



Safely Managing Covid-19: Greater Manchester Population Survey

December 2020

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Introduction and methodology

Background/Research Aims

- **COVID-19 (coronavirus) is having significant impacts** on the lives of residents and the city region of Greater Manchester (GM) as a whole.
- **The nature and extent of these impacts are not evenly experienced** across the population, which affects how well-equipped and empowered parts of the population are to stop the spread of the virus & the resulting impacts.
- Although there is extensive national research into these issues, particularly during the earlier stages of the pandemic, **relying on national surveys does not give the level of detail required** on who within the GM population is being most affected, the issues they are facing, what support they need, and how communications and support may be best targeted and delivered.
- The focus of this research is therefore to **provide regular ongoing insight on these issues and impacts across GM as a whole, and within its 10 Local Authorities**, to:
 - Help ensure communications and engagement activities are insight-led and appropriately delivered and targeted; and
 - To support the behaviour change GM needs to inspire across the population to stop the spread of COVID-19 and its unequal impacts.

Methodology

- **BMG Research** was commissioned to undertake **monthly online and telephone (CATI) surveys, of at least 1,000 residents** of GM each wave, with quotas to achieve a sample of at least 100 residents in each Local Authority.
- **Quotas were set** to ensure the sample broadly reflected the profile of residents by gender, age, ethnicity and disability, with further consideration for wider protected and key characteristics.
- **Weights have been applied to the data** gathered to ensure the sample matches the population profile by these quota variables more precisely, and to ensure consistency between individual waves of the survey.
- **Each monthly survey should take 15 minutes** on average; **this initial baseline survey ran longer** than this to allow for detailed coverage of a larger number of issues and impacts experienced since the start of the outbreak (average of just over 20 minutes online and 35-40 minutes on the telephone).
- In total 707 surveys were completed via online panels and 309 by CATI, between 20th November and 2nd December, resulting in **a total sample of 1016 for this first wave**.
- In addition to the sample of 1016 generated by BMG Research, **a further 437 responses were generated** from GMCA circulating a the link to the online survey among partners and on the GM Consult website. Feedback from these 437 responses have not been included in this report, but will be reported on separately.

Report aims/contents

The aim of this **rapid baseline “state of the city region” report** is to:

provide an overview of key issues / barriers / motivations relating to how Greater Manchester, individual localities and specific parts of the GM population are “living with COVID-19”.

The report presents a range of tables and charts with accompanying narrative to **highlight the key findings from each section of the survey among the ‘total GM’ sample** i.e. all 1016 respondents. Where relevant **significant differences by local authority and other population characteristics** are also reported. The differences noted in the report, as being higher or lower than average, are those that are significantly different statistically (at the 95% level of confidence) compared with the ‘total GM’ figures i.e. the GM average.

On some questions responses have been filtered on those who were asked relevant questions (e.g. those in work or with children), and **bases may be lower than the full sample of 1016 in some instances**, due to questions being tailored for telephone or online approaches. Where relevant, this has been noted on the slides, along with the unweighted base sizes. Any low bases with an unweighted base size below 50 have also been noted.



Summary – Greater Manchester

Greater Manchester

With a population of nearly 2.8 million, covering 10 local authorities, Greater Manchester (GM) is **culturally diverse**, and has one of the largest student populations in Europe. The city region has **higher than average levels of deprivation, lower than average life expectancies and significant variations in these** by and within each Local Authority. Yet, despite the challenges it faced GM was forecasted to play a leading role in the ‘Northern Powerhouse’, with strong growth and job creation predicted for the coming years.

This baseline “state of the city region” report, from Wave 1 of the population survey, conducted by BMG Research among 1016 GM residents between 20th November-2nd December 2020, provides a detailed insight into the extensive impacts the Coronavirus/COVID-19 pandemic has had on the lives of people living within Greater Manchester, since March of this year.

While it is clear from the findings outlined in this report that the **concerns, anxieties and impacts of the pandemic have been felt throughout the GM population, certain groups appear to have been impacted more than others** – this includes:

- Young people, particularly those aged 16-24;
- Residents with young children, and particularly those aged 0-4yrs;
- BME residents overall, but Asian residents in particular;
- Muslim residents and those for whom English is not their first language;
- Carers, and residents where someone in their household has been told they are at high risk from COVID;
- Those with a disability;
- Residents that have served in the armed forces;
- Those living in the ‘most deprived’ communities of Greater Manchester, among others.

The following pages of the summary highlight some of the key findings with regards to the key concerns, anxieties and impacts the pandemic has had on Greater Manchester overall, as well as GM residents’ knowledge and understanding, attitudes and behaviours, and their access to information, with regards to coronavirus itself, and the restrictions and guidelines that have been in place to try and stop its spread. Individual summaries are also provided for each Local Authority, followed then by the detailed survey findings, and an appendix at the end to provide some context on the profile/characteristics of the GM population overall, and by Local Authority.

Feelings and concerns due to COVID-19

- Overall four fifths of residents are worried about coronavirus at least 'somewhat' (80%), this includes two fifths of GM residents who are 'extremely' or 'very worried' (40%).
- The proportion of extremely/very worried increases to half among residents with a disability, where someone in the household has been told by the NHS/their GP they are at high risk of COVID, among residents with children aged 0-4yrs, those in the 'most deprived' communities, and those who have served in the armed forces.
- More than half consider coronavirus a 'major risk' to the local economy and the UK as a whole, and more than two in five consider it a 'major risk' to young people's future.
- Of the list of issues raised, GM residents are most likely to have become at least 'somewhat' concerned about feeling anxious for the future and (for those asked) going about their daily life.
- More than half express concern with getting GP and dentist appointments, and about their health generally.
- More than half are concerned about their mental health, with one in four considering this a 'big concern'.
- Females and young people are among those most likely to consider their mental health and feeling anxious for the future a 'big concern'.
- One in five GM residents have 'big concerns' about the cost of heating their home, being able to afford food and other essentials, and their rent or mortgage. Young people, carers and those who live in the most deprived communities are typically more concerned about their finances.
- One in five have 'big concerns' about caring for elderly relatives/friends, or those needing assistance; or being able to visit loved ones in care homes/other settings; those most concerned about these issues include BME residents, residents with a disability or someone at high risk of COVID in their household, and those with children aged 0-4yrs.
- One in seven have 'big concerns' about their relationship with their spouse/partner; residents with children aged 0-4yrs, carers and Muslim residents are among those most likely to say this has become a 'big concern'.
- The proportion for whom accessing services has become a 'big concern' is higher than average among 25-44yr olds, those with young children, BME and Muslim residents, among others.

Feelings and concerns due to COVID-19 cont.

- Seven in ten GM residents who have children are concerned about their children's education as a result of the pandemic, with one in three considering this a 'big concern'. Among students that took part in the survey four in five express at least some concern with regards to their own education.
- One in five residents with children have 'big concerns' about access to technology for their children to learn from home when needed, and this proportion increases among the most deprived communities and among BME residents.
- One in four GM residents with children, think their children's mental health is a 'big concern'.
- Two thirds of residents who are in work and have children have become concerned about their children being off school due to closures and self isolation.

Impacts of COVID-19

Living with coronavirus

- One of the biggest impacts of the pandemic is that seven in ten GM residents are seeing relatives or friends in person less often than they usually would. Half are using public transport less often.
- Nearly 1 in 5 residents have personally had to self-isolate, and 1 in 10 say they have had coronavirus (at all). The incidence of both of these seems higher among Muslim residents, those with young children, students and those living in the most deprived communities.
- Young people (aged 16-24yrs) are significantly more likely to say they have had to self isolate, to have had coronavirus at all, and to have been seriously ill from coronavirus.
- Older people (aged 65+) are significantly less likely to say they have had to self isolate due to being in contact with someone that has tested positive, or to say they have had coronavirus at all.

Health, behaviours and addictions

- One in four GM residents say they have personally had GP or hospital appointments cancelled or postponed as a result of COVID and one in five say they personally have ignored any wider health worries, so as not to put extra pressure on the NHS. Residents with a disability are among those significantly more likely to say each of these have happened to them personally.
- One in four are sleeping less often, doing exercise less often, and the same proportion are drinking alcohol more often.
- Close to one in ten residents overall say they are gambling or using illegal substances more often.
- More positively, two fifths are walking more often; a quarter say they are doing more exercise, and two fifths are travelling by car less often.
- Increased use of illegal substances is particularly high among young people.
- The proportion gambling more often than usual is higher than average among Muslim residents, carers and those with the highest qualifications (degree level or above).
- 25-44yr olds, those with children aged 0-4yrs or primary school-age and residents that work full time are significantly more likely to say they are drinking alcohol more often.

Impacts of COVID-19 cont.

Employment and self-employment

- One in ten GM residents say they have lost their job or been made redundant as a result of the coronavirus pandemic; this proportion increases to one in five among 16-24yr olds, students, Asian residents, those for whom English is not their first language, and those with young children aged 0-4.
- Among Muslim residents and those who have served in the armed forces one in four say they have lost their job or been made redundant as a result of the pandemic.
- Overall three in five workers are working from home more than usual and where this is the case three quarters say it has been a positive experience at least 'somewhat', while three in five think they have been less efficient than when at their usual workplace; nearly half have experienced difficulties accessing the technology needed; and of those with nursery/school age children two in five have struggled when their children have been off school.
- One in four GM workers say they have been furloughed at some point since March 2020, nearly one in five have had their hours reduced, and just slightly fewer their income reduced. Nearly half of those employed have experienced at least one of these (46%), and this proportion increases to three quarters among 16-24 year olds (76%) and those who have served in the armed forces (75%), and to around two thirds among residents where someone in the household is at high risk of COVID (69%) and Asian residents (65%).
- Three in five self employed residents of GM have experienced a reduction in the volume of their work, one in four say they have struggled to make ends meet and around one in seven have considered closing their business (15%) as a result of the pandemic.

Finances

- One in fourteen GM residents say they have needed to use a foodbank as a result of the coronavirus pandemic. But this proportion is closer to one in five among residents with children aged 0-4 and residents that have served in the armed forces.
- One in ten residents have had to borrow money or extend credit due to the pandemic and this is significantly more likely to be the case for younger people, carers, and those with children aged 0-4yrs, among others.

Support

- When asked whether they need more help, support or advice on a range of issues, one in four GM residents admit they need more help or support for their mental health, tackling the feeling of loneliness, staying active and eating healthily.
- One in five residents think they need more financial support or help finding employment.
- More than half of all GM residents say they feel they need more help in at least one of the areas suggested, and for all aspects, including practical support, dealing with the death of someone close to them, use of illegal substances and gambling young people aged 16-24yrs are significantly more likely to say they need more help, while residents aged 65+ are significantly less likely.
- Nearly six in ten 16-24yr olds feel they need more help with their mental health, half say they need help finding employment and at least two fifths think they need more help with staying active and eating healthily, and tackling the feeling of loneliness/isolation.
- The proportion needing more financial support increases to more than one in three among 16-24yr olds, and among Asian and BME residents, those with children aged 0-4, those for whom English is not their first language, Muslim residents, and the self-employed. More support to find employment is needed by half of students, residents for whom English is not their first language, and Muslim residents.
- In addition to being significantly higher among 16-24yr olds
 - Muslim residents are more likely than residents on average to feel they need more mental health support or advice, as well as BME residents, carers, those with children aged 0-4 and residents who have served in the armed forces
 - Help with tackling the feeling of isolation/loneliness is needed more so by students, Muslim residents, those with children aged 0-4 and residents who have served in the armed forces – at least 2 in 5 of each of these say they need more help with this.
 - Those with children aged 0-4yrs, Muslim residents, those who have served in the armed forces and those living in the most deprived communities are among the groups most in need of support with caring for an adult relative or others in the community.
 - In terms of more help with staying active and eating healthily, other residents most in need of support include Muslim residents, those with children aged and those for whom English is not their first language.
 - Residents most in need of practical support include Asian residents, carers, those with a disability, residents with the youngest children, Muslim residents and those who have served in the armed forces.
 - The proportion of residents needing more support with drinking, smoking, use of illegal substances or gambling as a result of the pandemic increases significantly to at least 1 in 5 among those with the youngest children, those for whom English is not their first language, Muslim residents and residents who have served in the armed forces.

Knowledge and understanding

- The majority of GM residents have good knowledge and understanding of coronavirus, the restriction and particularly the definitions of key terminology, with the exception of how to get a vaccine (45%).
- However residents aged under 45 are significantly less likely to feel their knowledge and understanding is good.
- Residents from BME communities and those for whom English is not their first language are also less likely to feel their knowledge is good.

Attitudes and behaviours

- Residents are generally favourable of the restrictions and guidelines, although only 47% feel they are considerate of people's mental health.
- Four in five wear face coverings when required (80%) and almost three quarters of residents regularly wash their hands (73%).
- Seven in ten residents limit their contact with others outside of their household (71%) and keep their distance from others when outside of the home (72%). This is considerably less than the proportion who feel these are effective at preventing the spread of COVID-19 (86% and 89% respectively).
- Around seven in ten residents are complying with the guidance most of the time, with the exception of opening doors and windows when indoors.
- Residents under the age of 45 are significantly less likely to say they comply with the guidance.
- Furthermore, those from a BME community are significantly less likely to say they comply with social distancing measures and guidance to limit social contact
- Nine in ten residents would self-isolate if told to and for the full time (93% for both measures).
- 91% would take a test if they thought they had COVID-19, but only 69% would take one with no symptoms.
- Seven in ten residents say they are likely to receive the vaccine as soon as one is freely available (72%), including half that say they are 'very likely'.

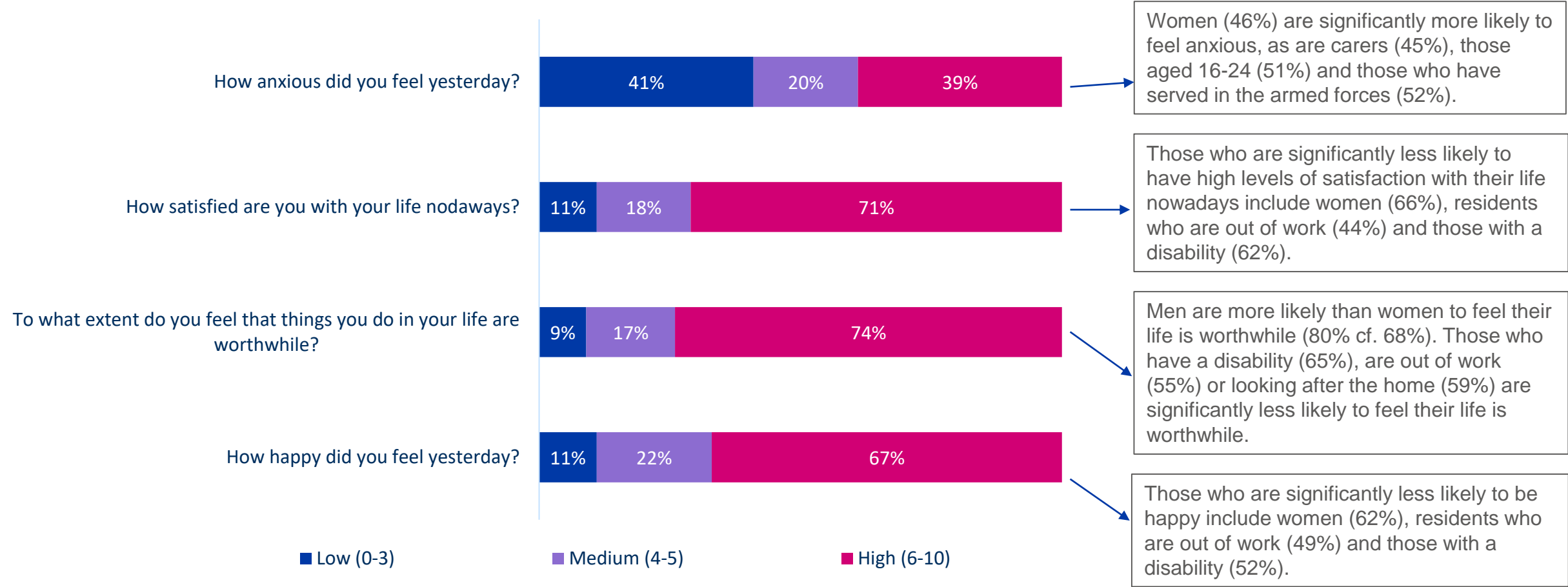
Accessing information

- Residents are broadly favourable about the coronavirus information they receive, with at least 6 in 10 agreeing that the information is accurate, easy to understand, and can be trusted. Over three quarters say that it is accessible and relevant.
- Residents are most likely to find their information on coronavirus and the restrictions in place from TV (88%), followed by national government communications (78%), and friends/family/word of mouth (75%), and the vast majority trust all of the sources they actually use.
- 96% of residents surveyed say they have access to the internet either at home or on a smartphone (in line with ONS data*). Those who are significantly less likely to say they have internet access (at all) include: those who are over 65 (10%), residents with a disability (5%) and residents who hold no qualifications (10%).

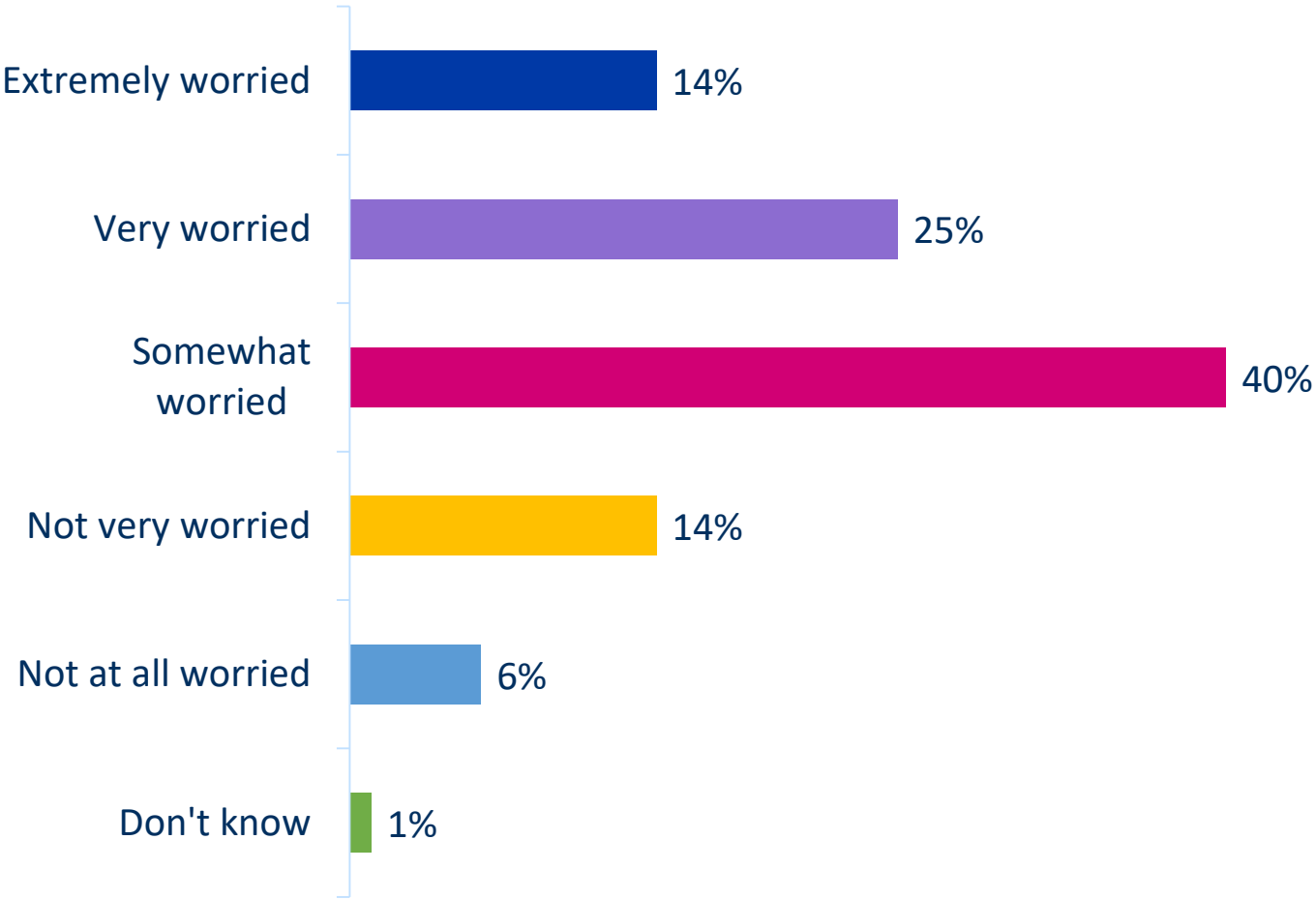
*Data available: ONS - Internet access – households and individuals, Great Britain: 2020

The majority of residents are likely to **feel happy, satisfied with their lives, and that what they do is worthwhile**. However, levels of **anxiety** are relatively high.

Women, those who are out of work, or have a disability are generally less positive about their wellbeing.



4 in 5 residents are at least somewhat **worried about coronavirus (80%)**, with two fifths extremely or very worried.

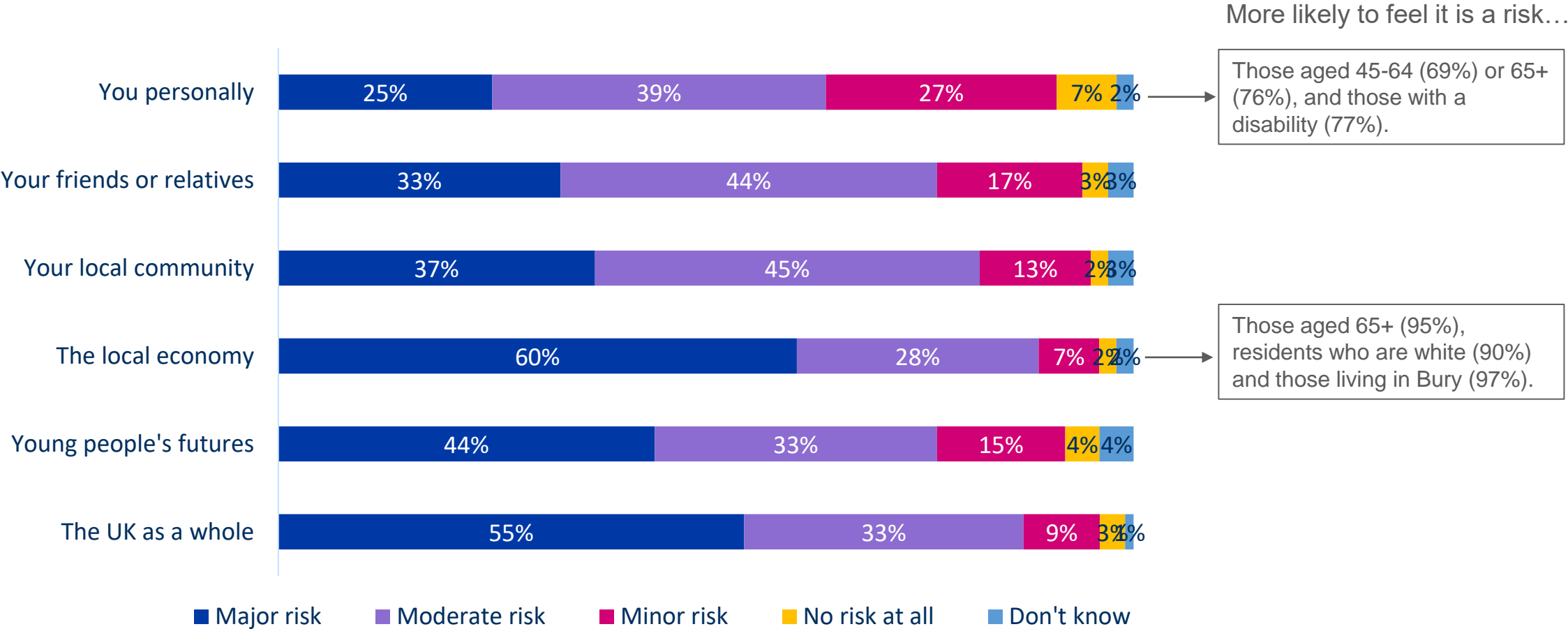


Some of those who are more likely to be **extremely/very worried** about coronavirus are:

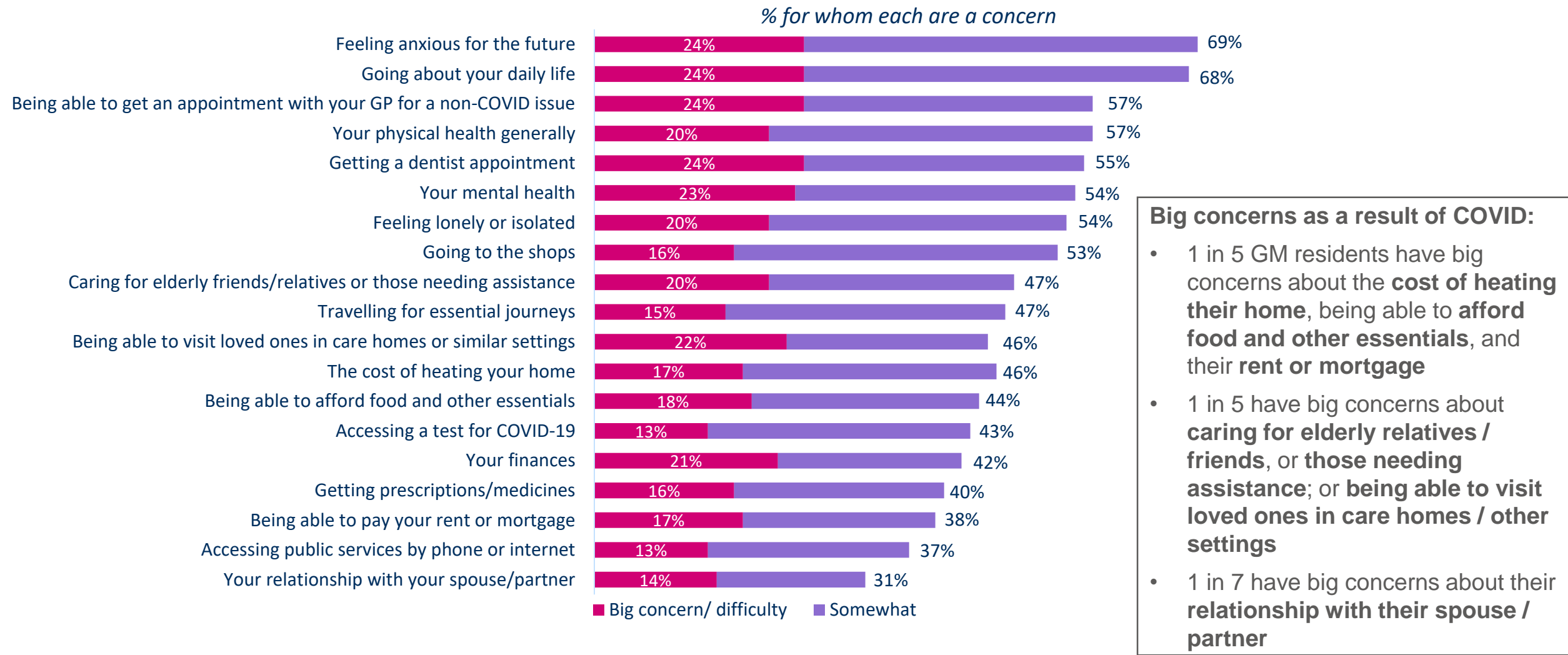
- Have a disability (53%)
- Have someone in their household is at high-risk of COVID (53%)
- Have children aged 0-4yrs (51%)
- Live in the 'most deprived'* communities (47%)
- Who currently/previously have served in the armed forces (54%)

*This reference is used throughout to describe those who live in the most deprived quintile of the population according to the Indices of Deprivation (IMD)

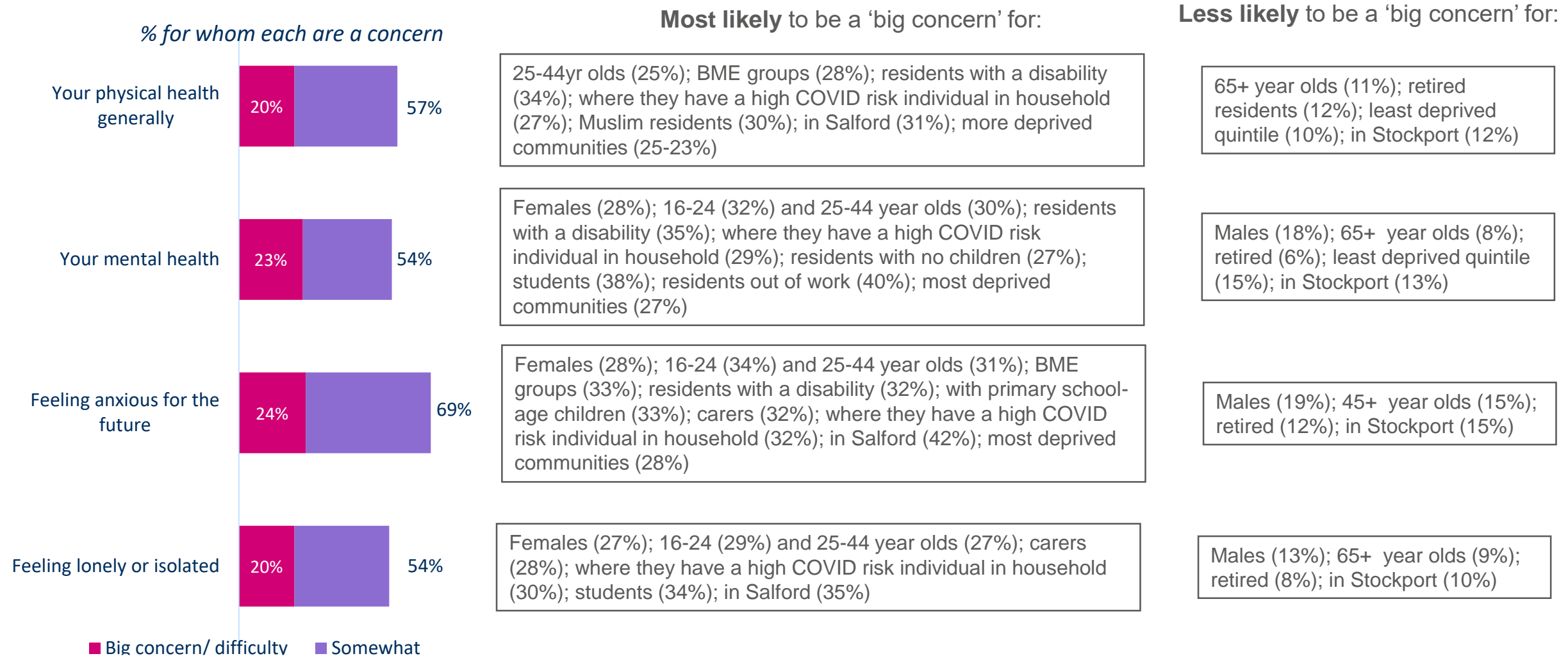
The majority of residents believe **coronavirus is at least a 'moderate risk'** to each of the aspects listed, with most concern about the local **economy** (89%), the **UK as a whole** (87%) and the **local community** (82%).



