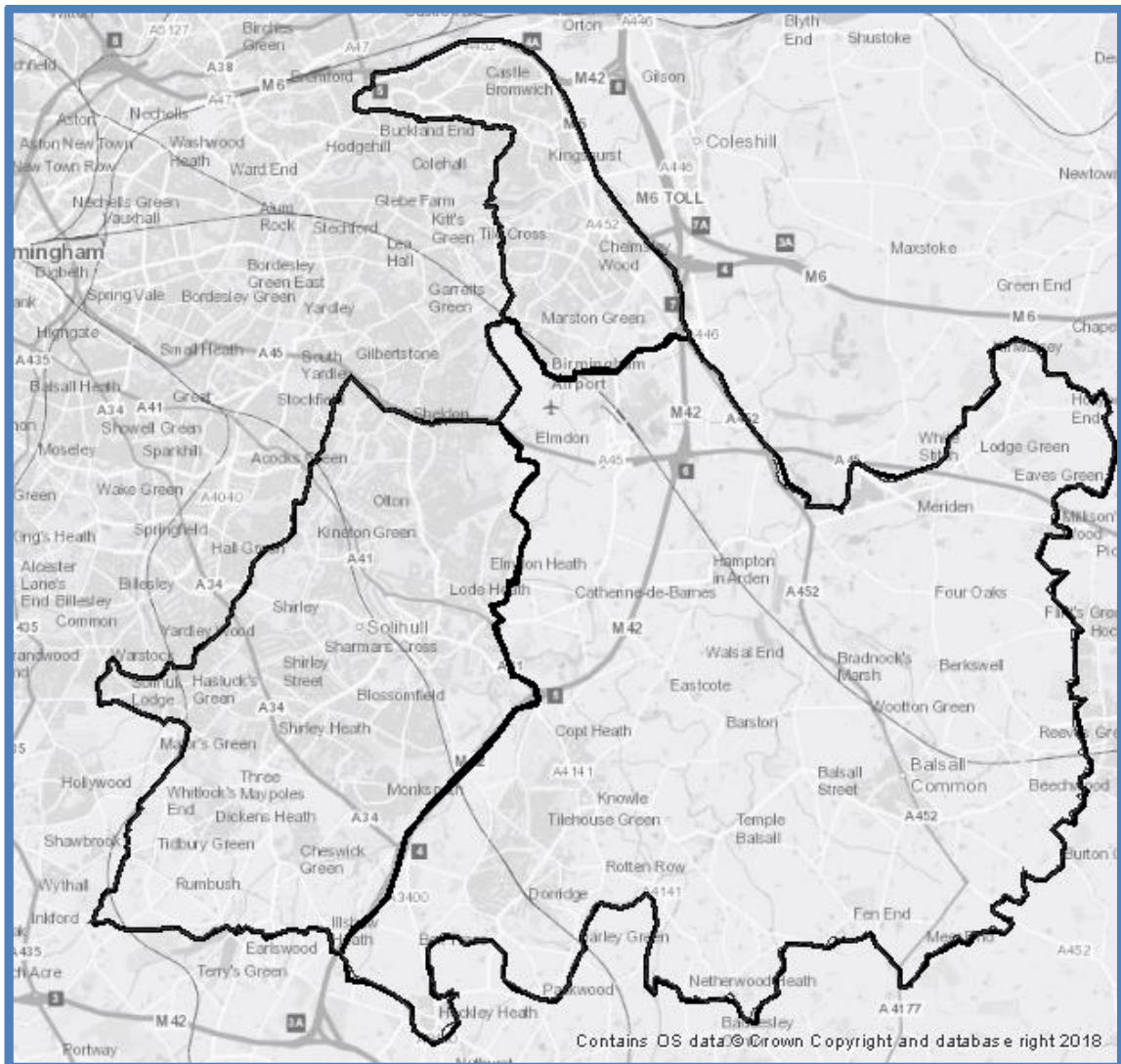


Solihull Residents' Perception Survey 2026



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Introduction

A Solihull residents' perception survey has been done at regular intervals from 2012 through to this latest version in 2026. It asks Solihull adults about their local neighbourhood, community safety, civic participation, access to public services, employment & financial health and trust in media sources.

In 2026 there were 1,052 responses reflecting the Solihull population by locality, age and gender. An enhanced number of responses were gathered from North Solihull residents to allow more granular analysis of people and issues in the area. This above-average North Solihull response weight is accounted for in the main survey by weighting replies so that they reflect the true size and nature of the Solihull population.

The number of responses from the Ethnic Minority community and from those with a disability are both slightly higher than the prevalence in the Solihull adult population.

Residents' Perception Survey 2026 Sample Summary			
	Responses	% Responses	% 16+ Population
North Solihull	484	46%	27%
West Solihull	385	37%	55%
East Solihull	173	16%	19%
Males	499	47%	48%
Females	543	52%	52%
Age 16-39	387	37%	34%
Age 40-64	394	37%	40%
Age 65+	258	25%	26%
White	845	80%	85%
Ethnic Minority	188	18%	15%
With disability	239	23%	19%
Without disability	807	77%	81%
Total	1,052		
<i>Source: SMBC Solihull residents' perception survey 2026</i>			

Key points

Community satisfaction and participation

- Most Solihull respondents to the 2026 residents' perception survey are satisfied with their local area as a place to live (77%).
- But satisfaction levels fell between 2020 and 2026 in both North Solihull (from 80% to 63%) and the rest of the borough (from 93% to 82%).
- 51% of respondents say that their area has got worse in the last two years compared to 47% who think the area has got better or stayed the same.
- Satisfaction with Solihull as a place to live is higher in Solihull than across England (77% vs 73%) while the proportion of people who think their local area has got worse over the last two years is lower (51% vs 59%).
- 64% of respondents to the residents' perception survey have taken part in some type of volunteering in the last 12 months (formal volunteering or informal help in local community) compared to 36% who haven't participated. The participation rate is 44% in North Solihull compared to 71% across the rest of the borough.
- 37% of respondents have taken part in formal volunteering in the last 12 months (26% at least once per month). The Solihull participation rate is higher than the England average (28%).

Community belonging and cohesion

- 88% of Solihull respondents feel strongly that they belong to their local neighbourhood. The sense of belonging in all Solihull localities is much stronger than the England average (62%).
- 82% of respondents agree that people from different backgrounds get on well together in their local area. A high level of social cohesion is evident across all three Solihull localities.
- 19% of Solihull respondents are concerned with extremist or divisive activity in their local area (5% very concerned) compared to 67% who are not concerned.
- Respondents who are concerned about extremist or divisive activity tend to have a more negative opinion around a range of neighbourhood satisfaction measures, view the local area as less cohesive and on average are more concerned about the extent of community safety.

Community safety

- 53% of Solihull respondents feel safe in their local area after dark, compared to 34% who feel unsafe, with people living in North Solihull (39%) and women (44%) the least likely to feel safe.

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- The proportion of Solihull respondents who feel safe in their local area after dark fell from 67% in 2016 to 54% in 2018 and has remained at around this level since then.
- 69% of respondents think that at least one of nine specific types of anti-social behaviour (ASB) is a problem in their local area.
- People living in North Solihull are far more likely to say that multiple types of ASB are a problem. For instance, in North Solihull 23% say that at least five types of ASB are a problem compared to 12% in the rest of Solihull.
- Rubbish & litter lying around is the most frequently cited ASB problem in Solihull (45%), followed by vehicle nuisance such as off-road biking, joyriding or abandoned cars (37%) and people using or dealing drugs (30%).
- Women are more likely than men to say that ASB is a problem in their local area, particularly people using or dealing drugs and gangs hanging around on the streets.
- The survey shows a strong link between how safe people feel in their local area and ASB, with people who feel unsafe after dark viewing ASB as far more problematic in their area.

