All in One Survey
Full report

For The Royal Borough of Kingston upon Thames

9 February 2015

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1.   Executive summary

- The All in One Survey was a large scale public consultation carried by Qa Research (Qa) on behalf of Kingston Council (RBK). The survey ran between Friday 17th October and Friday 21st November 2014, and a total of 9,779 responses were received from residents, non-residents, and businesses.

- The residents' survey was conducted primarily as a large scale postal survey. A paper questionnaire was designed collaboratively by Qa and RBK, and a copy was dispatched to each of the 64,754 residential addresses in Kingston. In addition, an online version of the survey was run in parallel to the postal version and number of face-to-face booster shifts took place to target underrepresented groups.

- Following analysis, a total of 9,227 usable surveys were included in the results. The resulting data was weighted to be representative of the profile of Kingston at the 2011 census. At the 95% confidence level, findings are accurate to within +/- 1.0%.

Satisfaction with Kingston and Kingston Council

Respondents were first asked how satisfied or dissatisfied they were with their local area (the area within 15-20 walking distance of their home) as a place to live.

- Over eight-in-ten (84%) respondents were either '*very satisfied*' or '*fairly satisfied*' with their local area as a place to live.

    o Respondents from Canbury and Tudor ward were the most satisfied (92% and 91% respectively) and those from Chessington North and Hook were the least (71%).

    o Respondents aged under 35 were more likely to be satisfied than those aged 35 and over.

    o Satisfaction decreases as the length of time respondents have lived in Kingston increases, although it remains high regardless of the length of time.

Respondents were then asked how satisfied or dissatisfied they were with the way Kingston Council runs things.

- Just over half (55%) were either '*very satisfied*' or '*fairly satisfied*' with the way the Council runs things, with just under a fifth (18%) either '*very dissatisfied*' or '*fairly dissatisfied*' while one quarter (24%) were '*neither satisfied nor dissatisfied*'.

    o Those living in Coombe Hill (60%) were the most satisfied, while those in Chessington North and Hook (45%) were the least.

    o Respondents aged under 35 and over 75 were more likely to be satisfied than those aged 35 to 74.

    o Female respondents and those satisfied with their local area were also more likely to be satisfied with the Council.

Respondents were then asked how far they agreed or disagreed that Kingston Council provided value for money.

- Respondents were polarised as to whether the Council provides value for money or not, with just under a third (30%) agreeing and broadly the same proportion disagreeing (28%). One third (35%) answered that they 'neither agree nor disagree'.
  - Opinions were polarised in all wards. The lowest level of agreement was in Chessington North and Hook (22%) and the highest level was in Tudor (34%).
  - Respondents aged 16-24 (36%) and 75+ (38%) were the most likely to agree that the Council provides value for money.
  - Male respondents were significantly more likely to disagree that the Council provides value for money (29%) than female respondents (25%).
  - Those that agreed with the statement 'I feel well informed about services provided in my local area' were more likely to agree than disagree that the Council provides value for money (43% vs. 18%).

Respondents' attitudes to their local area

Respondents were asked to indicate what they liked best about their local area and what they would change.

- The most commonly given best aspect of the local area was the 'local town centre, shopping facilities and amenities', mentioned by two-in-five (38%) respondents. Also important were parks and green spaces and transport links, including access to London.
  - All but three wards selected 'local town centre, shopping facilities and amenities' as the best aspect of their local area. Over half of respondents from Canbury (51%), Grove (50%) and Norbiton (52%) said this.
  - Respondents aged 16-24 and female respondents were more likely to give 'local town centre, shopping facilities and amenities' as the best aspect of their local area.
- The most common change respondents would make to their local area would be 'addressing parking issues', however a very wide range of different changes were suggested and there was no clear consensus as to what one thing respondents would change.
  - As with answers at the total sample level answers provided by different subgroups were disparate, with considerable variation between them.

Respondents were then presented with a series of statements relating to their local area and asked to indicate how far they agreed or disagreed with each one.

- The statement that received the highest level of agreement was 'I feel safe when outside in my local area (during the day)', with nine-in-ten (90%) agreeing with this. Significantly fewer agreed that they felt safe in their local area 'during the night' (59%).
- Just over two thirds (69%) agreed with the statement that 'I feel I belong to my local area', and only a small proportion disagreed (9%).
- Just under half (46%) agreed that they 'feel well informed about services provided in their local area', while around a quarter disagreed (23%)
- Respondents were split regarding a 20mph residential speed limit in Kingston, with around two fifths (44%) agreeing and a third disagreeing (36%).

Importance of and satisfaction with services and aspects of the borough

Respondents were then asked to rate the importance of, and their level of satisfaction with, a number of services and subjects relating to the borough.

- At least half of the respondents felt that each subject/service was important (net: '*very important*' '*important*'), ranging from over nine-in-ten (95%) to five-in-ten (49%).

- Importance was highest for; '*parks and open spaces*', '*maintenance of pavements*' and '*waste collection*' (both 93%); 95% also mentioned '*public health services*', although it seems possible that this may have misinterpreted as relating to local health services (e.g. GPs).'

- The proportion of satisfied respondents varied much more, ranging from three quarters (74%) to less than one fifth (17%)

- The services and subjects with the highest proportion of satisfied respondents were '*parks and open spaces*', '*local bus services*' (both 74%), and '*shopping facilities*' (73%)

- The lowest proportion of satisfied respondents was for '*affordable decent housing*', (17%), '*the level of traffic congestion*', and '*rented housing provided by the council*' (both 18%)

   o Female respondents consistently rated services as more important than males did, but this pattern did not extend to satisfaction.

   o The same pattern was true of respondents from BME backgrounds compared to those from White backgrounds.

   o There was a great deal of variation in both importance and satisfaction between wards, although Chessington North and Hook tended to report lower satisfaction for the subjects and services.

- The services and subjects with the greatest difference between the level of importance and the level of satisfaction were '*the level of traffic congestion*', '*maintenance of pavements*', '*maintenance of roads*' '*wage levels and local cost of living*', '*the level of pollution*', '*affordable decent housing*' and '*availability of school places*'.

