

Survey of Leicester

Scrutiny briefing slides

Survey of Leicester



The Survey of Leicester was conducted in the Autumn of 2021 with the aims of:

- Better understanding the lives of Leicester's residents, their households, and communities, with an emphasis on how they interact with the internet, media and the council.
- Beginning to understand how Covid-19 has impacted on the lives of Leicester residents.

The survey used two methods of data collection:

Online – Citizen Space questionnaire open to all. Promoted via LCC online channels, social media, emails to council staff, residents with a LCC website account, and major employers.

Fieldwork – Household interviews conducted by LCC staff on the doorstep using either paper questionnaires or iPads. Targets for fieldwork were initially directed by the selection of small areas based on household tenure and later, by groups and areas with low online response rates.

In total, 3,272 valid responses, aged 18+ with a Leicester postcode, were collected. Around 40% were collected by fieldworkers and 60% online. The sample was reasonably representative of Leicester's adult population.

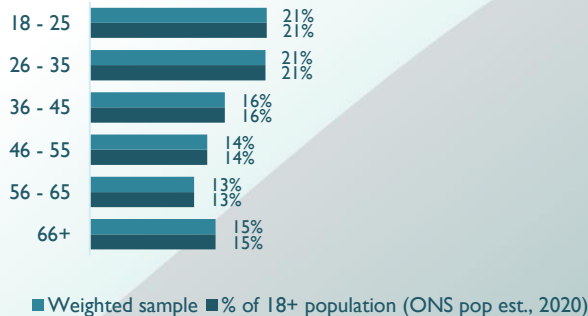


Weighted respondent profile

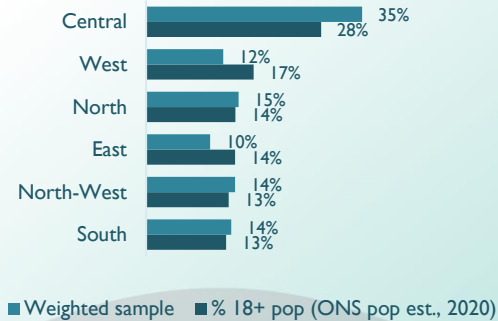
A simple balance weighting has been applied to each respondent to make the analysis more representative.

Age was chosen as the weighting variable because it was the characteristic with the greatest disparity between the sample and the population so the weighted sample's population reflects the estimated Leicester population by age.

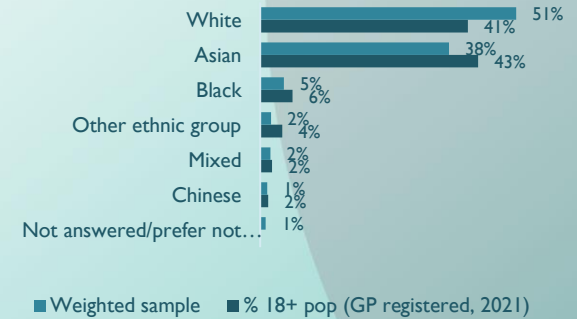
Age band



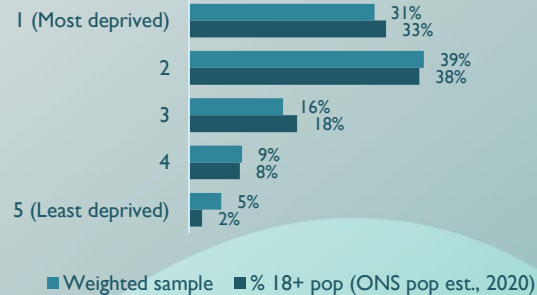
Broad city area



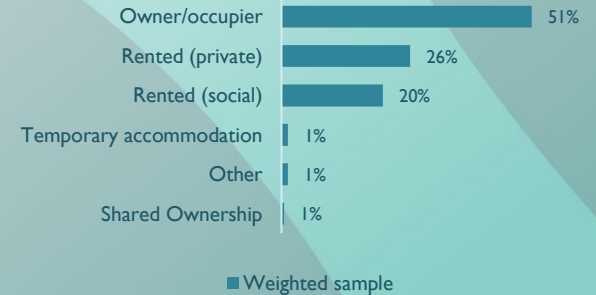
Broad ethnicity



IMD2019 Quintile



Housing tenure*



*Without the census there is no directly comparable data source for population by housing tenure. ONS 2022 Dwellings by Tenure estimates indicate 52% of Leicester dwellings are owner-occupied, 26% private rented, and 23% social rented. Respondents were not asked their gender, which has negative implications for the known representativeness of the survey.