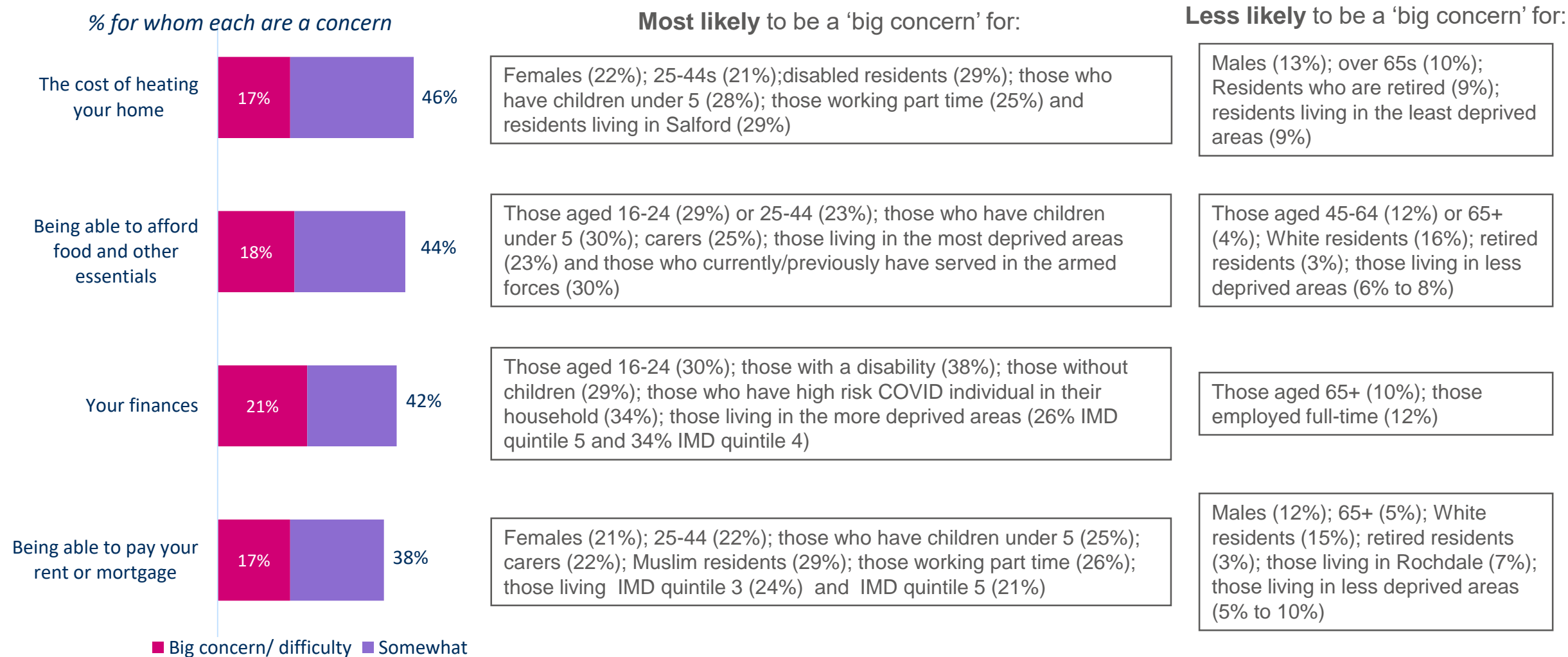
Of the list of issues raised, GM residents are most likely to have become at least ‘somewhat’ concerned about feeling **anxious for the future** and **going about daily life**; more than half express concern with **getting GP and dentist appointments**, and about their **health generally**. More than half are concerned about their **mental health**, with 1 in 4 considering this a ‘big concern’.



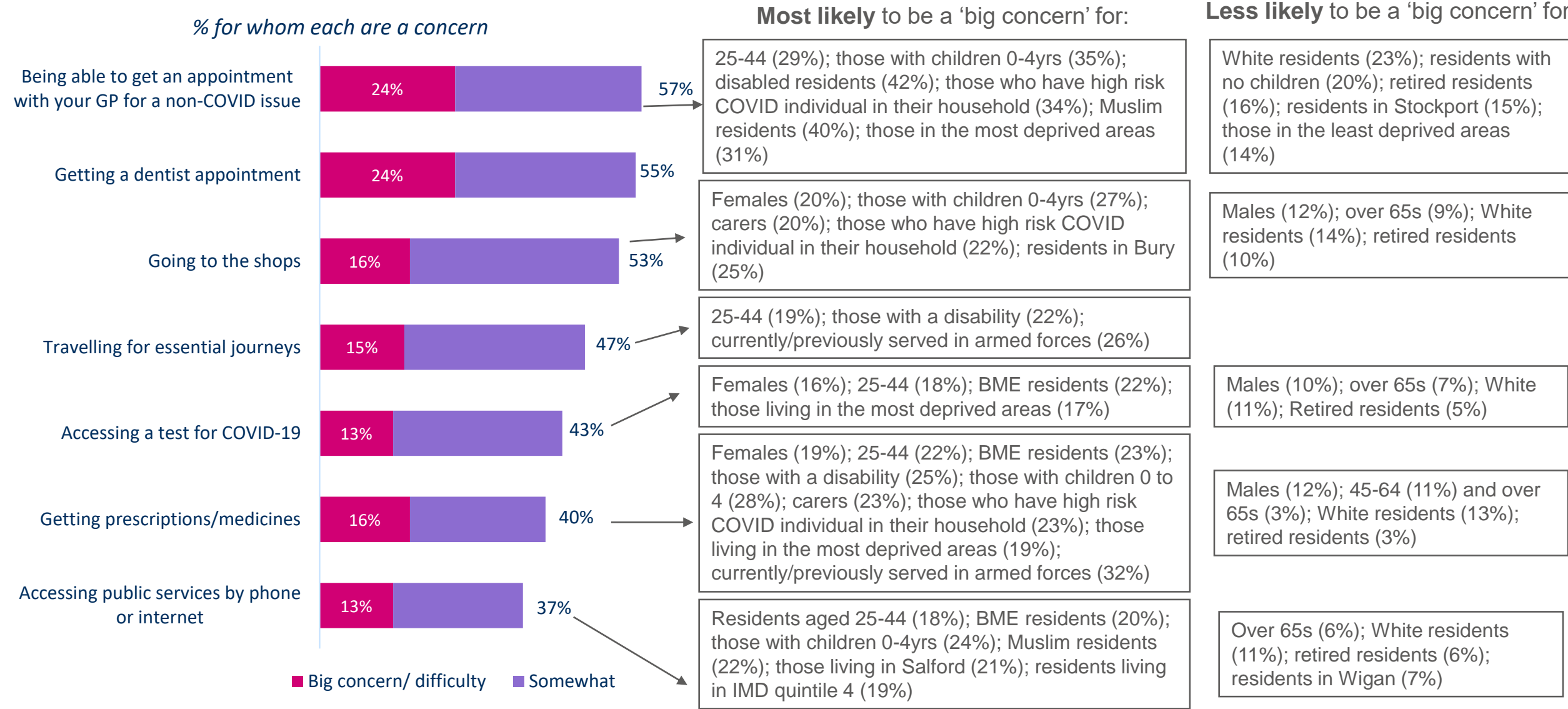
Physical & Mental Health concerns: Females and young people, as well as deprived communities and residents of Salford are among those most likely to consider their **mental health** and **feeling anxious for the future** a ‘big concern’ due to COVID.



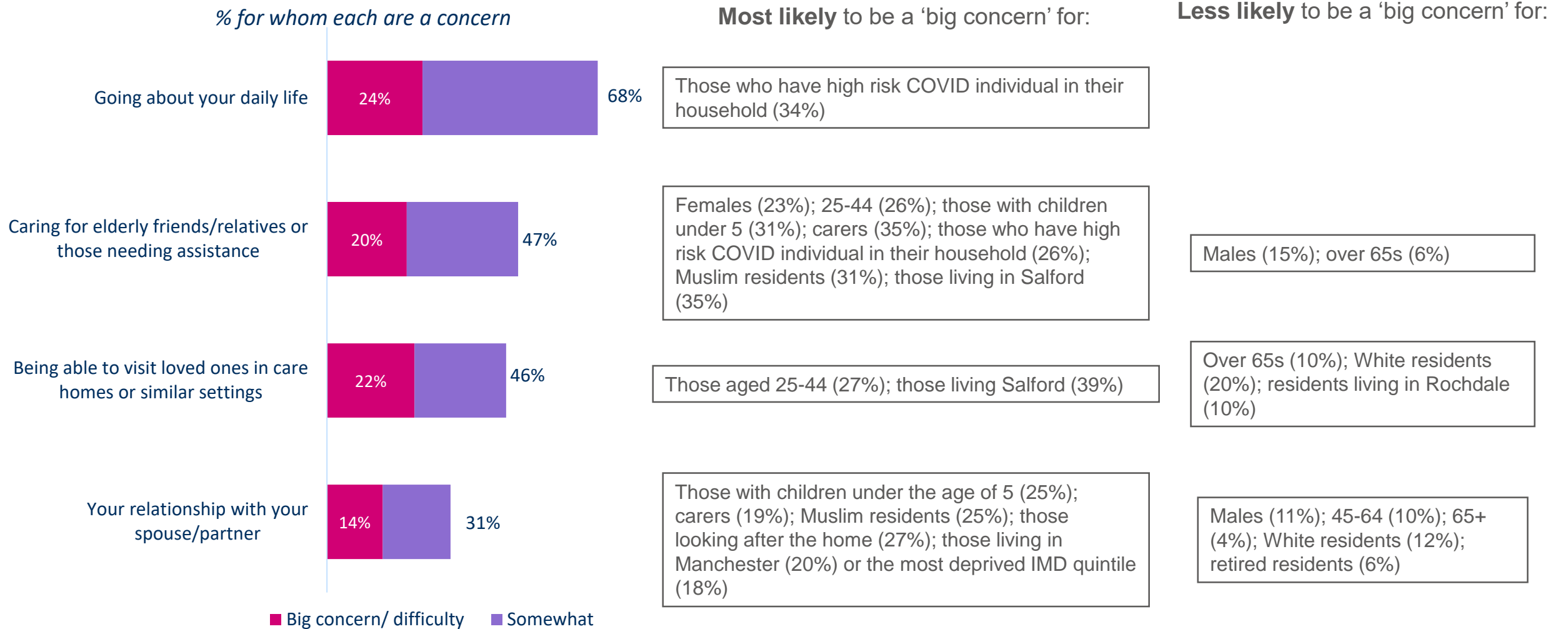
Finances: Young people, carers, and those who live in the more deprived areas are typically more concerned about their finances.



Accessing services: BME and Muslim residents are generally more concerned about accessing services, as are those aged 25-44.

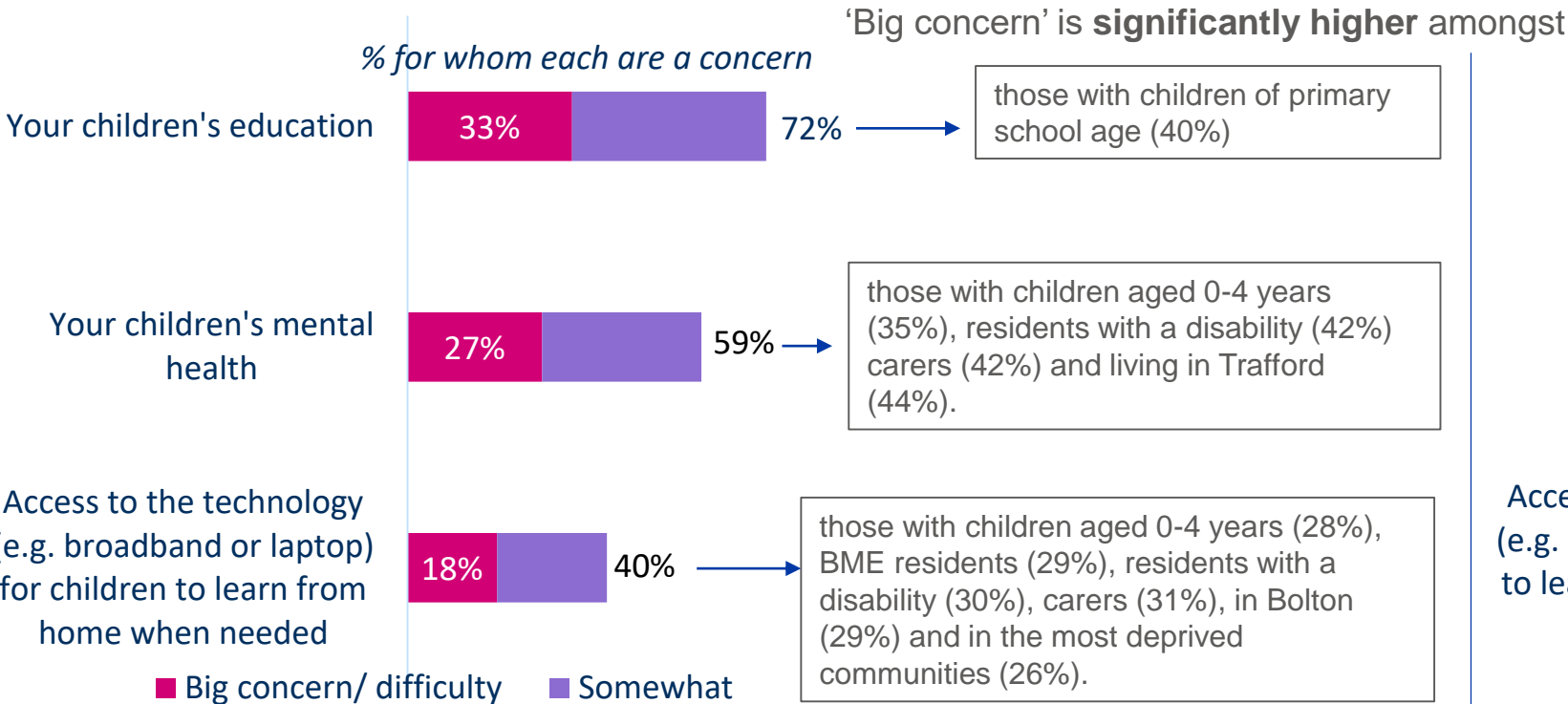


Friends/family, relationships & daily life: Disabled residents and those where a member of their household is at high risk of COVID-19 are more concerned about caring for loved ones.

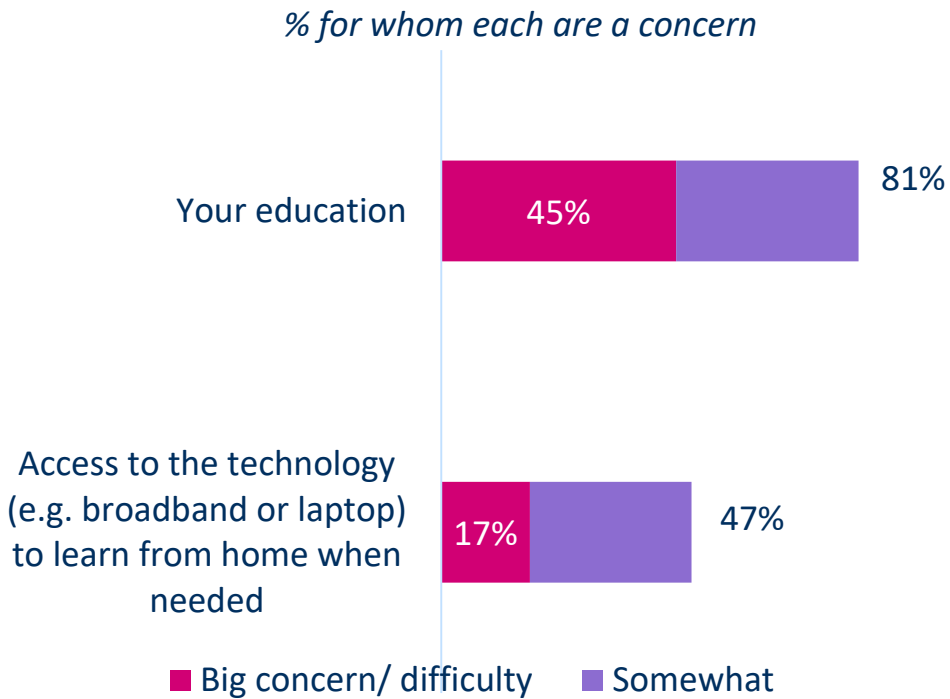


Education: 7 in 10 GM residents with children are **concerned about their children's education** as a result of the pandemic, with 1 in 3 considering this a 'big concern'. 1 in 5 have big concerns about their **children's ability to access the technology to learn from home** when needed – concern is even higher among the most deprived communities and BME residents. For 1 in 4 their **children's mental health** is a big concern. 4 in 5 students who took part in the survey are concerned about their **own education**, with nearly half seeing this as a big concern.

Of those who have children who go to nursery/pre-school/school/ university...



Where studying/training...



B12. To what extent, if at all have each of the following become a concern or difficulty for you, as a result of the Coronavirus pandemic?

Unweighted base: 312 (Where have children who go to nursery/pre-school/school/ university)

B14. To what extent, if at all have each of the following become a concern or difficulty for you, as a result of the Coronavirus pandemic?

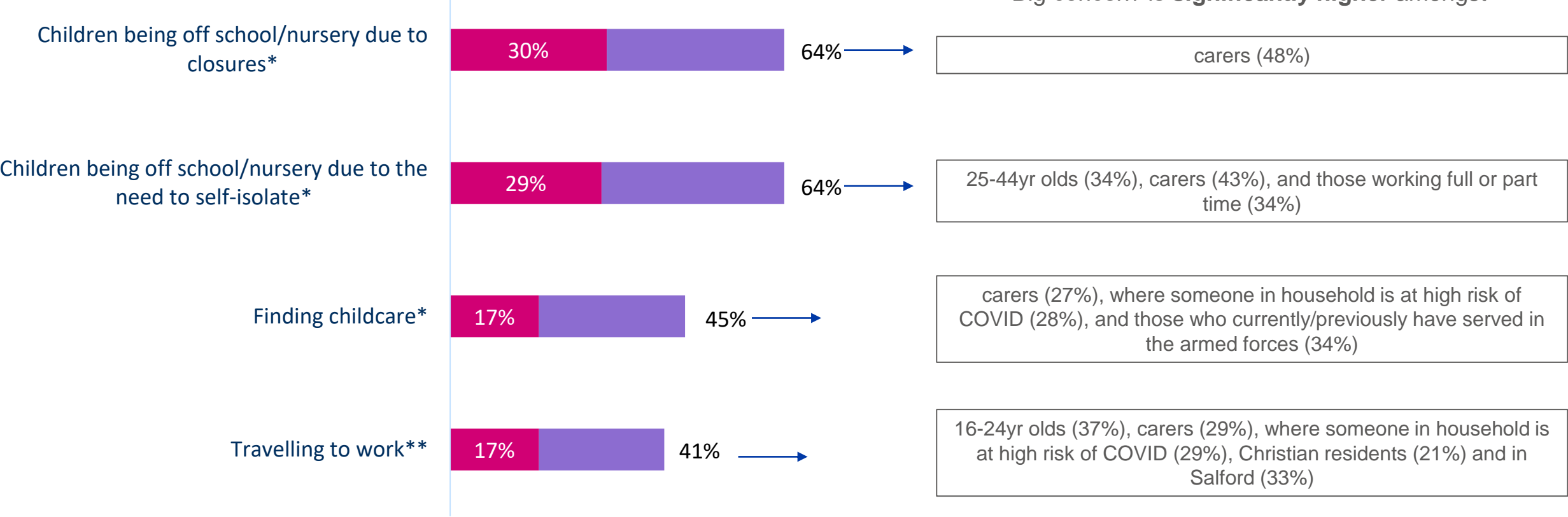
Unweighted base: 59 (Where studying/ training)

Work: Around two thirds of residents who are in work and have school age children (64%) are **concerned about their children being off school** due to closures and self-isolation, and under half are concerned about **finding childcare** (45%). **Travelling to work** is a concern for 2 in 5 residents that need to (41%).

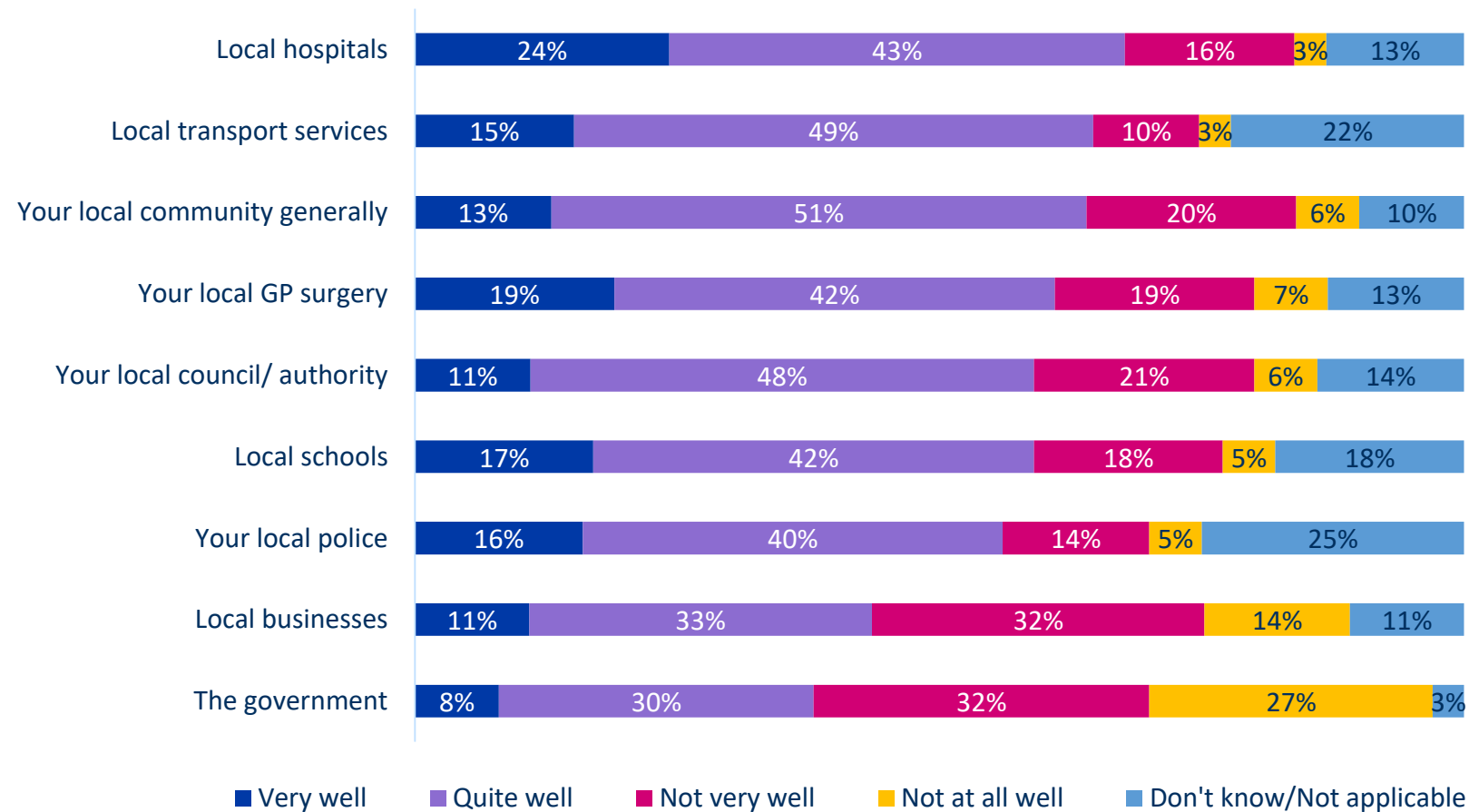
Where in work...

