Greater Manchester Residents' Survey

Survey 16 (main report)

February 2025

Fieldwork conducted 9th – 23rd December 2024

Report contents

Introduction and methodology

Background

- This report presents summary findings for a quantitative **survey carried out between 9th and the 23rd December 2024, with a representative sample of 1,523 residents** from across all ten Greater Manchester local authority areas.
- The report is divided into themed sections, providing an overview into **respondents' feelings and behaviours around personal health and wellbeing, good work, local area, cost of living and digital access.**
- Data from December 2024 (survey 16) is presented alongside that from similar Greater Manchester resident surveys undertaken in October 2024 (survey 15) and August 2024 (survey 14). The following approaches have been used, identified as most appropriate for the datasets in each theme:
  - health and wellbeing – data from individual surveys is shown separately
  - good work – data from individual surveys is shown separately
  - local area – data from individual surveys is shown separately, except when commenting on trends for specific sub-groups or districts
  - cost of living – data from individual surveys is shown separately
  - digital inclusion – merged data for surveys 14, 15 and 16 is used, drawing on face-to-face responses only
- To provide a national comparison, where available, **Greater Manchester findings are presented alongside the most recent benchmarking data from relevant national surveys** – for example, published figures from the Office for National Statistics (ONS) and the Department for Culture Media and Sport (DCMS).
- These surveys are intended to provide regular ongoing insights for Greater Manchester organisations and partners to help inform how and where to target support, communications / engagement activities and resources to improve the lives of Greater Manchester residents.

Methodology

- Between February 2022 and December 2024, BMG Research has undertaken sixteen surveys, each comprising circa 1,500 residents from across Greater Manchester.
- In surveys 1 to 11 the sample was comprised of approximately 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).
- **From survey 12 (May 2024) onwards the methodology was revised**, to now include around:
  - 750 online panel respondents
  - 500 online rapid respondents (see Appendix for more details), and
  - 250 face-to-face respondents
- This mix of online and face-to-face surveying was agreed so that the most representative and robust sample of Greater Manchester residents can be regularly sourced within available time and budget. **One of the main reasons the face-to-face element is included is so that those without internet access can take part in the survey. It has replaced the previous telephone approach because analysis suggests those who are truly digitally excluded are less likely to be able to take part by phone.***
- This new methodology will remain consistent for the duration of 2024/25. With five waves of face-to-face methodology now, it is apparent that the change in methodology has not had a negligible impact on results. See Appendix for more details.
- Each survey is designed to take **15 minutes** on average for respondents to complete; however, due to the emotive nature of some topics covered, face-to-face interviews 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 of wider protected and key characteristics.
- **Weights** have been applied to the data gathered to ensure the sample matches the population profile by age, gender, ethnicity, disability and locality, and to ensure consistency between individual surveys.

*When reviewing digital inclusion findings in this report, readers should be aware that some modal impacts do exist between telephone and face-to-face approaches because of the way participants are recruited. See relevant section of this report for more details on the rationale for changes in methodology for 2024/25 waves of the survey.

Report contents and guidance

Identifying significant differences / change

- Where relevant, **differences in findings for specific demographic and other population characteristics compared to the Greater Manchester average** are 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). Significant differences are shown in charts and tables with the use of up ⬆ and down ⬇ arrows. Further detail on significance testing can be found in the Appendix of this report.

Sample sizes

- On some questions, **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 1,523 respondents in some instances. Where this is the case, this has been noted in the footnotes of each slide, along with the unweighted base sizes.

Language - inequalities

- 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 findings from individual surveys for specific ethnic groups. However, where data is merged from multiple surveys over several months, the larger overall sample size allows us to look at smaller demographic groups in more detail. Any such differences are included throughout this report.

Executive Summary

Executive Summary

Health and Wellbeing

- Two thirds (67%) of respondents are feeling **satisfied with their lives overall**, and that things they do in their lives are worthwhile. This is a relatively high benchmark compared to what we typically see in the survey, continuing a positive trend from October. You can find out more here.
- Levels of "**hopefulness about the future**" (79% hopeful) compare favourably to the latest figures being seen by the ONS across GB as a whole (69%). Sentiments about "fair treatment by society" are more in line with GB figures (though no worse when comparing latest respective fieldwork). You can find out more here.

Good Work

- Taken together with fieldwork in October, the latest figures suggest **overall job satisfaction** is a little lower than twelve months ago (Feb 2024). New insights show that a high percentage of respondents are working beyond their contracted hours (68%) and experiencing high levels of stress/pressure - (76%) of respondents in their job at least "some of the time". You can find out more here and here.
- More positively, slightly fewer feel they might **lose their job in the next year** (14%, was 16% twelve months ago). Results also provide a sense that slightly more respondents are benefiting from flexibilities in their job (start and finish times; varying hours; taking an hour or two off for personal or family matters). You can find out more here and here.

Your local area

- Three quarters (76%) of respondents are **satisfied with their local area** as a place to live, including 25% very satisfied (which is back in line with August 2024 following a slight drop in October 2024). Given that new DCMS benchmarking data suggests 74% of people across England are satisfied with their local area as a place to live, GM results can be seen in a broadly positive light. You can find out more here.
- 8% of GM respondents reported **feeling lonely** 'often' or 'always', while approaching three in ten (28%) reported feeling lonely 'at least some of the time'. These figures are broadly comparable with available GB benchmarks. You can find out more here.

Cost of living

- 3 in 10 (29%) of GM respondents have **borrowed more money or used more credit in the past month** than was the case a year ago. Encouragingly, this is at least significantly lower than the proportions reporting this in Autumn 2023. Concurrently, more respondents (48%) feel like they may be able to save money in the coming twelve months. You can find out more here.
- Less positively, the proportion of GM respondents finding it **difficult to afford their energy costs** (46%) remains significantly higher than the 32% GB benchmark. You can find out more here.
- Though **mortgage payers** are still more likely than renters to be able to afford payments, **43% now say they are finding this difficult** - the highest proportion recorded since residents' survey tracking of this question was introduced in November 2022. You can find out more here.

Health and wellbeing

Health and wellbeing – context

The Greater Manchester Residents' Survey investigates the four measures of personal wellbeing commonly asked in national surveys:

- life satisfaction
- anxiety
- happiness, and
- feelings that things done in life are worthwhile.

Some of the health and wellbeing questions asked in the survey make up a core set of questions that we've tracked for over a year and will continue tracking in future surveys.

The wellbeing questions used are replicated from the Annual Population Survey. These are nationally recognised metrics, used in their current form since 2011.

We also ask questions around people's abilities to manage their own health. This allows us to calculate – and track changes over time in – an overall Health Confidence Score for Greater Manchester. Questions are modelled on a published BMJ approach.

For the fourth time, this survey also includes additional measures of wellbeing, around hope for the future and fairness of treatment by society. These questions mirror those from ONS' UK Measures of National Well-being, allowing for comparison of Greater Manchester and national results.

Health and wellbeing– key findings (1 of 2)

SELF-REPORTED WELLBEING (CONTINUED TRACKING):

- Two-thirds (67%) of GM respondents record high life satisfaction, which is in line with previous waves, though a relatively high benchmark. This wave recorded the highest level of ‘very high’ life satisfaction so far at 22% of respondents, an increase since both October (20%) and August (18%) 2024.
- Similarly, the percentage of respondents who say things they do in their life are very worthwhile (score 9-10) has continued to increase compared to the last two waves, now at 28%, which is a joint-high figure from the past year.
- Just less than two-thirds (64%) report being happy with their lives, an increase from October (61%) and August (62%) 2024.
- While the picture looks positive in relation to ‘satisfaction’, ‘worthwhile’ and happiness’ wellbeing strands, levels of anxiety nonetheless remain fairly constant in comparison to previous waves, with 54% of respondents reporting high or medium levels of anxiety.
- As we’ve seen in previous waves, those with a disability are more likely to report low life satisfaction, high levels of anxiety, that things they do in their life are not at all worthwhile, and that not did feel at all happy yesterday.

HOPE AND FAIRNESS (NEWLY INTRODUCED MEASURES SINCE S13)

- In December, 4 in 5 (79%) GM respondents reported high levels of hopefulness about their future, which is higher than the GB average of 69% - continuing the same trend seen in previous waves.
- Over the same period, 15% feel they are treated unfairly by society – which has fallen since October (17%) and a positive feature of the latest data (in the sense that GM figures are now in line with GB average for the first time since this measure was introduced).
- Unsurprisingly, respondents with low levels of life satisfaction and low feelings that their life is worthwhile are more likely to feel low hopefulness and that society treats them unfairly.

GB benchmarking figures taken from the UK Measures of National Well-being - Office for National Statistics (ons.gov.uk). This figure was published 20 December 2024 and relates to fieldwork undertaken on behalf of ONS between 6 November to 1 December 2024.

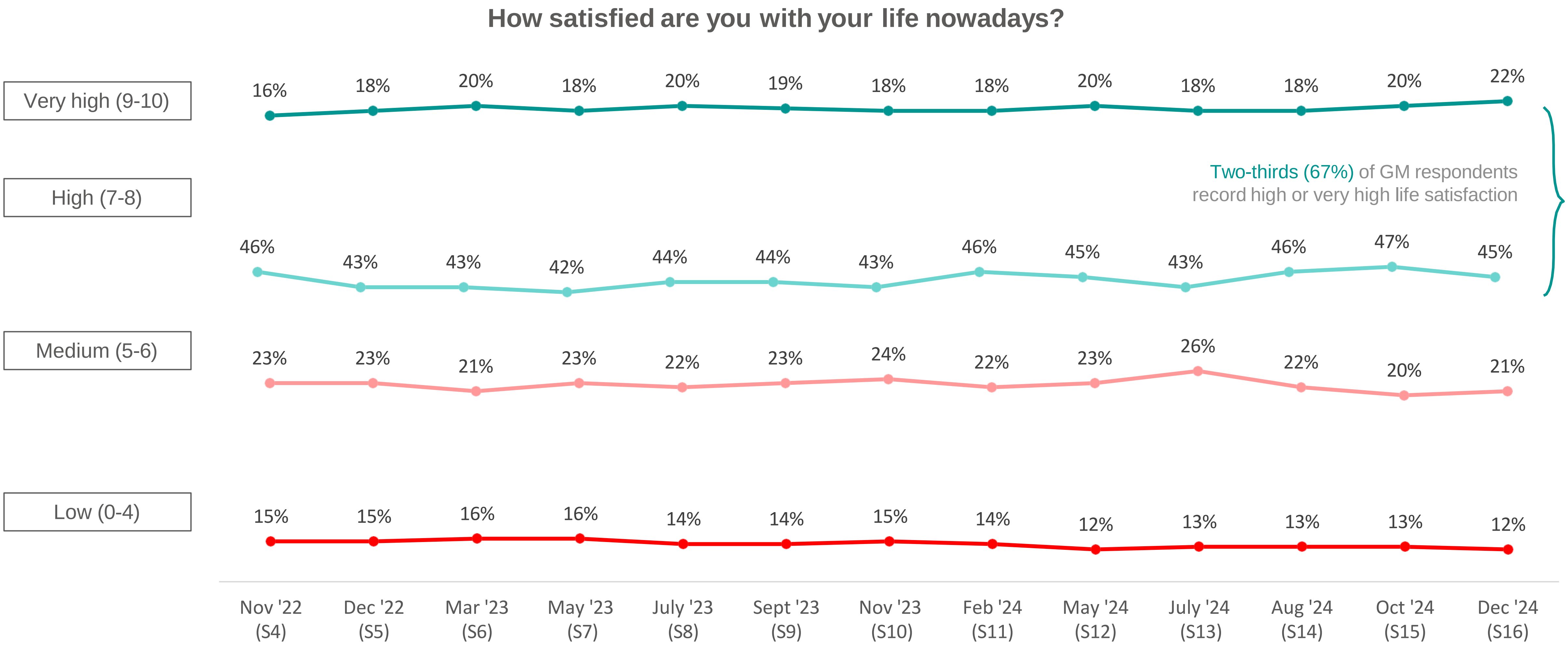
Health and wellbeing– key findings (2 of 2)

HEALTH CONFIDENCE (CONTINUED TRACKING)

- Greater Manchester recorded a health confidence score (HCS) of 72.1 this survey, which represents a continued ‘moderate’ level of health confidence among Greater Manchester respondents. This means that the score has remained relatively stable across all of 2024, never lower than 71.4 (Feb and August) and never higher than 72.1 (May and December).
    - This continuity in the overall HCS is reflected in the underlying tracking measures as follows (where there have been some small-level shifts, generally of a positive nature, but no significant change) – Appendix provides the detail
    - 92% say that they are involved in decisions about themselves (in line with October 2024)
    - Those agreeing that they can get the right help if they need it has increased to 77% compared to 75% in the previous wave
    - 85% agree that they can look after their health – reporting an increase of 1pp since October
    - 4 in 5 (79%) agree that they know enough about their health, just 1pp higher than October 2024
- Disabled respondents recorded a HCS of 64.3, which is the same score for disabled respondents in the previous wave, again representing a ‘moderate’ level of health confidence. Disabled respondents note an increase in agreement that they can get the right help if they need it (+1.5), but a decrease in the involvement of decisions about themselves (-2.0) since the previous wave.
- This wave we have explored health confidence among respondents from racially minoritised communities. This group reports a HCS of 70.7, which is lower than the average Greater Manchester score of 72.1. A similar picture emerges when looking back over the last three survey waves.

- *We have also looked at the HCS of racially minoritised communities across the previous three waves (August, October & December 2024), due to the increased robustness of the sample size. This HCS is reported at 70.4 out of 100. ‘Knowledge’ and ‘shared decision’ report the biggest gaps between racially minoritised respondents and the rest of Greater Manchester.

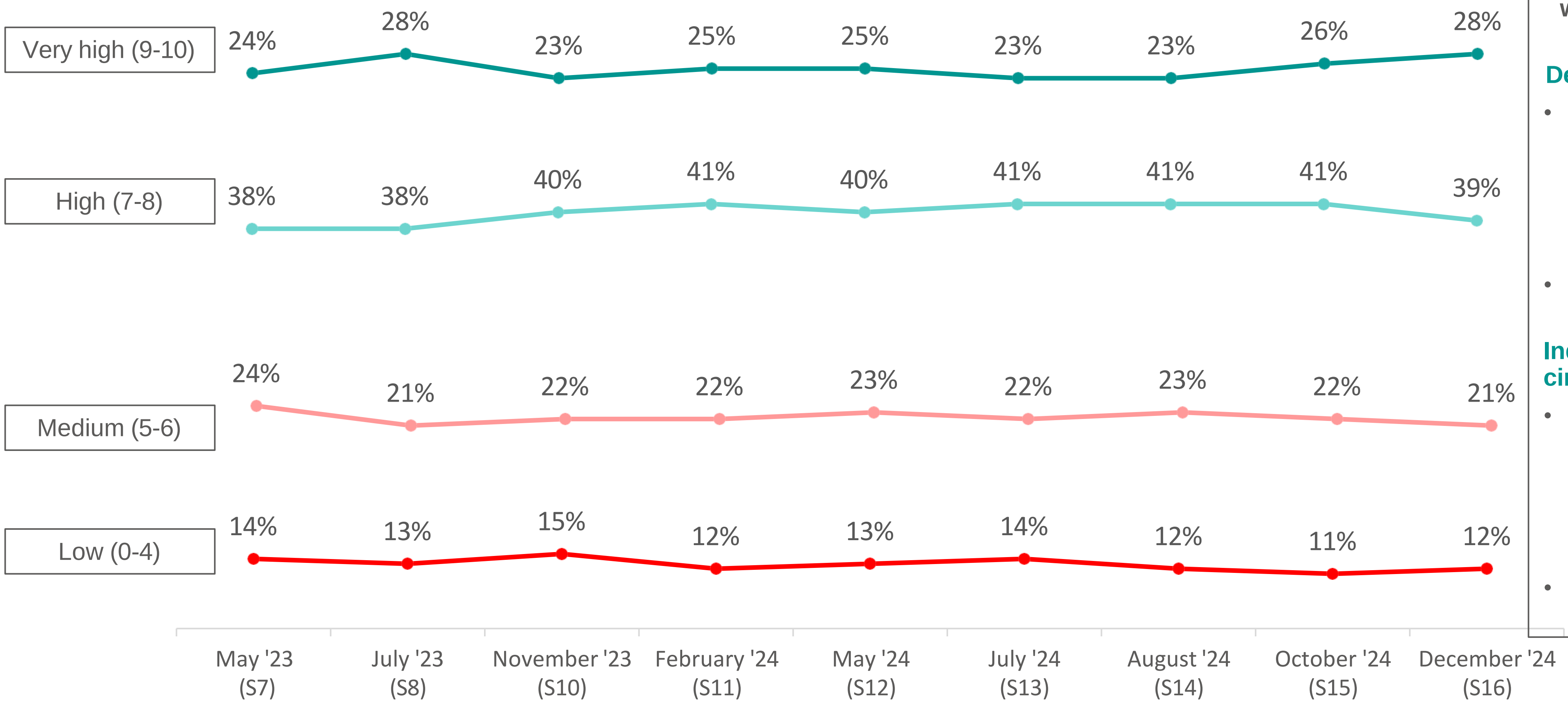
Life satisfaction remains high this wave among Greater Manchester residents, with respondents with very high satisfaction reaching an all-time high of 22% (up 2% from October 2024).



A1. Where 0 is "not at all" and 10 is "completely"…
Unweighted base: Greater Manchester Residents Survey 4: 1636; Survey 5: 1470; Survey 6: 1767, Survey 7: 1488, Survey 8: 1612, Survey 9: 1560, Survey 10: 1546, Survey 11: 1460, Survey 12: 1551, Survey 13: 1540, Survey 14: 1482, Survey 15: 1517; Survey 16: 1523

Respondents who say things they do in their life are very worthwhile (score 9-10) have continued to increase since the last two waves, now at a joint-high 28%. However, those with disabilities continue to be significantly less positive that the things they do in their life are worthwhile.

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



% who felt that the things they do in their life are not at all worthwhile compared to GM average (12%)*:

Demographics:

- Those who have a disability (22%), including mental ill health (31%), a sensory disability (25%), learning disability(24%) or mobility disability (23%)
- Those not heterosexual (19%)

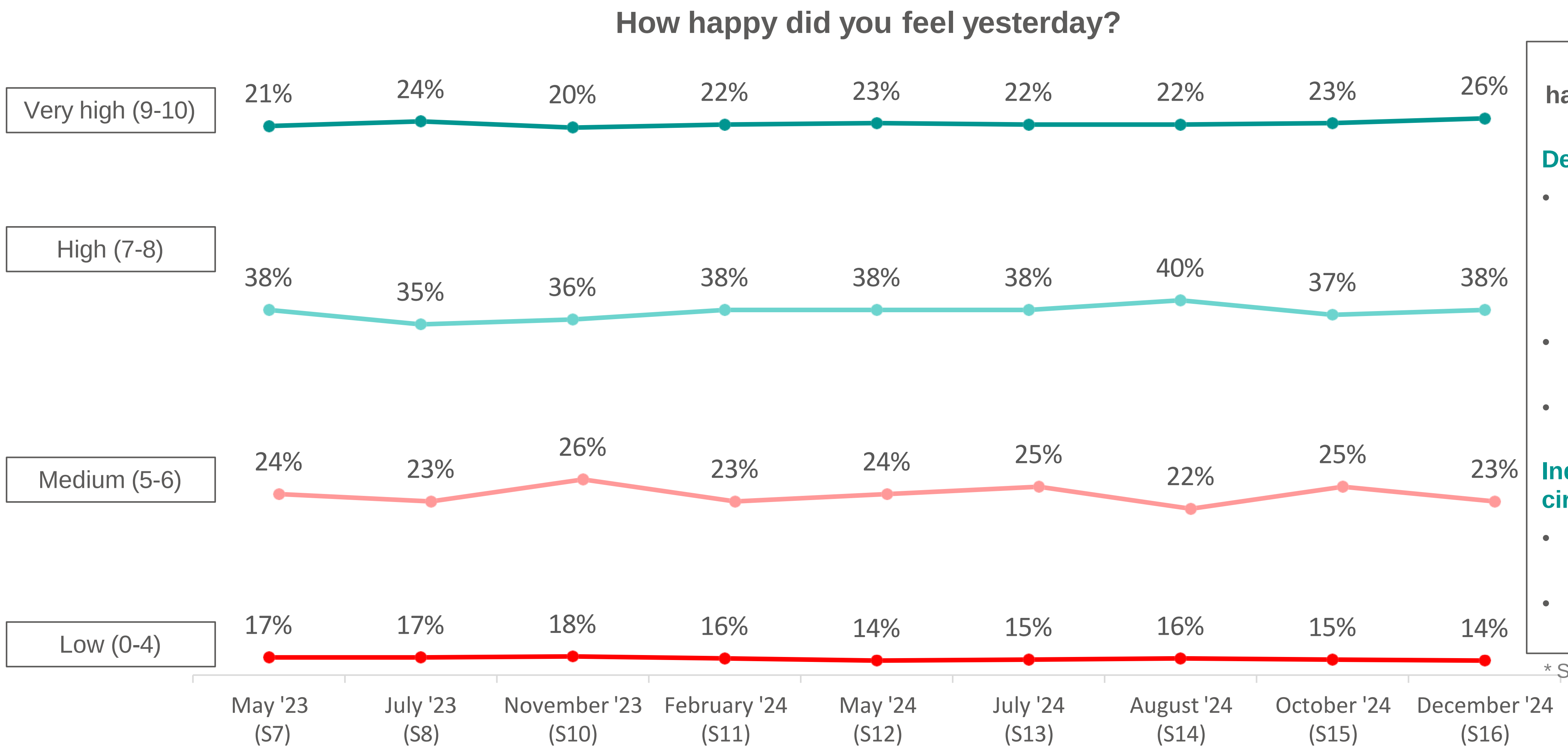
Individual and/or family circumstance:

- Those who have been out of work for 6 months or more (29%), out of work for more than 6 months (24%) and studying at school/college (25%)
- Those with a household income below £10.4k (23%)

* Subgroup analysis uses merged data from S14-16

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”? / Unweighted base: (All respondents) S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523. Thresholds are applied to responses to convert the 11-point scale into the categories shown. Unweighted base: S14-16 = 4522 (All respondents).

One-quarter (26%) of respondents say they feel a **very high level of happiness** – the highest recorded figure so far. However, similarly to thinking things in their life are worthwhile, those with a disability are significantly more likely to not feel at all happy yesterday (score 0-4).



% who did not feel at all happy yesterday, compared to the GM average (15%)*:

Demographics:

- Those who have a disability (27%), including those with mental ill health (39%), a mobility disability (29%) or sensory disability (26%)
- Those with a mixed ethnicity (25%)
- Those not heterosexual (20%)

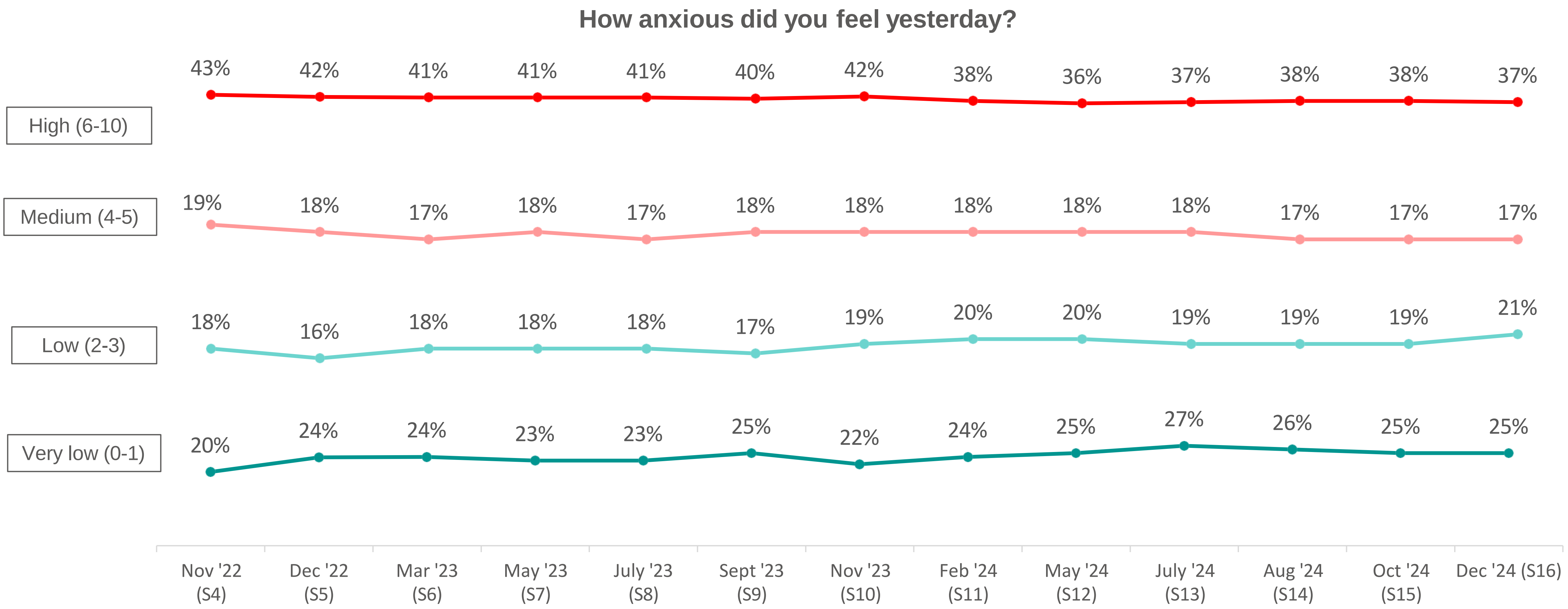
Individual and/or family circumstance:

- Those not in work due to ill health or disability (45%)
- Those out of work for 6 months or less (31%)

* Subgroup analysis uses merged data from S14-16

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"? S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523. Thresholds are applied to responses to convert the 11-point scale into the categories shown.
Unweighted base: Greater Manchester Residents Survey 14-16: 4522 (All respondents)

Despite positive life satisfaction, levels of high anxiety also remain high in comparison to medium, low, and very low anxiety.



A2. Where 0 is "not at all" and 10 is "completely"…
Unweighted base: Greater Manchester Residents Survey 4, 1636; Survey 5: 1470, Survey 6: 1767, Survey 7: 1488, Survey 8: 1612, Survey 9: 1560, Survey 10: 1546, Survey 11: 1460, Survey 12: 1551, Survey 13: 1540, Survey 14: 1482, Survey 15: 1517; Survey 16: 1523

When looking at sub-groups, respondents with a disability are more likely to have low levels of life satisfaction and high levels of anxiety.

% with higher levels of 'low' life satisfaction compared to GM average (13%)*:

Demographics:

- Those with a disability (25%), including those with mental ill health (35%), a mobility disability (27%), a sensory disability (27%), learning disability (21%) or other disability (21%)
- *Those with no religion (15%)*
- Those who are not heterosexual (17%), particularly those bisexual (18%)

Individual and/or family circumstance:

- Those who do not feel they can look after their own health (43%) or know enough about their own health (37%)
- Those not in work due to ill health or disability (41%), have been out of work for 6 months or less (37%), or have been out of work for more than 6 months (30%)
- Those dissatisfied with their local area (32%) or *would not recommend their local area (28%)*
- Those who have been treated unfairly by society (32%)
- Those who are dissatisfied with their job (31%), pay (22%) or work hours (22%)
- Those who feel lonely at least some of the time (28%)
- *Those with a household income below £10.4k (27%)*

% who felt 'highly anxious' compared to GM average (38%) is higher among*:

Demographics:

- Those with a disability (53%) including those with mental ill health (65%) or other disability (53%).
- Those who are not heterosexual (53%), particularly those bisexual (47%)
- Those aged 18-24 (48%) or *45-54 (47%)*

Individual and/or family circumstance:

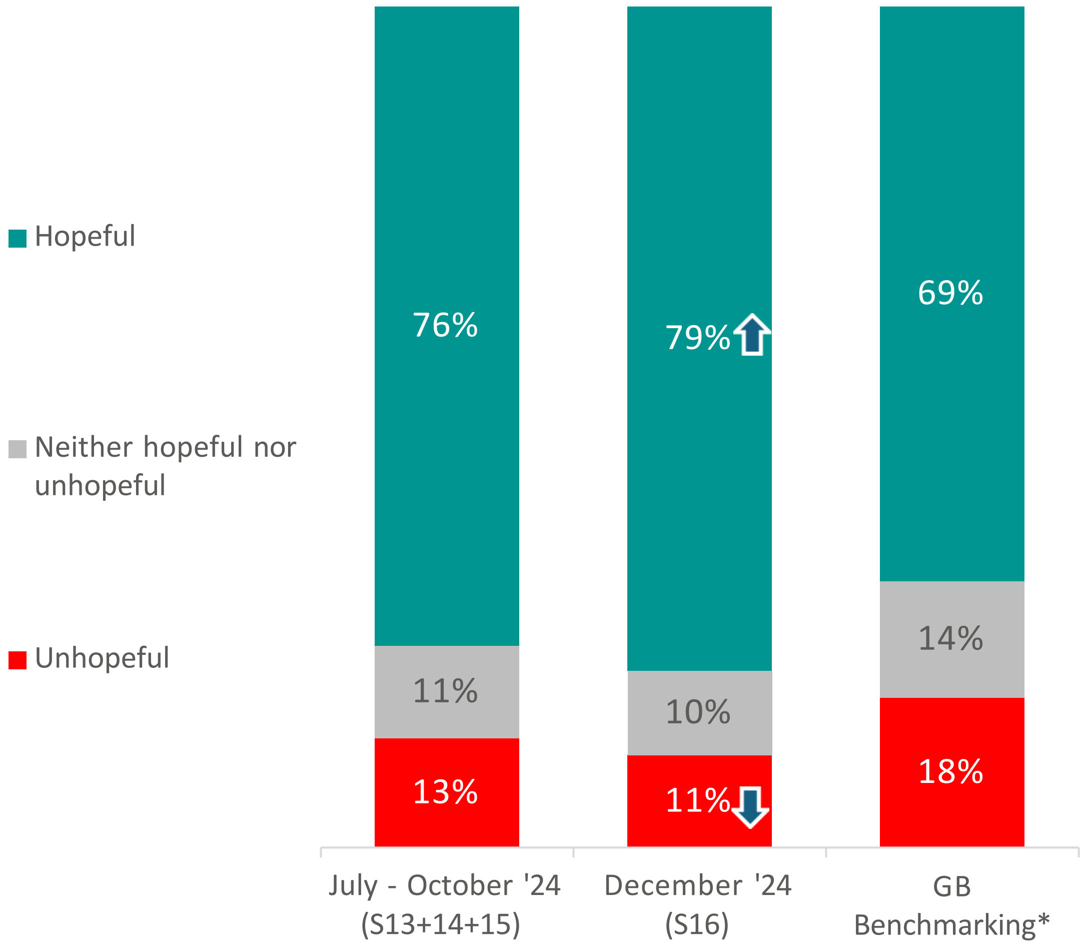
- Those who find it difficult to afford their energy bills (67%)
- *Those with a household income of £15.6k to £26k (63%)*
- *Those who do not have children in the house (63%)*
- Those who disagree that they know enough about their health (58%)
- Those who have borrowed money/used more credit in the past month (58%) and find themselves financially vulnerable (49%)
- *Those who have been out of work for more than 6 months (57%), those not in work due to ill health/disability (54%), and those out of work for 6 months or less (50%)*
- *Those who are likely to lose their job in the next 12 months (52%)*
- *Those who disagree that people look out for each other in their community (51%) and those dissatisfied with their local area (50%)*
- *Renters (50%)*

* Subgroup analysis uses merged data from S14, 15 and 16 combined. *Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave*

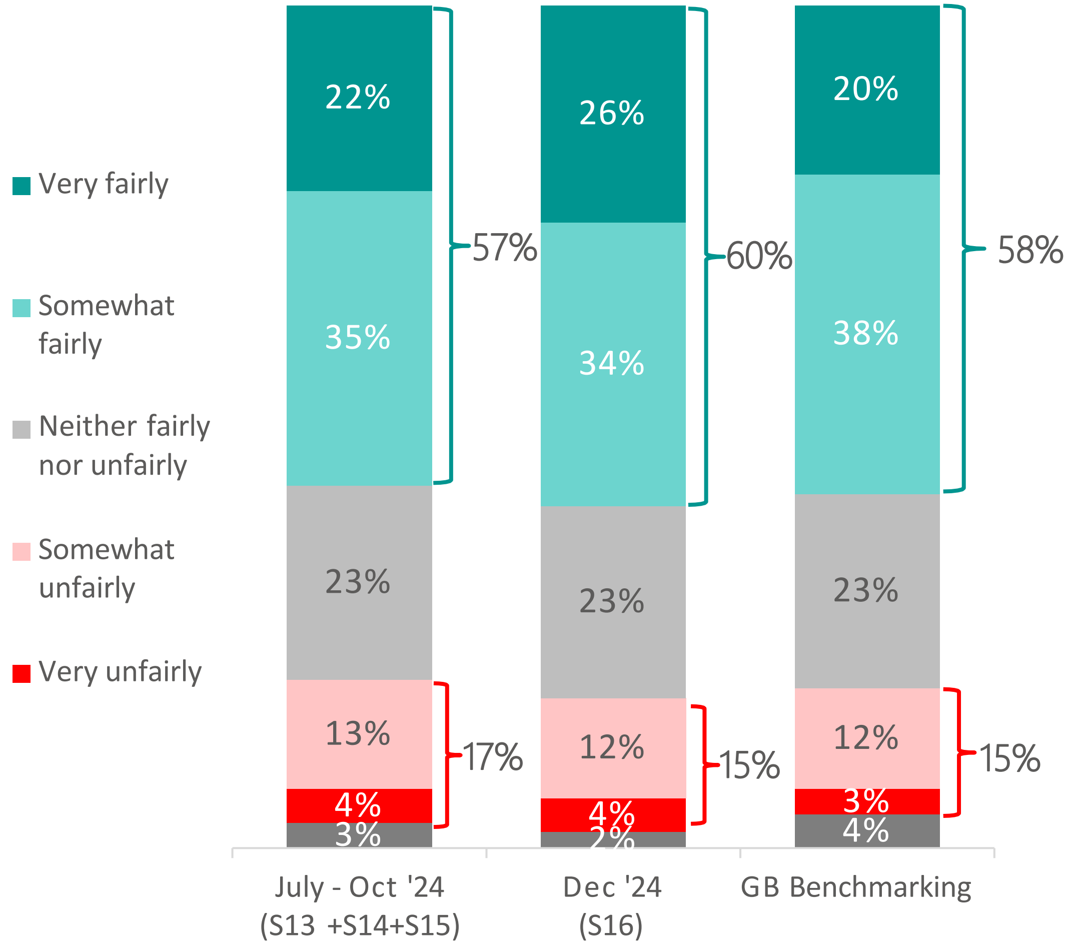
A1. Where 0 is "not at all" and 10 is "completely"… A2. Where 0 is "not at all" and 10 is "completely"… Unweighted base: Greater Manchester Residents Surveys 14-16, 4522

Hopefulness about the future continues to be higher in GM than GB (79% cf. 69%), though feeling like they are treated unfairly by society is equal across GM and GB respondents (both 15%).

