



Portsmouth
CITY COUNCIL

Resident Research (Wave Four): Cost of Living

September 2022 | Corporate Services

Contents

Content	Slide number
Background, engagement & methodology	4
Sample profile & demographics	8
A city with a thriving economy	15
A happy and healthy city	33
Trust: sources of information	50
Easy travel	63
Culture & creativity	79
Green city	99



Background and methodology

- Background, comms and marketing channels
- Sample and reach
- Data weighting

Background and engagement

Background

The rising cost of living is having a huge impact on residents and therefore formed a key component of this wave of research. We also asked for views around sustainable travel, how the city should be responding to the climate crisis, and about cultural activities and opportunities for things to do. The topic areas included in the survey align with the Portsmouth city vision for 2040: a city with a thriving economy, a green city, a city with easy travel, and a city rich in culture and creativity.

As in the previous three waves, certain core topics (resident health and wellbeing, trust in local services, residents' economic situation, expected spending habits and accessing public services during the pandemic) were also covered. Results from all waves of research can be found at <https://yourcityyoursay.portsmouth.gov.uk>. This fourth survey took place from August to October 2022.

Marketing and communications

The survey launched on 26 August 2022 and was in field until 16 October 2022. It was promoted through the following marketing and communication channels:

- Press release announcing start of consultation and cost of living crisis focus
- Social media promotion including boosted posts and paid advertising
- Website news story, banners and 'your city your say' page
- Inclusions in news bulletins
- Inclusion in staff bulletins and all-staff emails
- Newsletter copy, social post/links, posters and flyers shared with partner organisations
- Snapchat campaign from 20 September - 16 October

Methodology: Approach

Sample

In total 2,064 people responded to the survey of which 1,926 were Portsmouth residents (PO1-PO6). Despite extensive efforts to reach out to all demographics, the sample collected was not representative of Portsmouth's known population. In order to ensure that the results of the analysis were representative of the views of the city's residents, the data was weighted using various sources of Official Statistics (see table on next slide). Weighting was based on the following variables: age, gender, ethnic group, disability and postcode district.

1,650 residents could be included in the weighted sample, which where weighted base sizes allow, provides a robust dataset from which Portsmouth City Council can base decisions, confident that the data represents the views and opinions of the city's residents as closely as possible within the parameters of the sample collected.

Weighting variables

Age

Gender

Ethnic group

Disability

Postcode

Methodology: Data weighting

Weighting

A Random Iterative Method (RIM) weighting was applied to the data. This ensured that each demographic was accurately represented.

The target demographics were taken from a recruitment methodology paper written by Portsmouth City Council and externally verified. Details of the source of each dataset used to understand the breakdown of the population of Portsmouth within each strata are presented in the table on the right.

*due to the small numbers of responses we received in specific ethnic minority groups, we have combined ethnic minority groups for the data weighting process.

Strata	Dataset Source
Age	ONS mid-year estimates (2020)
Sex	ONS mid-year estimates (2020)
Ethnic group*	2011 Census ethnic group question
Disability	2011 Census disability question
Postcode	2011 Census

Methodology: Weighted proportions

Strata	Original sample	Weighted sample
Males	39%	51%
Females	61%	49%
Aged 16-24 years	3%	13%
Aged 25-34 years	7%	22%
Aged 35-44 years	16%	16%
Aged 45-54 years	19%	16%
Aged 55-64 years	25%	14%
Aged 65+ years	30%	19%
Disability	19%	16%
No disability	81%	84%

Strata	Original sample	Weighted sample
White	96%	88%
Ethnic minorities	4%	12%
PO1	13%	14%
PO2	18%	21%
PO3	11%	9%
PO4	27%	22%
PO5	15%	15%
PO6	17%	20%