% for whom each are a concern

'Big concern' is **significantly higher** amongst

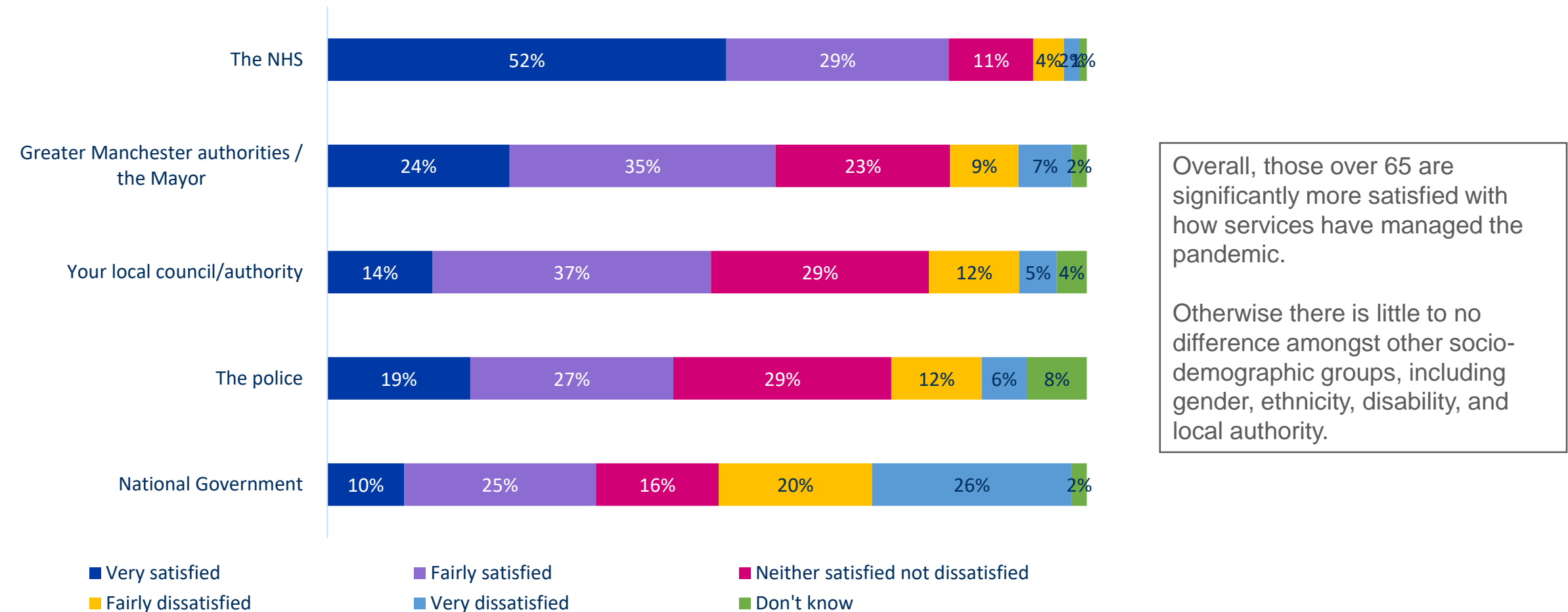


Ability to cope: In terms of how well residents feel **public services** and their **local community** are coping with the pandemic, residents are most positive about **local hospitals**, **transport services**, and the **community** generally. However, less than half of residents feel **local businesses** are coping well.



There is no group who is consistently more or less favourable of how services have coped during the pandemic.

Managing the response: Satisfaction is substantially higher for the **NHS** than other services, with more than half of residents very satisfied with how the NHS have managed the pandemic. Notably, national Government is the only organisation where dissatisfaction is greater than satisfaction (46% cf. 36%).

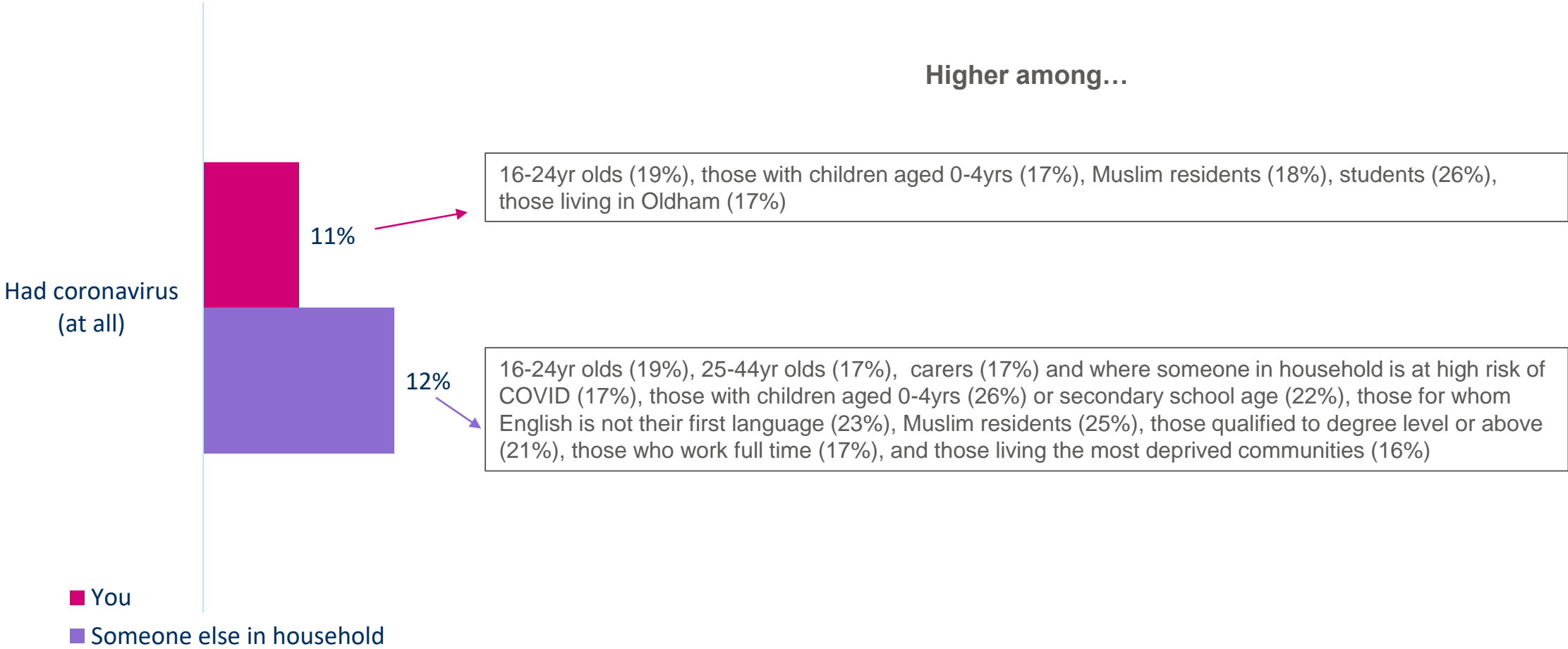




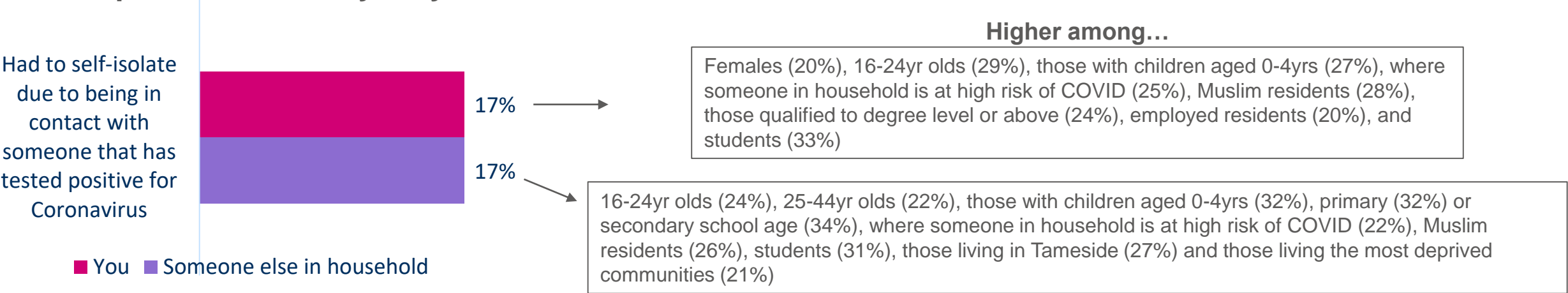
Coronavirus impacts – Direct impacts

1 in 10 say they have **had coronavirus** and almost the same proportion say someone else within their household has.

The incidence seems higher among 16-24yr olds, Muslim residents, those with young children, and students, among others.



Nearly 1 in 5 GM residents say they or someone else in their household has had to **self-isolate**. Young people (aged 16-24yrs) are significantly more likely to say they have had to self isolate, to have **had coronavirus** at all, and to have been **seriously ill from coronavirus**. Older people (aged 65+) are significantly less likely to say they have had to self isolate due to being in contact with someone that has tested positive, or to say they have had coronavirus at all.

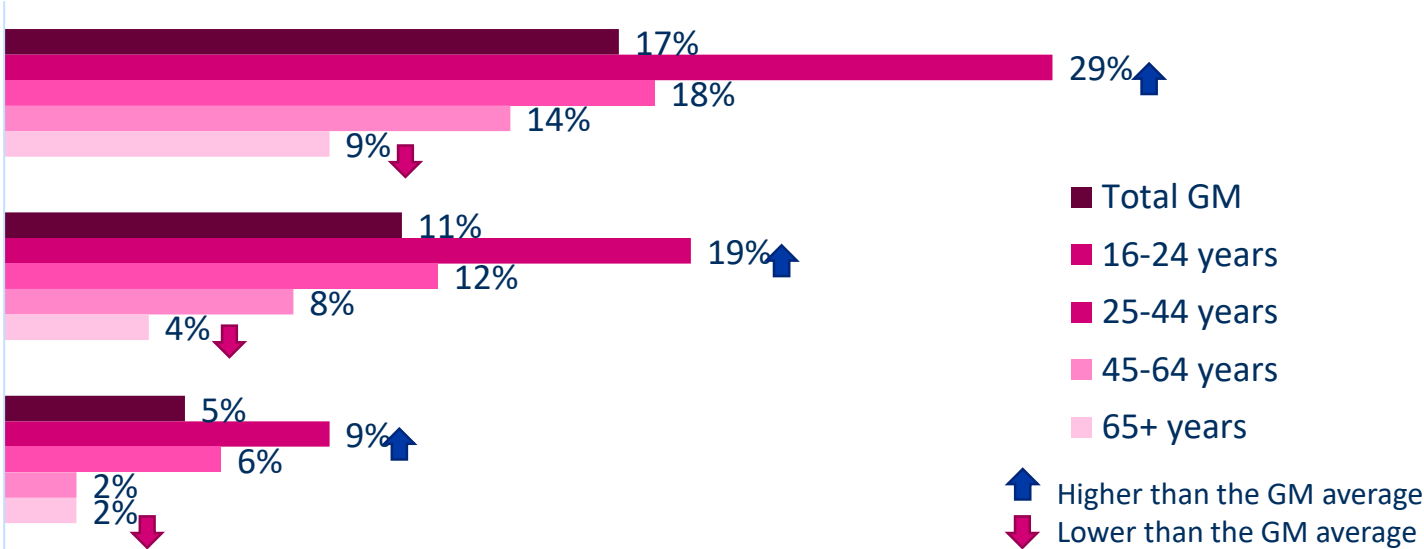


% who say they have..

Had to self-isolate due to being in contact with someone that has tested positive for Coronavirus

Had coronavirus (at all)

Been seriously ill/hospitalised from Coronavirus

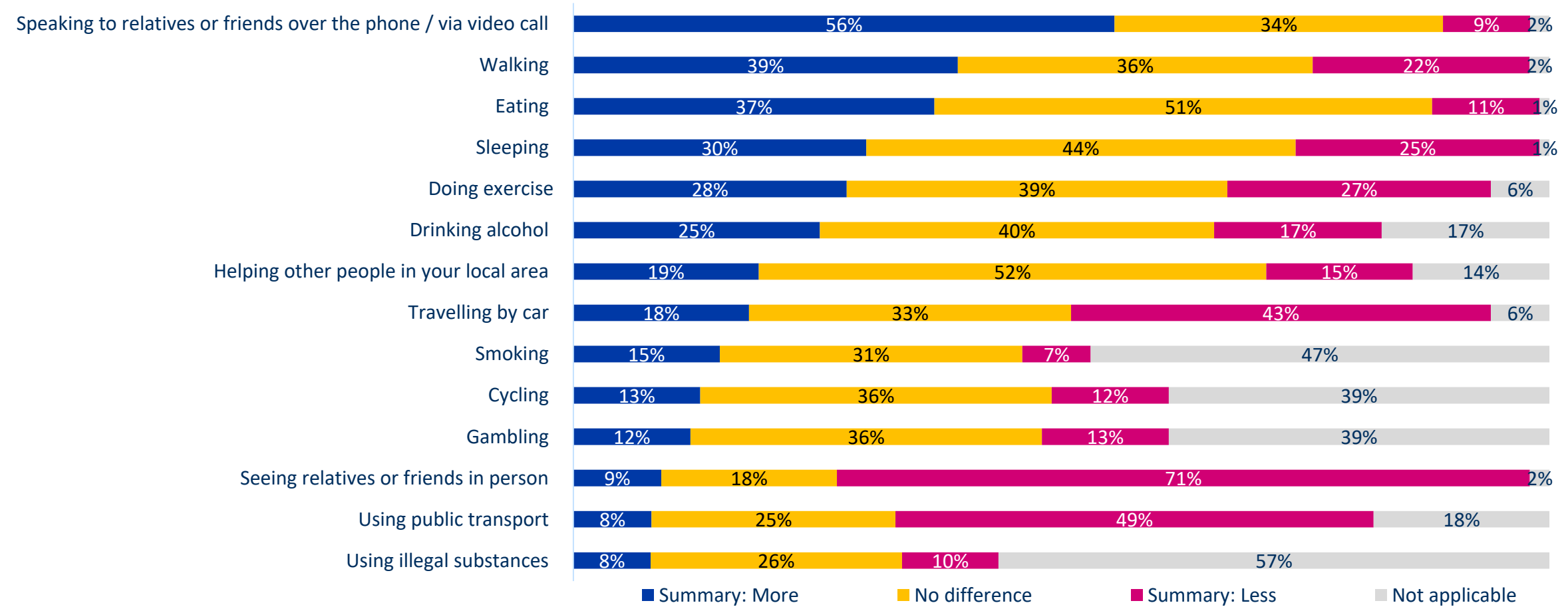




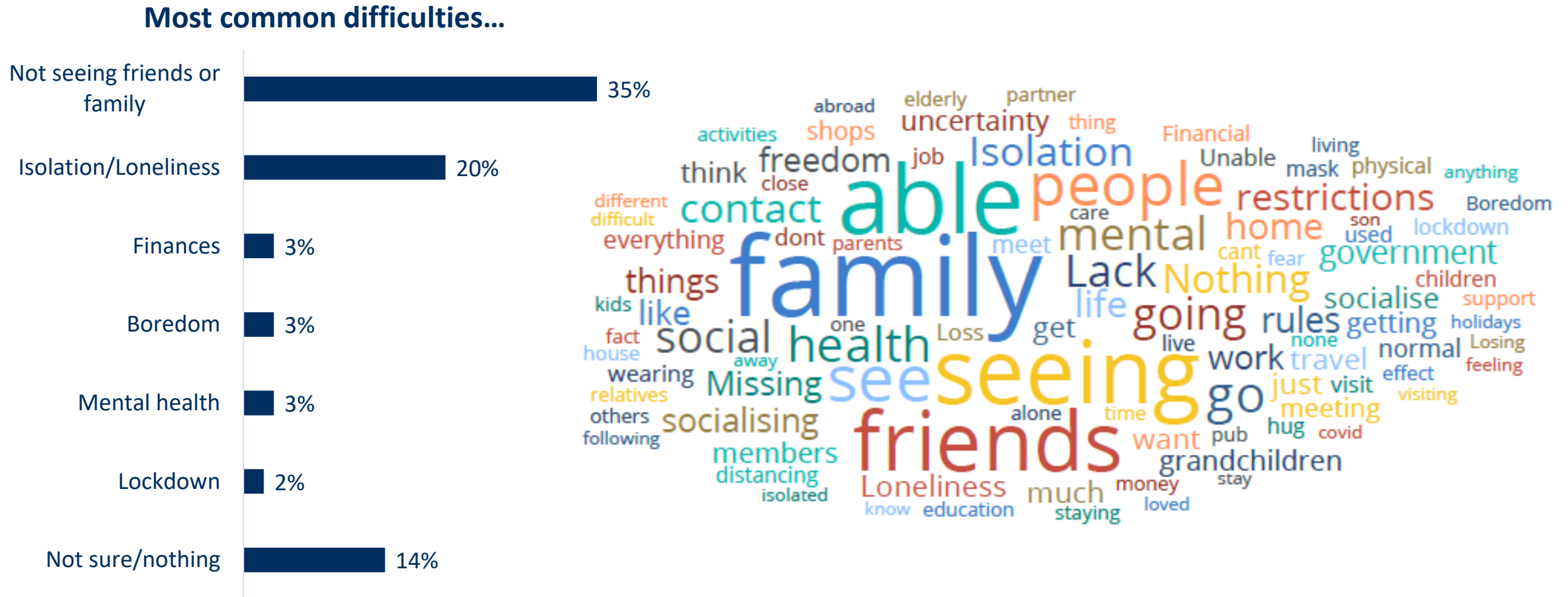
Coronavirus impacts – Wider impacts

One of the biggest impacts of COVID is that 7 in 10 GM residents are seeing relatives or friends in person less often than they usually would; half are using public transport less often; 1 in 4 are sleeping less, and doing less exercise. 1 in 4 are drinking alcohol more often, and close to 1 in 10 are gambling or using illegal substances more often.

More positively, 2 in 5 are walking more; 1 in 4 are doing more exercise, and 2 in 5 travelling by car less.



The most common difficulties residents have faced since the start of the pandemic relate to **socialising with others**, in particular friends and family



Some examples of the **actual comments** made by GM residents, when asked what is the ONE thing they find most difficult, include...

Feeling **isolated** as a single parent

Not seeing family face to face & **human touch**

The **blanket approach** to the whole of how COVID works. The fact that GM, everywhere is deemed to be tier 3. Where I live is better than most places across the country, but is still considered tier 3

It's **difficult for mental health** as I can't go and see my grandparents or other members of my family because I live with my mum only, so it is just us 2. I feel like it's **hard not being able to do what you'd like anymore, without feeling guilty or wrong.**

Not being able to mourn together as a family for lost sibling.

Not being able to visit very ill brothers and sisters. My sister died recently, not of the virus, but **I wasn't able to see her in the months up to her sudden death.** The feelings of **regret and sadness** has been **extremely hard to cope with.**

Managing my sons understanding- he has autism and learning difficulties.

How it's **affected my work at university** since everything is online now for e.g. I feel like I learn better with in person so now **I'm struggling with everything online.**

Being **lonely.** Not being able to see people I usually. **No education**

How our lives are affected. Exercising, **no jobs** and your social life

Not seeing my mum who is deteriorating with Alzheimer's

The government they don't seem to be fair. **Because the mayor stood up to the government** they punished him. They left London open with a higher number of cases.

My children not being able to play with their friends. **Loss of social interaction.**

The fear of it not being able to get on with my life. Not being to do what I used to do. **I want to be able to enjoy my life, especially at my age.**

Not being able to attend university and experience it as I would

Losing my freedom to do what I want to do

Change. **Getting used to a different way of life.** I am at uni. and it is all online. The fact that everything is closed and you **can't meet your friends.**

Its more living with **constant information changes** and how inaccurate everything seems to be. It's more the press and government rather than the pandemic itself

Working and living same place 7 days a week

Increased anxiety, not wanting to meet with others at all outside of my home.

Having to go to work surrounded by hundreds of people but not being able to see my own family who live in separate households. **It doesn't make sense**

Destroying my children's lives via education loss and mental health

Seeing **my children having their lives limited**/restricted (lockdown)/education

Not being able to socialise enough. **I want to do things on a weekend so I can properly wind down.**

The anxiety, particularly focused on the disease itself. We're of an age where it might be a problem. We both have **underling health issues.**

Watching **selfish people breaking the rules** and getting away with it

I fear for my job in the immediate future, which has had a negative effect on my mental health.

Missing valuable time with family

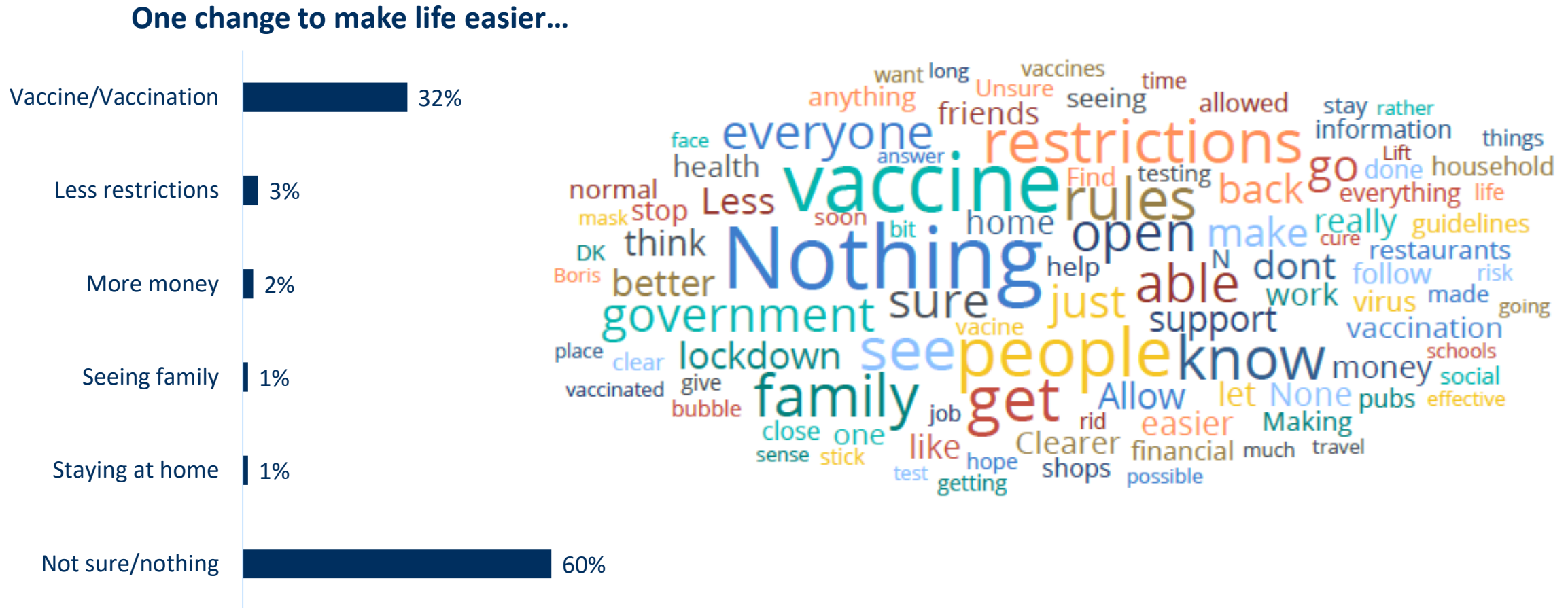
The activities we used to do and **groups we associated with** are **no longer happening.**

Vulnerable people falling through the net

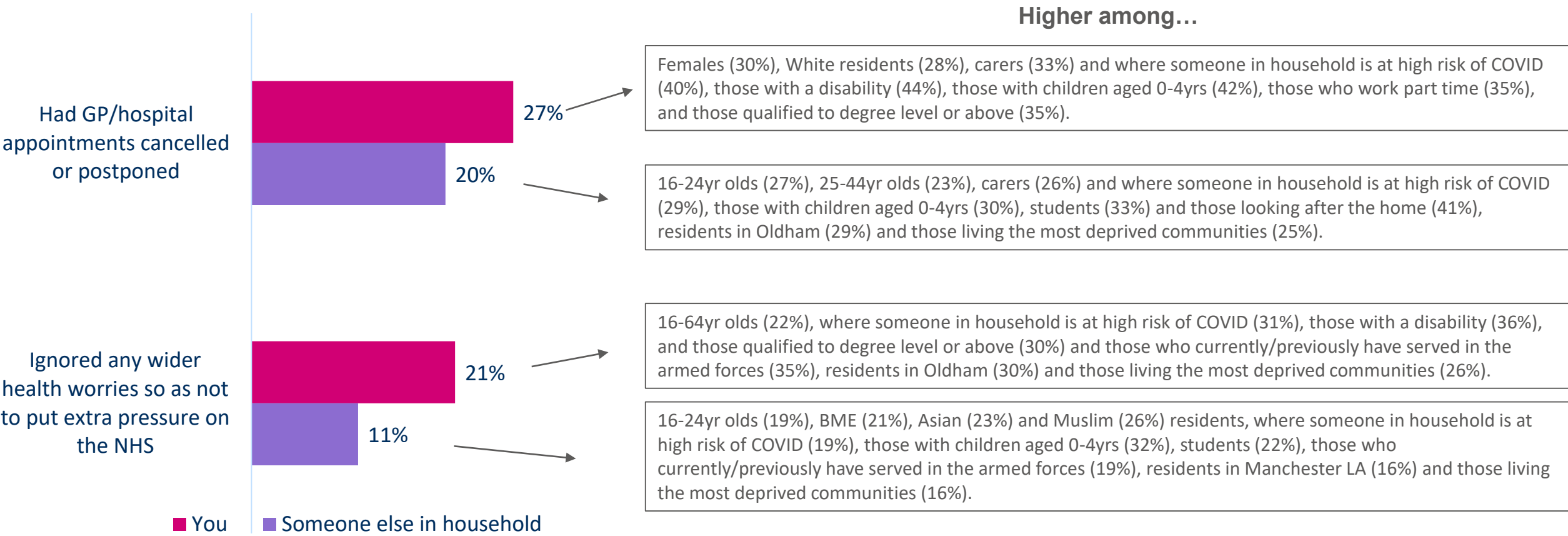
B2: We've discussed a number of issues around living with COVID, so in summary...What is the ONE thing you find most difficult overall about living with the coronavirus pandemic?

Unweighted base: 1016

Residents are generally uncertain about what could be done to make their lives easier – but a third are **looking towards the vaccine** suggesting they want a more permanent change.



Health: 1 in 4 GM residents say they have personally had **GP or hospital appointments cancelled or postponed** as a result of COVID, and for 1 in 5 this has been experienced by someone else in their household. 1 in 5 say they personally have **ignored any wider health worries, so as not to put extra pressure on the NHS**. Residents with a disability are significantly more likely to say each of these have happened to them personally; 1 in 3 residents with a disability that say they have ignored any wider health worries of their own so as not to put extra pressure on the NHS.



Health: Exercise, diet & sleep - significant proportions of residents are walking and exercising more often than usual, but also significant numbers sleeping and eating more.

Walking

2 in 5 are walking *more often*, while 1 in 5 say they're walking *less often*

Significantly higher proportions of older residents aged 65+ (32%), residents with a disability (31%) and in Trafford (35%) are *walking less*.

BME (50%) and Muslim* (55%) residents, and those in employment (47%) are significantly more likely to say they are *walking more often*.

