Residents' Survey – Coronavirus (COVID-19)

Results Summary
July 2020

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Contents

1. Survey background
2. Who responded
3. Responses
4. Analysis
5. Contact information

Survey background

- **Survey ran online from 15th – 31st May 2020**

- **Objectives:**
    - capture resident sentiment and impact of pandemic
    - understand how residents feel West Sussex County Council (WSCC) has responded
    - understand how our communications are landing and areas for improvement
    - highlight services viewed as most important for recovery
    - help identify any gaps in self-reported need for community hub action
    - uncover areas where further insight may be needed

- Survey promoted via eNewsletters, social media, news releases, district and boroughs councils, parish councils and county councillors

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Who responded?

- **Final number of respondents aged 16+:** 17455   (expressed as n=17455)
- **Respondents represents 3.3% of the total West Sussex population aged 16+ years**

- **Socio-demographics:**
  – 73% female
  – Aged under 35 (7%);   35-54 (36%); 55+ (56%)
  – 95% White British
  – 22% indicated a health problem or disability

- **Location of respondents:**
  – Horsham (19%)
  – Arun and Mid Sussex (18% each)
  – Chichester (15%)
  – Worthing (13%)
  – Crawley (9%)
  – Adur (7%)

Impact on residents

west
sussex
county
council

Impact on residents - summary

When asked how worried residents were at the time, using a scale from 0-10 (where 0 is 'not at all worried' and 10 is 'the most worried they have ever been') **the mode* score was 7 (21%)**.

Top concerns (themed) commented on by number of respondents:

- Self or family catching the virus (6551)
- Concerns about physical health of self, family or friends (5291) or of death and dying (3288)
- Fear related to lockdown rule breakers and failure of others to social distance (2651)
- Concern about impact of lockdown on family/children (2549)

* The score which has been chosen most often by respondents is called the mode

Top concern 'word clouds'
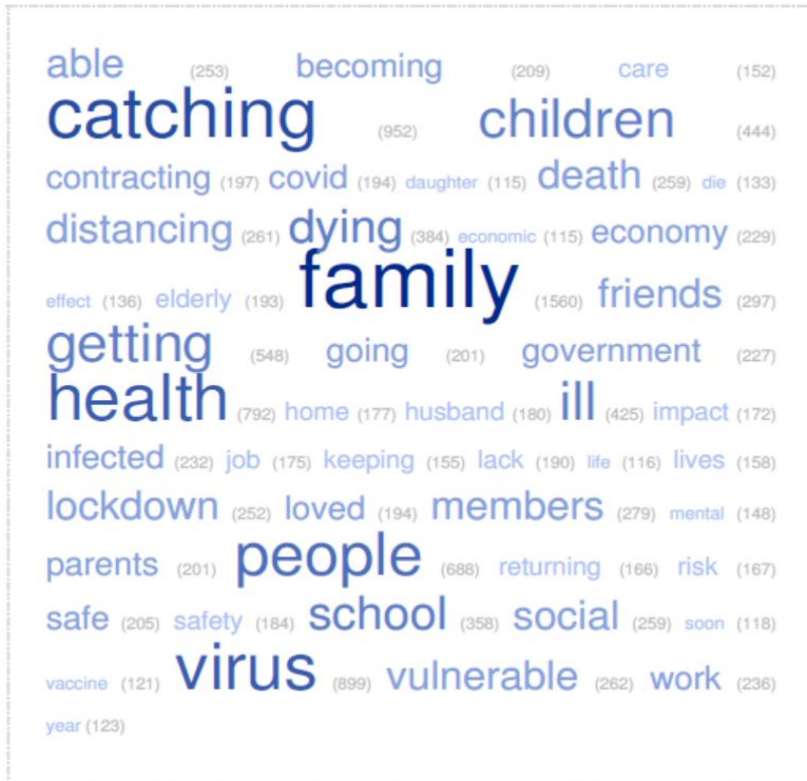
Responses 1-8727

