borrowed money/used more credit)

Summary: Borrowing money (part 1)

Of those who have borrowed more money or used more credit, around half have used credit cards (47%), over two fifths have loaned from friends and family (44%), and a third have utilised their bank overdraft (31%)



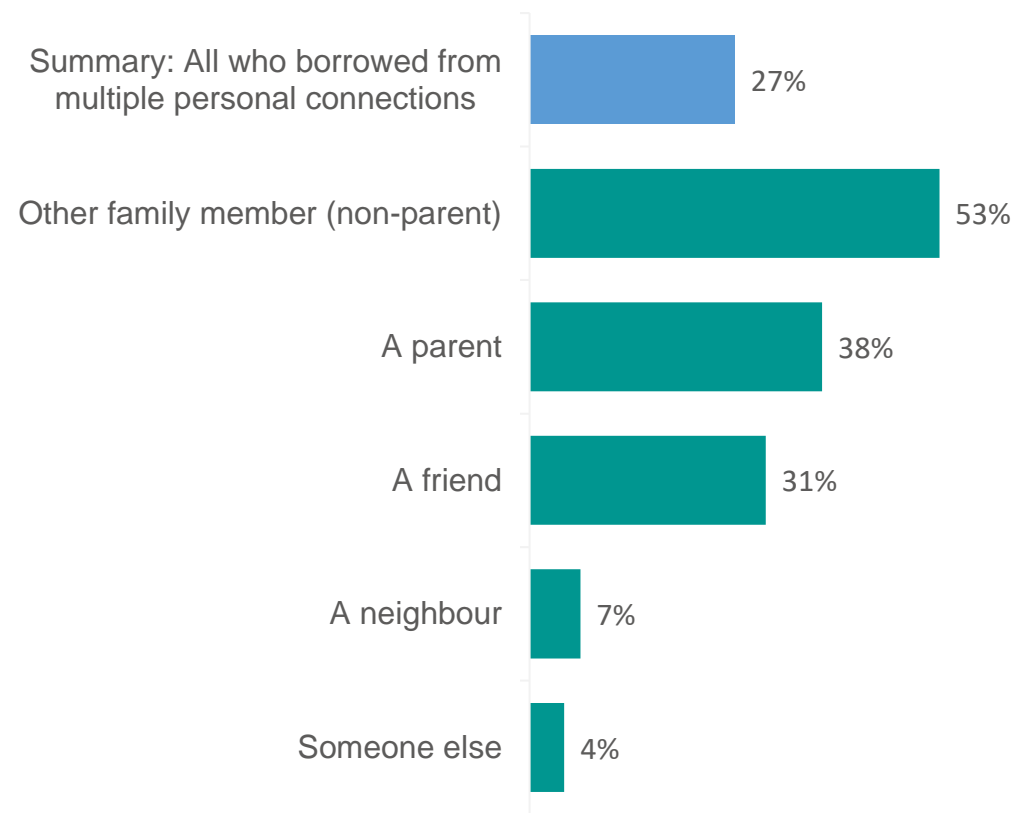
2 in 5 (41%) of these borrowed up to £500 more in the last month compared to this time last year, with a third (34%) borrowing between £500 - £2000 more



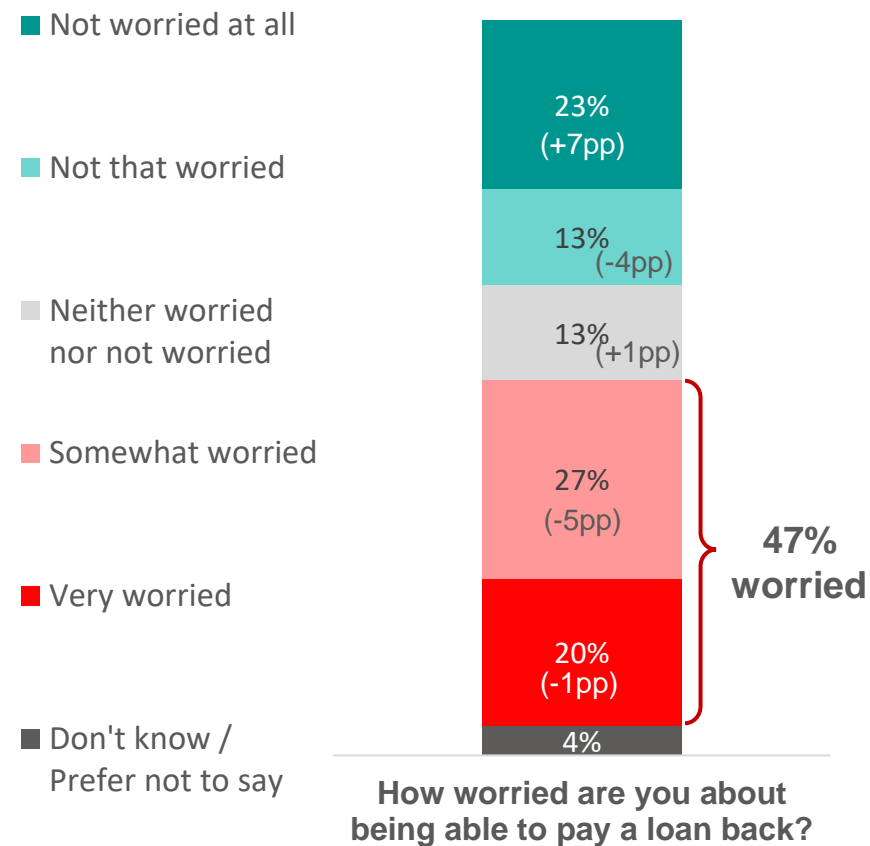
CL3D. How much more money have you borrowed or spent using credit, in the last month, compared to a year ago? CL3A. You said you have had to borrow more money or use more credit than usual in the last month compared to a year ago. Please select which of the following places you have borrowed this money or used credit from. All data is from Survey 6. ONS data was published on 10th March 2023. Unweighted base: 1,767 (All respondents); 518 (All who have borrowed money/used more credit)

Summary: Borrowing money (part 2)

Of those who have loaned from friends and family, around half have done so from another family member (53%) and a third or more have borrowed from a parent (38%). 1 in 4 (27%) have borrowed from more than one source



Nearly half (47%) of those who have borrowed money are worried about being able to pay a loan back, a fall from 53% in January



Food security – key findings

EXTENT OF FOOD INSECURITY

- Overall, there is continuity in food security, with around 1 in 3 (37%) respondents still reporting 'low' or 'very low' food security.

SHORT TERM TRENDS SINCE JANUARY

- Food insecurity has dropped since January, but not significantly (37%, compared in 40% in January 2023 and October 2022, 42% in September 2022).

HOUSEHOLDS WITH CHILDREN

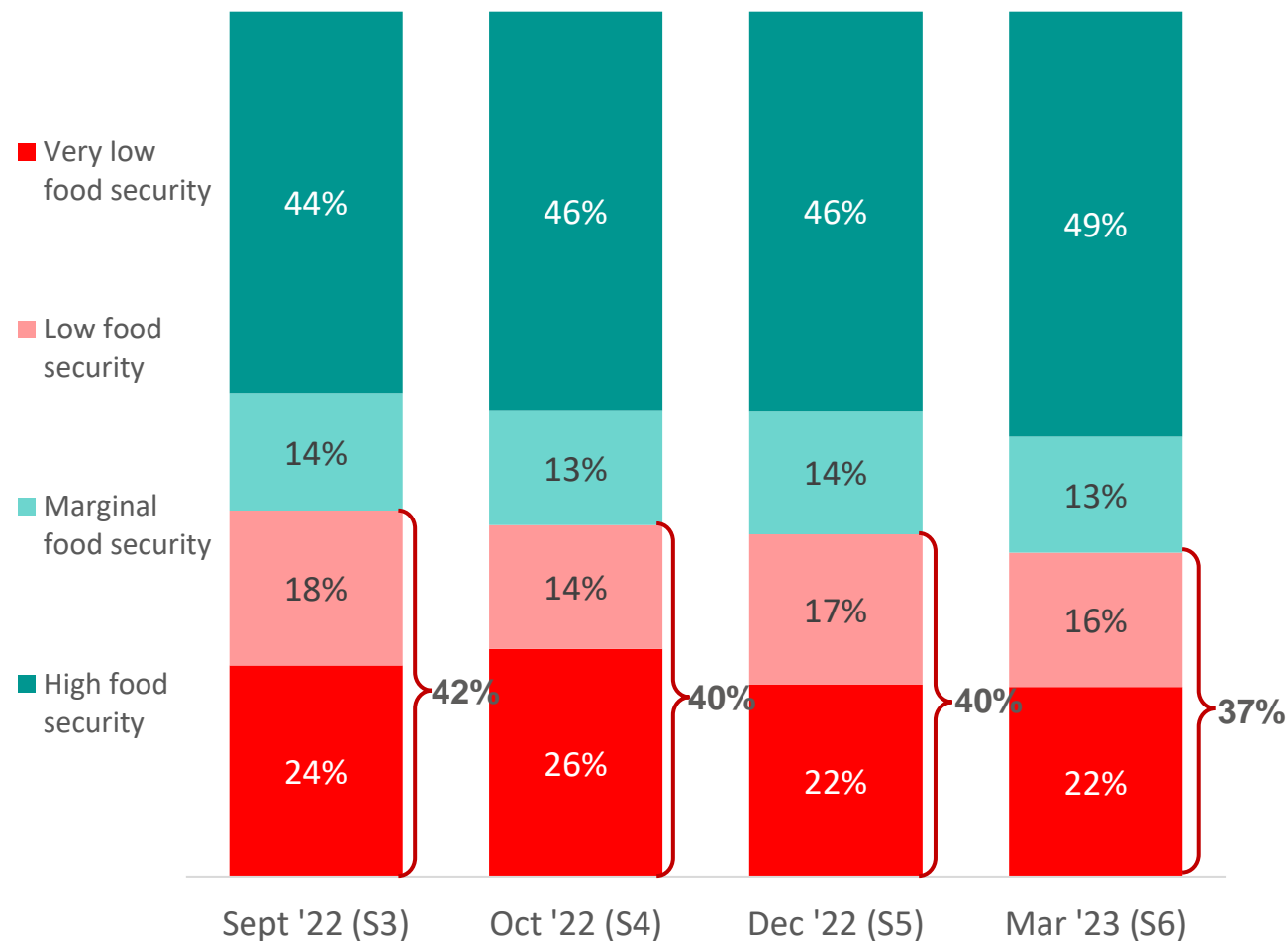
- Food insecurity continues to impact disproportionately upon households with children (49% of such households experience 'low' or 'very low' food security, compared to 32% of those without children).
 - Overall, this is a decrease since October 2022 (59%) and January 2023 (53%).
- The proportions of households with children experiencing 'high' food security and 'very low' food security have both increased slightly since January– potentially suggesting growing inequality in food security.
- Food insecurity in households with children is significantly higher amongst those with caring responsibilities (80%), with a disability (69%), renters (66%) and aged 25-44 years (54%). This is consistent with previous results, continuing to stress the importance of targeting interventions.

HOUSEHOLDS WITHOUT CHILDREN

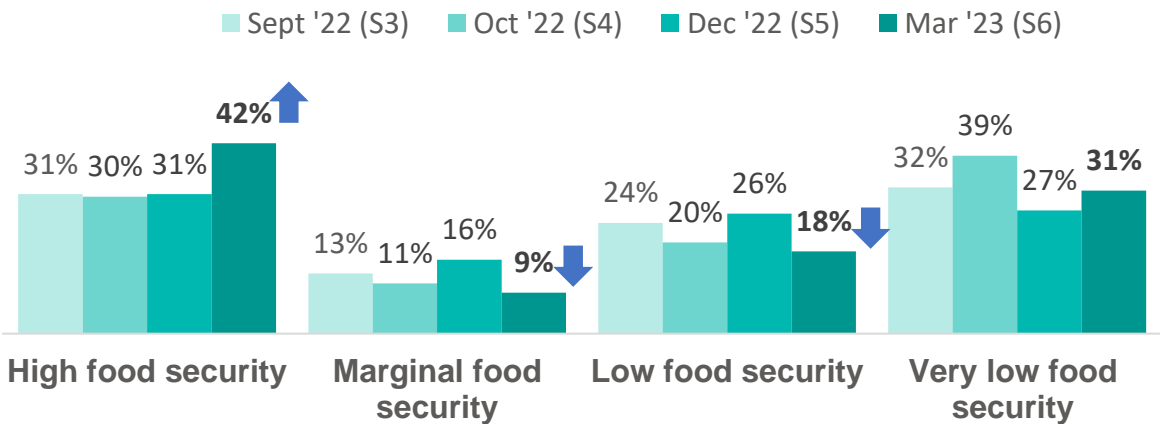
- Overall food insecurity for households without children has remained stable from January 2023 (32%).
 - March results continue to suggest that among households without children, respondents aged 16-24 (60%), from a racially minoritised group (51%) or with a disability (49%) are more likely to experience challenges of food insecurity. These latest results also highlight challenges for those with caring responsibilities for an adult family member or friend (43% of whom report 'low' or 'very low' food security).
-

Summary: Food security - Sept (S3), Oct (S4), Jan (S5) and Mar (S6) comparison

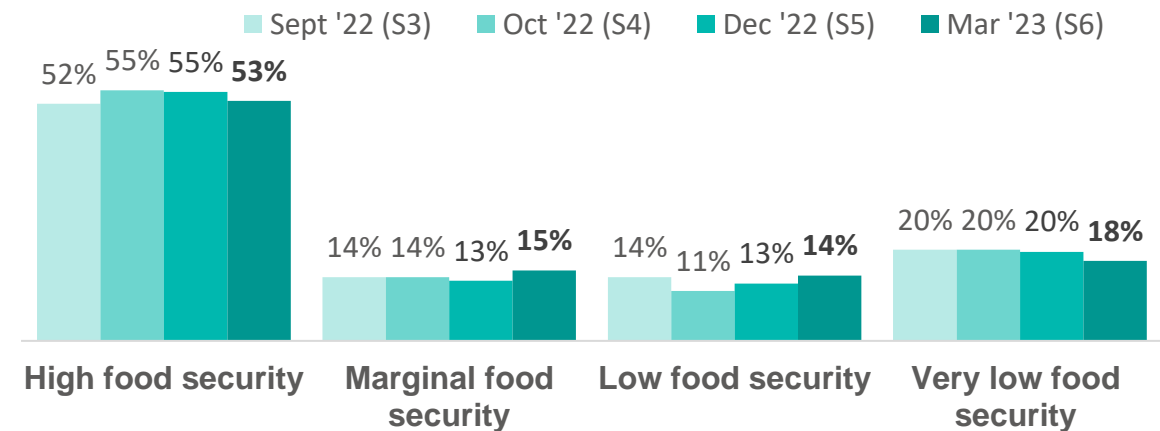
Food security – Overall



Food security – Households with children

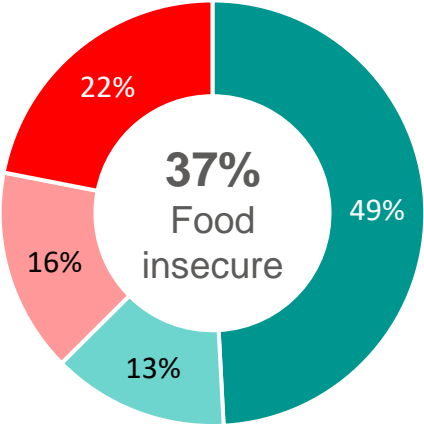


Food security – Households without children

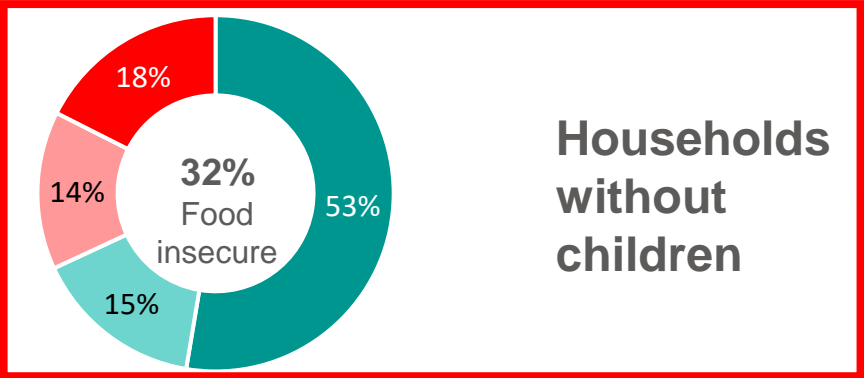


↑ ↓ Significantly higher/lower in S6 compared to Greater Manchester Residents' S5

Summary: Food security – Households without children (S6, March 2023)



Greater Manchester overall



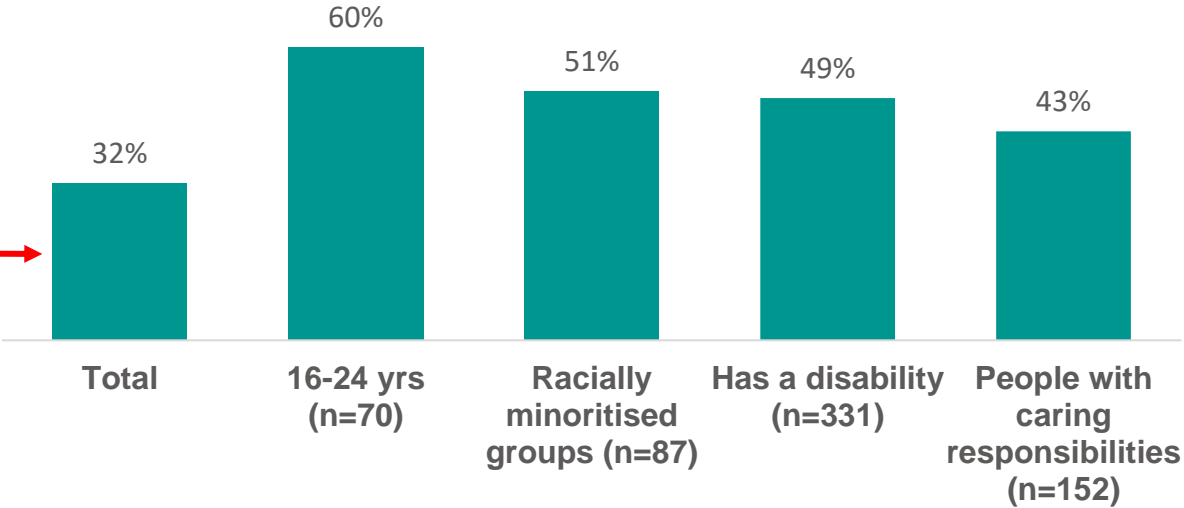
Households without children



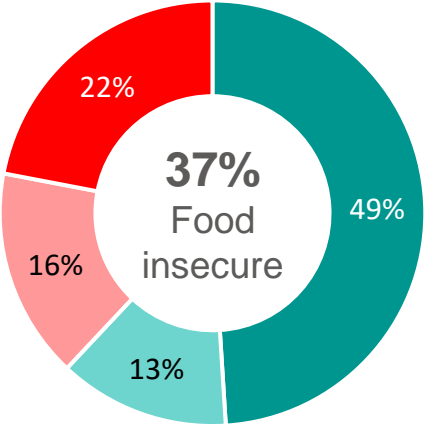
Households with children

- High food security
- Marginal food security
- Low food security
- Very low food security

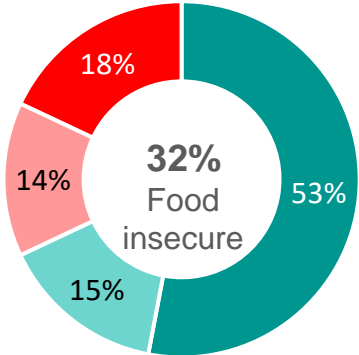
% food insecurity higher among...



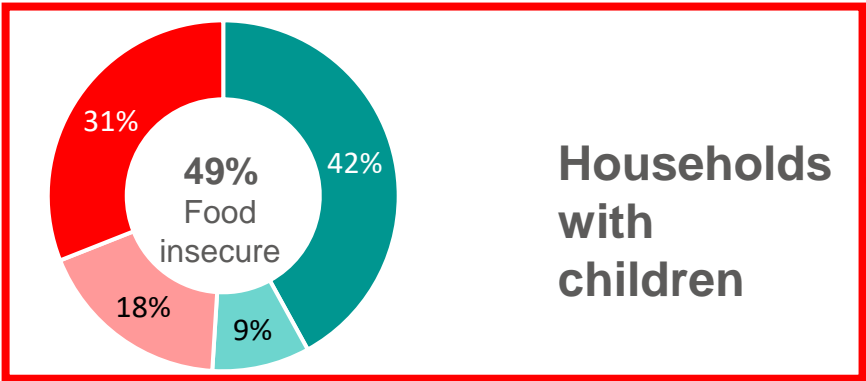
Summary: Food security – Households with children (S6, March 2023)



Greater Manchester overall



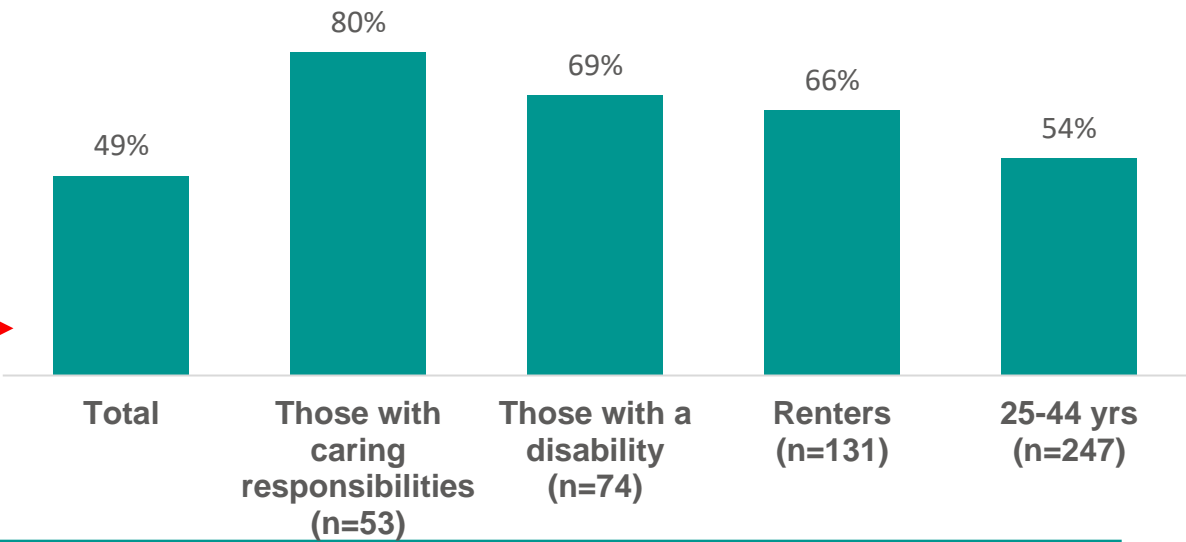
Households without children



Households with children

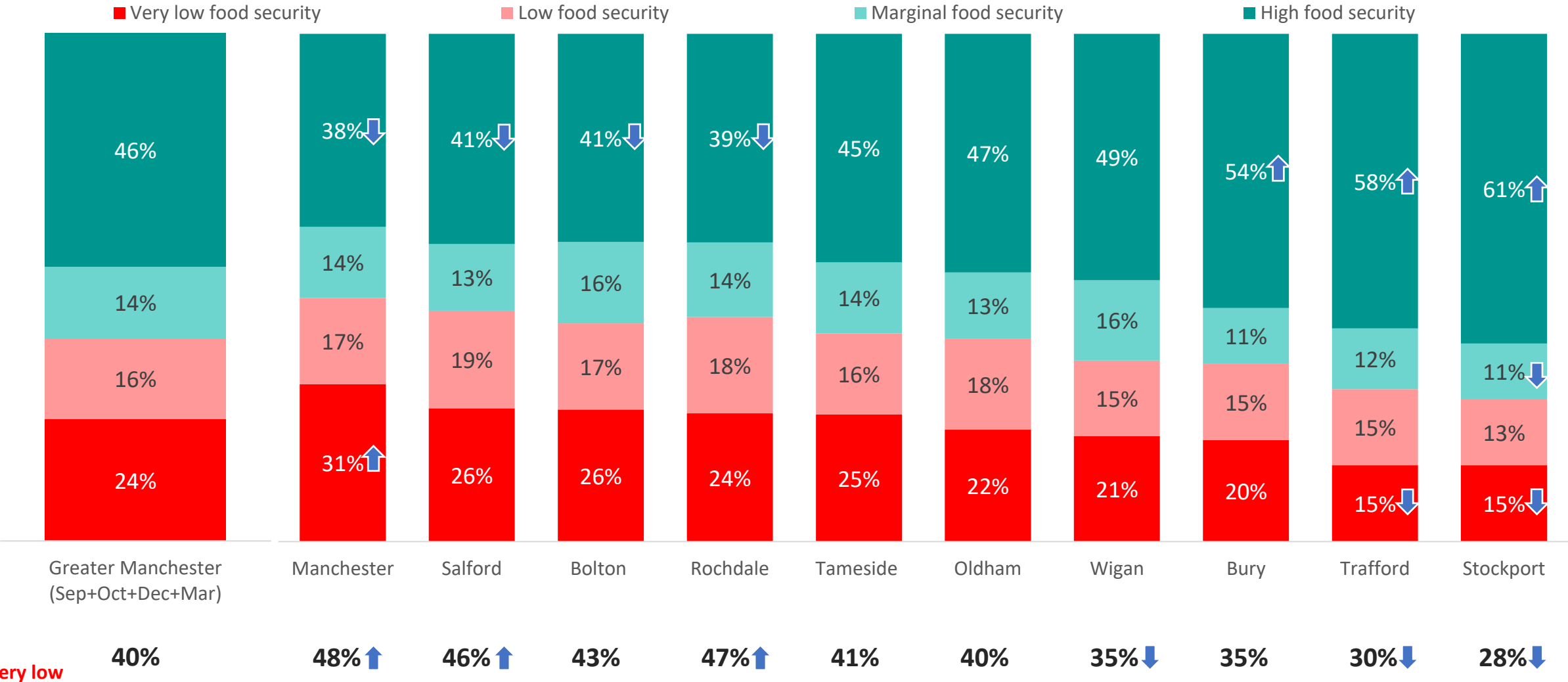
- High food security
- Marginal food security
- Low food security
- Very low food security

% food insecurity higher among...



Summary: Food security – merged data by locality (S3+4+5+6)

Food security – by locality



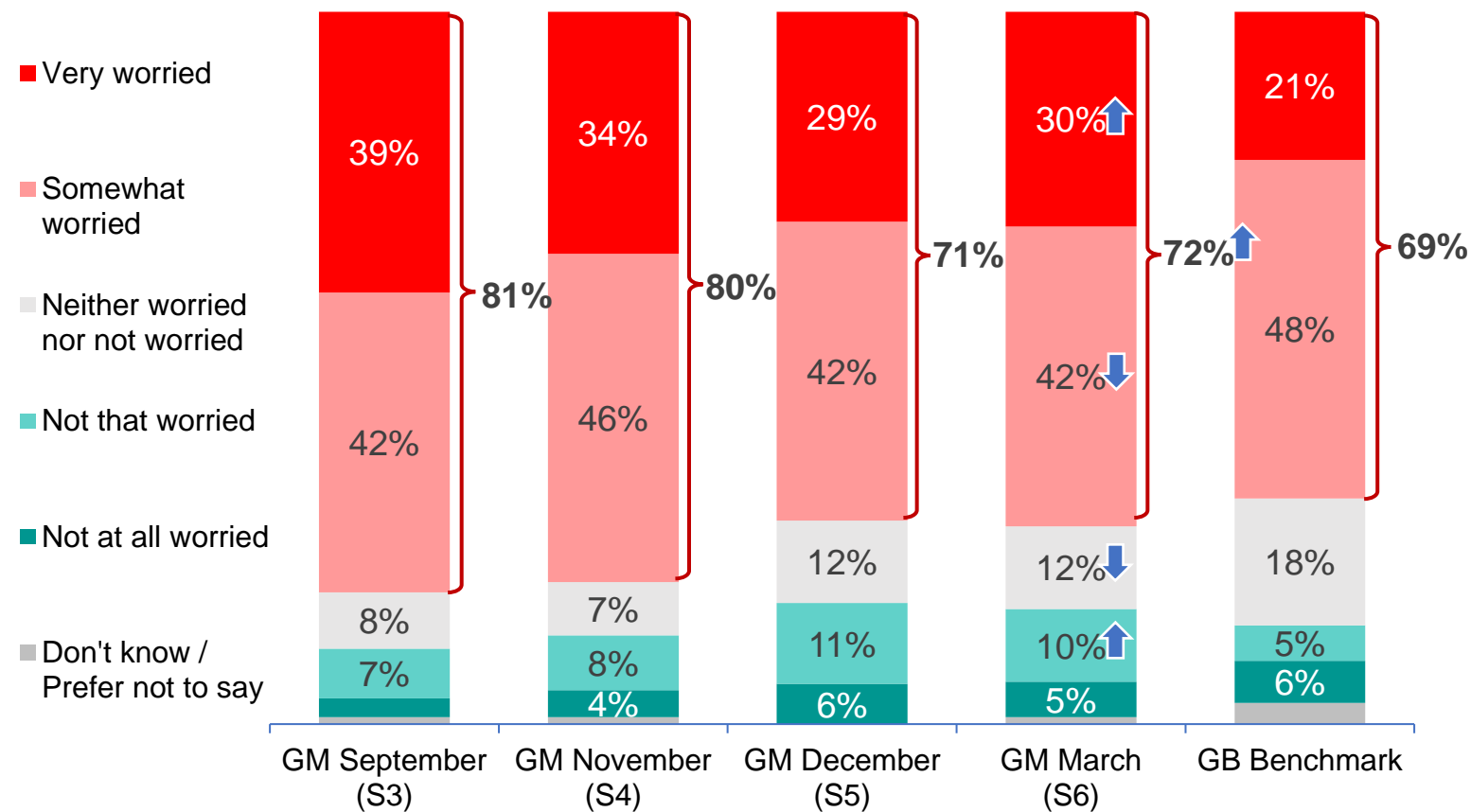
↑ ↓ Significantly higher/lower in LA compared to Greater Manchester Total

The background features a dark grey field with several overlapping organic shapes in two shades of teal. On the left, a large teal shape curves upwards. In the center, a light teal shape overlaps with a darker teal shape on the right. Another light teal shape is positioned above the central one. A thin horizontal teal line is located near the bottom left.

