

London Borough of Merton
Residents Survey 2014/15
November 2014



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Methodology

- 1,084 interviews with adults conducted in home and in street
 - 248 interviews with young people
- Fieldwork conducted 15th September – 24th October 2014
- Consistent approach to previous waves:
 - Representative quota sample
 - Quotas set on gender, ethnic origin, age, working status of women and housing tenure, set to 2011 Census
 - 104 sampling points across the borough
 - 17 minute survey (average)






Sample Profile

		Set	Achieved (%)	Number
Men		49%	46%	503
Women		51%	54%	581
18-34		37%	26%	281
35-59		43%	54%	584
60+		21%	20%	219
Owner Occupier/ Other		86%	88%	955
Housing Association		14%	11%	124

Base: All Merton residents (1084)

Sample Profile - weighted

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figgs Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton

		Area 1	Area 2	Area 3	Area 4	Area 5	Area 6
Men		48%	51%	47%	47%	50%	49%
Women		52%	49%	53%	53%	50%	51%
18-34		24%	39%	34%	38%	36%	40%
35-59		51%	45%	42%	42%	43%	43%
60+		25%	16%	25%	20%	20%	16%
Owner Occupier/ other		93%	89%	94%	80%	85%	92%
Council Rented		7%	11%	6%	20%	16%	8%

Base: All Merton residents (1084) Area 1 (228) Area 2 (155) Area 3 (209) Area 4 (181) Area 5 (158) Area 6 (153)

Sample Profile

<u>ETHNICITY</u>	Set	Achieved (%)	Number
White British	48%	47%	507
White Other	14%	16%	171
Mixed	37%	37%	405
Black			
Asian			
Other			

Base: All Merton residents (1084)

Executive Summary



Adults Survey - Executive Summary

- Residents remain generally positive about the Council, with 79% agreeing a great deal/to some extent that it is doing a good job. This has remained broadly stable since 2010, and is a significantly higher score than the London average.
- Whilst there have not been any significant improvements in perceptions of service delivery, many services are still performing significantly higher than the London averages, including policing, libraries, recycling facilities, and nursery education.
- However, despite 61% of residents saying they are satisfied with the way that the Council deals with litter, concern over the amount of litter in the street has risen significantly from 2013 and a significantly higher proportion of residents are concerned compared to the London average.
- Reflecting continuing high levels of concern about crime, 'feeling safe in your local area' is the area that most residents feel needs to be improved to improve their sense of health and wellbeing (52%).
- The majority of residents continue to agree that the Council treats them in a fair and non-discriminatory way.

Areas of Personal Concern

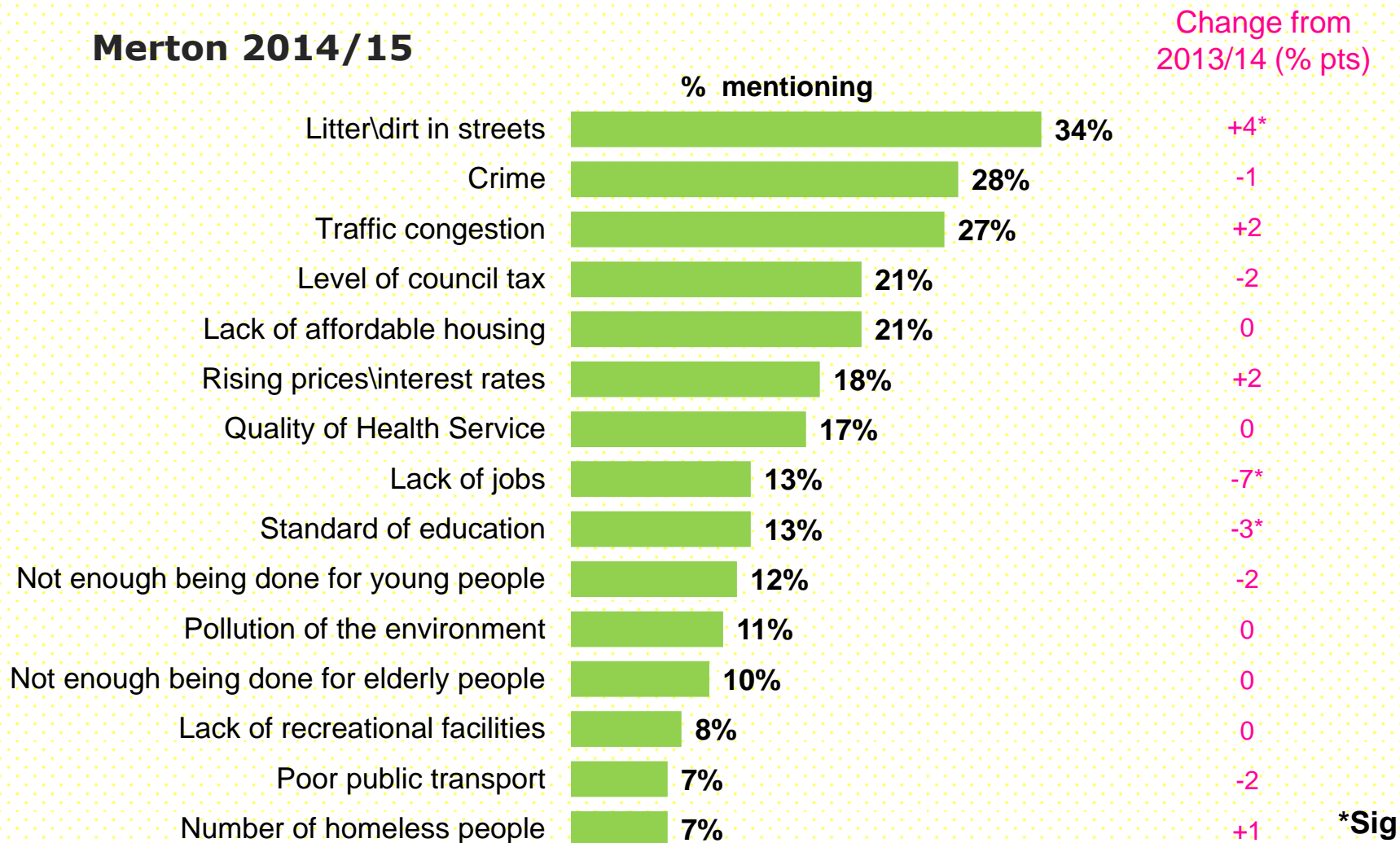


Summary – Areas of Personal Concern

- An increased concern about litter and dirt in the streets makes this the top concern for residents this year, cited by a third of respondents
- Crime and traffic congestion remain a priority in second and third place, with over a quarter of residents registering their concern in these areas.
- Of these three top priorities, the levels of concern around litter/dirt and traffic congestion are significantly above the London average whilst crime is slightly below.
- Amongst Merton residents, most other areas of concern are generally in line with London scores.
- Whilst the lack of jobs has fallen as a concern overall, it is a particular area of concern for around a quarter of social housing residents, and black residents.
- Similarly, the standard of education is ninth priority for the borough overall, but concern about this is significantly higher than average for those aged 34-49, and those with children.
- Concern over the standard of education decreases with social grade, ranging from nearly a quarter of those in the AB social grade considering it a priority to one in twenty in the DE social grade

Residents' Personal Concerns

Merton 2014/15



*Sig

Source: Q2 Which three of these are you personally most concerned about?

Base: All adults (1084) except the split code 'Not enough being done for young people' (547) and 'Rising prices / interest rates' (537)

Significant changes for personal concerns

Since 2013/14

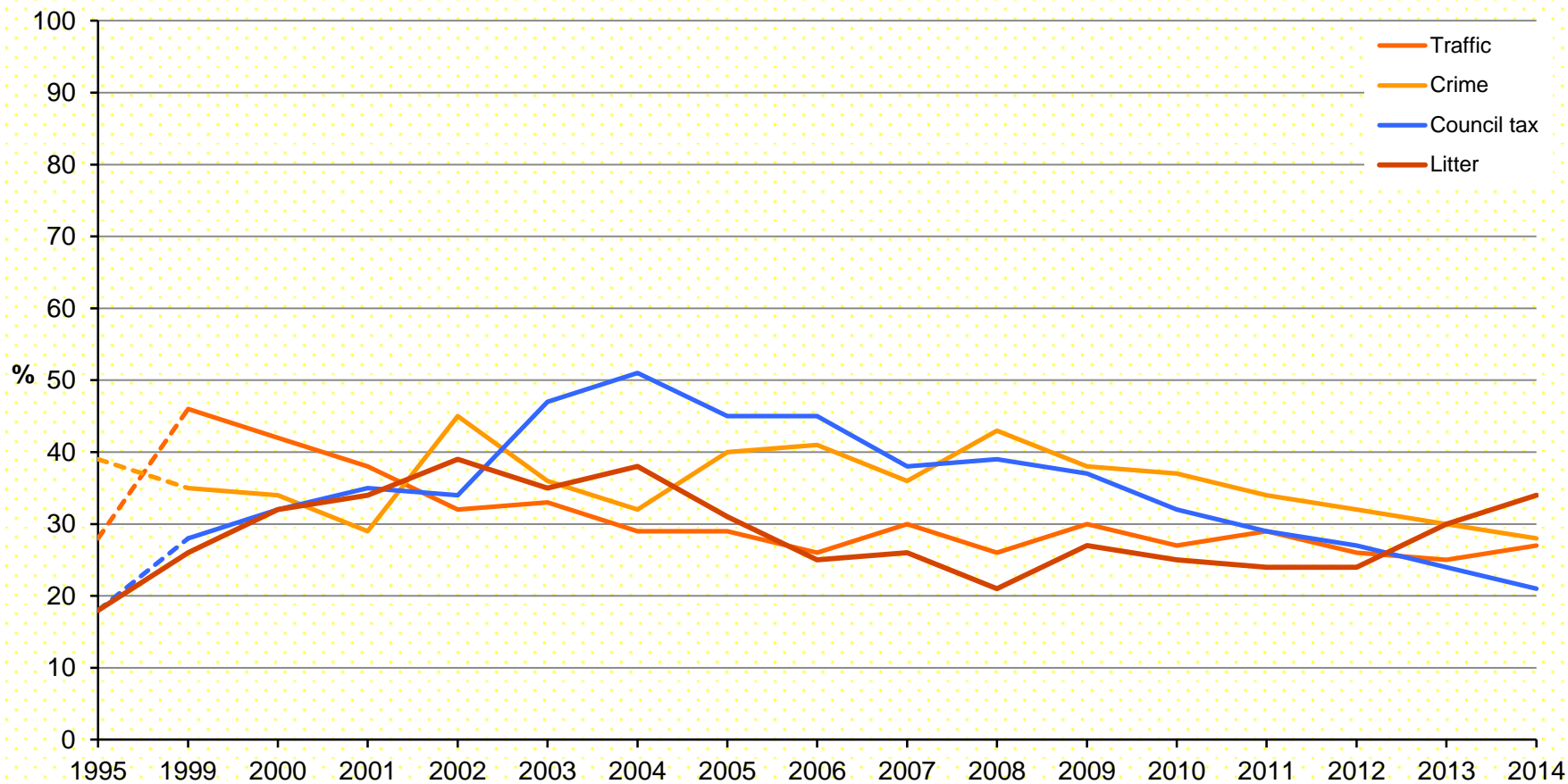
Up	
Litter/dirt in streets	+4%

Down	
Lack of jobs	-7%
Standard of education	-3%

Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1084)

Main Personal Concerns

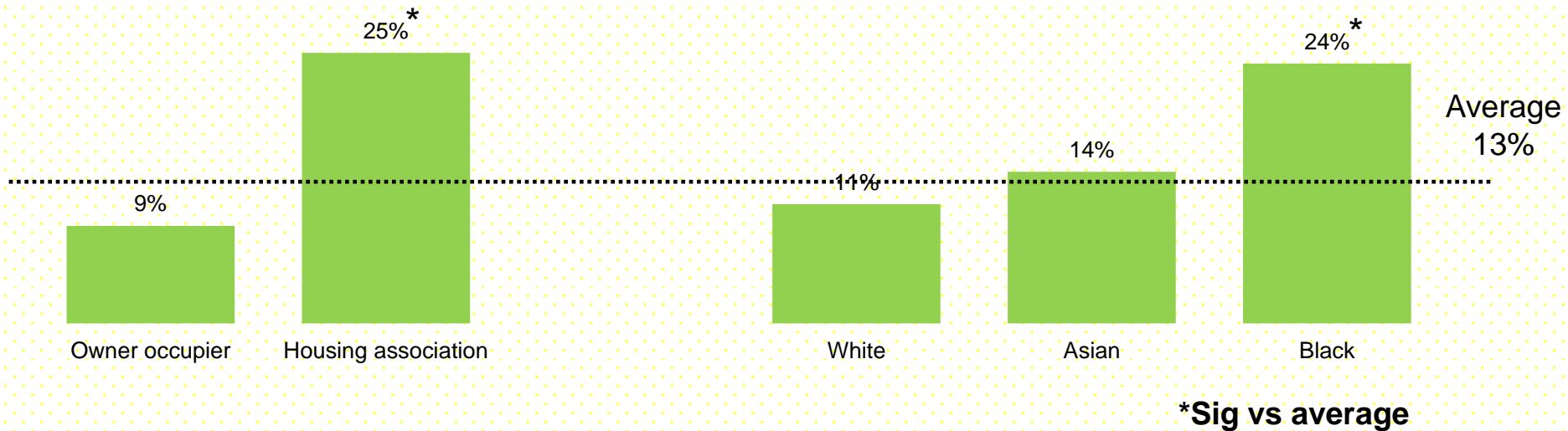
1995 - 2014



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1084)

Lack of jobs

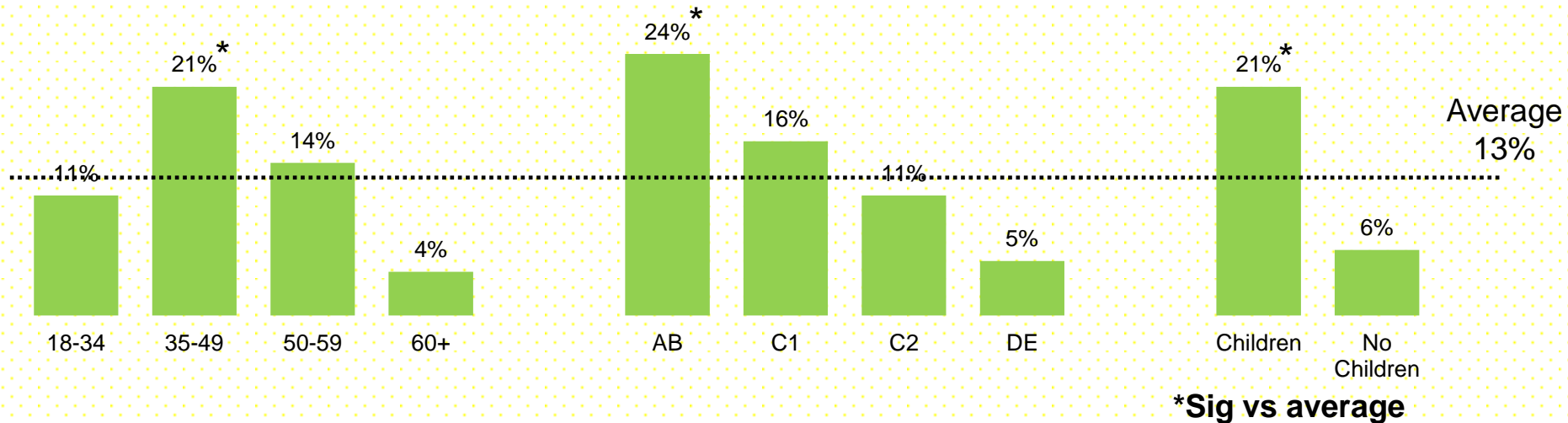
Differences by tenure & ethnicity



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1084) Owner occupied (633), Housing Association (124); White (671) Asian (233) Black (123)

Standard of education

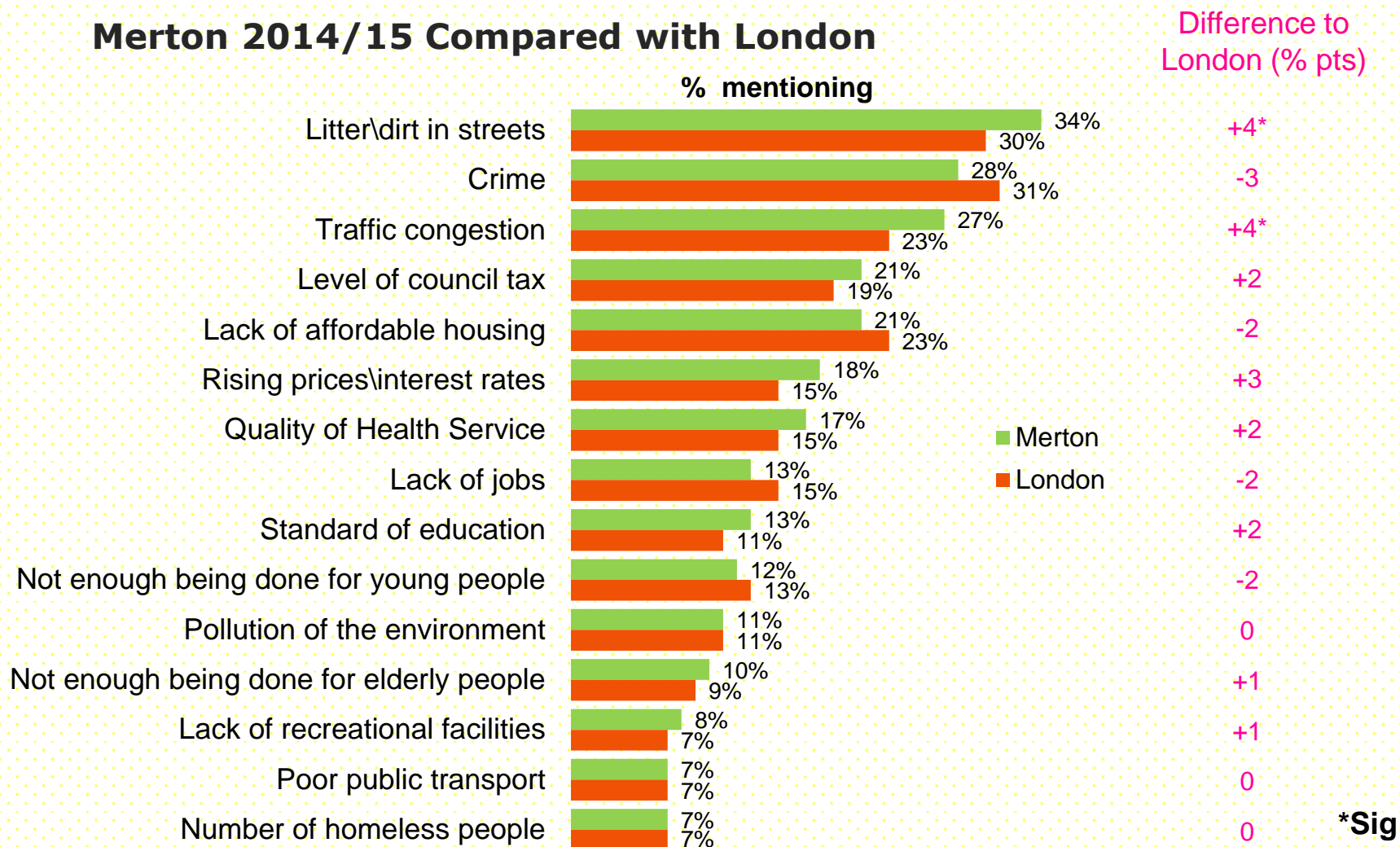
Differences by age, social grade and children in household



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1084), Aged 18-34 (281) 35-49 (409) 50-59 (175) 60+ (219); Social grade AB (235) C1 (341) C2 (197) DE (311)

Residents' Personal Concerns

Merton 2014/15 Compared with London



Source: Q2 Which three of these are you personally most concerned about?

Base: Merton: All adults (1084) except the split code 'Not enough being done for young people' (547) and 'Rising prices / interest rates' (537)

London: All adults (1074), except the split code 'Not enough being done for young people' (536) and 'Rising prices / interest rates' (538)

Significant differences for personal concerns

Compared with London

Higher	
Litter/dirt in streets	+4%
Traffic Congestion	+4%

Source: Q2 Which three of these are you personally most concerned about?

Base: Merton: All adults (1084) except the split code 'Not enough being done for young people' (547) and 'Rising prices / interest rates' (537)

London: All adults (1074), except the split code 'Not enough being done for young people' (536) and 'Rising prices / interest rates' (538)

Image of the Council



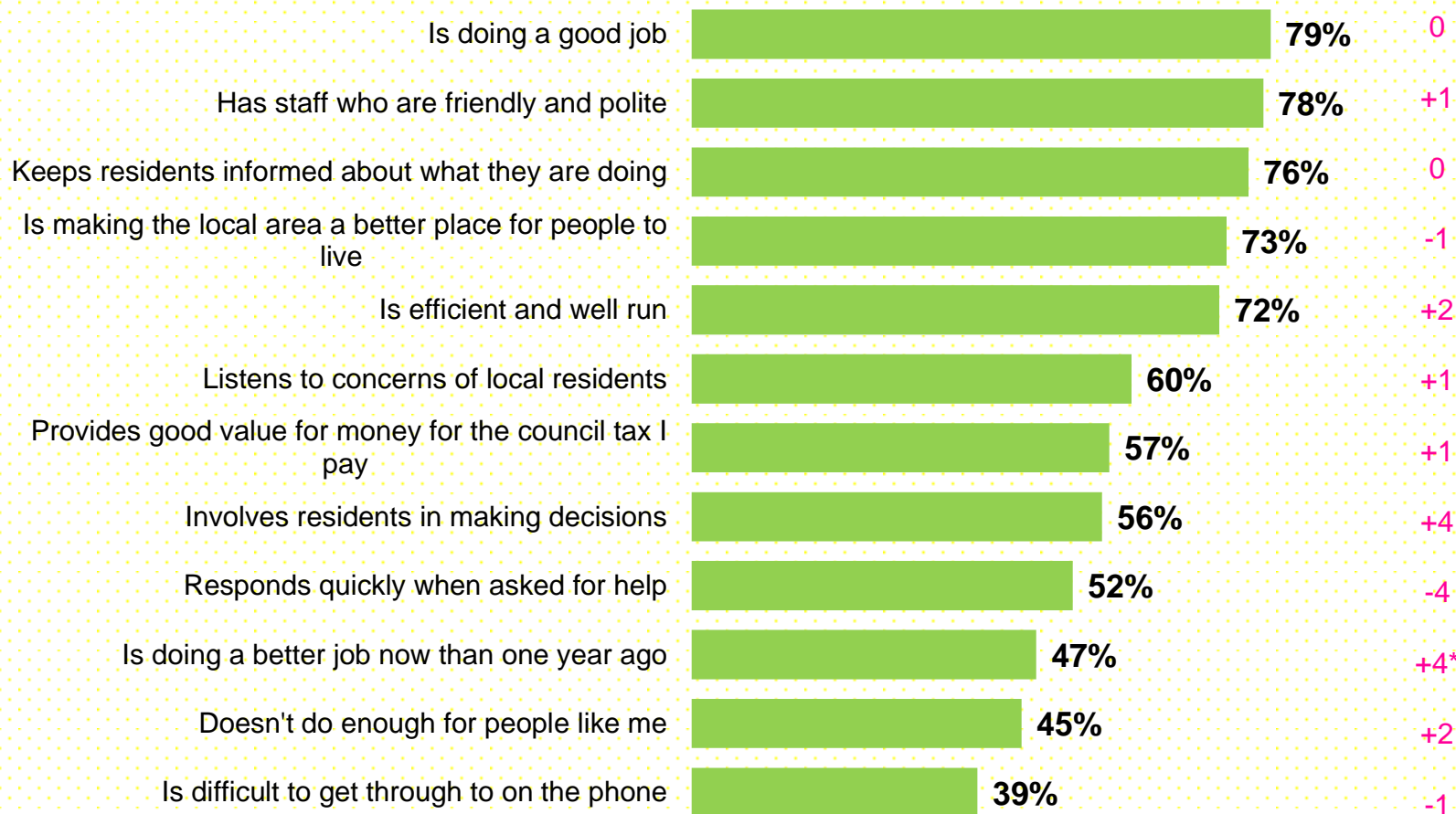
Summary – Image of the council

- Residents continue to be positive about Merton council, with the proportion of residents agreeing that Merton is doing a good job remaining at 79% for the third consecutive year. This is a significantly higher score than the London average.
- Additionally, slightly over three quarters of Merton residents agree that the council has polite staff, and keeps residents informed. Just under three quarters agree that the council is making the local area better and that the council is efficient.
- Merton residents are more positive than London residents with regards to how difficult it is to get through to the council by phone, how good the council is at keeping residents informed, and how friendly and polite staff are.
- Performance for the council ‘responding quickly when asked for help’ has dropped slightly this year, and is now in line with levels recorded before 2011.
- In contrast to last year, ABC1 residents are only slightly more likely to agree that the council is ‘doing a good job’ than C2DE residents, although disabled residents continue to rate the council significantly lower than residents without a disability or long term health problem on this measure.
- Disabled residents also significantly less likely to agree that the Council is making the area a better place to live, whilst residents aged 60+ tend to be slightly less positive than other age groups on this measure.

Image of the council 2014/15

% agreeing a great deal/ to some extent

Change from
2013/14 (% pts)

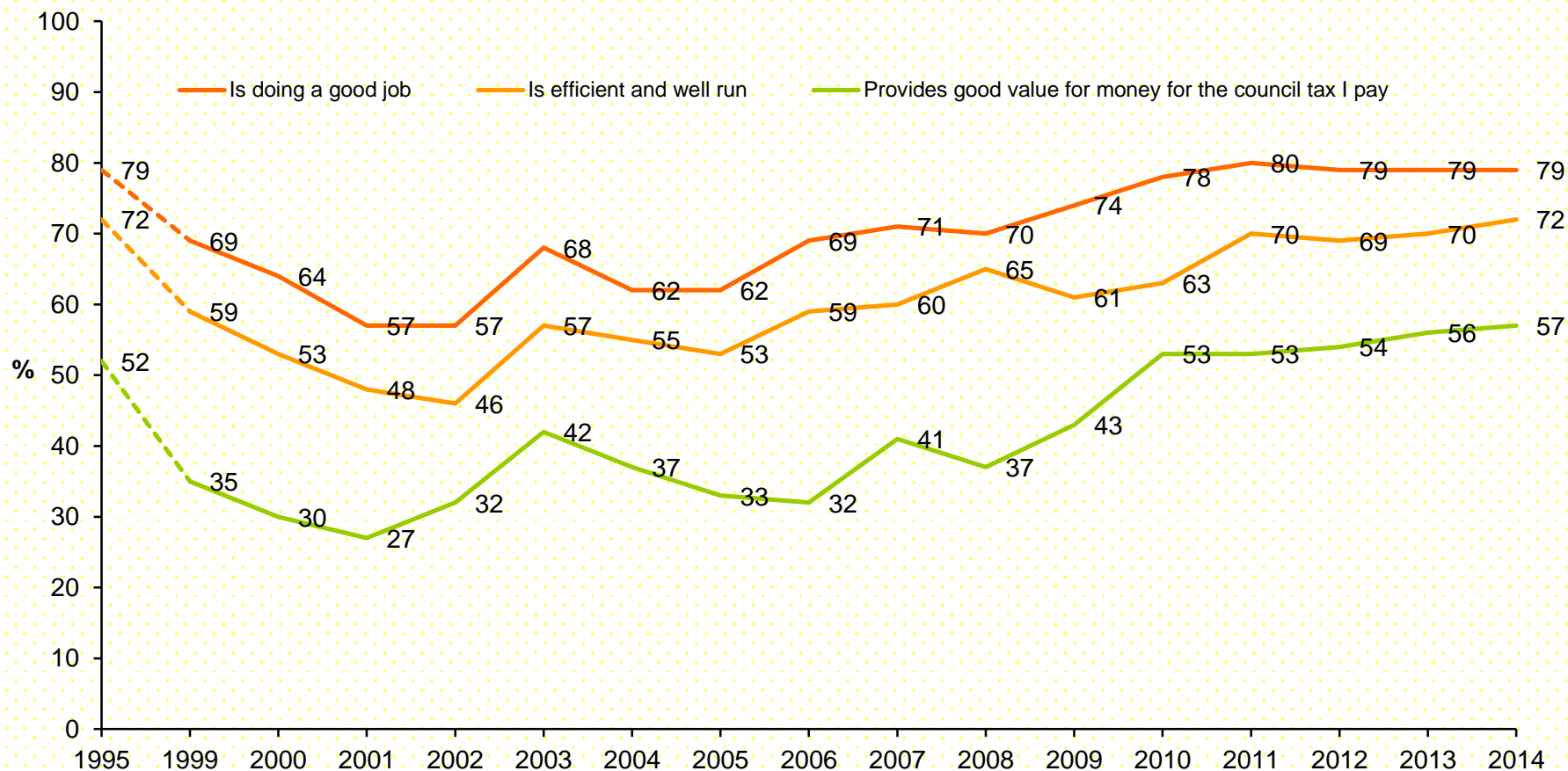


*Sig

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (1084)

Overall perceptions of Merton Council

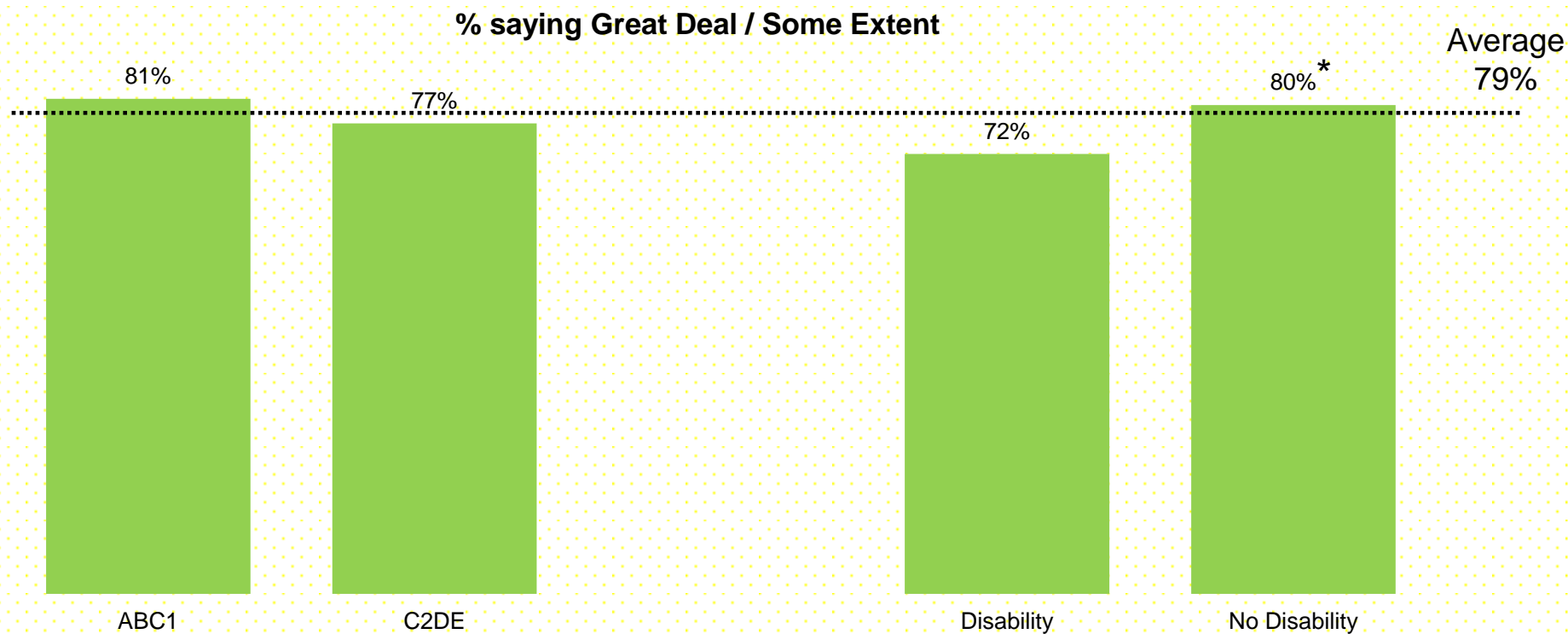
% saying Great Deal / Some Extent



Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
 Base: All adults (2014: 1084)

Is doing a good job

Differences by social class and disability

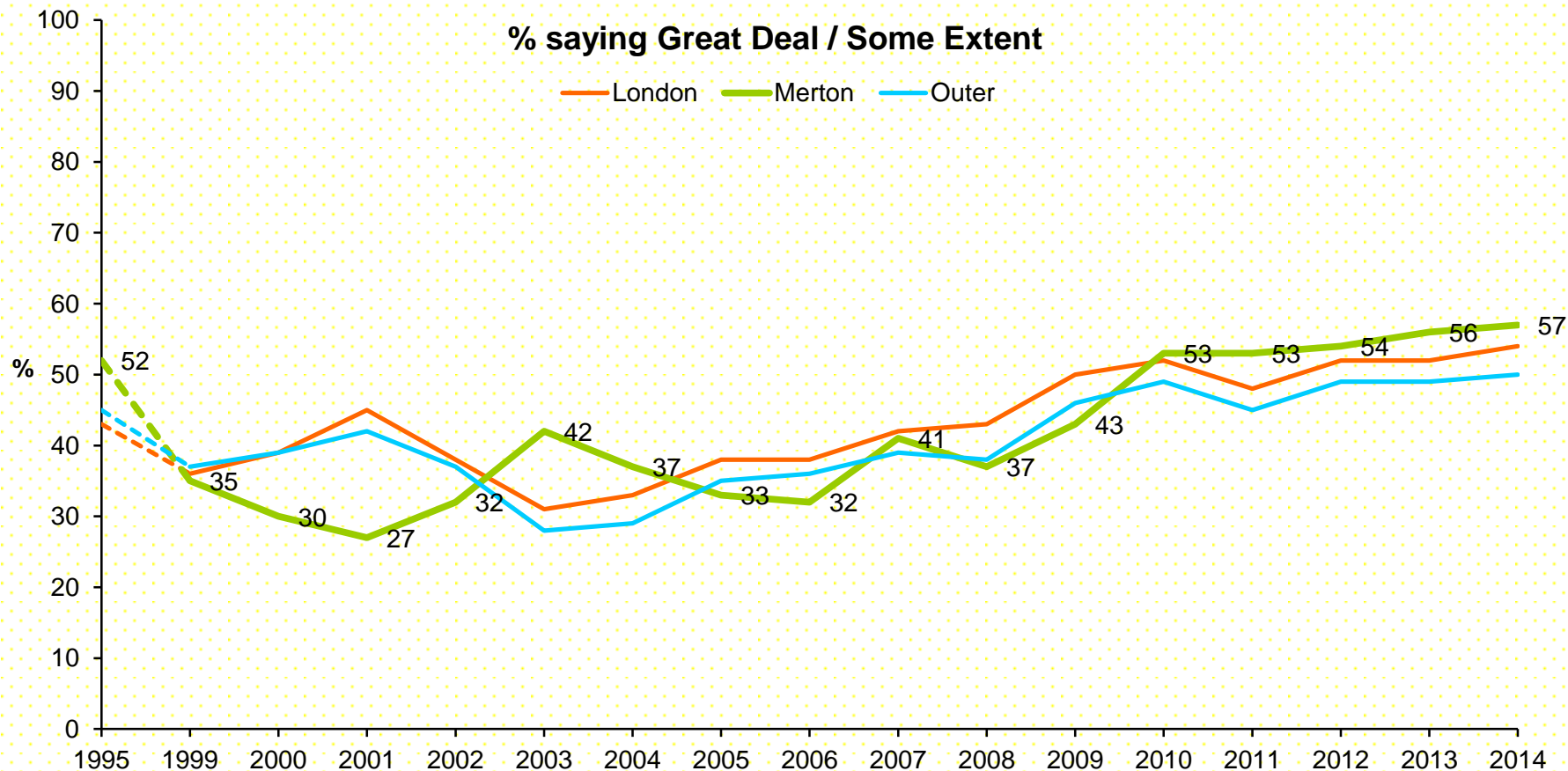


***Sig vs Disability**

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (1084), ABC1 (576), C2DE (508); Disability (130), No Disability (954)

Value for money

Scores for Merton and London remain broadly consistent, with Merton remaining slightly above the London average



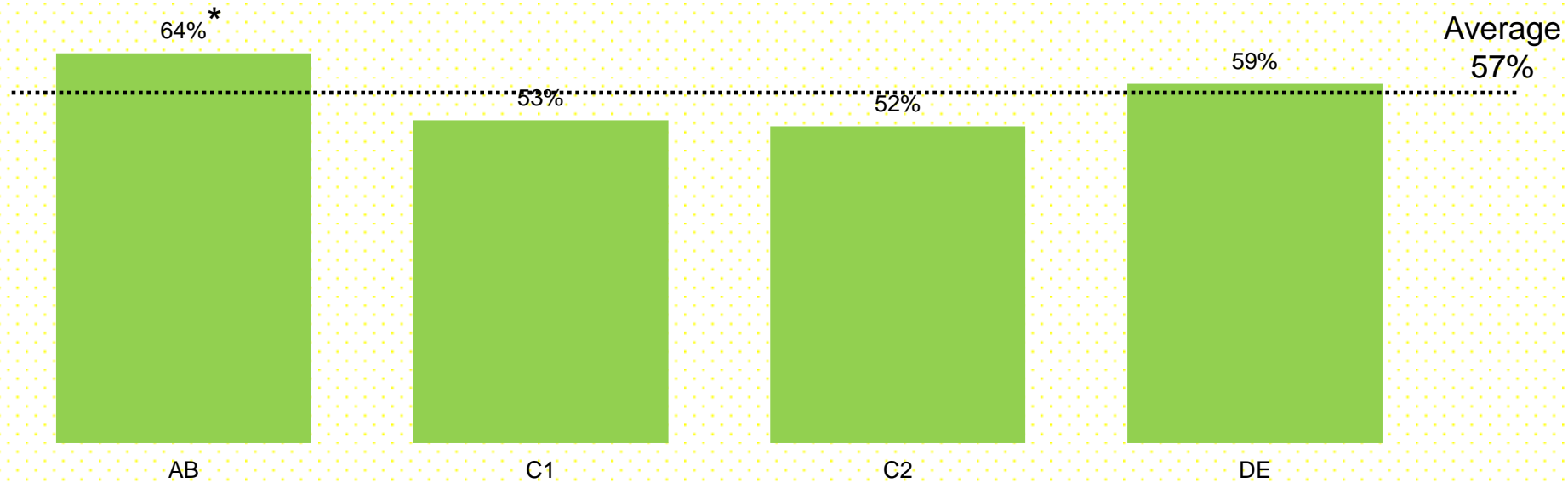
N.B. figures shown in chart are for Merton only

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Provides good value for money

Differences by social class

% saying Great Deal / Some Extent

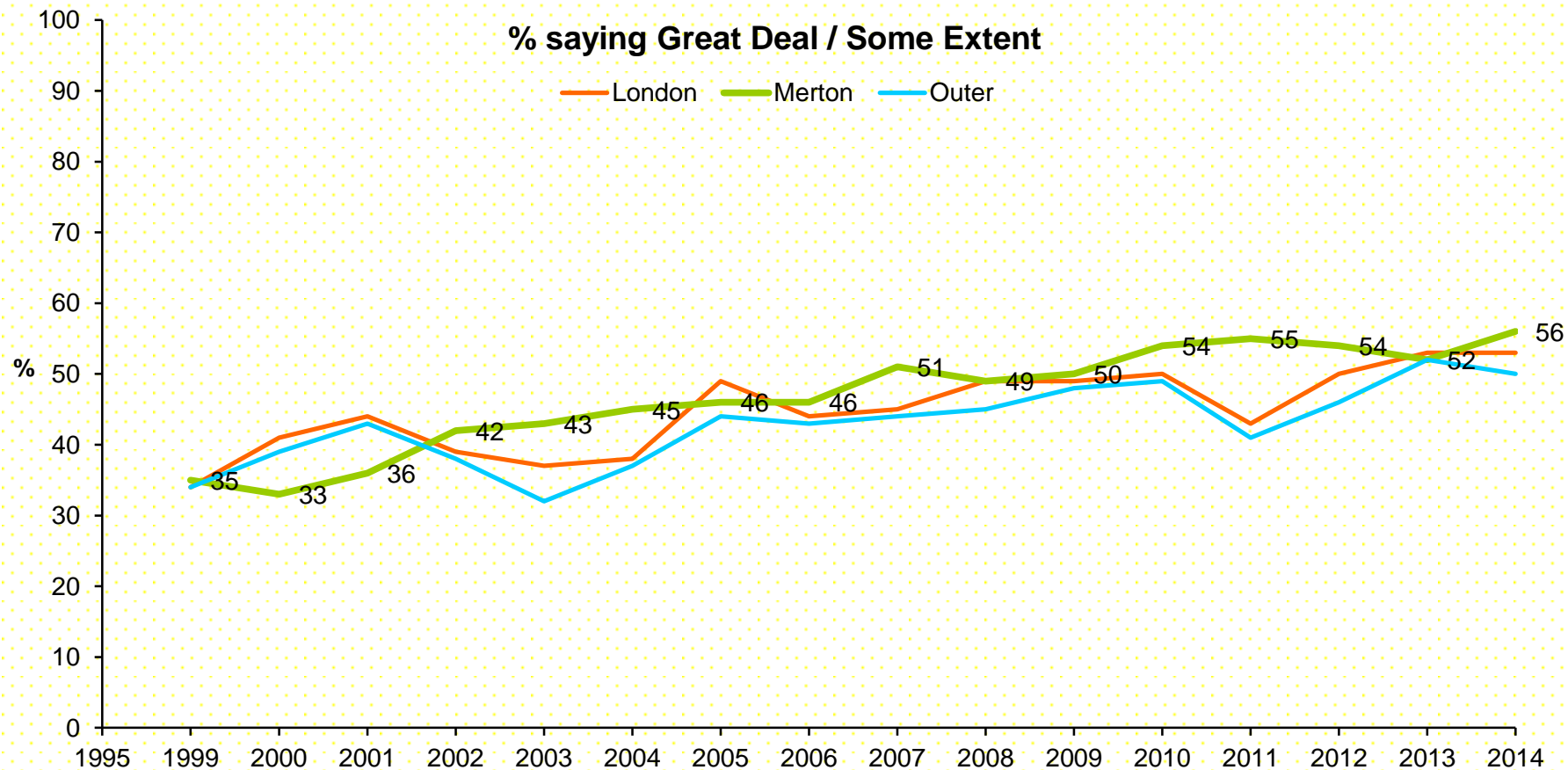


*Sig vs Average

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (1084), AB (235) C1 (341) C2 (197) DE (311))

Involves residents in decision making

Merton scores increase slightly to remain higher than London average

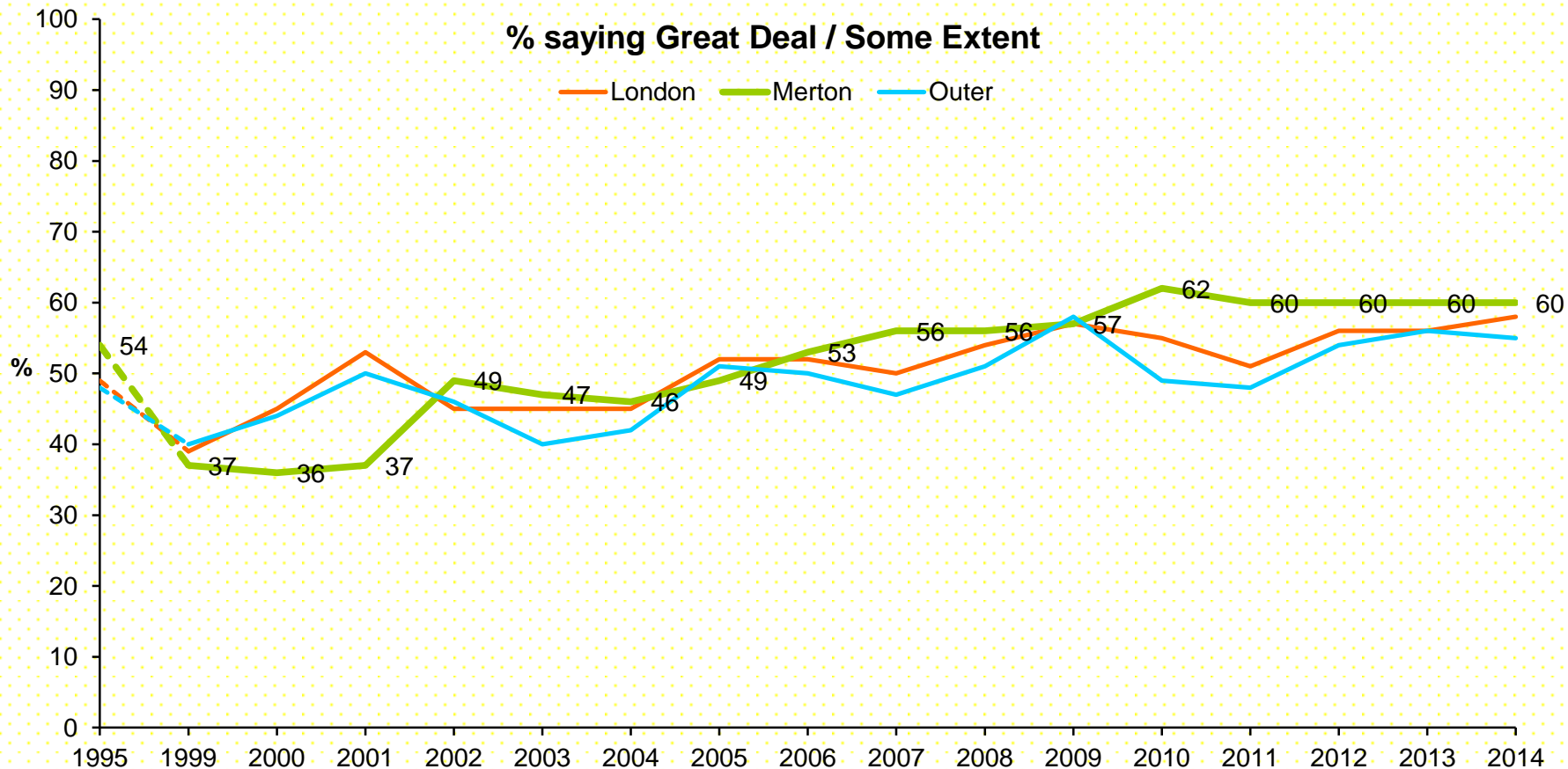


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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Listens to concerns of local residents