Moving

The proportion doing exercise *more often* (28%) is almost equal to the proportion doing so *less often* (27%).

A higher proportions of young people aged 16-24 (45%), as well as BME (42%) and Muslim* (44%) residents are exercising *more often*.

Sleeping

Nearly 1 in 3 say they are sleeping *more often* as a result of COVID (30%)

This proportion doubles among 16-24 year olds (63%) and students* (59%), and is significantly higher also among BME (50%), Asian* (51%) and Muslim* (61%) residents.

1 in 4 say they are sleeping *less often* (25%)

This proportion is higher than average among residents with a disability (36%), those with primary school-age children (38%), carers (37%) and females (29%).

Eating

2 in 5 residents say they are eating *more often*, and 1 in 10 are eating *less often*

Higher than average proportions of residents eating *more often* than usual are evident among: females (41%); 16-24 year olds (51%); BME and Asian* residents (56%); Muslim* residents (59%); those with young children, including 0-4 year olds (58%) and those living in Bolton (49%) or Rochdale (50%).

Proportions eating *less often* than usual increase to 1 in 5 among 16 to 24 year olds (22%) and 1 in 4 among students* (24%).

Cycling

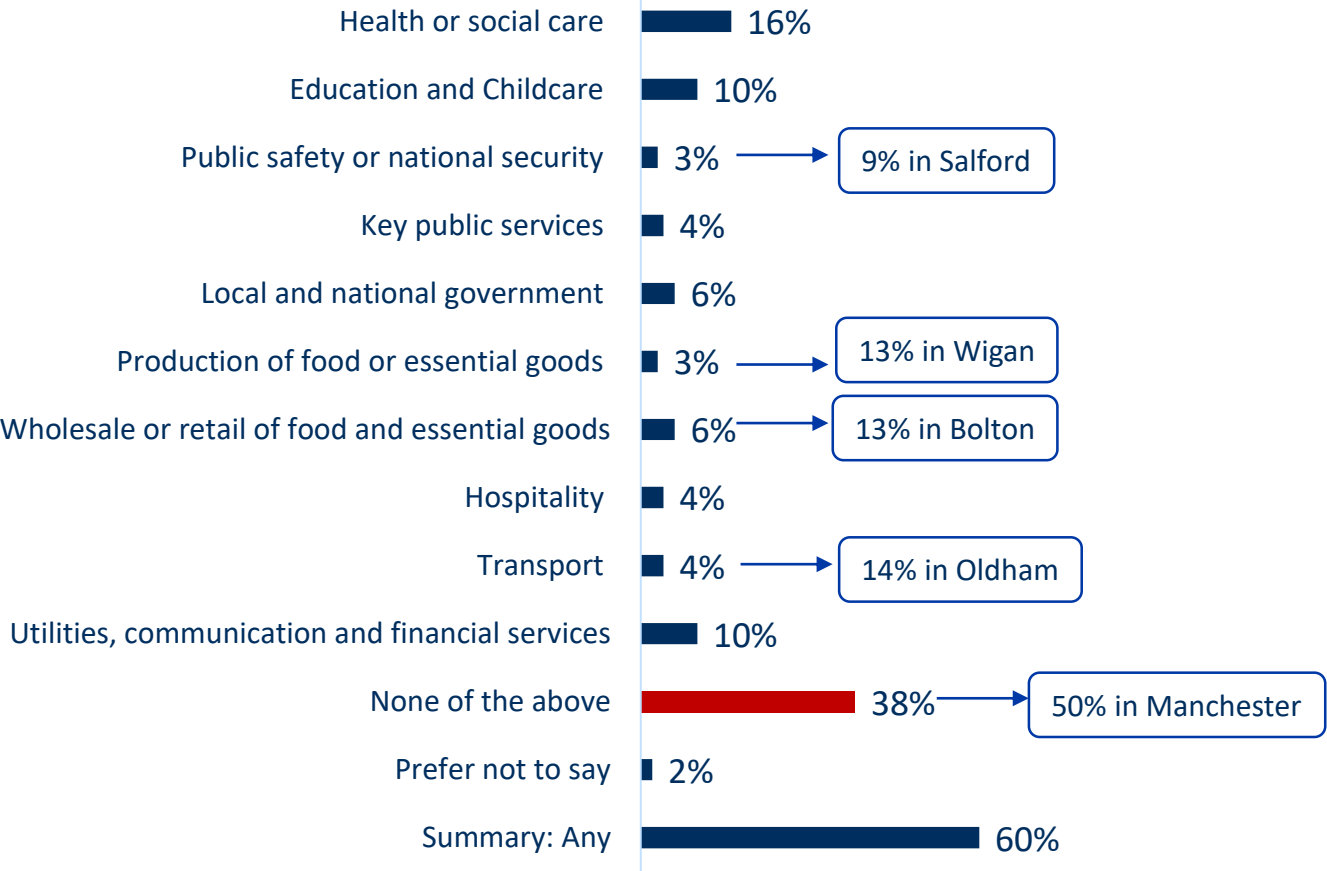
The proportion cycling *more often* (13%) is almost equal to the proportion cycling *less often* (12%).

Health: Behaviours and addictions- significant proportions of residents are smoking or drinking alcohol more often as a result of COVID. Increased use of illegal substances is particularly high among young people. The proportion gambling more often than usual is higher than average among Muslim residents, carers, and those with the highest qualifications.

Smoking	Alcohol	Illegal substances
<p>More than 1 in 4 smokers are smoking more than usual (29%).</p> <p>In total 1 in 7 residents are smoking more often (15%) when we remove the ‘not applicable’ (i.e. people who wouldn’t usually smoke)</p>	<p>Overall 1 in 4 are drinking alcohol more often.</p> <p>The proportion is significantly higher among 25-44 year olds (30%), those with young children aged 0-4 (37%) or primary school age (35%), and those in full time work (31%).</p>	<p>8% of all GM residents say they are using illegal substances more often than usual.</p> <p>This increases significantly among 16-24 year olds (20%) and Asian* residents (15%), as well as Muslim* residents (16%) and those living in Salford (14%). While in Manchester LA 1 in 5 say they are using illegal substances less often.</p> <p>When ‘not applicable’ responses are removed (i.e. people who wouldn’t usually use illegal substances)...</p> <p>Nearly 1 in 5 users of illegal substances say they’re using them more often (17%) – increasing to more than 1 in 4 among 16-24 year olds (29%).</p> <p>Overall a slightly higher proportion of users say they are using illegal substances less often (22%), and once again this proportion is noticeably higher in Manchester LA (39%).</p>
Gambling		
<p>12% of all residents say they are gambling more often.</p> <p>This proportion increases significantly in those aged 25-44yrs (18%), carers (19%), Muslims* (22%), and those qualified to degree level or above (21%).</p> <p>Residents of Manchester LA (20%) and Salford (26%), and younger people (23% of 16-24yr olds) are more likely than average (13%) to gamble less often.</p> <p>When ‘not applicable’ responses are removed (i.e. people who wouldn’t usually gamble)... 1 in 5 gamblers are gambling more often and the same proportion doing so less often.</p>		

Employment & finances: 3 in 5 GM residents that are in work are either **key workers** or **work in key sectors impacted by the pandemic**, such as hospitality. 8% of residents have served in the armed forces. 9 in 10 hold at least one qualification, and 1 in 3 are qualified to at least degree level.

Of those in work...

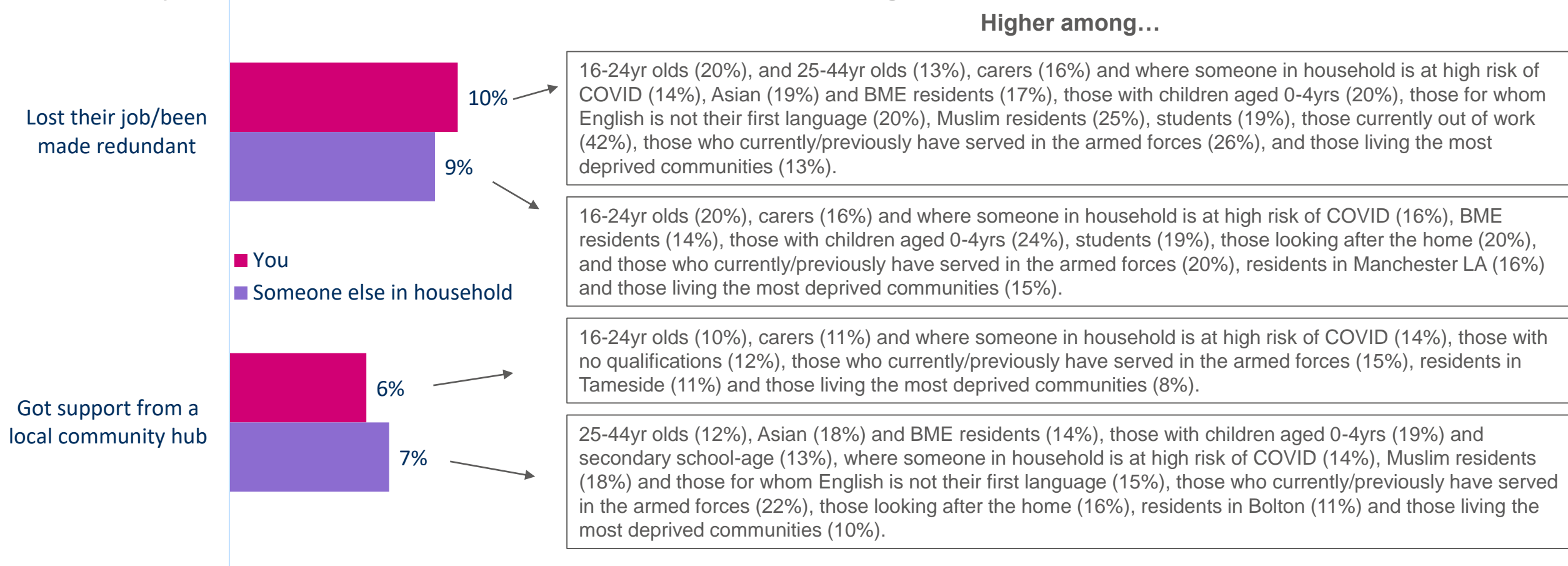


8% of GM residents either currently (3%) or have previously (5%) served in the armed forces

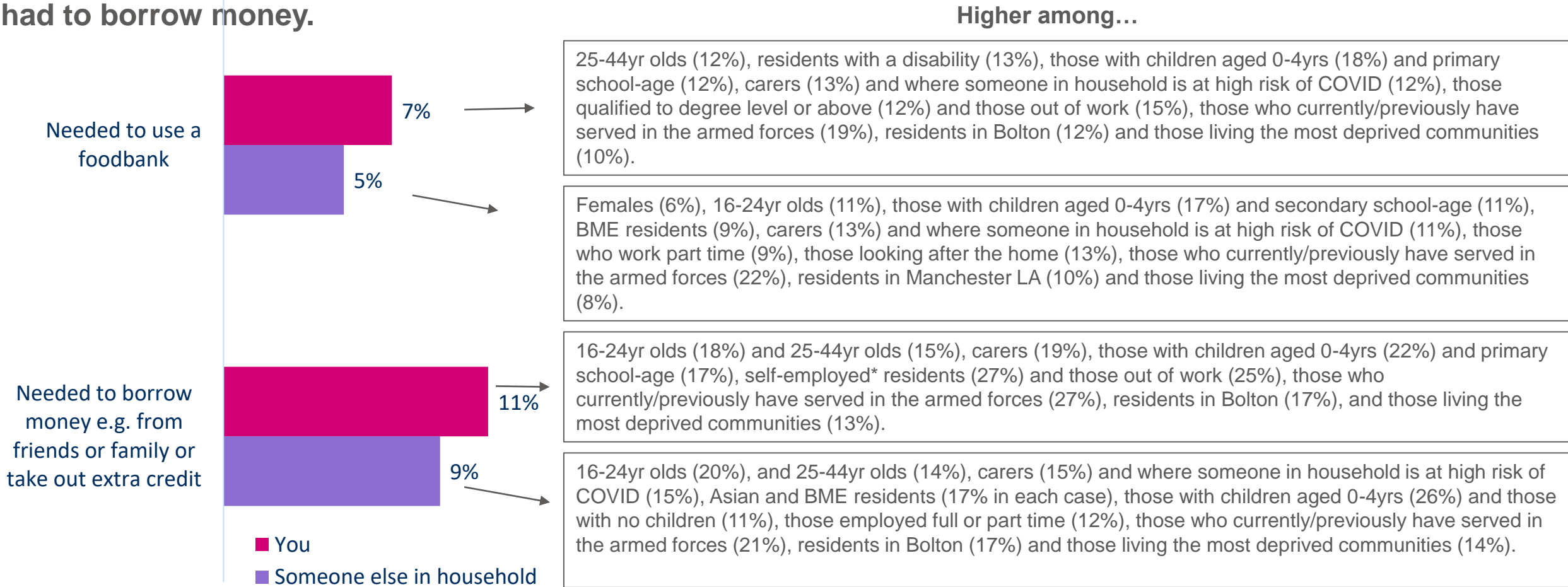
92% of GM residents have any qualifications:

- 1 in 3 are qualified to degree or above (32%), with residents of Manchester LA most likely to be qualified to PHD/Doctor/Masters level (19%; 11% on average)
- Residents in Bury and Salford are significantly more likely to 'prefer not to say'

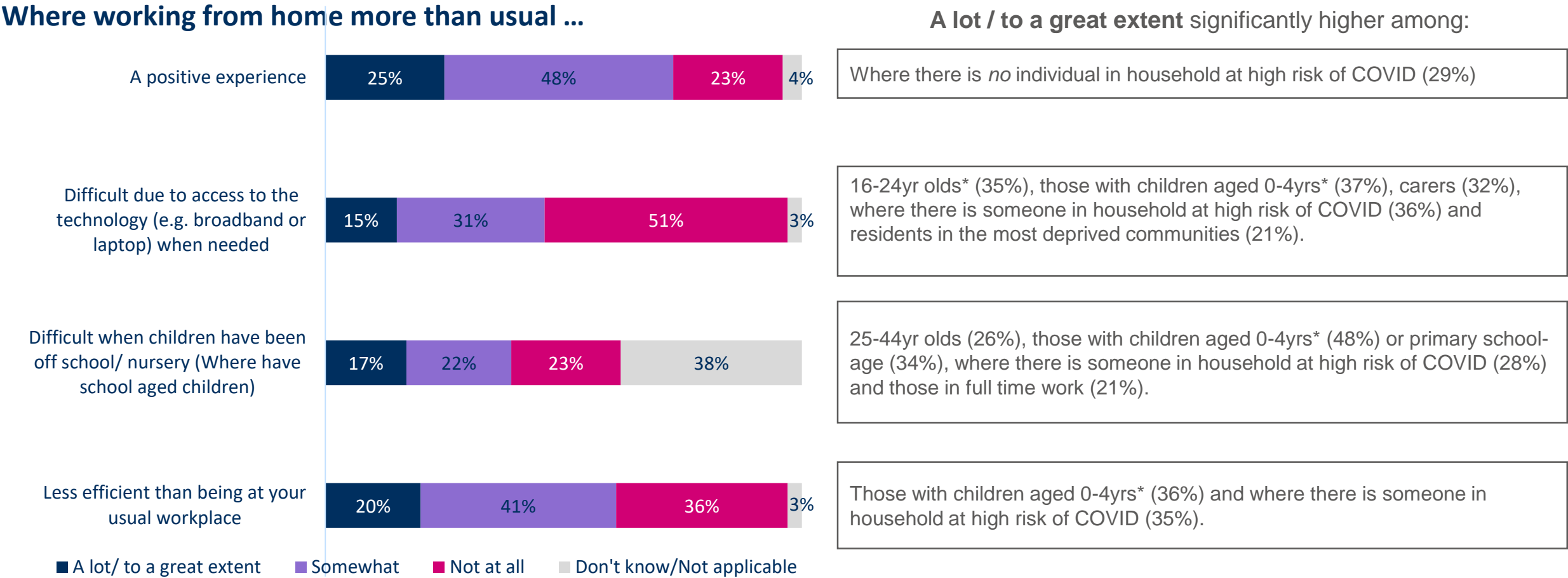
Employment & finances: 1 in 10 residents say they have **lost their job or been made redundant** as a result of the coronavirus pandemic; this proportion increases to 1 in 5 among 16-24yr olds, students, Asian residents, those for whom English is not their first language, and those with young children aged 0-4. Among Muslim residents and those who have served in the armed forces 1 in 4 say they have lost their job or been made redundant as a result of the pandemic. A further 9% of residents say someone else in their household has lost their job. **Support from a local community hub** has been received by 6% of residents personally and for 7% someone else in their household has got this support.



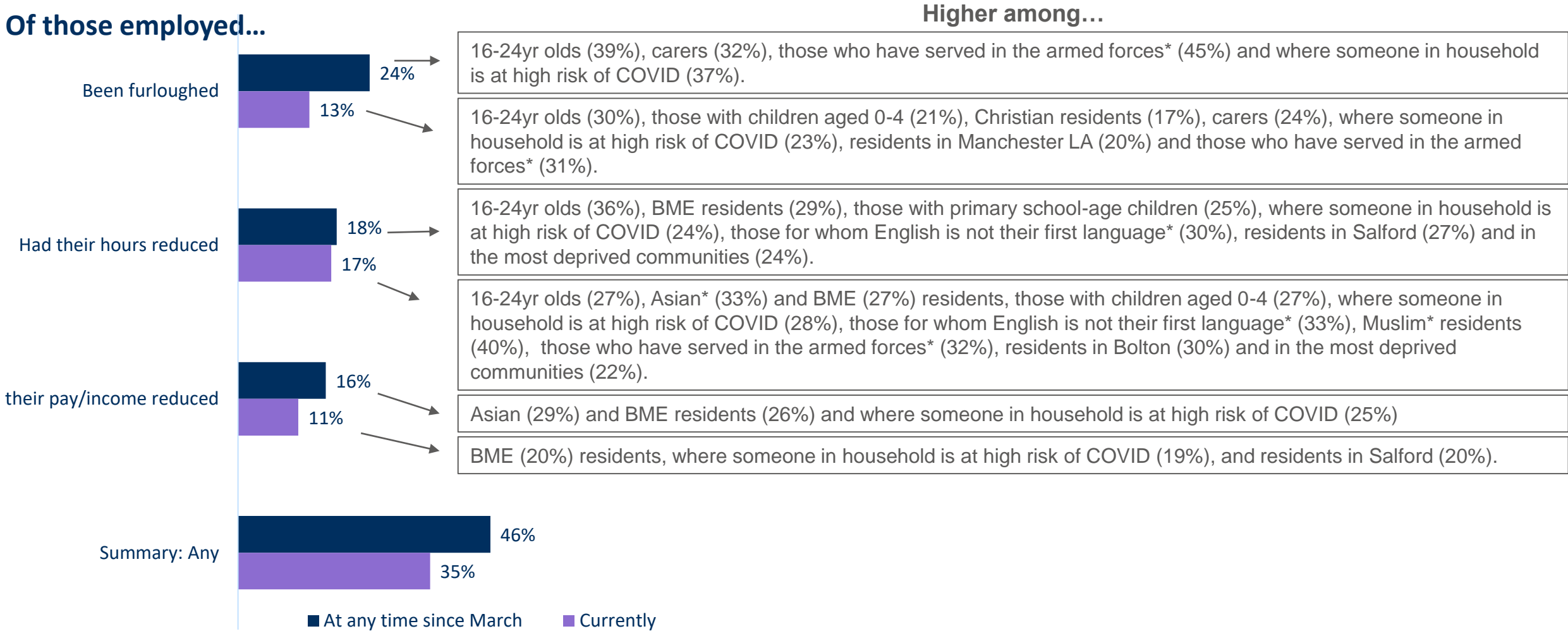
Employment & finances: 1 in 14 GM residents say they have **needed to use a foodbank** as a result of the coronavirus pandemic (7%), and this proportion is closer to 1 in 5 among residents with children aged 0-4yrs and residents that have served in the armed forces. 1 in 10 residents have had to **borrow money or extend credit** due to the pandemic and this is significantly more likely to be the case for younger people, carers, those with children aged 0-4yrs and residents of Bolton, among others. Among self-employed residents, those currently out of work and those who have served in the armed forces 1 in 4 say they have had to borrow money.



Employment & finances: Three quarters (73%) of those who have had to **work from home** more than usual say it has been a positive experience at least ‘somewhat’, while 6 in 10 think they have been less efficient than when at their usual workplace (61%). Nearly half have experienced difficulties accessing the technology needed (46%), and of those with nursery/school age children 2 in 5 (39%) have struggled when their children have been off school.

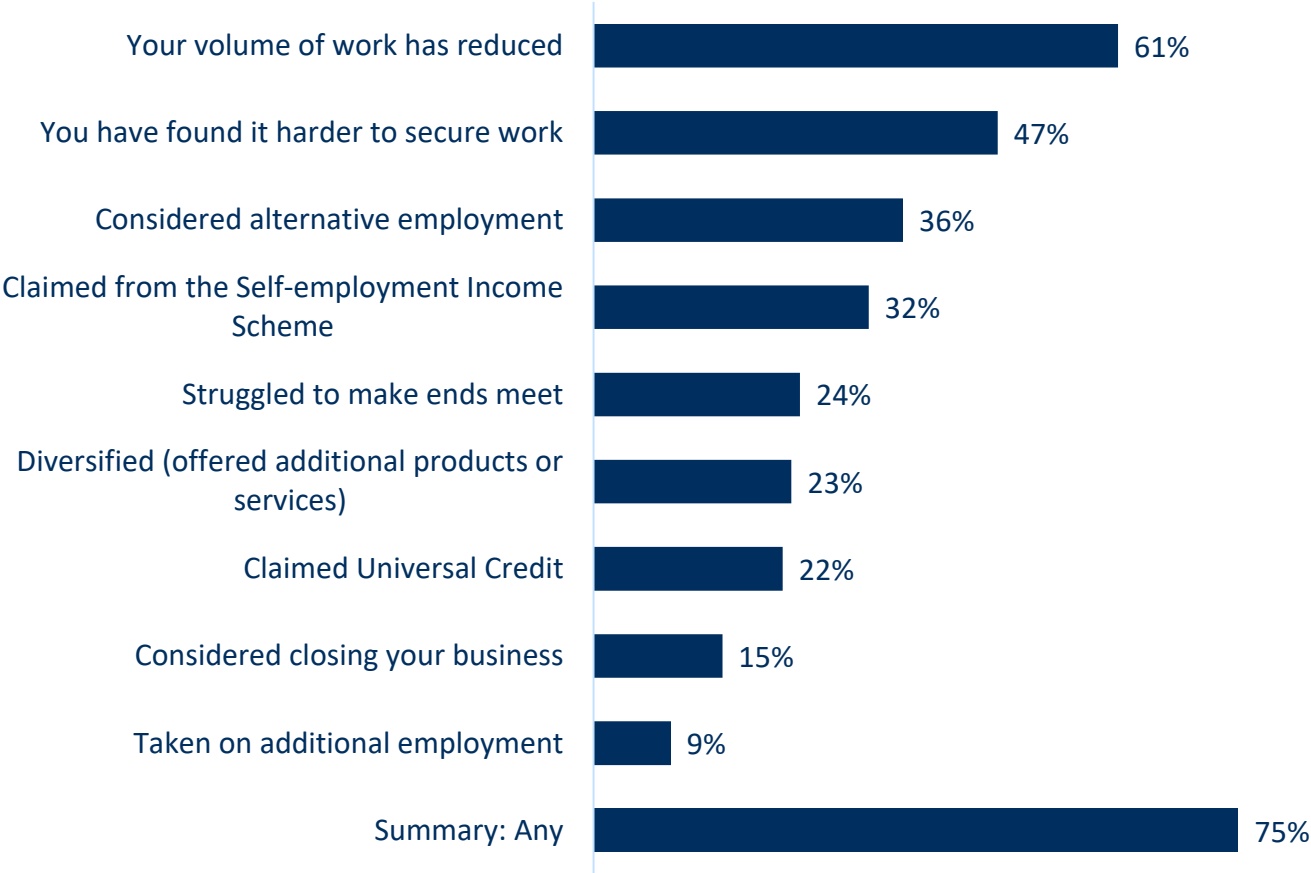


Employment & finances: 1 in 4 workers have been **furloughed** at some point since March 2020, nearly 1 in 5 have had their **hours reduced**, and just slightly fewer (16%) their **income reduced**. Nearly half of those employed have experienced at least one of these (46%); this proportion increases to three quarters among 16-24 year olds (76%) and those who have served in armed forces (75%), and to around two thirds in residents where someone in household is at high risk of COVID (69%) and Asian residents (65%).



Employment & finances: 6 in 10 self employed residents have experienced a reduction in the volume of their work, 1 in 4 say they have struggled to make ends meet and around 1 in 7 have considered closing their business (15%).

Of those self employed*...



Of those out of work:

- 62% are actively seeking work
- of these (NB - just 28 respondents) 95% think the pandemic has made finding a new job more difficult.

Social & community: Less physical contact with friends/relatives, more contact by phone/video call, significant minorities are less active in their local communities

Meeting up

7 in 10 are seeing friends / family in person less often.

This proportion increases significantly among residents aged 45+ (81-83%); those who are retired (83%) and in Tameside (83%).

Phone and video

More than half are speaking with friends / family on the phone or via video call more often; and 9% less often.

The proportions speaking with friends/family more often are higher than average (56%) among 16-24 year olds (67%), and students* (71%).

Residents aged 25-44 (12%); those with a disability (14%); carers (13%); those with young children (0-4 years) (16%) and residents in the most deprived communities (11%) are more likely than residents on average to be speaking with friends/family less often.

Helping out

1 in 5 are helping other people in their local area more often (19%), while slightly fewer are doing so less often (15%).

The proportion helping in their community more often is higher than average among 25-44yr olds (23%), those with children aged 0-4yrs (30%), carers (27%), those qualified to degree level and above (32%), those in full time work (24%) and residents of Bury (28%).

Transport: Significant reductions in volume of people travelling by public transport and by car

Public transport

Half of all GM residents are using public transport less often than they usually would as a result of COVID

When we remove the 'not applicable' i.e. people who wouldn't usually use public transport anyway, the proportion using public transport less often increases to 3 in 5 overall (60%), and is significantly higher still amongst residents aged 65+, with 4 in 5 residents of this age using public transport less often than they usually would (78%).

