

London Borough of Merton Residents Survey 2013/14 October 2013



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Methodology

- 1,032 interviews conducted in home and in street
- Fieldwork conducted 9th September – 13th October 2013
- Similar 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 – marking a change from the 2012 survey which used the 2001 Census
- 104 sampling points across the borough








Sample Profile

		Set	Achieved (%)	Number
Men		49%	45%	461
Women		51%	55%	571
18-34		36%	30%	312
35-59		43%	51%	525
60+		20%	19%	195
Owner Occupier/ Other		86%	89%	917
Housing Association		14%	11%	114

Base: All Merton residents (1032)

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/ Figgis 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		46%	49%	48%	51%	52%	49%
Women		54%	51%	52%	49%	48%	51%
18-34		36%	36%	36%	36%	41%	36%
35-59		37%	48%	42%	50%	42%	42%
60+		29%	17%	22%	15%	18%	21%
Owner Occupier/ other		92%	87%	95%	83%	83%	92%
Council Rented		8%	12%	4%	18%	17%	7%

Base: All Merton residents (1032) Area 1 (206) Area 2 (145) Area 3 (179) Area 4 (193) Area 5 (159) Area 6 (150)

Sample Profile

<u>ETHNICITY</u>	Set	Achieved (%)	Number
White British	48%	48%	498
White Other	14%	14%	149
Mixed	37%	37%	381
Black			
Asian			
Other			

Base: All Merton residents (1032)

Executive Summary



Adults Survey - Executive Summary

- Residents remain generally positive about the Council with 79% agreeing that it is doing a good job, a significantly higher score than the London average.
- Service delivery also remains strong, with the percentage of residents rating Public Transport, Policing, Secondary Education, Street Lighting, Primary Education and Social Services for Adults all increasing significantly from last year.
- However despite 60% 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 2012, with residents significantly more concerned than the London average.
- Whilst concern about crime has fallen from 2012, crime continues to remain one of the top concerns for residents, reflected by the fact that feeling safe in your local area is the top ranked feature that residents consider important to their sense of health and wellbeing.
- The majority of residents continue to agree that the Council treats them in a fair and non-discriminatory.

Areas of Personal Concern

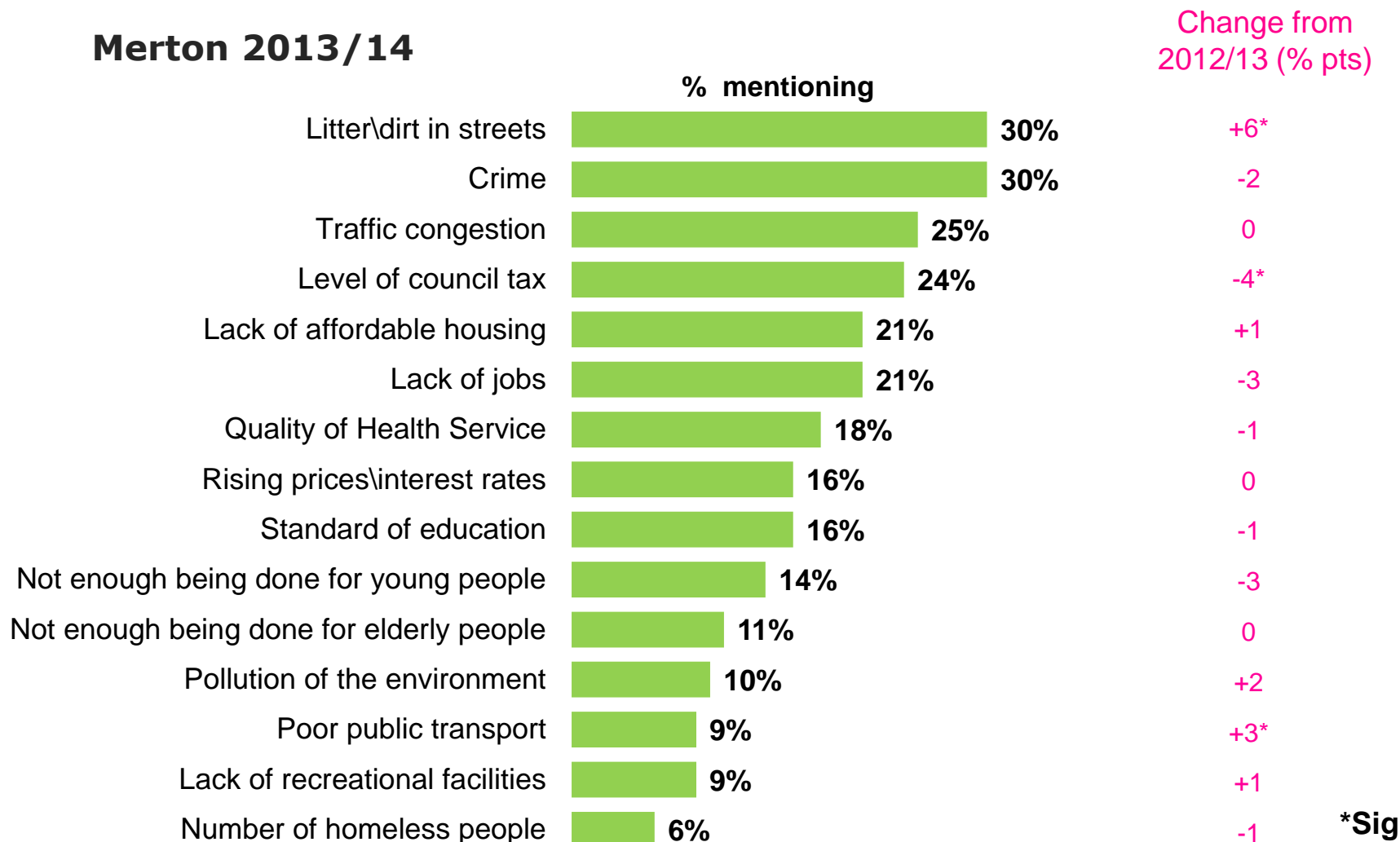


Summary – Areas of Personal Concern

- Crime remains one of the top concerns for residents, but a slight fall this year sees the level of concern score significantly below the London average.
- Generally Merton performs well against the London-wide benchmark, with the level of concern about not enough being done for young or elderly people and the number of homeless people all significantly lower than the London average.
- However, level of concern with litter has risen significantly from 2012, seeing it score as highly as crime, and is significantly higher than the London average.
- There has been a significant rise in the level of concern with poor public transport, reversing the trend seen last year, which also sees it score significantly higher than the London average.
- Level of concern over lack of jobs (perhaps due to a slight upturn in the economy) has fallen slightly, but clear differences in the level of concern remain between demographic groups.
- Concerns over the amount being done for young people have also fallen slightly, whilst concerns over the level of council tax have fallen significantly.
- Concern over the standard of education remains higher in the 35-49 age group – these are likely to be the respondents who have children of school age. Respondents of a lower social grade are significantly less concerned about the standard of education.

Residents' Personal Concerns

Merton 2013/14



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

Base: All adults (1032, except the split code 'Not enough being done for young people' (507) and 'Rising prices / interest rates' (525))

Significant changes for personal concerns

Since 2012/13

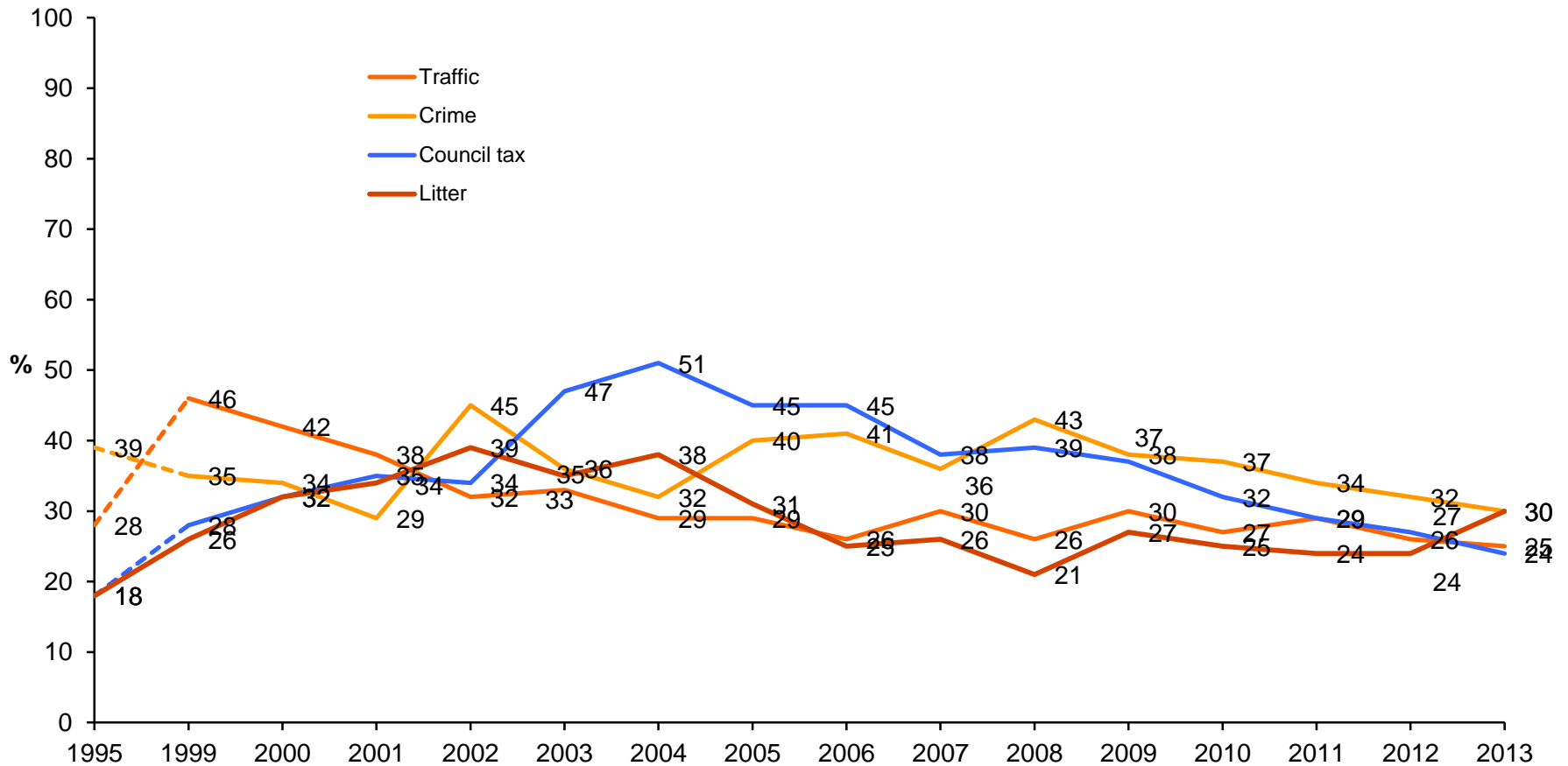
Up	
Litter/dirt in the street	+6% pt
Poor public transport	+3% pt

Down	
Level of Council Tax	-4% pt

Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1032)

Main Personal Concerns

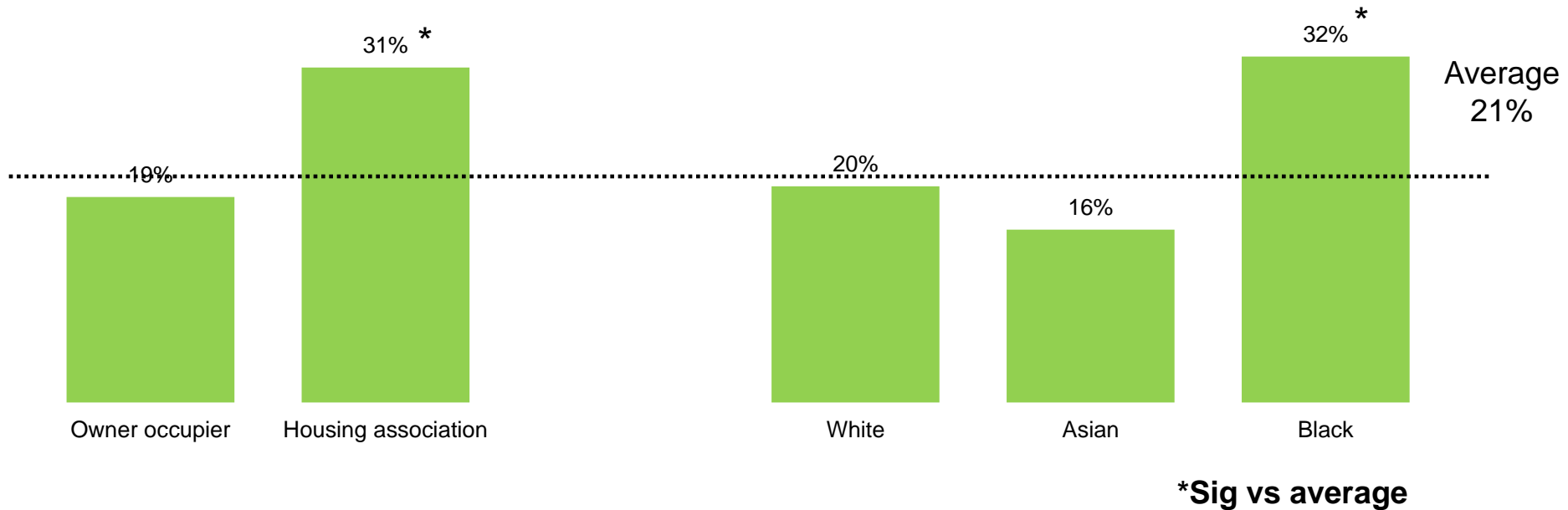
1995 – 2013



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1032)

Lack of jobs

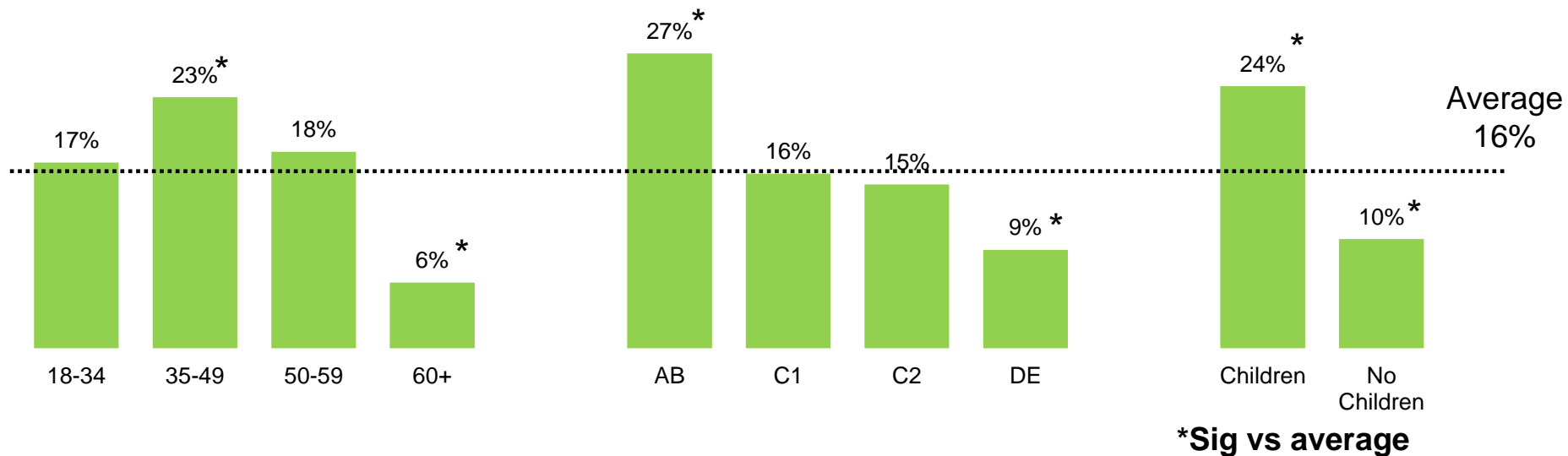
Differences by housing tenure & ethnicity



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1032) Owner occupied (601), Housing Association (114); White (647) Asian (224) Black (122)

Standard of education

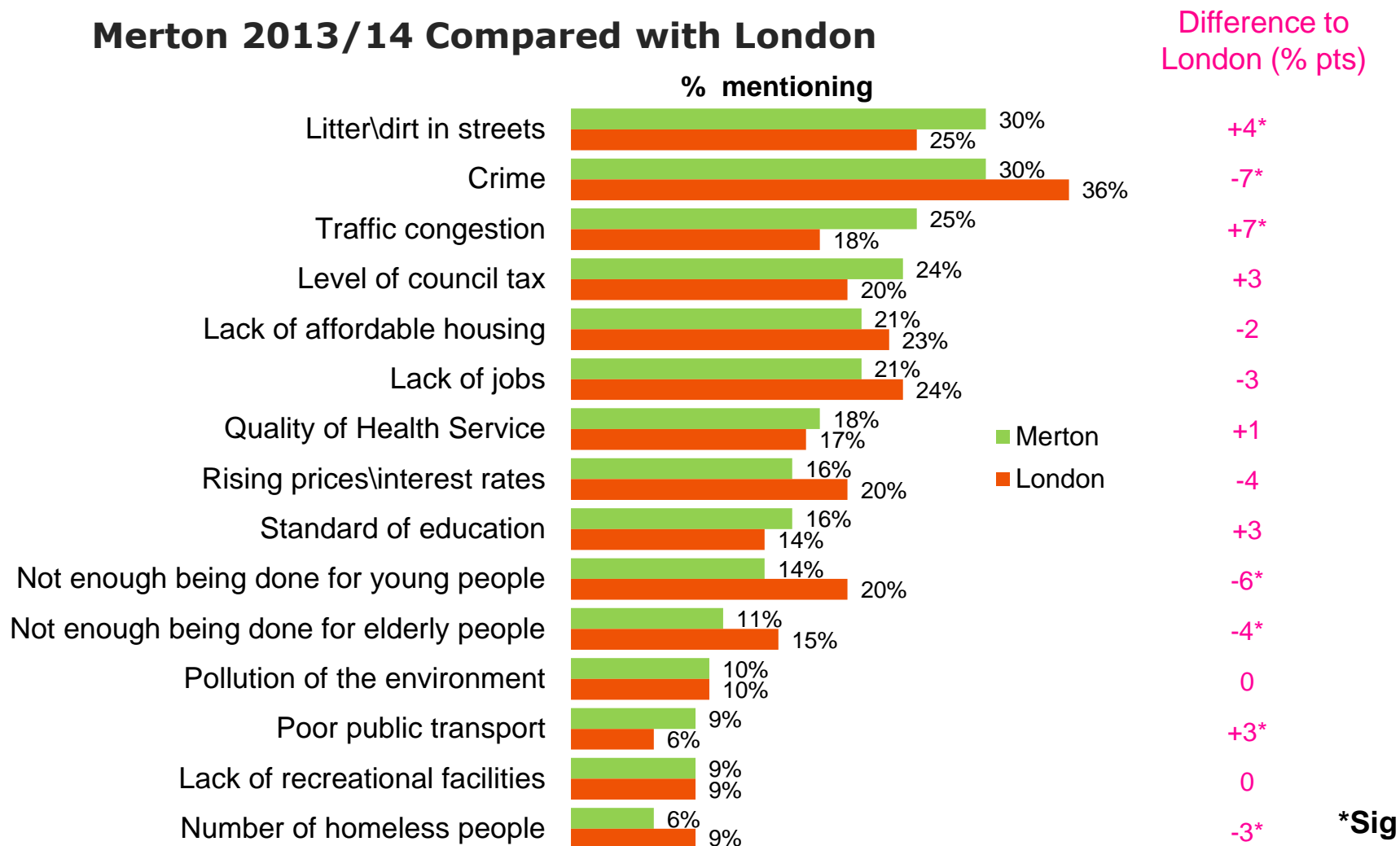
Differences by age, social grade and children in household



Source: Q2 Which three of these are you personally most concerned about?
Base: All adults (1032), Aged 18-34 (312) 35-49 (364) 50-59 (161) 60+ (195); Social grade AB (233) C1 (322) C2 (194) DE (283)

Residents' Personal Concerns

Merton 2013/14 Compared with London



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

Base: Merton: All adults (1032, except the split code 'Not enough being done for young people' (507) and 'Rising prices / interest rates' (525))

London: All adults (1020, except the split code 'Not enough being done for young people' (533) and 'Rising prices / interest rates' (487))

Significant differences for personal concerns

Compared with London

Higher	
Traffic congestion	+7% pt
Litter/dirt in the street	+4% pt
Poor public transport	+3% pt

Lower	
Crime	-7% pt
Not enough being done for young people	-6% pt
Not enough being done for elderly people	-4% pt
Number of homeless people	-3% pt

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

Base: Merton: All adults (1032, except the split code 'Not enough being done for young people' (507) and 'Rising prices / interest rates' (525))

London: All adults (1020, except the split code 'Not enough being done for young people' (533) and 'Rising prices / interest rates' (487))



Image of the Council



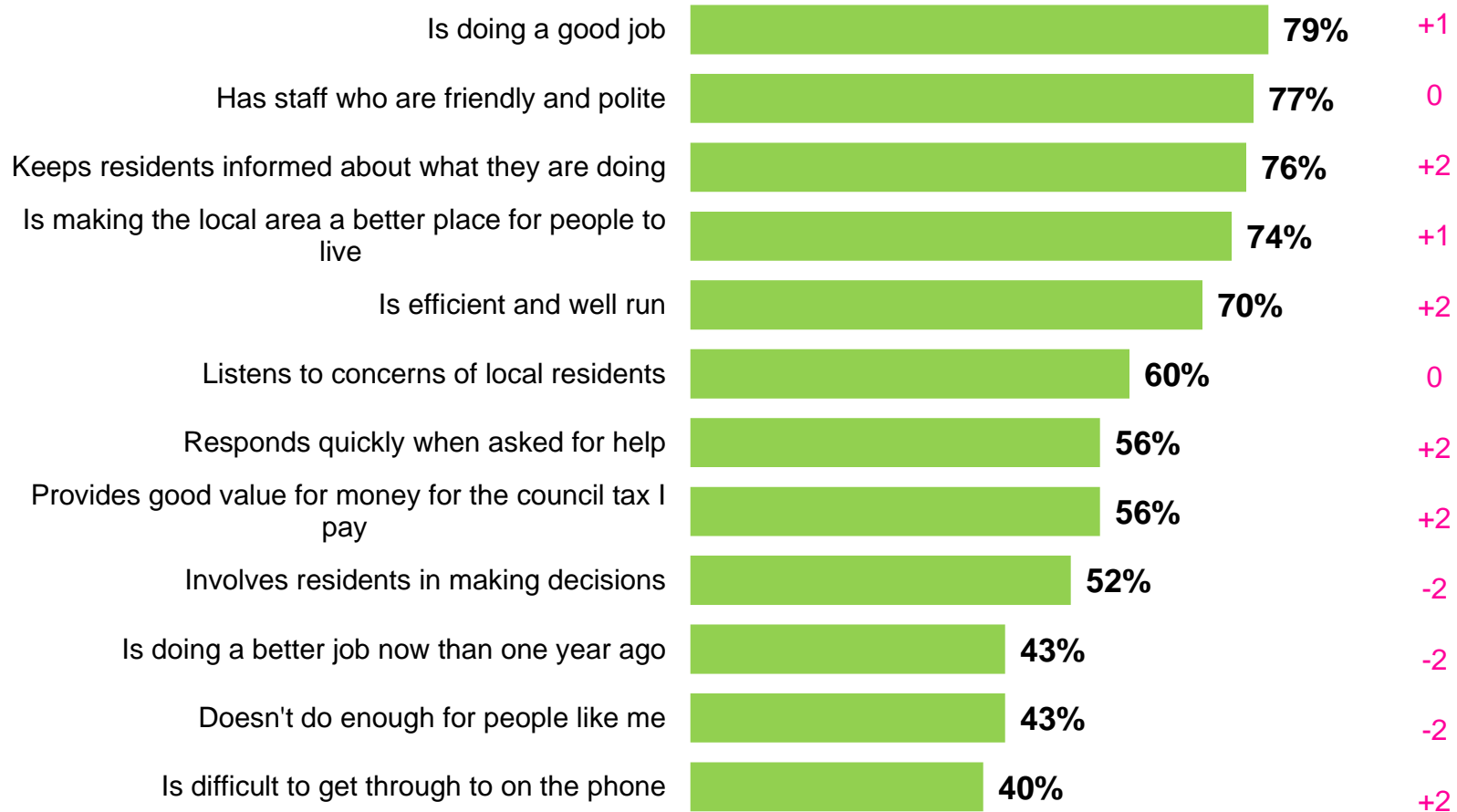
Summary – Image of the council

- Residents remain generally positive about Merton council, with 79% agreeing that Merton is doing a good job, a significantly higher score than the London-wide average.
- Whilst there are some slight changes from 2012, none of these are significant, suggesting that scores are continuing to plateau, albeit it at a good level.
- Following a significant decrease in 2012, performance on ‘responds quickly when asked for help’ has risen slightly, but is still below the peak recorded in 2011.
- ABC1 residents are significantly more likely to agree that the Council is “doing a good job” than C2DE, whilst it is also noticeable that residents who consider themselves to have a disability rate the Council significantly lower than those without a disability on this measure.
- Disabled residents also agree significantly less that the Council is making the area a better place to live, whilst residents aged 18-34 are significantly more positive than those aged 60+ on this measure
- Residents in Housing Association housing, along with those living in Area 3 (Cannon Hill/ Merton Park/ West Barnes/ Lower Morden) are more likely to believe that the Council doesn’t do enough for them.

Image of the council 2013/14

% agreeing a great deal/ to some extent

Change from
2012/13 (% pts)

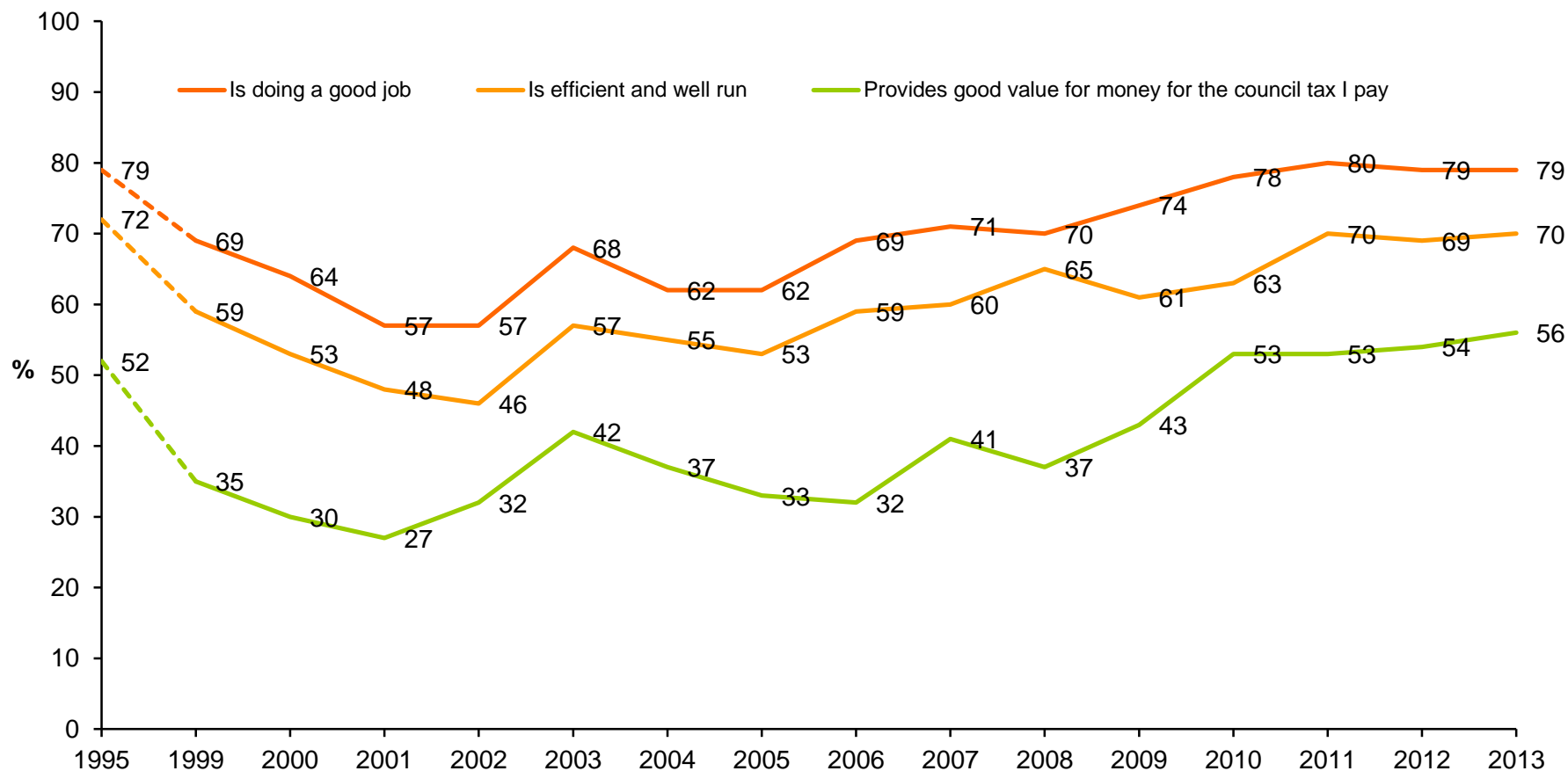


No significant differences from 2012/13

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 (1032)

Overall perceptions of Merton Council

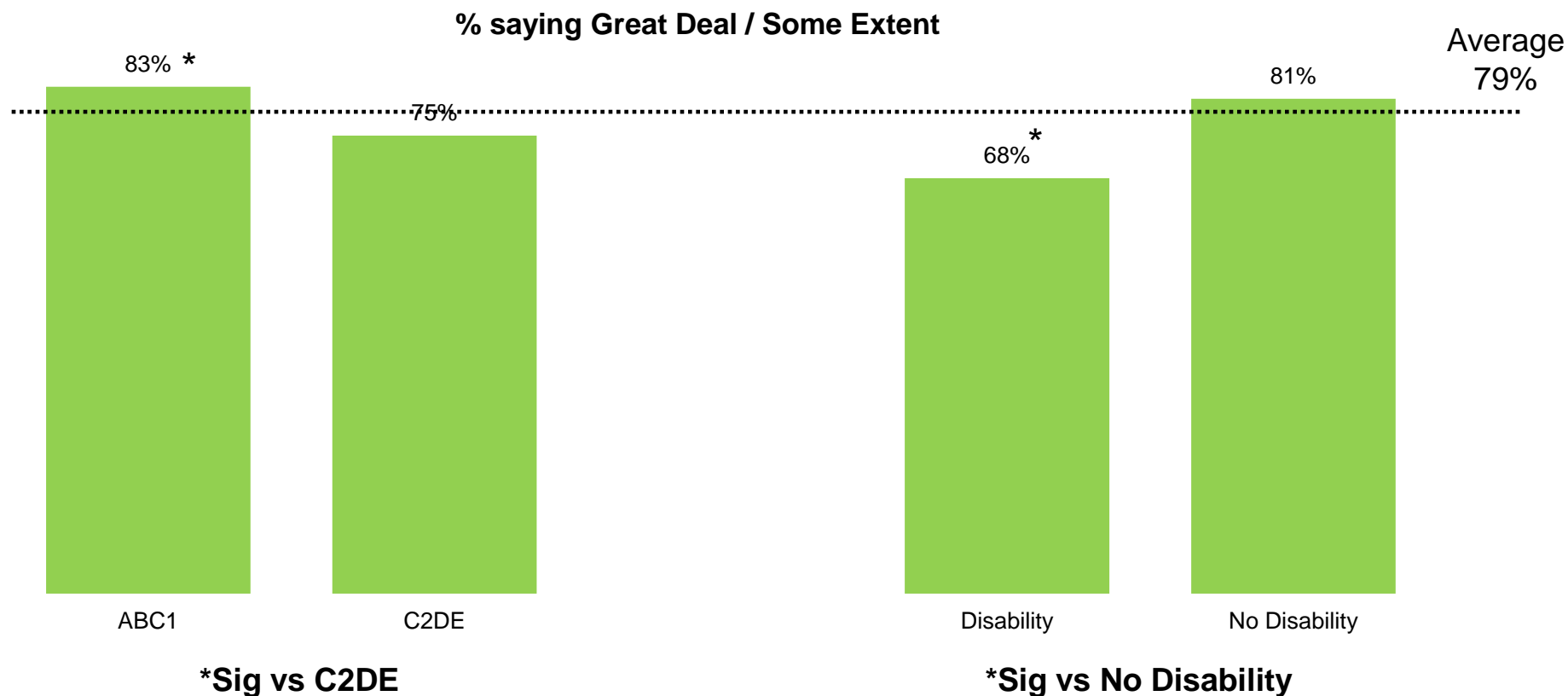
% saying Great Deal / Some Extent



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 (2013: 1032)

Is doing a good job

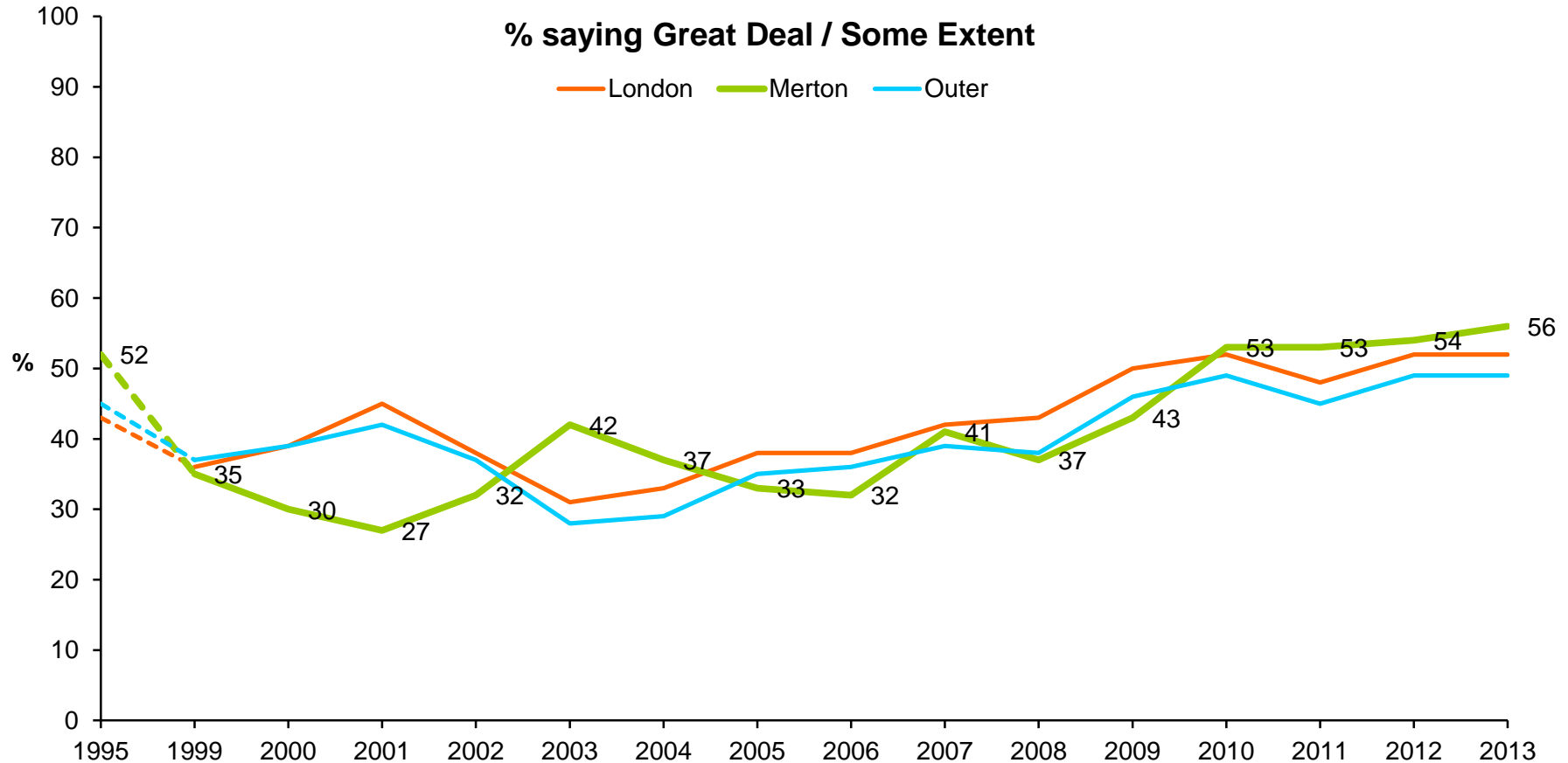
Differences by social class and disability



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 (1032), ABC1 (555), C2DE (477); Disability (124), No Disability (906)

Value for money

Merton scores higher than the London-wide and Outer London averages, which remain consistent with 2012

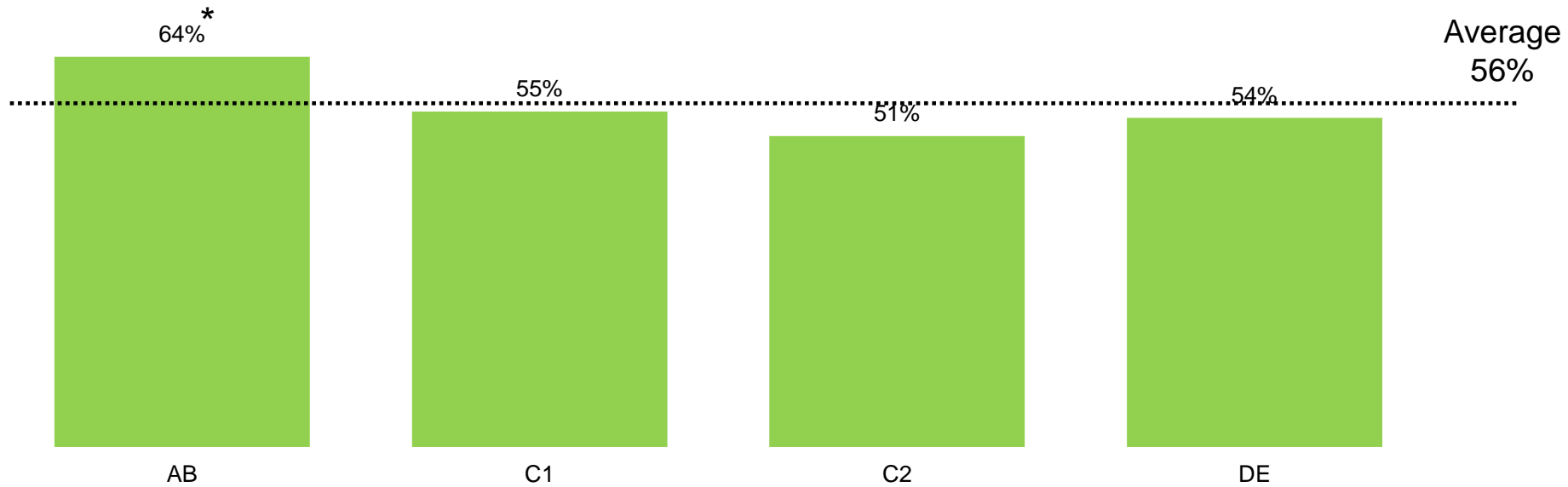


Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
 Base: All adults 2013 (Merton: 1032, London: 1020)

Provides good value for money

Differences by social class

% saying Great Deal / Some Extent

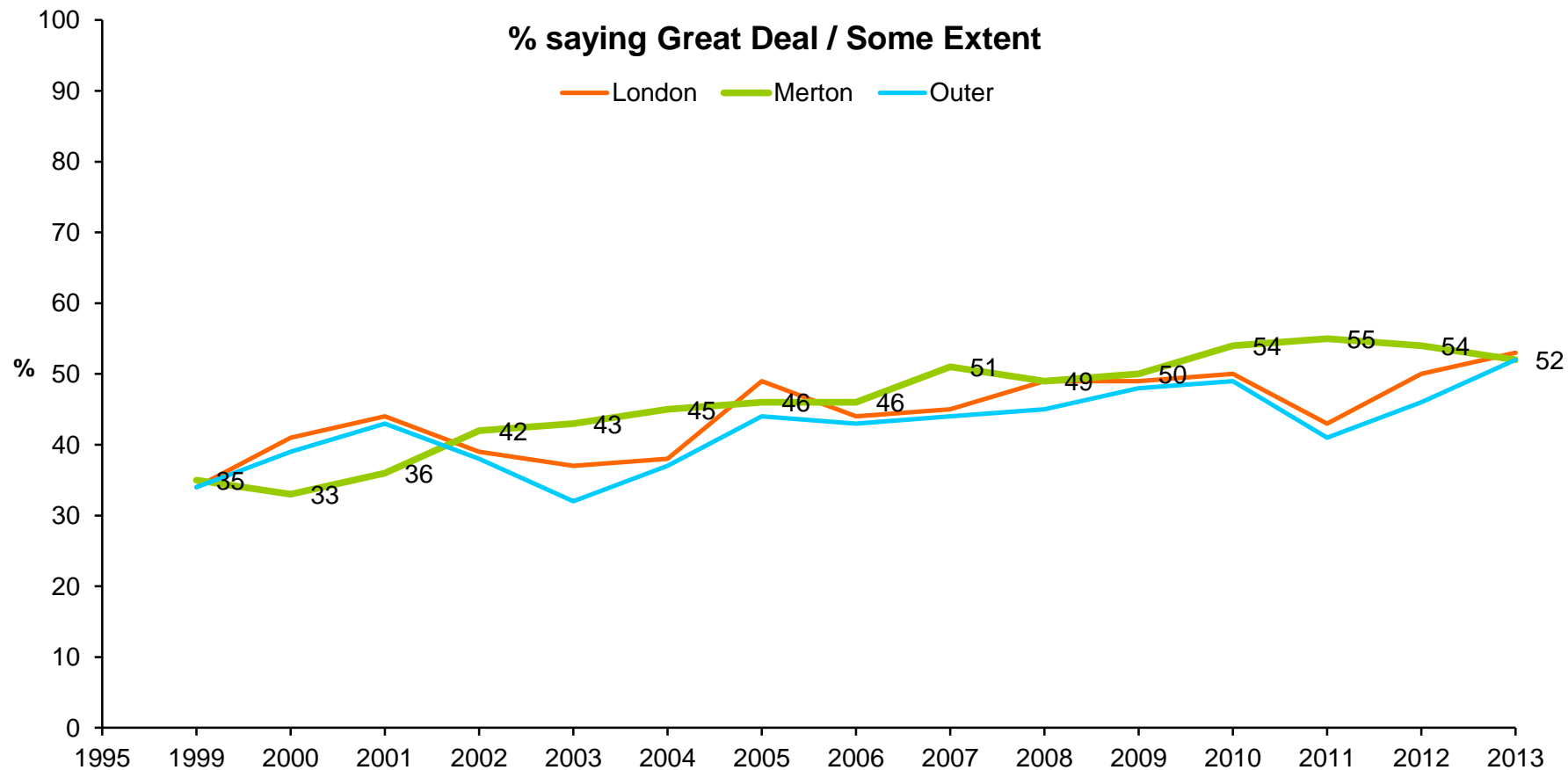


*Sig vs Average

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 (1032), AB (233) C1(322) C2(194) DE(283))

Involves residents in decision making

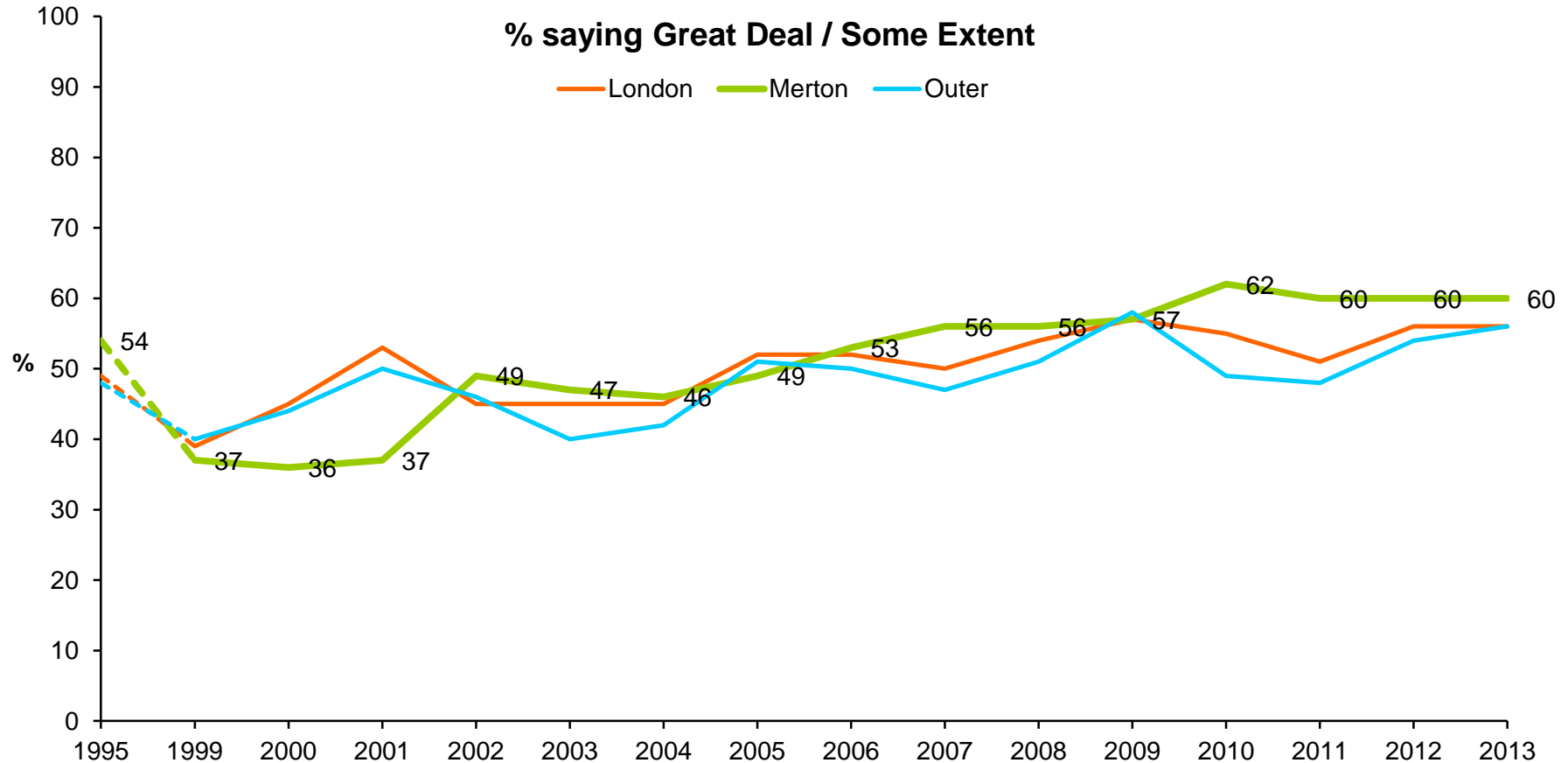
Merton scores roughly inline with the London average