Merton score has remained consistent since 2011, and above London average

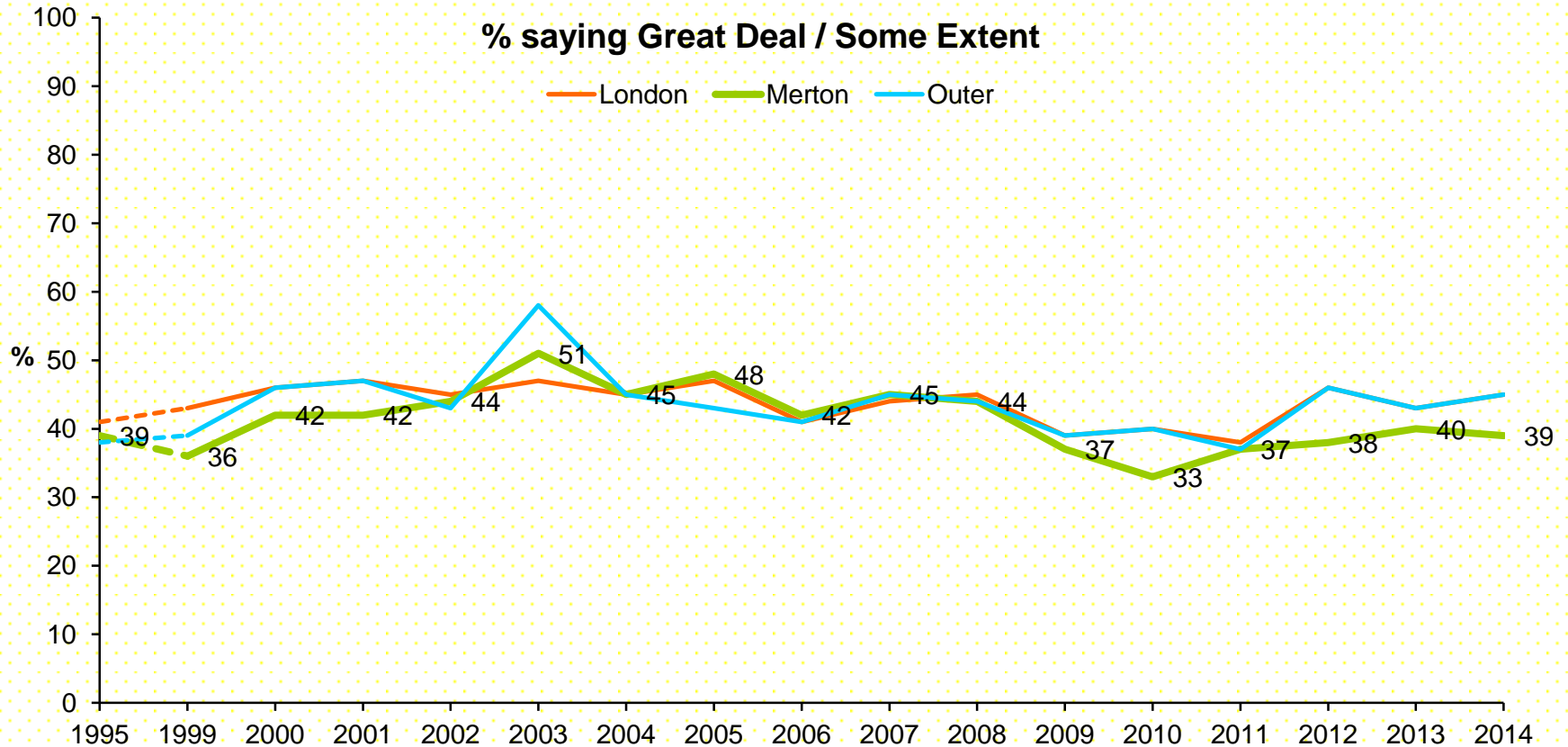


N.B. figures shown in chart are for Merton only

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Is difficult to get through to on the phone

Merton residents continue to rate the council as less difficult to get through to on the phone than the London average

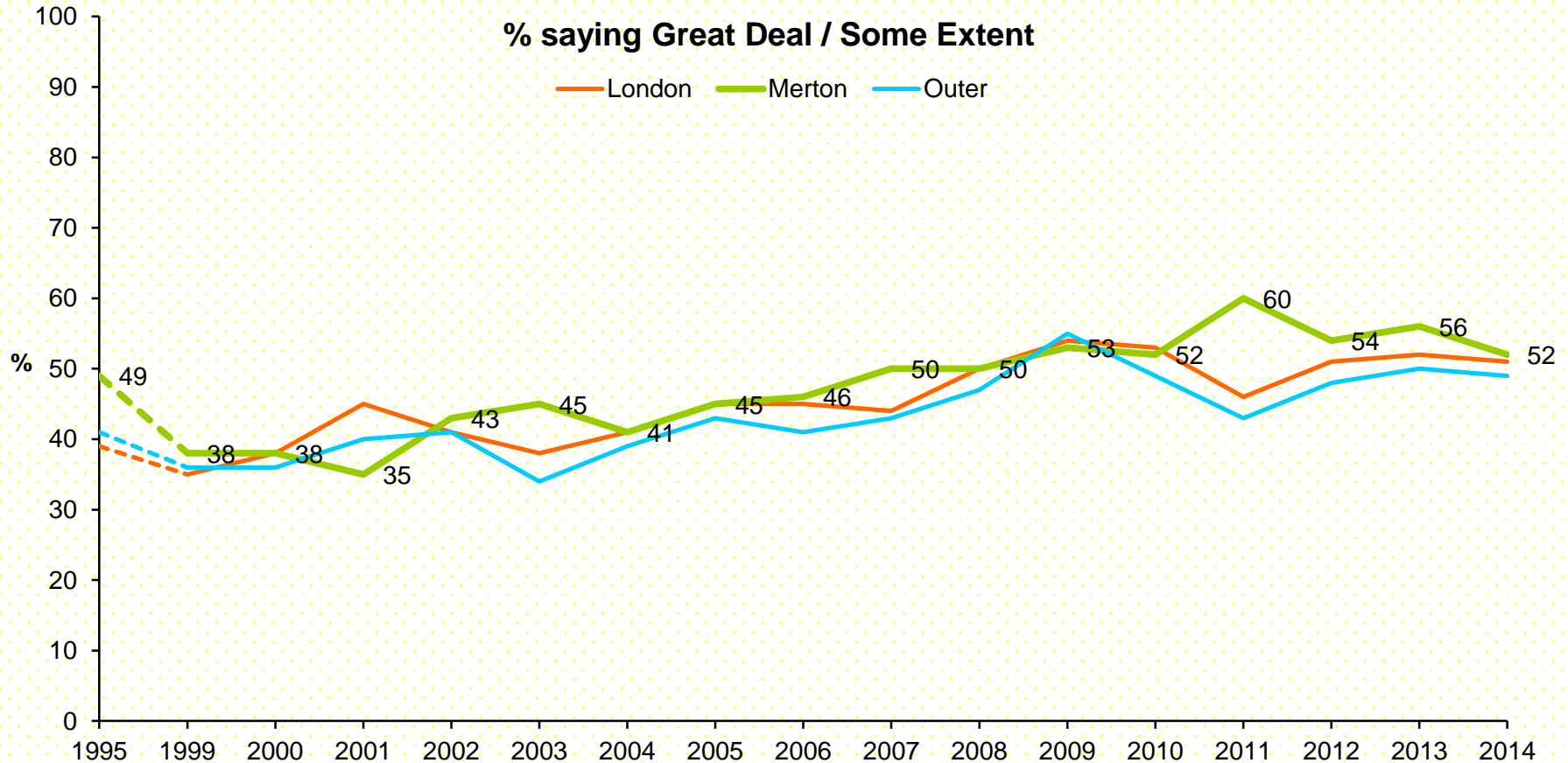


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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Responds quickly when asked for help

A slight drop brings Merton's score into line with London averages

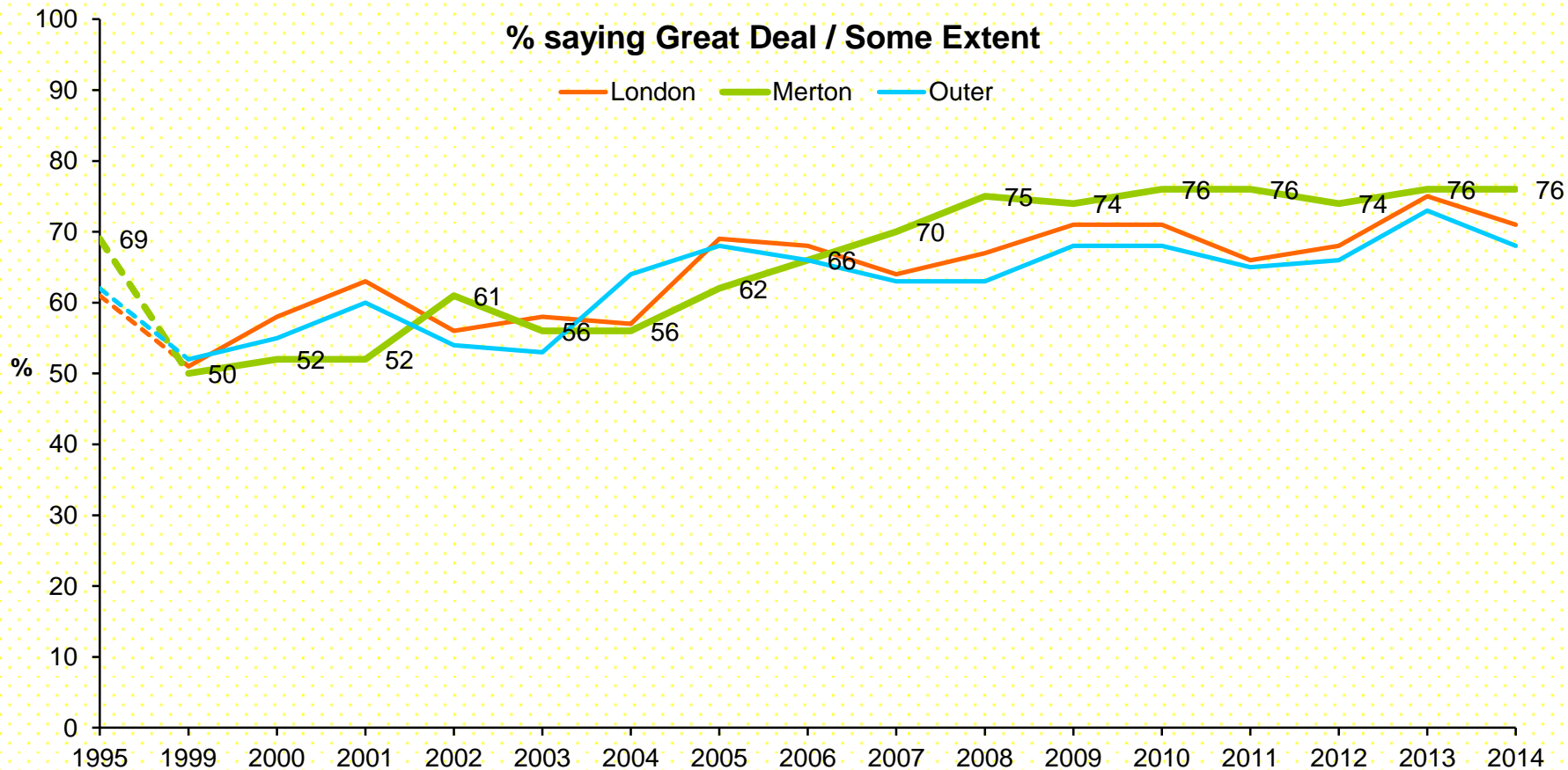


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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Keeps residents informed

Merton's score remains static whilst London and Outer London both see small drops

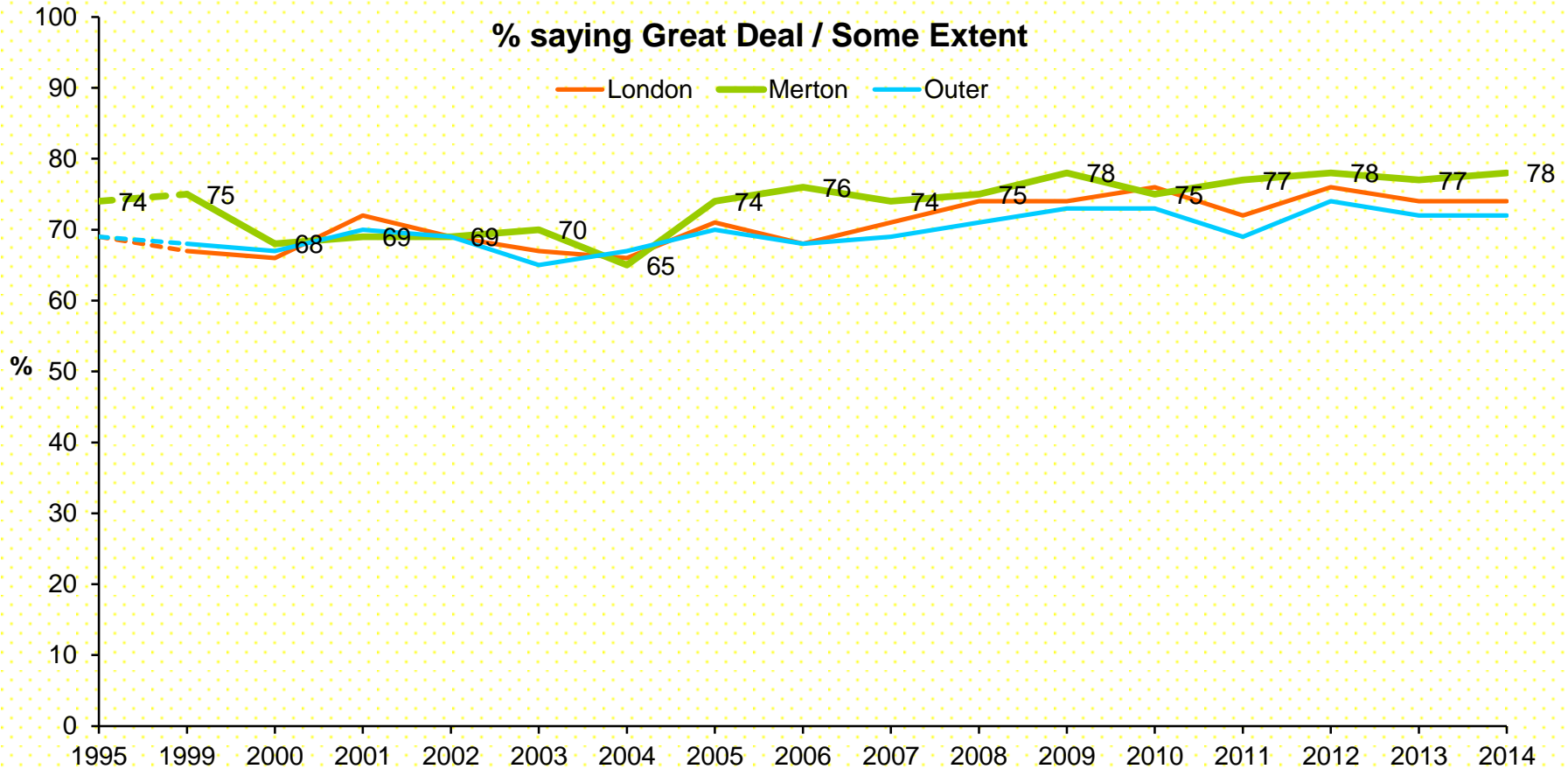


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Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Has staff who are friendly and polite

Merton's score remains consistent and slightly above the London average

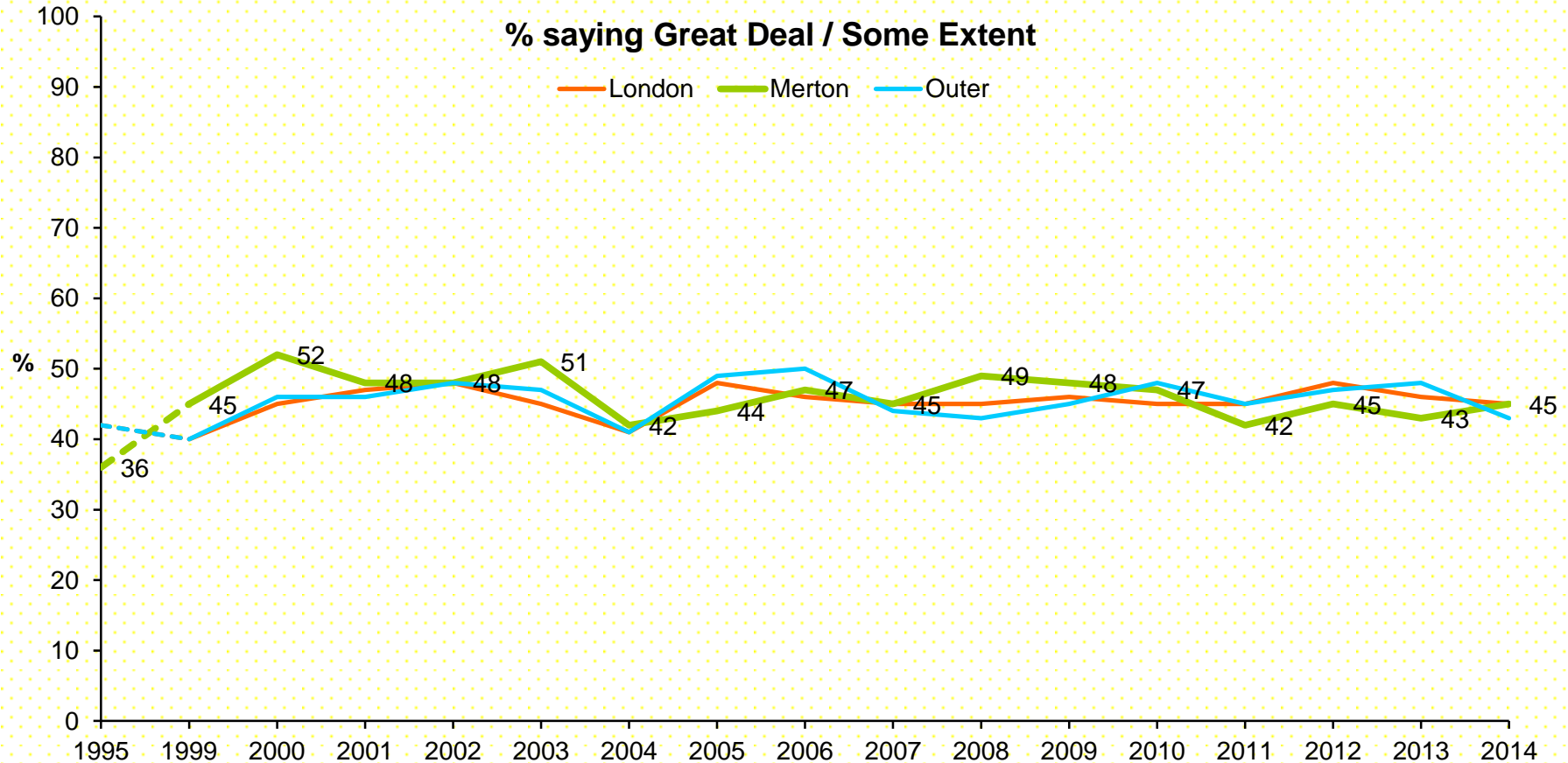


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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Doesn't do enough for people like me

Ratings for Merton remain broadly consistent, and in line with the London average



N.B. figures shown in chart are for Merton only

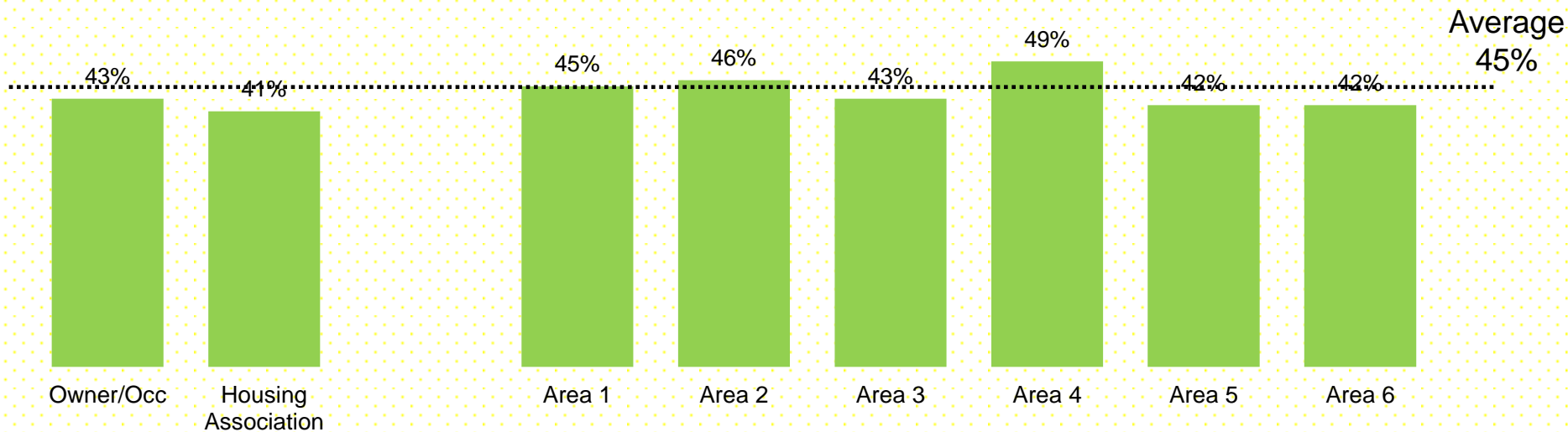
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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Doesn't do enough for people like me

Differences by housing tenure & area

% saying **Great Deal / Some Extent**

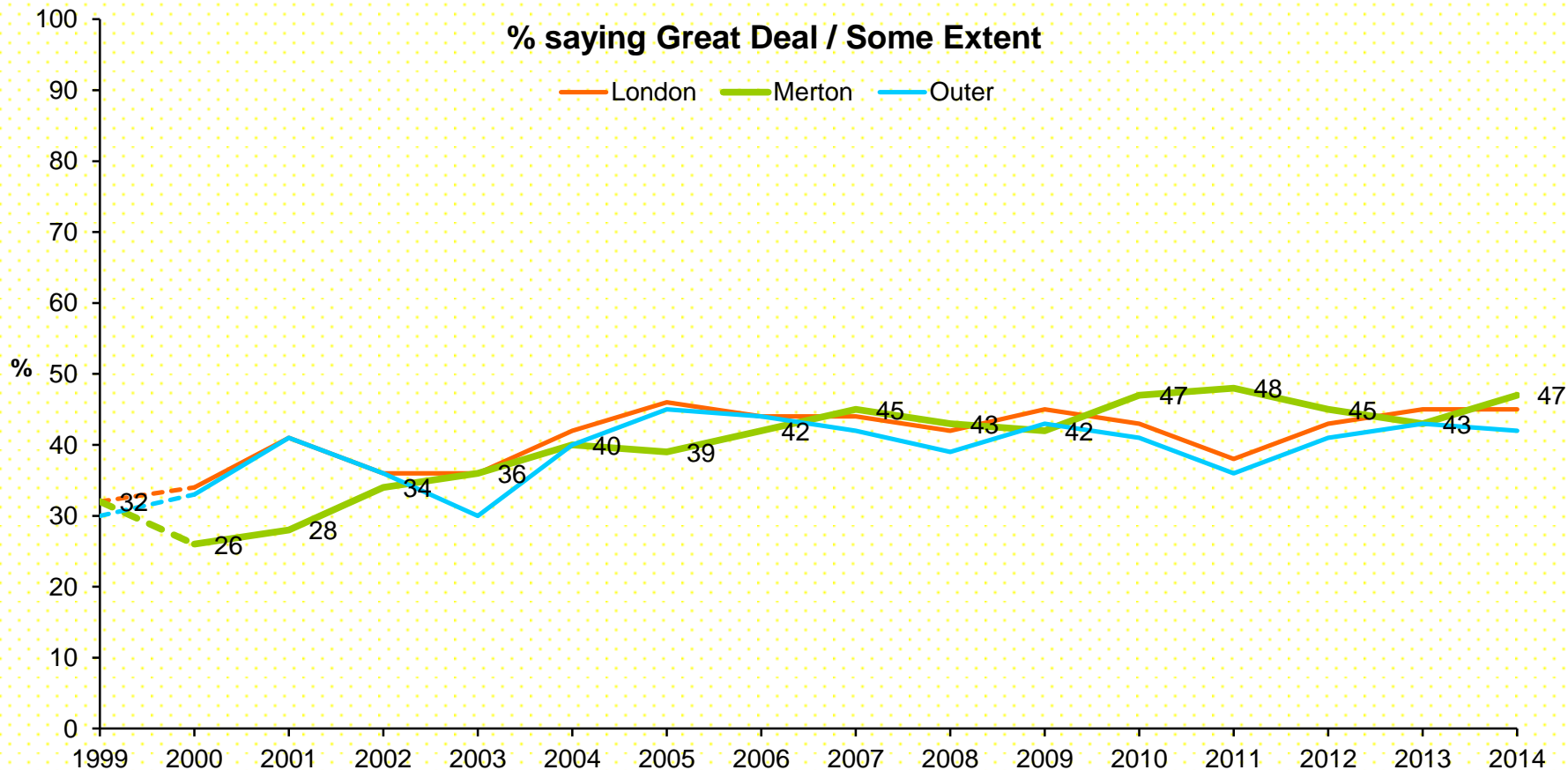
- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
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- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
 Base: All adults (1084), Owner/Occ (633), Housing Association (124); Area 1 (228), Area 2 (155), Area 3 (209), Area 4 (181), Area 5 (158), Area 6 (153)

Is doing a better job now than one year ago

Merton score increases bringing it back in line with 2011

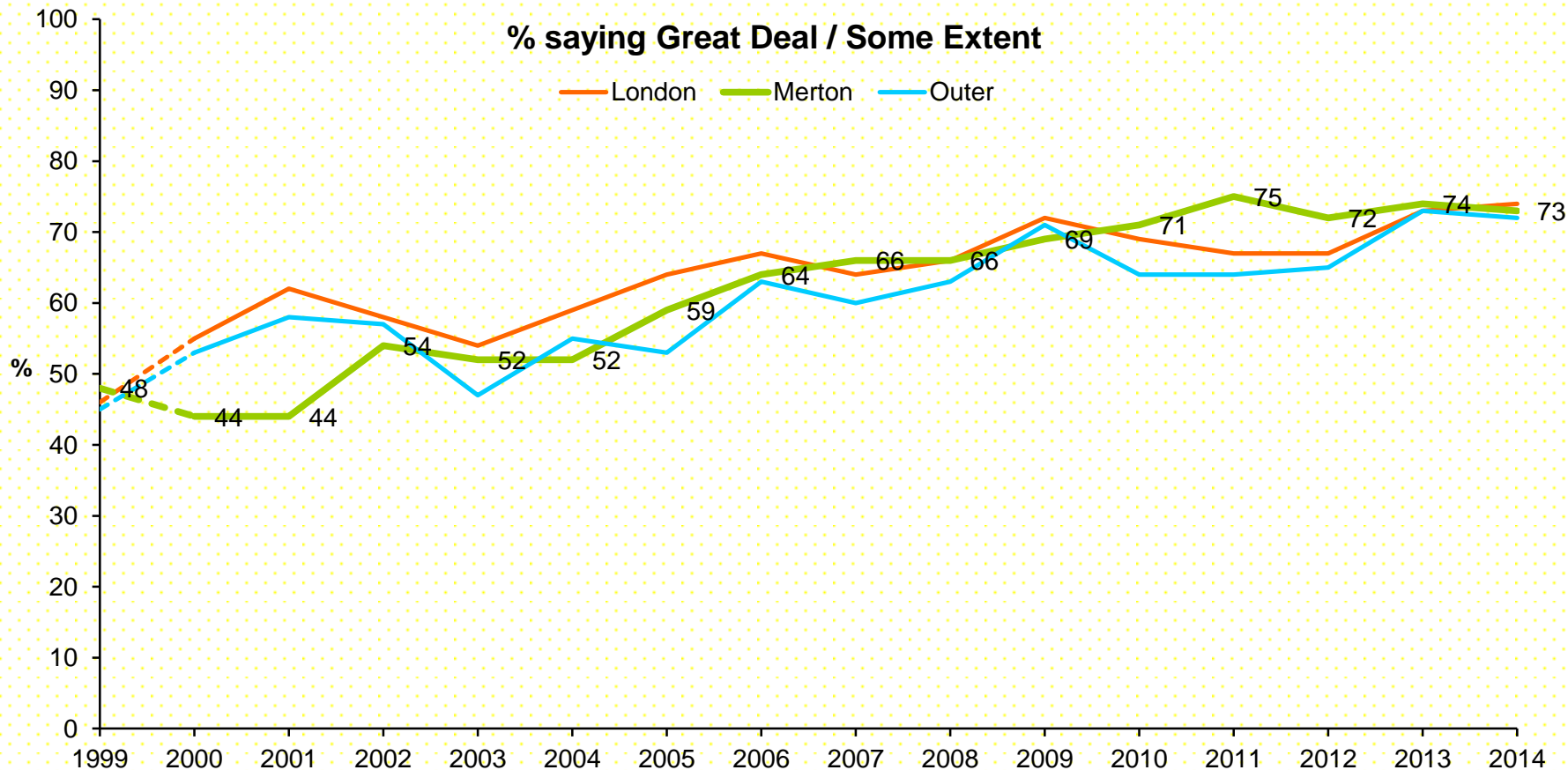


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Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Making the area a better place for people to live

Merton scores remain consistent and in line with the London average



N.B. figures shown in chart are for Merton only

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Making the area a better place for people to live

Differences by age and disability

% saying Great Deal / Some Extent



***Sig vs Disability**

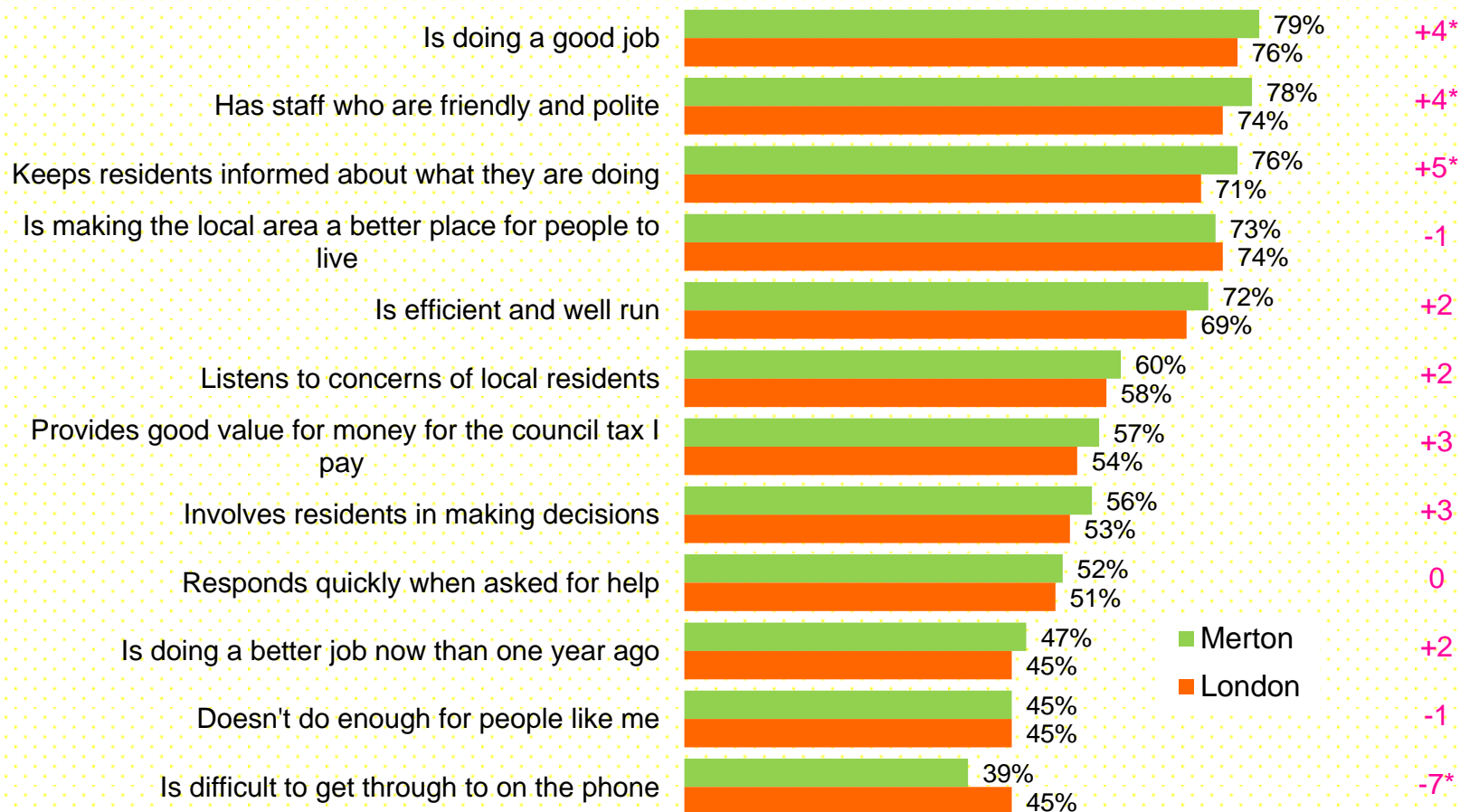
Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (1084), 18-34 (281), 35-49 (409), 50-59 (175), 60+ (219); Disability (130), No Disability (954)

Image of the council 2014/15

Merton 2014/15 Compared with London

Difference to London (% pts)

% saying **Great Deal / Some Extent**



*Sig

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
 Base: All adults (Merton: 1084, London: 1074)

Significant differences for council image

Compared with London

Better	
Is difficult to get through to on the phone	-7%
Keeps residents informed	+5%
Is doing a good job	+4%
Has staff who are friendly and polite	+4%

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (Merton: 1084, London: 1074)

Service Delivery



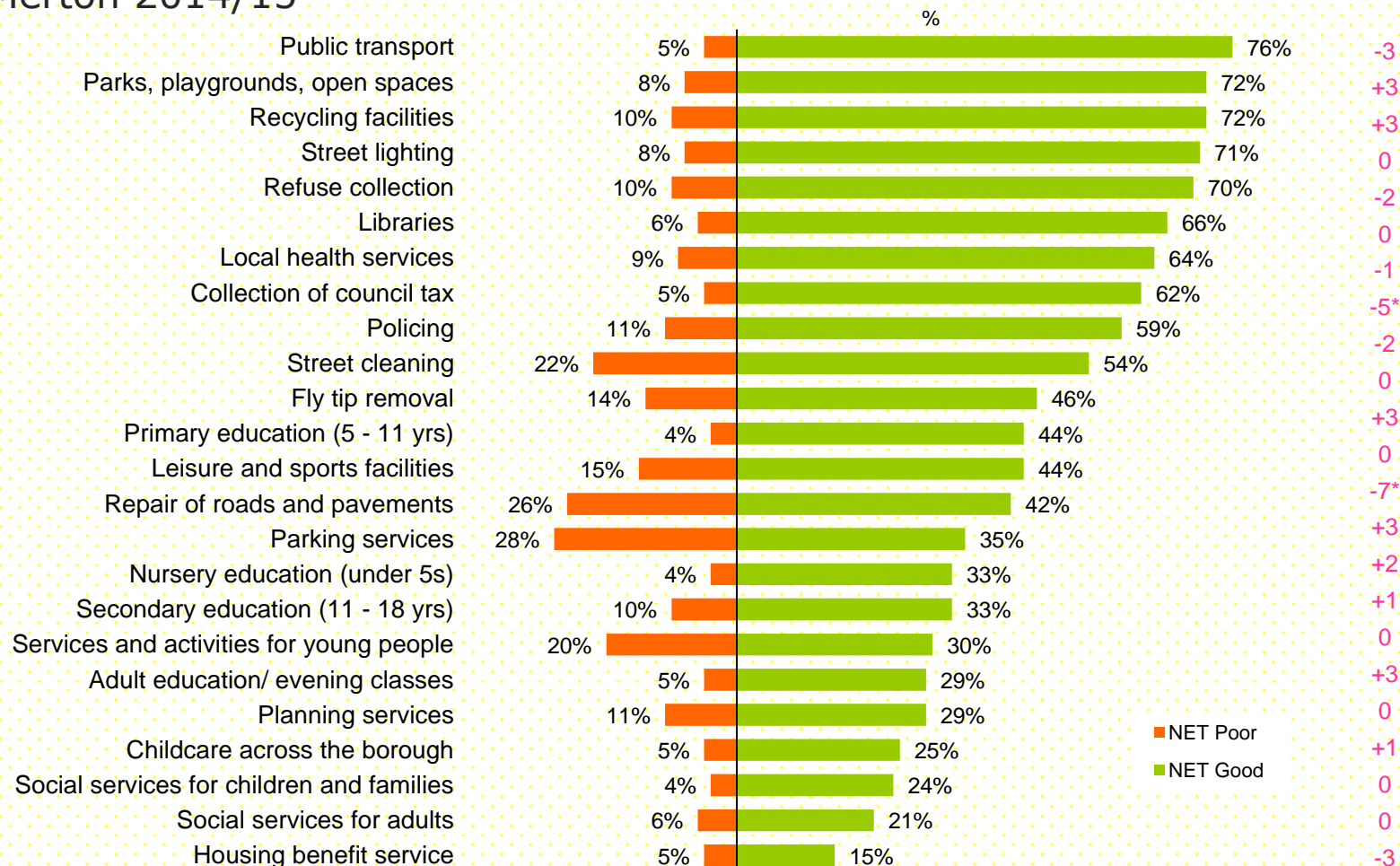
Summary – Service Delivery

- There have been no significant increases in the perceptions of services in 2014.
- However, many are still performing significantly higher than the London averages, including services and activities for young people, policing, libraries, recycling facilities, and nursery education. Scores for primary education, parks, playgrounds and open spaces, adult education and evening classes and social services for children and families are also significantly above the London average.
- Ratings amongst Merton residents for the collection of Council Tax have fallen significantly this year, and it now scores significantly lower than London.
- Ratings for leisure and sports facilities have also fallen significantly since 2013, although perceptions continue to be more positive among users (63% of users scoring this positively, compared to just 44% of Merton residents).

Perceived service delivery

Merton 2014/15

Change from
2013/14 (% pts)



*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults (1084)

Significant changes in service delivery

Since 2013/14

Worse	
Leisure and sports facilities	-7%
Collection of council tax	-5%

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults (1084)

Summary of service delivery performance – 1 of 2

Merton 2014/15 compared with 2013/14 and London 2014/15

% saying Good - Excellent

	All residents	Users
Parks, playgrounds, open spaces	●	●
Policing	●	-
Public transport	●	-
Street lighting	●	-
Refuse collection	●	-
Local health services	●	-
Collection of council tax	●	-
Libraries	●	●
Street cleaning	●	-
Leisure and sports facilities	●	-
Repair of roads and pavements	●	-
Primary education (5 - 11 yrs)	●	-
Parking services	●	●

Key

Change from 2013/14	Difference to London	
Significantly improved	Greater than 3% above the London average	●
Significantly improved	No more than 3% above the London average <u>OR</u> below the London average	●
No change	Above the London average <u>OR</u> no more than 3% below the London average	●
No change	Greater than 3% below the London average	●
Significantly decreased	Above the London average <u>OR</u> no more than 3% below the London average	●
Significantly decreased	Greater than 3% below the London average	●

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All residents (1084) users (33 to 876)

Summary of service delivery performance – 2 of 2

% saying Good - Excellent

	All residents	Users
Nursery education (under 5s)	●	●
Adult education/ evening classes	●	●
Secondary education (11 - 18 yrs)	●	●
Social services for children and families	●	●
Social services for adults	●	●
Housing benefit service	●	●
Recycling facilities	●	●

Key

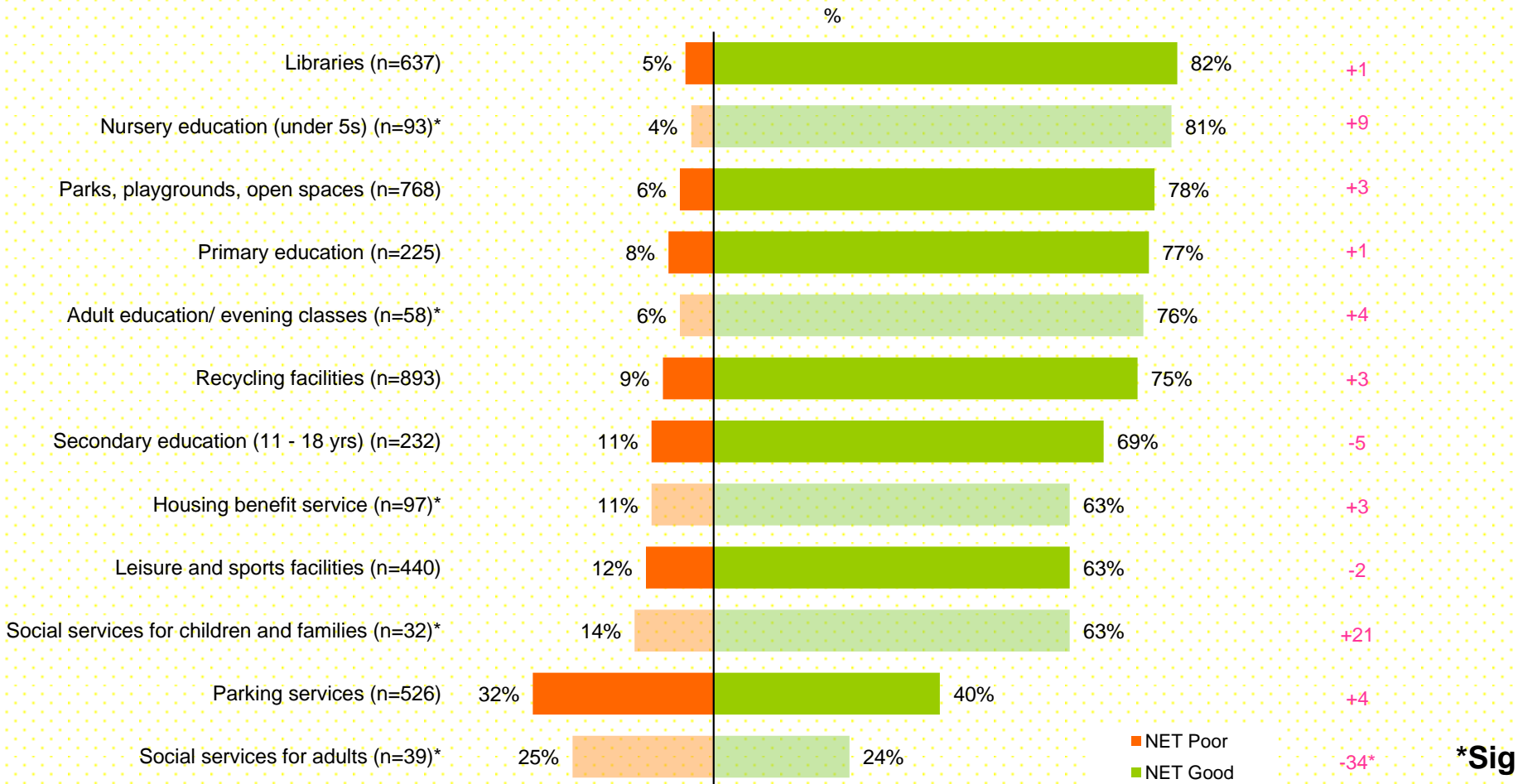
Change from 2013/14	Difference to London	
Significantly improved	Greater than 3% above the London average	●
Significantly improved	No more than 3% above the London average <u>OR</u> below the London average	●
No change	Above the London average <u>OR</u> no more than 3% below the London average	●
No change	Greater than 3% below the London average	●
Significantly decreased	Above the London average <u>OR</u> no more than 3% below the London average	●
Significantly decreased	Greater than 3% below the London average	●

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All residents (1084) users (33 to 876)

Perceived service delivery – among users

Merton 2014/2015

Change from 2013/14 (% pts)



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?

