Research Report

Resident Survey 2018

Prepared for: London Borough of Islington

Prepared by: BMG Research

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www.bmgresearch.co.uk

Project: 1461

Registered in England No. 2841970

Registered office:

BMG Research
Beech House
Greenfield Crescent
Edgbaston
Birmingham
B15 3BE
UK

Tel: +44 (0) 121 3336006

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1 Introduction

1.1 Background

This report summarises the results of the Residents Survey carried out amongst Islington residents in January-February 2018 by BMG Research on behalf of the London Borough of Islington. This research was carried out door-to-door by BMG interviewers and follows previous residents research conducted by post in 2009 and telephone in 2014 and 2015.

1.2 Sampling

Within the Index of Multiple Deprivation there are a number of domains of deprivation. One domain which is useful by itself outside the main index is the Income Deprivation domain. The purpose of this domain is to capture the proportion of the population experiencing income deprivation in a small area (known as a Super Output Area (SOA)).

The income deprivation scores at SOA level were ranked from high to low. These were then segmented into quartiles within each ward to ensure that the bands reflected the relative income deprivation within Islington.

To achieve these ward targets, sampling points (COAs) were selected randomly and all addresses were identified from the postcode address file within this COA to form the sample. Targets were set by ward proportionate to ward population, and 5-8 sampling points were selected per ward depending on the size of the ward target. A target of approximately 10 interviews was to be achieved per sampling point. Whilst the interviewers were able to approach any address within a sampling point, quotas were set by age, gender, ethnicity and economic status within each ward to ensure a representative spread by demographic profile. The survey was administered on a face-to-face basis, using CAPI technology.

1.3 Data

In total, 1,029 interviews were completed amongst residents aged 16+. The sample size of 1,029 is subject to a maximum standard error of ±3.05% at the 95% confidence level on an observed statistic of 50%. Thus, for the quantitative survey, we can be 95% confident that responses are representative of those that would have been given by the total population of Islington, if all adult residents had completed a survey, to within ±3.05% of the percentages reported.

1.4 Reporting

Throughout this report the word “significant” is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. difference that would occur if we were able to interview all residents in the borough rather than just a sample). However, as already noted the actual percentages reported in the data may vary by ±3.05% at the 95% confidence level on an observed statistic of 50%.

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

Weights have been applied at a ward level by age and gender, using a mixture of mid-year population estimates and the 2011 Census statistics. The final weighted data was also checked to ensure that it was representative by ethnicity and by tenure (own home, rent home, etc).

Comparisons are also made against previous Residents Survey findings. In making these comparisons it should be borne in mind that the latest survey was carried out using a different methodology (face to face interviewing rather than telephone). For several questions, slightly different question wording / answer scales may also have been used in 2015, and this is highlighted in the commentary throughout this report wherever applicable.

A face to face methodology was chosen for the 2018 survey due to the increasing difficulty in obtaining responses from younger residents by telephone. Random Digit Dial (RDD) technology is progressively less useful for such residents due to the declining proportion with a landline, whilst the number of telephone numbers for younger residents available to purchase from commercial suppliers has fallen significantly due to the requirements of the new General Data Protection Regulation (GDPR).

1.5 Ward groups

Throughout this report, reference is made to findings by ward group. These ward groups are defined as follows:

North

St George's

Junction

Hillrise

Tollrington

East

Finsbury Park

Highbury West

Highbury East

Mildmay

South

Canonbury

St Peter's

Bunhill

Clerkenwell

West

St Mary's

Barnsbury

Caledonian

Holloway

2 Benchmarking

The table below shows Islington findings benchmarked against LGA nationwide (GB) polling carried out amongst 1,003 respondents by telephone in October 2017.

Table 1: Islington findings benchmarked against LGA

	Islington	LGA
Local area as a place to live (% satisfied)	**91%**	82%
Council provides good value for money (% agree)[1]	**64%**	50%
Feeling safe outside in local area after dark (% safe)	**68%**	76%
Feeling safe outside in local area during the day (% safe)	**96%**	95%
Rubbish collection services (% satisfied)[2]	**78%**	78%
Street cleaning (% satisfied)	**77%**	70%
Libraries (% satisfied)	**64%**	67%[3]
Sports and leisure facilities (% satisfied)	**64%**	67%[4]

[1] LGA question wording excludes the term 'good'

[2] LGA question wording is 'waste collection'

[3] LGA reported figure is 63% satisfied, but has been recalculated here to exclude 'Don't know' responses as Don't know was not an option on the Islington survey

[4] LGA reported figure is 64% satisfied, but has been recalculated here to exclude 'Don't know' responses as Don't know was not an option on the Islington survey

3 Key findings

3.1 Islington as a place to live

Nine in ten residents (91%) are satisfied with Islington as a place to live. This represents a continuation of a positive trend in survey findings from 2009 onwards, and is also 9% points ahead of the latest nationwide benchmark recorded in LGA polling.

3.2 Perceptions of the Council

Around two-thirds of residents rate the Council positively on being efficient and well run; providing good value for money; being trustworthy; and listening and responding to residents' concerns. No more than 13% rate the Council negatively on these measures. Nationwide (LGA polling), 50% agree their Council(s) provide value for money, compared to 64% of Islington residents.

3.3 Perceptions of Council services

Most residents are satisfied with services provided by the Council. Satisfaction with services is in general higher than previous findings or similar; in particular, satisfaction with parks and open spaces and street cleaning is up significantly compared to 2015 findings and also higher compared to all pre-2015 survey findings. Satisfaction with street cleaning, at 77%, also compares favourably to nationwide LGA polling (70%).

3.4 Council budget and priorities

On balance, residents are much more likely to recognise that the Council will have less money in this year's budget than to think the Council will have more (39% cf. 13%), although almost half (48%) believe the Council will have about the same amount of money.

Of a given list of possible priorities for the Council, residents are much the most likely to prioritise reducing crime and anti-social behaviour (65% mention this, compared to 36% for the next most-mentioned priority, good quality affordable housing).

3.5 Involvement in local decision making

Just under one in five (18%) state they would like to be more involved in decisions affecting their local area; whilst a further 38% are prepared to be more involved depending on the issues, residents are most likely to state outright that they are not interested (43%).

3.6 Community cohesion and safety perceptions

Perceptions of safety both after dark and during the day are significantly improved compared to 2015 findings. It should also be noted that the proportion feeling safe after dark (68%) is lower compared to the nationwide (LGA) benchmark of 76%, although further work is required to establish a like for like (London) benchmark.

Reducing crime and anti-social behaviour also remains the area that residents are most likely to wish the Council to focus on (Section 3.4).

Nearly all residents (92%) agree their local area is a place where people from different backgrounds get on well together, and this represents a positive trend compared to survey findings from 2009 onwards.

3.7 Economic and cost of living help

Just over half (53%) are aware of the Council's work to help private tenants at least to some extent - the same figure (53%) also applies to awareness amongst private tenants.

Similarly, (57%) are aware at least to some extent of the Council's work with partners to help people into work. Encouragingly, this awareness metric is significantly higher amongst unemployed residents (69%).

In relation to the Council's work in building more affordable housing in the borough, three in ten (30%) have heard at least something. The majority (57%) have heard nothing at all or don't know.

Of the various schemes run by the Council to help residents cope with rising living costs, much the most high-profile schemes are energy saving schemes (40% are aware of this) and free school meals (31%). Awareness of nearly all schemes is highest amongst residents with a household income of less than £15,000, although it should be noted that even amongst this group 30% are not aware of any of the ten schemes listed.

3.8 Communication and information channels

Telephone remains much the most-used way residents contact the Council (71% of those contacting the Council state they normally do so in this way, compared to 27% who use email).

In total, 65% of residents have used the Council website for at least one of a list of six services. By contrast, approaching a quarter (22%) state they are not likely to use the Council website for any of these services, and this rises to more than half (53%) of residents aged 65+.

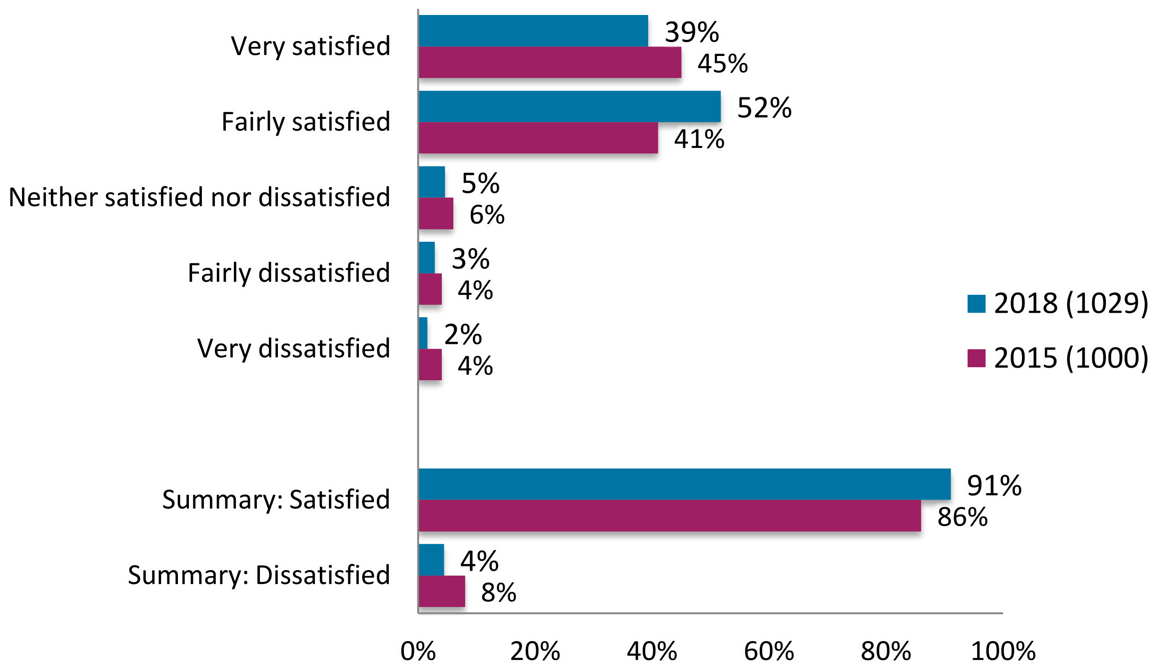
One in ten residents (10%) do not access the internet, rising to 41% of those aged 65+.

Residents are most likely to use letters, the Council website, and *Islington Life* to find out about Council services and news, and these are also the leading three channels that residents would prefer to use.

4 Islington as a place to live

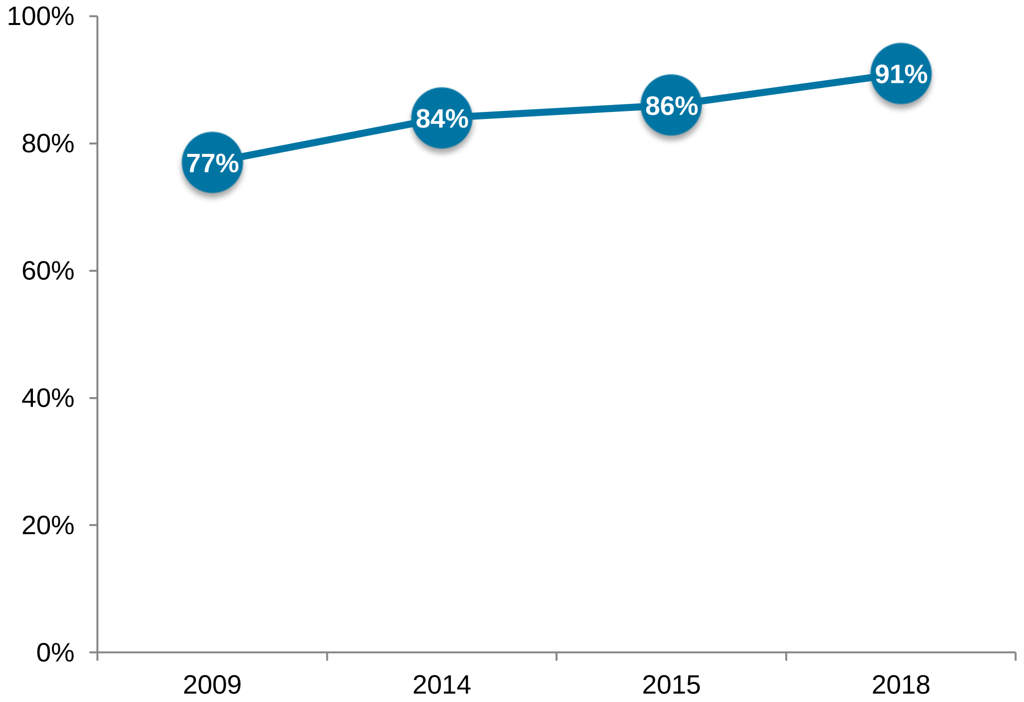
Positively, nine in ten residents (91%) are satisfied with Islington as a place to live. As the figure overleaf indicates, a trend of improvement is apparent over time, and satisfaction is significantly up compared to 2015. At the same time, responses are less polarised compared to 2015, with the proportion very satisfied as well as very dissatisfied down over this period.

Figure 1: Q3. Overall, how satisfied or dissatisfied are you with Islington as a place to live? (All responses)



Unweighted sample bases in parentheses

Figure 2: Proportion satisfied with Islington as a place to live - Over time



By key subgroups, there are no significant differences in satisfaction with Islington as a place to live by ward group, with satisfaction at least 90% for each group. However, as the figure overleaf indicates, satisfaction levels are lower amongst those with a household income of less than £25,000. By contrast, none of those interviewed with a household income of £40,000 or more were dissatisfied with Islington as a place to live.

