



# Residents' Survey 2023



# Background

Fieldwork took place March and April 2023 (12 months since the last survey). This is the first survey since the cost of living crisis has really taken hold.

Survey was prior to the Local elections and Luton Town's promotion to the Premier League.


Context: LGA have said satisfaction as it an all time low across the country

Methodology: Telephone interviews

Sample: 1,000 Luton residents from across all 20 wards. Data is weighted.

Findings: overall are robust/trustworthy. However breakdown by ward or demographics should be treated with caution as they are only a small sample size and will take a number of surveys before building an accurate picture.

Many of the questions are repeated from previous surveys and comparisons are provided



## Summary – positive

- The vast majority of respondents (84%) do more than 30 minutes of physical activity per day; compared to 73% last year
- Around 34% feel they are managing well financially compared to 20% last year.



## Summary – neutral

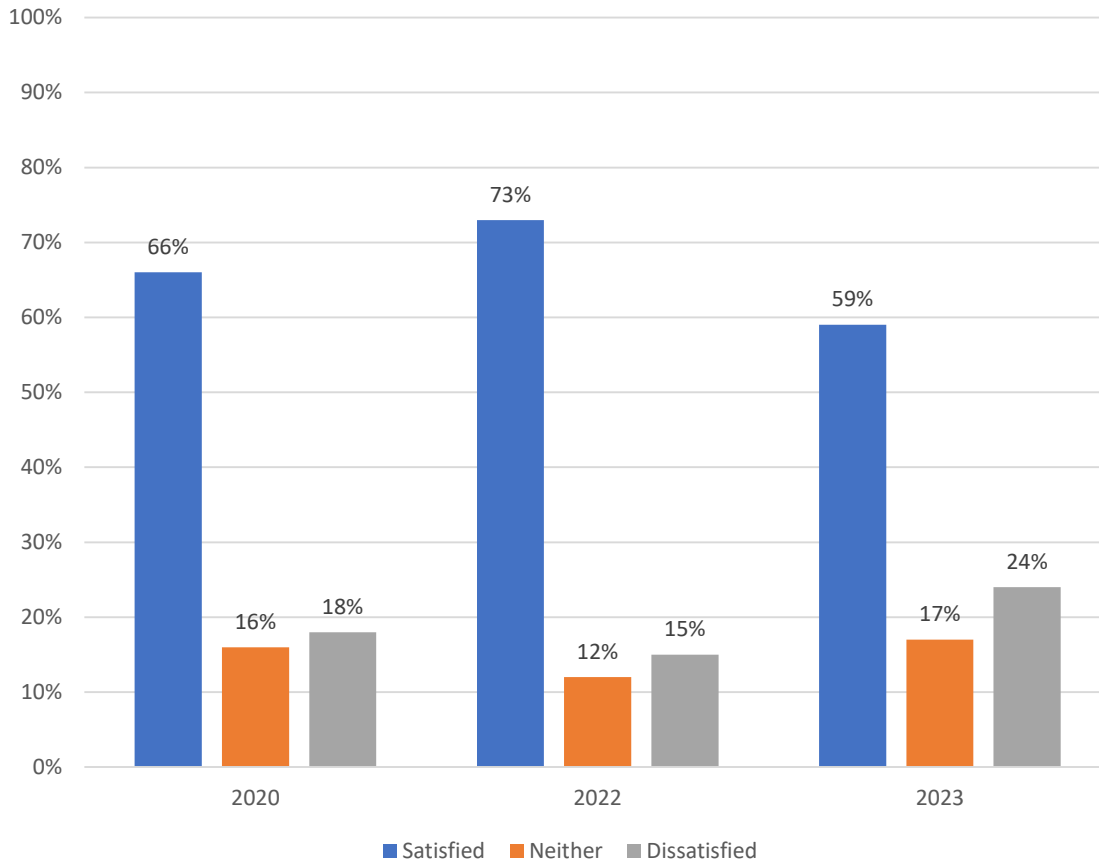
- 79% agree that people from different backgrounds get on well together (similar to last year)
- Majority of respondents (64%) consider themselves happy, compared to 53% last year. However unhappiness is also higher than last year with 9% compared to only 1% last year. Approximately the same amount of people were ‘neutral’
- 78% think their neighbourhood is a good place to live which remains high, but it has decreased from last year (84%)
- 80% of respondents believe that the people in their neighbourhood are helpful. This view is similar to last year when it was 82%

# Summary – negative

- Satisfaction with the town as a place to live has gone down to 59% compared to 73% last year. The reason most frequently cited for dissatisfaction is “Luton is dirty”
- 36% think that the image of Luton has got worse over the past year; this compares to only 19% last year
- There has been a drastic decline in the percentage of residents who feel positive about the future of the town compared to last year (40% down from 75%). The biggest reason for lack of positivity is respondents feel there are too many people hanging around / drinking / taking drugs and the levels of begging and homelessness.
- 48% consider Luton a place where people can fulfil their potential; compared to 60% last year
- Only 38% believe they have the opportunity to influence decisions in their neighbourhood; compared to 46% last year
- Only 14% have been involved in at least one local voluntary activity in the last 12 month. This is significantly lower than last year when 34% had answered yes to this question

# Satisfaction

How satisfied are you with Luton as a place to live



Only 59% of the respondents are satisfied with Luton as a place to live compared to 73% in the last wave.

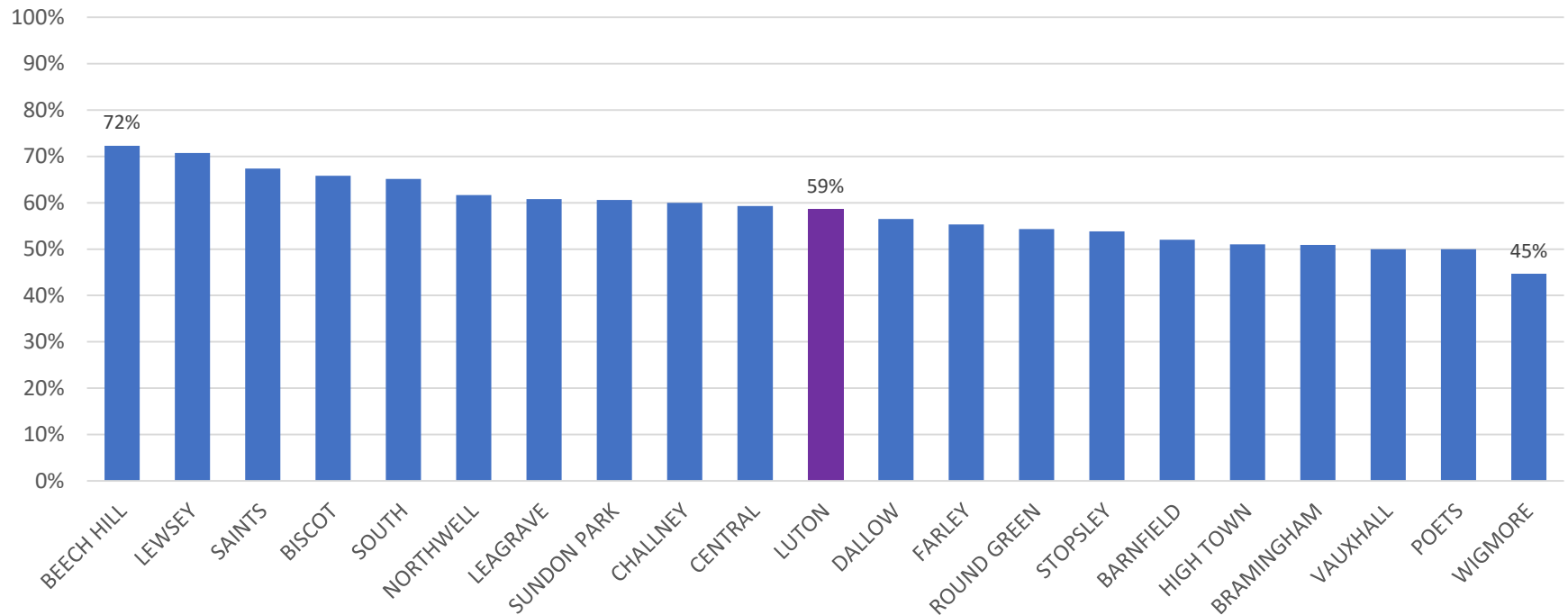
Asian (73%) and Black (72%) residents are more satisfied with Luton compared to White British residents (46% gone down from 68% last year).

Women (56%) are less satisfied with Luton than men (62%). Also, the older the respondent, the more dissatisfied they are with Luton as a place to live e.g. 67% of 18-30 year-olds are satisfied with Luton compared to only 44% of over 60 year-olds.

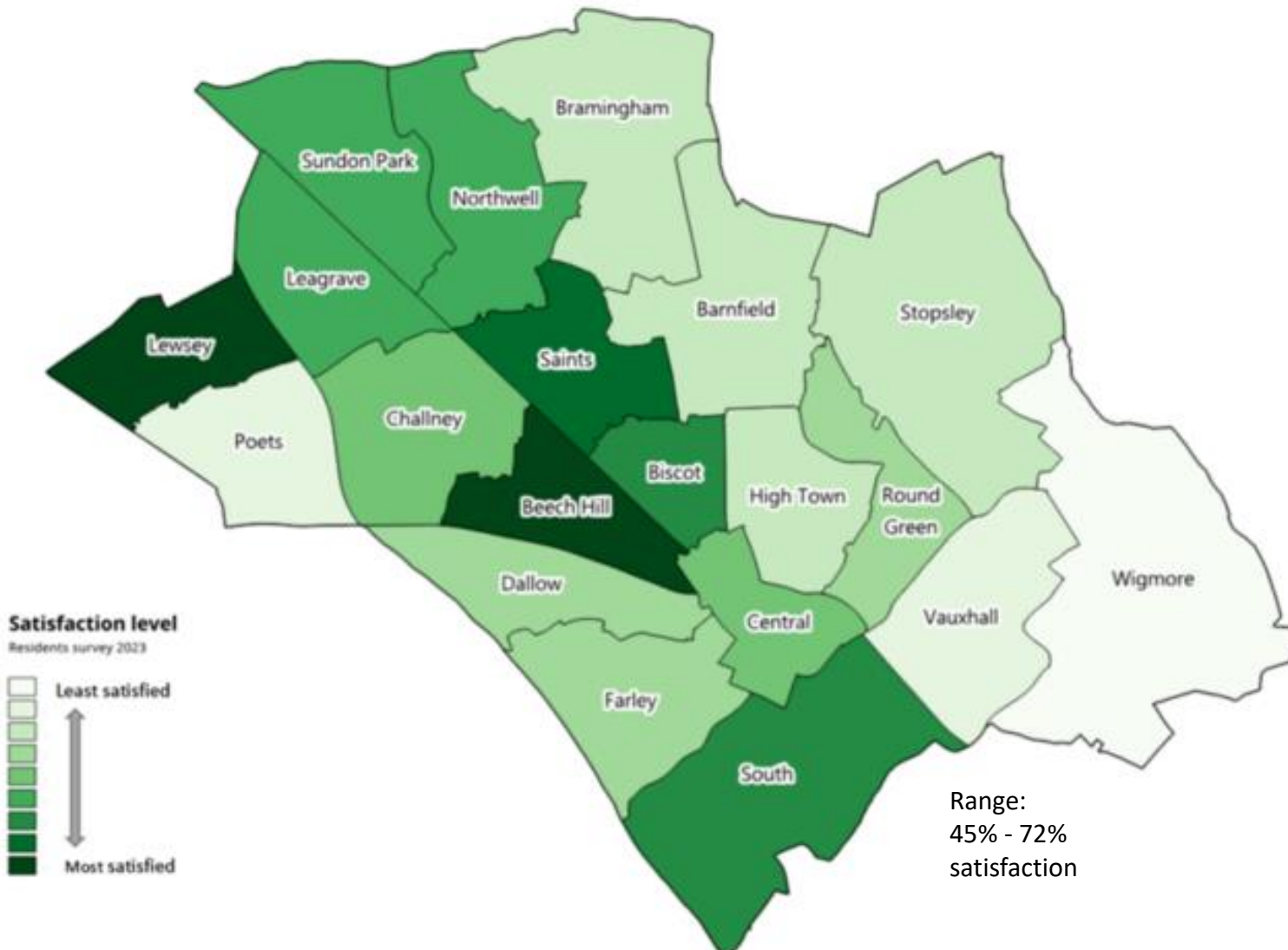
# Satisfaction by ward

The ward with the most satisfied residents is Beech Hill with 72% followed closely by Lewsey and Saints. In contrast, only 45% of respondents from Wigmore are happy with Luton as a place to live, followed by Poets and Vauxhall (both 50%).

Thinking of Luton as a town, how satisfied are you with Luton as a place to live



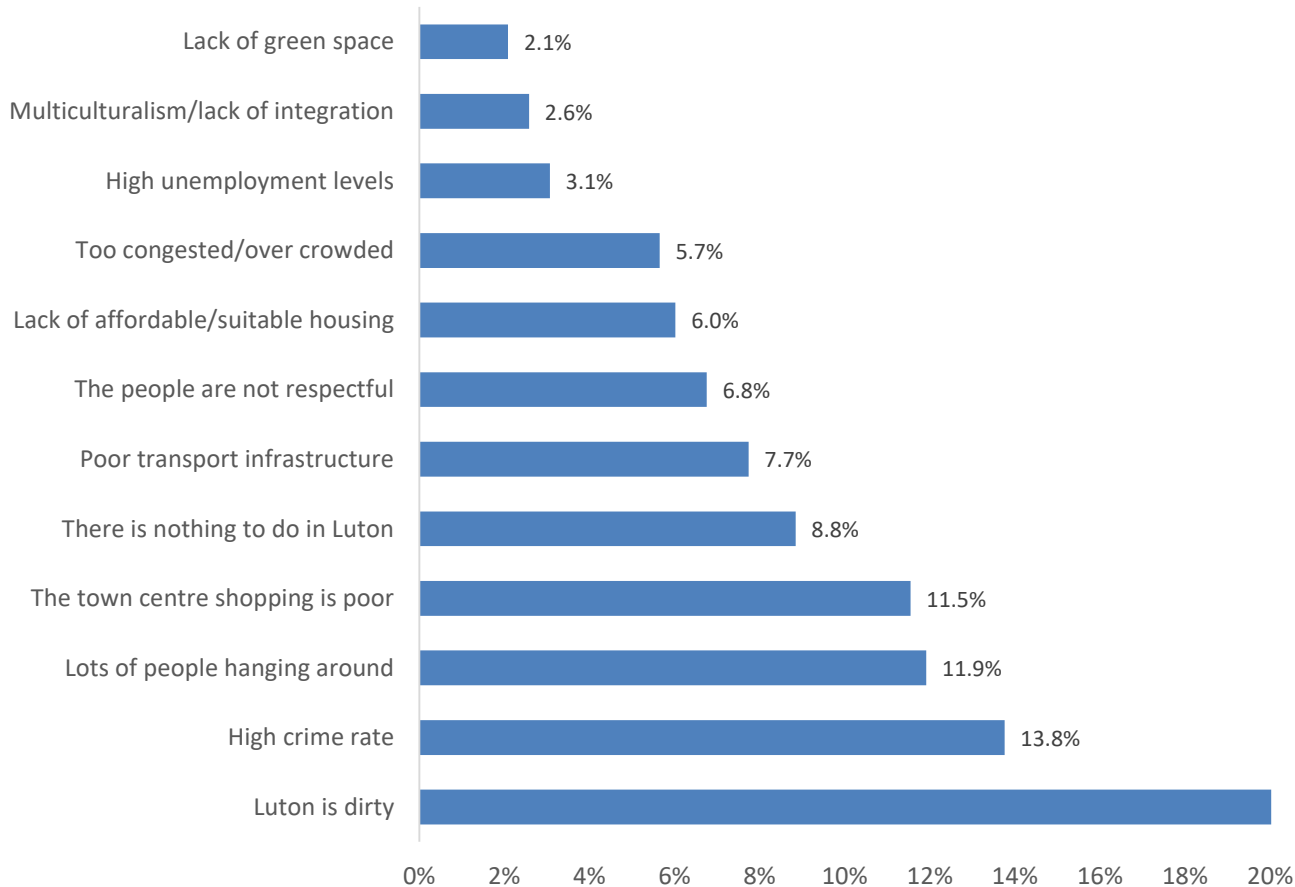
# Satisfaction by ward map





# Dissatisfaction reasons

Why are you dissatisfied with Luton as a place to live



The reasons most frequently cited for dissatisfaction are:

- Luton is dirty... (20%),
- High crime rate (14%)
- People hanging around (12%)

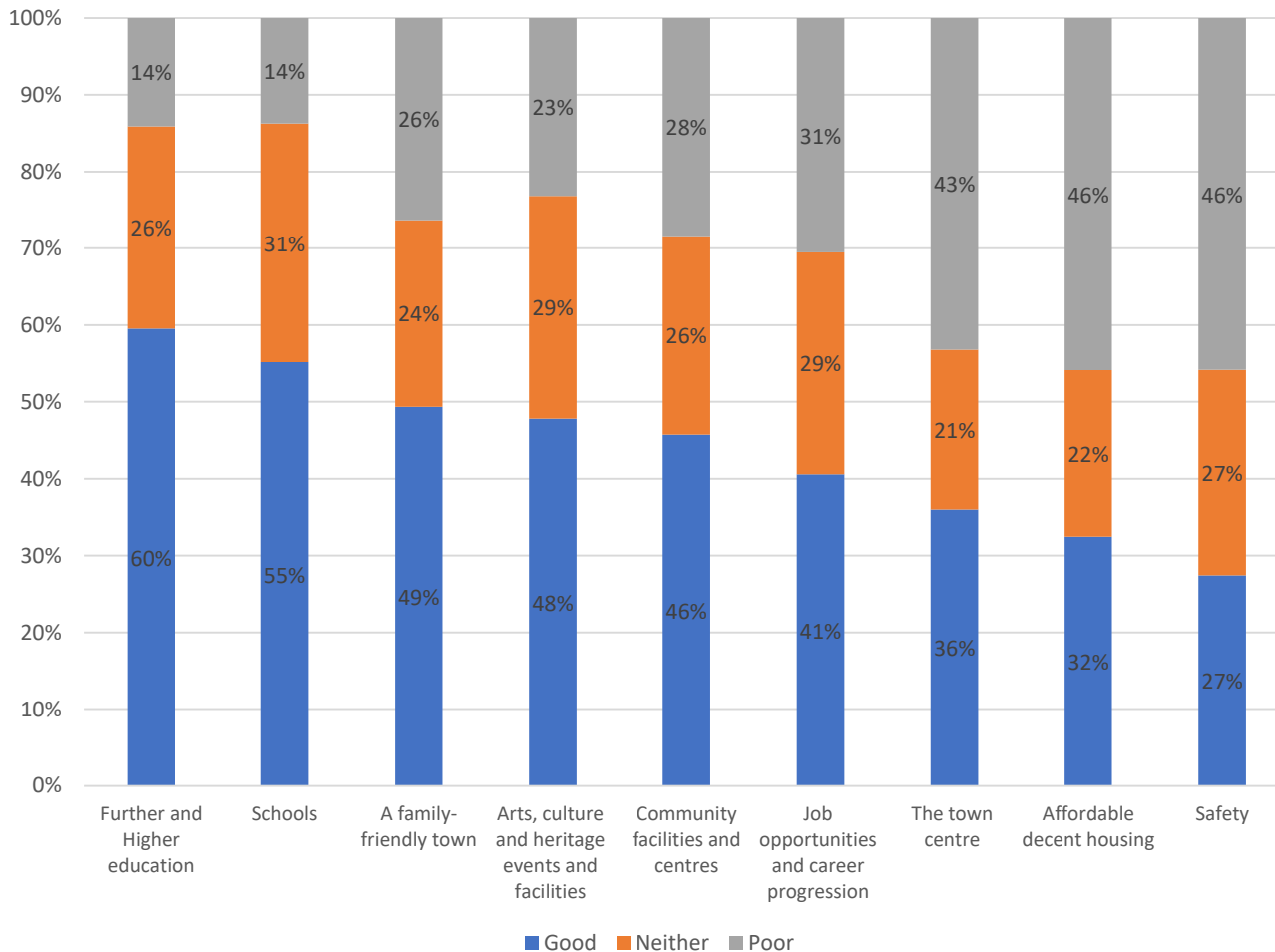
In the last survey, the top reason for dissatisfaction was “multiculturalism” with 32%. This year, that view is only shared by 2.6%. That was followed by “Luton has gone downhill” (31%) and “nothing to do” (31%)

# One word to describe Luton



# Aspects of Luton

Thinking of Luton as a town, how do you rate the following aspects..

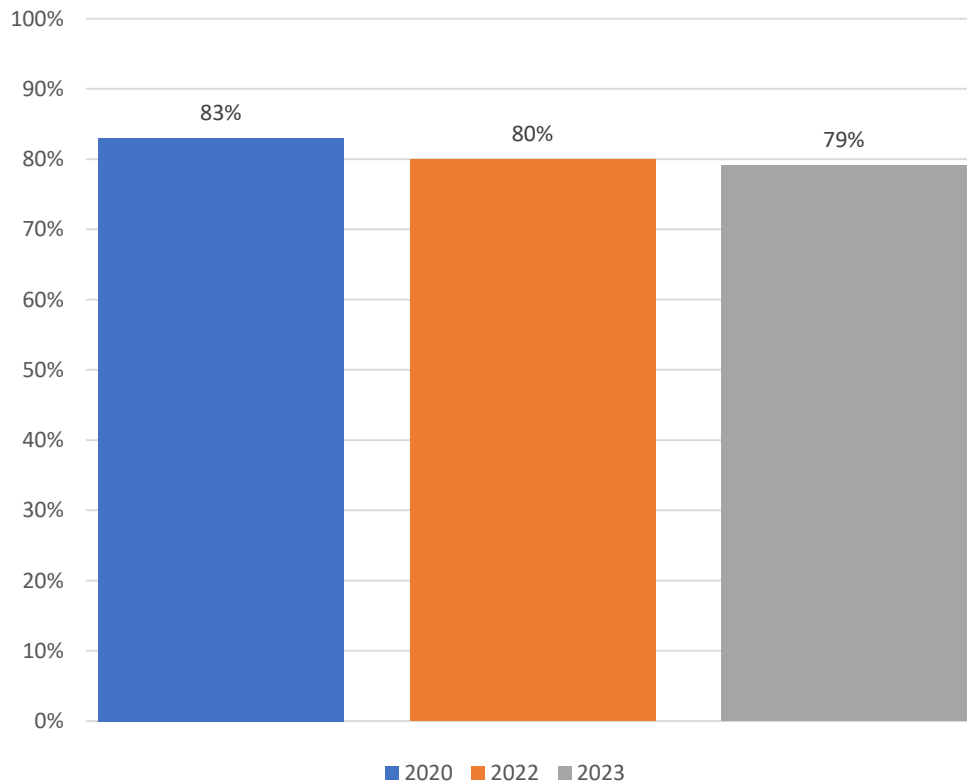


Higher education and schools are viewed very positively by the respondents with 60% and 55% respectively thinking education is good or very good in Luton.

In contrast, affordable housing and safety were viewed negatively with 46% thinking those aspects were poor or very poor. The town centre was also viewed in a mostly negative light with 43% of the respondents rating it low.

# Integration

To what extent do you agree that Luton is a town where people from different backgrounds get on well together



Seventy-nine per cent (79%) of respondents agree that people from different backgrounds get on well together. This is slightly lower than the previous two years (80% and 83%).

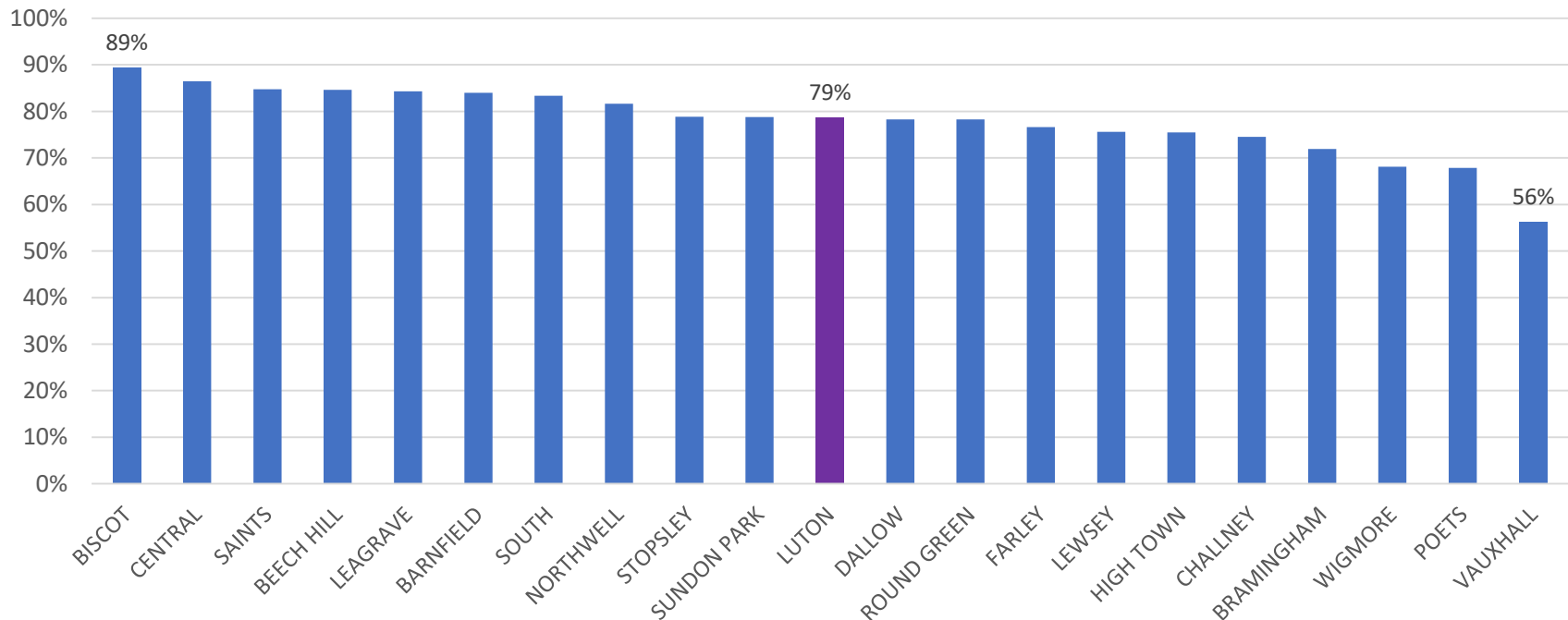
Those under the age of 45, tend to agree with that statement more (84%) than those over the age of 45 (73%). Asian (87%) and Black (86%) ethnicities are also more likely to agree with that statement than White British (70%).

Almost 90% of the residents who were satisfied with Luton as a place to live, also felt people from different backgrounds got on well together. Compared to only 54% of residents who were dissatisfied with Luton as a place to live.

# Integration by ward

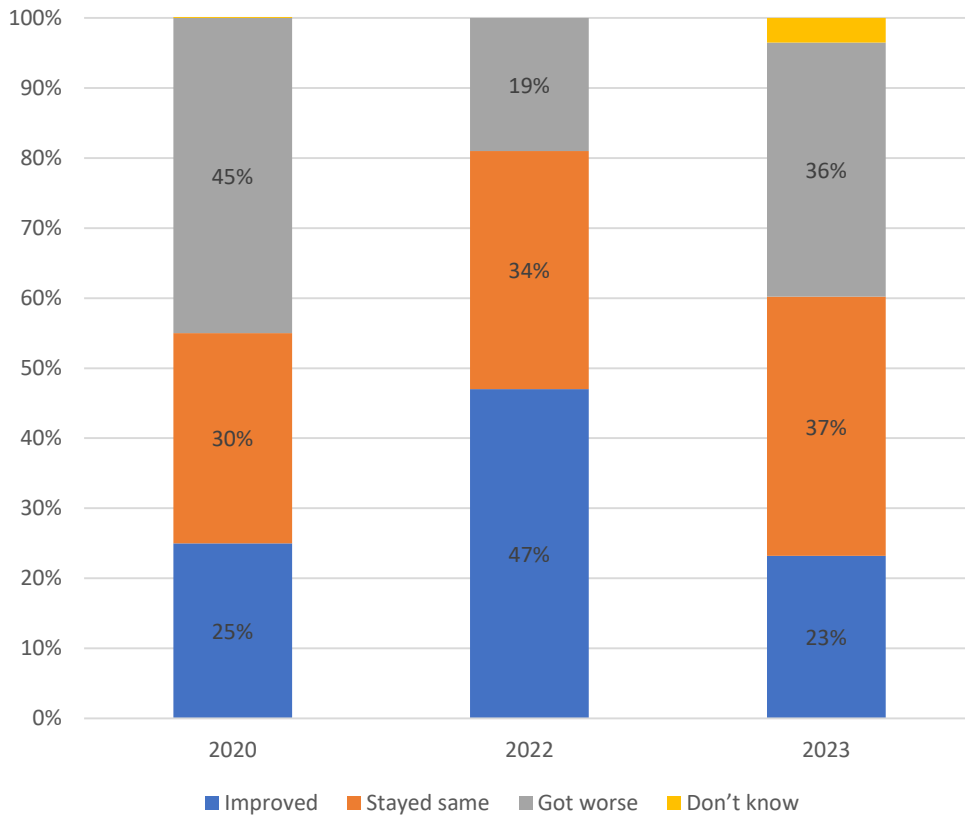
Almost 90% of respondents in Biscot felt Luton was a town where people from different backgrounds get on well together compared to only 56% of residents in Vauxhall.

Do you agree that Luton is a town where people from different backgrounds get on well together



# Image of Luton

During the last 12 months, do you feel the image of Luton has...



Only 23% think the image of Luton has improved in the last 12 months, this compares to 47% in the previous wave.

Thirty-six per cent (36%), think it has got worse compared to only 19% last wave and 37% think its has stayed the same compared to 34% (3% are unsure)

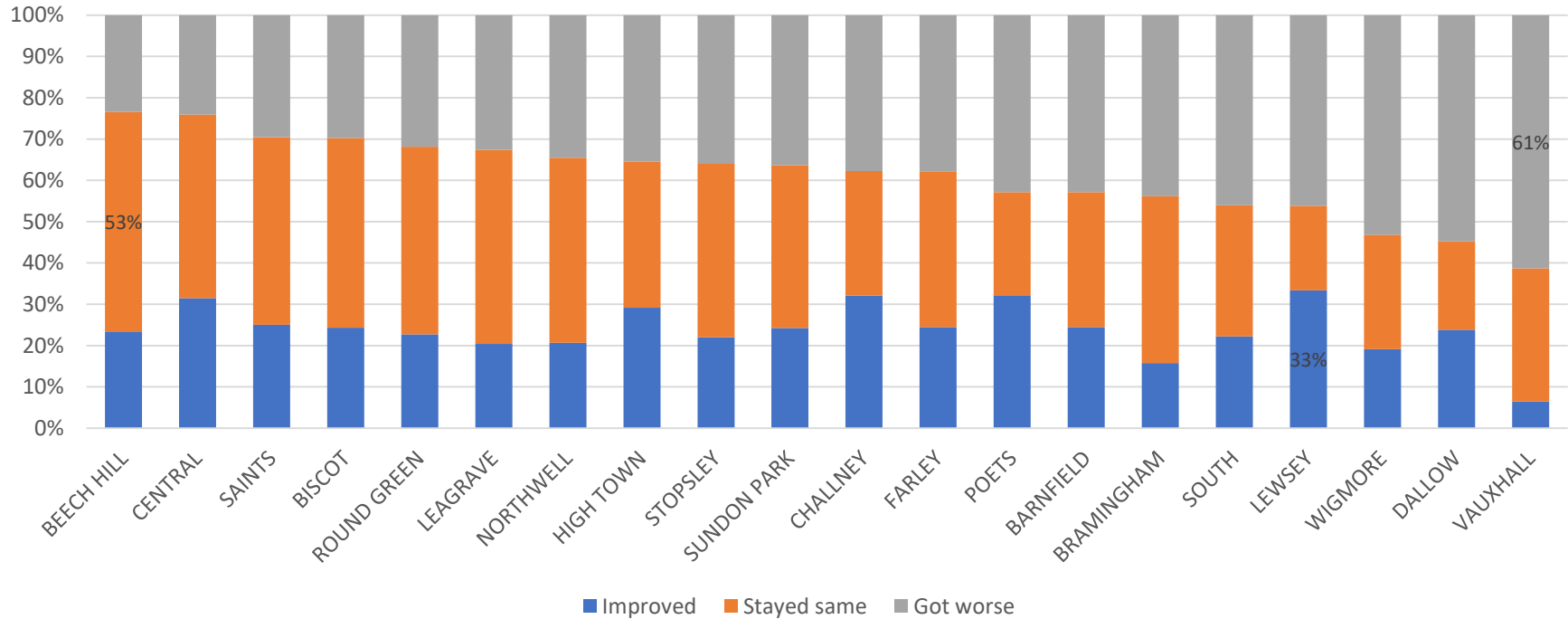
Women (40%) are more likely to think the image of Luton has worsened compared to men (33%).