Environment, transport and access to services

- 90% of Solihull respondents agree that they have easy access to green space outside of their own home or garden.
- 77% of respondents are satisfied with the green and natural spaces in their local area compared with 11% who are dissatisfied. Satisfaction is much lower among people living in North Solihull.
- People without easy access to green or natural spaces are far less likely to be satisfied with the natural environment (10% vs 80%) and much more likely to be dissatisfied (62% vs 9%).
- 82% of Solihull respondents rate the air quality as very good or good in their local area compared to 14% who say it is poor. Fewer people who live in North Solihull say that the air quality is good.
- Respondents' perception of air quality is a significant determinant of the degree to which they are affected by air pollution. For instance, 65% of respondents who say that the air quality in their area is poor say that air pollution impacts them a little or very much compared to just 23% of those who think the air quality is good.
- 28% of Solihull respondents use public transport often (including 12% who use it on a daily basis), 28% use it occasionally and 49% rarely or never.
- 84% of Solihull respondents agree that they have suitable access to public transport in their local area compared to 13% who disagree. People living in East Solihull are least likely to say that there is suitable access to public transport in their local area.

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- 43% of Solihull respondents say that they have easy access to healthcare services such as a GP or local health centre when they need it, compared to 42% who say that timely access is difficult (19% very difficult).

Financial health, jobs and skills

- 47% of Solihull respondents say they are currently saving, 46% are just managing to make ends meet while 11% are financially struggling (6% drawing on savings, 5% running into debt).
- 53% of Solihull respondents to the perception survey agree that there are good job opportunities in the local area compared to 47% who disagree. People living in North Solihull are less likely to say that there are good job opportunities in local area (48% vs 52% rest of the borough).
- 85% of Solihull respondents agree that their skills and qualifications are sufficient for the types of job they want to do compared to 15% that disagree.
- Fewer people living in North Solihull agree their skills are sufficient (73%) as well as people under the age of 40 (79%).

News, information and trust in media

- 48% of Solihull respondents get their information about current events from social media with national tv news the next most frequently cited (14%).
- Social media is the most common source among people living in all parts of Solihull, among both genders and among all age groups. Social media reliance is highest in North Solihull (57%), among women (51%) and among those under 40 years (57%).
- Trust in social media as a source is limited, even among those who say that it is their main source for information about current events.
- Solihull respondents consider Solihull Council communications and website the most reliable source of information, with 85% of those expressing an opinion trusting it as a source compared to 15% who do not trust it.
- Other highly trusted sources are local tv (75%), the radio (71%) and national tv (66%).

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Community satisfaction and participation

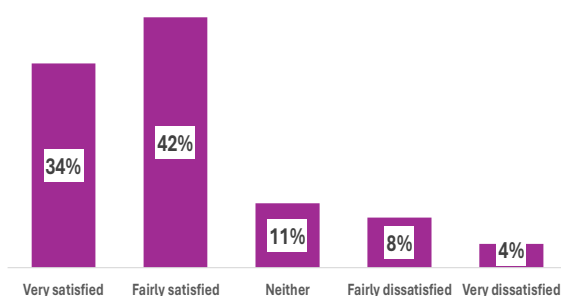
Satisfaction with place to live

77% of Solihull respondents say that they are satisfied with their local area as a place to live (34% very satisfied) compared to 12% who are dissatisfied (4% very dissatisfied).

There are few significant differences in satisfaction levels between men and women or between different age groups.

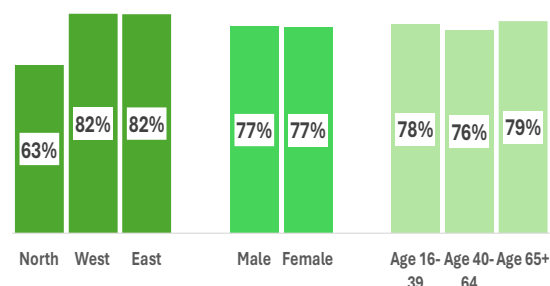
Respondents living in North Solihull are less likely to be satisfied with their local area as a place to live than people who live in the rest of the borough (63% vs 82%). Similarly, more people who live in North Solihull are dissatisfied with their local area as a place to live than elsewhere in Solihull (17% vs 11%).

Satisfaction with local area as place to live 2026



Source: SMBC Place Survey 2026

% Respondents satisfied with local area as place to live

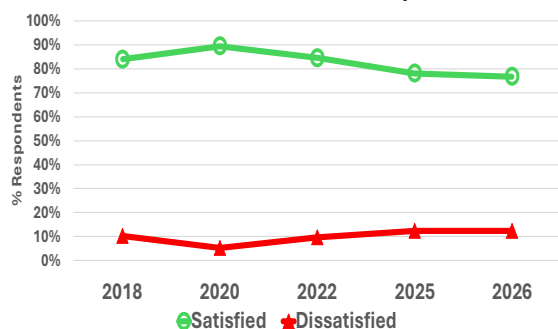


Source: SMBC Place Survey 2026

The proportion of Solihull respondents satisfied with their local area as a place to live has fallen in recent years from 89% in 2020 to 77% in 2026. At the same time the percentage dissatisfied has risen from 5% to 12%.

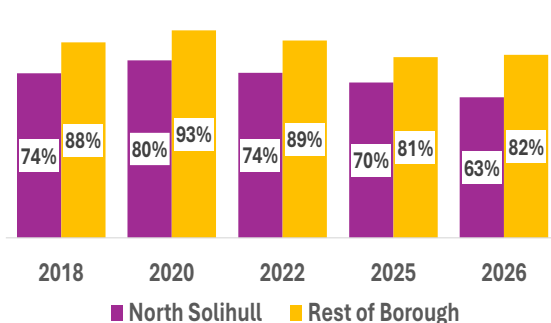
Between 2020 and 2026 the proportion of people who say they are satisfied fell from 80% to 63% in North Solihull, with the proportion elsewhere in the borough trending downwards from 93% to 82%. These are both statistically significant declines.

Satisfaction with local area as a place to live



Source: SMBC Place Survey 2026

Satisfaction with local area as place to live



Source: SMBC Place Survey 2026

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According to the latest national Community Life Survey satisfaction with the local area as a place to live averaged 73% across England in 2024/25ⁱ. This is lower than the average for Solihull but is higher than that of North Solihull. Levels of dissatisfaction across England are largely the same as the Solihull average but lower than that of North Solihull.

Satisfaction with local area place		
	% Satisfied	% Dissatisfied
England	73%	11%
Solihull	77%	12%
North Solihull	63%	17%
West Solihull	82%	12%
East Solihull	82%	9%
SMBC Residents' Perception Survey 2026 & Community Life Survey 2024/25		

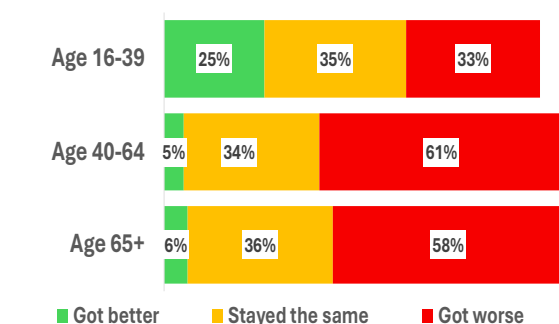
Area Change

12% of respondents think that their local area has got better over the last 2 years, 35% say that it is unchanged while 51% think it has got worse (20% a lot worse).

There are few differences by locality, but respondents aged 16-39 years are more positive than older age groups (25% area has got better, 33% got worse).

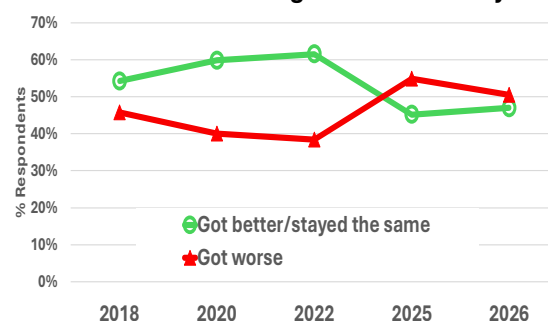
Between 2022 and 2025 the proportion of people who felt that their local area had got better or stayed the same fell sharply from 62% to 45%, at the same time the proportion who said it had got worse increased from 38% to 55%. This trend stabilised in 2026, but people appear to be less positive about the direction of their local area than earlier in the decade.