Reliability and appropriate uses

Like any survey, the Survey of Leicester is subject to biases which can affect the reliability and validity of the results. The questionnaire design and sampling strategy were less sophisticated than some surveys which cover similar topics, and this likely increases the impact of these biases.

However, the survey achieved a large sample which was reasonably representative of Leicester overall by the known characteristics the survey collected data on. While recognising the limitations of the survey, we should feel confident in using it as a tool for high-level insight and intelligence.

What we should do with survey results

- Treat the survey critically, as a piece of 'best available' rather than 'definitive' intelligence
- Gain broad insight about the city's population
- Compare large subgroups (broad ethnicity, broad area of the city, age band)
- Use the survey as evidence to support bids, strategic needs assessment, and service planning

What we shouldn't do with survey results

- Directly compare results with other surveys
- Compare small sub-groups (<100 responses)
- Compare online and offline results

Questionnaire

Questions were organised around six themes:



About your household Q1-13

Personal/household characteristics, housing tenure



Digital access and internet Q34-42

How, where, and why the internet is accessed, digital literacy



Health and Wellbeing Q14 -24

Service use, caring, support networks, social isolation



News and information Q43-45

Local news sources, reasons for following news, social media



Money and finances Q25-33

Impact of the pandemic, hardship, financial wellbeing



Leicester City Council and you Q46-55

Views on LCC communications channels

Questions were derived from a range of sources. Most were adapted from questions in other household surveys including the Census, Scottish Household Survey, and Leicester Health and Wellbeing Survey. Others were written for this survey, focussing on topics for which there is currently a lack of local data.

Many of the survey's questions are about households rather than individuals, so are not directly comparable with other local or national datasets.

The online and fieldwork questionnaires were almost identical, with a few changes to question composition.

Headlines at a glance



Most respondents reported high or very high life satisfaction, and most had a support network they could call on in times of need. Loneliness was an issue for one in eleven respondents

Leicester households are generally well connected. A small proportion of Leicester residents are 'digitally excluded', however even this group tends to have some access to the internet.



Households are more likely to feel worse off than better off since the start of the COVID-19 pandemic. Two in five households experienced financial hardship in the last couple of years and had difficulty paying for living costs.

Most households get local news from television, radio, and news websites. Two in five get news from social media, although this is usually in addition to other sources.

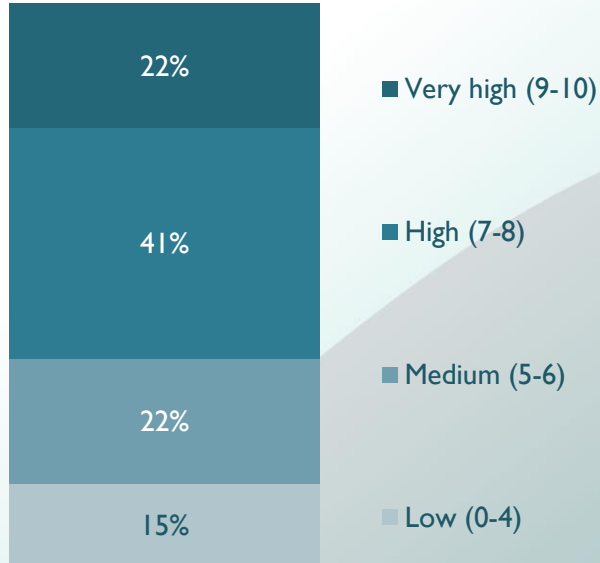


Three quarters of households visited the LCC website in the last 6 months. Respondents expressed interest in a range of channels for getting information about the council, both offline and online.