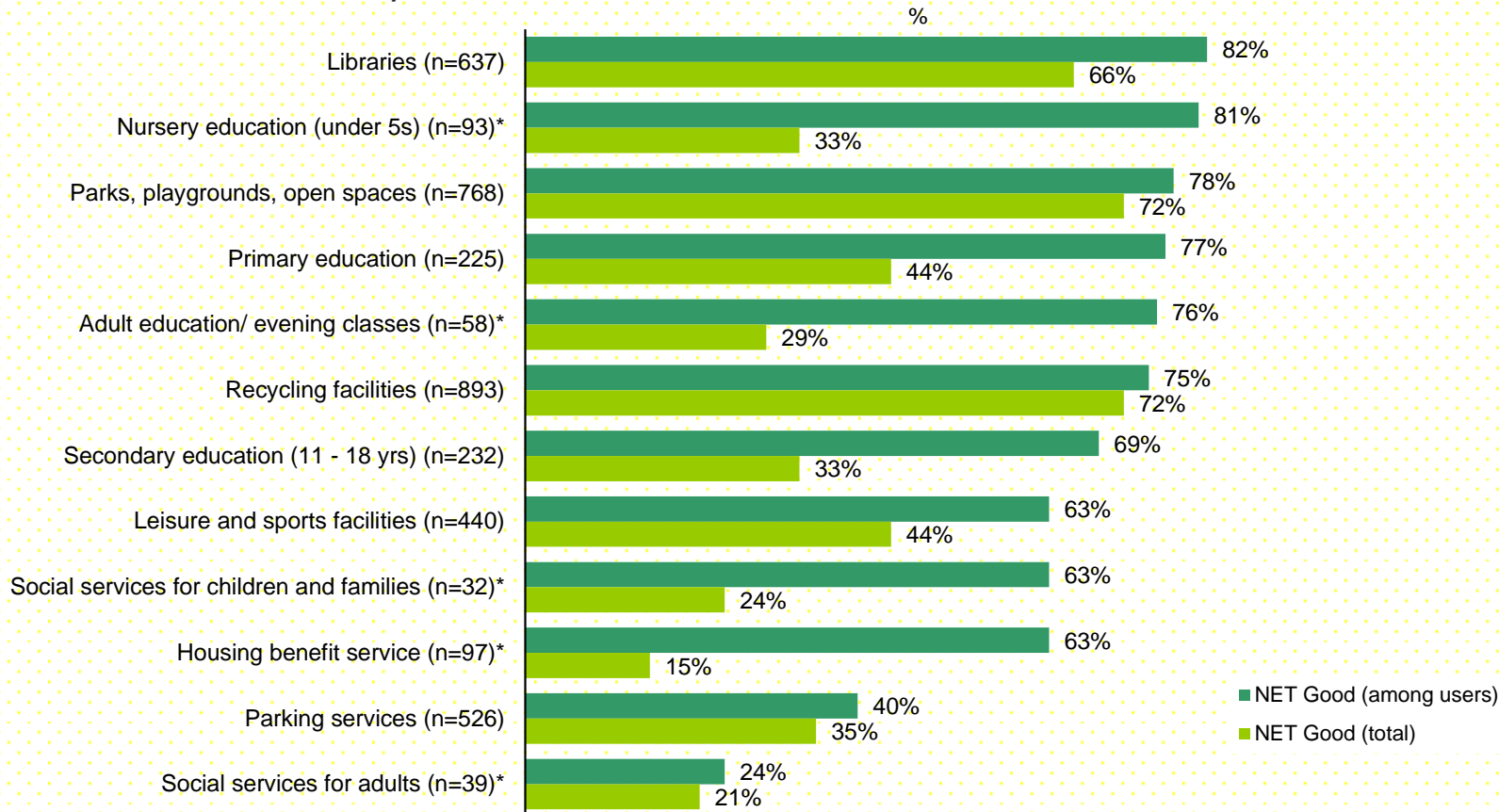
Base: All users (32 to 893)

Lighter shading indicates low base size (<100)

*Low base size (<100) results should be treated as indicative only

Perceived service delivery – differences between users and non-users

Merton 2014/15



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?

Base: All users (32 to 893)

*Low base size (<100) results should be treated as indicative only

Changes since 2013/14

% saying Good - Excellent

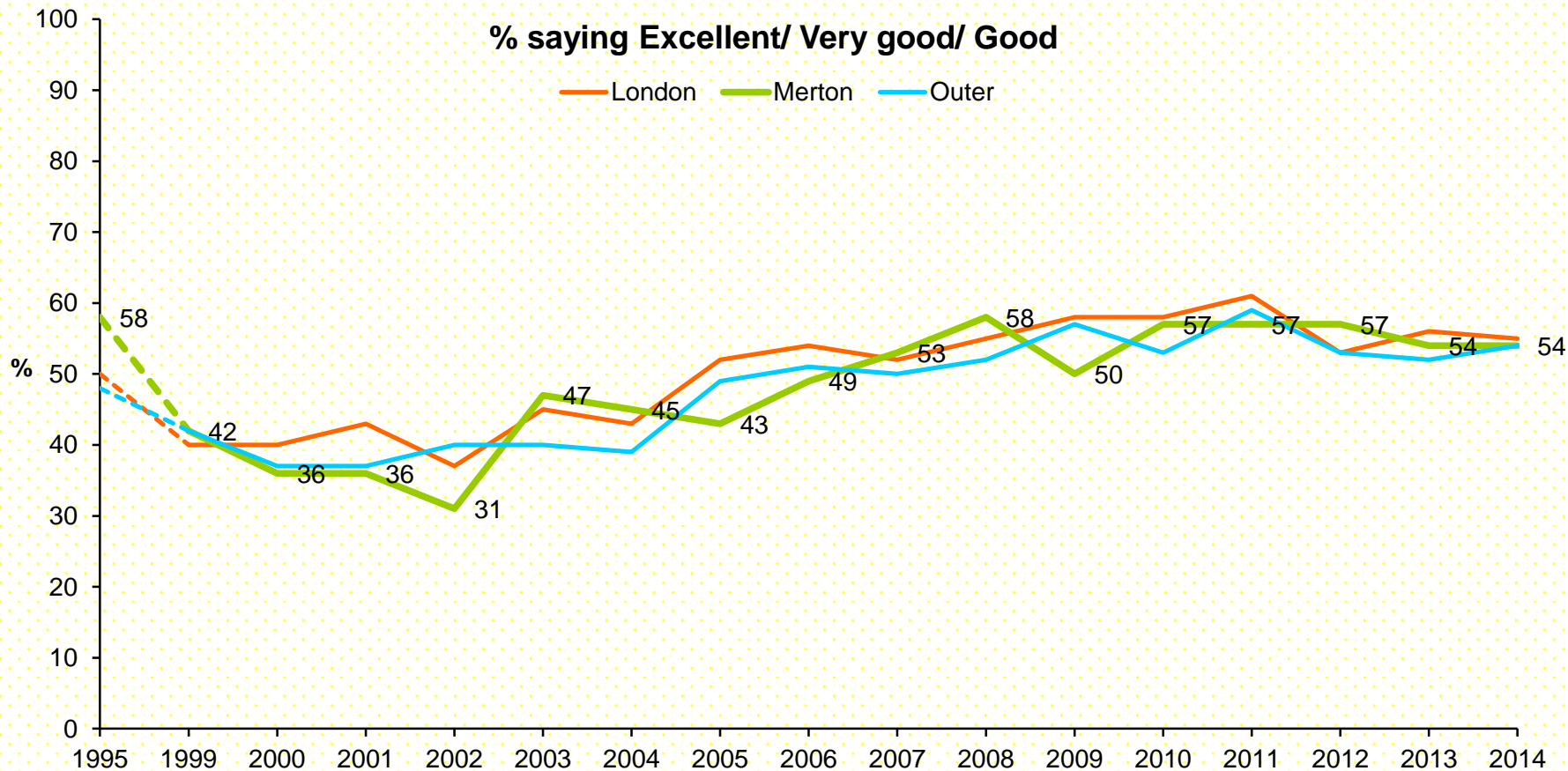
	All residents	Users
Recycling facilities	+3	+3
Parks, playgrounds and open spaces	+3	+3
Libraries	0	+1
Leisure and sports facilities	-7*	-2
Nursery education	+1	+9
Primary education	+1	+1
Secondary education	0	-5
Adult education	0	+4
Social services for adults	-3	-34*
Social services for families	0	+21
Parking services	+2	+4
Housing benefit	-3	+3

*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults (1084), All users (32 to 893)

Street cleaning

Ratings for Merton remain consistent and in line with London average

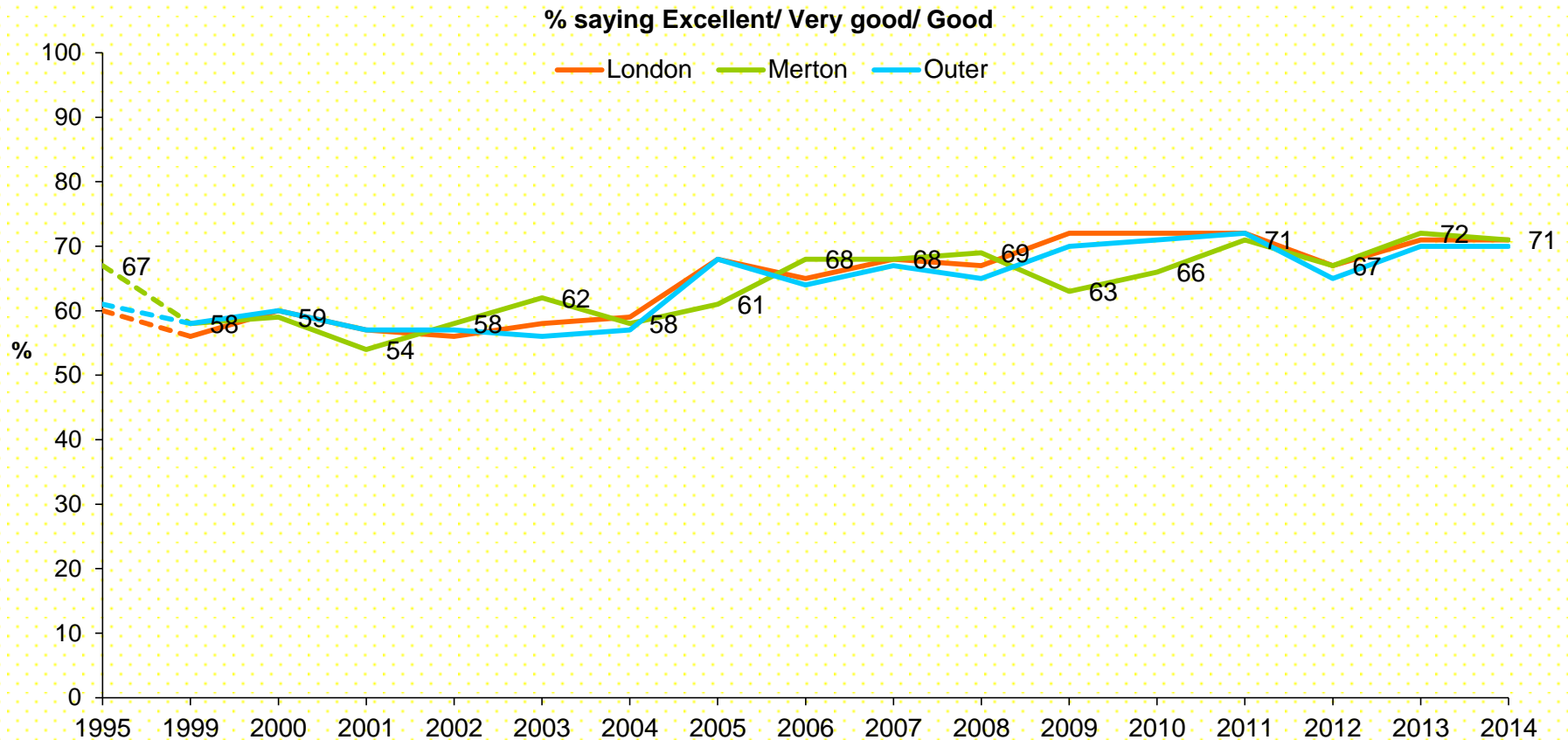


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Street lighting

Merton score remains broadly in line with 2013 and the London average

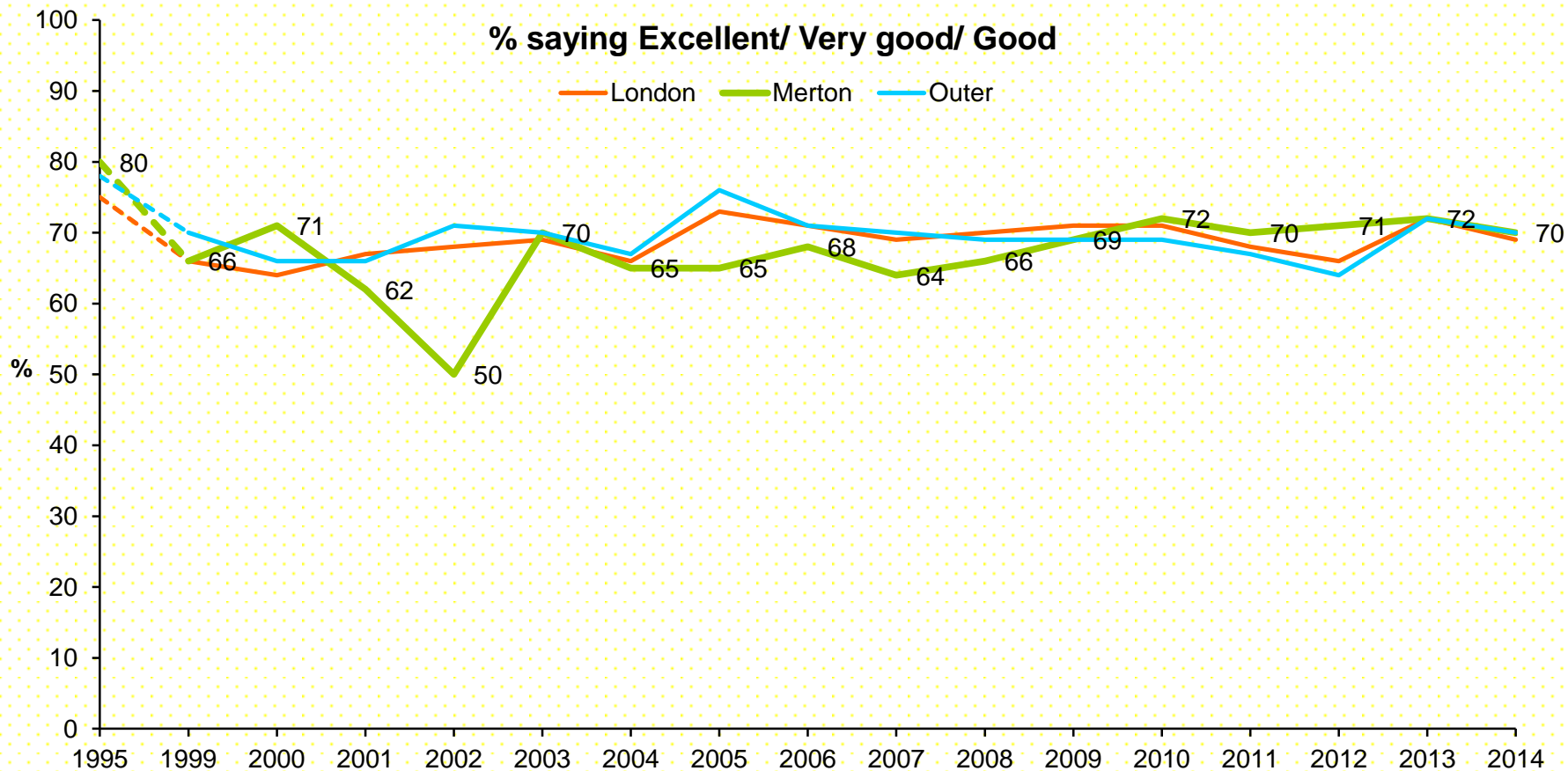


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Refuse collection

Merton scores at parity with London average

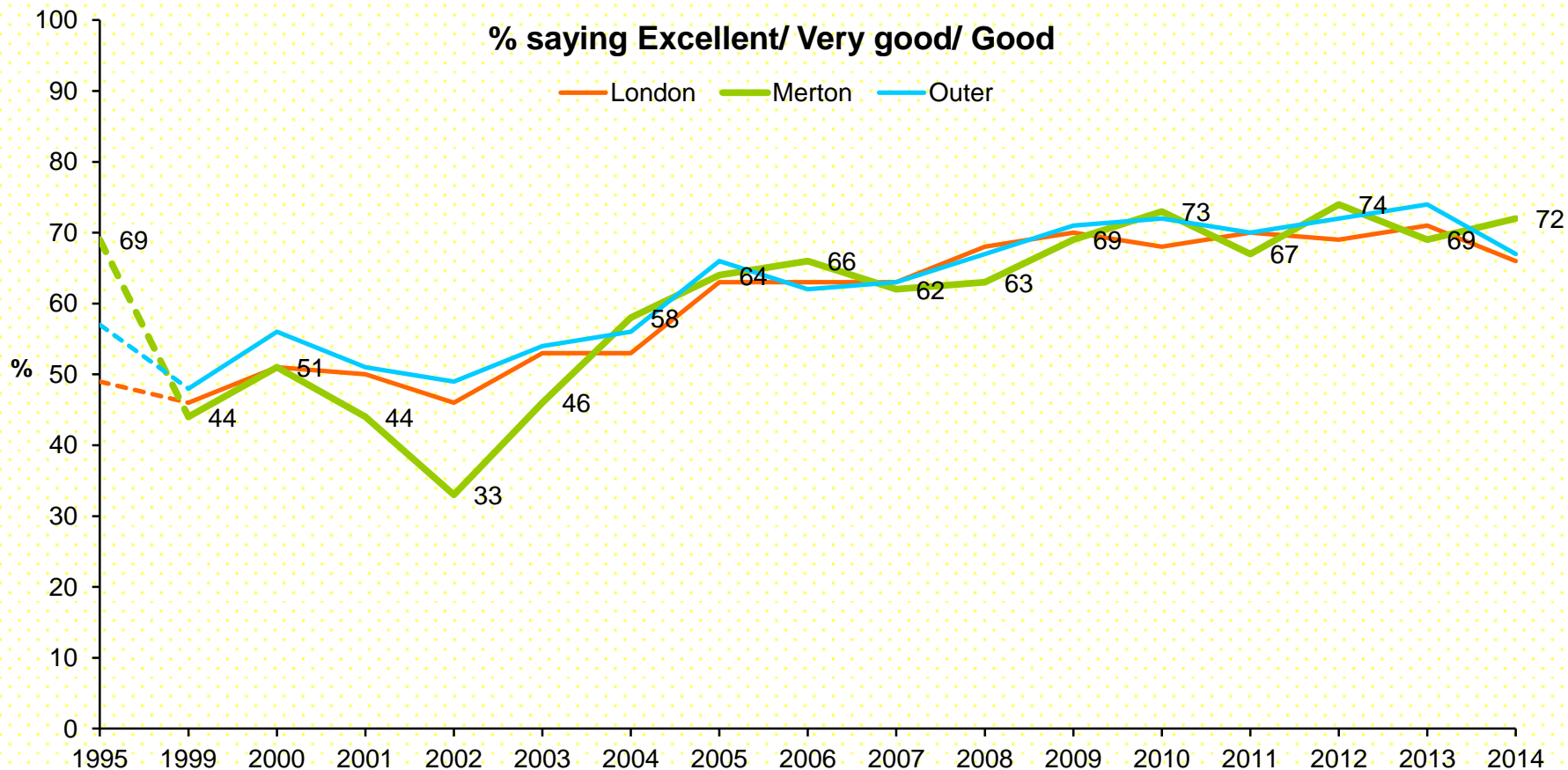


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Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Recycling facilities

A rise in score puts Merton above London averages which have both fallen

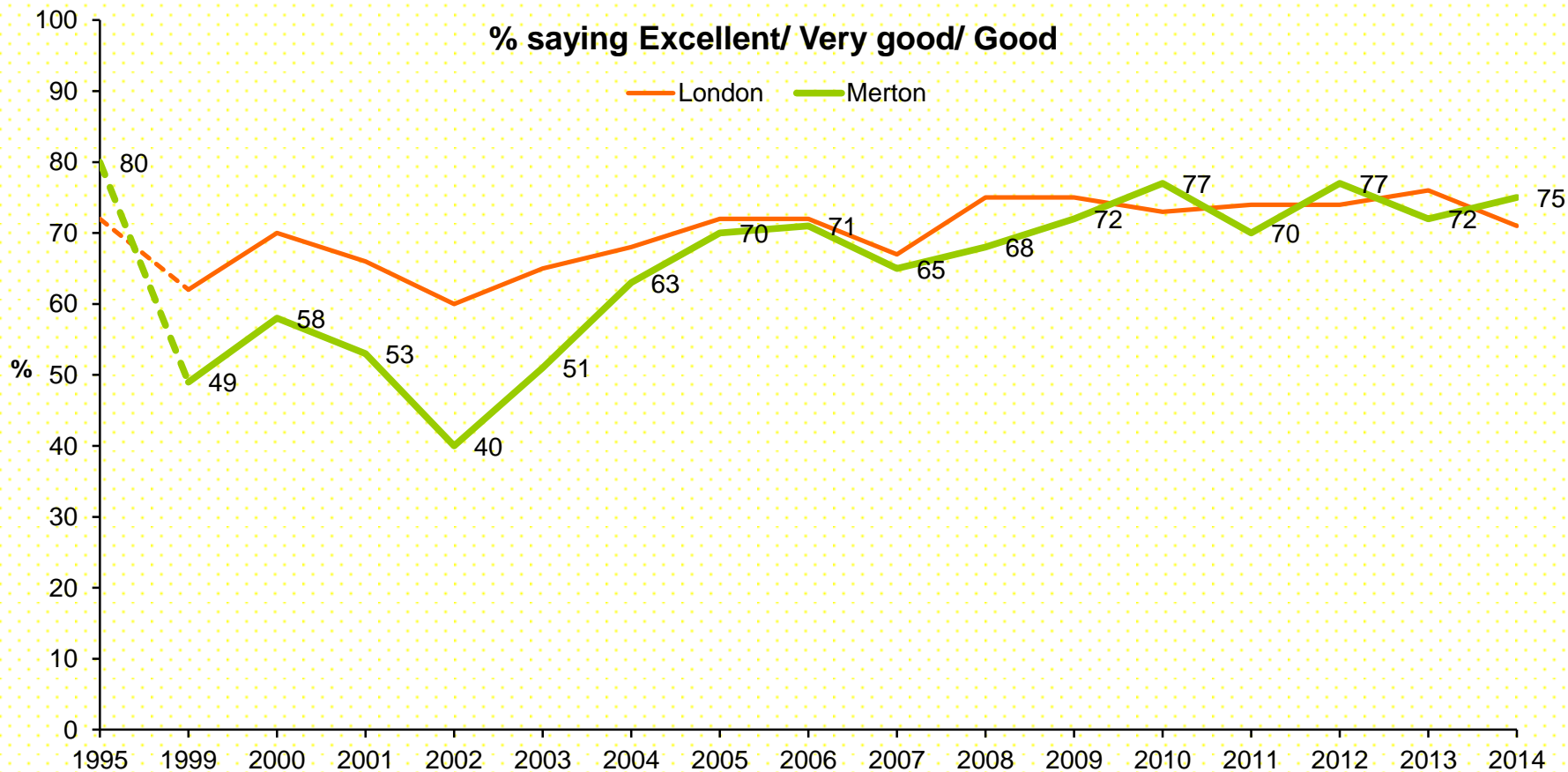


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Recycling facilities – among users

A slight increase raises Merton back above the London average

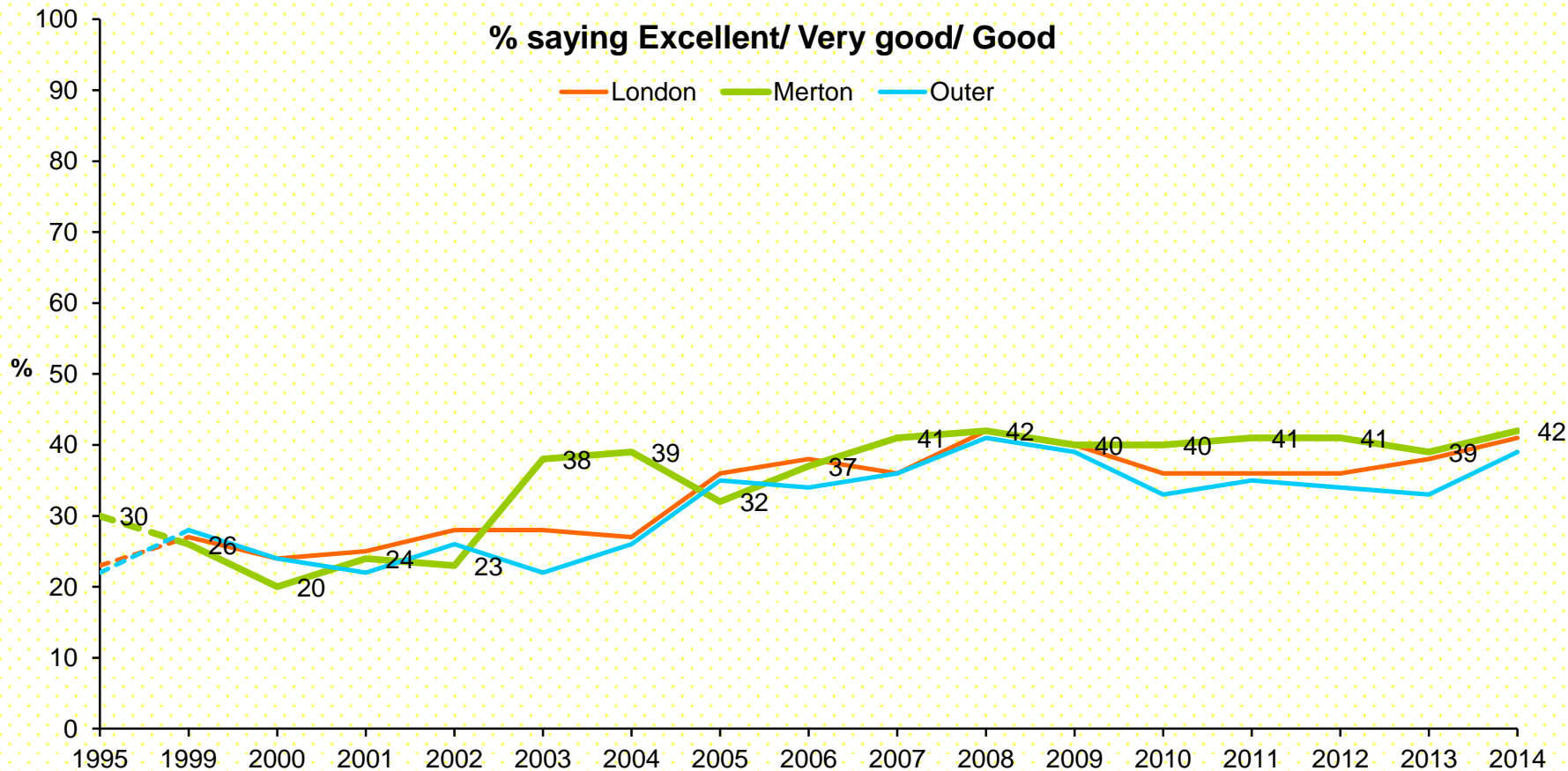


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 893, London: 890)

Repair of roads and pavements

All scores have risen this year with Merton still slightly ahead of London averages

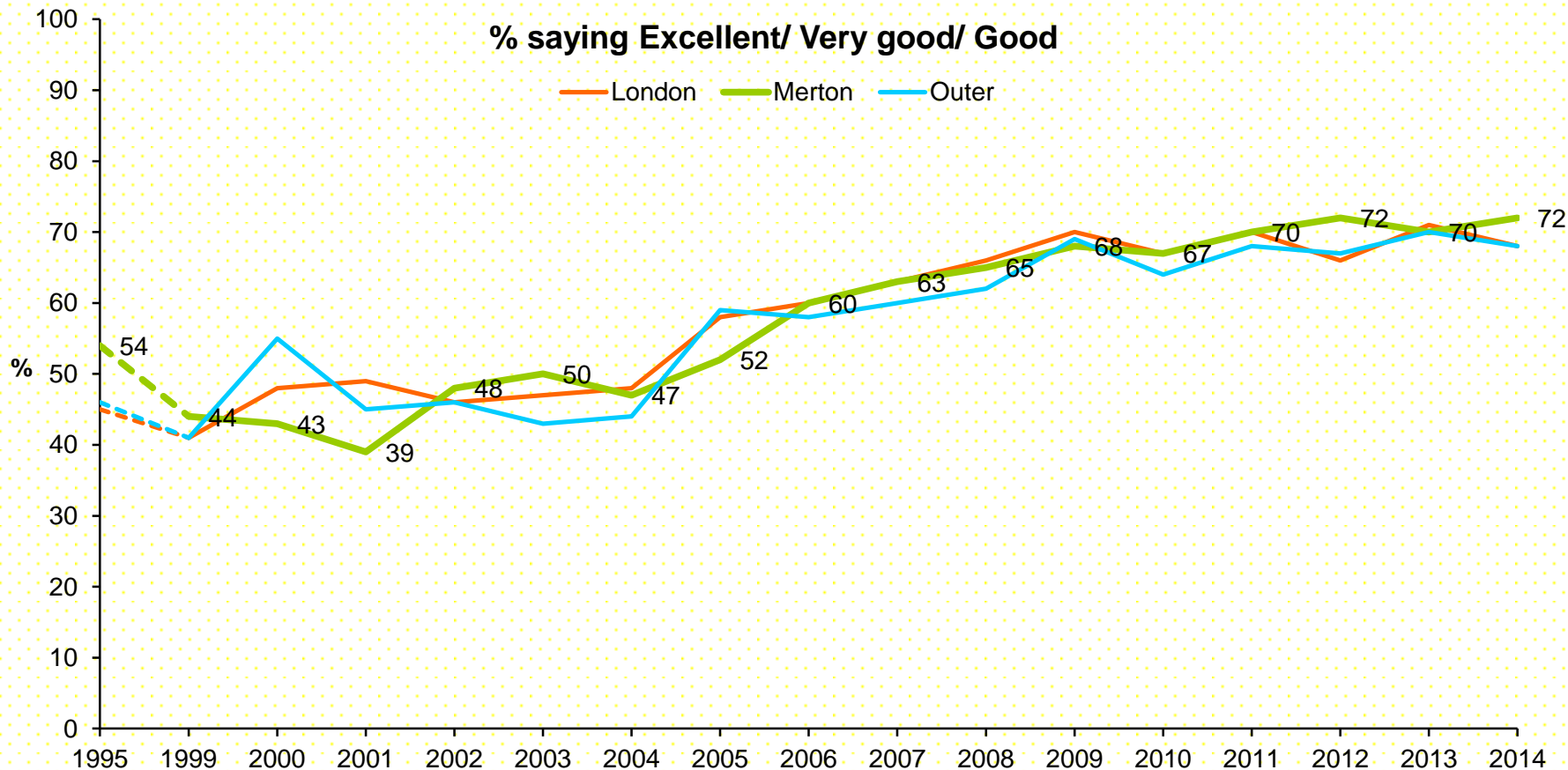


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Parks, playgrounds and open spaces

Merton's score has remained broadly consistent since 2011, slightly ahead of London averages

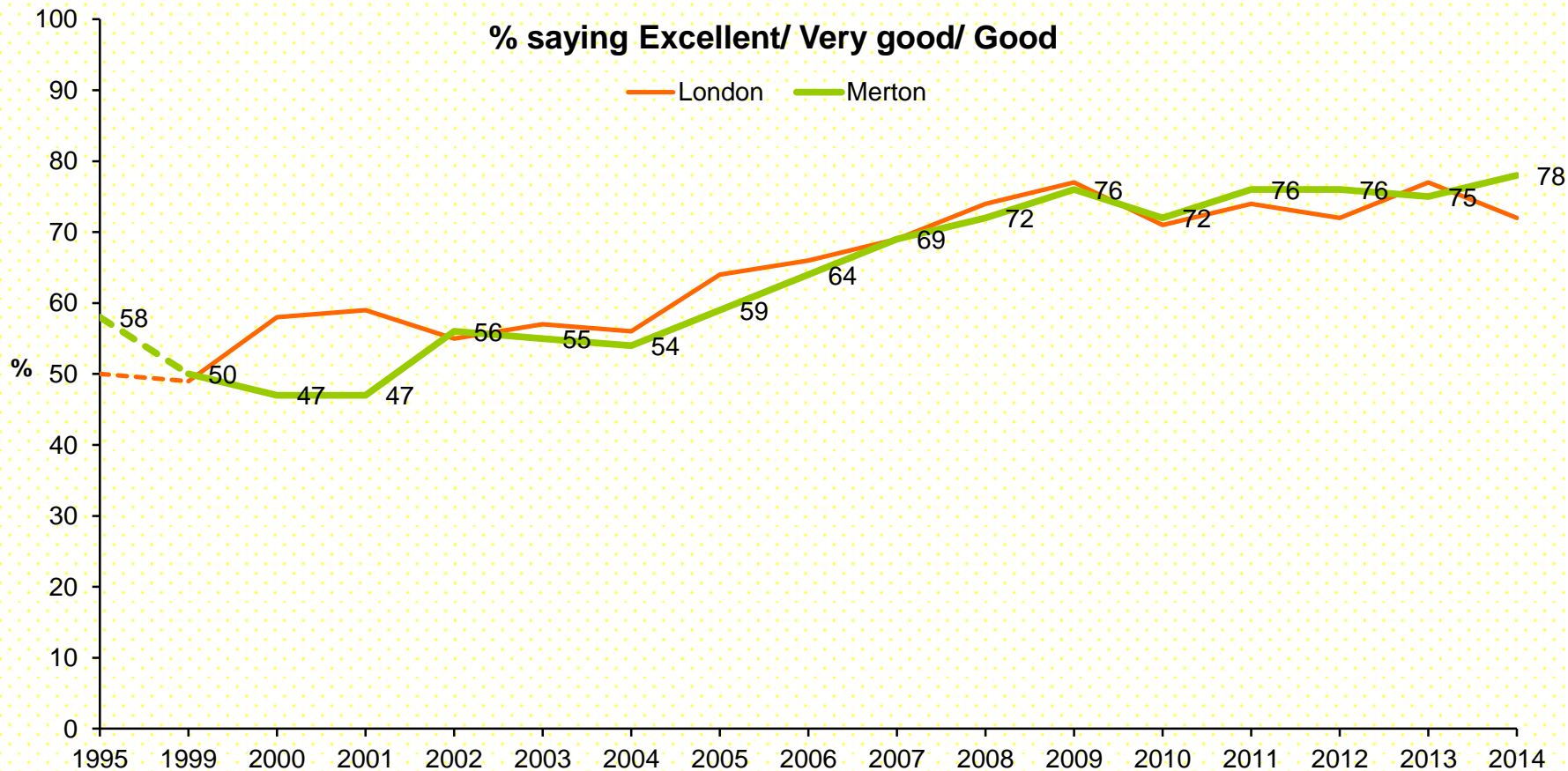


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Parks, playgrounds and open spaces – among users

Scores for Merton have risen to the highest rating since tracking period began

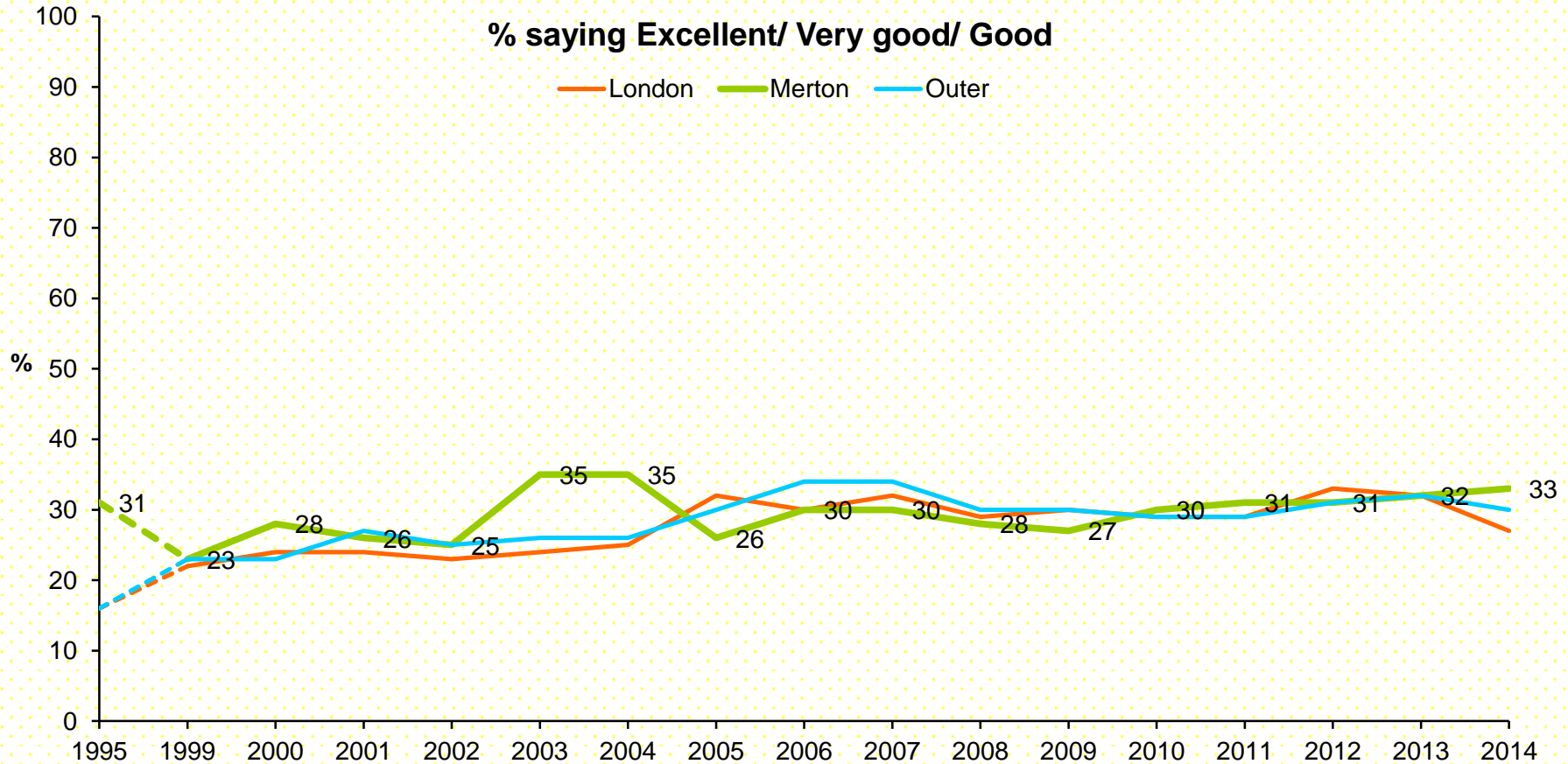


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 768, London 856)

Nursery education

Despite small fluctuations, scores for Merton and London have remained consistent and in line since 2006

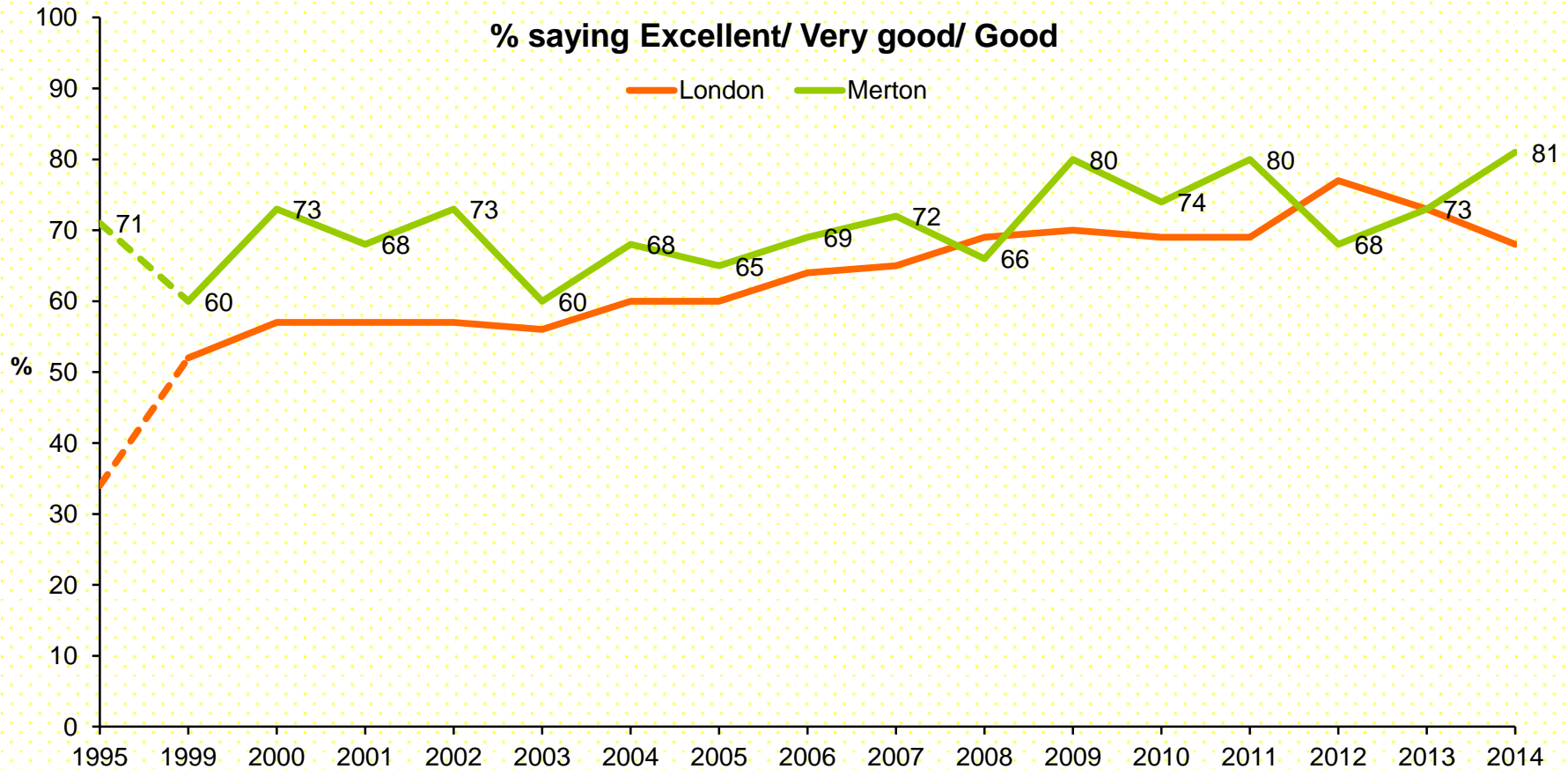


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Nursery education – among users

Merton's score increases, bringing it back into line with 2012 and ahead of the London average



N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 93, London: 116)

Primary education

Merton scores have continued to increase to their highest recorded level

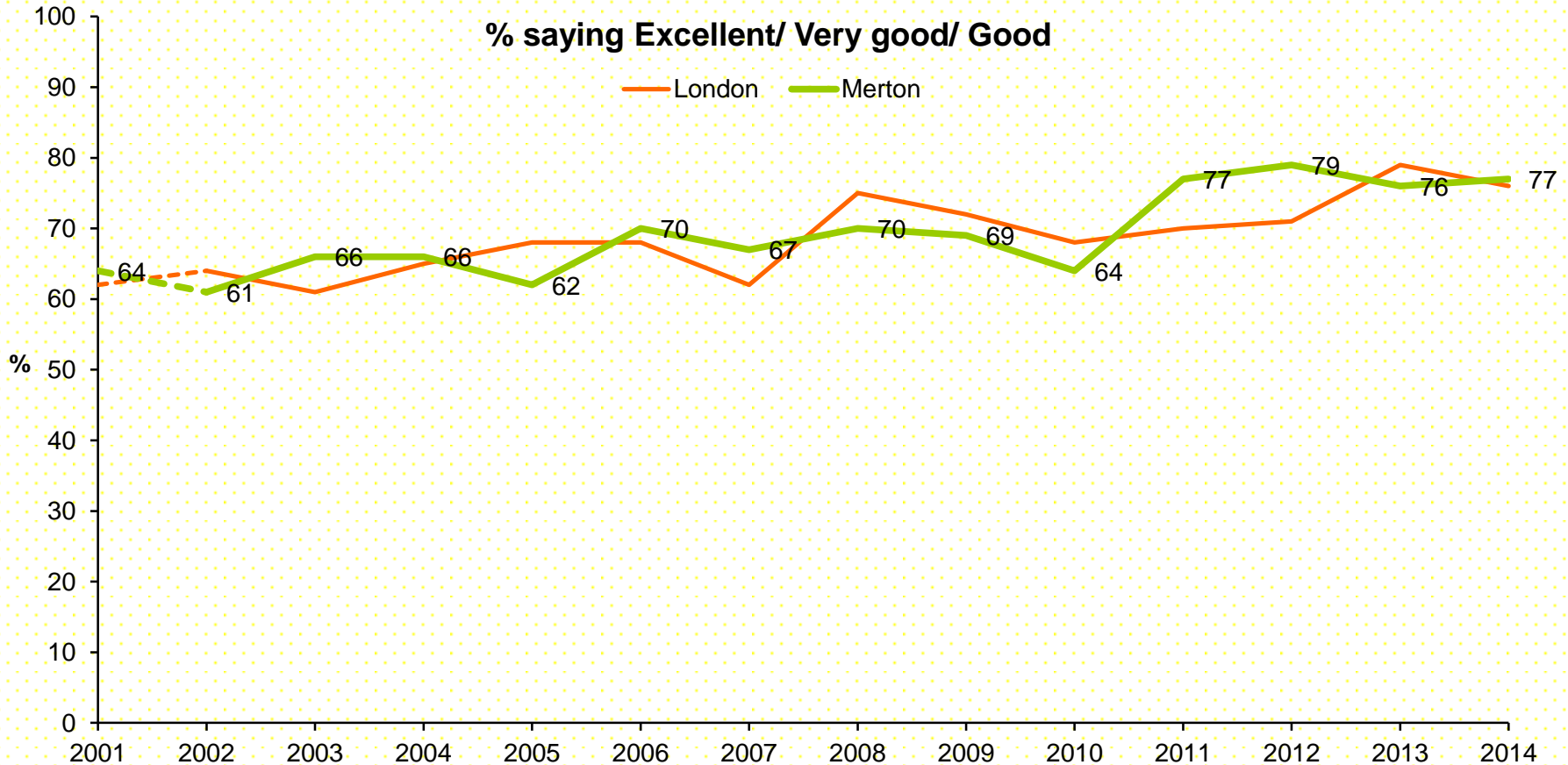


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Primary education – among users

