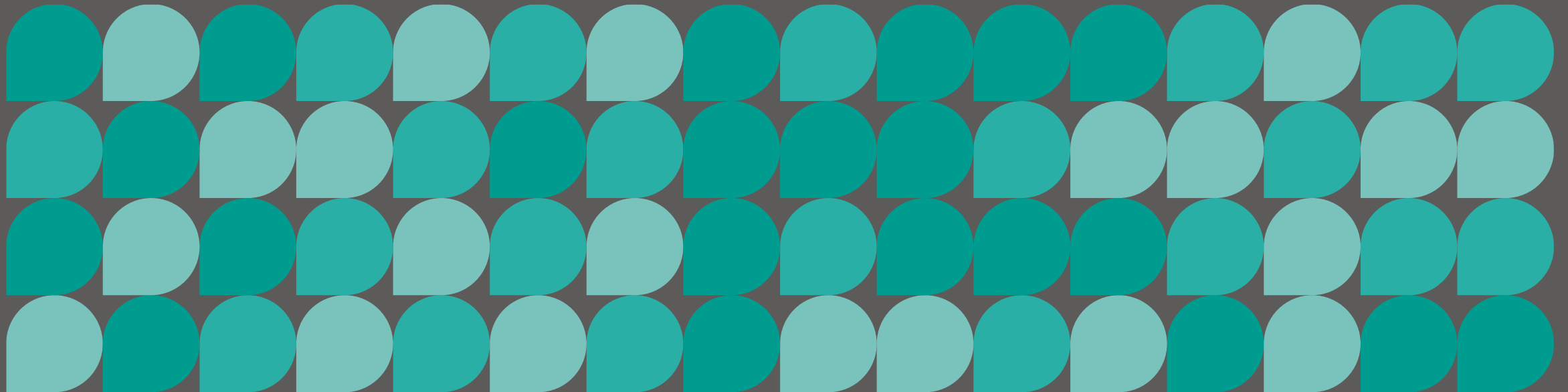


Greater Manchester Residents' Survey

Survey 5

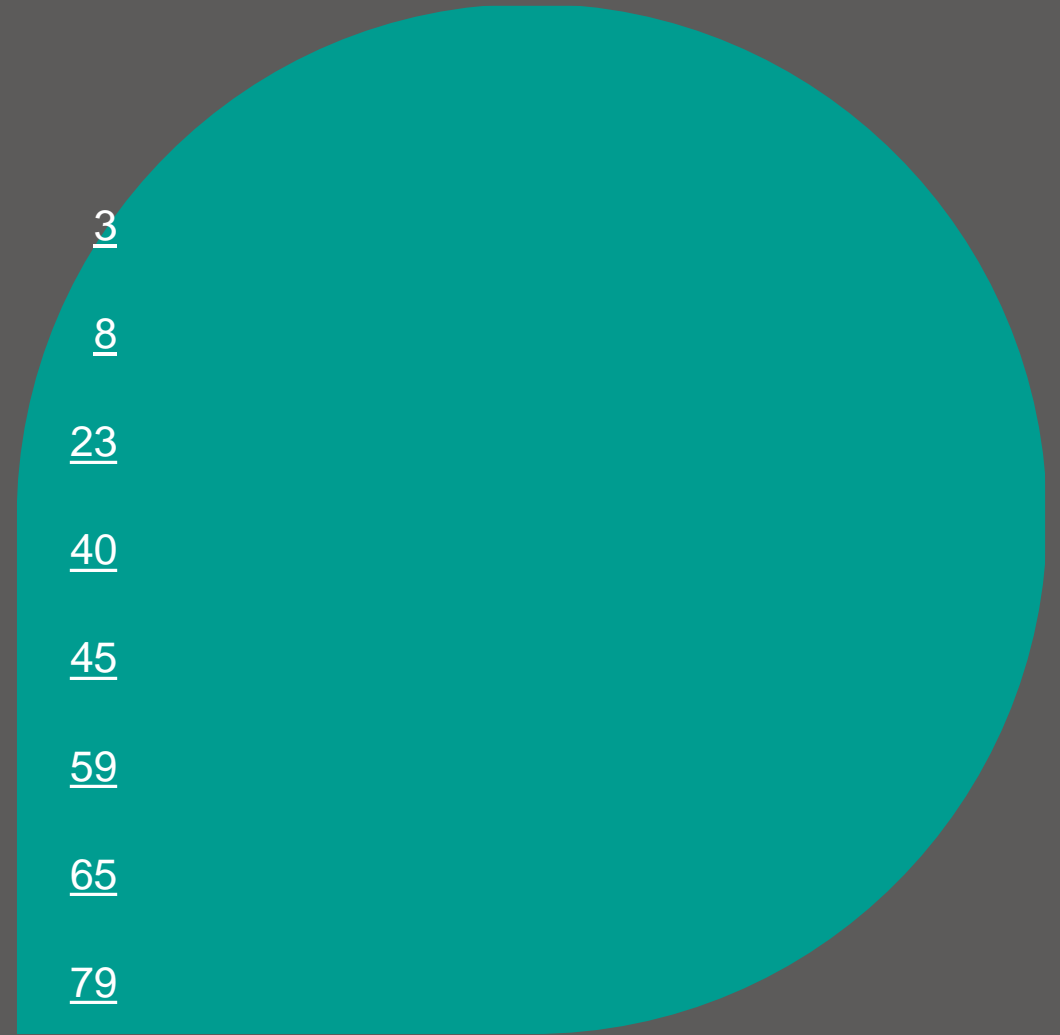
January 2023

Fieldwork conducted 7th – 21st December



Report contents

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Introduction and methodology

Background

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Methodology

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Background

- This report presents summary findings for a quantitative survey carried out between 7th and 21st December 2022, with a representative sample of 1470 residents from across all ten Greater Manchester local authority areas.
 - These January 2023 findings (survey 5) are presented alongside those from similar Greater Manchester resident surveys undertaken in February (survey 1), April (survey 2), September (survey 3) and November (survey 4).
 - These surveys build on the GMCA Covid-19 Tracker conducted between December 2020 and December 2021, by also looking at some key issues for the wider Greater Manchester Strategy and its vision for a fairer, greener and more prosperous city region:
 - ensuring digital inclusion for all
 - cost of living (introduced from survey 3 onwards) – including food and fuel poverty
 - good work - job flexibility and satisfaction (re-introduced in survey 5, having been explored previously in survey 1 and 2)
 - To provide a national comparison, where available, Greater Manchester findings are presented alongside the most recent benchmarking data from relevant ONS surveys.*
 - In presenting Greater Manchester data, results from surveys 3, 4 and 5 have been merged where possible. This allows for larger and therefore more stable and robust sample sizes for analysis into specific sub-groups within the overall population. The following approaches have been used, as felt most appropriate for the datasets in each theme:
 - ensuring digital inclusion for all – merged data for autumn 2022 (surveys 3+4+5) is used
 - good work – survey 5 data is compared with data for spring 2022 (from surveys 1+2)
 - cost of living – data from individual surveys is shown separately, along with merged results for autumn 2022 (surveys 3+4+5)
 - within this, food and fuel poverty includes merged data for spring (survey 1+2), and autumn (surveys 3+4+5)
 - Covid-19 - data from all individual surveys is shown separately
 - These surveys will continue on a bi-monthly basis, provisionally until spring 2024. They provide a growing base of evidence to highlight potential trends and indicators which partners can begin to respond to and explore in greater detail. These regular ongoing insights are designed to give stakeholders information about where to target support, communications / engagement activities and resources to improve the lives of Greater Manchester residents.
-

Methodology

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

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

Sample

Sample information (all fieldwork within 2022)

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

Key demographics (before weighting applied)

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

Report contents and guidance

Report contents & guidance

This survey 5 report presents a range of tables and charts with accompanying narrative to highlight the key findings from each section of the survey among the sample (1,470 respondents). These are presented alongside findings for surveys 1 (1,385 respondents), 2 (1,465 respondents), 3 (1,656 respondents) and 4 (1,636 respondents).

Where relevant, differences in findings for specific demographic and other population characteristics compared to the Greater Manchester average are also reported. These differences are only highlighted where they are significantly different statistically (at the 95% level of confidence) compared with the 'total' figures (i.e. the Greater Manchester average).

On some questions, it should be noted that responses have been filtered only to include respondents to whom the question is relevant (e.g. those in work, or with children), and so bases are lower than the full sample of 1,470 respondents in some instances. Where the case, this has been noted in the footnotes of each slide, along with the unweighted base sizes.

The initial section provides an overview of respondents' [employment and the quality of their working lives](#), followed by insights into [costs of living and levels of food security](#), then [digital access](#) and their [experiences of living with Covid-19](#).

Finally, and with regards to a key point of language, it should be noted that this report uses the term 'from within racially minoritised communities' to refer to people and communities experiencing racial inequality (the term recognises that individuals have been minoritised through social processes rather than just existing as distinct minorities, although it is important to acknowledge the negative consequence of grouping all minoritised individuals together under one term, as there are significant differences both between and within these groups. 'From within' has been added to recognise that not all in these communities will identify as minoritised). Due to limitations of sample size, we are generally unable to report survey findings for specific ethnic groups from a single survey wave. However, as more surveys have been conducted and we are now able to merge data from multiple surveys, the larger overall sample size allows us to look at smaller demographic groups in more detail. These differences, where currently possible, are included throughout this report.

Good Work

Key findings

[page 10](#)

Approach and sample

[page 11](#)

Overview

[pages 12-13](#)

Working from home

[page 15](#)

Job flexibility and influence

[pages 16-17](#)

Job satisfaction

[pages 18-19](#)

Likelihood of unemployment

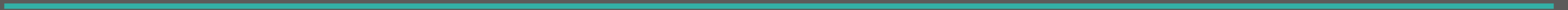
[page 20](#)

Impacts of cost of living crisis

[pages 21-22](#)



Overview: Good work

The background features a dark grey field with several overlapping teal shapes. On the left, a large teal circle is partially cut off by the edge. To its right, a large teal shape with a rounded top and a flat bottom overlaps the circle. Further right, a smaller teal circle overlaps the larger shape. On the far right, another teal shape with a rounded top overlaps the previous one. A thin teal horizontal line is positioned near the bottom of the page.

Good work – key findings

RESPONSE TO THE COST OF LIVING CRISIS

- As a result of the cost of living crisis, employed respondents in Greater Manchester have changed their working behaviours and are more likely than those across Great Britain to be working more hours than usual (33% vs. 18%); looking for a job that pays more money (23% vs. 18%) or working more than one job (13% vs. 3%)

JOB SATISFACTION

- Half of working respondents (50%) say they are satisfied with their pay – showing no change since Spring 2022. This is an encouraging result given the context of current cost of living pressures reported elsewhere in the survey.
- At least seven in ten working respondents are satisfied with their job (71%) and their working hours (76%). Satisfaction with both aspects has increased since the Spring, suggesting overall job satisfaction may be getting better

JOB SECURITY

- Job security worries remain high, with around 1 in 6 employed Greater Manchester respondents (16%) feeling some likelihood they will lose their job over the next year. However, this is a slight decline from Spring when 19% thought there was some likelihood of this - again, this is an encouraging result in the context of cost of living pressures

JOB FLEXIBILITY

- Over half of working respondents report a lack flexibility in their work:
 - 42% find it difficult to ask to vary their working hours – a decrease of six percentage points since Spring
 - 3 in 5 (62%) find it difficult to arrange to take an hour or two off to take care of personal or family matters – an increase of three percentage points since Spring

WORKING FROM HOME

- There is an even split across employed respondents, with half (50%) working from home some or all of the time, and half (50%) saying they never work from home at all. These proportions are consistent with levels in November.
-

Approach and sample – Good work

Approach

This report presents summary findings for survey 5 of the 2022 research study of a representative sample of the Greater Manchester population. The information within this section provides the findings on the good work section.

This version of the survey has reintroduced these questions for the first time since Spring 2022 (questions were not included in September (S3) or November (S4). While we cannot track changes against earlier in the Autumn, where possible we have shown comparisons with the spring (from merged survey 1 and 2 data).

As these are the first set of results from the Autumn set of surveys, the results should be treated as indicative rather than conclusive at this stage – they are used best as indicators to open up further dialogue.

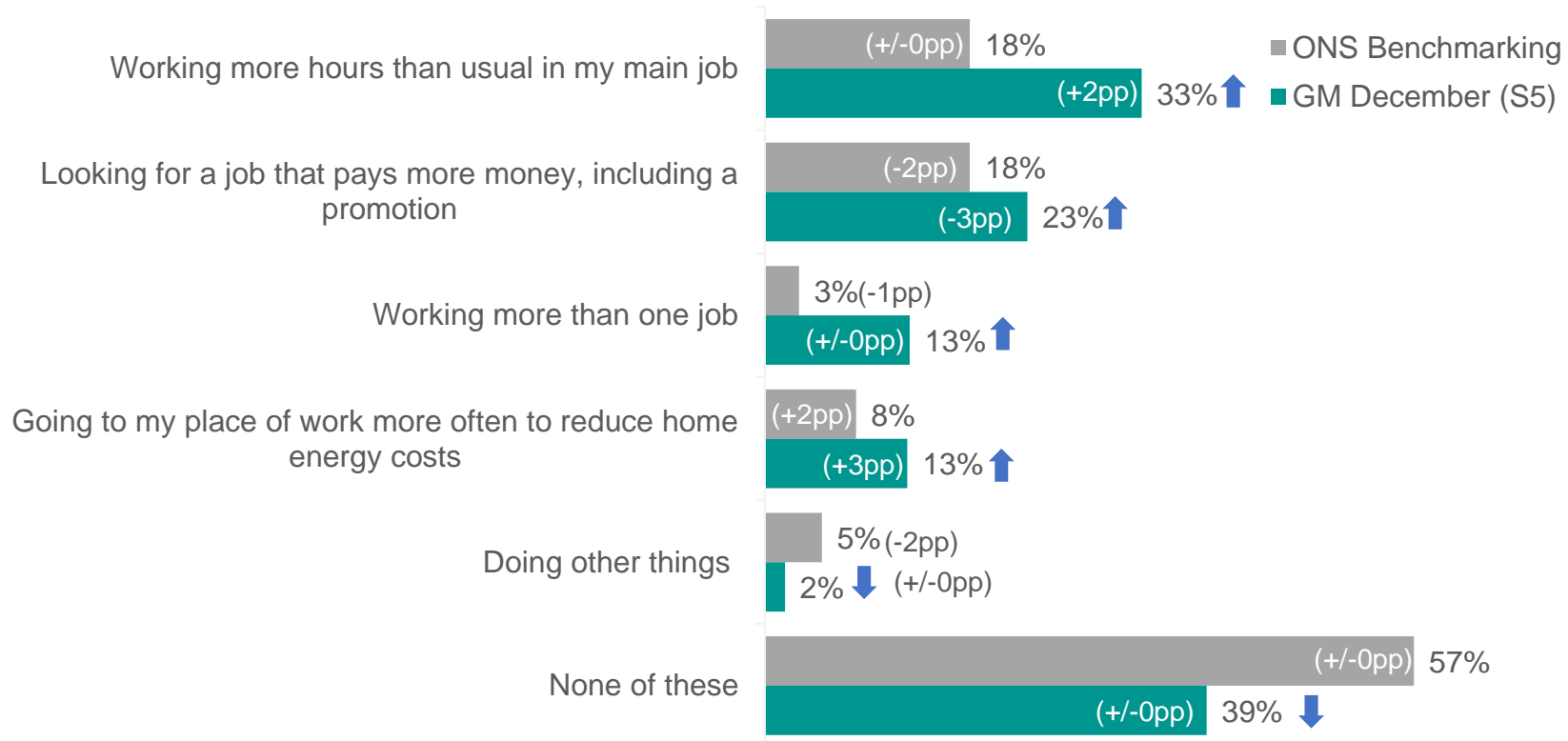
The focus of this research is therefore to provide a growing base of evidence, one which can initially serve as a way to highlight potential trends and indicators which individual local authorities and partners can explore in greater detail.

Sample breakdown

	Spring (surveys 1+2)	January (survey 5)
Fieldwork start	9 th February	7 th December
Fieldwork end	11 th April	21 st December
Total respondents	2852	1470

Summary: Cost of living crisis impact on work

Greater Manchester residents are more likely than those across Great Britain to be taking actions with regards to their work as a response to the cost of living crisis...

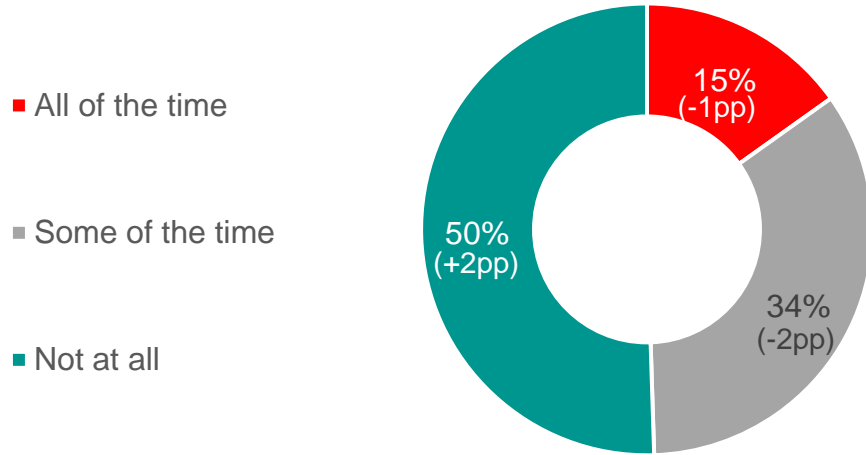


↑ ↓ Significantly higher/lower than the ONS Benchmark

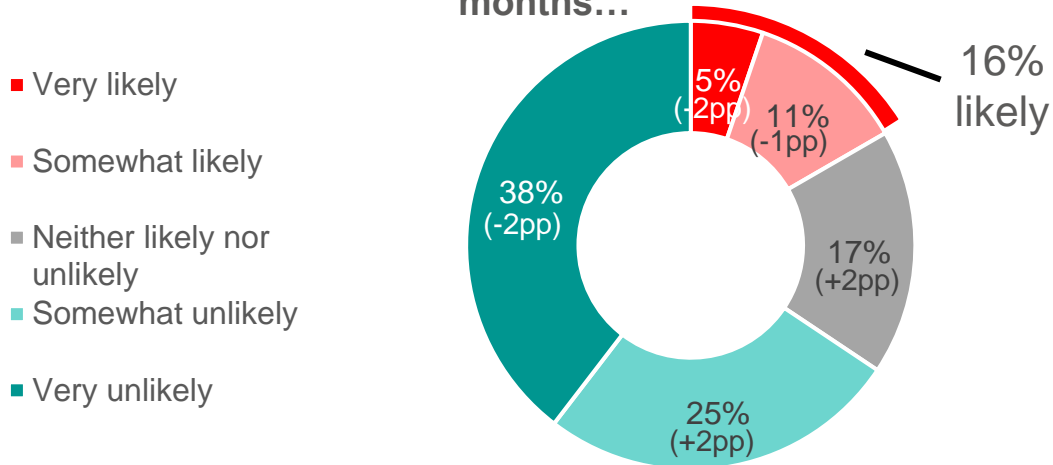
Summary: Good Work

Half (50%) of respondents are not working from home at all...

Figures in brackets show change since Nov (S4)



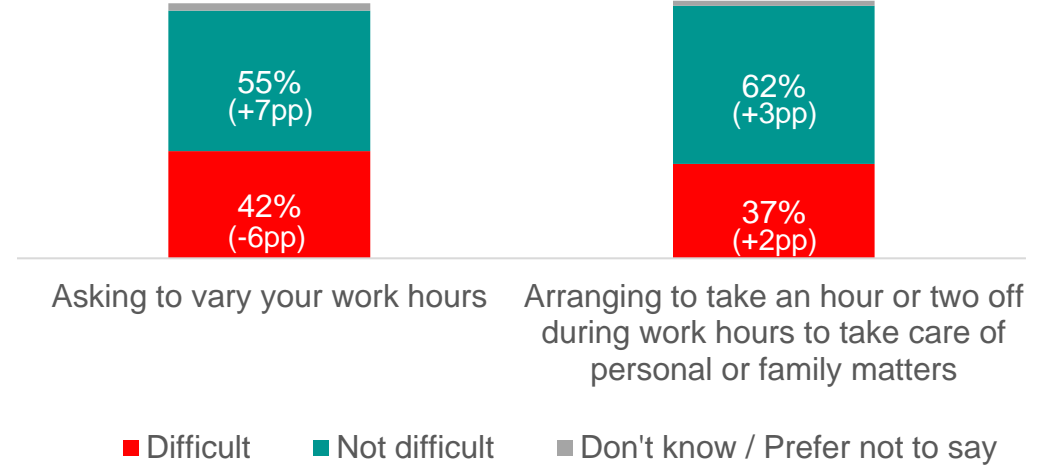
16% of respondents across Greater Manchester say that there is some likelihood that they may lose their job in the next 12 months...



Figures in brackets show change since Spring (S1+2)

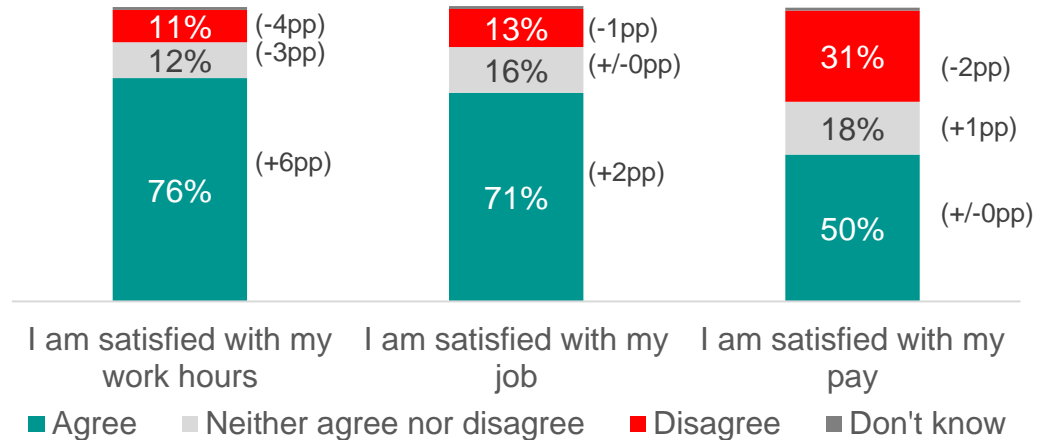
Around two fifths of respondents find their jobs inflexible...

Figures in brackets show change since Spring (S1+2)



At least half of respondents are satisfied with their jobs, with their pay and their work hours

Figures in brackets show change since Spring (S1+2)

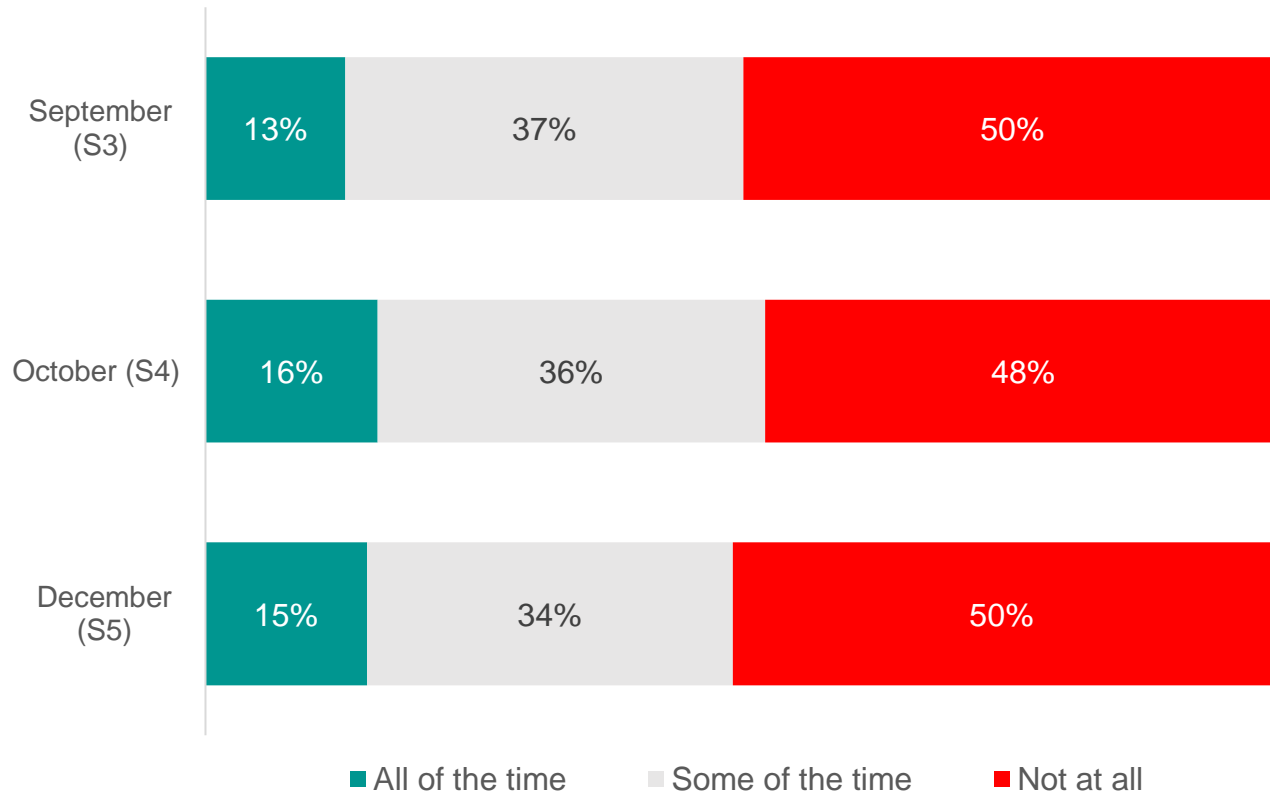


Detailed findings:
Good work

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Half (50%) of employed respondents are **working from home** at least some of the time, and half (50%) are not working from home at all. This has remained stable throughout Autumn. Younger respondents and those who are more financially secure are more likely to work from home at least some of the time

Are you currently working from home?



Those who are working from home at least some of the time (50%):

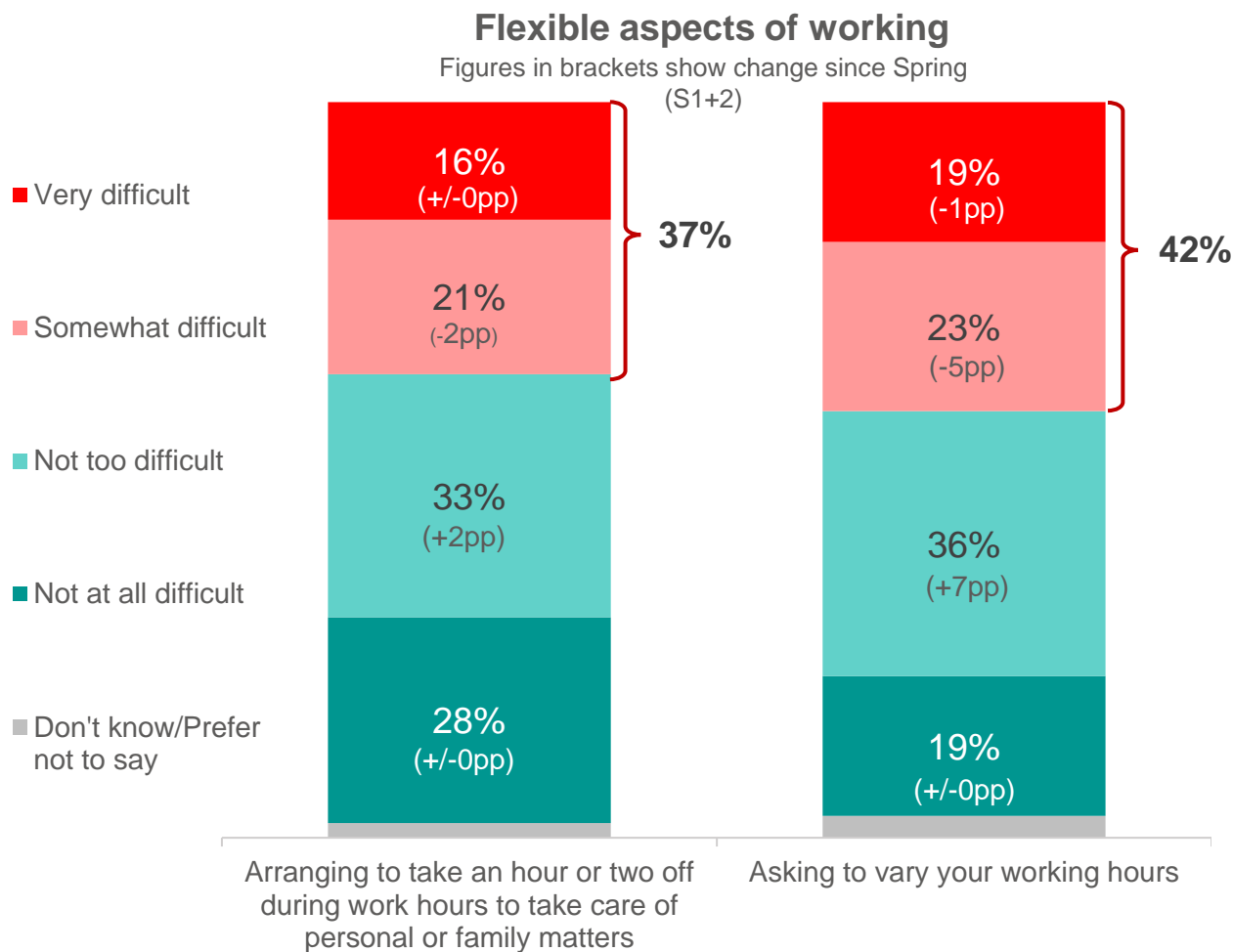
Demographics:

- Those aged 25-34-year-olds (61%)
- Those living in Stockport (60%)

Individual and/or family circumstance:

- Those who are self-employed (72%)
- Those likely to lose their job in the next 12 months (68%)
- Those earning more than £52,000 (65%)
- Those seeking help with rising cost of living for the first time (63%)
- Those able to save money in the next twelve months (60%)
- Those buying a house (57%)
- Those with a prepayment meter (56%)
- Those in full-time employment (52%)

Around 4 in 10 employed respondents find it difficult to **arrange to take an hour or two off** during work hours (37%) or to ask to vary their work hours (42%). Those reporting difficulty at a significantly higher rate include those in precarious financial situations, including those likely to lose their jobs in the next year



% who are significantly more likely to find it difficult to take an hour or two off during work hours compared to the GM average (37%):

Demographics:

- Males (43%)

Individual or family circumstance:

- Those likely to lose their jobs in the next year (54%)
- Those who have cut the size or skipped a meal (47%)
- Those who find it difficult to afford rent or mortgage payments (45%)
- Those who find it difficult to afford energy costs (43%)
- Those unable to save money over the next year (43%)
- Those not working from home at all (42%)

% who are significantly more likely to find it difficult to ask to vary their working hours compared to the GM average (42%):

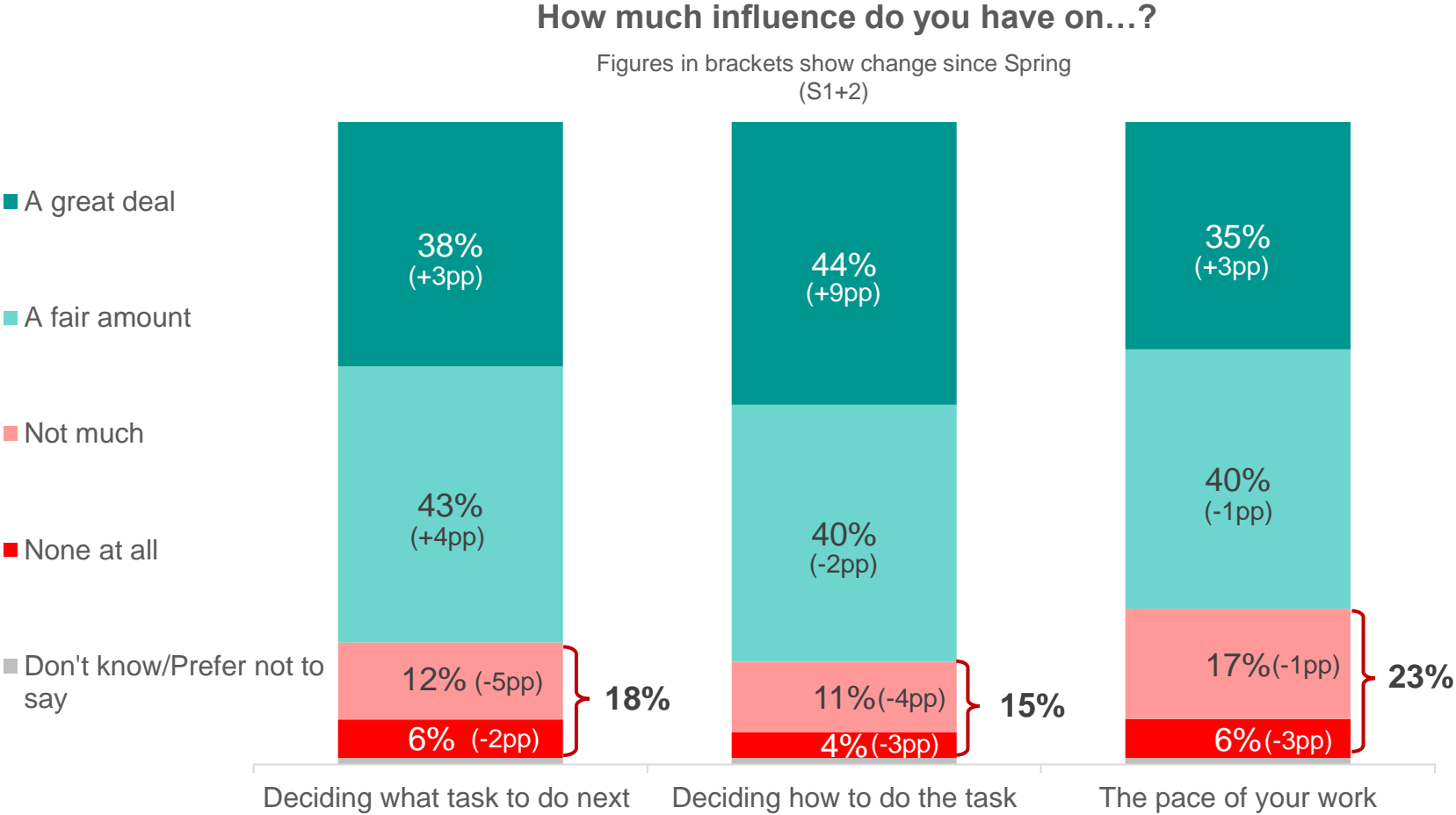
Demographics:

Those within racially minoritised communities (54%)

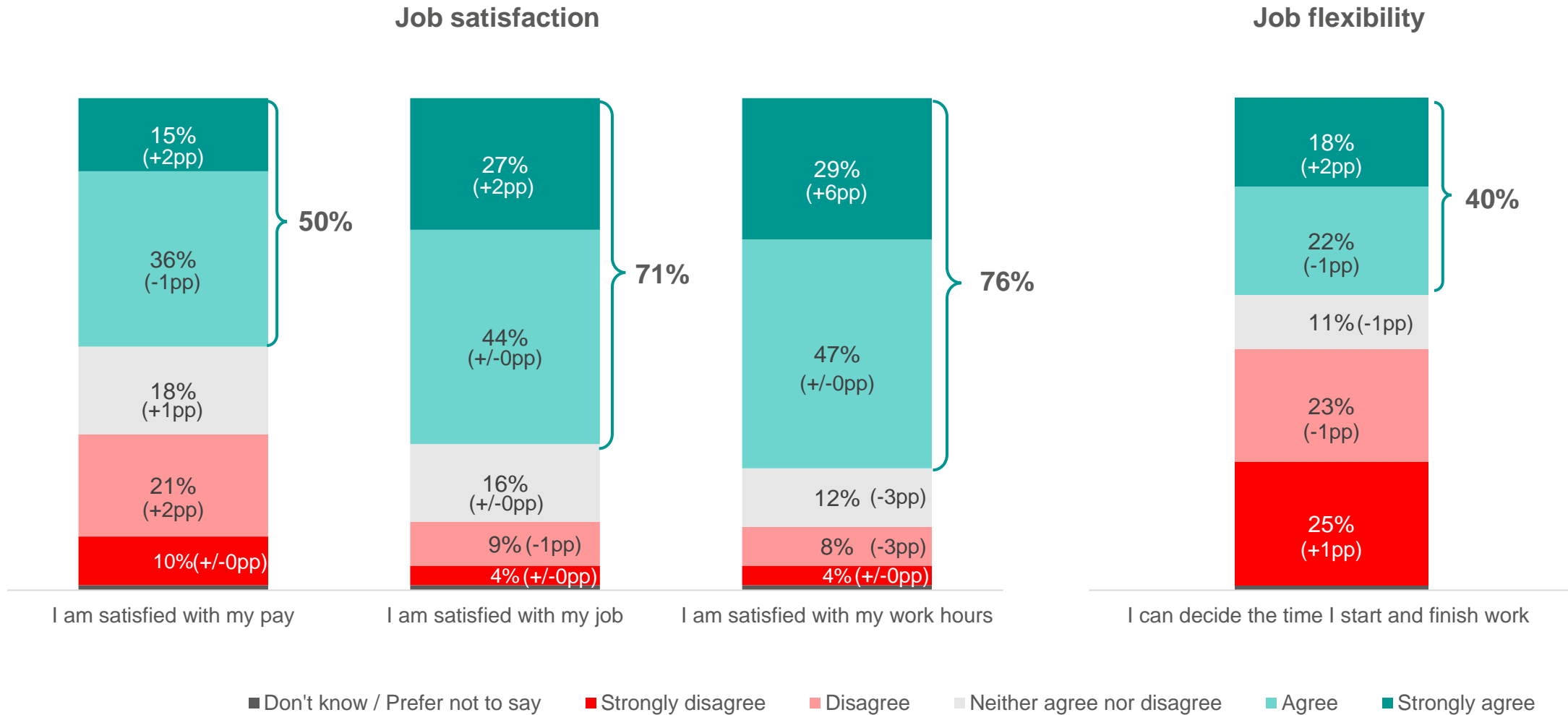
Individual or family circumstance:

- Those with children in early years (60%)
- Those likely to lose their jobs in the next year (54%)
- Those not working from home at all (54%)
- Those who find it difficult to afford energy costs (53%)
- Those who find it difficult to afford rent or mortgage payments (53%)
- Those who have borrowed up to £1000 more in the last month (51%)

Around 1 in 5 employed respondents say that they do not have much, if any, **influence in their work**, with regards to deciding what task to do next (18%), how to do the task (15%), or the pace of their work (23%). Respondents are more likely now than they were in Spring to say that they are able to decide how to do a task



Over half of respondents have **satisfaction with their pay (50%)**, **job (71%)** and **work hours (76%)**, whilst around 2 in 5 (40%) are able to decide the time they start and finish work



Figures in brackets show change since Spring (S1+2)

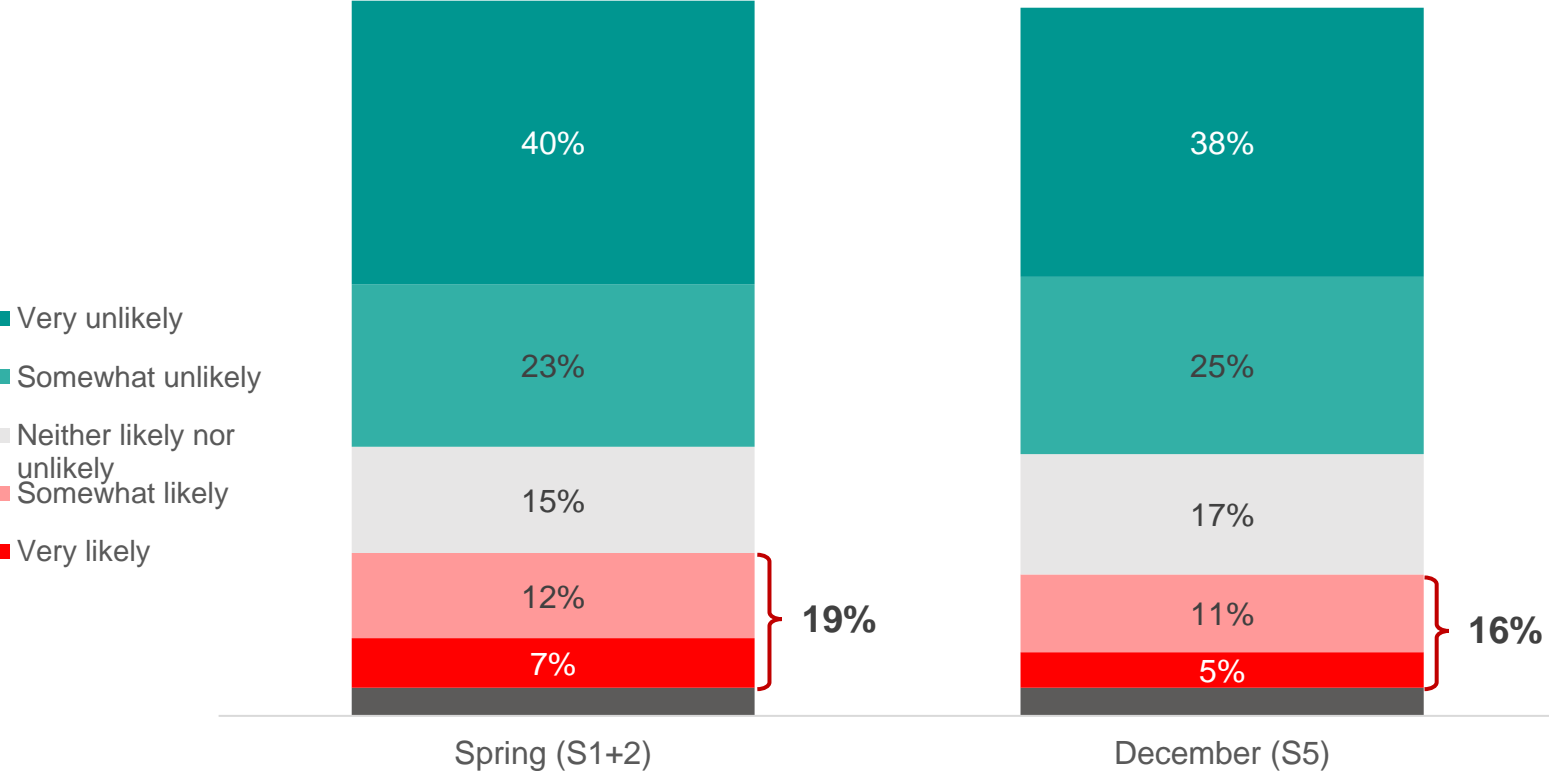
Respondents who find it difficult to afford household costs or to save money are **more likely to be dissatisfied with their jobs** than the GM average

Those dissatisfied with their jobs, compared to the GM average (13%)*	Those dissatisfied with their work hours, compared to the GM average (11%)*
<p>Demographics:</p> <ul style="list-style-type: none"> • Those aged 45-54 (20%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none"> • Those likely to lose their jobs in the next 12 months (23%) • Those who find it difficult to afford their rent or mortgage (18%) • Those who will be unable to save any money in the next 12 months (17%) • Those who find it difficult to afford their energy costs (16%) • Those who are not working from home at all (16%) 	<p>Demographics:</p> <ul style="list-style-type: none"> • Those with children aged under 5 who are in early years settings (21%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none"> • Those whose source of loan was a credit card (20%) • Those who have had a prepayment meter for more than 12 months (19%) • Those who have borrowed or spent (using credit) up to £1000 (18%) • Those who find it difficult to afford their rent or mortgage (15%) • Those who have had to borrow more money or use more credit in the last month (15%) • Those who find it difficult to afford their energy costs (14%) • Those who are not working from home at all (14%) • Those who are worried about the rising cost of living (13%) • Those in full time employment (13%)

*Groups with a base size below 50 are not included

16% of respondents think that they are likely to lose their job in the next 12 months. This is higher amongst those experiencing some aspect of food insecurity, those with caring responsibilities and disabled respondents

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



Respondents in the sample likely to lose their job in the next 12 months in comparison to the GM average (16%):

Demographics:

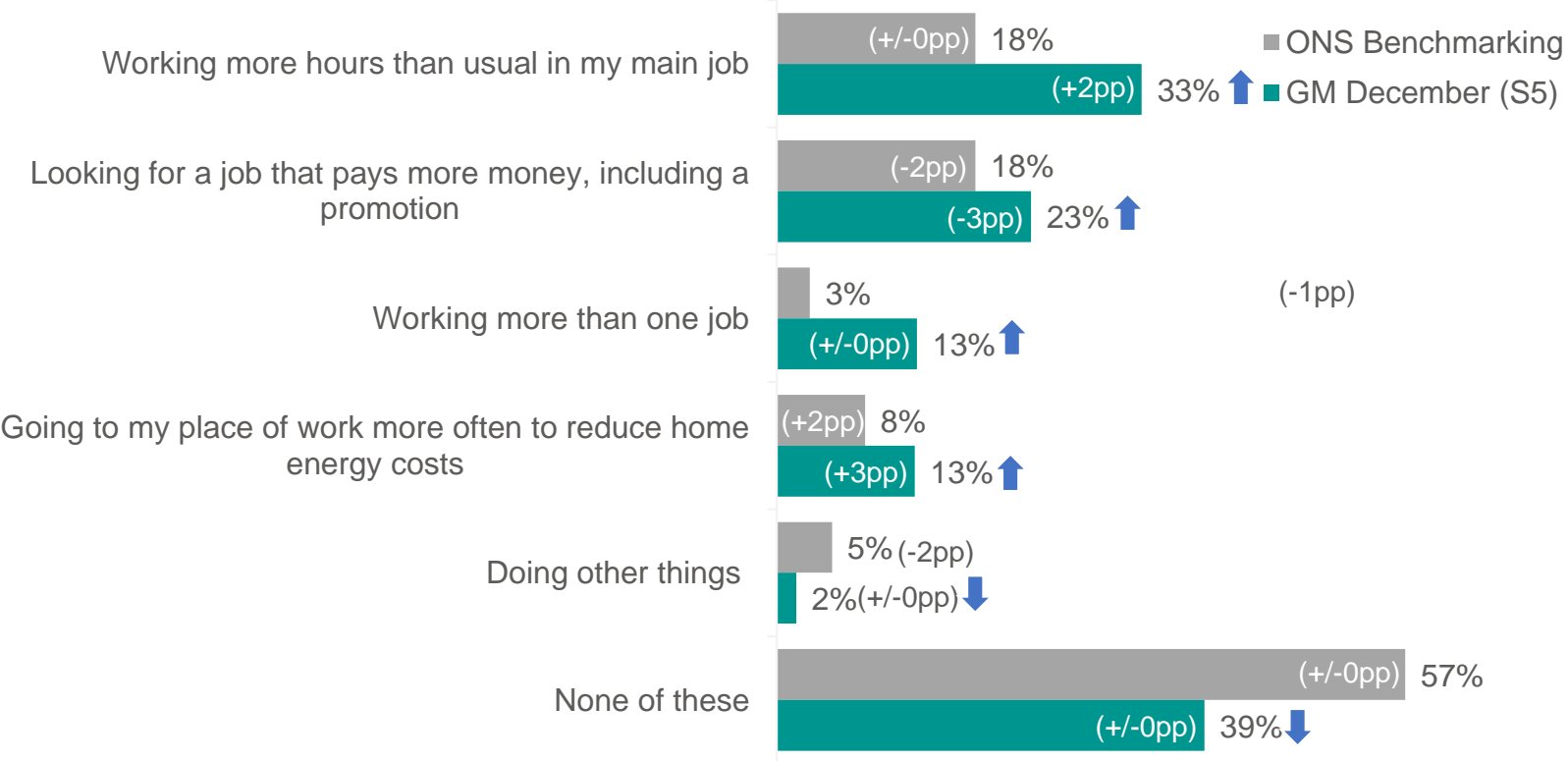
- Those with current caring responsibilities (33%)
- Those with children under 5 (30%)
- Disabled respondents (30%); including mental ill health (29%)

Individual and/or family circumstance:

- Those who have cut the size or skipped a meal (23%); or had someone in their household do so (38%)
- Those who have borrowed between £1000-5000 more in the last month (37%)
- Those who have not eaten all day for lack of money for food (37%)
- Those working from home all of the time (34%)
- Those seeking help with rising cost of living for the first time (31%)
- Those with a prepayment meter (31%)
- Those entitled to free school meals (26%)

Greater Manchester respondents are more likely than the Great Britain average to be **working more hours than usual in their main job** (33%); looking for a job that pays more money (23%); working more than one job (13%) and going to their place of work to reduce home energy costs (13%)

Actions taken as a response to the cost of living crisis



Disabled respondents and those from within racially minoritised communities are more likely than the GM average to have adapted their working patterns in response to the rising cost of living. Please see the next slide for full details.

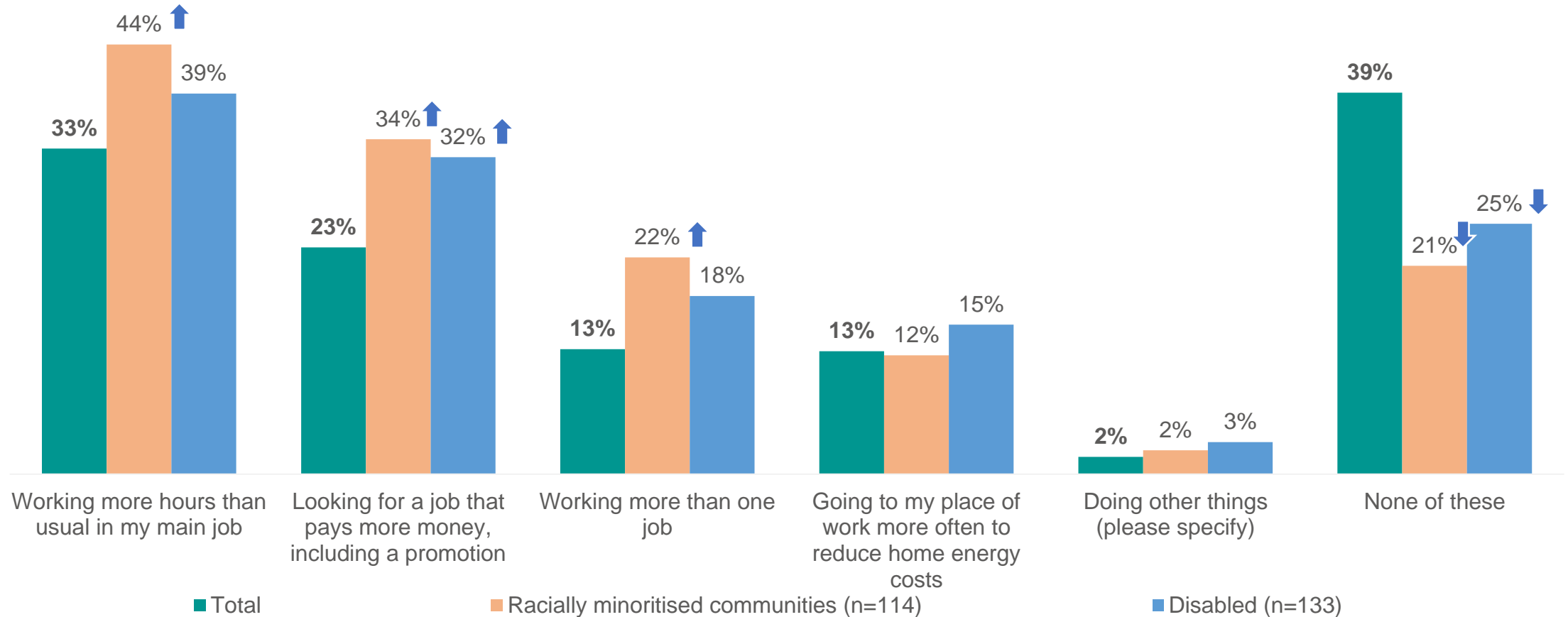
Figures in brackets show change since November (S4)

↑ ↓ Significantly higher/lower than the ONS Benchmark

CL14. Thinking of your work situation, which of these, if any, are you doing because of the increases in the cost of living?
 Bases: 858 (All in employment)

Those within racially minoritised communities are significantly more likely than the Greater Manchester average to be **working more hours than usual** (44% cf. 33%) or **looking for a job that pays more money** (34% cf. 23%)

Actions taken as a response to the cost of living crisis



↑ ↓ Significantly higher/lower than the GM average

Cost of Living and Food Security

Key findings	<u>pages 25-27</u>	Energy affordability	<u>pages 48-49</u>
Approach	<u>page 28</u>	Rent and mortgage affordability	<u>pages 50-51</u>
Sample	<u>page 29</u>	Borrowing money	<u>pages 52-54</u>
Overview of cost of living	<u>pages 30-34</u>	Loan anxiety	<u>pages 55-56</u>
Overview of food security	<u>pages 35-39</u>	Government support uptake and awareness	<u>pages 57-58</u>
Life satisfaction and anxiety	<u>pages 41-42</u>	Introduction to the food security	<u>page 60</u>
Cost of living worries and impact	<u>pages 43-44</u>	Past 12 months activity	<u>pages 61-64</u>
Financial situation and borrowing	<u>pages 46-47</u>		

The background features a dark grey base with several overlapping teal shapes. On the left, a large teal circle partially overlaps the edge. In the center and right, there are larger, more complex teal shapes that resemble stylized human figures or abstract forms, overlapping each other and the left circle. A thin teal horizontal line is positioned near the bottom of the slide.

Overview: Cost of Living and Food Security

Cost of Living – key findings

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

OVERALL IMPACTS AND CONCERNS ABOUT COST OF LIVING

- The impacts of the cost of living crisis continue to raise challenges and reach far beyond ‘disadvantaged’ parts of the population:
 - 8 in 10 (80%) Greater Manchester respondents say their cost of living has increased over the past month,
 - whilst 7 in 10 (71%) are worried about the rising cost of living
 - GM results are broadly in line with the national picture, though more GM residents report being “very worried” (29% compared to 23% nationally).
- While remaining high, there have been slight declines since November in the proportions of residents who feel worried about their cost of living:
 - This change is seen in both Greater Manchester and Great Britain data
 - In Greater Manchester, those worried have fallen from 80% to 71% and those very worried from 34% to 29%; in Great Britain those worried have fallen from 79% to 76% and those very worried from 28% to 23%
 - While notable, these declines may reflect a degree of ‘normalisation’ of increased costs and less pronounced media reporting on the cost of living crisis than earlier in the Autumn.
- Some parts of the population are more likely to be worried about their costs of living than others. Whilst 71% of the population as a whole report being worried, this figure is higher among disabled respondents (86%); those not in work due to ill health or disability (85%); and parents of children not in early years education (83%)
- Those aged 65 and over and living alone are less likely to say they are concerned with the rising cost of living or the impacts of it, likely due to high proportions of this group being home owners and having a steady pension

Cost of Living – key findings cont.

FINANCIAL SITUATION AND BORROWING

- In line with the reported decreases in worries around cost of living, there have been increases in levels of financial security in some areas:
 - The proportion of GM respondents who feel able to save any money has risen from 36% in November to 41% in January
 - Over half of GM respondents (53%) now say they could pay an unexpected but necessary expense of £850, from 49% in January
- While financial security is mostly in line with the Great Britain average, local respondents find key living expenses more difficult to afford:
 - **Energy costs** – 53% of GM respondents find these difficult compared to 48% nationally
 - **Rent costs** – 49% of GM respondents who rent find these difficult compared to 26% nationally
 - **Mortgage costs** – 33% of GM respondents with a mortgage find these difficult compared to 27% nationally
- Almost one third of Greater Manchester respondents (30%) say they have borrowed more money or used more credit in the past month, compared to this time last year:
 - This is substantially higher than the proportion for Great Britain (22%)
 - Of this 30%, 1 in 5 estimate borrowing over £2,000 more than this time last year
 - The most common ways of borrowing are credit cards (51%), from friends and family (43%) and bank overdrafts (31%) – although there has been a significant increase in those borrowing more on store cards since November (14%, from 8%)
 - Over half of those who have borrowed more money or taken out more credit (53%) are worried about being able to pay back this money
- A quarter (24%) of Greater Manchester residents are seeking information or support for the first time, reinforcing how the cost of living crisis is bringing financial concerns to those not traditionally experiencing them

Questions mirror those that have been asked nationally by the Office for National Statistics so that benchmarking can be undertaken - [Public opinions and social trends, Great Britain: social trends - Office for National Statistics - national fieldwork 7 – 18 December 2022](#)

*Please note that due to a survey error, the code '£750 - £999' was not included in the survey and data

Food security – key findings

EXTENT OF FOOD INSECURITY ACROSS GM

- 40% of January respondents had a food security level classified as 'low' or 'very low' – and have experienced food insecurity in last twelve months

SHORT TERM TRENDS SINCE NOVEMBER – FOOD INSECURITY HAS REMAINED STABLE

- Comparing January's results with those from November's survey, food insecurity is shown to have remained stable (affecting 40% of households in both). 42% of households were classified as experiencing food insecurity in September

LONGER-TERM TRENDS SINCE SPRING – FOOD INSECURITY HAS RISEN SIGNIFICANTLY

- Comparing merged Autumn (Sept+Nov+Jan) and Spring (Mar+Apr) results, food insecurity has increased significantly to 41% of households compared to 35% in Spring (March and April). This is the equivalent of 480,000 Greater Manchester households reporting low or very low food security in the past year – around 70,000 more households than in Spring

HOUSEHOLDS WITH AND WITHOUT CHILDREN

- Food insecurity continues to impact disproportionately upon households with children.
- For Autumn, over half (56%) of **households with children** report food insecurity at some point in the last year. This compares to a figure of 52% in Spring 2022.
- Households with children are more likely to report food insecurity when the respondent is aged 16-24 years (86%), a renter (74%) or a lone parent (70%).
- In comparison, for Autumn, 1 in 3 (32%) **households without children** report food security at some point in the last year – although this figure is rising across the board, and is far higher where the respondent is Muslim (64%), aged 16-24 (61%) or disabled (53%).

EXTENT OF FOOD INSECURITY ACROSS LOCALITIES

- Compared to the overall Greater Manchester average for all households (24%), very low food security is significantly higher in Manchester and Rochdale (both 31%).
- Conversely, households in Trafford (59%), Stockport (55%) and Bury (53%) are more likely to report high food security compared to the GM average (46%).

Approach – Cost of living and Food Security

Approach

This report presents summary findings for survey 1 & 2, survey 3, 4 and 5 of the 2022 research study of a representative sample of the Greater Manchester population. The information within this section provides the findings on the surveys' cost of living and food security questions.

This survey is the third time questions on cost of living have been asked, and as such, we have tracked data over time. We have also merged data where possible, meaning that the sample is larger and more robust and greater analysis of sub-groups is possible. Questions relating to food security use a merged sample for the first two surveys, conducted in spring 2022, and compared to the results from surveys 3, 4 and 5. For Cost of Living questions surveys 3, 4 and 5 are merged.

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

Where possible, data in the Cost of Living section has been compared against the latest survey results from the ONS' Opinions and Lifestyle Survey in Great Britain. Fieldwork for this survey in Great Britain is completed fortnightly and so comparisons of the GM survey (fieldwork 7 – 21 December) have been compared to the ONS results from fieldwork conducted between 7 – 18 December 2022. Please note that some questions in this section have had their wording or answers options adjusted to reflect changes to the ONS' Opinions and Lifestyle Survey and comparisons with survey 3 and 4 findings may therefore not always be possible.

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

This section contains a food security score. The methodology for this is broadly as used in the Department for Work & Pensions Family Resources Survey, and based on the US Department of Agriculture's approach to defining food security which is detailed on page 60.

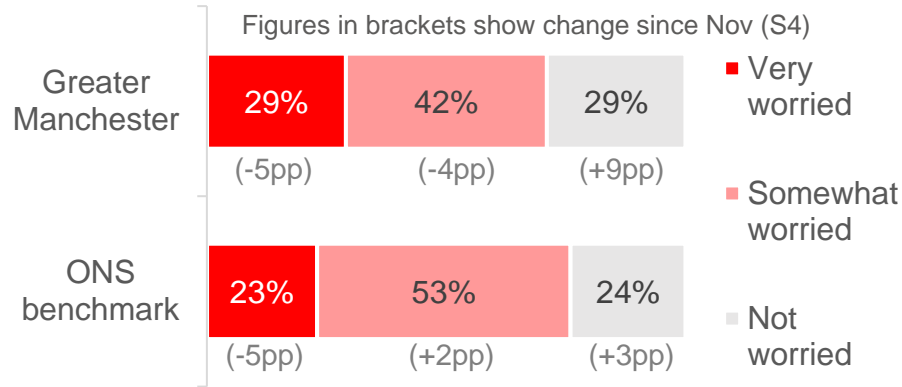
Sample – Cost of Living and Food Security

Sample breakdown

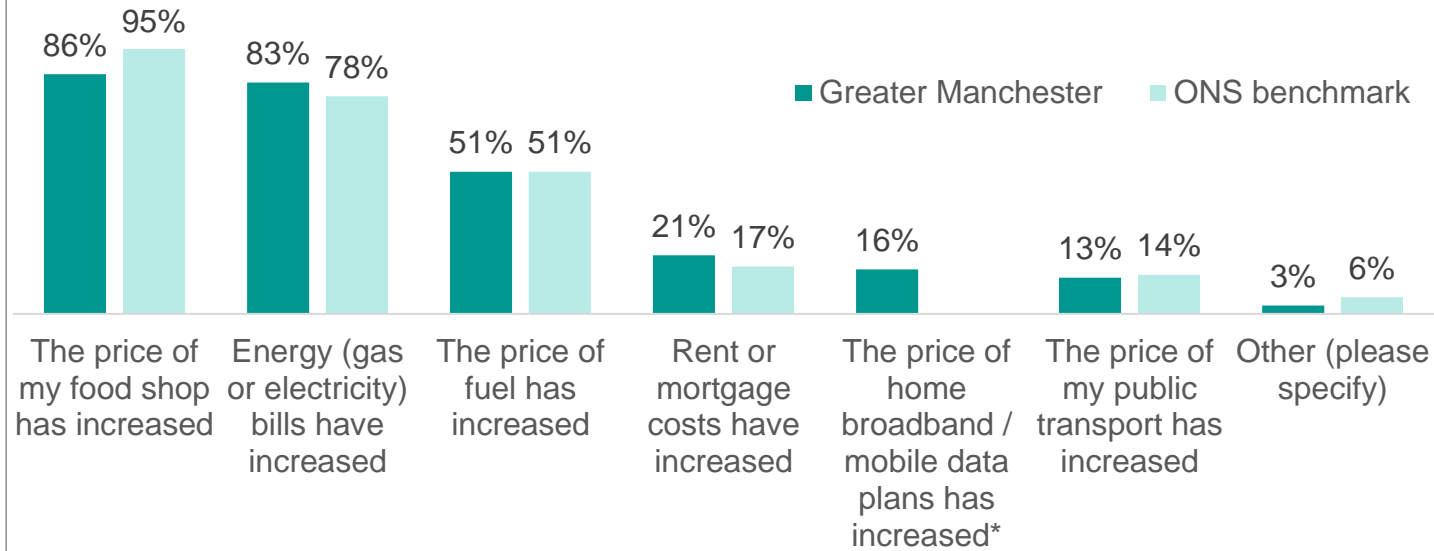
	Spring	September	November	January
Fieldwork start	9 February 2022	1 September 2022	20 October 2022	7 December 2022
Fieldwork end	11 April 2022	30 September 2022	3 November 2022	21 December 2022
Total respondents	2852	1677	1636	1470
Sample used in FS score	2340	1442	1366	1185
Live with children u18	698	400	419	416
Do not live with children u18	1642	1042	947	769

Summary: Cost of living

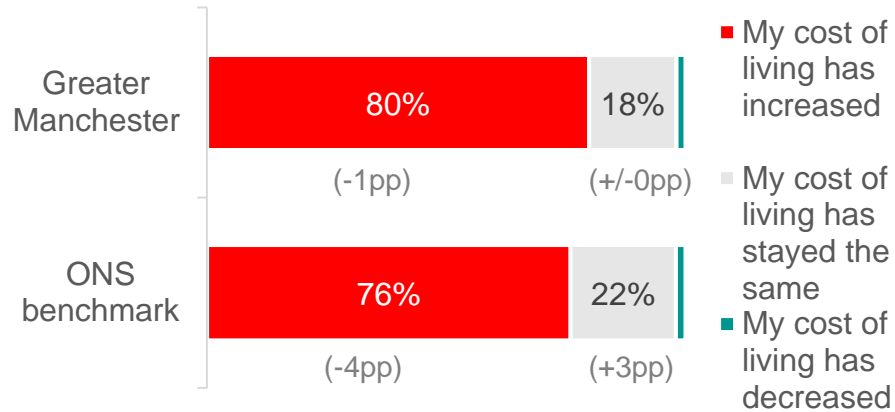
While the majority of both GM and GB respondents continue to worry about the cost of living, they are less likely to be worried than in November.



