



EUROPE

Understanding the views of organisational and community leaders on the factors that most affect quality of life in Greater Cambridge

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Foreword

‘Quality of life’ (QOL) is what we at Cambridge Ahead believe should be the lodestar for sustainable and inclusive growth in Greater Cambridge. However, it is hard to define and measure.

Our ambition in commissioning this research has always been to help our city’s region understand better what influences quality of life here and what we can do to incorporate this understanding into our collective decision making, sitting alongside our previous research into the topic. We are not seeking a singular definition of the issue but want to highlight the issues and show community leaders and employers what is important.

This research sought to understand more about our local context in Greater Cambridge, not through a representative sample approach but by gaining views from those with insights into a cross-section of communities, groups and organisations in the city region. The findings provide what is likely the tip of the iceberg in understanding quality of life in Greater Cambridge. Based on this research, our primary recommendation at Cambridge Ahead is that the region find a formal and robust way to regularly monitor QOL through a ‘Greater Cambridge QOL measure’.

The insights from this research give us an early understanding of what some of the key issues are likely to be, allowing institutions across the city to respond constructively. Examples include demonstrating the linkages between poor transport systems and QOL, highlighting that lower income groups have less satisfaction in their access to nature, and demonstrating that personal relationships are at the heart of QOL for any group or demographic. These insights have direct value for policymakers and business leaders. How can improved public transport be achieved? How can we provide more access to green space? How can organisations help people form meaningful personal relationships inside and outside of work?

Cambridge is a world-renowned city that contributes positively to the quality of life of many residents, workers and visitors. However, we know that this is not the whole picture and that there are many communities and groups whose quality of life falls short of what we should all expect. We also know that the natural environment is under increasing pressure. Our objective at Cambridge Ahead is to shed light on some of these issues and advocate for significantly more work on them across the region’s major institutions. Cambridge Ahead is committed to directly supporting the region’s collective next phase of work on quality of life.

I would like to thank Christian van Stolk, Andreas Culora and the wider team for their professional expertise and commitment in producing this research as part of the longstanding partnership between Cambridge Ahead and RAND Europe.

Jeremy Newsum – Chair, Cambridge Ahead Quality of Life Group

Summary

Measures of quality of life (QOL) have become an increasingly important tool to inform local decision making across the world. There is a national infrastructure for measuring QOL across the UK via the Office for National Statistics (ONS). However, QOL measures or research to understand QOL in local areas in the UK are less common. The Greater Cambridge area is one location where no QOL measure or mechanism for monitoring QOL over time has been operationalised. The existing evidence on QOL in Greater Cambridge suggests the situation is complex. The local area seemingly performs well in some QOL areas, e.g. education, arts and culture, and the local labour market. However, it does not provide a high level of QOL in others, evident from housing unaffordability, low housing quality, issues around traffic and transport, and crime and socio-economic issues stemming from poverty and inequality. Within this context, Cambridge Ahead (an organisation of influential employers across business and academia in Cambridge) has sought to add to the evidence base and better understand the QOL priorities of communities living and working in Greater Cambridge by drawing on leaders from a wide range of organisations and communities, including large employers, community groups, charities and local government, as a valuable additional resource on understanding factors affecting QOL. The underpinning logic was that, given their role in their respective organisations and the community, these organisational and community leaders would provide useful insights to begin understanding and exploring the factors that most affect QOL among people in the organisations and communities they work with.

This study's overall aim was to **understand the views of organisational and community leaders on the factors that most affect quality of life in Greater Cambridge**. While several approaches to understanding factors affecting QOL in the Greater Cambridge community were considered, we chose to consult organisational and community leaders in this study. Those surveyed and interviewed included leaders working in various organisations (e.g. Greater Cambridge businesses and universities), Greater Cambridge charities, communities and neighbourhoods, and taking decisions as part of local-authority and public-service institutions to shape the area's future. We selected this group for several reasons. Given Cambridge Ahead's organisational focus, it was deemed of interest to gather the views of organisational and community leaders on the factors affecting their QOL. Furthermore, since we drew these leaders from various organisations and communities across Greater Cambridge, the study team perceived that the resulting insights would provide a useful starting point for understanding the views of different organisations and communities in Greater Cambridge about the factors affecting the area's QOL.

Underpinning the methodological approach adopted for this study were the following research questions:

1. Currently, how do organisational and community leaders in the Greater Cambridge area feel about overall QOL for them and the communities they are part of?

2. Which dimensions of QOL are of most importance to organisational and community leaders and their groups in affecting overall QOL in the Greater Cambridge area?
3. How does the prioritisation of QOL dimensions differ by various demographic and organisational characteristics of organisational and community leaders in the Greater Cambridge area?
4. How, if at all, has the COVID-19 outbreak impacted how organisational and community leaders in the Greater Cambridge area perceive current overall QOL and the importance of QOL dimensions?

To achieve our overall aim and answer the research questions above, we deployed a two-stage methodological approach. This approach involved: (i) surveying organisational and community leaders in the Greater Cambridge area, and (ii) conducting interviews with organisational and community leaders to reflect on and stress-test the survey findings and discuss their future QOL priorities. In total, 105 organisational and community leaders in the Greater Cambridge area were surveyed, while interviews were conducted with eight organisational and community leaders. The major findings are described below.

Personal relationships, health and well-being are key factors affecting overall QOL in Greater Cambridge

Personal relationships, health and well-being are ranked as key dimensions affecting overall QOL when thinking about a time before or during the COVID-19 pandemic or about the future. This is particularly true for personal relationships, which are ranked highly across all three time points. Respondents most commonly report that their views are ‘moderately’ similar to others in their organisation or community, while some indicate that their views are ‘slightly’ similar. Interviewees also suggest that the COVID-19 pandemic may have increased the relative importance of personal relationships in affecting one’s overall QOL. However, when providing their top five QOL priorities for the future, personal relationships do not feature prominently.

The COVID-19 pandemic has affected views on some of the key factors affecting overall QOL

The COVID-19 pandemic influenced survey respondents’ views about the factors most affecting overall QOL; respondents rated some factors as more influential in shaping their QOL during the pandemic, and others as less important. A sense of community in the local area and work-life balance emerged as more important in affecting overall QOL when survey respondents thought about a time during the pandemic compared to pre-pandemic or future levels. A sense of community in the local area was also one of the most mentioned QOL dimensions when interviewees provided their top five rankings for the future. Conversely, the local education system, how councils run things, traffic, local businesses and the economy seemingly became less important in affecting overall QOL when survey respondents thought about a time during the pandemic.

Crime is not perceived as an important factor affecting overall quality of life in Greater Cambridge

Crime is ranked as a low priority in affecting overall QOL when thinking about a time before or during the COVID-19 pandemic or about the future. However, interviewees generally report surprise at these survey results, suggesting that crime disproportionately affects young people and that the pandemic increased the risk of particular types of crime, e.g. domestic violence. However, crime is not included in interviewees' top five dimensions affecting QOL.

While the level of satisfaction with housing is generally high, this is less applicable to young people and females

Although most survey respondents report a high level of satisfaction with housing, the subgroup analysis shows that satisfaction is lower among younger and female respondents. Interviewees also mention surprise at the high level of satisfaction with housing reported in the survey; this may have been different if the survey had more comprehensively captured the views of young people and lower-income groups.

Public transport and traffic are areas of dissatisfaction in Greater Cambridge

Survey respondents and interviewees both report a high level of dissatisfaction with public transport and traffic in the local area, consistent with findings from pre-existing research in the Greater Cambridge area. Distance from the city centre is pivotal; the further away one lives from the Cambridge city centre, the more public transport and traffic become problematic.

The level of satisfaction with the local natural environment is generally high, although those on lower incomes are less satisfied

Although most survey respondents report a high level of satisfaction with the local natural environment, the subgroup analysis shows that satisfaction with the local natural environment is lower among respondents with lower incomes. This distinction is important since respondents on lower incomes also rank the local natural environment highly as a factor affecting QOL before and during the pandemic and when thinking about the future.

The COVID-19 pandemic has negatively impacted overall quality of life in Greater Cambridge

Most surveyed respondents report a negative impact of COVID-19 on their overall QOL. The subgroup analysis reveals that a particularly high proportion of lower-income respondents and those working in businesses and community/neighbourhood organisations report this negative impact. However, a minority of survey respondents indicate that the pandemic has positively impacted their overall QOL. Respondents generally describe their views as similar to those of people in their organisation or community, with some

indicating that their views are ‘somewhat’ or ‘much more’ positive. Interviewees generally report understanding and lack of surprise about these results, drawing on potential reasons for negative impacts (e.g. health issues, travel restrictions, adverse business outcomes) and positive impacts (e.g. more family time, less commuting time, more flexible working patterns) of the pandemic on overall QOL.

The level of satisfaction with overall quality of life is generally high in Greater Cambridge

The survey results indicate that respondents are generally satisfied with their overall QOL, including their life, their local area, things in their life being worthwhile and their mental and physical health. Respondents indicate that their views are ‘about the same’ or ‘somewhat more positive’ than those of other people in their organisation or community. However, interviewees have reservations about the high satisfaction scores for mental-health and local-area satisfaction, suggesting the results may differ depending on the groups and areas asked. Interviewees cite the impacts of the COVID-19 pandemic on mental health (particularly for young people) and geographic, demographic and socio-economic differences of local areas in Greater Cambridge. In particular, interviewees mention that local-area satisfaction may be lower in deprived locations further away from the city centre.

Future work should build towards a Greater Cambridge quality of life measure

Future work should seek to regularly monitor the Greater Cambridge population’s overall QOL and specific factors affecting overall QOL in the area through a Greater Cambridge QOL measure. By tracking these over time, any Greater Cambridge QOL measure – including the framework of dimensions underpinning the measure – can be updated to continue meeting the population’s needs at any given time. This regular and ongoing measurement and monitoring may take three forms:

1. *Mobilising secondary data sources* to measure and monitor various QOL dimensions pertinent in the Greater Cambridge area.
2. *Establishing a regular survey*, similar in scope to the one administered in this study, as a useful and viable way of tracking or ‘pulsing’ the overall QOL and specific QOL priorities of the Greater Cambridge population over time. One way to build on the survey administered in this study would be to survey a more representative sample of the general population in Greater Cambridge on the factors affecting their QOL and compare findings with this research.
3. *Undertaking qualitative research* in the form of regular workshops or focus groups with organisational and community leaders in the Greater Cambridge area may present a more cost-effective solution to keeping up-to-date with the changing QOL priorities of the Greater Cambridge population.

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Abbreviations

OECD	Organisation for Economic Co-operation and Development
ONS	Office for National Statistics
QOL	Quality of Life
RQ	Research Question
UK	United Kingdom
WHO	World Health Organization

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1. Introduction

1.1. Background

Measures of Quality of Life (QOL) have become an increasingly vital tool to inform local decision making, particularly around maximising the QOL of those living and working in the local area and stimulating prosperity and economic growth locally. One of the first instruments to measure QOL – the World Health Organization (WHO) QOL-100 – was designed by the WHOQOL Group affiliated with WHO (The WHOQOL Group 1995; 1998). This has since led to the development of further QOL measures tailored to people and places worldwide. Notable examples include the European quality of life survey,¹ the Bhutan Gross National Happiness Index,² the New Zealand Living Standards Framework,³ the Halifax Quality of Life survey,⁴ the Bristol Quality of Life Survey,⁵ the Office for National Statistics (ONS) National Well-Being Measures,^{6 7} the Seattle Happiness Survey,⁸ and the RAND Local Well-Being Index⁹ (developed for Santa Monica, California).

As established in the study preceding this research (Culora & van Stolk 2020), there is no single dominant definition or conceptualisation of QOL (despite the many in existence). Large international organisations and national and local actors have sought to provide concise definitions of QOL,¹⁰ including WHO ('an individual's perception of their position in life'), the Organisation for Economic Co-operation and Development (OECD) ('...human welfare (well-being) measured by social indicators...') and Eurostat ('...the full range of factors influencing what people value in life beyond its materials aspects'). However, conceptualisations (and measures) of QOL are often underpinned by complex frameworks of dimensions/indicators affecting or influencing the QOL of those for whom the measure is intended. In the UK, well-being, rather than QOL, is more commonly utilised and measured at the national level. While

¹ Eurofound (2021).

² Oxford Poverty and Human Development Initiative (2021).

³ The [New Zealand] Treasury (2021).

⁴ Halifax (2020).

⁵ Bristol City Council (2021).

⁶ ONS (2018).

⁷ Brown et al. (2017).

⁸ Happiness Alliance (2011).

⁹ RAND Corporation (2016).

¹⁰ Culora & van Stolk (2020).

there is some conceptual overlap between QOL and well-being, the former is a broader concept while the latter is more often concerned with one's mental and emotional state (Culora & van Stolk 2020).

Measurement and monitoring of QOL (or the related concept of well-being) have been practised in the UK for the past decade, both at the national and regional/local level (e.g. the Bristol QOL survey). The key national data source for measuring QOL is the ONS National Well-Being Measures. Metrics from the ONS revealed that personal well-being levels among adults¹¹ increased overall in the UK between 2011 and 2016.¹² Furthermore, mental well-being scores, feelings that the things we do in life are worthwhile and reported levels of closeness within neighbourhoods increased in the UK by 4.6 percentage points, 4.1 percentage points and 3.6 percentage points, respectively, between 2011 and 2016. Mental well-being reached a level close to those seen in the EU-28¹³ as a whole, and feelings of worthwhile increased in the UK while the EU-28 average fell during this time (ONS 2019). Prior to the COVID-19 pandemic, overall levels of QOL and well-being in the UK appeared to be high and improving.

Given this research was undertaken during the COVID-19 pandemic, existing evidence on the pandemic's impacts (if any) on QOL in the UK should be considered. Analyses of COVID-19's impacts on QOL and well-being, also produced by the ONS through the Opinions and Lifestyle Survey, indicates that the pandemic has negatively impacted overall levels of personal well-being. Indeed, the ONS found that four out of five surveyed adults (84.2%) reported worrying to some extent about the pandemic's effect on their life at the time of the survey (ONS 2020). Of those that reported being worried to some extent, just over half (53.1%) reported that the pandemic was affecting their well-being. At the same time, just under half expressed concerns around the availability of groceries, medication and other essentials (49.5%), being unable to make plans (48.1%) and personal travel plans being affected (45.6%). Of those that reported concern about the pandemic's impact on their well-being, over half reported feeling worried about the future (71.7%) or stressed or anxious (64.3%), while just under half reported feeling bored (45.9%). In addition, slightly less than half (46.9%) of all surveyed adults reported high levels of anxiety (ONS 2020).

While the ONS collects information on QOL and well-being in the UK, QOL measures or research to understand QOL in local areas in the UK are less common. A previous RAND Europe study identified some measures explicitly developed to assess QOL in regional or local areas in the UK, e.g. the Bristol QOL survey (Culora & van Stolk 2020). However, many local areas in the UK do not have such bespoke QOL measures or mechanisms to monitor QOL and well-being over time.

The Greater Cambridge area in the UK is one location where no QOL measure or mechanism for monitoring QOL over time was identified. However, a RAND Europe study surveyed workers in the Cambridge area to assess their overall QOL and provide more detailed insights on the quality and use of local services across a range of areas, including health and transport. The study highlighted significant interdependencies between satisfaction with local services, satisfaction with the local area and overall life satisfaction (Garrod et al. 2015). The research also found that living inside or outside Cambridge city centre

¹¹ Defined by the ONS in this context as those aged 15 and above.

¹² The ONS only reports data up to 2016 due to a lack of internationally comparable data beyond this time point.

¹³ The EU-28 includes the United Kingdom as well as the other EU-27 Member States before the UK left the European Union.

yielded significant differences in satisfaction with several QOL areas, such as housing, traffic and a sense of belonging to a community. Housing and traffic congestion were the areas of most concern where improvement was most needed, with young people being the most likely to find housing unaffordable and older groups being more concerned about traffic (Garrod et al. 2015).

Moreover, research undertaken by the Cambridgeshire Community Foundation has also emphasised life aspects that influence overall QOL in Cambridge. The Vital Signs report found that the city has the most unequal distribution of wealth and is the 30th most expensive for housing in the country, with average house prices equalling 13 times the median annual income (Cambridgeshire Community Foundation 2021). The report also found that just over one-quarter of local neighbourhoods across Cambridgeshire fall in the worst 20% of neighbourhoods across England for housing, accounting for housing affordability and housing quality. Moreover, Cambridge has a higher crime rate than the average across England (12.7% compared to 8.8%, respectively). In particular, domestic abuse has become more prevalent across Cambridgeshire in recent years and now accounts for 16% of crimes in the county.

Furthermore, the number of hate crimes in Cambridgeshire has increased since 2013, in line with national trends. However, despite decreasing nationally, the number of hate crimes continued increasing in Cambridgeshire between 2019 and 2020. The impact of the lack of public transport on QOL was also highlighted, particularly for individuals living in rural areas around Cambridge, as it has increased their isolation and reduced access for those without cars. Moreover, the research highlighted that the COVID-19 pandemic has substantially increased disparities in prosperity, education, healthcare and social connectivity in Cambridgeshire, adversely affecting more deprived households. On the other hand, the Vital Signs report found areas where the Cambridgeshire area performs well in QOL. For example, as a local authority, Cambridge ranks first for museums, archives and artefacts (Cambridgeshire Community Foundation 2021). The report also found that the proportion of students achieving grade C/4 or above in five GCSEs is higher in Cambridgeshire (68%) than the England average (65%). Furthermore, the unemployment rate in Cambridge (3.1%) and South Cambridgeshire (2.3%) is lower than the UK average (3.8%).

Overall, the existing evidence suggests that QOL in the Greater Cambridge area is complex. There are specific areas where those living and working there experience greater levels of QOL compared to other parts of the UK, including education, arts and culture, and the local labour market. On the other hand, it appears that housing unaffordability, low housing quality, issues around traffic and transport, and crime and socio-economic issues stemming from poverty and inequality affect the QOL of many people living and working in the Greater Cambridge area.

Within this context, Cambridge Ahead (an organisation of influential employers across business and academia in Cambridge) designed a four-stage action plan to measure QOL in Greater Cambridge and better understand the QOL priorities of this area's population. This exercise aims to ensure QOL is a key priority for local public policy in the coming years. The four stages of the action plan involve:

- (i) A literature review to gain a better understanding of the concept (which RAND Europe has undertaken already)¹⁴;
- (ii) A survey with organisational and community leaders from different parts of the Greater Cambridge community (e.g. local authorities, the business sector, public sector, voluntary organisations) to provide useful insights to begin to understand the factors that most affect QOL among people in the organisations and communities that these leaders work with;
- (iii) Creation of an index of key QOL indicators (based mostly on existing and publicly available indicators) for decision makers, Cambridge Ahead and the wider business community, and;
- (iv) Activities to support decision makers to track changes in QOL indicators over time.

This study addressed the second part of the action plan as listed above.

1.2. Research questions

This study's overall aim was to **understand organisational and community leaders' views on the factors most affecting QOL in Greater Cambridge**. Underpinning the methodological approach adopted for this study were the following research questions (RQs):

- (i) Currently, how do organisational and community leaders in the Greater Cambridge area feel about overall QOL for them and the communities they are part of?
- (ii) Which dimensions of QOL are of most importance to organisational and community leaders and their groups in affecting overall QOL in the Greater Cambridge area?
- (iii) How does the prioritisation of QOL dimensions differ by organisational and community leaders' various personal and organisational characteristics in the Greater Cambridge area?
- (iv) How, if at all, has the COVID-19 outbreak impacted how organisational and community leaders in the Greater Cambridge area perceive current overall QOL and the importance of QOL dimensions?

We defined this study's population of interest as 'organisational and community leaders'. The leaders we surveyed and interviewed in this study included those working in various types of organisations, e.g. Greater Cambridge businesses and universities, Greater Cambridge charities, communities and neighbourhoods, and in local-authority and public-service institutions to take decisions shaping the area's future. Thus, the insights garnered from this population provide a useful starting point for understanding the views of different organisations and communities in Greater Cambridge about the factors affecting QOL in the area. For more information on the rationale for consulting with this group on the factors affecting QOL in Greater Cambridge, please see Section 2.1.1.

¹⁴ See Culora & van Stolk (2020) for the final report from this study.

2. Methodological approach

To address the RQs outlined above, we deployed a two-stage methodological approach. This involved (i) surveying organisational and community leaders in the Greater Cambridge area and (ii) conducting interviews with relevant organisational and community leaders to reflect on and stress-test the survey findings and discuss their QOL priorities in the future.

It is important to note that this work sits in the broader suite of work that Cambridge Ahead's Quality of Life Group is undertaking (as outlined at the end of Section 1.1 above). Our work is also complementary to RAND Europe's previous work on workers' QOL in Cambridge (Garrod et al., 2015) and could – and perhaps should – be supplemented by research in due course.

The following sections outline our approach to administering the survey and undertaking the interviews in more detail.

2.1. Survey

2.1.1. Justification for surveying organisational and community leaders

Many different approaches could be adopted to understand the factors affecting QOL in a given place or population. For example, the Bristol QOL survey is a randomised sample of the city of Bristol, with some additional targeting to boost sample sizes from less responsive groups (Bristol City Council 2021). On the other hand, the RAND Local Well-Being Index – devised as an index of well-being for the population of the city of Santa Monica in the US – draws on multiple data sources, including a population survey, administrative data and social media data (Culora & van Stolk, 2020).

In this study, we considered several approaches to investigating the factors affecting QOL in Greater Cambridge, including undertaking a representative survey of the area's general population. However, we chose 'organisational and community leaders' as the population of interest for the survey and interviews. We use this term to acknowledge that leaders included those working in various organisations, e.g. Greater Cambridge businesses and universities, Greater Cambridge charities, communities and neighbourhoods, and in local-authority and public-service institutions to take decisions shaping the area's future. We prioritised surveying organisational and community leaders as an approach that would balance valuable insights and available resources, alongside other reasons. Given that Cambridge Ahead represents business and academic organisations and takes an organisational perspective in their activities, it was deemed appropriate and of interest to understand the factors affecting QOL for organisational and community leaders. Furthermore, given their role in their respective organisations and the community, we perceived that these organisational and community leaders would provide useful insights to begin understanding and

investigating the factors affecting QOL among various organisations and communities across Greater Cambridge. As mentioned above, it was essential to draw on organisational and community leaders from a wide range of organisations, including large employers, community groups, charities and local government (see Section 2.1.3).

We included a series of questions to measure the extent to which organisational and community leaders' views might reflect the wider views of others in their organisation or community.

Given the limited research on QOL in the Greater Cambridge area, gathering organisational and community leaders' views provides a valuable additional perspective to more broadly investigate the factors affecting QOL in the Greater Cambridge area and the pandemic's possible impact on different QOL dimensions. It is then possible to compare this perspective with other national and local data sources and previous research undertaken in Cambridge (e.g. Garrod et al. 2015).

2.1.2. Development of the survey items

The final survey administered to respondents can be found in Annex A. We administered the survey between November 2020 and January 2021 and designed three overarching sections to meet the RQs outlined in the Introduction chapter. Table 1 outlines these three sections and which RQs each section addressed.

Table 1: Matrix matching overarching survey sections with research questions

Survey section	Research question(s) addressed
Section 1: Feelings towards your overall QOL	RQ1; RQ4
Section 2: Factors influencing your overall QOL	RQ2; RQ4
Section 3: About you and your organisation	RQ3

The first section of the survey aimed to understand how respondents perceived their overall QOL at the time of answering the survey. This section of the survey was a combination of items designed by the research team and items adapted from several pre-existing measures of QOL or well-being. Such measures include the ONS National Well-being Measures, items from the survey developed by RAND Europe in a previous study on the QOL of Cambridge Ahead members (Garrod et al. 2015), and the Bristol Quality of Life Survey. We utilised items from pre-existing measures for comparability with pre-existing and future research and reliability since these items have undergone cognitive testing and validation – particularly the ONS National Well-being Measures.¹⁵ This section covered topics including respondents' perceptions of their overall life and local-area satisfaction, their satisfaction with their mental and physical health, their satisfaction with various areas of life and the effect of the COVID-19 outbreak on their overall QOL.

The second section of the survey asked respondents to rank the top five life-areas influential in shaping their overall QOL, with '1' indicating the most important dimension shaping their QOL and '5' indicating the fifth-most important. To isolate the potentially shorter-term effects of the COVID-19 outbreak on

¹⁵ For more information on this, see ONS (2018).

respondents' priorities, we asked them to rank the dimensions shaping their QOL according to three distinct time points: (i) before the COVID-19 outbreak, (ii) during the COVID-19 outbreak, and (iii) two or more years in the future.¹⁶ The specific dimensions included in these sections were based on the evidence gathered in RAND Europe's previous study for Cambridge Ahead on conceptualising and measuring QOL.¹⁷

The third and final survey section aimed to gather demographic and organisational information to form the basis of the subgroup analysis presented throughout the 'Survey analysis' chapter. Demographic information included a range of characteristics, including age, gender, ethnicity, highest level of education, marital status, annual household income and occupation, among others. We also requested information about respondents' organisation type and location to explore any differences in views on QOL across these organisational axes.

Finally, it is important to note two critical characteristics of the survey. First, we included several questions throughout the survey to assess the extent to which respondents felt that their expressed views were representative of others' in their organisation/community. We included these questions to provide some measure of how much organisational and community leaders' views might reflect the wider views of others in their organisation or community. We refer to these in the analysis as 'orientation questions'. Second, since we administered the survey during the pandemic and partly during a lockdown period, we needed to include features allowing the research team to isolate the effects of the COVID-19 pandemic and implementation of social distancing measures on respondents' views about QOL. We specifically designed elements of the survey's first section and the entire second section to achieve this.

2.1.3. Compiling the list of stakeholders

First, we defined the stakeholders in the Greater Cambridge area as including the following: local authorities, Cambridge Ahead member organisations, other local businesses, universities, public sector organisations, charities, voluntary organisations, other social organisations (e.g. food banks), and community/neighbourhood organisations. RAND Europe developed a preliminary list of stakeholders, supplemented and completed by Cambridge Ahead members and contacts. At this point, we listed around 300 stakeholders for contact.

In parallel, a set of criteria/processes was developed to ensure that the list of stakeholders identified to respond to the survey was as comprehensive as possible while minimising the risk of producing an unbalanced survey sample. These criteria/processes include:

- (i) *The geographical location of organisations.* Information on the geographical location of the respondents' organisation was collected to understand to what extent the list of stakeholders reflects the thoughts and feelings of organisations, communities, and neighbourhoods across Greater Cambridge. When organisations in particular local areas of Greater Cambridge were missing from

¹⁶ The third time point aimed to encourage respondents to think about their QOL priorities at a time beyond the COVID-19 pandemic to isolate the potentially shorter-term effects of the pandemic.

¹⁷ The final report from this study can be found under Culora & van Stolk (2020). See page 18 of this report for more information on QOL dimensions often included in measures, which formed the basis for selecting dimensions for inclusion in Section 2 of the survey.

the sample, the research team attempted to identify organisations or groups located in these places to include in the survey sample.

- (ii) *The organisation type.* The number of identified leaders by organisation type was analysed to identify any inequities which may have unbalanced the survey sample. When a pre-defined organisation type was deemed to have too few identified stakeholders, we increased the sample size within these categories where possible. Organisation types included local authorities, public sector organisations, businesses, local working group/partnership, universities, charity/voluntary organisations, community/neighbourhood organisations, residents' associations, religious groups/places of worship, libraries, sports organisations and youth organisations.
- (iii) *The number of individuals within each organisation.* The research team specified that if more than one leader within an organisation could respond to the survey or offer different perspectives to the overall views of people within that organisation about QOL, then the survey would be administered to more than one individual within that organisation. For example, if both a female and male leader in the organisation were identified, we administered the survey to both to achieve a more gender-equitable balance and gather a broader range of views on QOL. Moreover, if we identified two individuals with quite different leadership roles in one organisation and there was a rationale to suggest they might express different views on QOL, the survey would be administered to both.
- (iv) *The most suitable individual within an organisation to respond to the survey.* We included a link in the survey allowing respondents to forward it to other individuals within their organisation if they considered them better placed to respond.
- (v) *The gender of the stakeholders.* Where possible, information on identified respondents' gender was collected to identify any potential gender imbalances within the survey sample.

The final list of potential survey respondents exceeded 400. However, we only contacted stakeholders for whom we found an email address. Accounting for this, we sent the survey to a total of 272 stakeholders. The following section presents information on the final survey sample achieved.

2.1.4. Final survey sample

Before proceeding with information on the final sample, it is important to note that we did not intend the survey to be representative of the Greater Cambridge population. Instead, given their role in their respective organisations, we perceived that these organisational and community leaders would provide useful insights to begin understanding the factors most affecting QOL among people in their organisations and communities. For example, we assumed that organisational and community leaders in businesses and universities in the Greater Cambridge area provided insights that were useful as a starting point for understanding the views of the business and academic communities in Greater Cambridge about QOL. Thus, our survey insights provide a useful starting point for understanding factors affecting QOL among people in organisations and communities in Greater Cambridge and identifying key QOL dimensions for measurement and decision making to improve QOL for those living and working in Greater Cambridge.

As shown in Table 2 below, we received a total of 105 survey responses. Of these, 57 respondents completed the survey and 48 partially responded. Among the partial respondents, 27 did not respond to any questions,

12 completed the first section of the survey, 6 completed the second section and 3 respondents responded to most survey questions (all questions in the first two sections, and most – but not all – of the questions in the third section).

Table 2: Final sample size

Responses	n=
Total responses	105
<i>Completed</i>	<i>57</i>
<i>Partial</i>	<i>48</i>
Partial: no responses	27
Partial: completed first section	12
Partial: completed second section	6
Partial: almost completed third section	3

We will now present the sample's demographic and organisational characteristics according to variables deemed to be most important in influencing views on QOL. The complete list of collected variables can be found in Annex A. While we considered many variables for the analysis, the final list included age, gender, household income, organisation type, organisation location. Other variables collected in the survey, e.g. education level, ethnicity and accommodation situation, were deemed important enough to include in the subgroup analysis. However, the low sample size and lack of diversity in the final sample meant that a meaningful subgroup analysis could not be implemented along these lines. Using the example of ethnicity, of all 60 respondents who answered this question, 93.3% (56 of 60) categorised themselves as 'white', 5.0% (3 out of 60) as from 'other non-White ethnic groups' and one respondent preferred not to say. Similarly, 78.7% of respondents (48 of 61) reported being educated to degree level or above, while 81.7% of respondents (49 of 60) were homeowners. Thus, the final list of variables selected for the subgroup analysis included those deemed potentially important in explaining differences in views on QOL and those where there was sufficient diversity in the sample to facilitate a meaningful comparison of views across subgroups.

Looking first at age, Figure 1 shows that respondents were generally in the middle-to-older-age cohorts, with over half of respondents aged 45–64. This figure is perhaps not surprising as those in organisational and community leadership roles are more likely to be towards the middle or end of their working careers. Just under one-quarter of respondents were aged 65 and above, while less than one-fifth were aged 25–44. The absence of respondents aged below 25 is important, indicating that the voices of youth organisations and populations in Greater Cambridge are under-represented in this report's analyses.

Figure 1: Final survey sample disaggregated by age subgroups

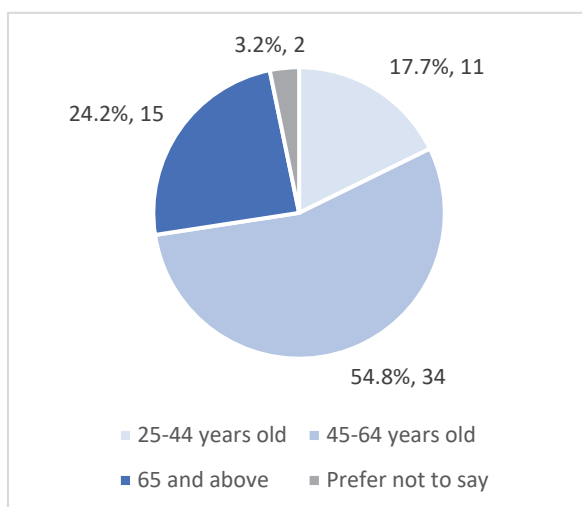
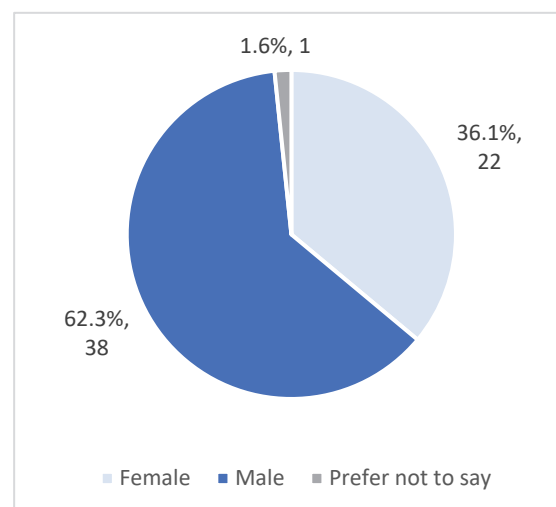


Figure 2: Final survey sample disaggregated by gender subgroups

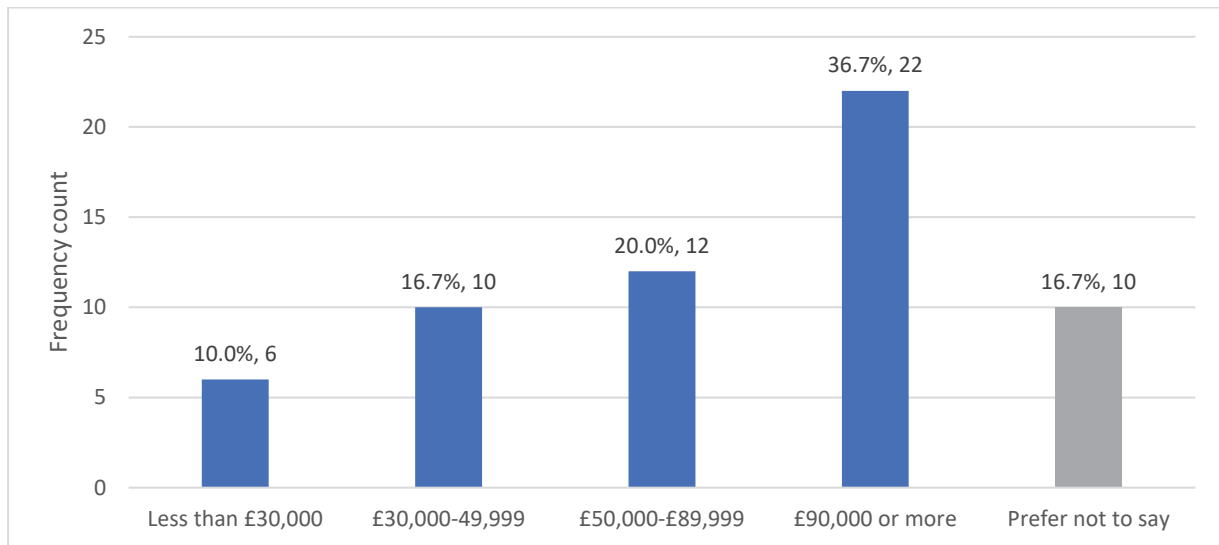


Note: n=62 responses for age. n=61 responses for gender. Age categories were recoded to address low sample sizes and achieve more balance across subgroups in the sample for analysis. Original age categories were: 'Below 18 years old'; '18–24 years old'; '25–34 years old'; '35–44 years old'; '45–54 years old'; '55–64 years old'; '65–74 years old'; '75 years old and above'; and 'Prefer not to say'.