- It is these aspects of the local area that respondents have indicated most need attention and improvement.

Respondents were then asked to think about all the subjects and services that they had rated in terms of importance and satisfaction, and to select which three subjects most needed improving.

- The top three were '*maintenance of roads*' (22%), '*the level of traffic congestion*' (18%), and '*maintenance of pavements*' (15%).

Attitudes towards future growth and development in Kingston

Respondents were asked how far they agreed or disagreed with a series of statements about how Kingston Council should approach future growth and development in the borough.

- The general consensus from this question is that Kingston should continue to grow and to embrace growth; statements that related to increasing growth consistently had a majority agreeing with them.

   o There was considerable variation between wards, although St Mark's was perhaps the ward with the highest agreement with growth in general.

   o Respondents aged up to 44 were significantly more likely to say that they agreed with '*embracing growth*' than those over 44.

- Respondents listed '*transport links, reduced congestion, cycling and pedestrian routes, and improved roads*' and '*schools and education facilities*' as other priorities for the future.

Crime and anti-social behaviour

Respondents were asked to indicate the extent to which a range of options were a problem in their local area.

- Positively, for all options, a minority of respondents felt that it was either a '*fairly big problem*' or a '*very big problem*' in their local area. This ranged from less than one-in-ten (7%) for '*abandoned cars*' to one-in-three (33%) for '*rubbish or litter lying around*'.

    o Norbiton had a higher proportion of respondents saying things were at a least a slight problem across all options.

    o Vandalism, rubbish and litter, arson, and abandoned cars were more likely to be seen as a problem by those aged 45 and over.

    o Respondents who were dissatisfied with their local area were more likely to list '*drinking in public and drunken behaviour*' (13% vs. 8%) and '*littering and fly tipping*' (18% vs. 12%) than those who were satisfied.

Lastly, respondents were asked to think about the need for tackling crime, disorder and substance misuse in the borough and to, state the three issues that were of most concern to them. The feedback will be used by the Safer Kingston Partnership to prioritise resources.

- Across all respondents, the three most frequently made comments related to a '*lack of policing, safety and security including lighting, CCTV and neighbourhood watch*' (26%), '*drinking and drunken behaviour*' (24%) and '*drug use, dealing and needle exchange location*' (24%).

    o For nine out of sixteen wards '*lack of policing, safety and security including lighting, CCTV and neighbourhood watch*' was the issue of highest concern.

    o '*Drinking and drunken behaviour*' was the second most commonly mentioned (for five out of sixteen wards).

    o Demographically, those aged 16-24 and those from BME backgrounds were the least concerned with issues of crime in their local area

Conclusions

- The survey measures the views of residents amongst a large and robust sample from across the borough, with more than one-in-twenty adult residents and one-in-six households taking part.

- Residents are generally satisfied with their local area.

- The town centre is highly rated by residents and non-residents alike, but the green and leafy nature of the borough including its proximity to the Thames and Richmond Park are also strong drivers of satisfaction with the area.

- Concerns around transport and traffic, including parking, were mentioned as areas for improvement by residents and non-residents.

- Overall, residents are satisfied with the performance of the Council, although there is scope to improve ratings and to better demonstrate that it provides value for money.

- There is a clear desire to see growth in the borough and a strong suggestion that residents expect any growth to improve their lives in the borough.

- Generally, residents feel safe outside in their local area during the day and the majority also do so at night and issues around crime and safety are not of overwhelming concern to them.

2.   Introduction

The Royal Borough of Kingston upon Thames (RBK, the Council) sought to undertake a borough-wide survey with residents. The intention was that the results gained would inform the Council's budget and service planning for the next three years. This survey was called the '**All in One**' survey and aimed to provide crucial data to support the Council's commitment to residents.

RBK put out a tender to market and social research companies to undertake this research, and Qa Research (Qa) was selected to carry out the survey on behalf of the Council.

Qa would like to acknowledge the help and support received from the following Council employees when undertaking this research; Carlos Queremel, Amy Vaughan, Michael Hammond and John Haynes.

2.1   About this report

This report presents the findings of the *All in One* survey conducted in the Royal Borough of Kingston upon Thames.

The data that was collected from the survey has been analysed and the results presented here in charts and tables, with associated commentary.

This report is a comprehensive, full report that provides a detailed analysis of the results and the differences between demographic subgroups and by local geographies. A separate, shorter, topline summary report that presents the data from the survey at an overall level is also available. All the findings reported in the top line report are also reported in this comprehensive report.

3.   Aims and objectives

The principle objectives of the research were to;

- **Provide robust and statistically reliable data** that was, as far as possible, representative of the profile of the borough and individual wards within it.

- **Ensure a high response rate** to the survey, so that as many residents as possible have the chance to have their say in the research

- **Deliver a comprehensive survey** that captures sufficient information to inform the Council and ensure that residents' views and concerns across all subject areas are examined.

- **Include the views of a wide range of people**, not only residents but also commuters, those who work in Kingston and visitors to Kingston, amongst others.

4. Methodology

4.1 Method

The All in One survey was conducted as a large scale postal survey, an online survey, and a face-to-face survey to boost low response groups.

A questionnaire was designed in collaboration between RBK and Qa. This went through numerous iterations as it was refined to the final survey, and was approved by RBK. As it was expected that the majority of responses to the All in One survey would come from residents of Kingston, the survey was designed with this group in mind; other iterations of the survey, described below, were developed from the residents' survey. A copy of the residents' survey is included as an appendix to this report.

In addition to the survey of residents, there was also a survey of non-residents. This was largely the same as the survey of residents but with some questions removed and the wording of others changed to be applicable to those who did not live in the borough.

Additionally there was a survey of businesses, but this was handled entirely by RBK and findings from this research are not included in this report.

Following the finalisation of the content of the survey and the graphic design, the residents survey was printed and bundled into C5 envelopes with a Freepost envelope so that respondents could the return the survey free of charge.