How has local area change in the last two years



Source: SMBC Place Survey 2026

How has local area changed in the last two years



Source: SMBC Place Survey 2025

A comparison of the latest residents' perception survey and the national community life survey shows that Solihull respondents are on average slightly more positive than those from across England about their local area's direction of travel. 47% in Solihull think their area has got better or stayed the same over the last two years compared to 41% for England, while at the same time fewer think the area has got worse (Solihull 51% vs England 59%). All Solihull localities have

ⁱ Source: [Community Life Survey 2024/25 - Department for Culture, Media & Sport](#)

proportionally fewer people than England who think their local area has got worse over last two years.

Local area change over last two years			
	% Got better	% No change	% Got worse
England	11%	30%	59%
Solihull	12%	35%	51%
North Solihull	10%	35%	52%
West Solihull	14%	33%	49%
East Solihull	7%	39%	53%
<i>SMBC Residents' Perception Survey 2026 & Community Life Survey 2024/25</i>			

There is a strong link between how satisfied survey respondents are with their local area as a place to live and their perception of how the area has changed over the last two years. 57% of respondents satisfied with their local area as a place to live think that the area has got better or stayed the same compared to just 8% of those dissatisfied with the local area as a place to live.

Link between satisfaction with local area as a place to live and perception of how the area has changed over last two years		
	Local area is better/ stayed the same	Local area has got worse
Satisfied with local area as a place to live	57%	40%
Neither satisfied nor dissatisfied	28%	71%
Dissatisfied with local area as a place to live	8%	91%
<i>SMBC Residents' Perception Survey 2026</i>		

Volunteering and help in the community

In the past 12 months 37% of Solihull respondents say that they have participated in formal volunteeringⁱⁱ (including 26% who have taken part at least once a month) compared to 63% who haven't participated in volunteering over this period.

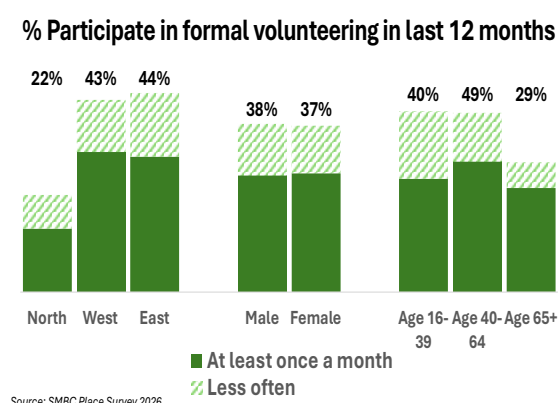
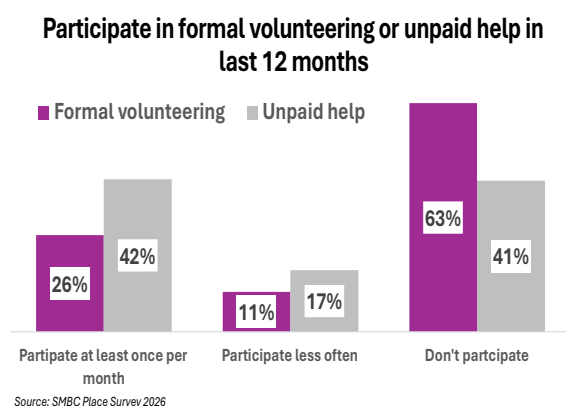
Formal volunteering participation is lower in North Solihull (22%) and among people aged 65 years and over (29%).

59% say that they have given unpaid help in their local community over the last 12 months (including 42% who have done so at least once a month) compared to 41% who haven't given any unpaid help over this periodⁱⁱⁱ. As with formal volunteering the proportion giving unpaid help is lower in North Solihull (41%) and among those aged 65 and over (52%).

ⁱⁱ Formal volunteering defined as participation in any formal group, club or organisation which could include sports coaching, volunteering for a charity, supporting a church or faith organisation

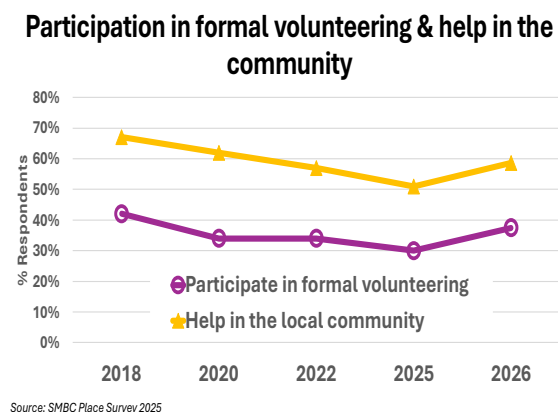
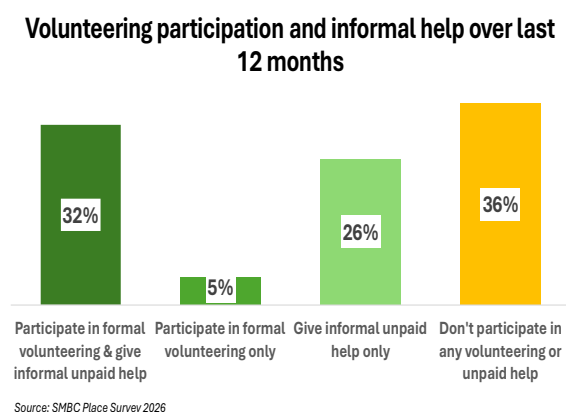
ⁱⁱⁱ Help in the community defined as giving unpaid help to someone who is not a relative such as regularly helping an elderly or disabled neighbour, keeping an eye on the neighbour's house while they're away, giving lifts or regularly picking up litter / tidying up the local area

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A total of 64% of Solihull respondents say that they have participated in formal volunteering or given unpaid help in their local community over the last 12 months (including 32% who have done both) compared to 36% who haven't done either.

Participation in formal volunteering increased in 2026 (37%), returning to similar levels to those last recorded in 2018 following lower rates in the period 2020 to 2025 (average of 32%). A similar trend is evident in the proportion giving unpaid help, but although there was a bounce-back in participation in 2026 the rate remains lower than in 2018 (59% vs 67% in 2018).



A comparison of the latest residents' perception survey and the national community life survey shows that participation in formal volunteering is higher in Solihull than England (37% vs 28%) as is giving unpaid help in the local community (59% vs 44%). Participation levels are lower in North Solihull than the England average but higher in the rest of the borough.

Volunteering and informal unpaid help			
	Participation in formal volunteering	Give informal unpaid help	Either volunteer or give unpaid help
England	28%	44%	54%
Solihull	37%	59%	64%
North Solihull	22%	41%	44%
West Solihull	43%	64%	70%
East Solihull	44%	67%	72%
SMBC Residents' Perception Survey 2026 & Community Life Survey 2024/25			

Community belonging and cohesion

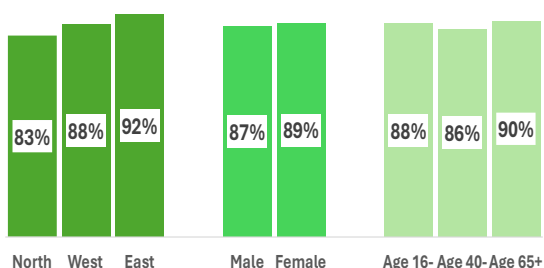
Sense of belonging to neighbourhood

88% of Solihull respondents to the residents' perception survey feel a strong sense of belonging to their immediate neighbourhood (43% very strongly) compared to 12% who do not feel a strong sense of belong (including 3% who do not feel a sense of belonging at all).

A large majority of Solihull respondents feel a sense of belonging to their immediate neighbourhood regardless of locality, gender or age group.

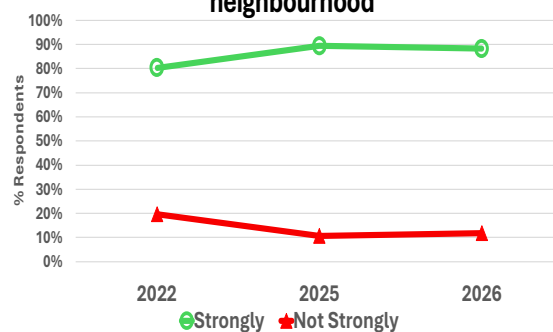
The proportion of respondents who feel a strong sense of belonging increased between 2022 and 2025 (from 80% to 89%), subsequently remaining at this high level in 2026.

