**Summary Report**

**November 2022**



**Coventry Household Surveys**

**Residents’ Survey 2022**



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Project details and acknowledgements

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| **Title** | Coventry Residents Survey |
| **Client** | Coventry City Council |
| **Project number** | 20145 |
| **Authors** | Jordan Harrold and Steve Handley |
| **Research Manager** | Steve Handley |
| **Reviewer** | Steve Handley |



**M·E·L Research**

Somerset House, 37 Temple Street, Birmingham, B2 5DP

Email: [info@melresearch.co.uk](mailto:info@melresearch.co.uk)Web:[www.melresearch.co.uk](http://www.melresearch.co.uk)

Tel: 0121 604 4664

Introduction

Background

The Coventry Household Survey is an established mechanism for monitoring Coventry residents’ views of quality of life in the city and has incorporated questions to better understand residents’ perceptions of their health and wellbeing. The last Coventry Household Survey took place in 2021.

In 20022 Coventry City Council commissioned M·E·L Research, an independent market research agency, to undertake the latest Household Survey. The survey results will be used to track progress and inform service improvement and development. This timing of the survey in mid to late 2022 also provided the opportunity to:

* Collect insight on the extent to which Coventry City of Culture has had an impact on cultural participation in the city;
* Explore perceptions of Coventry city centre following a significant a period of regeneration/investment;
* Detect impacts of the emerging cost of living crisis on both attitudes and health behaviours.

Methodology

In 2021, in order to comply with the social distancing requirements brought about by the Covid-19 pandemic, the data collection methodology for this project was changed from face to face interviewing to a postal ‘push to web’ letter. This approach was retained for this 2022 iteration.

Using our CACI Insite GIS Mapping software, which includes Royal Mail’s Postcode Address File (PAF), we randomly selected 20,000 households across the city, stratified by Middle Layer Super Output Areas (MSOA) and Indices of Multiple Deprivation. Each sampled address was sent a letter explaining the nature of the research and how to take part online by entering a unique reference number.

Within the invite letter, the household member with the next birthday, aged 16 and over, was invited to participate in the survey. The letter highlighted the value and benefit of responding to the survey, that participation was voluntary and that responses would be confidential. It also provided a M·E·L email address and freephone telephone number to contact for further information, to opt out, or to request an alternative completion method, such as by telephone or by paper.

A reminder mailing was scheduled for two weeks after the initial mailing for those that had not responded to the first mailing. To further boost responses, 15,000 of the c.19,000 non-responding households also received a paper version of the questionnaire and freepost return envelope within the reminder mailing.

Despite the above method being consistent with the approach deployed in 2021, the response rate to the survey mailing in 2022 was notably lower than in 2021. On this basis, the geographical profile of the surveys completed following the two invite mailings was reviewed. A small number of MSOAs with particularly low response rates were identified. Using the increased methodological flexibility offered by the relaxation of Covid-19 restrictions, a team of face to face interviews were deployed to these MSOAs to undertake top-up interviews. All these interviews were targeted at residents under the age of 55 to help correct the profile of the survey sample by age. This activity added a further 47 interviews to the total.

Response rates

Overall, surveys were completed between 23rd June and 26th September 2022 and 2,242 responses were received in total. Based on a population estimate of 357,623[[1]](#footnote-2), the survey dataset has a ±2.06% confidence interval, for a 50% statistic at the 95% confidence level. This simply means that if every resident had been surveyed, the results would lie somewhere between 47.94% and 52.06%, and be achieved 95 out of 100 times.

**Table 1: Top line response rate confidence interval**

|  |  |  |
| --- | --- | --- |
| **Population** | **Number of responses** | **Confidence interval for a 50% statistic at the 95% confidence level** |
| 357,623 | 2,242 | ±2.06% |

Analysis and reporting

The data has been weighted back to known population profiles for Coventry using Census and 2020 Mid-Year Population Estimates. This was to counter for any imbalances from self-selection methodologies where there was over or under representation by specific characteristics or geographic areas. In 2022 the data was weighted by age and gender interlocked at ward level, with the ward values aggregated into weighting targets for four neighbourhood areas (North West, North East, South West, South East).

Results have been compared to both 2018 and 2021 survey results where possible. The 2018 survey results have been retained in the reporting to provide a wider context, given that the 2021 survey was conducted in an atypical period of Covid-19 restrictions. When making these year-on-year comparisons it should however be recalled that the 2018 data was collected via a face-to-face, doorstep survey.

Several questions have been included from the Local Government Association’s (LGA) ‘**Polling on resident satisfaction with councils: June 2022’** survey for benchmarking purposes. The LGA’s polling on resident satisfaction with councils is a triannual telephone survey of 1,000 British adults across Great Britain. It should be noted that where comparisons are made to the national LGA survey results, these should also be seen as indicative due to the differences in data collection methodology.

The survey included the short version of the Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS). SWEMWBS enables the monitoring of mental wellbeing in the general population (in this case Coventry City) and uses 7 of the 14 WEMWBS statements about thoughts and feelings. These relate more to functioning rather than feelings and so offer a slightly different perspective on mental wellbeing. The seven statements are positively worded with five response categories from ‘none of the time’ to ‘all of the time’. SWEMWBS is scored by summing the scores for each of the seven items and the total raw scores are then transformed into metric scores using the SWEMWBS conversion table which can be found [here.](https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/using/howto/swemwbs_raw_score_to_metric_score_conversion_table.pdf.) **Scores range from 7 to 35 and higher scores indicate a higher positive mental well-being.**

Analysis for agreement/satisfaction questions are reported for valid responses only, excluding residents who were unable to rate their level of agreement – ‘don’t know’ was therefore classified as a non-valid response.

In some instances the base size or ‘n’ number shown in charts and tables refers to the number of valid responses. Where the term valid responses is used, ‘don’t know’ and blank responses have been removed from the sample base with the percentages selecting the remaining responses recalculated accordingly.

Owing to the rounding of numbers, percentages displayed visually on graphs in the report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used for accuracy. Very small percentages (3% or lower) may not be shown on the charts.

For some questions, residents could give more than one response (multichoice). For these questions, the percentage for each response is calculated as a percentage of the total number of residents and therefore percentages may not add up to 100%.

Summary

General perceptions

* Results show that two thirds (66%) of Coventry residents are satisfied with their local area. Within this, around a fifth (18%) state they are ‘very satisfied’, and just under half (48%) are ‘fairly satisfied’. Conversely, one in five residents 21% indicate some degree of dissatisfaction with their local area. Local area satisfaction is now 4-percentage points lower than in 2021 (70%).
* Four in ten (40%) residents are satisfied with the way their Council runs things. Over a third of residents (37%) reported some degree of dissatisfaction, leaving around a fifth (22%) who are neither satisfied nor dissatisfied. To contextualise this result, satisfaction among Coventry residents is 23 percentage points lower than the national LGA figure of 63% and represents a clear decline since the 54% recoded in the 2021 household survey. Elsewhere in this report positive impacts of council interventions are clearly evident, e.g. majority agreement that changes to Coventry city centre have made it more fun and enjoyable to visit. However, this has not translated into this headline council satisfaction metric.
* Less than three in ten residents agree that their council provides value for money (28%), with just 4% strongly agreeing. There has been a 10-percentage point decrease in positive value for money perceptions since 2021. Agreement among Coventry residents that their council provides value for money is significantly below the LGA benchmark for June 2022 (45%).
* Two in five (42%) residents feel either very or fairly well informed about the services and benefits Coventry City Council provides. Just over half (53%) of residents do not feel informed. In 2022 fewer residents feel informed than was the case in 2021. This could reflect the heightened levels of communication that were being delivered during the pandemic period.