Detailed findings: Cost of living

7 in 10 (72%) respondents in Greater Manchester are **worried about the rising costs of living**, with 3 in 10 (30%) very worried – the latter being significantly higher than the ONS benchmark. Overall, worry has remained stable since January and is still higher than the GB average

Worried about rising costs of living



% who are significantly more likely to feel very / somewhat worried compared to S3-S6 GM average (76%)*

Demographics:

- Parents of children under the age of 5 (93%)
- Those with a first language that is not English (86%)

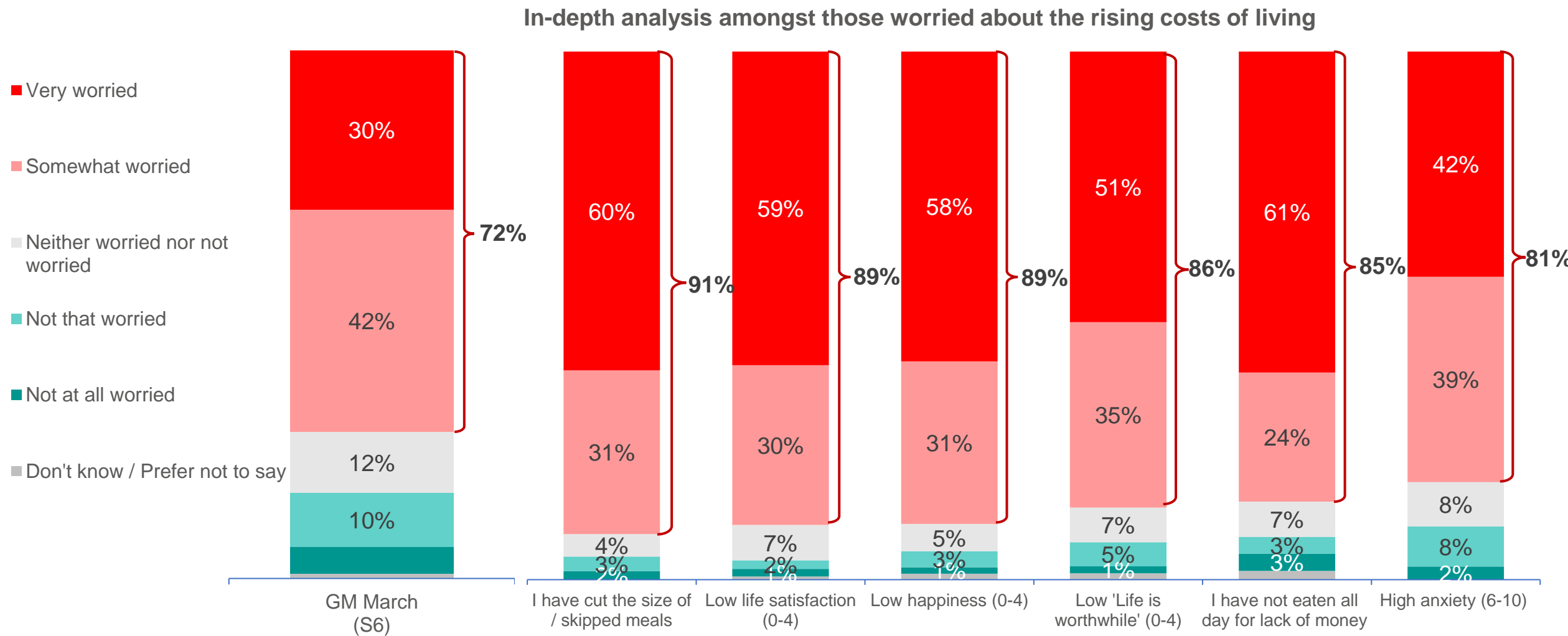
Individual and/or family circumstance:

- Those who find it difficult to afford their rent or mortgage (93%); or their energy costs (88%)
- Those who have cut the size or skipped a meal (91%)
- Those unable to save money in the next year (89%)
- Those who have borrowed more or used more credit using a bank overdraft (89%), credit cards (88%), a loan from a personal connection (86%)
- Those who have borrowed between £250 - £999 more in the last month compared to a year ago (88%), or £1000 - £5000 (86%)
- Those not in work due to ill health and disability (88%)
- Those who are seeking help with the rising cost of living for the first time (86%)
- Those who have not eaten all day for lack of money (85%)
- Those who have borrowed money or used more credit in the past month (85%)

* Subgroup analysis uses merged data from S3-6

↑ ↓ Significantly higher/lower than the GB Benchmark

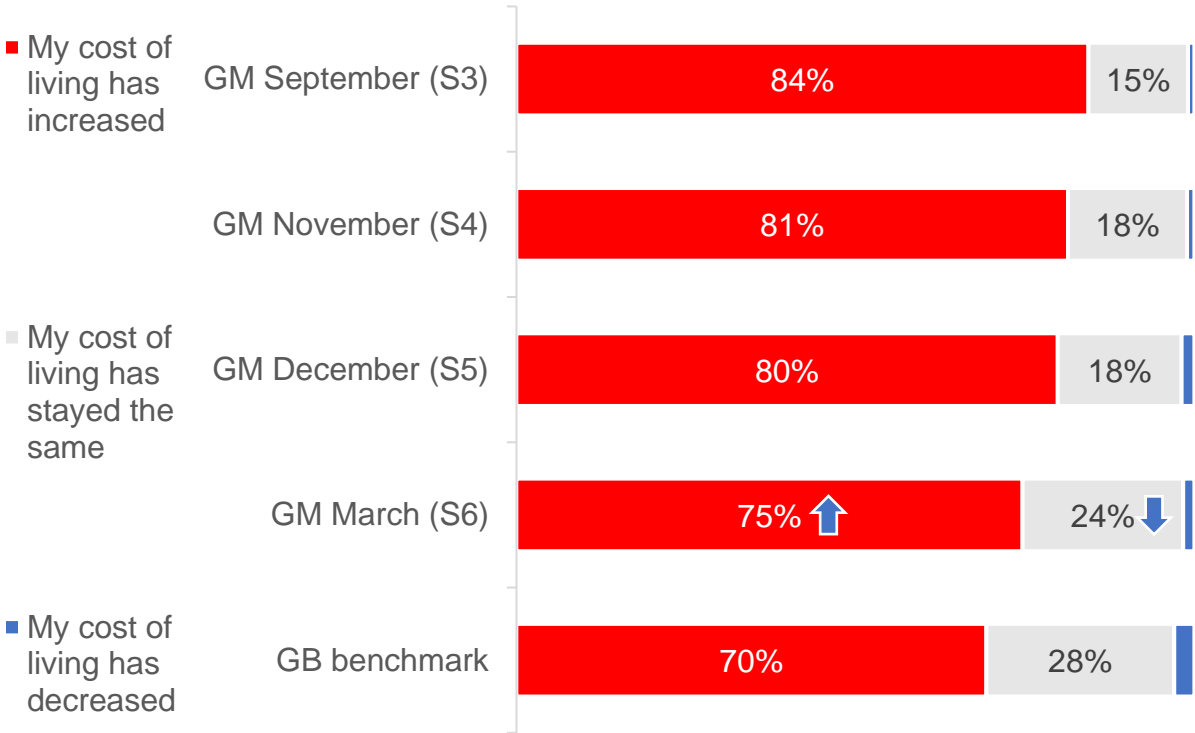
There is a significant crossover between those who are worried about the rising costs of living and measures of lower personal wellbeing and food insecurity



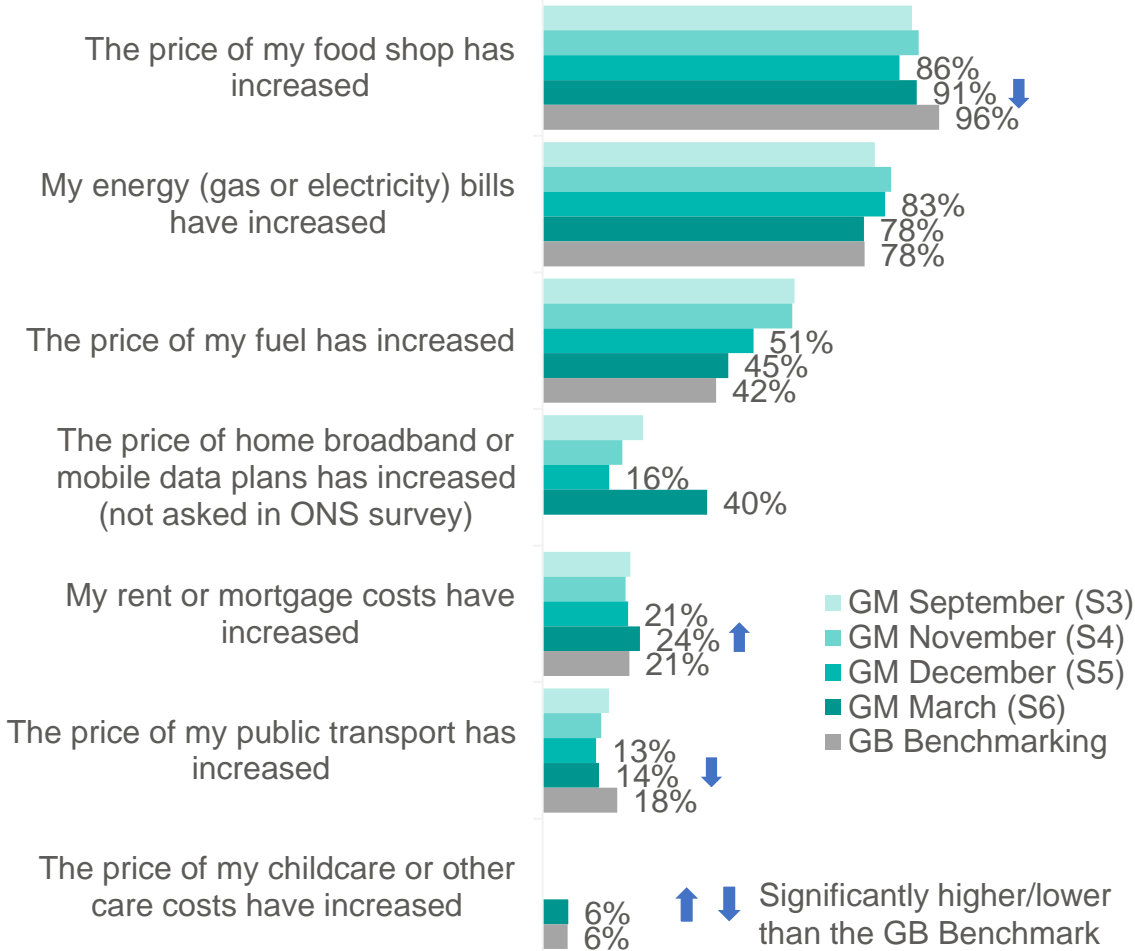
CL4. In the past two weeks, how worried or not have you been about rising costs of living?
Unweighted base: Survey 3, 1677; Survey 4, 1636; Survey 5, 1470; Survey 6, 1767 (All respondents). ONS data, based on national fieldwork 8 – 19 March 2023

3 in 4 (75%) respondents say their **cost of living has increased** in the last month, significantly more than the GB average (70%). Whilst the GM figure is higher than the GB average, both have fallen since January. Greater Manchester respondents are more likely than the GB average to say that increases are due to higher rent or mortgage costs (24% vs. 21%)

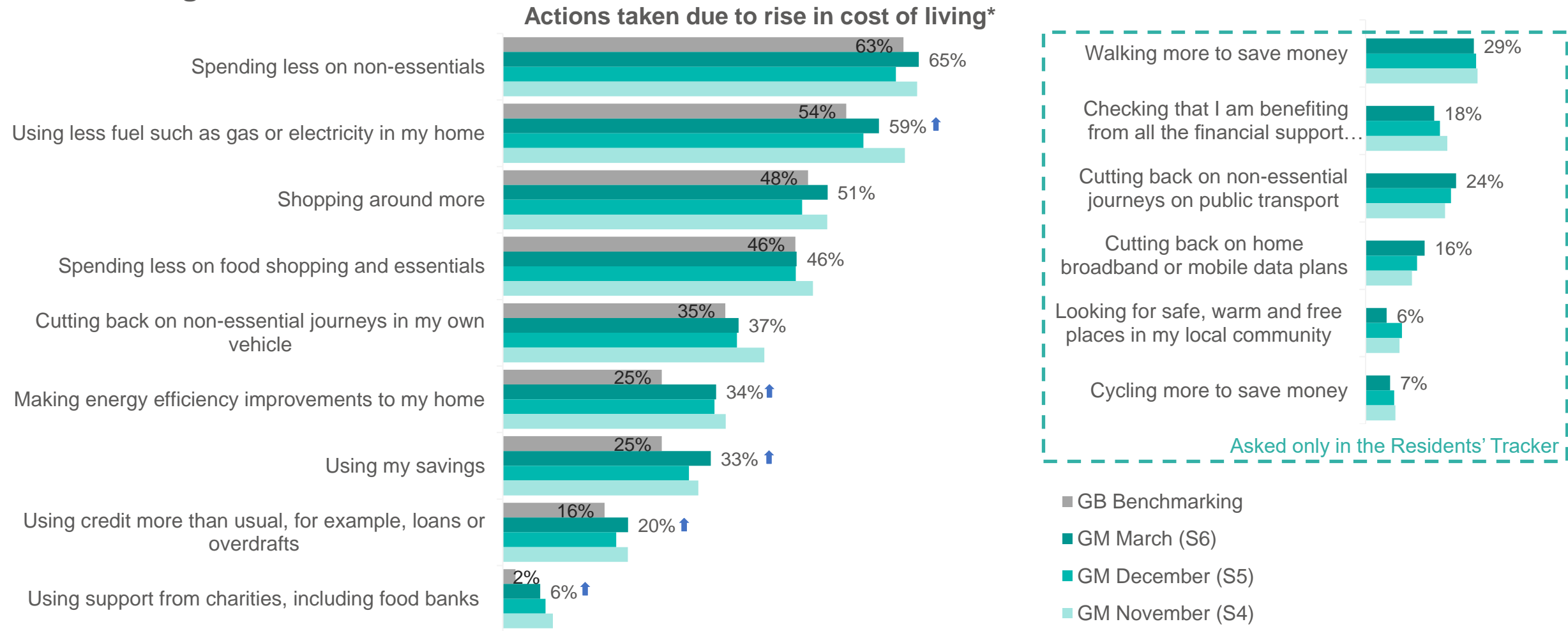
Change in cost of living over the last month



Reasons for increase in cost of living (n=1,385)



Respondents in Greater Manchester are more likely than the ONS GB average to be **using less energy in their home (59% vs 54%), making energy efficient improvements (34% vs 25%), using their savings (33% vs 25%), using more credit (20% vs 16%) and using support from charities (6% vs 2%),** as a result of the rising cost of living

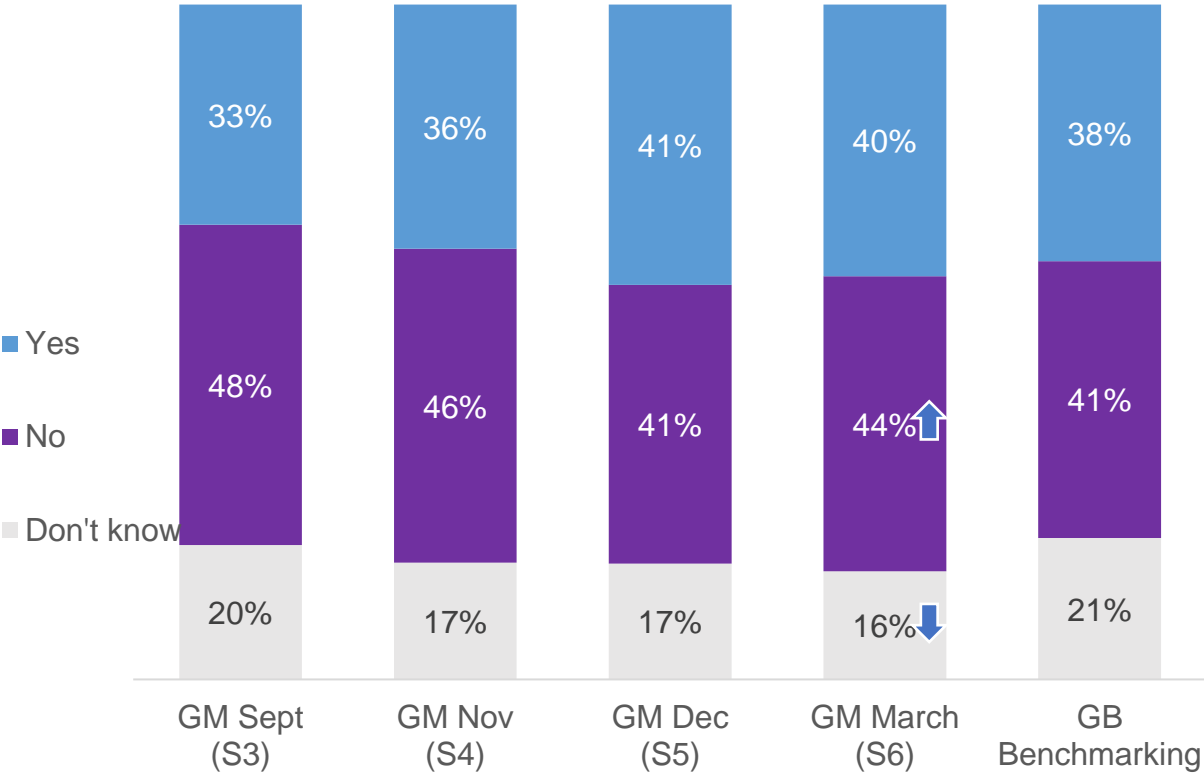


↑ ↓ Significantly higher/lower than the GB Benchmark

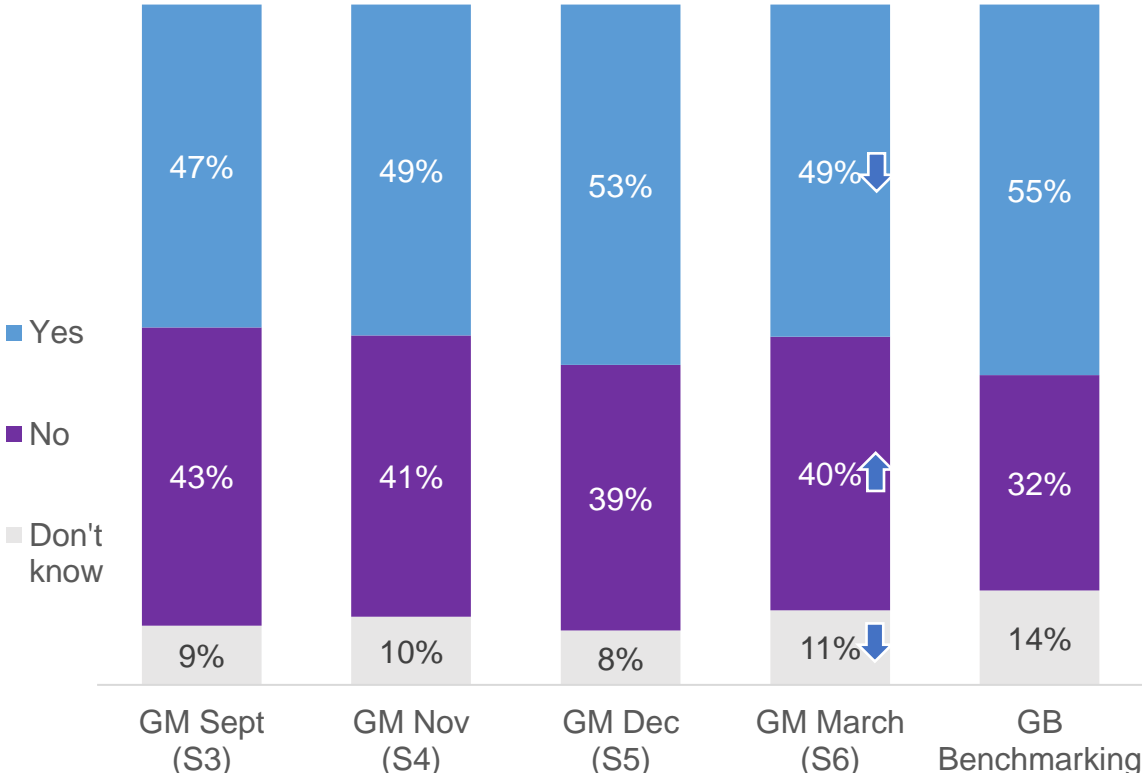
CL7. Which of these, if any, are you doing because of the increases in the cost of living?
Unweighted base: Survey 4, 1636; Survey 5, 1470; Survey 6, 1767 (All respondents). ONS data, based on national fieldwork 8 – 19 March 2023

Significantly more respondents say they will not be able to **save money over the next 12 months** (44%) than the GB average (41%). Greater Manchester respondents are less likely than the GB average to be able to **afford an unexpected expense of £850** (40% vs. 32% unable to afford)

Will you be able to save money over the next 12 months?



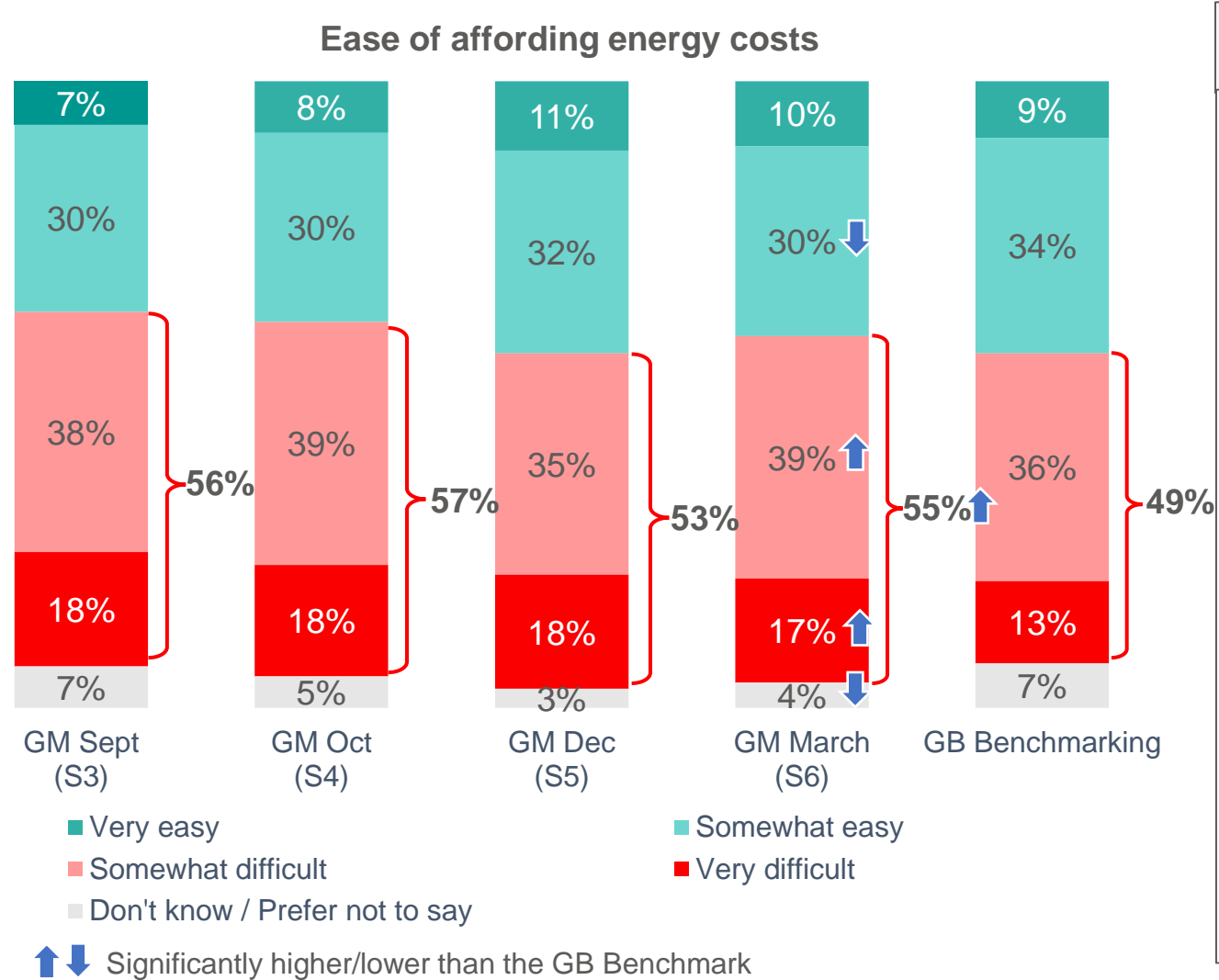
Can you afford an unexpected but necessary expense of £850?



↑ ↓ Significantly higher/lower than the GB Benchmark

CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2. Could your household afford to pay an unexpected, but necessary, expense of £850? Unweighted base: Survey 3, 1677; Survey 4, 1636; Survey 5, 1470; Survey 6, 1767 (All respondents). ONS data, based on national fieldwork 8 – 19 March 2023

Over half (55%) say they have **difficulty affording energy costs**, significantly higher than the GB average (49%). Disabled respondents, those with first language other than English and those who are financially vulnerable are significantly more likely to find energy costs difficult.