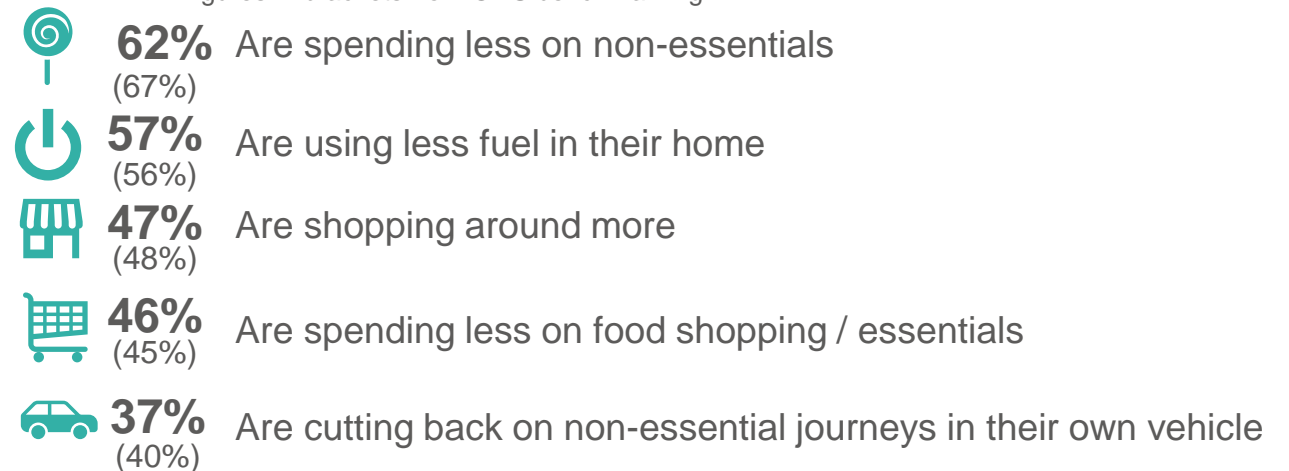
Rises in food, energy, and fuel costs are driving the rise in living costs over the last month



4 in 5 say their cost of living has increased over the past month

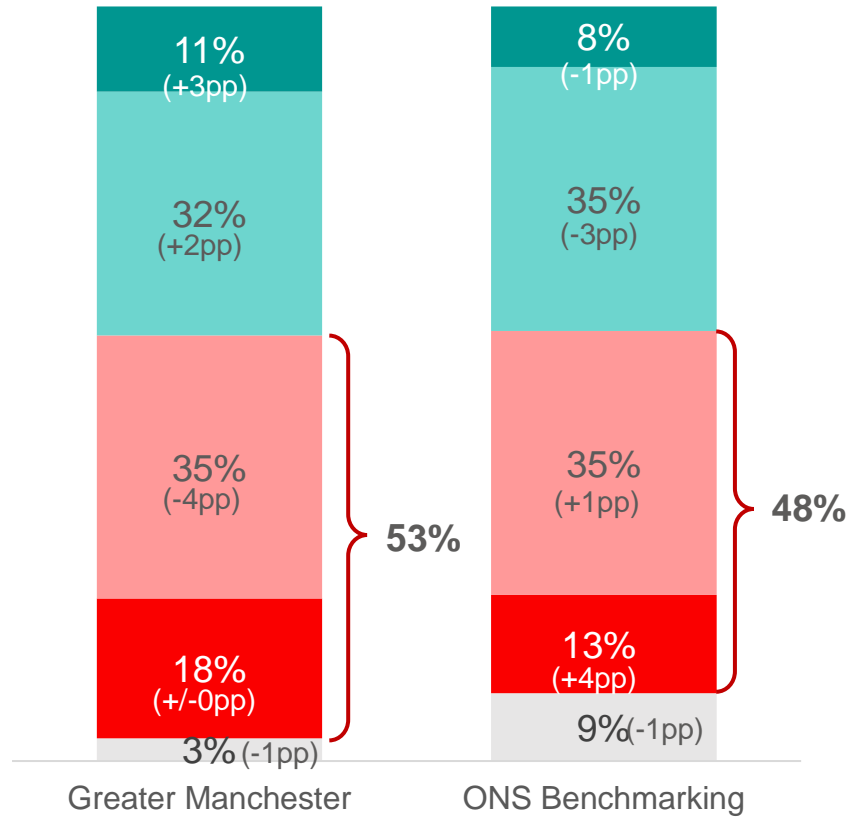


Figures in brackets from ONS benchmarking

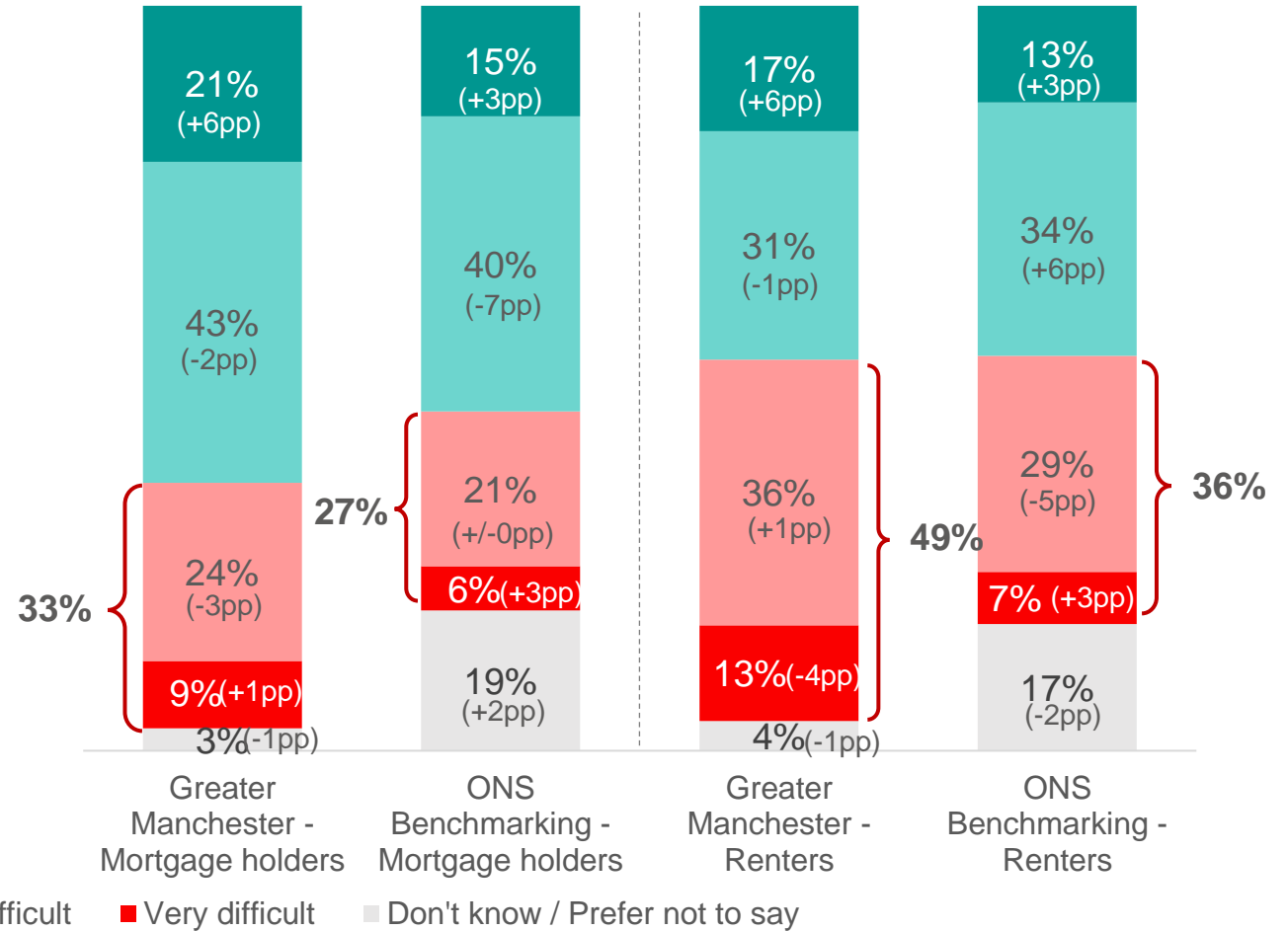


Summary: Household costs

More than half of respondents say it is difficult to afford their **energy costs**



A third of home owners in Greater Manchester who pay **mortgage costs** say it is difficult to afford these costs, whilst almost half of renters say it is difficult to afford their **rent**

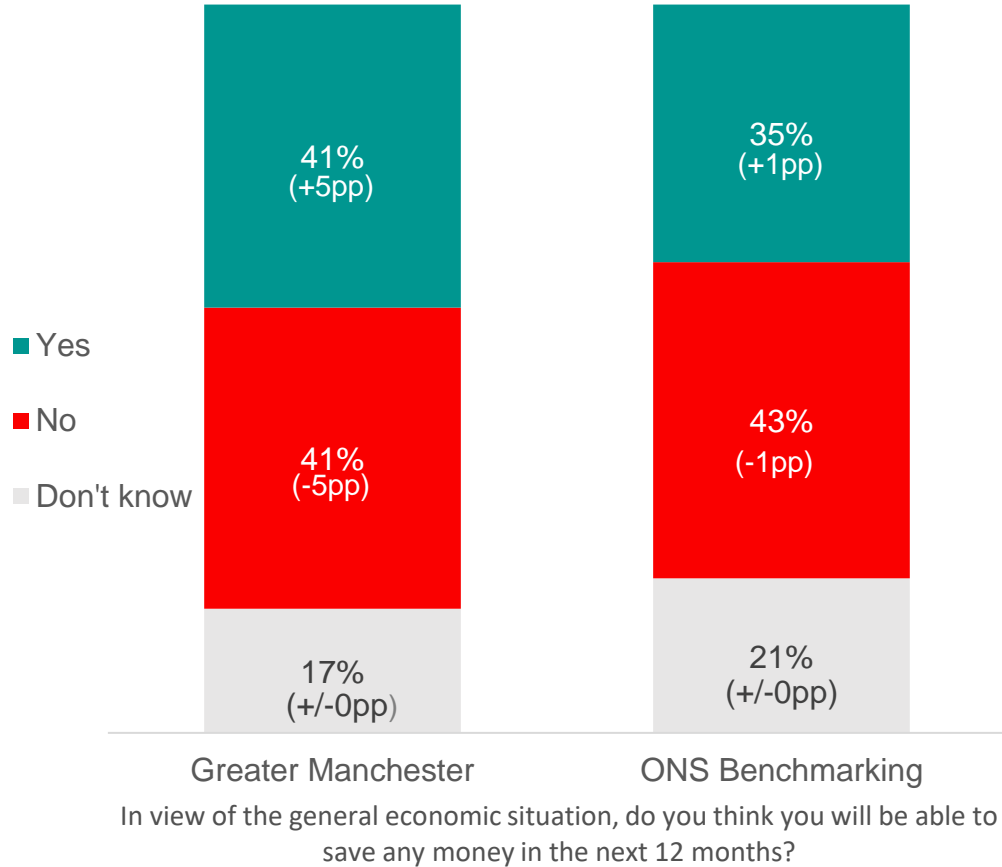


■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult ■ Don't know / Prefer not to say

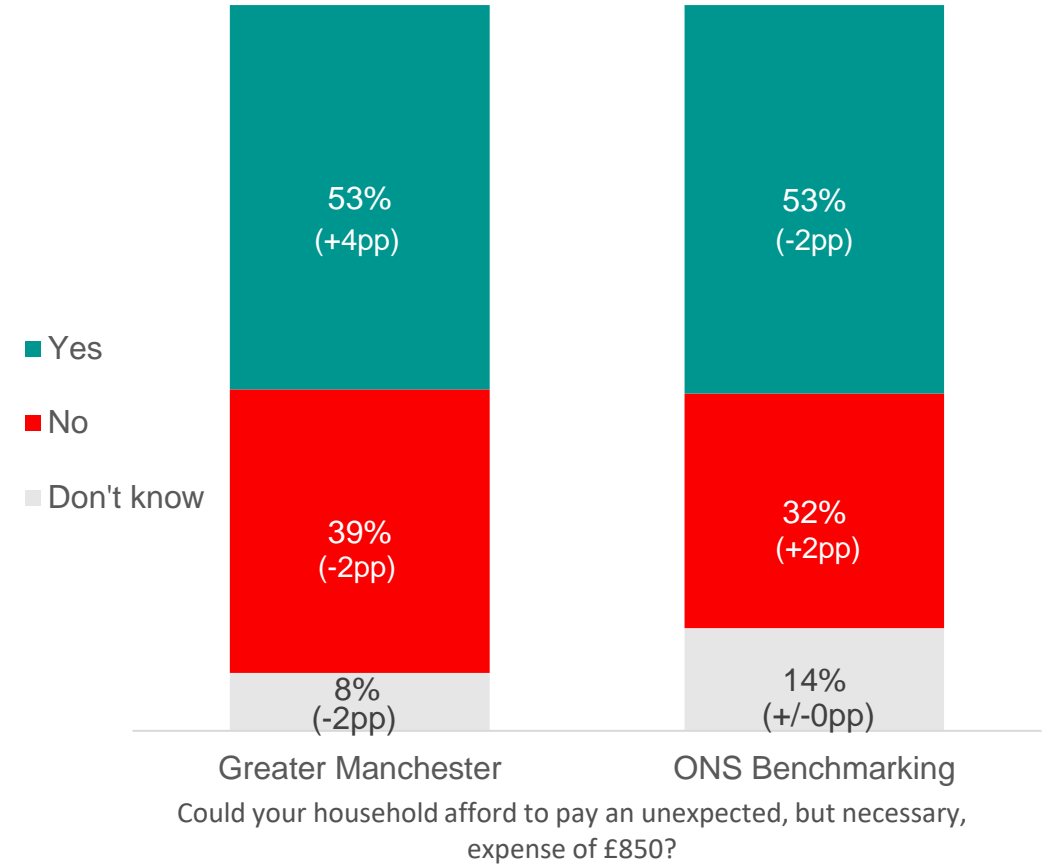
Figures in brackets show change since Nov (S4)

Summary: Financial security

Respondents in Greater Manchester now say they are more likely to be able to **save money** in the next year than they were in November.



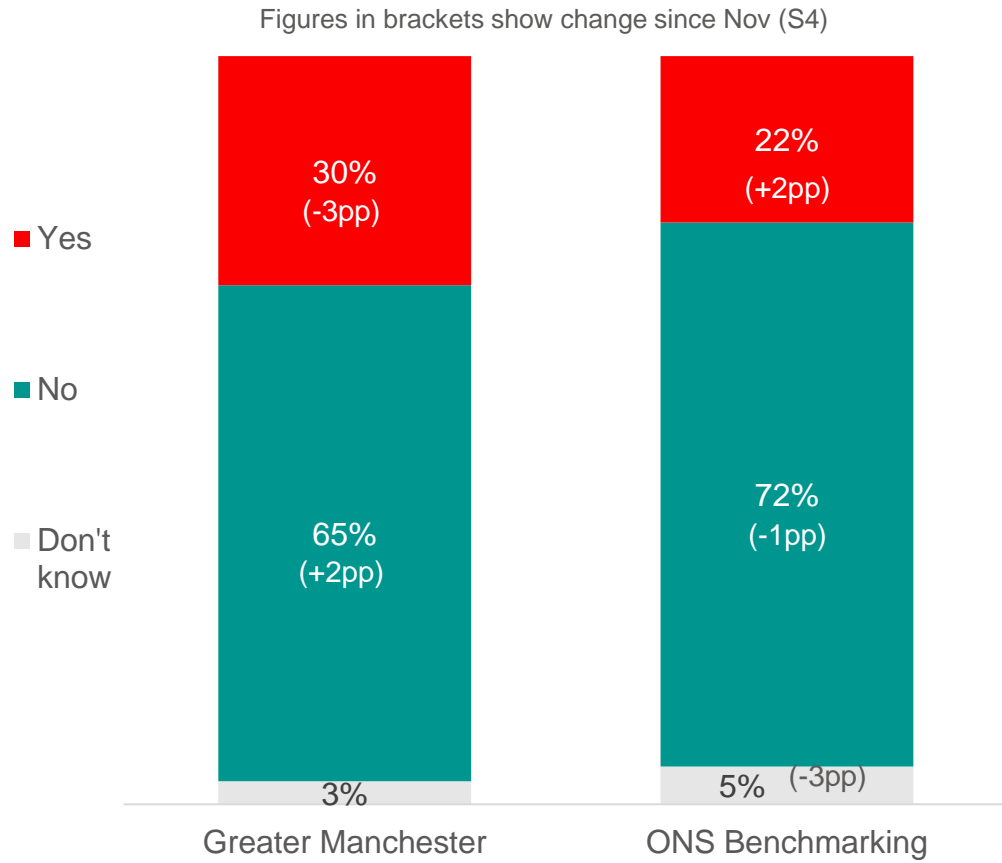
Over half of respondents in Greater Manchester say they would be able to afford to pay an **unexpected, but necessary, expense of £850**. This is higher than the proportion who could afford the expense in November.



Figures in brackets show change since Nov (S4)

Summary: Borrowing money

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



2 in 5 (40%) of Greater Manchester respondents **borrowed up to £500 more** in the last month compared to this time last year, with another third borrowing between £500 - £2000* more



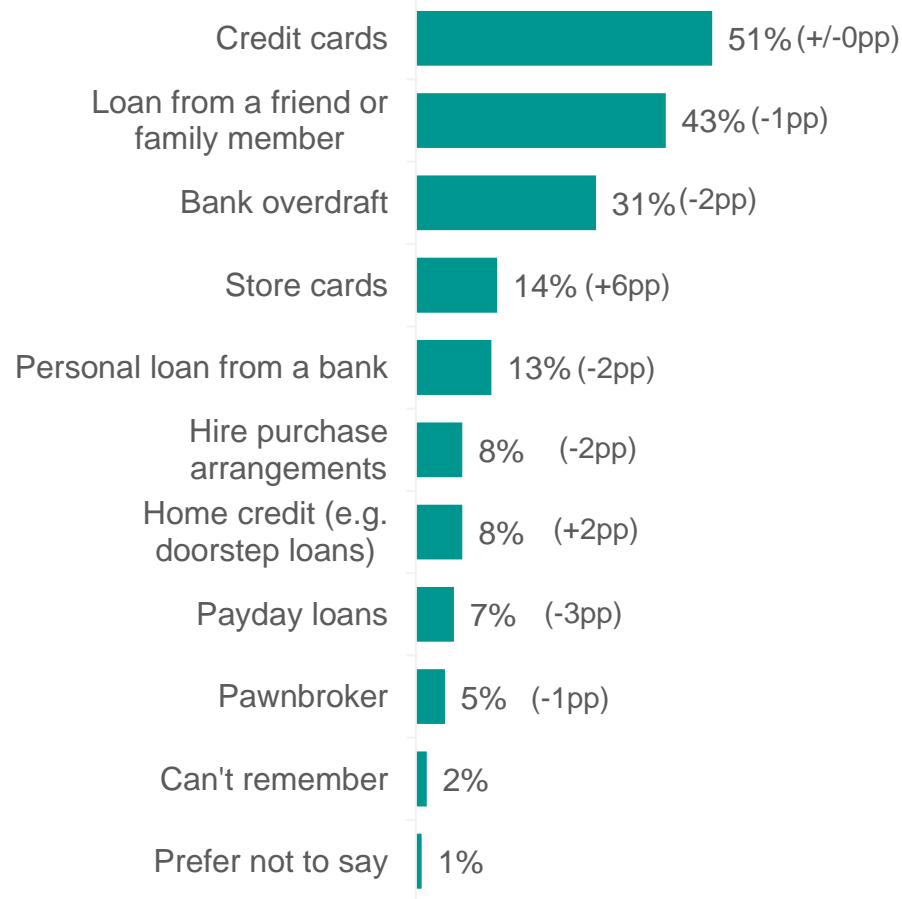
All data is from January (Survey 5). ONS data was published on 23rd December 2022. Unweighted base: 1,470 (All respondents); 407 (All who have borrowed money/used more credit)

*Please note that due to a survey error, the code '£750 - £999' was not included in the survey and data

Summary: Borrowing money

Of those who have borrowed more money or used more credit than they did a year ago, half have **used credit cards** (51%), over two fifths have **loaned from friends and family** (43%), and a third have utilised their **bank overdraft** (31%)

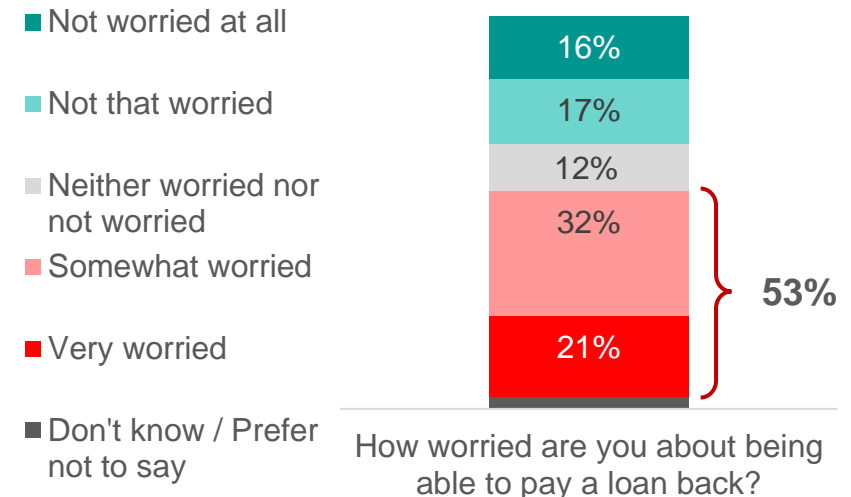
Figures in brackets show change since Nov (S4)



Of those who have loaned from friends and family, around half have done so from a **parent** (50%), or **another family member** (48%), and a third have loaned from a **friend** (35%)

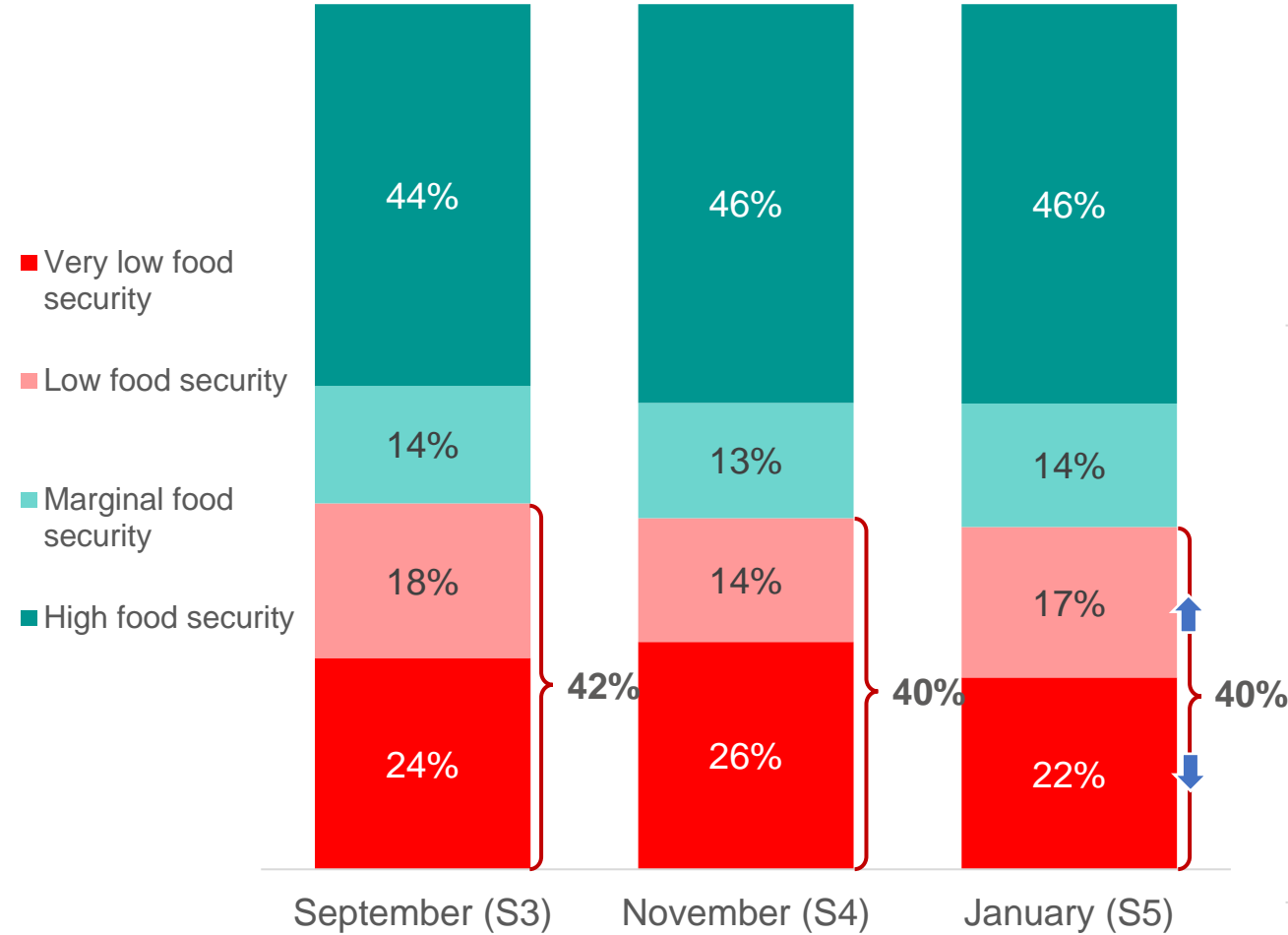
Borrowed money from...				
Parent	Another family member	Friend	Neighbour	Someone else
50%	48%	35%	6%	6%

Over half (53%) of those who have borrowed more money than a year ago are **worried** about being able to pay it back...

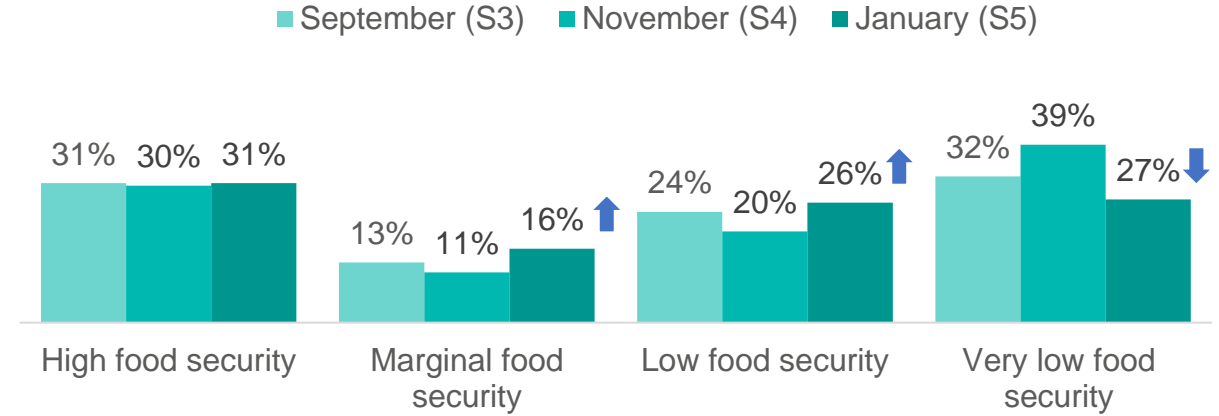


Summary: Food security – September to January tracking (S3+S4+S5)

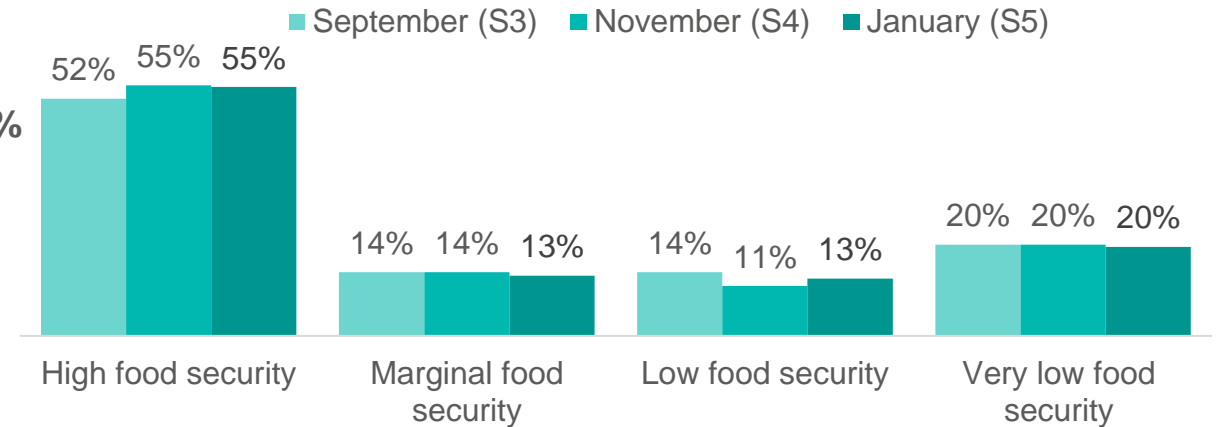
Food security – Overall



Food security – Households with children



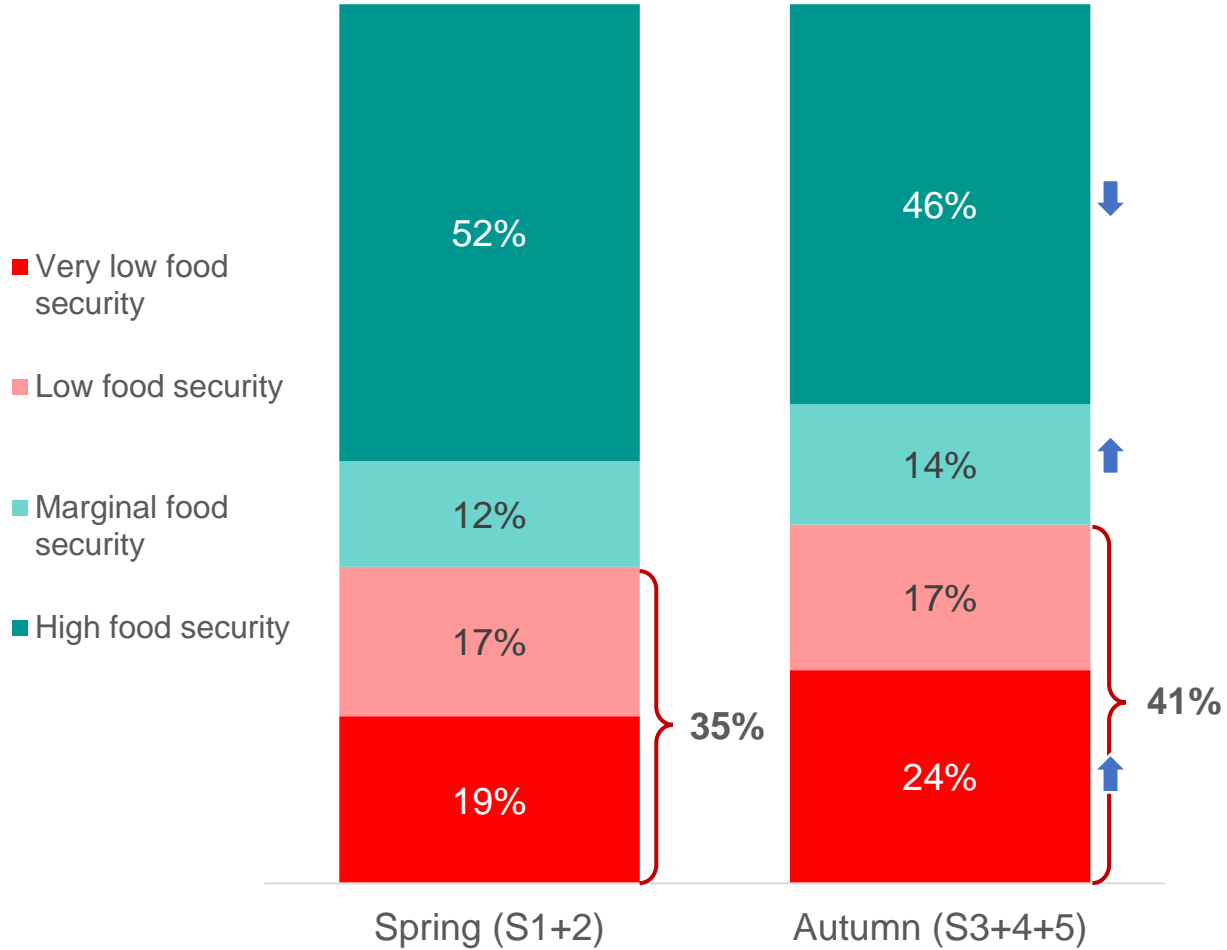
Food security – Households without children



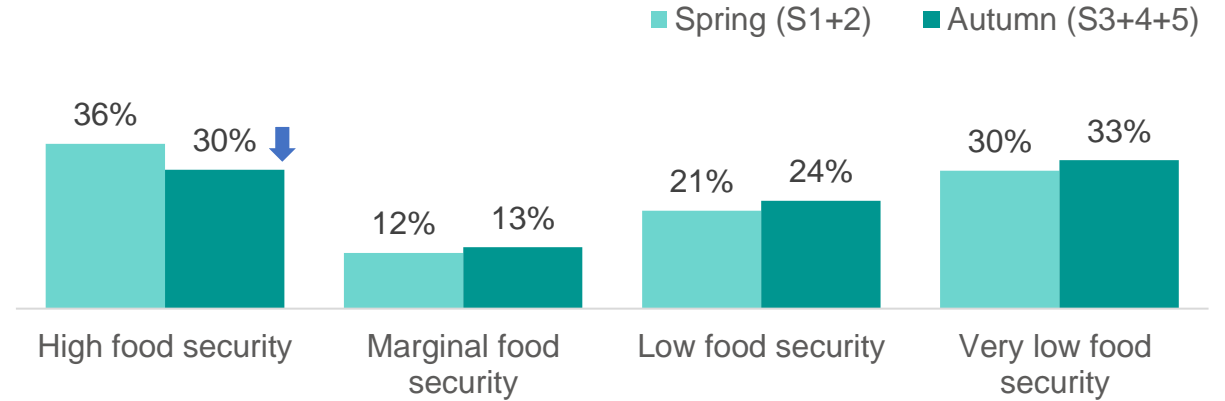
↑ ↓ Significantly higher/lower in S5 compared to Greater Manchester Residents' S4

Summary: Food security – Spring to Autumn tracking (S1+2 vs S3+4+5)