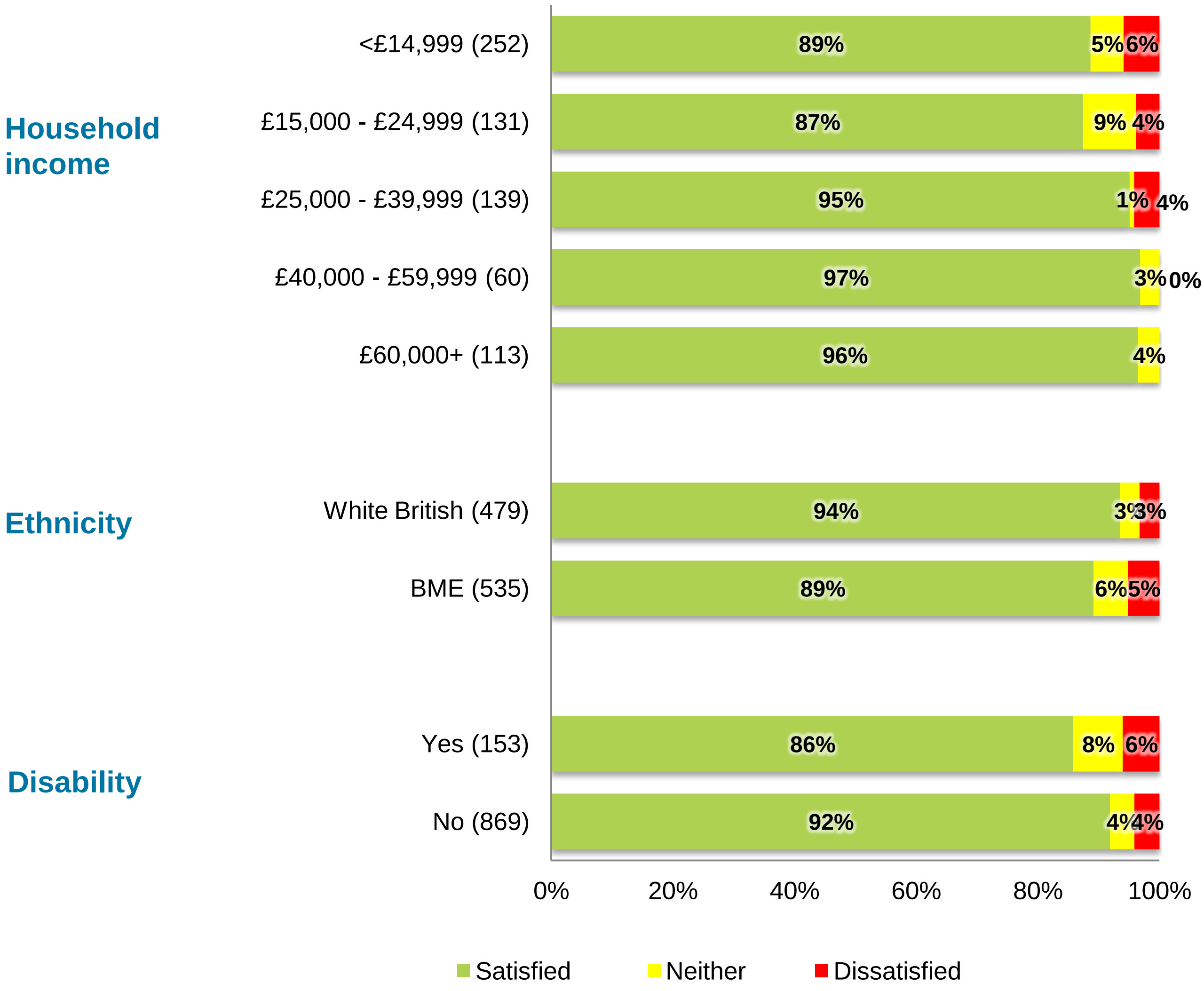
In keeping with this, residents in the most deprived quintile are significantly less likely compared to the average to be very satisfied (34% cf. 39%) although combined satisfaction levels (very/fairly satisfied) are similar at 88%-93% across deprivation subgroups.

Disabled residents are significantly less likely to be satisfied with Islington as a place to live compared to those who are not disabled (86% cf. 92%).

BMG residents are significantly less likely to be satisfied compared to White British residents (89% cf. 94%). Satisfaction levels are similar across all main BME subgroups (White Other, Black, Asian, Mixed) at 86%-89%.

There are also no significant differences in satisfaction levels between those with children and those who do not; or by gender or between different age groups and tenures.

Figure 3: Satisfaction with Islington as a place to live - By key subgroups



Unweighted sample bases in parentheses

4.1 Activities for young people in Islington

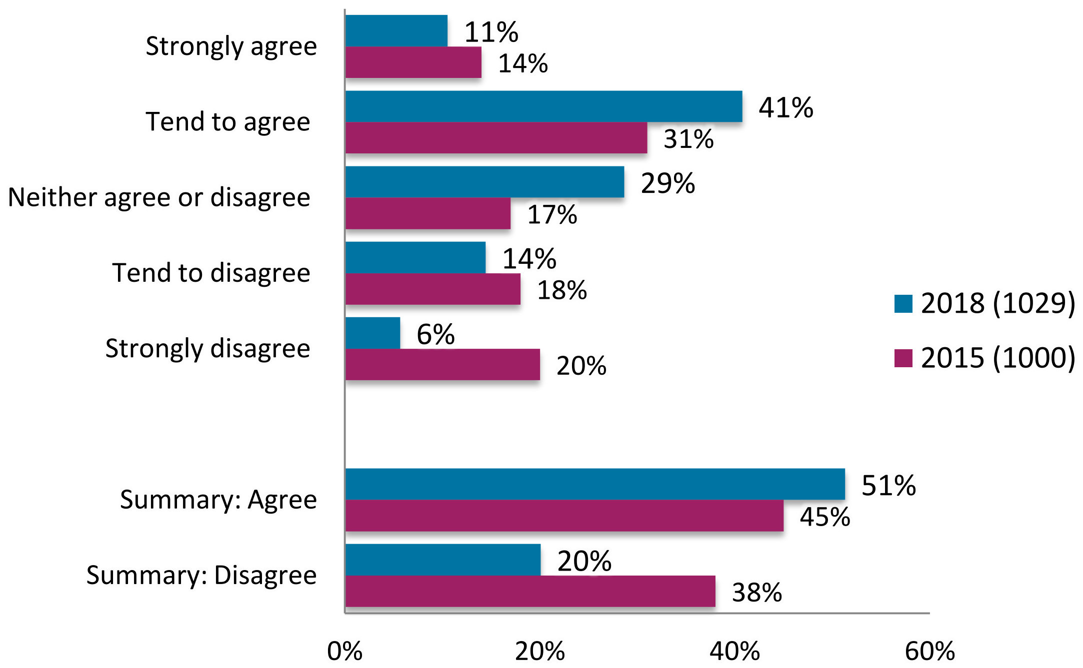
Asked whether they agree that there are enough activities for young people in Islington, half (51%) agree, whilst 20% disagree. This is a significant improvement compared to 2015, when 45% agreed this was the case.

Agreement is also up compared to 2014 (when 40% agreed); the question was not included in the 2009 research.

Agreement is significantly higher compared to the average amongst 16-24 year olds (65%, whilst 14% of this group disagree); and amongst those with children in their household (62% agree, 21% disagree).

It is assumed in the analysis below that the 17% shown in the 2015 report as coding 'Don't know' were in fact responding to an option labelled 'Neither agree or disagree' (i.e. the same answer scale used in the 2018 survey).

Figure 4: Q5. To what extent do you agree or disagree with the following statement: There are enough activities for young people to do in Islington? (All responses)



Unweighted sample bases in parentheses

5 Perceptions of the Council and Council services

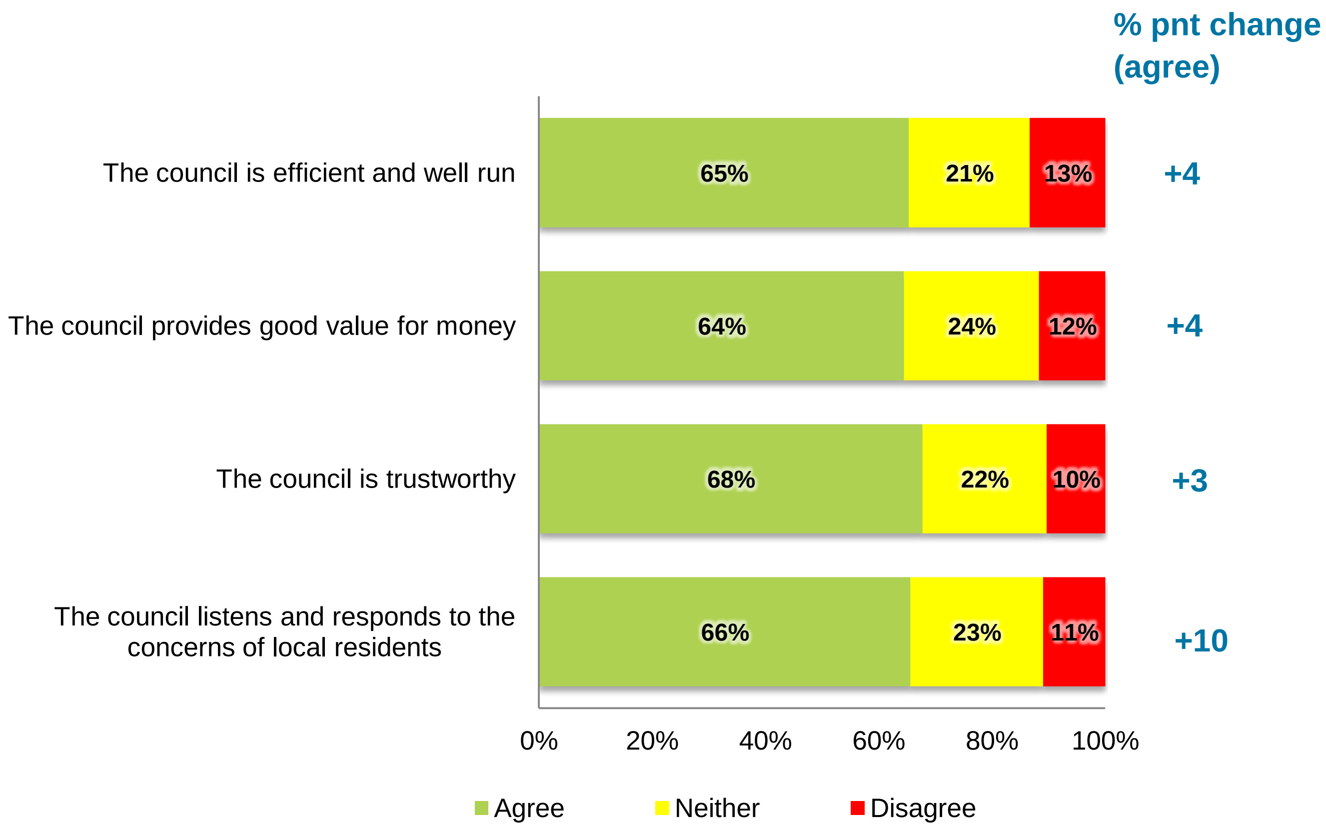
5.1 Perceptions of the Council

Around two-thirds of residents rate the Council positively (agree) on the metrics shown below, although the proportion who strongly agree is no more than 18% on any of the statements. No more than 13% rate the Council negatively.

It appears from the 2015 report that a different answer scale may have been used in the 2015 survey (Agree a great deal / Agree to some extent / Do not agree very much / Do not agree at all / Don't know). As with other metrics on this survey, the change in methodology from telephone to face to face interviewing also makes direct comparisons harder.

The % point changes compared to 2015 findings shown are therefore indicative only. All the changes shown are statistically significant except for the trustworthiness metric.

Figure 5: Q6. To what extent do you agree or disagree with the following statements? (All responses)



Unweighted sample base: 1,029

Findings for key subgroups are shown in the table below, with all figures significantly more positive compared to the average highlighted in green and all figures significantly less positive highlighted in pink.

As this indicates, there is a consistent pattern of more positive perceptions of the Council amongst residents in the West ward group and more negative responses in the South.

By household income, those with a household income of less than £15,000 are significantly less likely to regard the Council as efficient and well run / trustworthy; at the same time there is no clear pattern of responses by deprivation index so responses for these groups are not shown below.

By age group, responses are most positive amongst residents aged 16-24, other than in relation to trustworthiness where residents aged 65+ are most likely to rate the Council positively.

As with perceptions of Islington as a place to live, satisfaction is significantly lower on some metrics amongst disabled residents.

BME residents are significantly less likely to *disagree* that the Council provides value for money / listens and responds to residents' concerns.

There are no significant differences in satisfaction by gender, or by those with children compared to those without children.

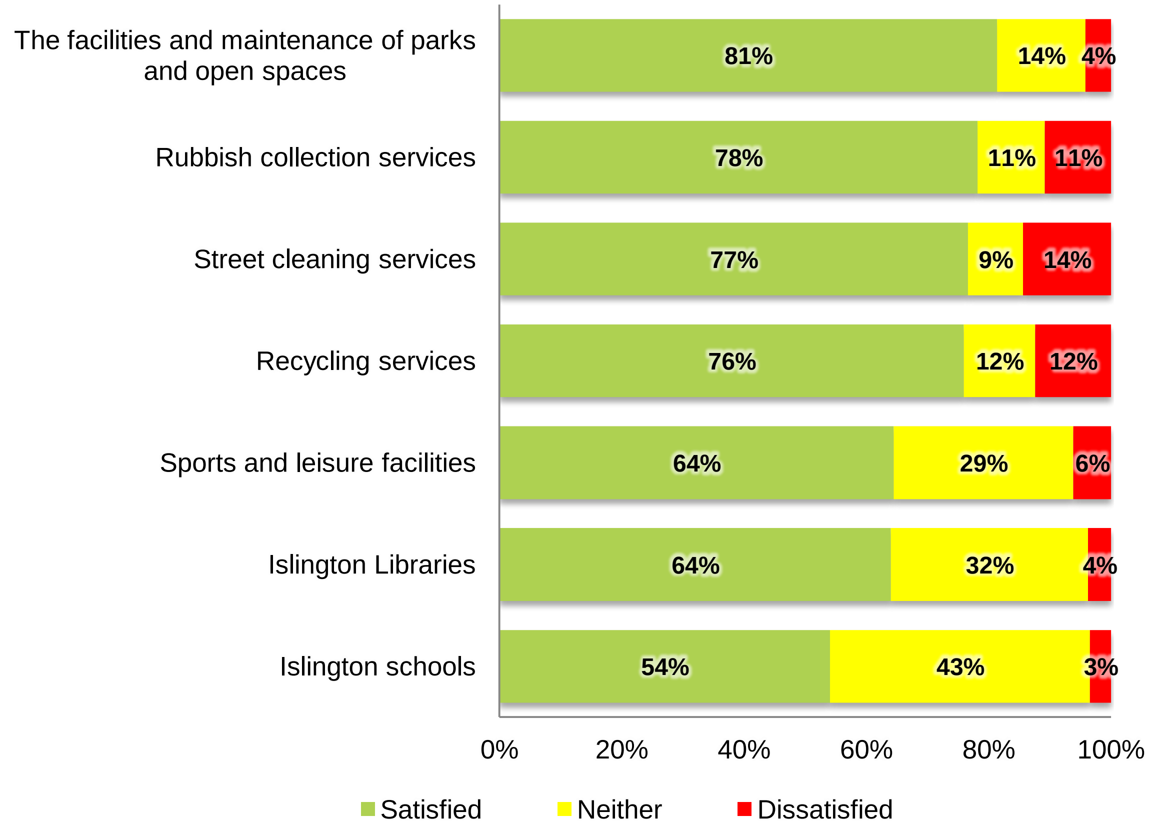
Table 2: Perceptions of the Council - By subgroups

	Efficient & well run		Value for money		Trustworthy		Listens & responds	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Ward group								
North	67%	11%	64%	11%	69%	8%	67%	10%
East	59%	14%	63%	11%	65%	13%	60%	12%
South	57%	19%	57%	12%	56%	15%	54%	14%
West	79%	8%	74%	12%	81%	6%	82%	8%
Household income								
<£14,999	60%	20%	63%	14%	58%	16%	63%	13%
£15,000 - £24,999	71%	13%	66%	11%	70%	9%	69%	7%
£25,000 - £39,999	79%	6%	70%	8%	78%	8%	69%	8%
£40,000 - £59,999	58%	8%	69%	8%	68%	6%	64%	8%
£60,000+	61%	9%	59%	13%	70%	5%	64%	10%
Age group								
16-24	76%	13%	74%	3%	68%	9%	71%	6%
25-44	63%	13%	62%	14%	66%	10%	64%	10%
45-64	62%	15%	61%	14%	66%	14%	65%	14%
65+	67%	15%	67%	12%	78%	12%	69%	14%
Disability								
Yes	57%	22%	59%	14%	56%	17%	60%	18%
No	67%	12%	65%	11%	70%	9%	66%	10%
Ethnicity								
White British	64%	13%	63%	14%	67%	11%	64%	13%
BME	67%	13%	66%	9%	68%	10%	67%	9%
TOTAL	**65%**	**13%**	**64%**	**12%**	**68%**	**10%**	**66%**	**11%**

5.2 Perceptions of Council services

On services and facilities provided by the Council, three-quarters or more are satisfied with parks and open spaces; rubbish collection; street cleaning; and recycling services. The lower levels of satisfaction with other, non-universal services, are driven by a higher proportion who are neither satisfied or dissatisfied. Such respondents will in many cases not be service users. By contrast, dissatisfaction is highest (up to 14%) for rubbish collection, street cleaning, and recycling services.