Responses 8728 - 17455

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk
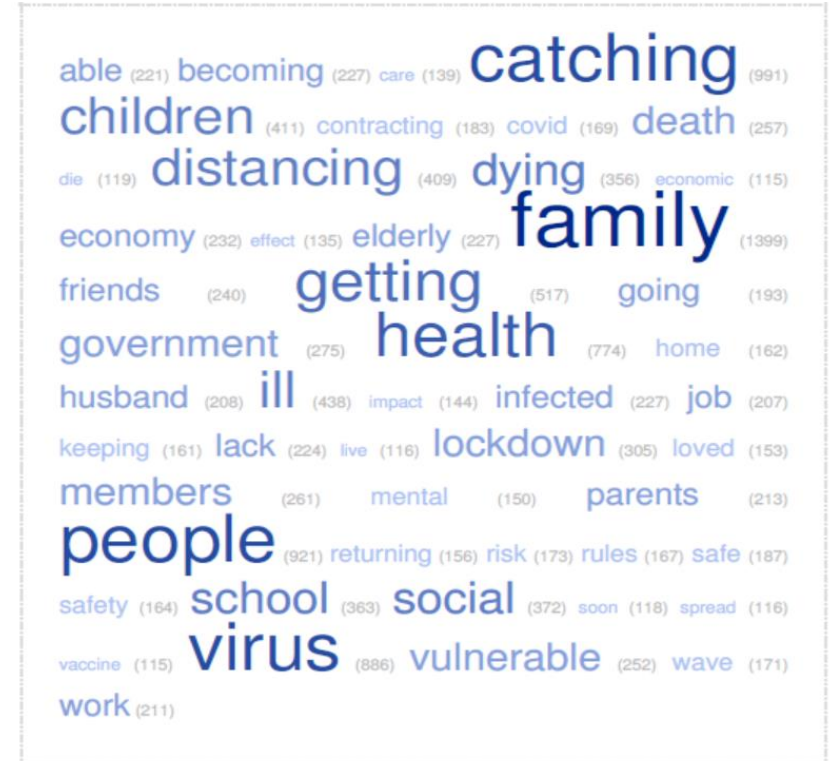
What were the top two positives to come out of the situation?
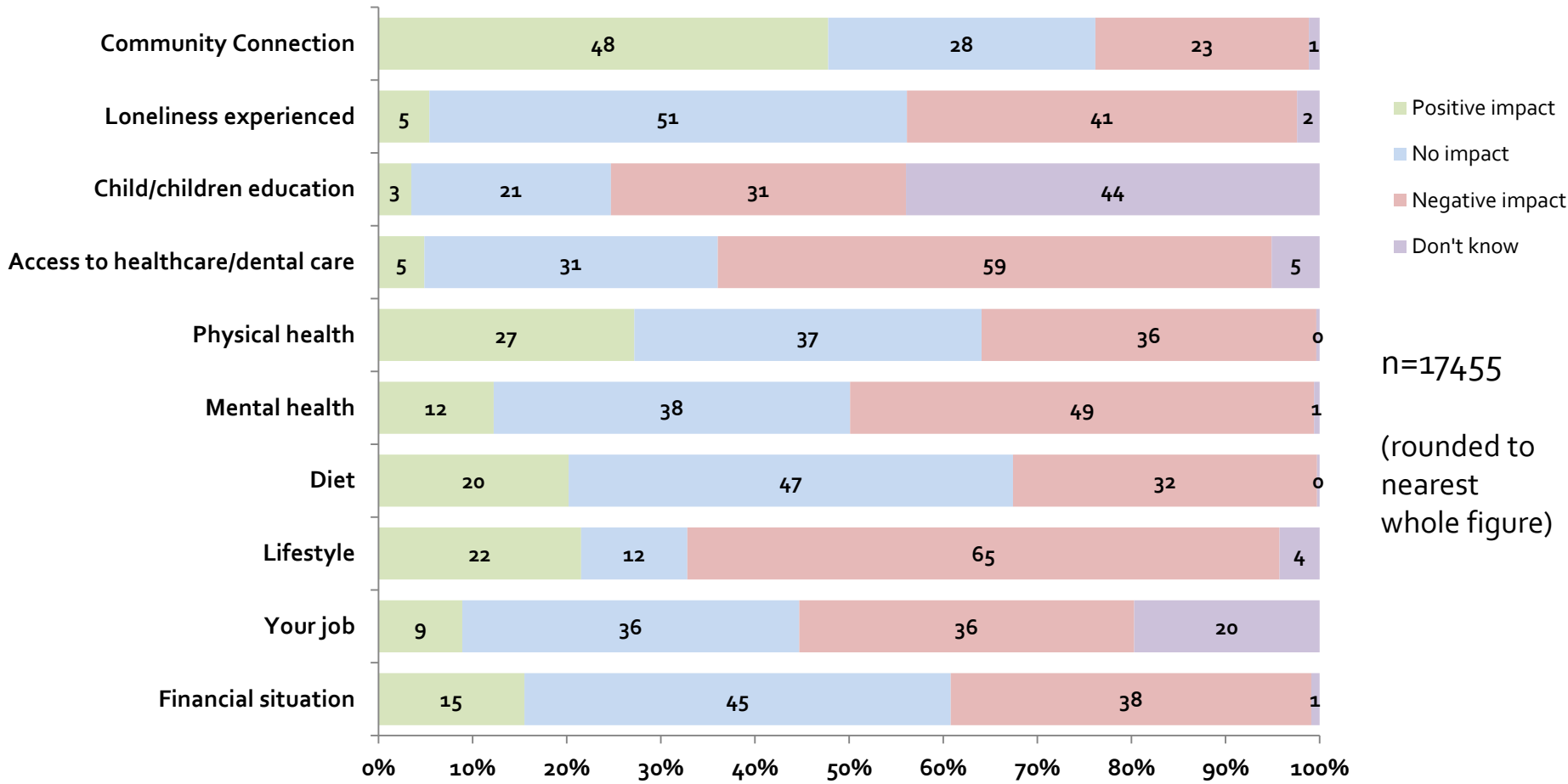
Top positives:

1. Family togetherness/time with family (3275)
2. Community bonding/neighbourliness (2371)
3. Better environment/positive environmental impact (3077)

Second top positives:

1. Community bonding (1516)
2. Better environment/positive environmental impact (1815)
3. Family togetherness (789)

west
sussex
county
council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

% respondent self-reported pandemic impact

Category	Positive impact	No impact	Negative impact	Don't know
Community Connection	48	28	23	1
Loneliness experienced	5	51	41	2
Child/children education	3	21	31	44
Access to healthcare/dental care	5	31	59	5
Physical health	27	37	36	0
Mental health	12	38	49	1
Diet	20	47	32	0
Lifestyle	22	12	65	4
Your job	9	36	36	20
Financial situation	15	45	38	1

n=17455

(rounded to nearest whole figure)

Areas of positive impact to note

Positive (fairly or extremely) impact areas	% respondents
Feeling connected to your local community	48
Your physical health	27
Your lifestyle	22
Your diet	20
Your financial situation	15

Negative impact areas to note

Theme	% respondents
Your lifestyle	65
Access to healthcare/medicine/dental services	59
Your mental health	49
Level of loneliness you experience	42
Your financial situation	38
Your job	36
Your physical health	35
Your diet	32
Your child/children's education/schooling	31

Getting help and support

- The vast majority of residents (**80-94%**) said they didn't need help or support in each of the different categories

- In total , **2909** residents in this survey indicated 'I need help/support with this and **I AM NOT** getting it.' *Details of these respondents were passed onto the Community Hub team for follow-up.*

west
sussex
county
council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Are you getting the help & support you need?