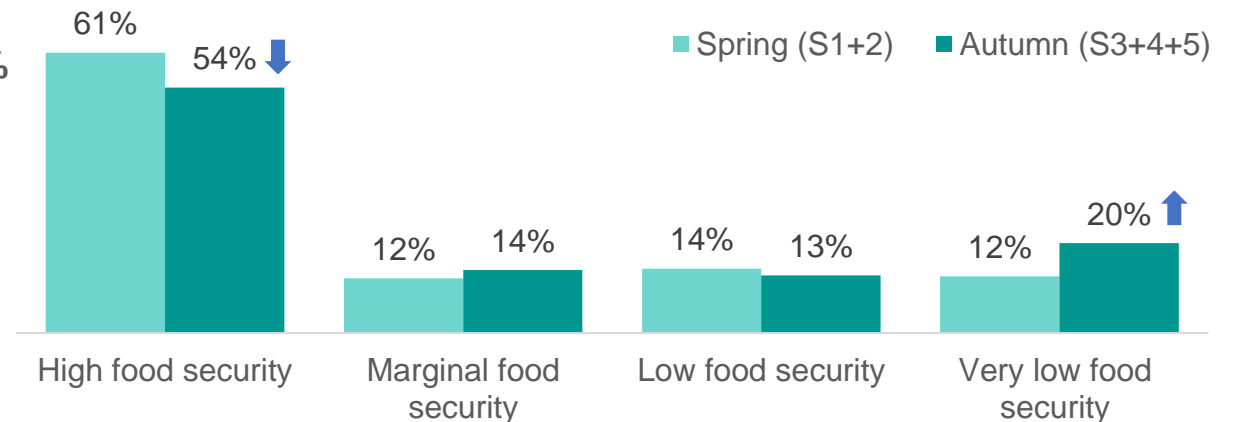
Food security – Overall



Food security – Households with children

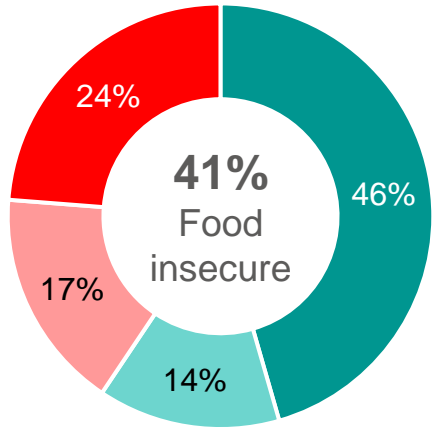


Food security – Households without children

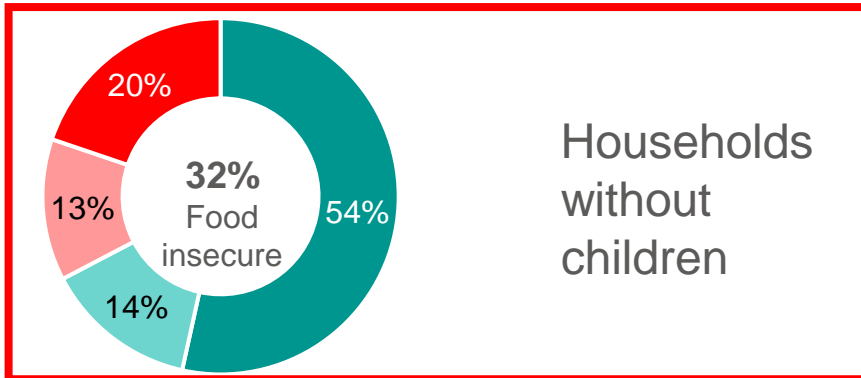


↑ ↓ Significantly higher/lower in Autumn compared to Spring

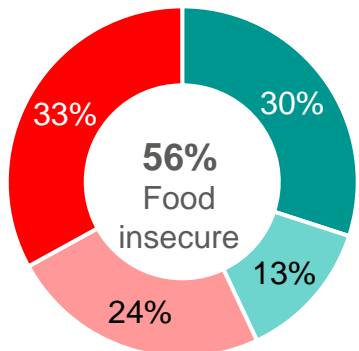
Summary: Food security – Households without children (S3+4+5)



Greater Manchester overall



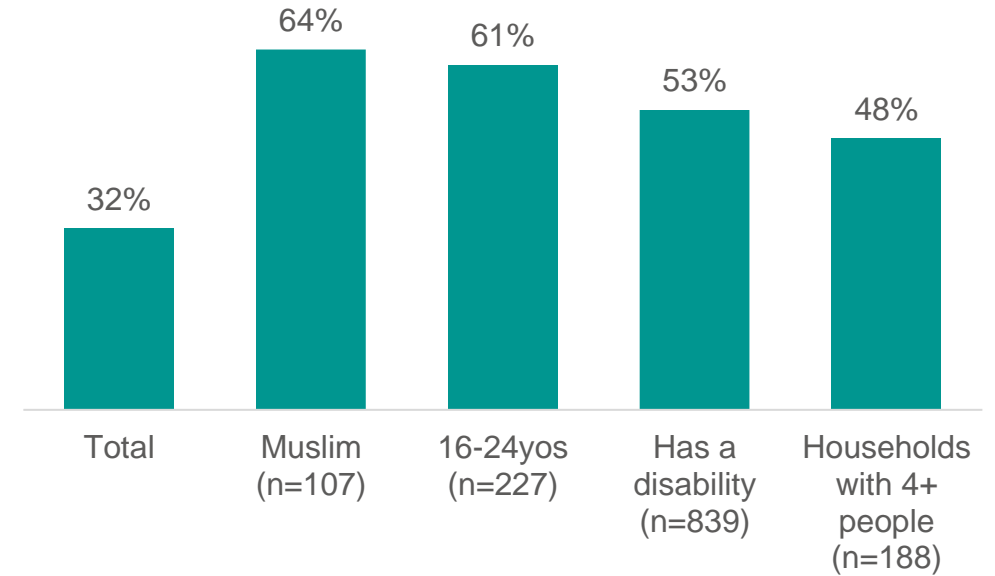
Households without children



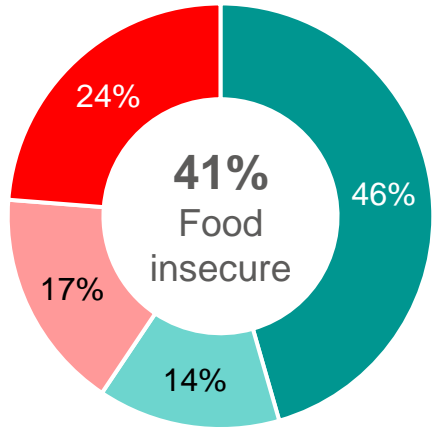
Households with children

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

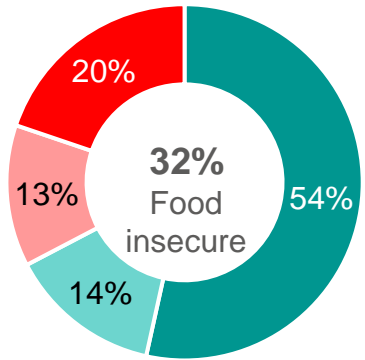
% food insecurity higher among



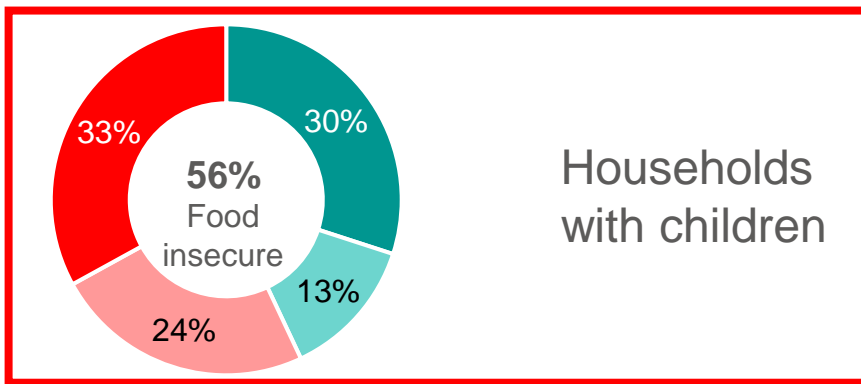
Summary: Food security – Households with children (S3+4+5)



Greater Manchester overall



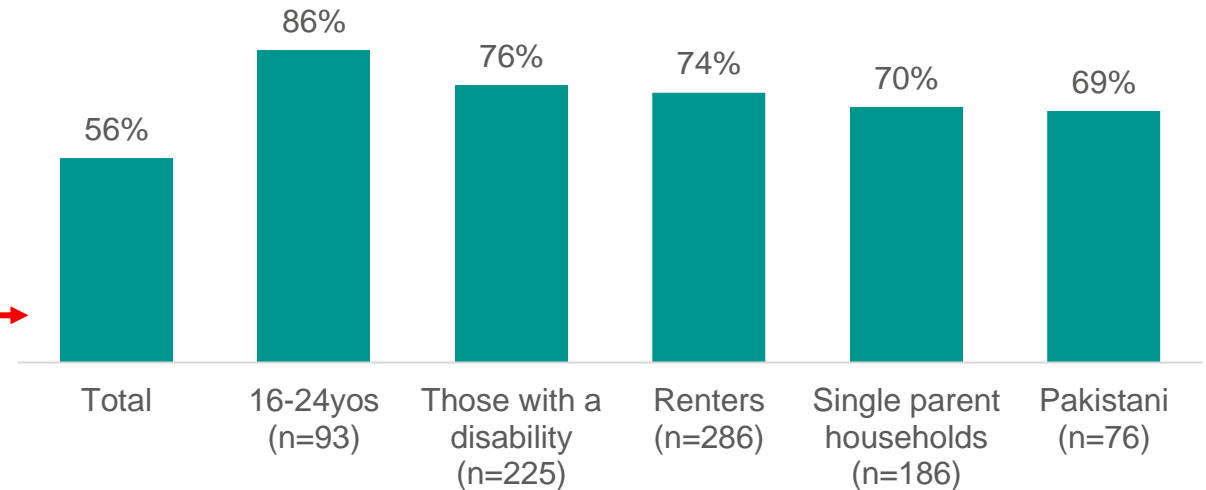
Households without children



Households with children

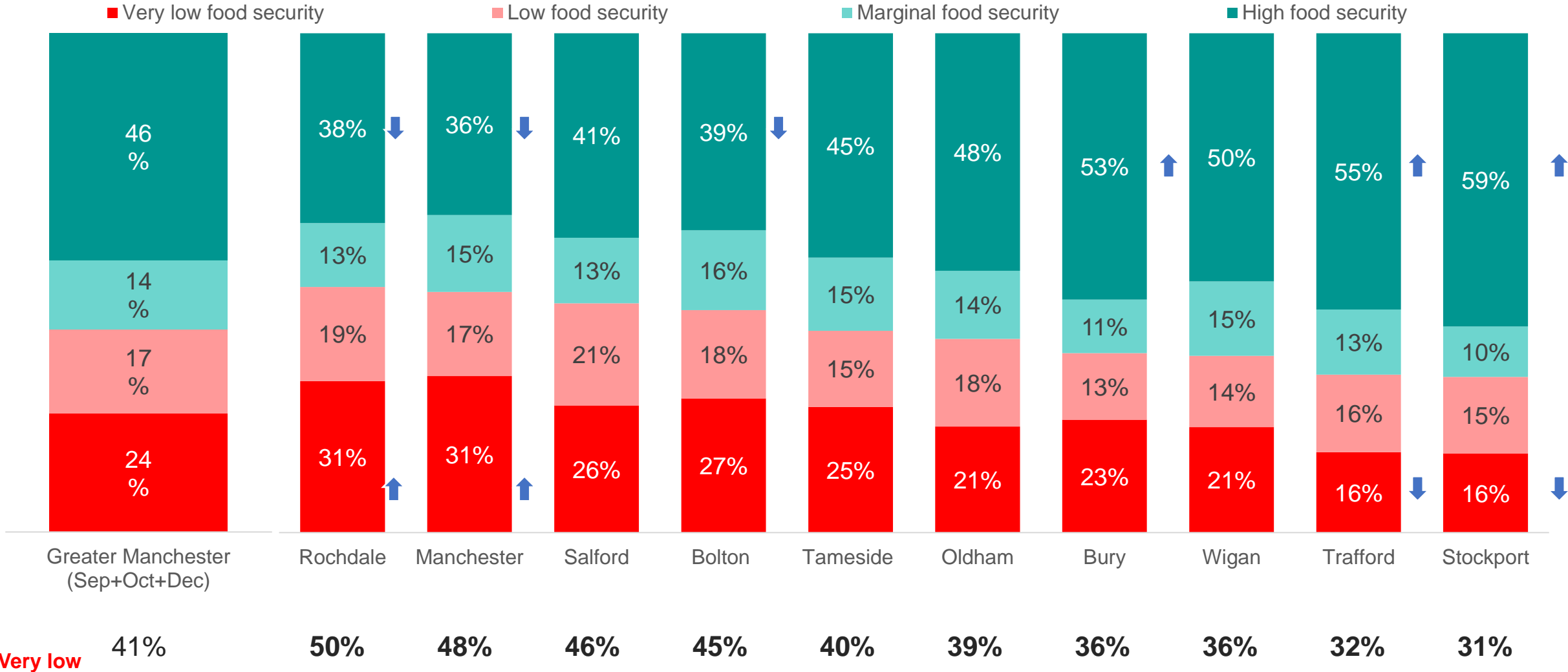
- High food security
- Marginal food security
- Low food security
- Very low food security

% food insecurity higher among...



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

Food security – by locality



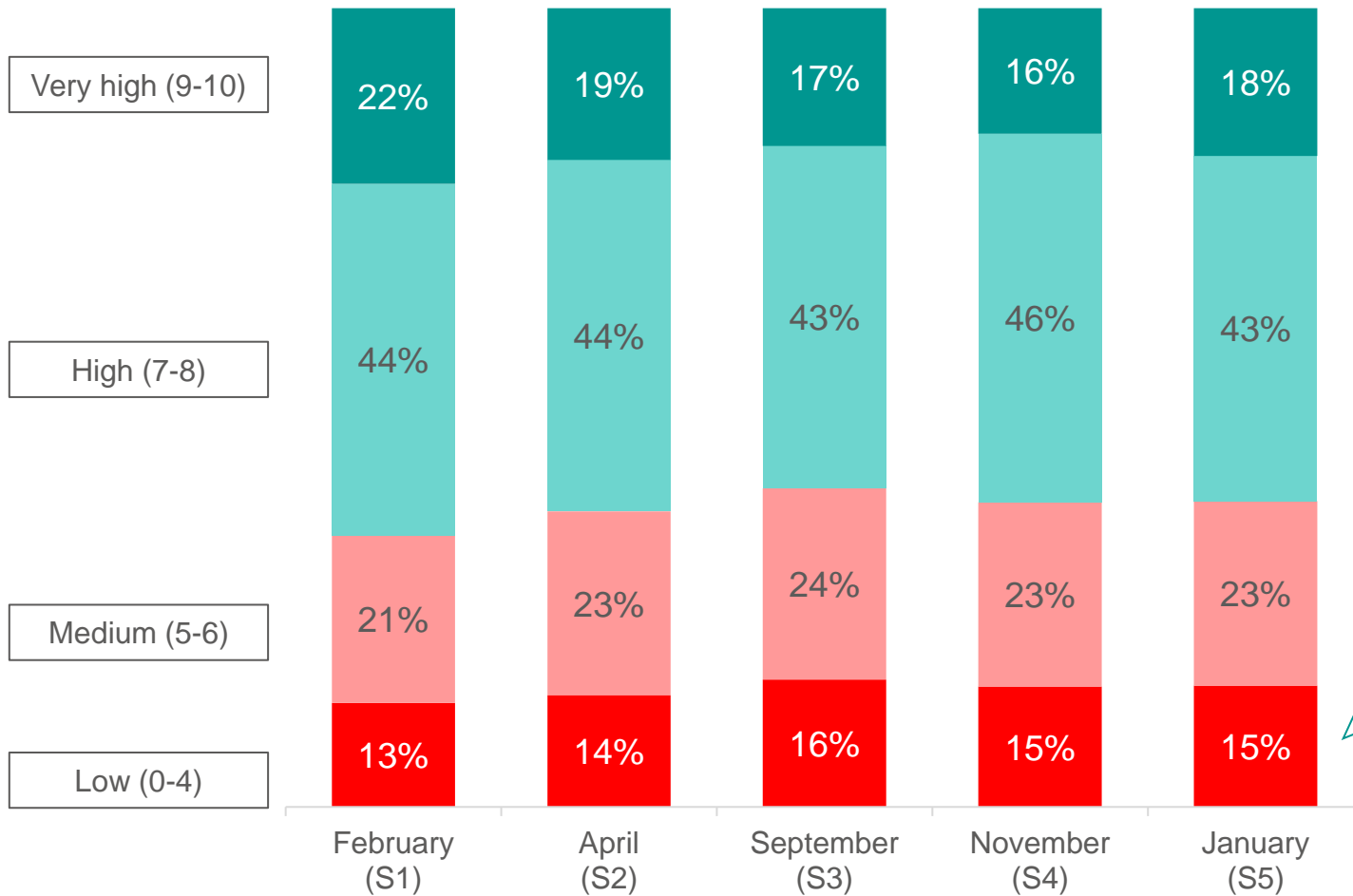
The background features a dark grey field with several overlapping teal shapes. On the left, a large teal circle partially overlaps the edge. In the center and right, there are several overlapping shapes, including a large light teal semi-circle, a smaller teal circle, and a teal shape that looks like a stylized 'P' or a large letter. A thin teal horizontal line is positioned near the bottom of the slide.

Detailed findings:

Cost of Living – Overall
impacts and concerns

The proportion of respondents who say they have very high **life satisfaction** has remained stable since November (18% vs. 16%). Those with lower life satisfaction continue to include disabled respondents and those in financially precarious situations.

How satisfied are you with your life nowadays?



% with 'low' life satisfaction higher compared to Autumn GM average (15%)*:

Demographics:

- Disabled respondents (30%) including those who have mental ill health (44%), a mobility disability (30%), a sensory disability (26%) or a learning disability (25%)

Individual and/or family circumstance:

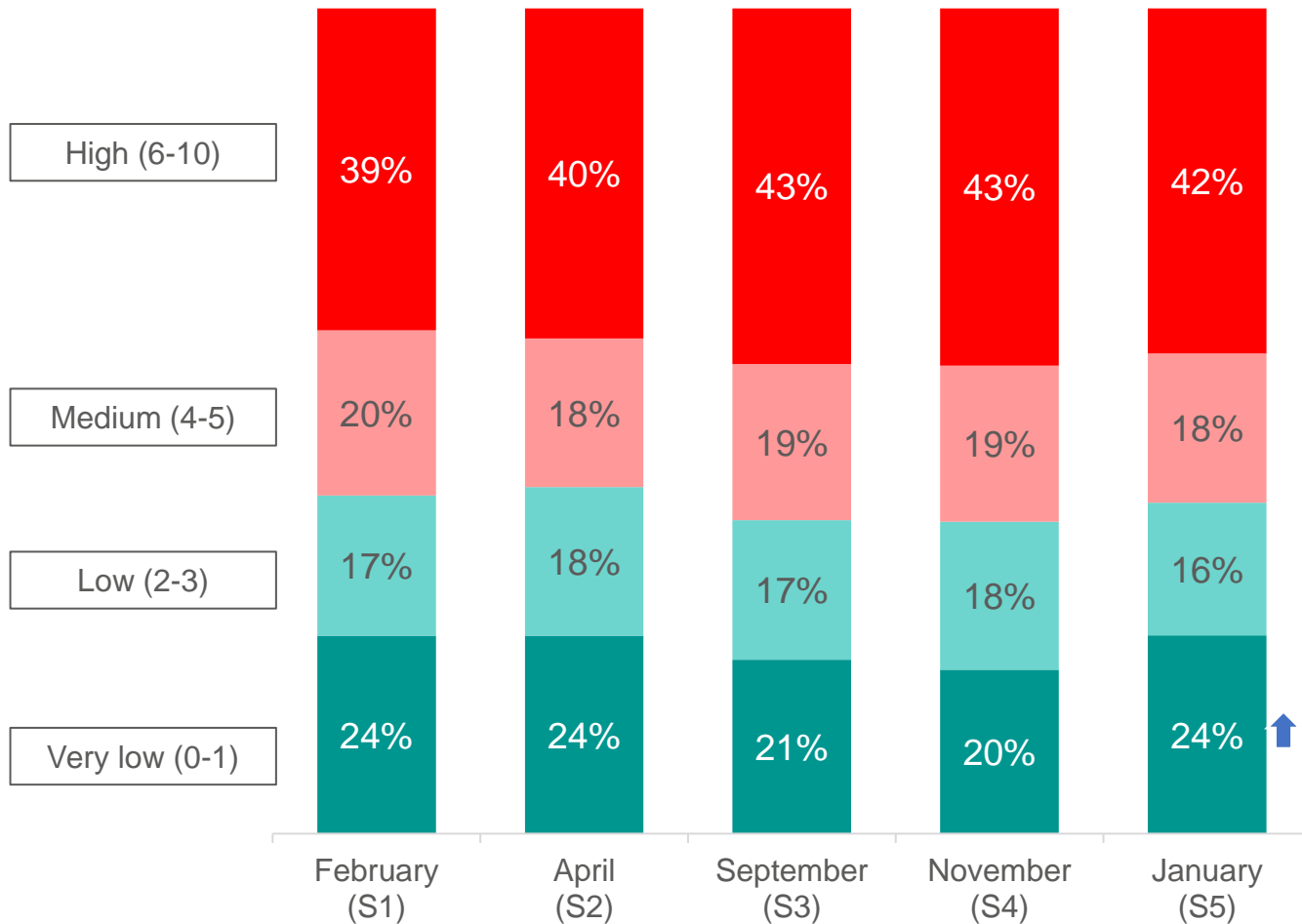
- Those not in work due to ill health or disability (49%)
- Those who have been out of work for more than 6 months (36%)
- Those who have not eaten for a whole day due to lack of money (33%)
- Those who have got a loan from a friend, family member, neighbour or other personal connection (31%), or a loan from a bank overdraft (29%)
- Those who live in a property rented from a Housing Association/Trust (27%) or a Local Authority/Council (26%)
- Those who are homemakers (27%)
- Those who find it difficult to afford their mortgage/rent (26%)

* Subgroup analysis uses merged data from s3+4+5

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

Over two fifths (42%) of respondents report **very low levels of anxiety**, which is a similar proportion to November. Around a quarter of respondents (24%) say they have low feelings of anxiety, a significant rise since November

How anxious did you feel yesterday?



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

% who felt 'highly anxious' higher compared to Autumn GM average (43%) among*:

Demographics:

- Disabled respondents (58%), including those with mental ill health (74%), a learning disability (63%) or a sensory disability (56%)
- Those who identify as transgender (67%)
- Gay women or lesbian (62%)
- Those who are a carer (56%)

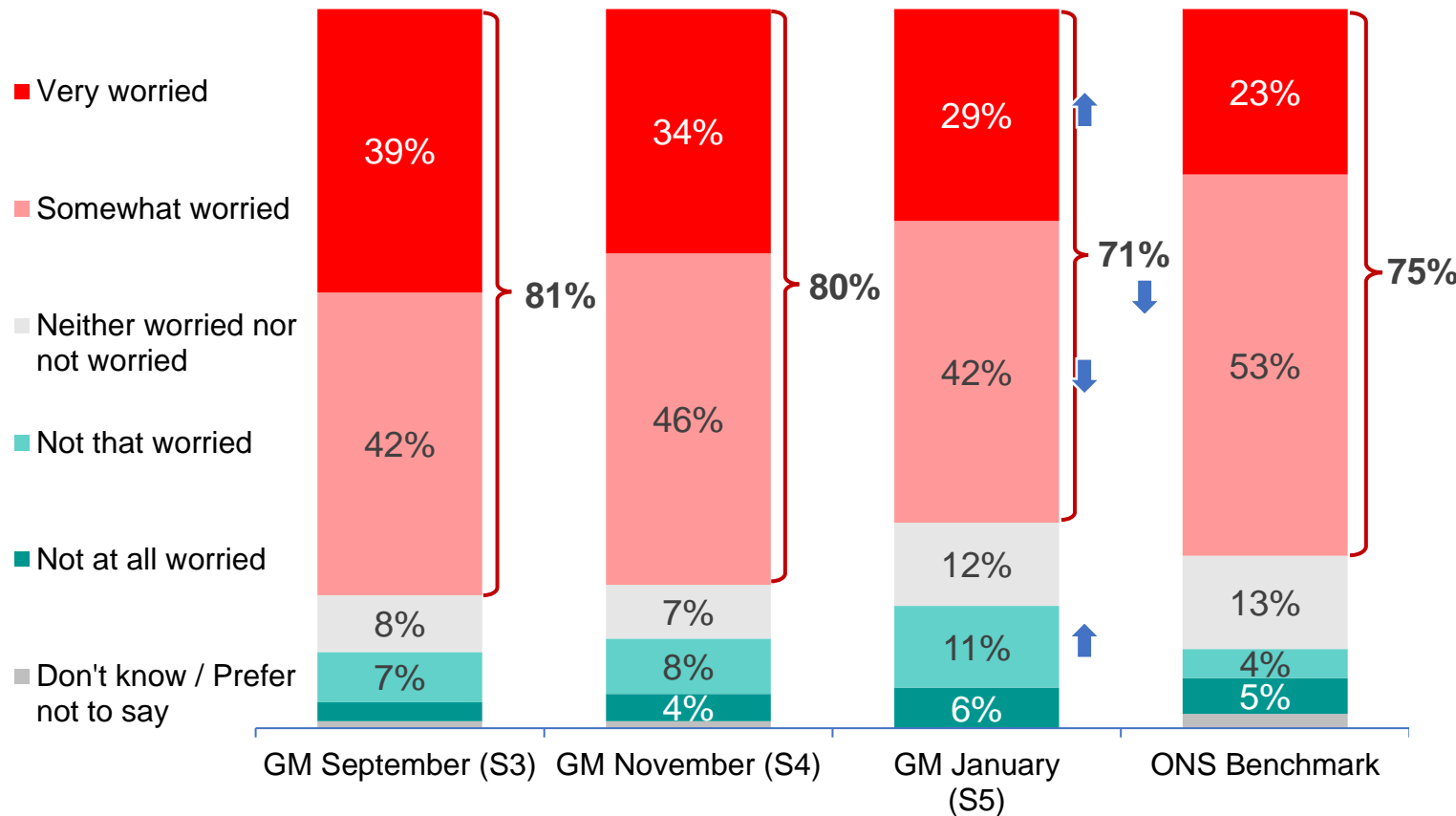
Individual and/or family circumstance:

- Those who are likely to lose their job in the next year (77%)
- Those who have got a loan from Home credit (sometimes called doorstep loans) (72%) or payday loans (72%)
- Those who have not eaten for a day due to lack of money (68%) or have someone else in the household who has not eaten for lack of money (67%)
- Those who have opted to switch to a prepayment meter in the last 12 months (66%)
- Those who have children aged 0-4 years but do not attend nursery, pre-school or a childminder (65%)
- Those not in work due to ill health or disability (65%)
- Those who are seeking help with the rising cost of living for the first time (56%)

* Subgroup analysis uses merged data from s3+4+5

7 in 10 (71%) respondents in Greater Manchester are **worried about the rising costs of living**, and over a quarter (29%) are very worried – the latter being significantly higher than the ONS benchmark. However, overall worry is significantly lower than it was in November and is now lower than the GB average

Worried about rising costs of living



% who are significantly more likely to feel very / somewhat worried compared to Autumn GM average (78%)*

Demographics:

- Those with a disability (86%), including those suffering from mental ill health (91%), another disability (87%), or a mobility disability (86%)
- Those aged 25-34 (84%)
- Respondents who are Muslim (83%)
- Females (83%)
- Those living in Manchester (82%)

Individual and/or family circumstance:

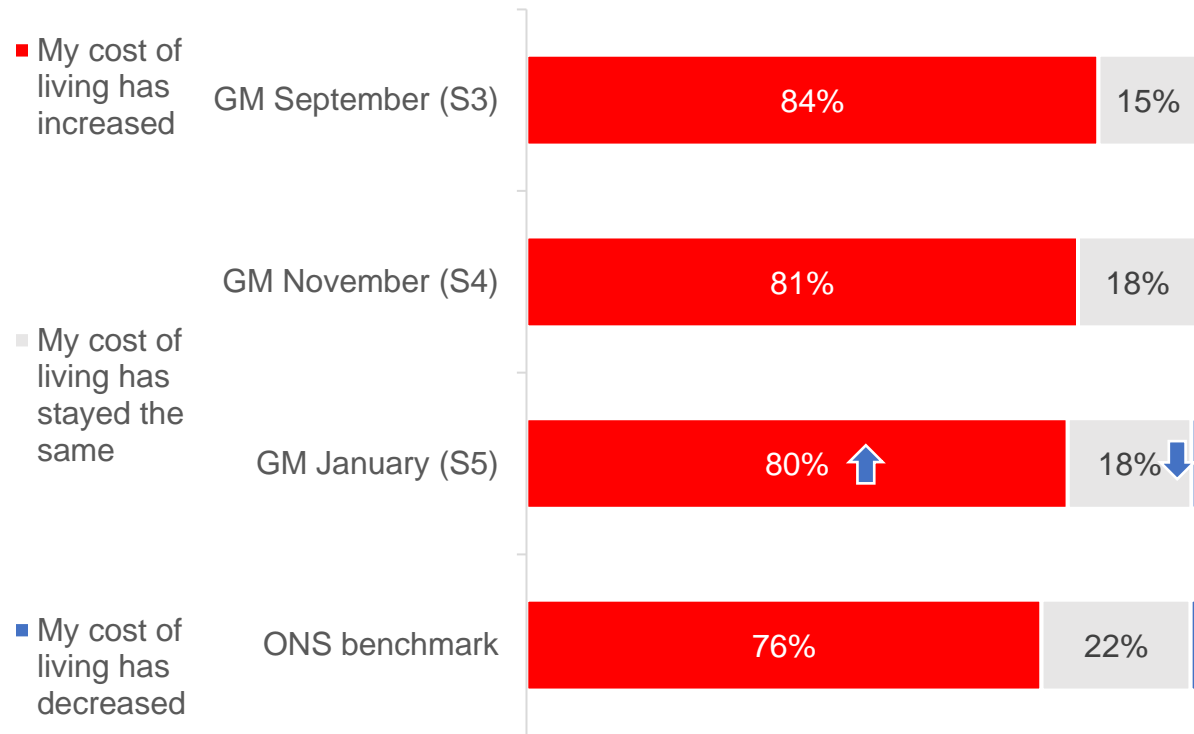
- Those who have cut the size of or skipped meals (93%)
- Those who have children aged 0-4 to attend nursery, pre-school or a childminders (91%)
- Those who have had to borrow money or use more credit in the last month (91%)
- Those not in work due to ill health or disability (89%)
- Those who have not eaten for a whole day due to lack of money (89%)
- Homemakers (85%)
- Those who live in properties rented from a Local Authority/Council (85%)

* Subgroup analysis uses merged data from s3+4+5

↑ ↓ Significantly higher/lower than the ONS Benchmark

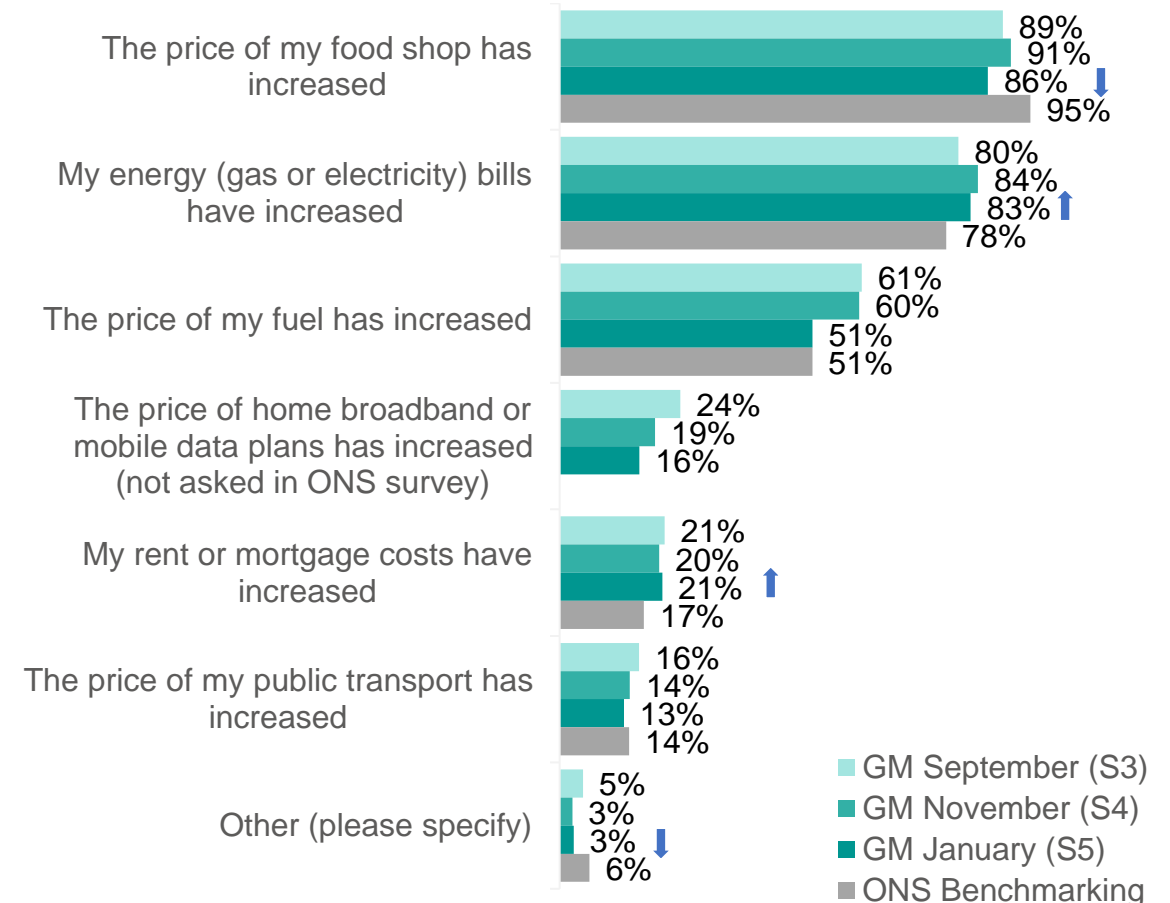
4 in 5 (80%) respondents say their **cost of living has increased in the last month, significantly more than the GB average (76%). Greater Manchester respondents are more likely than the GB average to say that this is due to increases in energy bills (83% vs. 78%) and rent or mortgage costs (21% vs. 17%)**