- The above tables display the original and post weighted sample breakdowns

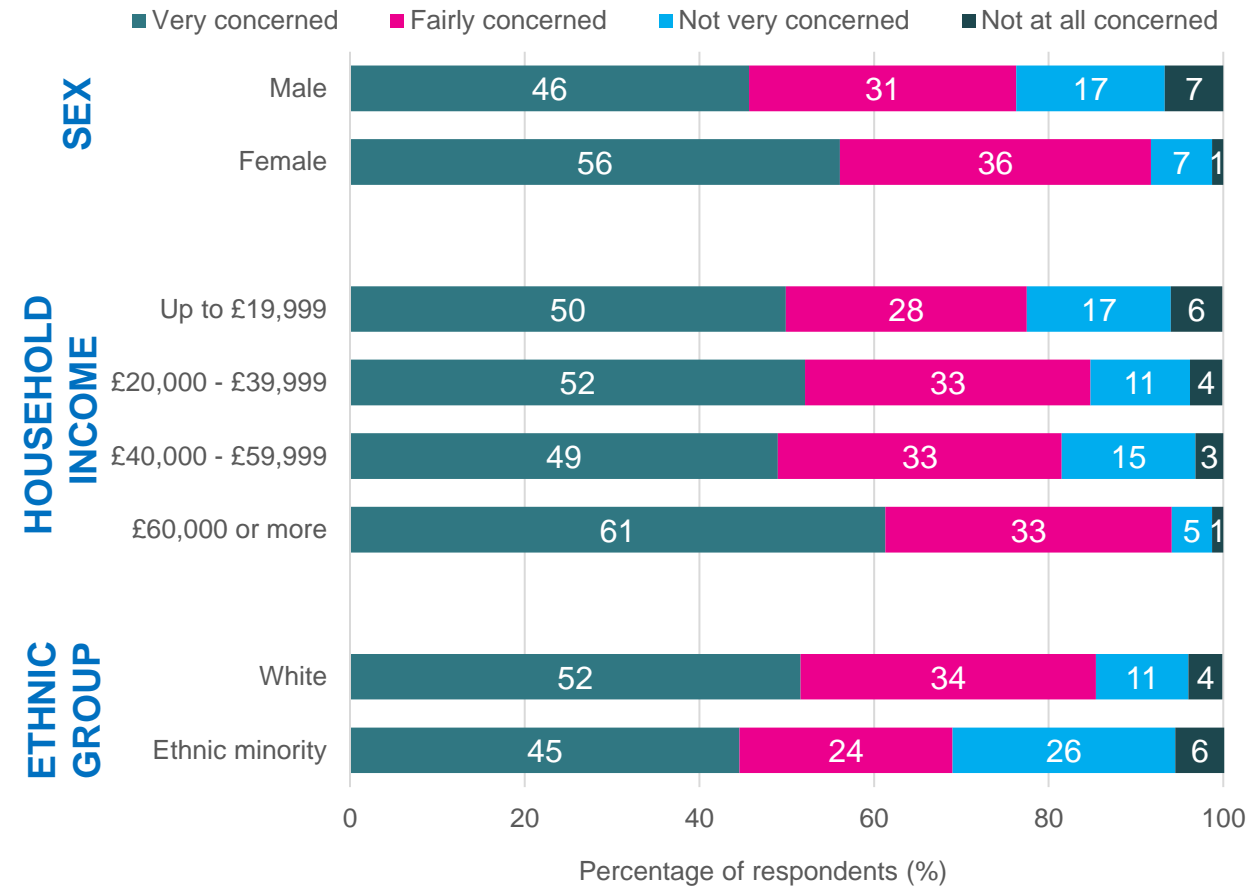
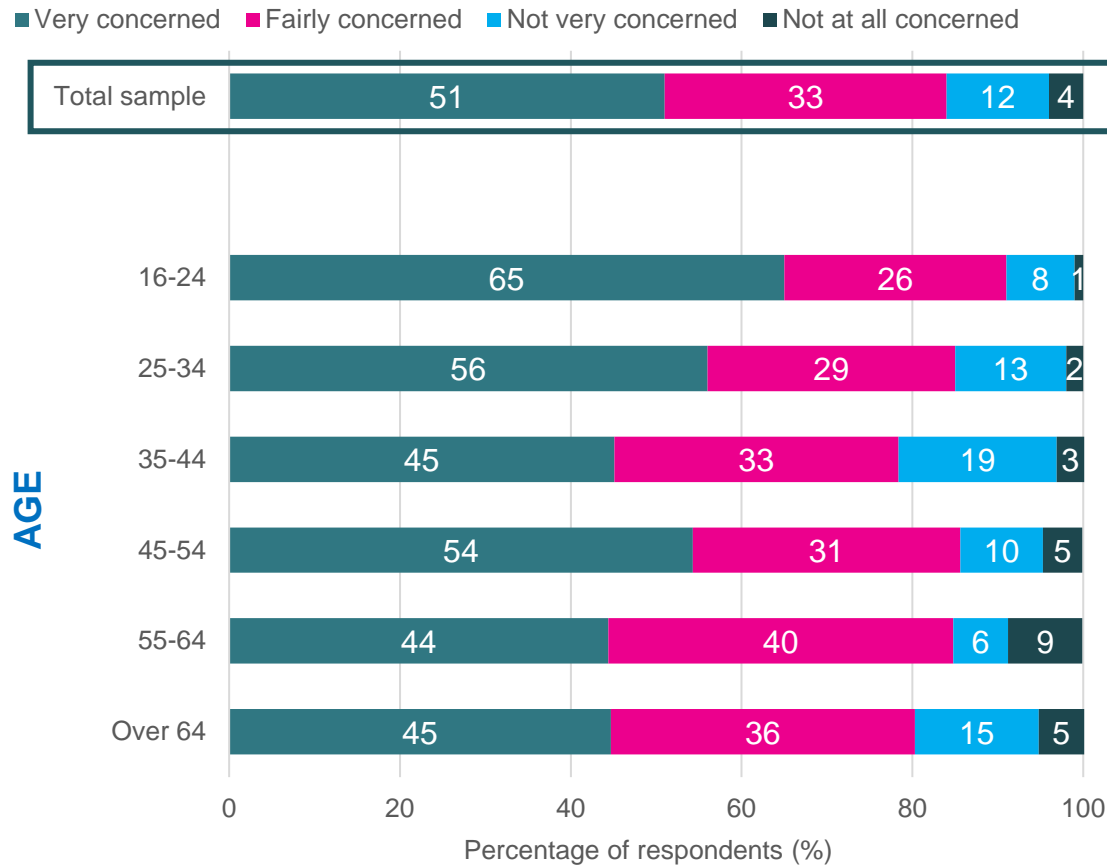


Green city

- Level of concern about climate change globally and its effects locally
- Awareness of 'net zero' targets
- Focus for Portsmouth City Council's activities
- Home energy efficiency and Switched On Portsmouth