Category	Need support but NOT getting it (% respondents)	Need support and getting help (% respondents)	Total (%)
Community information	6.6	9.4	16
Getting medicine	1.3	12.9	14.2
Getting enough food	1.4	12.3	13.7
Mental health/counselling	6	6.8	12.8
Personal health/social care	4.1	5	9.1
Rights/benefit advice	4.2	4.6	8.6
Staying active & healthy advice	3.4	4.9	8.3
Social support/befriending	1.9	3.4	6.3
Childcare	3.8	1.9	5.7

Number of respondents reporting a need which is not being met by category

Category	Number of respondent s (count)
Community information	1154
Mental health/counselling	1043
Personal health/social care	718
Childcare	663
Rights/benefit advice	638
Staying active & healthy advice	596
Social support/befriending	327
Getting enough food	245
Getting medicine	220

Top 10 'lockdown activities'

Place	Top 10 lockdown activities	% respondents
1	Gardening	65
2	Spending time on social media	52
2	Cooking and baking	52
2	Reading books	52
5	Watching more TV/streaming services	45
6	Tried a new form of exercise	39
7	DIY	37
8	Played board games/completed puzzles	34
9	Arts and crafts	28
10	Having fun with my children	24

Top 3 'lockdown activities' by age groups

Age group	Top activity	%	2nd top activity	%	3rd top activity	%
16-24	Watching TV/Streaming	70	Time on social media	68	Baking/cooking	64
25-34	Baking/cooking	69	Time on social media	64	Watch TV/Streaming	63
35-44	Helping my children learn at home	69	Having fun with my children	65	Baking/cooking	65
45-54	Gardening	64	Baking/cooking	59	Time on social media	53
55-70	Gardening	71	Reading a book	57	Time on social media	51
70+	Gardening	73	Reading a book	65	Time on social media	44
Prefer not to say	Gardening	56	Reading a book	49	Baking/cooking	41

Lockdown behaviours started or increased

Activity/behaviour	Started doing (% respondents)	Increased behaviour (% respondents)
Grocery shopping online	15	17
General online shopping	4	39
Online banking	2	7
Using online video meeting software	34	38
Using local grocery shops	7	35
Using other local shops	6	23
Using local farm/nursery delivery services	10	13
Ordering from local food shops/takeaways	7	17
Shopping for your neighbour	16	20
Volunteer work	4	6

Example sentiment...

- *Have helped my godchildren and friend's children with their school work online/facetime, reading bedtime stories to them and playing games with them.*

- *This time has been amazing and precious.*

- *There's been so much said about people embracing the time to engage in positive "new" things, whereas we are all actually trying to survive in a crisis.*

- *I've been working from home, plus trying to manage home schooling and resent the constant presence of "work" in my home. The implication that I could/should have also been striving for self-enrichment just makes me want to eat more cake.*

- *I think the council are doing their best in tough times. I feel let down when I requested the food boxes (I'm classed as clinically extremely vulnerable) and didn't receive any. I had a tough couple of weeks trying to get food for myself and my 4 year old. Now I have weekly reoccurring slot with Asda thankfully. I don't even know if it was down to the council to provide the food but it caused me a lot of stress and anxiety.*

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

WSCC's response to the pandemic

west
sussex
county
council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

How well are organisations responding?

When asked how well they thought different organisations were responding on a scale of 0-10 (where 0= very badly and 10 = very well), the feedback for the top ranking of '10 very well' was:

1. **NHS care workers:** 48%
2. **Local businesses that were open:** 27%
3. **Supermarkets:** 26%
4. **Charities/local support groups:** 20%
5. **District/Borough Councils:** 11%
6. **WSCC:** 10%

Overall satisfaction with WSCC's response to the coronavirus pandemic?

- When asked how well they thought WSCC was responding on a scale of 0-10 (where 0= very badly and 10 = very well) **the mode* score was 5 (28%)**

- Almost 60% gave a score of 6-10; 80% gave a score of 5 or more

  Overall satisfaction:

  – **48% were either very or fairly satisfied with our response**

  – **35% were neither satisfied or dissatisfied**

  – **8% were fairly or very dissatisfied; 10% didn't know.**

* The score which has been chosen most often by respondents is called the mode
** Figures are rounded to the nearest whole number so may not total 100

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

% respondents indicating how well they feel organisations have responded to the Coronavirus pandemic using a scale of 0-10 (where 0=very badly and 10=very well)