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 2013 (Merton: 1032, London: 1020)

Listens to concerns of local residents

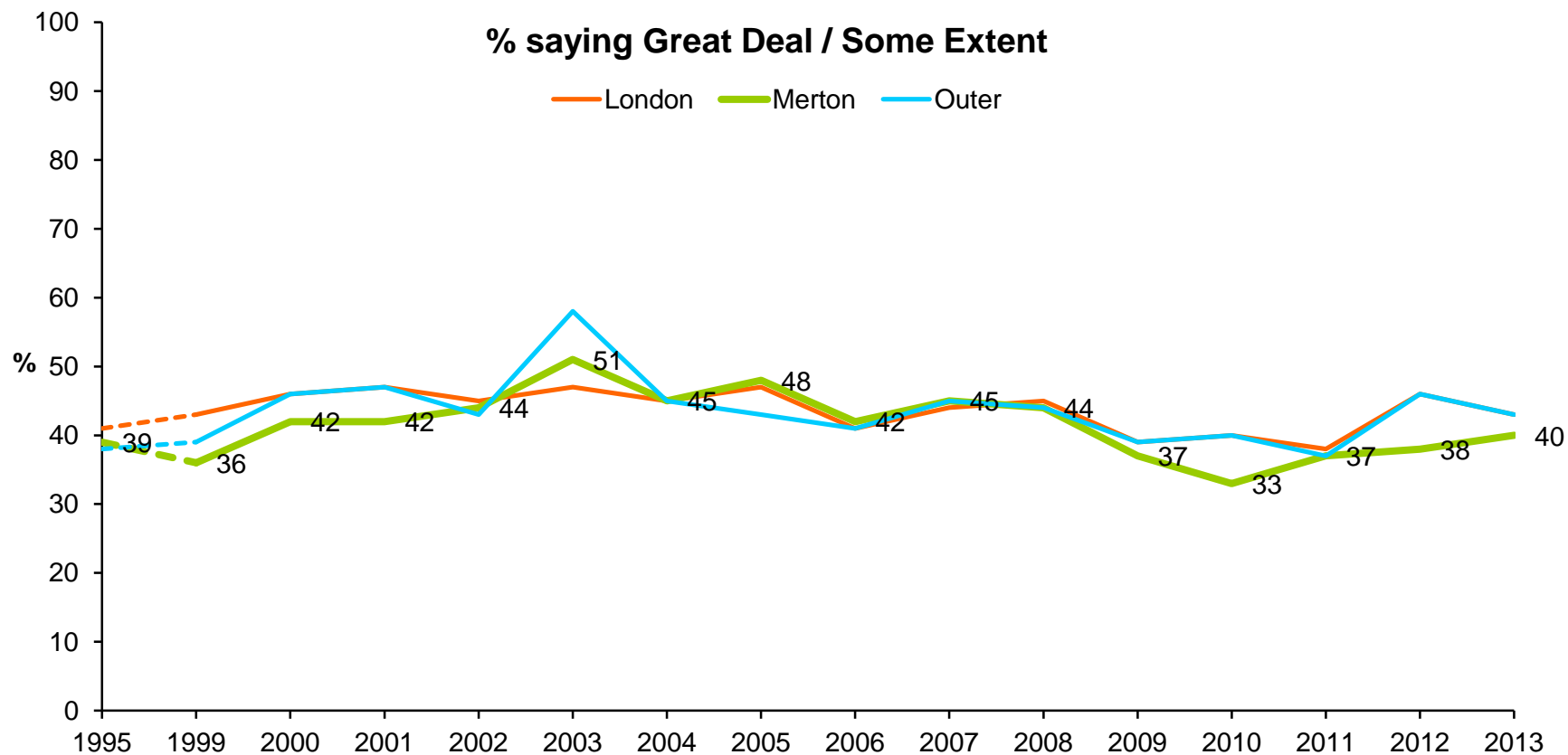
Merton score remains above London score, continuing trend seen since 2010



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 2013 (Merton: 1032, London: 1020)

Is difficult to get through to on the phone

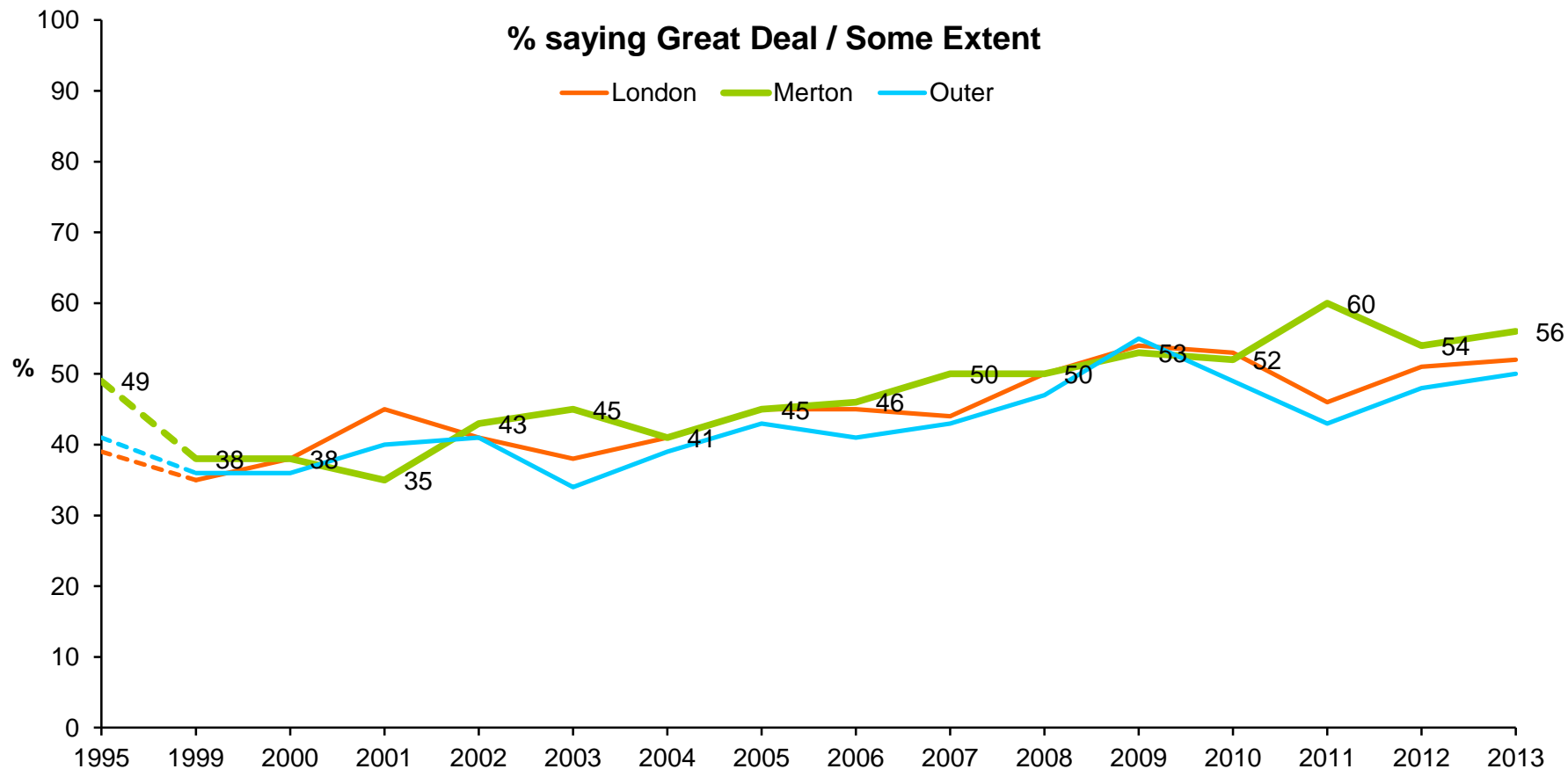
Despite a fall in London scores Merton residents still rate the Council as less difficult to get through to on the phone



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 2013 (Merton: 1032, London: 1020)

Responds quickly when asked for help

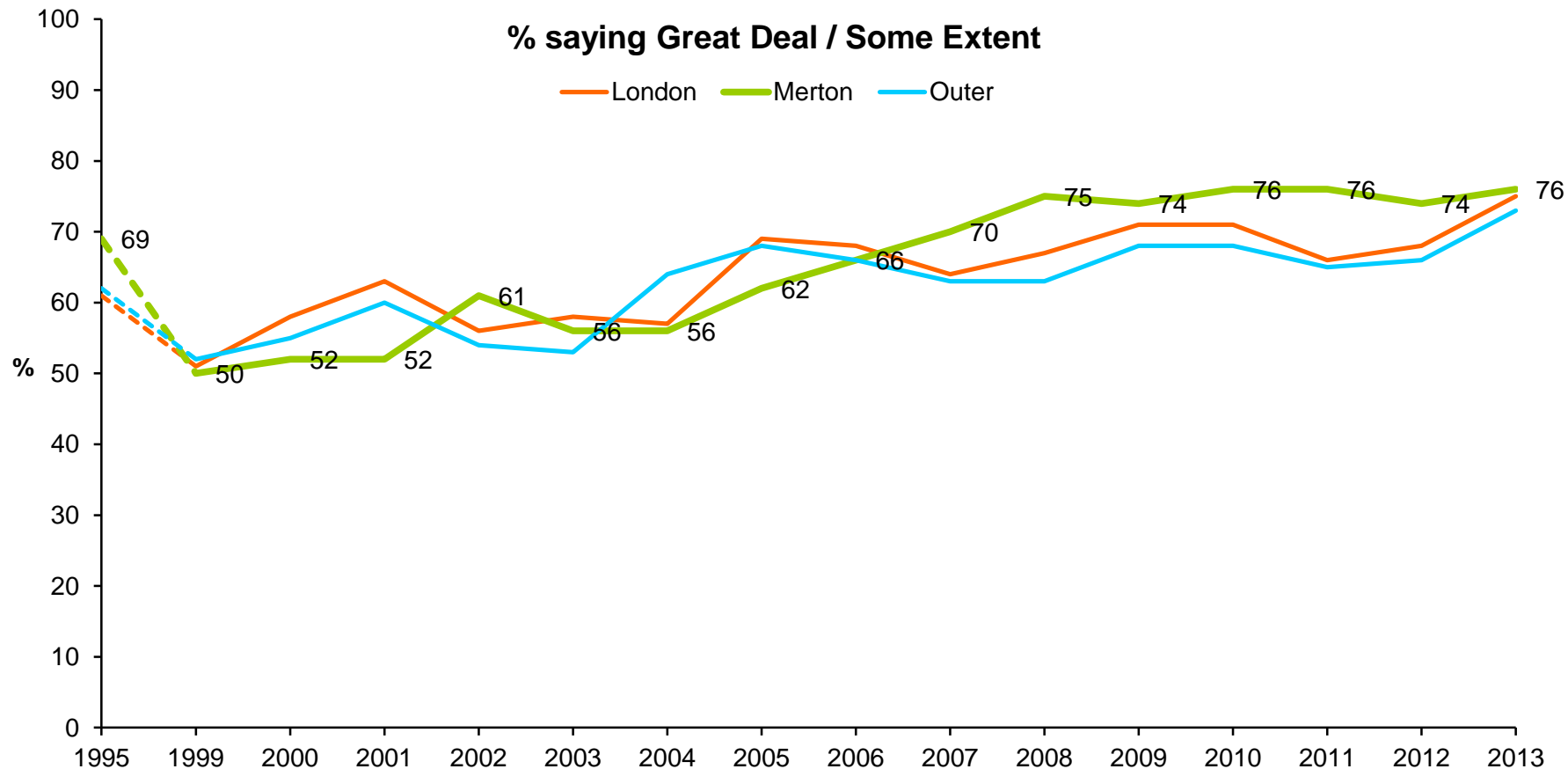
Merton continues to score above the London and Outer London averages



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 2013 (Merton: 1032, London: 1020)

Keeps residents informed

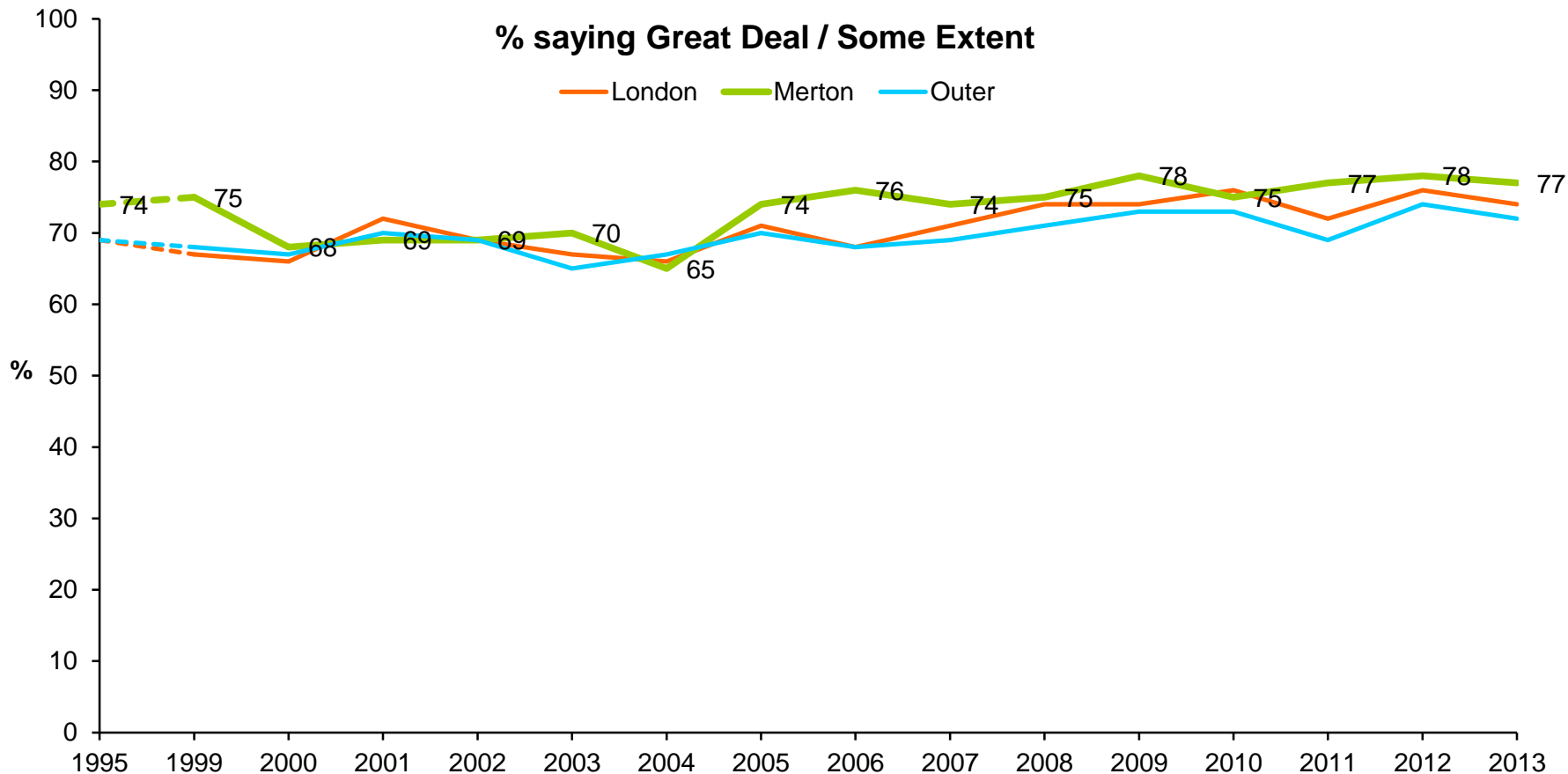
Merton continues to score slightly above the London-wide average despite the gap narrowing in 2013



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 2013 (Merton: 1032, London: 1020)

Has staff who are friendly and polite

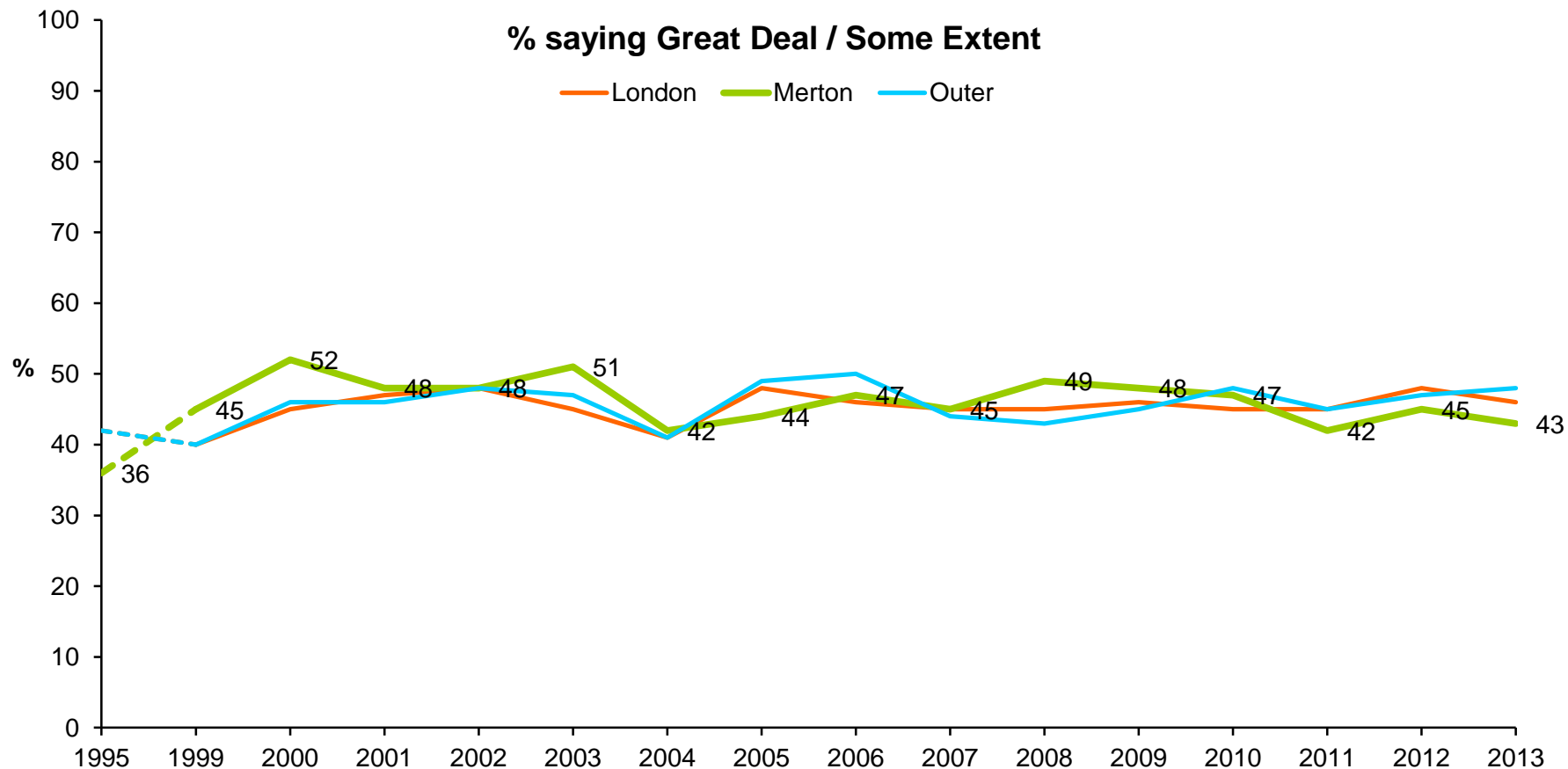
Merton scores consistently higher than London between 2011 and 2013



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 2013 (Merton: 1032, London: 1020)

Doesn't do enough for people like me

Slight fall in agreement keeps Merton scores lower than London-wide scores



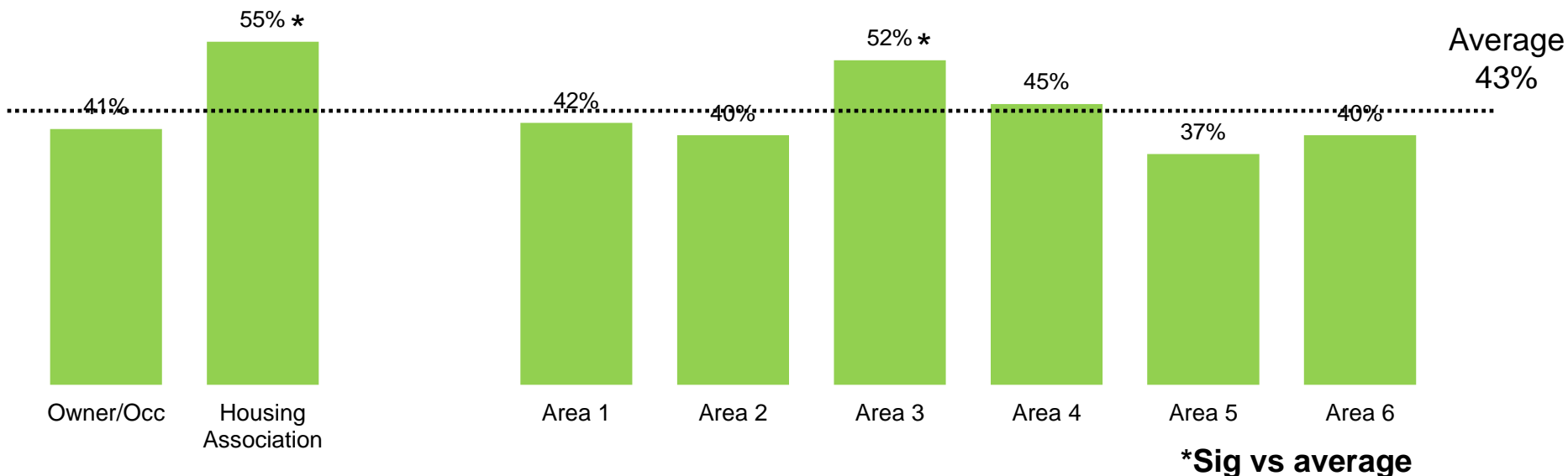
Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2013 (Merton: 1032, London: 1020)

Doesn't do enough for people like me

Differences by housing tenure & area

% saying Great Deal / Some Extent

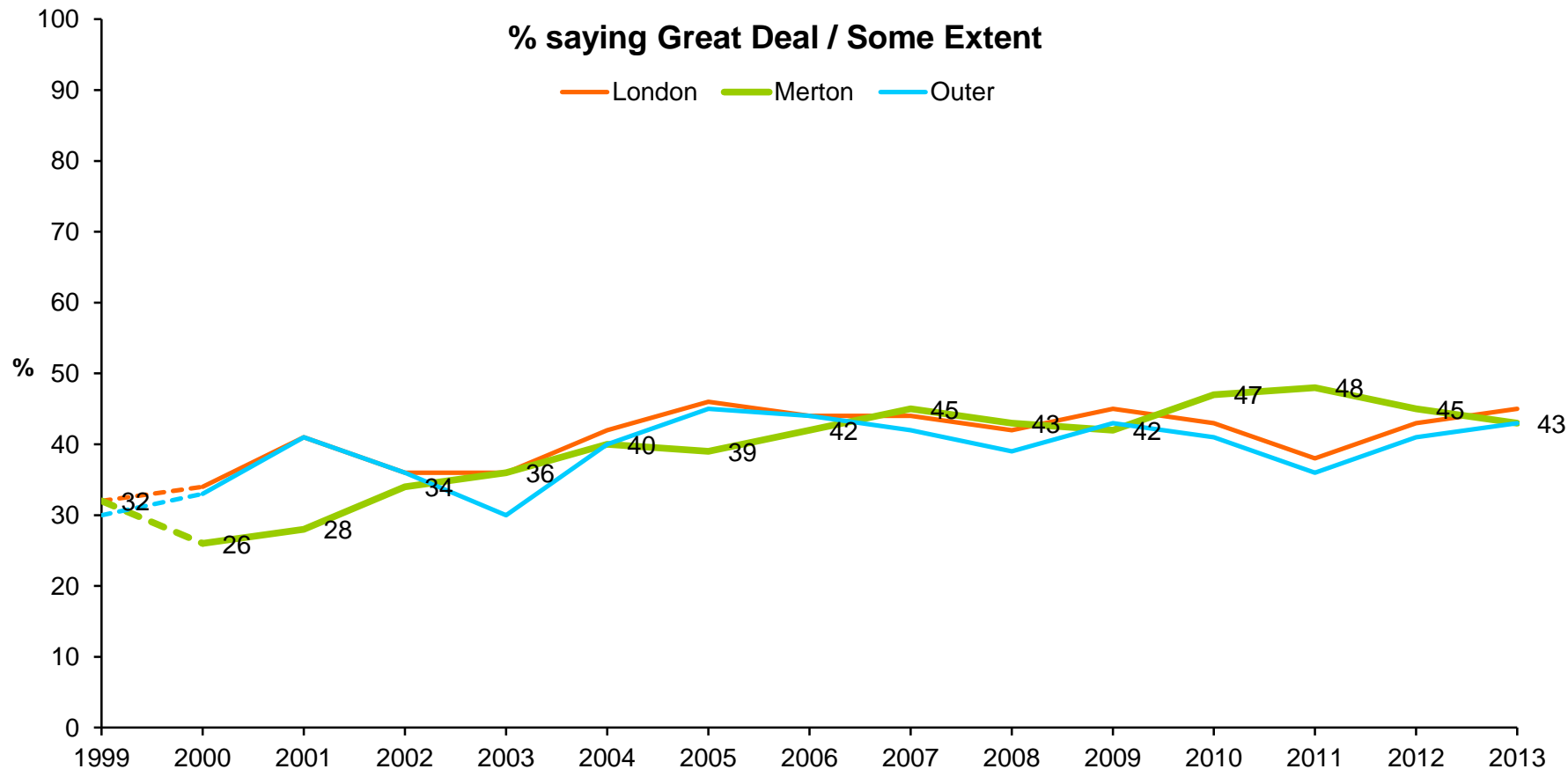
- 1: Village/ Hillside/ Raynes Park/ Wimbledon Park
- 2: Dundonald/ Trinity/ Abbey
- 3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden
- 4: Lavender Fields/ Pollards Hill/ Figges Marsh
- 5: Ravensbury/ St Helier/ Cricket Green
- 6: Colliers Wood/ Graveney/ Longthornton



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 (1032), Owner/Occ (601), Housing Association (114); Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

Is doing a better job now than one year ago

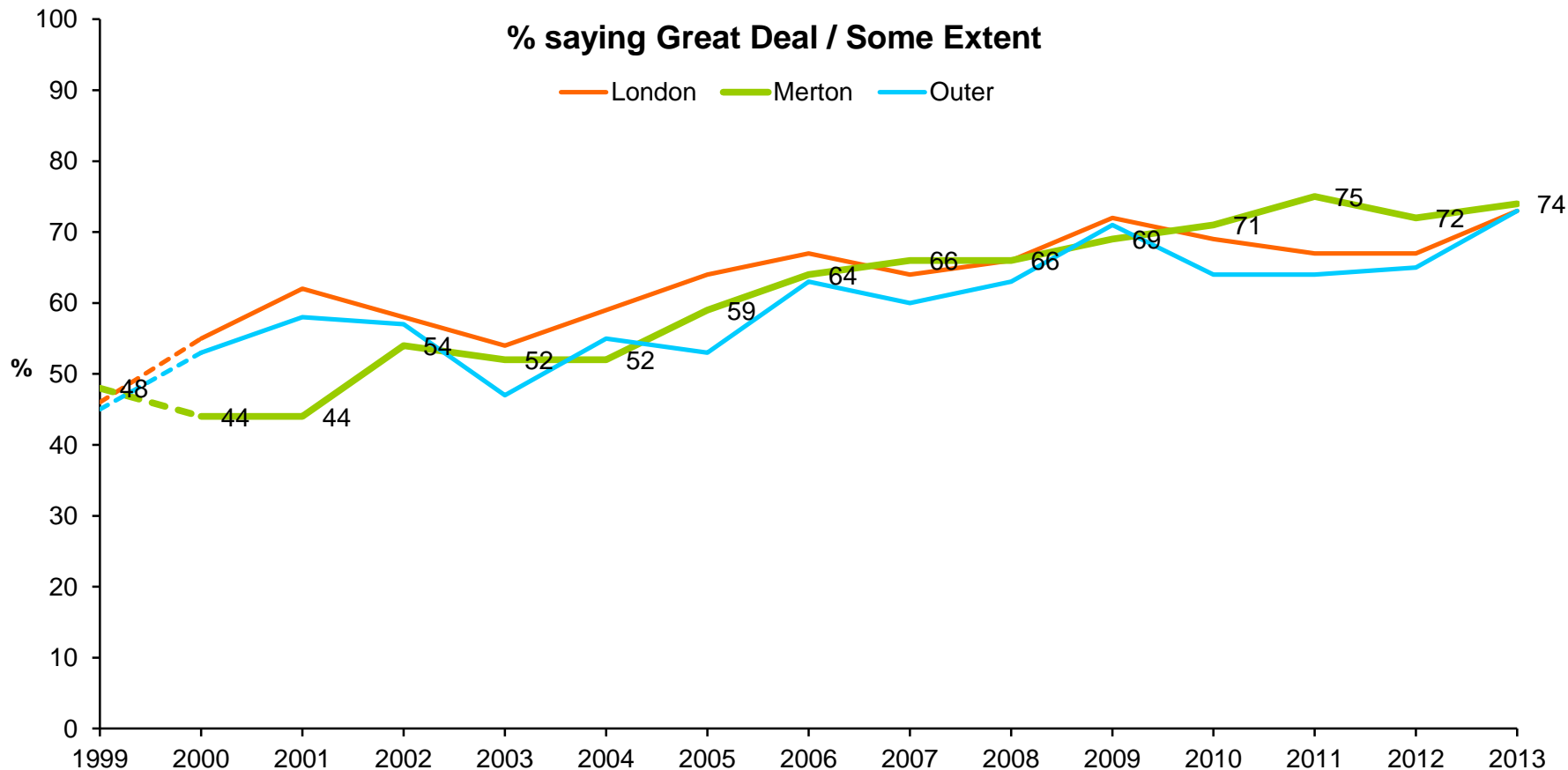
Steady decline in Merton scores from 2011- 2013 contrasts with rising scores across London



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 2013 (Merton: 1032, London: 1020)

Making the area a better place for people to live

Merton scores remain slightly above London-wide scores, which saw a significant increase this year

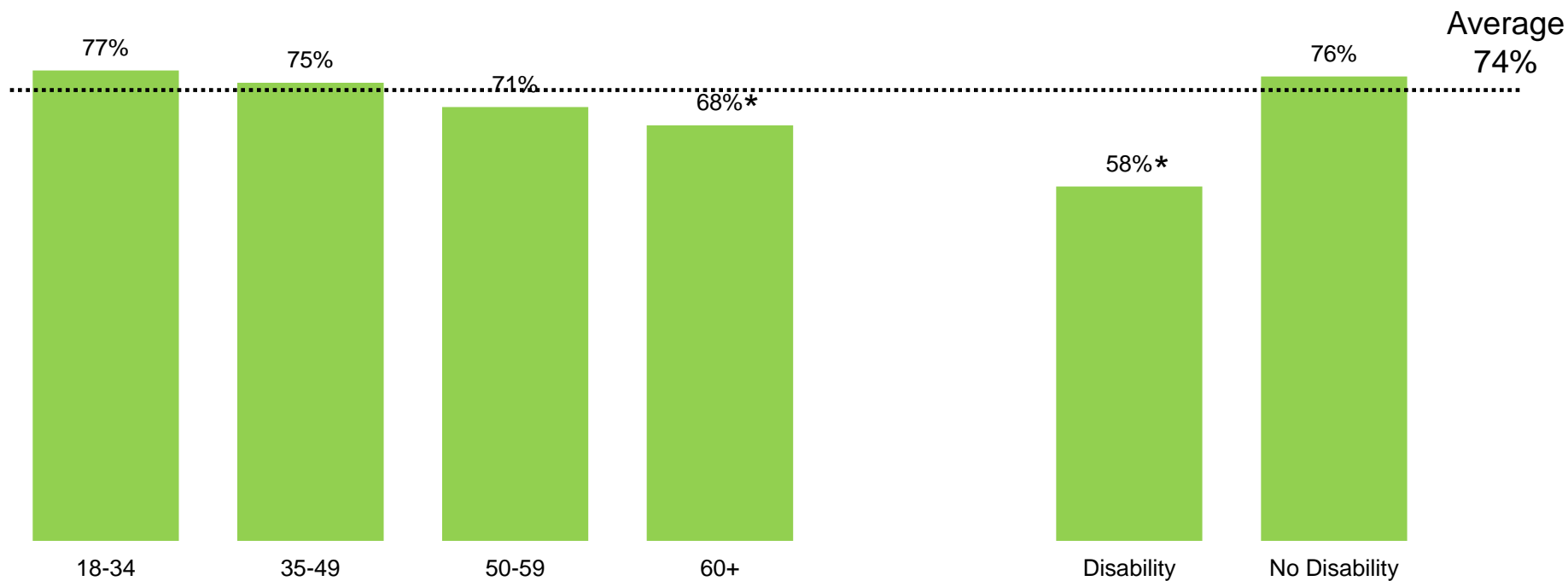


Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults 2013 (Merton: 1032, London: 1020)

Making the area a better place for people to live

Differences by age and disability

% saying Great Deal / Some Extent



***Sig vs 18-34**

***Sig vs No Disability**

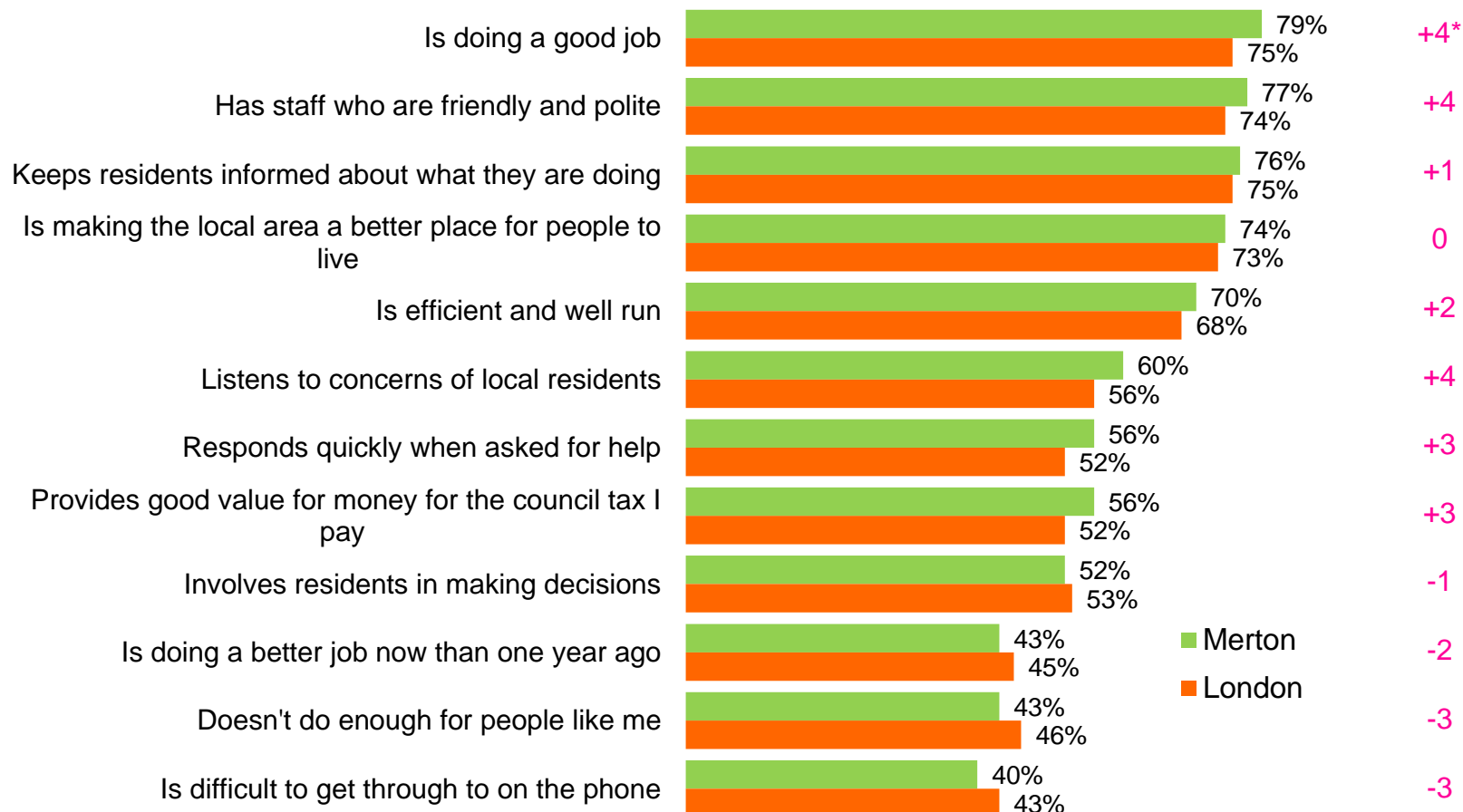
Source: Q3 These are some things which other people have said about their council. To what extent do you think these statements apply to your borough?
Base: All adults (1032), 18-34 (312), 35-49 (364), 50-59 (161), 60+ (195); Disability (124), No Disability (906)

Image of the council 2013/14

Merton 2013/14 Compared with London

% saying **Great Deal / Some Extent**

Difference to
London (% 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 (Merton: 1032, London: 1020)

Significant differences for council image

Compared with London

Better	
Is doing a good job	+4% pt

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: 1032, London: 1020)

Service Delivery



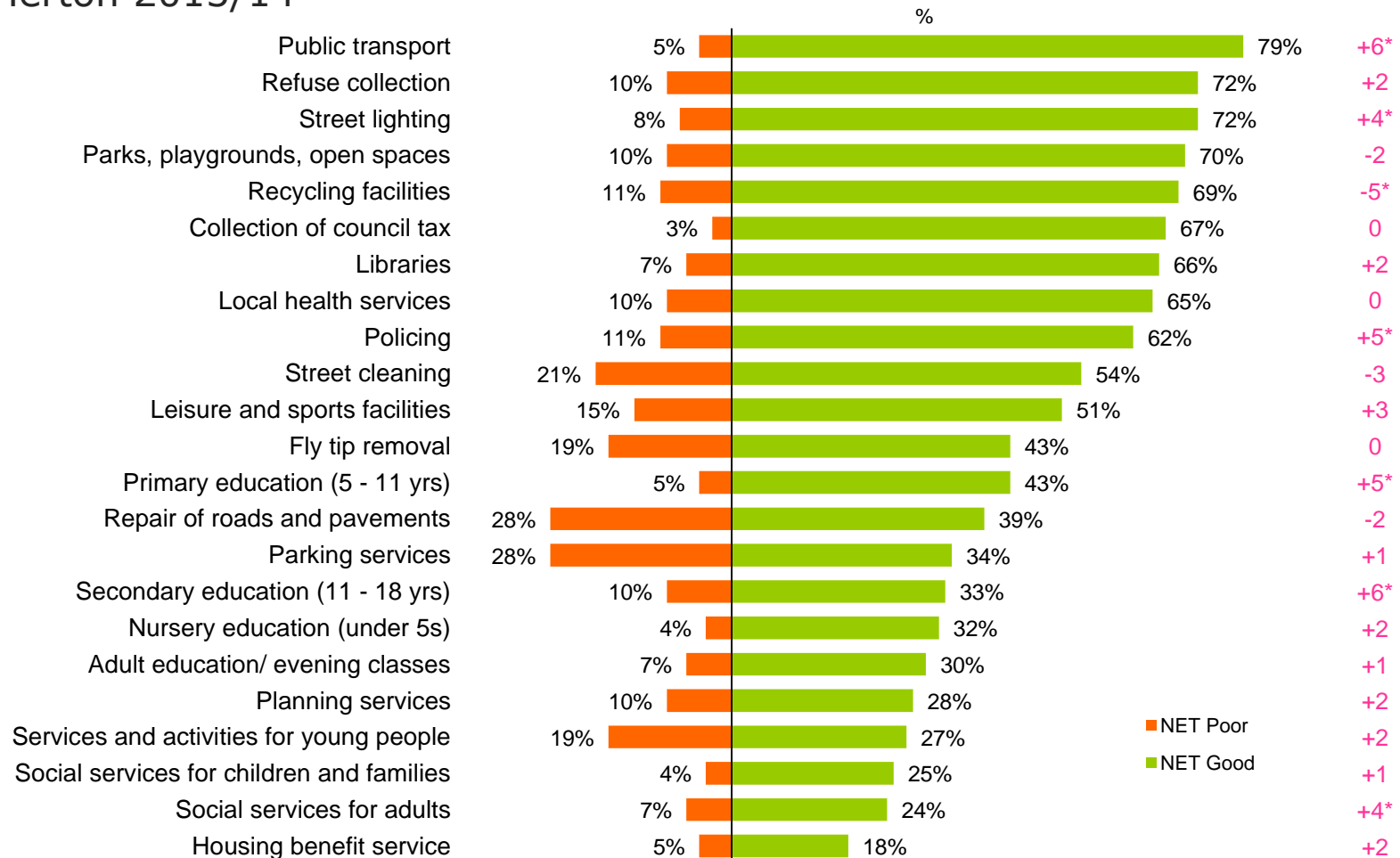
Summary – Service Delivery

- Several services perform strongly in 2013, with a significant increase in the performance of Public Transport making it the strongest performer.
- Ratings of Policing and Social services for adults are particularly strong, improving significantly from 2012 and scoring significantly above the London average.
- Collection of Council Tax, Libraries and Social services for children and families perform strongly in 2013, with all being rated significantly higher than the London benchmark.
- Street lighting and Primary education also perform well, with ratings increasing significantly from 2012.
- Whilst Secondary education is rated significantly higher than in 2012, it remains significantly below the London-wide average.
- Recycling facilities performance falls significantly amongst both users and residents overall, reversing the trend seen in 2012. Performance scores are, however, still above 2011 levels.
- Ratings of parking services were more mixed with a similar proportion of residents rating them as poor (28%) as good (34%).

