Research Report

Residents Survey 2009

Prepared for: London Borough of Wandsworth

bmg research

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Prepared for: London Borough of Wandsworth

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September 2009

Produced by BMG Research

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Investors in People Standard - Certificate No. WMQC 0614

Interviewer Quality Control Scheme (IQCS) Member Company

Registered under the Data Protection Act - Registration No. Z5081943

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1 Key findings

1.1 Background and methodology

In 2009, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Local Strategic Partnership‟s (WLSP) program of resident consultation and follows on from the 2005 and 2007 biennial surveys.

This document summarises the findings of the 2009 biennial survey conducted among 1,210 local residents in June and July 2009.

1.2 Household information

The first section explores the household composition of the sample. The largest proportion of respondents lives in a household of two adults (29%; 32% in 2007), whilst 21% (21% in 2007) are single occupants. One in five (19%; 22% in 2007) live within a two-parent family with at least one child under the age of 16.

Exploring the type of property resided in, the largest proportion state terraced properties (32%), whilst one in five (20%) live in a flat / maisonette in a block of four or more floors, and 17% in a flat / maisonette in a block of up to three floors.

Regarding tenure, approaching half (47%; 52% in 2007) are owner occupiers, either owned outright (29%) or bought with a mortgage (18%). There has been an increase in the proportion that rent from a private landlord, from 23% in 2007 to 31% in 2009, and one in five (19%) are in social housing.

1.3 Views of the neighbourhood

Just under one in seven (15%; 17% in 2007) respondents have lived in their neighbourhood for less than a year, with a further 9% (9% in 2007) having lived there between 1 and 2 years. Nearly half (46%; 46% in 2007) have moved into their local neighbourhood in the last 5 years. This indicates that Wandsworth has maintained a large influx of „newcomers‟ into the area.

Of those respondents that have moved to their neighbourhood in the last 2 years, 61% had come from privately rented accommodation. This suggests that the transient population are more likely to switch between private rented accommodation.

The large majority of residents are satisfied with their local area as a place to live (90%). Indeed, this is an increase of 2-percentage points since 2007 (88%) and similar to that achieved in 2005 (91%). It is encouraging to note that the proportion of residents „very satisfied‟ with their local area has increased substantially to 46% (from 28% in 2007).

Respondents were asked to state what they like and dislike about their local area in their own words. These comments were then coded into common themes. Regarding what residents like about their local area, the most frequently provided response was close to amenities / convenient / good location (23%), whilst a similar proportion stated quiet / peaceful (22%) and parks / rivers / commons / open spaces (22%). Regarding what residents dislike about their neighbourhood, the most common theme was noisy (9%), parking problems (7%) and too much traffic congestion (7%).

There has been an increase in the proportion of respondents that will probably (+4-percentage points; 8% in 2009 and 4% in 2007) and possibly (+4-percentage points; 7% in 2009 and 3% in 2007) move in the next two years. Indeed, this is reflected in a reduction in the proportion that does not intend moving (-12-percentage points; 71% in 2009 and 83% in 2007). This is a likely reflection of the increased transient population in the form of private renters.

Linking back to the earlier findings regarding „newcomers" and the more transient population, the same types of individuals are also most likely to move home in the next two years. These are those that have lived in the neighbourhood for less than two years (36%), younger residents (32% aged 16-24 and 37% aged 25-34), private renters (32%) and BME respondents (28%).

Although intentions to move in the next two years have increased since 2007, it is encouraging to note that the largest change is evident with intentions to move locally, either within the current neighbourhood (16%, 7% in 2007) or elsewhere in the borough (20%, 19% in 2007).

A new measure for 2009 was the extent to which a range of services / issues are seen as good or bad in the local area. The issues that the highest proportion of respondents see as bad include the level of traffic congestion (39%), affordable decent housing (27%), traffic speeds (26%), and noise (26%). There are encouragingly high proportions of residents that deem the following as good:

- Bus services (81%
- Street lighting (80%)
- Health services (79%)

1.4 Participation in the local neighbourhood

Respondents were asked whether they feel they can influence decisions affecting their local area. It is immediately apparent that at 39%, the proportion agreeing with this is substantially higher than the 12% recorded in 2007 (based on valid responses). The proportion that disagree they can influence decision making has reduced by 26-percentage points (62%, from 88% in 2007); a marked difference. However, it is important to highlight that these 2009 figures now return to those levels also recorded in similar surveys conducted across the borough, both postal and face-to-face, and suggest that the 2007 figure was somewhat out of line.

Amongst those residents that feel they can influence decisions, the most common types of decisions they feel they can influence include planning / development issues (10%), and anti-social behaviour, voting, crime and community / estate issues (all 3%). Approaching three in five (57%; 32% in 2007) do not know what decisions they can influence. There is a distinct increase in the proportion of respondents that are interested in becoming involved in local decision making (35%; up 23% from 12% in 2007).

Amongst those interested in becoming involved in decision making, over two in five (42%) would like to get involved in decisions around public transport, whilst a slightly lower proportion (38%) states local planning applications and local health services (36%).

Exploring the preferred means by which residents can get involved, questionnaires like this are the most preferred (22%), followed by surveys (20%). The website is also an ever growing preference (16%, up from 12% in 2007).

It is immediately apparent that membership levels of local organisations are very low, with the largest proportion being a member of a sports club (6%). Indeed, 78% are not a member of any of the organisations listed. Amongst those respondents that are not members of a local organisation, levels of interest in becoming involved have remained static since 2007, at 22%. However, there has been an increase in the level that is not interested (63%, up 13% from 50% in 2007).

Similarly, the survey explored interest in becoming a member of a local community group. There has been an 8-percentage point increase in interest since 2007 (29%, 21% in 2007). On the flip-side, however, there is also a higher proportion in 2009 that are not interested in becoming involved (53%, up from 50% in 2007).

1.5 Community cohesion

A key measure of community cohesion is the extent to which people of different backgrounds get on well together. Agreement with this statement, at 84%, has increased by 5-percentage points since 2007 (79%), and disagreement levels are very low at just 4%.

Respondents were asked to define what the term „neighbourhood" means to them. One in five states that they would define this as their street (20%; 34% in 2007) or two to three streets surrounding their home (36%; 35% in 2007). There is a large increase in the proportion that defines it as four or five streets surrounding their home (20%; 9% in 2007). These findings suggest that there has been some shift in opinion since 2007, with residents more likely to define their neighbourhood as a wider area than previously.

The large majority of residents would define their local community as the people in their local area (70%; 65% in 2007).

Over half (55%) the sample definitely intend to vote in next May"s local / national election, with a further one in five (20%) stating they will probably vote.

1.6 Crime and crime prevention

Respondents were asked whether they are aware of a number of crime prevention methods operating in their local area. There is a large degree of uncertainty, with 45% not knowing whether anti-social behaviour orders operate, as well as 40% that do not know whether Safer Neighbourhood Teams operate. Half of respondents, however, are aware of the presence of CCTV systems (50%) and Parks Police (52%).

There are mixed views in relation to perceptions of crime and community safety over the past two years. An encouraging 51% of respondents feel there has been less trouble generally over the past two years, whilst three in five (60%) feel it is a safer place overall. Over half of residents agree the Council deals quickly with graffiti, fly tipping etc (55%) and works with the Police to deal with the real problems in the area (56%). On the other hand, just 37% agree that there are more Police around.

By far the largest proportion of residents state there needs to be an increase in Police presence / more patrolling (24%) to make the area safer.

Residents were asked to what extent they are worried about becoming a victim of crime. Over two in five (42%) residents are worried, which is a 9-percentage point increase on that achieved in 2007 (33%), but the proportion who are very worried is down from 12% to 7%. This difference is predominantly reflected in a 10-percentage point decrease in the proportion of respondents that are not very worried (44%, down from 54% in 2007).

A secondary measure of fear of crime was that of feelings of safety. Interestingly, findings seem to contradict those found in relation to worry about crime, in that feelings of safety have increased slightly during the day (from 92% in 2007 to 95% in 2009). Encouragingly, this is made up of a 15-percentage point increase in the proportion that feels very safe.

When considering feelings of safety after dark, a larger increase in levels of feeling safe is recorded since 2007 (+8%, from 60% in 2007 to 68% in 2009). The proportion that feels unsafe, at 16%, is 10-percentage points lower than in 2007.

Over three quarters of respondents feel the Police (76%) and Council (77%) are doing a good job, with just 13% and 11% stating poor respectively. The proportion deeming each organisation to be good has dropped by circa 10-percentage points since 2007 (Police, from 87% in 2007; Council, from 85% in 2007).

1.7 Transport / environment

Respondents were presented with a list of statements regarding transport and the environment and asked to rate their level of agreement or disagreement with each. Encouragingly, over three in five (63%) agree it is easier to recycle now than one year ago. Similarly, over half agree the Council is doing more to help the environment (55%), streets are cleaner and there is less litter (51%) and parks and open spaces are better looked after (58%). With regards to traffic-related measures, a quarter (25%) agrees that there is less traffic congestion, whereas the proportion that disagrees stands at 41%. Similarly, 29% agree that traffic speeds have reduced.

Looking at what respondents feel would make it safer and more pleasurable to walk, one in seven (15%) would like to see an increased Police presence, whilst 9% state improved pavements. With regards to cycling, one in seven (15%) respondents feel it would make a difference if there were cycle paths, whilst 9% state dedicated cycle lanes on roads.

There are found to be low levels of awareness that various traffic calming measures have been introduced into the borough, with just 21% aware that there have been measures introduced to encourage less car use for school trips (a reduction of 10-percentage points since 2007). Similar reductions are also apparent with regards to measures to reduce traffic speeds (30%, down from 52% in 2007) and parking controls (38%, down from 53% in 2007). It is important to note that comparisons with 2007 become more complex due to the potential uncertainty amongst residents as to when these measures were introduced, i.e. within the last 2 years or longer.

Amongst those individuals who are not aware of the traffic calming measures, there are positive balance scores with regards to each measure. However, there has been an 11-percentage point reduction in the proportion that is happy with parking controls since 2007 (from 65% in 2007 to 54% in 2009).

Amongst those individuals who are aware of the measures, there has, again, been a decrease in positive opinion. Where 32% of respondents feel measures to reduce traffic speeds have made the local area better, this is a reduction of 29-percentage points since 2007 (61%). Similarly, 31% of respondents feel parking controls have improved the area, which is a reduction of 29-percentage points since 2007 (60%).

Where in 2007 over two in five (43%) respondents did not use a car / drive, this has reduced to 36% in 2009 (-7%). Anecdotally, car ownership is on the decrease, therefore it is important to exercise some caution when comparing results with 2007 due to the fluid nature of such patterns of behaviour.

Amongst car owners, the method used most often amongst those that use their car less is predominantly the bus (36%); however the use of the bicycle has increased substantially from 4% in 2007, to 19% in 2009. The main reason for reducing car usage is traffic congestion (21%), followed by being more environmentally aware / reducing pollution (13%).

1.8 Recycling

Usage of orange recycling sacks at least once a week has substantially increased since 2007 (75%, 58% in 2007). Not surprisingly, therefore, the largest proportion of respondents state they have used the recycling sacks more in the last two years (53%, up from 36% in 2007).

Usage of recycling bins has remained in line with that recorded in 2007 (43%; 45% in 2007). Just 9% state they never use a bin. The use of recycling bins has increased substantially in the last two years, with a 20-percentage point rise since 2007 (46%, 26% in 2007).

Over a quarter (27%) of respondents indicate that there are things they would like to recycle but currently do not know how to. These items include garden waste / compostables (34%), plastics (21%) and batteries (14%).

Interestingly, given the fact that recycling has increased, there has been a large reduction in the proportion that feels they can do a lot to reduce the amount of waste (31%, down from 50% in 2007). This may be as a consequence of people being more aware of what they should be able to recycle, but cannot do so currently. However, it is also most likely to be the result of shifting grounds, with residents simply seeing their recycling behaviour as the norm, where in 2005 and 2007 this was much less the case.

Exploring resident actions when reducing waste, an encouraging two thirds (67%, 23% in 2007) already take re-usable shopping bags with them and three in five (60%, 36% in 2007) buy goods with less packaging. Wandsworth needs to take advantage of the large subset of the population who do not currently perform these waste saving measures but would be prepared to. This could include promotion activities to make people more aware of what they can do and how. Such measures include:

- Installing a wormery / composter for kitchen waste (47%)
- Getting off junk mail lists (45%)
- Finding a new home for unwanted household items (43%)

With regards to energy saving measures, there has been a substantial increase in the proportion of respondents that use energy-saving lightbulbs (63%, 38% in 2007). Again there is a large subset that would be particularly prepared to put the following measures into action:

- Free home energy check (59%)
- Change energy supplier to go for a renewable source (51%)

With regards to water saving measures, there have been noticeable increases in the proportion of respondents that wouldn"t be prepared to install a water meter (27%, 13% in 2007) and get a water butt to collect rainwater (25%, 16% in 2007).

1.9 Access to information

All respondents were asked how well informed they feel about a number of issues. There are encouragingly high levels of awareness of how to pay bills to the Council (87% very / fairly well informed), how and where to register to vote (84%), and how to complain to the Council (78%). Since 2007 there have been slight reductions in awareness of each of the issues, with the largest reduction in terms of „what the Council spends its money on" (63%, 75% in 2007).

Current sources of information used to find out about the Council include Brightside (43%, 31% in 2007) and the Council website / Internet (16%, 8% in 2007). The increase in use of these sources is surprising given the finding that residents feel less informed. Respondents would prefer to be kept informed via information provided by the Council (49% for day-to-day matters and 51% for major matters). Preference for the Council website / Internet has increased with regards to providing information on day-to-day matters (16%, 9% in 2007) and on major matters (17%, 11% in 2007 respectively).

The use of the Internet has continued to rise since 2005 and has done so again in 2009 (82%, 74% in 2007 and 71% in 2005). Less than one in five (18%) residents does not have access to the Internet. Amongst Internet users, the large proportion has access at their home (97%), followed by at work (38%). Still amongst Internet users, half (50%) have not used any of the services provided by the Council website. Indeed, 48% would not like to be able to. It is apparent that there are higher proportions of respondents that would like to be able to use each of the services than do so currently, which is encouraging. This is particularly the case for „have your say on local matters" (6% do so currently, 22% would like to), and „put questions to your councillor" (3% do so currently, 16% would like to).

1.10 Contacting the Council

Half (50%) of respondents have contacted the Council in the last 12 months, which is in line with that recorded in 2007 (51%). Amongst these individuals, three quarters (75%) were satisfied, which is the same as was achieved in 2007 (75%). However, it is encouraging to note that the proportion that is very satisfied has increased by 7-percentage points (35%, 28% in 2007).

All respondents were asked to rate their level of agreement or disagreement with a list of statements regarding contacting the Council. Four in five (81%) agrees that they know who to contact and how and over three quarters (77%) know how to find out information they need easily. All of these measures are very much in line with 2007.

1.11 Budgets

To give an indication of priorities when it comes to designating budgets, respondents were asked how important or unimportant certain services are to them personally and to their community. Looking at importance personally, high levels of importance are placed on parks, playgrounds or recreational areas (88%), as well as sports and leisure facilities (84%). However, less importance is placed on day care facilities (57%) and youth clubs (59%). Over nine in ten residents see all aspects listed as important for the community.

When exploring preferences with regards to the decision between level of service and level of Council tax charged, the largest proportion of respondents believe the current Council tax and services present good value for money (66%). Indeed, two in five (40%) residents agree that they would rather see an increase in the Council tax than see reductions in services, with 27% disagreeing. Agreement is highest amongst those in high income areas (45%) in comparison to those in low income areas (33%).

1.12 Libraries

Approaching two in five (38%) residents use the library at least once a month, with 16% using it at least once a week. Over half (56%) feel that Sunday opening hours would make no difference to them, whilst 29% would support the proposal if overall library costs did not increase. It is unsurprising, then, that 58% of respondents state they are unlikely to use the library on a Sunday if that were an option. Over a quarter (28%) said they would probably and 9% would definitely.

1.13 Strategic Messages

Key issues associated with resident satisfaction with the place and the communities in which they live tend to revolve around perceptions centred: on the perceived level of crime, ASB, safe open spaces where children can play, cultural services and whether people feel safe during the day. Secondary drivers relate to a number of street scene and cohesion issues notably perceptions regarding litter, feeling safe at night, race relations and parks and open spaces. Positively, many residents (90%) are satisfied with the neighbourhood in which they live and this demonstrates a positive upward trend since 2007. However, levels of satisfaction are lower amongst Council tenants and those residents living in low income areas and indeed the direction of travel amongst the former is on a downward trend (although levels still remain high).

Residents are likely to say that the top 5 issues that are bad in their local area are: traffic congestion, affordable decent housing, noise, traffic speeds and litter. These are the same priorities that have been highlighted in the sustainable community strategy for a number of years. Such problems are far more accentuated in low income areas.

The research indicates that certain population groups, the 25-34 year olds, private renters, families, bme residents and residents living in low income areas are the most likely to indicate that they are likely to move over the next two years. The transient nature of these populations and the relative flux most probably creates a number of challenges for public service providers such as the Council.

Positively the research indicates that more residents feel they can influence decision making than was the case in 2007. Nevertheless, such feelings are found to be substantially lacking amongst residents living in social housing stock and residents living in low income areas per se. Further progress is required within these locations and demographic groups, although it is worth noting that even here the position has improved somewhat since 2007. Whilst generally speaking these results in the round can be viewed as positive, the bottom line is that the majority of residents are unsure what they can influence. Although more say they do want to get involved, there is not a very strong desire to do so (fairly interested cannot be taken as a real want to be involved). This suggests that involvement is more to do with informal action and on an ad-hoc basis.

In terms of community cohesion the percentage of residents who feel that people from different backgrounds get on together has risen since 2007, although there is a marked difference amongst housing association and Council tenants, where instead of a survey average of 84% of residents agreeing with the statement, levels of 75% and 78% were recorded respectively.

Looking at crime, few residents are aware of both neighbourhood watch, anti-social behaviour orders and safer neighbourhood teams having been introduced in the last two years, and in a number of instances awareness of such schemes has actually fallen since 2007. More widely, residents are indicating that over the last two years that they feel there is less trouble, that they feel safer, that there are more PCSOs and that the Council and Police are dealing with such issues effectively. Such perceptions are feeding into a greater proportion of residents feeling safer, both at night and during the day. However, whilst this is positive, residents still worry about being a victim of crime and there has been a growth in these perceptions related to being physically or sexually attacked/mugged.

In terms of transport and the environment, many residents feel that the Council is doing more to help the environment, keeping streets clean and looking after open spaces. However, many residents feel traffic congestion has continued to deteriorate. Indeed, very few residents are aware of the introduction of local area traffic calming measures over the last two years, although they would welcome them. In terms of recycling, more and more residents are using Orange sacks and recycling bins than was the case two years ago. High income areas have seen the least growth in usage over this time period.

With regard to communication the utilisation of both Brightside and the Council website has increased since 2007, the latter having doubled. More broadly, access to the

Internet has increased from 74% of residents to 82%. Overall satisfaction with the Council, where contact has been made over the past year, has remained static at 75%, although the proportion who was very satisfied has risen from 28% to 35%, a positive result against the backdrop of the credit crunch and low confidence in public sector bodies.

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2 Introduction

2.1 Background

In 2009, BMG Research was commissioned to undertake a survey of London Borough of Wandsworth residents. This piece of research is the latest survey in Wandsworth Local Strategic Partnership‟s (WLSP) program of resident consultation and follows on from the 2005 and 2007 biennial surveys. The aim of the survey is to inform the development of the Community Strategy for the borough.

This document summarises the findings of the 2009 biennial survey conducted among 1,210 local residents aged 18+ in June and July 2009. The results of this survey will be compared to those from the two previous surveys (2005 and 2007) where possible, as well as building in secondary datasets for wider comparison also. A separate crosstabulated data report is available for more detailed analysis.

2.2 Objectives

The Community Strategy is a long-term plan for improving the quality of life in the borough. It sets out the long-term actions planned to tackle the issues that are important to residents. It also highlights some of the shorter-term steps that need to be taken to achieve the overall aims. The agreed priorities and targets set within the Community Strategy are going to be regularly monitored and reviewed by WLSP partners at 3-5 year intervals to make sure they are still relevant to local residents and take account of changing national and local priorities.

The results of the residents survey will:

- Feed into reviews of the Community Strategy, identifying areas and issues where the strategy might need amendment in the light of changing views of residents; and
- Provide a framework within which further, more detailed consultation may be designed.

The objectives of this survey are several fold:

- Enable the WLSP to track changes in residents‟ views and amend the Community Strategy as necessary;
- Provide an indication of the degree to which people are/feel involved in their local community and identify barriers to involvement;
- Measure awareness of local developments within the Community Strategy;
- Provide reliable measures of differences in views, if any, between residents in different parts of the borough and between different sub-groups of the population;
- Measure differences in views and experiences of those living in more and less deprived areas of the borough; and
- Measure changes in views and experiences, and how they differ between, and within, more and less deprived areas.

2.3 Methodology

2.3.1 Selecting the sample – Income Deprivation Domain

Within the Index of Multiple Deprivation 2004, there are a number of domains of deprivation. One domain which is useful by itself outside the ID2004 structure is the Income Deprivation domain. The purpose of this Domain is to capture the proportion of the population experiencing income deprivation in a small area (known as a super output area (SOA)).

The numbers of the population who are included in this deprived proportion include those on the following benefits.

- Adults and children in Income Support households (2001).
- Adults and children in Income Based Job Seekers Allowance households (2001).
- Adults and children in Working Families Tax Credit households whose equivalised income (excluding housing benefits) is below 60% of median before housing costs (2001).
- Adults and children in Disabled Person's Tax Credit households whose equivalised income (excluding housing benefits) is below 60% of median before housing costs (2001).
- National Asylum Support Service supported asylum seekers in England in receipt of subsistence only and accommodation support (2002).

SOAs within Wandsworth are grouped to form 37 “mid-level” SOAs (MSOA). MSOAs were used to identify three bands of high, medium and low-income areas. The bands are a reflection of relative income deprivation **within Wandsworth** and do not measure the position in relation to any national figures.

A stratified random sample of residents was selected from the Postcode Address File from high, medium and low-income areas defined by Wandsworth Council. A total of 3,600 contacts were randomly selected with 1200 of these used as a reserve list. The number of addresses selected was controlled at Super Output Area (SOA) level ensuring that residents had an equal and known chance of being selected.

The survey was administered on a face-to-face basis and where an interview could not be obtained (other than for a refusal), the address was visited again on up to four subsequent occasions on different days and at different times.

2.3.2 Questionnaire design

The questionnaire used contained questions used in previous annual resident‟s surveys in order to allow changes on key issues to be identified. In addition, new questions were developed by Wandsworth Council in conjunction with BMG Research in order to explore particular issues in 2009, such as the economy / budgets and libraries.

2.4 Data

In total, 1,210 adult interviews were completed. The sample size of 1,210 is subject to a maximum standard error of ±2.8% at the 95% confidence level on an observed statistic of 50%. Thus, for the quantitative survey, we can be 95% confident that responses are representative of those that would be given by the total population of Wandsworth, if a census had been conducted, to within ±2.8% of the percentages reported.

To ensure that the results are representative of the population, the data has been weighted at an income area level by gender, age, and economic status to match the 2001 census data. The distribution of responses by income level has also been controlled for.

2.5 Reporting

Throughout this report the word significant is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies „real differences‟ (i.e. difference that would occur if we were able to interview all residents in the borough rather than just a sample). However, as already noted the actual percentages reported in the data may vary by ±2.8% at the 95% confidence level on an observed statistic of 50%.

Figures and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to „rounding‟ differences, these are never more than +/-1%. These occur where rating scales have been added to calculate proportions of respondents who are satisfied at all (i.e. either very or fairly satisfied).

Throughout the report, reference has been made to „net balance scores‟, which is calculated by subtracting the negative score from the positive score. For example, the net balance score for satisfaction is calculated by subtracting the proportion who are dissatisfied from the proportion that is satisfied.

3 Key driver analysis

3.1 Introduction

To supplement the analysis of the resident‟s survey data, Wandsworth Council commissioned the application of Key Driver Analysis (KDA). KDA seeks to determine the key influences on overall satisfaction with the local area amongst its residents. The analysis here is based on a comprehensive range of attitude scales included in the survey, exploring the relative impact of each factor on overall satisfaction.

This section is very much designed as a „practical toolkit‟ to enable practitioners to make informed decisions about policies and communication strategies. We have kept the text deliberately punchy in order to get to the main messages quickly and effectively.

3.2 Method of Assessing Key Driver Importance

The principle of the method we used is based on assessing the statistical correlation between residents‟ ratings on each of the 84 possible "key drivers", in turn, and their ratings of overall satisfaction with the local area. This correlation is based on the proportion of variation in overall satisfaction that could statistically be "accounted for" or "explained" by related variation in satisfaction with individual factors. If the correlation is high, then the factor will be "important" in the sense of the analysis. If it is low, it will imply that the factor is less important. The rationale for this is that a high level of correlation implies a likelihood that improving satisfaction levels for the individual factor will in turn improve overall satisfaction with the local area. If there is little or no correlation, this offers no evidence that improving the factor might have any impact on overall satisfaction. We reflect the importance as an index value in which 1.0 is equal to the average importance across all factors. A level of 2.0 implies that the factor in question is twice as important as the average. "Key Drivers" are factors that have high importance.

Our analysis of key driver importance has two "layers". Firstly, we calculated the index of importance as described above in relation to each individual factor. Also, we found out how the factor might be regarded as falling into groups and looked at the importance of the factors across each entire group. The identification of "groups" was done by a statistical method called factor-analysis. Thus, we analysed the key driver importance, both at the level of grouped factors and at the level of the individual factors.

3.3 Key Driver Analysis: Relative Importance of Grouped Factors

There were 10 grouped "factors" identified in this analysis. Any figure above 1.00 is greater than the average importance for individual factors (bearing in mind that these are groups of services), 2.00 is twice the average and so on.

The factor analysis is best thought of as a means of summarizing the aspects into groups: based on similarities in the satisfaction levels of individual residents. Thus the labels may be thought of as a shorthand way of thinking about the general ideas that residents have about their local area. Each label is intended to reflect the common meaning of the group of scales that relate most strongly to the factor. In the section below, we show the labels we have chosen for the factors identified in this analysis. The make-up of these factors in terms of the 84 original scales is given in the section following this.

3.3.1 The factors in the Wandsworth Council resident's survey

As said earlier, the labels given to the factors are chosen subjectively. However, they tend to be used as a way of referring to the analysis results so they have some importance. The 10 factors were labelled as follows:

Table 1: Factor descriptions

Factor Number	Description
Factor 1	Community issues and public services
Factor 2	Importance of community facilities to the community
Factor 3	Feeling informed about Council performance/services
Factor 4	Importance of community facilities to residents personally
Factor 5	Area/Neighbourhood improvement in last year
Factor 6	Traffic and parking
Factor 7	Perceived neighbourhood safety
Factor 8	Satisfaction with Council contact
Factor 9	Community involvement
Factor 10	Public transport

The real meaning of each factor lies in the scales that relate strongly to it. The following page gives an example of how the labels are arrived at. We then discuss the relative importance of the 10 factors.

3.4 Make-up and Interpretation of the 10 factors

The basis for interpretation of the factors is to find the "common meaning" of the scales that make them up. It is on the basis of this "common meaning" that the label of the factors has been derived.

3.4.1 Factor 1 – Community Activities and Services

The main aspects in this factor are as follows:

Aspect
Q19a_1. Activities/facilities for young children (up to age 12 years)
Q19b_2. Activities/facilities for teenagers
Q19h_8. Community activities (e.g. clubs, fairs)
Q19i_9. Cultural facilities (e.g. cinemas, libraries)
Q19g_7. Childcare provision
Q19y_25. Parks and open spaces
Q19u_21. Sports & leisure facilities
Q19o_15. Safe and open spaces for children to play
Q19j_10. Education provision
Q19t_20. Shopping facilities
Q65_Satisfaction with Contact
Q19k_11. Health services
Q19c_3. Affordable decent housing
Q19e_5. Fly tipping (illegally dumping waste on land)
Q19r_18. Race relations
Q19d_4. Litter

3.4.2 Factor 2 – Importance of Community Facilities to the Community

The main aspects in this factor are as follows:

Aspect
Q69bh_Youth Clubs
Q69bc_Day care facilities (for the elderly or people with disabilities)
Q69bd_Libraries
Q69bf_Support for local businesses and local employment
Q69bb_Community centres
Q69bg_Sports and leisure facilities
Q69be_Parks, playgrounds or recreation areas
Q69ba_Adult education or learning centres
Q69ae_Parks, playgrounds or recreation areas

3.4.3 Factor 3 – Information re Council Performance/Services

The main aspects in this factor are as follows:

Aspect
Q57f_6. Whether the Council is delivering on its promises
Q57h_8. How well the Council is performing
Q57g_7. Whether the Council is listening to its residents
Q57d_4. What the Council spends money on
Q57e_5. What standard of service you should expect from the Council
Q57i_9. Overall, re services & benefits provided
Q57c_3. How to complain to the Council
Q57b_2. How and where to register to vote
Q57a_1. How to pay bills to the Council

3.4.4 Factor 4 – Importance of Community Centres to Residents

The main aspects in this factor are as follows:

Aspect
Q69ab_Community centres
Q69aa_Adult education or learning centres
Q69ah_Youth Clubs
Q69ac_Day care facilities (for the elderly or people with disabilities)
Q69ad_Libraries
Q69af_Support for local businesses and local employment
Q69ag_Sports and leisure facilities
Q69ae_Parks, playgrounds or recreation areas

3.4.5 Factor 5 – Area/Neighbourhood Improvement in last year

The main aspects in this factor are as follows:

Aspect
Q41g_ It is safer and more pleasurable to cycle
Q41f_It is safer and more pleasurable to walk
Q41h_Parks and open spaces are better looked after
Q34f_There are more police around
Q34e_There are more PCSOs around
Q41k_The Council is doing more about the environment
Q41i_Streets are cleaner and there is less litter
Q34i_Police/Council dealing with real problems in area
Q40a_Police job dealing with local crime
Q41j_It is easier to recycle
Q41e_Rail services have improved
Q41d_The bus service has improved
Q34c_It is a safer place overall
Q34h_The Council deals quickly with graffiti, flytipping etc
Q34a_There is less trouble generally

3.4.6 Factor 6 – Traffic and Parking

The main aspects in this factor are as follows:

Aspect
Q19x_24. Traffic Speeds
Q19n_14. Level of traffic congestion
Q19w_23. Noise
Q19m_13. Level of pollution
Q41b_Traffic speeds have reduced
Q41a_There is less traffic congestion in the local area
Q19s_19. Road and pavement repairs
Q19c_3. Affordable decent housing
Q19l_12. Level of crime

3.4.7 Factor 7 – Perceived Neighbourhood Safety

The main aspects in this factor are as follows:

Aspect
Q34d_Gangs of youths are an increasing problem
Q38_(Safety) When outside in the local area after dark
Q34b_Drunks & Rowdy behaviour in evenings has got worse
Q34g_Graffiti and vandalism have increased
Q36_Worry about becoming crime-victim
Q38_(Safety) When outside in the local area during the day
Q34c_It is a safer place overall
Q19l_12. Level of crime
Q19f_6. ASB (e.g. vandalism, graffiti, people being drunk)
Q34a_There is less trouble generally

3.4.8 Factor 8 – Satisfaction with Council Contact

The main aspects in this factor are as follows:

Aspect
Q67c_3. Any problems resolved quickly/effectively
Q67d_4. Information I'm given is accurate
Q65_Satisfaction with Contact
Q67b_2. I can find info I need easily
Q67a_1. I know who to contact and how
Q19b_2. Activities/facilities for teenagers
Q19a_1. Activities/facilities for young children (up to age 12 years)
Q41k_The Council is doing more about the environment

3.4.9 Factor 9 – Community Involvement

The main aspects in this factor are as follows:

Aspect
Q22_Interest in participating in decision making
Q28_(Conditional) Interest in closer local group involvement
Q20_Can influence local area decisions

3.4.10 Factor 10 – Public Transport

The main aspects in this factor are as follows:

Aspect
Q19q_17. Bus Services
Q41e_Rail services have improved
Q41d_The bus service has improved
Q19p_16. Rail Services
Q19t_20. Shopping facilities

3.5 Analysis of the main 10 Factors

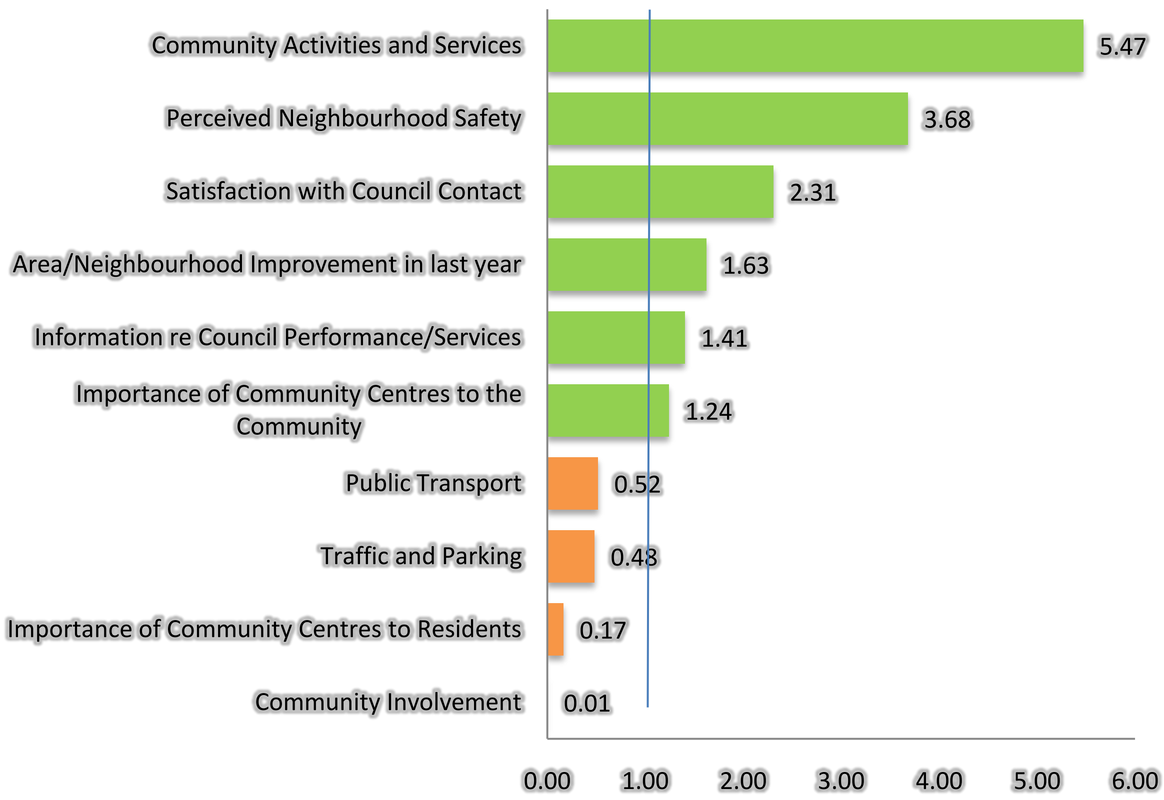
The following section provides an analysis of the main 10 factors at their „global level" and the importance weight in determining satisfaction with the local area. We reflect the importance as an index value in which 1.0 is equal to the average importance across all aspects. A level of 2.0 implies that the aspect in question is twice as important as the average, bearing in mind that these are groups of services/factors. It is important to note that a score of less than 1 does not mean that the issue is not important to residents. The score of less than 1 simply implies that relative to all the issues measured it is less important in impacting on satisfaction with the local area.

3.5.1 Satisfaction with local area

The following figure presents the aspects ranked by importance. Green bars indicate where the level of importance is above the average of 1.0, and amber where they lie below 1.0.