Level of concern about climate change

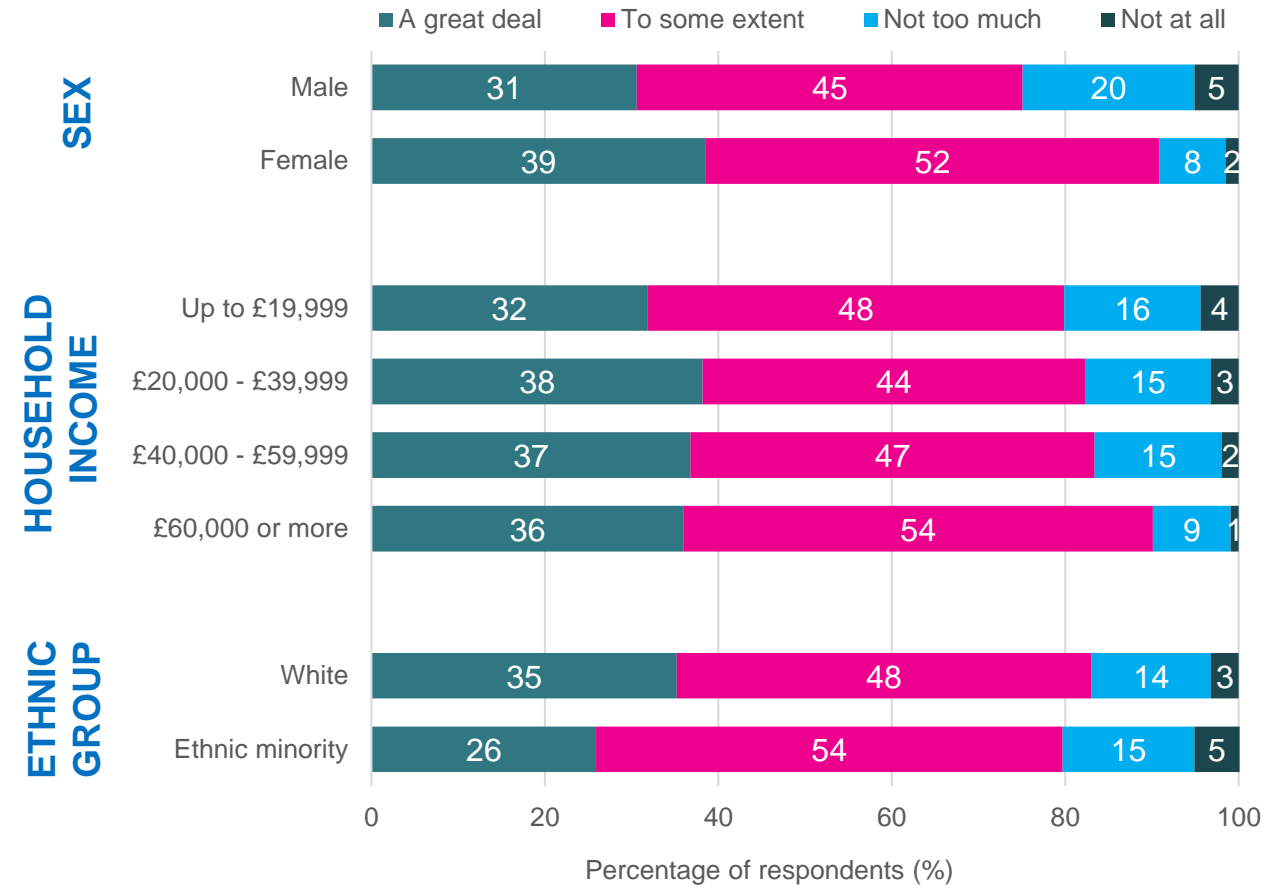
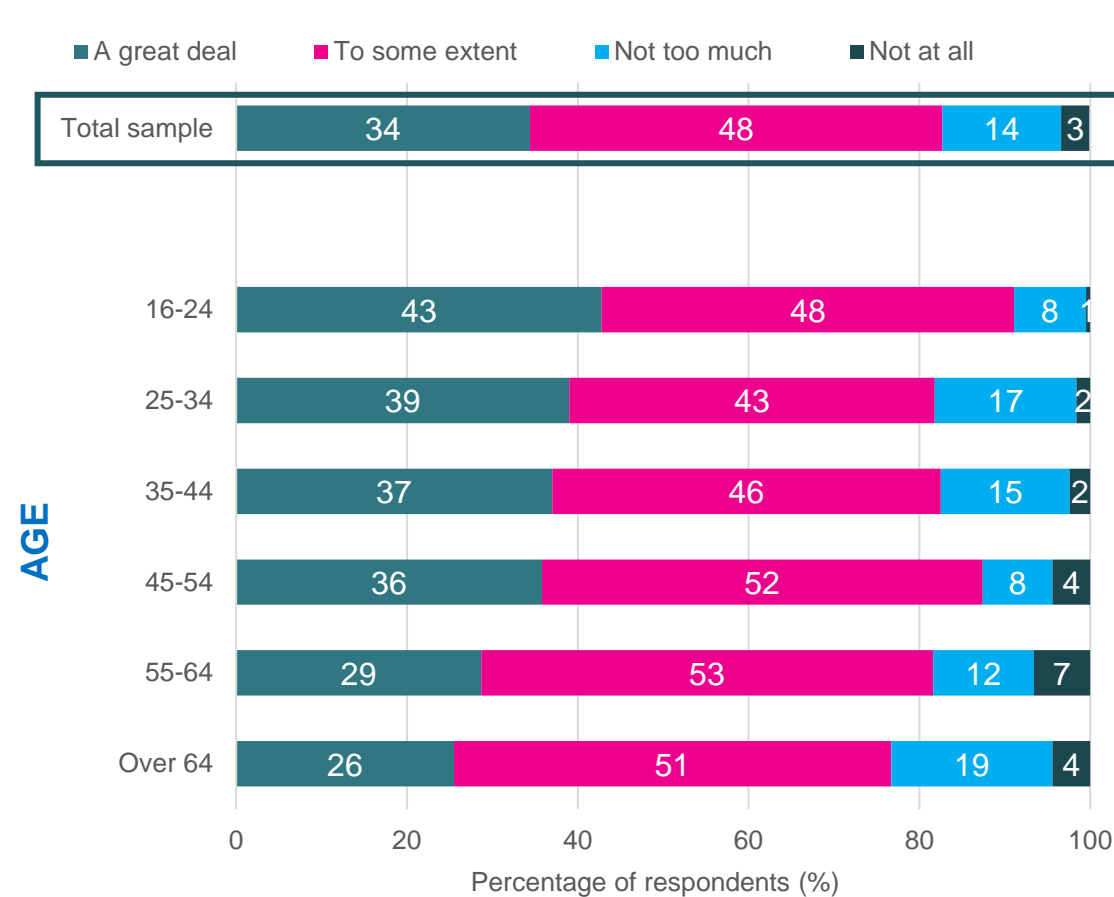
Q: **'Overall, how concerned are you about climate change?'** | Weighted base: 1,628 | 16-24: 189 | 25-34: 325 | 35-44: 259 | 45-54: 263 | 55-64: 245 | Over 64: 324 | Male: 839 | Female: 789 | <£19,999: 379 | £20,000-£39,999: 446 | £40,000-£59,999: 275 | >£60,000: 300 | White: 1,410 | Ethnic minority: 178 |