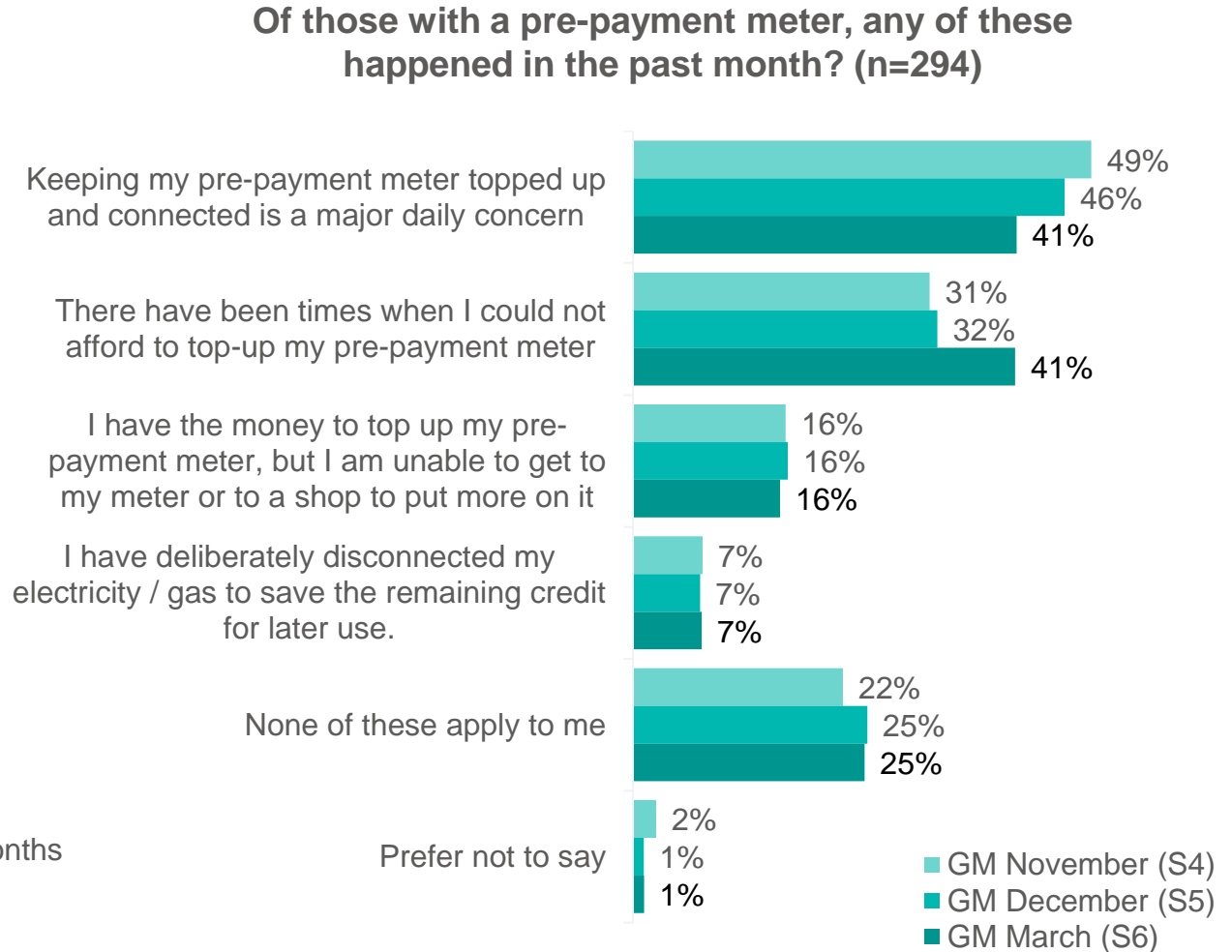
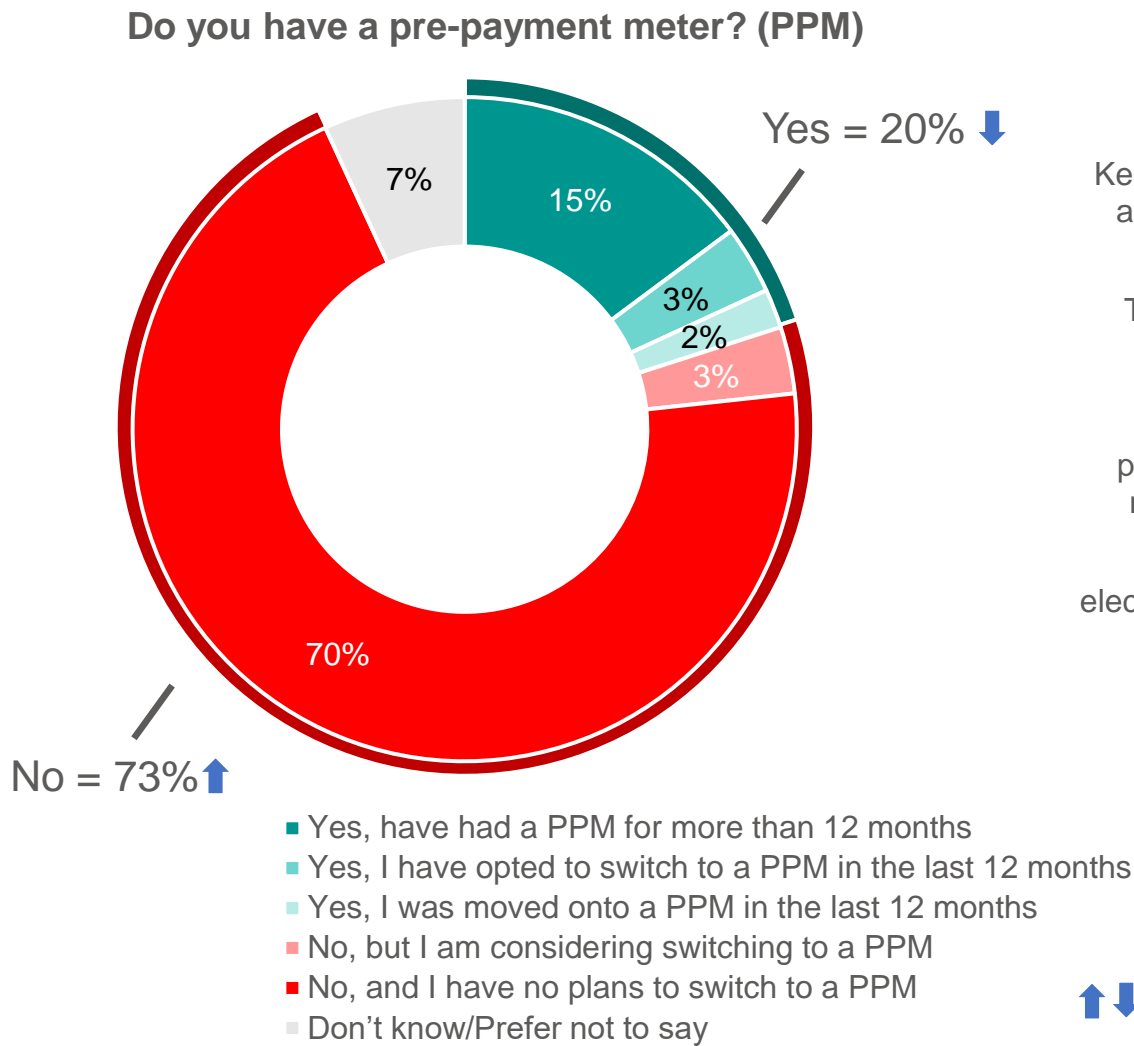
% who are significantly more likely to find it very/somewhat difficult to afford their energy costs compared to S3-6 (56%)*

Demographics:

- Disabled respondents (69%); including those with mental ill health (73%), mobility disability (71%)
- Home-makers (someone who manages a home and family) (72%)
- Those whose first language is not English (72%)
- **Individual and/or family circumstance:**
- Those who find it difficult to afford rent or mortgage payments (91%)
- Those who have borrowed money using a bank overdraft (80%), a loan from a personal connection (74%); credit cards (72%)
- Those unable to save money in the next year (79%)
- Those not in work due to ill health or disability (78%)
- Those who have cut the size or skipped a meal (77%), or someone else in their household has done so (70%)
- Those who have borrowed between £250 - £999 more in the last month compared to a year ago (77%), between £1000 - £5000 (72%)
- Those who have not eaten the whole day for lack of money (74%)
- Those who are dissatisfied with their local area (72%)
- Those who have had to borrow more money or use more credit in the last month (71%)
- Those who would not recommend their local area (71%)

* Subgroup analysis uses merged data from S3-6

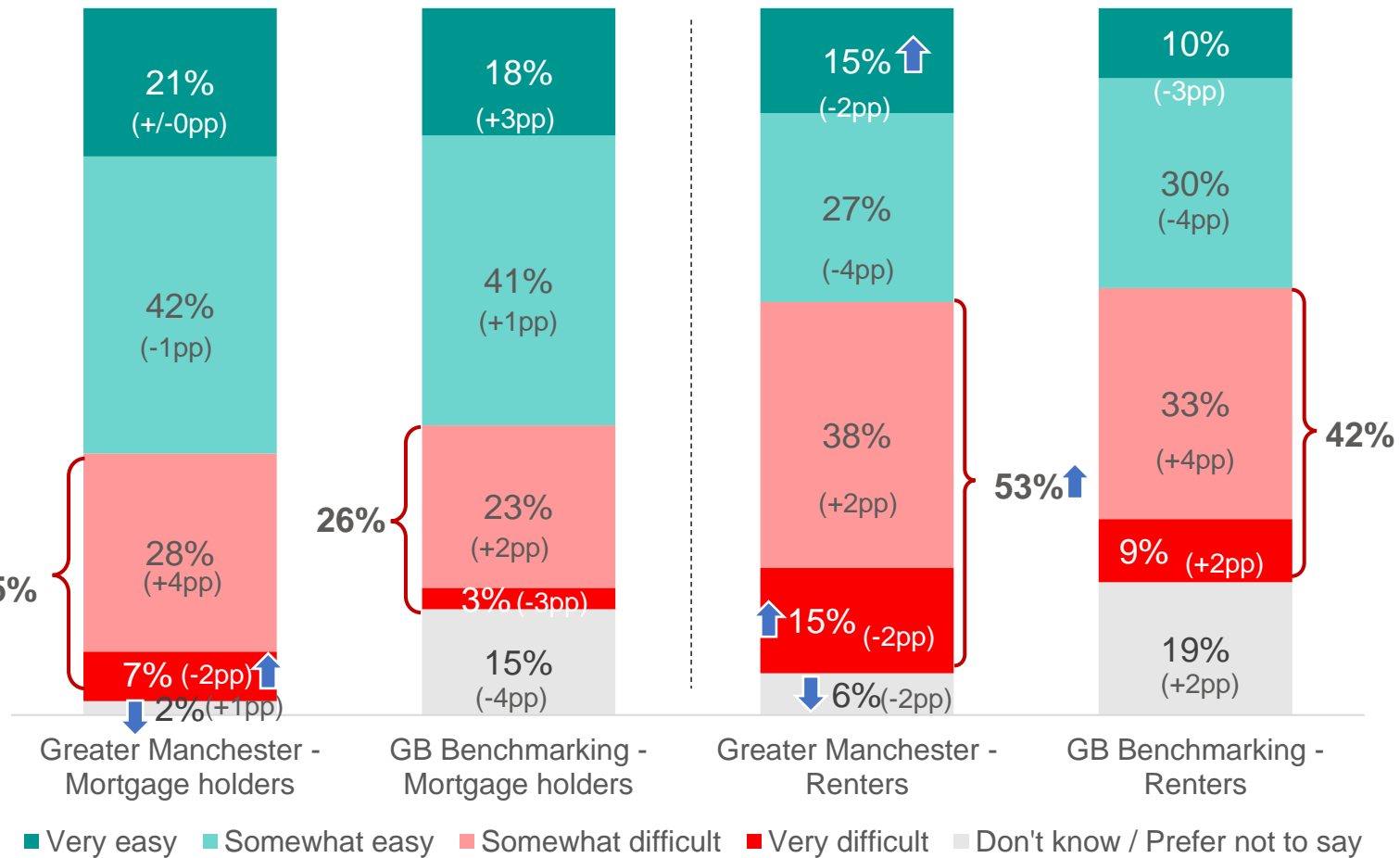
1 in 5 respondents reported **being on a pre-payment meter (PPM)** (20%). 3 in 4 (74%) report some difficulty associated with having a PPM. 2 in 5 of these (41%) say keeping topped up and connected is a daily concern and that there have been times when they could not afford to top up



↑ ↓ Significantly higher/lower than the previous survey

GM respondents are more likely than the GB average to find it **difficult to afford their rent (53% vs. 42%)** or **mortgage payments (35% vs. 26%)**

Ease of affording rent or mortgage payments

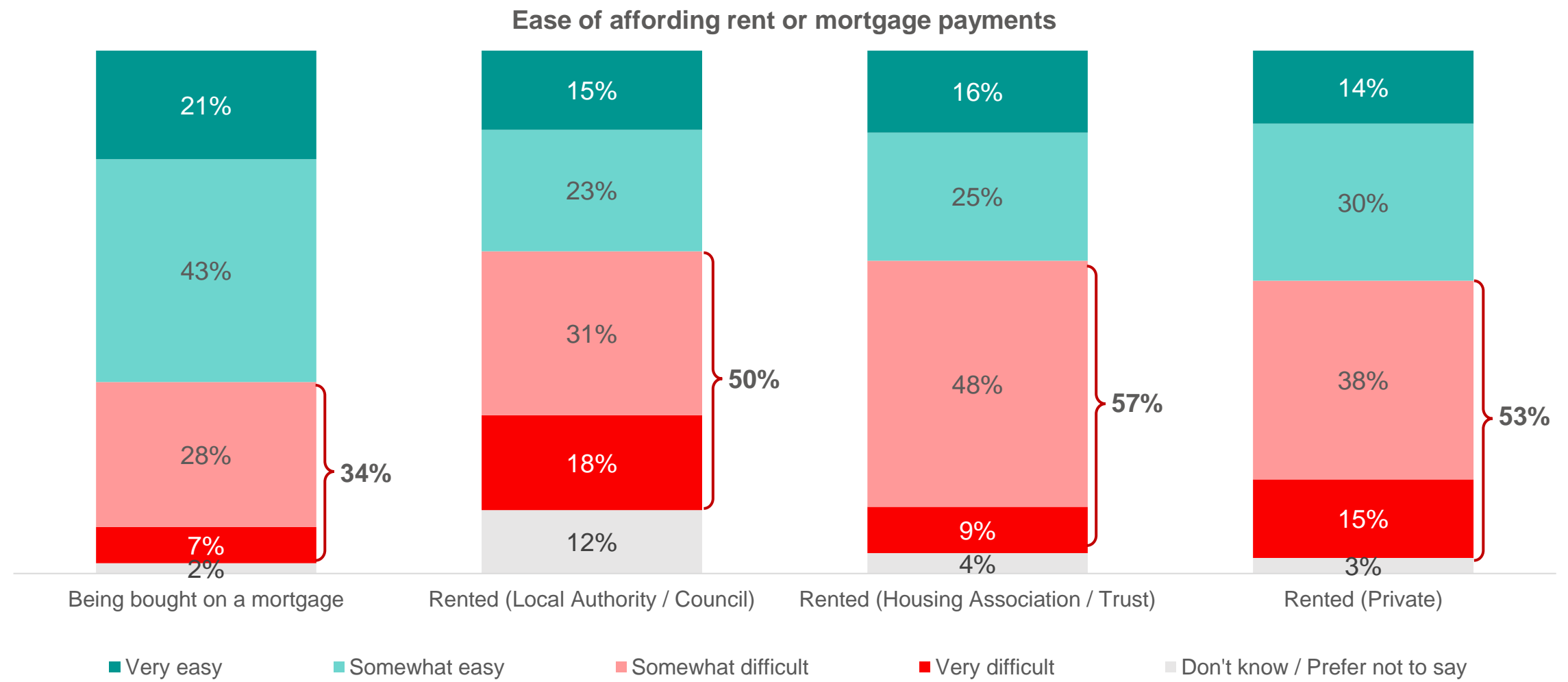


(Results may be being impacted by a large difference between the proportion of respondents answering "don't know")

Significantly higher/lower than the GB Benchmark Figures in brackets show change since Dec (S5)

% who are significantly more likely to find it difficult to afford mortgage payments compared to the S3-6 average (34%):	
Individual and/or family circumstance	
<ul style="list-style-type: none">Those who have cut the size or skipped a meal (65%)Those who have borrowed money or used more credit from a personal connection (59%); bank overdraft (57%)Those who find it difficult to afford their energy costs (59%)Those who have borrowed between £250 - £999 more in the last month compared to a year ago (54%)Those unable to save money in the next year (54%)Those who have sought help with the rising cost of living for the first time (51%)	
% who are significantly more likely to find it difficult to afford rent compared to the S3-6 average (52%):	
Individual and/or family circumstance	
<ul style="list-style-type: none">Those who find it difficult to afford their energy costs (75%)Those who have borrowed more or used more credit from a personal connection (72%)Those who are unable to save money over the next year (70%)Those who have the cut the size or skipped a meal (68%)Those dissatisfied with their local area (68%)Those who have borrowed between £250 - £999 more in the last month compared to a year ago (68%)	

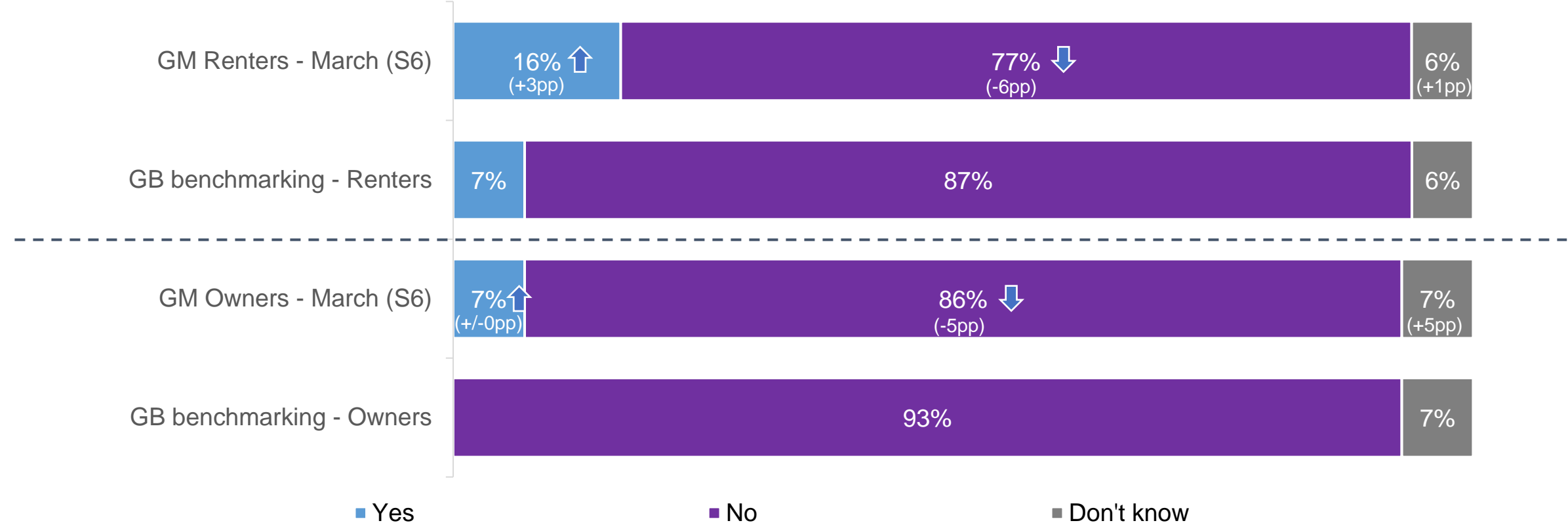
Renters are generally more likely to find it difficult to afford their rent, no matter the type of tenancy, than those with mortgage payments



(Results may be being impacted by a large difference between the proportion of respondents answering “don’t know”)

Significantly more GM renter and mortgage owner respondents say they're **behind on their rent and mortgage payments** than the ONS GB average (16% vs 7% renters; 7% vs. 0% home owners)

Are you behind on rent or mortgage payments?

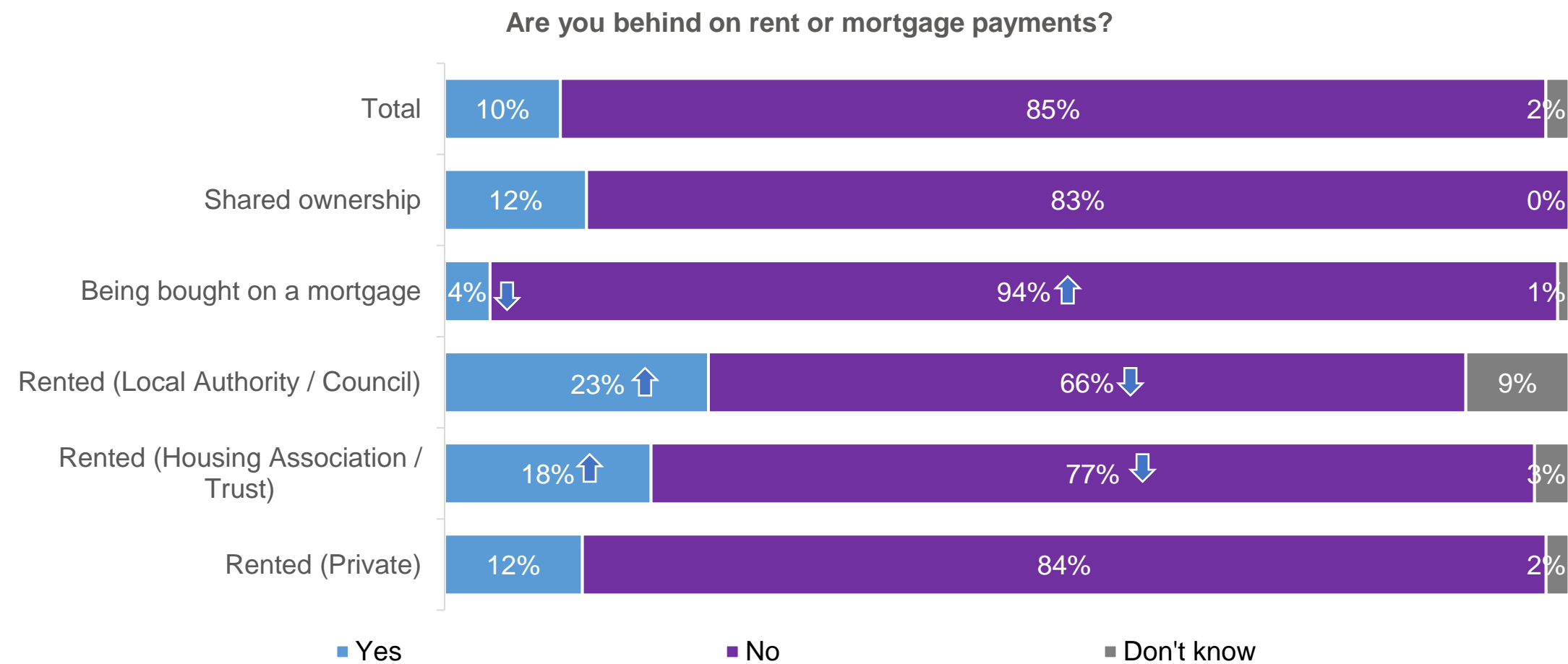


↑ ↓ Significantly higher/lower than the GB Benchmark

Figures in brackets show change since Dec (S5)

CL6A. Are you behind on your rent or mortgage payments?
Unweighted base: 487 (All who have a mortgage payment); 454 (All who pay rent). ONS data, based on national fieldwork 8 – 19 March 2023

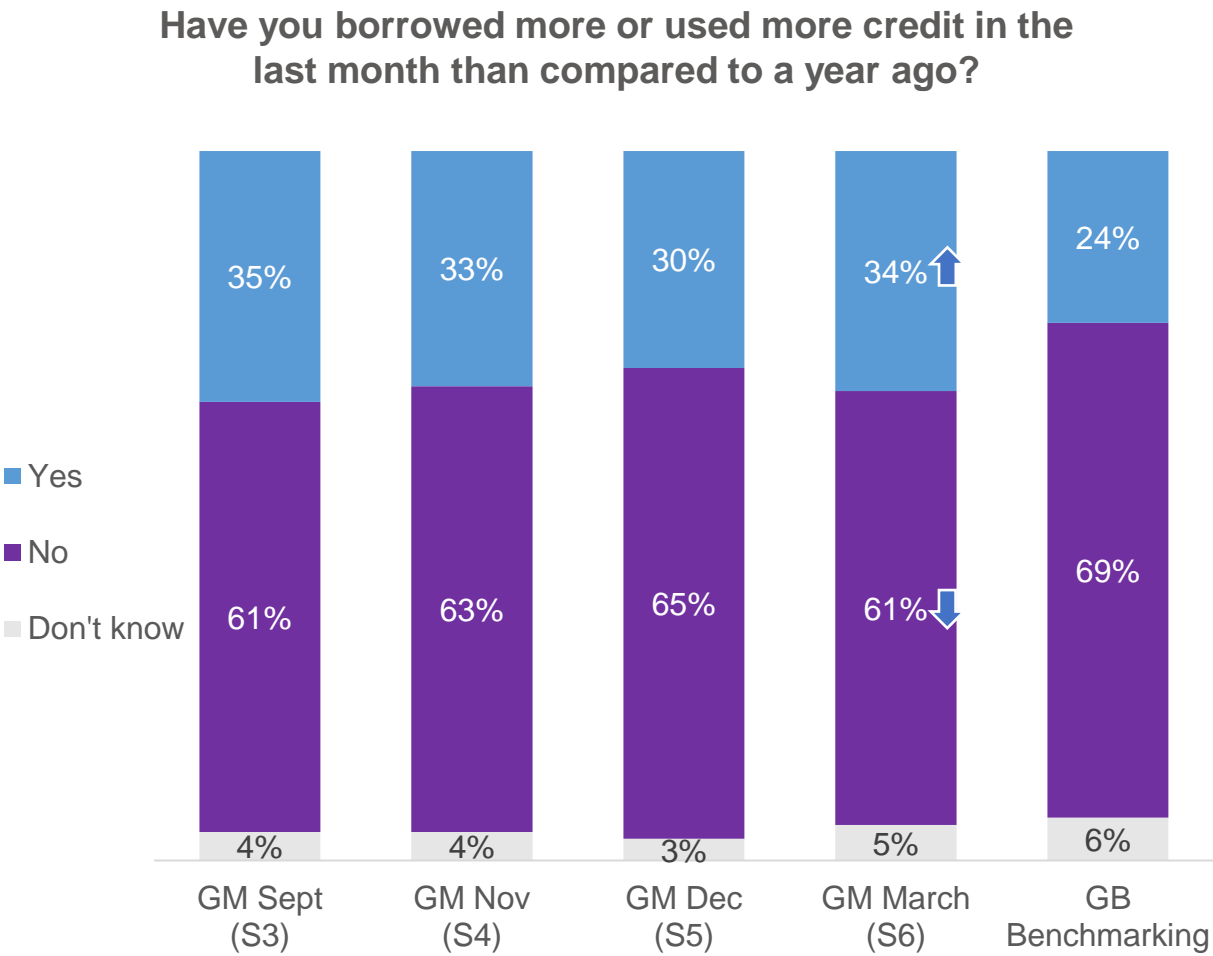
Those renting from their local authority or council (23%) and those renting from a housing association or trust (18%) are more likely to say they are behind on their rent than the Greater Manchester average (10%). Those with a mortgage (4%) are less likely to say they are behind with their mortgage payments



↑ ↓ Significantly higher/lower than the GB Benchmark

CL6A. Are you behind on your rent or mortgage payments?
Unweighted base: 941 (All who pay rent or mortgage payments); 20 (Shared ownership); 467 (Being bought on a mortgage); 134 (Rented (Local Authority / Council)); 116 (Rented (Housing Association/Trust)); 204 (Rented (Private))

Compared with the GB average, Greater Manchester respondents are more likely to have **borrowed more money in the past month compared to the same time last year** (34% vs. 24%). These include in particular parents of young children, people whose first language isn't English and those aged 16-24



Borrowed more or used more credit in the past month compared to a year ago*

Greater Manchester average: 33%

- Parents of children under 5 (53%)
- Those who self-report a disability (45%), including those with mental ill health (53%)
- Those whose first language is not English (52%)
- Those aged 16-24 (50%)

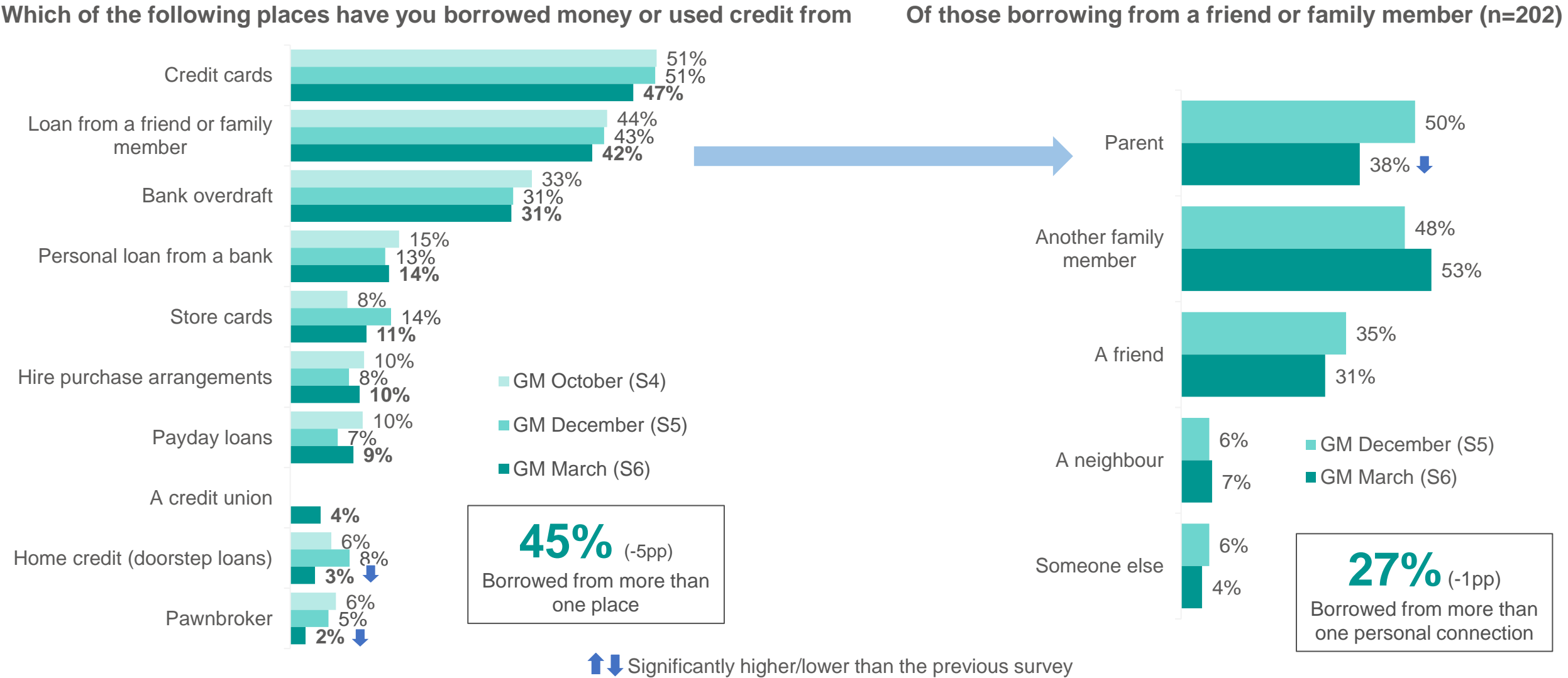
Individual and/or family circumstance:

- Those who have not eaten the whole day for lack of money (70%), or someone else has done so (60%)
- Those who have cut the size or skipped a meal (63%), or someone else has done so (56%)
- Those who find it difficult to afford their rent or mortgage (59%)
- Those seeking help with the rising cost of living for the first time (56%)
- Those with a prepayment meter in their home (52%)
- Those unable to save money in the next year (50%)
- Those who are renting (49%)

* Subgroup analysis uses merged data from S3-6

↑ ↓ Significantly higher/lower than the ONS Benchmark

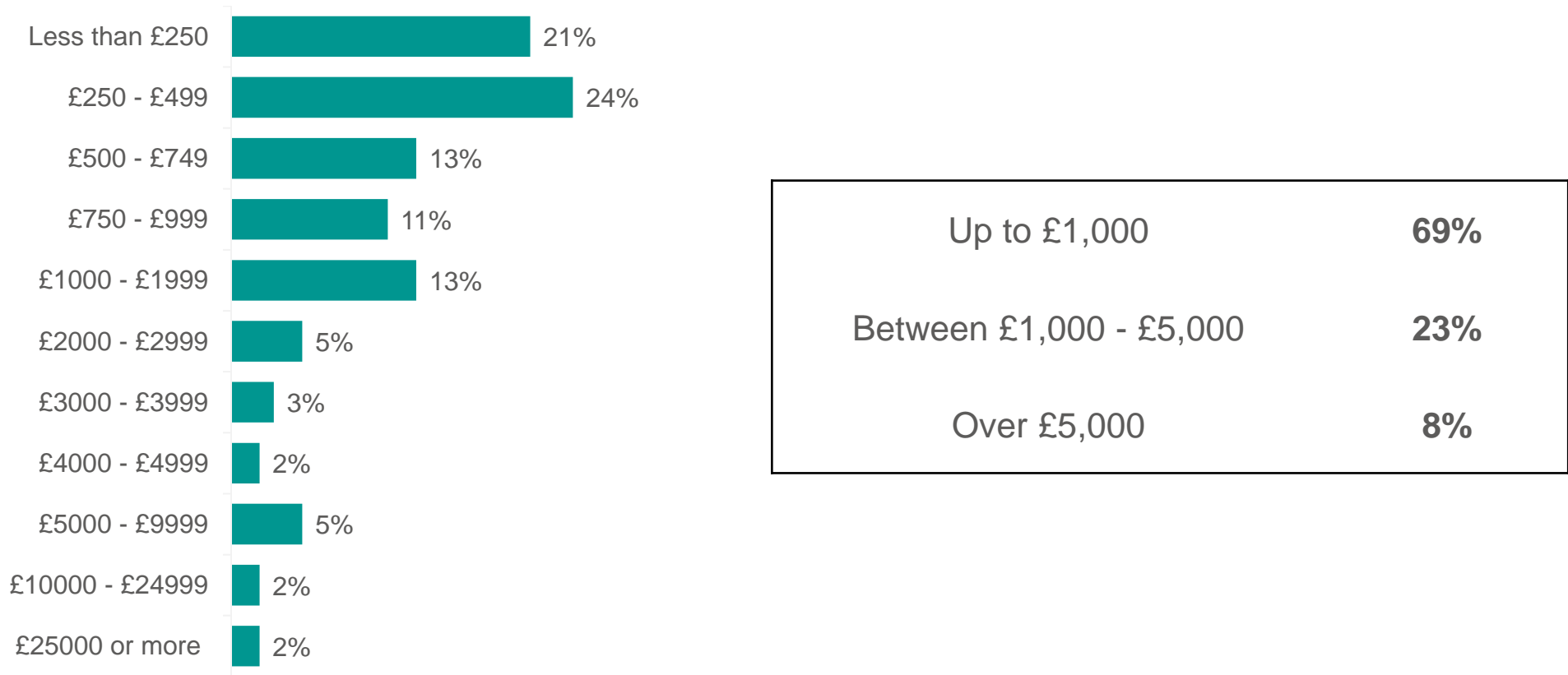
Of those who have borrowed more money compared to this time last year, almost half have used **credit cards** (47%) and done so from multiple places (45%). Of those who **borrowed from a friend or family member**, 1 in 4 (27%) have done so from more than one person



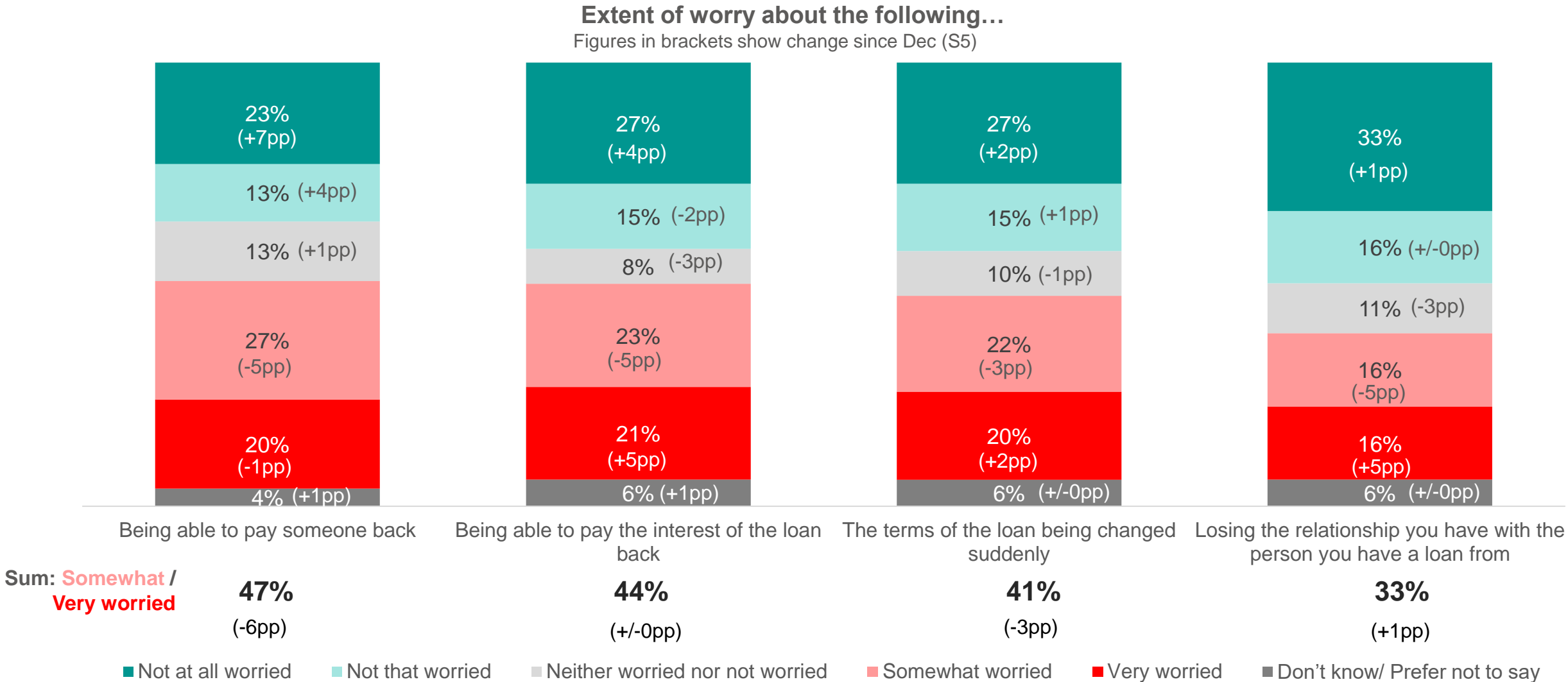
CL3A. You said you have had to borrow more money or use more credit than usual in the last month compared to a year ago. Please select which of the following places you have borrowed this money or used credit from. / CL3B. You said that you have had a loan from a friend or family member, more specifically was this... Unweighted base: Survey 4, 515; Survey 5, 407; Survey 6, 518 (All who have borrowed more money or used more credit) / Survey 5, 172; Survey 6, 202 (All who have borrowed money from a friend or family member)

Among respondents who have **borrowed money or used more credit** in the last month compared to a year ago, around 30% reported that they have borrowed at least £1,000 more

Additional amount borrowed or spent using credit in the last month, compared to a year ago



Almost half (47%) of respondents who have borrowed more money or used more credit are **worried about their ability to pay someone back**. Over 2 in 5 (44%) are worried about their ability to pay the loan's interest or the terms of the loan being changed suddenly

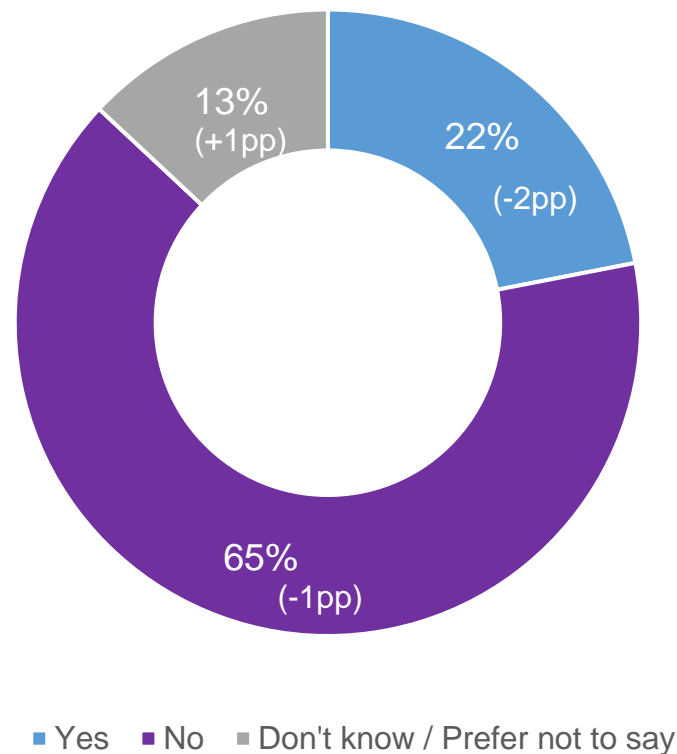


Those particularly worried about their ability to pay someone back include disabled respondents, renters and those whose cost of living has increased in the past month

Those more likely to be worried about their ability to pay someone back compared to the GM average (50%)	Those more likely to be worried about their ability to pay the interest on a loan to the GM average (44%)
<p>Demographics:</p> <ul style="list-style-type: none">• Disabled respondents (60%); including those with mental ill health (65%)• Females (54%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none">• Those who have borrowed using payday loans (70%), store cards (62%), loan from a personal connection (61%), bank overdraft (57%)• Those who have not eaten the whole day for lack of money (69%)• Those who find it difficult to afford their rent or mortgage (68%)• Those who have cut the size or skipped a meal (66%), or have had someone else in their household do so (62%)• Those not in work due to ill health or disability (63%)• Those dissatisfied with their local area (63%)• Those seeking help with the rising cost of living for the first time (60%)• Renters (59%)• Those who would not recommend their local area (59%)• Those who find it difficult to afford their energy costs (59%)• Those unable to save money in the next year (58%)• Those earning up to £15,599 a year (57%)• Those with a prepayment meter in their home (57%)• Those worried about the rising cost of living (57%)	<p>Demographics:</p> <ul style="list-style-type: none">• Parents (49%); including those with children aged 5-15-years-old (50%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none">• Those who have borrowed using payday loans (73%), store cards (61%), hire purchase agreements (58%), personal loan from a bank (55%), bank overdraft (53%)• Those dissatisfied with their local area (65%)• Those who have not eaten all day for lack of money (61%)• Those who find it difficult to afford rent or mortgage (58%)• Those who have cut the size or skipped a meal (58%)• Those working from home all the time (55%)• Those who would not recommend the local area (55%)• Those who have a prepayment meter in their home (54%)• Those who disagree that people in their local area look out for each other (52%)• Those who disagree there are cultural opportunities in their local area (52%)• Those who find it difficult to afford their energy costs (51%)• Those seeking help with the rising cost of living for the first time (51%)• Those who have borrowed less than £250 more in the last month compared to a year ago (51%)

1 in 5 (22%) Greater Manchester respondents say they are seeking financial information or support for the first time, with disabled residents and parents with young children amongst the groups over-represented.

Are you seeking information, advice or support for the first time to help with the rising cost of living?



Figures in brackets show change since Jan (S5)

Those seeking information or advice on the rising cost of living for the first time compared to the S5-S6 average (23%):

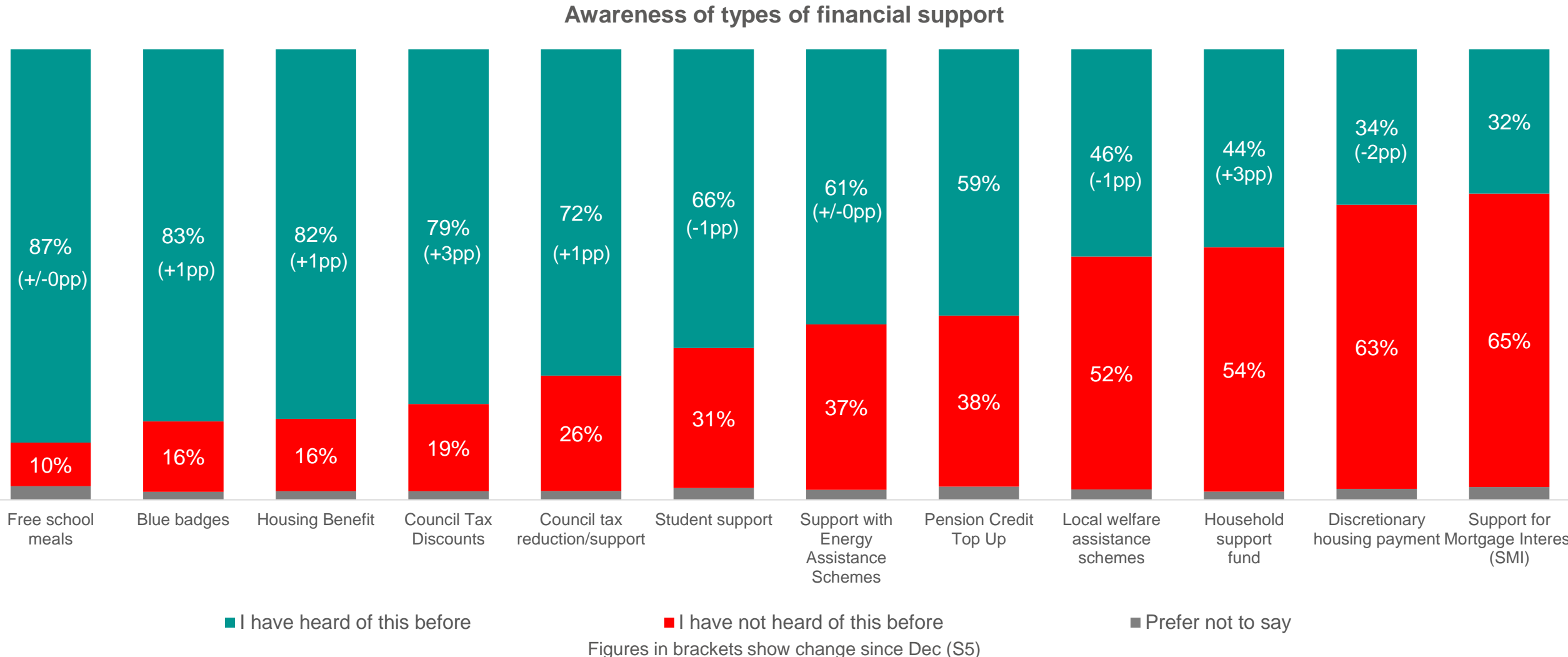
Demographics:

- Disabled respondents (35%); including those with a learning disability (47%), mental ill health (41%)
- Parents of children aged under 5 (37%)

Individual and/or family circumstance:

- Those who have borrowed using store cards (58%), payday loans (50%), hire purchase agreements (44%), loan from a personal connection (42%), personal loan from a bank (41%), bank overdraft (39%)
- Those who have not eaten all day for lack of money 951%), or have had someone else do so (52%)
- Those who have borrowed between £1000 - £5000 more in the last month compared to a year ago (44%)
- Those not in work due to ill health or disability (43%)
- Those with a prepayment meter in their home (43%)
- Those who have cut the size or skipped a meal (42%), or have had someone else do so (48%)
- Those not confident in using digital services (39%)
- Those earning up to £15,599 (37%)
- Those working from home all the time (37%)

When asked about various forms of **financial support available**, in many instances at least half of respondents said they were aware the support was available. However, this was not true for local welfare assistance schemes (46%), household support fund (44%), discretionary housing payment (34%) and Support for Mortgage Interest (32%)



The background features a dark grey field with several overlapping organic shapes in two shades of teal. On the left, a large, solid teal shape curves upwards. To its right, a lighter teal shape with a semi-circular top and a rectangular base overlaps the first. Further right, a smaller teal circle overlaps the light teal shape. On the far right, another solid teal shape overlaps the circle. A thin horizontal teal line is positioned near the bottom of the slide.

Detailed findings: Food security

The food security score

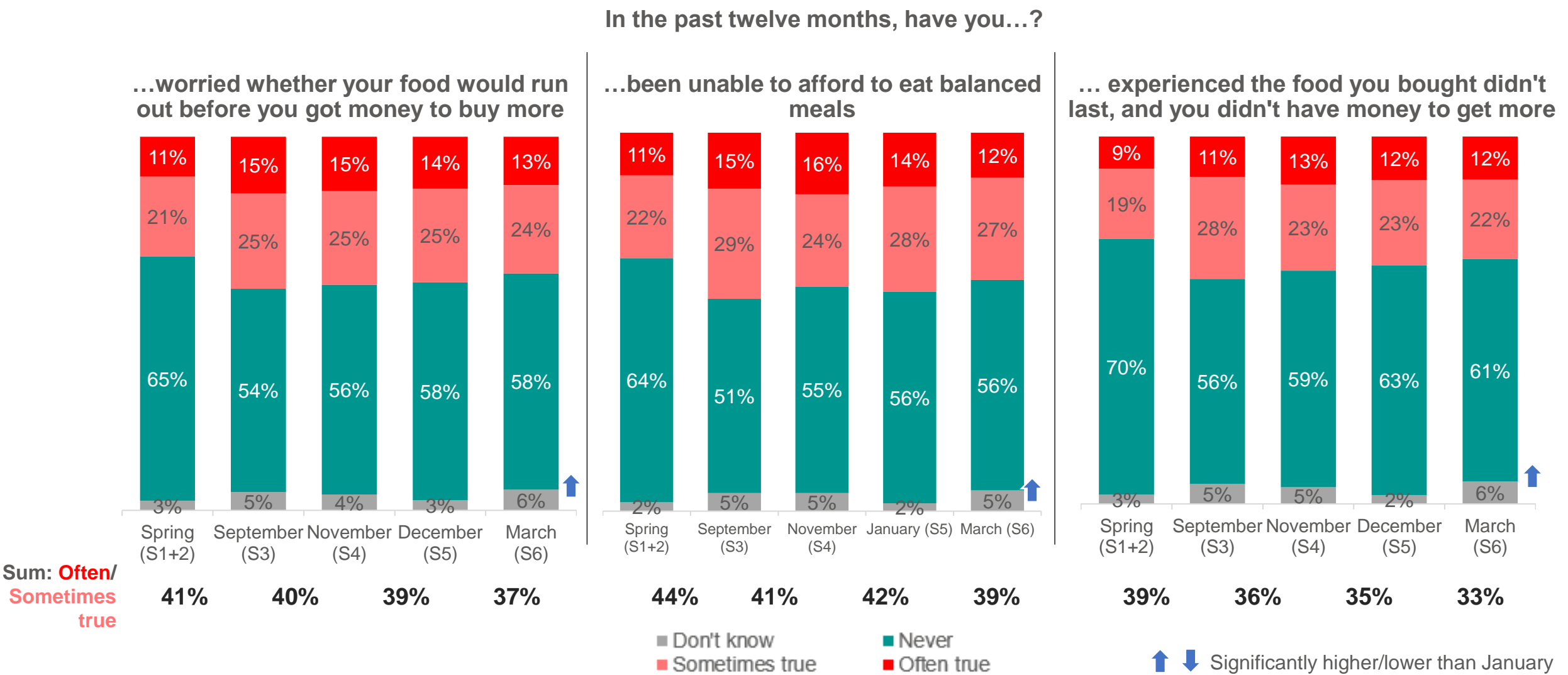
Approach

- This food security score is based on an adapted version of the score used by the USDA.
- As part of the residents' survey, respondents were asked questions relating to food security.
 - All respondents: Questions B2 (statements 1-3), B3 (all statements), AD1a, AD1b
 - Children in household only: Questions CH1, CH1a
- Slides relating to each question can be found throughout the following section of this report.
- For each question, if a positive response was given (e.g. "Yes, I have had to cut the size of my meals"), then the respondent was scored a point.
- Taking all above questions into consideration respondents' points were totalled, and their score assessed on a scale of food security. This scale differs for those with or without children in their household. A breakdown of the scale can be seen to the right.
- The graphs on the summary slides of the cost of living section show the overall level of food security as well as food security amongst those with and without children in their household.

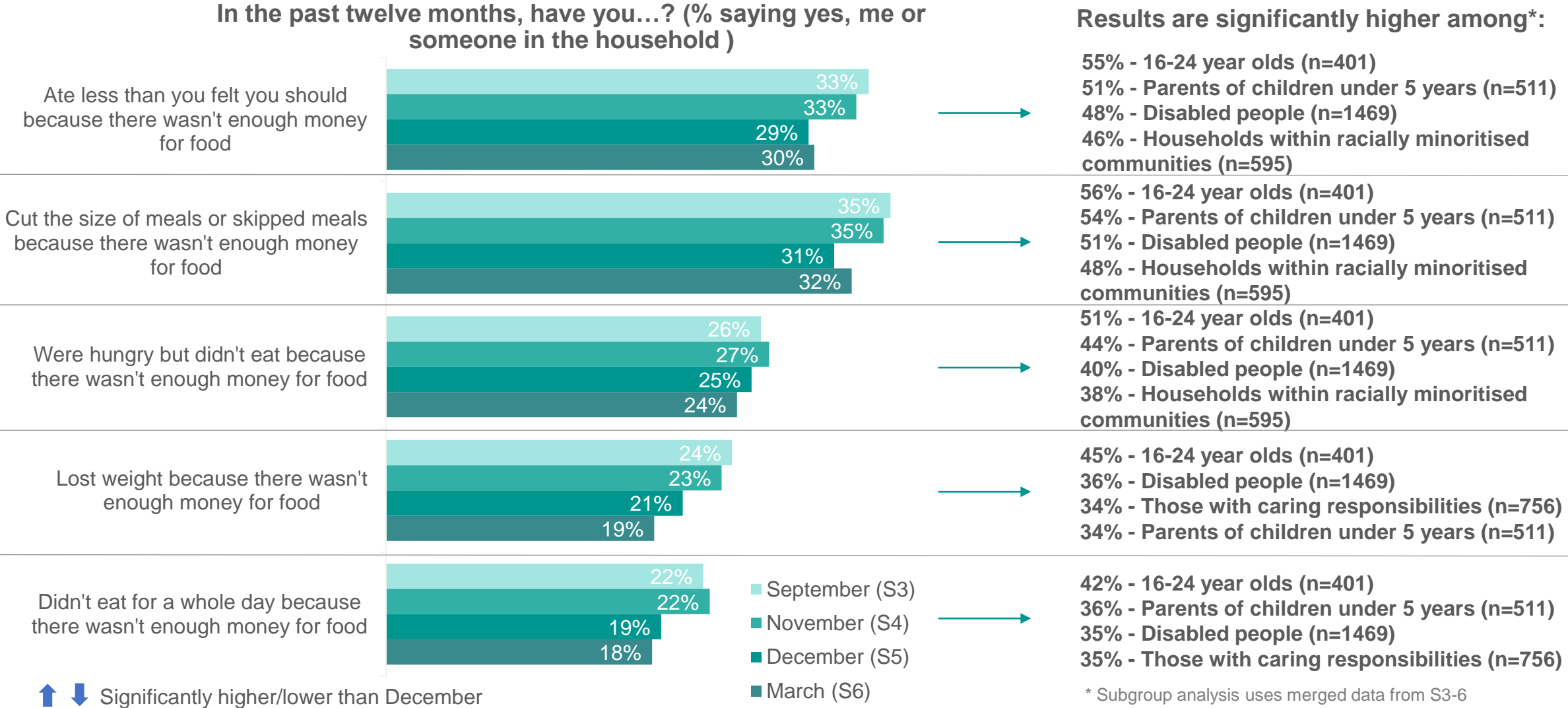
Food security score

Total points	Household with children	SUM: Food secure/ insecure	Total points	Household with children	SUM: Food secure/ insecure
0	High food security	Food secure	0	High food security	Food secure
1	Marginal food security		1	Marginal food security	
2			2		
3	Low food security	Food insecure	3	Low food security	Food insecure
4			4		
5			5		
6			Very low food security	6	
7				7	
8	8				
9	9				
10	10				
11	Max score = 10		11		
12			12		
13			13		
14			14		
15			15		
16			16		
17			17		
18			18		

The proportion of respondents who are **worried about their food running out** (39%) has not changed significantly since January (37%). The proportions who **couldn't afford balanced meals** and whose **food didn't last and couldn't afford more** often are also stable since the last survey.



The proportion of households having their eating habits impacted in any way due to lack of money has remained stable since January, but with those cutting the size or skipping their meals and those eating less than they should rising slightly



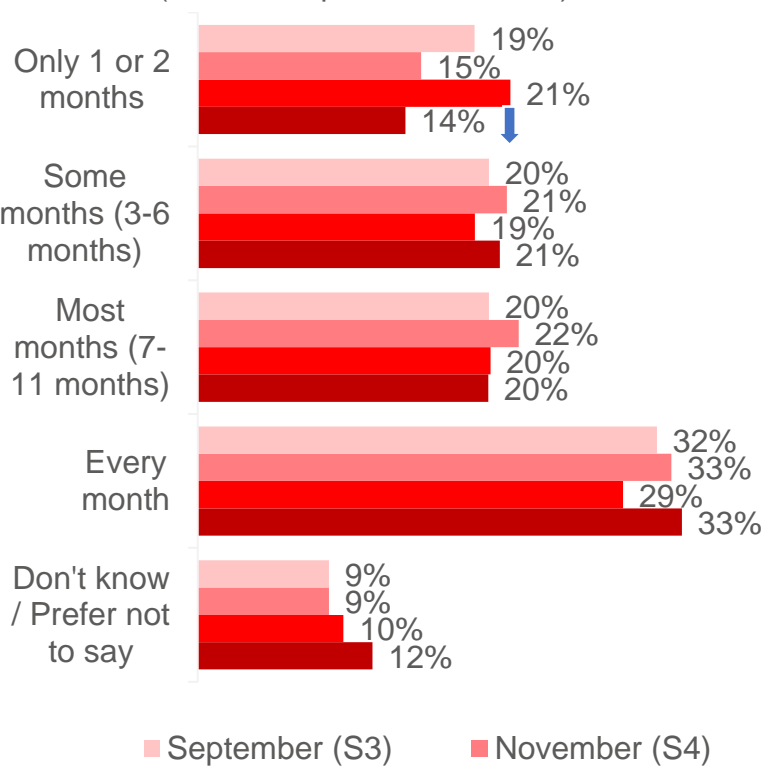
B3. In the past 12 months have any of the following happened to you or someone else in your household? Unweighted base: Survey 1+2, 2340; Survey 3, 1442; Survey 4, 1366; Survey 5, 1220; Survey 6, 1517 (Online respondents)

Those with caring responsibilities denotes adults who care for an adult family member or friend

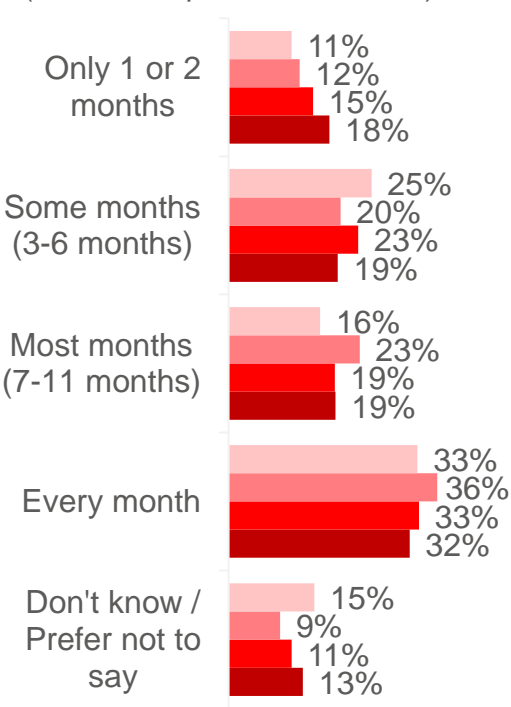
A third of respondents who are **not eating for a whole day** (33%) continue to have to do this every month. Almost 1 in 3 (32%) respondents who are **cutting the size of meals** also continue to have to do this every month

Of those who have cut the size of meals, or not eaten for a whole day, how often in the last twelve months, have you...?