Communications

THE WEST SUSSEX WAY

west sussex county council
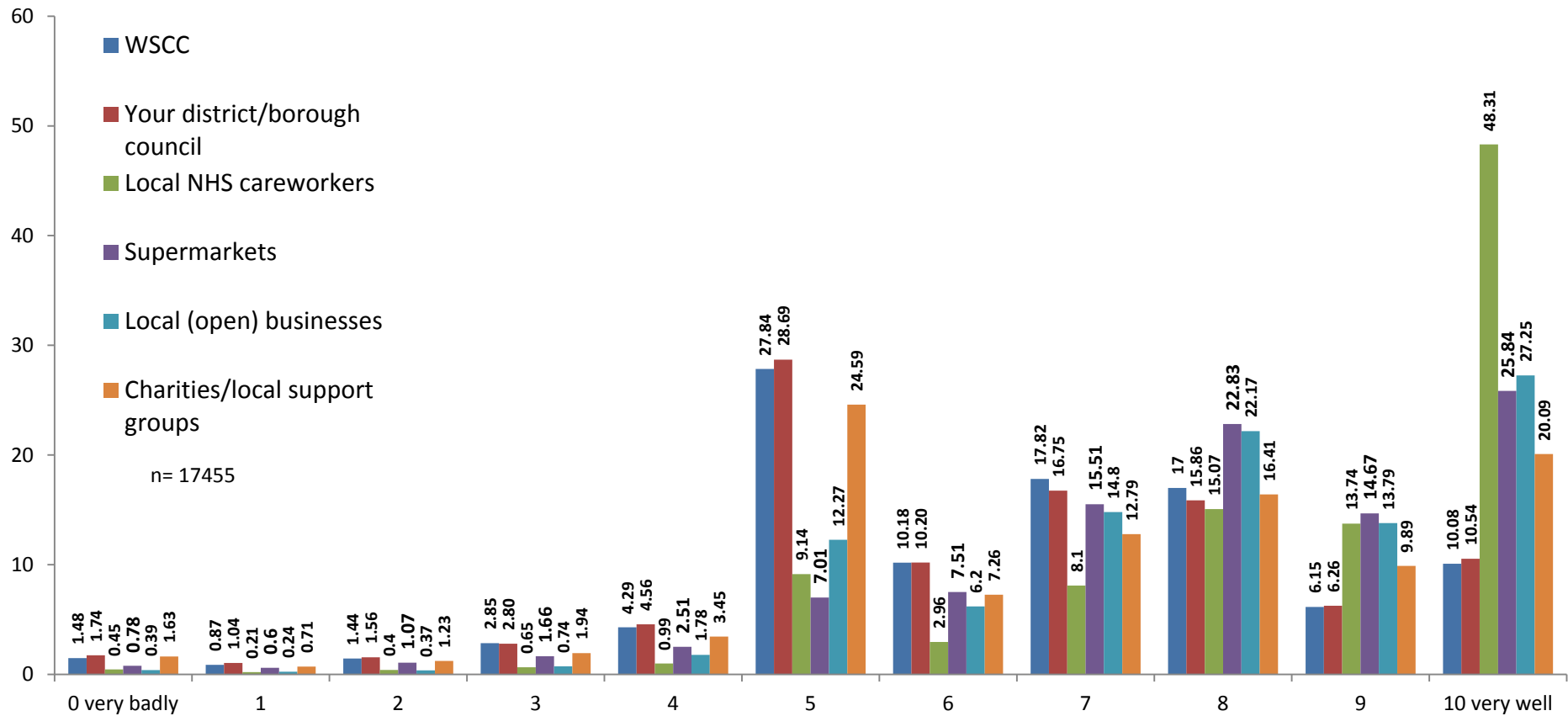
Finding out about the coronavirus and government guidance

Main information channels selected:

1. The government's daily TV update
2. TV news stations
3. Social media
4. National newspapers

Note: most popular responses captured under 'other channels' were radio and online news channels/websites

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

West Sussex County Council's information services & other channels

The top four ways residents used to gain information about coronavirus and/or changes to local services were:

1. **WSCC eNewsletters**
2. **Family, friends and neighbours**
3. **WSCC website**
4. **Local Facebook groups**

Note: Over **1,100** residents (more than 1 in 20) said they were either unaware of any WSCC information, or had not received anything from WSCC (apart from the survey), or stated they didn't know WSCC provided information on coronavirus.