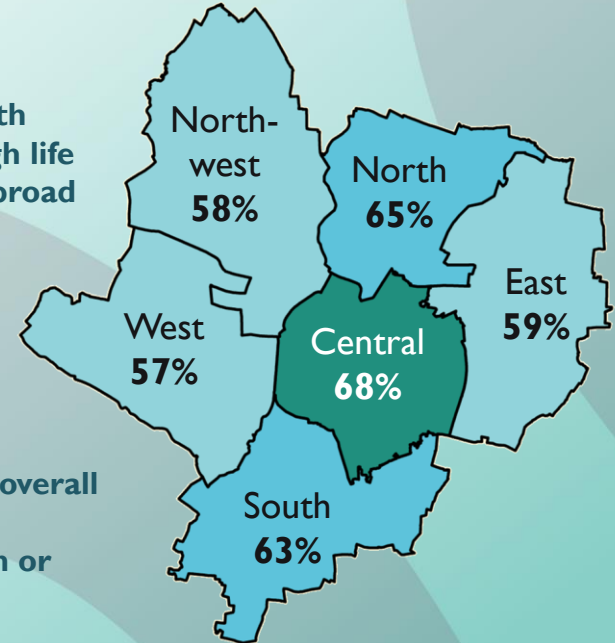
Life satisfaction

Most respondents rated their life satisfaction as high or very high. 18-25 year olds, those living in central Leicester, and respondents who felt financially better off now compared to before the pandemic were more likely to report high life satisfaction. Living alone, living in social housing, and living in a household with caring responsibilities were associated with lower life satisfaction.

Q.14 Overall, how satisfied are you with your life nowadays? On a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”.



Percentage of respondents with high or very high life satisfaction by broad city area.



63%
of respondents overall rated their life satisfaction high or very high.

Loneliness

Almost one in ten respondents felt lonely often or always. Loneliness affected people of all ages and ethnicities, although none of these categories were statistically significantly more likely to feel more lonely than the Leicester overall. Feeling lonely often or always was more common among those living in the most deprived areas of Leicester. Social housing tenants were twice as likely as Leicester residents in general to feel lonely often or always.

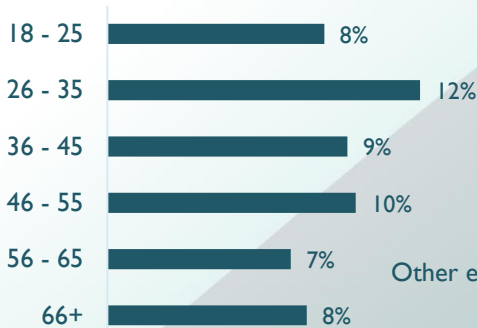
Q.16 How often do you feel lonely?