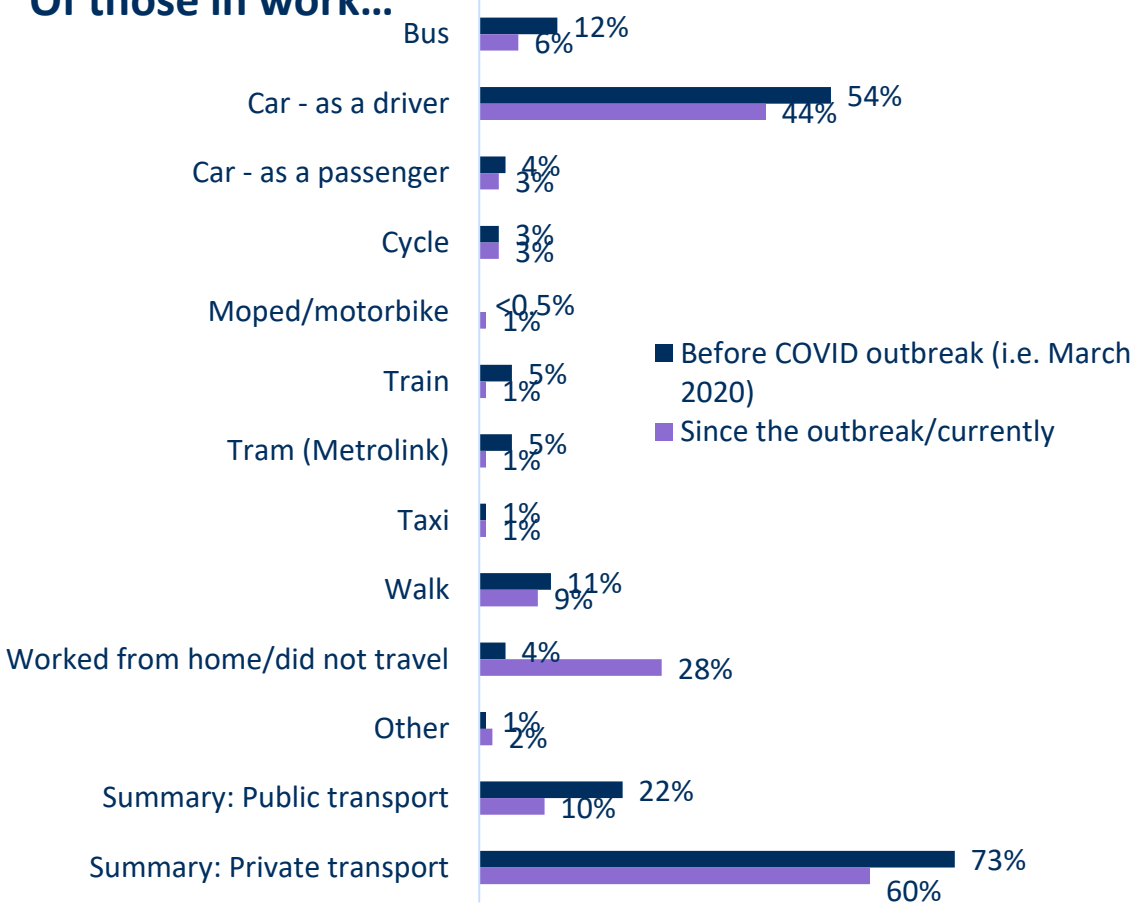
Car use

2 in 5 residents say they are travelling by car less often than usual

The proportion is again higher than average (43%) among older residents aged 65+ (52%).

Transport: 1 in 5 workers previously relied on **public transport to get to work**, and more than half **drove by car**; use of both of these methods for travelling to work has reduced by at least 10% since the outbreak of COVID. The proportion **working from home/not travelling to work** is 7 times greater than before the outbreak of COVID in the UK.

Of those in work...



Workers in Salford are most reliant on public transport as their usual method of travelling to work (38% pre-COVID), followed by Manchester (32%).

Workers in Rochdale are most likely to drive to work (71% pre-COVID). The proportion now working from home/not travelling is highest in Trafford (48%) and lowest in Rochdale (15%).

For 91% their usual place of work is within Greater Manchester; 9% travel outside the city region – this proportion increases significantly in Rochdale, to 1 in 4 of those in work (25%).

Overall 3 in 5 workers are working at home more than usual because of COVID (57%):

- More likely in Salford (75%) & Manchester (71%).
- Least likely in Bolton (39%).

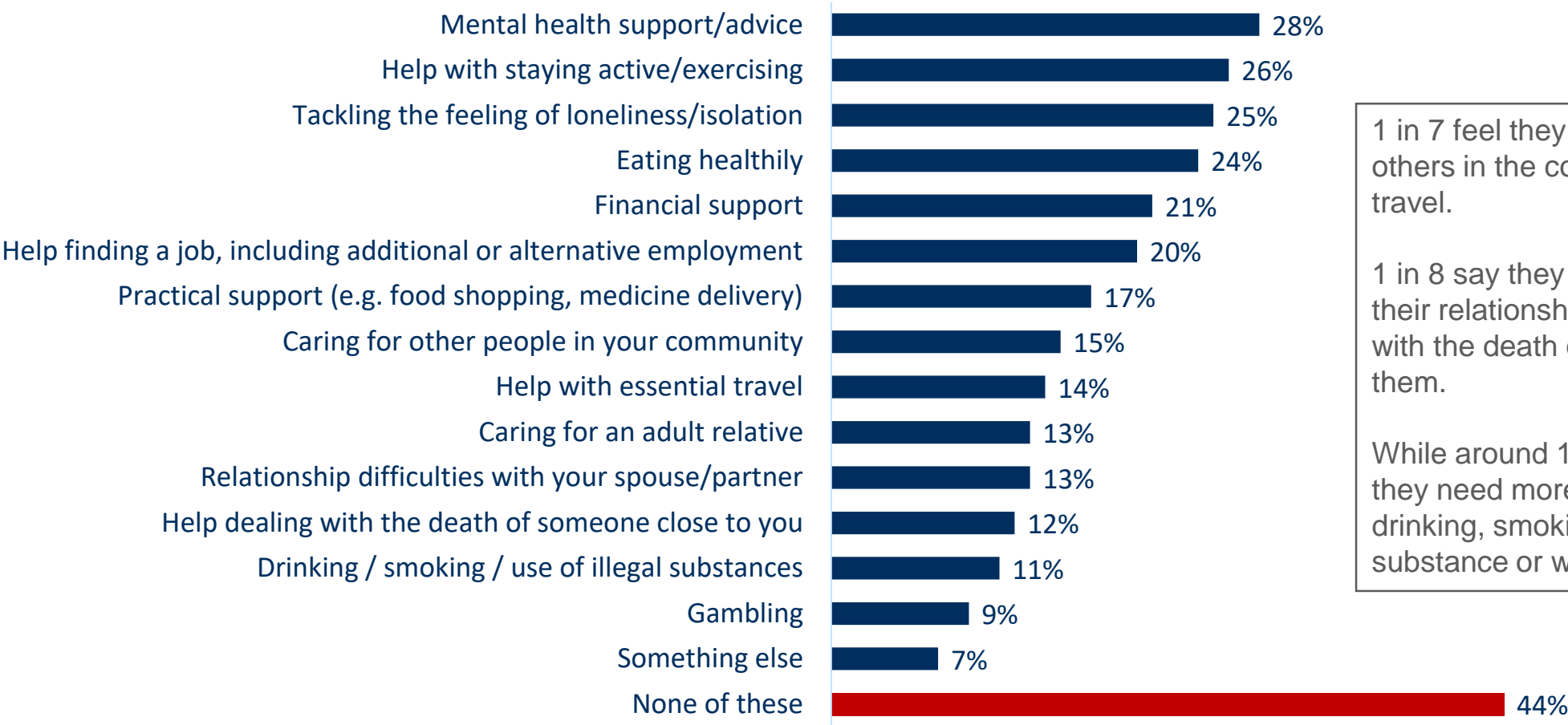
B15A/B. How did/do you mainly travel to work? Unweighted base: 578 (Where in work)
B16. Is your usual place of work...? Unweighted base: 548 (Where travel to work)
B18. Since the outbreak of coronavirus in the UK i.e. March 2020, have you had to work from home more than usual? Unweighted base: 578 (Where in work)



Advice and support

When asked whether they need more help, support or advice on a range of issues, 1 in 4 GM residents admit they need more help or support for their **mental health**, tackling the **feeling of loneliness**, **staying active** and **eating healthily**. 1 in 5 think they need more **financial support** or help **finding employment**. More than half feel they need more help in at least one of these areas.

Where support is needed...

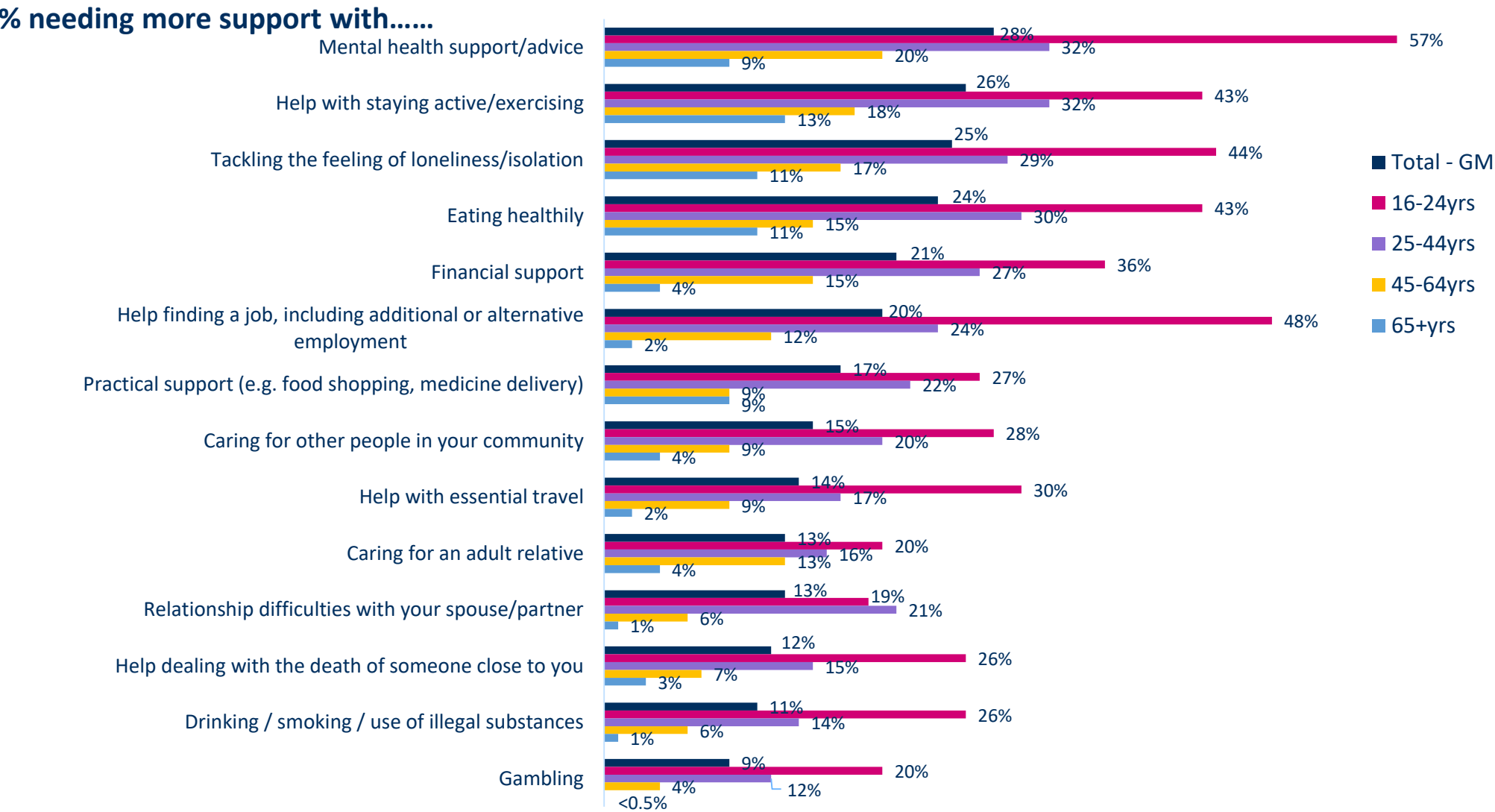


1 in 7 feel they need more help caring for others in the community or with essential travel.

1 in 8 say they need more support with their relationship difficulties or to deal with the death of someone close to them.

While around 1 in 10 GM residents feel they need more support with either drinking, smoking, use of illegal substance or with gambling.

The chart below summarises the **differences by age in the proportion of GM residents needing more support** in each of these areas, with significantly higher proportions in all cases among those aged 16-24yrs, and significantly lower proportions in all cases among residents aged 65+.



The proportion needing more **financial support** increases to more than 1 in 3 among 16-24yr olds, among Asian and BME residents, those with children aged 0-4, those for whom English is not their first language, Muslim residents, and the self-employed.

Higher than average among...

Financial support	16-24yr olds (36%), 25-44yr olds (27%), Asian (36%) and BME (38%) residents, those with children aged 0-4 (36%), those for whom English is not their first language (38%), Muslim residents (44%), the self-employed* (39%), or those employed full or part time (24%), residents in Salford (31%), and in the most deprived communities (27%).
Needed by 21% on average	

Half of 16-24yr olds feel they need more support to **find employment**, as do half of students, residents for whom English is not their first language, and Muslim residents.

Higher than average among...

Help finding a job	16-24yr olds (48%), 25-44yr olds (24%), Asian (37%) and BME (34%) residents, those with children aged 0-4 (36%) or no children (27%), those for whom English is not their first language (51%), Muslim residents (50%), those qualified to degree or above (28%), students (52%) and those currently out of work (51%), those who currently/previously have served in the armed forces (36%), and residents in the most deprived communities (28%).
Needed by 20% on average	

Nearly 3 in 5 16-24yr olds and half of students and Muslim residents feel they need more **mental health support or advice**, the proportion is also significantly higher than average among a number of other groups, including BME residents, carers, those with children aged 0-4 and residents who have served in the armed forces.

Higher than average among...

Mental health support / advice	16-24yr olds (57%), 25-44yr olds (32%), BME (42%) residents, those with children aged 0-4 (44%) or no children (34%), carers (37%), where someone in household is at high risk of COVID (35%), those for whom English is not their first language (41%), Muslim residents (50%), those qualified to degree or above (39%), students (54%), those who currently/previously have served in the armed forces (41%), residents in Manchester LA or Salford (38% in each case), and in the most deprived communities (35%).
Needed by 28% on average	

Help with tackling the **feeling of isolation/loneliness** is most needed by 16-24yr olds, students, Muslim residents, those with children aged 0-4 and residents who have served in the armed forces – at least 2 in 5 of each of these say they need more help with this.

Higher than average among...

Tackling feeling of loneliness / isolation	16-24yr olds (44%), 25-44yr olds (29%), Asian (35%) and BME (33%) residents, residents with a disability (32%), those with children aged 0-4 (42%) or no children (30%), where someone in household is at high risk of COVID (33%), Muslim residents (42%), students (42%), those who currently/previously have served in the armed forces (42%), residents in Bolton or Salford (34% in each case), and residents in the most deprived communities (32%).
Needed by 25% on average	

The proportion of residents that feel they need **help dealing with the death of someone close to them** increases significantly, to 1 in 4, among 16-24yr olds, Asian and BME residents generally, residents whose first language is not English and those living in Bolton, and is closer to 1 in 3 among residents with children aged 0-4, Muslim residents and those that have served in the armed forces.

Higher than average among...

Help dealing with the death of someone close	16-24yr olds (26%), Asian (27%) and BME (26%) residents, those with children aged 0-4yrs (30%), carers (17%), those for whom English is not their first language (24%), Muslim residents (32%), those who work full or part time (15%), those who currently/previously have served in the armed forces (32%), those looking after the home (26%), residents living in Bolton (24%) and in the most deprived communities (18%).
Needed by 12% on average	

Support for **relationship difficulties with their spouse/partner**, as a result of the pandemic, is also most likely to be needed by these same groups of residents, as well as 25-44yr olds and those with secondary-school age children. Among some of these groups the proportion needing support increases to nearly 1 in 3.

Higher than average among...

Relationship difficulties with spouse/ partner	16-24yr olds (19%), 25-44yr olds (21%), Asian (21%) and BME (19%) residents, those with children aged 0-4yrs (30%) and secondary school-age (21%), carers (19%), those for whom English is not their first language (27%), Muslim residents (31%), those who work full time (19%), those who currently/previously have served in the armed forces (29%), residents living in Bolton (24%) and in the most deprived communities (17%).
Needed by 13% on average	

A number of significant differences are also evident in the groups of residents needing support with **caring for an adult relative** or **others in the community**. Residents aged 16-24, those with children aged 0-4yrs, Muslim residents, those who have served in the armed forces and those living in the most deprived communities are among the groups most in need of support with each of these aspects.

Higher than average among...

Caring for an adult relative	16-24yr olds (20%), those with children aged 0-4yrs (28%) and secondary school-age (22%), carers (28%), where someone in household is at high risk of COVID (18%), Muslim residents (24%), those who work full time (18%), those who currently/previously have served in the armed forces (36%), and in the most deprived communities (16%).
Needed by 13% on average	

Higher than average among...

Caring for others in the community	16-24yr olds (28%), 25-44yr olds (20%), Asian (27%) and BME (28%) residents, those with children aged 0-4yrs (26%) or no children (19%), carers (21%), those for whom English is not their first language (25%), Muslim residents (35%), those who work full time (18%) or part time (24%), those who currently/previously have served in the armed forces (27%), residents of Bolton (26%) and Salford (25%) and in the most deprived communities (19%).
Needed by 15% on average	

Residents most in need of **practical support** include residents aged 16-24, Asian residents, carers, those with a disability and residents of Bolton and Salford, where 1 in 4 say they need more support in this area. While among residents with the youngest children, Muslim residents and those who have served in the armed forces, the proportion needing more practical support increases to 1 in 3.

Higher than average among...

Practical support (e.g. food shopping, medicine delivery)	16-24yr olds (27%), 25-44yr olds (22%), Asian (27%) and BME (26%) residents, those with a disability (25%), those with children aged 0-4yrs (34%), carers (26%), where someone in household is at high risk of COVID (28%), those for whom English is not their first language (27%), Muslim residents (35%), those qualified to degree level or above (26%), those who currently/previously have served in the armed forces (35%), residents of Bolton (27%) and Salford (27%) and in the most deprived communities (20%).
Needed by 17% on average	

Compared with the 1 in 7 GM residents on average needing more help with **essential travel**, once again proportions are significantly higher amongst the youngest age group, as well as other groups including Muslim residents, those qualified to degree level and above, residents with the youngest children and those who have served in the armed forces.

Higher than average among...

Help with essential travel	16-24yr olds (30%), Asian (24%) and BME (21%) residents, those with children aged 0-4yrs (33%) and secondary school-age (21%), carers (24%), where someone in household is at high risk of COVID (20%), those for whom English is not their first language (28%), Muslim residents (36%), those qualified to degree level or above (25%), those who currently/previously have served in the armed forces (37%), residents of Bolton (23%) and in the most deprived communities (19%).
Needed by 14% on average	

In terms of more help with **staying active and eating healthily**, compared with 1 in 4 GM residents on average, proportions double among some groups; more than half of Muslim residents that say they need more help with staying active (54%), and half of residents with children aged 0-4 (49%) and for whom English is not their first language (50%) need more help eating healthily.

Higher than average among...

Help with staying active / exercising	16-24yr olds (43%) and 25-44yr olds (32%), Asian (40%) and BME (40%) residents, those with children aged 0-4yrs (42%) or no children (31%), where someone in household is at high risk of COVID (32%), those for whom English is not their first language (41%), Muslim residents (54%), those qualified to degree level or above (38%), those working full time (30%), students (38%), those who currently/previously have served in the armed forces (40%), residents of Bolton (38%), Manchester LA (36%) and Salford (38%), and in the most deprived communities (33%).
Needed by 26% on average	

Higher than average among...

Eating healthily	16-24yr olds (43%) and 25-44yr olds (30%), Asian (37%) and BME (40%) residents, those with children aged 0-4yrs (49%) or no children (28%), where someone in household is at high risk of COVID (30%), those for whom English is not their first language (50%), Muslim residents (45%), those working full time (28%), students (34%), those who currently/previously have served in the armed forces (41%), residents of Bolton (36%) and Salford (39%), and in the most deprived communities (29% IMD quintile 4 and 28% quintile 5).
Needed by 24% on average	

The proportion of residents needing more support with **drinking, smoking, use of illegal substances or gambling** as a result of the pandemic increases significantly to at least 1 in 5 among 16-24yr olds, those with the youngest children, those for whom English is not their first language, Muslim residents and residents who have served in the armed forces.

Higher than average among...

Drinking / smoking / use of illegal substances	16-24yr olds (26%) and 25-44yr olds (14%), those with children aged 0-4yrs (22%) or no children (14%), carers (19%), where someone in household is at high risk of COVID (15%), those for whom English is not their first language (21%), Muslim residents (20%), those working full time (16%), those who currently/previously have served in the armed forces (32%), residents of Bolton (17%) and Salford (21%).
Needed by 11% on average	

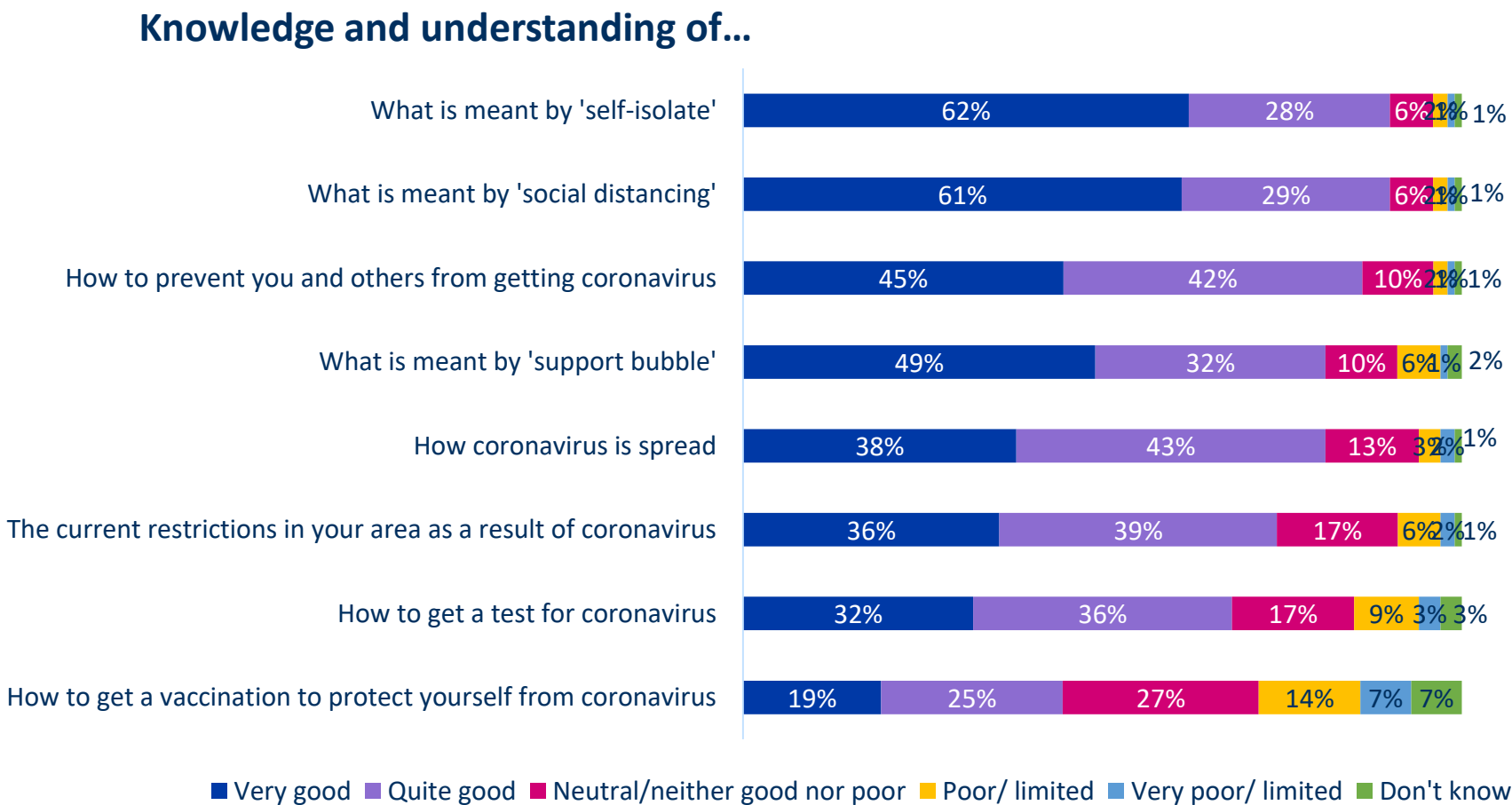
Higher than average among...

Gambling	16-24yr olds (20%) and 25-44yr olds (12%), Asian (18%) and BME (17%) residents, those with children aged 0-4yrs (20%), carers (14%), where someone in household is at high risk of COVID (13%), those for whom English is not their first language (20%), Muslim residents (24%), those working full time (13%), those who currently/previously have served in the armed forces (28%), residents of Bolton (16%), and in the most deprived communities (13%).
Needed by 9% on average	



Knowledge and understanding

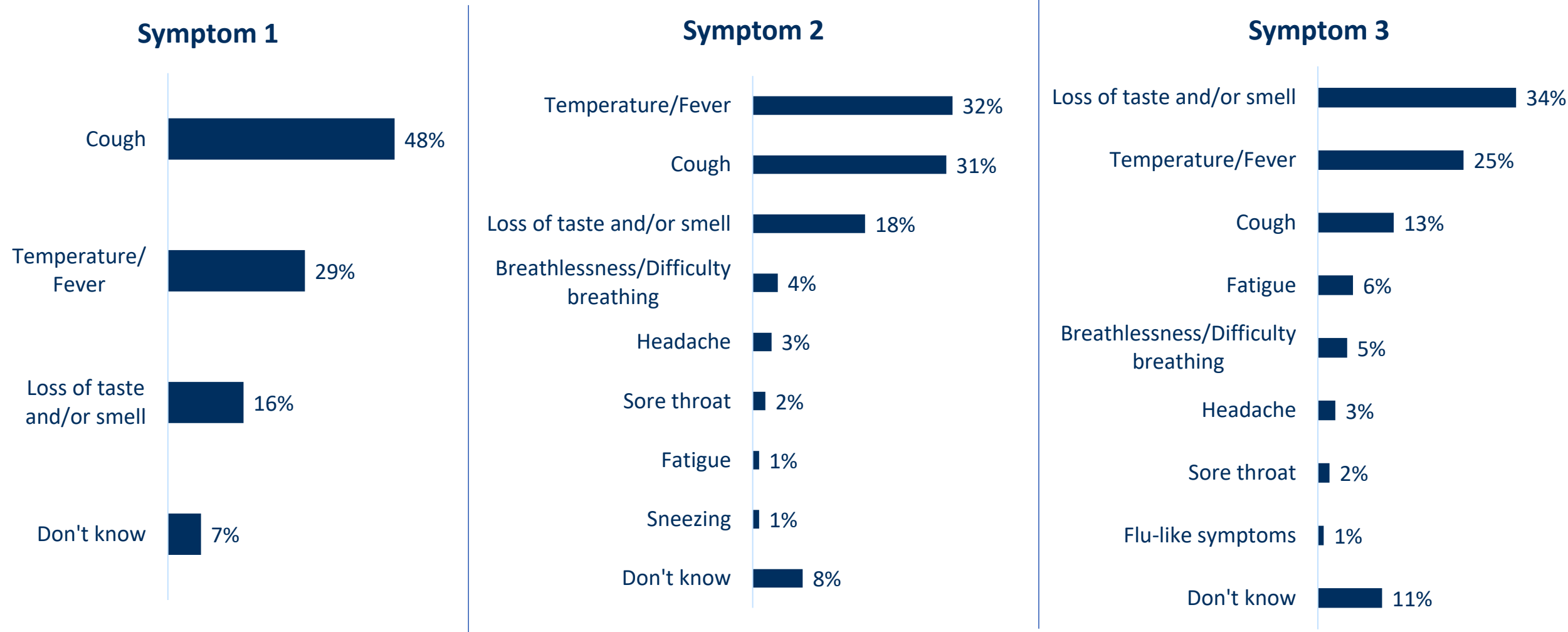
Overall, there are **high levels of knowledge**, particularly the definitions of key terminology. Some residents are less certain how to **get a test** or how to **get a vaccination** but this may be because fewer residents have needed to take this action yet.