How hopeful do you feel about your future?



How fairly or unfairly do you feel you are treated by society?



Significantly higher/lower than GB benchmark

A3. Overall, how hopeful do you feel about your future, where 0 is 'not at all hopeful' and 10 is 'completely hopeful'? A4. How fairly or unfairly do you feel you are treated by society?
Base: Survey 16, 1523. GB benchmarking taken from UK measures of wellbeing (fieldwork period 6 November – 1 December 2024)
*Figure is 66% in national figures, but this has been rebased for reporting purposes here

Respondents with low levels of life satisfaction and low feelings that things they do in their life are worthwhile are, perhaps unsurprisingly, significantly more likely to feel low hopefulness and that society treats them unfairly. Those who do not feel they can look after their own health also continue to be less positive about these two metrics.

% with higher levels of 'low' hopefulness compared to GM average (12%)*:

Demographics:

- Those with a disability (27%) including mental ill health (36%), or a sensory disability (30%), or a mobility disability (30%)
- *Those who are bisexual (20%)*
- *Those with no religion (15%)*

Individual and/or family circumstance:

- Those who do not feel they can look after their own health (52%) or know enough about their own health (36%)
- *Those not in work due to ill health or disability (40%)*
- Those who have been out of work for 6 months or more (32%), and those who have been out of work for less than 6 months (24%)
- Those who are not satisfied with their job (27%) or with their work hours (22%)
- Those who would not recommend their local area as a place to live (27%)
- *Those who rent from a local authority/council (25%)*
- *Those who are lonely at least some of the time (24%)*
- *Those with a physical or mental condition that has lasted longer than 12 months (22%)*
- *Those with a household income of less than £10.4k (22%)*

% who felt society treats them 'unfairly' compared to GM average (17%) * is higher among:

Demographics:

- Those with a disability (29%), including those with mental ill health (34%), learning disability (33%), mobility disability (31%) or a sensory disability (30%)
- *Gay men (29%)*
- *Gay women or lesbians (27%)*

Individual and/or family circumstance:

- *Those that think the things they do in their life are not worthwhile (37%)*
- *Those who find it difficult in affording rent (29%)*
- Those who do not feel they can look after their own health (53%) or know enough about their own health (44%)
- Those with very low levels of hopefulness (50%), low levels of life satisfaction (41%) and low levels of happiness (38%)
- Those dissatisfied with their local area (41%)
- Those not in work due to ill health or disability (35%)
- Those who work as sole traders (30%)
- Those who are not satisfied with their pay (30%), or with their job (25%).
- Those who are financially vulnerable (28%)
- Those who have been out of work for 6 months or more (25%)

* Subgroup analysis uses merged data from S14, S15 and S16 combined. *Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave*

A3. Overall, how hopeful do you feel about your future, where 0 is 'not at all hopeful' and 10 is 'completely hopeful'? A4. How fairly or unfairly do you feel you are treated by society?
Unweighted base: Greater Manchester Residents Surveys 14-16, 4510-4522

The overall Health Confidence Score (HCS) has remained consistent with October 2024, with just a 0.1 change. However, each metric within HCS has witnessed a small degree of change, with more respondents positive about access and self-management. Longer-term trends are shown in the Appendix

An overall health confidence score is calculated based on responses to four questions, each covering one of four dimensions – access, knowledge, self-management, shared decisions

Access	Knowledge	Self-management	Shared decision
67.6	67.6	72.1	80.9
+1 (since October)	-0.5 (since October)	+0.7 (since October)	-1 (since October)
'I can get the right help if I need it'	'I know enough about my health'	'I can look after my health'	'I am involved in decisions about me'

On a 0-100 scale, these thresholds are given the following interpretations:

High	80-100
Moderate	60-79
Low	40-59
Very low	0-39

Overall Greater Manchester health confidence score (out of 100)

72.1

This is

+0.1

points higher than in October 2024

Wave	HCS
7	70.5
8	71.8
9	71.5
10	70
11	71.4
12	72.1
13	71.6
14	71.4
15	72.0
16	72.1

S14. To what extent do you agree or disagree with the following statements?
Unweighted base: All respondents Survey 16, 1523 (All responses)

Among disabled respondents, the Health Confidence Score (HCS) remains 64.3 out of 100, as seen in October 2024. However, similarly to with GM residents, there have been fluctuations within each HCS metric.

An overall health confidence score is calculated based on responses to four questions, each covering one of four dimensions – access, knowledge, self-management, shared decisions

Access	Knowledge	Self-management	Shared decision
60.0	62.4	59.4	75.5
+1.5 (vs. GM)	+0.1 (vs. GM)	+0.4 (vs. GM)	-2.0 (vs. GM)
'I can get the right help if I need it'	'I know enough about my health'	'I can look after my health'	'I am involved in decisions about me'

On a 0-100 scale, these thresholds are given the following interpretations:

High	80-100
Moderate	60-79
Low	40-59
Very low	0-39

Disabled respondents' health confidence score (out of 100)

64.3

This is

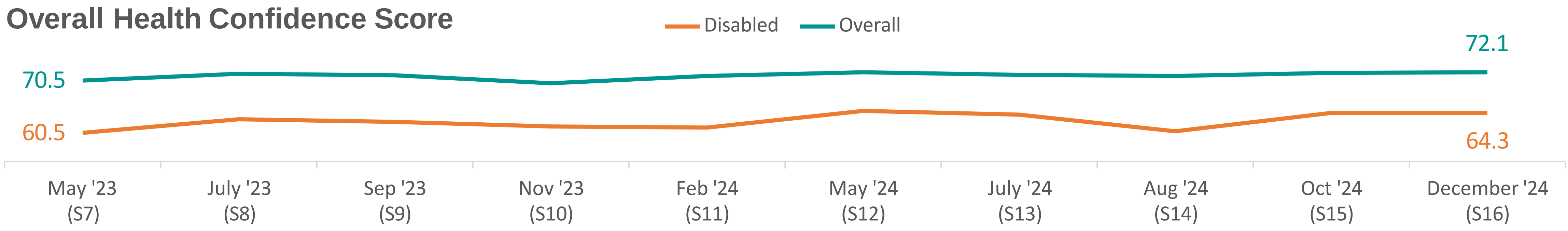
+/-0

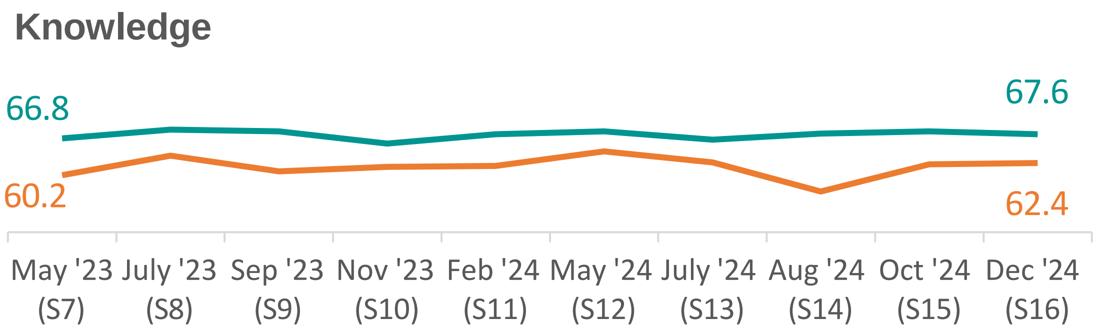
points lower than in the overall GM score

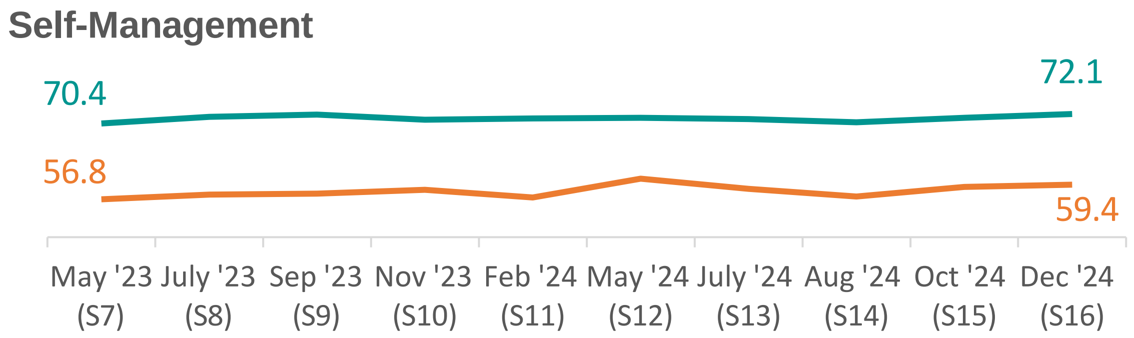
Wave	HCS
7	60.5
8	63.1
9	62.6
10	61.7
11	61.5
12	64.7
13	64.0
14	60.8
15	64.3
16	64.3

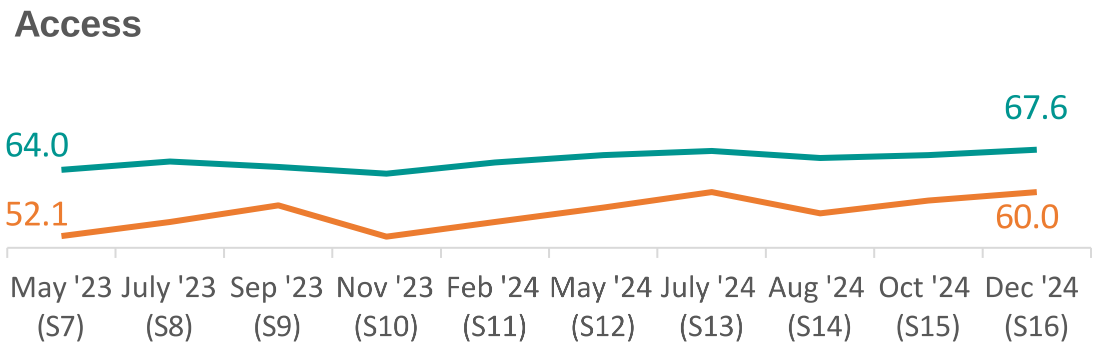
S14. To what extent do you agree or disagree with the following statements?
Unweighted base: All disabled respondents Survey 16, 435 (Valid responses)

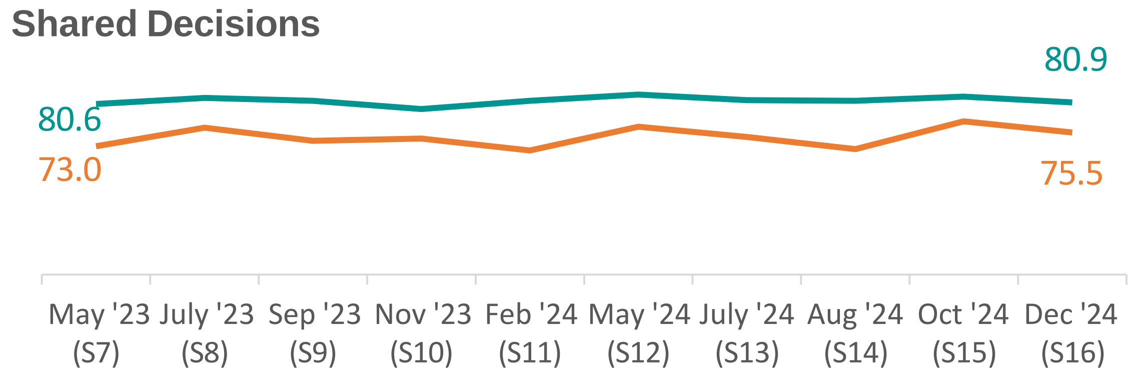
The **overall health confidence** score continues to remain lower for disabled respondents than for the general population, with gaps also remaining constant compared to October 2024.











S14. To what extent do you agree or disagree with the following statements?
Unweighted base: Survey 16, 1523 (All responses); 435 (Disabled respondents)

This wave we have also looked specifically at respondents from within racially minoritised communities. These residents have a lower-than-average level of health confidence compared to respondents as a whole – reported at 70.7 out of 100, lower than the overall GM score of 71.4. The Appendix includes equivalent analysis over the last three surveys

An overall health confidence score is calculated based on responses to four questions, each covering one of four dimensions – access, knowledge, self-management, shared decisions

Access
67.2
-0.4 (vs. GM)
'I can get the right help if I need it'

Knowledge
65.8
-1.8 (vs. GM)
'I know enough about my health'

Self-management
70.1
-2.0 (vs. GM)
'I can look after my health'

Shared decision
79.6
-1.3 (vs. GM)
'I am involved in decisions about me'

On a 0-100 scale, these thresholds are given the following interpretations:

High	80-100
Moderate	60-79
Low	40-59
Very low	0-39

Racially minoritised communities' health confidence score (out of 100)

70.7

This is
-1.4
points higher than in the overall GM score

S14. To what extent do you agree or disagree with the following statements?
Unweighted base: Racially minoritised communities S16, 244 (Valid responses)

Good Work

Good work – context

The GM Residents' Survey includes a number of questions designed to explore residents' experiences of their job and working environment, including the degree of influence and flexibility they have over their work, job satisfaction, and job security. Following a review of the current questions in October 2024, the Good Work section was revised to include additional questions exploring employment situation, job stress, and opportunities for personal development among other areas.

This section shows data from Survey 16 (December 2023), Survey 15 (October 2024) and Survey 11 (February 2024). The results highlight potential trends and indicators which individual localities will, in due course, be able to explore in greater detail.

850 respondents within the overall residents' survey sample are employed, over half (56%) of the total sample of 1,523. Most employed respondents in this survey are employed in permanent full-time positions (58%). 18% are permanent part-time positions. Of the remaining respondents, 9% are self-employed sole traders, and 7% are on a fixed term contract.

Good work – key findings (1 of 2)

JOB SATISFACTION

- Satisfaction with jobs, pay and working hours remain broadly consistent in Dec 2024 with Oct 2024: 66% are satisfied with their jobs (cf. 64%), 49% with their pay (cf. 50%), 69% with their working hours (cf. 69%).
    - This means that key findings reported from October fieldwork can be reiterated here: overall job satisfaction appears to have <u>decreased</u> since February 2024; satisfaction with pay is <u>higher</u>; while satisfaction with hours has remained broadly <u>similar</u>
    - On the topic of pay, two thirds (67%) say that their pay fairly reflects their work at least to some extent, which has remained stable since last wave. 12%, however, do say this is not the case at all
    - On the topic of hours, despite 69% reporting satisfaction with their hours, a very similar proportion (68%) say that their job sees them work beyond their contracted hours at least sometimes. This figure has significantly increased since the previous wave.

JOB SECURITY

- About 1 in 7 employed respondents (14%) have concerns around job security, saying they feel there is some likelihood they will lose their job over the next year. This figure is a significantly lower figure than February (19%), though things have remained stable since October.
    - Latest figures are significantly higher for those with a disability (23%), those from within racially minoritised communities (20%) and those with caring responsibilities (24%)

FLEXIBILITY

- Experiences relating to job flexibility have remained stable with October 2024. 1 in 3 (34%) say it is difficult to arrange an hour or two off during work hours for personal or family matters (the same as in October 2024). This does, however, compare favourably with figures from February 2024 (when 41% said this was difficult).
- A slightly lower proportion than in October 2024 say that it is difficult to ask to vary their working hours (42% in latest figures; 45% in October 2024). This is encouraging given than 49% indicated this was difficult in February 2024. Also encouragingly, there has been a reduction in proportions feeling they have a degree of influence over when they start or finish work.

Good work – key findings (2 of 2)

INFLUENCE

- People's ability to influence their work has largely remained in line with figures both from February 2024 and October 2024.
  - 14% say they do not have much influence over deciding what task to do next (cf. 16% in Oct 2024; 14% in Feb 2024); 12% say they do not have much influence on deciding how to do the task (cf. 13% in Oct 2024; 13% in Feb 2024); and 17% say they have little influence over the pace of their work (cf. 20% in Oct 2024; 18% in Feb 2024).

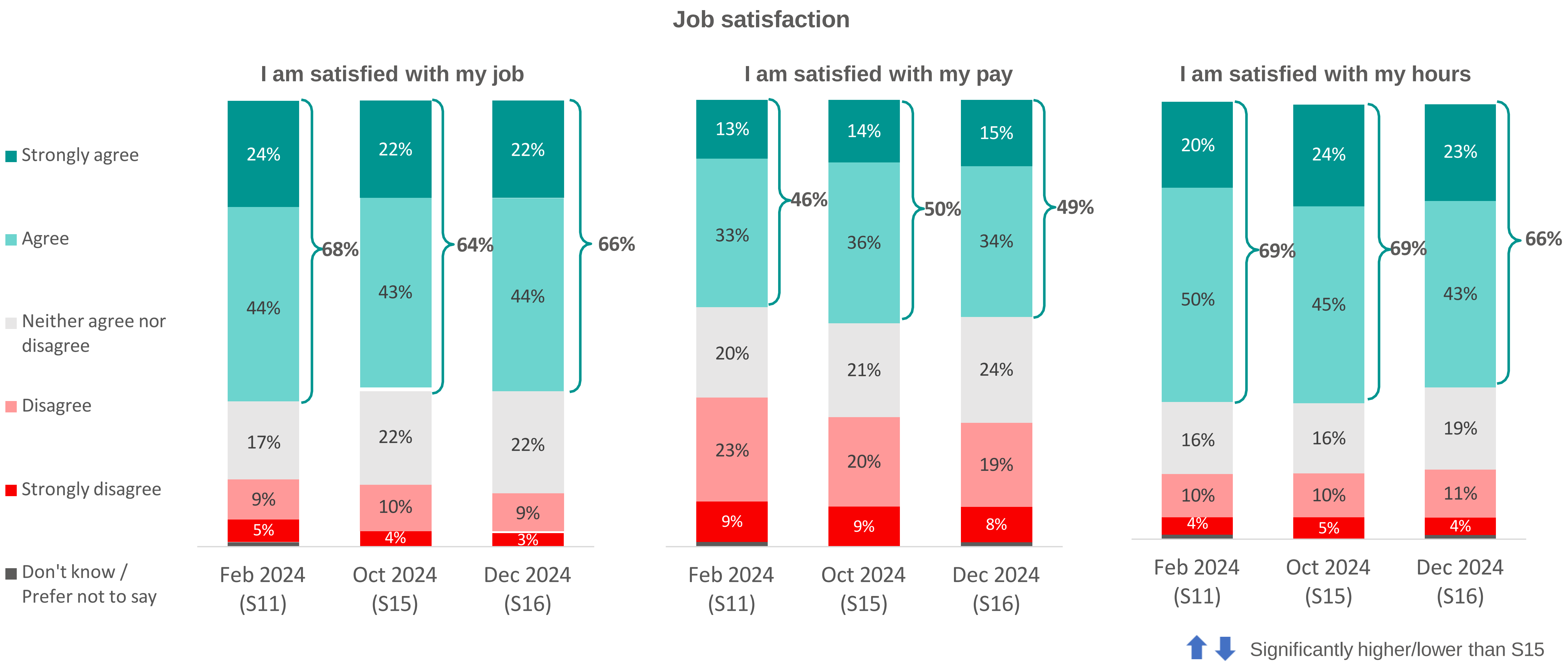
OVERTIME AND WELLBEING (questions first introduced in October)

- Results look different to October in terms of people working extra hours: the proportions of respondents saying they sometimes have to work beyond their contracted hours has increased significantly from 62% in Oct 2024 to 68% in Dec 2024. 9% say they never have to do this, but 11% say this is always the case.
- Three quarters (76%) say their job frequently involves high levels of stress or pressure at least sometimes (equal to October's figures, 76%). 13% say this is always the case (again, in line with October's figures, 13%).

PERSONAL DEVELOPMENT (questions first introduced in October)

- Three quarters (74%) of employed respondents say they have been given a professional development or training opportunity in the last 12 month (34% were given 1-2 opportunities, while 7% were given more than 6 opportunities). Conversely, one in five (22%) reported no professional development or training opportunities. These figures are all in line with October 2024 figures, where 73% had been given at least one opportunity and 22% received none.
- 4 in 5 (84%) say their job requires them to learn new things at least sometimes.
- Three quarters (74%) agree their job makes good use of their skills and abilities (similar to October 2024) – though a smaller proportion (9%) disagree in this survey wave compared to October 2024 (13%).

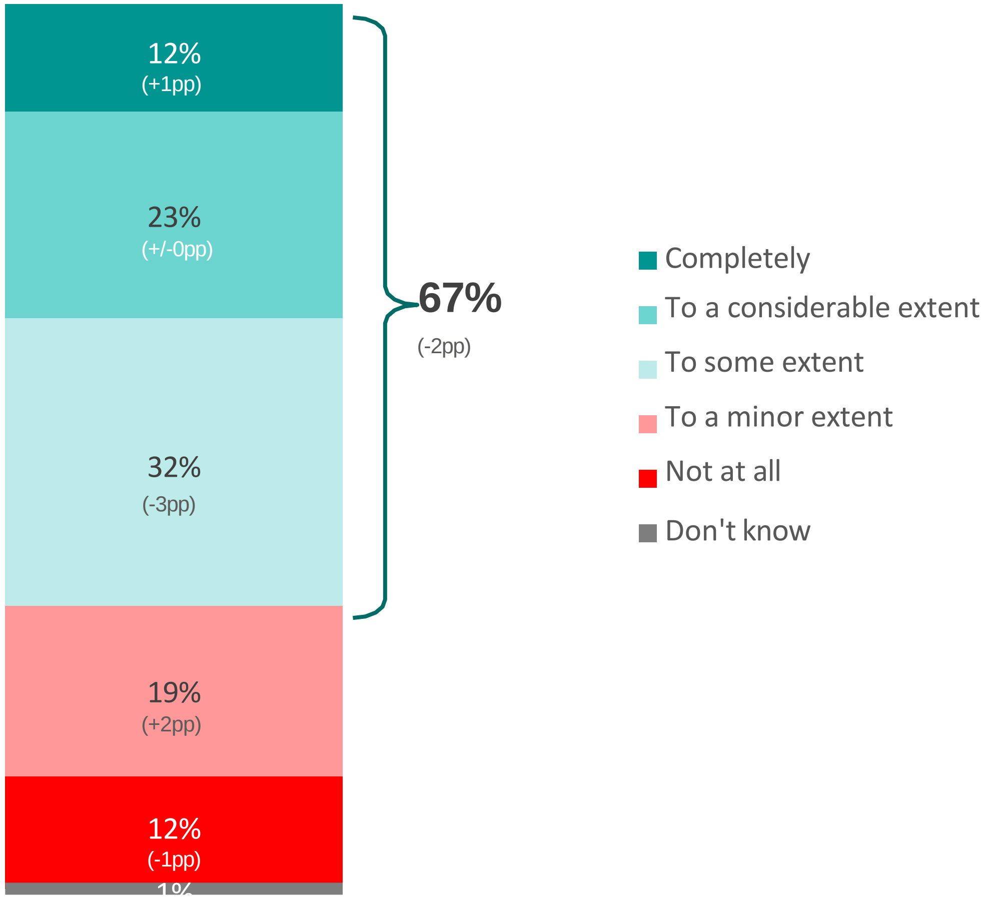
Satisfaction with jobs, pay and working hours remain broadly consistent in Dec 2024 with Oct 2024. Taken together with fieldwork in October, the latest figures suggest overall job satisfaction is a little lower than twelve months ago (Feb 2024), though satisfaction with pay is a little higher



GW8. How much do you agree or disagree with the following statements?
Base: All employed residents; 1004 (S11), 878 (S15), 896 (S16)

On the topic of pay, two thirds (67%) say that their pay fairly reflects their work at least to some extent, which has remained stable since last wave. 12% say this is not the case at all

To what extent do you believe that your pay fairly reflects the work that you do?



Respondents significantly more likely to believe that their pay reflects the work they do (to at least a considerable extent) in comparison to the 35% of the GM average:

Demographics:

- Those who are Black or Black British (50%)
- Those who are 65+ (48%)
- Those who are Christian (42%)
- Those who are male (41%)

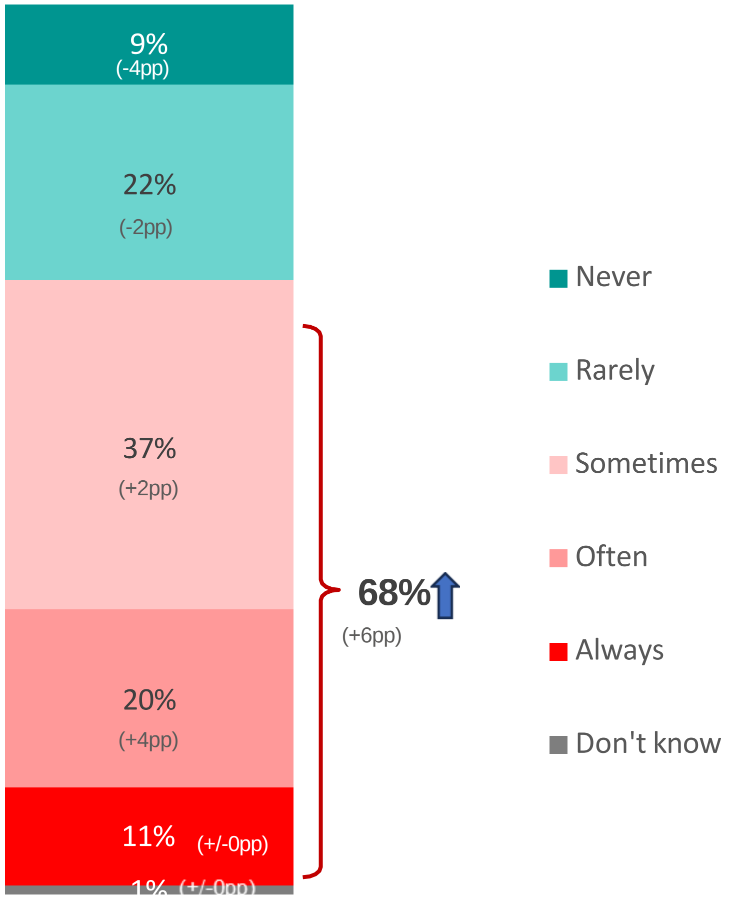
Individual and/or family circumstance:

- Those who have very high life satisfaction (59%)
- Those with a household income of £78,000 and above (57%)
- Those with high hopefulness (51%)
- Those with children in the house aged 16-17 (46%)
- Those who say they are treated fairly by society (44%)

GW2_6. To what extent do you believe that your pay fairly reflects the work that you do?
Base: Those who are employed S15 (751), S16 (774)

On the topic of hours, despite 69% reporting satisfaction with their hours, a very similar proportion (68%) say that their job sees them work beyond their contracted hours at least sometimes. This has significantly increased when compared with the previous wave.

How often do you work beyond your contracted hours?



Respondents most likely to at least sometimes work beyond their contracted hours compared to 68% of the GM average:

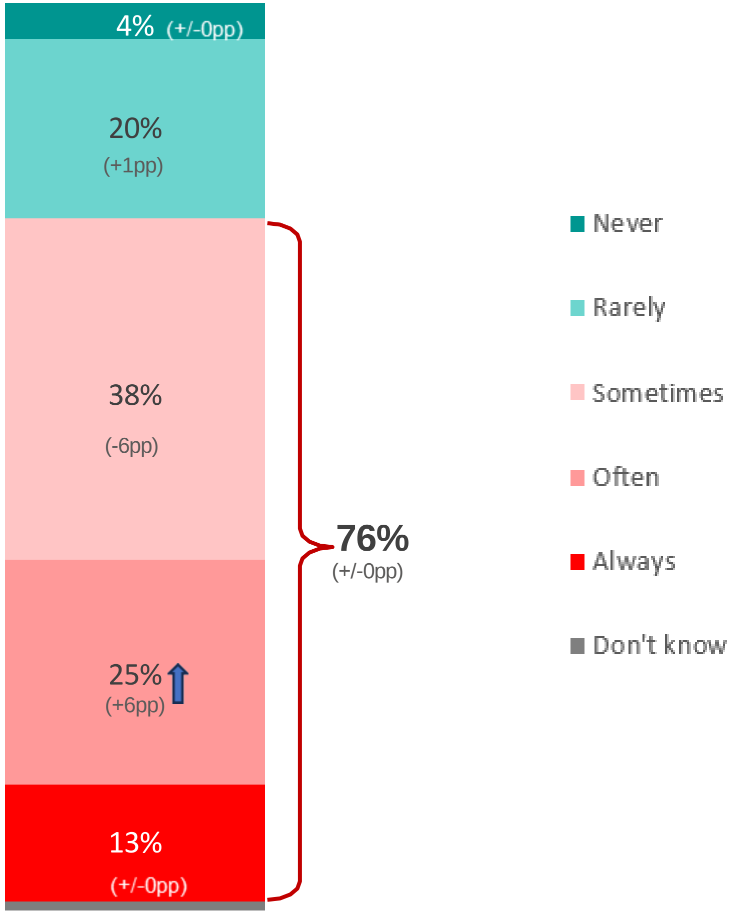
- Those who have a mobility disability (79%)
- Those who find it difficult to afford their mortgage (73%)
- Those who are lonely at least some of the time (69%)
- Those who are Christian (68%)

Significantly higher/lower than S15

GW2_3. How frequently does your job involve high levels of stress of pressure? Base: Those who are employed S15 (751), S16 (774). GW2_5. How often do you work beyond your contracted hours? Base: All online respondents who work S15(684), S16 (685)

Three quarters (76%) say that their job involves high levels of stress or pressure at least sometimes. This is consistent overall with the finding from October 2024 (when this question was first asked), though there has been a shift towards respondents saying this occurs “often” rather than “sometimes”

How frequently does your job involve high levels of stress or pressure?



Respondents most likely to have a job that frequently involves high levels of stress or pressure at least sometimes, compared to 76% of the GM average:

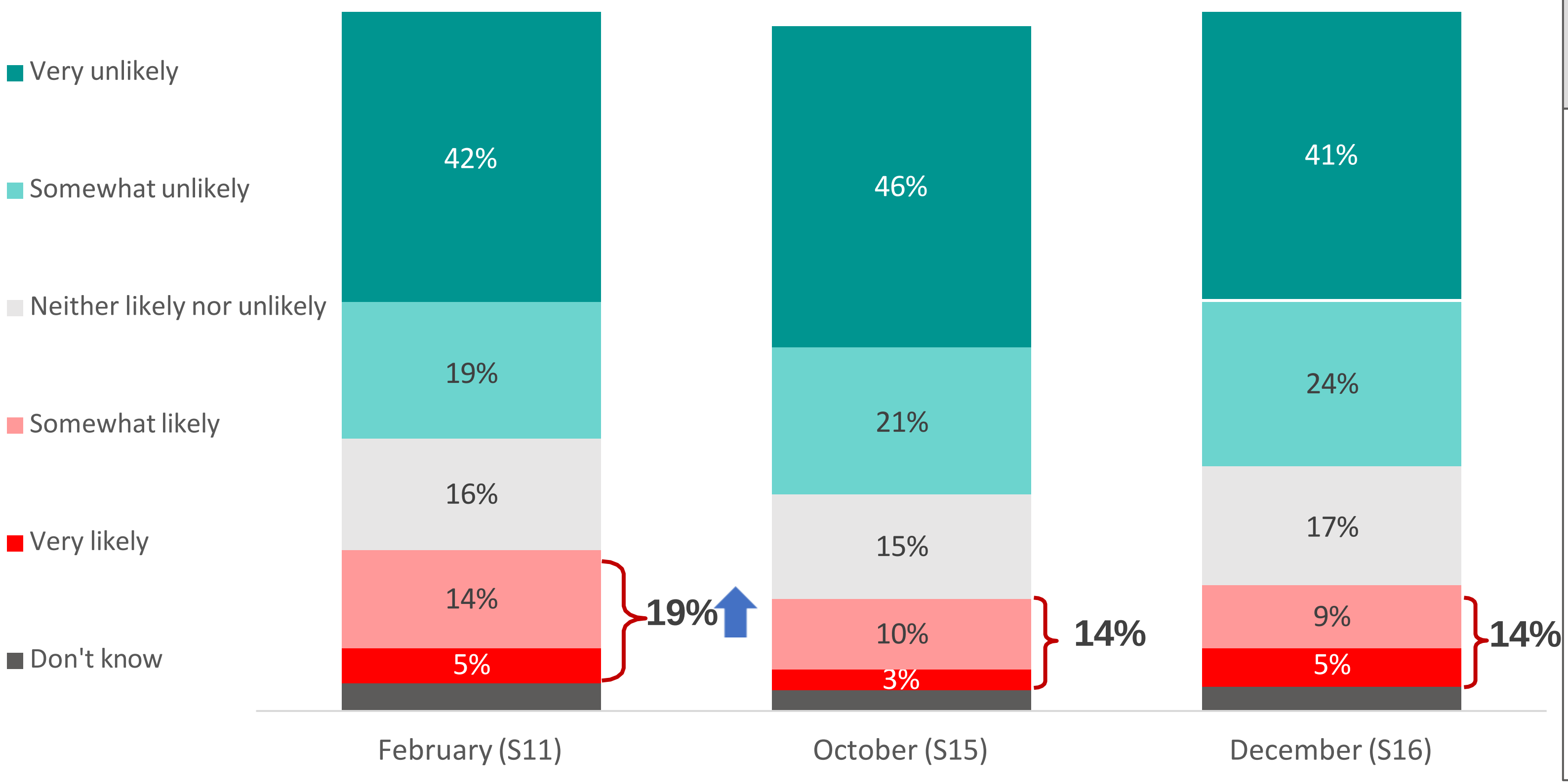
- Those who disagree about knowing enough about own health (88%)
- Those who have difficulty affording their rent (83%)
- Those with a household income of £36,400 to £51,999 per year (82%)
- Those with high levels of anxiety (81%)
- Those aged 16-64 (76%)

Significantly higher/lower than S15

GW2_3. How frequently does your job involve high levels of stress of pressure? Base: Those who are employed S15 (751), S16 (774).