Community safety and community

* Over three quarters of residents feel safe during the day (77%) in their local area, with only 11% reporting feeling unsafe. While the proportion of Coventry residents who feel safe during the day is unchanged since 2021, this proportion remains significantly lower than the latest LGA national polling figure of 95%. When considering their safety after dark in their local area, fewer than half (45%) of residents feel safe, a slight increase since 2021. The sense of safety after dark expressed by Coventry residents is below that recorded nationally by LGA polling (76%).
* Residents were asked to what extent they feel they belong to their local area. Excluding those who answered don’t know or indicated that they have not lived in the area long enough to comment, over half of Coventry residents (54%) have a strong sense of belonging to their local area, with 46% stating the opposite. While this level of local belonging is consistent with that seen in 2021, this remains below the 77% recorded in 2018. Residents were also asked to what extent they feel a sense of belonging to Coventry. As was observed in 2021 there is minimal variation in the levels of belonging expressed at city level and at neighbourhood level.
* All residents were subsequently asked if the Covid-19 outbreak has changed the way their sense of belonging to their local community. Only a minority of 13% feel a stronger sense of belonging to their local community after Covid-19, a small difference compared to the previous year (15%). Three quarters (75%) suggest that they feel the same sense of belonging to their community as before Covid-19. Therefore there is minimal evidence of the pandemic having transformed community relations.
* Just under four in ten residents (38%) agree that there are opportunities for them to get actively involved in improving their local area, in line with 2021 findings.

Coventry City Centre

* Among visitors to the city centre, the proportion having positive perceptions of it (those scoring a 4-5) has significantly increased when compared to the previous year’s findings (40% cf. 13%). Likewise, negative perceptions (those scoring 1-2) have significantly fallen (24% cf. 51%). To contextualise these findings it should be recalled that significant works to improve the city centre were undertaken during the pandemic. These improvements had been completed by the time of the 2022 survey.
* Residents were also asked whether they agree that the changes made to the city centre have made it a more fun and enjoyable place to visit. Around two thirds (63%) of city centre visitors agree, while one in five (19%) city centre users disagree. The overall positive balance of opinion on this measure does suggest that the council’s investment in the city centre has helped to reshape perceptions of it as a destination.

Health and wellbeing

* The proportion of residents indicating that price is the most important factor when buying food, has significantly increased to 64% compared to 57% in 2021, a potential impact of the cost of living crisis. Price pressures do not seem to have resulted in an increase in meal planning behaviours prior to food shopping. One in five respondents do not eat breakfast every day, but this data does not allow us to determine whether this is due to choice or necessity.
* An emerging impact of the cost of living crisis is shown by the responses recorded regarding household food consumption. Just over two thirds (69%) of residents state that in the last 12 months they and their household always had enough of the kind of food they wanted. This is significantly lower than the 78% recorded in 2021. In 2022 4% of residents indicate that sometimes they and other household members did not have enough to eat, up from 2% . The final 1% stated that often they and other household members didn’t have enough to eat. While this is a minority, there are clearly health and wellbeing risks for those experiencing this food scarcity.
* Residents were asked how often they have been worried about money during the last few weeks. This question is especially pertinent this year due to the current cost-of-living crisis. Approaching one in five (17%) residents say they feel money worries almost all the time, a 5-percentage point increase compared to the 2021 findings. A further 23% are now worried about money quite often. There has been a corresponding reduction in the proportion of those that never feel worries about money (25% in 2022 vs. 32% in 2021)

Moving House

* All residents were asked how likely they would be to move house in the next 4 or 5 years. It should be noted that this data was collected prior to the Truss government budget and associated events of October 2022 that have produced rises in mortgage interest rates. In the 2022 data equal proportions feel likely (48%) and unlikely (51%) to move home in the next four or five years, with these proportions essentially unchanged compared to 2021.

Environmental issues

* A new question was asked this year around sustainability and the impacts of climate change. Respondents were first asked how important they felt tackling these issues were. In total 92% said that these were important issues to address.
* Personal actions on sustainability and climate change issues are currently being seen through a prism of personal expenditure. From the seven options presented within the survey, action to reduce the cost of living (fuel & food bills etc) has the lowest mean score, meaning that it is most commonly given high importance. Beyond this, ensuring a positive legacy for future generations, having a positive impact upon quality of life and reducing the risk of extreme weather appear to be comparatively strong motivating factors in the area of environmental action.

Cultural participation and City of Culture

* Between 2018-2022 25 out of 42 MSOAs in the city have seen a double digit reduction in the proportion of residents who do not participate in cultural activities. Therefore improved cultural engagement has been seen across multiple parts of the city and by extension, in an extensive range of communities.
* Three in ten Coventry (30%) residents feel that City of Culture 2021 changed how they think about the city in a positive way, with just 5% feeling it has had a negative impact. Over half (54%) however state that it has not changed their perception either way, with a further 11% answering don’t know.
* Two in five (42%) residents feel that Coventry City of Culture 2021 has improved perceptions of the city amongst people in the UK, with around a quarter (26%) feeling it has not had this impact. Around a third (32%) said they did not know.

Covid-19

* Public concerns about Covid-19 have abated. No Covid-19 driven concern generated a mean score greater than 5 out of 10 (when 10 equals ‘very worried’). The highest concern expressed related to individual financial situations, closely followed by mental health. At the design stage this research, this question seemed relevant to include in order to track public perceptions through the late pandemic period. However, during the summer and autumn of 2022 it is reasonable to suggest that the cost of living crisis has become the primary risk to a number of the lifestyle elements that this question covered.

Communication

* Two in five (40%) residents state that they receive information regarding the Coventry City Council, via social media, with a similar proportion 39% saying they do so via leaflets and posters. Around a third (32%) state they typically go to the council website for information. Other council information channels were mentioned to a lesser extent.
* The channels through which residents would seek information about council services have remained relatively similar to those mentioned in 2021. The Coventry City Council website is by far the most common channel for seeking service information, with 74% mentioning this. Social media (31%) and leaflets through the door (28%) remain prominent channels for residents to gather information on council services.

General perceptions

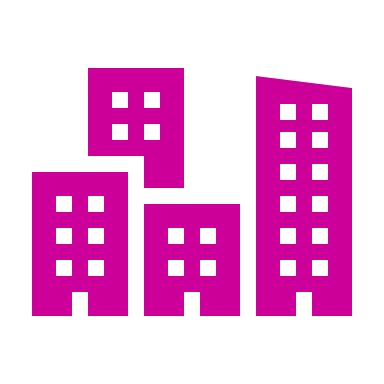
Local area

We asked residents to think about how satisfied or dissatisfied they were with their local area as a place to live, with their local area being described as within a 15-20 minute walk from their home.

* Results show that two thirds (66%) of Coventry residents are satisfied with their local area. Within this, around a fifth (18%) state they are ‘very satisfied’, and just under half (48%) are ‘fairly satisfied’. Conversely, one in five residents 21% indicate some degree of dissatisfaction with their local area.
* Local area satisfaction is now 4-percentage points lower than in 2021 (70% were satisfied). Among Coventry residents this indicator has been falling since 2018. To contextualise these findings, the LGA polling trend data for this question is shown within Figure 1 below. The 66% of Coventry residents satisfied with their local is 15 percentage points lower than the June 2022 national LGA polling result (66% compared to 81%). Looking over the longer term, the LGA data from 2018 onwards shows that local area satisfaction has consistently been expressed by around eight in ten residents nationally.

