

Resident Covid-19 Impact & Response Survey

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Headline Results

- **Half of all respondents gave a score that indicated they were fairly worried about the covid-19 pandemic (7 and higher).**
- **Six in ten respondents said that the coronavirus pandemic had had a large impact on their lives.**
- **A quarter of residents said they felt unsafe when outside their household due to covid-19 and six in ten respondents said they were completely following the guidance.**
- **Two thirds of respondents told us they are worried about themselves or their friends and family catching covid-19'. With this response appearing in the top three answers for all the key and demographic groups assessed. Other people not following the guidance and the economy also were areas of concerns came second and third overall.**
The shielded community also expressed a high level of concern about going to public places, the 18 to 34 years, economically inactive respondents, and lone parents had high levels of concern about household finances.
- **Four in ten respondents said they had experienced a change in their work circumstances during lockdown. With one in ten respondents said they had been furloughed during lockdown.**
- **One in ten respondents said they had experience financial difficulties as a result of disruption from covid-19 and one in seven said they expect to experience financial difficulties in the next few months as a result of covid-19.**
- **Just over a quarter of survey respondents said they were in a household where someone was classed as shielded or high-risk and 80% of the economically active group said they were retired.**
- **One in ten respondents said they required help but did not know where to go to access help.**
- **Disabled respondents were negative about the impacts of coronavirus on their lives.** This group had high levels of concern about food shopping and deliveries, and the level of covid-19 testing, which were not present amongst other key groups. They did not feel that covid-19 has impacted them positively in terms of health (diet, mental health, exercise and loneliness) and had experienced financial difficulties during lockdown and expected to experience financial difficulties during over the next few months.
- **Respondents aged 65 years and over were more positive about the impact of coronavirus on health aspects of their lifestyles such as diet, exercise, loneliness and mental health than the younger age groups – significantly more so than respondents aged 18 to 34 years.**

- **Of the support activities and initiatives undertaken by MBC during the crisis, respondents were least aware of the Retail, Hospitality and Leisure Fund and the Telephone support for isolated people.**
- **More than three quarters of respondents said they were using TV news stations to find out about Coronavirus and related government guidance.**
- **About half of respondents felt that MCB had kept them informed about local issues, covid-19 and changes to services as a result of the pandemic.**

Methodology

The survey was open between 31st July and 2nd October 2020. It was promoted online through the Council's website and social media channels. Residents who have signed up for consultation reminders were notified and sent an invitation to participate in the consultation and several reminders. In addition, CTRS claimants were emailed and notified of the consultation (as part of a reminder about Council Tax Support Consultation).

As an online survey is a self-selection methodology, with residents free to choose whether to participate or not. To ensure that it more accurately matches the known profile of Maidstone Borough's population the results have been weighted by age and gender based on the population in the ONS mid-year population estimates 2018. While this approach assists in achieve a more representation sample for analysis some groups remain under-represented.

There were 1261 weighted responses (1453 unweighted responses) to the survey based on Maidstone's population aged 18 years and over this means overall results are accurate to approximately $\pm 2.75\%$ at the 95% confidence level. This means that if we repeated the same survey 100 times, 95 times out of 100 the results would be between $\pm 2.75\%$ of the calculated response, so the 'true' response could be 2.75% above or below the figures reported (i.e. a 50% agreement rate could in reality lie within the range of 47.25% to 52.75%). Confidence intervals for individual questions are shown as plus/minus percentages in brackets.

When the sample size is smaller, as is the case for certain groups, the confidence intervals are wider as we can be less certain that the individuals in the sample are representative of the population. This means that it is more difficult to draw inferences from the results.

Under-representation of 18 to 34-year olds means that high weights have been applied to responses in this group, therefore results for this group should be treated with caution. Respondents from BME backgrounds are also under-represented at 4.2% compared 5.9% in the local area. The results for this group should be treated with caution as due to sample size this group has greater confidence intervals, meaning what appear to be a large gap between BAME respondents and white respondents within a chart could be up to $\pm 16\%$ the reported figure, depending on the number of responses to each question.

Response bias - Groups of shielded/high risk, benefits and disability are self-reported and therefore subject to response bias – for example some people may not want to disclose are on benefits or they may consider a council tax discount as being council tax support.

The main body of the report discusses the result based on weighted respondent data. Acorn analysis has also been run and are included at appendix A, readers are advised that these profiles relate to households and are based on unweighted data.

Where reference has been made in the report to a 'significant difference' in response between difference groups, the proportional data has been z-tested and means have been t-tested. These tests determine if the difference between subgroups is large enough, taking into account the population size, to be statistically significant (meaning that if we were to run the same survey 100 times, at least 95 times out of 100 the same result would be seen) or whether the difference is likely

to have occurred by chance. Where references have been made to a relationship between variables chi-squared tests have been undertaken. This test compares observed (actual) and expected (theoretical) values in order to establish whether there is a significant relationship between two variables being compared.

Please note that not every respondent answered every question, therefore the total number of respondents refers to the number of respondents for the question being discussed, not to the survey overall.

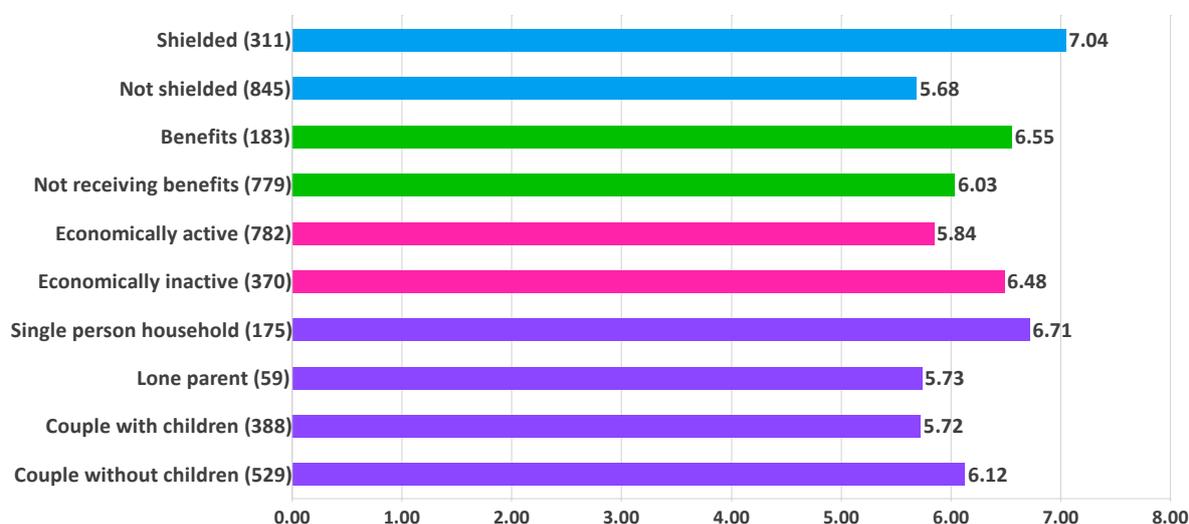
Overall Feelings

Survey respondents were asked to rate how worried they currently about the Coronavirus pandemic, on a scale of 0 to 10, where 0 was not at all worried and 10 was extremely worried. There were 1261 responses to this question.

Mean	Mode	Median
6.06	7	7

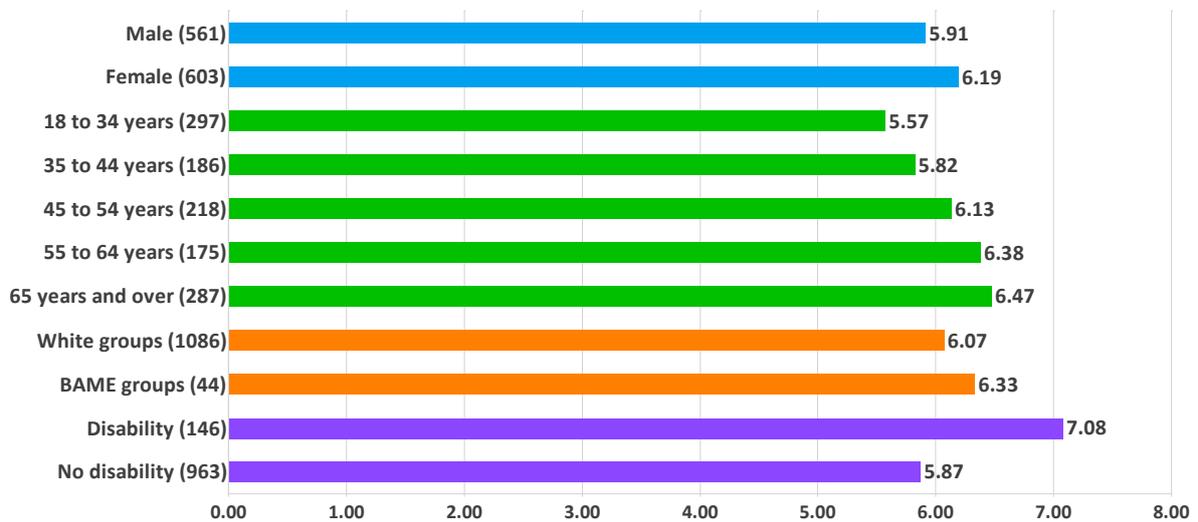
The overall average score (mean) was 6.06 (error 0.07), showing that respondents are fairly worried about the coronavirus pandemic. The most common response was slightly higher than the average at 7, and the middle value (median) was also 7.

The chart below shows the average scores across different groups. There are significant differences in scores across all these groups.



	Respondents that said they lived in a household with someone who was shielded, or high risk were significantly more worried about the pandemic than those who are not shielded. The most common responses for responders from shielded households was 8, whereas the most common response for those in households not shielded was 7.
	The most common response for respondents receiving benefit and those not receiving benefit was 7, however 13.6 (±5.0%) % respondents in households in receipt of benefits answered 10, compared to 4.9% (±1.5%) of those who do not receive benefits – this difference is significant.
	The difference in score between economically active respondents and economically inactive respondents is significant. 39.1%(±5.0%) of economically inactive respondents answered with an 8 or higher compared to 26.2% (±3.1%) of economically active respondents.
	40.6% (±7.3%) of respondents in single person households gave a response of 8 or higher, giving these respondents a score significantly greater than for the rest of the grouping.

The chart below shows the average scores (mean) across different demographic groups.

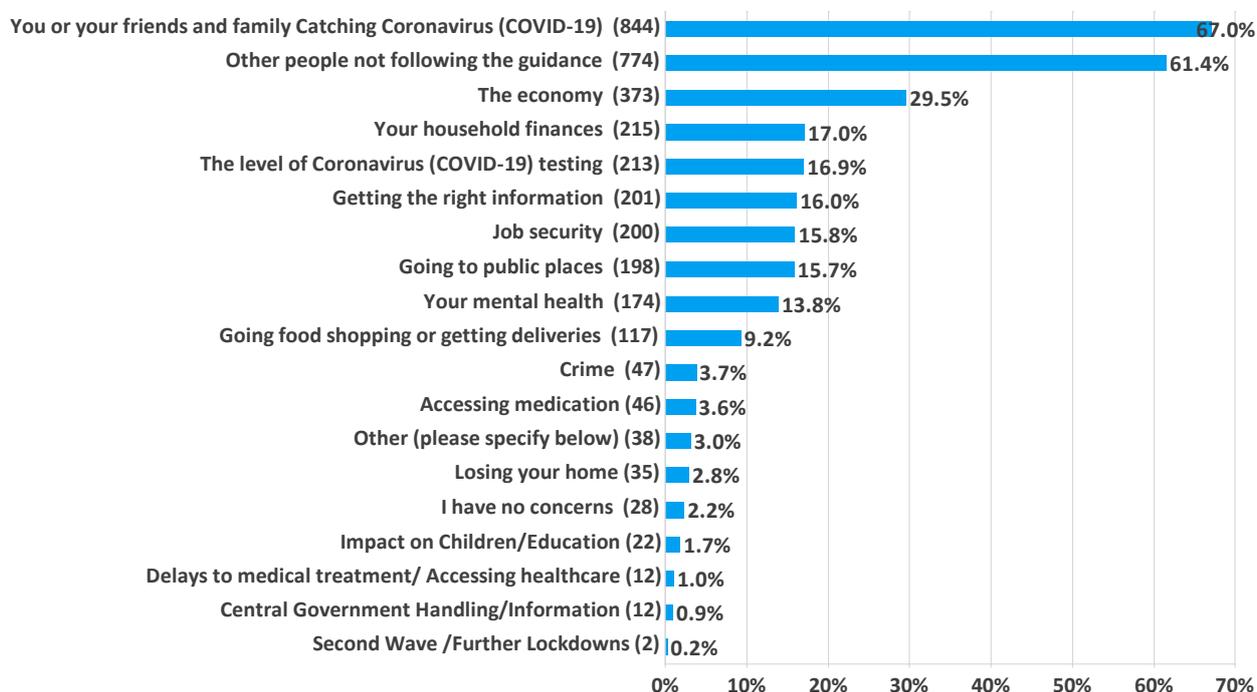


	<p>There were no significant difference identified between the genders.</p>
	<p>Respondents aged 65 years and over were the most worried about the coronavirus pandemic and the 18 to 34 years group was the least worried. The difference in score between these two groups is significant.</p>
	<p>A significantly greater proportion of responders from BAME groups than white groups gave 10 as their response with 14.7% ($\pm 10.5\%$) of BAME answering this way compared to 6.0% ($\pm 1.4\%$) of respondents from white groups. However, there is no overall difference in score between these groups.</p>
	<p>The difference in score between respondents with a disability and those without is significant. 52.0% ($\pm 8.1\%$) of respondents with a disability gave a score of 8 or higher compared to 27.4% ($\pm 2.8\%$) of non-disabled respondents.</p>

Concerns

Survey respondents were asked to select their top three concerns, if any about the current coronavirus pandemic. A total of 1261 respondents provided a minimum of one answer to this question.

Overall, two thirds of respondents selected 'You or your friends and family catching covid-19'.



The top responses for each of the key groups is discussed below.

	<p>For respondents that are in households where someone is shielded 'Going to public places' was third, with the economy a very close fourth. For respondents in non-shielded households the top three is in line the overall result.</p>
	<p>Respondents on benefits placed 'Other people not following the guidance' as their top concern (6 in ten from this groups selected this option), followed by themselves, friends or family catching (just over half selected this) covid and household finances as third (a quarter selected this answer). For respondents in households where no-one receives benefits the top three is in line with the overall result</p>
	<p>Economically inactive respondents placed 'Other people not following the guidance as their top concern, followed by themselves, friends or family catching covid-19, and the economy was third for this group. The top three responses for economically active respondents was in line with the overall result.</p>
	<p>The top three responses for couples with and without children are in line with the overall result. Single person households had the same top three responses but placed other people not following the guidance as their top concern. Lone parents had the same top two responses but placed household finances as third.</p>

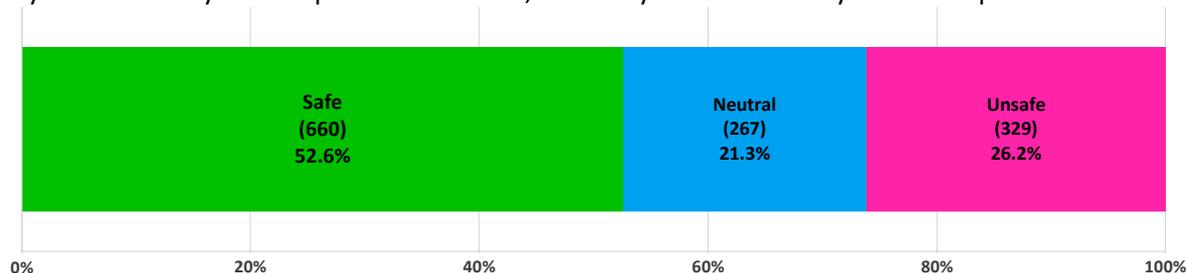
The table below discusses the top responses for the demographic groups.

	The top three responses for both male and female respondents are in line with the overall result.
	The top three responses for the age groups 35 to 64 years are in line with the overall result. The 65 years and over groups had the same top three but in a different order- they placed other people not following the guidance as their top concern. Respondents 18 to 34 years had the same top two as the overall result but placed 'household finances' as third.
	Respondents from BAME groups had the same responses in their top three, but in a slightly different order – People not following the guidance was the top concern for this group. The top three responses for white groups align with the overall result.
	Respondents with a disability had the same top two responses as the overall result but placed 'going food shopping or getting deliveries' as third and the 'Level of covid-19 testing as a very close fourth with one in five of this group selecting each these responses.

Safety

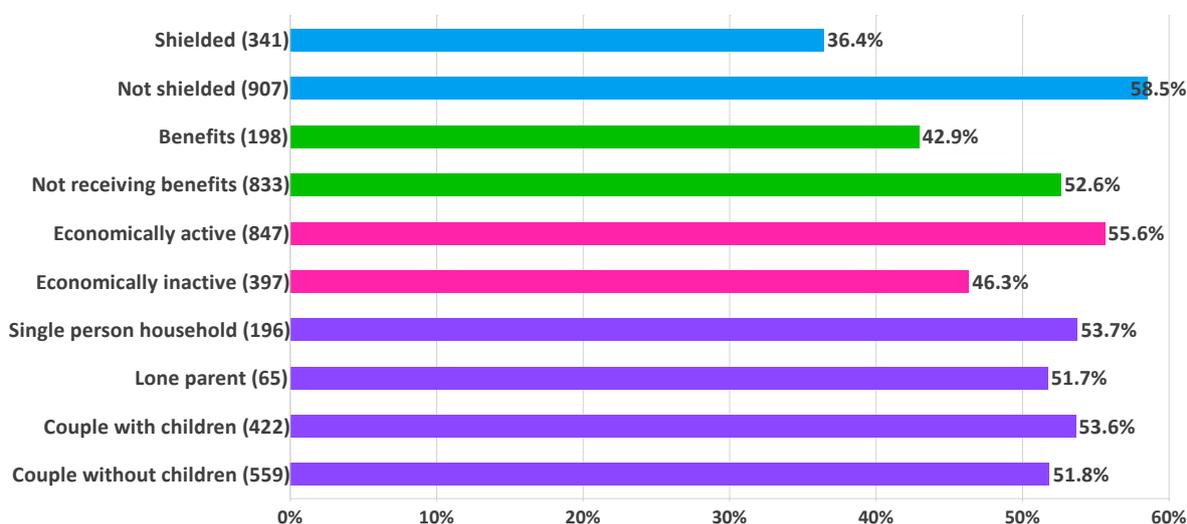
Survey respondents were asked 'How safe or unsafe do you feel when outside your household due to the Coronavirus (COVID-19) outbreak?', with six answer options ranging from very safe for very unsafe and the option of a N/A.

The chart below shows the overall response to this question with N/A responses removed (3) and very safe and fairly safe responses combined, and fairly unsafe and very unsafe responses combined.



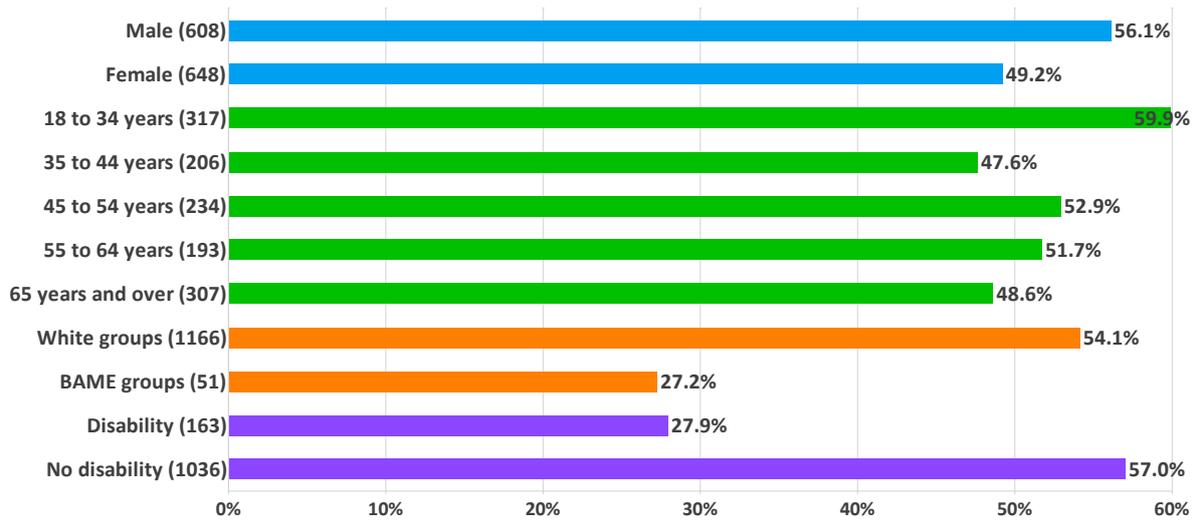
Overall, there were 1256 responses to this question and just over half of all responders said they felt 'very safe' or 'safe'. The most common response was 'fairly safe' with 569 answering this way.

The chart below shows the proportion of key groups responding safe (very and fairly safe).



	<p>The difference between responders where households contain shielded or high risk residents and those that do not are significant. 41.5% of responders in shielded households said they felt unsafe compared to 20.5% of responders in non-shielded households.</p>
	<p>Although responders from households where no-one is receiving benefits feel significantly safer than responders from households where someone receives benefits there is no significant difference between the proportions of these groups responding 'unsafe'.</p>
	<p>Economically active respondents were more likely than economically inactive respondents to feel safe and economically inactive respondents were more likely to feel unsafe – there were no significant difference in the proportions responding neutrally between these two groups.</p>
	<p>While there were no significant differences in the proportions responding 'safe' across household make-up. Single person household had the greatest proportion responding 'unsafe' at 32.2%, this is significantly greater than the proportion responding the same from couples with children.</p>

The chart below shows the proportions of responders from the demographic groups that responded safe (very fairly and fairly safe combined).

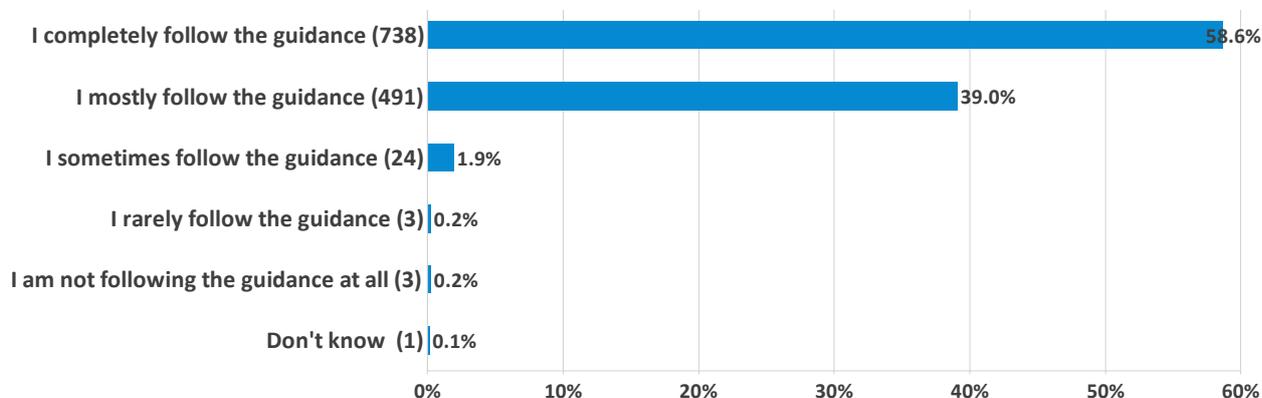


	<p>Male respondents felt more safe than female respondents, female respondents had a slightly greater proportion responding neutrally but there were no significant difference between the proportions of these groups responding negatively.</p>
	<p>Respondents aged 18 to 34 years felt the 'safest' out of all the age groups, this group had a significantly lower proportion responding 'unsafe' compared to all other age groups.</p>
	<p>White group respondents were significantly more likely to feel 'safe' compared to BAME respondents. 40.2% BAME respondents said they felt unsafe compared to 25.0% of white respondents.</p>
	<p>Just over half of all respondents with a disability responded 'unsafe' – this is significantly greater than the proportion of respondents without a disability answering the same where one in five respondents said they felt unsafe.</p>

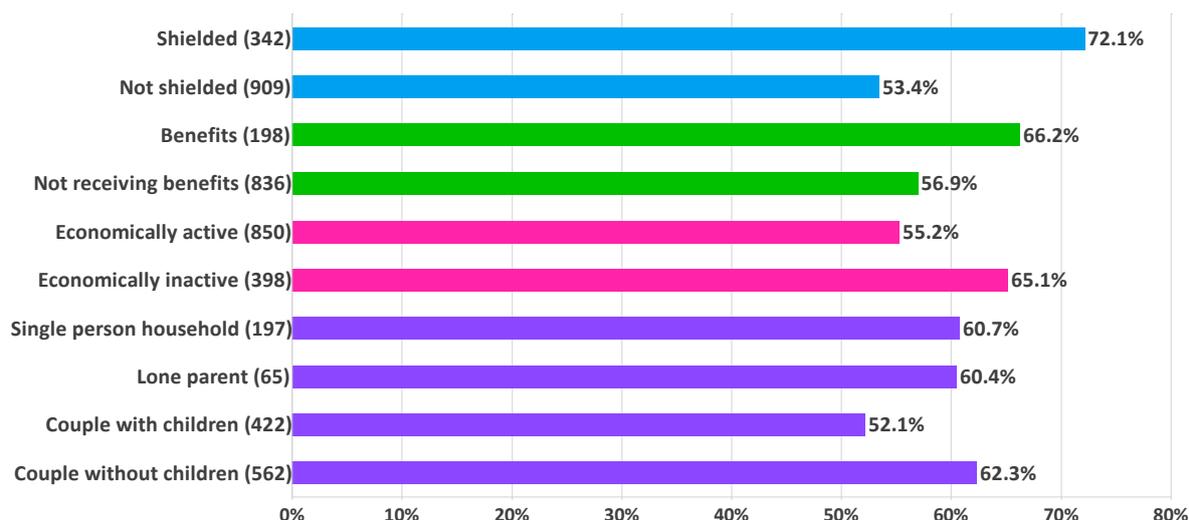
Rules and Guidance

Survey respondents were asked to what extent they are following the guidance around covid-19. There was a total of 1260 responses. The most common response was 'I completely follow the guidance'.

Survey results are anonymous to help reduce response bias. However, self-reported measures of compliance are generally higher in survey respondents, particularly when something is undesirable- this is known as social desirability bias.



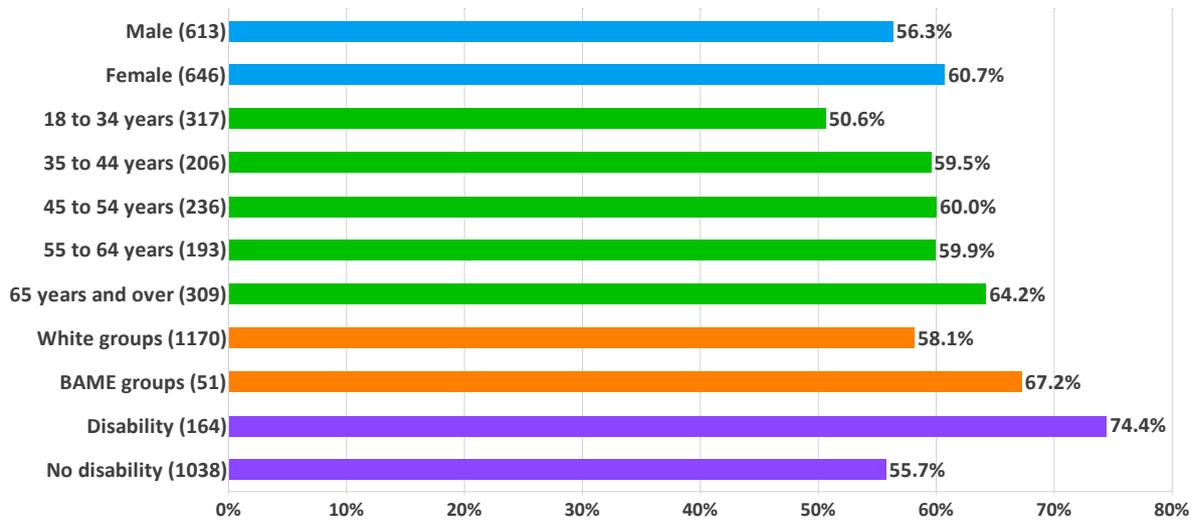
The chart below shows the proportions of the key groups responding, 'I completely follow the guidance'.



	<p>A significantly greater proportion of respondents in shielded households said they completely follow the guidance compared to respondents in non-shielding households.</p>
	<p>A significantly greater proportion of respondents in households where someone is in receipt of benefits stated that they completely follow the rules guidance around covid-19 compared to respondents in households where no-one receives benefits.</p>
	<p>A significantly lower proportion of economically active respondents stated that they completely follow the rules and guidance around covid-19 compared to economically inactive respondents.</p>



The proportion responding that they completely following the guidance from respondents in couples with children is significantly lower than the other household types.



There was no significant difference between how female and male respondents answered this question.



Half of respondents aged 18 to 34 years said they 'completely follow the guidance', this is significantly lower than the proportion responding this way across the age groups.