% Respondents who feel strongly they belong to their local neighbourhood



Source: SMBC Place Survey 2026

How strongly people belong to their local neighbourhood



Source: SMBC Place Survey 2026

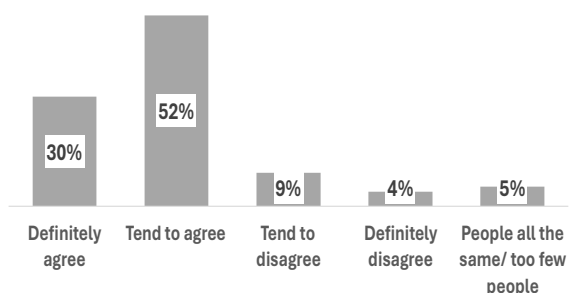
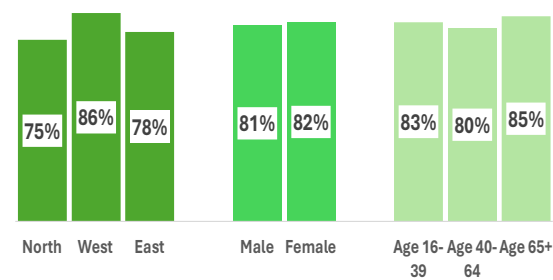
A comparison of the latest residents' perception survey and the national community life survey shows that a strong sense of belonging is far more prevalent in Solihull than across England (88% vs 62%). This high sense of belonging relative to England is common across all areas of the borough.

Strength of feelings of belonging to immediate neighbourhood		
	% Very/ fairly Strongly	% Not very/ not at all strongly
England	62%	38%
Solihull	88%	12%
North Solihull	83%	17%
West Solihull	88%	12%
East Solihull	92%	8%
SMBC Residents' Perception Survey 2026 & Community Life Survey 2024/25		

Cohesion

82% of respondents agree that in their local area people from a different background get on well together (30% definitely agree) compared to 13% who disagree (4% definitely disagree).

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Local area is a place where people from a different background get on well together**% Respondents who think people from a different background get on well together in local area**

Excluding those who were unable to answer definitively^{iv}, slightly more Solihull respondents think that in their local area people from different background get on well together than the England average (86% Solihull vs 81% England). Respondents from North Solihull are in-line with the England average, whereas those from the rest of the borough are slightly more positive.

Extent of agreement that people from different backgrounds get on well together in local area		
	% Agree	% Disagree
England	81%	19%
Solihull	86%	14%
North Solihull	81%	19%
West Solihull	89%	11%
East Solihull	87%	13%

SMBC Residents' Perception Survey 2026 & Community Life Survey 2024/25

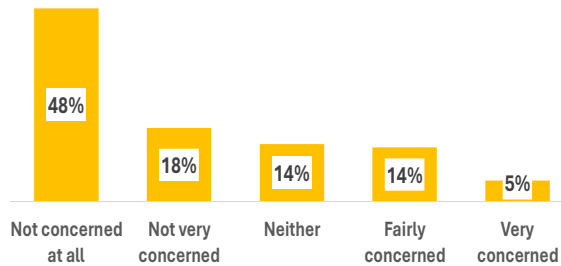
Note: The Solihull data excludes respondents who say there are too few people in local area/ people in local area are all the same in-line with the methodology used in the Community Life Survey to calculate England average.

Extremist or divisive activity

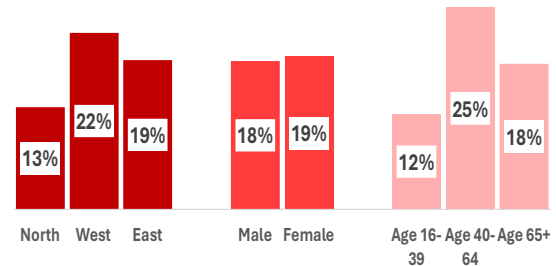
19% of Solihull respondents are concerned with extremist or divisive activity in their local area (5% very concerned) compared to 67% who are not concerned. Concern about extremist or divisive activity is highest in West Solihull (22% and among those aged 40-64 years (25%).

^{iv} The Solihull data excludes respondents who say there are too few people in local area/ people in local area are all the same in-line with the methodology used in the Community Life Survey to calculate England average.

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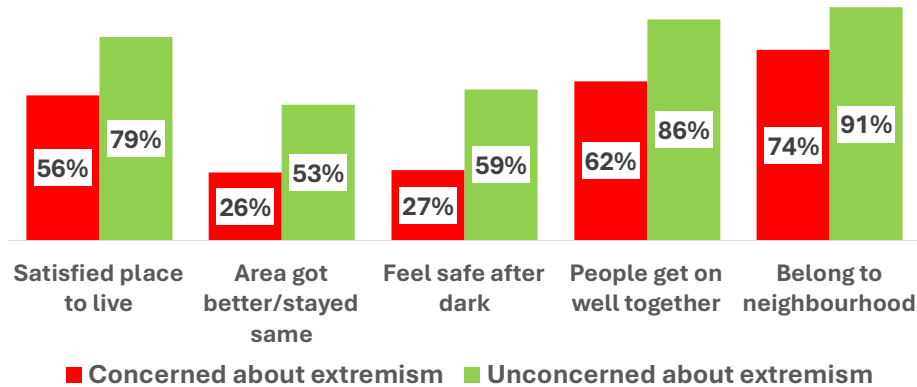
Concern with extremist or divisive activity in local area

Source: SMBC Place Survey 2026

% Respondents who are concerned about extremist or divisive activity in their local area

Source: SMBC Place Survey 2026

Respondents who are concerned about extremist or divisive activity tend to have a more negative opinion around a range of neighbourhood satisfaction measures, view the local area as less cohesive and on average are more concerned about the extent of community safety. For instance, 27% of people who are concerned about extremist or divisive behaviour feel safe after dark compared to 59% of those unconcerned.

Extremist or divisive activity and wider community views

Source: SMBC Place Survey 2026

Community safety

Safety during the day

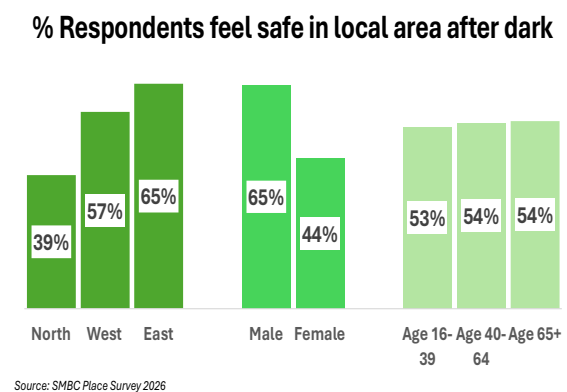
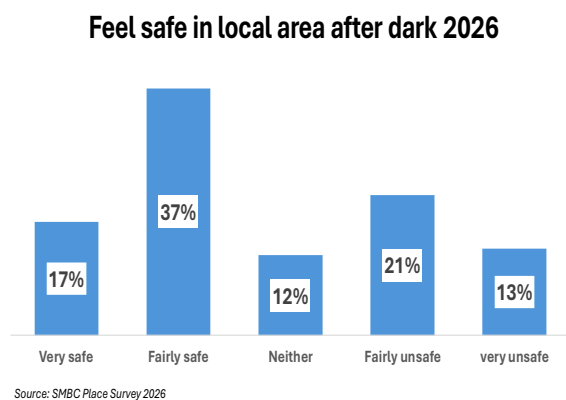
87% of Solihull respondents feel safe in their local area during the day compared to 7% who feel unsafe (2% very unsafe). A large majority feel safe in their local area during the day regardless of age or gender. The proportion who feel safe is slightly lower among North Solihull respondents (79%).

Feel safe in local area during the day		
	% Feel safe	% Feel unsafe
Solihull	87%	7%
North Solihull	79%	10%
West Solihull	90%	6%
East Solihull	88%	5%
Male	87%	6%
Female	87%	7%
Aged 16-39	87%	7%
Aged 40-64	85%	7%
Age 65+	89%	5%
SMBC Residents' Perception Survey 2026		

Safety after dark

53% of Solihull respondents feel safe in their local area after dark compared to 34% who feel unsafe (13% very unsafe).