Change in cost of living over the last month



↑ ↓ Significantly higher/lower than the ONS Benchmark

Reasons for increase in cost of living (n=1,365)

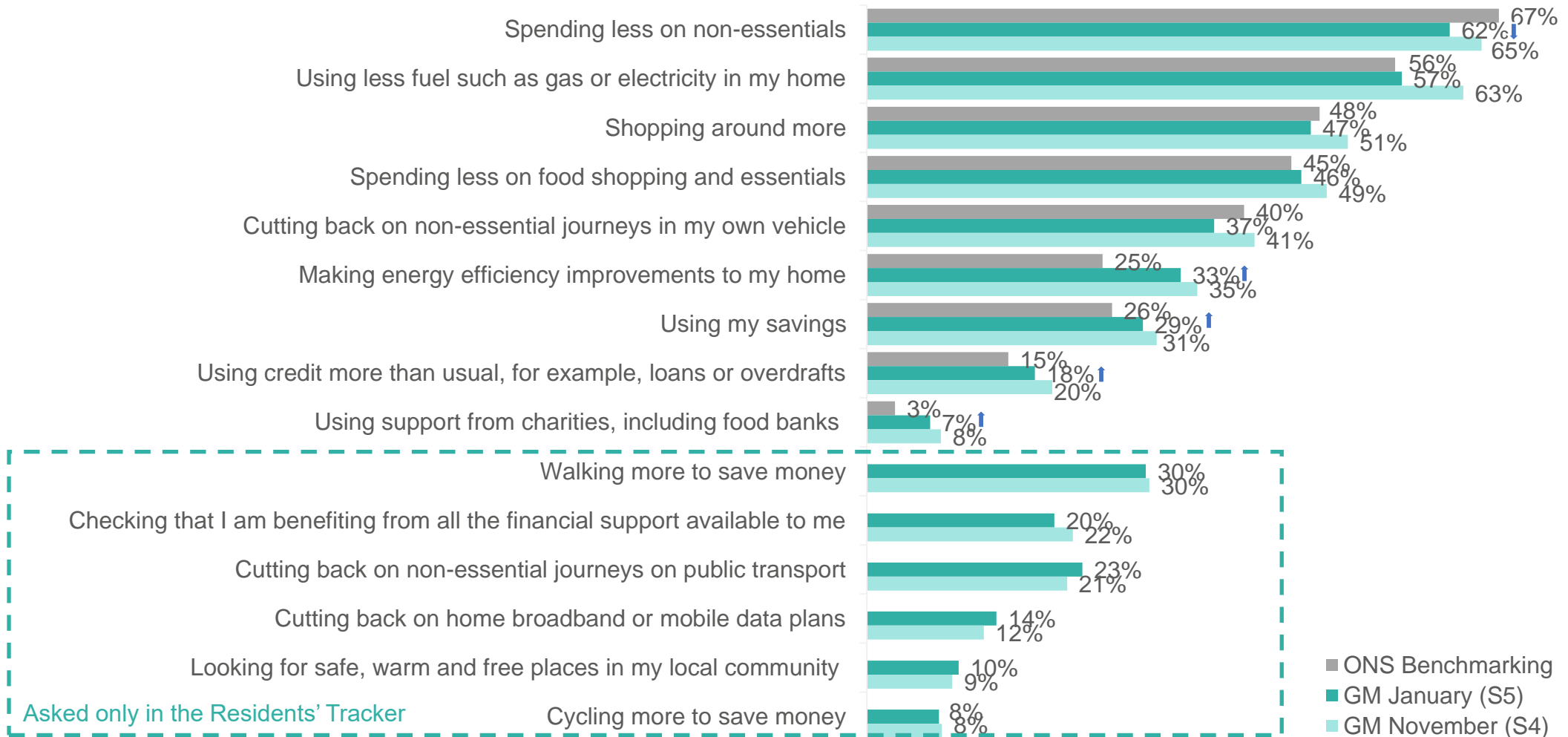


Detailed findings:

Cost of Living – Financial
situation and borrowing

Respondents in Greater Manchester are more likely than the ONS GB average to be **making energy efficient improvements (33% vs 25%), using their savings (29% vs 26%), using more credit (18% vs 15%)** and **using support from charities (7% vs 3%),** as a result of the rising cost of living

Actions taken due to rise in cost of living*

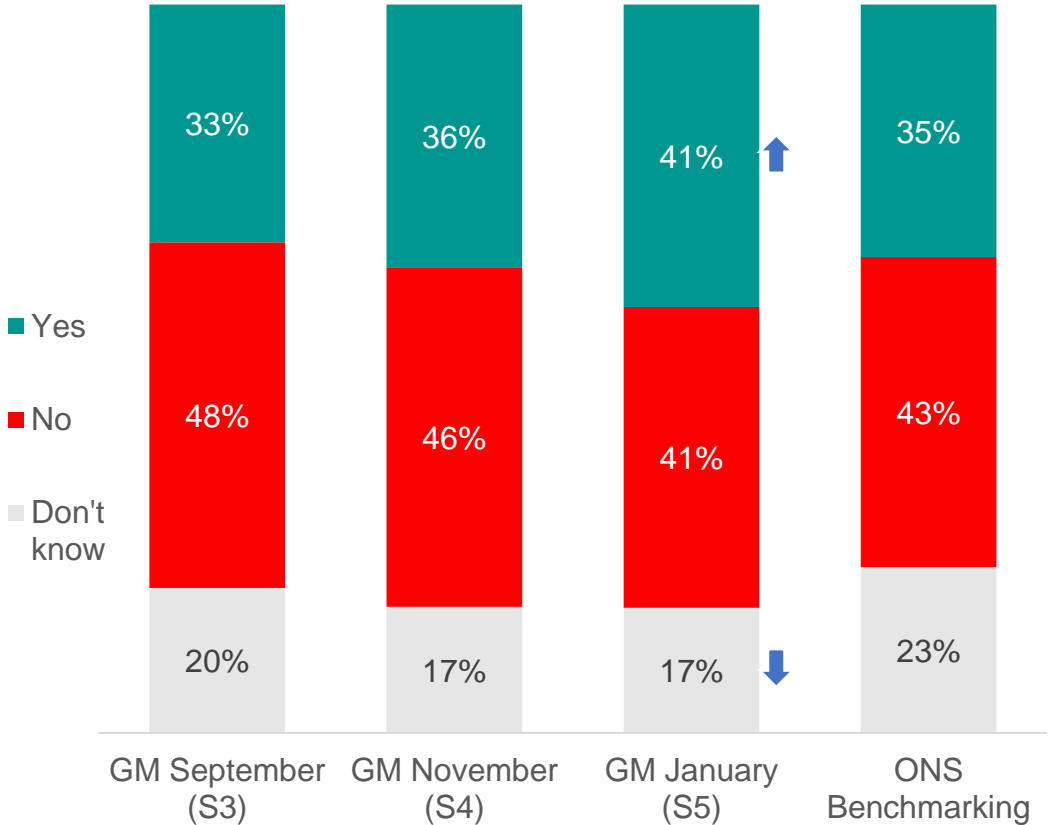


↑ ↓ Significantly higher/lower than the ONS Benchmark

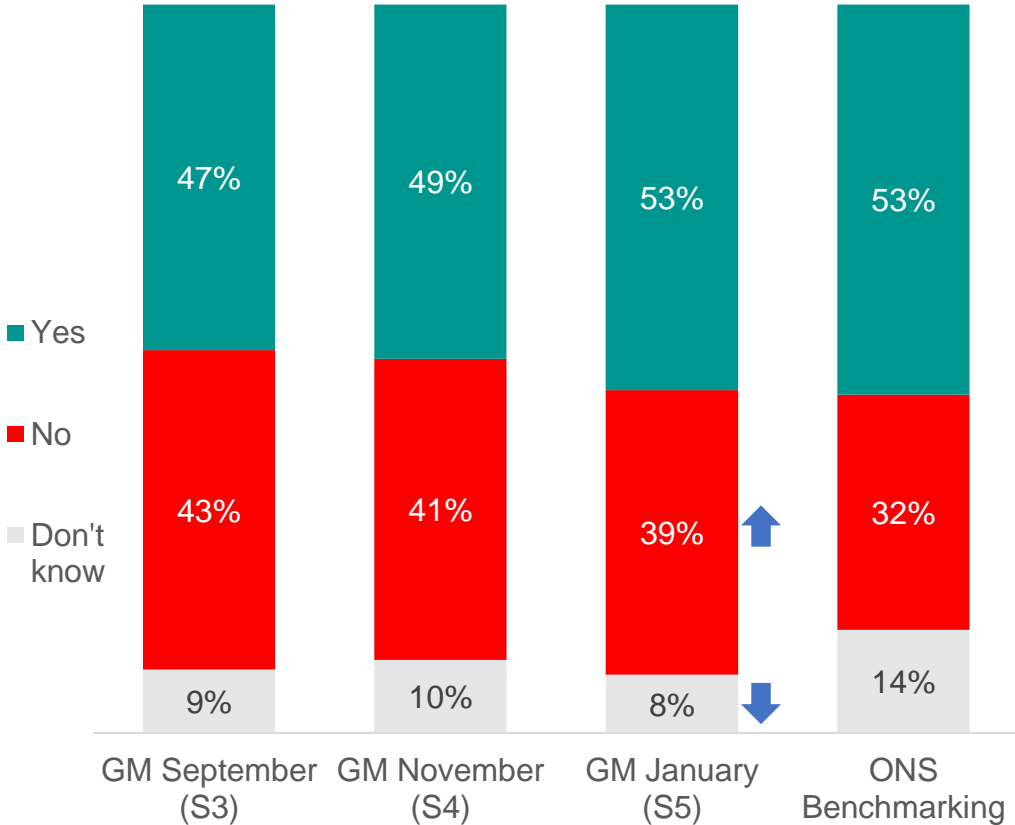
CL7. Which of these, if any, are you doing because of the increases in the cost of living?
 Unweighted base: Survey 4, 1636; Survey 5, 1470 (All respondents). ONS data, based on national fieldwork 7 – 18 December 2022

Significantly more respondents say they will be able to **save money over the next 12 months** (41%) than had said than they thought they would have been able to in November (36%) and more than the GB average (35%). Greater Manchester respondents are less likely than the GB average to be able to **afford an unexpected expense of £850** (39% vs. 32% unable to afford)

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



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

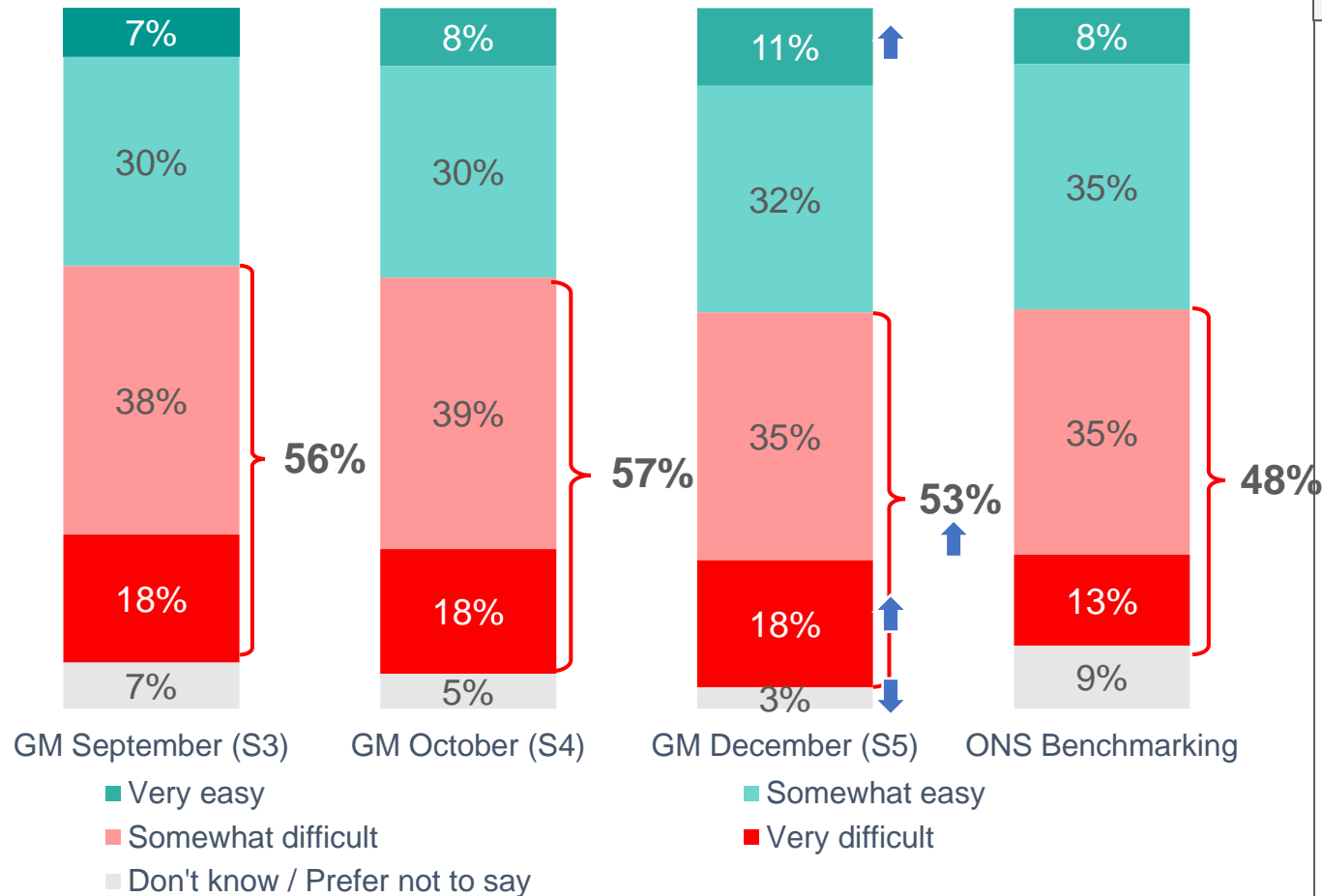


↑ ↓ Significantly higher/lower than the ONS Benchmark

CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2. Could your household afford to pay an unexpected, but necessary, expense of £850? Unweighted base: Survey 3, 1677; Survey 4, 1636; Survey 5, 1470 (All respondents). ONS data, based on national fieldwork 7 – 18 December 2022

Over half (53%) say they are having **difficulty being able to afford their energy costs**, significantly higher than the GB average (48%), but lower than November (57%). Disabled respondents, Asian respondents and those who are financially insecure are significantly more likely to find it difficult

Ease of affording energy costs



↑ ↓ Significantly higher/lower than the ONS Benchmark

% who are significantly more likely to find it very/somewhat difficult to afford their energy costs compared to GM Autumn average (57%)*

Demographics:

- Disabled respondents (71%); including those with mental ill health (79%), a mobility disability (72%) or other disability (70%)
- Respondents who are Pakistani (74%); or African (72%)
- Muslim respondents (72%)
- Those in Rochdale (65%), Manchester (61%), and Bury (61%)

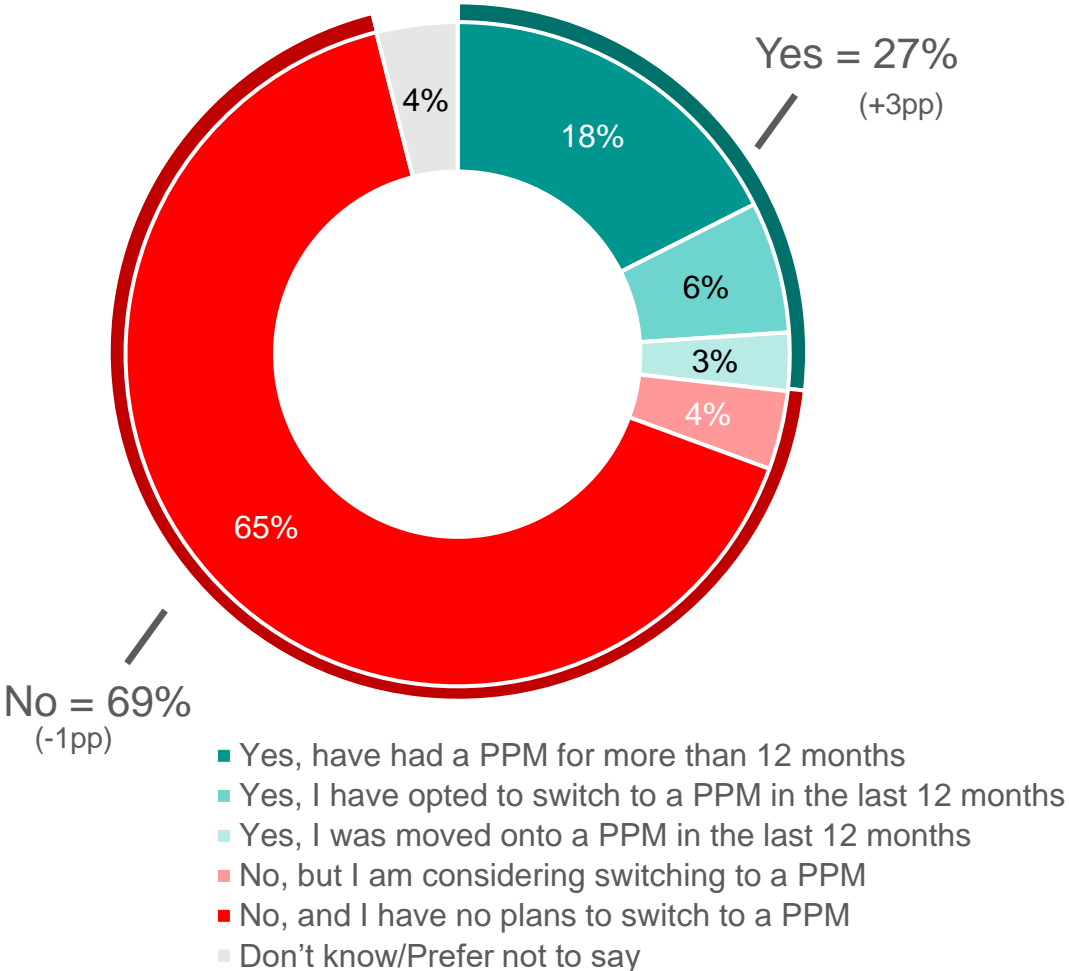
Individual and/or family circumstance:

- Those who find it difficult to afford rent or mortgage payments (94%)
- Those not in work due to ill health or disability (83%)
- Those who have cut the size or skipped a meal (83%); or has had someone in their household do so (77%)
- Those who have not eaten the whole day for lack of money (78%); or has had someone in their household do so (73%)
- Those who have borrowed up to £1000 (77%)
- Those unable to save money in the next year (76%)
- Those who have had to borrow money or use more credit in the last month (75%)
- Homemakers (75%)
- Those considering switching to a prepayment meter (73%)
- Those not confident using digital services (72%)

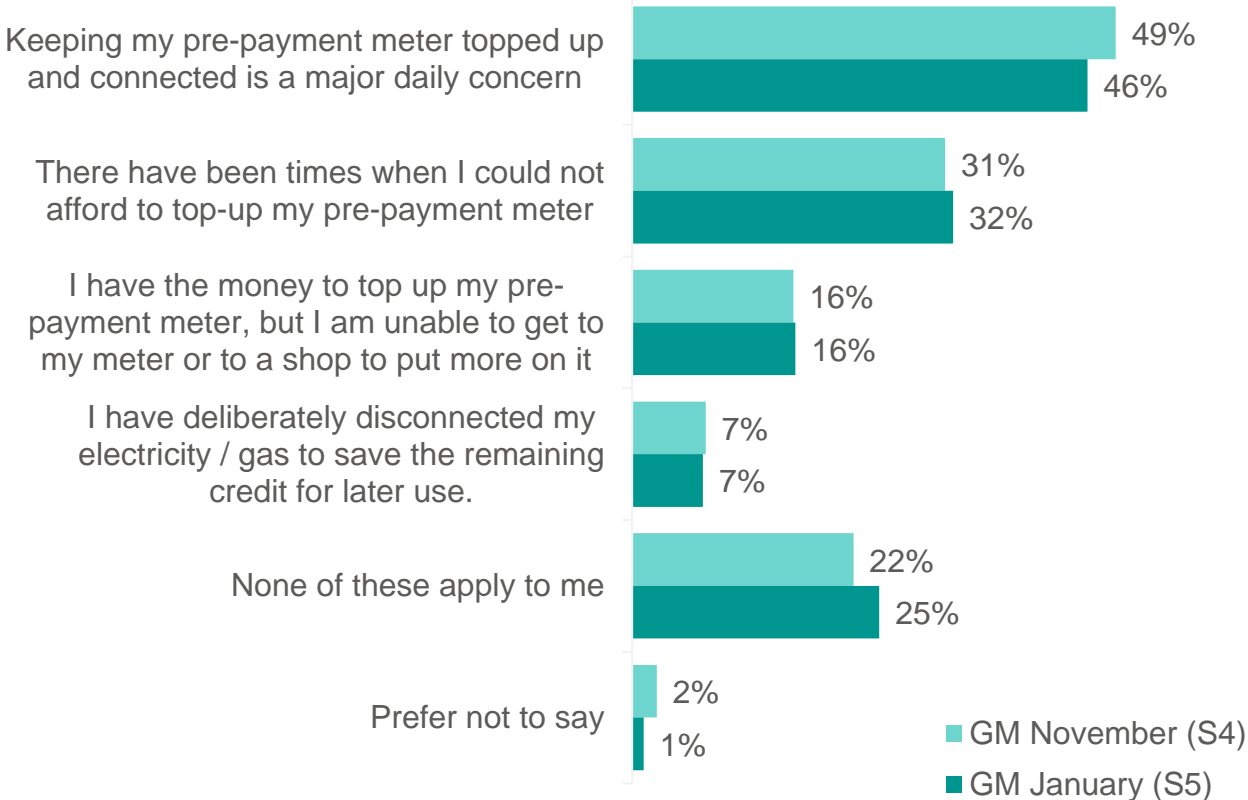
* Subgroup analysis uses merged data from s3+4+5

Over a quarter of respondents reported **being on a pre-payment meter (PPM) (27%)**. Almost half of those with a meter (46%) say they are concerned about keeping it topped up and connected on a daily basis, with almost 1 in 3 (32%) reporting they have been unable to afford their PPM top up at times

Do you have a pre-payment meter? (PPM)



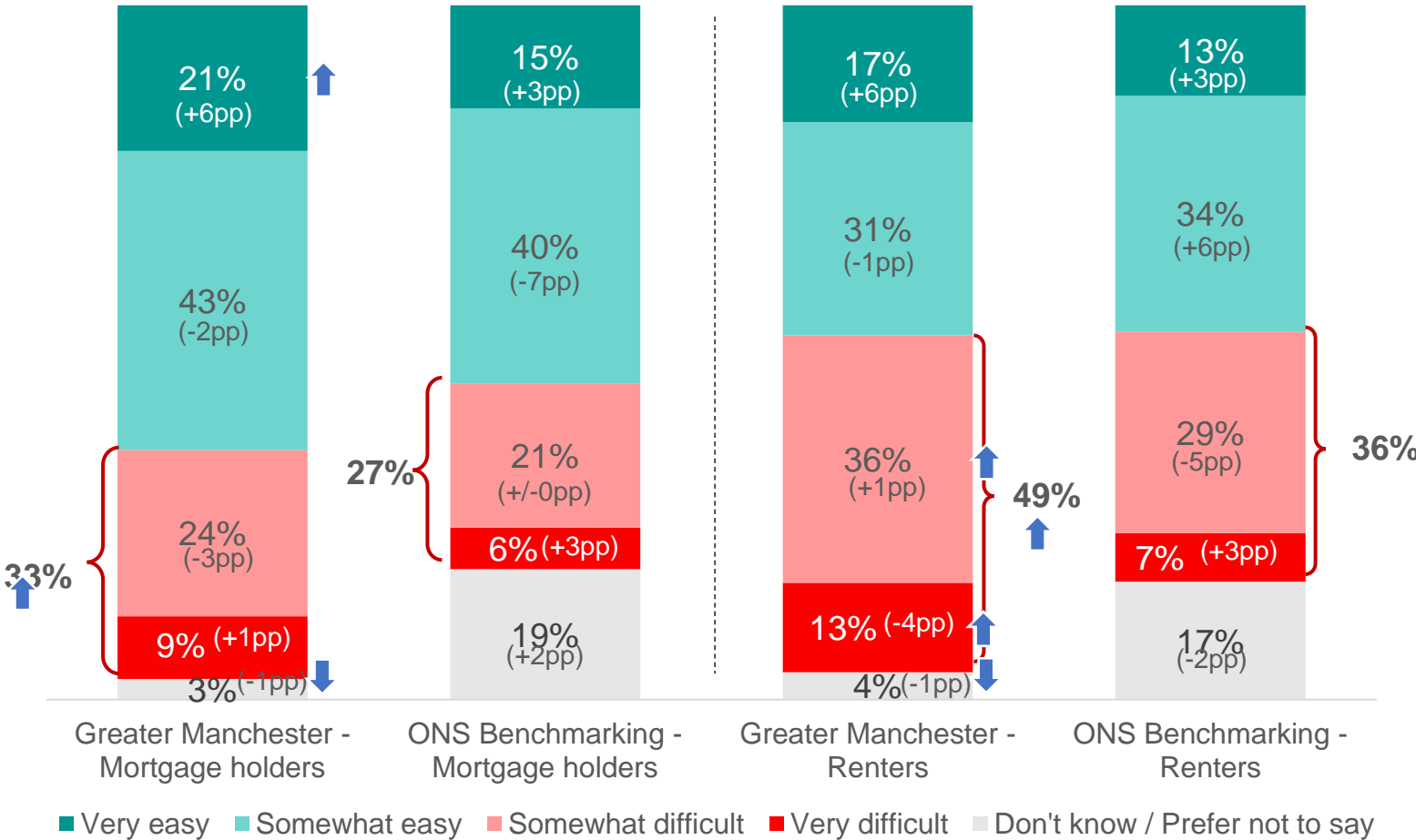
Of those with a pre-payment meter, any of these happened in the past month? (n=311)



CL8. Do you have a prepayment meter (pay-as-you-go meter) in your current home? CL8A. Citizens Advice are reporting that across the UK many energy customers with a prepayment meter are having to go without pay-as-you-go power (known as self-disconnection). Thinking about your use of your pre-payment meter, please select whether any of the following have happened to you in the last month? Unweighted base: S3, 1677; S4, 1636; S5, 1470 (All respondents); S4, 345; S5, 311 (All with a pre-payment meter)

GM respondents are more likely than the GB average to find it difficult to afford their mortgage payments (33% vs. 27%) or their rent (49% vs. 36%)

Ease of affording rent or mortgage payments



% who are significantly more likely to find it difficult to afford mortgage payments compared to the Autumn average (34%):

Demographics

- Those with a disability (48%), including mental ill health (62%)

Individual and/or family circumstance

- Those who have cut the size or skipped a meal (67%); or have someone else in their household done so (56%)
- Those who find it difficult to afford their energy costs (64%)
- Those who have not eaten all day for lack of money (63%)
- Those who have taken a loan from a personal connection (62%); or a bank overdraft (56%)

% who are significantly more likely to find it difficult to afford rent compared to the Autumn GM average (51%):

Demographics

- Those with children at college (71%)

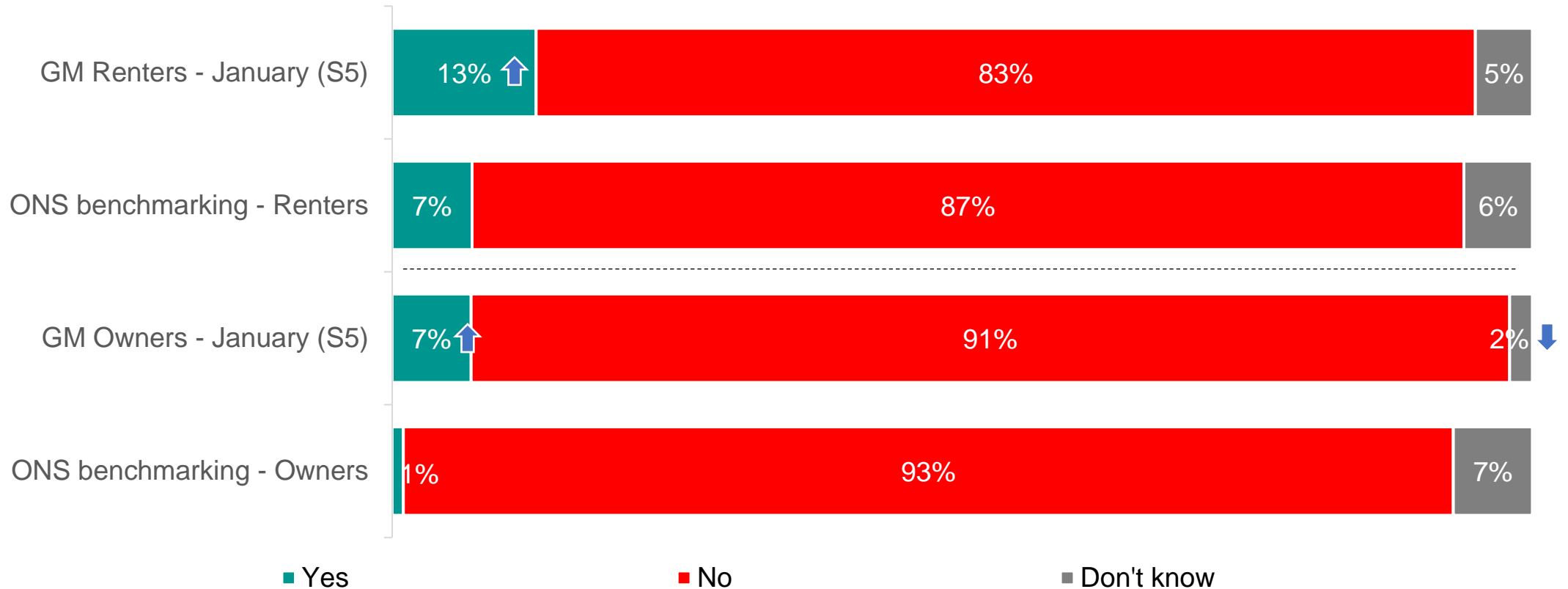
Individual and/or family circumstance

- Those who have taken a loan from a personal connection (74%); or a bank overdraft (71%)
- Those who have had someone in their household cut the size or skipped a meal (72%); or have someone else in their household done so (%)
- Those who have not eaten all day for lack of money (71%)
- Those not confident in using digital services (70%)

↑↓ Significantly higher/lower than the ONS Benchmark

Significantly more GM renter and mortgage owner respondents say they're **behind on their rent and mortgage payments** than the ONS GB average (13% vs 7% renters; 7% vs. 1% home owners)

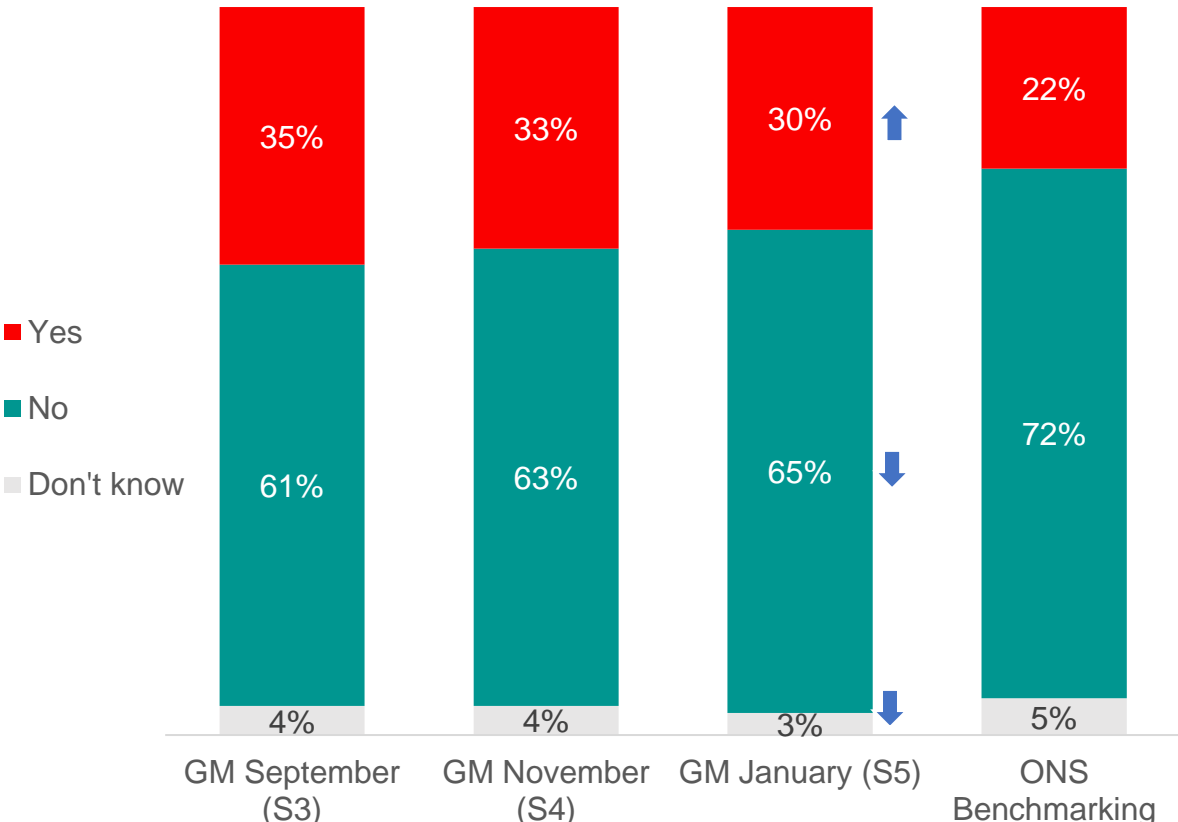
Are you behind on rent or mortgage payments?