- At a total sample level, just over half of residents (51%) are 'very concerned'
- In general, the younger the resident, the more likely they are to be 'very concerned' (65% of 16-24 year olds, 56% of 25-34 year olds)
- Females, and those earning more than £60k are more likely to be 'very concerned'
- Less than 10% are 'not at all concerned' across all demographics

Climate change in Portsmouth

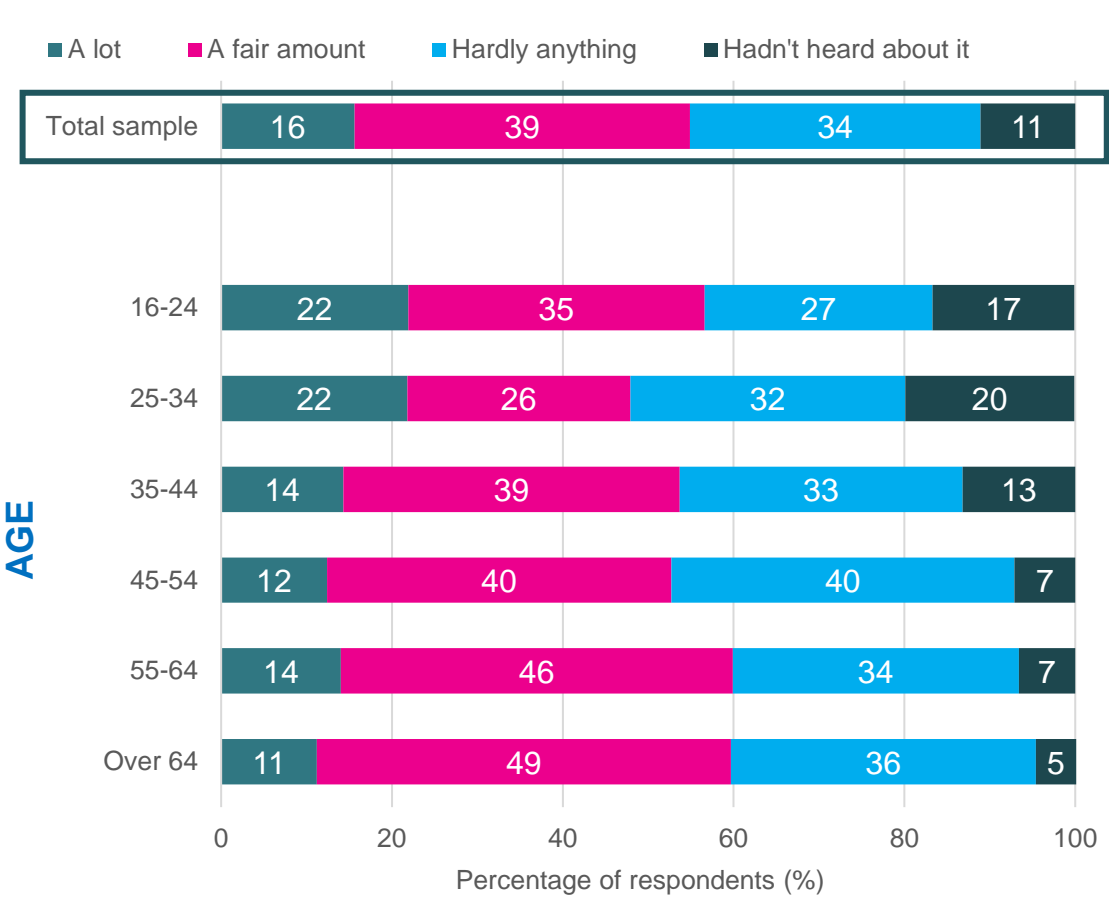
Q: **'How much do you think climate change is currently affecting Portsmouth?'** | Weighted base: 1,590 | 16-24: 184 | 25-34: 321 | 35-44: 251 | 45-54: 256 | 55-64: 238 | Over 64: 320 | Male: 825 | Female: 765 | <£19,999: 366 | £20,000-£39,999: 433 | £40,000-£59,999: 273 | >£60,000: 299 | White: 1377 | Ethnic minority: 172 |



- Consistent with general levels of concern over climate change, younger residents are more likely to think climate change is affecting Portsmouth 'a great deal' (43% of 16-24 year olds)
- Across all demographics, at least 75% of residents think that climate change is currently affecting Portsmouth to some extent or more