What is very apparent from the analysis is that the Factor deemed as most important in terms of overall satisfaction with the local area is community activities and services (5.47). Indeed, this Factor is 5.5 times more important than the average of 1.0. Perceived neighbourhood safety (3.68) is also high at approximately 3.7 times the average. As such, it is clear that the common issues around crime, anti-social behavior and feelings of safety are at the fore. However, it is interesting to note the importance placed on activities for children, community activities, open spaces, and litter as key drivers of overall satisfaction with the local area.

Figure 1: Importance weight of Factors impacting on satisfaction with the local area



3.6 Analysis of the 84 individual factors

The following section provides an analysis of all the 84 factors and the importance weight attached to each factor. Just to reiterate we reflect the importance as an index value in which 1.0 is equal to the average importance across all aspects. A level of 2.0 implies that the aspect in question is twice as important as the average.

3.6.1 Satisfaction with the local area

The following figure presents the most important 25 factors impacting on satisfaction with the local area. As with the analysis of grouped factors, factors related to crime and safety, as well as open spaces have by far the most important impact. Perceptions of the level of crime have 3 times the impact on satisfaction with the local area (3.08) than the average. Similarly, perceptions of ASB has 3 times (2.99) the average level of importance. Overall, therefore the research indicates there are 5 key primary drivers and 5 secondary tier drivers impacting on overall satisfaction with the local area.

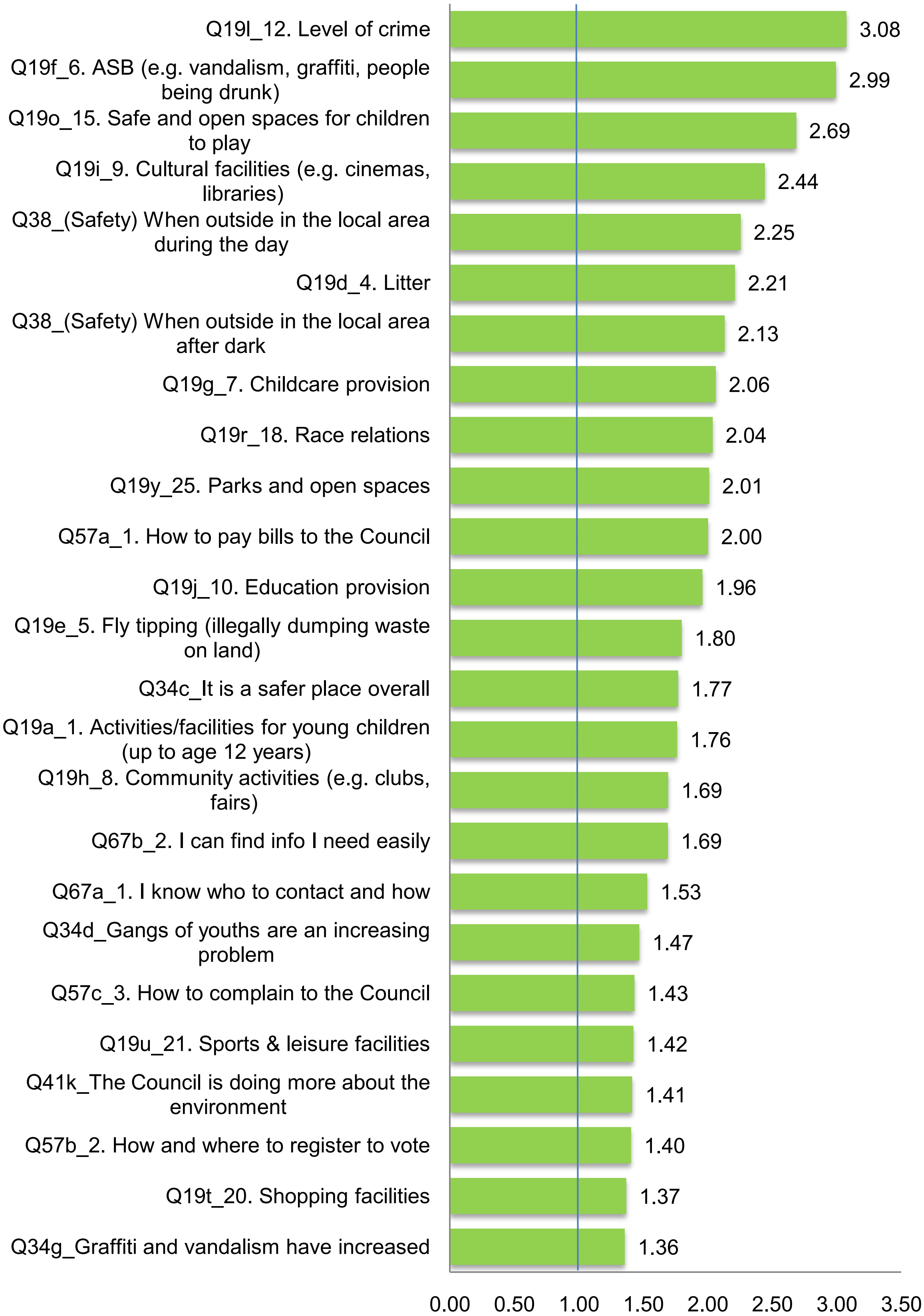
Primary drivers are:

1. Perceptions of crime in general;
2. Perceptions of ASB;
3. Perceptions of how safe open spaces are for children to play;
4. Perceptions re cultural facilities; and
5. Feelings of safety during the day.

Both tackling these issues directly and also dealing with the communication aspects as well, are important actions that make residents feel more positive about the communities in which they live. The next tier of factors relate to:

6. Litter;
7. Perceptions of safety after dark;
8. Perceptions re childcare provision;
9. Race relations; and
10. Perceptions re parks and open spaces.

Figure 2: Top 25 most important factors impacting on satisfaction with the local area



4 Household information

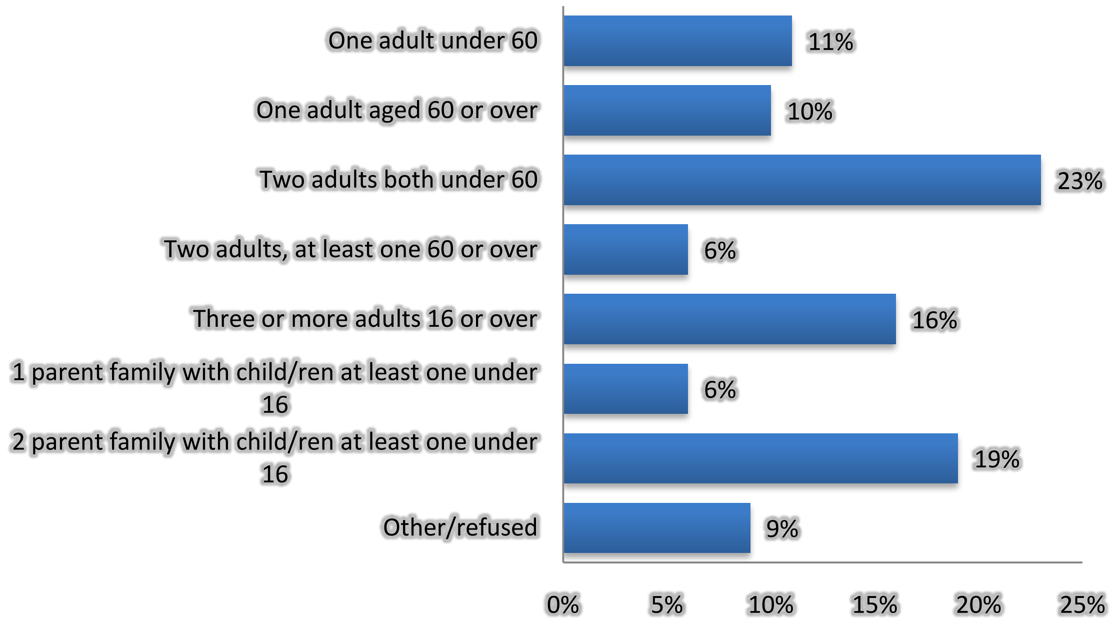
4.1 Introduction

This section includes key information regarding household composition within the sample of respondents.

4.2 Household composition

The largest proportion of respondents lives in a household of two adults (29%; 32% in 2007), while 21% (21% in 2007) are single occupants. One in five (19%; 22% in 2007) live within a two-parent family with at least one child under the age of 16, whilst 6% (5% in 2007) are in single-parent households.

Figure 3: House composition (All respondents)

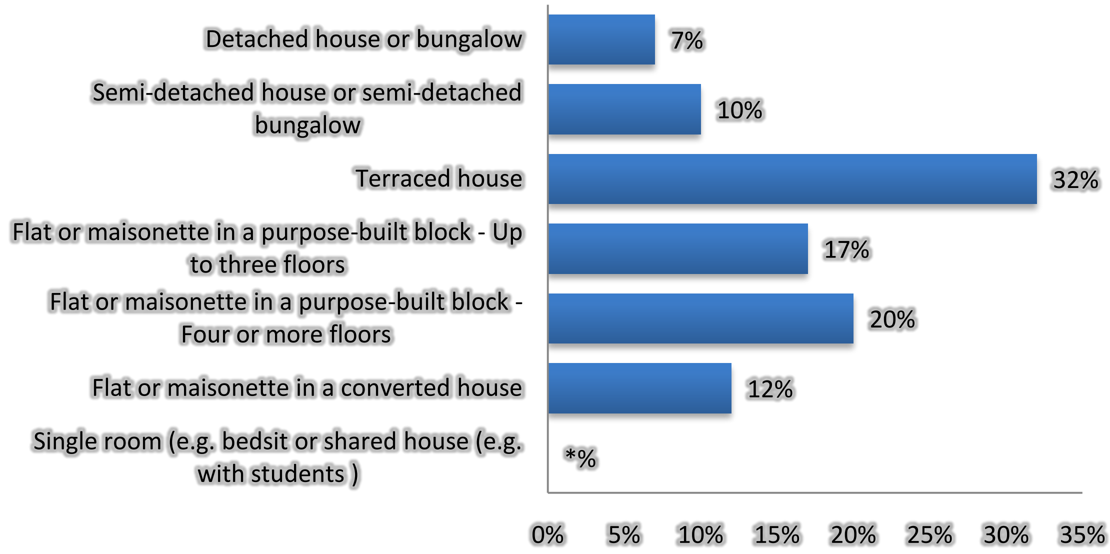


Unweighted base: 1210

4.3 Housing type and tenure

The largest proportion of respondents reside in terraced properties (32%), whilst one in five (20%) live in a flat / maisonette in a block of four or more floors, and 17% in a flat / maisonette in a block of up to three floors. A further 17% of respondents reside in a detached or semi-detached house / bungalow.

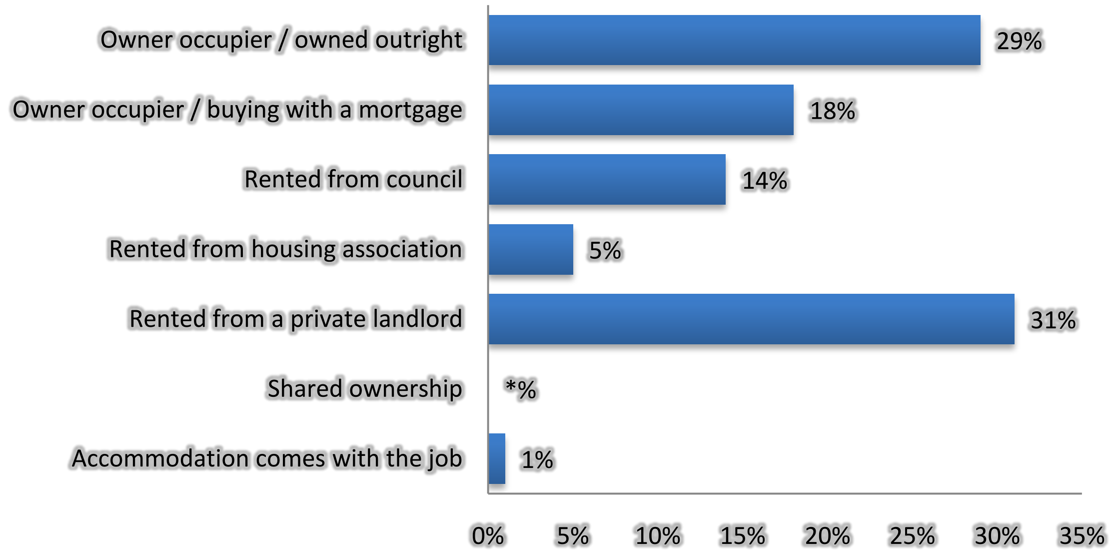
Figure 4: Property description (All respondents)



Unweighted base: 1210

The highest proportion of respondents are owner occupiers of the property (47%; 52% in 2007), either owned outright (29%) or bought with a mortgage (18%). There has been an increase in the proportion that rent from a private landlord since 2007, from 23% to 31% in 2009, and one in five (19%) are in social housing (rented from Council or housing association).

Figure 5: Tenure of household (All respondents)



Unweighted base: 1210

A larger proportion of respondents classed as living in a high income area are owner occupiers (56%) compared to those in medium (44%) and low (30%) income areas. Indeed, the proportion in social housing increases to 41% amongst those in low income areas. There are a significantly higher proportion of private renters amongst residents of medium income areas.

Amongst those respondents who are owner occupiers or of shared ownership tenure, 9% (8% in 2007) are a Council leaseholder.

Figure 6: Council leaseholder (All respondents who are owner occupiers or shared ownership)

Unweighted base: 555

5 Views of the neighbourhood

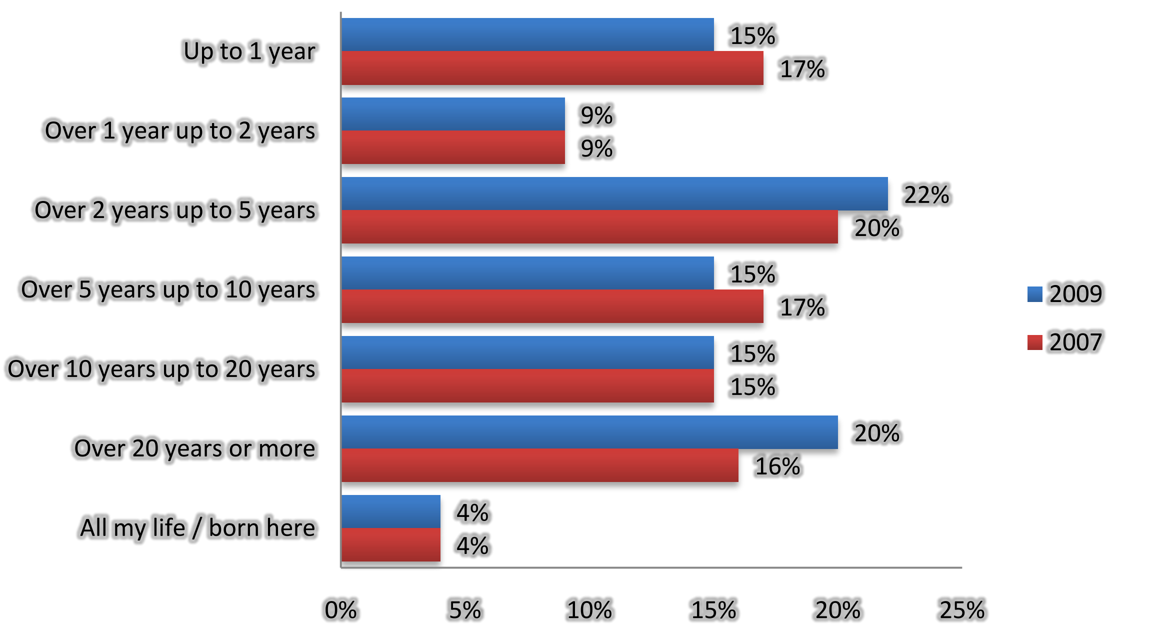
5.1 Introduction

This section explores residents‟ views of their neighbourhood, including the length of time respondents have lived in the neighbourhood, their level of satisfaction with the neighbourhood, problems in the area, and aspirations for the future. When we refer to neighbourhood or local area we mean within a 10-15 minute walk of the respondent‟s home.

5.2 Length of time lived in the neighbourhood

All respondents were asked how long they have lived in their local neighbourhood. The results show that just under one in seven (15%; 17% in 2007) respondents have lived in their neighbourhood for less than a year, with a further 9% (9% in 2007) having lived there between 1 and 2 years. Nearly half (46%; 46% in 2007) have moved into their local neighbourhood in the last 5 years. This compares to the 2003 British Social Attitudes Survey, where 30% of respondents in London had lived in their local neighbourhood for five years or less. This indicates that Wandsworth has maintained a large influx of „newcomers‟ into the area when compared to the rest of London. However, it is important to note that these newcomers include people moving from outside the borough and people moving within the borough.

Figure 7: Length of time in neighbourhood (All respondents)



Unweighted base: 1210

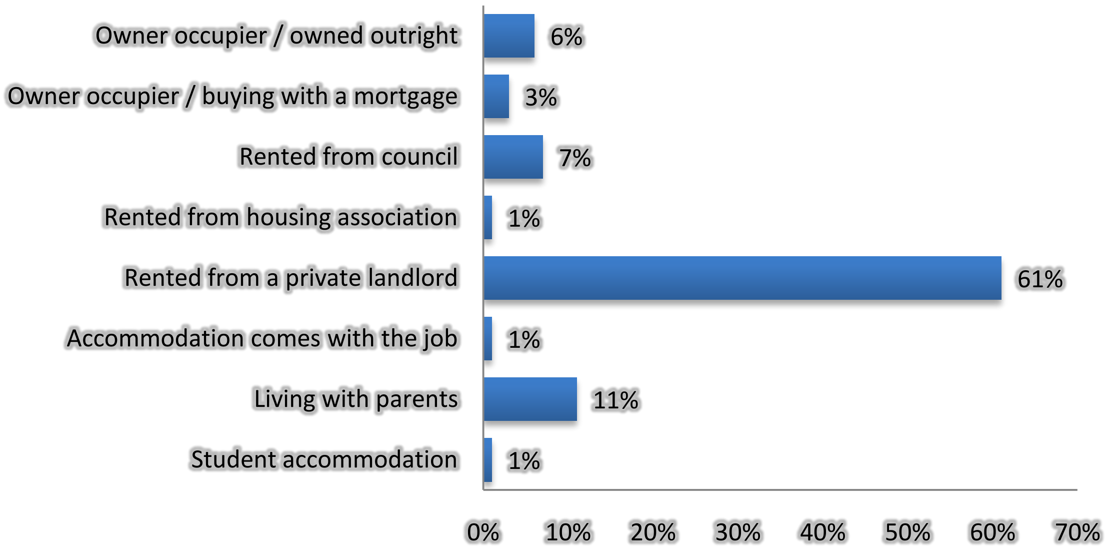
As in 2007, those respondents that have lived in the neighbourhood for less than 2 years (or so called „newcomers‟) are most likely to be younger (49% aged 16-24 years; 40% aged 25-34 years; compared to 16% of those aged 34-44 years), BME (30% c.f.

21% non-BME), in full time employment (32%), living in two parent households (29%) and private renters (53%).

Respondents that have lived in the area for a longer period of time (over 20 years) tend to be older (83% aged 75+; 61% aged 65-74), not in employment (34%), single occupancy aged 60+ (60%), and housing association tenants (35%).

Amongst all respondents that state they moved to their neighbourhood in the last 2 years, 61% had come from privately rented accommodation. This suggests that the more transient population are more likely to switch between private rented accommodation.

Figure 8: Previous tenure (All respondents who have moved to the area in last 2 years)



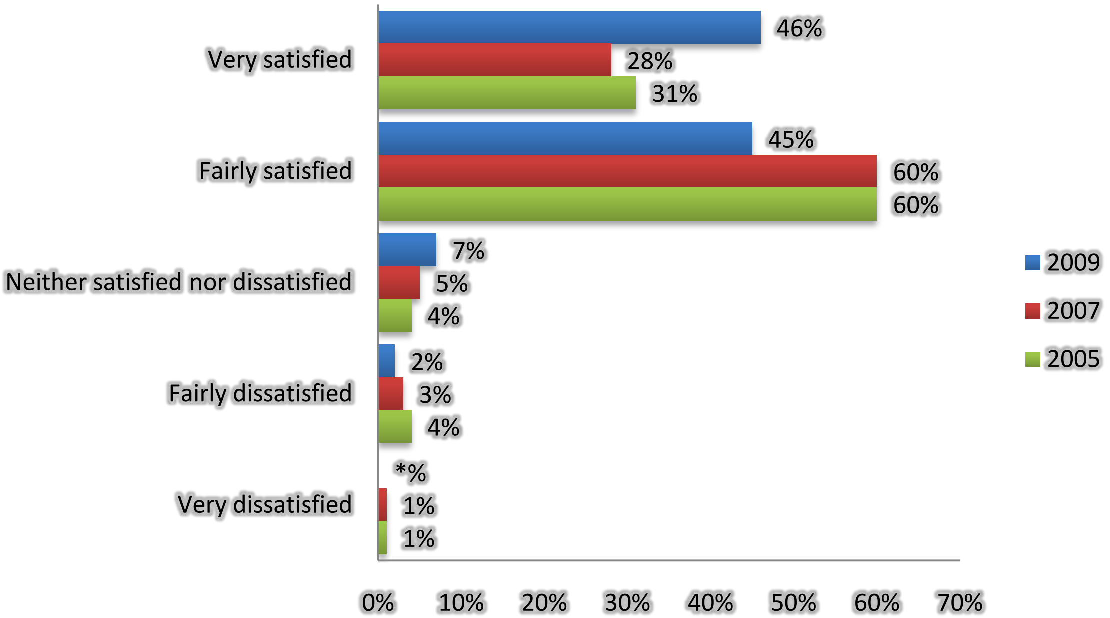
Unweighted base: 270

5.3 Satisfaction with local area

The large majority of respondents are satisfied with their local area as a place to live (90%). Indeed, this is an increase of 2-percentage points since 2007 (88%) and similar to that achieved in 2005 (91%). It is encouraging to note that the proportion of residents „very satisfied" with their local area has increased substantially to 46% (from 28% in 2007). The level of dissatisfaction is minimal at 2%.

This question was also asked in the 2008 Place Survey giving a slightly lower result of 85%. The figure recorded for London overall was 75%, whilst the national figure for all local authorities across England was 81%. However, it is important to note that this result is based on a postal methodology, as well as using the valid response as the indicator (i.e. removing not provided and don"t knows).

Figure 9: Satisfaction with local area as a place to live (All respondents)



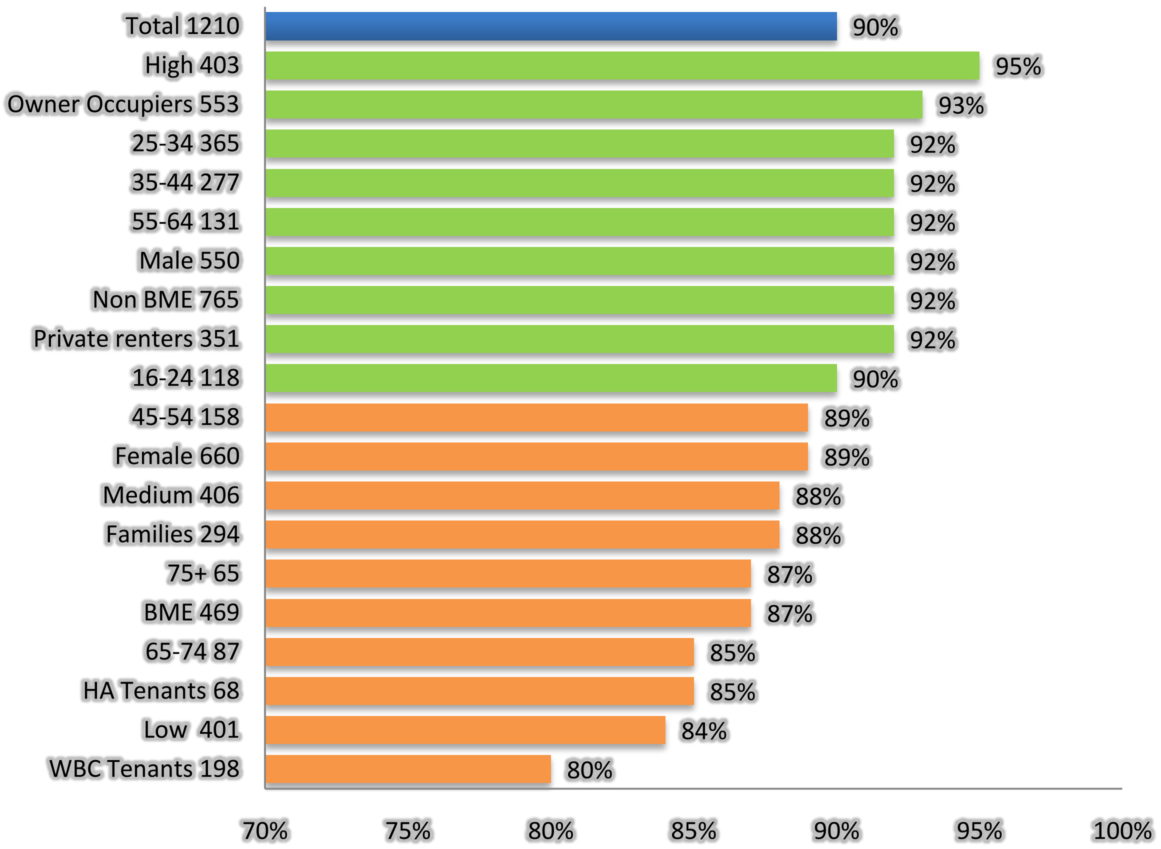
Unweighted base: 2009-1210 2007-1202 2005-1208

The following figure presents the proportion of satisfied respondents amongst a range of key demographic groups, as well as by income area (high, medium, or low). The scores have been ranked to show clearly where satisfaction is highest and lowest, thus where attention is required and/or policy should be reflecting. The blue bar shows the total (or average), whilst green bars are all scores equal to or higher than the average, and the orange bars are all scores lower than the average.

Firstly, it is important to note that satisfaction levels remain very high across all demographic groups, with a range of just 15-percentage points. Those respondents most likely to be satisfied include those in high income areas (95%) and owner occupiers (93%). Interestingly, older residents are least likely to be satisfied with their local area (85% aged 65-74 and 87% aged 75+), when compared to those aged 25-64 (92%).

Lower levels of satisfaction are evident amongst Council tenants (80%), housing association tenants (85%) and those in low income areas (84%). It is important that these finer messages are understood as a means of building policy that is evidence-led.

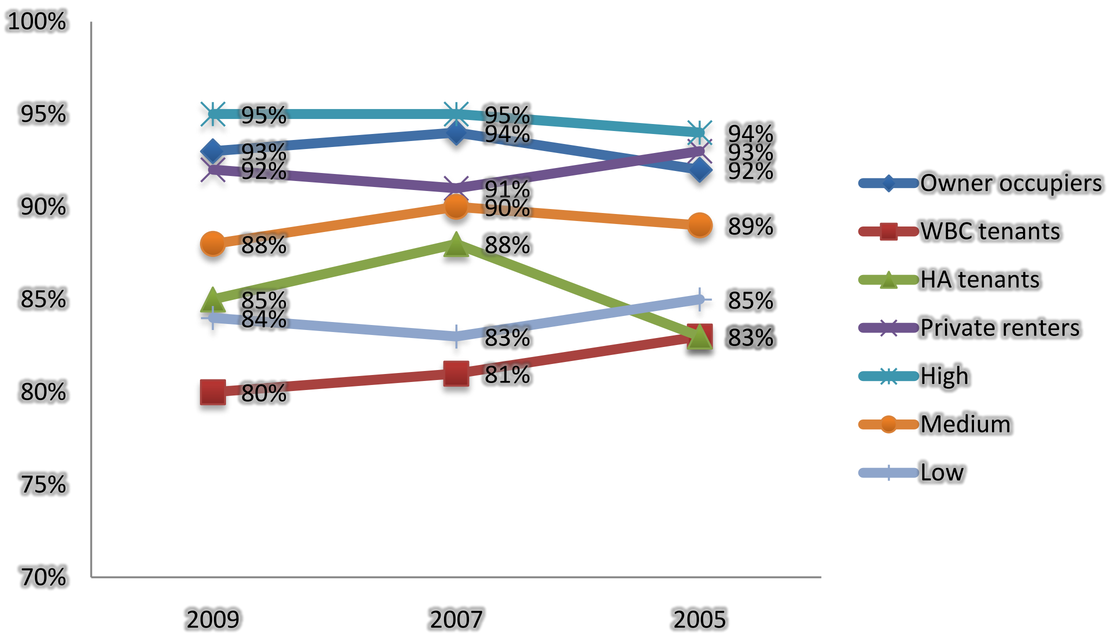
Figure 10: Satisfaction with local area as a place to live by demographics - % satisfied (All respondents)



Unweighted sample bases by label

The following chart tracks the change in levels of satisfaction by tenure and by income area since 2005 and 2007.

Figure 11: Satisfaction with local area as a place to live by demographics over time (All respondents)



Unweighted base: 2009-1210 2007-1202 2005-1208

5.4 Likes and dislikes of the local area

Respondents were provided with an open text comment box in which to state what they like about their local area. These comments were then coded into common themes, as shown in the table below. The most frequently provided response was close to amenities / convenient / good location (23%), whilst a similar proportion stated quiet / peaceful (22%) and parks / rivers / commons / open spaces (22%).

Table 2: What respondents like about their local area (All respondents)

Close to amenities / convenient / good location	23%
Quiet / peaceful	22%
Parks / rivers / commons / open spaces / green areas	22%
Good public transport	14%
Good neighbours / community spirit	8%
Nice area	7%
Feel safe here / low crime rate	7%
Shopping area / markets	6%
Clean	3%
Lived here a long time / born here	2%
Cheap Council Tax	2%
Close to family / friends	2%
Near to place of work	2%
The schools	2%
Good facilities (inc. bars, restaurants, leisure)	2%
Multi-cultural community / diversity	2%
Family orientated area	2%
My home	1%
Good / efficient Council	1%
Everything / like living here	*%
Other	5%
Nothing	1%
Don't know	1%
Unweighted base 1210	

Similarly, the respondents were then asked to state in their own words what they dislike about living in their local area. The most common coded response was noisy (aircraft / traffic / railway) (9%), followed by parking problems (7%) and too much traffic congestion (7%).

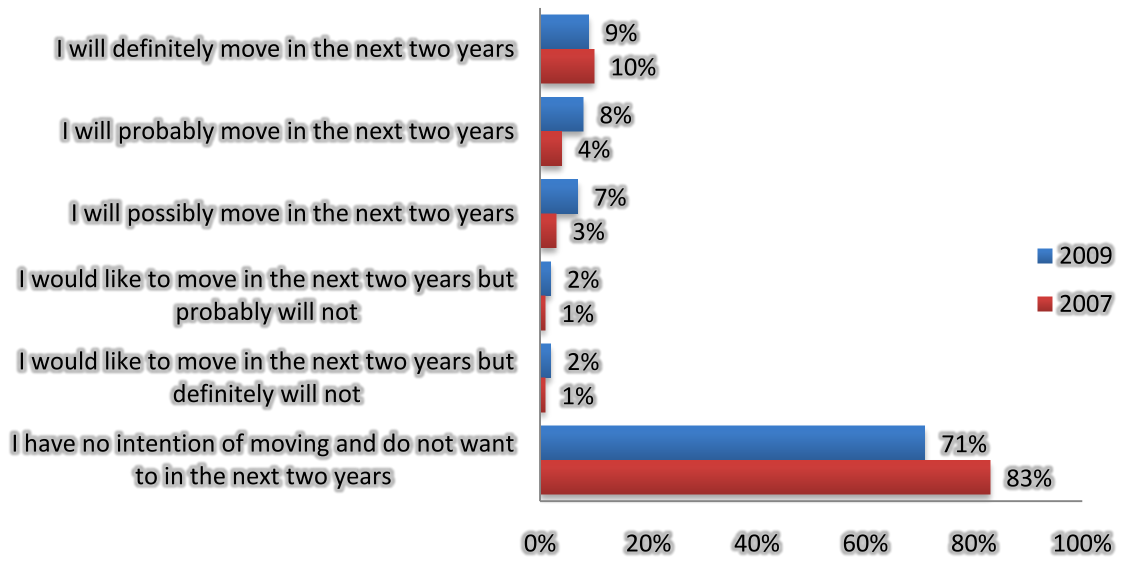
Table 3: What respondents dislike about living in local area (All respondents)

Noisy (aircraft / traffic / railway)	9%
Parking problems	7%
Too much traffic (congestion)	7%
Too much crime (feel unsafe)	4%
Litter / rubbish everywhere/ fly tipping	3%
Teenagers causing trouble / gangs hanging around	3%
Public transport needs improving	3%
Area is dirty / rundown / needs cleaning	3%
Problem neighbours	2%
Lack of shops / need more variety	2%
Problems with dog fouling / dogs	2%
Anti social behaviour problems	2%
Poor condition of roads / pavements	1%
No tube trains (underground railway)	1%
Speeding traffic	1%
Area is over populated / too crowded	1%
Too far from London	1%
Lack of good schools in the area	1%
Nothing for children / teenagers to do	1%
Some estates are rough	1%
Speed humps	1%
Poor refuse collection service	1%
Too expensive	1%
Too many flats	1%
More entertainment facilities required	1%
Lifts not always working / need cleaning	*%
Foxes cause problems	*%
Lack of policing	*%
Drug problem in the area	*%
Lack of community spirit	*%
Other	12%
Nothing	34%
Don't know	2%
Refused	*%
Unweighted base 1210	

5.5 Aspirations for future residence

All respondents were asked whether they are likely to move home in the next two years. The following chart displays the 2009 and 2007 figures. It is apparent that there has been an increase in the proportion of residents that will probably (8% in 2009 and 4% in 2007) and possibly (7% in 2009 and 3% in 2007) move in the next two years, although the proportion who feel they will definitely move is very much the same. However, given the former comments, this is reflected in a reduction in the proportion that does not intend moving (-12%; 71% in 2009 and 83% in 2007). The proportion not intending to move has now returned to the level at which it stood in 2005 (70%).

Figure 12: Likely to move home in next two years (All respondents)

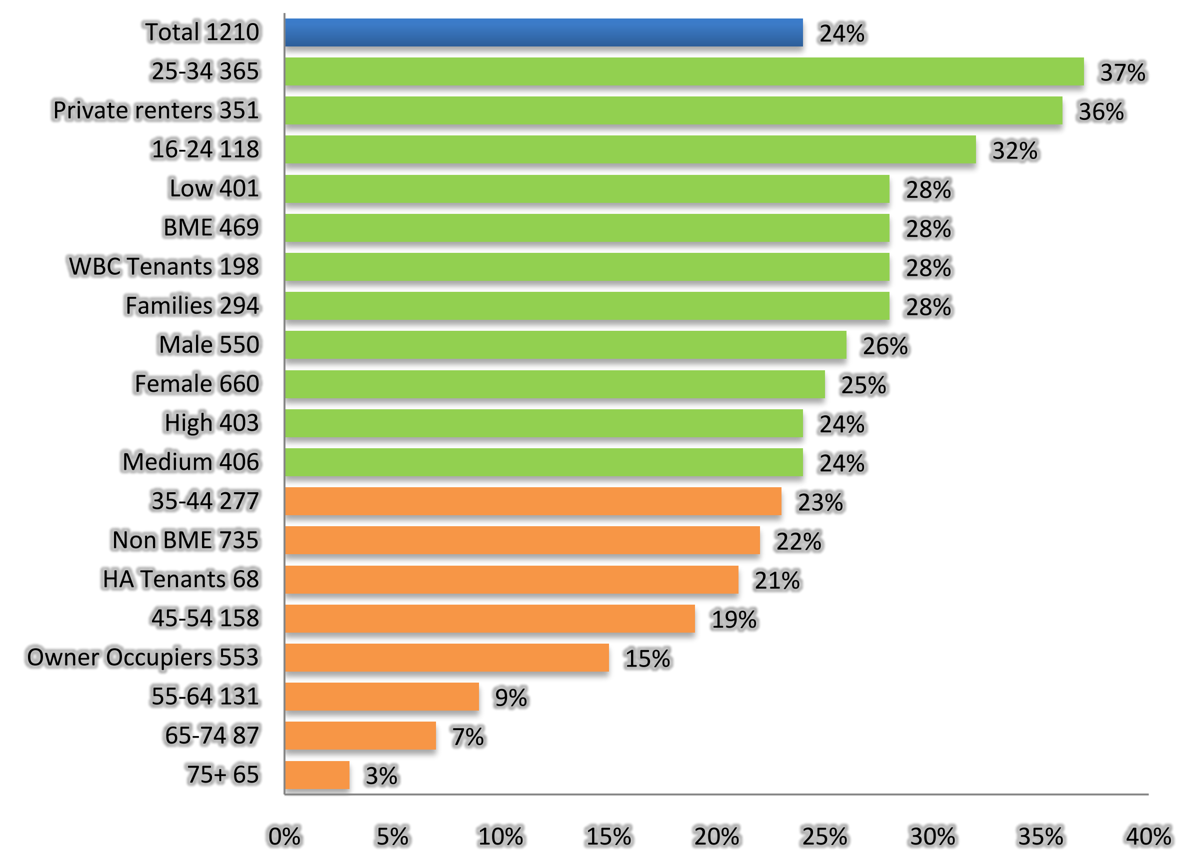


Unweigted base 1210-2009 2007-1202

Interestingly, residents of low income areas are the least likely to intend to stay in their current residence (66%), compared to those in medium (71%) and high (72%) income areas. This is the opposite of what was found in 2007, but demonstrates that measures such as this are very fluid, especially during times of economic uncertainty. Indeed, over one in five (21%) respondents of low income areas definitely / probably intend to move in the next two years; 5-percentage points higher than those in high income areas (16%).