On the topic of job security, 14% of respondents think that they are likely to lose their job in the next 12 months. Positively, this is a significantly lower figure than February (19%), though things have remained stable since October. This sense of insecurity is higher amongst those experiencing some aspect of financial difficulties, those who are self-employed and disabled respondents

How likely do you think you are to lose your job and become unemployed in the next 12 months?



Respondents likely to lose their job in the next 12 months in comparison to the GM average (14%):

Demographics:

- Those who identify at trans (48%)
- Those with a learning disability (43%)
- Those who are Pakistani (27%)
- Those aged 16-24 (25%)

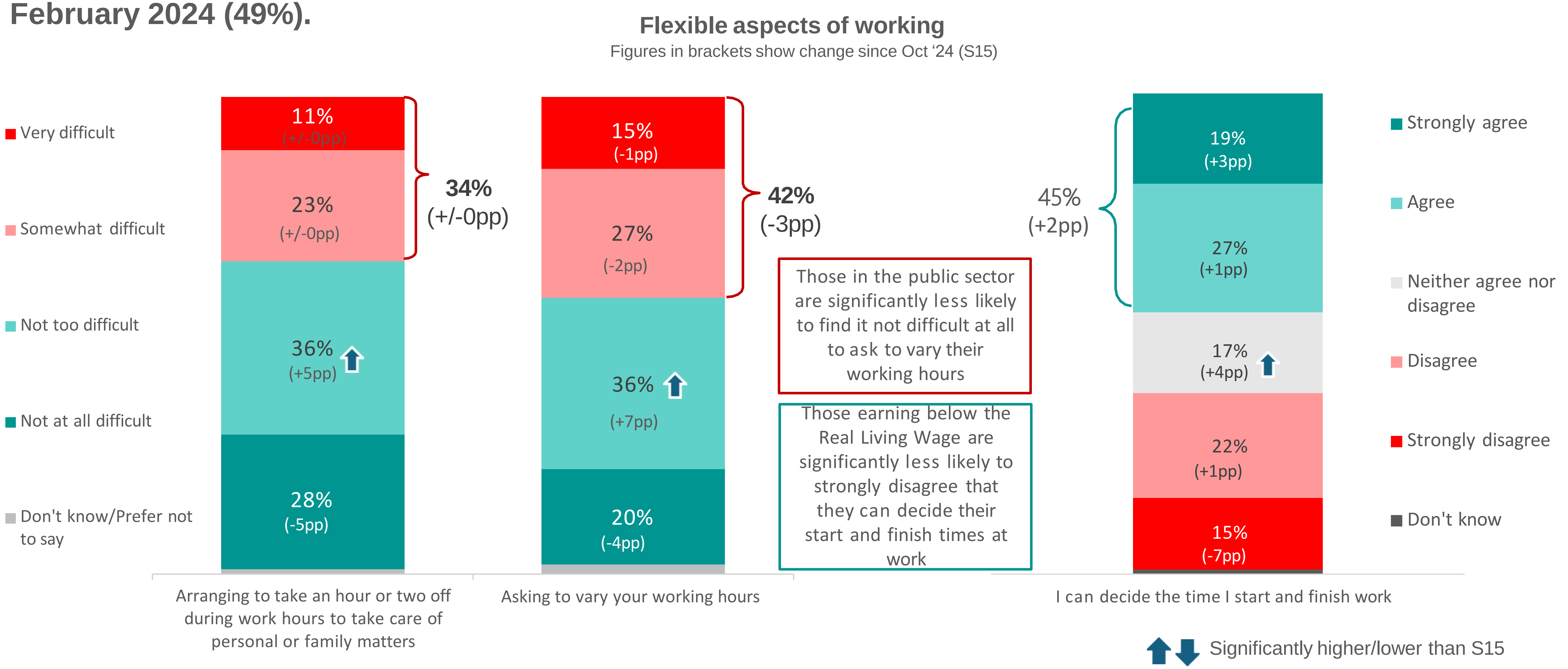
Individual and/or family circumstance:

- Those who have a condition that reduces their ability to do activities a lot (42%)
- Those with a household income up to £10,399 a year (32%)
- Those who are self-employed – sole trader (29%)
- Those with very low levels of hopefulness (28%)
- Those with low levels of happiness (21%)

Significantly higher/lower than S15

GW6ai. How likely do you think you are to lose your job and become unemployed in the next twelve months?
Base: S15 (839), S16 (850). All employed respondents who are in a paid job (not self-employed))

Experiences with job flexibility have remained relatively stable since October 2024, though when comparing to February 2024, there is a significant improvement. 1 in 3 (34%) say it is difficult to arrange an hour or two off during work hours for personal or family matters, compared to 41% in February. 42% say that it is difficult to ask to vary their working hours, which is an encouraging improvement compared February 2024 (49%).



GW3. How difficult would you say the following aspects of work are? Arranging to take an hour or two off during work hours to take care of personal or family matters | Asking to vary your working hours Base: S15 (878), S16 (896) (All online respondents who are working). GW8. How much do you agree or disagree with the following statements? Base: S15 (878), S16 (896) (Rapid response panel respondents who are working)

Those reporting difficulty with job flexibility at a significantly higher rate include people in racially minoritised groups and those with a disability

% who are significantly more likely to find it difficult to take an hour or two off during work hours compared to the merged S15-16 GM average (34%):	% who are significantly more likely to find it difficult to ask to vary their working hours compared to the merged S15-16 GM average (42%):
Demographics: • Those who are shown discrimination almost all/ a lot of the time due to their sexual orientation (59%) • Those who are shown discrimination almost all/ a lot of the time due to their ethnic background (54%) • Those who have a learning disability (51%) • Those who are Pakistani (50%) • Those who identified as trans (48%) • Those aged 16-24 (41%) • Those who are Muslim (44%) • Those whose first language is not English (43%) **Individual or family circumstance:** • Those who are dissatisfied with their job (54%) • Those who are dissatisfied with their work hours (52%) • Those who have high levels of stress/ pressure often or always at work (51%) • Those who have very low hopefulness (50%) • Those who earn up to £10,399 per year (49%) • Those whose pay does not fairly reflect their work (48%) • Those likely to lose their job over the next 12 months (47%) • Those who have high levels of anxiety (44%)	**Demographics:** • Those who have a learning disability (57%) • Those from minority ethnic groups (49%) • Those who are 25-34 (49%) **Individual or family circumstance:** • Those who are dissatisfied with their job (64%) • Those with very low hopefulness (60%) • Those with 4+ people in their household (56%) • Those who feel low about their life being worthwhile (55%) • Those who say they are treated unfairly in society (54%) • Those likely to lose their job over the next 12 months (52%) • Those who have high levels of anxiety (51%) • Those who earn £36,400 to £51,999 per year (49%) • Those in permanent – full time employment (47%) • Those who have children in their house (46%)

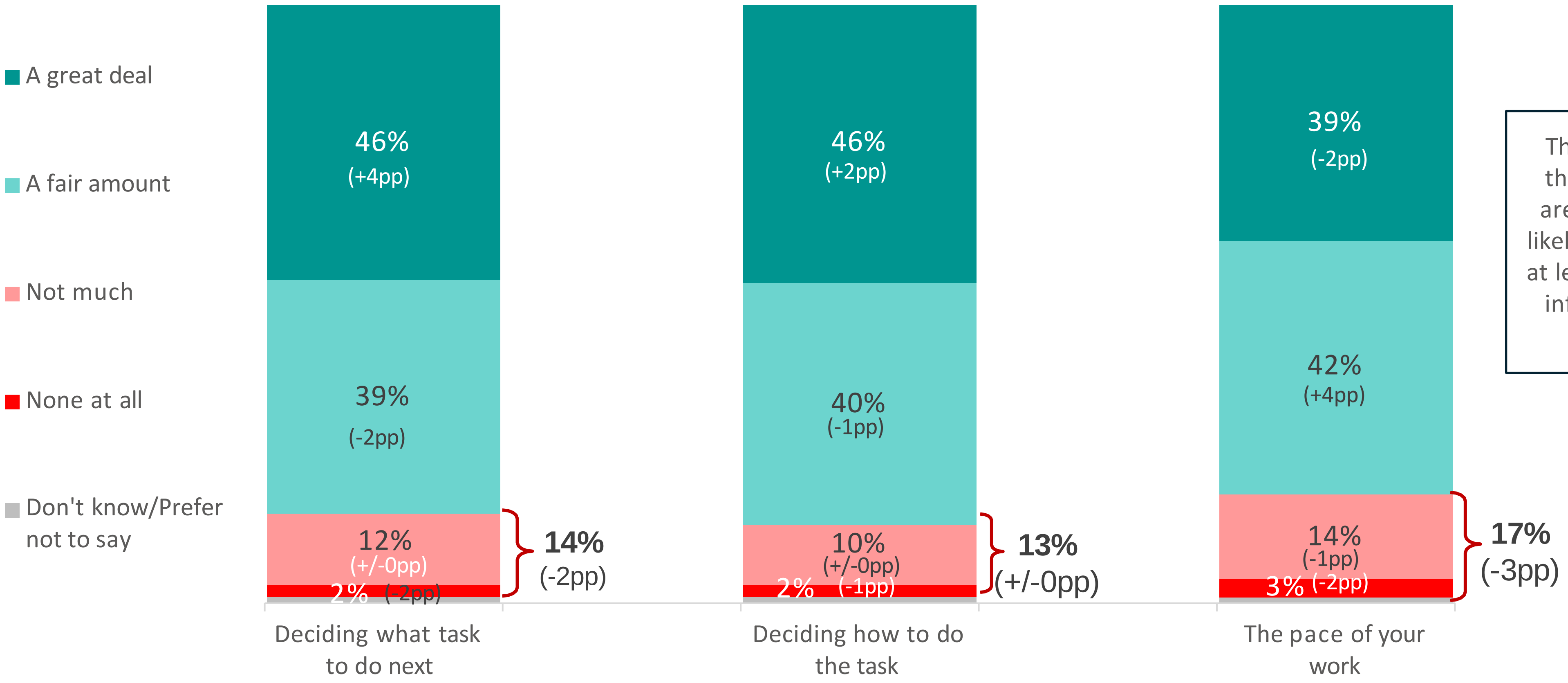
Subgroup analysis uses merged data from S15 and S16

GW3. How difficult would you say the following aspects of work are? Arranging to take an hour or two off during work hours to take care of personal or family matters | Asking to vary your working hours. Base: 1774, S15 (878), S16 (896)

There has been no significant change since October 2024 – nor since February - in the proportion of employed respondents being unable to influence the pace of their work (17%) or choose the task they do next (14%). They are equally as likely to say that they do not have any influence on how to do the task (13%).

How much influence do you have on…?

Figures in brackets show change since Oct '24 (S15)



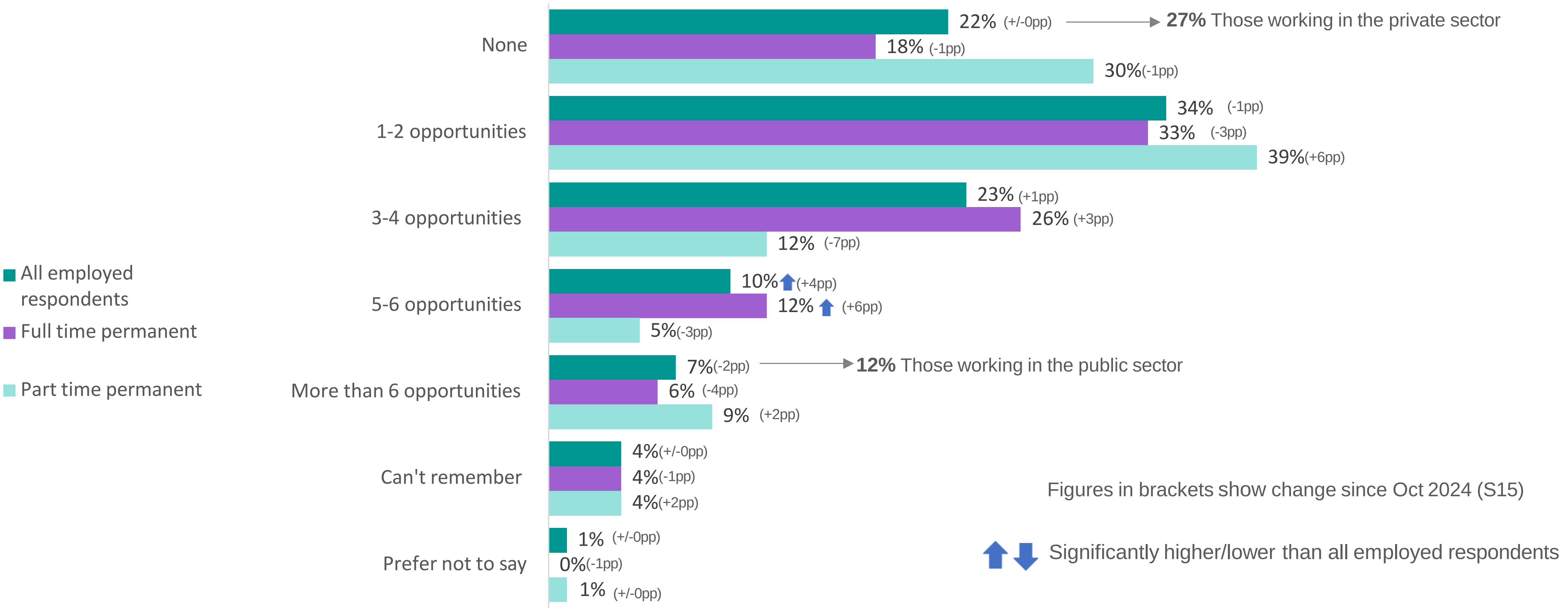
Those earning above the Real Living Wage are significantly more likely to agree they have at least a fair amount of influence on each of these tasks

⬆⬇ Significantly higher/lower than S15

GW1. How much influence do you personally have on…?
Base: S15 (878), S16 (896) (All online respondents who are working)

In terms of development and training opportunities, a fifth (22%) say they have not had any opportunities made available to them. A third (34%) say they have had at least 1-2 opportunities over the last year, which remains stable for all employed respondents compared to October 2024

How many professional development or training opportunities have been available to you in the past 12 months?

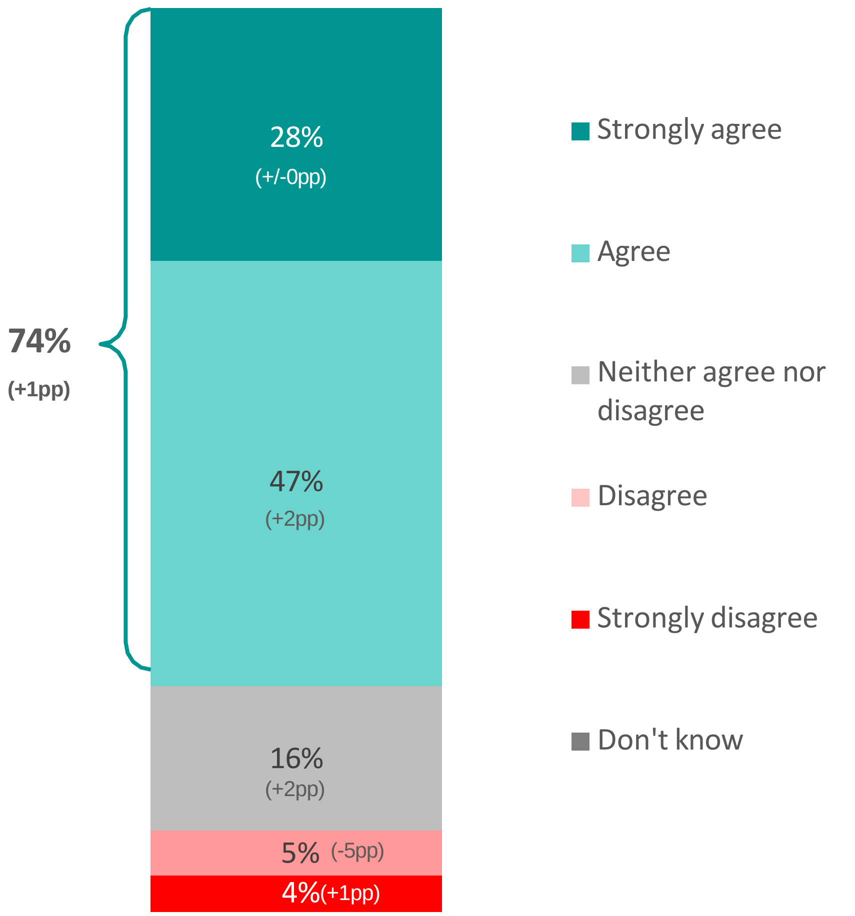


GW2_7.How many professional development or training opportunities have been available to you in the past 12 months? Base: All online respondents who are employed S15 (751), S16 (774). All in full time permanent employment S15 (549), S16 (552). All in part time permanent employment S15 (166), S16 (181).

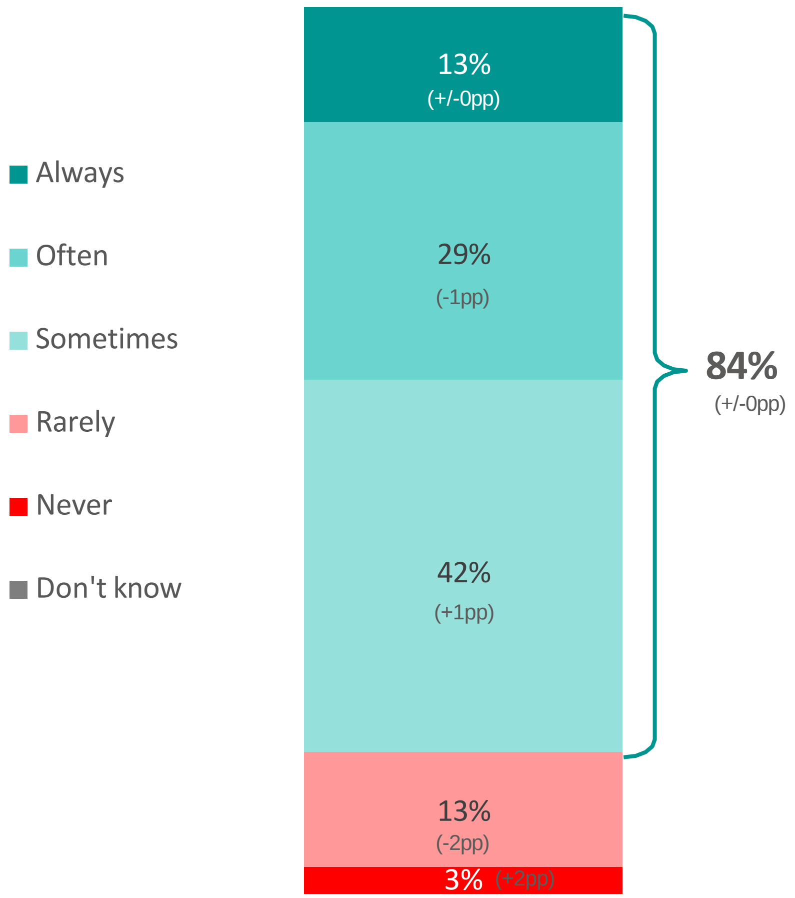
74% agree that their job makes good use of their skills and abilities, with a smaller proportion disagreeing this wave compared to October 2024 (9% cf. 13%). 84% say they are required to learn new things for their job at least sometimes. Both these figures have remained stable since the previous wave

Figures in brackets show change since Oct ‘24 (S15)

To what extent do you agree or disagree that your job makes good use of your skills and abilities?



How often does your job require you to learn new things?



GW2_2. To what extent do you agree or disagree with the following statement: My job makes good use of my skills and abilities. Base: All online respondents who are employed S15 (751), S16 (774). GW2_1. How often does your job require you to learn new things? Base: All online respondents who are employed S15 (751), S16 (774).

Your Local Area

Your local area – context

The survey continues to explore residents' experiences of their local area, along with their sense of community, local pride and belonging. The questions have been included to inform local monitoring and evaluation of programmes aiming to increase pride in place and life chances (including those funded through local growth funds such as the UK Shared Prosperity Fund).

As questions on local area have been asked across multiple surveys, 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 13, 14 and 15.

Benchmarks, where included, reflect most recent published national data from two sources:

1. The DCMS' Community Life Survey (covering October 2023 – March 2024) – this source references benchmarking figures for England only.
2. UK Measures of National Well-being (covering 6 November 2024 – 1 December 2024) – this source references benchmarking figures for Great Britain.

England benchmarking figures taken from the DCMS Community Life Survey. This report was published on 4 December 2024 and relates to fieldwork between October 2023 and March 2024. GB benchmarking figures taken from the UK Measures of National Well-being - Office for National Statistics (ons.gov.uk). This figure was published 20 December 2024 and relates to fieldwork undertaken on behalf of ONS between 6 November to 1 December 2024.

Your local area – key findings (1 of 2)

OVERALL SATISFACTION WITH LOCAL AREA

- Overall satisfaction with respondents’ local areas as a place to live has significantly increased to three-quarters (76%) since October 2024. Satisfaction in Greater Manchester is now higher than the England benchmark of 74% (noting that this most recent national benchmark is 2pp lower than the prior figure reported by DCMS).
- Respondents who recommend their local area as a place to live has also remained in line with previous surveys, at 4 in 5 (80%) compared to 78% last wave. This figures rises even higher among younger age groups, aged 16-24 (27%) and those with a disability (28%).

SATISFACTION WITH TRANSPORT & TRAVEL OPTIONS

- Respondents continue to be the most satisfied with the general availability of public transport in their local area, with this at two-thirds (67%) of respondents. Satisfaction is then next highest for bus services, with 3 in 5 (59%) respondents reporting satisfaction, followed by train and tram services at both just under one-half (46%).
- Satisfaction with cycle lanes has sat at around one-third of respondents (33% in December 2024) for the majority of the year.
- Respondents who are satisfied with the conditions of roads in their local area has been steadily increasing over the past several waves – from 30% in July to 32% in August to 35% in October, now reporting at 37% in December.
- Throughout 2024, satisfaction with the condition of paved areas has remained fairly constant at under 50% (47% in December 2024), besides a dip in this metric in July 2024 (S13).

- *Satisfaction with other aspects – including the local cultural offer, and the quality of parks/green spaces – are covered in the Appendix*

Your local area – key findings (2 of 2)

NEIGHBOURHOOD AND COMMUNITY

- This wave has recorded increases in positivity towards community cohesion and broader social relations. Over 4 in 5 (82%) agree people from different backgrounds get on well together in their local area (cf. 80% in October), 3 in 4 (76%) agree that people look out for each other (cf. 72% in October – a significant increase) and that they are proud of their local area (75% in December, cf. 69% in October – a significant increase).
- Significantly more respondents agree that if they wanted company or to socialise they would have someone to call on, now at 4 in 5 (80%) compared to 77% in October 2024. 84% of GM respondents also agree that there are people who would be there for them if they needed (cf. 81% in October). For both statements, more respondents answered that they are 'very likely' compared to the previous wave.
  - However, in comparison to the England benchmark (92%), GM respondents are still significantly less likely to agree that they would have someone to call on and that people would be there for them if needed.
- Absence of support networks can be both a contributor to, and a reflection of, personal feelings of loneliness. 8% of GM respondents reported feeling lonely 'often' or 'always', while approaching three in ten (28%) reported feeling lonely 'at least some of the time'. This is, however, 3pp less than October 2024, and presently in line with the Great Britain benchmark (26%).
  - Disabled and younger respondents are significantly more likely to say they feel lonely at least some of the time.

INVOLVEMENT IN GROUPS, CLUBS OR ORGANISATIONS

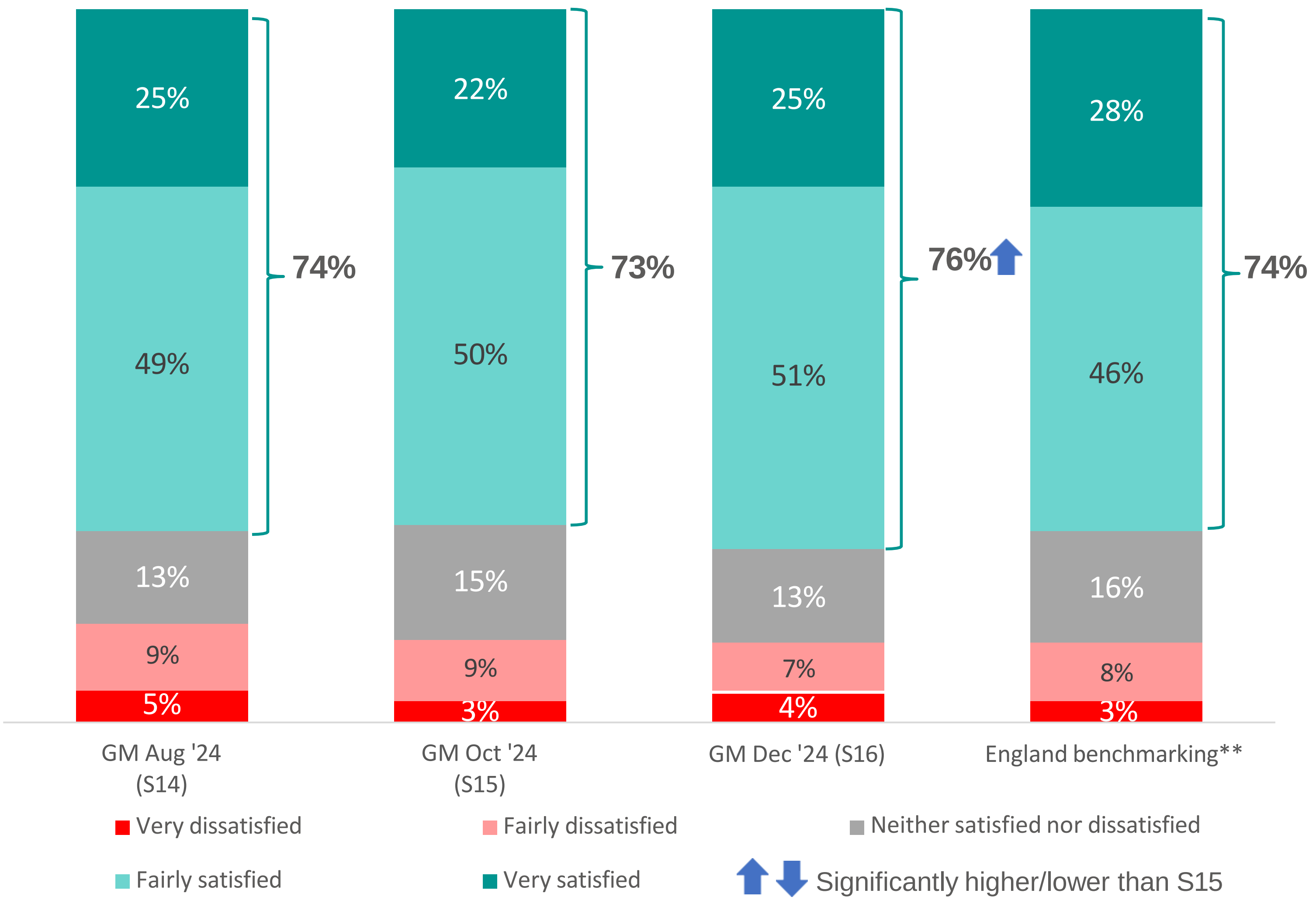
- Respondent involvement in a group, club, or organisation in the last 12 months is analysed using the past three waves' data (S14-S16). Over half (55%) of this sample size report being involved in any kind of group, club or organisation.
- The most popular type of group, club or organisation to have been involved in is sport / exercise (which includes taking part, coaching, or going to watch), with one-quarter (25%) having been involved in this in some way.
- After sport / exercise, hobbies (15%) and religion (15%) are the next most popular type of group, club or organisation. Excluding sport, half (49%) are involved in any type of group, club or organisation.

VOLUNTEERING

- One-third (33%) of respondents report that they have volunteered in the last year, which remains mostly consistent with previous waves.
- Certain ethnic groups from racially minoritised communities are more likely to have volunteered, such as Black or Black British or African respondents.
- Those that are less likely to have volunteered include those living with a friend or family, or respondents with a sensory disability.

Satisfaction with their local area as a place to live has significantly increased to over three-quarters (76%) since last wave, with one-quarter (25%) saying they are very satisfied. Overall, GM respondents appear temporarily more satisfied when compared to the England benchmark

Level of satisfaction with local area



% with 'low' satisfaction of local area compared to Surveys 14-16 GM average (12%)*

Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave

Demographics:

- Those with a disability (21%) including those with a sensory disability (29%), mental ill health (24%), or mobility disability (21%)
- *Those who are a gay woman or lesbian (22%)*

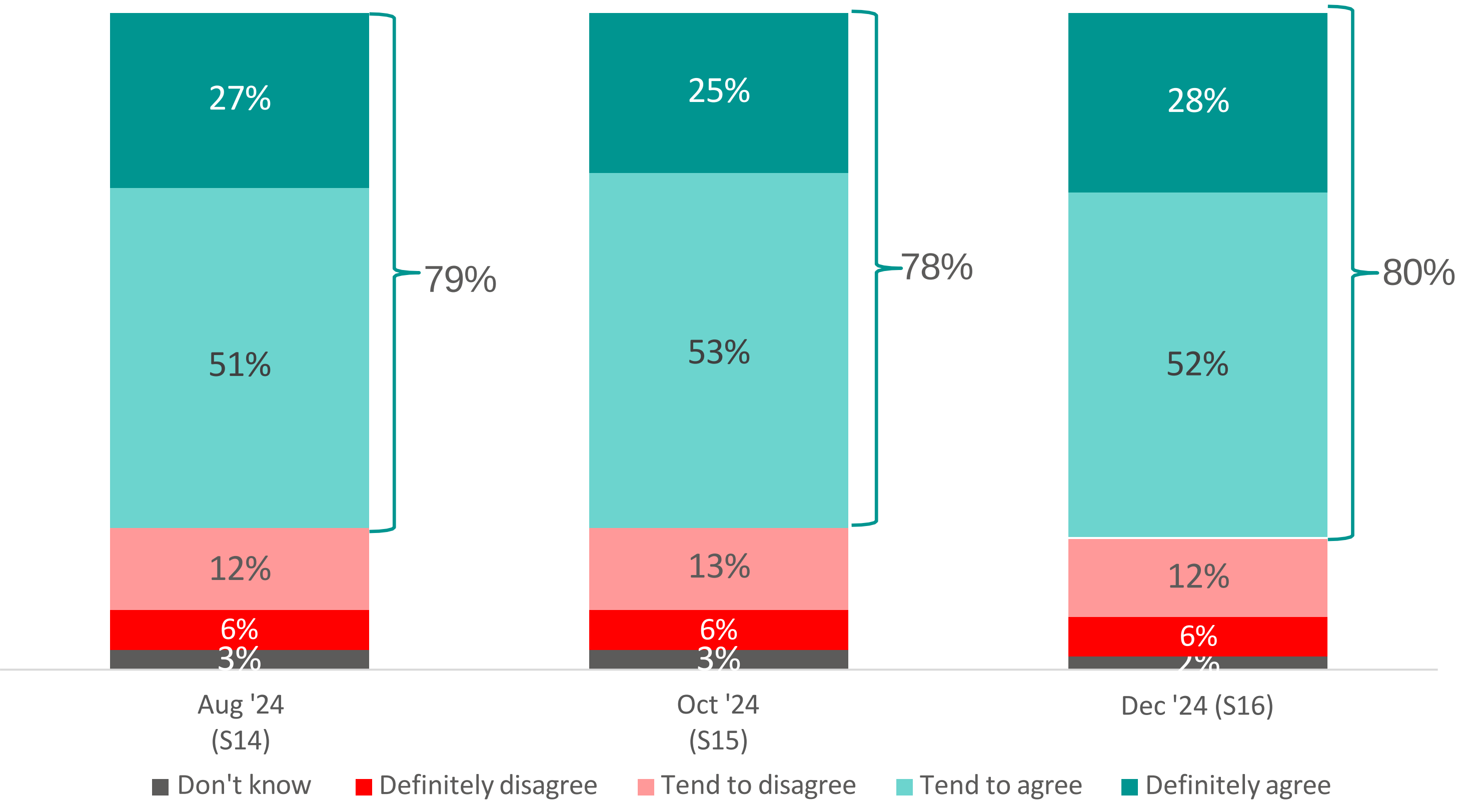
Individual and/or family circumstance:

- Those who would not recommend their local area as a place to live (54%)
- Those who disagree that people from different backgrounds get on well together (35%)
- Those not in work due to ill health or disability (29%)
- Those with low levels of life satisfaction (31%) and *those who view the things they do in life as not worthwhile (29%)*
- Those who disagree they know enough about their own health (30%)
- Those with very low levels of hopefulness (34%); and feel they are not treated fairly by society (30%)
- *Those who are considered financially vulnerable (21%)*
- Those who rent from a housing association or trust (21%)

LA2. Overall, how satisfied or dissatisfied are you with your local area as a place to live? *Relates to respondents who are fairly dissatisfied and very dissatisfied.
Unweighted base: Greater Manchester Residents S14, 1482; S15, 1506; S16, 1523. **England benchmarking taken from DCMS Community Life Survey (fieldwork October 2023-March 2024).