■ Often/always
 ■ Some of the time
 ■ Occasionally
 ■ Hardly ever
 ■ Never

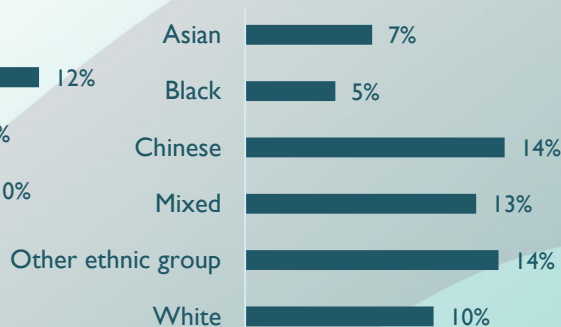


% lonely often or always

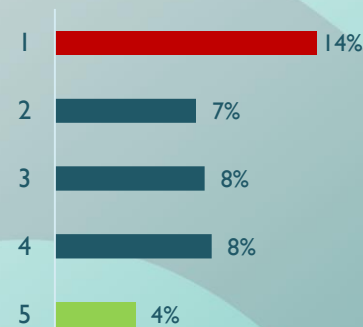
Age



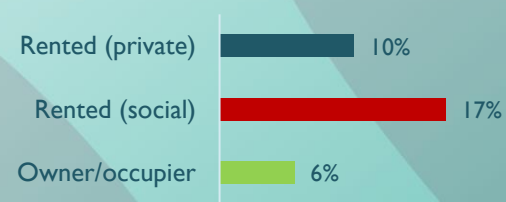
Ethnicity



IMD2019 Quintile



Housing tenure



Statistical comparison to Leicester



Household finances and the pandemic

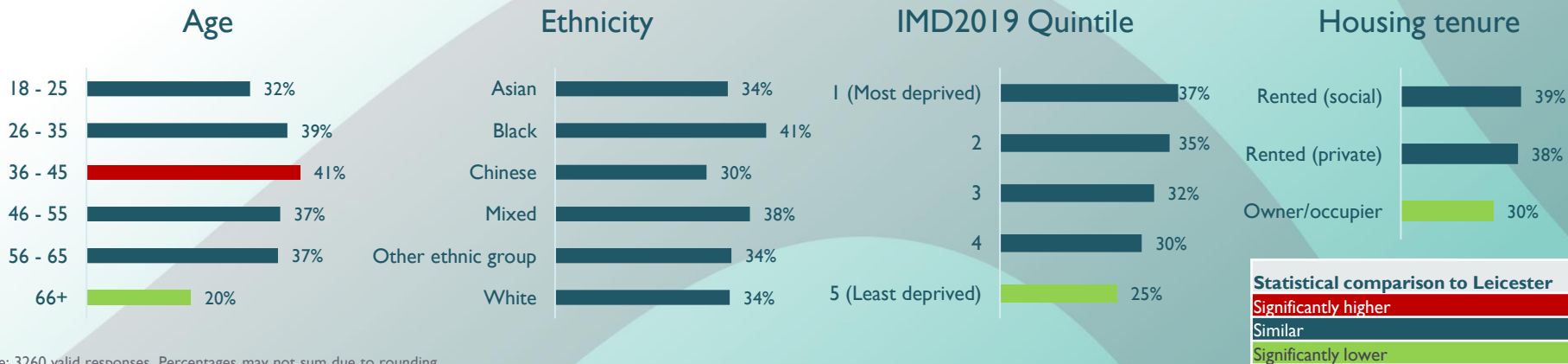
34% of respondents feel worse off now compared to before the pandemic. 17% feel better off. Those aged 36-45 were more likely to feel worse off compared to Leicester overall. Owner occupiers, people aged over 66, and those living in the least deprived areas of the city were less likely to feel worse off.

Q.25 Financially, how do you feel now compared to before the pandemic?

■ Much worse off ■ Slightly worse off ■ About the same ■ Slightly better off ■ Much better off ■ Don't know



% feeling much worse off or slightly worse off



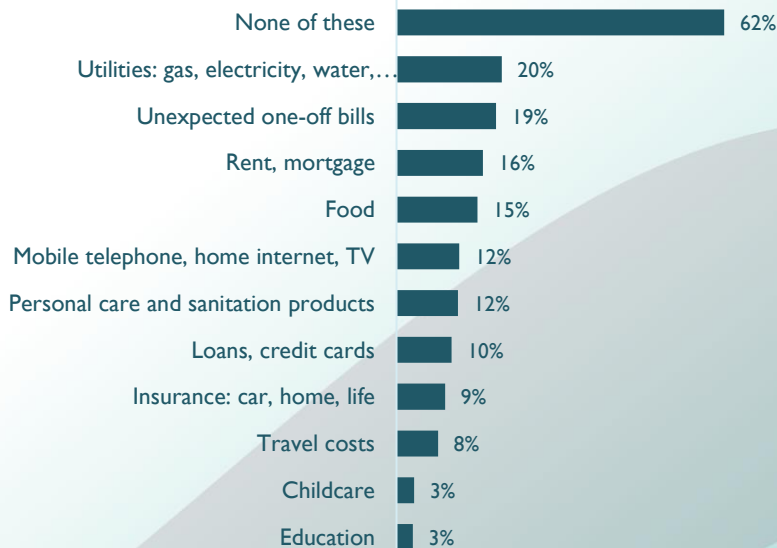
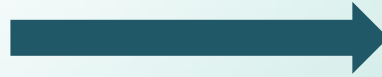
Statistical comparison to Leicester
 Significantly higher
 Similar
 Significantly lower

Base: 3260 valid responses. Percentages may not sum due to rounding.

