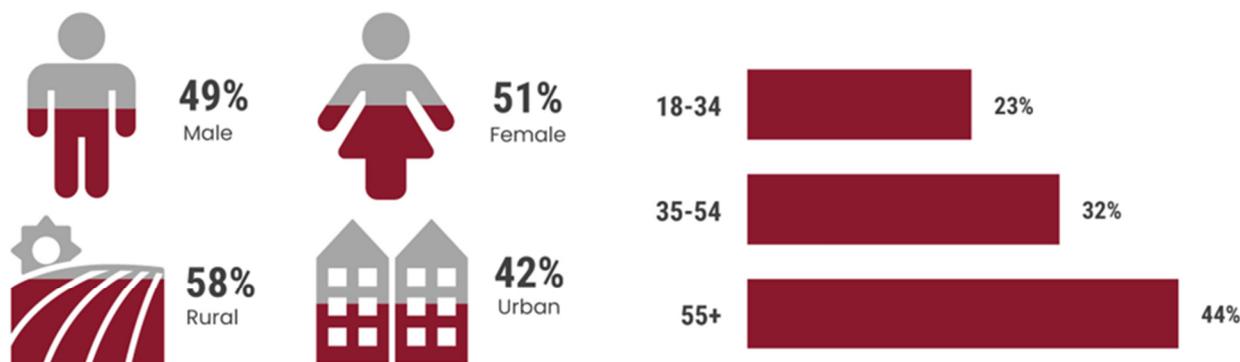


RESIDENTS' SURVEY 2022

As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M·E·L Research to undertake a residents' survey on their behalf. The overall objective of this research was to capture resident perceptions to inform service prioritisation and improvement.

A doorstep survey was carried out which was representative by age, gender and rural/urban classification. Interviews were spread across the 16 wards in the district. The fieldwork took place between 2nd February and 30th May 2022 and 1,607 residents took part.

WHO WE SPOKE TO



LIVING IN WINCHESTER DISTRICT

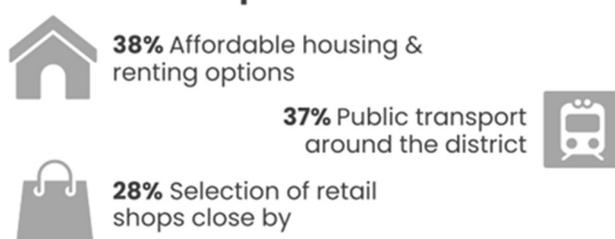
96% satisfied with their local area as a place to live

South East score
74%

Top 3 things that make the local area a great place to live:



Top 3 things that are most in need of improvement:



WINCHESTER CITY COUNCIL

75% satisfied with the way WCC runs things

South East score
62%

57% agreed that WCC provides value for money

South East score
43%

Most important services to residents...