Figure 2 shows the final sample achieved disaggregated by gender. Just under two-thirds of respondents were male, while just over one-third were female. Thus, while the final sample is weighted towards male views on issues related to QOL, there were enough responses from females to facilitate meaningful analysis of responses by gender.

Analysing the sample by income, Figure 3 shows that respondents were generally very affluent, with over one-third of respondents earning a household income exceeding £90,000 per year. One-fifth of respondents had a household income between £50,000 and £89,999, just under one-fifth of respondents had a household income between £30,000 and £49,999, and one-tenth of respondents had a household income below £30,000. Thus, the views of lower-income groups concerning QOL may be under-represented in this report's analysis. However, it is important to note that ten respondents preferred not to provide information on their annual household income.

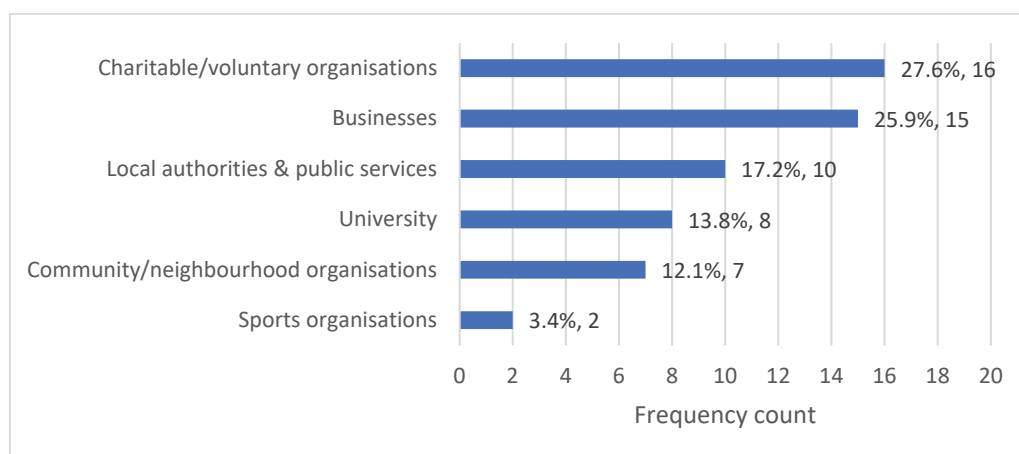
Figure 3: Final survey sample disaggregated by income subgroups



Note: n=60 responses. Income categories were recoded to address low sample sizes and achieve more balance across sample subgroups for analysis. Original income categories were: '£0-£9,999'; '£10,000-£19,999'; '£20,000-£29,999'; '£30,000-£39,999'; '£40,000-£49,999'; '£50,000-£59,999'; '£60,000-£69,999'; '£70,000-£79,999'; '£80,000-£89,999'; '£90,000-£99,999'; '£100,000 or more'; and 'Prefer not to say'.

Analysis of the final sample achieved by the type of organisation reveals generally good coverage across the different types of pre-defined groups. As shown in Figure 4, respondents were most commonly leaders working within charitable/voluntary organisations and businesses. There were also several responses from individuals working in local authorities/public services, universities and community/neighbourhood organisations. Responses were lower among sports organisations. The only type of organisation contacted for participation in the survey that did not respond was youth organisations. Given the absence of respondents from younger age cohorts, the lack of representation of youth organisations further increases the risk that the views of young people in Greater Cambridge concerning QOL are under-represented or missing altogether.

Figure 4: Final survey sample disaggregated by organisation type

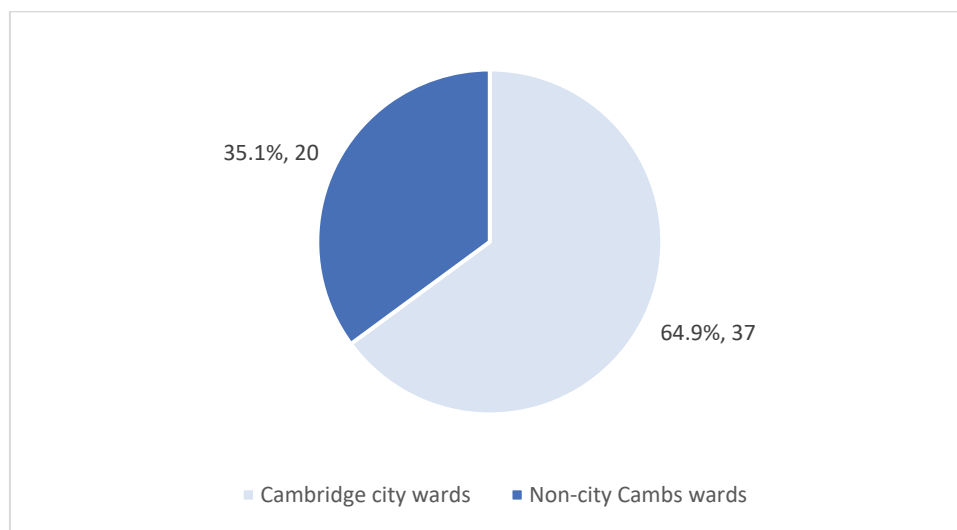


Note: n=58 responses. Categories of organisation were recoded to address low sample sizes and achieve more balance across sample subgroups for analysis. Original organisation categories included: 'Small business (less than

50 staff members'); 'Medium business (51–250 staff members)'; 'Large business (more than 250 staff members)'; 'Community organisation'; 'Charitable organisation'; 'Local authority'; 'Neighbourhood organisation'; 'Public service'; 'Sports organisation'; 'University'; 'Voluntary organisation'; 'Youth organisation'; and 'Other (please specify)'. Respondents from a church and walking club answered 'Other' in this question. These were recoded as 'Community/neighbourhood' organisations within this framework.

Finally, Figure 5 presents the survey sample broken down by the location of individuals' organisations. The survey is weighted towards organisations based in the city of Cambridge, with just under two-thirds of respondents operating within organisations based in the city. However, the strong response from individuals working in organisations outside the city also facilitates meaningful analysis of any differences by organisation location concerning views on QOL.

Figure 5: Final survey sample disaggregated by location of organisation



Note: n=57 responses. Organisation locations were recoded to address low sample sizes and achieve more balance across sample subgroups for analysis. Originally location categories included: 'All wards in the city of Cambridge'; 'All wards in South Cambridgeshire'; 'Cambourne'; 'Chatteris'; 'Ely'; 'Huntingdon'; 'Littleport'; 'March'; 'Peterborough'; 'Soham'; 'St Ives'; 'St Neots'; 'Whittlesey'; and 'Wisbech'.

2.1.5. Analysis approach

Given the sample size achieved, we prioritised descriptive analysis in the form of tables, graphs and key statistics to summarise the data. We undertook this approach on two levels. First, we undertook a descriptive analysis of results across the entire sample of useable responses. Second, we disaggregated results according to the following characteristics (as reported by respondents): age, gender, income level, organisation type and organisation location (by ward).

2.1.6. Limitations of the survey

It is crucial to highlight two key limitations of the survey that will be important when interpreting the 'Survey analysis' and 'Concluding remarks' sections. First, the low survey sample size reduces the reliability and generalisability of our findings. Indeed, the low number of responses did not allow for statistical analyses or hypothesis testing.

Second, the final survey sample was imbalanced along several influential axes. As outlined in Section 2.1.4, the final survey sample predominantly comprised middle-aged and older people, males, affluent individuals, homeowners, people who self-classified as ‘White’, and those educated to degree level or above. The final sample’s lack of diversity may, to some extent, reflect the background of some of the leaders in local organisations. It may also affect how much the views of organisational and community leaders responding to this survey reflect those of leaders across Greater Cambridge. These factors reduce the extent to which the survey findings provide useful insights on factors affecting QOL for people in different organisations and communities across the area. However, we intended this survey to provide a starting point for understanding these issues. Furthermore, we included interviews in the study design to understand where the survey results may be biased or missing essential views. The following section outlines our rationale and approach to undertaking these interviews.

2.2. Interviews

After analysing survey data at the aggregate and subgroup levels, RAND researchers conducted interviews with relevant organisational and community leaders. The rationale for conducting interviews after administering the survey was that, as presented in Section 2.1.4, the survey struggled to capture the views of typically harder-to-reach groups, particularly lower-income and young people. Therefore, the interviews were deployed to understand precisely where the survey did not capture these groups’ views and begin incorporating them by capturing qualitative insights from the organisational and community leaders working with them.

The aims of the interviews were to:

- (i) Discuss the key survey findings and the extent to which the results reflect the views of different people living and working in the Greater Cambridge area, and
- (ii) Explore the QOL priorities for the Greater Cambridge area more broadly in the future.

The interviews covered the first aim using a short slide deck to present key survey findings for discussion. The deck covered the following themes: overall QOL, level of (dis)satisfaction with different areas of life, the impact of the COVID-19 pandemic on overall QOL, and key QOL priorities before the COVID-19 pandemic and in the future. The second aim was covered by asking interviewees to reflect on their top five QOL priorities for the future. We undertook this activity before and after discussing key survey findings to explore whether interviewees’ views on future QOL priorities for the Greater Cambridge area shifted or altered in light of the discussion of key survey findings.

Given the rationale for conducting the interviews, we gave priority to leaders of organisations representing or working with harder-to-reach groups that were missing or under-represented in the survey sample, specifically:

- (i) Leaders in organisations representing or working with lower-income groups
- (ii) Leaders in organisations representing or working with younger people.

We also aimed to gather more in-depth qualitative insights from survey respondents by conducting supplementary interviews. We prioritised surveyed respondents working in charitable or voluntary

organisations, those with lower reported incomes, and respondents in younger age-cohorts for interview selection to gather further insights from harder-to-reach groups.

Using the criteria listed above, we contacted a total of 27 stakeholders for an interview. We conducted eight interviews in total. Table 3 provides a breakdown of the interviewees according to the criteria for selecting interviewees outlined above. In the qualitative analysis presented in Section 4, interviewees are anonymised as ‘Interviewee 1’, ‘Interviewee 2’, etc.

Table 3: Breakdown of interviewees

Respondent type	Number of interviewees
Leaders in organisations representing or working with lower-income groups	2
Leaders in organisations representing or working with younger people	5
Survey respondents	1

Interviews were facilitated by RAND Europe researchers and detailed notes were taken. The information sheet and privacy notice distributed to all interviewees in advance can be found in Annex C of this report, along with the interview protocol used as a discussion guide.

3. Survey analysis

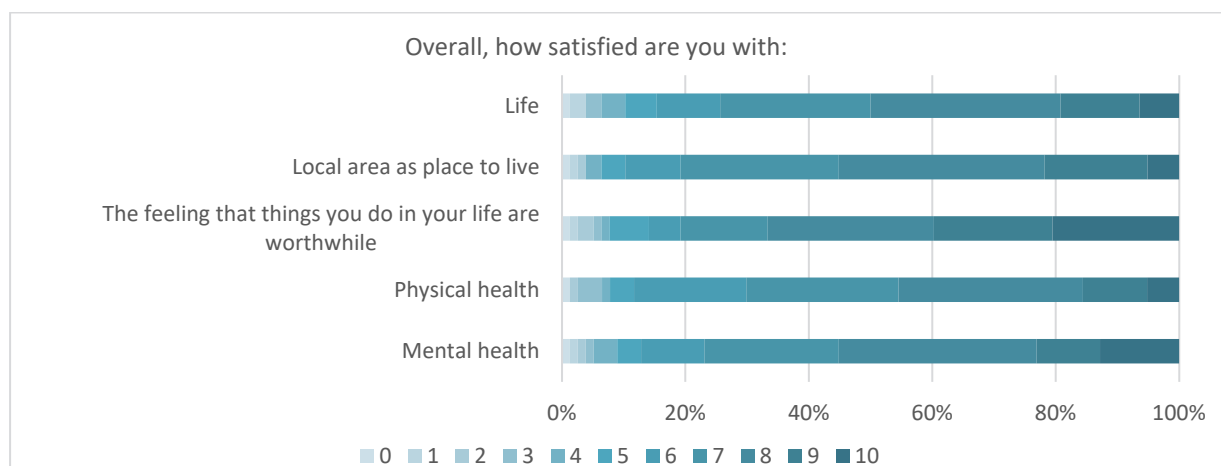
3.1. Key trends in quality of life among the people of Greater Cambridge

This section reports the analysis of survey items related to respondents' views on their overall QOL at the time of responding (i.e. Section 1 of the survey). All graphs related to the sub-group analysis can be found in Annex B. In the following sub-sections, we report only the graphs that show key trends. The analysis will first focus on results across the entire sample and then on subgroup differences, where relevant. Please note that subgroup-level bar charts with data corresponding to a group marked with a dot show responses where respondents have answered the relevant question but not provided the demographic/organisational data required to categorise them into a subgroup.

3.1.1. Overall quality of life

Respondents were asked to indicate their level of satisfaction with five main areas of QOL on a 0–10 scale (where '10' indicates complete satisfaction): life in general, the local area as a place to live, the feeling that things done in life are worthwhile, physical health and mental health. Overall, as shown in Figure 6, respondents appear to be highly satisfied with these five aspects of their lives.

Figure 6: Level of satisfaction with areas of quality of life



Regarding general life, 50% of the individuals scored themselves as '8' and above (74% as '7' and above). This is slightly less than for 'local area as a place to live' and 'mental health', where 55% of respondents selected '8' and above (81% and 77% selected '7' and above, respectively). Around two-thirds of respondents scored themselves as '8' or above in terms of 'the feeling that things you do in your life are

worthwhile'. Moreover, for each of these five life aspects, at least 85% of respondents were 'somewhat satisfied' – no more than 15% of the respondents scored themselves as a '5' or less.

Life satisfaction

Looking at trends by subgroups for overall life satisfaction, respondents with a higher household income seem to be more satisfied with their life in general than respondents from other income subgroups. The analysis at the stakeholder group level shows that community/neighbourhood organisations, charitable/voluntary organisations and local authorities and public services tend to be the most satisfied with life in general.

Results are relatively homogenous in terms of the organisations' location. More than 50% of the respondents in each area selected a score of '8' or above (51% for Cambridge city wards, 55% for non-city Cambridge wards), indicating that overall life satisfaction is similar both inside and outside Cambridge City.

Local area satisfaction

Interestingly, when looking at the trends by age-groups, respondents from the group '65 and above' tend to be the ones with the highest variance in their responses, i.e. they have the highest proportion of those reporting low ratings and the highest reporting high ratings. In total, 91% of the individuals from the youngest age group chose a score of '7' or above. There is a similar trend for the location subgroup. Respondents working in organisations based outside the city generally vary more widely in their satisfaction levels with this aspect of life than respondents working in Cambridge-based organisations: 15% chose a score below '5' versus '0', respectively, and 70% chose a score of '8' or more versus 51%. As before, respondents from higher-income households tend to be more satisfied with their local area than individuals from lower-income households.

The analysis by stakeholder groups shows that respondents from businesses reported the lowest levels of satisfaction with their local area as a place to live.

Feeling that the things done in life are worthwhile

Interestingly, as for the previous area, respondents aged '65 and above' are generally the most dissatisfied *and* satisfied in terms of the 'feeling that the things done in life are worthwhile', with 40% scoring themselves '10' and 14% scoring '3' or below. Both other age groups appear relatively satisfied.

For both gender groups, more than 70% are satisfied with this statement.

As before, respondents from higher-income households tend to be more satisfied than individuals from lower-income households.

Only respondents from businesses and community/neighbourhood organisations expressed some dissatisfaction, while at least 80% in all the other subgroups chose a score of '7' or above.

Satisfaction with physical health

As may be expected, those aged 65 and above reported the lowest levels of satisfaction with their physical health. Regarding organisation type, the only respondents to express dissatisfaction with their physical health were from universities. Results from individuals working in local authorities and public services

varied in satisfaction levels. Regarding most of the other organisation types, most respondents ranked their satisfaction about their physical health between '6' and '8'.

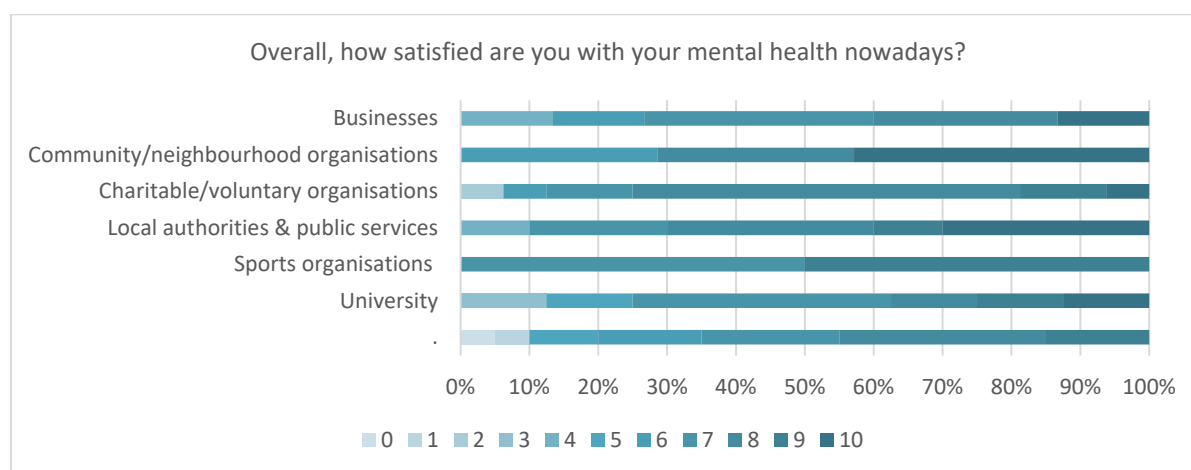
Satisfaction with mental health

A similarly low proportion of individuals appear to be dissatisfied with their mental health across all age-groups (7–9% of the respondents selected a satisfaction level of '4' or below). Results in terms of satisfaction levels are relatively similar across these subgroups.

Males reported higher levels of satisfaction with their mental health than females. However, differences were relatively minor, and females still do appear relatively satisfied with their mental health.

By organisation type, the only group that report noticeable levels of dissatisfaction regarding their mental health are those working in charitable/voluntary organisations and universities, as shown in Figure 7. Otherwise, responses are relatively similar across different stakeholder groups, with community/neighbourhood organisations reporting the highest level of mental health satisfaction (43% of the respondents reported a maximum score of '10'), followed by local authorities & public services (30% of the respondents rated themselves '10').

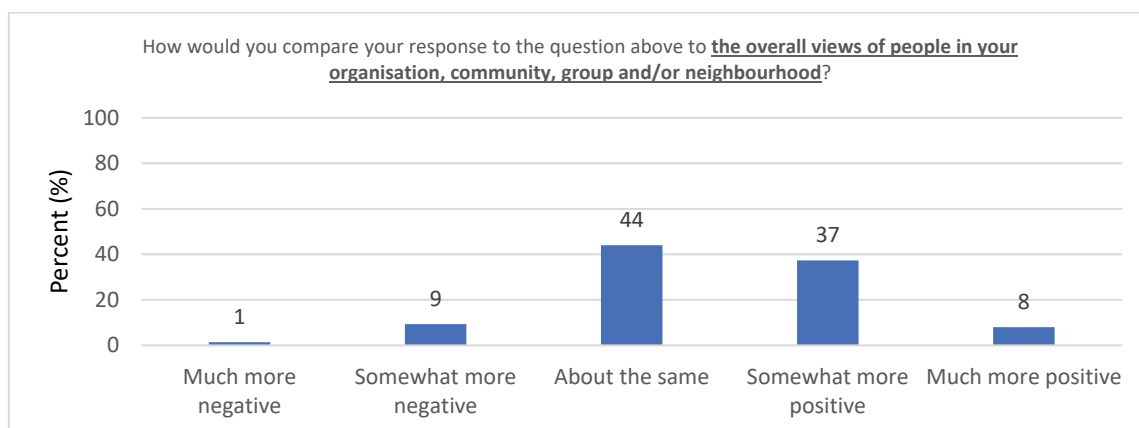
Figure 7: Level of satisfaction with mental health disaggregated by organisation type



In terms of respondents' location, similar mental-health satisfaction levels are evident inside and outside the city (with around 10% scoring '5' and below, and around 25% scoring '8' and above).

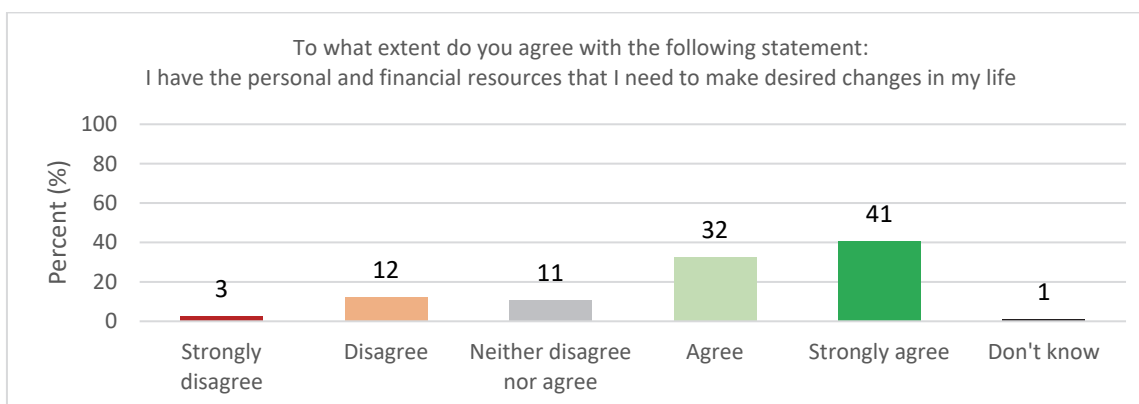
Orientation question

As Figure 8 shows, organisational and community leaders who responded to these questions generally think their responses are either the same (44%) or somewhat more positive (37%) than people's overall views in their organisation or community.

Figure 8: Orientation question for views around satisfaction with overall quality of life

3.1.2. Making desired life changes

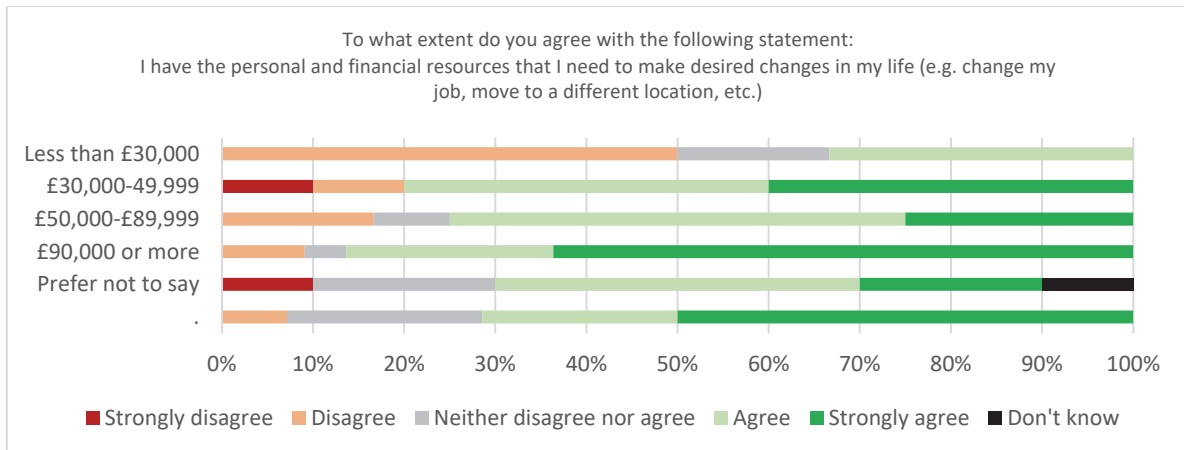
Respondents were asked to evaluate how much they agreed with the idea that they have the personal and financial resources to make desired changes in their life (e.g. change their job, move to a different location, etc.). As shown in Figure 9, more than two-thirds of respondents either agreed or strongly agreed with this statement. However, 15% of respondents either disagreed or strongly disagreed.

Figure 9: Feeling of having personal and financial resources to make desired changes

Regarding gender, the proportion of respondents who disagreed with this statement was higher among males than females. However, more than 70% of each gender agreed or strongly agreed with this statement.

Regarding the income subgroup analysis, a higher proportion of those in higher-household-income subgroups tended to report agreement/strong agreement with the statement, as shown in Figure 10. For example, while 50% of respondents from the lowest-income subgroup disagreed with the statement, less than 20% of those with an income of £50,000–89,999 disagreed. In comparison, less than 10% of those with an income over £90,000 disagreed.

Figure 10: Feeling of having personal and financial resources to make desired changes disaggregated by income subgroups



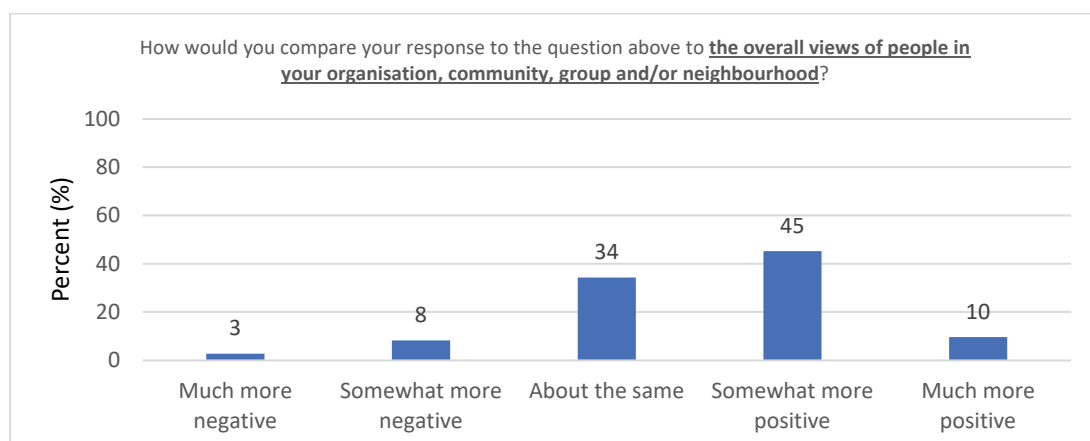
Except for local authorities and public services, a proportion of respondents from all stakeholder subgroups disagreed to some extent with the statement. A higher proportion of respondents from community/neighbourhood organisations and sports organisations disagreed. In comparison, a higher proportion of respondents from businesses, charitable/voluntary organisations and local authorities and public services agreed.

None of the respondents from organisations outside the city strongly disagreed, while 5% of those inside the city did. However, in both subgroups, between 70% and 75% agreed strongly agreed.

Orientation question

Overall, as shown in Figure 11, respondents tended to think that their answers on making desired life changes were either 'about the same' (34%) or 'somewhat more positive' (45%) than the overall views of people in their organisation or community.

Figure 11: Orientation question around making desired life changes

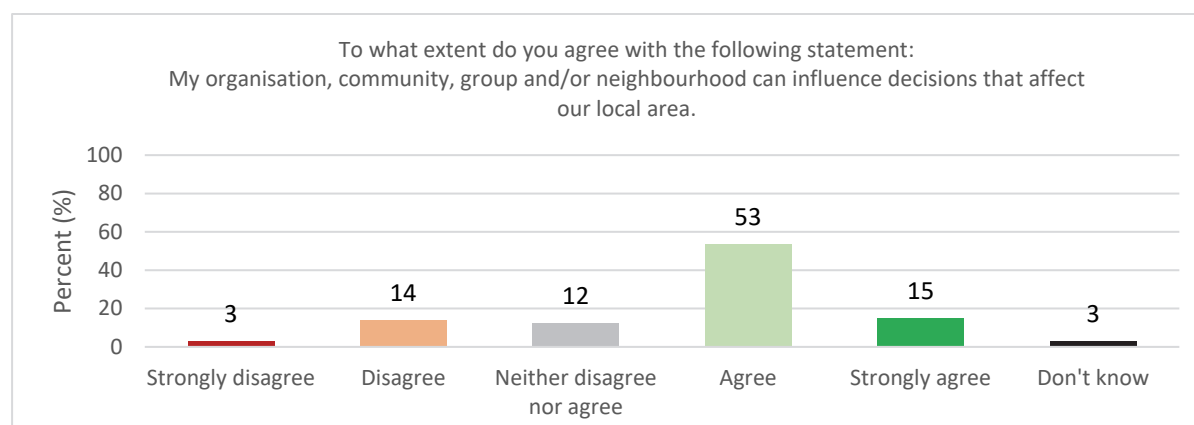


3.1.3. Influence on the local area

Respondents were asked to evaluate how much they agreed with the idea that their organisation or community can influence decisions that affect their local area.

More than two-thirds of the respondents agreed or strongly agreed with this statement (Figure 12). However, more than 15% of the respondents disagreed or strongly disagreed.

Figure 12: Feeling that the organisation/community/group can influence local decisions

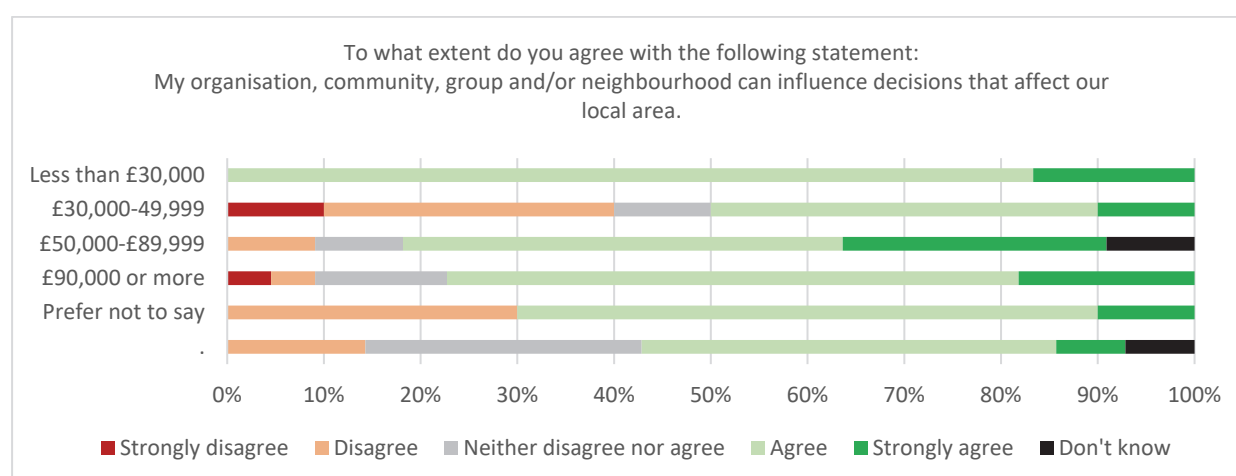


Looking at trends by subgroup, the proportion of respondents disagreeing with this statement ‘to some extent’ was higher for those aged 65 and above (40%) than other age groups (less than 10% for those aged 25–44 and 45–64). Furthermore, over one-fifth of those aged 25–44 and 45–64 ‘strongly agreed’ with this statement, while no respondents aged 65 and above expressed this level of agreement with the statement.

A higher proportion of females appeared to disagree with the notion that their organisation or community could influence local decisions compared to their male counterparts.

Interestingly, analysis at the income level shows that all respondents with an income below £30,000 agreed ‘to some extent’ with the statement that their organisation or community could influence local decisions. In comparison, those with an income between £30,000–49,999 recorded the highest proportion disagreeing with this statement to some extent. Most respondents in the two higher-income subgroups reported some level of agreement with this statement.

Figure 13: Feeling that the organisation/community/group can influence local decisions disaggregated by income subgroups



A similar proportion of respondents from all organisation types agreed that their organisation, community, group and/or neighbourhood were able to influence decisions at the local level (between 70% and 80%). The lowest proportion of respondents disagreeing with this statement was among those working in charitable and voluntary organisations. Finally, there were no noticeable trends in terms of organisation location.

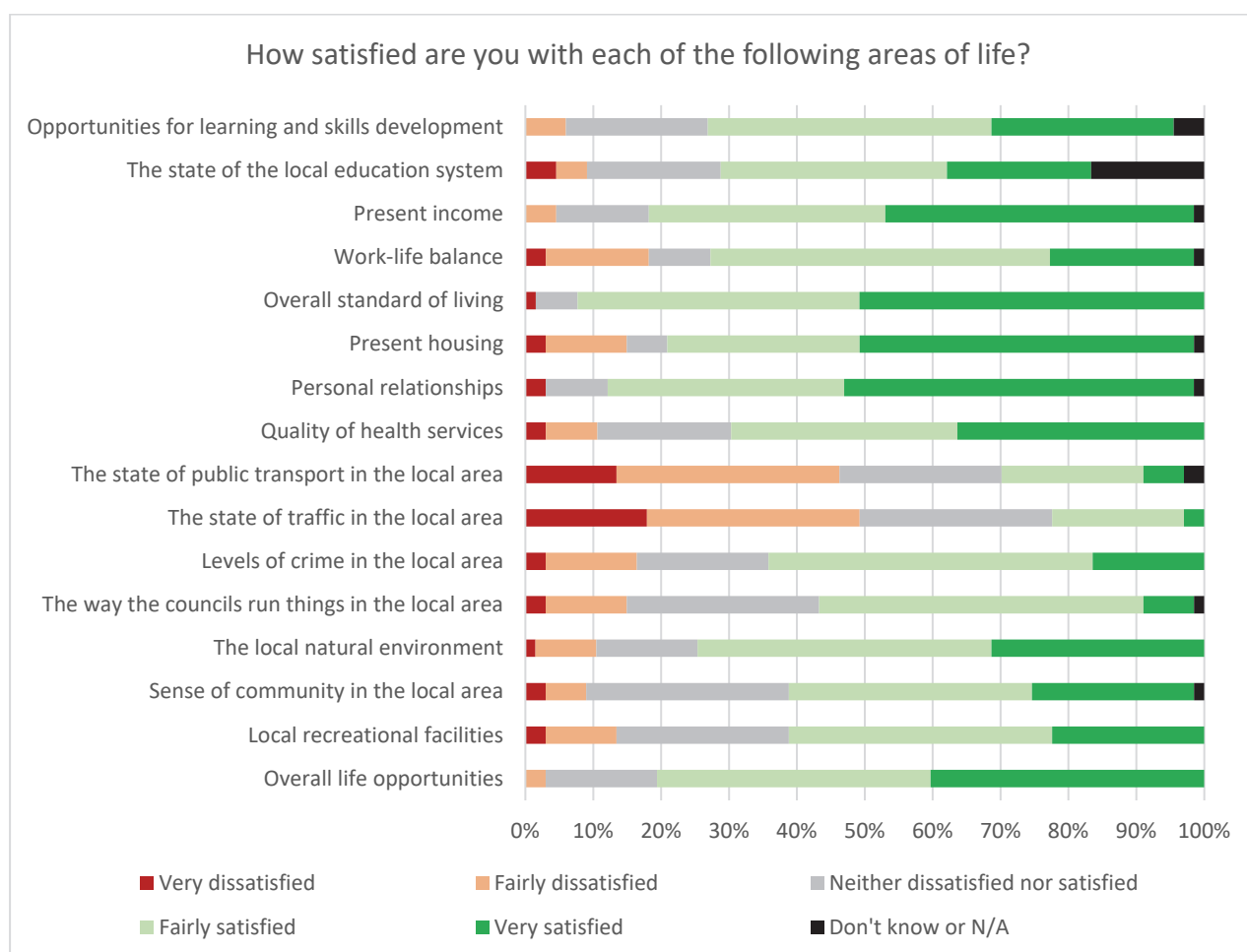
3.1.4. Satisfaction with different areas of life

In this section, we present an analysis of satisfaction levels in different areas of life. We provide a subgroup analysis for areas showing an interesting trend at the aggregate level, including ‘Traffic’, ‘Public transport’, ‘Present housing’, and ‘Local natural environment’. We also found these areas to be important influences on the QOL of respondents taking part in RAND Europe’s previous survey of Cambridge Ahead members.¹⁸ As mentioned previously, all graphs at the subgroup level can be found in Annex B. For each of these four life areas, we look at the main trends in satisfaction levels disaggregated by subgroups.