Awareness of the 'net zero' commitment

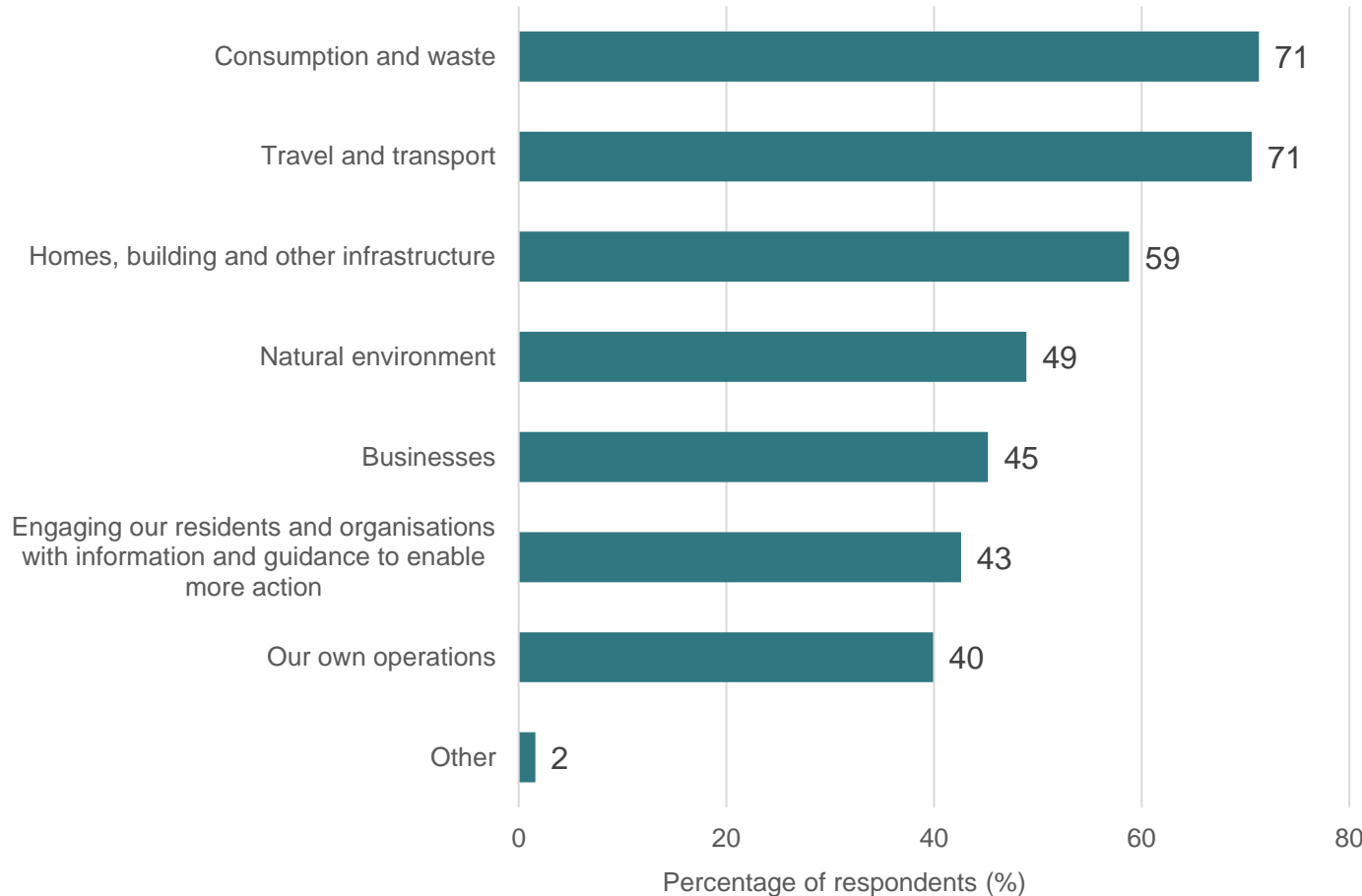
Q: **'Before today, how much, if anything, did you know about the 'net zero' commitment?'** | Weighted base: 1,629 | 16-24: 186 | 25-34: 325 | 35-44: 260 | 45-54: 265 | 55-64: 245 | Over 64: 325 | Male: 831 | Female: 798 | <£19,999: 374 | £20,000-£39,999: 445 | £40,000-£59,999: 277 | >£60,000: 300 | White: 1,407 | Ethnic minority: 181 |



- At a total sample level, only 55% of residents know 'a lot' or 'a fair amount' about the net zero commitment
- Amongst females, only 47% say they know 'a lot' or 'a fair amount' (vs 63% for males)
- Amongst ethnic minorities, only 48% say they 'know a lot' or 'a fair amount', with 22% saying they 'hadn't heard about it' vs 10% for those from a white ethnic group

Areas of focus for climate change and reducing carbon

Q: **‘Portsmouth City Council is looking at ways it can tackle climate change and reduce carbon. Which areas do you think it should focus on most?’** | Weighted base: 1,598



Sex

A higher percentage of females than males suggest focusing on travel and transport, the natural environment, and businesses