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

How well residents felt they were being kept informed about particular subjects by WSCC

Covid-19:
- 61% indicated very or fairly well
- 19% indicated not very or not at all well

Changes to services during pandemic:
- 65% indicated very or fairly well
- 18% indicated not very or not at all well

West Sussex local issues:
- 61% indicated very or fairly well
- 18% indicated not very or not at all well.

How can we improve the way we provide information to you?

Top themes according to number of respondents:

1. Information provided is good/ok/no issues (569)
2. Requests for email or eNewsletters - noting not everyone has email access (542)
3. Need hard copy (leaflets/letter/pamphlets) and/or posters in public spaces (530)
4. Not seen or heard anything/no contact from WSCC (496)
5. Need more/better and targeted communication containing more detail at the local level (282)

Respondent view of the level of coronavirus information provided by WSCC
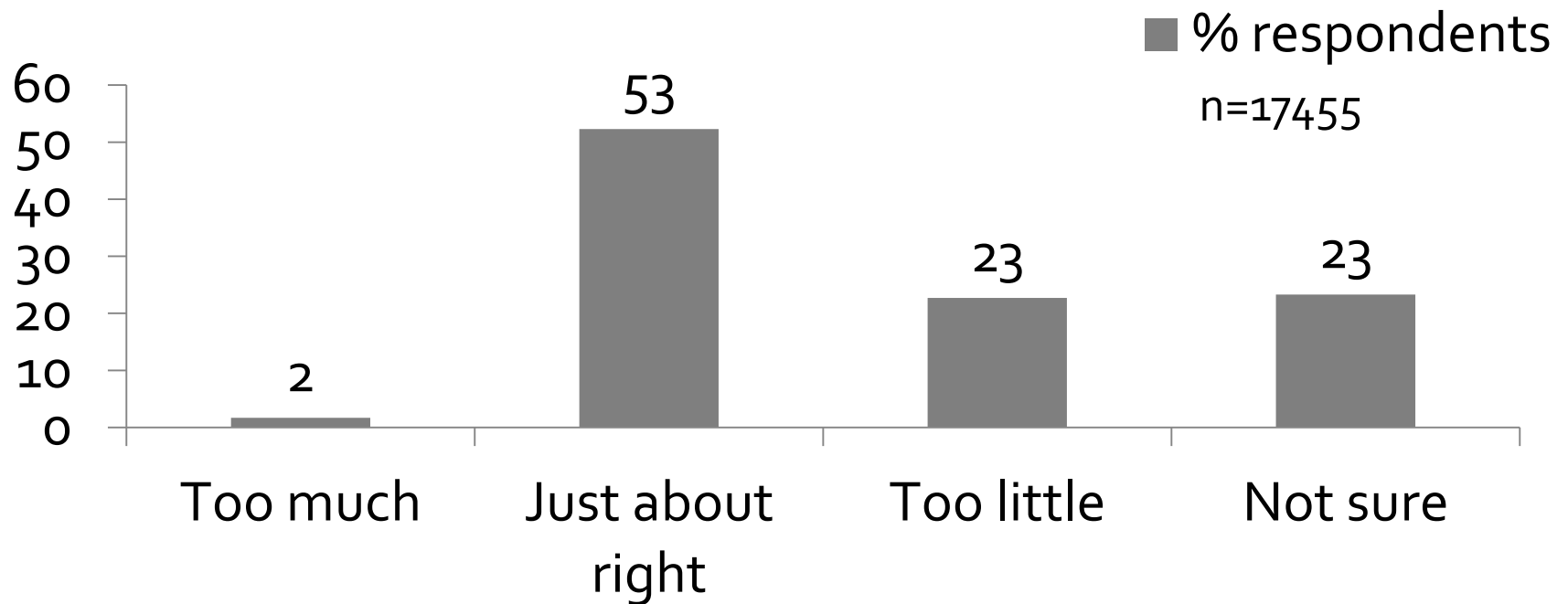
Top 10 services residents are most interested in hearing about as we recover