In 2014, Merton scores are roughly in line with London averages

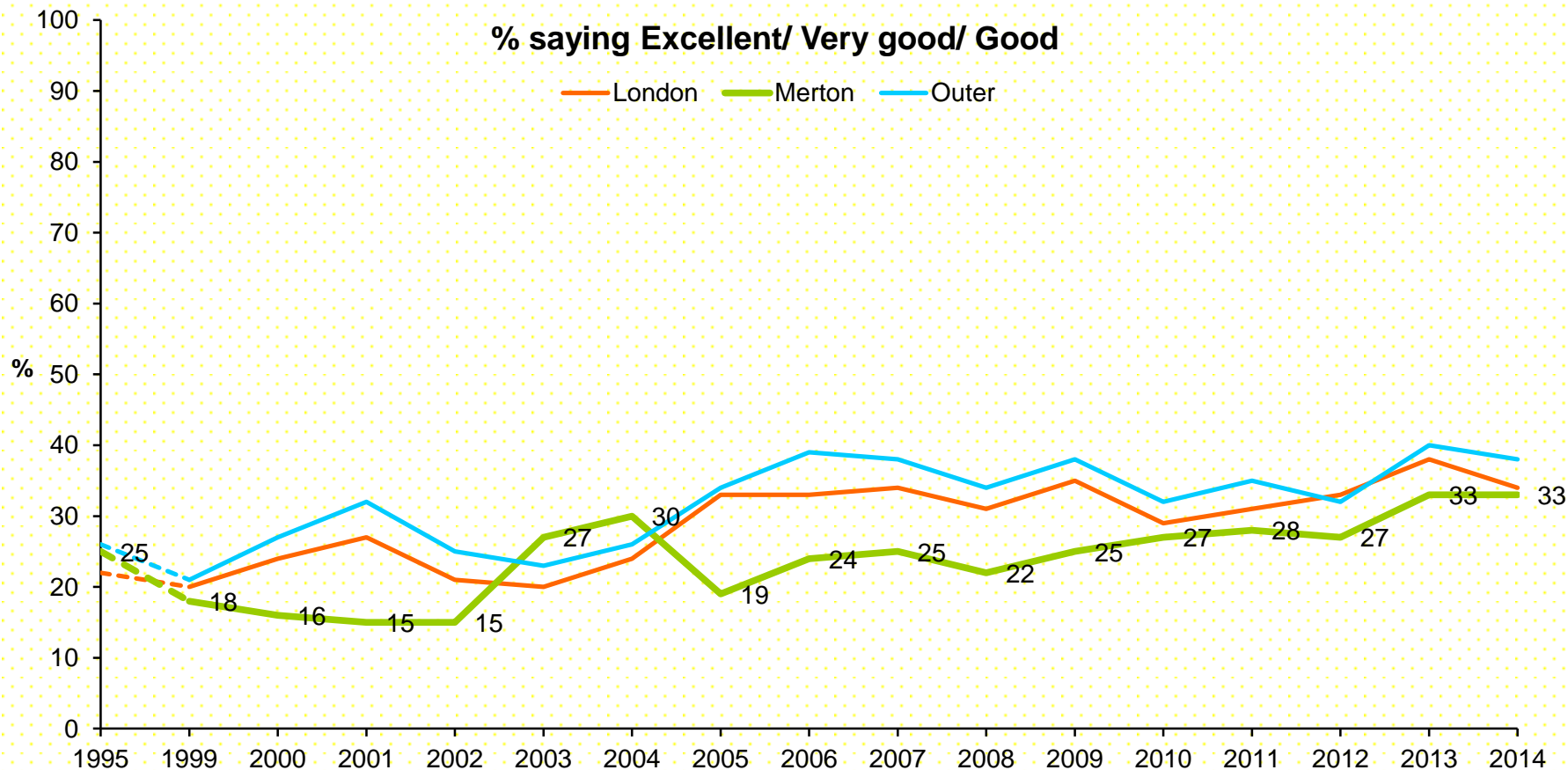


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 168, London: 260)

Secondary education

Merton score remains comparable to 2013 at its highest level over the tracking period, but continues to be below the London average

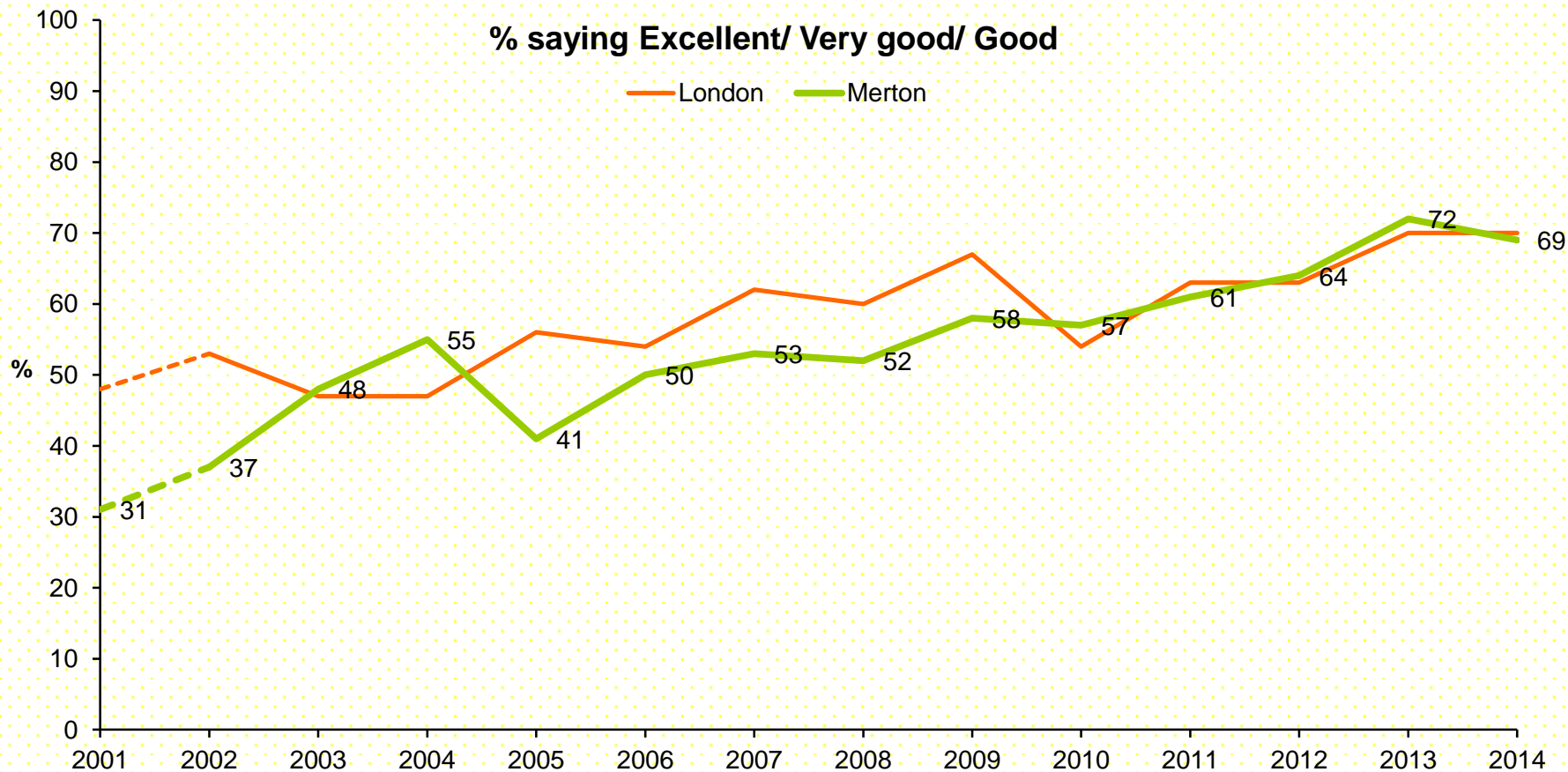


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Secondary education – among users

Merton score has dropped slightly below the London average

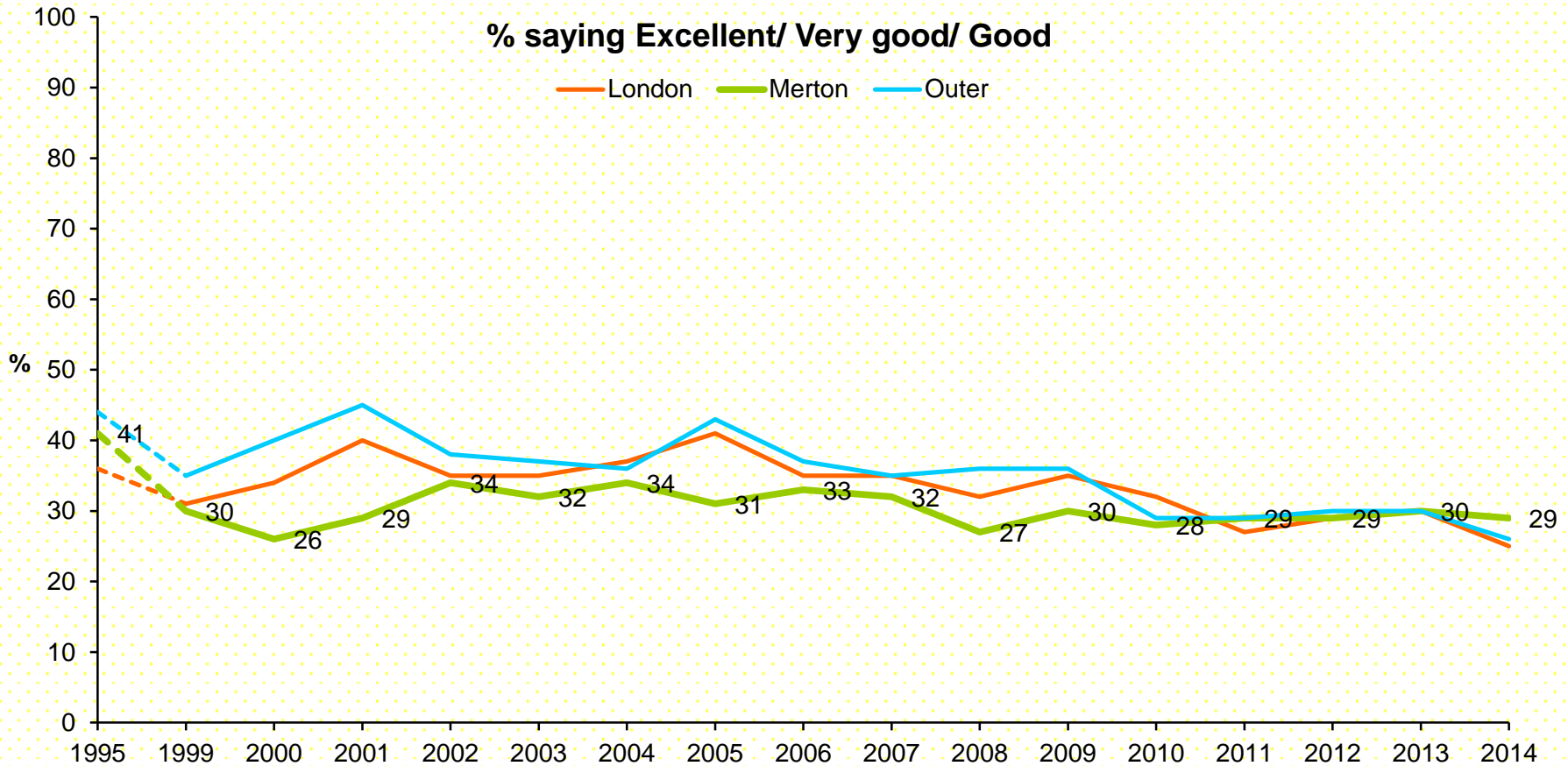


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 232, London: 289)

Adult education/evening classes

Merton performance has shown a consistent trend since 2009, despite a slight fall in London ratings in 2014

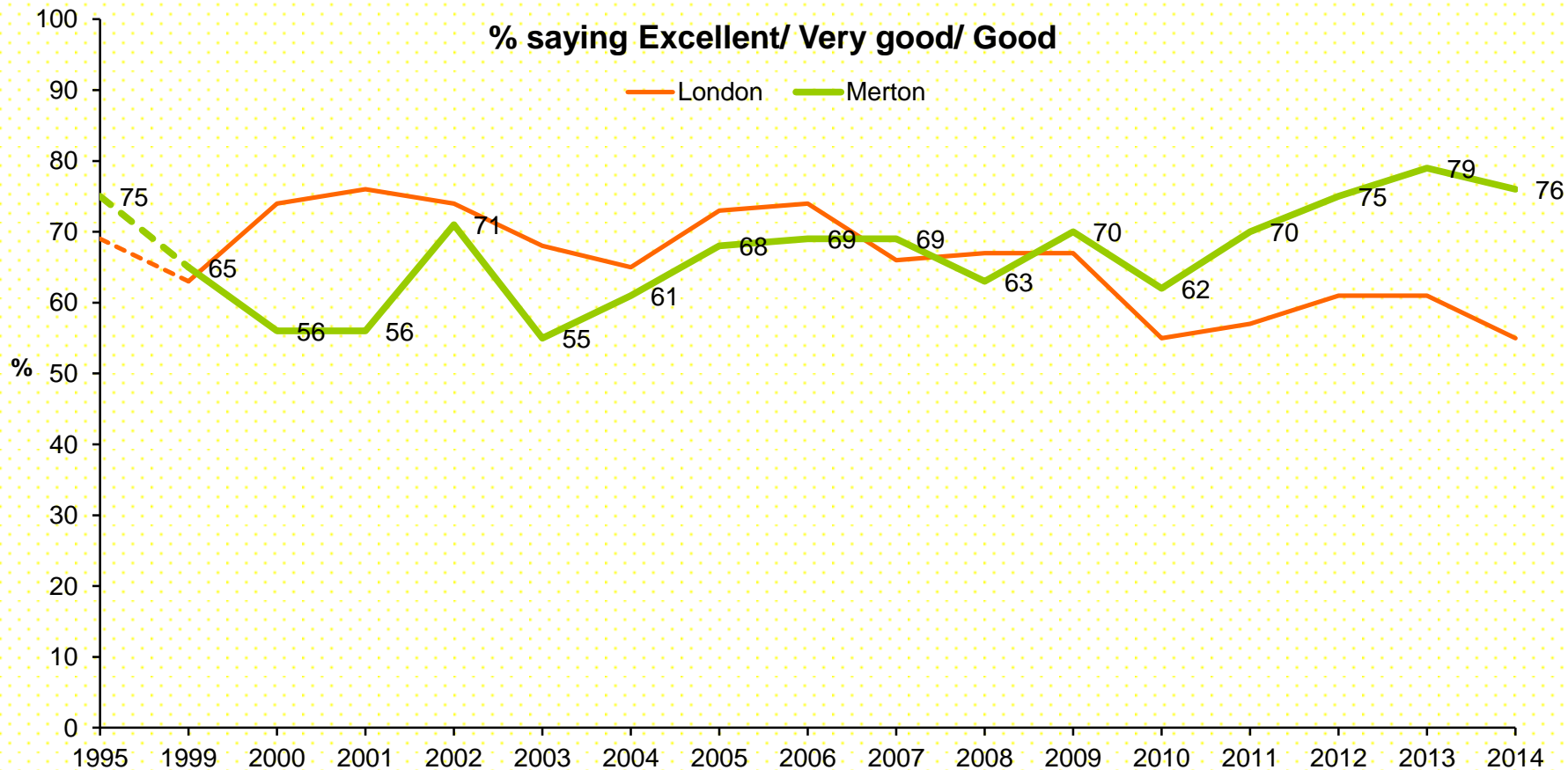


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Adult education/evening classes – among users

Merton's score drops slightly but remains ahead of ratings for London

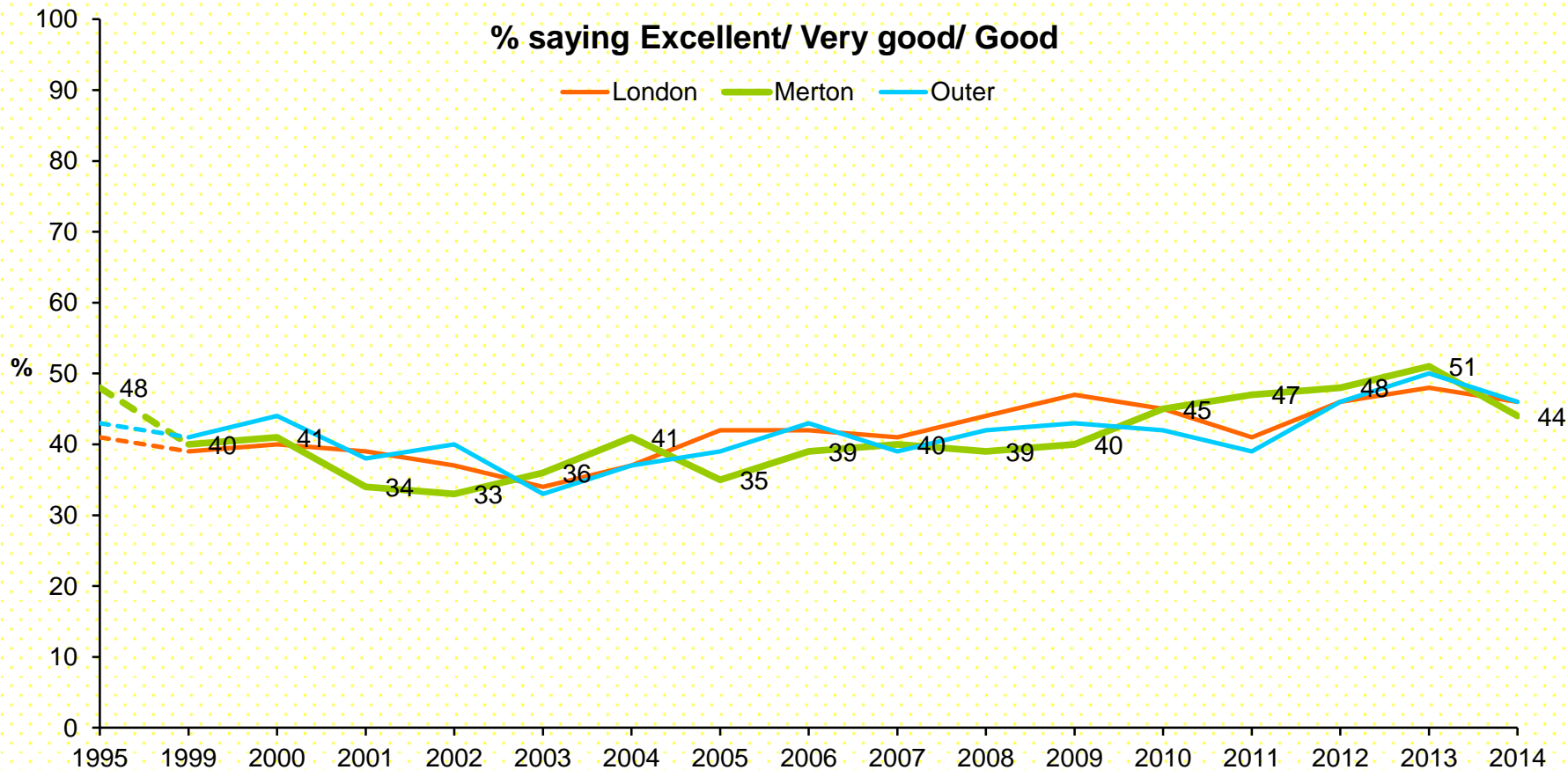


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 58, London: 33)

Leisure and sports facilities

Performance has dropped across Merton and London this year

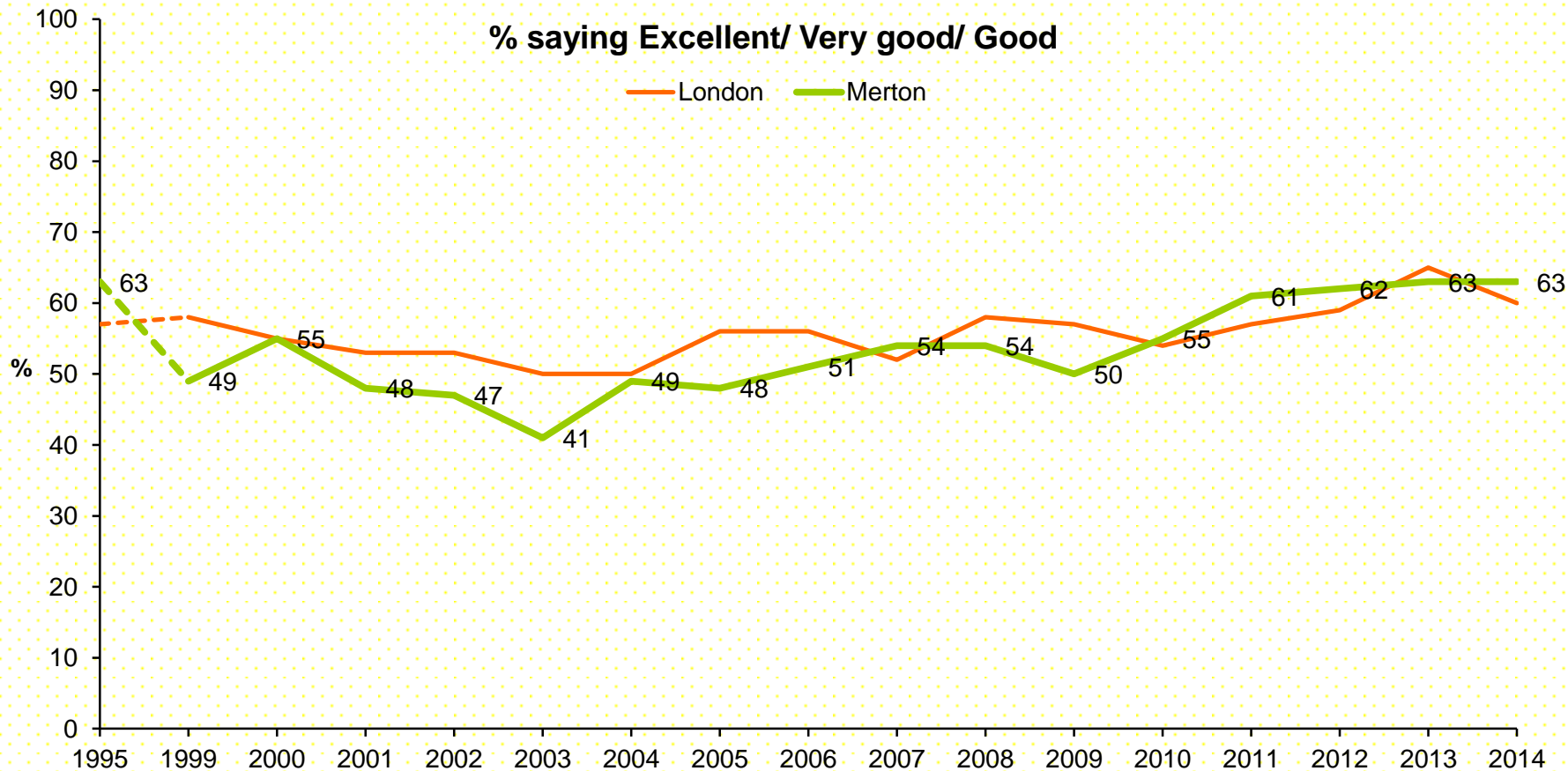


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Leisure and sports facilities – among users

Merton scores have remained static whilst the London average has dropped since 2013

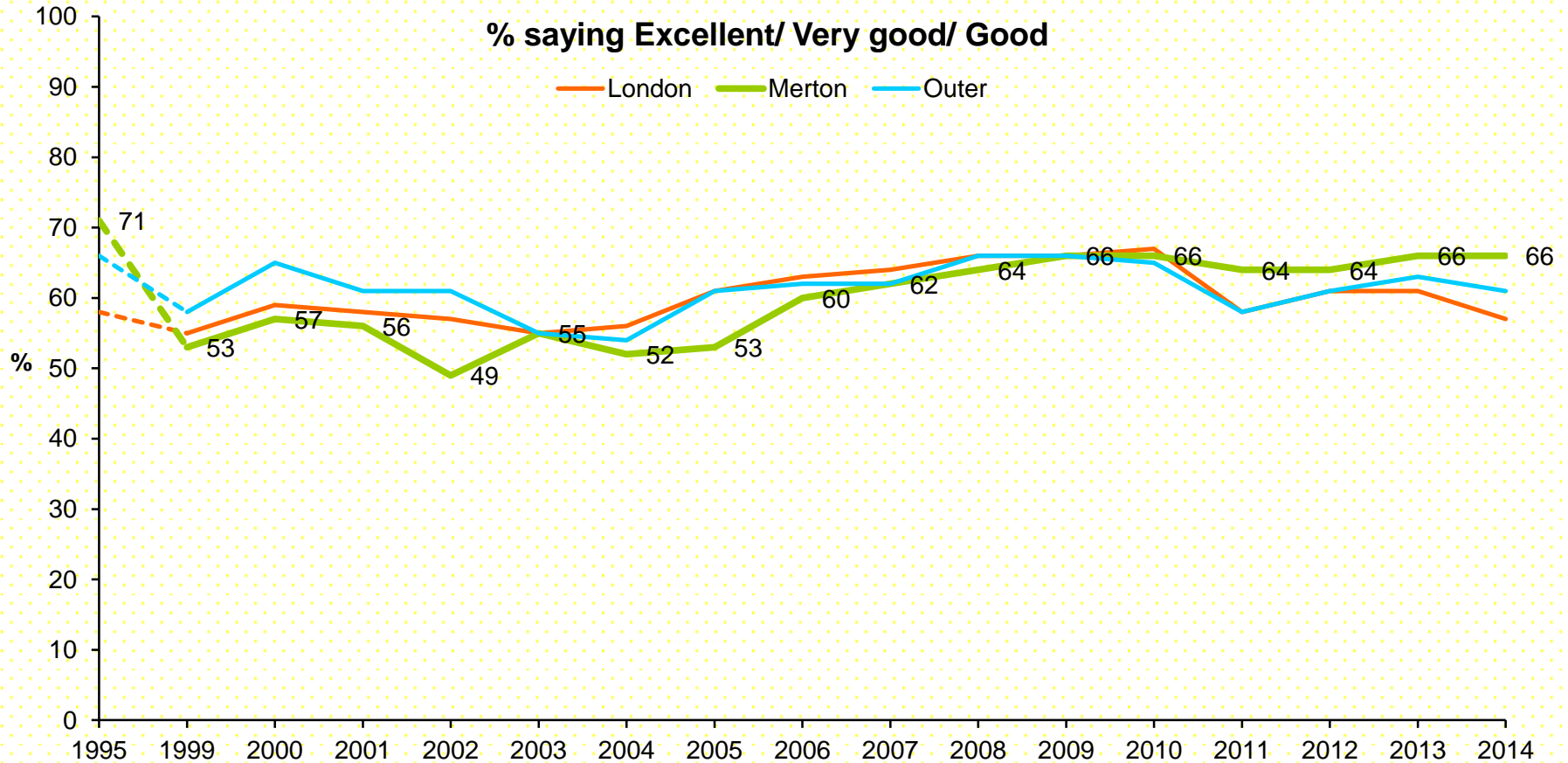


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 440, London: 499)

Libraries

Merton performance remains stable and above London which has fallen slightly

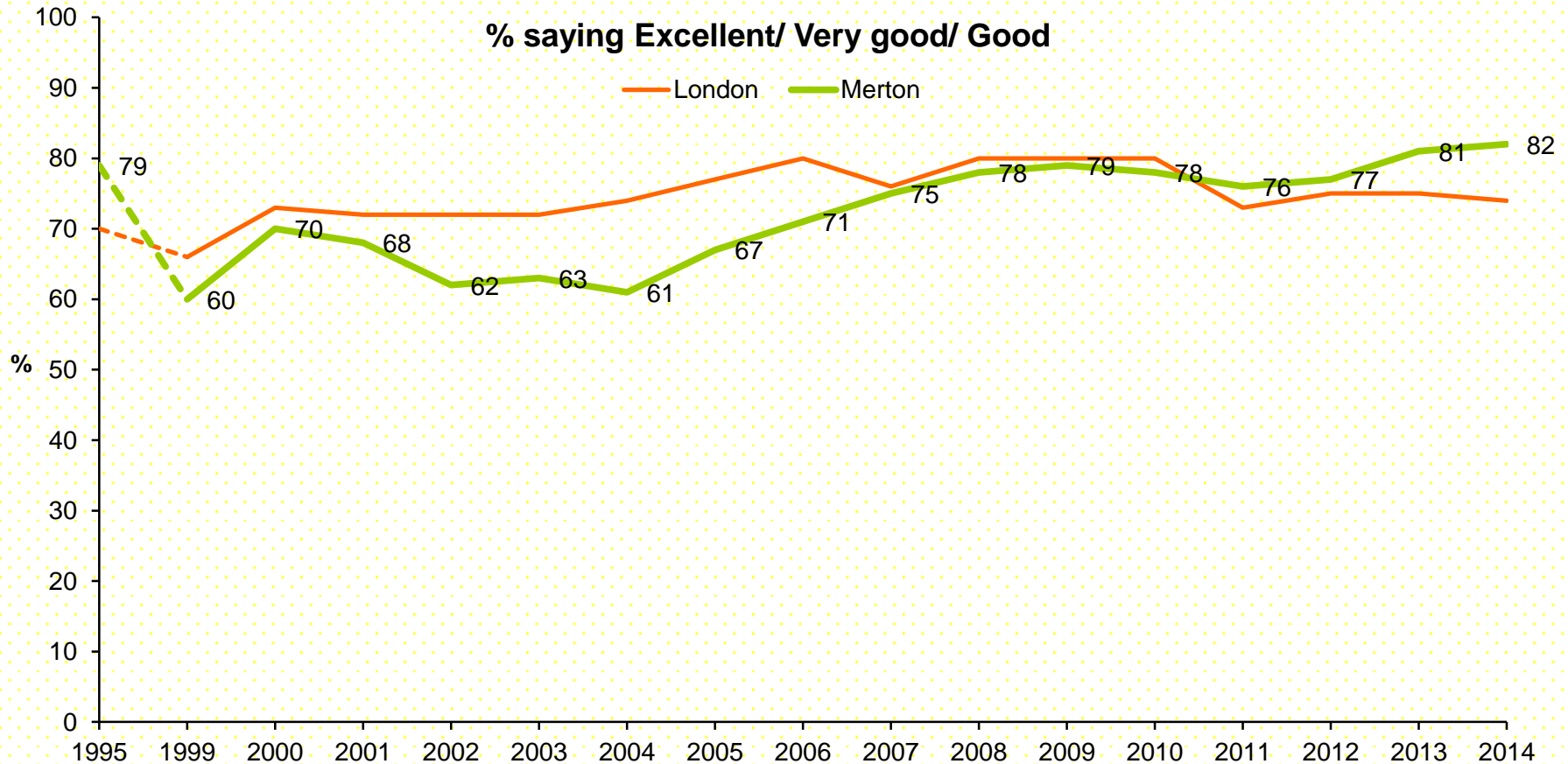


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Libraries – among users

Merton's performance remains consistent with 2013 ahead of the London average

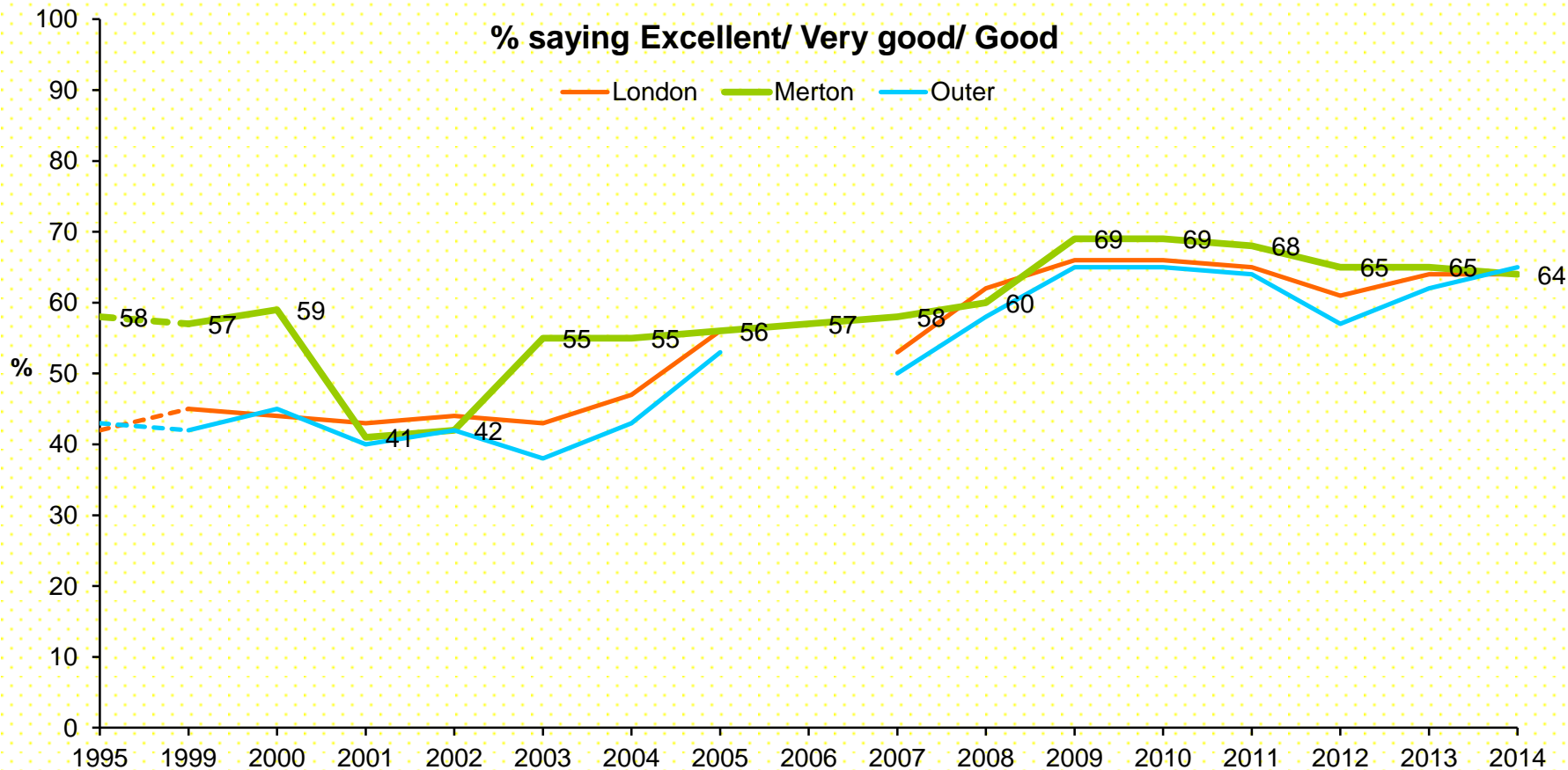


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 637, London: 623)

Local health services

Ratings for Merton remains comparable to 2012 and 2013, and is now consistent with the London average

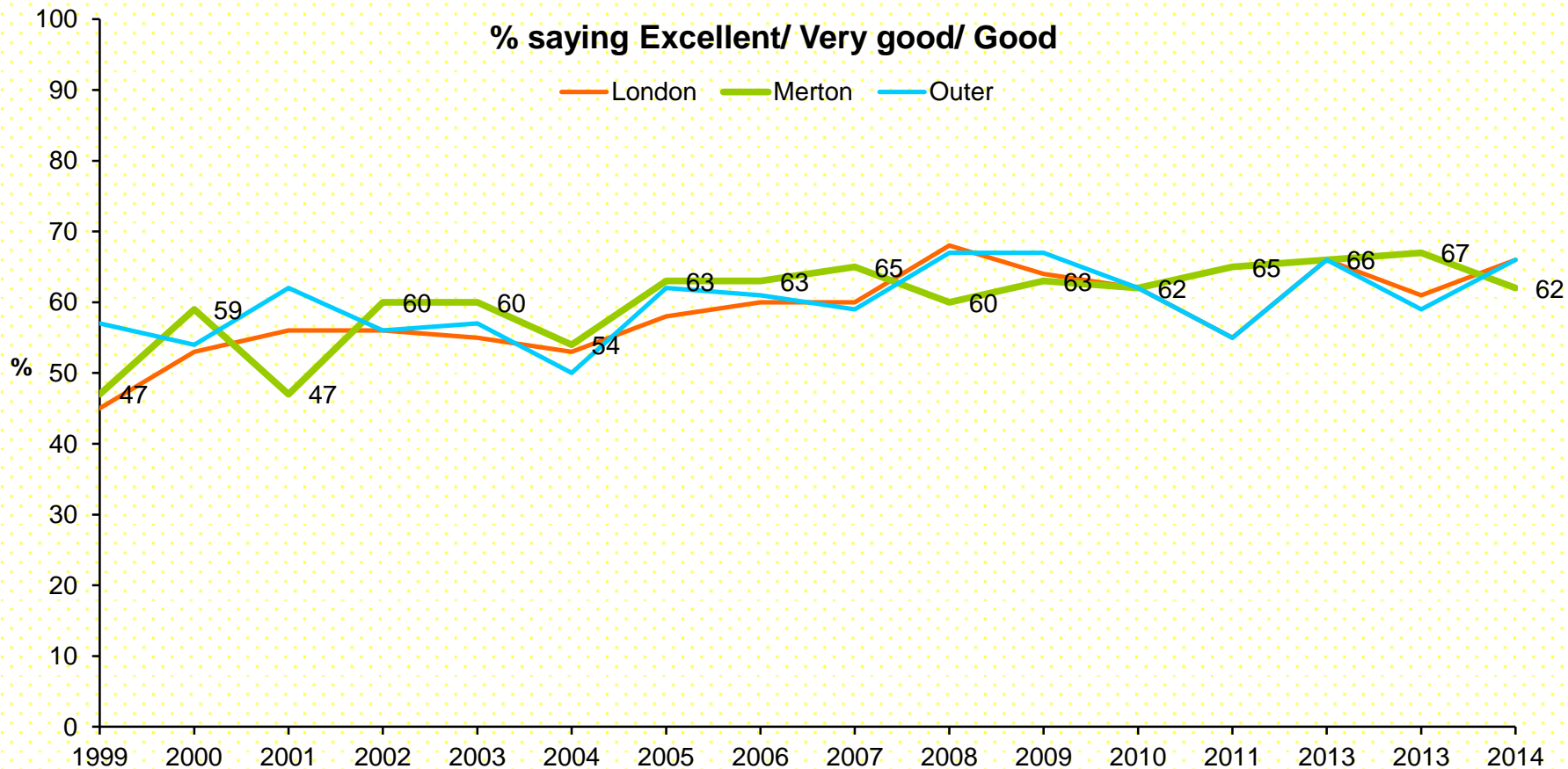


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Collection of council tax

Merton's performance has fallen, bringing it below the London average

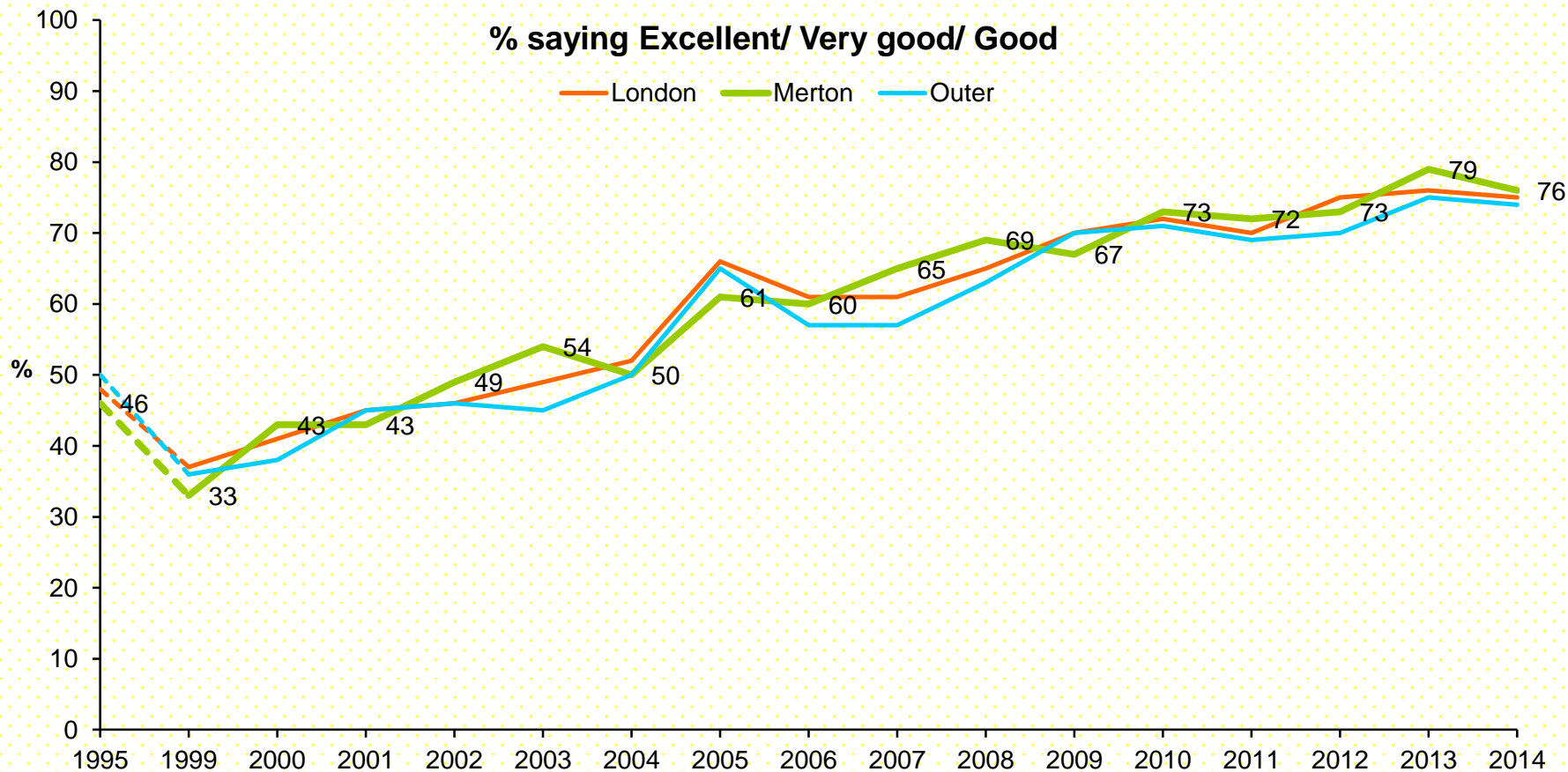


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Public transport

Merton's score has dropped slightly, bringing it back in line with London averages



N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Policing

Merton's score drops slightly but remains ahead of London's performance

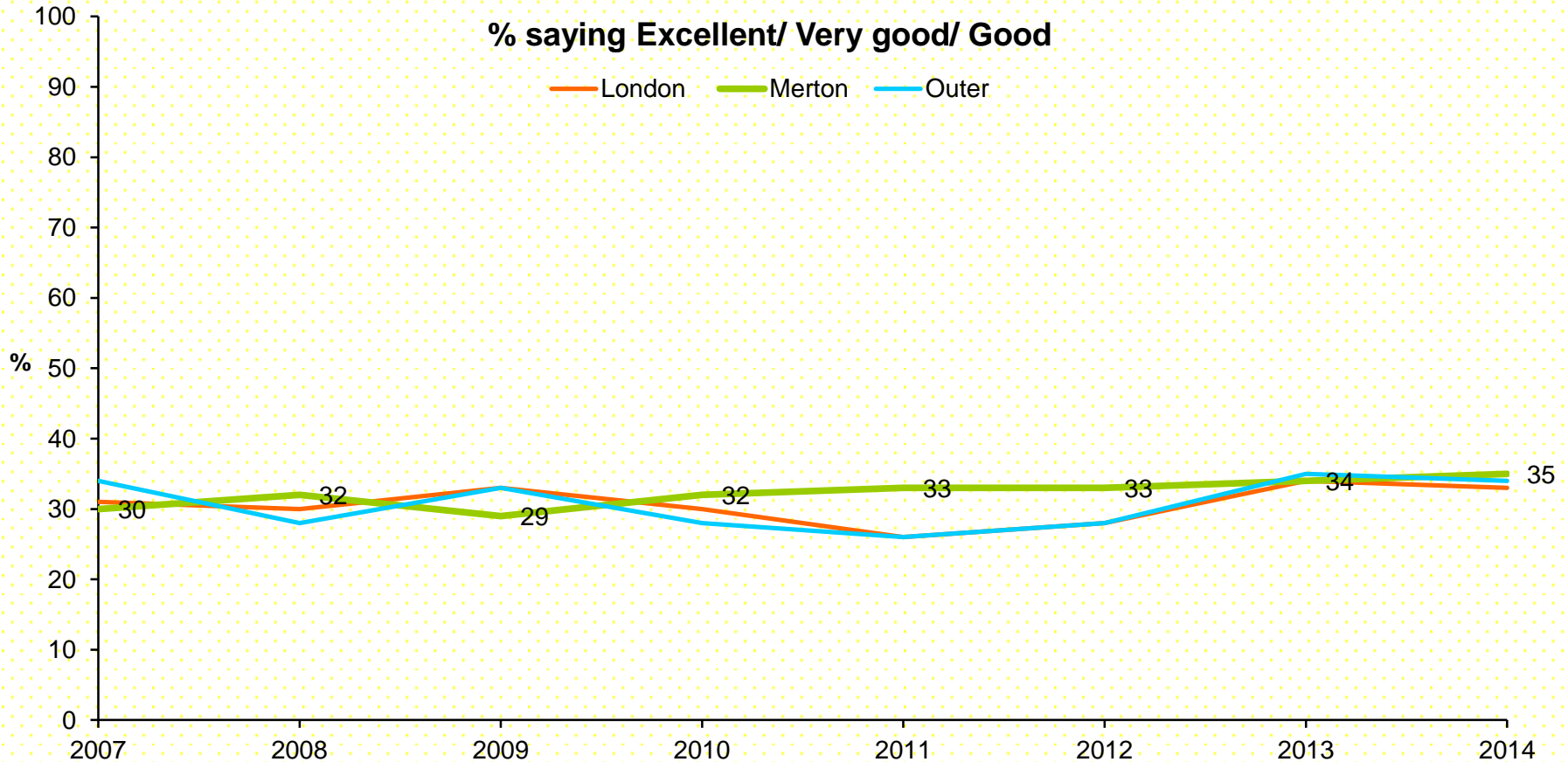


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Parking services

Ratings for Merton show a consistent trend across the tracking period, and remain in line with London averages