Figure 6: Q4. How satisfied or dissatisfied are you with the following services and/or facilities provided by Islington Council? (All responses)



Unweighted sample base: 1,029

Trends compared to previous findings are shown below, with significant changes in satisfaction compared to 2015 highlighted. Apart from schools, satisfaction with each service is higher than any previous iteration, or equal to the previous highest score. Particular improvement in perceptions is apparent for parks and open spaces / street cleaning services, both compared to 2015 and to 2009 / 2014.

Beneath the headline changes in satisfaction, for each service responses are less polarised compared to 2015, with the proportion very satisfied down and the proportion very dissatisfied down in each case, except for street cleaning where the proportion very satisfied is up by 3% points.

Whilst satisfaction with Islington schools is down by 6% points compared to 2015, dissatisfaction is down by approximately 14% points over the same period. Satisfaction with schools is heavily correlated with whether or not the respondent has children living in their household; 77% of those with children are satisfied with schools compared to 44% of those without children. The proportion of respondents with children in the 2015 dataset is not known, so comparisons between the two datasets on this measure should be treated with caution.

Table 3: Proportion satisfied with Council-provided services - Over time

	2009	**2014**	**2015**	2018	% point change vs. 2015
The facilities and maintenance of parks and open spaces	59%	76%	65%	**81%**	+16
Rubbish collection services	70%	77%	67%	**78%**	+11
Street cleaning services	54%	65%	57%	**77%**	+20
Recycling services	71%	76%	65%	**76%**	+11
Sports and leisure facilities	51%	57%	61%	**64%**	+3
Islington Libraries	59%	64%	64%	**64%**	0
Islington schools	n/a	n/a	60%	**54%**	-6
Unweighted sample bases	unknown	unknown	1,000	**1,029**	

Perceptions of Council-provided services are shown by ward group, with figures significantly more positive compared to the average highlighted in green, and figures significantly less positive highlighted in pink. In keeping with perceptions of the Council discussed above, satisfaction with Council-provided services is generally highest in the West.

Table 4: Satisfaction with Council-provided services - By ward group

	North	East	South	West
The facilities and maintenance of parks and open spaces				
Satisfied	77%	83%	78%	87%
Dissatisfied	5%	3%	8%	1%
Rubbish collection services				
Satisfied	80%	76%	74%	83%
Dissatisfied	13%	9%	11%	11%
Street cleaning services				
Satisfied	72%	75%	73%	85%
Dissatisfied	19%	14%	14%	12%
Recycling services				
Satisfied	80%	78%	67%	79%
Dissatisfied	11%	10%	18%	11%
Sports and leisure facilities				
Satisfied	58%	64%	58%	77%
Dissatisfied	7%	9%	8%	1%
Islington Libraries				
Satisfied	60%	60%	62%	73%
Dissatisfied	6%	5%	5%	1%
Islington schools				
Satisfied	56%	50%	55%	56%
Dissatisfied	4%	4%	4%	1%
Unweighted sample bases	232	274	268	254

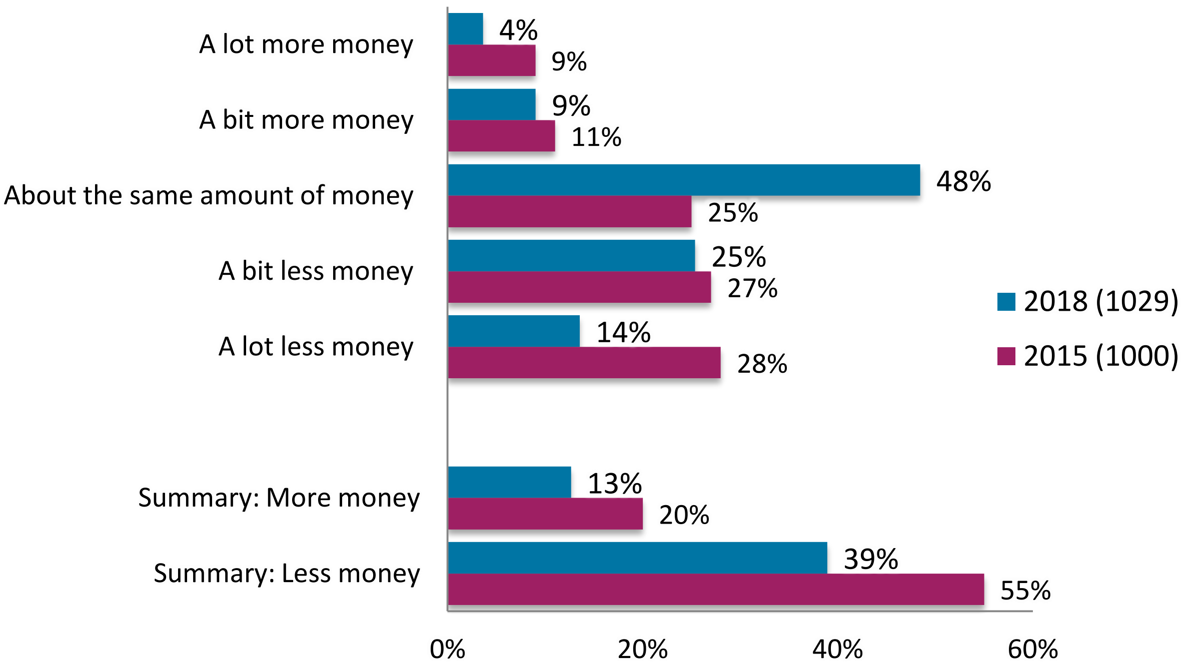
6 Council budget and priorities

In the context of continuing cuts to funding for local government, respondents were asked questions designed to indicate their awareness of the Council's budget situation, and where they think the Council should focus its resources.

On balance, residents are much more likely to think the Council will have less money than more (39% cf. 13%), although almost half (48%) believe the Council will have about the same amount of money - a marked increase compared to 2015 when just 25% thought this would be the case.

The proportion stating that the Council will have less money, whilst down compared to 2015, is higher compared to 2014 (when 32% gave this response). No other figures are available from 2014, whilst the question was not asked in the 2009 research.

Figure 7: Q7. In terms of this year's budget (starting in April 2018) do you think the council will have...? (All responses)



Unweighted sample bases in parentheses

Amongst every subgroup tabulated by BMG, respondents are more likely to believe the Council will have less money in this year's budget as opposed to more money. The table overleaf indicates the proportion of each group who believe the Council will have more money, the proportion who believe the Council will have less, and the balance between the two answers. All with a balance of less than 20%, who are therefore less aware of the budget situation, are highlighted in blue; those with a balance of more than 30% (more aware) are highlighted in orange.

Any apparent discrepancy in the balance calculation will be due to rounding differences.

As the table indicates, residents in the North are less likely to be aware of the budget situation. The same is true of those in the most deprived quintile. Those with a household income of less than £15,000 are also significantly more likely compared to the average to believe the Council will have more money, although are also slightly more likely to believe the Council will have less money. This indicates that some residents who may be most vulnerable to cuts are still not aware of the Council's budget situation.

BME residents also indicate lower awareness of the Council's budget situation. Residents with children are significantly more likely, compared to those with none, to understand that the Council will have less money, and as such may be more aware that there may be cuts to the services they receive.

In addition to the groups shown below, there are no significant differences in budget perceptions by gender or disability.

Table 5: Perceptions of Council's available budget - By subgroups

	More money	Less money	Balance (Less minus more)
Ward group			
North	16%	30%	14%
East	9%	48%	39%
South	18%	47%	29%
West	8%	29%	21%
Deprivation index			
1 - least deprived	9%	38%	28%
2	9%	45%	35%
3	11%	36%	25%
4	13%	44%	31%
5 - most deprived	17%	33%	16%
Age group			
16-24	10%	24%	14%
25-44	14%	39%	25%
45-64	9%	47%	39%
65+	17%	43%	26%
Ethnicity			
White British	10%	45%	36%
BME	15%	32%	17%
BME groups			
White Other	12%	32%	20%
Asian	16%	34%	18%
Black	20%	38%	18%
Mixed	14%	27%	12%
Other	20%	22%	2%
Children in house			
None	13%	37%	24%
Any	12%	44%	32%
Household income			
<£14,999	17%	43%	26%
£15,000 - £24,999	14%	38%	24%
£25,000 - £39,999	7%	38%	32%
£40,000 - £59,999	18%	35%	17%
£60,000+	6%	51%	45%
TOTAL	**13%**	**39%**	**-26%**

A source for concern may also be that the awareness of the budget situation does not correlate with better perceptions of the Council; instead, the reverse appears to be the case. Raising awareness of the budget challenge the Council faces will not therefore necessarily lead to more positive perceptions of the Council. For example:

51% of those who disagree the Council is **efficient and well run** already know the Council will have less money - compared to just **34%** of those who agree the Council is efficient and well run.

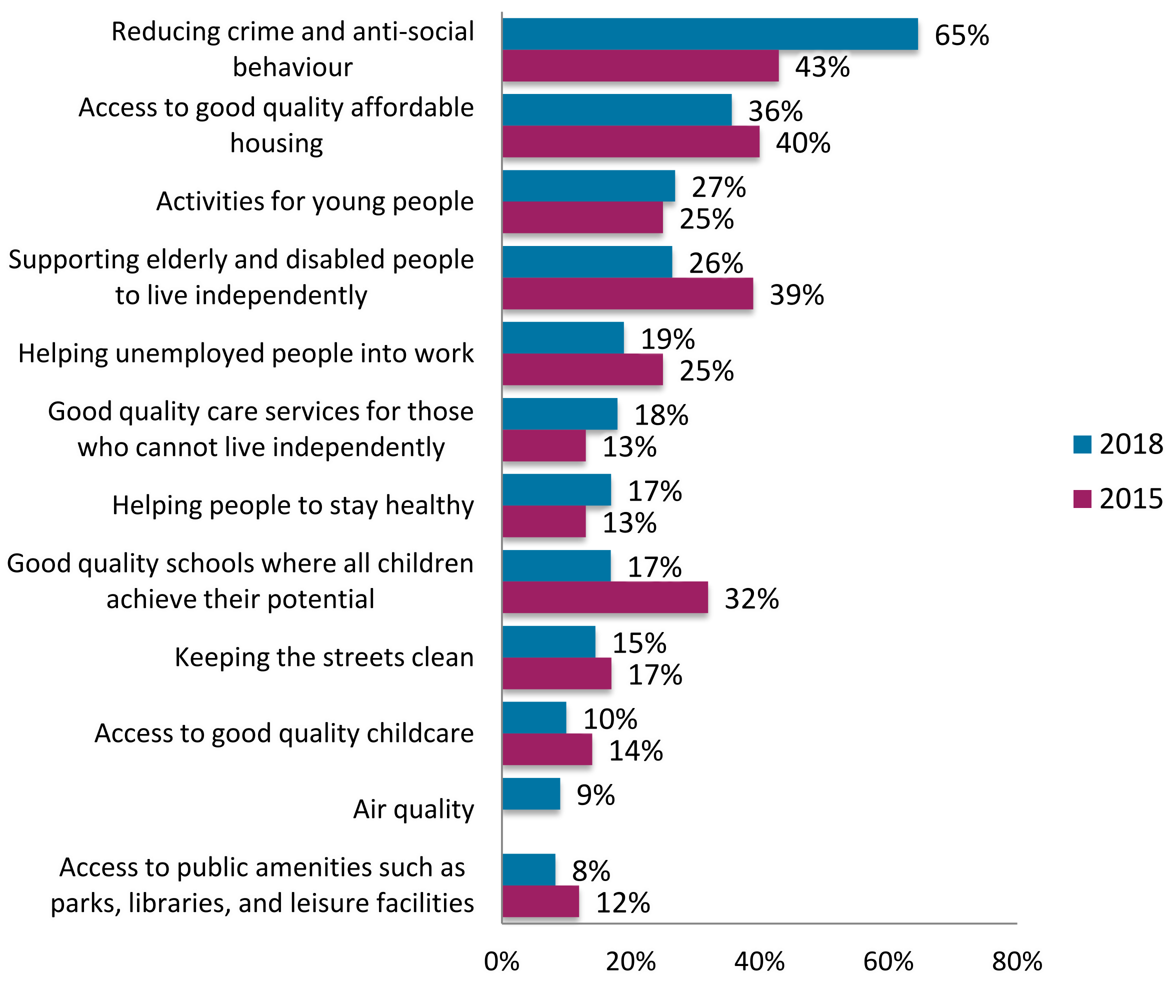
51% of those who disagree the Council **provides value for money** already know the Council will have less money - compared to just **33%** of those who agree.