All residential addresses in Kingston were pulled from the publically available postal address file (PAF). In total 64,754 addressed surveys were sent out to every household in Kingston. An additional 10,000 unaddressed survey packs were provided to RBK so that they could be distributed to libraries and at other areas throughout the borough. In addition to the postal survey, RBK hosted an online version of the survey.

To encourage participation, RBK undertook a publicity campaign for the All in One survey and promoted the web link on their digital communications channels. Some residents chose to engage with the All in One survey via the digital channels, in particular social media. A separate agency, Kindred, has prepared a reported detailing this engagement.

Finally, as well as the online and postal elements of the residents' survey, there was a face-to-face element. This was designed to reach demographic groups that were expected to be underrepresented in the postal and online completions, primarily BME residents and those aged under 34 years. The face-to-face survey ran in parallel with the postal and online survey.

The All in One survey formally opened on Friday 17th October 2014, the day that the postal surveys arrived at households. The deadline for returns of the survey (both postal and online) was Friday 21st November 2014, however in order to maximise the response rate Qa continued to accept incoming postal returns until Thursday 4th December. Face-to-face interviewing continued until Monday 1st December.

All postal returns to Qa were logged and input into Qa's data entry system by their in-house inputting team. A sample of the input surveys were checked by the inputting manager to ensure they were being inputted accurately,

The data from the online residents and non-residents survey was supplied to Qa in raw format by RBK. This was checked by the head data analyst and added to the final database.

Early on in the project the decision was made to weight the data to ensure that it was representative of the demographic profile of the borough. This is due to the self-selecting nature of the postal and online survey making it impossible to control the proportion of specific demographic groups responding. The data was weighted by age, gender, ethnicity and Ward to match (as closely as possible), the profile of Kingston based on the 2011 Census. The non-residents data was not weighted.

Once the dataset was combined, cleaned and weighted, data tables could be produced that showed the breakdown of the responses to each question. These data tables were used to produce this report.

4.2   Survey returns and confidence intervals.

There were a total of 9,779 responses to the All in One survey and based of the total number of households in Kingston (64,754) this represents a response rate of **15.1%**.

The breakdown of these is;
- **7,264** residents postal returns
- **1,438** online residents completions
- **437** online non-residents completions
- **30** online business completions
- **533** face-to-face 'booster' completions
- **77** engagements through social media

A number of postal survey returns were identified that had not been completed or had been defaced and these have not been included in the analysis. Consequently, the final total sample on which the analysis of residents in this report is based is 9,227 (this also excludes businesses and social media responses). The table below shows the final number of returns (excluding unusable returns) to the residents' survey and the associated confidence level.

Figure 1.   Survey returns and confidence interval

	Completions	Adult borough population (2011)	Standard error at 95% confidence
	Count	*Count*	*%*
Residents survey	9,277	129,790	+/- 1.0%

Using statistical rules we can be 95% confident that the research findings for the residents' survey have a potential variance of no more than plus or minus 1.0% from the figure shown,

The results are highlighted using a combination of charts and tables. In some instances responses to ordinal questions (such as satisfaction scales) have been combined to aid interpretation. Where this has occurred it has been highlighted within the report. Similarly, on some occasions responses have been converted into average (mean) scores.

Residents vs. non-residents comparisons

Throughout this report, comparisons are made between the residents and non-residents data. This is shown in light blue boxes.

5. Key findings

5.1 Profile of respondents

5.1.1 Profile of residents' survey respondents

The following table breaks down the profile of respondents to the residents' survey element of the All in One survey by age, gender, ethnicity and Ward. The profile is compared to the most recent Census data for adults (aged 16 years and above).

As described in the methodology section (Section 4), the data has been weighted to ensure it is representative of the demographic profile of the Borough. Throughout this report, percentages and means reported from the All in One survey data are based on the weighted data.

Figure 2. Profile of respondents by age, gender, ethnicity, and ward

	Census profile 2011 (16+ population only)		Respondent profile (Unweighted)		Respondent profile (Weighted)	
	Count	%	Count	%	Count	%
Age						
Under 16	-	-	16	<1%	16	<%
16-24	21,570	17%	538	6%	1,496	16%
25-34	25,714	20%	1,029	11%	1,785	19%
35-44	25,564	20%	1,660	18%	1,776	19%
45-54	20,630	16%	1,713	19%	1,433	15%
55-64	15,954	12%	1,628	18%	1,109	12%
65-74	10,241	8%	1,503	16%	712	8%
75+	10,117	8%	943	10%	703	8%
No response	-	-	197	2%	197	2%
Gender						
Male	62,801	48%	3,805	41%	4,185	45%
Female	66,989	52%	4,841	53%	4,461	48%
Prefer not to say	-	-	295	3%	295	3%
No response	-	-	286	3%	286	3%
Ethnicity						
White	99,126	76%	7,592	82%	6,573	71%
Black and minority ethnic	30,664	24%	1,012	11%	2,031	22%
Prefer not to say	-	-	313	3%	313	3%
No response	-	-	310	3%	310	3%
Ward						
Alexandra	7,317	6%	416	5%	499	5%
Berrylands	7,840	6%	607	7%	534	6%
Beverley	8,020	6%	578	6%	552	6%
Canbury	9,688	8%	829	9%	668	7%
Chessington North And Hook	6,939	5%	415	5%	472	5%
Chessington South	8,116	6%	554	6%	561	6%
Coombe Hill	8,408	7%	475	5%	579	6%
Coombe Vale	7,679	6%	558	6%	525	6%
Grove	9,546	7%	739	8%	659	7%
Norbiton	8,210	6%	475	5%	561	6%
Old Malden	7,557	6%	518	6%	516	6%
St James	7,234	6%	483	5%	499	5%
St Mark's	9,322	7%	556	6%	641	7%
Surbiton Hill	8,712	7%	620	7%	597	7%
Tolworth And Hook Rise	7,821	6%	411	5%	534	6%
Tudor	7,381	6%	669	7%	507	6%
NET: Other wards	-	-	32	<1%	32	<1%
No response	-	-	292	3%	292	3%
Total	**129,790**		**9,277**		**9,277**	

NB: children aged under 16 were permitted to take part in the survey with the consent of a legal guardian, however the very small number that did so means the data has been weighted based on the adult census population.