Linking back to the earlier findings regarding „newcomers" and the more transient population, the same set of individuals are also most likely to move home in the next two years. These are those that have lived in the neighbourhood for less than two years (36%), younger residents (32% aged 16-24 and 37% aged 25-34), private renters (32%) and BME respondents (28%), as shown in the following figure.

Figure 13: Likely to move home in next two years demographic (% definitely / probably / possibly) (All respondents)

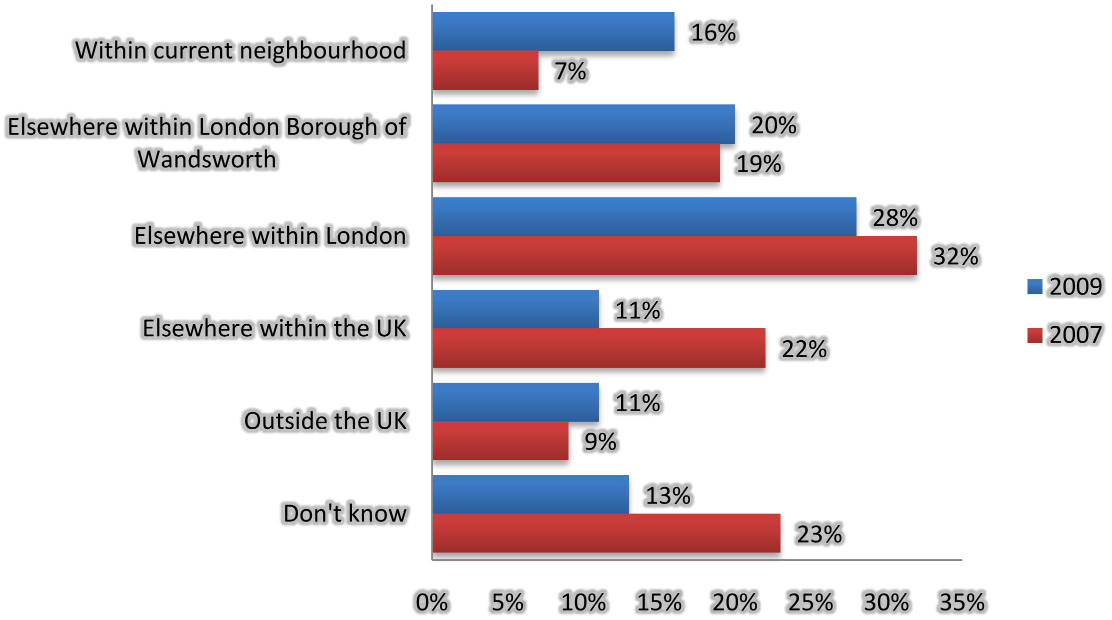


Unweighted bases by label

Although intentions to move in the next two years have increased since 2007, it is encouraging to note that the largest change is evident with intentions to move locally, either within the current neighbourhood (16% in 2009 compared to 7% in 2007) or elsewhere within the borough (20% in 2009 compared to 19% in 2007). Indeed, there has been large reductions in the proportion of residents intending to move elsewhere in the UK (-11%; 22% in 2009 and 11% in 2007), which is a likely result of the fall-off of owner occupiers wishing to move.

As such, when considering the reversal in the finding that those in low income areas are less likely to not want to move in the next two years, a considerably higher proportion of these individuals still intend to stay within the borough when they move (30%).

Figure 14: Areas considered moving to (All respondents that would like to move in the next two years)



Unweighted base 2009-353 2007-185

5.6 Problems in the area

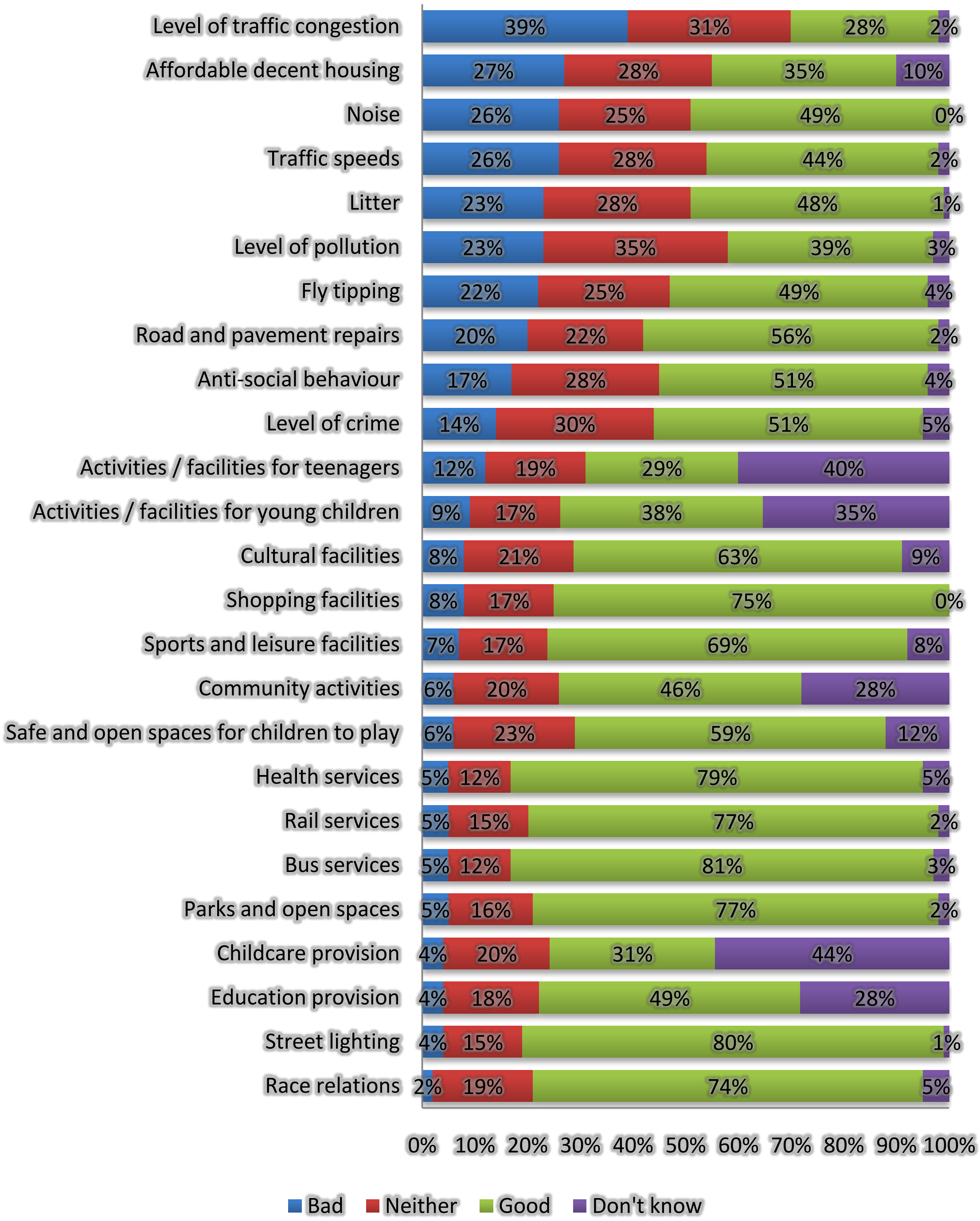
A new measure for 2009 was the exploration of the extent to which a range of services / issues are seen as good or bad in the local area. An extensive list was provided, including various elements of street scene, ASB-related issues, service provisions, and traffic-related measures.

The following chart is presented in rank order showing at the top those elements where the highest proportion of respondents state they are bad in the local area. These include the level of traffic congestion (39%), affordable decent housing (27%), traffic speeds (26%), and noise (26%). Street scene related issues also feature quite near the top in terms of their rating as „bad", including litter (23%), fly tipping (22%), and road and pavement repairs (20%).

There are encouragingly high proportions of residents that deem the following as good:

- Bus services (81%)
- Street lighting (80%)
- Health services (79%)

Figure 15: How good or bad do you think are the following in the local area? (All respondents)



Unweighted base: 1210

It is necessary to explore the finer distinctions in opinion across different population groups, especially amongst those that have already been found to exhibit lower levels of satisfaction (i.e. those in low income areas, in social housing and older respondents).

The variations in the key demographic groups are discussed below:

5.6.1 Income area

There are various issues seen by a higher proportion of those in low income areas to be „bad", when compared to those in high income areas. These include activities for young children (14% c.f. 6%), activities for teenagers (16% c.f. 10%), litter (30% c.f. 19%), fly tipping (29% c.f. 18%), ASB (23% c.f. 17%), and the level of crime (20% c.f. 10%). Those in high income areas are most likely to see traffic congestion as bad (44% c.f. 34% low).

5.6.2 Older residents

Older residents are significantly more likely to feel that road and pavement repairs are bad in the local area (29% aged 65-74, compared to 8% of those 16-24 and 17% aged 25-34). In addition, noise is also rated as bad by a high proportion of those aged 65-74 years (35%) when compared to 16-34 (24%).

5.6.3 Younger residents

Perhaps surprisingly, younger residents are significantly more likely to see litter as bad (21%), when compared to older residents (65-74 years) (13%). Further aspects include community activities (10% c.f. 4%) and sports and leisure facilities (10% c.f. 5%).

6 Participation in the local neighbourhood

6.1 Introduction

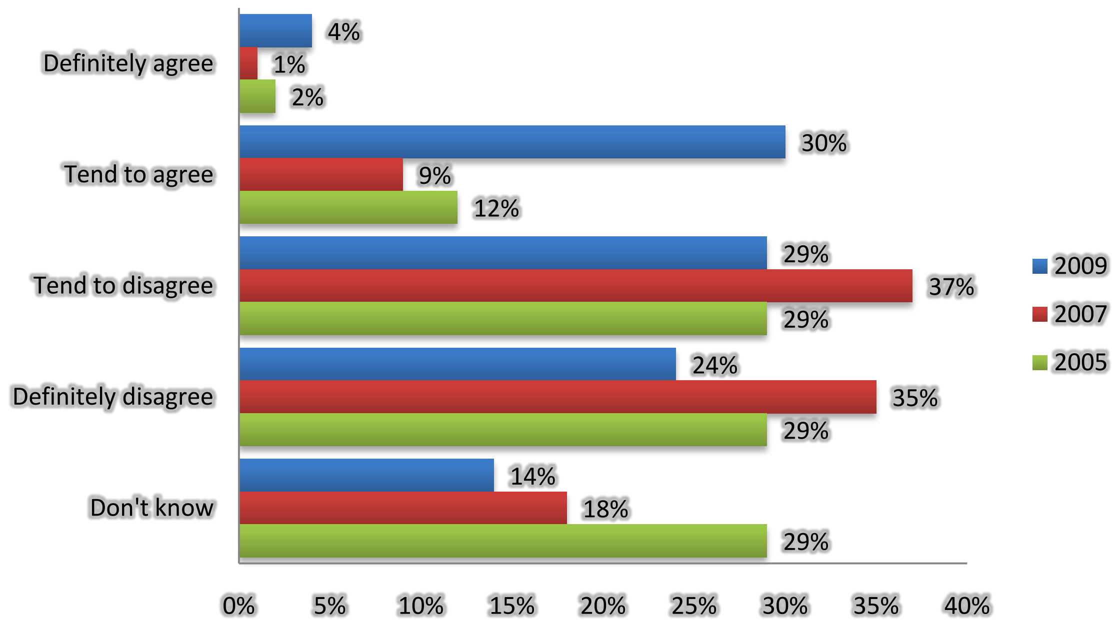
This section of the report looks at respondents‟ participation in the local community and the extent to which they feel they can change their local area. It looks at membership of organisations, level of interest in becoming involved and barriers to participation.

6.2 Influencing local decision making

Respondents were asked whether they feel they can influence decisions affecting their local area. It is immediately apparent that at 39%, the proportion agreeing with this is substantially higher than the 12% recorded in 2007 and the 21% recorded in 2005. The proportion that disagree they can influence decision making has reduced by 26%; a marked difference. However, it is important to highlight that these 2009 figures now return to those levels also recorded in similar surveys conducted across the borough, both postal and face-to-face, and suggest that the 2007 figure was somewhat out of line.

It is possible to make some degree of comparison with the 2008 Place Survey result. Again, caution due to the different methodologies employed, the 2009 valid response figure of 39% compares to the Place Survey figure of 38%.

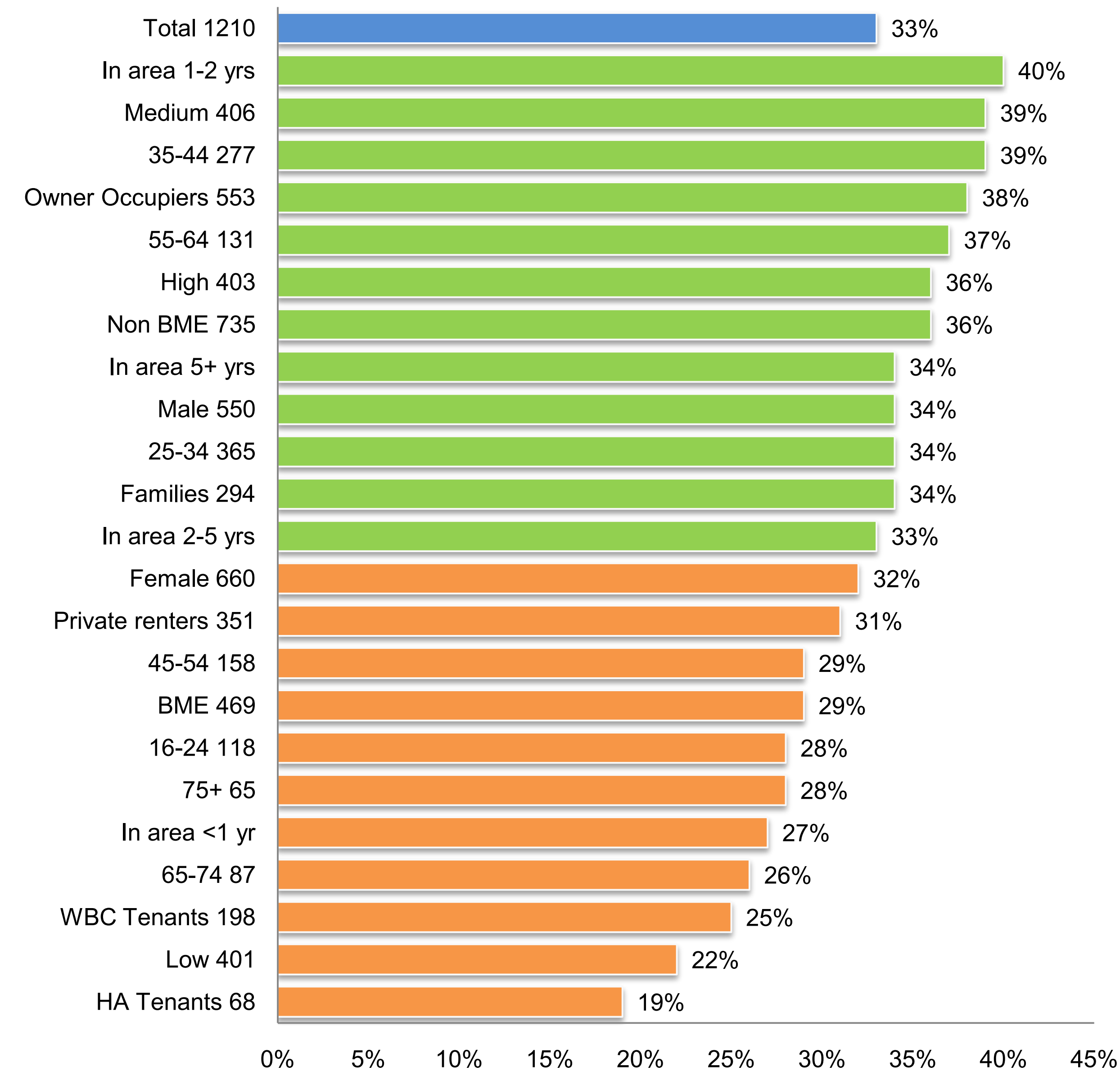
Figure 16: Agreement or disagreement that can influence decisions affecting your local area (All respondents)



Unweighted base 2009-1210   2007-1202   2005 -1208

The following chart details the proportion of different resident groups that agree they can influence decision making. These figures are based on all respondents (therefore include don't know and not provided). There is shown to be a marked difference in agreement, with those residing in medium income areas (39%), aged 35-44 years (39%) and owner occupiers (38%) most likely to agree. However, at the other end of the scale there is a distinct requirement to communicate further with the following groups of individuals that are less likely to agree they can influence decision making: those in social housing (housing association tenants (19%) and Council tenants (25%)) and those in low income areas (22%). Older residents are also less likely to agree with this statement (26% aged 65-74 and 28% aged 75+).

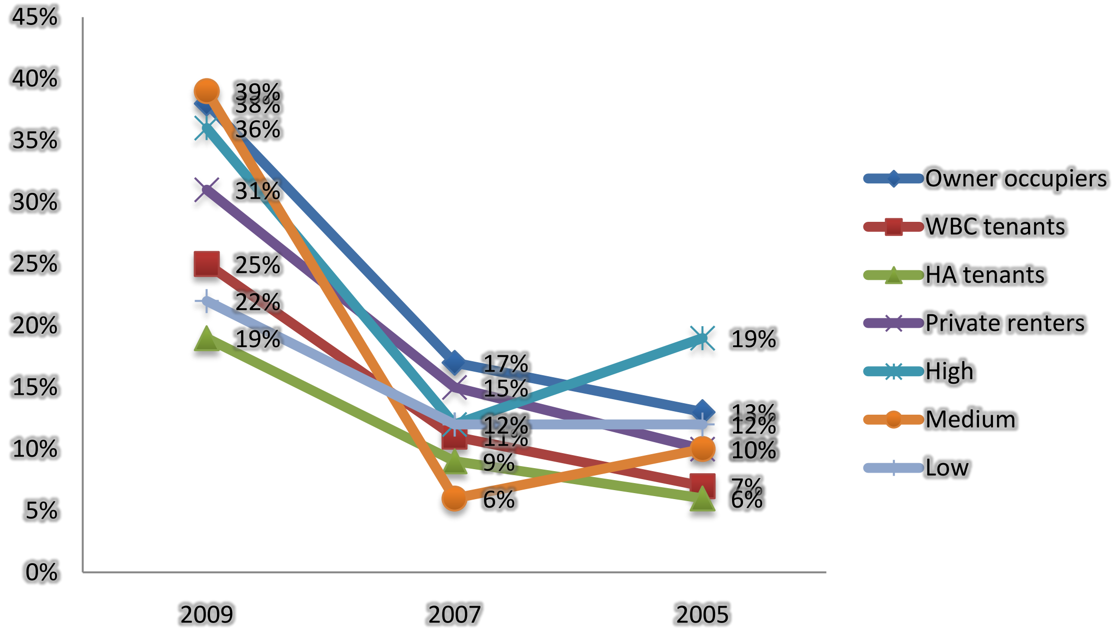
Figure 17: Agreement that can influence decisions affecting your local area by demographic (% agree) (All respondents)



Unweighted bases by label

The following chart tracks the change in level of agreement that decisions can be influenced in the local area by tenure and by income area since 2005 and 2007.

Figure 18: Agreement that can influence decisions affecting your local area by demographic over time (% agree) (All respondents)



Unweighted base: 2009-1210 2007-1202 2005-1208

6.2.1 Types of decisions residents feel they can influence

Amongst those respondents that agree they can influence local decision making, they were asked what specific types of decisions they feel they can influence. The following table lists all the areas, although the most common aspects include planning / development issues (10%), anti-social behaviour, voting, crime, and community / estate issues (all 3%). Approaching three in five (57%; 32% in 2007) respondents do not know what decisions they can influence; so although there is a far higher proportion of residents that agree they influence decision making, there is still a lack of awareness of what exactly they can influence.

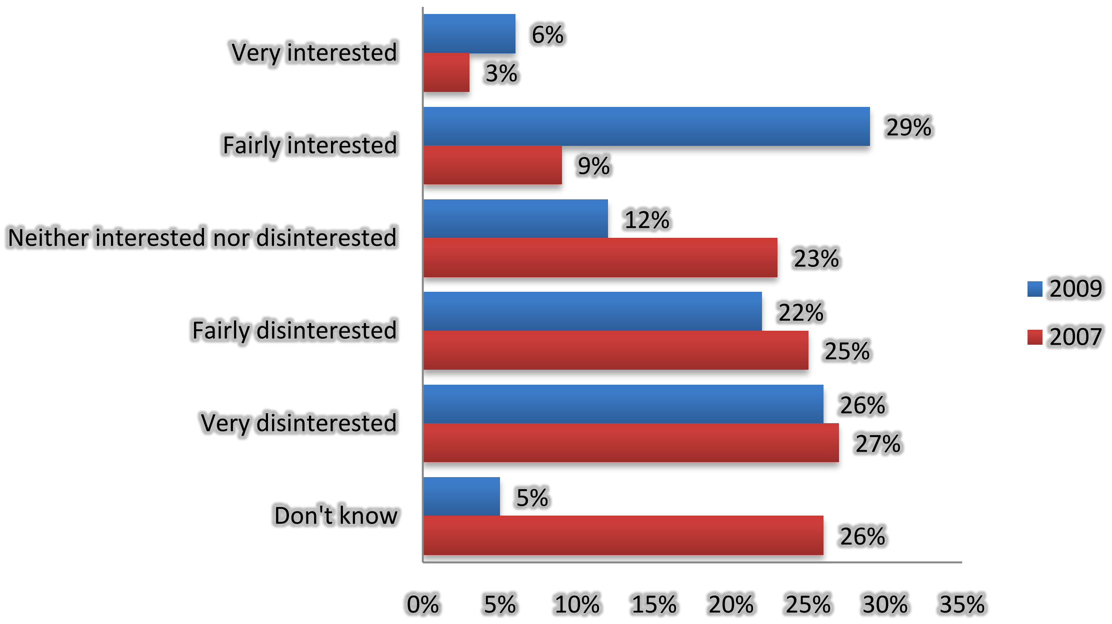
Table 4: Decisions that local residents feel they can influence (All respondents that agree they can influence local decisions)

Increase of police presence / police matters	2%
Planning / development issues	10%
Parking	2%
Schools / education	1%
Voting	3%
Health services	1%
Anti social behaviour problems	3%
Litter	1%
Crime	3%
Community / estate issues	3%
Housing	1%
Conservation / environmental (inc. parks / open spaces)	1%
Transport	1%
Safety	*%
Traffic problems (inc. congestion, speed bumps)	2%
Anything / everything we choose to become involved with	2%
Other	13%
None	1%
Don't know	57%
Unweighted base 402	

6.3 Interest in becoming involved in local decision making

Remaining on the issue of engagement and decision making, all respondents were asked to what extent they are interested in becoming involved in decision making. Although the largest proportion of respondents are not interested (52%) and a further quarter (26%) do not know, there has been a distinct increase in the proportion that are interested (35%; up 23% from 12% in 2007).

Figure 19: To what extent are you interested in participating in decisions affecting their local area (All respondents)



Unweighted base: 2009 = 1210; 2007 = 1202

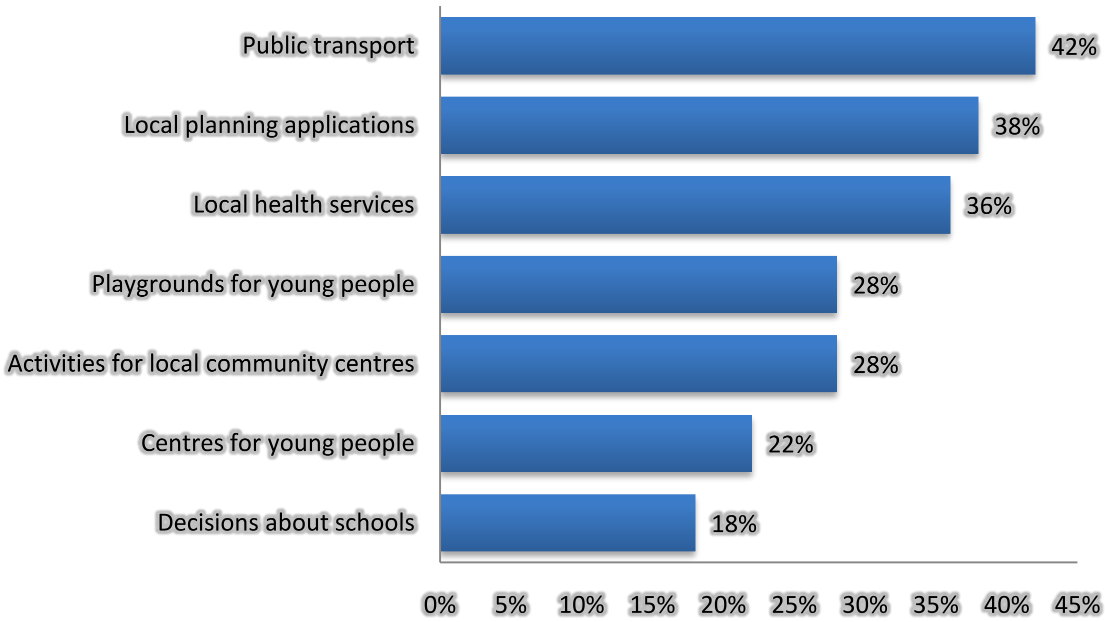
Disinterest in becoming involved in decision making is linked to deprivation, with far higher levels of interest amongst residents of high income areas (42%), compared to just 24% of those in low income areas. This suggests that although residents of lower income areas are less likely to feel they can influence decisions, they are also less likely to want to. The challenge for the Council and its partners will be to communicate and engage with these individuals (similarly those in social housing) via a means that raises interest and promotes the benefits of doing so.

Those aged 35-44 years (43%) and 55-64 years (41%) are also most likely to be interested in becoming involved in decision making, as are those in full time employment (41%), and owner occupiers (46%).

6.3.1 Types of decisions interested in getting involved in

Amongst those respondents expressing an interest in becoming involved in decision making, they were asked what types of decisions they would like to have influence over. Over two in five (42%) state public transport, whilst a slightly lower proportion (38%) states local planning applications and local health services (36%). There has been a shift in the last two years, where activities for community centres was the most commonly stated (41% in 2007, down to 28% in 2009), although this is a likely reflection of the greater proportion and diversity of residents wishing to become involved in decision making.

Figure 20: Types of decisions respondents would like to influence (All respondents that are interested in becoming involved in decision making)



Unweighted base 407

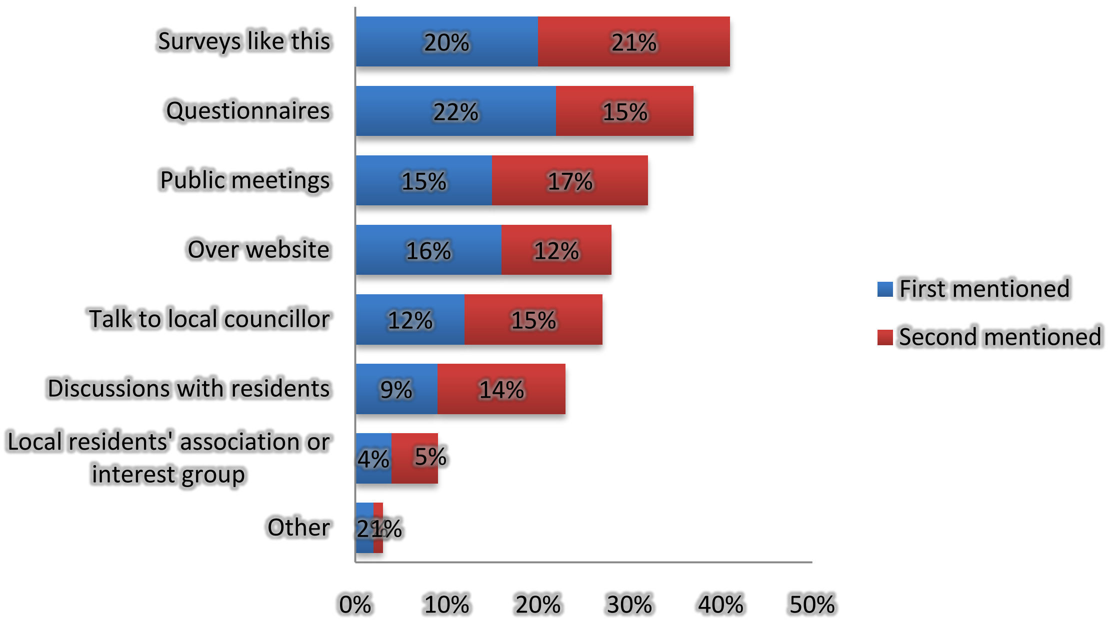
6.3.2 Preferred means of getting involved

To ensure the Council and its partners do all they can to enable residents to participate in decision making it is important to explore the preferred means of getting involved, and also how this varies by key demographic groups, as this will vary greatly and tailored approaches will be required.

A slight change from 2007, questionnaires have replaced surveys like this as the most preferred method for providing views (22% and 20% respectively). In 2007, 19% preferred surveys and 17% preferred questionnaires. The website (16%, 12% in 2007) is also an ever growing preference.

Interestingly, those in high income areas, who are also those most likely to want to get involved, are more likely to prefer public meetings (18%) to have their views heard than those in medium (8%) and low (13%) income areas. However, surveys and questionnaires are still the most preferred options for these individuals.

Figure 21: Methods for participating in local decision-making (All respondents that are interested in becoming involved in decision making)



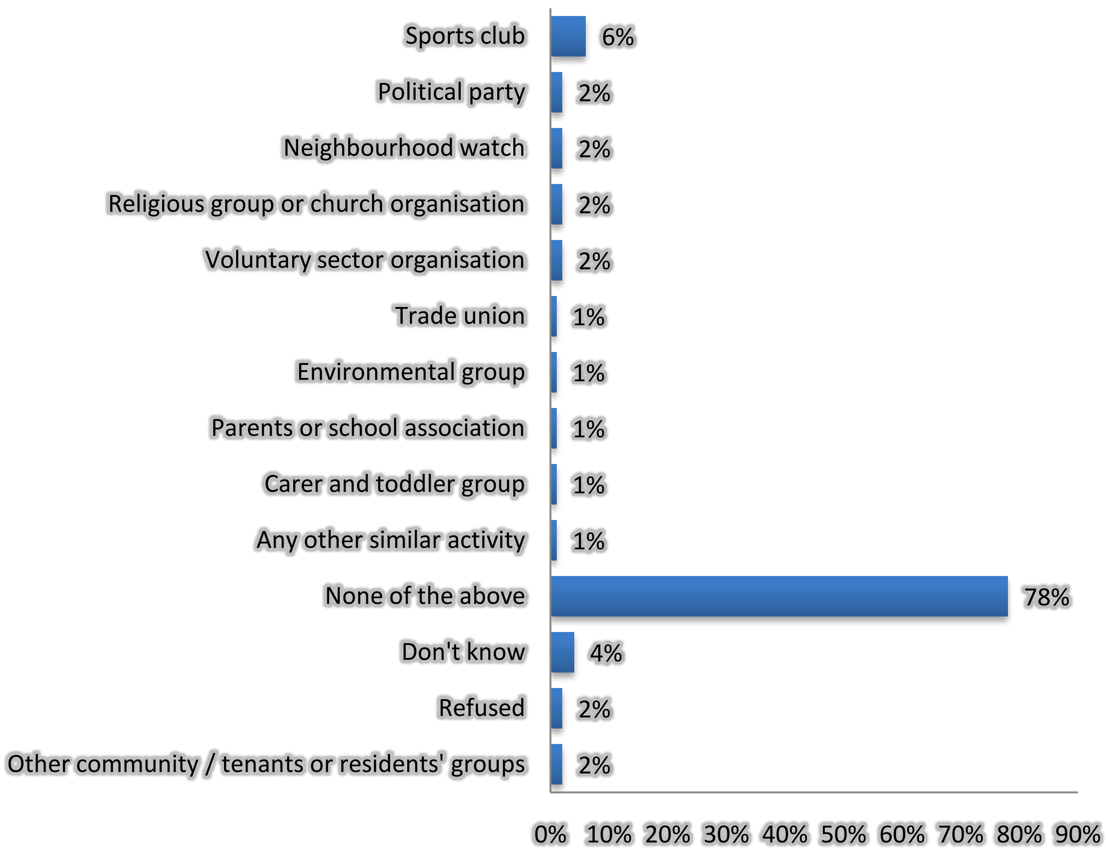
Unweighted base 407

6.4 Involvement in local organisations

Respondents were asked whether they are an active member of any of a list of organisations. It is immediately apparent that membership levels are low, with the largest proportion being a member of a sports club (6%).

Those aged 55-64 years are more likely to be members of neighbourhood watch (8%) and religious groups (6%). Those aged 75+ are also most likely to be members of religious groups (9%). Those in employment and non-BME residents are most likely to be members of a sports club (9% and 8% respectively).

Figure 22: Organisations that respondents are currently members of (All respondents)

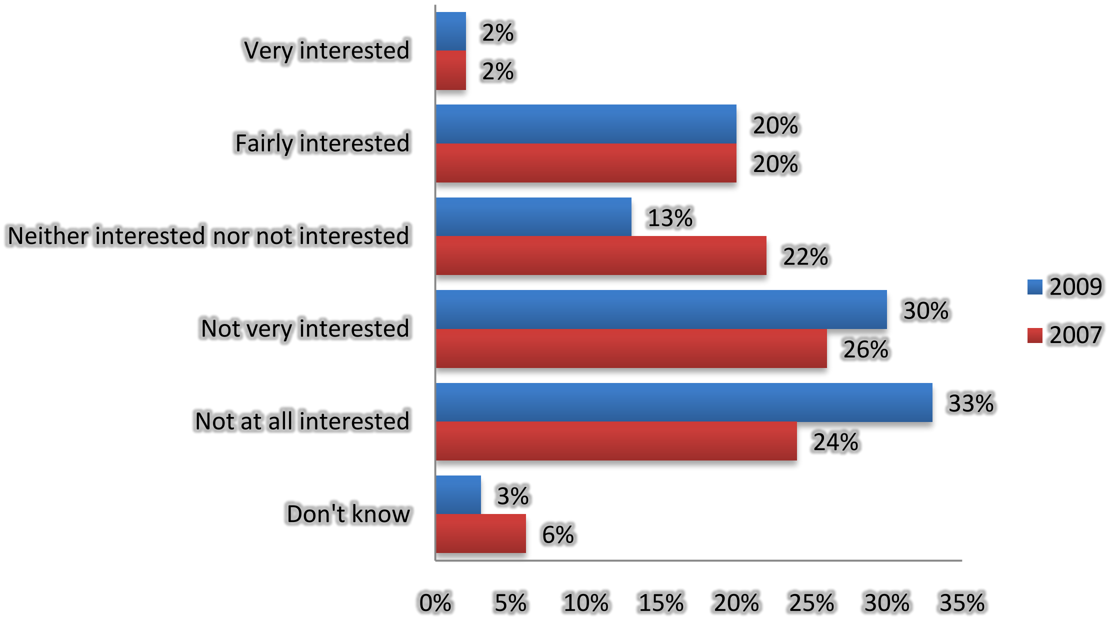


Unweighted base 1210

6.4.1 Interest in becoming involved in local organisations

Amongst those respondents that are not currently members of a local organisation, levels of interest in becoming involved have remained static since 2007 at 22%. Indeed, there has been an increase in the proportion not interested (63%, up 13% from 50% in 2007).