As shown in Figure 14, the most noticeable overall trend is a markedly higher dissatisfaction with public transport and traffic in the local area. Just under half of respondents reported being ‘fairly’ or ‘very’ dissatisfied with public transport, while this was just over half with regards to traffic. On the other hand, more than half of the respondents appear to be ‘fairly’/‘very’ satisfied with the other areas listed in Figure 14, with around 90% of respondents reporting satisfaction to some degree with their overall standard of living and their personal relationships. However, it is also important to acknowledge a noticeably higher proportion of respondents indicating dissatisfaction ‘to some degree’ with housing and the local natural environment.

¹⁸ The final report for this study can be found under Garrod et al. (2015).

Figure 14: Level of satisfaction with several areas of life



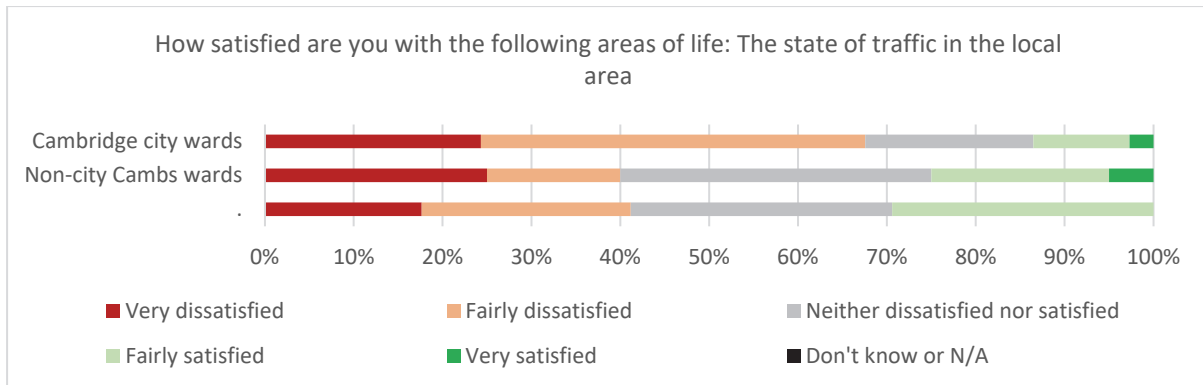
Traffic in the local area

As the aggregated data suggests, traffic emerges as a clear local issue across all groups – although there are noticeable differences across gender and income. Females appear to be slightly more dissatisfied with traffic than males (64% versus 53%). In terms of income subgroups, dissatisfaction with traffic increases with income. However, those earning between £50,000 and £89,999 had the highest proportion reporting satisfaction with traffic (30% of these subgroup respondents appear to be satisfied ‘to some degree’ with traffic in their local area).

The analysis by stakeholder groups shows that the highest proportion of respondents expressing dissatisfaction ‘to some extent’ was from universities (80%), followed by respondents from community/neighbourhood organisations (71%). The groups with the lowest proportion of dissatisfaction were charitable/voluntary organisations (44%) and local authorities and public services (40%).

The analysis of location subgroups (Figure 15) shows that a noticeably higher proportion of respondents in organisations within the city expressed dissatisfaction with traffic than those outside the city (68% versus 40%).

Figure 15: Level of satisfaction with the state of traffic in local area disaggregated by location subgroups



Public transport in the local area

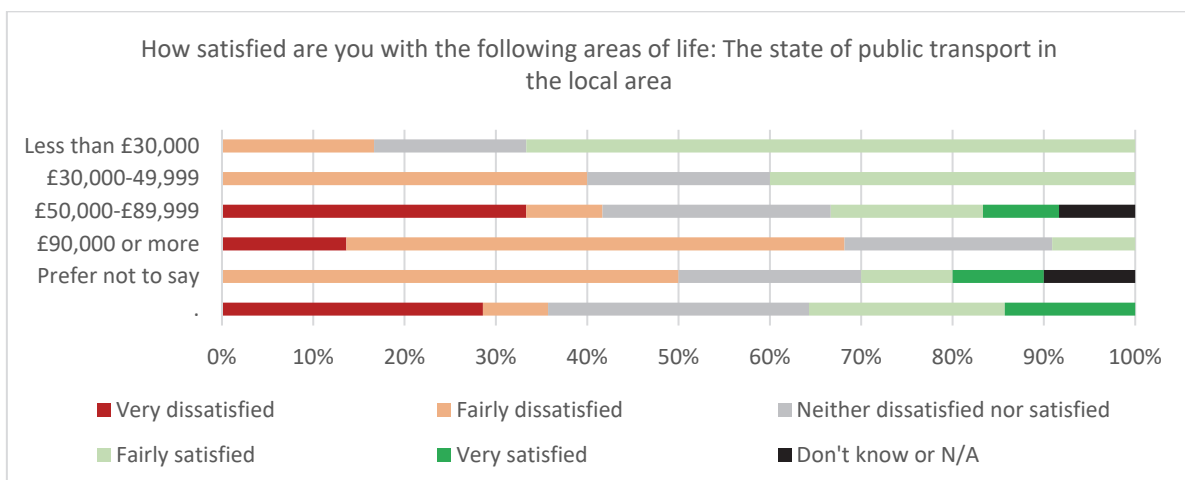
As with traffic, analysis of location subgroups shows that the proportion of respondents expressing dissatisfaction with public transport is higher among those working in organisations in the city than those outside (54% vs 45%).

A higher proportion of those in the youngest age cohort appeared to express satisfaction than other age subgroups. In contrast, the highest proportion of dissatisfaction was reported by respondents aged 65 and above.

The proportion of respondents expressing dissatisfaction was also higher among male respondents (around 55%) than female respondents (just over 40%).

The income-subgroup analysis shows a similar result to that presented above for traffic: a higher proportion of higher-income groups expressed dissatisfaction than lower-income groups. There is a difference of more than 50 percentage points between the proportion of dissatisfied people in the lower-income and higher-income groups (17% versus 68%).

Figure 16: Level of satisfaction with the state of public transport in the local area disaggregated by income subgroups

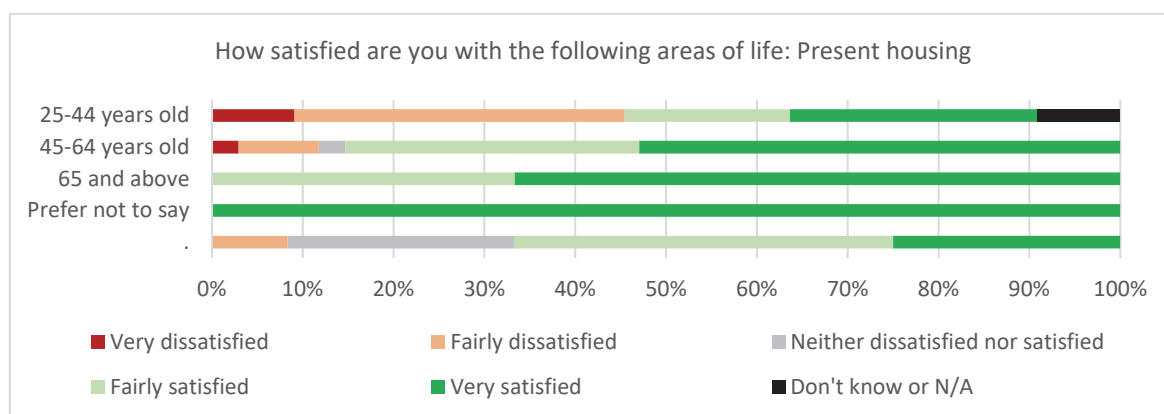


In terms of stakeholder groups, the results appear to be quite heterogeneous and different from the results on satisfaction about traffic. Indeed, in the case of public transport, respondents from businesses are by far the most dissatisfied (67%), followed by charitable/voluntary organisations (63%). On the other hand, respondents from community/neighbourhood organisations appear to be ‘fairly’ satisfied with public transport in their local area.

Present housing

Present housing also appears to be of concern at the local level. Responses varied noticeably by age, with almost 50% of the youngest age-groups expressing dissatisfaction, while none of the respondents in the subgroup ‘65 and above’ expressed dissatisfaction (Figure 17). The respondents who preferred not to disclose their age-group appear to be very satisfied with present housing in the Greater Cambridge area.

Figure 17: Level of satisfaction with present housing, disaggregated by age subgroups

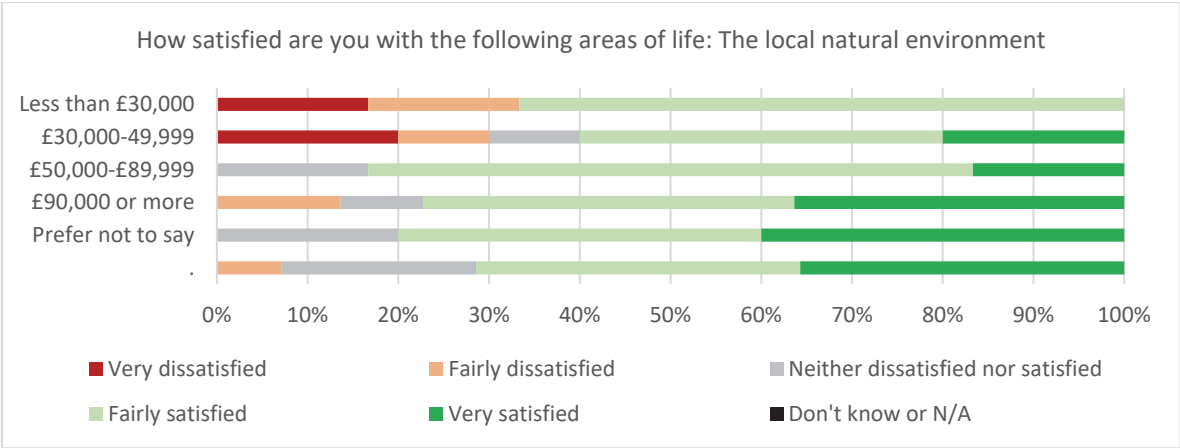


Views on housing also seem to be related to income: as income increases, so does the level of satisfaction with housing (especially those selecting ‘very satisfied’). An exception is the subgroup ‘£30,000–49,999’, with all the respondents from this group expressing satisfaction with housing to some degree. Nonetheless, the proportion of respondents who expressed that they were ‘very satisfied’ with housing steadily increased with income across the subgroups.

Local natural environment

The local natural environment seems to be of more concern for male respondents (just under 20% expressed dissatisfaction) than females (less than 10%). Furthermore, responses tended to vary by income, as shown in Figure 18, with noticeably higher proportions in the lower-income groups reporting dissatisfaction with the local natural environment than those with higher incomes. This finding is important, as organisational and community leaders on lower incomes also rank the local natural environment highly as a QOL priority before and during the pandemic and when thinking about the future (see the section on ‘Factors affecting quality of life’ for more information on this).

Figure 18: Level of satisfaction with the local natural environment, disaggregated by income subgroups



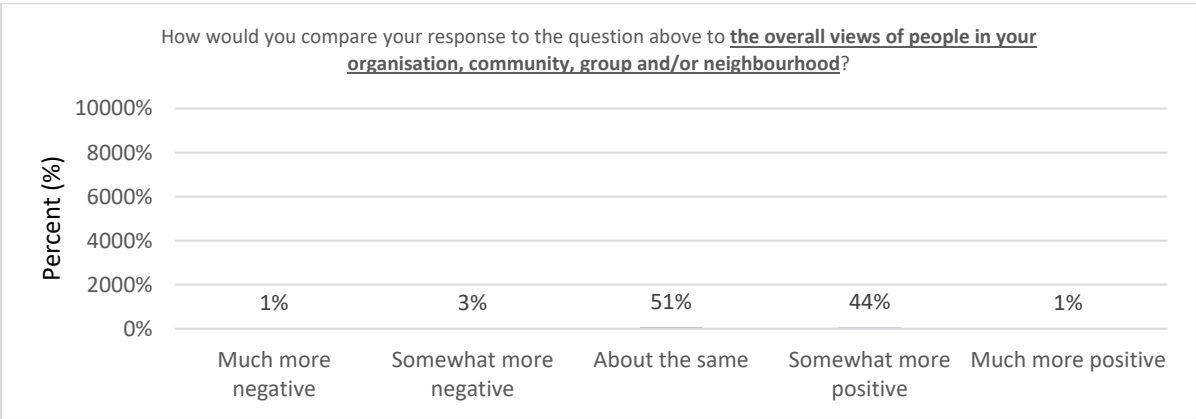
Regarding organisation type, the results are relatively heterogeneous. Indeed, 70% of the respondents working in local authorities and public services report being ‘very satisfied’ with the local natural environment, and 90% are satisfied ‘to some extent’. This subgroup is followed by universities (88% report satisfaction) and community/neighbourhood organisations (86% report satisfaction). Around 30% of respondents working in charitable/voluntary organisations are neither dissatisfied nor satisfied. Individuals working in businesses appear to be the most dissatisfied with the natural environment in their local area.

Interestingly, a higher proportion of respondents from organisations based in the city report satisfaction with the local natural environment ‘to some extent’ than from organisations outside the city.

Orientation question

As evident in the analysis of other orientation questions so far, respondents to questions on satisfaction with different life areas tended to think their responses were ‘about the same’ (51%) or ‘somewhat more positive’ (44%) than the overall views of people in their organisation or community.

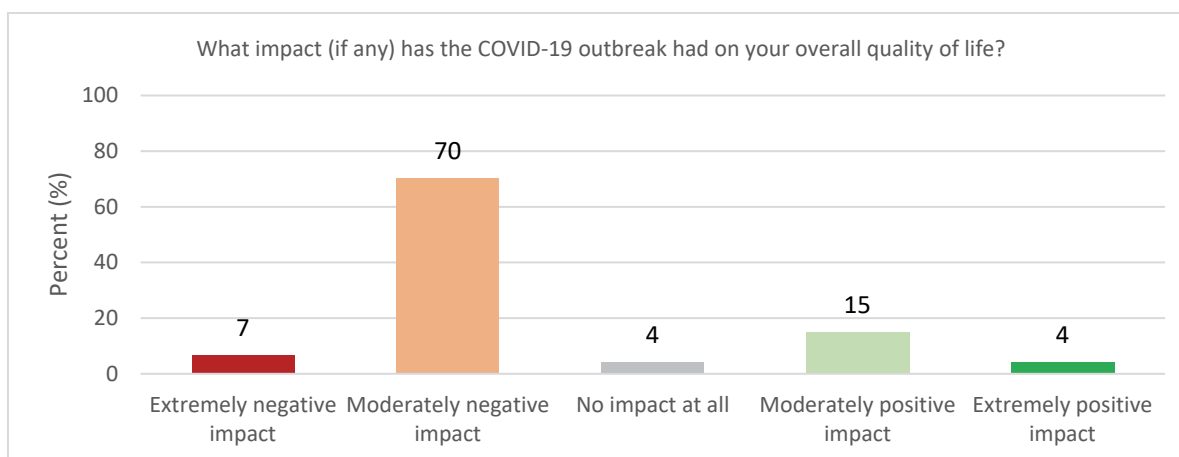
Figure 19: Orientation question for level of satisfaction with different areas of life



3.1.5. Impact of COVID-19 on overall quality of life

We asked respondents to indicate what impact (if any) the COVID-19 outbreak had on their overall QOL. Figure 20 presents the results.

Figure 20: Impact of COVID-19 on respondents' overall quality of life



As one may expect, 70% of the respondents stated that the COVID-19 outbreak had a moderately negative impact on their overall QOL. Perhaps more surprisingly, 15% rated the impact as 'moderately positive'.

When disaggregating by subgroups, the impact of the COVID-19 outbreak is quite similar among subgroups in some cases. In terms of gender, more than 70% of respondents in both subgroups considered the impact as negative to some extent. There is a similar trend when analysing the results by organisation location.

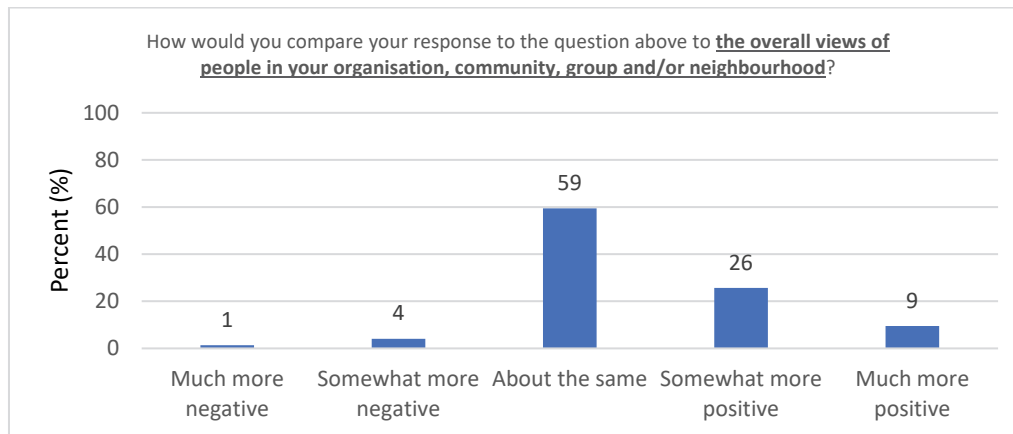
Important differences arise in other cases, with two important trends. First, around 30% of the respondents from the age category '45–64' found that the COVID-19 outbreak had a 'moderately' or 'extremely' positive impact on their overall QOL. In contrast, all respondents from the oldest age category rated the impact as 'moderately negative'. Second, in terms of stakeholder groups, the highest proportion of respondents reporting that the COVID-19 outbreak had a positive impact on their overall QOL 'to some extent' was from sports organisations, charitable/voluntary organisations, and local authorities and public services. On the other hand, COVID-19's impact seems to have been particularly negative for community/neighbourhood organisations, businesses and universities.

Regarding income subgroups, there is a similar trend to that seen in the previous analyses. Satisfaction levels seem to increase with respondents' household income. Indeed, 17% of respondents from the lower-income bracket reported a positive impact, compared to 32% for respondents from the higher-income bracket. Respondents earning between £30,000 and £49,999 are an exception: all rated the impact of the COVID-19 outbreak as 'extremely negative' or 'moderately negative'.

Orientation question

Respondents to the question on COVID-19's impact on their overall QOL generally rated their responses as 'about the same' (59%) or 'somewhat more positive' (26%) compared to the overall views of people in their organisation or community (Figure 21).

Figure 21: Orientation question for the impact of COVID-19 on overall quality of life



3.2. Factors affecting quality of life

This section presents analyses of the specific dimensions survey respondents indicated were most important in shaping their overall QOL. Analyses are presented throughout this chapter as heat maps to compare the mean rank of QOL dimensions across time points and demographic/organisational categories. To aid comparisons of the relative importance of QOL dimensions across subgroups, we have colour-coded the heat maps as follows:

- Dimensions with a mean rank closer to '1' are highlighted green
- Dimensions with a mean rank closer to '3' are highlighted in yellow
- Dimensions with a mean rank closer to '5' are highlighted in red.

The tables are shaded using a continuous colour scale rather than three distinct colours, so that dimensions are shaded slightly differently depending on the mean rank value, highlighting differences in more detail. For example, a dimension with a mean rank of 1.2 is shaded a deeper green than a dimension ranked 2.0. However, it is important to note that QOL dimensions highlighted in red are not necessarily unimportant or irrelevant in shaping respondents' overall QOL. Rather, being ranked at all indicates the dimension's importance to QOL.

3.2.1. Analysis across time

At a higher level, Table 4 presents two key metrics for each dimension across the aggregated survey sample: (i) the number of times the dimension was ranked anywhere between '1' and '5', and (ii) the mean rank for each dimension. Looking first at the number of times a dimension was ranked, we see that several dimensions were ranked more frequently across the three time points. In particular, well-being, health, the natural environment, personal relationships, local community and work-life balance were ranked frequently across all three time points. However, personal relationships were ranked noticeably lower when respondents were asked to think about a time in the future. On the other hand, learning opportunities, the way councils run things in the local area, crime, job prospects, public transport and local businesses tended to be ranked less frequently across the three time points.

Table 4: Heat map showing rankings of dimensions pre-COVID, mid-COVID and in the future

	Pre: n=ranks	Pre: mean rank	Mid: n=ranks	Mid: mean rank	Future: n=ranks	Future: mean rank
Well-being	37	2.6	40	3.0	20	2.9
Health	29	2.9	43	2.7	29	2.9
Education	12	3.2	6	3.7	19	3.2
Learning opportunities	5	3.2	1	4.0*	11	3.2
Natural environment	41	3.1	45	3.0	41	3.2
Housing	21	3.3	16	3.4	18	2.7
Personal relationships	36	2.2	37	1.9	15	1.9
Local community	27	3.3	27	3.1	26	3.5
Councils	8	3.5	10	3.7	15	3.4
Crime	6	3.8	3	4.0	5	4.4
Job prospects	6	2.7	6	2.7	11	3.0
Work-life balance	29	3.5	24	3.3	15	3.5
Income	24	3.8	20	3.5	13	3.2
Recreational facilities	22	3.5	9	3.7	13	2.8
Traffic	15	3.1	4	3.8	16	3.2
Public transport	9	3.3	1	3.0*	12	3.1
Local businesses	9	2.6	9	3.6	16	2.8
The economy	20	3.3	15	3.5	25	2.4

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank.

Perhaps the most noticeable mean-rank trend shown in Table 4 is that personal relationships are consistently ranked with high importance across all three time points. Other dimensions that were generally ranked with high importance across time include well-being, health, the natural environment, job prospects and local businesses (although less so in the latter case during the pandemic).

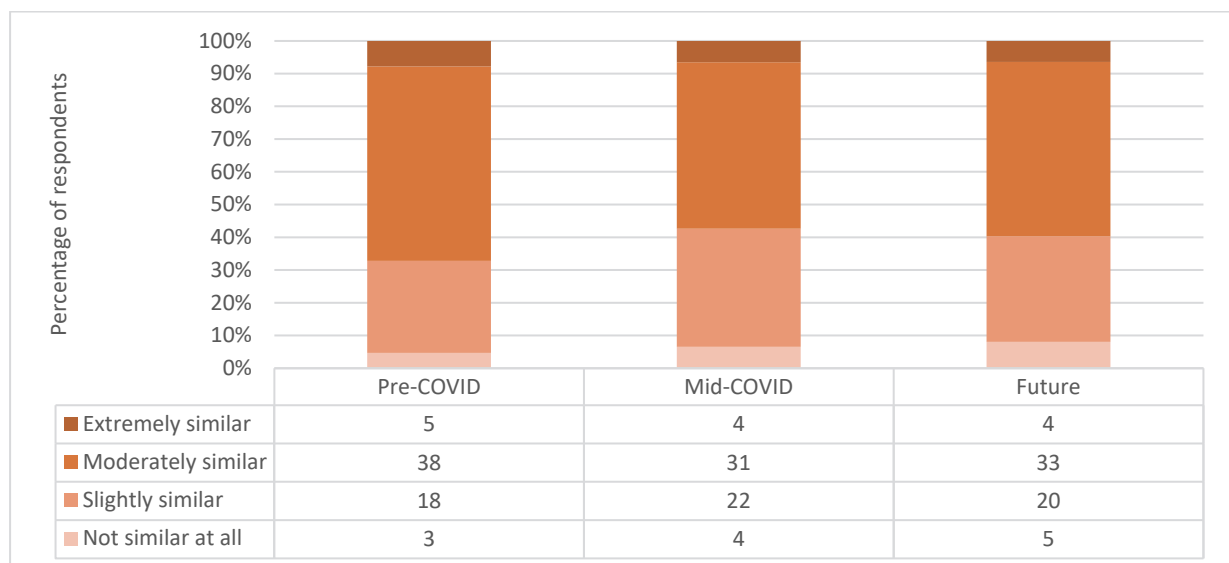
On the other hand, a small number of dimensions were ranked with less importance across the time points. In particular, responses to questions on crime and the way councils run things in the local area tended to have lower mean ranks across the three time points. Interestingly, housing, recreational facilities and the economy tended to be ranked less important when respondents were thinking about a time before and

during the COVID-19 pandemic. However, respondents placed greater importance on these dimensions when thinking about the future.

One final high-level trend worth noting is the influence of COVID-19 on the perceived importance of several QOL dimensions. Indeed, Table 4 shows that several dimensions' mean ranking during the pandemic was noticeably different to before and in the future, indicating some disturbance to QOL prioritisations attributable to the pandemic. On the one hand, dimensions including education, learning opportunities, crime, traffic, local businesses and the economy were ranked with lower importance during the outbreak. On the other hand, health, personal relationships and the local community were generally ranked as more important to QOL when thinking about this time point.

Before moving to a deeper analysis of rankings across the different time points and subgroups, it is important to note that most respondents felt their views about QOL rankings were 'moderately' or 'extremely' similar to those of people overall in their organisation/community (see Figure 22). However, this finding decreased across time points: over two-thirds felt their views were 'moderately' or 'extremely' similar when thinking about a time before the COVID-19 outbreak (67.2%), but this fell noticeably when asked to think about a time during the pandemic (57.4%) and a time two or more years in the future (59.7%). There was also a steady but minor increase in the number of respondents expressing that their views were 'not similar at all' to the overall position of those in their organisation/community.

Figure 22: Orientation questions pre-COVID, mid-COVID and two or more years in the future



Note: n=64 responses (pre-COVID); n=61 responses (mid-COVID); n=62 responses (future). Survey questions were 'To what extent do you think that the rankings that you have provided above are similar to the **overall views of people in your organisation, community, group and/or neighbourhood?**'. This question was asked consistently across time points.

The following subsections presents an analysis of this data by subgroups for each time point.

3.2.2. Subgroup analysis

Before the COVID-19 outbreak

Table 5 reveals important differences in QOL dimensions when respondents thought about a time before COVID-19. First, those aged 25–44 and those aged 65 and above ranked health and well-being as slightly more important than those aged 45–64. On the other hand, the natural environment was ranked with greater importance by those aged 45–64 at this time point. It is also noticeable that personal relationships were more influential on the QOL of those aged 25–44 and 45–64 than those aged 65 and above. On the other hand, the local community was more influential on the QOL of those aged 65 and above. Those aged 45–64 perceived that work-life balance was of more importance than those aged 25–44 and those aged 65 and above. Finally, it is noticeable that those aged 25–44 perceived the economy was less influential on their QOL than those aged 45–64 and 65 and above.

Table 5: Pre-COVID ranking of dimensions by age subgroups

	25–44 years old	45–64 years old	65 and above
	Mean	Mean	Mean
Well-being	1.5	2.8	2.3
Health	2.7	3.0	2.4
Education	5.0*	2.9	3.0*
Learning opportunities	.	4.0*	4.5
Natural environment	3.5	2.8	3.5
Housing	3.0	3.4	3.3
Personal relationships	1.7	1.9	2.7
Local community	3.5	3.8	2.7
Councils	3.5	3.7	2.0*
Crime	2.0*	.	5.0*
Job prospects	3.0	.	.
Work-life balance	4.0	3.2	4.0
Income	3.4	3.6	3.9
Recreational facilities	4.5	3.5	3.6
Traffic	.	2.9	3.0*
Public transport	3.0*	3.0	3.5
Local businesses	.	2.5	1.0*
The economy	4.3	2.9	3.0

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Looking next at gender (see B.3.1), several noticeable trends emerge. First, it appears that males ranked health, personal relationships, local community, traffic and local business with higher importance as a QOL dimension than females. On the other hand, females perceived education, work-life balance, recreational facilities and the economy as more important QOL dimensions than males at this time point.

Looking next at income (Table 6), several noticeable patterns emerge. First, well-being, the natural environment and the local community were ranked with greater importance to QOL by those with an income less than £30,000 than other subgroups. Personal relationships were ranked with relatively lower importance among those earning £30,000–49,999 compared to the other income subgroups. On the other hand, those earning £30,000–49,999 ranked recreational facilities and traffic with relatively higher

importance than other subgroups. Those with an income of £90,000 or more ranked work-life balance with greater importance than other subgroups. Meanwhile, health was ranked with greater importance by those with an income of £50,000–89,999.

Table 6: Pre-COVID ranking of dimensions by income grouping

	Less than £30,000 Mean	£30,000–49,999 Mean	£50,000–89,999 Mean	£90,000 or more Mean
Well-being	1.5	2.6	2.7	2.4
Health	3.0*	2.7	2.0	3.4
Education	.	2.5	3.5	3.3
Learning opportunities	.	.	.	4.0*
Natural environment	2.0	3.4	3.0	3.0
Housing	4.0*	5.0*	3.0	3.3
Personal relationships	2.5	3.5	2.2	1.9
Local community	2.5	3.7	3.3	3.5
Councils	3.0*	3.3	.	3.5
Crime	.	5.0	2.0*	.
Job prospects	.	.	3.0	3.0
Work-life balance	4.3	3.5	4.3	2.8
Income	3.8	4.0	3.7	3.3
Recreational facilities	3.5	2.5	3.3	4.1
Traffic	3.0	2.0	.	3.0
Public transport	4.0*	3.0	2.0	.
Local businesses	.	1.0*	1.0*	2.0
The economy	4.5	3.0*	3.5	4.2

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Several important differences emerge when analysing the prioritisation of QOL dimensions by organisation type (Table 7). First, well-being is ranked with greater importance by sports organisations, universities, charitable/voluntary organisations and businesses. Meanwhile, health is ranked with slightly less importance as a QOL dimension by businesses than by other groups for which a mean rank could be constructed. Community/neighbourhood organisations and charitable/voluntary organisations placed greater

importance on the natural environment. In contrast, respondents from charitable/voluntary organisations and universities ranked personal relationships with greater importance (although this dimension was generally ranked with high importance across all subgroups). While community/neighbourhood organisations placed greater importance on the local community as a QOL dimension, income was ranked with greater importance by those from businesses and universities, and traffic was ranked with greater importance by those in local authorities/public services and businesses. In comparison, charitable/voluntary organisations ranked public transport with higher importance than local authorities/public services (the only other subgroup for which a mean rank could be constructed).

Table 7: Pre-COVID ranking of dimensions by organisation type

	Businesses Mean	Commun./ neighb. orgs Mean	Charit./ voluntary orgs. Mean	LAs & public services Mean	Sports orgs Mean	University Mean
Well-being	2.4	3.0	2.2	3.3	1.0	2.0
Health	3.4	2.6	2.4	2.5	.	2.7
Education	3.0	3.0	3.3	.	.	4.0*
Learning opportunities	.	5.0*	4.0*	.	.	4.0*
Natural environment	3.3	2.5	2.4	3.2	3.5	3.0
Housing	3.0	3.3	3.8	3.0	5.0*	2.8
Personal relationships	2.7	2.6	1.6	2.2	2.0*	1.8
Local community	.	2.0	3.8	3.2	.	5.0*
Councils	2.3	.	4.0*	4.0*	.	5.0*
Crime	5.0	.	.	2.0*	.	.
Job prospects	3.0	.	3.0*	3.0*	.	.
Work-life balance	3.1	3.0*	4.2	3.8	2.0*	3.0
Income	2.7	4.7	4.3	5.0	3.5	2.0
Recreational facilities	4.3	2.0*	2.9	4.0	5.0*	5.0
Traffic	2.6	3.0*	4.0	1.0	.	4.0
Public transport	.	.	2.7	3.7	.	.
Local businesses	2.5	5.0*	.	1.0*	.	.
The economy	3.0	5.0*	3.0	3.7	.	5.0*

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Finally, looking at the pre-COVID rankings by organisation location (see B.3.1), a small number of differences can be observed (although mean ranks were generally similar across many dimensions here). On the one hand, well-being, education, housing, local community and crime were ranked with greater importance by those working in organisations based in Cambridge. Conversely, health, the way councils run things in the local area, work-life balance, recreational facilities, traffic and local businesses were ranked with more importance by those working in organisations outside the city.

During the COVID-19 outbreak

Several interesting patterns emerge when comparing QOL prioritisations during the COVID-19 pandemic by age-groups (Table 8). While those aged 65 and above ranked well-being with relatively lower importance in shaping QOL, this same age-group ranked health with more importance than those aged 25–44 and 45–64. Interestingly, those aged 25–44 ranked the natural environment and the local community with relatively lower importance than other age-groups while ranking housing, recreational facilities and the economy with greater importance. Personal relationships were ranked with high importance by all three subgroups. While job prospects were ranked with higher relative importance by those aged 45–64, local businesses were a higher-priority QOL dimension for those aged 65 and above.

Table 8: Ranking of dimensions by age subgroups when thinking about a time during the COVID-19 pandemic

	25–44 years old	45–64 years old	65 and above
	Mean	Mean	Mean
Well-being	2.6	2.7	3.8
Health	2.8	3.0	2.2
Education	.	3.0	5.0
Learning opportunities	4.0*	.	.
Natural environment	3.7	2.8	3.0
Housing	2.0	4.2	3.4
Personal relationships	1.6	1.9	1.9
Local community	5.0	2.9	3.3
Councils	4.0*	3.2	5.0
Crime	3.0*	5.0*	4.0*
Job prospects	3.3	1.5	.
Work-life balance	3.0	3.4	5.0*
Income	3.8	3.4	3.4
Recreational facilities	2.5	3.5	4.5
Traffic	.	3.3	5.0*
Public transport	.	3.0*	.
Local businesses	4.0*	3.6	3.0
The economy	2.3	3.6	5.0*

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Looking at gender (B.3.2), the ranking of dimensions influencing overall QOL was relatively similar across subgroups, although a few interesting differences emerged. While personal relationships were ranked with high relative importance as a QOL dimension by both females and males, this was especially the case for the latter. Males also ranked the way councils run things in the local area and recreational facilities with higher relative importance than females. Conversely, females ranked the natural environment, job prospects and the economy with higher relative importance as QOL dimensions.

Several interesting differences emerge when analysing rankings by income for ‘a time during the pandemic’ (Table 9). Those in the two most affluent income subgroups prioritised well-being as a QOL dimension, while those with an income less than £30,000 ranked health with less importance. Those in the two lower income subgroups ranked the natural environment with greater importance, and personal relationships were again prioritised as a QOL dimension across all subgroups (although this was especially the case for those earning £50,000–89,999). Housing was ranked with higher importance as a QOL dimension by those earning £50,000–89,999. Finally, the economy was ranked with higher importance by those with an income below £30,000 than the other subgroups.