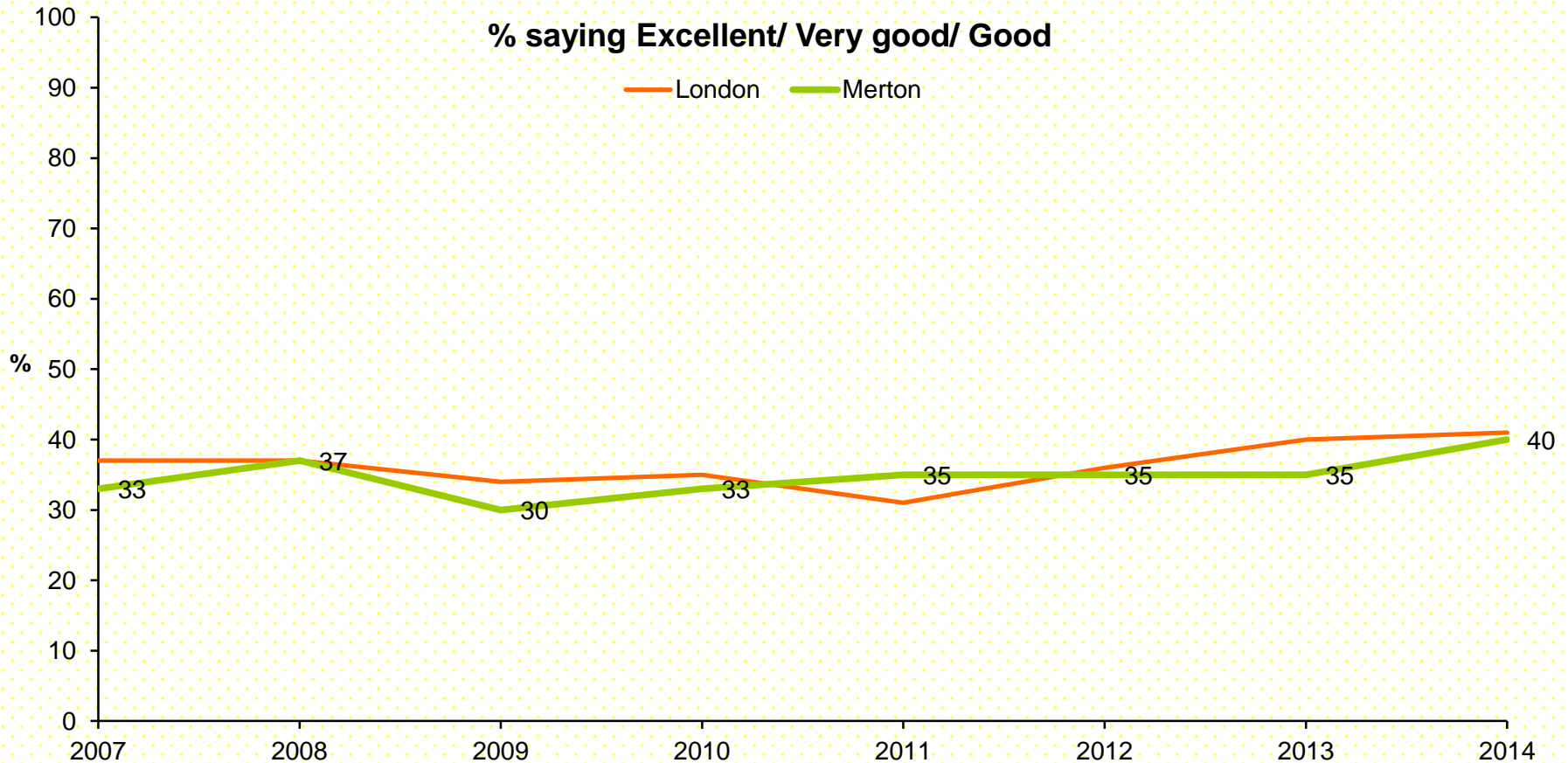


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Parking services – among users

Merton score has risen slightly, bringing it back in line with the London average



N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 517, London: 527)

Housing benefit service

Merton performance remains below the London average, following a slight decrease in 2014

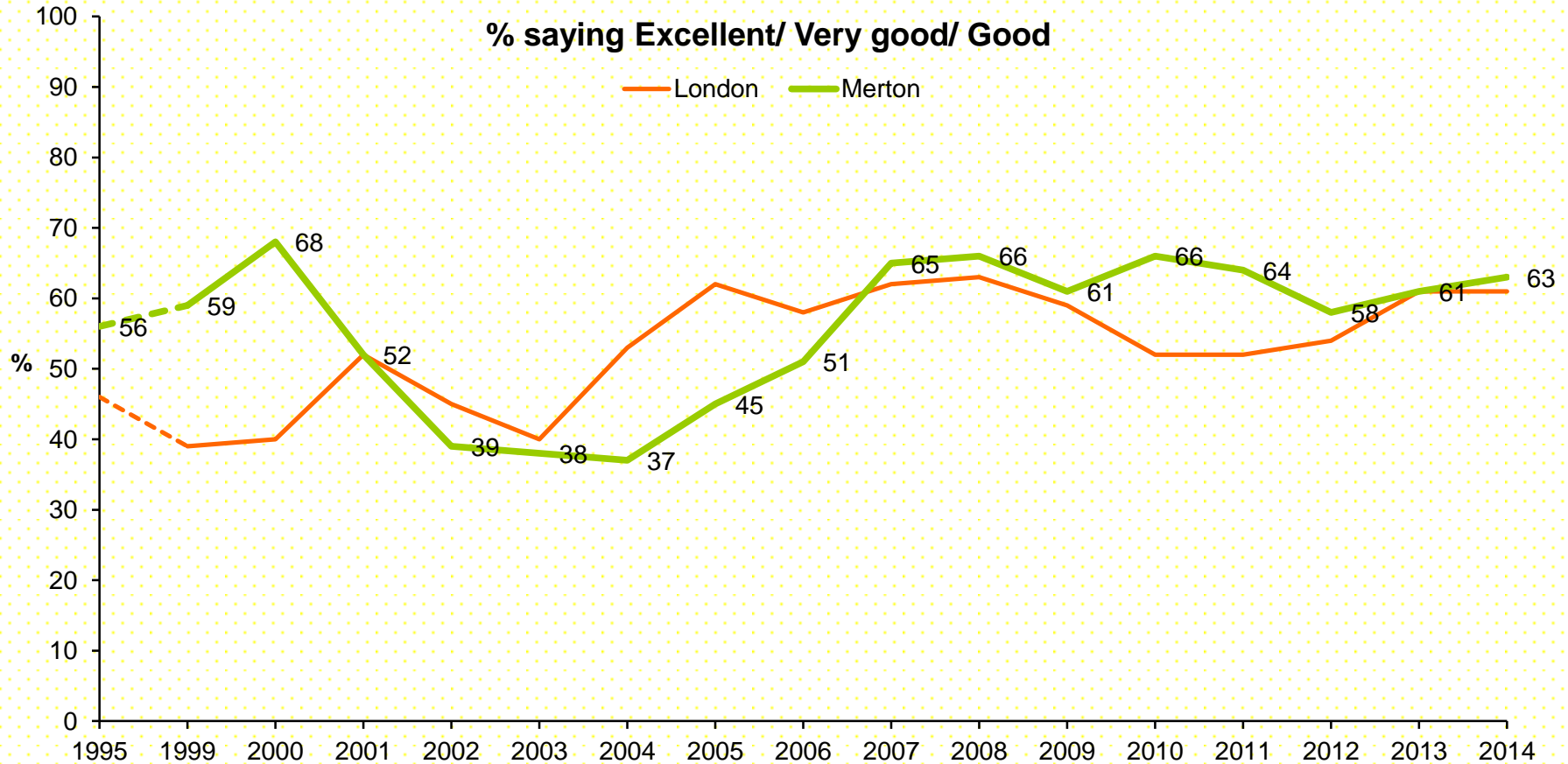


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Housing benefit service – among users

Merton's score is comparable to 2013, broadly in line with the London average

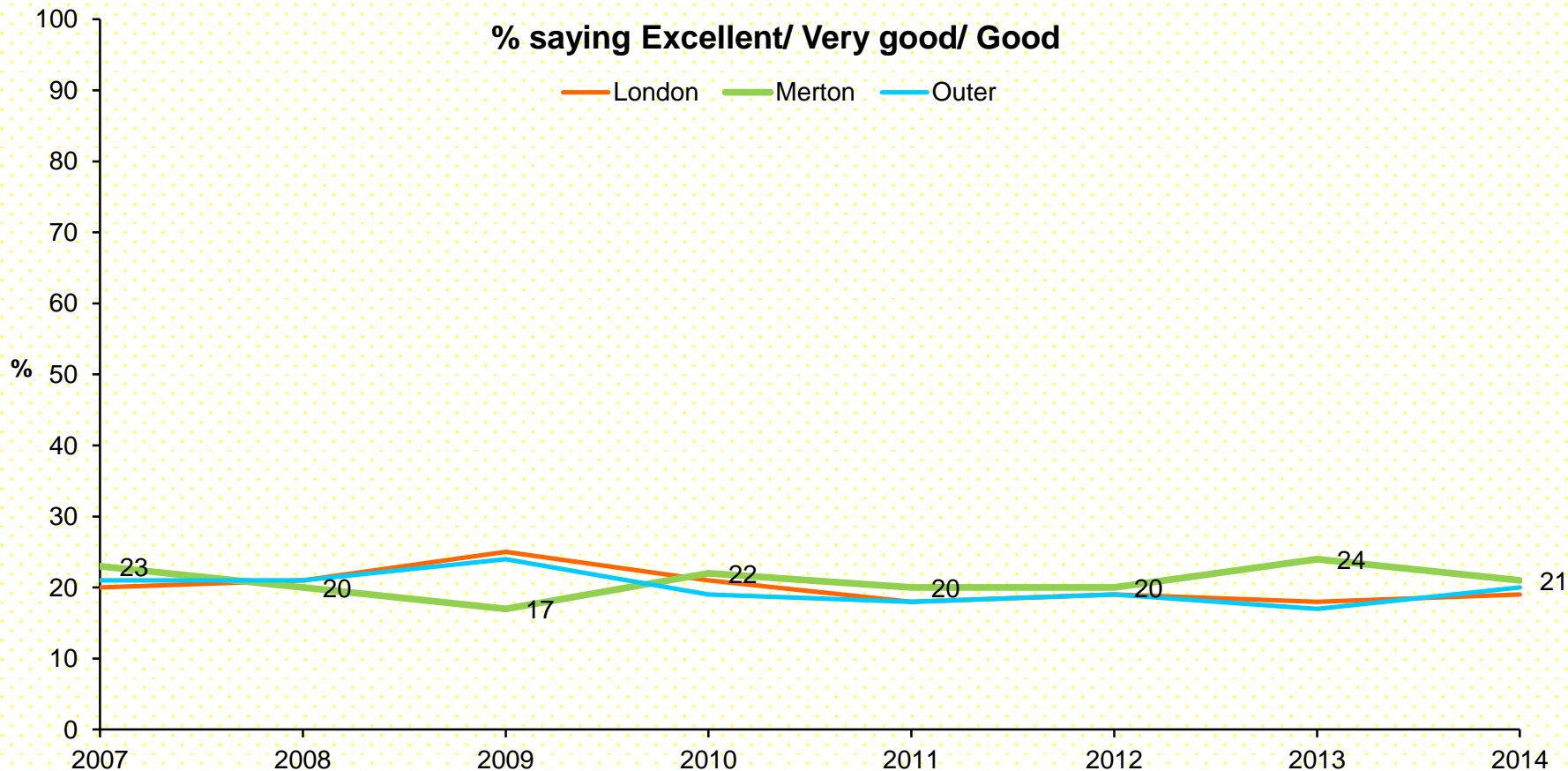


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 97, London: 223)

Social services for adults

Merton's score has dropped slightly, but remains in line with 2012 performance, and London averages

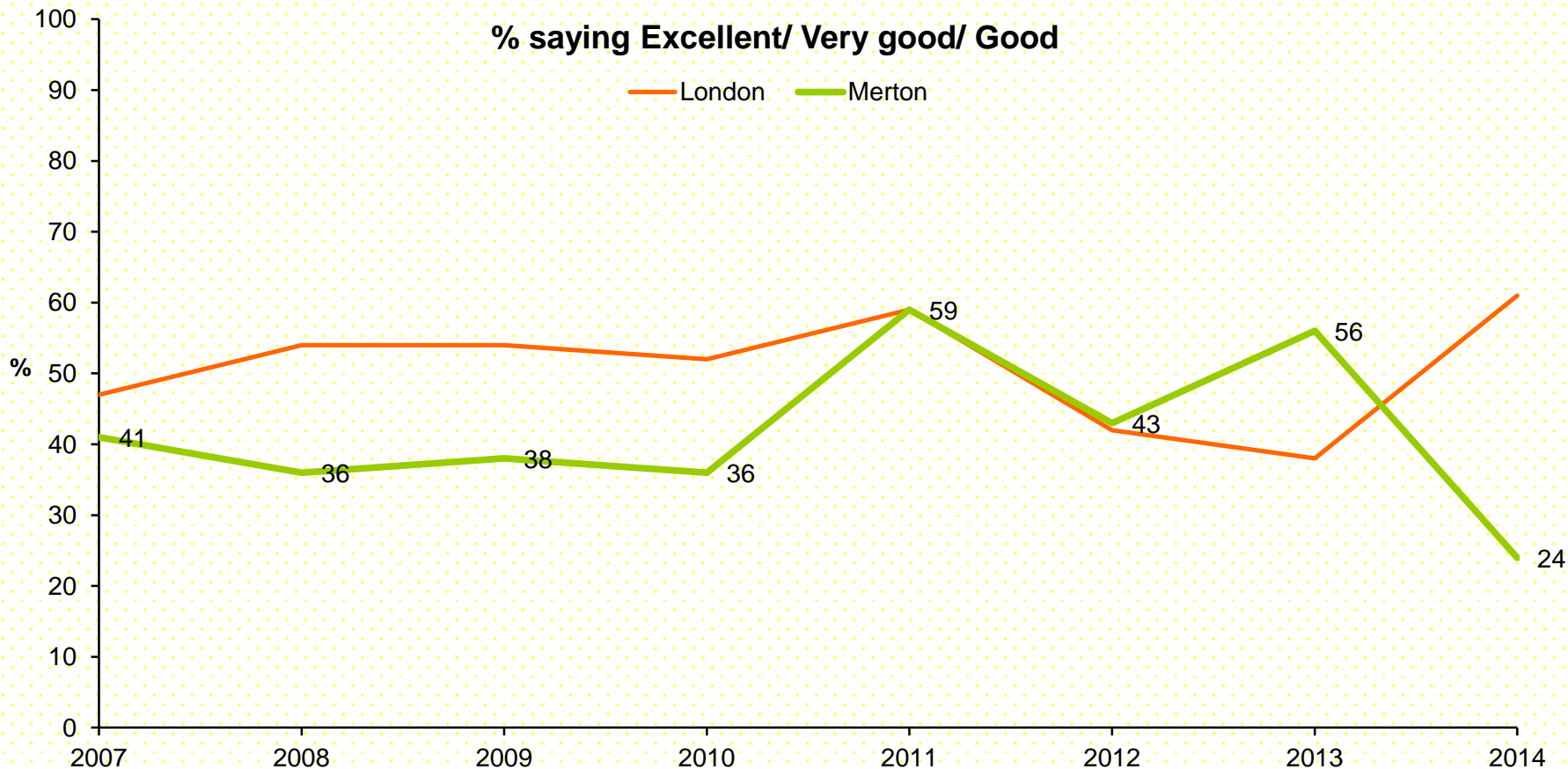


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Social services for adults – among users

In contrast to the London-wide trend Merton's score has dropped steeply, although the small base size should be noted

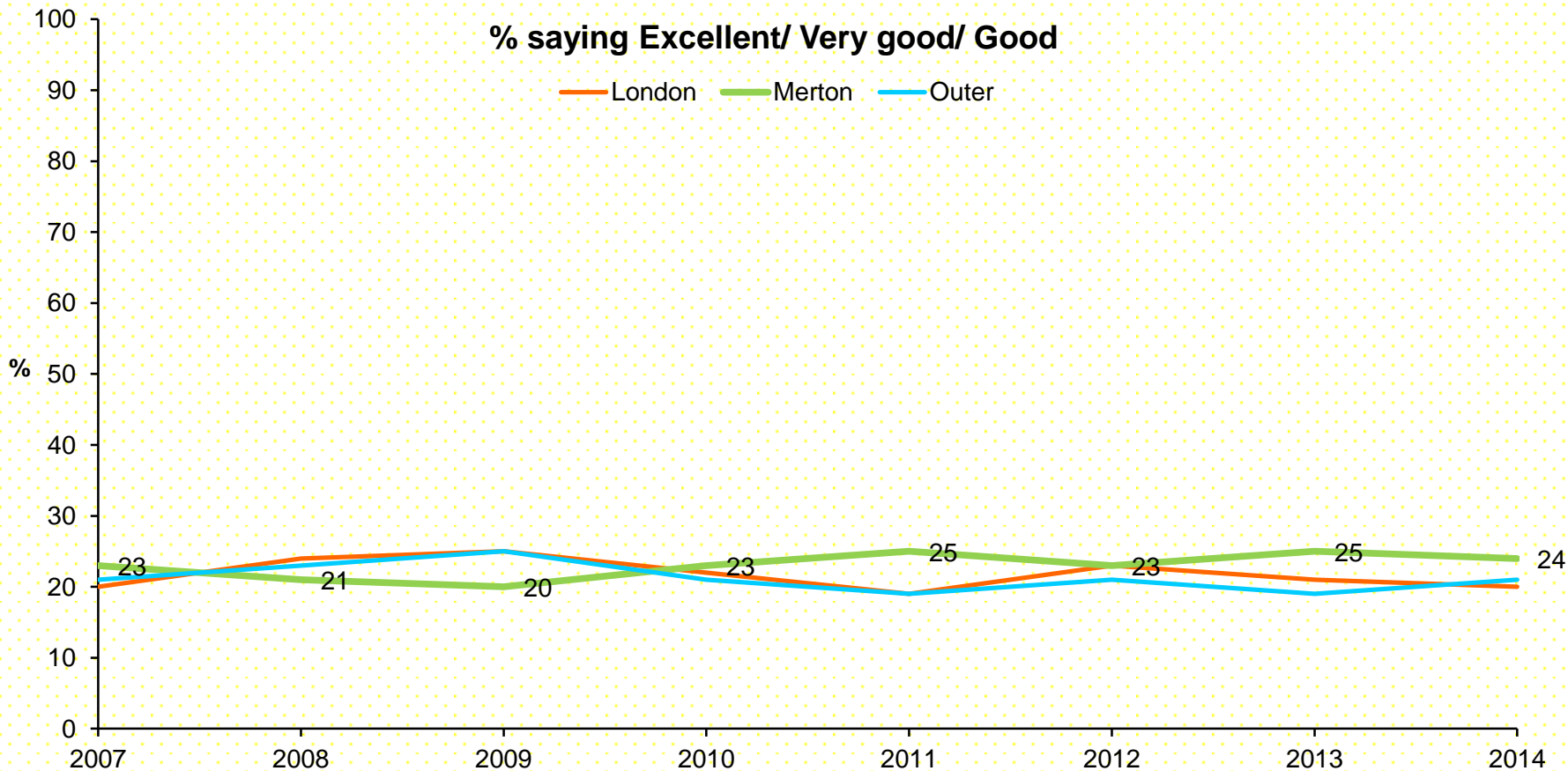


N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2014 (Merton: 32, London: 54)

Social services for children and families

Performance remains stable and is slightly above London averages



N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 1084, London: 1074, Outer: 662)

Social services for children & families – among users

Merton's score has risen steeply bringing performance back in line with 2011 and 2012, although the small base size should be noted



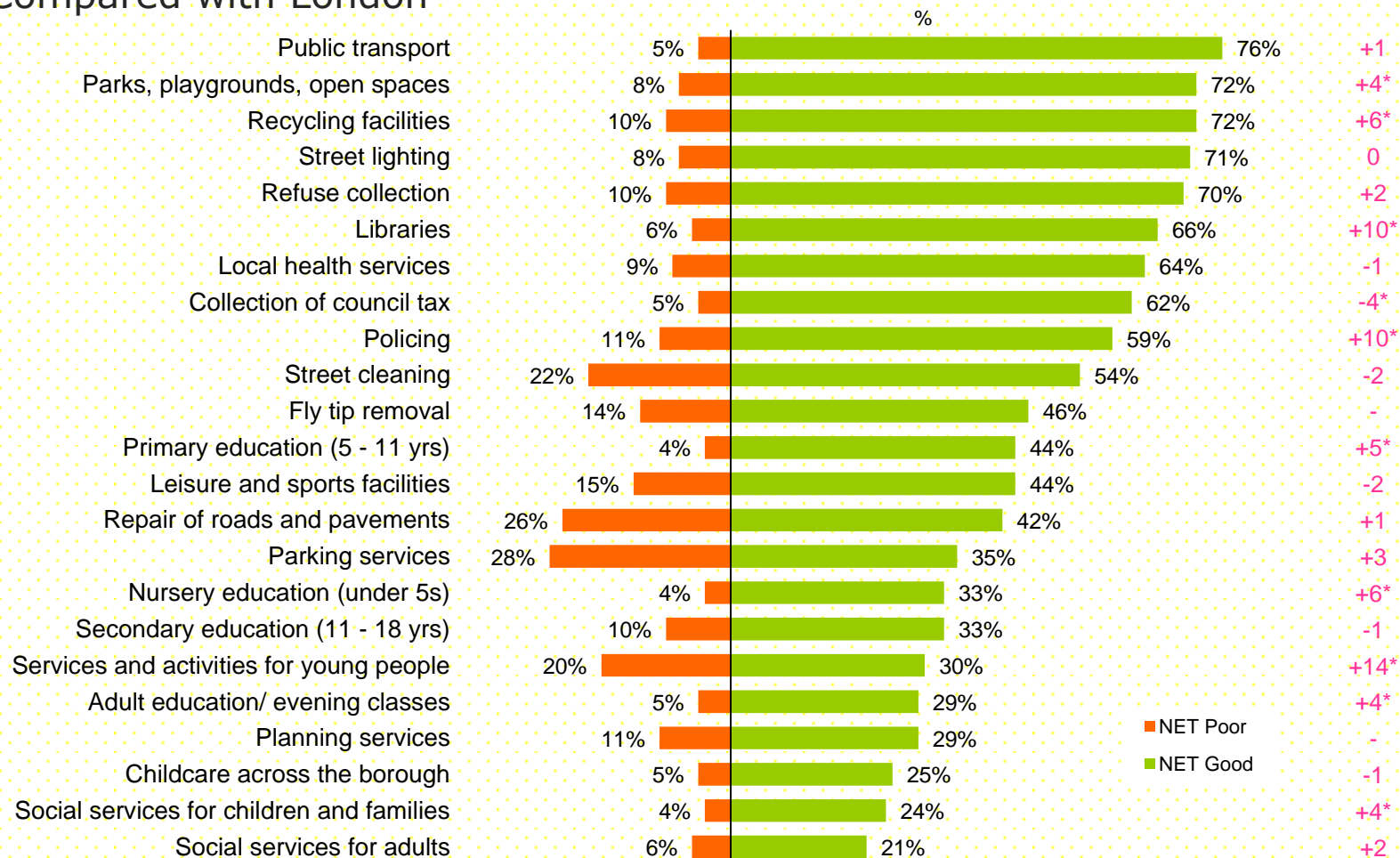
N.B. figures shown in chart are for Merton only

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2014 (Merton: 33, London: 37)

Perceived service delivery

Compared with London

Difference to London (% pts)



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults (Merton: 1084, London: 1074)

Significant differences for service delivery

Compared with London

Better	
Services and activities for young people	+14%
Policing	+10%
Libraries	+10%
Recycling facilities	+6%
Nursery education	+6%
Primary education	+5%
Parks, playgrounds and open spaces	+4%
Adult education and evening classes	+4%
Social services for children and families	+4%

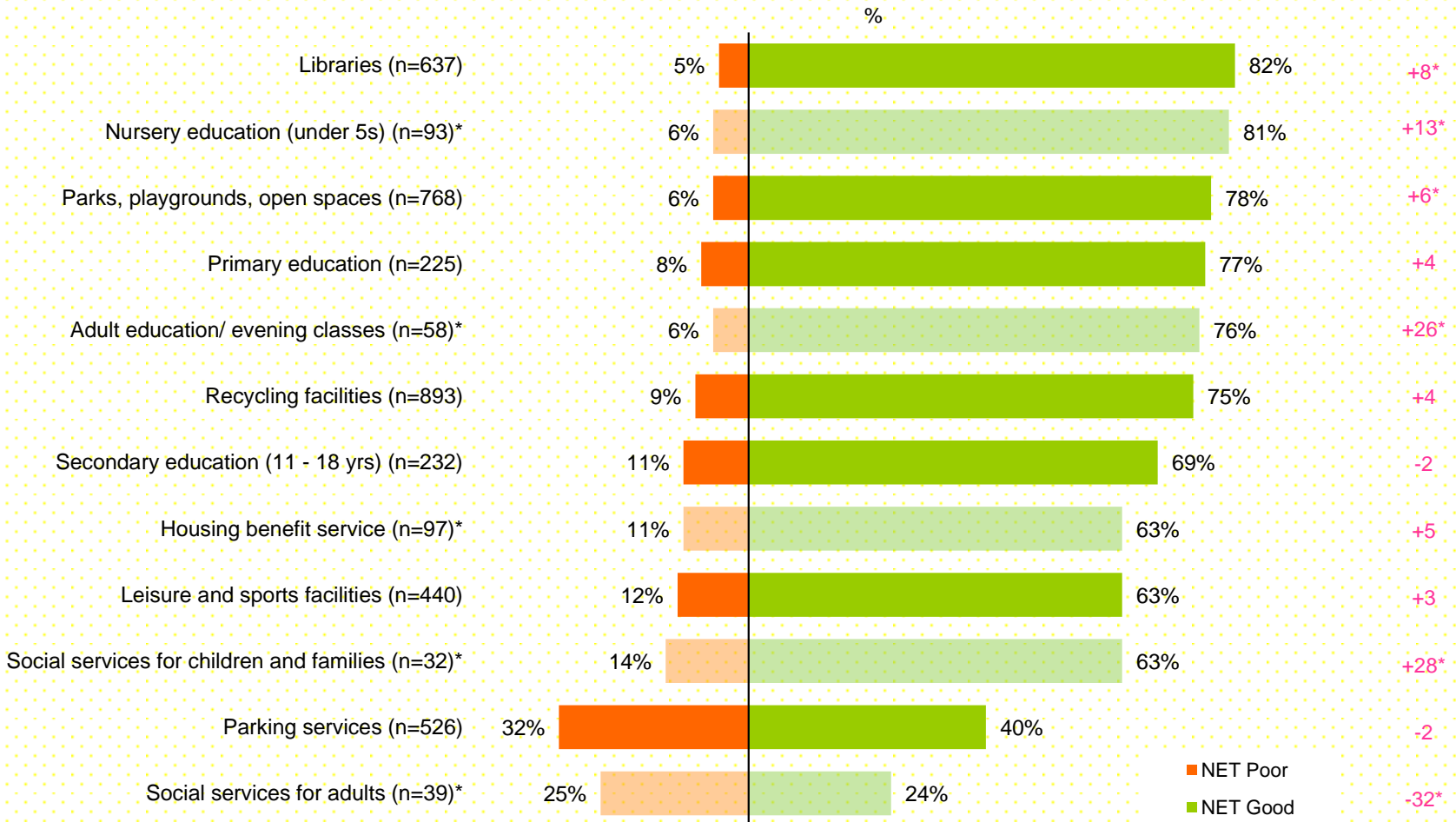
Worse	
Collection of council tax	-4%

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults (Merton:1084, London: 1074)

Perceived service delivery – among users

Compared with London

Difference to London (% pts)



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?

Base: All users (Merton: 32 to 893)

Lighter shading indicates low base size (<100)

*Low base size (<100) results should be treated as indicative only

Differences compared with London

% saying Good - Excellent

	All residents	Users
Recycling facilities	+6*	+4
Parks, playgrounds and open spaces	+4*	+6*
Libraries	+10*	+8*
Leisure and sports facilities	-2	+3
Nursery education	+6*	+13*
Primary education	+5*	+5
Secondary education	-1	-2
Adult education	+4*	+26*
Social services for adults	+2	-32*
Social services for families	+4*	+28*
Parking services	+3	-2
Housing benefit	-8*	+5

***Sig**

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults Merton (1084) London (1074) All users (32 to 893)

Merton Extra Questions: The Council and the Local Area

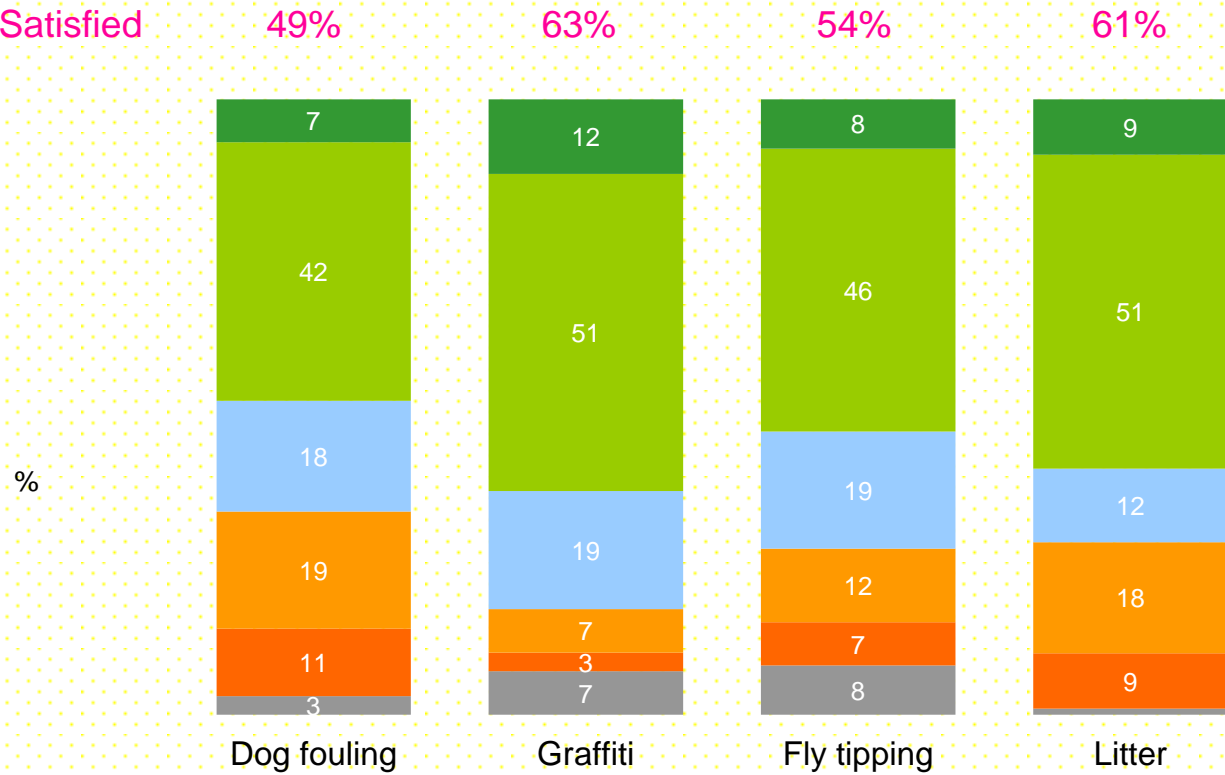


Summary – The Local Area

- Similarly to 2012 and 2013, the majority of respondents are satisfied with the way the council deals with graffiti (63%) and litter (61%).
- Residents in Village/ Hillside/ Raynes Park/ Wimbledon Park (area 1) and Cannon Hill/ Merton Park/ West Barnes/ Lower Morden (area 3) were significantly more likely to be satisfied with the way the council deals with litter than the average.
- There remains room for improvement in satisfaction with the way the council deals with fly tipping and dog fouling, with levels of satisfaction at 54% and 49% respectively.
- The most-used method of keeping up-to-date with what is going on in Merton is the council publication 'My Merton' (37%) which is a significant increase from 2013. Use of information leaflets has significantly decreased over the past year, but remains the second most common method of keeping up-to-date. Use of the Merton website to keep up-to-date is significantly higher than last year, making it the third most common method.
- One fifth of Merton residents has done voluntary work within the past 12 months. Of those that have not, the most common reason given is that they do not have time to volunteer (68%), with 10% saying that it had never occurred to them.

Satisfaction with the way the council deals with...

NET Satisfied



- Very satisfied
- Fairly satisfied
- Neither
- Fairly dissatisfied
- Very dissatisfied
- DK

NET Satisfied
Change from
2013/14

-1% +2% -1% +1%

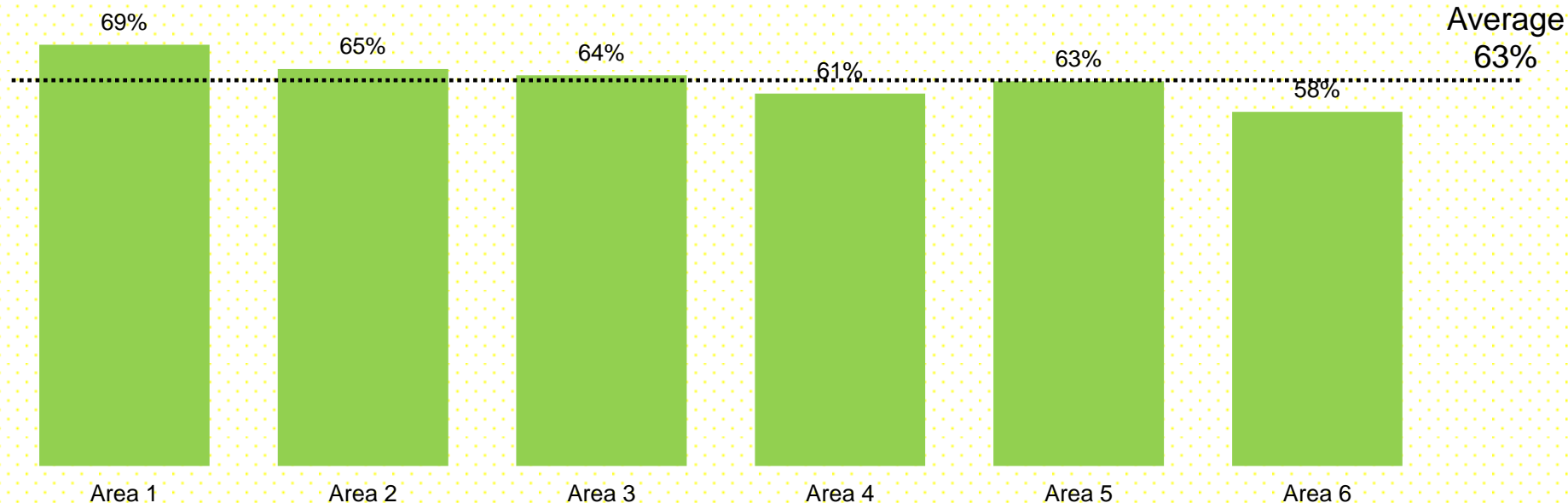
Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
Base: All adults (1084)

Satisfaction with the way the council deals with Graffiti

Differences by area

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton

% Saying Fairly/Very Satisfied



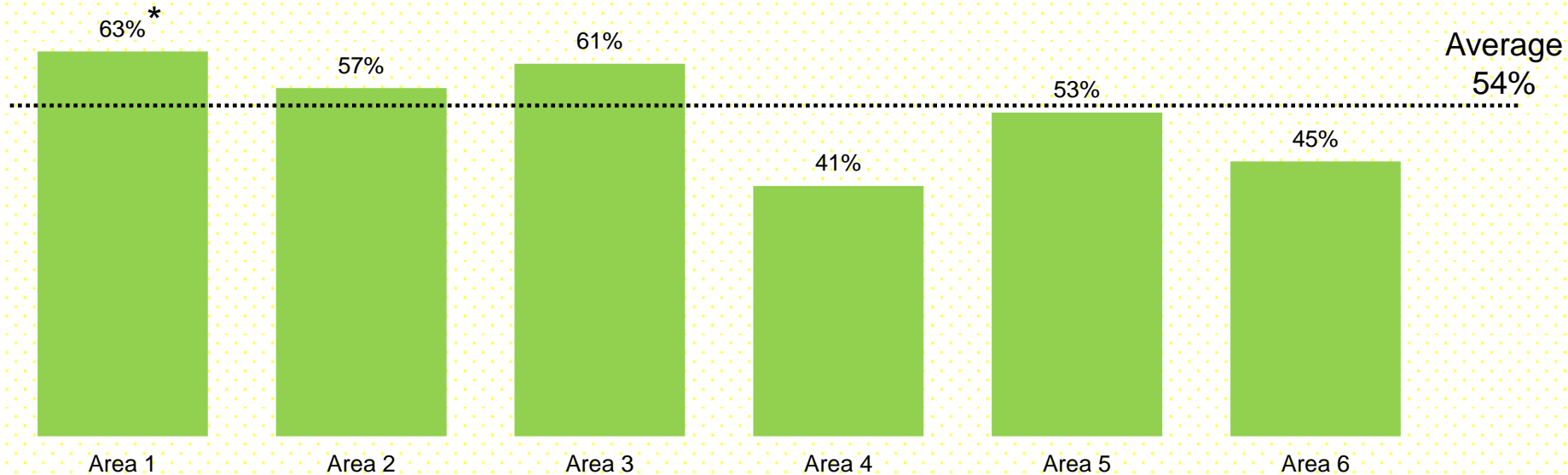
Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
Base: All adults (1084) Area 1 (228), Area 2 (155), Area 3 (209), Area 4 (181), Area 5 (158), Area 6 (153)

Satisfaction with the way the council deals with Fly Tipping

Differences by area

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton

% Saying Fairly/Very Satisfied



***Sig vs Average**

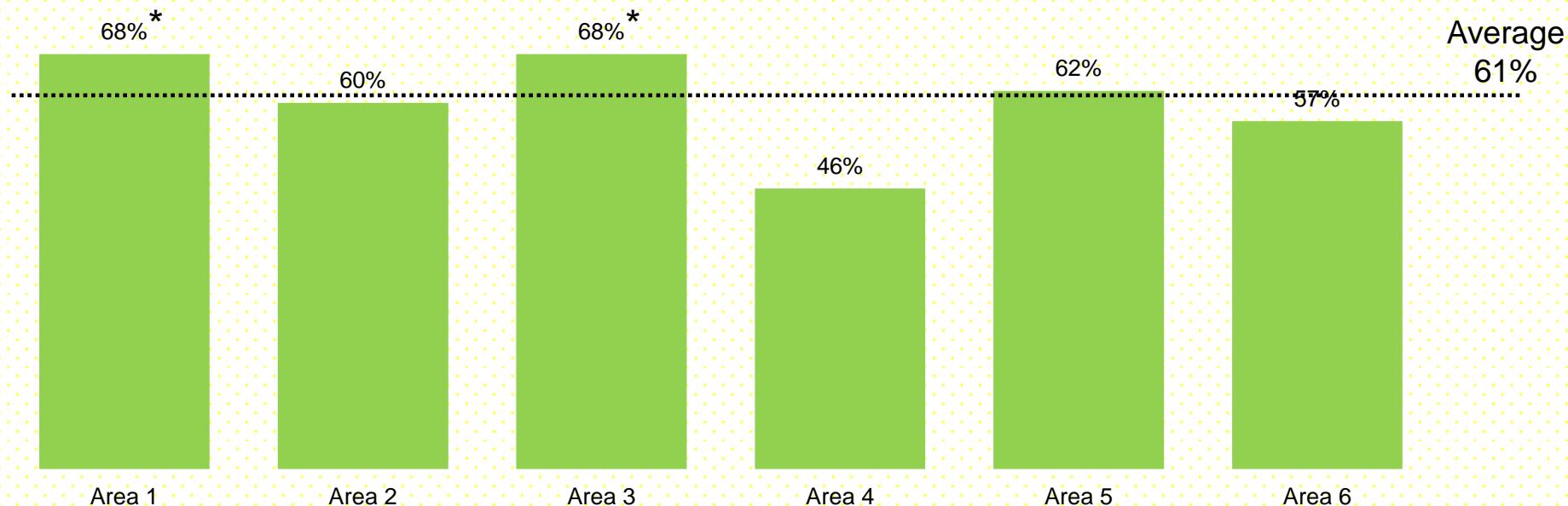
Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
 Base: All adults (1084) Area 1 (228), Area 2 (155), Area 3 (209), Area 4 (181), Area 5 (158), Area 6 (153)

Satisfaction with the way the council deals with Litter

Differences by area

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton

% Saying Fairly/Very Satisfied



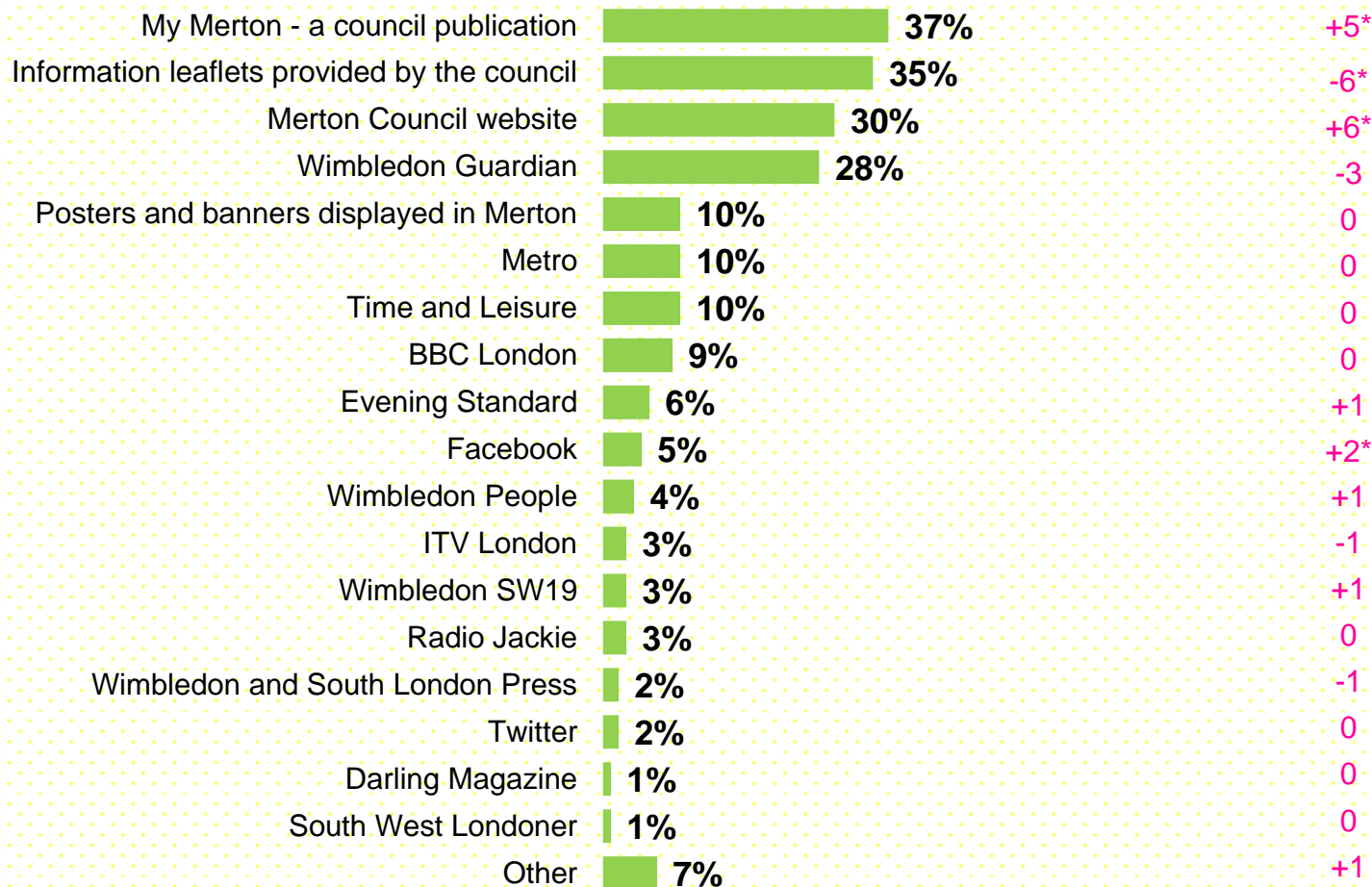
***Sig vs Average**

Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
 Base: All adults (1084) Area 1 (228), Area 2 (155), Area 3 (209), Area 4 (181), Area 5 (158), Area 6 (153)

Ways of communicating with Merton

Merton 2014/15

Change from
2013/14 (% pts)



*Sig

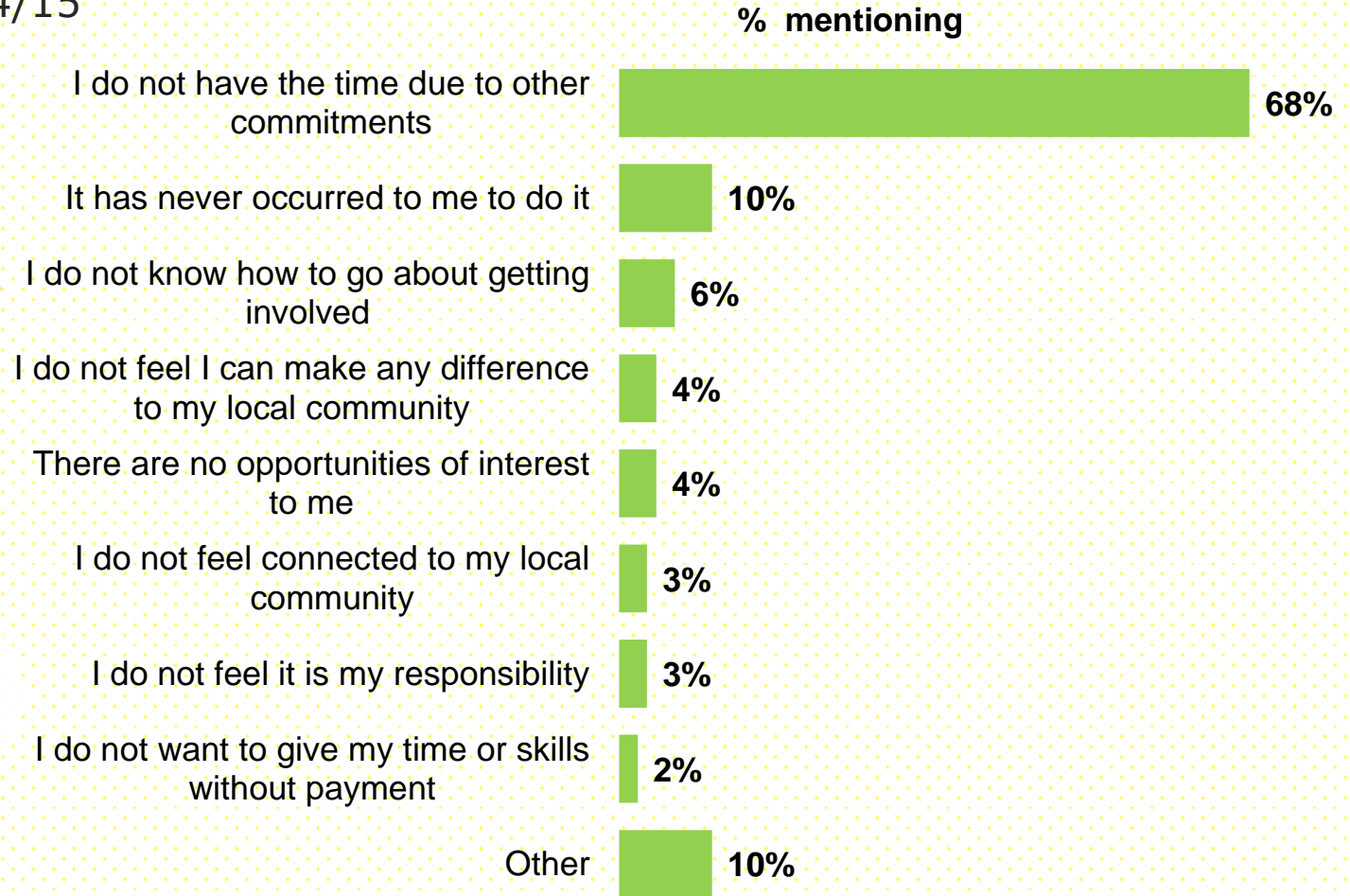
Source: Q19 Which of the following ways do you use to keep you informed about what's happening in Merton?
Base: All adults (1084)

Reasons for not volunteering

Merton 2014/15

80% haven't done any voluntary work, because...