Reasons for satisfaction or dissatisfaction with the local area were not explored in the 2022 survey.

Figure 1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?



🡩 2021 – 8%

🡫 2018 – 84%

🡩 2021 – 16%

🡫 2021 – 70%

21% Dissatisfied

13% Neither

66%  
Satisfied

*Percentage of respondents – base size 2,238*

*LGA polling trend data 2018-2022*

Changes over the past two years

Residents’ perceptions about the local area were further explored by asking whether they had noticed any changes in their local area over the past two years. The balance of opinion expressed at this question is consistent with the declining local area satisfaction reported above. While 10% suggest that their local area has got better to live in over the last two years, approaching three in ten (28%) feel that it has got worse. Half (51%) suggested there was no real change over this two year period.

Figure 2: Do you think that over the past two years your area has ...?

Not changed much: 51%

I have not lived here long enough to say: 8%

*Percentage of respondents – base size 2,237*

Perceived decline in the local area as a place to live is notably higher among those living in Bablake (43%) and Foleshill (42%).

Satisfaction with the way Coventry City Council runs things

Residents were asked how satisfied or dissatisfied they are with the way Coventry City Council runs things. In line with how this question is asked by the LGA, the following preamble was provided as context for this question.

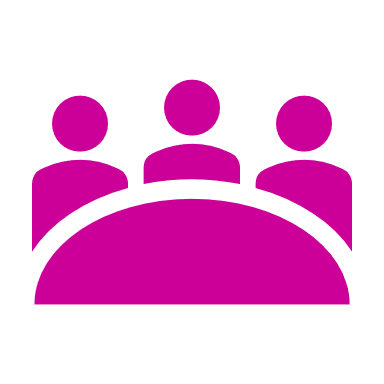
**Your local area receives services from Coventry City Council. Coventry City Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.**

In 2022 four in ten (40%) residents are satisfied with the way the Council runs things, with 6% stating they were ‘very satisfied’ and 34% reporting that they were ‘fairly satisfied’. Over a third of residents (37%) reported some degree of dissatisfaction, leaving around a fifth (22%) who were neither satisfied nor dissatisfied.

To contextualise this result, satisfaction among Coventry residents is 23-percentage points lower than the national LGA figure of 63% and represents a clear decline since the 54% recoded in the 2021 household survey. This question was not asked in 2018.

Elsewhere in this report positive impacts of council interventions are clearly evident, e.g. majority agreement that changes to Coventry city centre have made it more fun and enjoyable to visit. However, this has not translated into this headline council satisfaction metric. It should be noted that prior to this survey there was high profile disruption caused by striking refuse staff. However, this data set does not allow us to attribute the particular influence of this episode.

Figure 3: Overall, how satisfied or dissatisfied are you with the way Coventry City Council runs things?



40%  
Satisfied

22% Neither

37% Dissatisfied

🡫 2021 – 54%

🡩 2021 – 24%

*Percentage of respondents – base size 2,237*

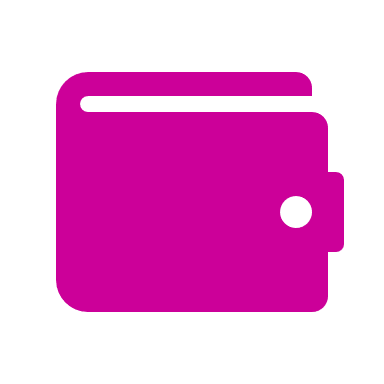
As shown by the figure below within the LGA benchmarking data resident satisfaction with how councils run things has been variable over the pandemic period, but satisfaction levels between 60 and 70% are typical.

Figure 4. Overall, how satisfied or dissatisfied are you with the way Coventry City Council runs things? (LGA polling Feb 2018 – Jun 2022)

Value for money

Residents were also asked to what extent they agree or disagree that Coventry City Council provides value for money. Less than three in ten residents agree that their council provides value for money (28%), with just 4% strongly agreeing. There has been a 10-percentage point decrease in positive value for money perceptions since 2021. Around two fifths of residents disagree with this statement, with 13% strongly disagreeing. Agreement among Coventry residents that their council provides value for money is significantly below the LGA benchmark for June 2022 (45%).

Figure 5: To what extent do you agree or disagree that Coventry City Council provides value for money?



28%  
Agree

30% Neither

39% Disagree

🡫 2021 – 38%

🡩 2021 – 30%

*Percentage of respondents – base size 2,228*

Within the LGA benchmarking dataset positivity around value for money generally tracks below overall council satisfaction (Figure 6 vs Figure 4).

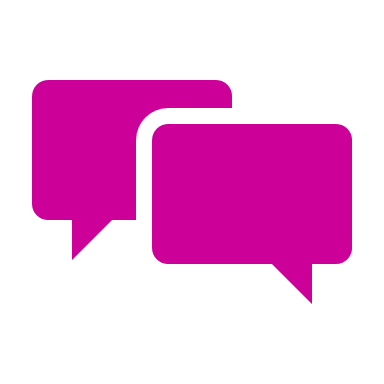
Figure 6. To what extent do you agree or disagree that Coventry City Council provides value for money? (LGA Feb 2018 – Jun 2022)

Within the 2022 Coventry household survey data, even among those who are satisfied with how the council runs thing only 58% say they are satisfied with value for money, suggesting that this is a challenging metric to drive upwards. Analysis of variations in perceptions of council value for money by Index of Multiple Deprivation deciles does not show any conclusive pattern. On this basis, it is reasonable to suggest that views on this issue will be influenced by more than just income/economic status.

Acting on the concerns of local residents

Just over a third (36%) of Coventry residents believe that Coventry City Council acts on the concerns of local residents either a great deal or a fair amount. Conversely, half (51%) believe the City Council does not act on the concerns of residents not very much or not at all. In 2022 agreement is notably lower than the latest national LGA figure of 52% who agree that their council acts on the concerns of local residents.

Figure 7: To what extent do you think Coventry City Council acts on the concerns of local residents?



51% Not very much/ not at all

36%  
A great deal/a fair amount

🡩 2021 – 42%

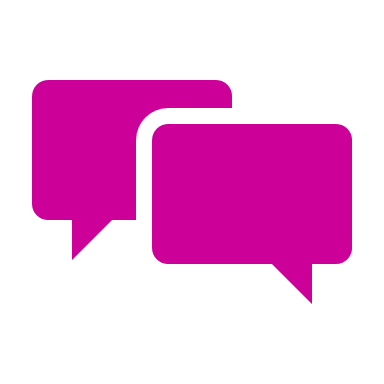
🡫 2021 – 40%

Those aged 45-54 (42%) or 65+ (41%) are significantly more likely to feel that Coventry City Council acts on the concerns of local residents. Those 55-64 however, are significantly less likely to feel that this is the case (30%).

Keeping residents informed

Residents were also asked how well Coventry City Council keeps them informed about the services and benefits it provides. Two in five (42%) residents feel either very or fairly well informed, with 6% indicating very informed and 37% fairly well informed. Just over half (53%) of residents do not feel informed, including 17% who indicate they do not feel well informed at all. The remaining 5% gave an answer of don’t know. In 2022 fewer residents feel informed than was the case in 2021. This could reflect the heightened levels of communication that were being delivered in the pandemic period.