There was no significant difference between how respondents from BAME groups and white groups answered this question.

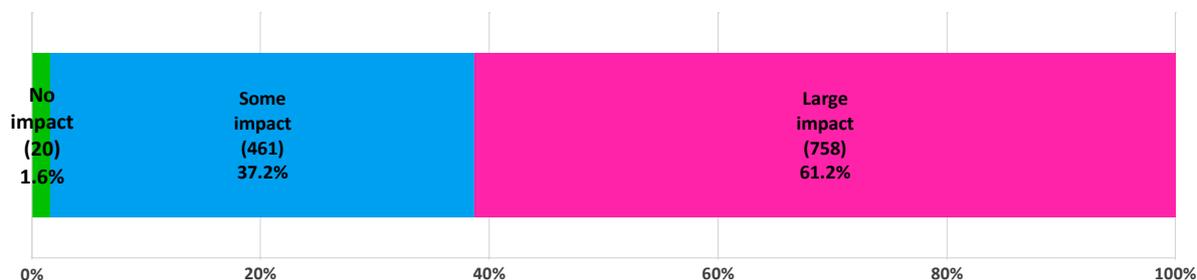


Respondents with a disability had significantly greater proportion stating they 'completely follow the guidance with 74.4% ($\pm 6.7\%$) answering this way compared to 55.7% ($\pm 3.0\%$) of respondents without a disability.

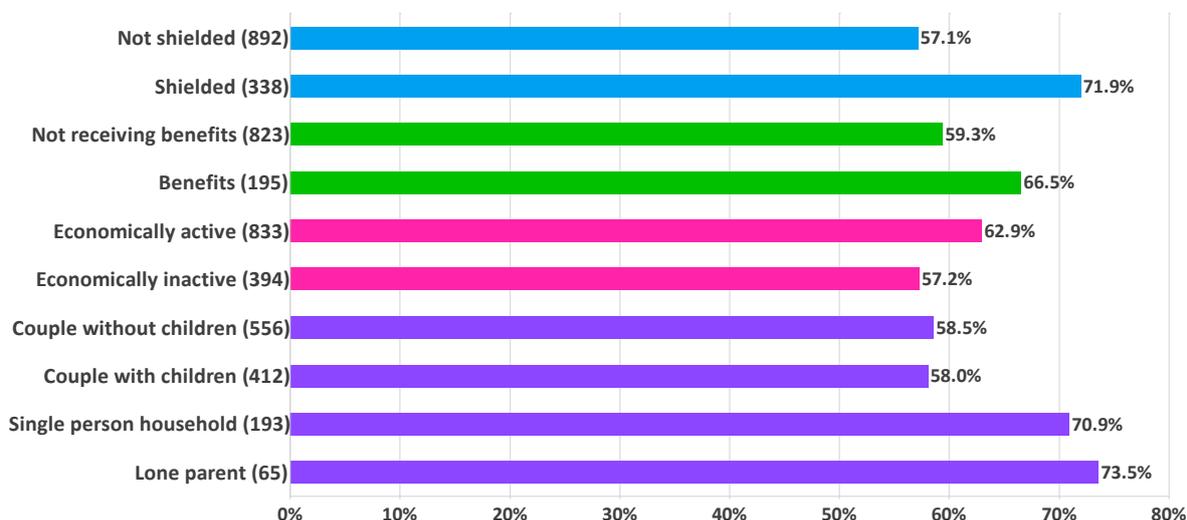
Impacts of Covid-19 & Lockdown

Overall Impact

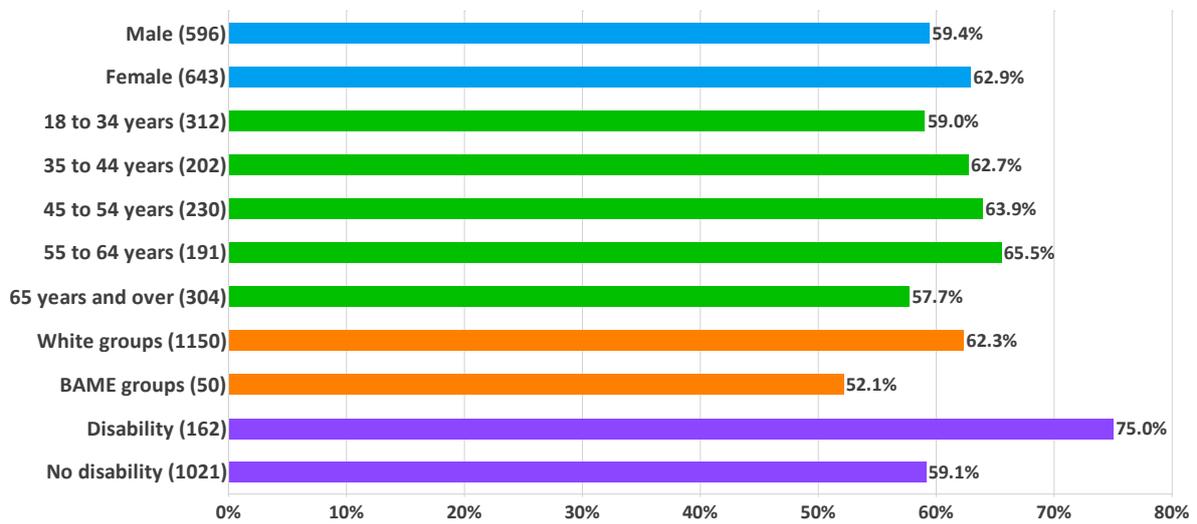
The survey asked respondents ‘How much of an impact would you say the Coronavirus (COVID-19) pandemic had on your life?’, there was a total of 1244 responses (including 5 N/A responses which are excluded from the analysis below). The most common response was ‘A large impact’ with 758 responding this way. The proportion responding ‘A large impact’ was 61.2% ($\pm 2.7\%$)



The chart below shows the proportion of key groups responding ‘Large impact’ across the different groupings.



	<p>Respondents in household where someone is shielded had a significantly greater proportion responding ‘Large impact’ with 71.9% ($\pm 4.8\%$) compared to those from non-shielded households where 57.1% ($\pm 3.2\%$) responding the same. However, there was no significant differences the proportions responding no impact.</p>
	<p>No significant differences were identified between respondents that said someone in their household was in receipt of benefits and respondents in households where no-one receives benefits.</p>
	<p>No significant differences were identified between economically active respondents and economically inactive respondents.</p>
	<p>The proportions responding, ‘Large impact’ for Lone parents and Single person are significantly greater than that for couples – there were no lone parent respondents that responded, ‘No impact’.</p>



	<p>Male respondents had a greater proportion responding 'No impact' with 2.5% ($\pm 1.3\%$) answering this way compared to 0.7% ($\pm 0.6\%$) of female respondents answering the same. The difference in the proportion responding 'Large impact' between these groups is not significant.</p>
	<p>There were no significant differences in the proportions responding 'Large impact' across the age groups. There were no respondents aged 35 to 44 years that answered, 'No impact'.</p>
	<p>No significant differences were identified between the way respondents from BAME groups and those from white groups responded.</p>
	<p>There was no significant difference between respondents with a disability and those without responding 'No impact'. However, the difference between those responding 'Large impact' is significant.</p>

Additional analysis

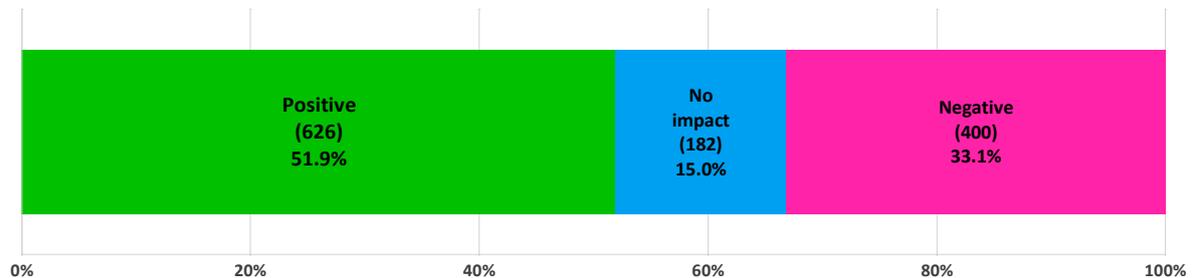
- Although respondents who said there had been no change in their work circumstances during lockdown said the Coronavirus (COVID-19) pandemic had the lowest proportion when looking at change in economic status in lockdown, more than half of this groups responded 'large impact' - 56.3% ($\pm 3.7\%$).

Travel & Shopping Impacts

For the following questions survey respondents were provided with six answer options, a five point scale running from extremely positive to extremely negative with a middle point of no impact, and the option stating that the question does not apply to them.

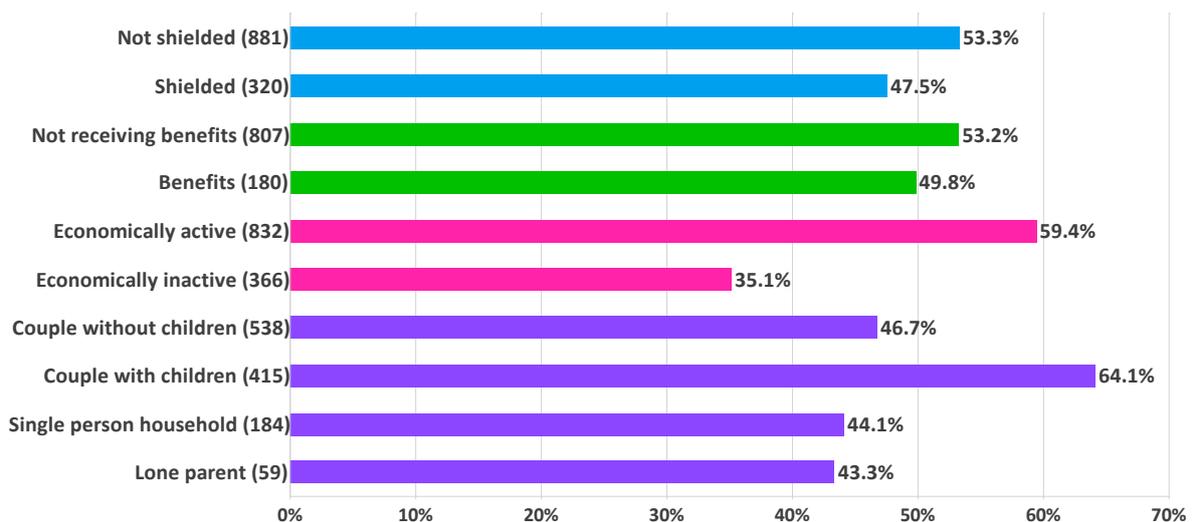
Spending Less time travelling

There were 1247 responses to the question asking about positive or negative impacts on 'spending less time travelling', including 39 N/A responses which are not included in the analysis below.



The most common response was 'extremely positive' with 314 answering this way. Overall, 51.9% ($\pm 2.8\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).

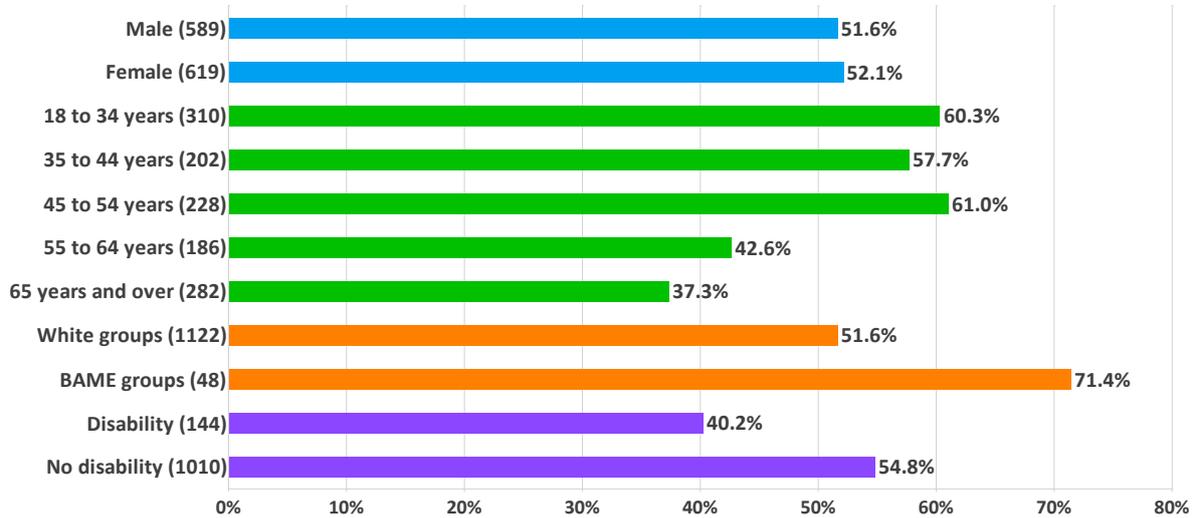


	<p>38.9% of responders in households where someone was shielded were negative about spending less time travelling, this is significantly greater than the proportion responding negatively in non-shielded households where 31.1% responded this way.</p>
	<p>No significant difference in response between responders in households receiving benefit those in households where no-one receives benefits.</p>
	<p>Economically active respondents were significantly more likely than economically inactive respondents to answer this question positively and economically inactive respondents were significantly more likely to answer this question negatively.</p>



Couples with children were significantly more positive about spending less time traveling than the other household make-up types.

The chart below shows the proportions of responders from the demographic groups responding positively (extremely positive and fairly positive).



No significant difference in response between the way male and female responders answered this question.



Respondents aged 55 years and over had a significantly greater proportion responding negatively with 43.7% (± 7.1) of 55 to 64 years and 47.9% (± 5.8) responding this way.



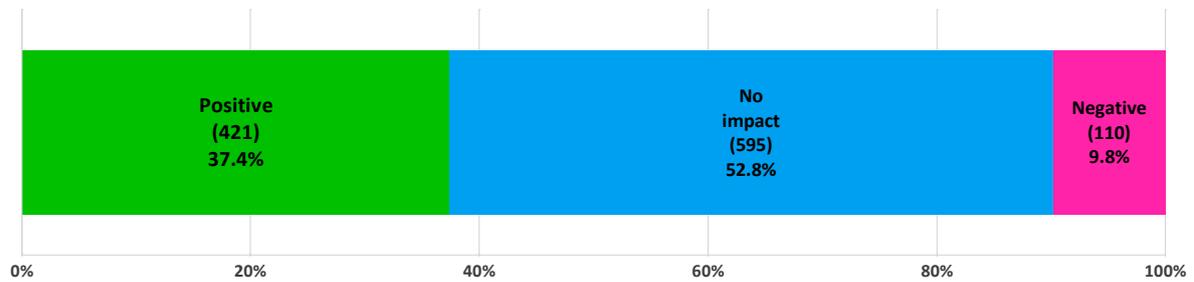
Although BMAE groups had a significantly greater proportion responding positively than white groups there is no significant differences between these two groups for the remaining answer options.



Respondents without a disability were more likely than those with a disability to respond positively. The response from disabled respondents was split fairly evening with 40.2% (± 8.0) answering positively and 41.8% (± 8.0) answering negatively.

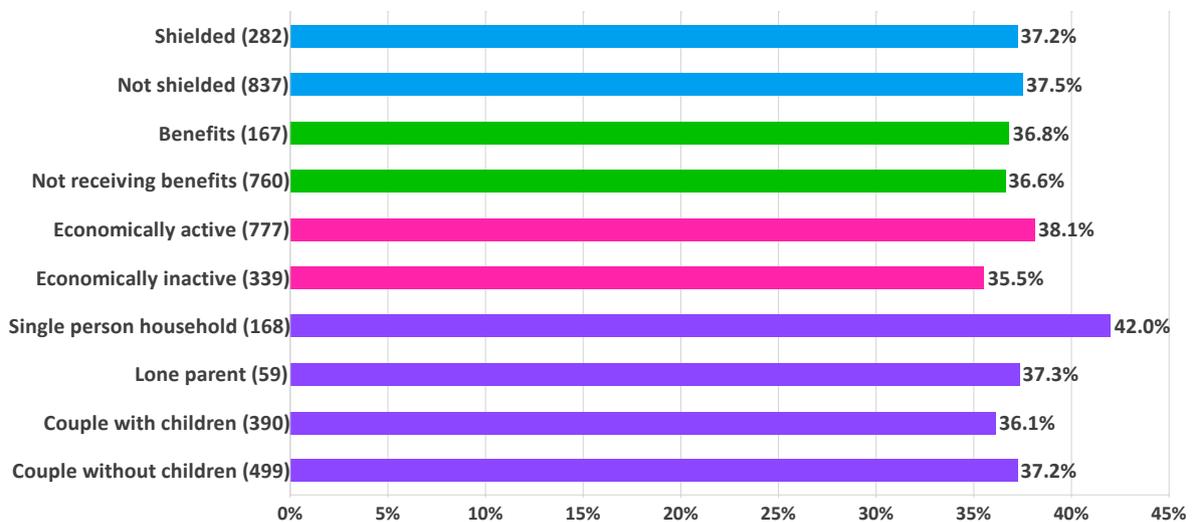
Travelling more sustainably

There were 1240 responses to the question asking about positive or negative impacts on 'travelling more sustainably', including 114 N/A responses which are not included in the analysis below.

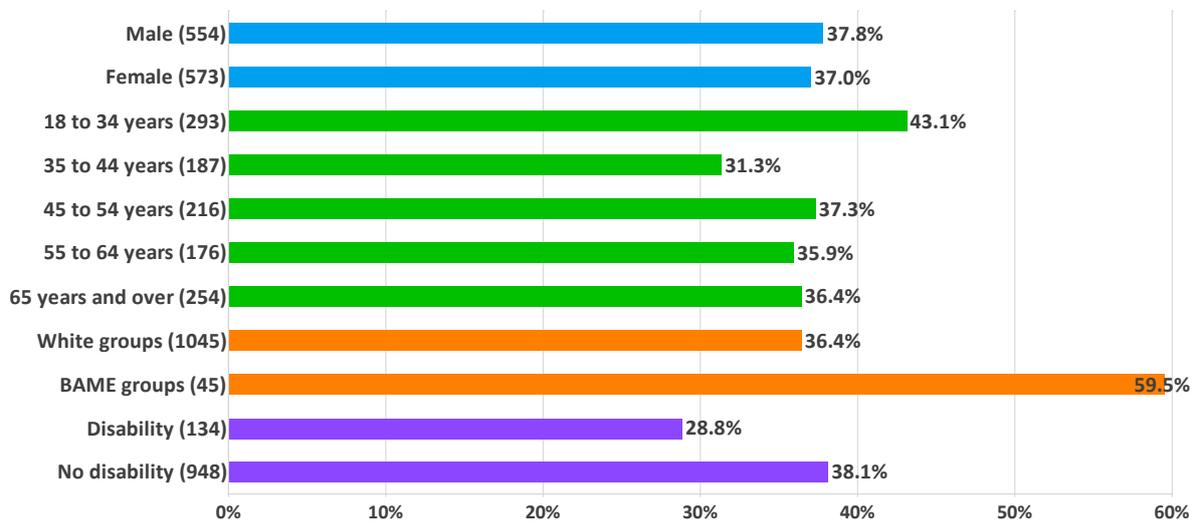


The most common response was 'no impact' with 595 answering this way. Overall, 37.4% ($\pm 2.8\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).



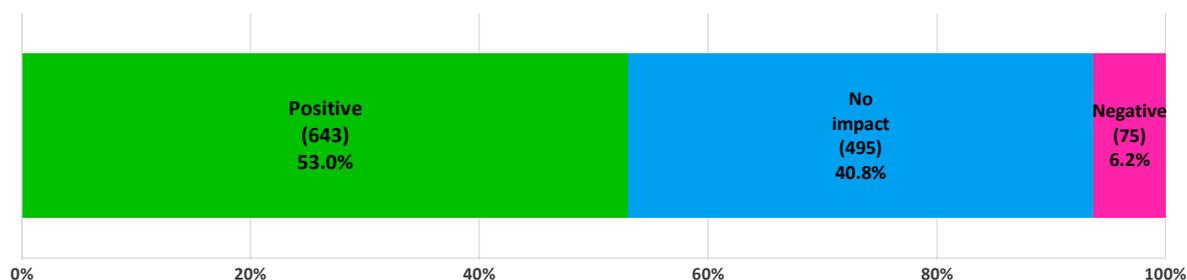
	Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 15.9% ($\pm 4.3\%$) answering this way compared to 7.7% ($\pm 1.8\%$) of responding from non-shielded households.
	Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 14.8% ($\pm 5.4\%$) answering this way compared to 9.2% ($\pm 2.1\%$) of responder from households where no-one is in receipt of benefits.
	Economic inactive respondents had a significantly greater proportion responding negatively with 16.5% ($\pm 4.0\%$) answering this way compared to 6.7% ($\pm 1.8\%$) of economically active respondents.
	Single person household had a significantly greater proportion responding negative at 14.3% ($\pm 5.3\%$), compared to couples with children where 6.3% ($\pm 2.4\%$) responded the same way.



	<p>No significant difference in response between the way male and female responders answered this question.</p>
	<p>The 18 to 34 years and the 45 to 54 years age groups had the lowest proportions responding negatively to this question at 4.4% ($\pm 2.3\%$) and 4.7% ($\pm 2.8\%$) respectively. The 65 years and over group had the greatest proportion responding negatively at 16.9% ($\pm 4.6\%$) – significantly greater than the proportion responding the same for those aged 54 years and under.</p>
	<p>Respondents from white groups were significantly more likely than those from BAME groups to respond 'no impact' with 54.4% ($\pm 3.0\%$) answering this way compared to 22.1% ($\pm 12.2\%$) of BAME respondents.</p>
	<p>One in five respondents with a disability responded negatively when asked about the impact the pandemic had on them 'travelling more sustainably' compared to less than one in ten respondents without a disability responding the same.</p>

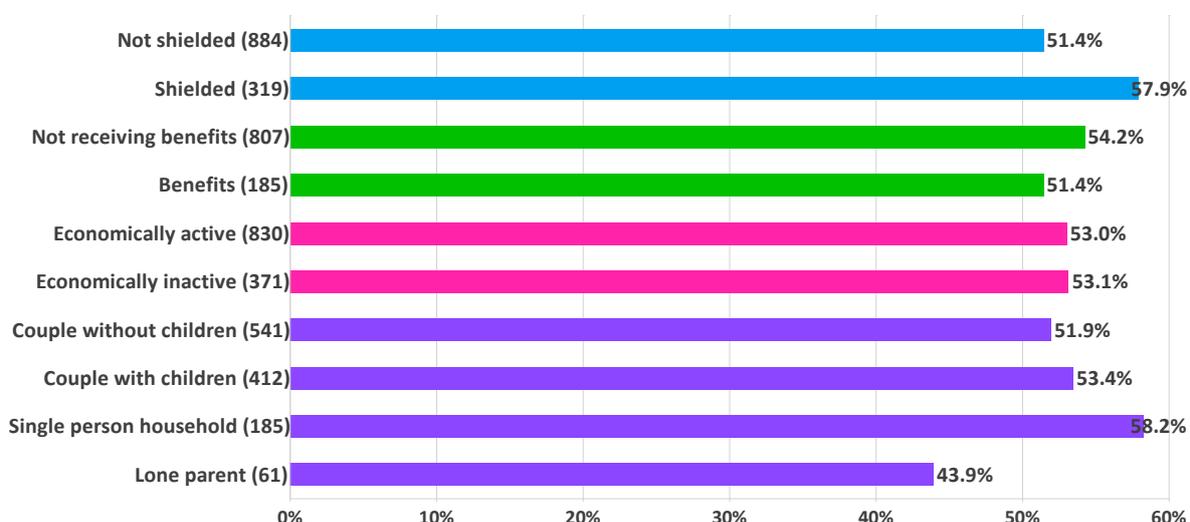
Buying more locally

There were 1244 responses to the question asking about positive or negative impacts on 'buying more locally', including 33 N/A responses which are not included in the analysis below.

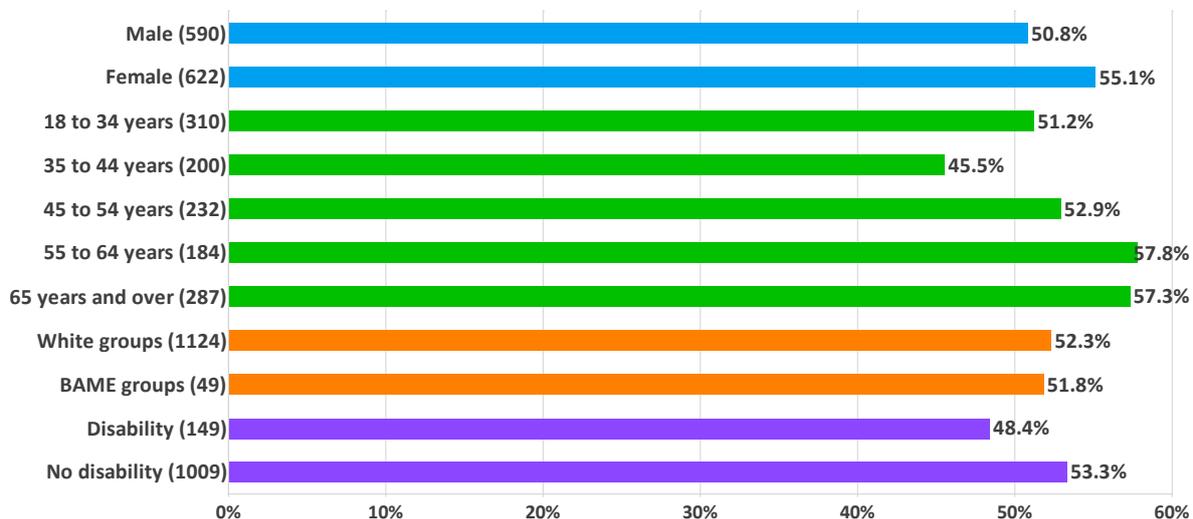


The most common response was 'no impact' with 495 answering this way. Overall, 53.0% ($\pm 2.8\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive) combined.



	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding positively with 57.9% ($\pm 5.4\%$) answering this way compared to 51.4% ($\pm 1.8\%$) of responding from non-shielded households.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 9.4% ($\pm 4.2\%$) answering this way compared to 5.1% ($\pm 1.5\%$) of responder from households where no-one is in receipt of benefits.</p>
	<p>There was no significant difference in response between the way economically active and economically inactive respondents answered this question.</p>
	<p>14.5% ($\pm 8.9\%$) of lone parents' group, responded negatively, significantly greater than the proportion responding the same from the other household types.</p>

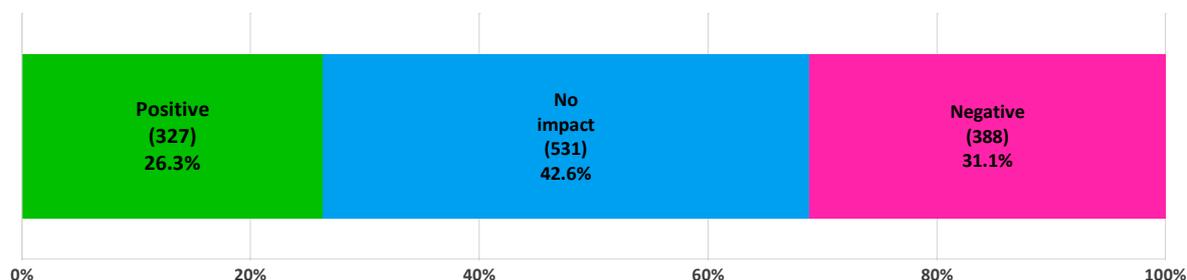


	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>Respondents aged 18 to 44 years had significantly greater proportions answering 'No impact' than the age groups 55 years and over. The 55 to 64 years had the greatest proportion responding negatively at 8.0% (± 3.9). The 18 to 34 years group had the lowest proportion responding negatively at 2.9% (± 1.9)</p>
	<p>Respondents from BAME groups had a significantly greater proportion responding negatively when asked about impact on local shopping habits with 17.0% (± 10.5) answering this way compared to 5.7 (± 1.4) of white group respondents.</p>
	<p>Respondents with a disability had a greater proportion responding negatively to this question with 13.8% (± 5.5) answering this way compared to 5.1% (± 1.4) of those without a disability – there were no other significant differences between these groups across the remaining the answer options.</p>

Health Impacts

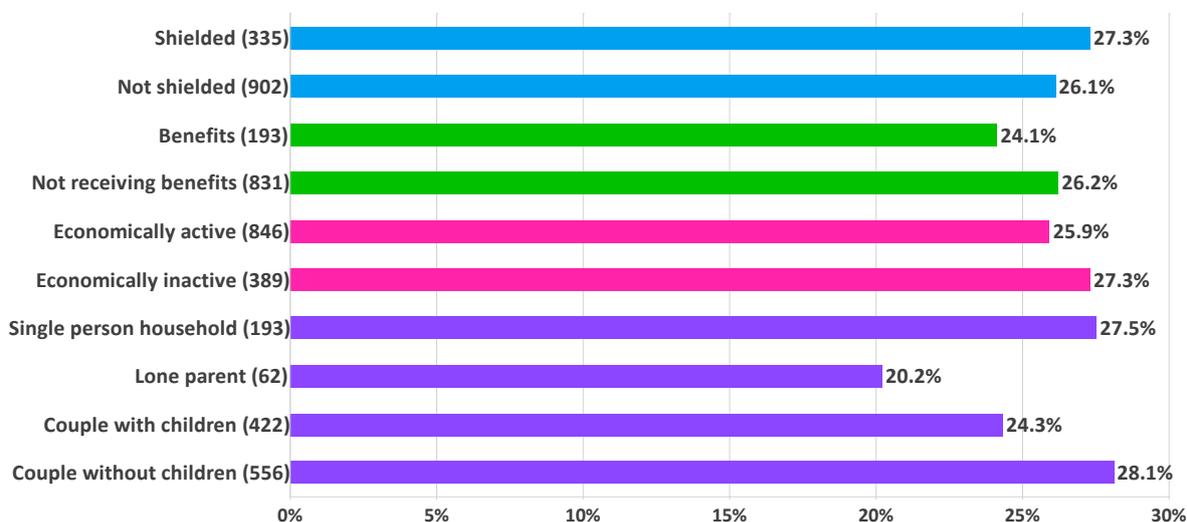
Your diet

There were 1250 responses to the question asking about positive or negative impacts on people diets, including 4 N/A responses which are not included in the analysis below.