Hardship and financial wellbeing

38% of respondents reported difficulty paying for at least one category of living cost since the start of the COVID-19 pandemic. Those reporting financial hardship were significantly more likely to report other adverse financial circumstances, and were less likely to be comfortable asking family and friends for financial help.

Q.27 Since the start of the COVID-19 pandemic, has it been difficult to pay for...



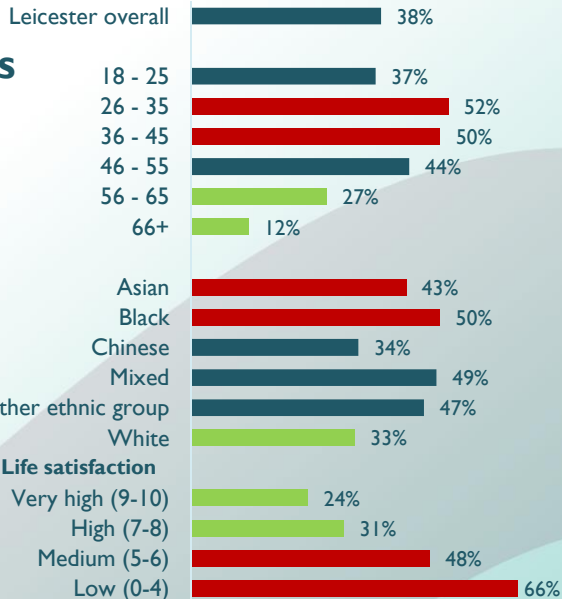
	Reported difficulty paying for something	No difficulties paying for anything	Leicester overall
Always/regularly run out of money	34%	1%	14%
Feel slightly/much worse off compared to before pandemic	61%	19%	35%
Missed a household bill in the last 6 months	28%	2%	12%
Ever taken a payday loan	13%	2%	6%
Couldn't cover more than one month's living costs if main income was lost	52%	12%	27%
Definitely/probably comfortable asking family/friends for financial help	51%	62%	59%

Groups experiencing financial hardship

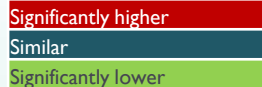
Respondents' personal characteristics and the characteristics of their household were associated with having difficulty paying for living costs. 26-45 year olds and Asian and Black respondents were more likely to have had difficulty paying for something. Renters, those with children in the household, and those with large households were also more likely to have experienced hardship.

Q.27 Since the start of the COVID-19 pandemic, has it been difficult to pay for... (Any living cost)