Figure 8: Overall, how well informed do you think Coventry City Council keeps residents about the services and benefits it provides?



🡩2021 – 45%

🡫 2021 – 47 %

42%  
Very/ fairly well

53% Not very well

*Percentage of respondents – base size 2,230*

Among those satisfied with the way the Coventry City Council runs things, 63% feel informed about council services and benefits. Among those dissatisfied with the council this informed proportion falls significantly to 24%, although this data does not allow us to identify to what extent there is a causal relationship here.

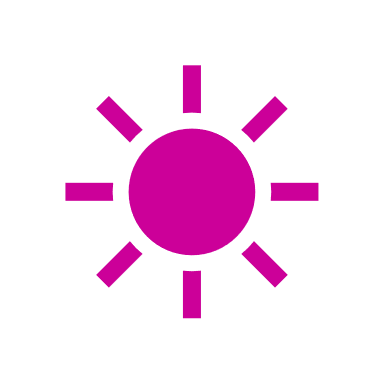
Community safety and community

Safety during day and at night

Over three quarters of residents feel safe during the day (77%) in their local area, with only 11% reporting feeling unsafe. While the proportion of Coventry residents who feel safe during the day is unchanged since 2021, this proportion remains significantly lower than the latest LGA national polling figure of 95%. Safety during the day is significantly lower amongst those living in the Foleshill (55%), Henley (69%) and Upper Stoke (69%) wards when compared to the survey average.

When considering their safety after dark in their local area, fewer than half (45%) of residents feel safe, a slight increase since 2021. The sense of safety after dark expressed by Coventry residents is below that recorded nationally by LGA polling (76%). Residents living in Longford (34%), Henley (29%), Lower Stoke (29%) and Upper Stoke (25%) wards have a particularly low sense of safety after dark.

Figure 9: Safety during the day and night

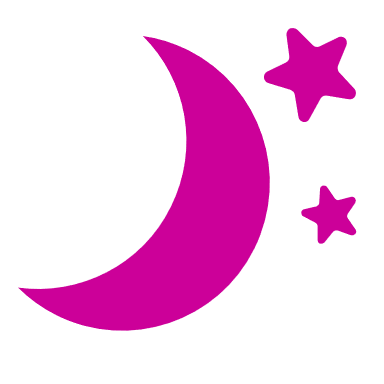


11% unsafe

77%  
Safe

= 2021 – 10%

**=** 2021 – 77%



38% unsafe

45%  
Safe

2021 – 40%

🡩 2021 – 41%

*Percentage of respondents – base sizes 2,236-2,237*

Sense of belonging

Residents were asked to what extent they feel they belong to their local area. Excluding those who answered don’t know or indicated that they have not lived in the area long enough to comment, over half of Coventry residents (54%) have a strong sense of belonging to their local area, with 46% stating the opposite. While this level of local belonging is consistent with that seen in 2021, this remains below the 77% recorded in 2018.

Figure 10: Sense of belonging to the local area



46% Not strongly

54%  
Strongly

= 2021 – 45%

**=** 2021 – 55%

🡩2018 – 23%

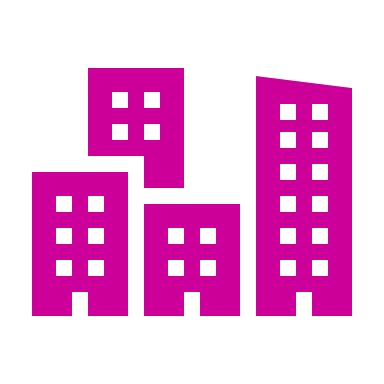
🡫 2018 – 77%

*Percentage of respondents – base size 2,150*

Those in Bablake (70%), Earlesdon (72%), Wainbody (65%), Woodlands (68%) and Wyken (67%) wards are significantly more likely to have a strong sense of belonging at neighbourhood level.

Residents were also asked to what extent they feel a sense of belonging to Coventry. As was observed in 2021 there is minimal variation in the levels of belonging expressed at city level and at neighbourhood level. Again there is no evidence of perceptions having shifted in the 2021-22 period.

Figure 11: Sense of belonging to Coventry



44% Not Strongly

56%  
Strongly

= 2021 – 44%

**=** 2021 – 56%

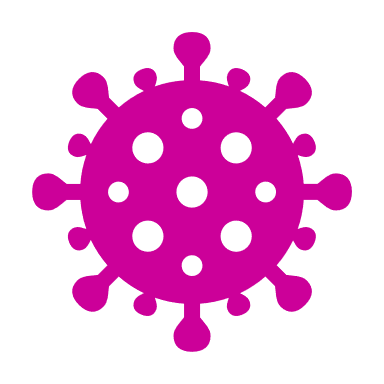
🡩2018 – 17%

🡫 2018 – 83%

*Percentage of respondents – base size 2024*

All residents were subsequently asked if the Covid-19 outbreak has changed the way their sense of belonging to their local community. Only a minority of 13% feel a stronger sense of belonging to their local community after Covid-19, a small difference compared to the previous year (15%). Three quarters (75%) suggest that they feel the same sense of belonging to their community as before Covid-19. Therefore there is minimal evidence of the pandemic having transformed community relations.

Figure 12: Has Covid-19 changed how you feel you belong to your local community?

**

12% Lower sense of belonging

75% Feel the same

13%  
Higher sense of belonging

🡩 2021 – 68%

🡫 2021 – 17%

🡫 2021 – 15%

*Percentage of respondents – base size 2,131*

Getting on well together

Residents were then asked to what extent they agree or disagree that their local area is a place where people from different backgrounds got on well together. Figure 13 shows that just under two thirds of residents (63%) agree that this is the case, while 15% disagree with this statement, including 5% who strongly disagree. Overall disagreement has again remained relatively stable when compared to 2021.

Figure 13: To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean treating each other with respect



15% Disagree

22% Neither

63%  
Agree

= 2021 – 14%

= 2021 – 65%

2021 – 10%

2021 – 88%

*Percentage of respondents – base size 3,849*

Further analysis shows that Asian (69%) and Black (75%) residents are significantly more likely than the survey average to agree that in their local area people from different backgrounds get on well together.

Opportunities to be actively involved in local area

Residents were asked whether they agree or disagree that there are opportunities for them to get actively involved in improving their local area. Just under four in ten residents (38%) agree that there are such opportunities available, in line with 2021 findings. Residents aged 65+ are significantly more likely to agree with this statement compared to the survey average (47% vs. 38%). At ward level ward, those in Binley and Willenhall (24%), Foleshill (24%), Longford (20%) and Upper Stoke (27%) are significantly less likely to agree that there are opportunities to get involved in local improvement.

Figure 14: To what extent do you agree or disagree that there are opportunities for you to be actively involved in improving your local area?