Residents were then asked to select up to three areas for focus for the Council, from a given list of possible priorities. As before, the two most-selected options are reducing crime and anti-social behaviour, and access to good quality affordable housing. However, the proportion referring to crime and ASB reduction has increased sharply, to 65% of respondents, making this much the most-mentioned priority. As discussed in Section 8, residents now feel safer in their local area compared to 2015; however, this finding indicates that the Council should be seen to maintain focus on this area. Those feeling unsafe after dark are significantly more likely to mention crime and ASB as a priority compared to those who feel safe; however this is the top priority for both groups (81% cf. 59%).

The proportion mentioning schools as a priority has also fallen sharply compared to 2015; however, as discussed in Section 5.2 the proportion of respondents in the 2015 sample with children in their household is unknown so this trend should be treated with caution.

The option of air quality does not appear to have been included in the 2015 questionnaire.

Figure 8: Q8. Which of the following do you think the council should focus on to improve the quality of life for residents? (All responses excluding None of these)



Unweighted sample base: 2018: 992, 2015: Unknown

These priorities can then be analysed by subgroup. Key subgroups in the context of the given priorities are whether or not the respondent has children, whether or not they are disabled, and age group. The top priorities for each group are highlighted in the table below, with darker colouring indicating a higher priority. As this indicates, crime and ASB is much the most-mentioned priority for all age / children / disability subgroups; good quality affordable housing is also the second-most mentioned priority for each group apart from disabled residents and those aged 65+. However, there are subgroups for whom activities for young people are a top-three priority:

- One in three (34%) of residents with children mention activities for young people, significantly more than those without children (24%)
- Four in ten 16-24 year olds (40%) mention this, significantly more than other age groups.

By contrast, half of those aged 65+ refer to support for elderly and disabled people to live independently (49%), and a quarter of this age group and those aged 45-64 refer to care services. Similarly, 47% of disabled residents refer to support for elderly and disabled people to live independently.

Table 6: Council priorities - By children / age group / disability

	Children		Age group				Disability	
	Any	None	16-24	25-44	45-64	65+	Yes	No
Reducing crime and anti-social behaviour	69%	63%	53%	66%	68%	72%	72%	63%
Access to good quality affordable housing	39%	34%	40%	37%	38%	19%	32%	36%
Activities for young people	34%	24%	40%	24%	25%	24%	25%	27%
Supporting elderly and disabled people to live independently	19%	29%	19%	19%	37%	49%	47%	23%
Helping unemployed people into work	20%	19%	29%	22%	9%	14%	13%	20%
Good quality care services for those who cannot live independently	13%	20%	13%	14%	26%	25%	24%	17%
Helping people to stay healthy	12%	19%	14%	17%	15%	20%	19%	17%
Good quality schools where all children achieve their potential	24%	14%	13%	18%	19%	15%	15%	17%
Keeping the streets clean	12%	15%	12%	17%	11%	14%	9%	15%
Access to good quality childcare	16%	8%	9%	11%	8%	9%	8%	10%
Air quality	6%	10%	8%	10%	7%	8%	4%	10%
Access to public amenities such as parks, libraries, and leisure facilities	9%	8%	9%	10%	6%	5%	7%	8%
Unweighted sample bases	291	692	161	471	237	111	151	836

One in five (21%) of unemployed residents prioritise the Council helping unemployed people into work, broadly in line with the total figure (19%).

By living status, crime and ASB is again the top priority regardless of how residents occupy their accommodation. Beneath this, those owning their own property or renting privately give good quality affordable housing as their second priority, whereas this is the third-most mentioned priority for social renters. However, there is no significant difference between the subgroups in the proportion mentioning this as a priority.

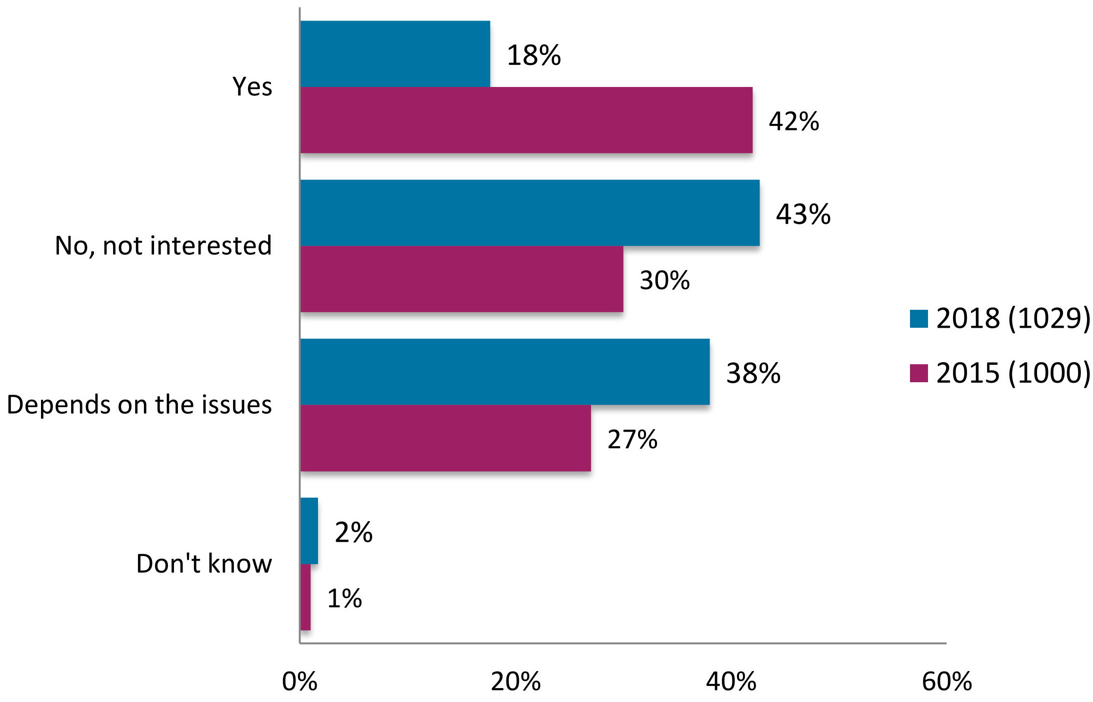
Table 7: Council priorities - By living status

	Owned outright	Owned with a mortgage	Rented (private landlord)	Rented (LA)	Rented (Other SHP)
Reducing crime and anti-social behaviour	67%	66%	57%	68%	70%
Access to good quality affordable housing	35%	40%	40%	33%	33%
Activities for young people	21%	14%	26%	27%	43%
Supporting elderly and disabled people to live independently	29%	24%	15%	35%	26%
Helping unemployed people into work	13%	26%	19%	20%	17%
Good quality care services for those who cannot live independently	21%	20%	13%	22%	12%
Helping people to stay healthy	15%	16%	22%	15%	14%
Good quality schools where all children achieve their potential	26%	23%	13%	15%	13%
Keeping the streets clean	19%	15%	19%	11%	8%
Access to good quality childcare	10%	15%	11%	12%	4%
Air quality	13%	10%	15%	4%	4%
Access to public amenities such as parks, libraries, and leisure facilities	11%	10%	10%	6%	5%
Unweighted sample bases	139	112	252	324	128

7 Involvement in local decision making

Just one in five (18%) state they would be like to be more involved in decisions affecting their local area, less than half the figure recorded in 2015 (42%). Whilst the proportion who would like to be involved depending on the issue has increased significantly over the same period, residents are now most likely to state outright that they are not interested, a significant increase (+13% points).

Figure 9: Q9. Generally speaking, would you like to be more involved in the decisions that affect your local area? (All responses)



Unweighted sample bases in parentheses

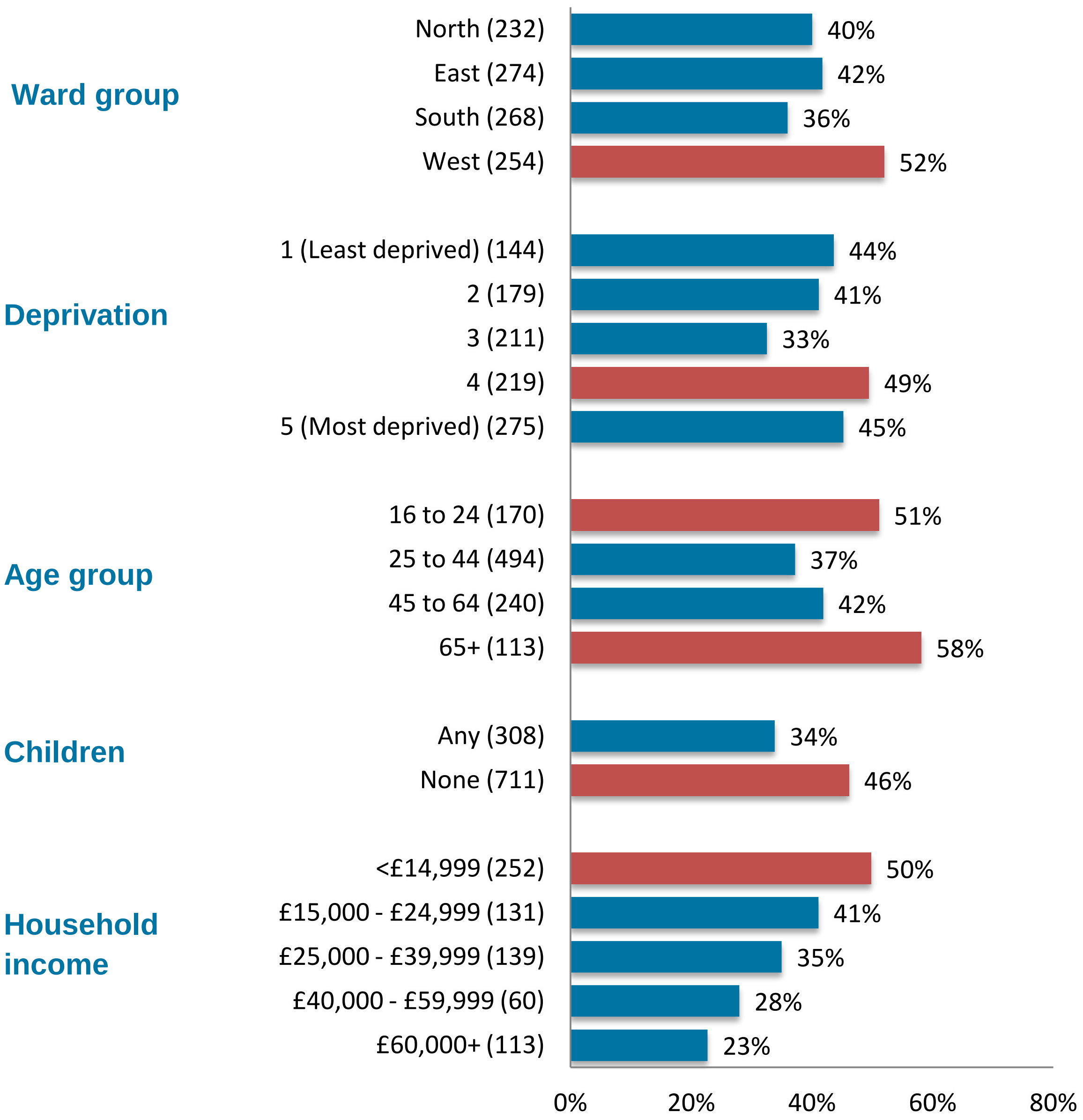
As is usual on this metric, those unhappy with the Council's performance are more likely to want to become involved; for example, 46% of those who agree the Council is efficient and well run are not interested, compared to 34% of those who disagree the Council is efficient and well run. In keeping with this, residents in the West, who as discussed earlier in this report are generally most positive about the Council, are least likely to wish to be involved. However, by income group low-income households (who as discussed are less positive about the Council / their local area) are least likely to wish to be involved; engaging this group will therefore be important, especially given the potential impact of funding cuts on less well-off residents.

Those with children and aged 25-64 are also more likely to wish to be involved.

Conversely, there are no significant differences in desired involvement by disability, ethnicity, or gender.

All figures significantly higher than the total are highlighted in red below.

Figure 10: Proportion NOT interested in being more involved - By subgroups

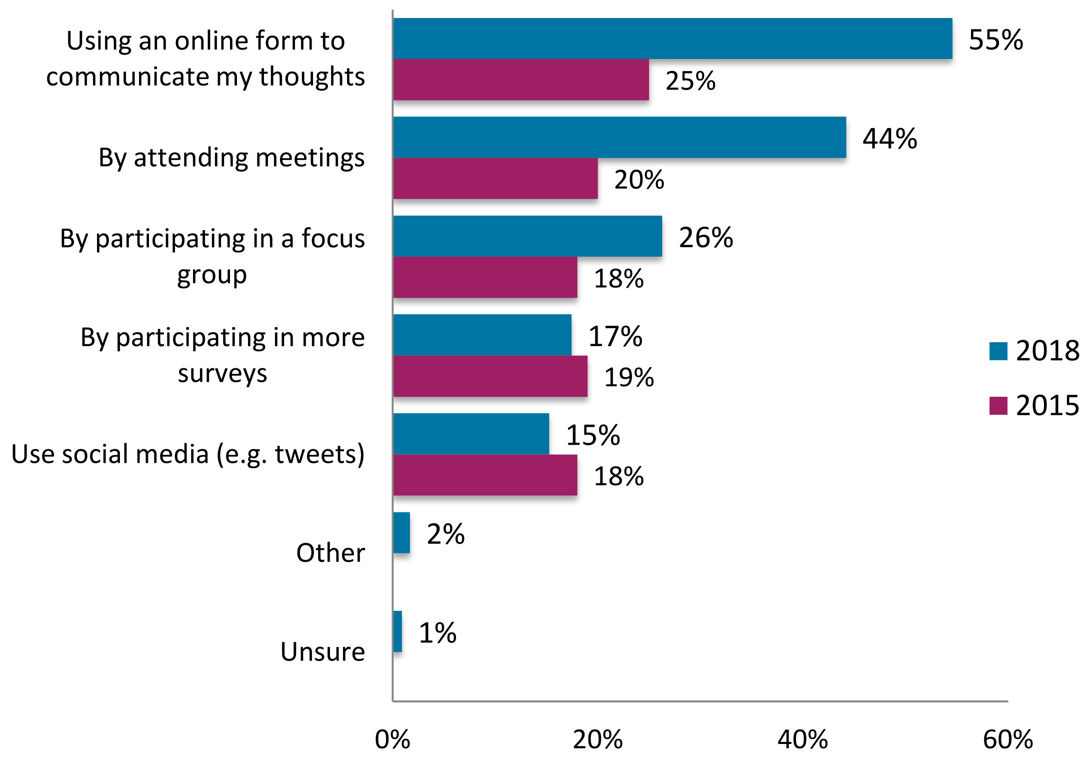


Unweighted sample bases in parentheses

Those stating they would like to be involved ('Yes' at Q9) were then asked to select their preferred mode(s) of involvement. Just over half (55%) would like to use an online form, whilst 44% would like to attend meetings.