Figure 23: Level of interest in becoming more involved in local organisations or groups (All respondents who are not currently an active member of any kind of organisation)



Unweighted base 2009-947 2007- 923

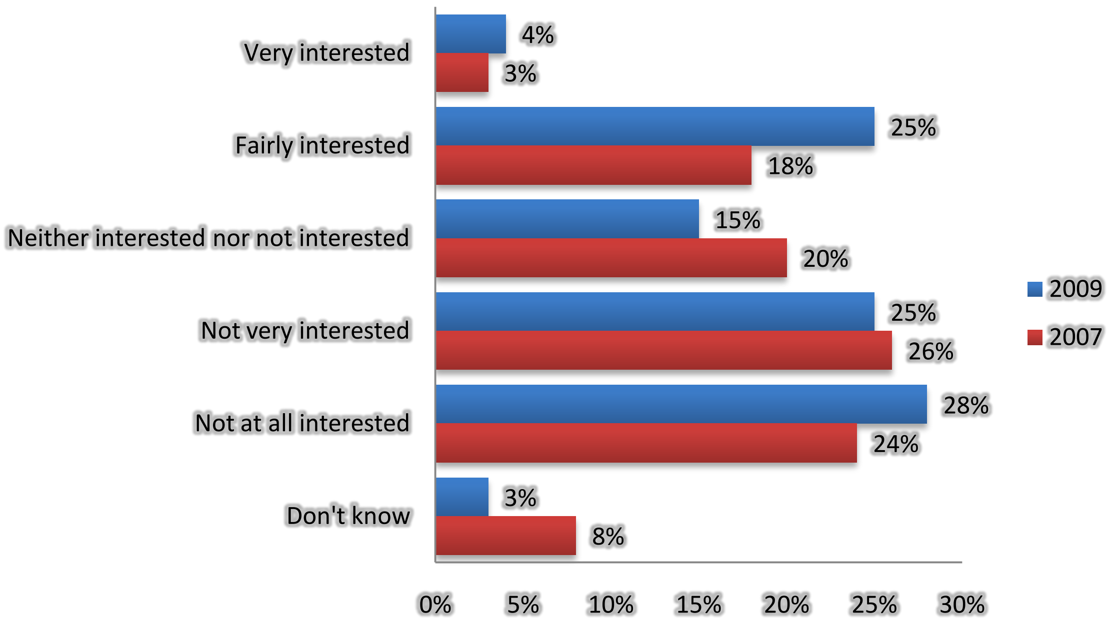
6.4.2 Role of local organisations in managing local facilities

Respondents were asked whether local organisations, such as those listed on the page previous to this, should have responsibility for managing local facilities (i.e. community centres, playgrounds etc). Results are fairly unchanged since 2007, with 46% (42% in 2007) feeling that, yes, they should be responsible, yet 39% are in disagreement (33% in 2007).

6.4.3 Level of interest in becoming involved in local community groups

Linked to the previous measure, respondents were then asked how interested they would be in becoming involved in these groups should they be managed by local organisations. Levels of interest in becoming involved, at 29%, have seen an 8-percentage point increase since 2007 (21%). On the flip-side, however, there is also a higher proportion of respondents in 2009 that are not interested in becoming involved (53%, up from 50% in 2007). This is reflected in a reduction of those neither interested nor disinterested (15%) and don't know (3%).

Figure 24: Levels of interest in being part of local community groups (All respondents)



Unweighted base 2009- 1210   2007-1167

7 Community cohesion

7.1 Introduction

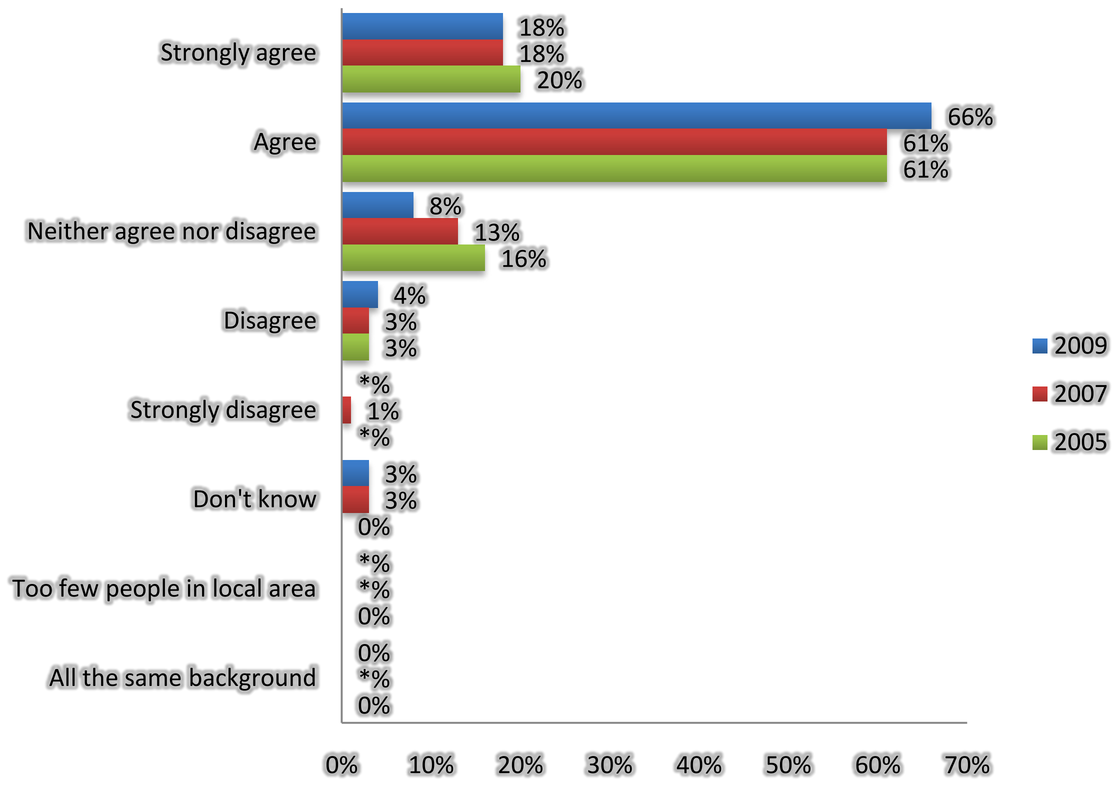
The Local Government White Paper (*Strong and Prosperous Communities*) sets out the Government‟s aim of creating strong and cohesive communities – thriving places in which a fear of difference is replaced by a shared set of values and a shared sense of purpose and belonging. As a measure of community cohesion all residents were asked to what extent they agree or disagree that their local area is a place where people from different backgrounds get on well together.

7.2 People of different backgrounds getting on well together

A key measure of community cohesion is the extent to which people of different backgrounds get on well together. There is no description around what „backgrounds‟ refer to, so this is open to interpretation by the respondent. Agreement with this statement, at 84%, has increased by 5-percentage points since 2007 (79%). Levels of disagreement are very low at just 4%.

To make the result from this survey comparable with that of the 2008 Place Survey, it is necessary to use the valid response (removing don‟t know and not provided responses) of 87% agreement. This compares with the Place Survey score of 79%.

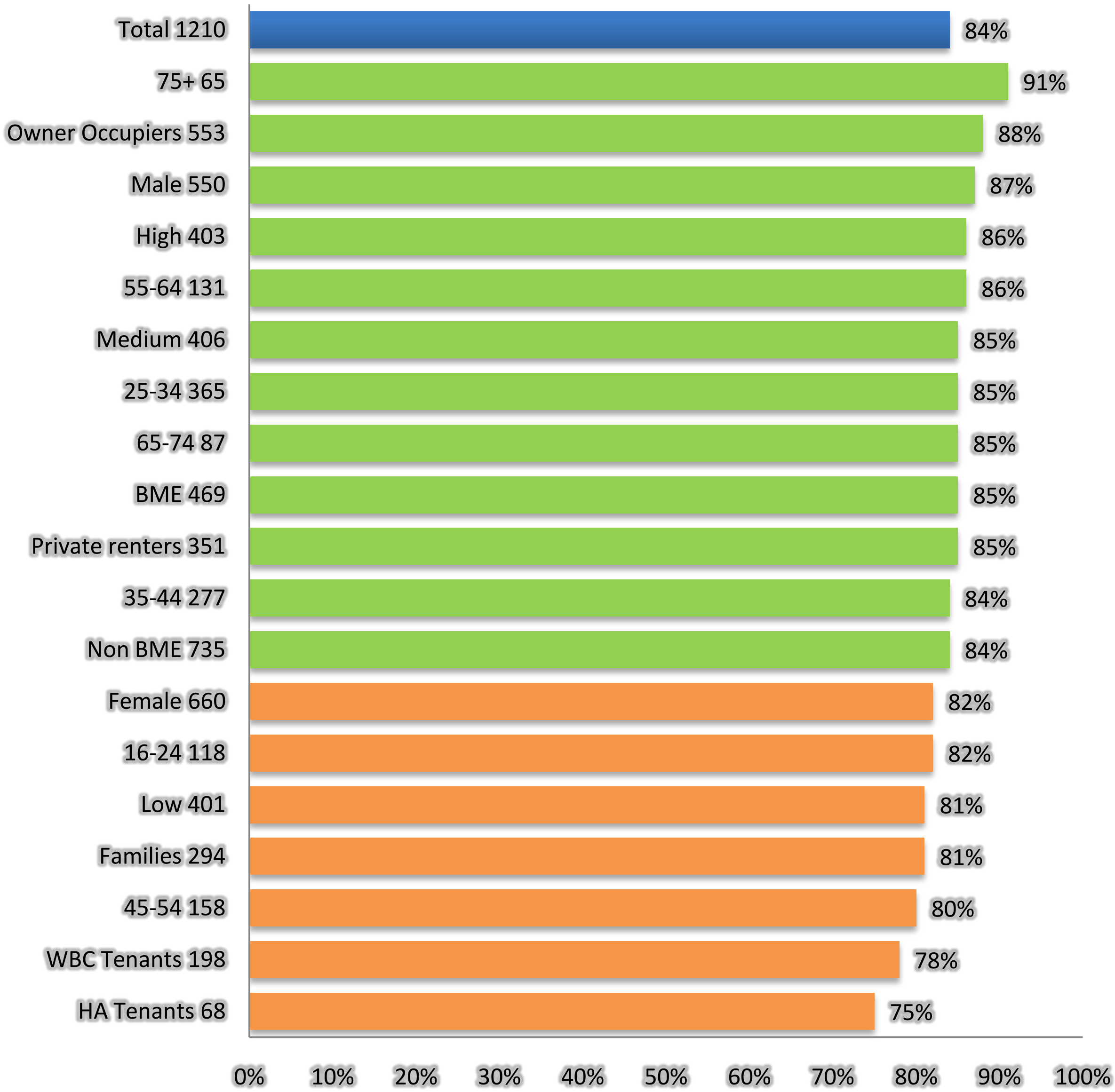
Figure 25: Agreement or disagreement that this neighbourhood is a place where people from different backgrounds get on well together (All respondents)



Unweighted base: 2009-1210; 2007-1202; 2005-1208

Exploring variations in opinion by demographics, it is noticeable that older residents (91% aged 75+), owner occupiers (88%), and those residing in high income areas (86%) are most likely to agree that people from different backgrounds get on well together. There are found to be no significant differences by broad ethnic group (84% of non-BME and 85% of BME), yet there are lower levels amongst those in social housing (75% of those renting from a housing association and 78% of Council tenants).

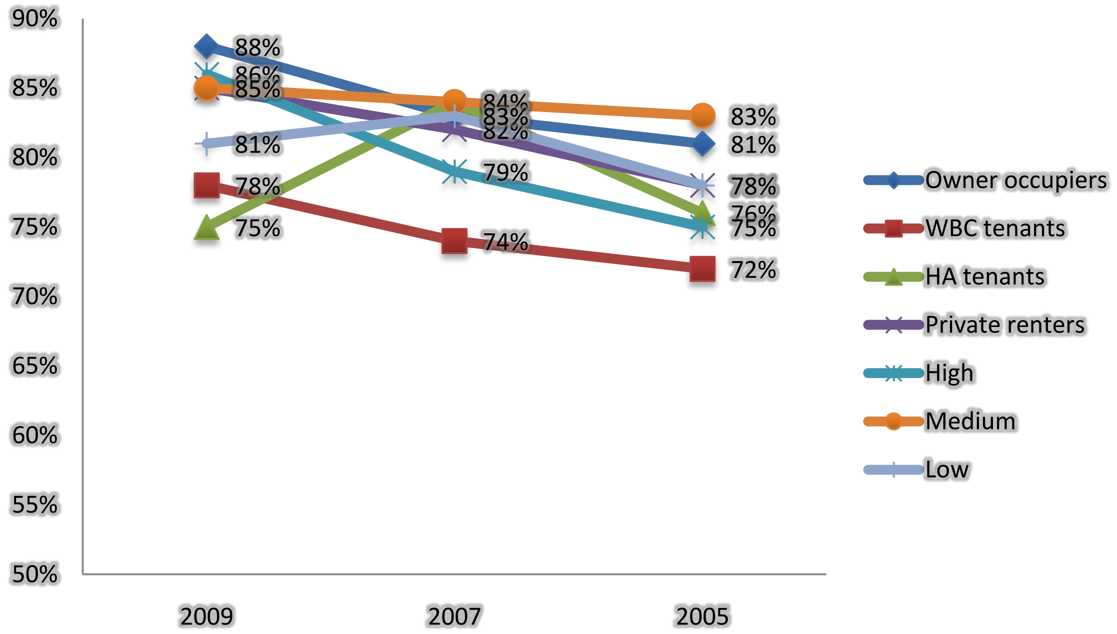
Figure 26: Agreement that residents from different backgrounds get on well together by demographic - % agree (All respondents)



Unweighted bases by label

The following chart tracks the change in level of agreement that people of different backgrounds get on well together by tenure and by income area since 2005 and 2007.

Figure 27: Agreement that residents from different backgrounds get on well together by demographic - % agree over time (All respondents)



Unweighted base: 2009-1210 2007-1202 2005-1208

7.3 Definition of neighbourhood and community

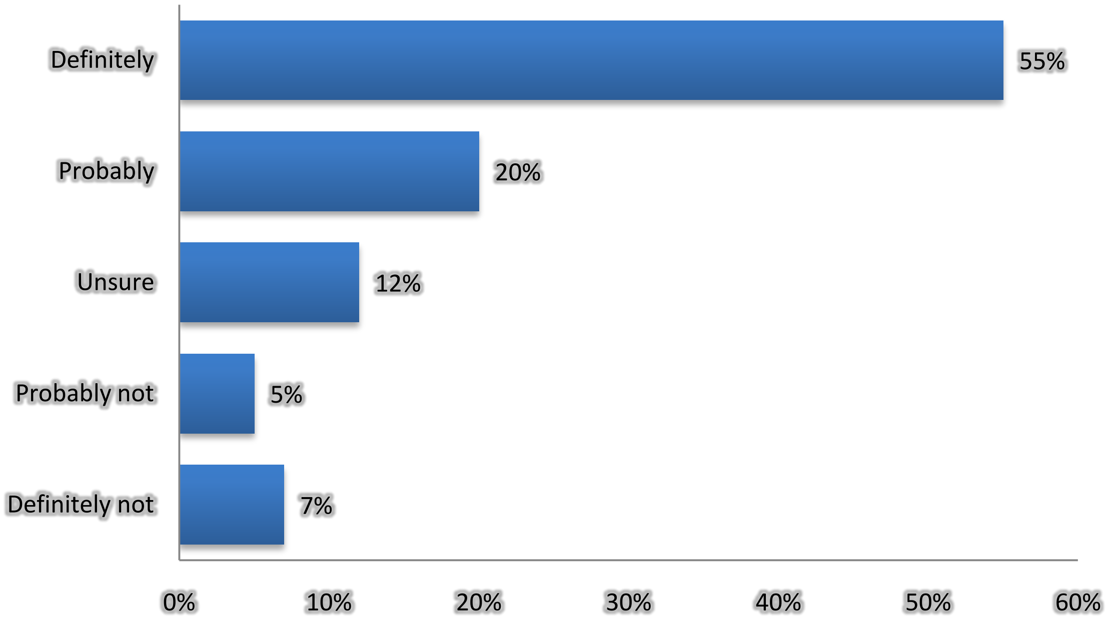
Respondents were asked what the word „neighbourhood" means to them. Respondents were given a list from which to choose and one in five states that they would define this as their street (20%; 34% in 2007) or two to three streets surrounding their home (36%; 35% in 2007). Around a quarter (24%; 21% in 2007) indicates their neighbourhood as the wider area and least popular is four or five streets surrounding their home (20%; 9% in 2007). This finding suggests that there has been some shift in opinion since 2007, with residents more likely to define their neighbourhood as a wider area than previously.

On a related topic, respondents were asked what their „community" means to them. Once again, a list was provided from which to choose. Seven in ten (70%; 65% in 2007) indicate they define this as the people in their local area; just one in seven (16%; 23% in 2007) states this as the people on their street; and a lower proportion, 10% (9%in 2007) indicates friends around the borough.

7.4 Voting in local / national election

Over half (55%) the sample definitely intend to vote in next May"s local / national election, with a further one in five (20%) stating they will probably vote. Encouragingly, just 12% do not intend to vote.

Figure 28: Likelihood of voting in next May's local/national election (All respondents)

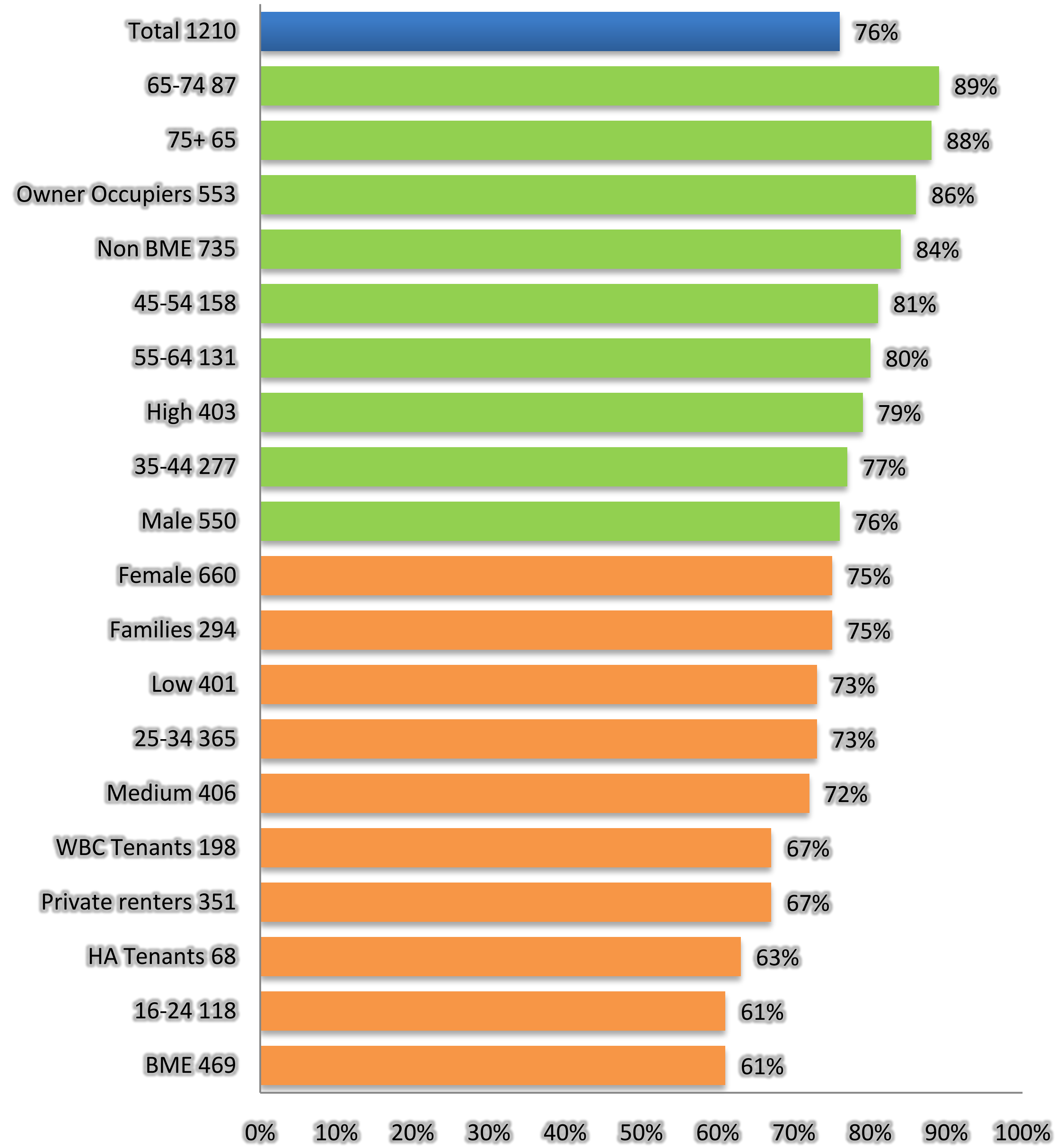


Unweighted base 1210

The following chart reveals that older residents (89% aged 65-74 and 88% aged 75+) are most likely to intend to vote, as are owner occupiers (86%), and non-BME residents (84%). On the other hand, BME residents are far less likely to vote (61%), as are those aged 16-24 (61%), housing association tenants (63%), Council tenants and private renters (both 67%).

Exploring any links between intentions to vote and feelings that residents can influence local decisions, a slightly lower proportion of those that disagree they can influence decisions state that they intend to vote (76%) compared to those that agree they an influence decisions (81%).

Figure 29: Likelihood of voting in next May's local/national election by demographic % definitely/probably (All respondents)



Unweighted bases by label

8 Crime and crime prevention

8.1 Introduction

This section explores levels of awareness of crime prevention methods operating in the local area, as well as elements of fear of crime and feelings of safety, and general perceptions of crime and safety.

8.2 Awareness of crime prevention methods

Respondents were asked whether they were aware of a number of crime prevention measures having been introduced in their local area in the last two years. It is apparent that there is, in some cases, a large degree of indecision, with 45% not knowing whether anti-social behaviour orders have been introduced, as well as 40% that don"t know whether Safer Neighbourhod Teams have been established. This is a likely reflection of the question wording, whereby there is some indecision as to whether a method has been introduced within the timeframe of two years, rather than been introduced at all.

Half of respondents, however, are aware of the presence of CCTV systems (50%) and Parks Police (52%). Exploring the theory regarding timeframes, it is clear that where residents have been in residence for over two years (2-5 years), awareness of the introduction of CCTV is 51%. However, it reduces to 38% when considering those residents that have been in the area for 1-2 years. This supports the assumption that the question wording is causing levels of indecision.

Table 5: Crime prevention methods operating in local area (All respondents)

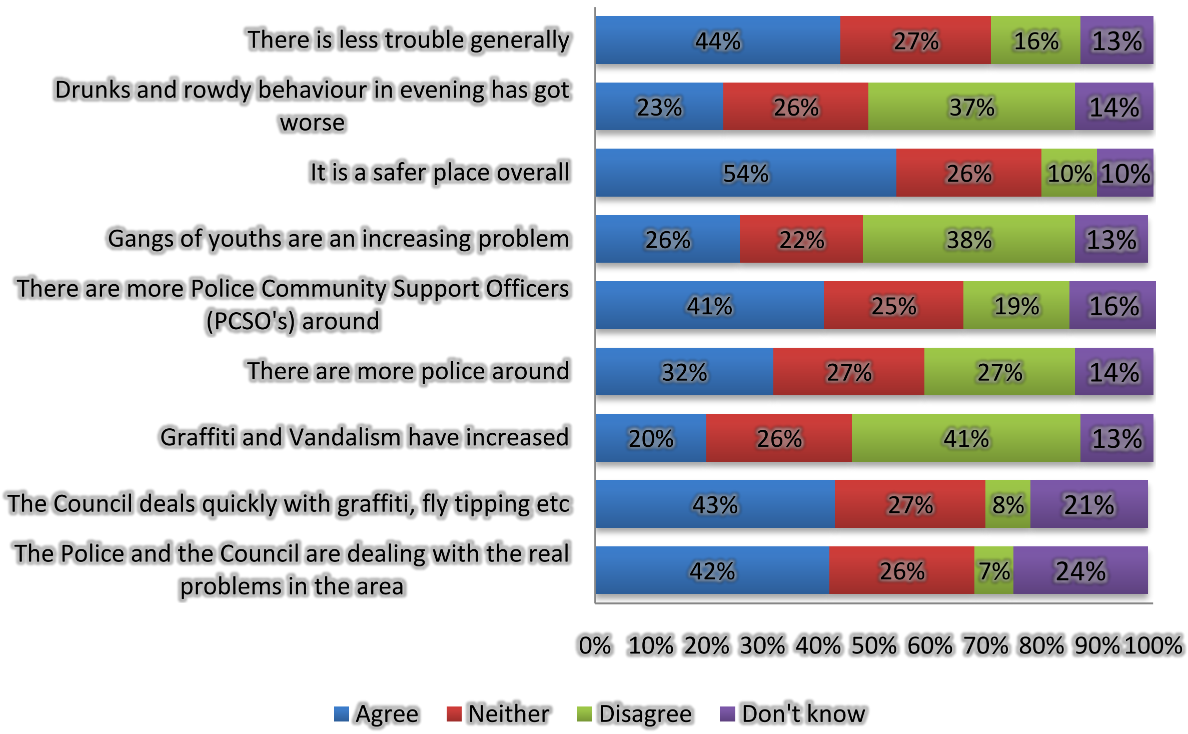
	Yes	No	Don't Know
CCTV cameras	50%	31%	18%
Parks Police	52%	33%	15%
Neighbourhood watch	35%	37%	28%
Anti-social behaviour orders	11%	44%	45%
Safer Neighbourhoods Teams	21%	39%	40%
Unweighted base 1210			

8.3 General perceptions of crime and community safety

Respondents were presented with a list of statements regarding crime and community safety and asked to rate their level of agreement or disagreement with each. It is immediately apparent that there are mixed views. An encouraging 44% of respondents feel there is less trouble generally over the past two years, whilst over half (54%) feel it is a safer place overall. Over two in five residents agree that the Council deals quickly with graffiti, fly tipping etc (43%) and works with the Police to deal with the real problems in the area (42%).

On the other hand, though, just 32% agree that there are more Police around. It is important to note that this reduced level of agreement is not necessarily reflected in a rise in disagreement, but, in fact there is a large proportion „sitting on the fence", a likely result of them not knowing whether there are more Police around.

Figure 30: Agreement or disagreement with the following statements about crime and anti-social behaviour over the past 2 years (All respondents)



Unweighted bases vary

It is important to explore the finer variations in these findings, especially where there are higher levels of negative opinion (for example, 26% agree gangs of youths are an increasing problem and 23% agree drunks and rowdy behaviour in evening has got worse). The latter point is important to explore given the relatively high proportion of respondents that deem noise to be „bad" in the local area.

Those aged 45-54 years are significantly more likely to agree that gangs of youths hanging around are an increasing problem (38% cf. 17% aged 16-24 and 27% aged 25-34).

8.3.1 How to make the area safer

Respondents were asked to specify in their own words what they feel the Council / Police need to do to make the area safer. These comments were then coded into common themes as shown below. By far the largest proportion of residents state there needs to be an increase in Police presence / more patrolling (24%). This is followed by patrols on foot / bike (4%).

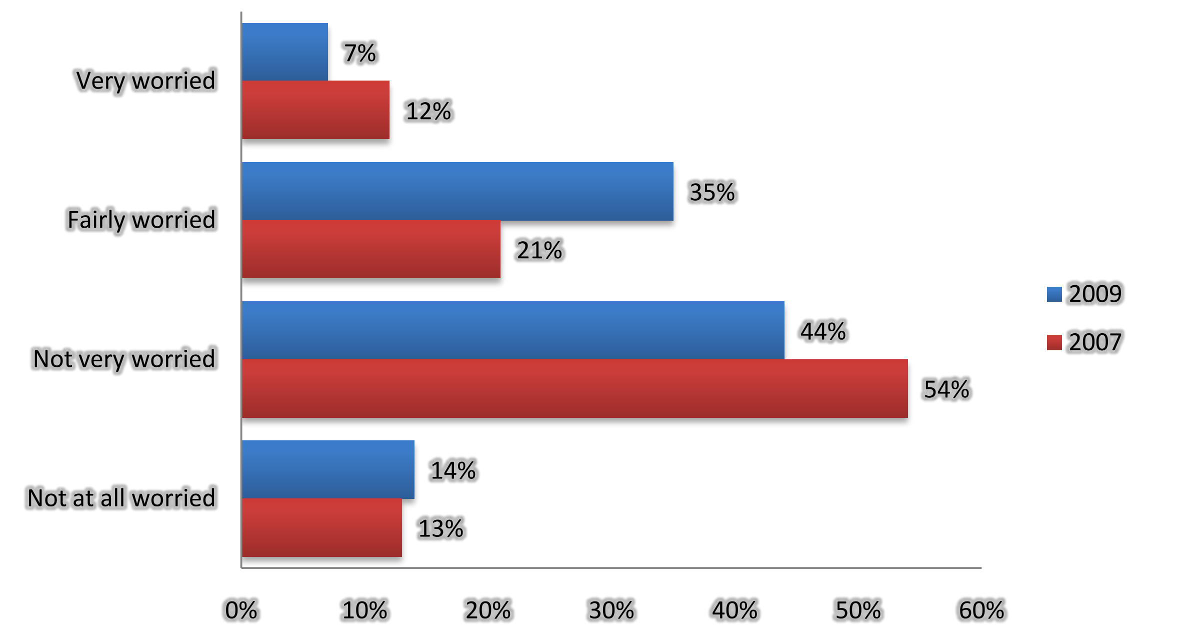
Table 6: What respondents think the Council/Police need to do to make the area safer (All respondents)

Increase police presence / more patrolling	24%
Patrols on foot / bike	4%
Install more cameras / CCTV	4%
More patrols during the evening / at night	2%
Respond quickly	1%
Provide more activities for youngsters	1%
More community police (PCSO's)	1%
Increase street lighting	1%
Improve road safety (inc. address speeding, install crossings)	1%
Communicate more with residents	1%
Clean the area	1%
Take all crime / complaints seriously	*%
Remove gangs from the streets	*%
More 'Real Police' on patrol	*%
Other	6%
Nothing	4%
Don't know	54%

8.4 Worry about becoming a victim of crime

One of a number of measures of fear of crime within this survey is the extent to which residents are worried about becoming a victim of crime. Over two in five (42%) residents are worried, which is a 9-percentage point increase on that achieved in 2007 (33%), but a reduction in the proportion very worried (from 12% in 2008 to 7% in 2009). This difference is predominantly reflected in a 10-percentage point decrease in the proportion of respondents that are not very worried (44%, down from 54% in 2007).

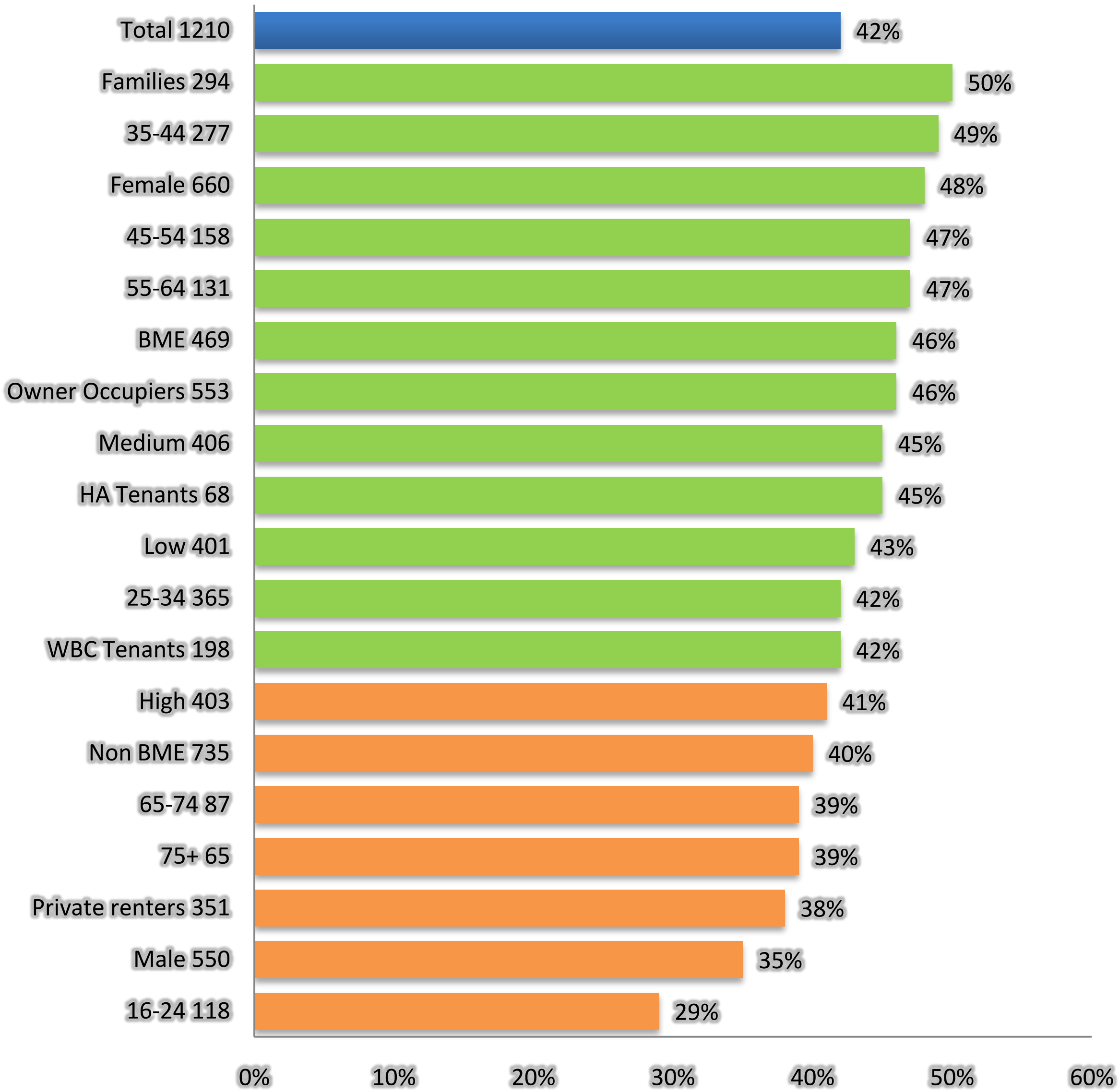
Figure 31: How worried respondents feel about becoming a victim of crime (All respondents)



Unweighted base 2009-1210 2007-1202

Worry about becoming a victim of crime varies considerably by demographic group, with higher levels of worry amongst households with children (families) (50%), females (48%), those aged 35-44 (49%) and 45-64 (47%). There is found to be no significant difference by income area or by tenure, but BME respondents are shown to worry more (46%) than non-BME (40%).