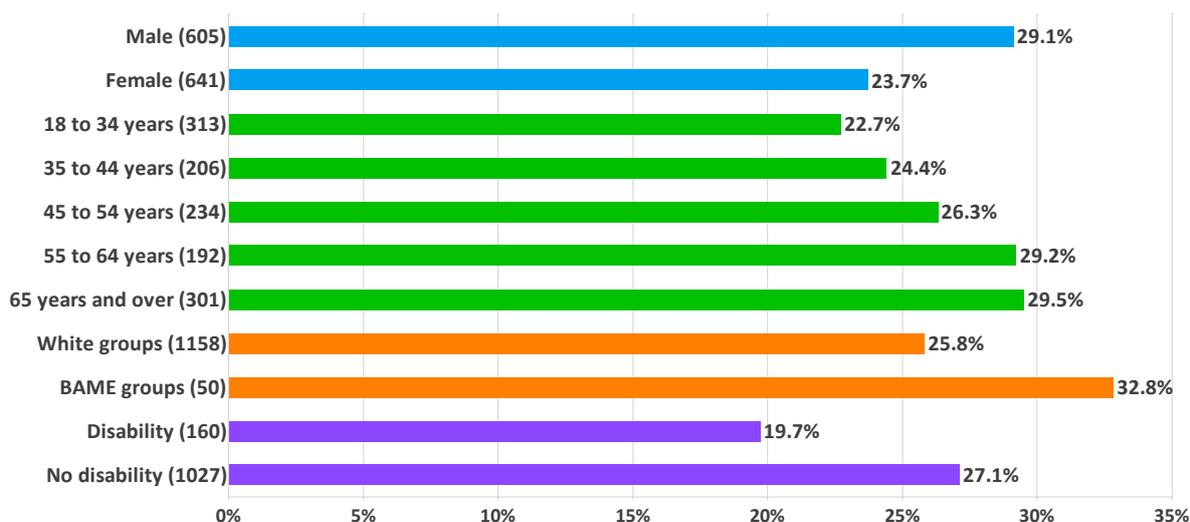
The most common response was 'no impact' with 531 answering this way. Overall, 26.3% ($\pm 2.4\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).



	<p>There was no significant difference in response in the way respondents from shielded households and those not from shielded households answered this question.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 40.7% ($\pm 6.9\%$) answering this way compared to 29.4% ($\pm 3.1\%$) of responders from households where no-one is in receipt of benefits. There was no significant difference in the proportions of these groups responding positively – those in households not receiving benefits had a lower proportion answering, 'No impact'.</p>
	<p>Just over half of economically inactive respondents said there had been no impact on their diet, significantly greater than economically active respondents. 36.9% ($\pm 3.3\%$) of economically active respondents answered negatively compared to 18.4% (3.9%) of economically inactive respondents.</p>
	<p>The differences in proportions responding positively across the difference household type are not significant.</p>

	Couples with children had a significantly lower proportion responding negative at 23.9% ($\pm 3.5\%$), compared to the other household groups where at least a third answered negatively.
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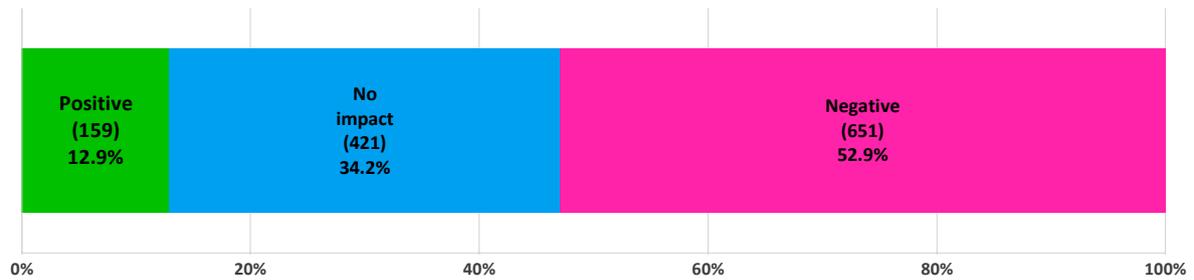
	The difference in proportion of male and female respondents answering positively are significant. Female respondents had a greater proportion answering negatively at 38.9% ($\pm 3.8\%$) compared to 22.8% ($\pm 3.3\%$) of male respondents.
	Interrogation of the data shows a very strong relationship between age impact on diet. Younger age groups experienced the greatest negative impact and this decreases with age.
	While there was no significant difference between the proportion of responders from white groups and those from BAME groups responding negatively or positively, responders from white groups had a significantly greater proportion responding 'No impact' with 43.2% ($\pm 2.9\%$) answering this way compared to 24.5% ($\pm 11.9\%$) of BAME respondents.
	There are significant differences between the proportions of these group responding both negatively and positively. The most common response for respondents without a disability was 'No impact' whereas those with a disability most frequently gave a negative response.

Other analysis

- When assessing diet by the question asking if respondents if they needed any help during the pandemic, more than half (54.1% ($\pm 8.7\%$)) of those who said they needed help but didn't know where to go responded negatively, four in ten (42.0($\pm 8.7\%$)) of those that said they needed and received support and a quarter (26.9%($\pm 2.8\%$)) of those who said they didn't need any support answered the same.

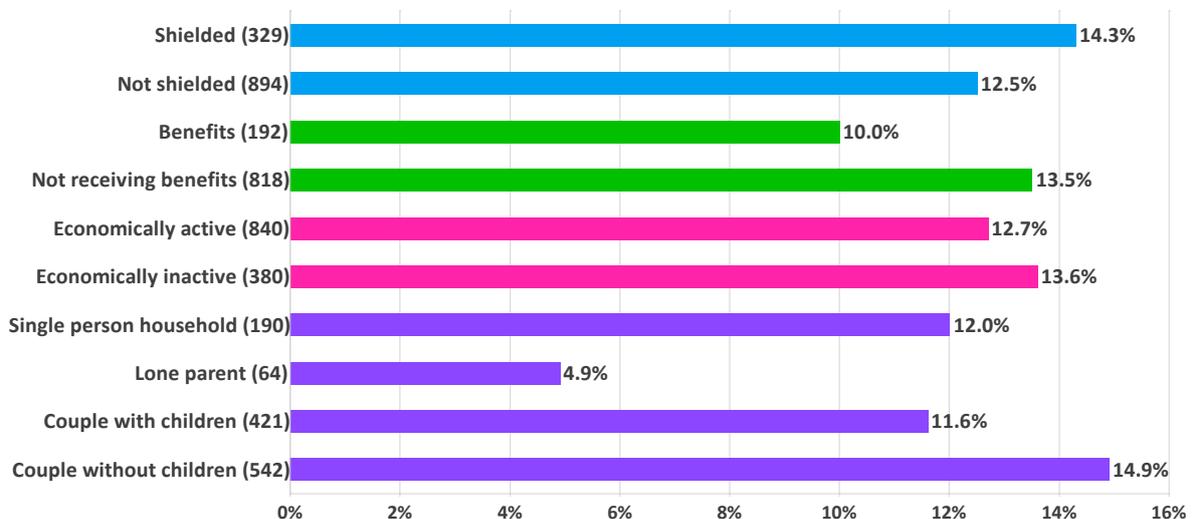
Your mental health

There were 1245 responses to the question asking about positive or negative impacts on people's mental health, including 14 N/A responses which are not included in the analysis below.

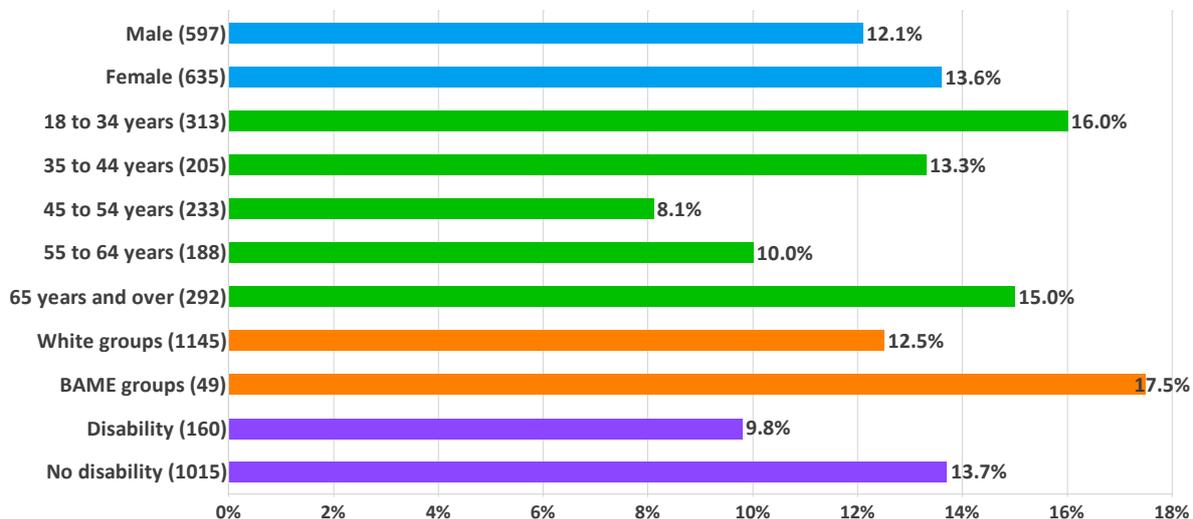


The most common response was 'fairly negative' with 520 answering this way. Overall, 12.9% ($\pm 1.9\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).



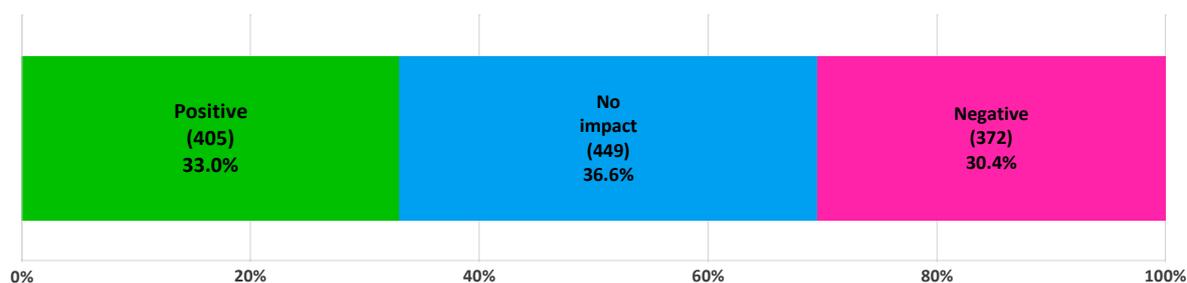
	<p>There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 67.7% ($\pm 6.6\%$) answering this way compared to 50.1% ($\pm 3.4\%$) of responders from households where no-one is in receipt of benefits. There was no significant difference in the proportions of these groups responding positively – those in households not receiving benefits had a lower proportion answering, 'No impact'.</p>
	<p>Just under half of economically inactive respondents said there had been no impact on their mental health, significantly greater than economically active respondents. 58.3% ($\pm 3.3\%$) of economically active respondents answered negatively compared to 40.1% (4.9%) of economically inactive respondents.</p>
	<p>Couples without children had a significantly greater proportion responding 'No impact' with four in ten answering this way. Lone parents had the lowest proportion responding positively and the greatest proportion responding negatively.</p>



	<p>The difference in proportion of male and female respondents answering 'No impact' were significant. 40.0% ($\pm 3.9\%$) of male respondents answered 'No impact' compared to 28.7% ($\pm 3.5\%$) of female respondents. Female respondents had a greater proportion answering negatively at 57.6% ($\pm 3.8\%$) compared to 47.8% ($\pm 4.0\%$) of male respondents.</p>
	<p>Interrogation of the data shows a very strong relationship between age impact on mental health. Younger age groups experienced the greatest negative impact and this decreases with age.</p>
	<p>No significant difference in response was identified between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>Respondents with a disability had a greater proportion responding negatively to this question with 66.5% ($\pm 7.3\%$) answering this way compared to 50.4% ($\pm 3.1\%$) of those without a disability.</p>

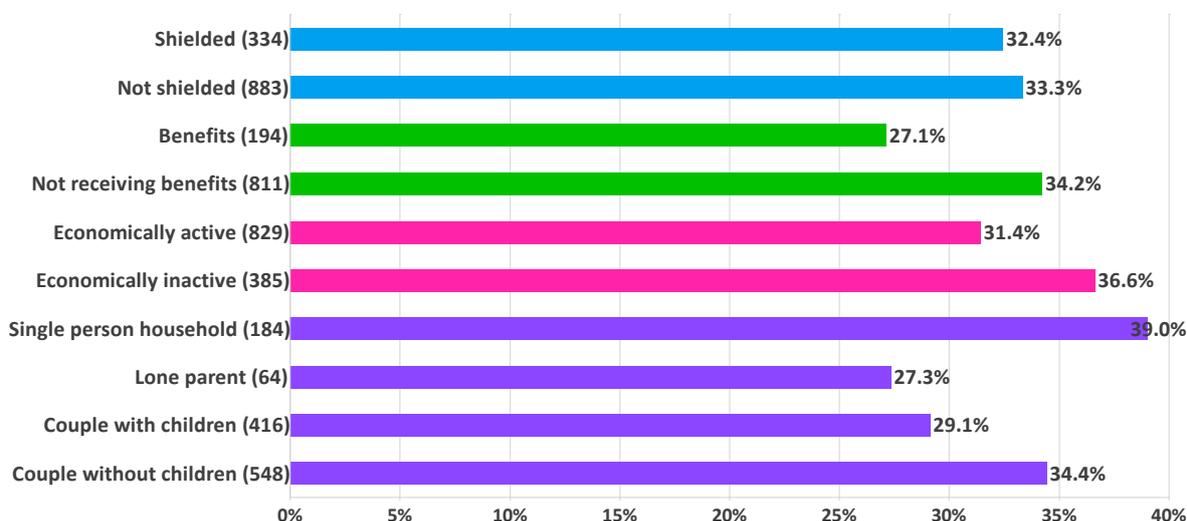
Doing more exercise or physical activity than before

There were 1243 responses to the question asking about positive or negative impacts on people's physical activity (and exercise), including 18 N/A responses which are not included in the analysis below.

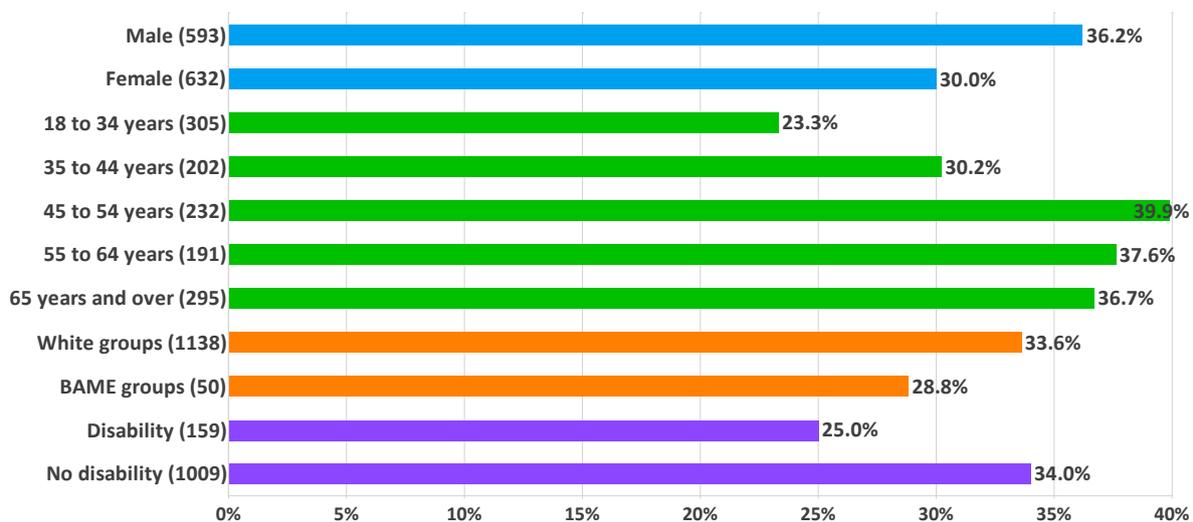


The most common response was 'No impact' with 449 answering this way. Overall, 33.0% ($\pm 2.6\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).



	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 36.4% ($\pm 5.2\%$) answering this way compared to 28.3% ($\pm 3.0\%$) of responding from non-shielded households.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 38.9% ($\pm 6.9\%$) answering this way compared to 27.8% ($\pm 3.1\%$) of responders from households where no-one is in receipt of benefits.</p>
	<p>There was no significant difference in response between the way economically active and economically inactive respondents answered this question.</p>
	<p>Couples with children had a significantly greater proportion (34.4% ($\pm 4.6\%$)) responding negatively when asked about increased physical active compared to couples without children (26.4% ($\pm 3.7\%$)). Although lone parents had the lowest proportion responding positively and the greatest proportion answering negatively, the error rates means that these differences are not significant from the other household types.</p>

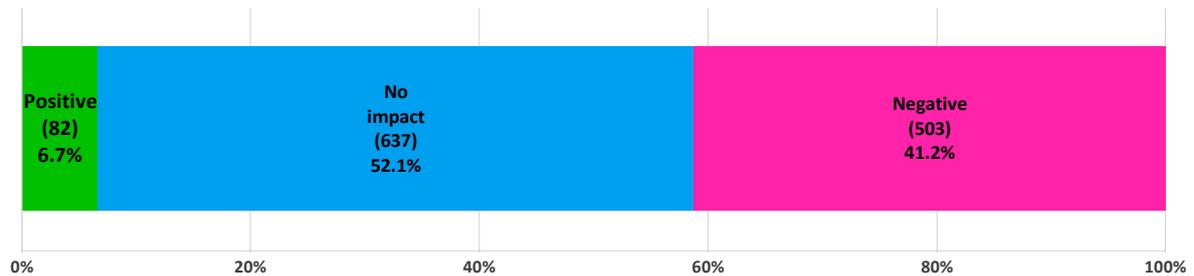


	<p>Male and female respondents had significantly difference responses to this question across all the answer categories. Male respondents had greater proportions responding positive and ‘no impact’ compared to female responder who had a greater proportion responding negatively at 26.1% ($\pm 3.7\%$) – 24.3% ($\pm 3.5\%$) of male responders answered negatively.</p>
	<p>Interrogation of the data shows a very strong relationship between age impact on mental health. Younger age groups expressed a greater negative impact and this decreases with age.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>There are significant differences between the proportions of these group responding both negatively and positively. The most common response for respondents without a disability was ‘No impact’ whereas those with a disability most frequently gave a negative response.</p>

Connectivity & Community

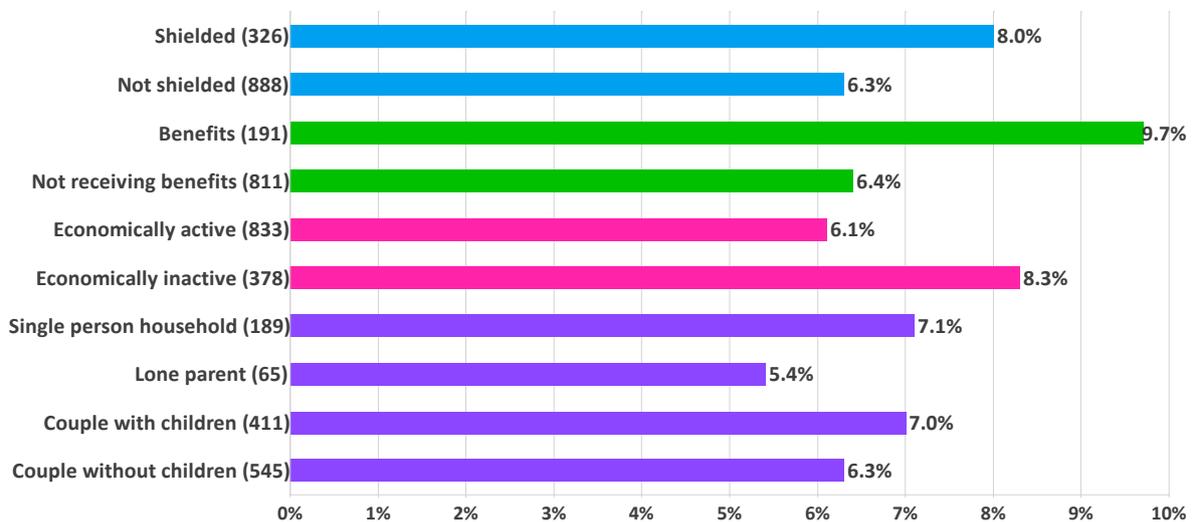
The level of loneliness you experience

There were 1254 responses to the question asking about positive or negative impacts on the level of loneliness respondents feel including 31 N/A responses which are not included in the analysis below.



The most common response was 'No impact' with 637 answering this way. Overall, 6.7% ($\pm 1.4\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).

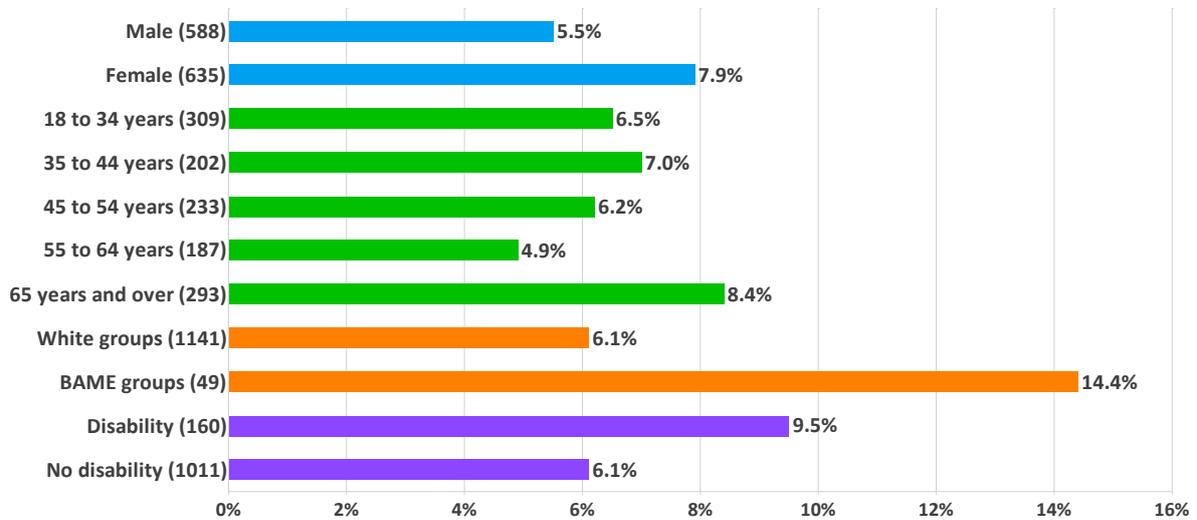


There were no significant differences across the key groups in the proportion of respondents answering positively.

	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 47.2% ($\pm 5.4\%$) answering this way compared to 39.2% ($\pm 3.2\%$) of responding from non-shielded households. More than half of those in non-shielded households responded, 'No impact'.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 58.9% ($\pm 7.0\%$) answering this way compared to 37.6% ($\pm 3.3\%$) of responders from households where no-one is in receipt of benefits.</p>
	<p>There was no significant difference in response between the way economically active and economically inactive respondents answered this question.</p>



Lone parent and single person households were significantly more likely to respond to this question negatively compared to respondents in couples.



Male respondents had greater proportions responding 'no impact' compared to female responders who had a greater proportion responding negatively at 45.8% ($\pm 3.9\%$) – 35.1% ($\pm 3.9\%$) of male responders answered negatively.



There is evidence of a strong relationship and age and the level of loneliness people felt during the pandemic. Younger age groups experienced the greatest negative impact and this decreases with age. While the proportion answering 'No impact' increases with age.



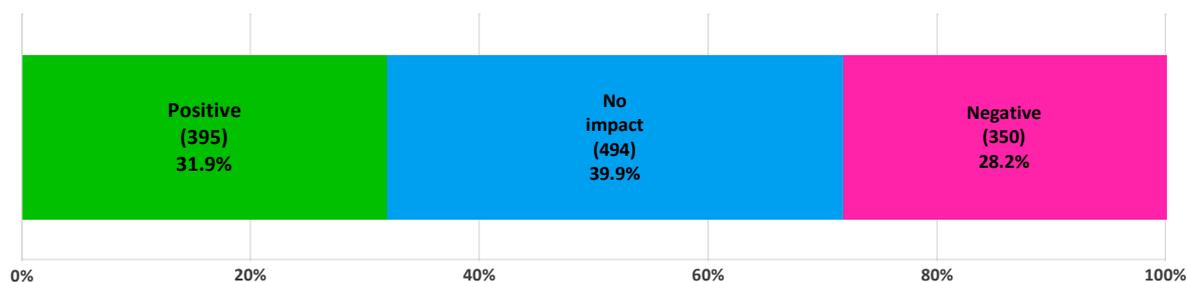
Respondents from BAME groups had a significantly greater proportion responding positively and negatively when asked about impact on their levels of loneliness. 56.6% ($\pm 13.9.5\%$) answering of BAME respondent answering negative compared to 40.5% ($\pm 2.8\%$) of white group respondents.



There are significant differences between the proportions of respondents with a disability and those without responding negatively. The most common response for respondents without a disability was 'No impact' whereas those with a disability most frequently gave a negative response with 55.7% ($\pm 7.7\%$) answering this way compared to 38.6% ($\pm 3.0\%$) of those without a disability.

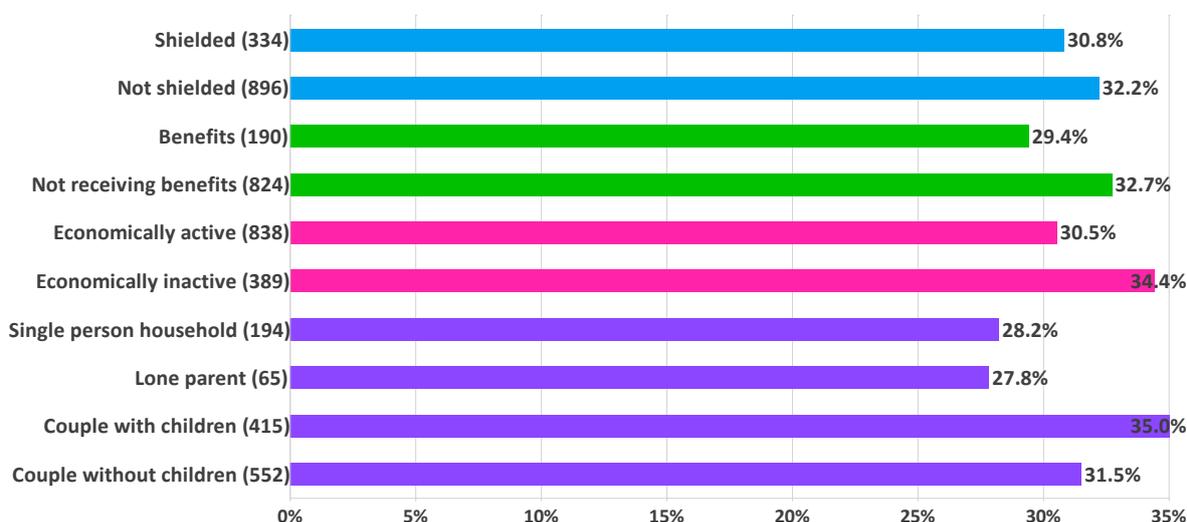
How connected you feel to your community

There were 1249 responses to the question asking about positive or negative impacts on 'how connected responders feel to their local communities' including 10 N/A responses which are not included in the analysis below.



The most common response was 'No impact' with 494 answering this way. Overall, 31.9% ($\pm 2.6\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).