Table 9: Ranking of dimensions by income when thinking about a time during the COVID-19 pandemic

	Less than £30,000 Mean	£30,000–49,999 Mean	£50,000–89,999 Mean	£90,000 or more Mean
Well-being	3.4	3.7	2.9	2.6
Health	4.0	2.0	2.3	2.8
Education	.	5.0	.	3.3
Learning opportunities	.	.	4.0*	.
Natural environment	2.3	2.6	3.4	3.0
Housing	3.0*	5.0	2.0	4.2
Personal relationships	2.0	2.3	1.6	2.0
Local community	3.5	3.4	3.7	3.1
Councils	.	3.3	4.3	2.0*
Crime	.	4.0*	3.0*	5.0*
Job prospects	2.0*	.	4.0	2.0
Work-life balance	3.7	2.0*	2.8	4.0
Income	3.3	3.7	3.3	4.0
Recreational facilities	1.0*	5.0*	4.0*	3.5
Traffic	5.0*	.	.	3.3
Public transport	.	.	.	3.0*
Local businesses	.	3.5	4.0*	3.0
The economy	2.0	3.5	4.0	3.8

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Looking next at the ranking of dimensions during the pandemic according to their influence on QOL by organisation type (Table 10), several interesting patterns emerge. Businesses and universities prioritised well-being as a QOL dimension, while community/neighbourhood organisations ranked this dimension with lower relative importance. Universities, community/neighbourhood organisations and local authorities/public services prioritised health, while this was slightly less for businesses and charitable/voluntary organisations. The natural environment was rated as less important by those in businesses and universities, while charitable/voluntary organisations ranked housing with higher relative importance than those working in other organisation types. Personal relationships were again ranked with

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life

high importance across all subgroups, especially community/neighbourhood organisations, charitable/voluntary organisations and local authorities/public services. The local community, the way councils run things in the local area and income was prioritised by businesses when thinking about a time during the pandemic. Finally, the economy was ranked with relatively lower importance as a QOL dimension by charitable/voluntary organisations when compared to those working in other organisation types for which a mean rank could be constructed.

Table 10: Ranking of dimensions by organisation type when thinking about a time during the COVID-19 pandemic

	Businesses Mean	Commun./ neighb. orgs Mean	Charit./ voluntary orgs. Mean	LAs & public services Mean	Sports orgs Mean	University Mean
Well-being	2.2	4.6	3.0	3.4	3.0	2.6
Health	3.3	2.7	3.1	2.3	2.0*	2.0
Education	4.0	.	.	5.0*	.	3.5
Learning opportunities	.	.	4.0*	.	.	.
Natural environment	3.6	2.3	2.6	2.8	2.5	3.2
Housing	3.0	3.0	2.0	3.7	5.0*	3.5
Personal relationships	2.6	1.3	1.8	1.4	2.5	2.3
Local community	2.6	3.3	3.2	3.3	.	4.0*
Councils	2.5	2.0*	4.7	3.5	.	.
Crime	4.5	.	.	3.0*	.	.
Job prospects	2.5	2.0*	.	4.0*	.	.
Work-life balance	4.0	3.0*	2.9	3.0	4.0*	4.0
Income	2.8	3.5	3.8	3.7	3.0*	5.0*
Recreational facilities	3.3	.	3.0	5.0*	.	4.0
Traffic	1.0*	5.0*	4.0*	5.0*	.	.
Public transport	3.0*
Local businesses	3.0	3.0*	.	4.5	.	5.0*
The economy	2.7	3.0	4.0	3.0	.	.

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Finally, looking at QOL rankings during the COVID-19 pandemic by organisation location (B.3.2), rankings were similar across many dimensions. However, there are a few notable differences. While well-being was slightly more important to those in organisations within the city, health was more important for those working in organisations outside the city. Education was noticeably ranked of lower importance by those working outside the city. Housing was ranked of higher importance by those working in organisations within the city. Consistent across the analysis thus far, personal relationships were ranked of high importance across both subgroups, although this was especially true for those working outside the city. Those working outside the city ranked the way councils run things in the local area, work-life balance and income of greater importance. In contrast, those working inside the city ranked recreational facilities and the economy of higher importance.

Two or more years in the future

Regarding QOL prioritisations when respondents thought about a time two or more years in the future, Table 11 presents the first subgroup analysis by age, showing several important differences across subgroups. While those aged 65 and above ranked well-being with noticeably lower importance as a QOL dimension, those aged 25–44 ranked health with lower importance. Similarly, those aged 25–44 ranked education, job prospects, public transport and local businesses with lower importance than other age groups. On the other hand, this same age group ranked housing, work-life balance and recreational facilities with greater importance. Personal relationships again ranked with high importance across all subgroups at this time point, albeit slightly less so for those aged 65 and above. In addition, those aged 65 and above placed less importance on the natural environment while ranking income, traffic and local businesses with greater importance than other subgroups. Finally, those aged 25–44 and 45–64 ranked the economy with slightly greater importance than those aged 65 and above. However, all three subgroups placed relatively high importance on the economy at this time point.

Table 11: Ranking of dimensions by age when thinking about a time two or more years in the future

	25–44 years old	45–64 years old	65 and above
	Mean	Mean	Mean
Well-being	2.6	2.5	4.7
Health	4.0	2.9	2.8
Education	4.5	3.3	2.8
Learning opportunities	3.3	2.8	3.3
Natural environment	3.0	2.8	3.9
Housing	1.6	3.2	2.8
Personal relationships	1.3	1.9	2.5
Local community	3.6	3.3	3.5
Councils	3.3	3.8	3.0
Crime	4.0	4.0*	5.0*
Job prospects	4.0	2.8	3.0
Work-life balance	2.7	3.6	4.0*
Income	3.0	3.8	2.3
Recreational facilities	2.0	3.2	2.8
Traffic	3.5	3.4	2.0
Public transport	4.5	2.9	3.5
Local businesses	4.0	2.9	2.2
The economy	2.3	2.2	2.8

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank.

Rankings were generally similar across gender (Annex B.3.3). However, some important differences are evident. First, while well-being was ranked identically across females and males, the latter tended to rank health with slightly higher importance. Males also ranked housing, the local community, the way councils run things in the local area and job prospects with greater importance as QOL dimensions when thinking about the future. On the other hand, females placed greater importance on personal relationships (although males also ranked this with relatively high importance), recreational facilities and the economy as dimensions shaping QOL.

Analysis by income subgroups when respondents thought about the future (Table 12) reveals several interesting patterns. Those earning £90,000 or above ranked well-being, personal relationships, job prospects and recreational facilities with relatively higher importance as QOL dimensions. This same subgroup ranked housing and the way councils run things with relatively lower importance than other income subgroups. Respondents in the two middle-income subgroups ranked the way councils run things with greater importance as a factor shaping their overall QOL. Those earning less than £30,000 placed the greatest importance on income as a QOL dimension while also ranking traffic with greater importance than the other subgroups. Those earning £50,000–89,999 ranked public transport with greater importance than those earning £90,000 or more. Finally, those earning less than £30,000 placed the least importance on local businesses when thinking about the future, and those earning £30,000–49,999 prioritised the economy most as a QOL dimension.

Table 12: Ranking of dimensions by income when thinking about a time two or more years in the future

	Less than £30,000 Mean	£30,000–49,999 Mean	£50,000–89,999 Mean	£90,000 or more Mean
Well-being	1.0*	4.6	2.8	1.8
Health	3.0	3.0	3.8	2.9
Education	.	2.8	5.0*	3.3
Learning opportunities	3.3	3.0*	3.0*	3.5
Natural environment	2.7	3.1	2.9	3.2
Housing	2.5	2.5	2.2	3.4
Personal relationships	3.5	1.0*	2.3	1.5
Local community	3.4	3.0	3.5	3.5
Councils	4.0*	2.7	2.0	3.7
Crime	.	5.0	5.0*	3.5
Job prospects	.	3.7	5.0	2.7
Work-life balance	5.0*	.	2.8	3.6
Income	1.5	2.0*	3.4	4.0*
Recreational facilities	3.0	4.0*	3.0	2.0
Traffic	2.0	4.5	3.0*	3.0
Public transport	.	.	2.3	3.4
Local businesses	4.0	2.6	2.5	2.8
The economy	3.0	2.0	2.7	2.7

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Table 13 presents the ranking of dimensions by organisation type when thinking about a time two or more years in the future. Some interesting differences are evident. Those working in universities and charitable/voluntary organisations placed higher importance on health and well-being as a QOL dimension. Health was ranked with higher importance as a QOL dimension by those in community/neighbourhood organisations, charity/voluntary organisations and universities; it was ranked with lower relative importance by those in local authorities/public services. Interestingly, businesses ranked education with greater importance but ranked learning opportunities with relatively lower importance when compared to the other subgroups for which a mean score could be constructed. Housing was ranked with greater importance by

universities and charitable/voluntary organisations. Personal relationships again ranked with high importance across all subgroups (especially local authorities/public services), except those working in community/neighbourhood organisations at this time point. The local community was ranked with higher importance by those in charitable/voluntary organisations and less so by those working in local authorities/public services and universities. In contrast, the way councils run things in the local area was ranked with higher importance by those working in local authorities/public services. Traffic was ranked with greater importance by community/neighbourhood organisations and charitable/voluntary organisations and less so by local authorities/public services. Local businesses were ranked with higher importance by community/neighbourhood organisations and local authorities/public services. In comparison, the economy was ranked with higher importance by businesses and local authorities/public services.

Table 13: Ranking of dimensions by organisation type when thinking about a time two or more years in the future

	Businesses Mean	Commun./ neighb. orgs Mean	Charit./ voluntary orgs. Mean	LAs & public services Mean	Sports orgs Mean	University Mean
Well-being	3.0	5.0*	2.5	3.7	1.0*	2.0
Health	3.3	2.3	2.6	4.5	.	2.6
Education	1.8	.	4.0	3.8	5.0*	3.3
Learning opportunities	4.0	3.0	.	3.0	.	3.0
Natural environment	3.0	3.3	2.9	3.4	3.0*	3.2
Housing	3.1	4.0*	2.0	3.0	.	1.0
Personal relationships	1.0*	3.0	2.0	1.0	2.0*	2.0
Local community	3.8	3.3	2.7	5.0	4.0	5.0
Councils	3.4	5.0*	3.6	2.0	3.0*	4.0*
Crime	4.3	.	.	5.0*	.	.
Job prospects	3.3	3.5	3.0	3.0*	.	1.0*
Work-life balance	3.0	.	3.5	3.0	5.0*	3.3
Income	2.5	2.5	3.8	2.0*	.	4.0*
Recreational facilities	1.5	.	3.8	2.0*	2.0*	2.7
Traffic	3.3	2.5	2.7	4.0	.	3.3
Public transport	3.3	.	5.0*	3.0	1.0*	5.0*
Local businesses	3.1	2.5	.	2.3	.	4.0*
The economy	1.4	2.8	3.0	2.3	.	3.0

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Finally, the subgroup analysis of QOL rankings by organisation location when thinking about a time two or more years in the future can be found in Annex B.3.3. While many of the rankings were relatively uniform across these subgroups, some important trends are evident. Respondents working in organisations within the city placed greater importance on well-being, housing, job prospects and income. On the other hand, those working in organisations outside the city ranked work-life balance, recreational facilities and public transport with higher importance as QOL dimensions in the future. Lastly, it is interesting to note

that both subgroups ranked personal relationships and the economy with almost identically high importance when thinking about the future.

Key subgroup trends across time

The analyses presented in the previous subsections indicate some important differences between subgroups in the factors shaping overall QOL.

Looking at some of the key findings by age, it is interesting to note that while those aged 25–44 tended to prioritise well-being across the time points, those aged 65 and above generally ranked health of higher importance as a QOL dimension. Those aged 25–44 ranked housing as a higher priority, especially during the pandemic and when thinking about the future. While personal relationships were ranked with high relative importance across subgroups, the natural environment tended to be a higher QOL priority for those aged 45–64. Traffic was a higher QOL priority for those aged 65 and above (especially when thinking about the future). In contrast, public transport was ranked with greater importance by those aged 45–64 and of least importance by those aged 25–44.

By gender, males generally ranked health and well-being of higher importance, although the differences in mean rank were not substantial. Furthermore, males tended to rank traffic and public transport of higher importance than females, although this difference disappeared when respondents thought about the future. On the other hand, females tended to rank education, work-life balance and the economy with higher importance as QOL dimensions. Again, personal relationships were prioritised as a QOL dimension across genders at all three time points.

Looking next at income, we see that well-being was prioritised across all income subgroups when thinking about a time before the pandemic. However, when considering a time during the pandemic or in the future, lower-income groups tended to rank well-being as slightly less important as a QOL dimension. Health tended to be ranked with higher importance by those with middling incomes, although this difference disappeared when respondents thought about a time in the future. The natural environment tended to be ranked with higher importance by those on lower incomes. While personal relationships tended to be ranked with relatively high importance by all income subgroups, there were some deviations. For example, when thinking about a time before the pandemic, those with an income of £30,000–49,999 ranked personal relationships with relatively lower importance than those earning below £30,000. Those on lower incomes ranked personal relationships with lower importance as a QOL dimension when thinking about the future. Traffic and public transport tended to be ranked of higher importance as QOL dimensions for those with middling incomes, although these dimensions were not ranked at all by these income subgroups during the pandemic. Local businesses and the economy generally tended to be ranked with lower importance when thinking about a time before and during the COVID-19 outbreak (excepting those on the highest income ranking local businesses as a high priority before the pandemic, and those on lower incomes ranking the economy as a high priority during the pandemic). Although their relative importance as QOL dimensions increased when respondents thought about the future, this was less true for those on lower incomes.

By organisation type, health and well-being were generally ranked as highly important in shaping QOL across subgroups, although there were some deviations to these trends. For example, community/neighbourhood organisations ranked well-being with lower importance when thinking about

a time during the pandemic and in the future. In comparison, local authorities/public services ranked health with lower importance as a QOL dimension when thinking about the future. The natural environment and personal relationships both ranked highly as QOL dimensions across subgroups. Regarding the former, this was especially the case for community/neighbourhood organisations and charitable/voluntary organisations. Income tended to be ranked with lower importance by all subgroups except businesses. Furthermore, local businesses and the economy tended to be ranked with higher importance by businesses, community/neighbourhood organisations and local authorities/public services, but only when thinking about the future. Housing tended to be ranked with higher importance as a QOL dimension by those working in charitable/voluntary organisations.

Finally, by organisation location, the natural environment and personal relationships were ranked of similar high importance by those working in organisations inside and outside the city, and at all three time points. However, noticeable differences were also observed. Respondents working in organisations within Cambridge city tended to rank well-being, education and housing with higher importance as QOL dimensions across the three time points. Conversely, those working in organisations outside the city tended to rank health, how councils run things in the local area, work-life balance, recreational facilities and local businesses with higher importance.

4. Interview analysis

4.1. Views on the survey sample

When discussing the key survey findings, six out of eight interviewees¹⁹ felt the survey results might have looked somewhat different (i.e. less positive) had other groups' views been captured more widely, e.g. lower-income groups and younger people. For example, one interviewee felt the survey probably did not take into account the views of those who lost their job during the pandemic or young people working at the minimum wage.²⁰ Two interviewees also suggested that, with regards to the key survey findings on overall QOL, comparable scores would not have been observed among the communities²¹ and young people²² their organisation works with.

4.2. Views on survey responses around overall quality of life

Interviewees expressed views on a few aspects of the key survey findings regarding overall QOL (see the section on 'Overall quality of life' for relevant findings). Indeed, six out of eight interviewees²³ expressed surprise at the relatively high satisfaction score for mental health, particularly given the nature and context of their work. One interviewee noted that the mental health of many young people had deteriorated significantly due to the pandemic:

*'Mental health stands out... we've seen the mental health of young people deteriorate significantly as result of the pandemic.'*²⁴

Four interviewees also had reservations concerning the high satisfaction level with the local area as a place to live, mentioning that this score would vary substantially depending on the geographical, demographic and socio-economic characteristics of the specific local area of Greater Cambridge in focus.²⁵ A couple of

¹⁹ Interviewees 1, 3, 4, 6, 7 and 8.

²⁰ Interviewee 1.

²¹ Interviewee 7.

²² Interviewee 8.

²³ Interviewees 1, 2, 3, 4, 7 and 8.

²⁴ Interviewee 4.

²⁵ Interviewees 3, 4, 5 and 8.

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interviewees noted that they would expect individuals from the centre of Cambridge to be more satisfied with their local areas than individuals from more deprived locations further away from the city centre.²⁶

4.3. Views on survey responses around the level of satisfaction with different areas of life

When looking at the analysis of satisfaction levels with different areas of life, all but one interviewee²⁷ mentioned that most of the results are at least partly influenced by the personal characteristics of survey respondents, in line with the views reported in Section 4.1. Linked to this, interviewees suggested that there seemed to be a gap between some survey results and the reality of many individuals from the Greater Cambridge area when looking at satisfaction with particular life-areas.

Housing was one life-area where most interviewees expressed surprise at the high level of satisfaction reported.²⁸ One interviewee expressed that the results would look different if the views of young people were incorporated in the survey,²⁹ while another interviewee linked the results to the survey respondents' characteristics:

*I suspect respondents from the survey are possibly not the lower-earning people who are the most impacted by the cost of housing; and I suspect not many of them will be from social housing.*³⁰

Furthermore, another interviewee indicated that while housing quality is generally high in Greater Cambridge, housing costs are more problematic – which they thought may partly explain the high level of satisfaction reported.³¹

Several interviewees also mentioned that the survey results on satisfaction with income were problematic.³² One interviewee expressed surprise about the survey results, linking this to the area's income and wealth inequalities:

*The present income and overall standard of living scoring is surprising. Given how unequal the distribution of wealth is in Cambridge.*³³

Linked to this, one interviewee indicated that the results for satisfaction with income would have looked different had the views of less privileged groups and young people been incorporated.³⁴ Two interviewees³⁵

²⁶ Interviewees 3 and 8.

²⁷ Interviewee 2.

²⁸ Interviewees 1, 2, 6 and 8.

²⁹ Interviewee 1.

³⁰ Interviewee 6.

³¹ Interviewee 2.

³² Interviewees 1, 3, 4, 5 and 8.

³³ Interviewee 3.

³⁴ Interviewee 1.

³⁵ Interviewees 4 and 5.

noted that the survey may have missed a geographical element of the income issue in the Greater Cambridge area:

‘There are pockets of places in Cambridge where people are living hand to mouth, such as Arbury Road. The survey results reflect general Cambridge in the sense that they are wealthy, living great lives oblivious to the struggles of others.’³⁶

Three interviewees also expressed reservations about the survey’s results on satisfaction with overall life opportunities.³⁷ One interviewee noted that access to opportunities is not equal for all those living in the area:

‘Cambridge has a lot to offer IF you can access it; if not, polarisation. Access here being in terms of education and financial resources.’³⁸

Three interviewees also expressed surprise regarding the high reported satisfaction level with the local education system.³⁹ One interviewee indicated that they were surprised at the high score, mentioning that access to high-quality education is not uniform across the Greater Cambridge area:

‘There’s Cambridge city with the world-class university, then there are parts of the Greater Cambridge area where people have never considered pursuing further education.’⁴⁰

Another interviewee perceived the local education system as one of the biggest issues facing Cambridge, explaining that the system has not been able to help young people from deprived backgrounds. They were thus surprised that this area of life scored so highly on satisfaction.⁴¹ In line with other survey findings, this same interviewee noted that the high level of satisfaction might be linked to the survey respondents’ characteristics.

A couple of interviewees⁴² mentioned the effect of inequalities in income, health and education levels when explaining why they thought there was a disparity between the survey results and many people’s lived experiences of satisfaction with different life areas. Both interviewees also stressed that geographical location is critical in determining the level of (dis)satisfaction with different life areas:

‘The majority of people I’ve come across in Cambridge in my field of work live in areas high in poverty, crime rate, etc., and the survey results don’t reflect that.’⁴³

³⁶ Interviewee 5.

³⁷ Interviewees 5, 7 and 8.

³⁸ Interviewee 8.

³⁹ Interviewees 3, 5 and 7.

⁴⁰ Interviewee 3.

⁴¹ Interviewee 5.

⁴² Interviewees 3 and 5.

⁴³ Interviewee 5.

Finally, four interviewees agreed with the survey results regarding the high dissatisfaction level with public transport and traffic.⁴⁴ One of these interviewees also referred to the role of inequalities when considering the issues of public transport and traffic, indicating that satisfaction with these areas would likely be lower for those that cannot afford to live in Cambridge city centre and must live further away.⁴⁵

4.4. Views on survey responses around the impact of COVID-19 on quality of life

Interviewees generally expressed understanding and/or lack of surprise with the survey results regarding the impact of COVID-19 on overall QOL. This sentiment was expressed in two main ways: (i) understanding and/or lack of surprise as to why most respondents indicated the pandemic's negative impact on their overall QOL, and (ii) understanding and/or lack of surprise as to why a minority of respondents indicated a positive impact. Interviewees tended to acknowledge the rationale and motivation behind each type of survey response, often linked to an acknowledgement that the pandemic's impacts would vary depending on respondents' backgrounds, circumstances, preferences and experiences:

*'Depending on people's circumstances, it may not have affected others to the same extent.'*⁴⁶

*'families and individuals have been faced with the same rules and restrictions implemented by the government but have been facing very different issues.'*⁴⁷

One interviewee articulated a similar argument with regards to inequalities and disadvantage, suggesting that the pandemic would have more adversely impacted those already disadvantaged with regards to their overall QOL:

*'The pandemic (...) made it worse for people who were already disadvantaged.'*⁴⁸

When explaining why they understood and/or were not surprised why the majority of survey respondents reported a negative impact of the COVID-19 pandemic on their overall QOL, interviewees tended to mention factors such as not being able to travel abroad,⁴⁹ not being able to visit family and friends,⁵⁰ physical and mental health issues caused by the virus and pandemic (for oneself and/or family and friends),⁵¹

⁴⁴ Interviewees 1, 2 3 and 6.

⁴⁵ Interviewee 3.

⁴⁶ Interviewee 2.

⁴⁷ Interviewee 3.

⁴⁸ Interviewee 7.

⁴⁹ Interviewee 3.

⁵⁰ Interviewee 3.

⁵¹ Interviewees 1, 4 and 8

educational challenges (schools moving to remote learning, home-schooling),⁵² and negative business impacts and job losses.⁵³

Conversely, when interviewees explained why they understood and/or were not surprised that respondents may also have indicated that the COVID-19 pandemic had a positive impact on their overall QOL, factors mentioned included more time spent with family,⁵⁴ less time spent commuting to work,⁵⁵ a strong sense of community in the local area,⁵⁶ flexible home-working patterns and⁵⁷ improved environmental outcomes.⁵⁸ Two interviewees⁵⁹ also mentioned the need to keep some positive aspects from the COVID-19 pandemic when restrictions are lifted to make Cambridge an even better city, e.g. the sense of community emphasised by the pandemic, the environmental impact, or the improvement in technology enabling people to work from home:

‘[We need to] Keep hold of the positive things that arose following the pandemic: environmental impact, improvement in technology to work from home. Also, opportunity to work from home has an impact on people’s well-being. Would be nice to keep some of the positive aspects to make Cambridge an even better city.’⁶⁰

Three interviewees⁶¹ even mentioned that they were surprised not to observe a higher proportion of survey respondents indicating that the impact of the COVID-19 pandemic on their overall QOL was ‘moderately’ or ‘extremely’ positive:

‘[I’m] Surprised with the results. [It] Doesn’t reflect reality. [I] Would have expected a much higher proportion of people saying COVID had a positive impact. People are ashamed to say COVID has had a really positive impact on their lives due to how badly it affected other people. Majority of people I’ve spoken to in Cambridge say that to me personally, but would they say this in a survey? Probably not.’⁶²

4.5. Views on survey responses around quality-of-life priorities

Regarding the specific dimensions that survey respondents indicated were of most importance in shaping their overall QOL, interviewees were not particularly surprised by the results in general. However, more than one interviewee shared a few common insights.

⁵² Interviewees 1 and 8.

⁵³ Interviewees 1 and 6.

⁵⁴ Interviewees 1 and 6.

⁵⁵ Interviewee 1.

⁵⁶ Interviewees 1 and 7.

⁵⁷ Interviewees 4 and 6.

⁵⁸ Interviewee 4.

⁵⁹ Interviewees 4 and 7.

⁶⁰ Interviewee 4.

⁶¹ Interviewees 1, 3 and 5.

⁶² Interviewee 5.

The ranking of crime as a QOL priority in the survey yielded different perspectives among the interviewees. While a couple of interviewees were not surprised respondents ranked crime with lower priority,⁶³ four suggested that crime is more influential in shaping overall QOL than the survey results suggest,⁶⁴ particularly for groups such as young people and those vulnerable to domestic violence:

*I am really surprised by the ranking of crime (...). It feels like answers coming from people who are fairly well off in Cambridge.*⁶⁵

*We've seen really shocking levels of concerns around domestic violence growing as a real issue, having a link with the pandemic.*⁶⁶

Among interviewees who mentioned crime as a QOL concern, they suggested that the COVID-19 pandemic has increased the risk of some forms of crime occurring, especially in terms of domestic violence, trafficking and county lines.

Four interviewees also noted that the pandemic may have influenced the particularly high ranking of personal relationships as a QOL priority.⁶⁷ Indeed, one interviewee noted a lack of surprise at these results for this very reason:

*Personal relationships make sense. I hear a lot of people say "[the] pandemic has made me realise how important personal relationships are".*⁶⁸

Two interviewees expressed views on the ranking of housing as a QOL priority in the survey. They mentioned that housing as a QOL priority has become more important during the pandemic, given the additional time spent in the home.⁶⁹ Another interviewee mentioned that housing is a significant priority in the Cambridge area more generally due to affordability issues, particularly for young people:

*housing is an absolute priority and a challenge for many, many people in Cambridge due to affordability issues. Especially for younger people; and at the moment I don't get a sense that it's getting any easier. There is pressure on rentals as well as buying.*⁷⁰

Finally, one interviewee stated that it was interesting that the way the council runs things in the local area was ranked as a lower priority for QOL, and that this did not change across the three timepoints, given that councils 'holds a lot of power' with regards to other QOL priorities such as housing and the local education system.⁷¹

⁶³ Interviewees 3 and 6.

⁶⁴ Interviewees 2, 5, 7 and 8.

⁶⁵ Interviewee 8.

⁶⁶ Interviewee 7.

⁶⁷ Interviewees 2, 6, 7 and 8.

⁶⁸ Interviewee 8.

⁶⁹ Interviewees 2 and 6.

⁷⁰ Interviewee 7.

⁷¹ Interviewee 8.

4.6. Self-reported quality-of-life priorities

Before discussing the key survey findings, the most commonly mentioned top five-ranked⁷² QOL priorities among the interviewees were a sense of community in the local area,⁷³ the local education system,⁷⁴ opportunities for learning and skills development,⁷⁵ housing,⁷⁶ health,⁷⁷ and well-being.⁷⁸ While many of these align with the QOL priorities outlined in the survey, there were some discrepancies. For example, while opportunities for learning and skills development did not feature prominently as a QOL priority in the survey, four out of the eight interviewees ranked this as a high QOL priority prior to the interview discussion. On the other hand, while the natural environment and personal relationships came through as a key QOL priority in the survey, not many interviewees mentioned the natural environment⁷⁹ or personal relationships as a QOL priority.⁸⁰ Other QOL priorities mentioned by interviewees, albeit with less frequency, included job prospects,⁸¹ income,⁸² public transport,⁸³ traffic,⁸⁴ crime,⁸⁵ the economy,⁸⁶ and work-life balance.⁸⁷

Following the survey discussion, four interviewees⁸⁸ reported that they would not change the top five QOL priorities they specified prior to discussing key findings. Of those that did update their rankings, there was not much change in those most mentioned. When thinking about the future, a sense of community in the local area⁸⁹ and housing⁹⁰ were again two of the most mentioned QOL priorities. Other areas of life mentioned as priorities included personal relationships,⁹¹ well-being,⁹² the natural environment,⁹³ the local

⁷² Interviewees may have more than five priorities in their ‘top five’, specifying that they could not separate the importance of two dimensions as QOL priorities.

⁷³ Interviewees 1, 3, 4, 5, 6 and 7.

⁷⁴ Interviewees 1, 5, 6, 7 and 8.

⁷⁵ Interviewees 1, 4, 5 and 6.

⁷⁶ Interviewees 1, 2, 4 and 6.

⁷⁷ Interviewees 2, 5 and 7.

⁷⁸ Interviewees 3, 4, 7 and 8.

⁷⁹ Interviewees 3 and 7.

⁸⁰ Interviewee 3.

⁸¹ Interviewees 4 and 5.

⁸² Interviewee 1.

⁸³ Interviewees 2 and 6.

⁸⁴ Interviewees 4 and 8.

⁸⁵ Interviewee 8.

⁸⁶ Interviewee 2.

⁸⁷ Interviewee 2.

⁸⁸ Interviewees 2, 4, 7 and 8.

⁸⁹ Interviewees 1, 3, 5 and 6.

⁹⁰ Interviewees 1, 5 and 6.

⁹¹ Interviewee 3.

⁹² Interviewee 3.

⁹³ Interviewee 3.

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life education system,⁹⁴ opportunities for learning and skills development,⁹⁵ health,⁹⁶ job prospects,⁹⁷ income,⁹⁸ and public transport.⁹⁹

Overall, despite some differences between the interviewees and survey respondents' QOL priorities (e.g. personal relationships were less important among the interviewees), there were many areas of overlap when thinking about the future in the Greater Cambridge area. Examples of the latter include the importance of the local community, housing, health and well-being as QOL priorities.

⁹⁴ Interviewees 5 and 6.

⁹⁵ Interviewees 5 and 6.

⁹⁶ Interviewees 1 and 5.

⁹⁷ Interviewees 1 and 5.

⁹⁸ Interviewee 1.

⁹⁹ Interviewee 6.

5. Concluding remarks

This study's overall aim was to understand the views of organisational and community leaders on the factors that most affect QOL in Greater Cambridge. As mentioned throughout the report, the population of interest in this study was 'organisational and community leaders'. By this, we refer to the fact that the leaders surveyed and interviewed included those working in various organisations, e.g. Greater Cambridge businesses and universities, Greater Cambridge charities, communities and neighbourhoods, and local-authority and public-service institutions to take decisions shaping the area's future. The insights garnered from this population provide a valuable starting point for understanding the views of different organisations and communities in Greater Cambridge on the factors affecting QOL in the area.

The study used a survey and subsequent interviews with organisational and community leaders in the Greater Cambridge area. Several key findings emerged.

First, **personal relationships, health and well-being are key factors affecting quality of life in Greater Cambridge**. Personal relationships, health and well-being were ranked as key dimensions shaping overall QOL when thinking about a time before or during the pandemic or in the future. This importance was particularly true for personal relationships, which were ranked very highly across these three time points. Interviewees suggested that the COVID-19 pandemic may have increased the relative importance of personal relationships in affecting one's overall QOL. However, when interviewees themselves provided their top five QOL priorities for the future, personal relationships did not feature prominently.

Second, **the COVID-19 pandemic has affected views on some of the key factors affecting quality of life**. Some factors were deemed more important in affecting their overall QOL during the pandemic, while others were deemed less important. A sense of community in the local area and work-life balance were rated as more important in affecting one's overall QOL when survey respondents were thinking about a time during the pandemic than before or after the pandemic. A sense of community in the local area was also one of the most mentioned areas affecting overall QOL when interviewees provided their top five rankings for the future. On the other hand, the local education system, the way councils run things, traffic, local businesses and the economy were rated as less important when survey respondents thought about a time during the pandemic.

Third, **crime is not perceived as an important factor affecting overall quality of life in Greater Cambridge**. Crime was ranked as a low priority in affecting overall QOL across all three time points. While interviewees generally reported surprise at these survey results – suggesting that crime disproportionately affects young people and that the pandemic had increased the risk of particular types of crime (e.g. domestic violence) – interviewees did not include crime in their top five QOL dimensions.

Fourth, **while satisfaction with housing is generally high, this is less applicable to young people and females.** Indeed, the subgroup analysis showed that the level of satisfaction reported in the survey was lower among younger and female respondents. Garrod et al. (2015) reported similar findings regarding younger people and their dissatisfaction with housing. Interviewees also mentioned that they were surprised with the high level of satisfaction with housing, suggesting this may have been different if the survey had more comprehensively captured the views of young people and lower-income groups.

Fifth, **public transport and traffic are general areas of dissatisfaction in Greater Cambridge.** The survey and interviews both highlighted the high level of dissatisfaction with these two areas of life, consistent with findings from previous research (Cambridgeshire Community Foundation 2021; Garrod et al. 2015). Notably, the survey's subgroup analysis and interviews both point to distance from the city centre as being key here, i.e. the further away one lives from the city centre, the more public transport and traffic become problematic. This finding is in line with those from the Vital Signs report (Cambridgeshire Community Foundation 2021).

Sixth, **while the level of satisfaction with the local natural environment is generally high, those on lower incomes are less satisfied.** Indeed, the subgroup analysis showed that the satisfaction with the local natural environment reported in the survey was lower among respondents with a lower income. This finding is important since lower-income respondents also ranked the local natural environment as a crucial factor affecting QOL before and during the pandemic and when thinking about the future.

Seventh, **the COVID-19 pandemic has primarily negatively impacted overall quality of life in Greater Cambridge.** The survey results clearly show that most respondents observed a negative impact of COVID-19 on their overall QOL. At the same time, the subgroup analysis revealed that particularly high proportions of lower-income respondents and those working in businesses and community/neighbourhood organisations reported this negative impact. However, a minority of survey respondents reported that the pandemic positively impacted their overall QOL. Interviewees generally reported understanding/a lack of surprise about results in either direction, drawing on potential reasons for both negative (e.g. health issues, travel restrictions, negative business outcomes) and positive (e.g. more family time, less commuting time, more flexible working patterns) impacts of the pandemic on overall QOL.

Finally, the survey results indicated that **satisfaction with overall quality of life is generally high in Greater Cambridge.** Survey respondents reported high levels of satisfaction with their life overall, their local area, things in their life being worthwhile, and their mental and physical health. However, responses varied more when they considered whether things in their lives are worthwhile and physical health. Importantly, interviewees had reservations about the high satisfaction scores for mental health and the local area, citing the pandemic's impacts on mental health and the fact that local-area satisfaction may be lower in deprived locations further away from the Cambridge city centre.

Given the low sample size and imbalance in key characteristics (e.g. age, gender, household income), these survey findings should be interpreted with caution. Nonetheless, together with the interviews, these findings contribute tangible insights to a growing evidence base on QOL in the Greater Cambridge area. This research is part of a broader suite of conceptual (Culora & van Stolk 2020) and empirical (Garrod et al. 2015) work on QOL in the Greater Cambridge area undertaken by RAND Europe in collaboration with

Cambridge Ahead. However, more research is needed to progress our understanding of the factors affecting QOL in Greater Cambridge. It is to this that we now turn our attention.

Future work may advance this research (and other studies on QOL in Greater Cambridge conducted thus far) in two main ways. First, conceptual work is required. To create a relevant and accurate measure of QOL for the Greater Cambridge area, we must first define a series of QOL dimensions deemed important for shaping the QOL of those living and working in the area. Such a framework will be a vital first step for understanding the dimensions underpinning QOL in Greater Cambridge and how these dimensions sit with one another, allowing researchers and decision makers to identify the most relevant measures for tracking the Greater Cambridge population's QOL over time. A previous and related study (Culora & van Stolk 2020) provides some thoughts on achieving this. The present report builds on that research and measures QOL across a range of dimensions.

Second, while this research has captured a valuable snapshot of overall QOL perceptions among organisational and community leaders and the potential QOL dimensions underpinning a Greater Cambridge QOL measure, it is likely that the QOL needs and priorities of those living and working in the area are dynamic.

QOL perspectives will vary between different population groups and areas of the Greater Cambridge geography, changing over time and interacting with various trends, one-off events and political and economic cycles. This report offers a snapshot of QOL perspectives among a particular population. Future work should seek to regularly monitor the overall and specific QOL priorities of the Greater Cambridge population. By tracking these over time, any Greater Cambridge QOL measure (and the dimensional framework underpinning it) can be updated to continue meeting the population's needs at any given time.