38%  
Agree

62% Disagree

= 2021 – 60%

= 2021 – 40%

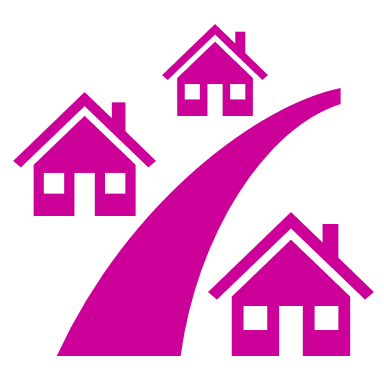
2018 – 48%

2018 – 52%

*Percentage of respondents – base size 1,707*

Residents were subsequently asked if they would take a more active role in the community in the future when opportunity arises. There is a broadly equal split between those who are likely to get involved in some way (51%) and those who are not. The represents a sizeable opportunity for community participation.

Figure 15: In the future there will be more opportunities for residents to take a more active role in their communities. Over the next 12 months how likely, if at all, might you be to get involved with others in your local area to make improvements?



51%  
Very/ Fairly likely

49% Not very/ not at all likely

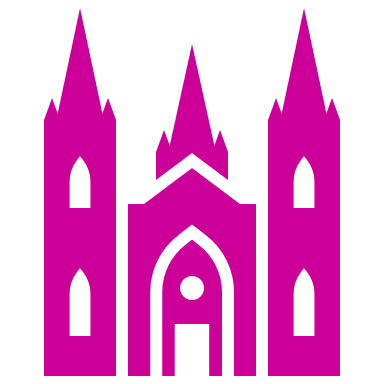
*Percentage of respondents – base size 2,231*

Visiting Coventry in the last 12 months

Residents were reminded that in the past year the Covid-19 pandemic had prevented many people from participating in many of our normal activities such as visiting Coventry city centre. They were then asked how they would rate Coventry as a city centre on a scale of 1 (terrible) to 5 (fantastic) if they had visited it. A year removed from the heavy restrictions put in place as a result of Covid-19 means more people have visited the city centre compared to the previous year (90% this year vs. 78% in 2021).

Among visitors to the city centre, the proportion having positive perceptions of it (those scoring a 4-5) has significantly increased when compared to the previous year’s findings (40% cf. 13%). Likewise, negative perceptions (those scoring 1-2) have significantly fallen (24% cf. 51%). To contextualise these findings it should be recalled that significant works to improve the city centre were undertaken during the pandemic. These improvements had been completed by the time of the 2022 survey.

Figure 16: in the past year the Covid-19 pandemic has prevented us from participating in many of our normal activities such as visiting Coventry City Centre. If you have visited Coventry City Centre in the past 12 months, how would you rate Coventry as a city centre on a scale of 1 (terrible) to 5 (fantastic)?



🡫 2021 – 51%

40%  
Positive

37% Neither

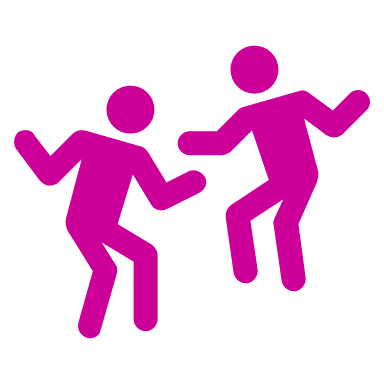
24% Negative

🡩 2021 – 13%

*Percentage of respondents – base size 1,922*

Residents were also asked whether they agree that the changes made to the city centre have made it a more fun and enjoyable place to visit. Around two thirds (63%) of city centre visitors agree with this statement, with a fifth (19%) strongly agreeing. One in five (19%) city centre users disagree that the changes made have made the city centre a more enjoyable and fun place to visit, with 7% strongly disagreeing. The overall positive balance of opinion on this measure does suggest that the council’s investment in the city centre has helped to reshape perceptions of it as a destination.

Figure 17. Do you agree or disagree that the changes that have been made to Coventry City Centre have made it more fun and enjoyable to visit?



19% Disagree

18% Neither

63%  
Agree

*Percentage of respondents – base size 1,977*

To contextualist these findings, it should be noted that in other research M.E.L Research has conducted into resident perceptions of Coventry City of Culture 2021, high positivity has been recorded in relation to Festival Gardens in particular.

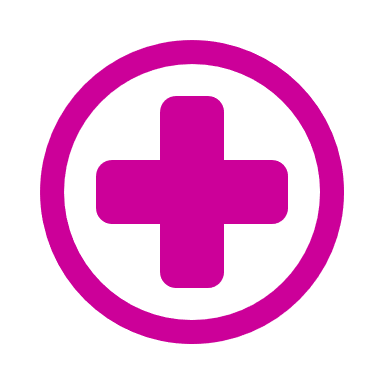
Health and wellbeing

This section focuses on residents’ lifestyles, their general health and their financial concerns.

General health

Seven in ten Coventry residents (71%) consider that their general health is either very good (29%) or good (42%). Under one in ten (7%) consider it to be bad, which leaves just over a fifth (22%) of residents who consider their general health to be fair. Compared to the 2021 survey, the proportion who rated their health as good (either very good or good) has decreased marginally from 73% to 71% this year. The proportion rating their health as bad has decreased from 8% in 2021 to 7%. As may be expected, younger residents, namely those aged under 35 (79%) or 35-44 (81%) are significantly more likely than the survey average to say they have good general health, where as those aged 55-64 (64%) or 65+ (47%) are significantly less likely to feel they have good health.

Figure 18: Would you say in general your health is…?



71% Good

22% Fair

7% Bad

2021 – 73%

2021 – 8%

*Percentage of respondents – base size 2,237*

Smoking

Questions on smoking habits, either using tobacco or electronic cigarette, were also asked in the survey. As seen in Figure 19, 11% currently smoke cigarettes, a similar figure to that of the previous year (12%). Currently 7% say they y use e-cigarettes, a 3-percentage point increase in current usage when compared to 2021 (4%). Those aged 35-44 are significantly more likely to say they currently use e-cigarettes (9%) compared to the survey average of 7%.

Figure 19: Do you, or have you ever, smoked? Q19. Do you use, or have you ever used, e-cigarettes?

**2021**

12% Bad

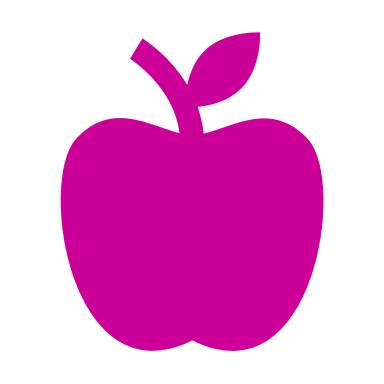
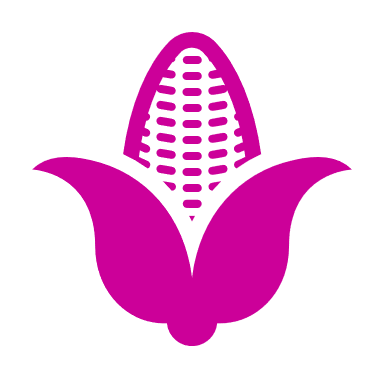
4% Bad

*Percentage of respondents – base sizes 2,231 – 2,233*

Healthy eating

When it comes to having a healthy and balanced diet, just over a fifth (22%) of residents say they are eating at least 5 portions a day of fruit or vegetables, a marginal 2-percentage points lower than the results from 2021. Figure 20 also shows that two in five (40%) eat at least 3 portions, but less than 5. The remaining 39% eat one or less portions of fruits or vegetables a day.

Figure 20: Looking at the information below, how many portions of fruit or vegetables would you say you eat in a typical day?