Age

80% of 25-35 year olds think focus should be given to travel and transport

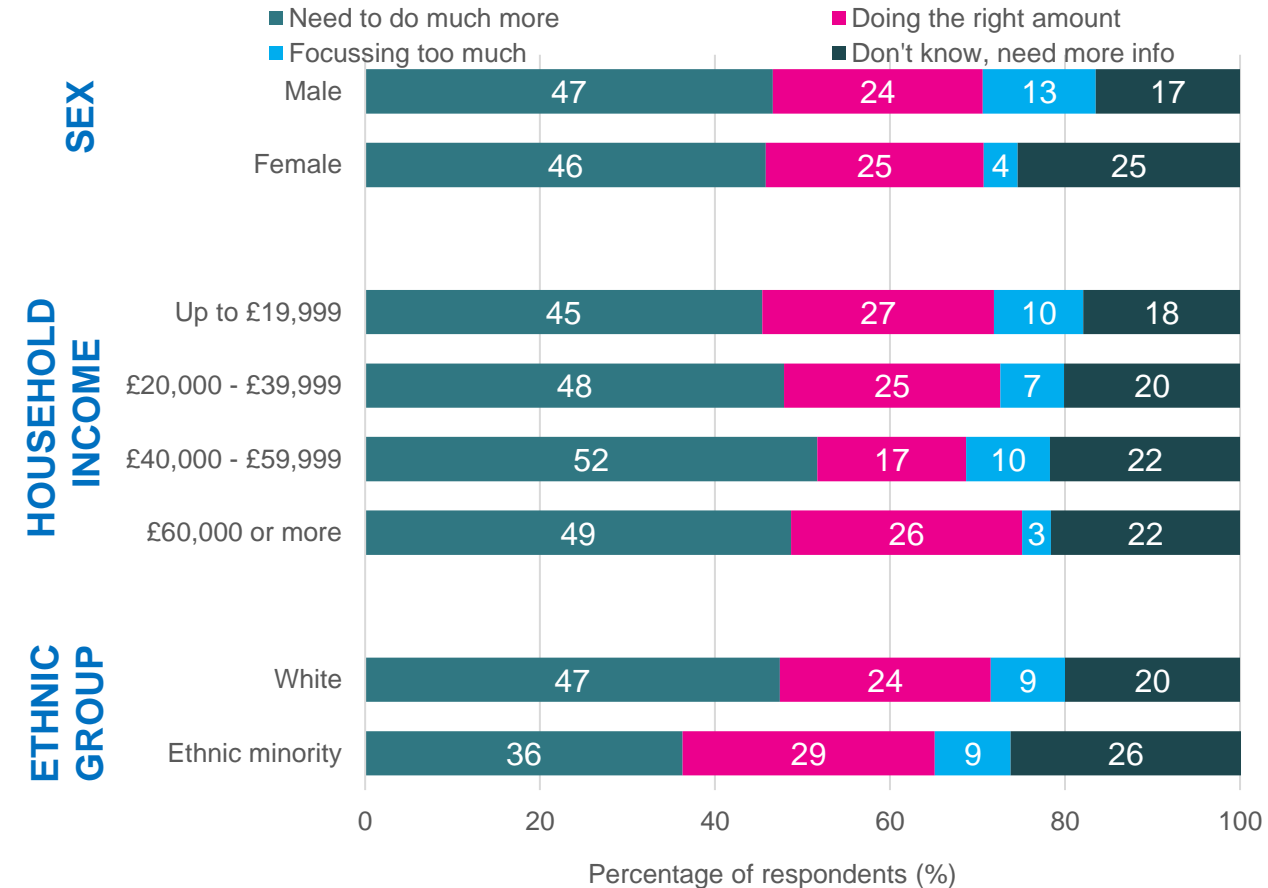
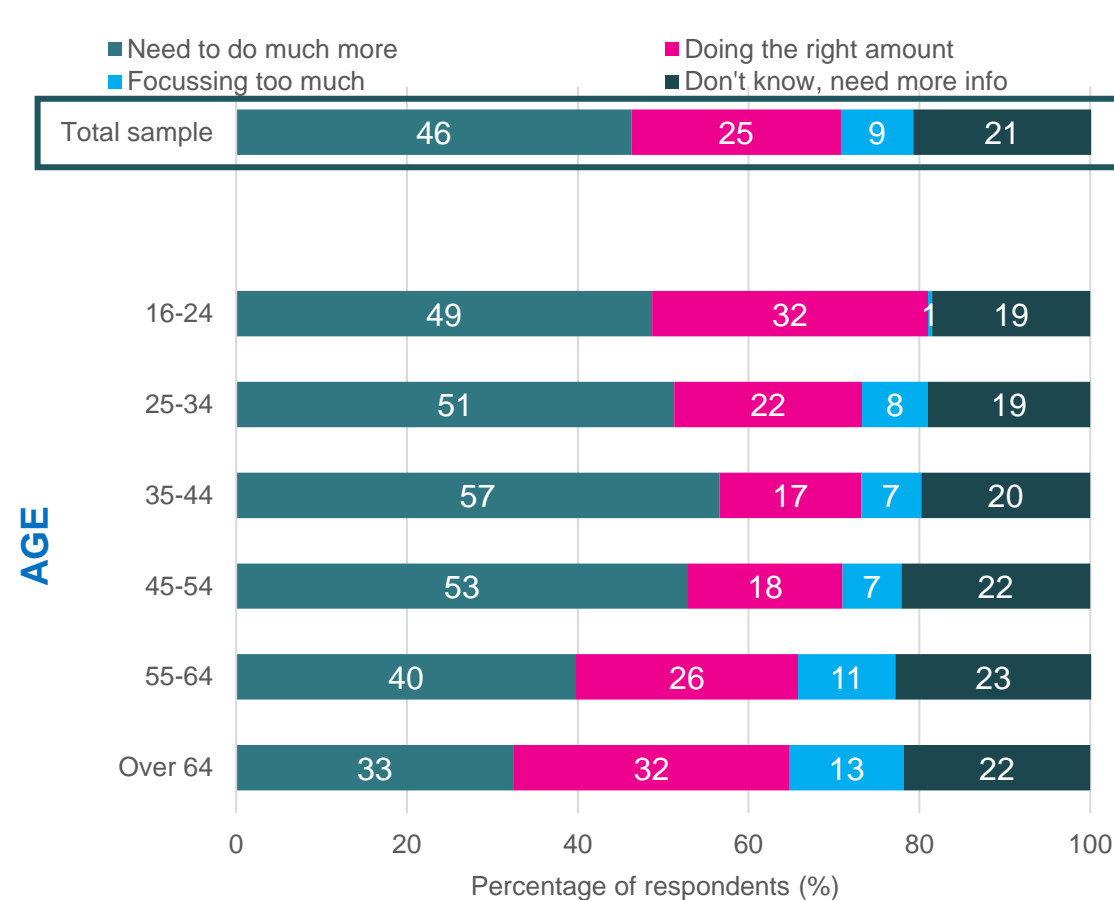
Ethnic group