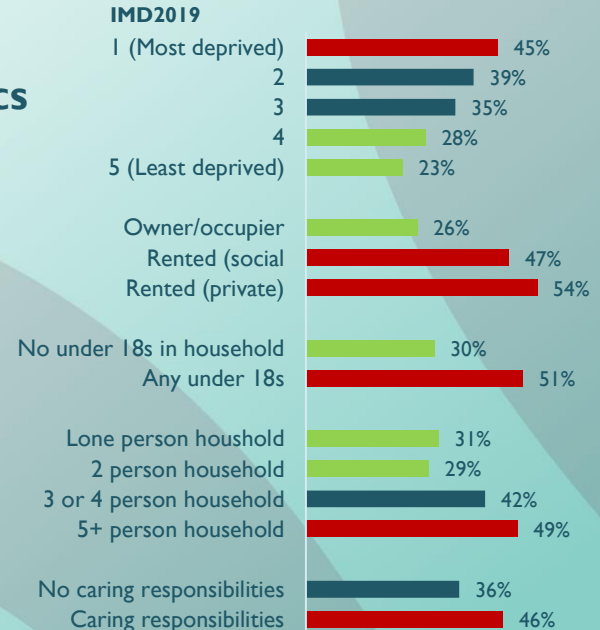
Personal characteristics



Statistical comparison to Leicester



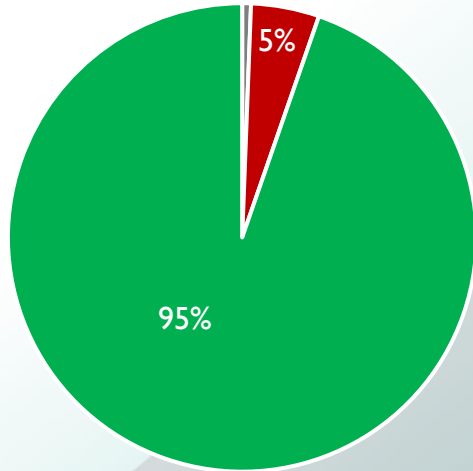
Household characteristics



Internet access

The large majority (95%) of respondents have access to the internet at home. Most households use at least one type of device to access the internet for personal use. Mobile phones, computers, and tablets are the most popular devices for accessing the internet. Almost a third of those without internet access at home did not report any way of accessing the internet.

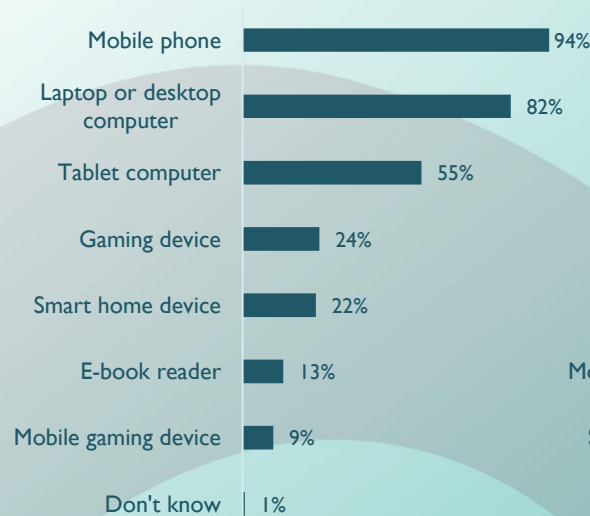
Q.34 Does your household have access to the internet at home?



■ Don't know ■ No ■ Yes

Q.35 How do members of your household access the internet for personal use?

Those with internet access at home



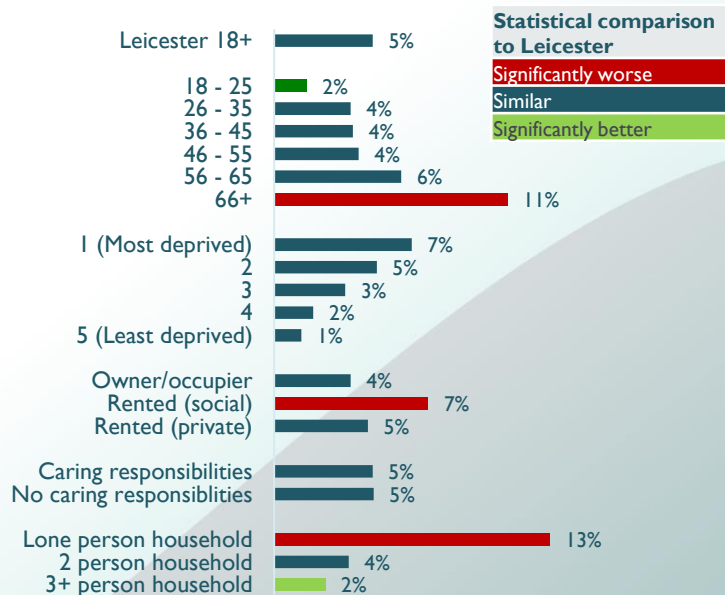
Those without internet access at home



Digital exclusion

Respondents aged 66+, those living in social housing, and lone person households were more likely than the Leicester overall to not have internet access at home. Almost a third of those without home internet access say they do not find out any information about Leicester City Council. However, the LCC website is still the most popular way for the digitally excluded to get information.