White British are more negative (49%) about the image of Luton than Asian (25%) Black (22%) and Eastern European (25%) ethnicities.

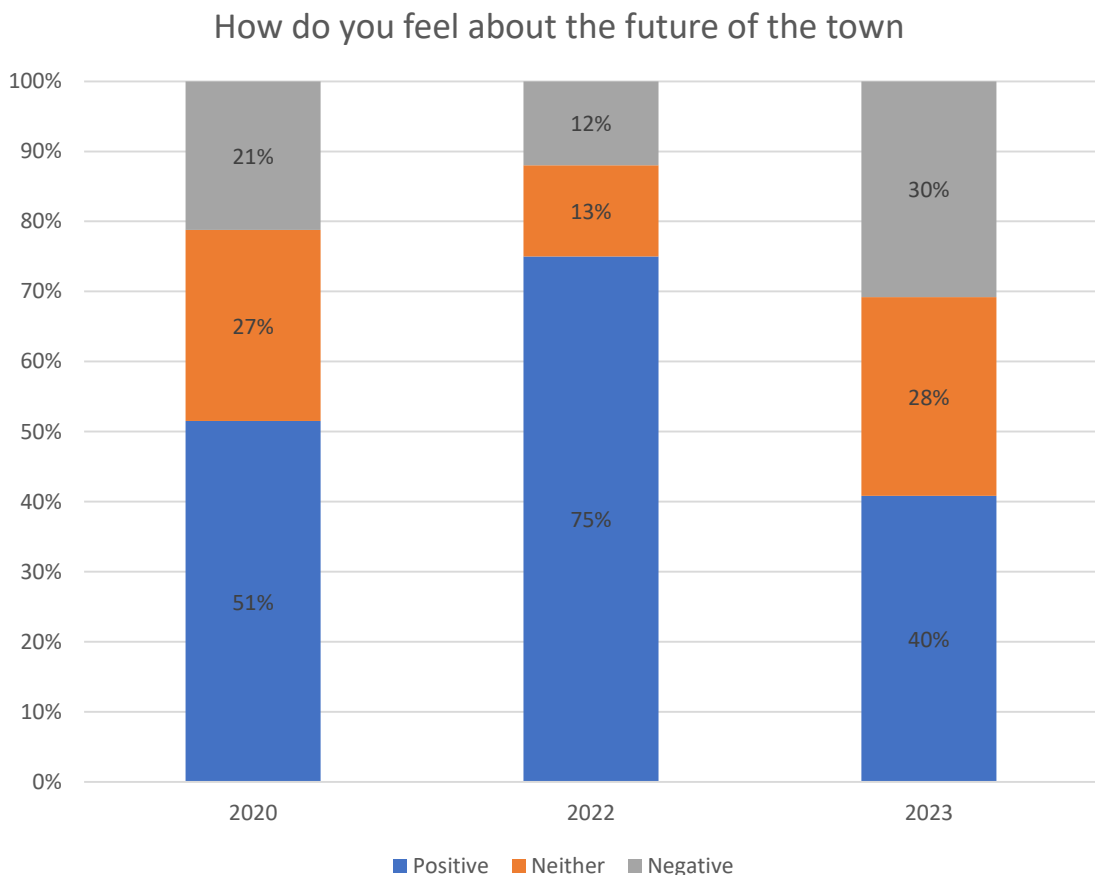
# Image of Luton by ward

Residents of Beech Hill (76%), Central (75%) and Saints (70%) wards feel the image of Luton has improved or stayed the same. In contrast, 61% of Vauxhall feel the image of Luton in the past 12 months has got worse, followed by Dallow (55%) and Wigmore (53%).

During the last 12 months, do you feel the image of Luton has...



# Future of Luton



There has been a drastic decline in the percentage of residents who feel positive about the future of the town compared to last year.

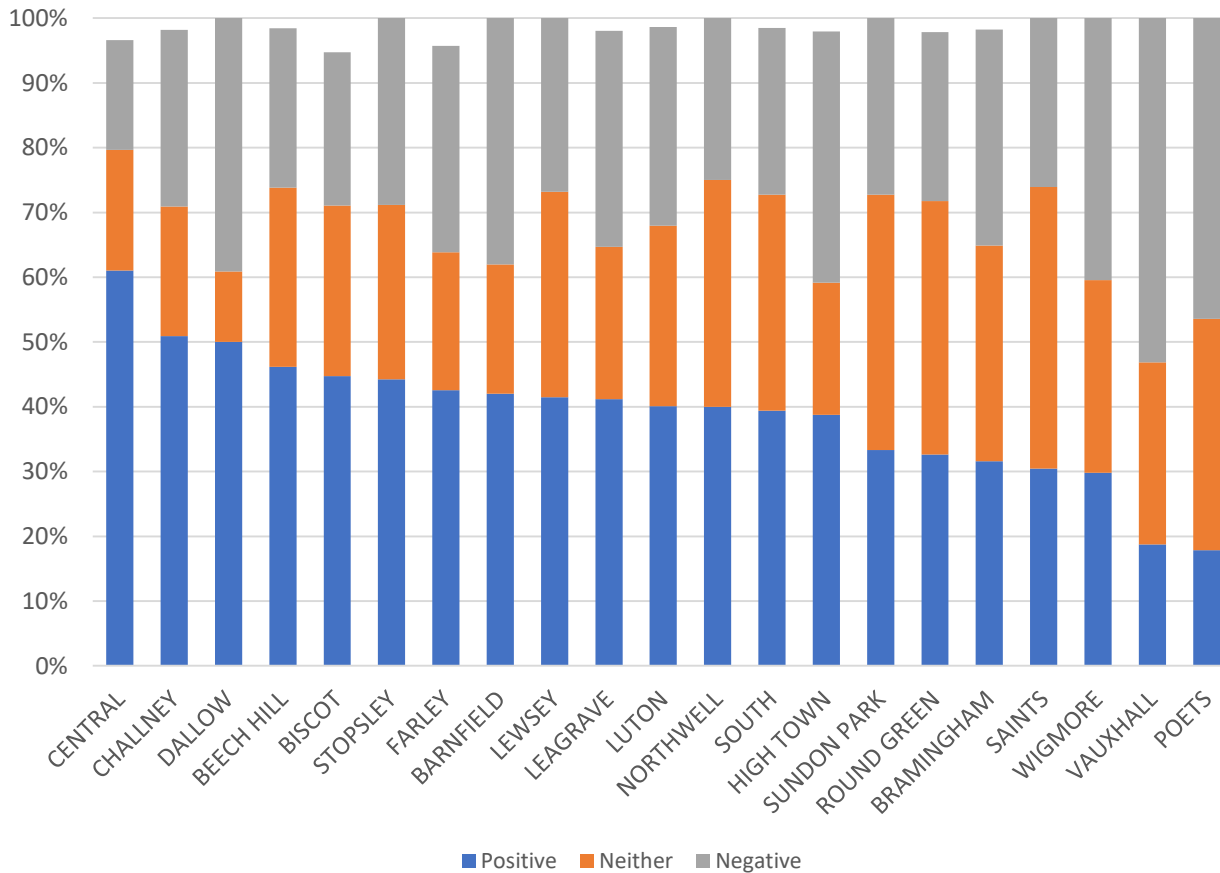
The older the resident, the less positive they feel about the future of the town e.g. only 34% over 60's feel positive compared to 49% of 18-30 year olds. There is also a big difference between men and women with 44% of men feeling positive compared to 37% of women.

Finally, 49% of BAM ethnicities feel positive about the future of Luton compared to only 28% of White British respondents.



# Future of Luton by ward

Looking ahead, how do you feel about the future of the town



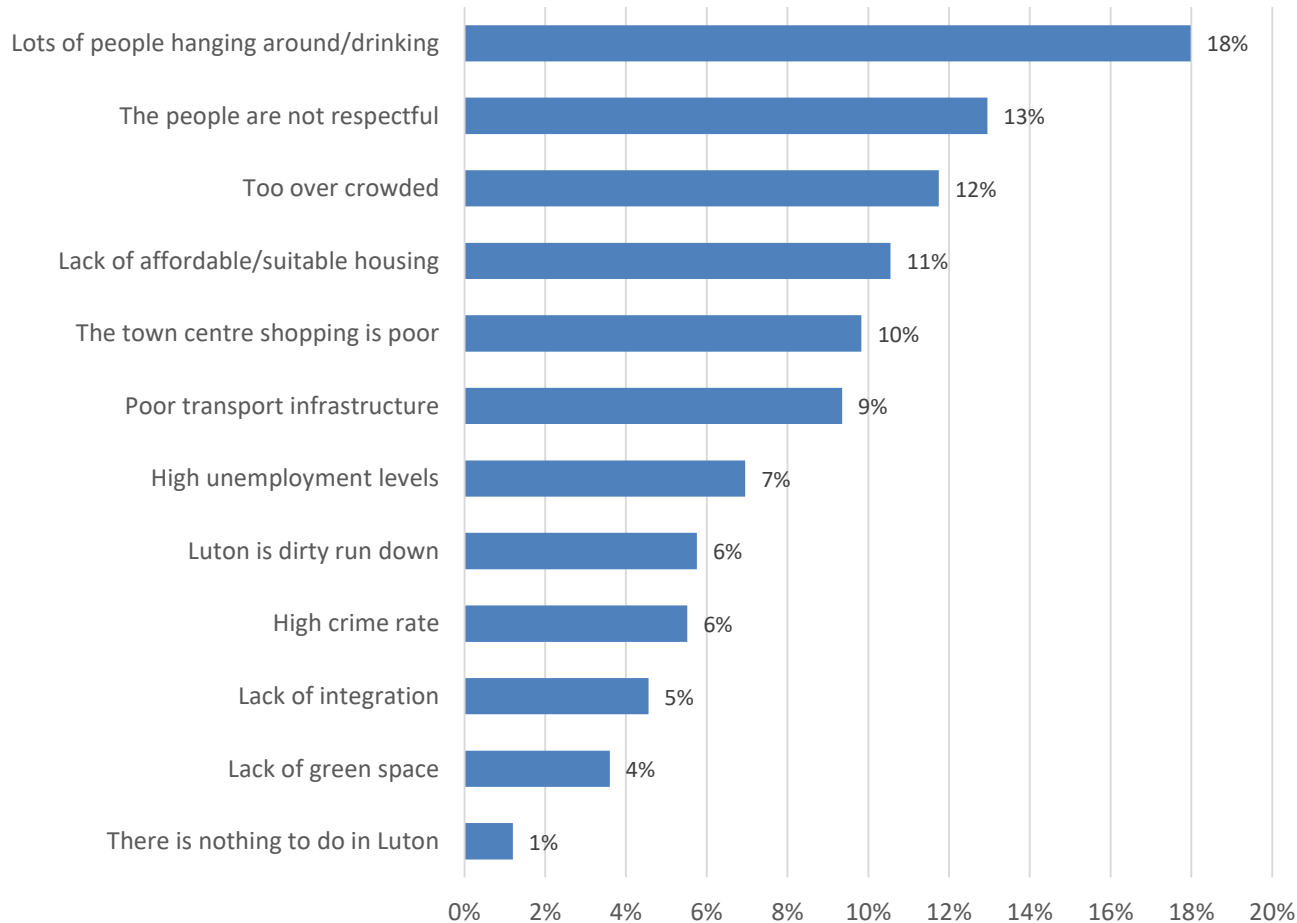
Residents of Central ward are three times more likely to feel positive about the future of the town compared to Poets (61% and 18%).

Bramingham had an even mix of those feeling positive, negative and in-between.

Residents in Vauxhall (53%) are most likely to feel negatively about the future of the town compared to all other wards, followed by Poets (46%) and Wigmore (40%).

# Negative reasons

Why do you feel negative about the future of Luton

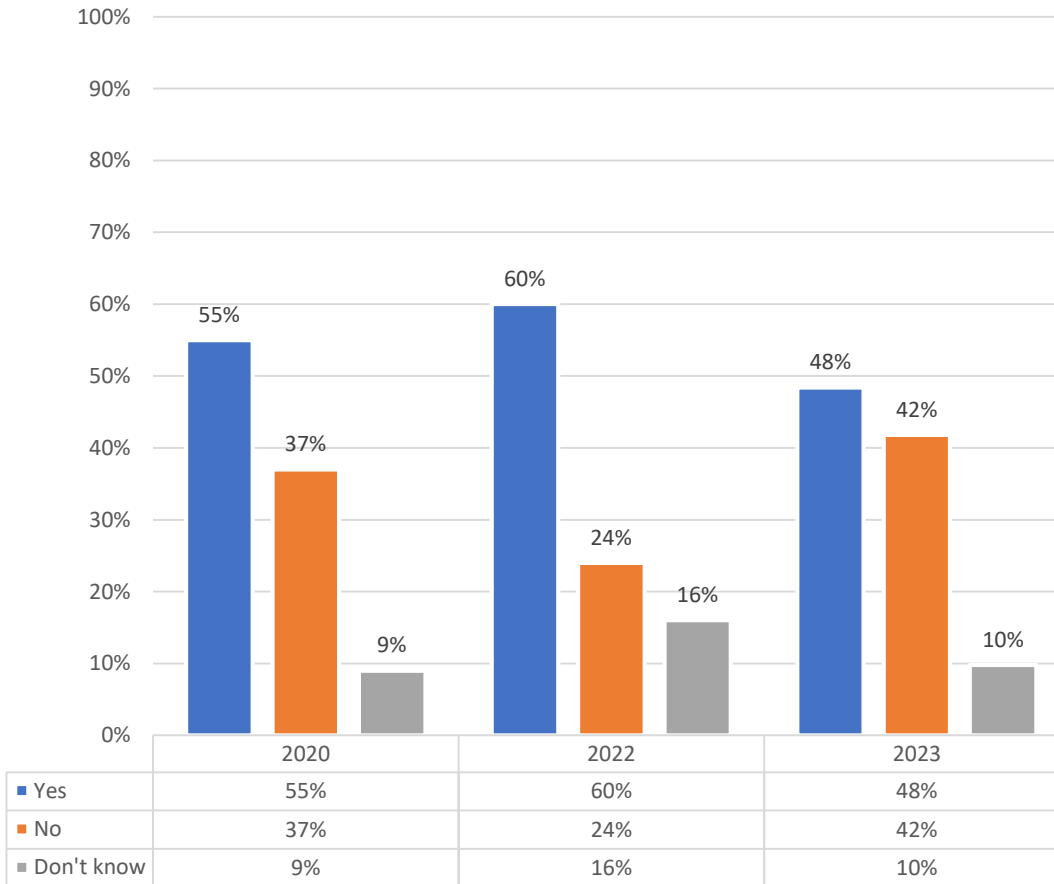


Majority of those who feel negatively about the future of the town, say it is because of lots of people hanging around / drinking / taking drugs / high level of begging / homelessness.