Recommendation of their local area as a place to live has remained in line with previous surveys, now to 4 in 5 respondents (80%). Those less likely to recommend include respondents with a disability and younger people aged 16-24.

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



Significantly higher/lower than previous survey

% who would not recommend their area as a place to live compared to S14-16 GM average (18%)*

Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave

Demographics:

- Those with a disability (28%), including those with mental ill health (33%), a sensory disability (31%) or mobility disability (29%)
- *Those aged 16-24 (27%)*
- *Those who are not heterosexual (27%)*

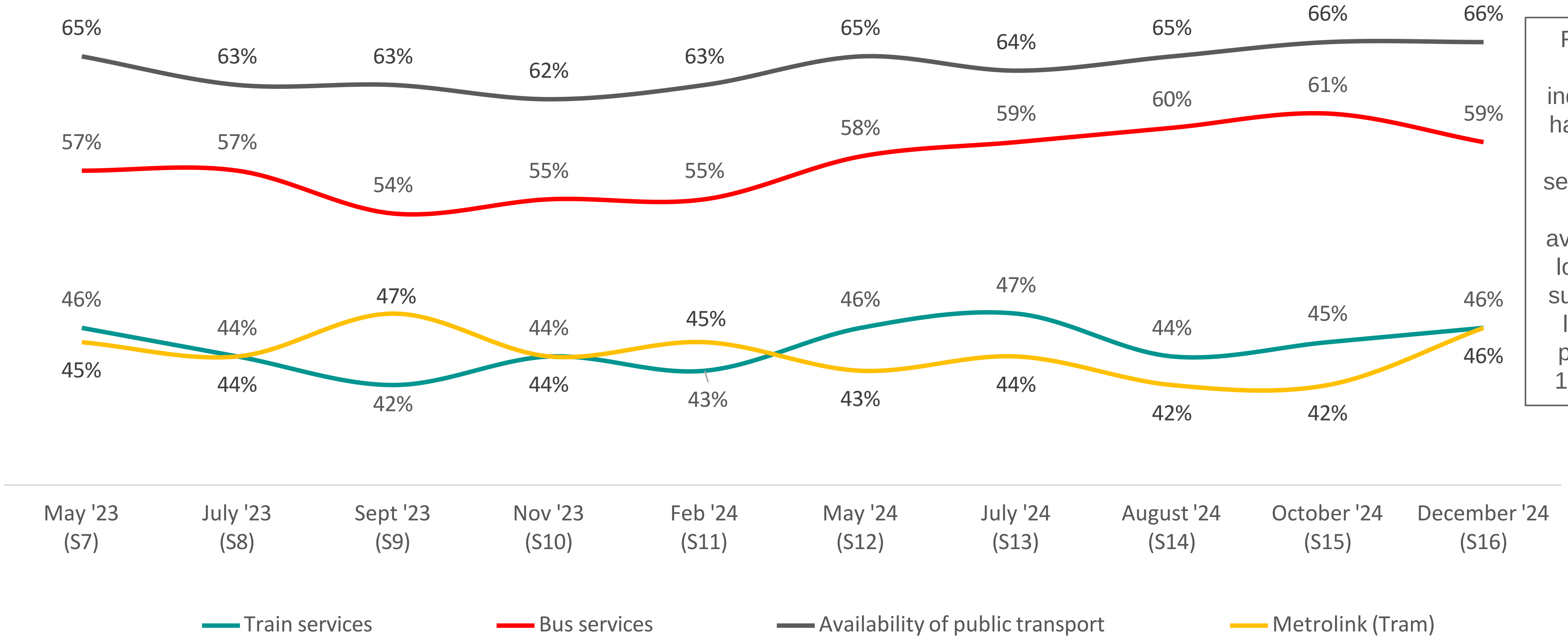
Individual and/or family circumstance:

- Those dissatisfied with their local area (83%)
- Those who do not agree that people from different backgrounds get on well together (49%) and *those who do not agree that people look out for each other (46%)*
- Those with very low levels of hopefulness (44%)
- *Those with low life satisfaction (41%) and those not likely to agree that things they do in their life are worthwhile (39%)*
- Those who have been out of work for 6 months or less (38%), or not in work due to ill health or disability (32%)
- Those who disagree there are cultural opportunities in their local area (38%)
- *Those who do not agree that they know enough about their own health (37%)*

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: Greater Manchester Residents Survey, S14, 1482; S15, 1517, S16, 1523. *Relates to respondents who are fairly dissatisfied and very dissatisfied.

Transport and travel facilities satisfaction remains largely stable, with respondents remaining most satisfied with the availability of public transport compared to other metrics. However, there is an increase in satisfaction with Metrolink/tram services increasing 4pp from October 2024 to 46%.

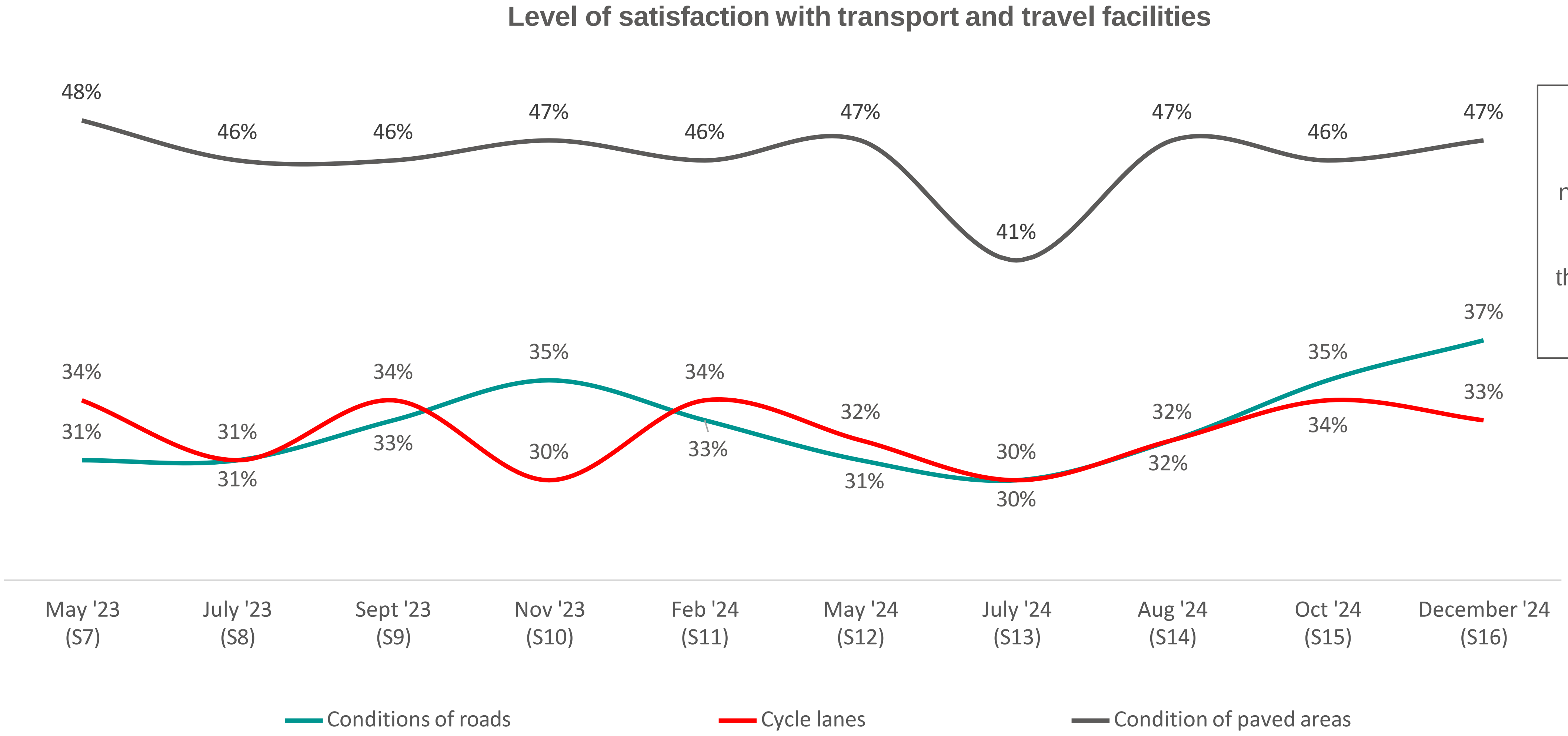
Level of satisfaction with transport and travel facilities



Respondents have the option of indicating they do not have experience of a particular service/aspect, or that something is not available at all in their local area. To see a summary table of the latest survey data, please look at slide 104 in the Appendix

LA7. Thinking about where you live, how satisfied or dissatisfied are you with your experience of the following in your local area?
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16: 1523 (All respondents).

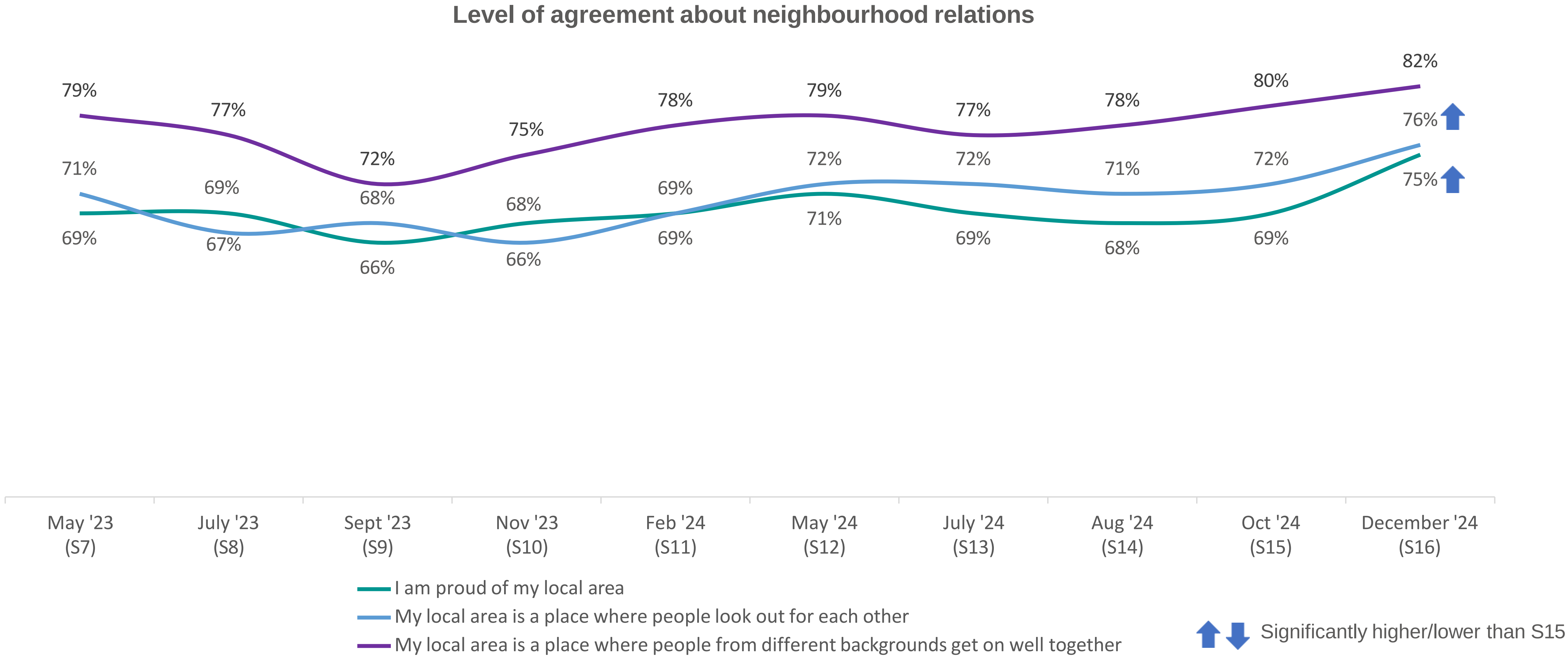
Respondent satisfaction with conditions of paved areas has continued to rise since July 2024 and has continued to see higher levels of satisfaction compared to conditions of roads and cycle lanes. Satisfaction with the condition of paved areas and cycle lanes remains stable over the last three waves.



Respondents have the option of indicating they do not have experience of a particular service/aspect, or that something is not available at all in their local area.

LA7. Thinking about where you live, how satisfied or dissatisfied are you with your experience of the following in your local area?
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

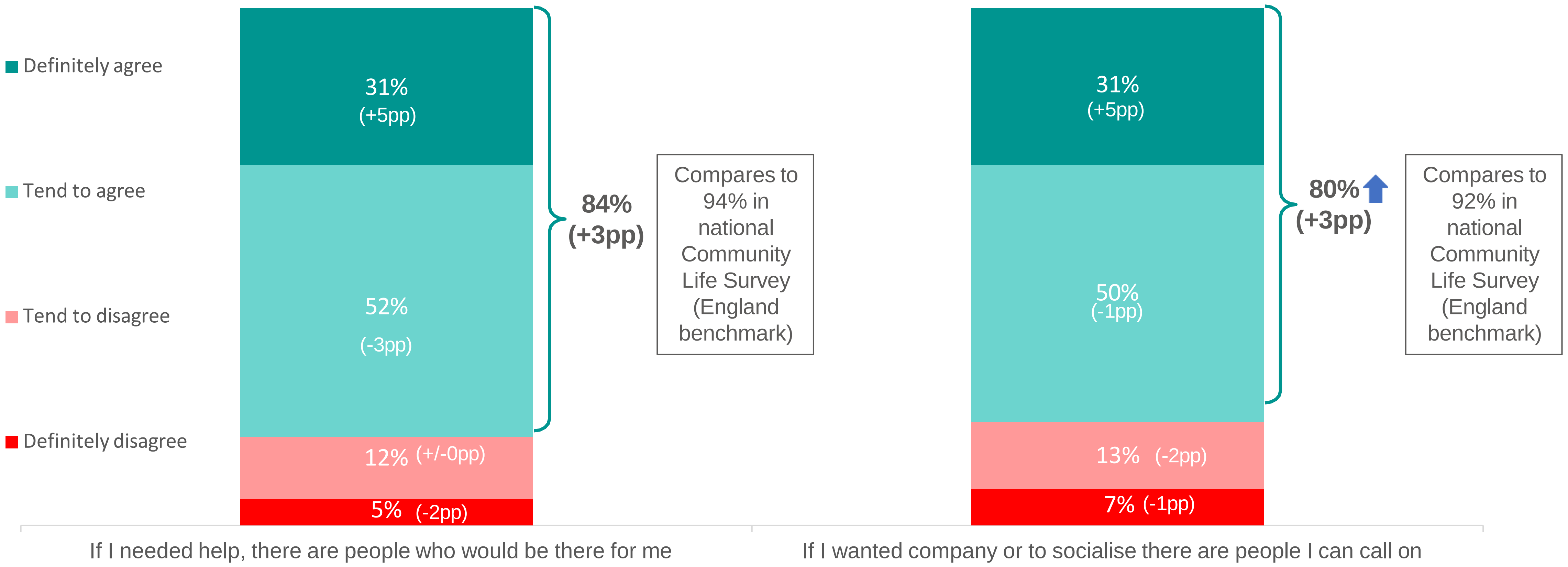
Agreement with statements about neighbourhood relations have all increased since last wave, continuing the positive trend since August 2024. Over 4 in 5 (82%) agree people from different backgrounds get on well together in their local area, with 3 in 4 agreeing that people look out for each other (76%) and that they are proud of their local area (75%).



LA6. To what extent do you agree or disagree with the following statements about your local area?) Only valid responses shown
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

Agreement with statements regarding socialising and support networks have significantly increased since last wave, and this data is now back in line with figures witnessed in August 2024 (S14), suggesting the dip in metrics seen in October 2024 (S15) may have been temporary. Despite this, GM respondents are still significantly less likely to agree with both statements compared to the England benchmark.

To what extent do you agree or disagree…?



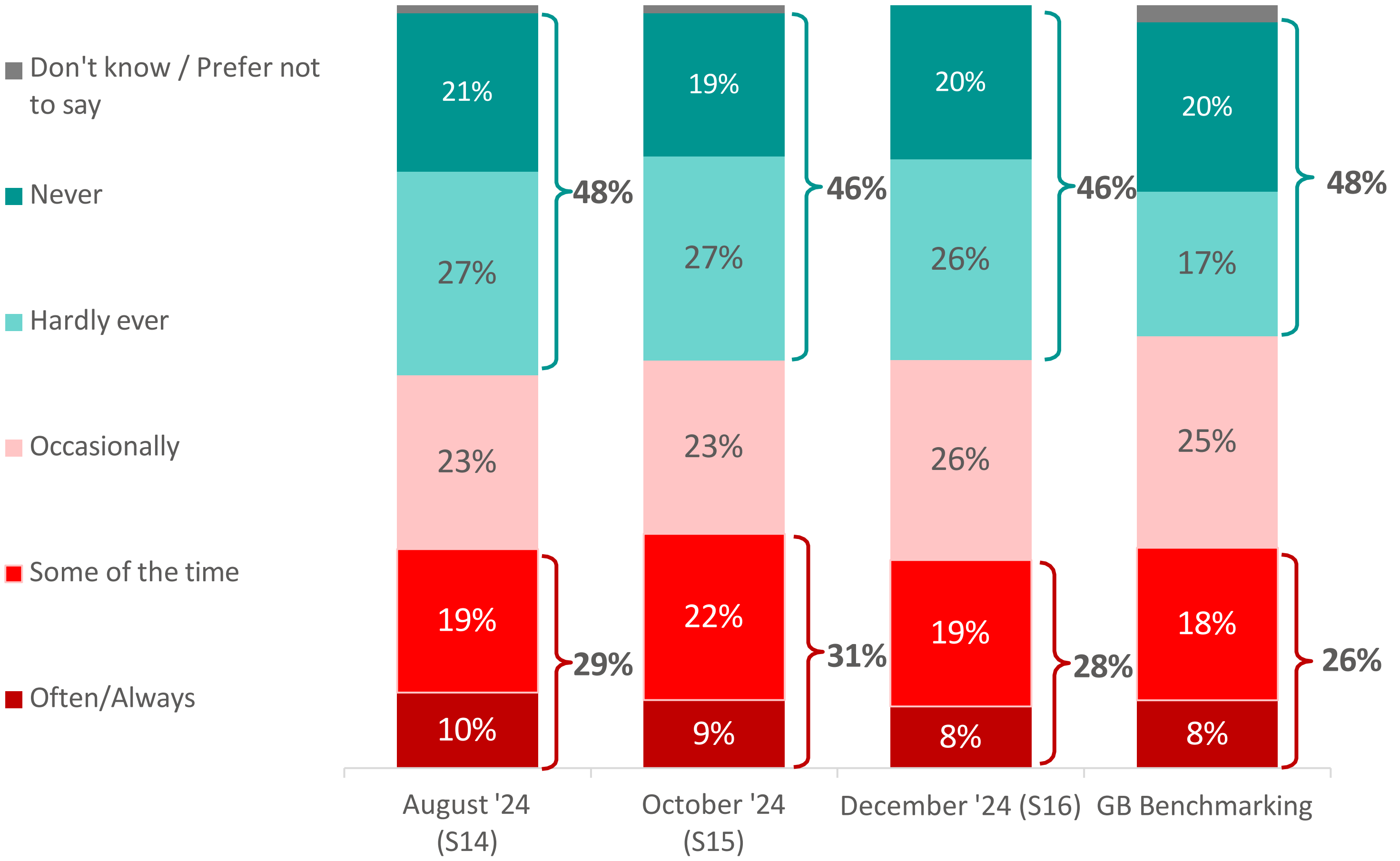
Figures in brackets show change since October 2024 (S15)

Significantly higher/lower than Oct 2024

LA6. To what extent do you agree or disagree with the following statements about your local area? Unweighted base: Survey 15, 1517; Survey 16: 1523 (All responses) Only valid responses shown. England benchmarking taken from DCMS Community Life Survey (fieldwork October 2023-March 2024).

8% of GM respondents reported feeling lonely 'often' or 'always', while approaching three in ten (28%) reported feeling lonely 'at least some of the time'. This is, though, 3pp less than October 2024, and presently more in line with the Great Britain benchmark at 26%. Disabled and younger respondents are significantly more likely to say they feel lonely at least some of the time.

How often do you feel lonely?



% who feel lonely at least some of the time compared to surveys 14-16 GM average (29%):

Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave

Demographics:

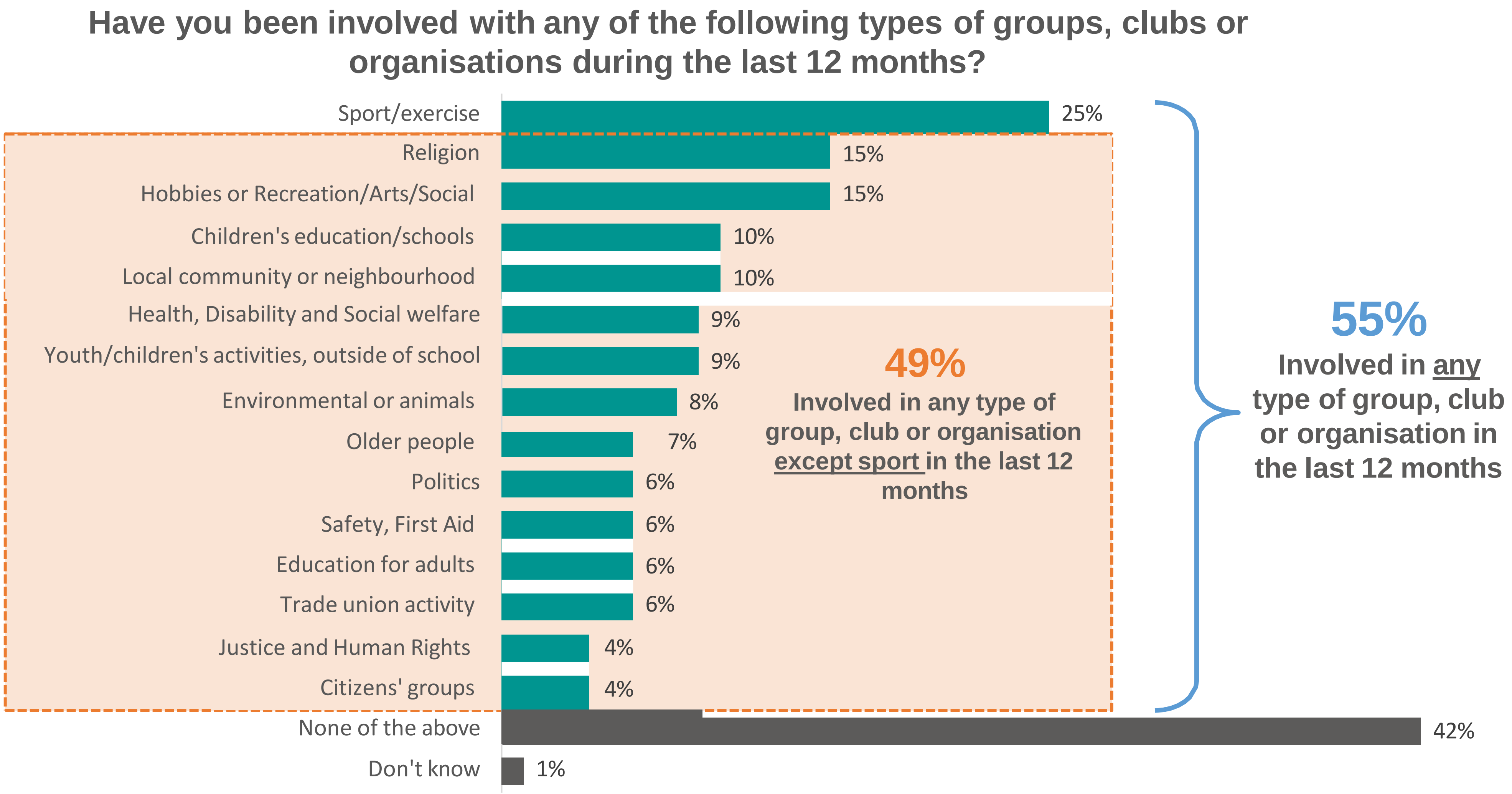
- Those with a disability (43%), including those with mental ill health (57%), a learning disability (50%), a sensory disability (43%)
- Those aged 18-24 (46%)

Individual and/or family circumstance:

- *Those with low life satisfaction (66%), low happiness (61%), disagree that their life is worthwhile (60%) or very low hopefulness (60%)*
- Those who disagree with the ability to look after their own health (61%), or disagree they know enough about their health (52%)
- Those not in work due to ill health or disability (49%), or those studying at university (48%)
- *Those who are dissatisfied with their job (48%)*
- Those who are living with a friend or family (47%)
- *Those with high anxiety (46%)*

A5. How often do you feel lonely? Base: Survey 14, 1482; Survey 15, 1517; Survey 16, 1523; GB benchmarking taken from UK measures of wellbeing (fieldwork period 4 December 2024 to 5 January 2025)

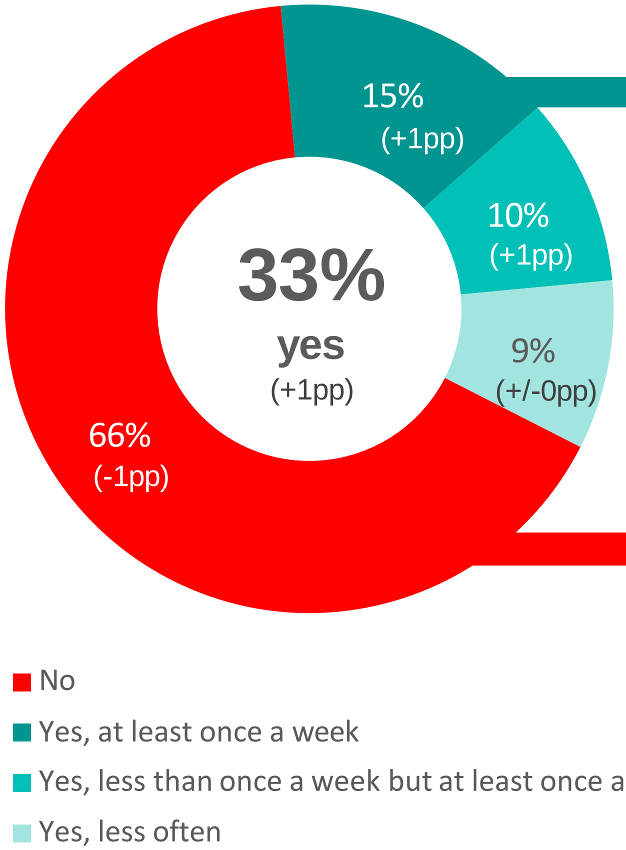
Over half (55%) of respondents have been involved in some form of group or club during the last 12 months. Excluding sport, just under half (49%) are involved in any type of group, club or organisation



LW1. Have you been involved with any of the following types of groups, clubs or organisations during the last 12 months? Unweighted base: 4522 (All responses, S14+S15+S16)

1 in 3 (33%) GM respondents have volunteered in the past year, which remains constant from the previous wave. Those who are more likely to volunteer include Black or Black British respondents and those who are less likely include those living with a friend or family

Have you taken part in any volunteering for any clubs, groups or organisations in the past 12 months?



S14-16 combined: The following groups are more likely to volunteer, compared to the Greater Manchester average (32%)*

***62%** Black or Black British respondents*
***62%** Those who previously had caring responsibilities*
54% Those likely to lose their job over the next 6 months
50% Those with a learning disability
55% Those earning above £78,000
***53%** Those with children in early years education/aged 0-4 years*
***46%** Those aged 16-24*

S14-16 combined: The following groups are less likely to volunteer, compared to the Greater Manchester average (where 68% have not volunteered)*:

***92%** Those living with a friend or family*
***80%** Those with a sensory disability*
***80%** Those with no children in the house*
***80%** Those with low happiness*
***53%** Those out of work for 6 months or less*

Figures in brackets show change since October (S15)

Italics denotes greater prominence / newly featuring in latest analysis compared to previous analysis

S12. Thinking of the last 12 months, have you taken part in any volunteering for any clubs, groups or organisations? Unweighted base: 1523 (All respondents)
*subgroup analysis using data from S14-16

Cost of living

Cost of living – context and approach

Cost of living has been a central theme in the Greater Manchester Residents' Surveys for over two years (since September 2022). As questions on cost of living have been asked across multiple surveys, we have tracked data over time. We have also merged data where possible, to create a larger and more robust sample for greater analysis of sub-groups. Many questions within this section use a merged sample from the results from surveys 14, 15 and 16.

Data in the cost-of-living section of this report has been compared against the latest survey results from the ONS' Opinions and Lifestyle Survey in Great Britain, where comparable information exists. Fieldwork for this survey in Great Britain is published monthly and so comparisons of the GM survey (fieldwork 9th – 23rd December 2024) have been compared to the most closely matched ONS fieldwork period, between 4th December 2024 – 5th January 2025. ONS uses a mixed methodology, both online and telephone interviews.

Please note that some Greater Manchester questions in this section have had their wording or answer options adjusted to reflect changes to the ONS' Opinions and Lifestyle Survey, and so comparisons with Greater Manchester survey 3 and 4 findings may therefore not always be possible.

Cost of living – key findings (1 of 2)

COSTS OF LIVING – OVERALL TRENDS

- This wave, respondents are significantly more likely to say that their cost of living has increased in the last month – now at 60% compared to 57% in October 2024. However, this increase is in line with an increase seen in the GB benchmark data (increasing from 53% to 56%).
  - The top reasons for this increase in cost of living include the price of food shops (82%), energy bills (79%) and fuel bills (47%).
  - GM respondents are significantly more likely than the GB average to say that the following have increased in price: fuel, rent/mortgage, public transport and childcare.

- Notwithstanding this sense of increasing costs month-on-month, there are some positives in the latest results:
  - Thinking about the next 12 months, a greater proportion of respondents are positive about saving money compared to previous waves. Almost half (48%) agree that they will be able to save money in the next year, the highest recorded figure so far.
  - Similarly, respondents are more positive about being able to afford an unexpected but necessary expense of £850, with 54% saying they can vs. 36% who cannot. However, this is still lower than the GB average of 65% saying they can afford it vs. 22% saying they cannot.