There is an age divide with those under 45 significantly less likely to feel their knowledge and understanding is good.

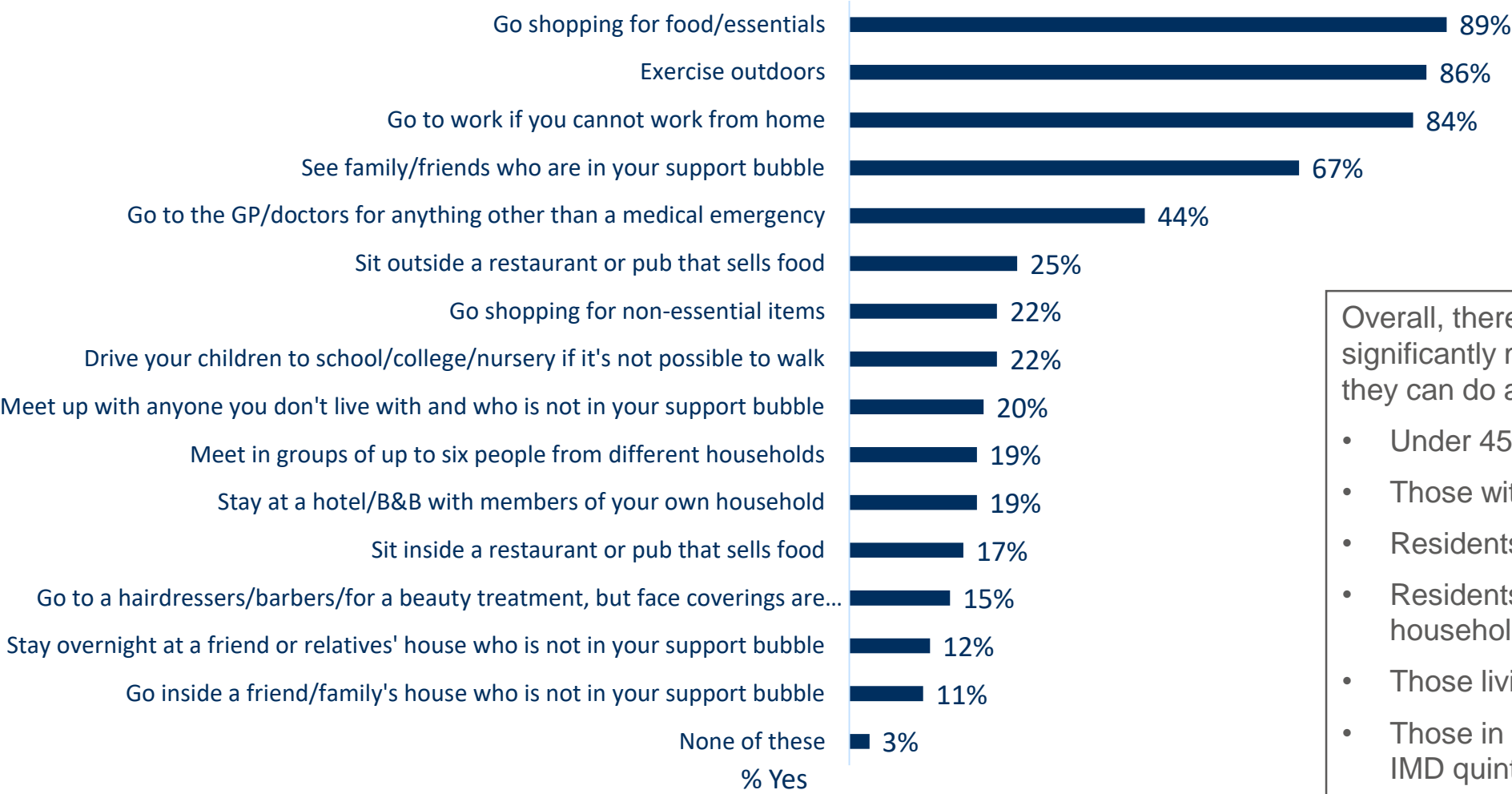
Residents from BME communities and those whose first language is not English are also less likely to feel their knowledge is good.

When residents were asked to list the 3 most common symptoms of coronavirus, **93% are able to recall at least one symptom**. The three main symptoms are those most frequently recalled, but awareness of each varies – cough (known by 92% of people), high temperature or fever (85%), and loss of taste or smell (68%). More than 1 in 10 people can't name the three symptoms, and 1 in 14 can't name any.



During **the national lockdown in November 2020**, most residents were rightly aware that they could shop for essentials, exercise outdoors, and go to work if unable to work from home.

Under current restrictions, you can...



Overall, there are some groups who are significantly more likely to incorrectly believe they can do all of the actions. These include:

- Under 45s
- Those with children under 5
- Residents with caring responsibilities
- Residents who have a member of their household who is at high risk of COVID
- Those living in Salford
- Those in the most deprived areas (by IMD quintile)

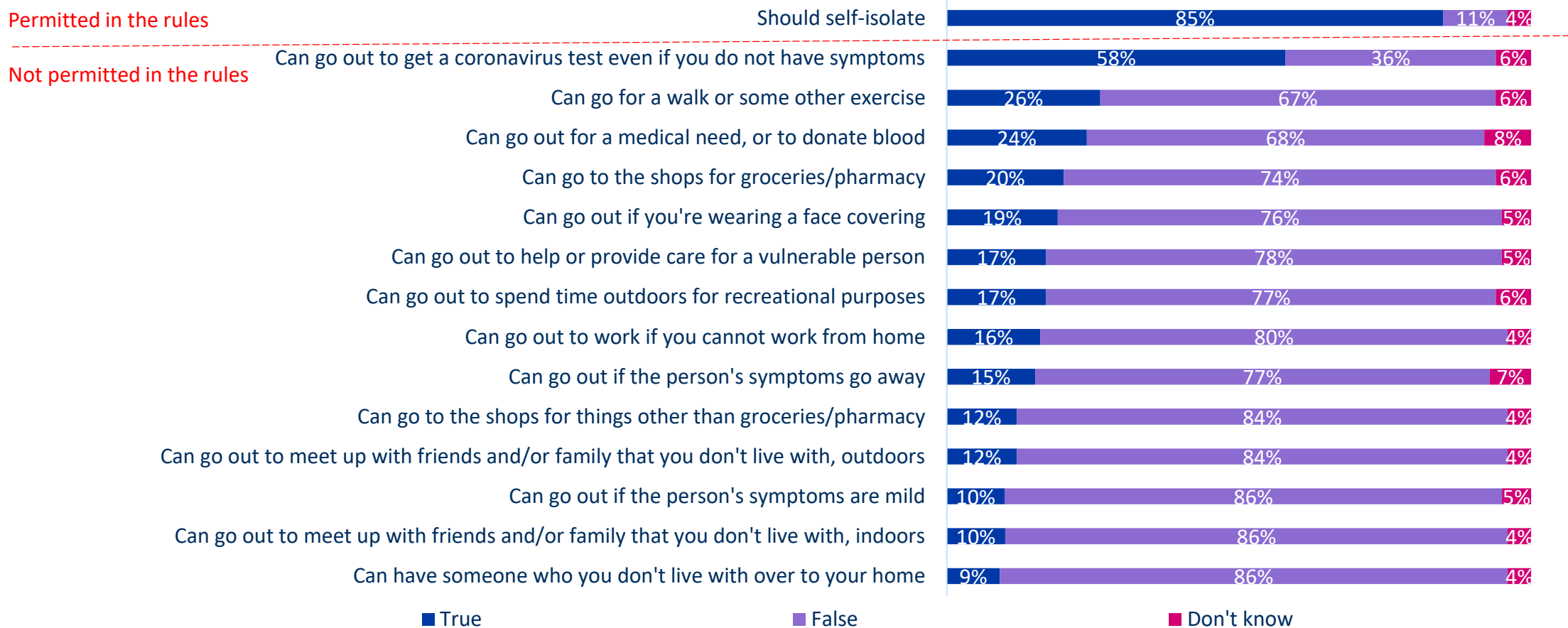
Just under nine in ten residents know you should **self-isolate if you have coronavirus symptoms**, but only seven in ten know they can go for a test.

If you have symptoms of coronavirus you...



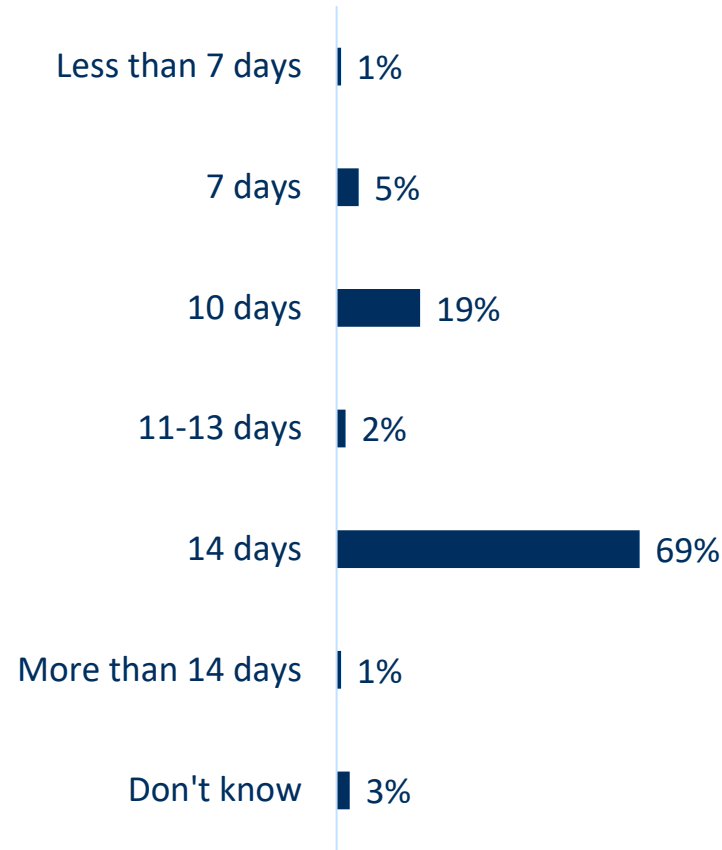
As with personally experiencing symptoms, around nine in ten residents know they should **self-isolate** if they've been in close contact with someone who has tested positive.

If you find out you've been in close contact with someone who has tested positive with COVID-19...

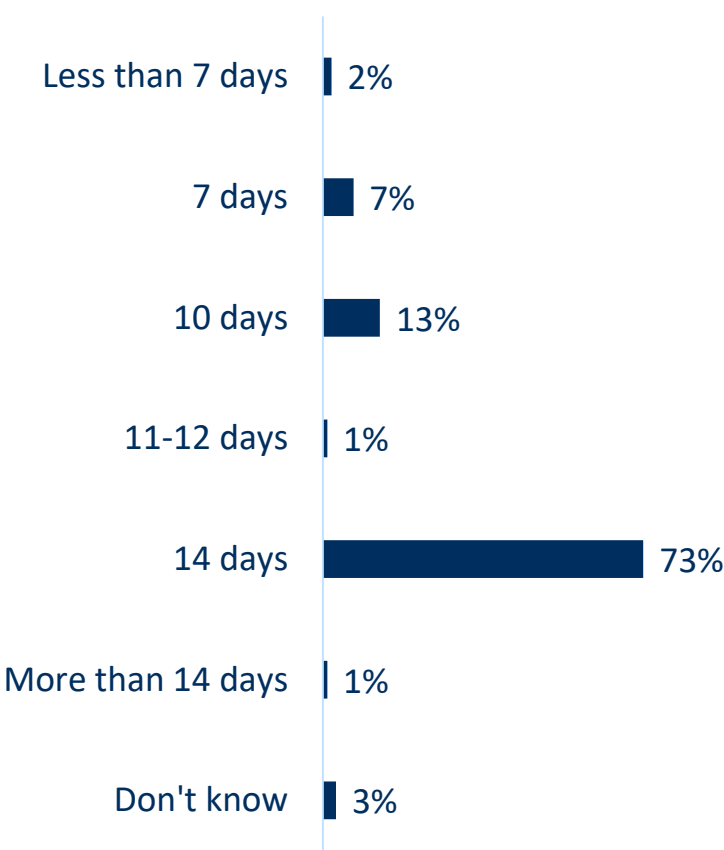


In both instances, most residents believe you need to **self-isolate for 14 days**, with just 19% correctly knowing that you only need to self-isolate for 10 days if you personally have symptoms (under the rules in place when the fieldwork was undertaken).

If you have symptoms of coronavirus, how long are you required to self-isolate...



If you've been in close contact with someone who's tested positive, how long are you required to self-isolate...



C4b. If you have symptoms of coronavirus, how long are you required to stay at home and isolate for, from when your symptoms started? Unweighted base: 934
C5b. If you find out have been in close contact with someone who has tested positive with COVID-19, how long are you required to stay at home and isolate for from when you last came into contact with them? Unweighted base: 918



Attitudes & Behaviours

Attitudes & behaviours: Overview

Hands

Seven in ten (73%) wash their hands regularly

Nine in ten (92%) recognise this as an effective way to reduce the spread of COVID-19.

Face

80% of residents wear a face covering when required

A similar proportion feel this is an effective approach (83%).

Space

62% of residents have had no one from outside their household in their home (in the 7 days prior to the survey)

But 15% admit family have been to visit.

Seven in ten residents limit their contact with others outside of their household (71%) and keep their distance from others when outside of the home (72%).

This is considerably less than the proportion who feel these are effective at preventing the spread of COVID-19 (86% and 89% respectively).

Stopping the spread

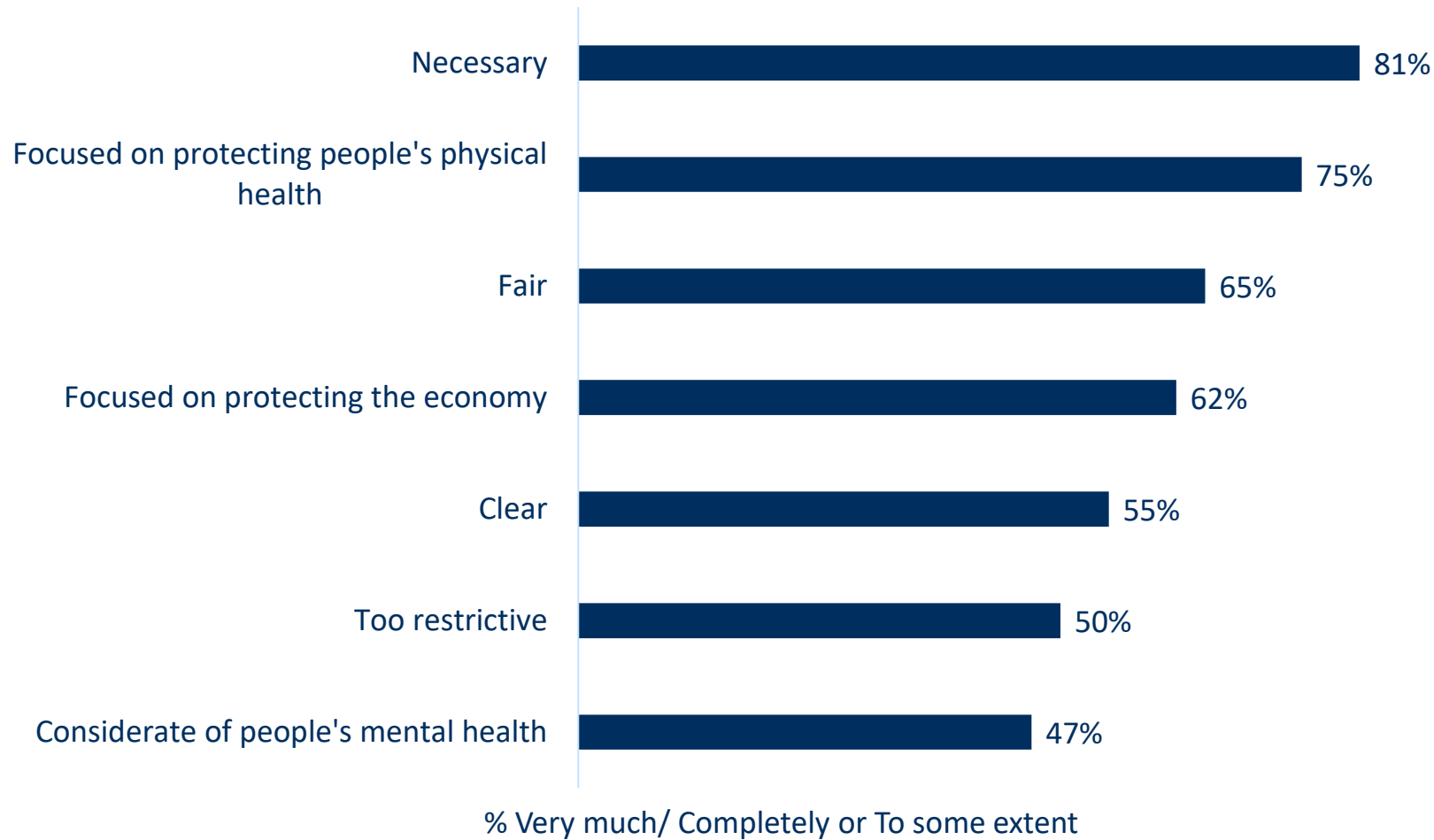
Nine in ten residents would self-isolate if told to and for the full time (93% for both measures).

Majority of residents would not leave self-isolation in any circumstances - but 32% feel it is acceptable to exercise. Around a fifth feel it is acceptable to go to work, undertake caring responsibilities outside of the household, or take the children to school.

91% would take a test if they thought they had COVID-19, but only 69% would with no symptoms.

Seven in ten residents say they are likely to receive the vaccine (72%).

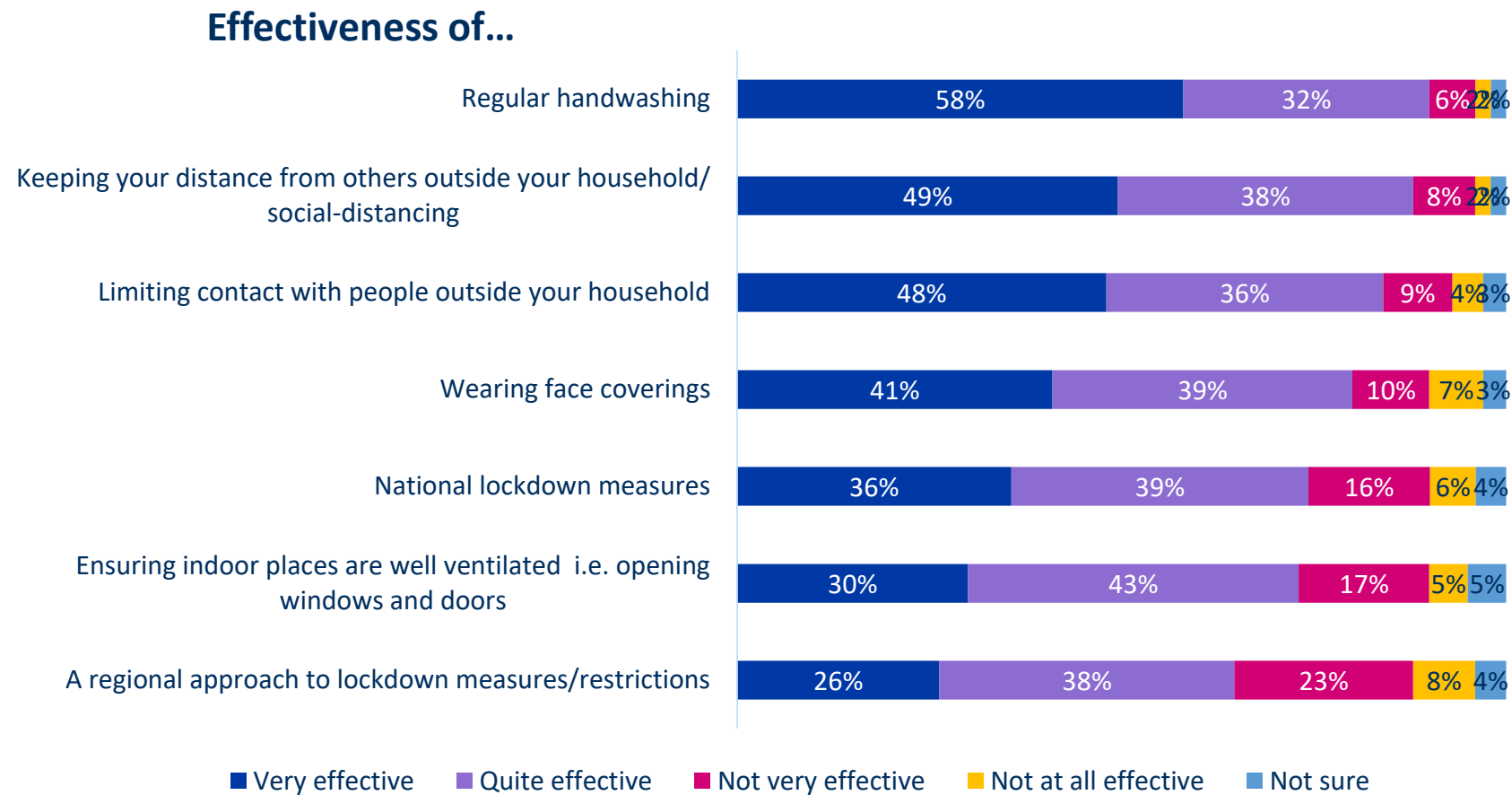
Whilst three quarters say the **current restrictions and guidelines** are there to protect people’s physical health, less than half say they are considerate of people’s mental health. Despite this, four in five agree the restrictions and guidelines are needed.



Women (43%) and those aged 16-24 (37%) are some of the least likely to feel the restrictions are considerate of people’s mental health.

Residents under 45 are significantly more likely to say the guidance is too restrictive, 61% of those aged 16-24 and 56% of those aged 25-44.

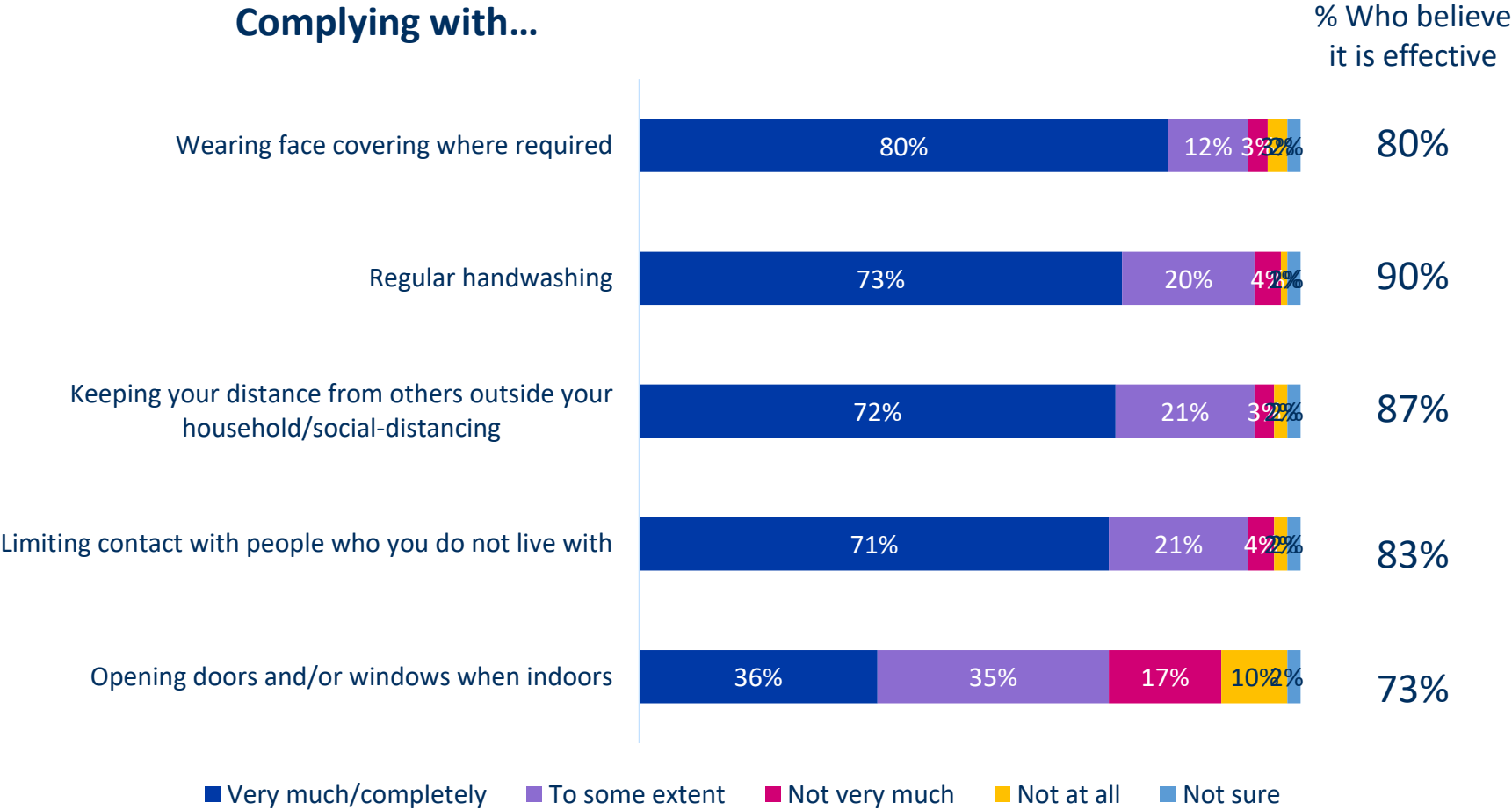
The majority of residents agree the **measures used to prevent the spread of coronavirus** are effective, in particular regular hand washing and social-distancing, however residents are less certain about the **effectiveness of regional approaches**.



Generally the older residents are the more likely they are to feel the measures are effective; with the exception of regional approaches where there is no significant difference by age.

There are limited differences in perceptions of effectiveness by local authority, gender, disability, and ethnicity.

Around seven in ten residents are **complying with the guidance** most of the time, with the exception of opening doors and windows when indoors. Additionally, when comparing with perceptions of effectiveness, compliance is generally higher amongst the measures deemed most effective.