... cut the size of your meals or skip meals because there wasn't enough money for food?
(27% of respondents, n=413)



... not eaten for a whole day because there wasn't enough money for food?
(15% of respondents, n=221)



% not eating for a whole day for lack of money for food every month is significantly higher compared to S3-S6 average (32%) among...*

Demographics:

- Disabled respondents (40%), including those who self-report learning disabilities (45%), and mobility disabilities (45%)
- 45-54-year-olds (46%)

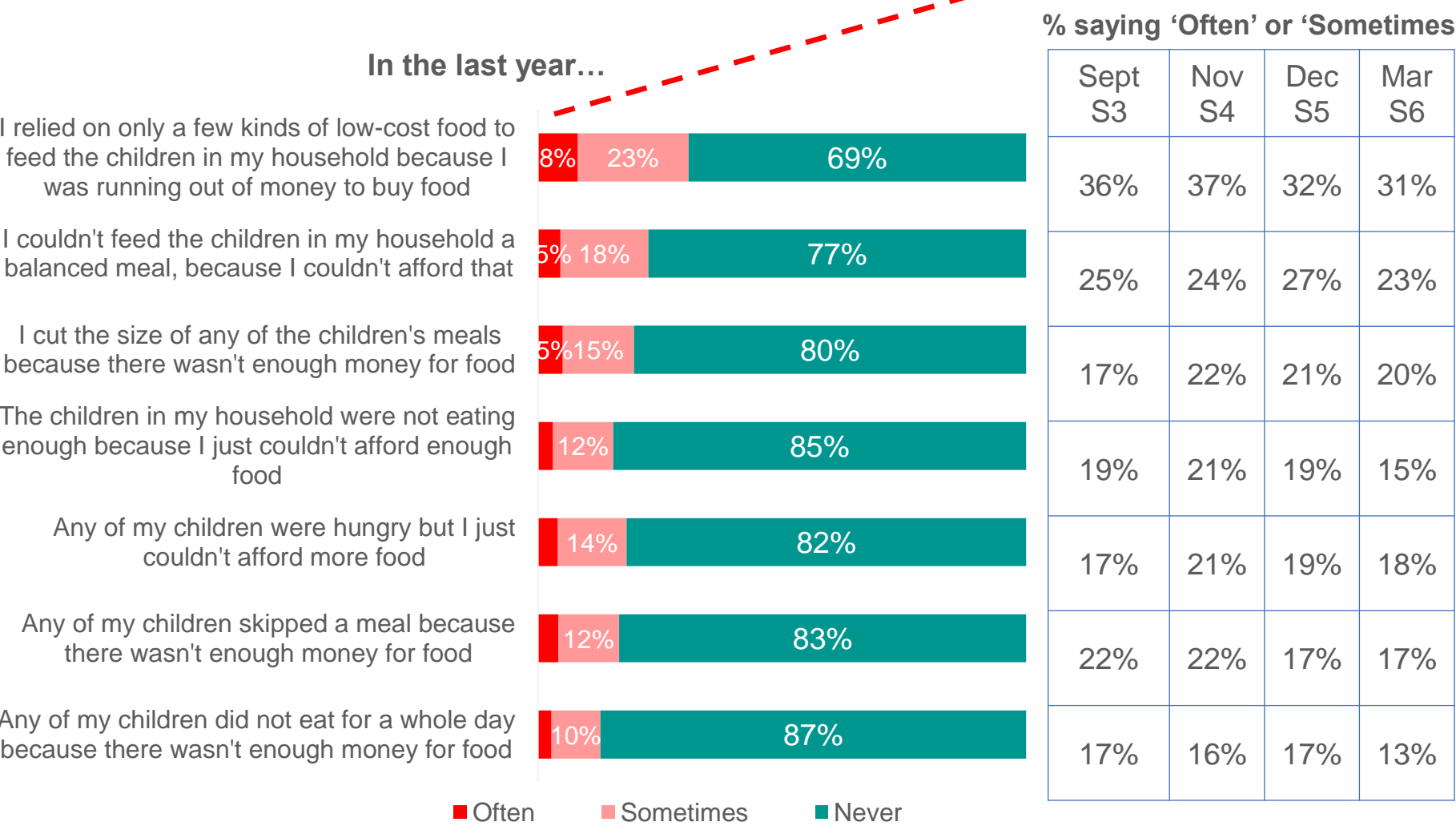
Individual and/or family circumstance:

- Those not in work due to ill health or disability (57%)
- Those who have borrowed more using hire purchase agreements (56%), home credit (50%), payday loans (48%), store cards (45%)
- Those who have not eaten all day for lack of money (47%)
- Those who have borrowed between £1000-£5000 more in the last month compared to a year ago (45%)

* Subgroup analysis uses merged data from S3-6

Significantly higher/lower than the GM Residents' survey 5

Food insecurity continues to **impact families** – with no significant movement on any impacts since January. Those with previous caring responsibilities are more likely to rely on low-cost food to feed children in their households



% saying 'Often' or 'Sometimes'

	Sept S3	Nov S4	Dec S5	Mar S6
I relied on only a few kinds of low-cost food to feed the children in my household because I was running out of money to buy food	36%	37%	32%	31%
I couldn't feed the children in my household a balanced meal, because I couldn't afford that	25%	24%	27%	23%
I cut the size of any of the children's meals because there wasn't enough money for food	17%	22%	21%	20%
The children in my household were not eating enough because I just couldn't afford enough food	19%	21%	19%	15%
Any of my children were hungry but I just couldn't afford more food	17%	21%	19%	18%
Any of my children skipped a meal because there wasn't enough money for food	22%	22%	17%	17%
Any of my children did not eat for a whole day because there wasn't enough money for food	17%	16%	17%	13%

Parts of the population significantly more likely to often rely on low-cost food to feed children compared to Autumn average (9%) include*:

Demographics:

- Those who previously had caring responsibilities (19%)

Individual / family circumstance:

- Those who have borrowed more using a payday loan (28%), hire purchase agreements (25%), loan from a personal connection (21%), store cards (20%), personal loan from a bank (19%)
- Those who have not eaten the whole day for lack of money (26%), or have had someone else do so (29%)
- Those working from home all of the time (18%)
- Those renting from the local authority or council (18%)
- Those seeking help with the rising cost of living for the first time (18%)
- Those with a prepayment meter (17%)

↑ ↓ Significantly higher/lower than the Greater Manchester Residents' January (S5)

* Subgroup analysis uses merged data from S3-6

Personal Wellbeing

Overview

[page 53](#)

Key findings

[page 54](#)

Detailed findings

[page 55](#)



The background features a dark grey field with several overlapping organic shapes in two shades of teal. On the left, a large teal shape curves around the text. To its right, a light teal shape overlaps with a darker teal shape, which in turn overlaps with another teal shape on the far right. A thin horizontal teal line is positioned near the bottom of the slide.

Overview: Personal wellbeing

Wellbeing – context

This wave of the Greater Manchester Residents' Survey includes, for the first time, all four measures of personal wellbeing commonly asked in national surveys. Due to survey time constraints, previous waves have asked about two of these measures – life satisfaction and levels of anxiety. Changes across the survey have allowed us to make capacity for exploring wellbeing in broader terms.

We will repeat the full four questions in the next survey (fieldwork in May 2023 tbc). We are also exploring adding a small number of further questions relating to broader health and wellbeing considerations.

The metrics used in this survey are replicated from the ONS' Annual Population Survey (APS). These are nationally recognised metrics of wellbeing, used in their current form since 2011. Because this is the first time we have asked all four questions, findings around happiness and feelings that things in life are worthwhile remain exploratory / indicative. More robust conclusions – as we are already able to make around life satisfaction and anxiety – will become available as we repeat these additional questions over subsequent surveys.

Benchmarks to set the Greater Manchester figures in a wider Great Britain or United Kingdom context are difficult in this thematic area, but some details are included on latest UK-level published findings from the Annual Population Survey (July – Sep 2022). A more detailed discussion of the complexities of these comparisons is included on [here](#). The main challenge with drawing clear conclusions from the benchmarking is that the national wellbeing data is drawn from surveys conducted face-to-face, which tend to produce somewhat different results to surveys conducted online or over the telephone.

Wellbeing – key findings

LIFE SATISFACTION

- Just over 3 in 5 (63%) Greater Manchester respondents say they have 'high' or 'very high' life satisfaction.
- 16% of respondents say they have low life satisfaction.
- These findings have shown little change over the past year.

ANXIETY


- 2 in 5 (41%) respondents said they were highly anxious, when asked how anxious they felt yesterday.
- A quarter (24%) of respondents said they did not feel anxious at all.
- As with life satisfaction, these findings have shown little change over the past year.

FEELINGS THAT LIFE IS WORTHWHILE (new question in this survey)

- Around two thirds (65%) of respondents say they feel that the things they do in their life are worthwhile.
- Conversely, 13% say that they do not feel the things they do in their life are worthwhile.

HAPPINESS (new question in this survey)

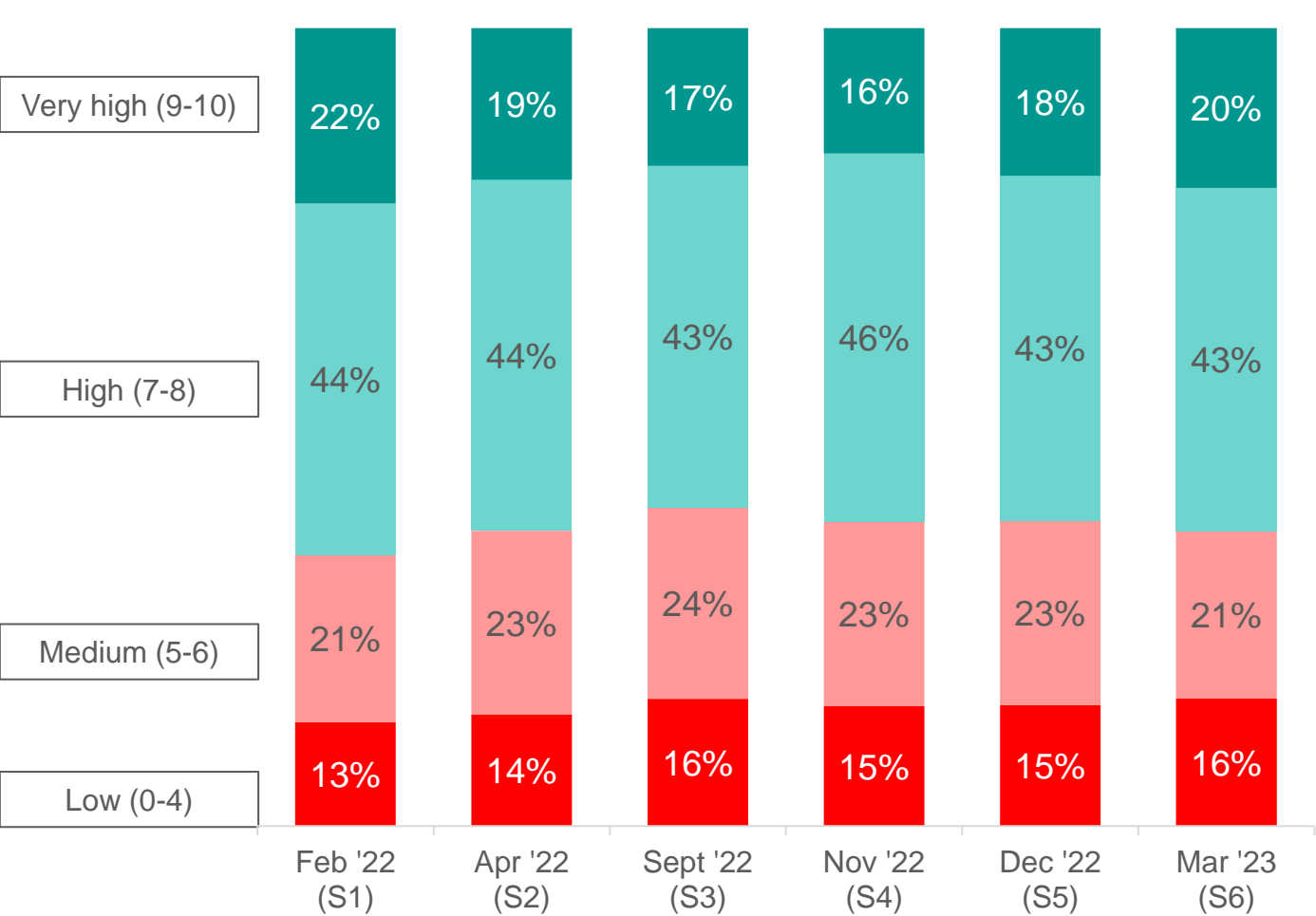
- 3 in 5 (62%) respondents said that they felt happy, when asked how happy they felt yesterday.
 - 17% said they felt unhappy.
-

The background features a dark grey base with several overlapping organic shapes in two shades of teal. A large teal shape is on the left, partially overlapping a light teal shape in the center. Another teal shape is on the right, overlapping the light teal one. A horizontal teal line is positioned near the bottom of the slide.

Detailed findings: Personal wellbeing

The proportion of respondents who say they have very high **life satisfaction** has increased slightly since November (20% vs. 16%) but remains statistically similar to 12 months ago. Those with lower life satisfaction continue to include disabled respondents and those in financially precarious situations.

How satisfied are you with your life nowadays?



% with 'low' life satisfaction higher compared to S3-6 average (16%)*:

Demographics:

- Disabled respondents (30%); including those who self-report mental ill health (42%), learning disability (30%), mobility disability (29%)

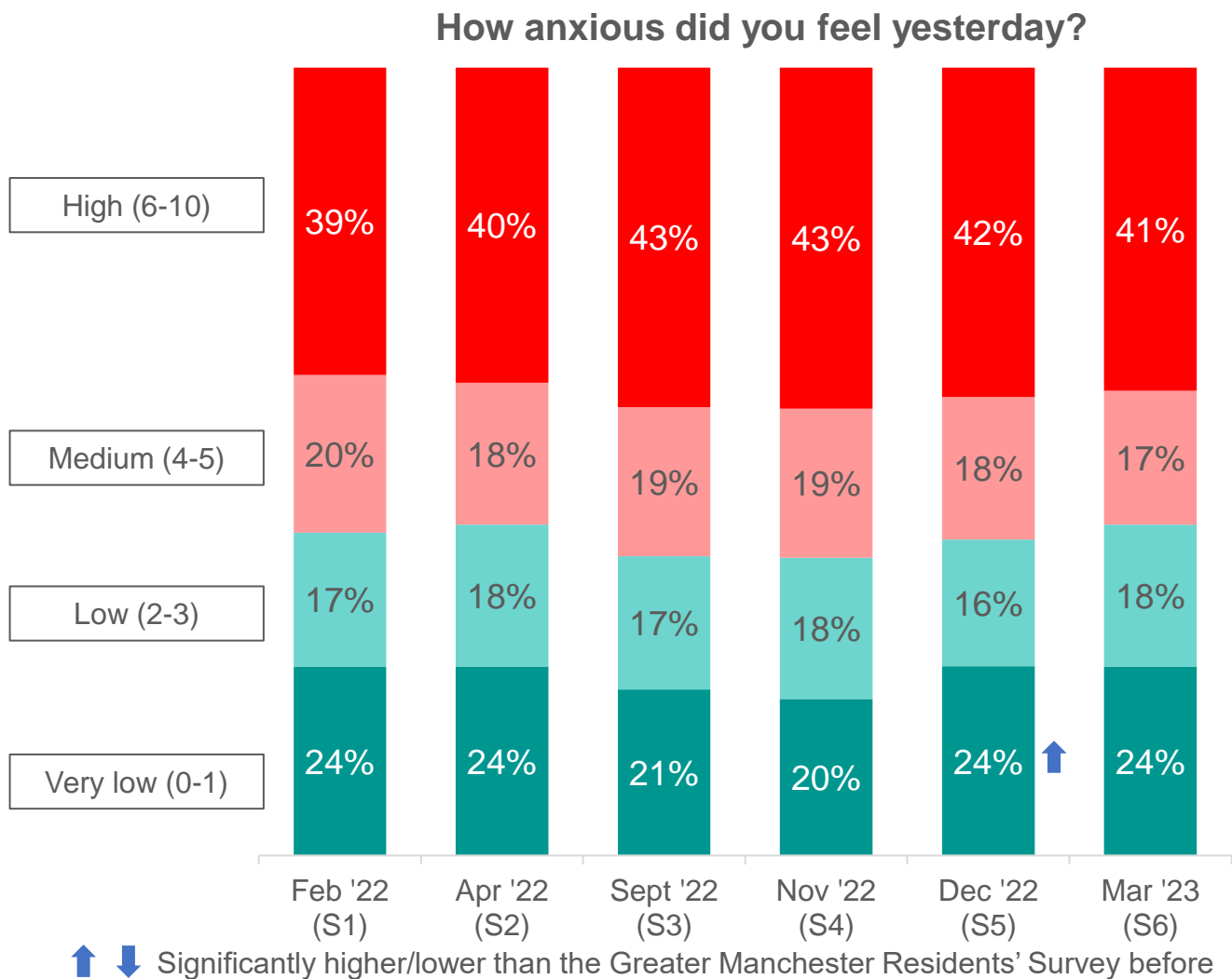
Individual and/or family circumstance:

- Those not in work due to ill health or disability (47%)
- Those who have borrowed using pawnbroker (41%), loan from a personal connection (31%), payday loans (30%), bank overdraft (28%), hire purchase agreements (27%)
- Those who have not eaten the whole day for lack of money (34%)
- Those who have been out of work for more than 6 months (33%)
- Those who are dissatisfied with the local area (32%)
- Those who would not recommend their local area (31%)
- Those who have cut the size or skipped a meal (31%)
- Those who find it difficult to afford their rent or mortgage (27%)

* Subgroup analysis uses merged data from S3-6

↑ ↓ Significantly higher/lower than the Greater Manchester Residents' Survey before

Over two fifths (41%) of respondents report feeling a high level of anxiety. This has stayed relatively consistent since tracking began in February 2022.



% who felt 'highly anxious' higher compared to Autumn GM average (41% among)*:

Demographics:

- Disabled respondents (58%), including those who self-report mental ill health (74%), learning disability (62%), sensory disability (58%), other disability (55%)
- Those who identify as transgender (66%)
- Parents of children under 5 (56%)
- Those with caring responsibilities (55%)

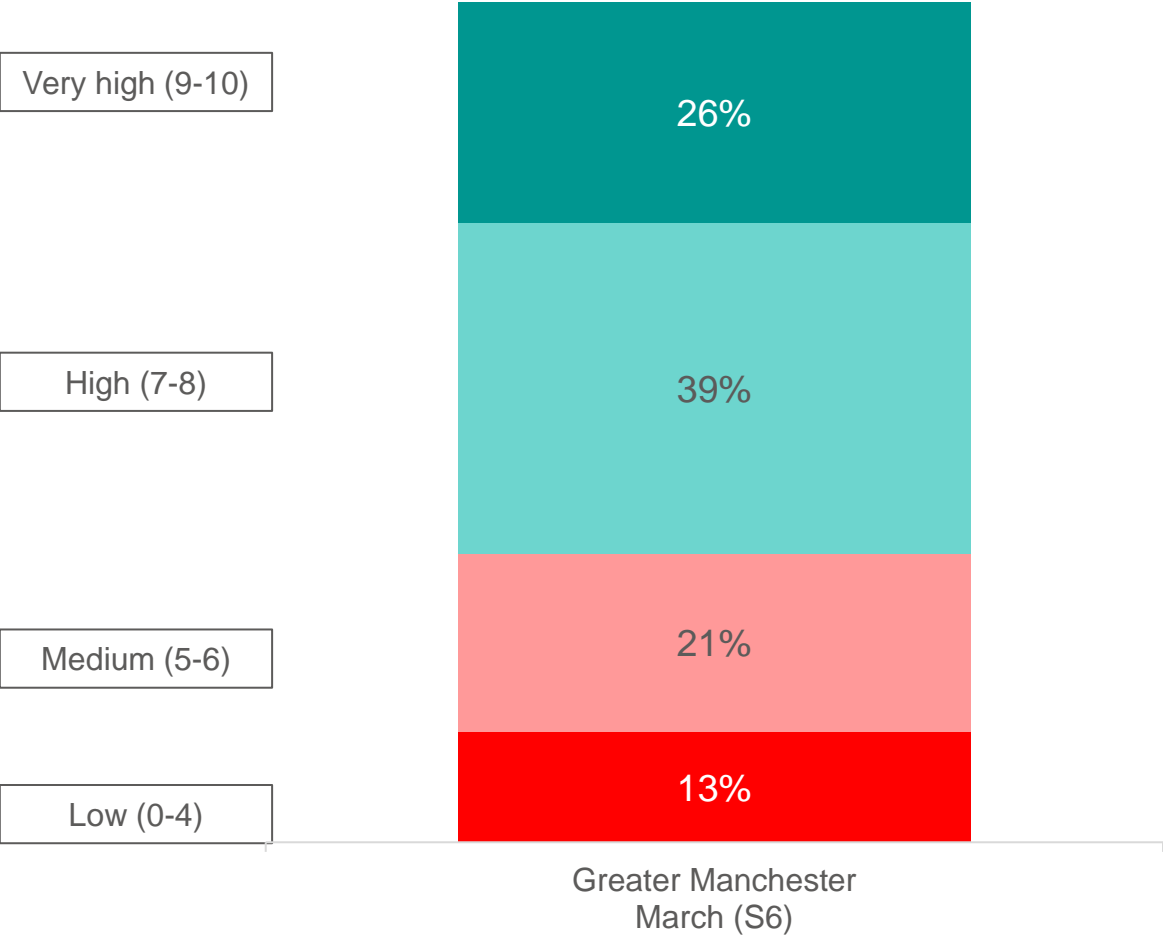
Individual and/or family circumstance:

- Those who borrow more using home credit (76%), pawnbroker (71%), payday loans (66%), hire purchase agreements (63%), personal loan from a bank (62%), store cards (60%), loan from a personal connection (57%)
- Those who have not eaten all day for lack of money (68%), or have someone else in their house (66%)
- Those who have the size or skipped a meal (63%), or have had someone else in their household do so (66%)
- Those not in work due to ill health or disability (63%)
- Those out of work for 6 months or less (63%)
- Those who have borrowed between £1000-£5000 more in the last month compared to a year ago (60%)

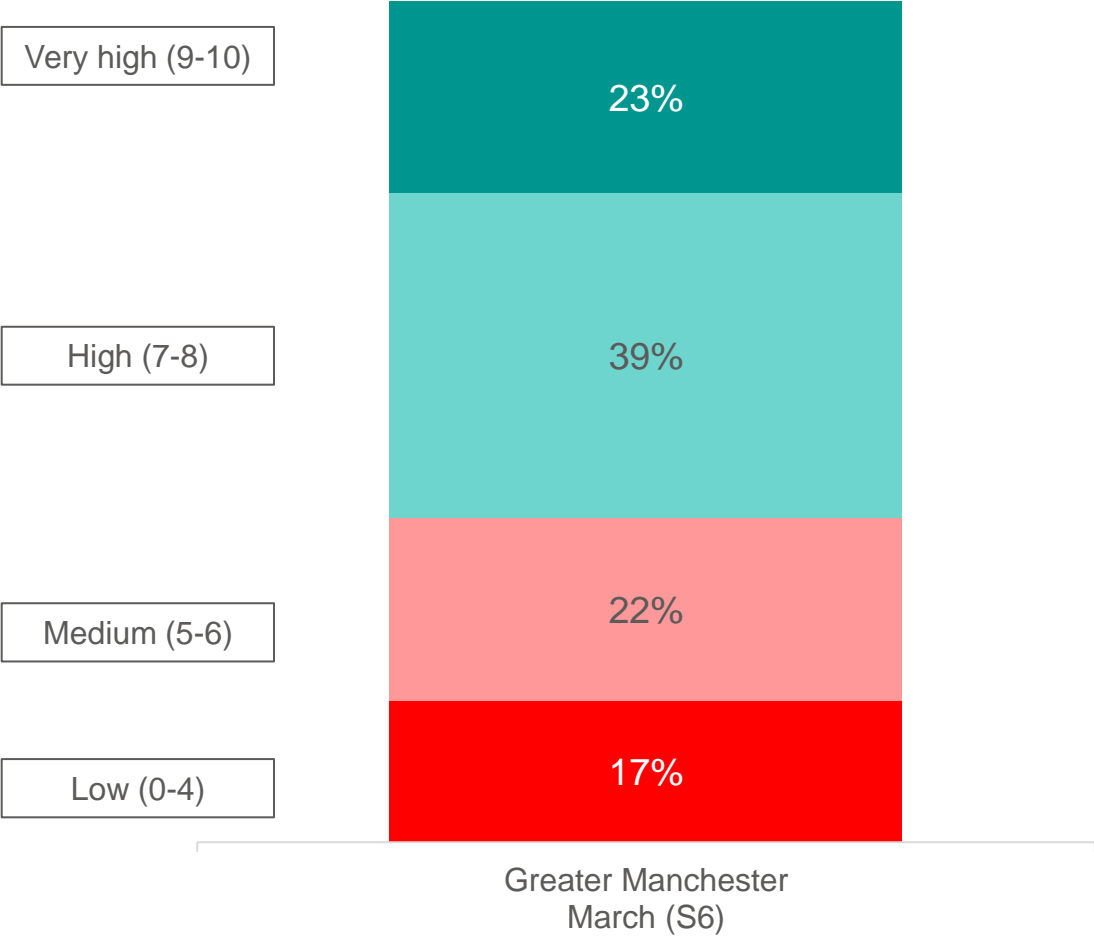
* Subgroup analysis uses merged data from S3-6

Over a quarter (26%) of respondents strongly feel that the things they do in their life are worthwhile; slightly fewer (23%) are very happy with their lives.

To what extent are the things you do in your life worthwhile?



How happy did you feel yesterday?



Q10. Overall, to what extent do you feel that the things you do in your life are worthwhile, on a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”? / Q11. Overall, how happy did you feel yesterday, on a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”? Thresholds are applied to responses to convert the 11-point scale into the categories shown. Unweighted base: Greater Manchester Residents Survey 6, 1767

Wellbeing– Greater Manchester comparisons with ONS data

The metrics used in this survey are replicated from the ONS' the Annual Population Survey (APS). These are nationally recognised metrics of wellbeing, used in their current form since 2011. While these provide an ideal template for the GMCA to base their own wellbeing metrics on, the differences in approach between the APS and this residents' survey make comparisons between the two something that should be approached with extreme caution.