On this iteration, the question was asked as a multichoice question whereas previously respondents appear to have been restricted to a single response. Higher figures are therefore to be expected for the options shown - however it is striking that, despite the change in approach, the proportion referring to social media in this context has fallen compared to 2015 (-3% points).

Figure 11: Q10. How would you like to be involved? (All responses, those who would like to be more involved)



Unweighted sample base: 2018: 180, 2015: Unknown

Amongst those with internet access, 57% would like to use an online form whilst 43% would like to attend meetings. Just 16% of this group would like to use social media in this context.

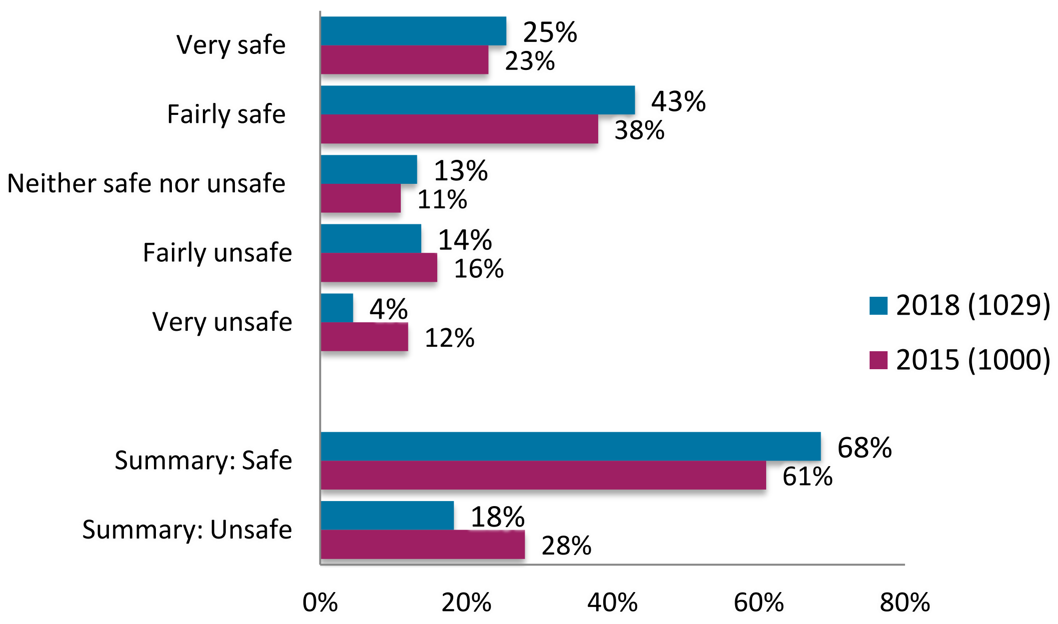
8 Community cohesion and safety perceptions

On the theme of safety perceptions, more than two-thirds (68%) feel safe in their local area after dark, whilst 18% feel unsafe. However, of the negative responses residents are more likely to feel fairly unsafe (14%) than very unsafe (4%).

The proportion feeling safe after dark has increased significantly compared to 2015 whilst the proportion feeling unsafe has fallen significantly. The latter, encouragingly, is mostly driven by an 8% point fall in the proportion feeling very unsafe.

However, the proportion feeling safe after dark is broadly in line with the 2014 findings, when 66% stated they felt safe.

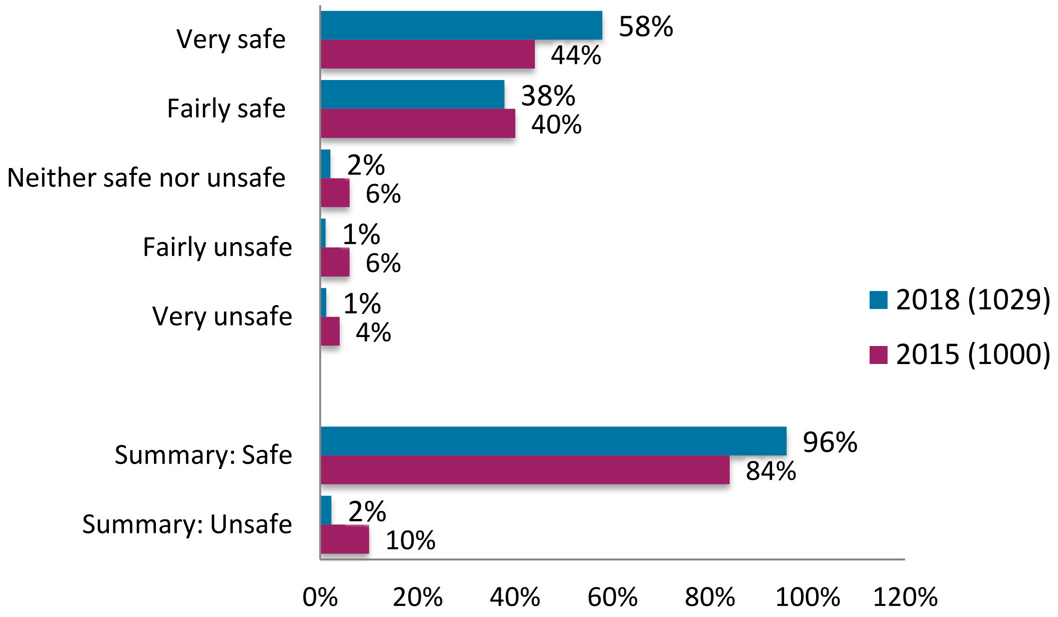
Figure 12: Q11. How safe or unsafe do you feel when outside in your local area AFTER DARK? (All responses)



Unweighted sample bases in parentheses

Nearly all residents (96%) feel safe in their local area during the day. As with feelings of safety after dark, perceptions of safety during the day have improved significantly although are closer to the 2014 findings (when 93% felt safe during the day).

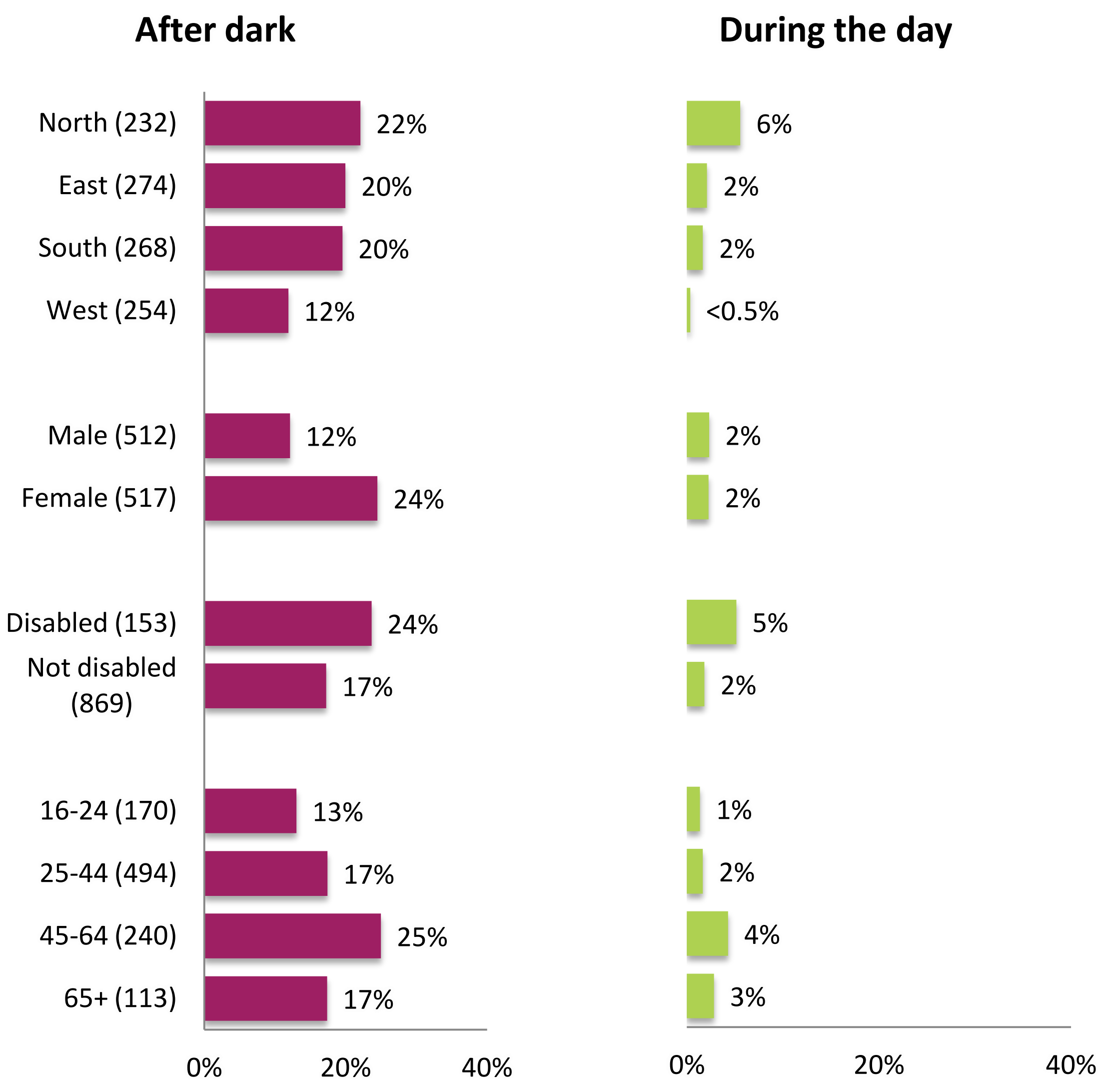
Figure 13: Q11. How safe or unsafe do you feel when outside in your local area DURING THE DAY? (All responses)



Unweighted sample bases in parentheses

Residents living in the North, East, and South are significantly more likely to feel unsafe after dark compared to the West; 6% of North residents also feel unsafe during the day, significantly higher compared to each of the other ward groups. As is normal on these metrics, safety perceptions are also less positive amongst disabled residents and (after dark) female residents. Residents aged 45-64 are also significantly less likely compared to the total to feel unsafe after dark / during the day.

Figure 14: Proportion feeling UNSAFE - by subgroups

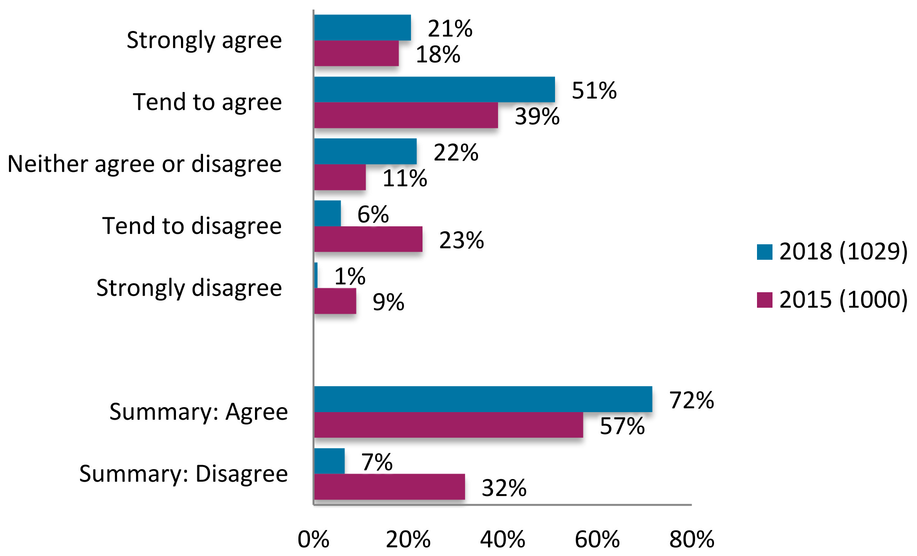


Unweighted sample bases in parentheses

Almost three-quarters (72%) agree that the Council is working to make the local area safer. Just 1% strongly disagree this is the case.

Perceptions on this measure, as with the other safety measures, also appear to have increased significantly compared to 2015. However, the figures below for 2015 are labelled in the 2015 report as, respectively, A great deal / To some extent / Don't know / Not very much / Not at all. It is not clear whether this reflects a questionnaire change compared to 2015 or is an error in the 2015 report.

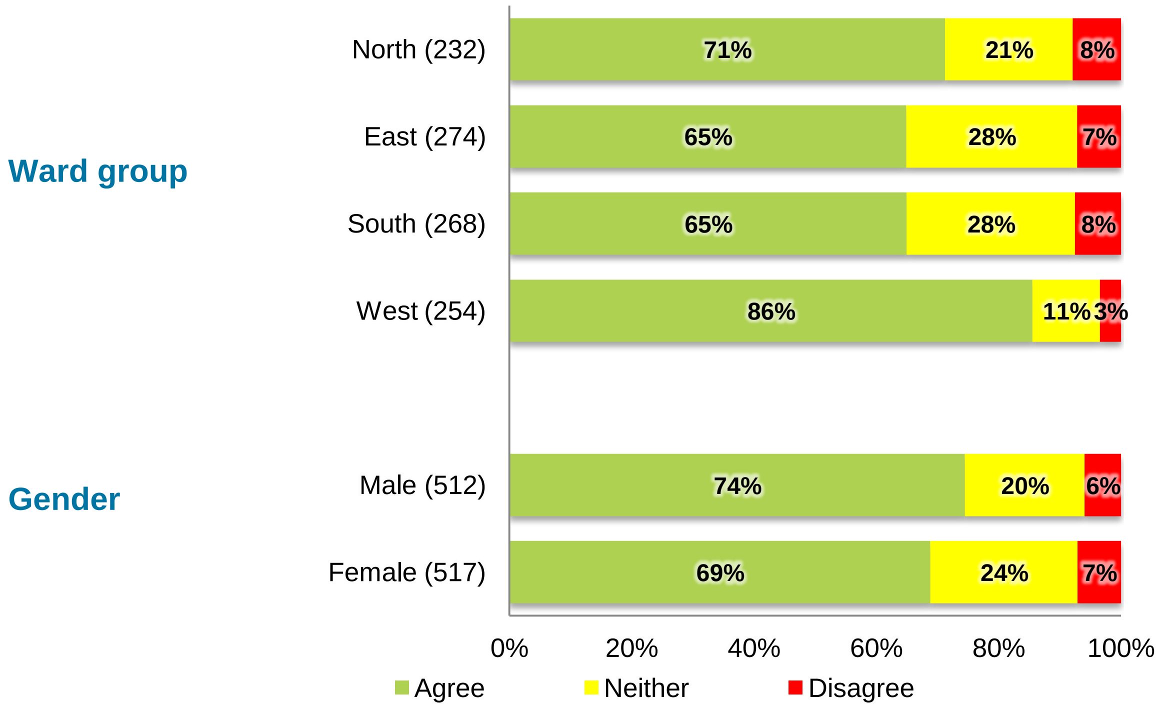
Figure 15: Q12. To what extent do you agree or disagree that the council is working to make the local area safer? (All responses)



Unweighted sample bases in parentheses

There are no significant differences on this measure between disabled and non-disabled residents. However, in keeping with feelings of safety, residents in the North, East, and South are significantly less likely compared to the West to believe the Council is working to make the local area safer. The same is true of female residents compared to male, although levels of disagreement are similar for both groups.