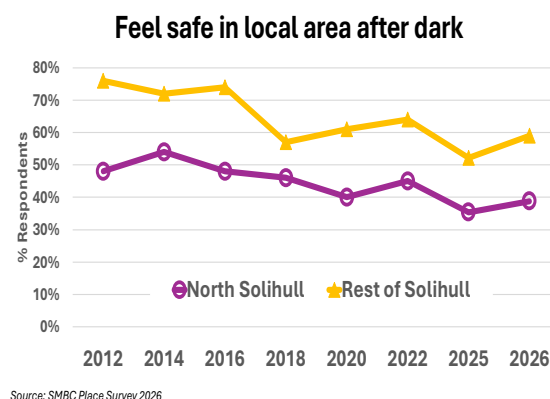
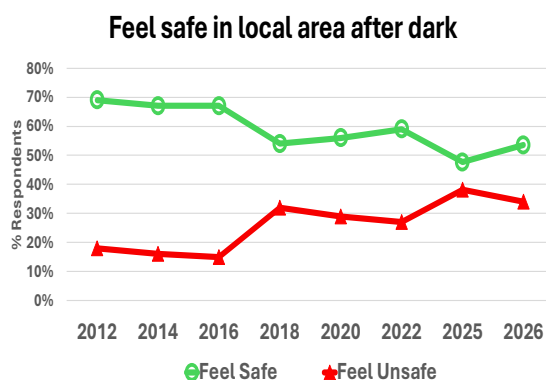
There are substantial variations by locality with only 39% of respondents who live in North Solihull feeling safe compared to an average of 59% across the rest of the borough and between men (65% feel safe) and women (44%).



The proportion of Solihull respondents who feel safe in their local area after dark fell from 67% in 2016 to 54% in 2018 and has remained at around this level since then. Over this period, there has been a gradual downward trend in the proportion of North Solihull respondents feeling safe after

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dark (from 54% in 2014 to 40% in 2026) while in the rest of the borough a large downward shift in 2018 has been followed by a period of greater stability.



Anti-social behaviour

69% of respondents think that at least one of nine specific types of anti-social behaviour (ASB) is a problem in their local area, including 39% who say that three or more types are a problem and 17% who say that five or more are a problem.

Respondents from North Solihull are far more likely to say that multiple specific types of ASB are a problem in their local area than those from elsewhere in the borough. For instance, 23% of people living in North Solihull say that at least five out of nine specific types of ASB are a problem compared to 12% of those from the rest of Solihull.

% of respondents who say that a specific type of ASB is a problem in their local area (9 listed types of ASB)			
Number of ASBs/crime that are a problem	Solihull	North Solihull	Rest of the Borough
None	31%	21%	39%
1 or 2 types	30%	30%	31%
3 to 4 types	22%	27%	18%
5 to 6 types	11%	14%	9%
7 to 9 types	6%	8%	3%
At least one type	69%	79%	61%
3 or more types	39%	49%	30%
5 or more types	17%	23%	12%

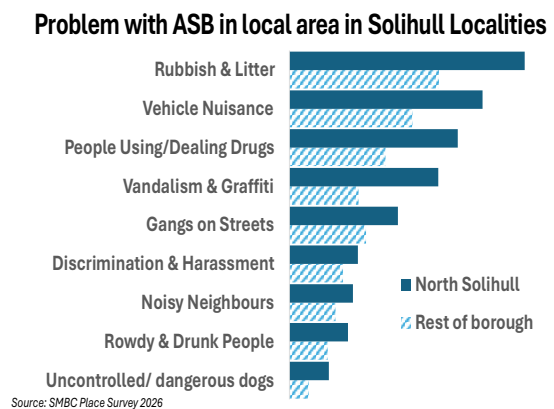
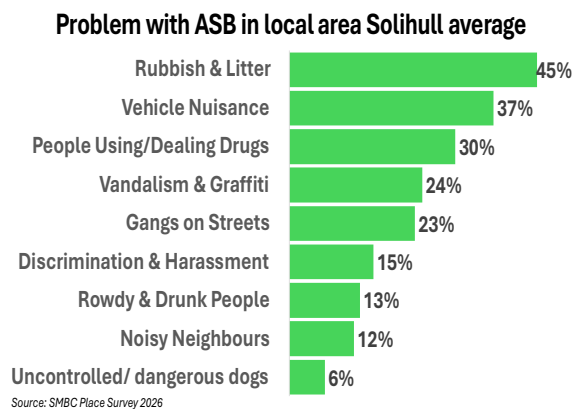
Source: SMBC Place Survey 2026

Across Solihull rubbish & litter lying around is the most frequently cited ASB problem (45% of survey respondents), followed by vehicle nuisance such as off-road biking, joyriding or abandoned cars (37%) and people using or dealing drugs (30%). At the other end of the spectrum people are far less likely to say that uncontrolled or dangerous dogs (6%), noisy neighbours (12%) or rowdy and drunk people (13%) are a problem.

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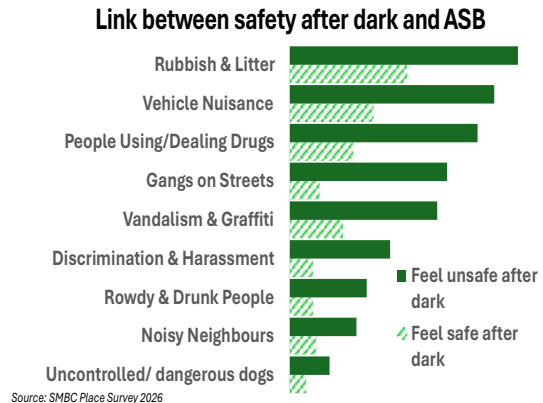
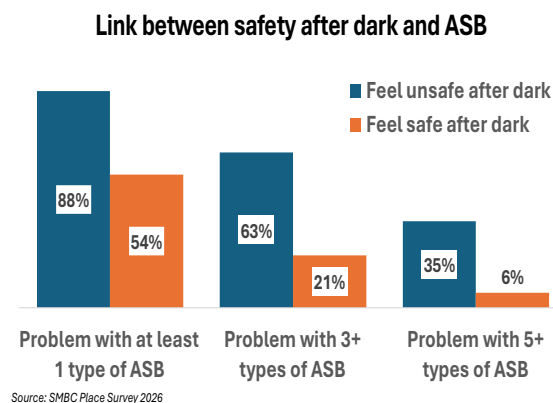
Each of the nine types of ASB are deemed to be more problematic by North Solihull residents than people who live elsewhere in the borough. The differential is particularly evident in respect of vandalism (problem for 39% in North Solihull vs 18% elsewhere in the borough), people using or dealing drugs (44% North Solihull vs 25% elsewhere) and vehicle nuisance (50% North Solihull vs 32% elsewhere).

Women are more likely than men to say that most types of ASB are a problem in their local area, particularly people using or dealing drugs (34% women vs 25% men), gangs hanging around on the streets (25% women vs 19% men) and discrimination & harassment (17% women vs 12% men).



The residents' perception survey shows the strong link between how safe people feel in their local area and their perception of ASB, with people who feel unsafe after dark more likely to say that multiple types of ASB are a problem in their local area than people who feel safe. For instance, 63% of respondents who feel unsafe after dark think there is a problem with at least 3 types of ASB in their local area compared to only 21% of those who feel safe after dark.

People who say they feel unsafe after dark are more likely to say that each of the nine types of ASB are a problem in their local area than people who feel safe. For instance, 56% of people who feel unsafe after dark think that people dealing or using drugs is a problem compared to 19% of those that feel safe.



Environment, transport and access to services

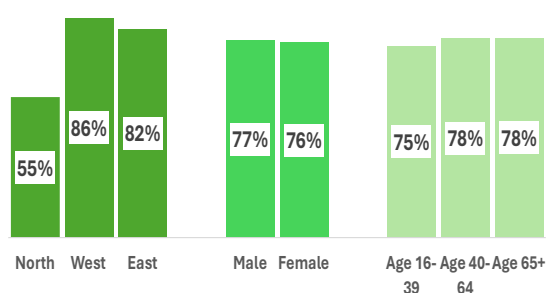
Access to and satisfaction with green space

90% of Solihull respondents agree that they have easy access to green space outside of their own home or garden, compared to 10% who disagree (4% definitely disagree). The proportion saying that they have easy access is lower in North Solihull (80%) than elsewhere in the borough (94%) with a small gender difference too (93% male vs 88% female).