Figure 32: Respondents who are worried about becoming a victim of crime by key demographic - % worried (All respondents)

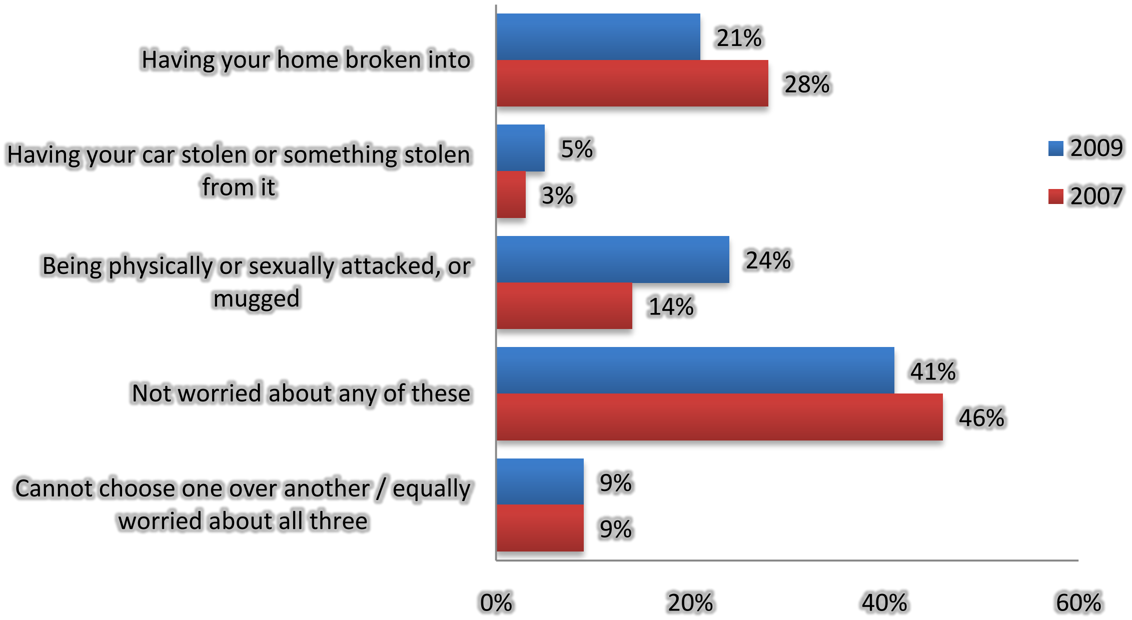


Unweighted base by label

8.4.1 Types of crime worried about

Staying on the topic of worry about crime, all respondents were then asked to identify from a list up to three crimes they are most worried about. The largest proportion of residents state they are not worried about any of the crimes listed (41%). Perhaps unsurprisingly given the previous finding, this is a decrease since 2007 (-5-percentage points; 46%). It is immediately apparent that there has been a substantial increase in the proportion of residents that are worried about being physically or sexually attacked or mugged (+10-percentage points, from 14% in 2007 to 24% in 2009). This increases to 29% amongst females and 35% of those aged 45-54 years. Council tenants are also more likely to be worried about this type of crime than owner occupiers (30% and 22% respectively).

Figure 33: Which of the following three crimes are respondents most worried about (All respondents)



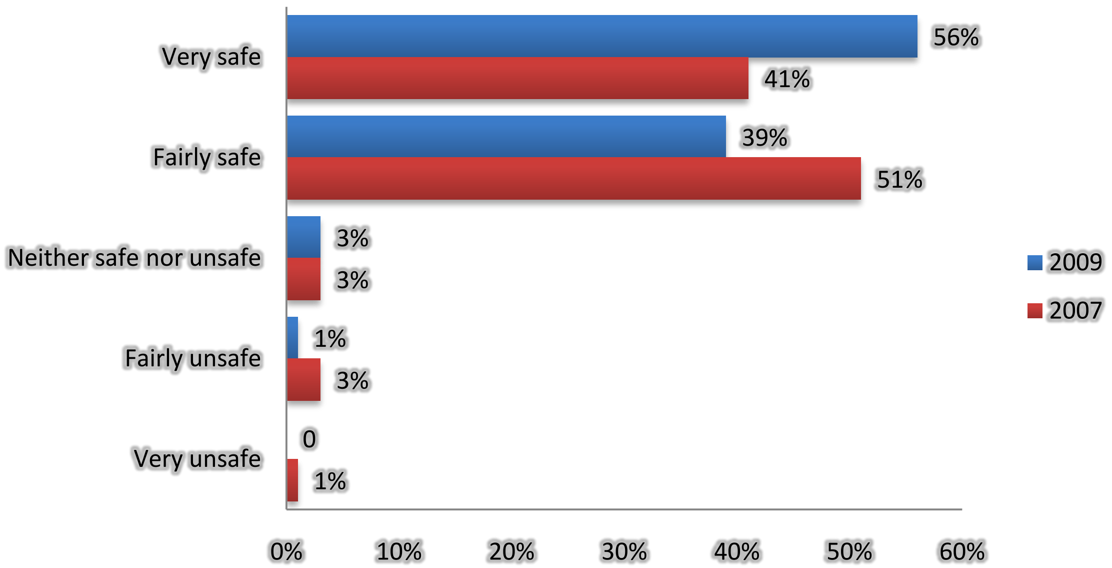
Unweighted base: 2009-1210; 2007-1202

8.5 Feelings of safety

A secondary measure of fear of crime is that of feelings of safety. This question was asked to residents in relation to both their feelings of safety during the day and after dark in their neighbourhood.

Exploring feelings of safety during the day, findings seem to contradict the previous direction of travel of worry about crime since 2007, in that feelings of safety have increased slightly (+3-percentage points, from 92% in 2007 to 95% in 2009). Encouragingly, this is reflected in a 15-percentage point increase in the proportion of residents that feel very safe. The 2008 Place Survey achieved a slightly lower proportion of respondents stating they feel safe during the day (90%).

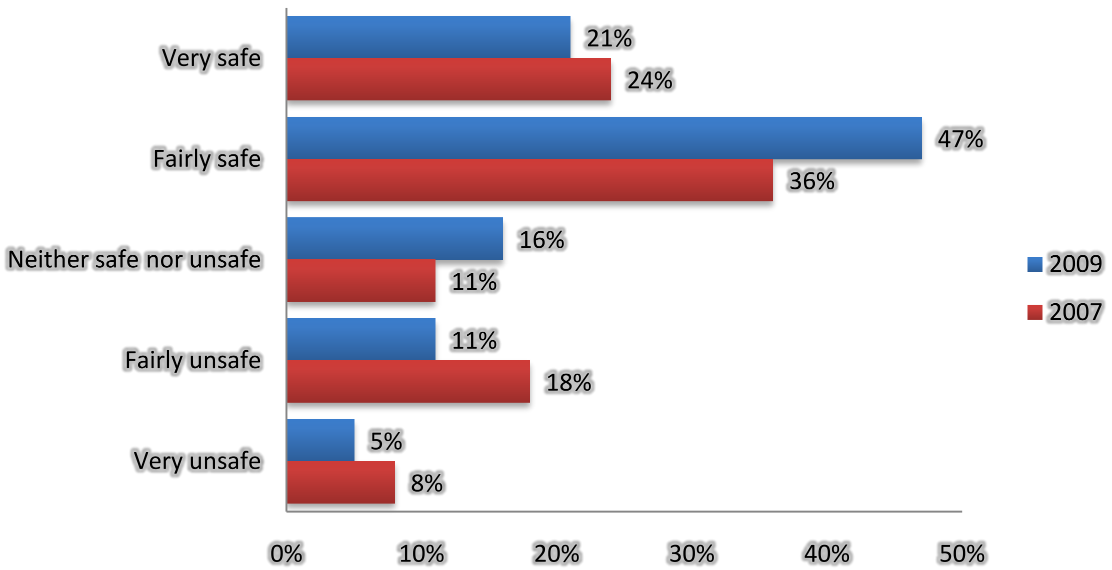
Figure 34: How safe or unsafe respondents feel in their neighbourhood during the day (All respondents)



Unweighted base 2009-1210 2007-1202

When considering feelings of safety in the local neighbourhood after dark, a larger increase in the proportion feeling safe is clear since 2007 (+8- percentage points, from 60% in 2007 to 68% in 2009). The proportion that states they feel unsafe, at 16%, is 10-percentage points lower than in 2007 (26%). When comparing this 2009 figure (16% feeling unsafe) with that of the 2008 Place Survey (30% unsafe), substantial differences exist.

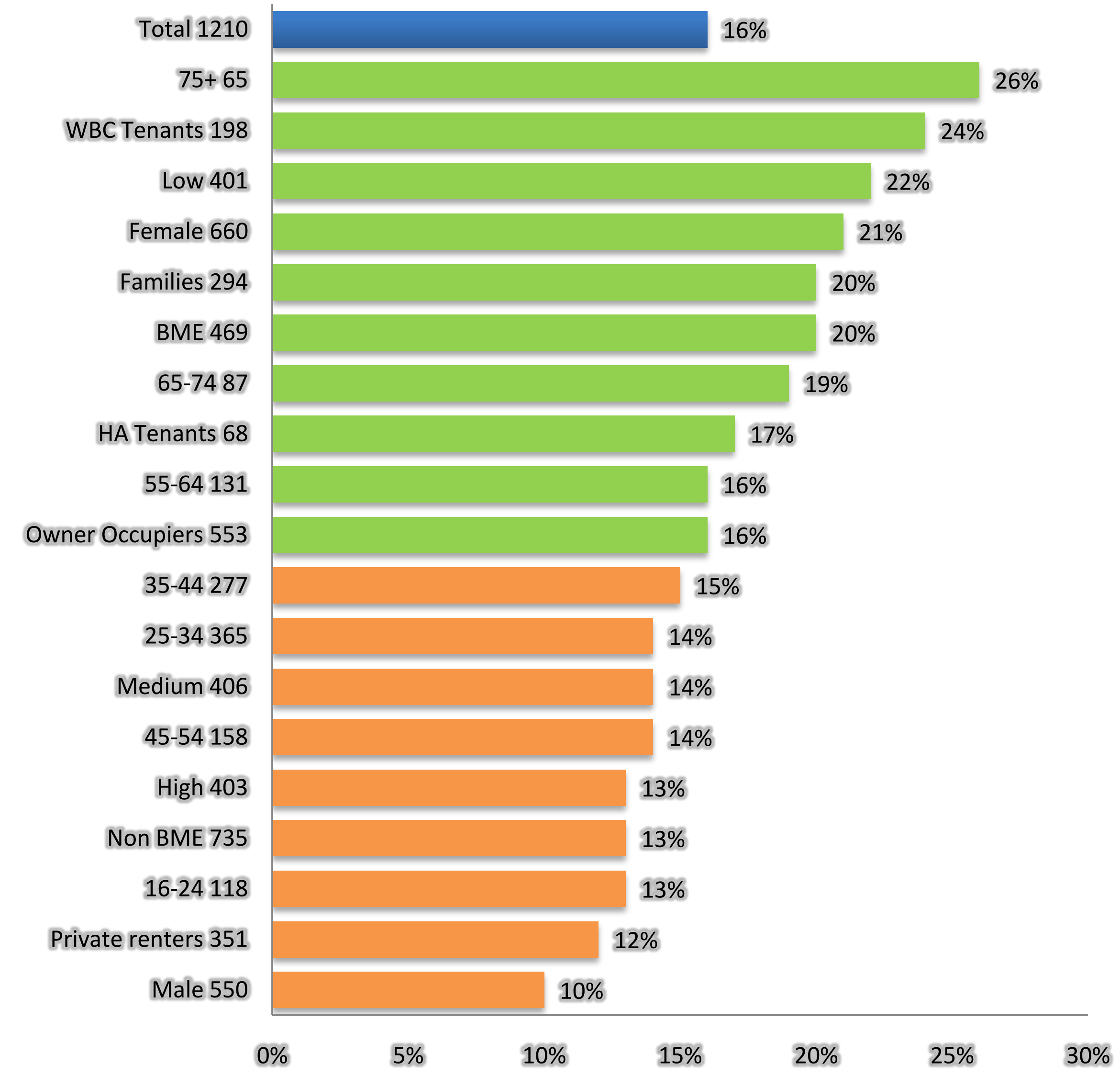
Figure 35: How safe or unsafe respondents feel in their neighbourhood after dark (All respondents)



Unweighted base 2009-1210 2007-1202

Looking at variations in the proportion of respondents of different demographic groups that feel unsafe in their local area after dark, patterns emerge. Older residents (26% aged 75+ and 19% aged 65-74) are most likely to feel unsafe, as are Council tenants (24%) and those in low income areas (22%). Younger residents (13% aged 16-24), males (10%) and private renters (12%) are least likely to feel unsafe.

Figure 36: How safe respondents feel in their neighbourhood after dark by key demographic - % unsafe (All respondents)



Unweighted bases by label

8.5.1 Areas avoided during the night

Encouragingly, seven in ten (71%) respondents do not avoid any neighbourhoods in Wandsworth during the night. Of the small proportion that do, these include commons (3%) and Clapham Junction (2%).

Table 7: Neighbourhoods in Wandsworth that respondents avoid during the night (All respondents)

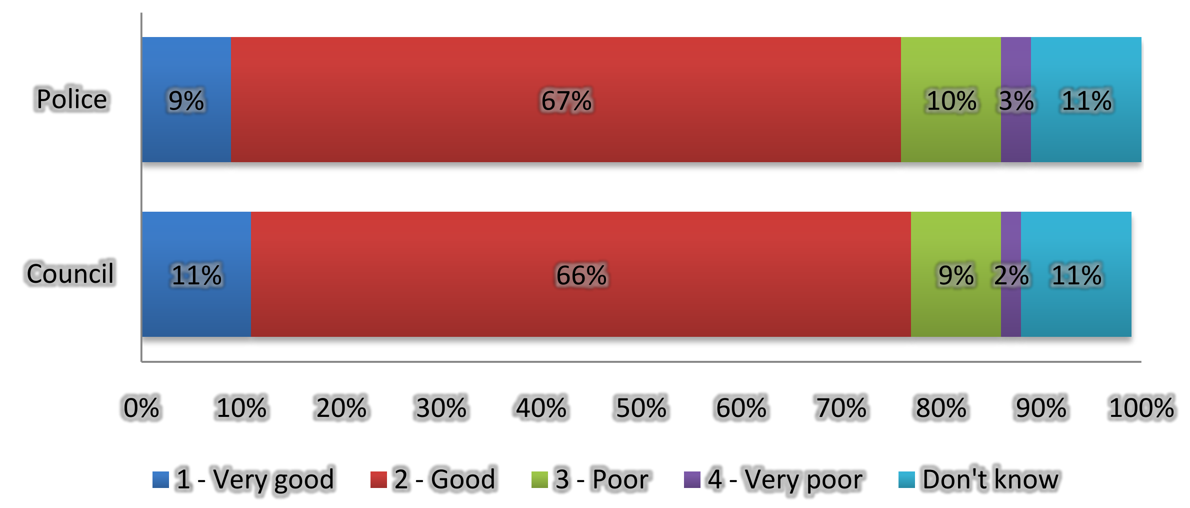
Commons	3%
Clapham Junction	2%
Battersea	1%
Roehampton	1%
Tooting	1%
Tooting Broadway / Tooting Bec	1%
Council estates (unspecified)	1%
Estates (unspecified)	1%
Parks	1%
Wandsworth	1%
Surrey Lane / Surrey Lane Estate	1%
Alleyways / dark / unlit areas	1%
Beaumont / Beaumont Road	*%
Queenstown Road	*%
Stations	*%
Burtop / Burtop Estate	*%
Side / back streets	*%
Other	10%
None	71%
Don't know	8%
Unweighted base 1210	

8.6 Dealing with crime in the area

Respondents were asked whether they feel both the Police and Council are doing a good or poor job at dealing with crime in their area. Over three quarters of respondents feel the Police (76%) and Council (77%) are doing a good job, with just 13% and 11% stating poor respectively. The proportion deeming each organisation to be good has dropped by circa 10-percentage points since 2007 (Police, from 87% in 2007; Council, from 85% in 2007).

It is interesting to note that although reduction in confidence is on the fall, this is not reflected in a drop in feelings of safety or any negative views on crime and community safety in the area.

Figure 37: Extent to which residents think that the Police and Council are doing a good or poor job at dealing with crime in their area (All respondents)



Unweighted base: 1210

9 Transport / environment

9.1 Introduction

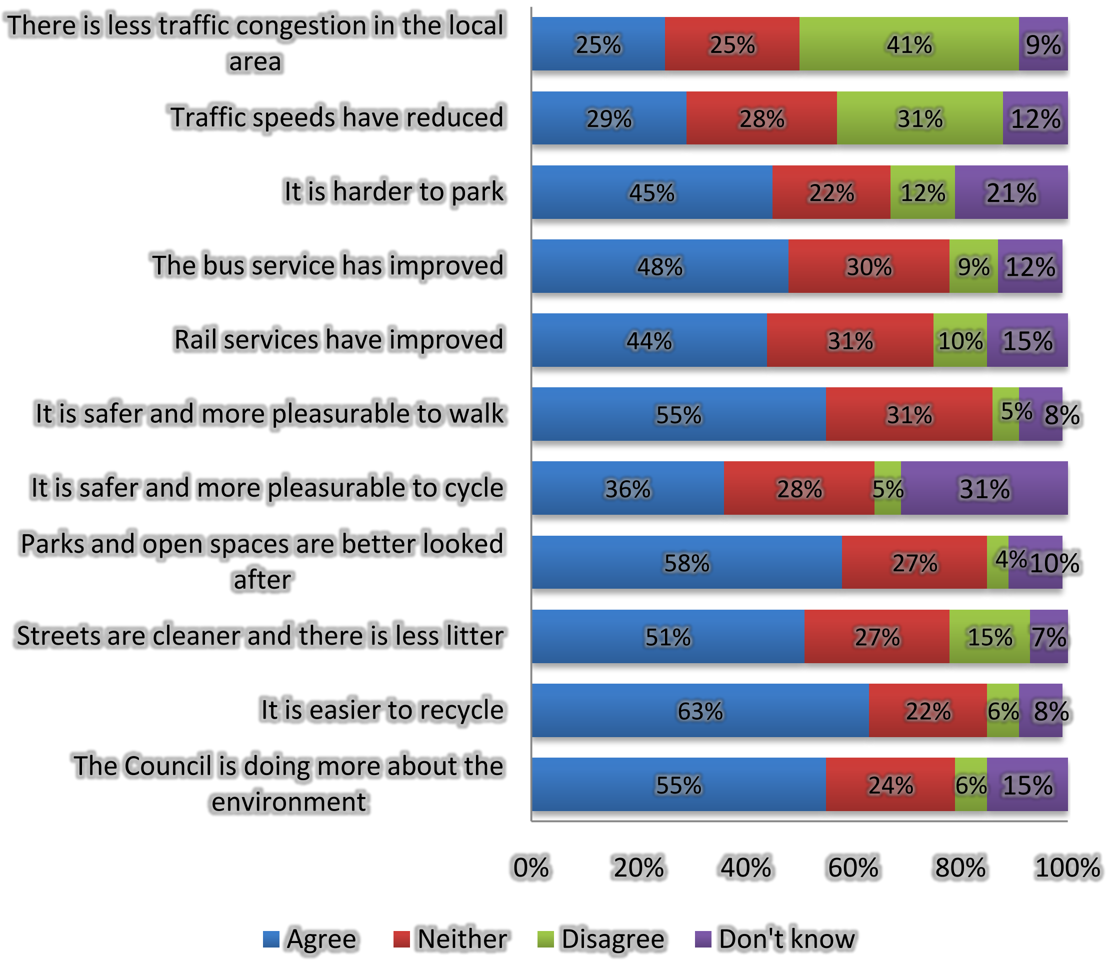
This section explores a range of issues around transport use, awareness and perceived impact of traffic calming measures, and the environment, including recycling and reducing waste.

9.2 General views of transport

Respondents were presented with a list of statements regarding transport and the environment and asked to rate their level of agreement or disagreement with each compared to one year ago. Encouragingly, over three in five (63%) respondents agree that it is easier to recycle now than one year ago. Similarly, over half agree the Council is doing more to help the environment (55%), streets are cleaner and there is less litter (51%) and parks and open spaces are better looked after (58%). All of these suggest that the Council is effectively dealing with environmental / street scene-type measures and this is seeing a continued increase since one year ago.

With regards to traffic-related measures, however, less positive directions of travel are apparent. Only a quarter (25%) agrees that there is less traffic congestion. Indeed, the proportion that disagrees stands at 41%. Similarly, just 29% of respondents agree that traffic speeds have reduced. These remain critical areas, as in previous years, given their importance to residents as specified earlier in this report, and should be seen as a key priority.

Figure 38: Agreement or disagreement with the following statements about local environment compared to a year ago (All respondents)



Unweighted bases vary

9.3 Preferences regarding walking and cycling

Amongst the small number of respondents that stated they disagree it is safer and more pleasurable to walk or cycle (n=69), they were asked to specify from a list what they feel would make it safer and more pleasurable. Looking specifically at walking, one in seven (15%) respondents would like to see an increased Police presence, whilst 9% state improved pavements and 8% less dog fouling / dogs.

Table 8: What would make it more safe and pleasurable to walk? (All respondents that disagree with this statement)

Walk	
Pavements need improving	9%
Increase police presence	15%
Cleaner area	5%
Less / slower traffic	6%
Disperse gangs of youths	6%
Less dog fouling / dogs	8%
Other	42%
None	2%
Don't know	19%
Unweighted base 69	

Looking specifically at cycling, one in seven (15%) respondents feel it would make it safer and more pleasurable if there were cycle paths. A further 9% state dedicated cycle lanes on roads.

Table 9: What would make it more safer and pleasurable to cycle? (All respondents that disagree with this statement)

Cycle	
Dedicated cycle lanes on roads	9%
Cycle paths	15%
Less / slower traffic	5%
Increase police presence	6%
Improve condition of roads	6%
Other	31%
Don't know	13%
Unweighted base 63	

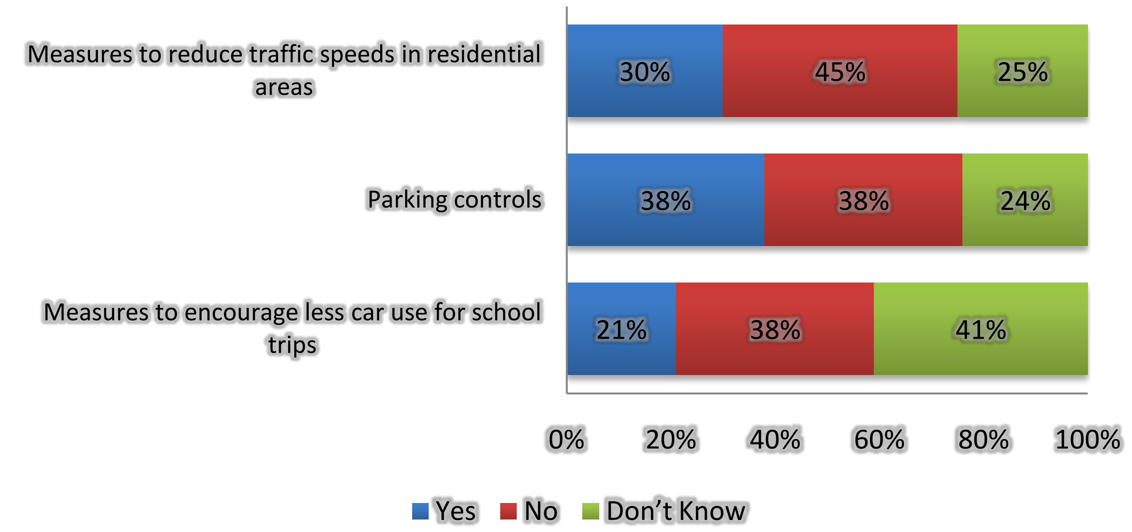
9.4 Awareness of traffic calming measures

All respondents were asked if they are aware of certain traffic calming measures having been introduced their local area in the last two years. Again, local area was defined as within 10-minute‟s walk from the respondents‟ home. For many residents, such measures may not be immediately apparent. For example, those who do not own or drive a car may be less aware of parking controls, whilst those without children are less likely to know of school travel plans. It also needs to be considered that these measures may not actually be present in a resident‟s local area in the first place. Finally, as with awareness of the community safety methods, there may be some indecision as to when certain measures were put into place, linked to the timeframe of two years in the wording of the question. All these caveats are important to consider whilst reviewing the findings.

Bearing this in mind, then, it is unsurprising to find low levels of awareness of each measure, in particular measures to encourage less car use for school trips (21%). Amongst those households with children (families), awareness only rises to 25%.

Reductions in awareness since 2007 are apparent with regards to measures to reduce traffic speeds in residential areas (30%; down from 52% in 2007) and parking controls (38%, down from 53% in 2007). Although car owners demonstrate higher levels of awareness of measures to reduce traffic speeds (35%) and parking controls (41%), these are still relatively low.

Figure 39: Introduction of the following in local area in last year or two (All respondents)



Unweighted bases vary

9.4.1 Not aware of traffic calming measures

Respondents who were not aware of the introduction of the local transport calming measures were asked how happy they would be if they were introduced.

Looking at the balance scores (calculated by subtracting % unhappy from % happy), the highest proportion are happy with measures to encourage less car use for school trips (+56%) and measures to reduce traffic speeds in residential areas (+54%). However, these are reductions of -8% and -10% respectively in the balance score since 2007 (see the figure below), suggesting respondents are less happy about these measures now than two years ago.

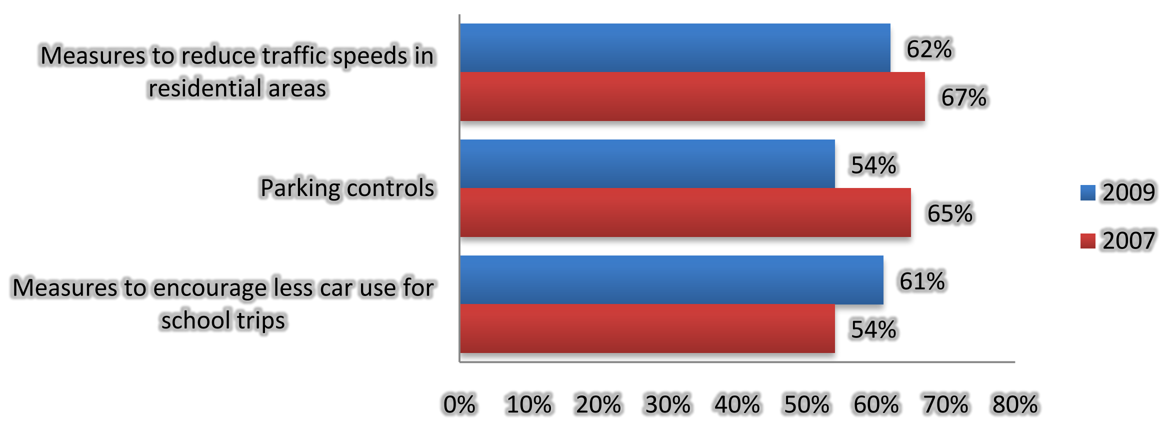
There are no significant differences in opinion of car users and non-users.

Table 10: How respondents would feel about their local area having.... (All respondents that are not aware of the traffic calming measures)

	Very happy	Fairly happy	Neither happy nor unhappy	Fairly unhappy	Very unhappy	Don't know	Balance score
Measures to reduce traffic speeds in residential areas	29%	33%	23%	6%	2%	7%	+54%
Parking controls	27%	26%	27%	6%	3%	10%	+44%
Measures to encourage less car use for school trips	34%	26%	24%	3%	1%	11%	+56%
Unweighted bases vary							

The change in the proportion of respondents since 2007 that would feel happy having each of the measures is shown below.

Figure 40: How respondents would feel about their local area having... Change in % happy since 2007 (All respondents)



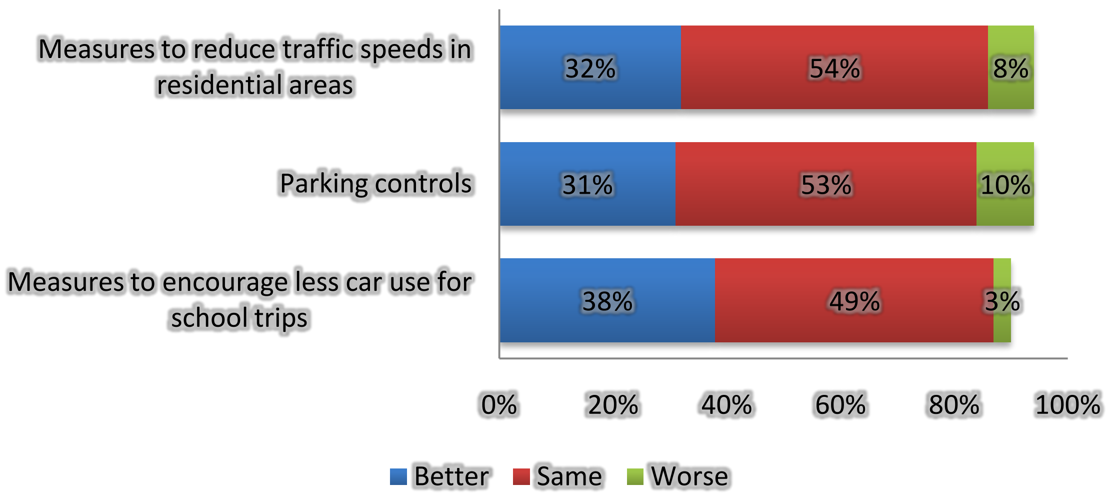
Unweighted bases vary

9.4.2 Impact of traffic calming measures

Amongst those respondents aware of the traffic calming measures, they were asked whether they felt each measure had made their local a better or worse place, or has it remained the same. Respondents are most likely to feel that the area has remained the same as a result of the traffic calming measures, suggesting that they are having little or no impact. Indeed, approximately a third of residents feel the measures have made the area better.

As with the previous results there have been large reductions in positive opinion with regards to the perceived impact of the measures since 2007. Where 32% of respondents feel measures to reduce traffic speeds have made the local area better, this is a reduction of 29-percentage points since 2007 (61%). Similarly, 31% of respondents feel parking controls have improved the area, which is a reduction of 29-percentage points since 2007 (60%).

Figure 41: Have traffic calming measures made the local area a better or worse place or has it remained the same (All respondents aware of the traffic calming measures)



Unweighted bases vary

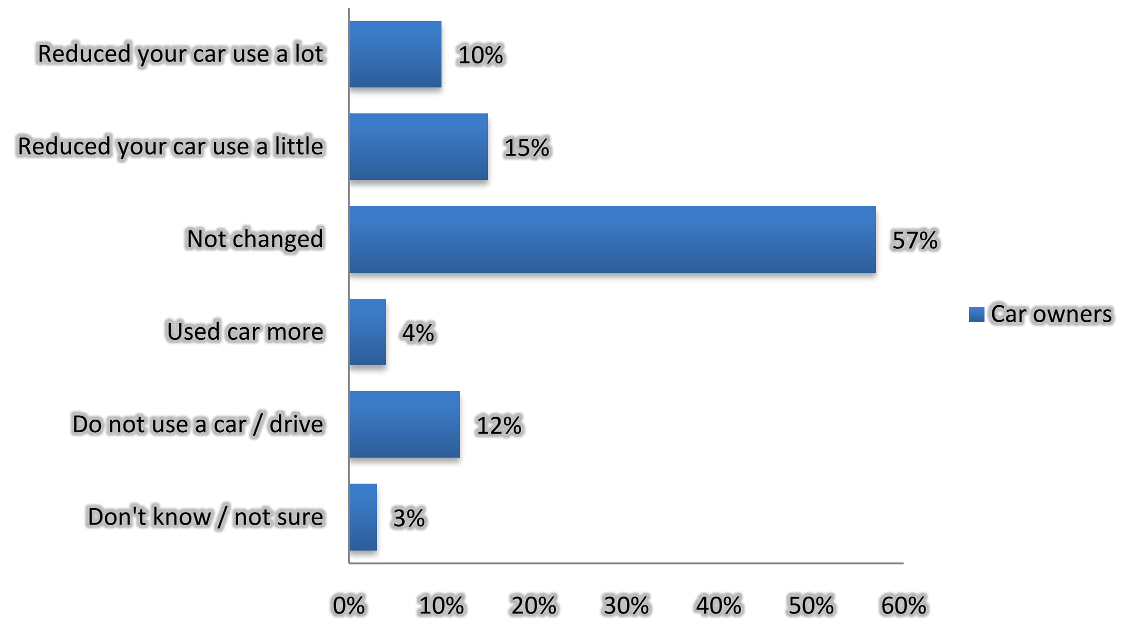
Exploring variations by income area reveals some interesting variations. Residents of low income areas are more likely to feel measures to reduce traffic speeds have improved their area (38% c.f. 30% high income area). Similarly, 39% of those living in low income areas feel parking controls have made the area better, compared to just 23% of those in high income areas.

9.5 Car usage

All respondents were asked a series of questions on their car usage over the last 2 years. Where in 2007 over two in five (43%) respondents did not use a car / drive, this has reduced to 36% in 2009 (-7%). Amongst car owners, a quarter (25%) has reduced their car use a little or a lot, whilst 57% have not hanged their usage.

Efforts should continue to reduce car usage in the borough as a priority, especially given its importance to residents and general perceptions that traffic congestion is not being dealt with sufficiently.

Figure 42: How car usage has changed over the last two years... (All respondents that own a car)

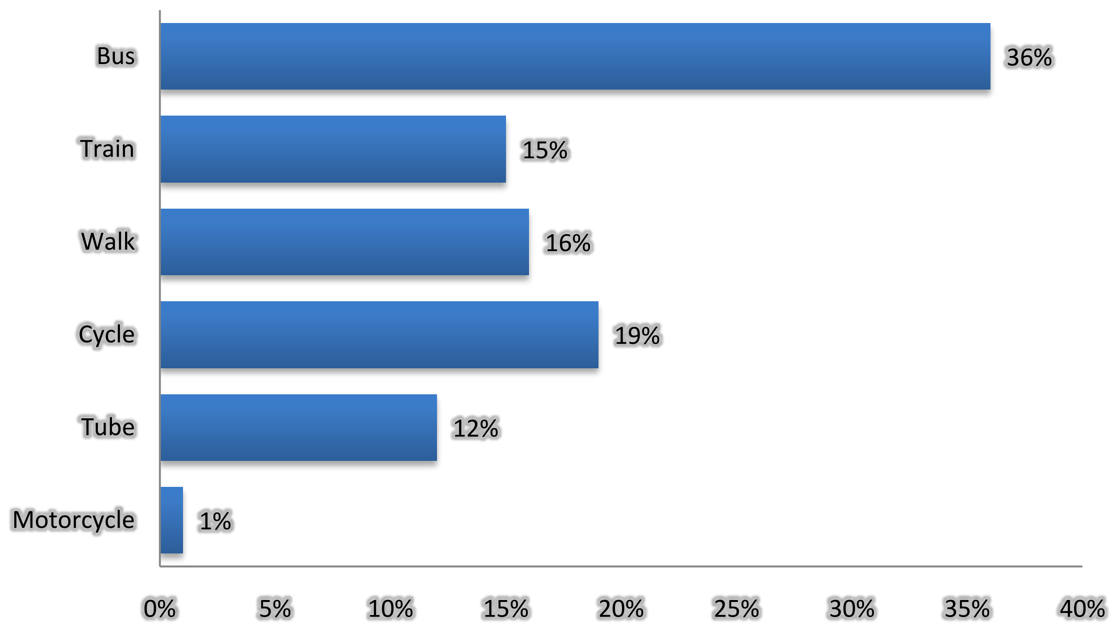


Unweighted base: 691

9.5.1 Method of transport used more often

Amongst those car owners that have used their car less in the last two years, they were asked to specify which form of transport they have used more often as a result. The highest proportion has used the bus (36%), followed by cycling (19%).