Figure 16: Q12. To what extent do you agree or disagree that the council is working to make the local area safer? - By ward group and gender (All responses)

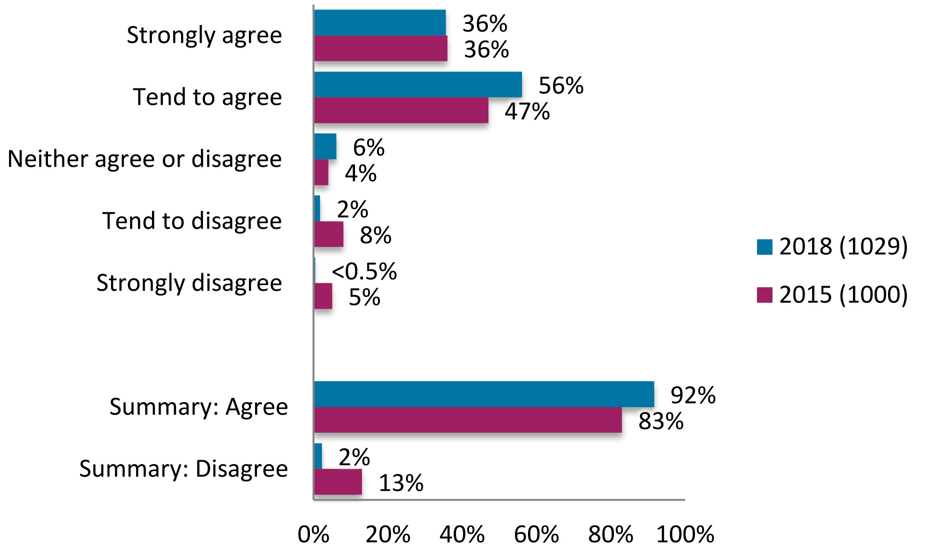


Unweighted sample bases in parentheses

Positively, more than nine in ten (92%) agree their local area is a place where people from different backgrounds get on well together. As Figure 18 below indicates, this appears to be a positive trend over time.

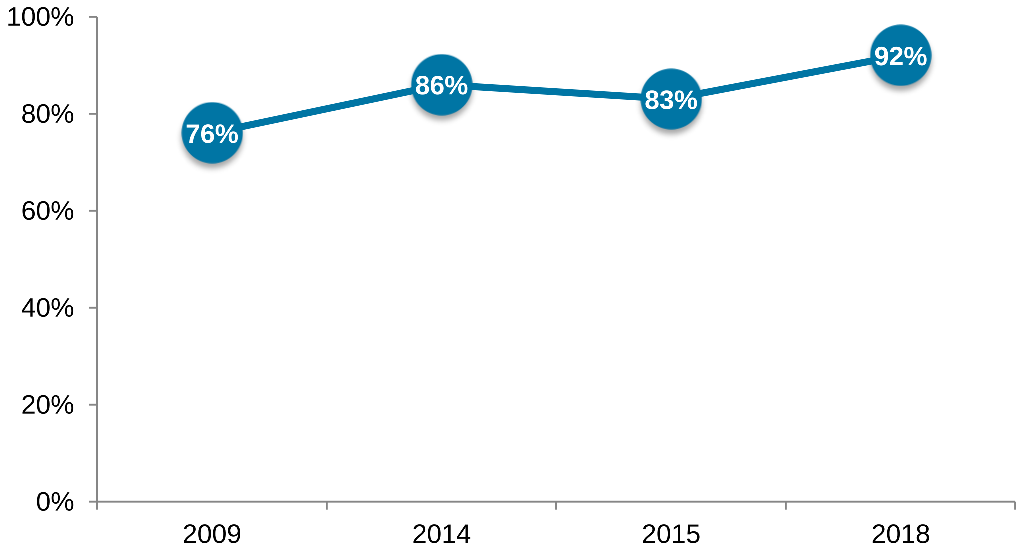
Positively, there are no significant differences on this measure by ethnicity or by religion. Spatially, residents in the West are significantly more likely compared to the North and East to agree that their area is a place where people from different backgrounds get on well together (96% cf. 89% cf. 90%).

Figure 17: Q12. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (All responses)



Unweighted sample bases in parentheses

Figure 18: Proportion agreeing that their local area is a place where people from different backgrounds get on well together - Over time

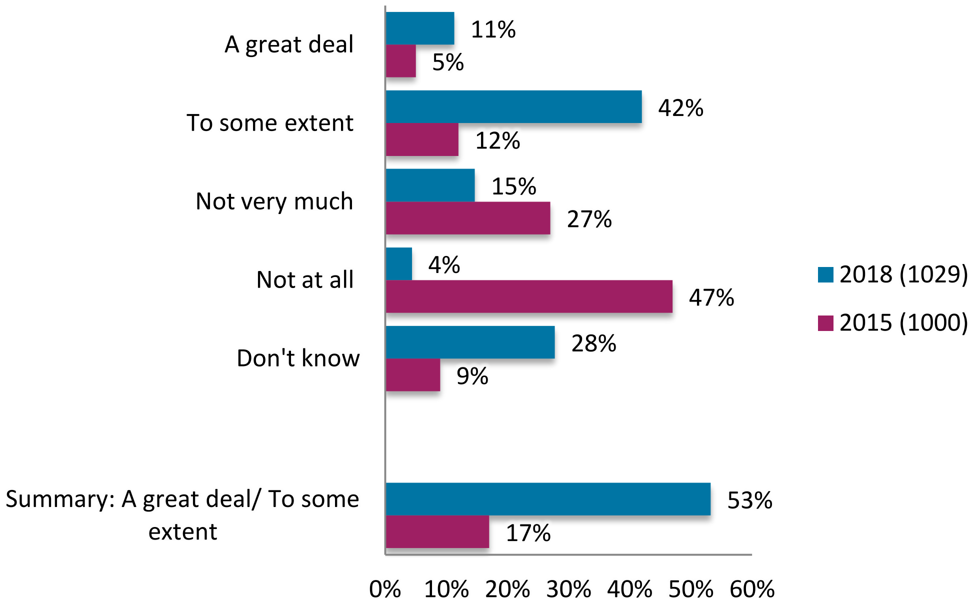


9 Economic and cost of living help

Just over half (53%) are aware of the Council's work to help private tenants at least to some extent. The same figure of 53% general awareness is also recorded amongst private tenants; the proportion of this group who say they have heard a great deal is also in line with the total at 10%.

A comparison against 2015 findings is shown below; however it should again be noted that the figures below for 2015 are labelled in the 2015 report as, respectively, Have heard a great deal / Have heard something / Have only heard a little bit / Have heard nothing / Don't know.

Figure 19: Q13/1. To what extent are you aware of the following? : The council works to support private tenants (All responses)

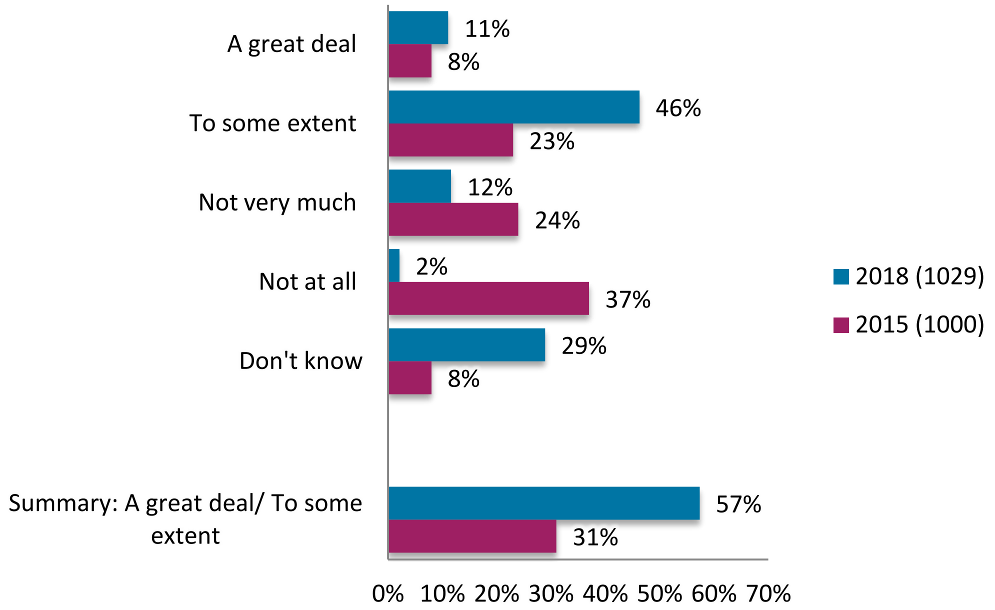


Unweighted sample bases in parentheses

Approaching six in ten (57%) are aware at least to some extent of the Council's work with partners to help people into work. Encouragingly, this awareness metric is significantly higher amongst unemployed residents compared to those in work or retired (69% cf. 55% cf. 53%).

The same caveat concerning the 2015 question scale (noted earlier in this section) also applies to the 2015 findings at this question.

Figure 20: Q13/2. To what extent are you aware of the following? : The council is working with partners to help people in to work (All responses)



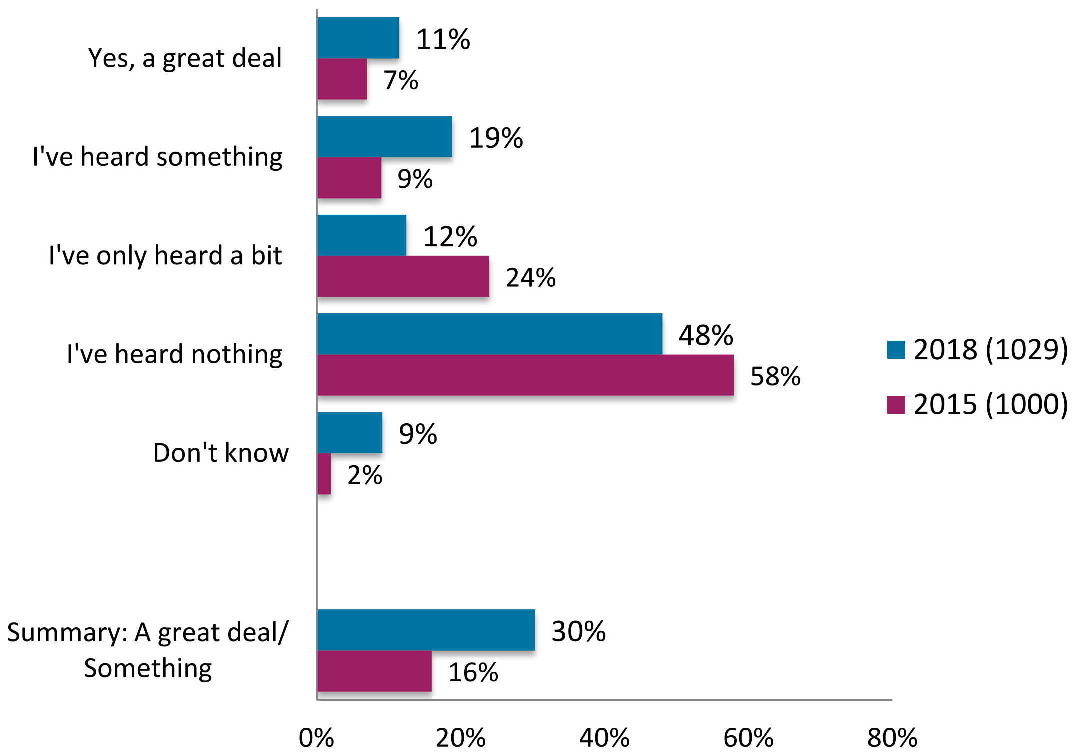
Unweighted sample bases in parentheses

In relation to the Council's work in building more affordable housing in the borough, three in ten (30%) have heard at least something. The majority (57%) have heard nothing at all or don't know.

Awareness appears to be significantly higher compared to 2015; however, the 2015 report refers to the findings as awareness that 'the Council is building more council homes'. If this wording was used in the 2015 questionnaire, rather than the wording used in the latest iteration (below), then this makes comparisons between the two waves less feasible. The caveat concerning the 2015 answer scale, discussed earlier in this section, also applies at this question.

By household income, there is no significant difference between income groups in terms of the proportion who have heard a great deal / something about the Council's work in this area. Those most likely to have heard a great deal / something are residents who own their home outright (41%) or who rent from the Council (35%). By contrast, just 19% of those renting privately have heard about this.