↑ ↓ Significantly higher/lower than the ONS Benchmark

Compared with the GB average, Greater Manchester respondents are more likely to have **borrowed more money in the past month than compared to the same time last year (30% vs. 22%)**. These include in particular disabled respondents, those with caring responsibilities and aged 25-34 years.

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



↑ ↓ Significantly higher/lower than the ONS Benchmark

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

Greater Manchester average: 33%

- Those who have a disability (44%), including those with a learning disability (59%), those with mental ill health (57%)
- Those who identify as transgender (32%)
- Those who are currently a carer (43%)
- Those aged 25-34 (49%)
- Those whose first language is not English (47%)
- Pakistani respondents (47%)
- Those living in Manchester (39%)

Individual and/or family circumstance:

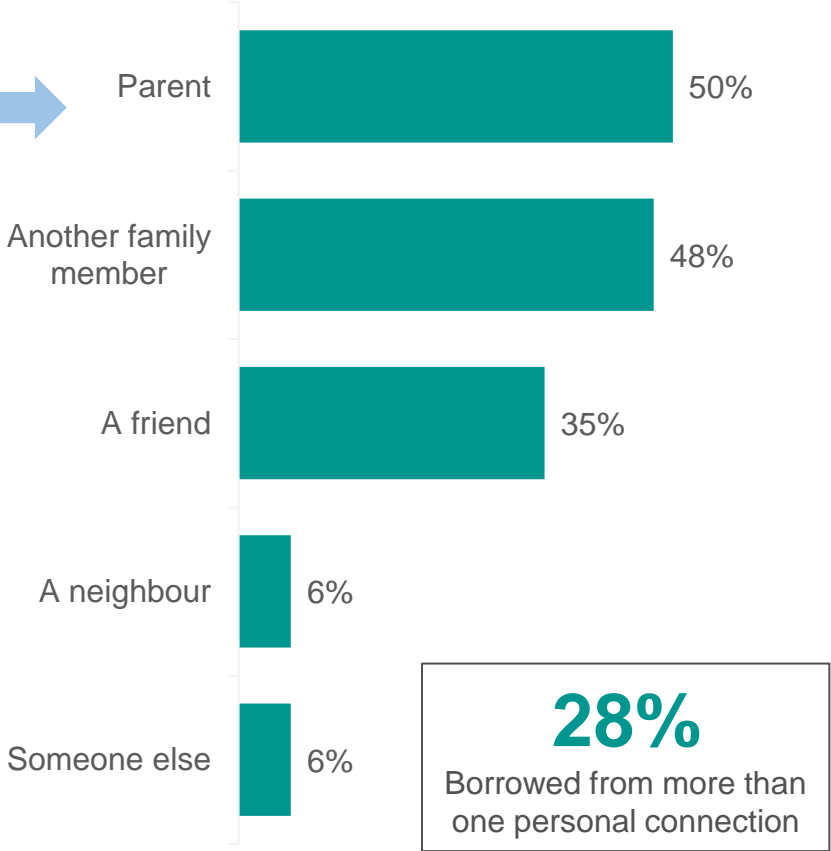
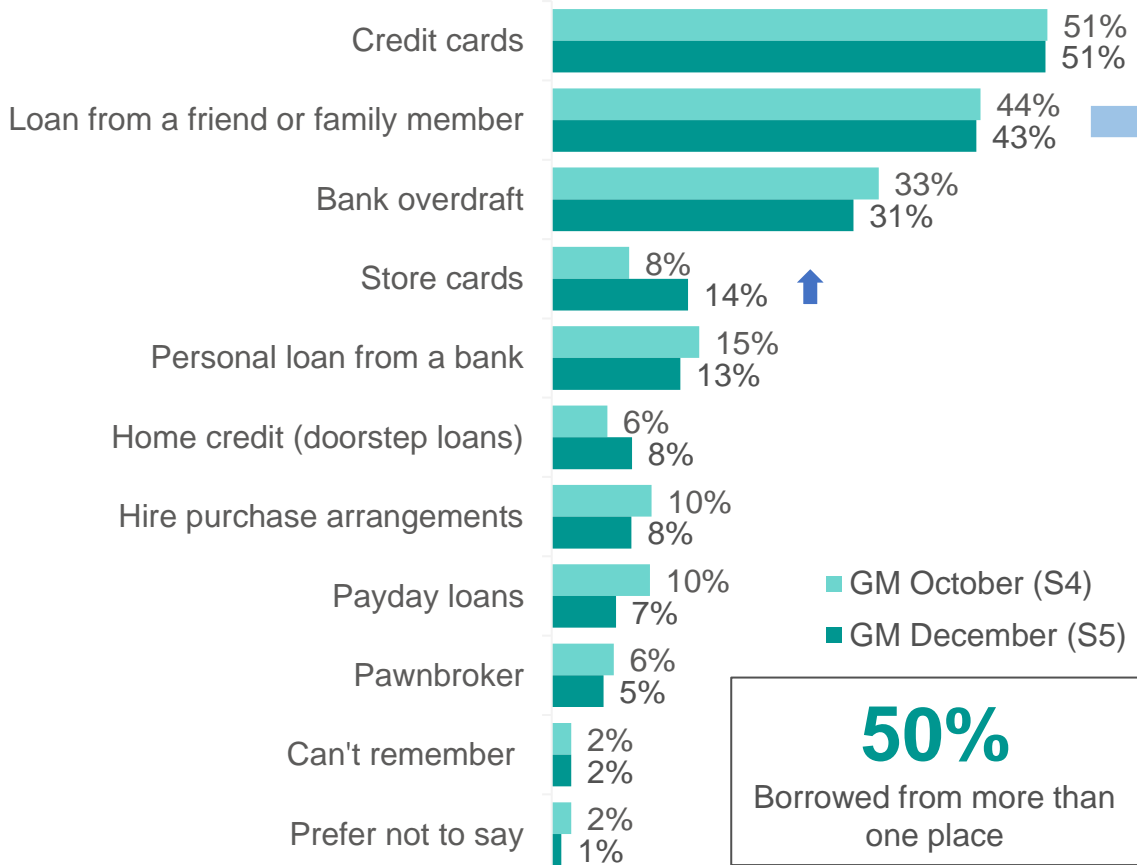
- Those who have cut the size of / skipped meals (62%)
- Those who have not eaten the whole day for lack of money (61%)
- Those with children under 5 years old (56%)
- Those not in work due to ill health or disability (52%)
- Those who have been out of work for more than 6 months (48%)
- Those who are likely to lose their job in the next 12 months (47%)
- Those who are renting a property from a Local Authority/Council (46%)
- Those who are working from home all of the time (45%)

* Subgroup analysis uses merged data from s3+4+5

Of those who have borrowed more money compared to this time last year, half have used **credit cards** (51%). More have used store cards compared to November (14% vs. 8%). Half of those who have borrowed money, have done so from multiple places, and of those who **borrowed from a personal connection**, 1 in 4 (28%) have borrowed from more than one personal connection

Which of the following places have you borrowed money or used credit from

Of those borrowing from a friend or family member (n=172)



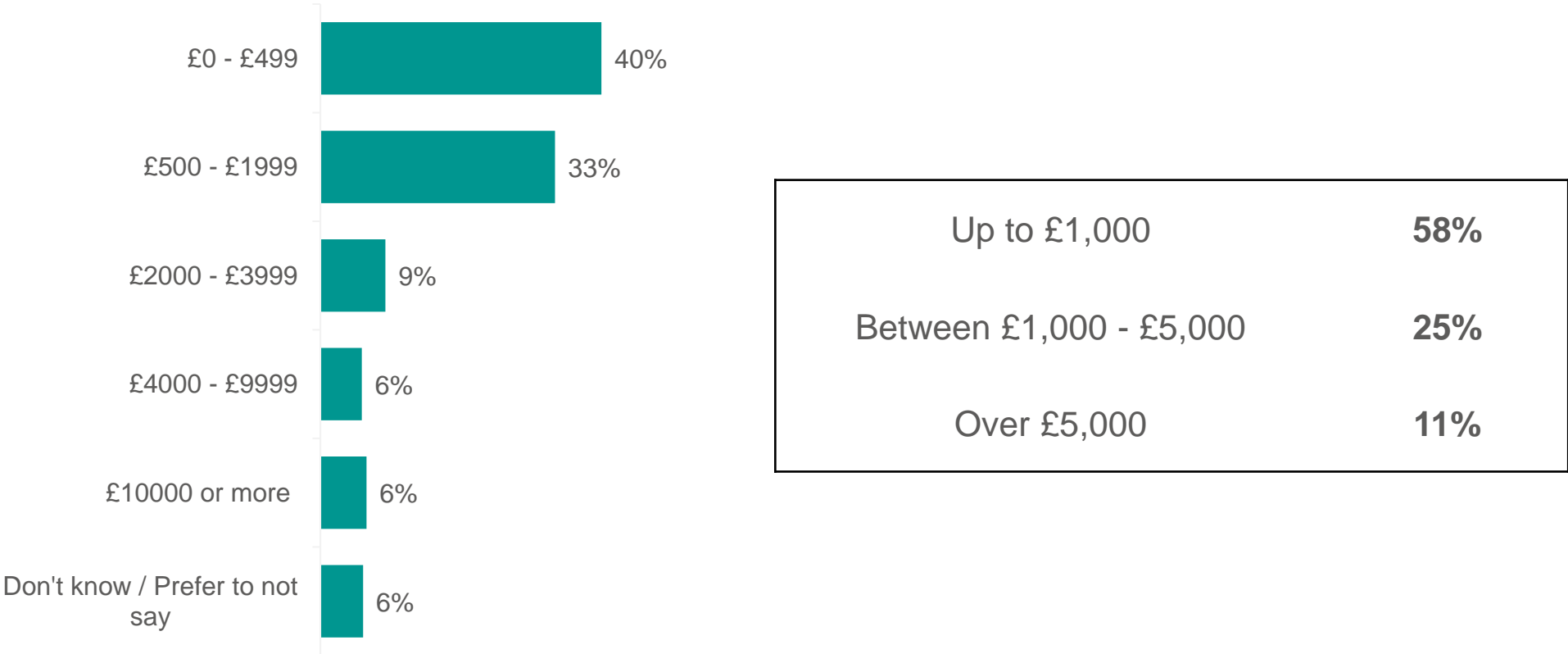
↑ ↓ Significantly higher/lower than the ONS Benchmark

CL3A. You said you have had to borrow more money or use more credit than usual in the last month compared to a year ago. Please select which of the following places you have borrowed this money or used credit from. / CL3B. You said that you have had a loan from a friend or family member, more specifically was this...

Unweighted base: Survey 4, 515; Survey 5, 407 (All who have borrowed more money or used more credit) / 172 (All who have borrowed money from a friend or family member)

Over half of respondents who have **borrowed money or used credit** in the last month compared to a year ago, borrowed up to £1,000 (58%) more. 1 in 10 (11%) have borrowed over £5,000 more.

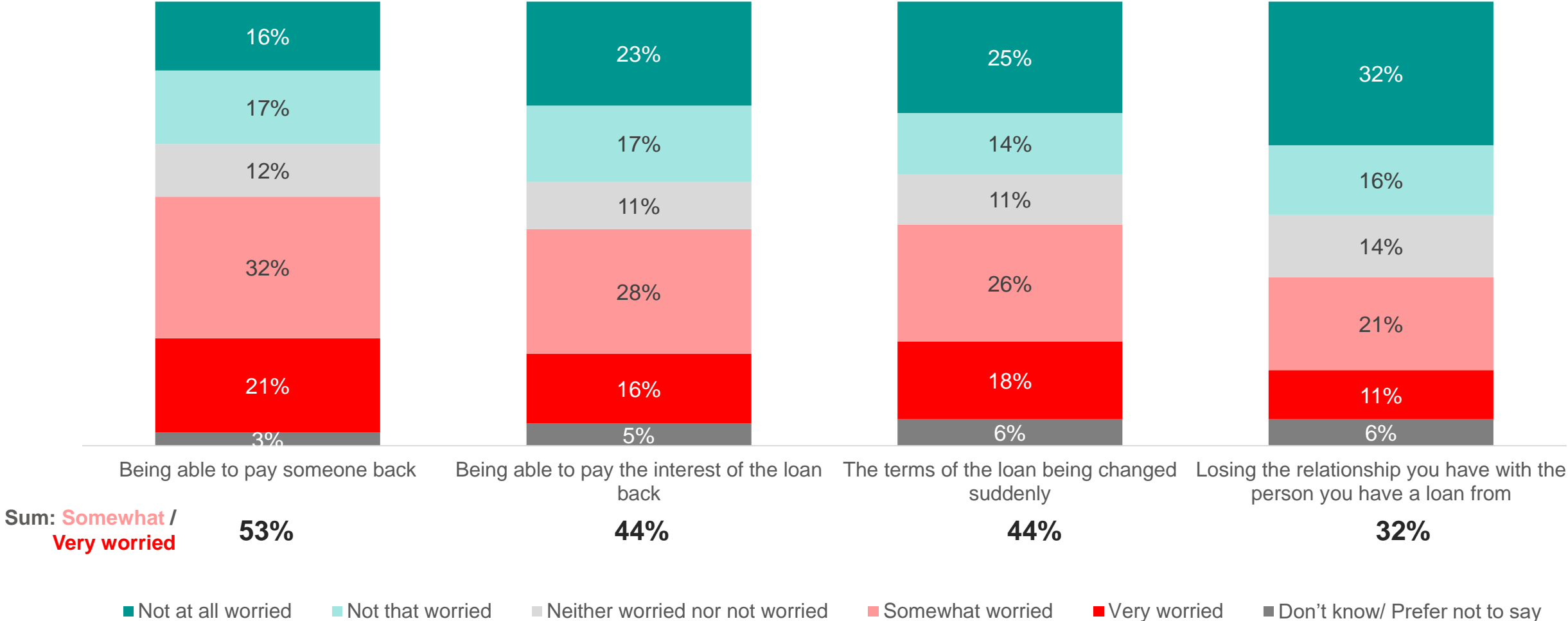
Additional amount borrowed or spent using credit in the last month, compared to a year ago*



*Please note that due to a survey error, the code '£750 - £999' was not included in the survey and data

Over half (53%) of respondents who have borrowed money or used more credit in the last month compared to a year ago, are **worried about their ability to pay someone back**, with over 2 in 5 (44%) worried about their ability to pay the loan's interest or the terms of the loan being changed suddenly

Extent of worry about the following...



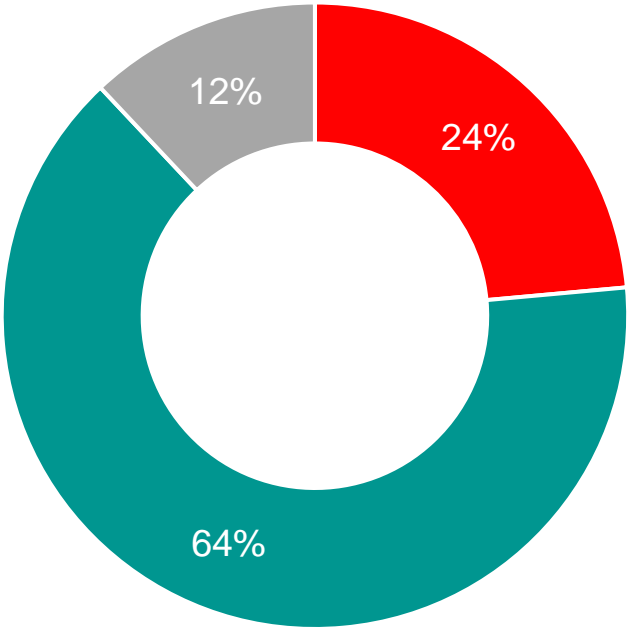
CL3C. How worried are you about any of the following?
 Unweighted base: 445 (All who have borrowed money or used more credit)

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

Those more likely to be worried about their ability to pay someone back compared to the GM average (53%)	Those more likely to be worried about their ability to pay the interest on a loan to the GM average (44%)
<p>Demographics:</p> <ul style="list-style-type: none"> • Disabled respondents (68%); including those with mental ill health (75%) • Under 65s (55%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none"> • Those who have not eaten all day for lack of money (73%) • Those who have cut the size or skipped a meal (69%); or someone else in their household has done so (72%) • Those who find it difficult to afford their rent or mortgage payments (70%) • Those seeking help with the rising cost of living for the first time (66%) • Those entitled to free school meals (65%) • Those with a bank overdraft (64%); or who have loaned from family or friends (63%) • Renters (64%) • Those unable to save money over the next year (63%) • Those who find it difficult to afford their energy costs (61%) • Those worried about the rising cost of living (61%) • Those whose cost of living has increased in the last month (56%) 	<p>Demographics:</p> <ul style="list-style-type: none"> • Those with children in early years (21%) • Parents (53%); including those with children aged 5-15-years-old (53%) • Under 65s (45%) <p>Individual and/or family circumstance:</p> <ul style="list-style-type: none"> • Those using store cards (66%) • Those who have cut the size or skipped a meal (58%); or someone else in their household has done so (63%) • Those who have not eaten all day for lack of money (62%) • Those entitled to free school meals (61%) • Those with a prepayment meter (54%) • Those who find it difficult to afford their rent or mortgage payments (54%) • Those seeking help with the rising cost of living for the first time (54%) • Those who are now borrowing £1,000-£5,000 more, compared to 12 months ago (53%) • Those who find it difficult to afford their energy costs (49%) • Those worried about the rising cost of living (47%)

A quarter (24%) of Greater Manchester residents are **seeking information or support for the first time**, reinforcing how the cost of living crisis is bringing financial concerns to those not traditionally experiencing them

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



■ Yes ■ No ■ Don't know / Prefer not to say

Those seeking information or advice on the rising cost of living for the first time compared to GM average (24%):

Demographics:

- Disabled respondents (38%); including those with mental ill health (43%); or a mobility disability (35%)
- Those in racially minoritised communities (40%)
- Those aged 18-24 (39%)
- Respondents who are Asian or Asian British (39%)
- Those who are Muslim (39%)

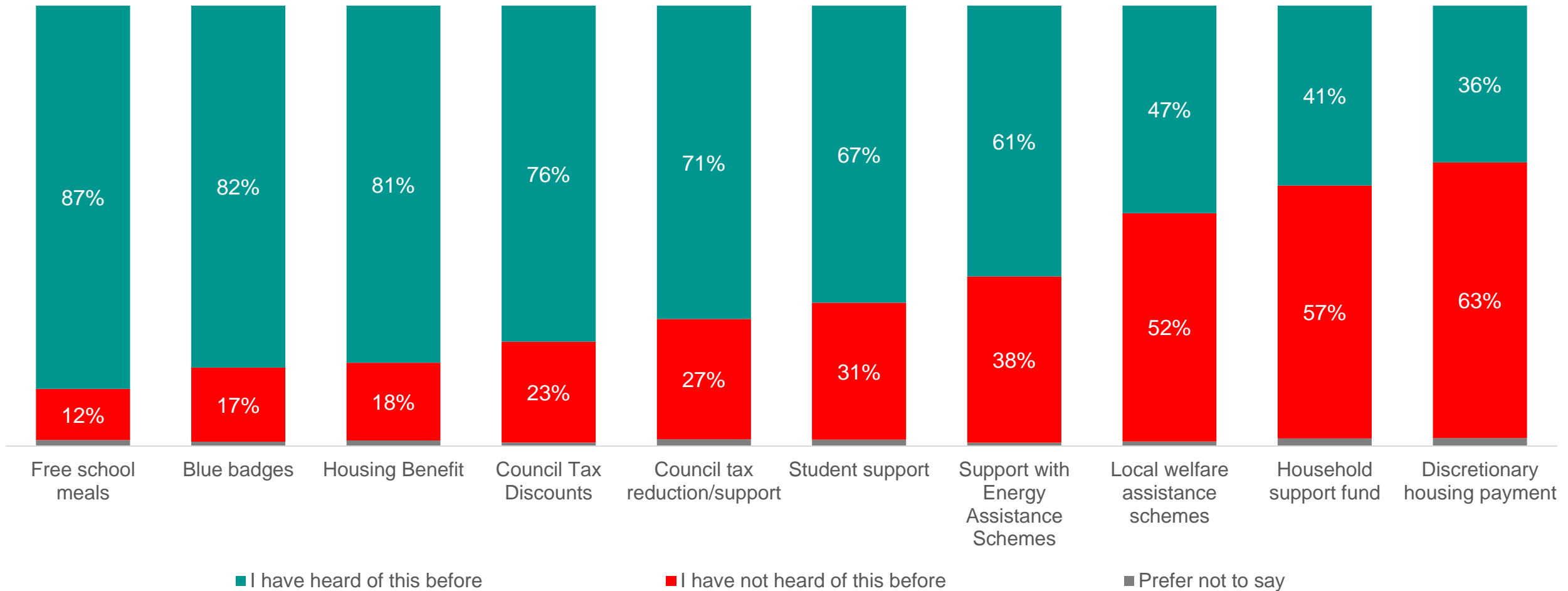
Individual and/or family circumstance:

- Those who have opted to switch to a pre-payment meter in the last 12 months (67%)
- Those who have not eaten all day for lack of money (53%); or have had someone else in their household do so (47%)
- Those who have cut the size of or skipped a meal (44%); or someone else in the household has (42%)
- Those who have got a loan from a friend, family member, neighbour or other personal connection (42%)
- Those not in work due to ill health or disability (42%)
- Those who have a household income of up to £10,399 per year (41%)
- Those who are renting a property from a Housing Association/Trust (40%)

CL22. We know from many councils and charities that there are people who have previously managed financial downturns without assistance, who are now seeking information, advice or support with the rising cost of living for the very first time. Is this true of your household? Unweighted base: 1470 (All respondents)

When asked about various forms of **financial support available**, in many instances at least half of respondents said they were aware the support was available. However this was not true for local welfare assistance schemes (47%), household support fund (41%) or discretionary housing payment (36%)

Awareness of types of financial support



Detailed findings:

Food security

The food security score

Approach

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

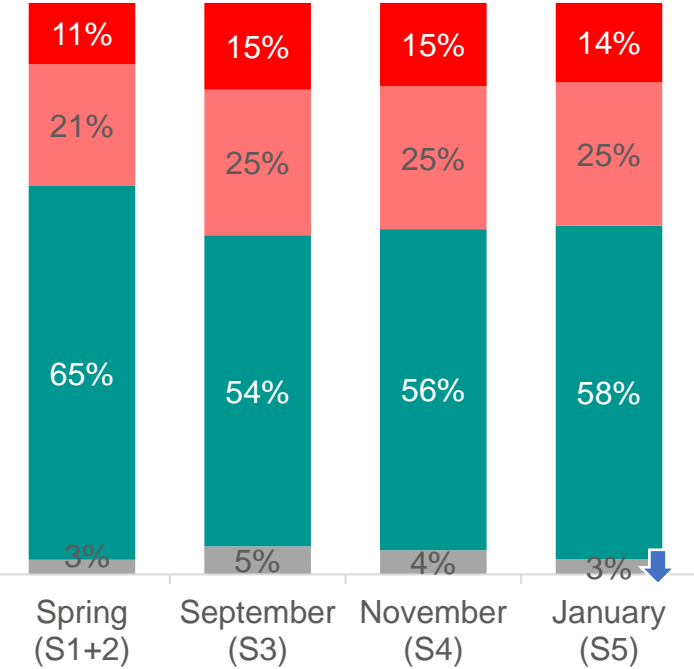
Food security score

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

The proportion of respondents who are **worried about their food running out** (40% to 39%) has not changed significantly since November. Those who **couldn't afford balanced meals** and whose **food didn't last and couldn't afford more** often is also stable since last wave (41% to 42% and 36% to 35%)

In the past twelve months, have you...?

...worried whether your food would run out before you got money to buy more

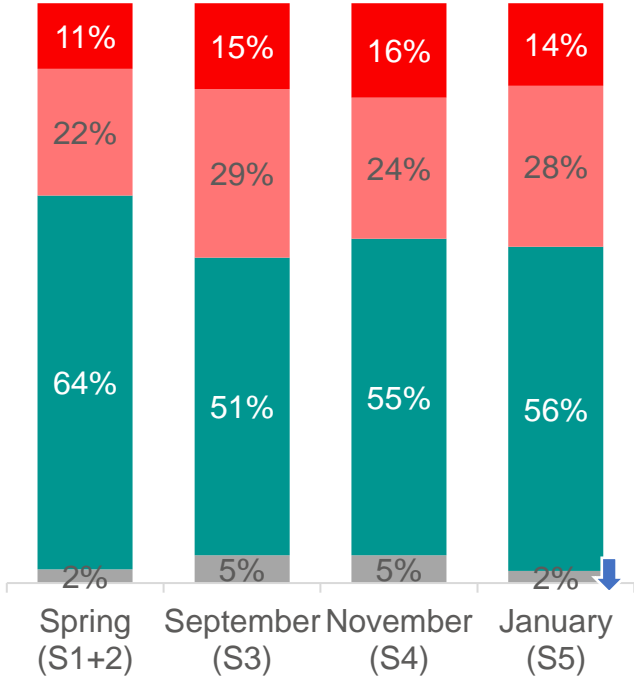


Sum: **Often/Sometimes true**

32% **41%** **40%** **39%**

■ Don't know

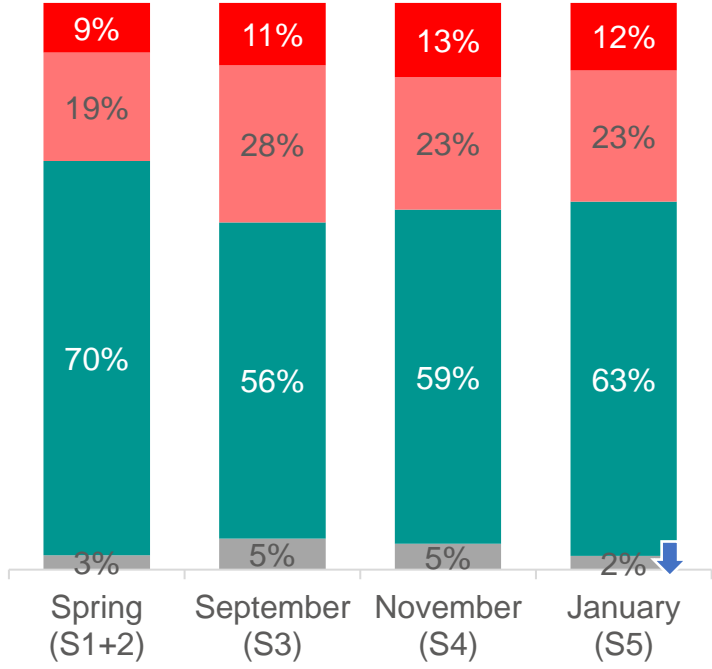
...couldn't afford to eat balanced meals



33% **44%** **41%** **42%**

■ Never ■ Sometimes true

... experienced the food you bought didn't last, and you didn't have money to get more



28% **39%** **36%** **35%**

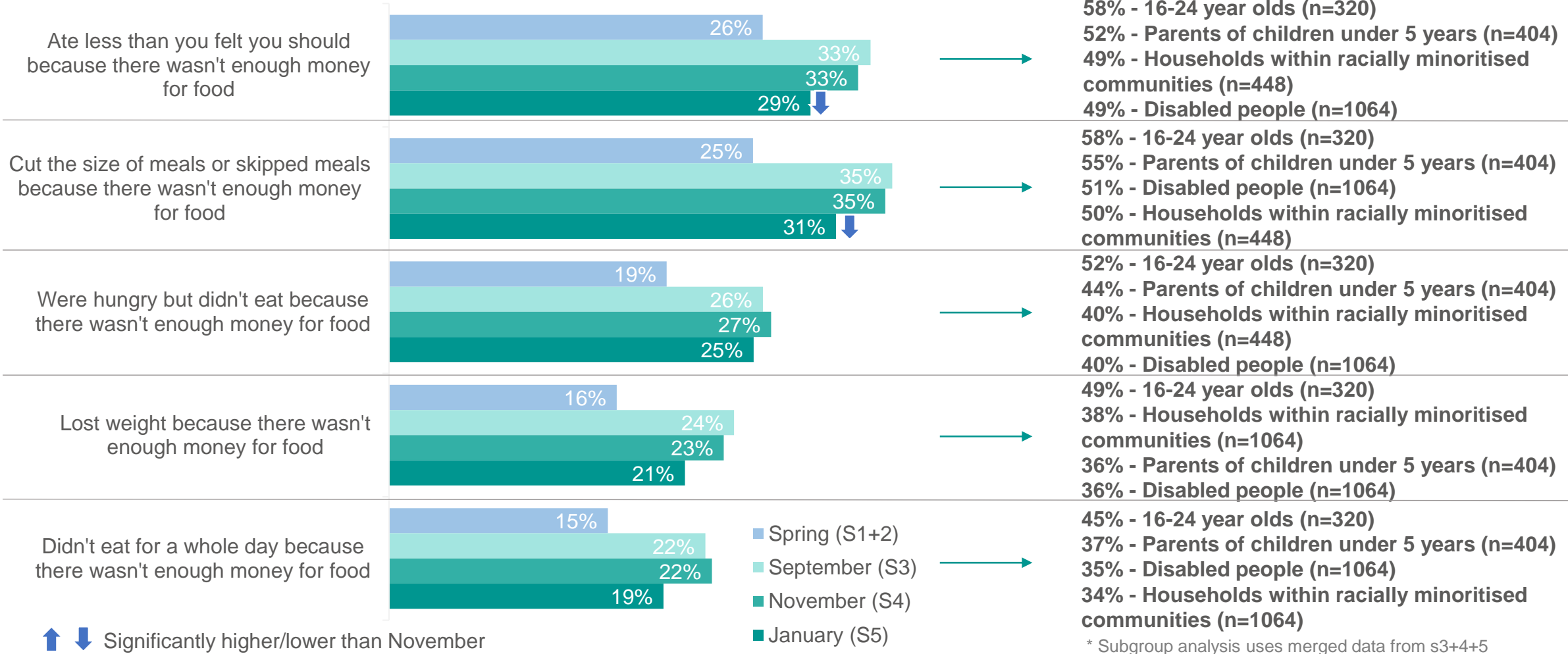
■ Often true

↑ ↓ Significantly higher/lower than November

B2. How true would you say the following statements are when applied to your household for the last 12 months?
 Unweighted base: Survey 1+2, 2840 (All respondents); Survey 3, 1442; Survey 4, 1366; Survey 5, 1220 (Online respondents)

The proportion of households having their eating habits impacted in any way due to lack of money has fallen. Significantly fewer people report eating less than they should or cutting the size or skipping meals in the last twelve months in January, than had done so in November (29% vs. 33%; 31% vs. 35%)

In the past twelve months, have you...? (% saying yes, me or someone in the household)

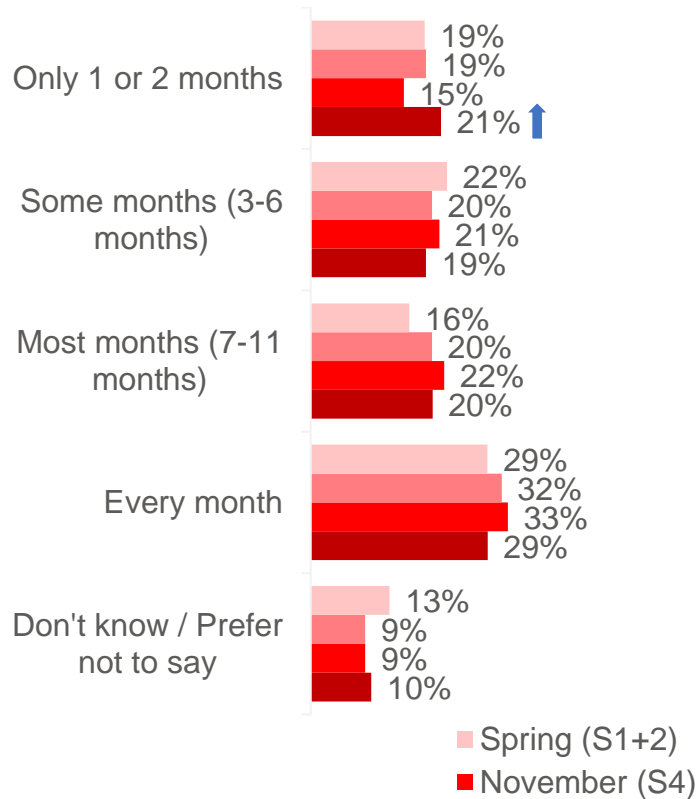


B3. In the past 12 months have any of the following happened to you or someone else in your household?
Unweighted base: Survey 1+2, 2340; Survey 3, 1442; Survey 4, 1366; Survey 5, 1220 (Online respondents)

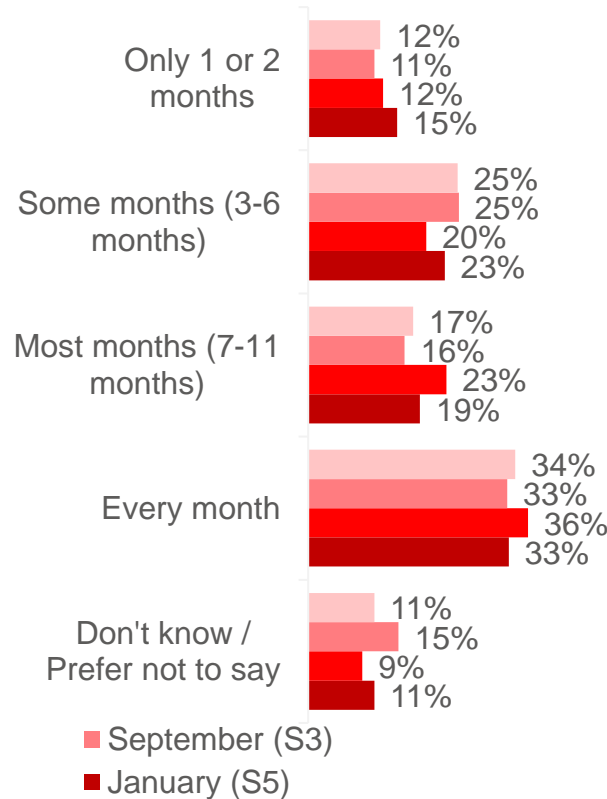
Around a third of respondents who are not eating for a whole day (33%) are **having to do this every month. Almost 3 in 10 (29%) respondents who are cutting the size of meals are also having to do this every month**

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

... cut the size of your meals or skip meals because there wasn't enough money for food? (31% of respondents, n=338)



... not eaten for a whole day because there wasn't enough money for food? (19% of respondents, n=191)



% not eating for a whole day for lack of money for food every month is significantly higher compared to Autumn average (34%) among...*

Demographics:

- Disabled respondents (45%)
- 1 person households (44%)

Individual and/or family circumstance:

- Those not in work due to ill health or disability (44%)
- Those who have cut the size or skipped a meal (41%)
- Those earning up to £15,599 (38%)
- Those unable to save money in the next year (37%)
- Those who had to borrow money or use more credit in the last month (37%)
- Those worried about the rising cost of living (36%)

* Subgroup analysis uses merged data from s3+4+5

↑ ↓ Significantly higher/lower than the Greater Manchester Residents' survey 4

Food insecurity continues to **impact families** – however, there has been no significant movement on any impacts since November. Younger cohorts, Muslim and disabled respondents are more likely to rely on low-cost food to feed children in their households

In the last year...