Figure 43: Method of transport respondents use more often (All respondents that are car owners)



Unweighted base: 171

9.5.2 Reasons for reducing car use

Car owners who have reduced their car usage in the last two years were also asked what factors had played a part in making this decision, stating all reasons, as well as their main reason (first mentioned).

Similar to 2007, the main reason provided is due to congestion (21%, 18% in 2007). Interestingly, where congestion charging was the top reason in 2007 (20%), this has now reduced to 5%, however the environment / reduce pollution is now more important (12%, 6% in 2007).

Table 11: Factors that had an impact on respondents car usage (All respondents that are car owners)

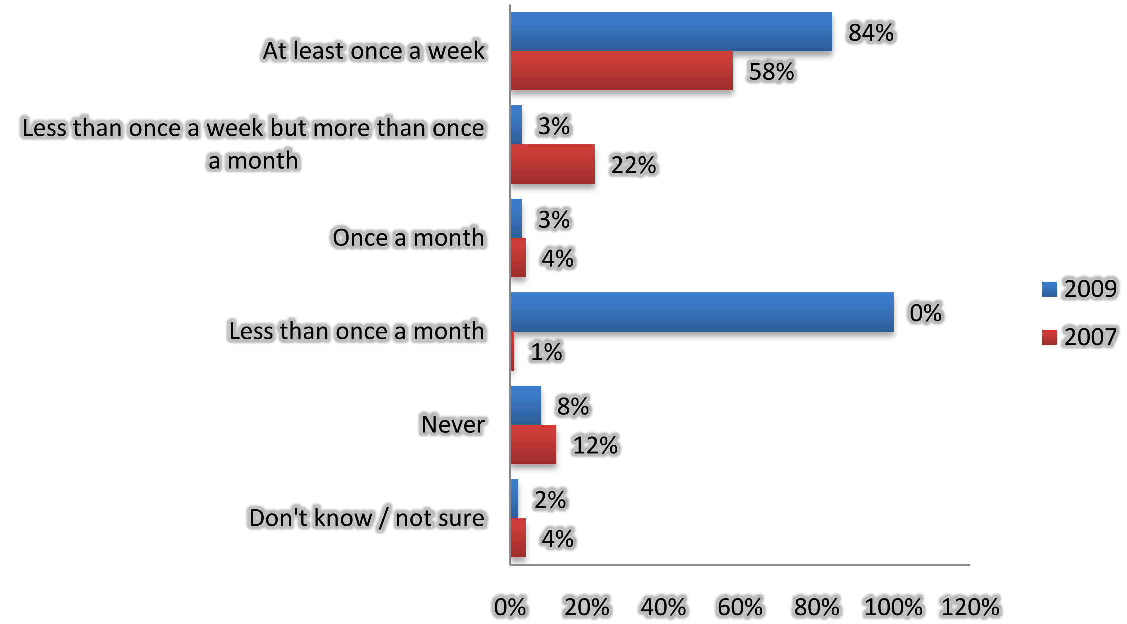
	First mentioned	All other reasons	Total
Road humps and traffic calming measures	2%	5%	7%
Congestion	21%	16%	37%
Parking controls - difficult to find anywhere to park	11%	18%	29%
Cost of parking	7%	23%	30%
Congestion Charging	4%	18%	22%
Rising cost of fuel	8%	18%	26%
Measures to encourage less car use for school trips	1%	6%	7%
More environmentally aware / want to reduce pollution	13%	11%	24%
Improved bus services	5%	6%	11%
Improved rail / tube services	2%	4%	6%
Need to travel less, e.g. retired, changed job	5%	5%	10%
Wish to improve fitness / health	6%	10%	16%
Sold car	0%	1%	1%
Other	10%	7%	17%
Nothing	4%	18%	22%
Don't know	1%	5%	6%
Unweighted base: 171			

9.6 Recycling

9.6.1 Use of orange recycling sacks

All respondents were asked a number of questions on recycling in the borough. Firstly, the interview explored current usage of orange recycling sacks. Encouragingly, there has been a substantial increase in the proportion of residents that use orange sacks at least once a week (82%, up 26% points since 2007).

Figure 44: Usage of orange recycling sacks (All respondents that receive a sack)



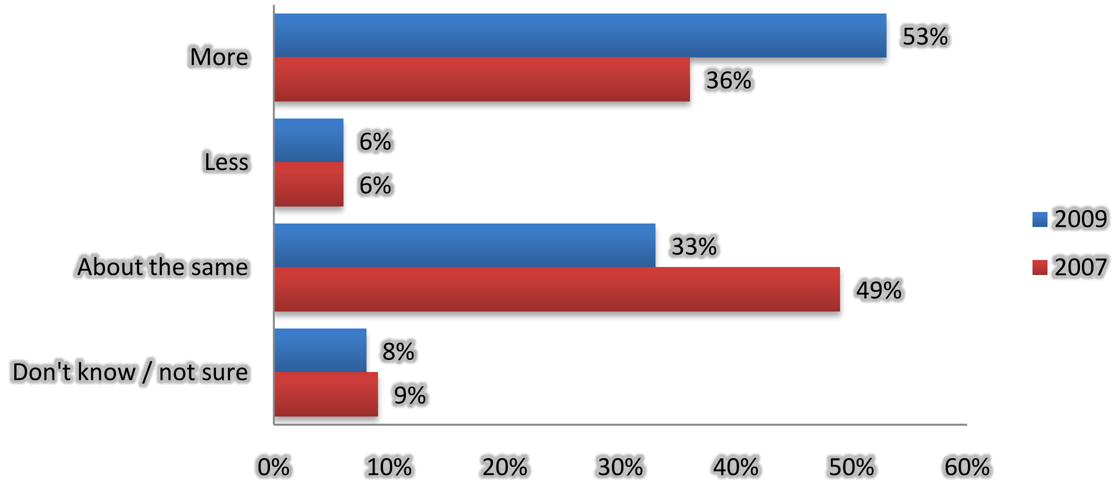
Unweighted base 2009-1082 2007-1202

Residents in high income areas are most likely to use the orange sack for kerbside recycling (77%) compared to those in low income areas (71%), as are non-BME residents (80% c.f. 66%). Owner occupiers are also far more likely to use the sacks (83%) than both Council tenants (56%) and housing association tenants (73%).

9.6.2 Usage of orange sacks compared to 2 years ago

Not surprisingly given the previous finding, the largest proportion of respondents state they have used the recycling sacks more in the last 2 years (53%, up from 36% in 2007). This increase is reflected in a decrease in the proportion that states their use of the sacks has stayed the same (33%, down from 49% in 2007).

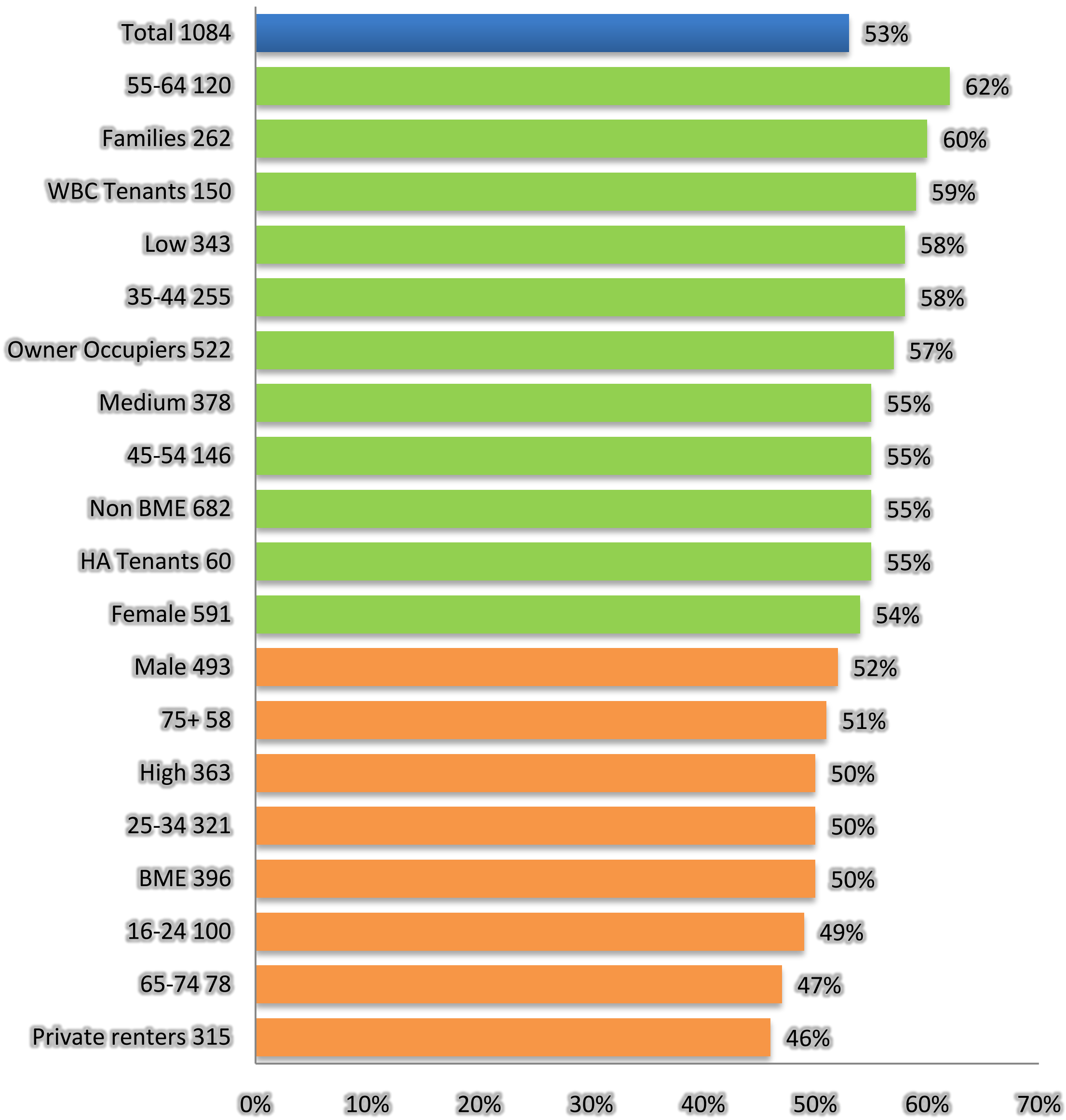
Figure 45: Has the use of recycling sacks increased, decreased or stayed the same over the last two years (All respondents that use sacks)



Unweighted base 2009-1084 2007-1202

Those residents in low income areas are significantly more likely to have used their recycling sacks more in the last 2 years (58% c.f. 50% high income areas). Private renters are the least likely to have increased their usage (46%).

Figure 46: Has the use of recycling sacks increased, decreased or stayed the same over the last two years by key demographics (All respondents that use sacks)

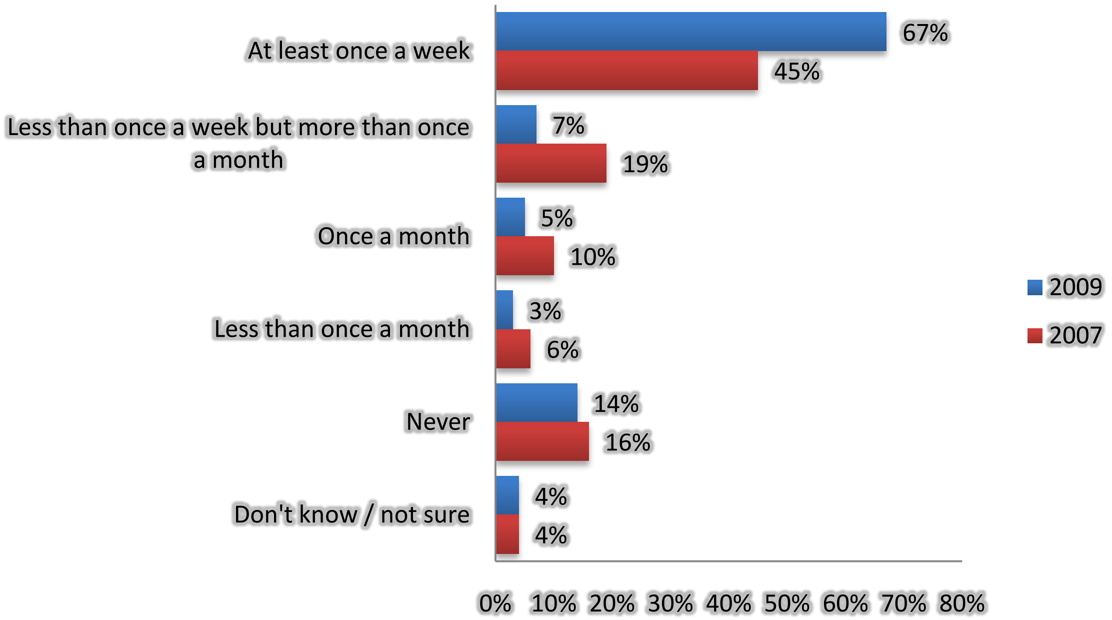


Unweighted bases by label

9.6.3 Usage of recycling bins

The usage of recycling bins has remained somewhat in line with that recorded in 2007 (43%; 45% in 2007). Since 2007, however, an additional code has been added to this question, „do not have any recycling bins" that was selected by a substantial 36% of the sample. This makes it difficult to make a comparison between the two years. Just 9% state they never use a recycling bin.

Figure 47: How often do you use recycling bins? (All respondents that have a recycling bin)



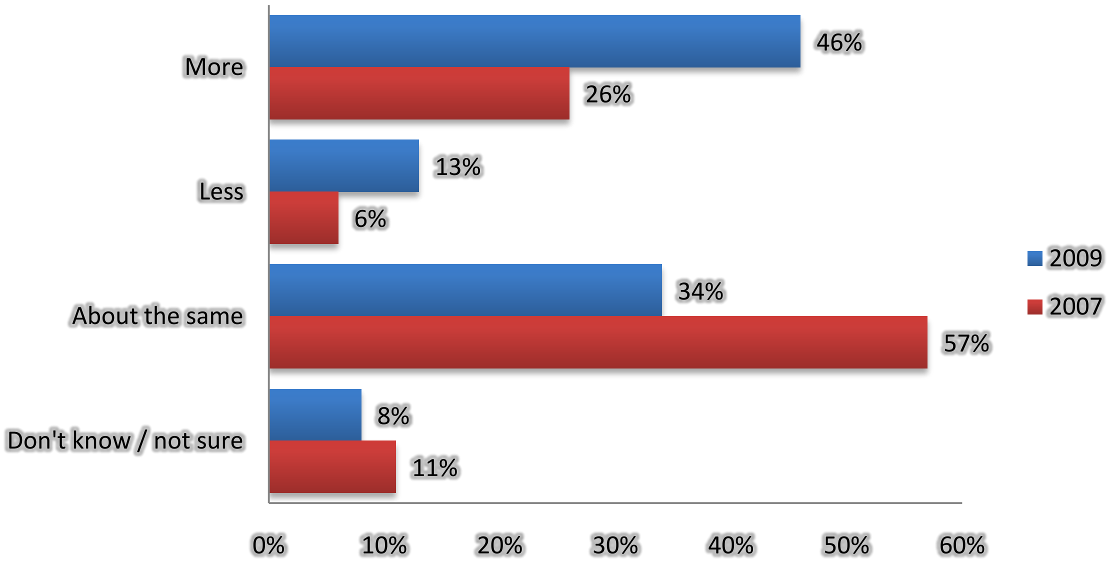
Unweighted base 2009-780 2007-1202

Opposite to what was found with regards to orange recycling sacks, residents of low income areas are more likely to use recycling bins at least once a week (58% c.f. 51% high and medium income areas). This is also the case for younger respondents (52% aged 16-24), BME respondents (47% c.f. 41% non-BME) and Council tenants (56% c.f. 38% owner occupiers).

9.6.4 Change in usage of recycling bins in the last two years

The use of recycling bins has increased substantially in the last two years, with a 20-percentage point rise since 2007 (46%, from 26% in 2007). These are encouraging findings that suggest recycling is very much on the up across the borough.

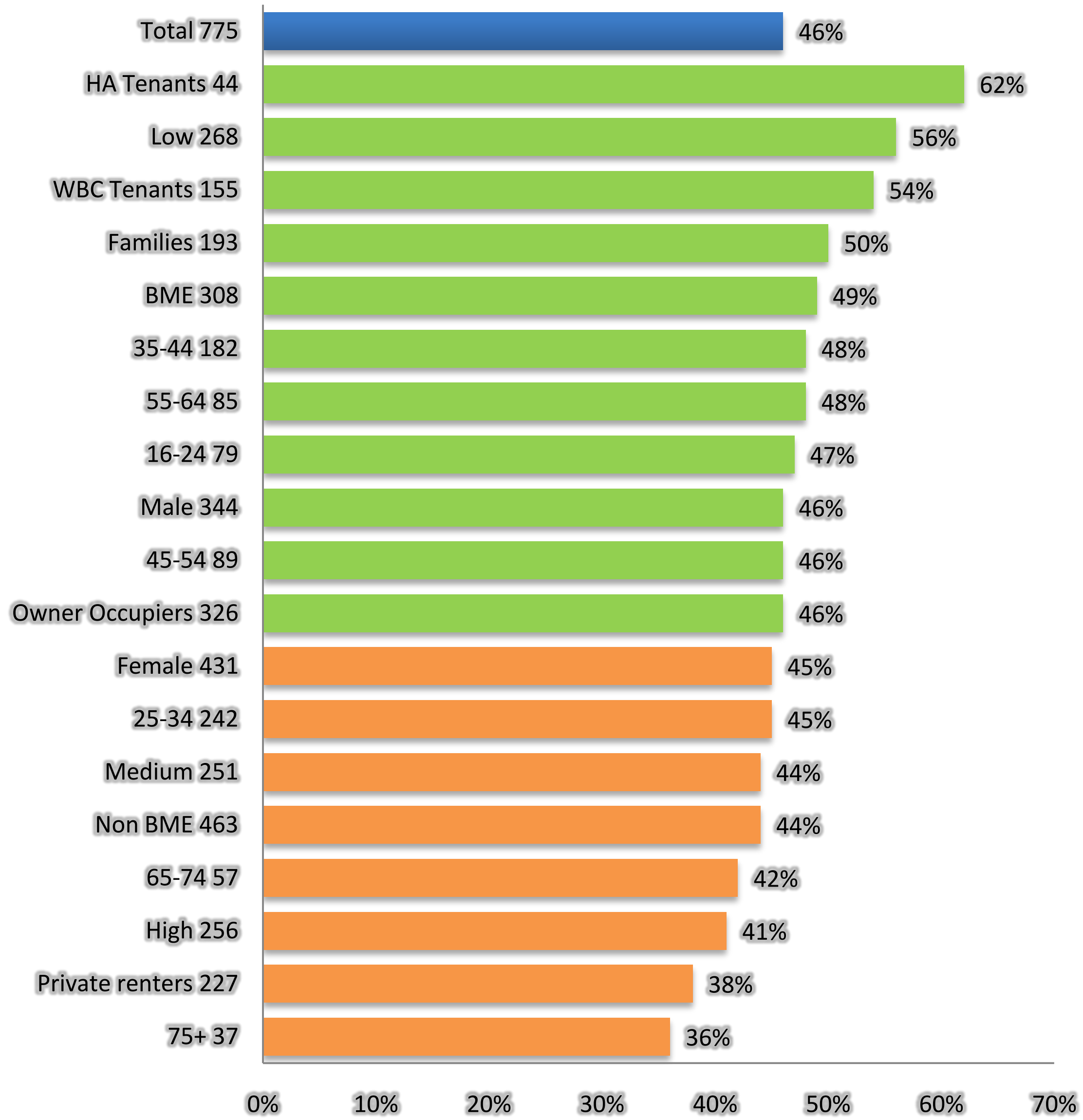
Figure 48: Has the use of recycling bins increased, decreased or stayed the same over the last two years? (All respondents that have a recycling bin)



Unweighted base: 2009-775 2007-1202

As with the previous finding, usage of recycling bins has increased substantially amongst those in low income areas over the last two years (56% c.f. 41% in high income areas). The same is apparent for those in housing association properties (62% c.f. 42% owner occupiers). As was the case for the use of recycling sacks, private renters are least likely to have used recycling bins more in the last two years (38%).

Figure 49: Has the use of recycle bins increased, decreased or stayed the same over the last two years by key demographics? (All respondents that have a recycling bin)

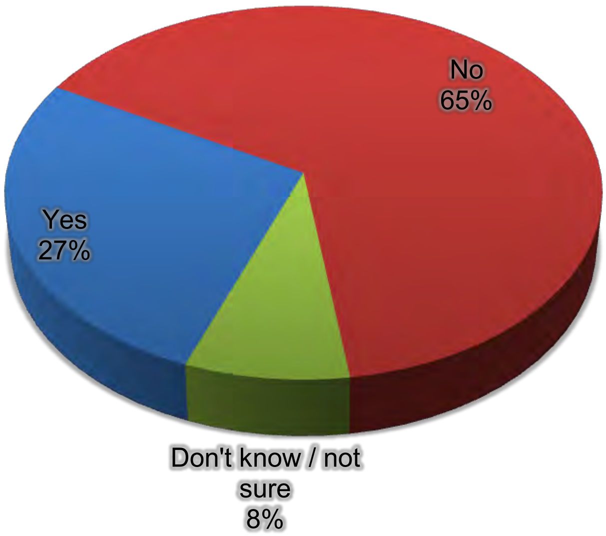


Unweighted bases by label

9.6.5 Factors to encourage recycling

In addition to the questions surrounding usage of recycling sacks and recycling bins, respondents were asked whether there is anything they would like to recycle but don‟t know how to at present. Over a quarter (27%, 13% in 2007) indicates that there are, whilst 65% state that there isn‟t anything they would like to recycle.

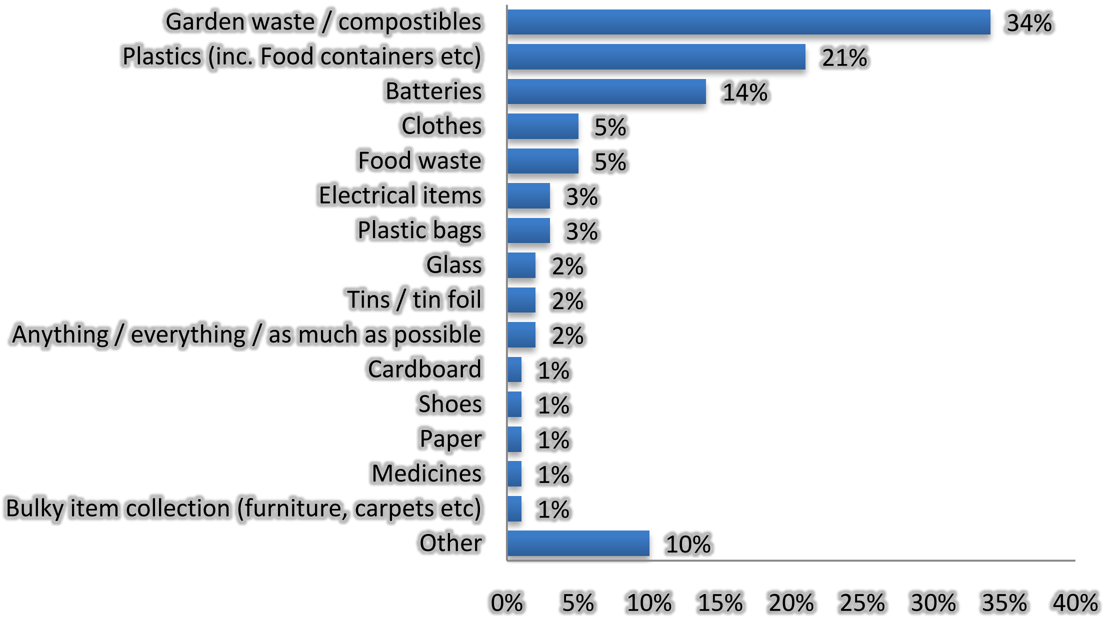
Figure 50: What, if anything, is there that you would like to recycle that you don’t know how to at present? (All respondents)



Unweighted base: 1210

Amongst those respondents that indicate that there are things they would like to recycle but don‟t know how to, were then asked to state which items this refers to. The highest proportion would like to recycle garden waste or compostables (34%, 49% in 2007), followed by plastic (21%, 40% in 2007) and batteries (14%, 11% in 2007).

Figure 51: Anything else would like to recycle? (All respondents)



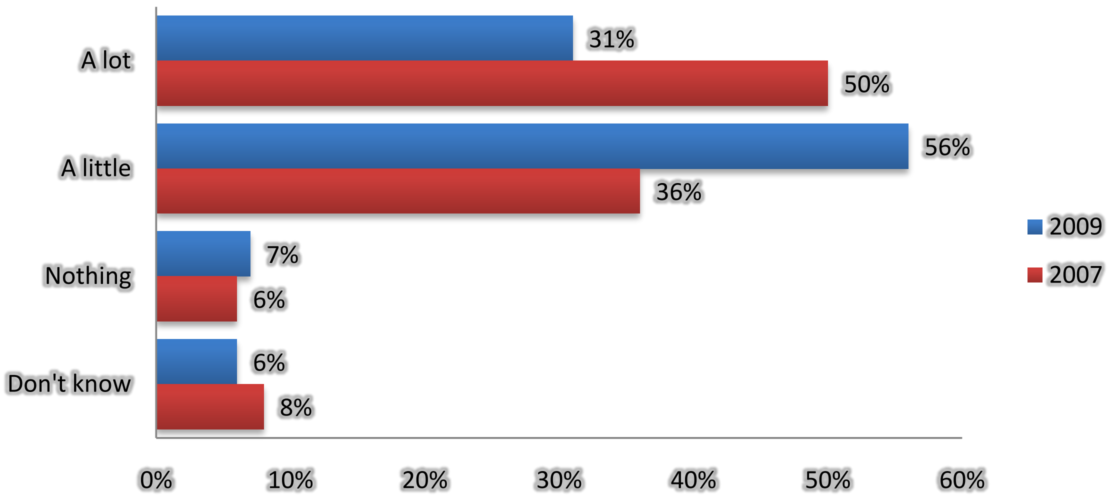
Unweighted base 339

9.6.6 How residents can contribute to reduced waste in the borough

All respondents were asked how much they think, as residents, they can do to reduce the amount of waste generated in the borough. Interestingly, given the fact that recycling has increased, there has been a large reduction in the proportion that feel they can do a lot to reduce the amount of waste (31%, down from 50% in 2007). This may be as a consequence of people being more aware of what they should be able to recycle, but cannot currently, as found previously. However, it is also most likely to be the result of shifting grounds, with residents simply seeing their recycling behaviour as the norm, where in 2005 and 2007 this was much less the case.

Over half (56%) feel they can contribute a little to reduce waste.

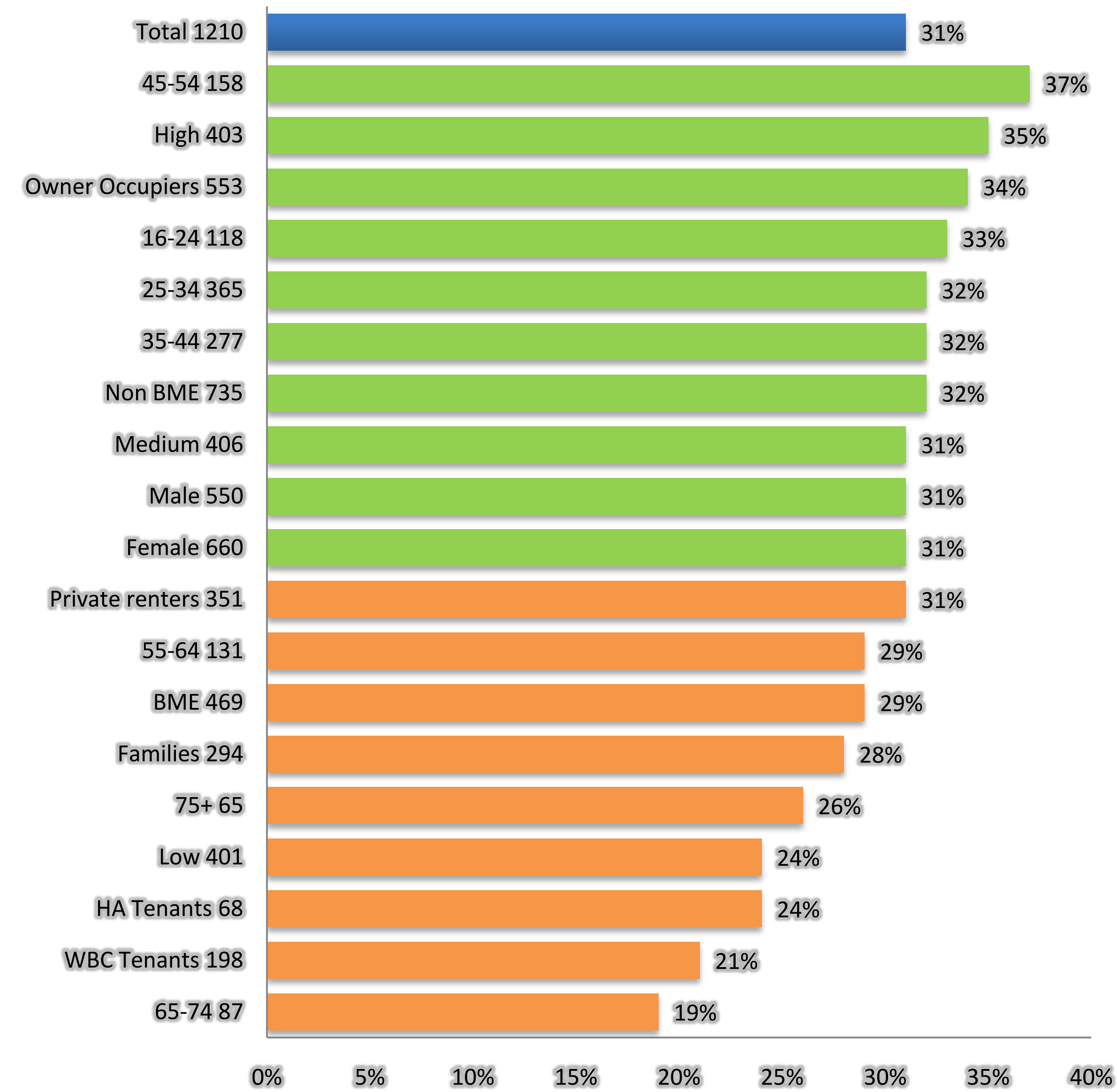
Figure 52: How much residents can do to reduce the amount of waste generated in Wandsworth (All respondents)



Unweighted base 2009-1210 2007-1202

Exploring variations by key demographics, the proportion of those aged 45-54 that feel they can do a lot is high at 37%, followed by those in high income areas (35%) and owner occupiers (34%). Those aged 65-74 (19%), Council tenants (21%) and housing association tenants (24%) are substantially less likely to feel they can do a lot.

Figure 53: How much residents can do to reduce the amount of waste generated in Wandsworth by key demographics - % a lot (All respondents)

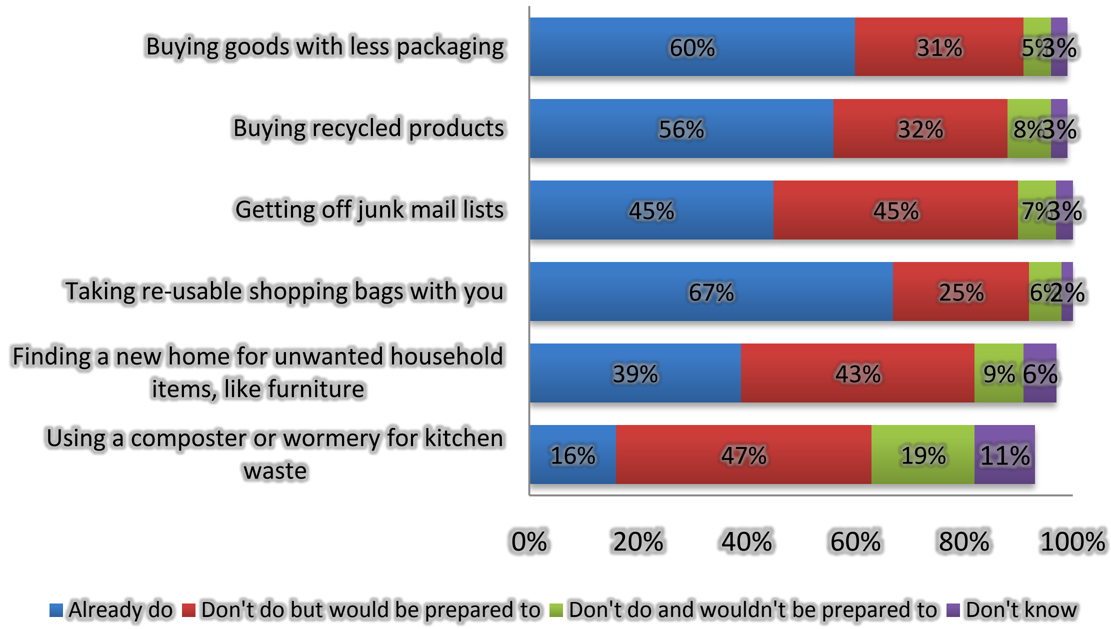


Unweighted bases by label

Respondents were asked whether or not they have done or thought of doing a range of activities to help towards waste reduction. Encouragingly, two thirds (67%, 23% in 2007) of residents already take re-usable shopping bags with them and three in five (60%, 36% in 2007) buy goods with less packaging. Indeed, all activities (except composter / wormery) have seen substantial increases in use since 2007.

Most importantly, however, are the large proportions of respondents that do not currently do the activity but would be prepared to. This is particularly the case for installing a composter / wormery for kitchen waste (47%), getting off junk mail lists (45%) and finding a new home for unwanted household items, like furniture (43%).

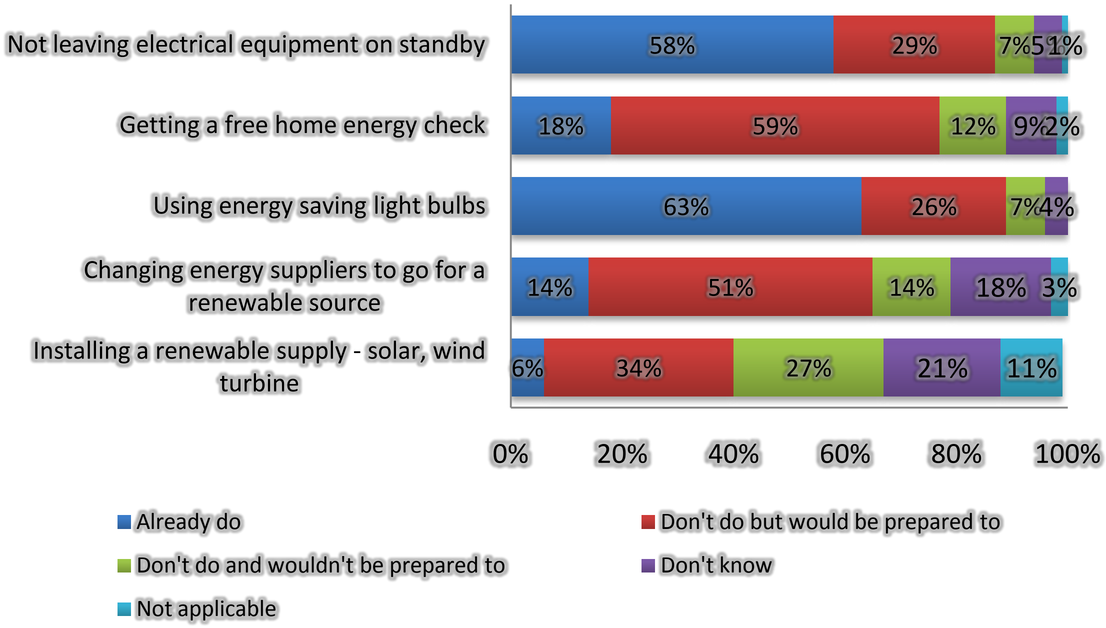
Figure 54: Which of these have respondents done or thought of doing towards waste reduction? (All respondents)



Unweighted bases vary

Exploring energy saving measures, there has been a substantial increase in the proportion of respondents that use energy-saving lightbulbs (63%, 38% in 2007). In addition, approaching three in five (58%) do not leave electrical equipment on standby, which is static since 2007 (58%) but still high.