Consumption and waste (81%) and travel and transport (83%) are selected by a higher percentage of residents from ethnic minorities than those from a white ethnic group

- Consumption and waste, and travel and transport are seen as key areas of focus for over 70% of residents
- All suggested areas of focus are selected by at least 40% of residents

Local action to address climate change

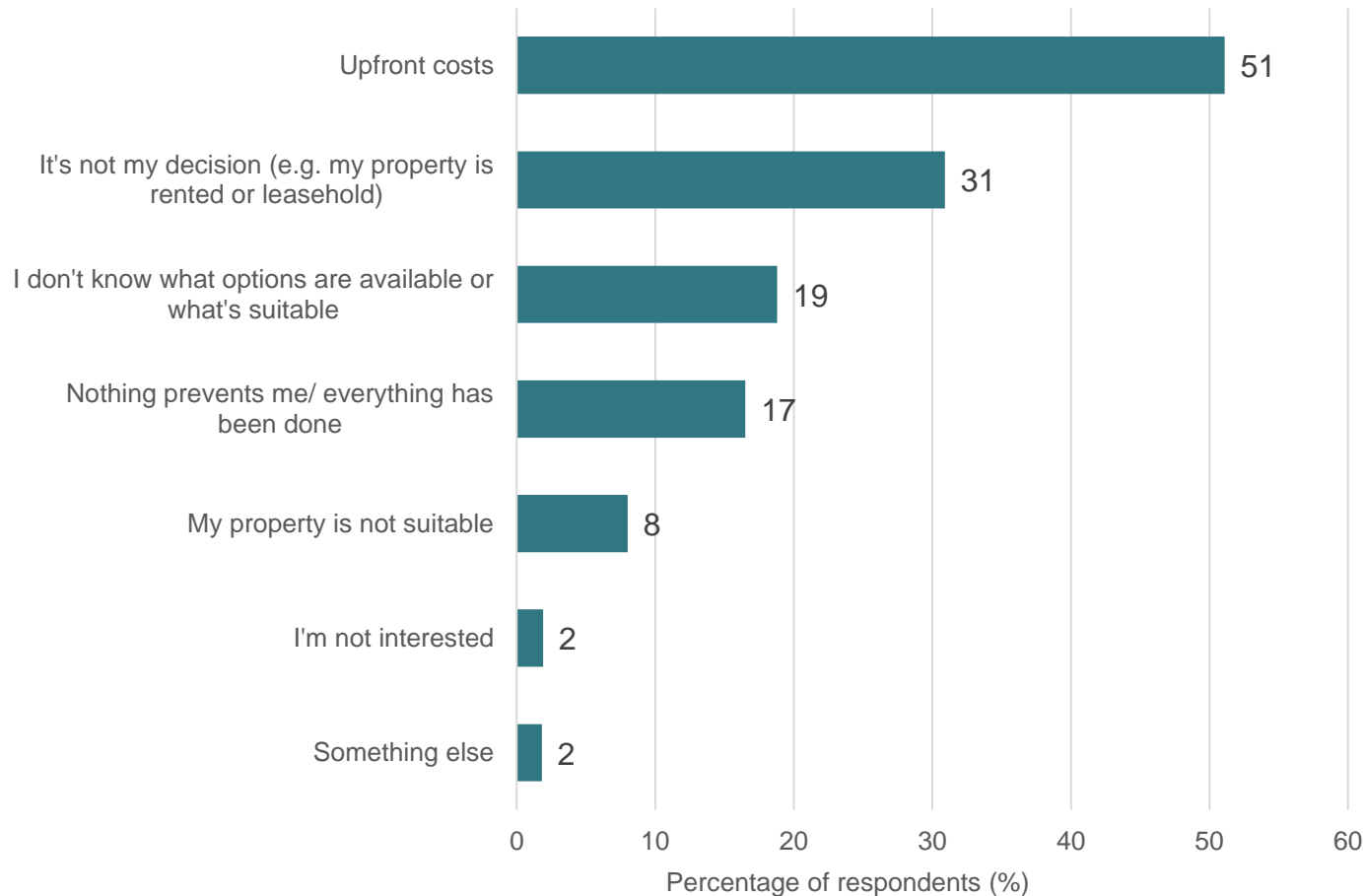
Q: **'Do you think Portsmouth City Council is currently doing enough to address climate change?'** | Weighted base: 1,629 | 16-24: 186 | 25-34: 325 | 35-44: 260 | 45-54: 265 | 55-64: 245 | Over 64: 325 | Male: 831 | Female: 798 | <£19,999: 374 | £20,000-£39,999: 445 | £40,000-£59,999: 277 | >£60,000: 300 | White: 1,407 | Ethnic minority: 181 |