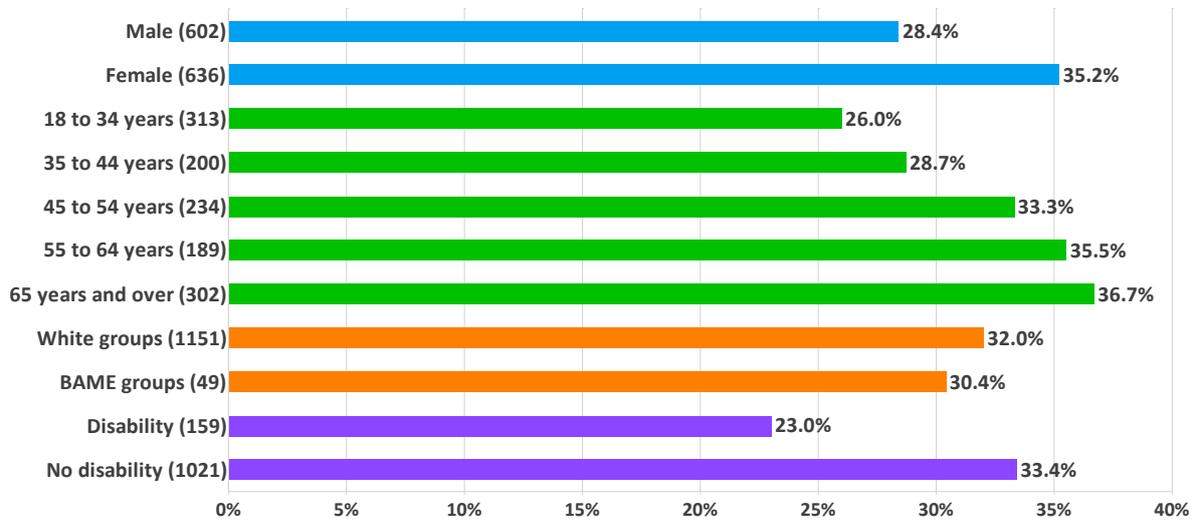


There were no significant differences across the key groups in the proportion of respondents answering positively.

	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 37.5% ($\pm 5.2\%$) answering this way compared to 24.8% ($\pm 2.8\%$) of responding from non-shielded households.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 39.3% ($\pm 6.9\%$) answering this way compared to 26.5% ($\pm 3.0\%$) of responders from households where no-one is in receipt of benefits.</p>
	<p>Economically active respondents had the significantly greater proportion responding 'No impact' with 42.6% ($\pm 3.3\%$) answering this way compared to 34.7% ($\pm 4.7\%$) of economically inactive respondents.</p>



Lone parent and single person households were significantly more likely to respond to this question negatively compared to respondents in couples.



The difference in the proportions of male and female respondents answering positively about connectivity to local communities is significant. Male respondent had a greater proportion responding, 'No impact', while there was no significant between these groups when assessing the proportion that gave a negative response.



There is evidence of a strong relationship between age and how connected people feel to their local communities. Younger age groups experienced the greatest negative impact and the proportion answering negatively decreases with age. While the proportion answering 'No impact' increases with age.



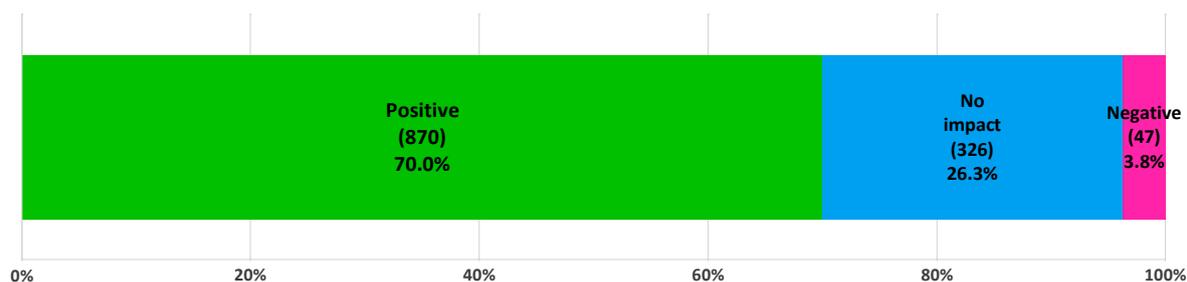
Respondents from BAME groups had a significantly greater proportion responding negatively. 40.5% ($\pm 13.7\%$) answering of BAME respondent answering negative compared to 27.3% ($\pm 2.6\%$) of white group respondents.



There are significant differences between the proportions of respondents with a disability and those without responding negatively. The most common response for respondents without a disability was 'No impact' whereas those with a disability most frequently gave a negative response with 42.8% ($\pm 7.7\%$) answering this way compared to 24.8% ($\pm 2.6\%$) of those without a disability.

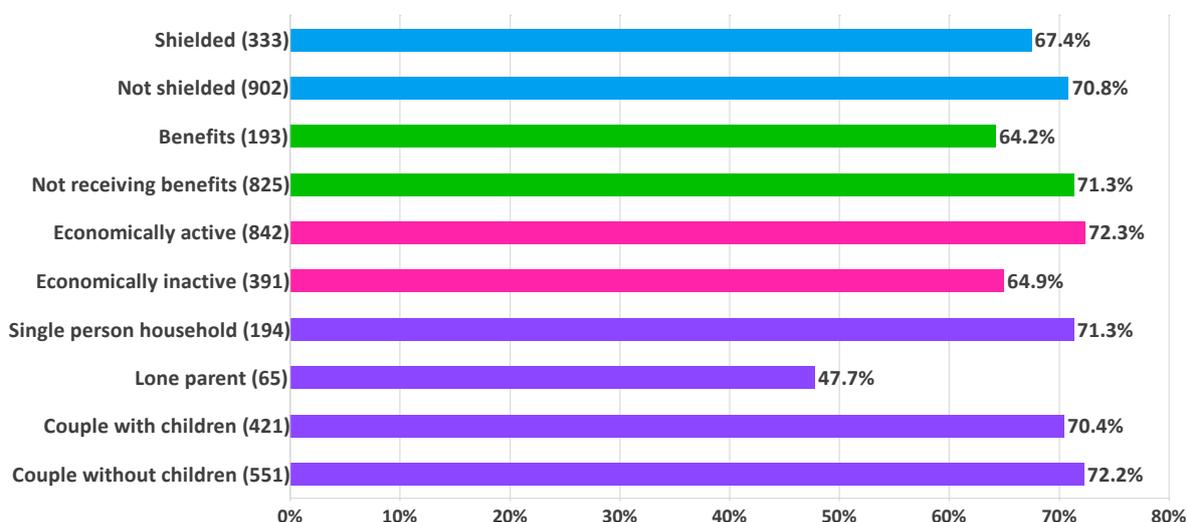
Using technology more to keep in touch with family or friends

There were 1255 responses to the question asking about positive or negative impacts of using technology more to keep in touch with family or friends, including 11 N/A responses which are not included in the analysis below.



The most common response was 'Fairly positive' with 646 answering this way. Overall, 70.0% ($\pm 2.5\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).

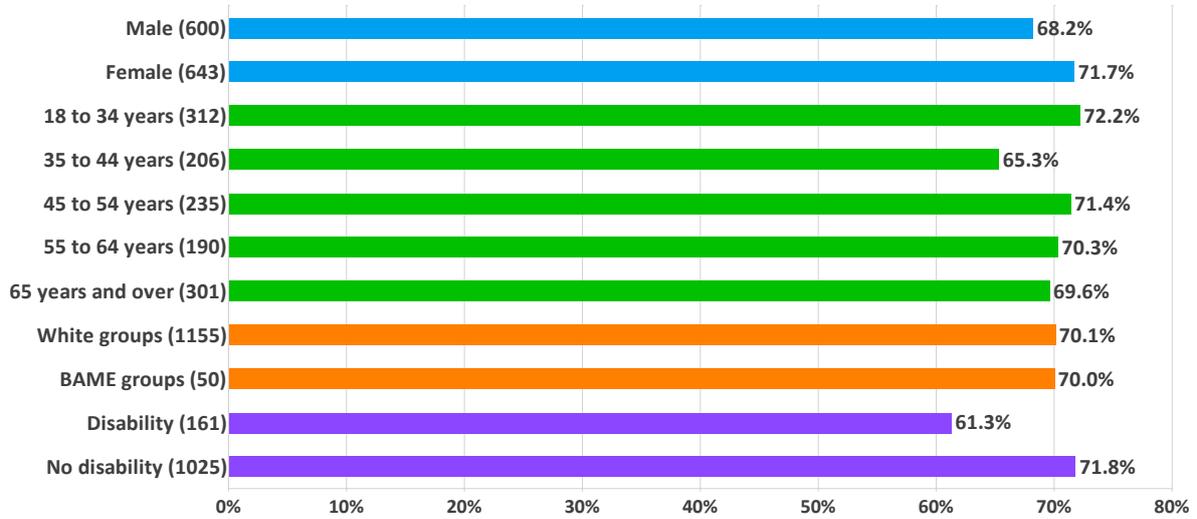


There were no significant differences across the key groups in the proportion of respondents answering negatively.

	<p>There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.</p>
	<p>There was no significant difference in response between the way respondents in households where someone is in receipt of benefits and those in households where no-one claims benefits answered this question.</p>
	<p>Economically active respondents had the significantly greater proportion responding positively with 72.3% ($\pm 3.0\%$) answering this way compared to 64.9% ($\pm 4.7\%$) of economically inactive respondents.</p>



Just under half of lone parent respondents answered, 'No impact', significantly higher than the proportion responding the same across the other household types. The proportion responding positively for lone parent is significantly lower than that for the other household types.



There was no significant difference in response between the way male and female respondents answered this question.



There was no significant difference in response between the different age groups to this question.



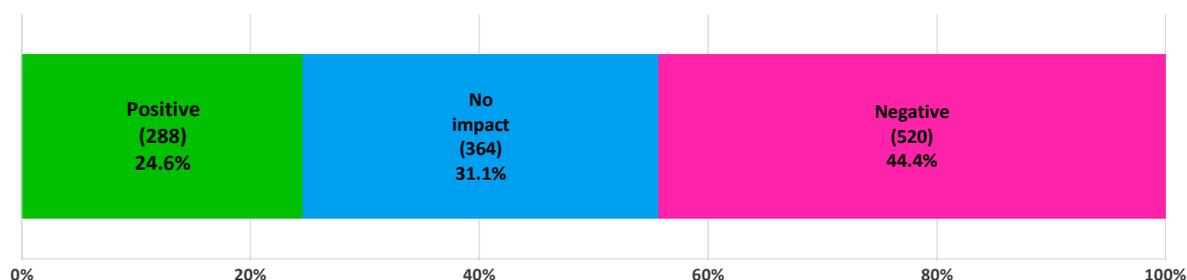
There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.



Respondents without a disability had a greater proportion responding positively to this question with 71.8% ($\pm 2.8\%$) answering this way compared to 61.3% ($\pm 7.5\%$) of those with a disability. A third of respondents with a disability answered 'No impact' compared to a quarter of respondents without a disability.

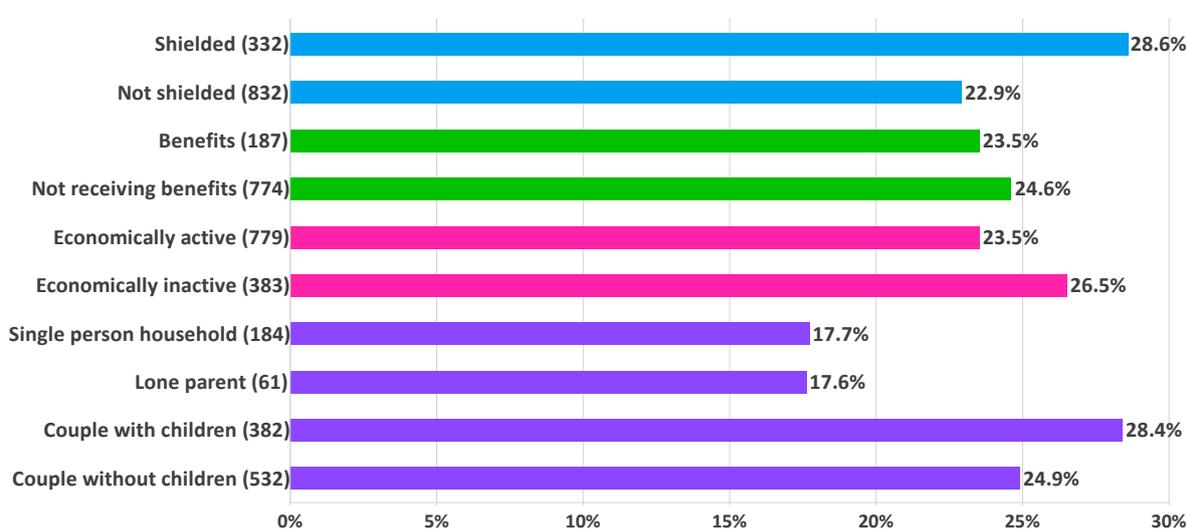
Accessing GP or other health service through the telephone or online

There were 1253 responses to the question asking about positive or negative impacts on accessing health services by digital means (phone and online), including 81 N/A responses which are not included in the analysis below.

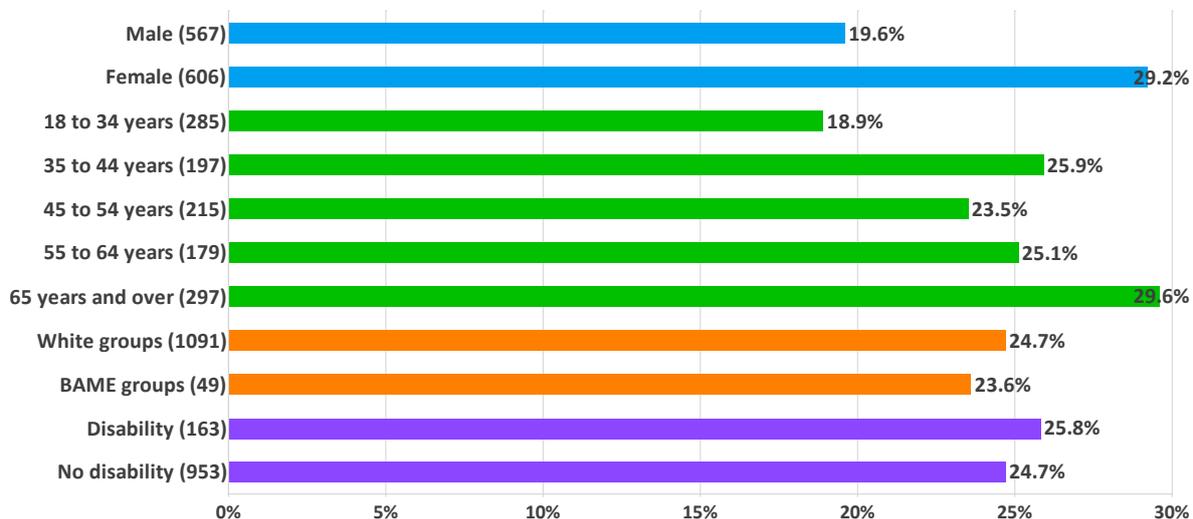


The most common response was 'No impact' with 364 answering this way. Overall, 24.6% ($\pm 2.5\%$) gave a positive response (extremely positive and fairly positive combined).

The chart below shows the proportion of key groups responding positively (extremely positive and fairly positive).



	<p>The difference in the proportions responding positively from shielded and non-shielded households are significantly different. Just over one in five respondents from shielded households responded 'No impact' compared to a third of respondents in non-shielded households.</p>
	<p>Respondents that said someone in their household was receiving benefits had a significantly greater proportion responding negatively with 54.9% ($\pm 7.1\%$) answering this way compared to 42.1% ($\pm 3.5\%$) of respondents from households where no-one is in receipt of benefits.</p>
	<p>There was no significant difference in response between the way economically active respondents and economically inactive respondents answered this question.</p>
	<p>Households containing couples were more positive than the other household types. Lone parents had the greatest proportion responding negative at 58.1% ($\pm 12.4\%$).</p>

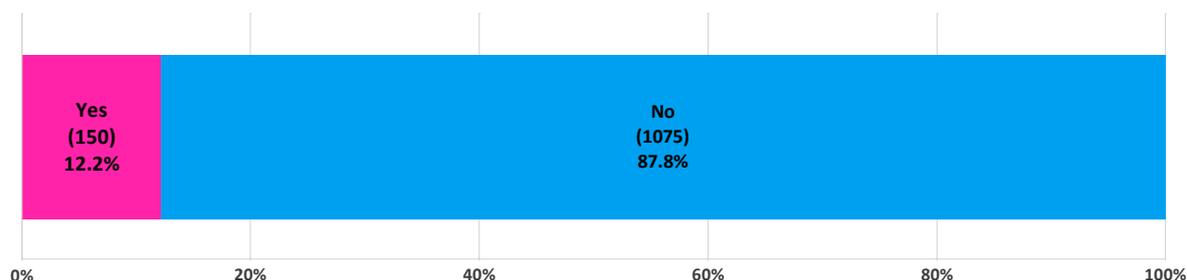


	<p>The difference in the proportions of male and female respondents answering positively is significant. Male respondent had a greater proportion responding, 'No impact', while there was no significant between these groups when assessing the proportion that gave a negative response.</p>
	<p>Although the data shows that the proportion responding positively from the 18 to 34 years age group is significantly different from the proportion responding the same for respondents aged 65 years and over, there is no conclusive relationship between age and impact on accessing health services.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>Respondents with a disability had a greater proportion responding negatively to this question with 58.7% ($\pm 7.6\%$) answering this way compared to 41.8% ($\pm 3.1\%$) of those without a disability.</p>

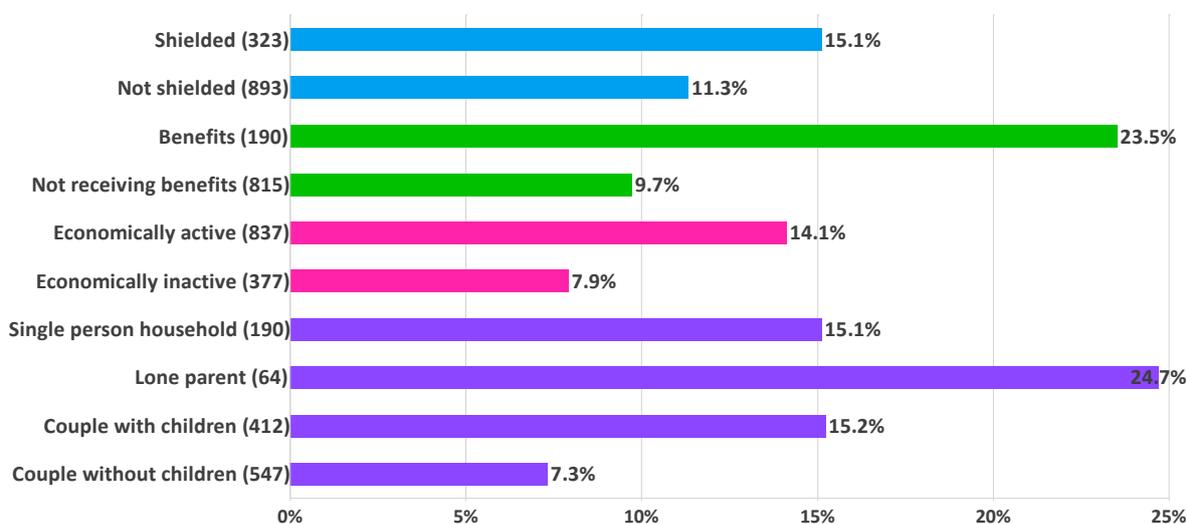
Economic Impacts

Experienced Financial Difficulty

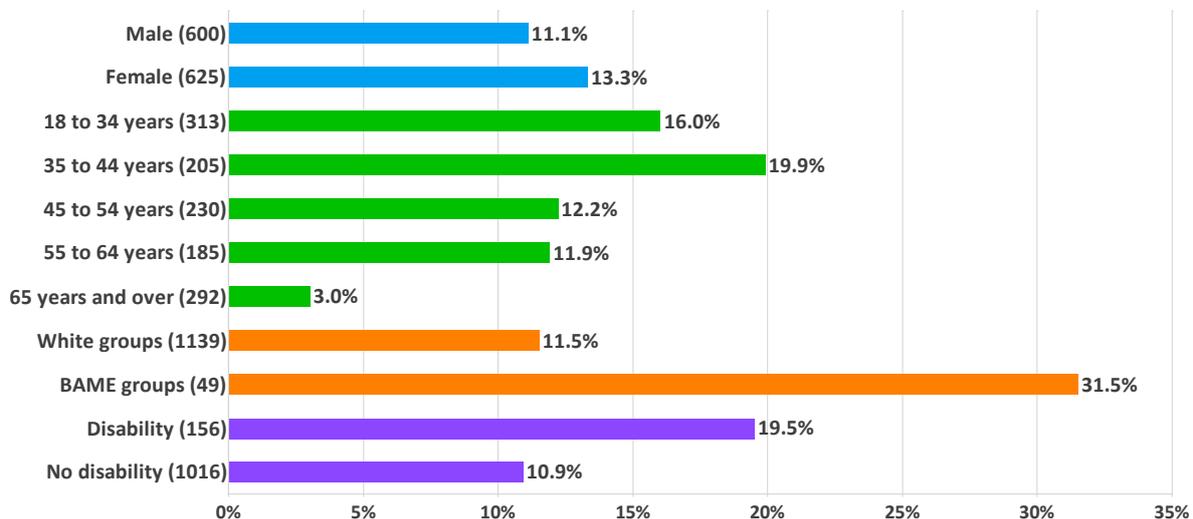
Survey respondents were asked 'Have you experienced significant financial difficulties such as not being able to pay for your housing or essential items as a result of the disruption from Coronavirus (COVID-19)?'. A total of 1260 people answered this question including 35 N/A responses which are not included in the analysis below.



The chart below shows the proportion of key groups responding 'Yes' to this question.



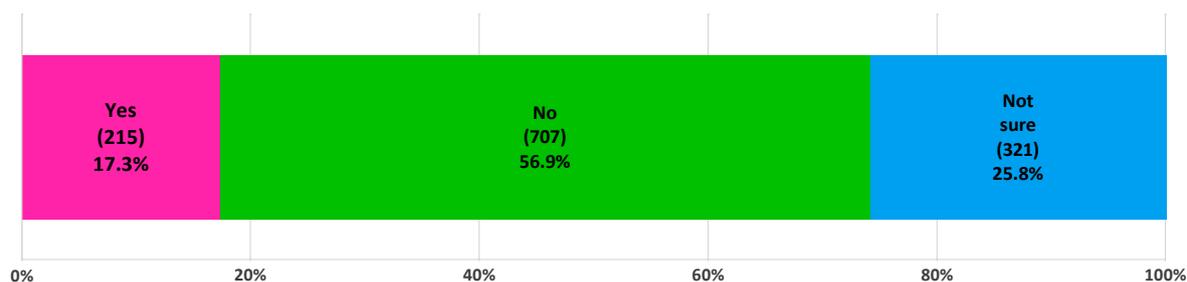
	<p>There was no significant difference in response in the way respondents in shielded households and those not in shielded households answered this question.</p>
	<p>Respondents in households where someone is in receipt of benefits were significantly more likely to say they had experienced financial issues as a result of the disruption caused by covid-19.</p>
	<p>Economically active respondents had the significantly greater proportion responding 'Yes' with 14.1% ($\pm 2.4\%$) answering this way compared to 7.9% ($\pm 2.7\%$) of economically inactive respondents.</p>
	<p>Couples without children had the lowest proportion responding 'Yes' across the household types – this is significantly lower than the proportion responding the same from the other household types.</p>



	<p>There was no significant difference between the way male and female respondents answered this question.</p>
	<p>The proportion that responded 'Yes' for the age group 65 years and over is significantly lower than for the other age groups.</p>
	<p>Respondents from BAME groups had a significantly greater proportion responding 'Yes'. 31.5% ($\pm 13.0\%$) of BAME respondent answered this way compared to 11.5% ($\pm 1.9\%$) of white group respondents.</p>
	<p>The difference in proportions of respondents answering 'Yes' to this question for those with a disability and those without a disability is significant.</p>

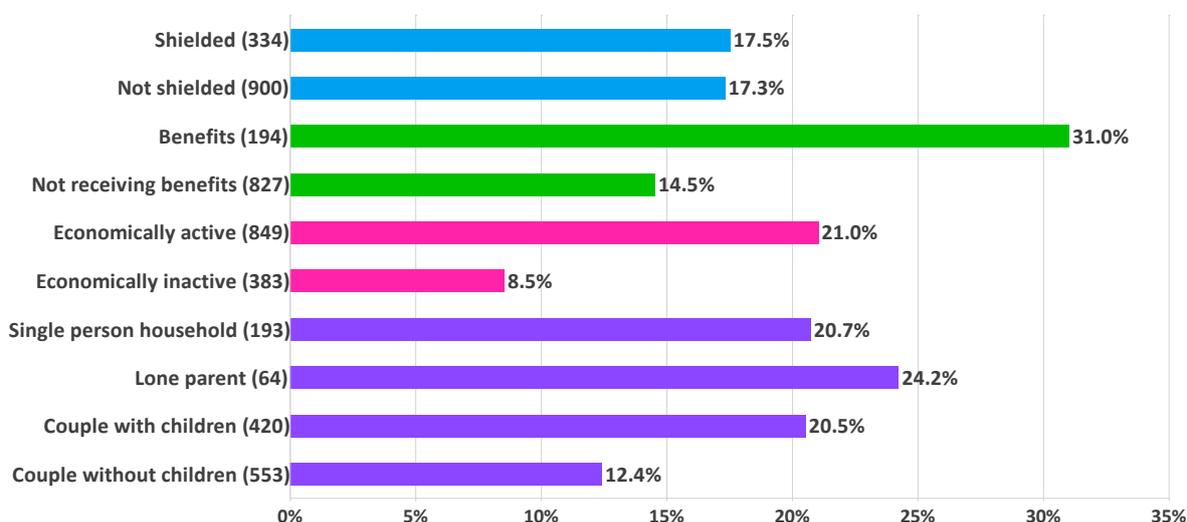
Expect to experience significant financial difficulties

Survey respondents were asked if they expected to experience significant financial difficulties, in the next few months, as result of disruption from Coronavirus (COVID 19)? A total of 1261 people answered this question including 18 N/A responses which are not included in the analysis below.

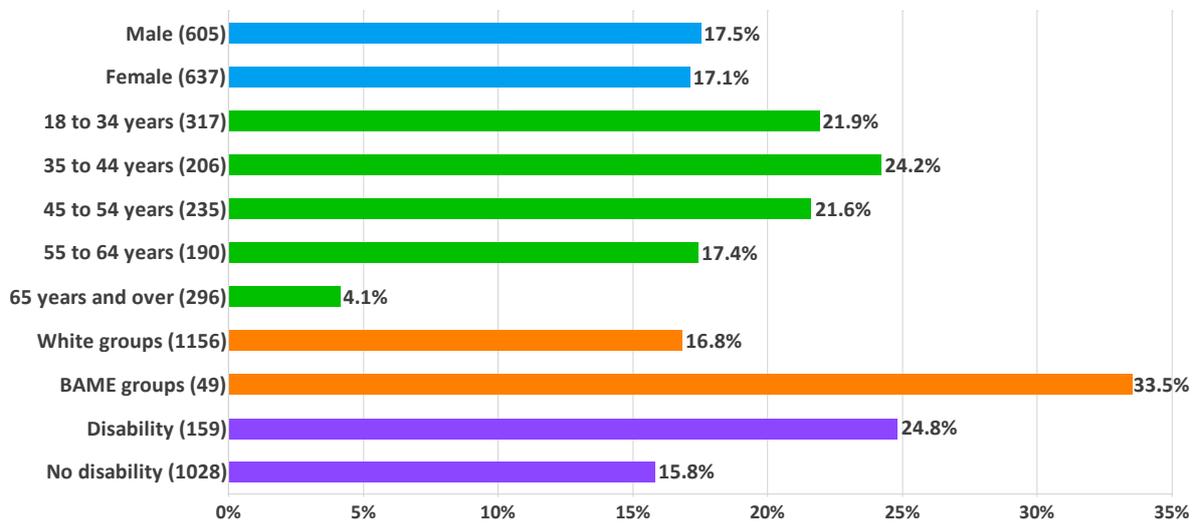


The most common response was 'No' with 707 answering this way. Overall, 17.3% ($\pm 2.1\%$) said they expected to experience financial difficulties over the next few months as a result of disruption from covid-19.

The chart below shows the proportion of key groups responding 'Yes'.