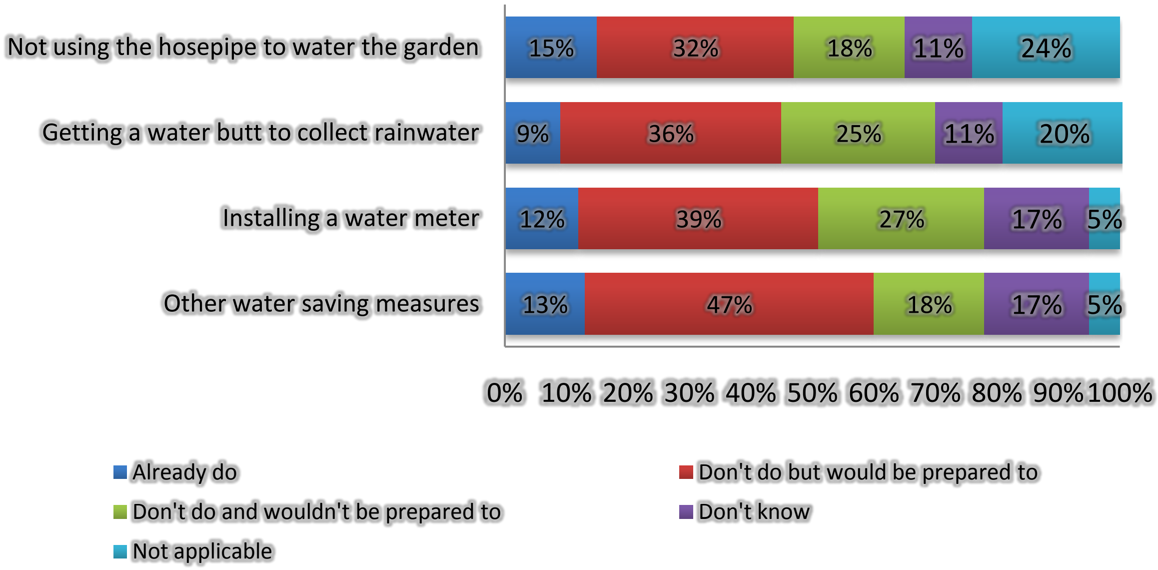
Figure 55: Which of the following have respondents done/thought of doing towards energy/climate change? (All respondents)



Unweighted bases vary

With regards to water saving measures, there have been noticeable increases in the proportion of respondents that wouldn't be prepared to install a water meter (27%, 13% in 2007) and get a water butt to collect rainwater (25%, 16% in 2007).

Figure 56: Which of the following have respondents done/thought of doing towards saving water? (All respondents)



Unweighted bases vary

10 Access to information

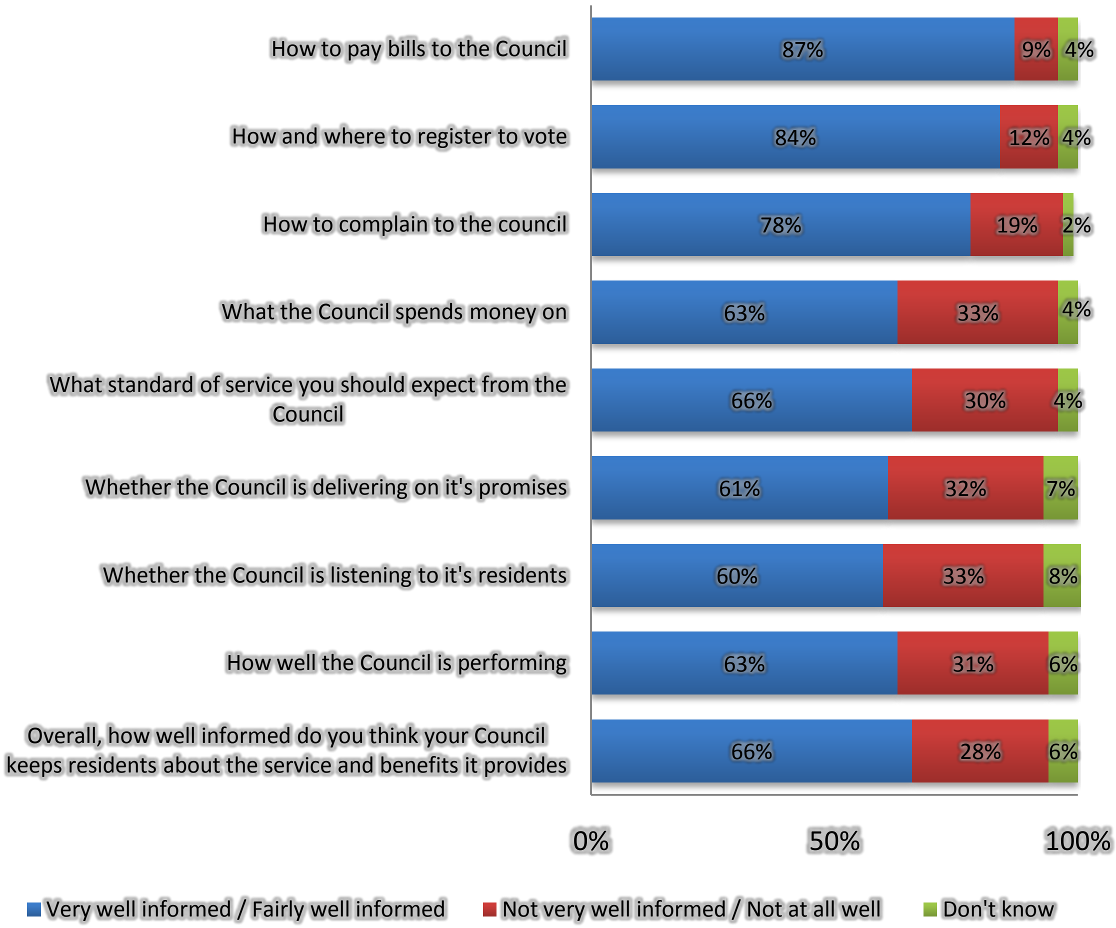
10.1 Introduction

This section of the report looks at how well informed residents feel about various aspects of the Council, the services the Council provides and the variety of sources that they use to find out this information. In addition, residents" use of the Internet is also explored.

10.2 Level to which residents feel informed

All respondents were asked how well informed they feel about a number of issues. There are encouragingly high levels of awareness of how to pay bills to the Council (87% very / fairly well informed), how and where to register to vote (84%), and how to complain to the Council (78%). The fact that the lowest level still stands at 60% (whether the Council listens to its residents) suggests that the Council is performing well at keeping residents informed.

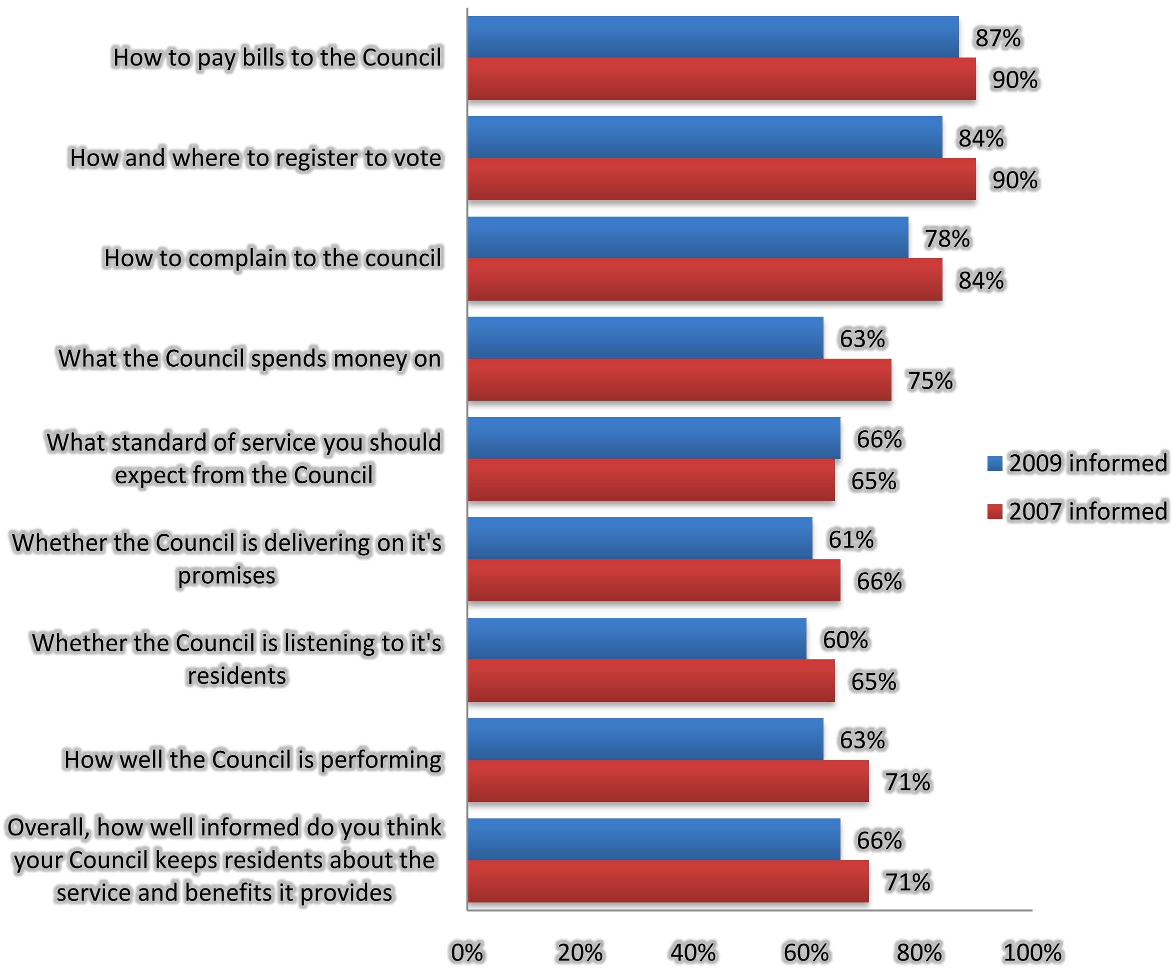
Figure 57: How well informed respondents feel about the following (All respondents)



Unweighted base 1210

Exploring how these levels have changed since 2007, there have been slight reductions in the proportion that feel very / fairly well informed of all aspects, except what standard of service you should expect from the Council (66%, 65% in 2007). Indeed, there are particularly noticeable falls in awareness of what the Council spends money on (63%, 75% in 2007), how well the Council is performing (63%, 71% in 2007), and how to complain to the Council (78%, 84% in 2007). Although levels of awareness still remain high, the falls since 2007 require exploration by the Council to ensure levels do not continue in this vein.

Figure 58: How well informed respondents feel about the following - change in % informed since 2007 (All respondents)



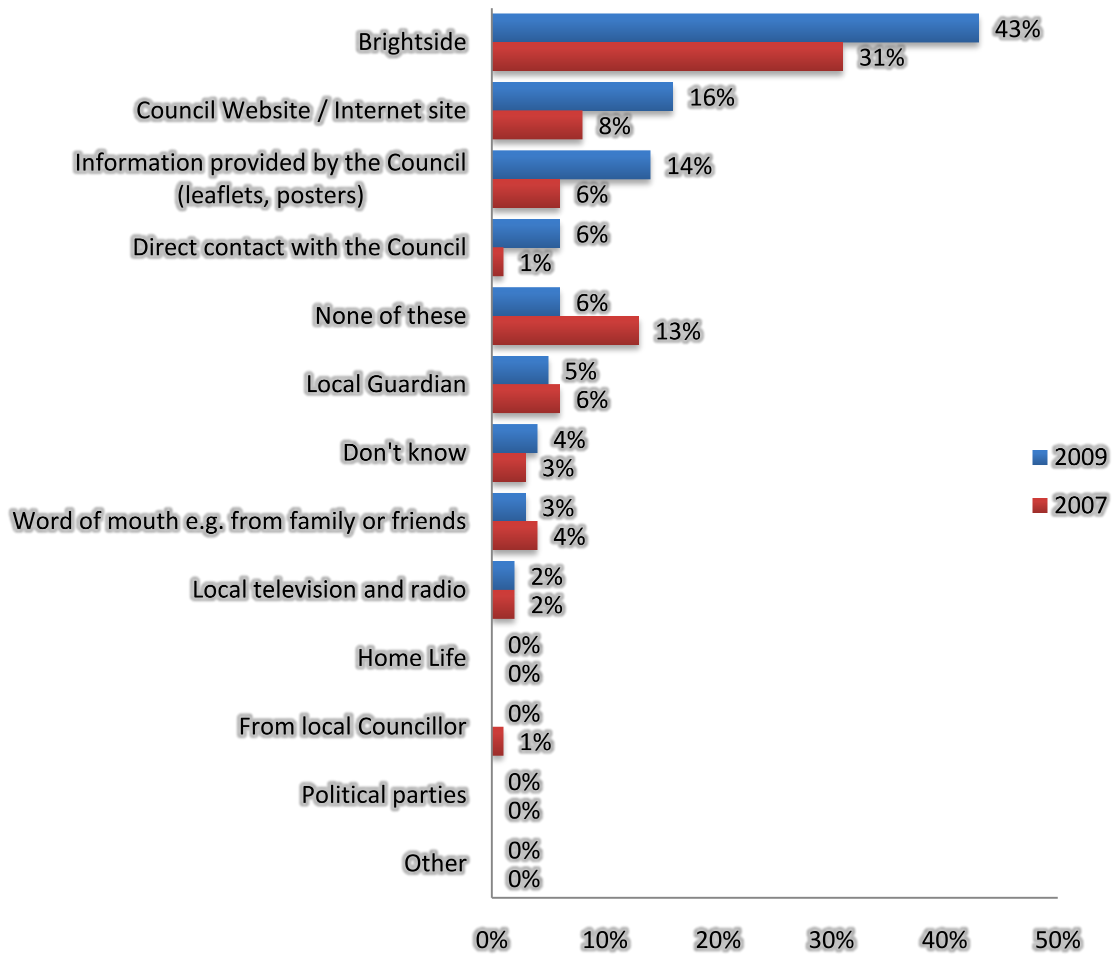
Unweighted base: 2009-1210 2007-1202

10.3 Sources of information

10.3.1 Current sources used

A useful measure, especially when identifying how best to keep residents informed and to ensure awareness levels do not continue to fall, is to find out which sources of information are currently used to find out about the local Council. Brightside is the most commonly used (43%) and more so than in 2007 (up 12-percentage points, from 31%). The use of the Council website / Internet site has doubled (16%, 8% in 2007), and information provided by the Council (leaflets, posters) has also increased (14%, from 6% in 2007). These are surprising findings given the previous discovery that residents feel less informed than they did in 2007.

Figure 59: Sources of information used to find out about the local council % change since 2007 (All respondents)



Unweighted base 2009-1210 2007-1202

10.3.2 Preferred sources

In addition, residents were asked to identify which sources of information they would prefer to use to find out about both day-to-day matters (e.g. reporting litter and other problems) and major matters (e.g. planning policy).

Current sources of information used to find out about the Council include Brightside (43%, 31% in 2007) and the Council website / Internet (16%, 8% in 2007). The increase in use of these sources is surprising given the finding that residents feel less informed. Respondents would prefer to be kept informed via information provided by the Council (49% for day-to-day matters and 51% for major matters). Preference for the Council website / Internet has increased with regards to providing information on day-to-day matters (16%, 9% in 2007) and on major matters (17%, 11% in 2007 respectively).

Table 12: Sources of information respondents would prefer to use to find out about day to day matters and major matters (All respondents)

	Day to day matters	Major matters
Local media (newspapers, television, radio)	13%	10%
Information provided by the Council (newspaper / magazine , leaflets, posters)	49%	51%
Council Website / Internet site	16%	17%
Other local websites	2%	2%
From local Councillor	1%	1%
Political parties	*%	*%
Public meetings	1%	1%
Direct contact with the Council	6%	6%
Word of mouth e.g. from family or friends	1%	1%
Other	*%	*%
None of these	6%	6%
Don't know	5%	5%
Unweighted base 1210		

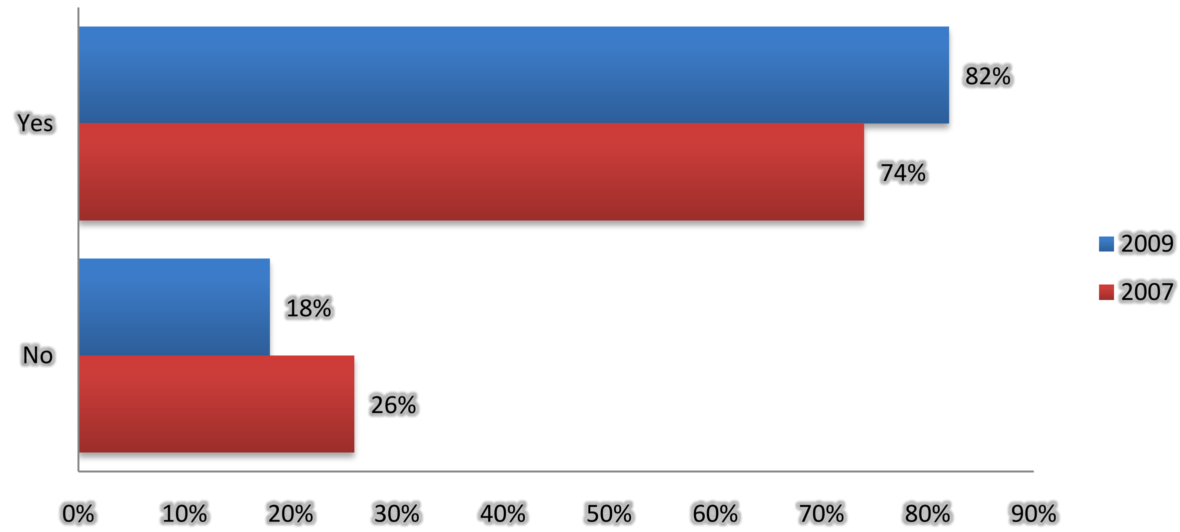
Residents in low income areas are significantly less likely to see information provided by the Council as a preference (44%) than those in high income areas (51%), although this remains their most preferred source. The opposite is the case for BME residents, with higher levels preferring information provided by the Council (53% c.f. 47% non-BME) and lower levels preferring the Council website / Internet (11% c.f. 19% non-BME).

10.4 Internet use

The use of the Internet has continued to rise since 2005, and has done so again in 2009 (82%, 74% in 2007 and 71% in 2005). Less than one in five (18%) residents does not have access to the Internet.

As in 2007, respondents of high income areas are most likely to have access to the Internet (86%, 82% in 2007), compared to 74% of those in low income areas. Higher levels of usage are also apparent amongst those aged 25-34 (92%), reducing considerably amongst those aged 65-74 (42%) and 75+ (25%). Just 58% of Council tenants have access, compared to 87% of owner occupiers, but this is way up on that achieved in 2005 and for the first time suggests that online methods will hit more than half of tenants.

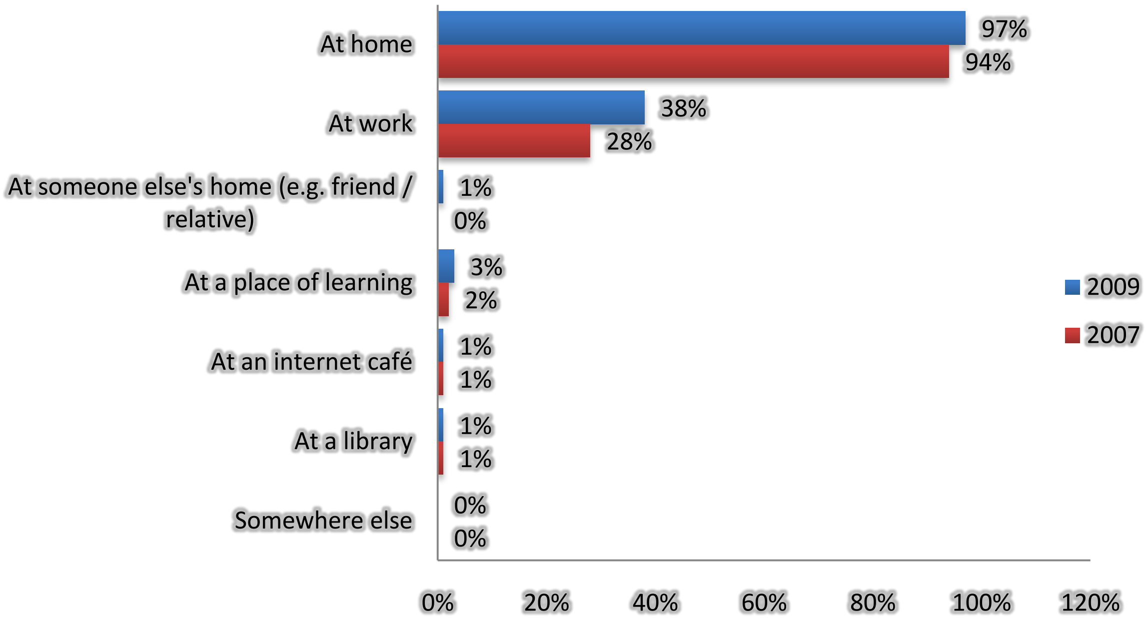
Figure 60: Respondents who currently have access to the Internet (All respondents)



Unweighted base: 2009-1210 2007-1202

By far the largest proportion of respondents that have access to the Internet do so within their home (97%), followed by at work (38%).

Figure 61: Where respondents currently use the internet (All respondents who have access to the Internet)



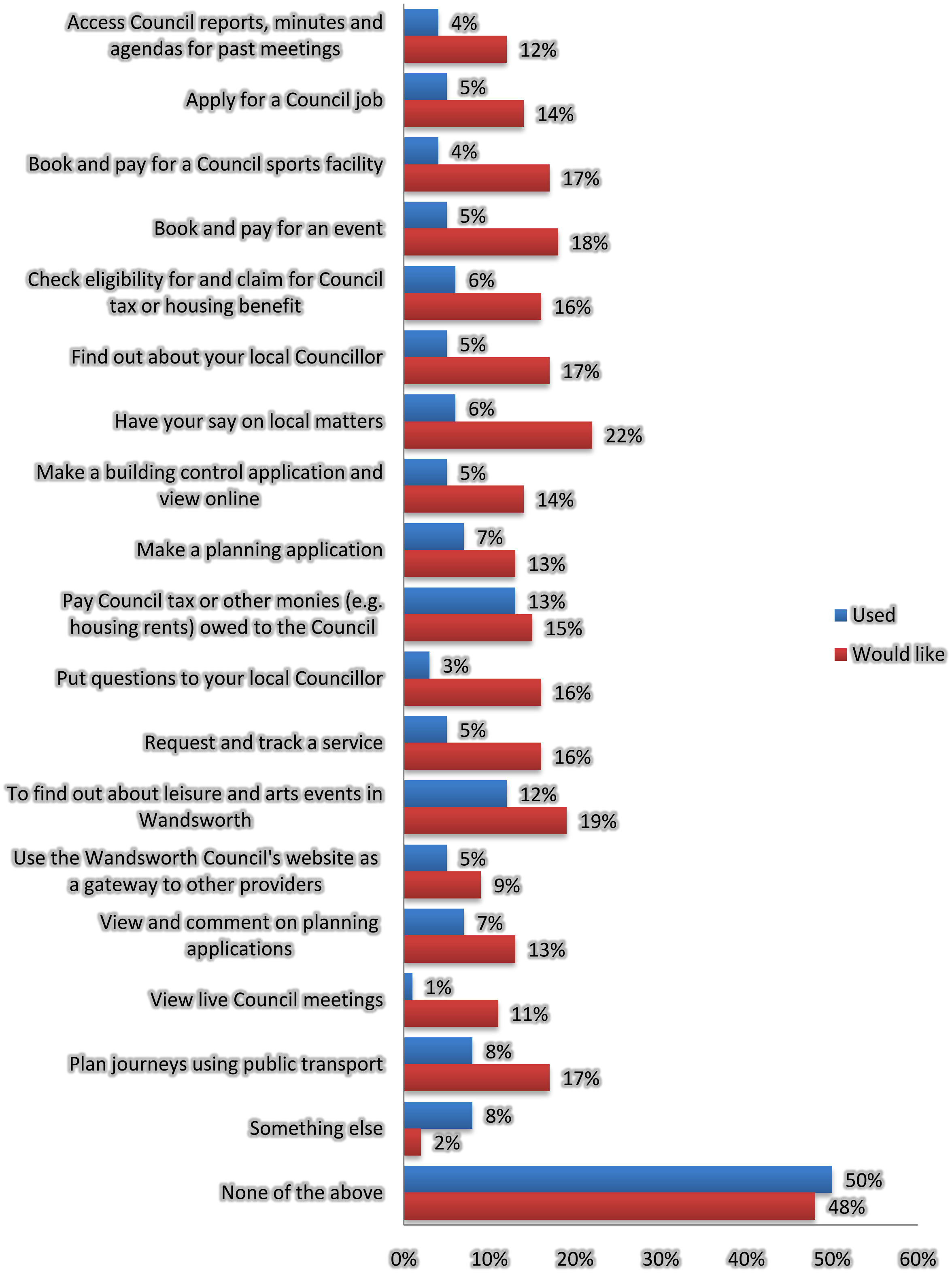
Unweighted base: 2009-959 2007-821

10.4.1 Use of the Council website

Amongst those respondents that have access to the Internet, they were presented with a list of services provided by the Council‟s website and asked whether they had used these services and/or would like to be able to do so.

Half (50%) of Internet users have not used any of the services provided by the Council website. Indeed, 48% would not like to be able to do so. It is immediately apparent that there are higher proportions of respondents that would like to be able to use each of the services than do so currently, which is encouraging. This is particularly the case for „have your say on local matters‟ (6% do so currently, 22% would like to), and „put questions to your local councillor‟ (3% do so currently, 16% would like to). It is a requirement of the Council, then, to better promote the availability and access of these types of services on the website, especially amongst those groups of people most likely to have access to the Internet.

Figure 62: What internet services respondents have used and which they would like to be able to access (All respondents who have access to the Internet)



Unweighted base: 959

Respondents that do not currently have access to the Internet were asked whether they thought they would within the next two to three years. The large majority (72%, 56% in 2007) do not intend to get access, with just 17% stating they will. If this happens, this will increase Internet usage to c85%.

Respondents aged 16-24 (56%) are significantly more likely to intend to have access to the Internet, whilst the same can be said for those in Council accommodation (25%), and the economically active (36%). Older residents are those most likely to not want to have Internet access (86% aged 55-64, 94% aged 65-74, and 90% aged 75+).

Figure 63: Respondents who think they will have internet access in next two to three years (All respondents who do not have access to the Internet)

Unweighted base: 251

11 Contacting the Council

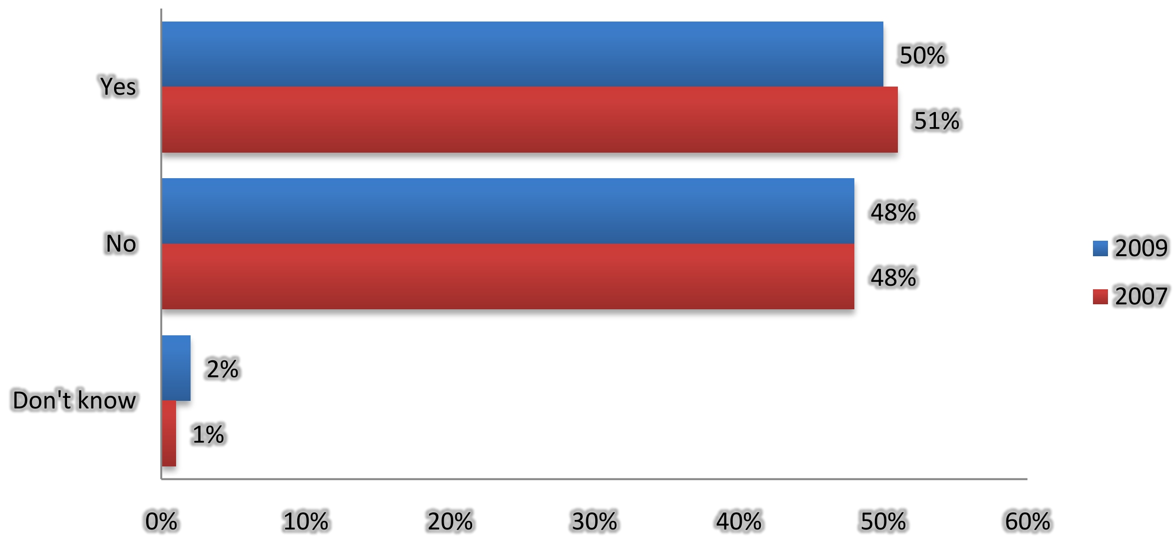
11.1 Introduction

This section will look at whether or not respondents have contacted the Council in the last 12 months, the methods that were used to do so and their satisfaction levels with the contact experience. Contact preferences will also be examined.

11.2 Contact with the Council

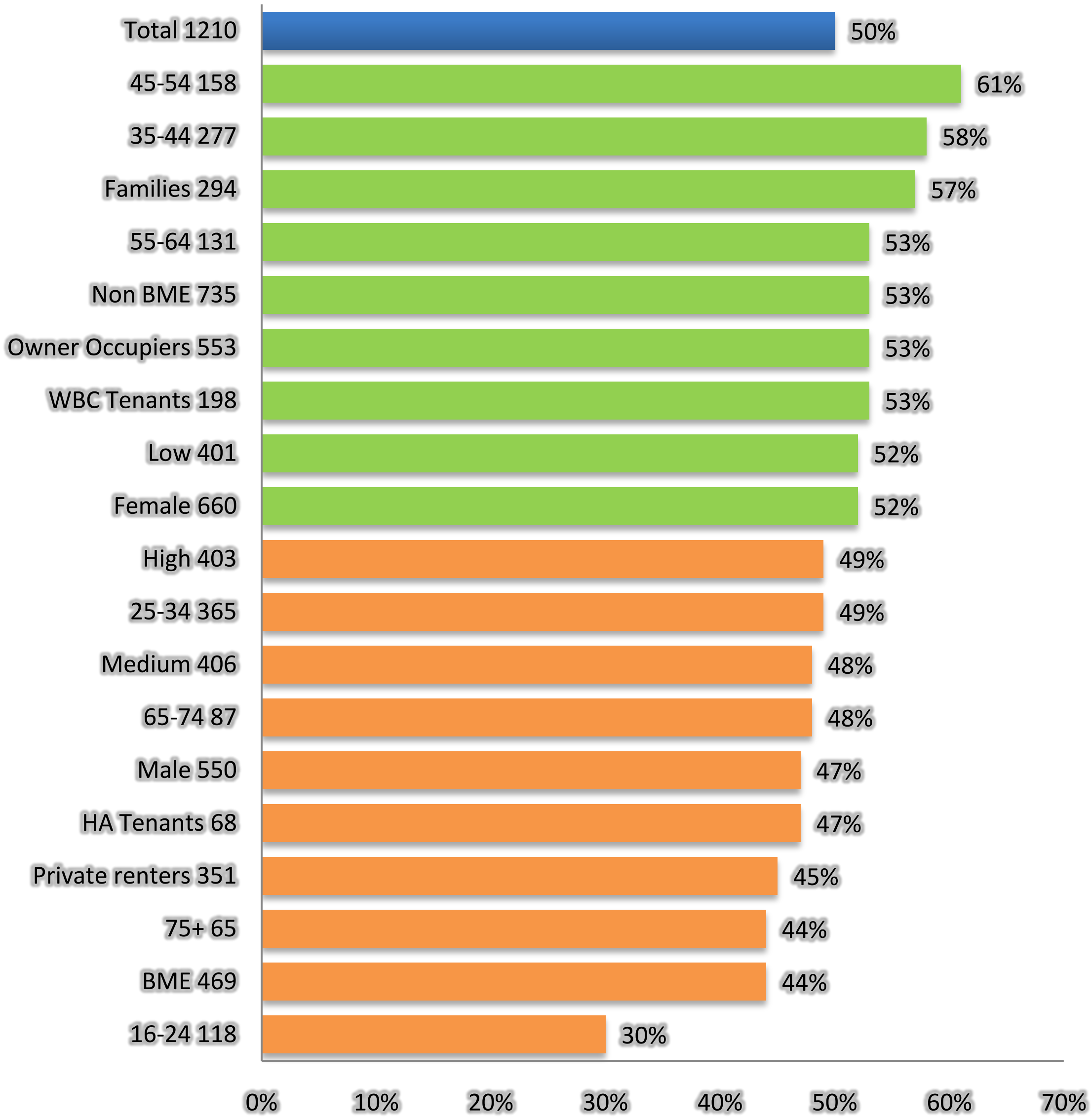
Half (50%) of respondents have contacted the Council in the last 12 months, which is in line with that recorded in 2007 (51%). A greater level of contact was apparent from those aged 45-54 (61%), and 35-44 (58%), and non-BME residents (53% c.f. 44% BME). Private renters are substantially less likely to have contacted the Council (45% c.f. 53% owner occupiers and 53% Council tenants), as are those aged 16-24 (30%).

Figure 64: Contact with the council in last 12 months (All respondents)



Unweighted base: 2009-1210 2007-1202

Figure 65: Contact with the council in last 12 months by key demographic (All respondents)

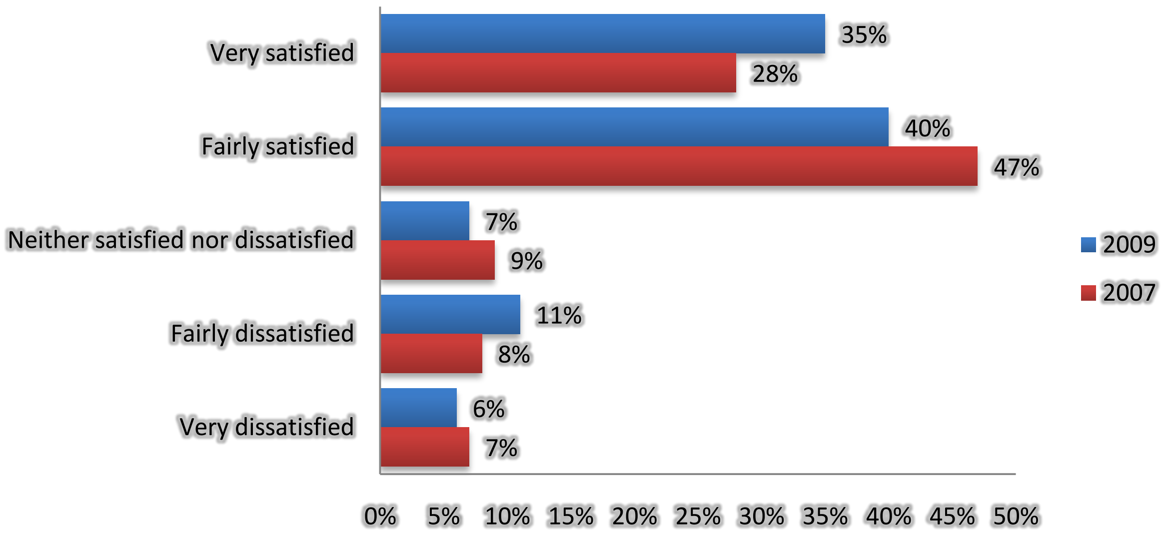


Unweighted bases by label

11.3 Satisfaction with query handling

Respondents who have contacted the Council in the last 12 months were then asked how satisfied they were with how their last query was dealt with. Three quarters (75%) of respondents were satisfied, which is the same as was achieved in 2007 (75%). However, it is encouraging to note that the proportion who was very satisfied has increased by 7-percentage points (35%, 28% in 2007). One in six (17%) residents shows some level of dissatisfaction.