We consider that this regular or ongoing measurement and monitoring may take three forms. First, secondary data sources may be mobilised to measure and monitor pertinent QOL dimensions in the Greater Cambridge area. Culora and van Stolk (2020) provide some guidance on the local datasets available for this purpose. Second, a regular survey, similar in scope to the one administered in this study, may also be a useful and viable way of tracking or 'pulsing' the overall QOL and specific QOL priorities of the Greater Cambridge population over time. One way to build on the survey administered in this study would be to survey a more representative general population in Greater Cambridge on the factors affecting their QOL and compare the findings with this research. Such an approach would need to comprehensively capture the perspectives of harder-to-reach groups (e.g. lower-income groups, vulnerable populations and young people) in the Greater Cambridge community and the views of individuals in local areas or neighbourhoods across Greater Cambridge. In terms of the latter, we know from previous QOL research that local-area satisfaction can vary significantly between neighbourhoods as drivers of QOL can be hyperlocal (Garrod et al. 2015). Thus, a representative survey would be resource-intensive but offers the critical benefit of capturing a wide range of views across the Greater Cambridge population and area. Third, qualitative research in the form of regular workshops or focus groups with organisational and community leaders in the Greater Cambridge area may present a more cost-effective solution for keeping up-to-date with the changing QOL priorities of the Greater Cambridge population.

It is clear that there is complexity in measuring and monitoring QOL. This research is not the final word on QOL in Greater Cambridge. It merely aims to contribute to understanding and advancing the overall

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QOL of those living and working in Greater Cambridge. The hope is that **we can develop a framework of Greater Cambridge QOL dimensions for regular measurement and monitoring in due course, which may lead to the formulation of a Greater Cambridge QOL measure.** This measure may guide local policy- and decision makers in seeking to maintain or enhance the QOL of the Greater Cambridge area population. Inherent in our work is the hope and belief that increasingly policymakers will focus more explicitly and specifically on maximising the QOL of the local population. RAND Europe and Cambridge Ahead's aim is to bring better evidence to the table and assist in that process.

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Annex A. Final survey administered to stakeholders

A.1. Introduction

Cambridge Ahead has commissioned RAND Europe to administer a survey to people representing different parts of the Greater Cambridge community to understand the factors that most affect the quality of life of people living and working in the area. Results from the survey will be used as a first step to help Cambridge Ahead articulate the priorities of the people of Greater Cambridge and make the case that quality of life is a key priority for authorities and employers as Cambridge grows in the coming years.

This survey is split into three sections. The first section will ask you a series of questions to understand **how you feel about your overall quality of life**. The second section will ask you to **rank the top 5 areas of life which you feel influence your quality of life the most**. We will ask you to rank these areas three times separately, thinking about your views before, during and after the COVID-19 outbreak to understand how the pandemic has affected the quality of life priorities among the Greater Cambridge population. Finally, we will ask a series of questions about you and your organisation to understand the extent to which the people responding to the survey **represent the views of people living and working across the Greater Cambridge area**.

At various points in the survey we will ask you to assess **how similar your responses are to the overall views of the people in your organisation/community**. We understand that you may not know the overall views of all members within your organisation/community, but we ask that you answer these questions to the best of your knowledge.

If you feel that someone else in your organisation/community is also well placed to respond to the survey, please feel free to forward the survey link below to them.

Survey link: <https://www.smartsurvey.co.uk/s/camQOLsurvey/>

Mindful of the current circumstances related to COVID-19, we wish to make it as easy as possible for you to participate in this survey. The survey will remain open for four weeks, and we will only remind you once about its completion, and only if we haven't heard from you by the end of October. This survey will take **approximately 15 minutes** to complete.

Completion of this survey is entirely voluntary, and you can refuse to complete this survey or withdraw at any time. Survey responses will be confidential and there are minimal risks associated with responding to this survey.

RAND Europe

If you have any questions about this survey, please contact the RAND Europe research team using CamQOL@randeurope.org.

If you are happy to continue, please click 'Next Page' to continue to the Privacy Notice governing this survey.

A.2. Privacy Notice

RAND Europe is collecting data on aspects of quality of life in the Greater Cambridge area as we have been contracted by Cambridge Ahead to understand the aspects of quality of life that matter most to different communities across Greater Cambridge. The survey will not ask you to provide any information that will amount to identifiable data.

Your survey responses will be collected and stored on the SmartSurvey platform by RAND Europe. RAND Europe will obtain the data securely from SmartSurvey. SmartSurvey will delete your survey responses and identifiable data once RAND Europe has obtained it. RAND Europe will maintain this data in confidence and use it only for the purpose of the study that has been commissioned by Cambridge Ahead.

The data will be stored securely on RAND Europe's data servers for the duration of the study that has been commissioned by Cambridge Ahead. Your responses will be used to create descriptive statistics and individual organisations or specific people will not be identified in this context. Any open text response will be aggregated by theme before being reported. Your responses shall not be made available to your employer or other organisation that you represent.

Please do not provide any sensitive data in this survey, such as your political persuasion. If sensitive data is provided in the survey, RAND Europe will delete it before analysis.

In certain circumstances, you may have the right to restrict or object to processing. You also have the right to make a subject access request to see all the information held about you. To exercise any of these rights, please contact the RAND Europe data protection officer (redpo@randeurope.org). If you have any questions about how your data will be used, please do not hesitate to contact the RAND Europe data protection officer (redpo@randeurope.org). You may also contact the UK Information Commissioner's Office if you have any concerns about our use of your data at <https://ico.org.uk/concerns/>.

Please click 'Next Page' if you are happy to proceed.

A.3. Section 1: Feelings towards your overall quality of life

In this section we wish to understand how you feel about your overall quality of life.

1. Overall, how satisfied are you with your life nowadays?

Sliding scale

Incremental increase of 1

0 (not at all) ----- 10 (completely)

2. Overall, how satisfied are you with your local area as a place to live?

Sliding scale

Incremental increase of 1

0 (not at all) ----- 10 (completely)

3. Overall, to what extent do you feel that the things you do in your life are worthwhile?

Sliding scale

Incremental increase of 1

0 (not at all) ----- 10 (completely)

4. Overall, how satisfied are you with your physical health nowadays?

Sliding scale

Incremental increase of 1

0 (not at all) ----- 10 (completely)

5. Overall, how satisfied are you with your mental health nowadays?

Sliding scale

Incremental increase of 1

0 (not at all) ----- 10 (completely)

6. How would you compare your responses to the questions above to the **overall views of people in your organisation, community, group and/or neighbourhood?**

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Much more negative	Somewhat more negative	About the same	Somewhat more positive	Much more positive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break here

7. To what extent do you agree with the following statement:
I have the personal and financial resources that I need to make desired changes in my life (e.g. change my job, move to a different location, etc.).

Strongly disagree	Disagree	Neither disagree nor Agree	Agree	Strongly agree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How would you compare your response to the question above to the **overall views of people in your organisation, community, group and/or neighbourhood?**

Much more negative	Somewhat more negative	About the same	Somewhat more positive	Much more positive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break here

9. To what extent do you agree with the following statement:

My organisation, community, group and/or neighbourhood can influence decisions that affect our local area.

Strongly disagree	Disagree	Neither disagree nor Agree	Agree	Strongly agree	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break here

10. How satisfied are you with each of the following areas of life?

	Very dissatisfied	Fairly dissatisfied	Neither dissatisfied nor satisfied	Fairly satisfied	Very satisfied	Don't know or N/A
Opportunities for learning and skills development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The state of the local education system (including primary, secondary and higher education)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Present income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work-life balance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Present housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of health services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The state of public transport in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The state of traffic in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Levels of crime in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The way the councils run things in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of community in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local recreational facilities (e.g. for sports, fitness, entertainment, arts, food and drink, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall life opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How would you compare your responses in the table above to the **overall views of people in your organisation, community, group and/or neighbourhood?**

Much more negative	Somewhat more negative	About the same	Somewhat more positive	Much more positive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break here

12. What impact (if any) has the COVID-19 outbreak had on your overall quality of life?

Extremely negative impact	Moderately negative impact	No impact at all	Moderately positive impact	Extremely positive impact
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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13. How would you compare your response to the question above to the **overall views of people in your organisation, community, group and/or neighbourhood?**

Much more negative	Somewhat more negative	About the same	Somewhat more positive	Much more positive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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14. In one sentence, what is the most important thing about the Cambridge area that enhances your overall quality of life?

[Open text response]

15. In one sentence, what is the most important thing about the Cambridge area that is most detrimental to your overall quality of life?

[Open text response]

Page break here

A.4. Section 2: Factors influencing your overall quality of life

In this section we will ask you to rank the areas of life which you feel are most important in influencing your overall quality of life. We are aware that the areas of life that are most important have likely been influenced considerably by the COVID-19 outbreak. To account for any shorter-term changes in the areas most important in shaping your overall quality of life due to the COVID-19 outbreak, we will ask you to rank the **top 5** most important areas of life at three points in time:

- i. before the COVID-19 outbreak;
- ii. during the COVID-19 outbreak and implementation of lockdown measures/social distancing guidelines;
- iii. two years or more in the future, thinking about the areas of life that should be focussed on to make Cambridge the greatest small city in the world.

Page break

16. Thinking specifically about a time **before the COVID-19 outbreak**, please rank the **top 5** areas of life from the list below that were most important in shaping your overall quality of life, **where 1 is the most important**, and **5 is the fifth most important**.

- ☐ Personal well-being
- ☐ Health (including personal health, and the quality of health services)
- ☐ The state of the local education system (including primary, secondary and higher education)
- ☐ Opportunities for learning and skills development
- ☐ The local natural environment
- ☐ Housing
- ☐ Personal relationships
- ☐ Sense of community in the local area
- ☐ The way the councils run things in the local area
- ☐ Levels of crime in the local area
- ☐ Job prospects
- ☐ Work-life balance
- ☐ Income
- ☐ Local recreational facilities (e.g. for sports, fitness, entertainment, arts, food and drink, etc.)
- ☐ The state of traffic in the local area
- ☐ The state of public transport in the local area
- ☐ The state of businesses in the local area
- ☐ The state of the economy (locally and/or nationally)

17. To what extent do you think that the rankings that you have provided above are similar to the **overall views of people in your organisation, community, group and/or neighbourhood?**

- | Not similar at all | Slightly similar | Moderately similar | Extremely similar | Exactly the same |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Page break here

18. Thinking specifically about a time **during the COVID-19 outbreak and implementation of lockdown measures/social distancing guidelines**, please rank the **top 5** areas of life from the list below that have been most important in shaping your overall quality of life, **where 1 is the most important**, and **5 is the fifth most important**.

- ☐ Personal well-being
- ☐ Health (including personal health, and the quality of health services)
- ☐ The state of the local education system (including primary, secondary and higher education)
- ☐ Opportunities for learning and skills development
- ☐ The local natural environment
- ☐ Housing
- ☐ Personal relationships
- ☐ Sense of community in the local area
- ☐ The way the councils run things in the local area
- ☐ Levels of crime in the local area
- ☐ Job prospects
- ☐ Work-life balance
- ☐ Income
- ☐ Local recreational facilities (e.g. for sports, fitness, entertainment, arts, food and drink, etc.)
- ☐ The state of traffic in the local area
- ☐ The state of public transport in the local area
- ☐ The state of businesses in the local area
- ☐ The state of the economy (locally and/or nationally)

19. To what extent do you think that the rankings that you have provided above are similar to the **overall views of people in your organisation, community, group and/or neighbourhood?**

- | Not similar at all | Slightly similar | Moderately similar | Extremely similar | Exactly the same |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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20. Thinking specifically **two years or more into the future**, please rank the **top 5** areas of life from the list below that should be focussed on to make Cambridge the greatest small city in the world, **where 1 is the most important**, and **5 is the fifth most important**.

- ☐ Personal well-being
- ☐ Health (including personal health, and the quality of health services)
- ☐ The state of the local education system (including primary, secondary and higher education)
- ☐ Opportunities for learning and skills development
- ☐ The local natural environment
- ☐ Housing
- ☐ Personal relationships
- ☐ Sense of community in the local area
- ☐ The way the councils run things in the local area
- ☐ Levels of crime in the local area
- ☐ Job prospects
- ☐ Work-life balance
- ☐ Income

- ☐ Local recreational facilities (e.g. for sports, fitness, entertainment, arts, food and drink, etc.)
- ☐ The state of traffic in the local area
- ☐ The state of public transport in the local area
- ☐ The state of businesses in the local area
- ☐ The state of the economy (locally and/or nationally)

21. To what extent do you think that the rankings that you have provided above are similar to the **overall views of people in your organisation, community, group and/or neighbourhood?**

Not similar at all	Slightly similar	Moderately similar	Extremely similar	Exactly the same
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page break here

A.5. Section 3: About you and your organisation

In this section we will ask you some questions about you and your organisation. We need to ask you these questions so that we can understand **the extent to which the survey sample represents the views of different people living and working across the Greater Cambridge area.**

If you do not feel comfortable responding to a particular question, please select the **“Prefer not to say”** option where relevant.

22. What is your age?

Dropdown list:

Below 18 years old
18-24 years old
25-34 years old
35-44 years old
45-54 years old
55-64 years old
65-74 years old
75 years old and above
Prefer not to say

Page break here

23. How would you describe your gender?

Dropdown:

Female
Male
Other (please specify):
Prefer not to say

[open text for 'Other' response]

Page break here

24. How would you describe your ethnicity?

Dropdown:

Asian or Asian British
Black or Black British
Mixed
White
Other ethnic group (please specify)
Prefer not to say

[open text for 'Other' response]

Page break here

25. What is the highest level of education that you have completed?

Dropdown:

1+ O levels/CSEs/GCSEs (any grades)
5+ O levels/CSEs/GCSEs (any grades)
1+ A levels/AS levels
2+ A levels, 4+ AS levels, Higher School Certificate
First Degree (e.g. BA, BSc)
Higher Degree (e.g. MA, PhD, PGCE, post-graduate certificates/diplomas)
NVQ Level 1, Foundation GNVQ
NVQ Level 2, Intermediate GNVQ
NVQ Level 3, Advanced GNVQ
NVQ Levels 4-5, HNC, HND
Other Qualifications (e.g. City and Guilds, RSA/OCR, BTEC/Edexcel)
No Qualifications
Prefer not to say

Page break here

26. Please select your legal marital or same-sex civil partnership status from the list below.

Dropdown:

Never married and never registered a same-sex civil partnership
Married or in a registered same-sex civil partnership
Separated but still legally married or still in a same-sex civil partnership
Divorced or formerly in a same-sex civil partnership which is now legally dissolved
Widowed or surviving partner from a same-sex civil partnership
Prefer not to say

Page break here

27. Regarding employment, which of the following options best describe your current work life?

Dropdown:

Full-time employed
Part-time employed
Self-employed
Engaged in unpaid activities (e.g. voluntary work)
Not employed, looking for work
Not employees, NOT looking for work
Retired
Disabled, not able to work
Other (please specify)
Prefer not to say

[open text for 'Other' response]

Skip logic: skip over Q28 IF response is not (Full-time employed, Part-time employed)

Page break here

28. Which of the following categories best describes your current occupation?

Dropdown:

Manager
Professional
Technician or junior professional
Clerical support worker
Service worker
Sales worker
Skilled agricultural forestry and fishery worker
Crafted and related trades worker
Plant and machine operator or assembler
Elementary occupations
Armed forces occupation
Don't know
Prefer not to say

Page break here

29. What was your total household income from all sources last year (including wages, winnings, awards, profits, investments, state benefits, pensions, etc)?

Dropdown:

£0-£9,999
£10,000-£19,999
£20,000-£29,999
£30,000-£39,999
£40,000-£49,999
£50,000-£59,999
£60,000-£69,999
£70,000-£79,999
£80,000-£89,999
£90,000-£99,999
£100,000 or more
Prefer not to say

Page break here

30. Which of the following best describes your current accommodation situation?

Dropdown:

Homeowner
Rented, from social, municipal or non-profit housing provider

Rented, from private landlord or company
Other (please specify)
Don't know
Prefer not to say

[open text for 'Other' response]

Page break here

31. Please select the option that best describes the organisation that you represent.

Dropdown:

Small business (less than 50 staff members)
Medium business (51-250 staff members)
Large business (more than 250 staff members)
Community organisation
Charitable organisation
Local authority
Neighbourhood organisation
Public service
Sports organisation
University
Voluntary organisation
Youth organisation
Other (please specify)

[open text for 'Other' response]

Page break here

32. Please select the area where the organisation that you represent is based. *

If you are not sure which Cambridge ward to select, please consult the following ward map:
<https://www.cambridge.gov.uk/media/3389/ward-map.pdf>

Dropdown:

Cambridge – Abbey ward
Cambridge – Arbury ward
Cambridge – Castle ward
Cambridge – Cherry Hinton ward
Cambridge – Coleridge ward
Cambridge – East Chesterton ward
Cambridge – King's Hedges ward
Cambridge – Market ward
Cambridge – Newnham ward
Cambridge – Petersfield ward
Cambridge – Queen Edith's ward
Cambridge – Romsey ward

Cambridge – Trumpington ward
Cambridge – West Chesterton ward
South Cambridgeshire – Bar Hill
South Cambridgeshire – Barton
South Cambridgeshire – Bassingbourn
South Cambridgeshire – Bourn
South Cambridgeshire – Caldecote
South Cambridgeshire – Comberton
South Cambridgeshire – Cottenham
South Cambridgeshire – Duxford
South Cambridgeshire – Fowlmere and Foxton
South Cambridgeshire – Gamlingay
South Cambridgeshire – Girton
South Cambridgeshire – Hardwick
South Cambridgeshire – Harston and Hauxton
South Cambridgeshire – Haslingfield and The Eversdens
South Cambridgeshire – Longstanton
South Cambridgeshire – Melbourn
South Cambridgeshire – Meldreth
South Cambridgeshire – Orwell and Barrington
South Cambridgeshire – Papworth and Elsworth
South Cambridgeshire – Sawston
South Cambridgeshire – Swavesey
South Cambridgeshire – The Abingtons
South Cambridgeshire – The Mordens
South Cambridgeshire – The Shelfords and Stapleford
South Cambridgeshire – Whittlesford
Cambourne
Chatteris
Ely
Huntingdon
Littleport
March
Peterborough
Soham
St Ives
St Neots
Whittlesey
Wisbech

Page break here

Thank you! The survey ends here

If you have any further questions about the survey, please contact the RAND Europe research team at CamQOL@randeurope.org

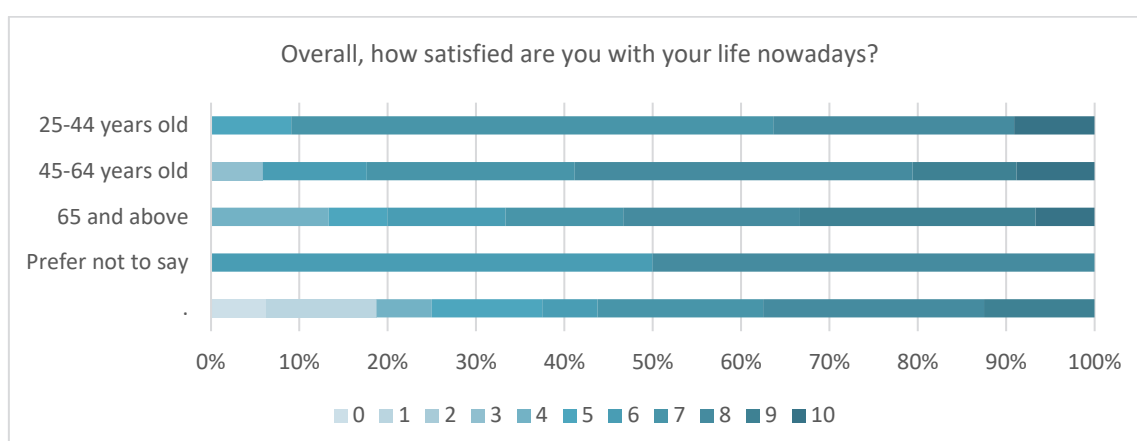
Annex B. Sub-group analysis

Please note that graphs in this Annex with data corresponding to a group marked with a dot show responses where respondents have answered the relevant question but not provided the demographic/organisational data required to categorise them accordingly.

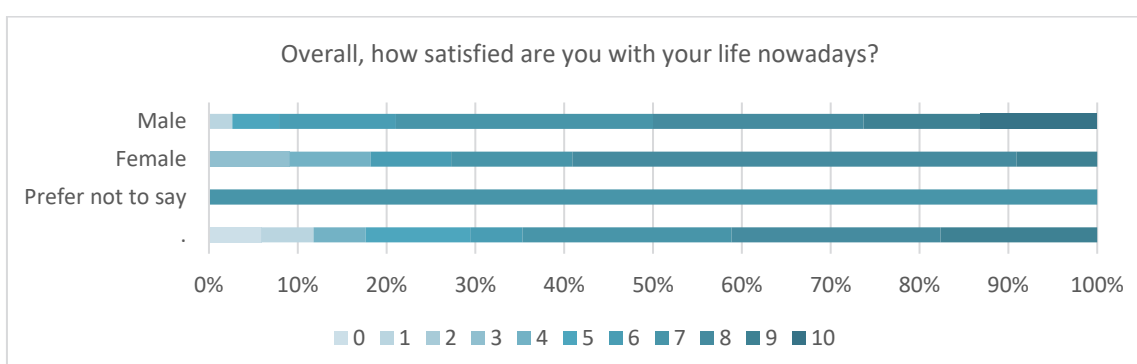
B.1. Feelings towards overall quality of life

B.1.1. Satisfaction with life

Results by age group

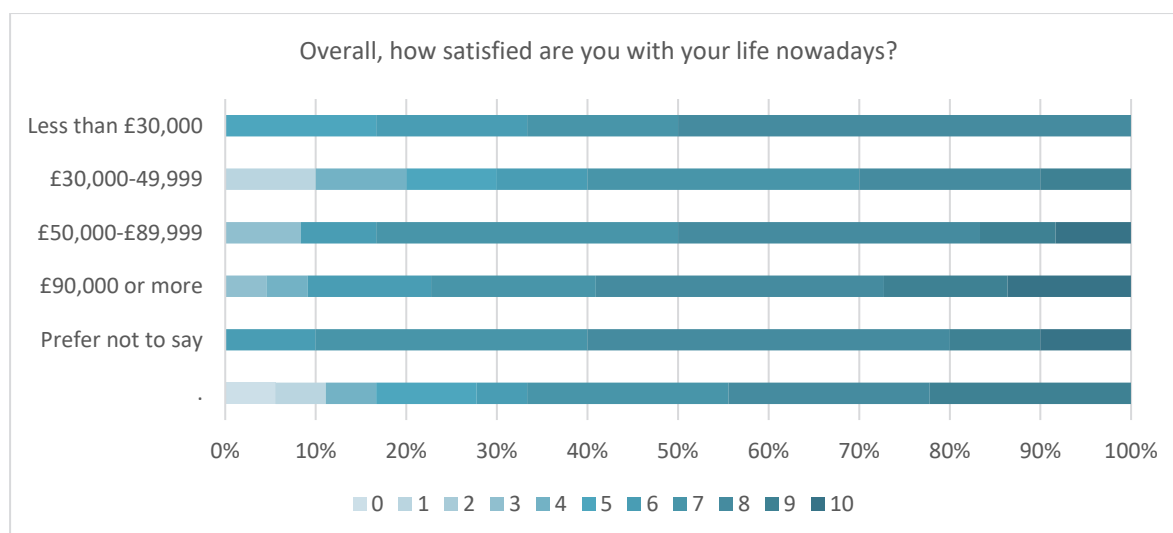


Results by gender

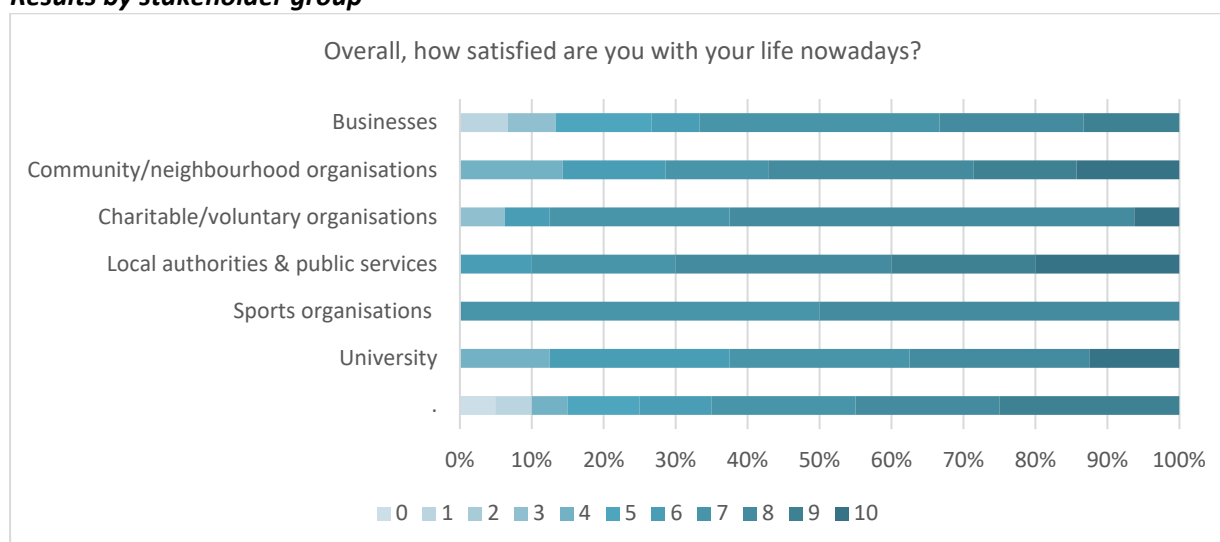


Results by household income

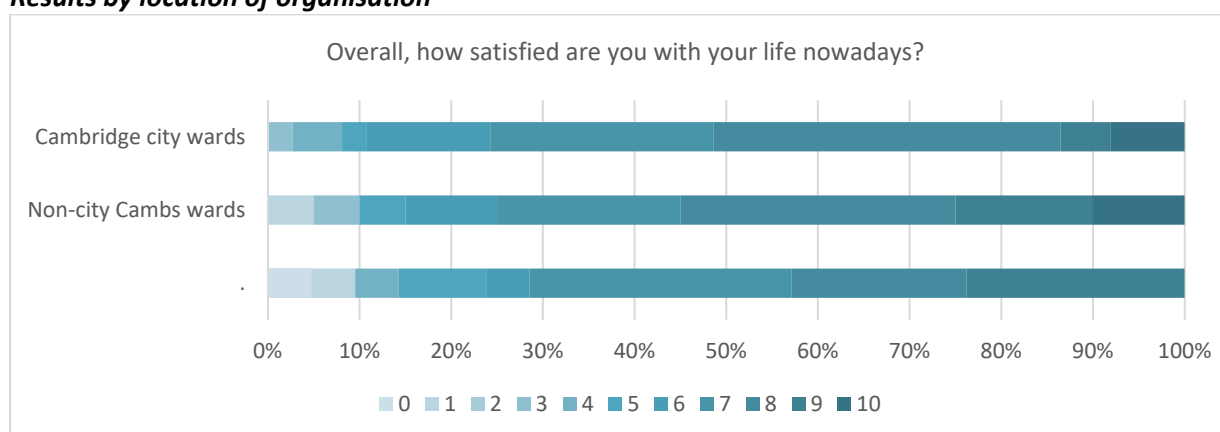
Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