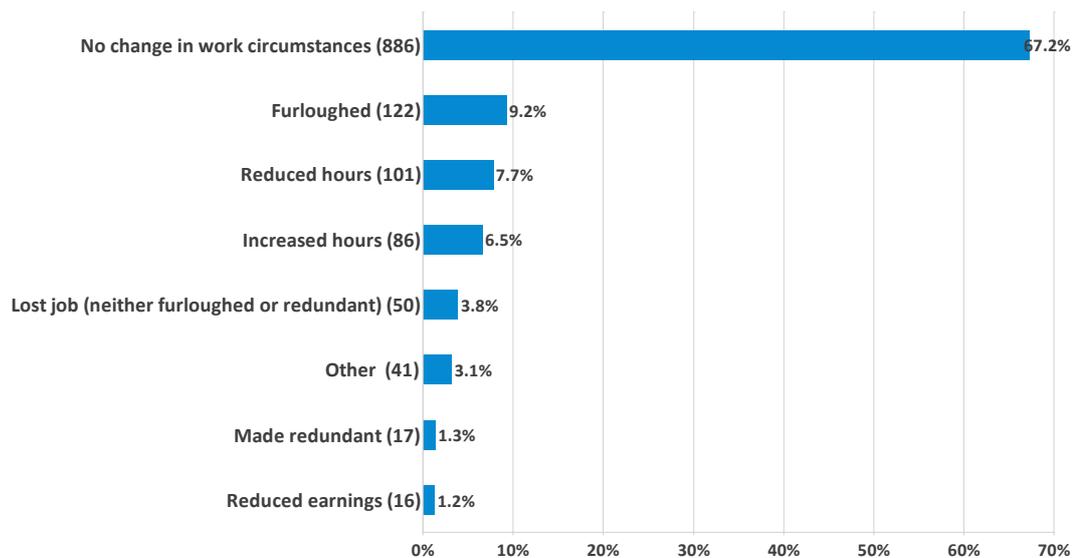
	<p>24.1% ($\pm 2.8\%$) of responders in shielded household responded 'Not sure' compared to 29.7% ($\pm 4.9\%$) of responders in households where no-one is shielding – the difference between these two groups answering this way is significant.</p>
	<p>Comparable proportions of respondents in households in receipt of benefit and those not in receipt of benefits answer 'Not sure'. Those in benefit households had a significantly greater proportion stating that they expect to experience financial difficulties in the next few months as a result of covid-19.</p>
	<p>Economically active respondents had the significantly greater proportion responding 'Yes' with 21.0% ($\pm 2.7\%$) answering this way compared to 8.5% (2.8%) of economically inactive respondents. Economically active respondents also had a significantly greater proportion responding 'Not sure' at 39.9 ($\pm 3.1\%$) compared to 16.7% (3.7%) of economically inactive respondents.</p>
	<p>Households containing couples without children had a significantly lower proportion responding 'yes' than the other household types.</p>



	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>Respondents aged 65 years and over had a significantly greater proportion stating they do not expect to experience any financial difficulties over the next few months as a result of covid-19. Respondents in the age groups 54 years and younger had significant greater levels of respondents answering 'Not sure' than those in the age groups 55 years and over.</p>
	<p>Respondents from BAME groups had a significantly greater proportion responding 'Yes'. 33.5% ($\pm 13.2\%$) answering of BAME respondent answering this way compared to 16.8% ($\pm 2.2\%$) of white group respondents.</p>
	<p>Respondents with a disability had a greater proportion responding 'yes' to this question with 24.8% ($\pm 6.7\%$) answering this way compared to 15.8% ($\pm 2.2\%$) of those without a disability.</p>

Change in Economic Circumstances

Survey respondents were asked about changes in their economic circumstances that occurred during lockdown. There was a total of 1181 responses to this question.



The response to this question has not been assessed against economic activity as they results are incompatible. If you are economically inactive, you are not working and therefore you can't lose your job or have your hours increased or reduced.

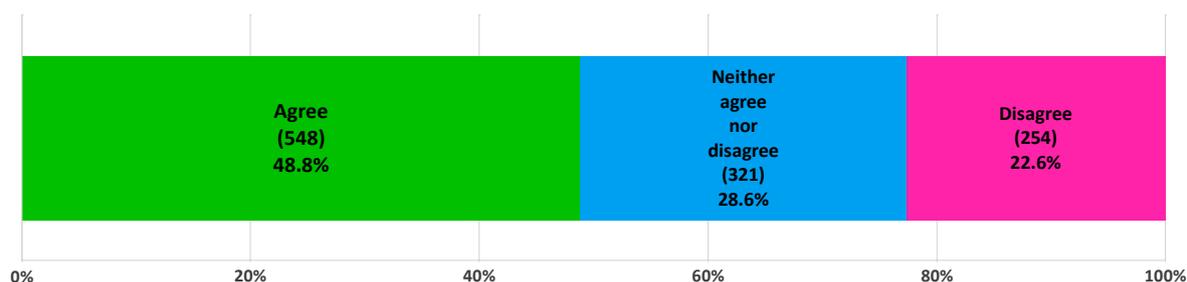
Across the key groups the only significant difference identified related to age. Respondents aged 65 years had a significantly lower proportion stating they had been furloughed during lockdown compared to the other age groups. It should be noted that 80% of respondents aged 65 years and over, stated they were currently retired, which explains this difference.

A significantly greater proportion of respondents from BAME groups said they had had their hours reduced during lockdown with 39.5% ($\pm 13.4\%$) answering this way compared to 74% ($9\pm 1.4\%$) of respondents from white groups.

Behavioural changes from pandemic and lockdown

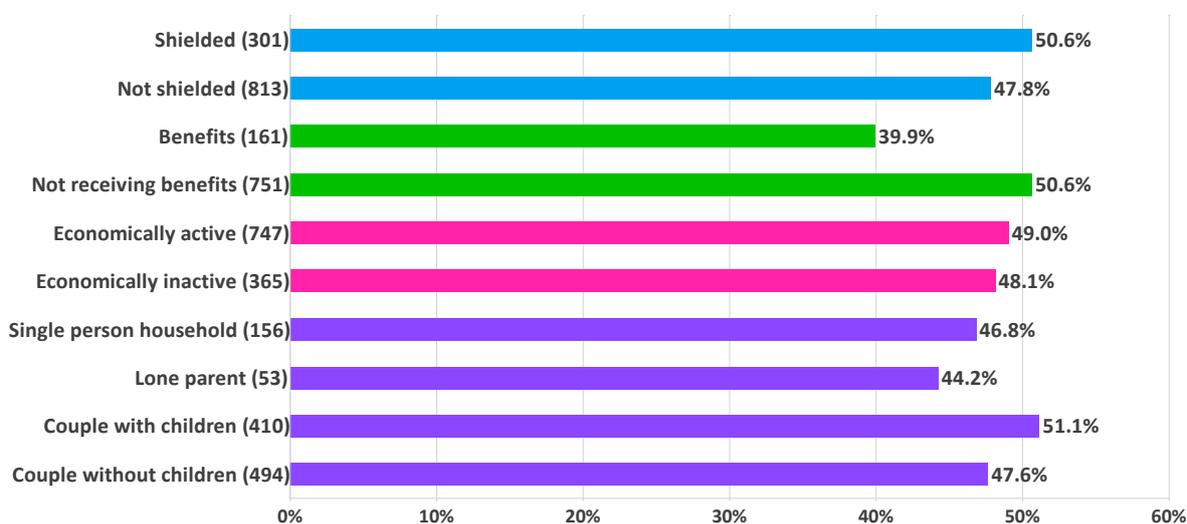
I am going to use my car less

There were 1253 responses to the question about future car usage, including 130 N/A responses which are excluded from the analysis below.

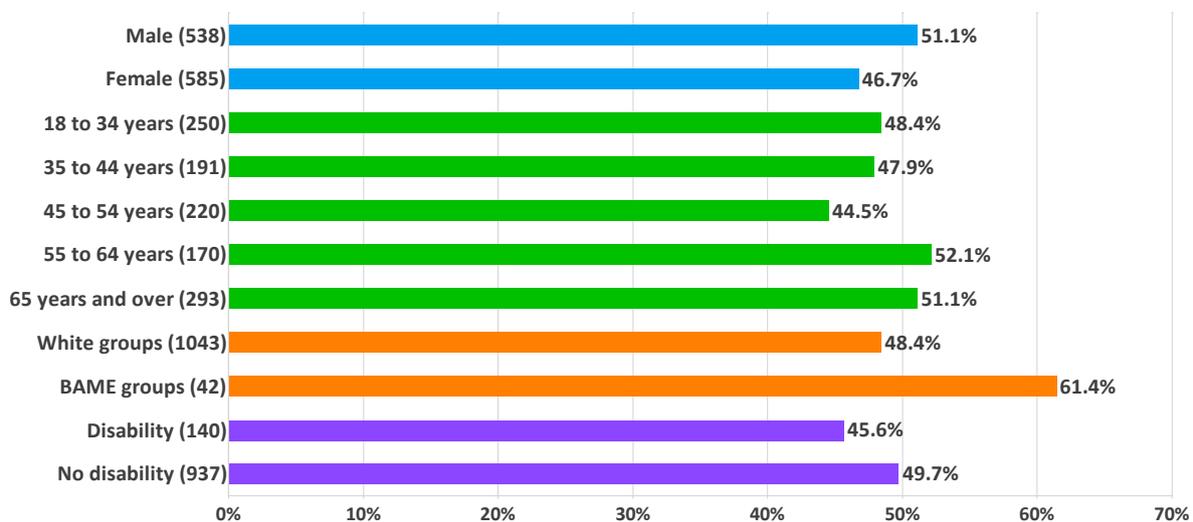


Across the five answer options the most common response was 'Agree' with 345 responses. Overall, 48.8% ($\pm 2.9\%$) said they Strongly agreed or Agreed.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



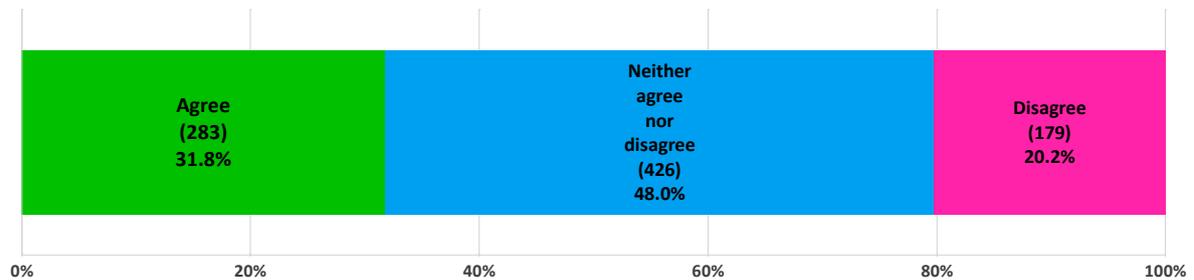
	There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.
	A significantly greater proportion of respondents in households where someone receives benefits responded neutrally with 38.7% ($\pm 7.5\%$) answering this way compared to 27.4% ($\pm 3.2\%$) of respondents in households that do not received benefits. There was no significant difference the proportion of these groups responding negatively.
	The difference between the proportion of economically active and economically inactive responding negatively is significant, with 24.4% (3.1%) of economically active answering this way compared to 18.9% ($\pm 4.0\%$) of economically inactive respondents.
	There was no significant difference in the proportion answering this question positively across household types. Lone parents had a significantly greater promotion responding neutrally compared to the other household groups. Single person household had the greatest proportion responding negatively at 28.1% ($\pm 7.1\%$).



	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>Respondents aged 65 years and over had a significantly lower proportion responding negatively compared to respondents in the age groups 18 to 54 years.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>Differences in response levels to this question from respondents with a disability and those without a disability are not significant.</p>

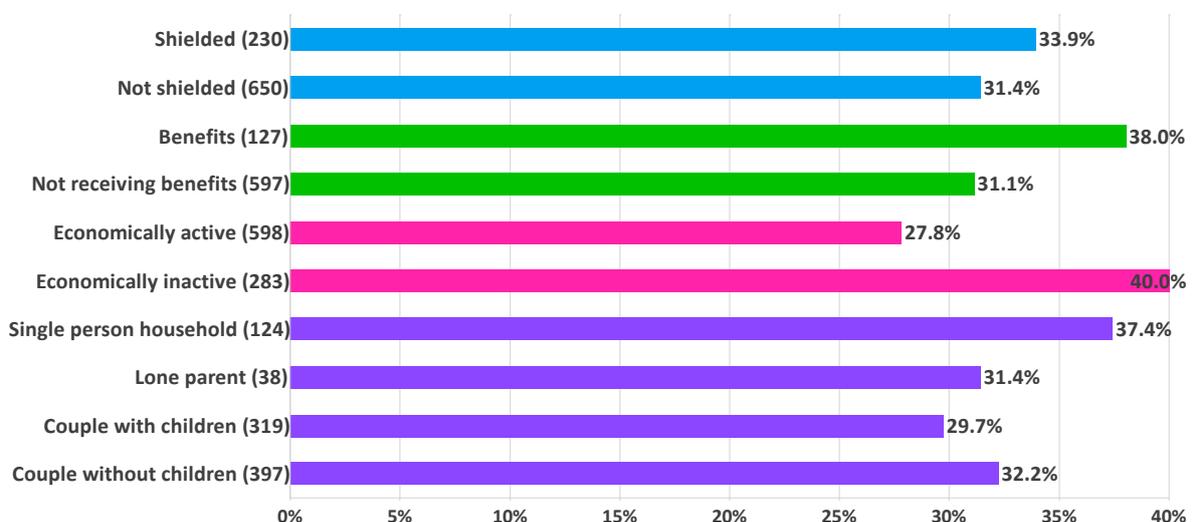
I am keen to continue to volunteer

There were 1249 responses to the question about future volunteering, including 361 N/A responses which are excluded from the analysis below.

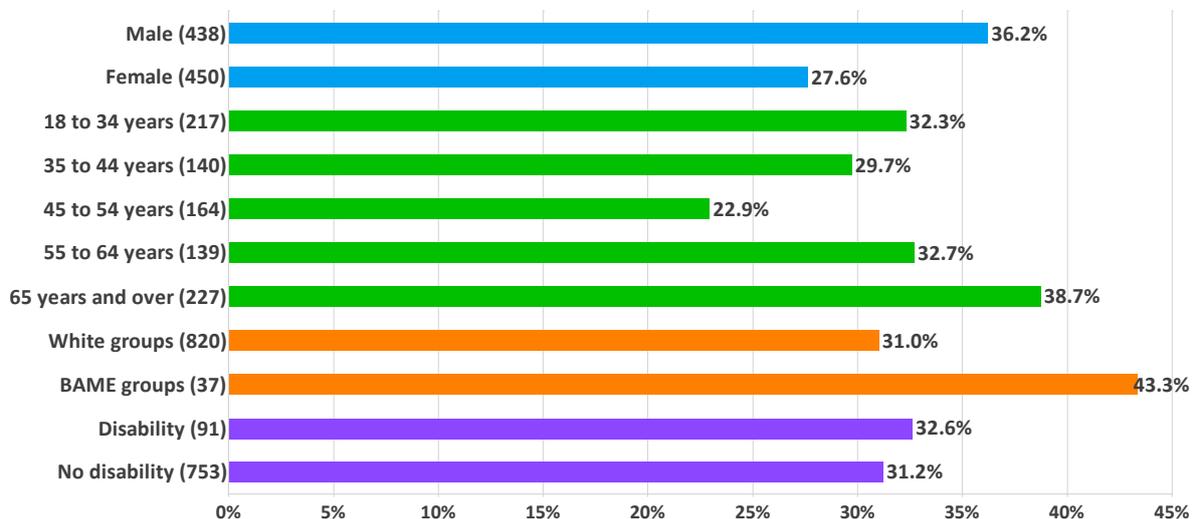


Across the five answer options the most common response was 'Neither agree nor disagree' with 426 responses. Overall, 31.8% ($\pm 3.1\%$) said they Strongly agreed or Agreed.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



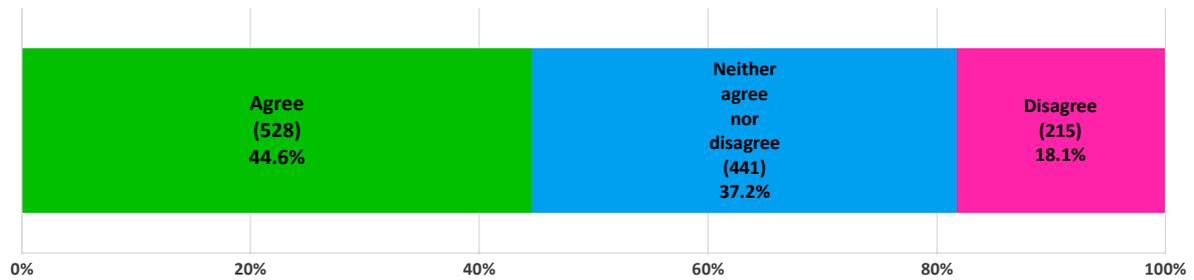
	Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 29.9% ($\pm 5.9\%$) answering this way compared to 16.9% ($\pm 2.9\%$) of responding from non-shielded households.
	Differences in response to this question from respondents who live in households where someone receives benefits and respondents from households where no-one receives benefits are not significant.
	A greater proportion of economically active respondents answered neutrally at 51.1% ($\pm 4.0\%$), compared to 41.3% ($\pm 5.7\%$) of economically inactive respondents answering the same.
	Differences in proportions of negative and positively responses across the different household types are not significant.



	<p>Male respondents were more likely to agree than female respondents, Female respondents had a greater proportion responding negatively at 23.5% ($\pm 3.9\%$) compared to 16.8% ($\pm 3.5\%$) of male respondents – these differences are significant.</p>
	<p>Respondents aged 65 years and over had a significantly lower proportion responding negatively compared to respondents in the age groups 18 to 44 years. A quarter of each of respondents in the 18 to 34 years and 35 to 44 years group responded negatively compared to 13.2% ($\pm 5.6\%$) of respondents aged 65 years and over.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>Half of respondents without a disability responded to this question neutrally compared to just under a third of respondents with a disability. 36.1% ($\pm 9.9\%$) of respondents with a disability responded negatively compared to 18.5% ($\pm 2.5\%$) of those without a disability.</p>

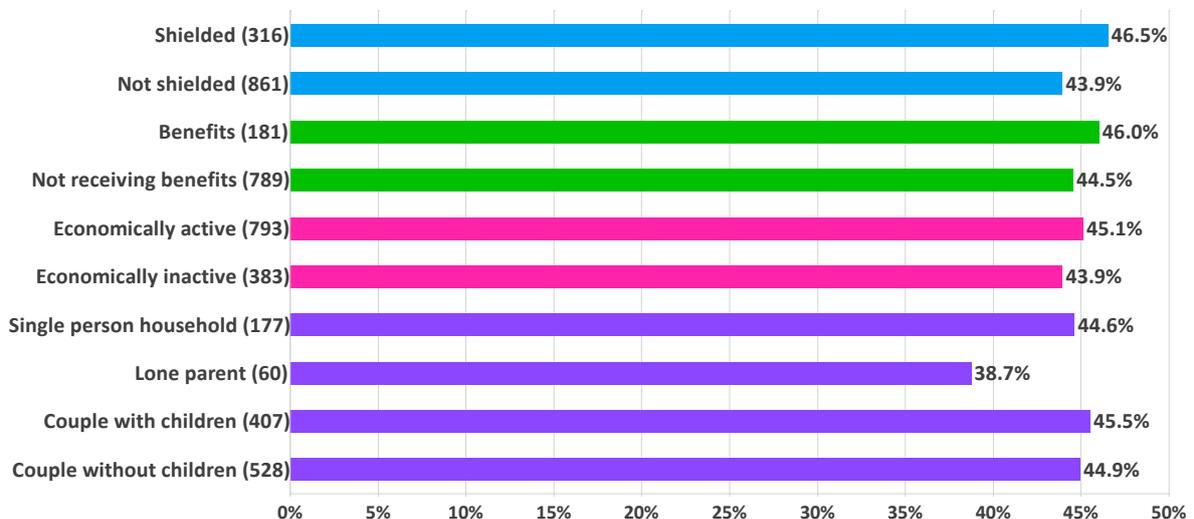
I am going to continue to buy more locally than from supermarkets where I can

There were 1248 responses to the question about buying locally in the future rather than from supermarkets including 64 N/A responses, which are not included in the analysis below.

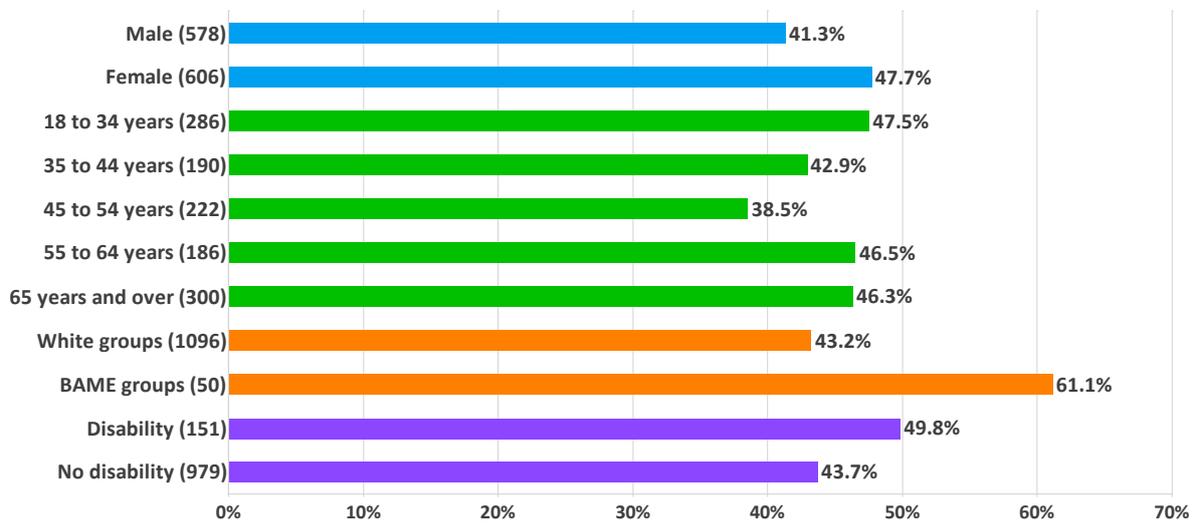


Across the five answer options the most common response was 'Neither agree nor disagree' with 441 responses. Overall, 44.6% ($\pm 2.8\%$) said they Strongly agreed or Agreed.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



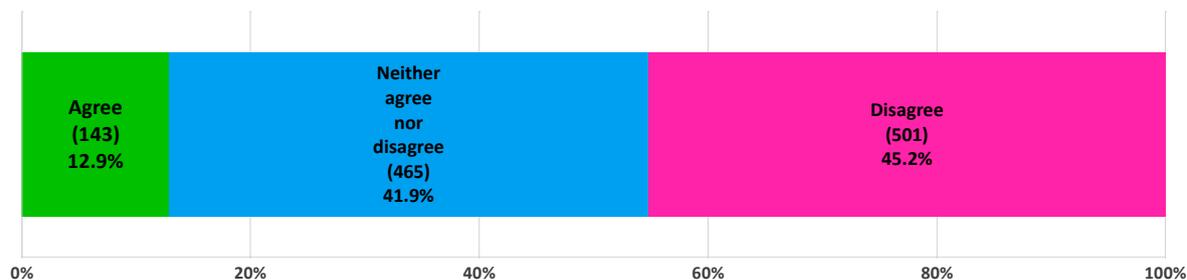
	<p>There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.</p>
	<p>There was no significant difference in response between the way respondents in households where someone is in receipt of benefits and those in households where no-one is receiving benefits answered this question.</p>
	<p>There was no significant difference in response between the way economically active and economically inactive respondents answered this question.</p>
	<p>There was no significant difference in response between how respondents from the difference household types answered this question.</p>



	<p>The difference in the proportion of male and female responders answering positively is significant – female respondents were more positive about continuing this behaviour in the future.</p>
	<p>Although the 45 to 54 years group had the lowest proportion responding positively, the 35 to 44 years group had the greatest proportion responding negatively at 23.0%(±6.0%), this is significantly greater than the proportion responding the same from the 65 years and over groups where 15.4% (±4.1%) answered negatively.</p>
	<p>The difference in the proportion of respondents from white groups and respondents from BAME groups answering positively is significant – BAME respondents were more positive about continuing this behaviour in the future.</p>
	<p>There was no significant difference in response between the way those with a disability and respondents without a disability answered this question.</p>

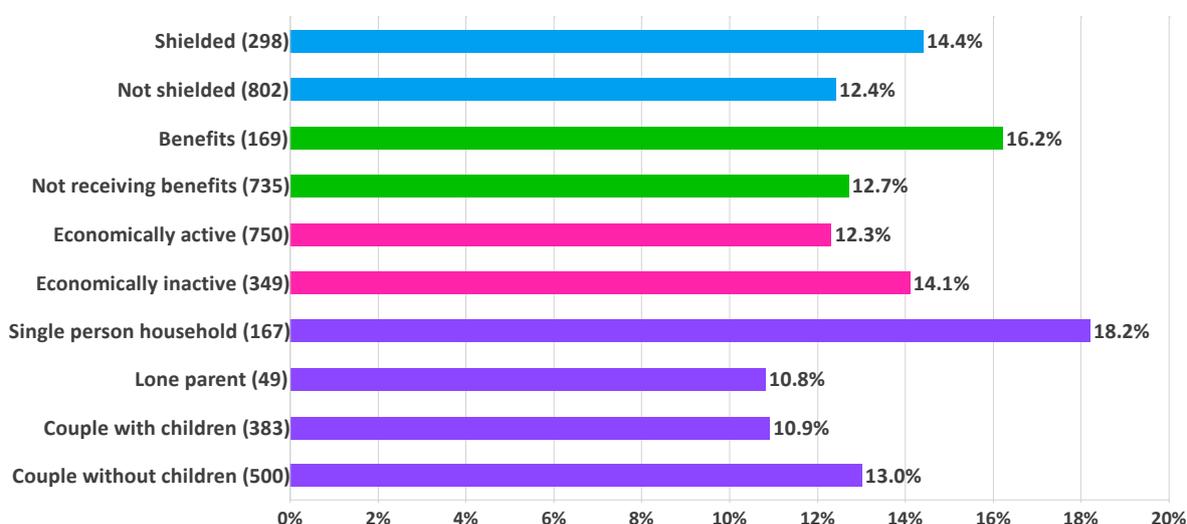
I will engage more in local democracy by watching webcast meetings

There were 1248 responses to the question about engaging with local democracy by watching webcast meetings, including 138 N/A responses which are not included in the analysis below.

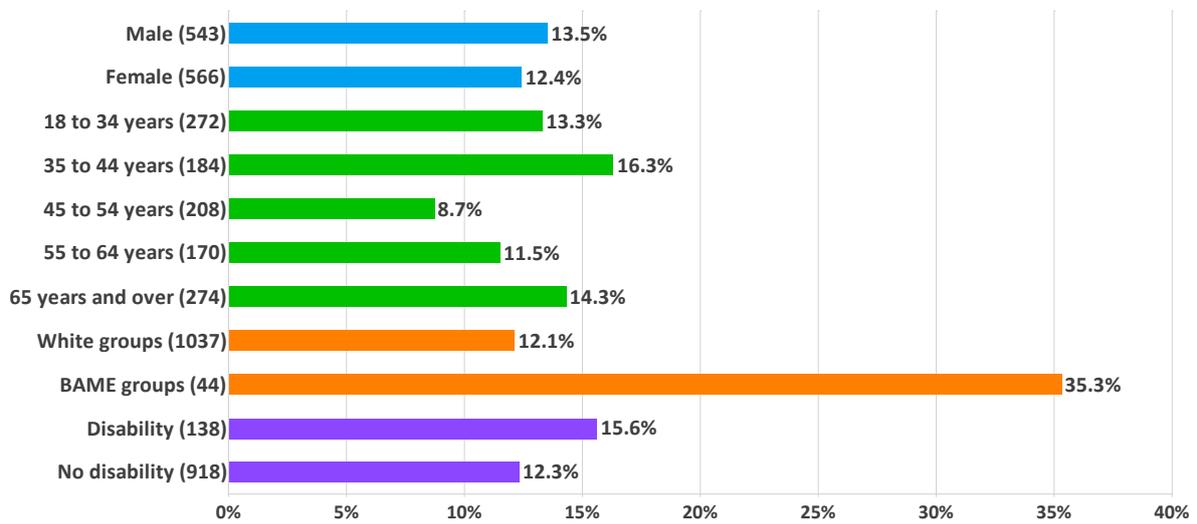


Across the five answer options the most common response was 'Neither agree nor disagree' with 465 responses. Overall, 12.9% ($\pm 2.0\%$) said they 'Agreed' or 'Strongly agreed'.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



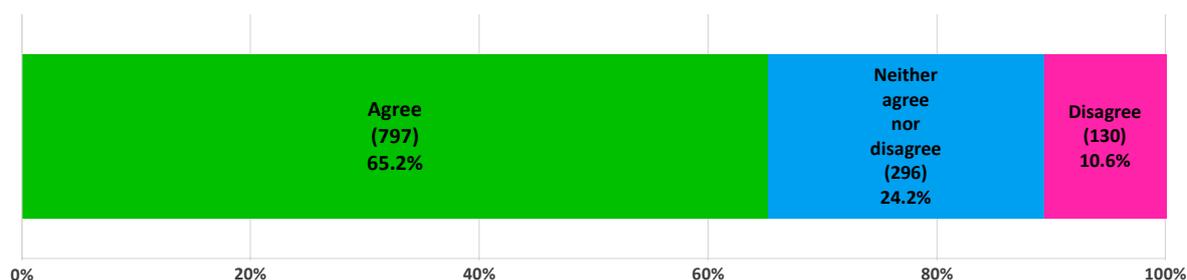
	There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.
	There was no significant difference in response between the way respondents in households where someone is in receipt of benefits and those in households where no-one is receiving benefits answered this question.
	Economically active respondents had a significantly greater proportion responding negatively at 47.2% ($\pm 3.6\%$) compared to 40.9% ($\pm 5.2\%$) of economically inactive respondents.
	The proportion responding positively from single person households was significantly greater than the proportion responding the same from the group couples with children. Couple with children had the greatest proportion responding negatively at 48.4% ($\pm 5.0\%$).