The APS is conducted using a combination of face-to-face and telephone interviewing, while the Residents' Survey is conducted using a primarily online methodology with a small portion of telephone interviews. Sensitive questions such as these are shown to elicit significantly different responses between modes – with the presence of an interviewer in person or on the phone increasing the proportion providing a positive response. This can be demonstrated by comparing responses between telephone and online responses within survey 6 of this Residents' Survey:

Metric (scale answers included out of 10)	Online	Telephone
% who are satisfied (9-10/10)	20%	19%
% who are happy (7-10/10)	59%	74%
% who are not anxious(0-1/10)	21%	38%
% who do things that make their life worthwhile (7-10/10)	63%	77%

Given this, the comparisons provided below cannot be said to show that those in Greater Manchester are less likely to be satisfied, happy, not anxious, or see their life as worthwhile:

Metric (scale answers included out of 10)	GM Residents' Survey (March '23)	ONS UK quarterly estimates (July-Sept '22)*
% who are satisfied (9-10/10)	20%	24%
% who are happy (7-10/10)	62%	75%
% who are not anxious(0-1/10)	24%	35%
% who do things that make their life worthwhile (7-10/10)	65%	83%

*Comparison with the ONS' most recently non-seasonally adjusted [quarterly estimates of personal well-being in the UK: April 2011 to September 2022](#), (July 2022 – September 2022, published 10 February 2023). These personal well-being estimates are produced using the Annual Population Survey (APS), a household survey of people in the UK. It covers those resident at private addresses, and well-being questions are only asked of persons aged 16 years and over who gave a personal interview.

Your local area

Overview

[page 61](#)

Key findings

[page 63](#)

Summary

[page 64](#)

Detailed findings

[page 69](#)



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Overview: Your local area

Your local area – context

The March 2023 Residents' Survey includes, for the first time, a number of questions designed to explore residents' experiences of their local area, along with their sense of community, local pride and belonging.

The questions have been included to explore how this kind of data may be able to inform local monitoring and evaluation of pride in place and life chances interventions (including through the UK Shared Prosperity Fund to invest and empower local communities), as one part of a wider approach.

Because these questions are being asked here for the first time, tracked data is not yet available. Results should be considered exploratory. We aim to grow the base of evidence over subsequent surveys. Initially, the results will highlight potential trends and indicators which individual localities can explore in greater detail. Over time, we will be able to provide greater depth on which groups are likely to be more affected by the issues explored, highlighting those where more investigation would prove useful.

Benchmarks, where included, reflect October 2021-September 2022 England figures from the DCMS' Community Life Survey*. The DCMS survey is conducted through self-completion, either online or on a paper questionnaire. This is comparable with the Residents' Survey, which is either self-conducted online or through a telephone interview.

* Comparisons are from the October 2021-September 2022 England figures from the DCMS Community Life Survey 2021/22, full results online [here](#). Wider details on the DCMS survey methodology are available [here](#).

Your Local Area – key findings

OVERALL SATISFACTION WITH LOCAL AREA

- 7 in 10 (72%) Greater Manchester respondents say they are satisfied with their local area as a place to live, including a quarter (25%) saying they are very satisfied.
- These are similar to national figures from the DCMS Community Life Survey* report (76% satisfied, including 30% very satisfied).

RECOMMENDING THE AREA

- Over three quarters (77%) of respondents agree that they would recommend their local area as a place to live - but 1 in 5 (21%) say that they would not.

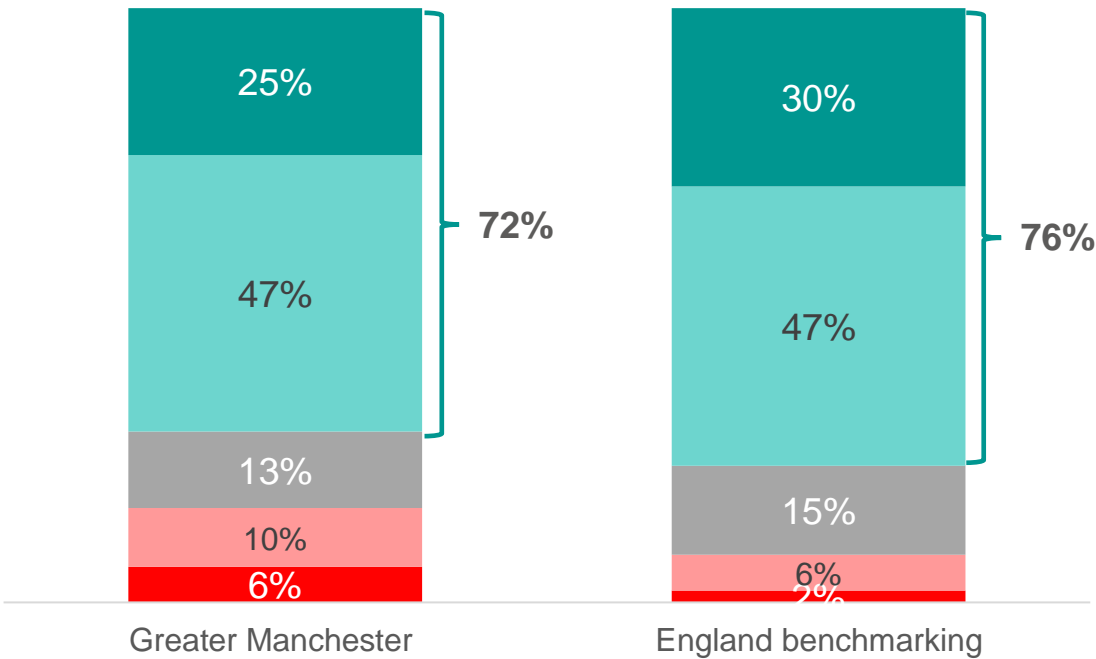
NEIGHBOURHOOD AND COMMUNITY

- Three quarters of respondents agree that their local area is a place where people from different backgrounds get on well together (75%) and seven in ten agree their local area is a place where people look out for each other (71%).
- 2 in 3 respondents agree that they are proud of their local area (68%) and feel a strong sense of belonging in their local area (67%).
- Over half agree that their local area is well maintained (57%) and that people pull together to improve it (58%).
- However, only around 1 in 3 (36%) respondents agree that they have a say about what happens in their local area.

* Comparisons are from the October 2021-September 2022 England figures from the DCMS Community Life Survey 2021/22

Summary: Satisfaction with local area

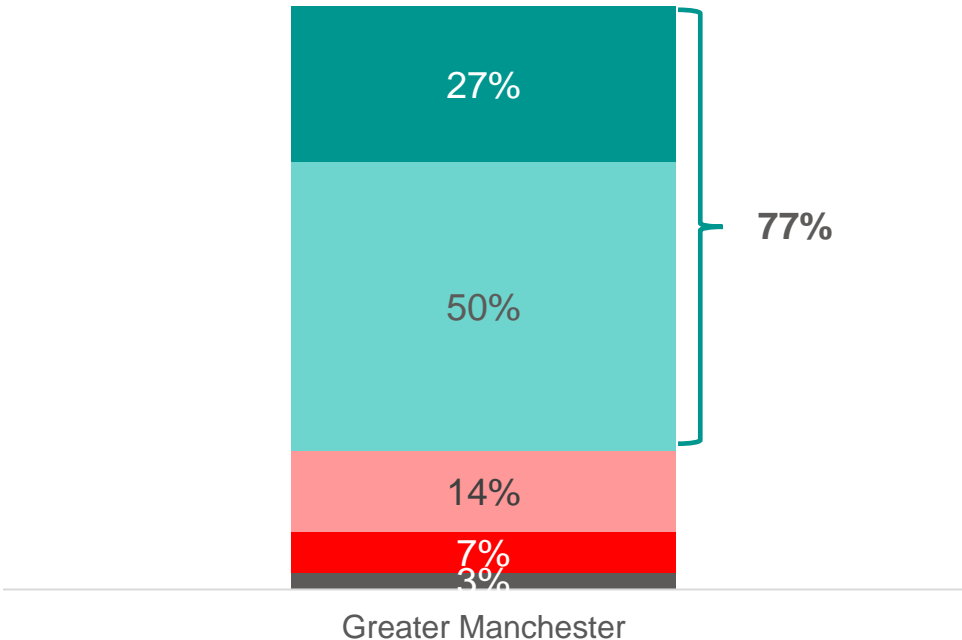
7 in 10 (72%) Greater Manchester respondents say that they are satisfied with their local area as a place to live



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

- Very dissatisfied
- Fairly dissatisfied
- Neither satisfied nor dissatisfied
- Fairly satisfied
- Very satisfied

Over three quarters (77%) of respondents agree that they would recommend their local area as a place to live



To what extent do you agree or disagree with the statement: I would recommend my local area as a place to live.

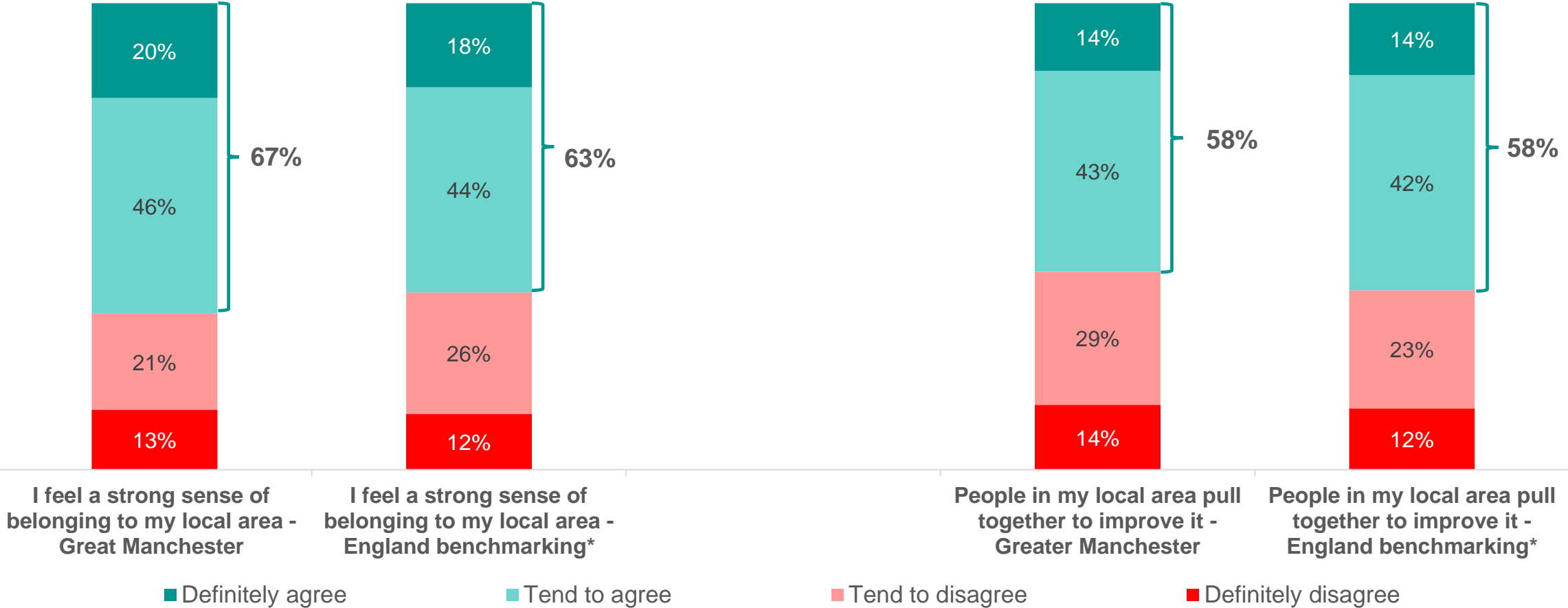
- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know

LA2. Overall, how satisfied or dissatisfied are you with your local area as a place to live? LA3. To what extent do you agree or disagree with the statement: I would recommend my local area as a good place to live. Unweighted base: Survey 6, 1767 (Valid responses). GB benchmarking from DCMS Community Life Survey 2021. *Only valid responses shown

Summary: Neighbourhood and community

2 in 3 residents in Greater Manchester (67%) say they feel a strong sense of belonging to their local area, in line with the Community Life Survey*.

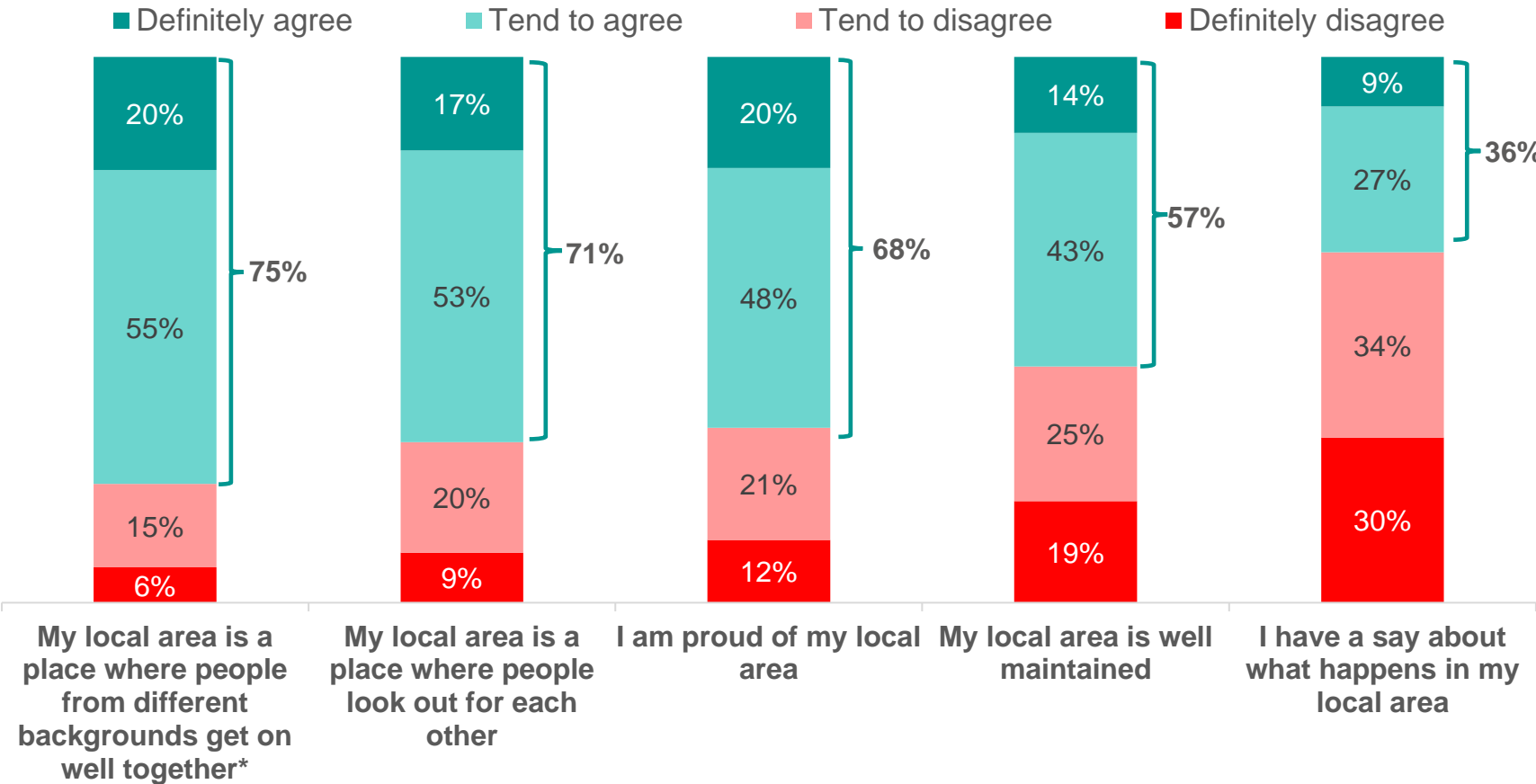
Nearly 2 in 5 (58%) say the people in their local area pull together to improve it, the same figure reported in the Community Life Survey



LA6. To what extent do you agree or disagree with the following statements about your local area? Unweighted base: All respondents Survey 6, 1488 – 1716 (Valid responses) GB benchmarking from DCMS Community Life Survey 2021. Only valid responses shown. *Caution should be exercised when drawing comparisons regarding sense of belonging due to difference in scales. DCMS survey uses a 4-point scale of Very strongly – Not at all strongly.

Summary: Neighbourhood and community (part 1)

Around 7 in 10 residents agree their local area is a place where people from different backgrounds get on together, where people look out for each other and is somewhere they are proud of (75%, 71%, 68%). Over half agree their local area is well maintained (57%) and only 1 in 3 (36%) agree they have a say over what happens in their local area

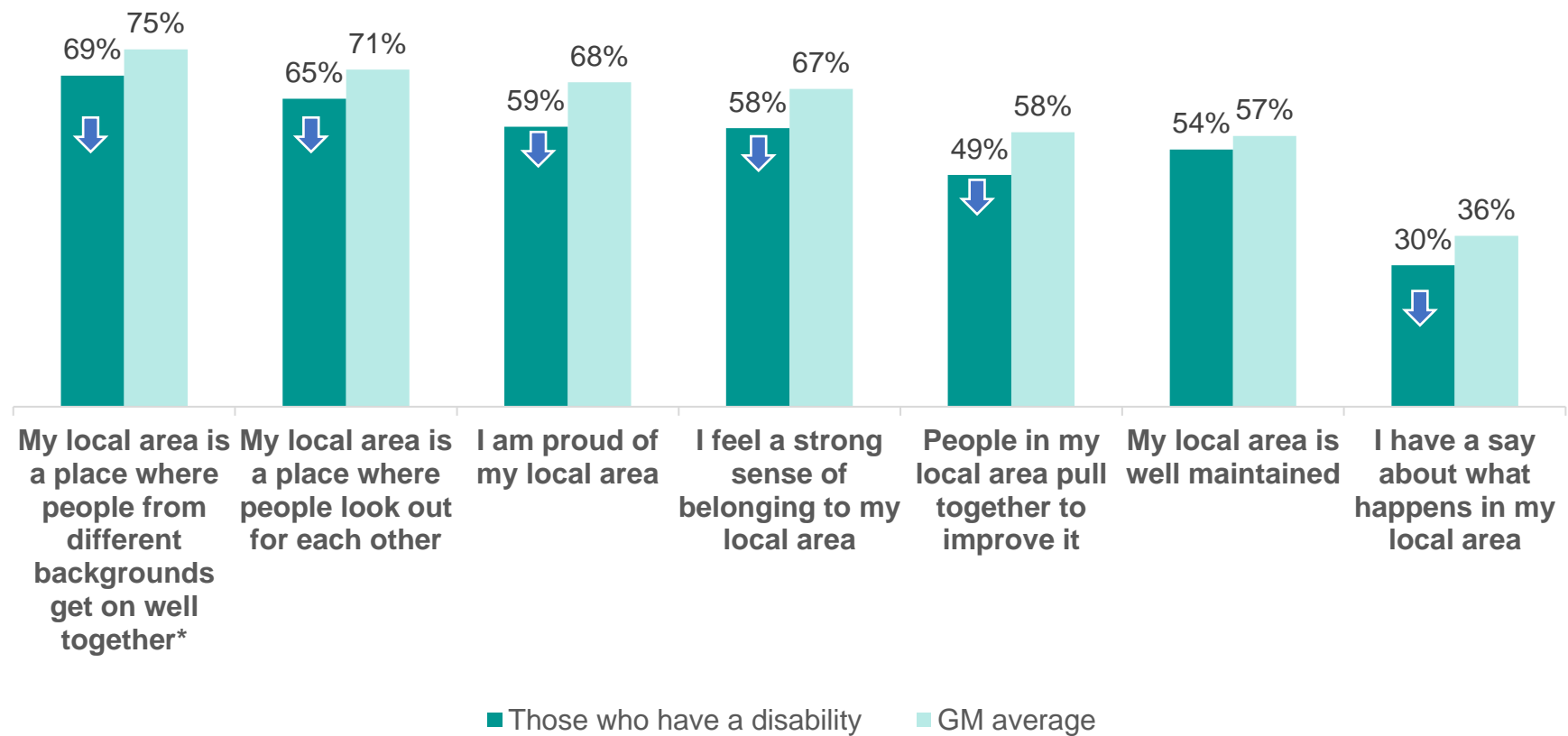


	GM Residents' Survey (March '23)	DCMS Community Life Survey (2021/22)
% who agree that their local area is a place where people from different backgrounds get on well together	75%	84%

Respondents who have a disability are less likely to agree with all of the statements

Summary: Neighbourhood and community (part 2)

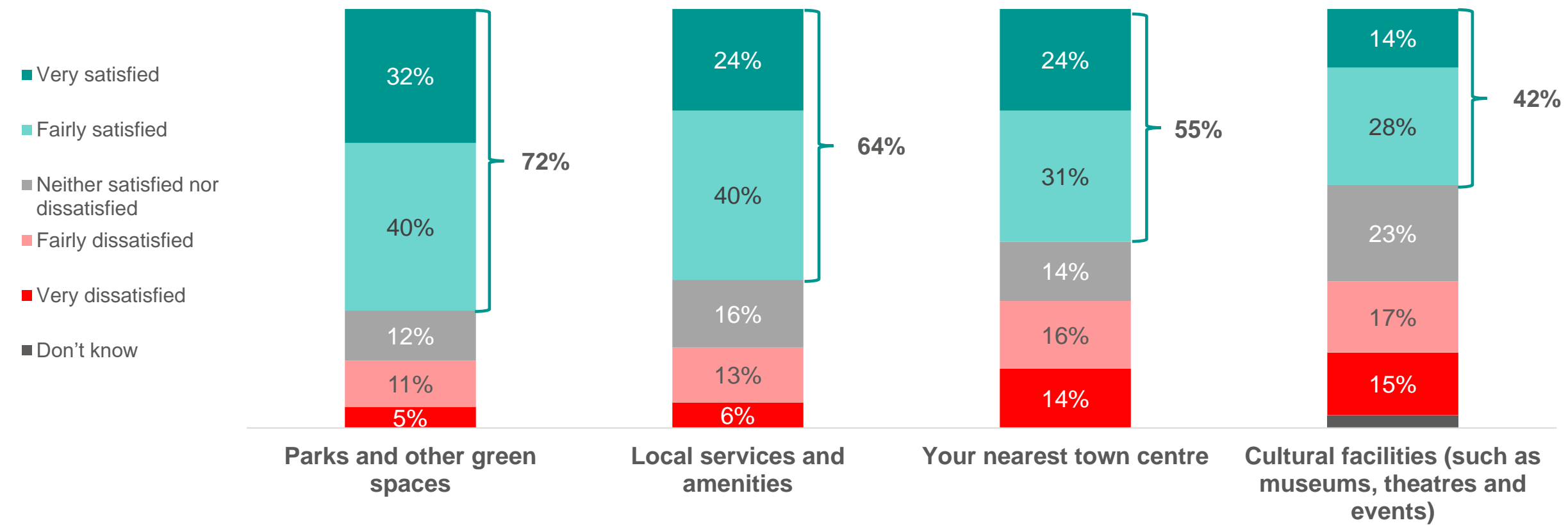
Those who are disabled are significantly less likely to agree with a number of statements relating to their local area...



↓ Significantly lower than the GM average

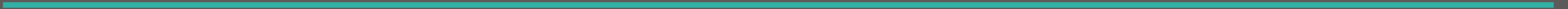
Summary: Your local services

7 in 10 (72%) are satisfied with the parks and other green spaces in their area, and 2 in 3 (64%) are satisfied with the local services and amenities. Over half (55%) are satisfied with their nearest town centre. Satisfaction levels are lower in respect of cultural facilities, though this is driven principally by more respondents being neither satisfied or dissatisfied, rather than actually dissatisfied.



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Detailed findings: Your local area



7 in 10 (72%) respondents say that they are **satisfied with their local area** as a place to live. This is slightly lower than the England average at 76%



% with 'low' satisfaction of local area compared to GM average (16%)*:

Demographics:

- Those aged 55-64 (20%)

Individual and/or family circumstance:

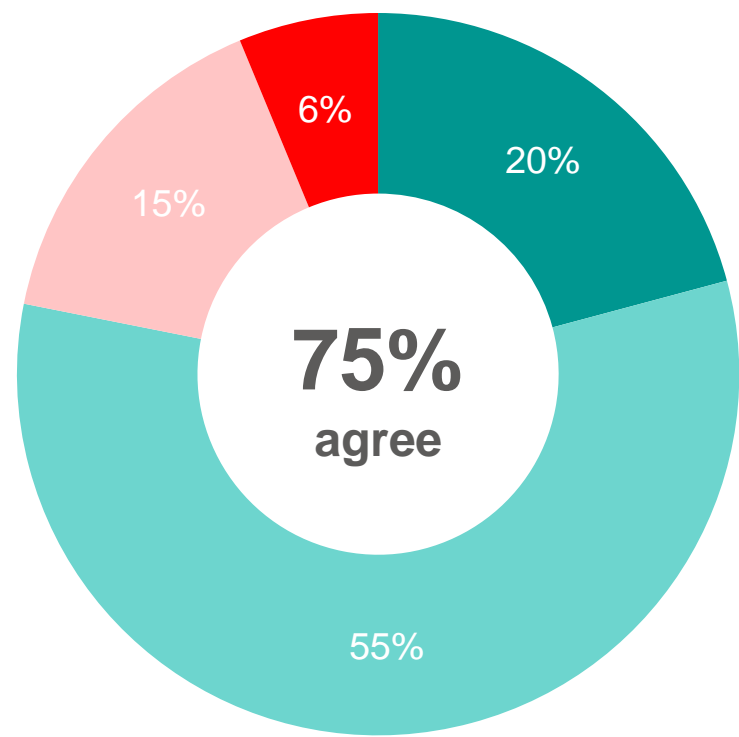
- Those who disagree that people from different backgrounds get on together (41%)
- Those who do not think that people look out for each other in the local area (38%)
- Those who are not in work due to ill health or disability (31%)
- Those who have a disability (21%) including those with mental ill health (28%), and those with a mobility disability (21%)
- Those who are renting (19%), specifically those who are renting from a Housing Association/Trust (24%)
- Those who have children aged 19-25 years old in the house (22%)
- Those who have cut the size of or skipped meals (20%) and those who have not eaten for a whole day for lack of money (22%)
- Those who will not be able to save any money in the next 12 months (20%)

LA2. Overall, how satisfied or dissatisfied are you with your local area as a place to live? *Relates to the 10% of respondents who said they are fairly dissatisfied with their local area, and the further 6% who said they are very dissatisfied.