The table below shows the profile of respondents by their religious beliefs;

Figure 3.   Profile of respondents by religion

	Respondent profile 2014 (Unweighted)		Respondent profile 2014 (Weighted)	
	Count	%	Count	%
Christian (all Christian denominations)	4,818	52%	4,183	45%
Buddhist	83	1%	124	1%
Hindu	175	2%	313	3%
Sikh	29	0%	53	1%
Jewish	87	1%	69	1%
Muslim	214	2%	415	4%
No religion	2,742	30%	2,910	32%
Prefer not to say	763	8%	845	9%
Any other religion	240	3%	78	1%
No response	76	1%	236	3%
Total	**9,277**		**9,277**	

The following table describes the sexual orientation of respondents;

Figure 4.   Profile of respondents by sexual orientation

	Respondent profile 2014 (Unweighted)		Respondent profile 2014 (Weighted)	
	Count	%	Count	%
Heterosexual	7,542	82%	7,533	82%
Lesbian	41	0%	43	0%
Gay	148	2%	178	2%
Bisexual	53	1%	86	1%
Prefer not to say	929	10%	929	10%
Other	72	1%	59	1%
No response	443	5%	400	4%
Total	**9,277**		**9,227**	

The final table shows the profile of respondents by disability or life limiting illness;

Figure 5.   Profile of respondents by disability or life-limiting illness

	Respondent profile (Unweighted)		Respondent profile (Weighted)	
	Count	%	Count	%
Do you have a long-term physical or mental health condition or disability?				
Yes	1100	12%	898	10%
No	7516	81%	7,755	84%
Prefer not to say	343	4%	316	3%
No response	268	3%	258	3%
Total	**9,277**		**9,277**	
If yes, please tell us what is the nature of your disability, mental health or other health issue?				
Physical/mobility	569	52%	430	48%
Sensory	85	8%	75	8%
Mental Health	153	14%	151	17%
Learning Disability	63	6%	79	9%
Health Diagnosis	336	31%	262	29%
Prefer not to say	42	4%	32	4%
Other	45	4%	38	4%
No response	28	3%	27	3%
Total	**1,072**		**1,072**	

5.1.2 Profile of non-resident respondents

The table below shows the demographic profile of respondents to the survey who did not live in the borough and therefore completed the alternative version of the survey.

As described in the methodology, this data has not been weighted.

Figure 6.   Demographic profile of non-residents

	Non-resident profile (Unweighted)	
	Count	*%*
Age		
Under 16	-	-
16-24	56	13%
25-34	81	19%
35-44	93	21%
45-54	96	22%
55-64	83	19%
65-74	21	5%
75+	3	1%
No response	4	1%
Gender		
Male	150	34%
Female	269	62%
Prefer not to say	14	3%
No response	4	1%
Ethnicity		
White	345	79%
Black and minority ethnic	56	13%
Prefer not to say	20	5%
No response	16	4%
Total	437	

5.2   Residents' satisfaction with Kingston and Kingston Council

Respondents were asked a series of questions that gauged levels of satisfaction with the respondents' local area and with Kingston Council. These questions were nationally standardised questions and are often included on residents' surveys by local authorities throughout the UK. As a result this data will be comparable against data collected by other local authorities, although no such comparisons are made in this report as comparative data is not available to commercial organisations.

Respondents were first asked how satisfied or dissatisfied they were with their local area as a place to live. The question was prefaced by the following definition of 'your local area':

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home

Answers are shown in the chart below;

Figure 7.   Respondents' level of satisfaction with their local area

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

| ■ Very satisfied | ■ Fairly satisfied | ■ Neither satisfied nor dissatisfied |
| ■ Fairly dissatisfied | ■ Very dissatisfied | ■ Don't know |

| 29% | 55% | 8% | 6% | 2% |

Source: Qa Research 2015 **Base:** 9115 (all valid responses)
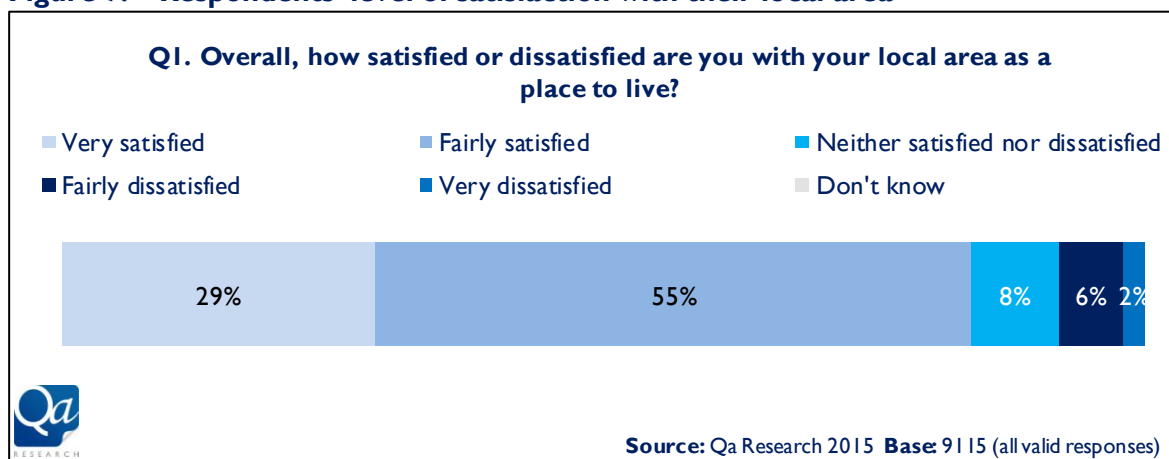
Positively, over eight-in-ten (84%) respondents were either '*very satisfied*' or '*fairly satisfied*' with their local area as a place to live. A greater proportion of respondents were '*fairly satisfied*' (55%) compared to '*very satisfied*' (29%) however.