65% bin collections, recycling & street cleaning services

43% community safety e.g. dealing with ASB, reducing crimes

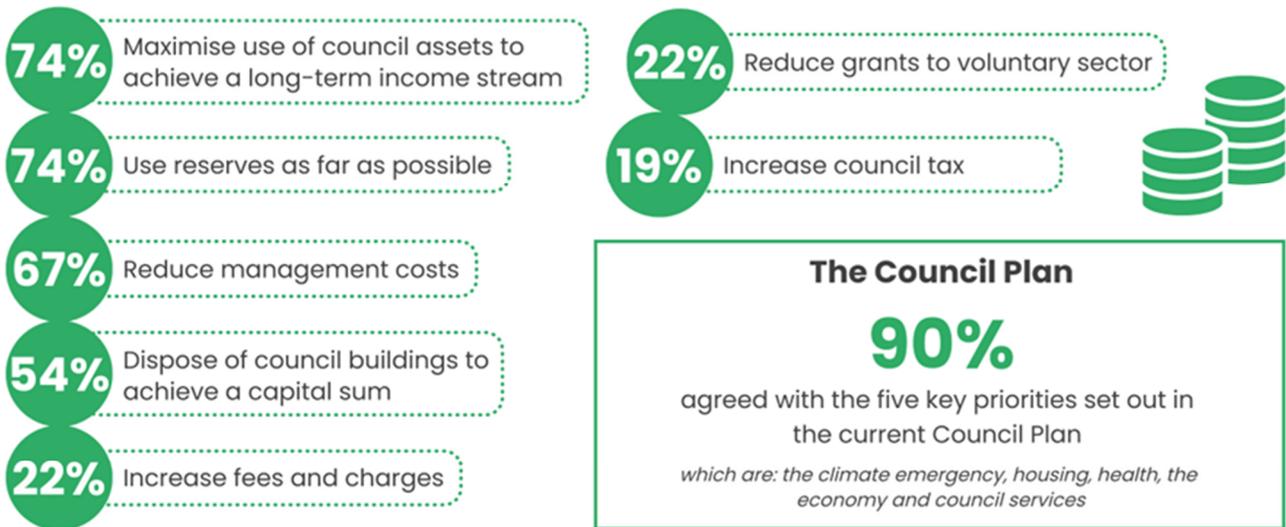


35% environmental & health services e.g. fly tipping, pest control

Residents agreed that the Council...

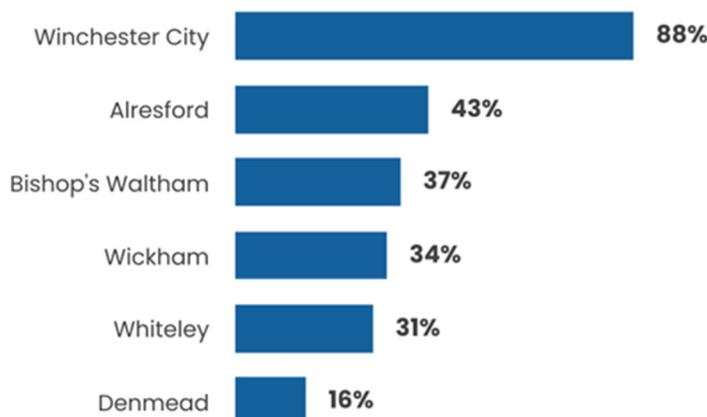


In order to deliver a balanced budget, residents agreed with proposals to...



MOVING AROUND THE DISTRICT

Proportion of residents who visit these destinations at least a few times a year...

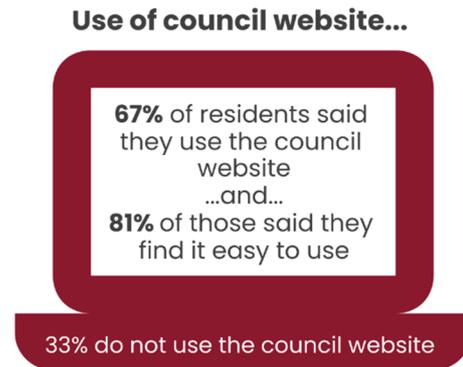
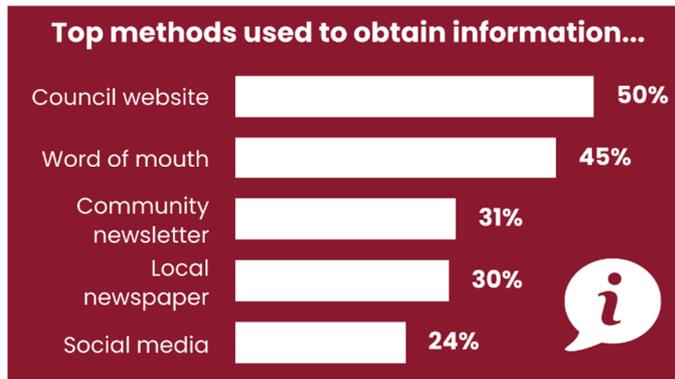


Main reasons for visiting...



Most travel to these destinations by **car**, however some travel to Winchester city centre by **bus** or by **walking**

COMMUNICATION



CLIMATE CHANGE

85% said that climate change is important to them



and **50%** said they are more concerned about the impact of climate change now than 12 months ago



30%

of residents were aware of the council's target to reach carbon neutrality by 2024 and for the wider district by 2030

The most supported initiatives residents felt the council could take included...