Unweighted base: Greater Manchester Residents Survey 6: 1767

Three quarters (75%) of respondents say that their local area is a place where **people from different backgrounds get on well together**. This is slightly lower than the England average at 84%

My local area is a place where people from different backgrounds get on well together

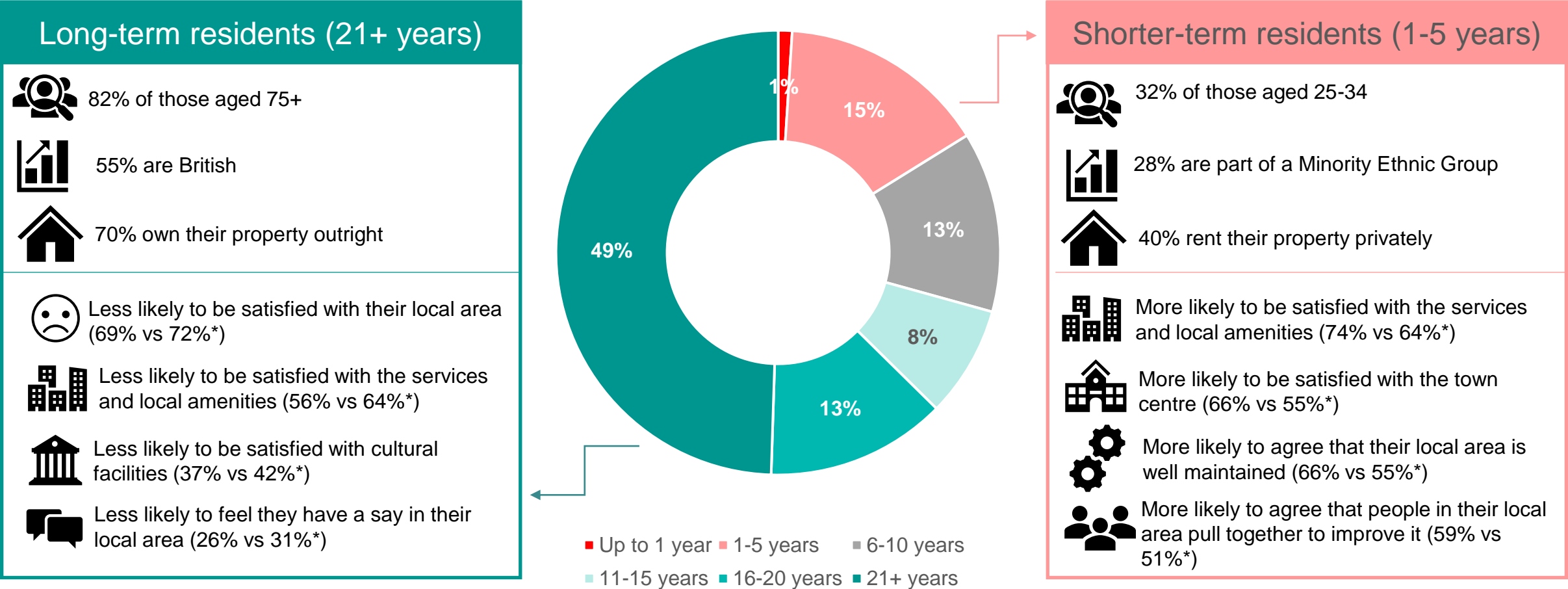


	GM Residents' Survey (March '23)	DCMS Community Life Survey (2021/22)
% who agree that their local area is a place where people from different backgrounds get on well together	75%	84%

■ Definitely agree ■ Tend to agree ■ Tend to disagree ■ Definitely disagree

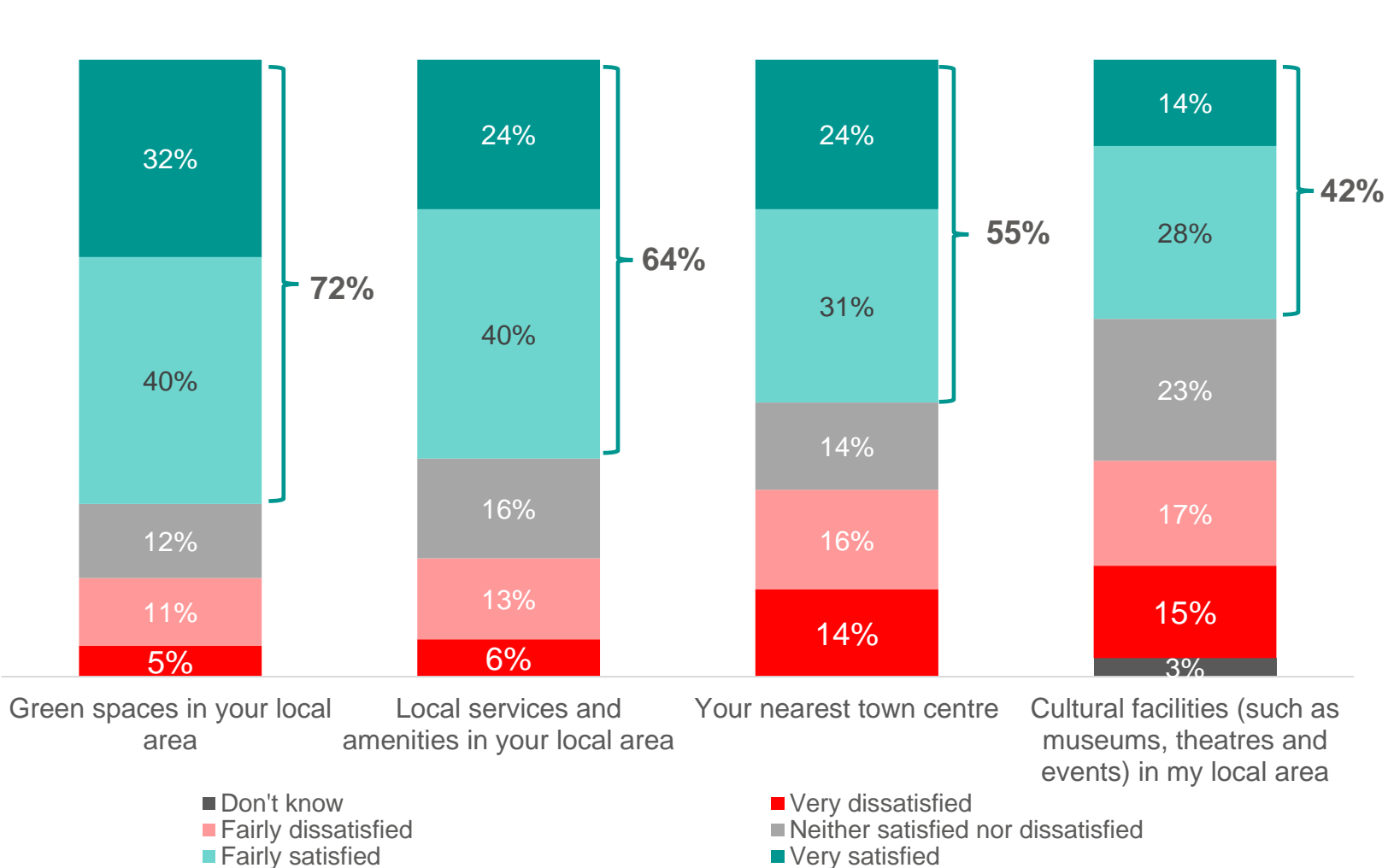
Around half (49%) of respondents have lived in their local area for over 21 years, while 15% have lived in their local area for 1-5 years.

Number of years lived in local area

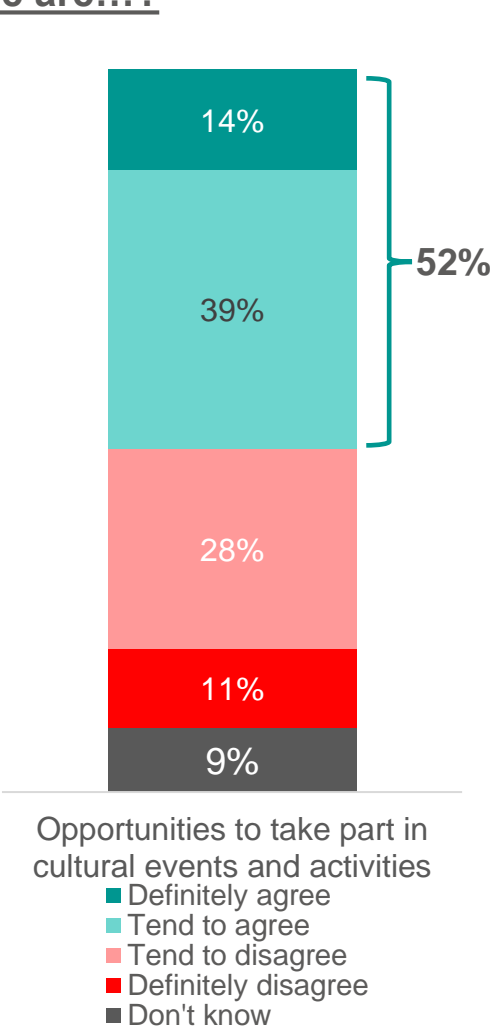


7 in 10 (72%) are satisfied with the **green spaces** in their local area, while only 4 in 10 (42%) are satisfied with the **cultural facilities**. Over half (52%) agree there are opportunities to take part in cultural events.

How satisfied are you with...?



To what extent do you agree or disagree that there are...?



Digital inclusion

(Findings from merged Autumn 2022 – Spring 2023 surveys, telephone samples only)

Overview

[page 75](#)

Key findings

[page 77](#)

Summary

[page 78](#)

Detailed findings

[page 80](#)

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Overview: Digital inclusion

(merged Autumn 2022-Spring 2023 data)

Digital inclusion – context

Digital inclusion questions have been included in the survey since Spring 2022 (though the methodology / approach was amended in September).

The reporting includes a particular focus on over 75 year olds, under 25 year olds, and disabled people – as priority groups for Greater Manchester activity to address digital exclusion.

Although early waves included digital inclusion questions for all survey respondents, we have taken the decision that digital inclusion questions are only asked in telephone samples (and not of respondents taking part in the survey online, who are therefore less likely to be digitally excluded than the population as a whole). This provides a sample of around 250 responses per survey.

For this report, we have merged findings for survey 6 (March 2023) with those from surveys 3, 4 and 5 (September 2022, November 2022, January 2023) to provide a robust sample size for sub-group analysis.

Our reporting convention going forwards, from Wave 7 onwards, will be to report headlines based on the most recent three waves combined, with careful analysis of individual differences between waves where appropriate.

Digital inclusion – key findings

OVER A THIRD EXPERIENCE DIGITAL EXCLUSION

- Between September 2022 and March 2023 (surveys 3, 4, 5 and 6), around 1 in 3 (36%) respondents noted that their household experienced some form of digital exclusion. This included 19% of households experiencing one aspect of digital exclusion and 17% experiencing multiple aspects.

DISABLED PEOPLE AND OLDER RESIDENTS ARE MORE LIKELY TO EXPERIENCE DIGITAL EXCLUSION

- Different groups are impacted by digital exclusion in different ways:
 - 71% of those aged 75+ and 54% of disabled people are likely to experience at least one aspect of digital exclusion
 - Those aged 16-24 are less likely to experience any aspects of digital exclusion (29%).

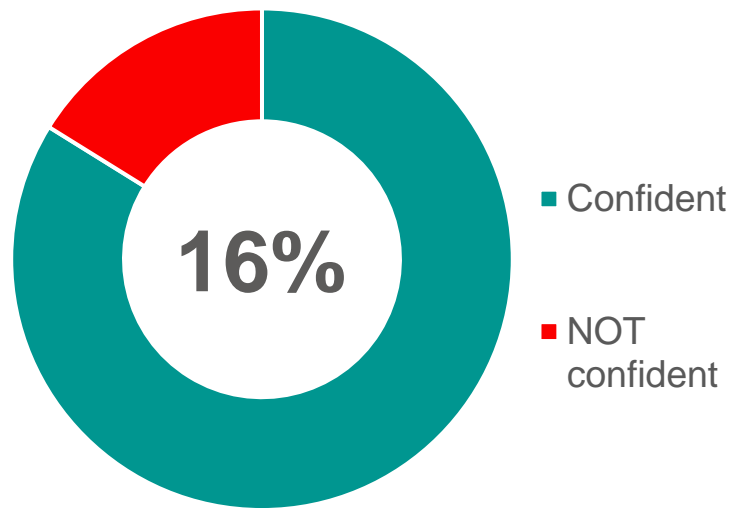
SHORT TERM TRENDS IN DIGITAL EXCLUSION

- The proportion of respondents experiencing at least one aspect of digital exclusion across Greater Manchester has remained broadly consistent between January (40%) and March (39%).

CONFIDENCE USING DIGITAL SERVICES

- 11% of respondents say they are not confident using digital services online.
 - This figure rises among older cohorts aged 75+ (38%) and disabled respondents (23%).
 - Under 25s are significantly less likely to lack confidence in using online services, with only 14% noting they are not confident.
-

Summary: Digital Inclusion (part 1)



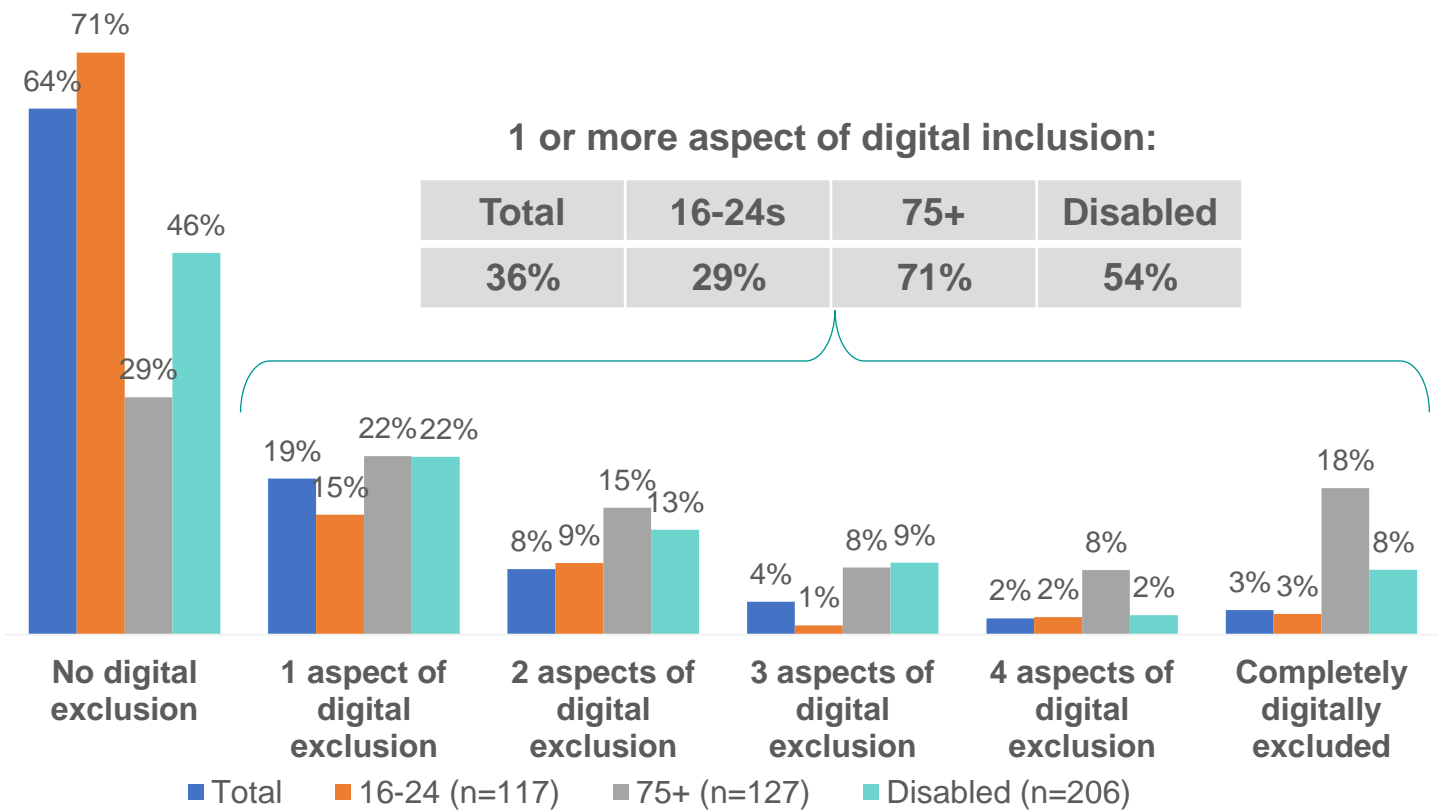
... of households have someone (respondent or others) who is not confident in using digital services online

However, there are key differences for GM's priority cohorts, as follows...

48%	30%	8%
Aged 75+	Disabled respondents	Aged 16-24

Over a third (36%) of respondents have reported that either they or someone else in their household is digitally excluded in some way. This rises to over half for disabled respondents and over two thirds for respondents aged 75+

Number of aspects of digital exclusion experienced*

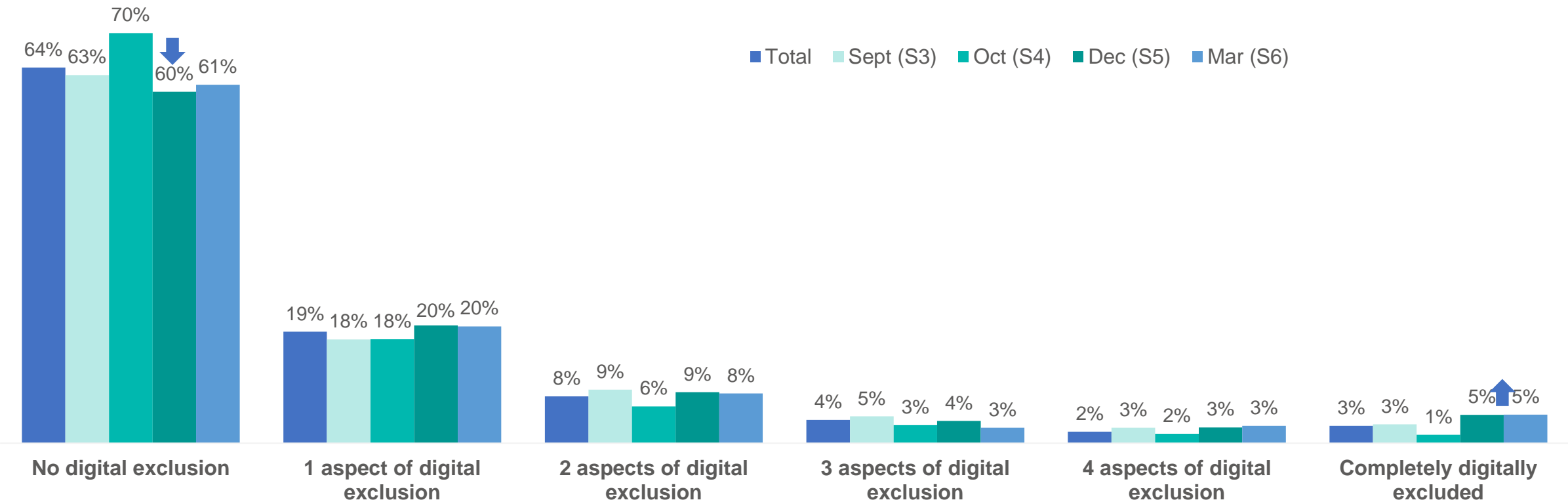


Unweighted base: 1005 (Telephone respondents Autumn: S3+S4+S5+S6) *Aspects of digital exclusion = consistent and reliable access to an internet connection at home; to devices that allow access to the internet; affording access to the internet; skills needed to access and use digital services online; support needed to access and use digital services online

Summary: Digital Inclusion (part 2)

At least 3 in 5 respondents have not experienced digital exclusion throughout Autumn. Digital inclusion has remained consistent between January and March

Number of aspects of digital exclusion experienced**



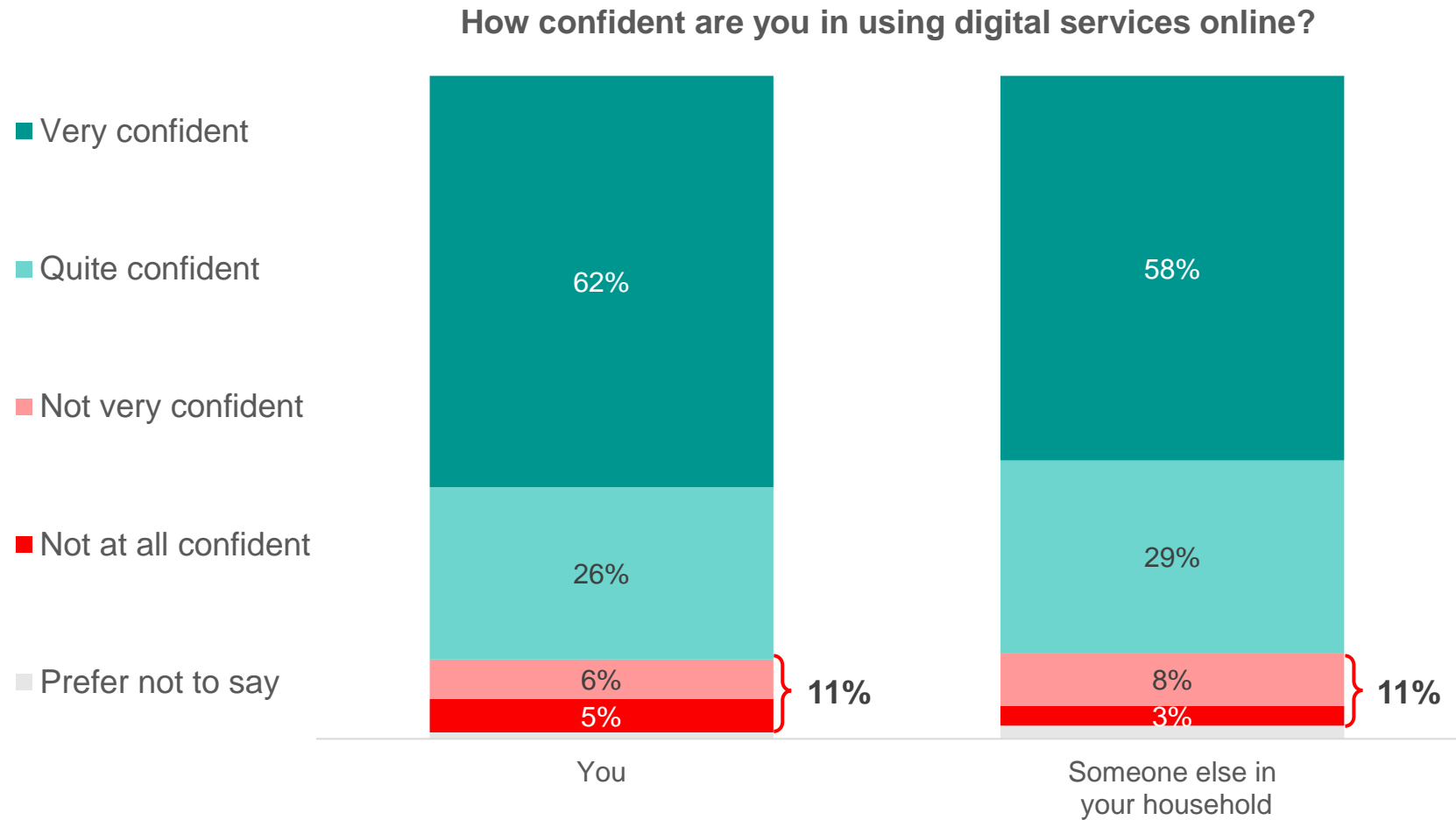
↑↓ Significantly higher/lower in previous survey

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Detailed findings: Digital inclusion

(merged Autumn 2022-Spring 2023 data)

1 in 10 respondents (11%) say they themselves are **not confident using digital services online**. The same proportion (11%) say there are others in their house who are not confident. Those more likely to say they are not confident are aged over 75, in single person households, or disabled



Respondents in the telephone sample more likely to personally be not very/not at all confident in using digital services online (vs. 11% GM average):

Demographics:

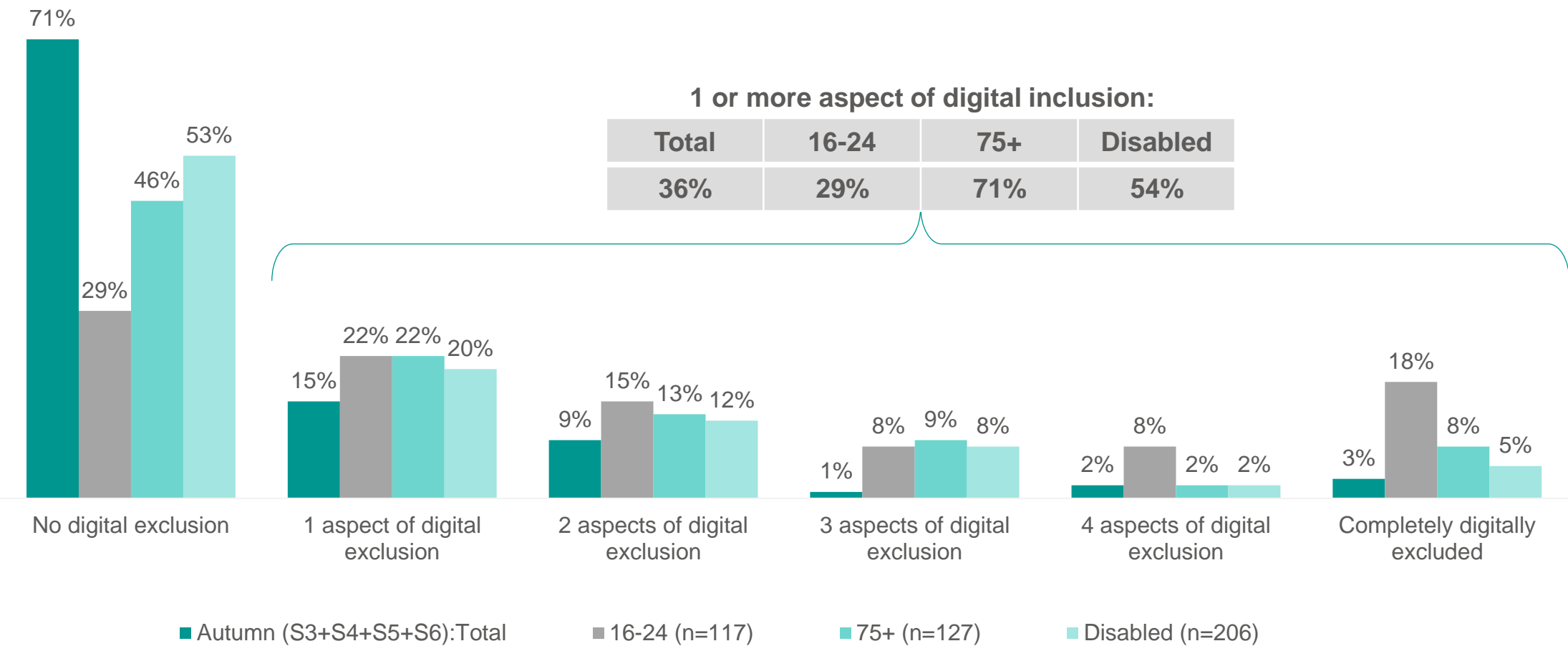
- Those aged 75+ (38%)
- Those aged 65+ and living alone (36%)
- Retired respondents (31%)
- Disabled respondents (23%); including those with a mobility disability (36%)
- 1 person households (19%)
- Those without children under 25-years-old (14%)

Individual and/or family circumstance:

- Those earning up to £15,599 (26%)
- Those not in employment (22%)
- Those whose cost of living has increased in the last month (12%)
- Those unable to save money over the next year (15%)

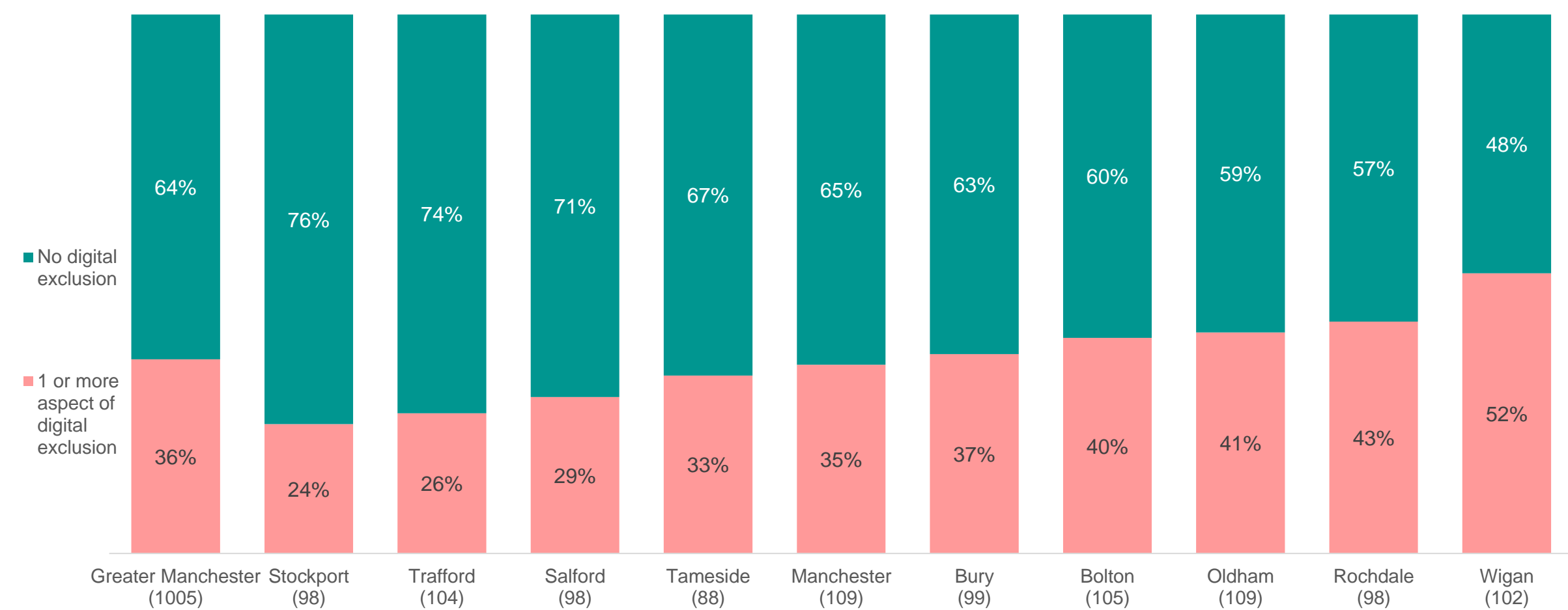
At least one aspect of digital exclusion is experienced by over a third of respondents (36%). This rises to over half (54%) of disabled respondents and just over 7 in 10 (71%) of those aged over 75.