Perceived service delivery

Merton 2013/14

Change from
2012/13 (% pts)



*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults (1032)

Significant changes in service delivery

Since 2012/13

Better	
Public Transport	+6% pt
Secondary Education	+6% pt
Policing	+5% pt
Primary Education	+5% pt
Street Lighting	+4% pt
Social Services For Adults	+4% pt

Worse	
Recycling	-5% pt

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults (1032)

Summary of service delivery performance – 1 of 2

Merton 2013/14 compared with 2012/13 and London 2013/14

% 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	
Significantly improved and >3% above London average	
Significantly improved and +/- 3% of London average or >3% below London average	
No change and +/- 3% of London average / >3% above London average	
No change and >3% below London average	
Significantly decreased and +/- 3% of London average / >3% above London average	
Significantly decreased and >3% below London average	

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

Base: All residents (1032) users (33 to 814)

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		

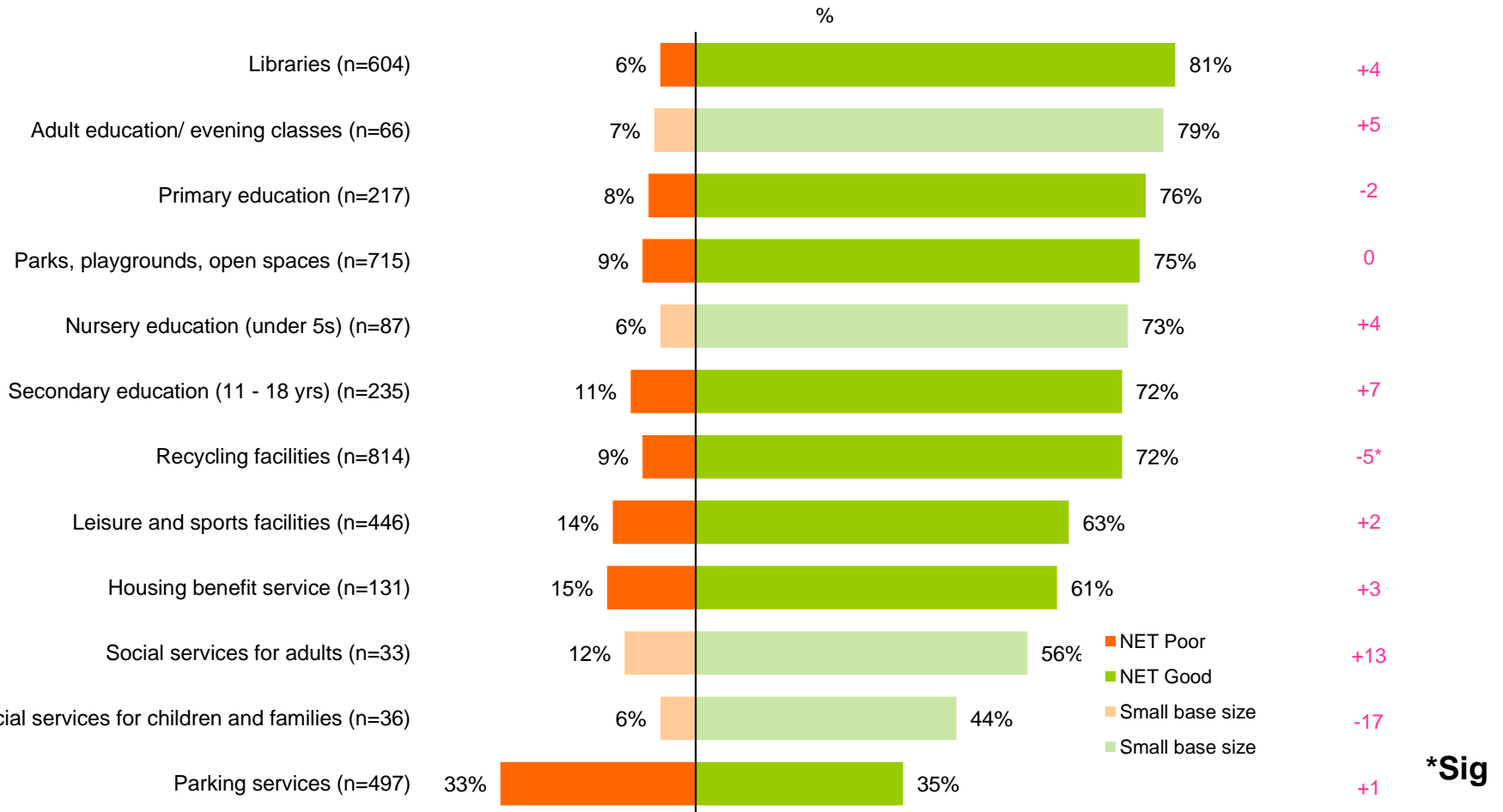
Key	
Significantly improved and >3% above London average	
Significantly improved and +/- 3% of London average or >3% below London average	
No change and +/- 3% of London average / >3% above London average	
No change and >3% below London average	
Significantly decreased and +/- 3% of London average / >3% above London average	
Significantly decreased and >3% below London average	

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All residents (1032) users (33 to 814)

Perceived service delivery – among users

Merton 2013/2014

Change from 2012/13 (% pts)



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

Base: All users (33 to 814)

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

Changes since 2012/13

% saying Good - Excellent

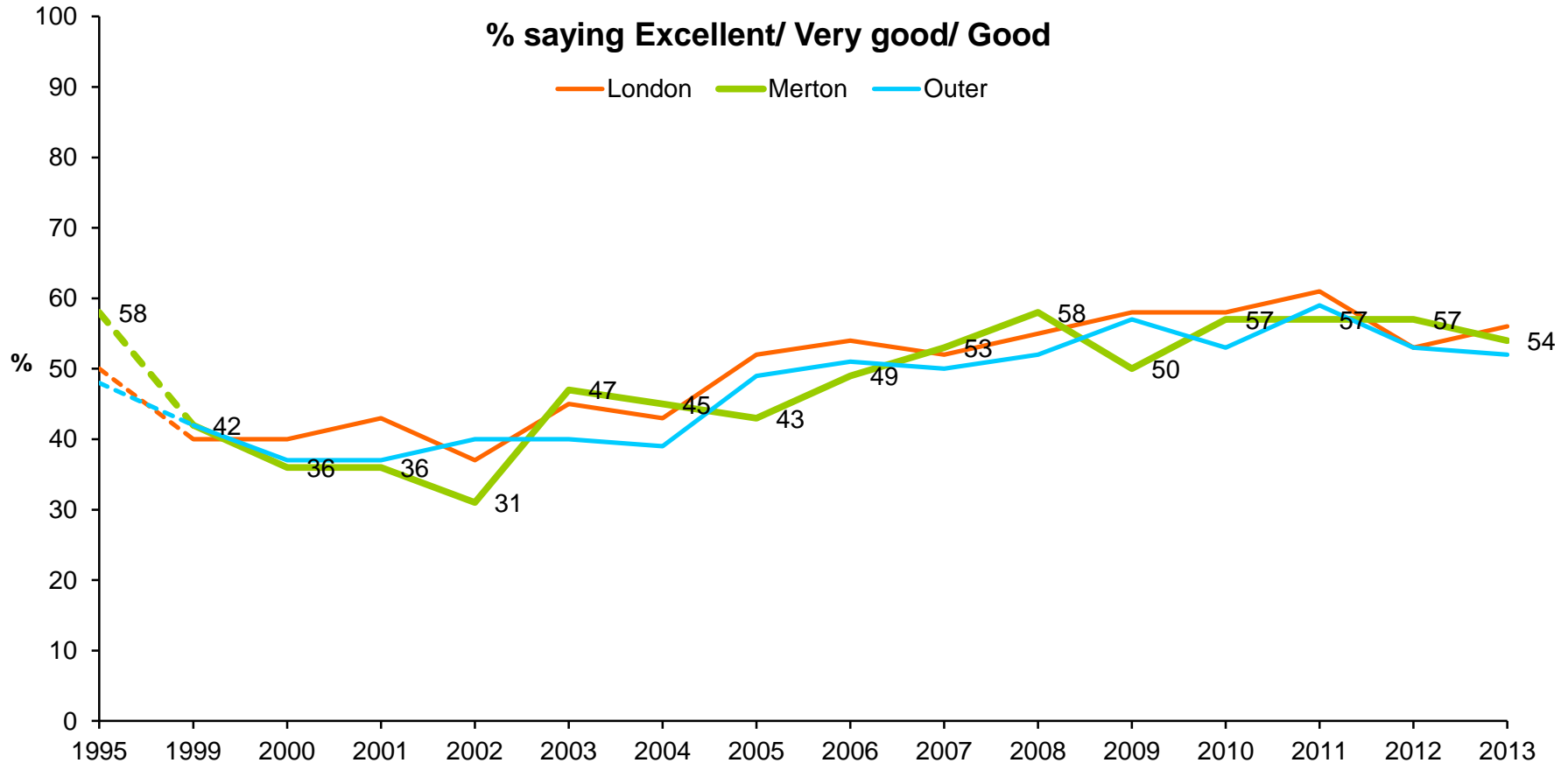
	All residents	Users
Recycling facilities	-5*	-5*
Parks, playgrounds and open spaces	-2	0
Libraries	+2	+4
Leisure and sports facilities	+3	+2
Nursery education	+2	+4
Primary education	+5*	-2
Secondary education	+6*	+7
Adult education	+1	+5
Social services for adults	+4*	+13
Social services for families	+1	-17
Parking services	+1	+1
Housing benefit	+2	+3

*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users (33 to 814)

Street cleaning

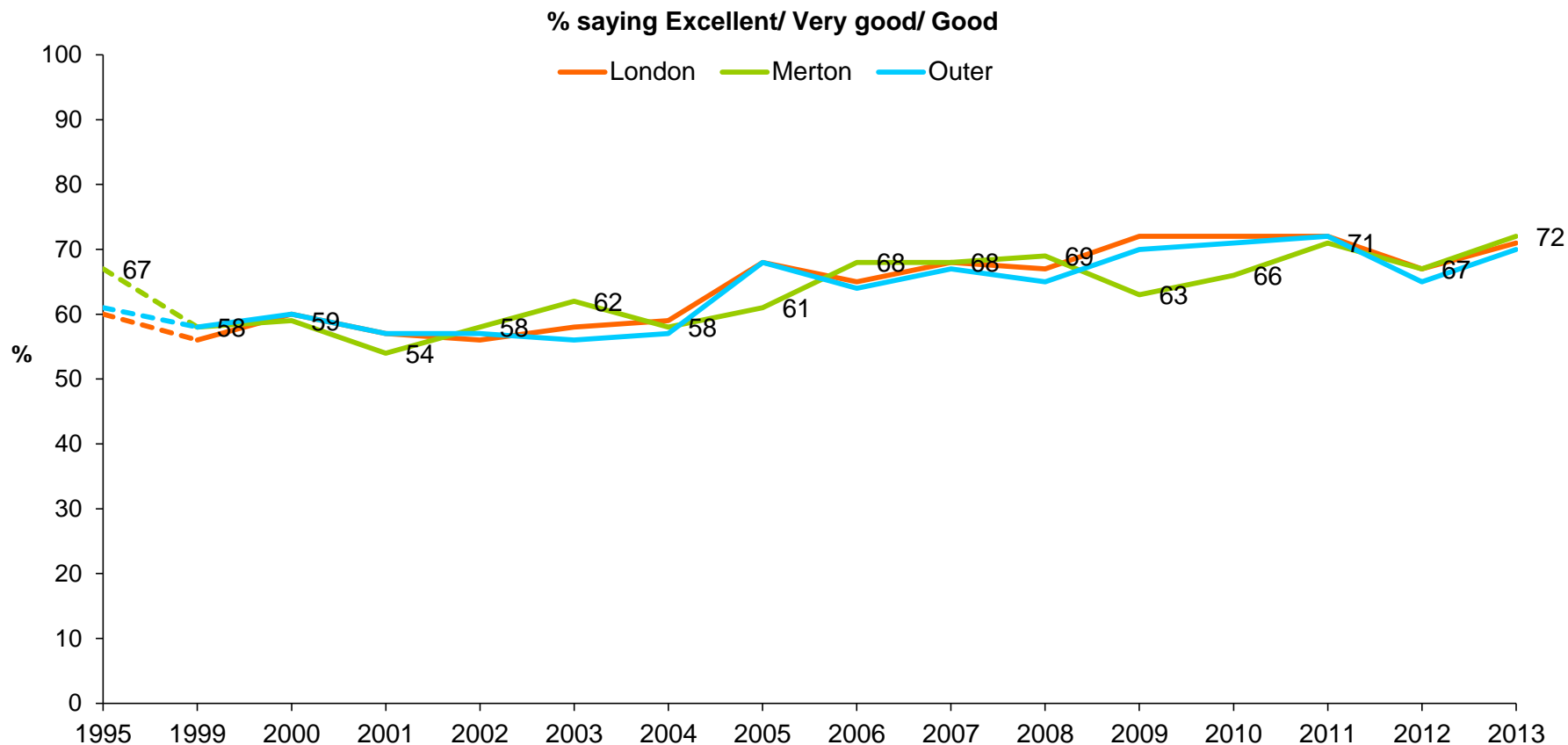
Whilst remaining above the Outer London average, Merton scores fall slightly below the London-wide benchmark in 2013



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Street lighting

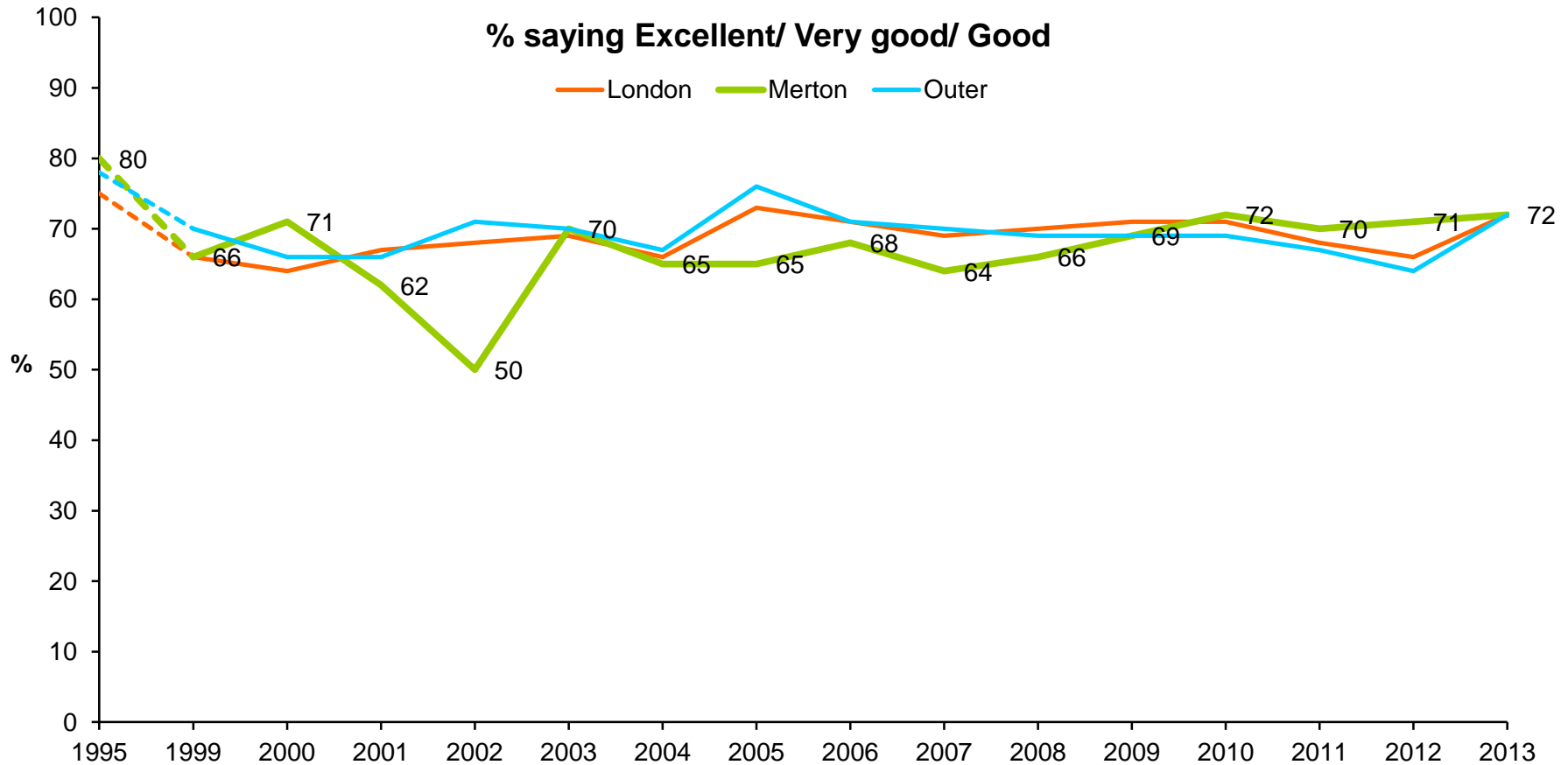
Significant rise in score following dip in 2012 across Merton and London



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Refuse collection

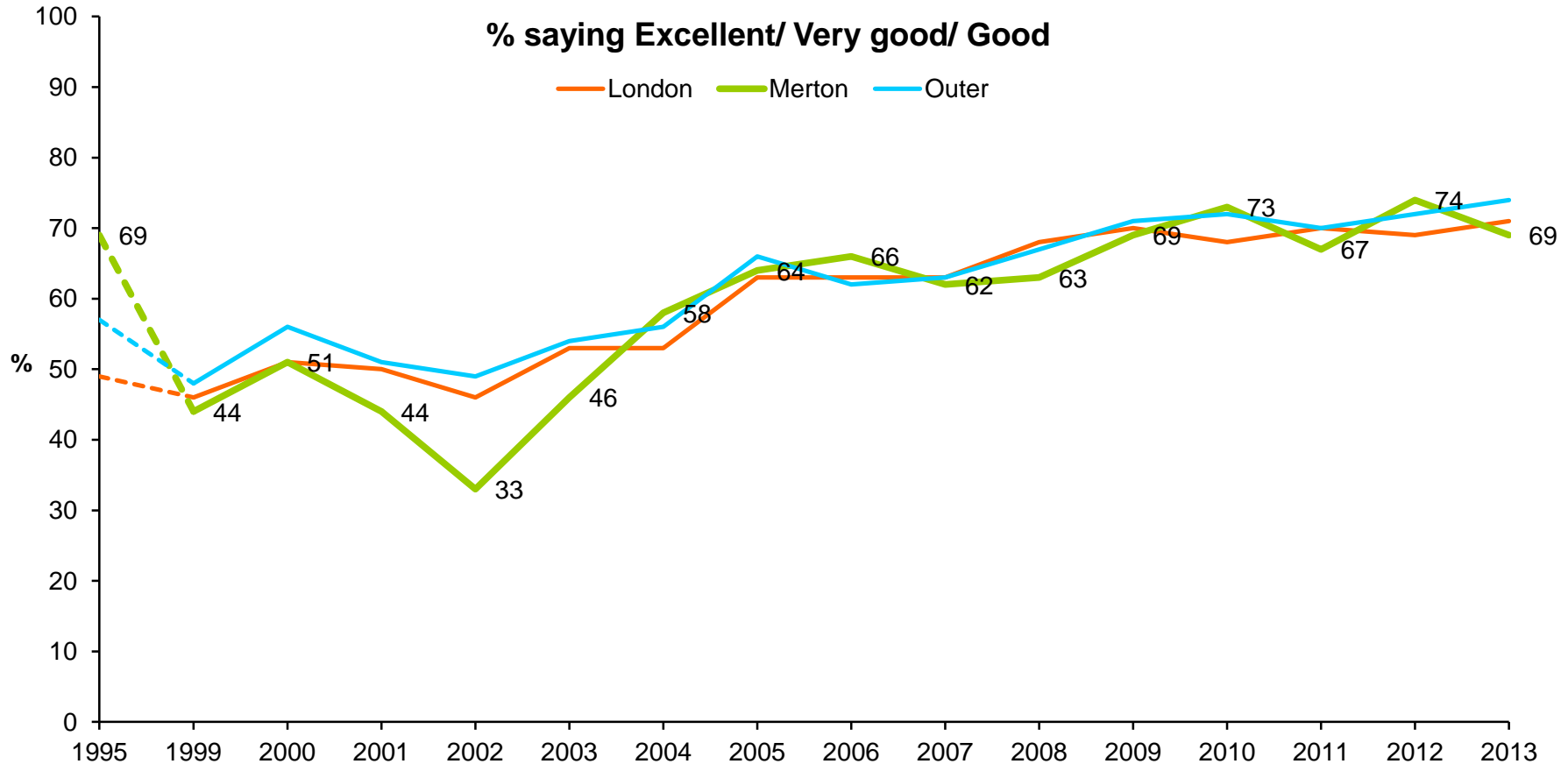
Merton scores at parity with London and Outer London scores



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Recycling facilities

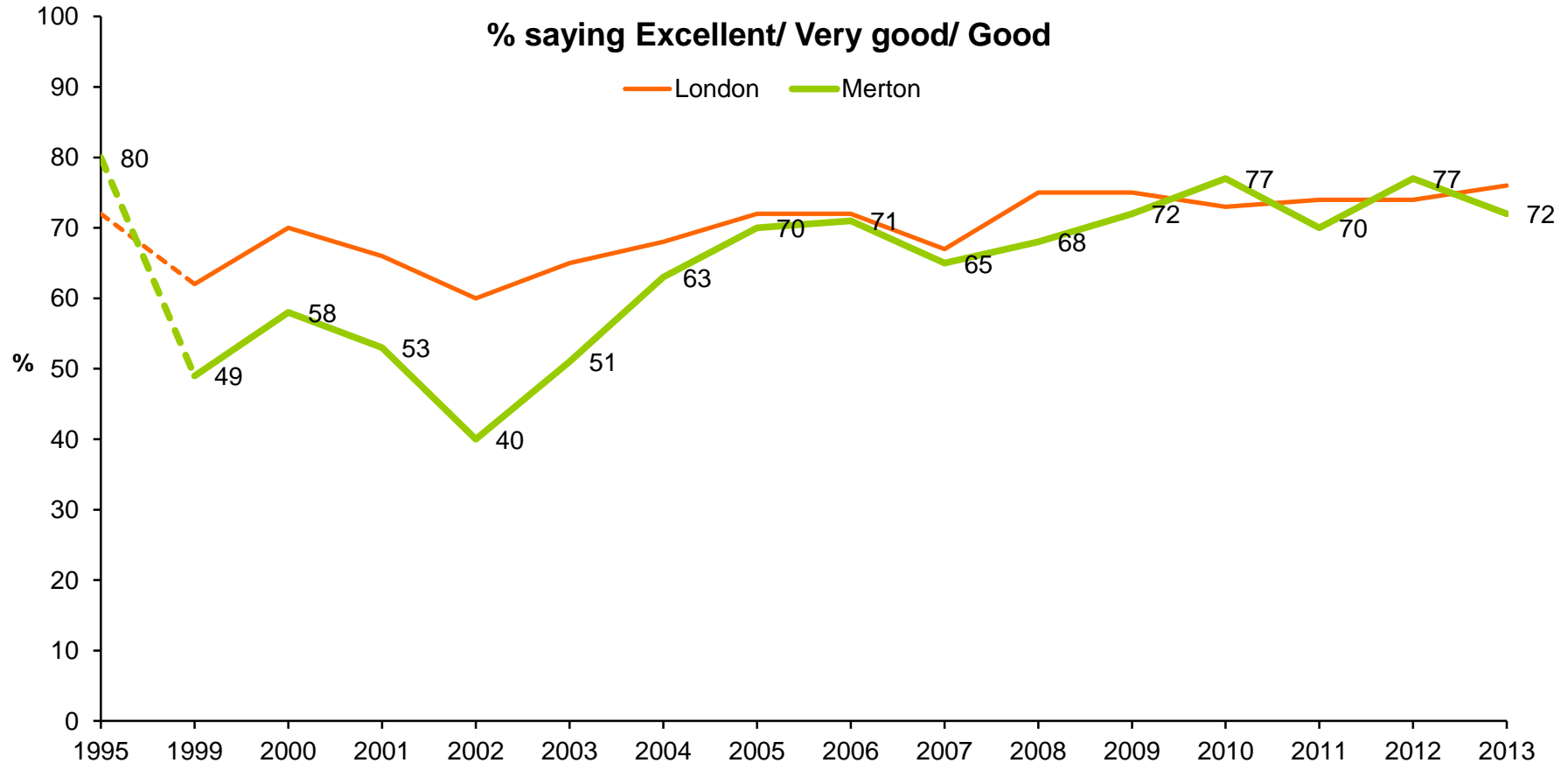
A fall this year drops score below both London and Outer London scores



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults 2013 (Merton: 1032, London: 1020)

Recycling facilities – among users

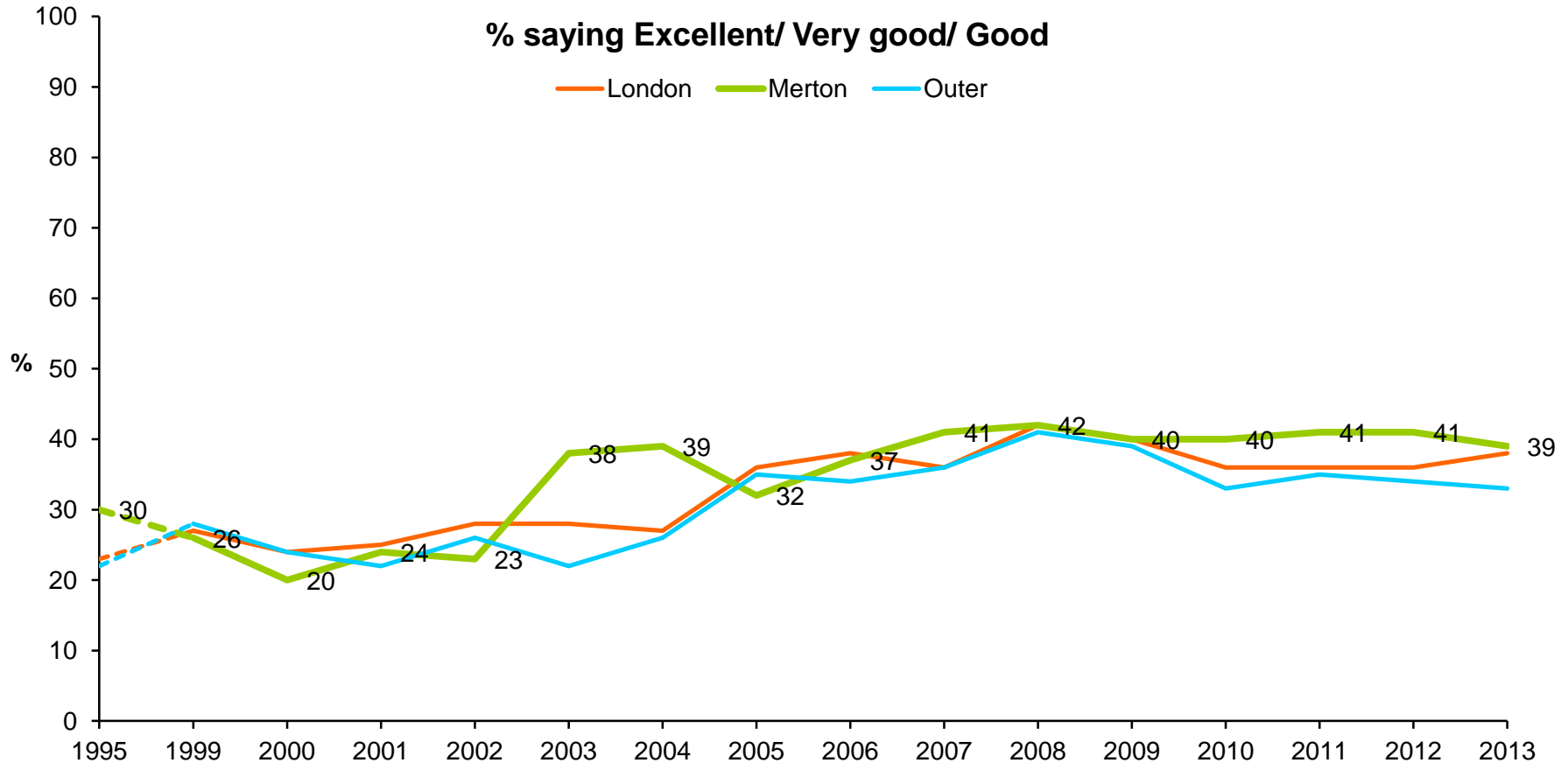
2013 score is significantly lower than 2012, and falls below London-wide score



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 814, London: 763)

Repair of roads and pavements

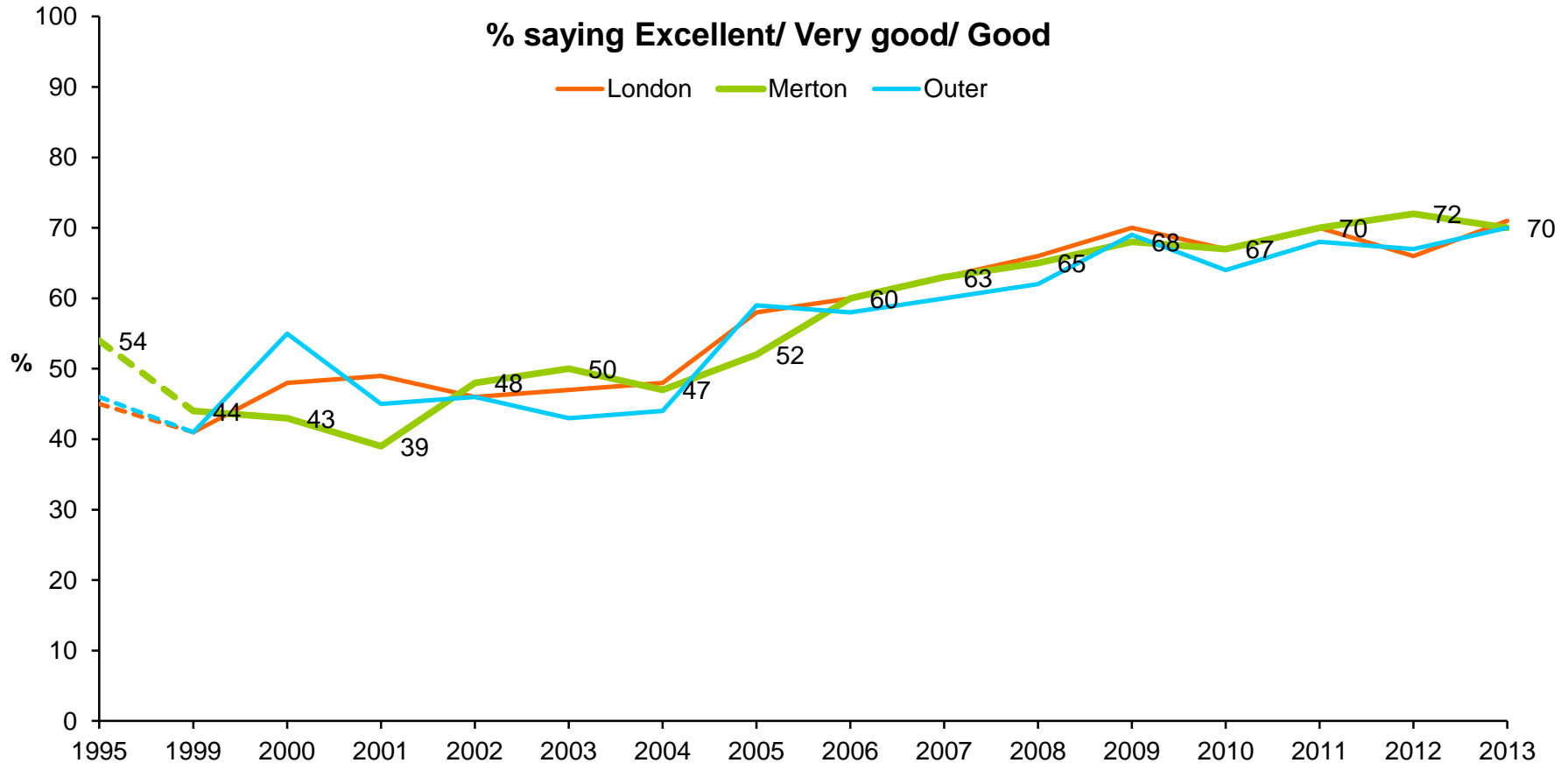
Merton scores remain slightly above London-wide scores



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Parks, playgrounds and open spaces

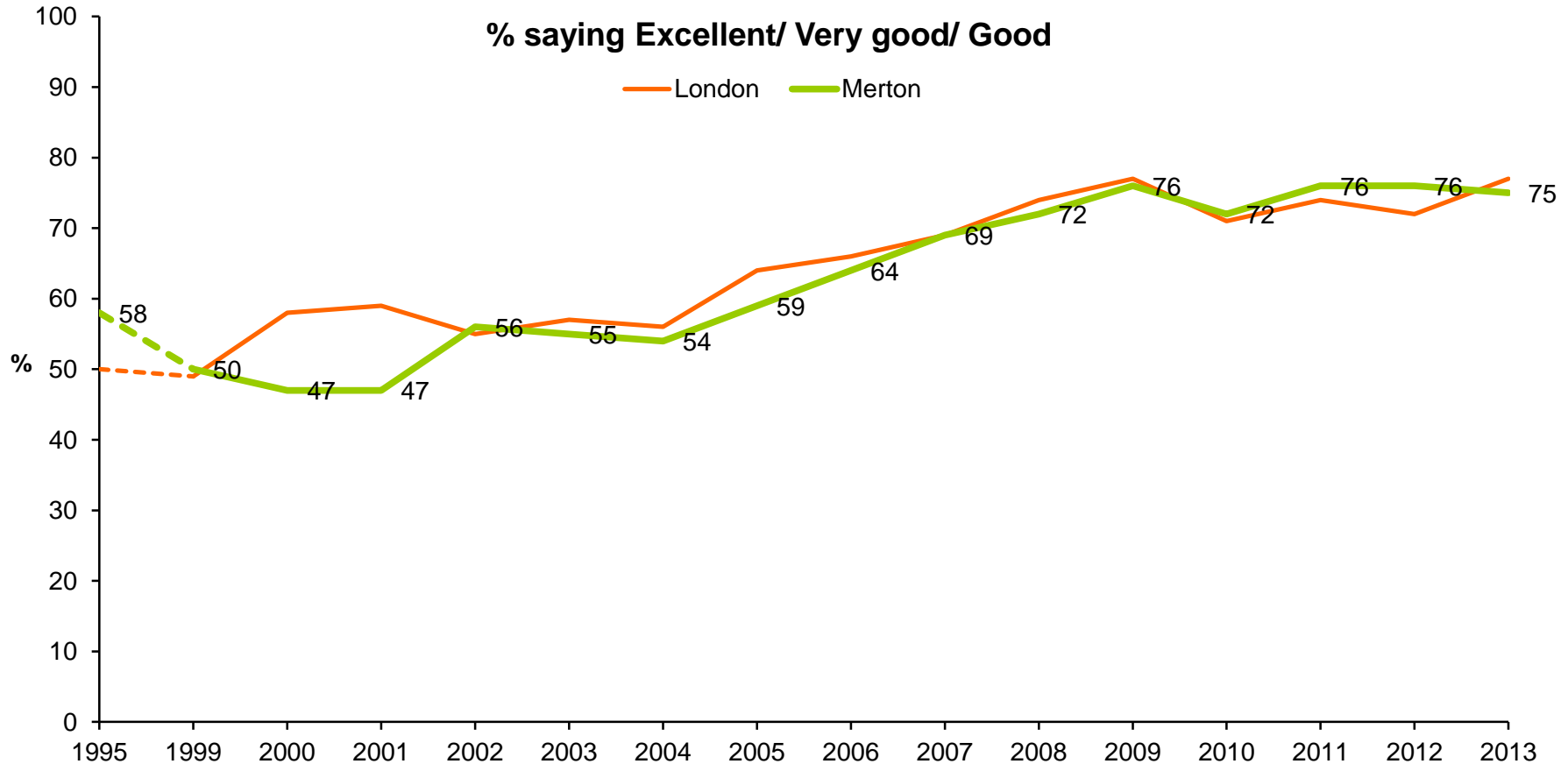
An increase in London-wide scores this year bring them into line with Merton



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Parks, playgrounds and open spaces – among users

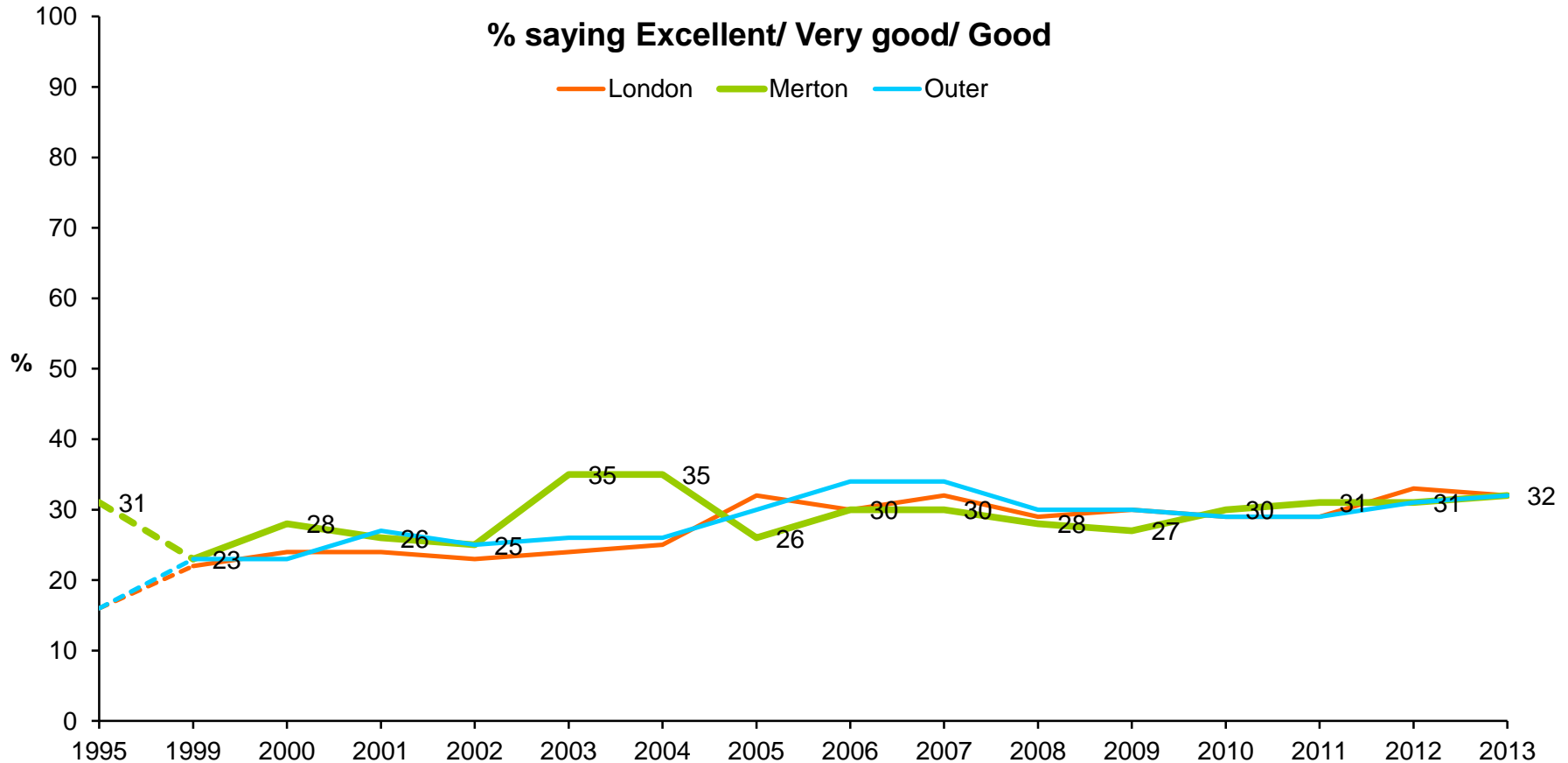
A rise in London scores raises them above Merton for the first time since 2009



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 715, London 750)

Nursery education

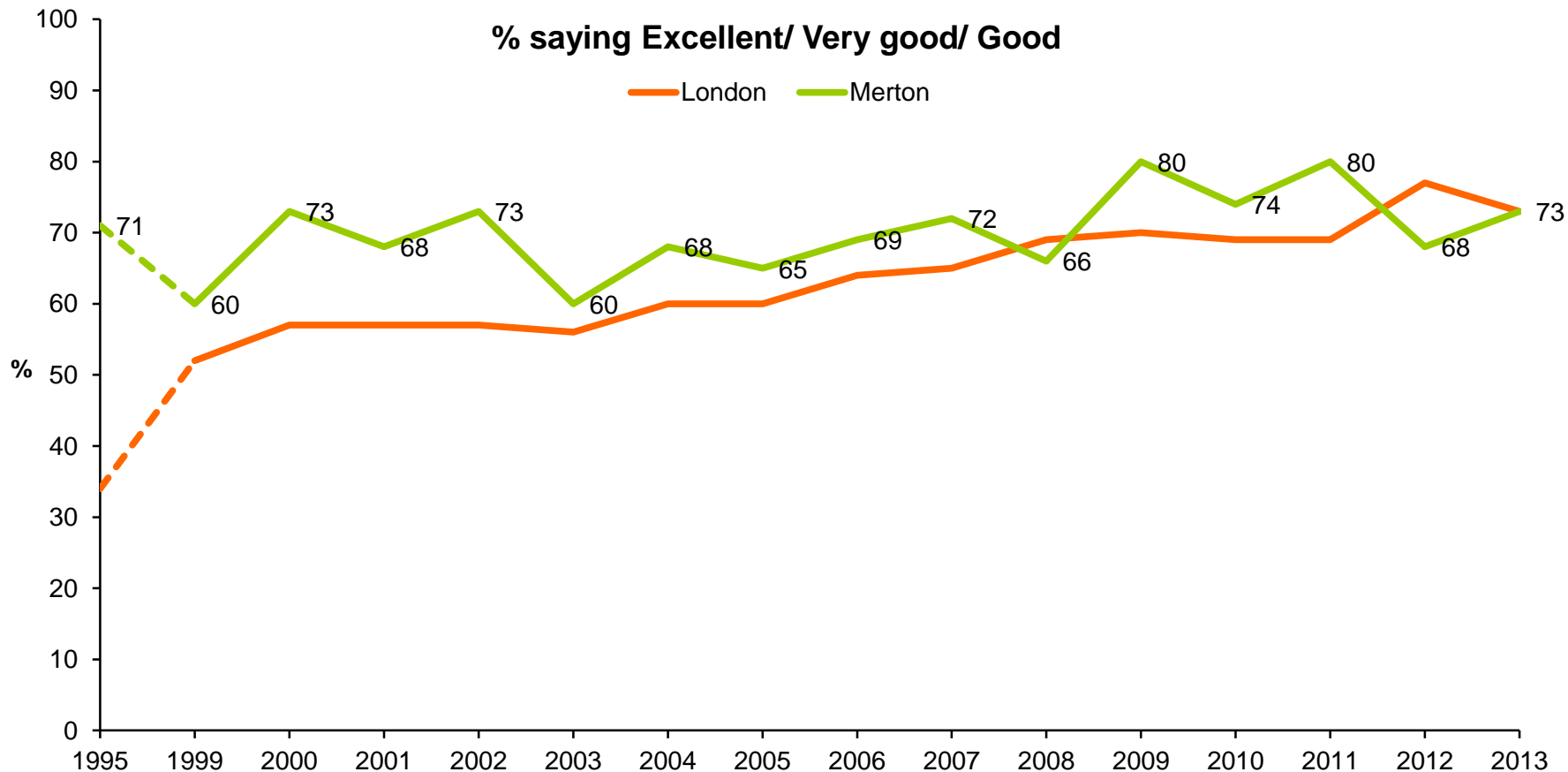
Merton and London-wide scores remain broadly consistent



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Nursery education – among users

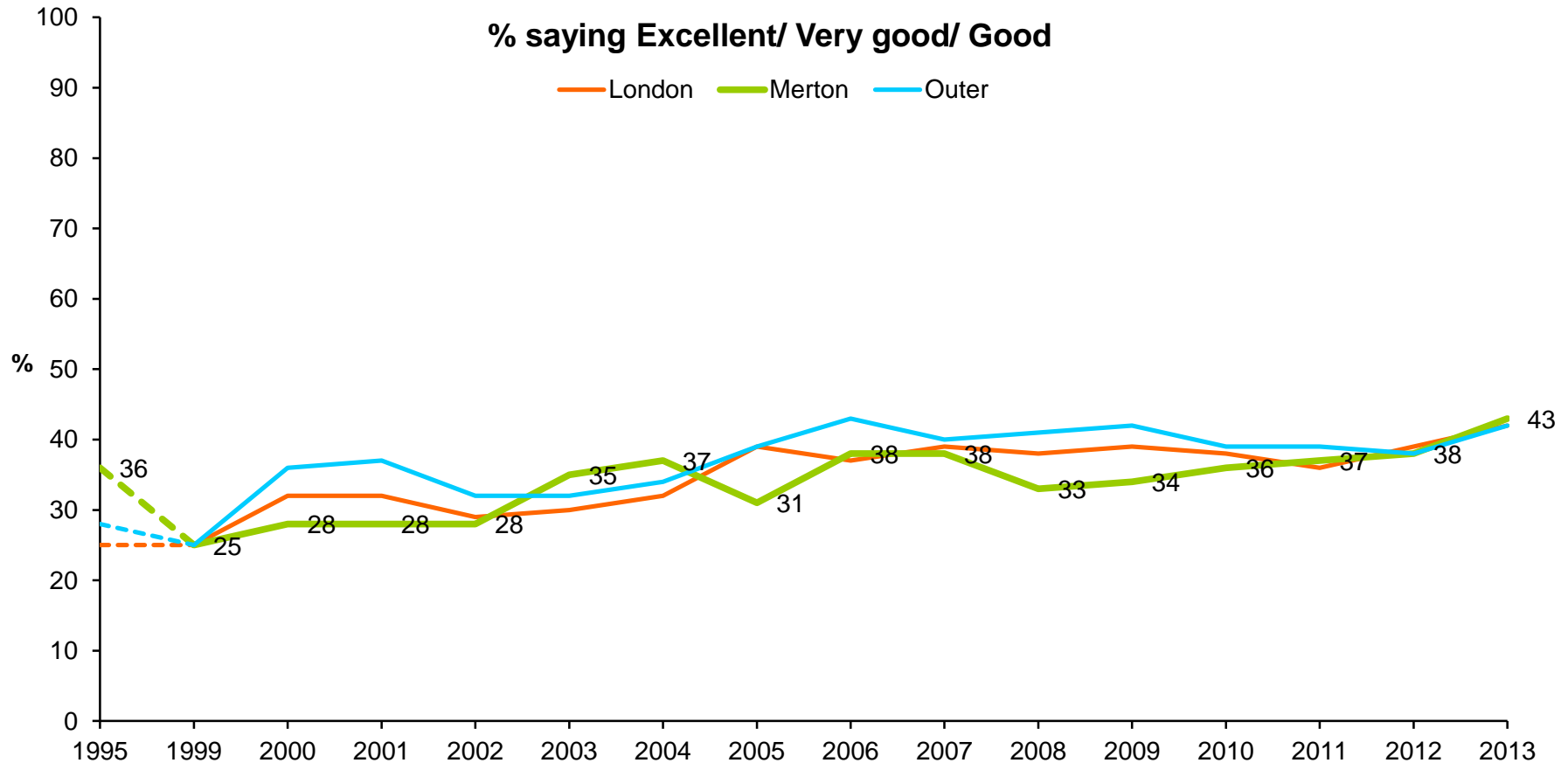
An improvement in Merton scores brings them back into line with London-wide scores, which have seen a slight decrease this year



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 87, London: 103)

Primary education

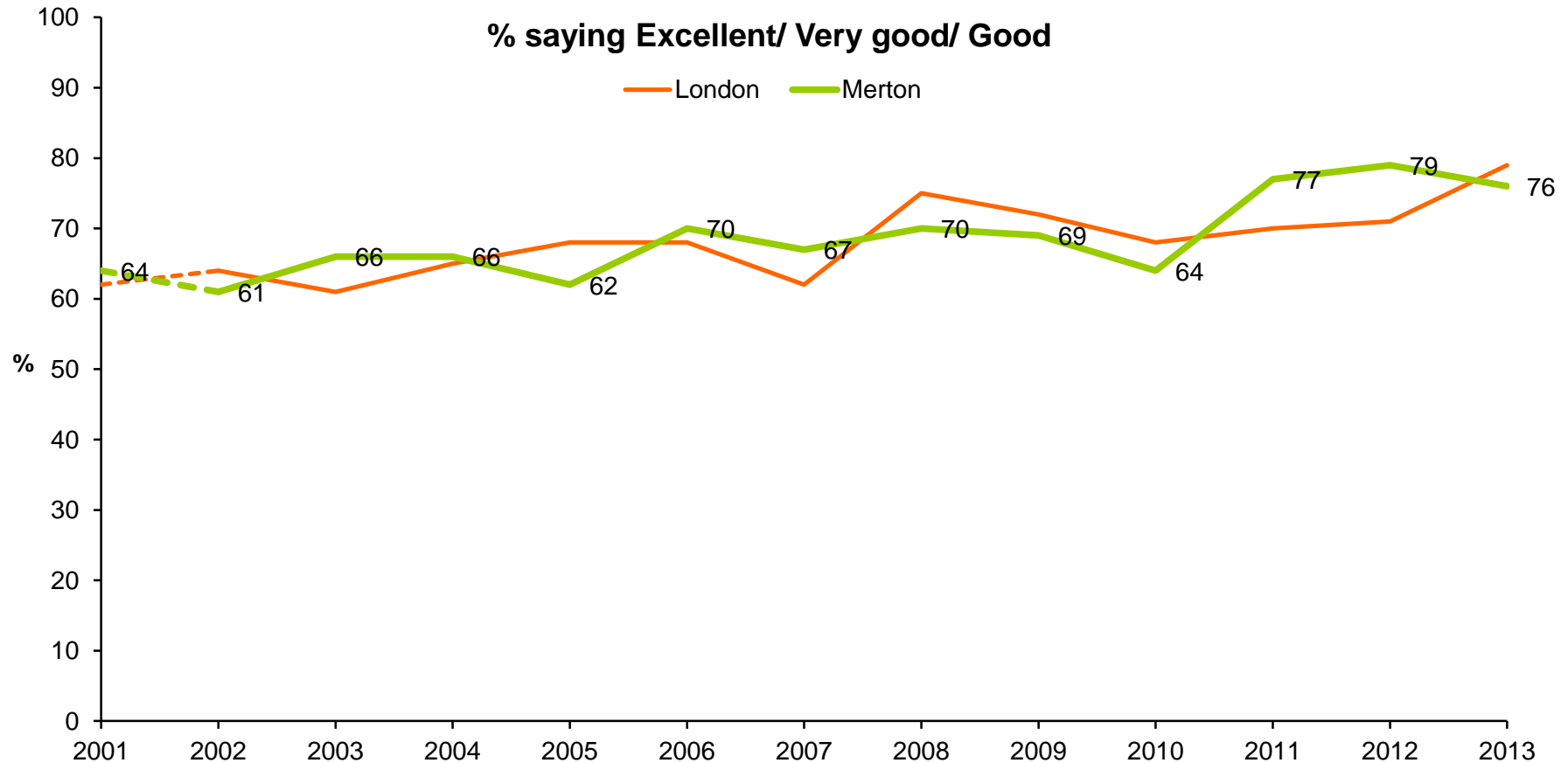
Scores across London and Merton have increased this year



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Primary education – among users

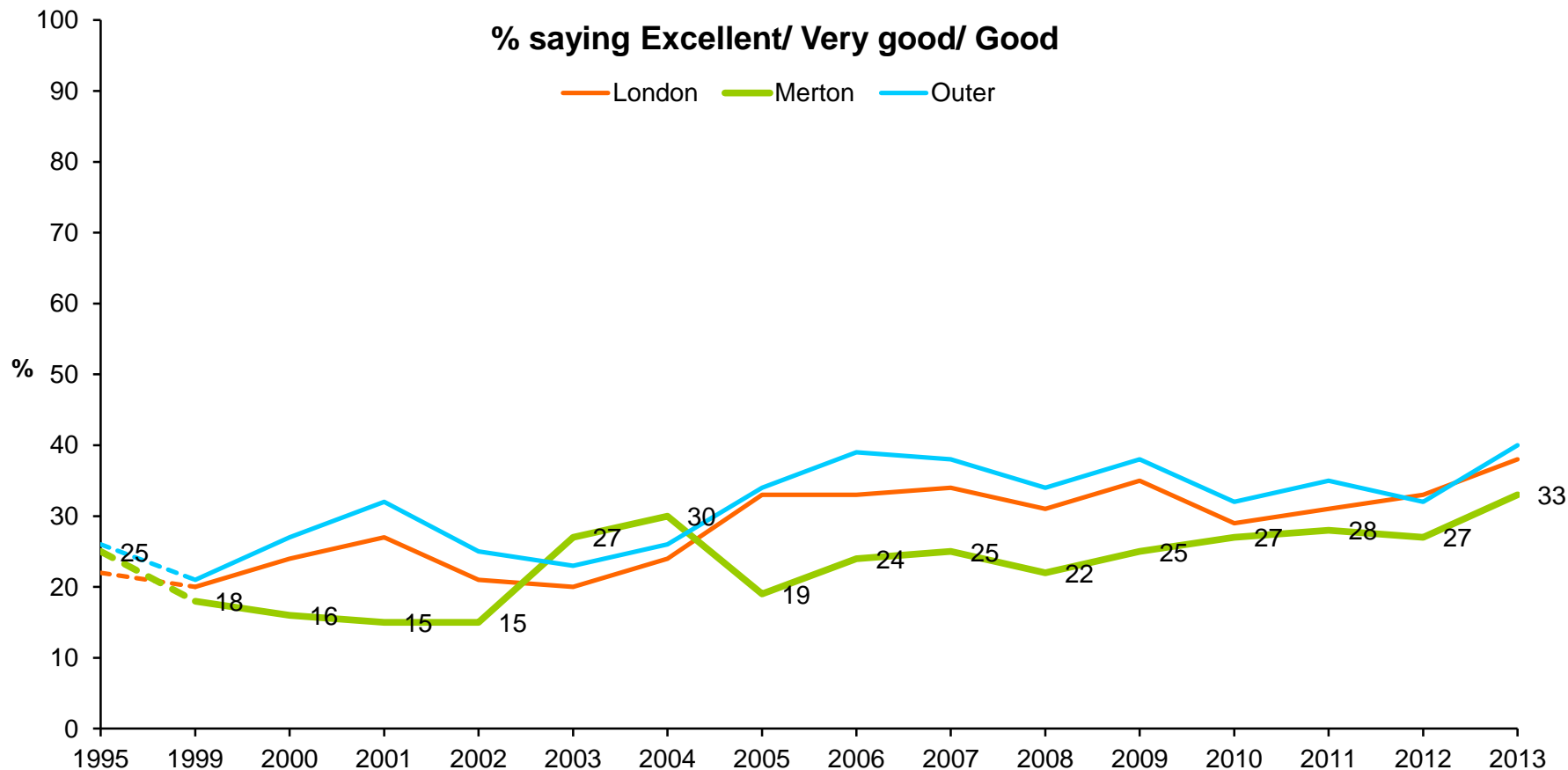
Decline in Merton, coupled with increase in London average, sees score fall below London benchmark.