77% of respondents are satisfied with the green and natural spaces in their local area compared with 11% who are dissatisfied (4% very dissatisfied). At a sub-borough level satisfaction is much lower in North Solihull (55%) with dissatisfaction higher (24%).

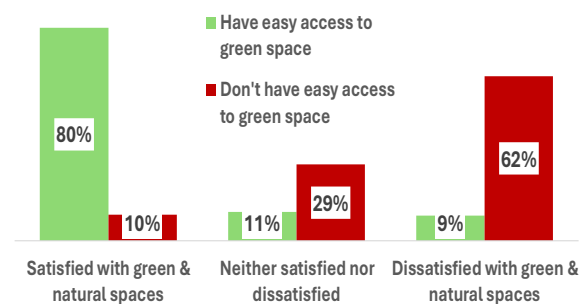
Compared with respondents who say that they have easy access to green space, those who don't have easy access are far less likely to be satisfied with the natural environment (10% vs 80%) and much more likely to be dissatisfied (62% vs 9%).

% Satisfied with green and natural spaces in local area



Source: SMBC Place Survey 2026

Link between access to green space and satisfaction with green space



Source: SMBC Place Survey 2026

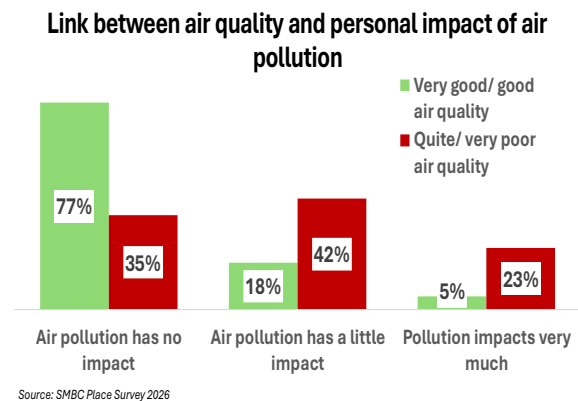
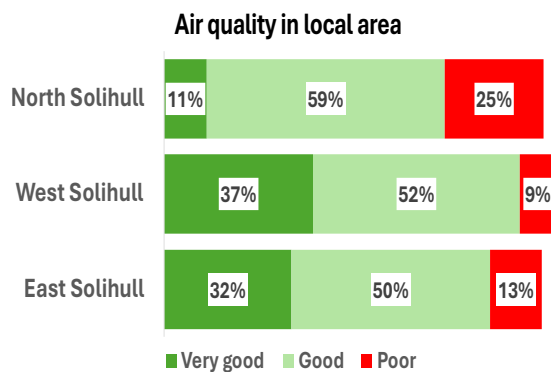
Air quality and impact of pollution

82% of Solihull respondents rate the air quality as very good or good in their local area compared to 14% who say it is poor (4% very poor). Fewer people who live in North Solihull say that the air quality is good (70%) and more say it is poor (25%).

70% of Solihull respondents say that air pollution does not affect them personally, 21% say it affects them a little and 7% say it affects them very much. Compared with the rest of the borough, people who live in North Solihull are more likely to say it affects them either a little or a lot (33% vs 26% rest of borough). The impact is also slightly higher among women than men (31% women affected little/ lot vs 24% men). People under 40 years are least affected (81% vs 65% aged 40 years and above).

Respondents' perception of the air quality in their local area is a significant determinant of the degree to which they are affected by air pollution. For instance, 65% of respondents who say that the air quality in their area is poor say that air pollution impacts them a little or very much compared to just 23% of those who think the air quality is good.

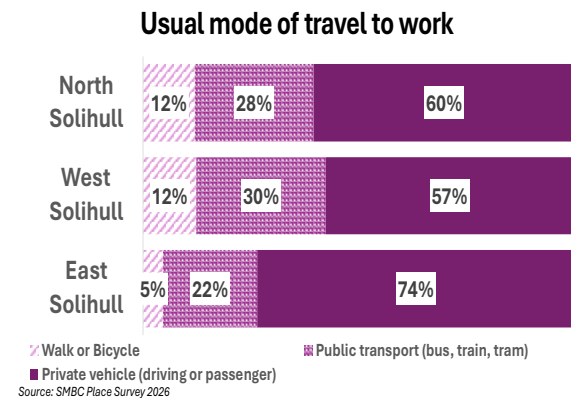
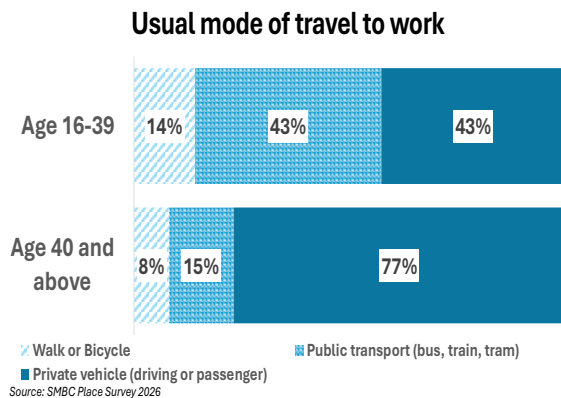
July 1, 2026



Usual mode of travel to work

60% of Solihull respondents who travel to work do so either as a driver or passenger of a private vehicle (including 52% car or van driver), 29% use public transport (including 23% bus) and 11% walk or cycle.

Private vehicle use is higher in East Solihull, with respondents in this locality less likely to walk or cycle or use public transport. People under the age of 40 have a very different profile to older age groups with higher levels of public transport use (43%) and less reliance on private vehicles (eg 30% drive car vs 73% aged 40+).

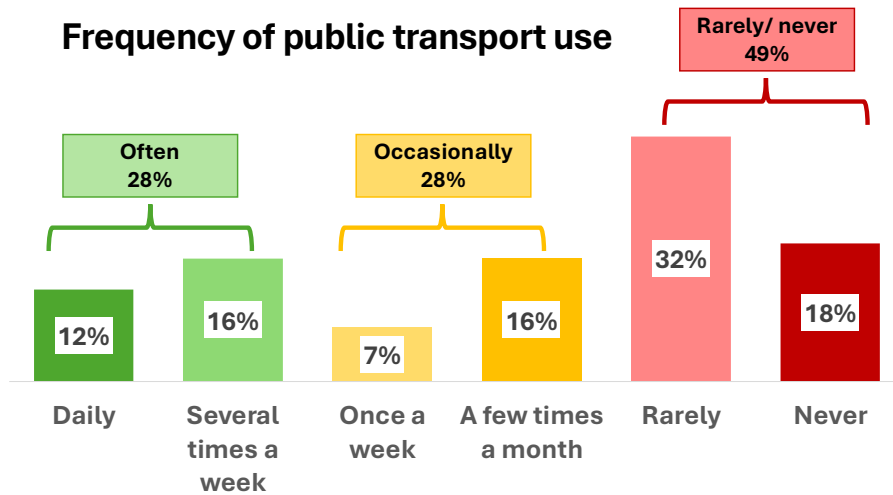


Public transport use and access

28% of Solihull respondents use public transport often (including 12% who use on a daily basis), 28% use occasionally and 49% rarely or never.

July 1, 2026

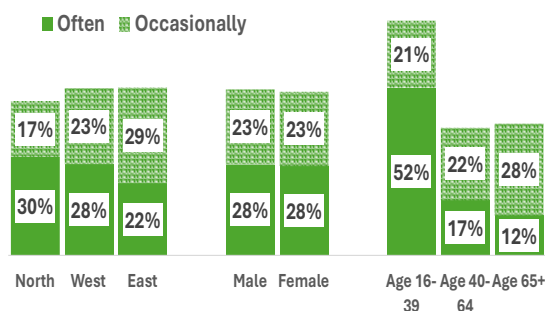
Frequency of public transport use



Source: SMBC Place Survey 2026

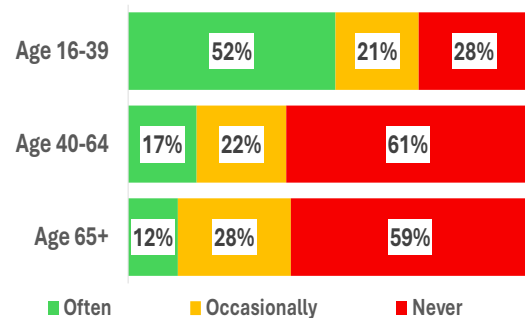
52% of respondents aged under 40 years use public transport often (including 28% daily) compared to 15% of respondents aged 40 years and over.