Results by stakeholder group

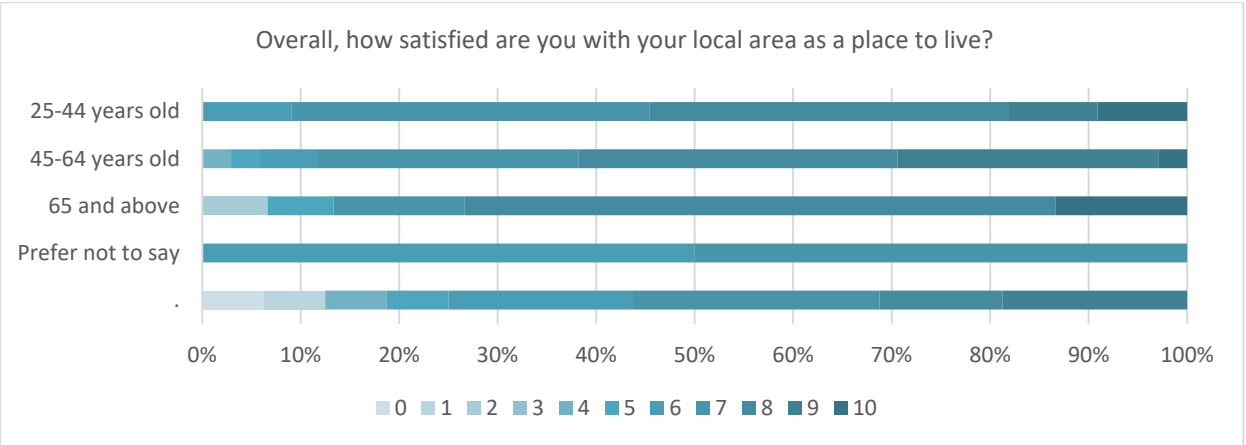


Results by location of organisation

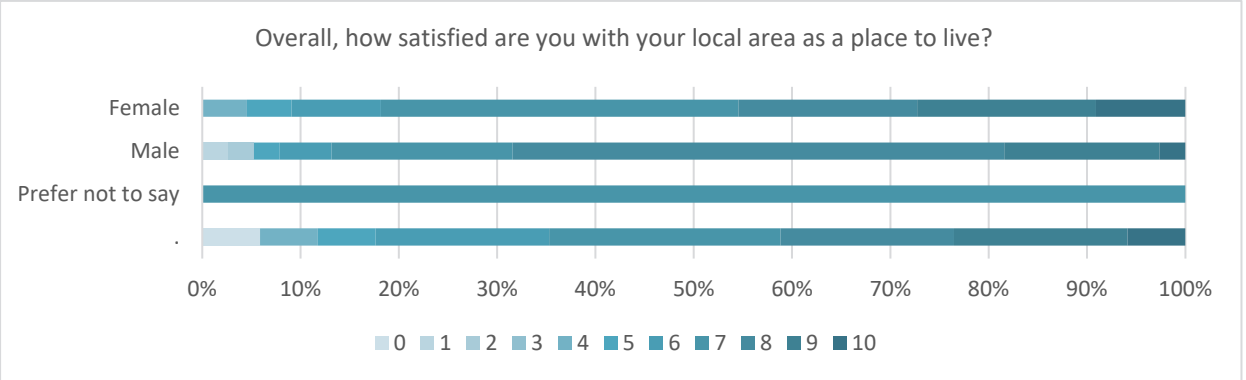


B.1.2. Satisfaction with the local area as a place to live

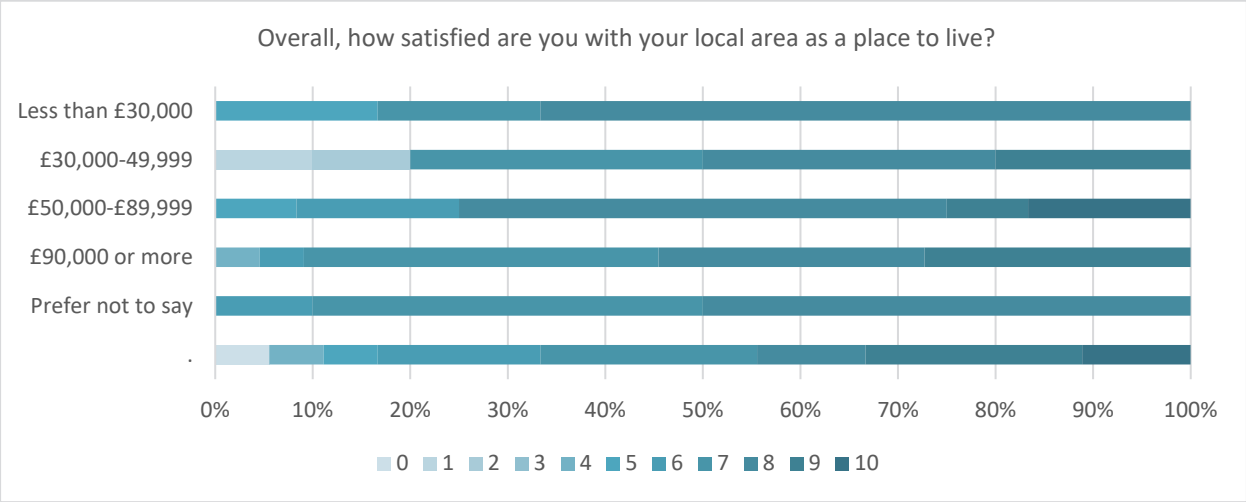
Results by age group



Results by gender

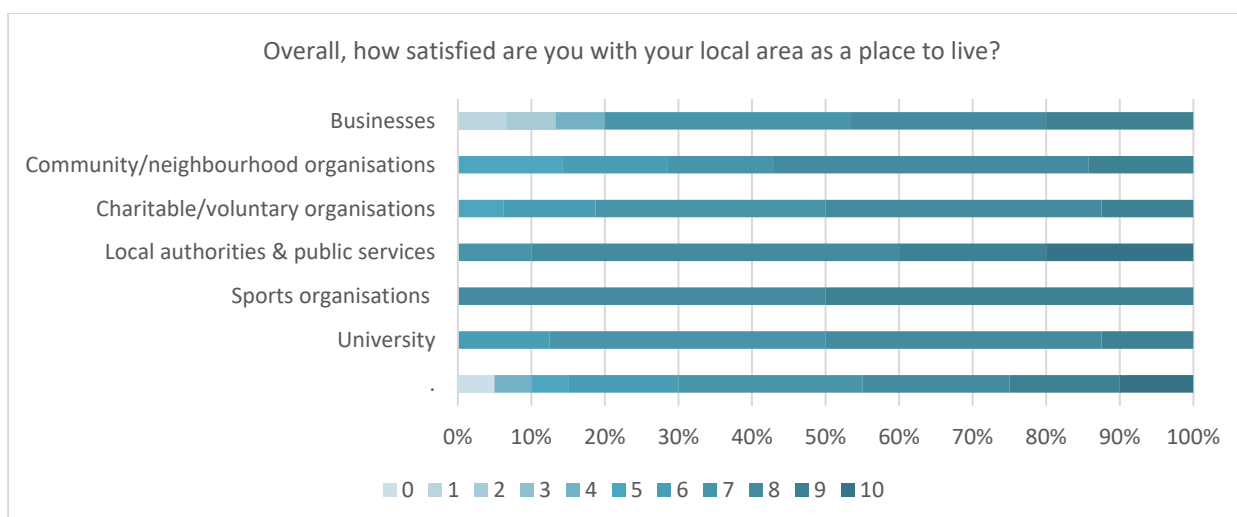


Results by household income

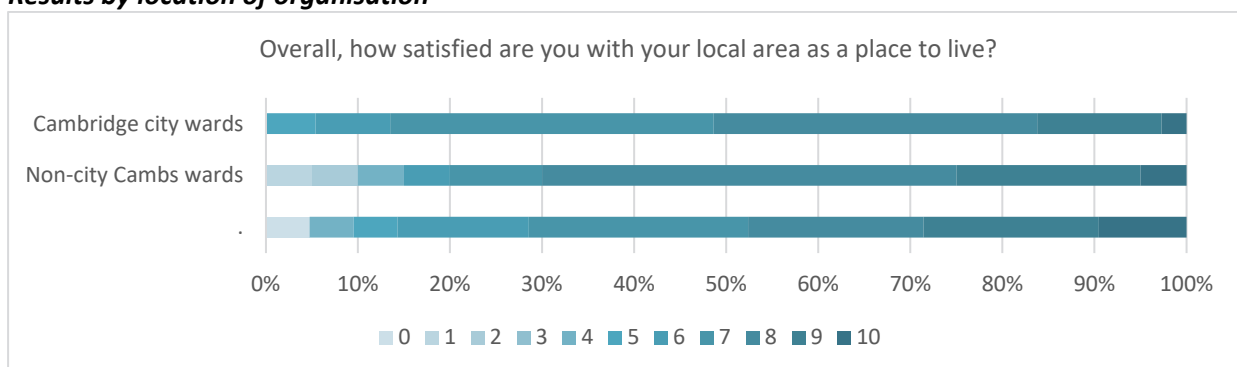


Results by stakeholder group

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life

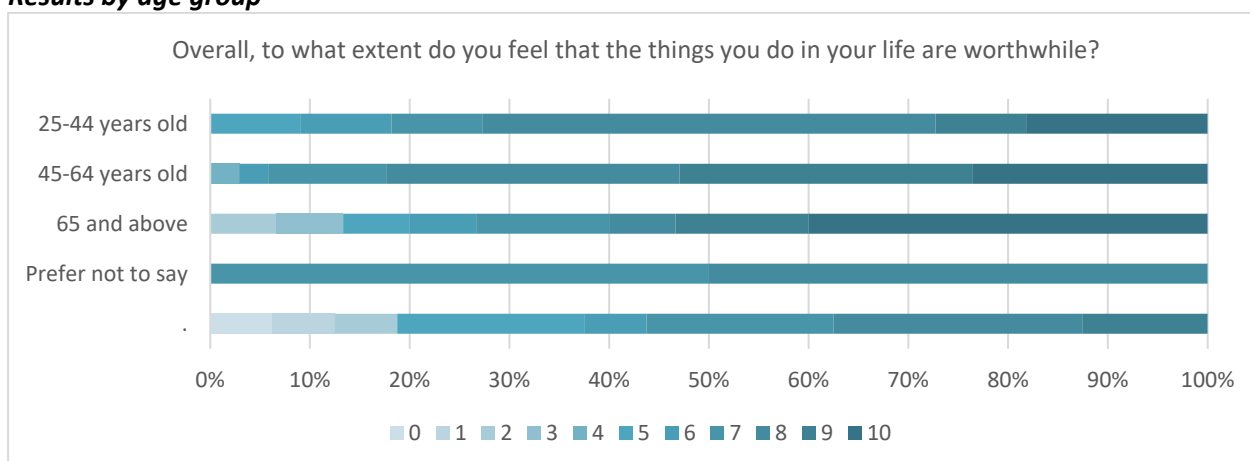


Results by location of organisation

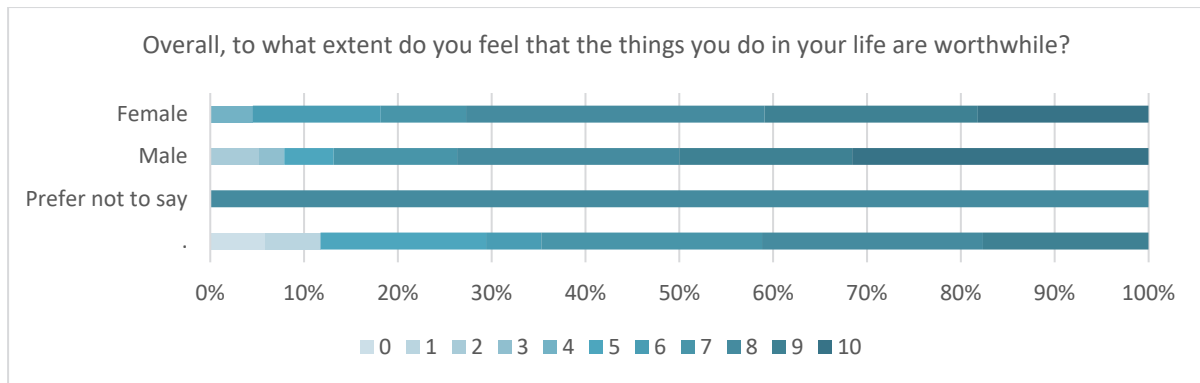


B.1.3. Feeling that the things done in life are worthwhile

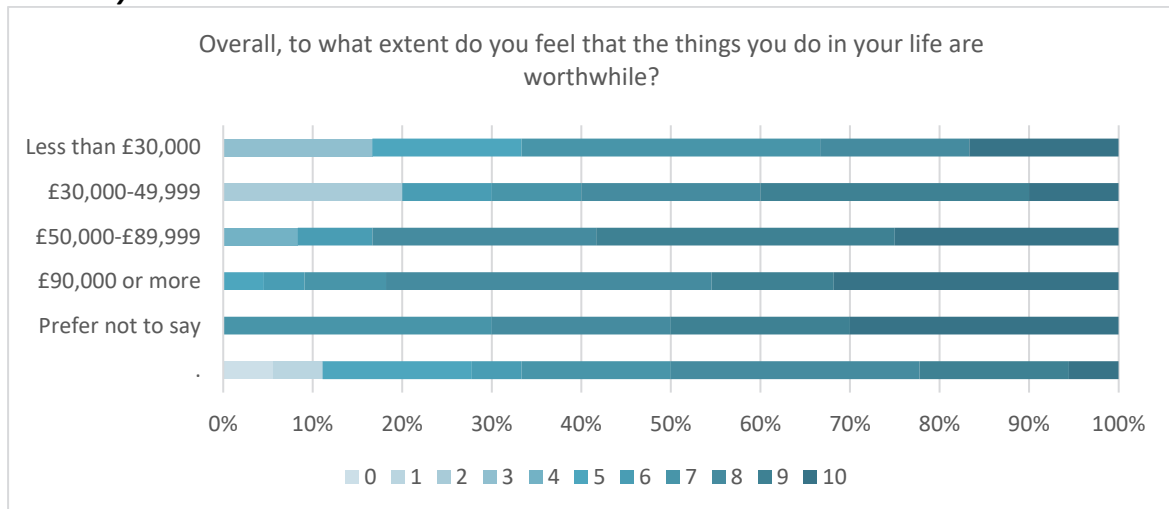
Results by age group



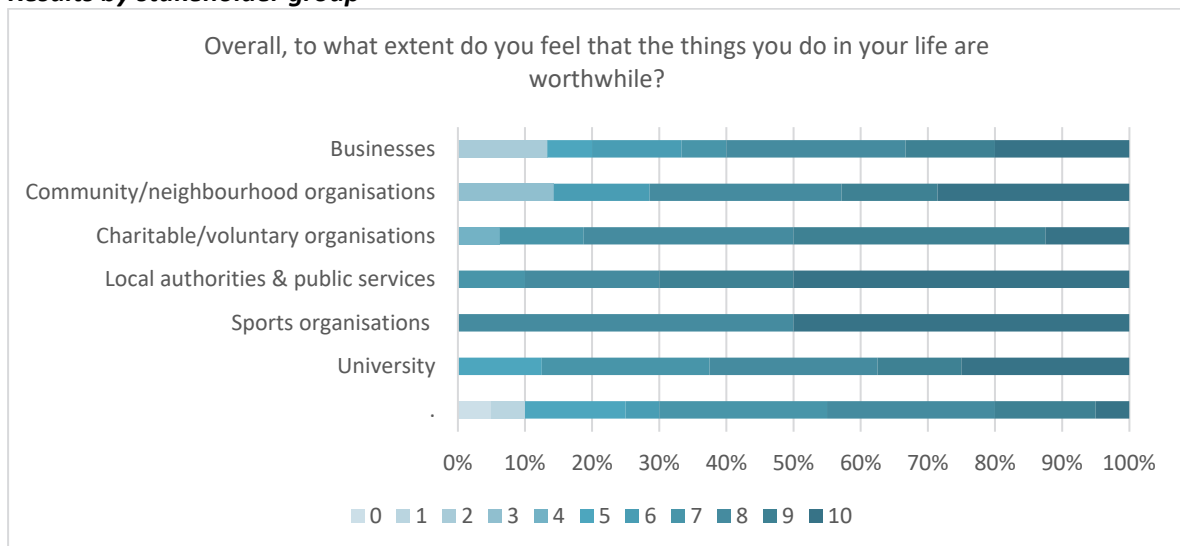
Results by gender



Results by household income

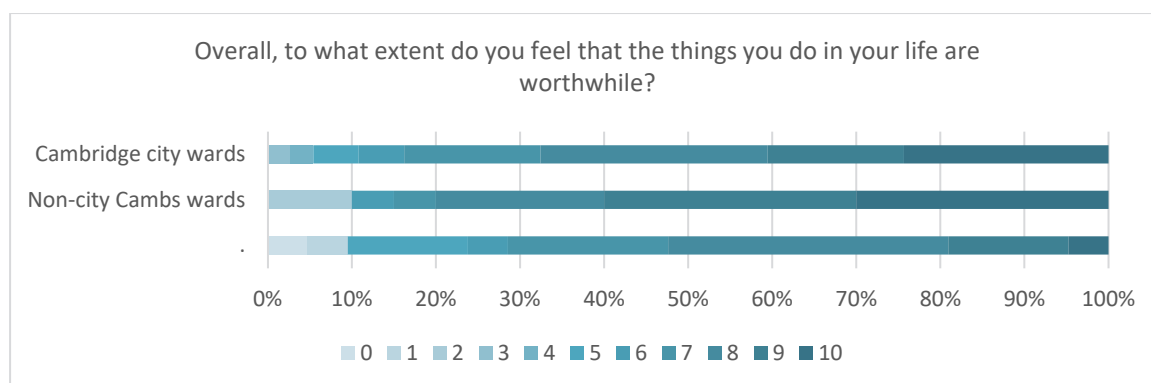


Results by stakeholder group



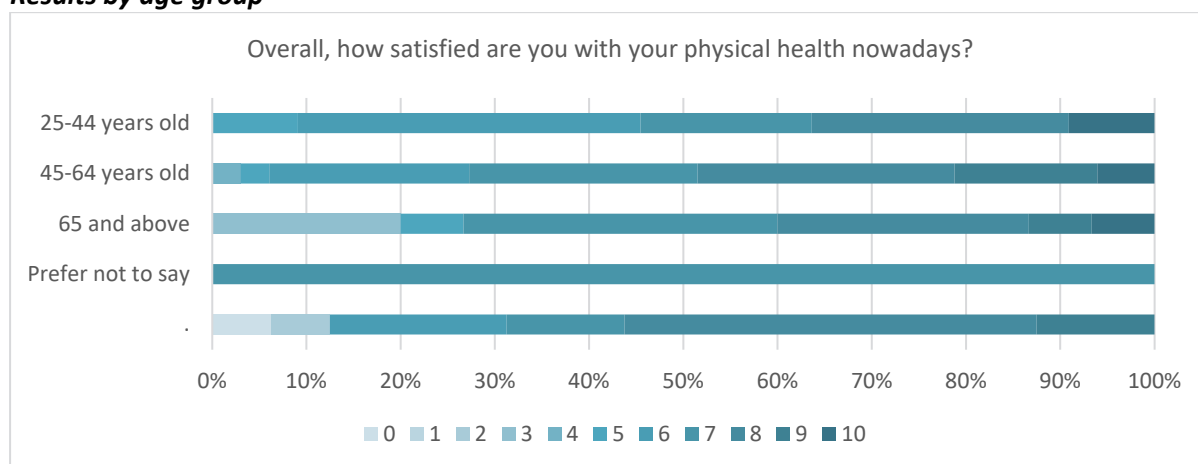
Results by location of organisation

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life

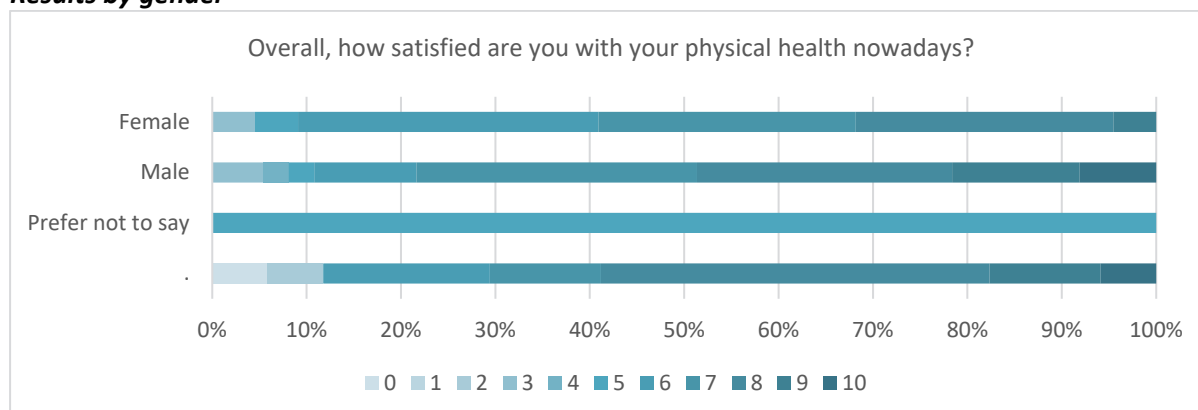


B.1.4. Satisfaction with physical health

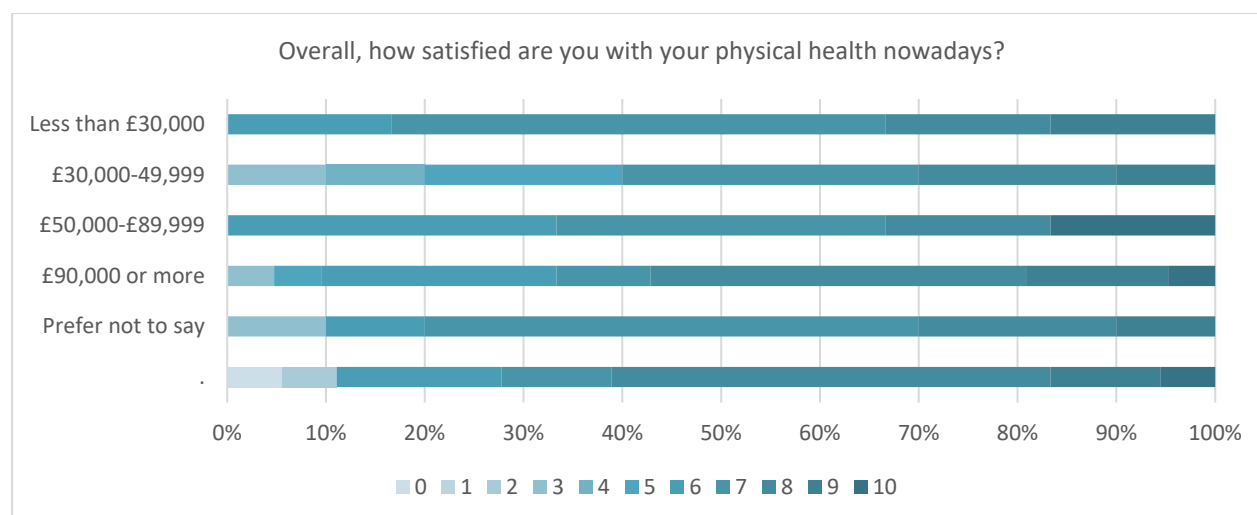
Results by age group



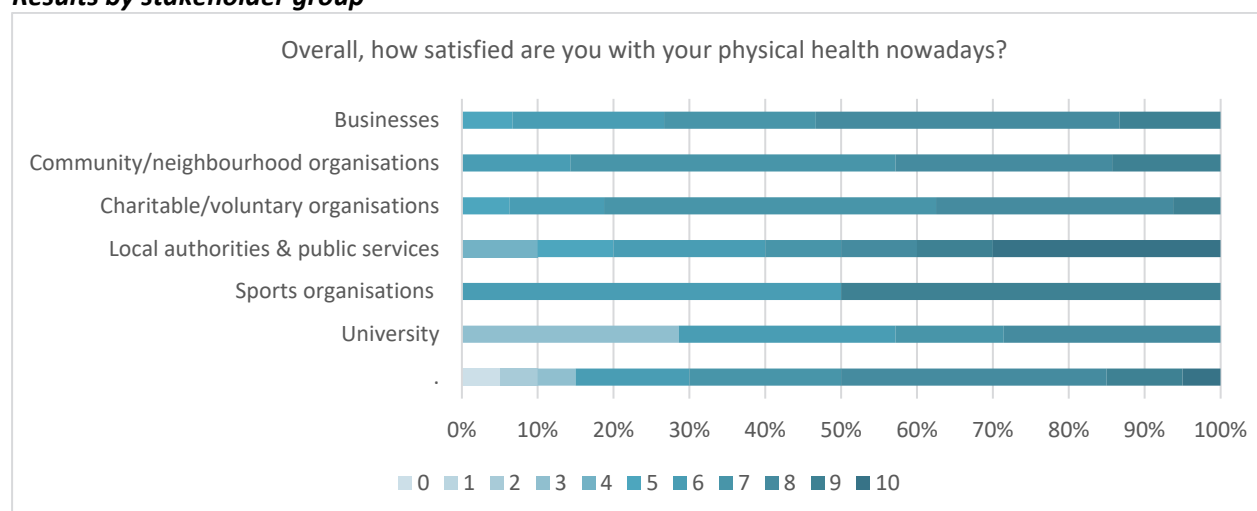
Results by gender



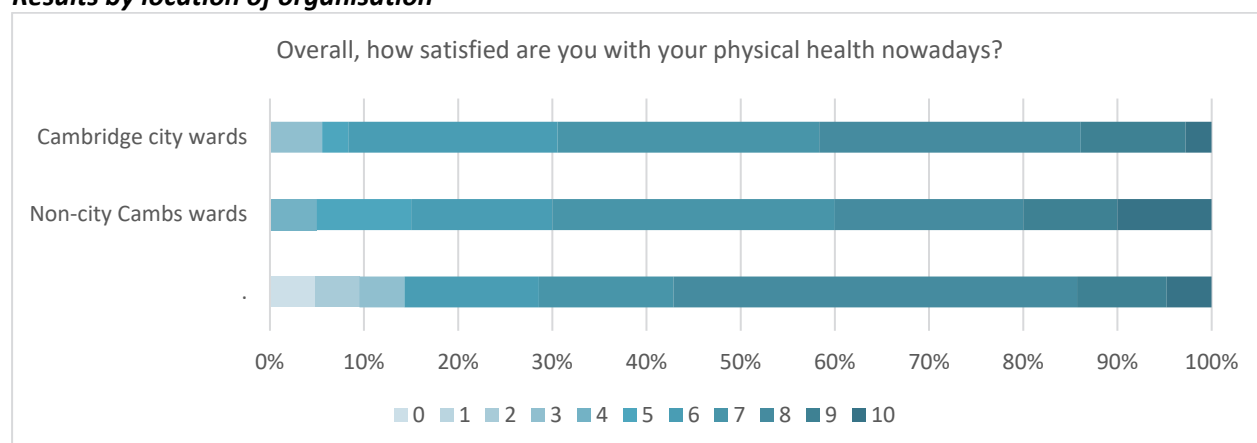
Results by household income



Results by stakeholder group



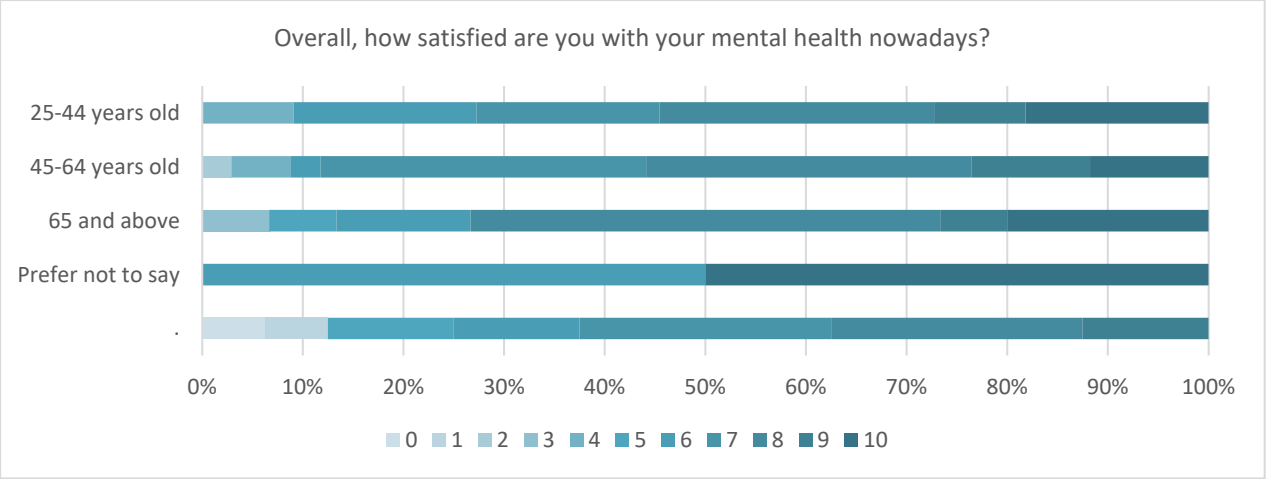
Results by location of organisation



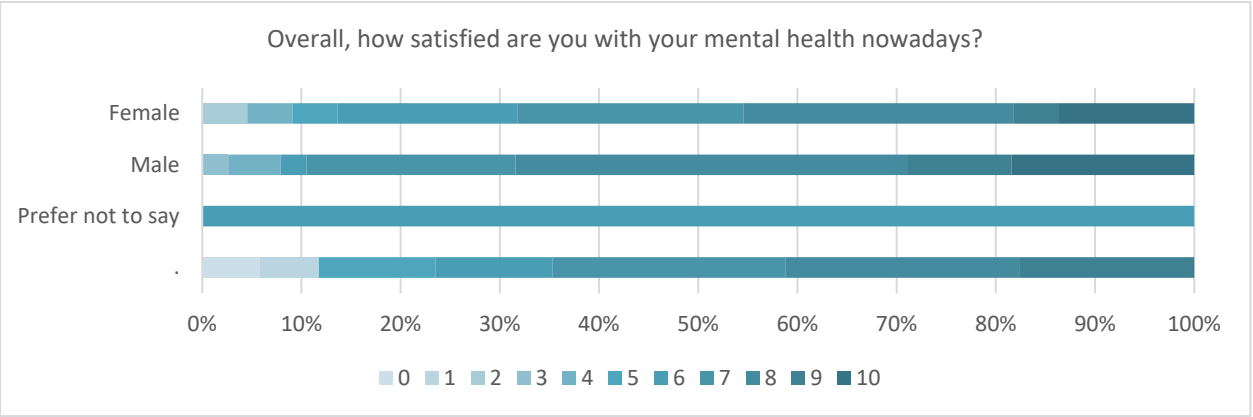
B.1.5. Satisfaction with mental health

Results by age group

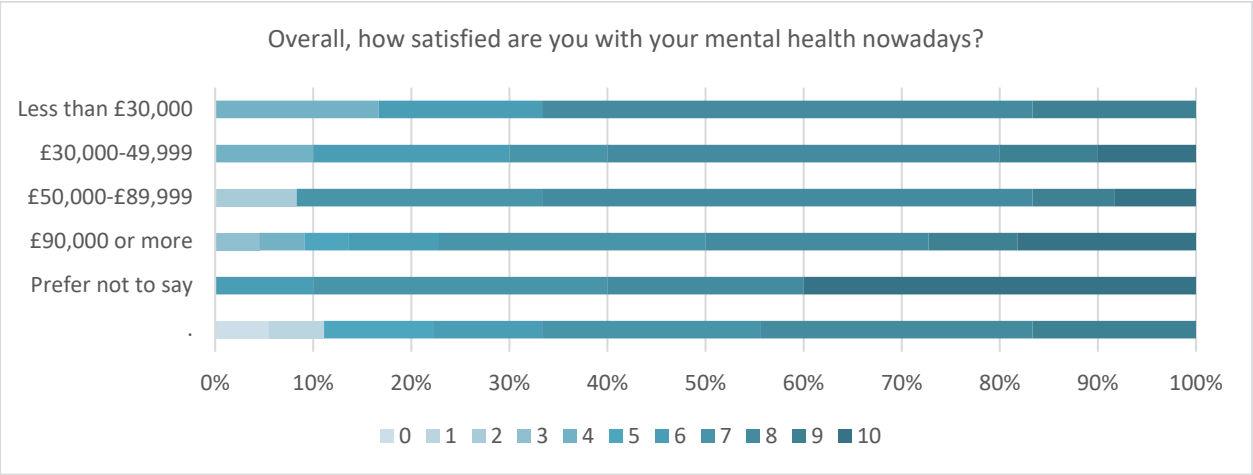
Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



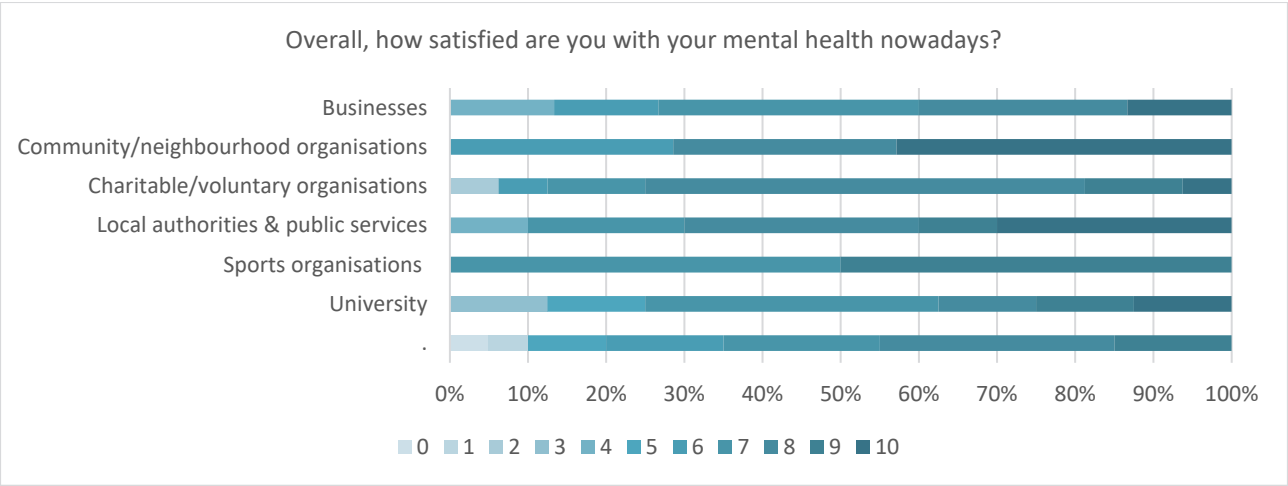
Results by gender



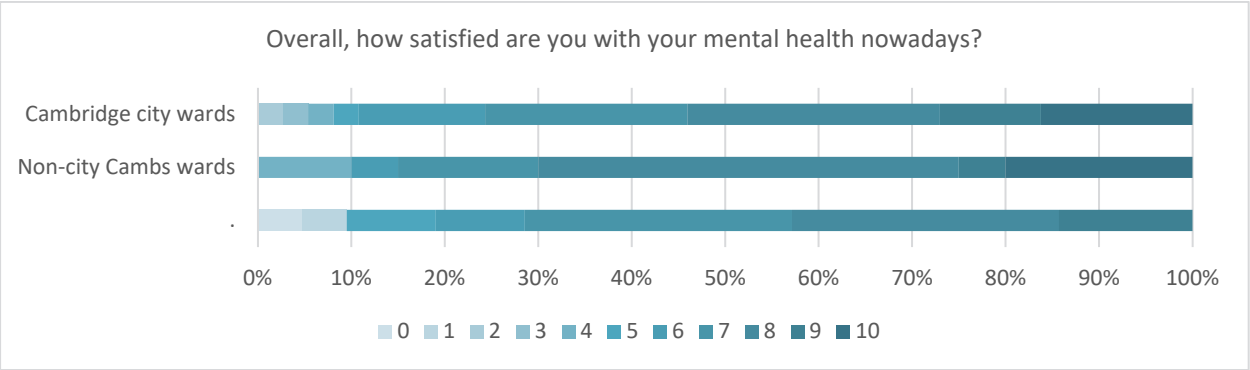
Results by household income



Results by stakeholder group

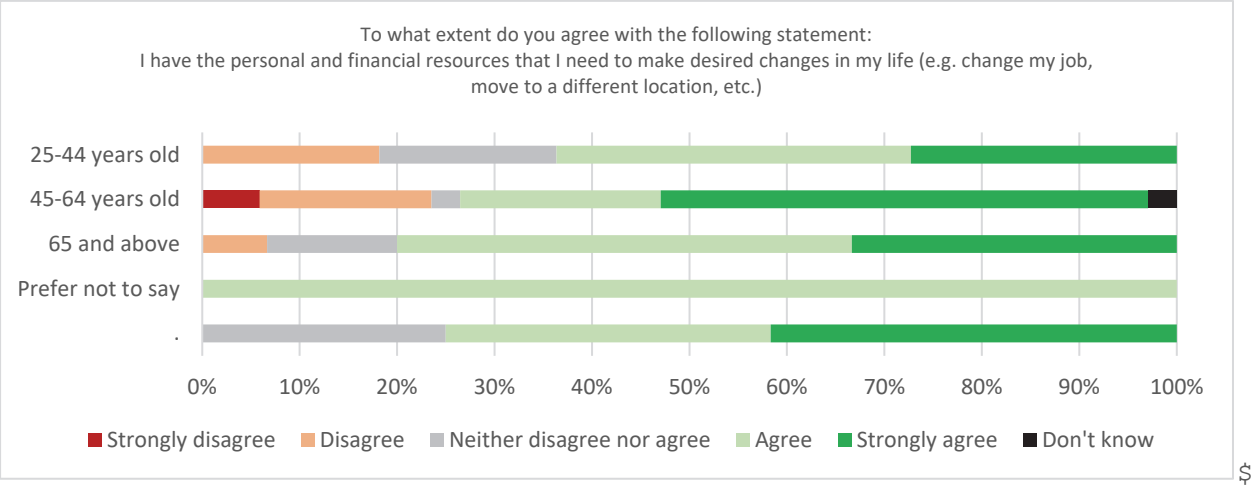


Results by location of organisation



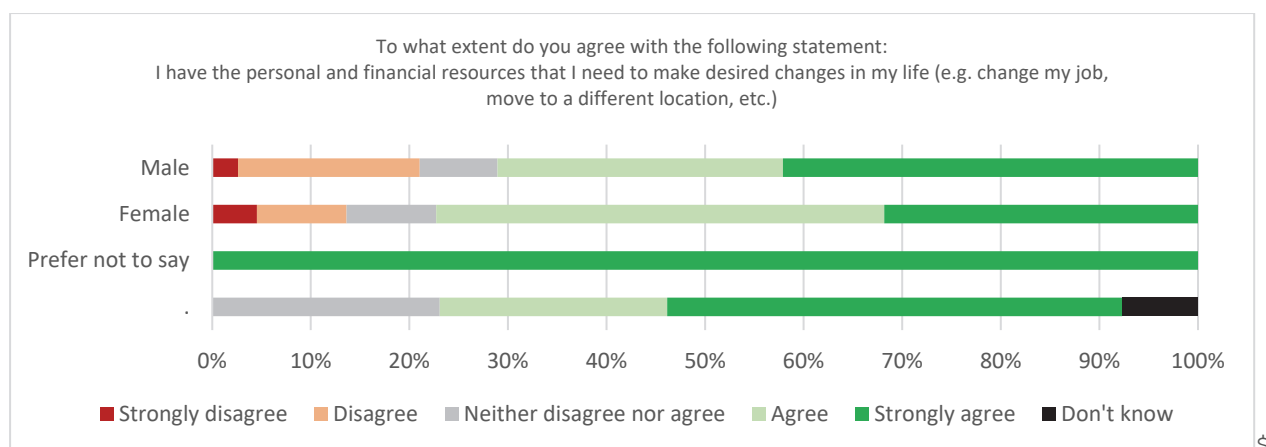
B.1.6. Making desired life changes

Results by age group



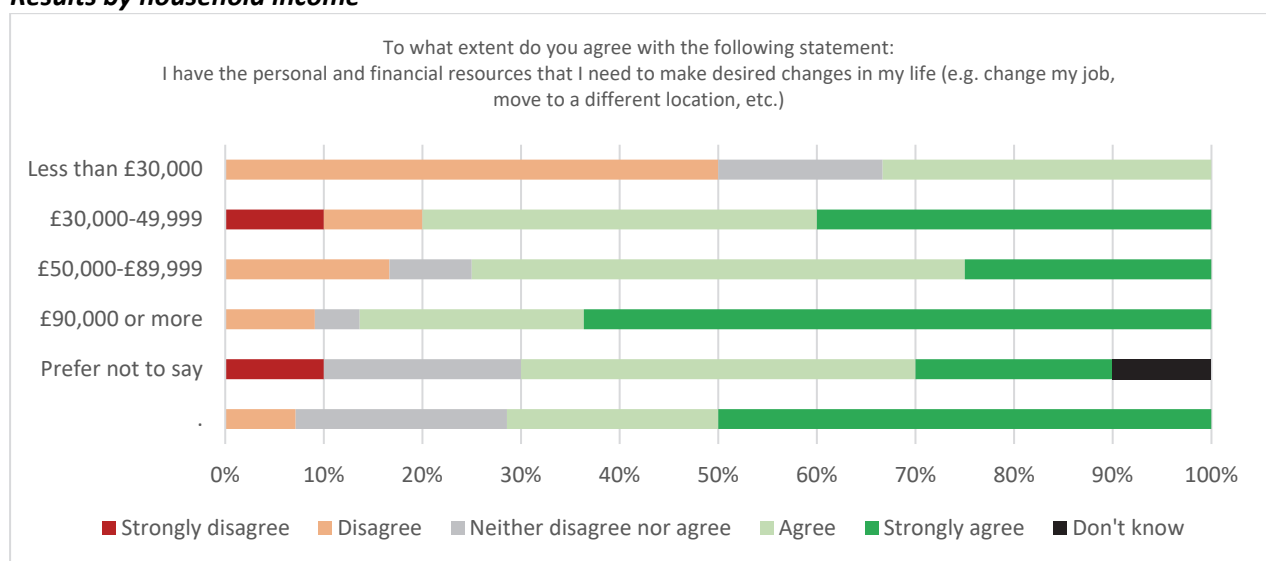
Results by gender

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



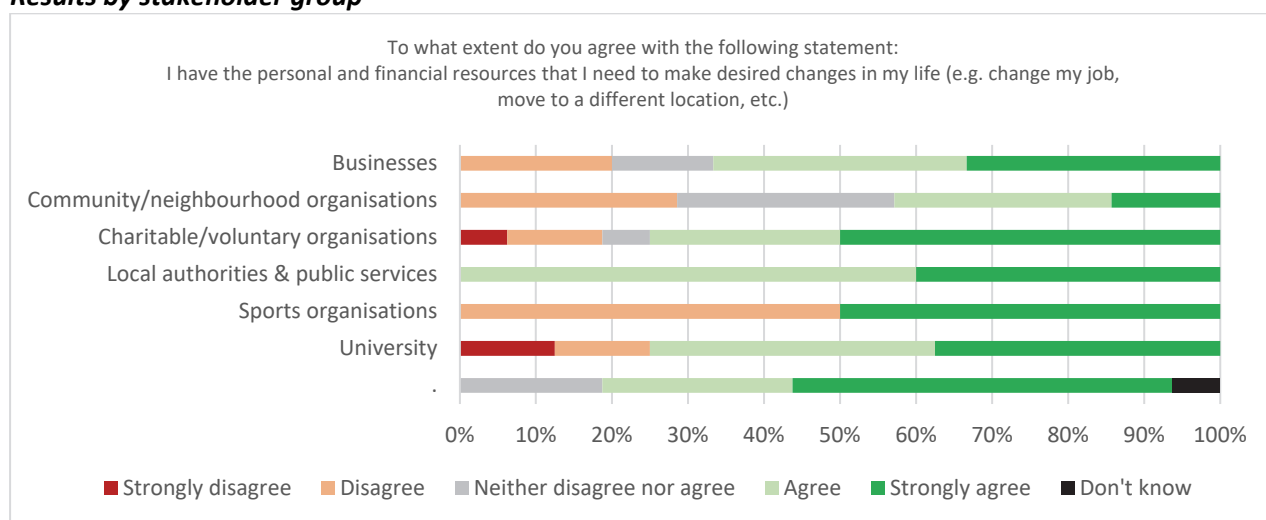
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Results by household income