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 217, London: 248)

Secondary education

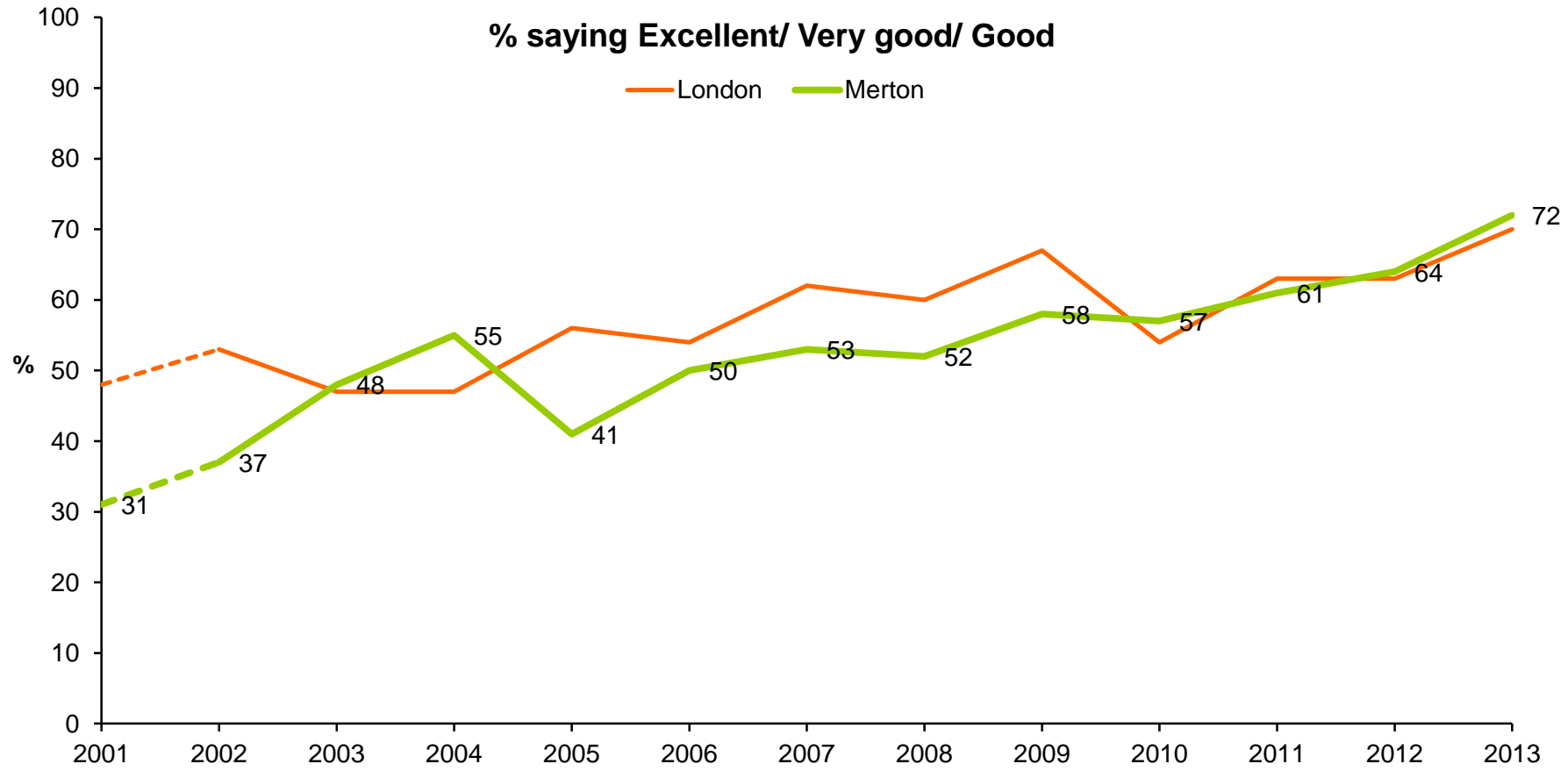
Significant increase sees Merton score reach its highest level over the tracking period, but rating still remains below London benchmark



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Secondary education – among users

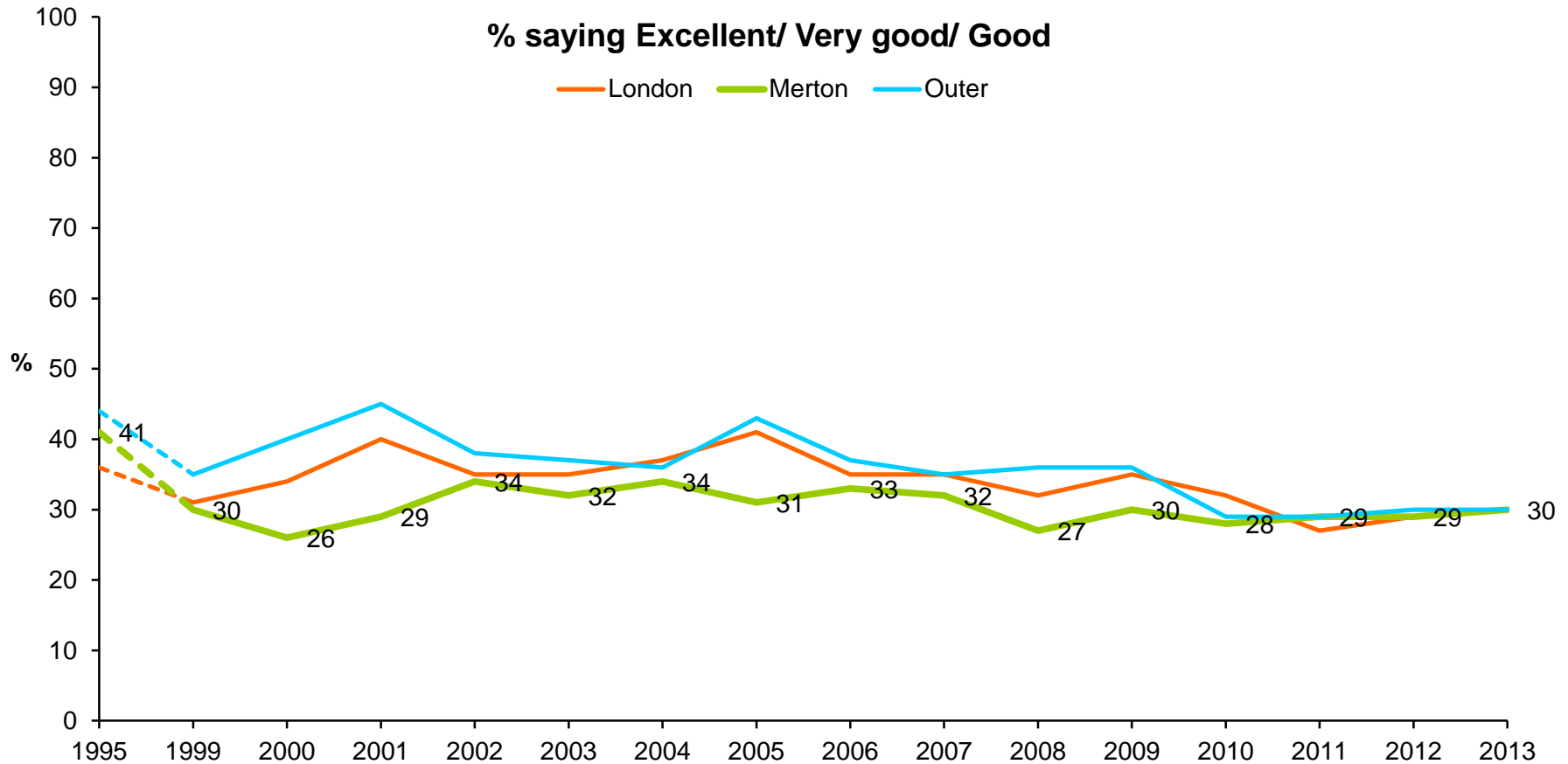
Performance has continued to increase both in Merton and across London



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 235, London: 296)

Adult education/evening classes

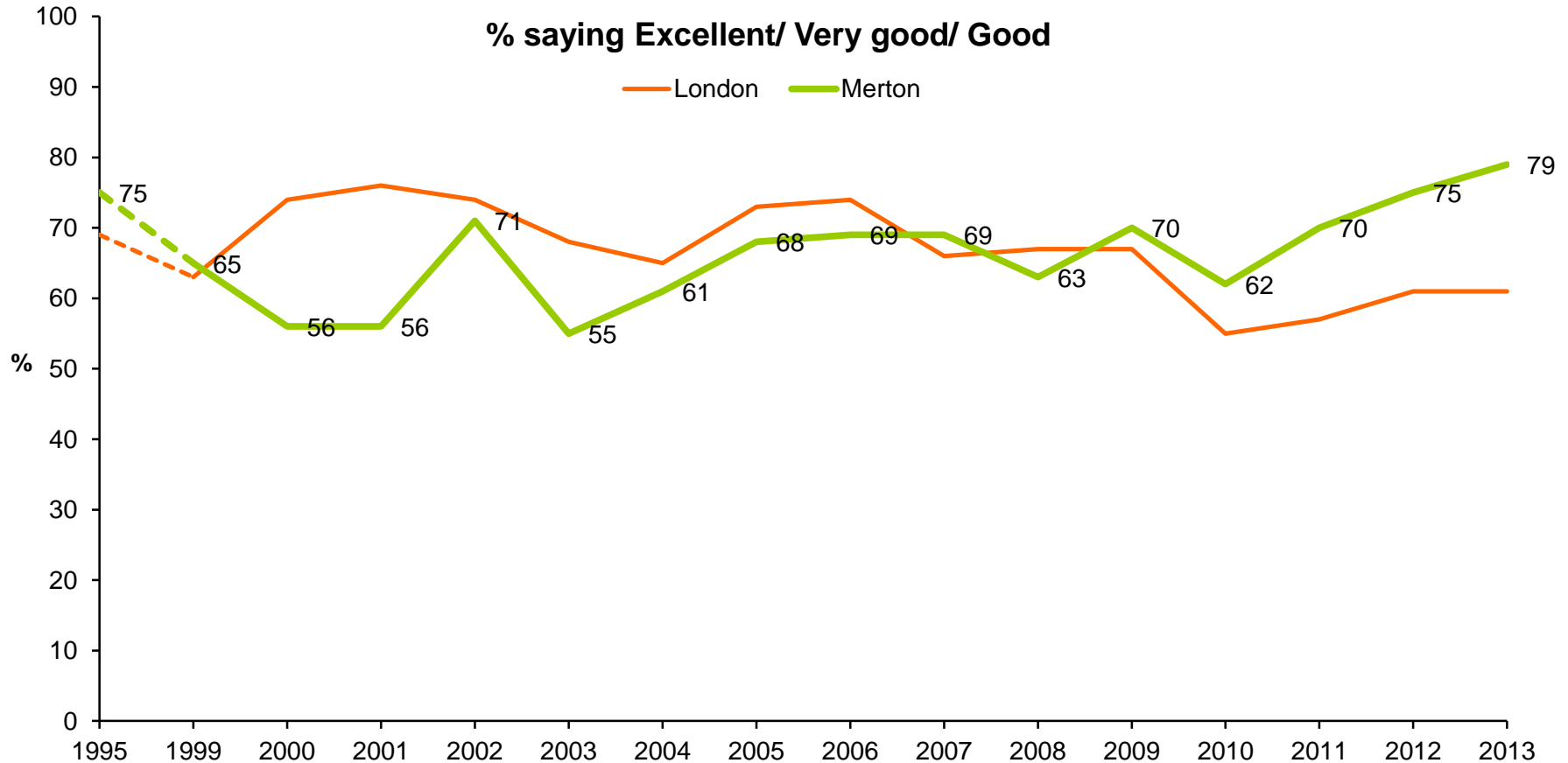
Performance remains stable across recent years



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Adult education/evening classes – among users

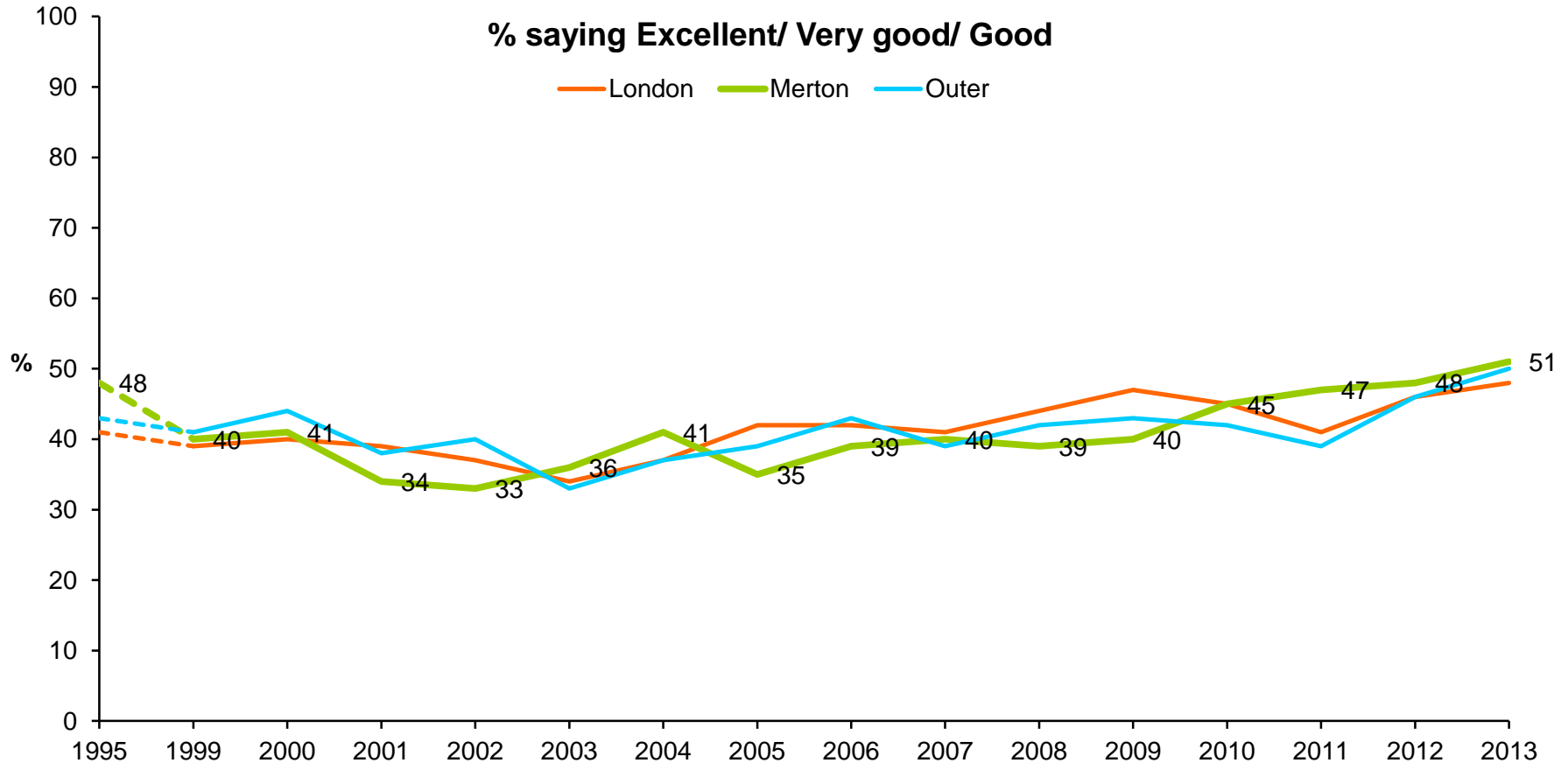
Performance in Merton continues to increase and remains significantly above the London average.



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 66, London: 69)

Leisure and sports facilities

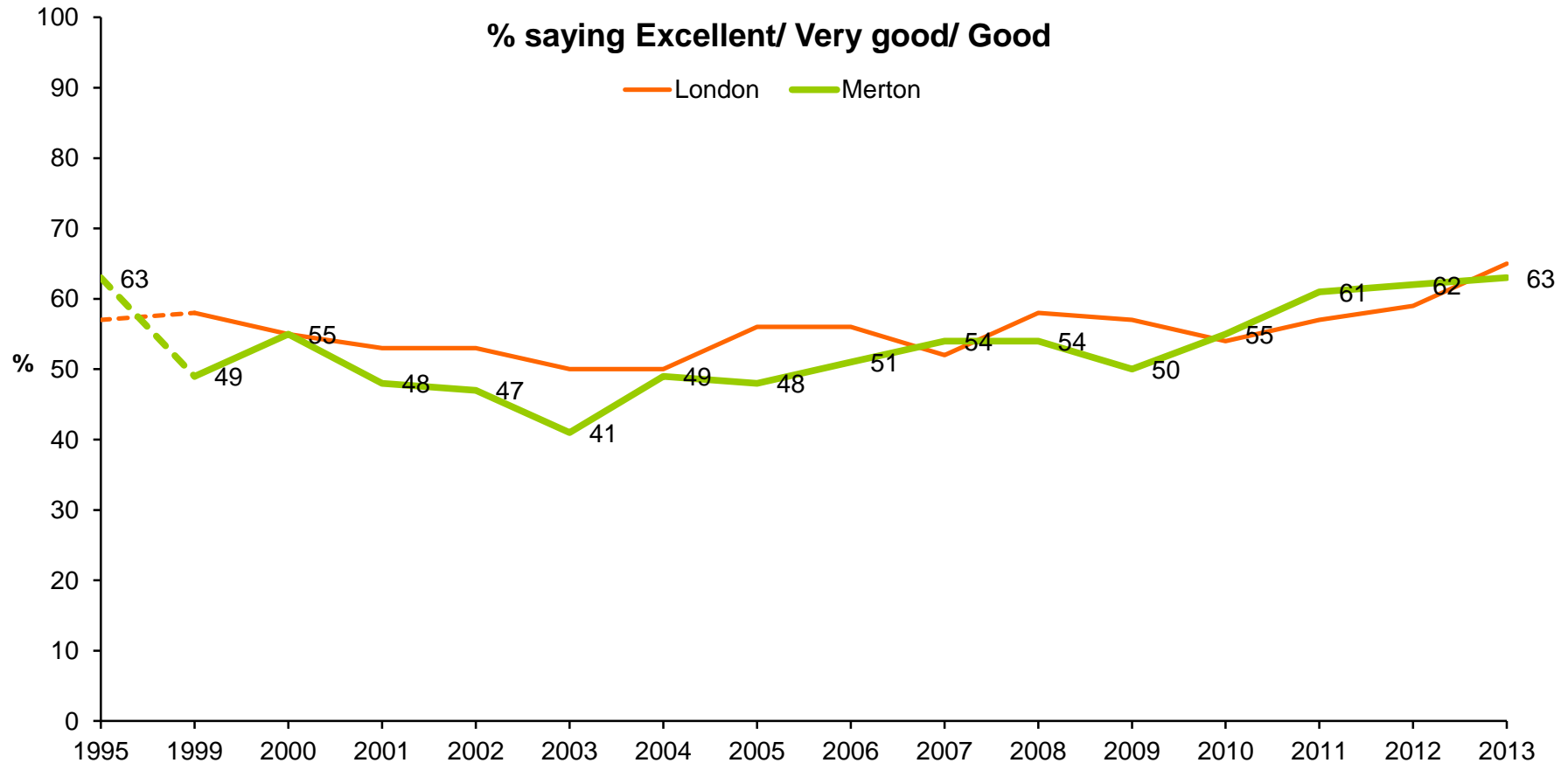
Performance has increased this year across Merton and London



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Leisure and sports facilities – among users

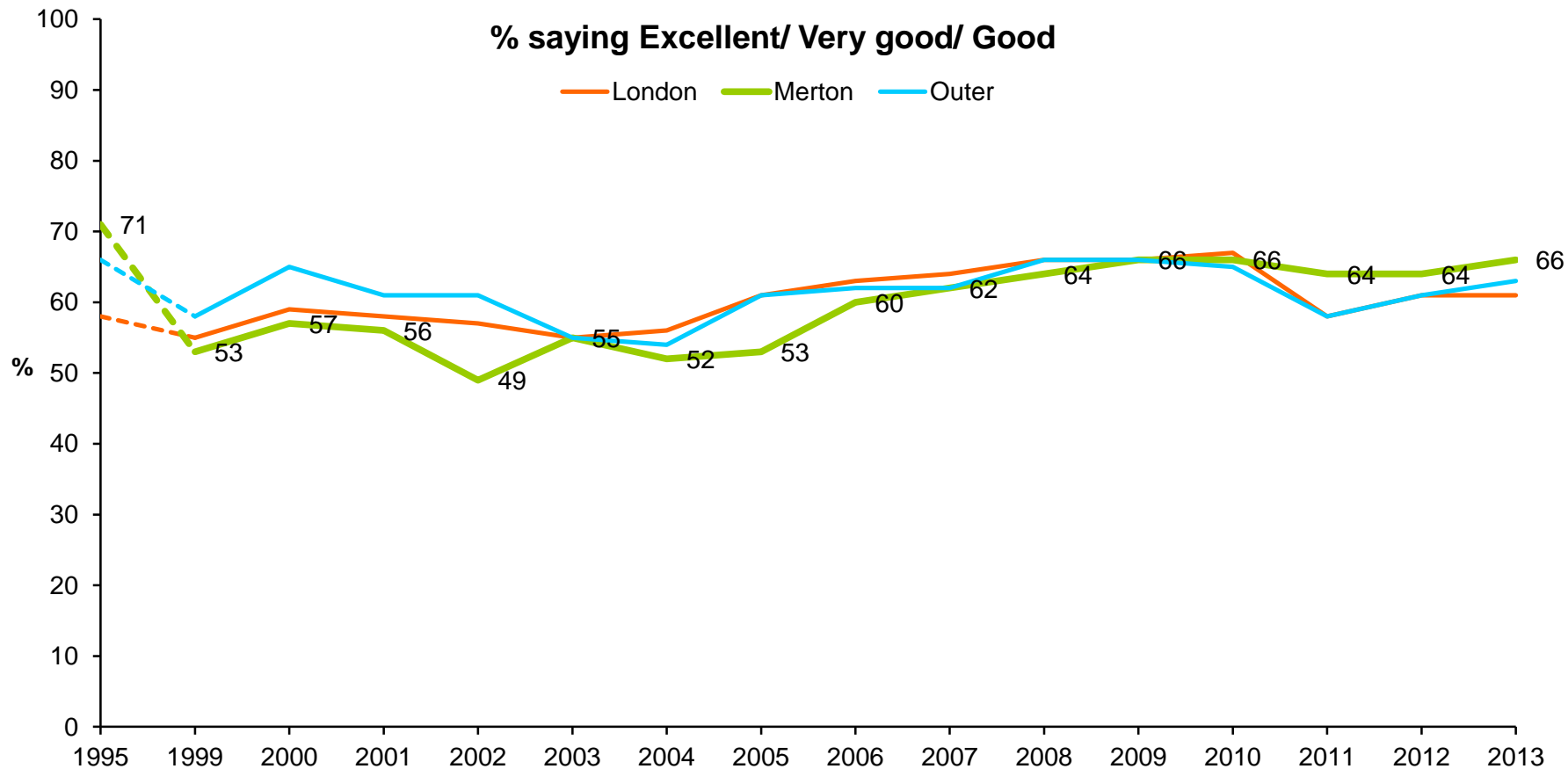
A strong increase in London-wide score raises it above Merton score



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 446, London: 427)

Libraries

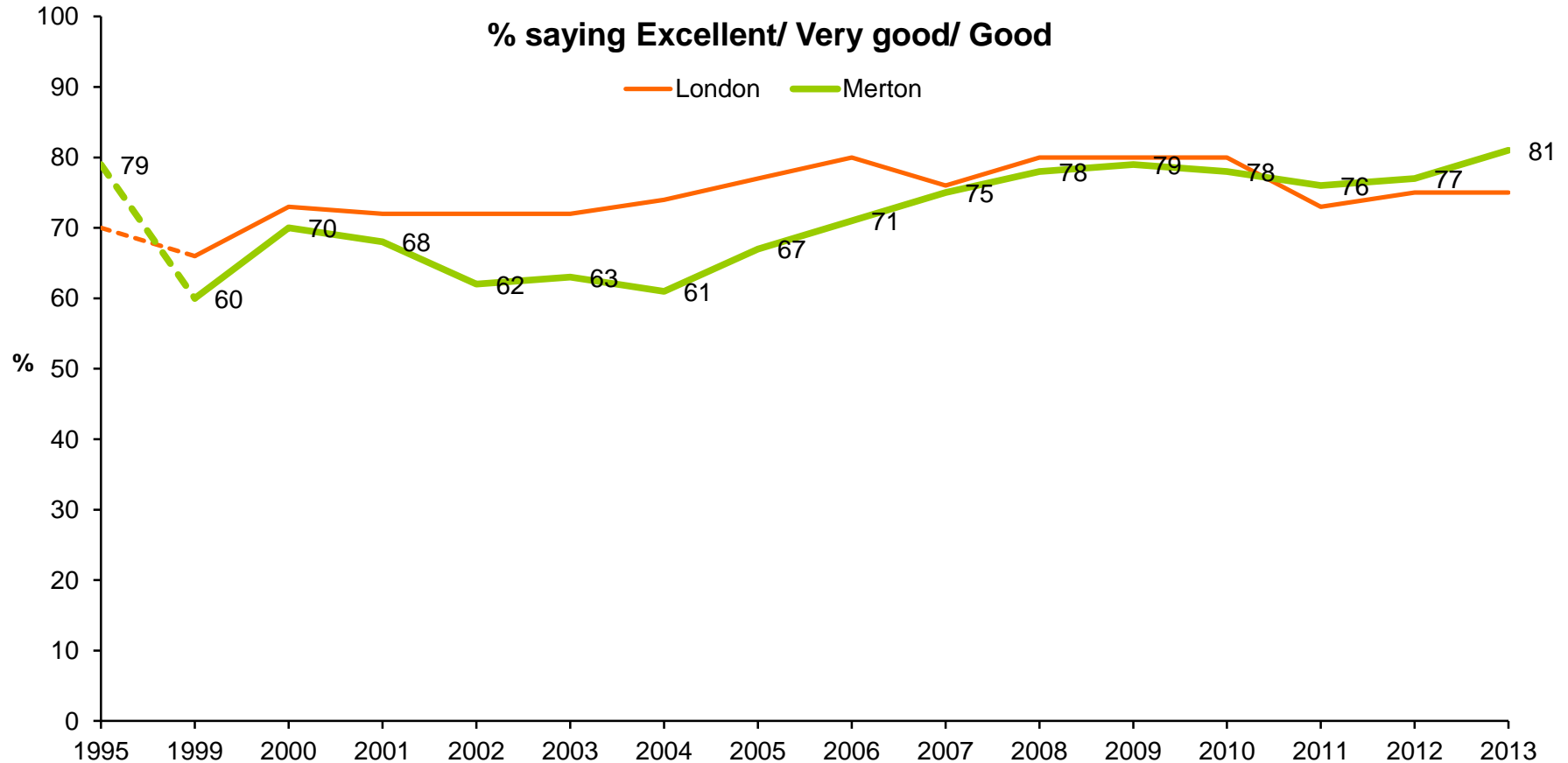
Merton performance remains consistently above that of London



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Libraries – among users

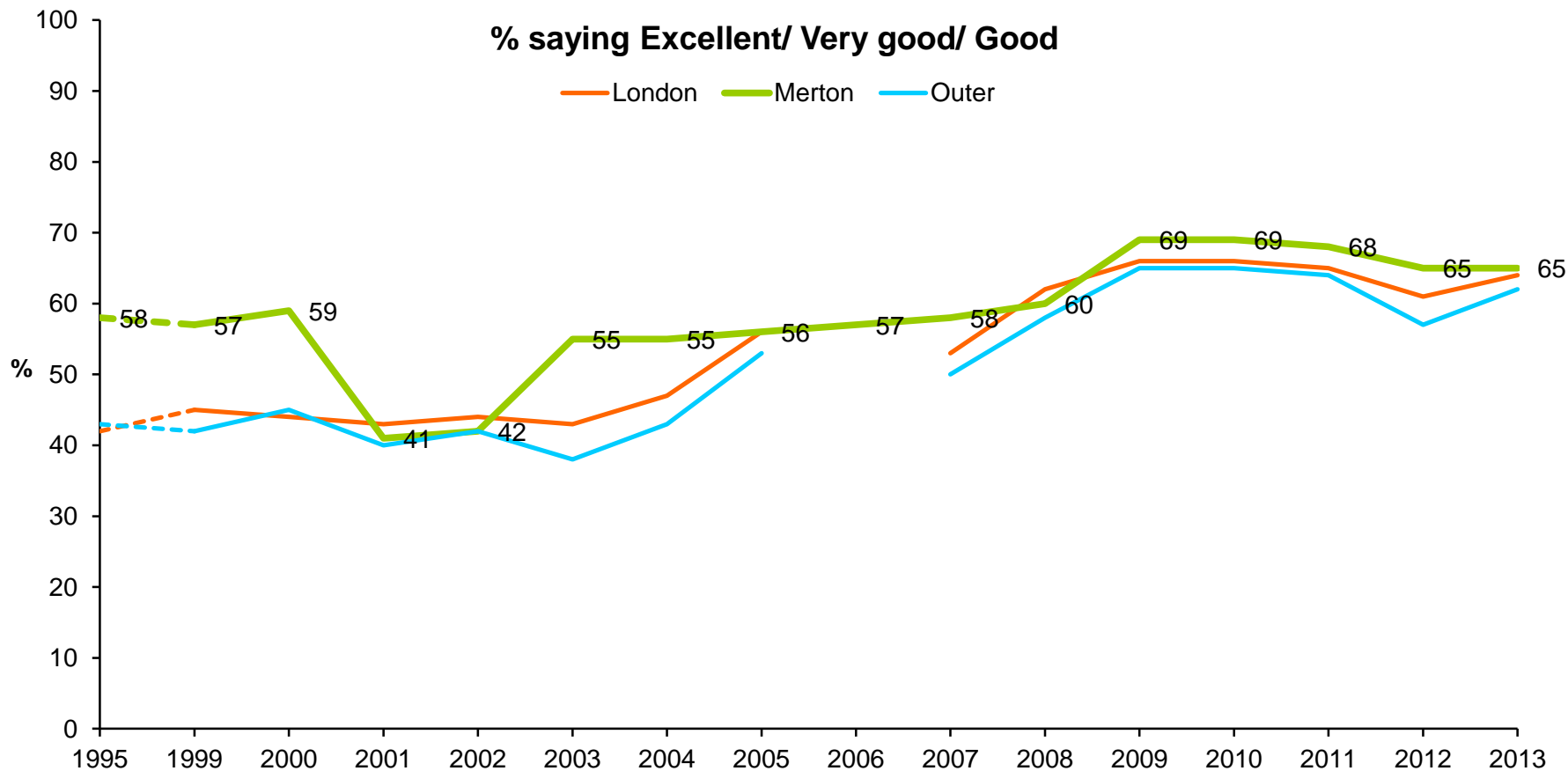
An increase in performance this year keeps Merton scores above London scores



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 604, London: 595)

Local health services

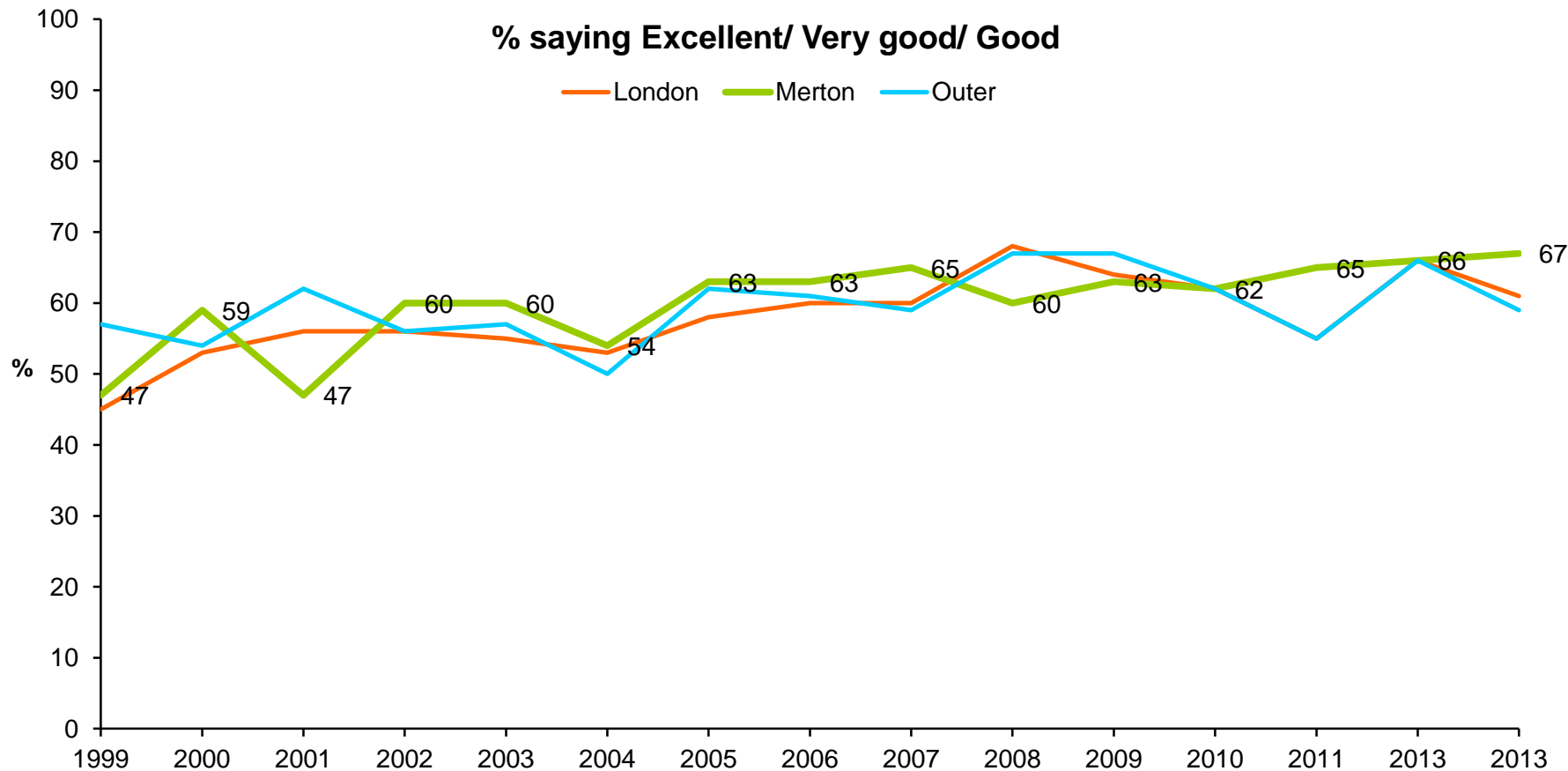
London scores have increased this year, following a slight decrease in 2012



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Collection of council tax

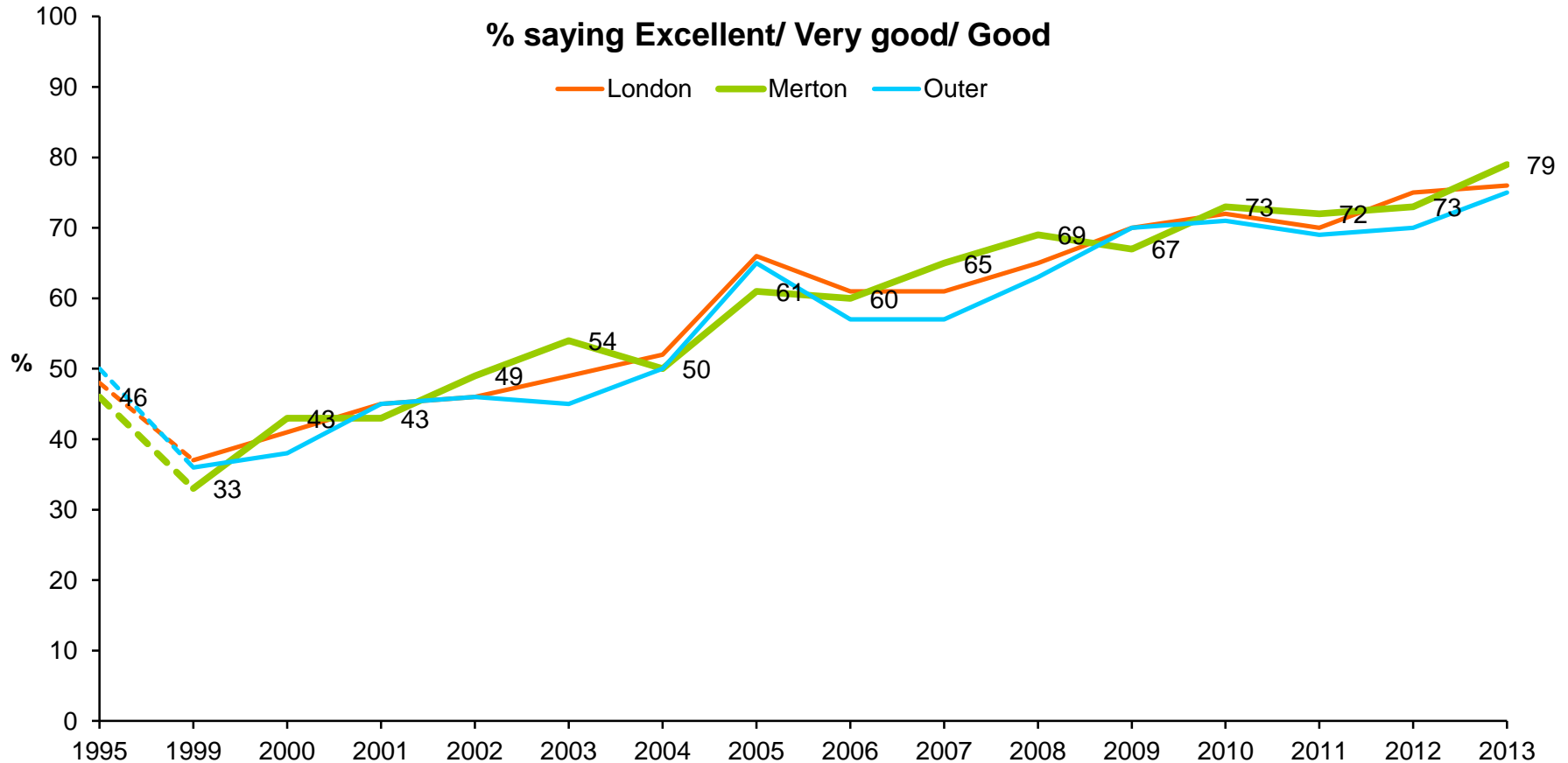
Slight rise in Merton scores in 2013 contradicts the fall in performance seen across London



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Public transport

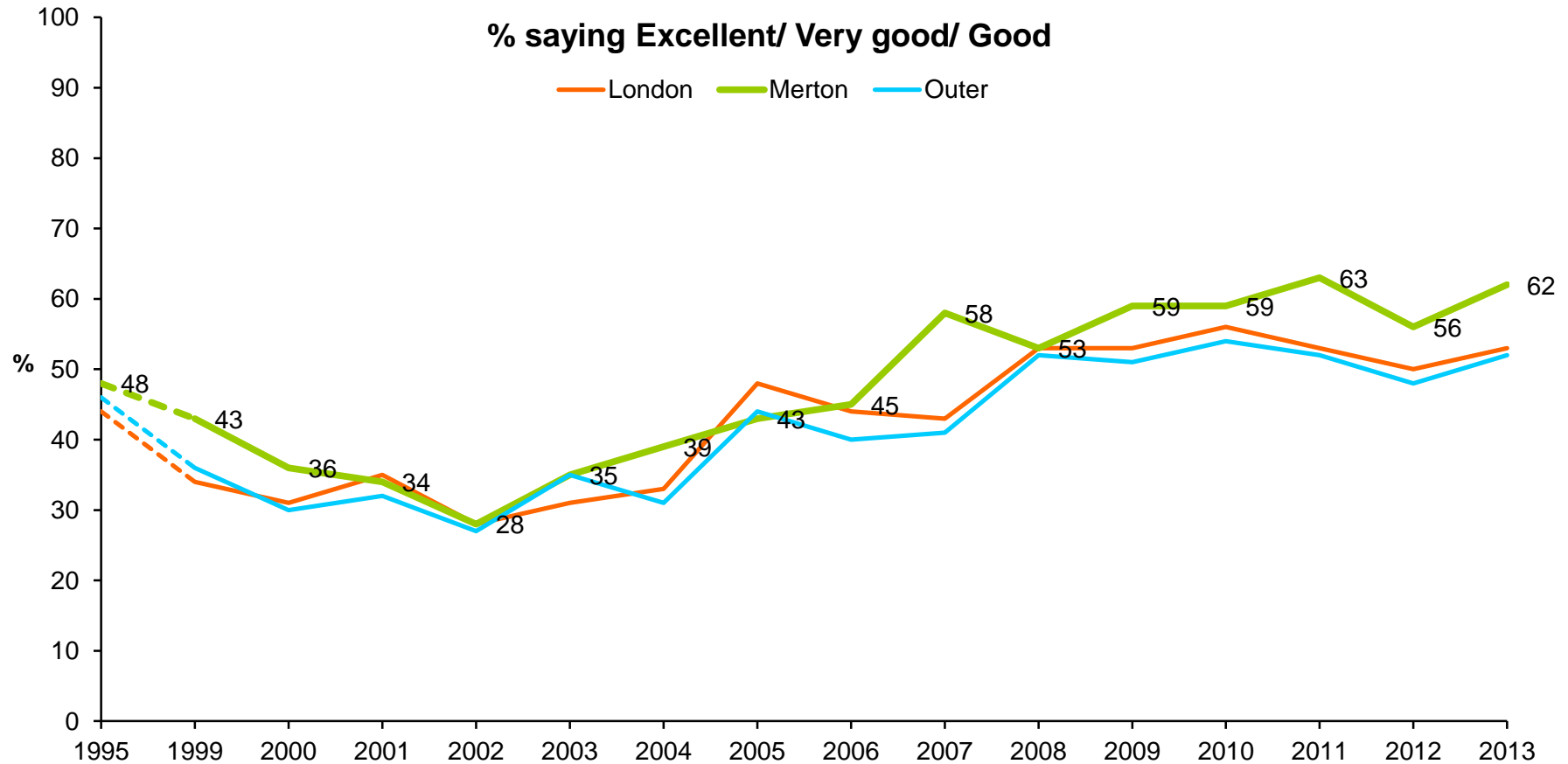
Scores rise across London, continuing upwards the trend seen throughout the tracking period