% Often or occasionally use public transport



Source: SMBC Place Survey 2026

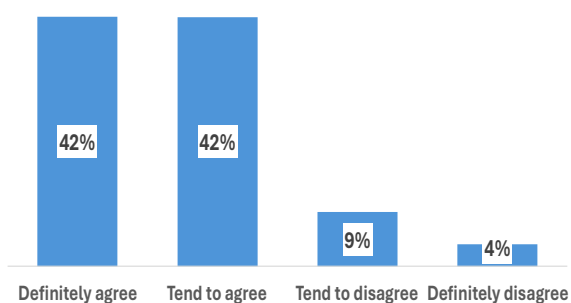
Frequency of public transport use



Source: SMBC Place Survey 2026

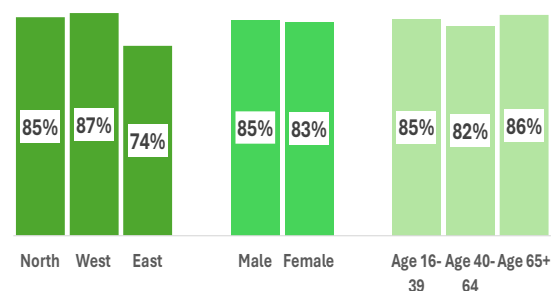
84% of Solihull respondents agree that they have suitable access to public transport in their local area (including 24% who definitely agree) compared to 13% who disagree (4% definitely disagree). There are few differences by age and gender, but respondents from East Solihull are less likely to agree that there is suitable access to public transport (74%).

Suitable access to public transport in local area



Source: SMBC Place Survey 2026

% Agree there is suitable access to public transport in local area

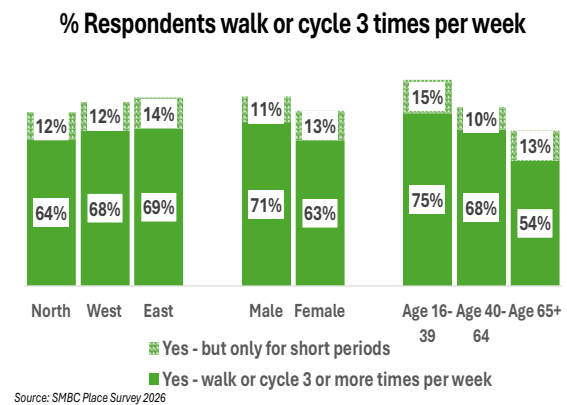
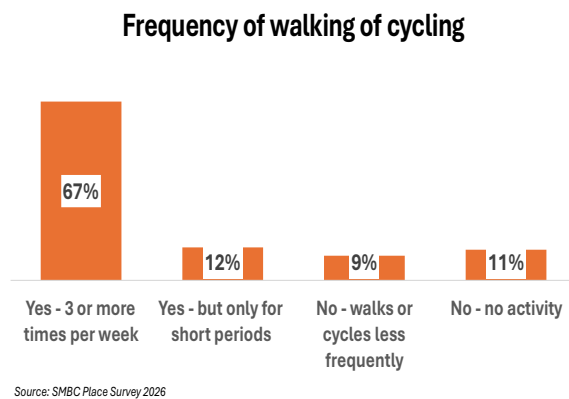


Source: SMBC Place Survey 2026

Walking & cycling

79% of Solihull respondents say that they walk or cycle three times a week (including 12% who do so for short periods only), 9% say they walk or cycle less than three times a week and 11% who do not walk or cycle at all.

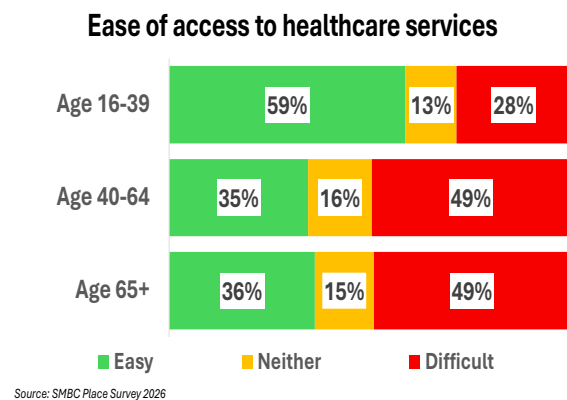
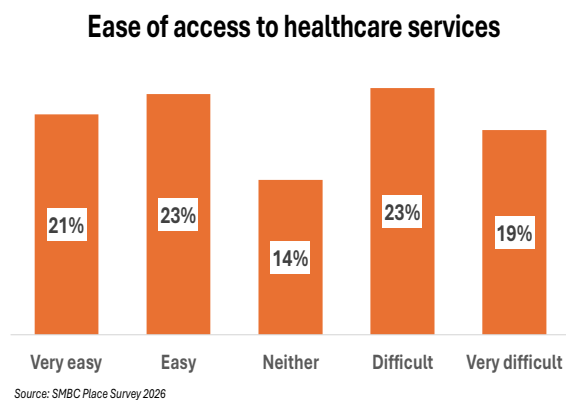
Walking and cycling at least three times a week is more common among those under 40 years (90% vs 68% 65+ age group) and among men (83% vs 76% women) and is less common among North Solihull residents (76% vs 81% rest of borough).



Access to healthcare

43% of Solihull respondents say that they have easy access to healthcare services such as a GP or local health centre when they need it, compared to 42% who say that timely access is difficult (19% very difficult).

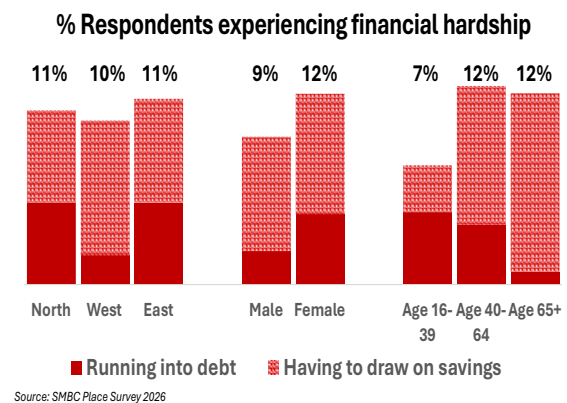
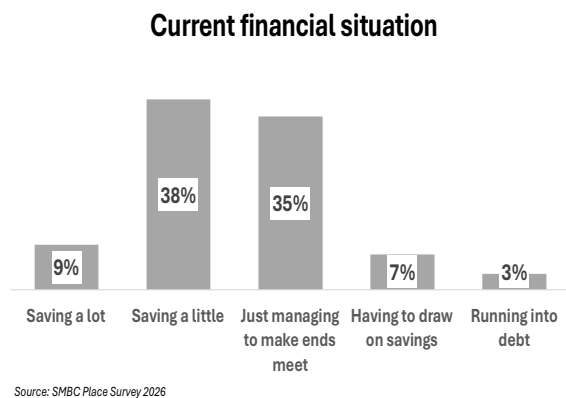
There are few substantial differences in response by gender or between Solihull localities. However, those aged 16-39 years are much more likely to say that timely access is easy (59%) and are less likely to say that it is difficult (28%).