Figure 66: Satisfaction with the way in which your query was dealt with (All respondents)

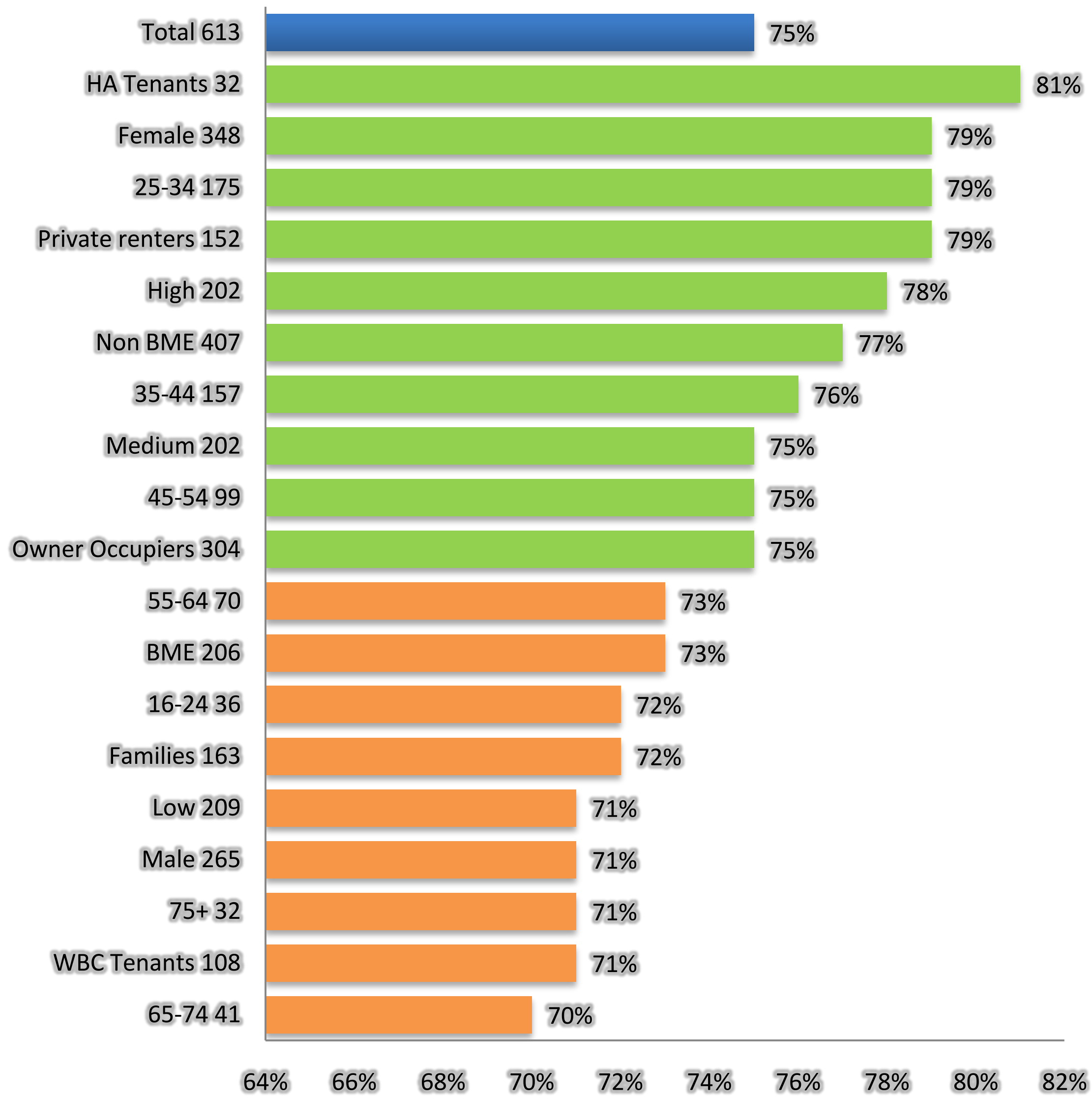


Unweighted base: 2009-613 2007-584

Levels of dissatisfaction are highest amongst males (20% c.f. 15% females), those aged 65-74 (25%), those not in employment (23%), and those dissatisfied with their local area (33% c.f. 15% satisfied).

It is apparent from the figure below that levels of satisfaction are highest amongst housing association tenants (81%) and private renters (79%), females and those aged 25-34 (both 79%).

Figure 67: Satisfaction with the way in which your query was dealt with by key demographic (All respondents)



Unweighted bases by label

11.4 Preferred method of contact

All respondents were asked how they would prefer to contact the Council in the future and given a list of options from which to choose.

As in 2007, telephone is the most preferred option (76%), followed by email (10%) and in person (8%).

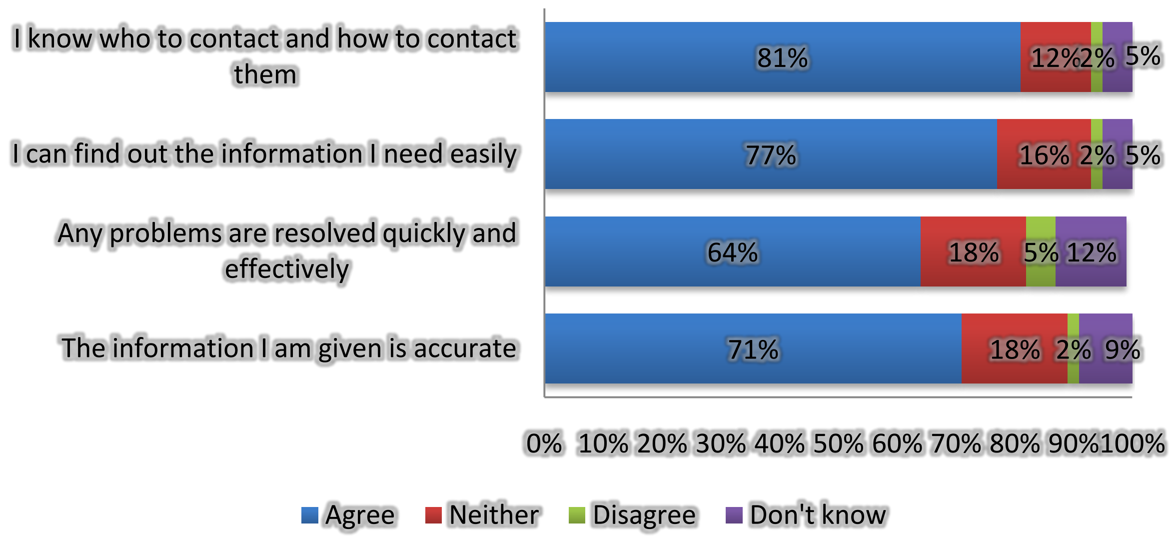
Table 13: How respondents would prefer to contact the council (All respondents)

	2009	2007	% change since 2007
In person	8%	9%	-1%
By telephone	76%	78%	-2%
By email	10%	7%	+3%
Via website / internet	3%	3%	-
By letter	2%	2%	-
Other	1%	-	-
Unweighted base: 1210			

11.5 General perceptions of the contact experience

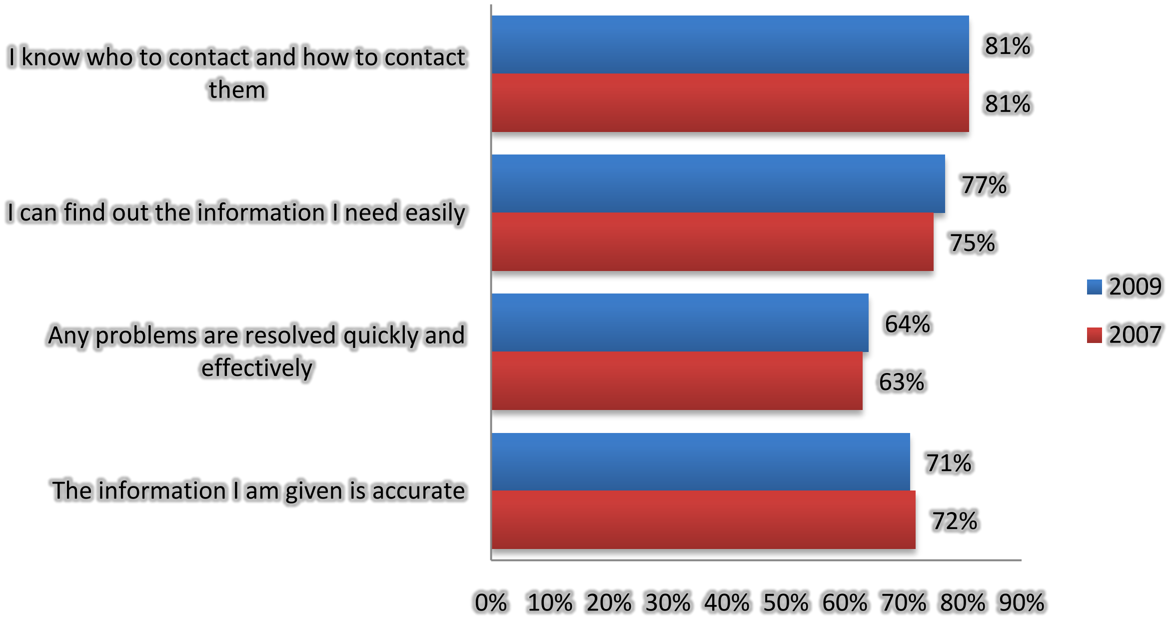
All respondents, even if they haven't contacted the Council, were presented with a list of statements and asked to rate their level of agreement or disagreement with each. Four in five (81%) respondents agree that they know who to contact and how to contact them. This is the same as was achieved in 2007 (81%). Over three quarters (77%, 75% in 2007) agree they can find out information they need easily, whilst 71% (72% in 2007) feel the information they are given is accurate.

Figure 68: Levels of agreement with statements regarding contacting the Council (All respondents)



Unweighted base: 1210

Figure 69: Levels of agreement or disagreement with statements regarding the council change in % agree since 2007 (All respondents)



Unweighted base: 2009-1210 2007-1202

Where respondents stated a level of disagreement with any of the statements above, they were asked to explain their reasons. The reasons behind each statement are presented separately. NB, caution must be exercised when assessing tables 14-17 due to low sample bases.

Regarding the statement „I know who to contact and how to contact them", 25% disagree with this statement because there is no directory provided / it is not kept updated.

Table 14: Levels of disagreement with statements about contacting the council – I know who to contact and how to contact them (All respondents)

REASON	
Passed around different departments	7%
Received incorrect bills	6%
Directory not provided / kept updated	25%
Information is confusing / contradictory	3%
Poor customer service / unprofessional	5%
Unweighted base: 31	

With regards to the statement „I can find information easily", 11% disagree because they were passed around different departments, whilst 10% did so because they were left „on hold" for too long.

Table 15: Levels of disagreement with statements about contacting the council - I can find out the information I need easily (All respondents)

REASON	
Passed around different departments	11%
Given incorrect information / advice	6%
Left 'on hold' for too long	10%
They never reply	3%
Received incorrect bills	2%
Directory not provided / kept updated	3%
Information is confusing / contradictory	6%
Poor customer service / unprofessional	6%
Unweighted base: 31	

With regards to the statement „any problems are resolved quickly and effectively", 40% feel the query took too long to resolve (i.e. carrying out repairs).

Table 16: Levels of disagreement with statements about contacting the council - Any problems are resolved quickly and effectively (All respondents)

REASON	
Passed around different departments	3%
Given incorrect information / advice	2%
Left 'on hold' for too long	2%
They never reply	8%
Received incorrect bills	5%
Take too long resolving queries / problems (carrying out repairs)	40%
Poor customer service / unprofessional	10%
Unweighted base: 73	

Finally, regarding the statement „the information I am given is accurate", 17% were given incorrect information / advice, whilst 11% found the information to be confusing and contradictory.

Table 17: Levels of disagreement with statement about contacting the council - The information I am given is accurate (All respondents)

REASON	
Passed around different departments	3%
Given incorrect information / advice	17%
Received incorrect bills	2%
Take too long resolving queries / problems (carrying out repairs)	7%
Information is confusing / contradictory	11%
Poor customer service / unprofessional	6%
Unweighted base: 31	

12 Budgets

12.1 Introduction

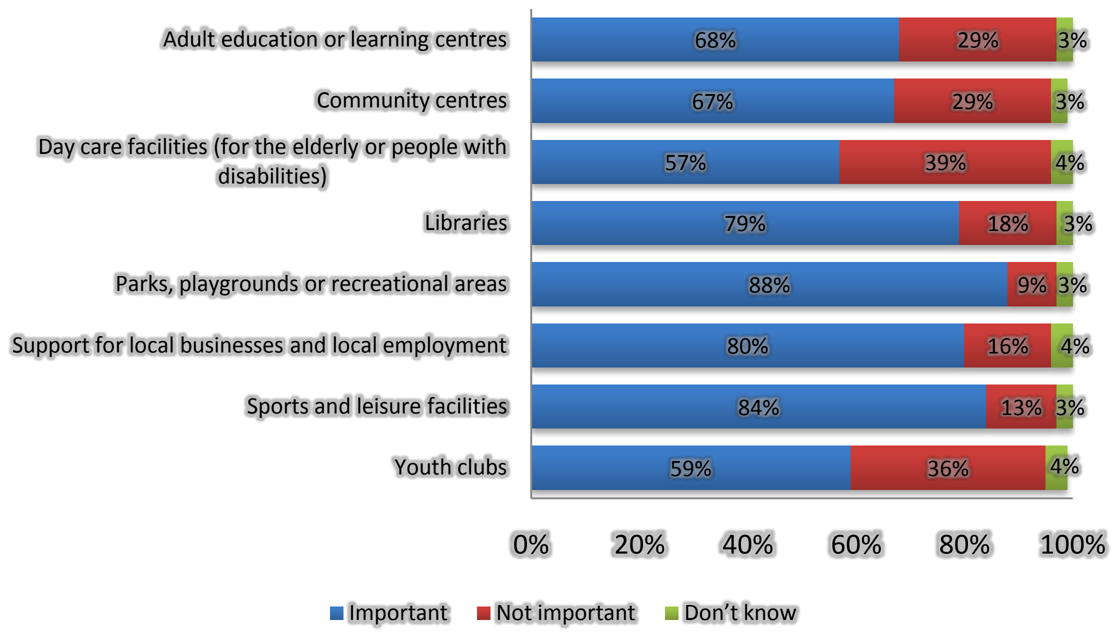
A new section introduced to the survey in 2009 explores budget preferences and how residents would like to see their Council tax spent.

12.2 Importance of services

To give an indication of priorities when it comes to designating budgets, respondents were asked how important or unimportant certain non-statutory services are to them personally and to their community.

Exploring the importance on themselves personally, there are found to be variations in opinion, with high levels of importance placed on parks, playgrounds or recreational areas (88%), as well as sports and leisure facilities (84%). However, less importance is placed on day care facilities (for elderly people or those with disabilities) (57%) and youth clubs (59%).

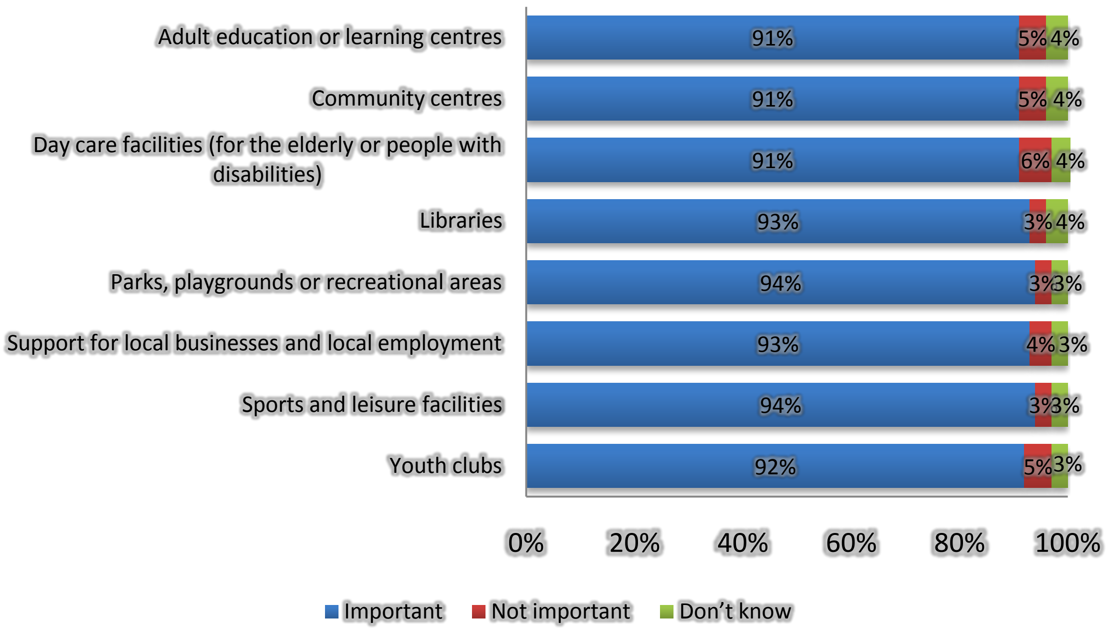
Figure 70: How important or unimportant are the following services to you personally? (All respondents)



Unweighted base 1210

When exploring the importance of each of these factors on the community, over nine in ten respondents feel the services are important, with no one service standing out as a priority from the rest.

Figure 71: How important or unimportant are the following services to your local community? (All respondents)



Unweighted base: 1210

12.3 Council tax usage

It was seen as important by the Council to explore attitudes towards the future of Council tax, giving a wider perspective on the balance that would be required between increasing Council tax in order to improve services and vice versa.

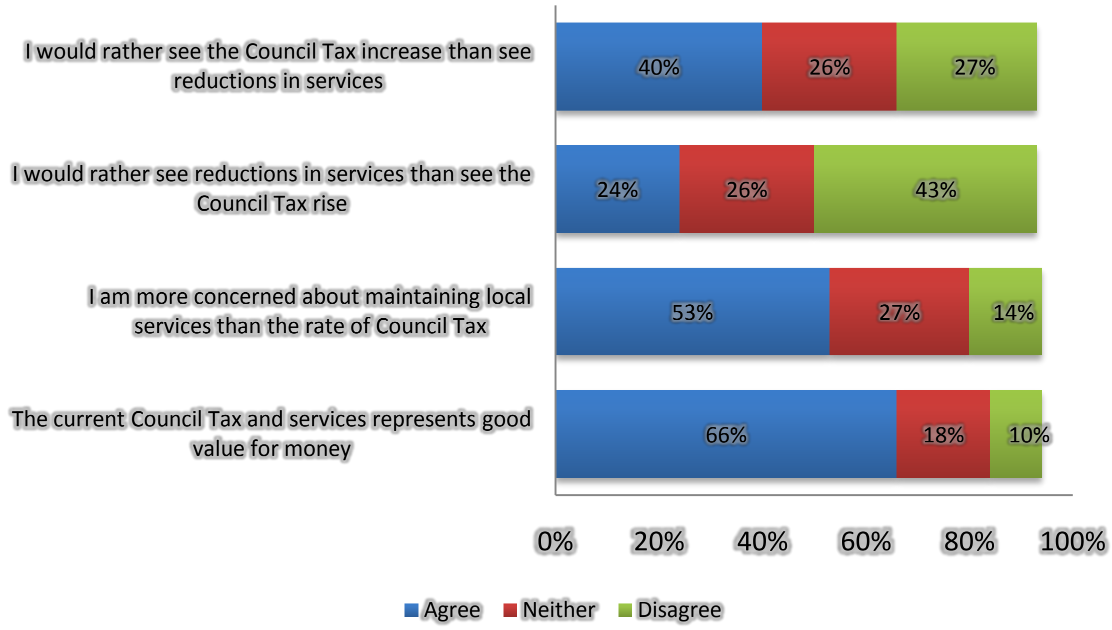
As such, respondents were presented with a list of statements and asked to rate their level of agreement with each. Two thirds (66%) of respondents agree the current level of Council tax represents good value for money. This is higher for those in high income areas (72% c.f. 59% medium and low income areas), as well as for older residents (78% aged 65-74), non-BME respondents (69% c.f. 59% BME), and owner occupiers (69% c.f. 49% Council tenants).

It is clear that residents place the importance of local services above that of the rate of Council tax. For example, 53% agree that they are more concerned about maintaining local services than the rate of Council tax, whilst 40% would rather see the Council tax increase than see reductions in services. Indeed, when considering whether residents would like to see a reduction in services than see the Council tax rise, there is a negative balance score (24% agree, 43% disagree; -19-percentage points). Considering the statement „I would rather see the level of Council tax increase than see a reduction in services" some key demographic variations exist:

- In high income areas, 45% agree and 24% disagree with the statement, whilst in low income areas 33% agree and 32% disagree.

- Of those that are economically active, 43% agree and 26% disagree. Comparable figures for the economically inactive are 35% and 29%
- Amongst owner-occupiers, 48% agree and 24% disagree. Private tenants have more mixed views (38% agree and 30% disagree) whilst Council tenants are significantly the most negative on this statement (25% agree and 32% disagree).
- The above is reflected in results for ethnic groups. Of white residents, 43% agree and 23% disagree compared with 28% and 39% respectively for black residents.

Figure 72: Levels of agreement or disagreement with the following statements (All respondents)



Unweighted base: 1210

13 Libraries

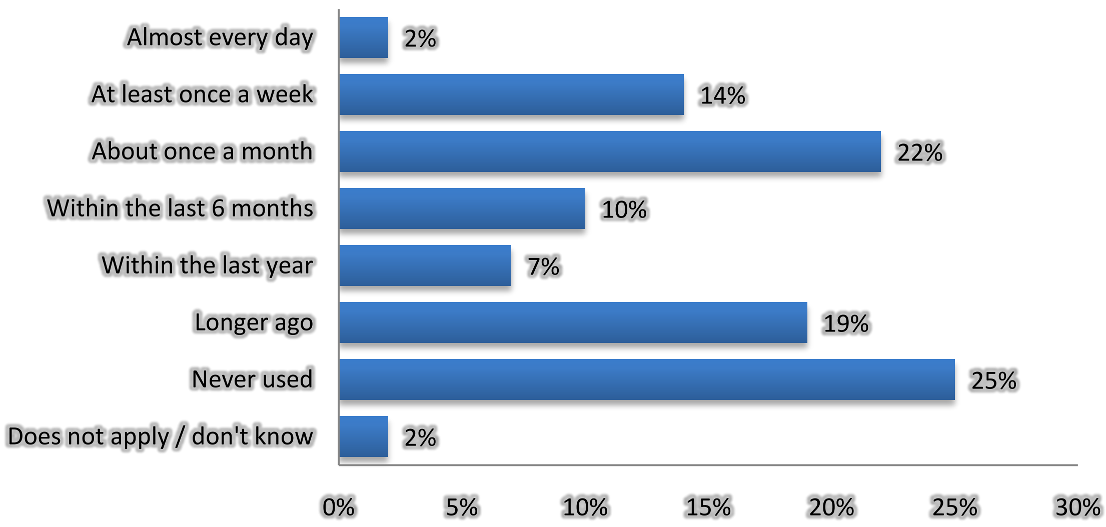
13.1 Introduction

Another new section introduced into the 2009 survey was exploring the potential opening hours of libraries on Sundays and current levels of usage.

13.2 Current usage of libraries

Respondents were asked how often they use the library. Approaching two in five (38%) residents use the library at least once a month, with 16% using it at least once a week. Over two in five (44%) respondents have either never used the library or used it longer ago than a year.

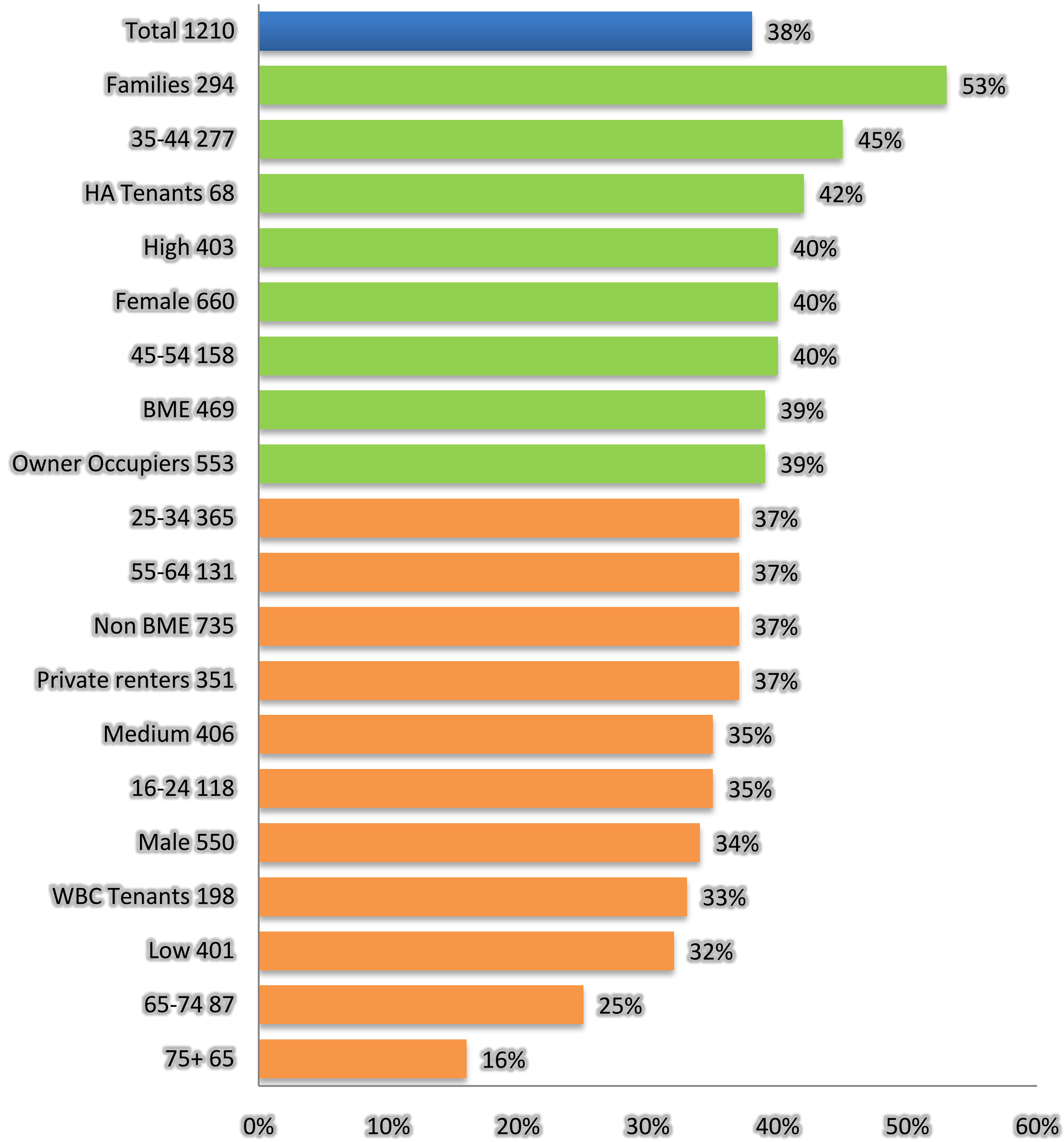
Figure 73: Respondents use of the library (All respondents)



Unweighted base: 1210

Exploring variations in usage by key demographic groups, the following figure presents the proportion that visit a library at least once a month. Households with children (families) (53%) are most likely to use the library, as are those aged 35-44 (45%), and housing association tenants (42% c.f. 33% Council tenants). Those in high income areas are also most likely to visit the library (40% c.f. 32% low income areas).

Figure 74: How often respondents use the library by key demographics - % at least once a month (All respondents)

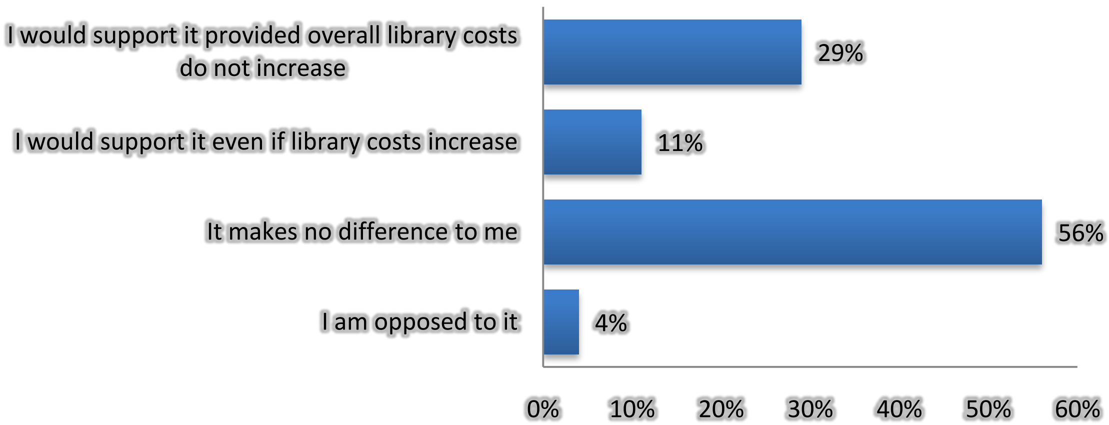


Unweighted bases by label

13.3 Sunday opening hours

Exploring the preferences of residents with regards to the proposal to open libraries on Sundays, the highest proportion (56%) feels it would make no difference to them. Three in ten (29%) residents would support the proposal provided library costs did not increase, whilst 11% support the proposal even if costs did increase.

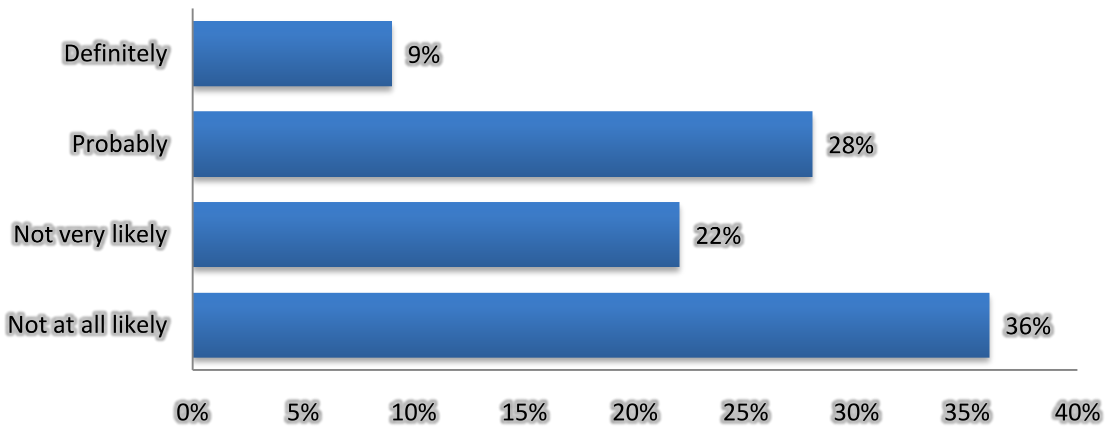
Figure 75: Respondent's views on the library being opened on Sundays (All respondents)



Unweighted base: 1210

It is not surprising, given the previous result, to find that 58% of respondents are unlikely to use the library on a Sunday (22% not very likely, 36% not at all likely). However, 9% feel they would definitely use the service and a further 28% states probably.

Figure 76: Likelihood of respondents using library on Sunday (All respondents)



Unweighted base 1210

Residents aged 35-44 are most likely to definitely / probably use the library on a Sunday (43%), as are those in employment (40% c.f. 33% not in employment). Families are also most likely to use the facility (46%).

14 Profile information

	Total	High Income	Medium Income	Low income
Gender				
Male	45%	44%	47%	46%
Female	55%	56%	53%	54%
Age				
16-24	14%	13%	14%	18%
25-44	54%	57%	55%	46%
45-64	20%	19%	19%	20%
65+	12%	11%	11%	17%
Disability				
Long Term Disability-Yes	14%	14%	12%	15%
Household Composition				
Single Adult Households	21%	21%	18%	24%
Two or more adult households	45%	44%	56%	39%
Family Households	25%	26%	20%	26%
Household ownership				
Owner- Occupier	47%	56%	44%	30%
Private renter	31%	31%	38%	24%
Council tenant	14%	6%	11%	32%
Housing association tenant	5%	2%	4%	9%
Ethnicity				
White	77%	85%	72%	69%
Mixed	4%	3%	4%	4%
Asian	5%	4%	8%	6%
Black	12%	7%	14%	17%
Other	2%	2%	2%	3%
Car ownership				
Car owners	58%	61%	58%	47%
Economic Status 1				
Economically active	63%	69%	66%	56%
Economically inactive	32%	30%	34%	42%
Ethnicity 2				

White - British	63%	71%	59%	53%
White - Irish	1%	1%	1%	1%
Other White background	13%	13%	12%	15%
Mixed - White and Black Caribbean	1%	1%	1%	2%
Mixed - White and Black African	1%	0%	1%	2%
Mixed - White and Asian	1%	1%	1%	*%
Other mixed background	1%	1%	1%	0%
Asian or Asian British - Indian	2%	2%	2%	3%
Asian or Asian British - Pakistani	3%	2%	5%	3%
Asian or Asian British - Bangladeshi	*%	*%	1%	*%
Other Asian background	2%	1%	3%	2%
Black or Black British - Caribbean	5%	4%	5%	6%
Black or Black British - African	4%	1%	5%	8%
Other Black background	1%	1%	1%	1%
Chinese	1%	1%	1%	1%
Other	1%	1%	1%	2%
Economic Status 2				
In full time paid work as an employee (30+ hours)	49%	54%	54%	38%
In part time paid work as an employee (<30 hours)	8%	8%	7%	10%
Doing paid work on a self-employed basis or within your own business	5%	6%	4%	5%
On a government training programme (National Traineeship / Modern Apprenticeship)	*%	0%	1%	*%
Claiming unemployment benefit (Includes:	3%	3%	3%	5%

Unemployment Benefit, Income Support, National Insurance Credits, Job Seekers Allowance)				
Out of work and not claiming benefit but have actively looked for work in the past 4 weeks	1%	1%	*%	3%
Out of work and not claiming benefit, not looking for work, but would take work if it were available	1%	1%	1%	1%
Looking after the home or family or caring for sick/ elderly relative, but would like to work	4%	4%	2%	5%
Unpaid worker for a business, community or voluntary organisation	*%	*%	1%	0%
Looking after the home or family or caring for sick/ elderly relative, but don't want to/can't work	4%	4%	5%	3%
Long term sick	1%	1%	2%	3%
Retired	14%	13%	14%	18%
Full Time Students at a Further Education College, Sixth Form or University	5%	4%	6%	7%

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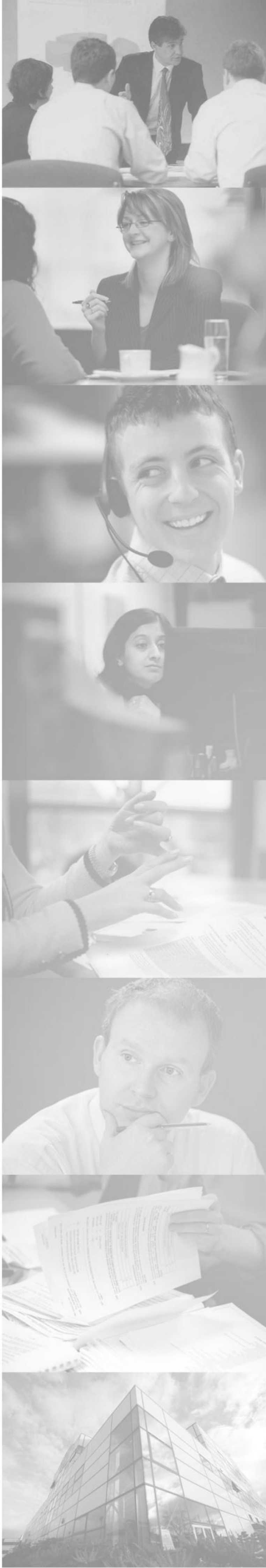

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