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Policing

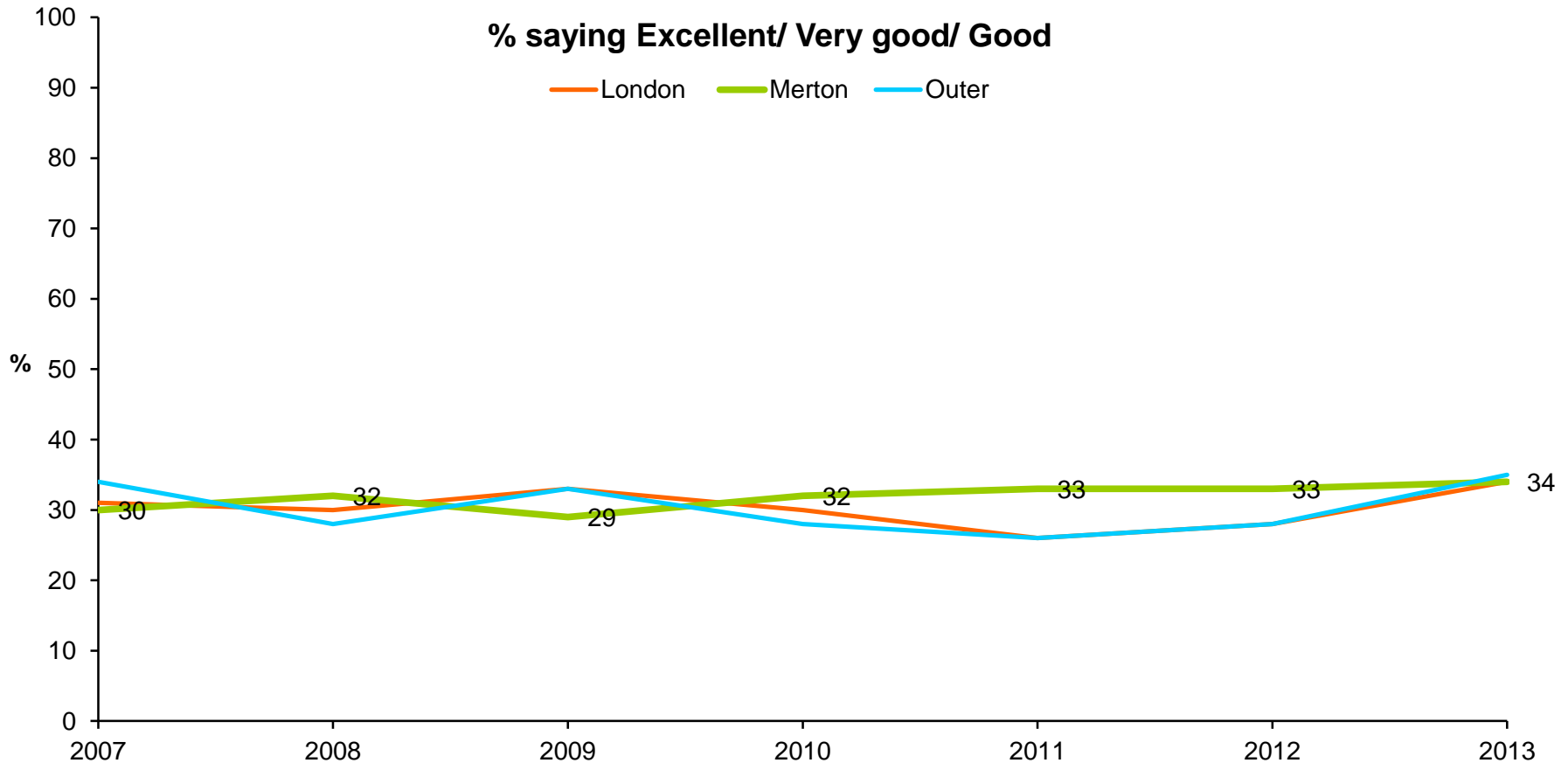
Merton scores remain consistently above London-wide scores



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Parking services

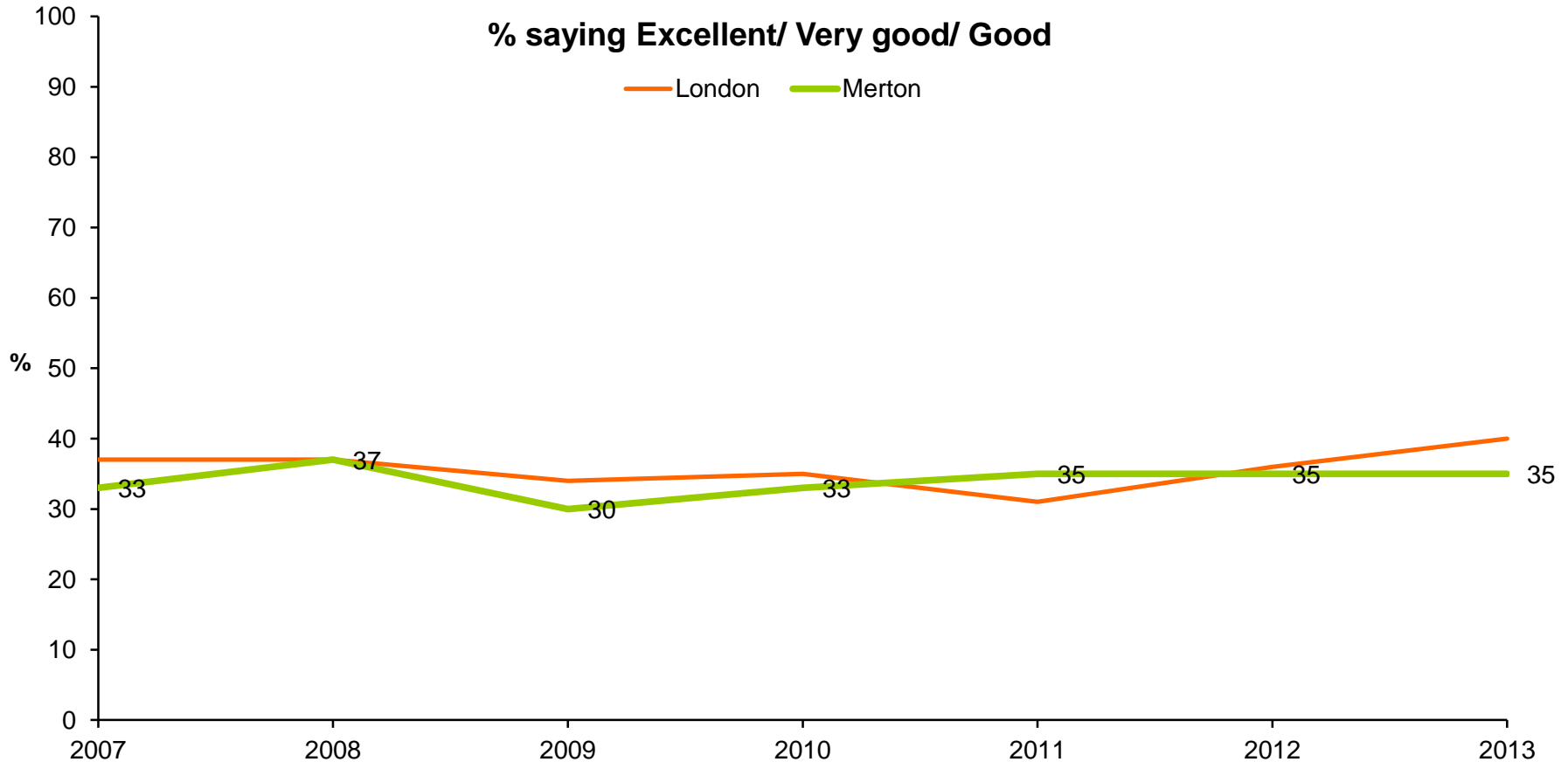
Performance remains broadly stable



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Parking services – among users

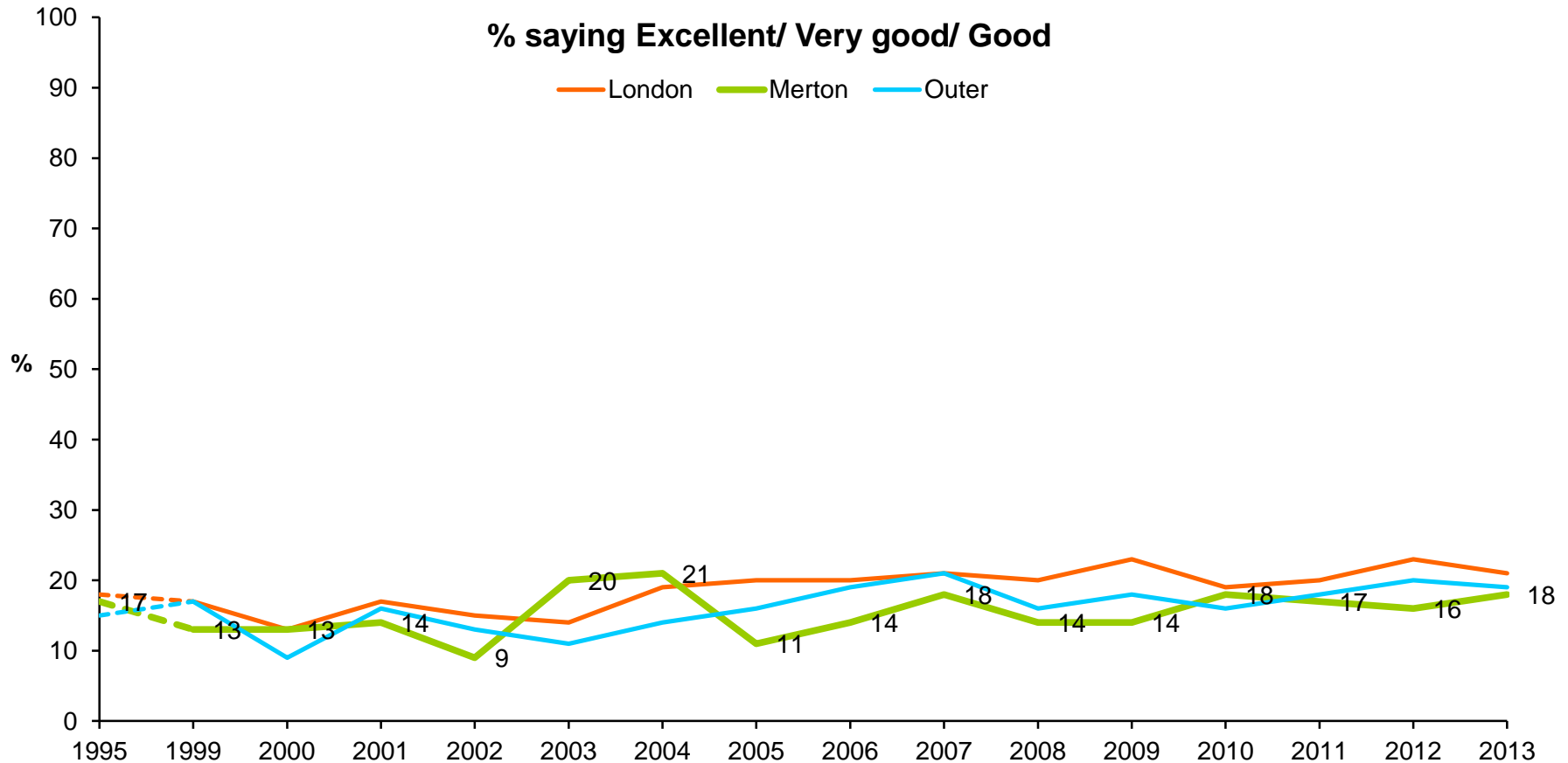
A continued increase in the London average sees it rise above Merton score



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 497, London: 472)

Housing benefit service

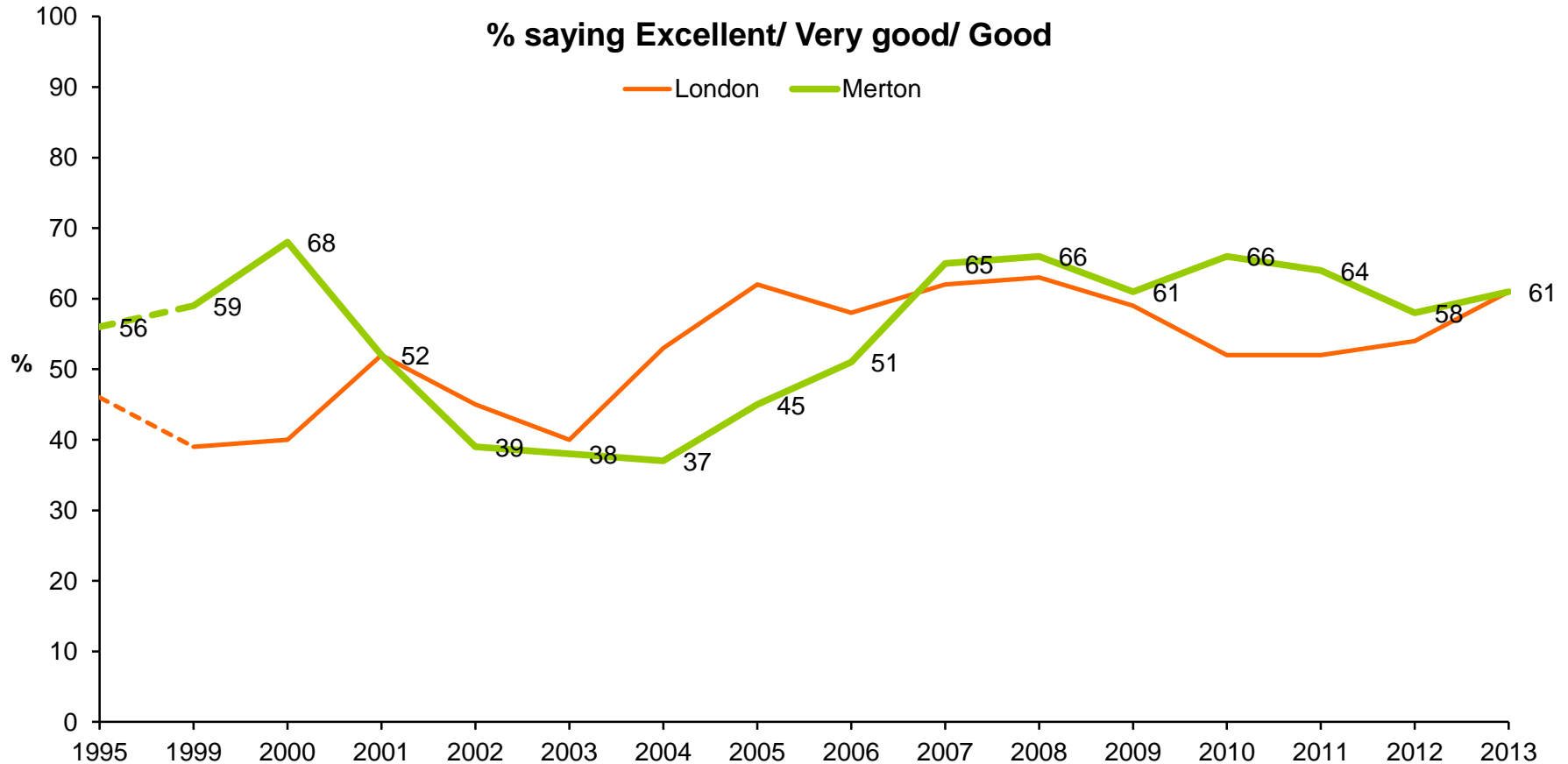
Merton performance remains slightly below London-wide average



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Housing benefit service – among users

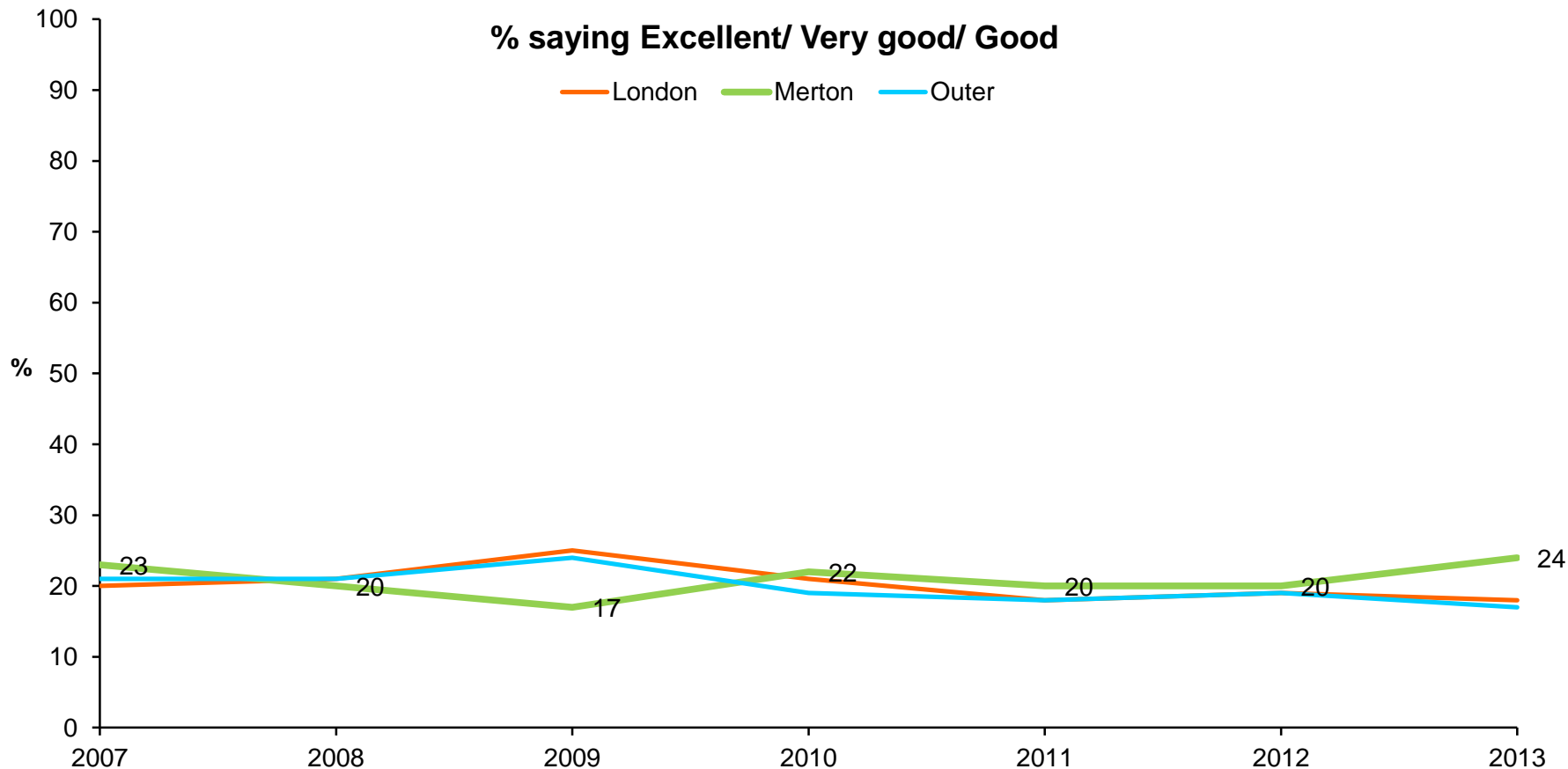
An increase in the London-wide average sees it score at parity with performance in Merton



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton:131, London: 181)

Social services for adults

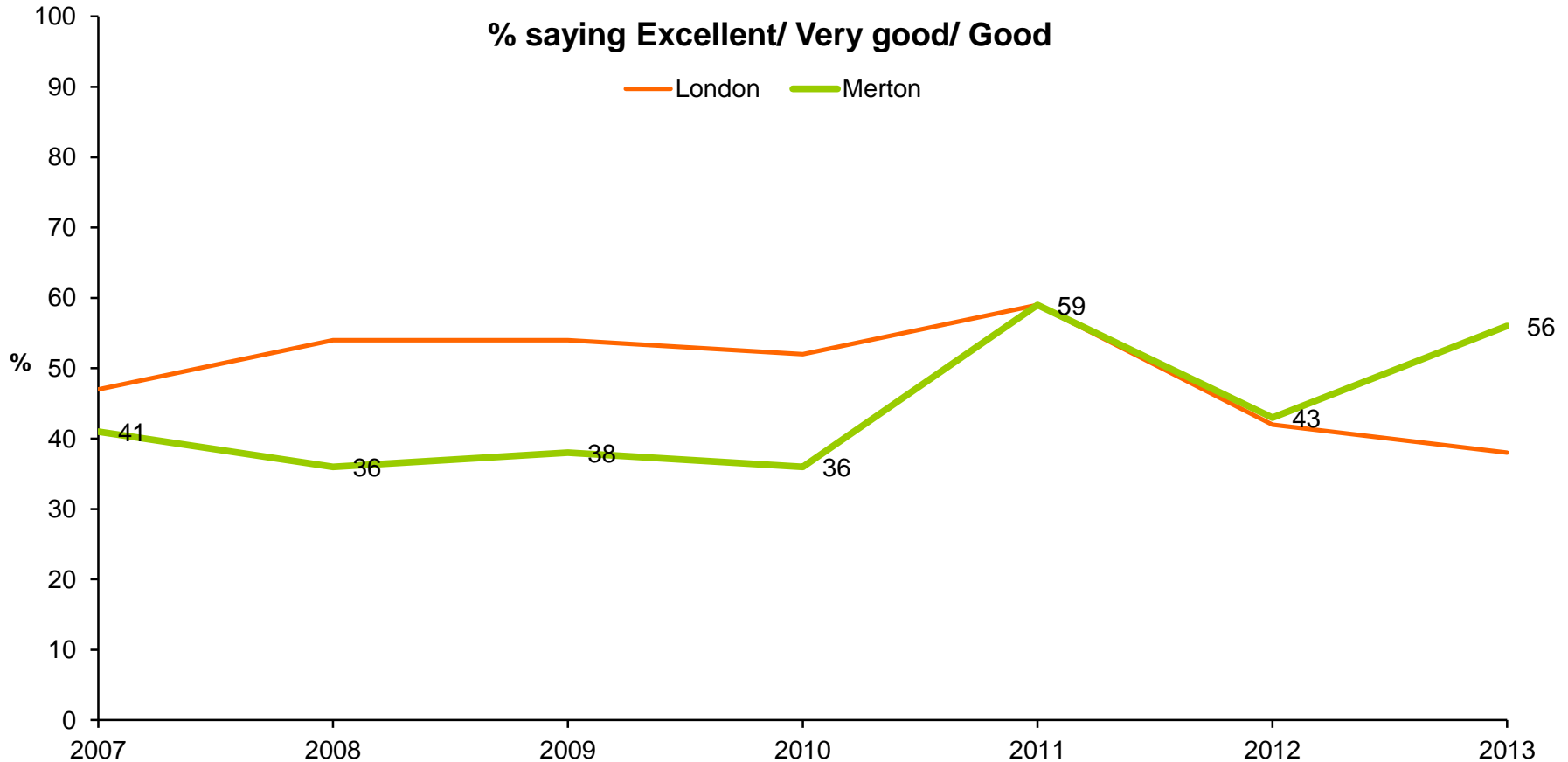
Score for this service in Merton has risen, despite downward trend in the London average



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Social services for adults – among users

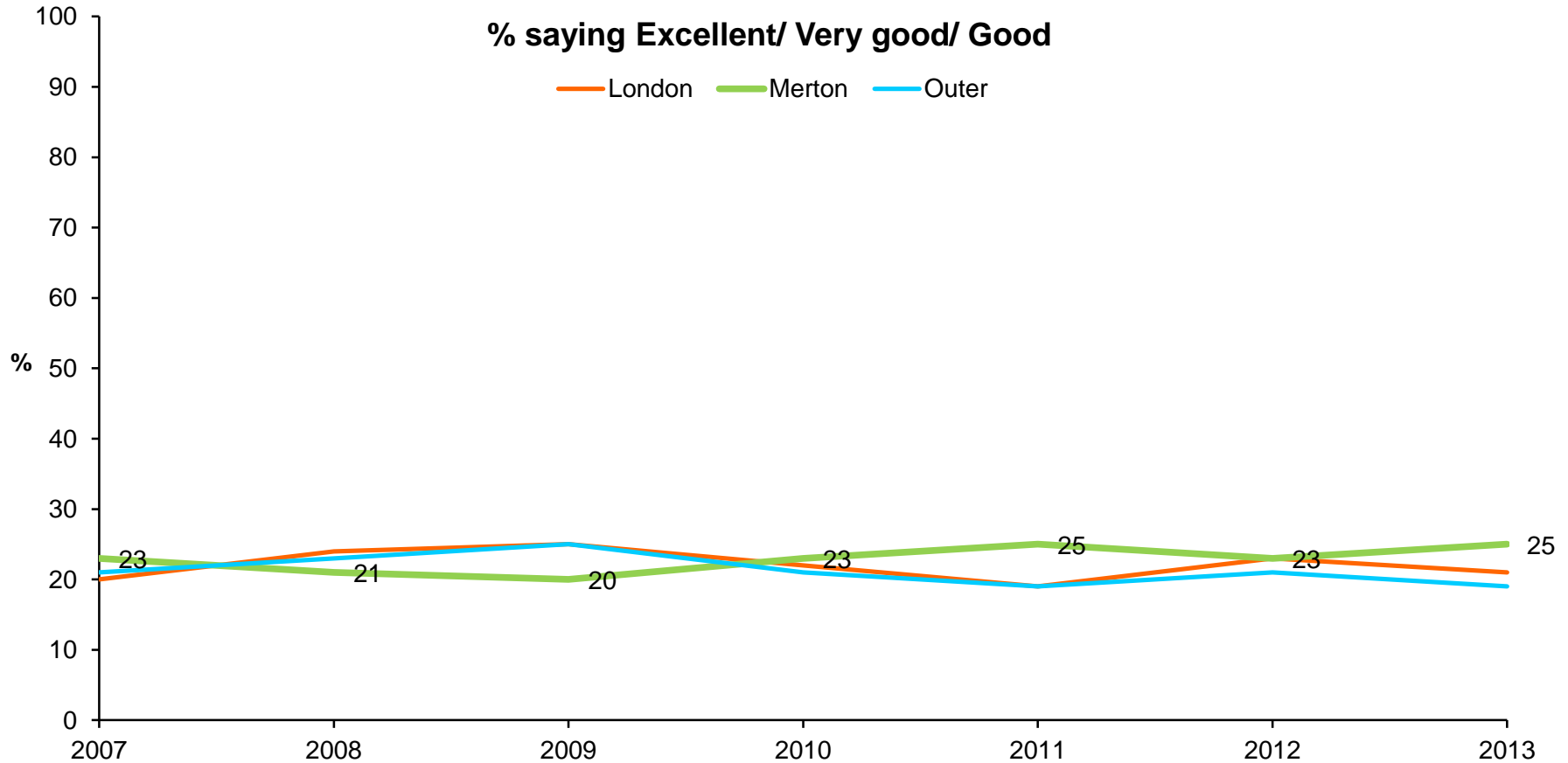
Merton performance has recovered strongly, despite another fall in London-wide performance



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users 2013 (Merton: 33, London: 36)

Social services for children and families

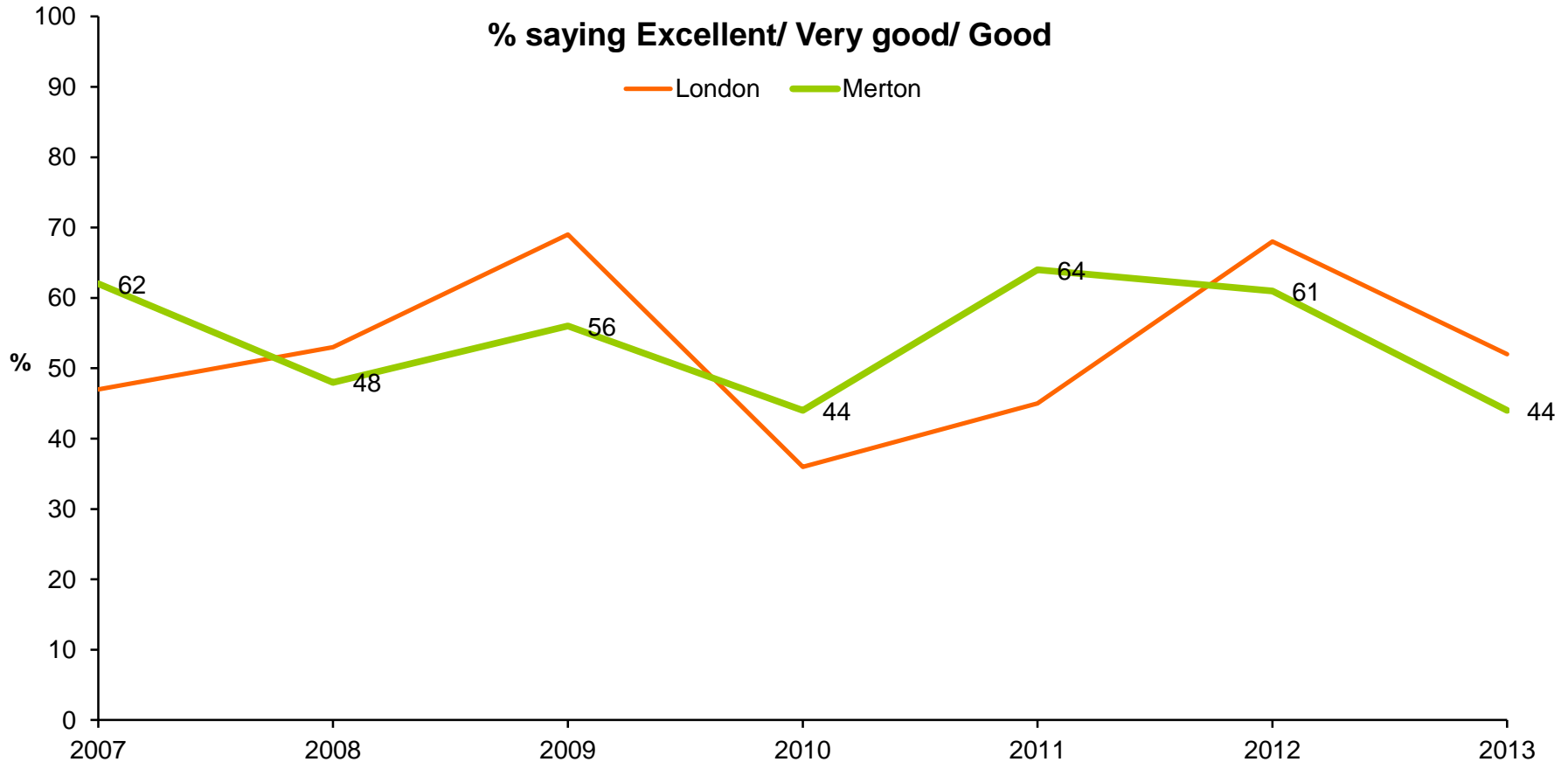
Performance remains stable across tracking period



Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 1032, London: 1020)

Social services for children & families – among users

2013 performance has fallen to 2010 levels

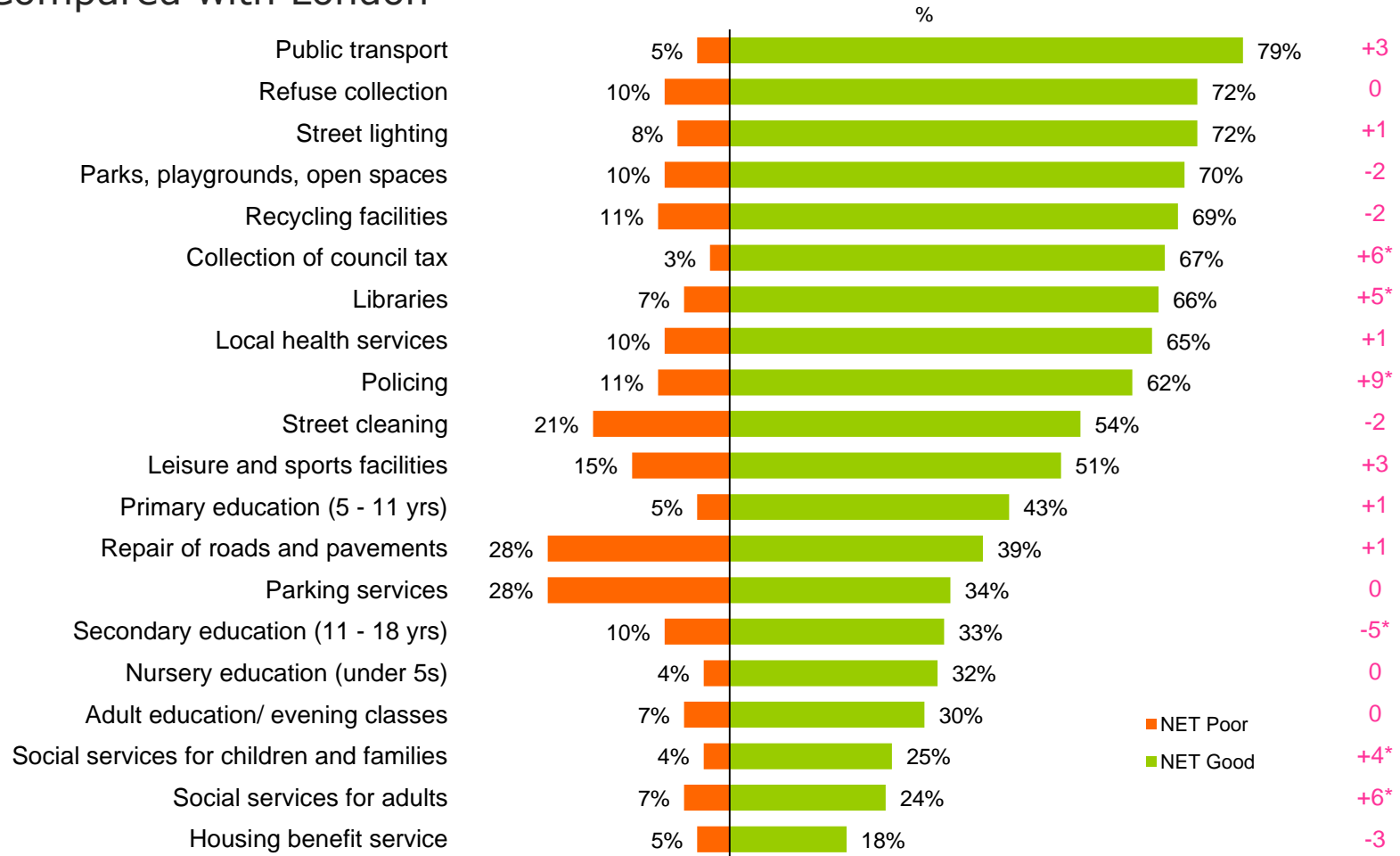


Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults 2013 (Merton: 36, London: 48)

Perceived service delivery

Compared with London

Difference to London (% pts)



*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
 Base: All adults (Merton:1032, London 1020)

Significant differences for service delivery

Compared with London

Better	
Policing	+9% pt
Collection of council tax	+6% pt
Social services for adults	+6% pt
Libraries	+5% pt
Social services for children and families	+4% pt

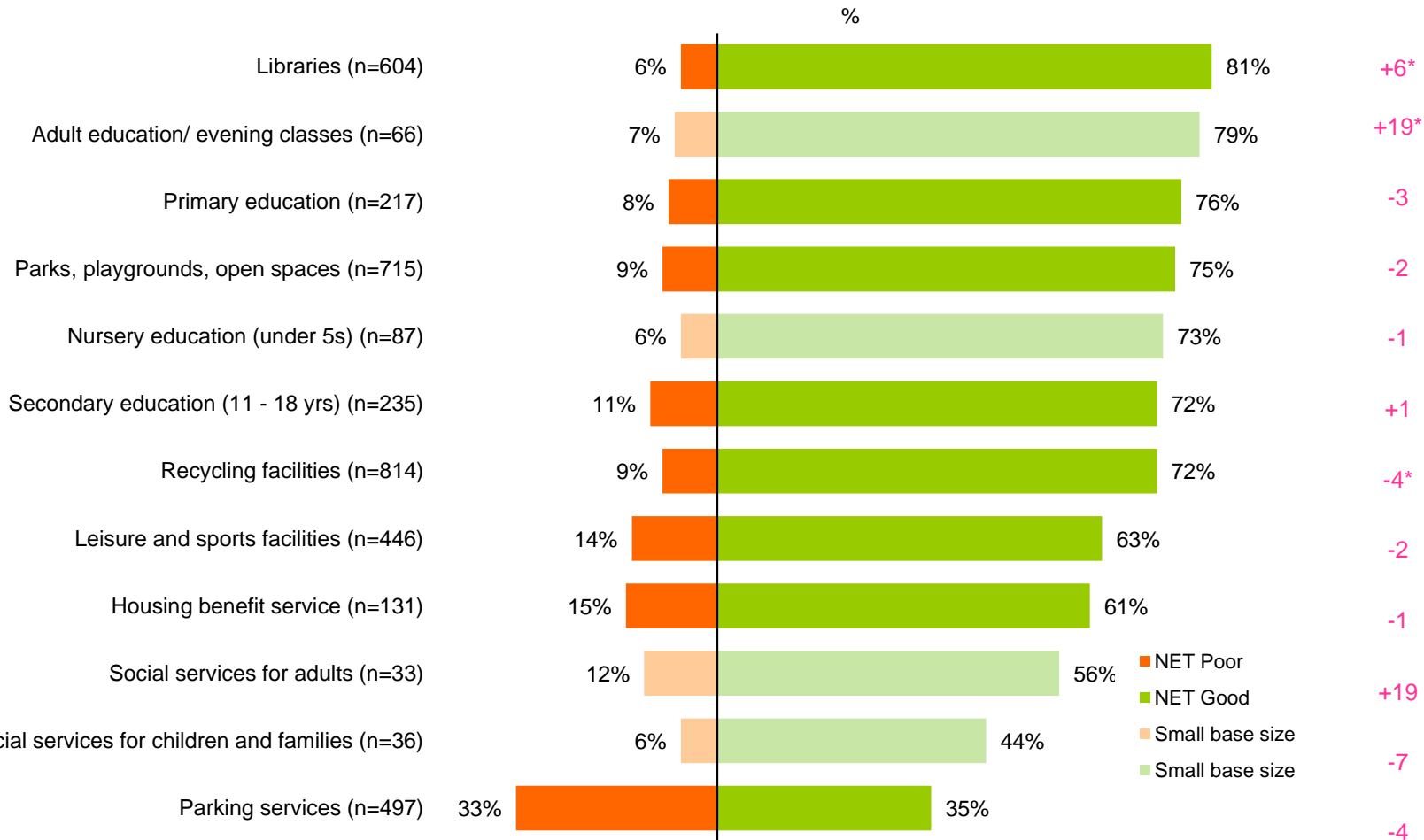
Worse	
Secondary education	-5% pt

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All adults (Merton:1032, London 1020)

Perceived service delivery – among users

Compared with London

Difference to London(% pts)



***Sig**

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

Base: All users (33 to 814)

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

Differences compared with London

% saying Good - Excellent

	All residents	Users
Recycling facilities	-2	-4*
Parks, playgrounds and open spaces	-2	-2
Libraries	+5*	+6*
Leisure and sports facilities	+3	-2
Nursery education	0	-1
Primary education	+1	-3
Secondary education	-5*	+1
Adult education	0	+19*
Social services for adults	+6*	+19
Social services for families	+4*	-7
Parking services	0	-4
Housing benefit	-3	-1

*Sig

Source: Q4 I would like to ask you about local services in this area. What is your opinion of?
Base: All users (33 to 814)

Merton Extra Questions: The Council and the Local Area



Summary – The Local Area

- Similarly to 2012, the majority of respondents are satisfied with the way the council deals with graffiti (65%) and litter (60%) but there remains room for improvement in satisfaction with the way the council deals with fly tipping and dog fouling.
- Around 40% of residents feel that there are too many fast-food outlets in the local area. There are some notable differences between areas, with residents in Area 2 (Dundonald/ Trinity/ Abbey) and Area 5 (Ravensbury/ St Helier/ Cricket Green) significantly more likely to say there are too many fast-food outlets.
- Whilst overall the majority of residents feel that there is an adequate amount of payday loan outlets in the local area (58%), significantly more residents in Area 5 feel there are too many.
- The most-used method of keeping up-to-date with what is going on in Merton are information leaflets (a significant increase on last year), whilst significantly more people are using the Merton website in 2013 than in 2012.

Satisfaction with the way the council deals with...