 *Percentage of respondents – base sizes 2,194*

Residents were then provided with a series of statements relating to eating habits and were asked to what extent they agree or disagree with each one. The responses given show that:

* The importance of eating healthy food remains well recognised by the majority of residents (93%).
* Being able to cook from scratch every night is becoming more challenging for some, both due to time pressures and by not having everything needed in their kitchen to do so (although a majority of 81% still state that they have what is needed).
* The proportion who state that price is the most important factor when buying food has significantly increased to 64% compared to 57% in 2021, a potential impact of the cost of living crisis.
* Price pressures do not seem to have resulted in an increase in meal planning behaviours prior to food shopping.
* One in five respondents (22%) do not eat breakfast every day, but this data does not allow us to determine whether this is due to choice or necessity.

**Figure 21: To what extent do you agree or disagree with the following statements?**

2021 - Agree

79%

57%

92%

66%

66%

91%

84%

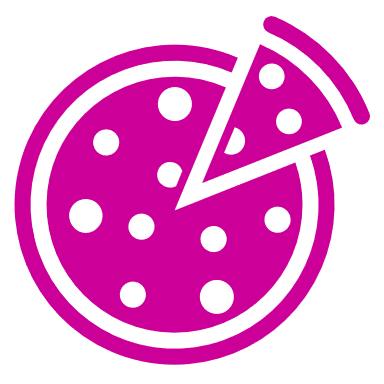
57%

*Percentage of respondents – base size 2,184 – 2,214*

Takeaways and availability of food

Consumption of takeaways is broadly similar when compared to 2021. Around three in ten eat a takeaway at least weekly. Around a quarter (24%), say they eat takeaway less frequently than once a month, a similar figure to that recorded in 2021 (23%). Female residents are significantly more likely than male residents to say they never get takeaways (10% vs 7%).

Figure 22: How frequently, if at all, do you eat takeaways?



*Percentage of respondents – base size 2,232*

An emerging impact of the cost of living crisis is shown by the responses recorded regarding household food consumption. Just over two thirds (69%) of residents state that in the last 12 months they and their household always had enough of the kind of food they wanted. This is significantly lower than the 78% recorded in 2021. A quarter (26%) said they have had enough to eat, but not always the kind of foods they wanted, a significantly higher number than that of 2021 (19%). In 2022 4% indicate that sometimes they and other household members did not have enough to eat, up from 2%. The final 1% stated that often they and other household members didn’t have enough to eat. While this is a minority, there are clearly health and wellbeing risks for those experiencing this food scarcity.

Figure 23: Which of the following statements best describes the food eaten in your household in the past 12 months, that is since the same month of last year?

2021

2021

78% Good

19% Bad

*Percentage of respondents – base size 2,215*

Alcohol consumption

Comparison of alcohol consumption frequency in 2022 relative to 2021 does not show any step change in behaviours. 14% of residents say they consume alcohol once a week, a marginal reduction compared to the previous year’s findings of 16%. A fifth (20%) say they drink 2-4 days a week, 3% said 5-6 days and just 2% say they drink every day of the week, the same figure observed in 2021 (2%). Around a third state they do not drink (34%), which again mirrors that of the previous year’s findings.

Figure 24: Frequency of drinking alcohol

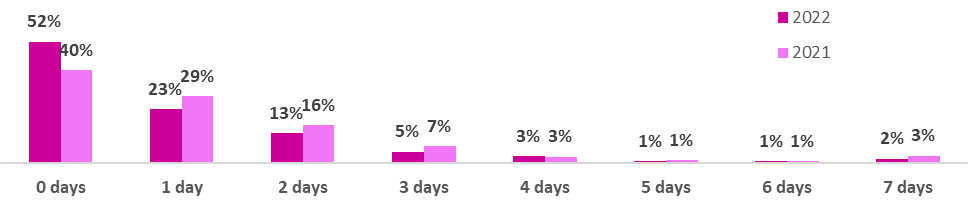
**

*Percentage of respondents – base size 2,210*

Female residents are significantly more likely than male residents to say they never drink alcohol (36% vs 32%). By ethnicity, white residents are significantly less likely (26%) than Asian (60%) or Black (74%) residents to say that they never drink alcohol.

All those who said they are consuming alcohol, no matter the frequency, were then asked how many days in an average week are they drinking more than 2-3 units of alcohol. Just over half (52%) stated they never drink over this amount, a significantly higher proportion compared to 2021 (40%). This may be down to better habits health-wise, but could also be impacted by the economy, with luxuries such as alcohol being a way of cutting down grocery costs for families.

Figure 25: Looking at the information below, how many days in an average week do you drink more than 2-3 units of alcohol?



*Percentage of respondents – base size 1,174*

Worries about money

Residents were asked how often they have been worried about money during the last few weeks. This question is especially pertinent this year due to the emerging cost-of-living crisis. As shown below, 17% of residents say they feel money worries almost all the time, a 5-percentage point increase compared to the 2021 findings. A further 23% are now worried about money quite often. There has been a corresponding reduction in the proportion of those that never feel worries about money (25% in 2022 vs. 32% in 2021).

Figure 26: Worries about money during the last few weeks

*Percentage of respondents – base size 2232, 3,890*

Those living in Foleshill (31%), St. Michaels (33%) or the Wyken (25%) wards are significantly more likely to feel worried about money almost all the time compared to the total average (17%). By age, those under the age of 35 are significantly more likely to feel worried all the time (22%), whilst those 44-64 (12%) of 65+ (8%) are significantly less likely to when compared to the survey average. Those with a disability are also significantly more likely to worry about money almost all the time compared to those with no disability (23% vs. 14%).

Transport and Housing

Transport used for travelling to work, education and school

This section explores the main forms of transport residents use for traveling to work, education and escorting children to school. Driving a car remains the most common form of transport for all three activities.

Figure 27: Modes of transport by activity

Car driver 2021: 64%

Car driver 2021: 36%

Car driver 2021: 49%

*Percentage of respondents – base sizes 310 – 1,274*

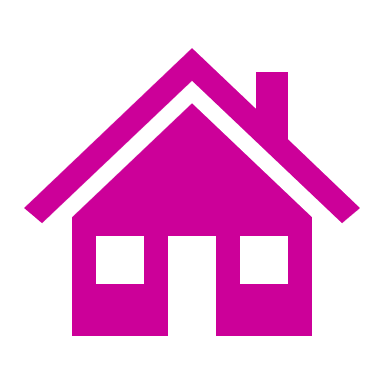
Moving house

All residents were asked how likely they would be to move house in the next 4 or 5 years. It should be noted that this data was collected prior to the Truss government budget and associated events of October 2022 that have produced rises in mortgage interest rates.

The figure below indicates similar levels of those feeling likely (48%) and unlikely (51%) to move home in the next four or five years, with these proportions essentially unchanged compared to 2021.

Analysis by age shows that those under 35 were most likely to feel they would move home in the next few years (67%), significantly higher compared to the total average (48%).

Figure 28: How likely is it that you will move house in the next 4 or 5 years?



51% Unlikely

= 2021 – 50%

= 2021 – 50%

48% Likely

*Percentage of respondents – base size 2,128*

Residents who felt they were very or fairly likely to move home within the next four to five years were asked for their reasons why. The most common explanations were moving to a property more suited to their needs (39%), moving to a more desirable location (37%) or moving to a larger property (27%).

Figure 29: What are your main reasons for possibly wanting to move house?