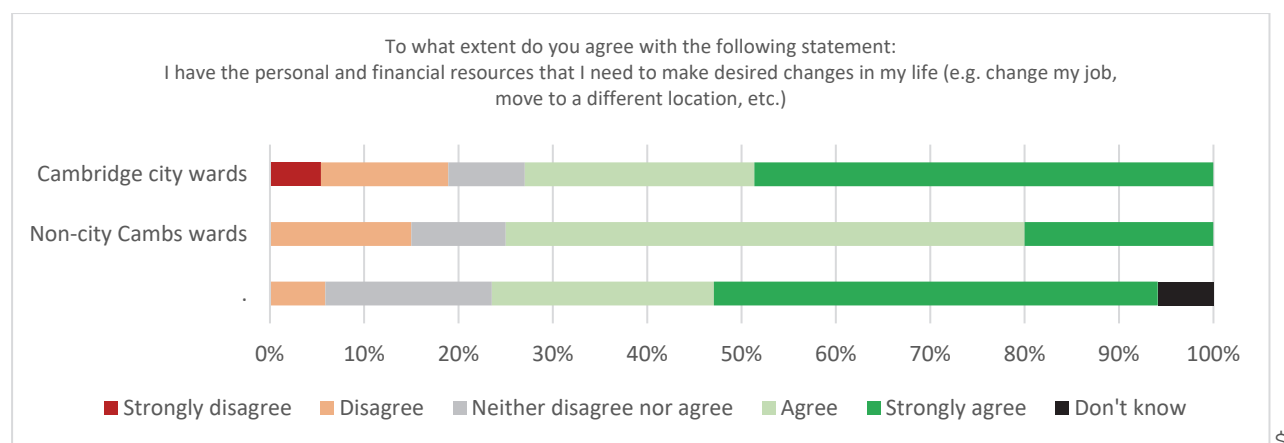


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Results by stakeholder group

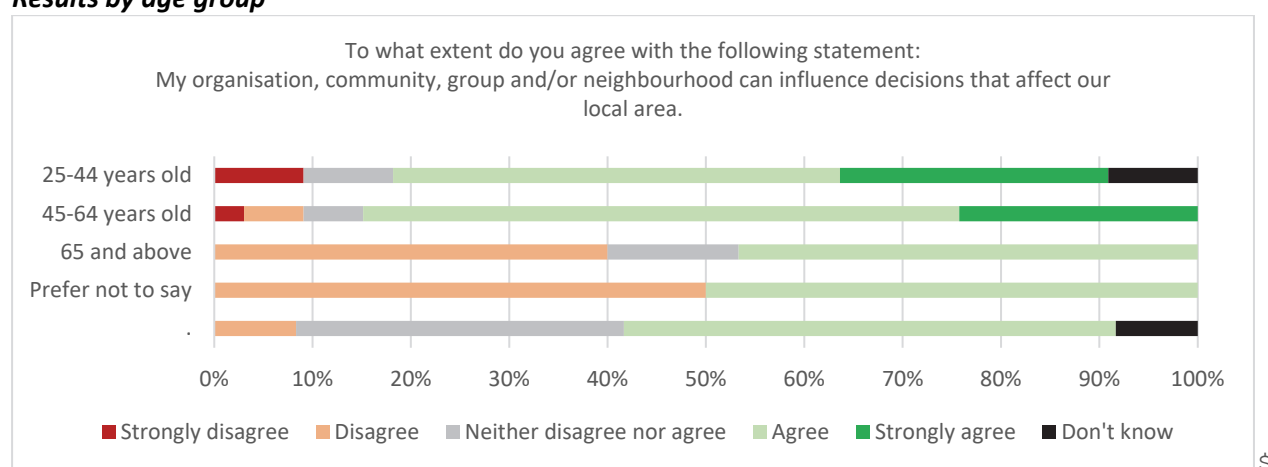


Results by location of organisation

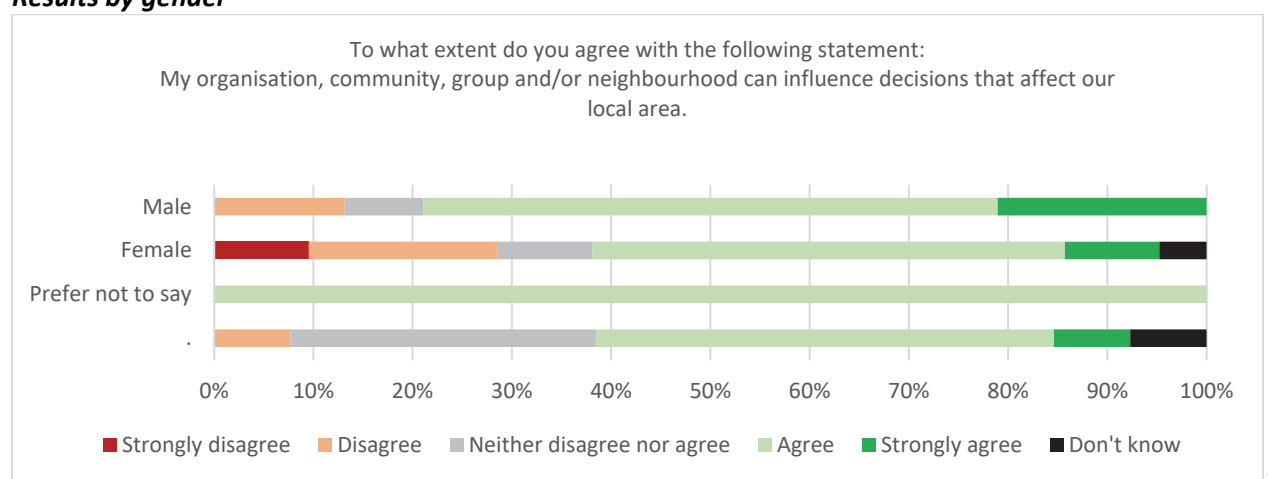


B.1.7. Influence on the local area

Results by age group

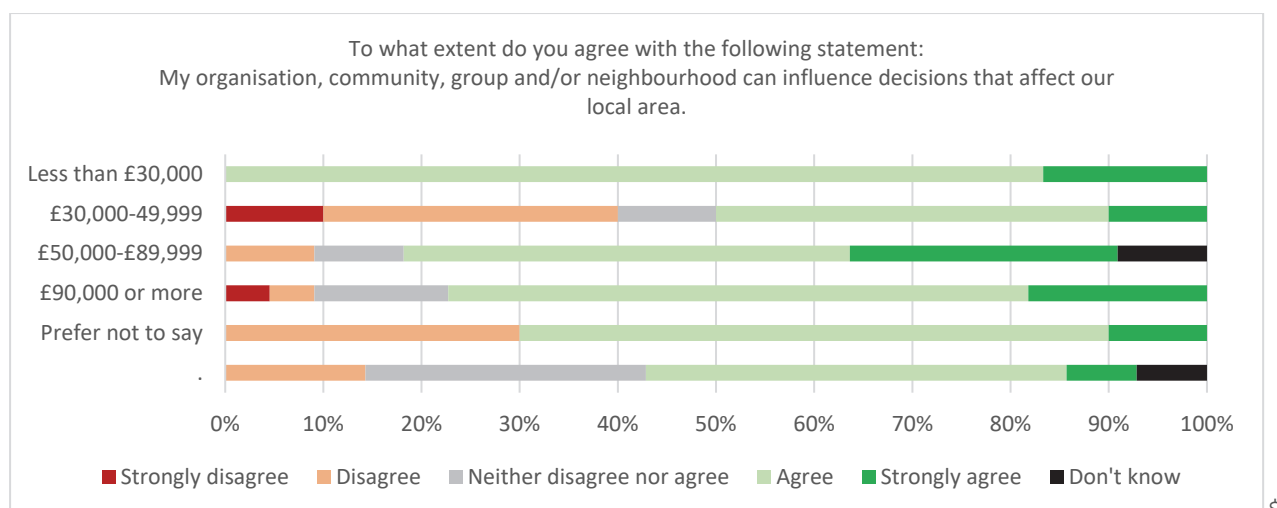


Results by gender

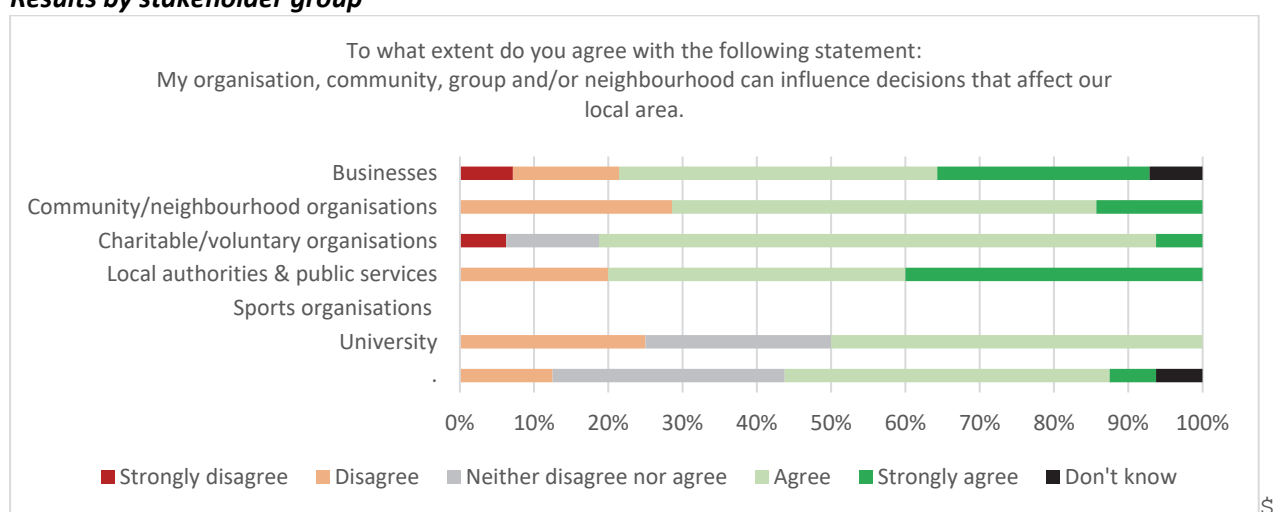


Results by household income

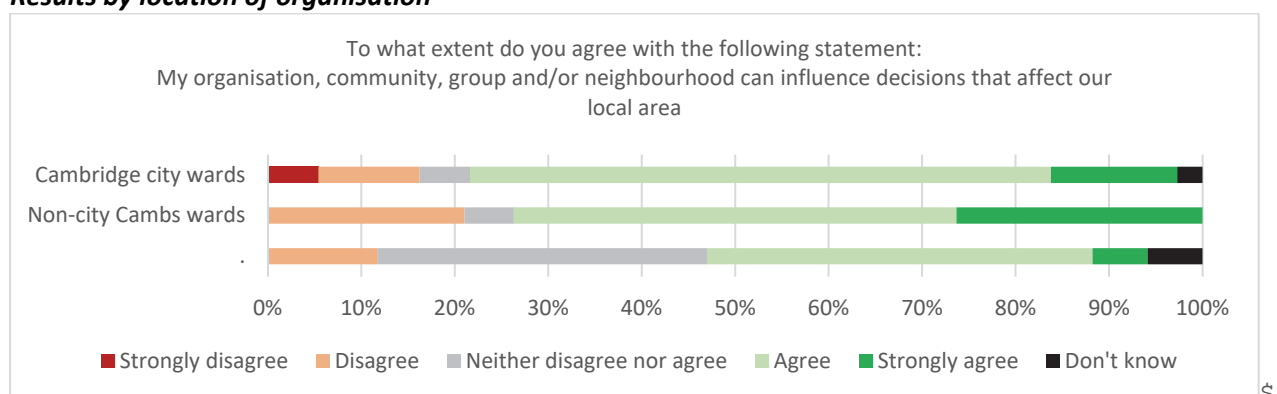
Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