Q.34 Percentage without access to the internet at home by group



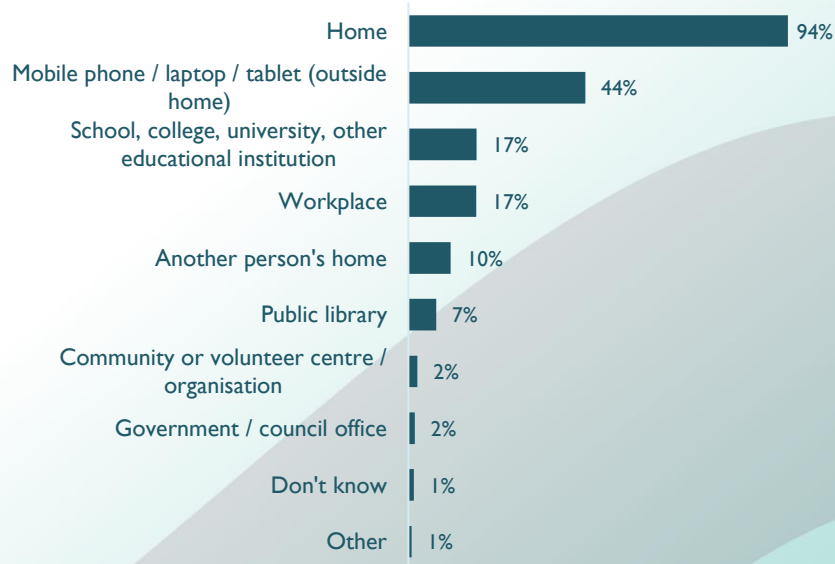
Q.47 How do you currently find out about Leicester City Council news and the services it provides?

	Households without home internet access	Households with home internet access
Do not find out any information	32%	14%
Leicester.gov.uk council website	31%	59%
Direct mail to household	21%	18%
Printed information provided by the council	21%	21%
Word of mouth (e.g. friends, neighbours, relations)	17%	20%
Council texts, emails and e-newsletters	16%	22%
Your Leicester e-newsletter	14%	29%
Local media (e.g. newspapers, TV, radio)	12%	15%

Internet access settings

Most households accessed the internet for personal use in at least one setting. Almost half of respondents used a mobile device to access the internet when they were away from home, and a significant proportion accessed the internet at their place of education or employment. One in ten households used public buildings to access the internet, and these settings were more important for some groups.

Q.36 Where do members of your household access the internet for personal use?



10% of households accessed the internet at one or more type of public building, including libraries, community or volunteer centres, and government or council offices.

1% of households only accessed the internet in public buildings.