- Along with the positives, there are also a number of more challenging points:
  - The proportion of GM respondents finding it difficult to afford their energy costs (46%) remains significantly higher than the 32% GB benchmark.
    - Those who are significantly more likely to be struggling to pay their energy bills include those from racially minoritised groups (55%), including Indian (70%) and Asian or Asian British respondents (58%) or those whose first language was not English (61%).
  - With regards to renters and their ability to afford rent payments, the gap has continued to widen between those who can and cannot. Over half (56%) of renters say they find it difficult to afford their rent, vs 41% who can.
  - Though mortgage payers are still more likely than renters to be able to afford payments, 43% now say they are finding this difficult. This is the highest proportion recorded since residents’ survey tracking of this question was introduced in November 2022

Cost of living – key findings (2 of 2)

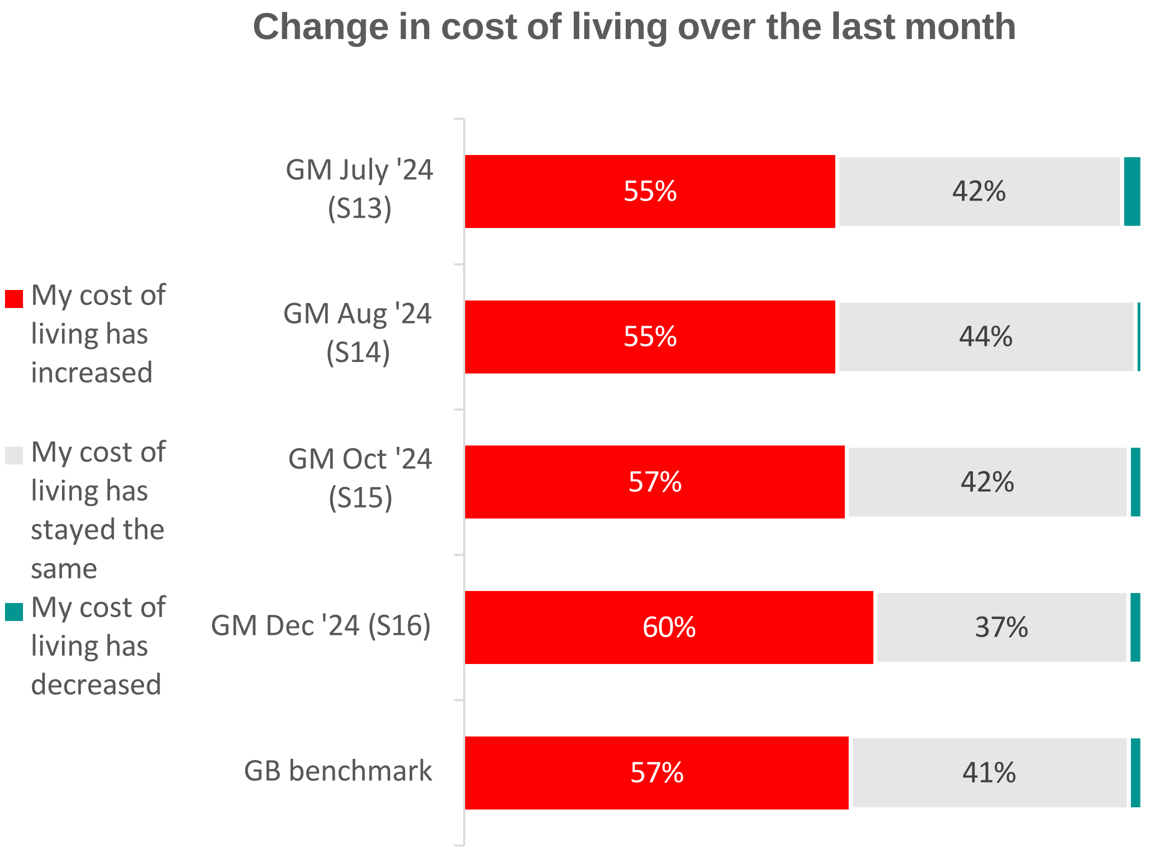
COSTS OF LIVING – GETTING HELP AND ACTIONS TAKEN

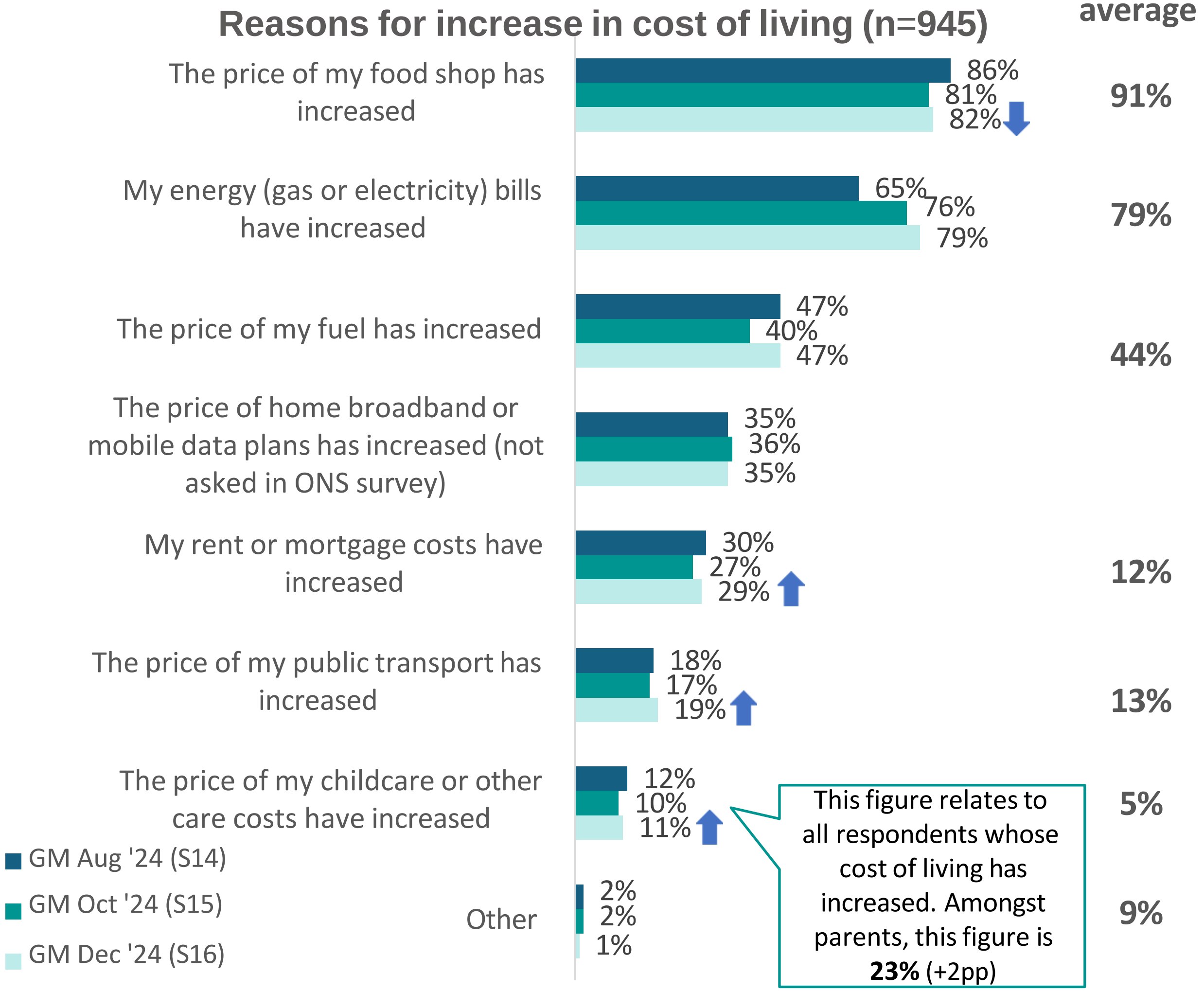
- 3 in 10 (29%) of GM respondents have borrowed more money or used more credit in the past month than was the case a year ago. This is stable with October 2024 but, encouragingly, a significantly lower figure than the proportions reporting this in Autumn 2023 (34%)
  - This overarching trend is an obvious positive. However, it should be borne in mind that disabled participants are disproportionately represented amongst those who have had to borrow more money or credit in the last month (40%), specifically those with a learning disability (56%).

- Just over one-quarter (27%) of respondents have claimed financial support in the past year, with 2 in 3 (67%) not claiming any financial support.
  - Now that we have two waves' worth of data, we can explore sub-group analysis with a larger base size: those who are more likely to have claimed support include respondents with a disability (42%), specifically those with a learning disability (53%) and younger respondents.

- The main barriers to claiming financial support include: those who say they are not eligible (38%); not needing it (25%); and those who earn too much to claim it (23%). This is unsurprising given that claiming financial support is means tested. Beyond this, the main barrier to claiming financial support is knowledge:
  - 18% of respondents say they are unsure if they could claim it
    - significantly higher for those with a household income up to £15.6k (25%)
  - 7% of respondents say they don't know how to claim financial support
    - highest amongst younger respondents aged 18-24 (15%); and Asian or Asian British respondents (14%)
  - 3% say they have never seen financial support communicated (3%)
    - Significant higher for younger respondents aged 18-24 (10%); and those with current caring responsibilities (9%)

3 in 5 (60%) respondents say there has been a change in their cost of living in the past month, 3pp higher than the GB average. Energy bills are contributing more to this increase than in previous waves, with 4 in 5 (79%) citing bills as a reason.

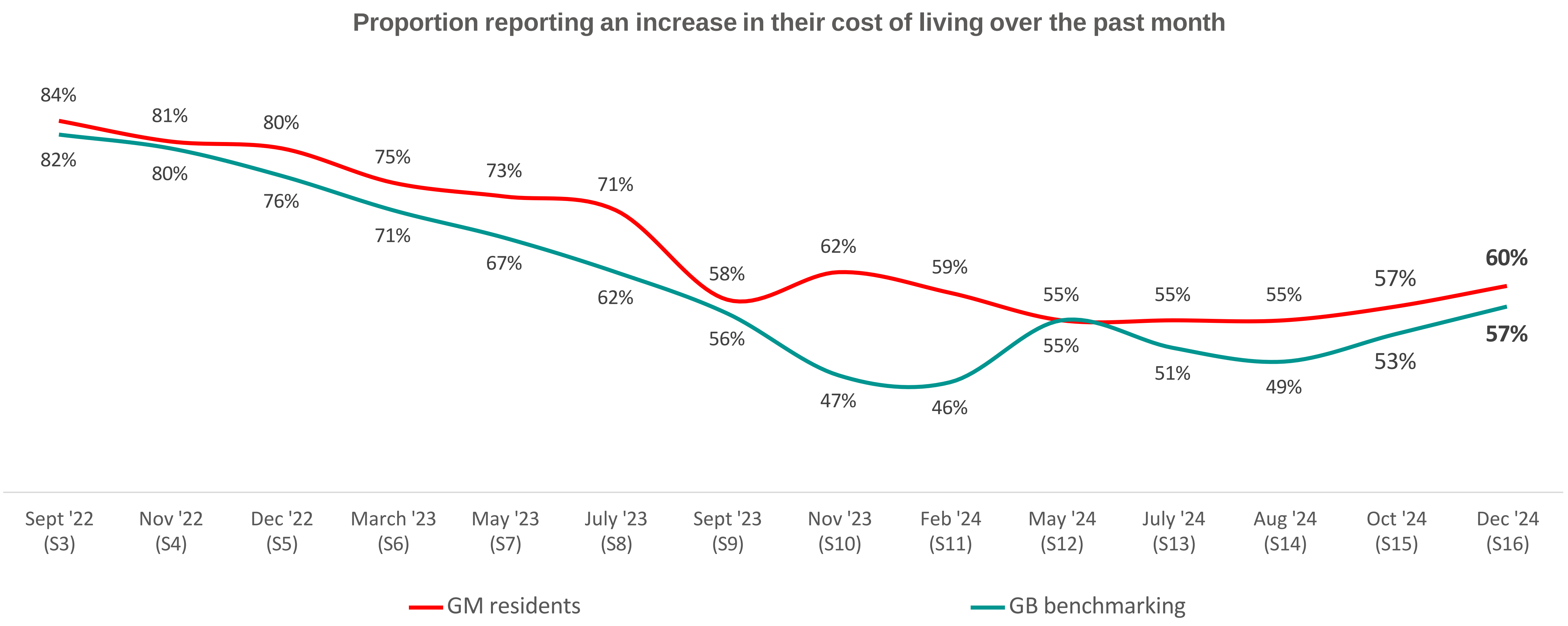




Significantly higher/lower than GB benchmarking

CL5. Has your cost of living changed compared to one month ago? CL6. Over the last month, in which ways has your cost of living increased? Base: S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents); S14, 824; S15, 862; S16, 945 (All whose cost of living has increased). ONS data, based on national fieldwork 6 November to 1 December 2024

The proportion of GM respondents who feel they have experienced an increase in their cost of living in the last four weeks has increased since October 2024 – back to similar levels with February 2024. The GB figure has also increased in line with GM.



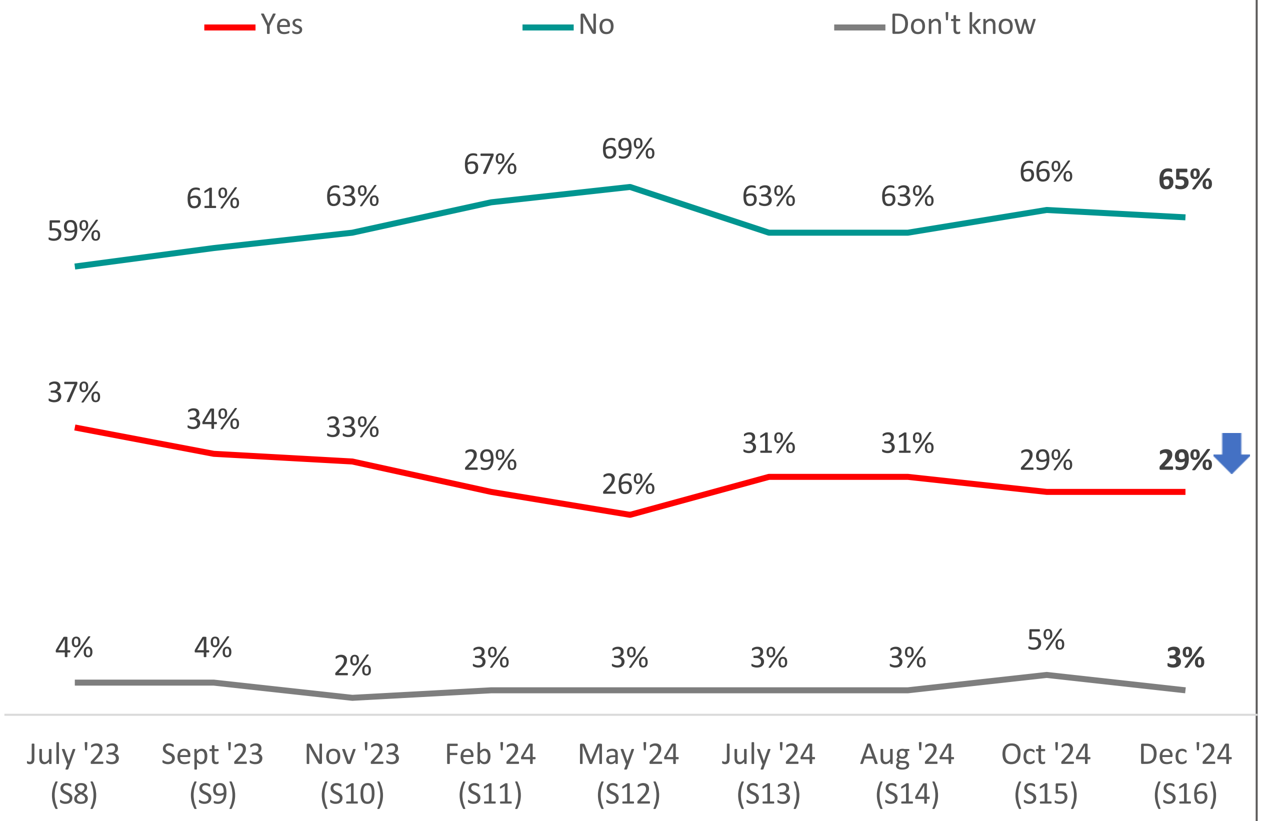
Significantly higher/lower than Oct 2024

*changes to the ONS wider survey methodology have contributed to a shift in the GB benchmarking since the last GM Residents' Survey

CL5. Over the last month, has your cost of living changed? Unweighted base: S5, 1470; S6, 1767; S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 146; S12, 1551; S13, 1540, S14, 1482; S15, 1517; S16, 1523 (All respondents)

3 in 10 (29%) GM respondents say they have borrowed more money or used more credit in the past month than was the case a year ago. Looking at historical trends, this is significantly lower than the 34% who indicated this in survey fieldwork in September 2023.

Have you borrowed more or used more credit in the last month than compared to a year ago?



Significantly higher/lower than Sept 2023

Between July and October (surveys 14 - 16), those who have borrowed more money or used more credit than usual in the last month, compared to the GM average (29%), are higher among:

Demographics:

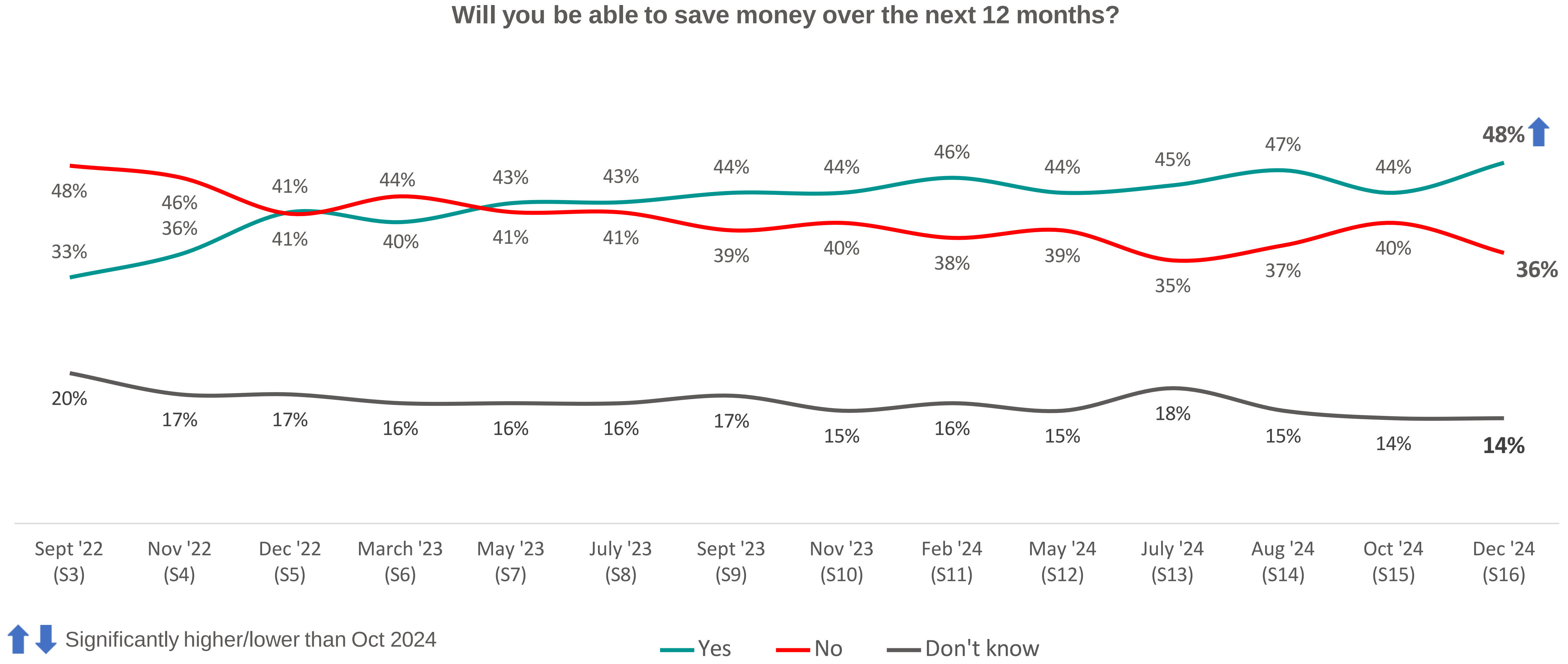
- Those aged 25-34 (42%) and those aged 18-24 (34%)
- Those from racially minoritised groups (35%)
- Those with a disability (40%) including those with learning difficulties (56%) and those with mental ill health (47%)
- Those that are Muslim (38%)

Individual and/or family circumstance:

- Those who do not feel that they are able to look after their own health (51%)
- Those who have low satisfaction with their life (48%)
- Those with low happiness (46%)
- Those with children aged 0-4 who attend nursery or pre-school (47%)
- Those not in work due to ill health or disability (41%)
- Those with children under 5 years old (42%)
- Those with high levels of anxiety (41%)
- Those earning up to £15,599 (39%)
- Those renting their home (38%) including renting from a local authority (38%), renting privately (38%) and through a housing association (38%)
- Those who are currently a carer (38%)

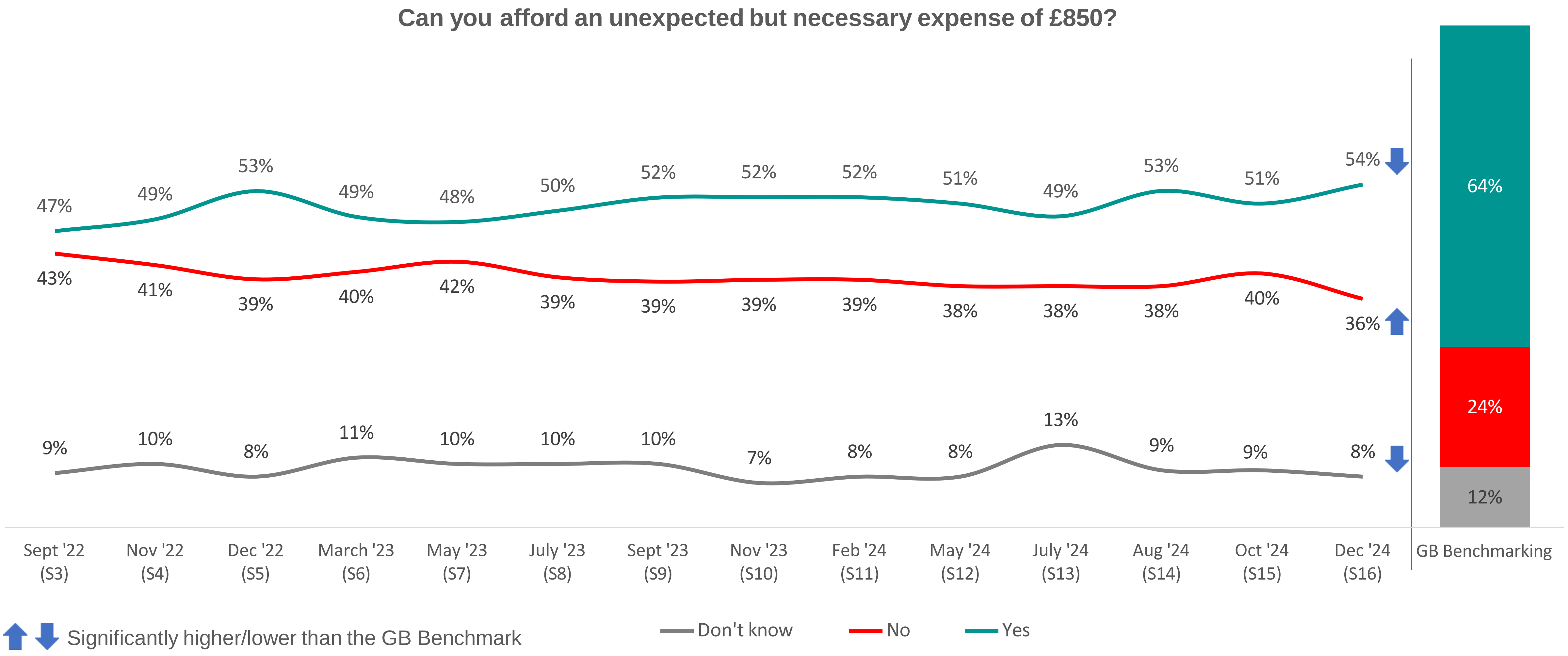
CL3. Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago? Unweighted base: Survey 8, 1612; Survey 9, 1560; Survey 10, 1546, Survey 11, 1460; Survey 12, 1551; Survey 13, 1540; Survey 14, 1482; Survey 15, 1517; Survey 16, 1523 (All respondents). Subgroup analysis completed on groups with a base size of over 50.

Almost half (48%) of respondents think they will **be able to save money over the next year considering the economic situation**, which is significantly more than was reported in October 2024 and the highest reported figure so far



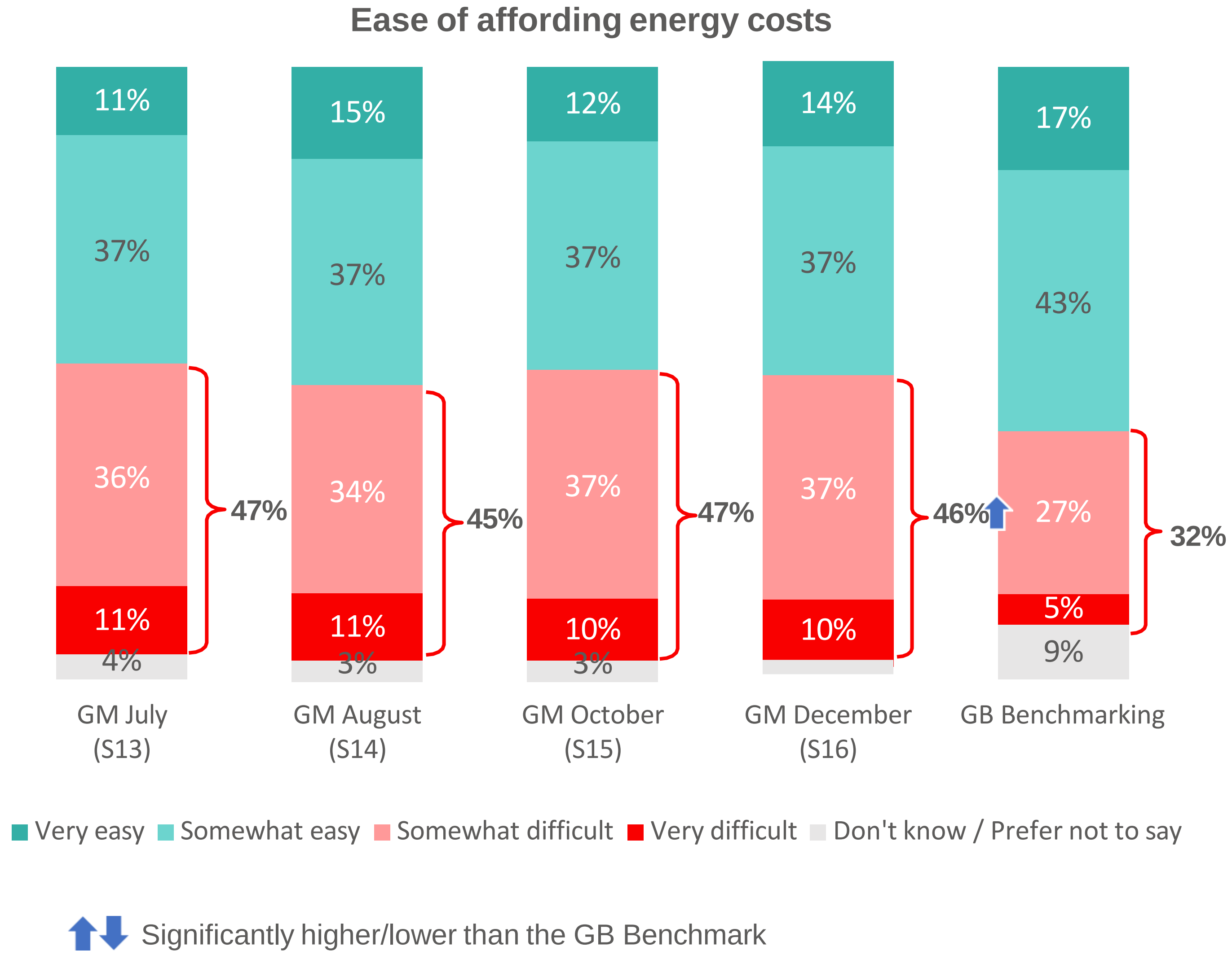
CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months?
Unweighted base: S3, 1677; S4, 1636; S5, 1470; S6, 1767; S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

Another positive in the latest results, 54% of GM respondents said they could afford to pay an unexpected but necessary expense of £850, a high figure compared to all previous waves (though note - this is still significantly lower than the 65% figure for GB as a whole)



CL2. Could your household afford to pay an unexpected, but necessary, expense of £850? Unweighted base: S3, 1677; S4, 1636 S5, 1470; S6, 1767; S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540, S14, 1482; S15, 1517; S16, 1523 (All respondents). ONS data, based on national fieldwork 6 November to 1 December 2024

Less positively, around the same proportion of GM respondents (46%) continue to say they find it difficult to afford their energy costs (GB average 32%). When looking at sub-groups, those not in work due to ill health or disability are significantly more likely to find it difficult (77%) as well as those from racially minoritised groups (55%).



% who are significantly more likely to find it very/somewhat difficult to afford their energy costs compared to GM average (46%)*

Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave

Demographics:

- *Those from racially minoritised groups (55%), including Indian (70%) and Asian or Asian British respondents (58%)*
- *Those whose first language was not English (61%)*
- Those with a disability (63%) including those with a mobility disability (62%), a sensory disability (63%) or mental ill health (73%)

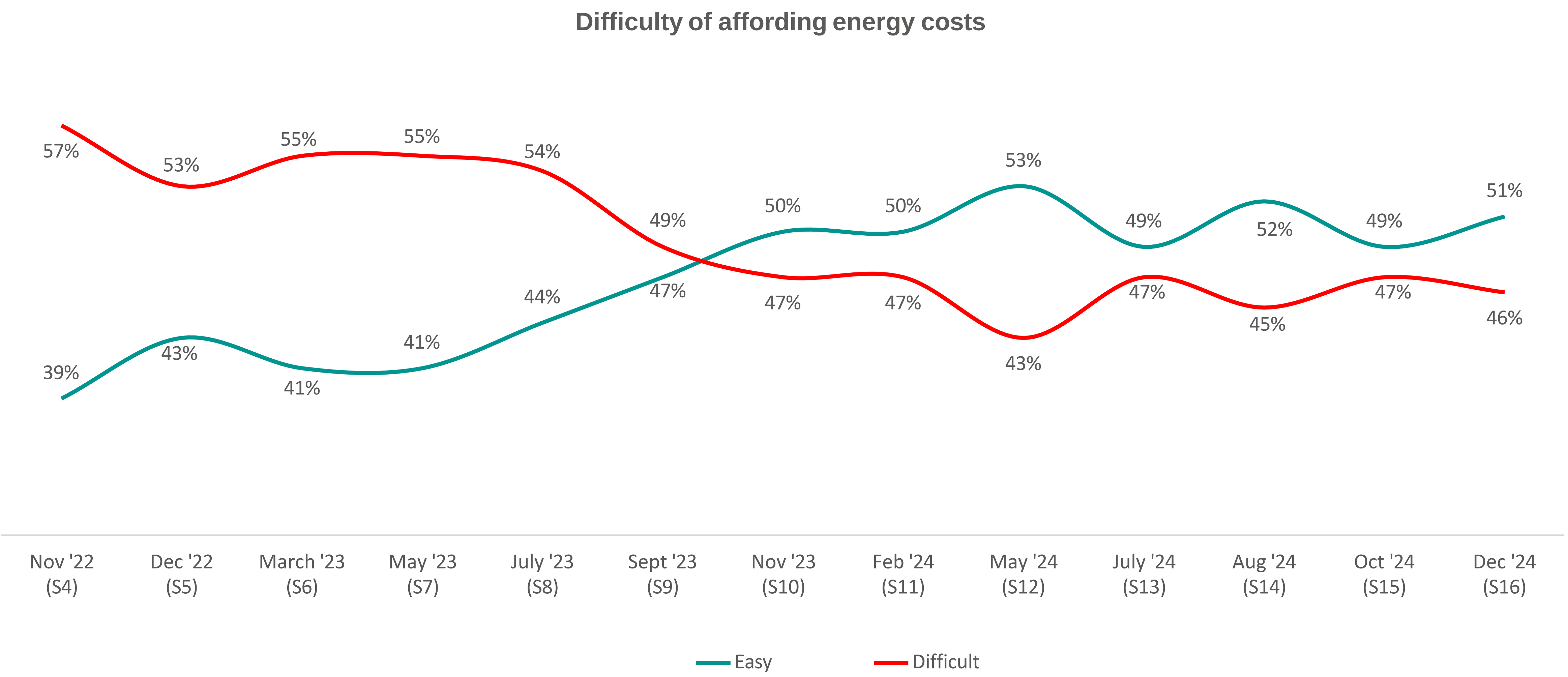
Individual and/or family circumstance:

- Those not in work due to ill health or disability (77%)
- Those with very low levels of hopefulness (73%), *low life satisfaction (73%) or low happiness (69%)*
- *Those out of work for more than 6 months (70%)*
- Those unable to save money over the next year (70%)
- *Those dissatisfied with their local area (70%)*
- Those who disagree they can look after their own health (68%) or those who know enough about their own health (68%)
- Those renting their homes (61%) including from a Local Authority/ Council (65%), Housing Association / Trust (68%), or privately (55%)

*subgroup analysis uses S14-16 data.

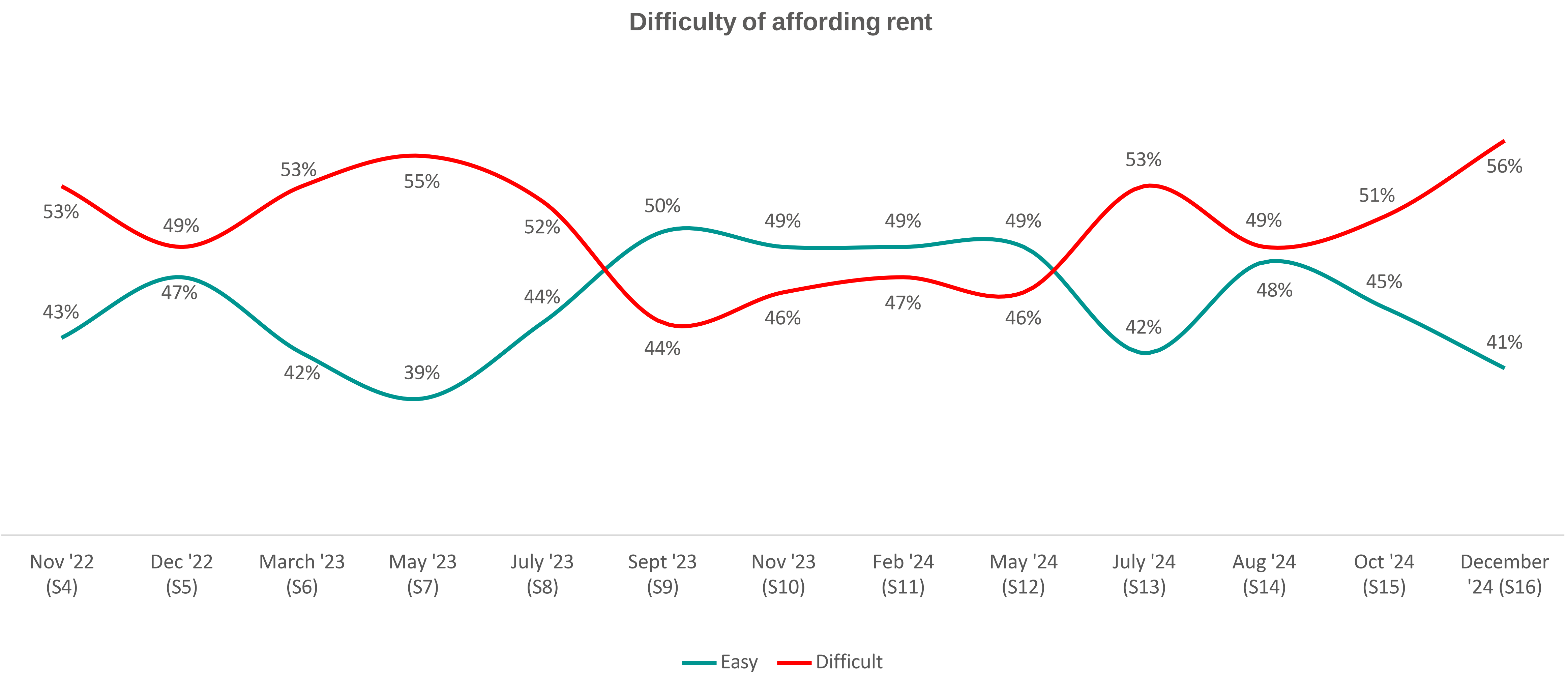
CL9. How easy or difficult is it to afford the following? Unweighted base: Survey 13, 1471; Survey 14, 1423; Survey 15, 1444; Survey 16, 1468 (All respondents who pay their energy costs). ONS data, based on national fieldwork 6 November to 1 December 2024

The gap between those that find it easy or difficult to afford their energy costs continues to fluctuate wave-on-wave, with no significant changes reported this wave.