*Percentage of respondents – base size 689*

Among those with moving aspirations, four in ten (42%) stated they would like to move outside of Coventry, with a quarter (26%) indicating they would like to move but stay within Coventry. 16% said they would like to remain in their neighbourhood when moving to their next home.

Environment

A new question was asked this year around sustainability and the impacts of climate change. Respondents were first asked how important they feel tackling these issues is. Around two thirds (67%) said that these are very important issues to address, with a quarter (25%) feeling they are fairly important. Less than 10% feel that climate change problems are either not very important (6%) or not important at all (2%). Female residents were significantly more likely than male residents to find these issues very important (70% vs. 64%).

Figure 30: Thinking about sustainability and the impacts of climate change, how important would you say it is to tackle this problem?



92% Important

8% Not important

*Percentage of respondents – base size 2,226*

Residents were then asked what is most important to them when thinking about tackling sustainability and climate change. The options presented to residents covered seven known motivators of environmentally positive behaviours. By asking residents to rank these options in order of importance the survey sought to understand the communications /nudges that are most likely to resonate with Coventry residents.

In order to analyse these results, each choice has been given a score between one and seven. The first choice has been given a value of 1, the second choice a value of 2 and so on. When interpreting the mean scores calculated, the lower the score the more priority is given to this factor/behavioural driver.

As is shown by the figure below, personal actions on sustainability and climate change issues are currently being seen through a prism of personal expenditure. From the seven options presented within the survey, action to reduce the cost of living (fuel & food bills etc) has the lowest mean score, meaning that it is most commonly given high importance. Beyond this, ensuring a positive legacy for future generations, having a positive impact upon quality of life and reducing the risk of extreme weather appear to be comparatively strong motivating factors in the area of environmental action. These results suggest that some level of self-interest underpin environmental behaviours given that simply doing the right/ethical thing was given the lowest importance (the highest mean score out of 7).

Figure 31: Importance of aspects related to tackling sustainability and climate change – climate change

The figure below shows the first choices given at this question in percentage terms. Over a third (36%) of residents selected reducing cost of living as the most important a factor when considering positive environmental behaviours.

Figure 32: Please rank the following aspects related to tackling sustainability and climate change in order of importance to you? – 1st choices

*Percentage of respondents – base size 2,046*

Culture

The 2022 survey has provided fresh data on the extent to which Coventry residents undertake various leisure activities. Perhaps unsurprisingly, the frequency of participation in many of these activities has seen an increase compared to the 2021 results. This is likely to be due to a reduction in Covid-19 restrictions as well as restored confidence to mix socially as the pandemic has retreated.

Sport and cultural activities remain the activities have the lowest levels of resident participation, although for both types of activity the proportion of non-participants has fallen year on year.

Figure 33: Activity and recreation

**2021**

**Some**

**None**

65%

48%

76%

86%

48%

35%

52%

24%

14%

52%

*Percentage of respondents – base size 2,173 – 2,210*

Drilling down into the specific types of cultural participation, visiting pubs, clubs and bars remains the most common activity amongst residents, with three fifths saying they do so (59%). There have been notable increases in the proportion of those using the cinema, going to live events or live music when compared to the previous year, with reduced Covid-19 restrictions again likely to be an explanatory factor.

**2021**

Figure 34: Activity and recreation

**No  
attendance**

**Visited**

39%

15%

12%

9%

36%

8%

8%

13%

7%

52%

61%

85%

88%

91%

64%

92%

92%

87%

93%

*Percentage of respondents – base size 2,061-2,126*

Beyond recording the headline levels of cultural participation, these questions were included within the household survey as this large-scale research provided the optimum vehicle through which to measure cultural participation at a hyper-local level. The City of Culture 2021 delivery team employed a deliberate strategy to deliver hyper-local events, so as to drive participation levels across the board in the city. Furthermore, particular MSOAs which had low baseline participation levels (based on 2018 data) were given particular focus.

Table 2 below shows the proportion of non-participants in culture at a MSOA level between 2018 and 2022. For the purpose of this analysis, visits to pubs, cinemas were excluded, in order to get the required read on the cultural engagement City of Culture was focused upon. Between 2018-2022, 25 out of 42 MSOAs have seen a double digit reduction in the proportion of non-cultural participation. Therefore improved cultural engagement has been seen across multiple parts of the city, and by extension, in an extensive range of communities.

Table 2: MSOA level analysis of non-participation in culture 2018-2022

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| MSOA | | % Non-Participation | | | |
| Code | Name | 2018 | 2021 | 2022 | Change 2018-2022 |
| E02001962 | Little Heath | 98% | 83% | 20% | -78% |
| E02001993 | Canley & Westwood Heath | 97% | 76% | 46% | -51% |
| E02001997 | Stivichall & Finham | 70% | 69% | 20% | -50% |
| E02001994 | Cheylesmore Daventry Road | 62% | 74% | 18% | -44% |
| E02001988 | Central Coventry | 59% | 73% | 23% | -36% |
| E02001978 | Barras Heath | 59% | 69% | 28% | -31% |
| E02001981 | Hillfields | 63% | 62% | 35% | -28% |
| E02001959 | Keresley | 49% | 64% | 22% | -27% |
| E02001968 | Radford East | 66% | 66% | 39% | -27% |
| E02001980 | Allesley Green & Lower Eastern Green | 55% | 67% | 30% | -25% |
| E02001992 | Ernesford Grange & Stoke Aldermoor | 64% | 76% | 39% | -24% |
| E02001971 | Coundon | 55% | 71% | 31% | -24% |
| E02006805 | Holbrooks | 62% | 42% | 39% | -23% |
| E02001961 | Bell Green | 60% | 75% | 39% | -21% |
| E02001977 | Naul's Mill & Bishopsgate Green | 34% | 68% | 13% | -21% |
| E02001998 | Finham Park | 51% | 66% | 31% | -20% |
| E02001973 | Stoke Heath | 36% | 71% | 18% | -18% |
| E02001984 | Copsewood | 59% | 61% | 41% | -18% |
| E02001999 | Cannon Park & University | 44% | 52% | 28% | -16% |
| E02001970 | Wyken Croft | 54% | 77% | 38% | -16% |
| E02001982 | Eastern Green & Tanyard Farm | 40% | 68% | 24% | -16% |
| E02001990 | Binley | 45% | 81% | 31% | -15% |
| E02001958 | Longford | 54% | 76% | 40% | -14% |
| E02001983 | Whoberley | 49% | 68% | 37% | -13% |
| E02001996 | Willenhall | 60% | 61% | 50% | -10% |
| E02001995 | Whitley & Tollbar End | 49% | 63% | 42% | -8% |
| E02001964 | Henley Green & Wood End | 32% | 73% | 25% | -7% |
| E02001979 | Allesley Park | 43% | 72% | 36% | -7% |
| E02001965 | Walsgrave & Woodway Park | 43% | 71% | 37% | -6% |
| E02001974 | Sherbourne | 30% | 65% | 25% | -6% |
| E02001991 | Earlsdon & Canley Gardens | 31% | 54% | 25% | -6% |
| E02001975 | Ravensdale | 33% | 73% | 28% | -6% |
| E02001985 | Lower Stoke & Gosford Park | 21% | 67% | 16% | -5% |
| E02001976 | Clifford Park | 35% | 84% | 32% | -4% |
| E02001986 | Tile Hill | 35% | 69% | 38% | 3% |
| E02001969 | Radford West | 54% | 50% | 62% | 7% |
| E02001963 | Whitmore Park | 30% | 77% | 39% | 9% |
| E02001987 | Chapelfields | 23% | 59% | 33% | 10% |
| E02001966 | Foleshill West | 34% | 55% | 47% | 12% |
| E02001972 | Foleshill East | 39% | 67% | 55% | 16% |
| E02001967 | Brownshill Green | 18% | 63% | 34% | 16% |
| E02001989 | Earl Place & Lime Tree Park | 41% | 52% | 63% | 22% |
| TOTAL |  | 48% | 68% | 34% | -14% |

Coventry City of Culture 2021

This research was completed shortly after the completion of the Coventry City of Culture programme and therefore was an ideal vehicle through which to gather data about the impact of the programme upon residents.