Less than one-in-ten (8%) indicated any degree of dissatisfaction with their local area as a place to live (Net: '*fairly dissatisfied*' (6%) and '*very dissatisfied*' (2%)).

Residents vs. non-residents

Non-residents were asked a slightly different version of this question based on the fact that they did not live Kingston. They were asked '*overall, how satisfied or dissatisfied are you with Kingston as a place where you spend time?*'.

Non-residents were significantly more likely to say they were satisfied with Kingston as a place where they spend time (88%) than residents were to say they were satisfied with Kingston as a place to live (84%), although high levels of satisfaction were recorded in both instances.

Sub-group analysis

There was variation in the levels of satisfaction and dissatisfaction between different wards in the borough, and these are illustrated in the chart below. Note, that the proportion of respondents who were either *NET: satisfied* or *NET: dissatisfied* is shown.

Figure 8.   Respondent's level of satisfaction with their local area - by ward

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live? By ward

■ NET: Satisfied   ■ Neither satisfied nor dissatisfied   ■ NET: Dissatisfied   ■ Don't know

Ward	NET: Satisfied	Neither	NET: Dissatisfied
Alexandra	78%	10%	11%
Berrylands	87%	6%	7%
Beverley	80%	9%	11%
Canbury	92%	5%	3%
Chessington North And Hook	71%	12%	17%
Chessington South	78%	8%	14%
Coombe Hill	88%	4%	8%
Coombe Vale	87%	6%	7%
Grove	89%	6%	5%
Norbiton	81%	9%	10%
Old Malden	81%	10%	9%
St James	80%	12%	7%
St Mark's	89%	5%	6%
Surbiton Hill	89%	6%	5%
Tolworth And Hook Rise	77%	15%	8%
Tudor	91%	4%	4%

Source: Qa Research 2015 **Base:** varies (all valid responses)

Positively, the majority of respondents were satisfied with their local area, although there was significant variation between the levels of satisfaction across the borough.

Canbury was the ward with the highest proportion of satisfied respondents, with nine-in-ten (92%) saying that they were at least '*fairly satisfied*'. This was closely followed by Tudor (91%).

In contrast, with just under three quarters (71%), the lowest proportion of satisfied respondents was in Chessington North and Hook. This ward reported a notably lower proportion of satisfied respondents than the second lowest, which was Tolworth and Hook Rise (77%).

Unsurprisingly given the significantly lower proportion of satisfied respondents, Chessington North and Hook had the highest proportion of dissatisfied respondents at around one fifth (17%).

These differences are shown on the map below;

Figure 9.   MAP: Respondent's level of satisfaction with their local area - by ward
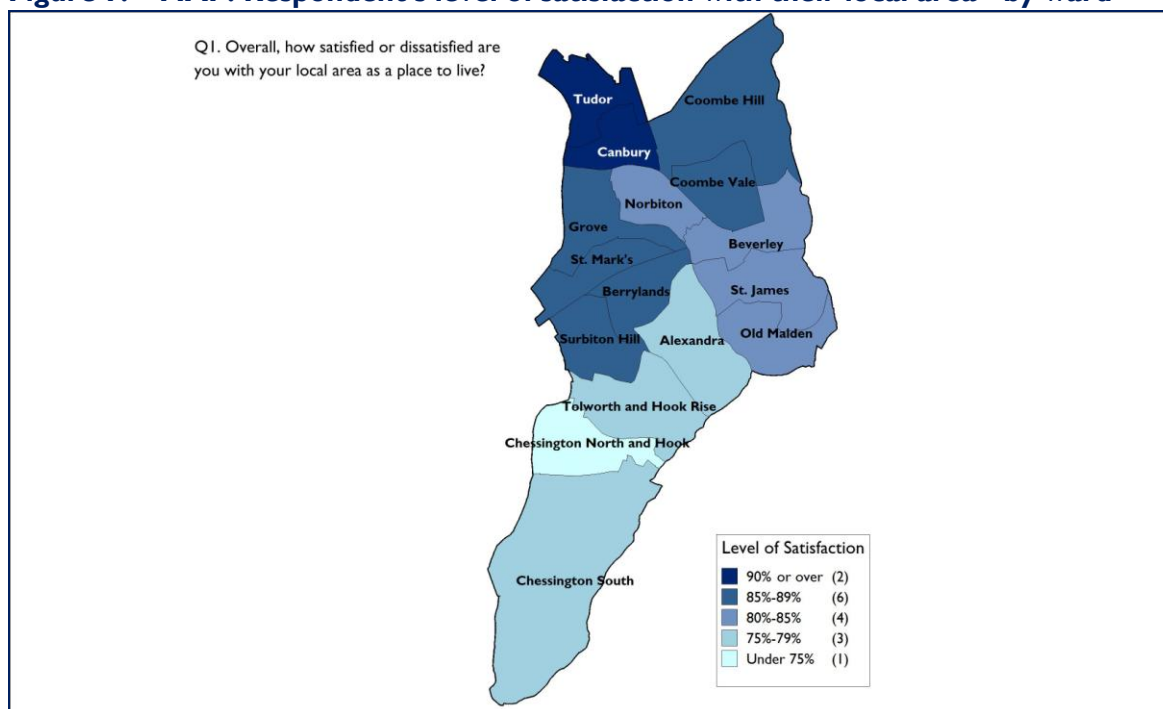
Geographically, residents living in the south of the borough tend to exhibit lower levels of satisfaction than those in northern wards.

Demographically, respondents aged 34 and under were significantly more likely to be satisfied with their local area as place to live (16-24 and 25-34: both 88%) in comparison to those aged 35 and over (35-44: 84%, 45-54: 80%, 55-64: 82%, 65-74: 81%, 75+: 84%).

There was no significant difference in the level of satisfaction or dissatisfaction between genders.