Number of aspects of digital exclusion experienced



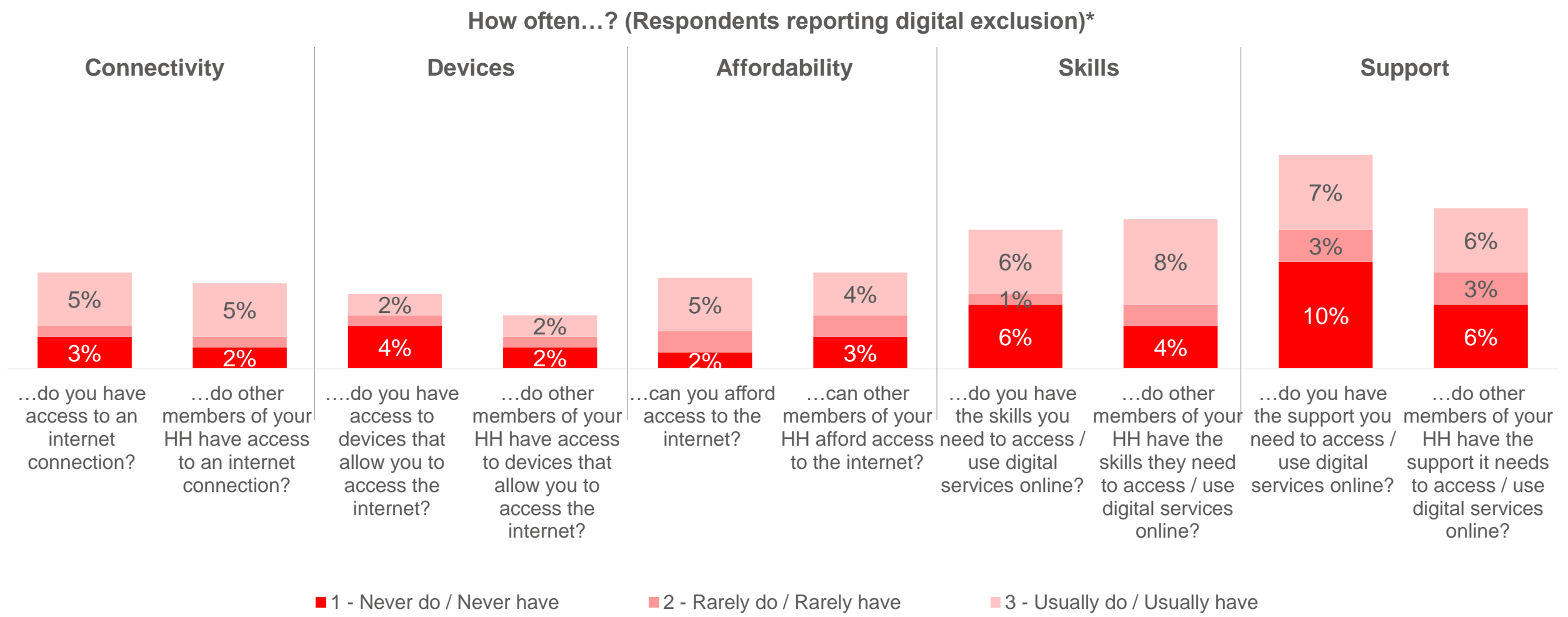
Respondents in Wigan, Rochdale , Oldham and Bolton appear more likely than the Greater Manchester average **to be digitally excluded**, whilst those in Trafford appear less likely to be digitally excluded*

Experience of digital exclusion by local authority (nb indicative results only, sample sizes shown in brackets)



↑↓ Significantly higher/lower than GM average

If respondents are experiencing digital exclusion, they are most likely to say that their household is digitally excluded **due to a lack of skills or support** to allow them to access digital online services



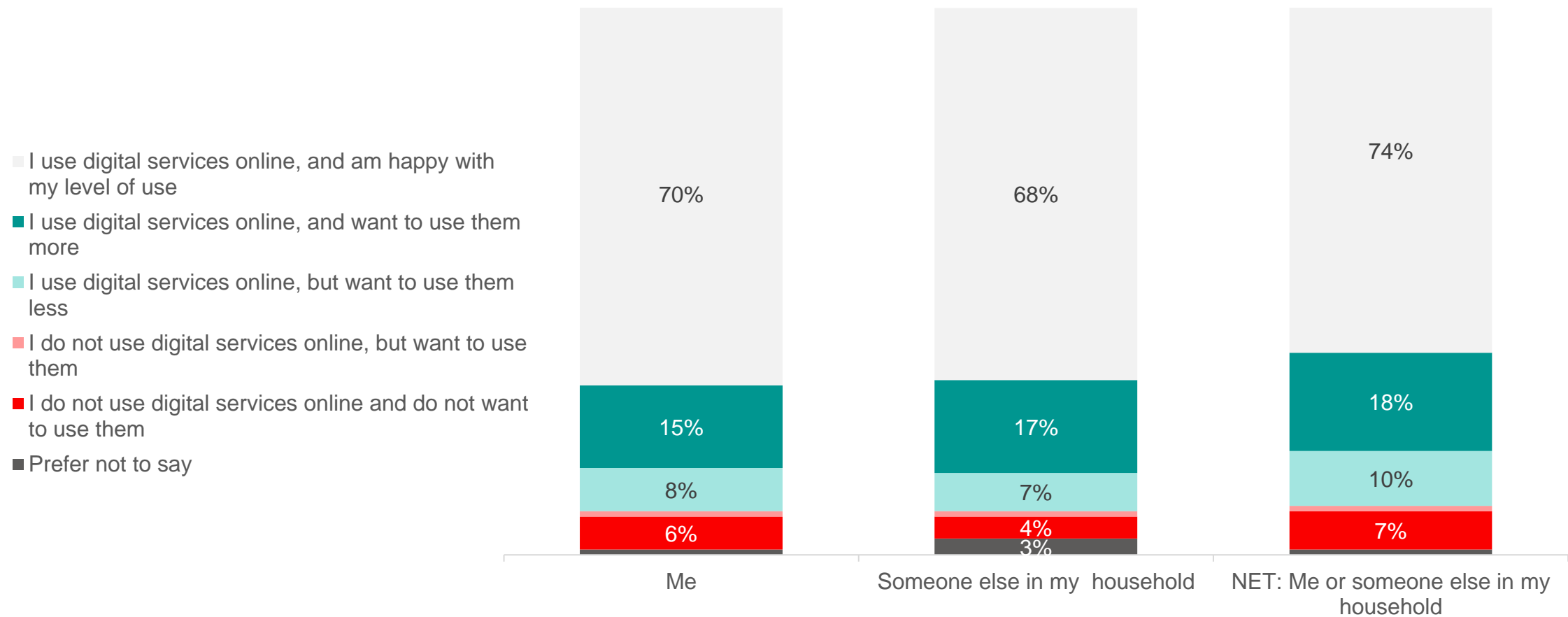
Disabled respondents and particularly those aged 75+ are far more likely **not to have access to enable them to get online all or most of the time, or the skills and support to do so**

How often do you/do others in your household...? (Showing households without the access/skills to get online all/most of the time)

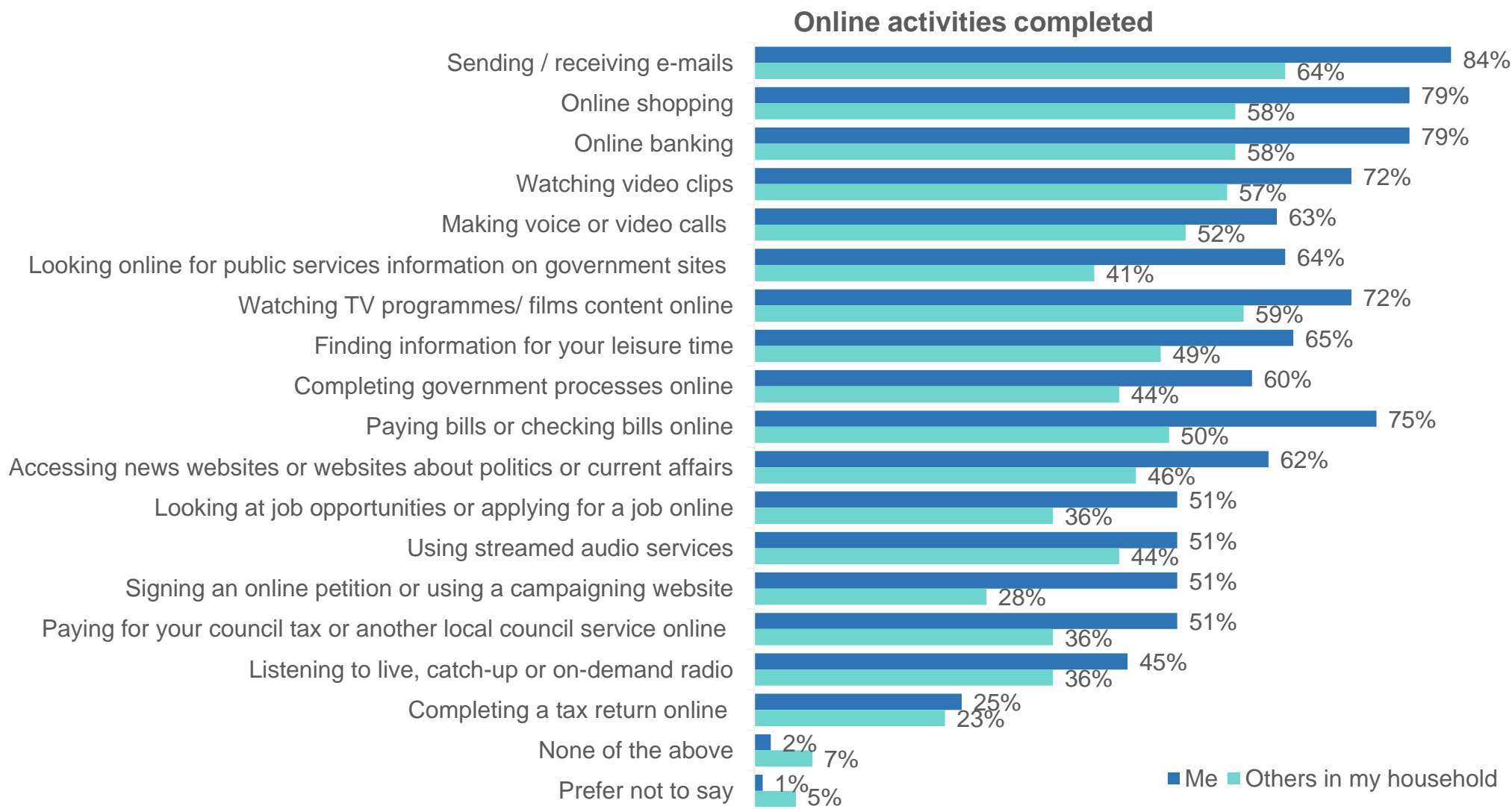
	Total	Aged 16-24 (n=117)	Aged 75+ (n=127)	Disabled respondents (n=206)
...have consistent and reliable access to an internet connection at home?	10%	11%	30%	18%
...have consistent and reliable access to devices that allow access to the internet and use digital services online?	8%	5%	34%	15%
...can afford access to the internet?	11%	11%	25%	23%
...have the skills they need to access and use digital services online?	20%	15%	63%	35%
...have the support needed to access and use digital services online?	22%	15%	47%	32%

Over 1 in 7 respondents say they (15%) or someone in their household (17%) **use digital services, but want to use them more**

Current and intended future use of digital services online

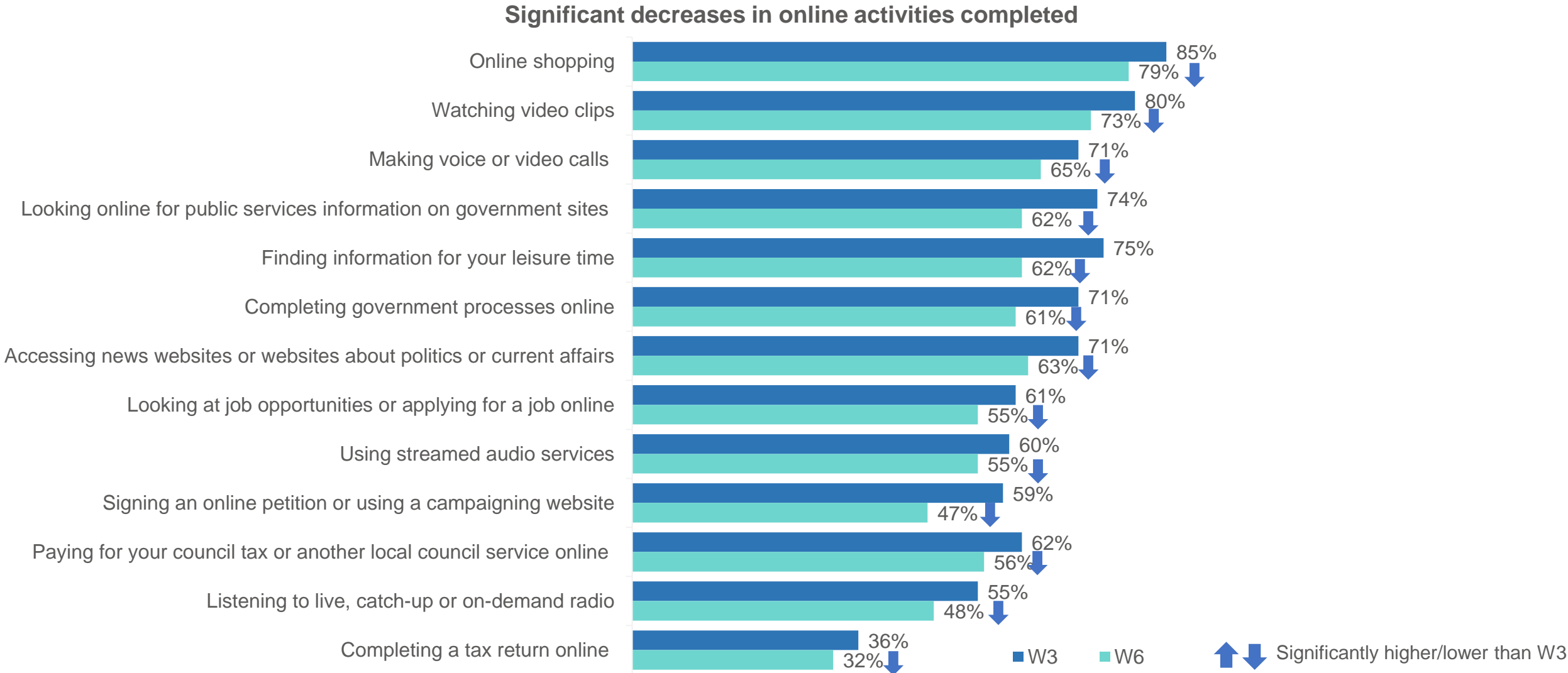


GM respondents say that they personally are more likely than others in their household to do online activities. The activities they are most likely to complete online include sending/receiving emails (84%) and online shopping/banking (79%)



DI19. Which of these have you ever done online? *This question was asked to all respondents as opposed to other questions in Digital Inclusion which were asked to CATI respondents only.
Unweighted base: 6550 (S3+ S4 +S5 + S6)

GM respondents are significantly less likely to complete a number of online activities compared to September, with particular declines in finding information for leisure time (62% vs 75%) or looking for public service information on government sites (62% vs 74%).



Local Authority summaries

Bolton	<u>page 90</u>
Bury	<u>page 91</u>
Manchester	<u>page 92</u>
Oldham	<u>page 93</u>
Rochdale	<u>page 94</u>

Salford	<u>page 95</u>
Stockport	<u>page 96</u>
Tameside	<u>page 97</u>
Trafford	<u>page 98</u>
Wigan	<u>page 99</u>

Bolton

Cost of living:

- Three quarters (75%) of respondents in Bolton say they have been 'very worried' or 'somewhat worried' about the cost of living, in line with the GM average (76%)
- Over 8 in 10 (81%) of respondents in Bolton say that their cost of living has increased in the past month, similar to the GM average (80%)
- 48% of Bolton respondents say that they won't be able to save any money in the next 12 months, compared to the GM average (45%)
- Over half of respondents in Bolton say that it is hard to afford their energy costs (52%), in line with the GM average (53%), with over 2 in 5 (42%) saying that it is difficult to afford their rent or mortgage costs, again in line with the GM average (38%)

Food insecurity:

- Over half (55%) of Bolton respondents with children live in a food insecure household, similar to the GM average (54%)
- Over a third (35%) of Bolton respondents have, at some point, cut the size of meals or skipped meals because there wasn't enough money for food, compared to the GM average (33%)
- 23% of Bolton respondents have not eaten for a whole day because there wasn't enough money for food, compared to the GM average (20%)

Wellbeing:

- 15% of Bolton respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Over 4 in 10 (43%) of Bolton respondents say that they felt anxious, similar to the GM average (42%)
- Just over 1 in 10 (11%) Bolton respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 15% of Bolton respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital Inclusion:

- 40% of respondents in Bolton have experienced some form of digital inclusion, compared to the GM average the GM average (36%)
- Around 1 in 5 (18%) of Bolton respondents are not confident in using digital services online or live with someone who is not confident, compared to the GM average (16%)

Bury

Cost of Living:

- Three quarters (75%) of respondents in Bury have been 'very' or 'somewhat' worried about the rising cost of living, compared to the GM average (76%)
- Over 4 in 5 (81%) of Bury respondents say that their cost of living has increased over the last month, the same as the GM average (80%)
- 47% of respondents in Bury say that they will not be able to save any money in the next 12 months, similar to the GM average (45%)
- 57% of respondents in Bury say that it is difficult to afford their energy costs, compared to the GM average (53%), whilst over a third (36%) say that it is difficult to afford their rent or mortgage costs, in comparison to the GM average (38%)

Food security:

- Over half (52%) of households with children in Bury are food insecure, similar to the GM average (54%)
- 30% of respondents in Bury say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, compared to the GM average (33%)
- 15% of respondents in Bury say that someone in their household hasn't eaten for a whole day due to lack of money for food, compared to the GM average (20%)

Wellbeing:

- 18% of Bury respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Over 4 in 10 (41%) of Bury respondents say that they felt anxious, similar to the GM average (42%)
- 18% of Bury respondents do not feel that things in their life are worthwhile, compared to the GM average (13%).
- 19% of Bury respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital Inclusion:

- 37% of Bury respondents have experienced some form of digital exclusion, compared to the GM average (36%)
- 16% of respondents in Bury are not confident, or live with someone who is not confident in using digital services online, the same as the GM average (16%)

Manchester

Cost of Living:

- 81% of Manchester respondents are 'very' or 'somewhat' worried about the rising costs of living, significantly higher than the GM average (76%)
- 80% of Manchester respondents say that their cost of living has increased in the last month, the same as the GM average (80%)
- Around half (48%) of respondents in Manchester say that they will not be able to save any money in the next 12 months, higher than the GM average (45%)
- 57% of respondents in Manchester say that it is difficult to afford their energy costs, higher than the GM average (53%), with 42% finding it difficult to afford their rent or mortgage costs, again, higher than the GM average (38%)

Food security:

- Nearly 3 in 5 (58%) households of respondents with children in Manchester are food insecure, similar to the GM average (54%)
- 41% of respondents in Manchester say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, higher than the GM average (33%)
- 26% of Manchester respondents say that someone in their household didn't eat for a whole day because there wasn't enough money for food, higher than the GM average (20%)

Wellbeing:

- 18% of Manchester respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Over 4 in 10 (45%) say that they felt anxious, similar to the GM average (42%)
- 19% of Manchester respondents do not feel that things in their life are worthwhile, higher than the GM average (13%).
- 20% of Manchester respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- Over a third (35%) of households in Manchester have experienced some form of digital exclusion, similar to the GM average (36%)
- 16% of respondents in Manchester are not confident in using digital services online, or live with someone who is not confident compared to the GM average (16%)

Oldham

Cost of Living:

- Three quarters (74%) of Oldham respondents say they have been 'very' or 'somewhat' worried about the rising cost of living, compared to the GM average (78%)
- 75% of respondents in Oldham say that their cost of living has increased, compared to the GM average (76%)
- 37% of respondents in Oldham say that they will not be able to save any money in the next 12 months, in line with the GM average (37%)
- Over half (53%) of respondents in Oldham say that it is difficult to afford their energy costs, compared to the GM average (53%) and 33% say that it is difficult to afford their rent or mortgage, compared to the GM average (38%)

Food security:

- 49% of Oldham respondents with children live in a food insecure household, compared to the GM average (54%)
- A third (33%) of Oldham respondents say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, the same as the GM average (33%)
- 19% of Oldham respondents say that somebody in their household didn't eat for a whole day because there wasn't enough money for food, in comparison to the GM average (20%)

Wellbeing:

- 13% of Oldham respondents are dissatisfied with their life nowadays, compared to the GM average (16%).
- 4 in 10 (40%) say that they felt anxious, similar to the GM average (42%)
- Just over 1 in 10 (12%) Oldham respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 20% of Oldham respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- 41% of Oldham respondents have experienced some form of digital inclusion in their household, compared to the GM average (36%)
- 19% of respondents in Oldham are not confident, or have somebody in their household who is not confident in using digital services online, compared to the GM average (16%)

Rochdale

Cost of Living:

- 76% of respondents in Rochdale say that they are worried about the rising cost of living, compared to the GM average (76%)
- 47% of respondents in Rochdale say that they will not be able to save any money in the next 12 months, similar to the GM average (45%)
- 60% of Rochdale respondents say that it is difficult to afford their energy costs, higher than the GM average (53%)
- 42% of Rochdale respondents say that it is difficult to afford their rent or mortgage costs, compared to the GM average (38%)

Food security:

- 67% of Rochdale respondents with children live in a food insecure household, higher than the GM average (54%)
- 40% of Rochdale respondents have cut the size of or skipped meals because there wasn't enough money for food, more than the GM average (33%)
- 27% of Rochdale respondents have not eaten for a whole day because there wasn't enough money for food, higher than the GM average (20%)

Wellbeing:

- 16% of Rochdale respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- 48% of Rochdale respondents say that they felt anxious, similar to the GM average (42%)
- Just over 1 in 10 (12%) Rochdale respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 18% of Rochdale respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- 43% of respondents in Rochdale have experienced some form of digital exclusion, compared to the GM average (36%)
- 17% of Rochdale respondents say that they, or someone else in their household, are not confident in using digital services online, similar to the GM average (16%)

Salford

Cost of Living:

- Around three quarters (73%) of respondents in Salford are 'very' or 'somewhat' worried about the rising cost of living, similar to the GM average (76%)
- 76% of respondents in Salford say that their cost of living has increased, lower than the GM average (80%)
- 41% of respondents in Salford say that they will not be able to save any money in the next 12 months, compared to the GM average (45%)
- 47% of respondents living in Salford say that it is difficult to afford their energy costs, lower than the GM average (53%)
- 36% of respondents in Salford say that it is difficult to afford their rent or mortgage costs, compared to the GM average (38%)

Food security:

- Over half (55%) of respondents in Salford with children live in a food insecure household, similar to the GM average (54%)
- 36% of respondents in Salford say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, the same as the GM average (33%)
- 25% of respondents in Salford say that someone in their household hasn't eaten for a whole day due to lack of money for food, higher than the GM average (20%)

Wellbeing:

- 15% of respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Over 4 in 10 (45%) of Salford respondents say that they felt anxious, similar to the GM average (42%)
- Just over 1 in 10 (12%) Salford respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 15% of Salford respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- 29% of respondents in Salford have had someone in their household experience some form of digital exclusion, compared to the GM average (36%)
- 4% of respondents in Salford are not confident, or live with someone who is not confident in using digital services online, lower than the GM average (16%)

Stockport

Cost of Living:

- 76% of respondents in Stockport are either 'very' or 'somewhat' worried about the rising cost of living, the same as the GM average (76%)
- 80% of Stockport respondents say that their cost of living has increased, in line with the GM average (80%)
- 44% of respondents in Stockport say that they will not be able to save any money in the next 12 months, compared to the GM average (45%)
- 51% of Stockport respondents say that it is difficult to afford their energy costs, similar to the GM average (53%), with 33% saying it is difficult to afford their rent or mortgage costs, compared to the GM average (38%)

Food security:

- 46% of respondents in Stockport with children live in a food insecure household, lower than the GM average (54%)
- 25% of respondents in Stockport say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, lower than the GM average (33%)
- 12% of respondents in Stockport say that someone in their household hasn't eaten for a whole day due to lack of money for food, less than the GM average (20%)

Wellbeing:

- 13% of Stockport respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- 38% of Stockport respondents say that they felt anxious, lower than the GM average (42%)
- Just over 1 in 10 (11%) Stockport respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 13% of Stockport respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- A quarter (24%) of respondents in Stockport say somebody in their household has experienced some form of digital exclusion, lower than the GM average (36%)
- 15% of Stockport respondents are not confident, or have someone in their household who is not confident in using digital services online, in line with the GM average (16%)

Tameside

Cost of Living:

- 77% of respondents in Tameside are 'very' or 'somewhat' worried about the rising cost of living, in line with the GM average (76%)
- 8 in 10 (80%) Tameside respondents say that their cost of living has increased, the same as the GM average (80%)
- 44% of respondents in Tameside do not think that they will be able to save any money in the next 12 months, compared to the GM average (45%)
- Over half of respondents in Tameside say that it is hard to afford their energy costs (56%), the same as the GM average (56%), with over 2 in 5 (44%) saying that it is difficult to afford their rent or mortgage costs, again in line with the GM average (43%)

Food security:

- Two thirds (67%) of respondents in Tameside with children live in a food insecure household, significantly higher than the GM average (54%)
- 35% of respondents in Tameside say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, in line with the GM average (33%)
- A quarter (23%) of respondents in Tameside have had someone in their household lose weight because there wasn't enough money for food, similar to the GM average (22%)
- 19% of respondents in Tameside say someone in their household hasn't eaten for a whole day due to lack of money for food, in line with the GM average (20%)

Wellbeing:

- 16% of Tameside respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Over 4 in 10 (44%) of Tameside respondents say that they felt anxious, similar to the GM average (42%)
- Over 1 in 10 (14%) Tameside respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 16% of Tameside respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital Inclusion:

- 3 in 10 (30%) Tameside respondents say that somebody in their household has experienced some form of digital inclusion
- 13% of respondents in Tameside say they or someone else in their household are not confident using digital services online, compared to the GM average (14%)

Trafford

Cost of Living:

- 75% of respondents in Trafford are worried about the rising cost of living, in line with the GM average (76%)
- 80% of Trafford respondents say that their cost of living has increased, in line with the GM average (80%)
- 43% of respondents in Trafford do not think that they will be able to save any money in the next 12 months, in line with the GM average (45%)
- Half of respondents in Trafford say that it is hard to afford their energy costs (56%), significantly lower than the GM average (50%). Significantly fewer respondents (35%) say that it is difficult to afford their rent or mortgage costs, than the GM average (43%)

Food security:

- 4 in 10 (39%) respondents in Trafford with children live in a food insecure household, lower than the GM average (54%)
- A quarter (25%) of respondents in Trafford say that they, or someone in their household has cut the size of or skipped meals because there wasn't enough money for food, lower than the GM average (33%)
- 15% of respondents in Trafford say they, or someone in their household have lost weight because there wasn't enough money for food, lower than the GM average (22%)
- 15% of Trafford respondents have had someone in their household not eat for a day due to lack of money for food, lower than the GM average (20%)

Wellbeing:

- 14% of Trafford respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- Under 4 in 10 (38%) of Trafford respondents say that they felt anxious, similar to the GM average (42%)
- 1 in 10 (10%) Trafford respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 12% of Trafford respondents report feeling 'not at all happy', compared to the GM average (17%)

Digital inclusion:

- A quarter (24%) of respondents in Trafford have had someone in their household experience digital exclusion, lower than the GM average (35%)
- 13% of Trafford respondents are not confident themselves, or live with someone who is not confident in using digital services, in line with the GM average (14%)

Wigan

Cost of Living:

- Three quarters (74%) of respondents in Wigan are worried about the rising cost of living, compared to the GM average (76%)
- 83% of Wigan respondents say that their cost of living has increased, compared to the GM average (80%)
- 39% of Wigan respondents do not think that they will be able to save any money in the next 12 months, significantly lower than the GM average (45%)
- Over half of respondents in Wigan say that it is hard to afford their energy costs (55%), the same as the GM average (56%), with over 2 in 5 (42%) saying that it is difficult to afford their rent or mortgage costs, again in line with the GM average (43%)

Food security:

- 53% of respondents with children in Wigan live in a household which is food insecure, similar to the GM average (54%)
- A quarter (28%) of households in Wigan say that they or someone in their household has cut the size of or skipped meals due to lack of money for food, less than the GM average (33%)
- 20% of respondents in Wigan say that they or someone they live with has lost weight because of lack of money for food, compared to the GM average (22%)
- 18% of respondents in Wigan say they or someone in their household has not eaten for a day due to lack of money for food, compared to the GM average (20%)

Wellbeing:

- 16% of Wigan respondents are dissatisfied with their life nowadays, in line with the GM average (16%).
- A quarter (26%) of Wigan respondents say that they did not feel anxious, higher than the GM average (22%)
- Just over 1 in 10 (11%) Wigan respondents do not feel that things in their life are worthwhile, in line with the GM average (13%).
- 18% of Wigan respondents report feeling 'not at all happy', in line with the GM average (17%)

Digital inclusion:

- Over half (51%) of respondents in Wigan say that they, or someone they live with has experienced some form of digital exclusion, significantly higher than the GM average (35%)
- 19% of respondents in Wigan say that they, or someone they live with, are not confident in using digital services online, compared to the GM average (14%)

Carried out on behalf of Greater
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