20% have done voluntary work in the past 12 months



Source: Q12 During the last 12 months, have you undertaken any unpaid activity/voluntary work in your local community to help local groups, clubs, organisations or individuals? / Q13. Why do you think you have not participated in any community activity in the last 12 months?

Base: All adults (1084)/ All adults who have not done any voluntary work in the last 12 months (856)

Merton Extra Questions: Health and Wellbeing

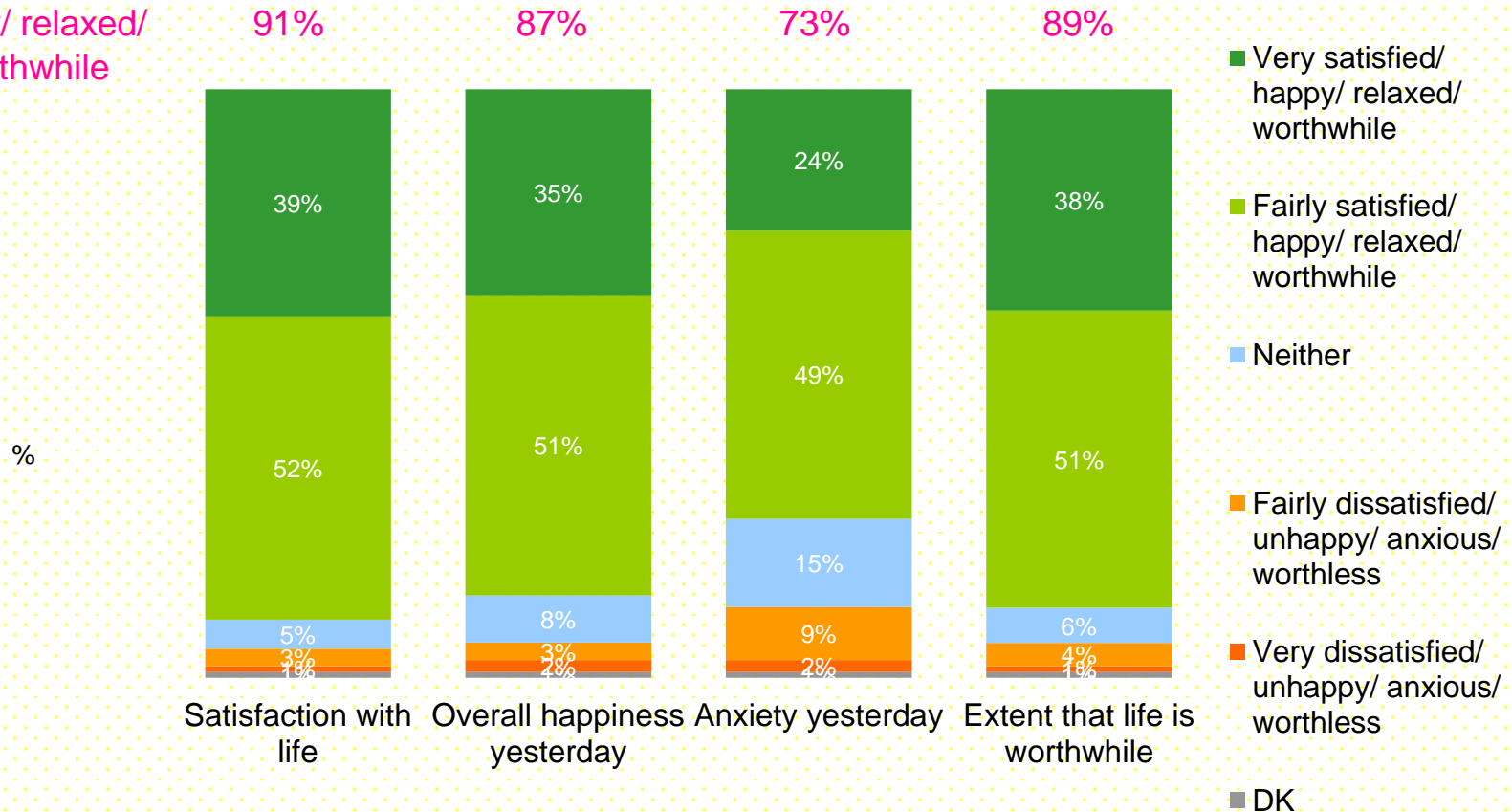


Summary – Health and Wellbeing

- Overall Merton residents remain generally positive about their health and wellbeing, with around 90% reporting that they are satisfied with life, felt happy yesterday and feel that life is worthwhile.
- Reflecting continuing high levels of concern about crime, ‘feeling safe in your local area’ is the area that most residents feel needs to be improved to improve their sense of health and wellbeing (52%).
- Residents in Ravensbury/ St Helier/ Cricket Green (Area 5) are significantly more likely to say that ‘feeling safe in your local area’ could be improved than the average.
- About a third (31%) of Merton Residents say that their sense of health and wellbeing could be improved by increasing their satisfaction with how their area looks.
- A quarter (24%) feel that satisfaction with health and mental health could be improved, reflecting the fact that 1 in 10 residents rate local health services as poor (although most - 64% - rate it as good).

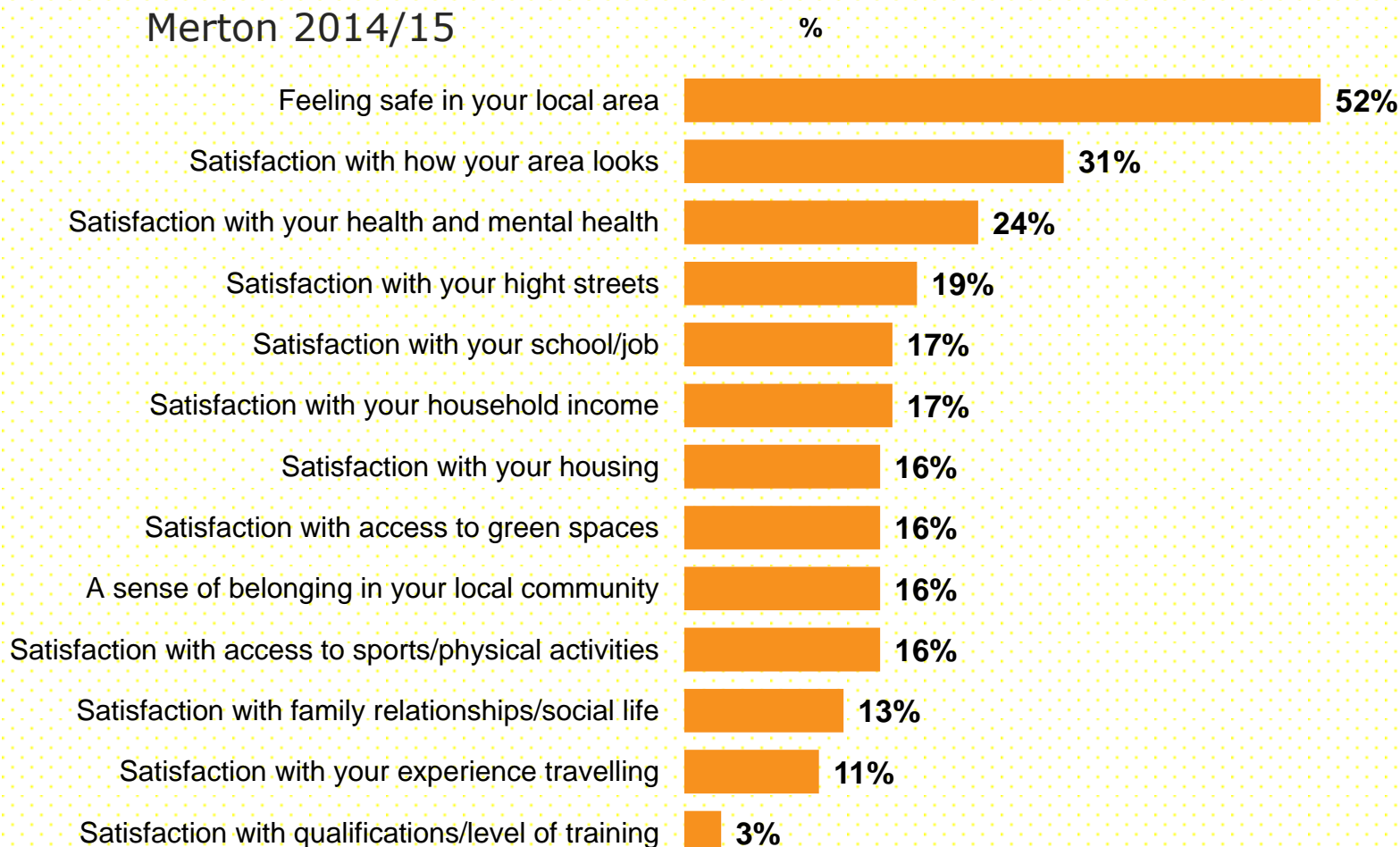
Overall health and wellbeing...

NET satisfied/
happy/ relaxed/
worthwhile



Source: Q17 A) Overall how satisfied are you with your life nowadays? / B) Overall how happy did you feel yesterday? / C) Overall how anxious did you feel yesterday? D) Overall, to what extent do you feel the things you do in your life are worthwhile?
Base: All adults (1084)

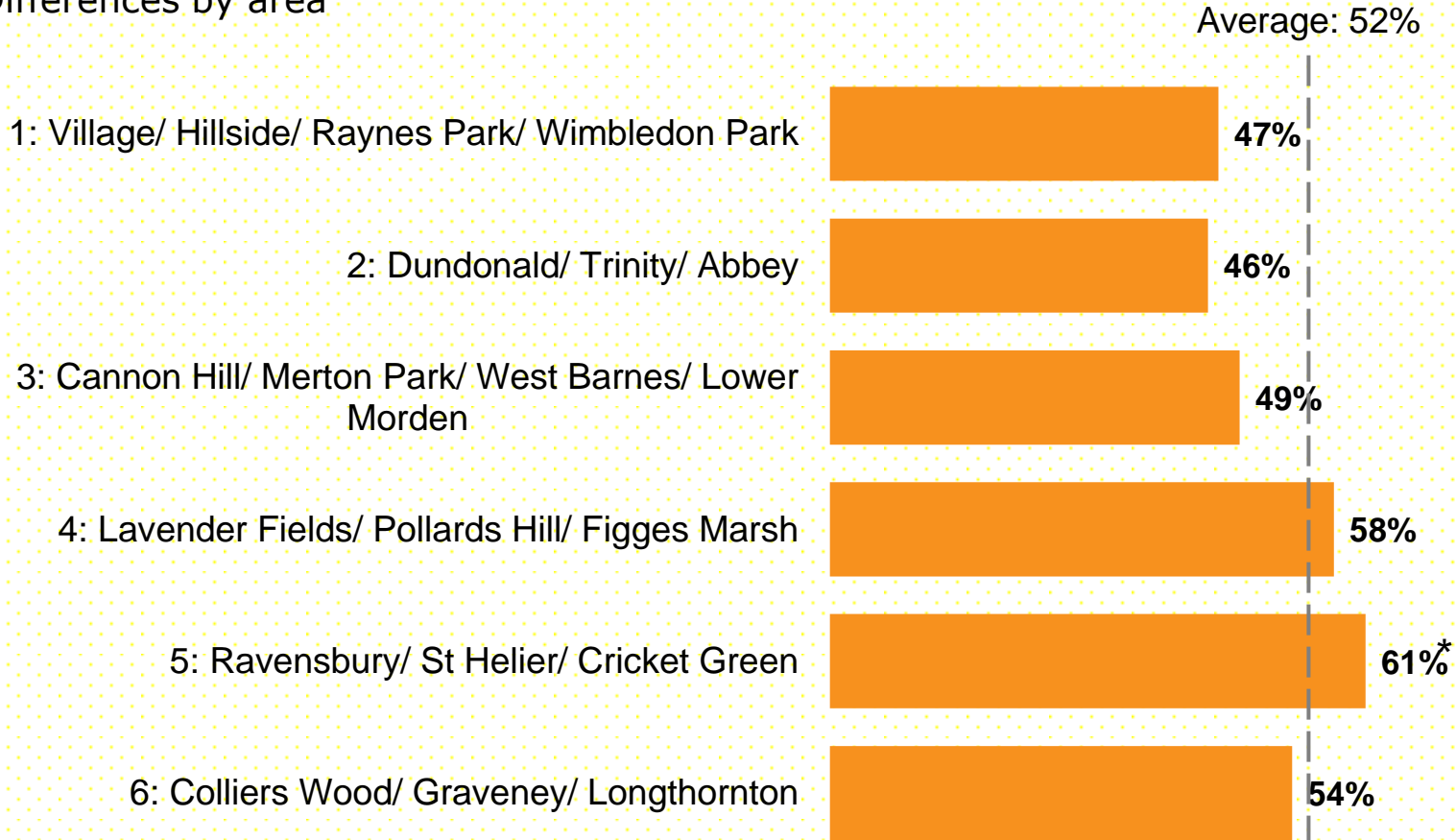
Features that could be improved to increase sense of health and wellbeing



Source: Q18b. And which three of the following factors do you think could be most improved to increase your own sense of health and wellbeing?
Base: All adults (Merton 2014: 1084)

Feeling safe in your local area

Differences by area



*Sig vs average

Source: Q18b. And which three of the following factors do you think could be most improved to increase your own sense of health and wellbeing?
Base: All adults (1084) Area 1 (228), Area 2 (155), Area 3 (209), Area 4 (181), Area 5 (158), Area 6 (153)

Merton Extra Questions: Crime and Anti-social Behaviour

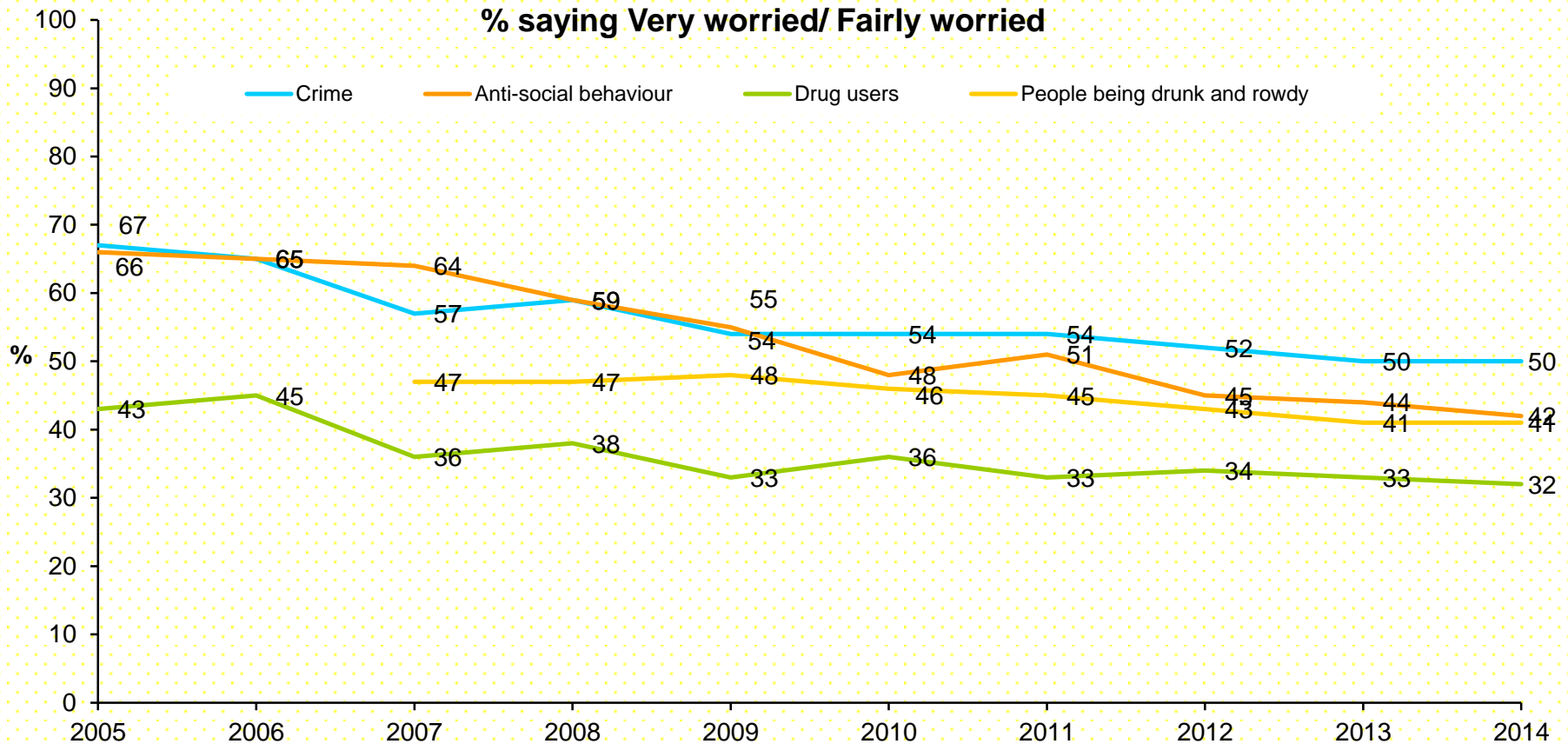


Summary – Crime and Anti Social behaviour

- Concerns with crime, anti-social behaviour and people being drunk and rowdy are beginning to plateau, following a downward trend over recent years.
- Despite a positive overall performance there are some regional differences: as in 2013, residents in Colliers Wood/ Graveney/ Longthornton (Area 6) are significantly more worried about crime and drug users versus the Merton average.
- Residents of Lavender Fields/ Pollards Hill/ Figges Marsh (Area 4) are more worried about anti-social behaviour than the average.
- Residents also feel less informed about the council's measures to tackle antisocial behaviour than they did in 2013.

Worry about...

Concerns around crime, anti-social behaviour, drug users, and drunken rowdiness have changed little from last year

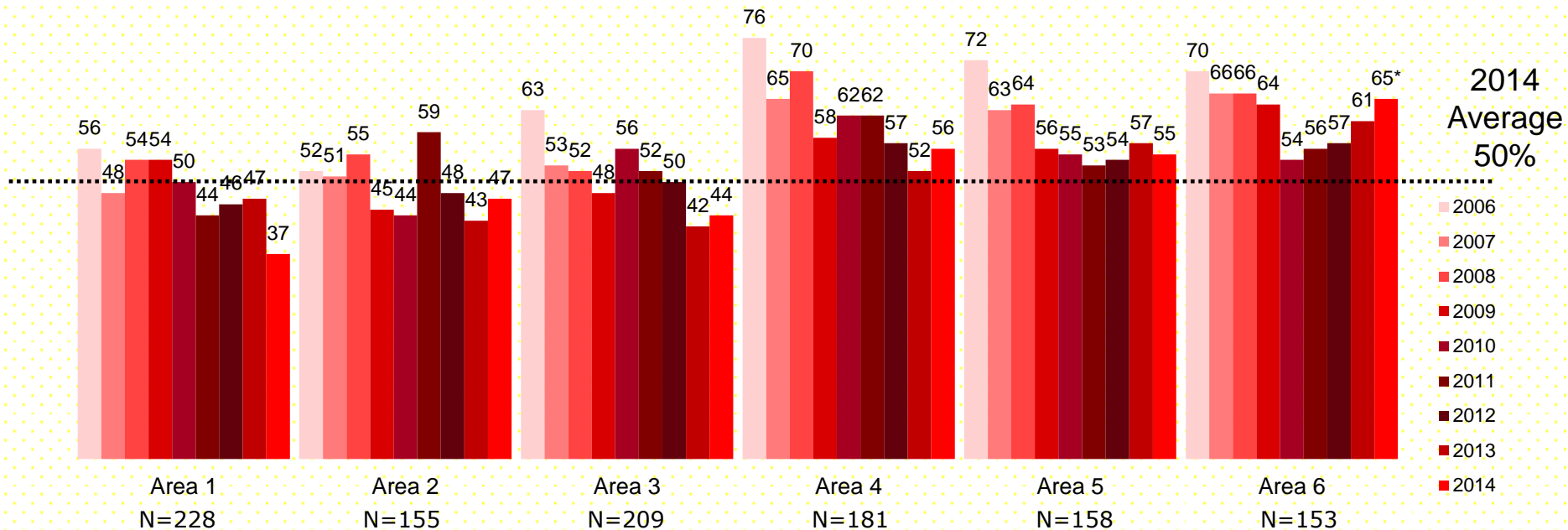


Source: Q6 How worried are you about each of the following in Merton?
Base: All adults (Merton 2014: 1084)

Worry about crime

% saying Very worried/ Fairly worried

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



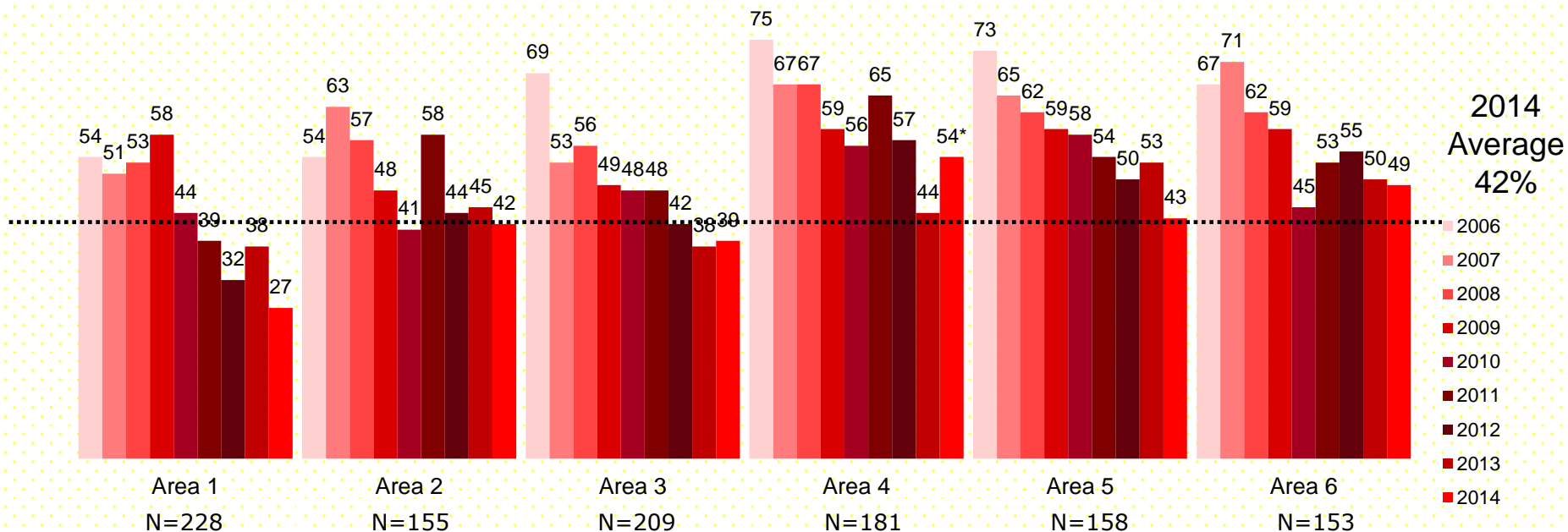
*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ...Crime
Base: All adults (Merton 2014: 1084)

Worry about anti-social behaviour

% saying Very worried/ Fairly worried

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



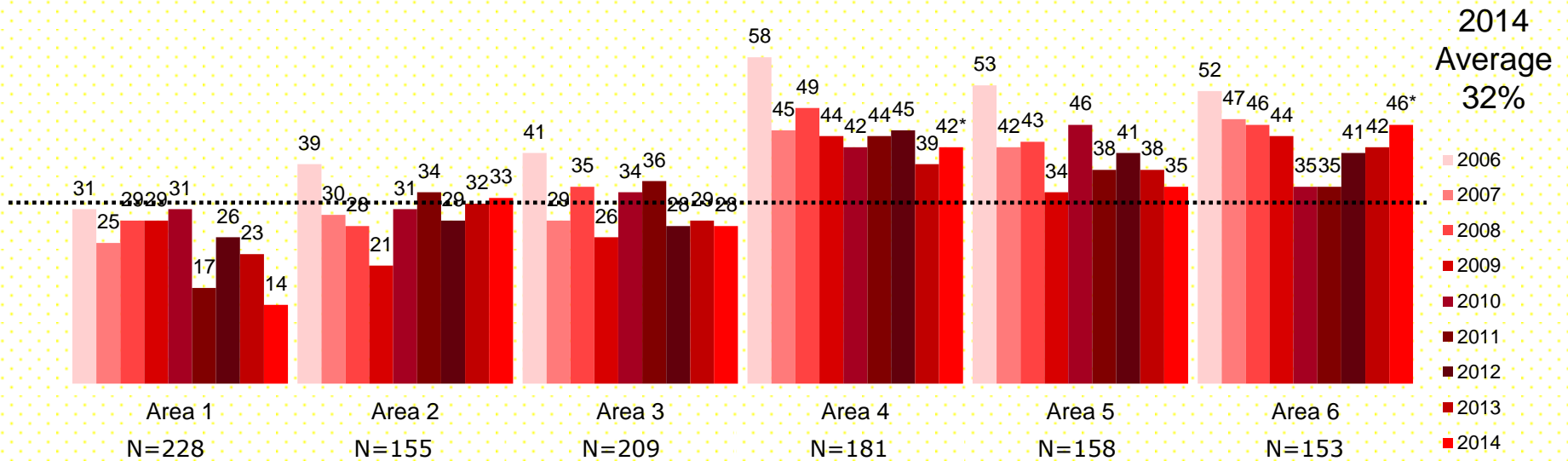
*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ...Anti-social behaviour
Base: All adults (Merton 2014: 1084)

Worry about drug users

% saying Very worried/ Fairly worried

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ...Drug users
All adults (Merton 2014: 1084)

Worry about people being drunk and rowdy

% saying Very worried/ Fairly worried

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

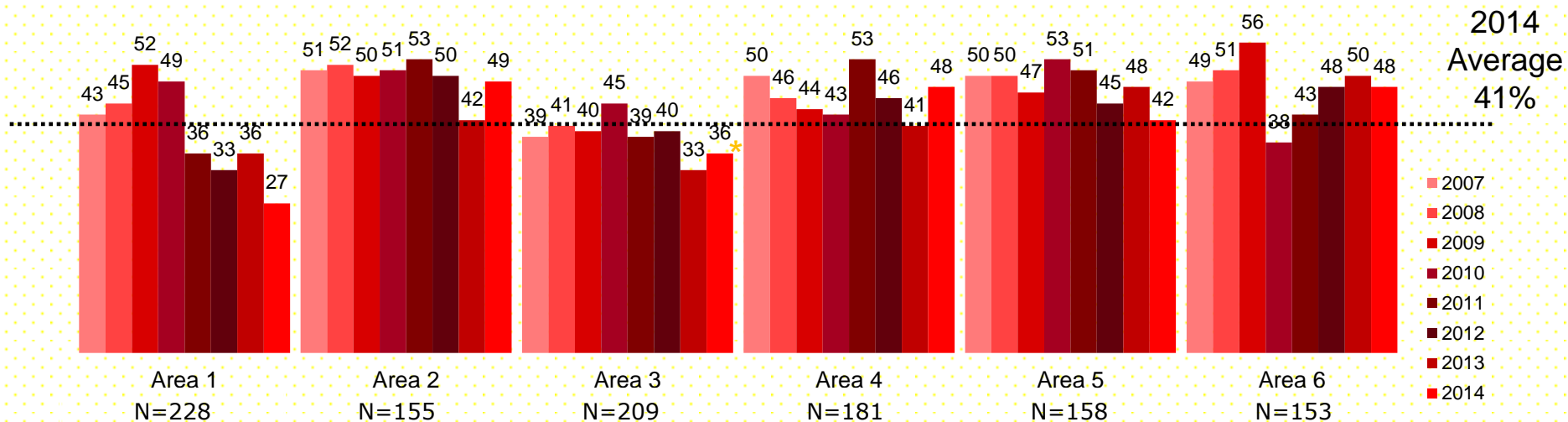
2: Dundonald/ Trinity/ Abbey

3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden

4: Lavender Fields/ Pollards Hill/ Figges Marsh

5: Ravensbury/ St Helier/ Cricket Green

6: Colliers Wood/ Graveney/ Longthornton

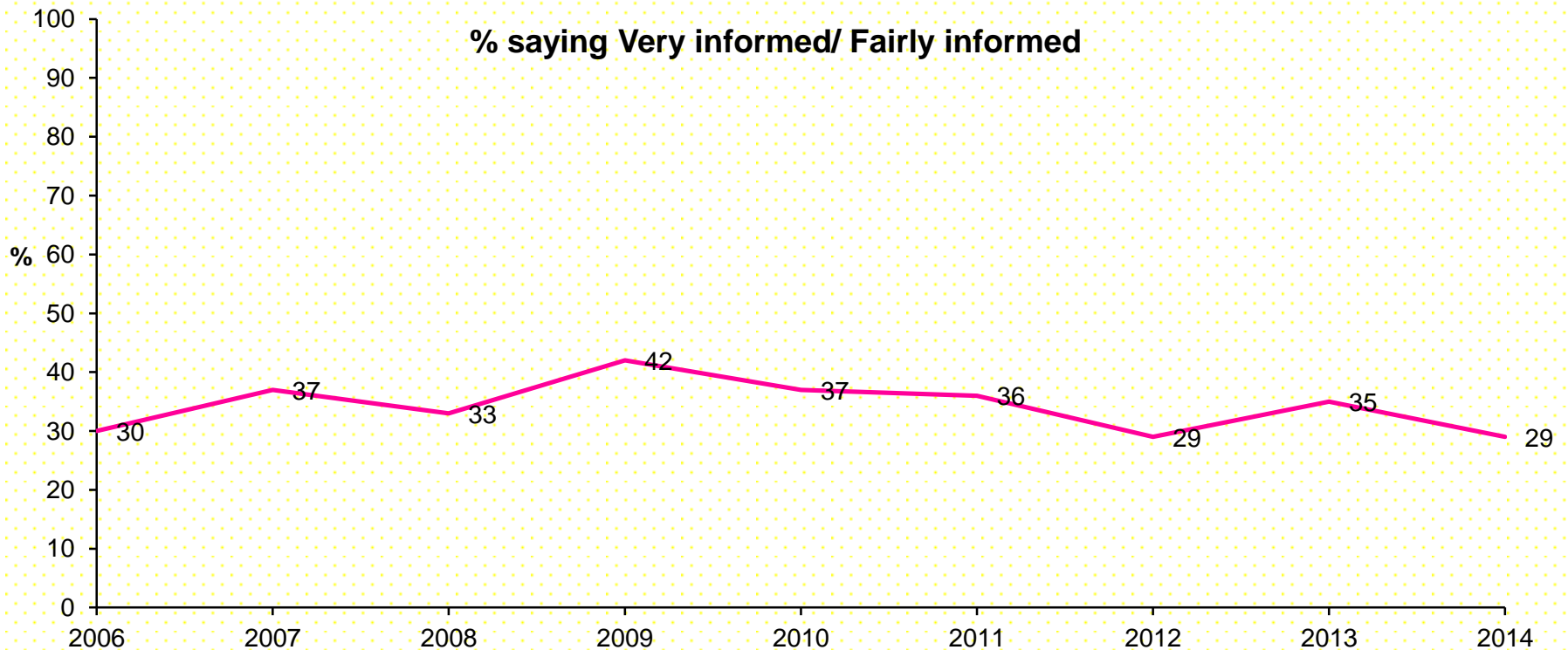


*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ... People being drunk and rowdy
All adults (Merton 2014: 1084)

How informed residents feel about measures to tackle anti-social behaviour

Respondents feel less informed than they did in 2013

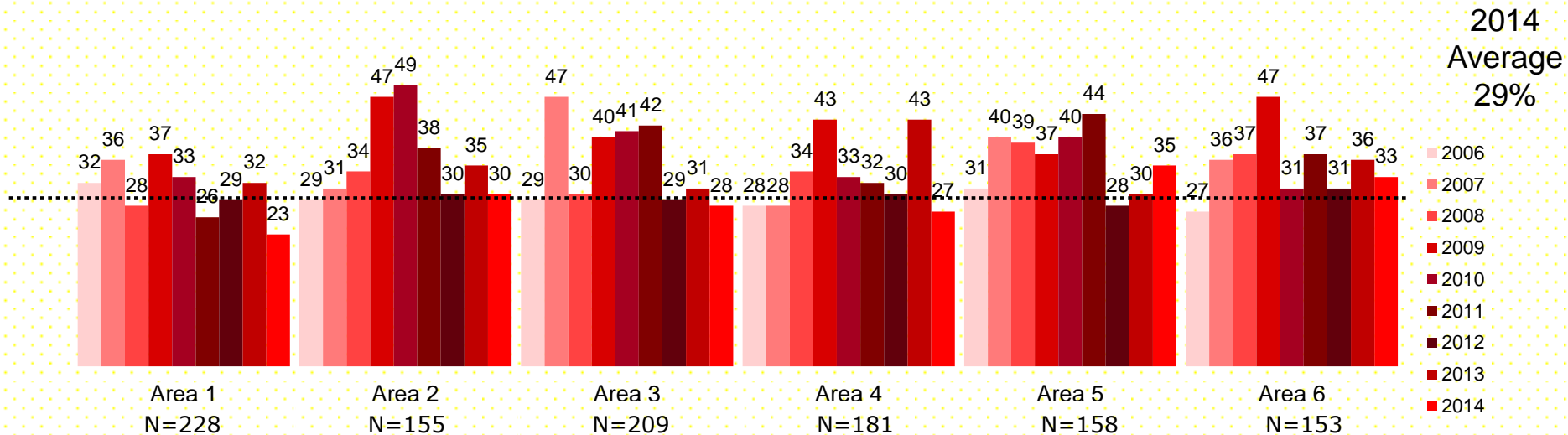


Source: Q7 How well informed do you feel about what is being done to tackle anti-social behaviour in your area?
Base: All adults (Merton 2014: 1084)

How informed residents feel measures to tackle anti-social behaviour

% saying Very informed/ fairly informed

- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



*Sig vs average

Source: Q7 How well informed do you feel about what is being done to tackle anti-social behaviour in your area?
Base: All adults (Merton 2014: 1084)

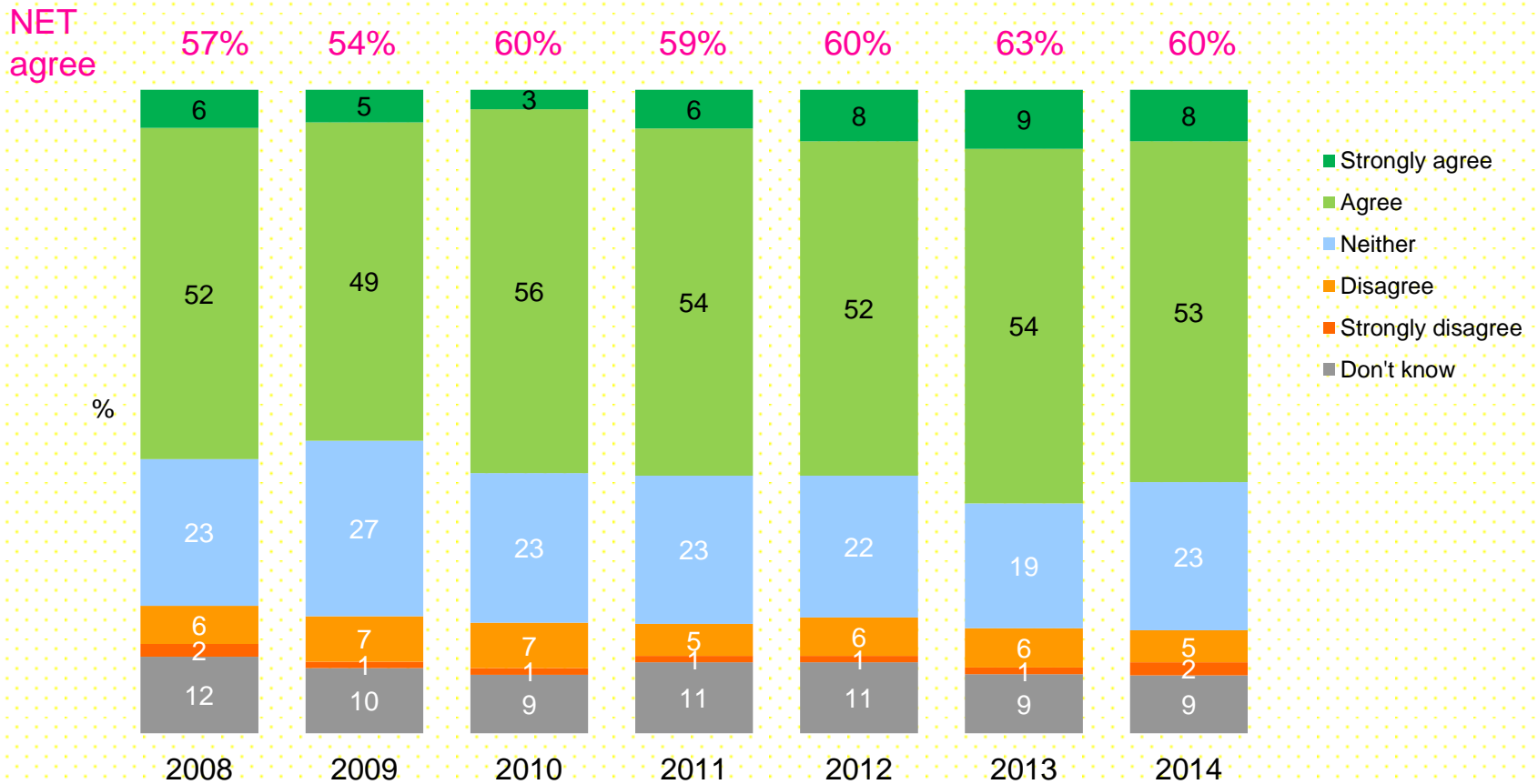
Merton Extra Questions: Tackling racism, social cohesion and respect



Summary – Tackling Racism, Social Cohesion and Respect

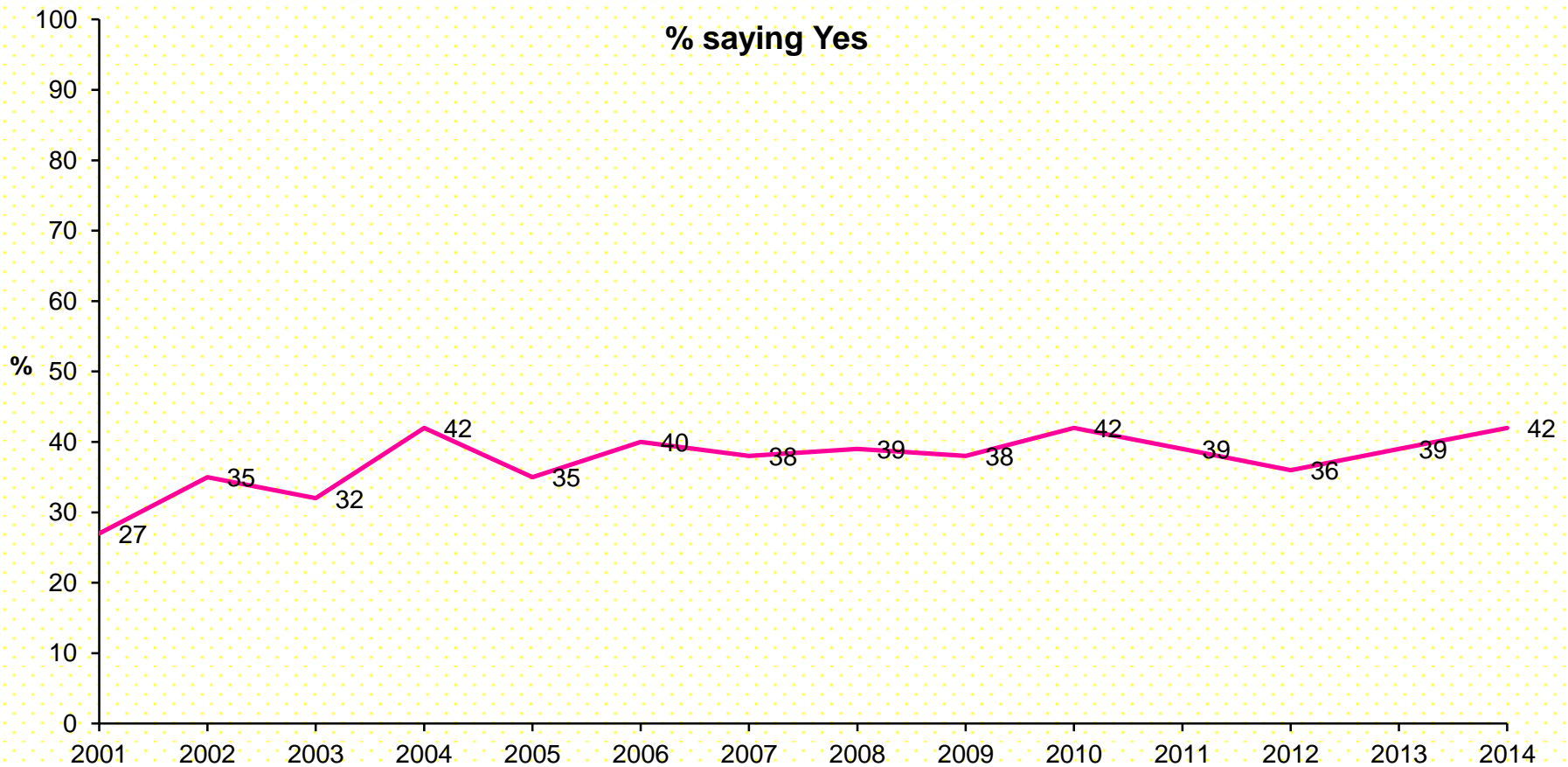
- The majority of respondents (60%) continue to agree that the council treats them in a fair and non-discriminatory way.
- 14% of respondents feel that the council does not tackle racism, with around two fifths (44%) unsure. Whilst Asian residents were slightly more likely to agree that the council does tackle racism (50%), they were also slightly more likely to disagree (19%).
- 89% of respondents feel that people from different backgrounds get on well together, with just 7% disagreeing with this statement. Disagreement is slightly higher amongst Black respondents, with 10% disagreeing.
- There is high agreement that people in the local area treat each other with respect and consideration (91%), and agreement tends to be higher among higher social grade respondents.