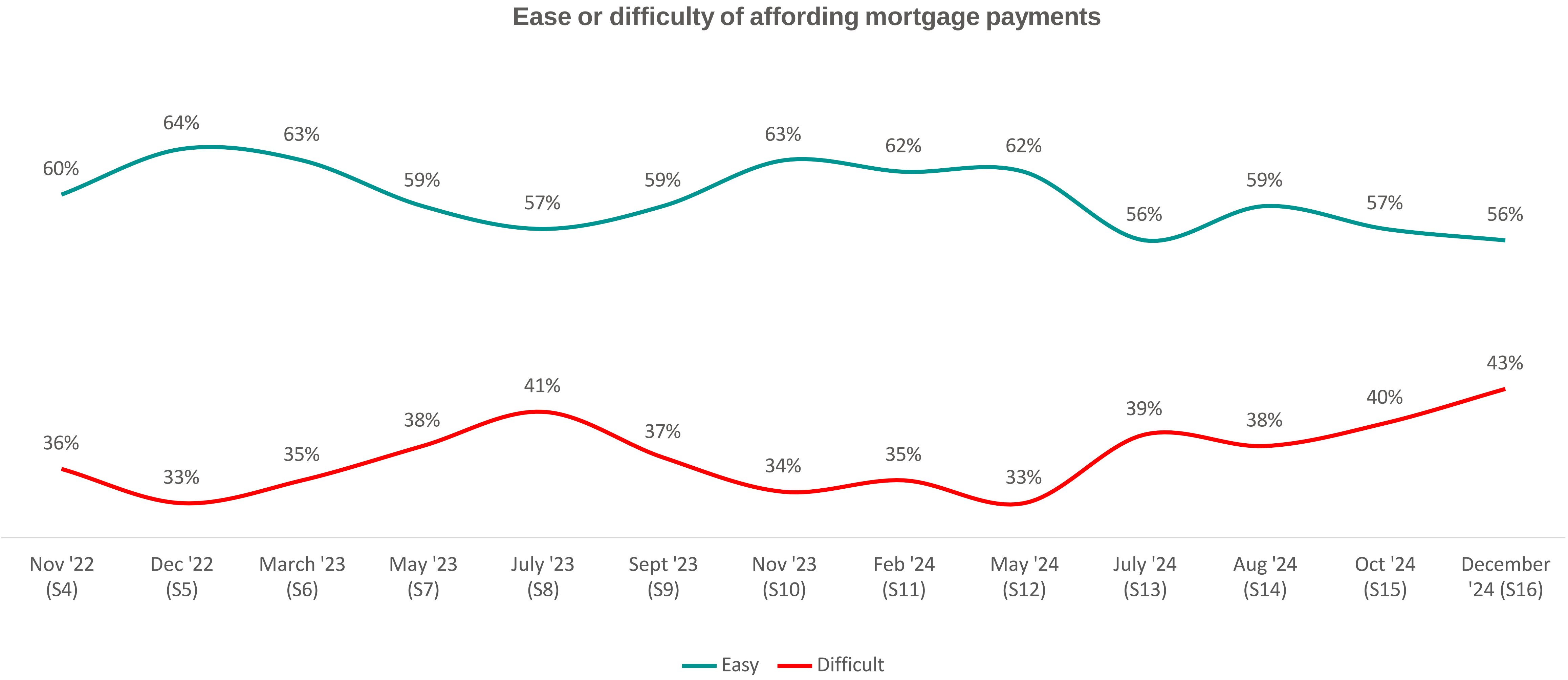
CL9. How easy or difficult is it to afford your...
Unweighted base: S4, 1569; S5, 1424; S6, 1708; S7, 1426; S8, 1561; S9, 1497; S10, 1488; S11, 1403; S12, 1497; S13, 1471; S14, 1423; S15, 1444; S16, 1468 (All who pay energy costs)

The gap between renters who find it difficult and easy to afford rent has continued to widen since August 2024, with the gap now almost as wide as in May 2023. 56% are having difficulties.



CL9. How easy or difficult is it to afford your...
Unweighted base: S4, 438; S5, 368; S6, 405; S7, 388; S8, 436; S9, 377; S10, 412; S11, 369; S12, 488; S13, 497; S14, 411; S15, 470, S16, 362 (All renters).

Though mortgage payers are still more likely than renters to be able to afford payments, 43% now say they are finding this difficult. This is the highest proportion recorded since residents' survey tracking of this question was introduced in November 2022



CL9. How easy or difficult is it to afford your...
Unweighted base: S4, 459; S5, 412; S6, 469; S7, 395; S8, 456; S9, 411; S10, 392; S11, 350; S12, 409; S13, 383; S14, 407; S15, 370; S16, 308 (All who do not own their home outright).

Those more likely to find it difficult to afford mortgage or rent payments include those from racially minoritised groups and those dissatisfied with their working situation

% who are significantly more likely to find it difficult to afford mortgage payments compared to the GM average (40%):*

Demographics:

- Those aged 18-24 (62%)
- Those in racially minoritised groups (53%), including Asian or Asian British respondents (58%)
- *Those with a disability (51%), including a mobility disability (53%)*
- *Those who English is not their first language (51%)*

Individual and/or family circumstance:

- Those dissatisfied with their work hours (63%), *dissatisfied with their job (62%) or dissatisfied with their pay (57%)*
- Those who are unable to save money in the next year (61%)
- *Those with a household income up £16k (60%)*
- Those with low levels of life satisfaction (59%), low happiness (59%) or *low hopefulness (53%)*
- Those who have had to borrow money or use more credit in the last month (57%)
- Those with a condition which reduces their ability to do activities (56%)
- Those who disagree they know enough about their own health (56%)
- *Those who are lonely at least some of the time (51%)*

% who are significantly more likely to find it difficult to afford rent compared to the GM average (52%):

Demographics:

- Those from racially minoritised groups (59%), including Asian or Asian British (61%) or Black or Black British (61%)
- *Those who English is not their first language (60%)*
- *Those aged 45-54 (59%)*

Individual and/or family circumstance:

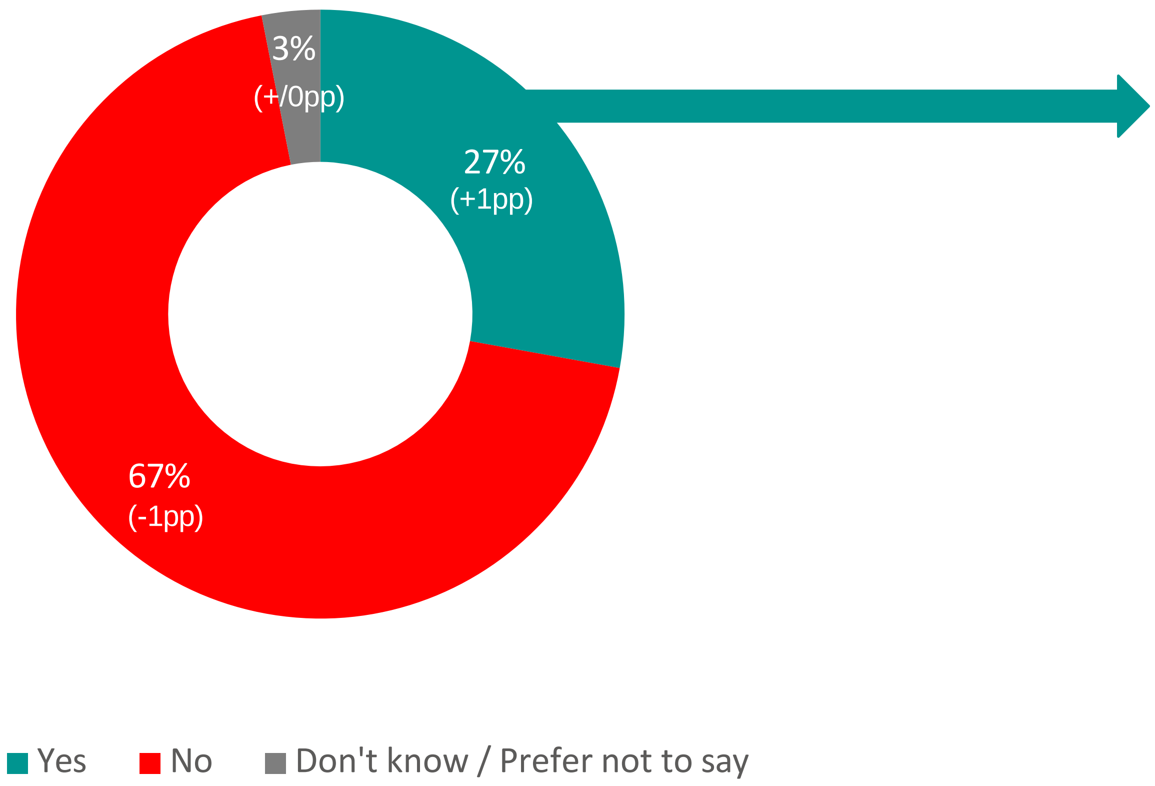
- Parents with 19-25-year-olds in the house (73%)
- *Those dissatisfied with their work hours (70%), dissatisfied with their job (66%) or dissatisfied with their pay (66%)*
- Those with very low levels of hopefulness (66%)
- Those with low levels of life satisfaction (65%) or *low happiness (65%)*
- Those who disagree they are able to look after their own health (64%), or know enough about their own health (64%)
- *Those who feel they are treated unfairly by society (64%)*
- Those who do not feel able to save any money in the next 12 months (63%)
- Those who have had to borrow money or use more credit in the last month (63%)
- Those whose cost of living has increased in the past month (60%)

*Subgroup analysis uses merged data from S14-16 combined. *Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave*

CL9. How easy or difficult is it to afford your...
Unweighted base: Greater Manchester Residents Surveys 14-16, 1085 (All with a mortgage); 1243 (All renters)

Over one-quarter (27%) of Greater Manchester residents have claimed financial support in the past 12 months, in line with last wave. Those out of work for 6 months or more, and those with disabilities are significantly more likely to have claimed financial support

Have you, or anyone in your household, claimed any financial support in the past 12 months



Respondents who have claimed financial support in the last year at significantly higher rates compared to the GM average (26%)*:

Demographics:

- Those with a disability (42%), including those with a learning disability (53%), mental ill health (47%), mobility disability (43%), sensory disability (40%) or other disability (43%)
- *Those who identify as trans (47%)*
- *Those aged 25-34 (38%) or 18-24 (33%)*
- *Black or Black British respondents (35%) or African respondents (34%)*

Individual and/or family circumstance:

- *Those out of work for 6 months or more (55%)*
- *Those with a household income from £10.4k-£15.6k per year (46%)*
- *Those who rent from the local authority/council (45%) or housing association/trust (44%)*
- Those with caring responsibilities (44%), or previously did (42%)
- Parents with children in early years education (44%)
- *Those who disagree they have the ability to look after their own health (42%)*

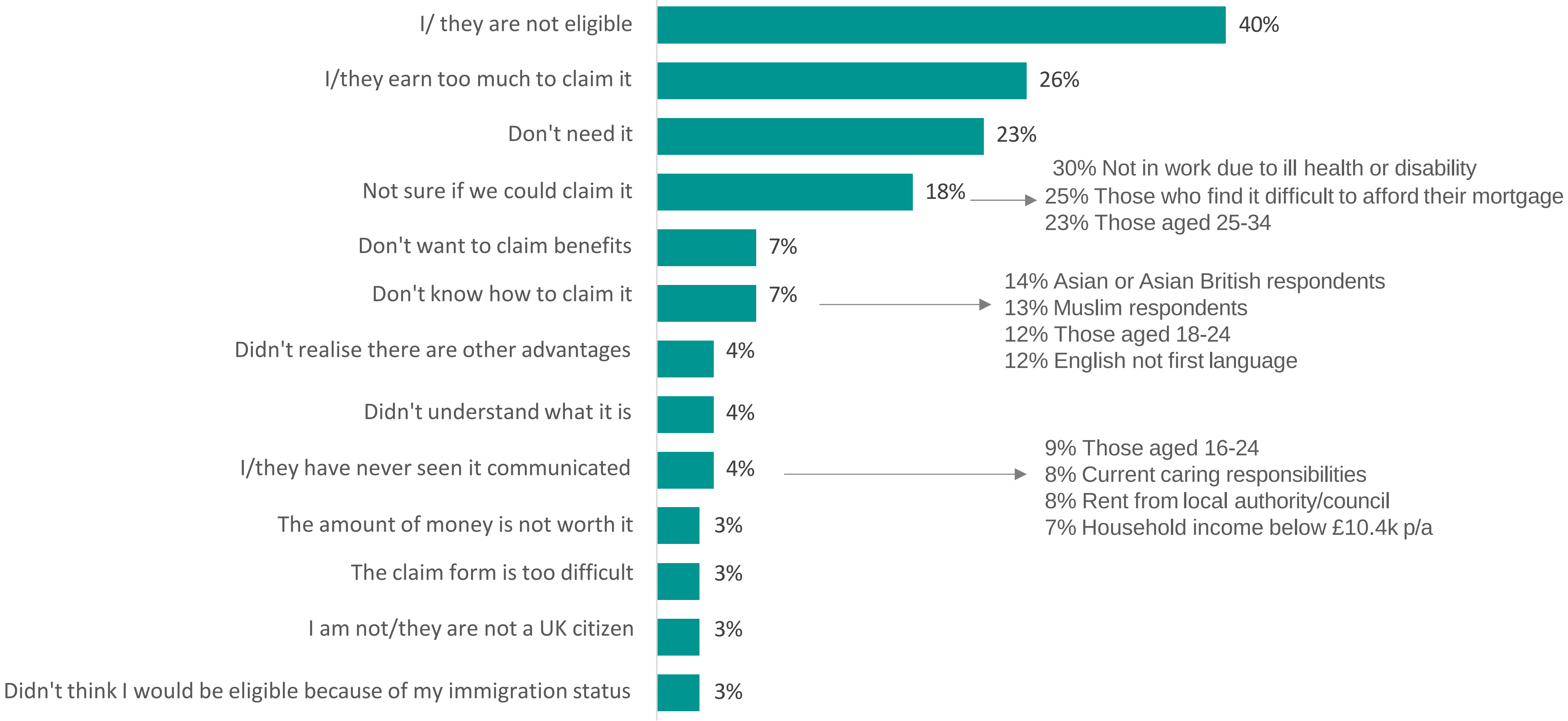
Figures in brackets show change since October (S15)

*Subgroup analysis uses merged data from S15-16 combined. *Italics denotes greater prominence / newly featuring in latest analysis compared to previous wave*

FS1. Have you, or anyone in your household, claimed any financial support in the past 12 months (including but not limited to pension credits, free school meals, council tax reduction etc)?
Unweighted base: S15, 1517; S16, 1523 (All respondents)

When combining responses from October and December 2024, the main **barriers to claiming financial support** are associated with means tested factors, such as not being eligible (40%), they earn too much to claim it (26 %) and not needing it (23%)

Among those who have not, why have you not claimed financial support? (n=2,072)*



*Using merged data from S15 and S16

FS2. Which of the below reasons best describe why you or anyone in your household do not claim any of these? Unweighted base: S15 + S16, 2072 (All who do not claim financial support)
Only codes above 3% shown

Digital inclusion

Findings from the August to December merged into groups of three waves (trio of face-to-face samples)

Unweighted base: 756 (Face to face respondents S14+S15+16)

Digital inclusion – context

Sampling

Digital inclusion questions have been included in the survey since Spring 2022 (though the methodology / approach was amended, first in September 2022, then again in May 2024).

The sampling approach covers all ages and provides a sample of around 250 responses per survey (excludes online respondents*). The reporting approach places 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.

Merged Findings

For this report, we have merged findings for survey 16 (December 2024) with those from survey 15 (October 2024) and survey 14 (August 2024) to provide a robust sample size for sub-group analysis. All three surveys have used a face-to-face interview approach.

Headlines reported are based on the most recent three waves combined, with careful analysis of individual differences between waves where appropriate.

** Base sizes: Survey 14: August 2024 (240), Survey 15: October 2024 (266), Survey 16: December 2024 (250)*

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*Although early waves included digital inclusion questions for all survey respondents, the decision was taken to only ask digital inclusion questions in telephone or face to face 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).

Digital inclusion – Key findings

EXPERIENCE OF DIGITAL EXCLUSION (survey 14+15+16 combined data, August 2024 – December 2024)

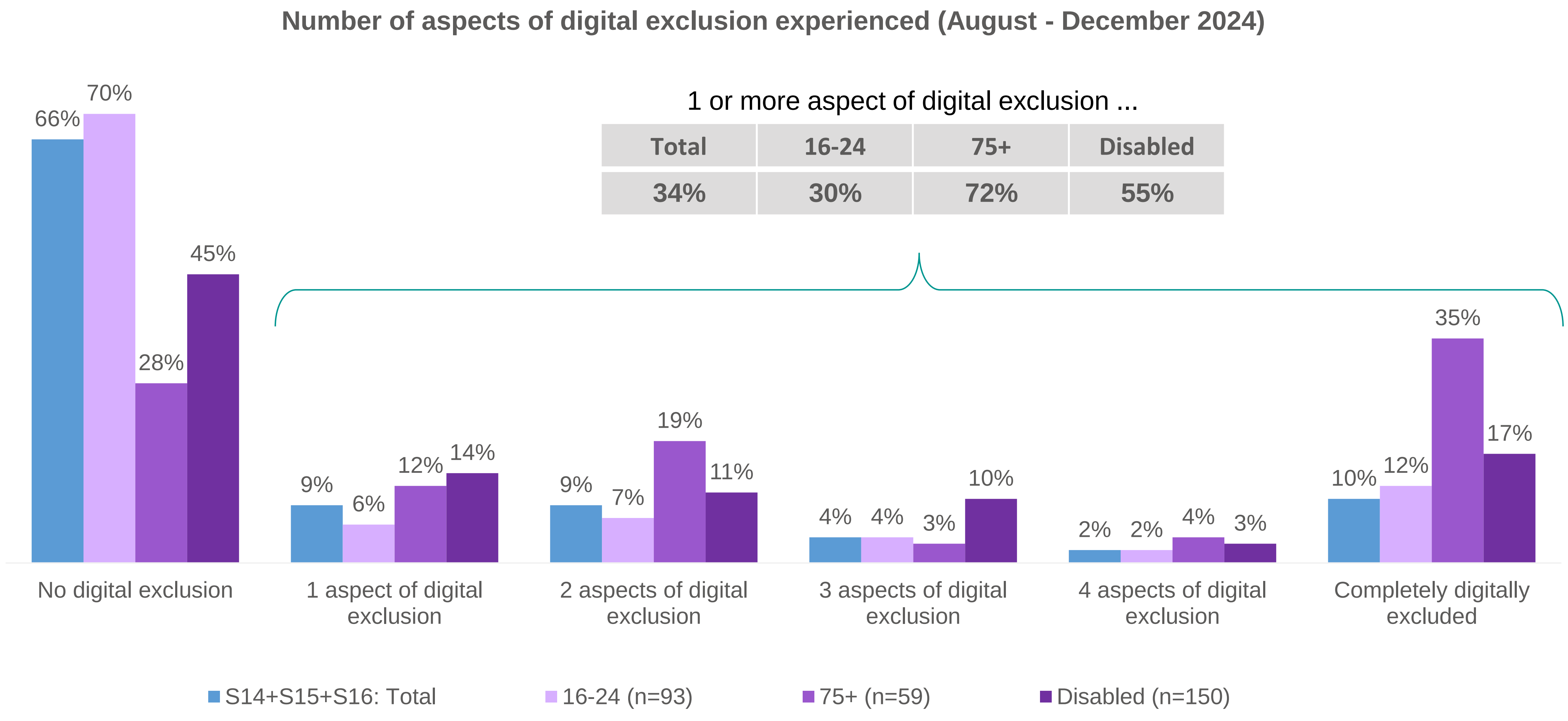
- Since August, just over a third (34%) of respondents have said that their household experiences some form of digital exclusion. This is in line with the proportion that was seen in surveys 8-10, in the second half of 2023 (32%).
- It appears that the proportion of respondents experiencing any form of digital exclusion overall has remained stable, however, there have been increases in digital exclusion amongst 16–24-year-olds, those 75+ and disabled respondents. Methodological change is, however, likely to be impacting this data - this is because this is because those who are recruited to take part in telephone research are often recruited through online methods, lowering the chance of recruiting those who are digitally excluded vs our current approach of face-to-face interviewing on the doorstep.
    - 72% of those aged 75+ now say they have experienced one or more aspect of digital exclusion, compared to 55% in surveys 8-10
    - 55% of disabled respondents report experiencing at least one form of digital exclusion, rising from 41% in surveys 8-10
    - 30% of 16–24-year-olds now say they have experienced one or more aspect of digital exclusion, higher than the 24% reported in surveys 8-10
- The extent / nature of this digital exclusion can be expressed by reviewing whether respondents have issues relating only to one aspect of exclusion or many (from a list* including: consistent/reliable internet connection; suitable devices; affordability; digital skills; access to support). 9% of Greater Manchester households have experienced a single aspect of digital exclusion. A similar proportion (10%) have experienced all 5 aspects of digital exclusion

CONFIDENCE USING DIGITAL SERVICES (survey 14+15+16 combined data, August 2024 – December 2024)

- 19% of respondents say either they (14%) or someone in their household (11%) is not confident using digital services online – these figures are just slightly lower than the equivalent figures published in the last survey findings report (though not significantly so)
    - Subgroup analysis based on responses combined from S14-16 continue to show confidence is lacking amongst older cohorts aged 75+ (63%) and disabled respondents (32%)

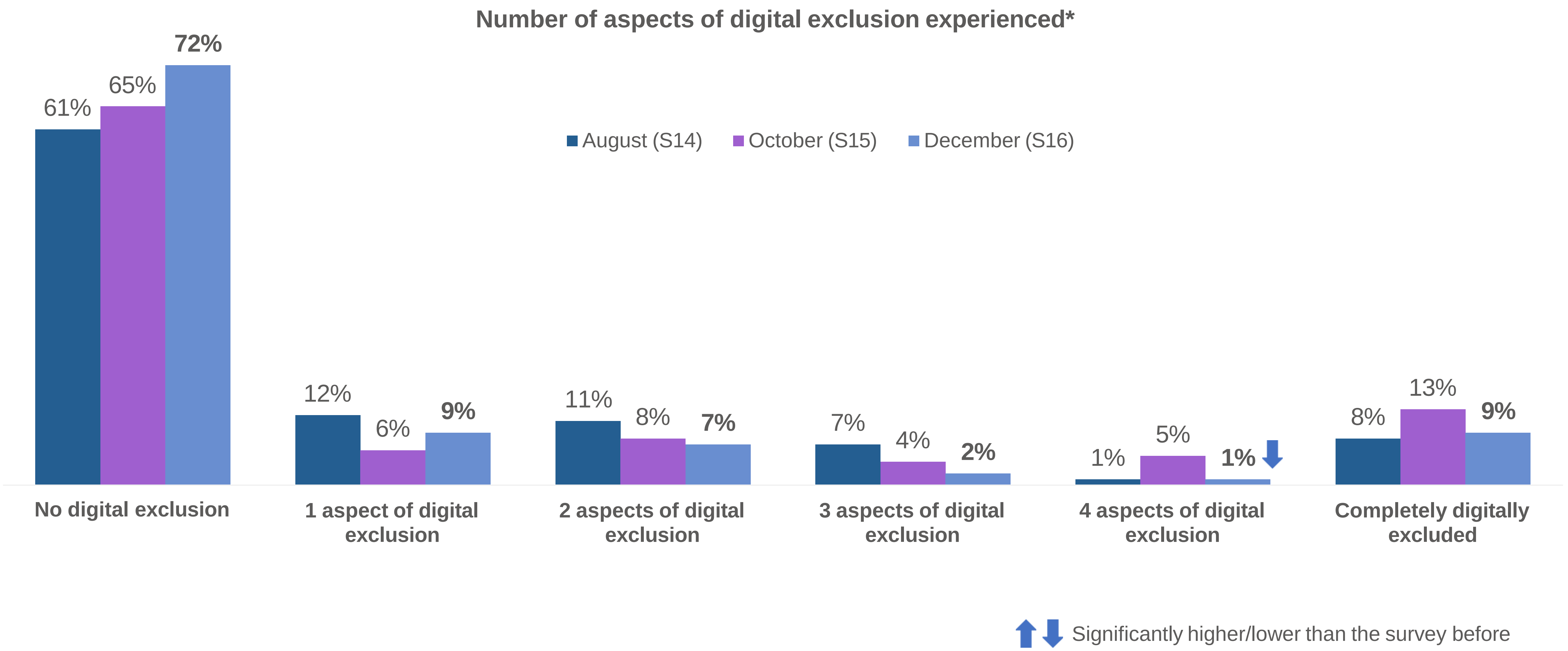
**In full, the five aspects of digital exclusion relate to: (I) consistent and reliable access to an internet connection at home; (II) to devices that allow access to the internet; (III) affording access to the internet; (IV) skills needed to access and use digital services online; (IV) support needed to access and use digital services online*

Over a third of respondents continue to report experience of at least one aspect of digital exclusion in their household, a figure that rises among older and disabled respondents



DI11. How often…? Unweighted base: 756 (Face to face respondents) Prefer not to say not shown. Question in was asked as a grid, between "you" and "others in your household". The data on this slide shows the percentages of households where there is someone (either you or others) who has said they are digitally excluded. *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

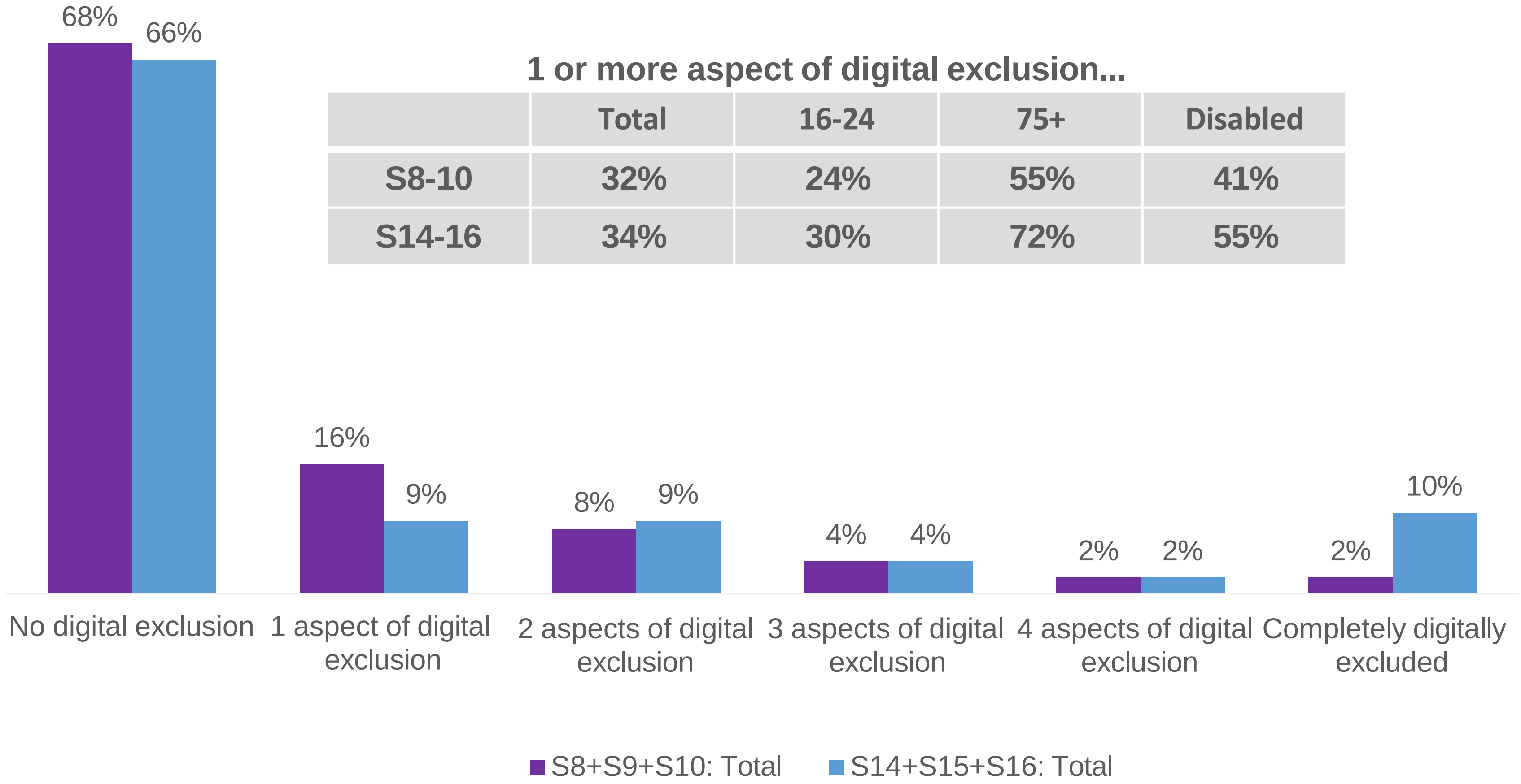
Wave-on-wave trends: December shows an increase in those who do not experience any aspect of digital exclusion compared to October. There was also a significant fall in those experiencing 4 aspects of digital exclusion (from 5% to 1%) – though the 5% figure in October was itself unusual



Unweighted base: S14+S15+16, 756; Survey 14, 240, Survey 15; 266; Survey 16, 250; (Face to Face Respondents) *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

Trend over time: It appears that the proportion of respondents experiencing one or more aspects of digital exclusion has increased, however, methodological change is likely to be impacting this data*.

Number of aspects of digital exclusion experienced
Second half of 2023 vs. Second half of 2024



1 or more aspect of digital exclusion...

	Total	16-24	75+	Disabled
S8-10	32%	24%	55%	41%
S14-16	34%	30%	72%	55%

***Change in Methodology**

From wave 12, the survey utilises a face-to-face methodology, while all surveys before this wave use a telephone approach.

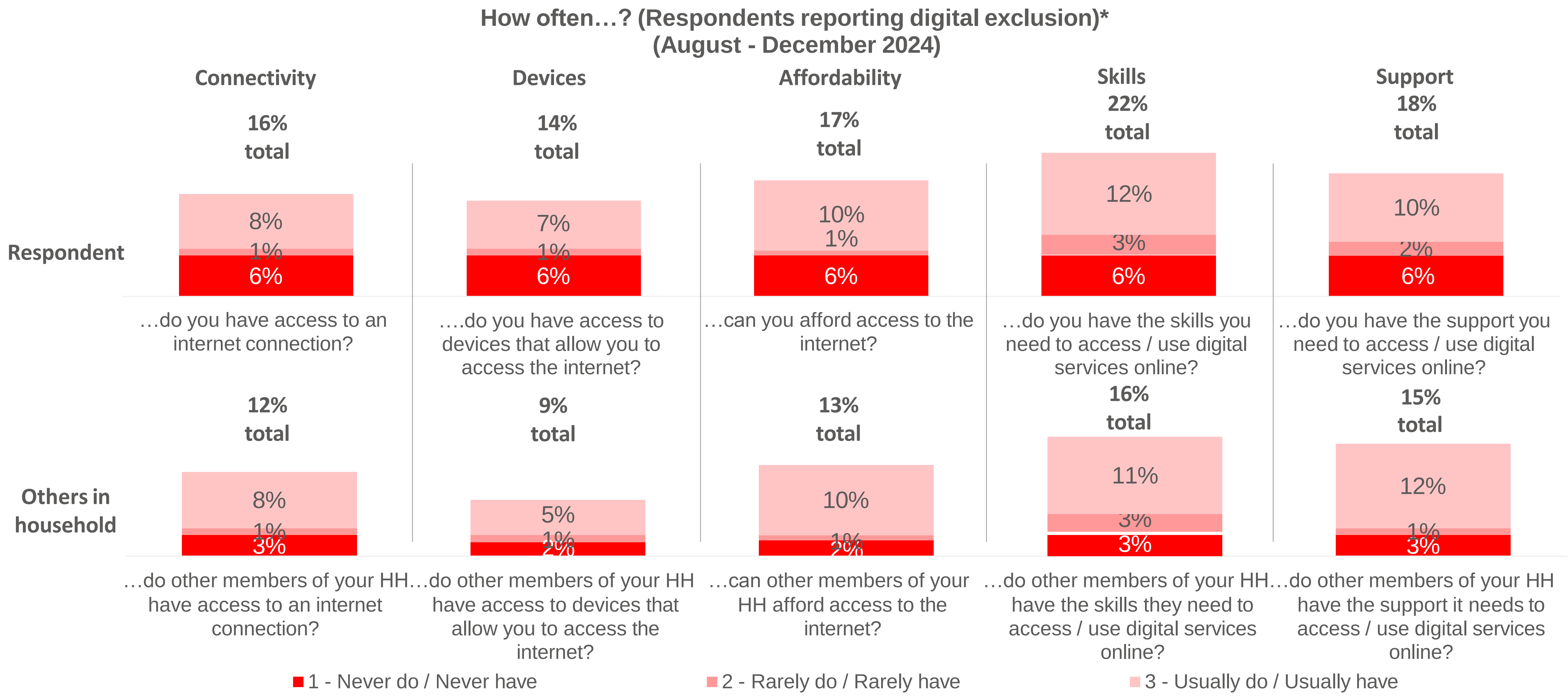
Changes in who we can talk to between the two approaches have impacted the results on this slide.