	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>There is a strong relationship between age and engagement in local democracy through watching webcast meetings. The 18 to 34 years group have the lowest proportion responding neutrally and the greatest proportion responding negatively.</p>
	<p>Respondents from BAME groups were significantly more likely to respond positively. 19.4% ($\pm 11.7\%$) of this group answered negatively compared to 45.9% ($\pm 3.0\%$) of those from white groups.</p>
	<p>There was no significant difference in response between the way respondents with a disability and respondents without a disability answered this question.</p>

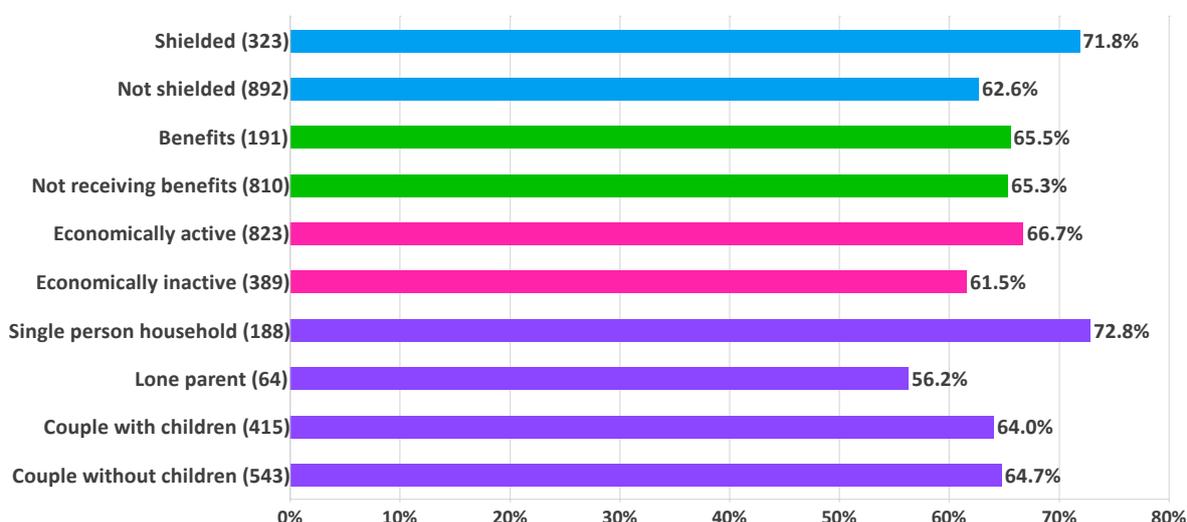
I will continue to use technology more to keep in touch with family or friends

There were 1250 responses to the question about continuing to use technology more to keep in touch with family or friends, including 27 N/A responses which are not included in the analysis below.

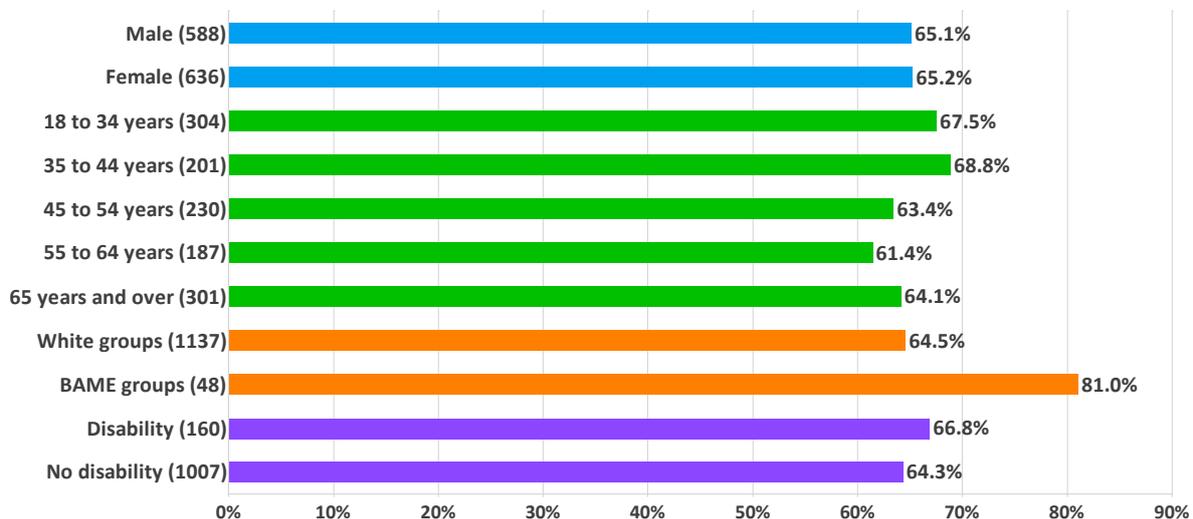


Across the five answer options the most common response was 'Agree' with 587 responses. Overall, 65.2% ($\pm 2.7\%$) said they 'Agreed' or 'Strongly agreed'.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



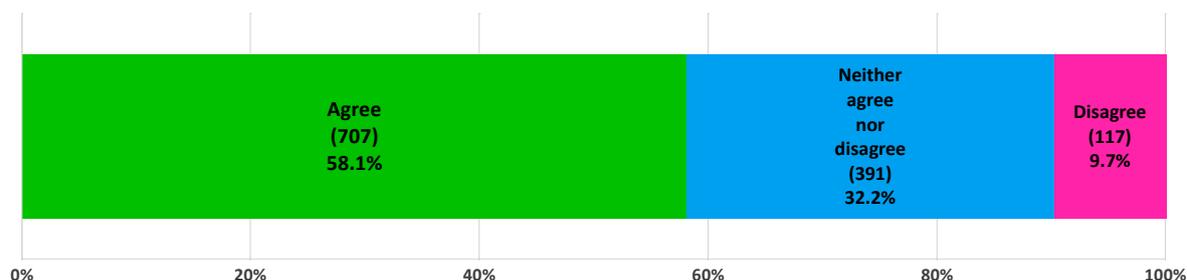
	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding positively with 71.8% ($\pm 4.9\%$) answering this way compared to 62.6% ($\pm 3.2\%$) of responding from non-shielded households. There was no significant difference in the proportion of these groups answering negatively.</p>
	<p>There was no significant difference in response between the way respondents in households where someone is in receipt of benefits and those in households where no-one is receiving benefits answered this question.</p>
	<p>Economically active respondents had a significantly greater proportion answering negatively at 12.0% ($\pm 2.2\%$) compared to 7.8% ($\pm 2.7\%$) of economically inactive respondents answering the same. The difference in proportions responding positively between these groups is not significant.</p>
	<p>Single person household were significantly more positive about continuing to use technology to keep in touch with family and friends compared to the other household types.</p>



	<p>There was no significant difference in the way male and female respondents answered this question.</p>
	<p>There is a strong relationship between age and this statement. The 18 to 34 years group have the greatest proportion responding negatively at 15.6% ($\pm 4.1\%$), the proportion responding this way reduces as the age brackets increase.</p>
	<p>Respondents from BAME groups were significantly more likely to respond positively. 2.2% ($\pm 4.1\%$) of this group answered negatively compared to 11.2% ($\pm 1.8\%$) of those from white groups.</p>
	<p>There was no significant difference in the way respondents with a disability and respondents without a disability answered this question.</p>

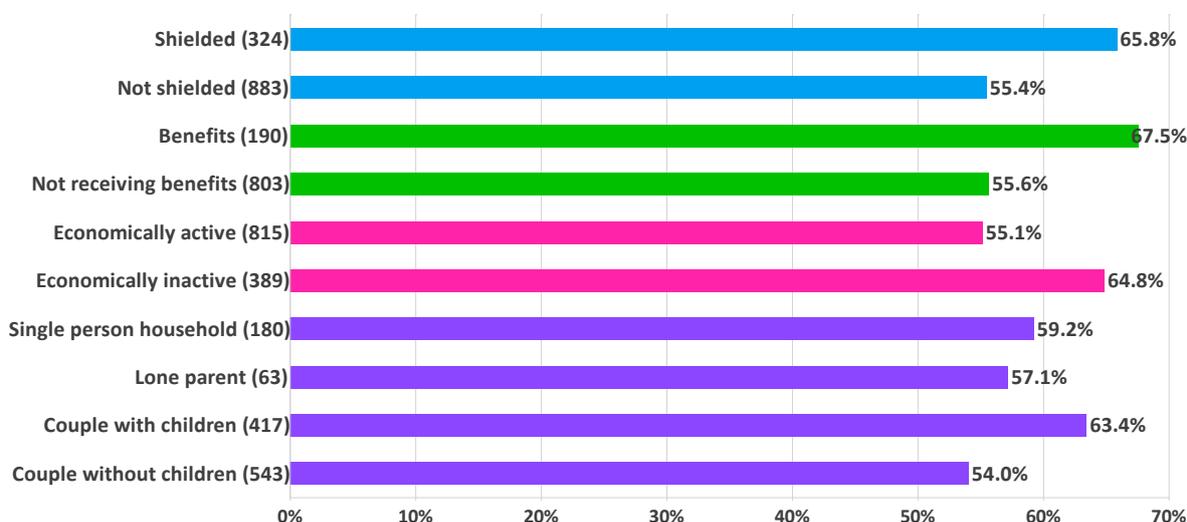
I'd like to keep in touch with neighbours and my community

There were 1247 responses to the question about keeping in touch with neighbours and local communities, including 31 N/A responses which are not included in the analysis below.

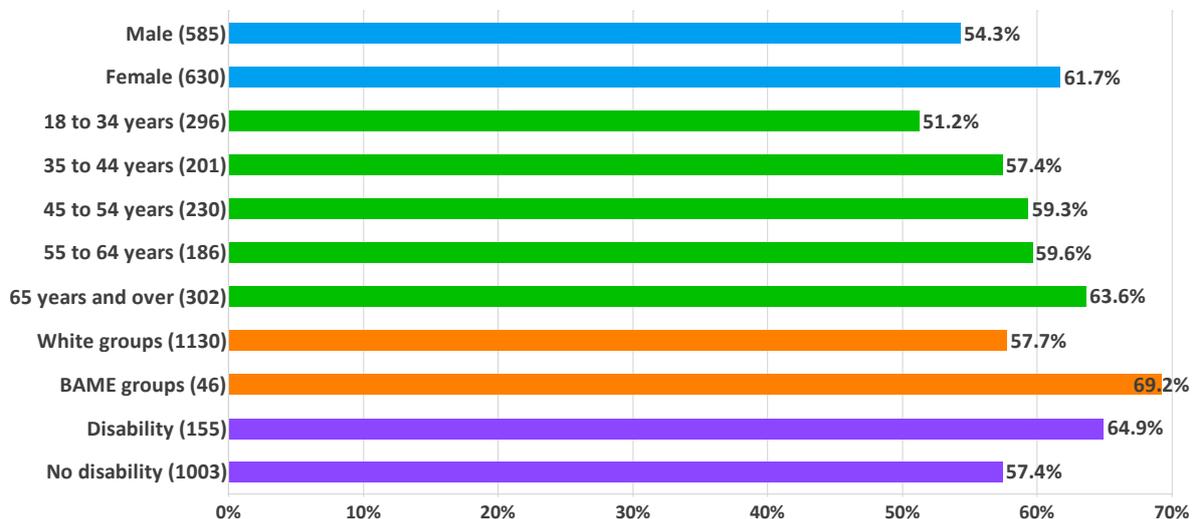


Across the five answer options the most common response was 'Agree' with 594 responses. Overall, 58.1% ($\pm 2.8\%$) said they 'Agreed' or 'Strongly agreed'.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



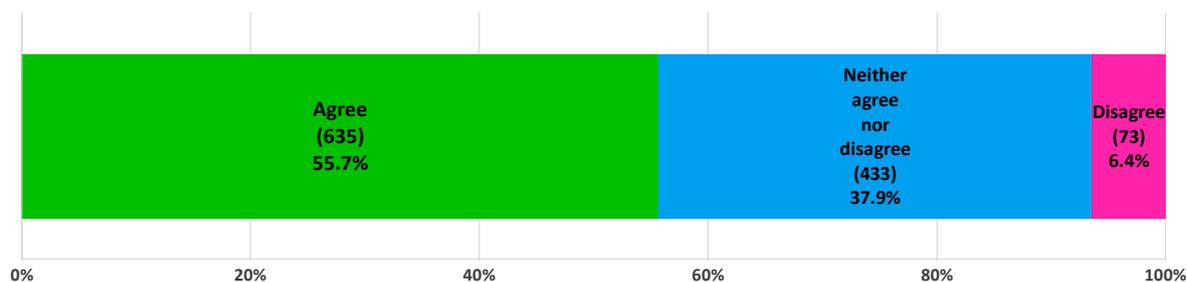
	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding positively with 65.8% ($\pm 5.2\%$) answering this way compared to 55.4% ($\pm 3.3\%$) of respondents from non-shielded households. There was no significant difference in the proportion of these groups answering negatively.</p>
	<p>A significantly greater proportion of respondents in households where someone receives benefits responded positively with 67.5% ($\pm 6.7\%$) answering this way compared to 55.6% ($\pm 3.4\%$) of respondents in households that do not received benefits. There was no significant difference the proportion of these groups responding negatively.</p>
	<p>There were significant differences in the proportions of economically active and economically inactive answering both positively and negatively. 12.2% ($\pm 2.2\%$) of economically active respondents answered negatively compare to 4.1% ($\pm 2.0\%$) of economically inactive respondents. There was no significant difference between these groups in the proportions answering neutrally.</p>
	<p>Respondents from both single person household and households containing couples with children had significantly lower proportions answering negative when compared to couples without children.</p>



	<p>The difference in proportion of male and female responders answering positively is significant – female respondents were more positive about continuing this behaviour in the future. There were no significant differences in the proportions responding negative between these groups.</p>
	<p>There is a strong relationship between age and this statement. The 18 to 34 years group have the greatest proportion responding negatively at 17.6% ($\pm 4.3\%$), the proportion responding this way reduces as the age brackets increase.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>There was no significant difference in response between the way respondents with a disability and respondents without a disability answered this question.</p>

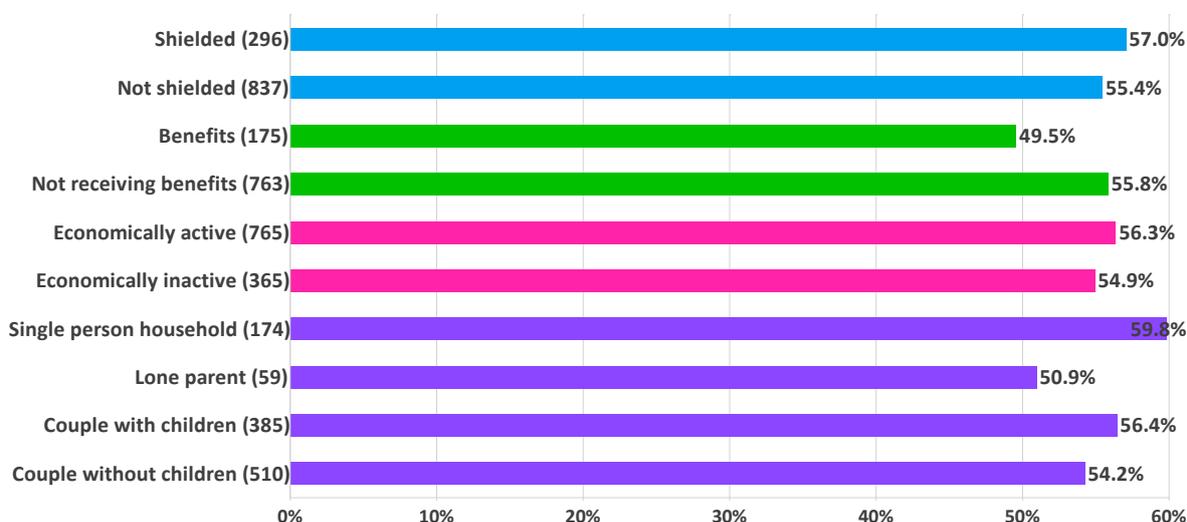
I intend to keep up improvements in my diet and/or exercise

There were 1243 responses to the question about continuing to keep up improvements in diet and exercise, including 102 N/A responses which are not included in the analysis below.

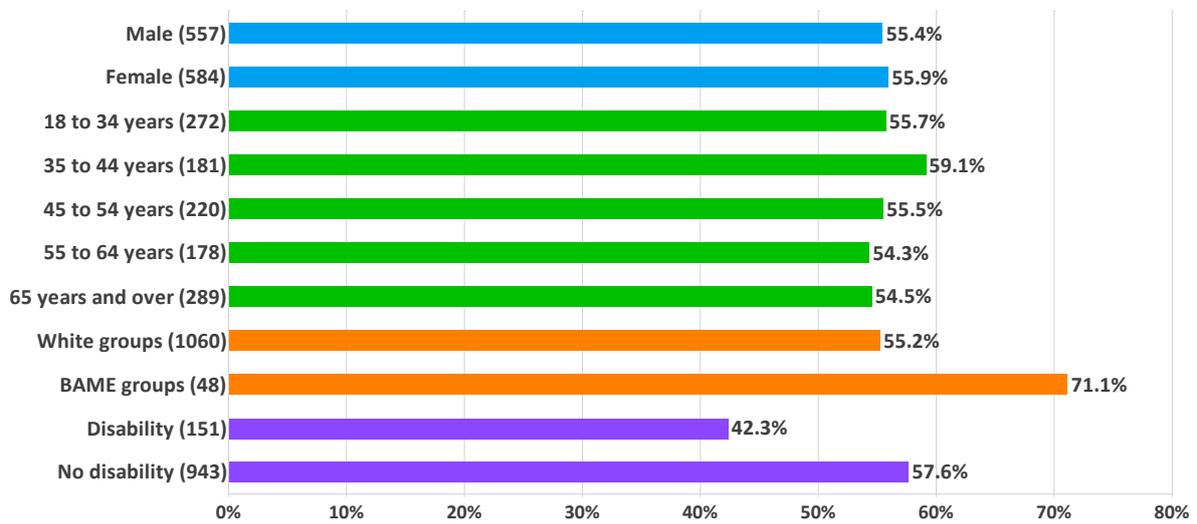


Across the five answer options the most common response was 'Agree' with 475 responses. Overall, 55.7% ($\pm 2.9\%$) said they 'Agreed' or 'Strongly agreed'.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



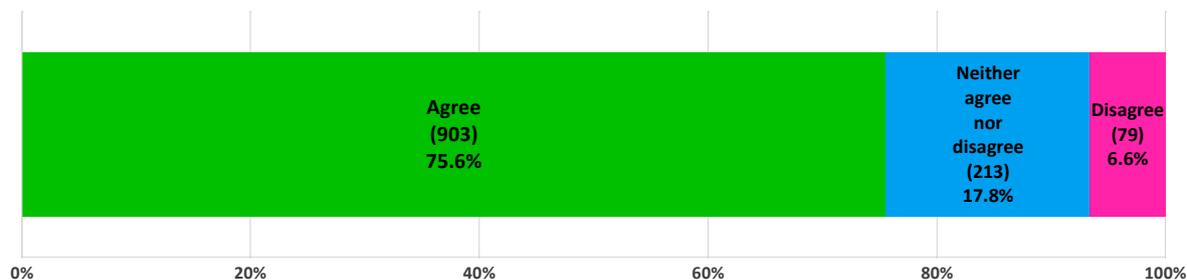
	<p>There was no significant difference in response between the way respondents in shielded household and those not in shielded households answered this question.</p>
	<p>There was no significant difference in response between the way respondents in households where someone receives benefits and those in households where no-one receives benefits answered this question.</p>
	<p>There were no significant differences in the way economically active and economically inactive respondents answered this question.</p>
	<p>There were no significant differences in response across the different household types.</p>



	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>Respondents aged 55 years and over had a significantly lower proportions responding negatively compared to respondents in the age groups 18 to 44 years. There were no significant differences across the age groups in the proportion of positive responses.</p>
	<p>Respondents from BAME groups were significantly more likely to respond positively. White groups had a significantly greater proportion responding neutrally at 38.6% ($\pm 2.9\%$) compared to 18.4% ($\pm 11.0\%$) of BAME respondents.</p>
	<p>The difference between the proportion of respondents with a disability and those without a disability responding positively and negatively are significant. 13.5% ($\pm 5.5\%$) of respondents with a disability answered negatively compared 5.1% ($\pm 1.4\%$) of respondents without a disability answering the same.</p>

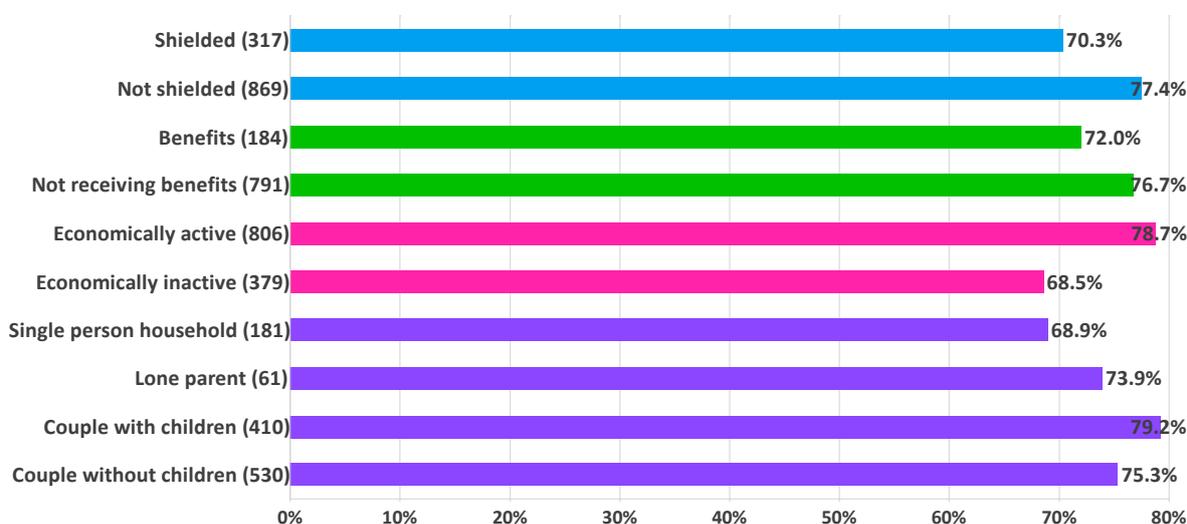
I will keep using local parks and open spaces

There were 1242 responses to the question about continuing to use local parks and open spaces, including 47 N/A responses which are not included in the analysis below.

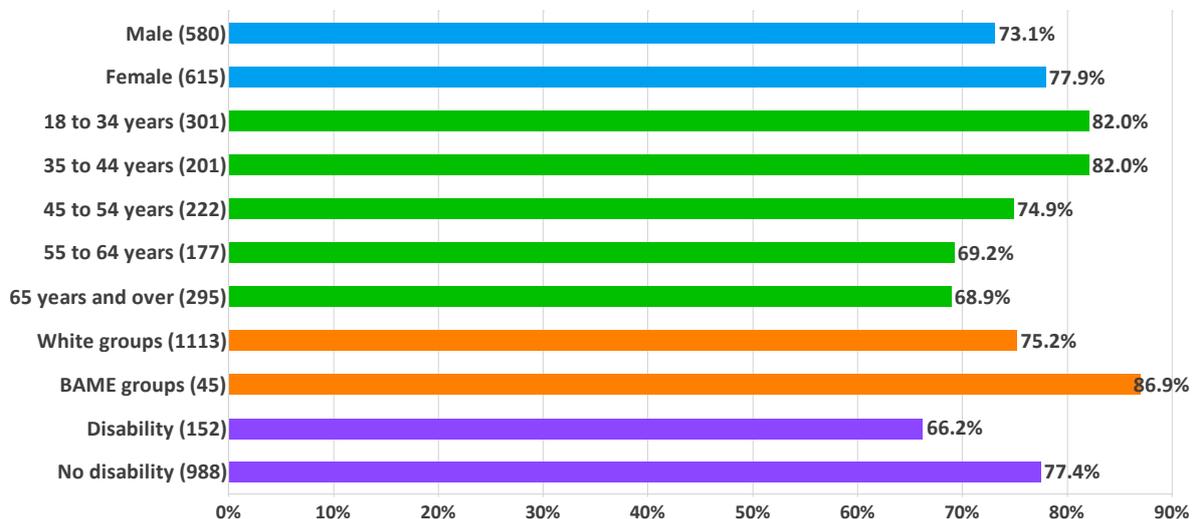


Across the five answer options the most common response was 'Agree' with 543 responses. Overall, 75.6% ($\pm 2.4\%$) said they 'Agreed' or 'Strongly agreed'.

The chart below shows the proportion of key groups responding positively (Strongly agree and Agree combined).



	<p>Respondents that said someone in their household was classed as shielded had a significantly greater proportion responding negatively with 12.5% ($\pm 3.6\%$) answering this way compared to 4.6% ($\pm 1.4\%$) of responding from non-shielded households.</p>
	<p>There was no significant difference in response between the way respondents in households where someone receives benefits and those in households where no-one receives benefits answered this question.</p>
	<p>The difference in proportions responding positively between these groups is significant. Economically inactive respondents had a greater proportion answering neutrally at 23.7% ($\pm 4.3\%$) compared to 15.1% ($\pm 2.5\%$) of economically active respondents.</p>
	<p>There were no significant differences in the proportions responding negatively to this statement across the different household types. The difference in the proportions responding positively from single person households and households containing couples with children are significant.</p>



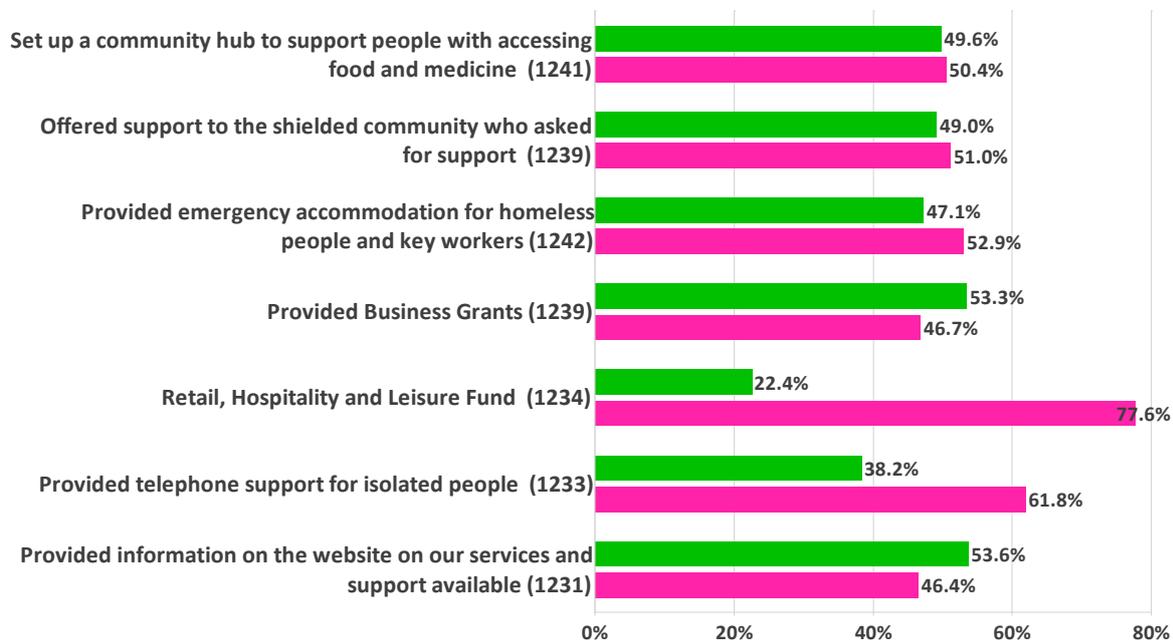
	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>Respondents aged 55 years and over had a significantly lower proportions responding positively compared to respondents in the age groups 18 to 44 years. There were no significant differences across the age groups in the proportion of negative responses.</p>
	<p>There was no significant difference in response between the way respondents from white groups and respondents from BAME groups answered this question.</p>
	<p>The difference between the proportion of respondents with a disability and those without a disability responding positively and negatively are significant. 13.9% ($\pm 5.5\%$) of respondents with a disability answered negatively compared 5.4% ($\pm 1.4\%$) of respondents without a disability answering the same.</p>

Local response

Awareness of MBC's response activities

Survey respondents were asked 'Which of the activities which Maidstone Borough Council took in response to the Coronavirus were you aware of?' and provided with a list of support and initiatives that MBC had provided.

The total number of respondents that gave a response to each part of this question are shown in brackets on the chart below.