Whether people feel council treats them in a fair and non-discriminatory way



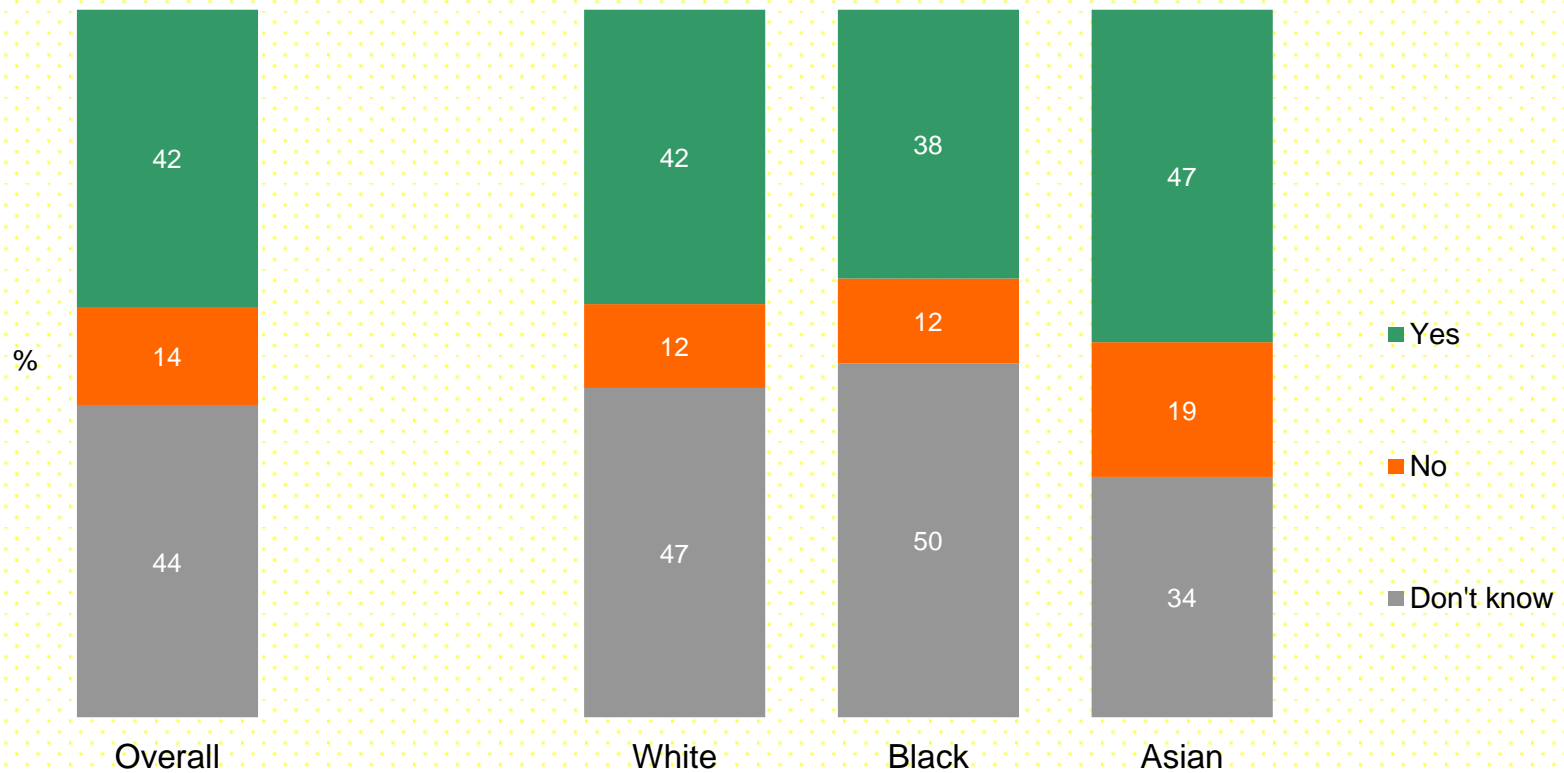
Source: Q8 Do you agree that Merton Council treats people in a fair and non-discriminatory way?
Base: All adults (Merton 2014: 1084)

Whether people think that the council tackles racism



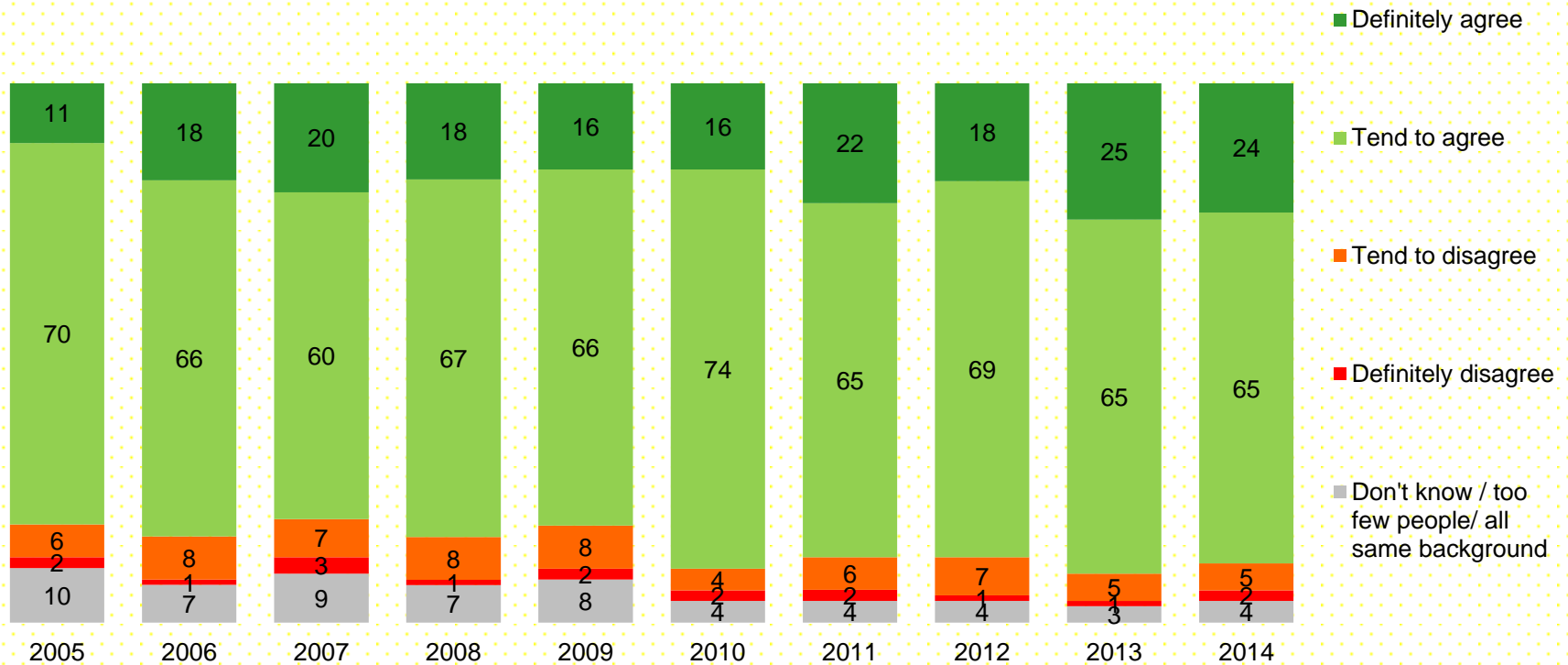
Source: Q10 In your opinion do you think that Merton Council tackles racism or not?
Base: All adults (Merton 2014: 1084)

Whether people think that the council tackles racism



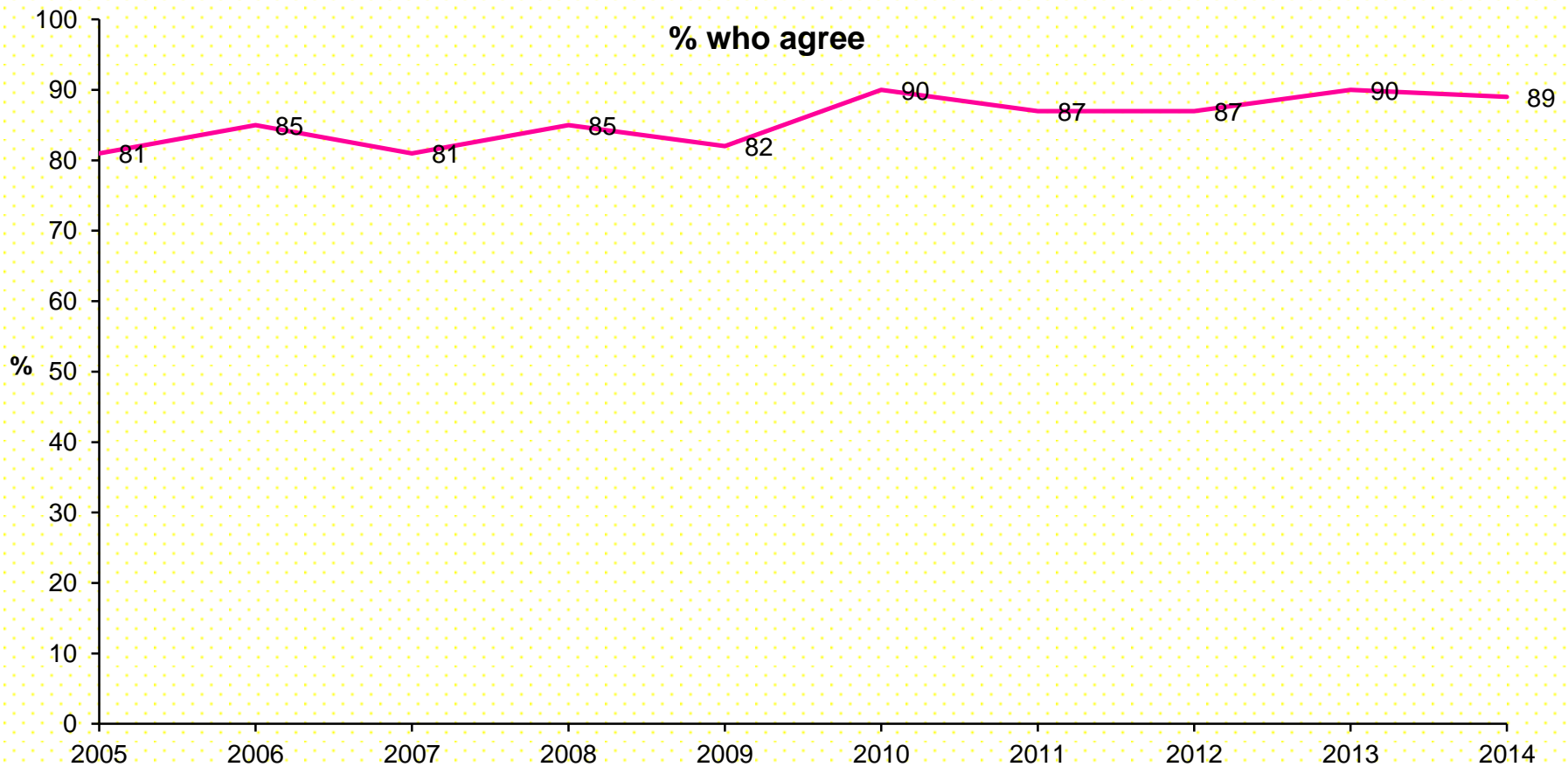
Source: Q10 In your opinion do you think that Merton Council tackles racism or not?
Base: All adults (Merton 2014: 1084); White (671) Asian (233) Black (123)

Agreement that people from different backgrounds get on well together



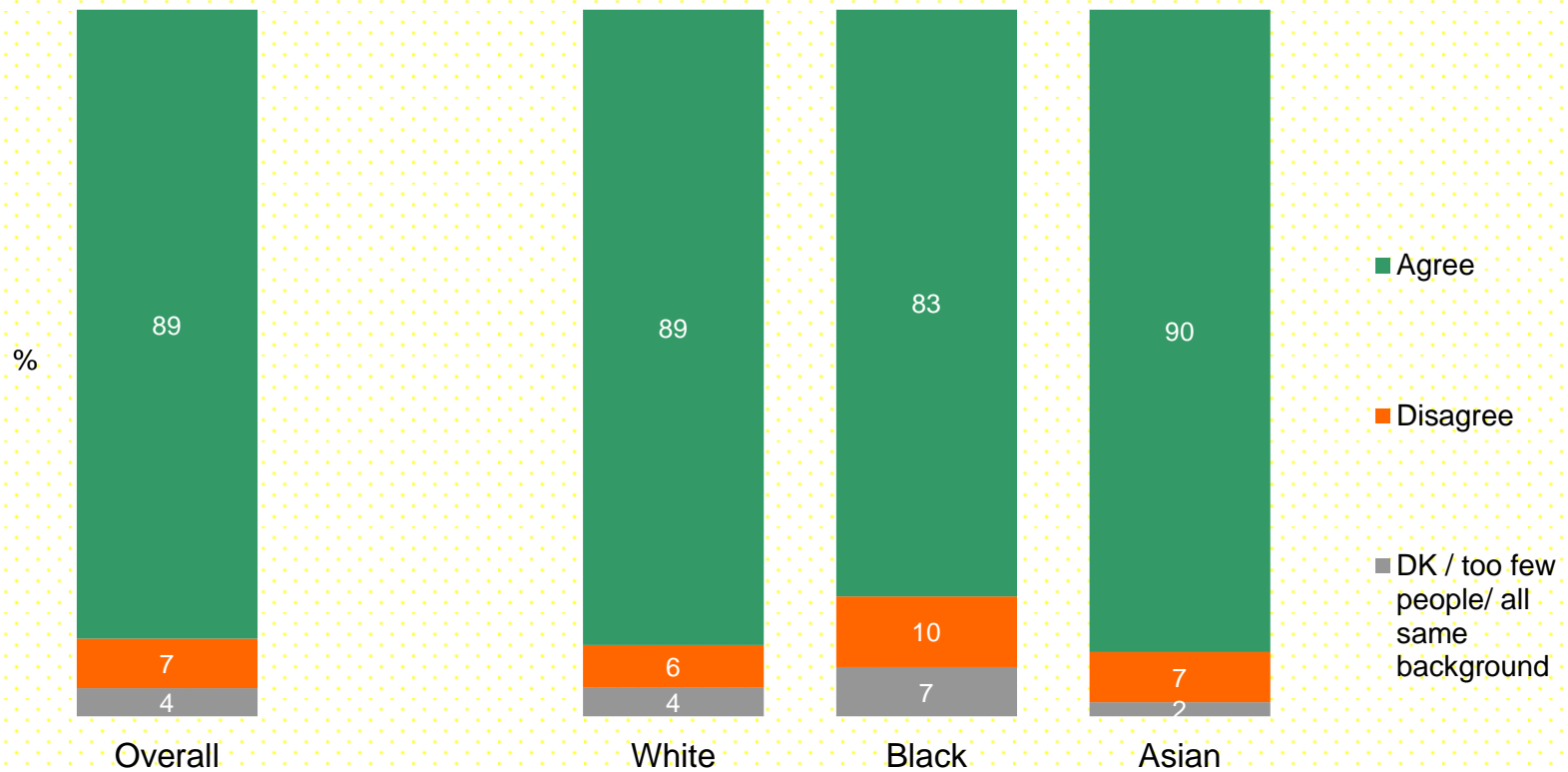
Source: PS18a To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?
 Base: All adults (Merton 2014: 1084)

Agreement that people from different backgrounds get on well together



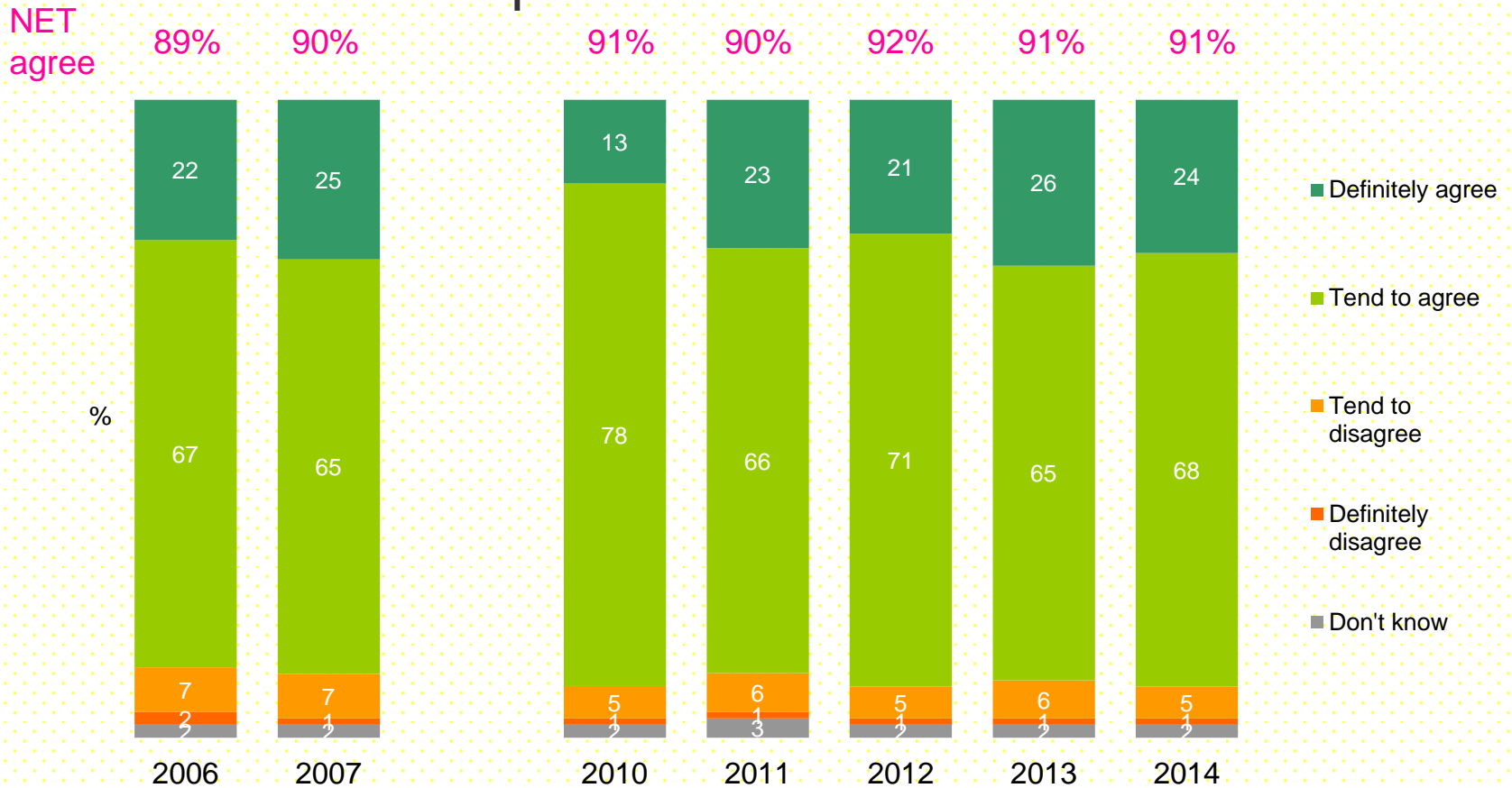
Source: PS18a To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?
Base: All adults (Merton 2014: 1084)

Agreement that people from different backgrounds get on well together



Source: PS18a To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?
Base: All adults (Merton 2014: 1084); White (671) Asian (233) Black (123)

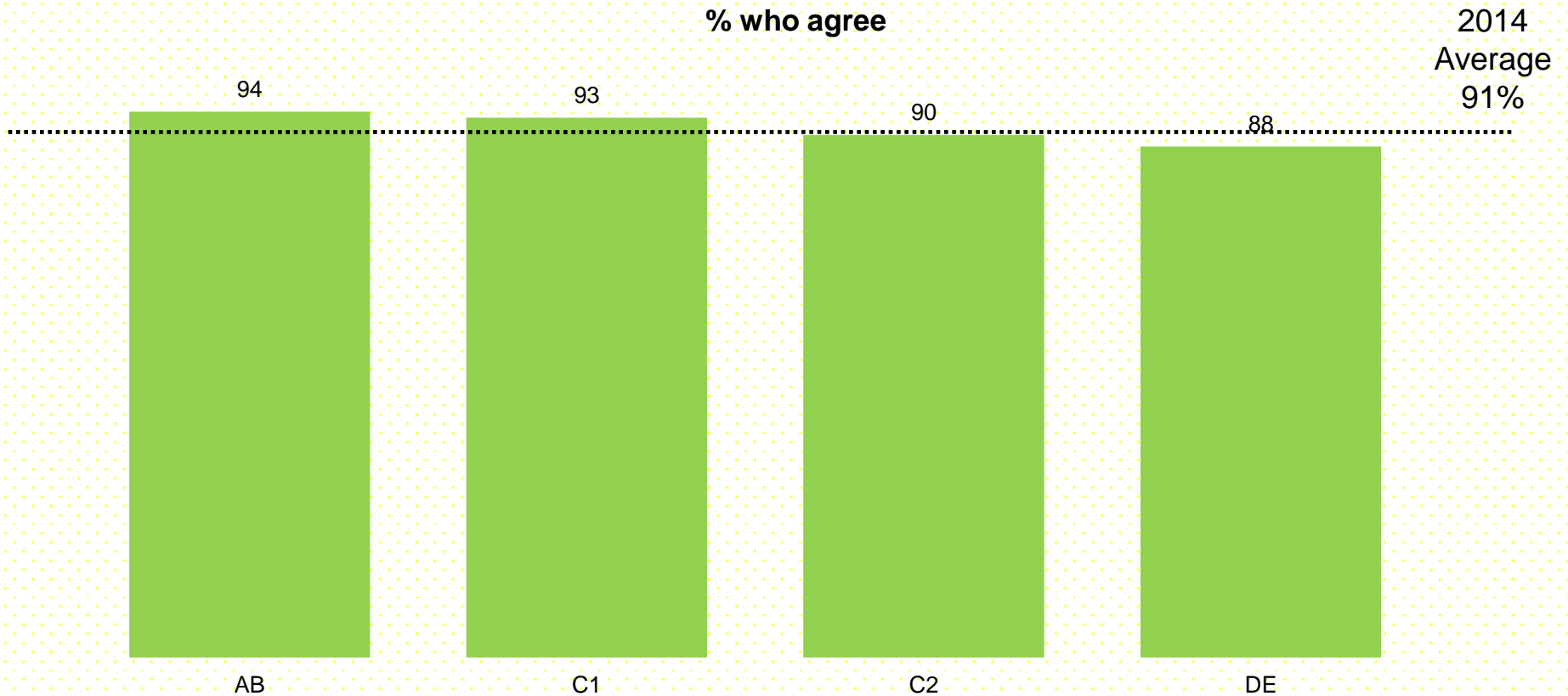
Agreement that people in local area treat each other with respect and consideration



Source: PS18b To what extent do you agree or disagree that people in your local area treat each other with respect and consideration?
Base: All adults (Merton 2014: 1084)

Agreement that people in local area treat each other with respect and consideration

By social grade



Source: PS18b To what extent do you agree or disagree that people in your local area treat each other with respect and consideration?

***Sig vs average**






Base: All adults (1084) Social grade AB (235) C1 (341) C2 (197) DE (311)

Perceptions amongst disabled residents[^]



[^]Self defined long term illness, health problems or disability which limits their daily activities or the work they can do

Sample Profile – weighted: long term illness, health issue or disability

		All residents	Disabled	Not disabled
Men		49%	38%	50%
Women		51%	62%	50%
18-34		34%	11%	37%
35-59		45%	30%	46%
60+		20%	59%	16%
Owner Occupier/ other		56%	68%	54%
Housing Association		43%	31%	45%

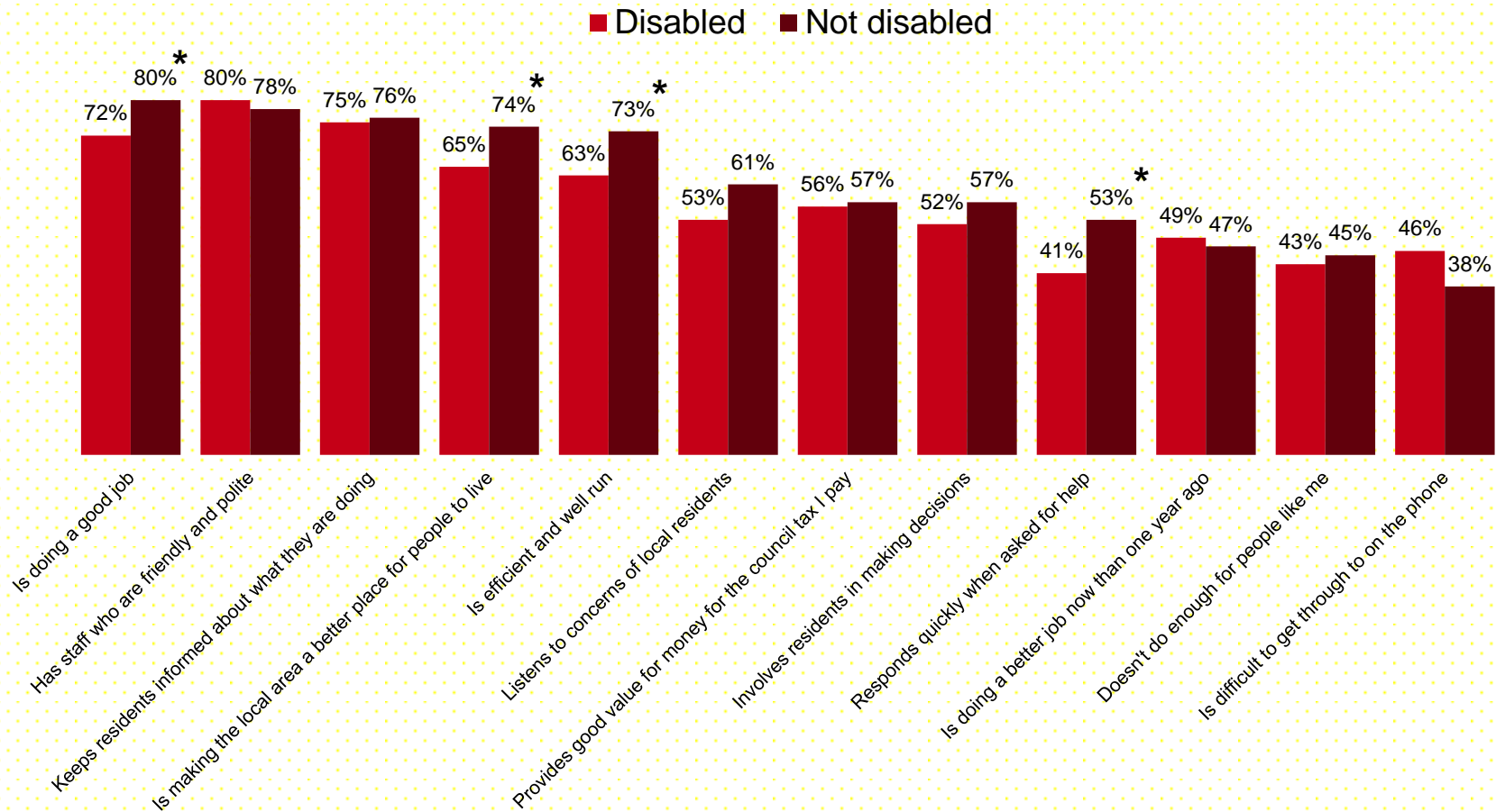
No differences by area

Base: All Merton residents (1084); Disabled (130); Not disabled (954)

Image of the council 2014/15

% agreeing a great deal/ to some extent

4 measures show significantly lower positive results among disabled respondents



Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?

Base: All adults (1084)

*Sig higher

Image of the council 2014/15 – “Is doing a good job”

% agreeing a great deal/ to some extent

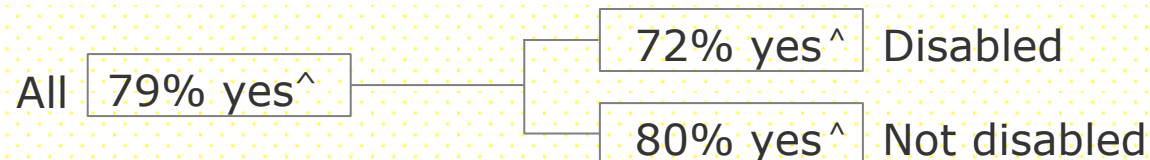
Consistent trend vs SoL

2014	All residents	Disabled	Not disabled
Merton	79%	72%	80%
Survey of Londoners	76%	75%	76%
+/-	+3%	-3%	+4%
2013	All residents	Disabled	Not disabled
Merton	79%	68%	81%
Survey of Londoners	75%	70%	77%
+/-	+4%	-2%	+4%

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
 Base: Merton - all adults (2014=1084/2013=1032); SoL – All adults (2014=1074/2013=1020)

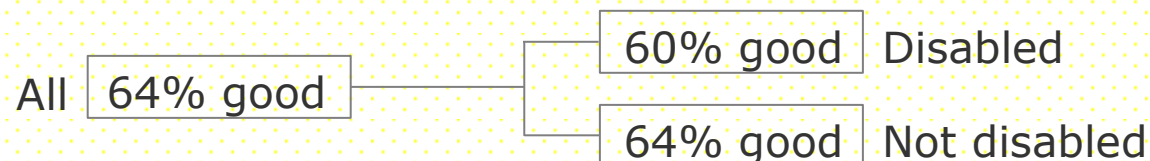
Image of the council vs other public services

Merton "is doing a good job"

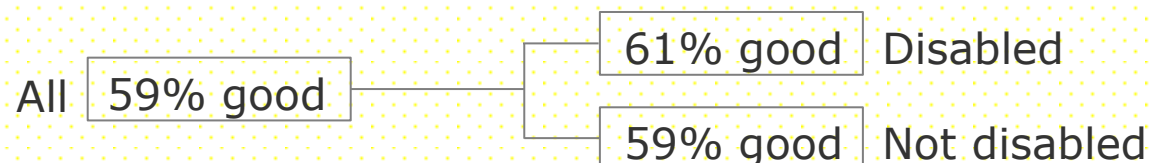


[^] % agreeing a great deal/
to some extent

Local Health services rated excellent or very/fairly good



Policing rated excellent or very/fairly good



Indicative comparisons indicate Merton Council scores more highly than health and policing generally, but there is a gap in perceptions between disabled and not disabled residents

Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough? / Q4 I would like to ask you about local services in this area. I would like your opinion of these services even if you yourself have not had direct experience of them. What is your opinion of....

Base: All Merton residents (1084); Disabled (130); Not disabled (954)

Young Persons Survey



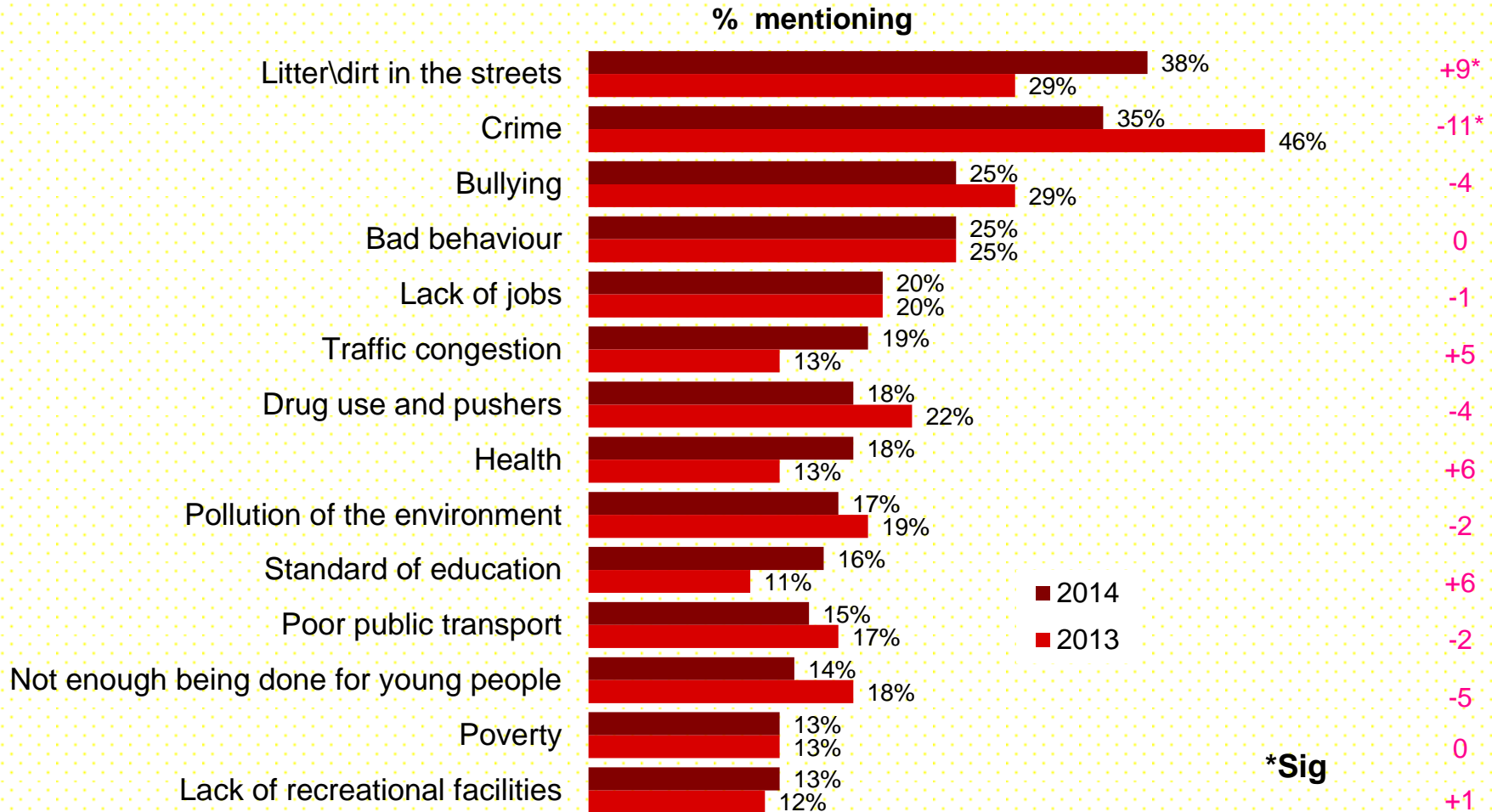
Summary – Young People’s Survey

- Young people’s concerns are similar to those of adults, with litter and dirt in the streets being a primary concern, a significant increase from 2013. Concern about crime has fallen significantly, but it remains the second highest concern for young people in Merton. Bullying and bad behaviour also remain key concerns.
- The level of concern about health is significantly higher than the London average, and the same is true of the standard of education.
- Merton council continues to be viewed fairly positively by young residents, with 77% feeling they get the services they need (a slight increase from 2013), and 84% feeling that the council does enough to protect young people (a significant increase from 2013). 89% of young people surveyed also agree that Merton is a good place to live, whilst significantly more young residents in Merton feel that the council involves young people when compared to the London-wide average.
- There are no significant differences in ratings for any services in 2014 versus 2013, and the only significant difference to the London averages is a higher score for social services for children and families.
- Political involvement amongst young people has remained broadly stable, and generally slightly lower than the London average. In particular, participation in voluntary work is significantly lower than London.
- As with adults, feeling safe in the local area is a key factor that young people feel could be improved to increase their sense of health and wellbeing (54%). However, overall young people are fairly positive about their health and wellbeing, with 92% saying that they are fairly satisfied with life.

Young people's personal concerns

Large changes in crime and litter/dirt sees latter take top spot

Change from 2013/14 (% pts)

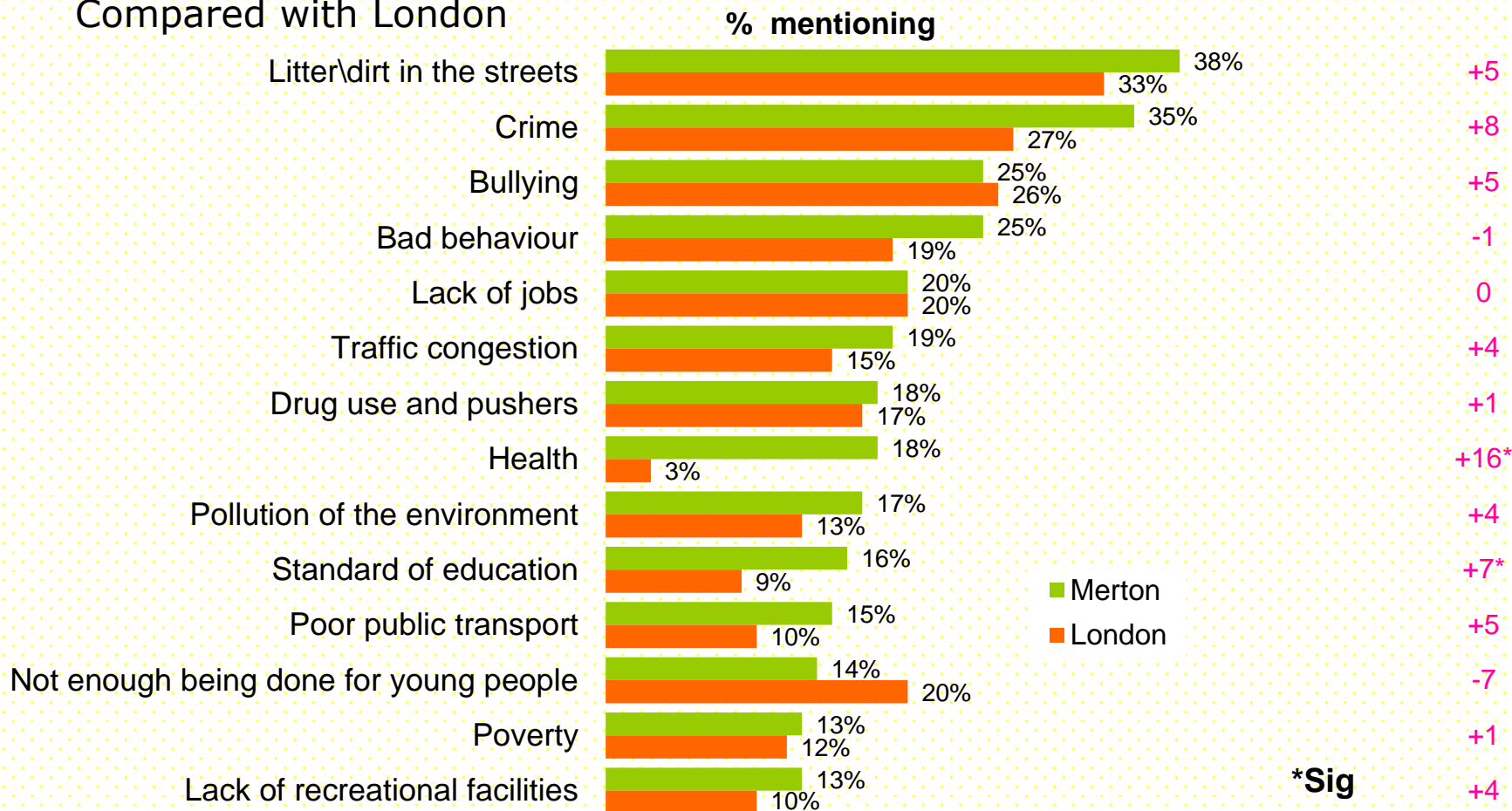


Source: QY1 Which three of these are you personally most concerned about?
Base: All young persons aged 11-17yrs (2014: 248; 2013: 265)

Young people's personal concerns

Difference to London (% pts)

Compared with London

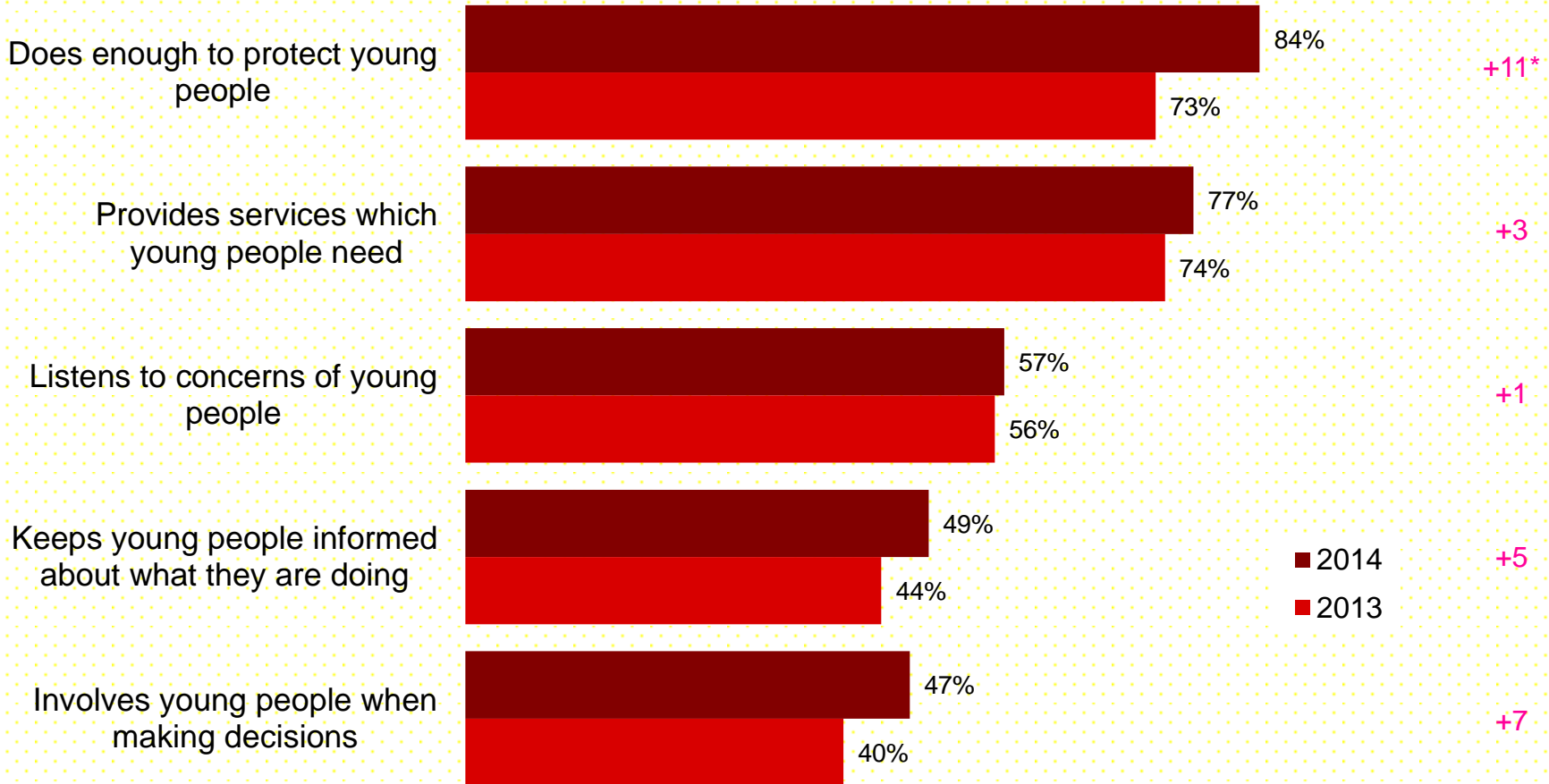


Source: QY1 Which three of these are you personally most concerned about?
 Base: All young persons aged 11-17yrs (Merton:248; London: 289)

Young people's image of the council

Change from
2013/14 (% pts)

% saying a great deal/ some extent



■ 2014
■ 2013

*Sig

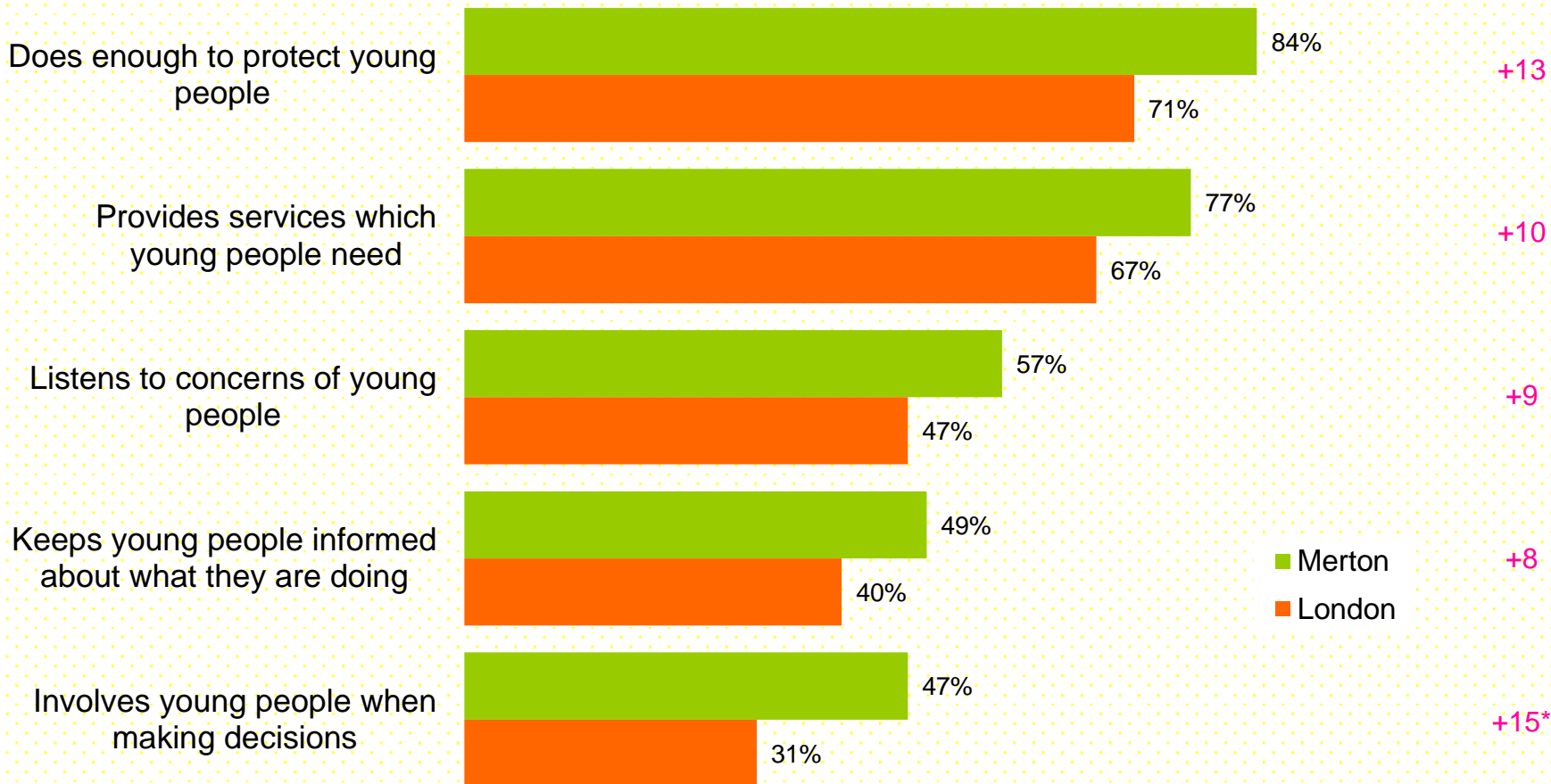
Source: QY3 To what extent do you think these statements apply to your borough?
Base: All young persons aged 11-17yrs who know a lot or a little about the Council (2014: 158, 2013: 176)

Young people's image of the council

Compared with London

Difference to London (% pts)