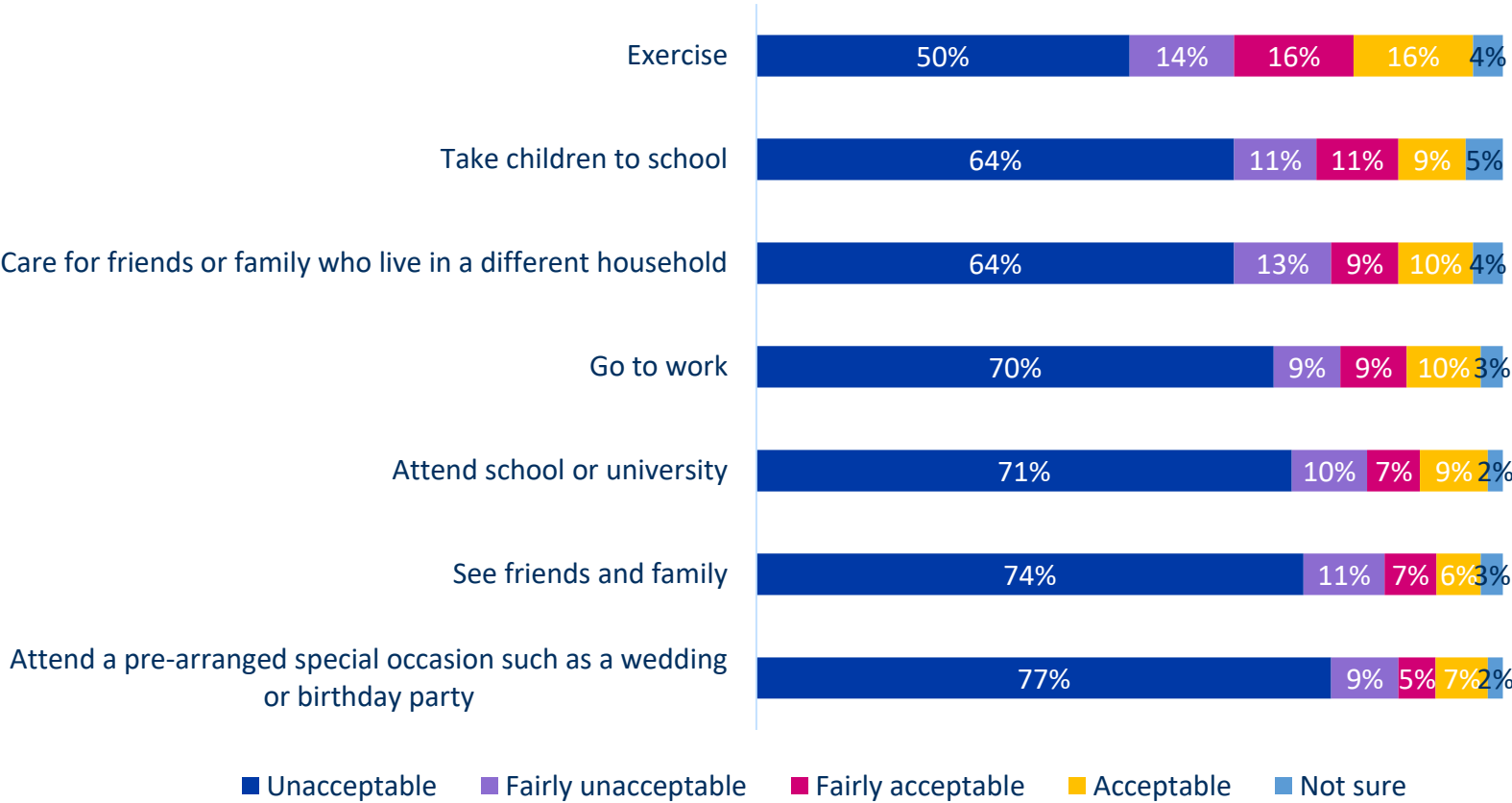


There is no significant variation in compliance between men and women, although those under 45 are significantly less likely to comply with the guidance.

Furthermore, those who are from a BME community are significantly less likely to comply with social-distancing measures (60%) and guidance to limit social contact (56%).

Compliance is also high when individuals are told to **self-isolate**, with majority of residents feeling it is unacceptable to ignore guidance in all instances. However, around a third of residents say it is acceptable to exercise.

Acceptability to ignore the guidance to...

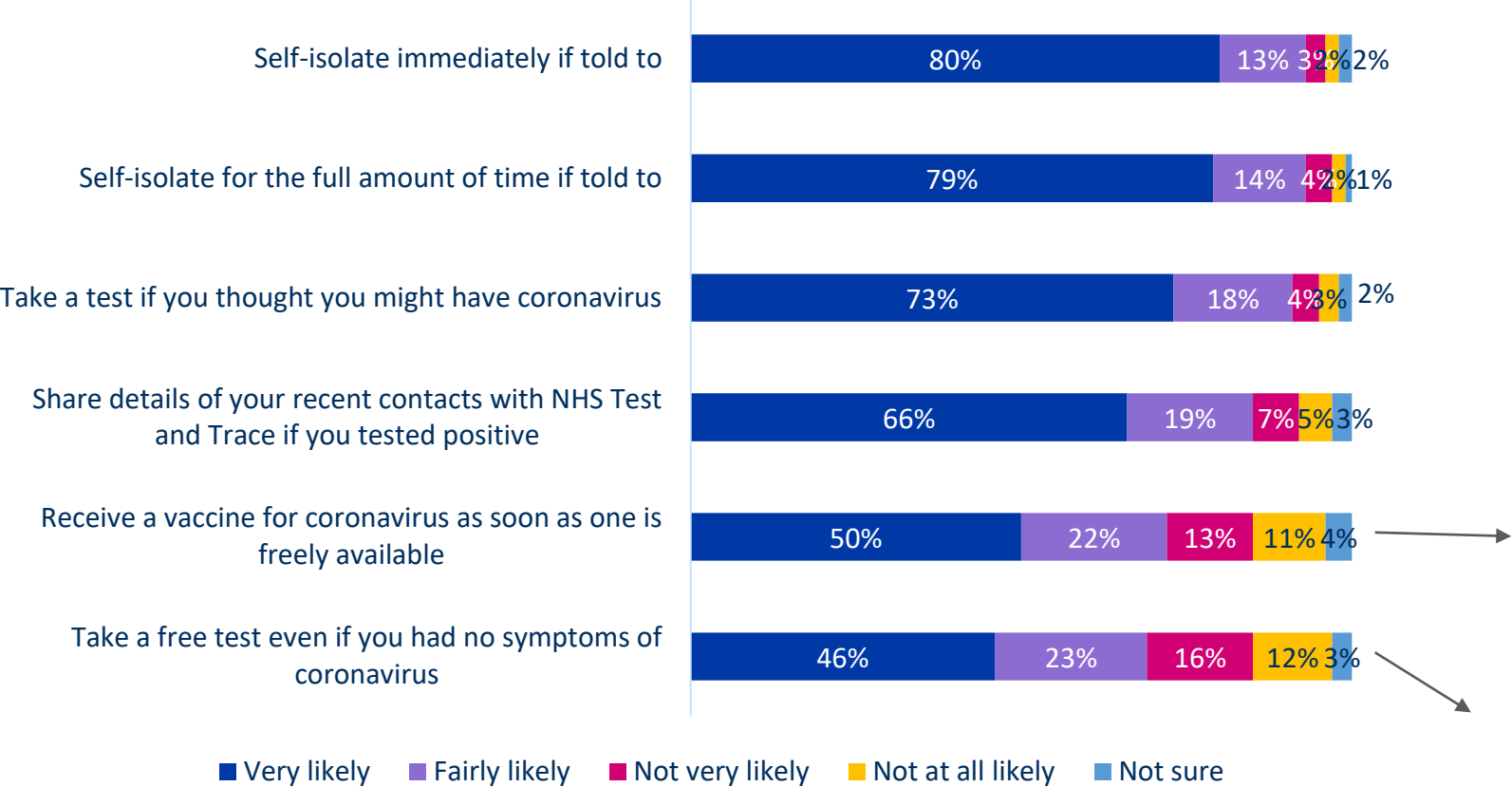


As with other measures there is a divide by age, with those under 45 significantly more likely to feel it is acceptable to ignore the guidance (although still only a minority).

Furthermore, residents from some BME communities, those who have caring responsibilities, and those in full-time employment or are a student are also significantly more likely to feel it is acceptable not to follow the guidance in certain situations.

Four in five residents would **self-isolate** if told to do so, and they would self-isolate for the full time. Residents are also likely to take a test if they have symptoms but less than half would be very likely to **take a test when showing no symptoms**. Additionally, the proportion of residents who are very likely to opt to receive the **vaccine** is also much lower than the other measures.

Likelihood to do the following...

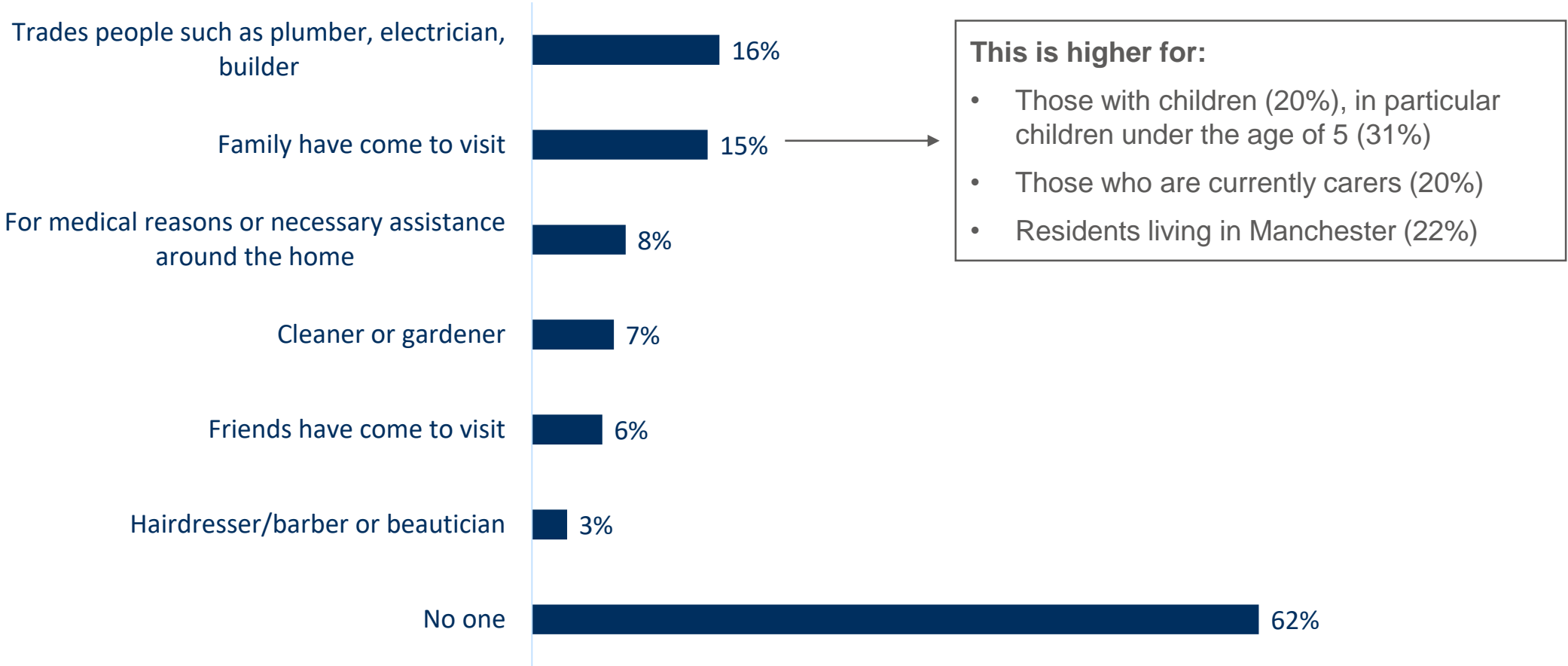


Least likely to answer very likely...

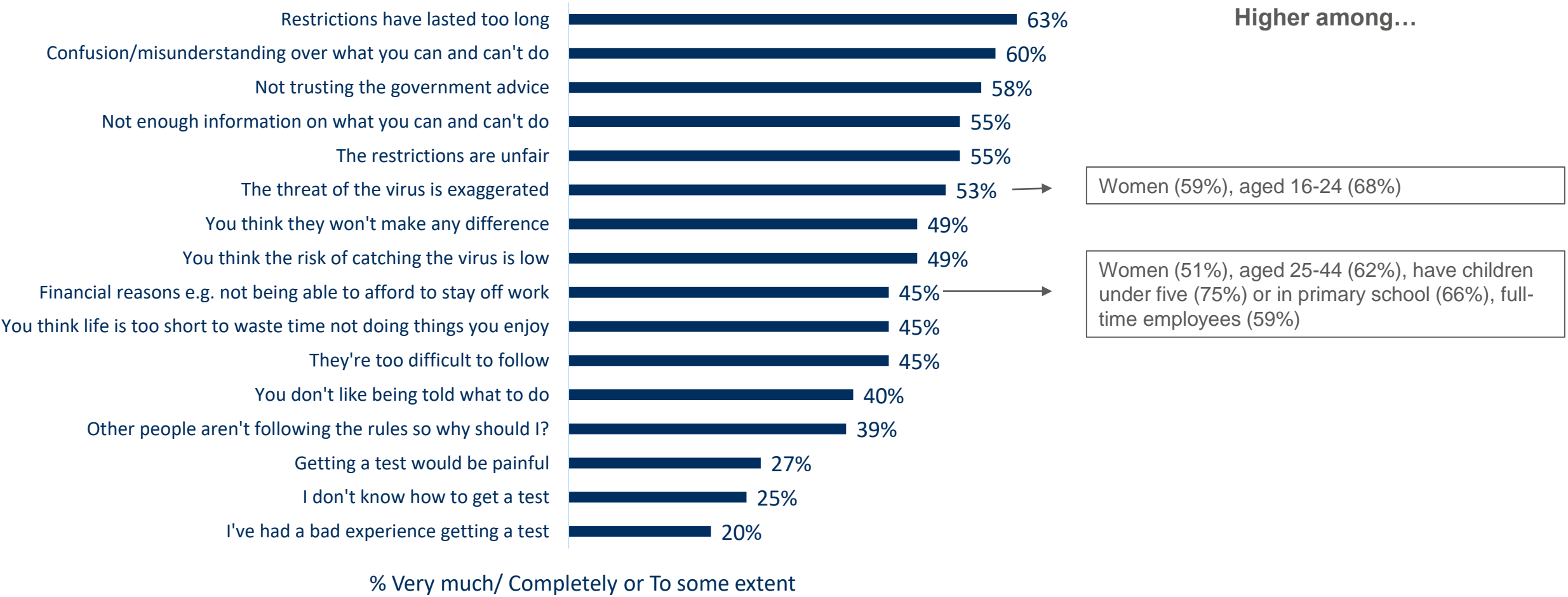
Women (44%), aged 16-24 (33%) or 25-44 (42%), BME communities (40%), have children under five (35%), Muslim residents (34%), students (36%) and those looking after the home (35%), residents living in Manchester (41%) or Rochdale (40%)

Women (43%), aged 16-24 (31%), have children under five (31%), Muslim residents (30%), students (33%), residents living in Rochdale (32%)

Whilst the majority of residents have not had **anyone from outside their household visit their property**, of those who have this has generally either been trades people or family.



There are numerous reasons why individuals are not fully compliant with the guidance, but the length of time they've been in place and confusion are the most common drivers. Barriers to getting a test only affect a small proportion of residents





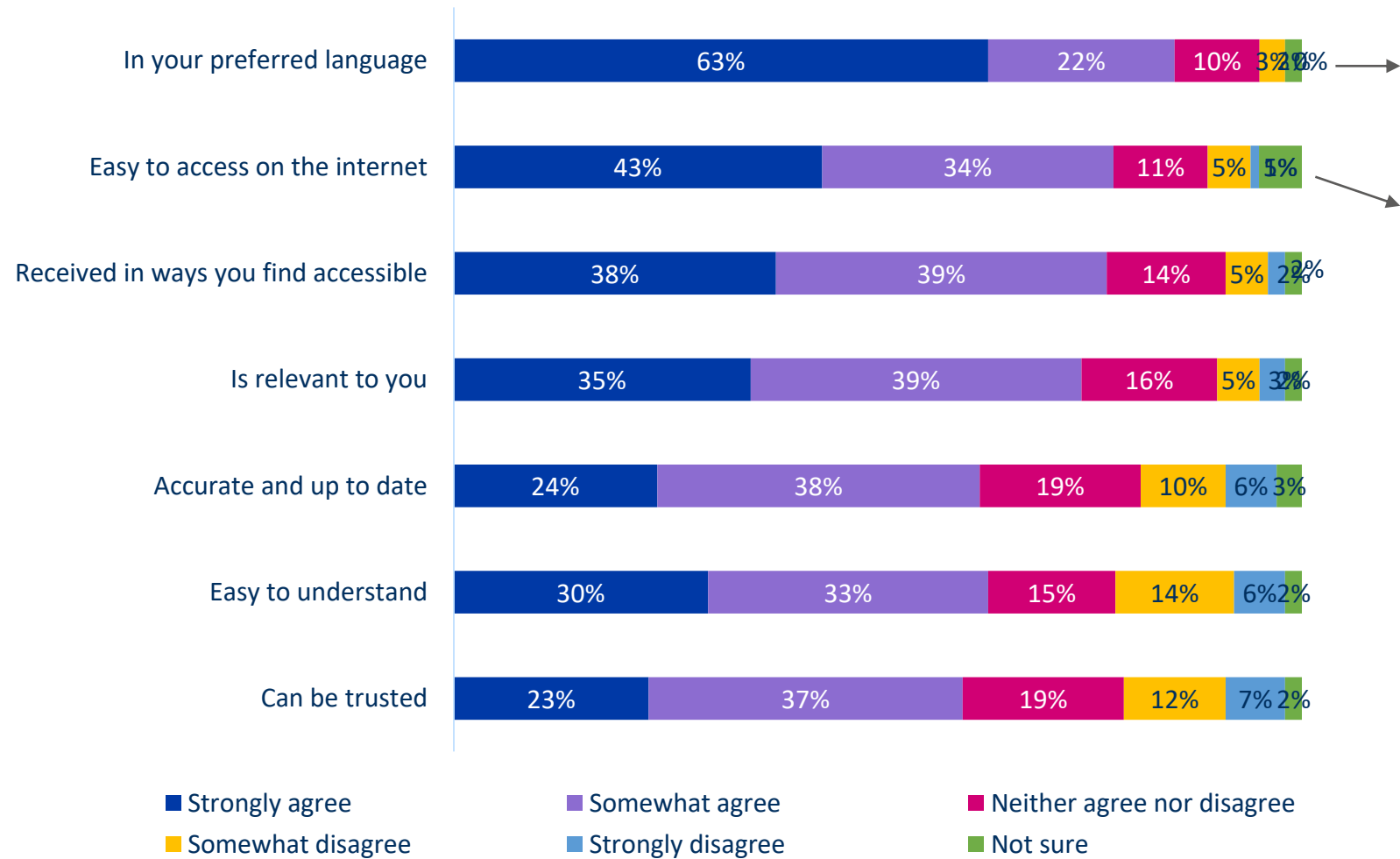
Access to information

Residents are broadly favourable of the coronavirus information they receive, with at least 6 in 10 agreeing that the information is accurate, easy to understand, and can be trusted. Over three quarters say that it is accessible and relevant.

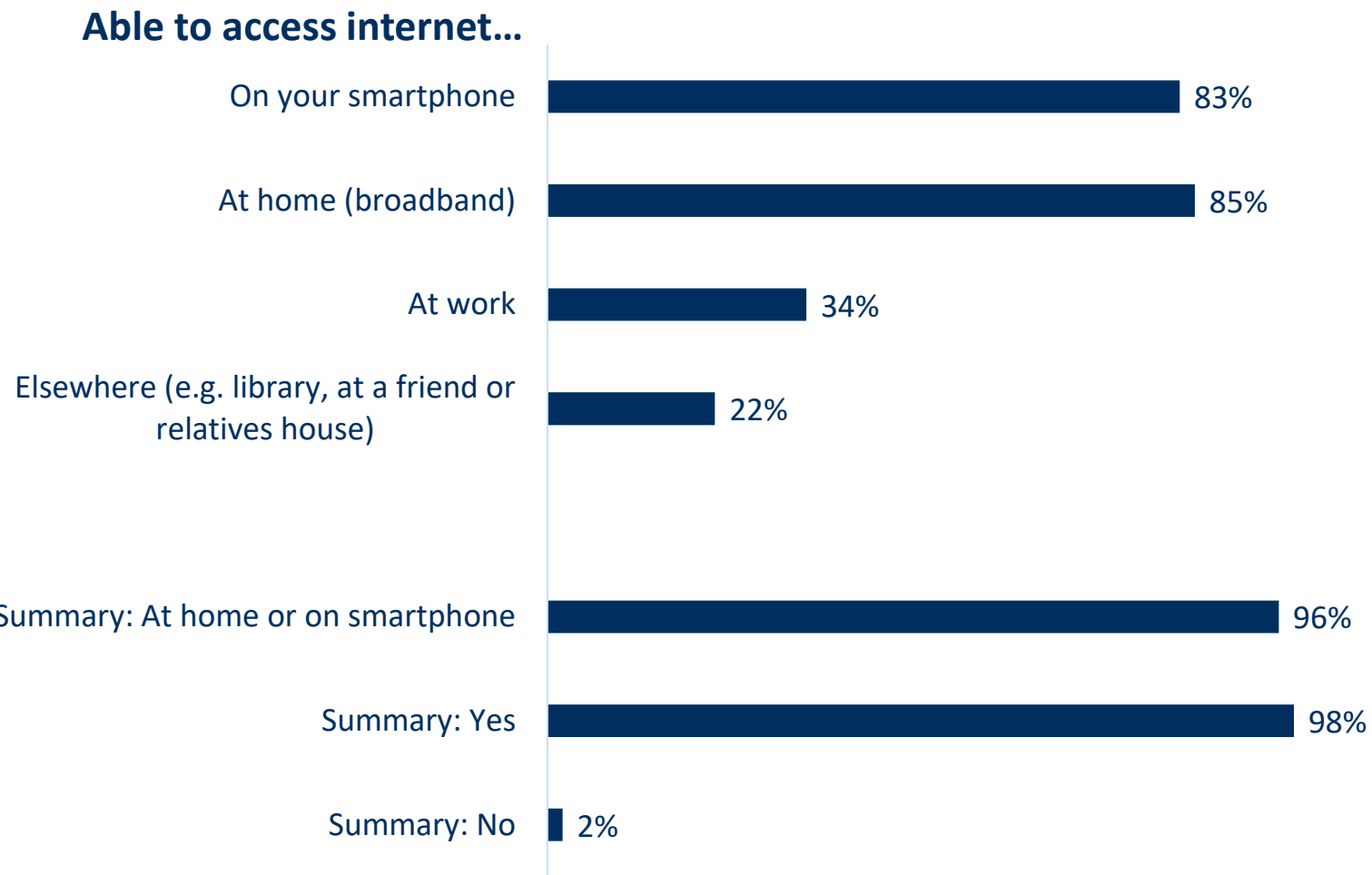
Less agreement among...

Those aged 16-24 (77%), BME communities (77%) in particular those who are Asian (74%), Muslim residents (73%), and those living in the most deprived areas (80%).

Aged 65+ (69%), residents who hold no qualifications (54%)



Virtually all residents surveyed say they have **access to the internet for personal use (98%)**, with over 8 in 10 saying they have access on their smartphone (83%) or at home (85%). Overall, this is in line with national data by the ONS*, which found 96% of households have internet access at home.



Those who are significantly less likely to have internet access (at all) include:

- those who are over 65 (10%)
- residents with a disability (5%)
- residents who hold no qualifications (10%).

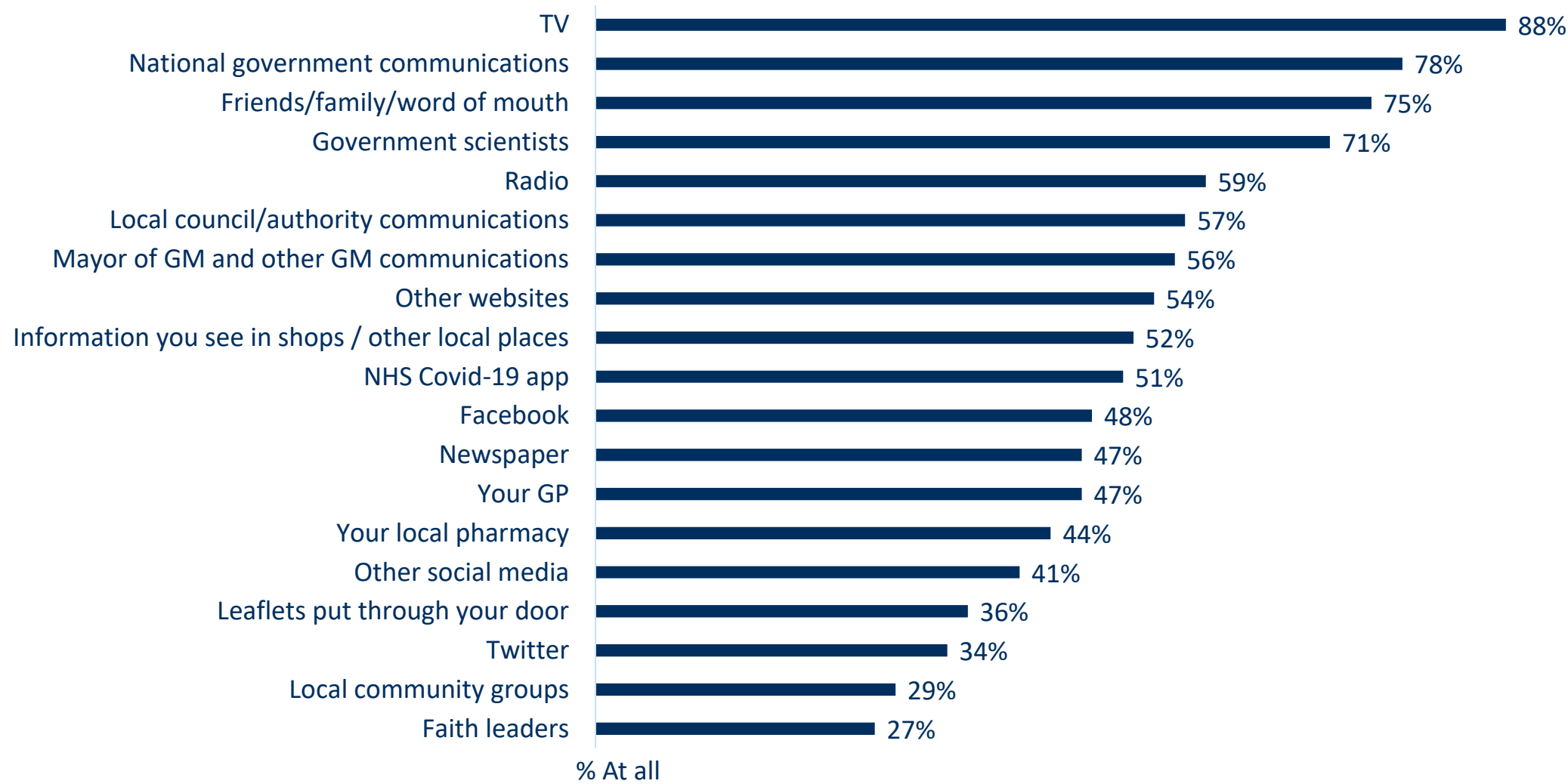
There are no significant differences by deprivation.