Financial health, jobs and skills

Current financial situation

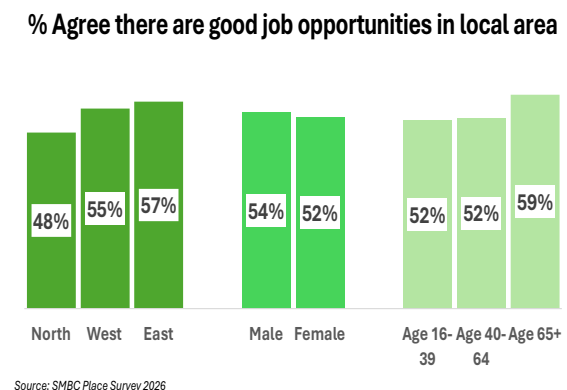
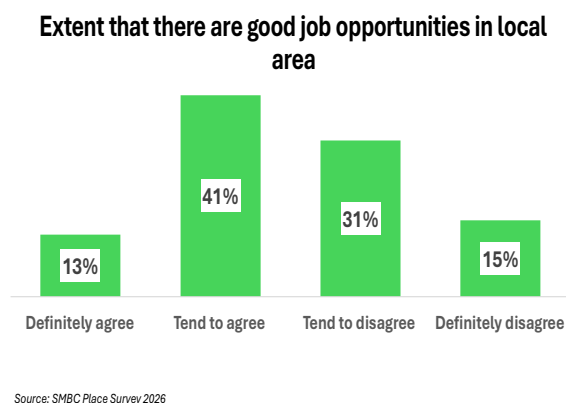
47% of Solihull respondents say they are currently saving, 35% are just managing to make ends meet while 10% are financially struggling (7% drawing on savings, 3% running into debt).



Job opportunities in local area

Excluding those who don't know, 53% of Solihull respondents to the perception survey agree that there are good job opportunities in the local area compared to 47% who disagree (15% definitely disagree).

Proportionally fewer respondents living in North Solihull think that there are good job opportunities in local area (48% vs average of 52% across the rest of the borough). In North Solihull 52% of respondents disagree that there are good job opportunities locally including 18% who definitely disagree.



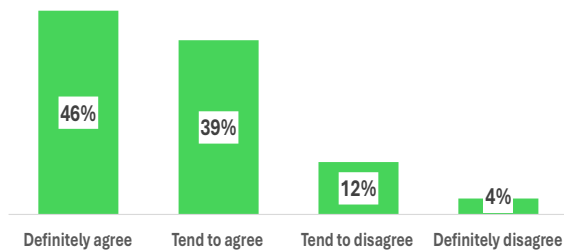
Sufficiency of skills and qualifications

Excluding those who are not in looking for work^v, 85% of Solihull respondents agree that their skills and qualifications are sufficient for the types of job they want to do compared to 15% that disagree (4% definitely disagree).

Fewer people living in North Solihull agree their skills are sufficient (73%) as well as people under the age of 40 (79%).

Extent to which skills and qualifications are sufficient

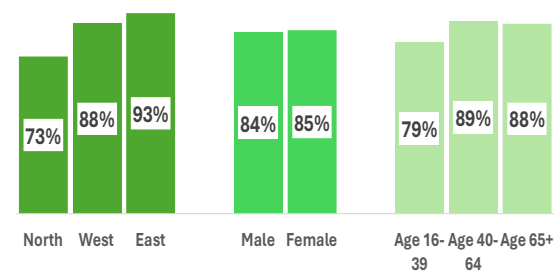
Excludes respondents answering not applicable



Source: SMBC Place Survey 2026

% Agree their skills and qualifications are sufficient for the jobs they want to do

Excludes respondents answering not applicable



Source: SMBC Place Survey 2026

^v Over a third of the sample answered not applicable to this question as they are not in work or looking for work.

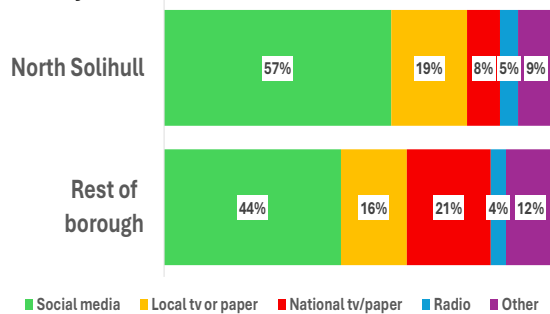
News, information and trust in media

Most frequent news source

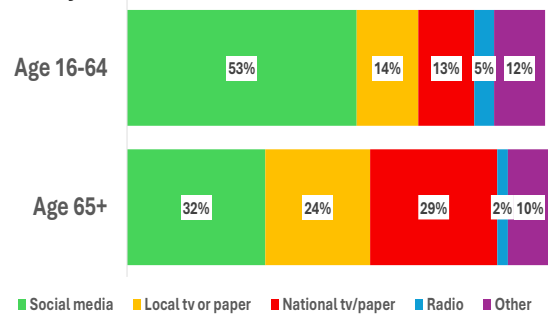
48% of Solihull respondents say that they get the majority of their information about current events from social media, with national tv news the next most frequently cited (14%), followed by local tv news (12%).

One of the differences in media preferences expressed by North Solihull respondents and those aged 16-64 is the relatively low levels of national tv and newspaper usage (8% and 13% respectively).

Where would you say that you get the majority of your information about current events?



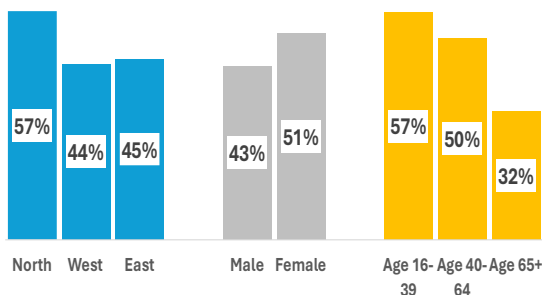
Where would you say that you get the majority of your information about current events?



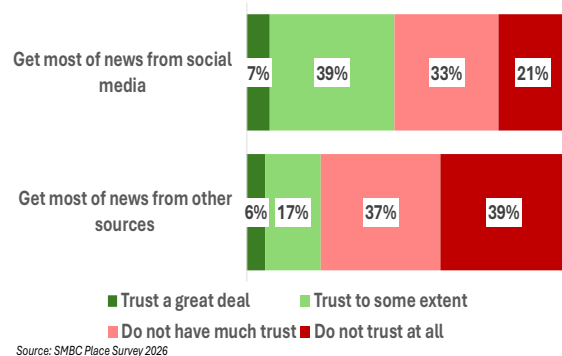
Social media is by far the most commonly used media for information about current events among respondents living in all parts of Solihull, among both genders and among all age groups. Social media reliance is highest in North Solihull (57%), among women (51%) and among those under 40 years (57%).

Trust in social media as a source is limited, even among those who say that it is their main source for information about current events. 54% of people who say that they use social media as their main source of information about current events don't trust it as a source (including 21% who don't trust it at all).

Get majority of information about current events from social media



Degree of trust in social media as a news source



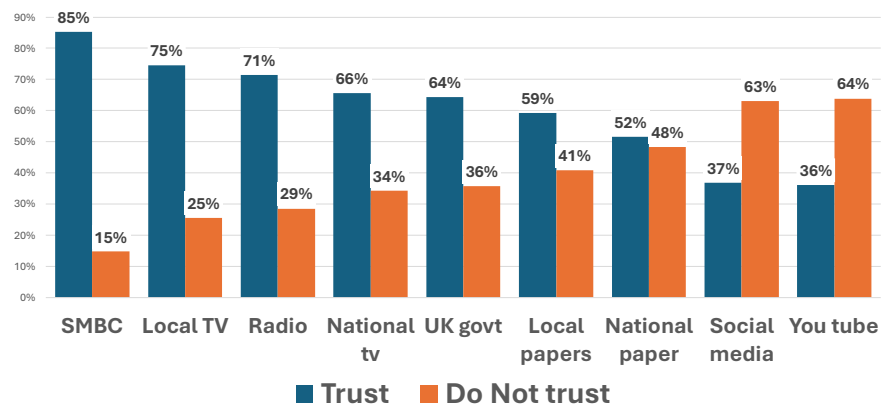
Trust in news and information sources

Solihull respondents consider Solihull Council communications and website the most reliable source of information, with 85% of those expressing an opinion trusting it as a source compared to 15% who do not trust it.

Other highly trusted sources are local tv (75%), the radio (71%) and national tv (66%), at the other end of the spectrum trust is relatively low in YouTube (36%) and social media (37%).

Levels of trust in news sources

% Respondents with opinion only



Source: SMBC Place Survey 2026