Respondents from BME backgrounds were significantly more likely to be dissatisfied (10%) with their local area as a place to live than those from White backgrounds (7%). More specifically, this difference was driven by a significantly higher proportion of dissatisfied respondents from Mixed backgrounds (13%).

Respondents who said that they had a long term physical or mental health condition or disability were significantly more likely to say they were dissatisfied than those who did not (12% vs. 7%).

The level of satisfaction with the local area tends to decrease as the length of time respondents have lived in Kingston increases, although it remains high. Nine-in-ten respondents who had lived in the borough for '*less than one year*' (90%) or '*between one and three years*' (89%) indicated that they were satisfied with their local area as a place to live. However, amongst respondents who lived in Kingston for '*between four and ten years*' this proportion declines to 85%, and amongst those who have lived in Kingston for '*more than 10 years*' it declines to 81%. It should be pointed out that the majority of respondents are still satisfied regardless of the length of time they've lived in the borough.

There is also a positive correlation between satisfaction with the local area as a place to live and measures of satisfaction with Kingston Council. Amongst respondents who are satisfied with the way Kingston Council runs things, the vast majority are also satisfied with their local area (96%); this is a significantly higher proportion than amongst those who are 'neither satisfied nor dissatisfied' (79%) or dissatisfied (54%) with the way the Council runs things.

The same pattern is evident amongst those who agreed that Kingston Council provides value for money. Here, a higher level of satisfaction with their local area was recorded amongst those that agreed that the Council provides value for money (95%) than those who responded that they 'neither agreed nor disagreed' (86%) or disagreed (66%).

These findings suggest a link between the performance of the Council and perceptions of a resident's local area. This is a pattern commonly seen in residents' surveys that ask these three standardised questions, and the interrelation of these measures is typical of local authorities across the UK.

Finally, a sense of belonging is important in driving feelings of satisfaction with the local area with 90% of those that agreed that they belong to their local area indicating that they were satisfied with it. This figure declines to 54% amongst those who disagree that they belong and indeed a third of this group were actively dissatisfied with their area (31%). Notably though, with the majority of those who feel they don't belong also expressing satisfaction, it's clear that a sense of belonging is not essential and many residents are seemingly perfectly happy with where they live without necessarily considering they belong there.

Respondents were then asked how satisfied or dissatisfied they were with the way Kingston Council runs things. Responses are shown in the table below;

Figure 10. Satisfaction with the way the Council runs things
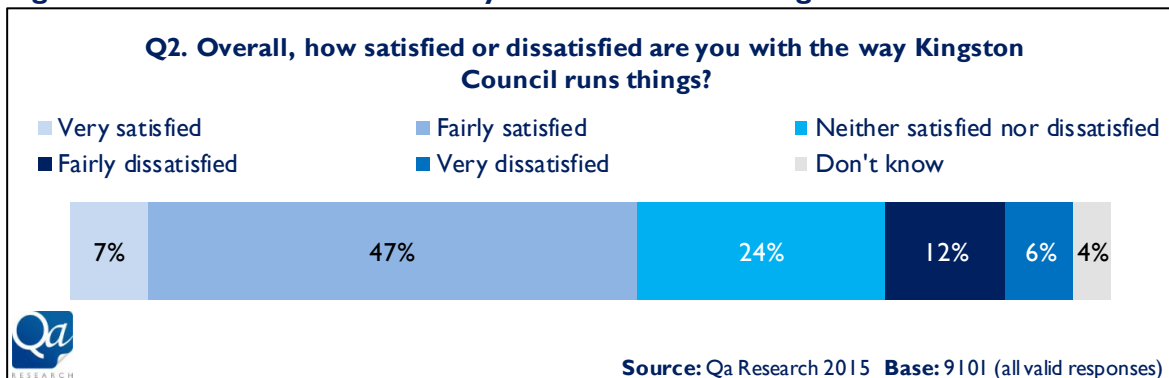
Q2. Overall, how satisfied or dissatisfied are you with the way Kingston Council runs things?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know

| 7% | 47% | 24% | 12% | 6% | 4% |

Source: Qa Research 2015   Base: 9101 (all valid responses)

Just over half (55%) were either '*very satisfied*' or '*fairly satisfied*' with the way Kingston Council runs things, with one quarter (24%) '*neither satisfied nor dissatisfied*' and just under one fifth (18%) dissatisfied. Of those who were satisfied, a much greater proportion was '*fairly satisfied*´ (47%) rather than '*very satisfied*' (7%).

Sub-group analysis

Responses by ward were as follows;

Figure 11. Satisfaction with the way the Council runs things - by ward

Q2. Overall, how satisfied or dissatisfied are you with the way Kingston Council runs things? By ward

- NET: Satisfied
- Neither satisfied nor dissatisfied
- NET: Dissatisfied
- Don't know

Ward	NET: Satisfied	Neither satisfied nor dissatisfied	NET: Dissatisfied	Don't know
Alexandra	51%	26%	20%	3%
Berrylands	53%	24%	18%	5%
Beverley	47%	26%	25%	
Canbury	56%	22%	19%	3%
Chessington North And Hook	45%	24%	28%	4%
Chessington South	54%	24%	22%	
Coombe Hill	60%	21%	18%	
Coombe Vale	58%	24%	15%	2%
Grove	56%	24%	14%	6%
Norbiton	57%	22%	17%	4%
Old Malden	57%	21%	19%	3%
St James	52%	26%	18%	5%
St Mark's	56%	23%	13%	9%
Surbiton Hill	59%	26%	13%	
Tolworth And Hook Rise	57%	23%	17%	3%
Tudor	56%	28%	13%	3%

Source: Qa Research 2015   Base: varies (all valid responses)

The highest proportion of respondents satisfied with the Council was amongst those living in Coombe Hill (60%), while the lowest proportion was in Chessington North and Hook (45%).