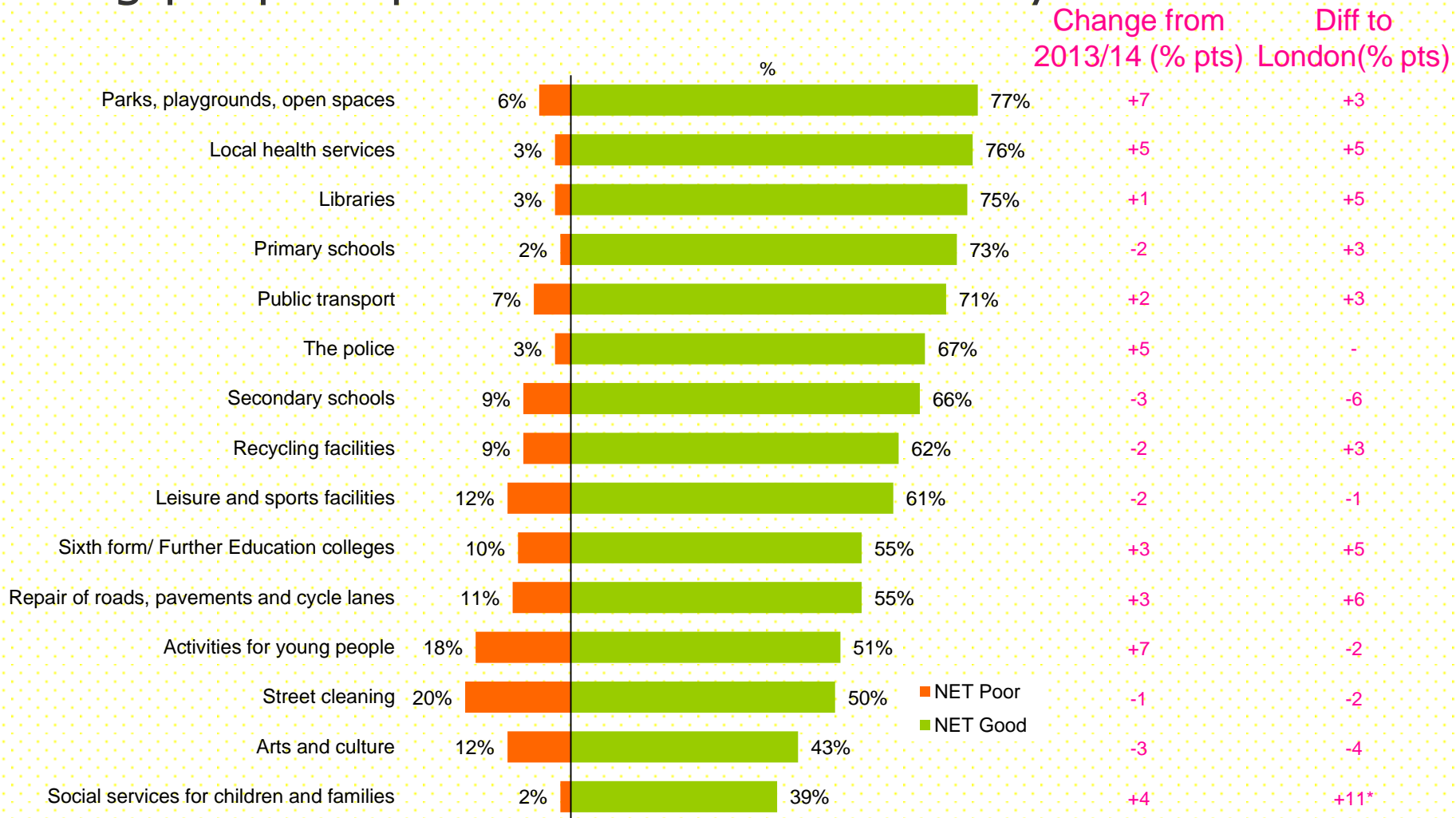
% saying a great deal/ some extent



*Sig

Source: QY3 To what extent do you think these statements apply to your borough?
 Base: All young persons aged 11-17yrs who know a lot or a little about the Council (Merton:158 ; London: 183)

Young people's perceived service delivery

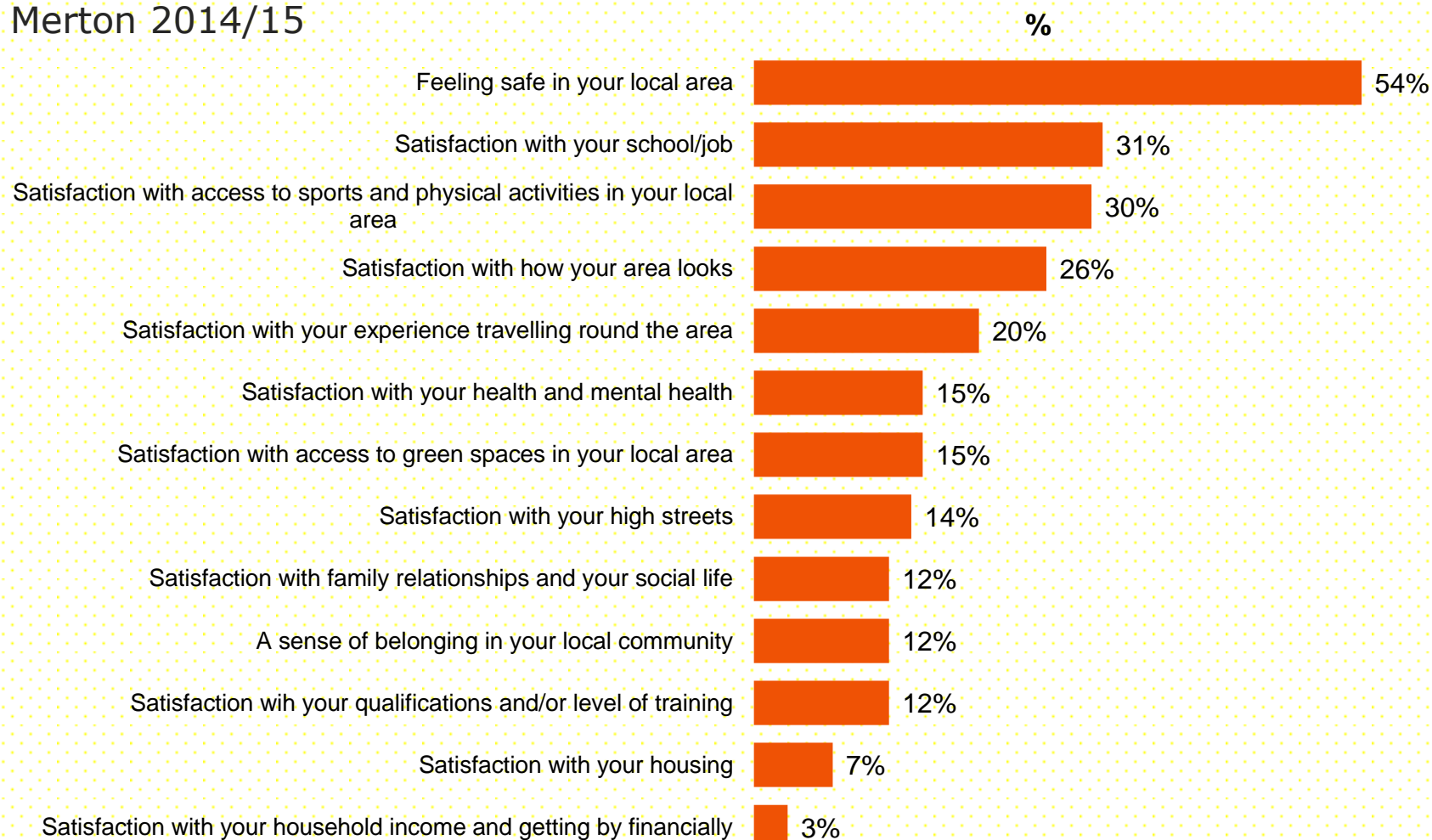


*Sig

Source: QY4 I would like to ask you about local services in this area. What is your opinion of ...?
 Base: All young persons aged 11-17yrs (Merton:248, London: 289)

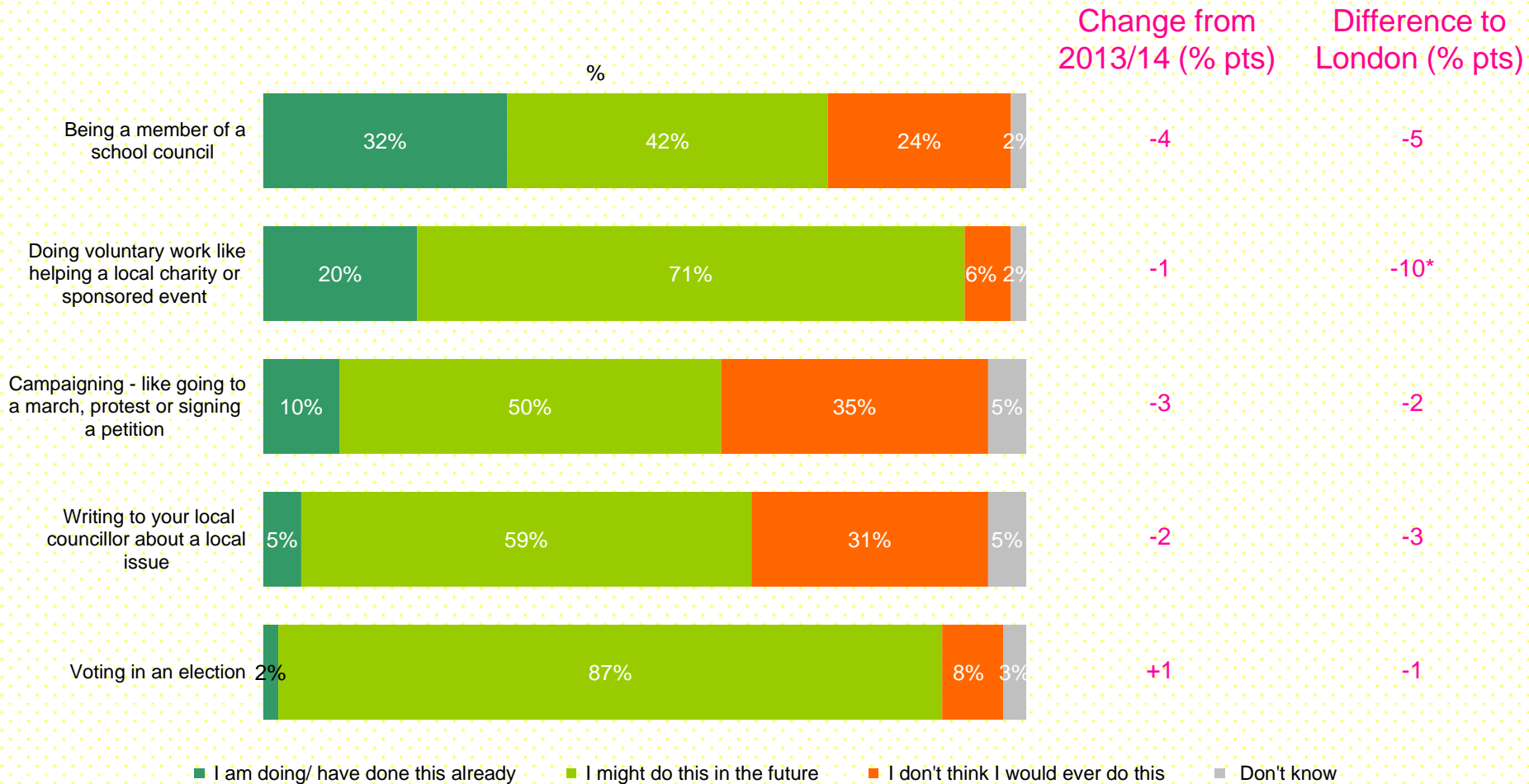
Features needing improving in Merton

Merton 2014/15



QY12b. And which three of the following factors do you think could be most improved to increase your own sense of health and wellbeing?
Base: All young persons aged 11-17yrs (Merton 2014: 248)

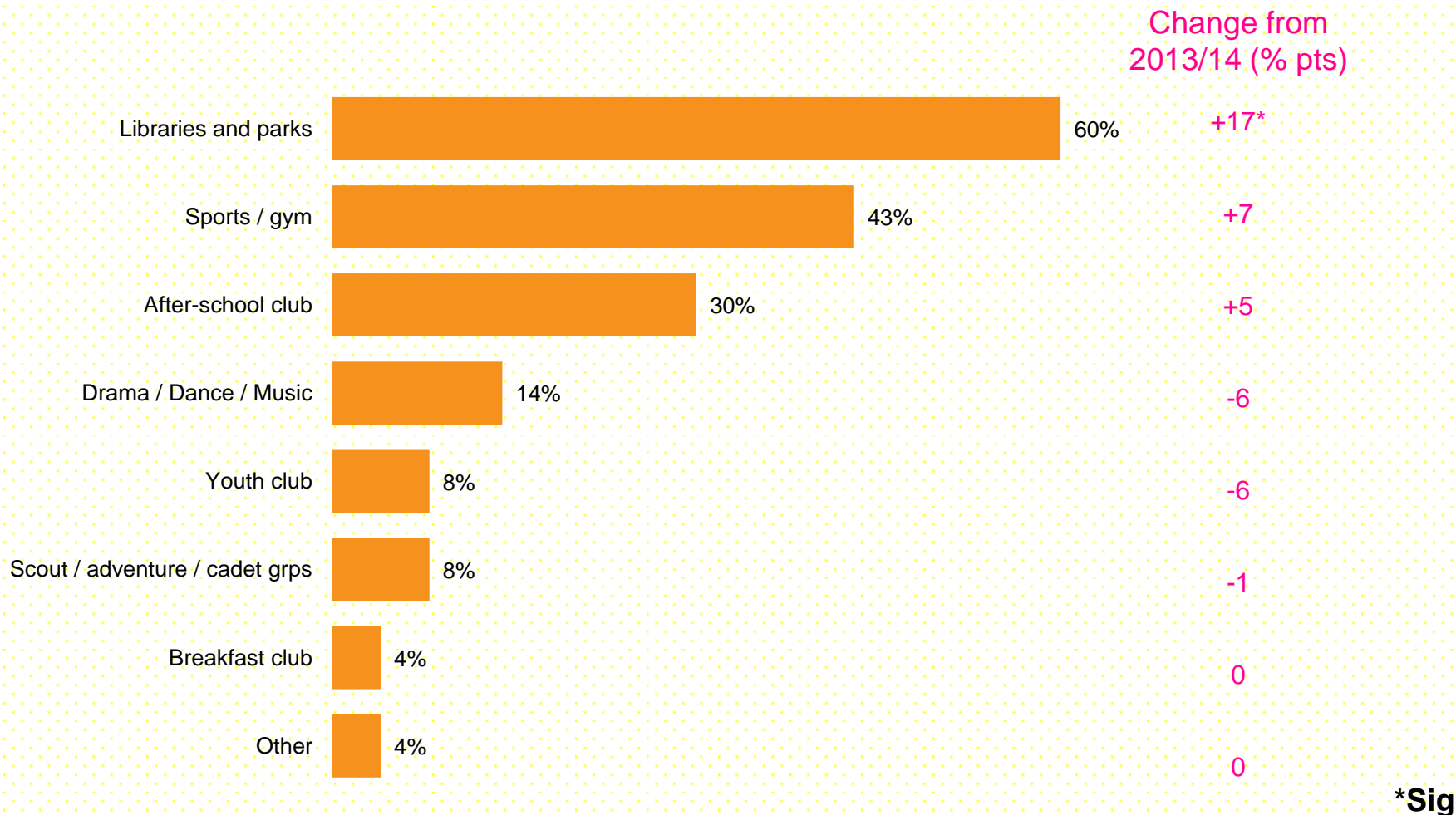
Young people and political involvement



*Sig

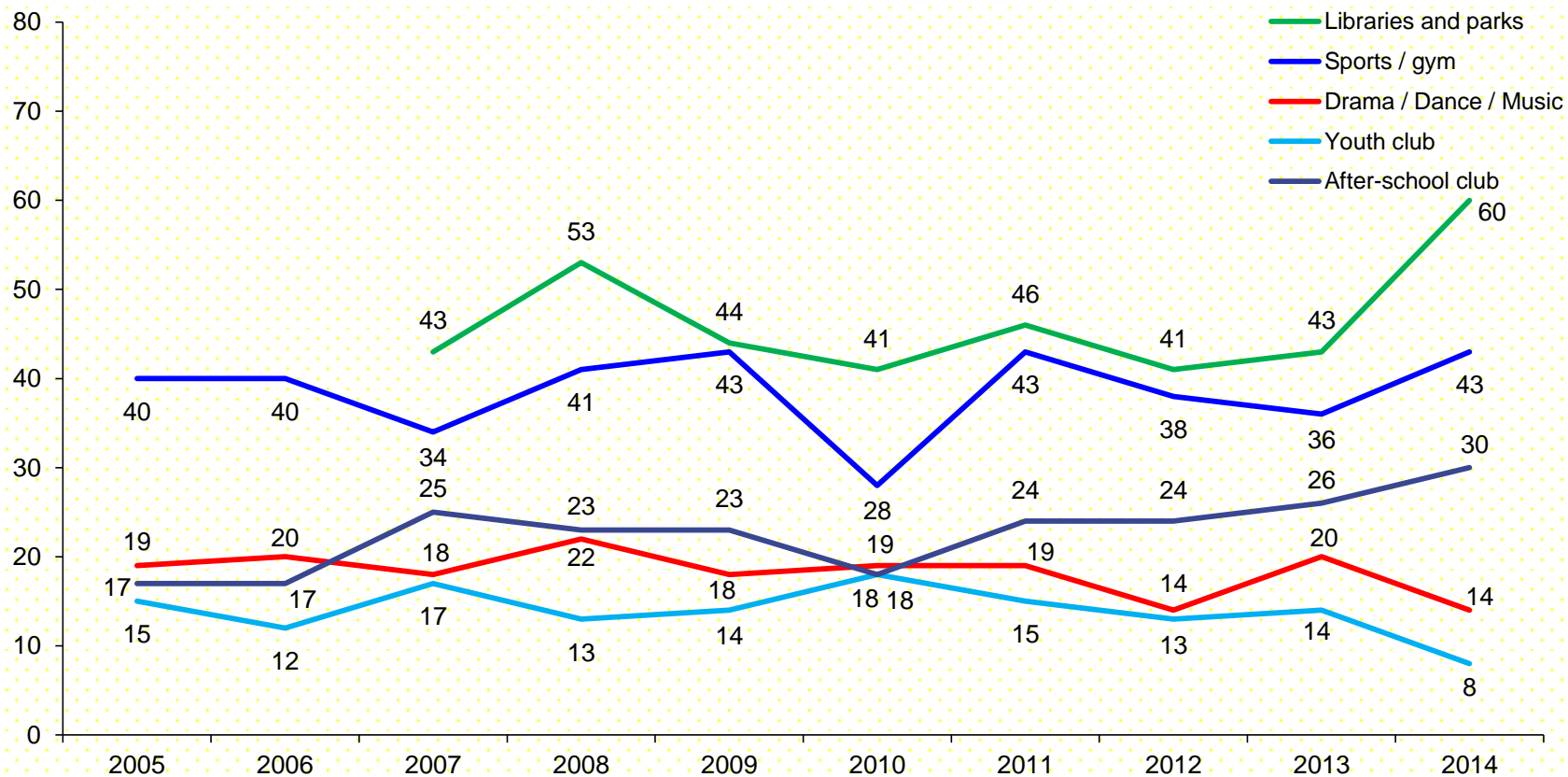
Source: QY5 Which of the following activities have you ever done, would consider doing in the future or would not consider doing?
 Base: All young persons aged 11-17yrs (Merton: 248, London: 289)

Out of school activities attended



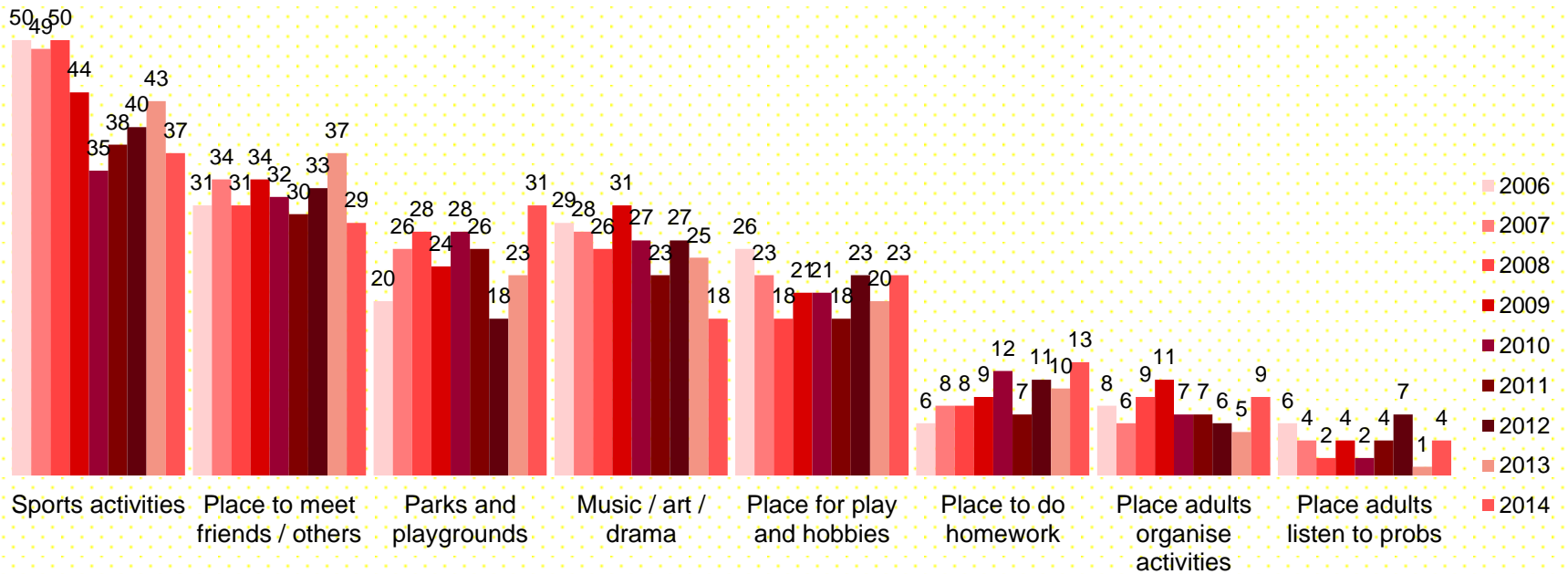
Source: QY6 Do you attend any of the following out of school activities?
 Base: All young persons aged 11-17yrs (2014: 248; 2013: 265)

Out of school activities attended



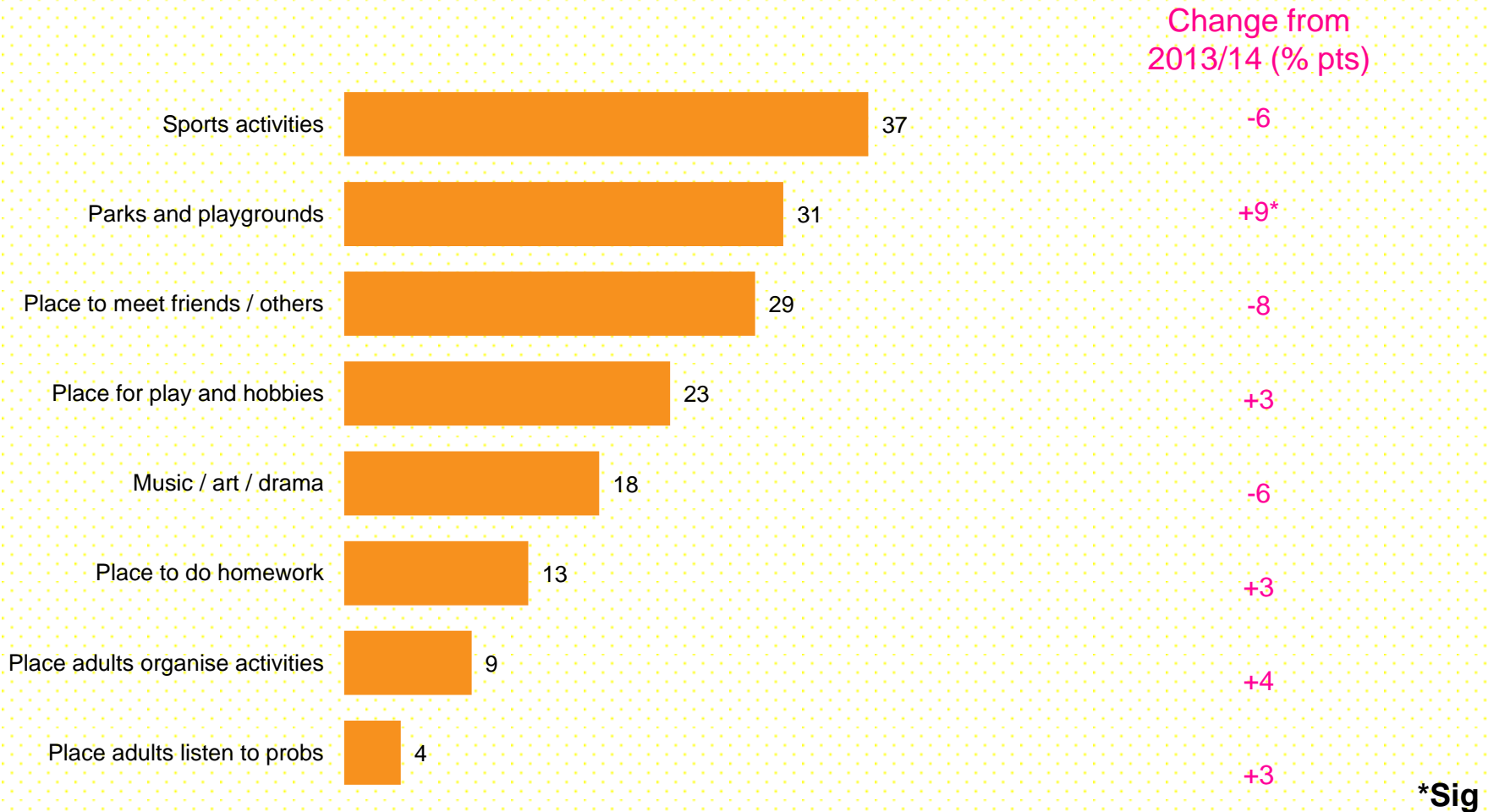
Source: QY6 Do you attend any of the following out of school activities?
 Base: All young persons aged 11-17yrs (2014: 248)

Activities young people would like to be involved in



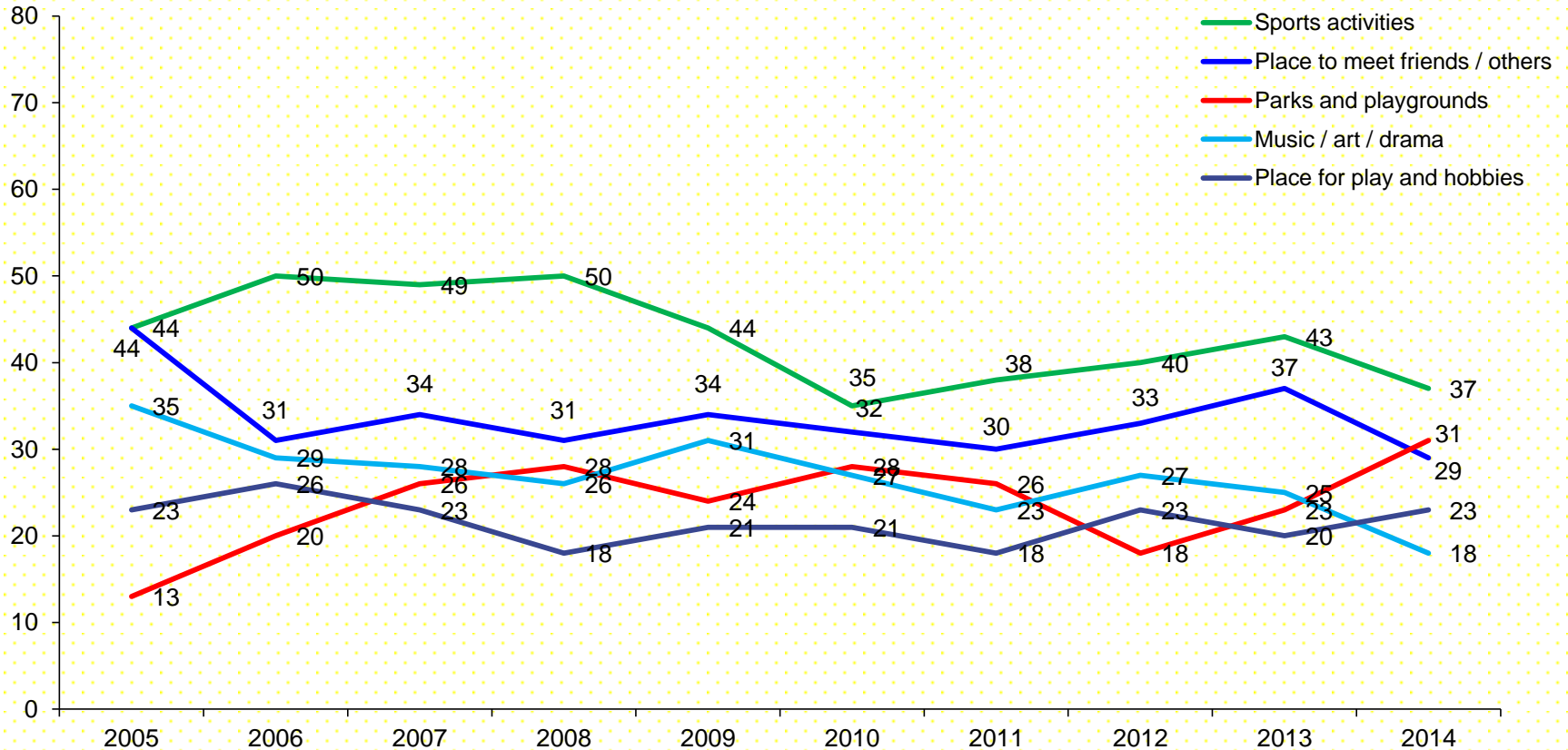
Source: QY7 Which of the following activities would you like to attend out of school hours?
 Base: All young persons aged 11-17yrs (Merton 2014: 248)

Activities young people would like to be involved in



Source: QY7 Which of the following activities would you like to attend out of school hours?
 Base: All young persons aged 11-17yrs (2014: 248; 2013: 265)

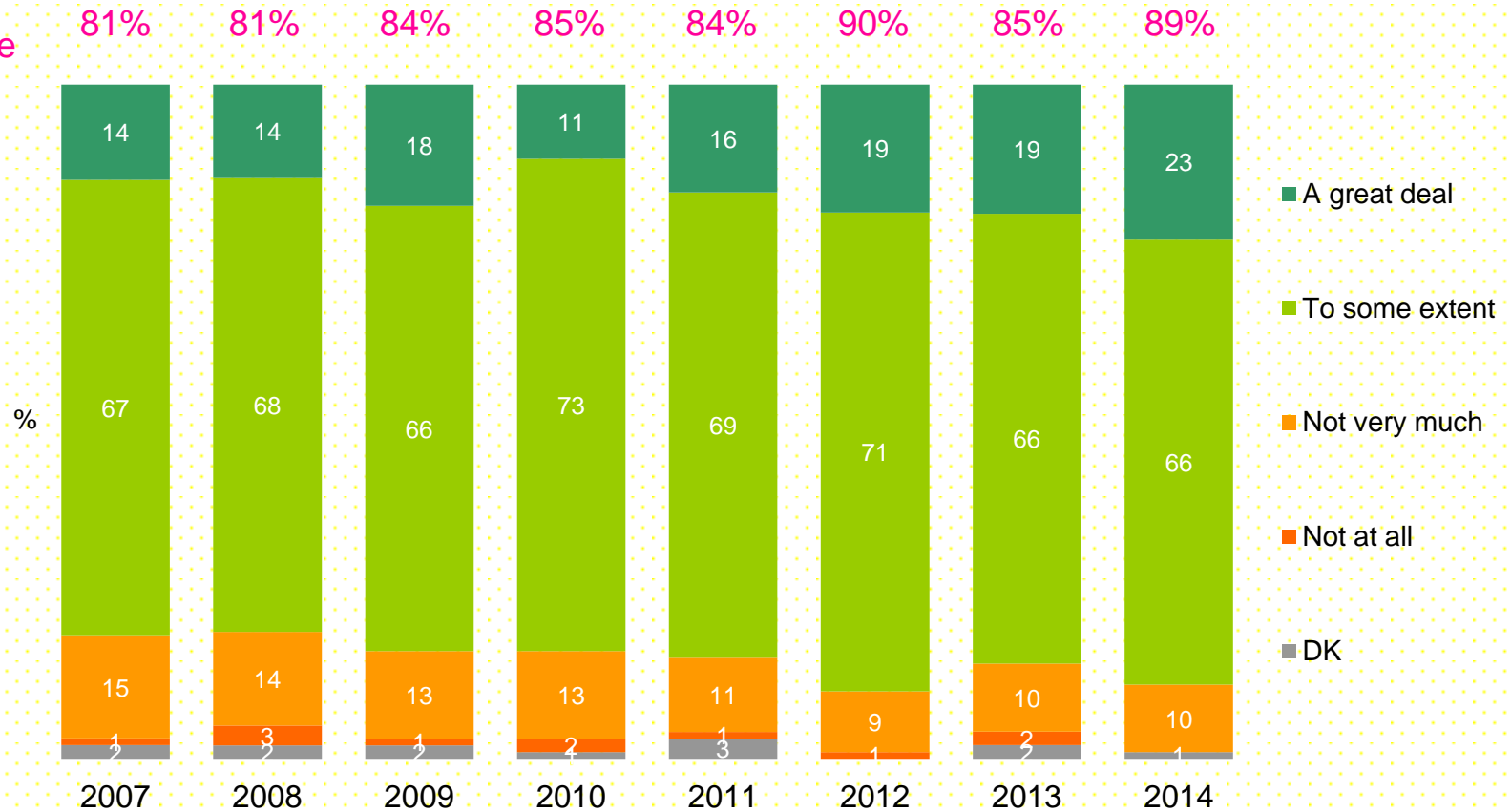
Activities young people would like to be involved in



Source: QY7 Which of the following activities would you like to attend out of school hours?
 Base: All young persons aged 11-17yrs (Merton 2014: 248)

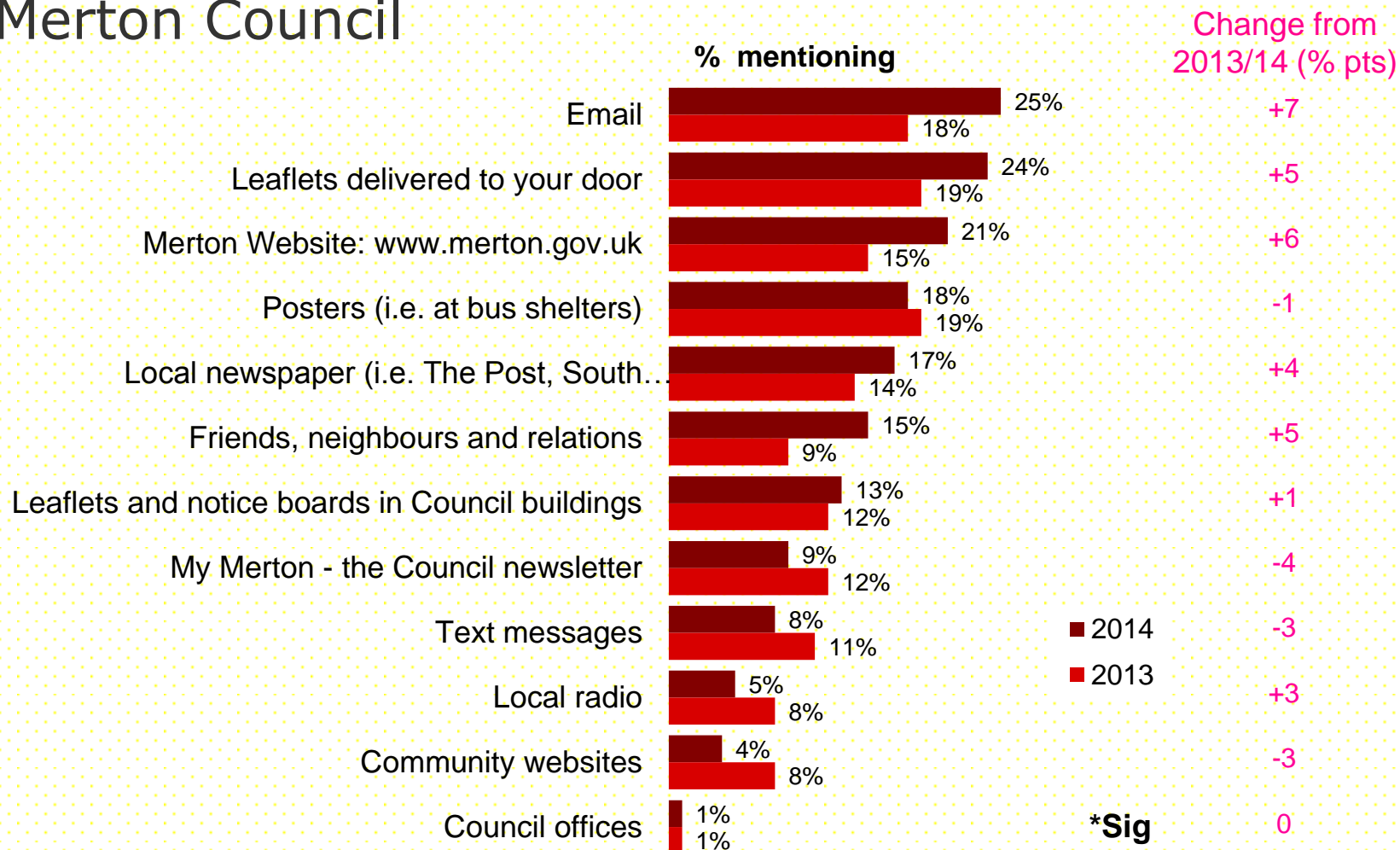
Agreement that Merton is a good place for young people to live

NET agree



Source: QY8 To what extent do you agree that Merton is a good place for young people to live?
 Base: All young persons aged 11-17yrs (Merton 2014: 248)

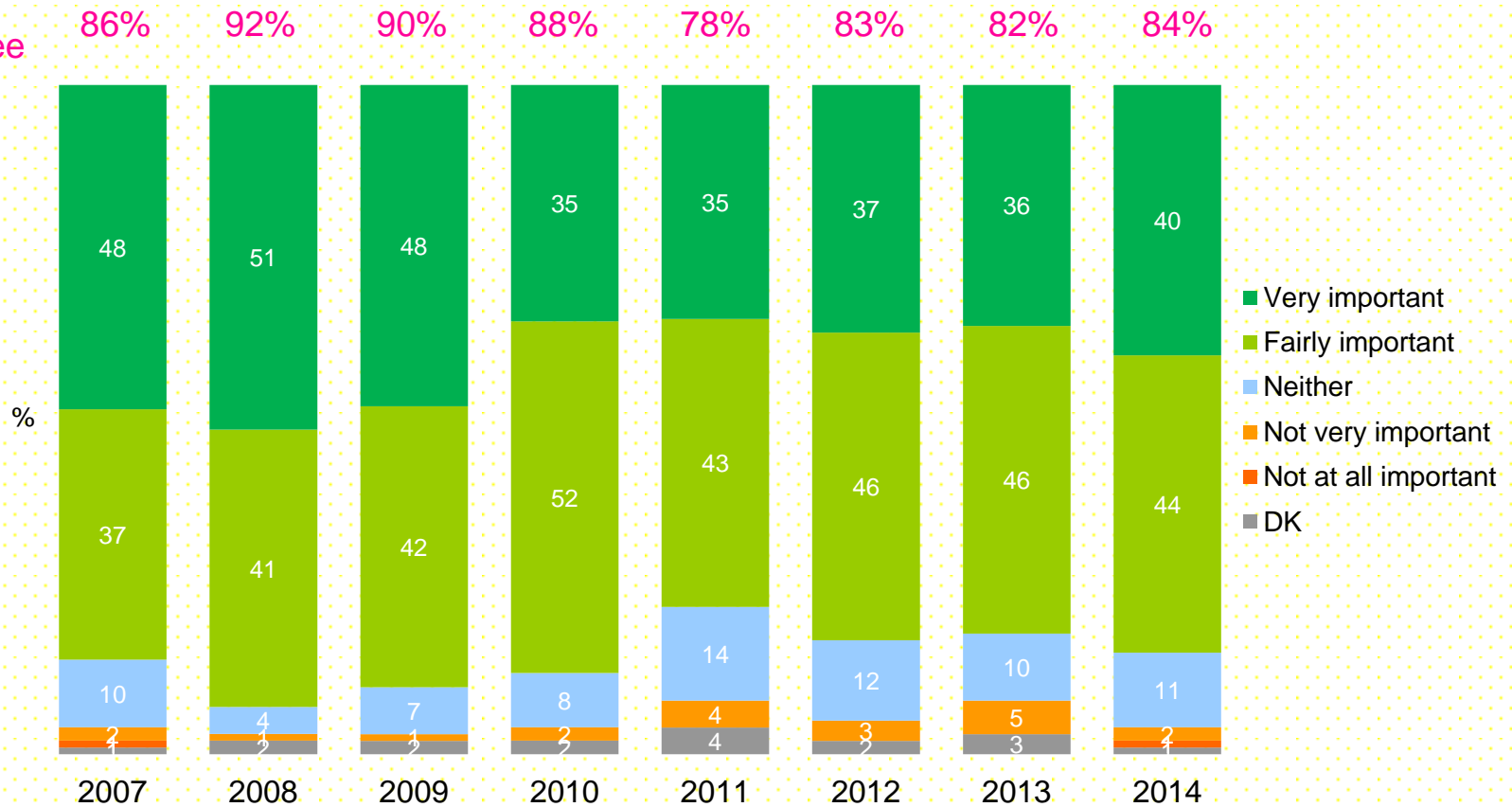
Preferred method of getting more information about Merton Council



Source: QY9 How would you prefer to get most of your information about Merton Council?
Base: All young persons aged 11-17yrs (2014: 248; 2013: 265)

Importance of council looks after environment

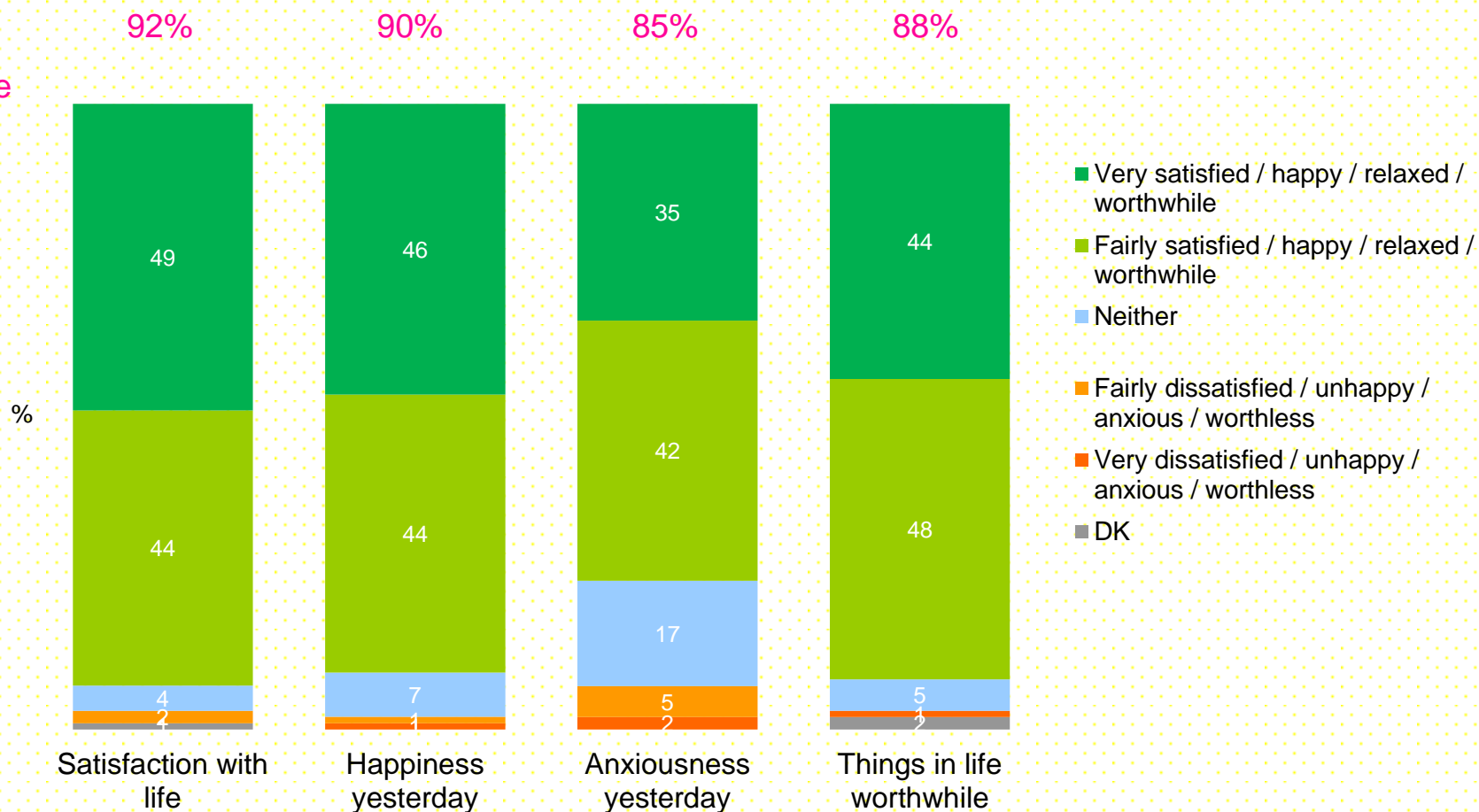
NET agree



Source: QY10 How important is it to you that the Council looks after the environment through policies such as recycling and energy saving?
 Base: All young persons aged 11-17yrs (Merton 2014: 248)

Overall health and wellbeing...

NET satisfied/
happy/
relaxed/
worthwhile



Source: QY11 A-Overall how satisfied are you with your life nowadays?/ B-Overall how happy did you feel yesterday?
C- Overall how anxious did you feel yesterday?/ D- Overall, to what extent do you feel the things you do in your life are worthwhile?
Base: All young persons aged 11-17yrs (Merton 2014: 248)