1. **Highways, parking & road safety** (59%)
2. **Waste & recycling** (57%)
3. **Leisure & recreation** (37%)
4. **Schools & education** (32%)
5. **Libraries & registration services; health advice** (30% each)
6. **Sustainability & environment** (27%)
7. **Our finances** (17%)
8. **Planning & economic growth** (16%)
9. **Community support** (16%)
10. **Children & family services; social care** (13%)

Note: Interest in the Fire & Rescue service, housing support and 'other issues' was 5% or less

Returning to normal

west
sussex
county
council

What is the single most important thing WSCC could do to help life in our county get back to normal?

	Top 12 'single most important thing' themes...	Number of respondents
1	WSCC role is to help educate, regulate and enforce social distancing; keeping us safe; provide PPE/sanitizers	1720
2	School/nursery related issues (safe opening/keeping closed)	1436
3	Supporting/advising, funding local economy (business, farms & shops); creating jobs	1365
4	Don't rush back to normal, use the opportunity to create a new and better normal	873
5	Listen to us/keep an open dialogue with us, and keep us informed	667
6	Highways issues – repair potholes; cut verges; road safety	665
7	Open household waste recycling sites; combat fly tipping and ensure recycling opportunities	590
8	Provide clear communication and updates about public service and amenities opening/changing	573
9	Open/support/regulate local amenities, public toilets, playgrounds, leisure facilities, parks and beaches	569
10	Create a vaccine and deploy test and trace	530
11	Provide/adapt more cycling paths and pavements to encourage safe exercise	523
12	Help/ support vulnerable groups (food parcels, social care etc.)	472

Single most important thing 'word clouds'

Responses: 1-5818

5818 - 11636

11637 - 17455

THE WEST SUSSEX WAY

west sussex county council

www.westsussex.gov.uk

Residents' concerns around aspects of their lives

Greatest levels of concern (very or fairly concerned) was identified in along the following themes:

1. Access to health care services (53%)
2. Lifestyle (51%)
3. Physical health (35%)
4. Education/schooling (32%)
5. Mental health (30%)
6. Diet (18%)

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Analysis

THE WEST SUSSEX WAY

west
sussex
county
council

Initial analysis

Full analysis has yet to be completed. Key findings emerging so far:

- Nearly **50%** of respondents said their mental health was negatively impacted
- The biggest coronavirus impact has been on lifestyle (**65%**)
- There is a high level of interest shown in relation to 'leisure and recreation' (**37%**)
- **47%** feel more connected to their community, but they want to know more about what's on offer – especially at the local level
- **60%** were satisfied with WSCC's overall response; **65%** felt that they were being kept informed

Analysis cont'd...

- Residents started using local shops
- Some focus is needed on building our eNewsletter subscribers, as they were the popular choice, although some residents still prefer website and print
- Awareness and interest in our social media was low
- Partnership working needed with NHS to reassure residents around accessing health services as lockdown eases
- **39%** exercised more – something to promote going forward, due to the health benefits

west
sussex
county
council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Analysis, cont'd...

- Gardening was the most popular pandemic pastime
- Nearly **30%** are interested in the environment
- The survey was online and the demographics of participants were unrepresentative of our county's population. Follow-up surveys to be considered
- We are also seeing relatively high levels of respondent reported need in this survey, where a need for information, medicine, food etc. is not being met (slides 11-13). For example, more than 1 in 20 report a need for support with mental health or counselling.

west sussex county council

THE WEST SUSSEX WAY

www.westsussex.gov.uk

Contact details

For more information please contact:

Helen Butcher
Senior Communications and Engagement Officer
(Consultations and Engagement)

Email: **haveyoursay@westsussex.gov.uk**

Telephone: **0330 2222 146**

west
sussex
county
council

THE WEST SUSSEX WAY

www.westsussex.gov.uk