This is because those who are recruited to take part in telephone research are often recruited through online methods or live in homes which are generally more likely to be connected to the internet and phoneline in combination. Both factors reduce the chance that they will be digitally excluded.

While this impacts the trackability of these results, changing approach allows us to provide a truer understanding of the extent of digital exclusion in Greater Manchester.

DI11. How often…? Unweighted base: S8-10 (748), S14-16 (756) (Face to Face respondents) Prefer not to say not shown. Question in S6 onwards was asked as a grid, between "you" and "others in your household". The data on this slide shows the percentages of households where there is someone (either you or others) who has said they are digitally excluded. 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

Where respondents are experiencing digital exclusion, this continues to be driven by those saying that they have a lack of skills or affordability to allow them to access digital online services



DI_11. How often…? Unweighted base: 756; Survey S14, 240, Survey 15, 266; Survey 16, 250 (Face to face respondents) *Prefer not to say, 4, and 5 (Mostly do / have and Always do / have) not shown.

For another wave, those aged 75+ and disabled respondents continue consistently to be far more likely to lack access to enable "all" or "most" of the time, or the skills and support to do so. This is consistent with previous surveys and with the same time period last year (July – Oct 2023)

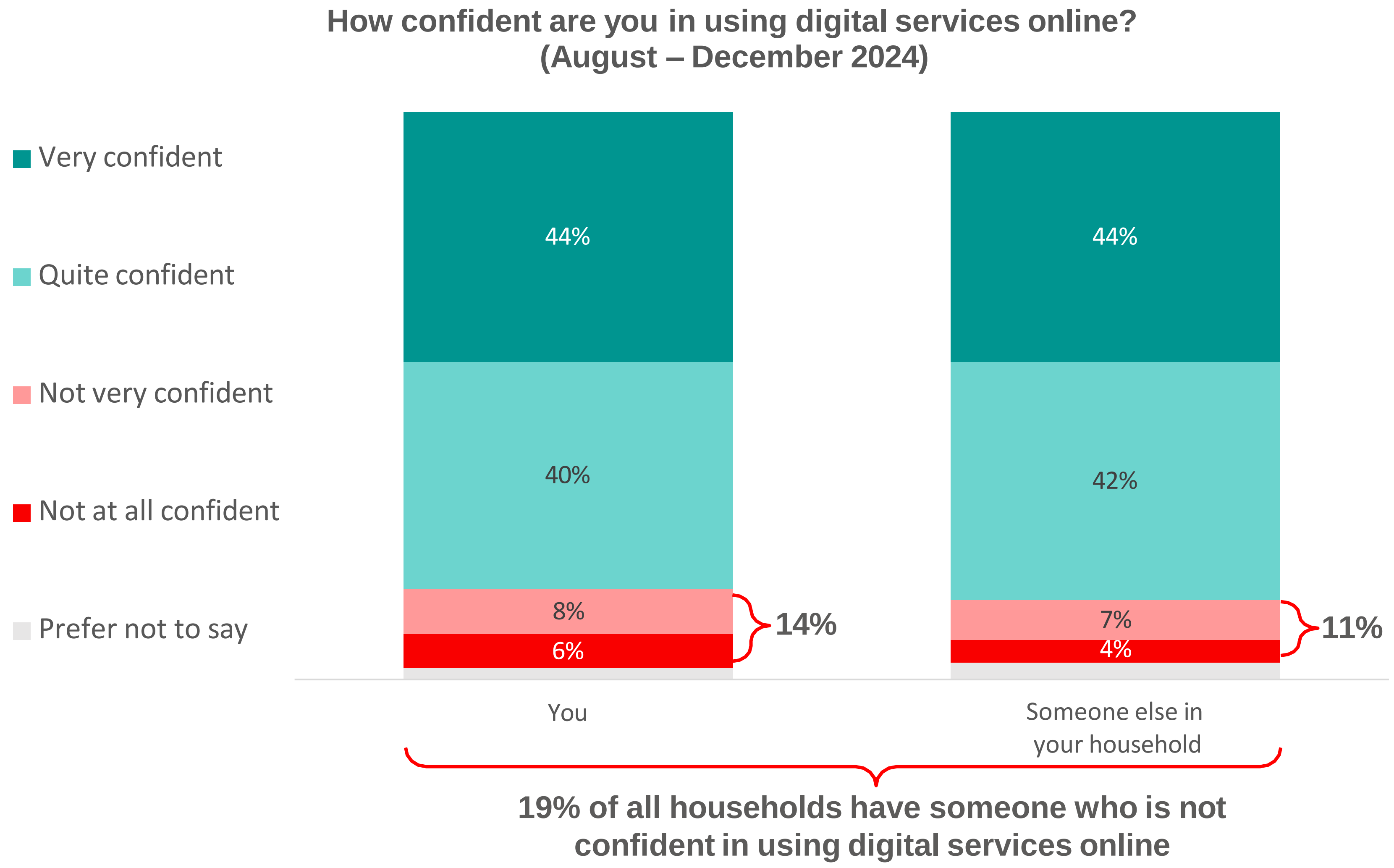
How often do you/do others in your household…?
(Showing households without the access/skills to get online all/most of the time)
July - October 2024

	Total	Aged 16-24 (n=93)	Aged 75+ (n=59)	Disabled respondents (n=150)
…have consistent and reliable access to an internet connection at home?	14%	10%	35% ⬆	22% ⬆
…have consistent and reliable access to devices that allow access to the internet and use digital services online?	12%	13%	39% ⬆	23% ⬆
…can afford access to the internet?	16%	12%	41% ⬆	31% ⬆
…have the skills they need to access and use digital services online?	18%	14%	59% ⬆	34% ⬆
…have support needed to access and use digital services online?	16%	11%	48% ⬆	30% ⬆

⬆⬇ Significantly higher/lower than total

DI_11. How often…? Unweighted base: 756; Survey 14, 240; Survey 15, 266; Survey 16, 250 (Face to face respondents)

1 in 10 respondents (14%) say they or others in their household are **not confident using digital services online**. In combination this equates to a fifth (19%) of households with someone lacking confidence. These figures are just slightly lower than the equivalent results reported in the last survey publication



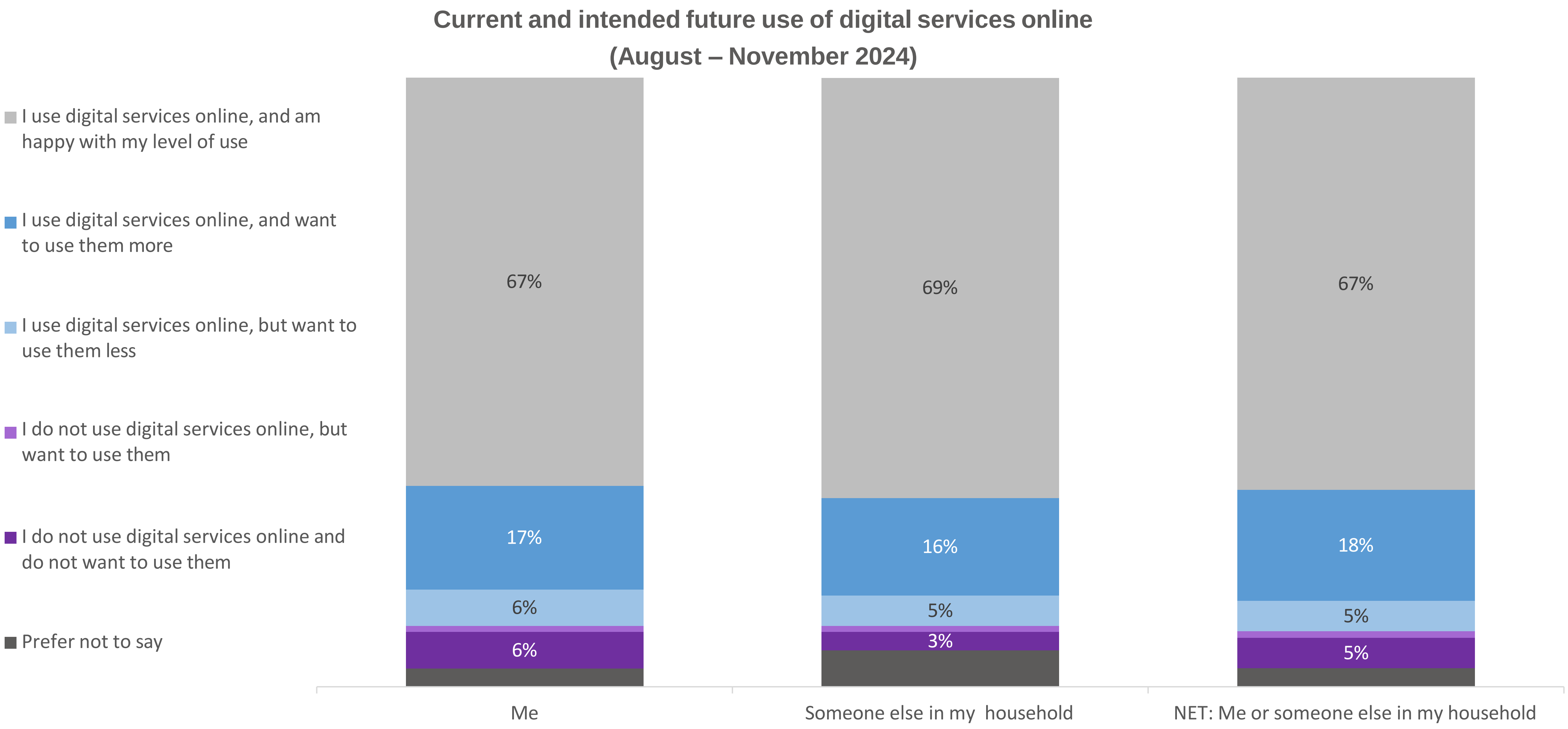
Respondents or someone in their household in the face-to-face sample more likely to be not very/not at all confident in using digital services online (vs. 19% GM average):

Demographics:

- Those aged 75+ (63%)
- Those aged 65+ in single person households (48%)
- Retired respondents (46%)
- Those with current caring responsibilities (40%)
- Disabled respondents (32%) including those with a mobility disability (45%) and those with other disabilities (43%)
- Those without women in the house (25%)

DI10. Overall, how confident is your household in using the digital services online that it needs and wants?
Unweighted base: 756, Survey S14, 240, Survey 15, 266; Survey 16, 250 (Face to face respondents)

18% of households use digital services and want to use them more (was 16%). Just 1% of people who do not use digital services online want to be able to do so – in line with previous surveys



DI8. How would you describe your current and future intended use of digital services online?
Unweighted base: 756; Survey S14, 240; Survey 15, 266; Survey 16, 250 (Face to face respondents)

Appendix 1

More detail on changes in survey methodology

The table below details the methodology used in previous and future waves – matching up the sample elements that are comparable.

Surveys 1-11	Surveys 12 onwards (April 2024-)
Online panels (n=750)	Online panels (n=750)
River sampling (n=500)	Online rapid sampling (n=500)
Telephone sampling (n=250)	Face-to-face sampling (n=250)

The renewal of the Residents' Survey for another six waves provided an opportunity to update our methodology to improve robustness.

Changing from river sampling to online rapid sampling means we are better able to target underrepresented digital users and extend our reach outside those who are typically found on panels. Previously, we were not able to set hard quotas on river sampling, however by partnering with Find Out Now on this methodological change, we are now able to set hard quotas and control the sample makeup more accurately. Alongside enjoying better control and a more extensive scope over residents, sample analysis confirms online rapid sampling has the same data quality river sampling offers.

Changing from telephone to face-to-face sampling ensures improved delivery of an interviewer-led offline approach. This change allows for a higher degree of control over fieldwork progress, whilst still ensuring traditional offline groups are reached, which is particularly important for sections such as digital inclusion. While our sampling approach, alongside the interviewer-led interviewing, is comparable with a telephone approach, changes in who we are able to talk to has impacted some results, particularly in the Digital Inclusion section of this report. This is because those who are recruited to take part in telephone research are often recruited through online methods, and as such this reduces the chance that they will be digitally excluded. Therefore, while this impacts the trackability of levels of digital inclusion, by changing approach allows us to provide a truer understanding of the extent to which digital exclusion impacts on the residents of Greater Manchester. BMG is undertaking further analysis on the extent of this mode impact to allow us to directly compare the two datasets.

Overall, the changes to the sampling approach were made to upgrade our approach while still ensuring the quality of data produced.

Significance Testing and statistical difference – technical note

- Where relevant, differences in findings for specific demographic and other population characteristics compared to the Greater Manchester average are 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). Significant differences are shown in charts and tables with the use of up and down arrows.

- The confidence interval is an estimate of the amount of uncertainty associated with a sample. A 95% confidence interval is where you can be 95% certain a difference is statistically significant.

- The sample size included in each wave of the survey has differed (see the previous slide for details on the size).

- At 95% confidence this means the size of the sample affects the percentage difference required for significant changes. The bigger the sample size, the smaller the difference required to be statistically different.

- The percentage difference required is also impacted by how many or few people are providing a given answer. For example, a percentage nearer to 10% or 90% provides greater certainty than a value of 50%, and therefore requires a smaller difference to be significant. As such, please remember that the difference required will be lower when dealing with percentages higher or lower than 50%.

Sample information

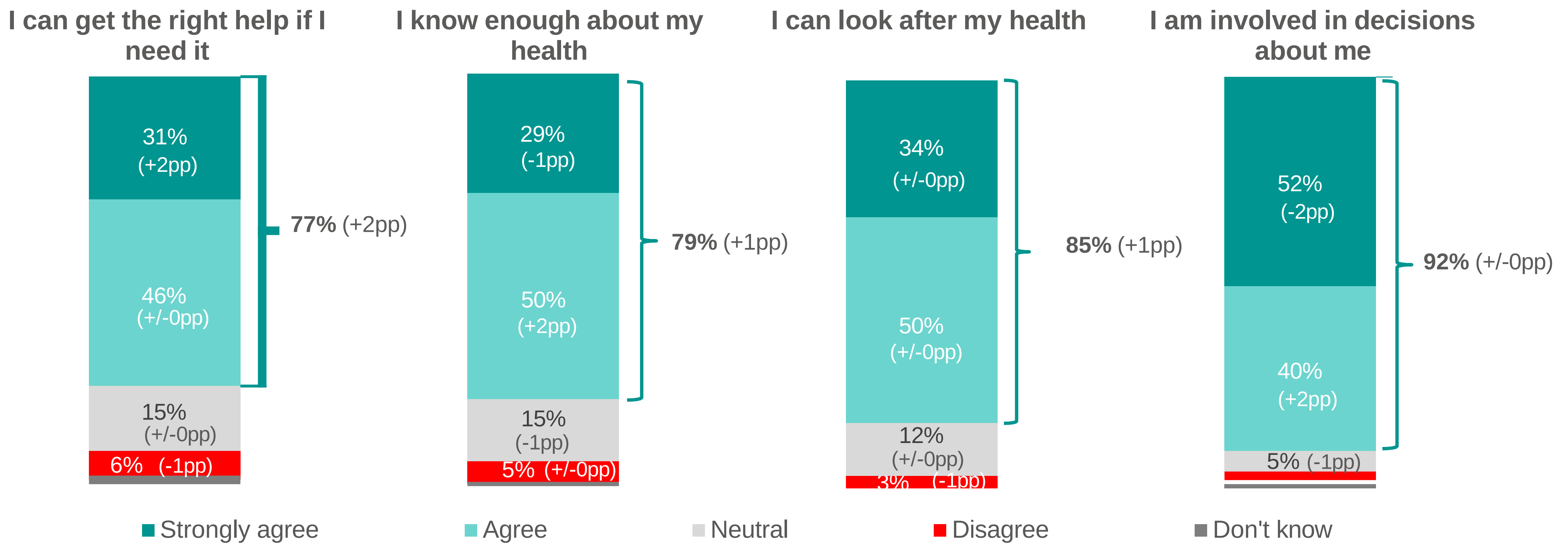
Survey	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Fieldwork start	9 Feb 22	25 Mar 22	1 Sep 22	20 Oct 22	7 Dec 22	2 Mar 23	5 May 23	26 June 23	4 Sept 23	13 Nov 23	29 Jan 24	13 May 24	8 July 24	19 Aug 24	14 Oct 24	9 Dec 24
Fieldwork end	25 Feb 22	11 April 22	24 Sep 22	3 Nov 22	21 Dec 22	14 Mar 23	22 May 23	10 July 23	18 Sept 23	29 Nov 23	13 Feb 24	25 May 24	19 July 24	2 Sept 24	28 Oct 24	23 Dec 24
Report publication	Mar 22	Apr 22	Sep 2022	Nov 2022	Jan 2023	Apr 2023	June 2023	July 2023	Sept 2023	Dec 2023	Mar 2024	June 2024	Aug 2024	Sept 2024	Nov 2024	Jan 2025
Total respondents	1385	1467	1677	1636	1470	1767	1488	1612	1560	1546	1460	1551	1540	1482	1517	1523
Web respondents	762 (55%)	794 (54%)	785 (47%)	791 (48%)	721 (49%)	765 (43%)	789 (53%)	766 (48%)	755 (48%)	754 (49%)	766 (52%)	775 (50%)	770 (50%)	775 (52%)	759 (50%)	762 (50%)
F2F (previously phone) respondents	250 (18%)	250 (17%)	235 (14%)	270 (17%)	250 (17%)	250 (14%)	251 (17%)	250 (16%)	248 (16%)	250 (16%)	259 (18%)	251 (16%)	250 (16%)	241 (16%)	266 (18%)	250 (16%)
Online rapid (previously river) sampling	373 (27%)	423 (29%)	657 (39%)	575 (35%)	499 (33%)	752 (43%)	448 (30%)	596 (37%)	557 (36%)	542 (35%)	435 (30%)	525 (34%)	517 (34%)	463 (31%)	492 (32%)	511 (34%)

Key demographics (before weighting applied)

Survey	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Male	597	593	739	666	686	782	657	701	680	664	673	678	657	598	668	673
Female	761	843	906	970	784	964	831	877	852	840	766	843	856	866	823	806
16-24	113	96	123	170	111	114	133	146	123	139	150	138	139	156	141	151
25-44	413	421	455	503	440	483	487	457	412	460	405	531	543	451	496	536
45-64	484	538	525	565	570	644	506	624	607	506	489	546	566	572	557	533
65+	375	412	574	398	349	526	362	385	418	441	416	336	292	303	323	303
White	1201	1314	1503	1405	1297	1572	1278	1390	1358	1319	1253	1251	1281	1259	1284	1266
Within racially minoritised communities	166	137	159	208	173	181	194	197	194	218	195	218	246	216	222	244

Appendix 2

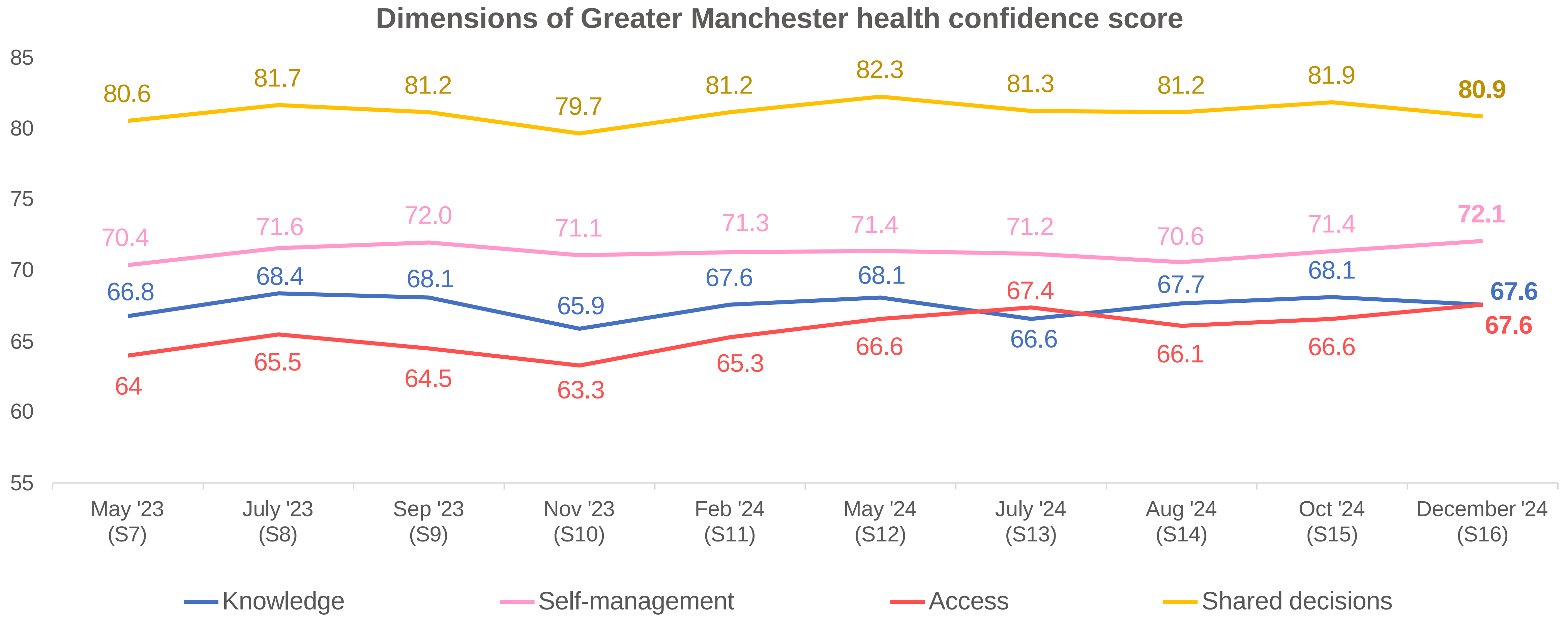
Respondents remain largely positive with regards to **‘health confidence’**, with over 9 in 10 (92%) involved in **decisions about themselves,** which is consistent with last wave. For the other health confidence metrics, there have been small increases seen for **‘I can get the right help’**, **‘I know enough’** and **‘I can look after my health’** since October 2024.



Figures in brackets show change since October (S15)

S14. To what extent do you agree or disagree with the following statements?
Unweighted base: All respondents Survey 16, 1523 (All responses)

Since October 2024, the health confidence score for shared decisions and knowledge have decreased (-1 and -0.5, respectively), whereas access and self-management have seen increases (+1 and +0.7, respectively).

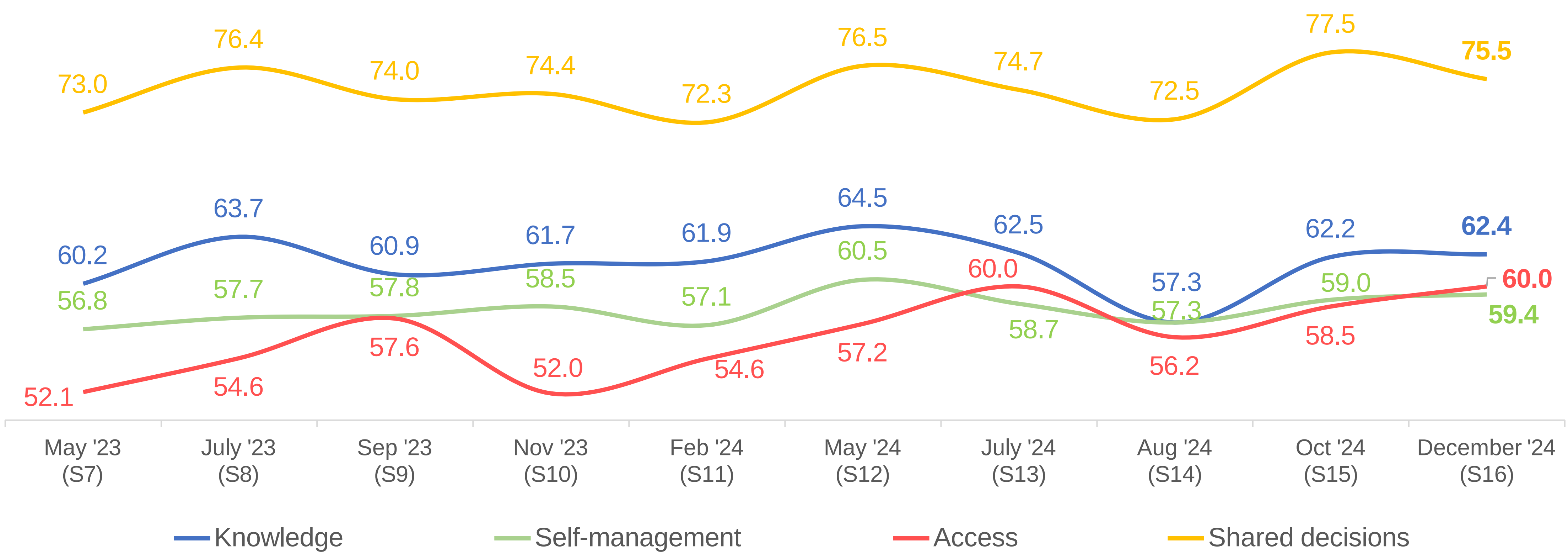


An overall health confidence score is calculated based on responses to four questions, each covering one of four dimensions – access, knowledge, self-management, shared decisions. On a 0-100 scale, scores between 60-79 are interpreted as moderate, scores between 80-100 are interpreted as high

S14. To what extent do you agree or disagree with the following statements?
Unweighted base: All respondents; Survey 7, 1488; Survey 8, 1612; Survey 9, 1560; Survey 10, 1546; Survey 11, 1460; Survey 12, 1,551; Survey 13, 1540; Survey 14, 1482; Survey 15, 1517; Survey 16, 1523

The health confidence score among disabled respondents continues to fluctuate wave-on wave. In line with the GM average, shared decisions has decreased, while access has increased. Knowledge and self-management have remained largely constant from last wave.

Dimensions of Greater Manchester health confidence score among disabled respondents



S14. To what extent do you agree or disagree with the following statements?
Unweighted base: All disabled respondents; Survey 7, 374; Survey 8, 417; Survey 9, 412; Survey 10, 385; Survey 11, 346; Survey 12, 394; Survey 13, 416; Survey 14, 370; Survey 15, 398; Survey 16, 435

The health confidence score for racially minoritised groups over the past three waves (S14-S16 combined) is reported at 70.4 out of 100. Knowledge and shared decision report the biggest gaps between racially minoritised respondents and the rest of GM.

An overall health confidence score is calculated based on responses to four questions, each covering one of four dimensions – access, knowledge, self-management, shared decisions

Access
67.9
+1.1
(vs. GM)
'I can get the right help if I need it'

Knowledge
64.3
-3.5
(vs. GM)
'I know enough about my health'

Self-management
70.8
-0.6
(vs. GM)
'I can look after my health'

Shared decision
78.6
-2.7
(vs. GM)
'I am involved in decisions about me'

On a 0-100 scale, these thresholds are given the following interpretations:

High	80-100
Moderate	60-79
Low	40-59
Very low	0-39

Racially minoritised communities' health confidence score for (out of 100) (S14-S16)

70.4

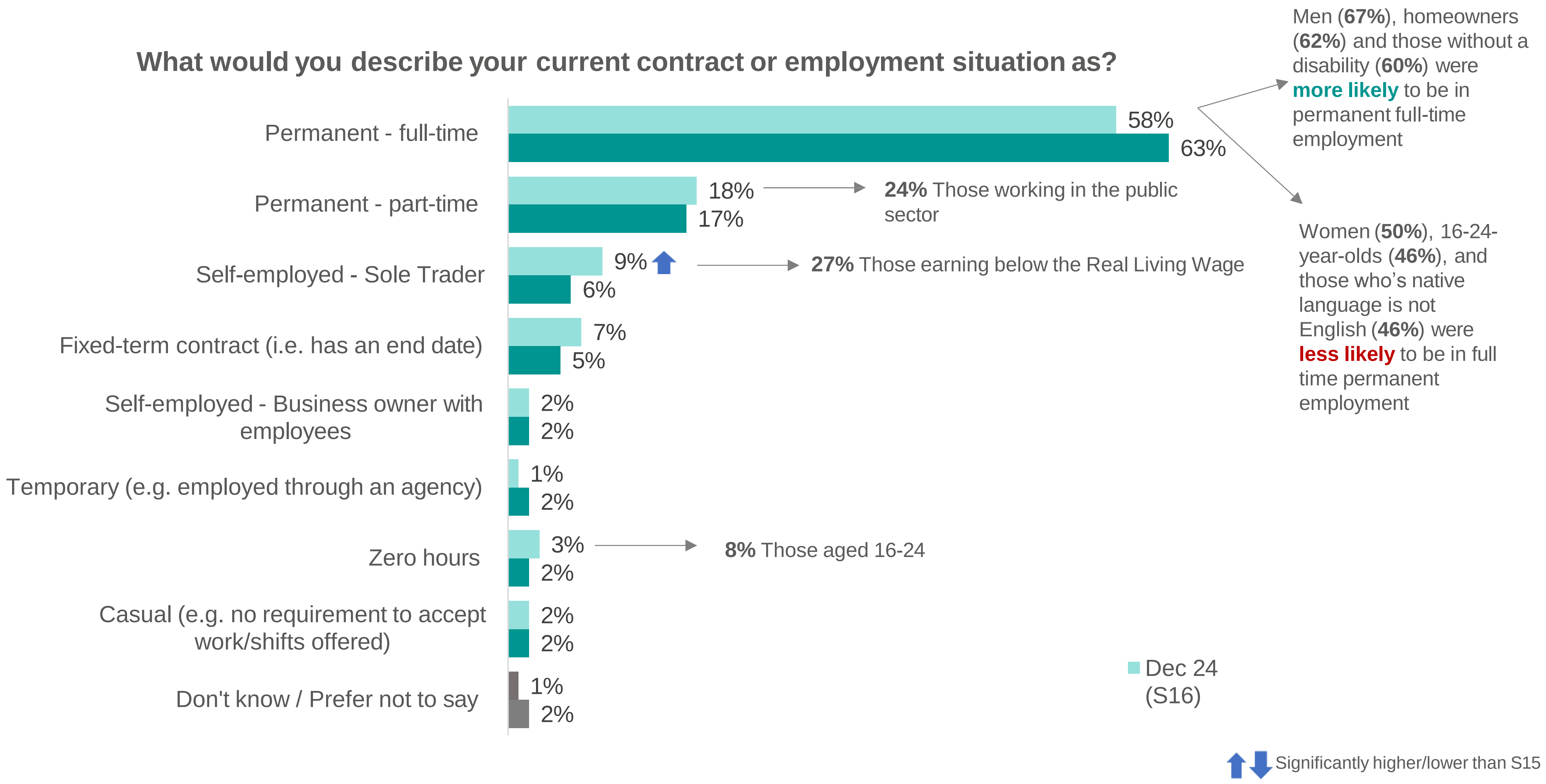
This is

-1.4

points higher than in the overall GM score (S14-S16)

S14. To what extent do you agree or disagree with the following statements?
Unweighted base: Racially minoritised groups S14-S16, 682 (Valid responses)

Just under three fifths (58%) of respondents are employed in permanent positions, which has dropped significantly since last wave (63%) - with a further 18% in part-time positions, this has remained stable since last wave.