Of the 1% who only have internet access outside of the home, they are more likely to be:

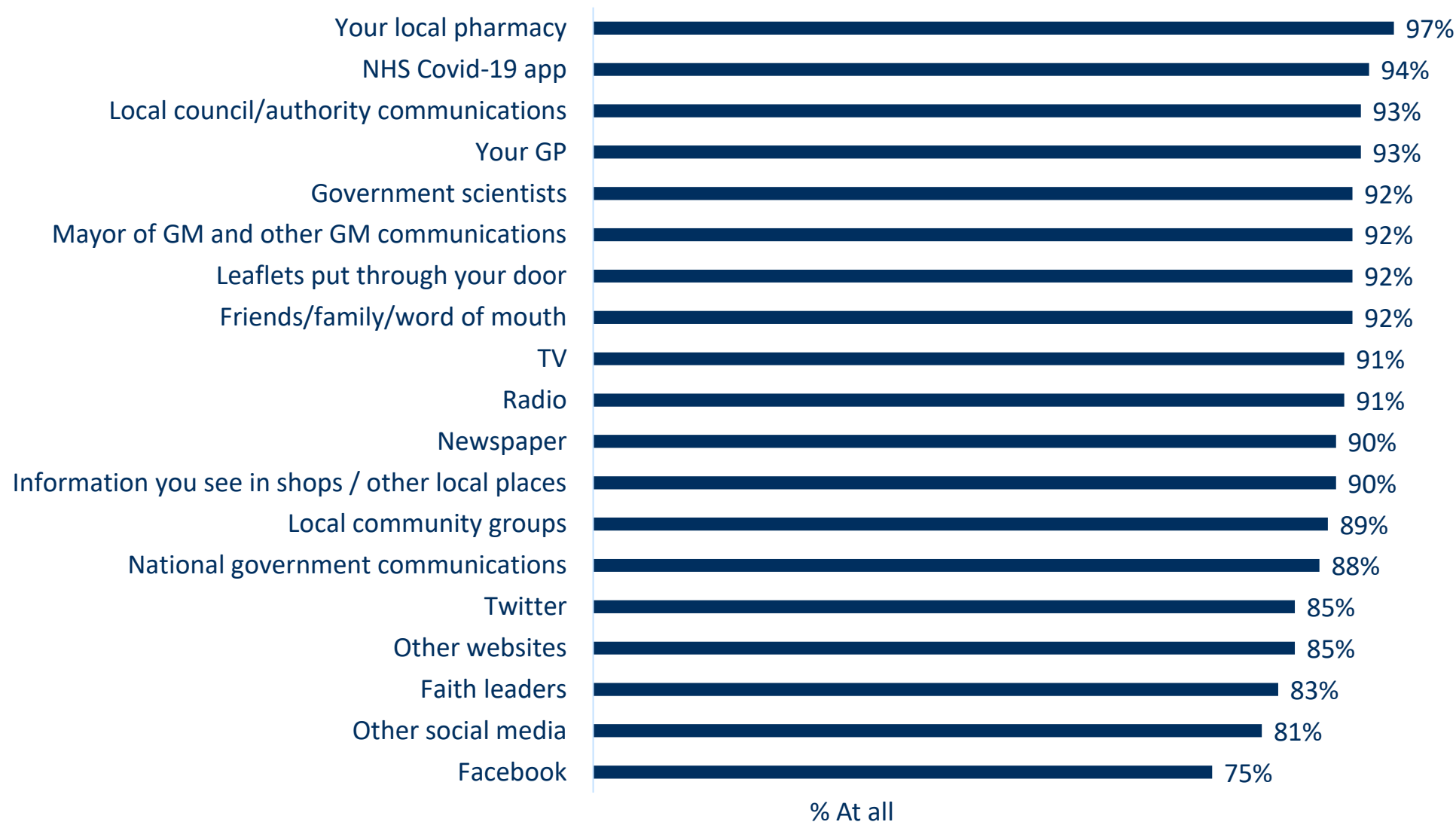
- aged 16-24 (4%)
- with caring responsibilities (4%)
- with children under 5 (4%)
- currently studying (5%).

*Data available: ONS - Internet access – households and individuals, Great Britain: 2020
<https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/bulletins/internetaccesshouseholdsandindividuals/2020>

The vast majority of residents find their information on coronavirus and the restrictions in place from **TV (88%)**, followed by **national government communications (78%)**, and **friends/family/word of mouth (75%)**.



The vast majority of residents trust the information they receive from all sources they say they use.



When asked to name their least trusted sources of communication, most people said:

- Leaflets put through your door (17%)
- Facebook (16%)
- TV (9%)



Appendix: Context & characteristics of GM residents – overall and by local authority

With a **population close to 2.8 million**, and despite the significant challenges faced, including high levels of **deprivation** and lower than average **life expectancies**, the Greater Manchester was set to play a leading role in the Northern Powerhouse, with forecasts for **strong growth and job creation**

Population:

2.78 million people live in Greater Manchester, of which 1.78 million are of working age (16-64).

Local Authority populations break down as follows:

- Bolton - 283,100;
- Bury – 188,700;
- Manchester – 541,300;
- Oldham – 232,700;
- Rochdale – 216,200;
- Salford – 248,700;
- Stockport – 290,600;
- Tameside - 223,200;
- Trafford – 234,700;
- Wigan - 323,100.

(2016)

1.19 million households in Greater Manchester

Source: ONS Mid-Year Population Estimates, NOMIS, 2006-2016; Census 2011

Health & Deprivation:

In 2015 Greater Manchester was the **3rd most deprived Local Enterprise Partnership in the country**: 187 neighbourhoods (LSOAs) (or 11.2%) in Greater Manchester were within the 5% most deprived LSOAs in England.
Life expectancy is considerably below the England average with significant variation across the sub-region: highest in Trafford and lowest in Manchester.

Source: Annual Population Survey, November 2015 - September 2016; ONS/NOMIS, Claimant Count, June 2017; DCLG - IMD 2015; Bespoke Analysis by the ONS for Living Wage (2016 Provisional Figures).

Education:

Greater Manchester has **one of the largest student populations in Europe**. In 2014/15 there were around 96,055 people studying at 5 Higher Education Institutions, of which 18,260 (or 19%) were international students. More than 20 universities are within one hour’s drive of Greater Manchester, with over 400,000 students in 2014/15. There are 10 Further Education colleges, 11 sixth form colleges, over 50 private training providers, and 284 secondary schools

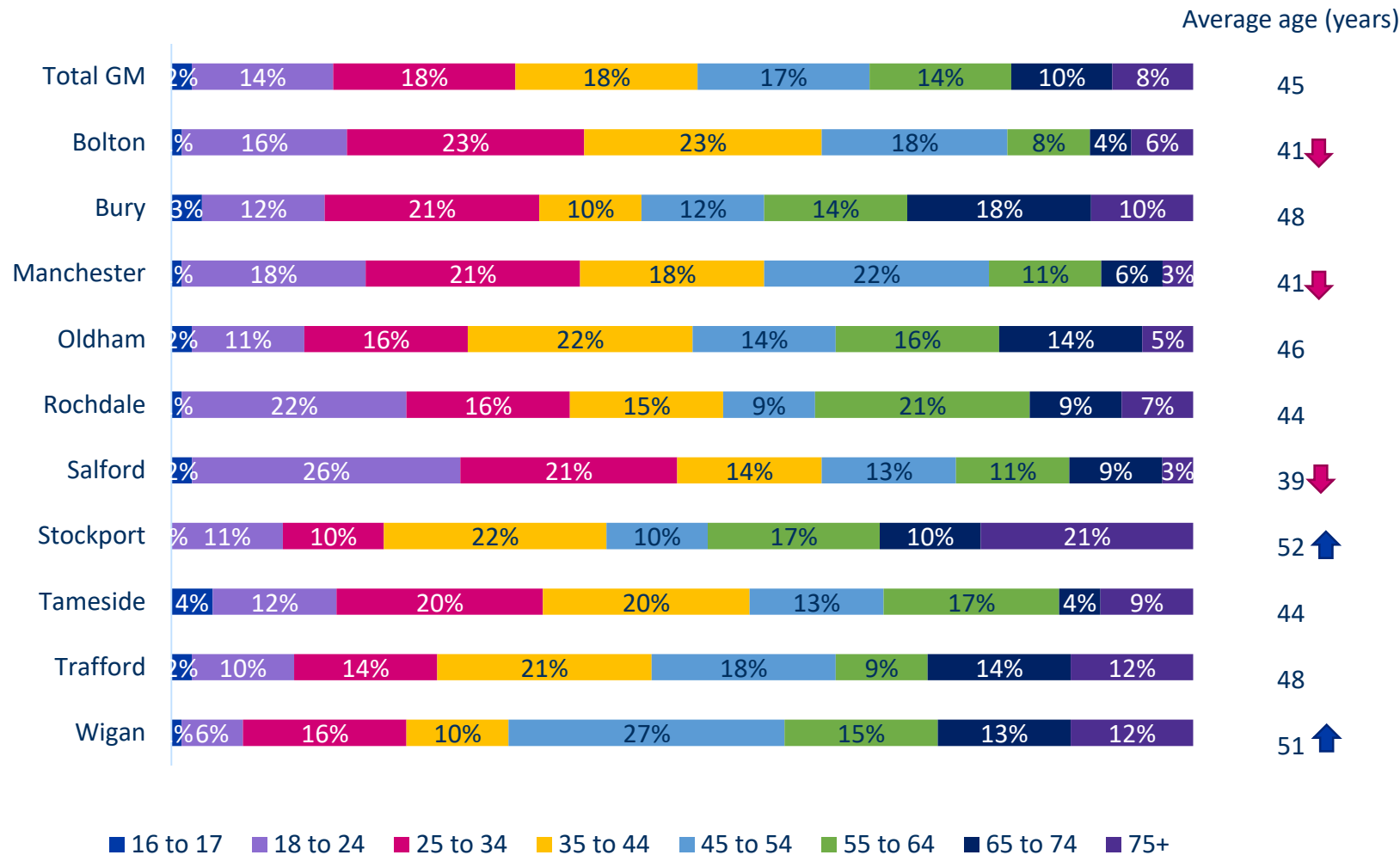
Source: HESA, 2014/15 academic year; Times Higher Education; and SFA Data Cube 2015/16. Department for Education, Edubase; DfE; and NCCIS

Economy:

In 2016 there were **1.27 million people working** in Greater Manchester in 91,590 businesses across 109,800 individual units.
Greater Manchester was reported as having the potential to grow at an average of 2.2% per year between 2015 and 2035, and around 190,000 additional jobs were forecast based on it playing a **leading role in the Northern Powerhouse**.

Source: Greater Manchester Forecasting Model-2017 (baseline and accelerated growth scenarios); Annual Population Survey, NOMIS (Jan 2016- Dec 2016); and UK Business Counts (Local Units), NOMIS (2016).

The **average age of residents** in GM is 45 years, with nearly 1 in 5 aged 65 and over (18%), and a similar proportion in the youngest age groups (16% aged 16-24 years). Residents in Bolton, Manchester and Salford LAs are noticeably younger than on average, and residents are older than average in Stockport and Wigan.



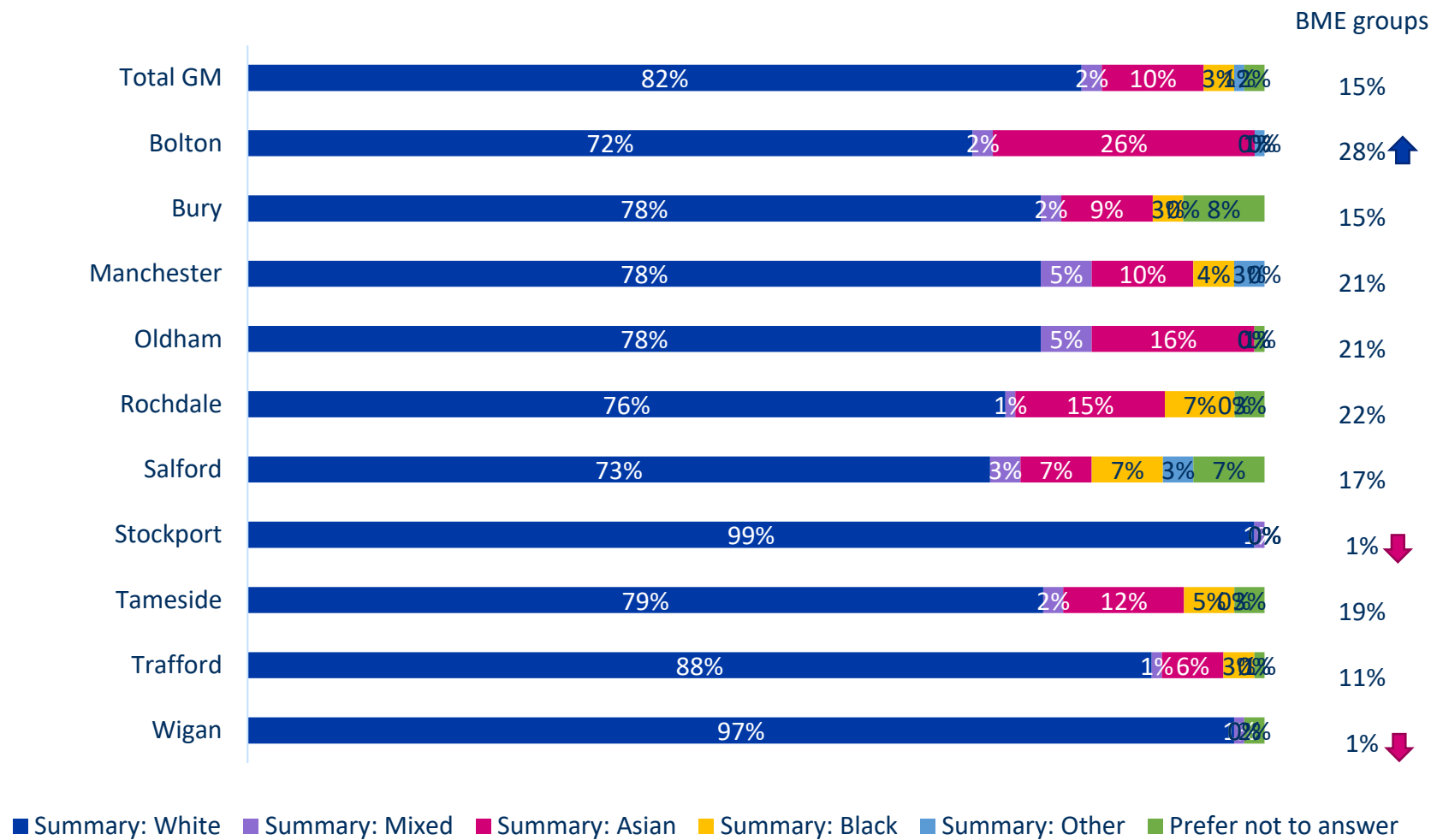
There are no significant differences between LAs by gender – overall 48% are men (including trans men); 50% women (including trans women), and 2% non-binary.

2% of the sample identify as trans/transgender (which increases to 6% in Bolton and 5% in Manchester) and 1% in some ways; 3% preferred not to say.

Overall 85% describe themselves as heterosexual; 9% as gay/bisexual (increasing to 16% in Manchester LA); 1% other; and 6% preferred not to say.

↑ Higher than the GM average
↓ Lower than the GM average

Overall, around 4 in 5 GM residents describe their ethnicity as White (82%) and 1 in 7 are in BME groups (15%), with 1 in 10 residents Asian. In a number of local authorities residents from BME groups account for around a fifth of the population. In Bolton a quarter of residents are Asian.















For 91% English is their first language.

Significantly higher proportions in Bolton and Salford speak languages other than English (13% in each case), and residents of Bury and Salford were much more likely to ‘prefer not to say’ (8% and 7%). In Bolton (6%) and Oldham (5%) higher proportions than average (1%) say Urdu is their first language.

↑ Higher than the GM average
↓ Lower than the GM average

Around 1 in 3 GM residents have no **religion**, while close to half are Christian (47%) and 1 in 10 Muslim (9%). In Bolton, Muslim residents account for nearly a third of the population (31%), with significantly higher than average proportions also in Oldham and Rochdale.

	Total GM	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan
Christian	47%	39%	43%	41%	39%	50%	49%	59% 	42%	48%	64% 
Hindu	<0.5%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Jewish	2%	0%	9% 	3%	0%	0%	4%	1%	0%	2%	0%
Muslim	9%	31% 	5%	8%	17% 	14% 	2%	0%	10%	1%	0%
Sikh	1%	0%	0%	0%	0%	0%	0%	0%	2% 	5% 	0%
Buddhist	<0.5%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Other	2%	0%	3%	3%	2%	3%	0%	1%	3%	3%	3%
No religion	35%	29%	30%	41%	36%	27%	35%	40%	39%	38%	31%
Prefer not to say	4%	2%	10% 	3%	3%	5%	11% 	0%	4%	3%	2%
Summary: Any	61%	70%	61%	56%	61%	68%	54%	60%	57%	59%	67%

 Higher than the GM average
  Lower than the GM average

1 in 5 GM residents identify as disabled, or currently care for an adult relative or friend.
1 in 4 residents have been told that either they (16%) or someone else in their household (12%) is at high risk of coronavirus.

1 in 5 residents identify as disabled (19%)

The proportion increases to 1 in 4 among those aged 45+ (24%) and is significantly higher also among

- White residents (21%)
- carers (26%)
- where someone in household is at high risk of COVID (32%)
- those with no qualifications (38%)
- retired (25%)
- those who currently/previously have served in the armed forces (32%)
- residents in Tameside (26%).

Among the residents with a disability:

- 2 in 3 have a physical disability (65%)
- More than 1 in 3 a mental condition/impairment or illness (37%)
- 1 in 4 have a chronic illness (25%)

1 in 5 are currently carers for an adult family member or friend (19%)

1 in 4 residents say they or someone in their household has at some point been told by the NHS or their GP that they are at high risk of coronavirus (i.e. are clinically extremely vulnerable) (25%)

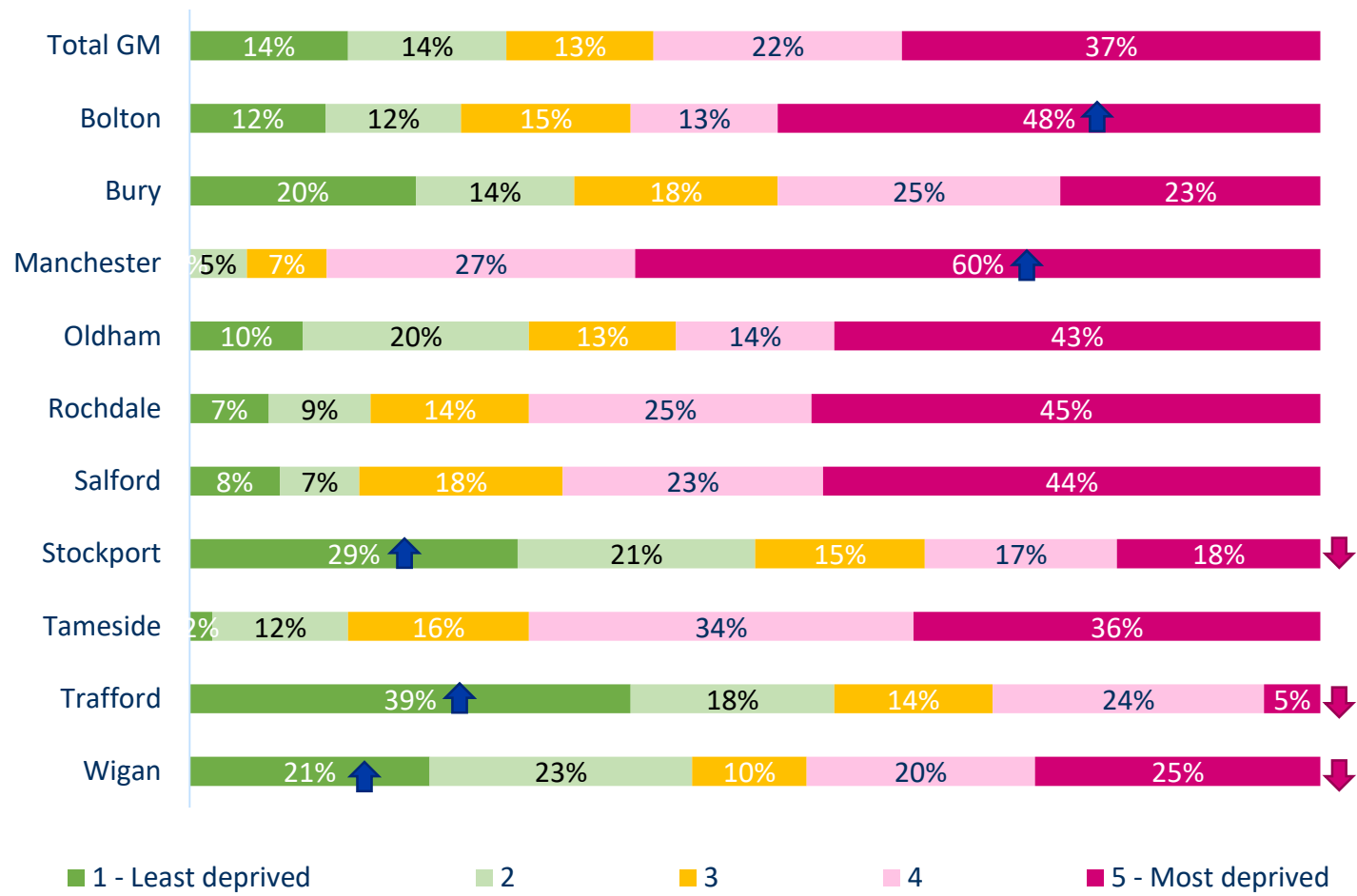
For 16% it is the respondent themselves that is extremely vulnerable – this proportion is higher than average among 65+ year olds (24%); residents with a disability (35%); in Wigan (25%) and the most deprived communities (19%).

1 in 4 carers say they themselves have been told they are extremely vulnerable (26%) and for nearly half of carers either they or someone else in the household is at high risk (46%).

Significantly higher proportions of residents in Bury and Salford prefer not to say whether they are more vulnerable (6% and 8%).

F3A. Do you identify as a disabled person?
F3B. If you feel like disclosing, what are your conditions, impairments OR illnesses (Where disabled)
F4. Have you or anyone in your household at any point been told by the NHS or your GP that you are at high risk of coronavirus (i.e. are clinically extremely vulnerable)
F5. Are you a carer for an adult family member or friend?
Unweighted base: 1016 (All respondents)

Nearly 2 in 5 GM residents live in **neighbourhoods classed as being within the ‘most deprived’ quintile (37%)**, according to the Indices of Deprivation; this proportion increases to 3 in 5 for residents of Manchester LA (60%), and to half in Bolton (48%).



Significantly higher proportions are classed as being in the ‘most deprived’ quintile among:

- Residents aged 25-44 years (47%)
- Asian residents (71%) and BME groups generally (64%)
- Those with no qualifications (56%)
- Students (55%) and those currently out of work (53%)
- Those who currently or previously have served in the armed forces (50%)

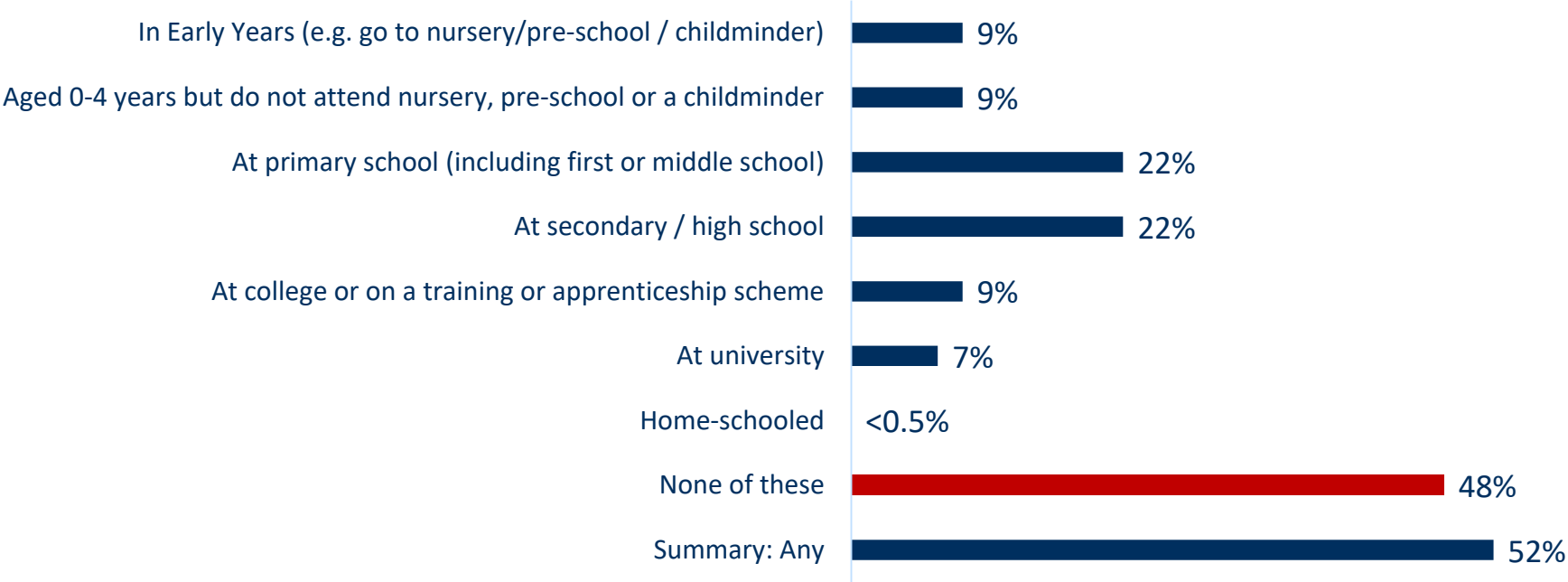
3 in 5 GM residents have children, and 1 in 3 have children that live in their household. Of those that have children, half have children in educational settings or are aged 0-4 years (52%), which equates to 1 in 3 GM residents overall (30%).

The proportion of people with children is highest in Bolton (67%) and lowest in Manchester LA (42%).

Residents in the least deprived neighbourhoods are more likely to have children (67%), while residents in the most deprived areas are significantly less likely (53%).

Bolton has a particularly high concentration of residents with children in early years (18%) or aged 0-4 but not attending nursery etc. (19%); 3 in 4 residents with children have children in an educational setting or aged 0-4 years (73%). This proportion is also higher than average in Salford (67%).

Of those that have children ...



Around half of GM residents are **employed** (52%), with a further 4% self-employed.
 1 in 3 residents are not in work or education (35%), with 1 in 5 residents retired (19%).

	Total GM	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan
Employed full or part time	52%	52%	46%	60%	46%	52%	54%	50%	63% ↑	44%	44%
Self-employed	4%	3%	8% ↑	6%	5%	4%	4%	3%	2%	8% ↑	1%
Studying at school or college	3%	4%	3%	4%	3%	7% ↑	1%	3%	3%	1%	1%
Studying at university	5%	3%	2%	9% ↑	10% ↑	2%	6%	4%	4%	5%	2%
Out of work (6 months or less)	2%	2%	5% ↑	1%	2%	3%	1%	2%	1%	2%	0%
Out of work (more than 6 months)	3%	2%	4%	3%	2%	2%	3%	0%	6%	1%	6%
Looking after home	5%	9%	4%	4%	5%	8%	6%	2%	4%	2%	4%
Retired	19%	11% ↓	23%	9% ↓	18%	17%	14%	33% ↑	13%	24%	28% ↑
Not in work due to ill health or disability	7%	15% ↑	3%	4%	8%	4%	6%	3%	5%	11%	13% ↑
Unpaid work/volunteer	*%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
Summary: Not in work or education	35%	38%	39%	21% ↓	36%	34%	31%	40%	28%	40%	51% ↑

Manchester and Oldham have the highest concentrations of university students.

Stockport and Wigan have higher concentrations of retired residents.

Residents of Bolton and Wigan are more likely than GM residents on average to be out of work due to ill health or disability.

↑ Higher than the GM average
↓ Lower than the GM average