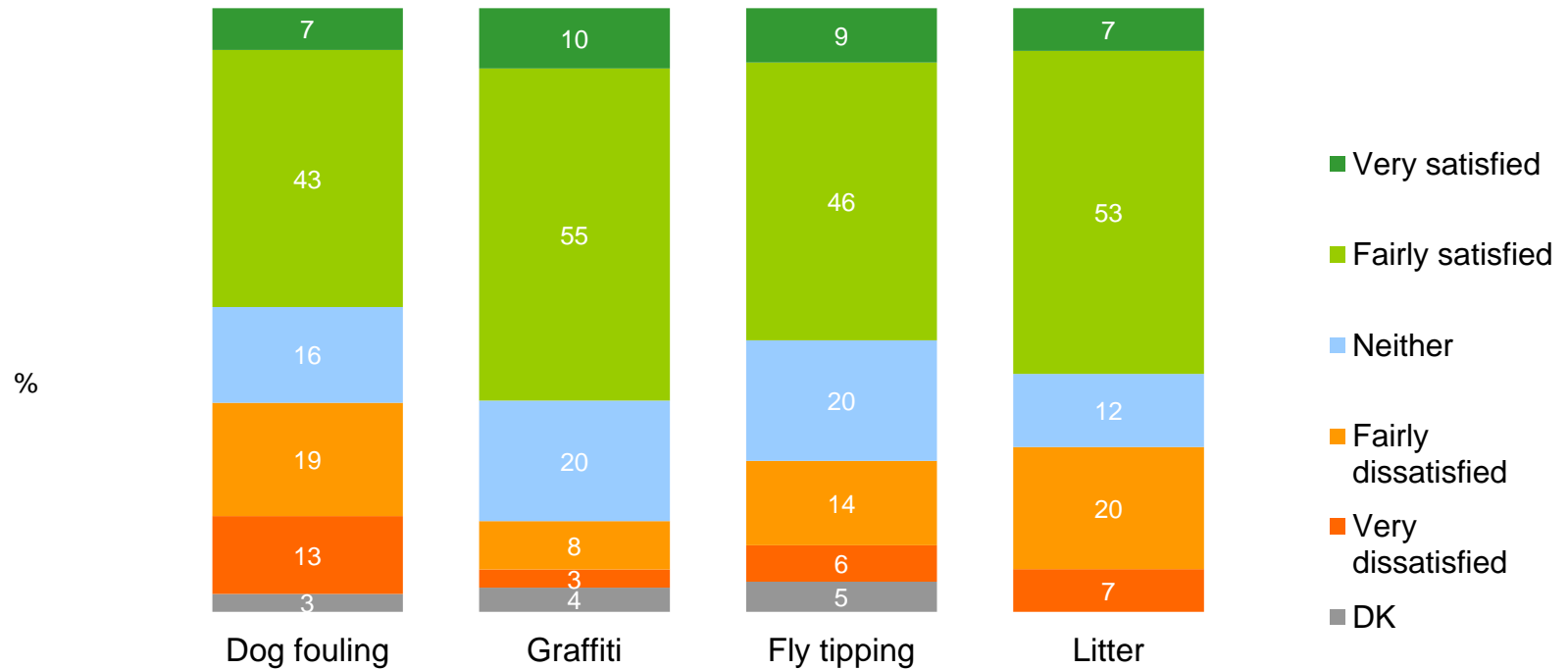
NET Satisfied

50%

65%

55%

60%



NET Satisfied
Change from
2012/13

+2%

-2%

+1%

-2%

Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
Base: All adults (1032)

Satisfaction with the way the council deals with Graffiti

Differences by area

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

2: Dundonald/ Trinity/ Abbey

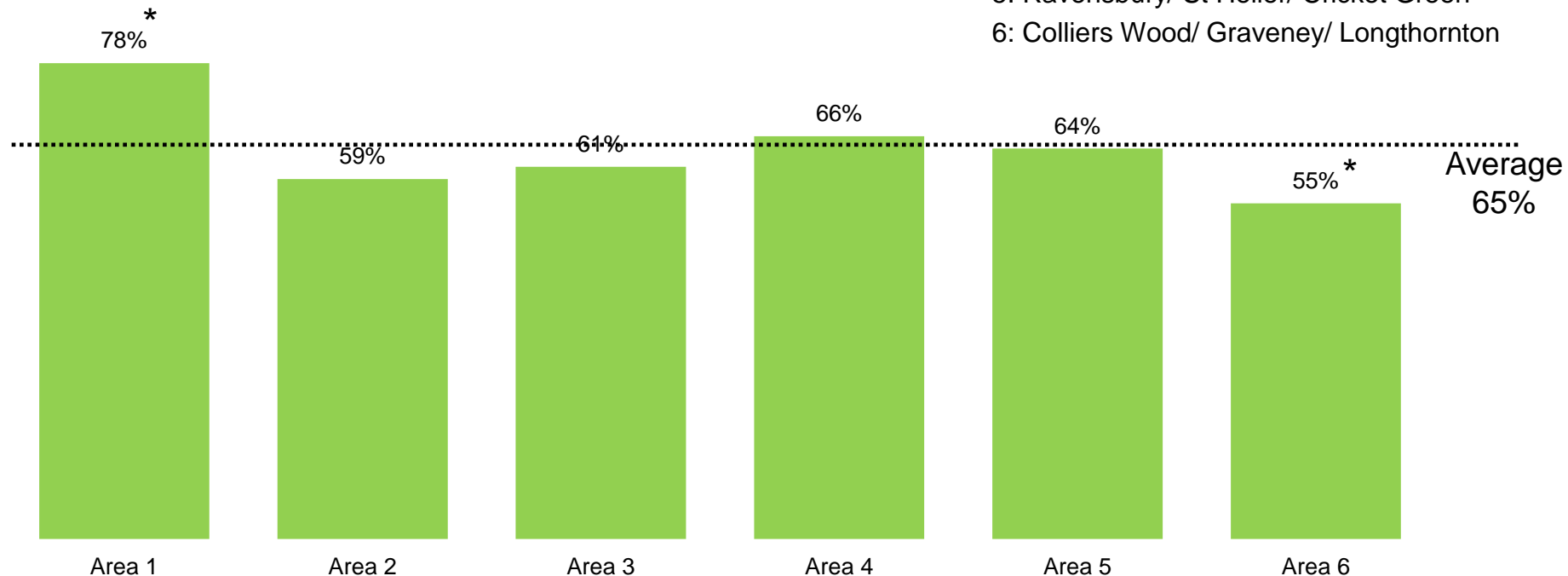
3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden

4: Lavender Fields/ Pollards Hill/ Figges Marsh

5: Ravensbury/ St Helier/ Cricket Green

6: Colliers Wood/ Graveney/ Longthornton

% Saying Fairly/Very Satisfied



***Sig vs Average**

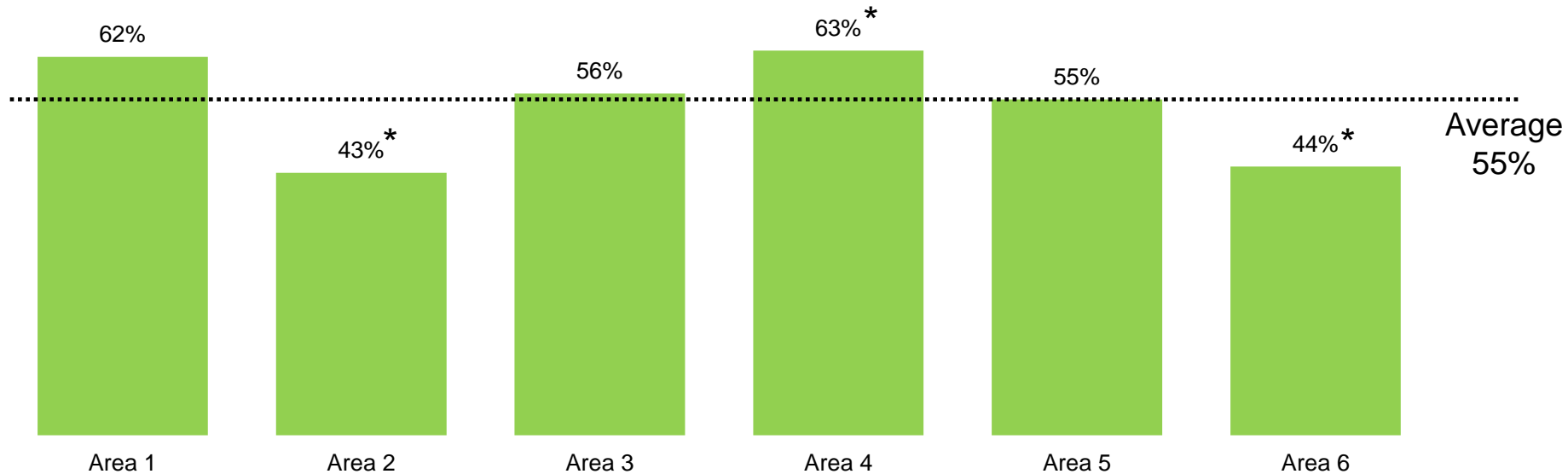
Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
 Base: All adults (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

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**

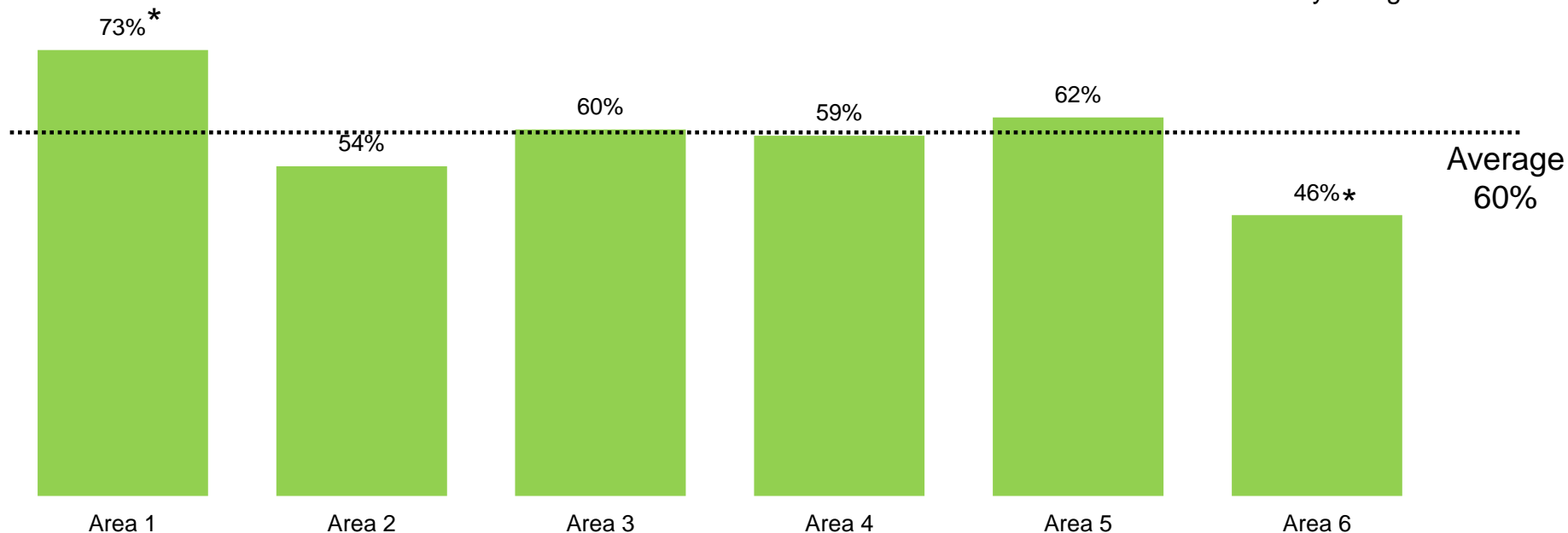
Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
 Base: All adults (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

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

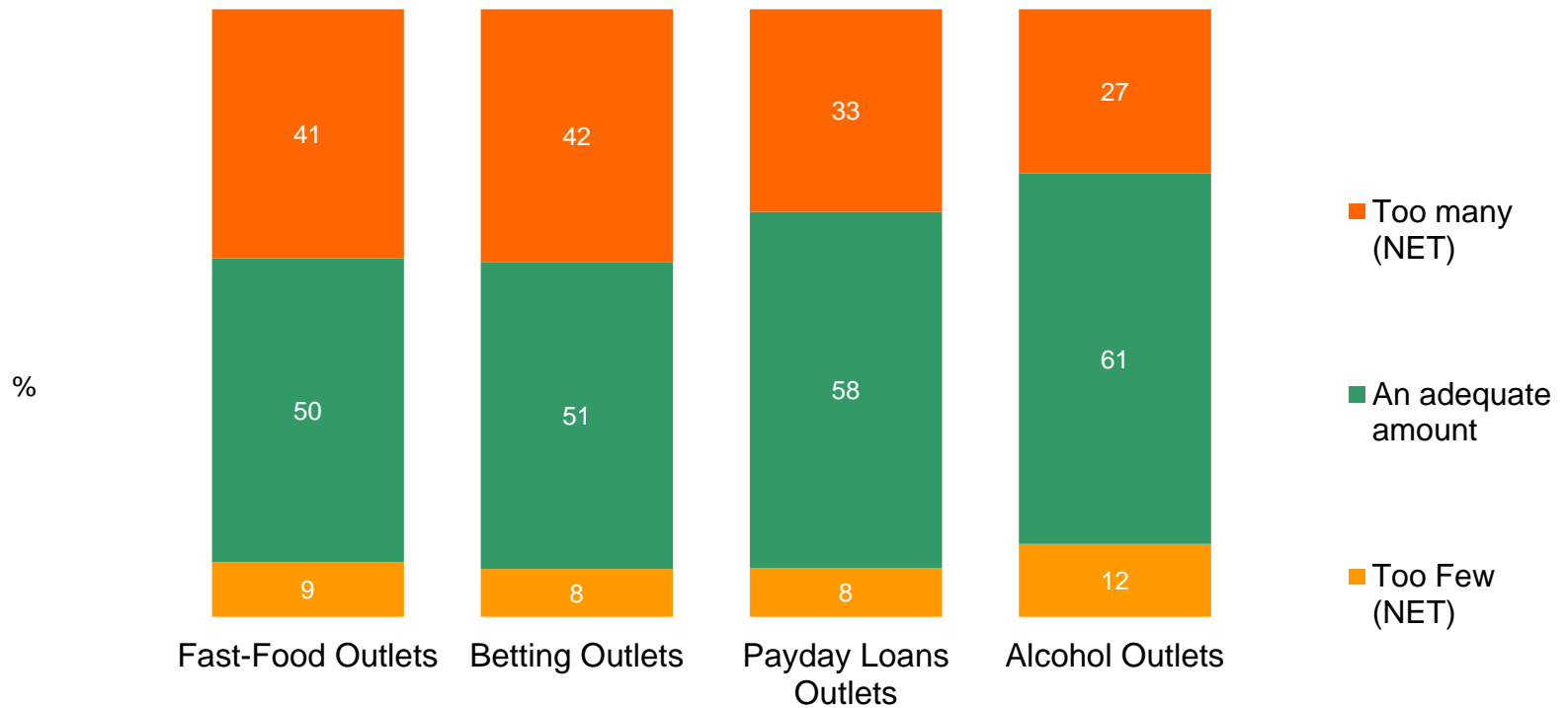
% Saying Fairly/Very Satisfied



***Sig vs Average**

Source: Q11 How satisfied are you with the way the council deals with the following in Merton?
 Base: All adults (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

Views on the number of...



Source: Q18d What are your views on the number of the following in your area?
Base: All adults (1032)

Views on the number of Fast-food outlets

Differences by area

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

2: Dundonald/ Trinity/ Abbey

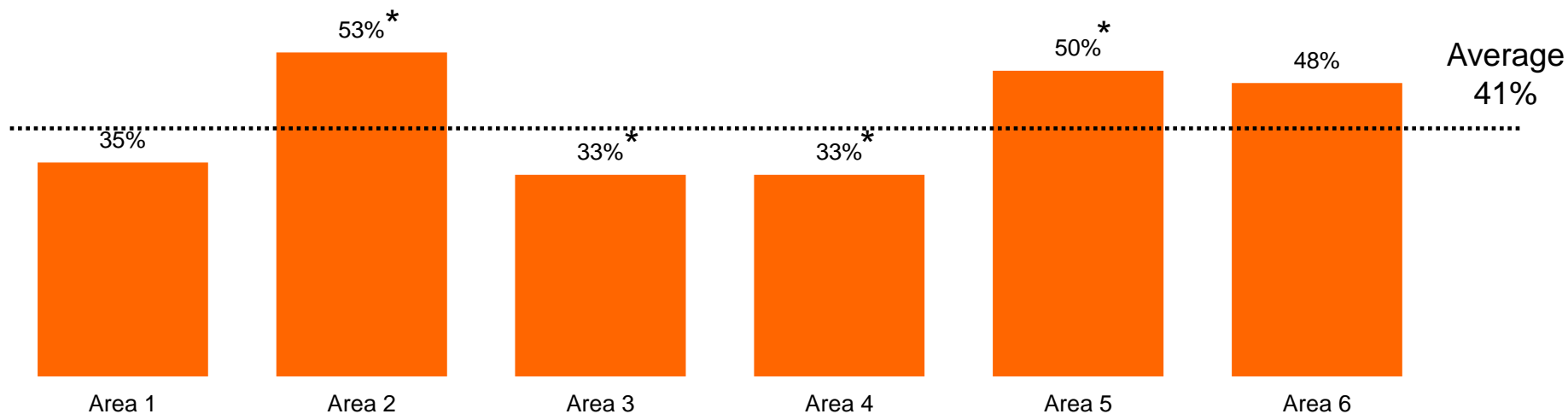
3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden

4: Lavender Fields/ Pollards Hill/ Figges Marsh

5: Ravensbury/ St Helier/ Cricket Green

6: Colliers Wood/ Graveney/ Longthornton

% Saying Too Many/ Far Too Many



***Sig vs Average**

Source: Q18d What are your views on the number of the following in your area?
 Base: All adults (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

Views on the number of Payday loans outlets

Differences by area

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

2: Dundonald/ Trinity/ Abbey

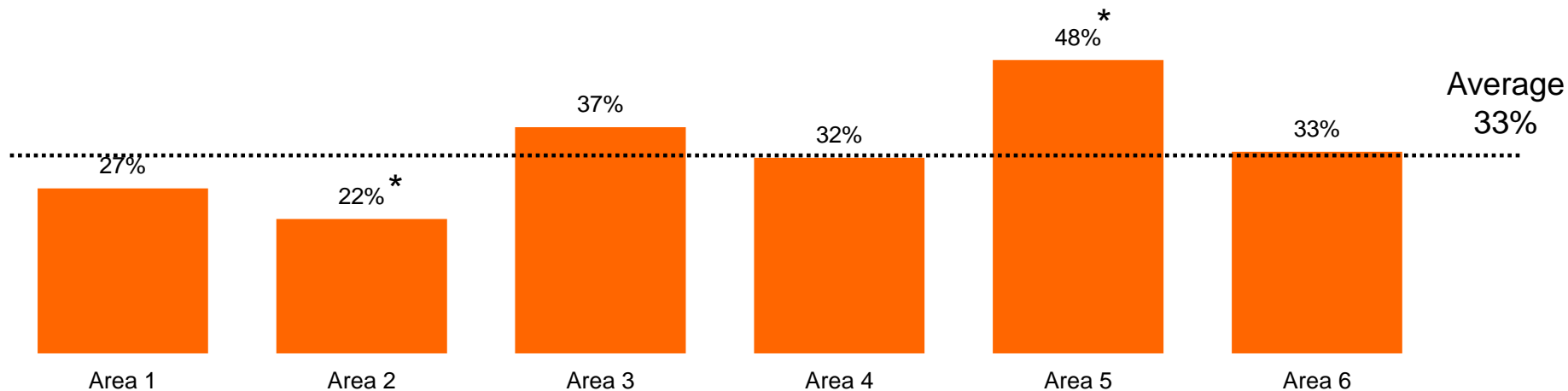
3: Cannon Hill/ Merton Park/ West Barnes/ Lower Morden

4: Lavender Fields/ Pollards Hill/ Figges Marsh

5: Ravensbury/ St Helier/ Cricket Green

6: Colliers Wood/ Graveney/ Longthornton

% Saying Too Many/ Far Too Many

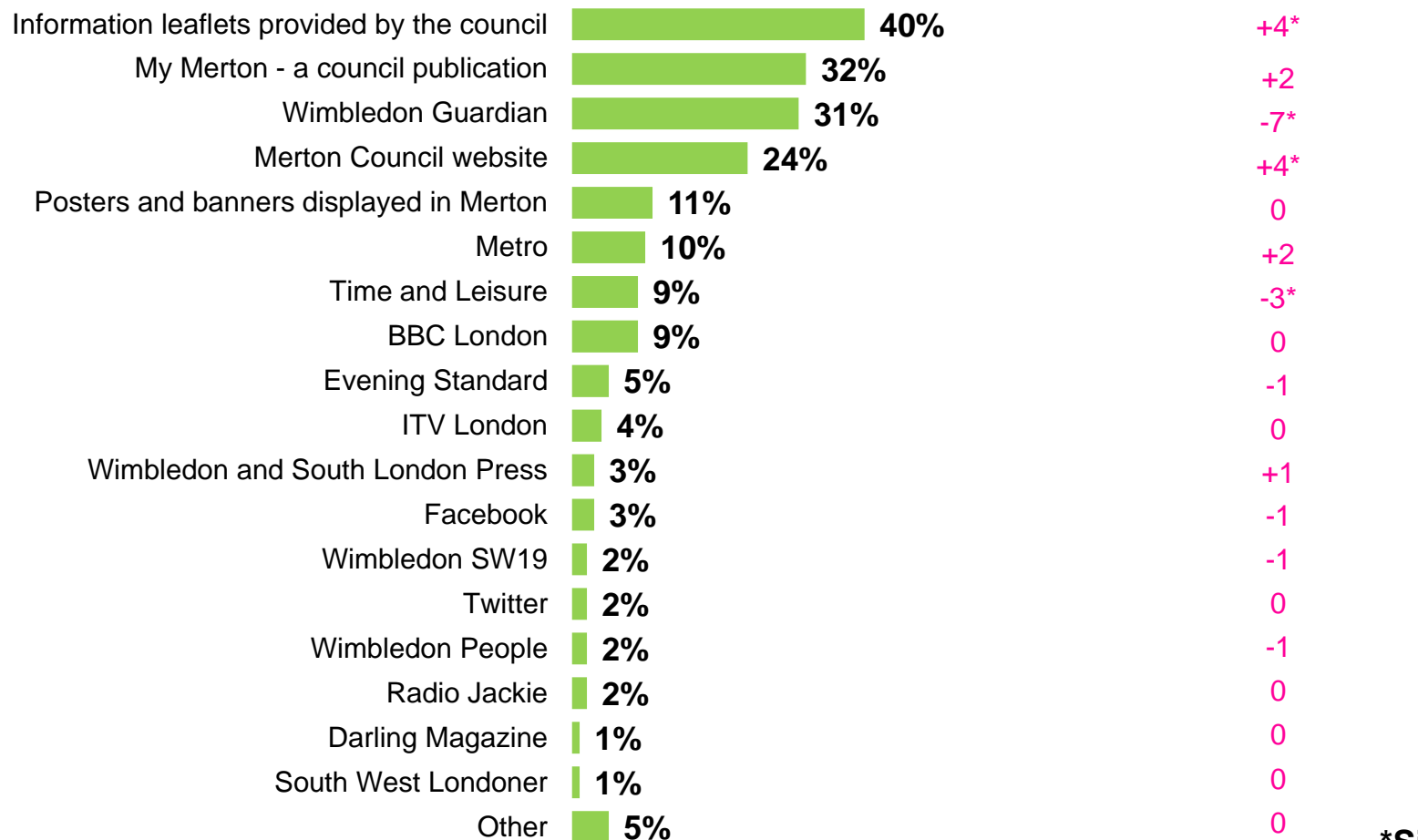


***Sig vs Average**

Source: Q18d What are your views on the number of the following in your area?
 Base: All adults (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

Ways of communicating with Merton

Merton 2013/14



*Sig

Source: Q19 Which of the following ways do you use to keep you informed about what's happening in Merton?
Base: All adults (1032)

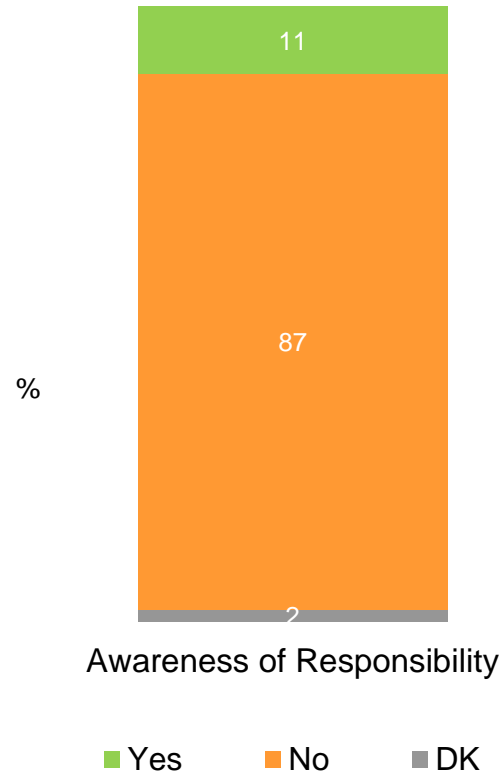
Merton Extra Questions: Health and Wellbeing



Summary – Health and Wellbeing

- The vast majority of residents (87%) are unaware of the Council's new responsibility for improving the health of local residents.
- Reflecting continuing high levels of concern about crime, feeling safe in your local area is clearly the most important factor to residents with almost two-thirds rating it as important to their sense of health and wellbeing. 52% of residents also feel that this could be improved.
- Residents in Area 3 rate feeling safe as significantly more important than the average, whilst residents in Area 5 and 6 are significantly more likely to say that this could be improved to increase their sense of health and wellbeing.
- Satisfaction with health and with family relationships and social life are also important to residents, as is feeling satisfied with how the area looks – interestingly almost one-third of respondents feel this could be improved, reflecting increased concern about litter/dirt in the streets.
- Over a quarter of residents (28%) feel 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 rate it as good [65%]).

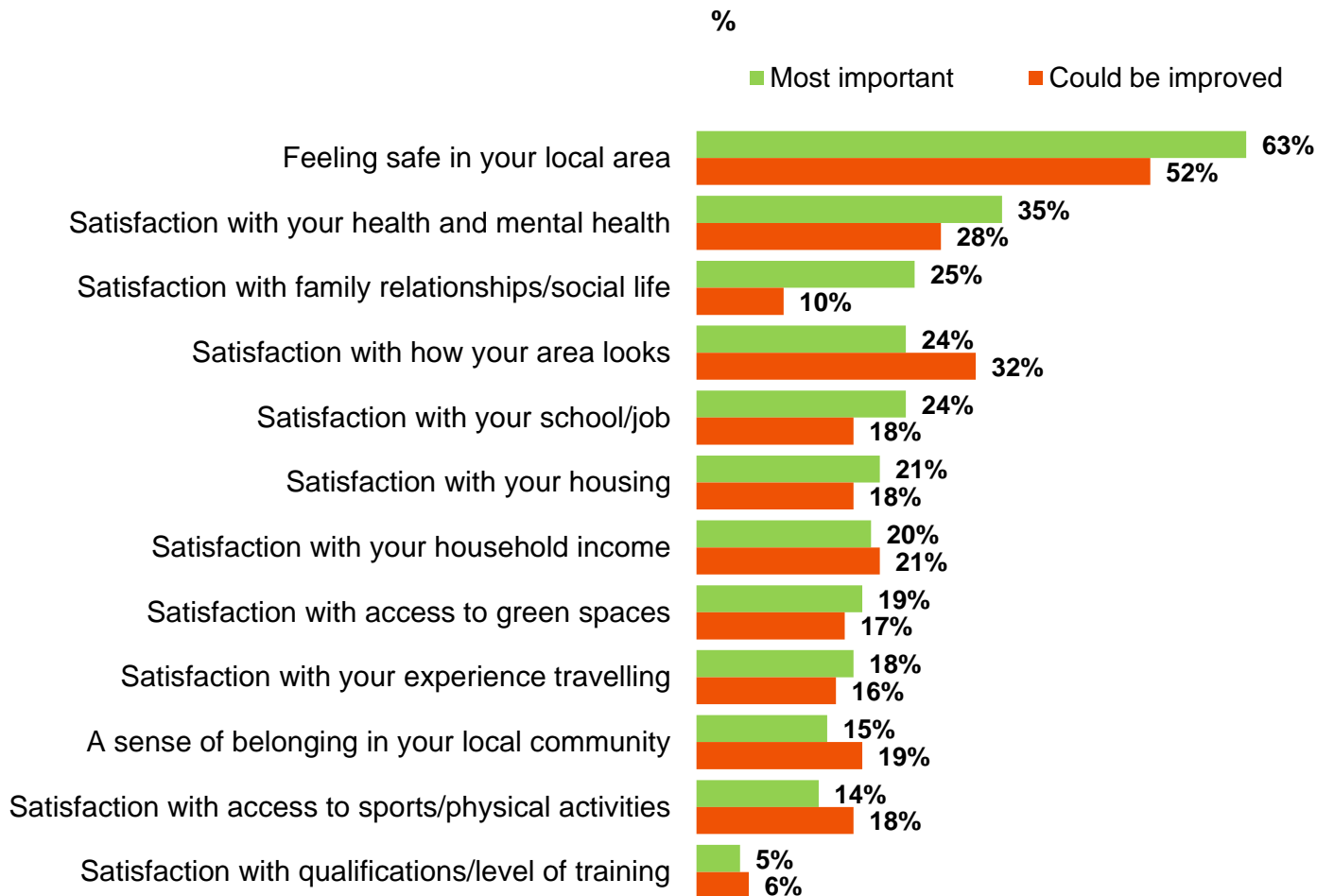
Awareness of new Council responsibility...



Source: Q18c From April 2013, Merton Council has a new responsibility for improving the health of local residents. Were you aware of this new responsibility?
Base: All adults (1032)

Features important to sense of health and wellbeing

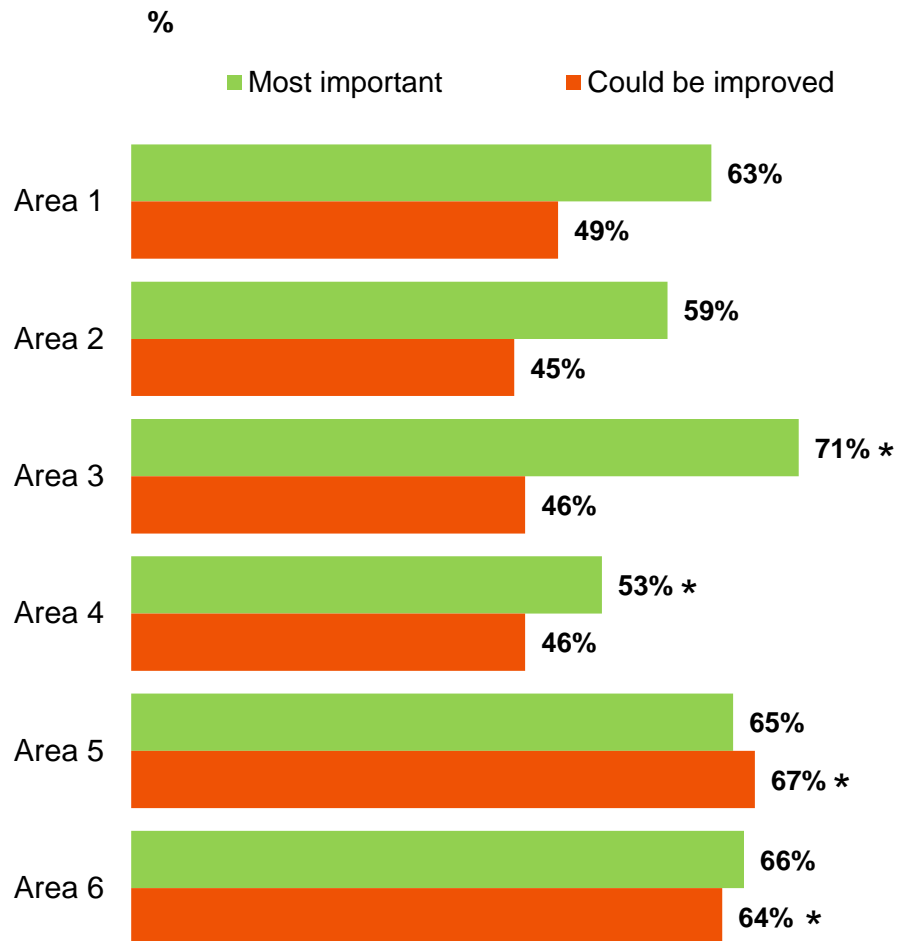
Merton 2013/14



Source: Q18a Which three of the following factors do you think are the most important to your own sense of health and wellbeing?
 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 2013: 1032)

Feeling safe in your local area

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

Average:

Most Important: 63%

Could be Improved: 52%

***Sig vs average**

Source: Q18a Which three of the following factors do you think are the most important to your own sense of health and wellbeing?
 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 (1032) Area 1 (206), Area 2 (145), Area 3 (179), Area 4 (193), Area 5 (159), Area 6 (150)

Merton Extra Questions: Crime and Anti-social Behaviour

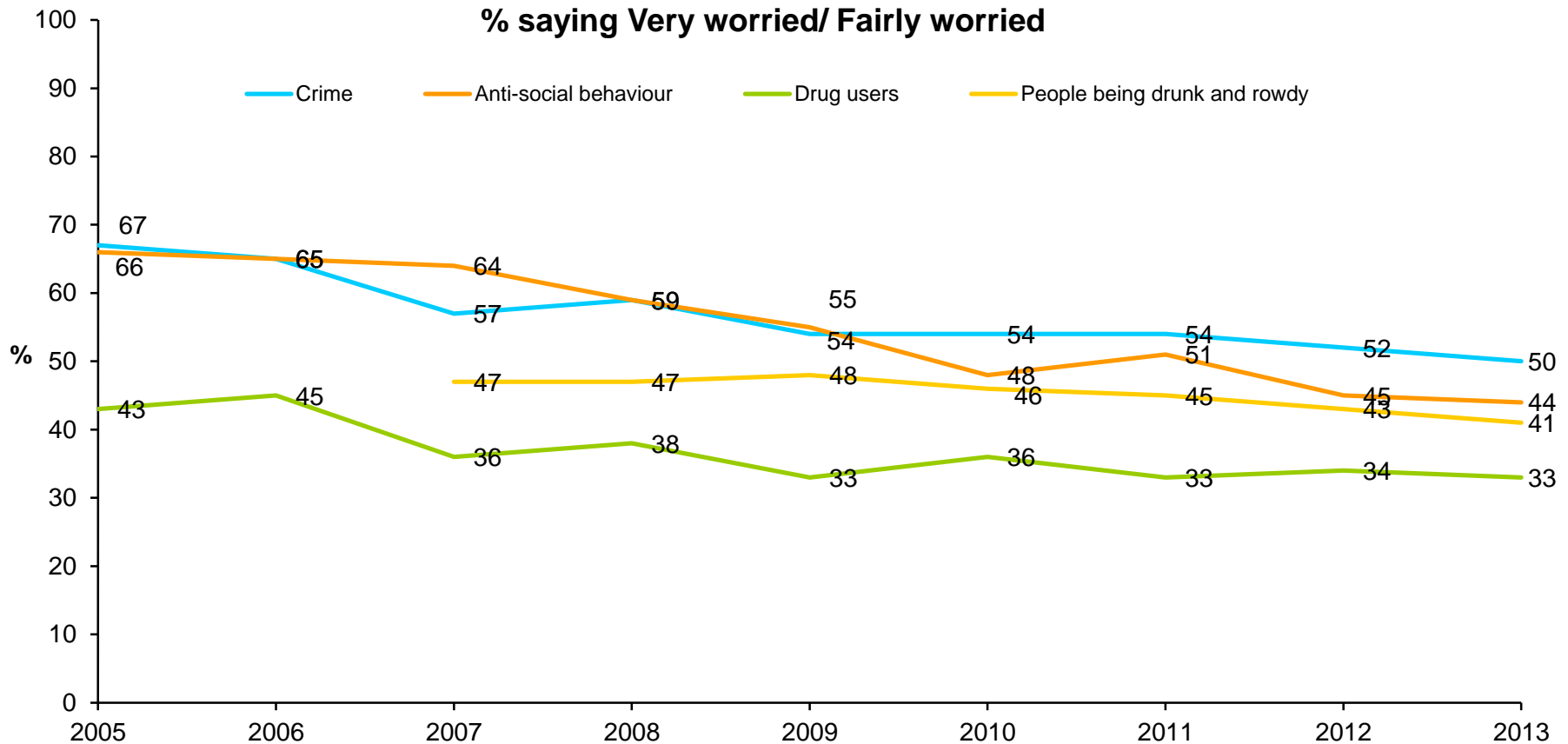


Summary – Crime and Anti Social behaviour

- Overall a positive story with concerns with crime, anti-social behaviour and people being drunk and rowdy continuing to fall, and concern with drug users falling slightly following a slight rise in 2012.
- Despite a positive overall performance there are some regional differences: residents in Area 6 (Colliers Wood/ Graveney/ Longthornton) are significantly more worried about crime and drug users versus the Merton average, whilst residents of Area 5 (Ravensbury/ St Helier/ Cricket Green) are more worried about anti-social behaviour.
- There is also a positive story in regards to the number of residents who feel informed about measures to combat anti-social behaviour, with a strong rise reversing the negative trend seen in 2012.

Worry about...

Concern about antisocial behaviour continued to fall slightly this year, following an increase in 2011

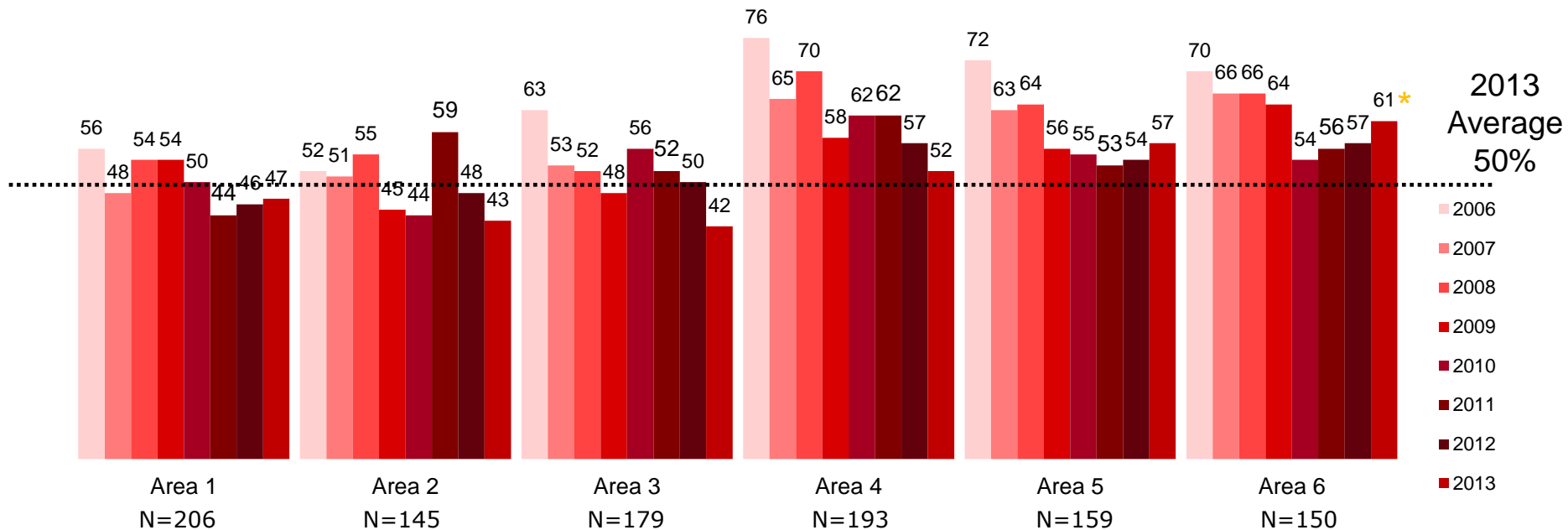


Source: Q6 How worried are you about each of the following in Merton?
Base: All adults (Merton 2013: 1032)

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



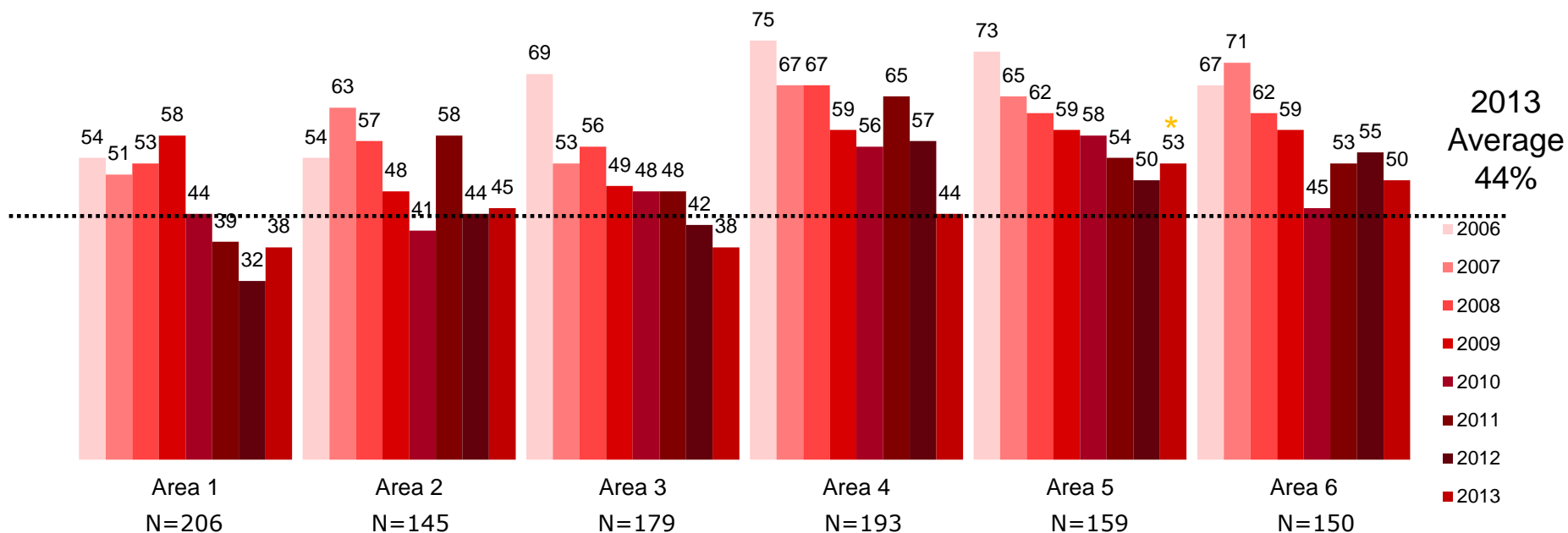
*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ...Crime
Base: All adults (Merton 2013: 1032)

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 2013: 1032)

Worry about drug users

% saying Very worried/ Fairly worried

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

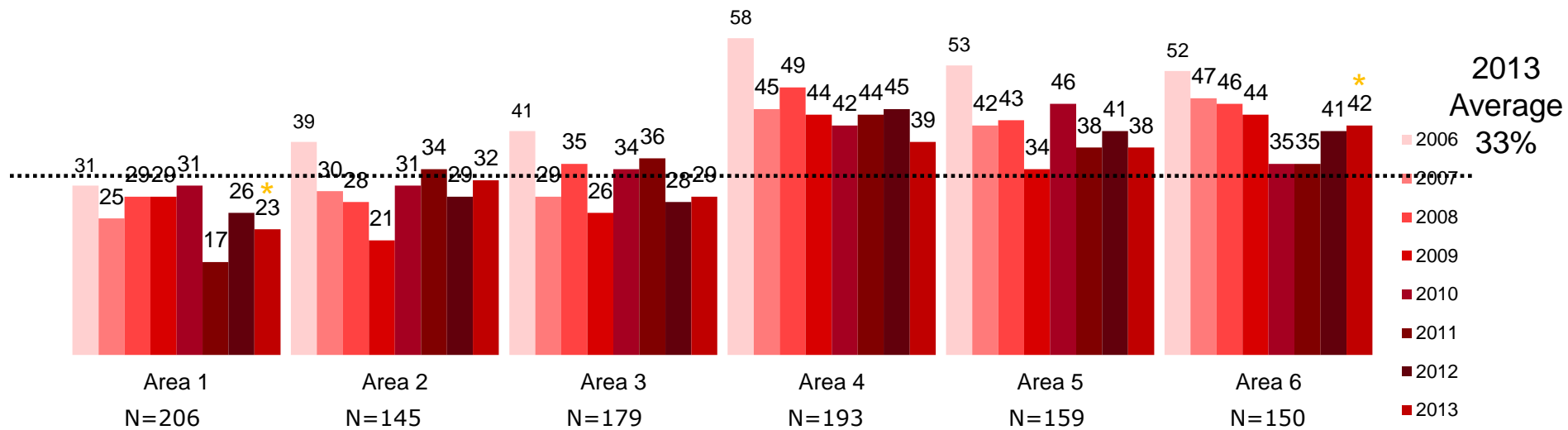
2: Dundonald/ Trinity/ Abbey

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 2013: 1032)

Worry about people being drunk and rowdy

% saying Very worried/ Fairly worried

1: Village/ Hillside/ Raynes Park/ Wimbledon Park

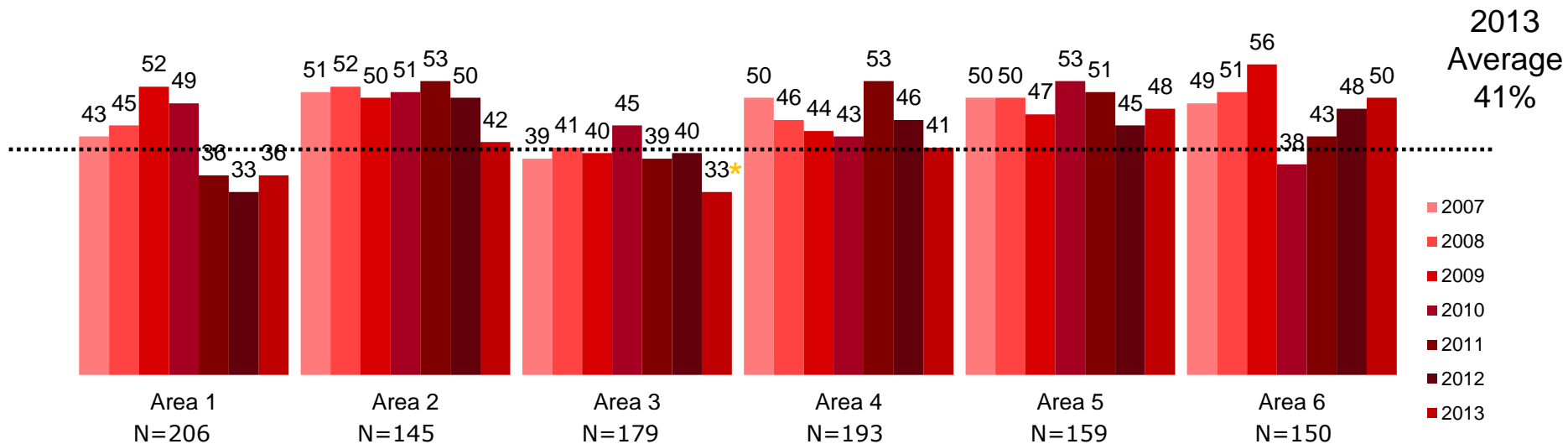
2: Dundonald/ Trinity/ Abbey

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

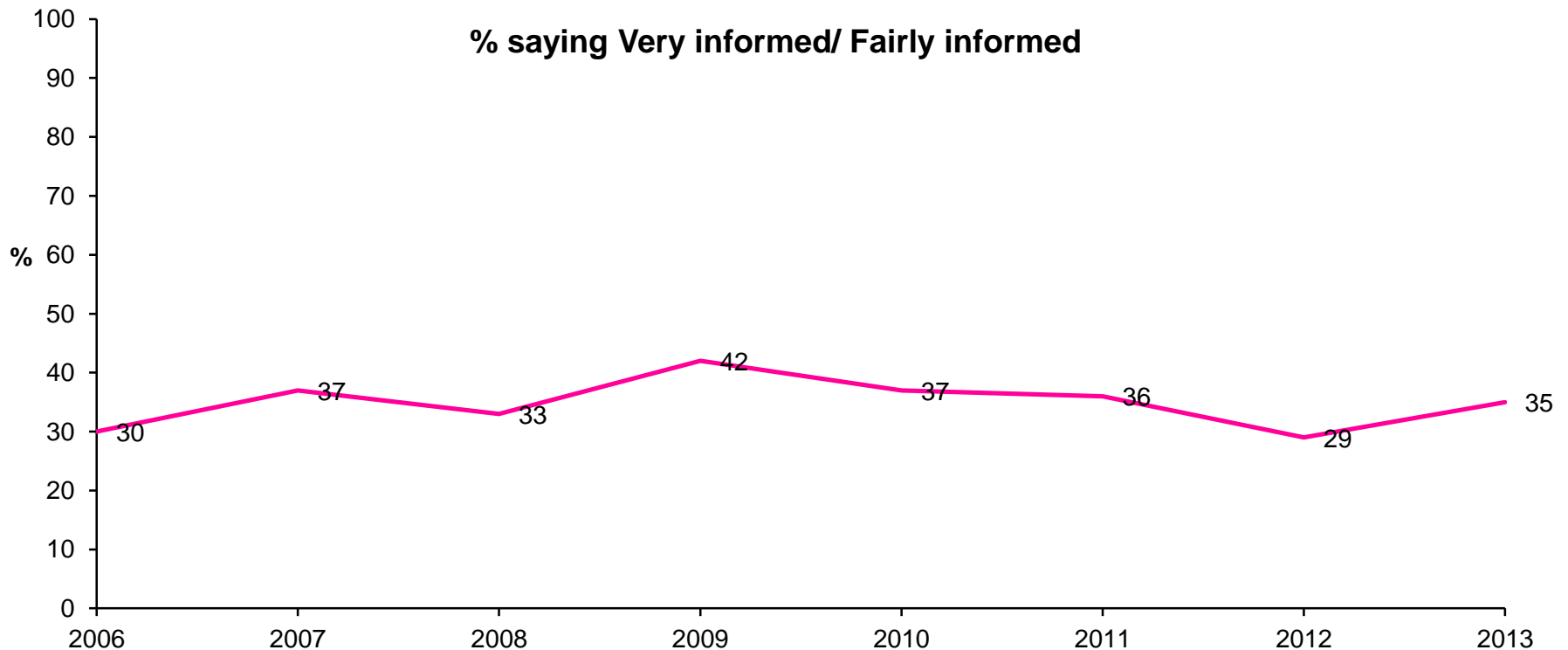


*Sig vs average

Source: Q6 How worried are you about each of the following in Merton? ...People being drunk and rowdy
All adults (Merton 2013: 1032)

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

Respondents feel better informed this year, after a fall in 2012

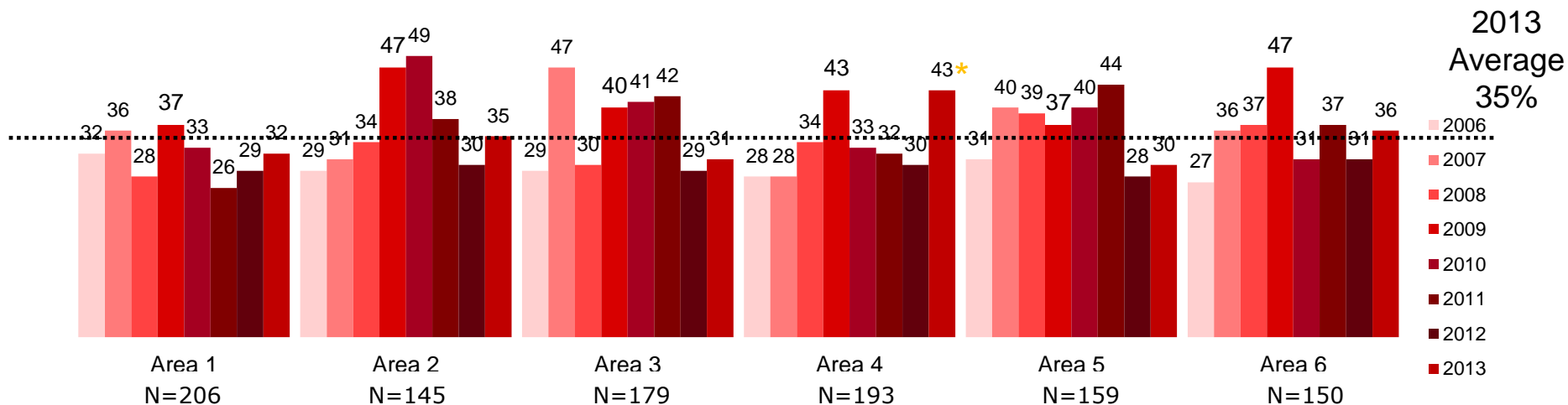


Source: Q7 How well informed do you feel about what is being done to tackle anti-social behaviour in your area?
Base: All adults (Merton 2013: 1032)

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 2013: 1032)