Figure 21: Q14. Have you heard that the council is building more genuinely affordable housing in the borough? (All responses)

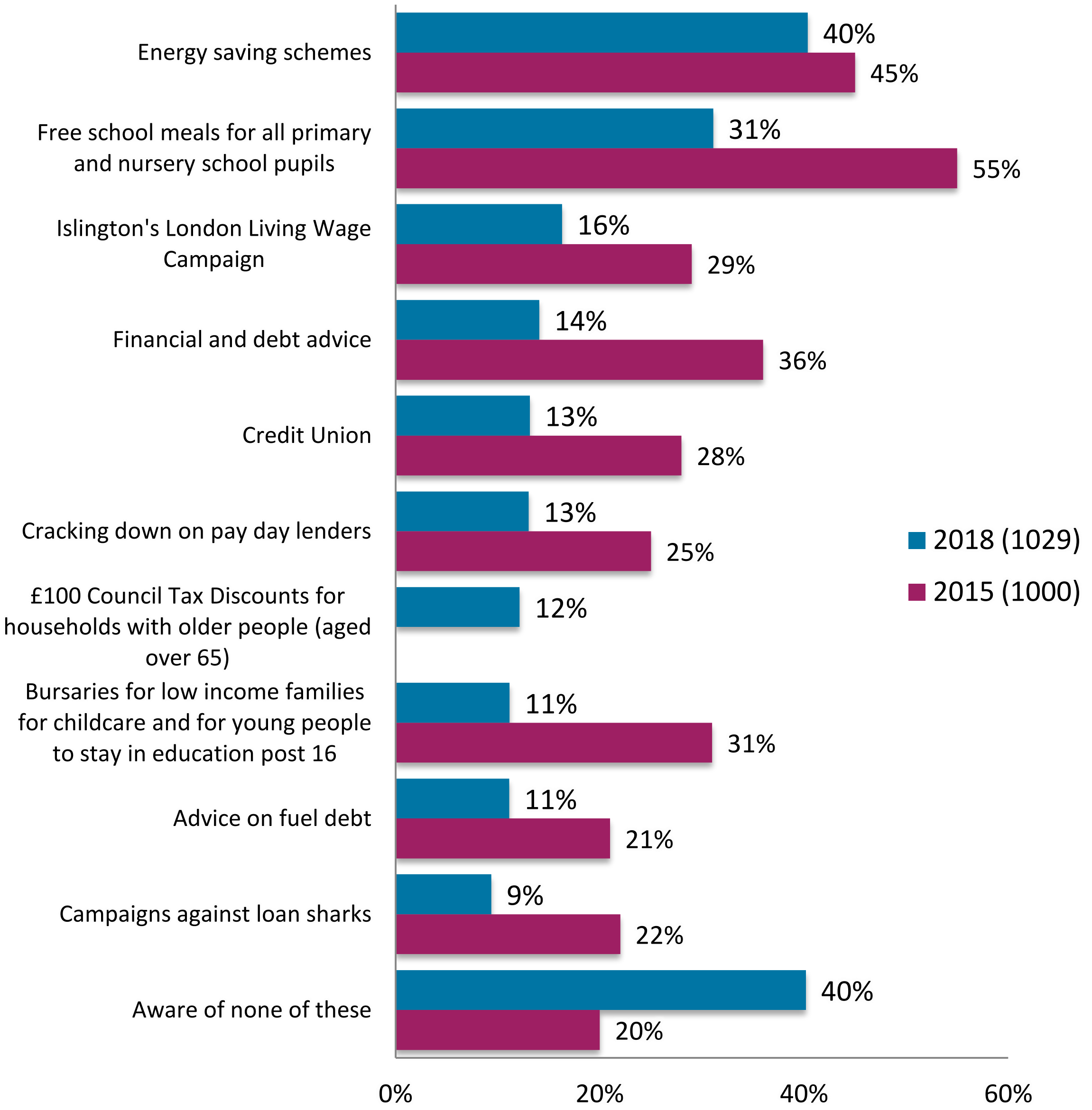


Unweighted sample bases in parentheses

On the theme of cost of living, respondents were shown a list of schemes that the Council is engaged in to help potentially less well off residents. As the figure below indicates, much the most high-profile schemes are energy saving schemes (40%) and free school meals (31%). These were also the most-mentioned schemes in the 2015 research; however, awareness of all schemes has fallen significantly compared to 2015.

The question on Council Tax discounts for older people appears not to have been included in the 2015 research.

Figure 22: Q15. The council is trying to help residents cope with the rising cost of living. Which of the following are you aware of? (All responses)



Unweighted sample bases in parentheses

One in four (25%) of **residents aged 65+** have heard about Council Tax discounts for over-65s.

By **household income**, encouragingly those with a household income of less than £15,000 are significantly less likely, compared to the average to have heard of none of the schemes discussed, although this is still the case for 30% of this group. Residents in this income bracket are significantly more likely to have heard of all the schemes except for bursaries for childcare / post-16 education.

Residents with **children** are twice as likely as those without to have heard of free school meals (48% cf. 24%); however, the bursaries for childcare / post-16 education also appears to have had relatively little cut-through amongst this group (12% aware).

Figures indicating significantly higher awareness compared to the total are highlighted in green below, whilst figures indicating significantly lower awareness are highlighted in pink.

Table 8: Proportion aware of cost of living schemes - By household income and children / no children

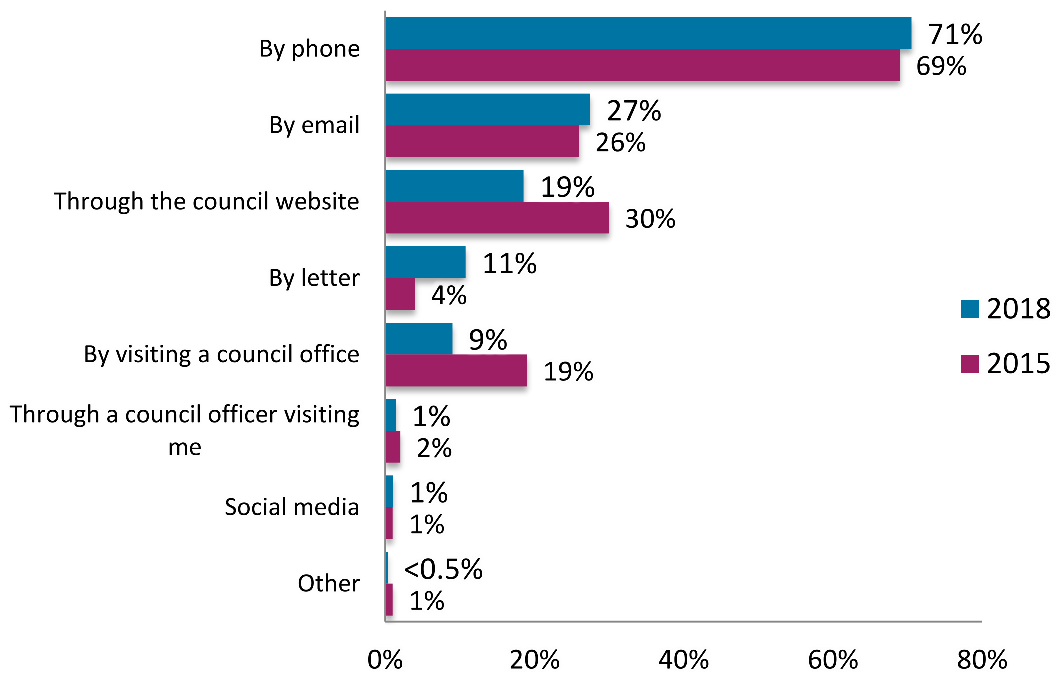
	Household income					Children	
	<£14,999	**£15,000 - £24,999**	**£25,000 - £39,999**	**£40,000 - £59,999**	**£60,000+**	**Any**	**None**
Energy saving schemes	51%	46%	35%	42%	36%	41%	40%
Free school meals for all primary and nursery school pupils	38%	37%	27%	40%	39%	48%	24%
Islington's London Living Wage Campaign	20%	16%	14%	18%	20%	16%	17%
Financial and debt advice	18%	15%	12%	13%	13%	13%	15%
Credit Union	17%	16%	17%	5%	8%	20%	10%
Cracking down on pay day lenders	20%	15%	11%	12%	14%	14%	13%
Â£100 Council Tax Discounts for households with older people (aged over 65)	20%	20%	7%	6%	4%	10%	13%
Bursaries for low income families for childcare and for young people to stay in education post 16	13%	14%	9%	9%	11%	12%	11%
Advice on fuel debt	19%	12%	4%	10%	9%	9%	12%
Campaigns against loan sharks	17%	11%	5%	7%	8%	11%	9%
Aware of none of these	30%	34%	44%	32%	40%	29%	45%
Unweighted sample bases	252	131	139	60	113	308	711

10 Communication and information channels

Most residents (89%) have contacted the Council at some point, a significant increase compared to 2015 when 86% stated they had made contact. Of those making contact, telephone is much the most-used way residents contact the Council. This was also the case in the 2015 findings; however, the proportion of residents using the Council website to make contact / visiting a Council office have fallen significantly compared to 2015. Conversely, the proportion writing to the Council has increased significantly.

Even amongst those who have used the Council website for specified services, just 22% state they normally contact the Council via the website, compared to 65% who telephone.

Figure 23: Q16. How do you normally contact the Council? (All responses, those contacting the Council)

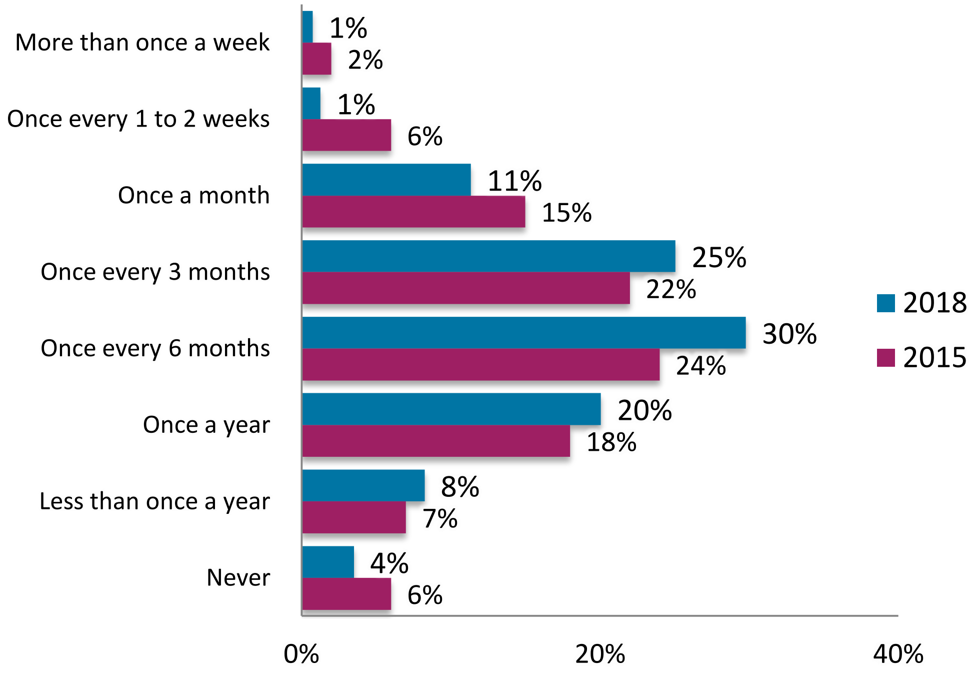


Unweighted sample base: 2018: 918, 2015: Unknown (c. 860)

Despite the increase in the proportion contacting the Council, the level of contact amongst this group appears to be reduced compared to 2015, as the figure below indicates.

It should be noted that the 'Never' option is labelled as 'It was just the once' in 2015 report.

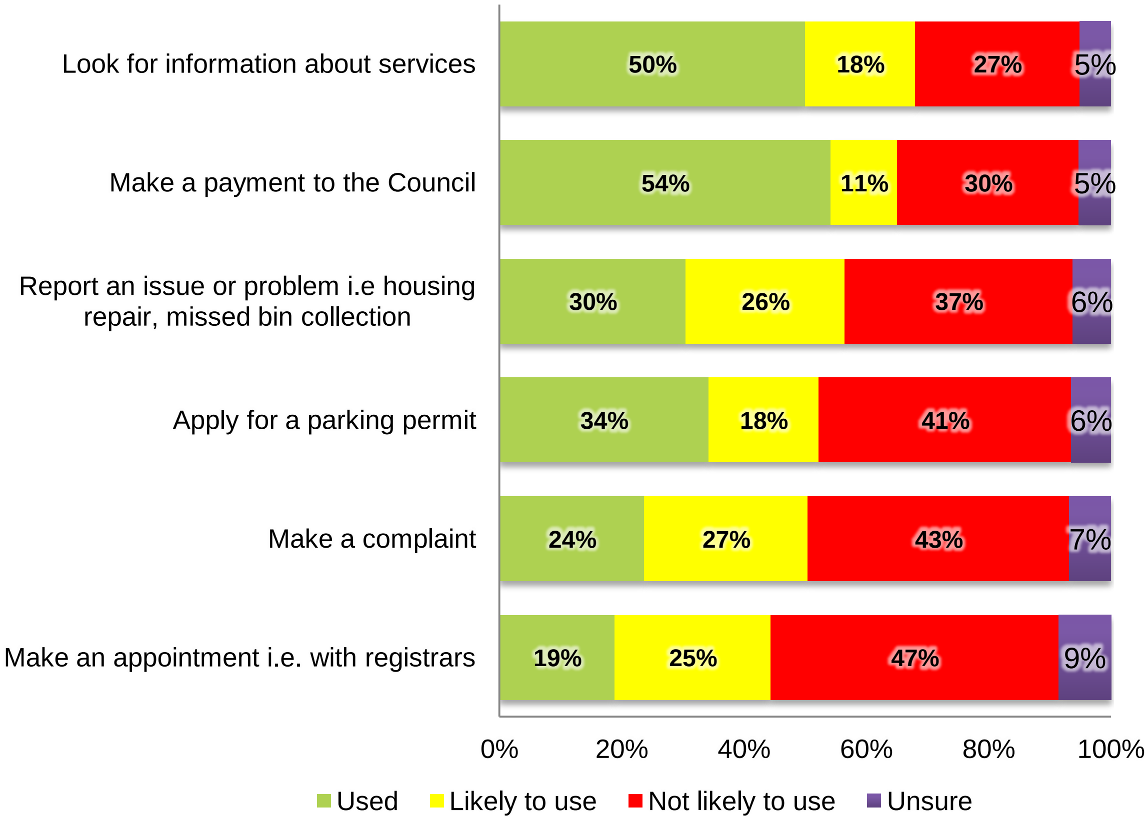
Figure 24: Q17. Approximately how often do you contact the council? (All responses, those contacting the Council)



Unweighted sample base: 2018: 918, 2015: Unknown

Respondents were then presented with a list of online services and asked which they had used or would be happy to use in the future. The question was framed in terms of saving the Council money to spend elsewhere. Residents are most likely to have used the Council website to look for information about services or make a payment to the Council, and relatively few state they would not be likely to use these services in the future.

Figure 25: Q18. Which of the following online services have you used or would be happy to use in the future so the Council have more money available to spend on your priorities? (All responses)



Unweighted sample base: 1,029

These findings may well reflect how likely residents are to feel they are to require the service as well as their attitude to the Council website - for example, non-drivers may not anticipate needing a parking permit at any point in the future. However, by combining responses to all these services, a picture can be built up of residents' general willingness to use the website. Two-thirds (65%) have already used the Council website for at least one of the services shown; however 22% are not likely to use the website for **any** of the purposes shown.