Groups more likely to use public buildings to access the internet

28%
No internet access at home

16%
18-25 year olds

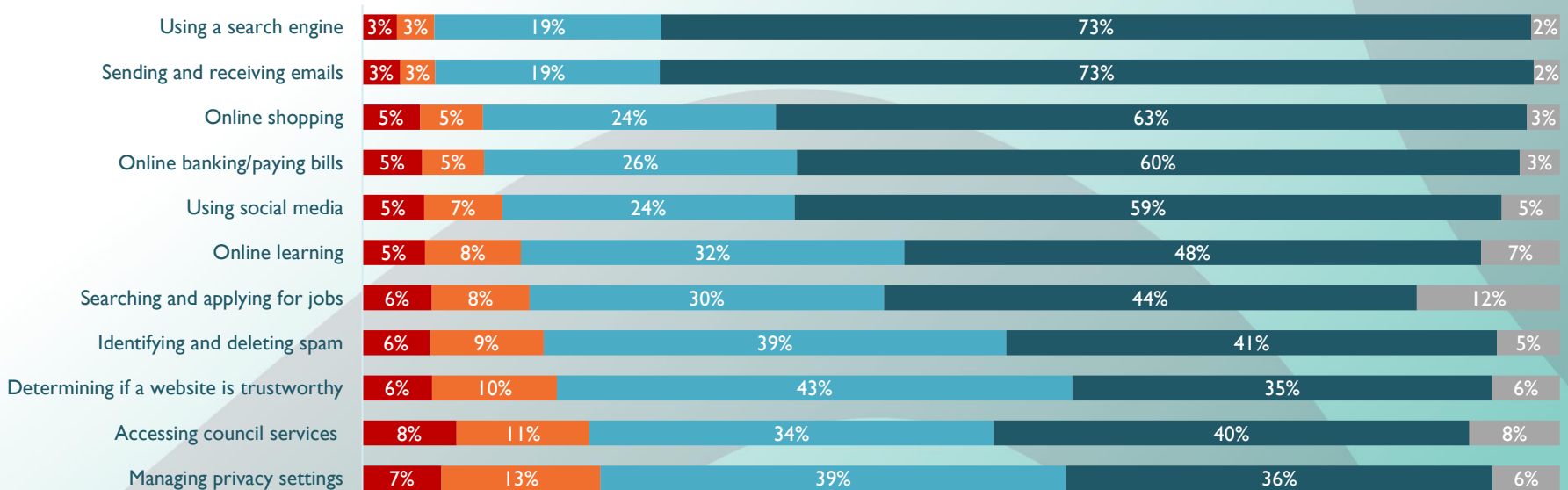
15%
Searched for job online in last 3 months

Digital literacy

The majority of respondents were at least fairly confident they could do most common tasks online. However, one in six did not feel confident in their ability to determine if a website is trustworthy, and one in five respondents were either not at all or not very confident in their ability to use the internet to access council services or manage online privacy settings.

Q.39 How confident are you, or members of your household, doing the following?

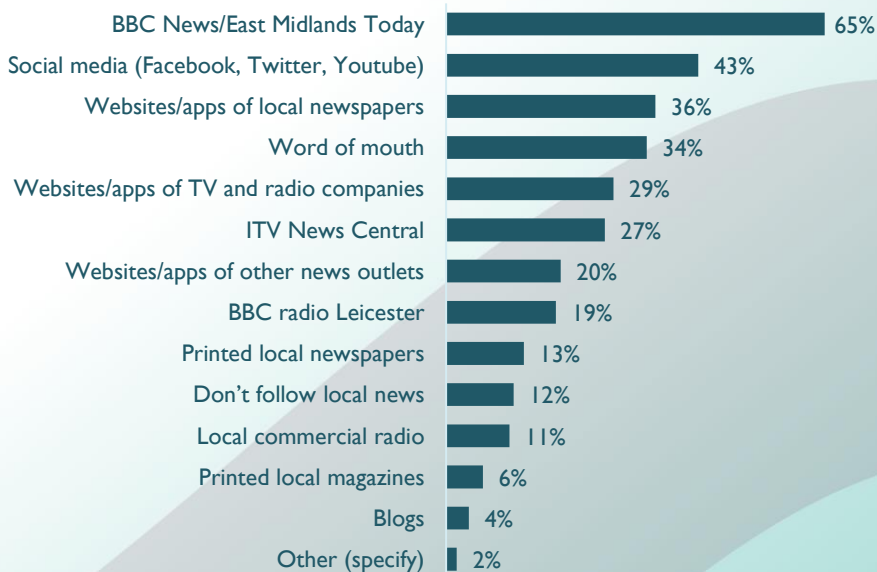
■ Not at all confident ■ Not very confident ■ Fairly Confident ■ Very Confident ■ Don't know



Local news

Two-thirds of respondents reported watching BBC News or East Midlands Today to get local news. Social media was the second most important source of news, but very few households reported only getting news from social media. Three quarters of households consumed news because they are interested in what's happening in Leicester.

Q.43 Thinking particularly about local news, which of the following does your household use?



Q.44 Thinking about some of the reasons people might have for following local news, which of these reasons apply to your household?



Next steps

- Use survey insight to support work across Leicester City Council
- Disseminate findings to wider stakeholders, including local partners and Leicester residents
 - Headline results summary report (September 2022)
 - Publication of data tables on the Leicester Open Data platform (September 2022)