Three in ten Coventry (30%) residents feel that City of Culture 2021 changed how they think about the city in a positive way, with just 5% feeling it has had a negative impact. Over half (54%) however state that it has not changed their perception either way, with a further 11% answering don’t know.

Figure 35 Has Coventry City of Culture 2021 changed the way you think about Coventry?

*Percentage of respondents – base size 2,216*

Two in five (42%) residents feel that Coventry City of Culture 2021 has improved perceptions of the city amongst people in the UK, with around a quarter (26%) feeling it has not had this impact. Around a third (32%) said they did not know. In terms of influencing perceptions overseas, half (49%) of residents said they were not sure how much impact the City of Culture has had on how people abroad might view Coventry.

Figure 36. Do you think that Coventry UK City of Culture 2021 has improved...

*Percentage of respondents – base size 2,100 – 2,210*

In terms of resident attendance to the Coventry City of Culture 2021 event, seven in ten (73%) residents said that they did not attend any events within their local area, with 14% indicating they went to 1 event, 9% 2-3 and just 5% saying they attended 4 or more events in the local area. Those aged 65+ were significantly more likely to say they attended no events in their local area compared to the total average (79% vs. 70%). Those aged 35-44 however were significantly more likely to have attended 2-3 (12%) or 4+ (8%) events in comparison to the total.

Figure 37:. How many times have you attended or participated in a Coventry City of Culture 2021 event in your local area and/or in the city centre?

*Percentage of respondents – base size 1,947 – 2,155*

In terms of Coventry City Centre, more residents attended events here, with just 55% saying they didn’t attend anything. A fifth (20%) said they visited 1 event, 17% 2-3 events and just under one in ten (8%) saying they attended 4 or more events within the city centre.

Male residents were significantly more likely to have said they did not visit any events in the city centre compared to female residents (58% vs. 52%). Old residents were again more likely to say they have not attended any City of Culture events in the city centre (55-64 – 61%, 65+ - 71%). Those with a disability were significantly less likely to attend any events when compared to those with no disability (63% vs. 52%).

Covid-19

Residents were asked how worried they are about the impact of Covid-19 on various aspects of their everyday life, using a scale of 0 to 10, where 0 is not at all worried and 10 is extremely worried. Figure 38 below presents the mean score calculations based on the level of concern expressed. The higher the mean score, the higher the level of concern at community level. This figure suggests that widespread concerns about Covid-19 have abated. No concern generated a mean score greater than 5 out of 10. The highest concern expressed related to their individual financial situation(4.78), closely followed by mental health (4.76). At the design stage of this research this question seemed relevant to include in order to track public perceptions through the late pandemic period. However, during the summer and autumn of 2022 it is reasonable to suggest that the cost of living crisis has supplanted Covid-19 the primary risk to a number of the lifestyle elements that this question covered (thus diminishing the insight offered by this question wording).

Figure 38: Impact of Covid-19 on everyday life – mean scores

*Percentage of respondents – base size 3,807 – 4,018*

There is little evidence within this dataset to suggest that the Covid-19 pandemic produced an upswing in voluntary activity. Before the pandemic, 12% of residents said that they had volunteered for an organisation, with 8% saying they volunteered informally. Just under half (44%) said that they did not volunteer and did not wish to. During the Covid-19 outbreak the portion of residents volunteering either with an organisation or volunteering individually was consistent (12% and 9% respectively).

Figure 39: Volunteering activity among residents

*Percentage of respondents – base size 2,205-2,162*

Communication

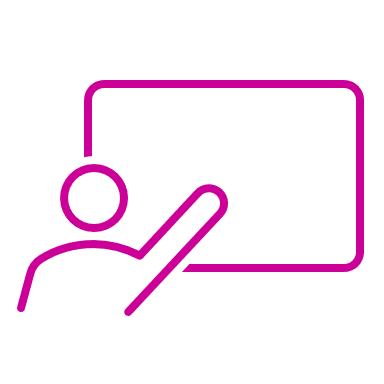
Two in five (40%) residents state they receive information regarding the Coventry City Council, via social media, with a similar proportion 39% saying they do so via leaflets and posters. Around a third (32%) state they typically go to the council website for information. Other council information channels were mentioned to a lesser extent. While leaflets and posters and the Council websites are channels in which Coventry City Council can control the content delivered, the same will not be the case for social media channels despite the Council’s presence on the main social media platforms.

Figure 40: How do you typically get information about Coventry City Council?

*Percentage of respondents – base size 2,210*

Just under half (48%) of residents feel they are kept informed Coventry City Council about its services. While this proportion has fallen from 59% in the previous year, it should be noted that in 2021 the specific wording of this question asked about perceptions of being kept informed during the Covid-19 pandemic.

Figure 41: Overall, how well informed do you think Coventry City Council has kept its residents about its services



🡩 2021 – 41%

49% Uninformed

48% Informed

🡫 2021 – 59%

*Percentage of respondents – base size 2,220*

The channels through which residents would seek information about council services has remained relatively similar to those mentioned in 2021. The Coventry City Council website is by far the most common channel for seeking service information, with 74% mentioning this. Social media (31%) and leaflets through the door (28%) remain prominent channels for residents to gather information on council services. Like the previous question, when comparing to last year it is again important to note that this question in 2021 was asked in relation to the Covid-19 pandemic.

Figure 42: Where would you look for information about council services?

*Percentage of respondents – base size 2,209*

Appendix A: Demographic breakdown

|  |  |  |
| --- | --- | --- |
| **Gender** | **Unweighted number** | **Unweighted %** |
| Male | 1030 | 46.3% |
| Female | 1179 | 53% |
| Transgender | 2 | 0.1% |
| Prefer not to say | 14 | 0.6% |
| **TOTAL** | **2225** | **100%** |

|  |  |  |
| --- | --- | --- |
| **Age** | **Unweighted number** | **Unweighted %** |
| Under 35 | 211 | 9.5% |
| 35 to 44 | 275 | 12.4% |
| 45 to 54 | 355 | 16% |
| 55 to 64 | 433 | 19.5% |
| 65+ | 934 | 42% |
| Prefer not to say | 17 | 0.8% |
| **TOTAL** | **2225** | **100%** |

|  |  |  |
| --- | --- | --- |
| **Ethnicity** | **Unweighted number** | **Unweighted %** |
| White | 1834 | 82.4% |
| BME | 349 | 15.7% |
| Prefer not to say | 43 | 1.9% |
| **TOTAL** | **2216** | **100%** |



1. GP Registered Population figure for Coventry – a figure used extensively as a proxy for Coventry’s population in Covid-19 response [↑](#footnote-ref-2)