- A quarter of residents feel PCC is doing about the right amount to address climate change although nearly half (46%) feel they need to do much more
- Roughly 10% feel that PCC is focussing on climate change too much. This percentage increases with age (1% for 16-24 year olds, 13% for over 64 years)
- Interestingly, around 20% of residents feel they need more information on what PCC is doing to address climate change suggesting increased or more targeted marketing communications might be of value. This response is selected by a higher percentage of females and ethnic minorities (25% and 26% respectively)

Barriers to improving home energy efficiency

Q: **‘What prevents you, if anything, from improving the energy efficiency of your home?’** | Weighted base: 1,620



Sex

A slightly higher percentage of females cite not knowing what the options are and that it is not their decision. A slightly higher percentage of males say their property is not suitable

Age

Not surprisingly, younger residents are more likely to state that it is not their decision (e.g. rented accommodation). A higher percentage of older residents state that everything has been done

Ethnic group

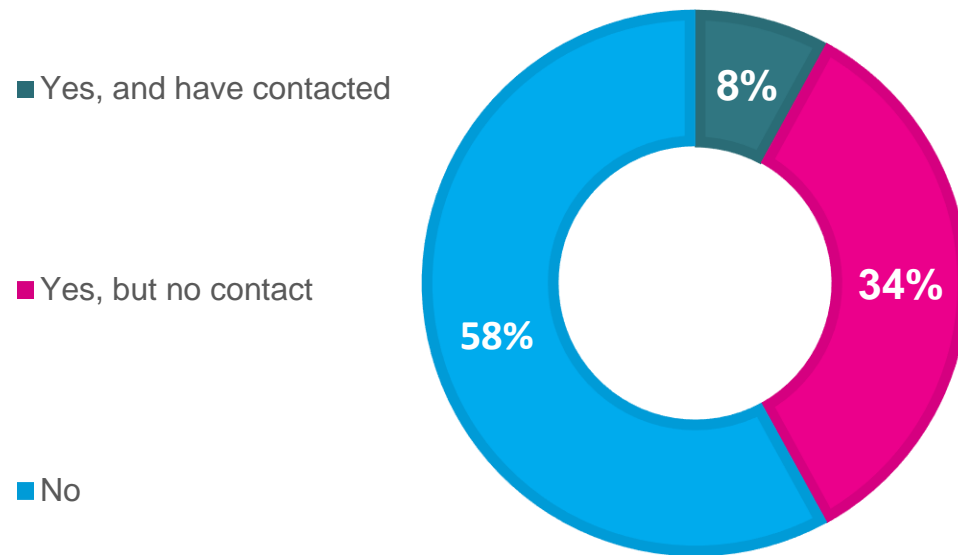
Those from an ethnic minority are more likely to report that they don't know what the options are

- Upfront costs are a barrier to improving energy efficiency in the home for 51% of residents
- A further 31% are not the decision-maker for these kind of improvements
- Around a fifth (19%) don't know what is available or what would be suitable for their home

Awareness of Switched On Portsmouth

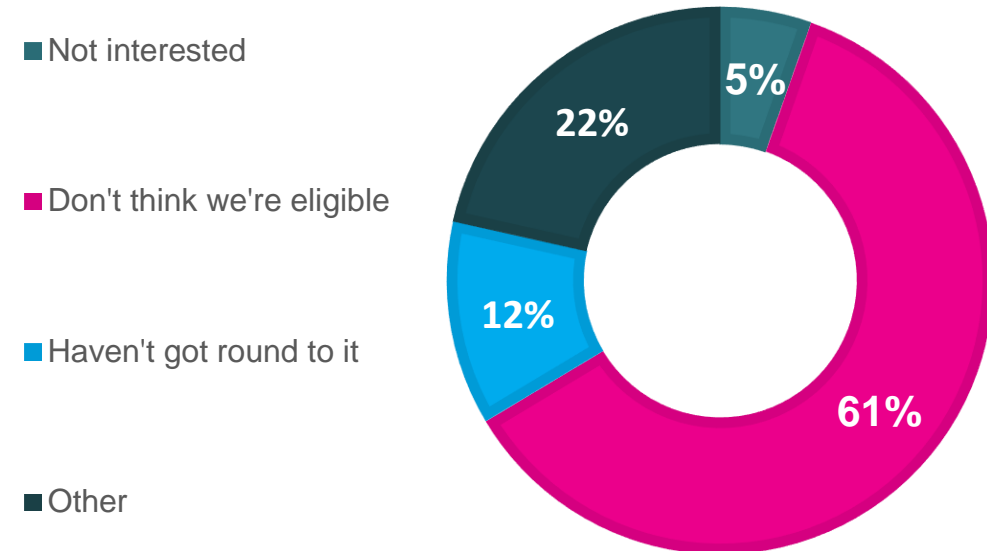
Q: 'Portsmouth City Council offers a free service for home energy advice, home visits, interest-free loans and energy efficient upgrades. Are you aware of Switched On Portsmouth?'

Weighted base: 1,621



Q: 'Why haven't you contacted Switched On Portsmouth?'

Weighted base: All those aware but not made contact: 548



50% Of those not aware of Switched On Portsmouth requested more information

- 58% of residents were unaware of Switched On Portsmouth and 50% of those have requested further information about the scheme
- Of those who are aware of the scheme but have not yet made contact, 61% believe that they are ineligible
- The main themes amongst those giving another reason for not contacting Switched On Portsmouth are that they are not the property owner, their property is already energy efficient, the property is not suitable, or the cost of making the changes