There is an element of uncertainty with this this question as it asks about awareness of activities undertaken by MBC, respondents may be aware of the activities but not necessarily aware that they were put in place by MBC.

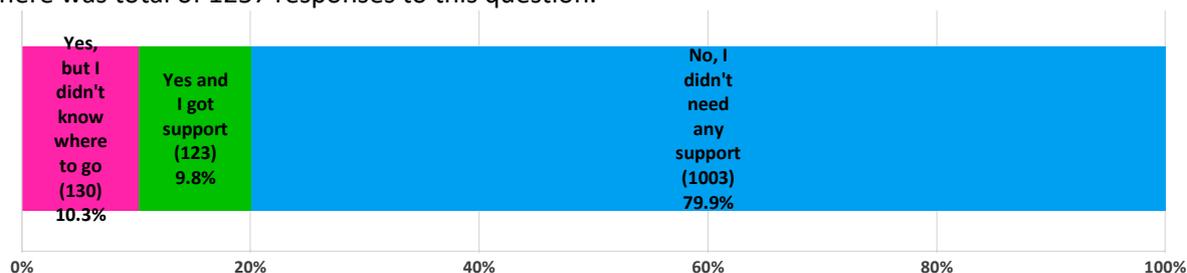
For five of the seven initiatives asked about, around 50% ($\pm 5\%$) of respondents said they were aware that the Council undertook these activities as a result of the pandemic. The two areas where levels of awareness were less than 50% were the Retail and Hospitality Fund and telephone support for isolated people.

Further analysis of the response for 'providing telephone support for isolated people' across key groups showed that male responders were significantly less likely to be aware of this activity with 71.0% ($\pm 3.6\%$) responding 'No' compared to 53.1% ($\pm 3.9\%$) of female responders.

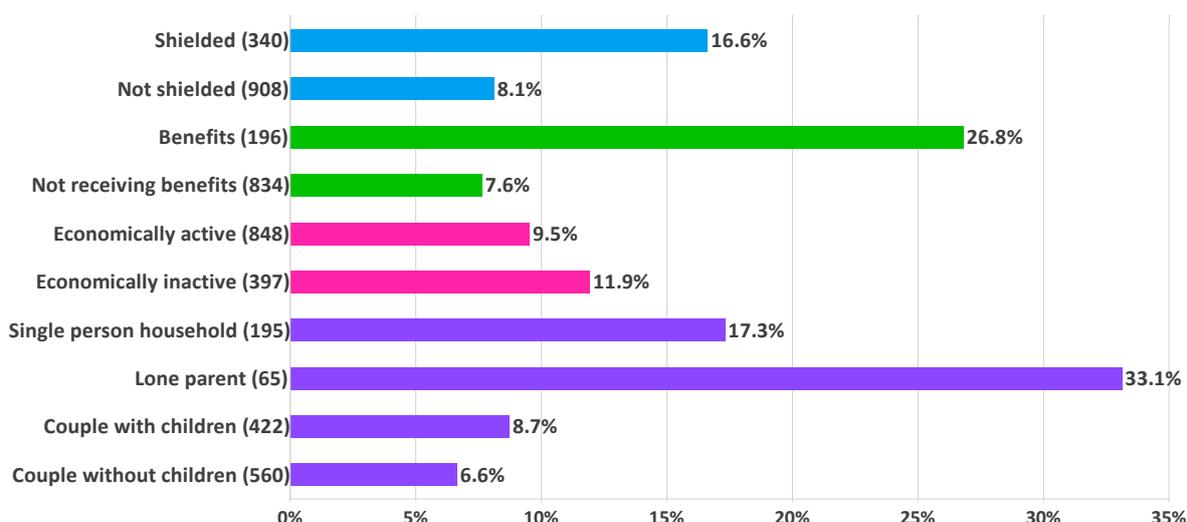
In terms of age respondents aged 65 years and over had the lowest proportion stating they had heard of the support available for isolated people with 31.8% ($\pm 5.3\%$). The 18 to 34 years group had the greatest level of awareness of this activity at 45.2% ($\pm 5.5\%$).

Help Required

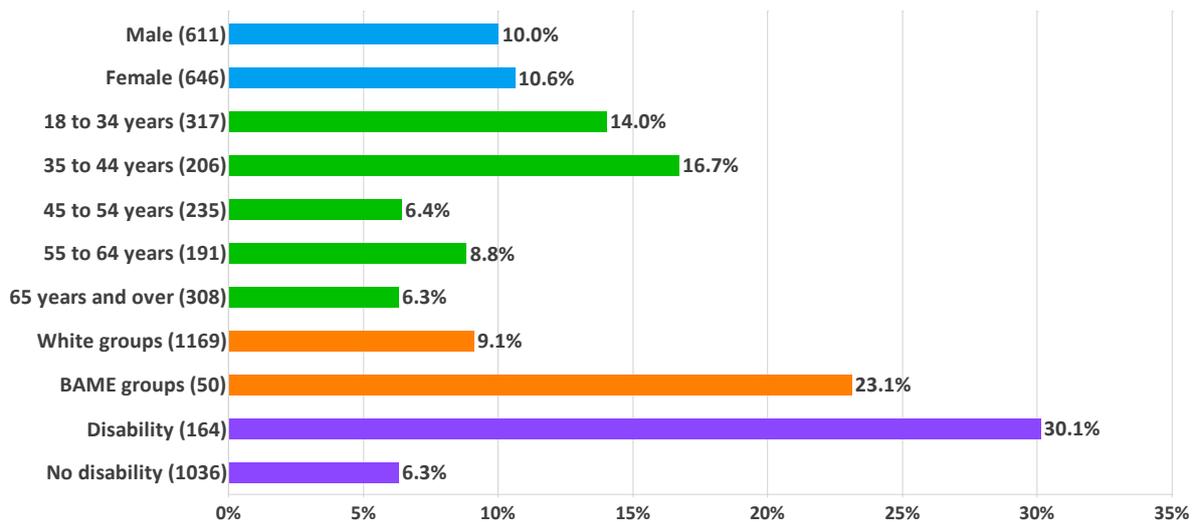
Respondents were asked ‘Have you needed any help during the Coronavirus pandemic (COVID19)?’, there was total of 1257 responses to this question.



One in ten respondents said they required help but did not know where to go to access help. The chart below shows the proportion of key groups responding ‘yes, but I didn’t know where to go.



	<p>There are significant differences in response between responders in households where someone is shielding and responders in households where no-one is shielding. 69.2% ($\pm 4.9\%$) of respondents in shielded households said they had not required any support compared to 83.7% ($\pm 2.4\%$) of responders in households where no-one was shielding.</p>
	<p>There are significant differences in response between responders in households where someone is in receipt of benefits and responders in households where no-one is in receipt of benefits. 20.4% ($\pm 5.6\%$) of responders in household with benefit recipients said they had needed support and received it compared to 6.8% ($\pm 1.7\%$) of responders from household where no-one receives benefits. 52.8% ($\pm 7.0\%$) of households with benefit recipients said they hadn't needed any support compared to 85.6% ($\pm 2.4\%$) of responders in household where no-one receives benefits.</p>
	<p>The only significant difference in the way economically active and economically inactive respondents answered this question was the proportion responding ‘No, I didn't need any support’. Here 81.9% (2.6%) of economically active responded answered this way compared to 76.1% ($\pm 4.2\%$) of economically inactive respondents.</p>
	<p>There were no significant differences across the household types responding ‘Yes, and I got support’. Lone parents were significantly more likely than the other household type to state they needed support but didn't know where to go, they also had the lowest proportion responding ‘No, I didn't need any support’.</p>

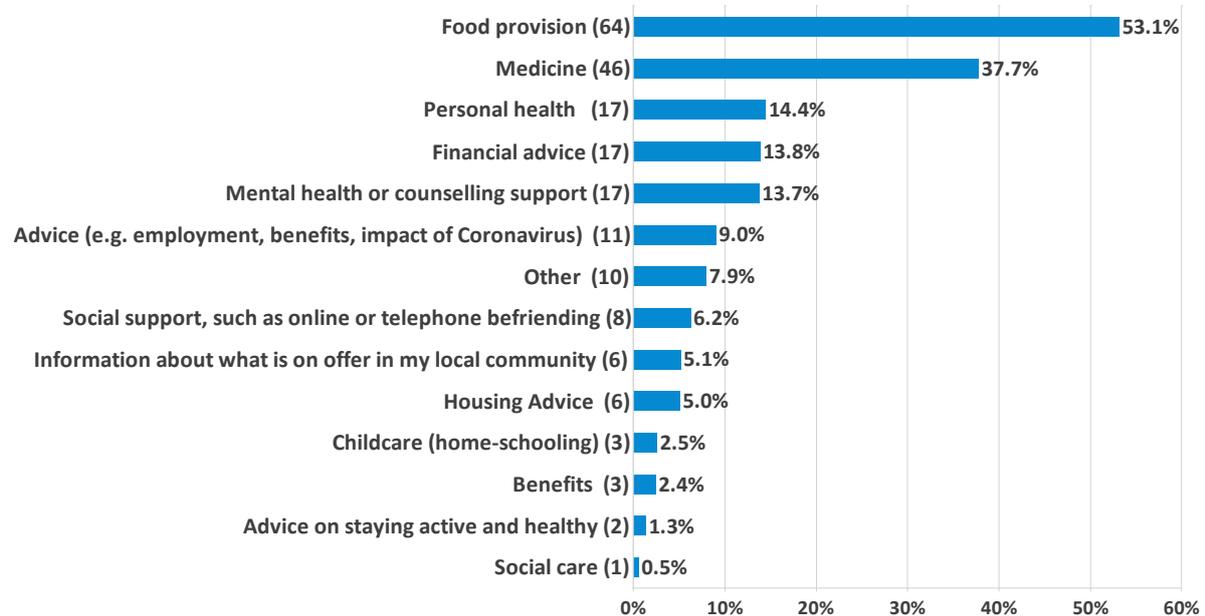


	<p>There was no significant difference in response between the way male and female respondents answered this question.</p>
	<p>The data shows that those who did need support from the age groups 44 years and under were less likely to know where to go to get help. There were no significant differences in the proportion that said they needed support and received it.</p>
	<p>There were no significant differences in the proportion of respondents from white groups and those from BAME groups that said they needed support and received it.</p>
	<p>There are significant differences in response between responders with a disability and those without a disability, with almost a third of those with a disability stating that they required support but did not know how to access it. 51.4% ($\pm 7.7\%$) of respondents with a disability said they did not require support compared to 85.1% ($\pm 2.2\%$) of those without a disability.</p>

Help Received

Respondents that said they had received help for support were asked what type of support they had received, here they could tick as many answers as applied and also had the opportunity to provide a free text response.

This question was put to 123 respondents and total of 121 provided a response to this question. The most common response was food provision with just over half of those that had received help selecting this response.



Three quarters of respondents from shielded households said they had received food provisions and six in ten said they had received support in getting medicines.

Just over one in five economically active respondents said they had received financial advice – the majority of these respondents were in couples with children and aged 18 to 34 years.

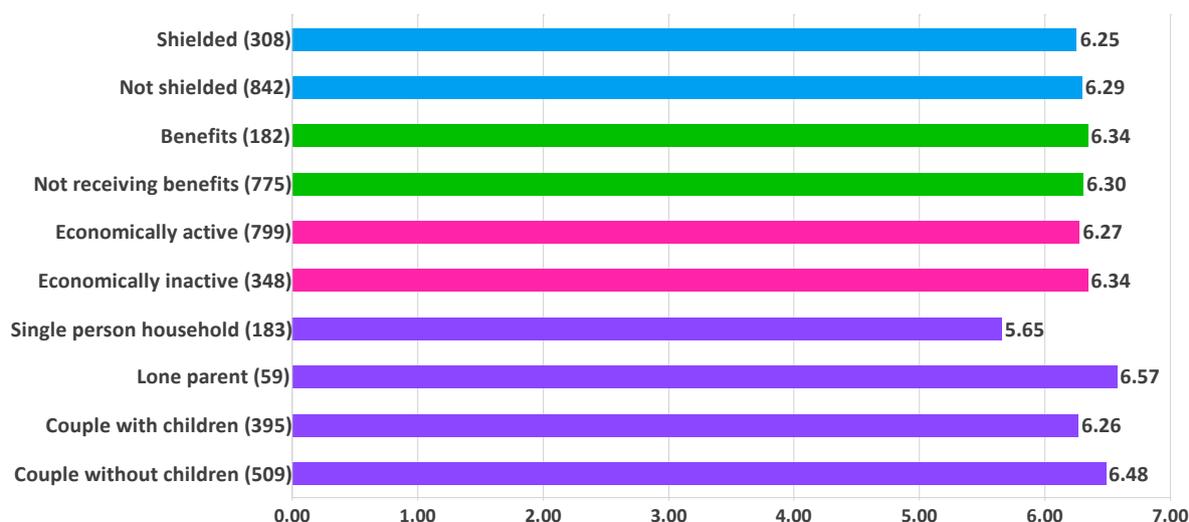
MBC Response to emergency

Survey respondents were asked to rate how well they believe the Council has responded to covid-19 pandemic, on a scale of 0 to 10, where 0 was very badly and 10 was very well. There were 1257 responses to this question.

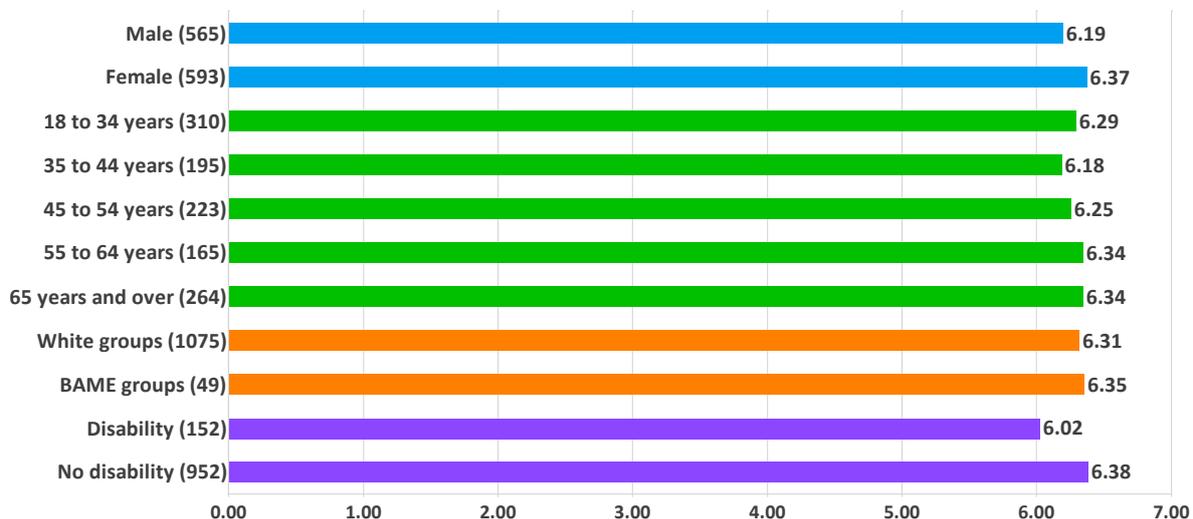
Mean	Mode	Median
6.28	5	6

The overall average score (mean) was 6.28 (error 0.06), The most common response was slightly lower than the average at 5 with 334 answering this way, and the middle value (median) was 6.

The chart below shows the overall scores for key groups.



	There was no significant difference in overall score between respondents from shielded households and respondents from households where no-one was classed as shielded.
	There was no significant difference in overall score between respondents from households where someone is in receipt of benefits and respondents from households where no-one received benefits.
	There was no significant difference in overall score between economically active and economically inactive respondents.
	The score for single person households is significantly lower than that for the other household types. One in five from this group gave a rating of 7 or higher compared to one in three from the other household groups.

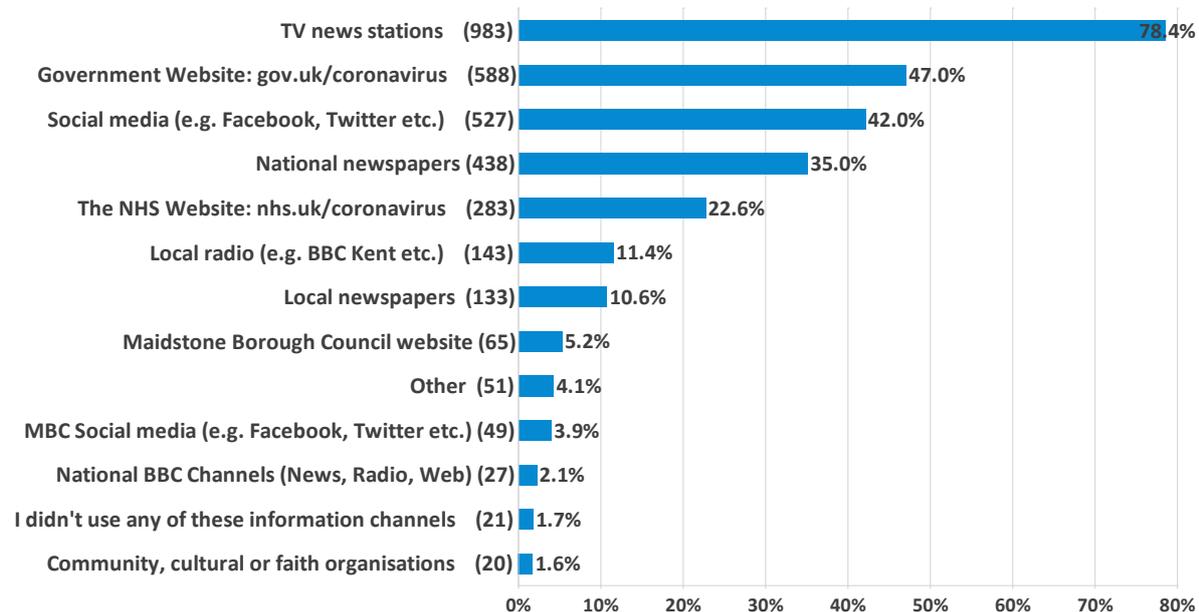


	<p>There was no significant difference in overall score between male and female respondents.</p>
	<p>There was no significant difference in overall score across the different age groups.</p>
	<p>There was no significant difference in overall score between respondents from white groups and respondents from BAME groups.</p>
	<p>There was no significant difference in overall score between respondents with a disability and those without a disability.</p>

Information Channels

Survey respondents were asked 'How have you been finding out about Coronavirus and related government guidance?', they were provided with a list of options and had the opportunity to provide free text response. Respondents to select up to three answers.

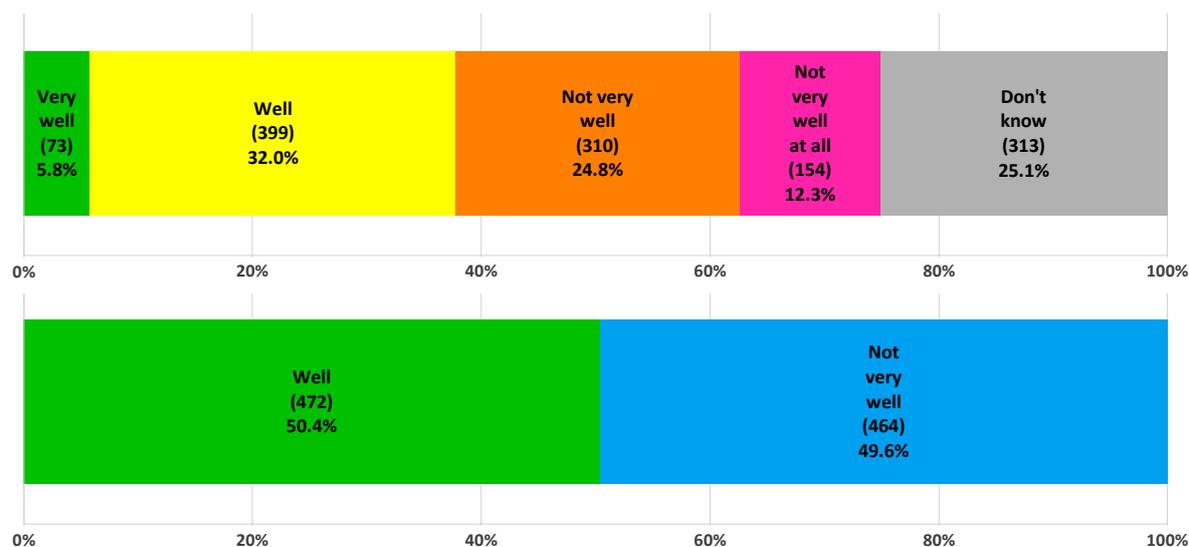
A total of 1253 respondents answered this question. The most common response was 'TV news stations' with 983 responses.



The top three responses were 'TV news stations', 'Government website gov.uk/coronavirus' and 'Social media'. These were the top three responses for most of the key groups assessed, with three exceptions. Economically inactive, couples without children and over 65's placed National newspapers second and 'government website gov.uk/coronavirus' as third.

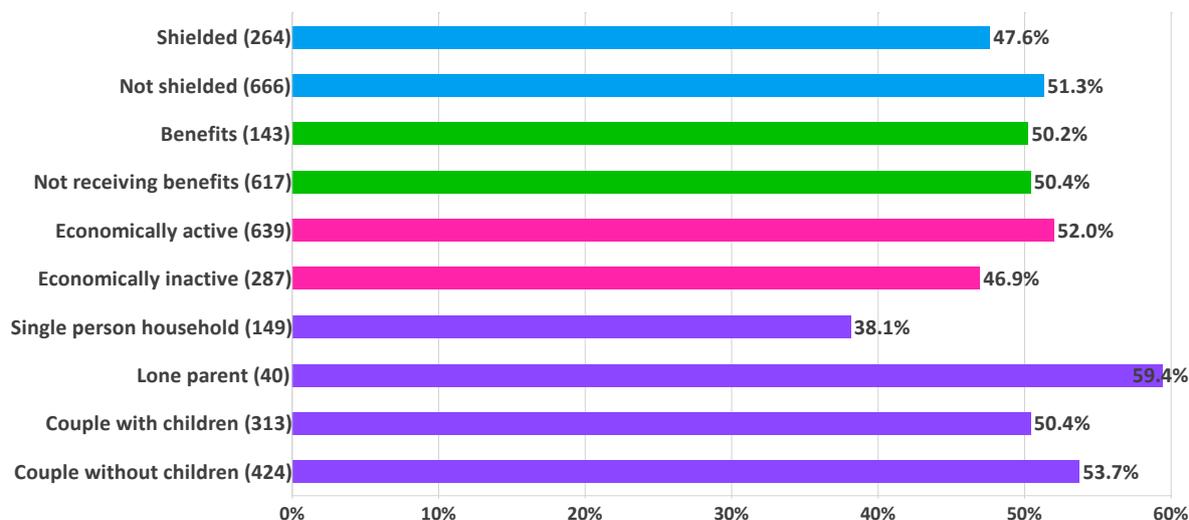
Informed - Maidstone local issues

Respondents were asked about how well they feel Maidstone Borough Council is keeping residents informed about Maidstone local issues, there was total of 1257 responses to this question, including 313 'don't know' responses.



The most common response was 'Well' with 399 answering this way. Overall, excluding 'don't know' responses half of respondents were positive.

The chart below shows the proportion of key groups responding positively (Very well and Well responses combined).

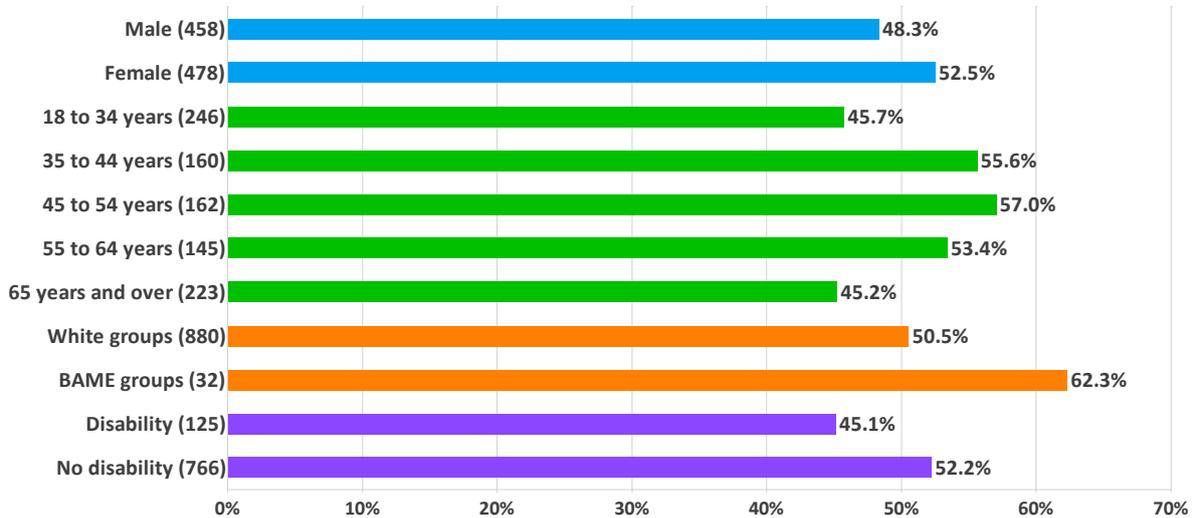


	<p>There was no significant difference in the proportions responding negatively and positively between respondents from shielded households and respondents from households where no-one was classed a shielded.</p>
	<p>There was no significant difference in overall score between respondents from households where someone is in receipt of benefits and respondents from households where no-one received benefits.</p>
	<p>There was no significant difference in overall score between economically active and economically inactive respondents.</p>



Single person households had a significantly lower proportion responding positively than the other household types. Six in ten respondents from the group answered negatively.

Differences between the proportion responding 'don't know' show that lone parents had a significantly greater proportion answering this way than the other household groups with 37.1%.



There was no significant difference in overall score between male and female respondents.



The response for the 18 to 34 years and the 65 years and over groups are significantly different from the respondents in the groups aged 35 to 54 years.



There was no significant difference in overall score between respondents from white groups and respondents from BAME groups.

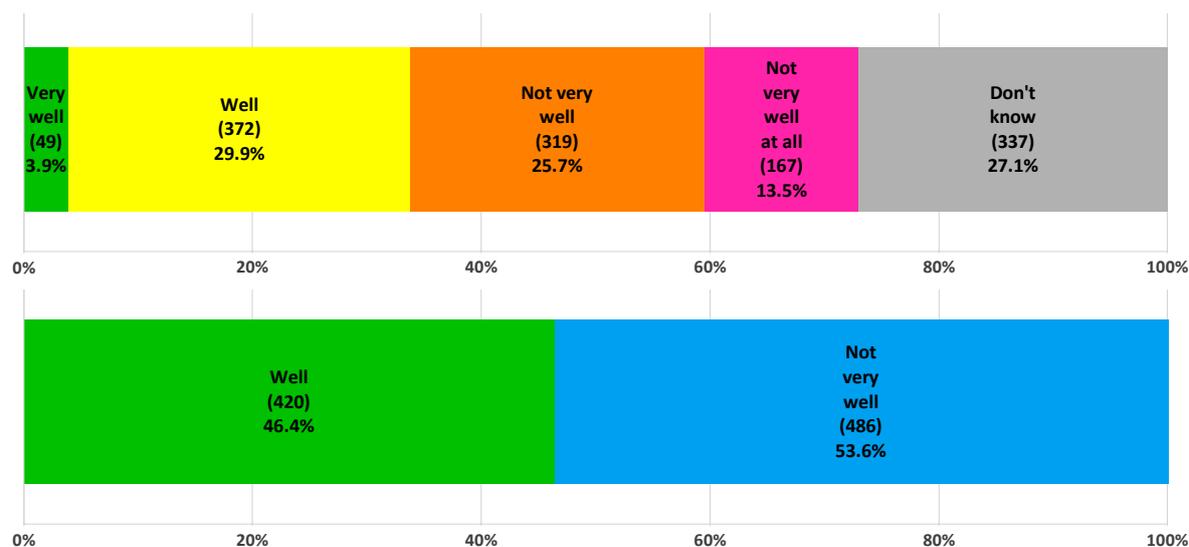


There was no significant difference in overall score between respondents with a disability and those without a disability.

Differences between the proportion responding 'don't know' respondents aged 45 to 54 years had significantly greater proportion answering with almost a third selecting this response.