I relied on only a few kinds of low-cost food to feed the children in my household because I was running out of money to buy food



I couldn't feed the children in my household a balanced meal, because I couldn't afford that



I cut the size of any of the children's meals because there wasn't enough money for food



The children in my household were not eating enough because I just couldn't afford enough food



Any of my children were hungry but I just couldn't afford more food



Any of my children skipped a meal because there wasn't enough money for food



Any of my children did not eat for a whole day because there wasn't enough money for food



■ Often ■ Sometimes ■ Never

	Spring S1+2	Sept S3	Nov S4	Jan S5
I relied on only a few kinds of low-cost food to feed the children in my household because I was running out of money to buy food	42%	36%	37%	32%
I couldn't feed the children in my household a balanced meal, because I couldn't afford that	26%	25%	24%	27%
I cut the size of any of the children's meals because there wasn't enough money for food	20%	17%	22%	21%
The children in my household were not eating enough because I just couldn't afford enough food	20%	19%	21%	19%
Any of my children were hungry but I just couldn't afford more food	21%	17%	21%	19%
Any of my children skipped a meal because there wasn't enough money for food	17%	22%	22%	17%
Any of my children did not eat for a whole day because there wasn't enough money for food	15%	17%	16%	17%

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

Demographics:

- Those living in Rochdale (17%)
- 16-24-year-olds (17%)
- Pakistani respondents (17%)
- Muslim respondents (15%)
- Disabled respondents (16%)
- 3 person households (15%)

Individual and/or family circumstance:

- Those who have a personal loan from a bank (22%); loan from a friend or family member (20%)
- Those earning up to £15,599 (18%)
- Those renting from their local authority or council (18%)
- Those working from home all of the time (17%)
- Those with a prepayment meter in their home (17%)
- Those entitled to free school meals (16%)

* Subgroup analysis uses merged data from S3+4+5

↑ ↓ Significantly higher/lower than the Greater Manchester Residents' September (S3)

Digital inclusion – telephone sample only

Key findings

[page 67](#)

Approach and sample

[page 68](#)

Overview

[pages 69-70](#)

Confidence in digital services

[page 72](#)

Digital exclusion

[pages 73-74](#)

Digital service accessibility

[pages 75-76](#)

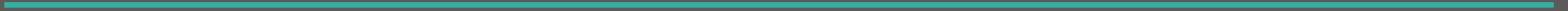
Current and future use

[page 77](#)

Online activities

[page 78](#)

Overview: Digital inclusion

The background features a dark grey field with several overlapping teal shapes. On the left, a large teal circle is partially cut off by the edge. To its right, a large, light teal shape with a rounded top and a flat bottom overlaps the dark grey background. Further right, a smaller teal circle overlaps the light teal shape. On the far right, another teal circle overlaps the light teal shape and the dark grey background. A thin teal horizontal line is positioned near the bottom of the slide.

Digital inclusion – key findings

OVER A THIRD EXPERIENCE DIGITAL EXCLUSION

- In Autumn (surveys 3+4+5), 36% of respondents noted that their household experienced some form of digital exclusion.
 - 19% of GM households are experiencing a single aspect of digital exclusion and 17% are experiencing multiple aspects

DIGITAL EXCLUSION IS MOST LIKELY TO BE CAUSED BY A LACK OF SKILLS OR SUPPORT TO GET ONLINE

- When considering the various barriers to getting online, respondents are most likely to say that they do not have either the skills they need to access and use digital services online (20%) or the support to do so (20%) at least some of the time

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

- Different groups are impacted by digital exclusion in different way:
 - Disabled people are less likely to be able to afford digital connectivity (73% compared to 88% across the city region)
 - Older respondents (especially those aged 75+) are less likely to have access to the devices they need to be online (61% compared to 91% across the city region). However, it is worth noting that those aged 75+ are much more likely to say they do not use digital services and do not want to use them (31% vs. 5% of GM respondents)

SHORT TERM TRENDS IN DIGITAL EXCLUSION

- Reported digital exclusion has risen in January to 40%, from 30% in November and 37% in September.
 - Due to small base (sample) sizes, only the most recent of these changes is statistically significant

CONFIDENCE USING DIGITAL SERVICES

- Since Autumn, 15% of respondents say they are not confident using digital services online.
 - This figure rises among older audiences aged 75+ (46%) and disabled respondents (29%)
-

Approach and sample – Digital inclusion

Approach

This report presents summary findings for survey 3, 4 and 5 of the 2022 research study of a representative sample of the Greater Manchester population. In this section the samples for the three surveys conducted in Autumn 2022 (September, November and January) have been merged to provide a more robust sample size for sub-group analysis.

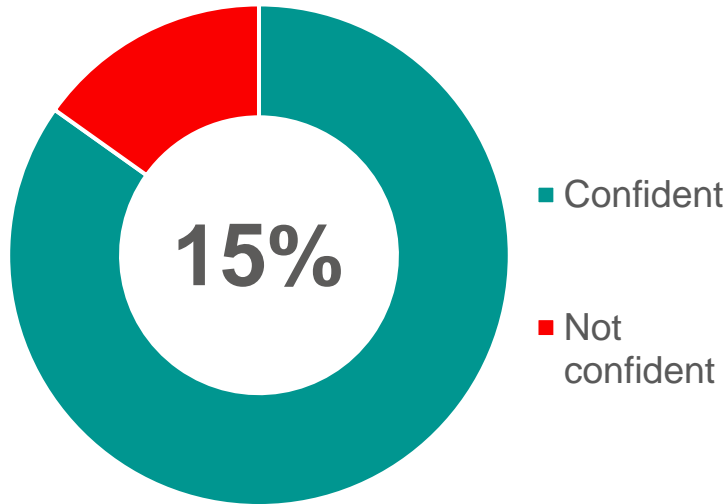
In this section only the responses of the telephone sample are presented. The telephone methodology was selected to ensure that the sample is not influenced by respondents taking the survey online, who are by definition digitally included.

There is a particular focus on over 75 year olds, under 25 year olds, and disabled people as priority groups for GM activity to address digital exclusion.

Questions of this nature have not been asked of Greater Manchester residents before and as such, these results should be treated as indicative rather than conclusive at this stage – they are best used as indicators to open up further dialogue.

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

Summary: Digital Inclusion – merged Autumn 2022 findings



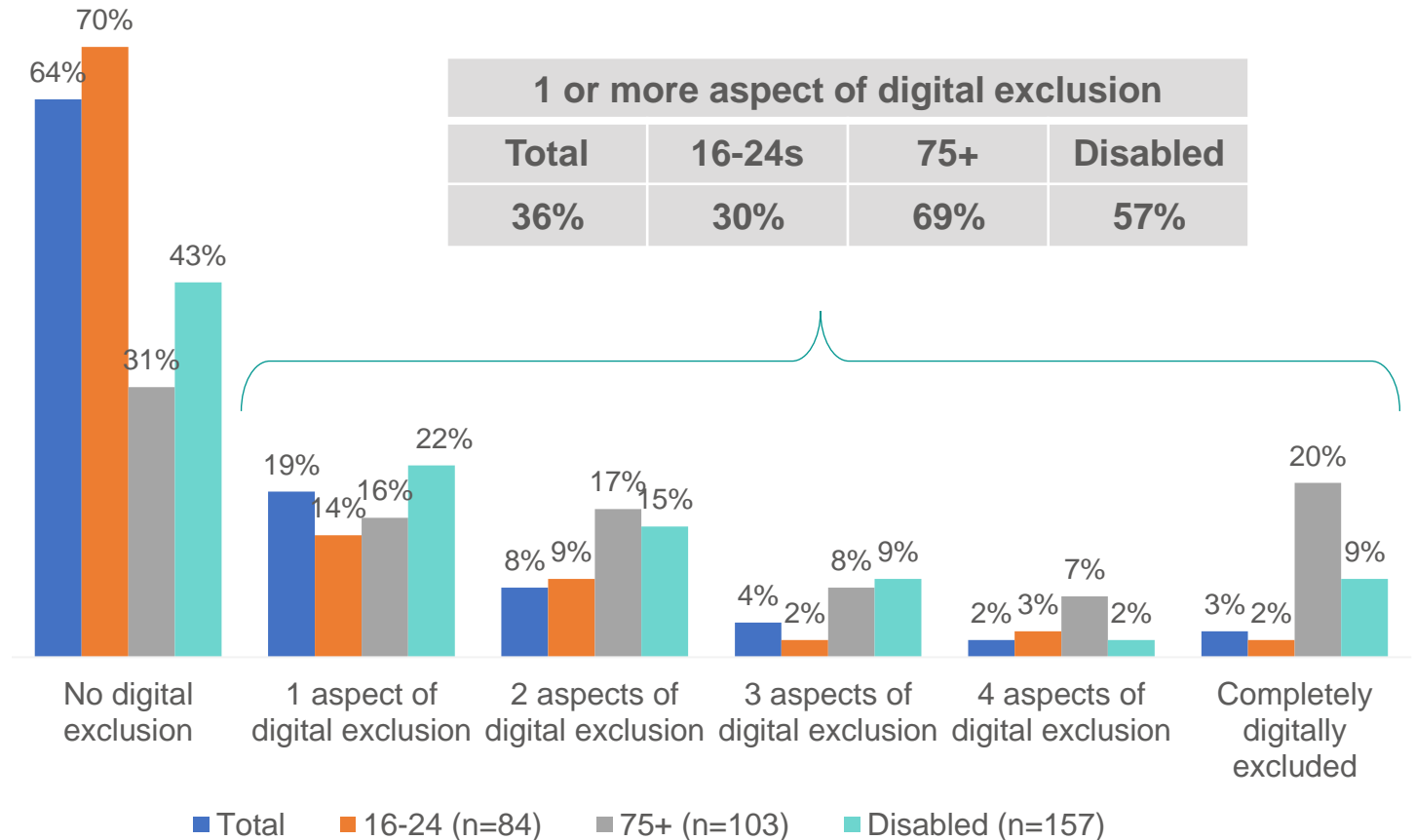
15% of households have someone (respondent or others) who is not confident in using digital services online

Fewer than one in five respondents are not confident someone in their household can use the digital services they need and want online. However, there are key differences for GM's priority cohorts, as follows...

46%	29%	12%
Aged 75+	Disabled respondents	Aged 16-24

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

Number of aspects of digital exclusion experienced*

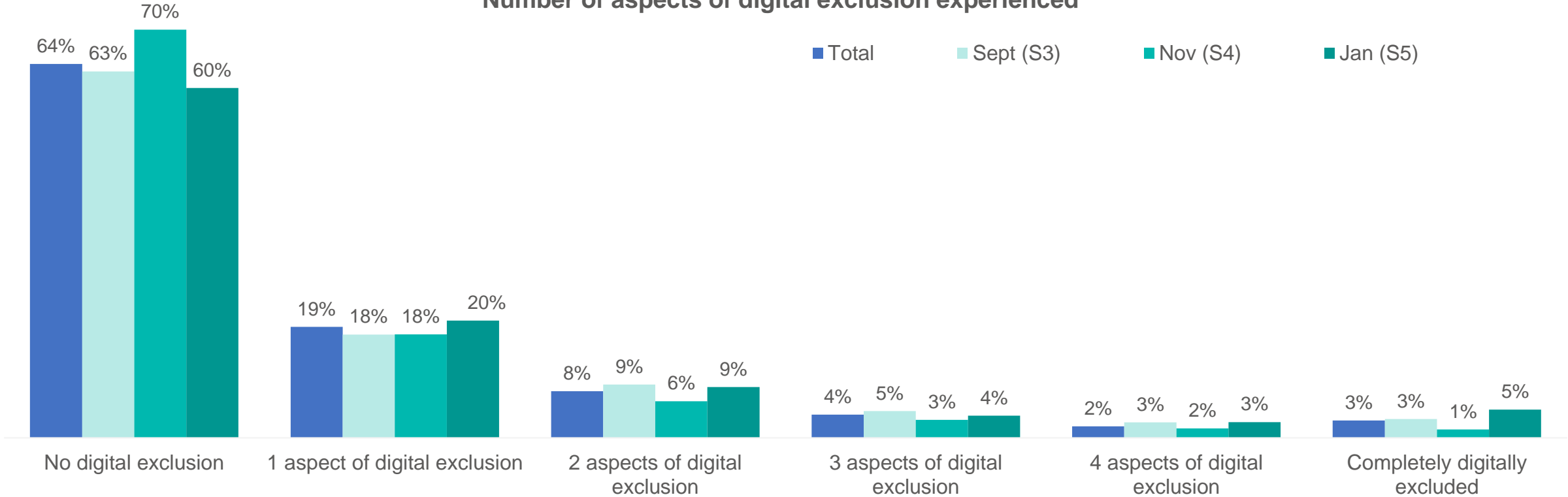


Unweighted base: 755 (Telephone respondents Autumn: S3+S4+S5) *Aspects of digital exclusion = consistent and reliable access to an internet connection at home; to devices that allow access to the internet; affording access to the internet; skills needed to access and use digital services online; support needed to access and use digital services online

Summary: Digital Inclusion – September to January tracking

At least 3 in 5 respondents have not experienced digital exclusion throughout Autumn. Comparing between survey waves, digital inclusion has dropped from 70% in November to 60% in January

Number of aspects of digital exclusion experienced*



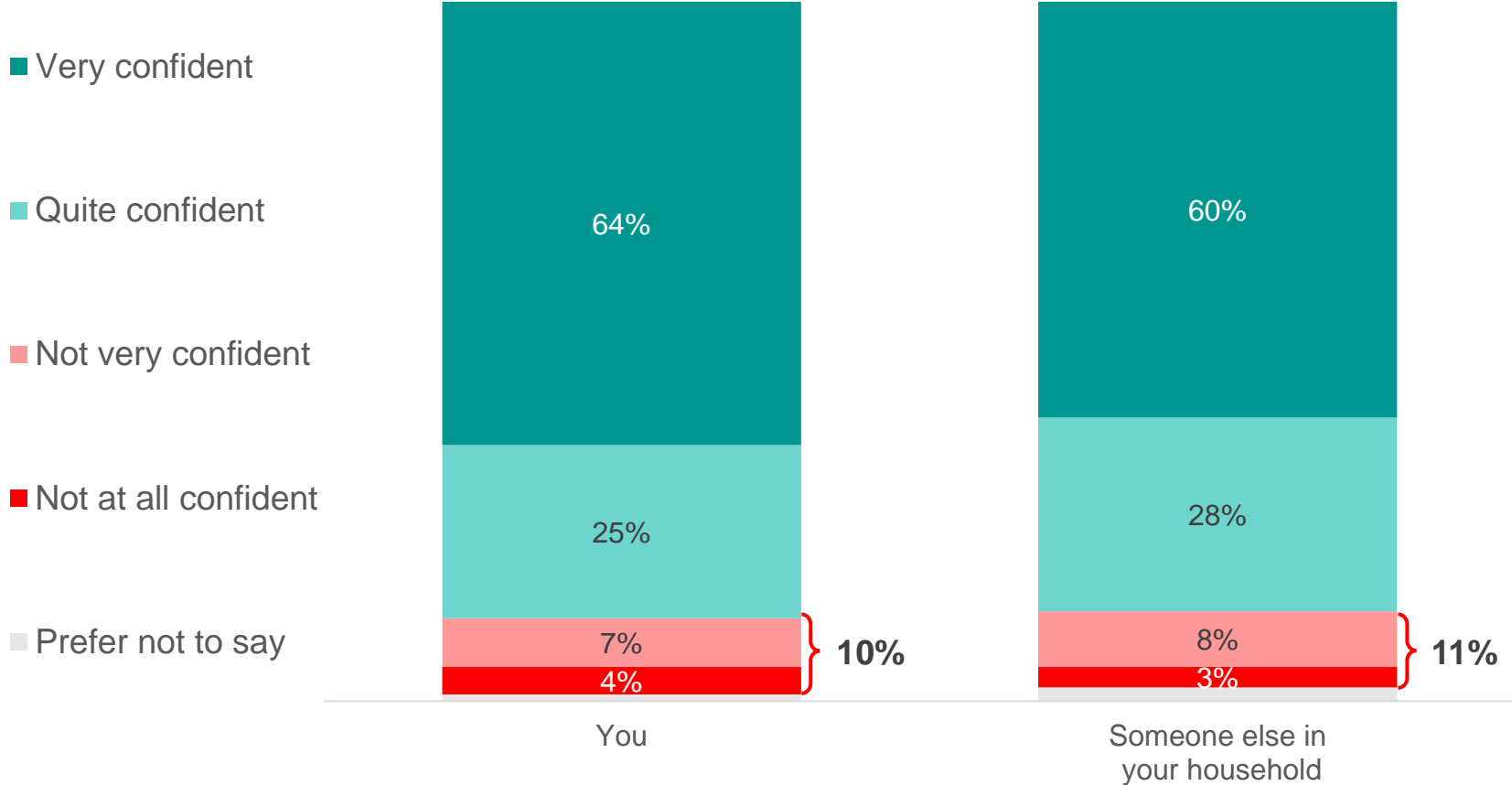
Unweighted base: Survey 3, 235; Survey 4, 270; Survey 5, 250 (Telephone respondents) *Aspects of digital exclusion = consistent and reliable access to an internet connection at home; to devices that allow access to the internet; affording access to the internet; skills needed to access and use digital services online; support needed to access and use digital services online

The background features a dark grey base with several overlapping teal shapes. On the left, a large teal circle partially overlaps the edge. In the center and right, there are larger, more complex teal shapes that resemble stylized human figures or abstract forms, with some overlapping each other. A thin teal horizontal line is positioned near the bottom of the page.

Detailed findings: Digital inclusion (merged Autumn 2022 data)

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

How confident are you in using digital services online?



Respondents in the Telephone sample more likely to personally be not very/not at all confident in using digital services online (vs. 10% Autumn GM average):

Demographics:

- Those aged 65+ and living alone (40%)
- Those aged 75+ (35%)
- Retired respondents (29%)
- Disabled respondents (23%); including those with a mobility disability (40%)
- 1 person households (21%)
- Those without children under 25-years-old (13%)

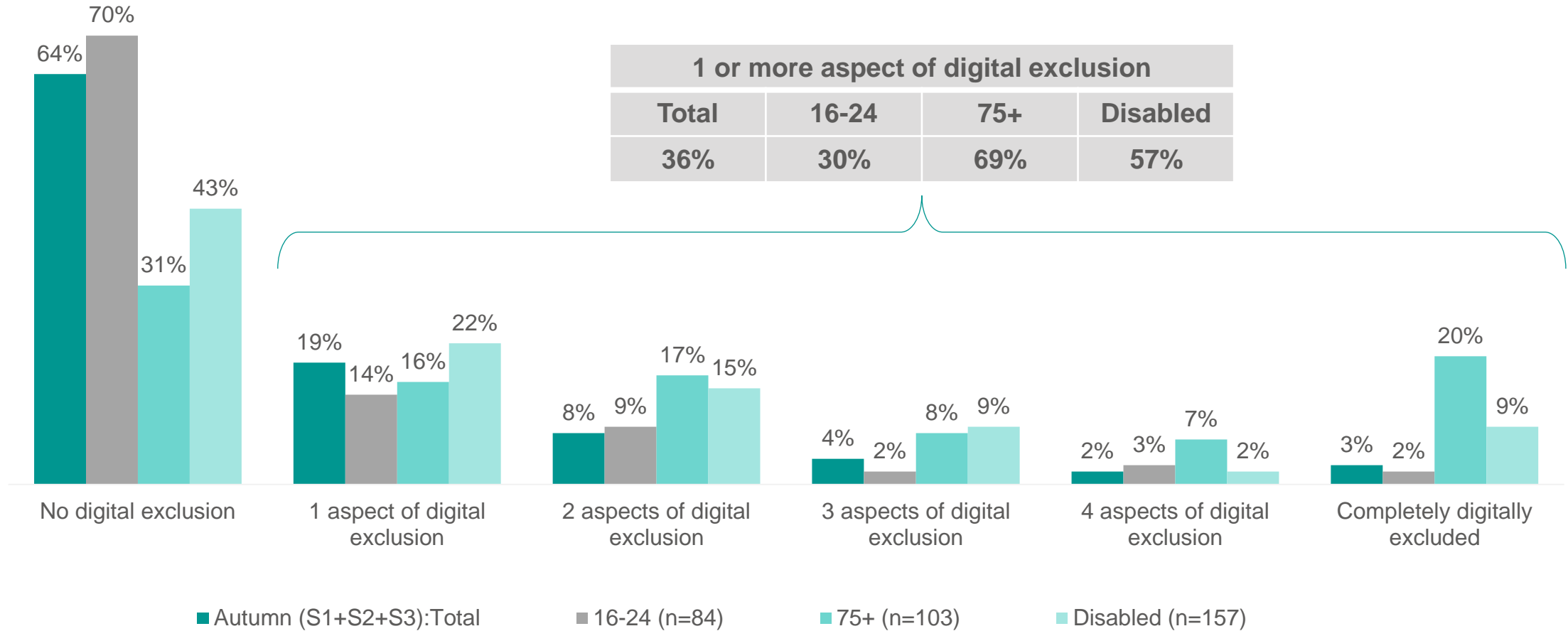
Individual and/or family circumstance:

- Those earning up to £15,599 (23%)
- Those not in employment (19%)
- Those who find it difficult to afford their energy costs (15%)
- Those unable to save money over the next year (13%)

DI10. Overall, how confident is your household in using the digital services online that it needs and wants? Unweighted base: 755 (Telephone respondents S3 + S4 +S5)

At least one aspect of digital exclusion is experienced by a over a third of respondents (36%). This rises to over half (57%) of disabled respondents and over two thirds (69%) of those aged over 75.

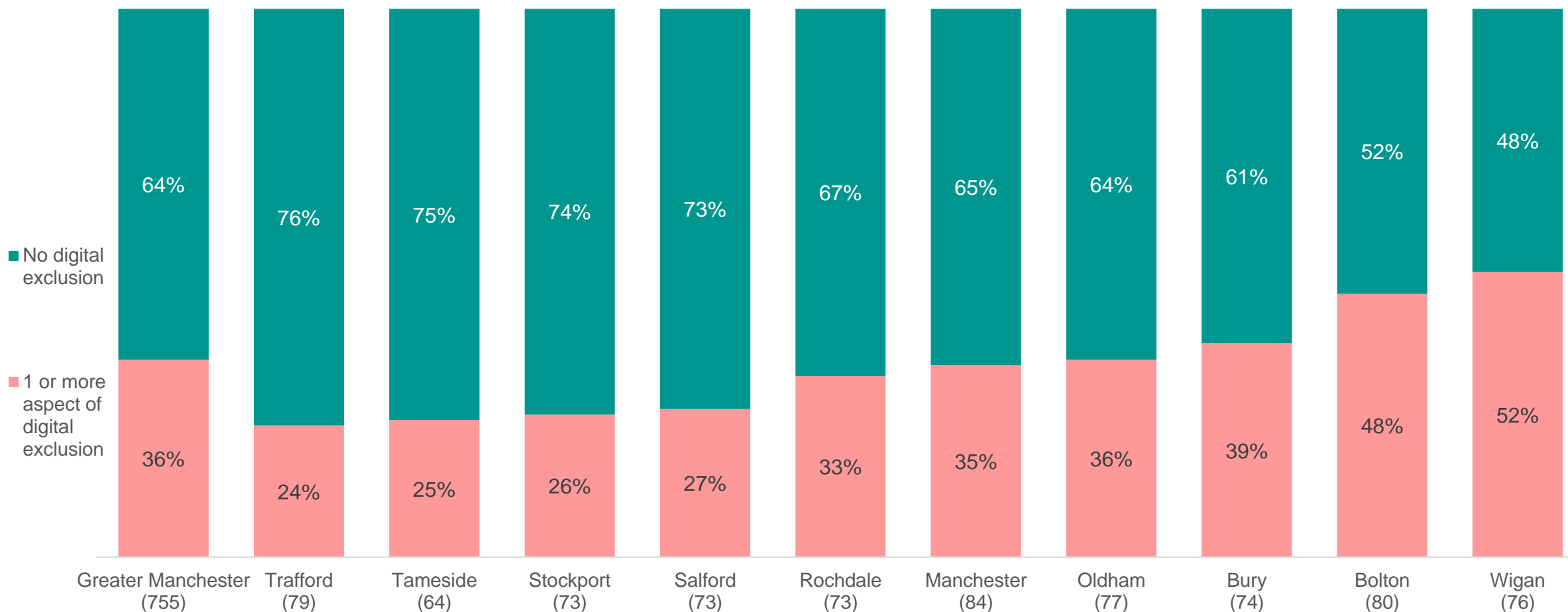
Number of aspects of digital exclusion experienced



DI11. How often...? Unweighted base: 755 (Telephone respondents S3+ S4+S5) Prefer not to say not shown. Question in S3 + S4 + S5 was asked as a grid, between "you" and "others in your household". The data on this slide shows the percentages of households where there is someone (either you or others) who has said they are digitally excluded. *Aspects of digital exclusion = consistent and reliable access to an internet connection at home; to devices that allow access to the internet; affording access to the internet; skills needed to access and use digital services online; support needed to access and use digital services online

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

Experience of digital exclusion by local authority

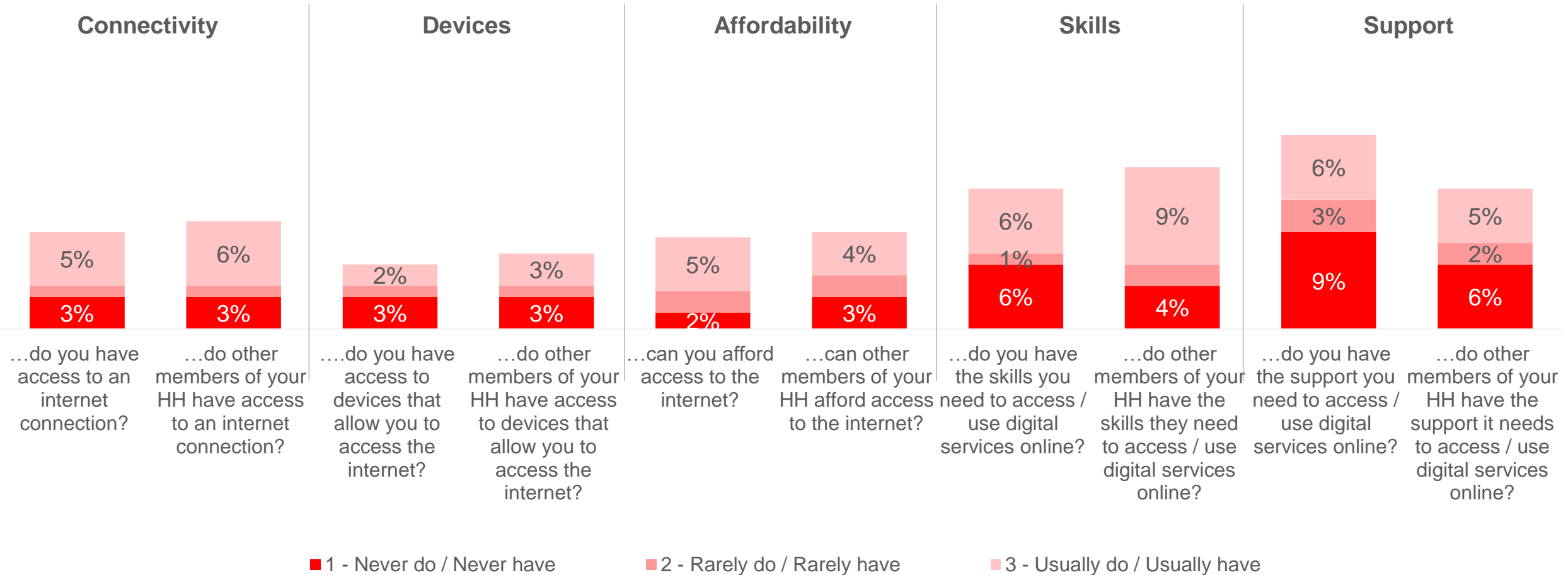


↑↓ Significantly higher/lower than GM average

DI_11. How often...? Unweighted base: 755 (Telephone respondents S3+S4+S5); Local authority bases in parenthesis *Please be aware that bases sizes are low and as a result, differences should be treated as indicative

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

How often...? (Respondents reporting digital exclusion)*



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

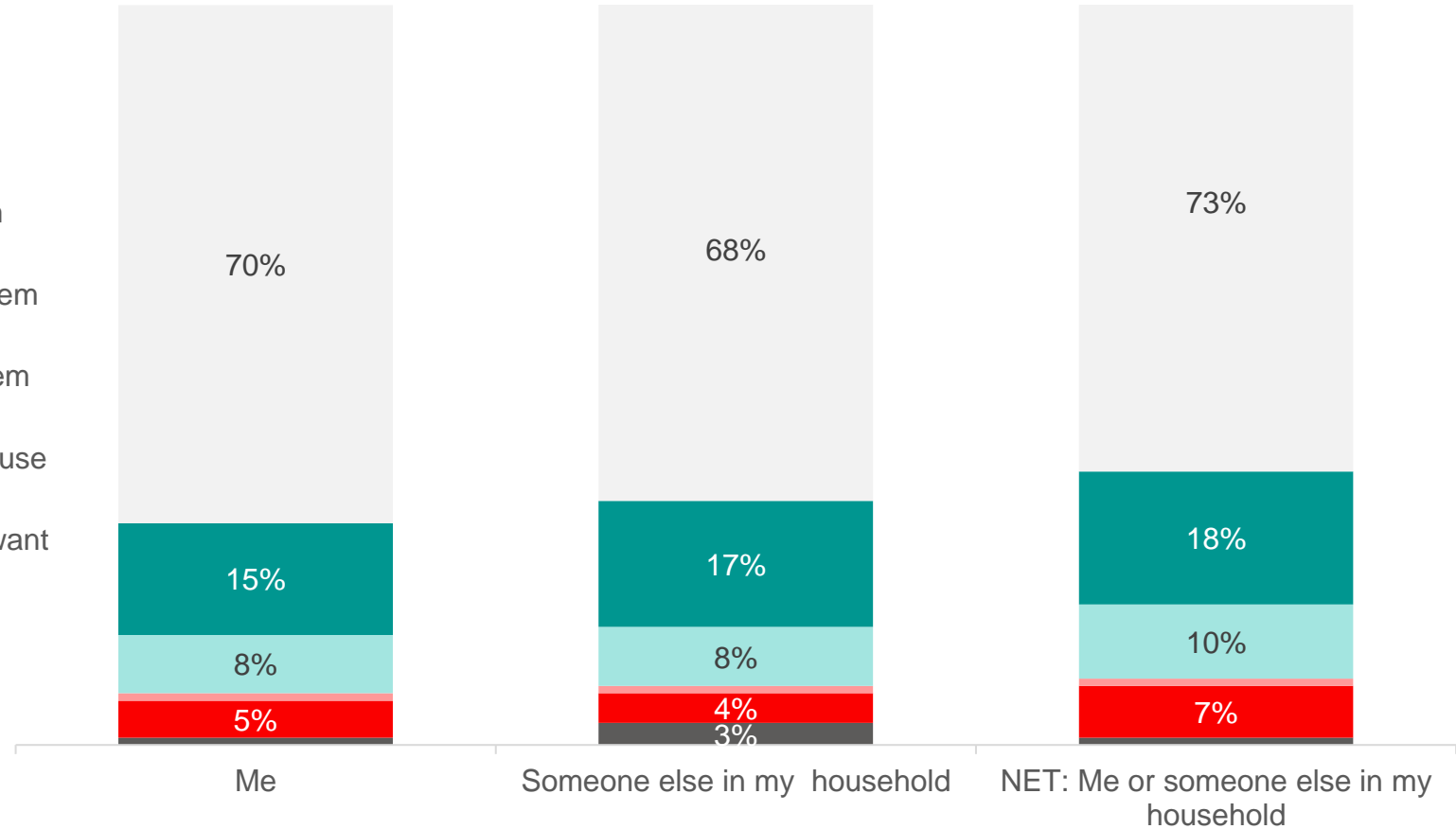
How often do you/do others in your household...? (Showing households without the access/skills to get online all/most of the time)