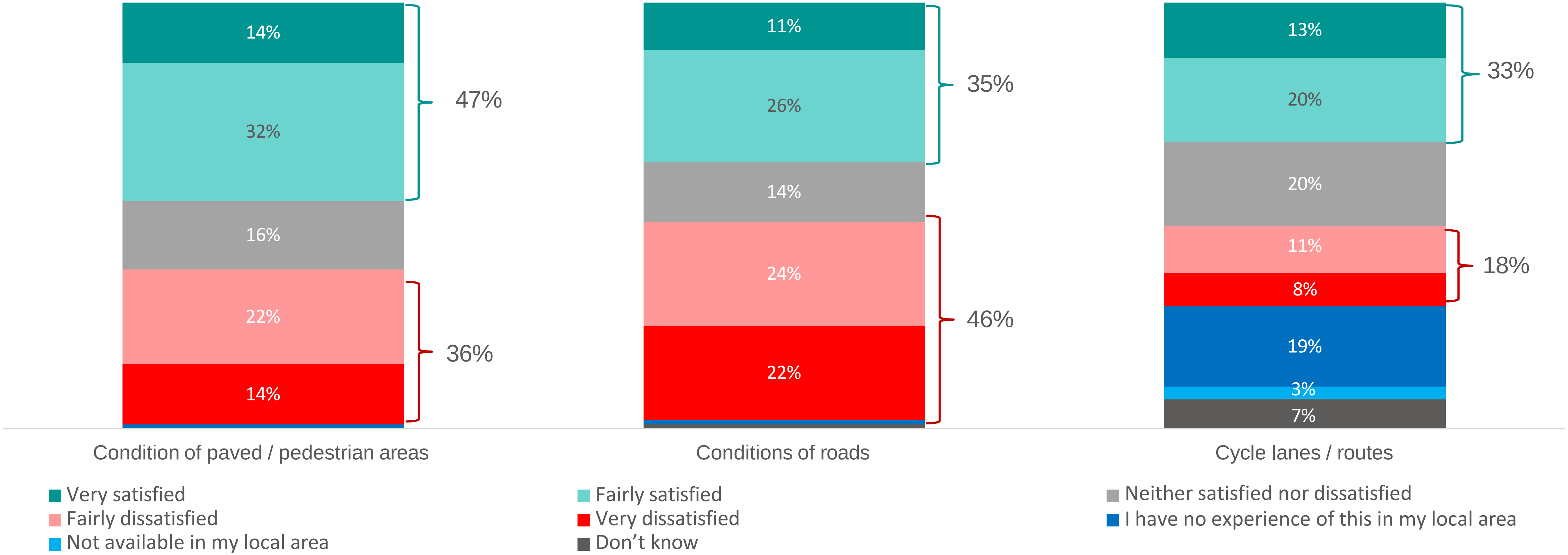
GW2_4. What would you describe your current contract or employment situation as? Base: Those who are employed S15 (878), S16 (896)

Respondents continue to be broadly satisfied with transport and travel facilities. The lowest level of satisfaction was reported for train services and the Metrolink, at 46%, though this is offset by high levels of respondents saying this is not available in their local area

LA7. Thinking about where you live, how satisfied or dissatisfied are you with your experience of the following in your local area?
Unweighted base: All respondents Survey 16, 1523

Dissatisfaction with the condition of the roads continues to make up almost half of the respondents (47%), while dissatisfaction with conditions of roads and cycle lanes and routes makes up over a third of respondents (33%). Note that cycle lanes/routes are not available (or familiar to) a fifth of respondents

Level of satisfaction with transport and travel facilities

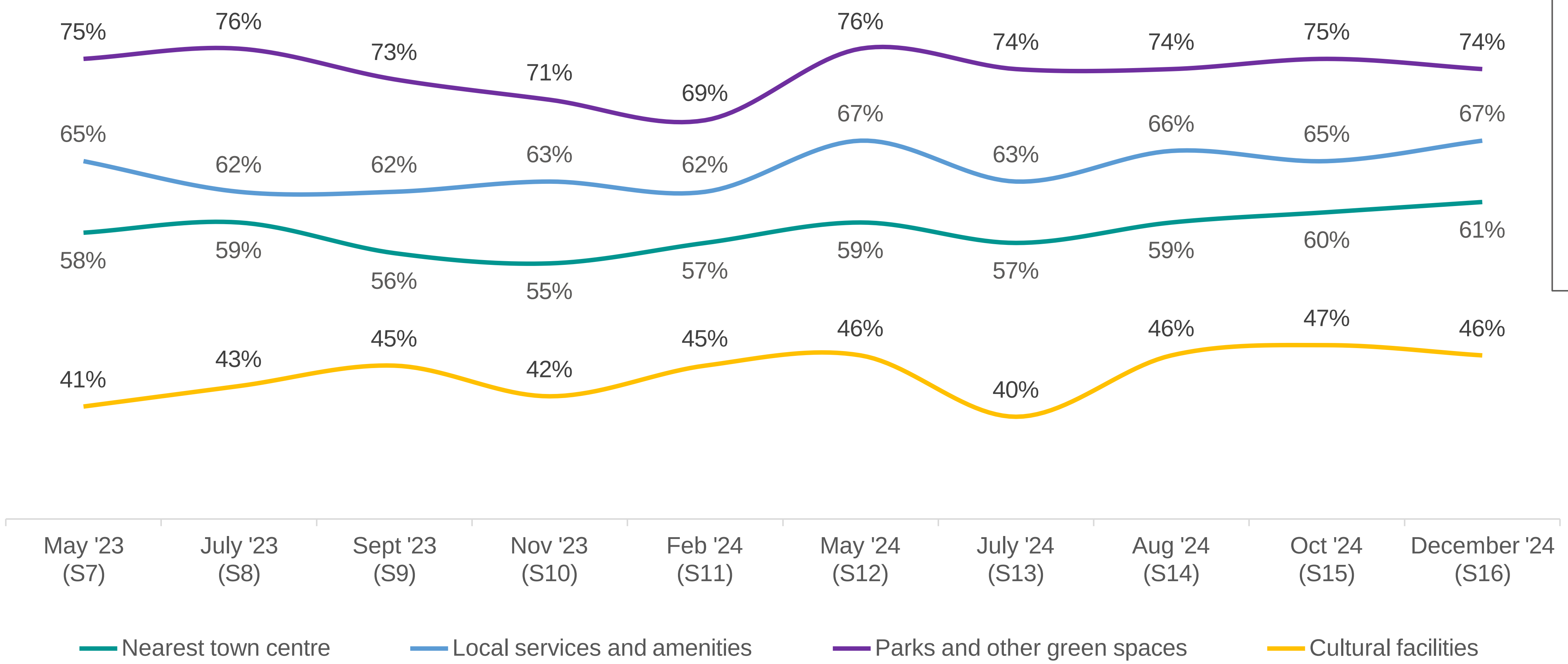


Figures in brackets show change since July (S13)

LA7. Thinking about where you live, how satisfied or dissatisfied are you with your experience of the following in your local area?
Unweighted base: All respondents Survey 16, 1523

Three-quarters (74%) of respondents remain satisfied with parks and other green spaces in their local area. Satisfaction with their nearest town centre continues to increase in comparison to previous waves, and satisfaction with local services and amenities is also high (67%).

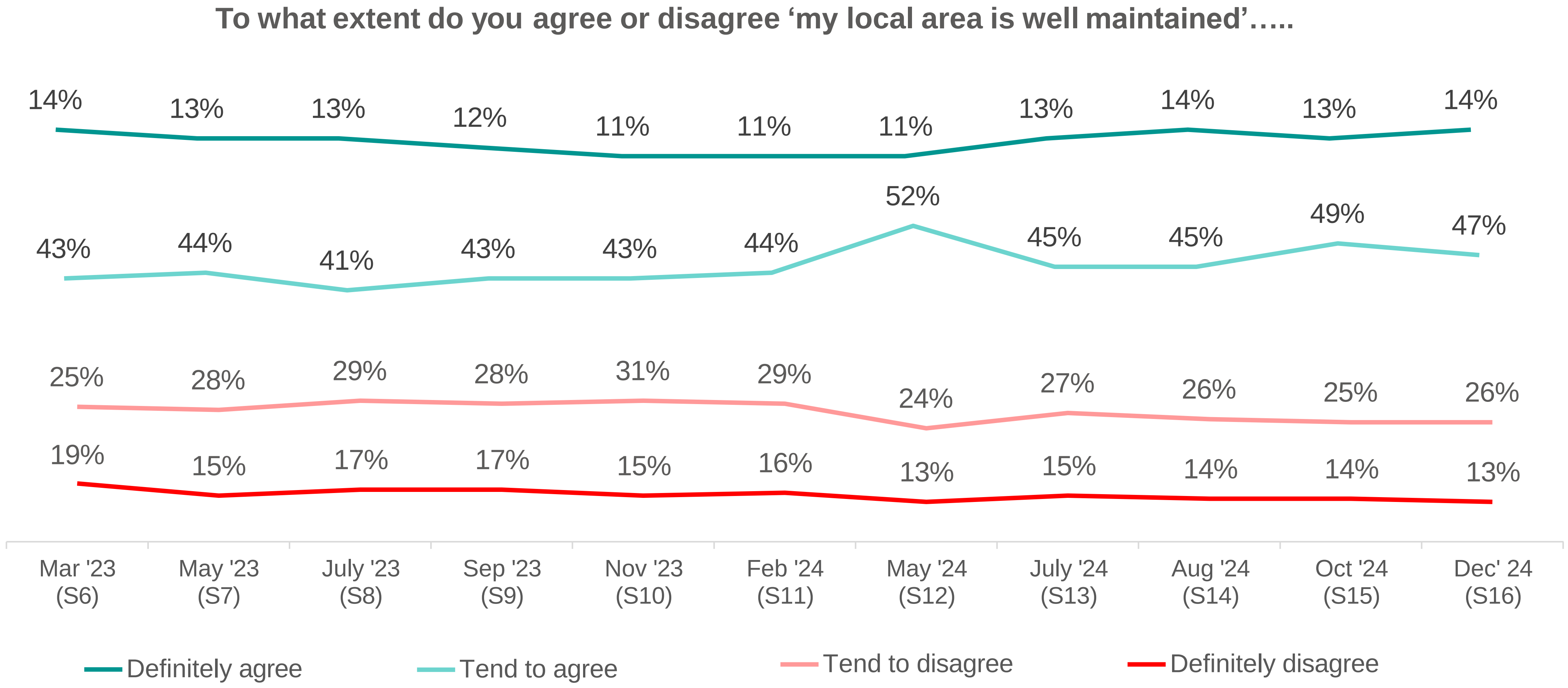
Level of satisfaction with facilities in the local area



Respondents have the option of indicating they do not have experience of a particular service/aspect, or that something is not available at all in their local area.

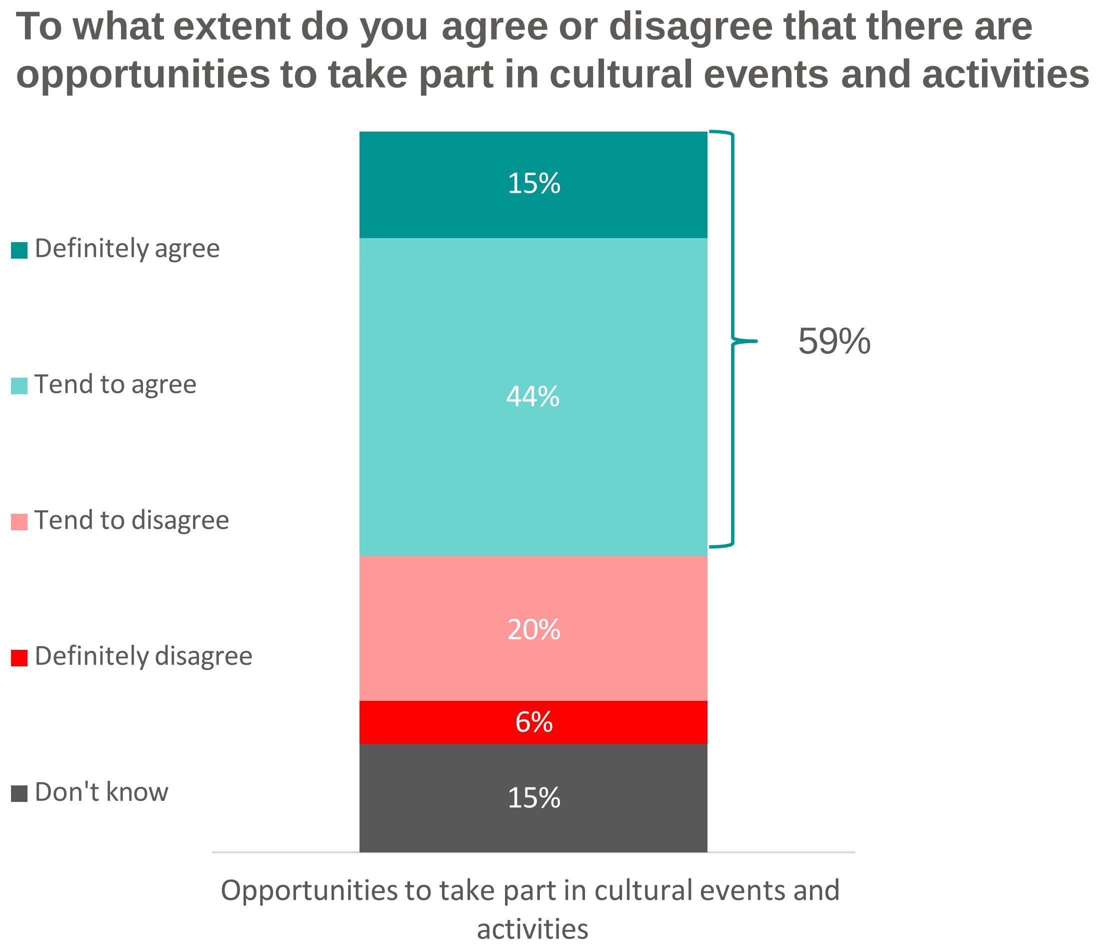
LA4. Generally, how satisfied or dissatisfied are you with…?
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

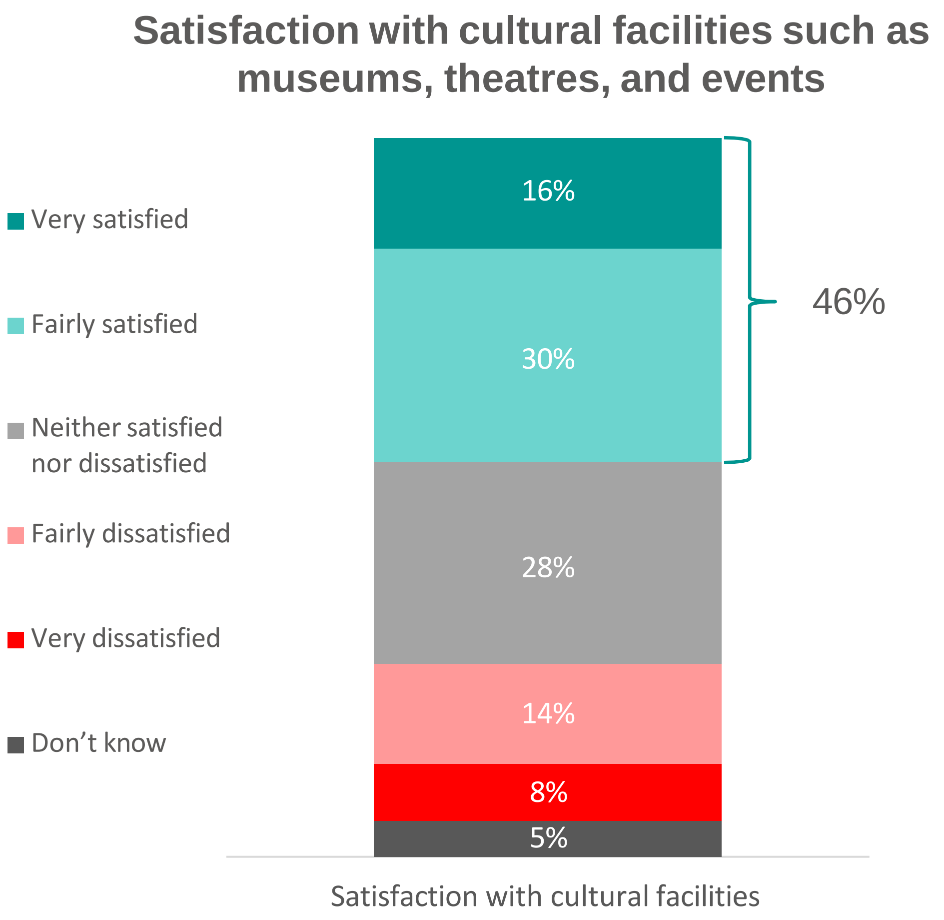
Respondents who agree that their local area is well maintained has remained stable since July 2024 (S14), with 3 in 5 (61%) respondents agreeing and 2 in 5 (39%) disagreeing.



LA6. To what extent do you agree or disagree with the following statements about your local area? Only valid responses shown
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

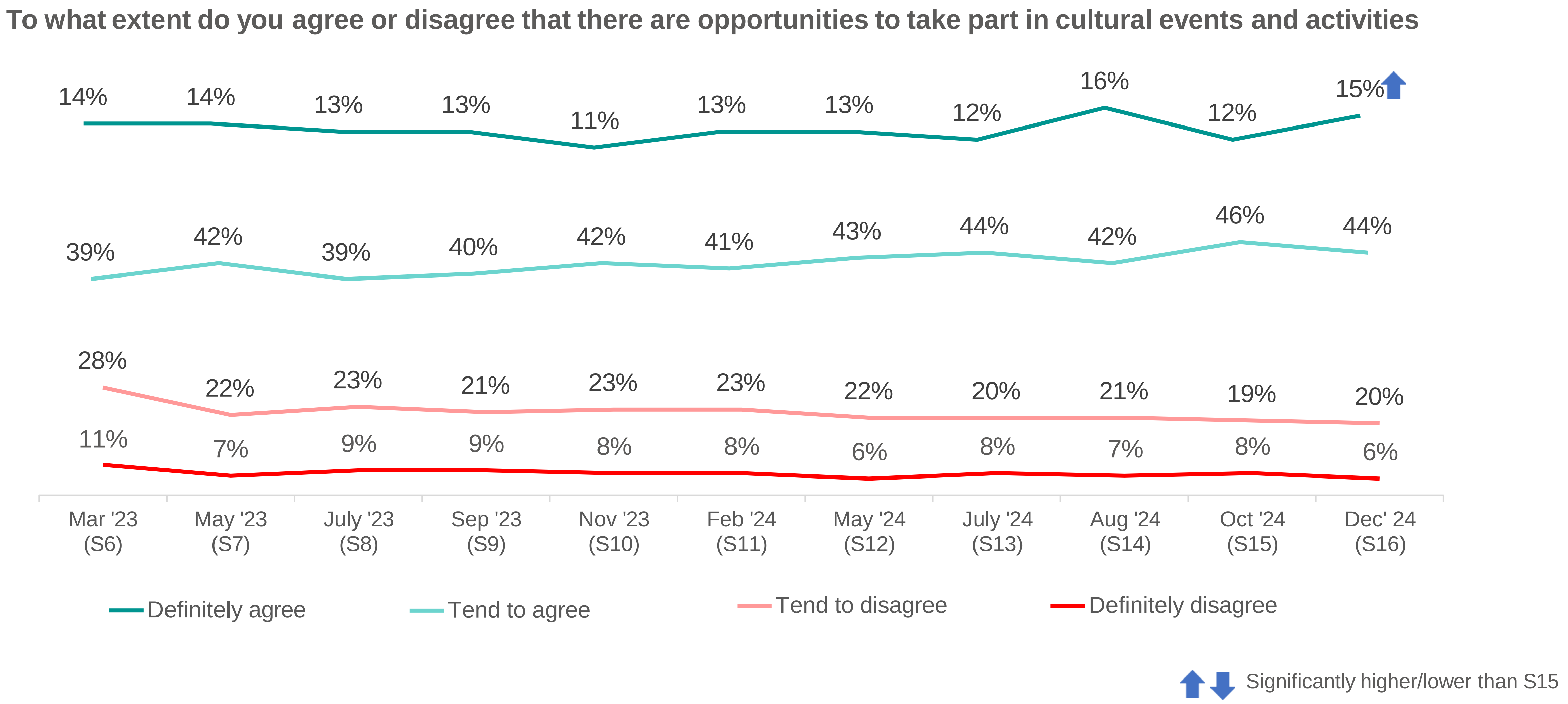
3 in 5 (59%) agree there are opportunities to take part in cultural events and activities in their local area. Almost half (46%) are satisfied with cultural facilities available, such as museums, theatres and events…





LA5. To what extent do you agree or disagree that there are opportunities to take part in cultural events and activitiess in your local area? LA4. Generally, how satisfied or dissatisfied are you with…? Unweighted base: Greater Manchester Residents S16, 1523

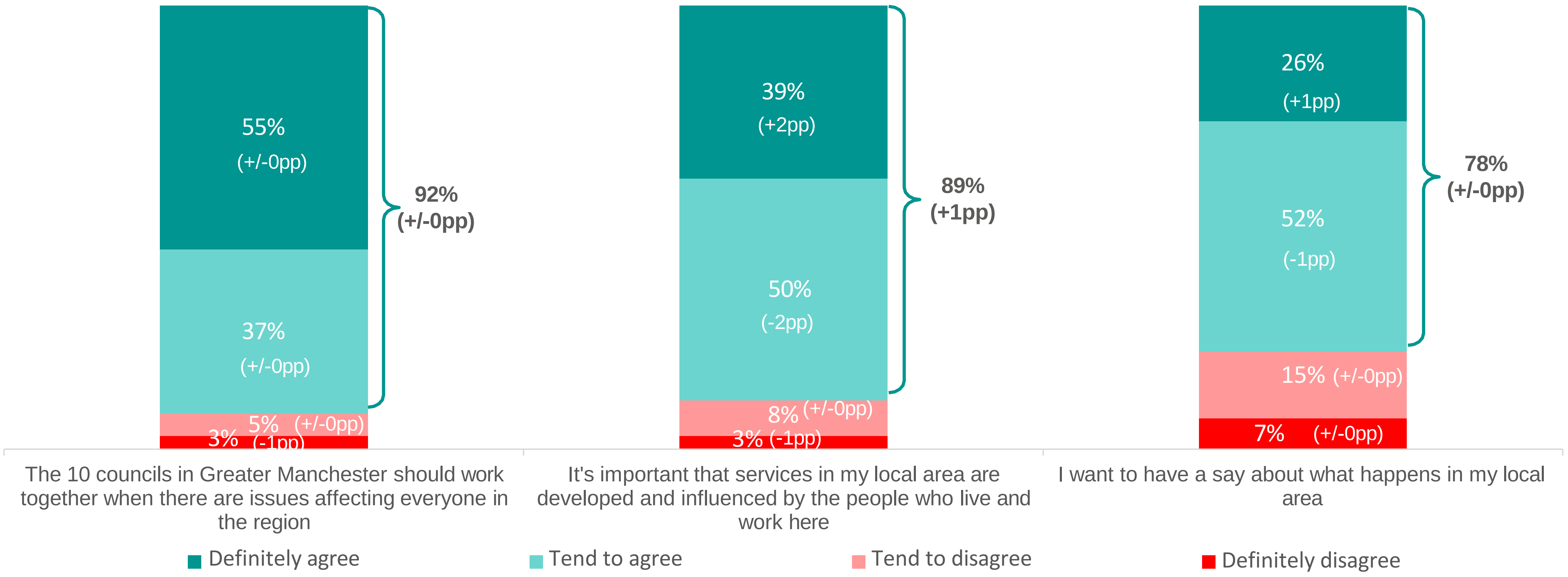
… and there has been a significant increase in the proportion who 'definitely agree' there are opportunities to take part in cultural events and activities, following a brief dip in the previous wave.



LA5. To what extent do you agree or disagree that there are opportunities to take part in cultural events and activitiess in your local area?
Unweighted base: S7, 1488; S8, 1612; S9, 1560; S10, 1546; S11, 1460; S12, 1551; S13, 1540; S14, 1482; S15, 1517; S16, 1523 (All respondents).

GM respondents continue to agree that the **10 councils should work together** (92%), that **services in their local area are developed and influenced by people who live and work there** (89%), and they **want to have a say about what happens in their local area** (78%).

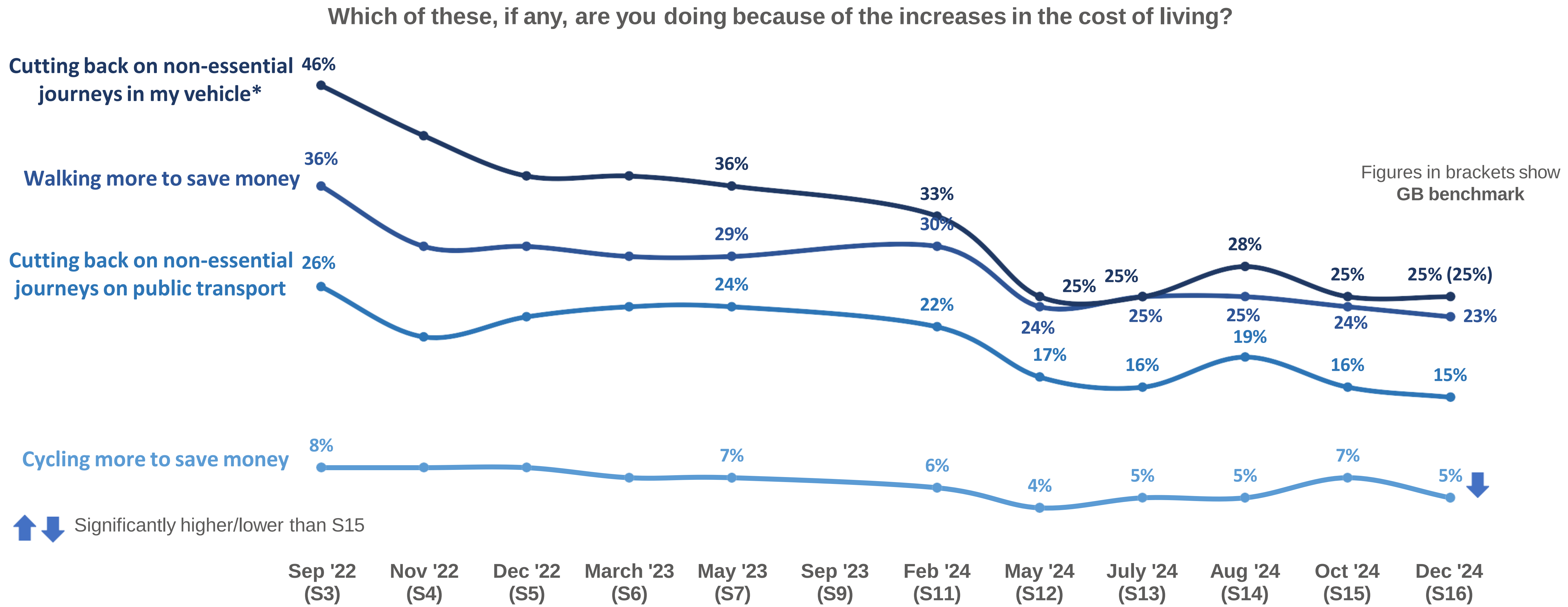
To what extent do you agree or disagree…?



Figures in brackets show change since October 2024 (S15)

LA6. To what extent do you agree or disagree with the following statements about your local area?
Unweighted base: Survey 15, 1517; Survey 16, 1523 (All responses) Only valid responses shown

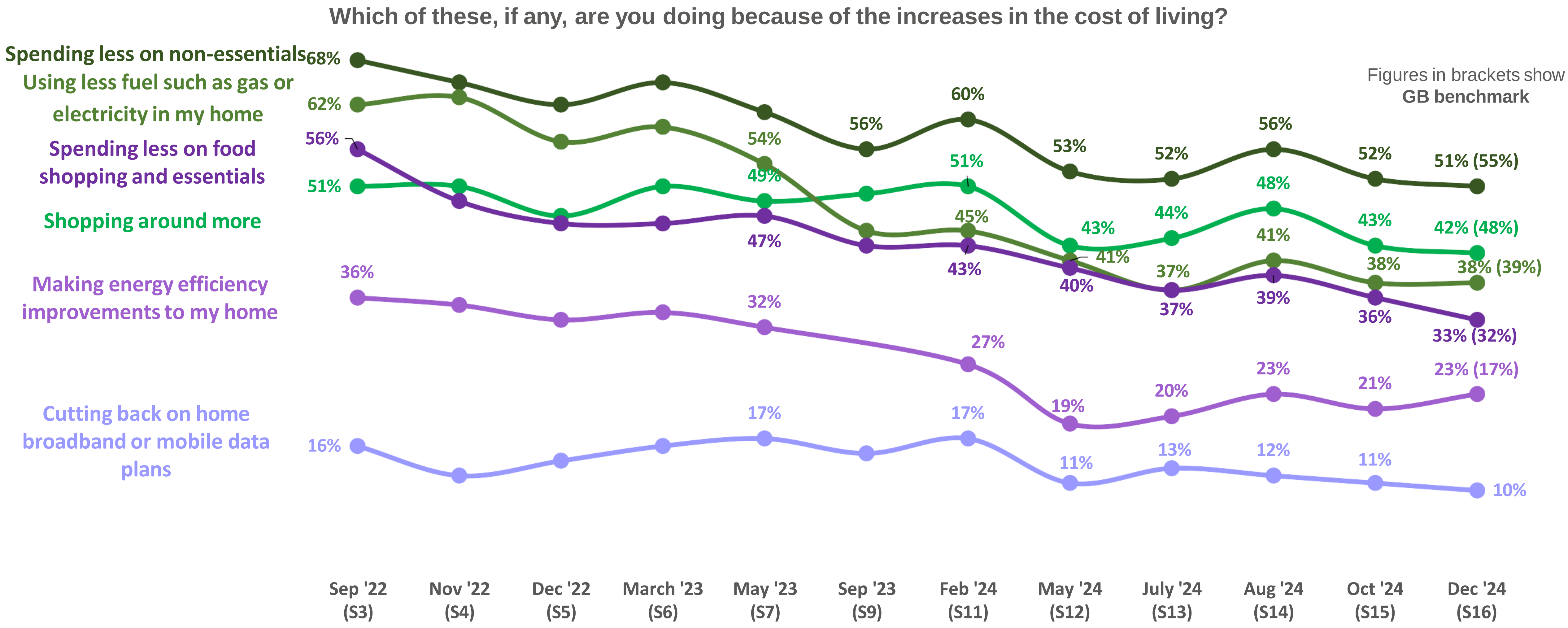
As a result of cost-of-living increases, around 8 in 10 respondents said they continue to take actions to save money (85%). Fewer people are cycling more to save money but this should be noted in the context of seasonal changes



Data points shown wherever statement was included in fieldwork. Percentage figures included from May 2023 to provide a frame of reference - other specific % figures available on request

CL7. Which of these, if any, are you doing because of the increases in the cost of living? 1,523 (All respondents).
*Not asked in S9
GB benchmarking is not available for all statements. Statements which can be compared are shown in backets where available.

Respondents spending less on non-essentials, on food shopping and essentials and shopping around more are in line with previous waves

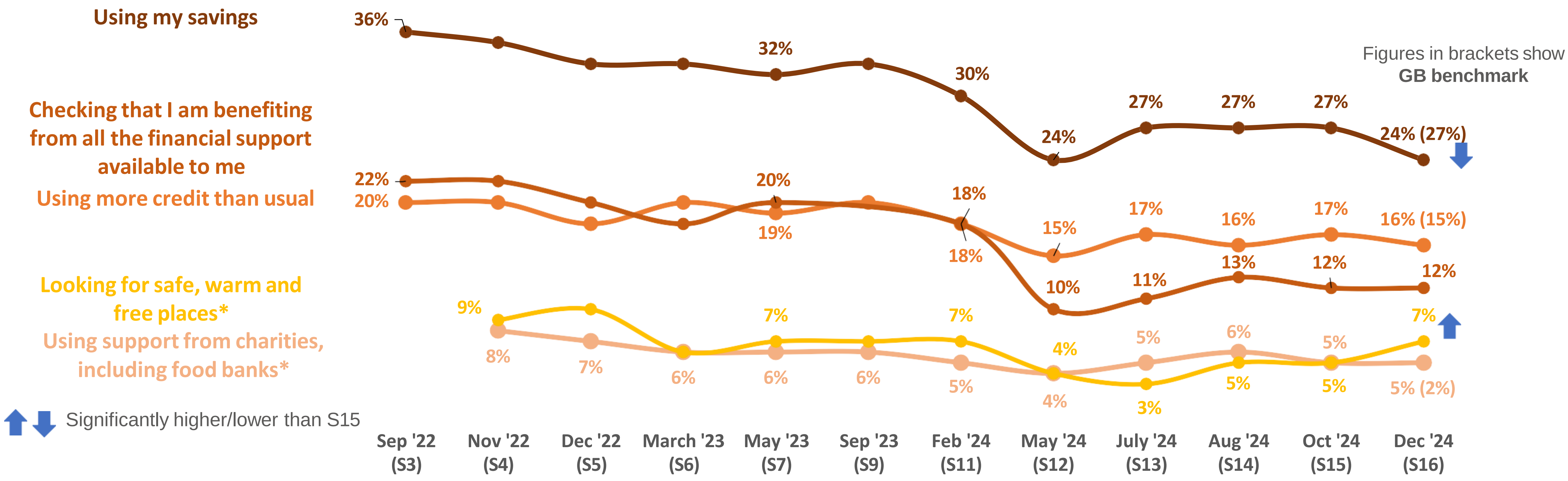


Data points shown wherever statement was included in fieldwork. Percentage figures included from May 2023 to provide a frame of reference - other specific % figures available on request

CL7. Which of these, if any, are you doing because of the increases in the cost of living? 1,523 (All respondents). GB benchmarking is not available for all statements. Statements which can be compared are shown in backets where available.

A quarter of respondents are using their savings due to the increased cost of living – having fallen significantly since October 2024. Significantly more people are looking for safe, warm and free places in December 2024

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



Data points shown wherever statement was included in fieldwork. Percentage figures included from May 2023 to provide a frame of reference - other specific % figures available on request

CL7. Which of these, if any, are you doing because of the increases in the cost of living? 1,523 (All respondents).
*Not asked in S3
**Not asked in S3

GB benchmarking is not available for all statements. Statements which can be compared are shown in backets where available.

Carried out on behalf of Greater Manchester partners by

BMG
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