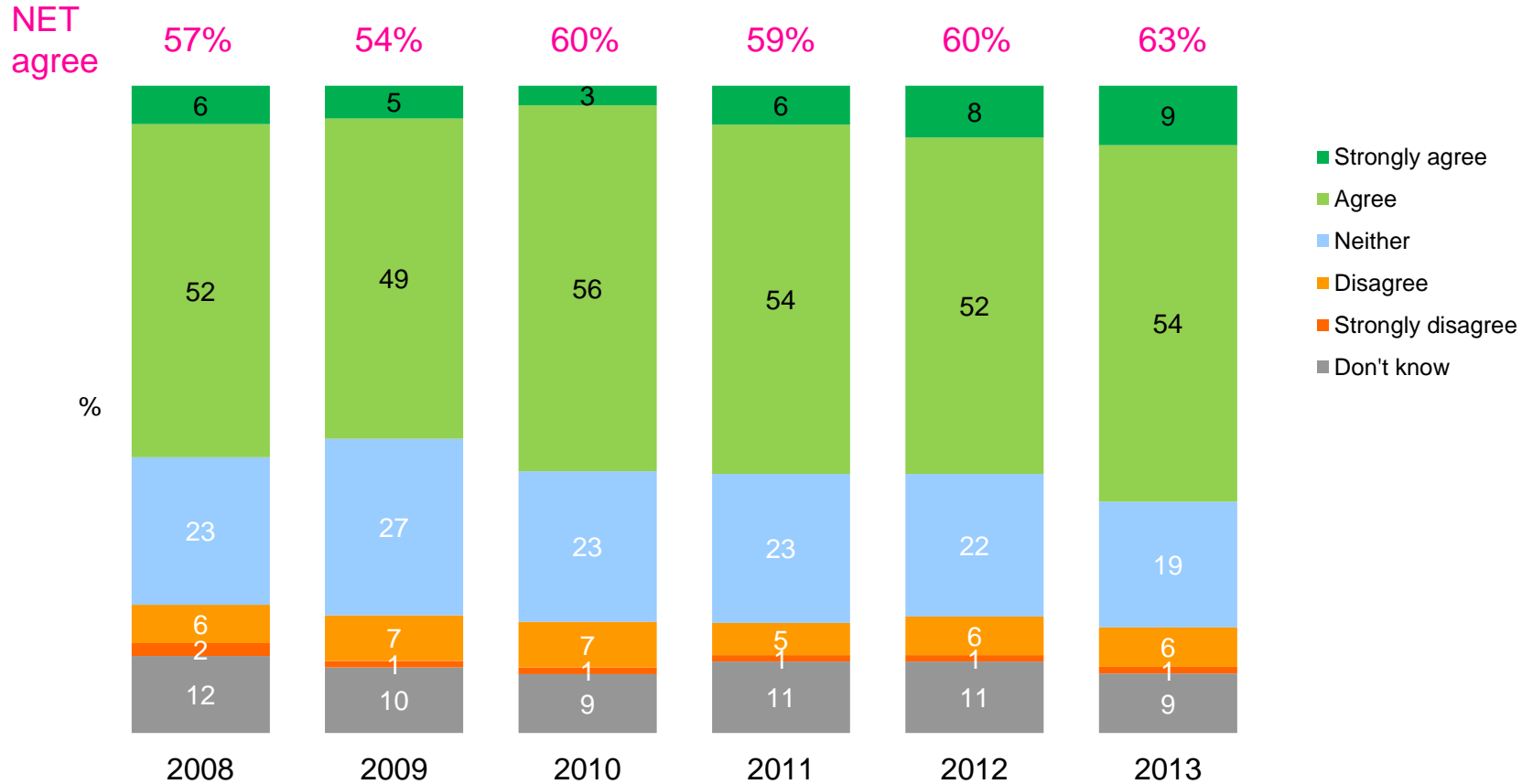
Merton Extra Questions: Tackling racism, social cohesion and respect



Summary – Tackling Racism, Social Cohesion and Respect

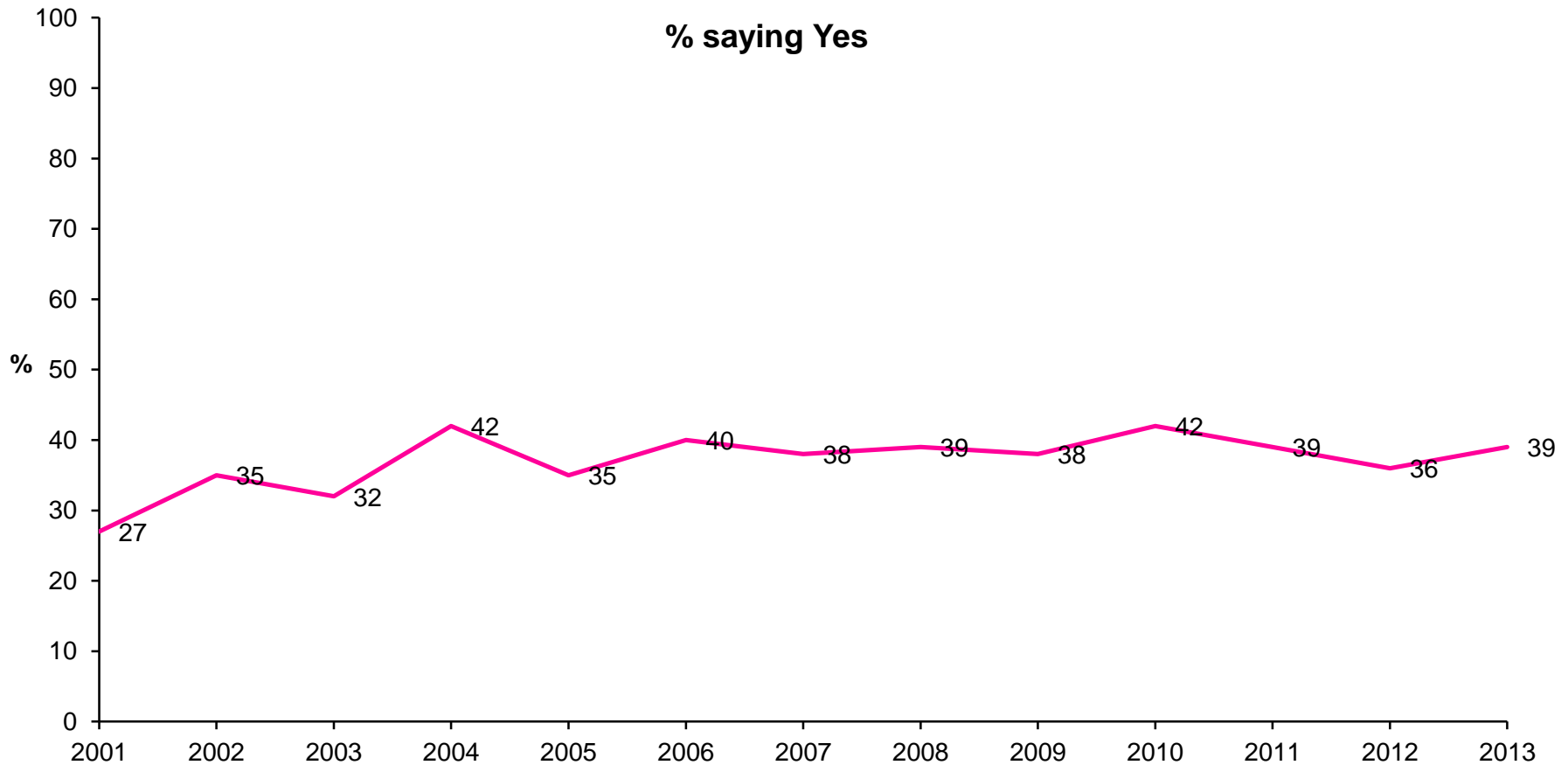
- The majority of respondents (63%) continue to agree that the council treats them in a fair and non discriminatory way.
- 14% of respondents feel that the council does not tackle racism, with around half (47%) not sure – however, as was the case in 2012, disagreement is higher among Black and Asian respondents (16% and 21% respectively). Disagreement amongst Black respondents has fallen 7% however.
- 90% of respondents feel that people from different backgrounds get on well together, with just 7% disagreeing with this statement. Disagreement is lower among Black respondents, with 3% disagreeing.
- There is high agreement that people in the local area treat each other with respect and consideration (91%), and agreement is significantly higher among higher social grade respondents (AB=96%)

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



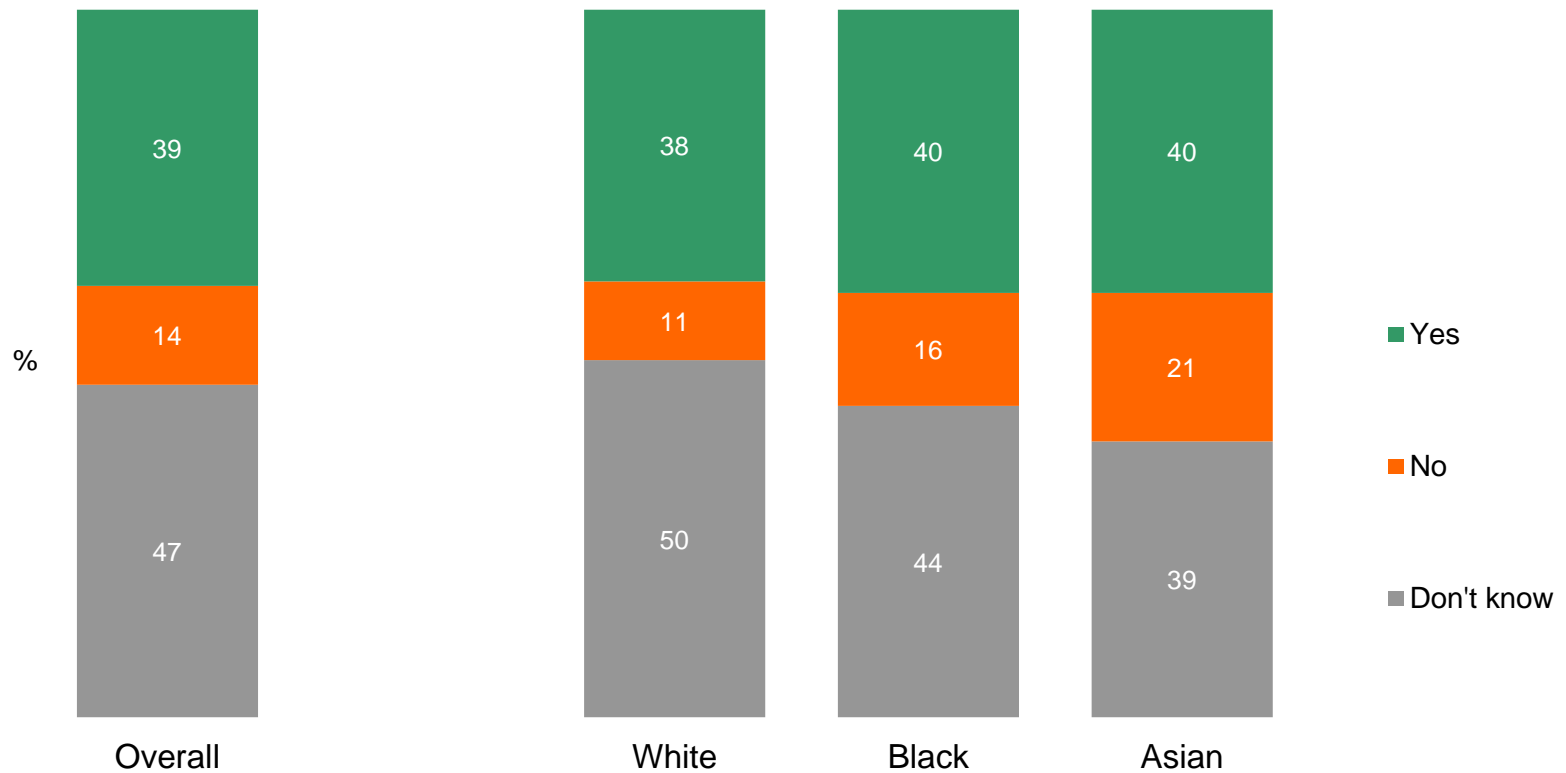
Source: Q8 Do you agree that Merton Council treats people in a fair and non-discriminatory way?
Base: All adults (Merton 2013: 1032)

Whether people think that the council tackles racism



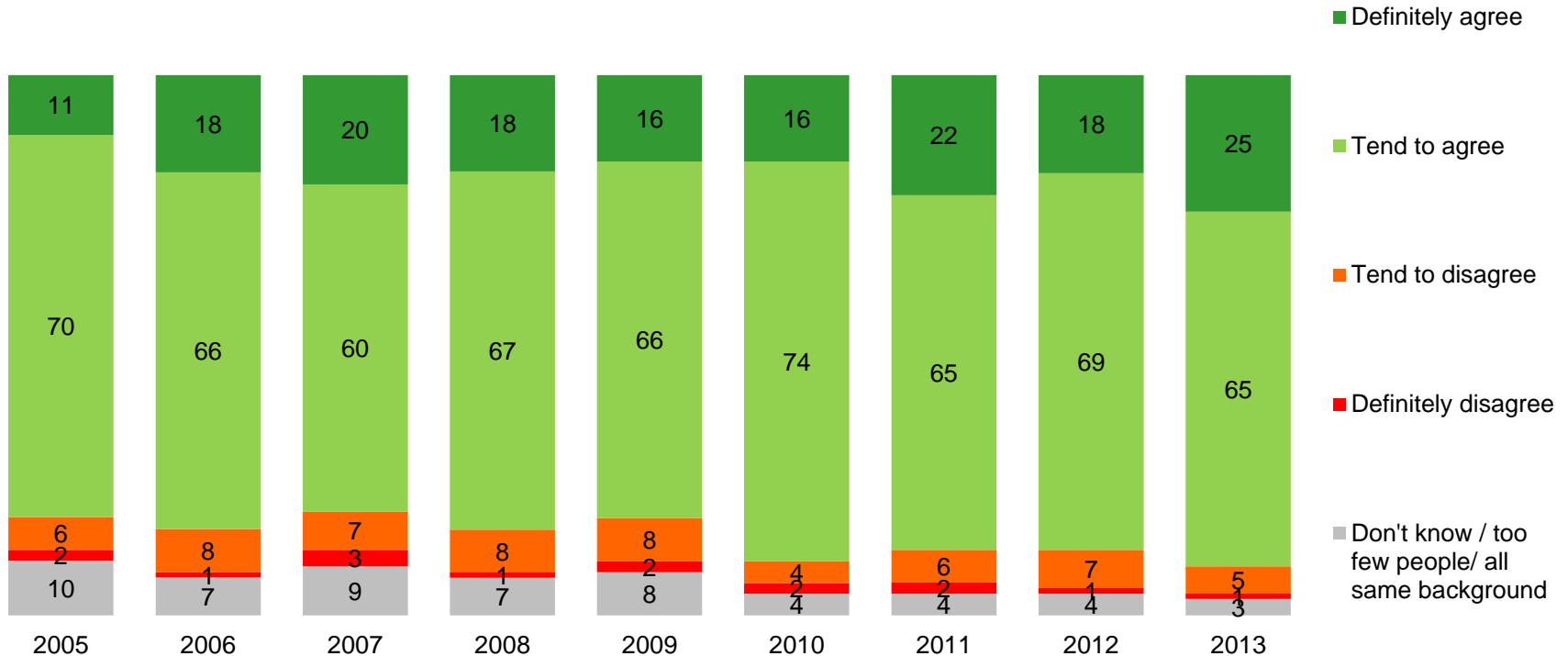
Source: Q10 In your opinion do you think that Merton Council tackles racism or not?
Base: All adults (Merton 2013: 1032)

Whether people think that the council tackles racism



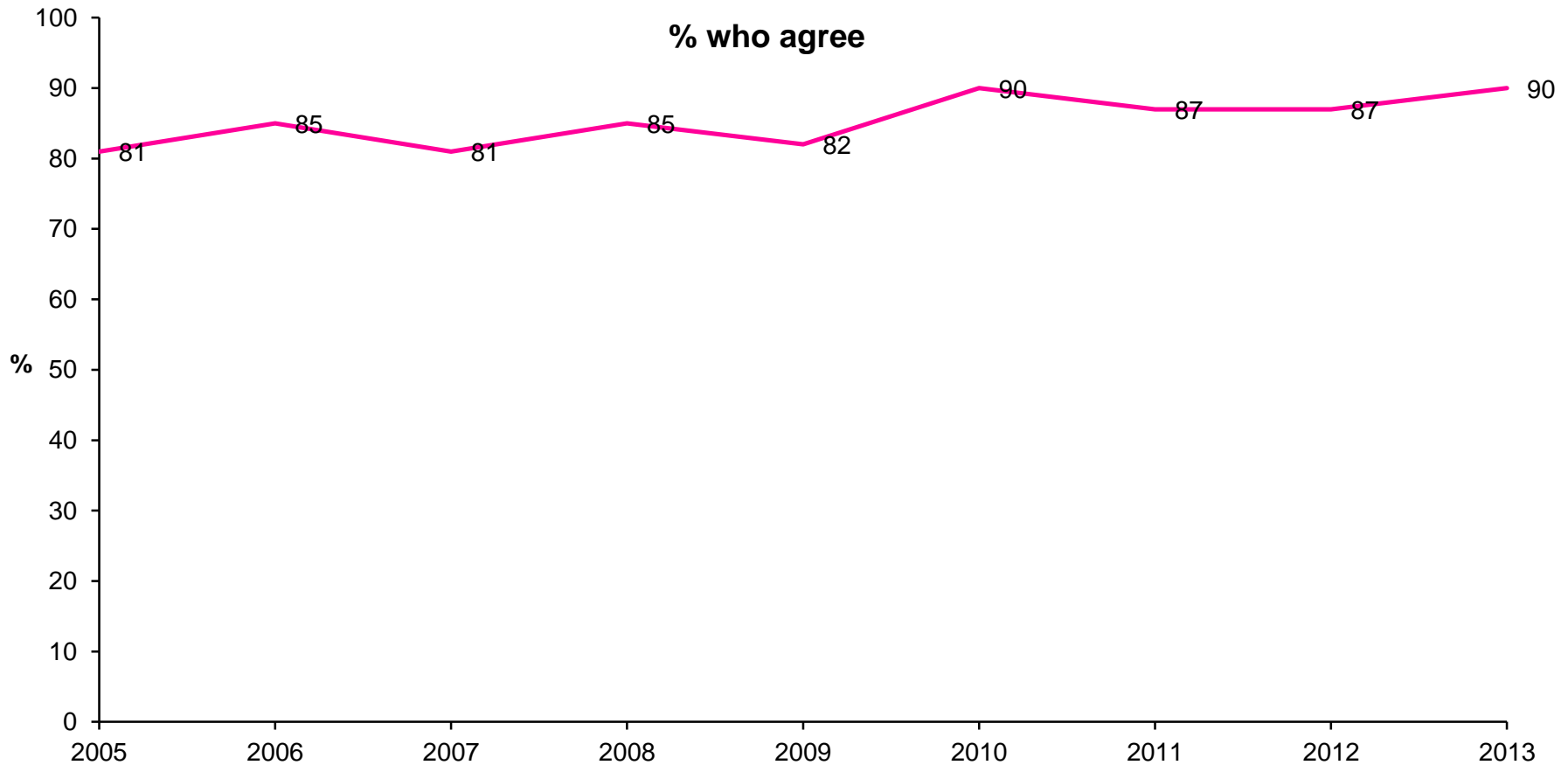
Source: Q10 In your opinion do you think that Merton Council tackles racism or not?
Base: All adults (Merton 2013: 1032); White (647) Asian (224) Black (122)

Agreement that people from different backgrounds get on well together



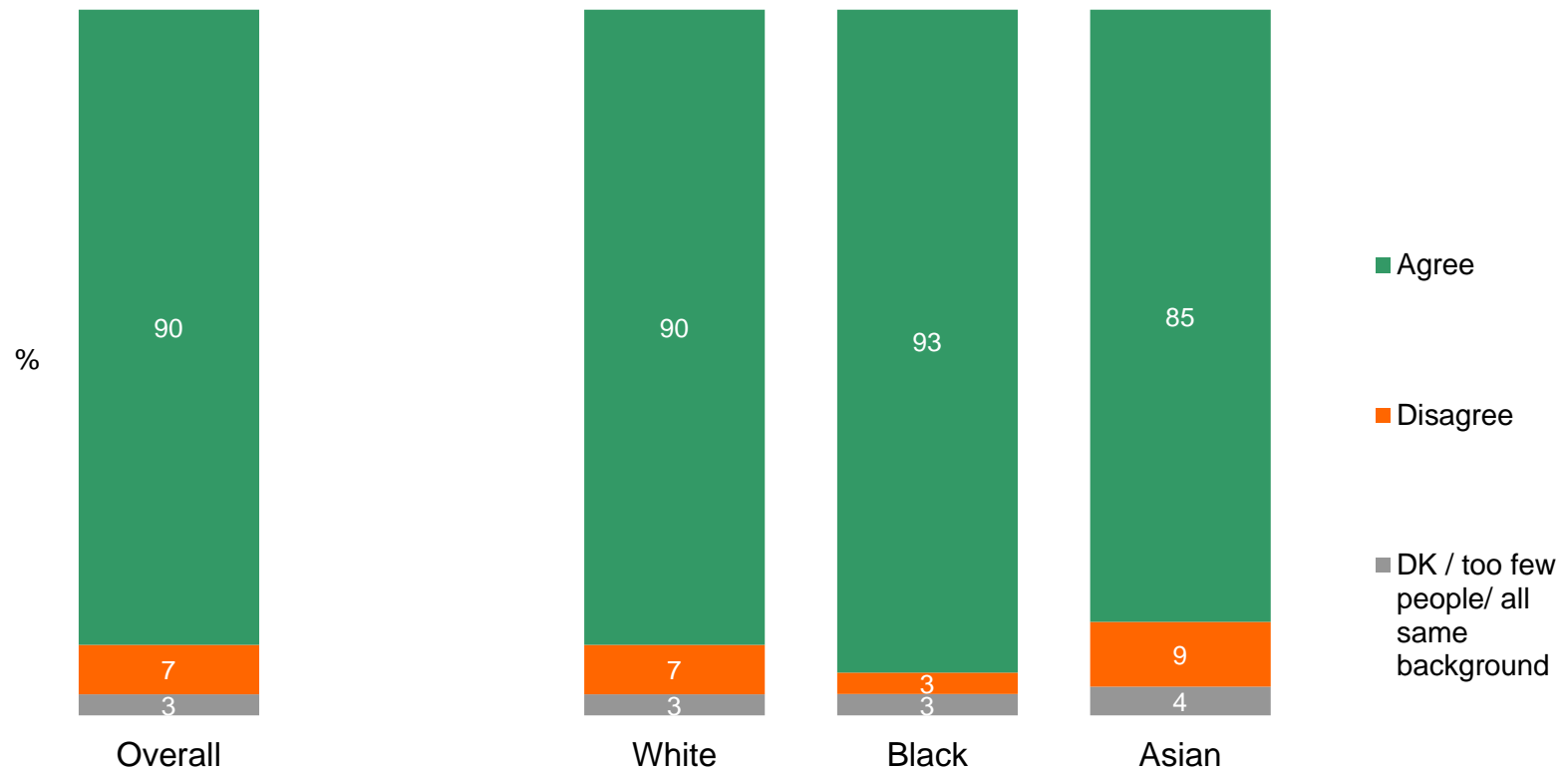
Source: PS18a To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?
 Base: All adults (Merton 2013: 1032)

Agreement that people from different backgrounds get on well together



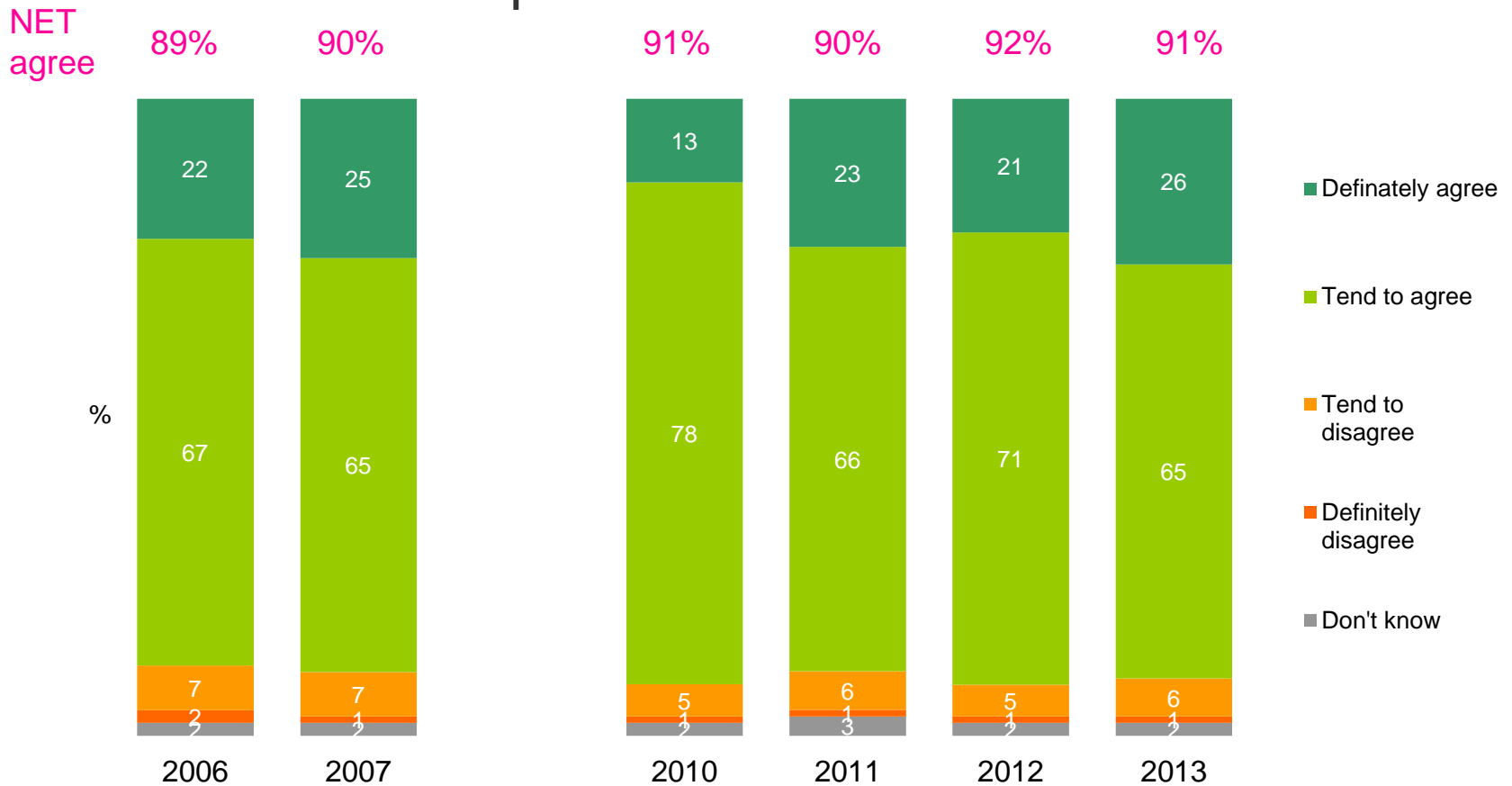
Source: PS18a To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?
Base: All adults (Merton 2013: 1032)

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 2013: 1032) White (647) Asian (224) Black (122)

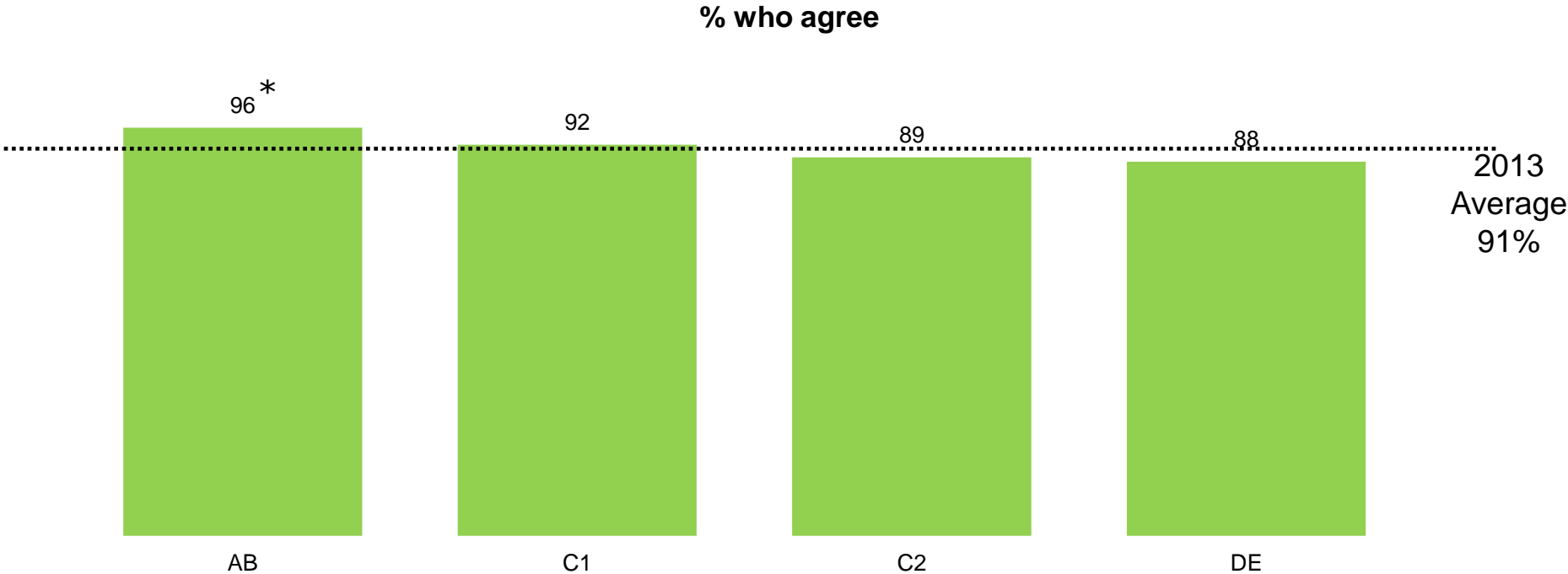
Agreement that people in local area treat each other with respect and consideration



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 2013: 1032)

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 (1032) Social grade AB (233) C1 (322) C2 (194) DE (283)

Young Persons Survey



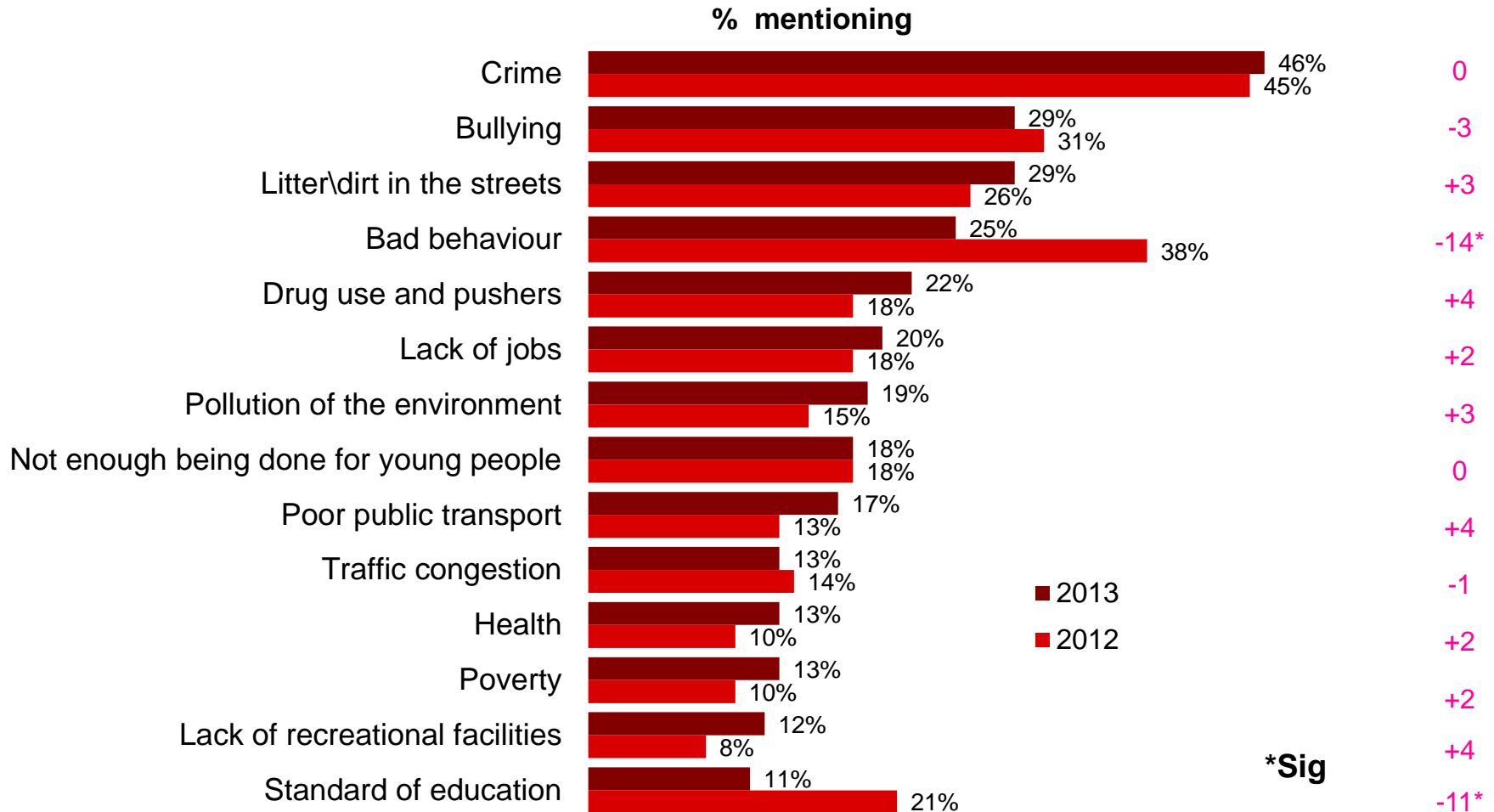
Summary – Young People’s Survey

- Young people’s concerns are similar to those of adults, with crime the biggest concern. Bullying also remains a key concern but the level of concern on standard of education and bad behaviour has fallen significantly this year.
- The level of concern about pollution is significantly higher than the London average. The same is true of concerns over litter and health services.
- Merton council continues to be viewed fairly positively by young residents, with 74% feeling they get the services they need (up 2% points from 2012). 85% 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 listens to their concerns when compared to the London-wide average.
- There are no significant differences in ratings scores for any services in 2013 versus 2012, but it is interesting to note that scores for 10 of the services surveyed fell slightly.
- Political involvement amongst young people appears to have increased, with significantly more young residents saying they have been a member of a school council and taken part in campaigning than in 2012.
- As with adults, feeling safe in the local area is a key factor that contributes to young peoples’ feelings of health and wellbeing, over half of young residents feeling this is an area where improvement is required.
- Young people are more likely to want to be involved in sports activities, places to meet friends/others and parks & playgrounds than in 2012, with these local facilities being well regarded.

Young people's personal concerns

Concern about bad behaviour has decreased this year

Change from
2012/13 (% pts)

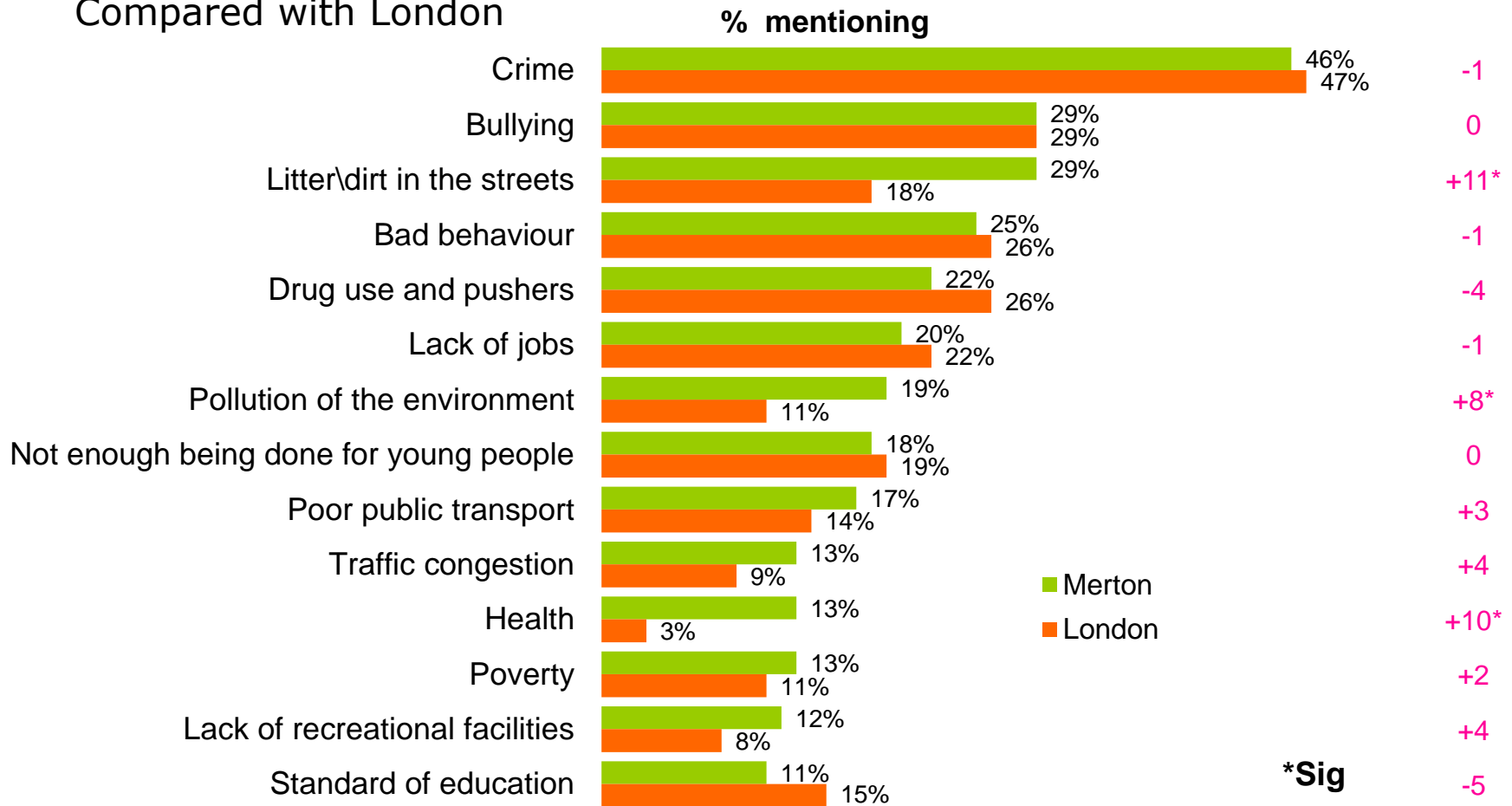


Source: QY1 Which three of these are you personally most concerned about?
Base: All young persons aged 11-17yrs (2013: 265; 2012: 248)

Young people's personal concerns

Difference to London (% pts)

Compared with London

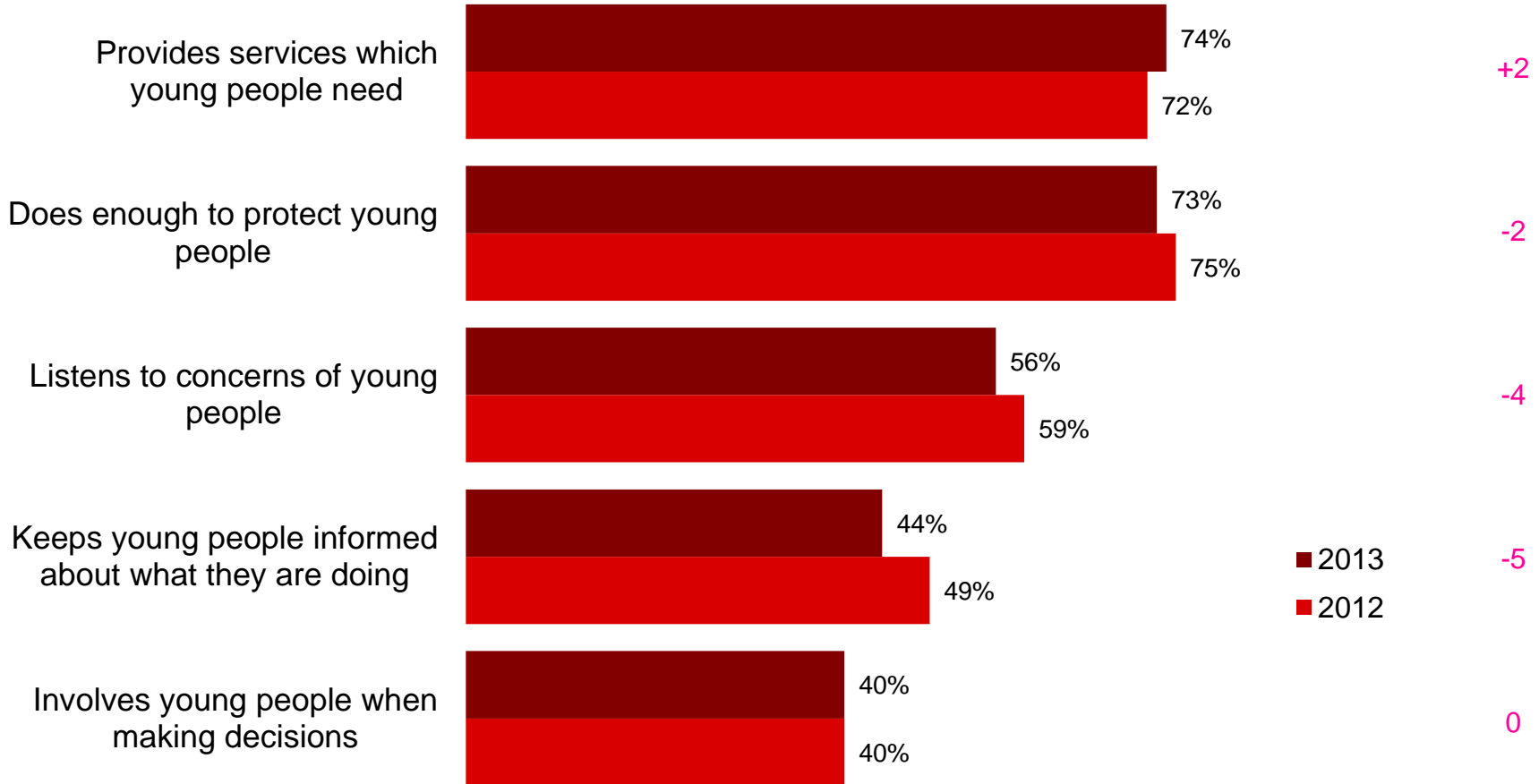


Source: QY1 Which three of these are you personally most concerned about?
 Base: All young persons aged 11-17yrs (Merton:265; London: 258)

Young people's image of the council

Change from
2012/13 (% pts)

% saying a great deal/ some extent



No significant differences from 2012/13

Source: QY3 To what extent do you think these statements apply to your borough?