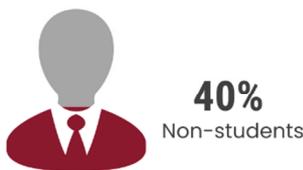
- 59%** Provide more facilities for recycling (e.g. food waste, textile collections)
- 59%** Initiatives to insulate and keep homes warm
- 58%** Increase the use of renewable energy (e.g. solar farms)

YOUNG PERSONS' 'CHATTERBOX' SURVEY 2022

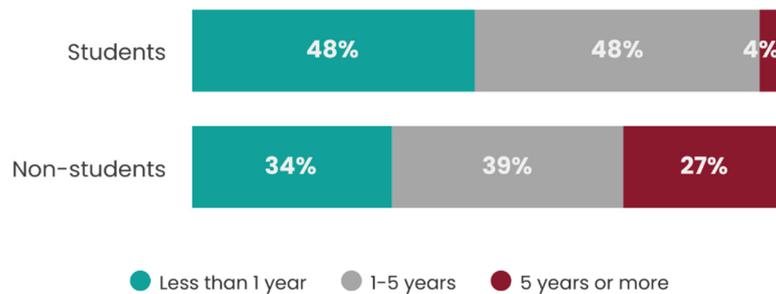
As part of their commitment to provide the most relevant and highest quality public services to residents, Winchester City Council commissioned M-E-L Research to undertake a Young Persons' 'Chatterbox' survey on their behalf. The survey was designed to allow the Council to open a dialogue with 18-24 year olds who live, work and study in the District. The survey aimed to gather views on how young people feel about living in the District; including how they spend their time in Winchester and their views on their local area.

An on-street survey was carried out which was representative by working/student status. The fieldwork took place between 4th February and 10th March 2022 and 500 residents took part.

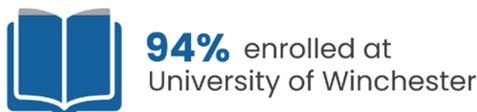
WHO WE SPOKE TO



Length of time living in Winchester District:



STUDENTS



Intend to start a career or pursue further study in the District:

26%
Yes

40%
No

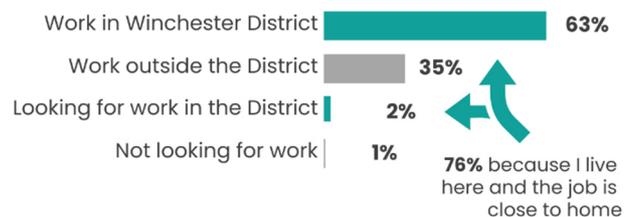
60% Enjoy living in the District

17% There are good opportunities here

28% Lack of opportunities here

23% Personal reasons e.g. family elsewhere

NON-STUDENTS



46% intend to stay in the District

Reasons for not staying:

41% Wanting to expand their career elsewhere

20% Personal reasons e.g. family elsewhere

13% Cost of renting/buying a home is too high

LIVING IN WINCHESTER

88% rate living in Winchester as 'very good' or 'good'

Top 3 things that make the local area a great place to live:

37% Convenient location for University/College/Work

34% Good open spaces and parks

31% Feeling safe walking home at night

For evening entertainment **55%** visit Winchester, **31%** visit Southampton and **20%** of students stay on campus.

For retail and shopping **54%** visit Winchester, **46%** visit Southampton and **7%** visit London.

Top 3 things that are most in need of improvement:



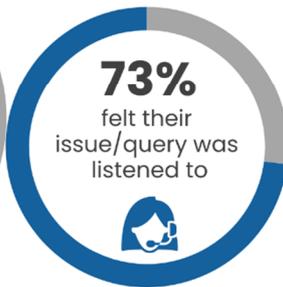
51% Affordable housing & renting options

38% Good selection of retail shops nearby



27% Venues for concerts, gigs & festivals

COMMUNICATION



CLIMATE CHANGE

92% said that climate change is important to them



and **57%** said they are more concerned about the impact of climate change now than 12 months ago



19%

of residents were aware of the council's target to reach carbon neutrality by 2024 and for the wider district by 2030

The most supported initiatives residents felt the council could take included...

43% Initiatives to insulate and keep homes warm

39% Plant more trees / increase biodiversity

38% Provide more facilities for recycling (e.g. food waste, textile collections)