Last year, only 3% gave that reason and high unemployment levels / lack of job prospects was at the top of the list with 29%.

# Fulfilling potential

Do you consider Luton a place where people can fulfil their potential



Forty-eight per cent of the respondents, feel Luton is a place where people are able to fulfil their potential, compared to 60% last year and 55% the year before. Those who feel potential cannot be fulfilled in Luton has increased from only 24% last year to 42% this year.

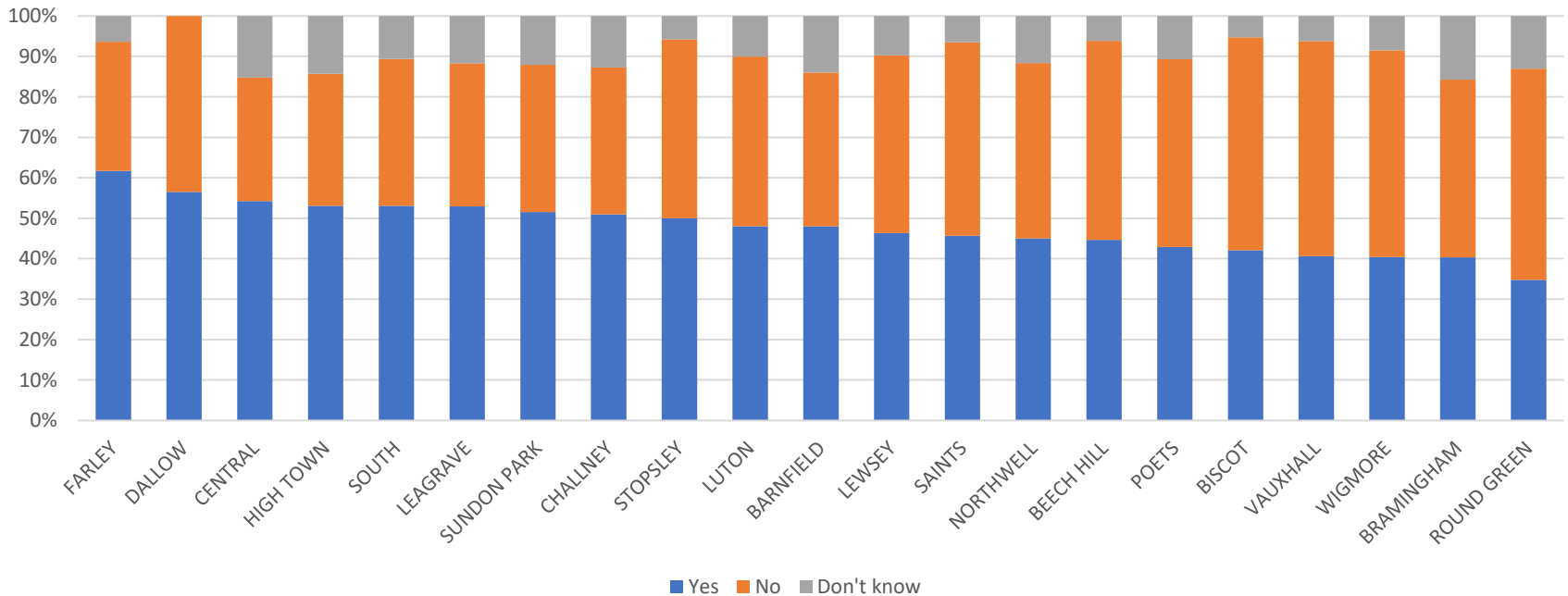
Respondents under the age of 45 (51%), are more likely to agree with that statement than those over the age of 45 (45%). Men are also more likely to agree (46%) than women (43%).

The BAME community of Luton also seem more positive about fulfilling potential in Luton (56%) than the White British community (39%).

# Fulfilling potential by ward

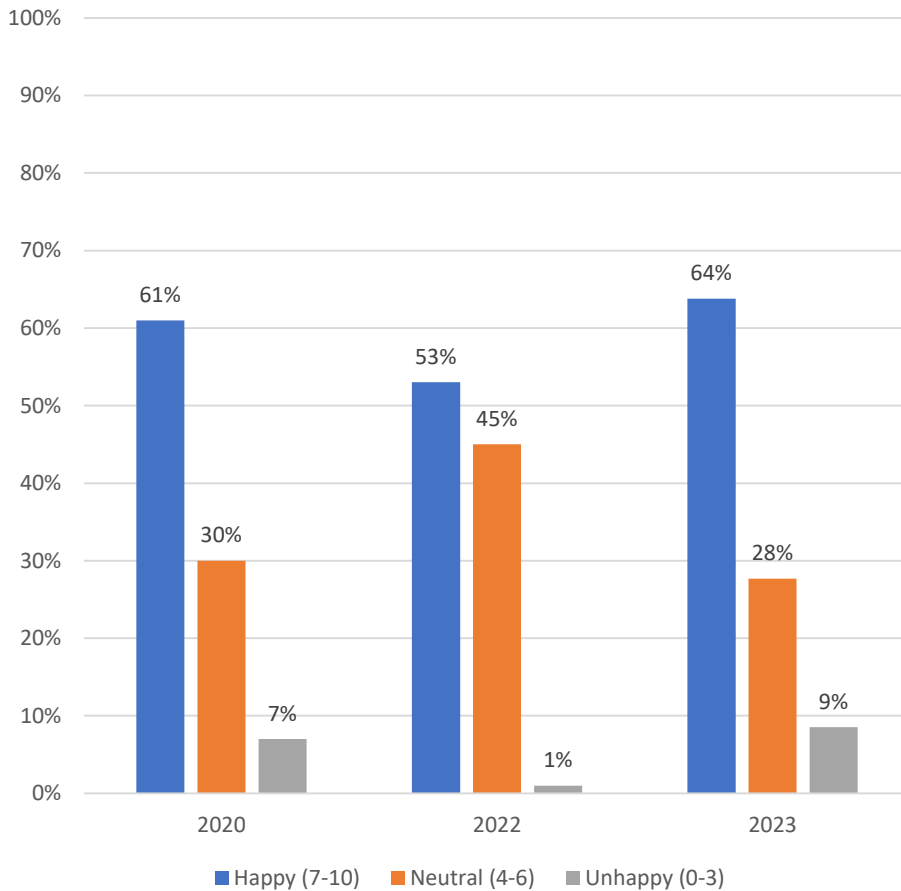
Residents of Farley are more likely to consider Luton a place where people can fulfil their potential (62%) followed by Dallow (57%) and Central (54%). In contrast, residents of Biscot (53%), Vauxhall (53%) and Round Green (52%) are less likely to agree with that statement.

Do you consider Luton a place where people can fulfil their potential



# Happiness

How happy did you feel yesterday



Almost two-thirds of the respondents (64%) consider themselves happy, compared to 53% year. Sadly, unhappiness has also increased to 9% this year compared to only 1% last year and 7% in 2020.

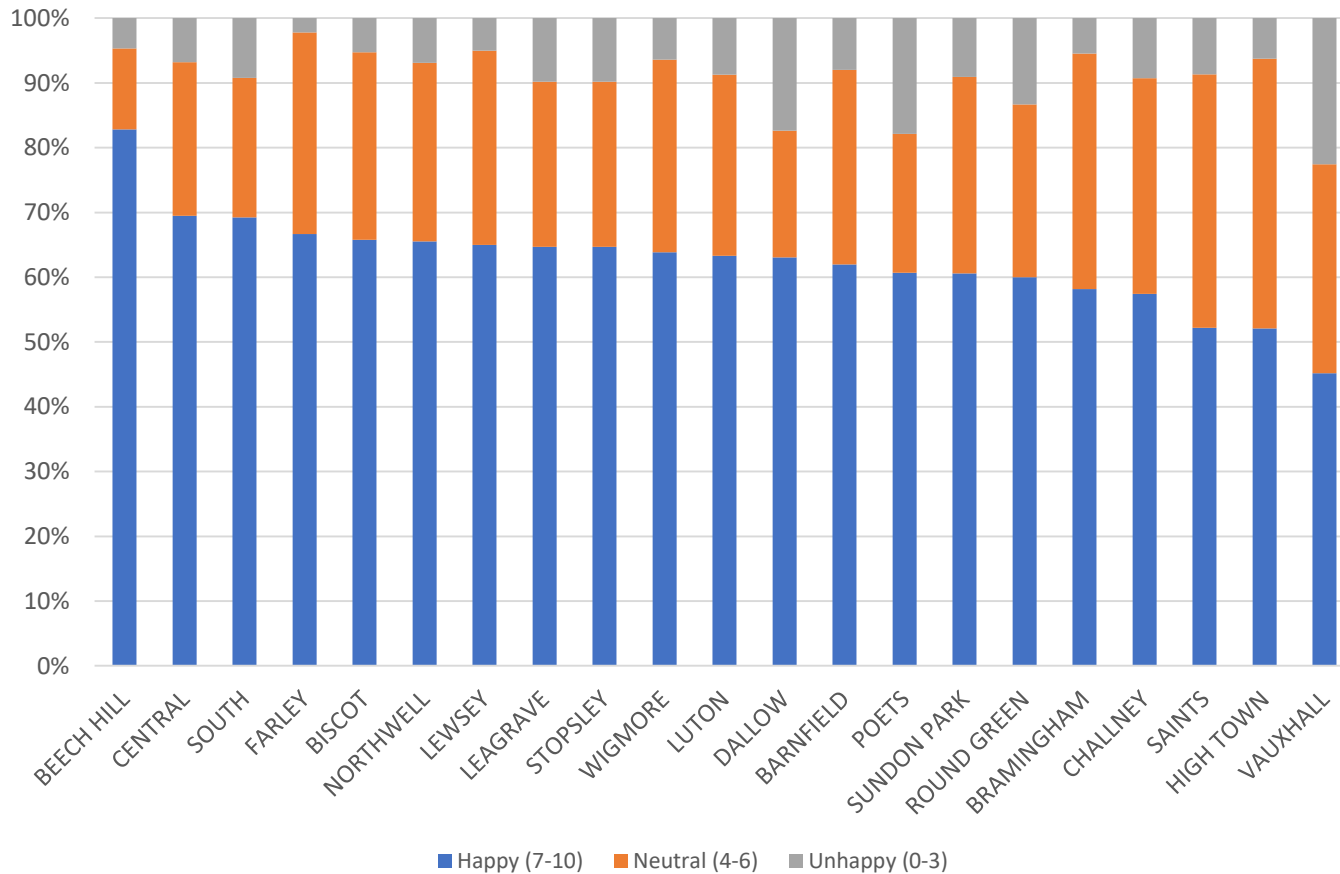
The younger population under the age of 45, seem to be generally happier (69%) than those over the age of 45 (57%).

The Black population are most happy with 77%, followed by Eastern European (73%) and Asian (68%). White British are least happy with only 56% answering positively to that question.

Those who were satisfied with Luton as a place to live, are five times less likely to say they are unhappy than those who were dissatisfied with Luton.

# Happiness by ward

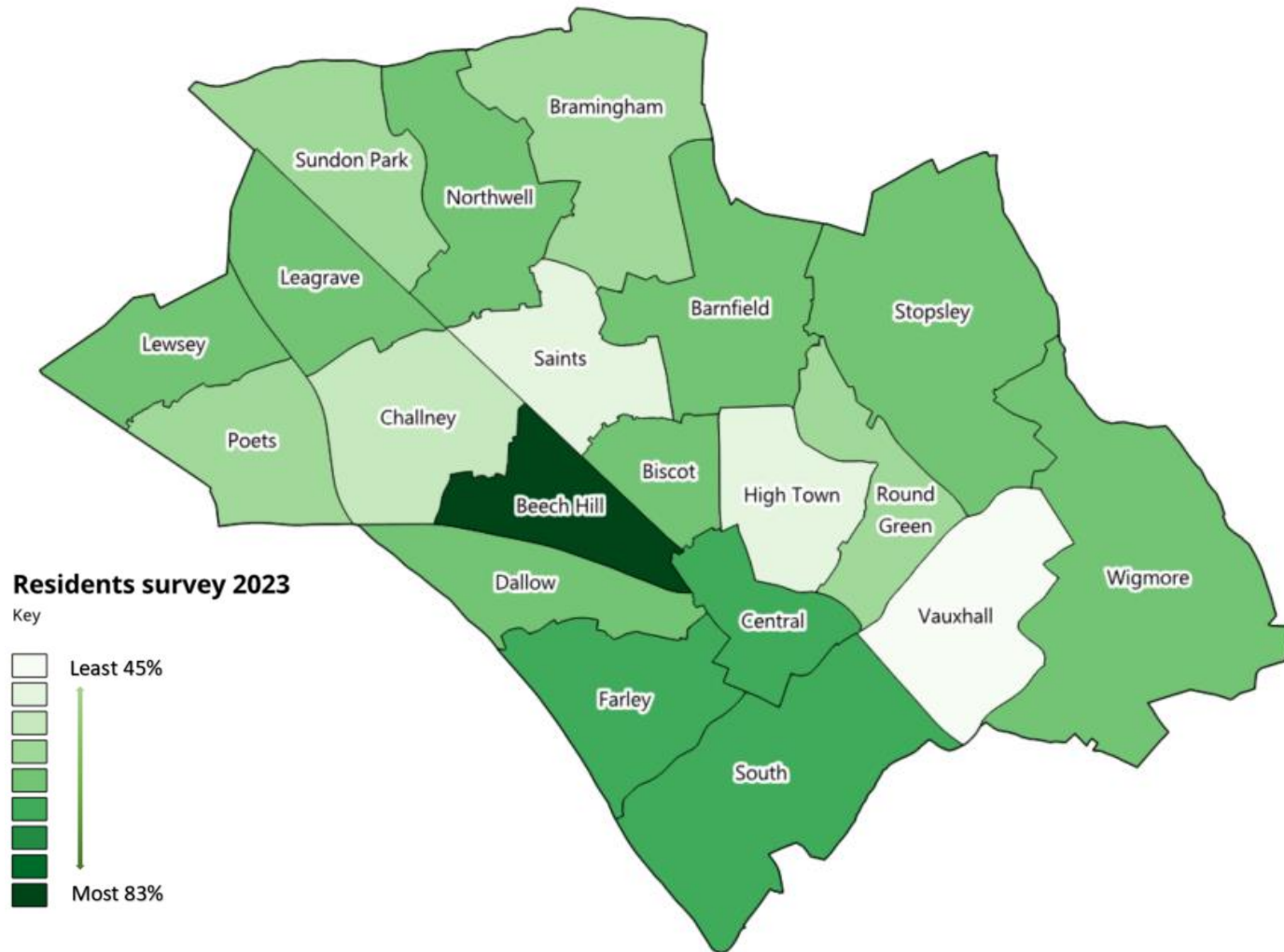
How happy did you feel yesterday



Residents of Beech Hill are significantly more happier than any other ward in Luton with 83%.