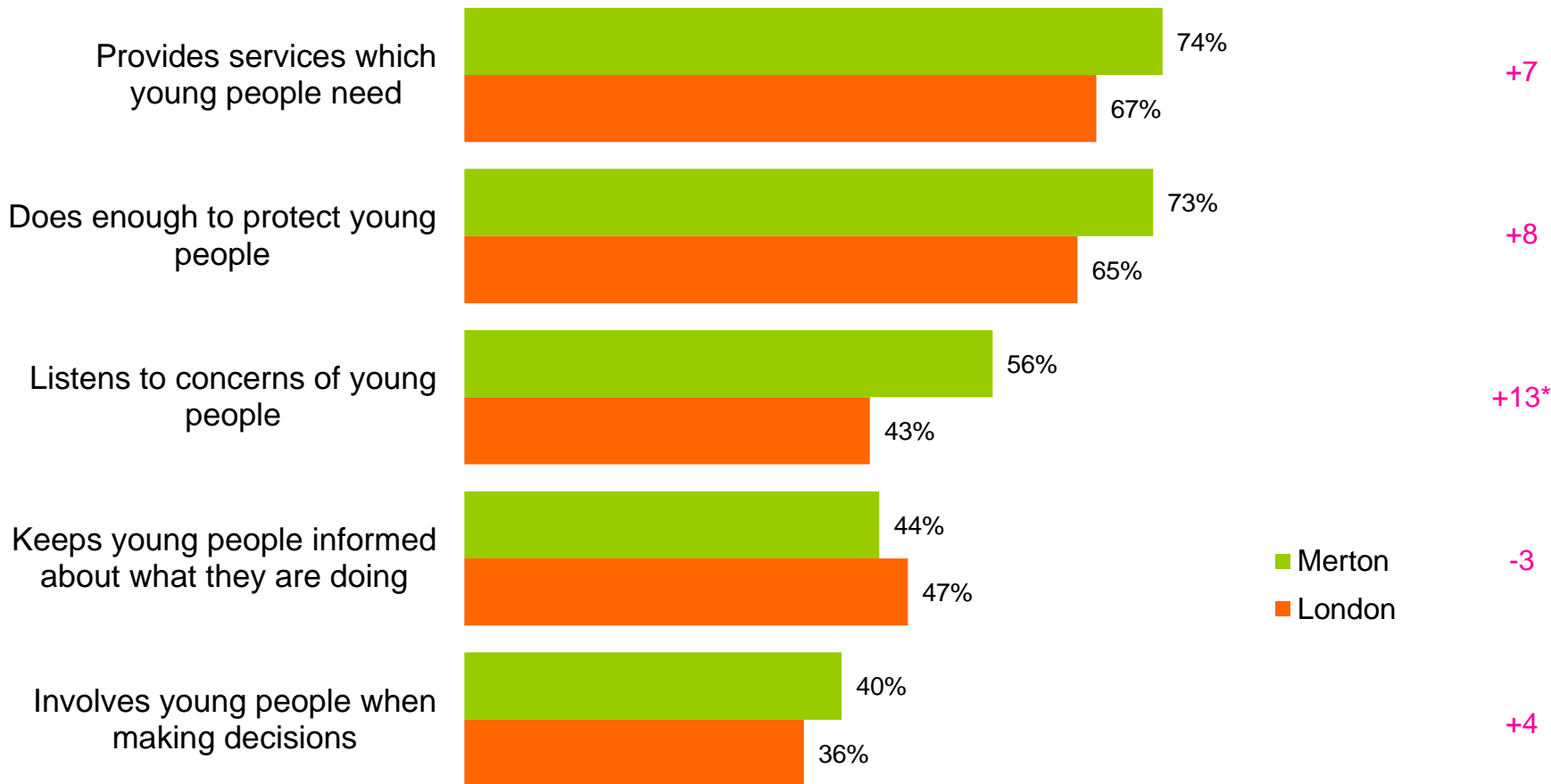
Base: All young persons aged 11-17yrs who know a lot or a little about the Council (2013: 176, 2012: 172)

Young people's image of the council

Compared with London

% saying a great deal/ some extent

Difference to London (% pts)

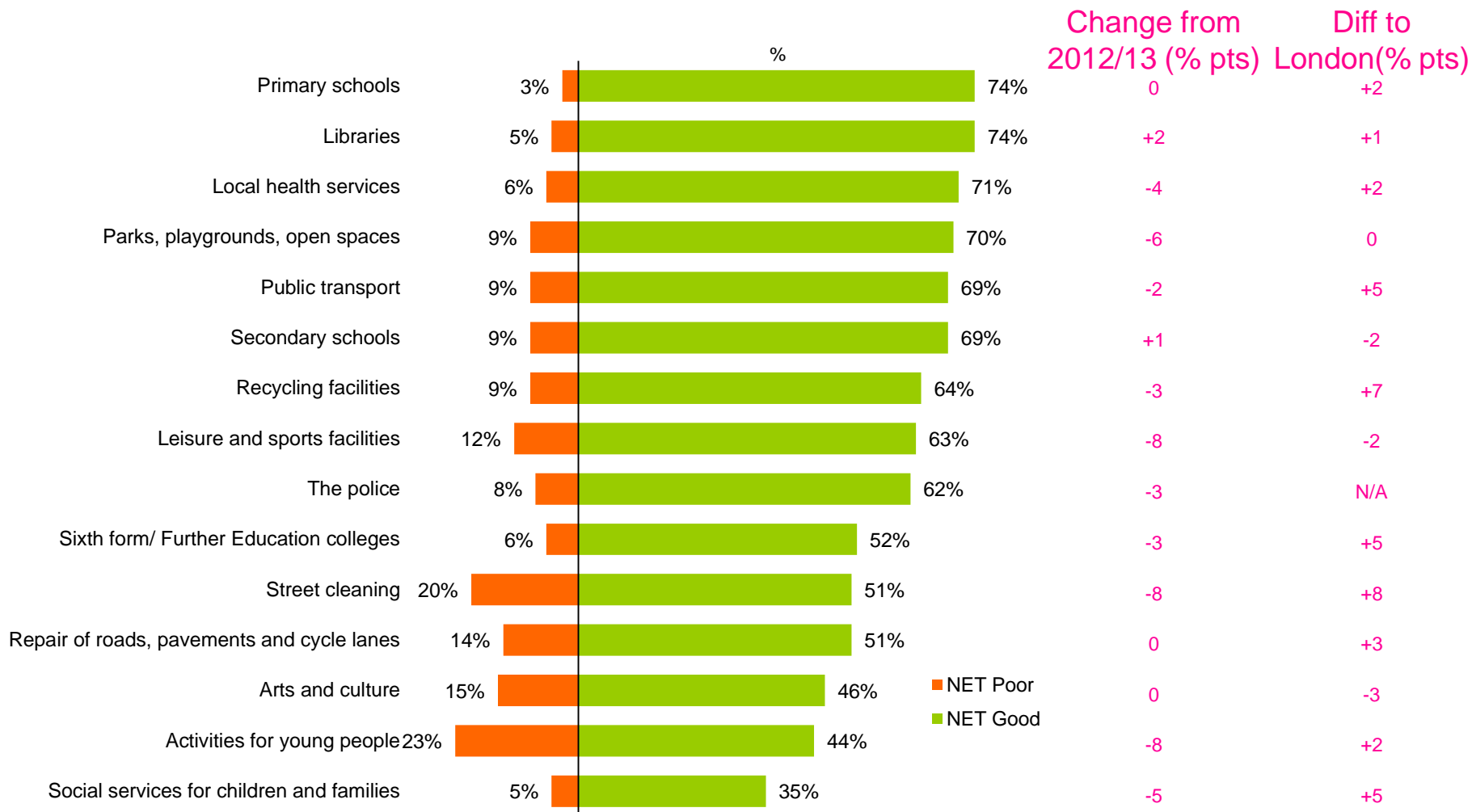


■ Merton
■ London

*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:176 ; London: 177)

Young people's perceived service delivery

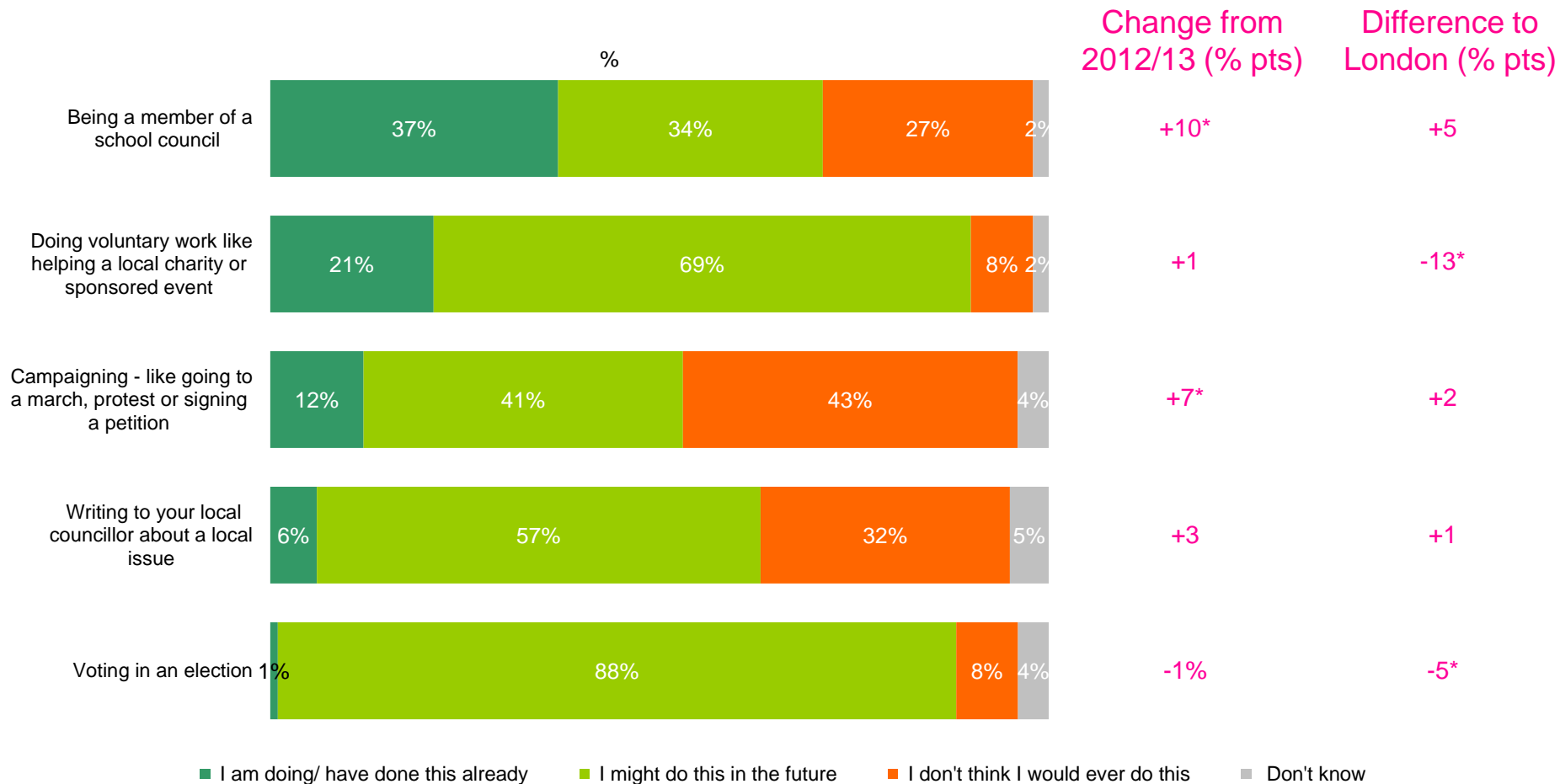


No significant differences from 2012/13 or to London

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:265, London: 258)

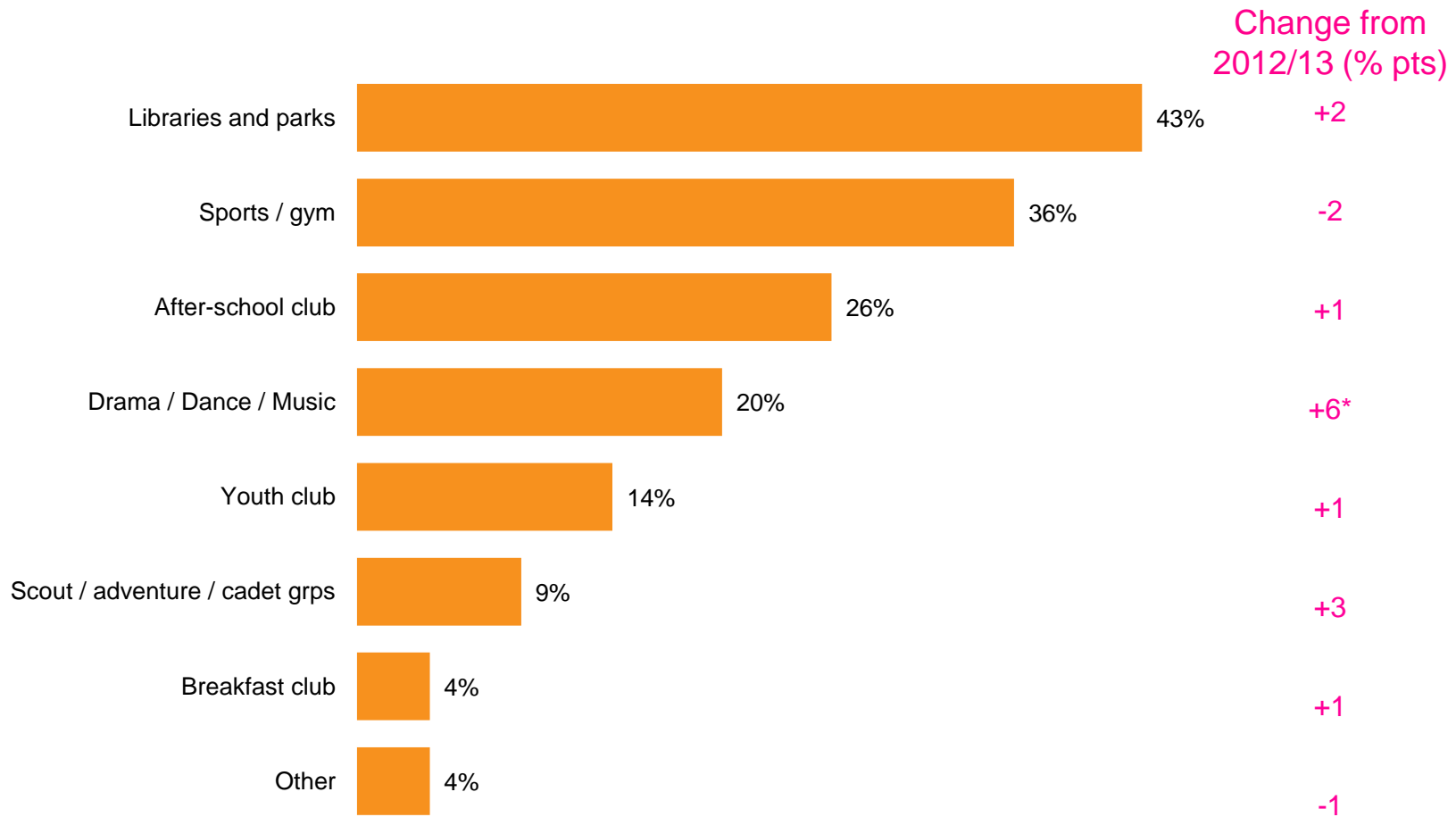
Young people and political involvement



*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: 265, London: 258)

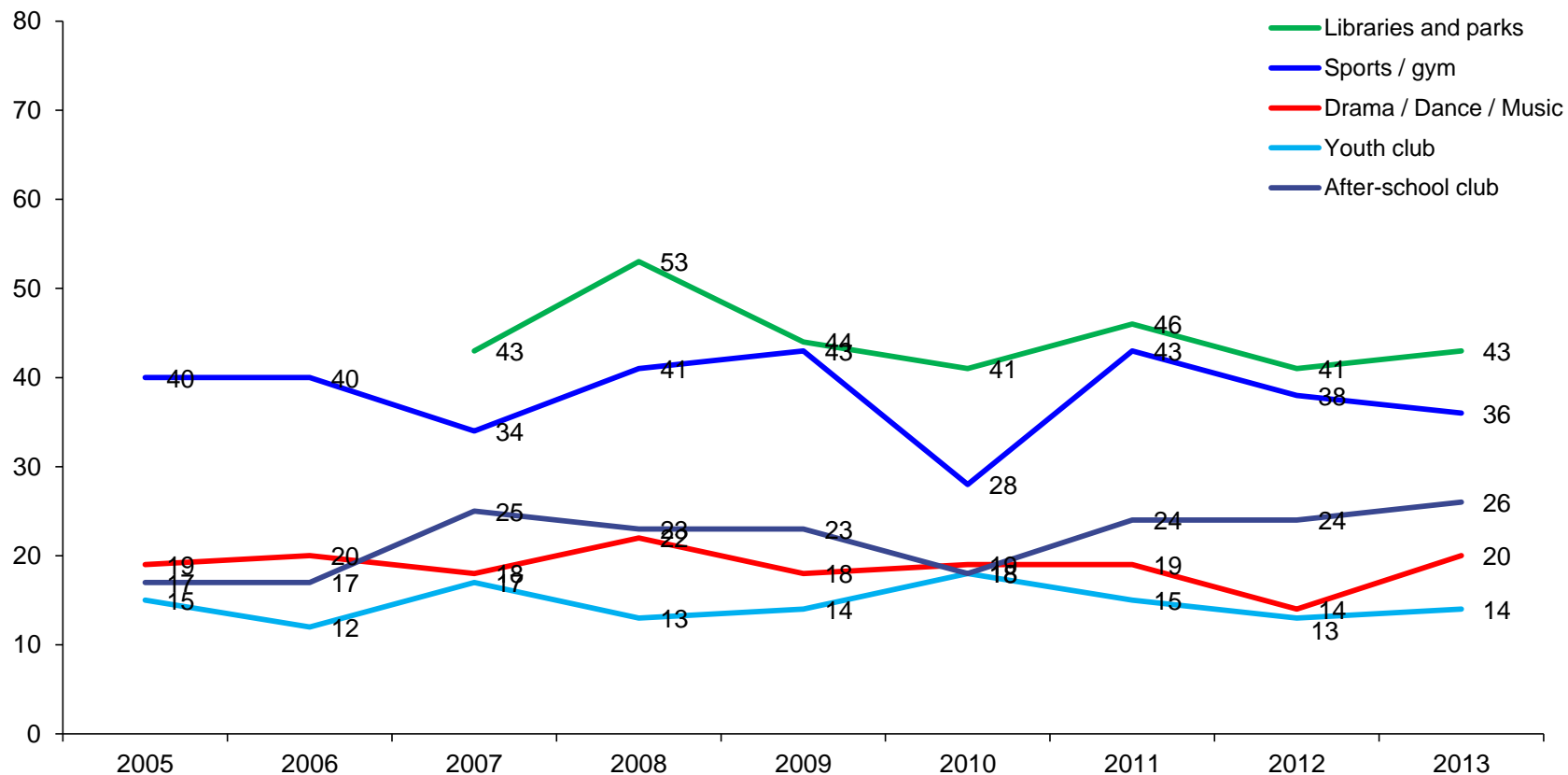
Out of school activities attended



*Sig

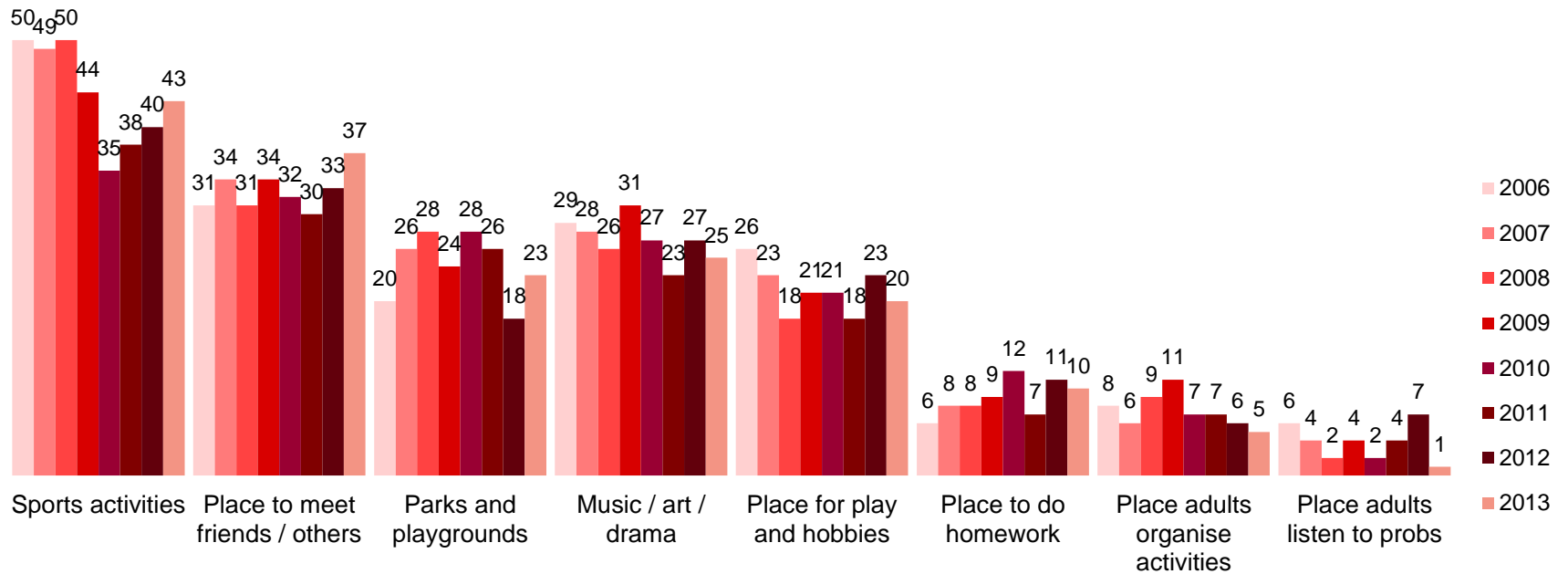
Source: QY6 Do you attend any of the following out of school activities?
 Base: All young persons aged 11-17yrs (2013: 265; 2012: 248)

Out of school activities attended



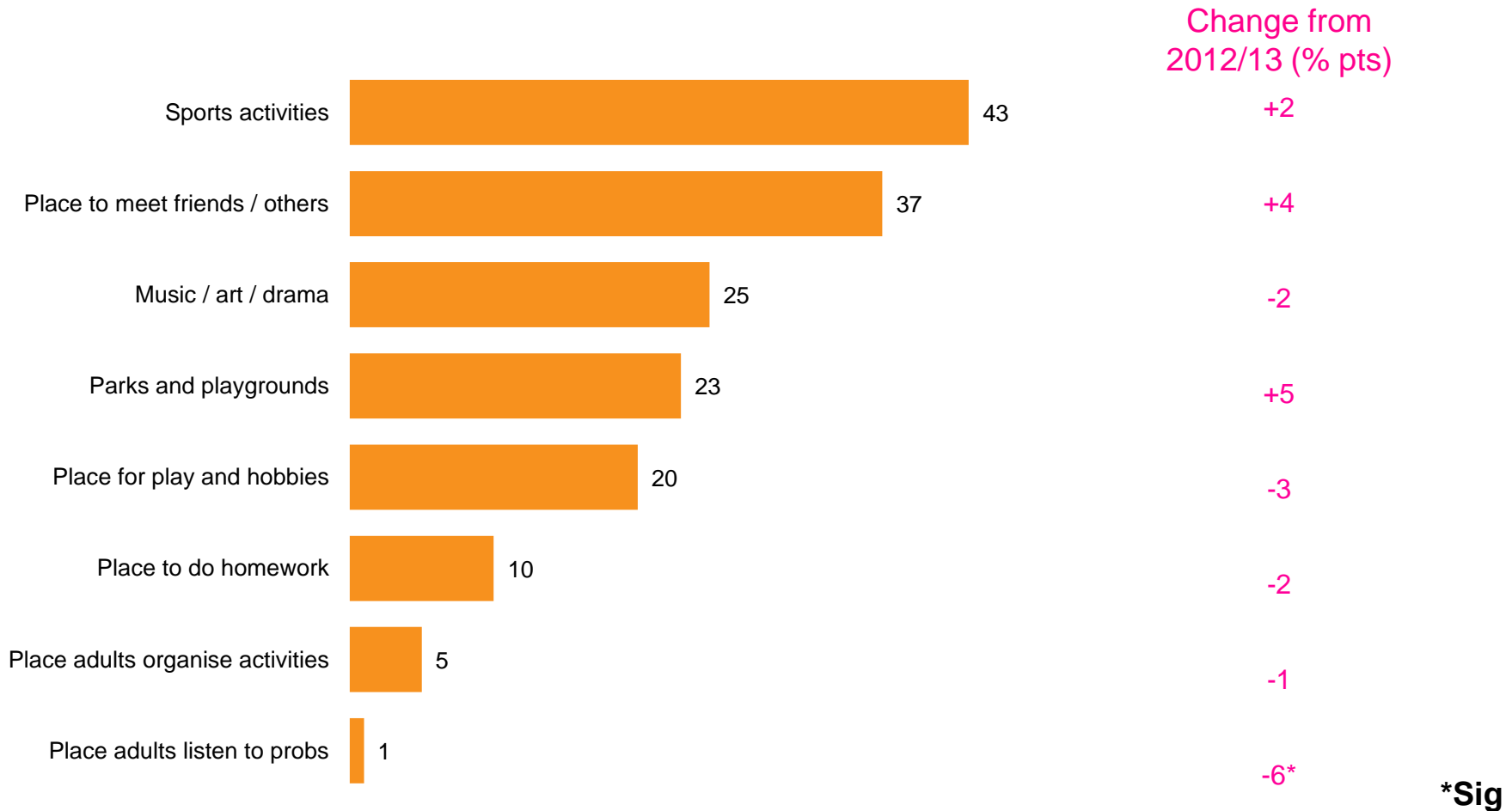
Source: QY6 Do you attend any of the following out of school activities?
Base: All young persons aged 11-17yrs (2013: 265)

Activities young people would like to be involved in



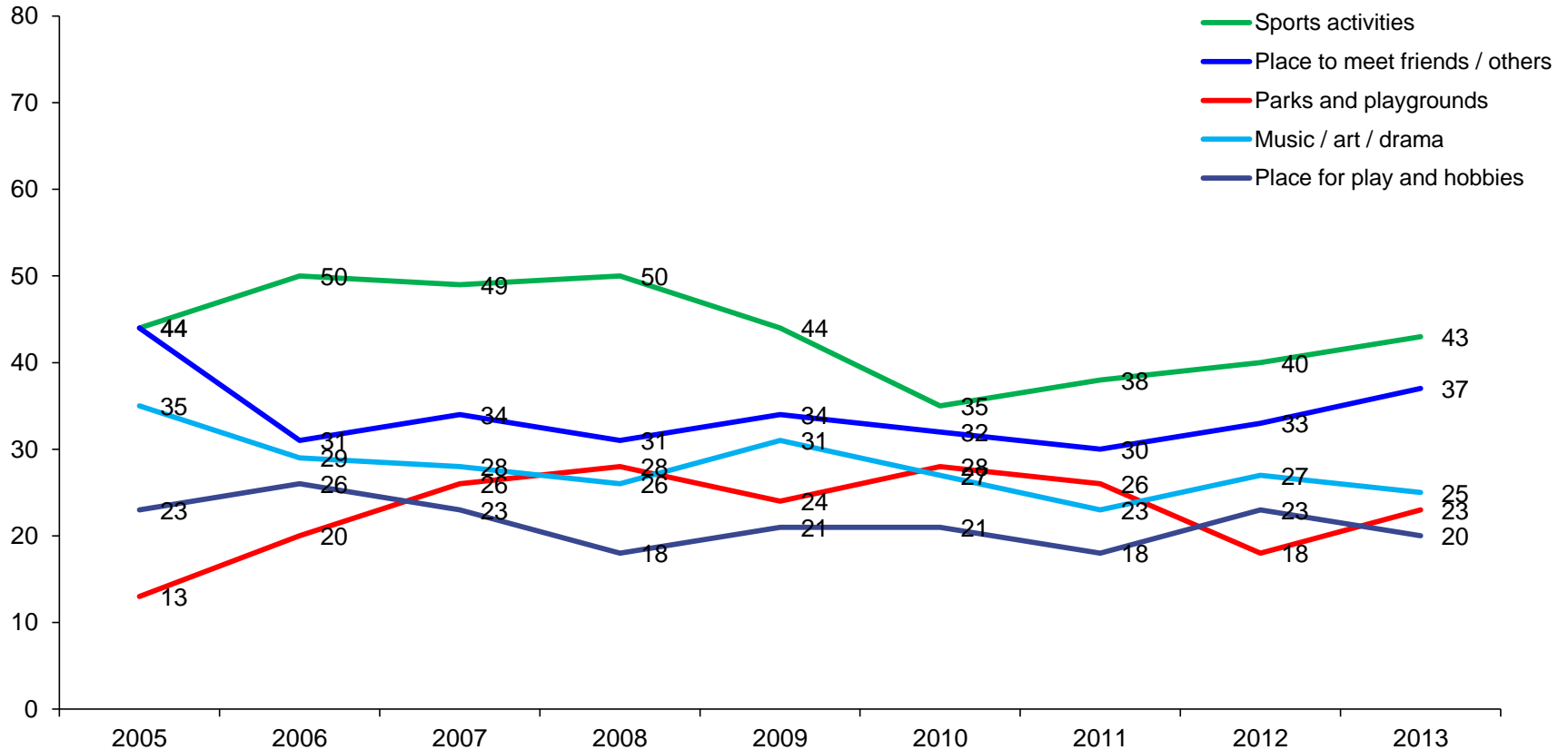
Source: QY7 Which of the following activities would you like to attend out of school hours?
 Base: All young persons aged 11-17yrs (Merton 2013: 265)

Activities young people would like to be involved in



Source: QY6 Do you attend any of the following out of school activities?
 Base: All young persons aged 11-17yrs (2013: 265; 2012: 248)

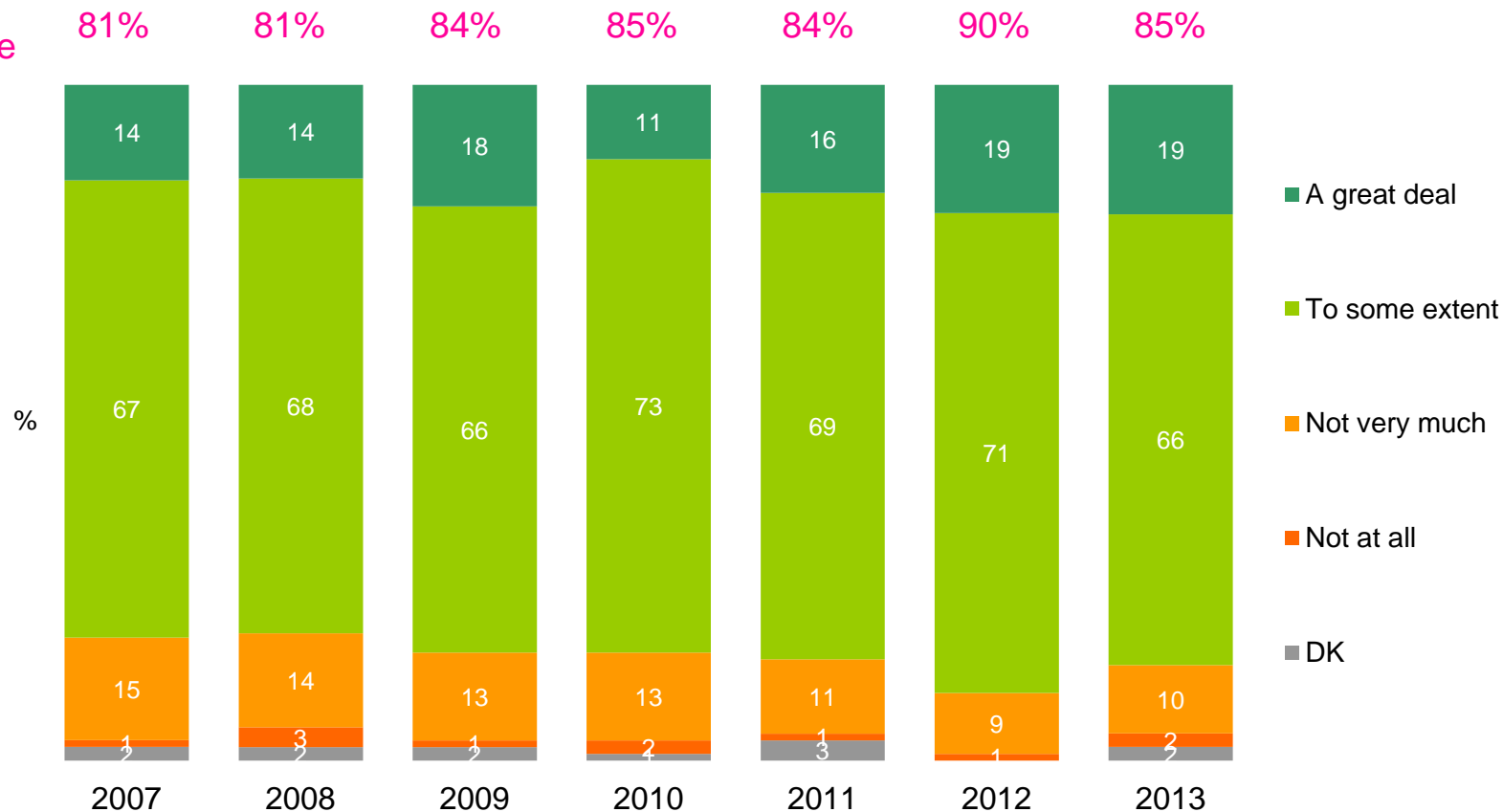
Activities young people would like to be involved in



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

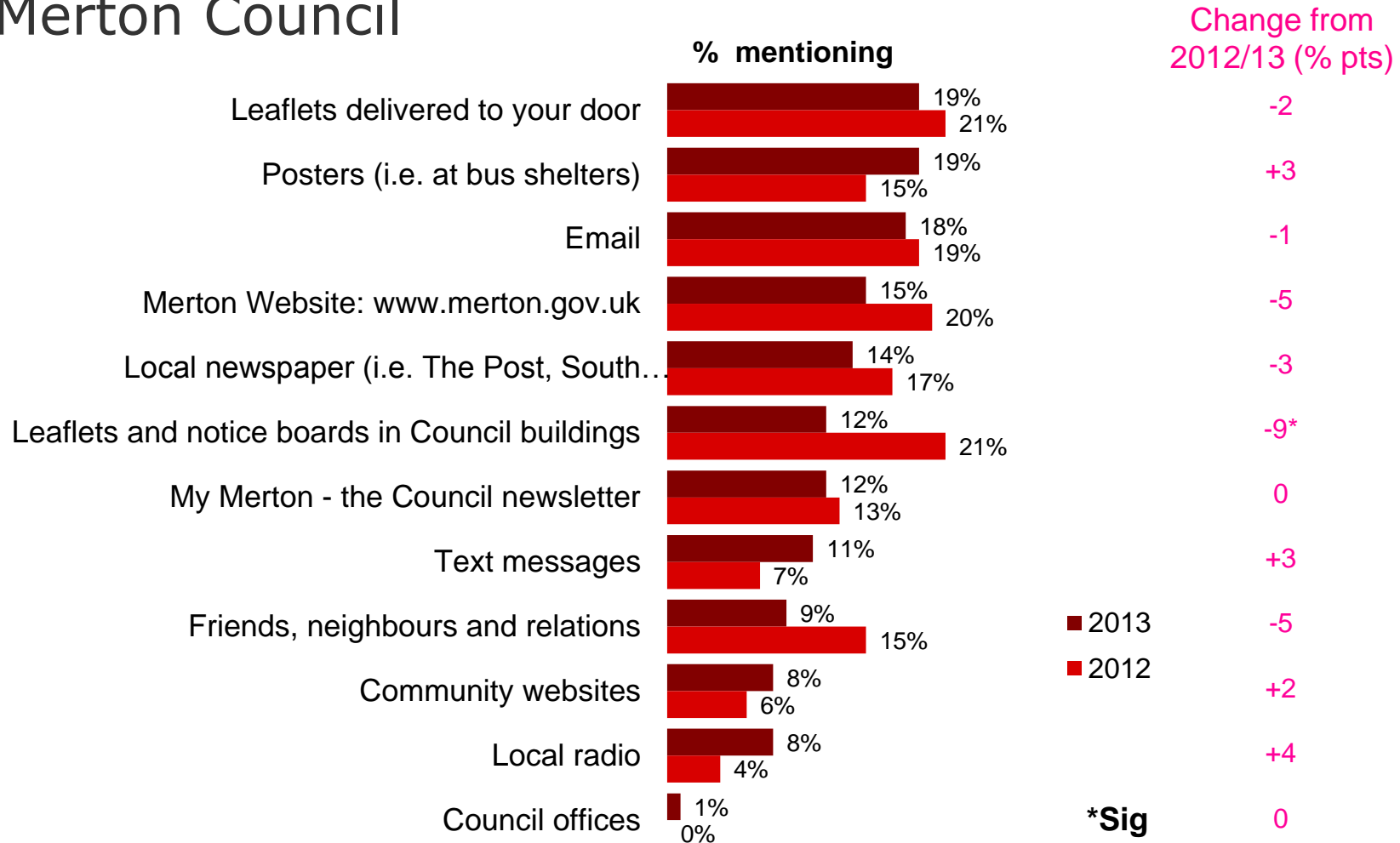
Agreement that Merton is a good place for young people to live

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 2013: 265)

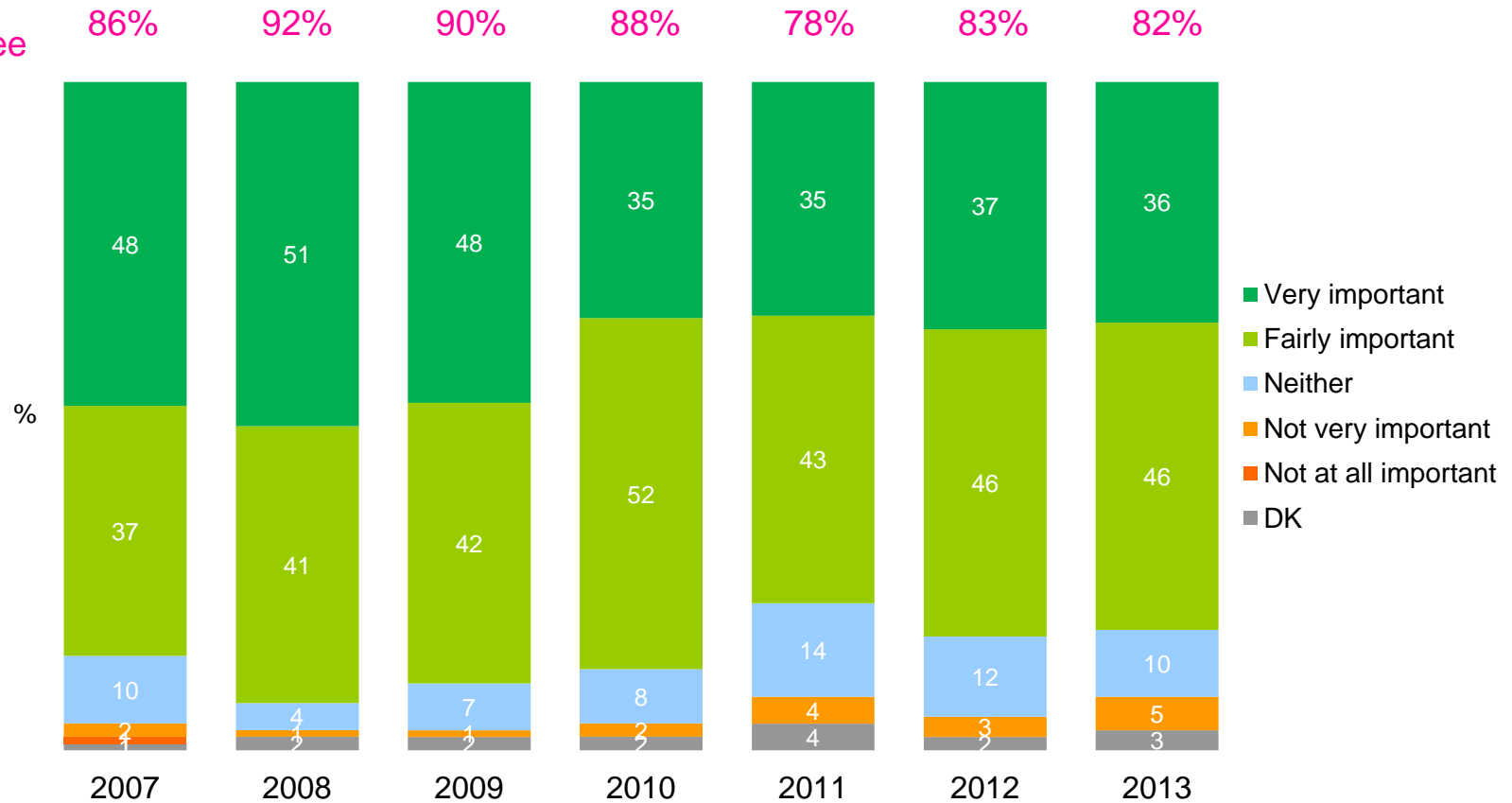
Preferred method of getting more information about Merton Council



Source: QY9 How would you prefer to get most of your information about Merton Council?
Base: All young persons aged 11-17yrs (2013: 265; 2012: 248)

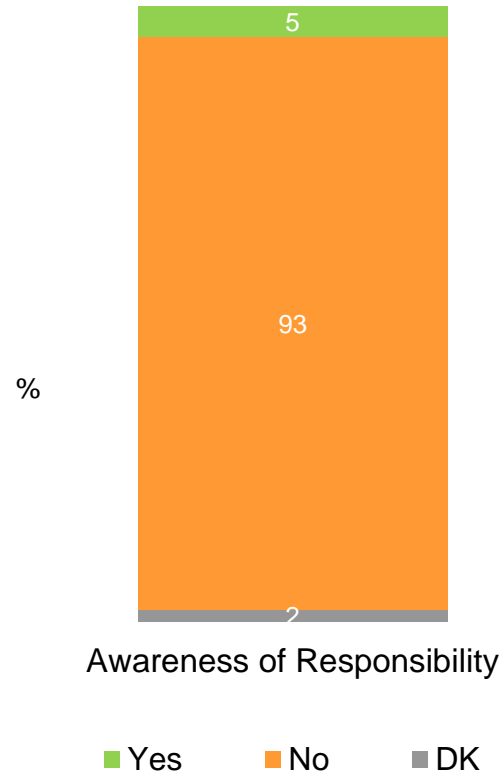
Importance of council looks after environment

NET agree



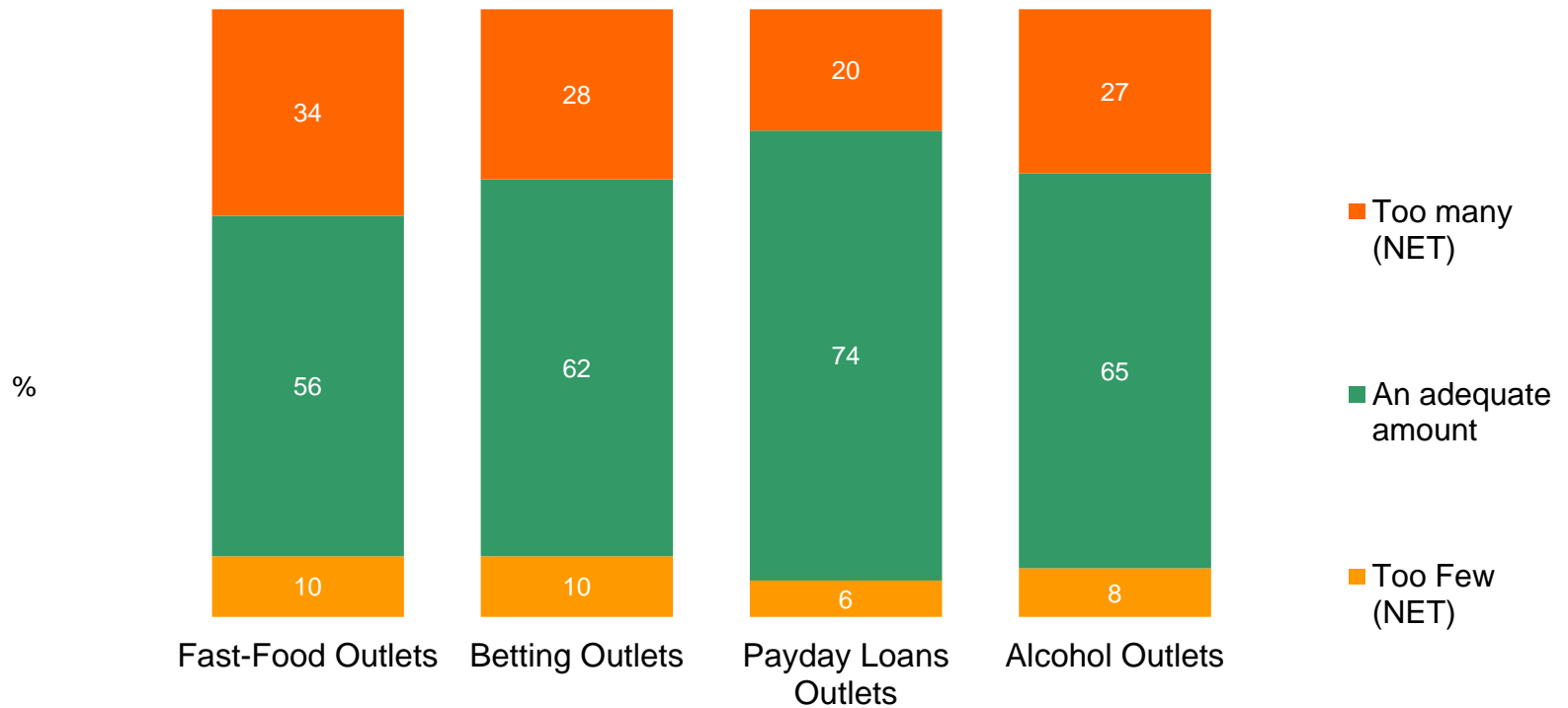
Source: QY10 How important is it to you that the Council looks after the environment through policies such as recycling and energy saving?
 Base: All young persons aged 11-17yrs (Merton 2013: 265)

Awareness of new Council responsibility...



Source: QY12c From April 2013, Merton Council has a new responsibility for improving the health of local residents. Were you aware of this new responsibility?
Base: All young persons aged 11-17yrs (Merton 2013: 265)

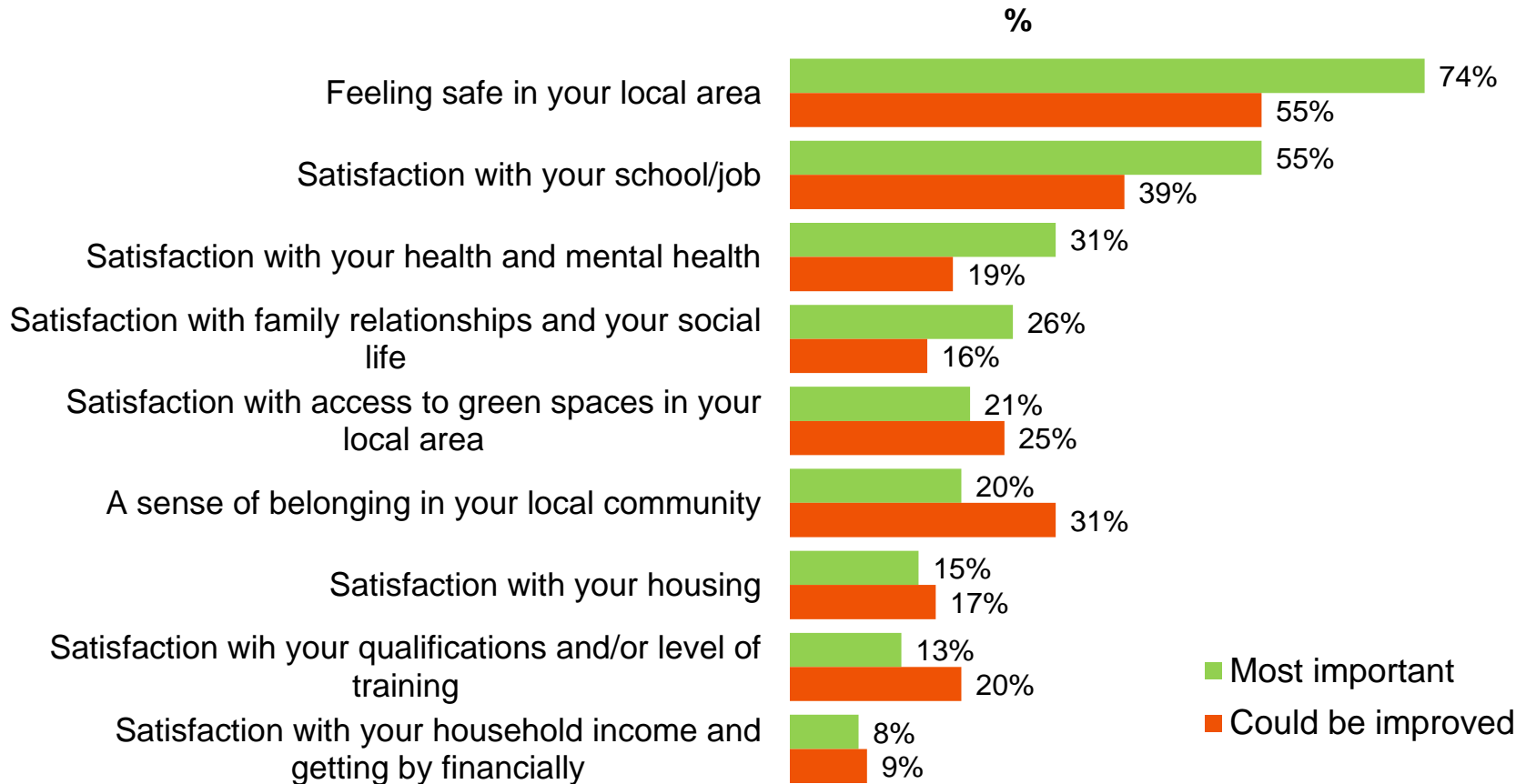
Views on the number of...



Source: QY12d What are your views on the number of the following in your area?
Base: All young persons aged 11-17yrs (Merton 2013: 265)

Features needing improving in Merton

Merton 2013/14



Source: QY12a Which three of the following factors do you think are the most important to your own sense of health and wellbeing?
 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 2013: 265)