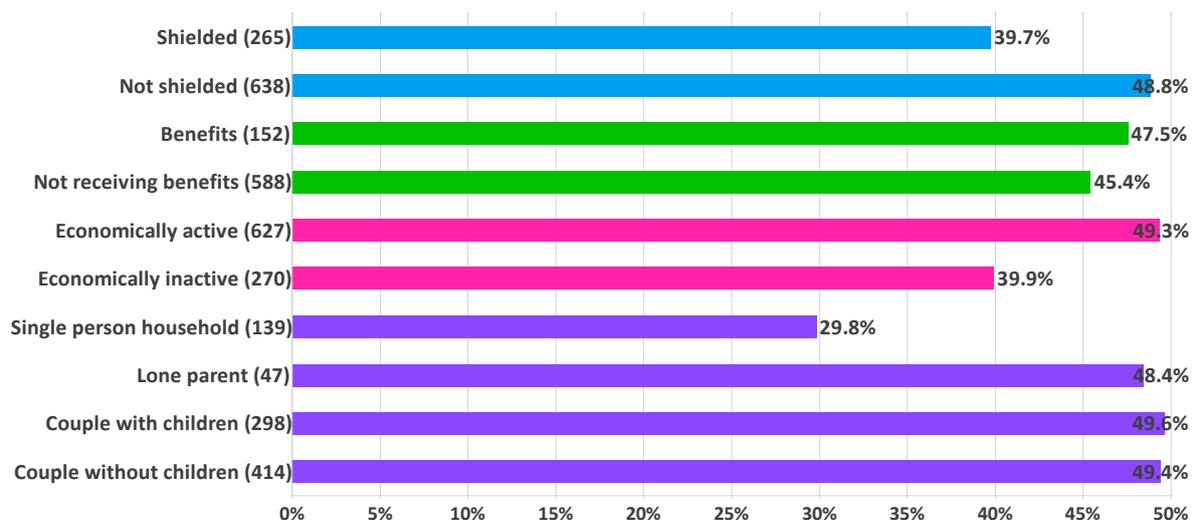
Informed - Covid 19

Respondents were asked 'how well informed they feel Maidstone Borough Council is keeping residents informed about Covid-19, there was total of 1243 responses to this question, including 337 'don't know' responses.



The most common response was 'Well' with 372 answering this way. Overall, excluding 'don't know' responses just over half of respondents were positive.

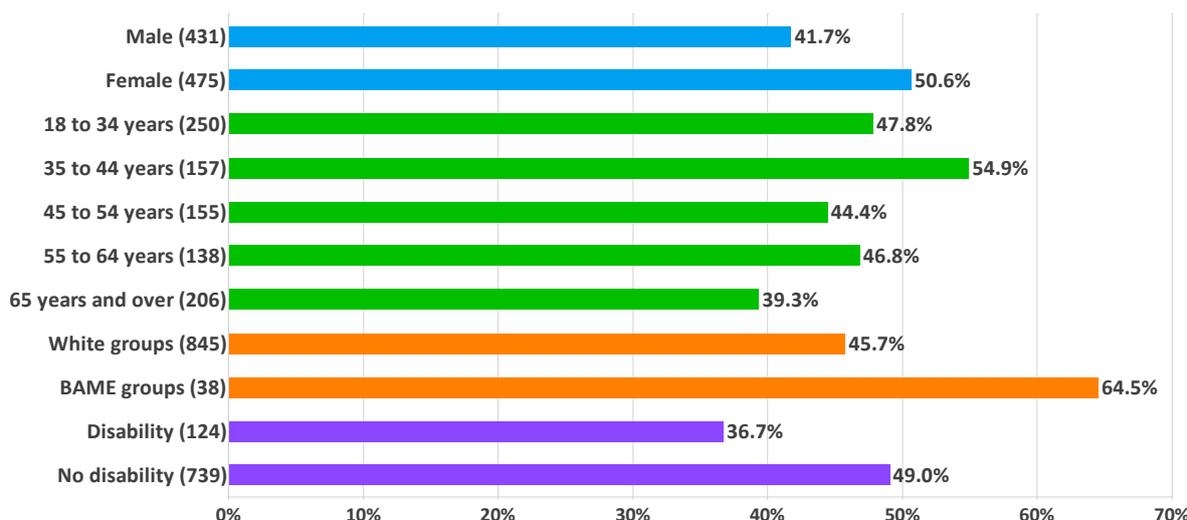
The chart below shows the proportion of key groups responding positively (Very well and Well responses combined) with 'Don't know' responses excluded.



	<p>There are significant differences in response between responders in households where someone is shielding and responders in households where no-one is shielding. 60.3% ($\pm 5.9\%$) of respondents in shielded households responded negatively compared to 51.2% ($\pm 3.9\%$) of responders in households where no-one was shielding.</p>
	<p>There was no significant difference in positive or negative response between the way respondents in households where someone receives benefits and those in households where no-one receives benefits answered this question.</p>

	<p>There were significant differences in the proportions of economically active and economically inactive answering both positively and negatively. 60.1% ($\pm 5.8\%$) of economically inactive respondents answered negatively compared to 50.7% ($\pm 3.9\%$) of economically active respondents.</p>
	<p>Single person households had a significantly lower proportion responding positively than the other household types. Seven in ten respondents from this group answered negatively.</p>

Analysis of the proportions responding 'Don't know' showed that significantly greater proportions of respondents in shielded households and economically inactive respondents answered 'don't know' compared to their counterparts.

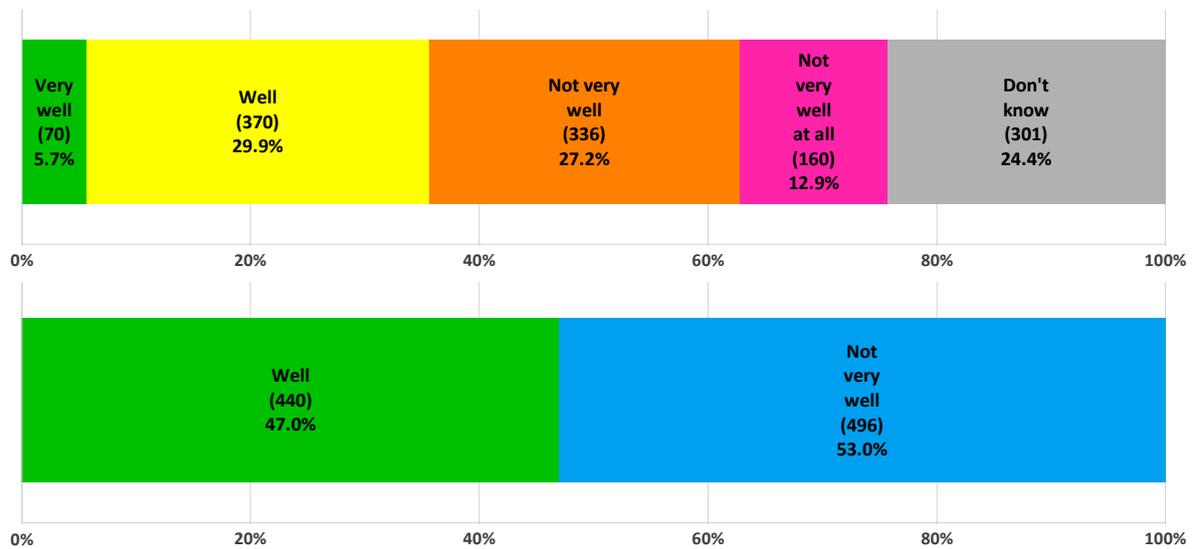


	<p>The difference in proportion of male and female respondents answering positively are significant. Male respondents had a greater proportion answering negatively at 58.3% ($\pm 4.7\%$) compared to 49.4% ($\pm 4.5\%$) of female respondents.</p>
	<p>The difference in the proportion of respondents aged 35 to 44 years and 65 years and over are significantly different. Overall, six in ten respondents from the 65 years and over group answered negatively.</p>
	<p>Respondents from BAME groups were significantly more likely to respond positively. Respondents from white groups had a significantly greater proportion responding negatively at 54.3% ($\pm 3.4\%$) compared to 35.5% ($\pm 15.2\%$) of BAME respondents.</p>
	<p>Respondents without a disability were more likely than those with a disability to respond positively. 63.3% ($\pm 8.5\%$) of those with a disability responded negatively compared to 51.0% ($\pm 3.6\%$) of non-disabled respondents.</p>

Analysis of the proportions responding 'Don't know' showed that significantly greater proportions of respondents aged 45 to 54 years and 65 years and over compared to their counterparts, with a third of these groups selecting this response.

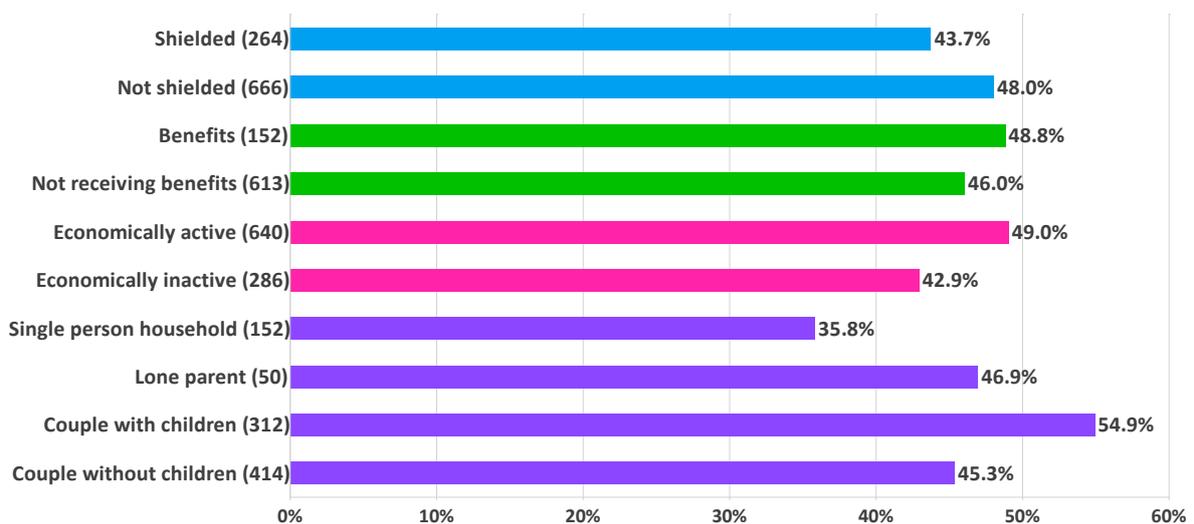
[Informed - Changes to Council Services during the pandemic](#)

Respondents were asked how well informed they feel Maidstone Borough Council is keeping residents informed about Changes to Council Services during the pandemic, there was total of 1237 responses to this question, including 301 'don't know' responses.



The most common response was 'Well' with 370 answering this way. Overall, excluding 'don't know' responses 47.0%(±3.2%) were positive.

The chart below shows the proportion of key groups responding positively (Very well and Well responses combined), excluding 'Don't know' responses.

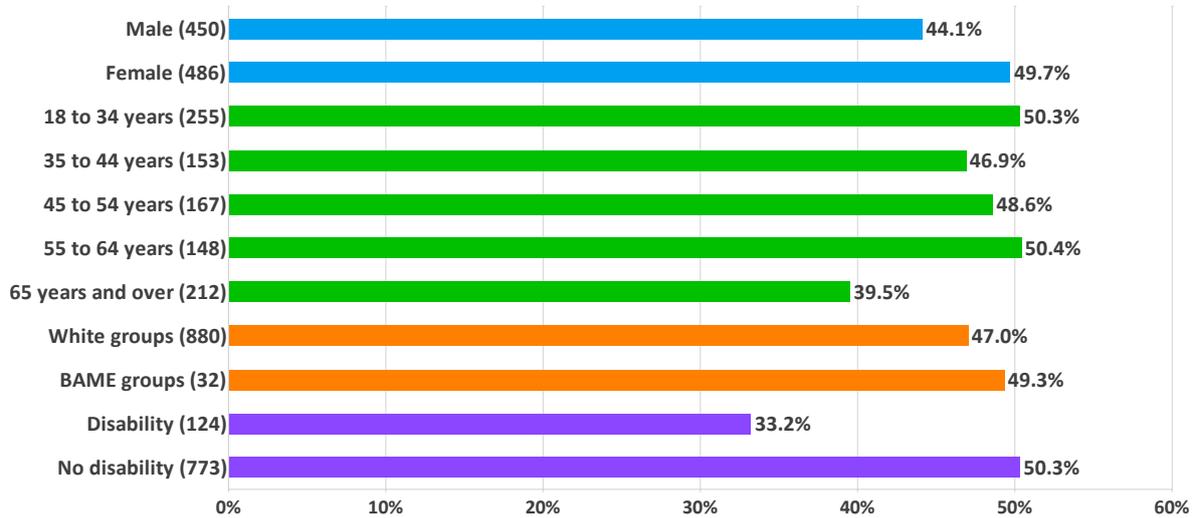


	<p>There was no significant difference in the proportions responding negatively and positively between respondents from shielded households and respondents from households where no-one was classed a shielded.</p>
	<p>There was no significant difference in positive or negative response between the way respondents in households where someone receives benefits and those in households where no-one receives benefits answered this question.</p>
	<p>There was no significant difference in positive or negative response between economically active and economically inactive respondents.</p>



The proportion responding negatively for respondents in single person households is significantly greater than the proportions responding this way for couples, both with and without children at 64.2% ($\pm 7.6\%$).

Assessment of the don't know responses across the key groups shows that a significantly greater proportion of respondents in households where no-one is shielding answer this way with a quarter of this group answering this way compared to one in five respondents from shielded households.



There was no significant difference in response between the way male and female respondents answered this question.



The proportion responding positively for the 65 years and over group is significantly lower than that for respondents aged 18 to 34 years and those aged 55 to 64 years.

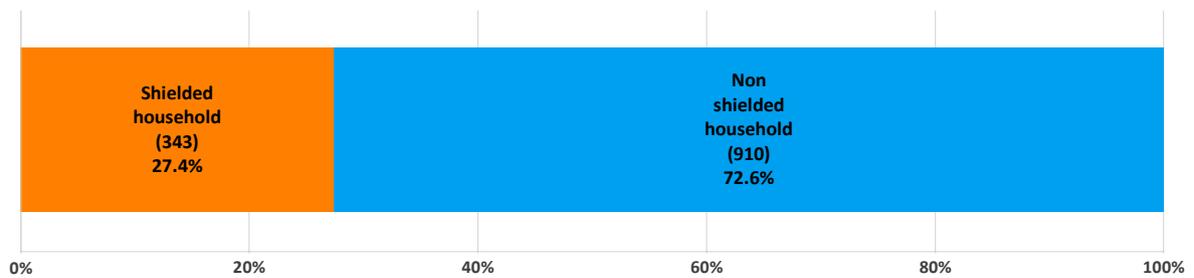
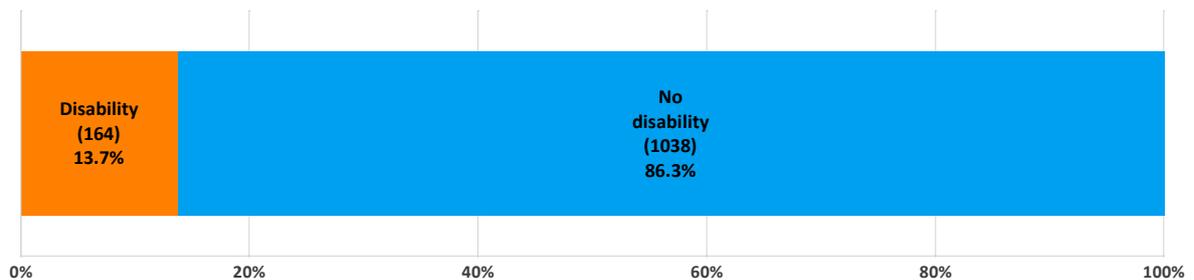
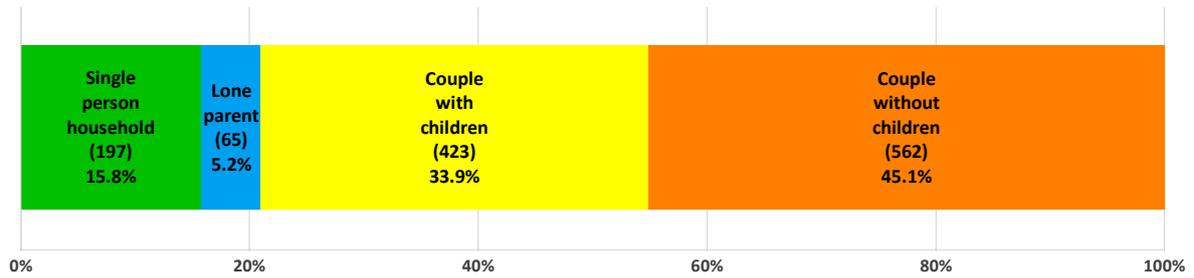
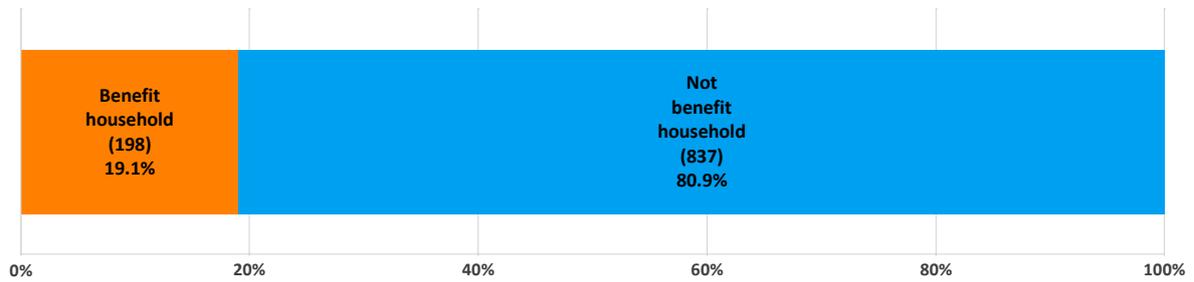
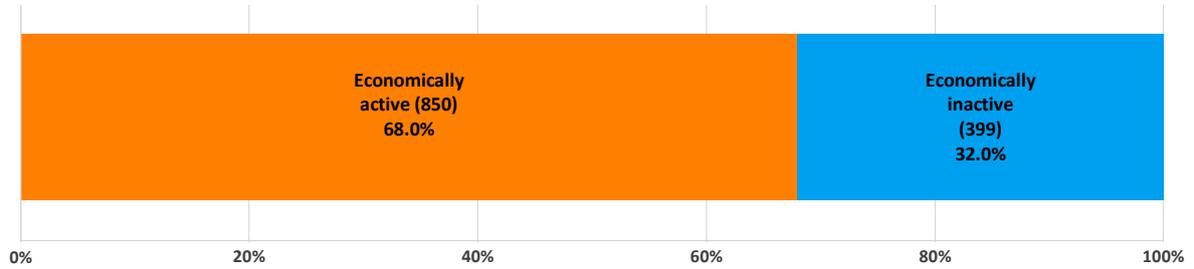
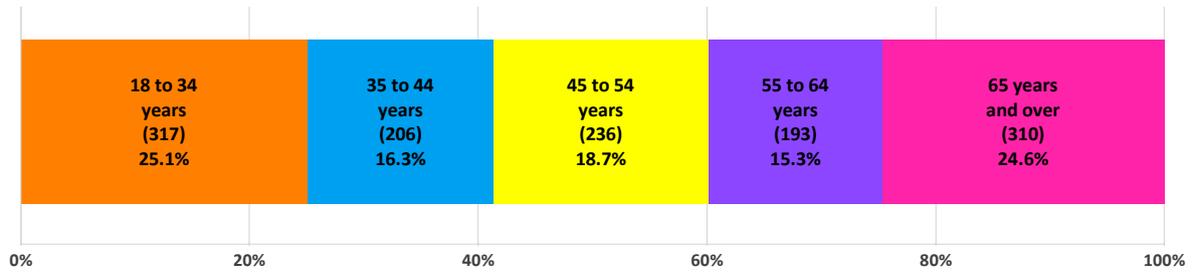


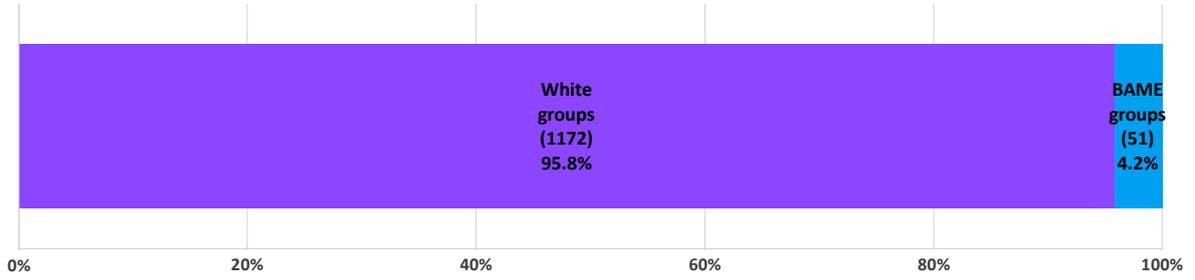
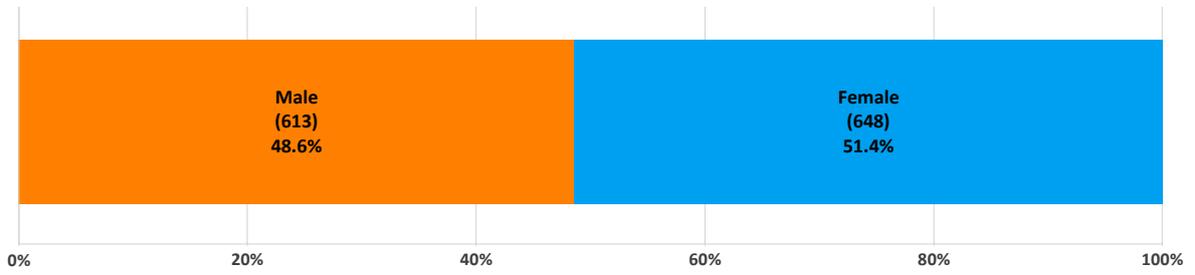
There were no significant differences in the proportion of respondents from white groups and those from BAME groups responding negatively or positively.



Respondents without a disability were more likely than those with a disability to respond positively. 66.8% (± 8.53) of those with a disability responded negatively compared to 49.7% (± 3.5) of non-disabled respondents.

Survey Demographics





Appendix A - Acorn Analysis

The Acorn Profile provides a summary of the demographic, social and lifestyle attributes of the profile set and is derived using the recognised behaviours of Acorn Types across the whole of the UK. It is therefore an estimate of the likely characteristics that you might expect to find, based on the relative proportions of the individual Acorn Types found within the profile set.

The Acorn profile report helps you understand the underlying demographics and lifestyle attributes of your customers by comparing their Acorn profile to a base (e.g. UK population, specific area or other customer groups).

INDEX

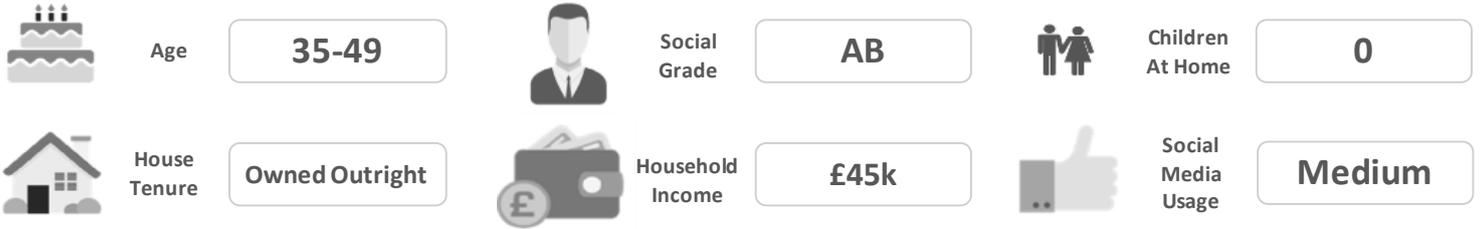


An Acorn profile has been run comparing respondent households (where postcodes were provided) to Maidstone households overall.

- The profile shows that lone parents and single person households are under-represented.
- Households containing under 35's are under-represented compared to Maidstone households overall.
- Survey respondent households are slightly more affluent than the average Maidstone households, living in properties they own outright or with a mortgage. They are significantly less likely than the average Maidstone household to have been refused credit in the past.
- There is an under-representation of low-income households, households in receipt of benefits and households in rented accommodation.
- Survey respondent households are less likely than average to use social media to interact with companies and brands.

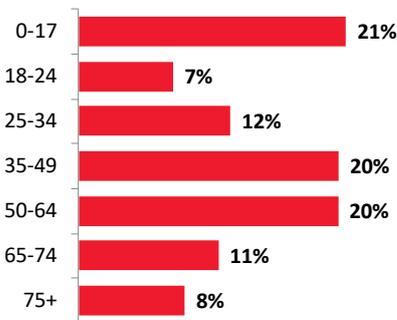
KEY FEATURES

(Based on most over-represented in the profile)



DEMOGRAPHICS

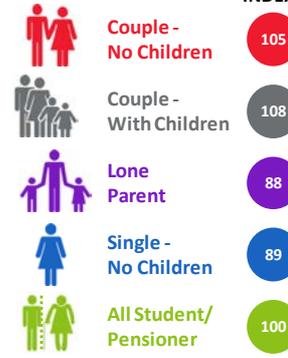
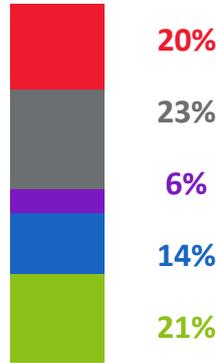
AGE



INDEX



FAMILY



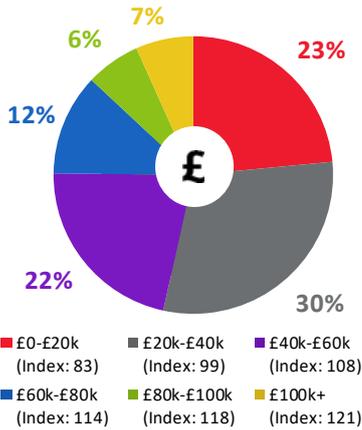
INDEX



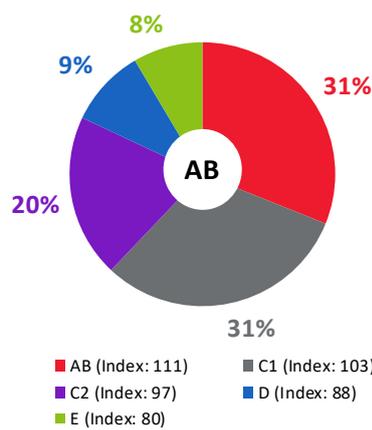
KEY INSIGHTS

- The average age of the population in the profiled households is slightly older when compared to the base.
- Households containing couples with children occur more in this profile than in the base.
- 6.7% of the profile live in households with an income of over £100k.
- The dominant Social Grade is AB.
- There is a higher proportion of people in this profile who are self employed than in the base.

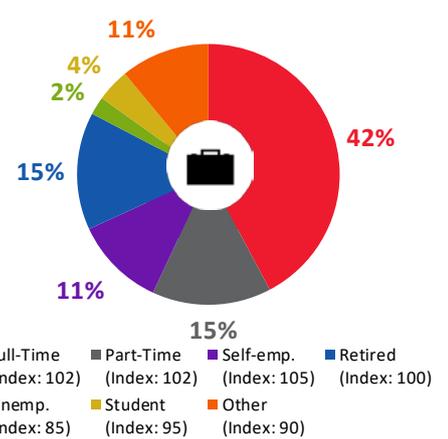
INCOME



SOCIAL GRADE

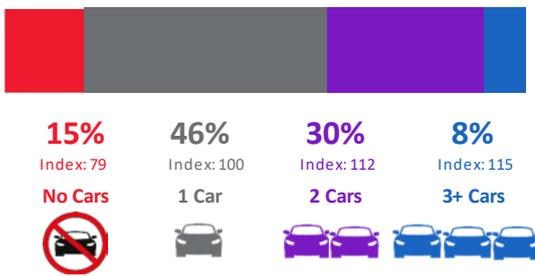


EMPLOYMENT



MOTOR & HOME

CARS



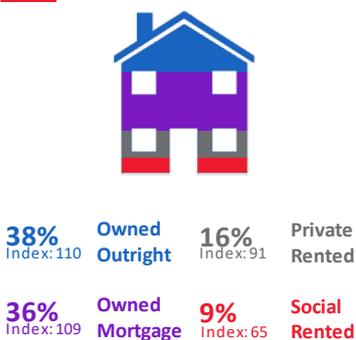
CAR TYPE



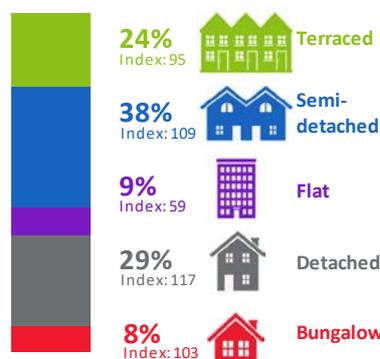
KEY INSIGHTS

- Most households will have access to a small family car.
- A higher proportion, in comparison to the base, are likely to have a large family car.
- Detached houses are 16.5% more likely than in the base.
- 37.8% of the households in the profile are likely to be owned outright.
- About 21% of households will have 4 bedrooms.
- The prevailing size is 2 people but households with 3-4 people appear more than in the base.

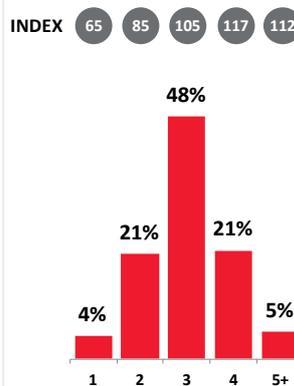
TENURE



TYPE



BEDROOMS



SIZE