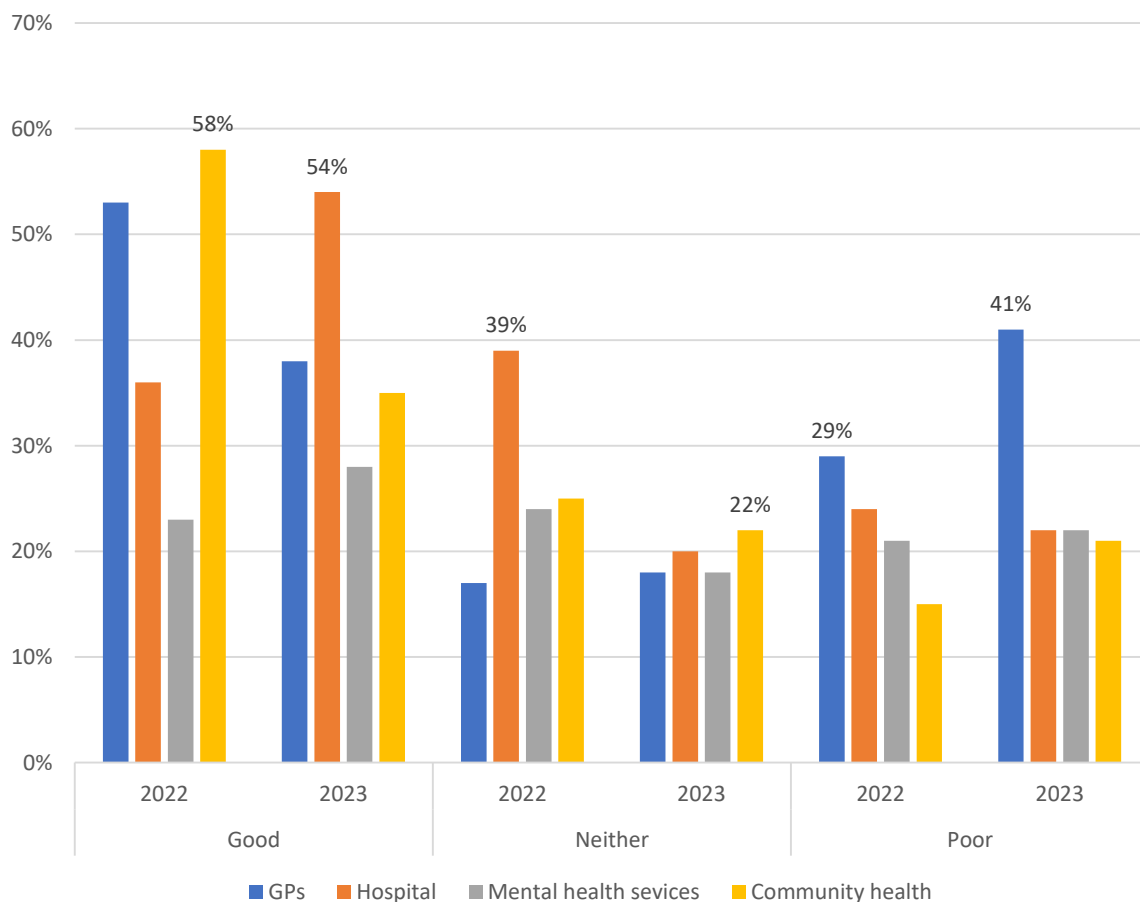
The ward with the least unhappy residents is Farley with only 2%; and the ward with the unhappiest residents is Vauxhall with almost a quarter of the respondents saying they were generally unhappy.

# Happiness by ward map



# Health services

How would you rate the following health services

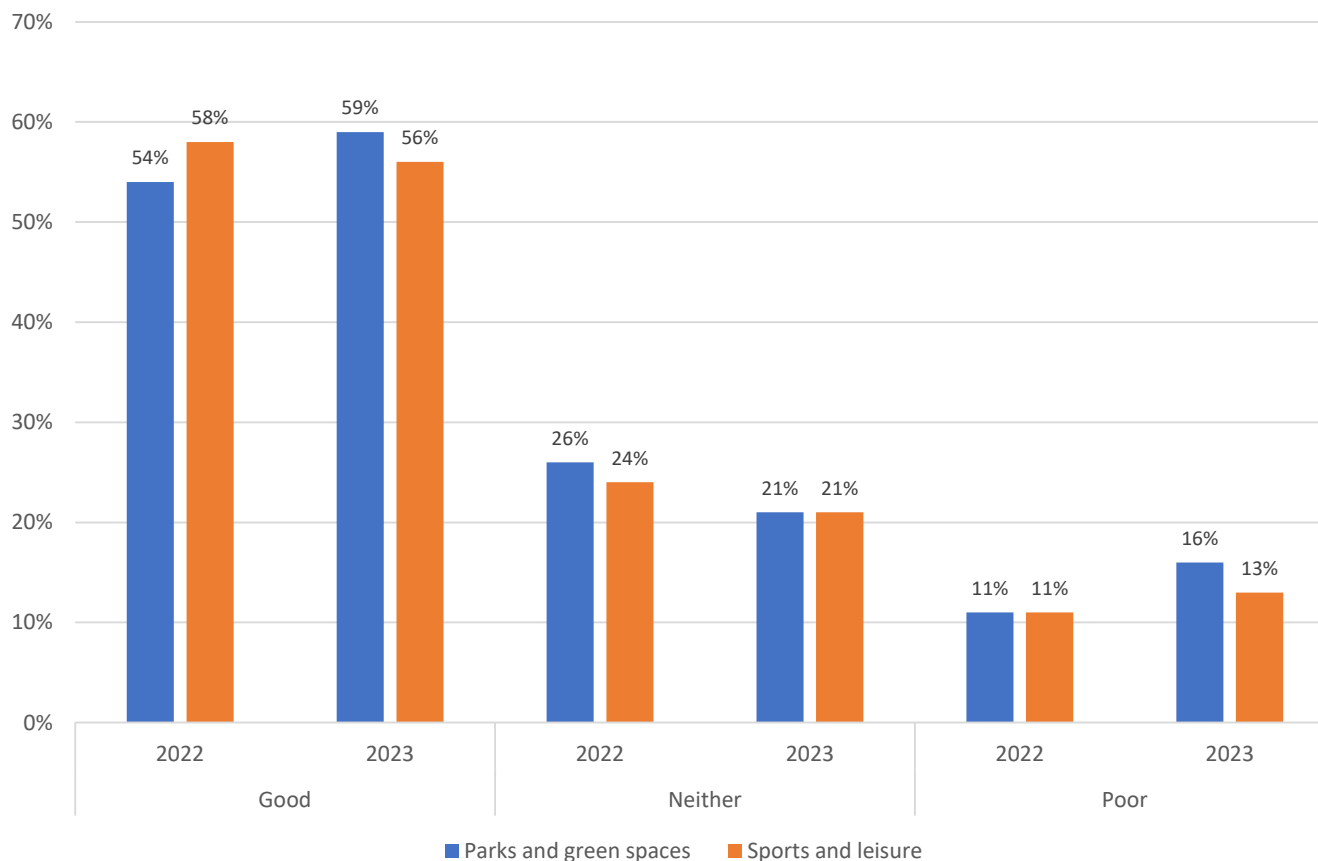


- Only 38% of residents rate the GPs as good, this compared to 53% last year.
- Over half (54%) think hospital services are good. Last year, the majority of respondents (39%) were neutral about hospital services.
- Similar to last year, majority of people 31% answered don't know to mental health service; 28% though it good and 22% poor.
- Over a third of respondents thought the community health service was good in Luton. This view has declined since last year when it was 58%.



# Outdoor activities

How would you rate the following services

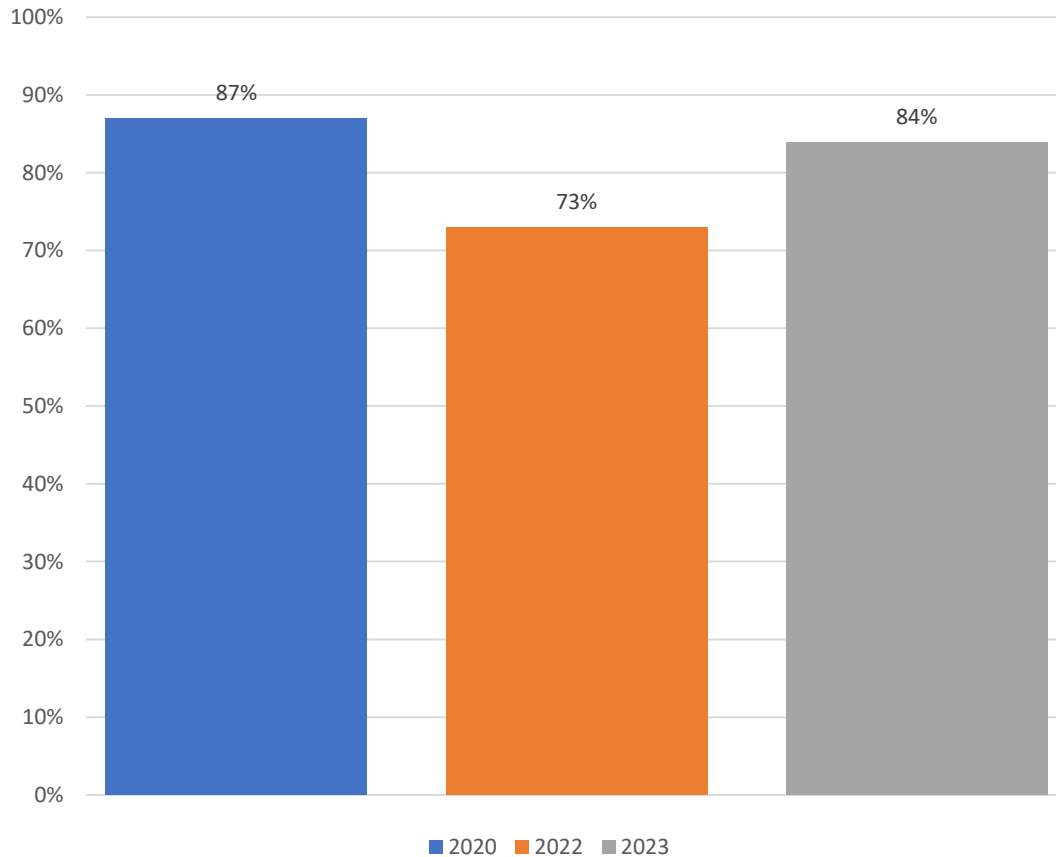


There has been an increase in the proportion of respondents who think parks and green spaces are good in Luton (59% compared to 54% last year).

Generally however, opinion of outdoor space and leisure facilities have remained relatively stable over the past year.

# Physical activity

More than 30 minutes of physical activity per week



Majority of the respondents (84%) do more than 30 minutes of physical activity per week. This has increased since the last wave when it was 73%.

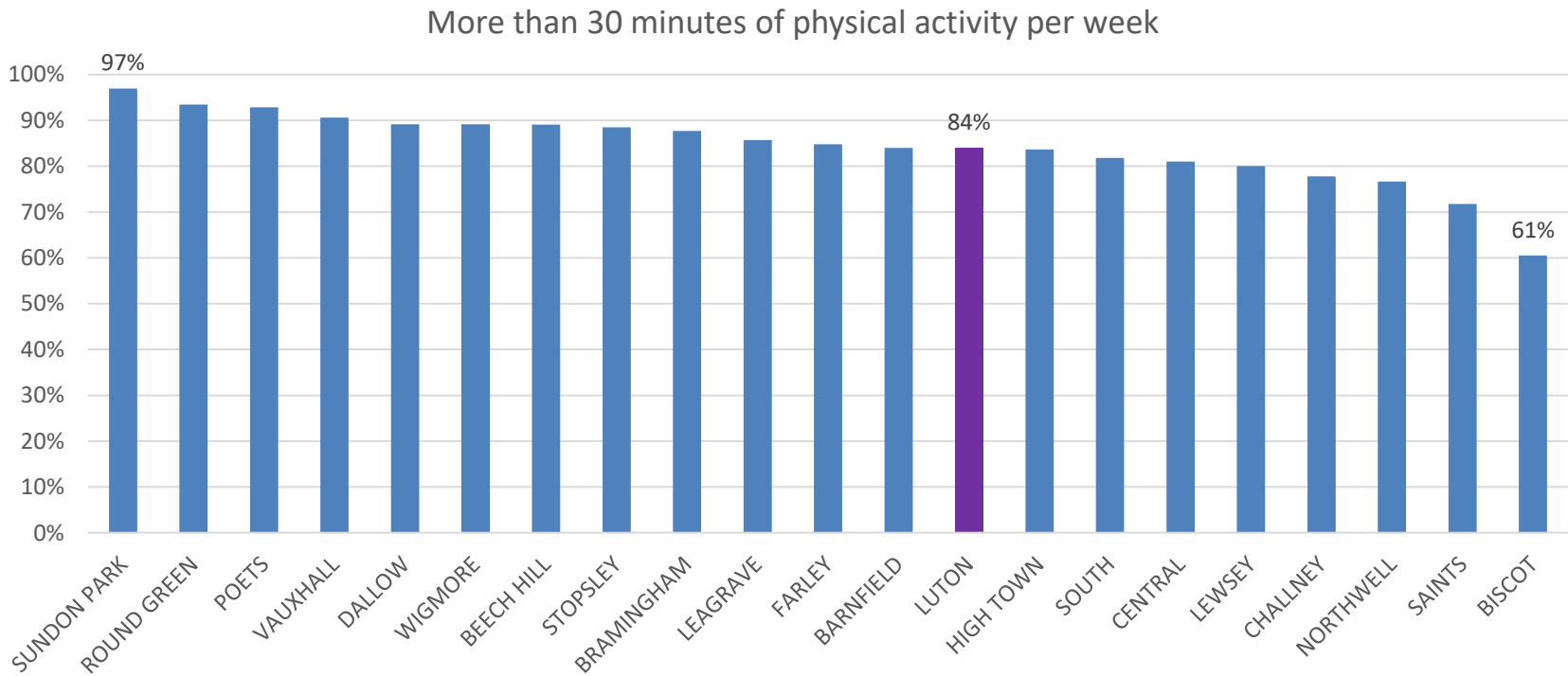
The most active age groups seem to be those between 31-45 (87%) and over 60 (85%).

Those who feel they are managing financially “very well”, tend to be significantly more active (92%) compared to those who do not feel financially comfortable (78%)

Black (86%) and White British (85%) are more active than other ethnicities (82%) however the difference is very minimal.

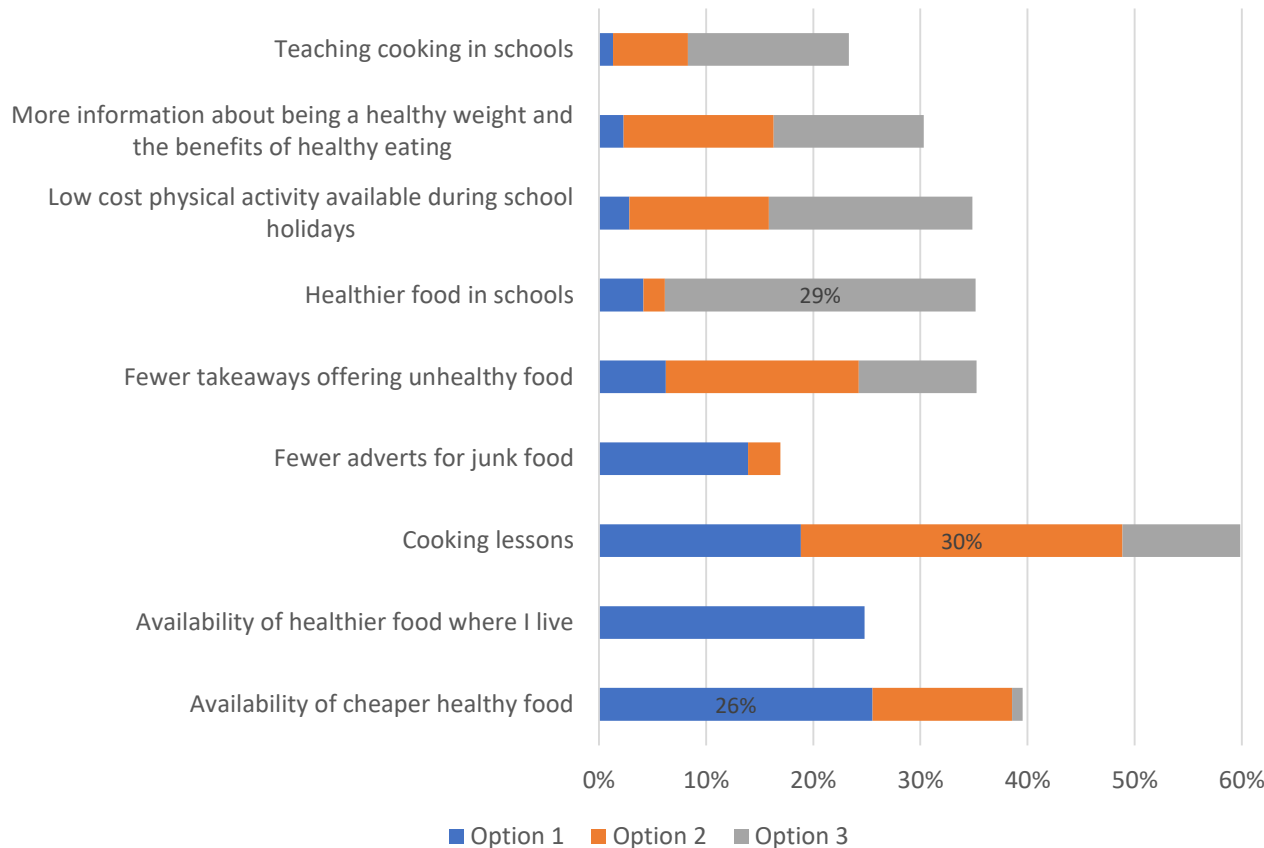
# Physical activity by ward

A huge proportion of respondents in Sundon Park do more than 30 minutes of physical activity per week, followed by 93% in Round Green and Poets. The least active ward in Luton is Biscot with 61% and Saints with 72%.