Results by stakeholder group

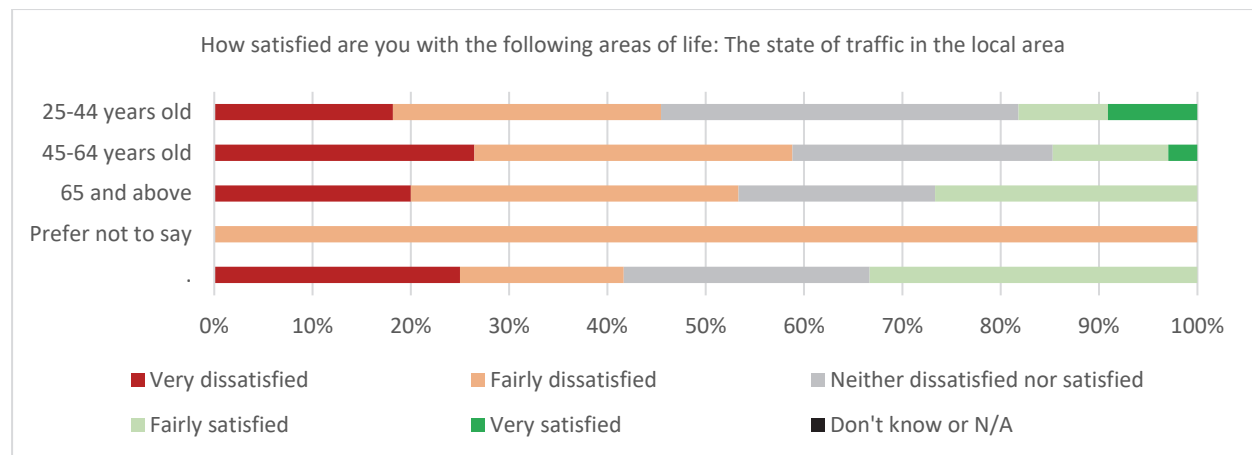


Results by location of organisation

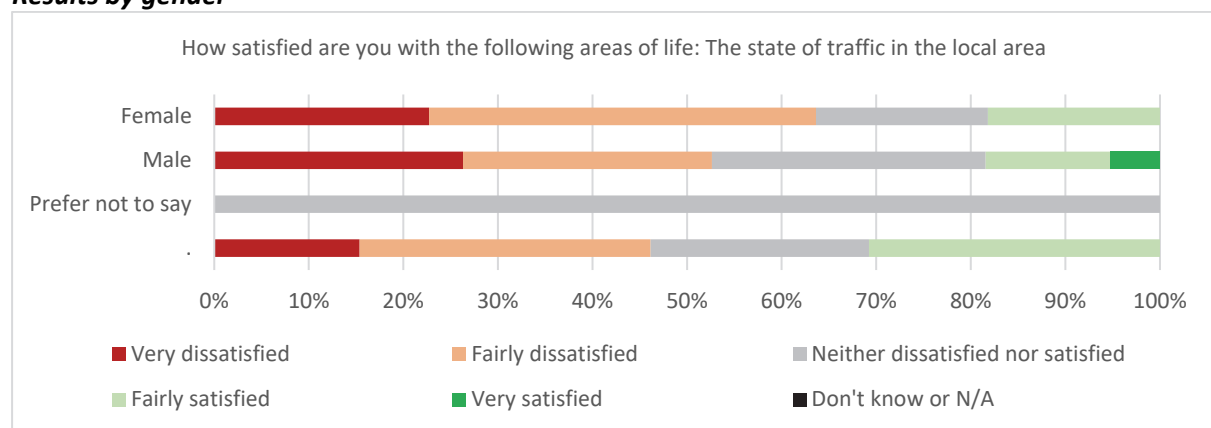


B.1.8. Traffic in the local area

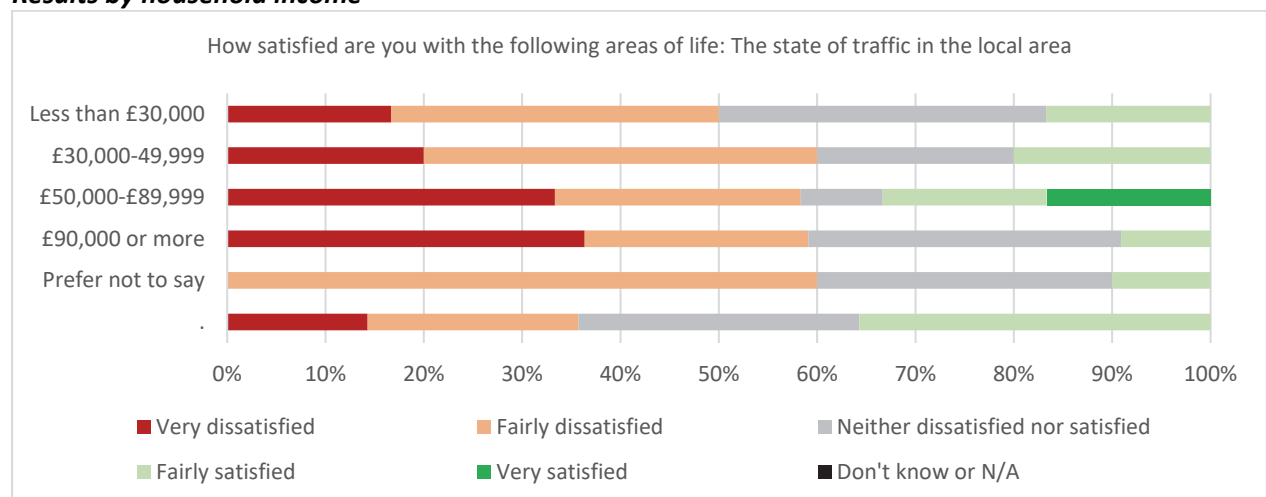
Results by age group



Results by gender

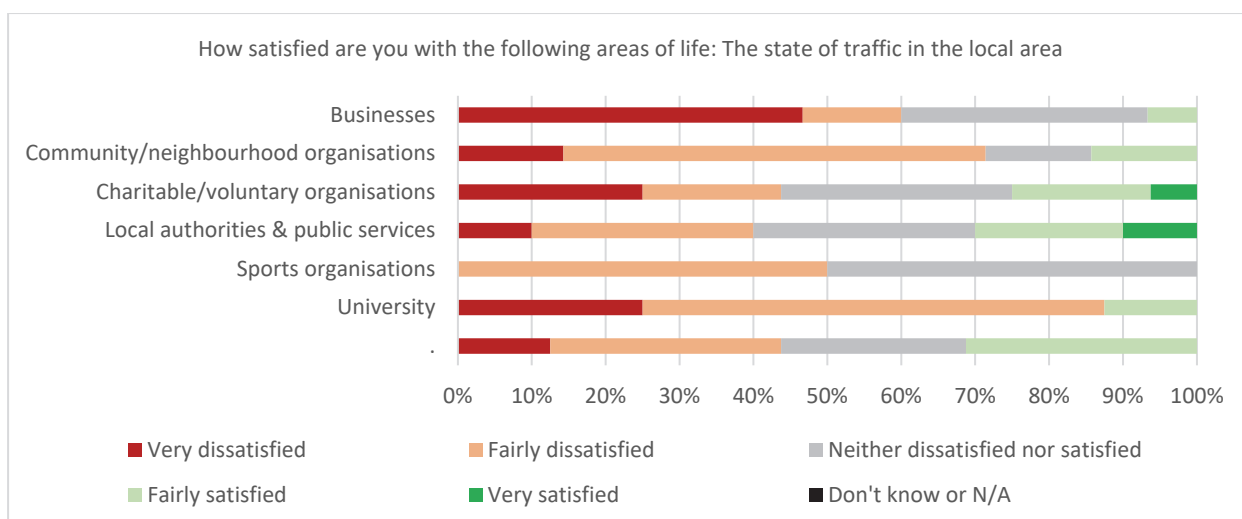


Results by household income

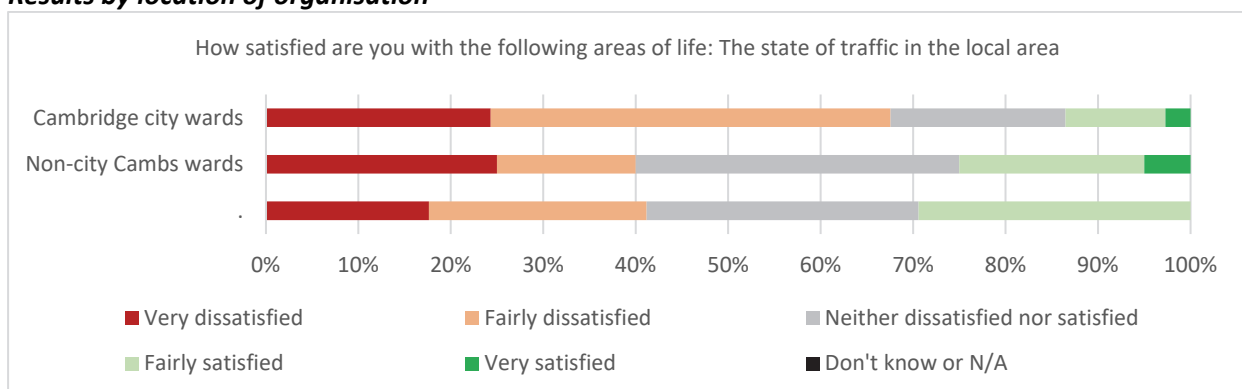


Results by stakeholder group

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life

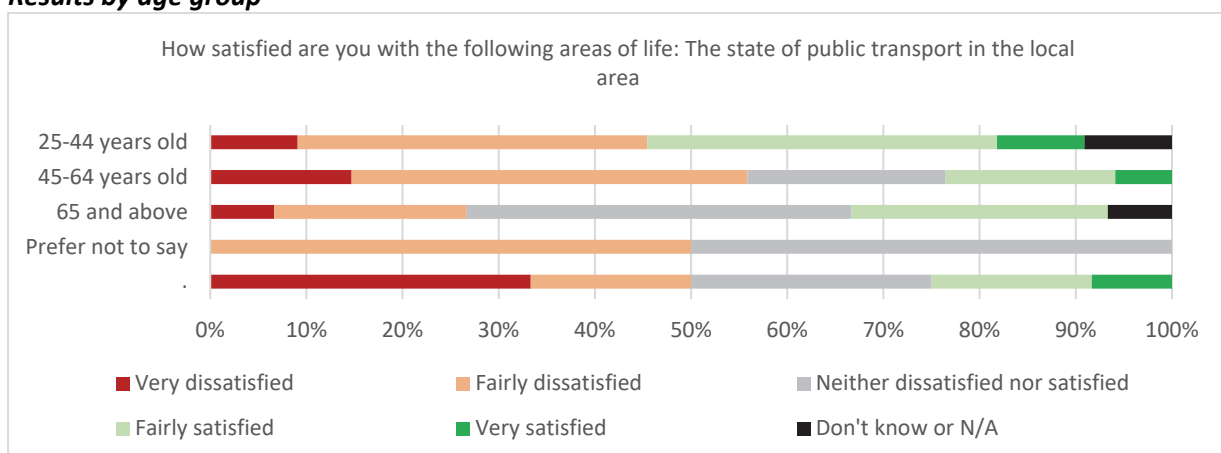


Results by location of organisation

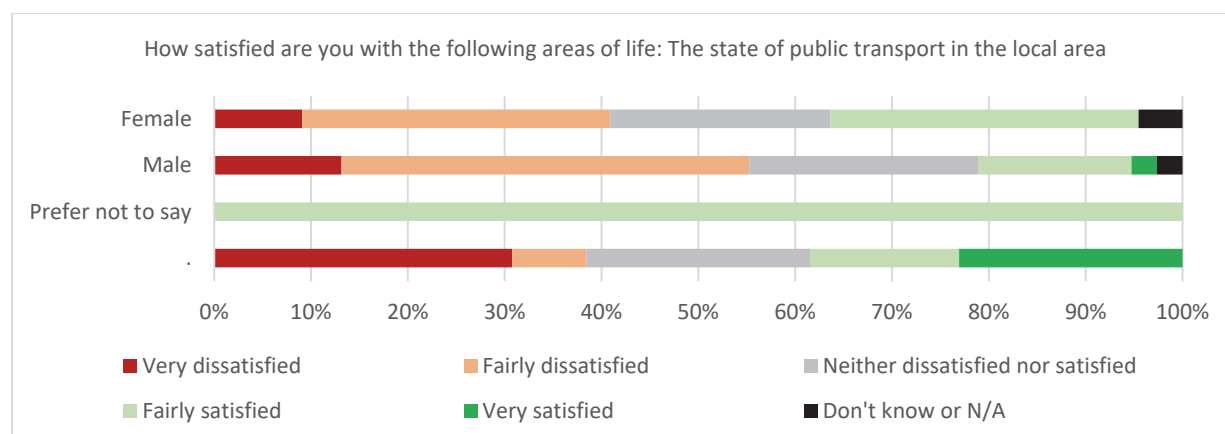


B.1.9. Public transport in the local area

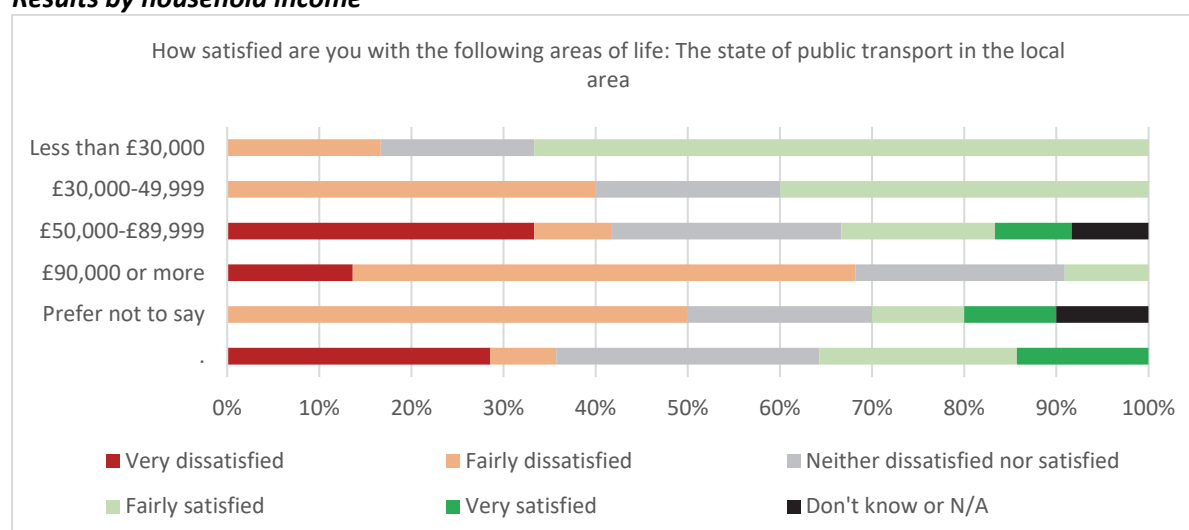
Results by age group



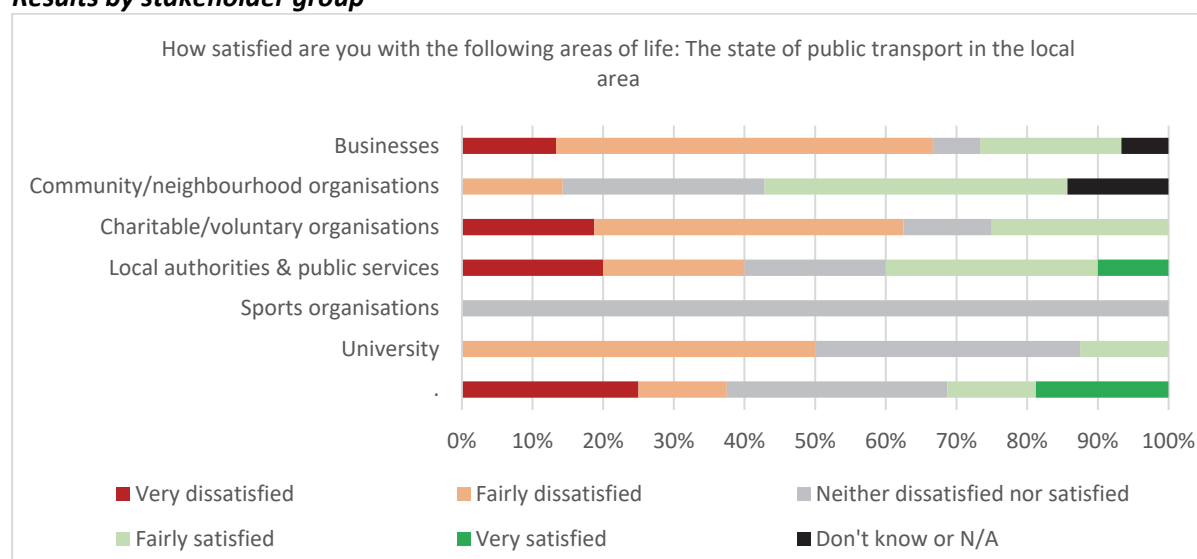
Results by gender



Results by household income

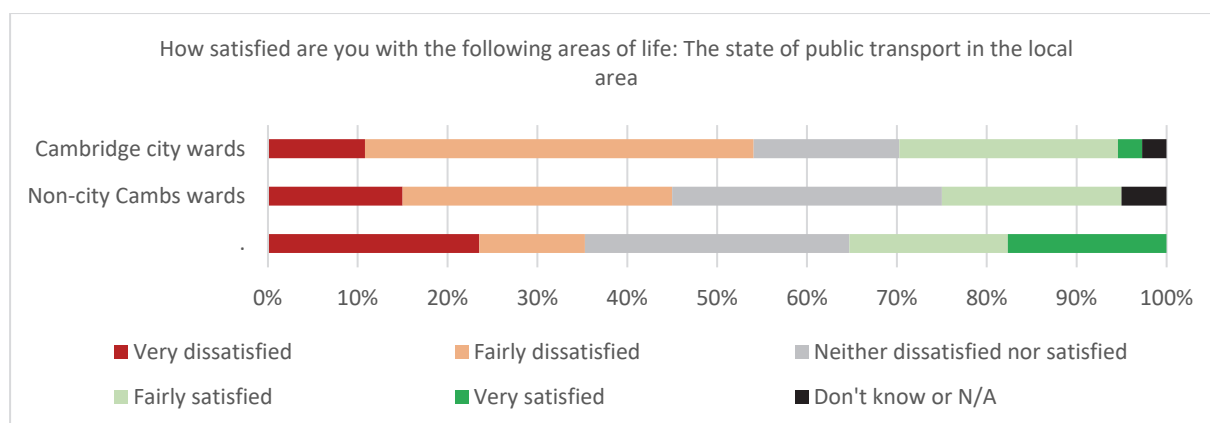


Results by stakeholder group



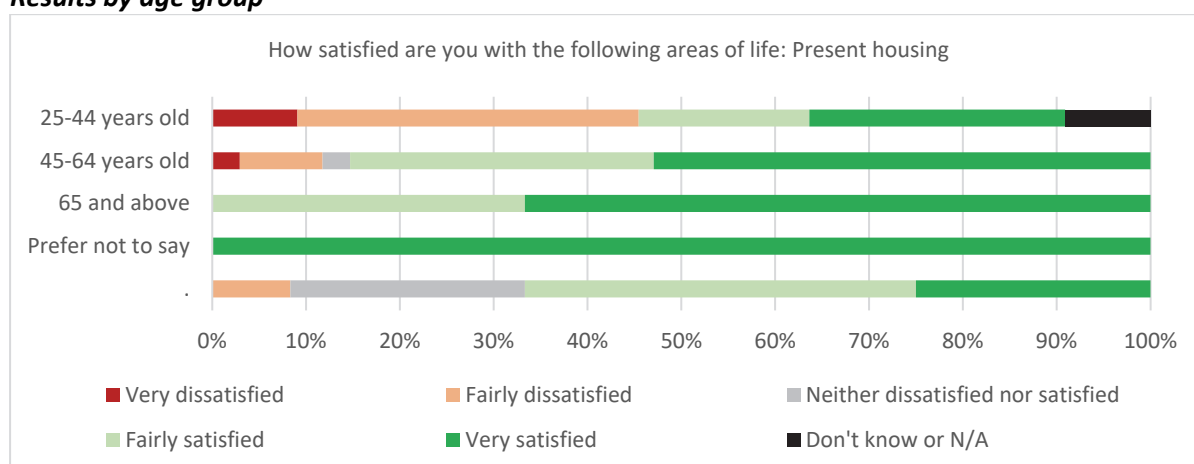
Results by location of organisation

Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life

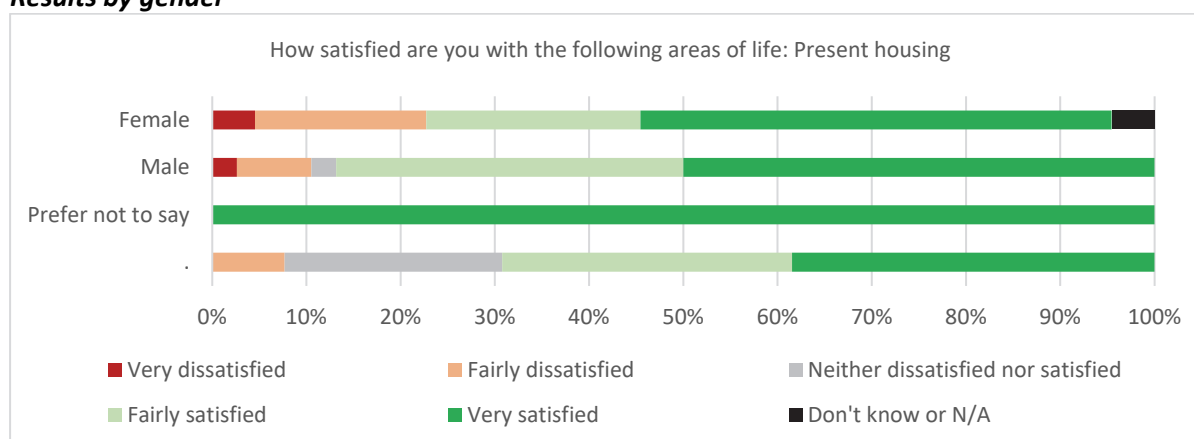


B.1.10. Present housing

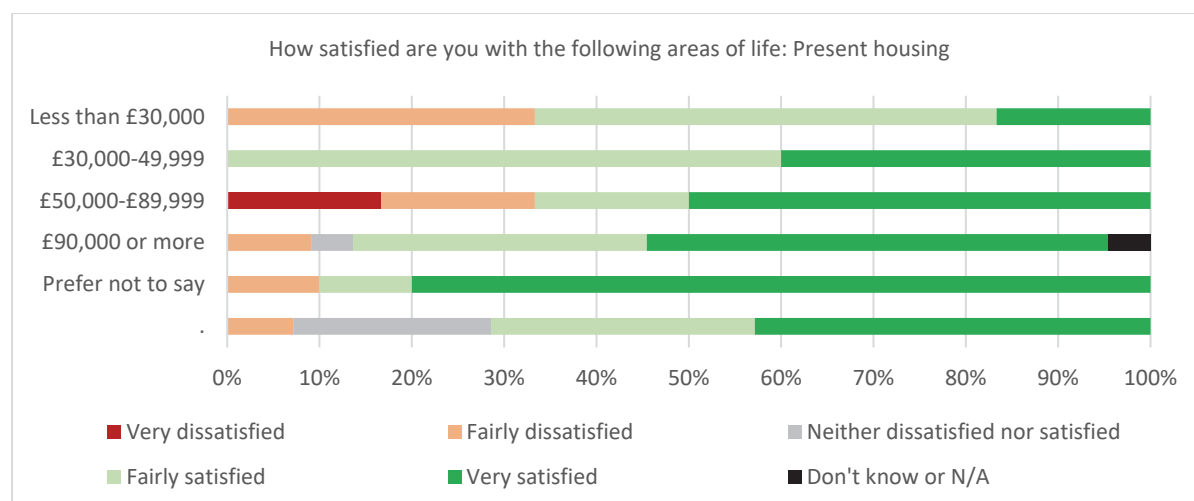
Results by age group



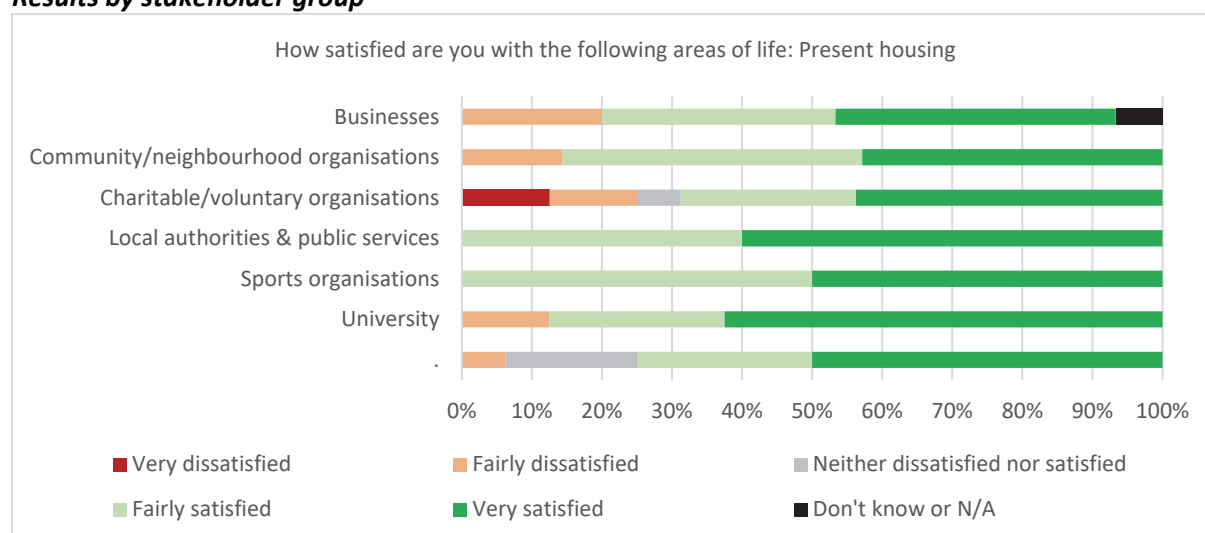
Results by gender



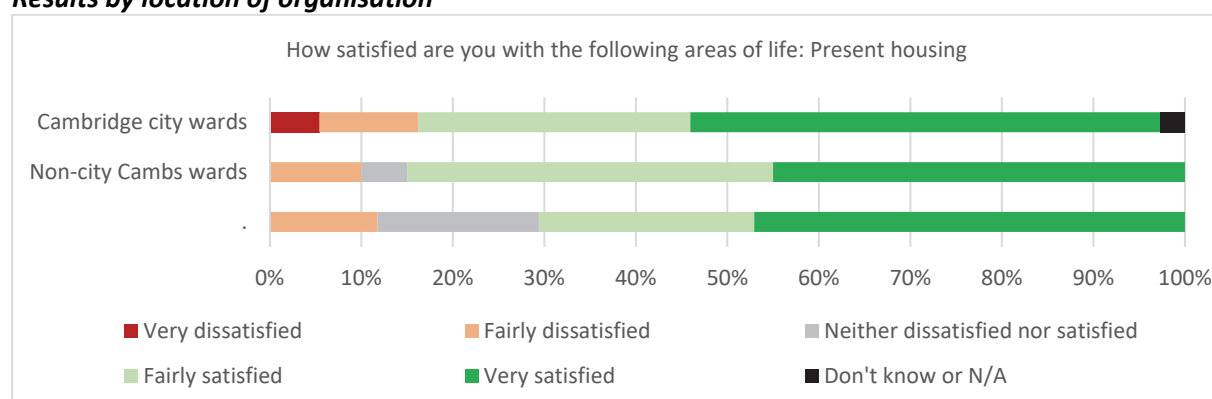
Results by household income



Results by stakeholder group



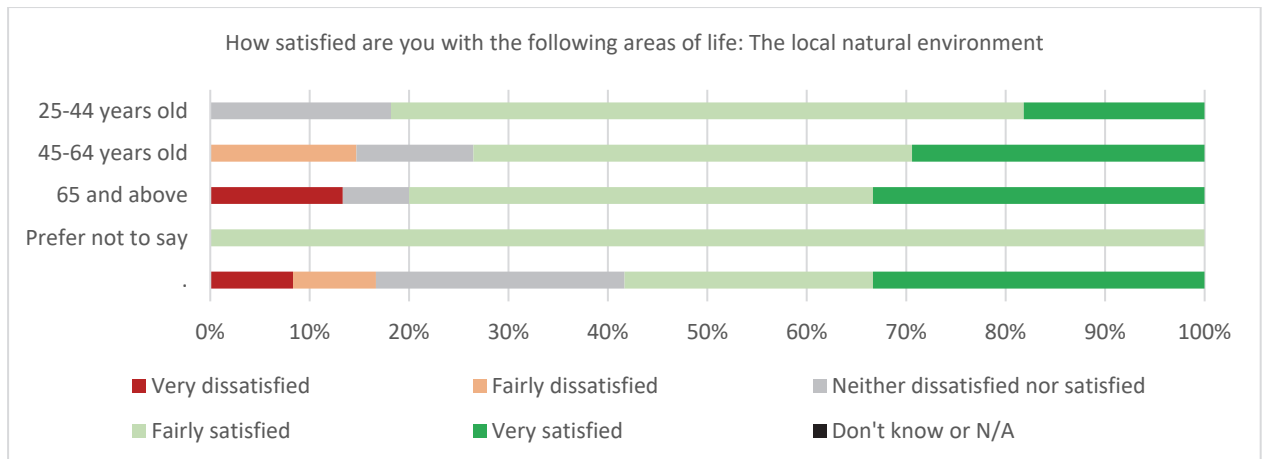
Results by location of organisation



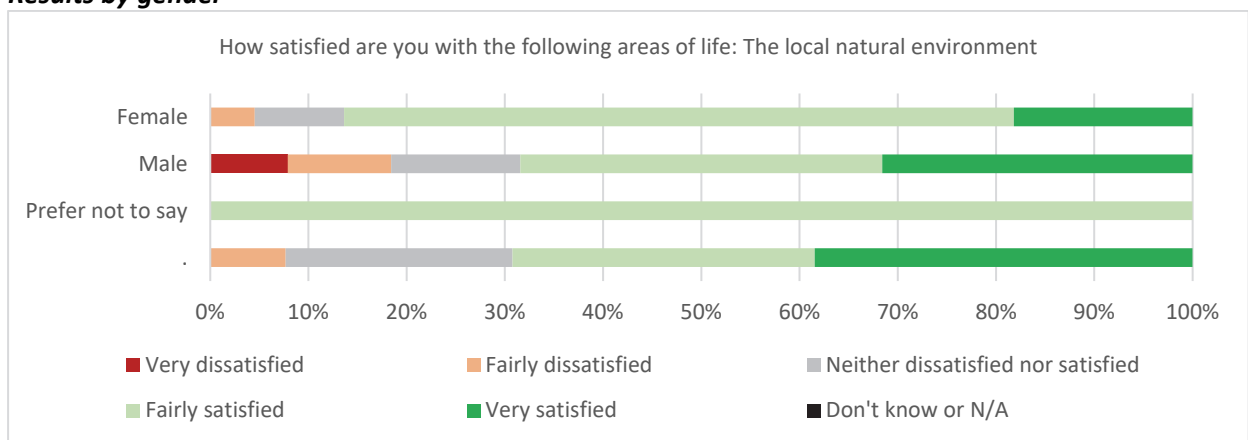
B.1.11. Local natural environment

Results by age group

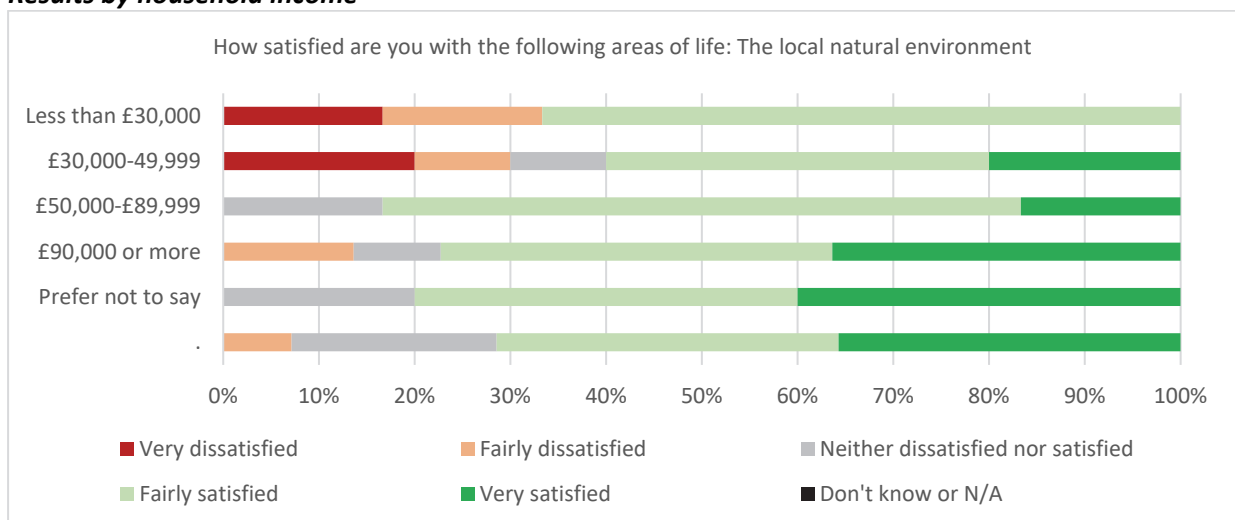
Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



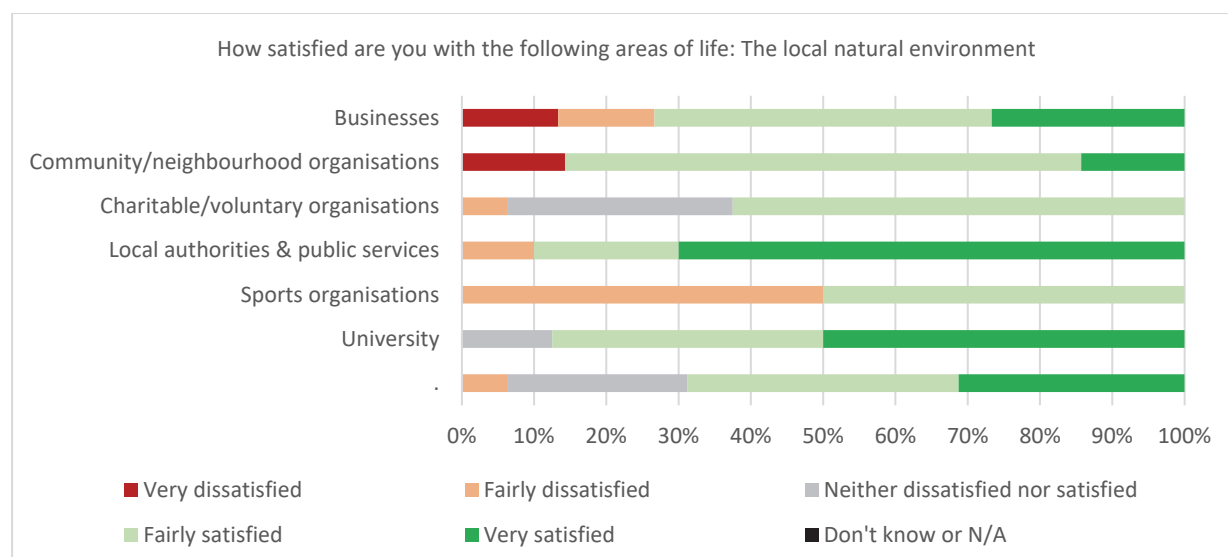
Results by gender



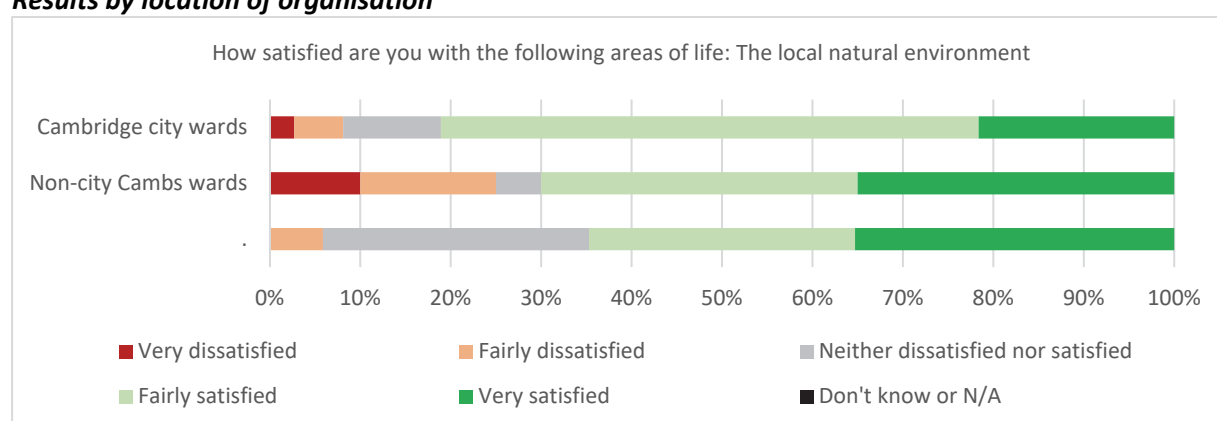
Results by household income



Results by stakeholder group

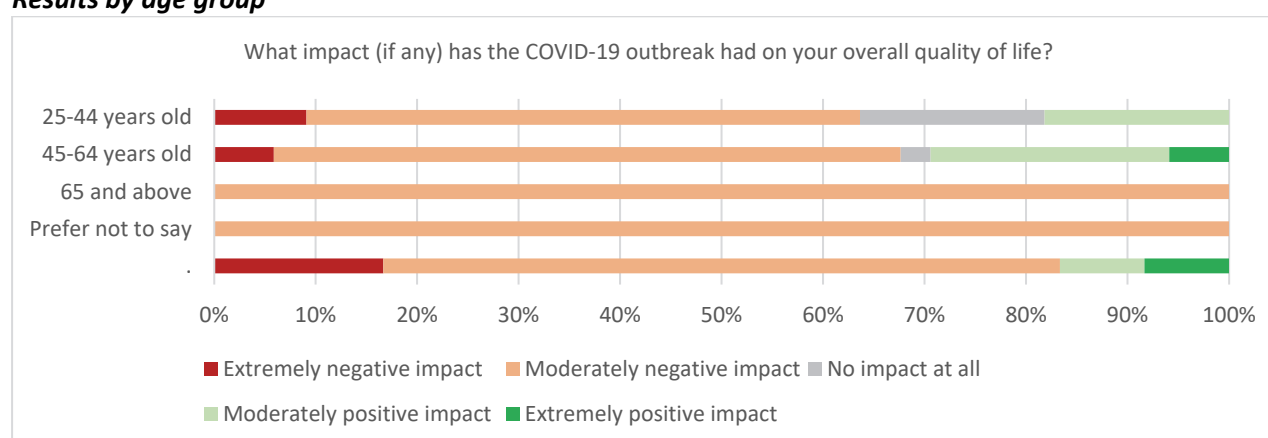


Results by location of organisation



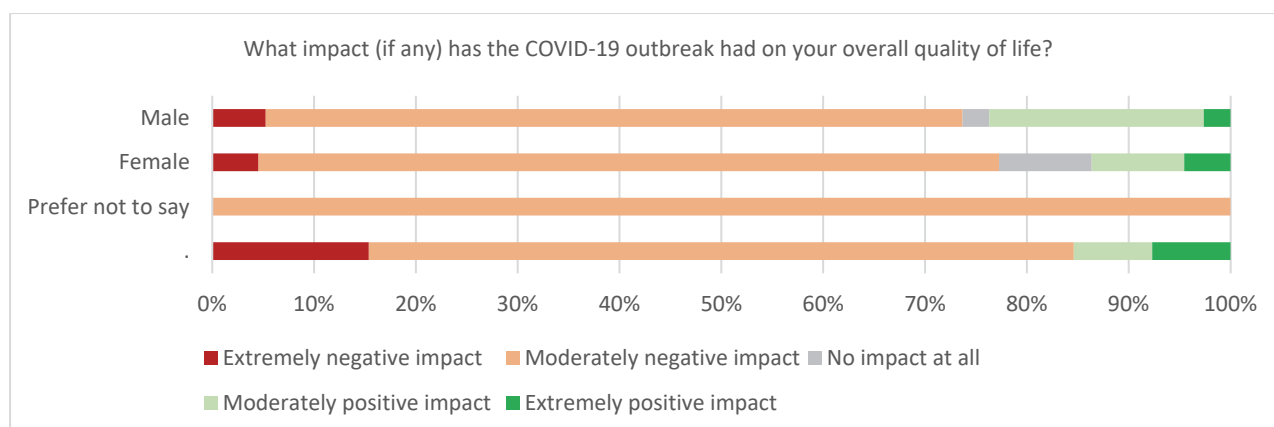
B.2. Impact of COVID-19 on overall quality of life

Results by age group

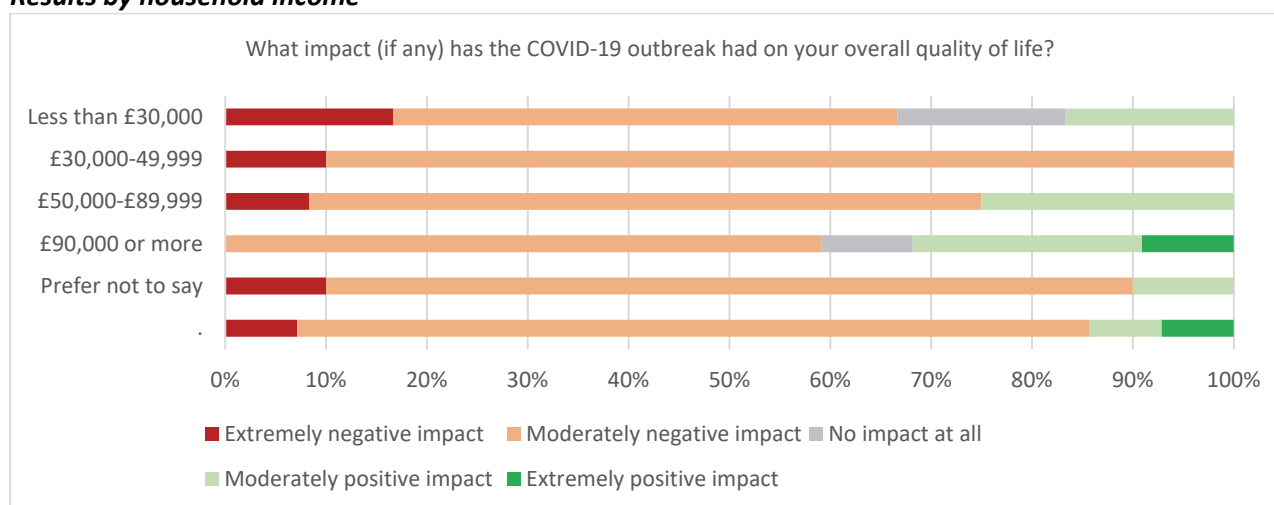


Results by gender

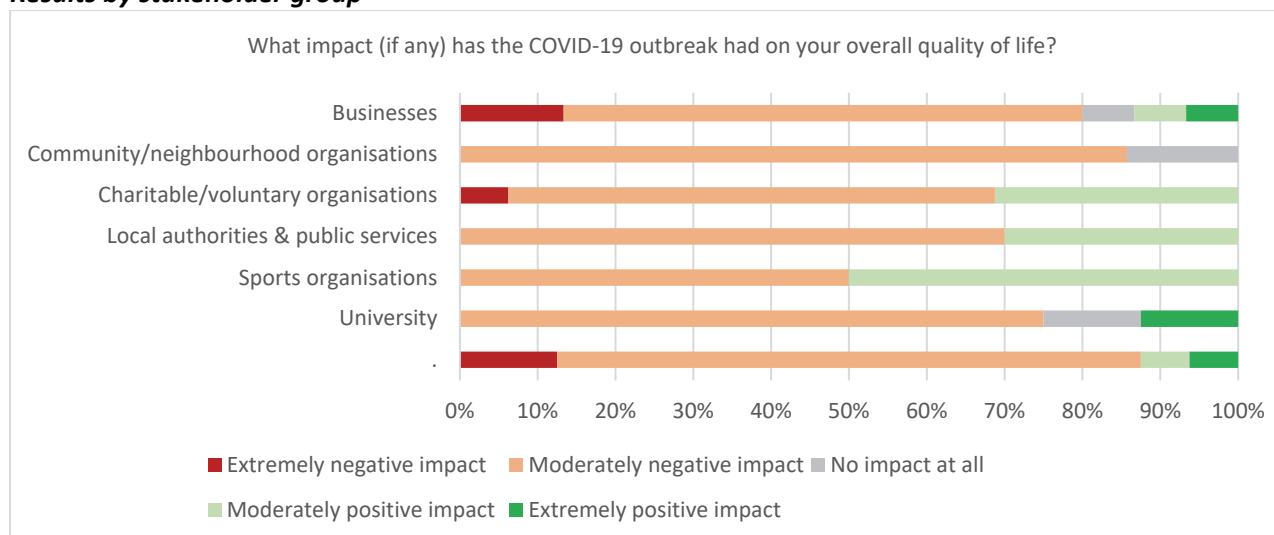
Understanding the views of organisational and community leaders in Greater Cambridge on the factors that most affect quality of life



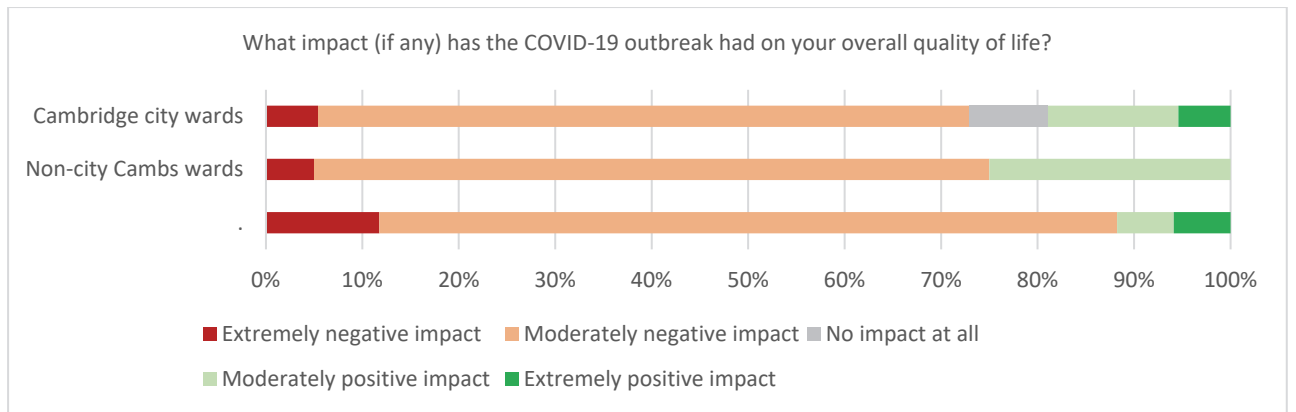
Results by household income



Results by stakeholder group



Results by location of organisation



B.3. Factors shaping quality of life

B.3.1. Pre-COVID

Results by gender

	Female Mean	Male Mean
Well-being	2.6	2.3
Health	3.3	2.7
Education	3.0	3.5
Learning opportunities	4.0	5.0*
Natural environment	2.9	3.0
Housing	3.1	3.3
Personal relationships	2.6	2.0
Local community	3.7	3.1
Councils	.	3.2
Crime	4.0*	4.0
Job prospects	3.0	3.0
Work-life balance	3.1	3.6
Income	3.7	3.6
Recreational facilities	3.1	3.8
Traffic	3.8	2.4
Public transport	3.7	3.3
Local businesses	3.0	2.5
The economy	2.4	3.9

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Results by organisation location

	City of Cambridge Mean	Non-city Cambridgeshire Mean
Well-being	2.1	3.0
Health	2.8	2.5
Education	2.8	3.8
Learning opportunities	4.0	5.0*
Natural environment	2.8	3.1
Housing	3.0	4.0
Personal relationships	2.1	2.3
Local community	3.0	3.5
Councils	3.5	3.0
Crime	3.0	5.0
Job prospects	3.0	3.0*
Work-life balance	3.5	3.0
Income	3.7	3.6
Recreational facilities	3.6	3.0
Traffic	3.1	2.5
Public transport	3.3	3.7
Local businesses	3.0	1.0
The economy	3.5	3.3

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank.

B.3.2. During COVID-19

Results by gender

	Female Mean	Male Mean
Well-being	2.8	3.1
Health	2.9	2.6
Education	3.0*	4.3
Learning opportunities	.	4.0*
Natural environment	2.6	3.0
Housing	3.5	3.3
Personal relationships	2.4	1.8
Local community	3.2	3.1
Councils	4.4	2.8
Crime	5.0*	3.5
Job prospects	2.5	3.0
Work-life balance	3.4	3.6
Income	3.4	3.4
Recreational facilities	4.5	3.0
Traffic	.	3.8
Public transport	.	3.0*
Local businesses	4.0*	3.5
The economy	2.9	4.0

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

Results by organisation location

	City of Cambridge Mean	Non-city Cambridgeshire Mean
Well-being	2.8	3.4
Health	2.8	2.4
Education	3.3	5.0
Learning opportunities	4.0*	.
Natural environment	2.9	2.9
Housing	3.1	3.8
Personal relationships	2.2	1.7
Local community	2.9	3.2
Councils	3.8	3.4
Crime	3.0*	4.5
Job prospects	2.8	3.0*
Work-life balance	3.5	3.0
Income	3.8	3.3
Recreational facilities	3.2	4.5
Traffic	3.3	5.0*
Public transport	3.0*	.
Local businesses	3.5	3.6
The economy	3.3	3.8

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank. White cells marked with a dot were not ranked at all by that subgroup.

B.3.3. Two or more years in the future

Results by gender

	Female Mean	Male Mean
Well-being	2.8	2.8
Health	3.3	2.7
Education	3.0	3.3
Learning opportunities	3.5	3.2
Natural environment	3.4	3.1
Housing	3.0	2.5
Personal relationships	1.3	2.2
Local community	4.1	3.3
Councils	4.3	3.4
Crime	3.0*	4.8
Job prospects	3.8	2.2
Work-life balance	3.3	3.5
Income	2.0*	3.1
Recreational facilities	2.5	3.0
Traffic	3.0	3.3
Public transport	3.2	3.0
Local businesses	2.7	2.9
The economy	2.2	2.8

Note: * should be interpreted with caution as the rank is underpinned by a single score rather than being a mean rank.

Results by organisation location

	City of Cambridge Mean	Non-city Cambridgeshire Mean
Well-being	2.3	3.6
Health	2.8	3.1
Education	3.2	3.3
Learning opportunities	3.3	3.0
Natural environment	3.1	3.3
Housing	2.4	4.0
Personal relationships	2.0	2.0
Local community	3.5	3.0
Councils	3.4	3.0
Crime	4.5	4.3
Job prospects	2.8	3.8
Work-life balance	3.7	2.3
Income	2.8	3.7
Recreational facilities	2.9	2.3
Traffic	3.2	3.2
Public transport	3.3	2.8
Local businesses	3.0	2.8
The economy	2.6	2.5

Annex C. Interview documents

C.1. Information Sheet for participants

Cambridge Ahead has commissioned RAND Europe to undertake a study to understand the factors that most affect the quality of life of people living and working in the Greater Cambridge area. The study aims to address the following research questions:

1. Currently, how do people in the Greater Cambridge area feel about their overall Quality of Life (QOL)?
2. What dimensions of QOL are of most importance to people in the Greater Cambridge area?
3. How does the prioritisation of QOL dimensions differ by various demographic and socio-economic characteristics of the Greater Cambridge population?
4. How, if at all, has the COVID-19 outbreak impacted how the Greater Cambridge population perceive their QOL and the importance of QOL dimensions?

How we will conduct the interviews

This interview is being conducted to inform the study on quality of life in Greater Cambridge being carried out by RAND Europe.

In this interview, we would like to hear about your perspectives on the quality of life priorities for the Greater Cambridge area in the coming years and reflect on the findings of a recent survey we carried out.

Findings will be presented in the final report prepared for Cambridge Ahead.

What the interviews will involve

Interviews will be conducted over the phone and will last no longer than **30 minutes**. We will arrange a date and time that is convenient for you. In advance, the RAND Europe research team will provide more information on the topics to be covered as well as full details about how we will use the information collected and how we will protect the confidentiality of the people we speak with.

About RAND Europe

RAND Europe is a not-for-profit research institute that helps to improve policy and decision making through research and analysis. We work with a range of clients, including European governments and institutions, charities, foundations, universities and private sector organisations that seek impartial, quality-assured research. We combine deep subject knowledge with proven methodological expertise across many policy areas.

RAND Europe

The research team for this study includes specialists in health, well-being and quality of life and experts in complex evaluation.

Further information

If you would like further information about the interviews, please contact RAND Europe via email at CamQOL@randeurope.org.

C.2. Privacy Notice

About the project, who we are and what data we collect

The accompanying information sheets outline information about the project. This privacy notice outlines how your data will be used as part of the project.

RAND Europe Community Interest Company is a not-for-profit research organisation registered in the UK conducting independent research to inform policy.

In this project we will collect your name, email and telephone number.

Why are we collecting it?

We are collecting your data in order to arrange your participation in a telephone interview. These interviews make up part of the research activity being undertaken for a study that Cambridge Ahead has commissioned RAND Europe to undertake to understand the factors that most affect the quality of life of people living and working in the Greater Cambridge area.

What is the legal basis for processing your data?

We are using your data on the basis of our legitimate interests. Your data is collected and processed solely to facilitate your voluntary contribution to the project. The data is not excessive and will be used for the purposes of contacting you to arrange your participation in the interview, as required to meet the project goals. These project goals have been explained to you and will lead to a wider public benefit through our work. The data is necessary for the purpose of the project, as without we would be unable to undertake the interview or recognise your contribution. We also judge that there is very limited scope for harm to you as appropriate data handling safeguards have been put in place. As such the approach to processing balances our legitimate interests against your interests, rights and freedoms.

What do we use the data for?

We will use your data to contact you. We will use a random unique ID to attribute any contribution of yours that is used in our report, not your name.

How do we share the data, and how do we keep your data secure?

We will keep all data safe on our secure servers. We will not share your data with any third parties.

How long do we keep your data?

Your data will be deleted within 12 months of the end of the project (end of project estimated October 2021).

What choices do you have in our use of your data?

You may contact us to request the deletion of your personal data.

What are your rights?

RAND Europe operates in accordance with the Data Protection Act 2018 and EU law including GDPR. You are provided with certain rights that you may have the right to exercise through us. In summary those rights are:

- To access, correct or erase your data. Your right to erase your name in relation to any attribution shall expire after it has been submitted for publication.
- To object to the processing of your data. Your right to object to processing of your name in relation to any attribution shall expire after it has been submitted for publication.
- To request that our processing of your data is restricted. Your right to restrict processing of your name in relation to any attribution shall expire after it has been submitted for publication.

If you wish to exercise any of these rights please contact the RAND Europe Data Protection Officer by email at REDPO@randeurope.org or in writing to Data Protection Officer, RAND Europe, Westbrook Centre, Milton Road, Cambridge, CB4 1YG, UK.

How do you contact us?

You can contact us by email at CamQOL@randeurope.org.

C.3. Interview protocol

<i>Interviewee ID:</i>	
Section	Notes
<i>Initial ranking</i>	
Thinking specifically two years or more into the future , please rank the top 5 areas of life from the list below that should be focussed on to make Cambridge the greatest small city in the world, where 1 is the most important, and 5 is the fifth most important.	
<i>Discussion of survey results</i>	
<p><i>Slide on overall quality of life</i></p> <ul style="list-style-type: none"> Do these findings reflect your views with respect to QOL in the Greater Cambridge area? Or are there any differences between the survey results and what you think? <ul style="list-style-type: none"> <i>If there are differences, how do your views differ? Why do you think your views differ from the survey findings?</i> Is there anything that you find surprising about these results? Is there anything about these results that doesn't make sense? Do you have any wider comments about the results presented here? 	
<p><i>Slide on satisfaction with different areas of life</i></p> <ul style="list-style-type: none"> Do these findings reflect your views with respect to QOL in the Greater Cambridge area? Or are there any differences between the survey results and what you think? <ul style="list-style-type: none"> <i>If there are differences, how do your views differ? Why do you think your views differ from the survey findings?</i> Is there anything that you find surprising about these results? Is there anything about these results that doesn't make sense? Do you have any wider comments about the results presented here? 	
<p><i>Slide on the impact of COVID-19 on overall quality of life</i></p> <ul style="list-style-type: none"> Do these findings reflect your views with respect to QOL in the Greater Cambridge 	

<p>area? Or are there any differences between the survey results and what you think?</p> <ul style="list-style-type: none"> ○ <i>If there are differences, how do your views differ? Why do you think your views differ from the survey findings?</i> • Is there anything that you find surprising about these results? • Is there anything about these results that doesn't make sense? • Do you have any wider comments about the results presented here? 	
<p><i>Slide on key QOL priorities pre-COVID and in the future</i></p> <ul style="list-style-type: none"> • Do these findings reflect your views with respect to QOL in the Greater Cambridge area? Or are there any differences between the survey results and what you think? ○ <i>If there are differences, how do your views differ? Why do you think your views differ from the survey findings?</i> • Is there anything that you find surprising about these results? • Is there anything about these results that doesn't make sense? <p>Do you have any wider comments about the results presented here?</p>	
<u>Updated ranking</u>	
<p>Thinking specifically two years or more into the future, please rank the top 5 areas of life from the list below that should be focussed on to make Cambridge the greatest small city in the world, where 1 is the most important, and 5 is the fifth most important.</p>	