The map below highlights geographical differences in the proportion of respondents from each ward that expressed satisfaction with the Council's performance;

Figure 12. MAP: Satisfaction with the way the Council runs things – by ward
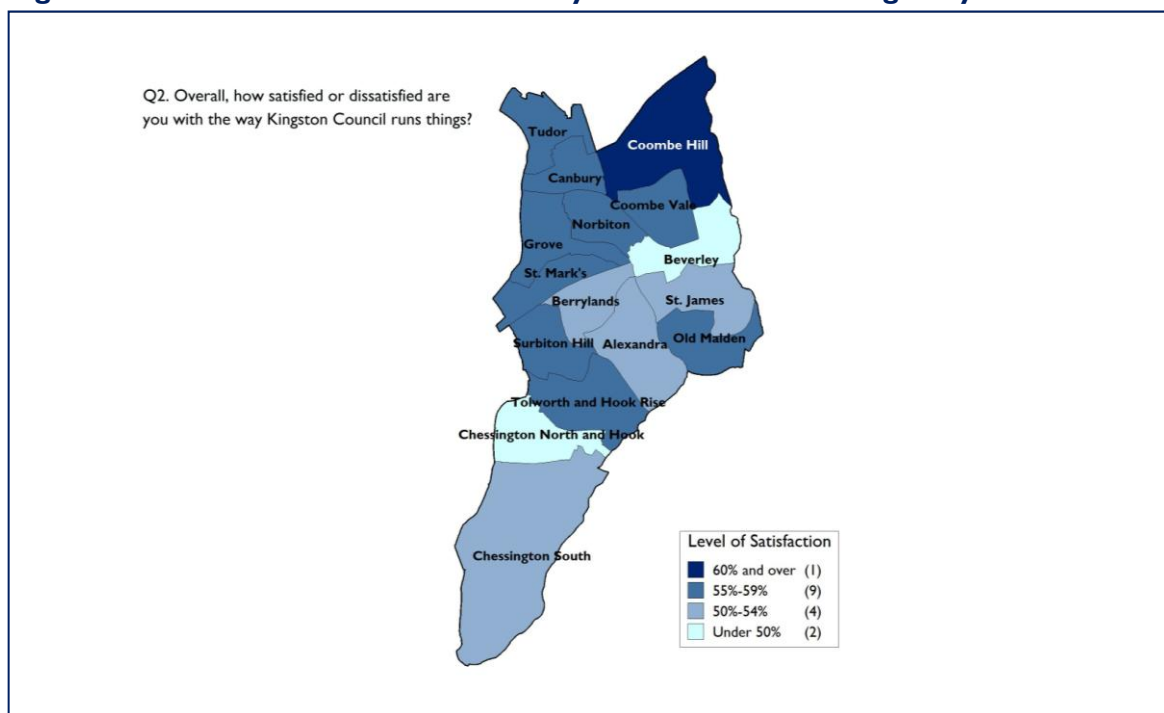
As the map above highlights, no clear geographical differences were recorded here, although respondents from the northern wards of the borough tended to be more satisfied with the Council.

As was the case with satisfaction with the local area, respondents aged under 35 were significantly more likely to be satisfied with the way Kingston Council runs things (16-24: 60%, 25-34: 58%) than those aged 35 to 74 (35-44: 53%, 45-54: 48%, 55-64: 51%, 65-74: 54%). In this case however, respondents aged 75+ were also significantly more likely to be satisfied (61%) in comparison to the 35-74 age group.

Female respondents were significantly more likely than males to say they were satisfied with the way Kingston Council runs things (57% vs. 52%).

There was no statistically significant difference between the proportion of respondents from White backgrounds and the proportion from BME backgrounds that were either satisfied or dissatisfied. There was also no difference in the proportion of satisfied respondents between those with and those without long term conditions or disabilities, although those with were more likely to be dissatisfied (21% vs. 17%).

As with satisfaction with the local area, there was link between the length of time that respondents had lived in Kingston and the proportion that were satisfied with the Council's performance. Amongst respondents who had lived in the borough for less than three years, three fifths of respondents ('*less than one year*': 63%, '*between one and three years*': 61) were satisfied

with the way the Council runs things. For those who had lived there for '*between four and ten years*' the proportion was significantly smaller (56%) and smaller still for those who had lived there for '*more than 10 years*' (51%).

In addition, respondents who were satisfied with their local area as a place to live and those who agreed that the Council offers value for money were more likely to be satisfied with the way that Kingston Council runs things (62% and 87% respectively) than those who were dissatisfied or disagreed (9% and 20% respectively). Notably, half of those who disagreed that the Council provides value for money indicated that they were dissatisfied with the way the Council runs things, highlighting the clear link between these two measures.

Respondents were then asked to what extent they agreed that Kingston Council provides value for money. This question was asked on a scale of '*strongly agree*' to '*strongly disagree*' and respondents were asked to think in general about all the services that Kingston Council provides. The following statement prefaced the question;

> In considering the next question, please think about the range of services Kingston Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Kingston Council provides to the community. We would like your general opinion.

Figure 13. Agreement that Kingston Council provide value for money

Q3. To what extent do you agree or disagree that Kingston Council provides value for money?

■ Strongly agree   ■ Agree   ■ Neither agree nor disagree
■ Disagree   ■ Strongly disagree   ■ Don't know

| 3% | 27% | 35% | 20% | 8% | 7% |

Source: Qa Research 2015 **Base:** 9089 (all valid responses)

Residents appeared polarised as to whether the Council provides value for money or not, with just under a third (30%) agreeing and broadly the same proportion disagreeing (28%).

Additionally, a third (35%) answered that they '*neither agree nor disagree*' and it's clear from these findings that a wide range of opinions exist as to the performance of the Council in this respect, with many seemingly unable or unwilling to express an opinion either way.