# Health maintenance

Which three would be most helpful in maintaining / achieving a healthy weight

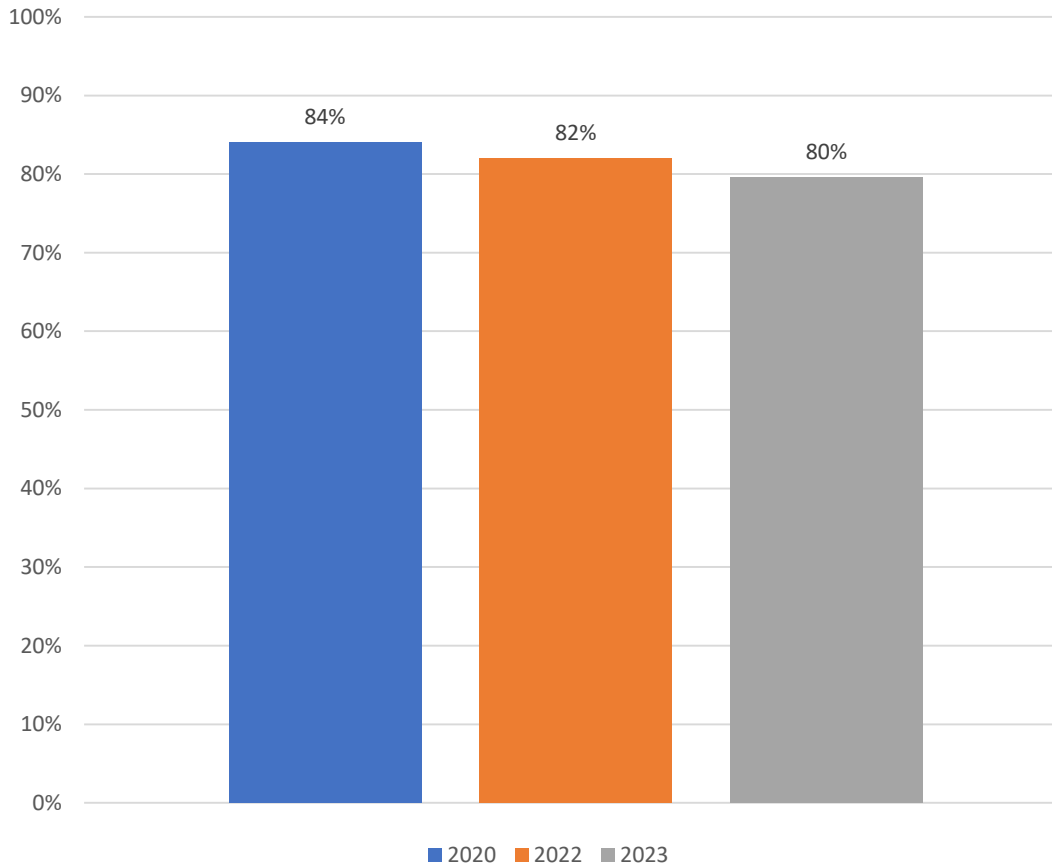


The most helpful thing that most respondents cited was cooking lessons (60%) followed by availability of cheaper / healthier foods (40%). Last year, cheaper, healthier foods topped the scale with 84% and the least helpful thing cited were cooking lessons.

Thirty-six per-cent also wanted to see healthier foods in schools and a quarter of respondents would like availability of healthier foods where they live.

# Helpful neighbours

The people where I live are willing to help their neighbours



In this years survey, 80% of the respondents agree that the people where they live are willing to help their neighbours. This opinion has steadily decreased over the past couple of years.

Asian residents (86%) felt that neighbours were helpful compared to White British (75%). Only 66% of mixed ethnicity agreed with that statement

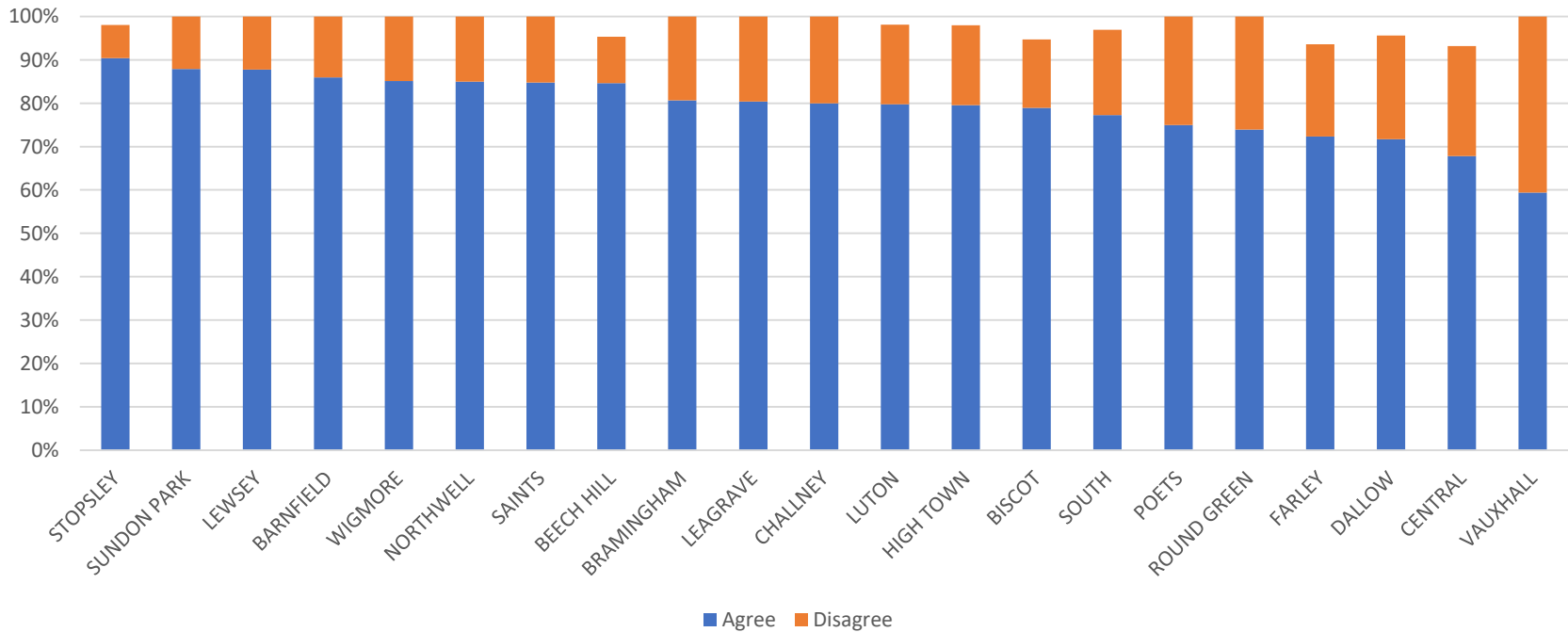
The older the age group, the less likely they were to agree with that statement; 82% of 31-45 years olds agreed, compared to 79% of 46-59 and 77% of over 60

There was no notable difference in opinion by sex.

# Helpful neighbours by ward

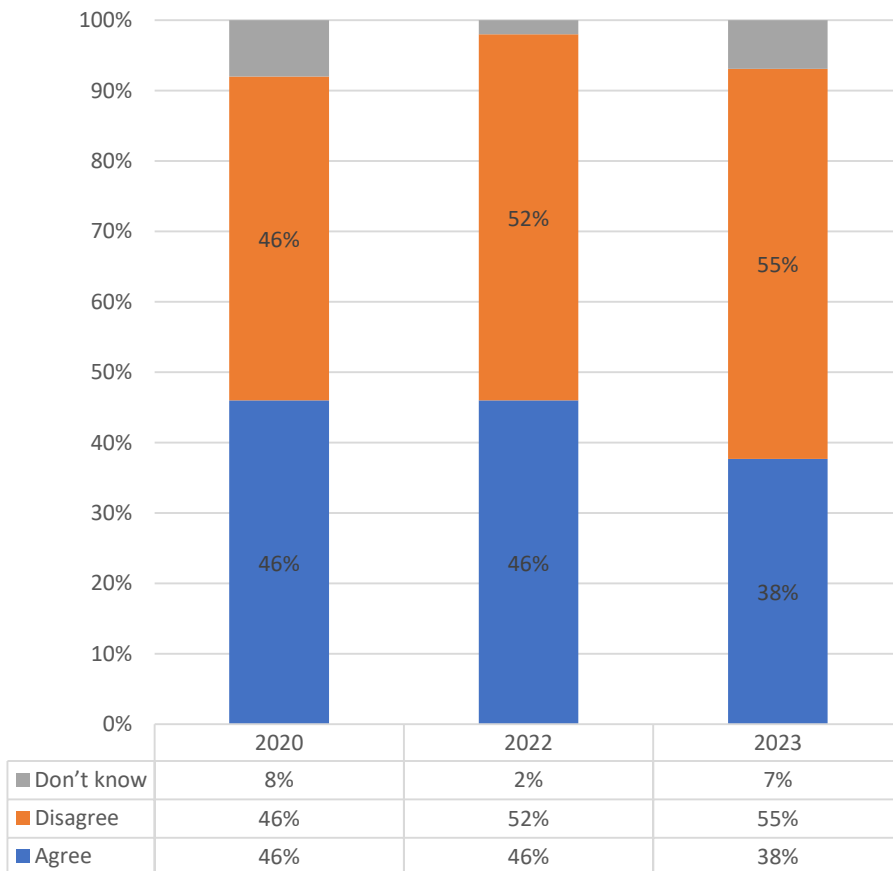
Ninety per cent (90%) of residents in Stopsley agreed that the people where they live are willing to help their neighbours. A large proportion (88%) in Sundon Park and Lewsey also were positive about the local neighbourhood. In contrast, only 59% agreed with the statement in Vauxhall, followed by 68% in Central.

The people where I live are willing to help their neighbours



# Influencing decisions

I have the opportunity to influence decisions in my neighbourhood



Over half of the respondents (55%) disagree with that statement. That compares to 52% last year and 46% in the wave before.

The percentage of those who agree is lowest in the 45-59 age band (33%) compared to all other ages (39%),

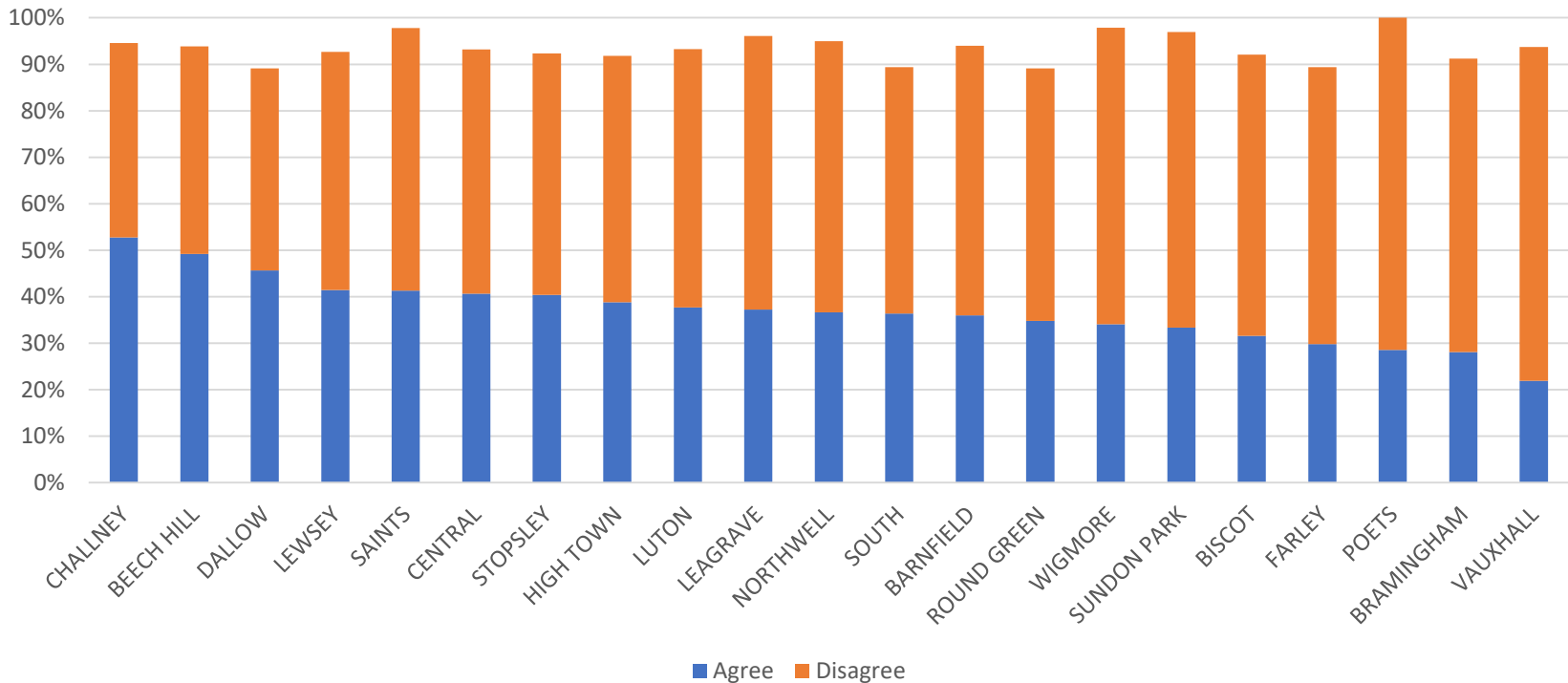
Forty-five per cent (45%) of the black community and 44% of the Asian community feel they have the opportunity to influence decisions compared to 33% of White British and only 12% of the mixed ethnicities

Those who are satisfied with Luton as a place to live are more likely to agree with that statement (45%) compared to those who are dissatisfied with Luton; amongst whom only 21% believe they have any influence over decisions affecting their neighbourhood

# Influencing decisions by ward

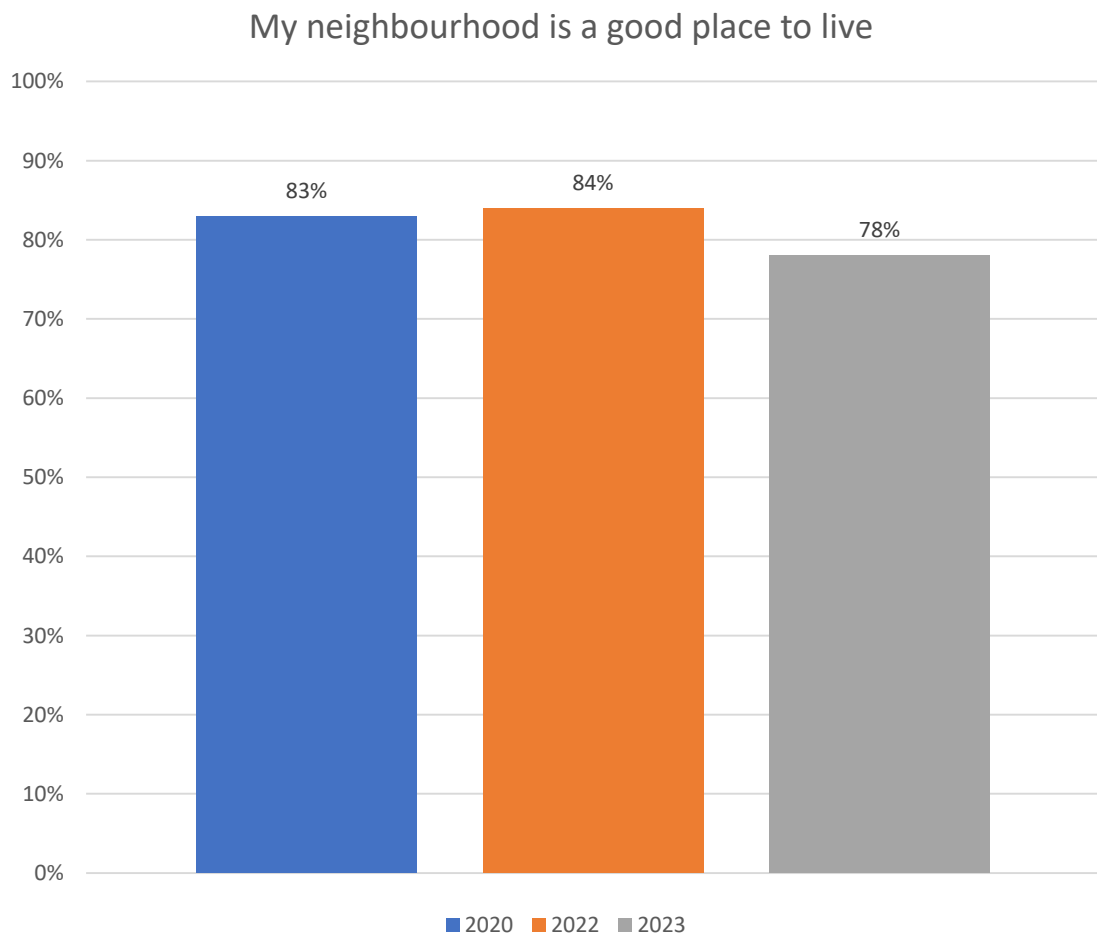
Over half of the respondents from Challney (53%) feel they have the ability to influence decisions affecting their neighbourhood. Followed by Beech Hill (49%) and Dallow (46%). In contrast, 72% in Vauxhall disagree with that statement, followed by Poets (71%) and Wigmore / Sundon Park (64%).