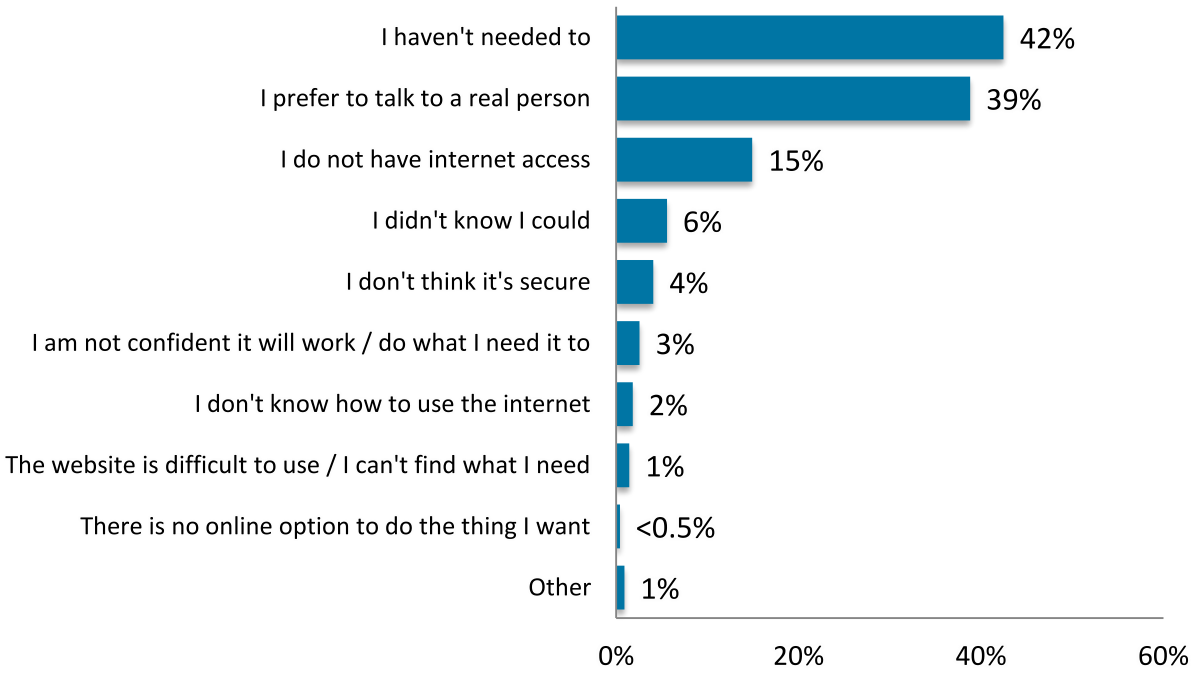
By age group, use of the Council website is, unsurprisingly, significantly lower amongst those aged 65+ and those who state they do not have internet access. A majority (53%) of residents aged 65+ state they are not likely to use the Council website for any of the services shown, as do 76% of those without internet access.

Table 9: Use of Council website - By age group and internet access

		Age group				Internet access	
	Total	**16-24**	**25-44**	**45-64**	**65+**	**Yes**	**No**
Used Council website	65%	56%	76%	62%	35%	70%	13%
Not likely to use Council website for any of the services shown	22%	21%	13%	27%	53%	16%	76%
Unweighted sample bases	1,029	170	494	240	113	929	100

Those not using the website for any of the services listed were then asked to select why, from a given list of options. Four in ten (42%) of respondents had not needed to use the given services; however, issues with the internet access / preference are apparent for those who stated that they prefer to talk to a real person (39%) or do not have internet access (15% of this subgroup). Encouragingly, just 1% of this group stated the website was difficult to use, and fewer than 0.5% stated there was no option to do what they wanted on Islington's website.

Figure 26: Q19. Why do you not use the Council's website for any of the activities listed? (All responses, those who have not used the Council website for any of the specified activities)

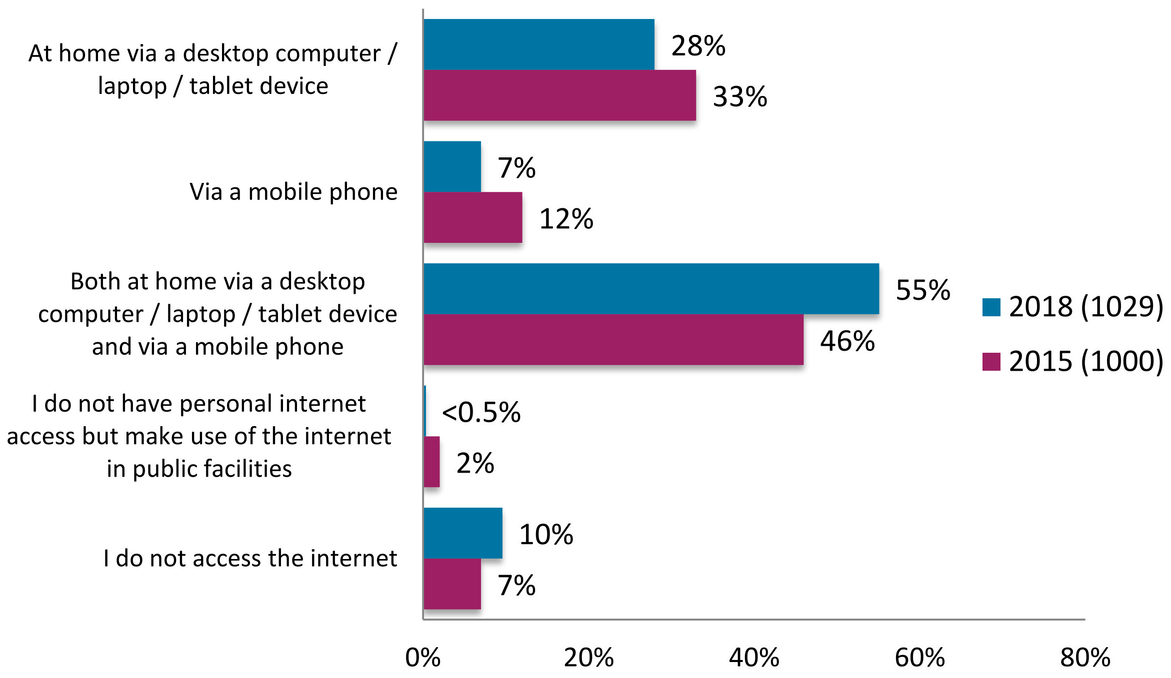


Unweighted sample base: 363

One in ten residents (10%) do not access the internet. This represents a higher level of non-internet usage compared to 2015; however, in the latest analysis those who had not used the Council website due to not having internet access were automatically coded to 'I do not have internet access' at Q20 (below), rather than being asked this question. This change, necessitated by a change in the question order compared to 2015, is likely to give a truer reflection of internet usage amongst Islington residents; however, it should be noted that the 2015 findings are based just on responses at Q20 and therefore give a lower figure of non-internet use.

A majority (55%) access the internet at home both via a desktop / laptop tablet and mobile phone, a significant increase compared to 2015.

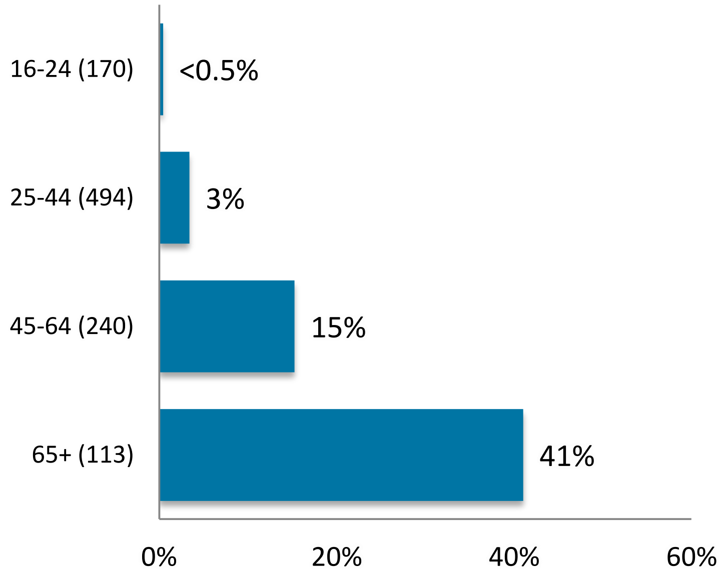
Figure 27: Q20. How do you normally access the internet, if at all? (All responses)



Unweighted sample bases in parentheses

Four in ten (41%) of residents aged 65+ state they do not use the internet, compared to fewer than 0.5% of those aged 16-24.

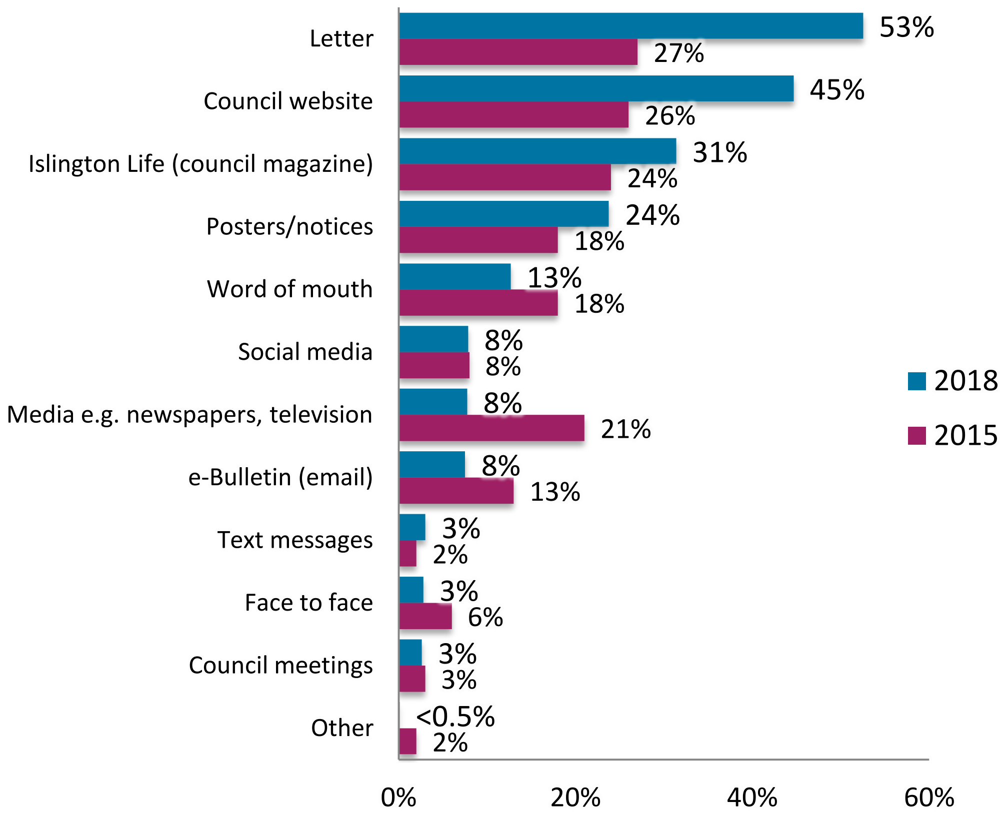
Figure 28: Proportion who do NOT use the internet - By age group



Unweighted sample bases in parentheses

Respondents were then asked how they normally find out about the Council's services and news. Much the most-mentioned options are letter (possibly a reference to Council Tax correspondence) at 53%, the Council website (45%), and *Islington Life* (31%). These were also the most-mentioned channels on the 2015 survey, however as the figure below indicates, mentions of letters and the Council website have increased sharply. If different question wording was employed on the 2015 survey, this may explain the extent to which these findings have changed as well as (potentially) the change in methodology from telephone to face to face interviewing.

Figure 29: Q21A. How do you normally find out this sort of information? (All responses excluding none of these)



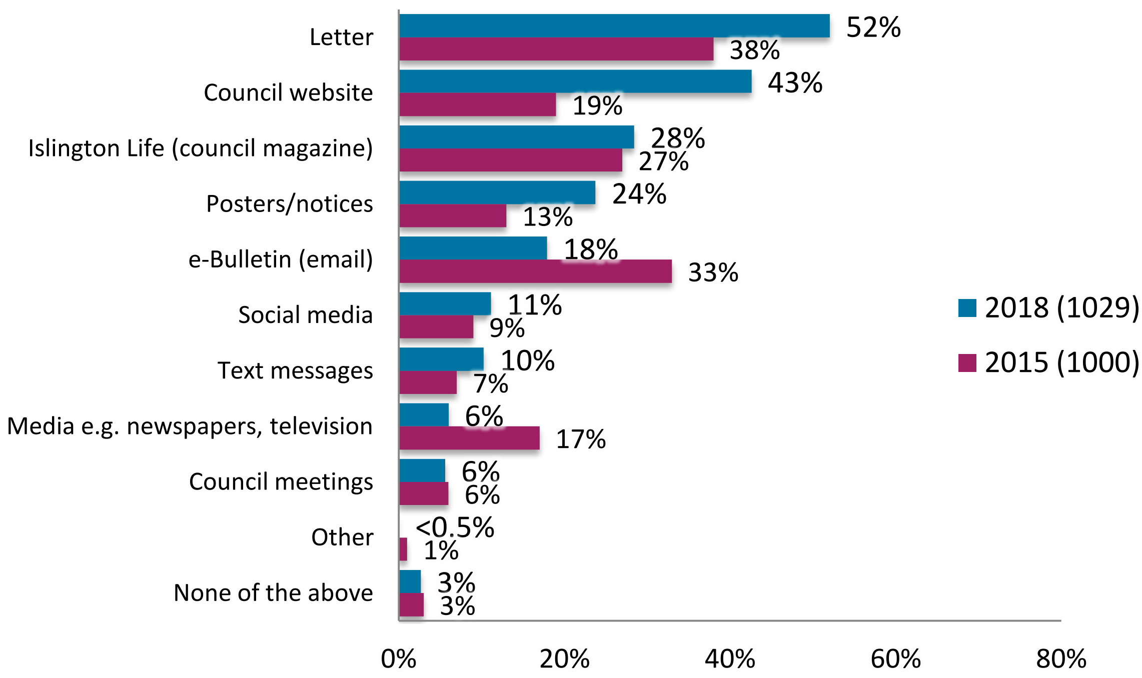
Unweighted sample bases: 2018: 961, 2015: Unknown

From the same list, respondents were then asked how they would prefer to receive information about Council services and news. Again, letters, the Council website, and *Islington Life* are the most-mentioned sources; again, significant increases in references to letters and the website are apparent compared to 2015. On this evidence, there is little difference between how residents find out about the Council currently and how they would prefer to do so, other than:

- E-bulletin (email): 18% would prefer to use this, compared to 8% who use this to find out about the Council currently.
- Text messages: 10% would prefer to use this compared to just 3% who use this to find out about the Council currently

On this basis, there is potentially room to expand the reach of the Council's communications via these channels.

Figure 30: Q21b. How would you prefer to receive information about the council's services and news? (All responses)



Unweighted sample bases in parentheses

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.