	Total	Aged 16-24 (n=84)	Aged 75+ (n=103)	Disabled respondents (n=157)
...have consistent and reliable access to an internet connection at home?	11%	12%	32%	19%
...have consistent and reliable access to devices that allow access to the internet and use digital services online?	9%	5%	38%	16%
...can afford access to the internet?	11%	11%	25%	26%
...have the skills they need to access and use digital services online?	20%	16%	66%	36%
...have the support needed to access and use digital services online?	20%	14%	38%	16%

Over 1 in 10 respondents say they (15%) or someone in their household (17%) use digital services, but want to use them more

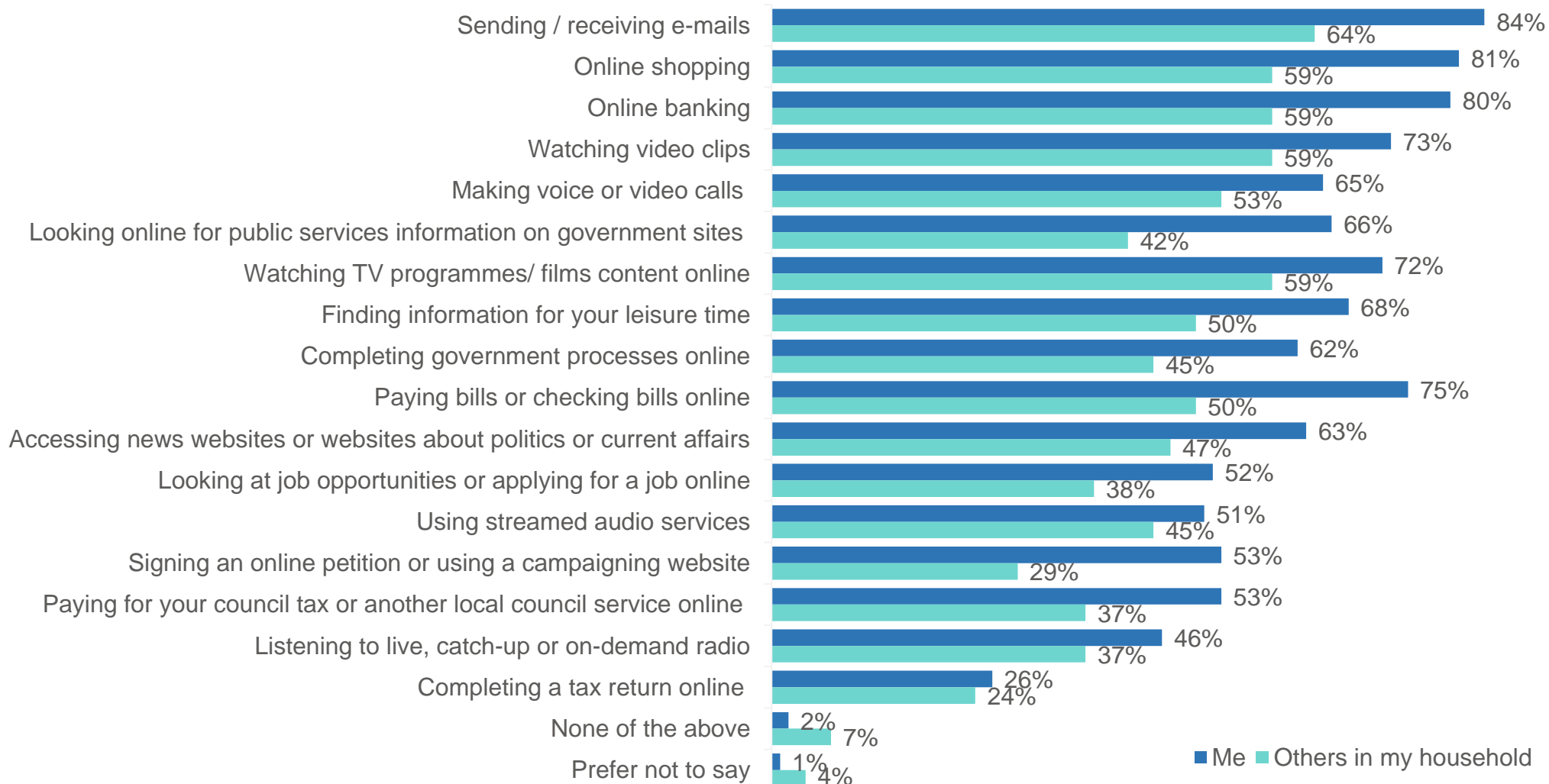
Current and intended future use of digital services online

- I use digital services online, and am happy with my level of use
- I use digital services online, and want to use them more
- I use digital services online, but want to use them less
- I do not use digital services online, but want to use them
- I do not use digital services online and do not want to use them
- Prefer not to say



GM respondents say that they are more likely than others in their household to personally do **online activities. Those aged 75+, retired people, disabled respondents, and those not in employment are more likely than GM respondents overall to not do any activities online**

Online activities completed



In general the following groups are more likely personally not to do anything online (vs. GM average 2%)*

Demographics:

- Those aged 65+ and living alone (5%)
- Those aged 75+ (6%)
- Black respondents (4%); or another ethnic group (8%)
- Disabled respondents (3%); including learning disability (5%) and mobility disability (3%)
- 1 person households (3%)

Individual and/or family circumstance:

- Retired respondents (3%), or those out of employment (3%)
- Those whose cost of living has decreased in the past month (9%)
- Those with a prepayment meter (3%)

Living safely and fairly with Covid-19

Key findings

[page 80](#)

Overview

[page 81](#)



Living safely and fairly with Covid-19 – key findings

WORRIES / CONCERNS

- A quarter of respondents (24%) are extremely or very worried about Covid-19 and its impacts, slightly lower than those extremely or very worried in November (25%)

COVID-19 INFECTIONS

- Just over 6 in 10 respondents (62%) say they have had coronavirus at some point – including half of respondents (54%) who had their infection confirmed by a positive test. This figure has remained stable since November

LONG COVID

- Four in ten respondents who have had coronavirus (42%) say they are still experiencing impacts as a direct result, a figure that has remained stable since November.
- The most common of these are enduring physical health impacts (experienced by a quarter (25%) of those who have had Covid-19); 20% say they are still experiencing direct mental health impacts and 1 in 10 are experiencing social and financial impacts (13% and 11% respectively).
- Whilst physical symptoms have decreased since November, those experiencing mental health, social and financial impacts have increased. The increase in mental health impacts is particularly notable, increasing 5pp since Survey 4 in November

COVID-19-SAFE BEHAVIOURS

- Respondents continue to be adopting most Covid-19 safe behaviours. 1 in 4 respondents are still wearing face coverings (26% in crowded spaces and on public transport). More than three quarters still say they regularly wash or sanitise their hands (79%), or staying home if they feel unwell (77%).
 - While a majority of respondents continue to adopt most Covid-19 safe behaviours, there have been slight reductions in the proportions doing so since November in all cases except the use of face coverings
-

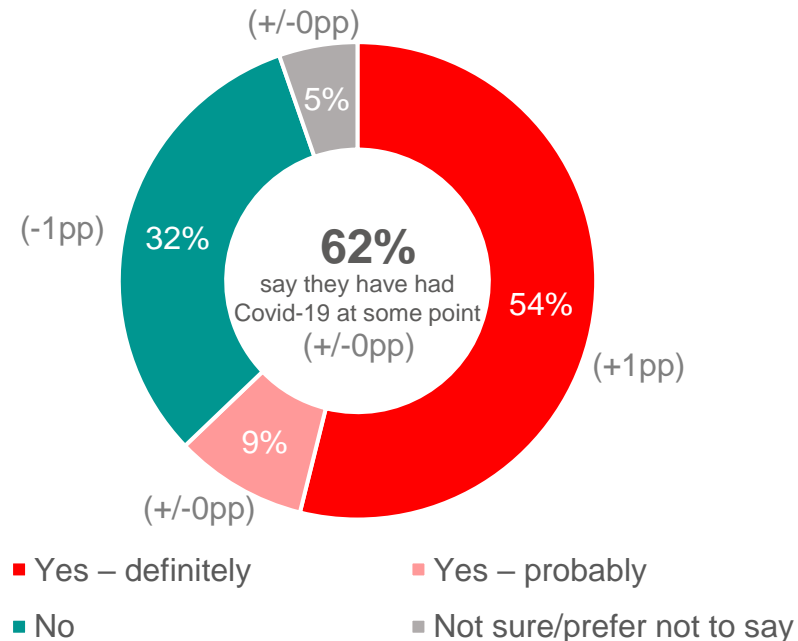
Summary: Living safely and fairly with Covid-19

Figures in brackets show change since Nov (S4)

24%
(-1pp)

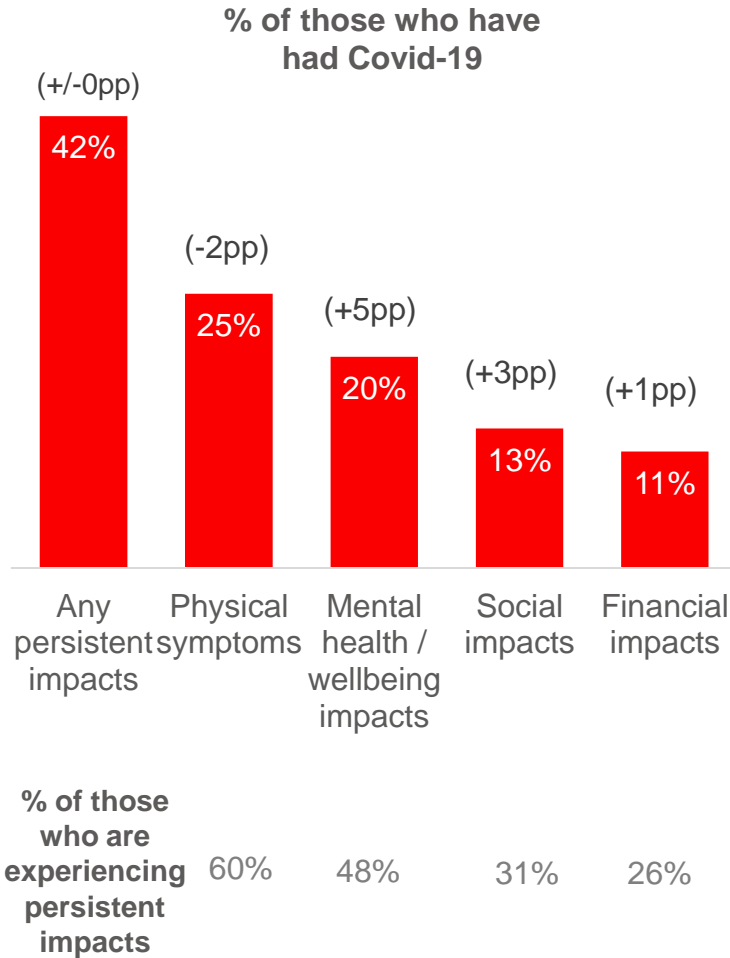
...of respondents are still extremely or very worried about Covid-19 and its impacts.

Just over half (53%) of respondents say they have definitely had Covid-19 before, and a further one in ten think they probably have

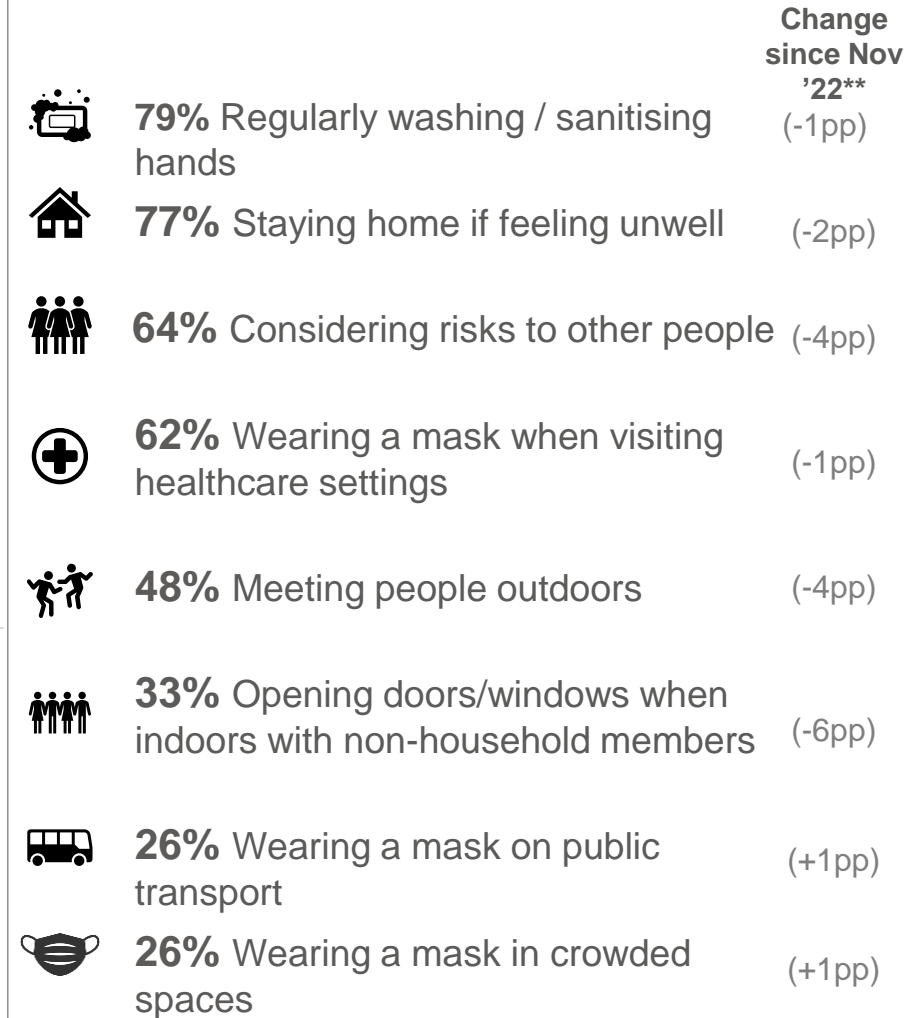


Figures in brackets show change since Nov (S4)

42% of those who have had Covid-19 still have impacts, of which:



Respondents are likely to be regularly washing or sanitising their hands or staying home if they feel unwell



All data is from January (Survey 5). Unweighted base: 1,470 (All respondents); 860 (All who have previously had Covid-19)

*Likely to get both and unlikely to get either, based on analysis of a combined % of "very" + "somewhat" likely/unlikely

**It should be noted that some of these behaviours are seasonal, i.e. respondents are less likely to open windows during the winter

Appendix: Summaries by local area

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Bolton

Good work:

47% of respondents in Bolton are working from home at least some of the time, compared to the GM average (50%).

Over two third (68%) of Bolton respondents are satisfied with their jobs, similar to the GM average (71%).

Cost of living:

Nearly 4 in 5 (77%) of respondents in Bolton say they have been 'very worried' or 'somewhat worried' about the cost of living, in line with the GM average (78%)

Over 8 in 10 (83%) of respondents in Bolton say that their cost of living has increased in the past month, similar to the GM average (82%)

47% of Bolton respondents say that they won't be able to save any money in the next 12 months, compared to the GM average (45%)

43% of respondents in Bolton say that they would not be able to afford an unexpected but necessary expense of £850, in line with the GM average (41%)

Over a third (35%) of respondents in Bolton have had to use more credit in the last month than they did a year ago, similar to the GM average (33%)

Over half of respondents in Bolton say that it is hard to afford their energy costs (55%), in line with the GM average (57%), with over 2 in 5 (43%) saying that it is difficult to afford their rent or mortgage costs, again in line with the GM average (42%)

Food insecurity:

Over half (58%) of Bolton respondents with children live in a food insecure household, similar to the GM average (56%)

Over a third (37%) of Bolton respondents have, at some point, cut the size of meals or skipped meals because there wasn't enough money for food, compared to the GM average (34%)

A quarter (25%) of respondents in Bolton have lost weight because there wasn't enough money for food, similar to the GM average (23%)

A quarter (25%) of Bolton respondents have not eaten for a whole day because there wasn't enough money for food, compared to the GM average (21%)

29% of Bolton respondents with children are entitled to free school meals, compared to the GM average (30%)

Digital Inclusion:

Nearly half (48%) of respondents in Bolton have experienced some form of digital inclusion, significantly higher than the GM average (36%)

Around 1 in 5 (19%) of Bolton respondents are not confident in using digital services online or live with someone who is not confident, compared to the GM average (15%)

COVID-19:

A quarter (25%) of Bolton respondents are either 'extremely' or 'very' worried about Covid-19 and its impacts, similar to the GM average (24%)

Bury

Good work:

Around half (49%) of respondents in Bury are working from home at least some of the time, in line with the GM average (50%)

Nearly three quarters (74%) of respondents in Bury who work are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

Over three quarters (77%) of respondents in Bury have been 'very' or 'somewhat' worried about the rising cost of living, compared to the GM average (78%)

Over 4 in 5 (82%) of Bury respondents say that their cost of living has increased over the last month, the same as the GM average (82%)

47% of respondents in Bury say that they will not be able to save any money in the next 12 months, similar to the GM average (45%)

44% of Bury respondents say that they would not be able to afford an unexpected, but necessary expense of £850, compared to the GM average (41%)

Around a third (32%) of Bury respondents have had to borrow more money or use more credit compared to a year ago, in line with the GM average (33%)

61% of respondents in Bury say that it is difficult to afford their energy costs, compared to the GM average (57%), whilst over a third (38%) say that it is difficult to afford their rent or mortgage costs, in comparison to the GM average (42%)

Food security:

Over half (53%) of households with children in Bury are food insecure, similar to the GM average (56%)

A quarter (25%) of respondents in Bury say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, compared to the GM average (31%)

1 in 5 (21%) of respondents in Bury say that someone in their household has lost weight because there wasn't enough money for food, the same as the GM average (21%)

16% of respondents in Bury say that someone in their household hasn't eaten for a whole day due to lack of money for food, compared to the GM average (19%)

A quarter (25%) of respondents in Bury with children are entitled to free school meals, compared to the GM average (30%)

Digital Inclusion:

39% of Bury respondents have experienced some form of digital exclusion, compared to the GM average (36%)

11% of respondents in Bury are not confident, or live with someone who is not confident in using digital services online, the same as the GM average (11%)

COVID-19:

Around 1 in 5 (18%) of respondents in Bury are either 'extremely' or 'very' worried about Covid-19, slightly lower than the GM average (24%)

Manchester

Good work:

Over half (55%) of respondents in Manchester are working from home at least some of the time, compared to the GM average (50%)

Two thirds (66%) of respondents in Manchester are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

82% of Manchester respondents are 'very' or 'somewhat' worried about the rising costs of living, compared to the GM average (78%)

82% of Manchester respondents say that their cost of living has increased in the last month, the same as the GM average (82%)

Half (50%) of respondents in Manchester say that they will not be able to save any money in the next 12 months, significantly higher than the GM average (45%)

51% of Manchester respondents say that they would not be able to afford an unexpected but necessary expense of £850, higher than the GM average (41%)

Around 2 in 5 (39%) respondents on Manchester say that they have had to borrow more money or use more credit than usual, compared to a year ago, higher than the GM average (33%)

61% of respondents in Manchester say that it is difficult to afford their energy costs, in comparison to the GM average (57%), with 45% finding it difficult to afford their rent or mortgage costs, compared to the GM average (42%)

Food security:

Nearly 3 in 5 (58%) households of respondents with children in Manchester are food insecure, similar to the GM average (56%)

40% of respondents in Manchester say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, higher than the GM average (34%)

A quarter (26%) of respondents in Manchester say that someone in their household has lost weight because there wasn't enough money for food, compared to the GM average (23%)

27% of Manchester respondents say that someone in their household didn't eat for a whole day because there wasn't enough money for food, higher than the GM average (21%)

29% of Manchester respondents with children are entitled to free school meals, in line with the GM average (30%)

Digital inclusion:

Over a third (35%) of households in Manchester have experienced some form of digital exclusion, similar to the GM average (36%)

8% of respondents in Manchester are not confident in using digital services online, live with someone who is not confident compared to the GM average (11%)

Covid-19:

30% of respondents in Manchester are either 'extremely' or 'very' worried about Covid-19 and its impacts, compared to the GM average (24%)

Oldham

Good work:

37% of respondents in Oldham are working from home at least some of the time, lower than the GM average (50%)

Around 7 in 10 (69%) respondents in Oldham are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

Three quarters (74%) of Oldham respondents say that they have been 'very' or 'somewhat' worried about the rising cost of living, compared to the GM average (78%)

81% of respondents in Oldham say that their cost of living has increased, compared to the GM average (82%)

44% of respondents in Oldham say that they will not be able to save any money in the next 12 months, in line with the GM average (45%)

37% of Oldham respondents say that they would not be able to afford an unexpected, but necessary expense of £850, compared to the GM average (41%)

Around 3 in 10 (29%) Oldham respondents say that they have had to borrow more money or use more credit than usual compared to a year ago, in comparison to the GM average (33%)

Over half (55%) of respondents in Oldham say that it is difficult to afford their energy costs, compared to the GM average (57%) and 37% say that it is difficult to afford their rent or mortgage, compared to the GM average (42%)

Food security:

53% of Oldham respondents with children live in a food insecure household, similar to the GM average (57%)

Around a third (32%) of Oldham respondents say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, compared to the GM average (34%)

21% of respondents in Oldham say that someone in their household has lost weight because there wasn't enough money for food, similar to the GM average (23%)

18% of Oldham respondents say that somebody in their household didn't eat for a whole day because there wasn't enough money for food, in comparison to the GM average (21%)

29% of Oldham respondents with children are entitled to free school meals, similar to the GM average (30%)

Digital inclusion:

Over a third (36%) of Oldham respondents have experienced some form of digital inclusion in their household, the same as the GM average

1 in 5 respondents in Oldham are not confident, or have somebody in their household who is not confident in using digital services online, compared to the GM average (15%)

Covid-19:

19% of Oldham respondents are 'extremely' or 'very' worried about Covid-19 and its impacts, compared to the GM average (24%)

Rochdale

Good work:

43% of respondents in Rochdale are working from home at least some of the time, compared to the GM average (50%)
Around three quarters (74%) of respondents in Rochdale are satisfied with their jobs, in comparison to the GM average (71%)

Cost of Living:

77% of respondents in Rochdale say that they are worried about the rising cost of living, compared to the GM average (78%)
47% of respondents in Rochdale say that they will not be able to save any money in the next 12 months, similar to the GM average (45%)
47% of Rochdale respondents say that they would not be able to afford an unexpected, but necessary expense of £850, compared to the GM average (41%)
Over a third (36%) of respondents in Rochdale say that they have had to borrow more money or use more credit than usual compared to a year ago, in comparison to the GM average (33%)
65% of Rochdale respondents say that it is difficult to afford their energy costs, higher than the GM average (57%)
53% of Rochdale respondents say that it is difficult to afford their rent or mortgage costs, higher than the GM average (42%)

Food security:

Nearly three quarters (73%) of Rochdale respondents with children live in a food insecure household, higher than the GM average (56%)
40% of Rochdale respondents have cut the size of or skipped meals because there wasn't enough money for food, more than the GM average (34%)
Over a quarter (27%) of respondents in Rochdale have had someone in their household lose weight because there wasn't enough money for food, in comparison to the GM average (23%)
30% of Rochdale respondents have not eaten for a whole day because there wasn't enough money for food, higher than the GM average (21%)
44% of Rochdale respondents with children are entitled to free school meals, higher than the GM average (30%)

Digital inclusion:

A third (33%) of respondents in Rochdale have experienced some form of digital exclusion, compared to the GM average (36%)
16% of Rochdale respondents say that they, or someone else in their household, are not confident in using digital services online, similar to the GM average (15%)

Covid-19:

29% of Rochdale respondents are either 'extremely' or 'very' worried about Covid-19 and its impacts, in comparison to the GM average (24%)

Salford

Good work:

46% of respondents in Salford are working from home at least some of the time, compared to the GM average (50%)

69% of Salford respondents are satisfied with their jobs, in line with the GM average (71%)

Cost of Living:

Three quarters (76%) of respondents in Salford are 'very' or 'somewhat' worried about the rising cost of living, similar to the GM average (78%)

79% of respondents in Salford say that their cost of living has increased, in comparison to the GM average (82%)

41% of respondents in Salford say that they will not be able to save any money in the next 12 months, compared to the GM average (45%)

40% of Salford respondents say that they would not be able to afford an unexpected, but necessary expense of £850, in line with the GM average (41%)

35% of respondents in Salford have had to borrow more money or use more credit than usual, compared to a year ago, similar to the GM average (33%)

Half (49%) of respondents living in Salford say that it is difficult to afford their energy costs, lower than the GM average (57%)

41% of respondents in Salford say that it is difficult to afford their rent or mortgage costs, compared to the GM average (42%)

Food security:

Over half (54%) of respondents in Salford with children live in a food insecure household, similar to the GM average (56%)

34% of respondents in Salford say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, the same as the GM average (34%)

A quarter (25%) of respondents in Salford have had someone in their household lose weight because there wasn't enough money for food, similar to the GM average (23%)

24% of respondents in Salford say that someone in their household hasn't eaten for a whole day due to lack of money for food, similar to the GM average (21%)

Of Salford respondents with children, 36% are entitled to free school meals, compared to the GM average (30%)

Digital inclusion:

27% of respondents in Salford have had someone in their household experience some form of digital exclusion, compared to the GM average (27%)

5% of respondents in Salford are not confident, or live with someone who is not confident in using digital services online, lower than the GM average (15%)

Covid-19:

23% of respondents in Salford are worried about Covid-19 and its impacts, similar to the GM average (24%)

Stockport

Good work:

60% of respondents in Stockport are working from home at least some of the time, higher than the GM average (50%)

Three quarters (76%) of respondents in Stockport are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

78% of respondents in Stockport are either 'very' or 'somewhat' worried about the rising cost of living, the same as the GM average (78%)

83% of Stockport respondents say that their cost of living has increased, in line with the GM average (82%)

44% of respondents in Stockport say that they will not be able to save any money in the next 12 months, compared to the GM average (45%)

34% of Stockport respondents say that they would not be able to afford an unexpected, but necessary expense of £850, lower than the GM average (41%)

3 in 10 (31%) respondents in Stockport have had to borrow more money or use more credit than usual compared to a year ago, in line with the GM average (33%)

Food security:

Half (50%) of respondents in Stockport with children live in a food insecure household, compared to the GM average (56%)

28% of respondents in Stockport say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, compared to the GM average (34%)

17% of respondents in Stockport have had someone in their household lose weight because there wasn't enough money for food, similar to the GM average (23%)

13% of respondents in Stockport say that someone in their household hasn't eaten for a whole day due to lack of money for food, less than the GM average (21%)

Of Stockport respondents with children, 29% are entitled to free school meals, similar to the GM average (30%)

Digital inclusion:

A quarter (26%) of respondents in Stockport say that somebody in their household has experienced some form of digital exclusion, compared to the GM average (36%)

16% of Stockport respondents are not confident, or have someone in their household who is not confident in using digital services online, in line with the GM average (15%)

Covid-19:

1 in 5 respondents in Stockport are worried about Covid-19 and its impacts, compared to the GM average (24%)

Tameside

Good work:

42% of respondents in Tameside are working from home at least some of the time, in comparison to the GM average (50%)

Two thirds (67%) of Tameside respondents are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

79% of respondents in Tameside are 'very' or 'somewhat' worried about the rising cost of living, in line with the GM average (78%)

8 in 10 (82%) Tameside respondents say that their cost of living has increased, the same as the GM average (82%)

44% of respondents in Tameside do not think that they will be able to save any money in the next 12 months, compared to the GM average (45%)

42% of Tameside respondents would not be able to afford an unexpected, but necessary expense of £850, in line with the GM average (41%)

A third (34%) of respondents in Tameside say that they have had to borrow more money or use more credit compared to a year ago, similar to the GM average (33%)

Food security:

Two thirds (67%) of respondents in Tameside with children live in a food insecure household, compared to the GM average (56%)

34% of respondents in Tameside say that someone in their household has cut the size of or skipped meals because there wasn't enough money for food, the same as the GM average (34%)

A quarter (24%) of respondents in Tameside have had someone in their household lose weight because there wasn't enough money for food, similar to the GM average (23%)

20% of respondents in Tameside say that someone in their household hasn't eaten for a whole day due to lack of money for food, less than the GM average (21%)

30% of Tameside respondents with children are entitled to free school meals, the same as the GM average (30%)

Digital Inclusion:

A quarter (25%) of Tameside respondents say that somebody in their household has experienced some form of digital inclusion

12% of respondents in Tameside say that either they, or someone else in their household are not confident in using digital services online, compared to the GM average (15%)

Covid-19:

23% of respondents in Tameside are worried about Covid-19 and its impacts, in line with the GM average (24%)

Trafford

Good work:

58% of respondents in Trafford are working from home at least some of the time, in comparison to GM average (50%)

Over three quarters (77%) of respondents in Trafford are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

78% of respondents in Trafford are worried about the rising cost of living, the same as the GM average (78%)

83% of Trafford respondents say that their cost of living has increased, in line with the GM average (82%)

45% of respondents in Trafford do not think that they will be able to save any money in the next 12 months, the same as the GM average (45%)

Around a quarter (27%) of respondents in Trafford would not be able to afford an unexpected, but necessary expense of £850, significantly lower than the GM average (41%)

A quarter (26%) of respondents in Trafford have had to borrow more money or use more credit than usual compared to a year ago, significantly lower than the GM average (33%)

Food security:

4 in 10 (41%) respondents in Trafford with children live in a food insecure household, lower than the GM average (56%)

A quarter (26%) of respondents in Trafford say that they, or someone in their household has cut the size of or skipped meals because there wasn't enough money for food, significantly lower than the GM average (34%)

16% of respondents in Trafford say they, or someone in their household have lost weight because there wasn't enough money for food, compared to the GM average (23%)

16% of Trafford respondents have had someone in their household not eat for a day due to lack of money for food, compared to the GM average (21%)

20% of Trafford respondents with children are entitled to free school meals, significantly lower than the GM average (30%)

Digital inclusion:

A quarter (24%) of respondents in Trafford have had someone in their household experience digital exclusion, lower than the GM average (36%)

16% of respondents in Trafford are not confident themselves, or live with someone who is not confident in using digital services, in line with the GM average (15%)

Covid-19:

26% of Trafford respondents are worried about Covid-19 and its impacts, compared to the GM average (24%)

Wigan

Good work:

49% of Wigan respondents are working from home at least some of the time, in line with the GM average (50%)

Three quarters (75%) of respondents in Wigan are satisfied with their jobs, compared to the GM average (71%)

Cost of Living:

Three quarters (76%) of respondents in Wigan are worried about the rising cost of living, compared to the GM average (78%)

85% of Wigan respondents say that their cost of living has increased, compared to the GM average (82%)

40% of Wigan respondents do not think that they will be able to save any money in the next 12 months, significantly lower than the GM average (45%)

39% of respondents in Wigan would not be able to afford an unexpected but necessary expense of £850, similar to the GM average (41%)

A quarter (26%) of respondents in Wigan have had to borrow more money or use more credit compared to a year ago, significantly less than the GM average (33%)

Food security:

53% of respondents with children in Wigan live in a household which is food insecure, similar to the GM average (56%)

A quarter (27%) of households in Wigan say that they or someone in their household has cut the size of or skipped meals due to lack of money for food, significantly less than the GM average (34%)

20% of respondents in Wigan say that they or someone they live with has lost weight because of lack of money for food, compared to the GM average (23%)

18% of respondents in Wigan say that they or someone in their household has not eaten for a day due to lack of money for food, compared to the GM average (21%)

Of respondents in Wigan with children, 29% are entitled to free school meals, in line with the GM average (30%)

Digital inclusion:

Over half (52%) of respondents in Wigan say that they, or someone they live with has experienced some form of digital exclusion, significantly higher than the GM average (36%)

19% of respondents in Wigan say that they, or someone they live with, are not confident in using digital services online, compared to the GM average (15%)

Covid-19:

1 in 5 (21%) respondents in Wigan are worried about Covid-19 and its impacts, in comparison to the GM average (24%)

Carried out on behalf of Greater
Manchester partners by