Ability to influence decisions affecting my neighbourhood





# Good neighbourhood



Majority of the respondents (78%) agree that their neighbourhood is a good place to live. However this has decreased from previous years when it was 84% and 83% respectively.

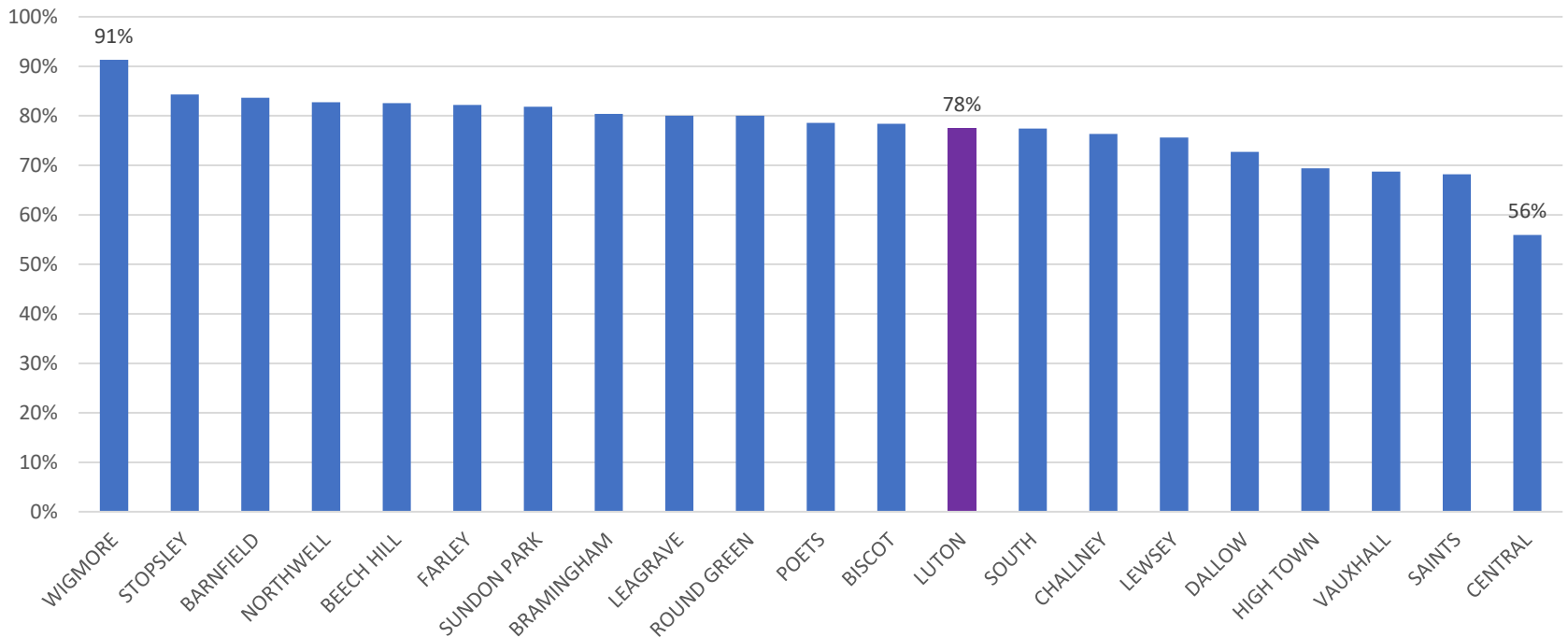
Asian and Black respondents are more likely to agree with that statement (82%) than Eastern European (73%), Mixed (70%) and White British (75%).

Eighty-two per cent (82%) of those over the age of 60 felt their neighbourhood was a good place to live, compared to 76% in under 60's.

# Good neighbourhood by ward

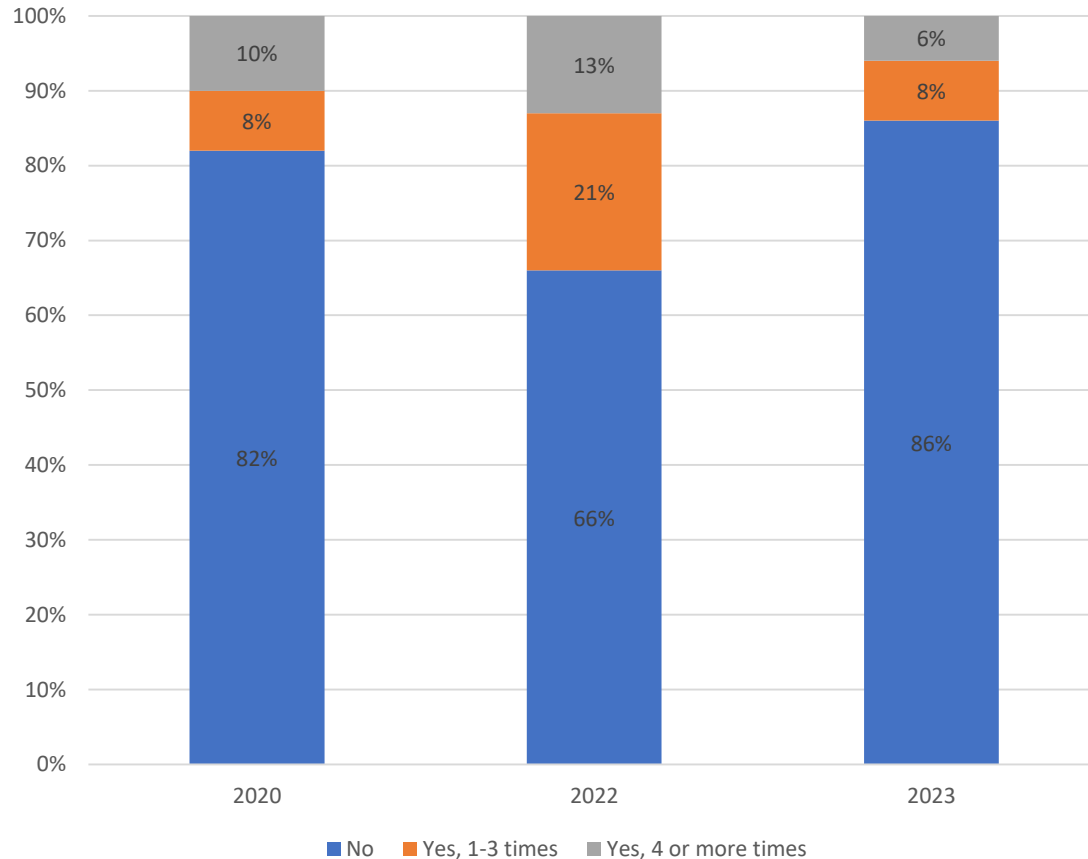
Although the vast majority of Wigmore residents feel they do not have ability to influence decisions affecting their neighbourhood, 91% do think their neighbourhood is a good place to live. Followed by Stopsley and Barnfield (84%). In contrast, only 56% agree in Central, followed by Saints (68%) and High Town / Vauxhall (69%).

My neighbourhood is a good place to live



# Voluntary activities

Have you been involved in voluntary activity in your area in the last 12 months



Only 14% have been involved in at least one local voluntary activity in the last 12 months. This is significantly lower than last year when 34% had answered yes to this question.

Respondents of Black ethnicity (19%) are more likely to be involved in voluntary activities than any other ethnicity (13%).

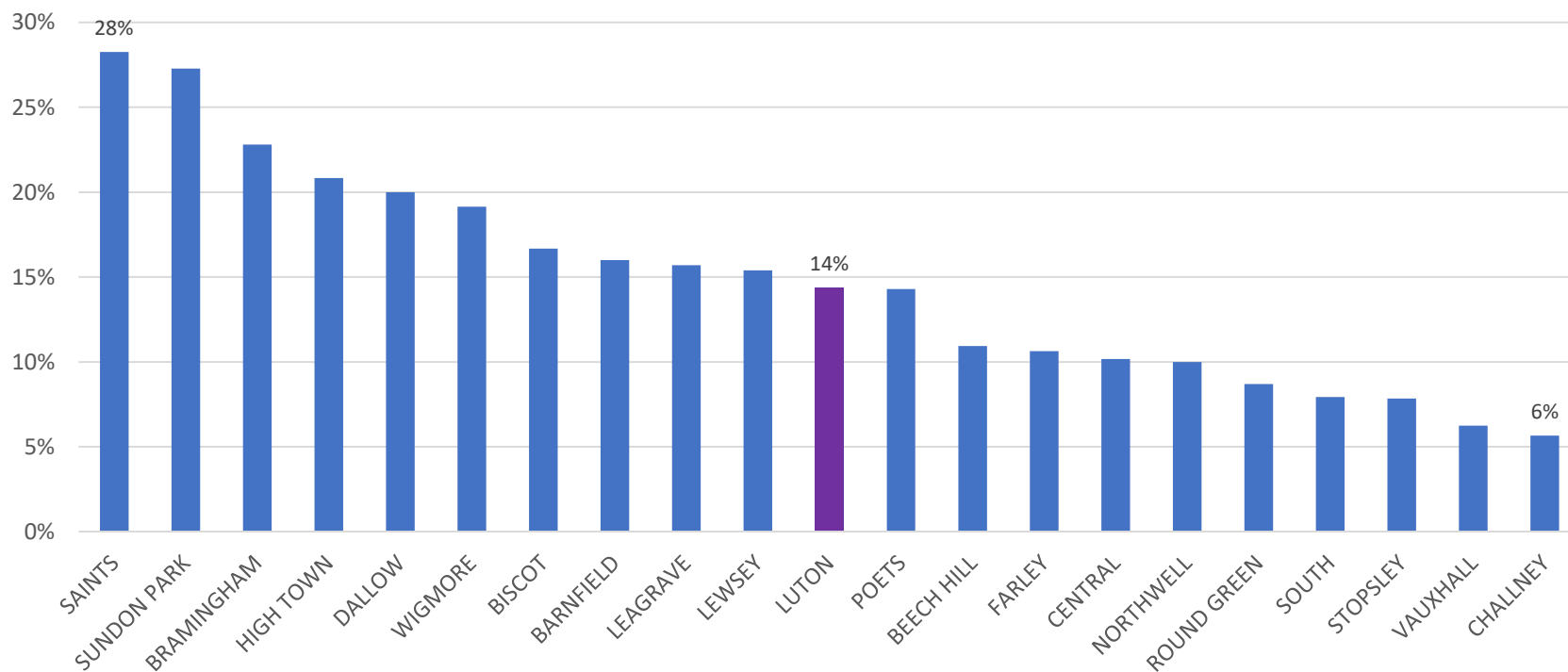
The age group most involved is 46-59 years olds with 17%.

Those who are managing very well financially (21%) are twice as likely to be involved in voluntary activities than those who are not (10%)

# Voluntary activities by ward

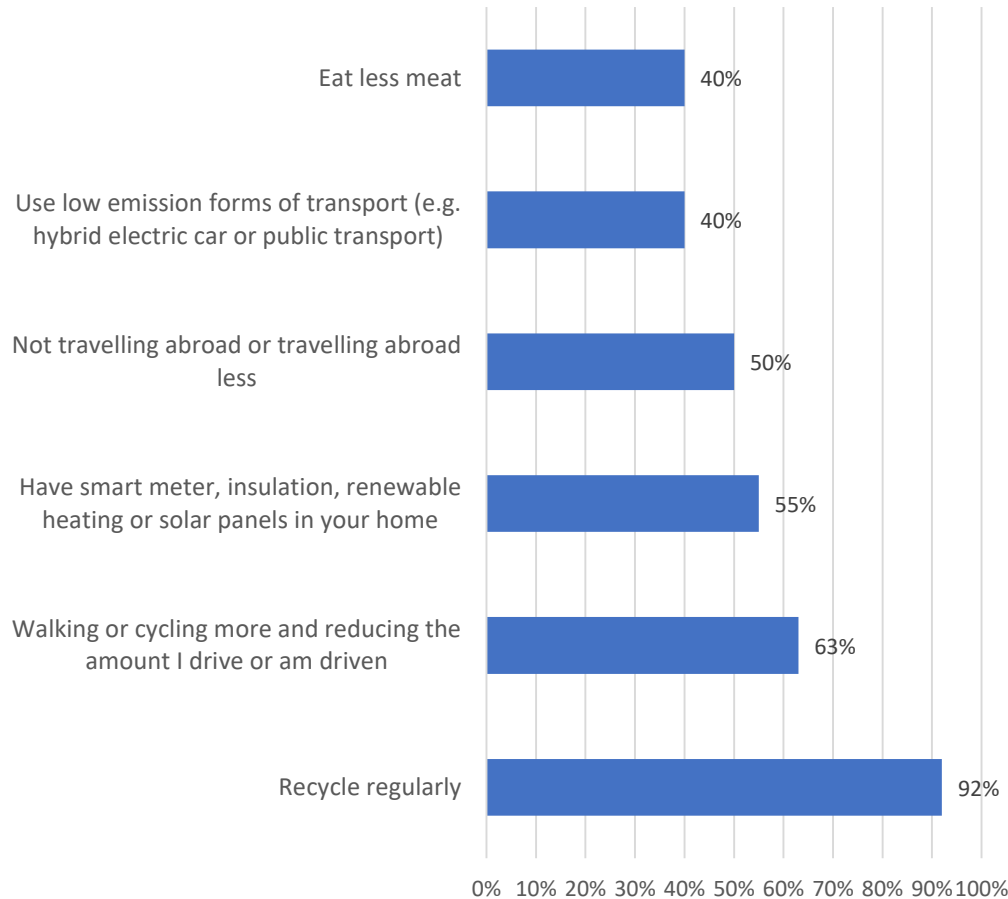
Residents of Saints (28%) and Sundon Park (27%) have been most involved in voluntary activities out of all the wards in Luton. In contrast, Challney and Vauxhall (6%) have been least active, followed by South and Stopsley (8%).

Have you been involved in voluntary activities in your area in the last 12 months



# Supporting the environment

What actions do you take to support the environment



The vast majority of respondents recycle their waste; 92% compared to 99% in the last wave.

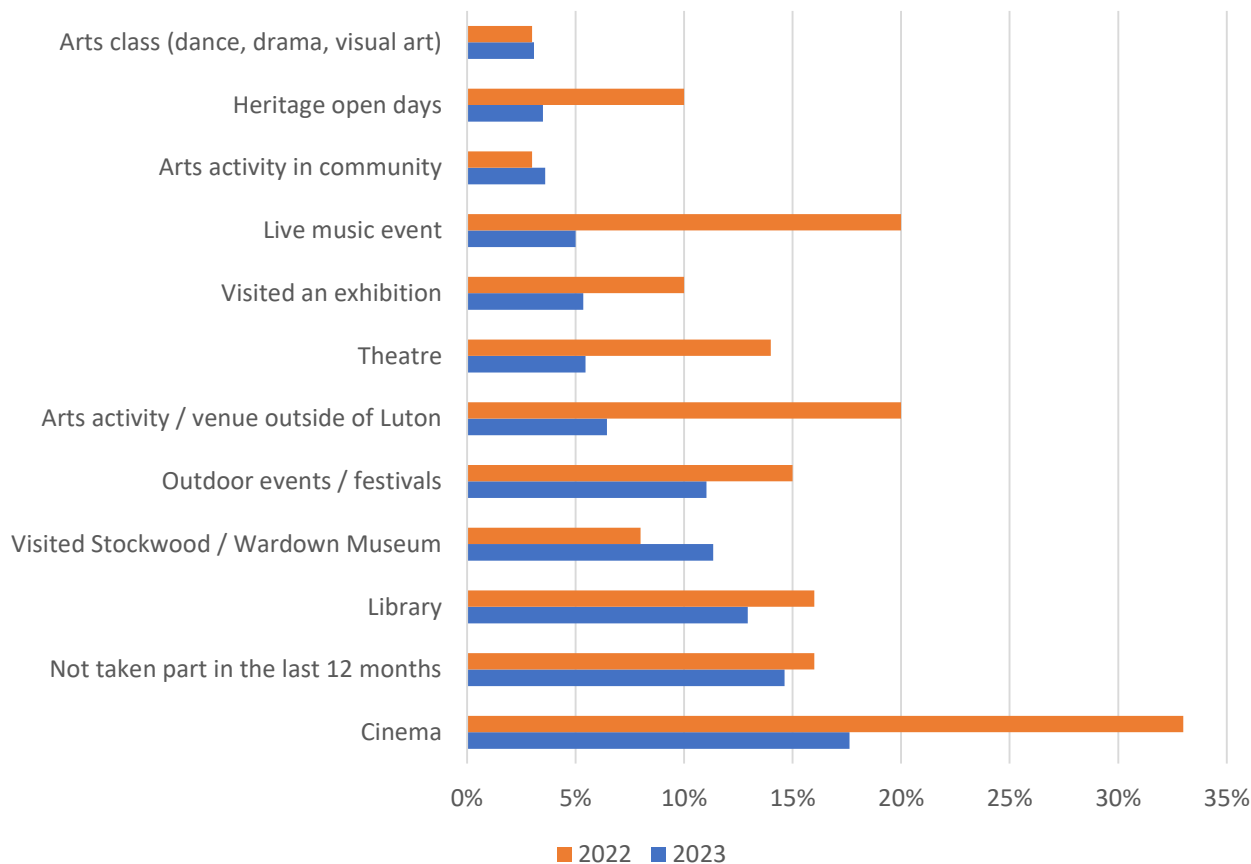
Less than 60% have smart meters / insulation or solar panels in their homes. This is similar to what was found in the last wave.

Around 63% of the respondents walk or cycle instead of driving or taking public transport which has gone up significantly from around 25% last year.

The use of electric and hybrid cars has also increased from around 8% last year to 40% this year.

# Participation of arts, cultural or heritage activities

Which of the following arts, cultural or heritage activities in Luton have you participated in, in the last 12 months



Visiting the cinema still remains the most popular activity with 18% of the respondents having visited the cinema in the last 12 months. However this compares to 33% in the last wave.

Live music events and activities outside of Luton have drastically decreased from around 20% last year to around 5% this year.

In fact most of the activities, apart from visiting Stockwood Park, have reduced since the last survey in 2022.

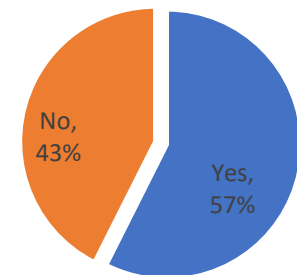
# Employment status

Amongst those of working age, around 67% of the respondents are in paid employment. This has drastically decreased from the last wave when it was 75%. The lowest employment rate is amongst Mixed ethnicities which is 49%, followed by White British (65%), Asian (67%), Black (72%) and Eastern Europeans (74%).

Of those residents who are in paid employment (and answered the following questions):

- 20% get less than national living wage of £10.42 per hour before tax
- 18% do not feel they have good job security
- 20% do not get regular, reliable hours
- 33% do not get opportunities for training and development
- 30% do not feel satisfied with the quality of the work
- 45% do not feel they have good career progression
- 19% feel they are not managing well financially
- 38% feel their financial situation has got worse over the last 12 months

Are you currently in paid employment

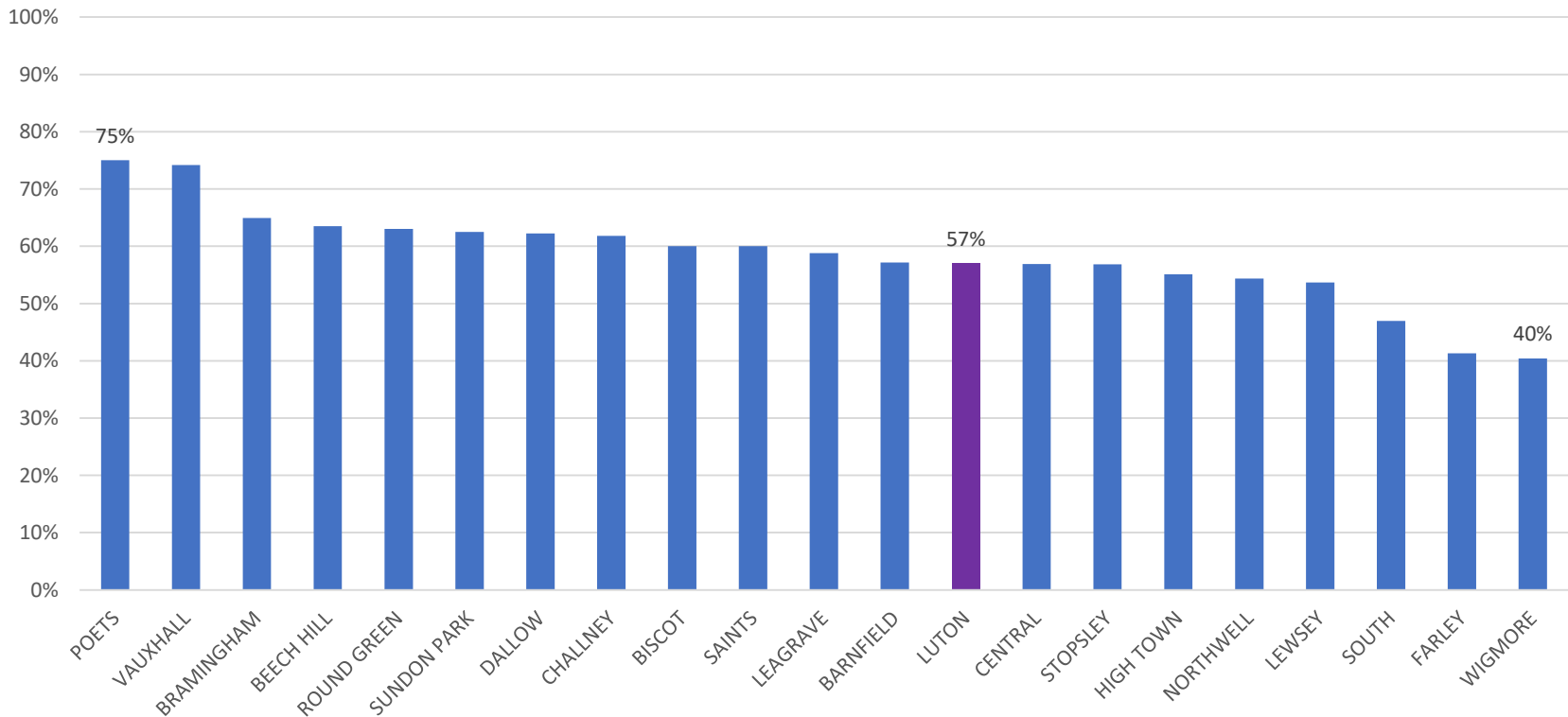


(Note: national living wage of £10.42 for those aged over 23)

# Employment status by ward

Poets and Vauxhall have the highest percentage of residents in paid employment with around 75% in each ward. In contrast, Wigmore (40%) and Farley (41%) have the least.

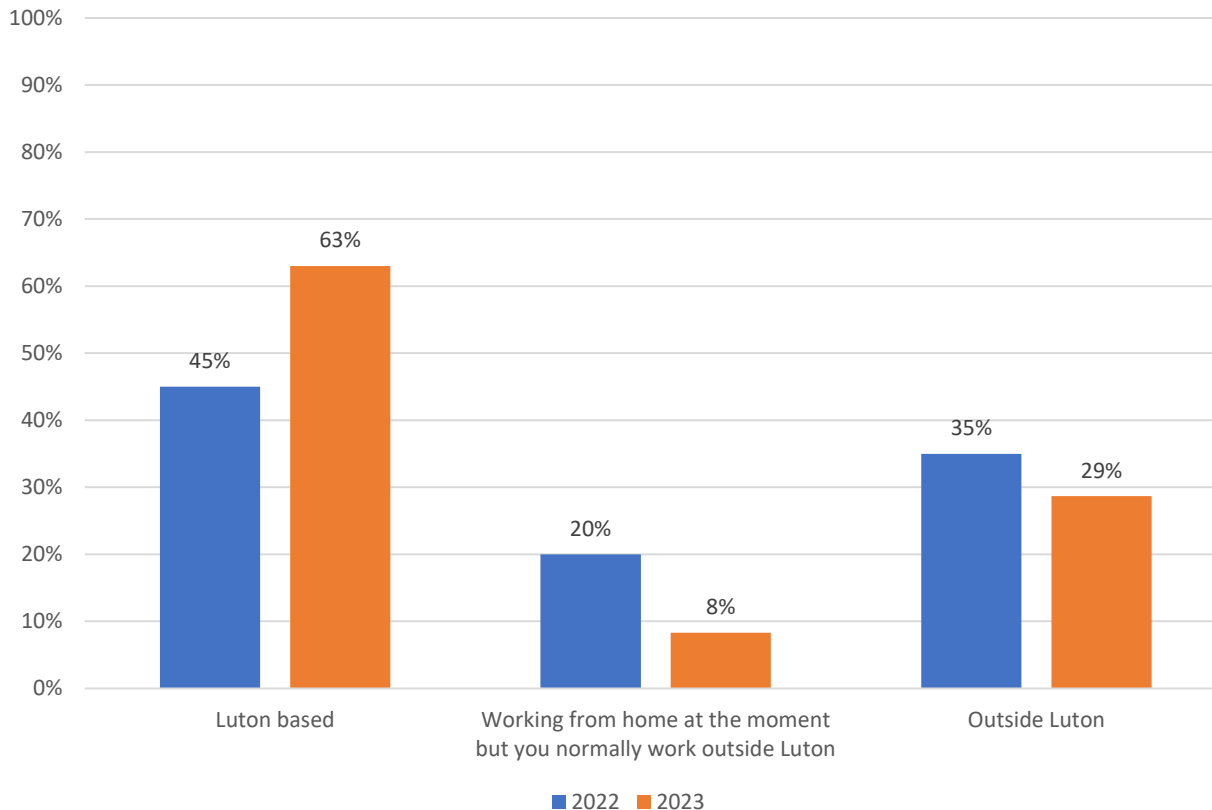
Paid employment by ward





# Location of work

Where is your work based



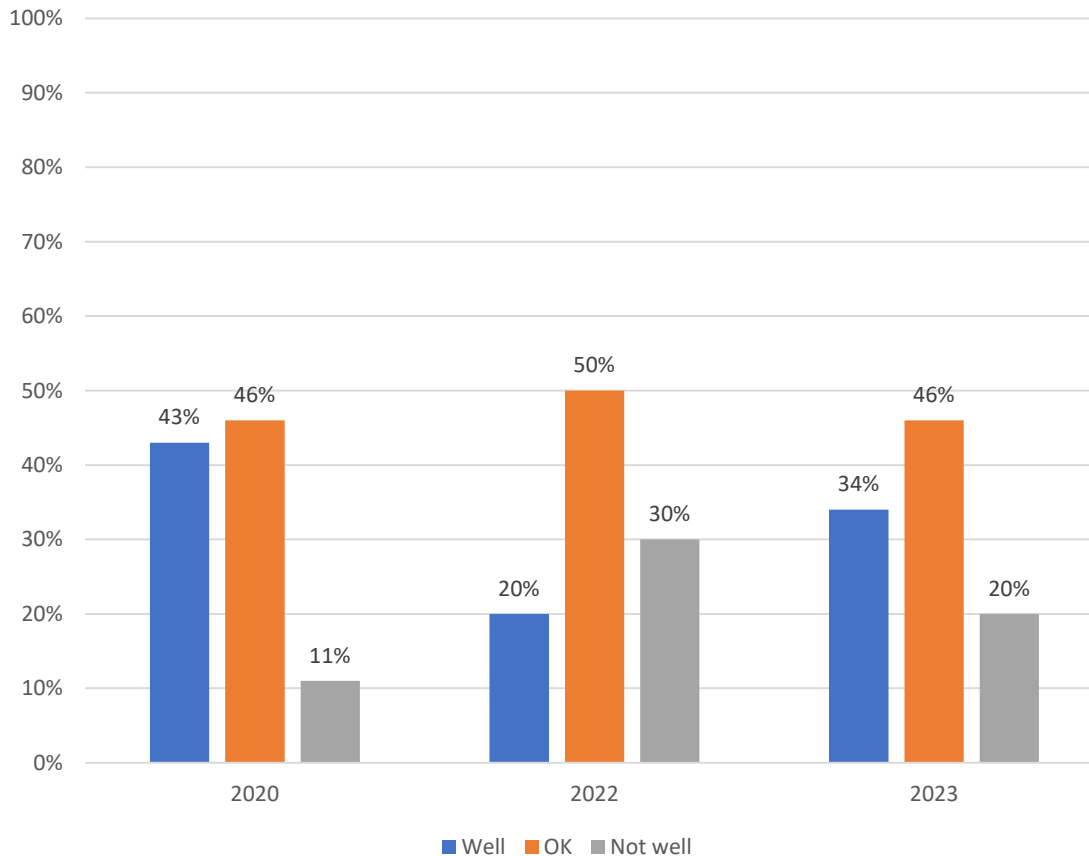
Of those currently in paid employment, 63% are based in Luton. This is notably higher than the last year when it was 45%.

The percentage of those working from home has decreased dramatically from 20% last year to 8% this year.

Women are more likely to be Luton based (70%) than men (57%). Asian respondents are also more likely to work from Luton (70%) than any other ethnicity (59%).

# Financial management

How well do you feel you're managing financially



Around 34% feel they are managing well financially compared to 20% last year.

Women seem to have a bleaker outlook (24%) than men (17%).

Twenty-two per cent (22%) of those under the age of 60 feel they are not managing financially well compared to 15% in the over 60 age range.

A large proportion (41%) of those who did not have job security were also not managing well financially compared to only 13% of those who did have job security.