Sub-group analysis

The level of agreement amongst respondents living in each ward is shown below;

Figure 14. Agreement that Kingston Council provide value for money - by ward

Q3. To what extent do you agree or disagree that Kingston Council provides value for money? By ward	NET: Agree	Neither agree nor disagree	NET: Disagree	Don't know
Alexandra	29%	36%	29%	5%
Berrylands	28%	36%	28%	8%
Beverley	25%	35%	35%	5%
Canbury	29%	36%	28%	7%
Chessington North And Hook	22%	38%	34%	6%
Chessington South	31%	33%	32%	3%
Coombe Hill	33%	29%	30%	8%
Coombe Vale	29%	34%	29%	7%
Grove	33%	31%	24%	12%
Norbiton	31%	37%	25%	7%
Old Malden	31%	37%	28%	4%
St James	31%	32%	30%	7%
St Mark's	28%	38%	23%	11%
Surbiton Hill	30%	37%	27%	6%
Tolworth And Hook Rise	30%	38%	25%	7%
Tudor	34%	37%	24%	5%

Source: Qa Research 2015 **Base:** varies (all valid responses)

The range of opinions regarding value for money evident amongst the sample as a whole is also evident amongst respondents living in each ward. Specifically, the level of agreement that the Council provides value for money was similar across all wards, although it was lowest in Chessington North and Hook (22%). This is likely to be linked to the lower level of satisfaction with the way the Council runs thing that was also apparent in this ward. However, the highest level of dissatisfaction was not recorded amongst respondents from this ward (this was recorded in Beverley – 35%) and instead almost two-fifths said that they 'neither agree nor disagree' (38%) indicating that many felt unable to say either way.

In demographic terms, it was respondents at either end of the age spectrum that were the most likely to agree that the Council provides value for money. Those aged 16-24 (36%) and 75+ (38%) were significantly more likely to agree than any other age groups. In contrast, the proportion of those aged 45-54 that felt the Council provided value for money was significantly smaller (23%) than amongst the other age groups (25-34: 29%, 35-44: 29%, 55-64: 27%, 65-74%: 31%).

Male respondents were significantly more likely to disagree that the Council provides value for money (29%) than female respondents were (25%). Female respondents were, in turn, more likely to agree (32% vs. 28%). This is the same pattern as was present for satisfaction with the way Kingston Council runs things (males more likely to give a negative response, females more likely to give a positive), suggesting males are generally less happy with the Council's performance than females.

There were no significant differences in the level of satisfaction between those of White backgrounds and those of BME backgrounds.

A link clearly exists here between how well informed residents feel they are about local services and their perceptions of value for money. In particular, those that agreed with the statement *'I feel well informed about services provided in my local area'* were more likely to agree than disagree that the Council provides value for money (43% vs. 18%) while those that disagreed with this statement were more likely to disagree than agree (49% vs. 14%). These findings suggest that keeping residents informed as to what the Council and its partners provide in terms of local services is essential in demonstrating value for money.

5.3   Residents' attitudes to their local area

In this section, respondents' answers to questions about their local area and the services, facilities and infrastructure that are contained within that area are examined.

Respondents were asked to indicate what they liked best about their local area. Answers were recorded verbatim and have been 'coded' (grouped) into thematic categories during analysis. Answers could be coded to more than one category, and these categories are shown below;

Figure 15. Best aspects of respondent's local area

Q5. What do you like best about your local area?

Category	%
Local town centre, shopping facilities and amenities	38%
Richmond park and other parks in the area	21%
Access to and quality of transport links	19%
'Greeness' and open spaces	18%
Access to the river	17%
Friendly people and neighbours, community feel	14%
Access to London	11%
Safe and low levels of crime	11%
Peaceful and quiet	10%
Bus service and public transport	10%
Convenience, accessibility and general location	9%
Education facilities	8%
Cleanliness and upkeep of the area	8%
Access to cultural and leisure facilities	7%
Access to the countryside	3%
Access and quality of health services	2%
General positive comment	2%
Nothing	1%
Other	3%
Don't know	<1%
No relevant answer	<1%

Source: Qa Research 2015 **Base:** 8818 (all valid responses)

The most commonly given aspect here was the '*local town centre, shopping facilities and amenities*', mentioned by just under two-in-five (38%) respondents. Also important were parks and green spaces, with around a fifth mentioning '*Richmond Park and other parks in the area*' (21%) and/or '*greenness' and open spaces*' (18%).

Transport links, including access to London, were also cited as one of the best aspects of the respondents' local area. One-in-five (19%) gave an answer relating to '*access to and quality of transport links*' while one-in-ten (11%) mentioned '*access to London*'.

Although access to shopping facilities & amenities, parks & green spaces, and transport links were the most commonly given 'best' aspects of the local area, it is important to note that a wide variety of different reasons were given and it clear that respondents could cite many different positive aspects of Kingston.

Residents vs. Non-residents

Here, non-residents were asked '*what do you like best about Kingston?*' and their verbatim answers were coded to the same categories as residents' answers to ensure comparability.

The pattern of answers for non-residents was very different to that of residents. While residents gave a wide variety of different 'best' aspects, non-residents clearly considered one specific aspect to be the best thing about Kingston, with three quarters (75%) indicating that the '*local town centre, shopping facilities and amenities*' were best. This was essentially double the proportion of residents who gave this answer (38%), although it was still the most common answer amongst residents.

Non-residents were also significantly more likely than residents to say '*access to the river*' (34% vs. 17%) and '*access to cultural and leisure facilities*' (17% vs. 7%). Non-residents were significantly less likely to give the other answers compared to residents however, with the exception of '*cleanliness and upkeep of the area*' (6% vs. 8%, no significant difference).

Sub-group analysis

The table below shows the top three aspects by ward. In each case, the position in the top three is shown alongside the proportion of respondents from that ward that give that best aspect.

Figure 16. Top three best aspects of the local area - by ward

Ward	Top three best aspects of the local area by ward									
	Local town centre, shopping facilities and amenities		Richmond park and other parks in the area		Access to and quality of transport links		Greeness and open spaces		Access to the river	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Alexandra	1	33%	-	-	3	19%	2	20%	-	-
Berrylands	1	29%	-	-	2	23%	3	21%	-	-
Beverley*	1	42%	3=	21%	2	22%	-	-	-	-
Canbury	2	51%	1	55%	-	-	-	-	3	42%
Chessington North And Hook*	1	34%	-	-	2	28%	-	-	-	-
Chessington South	1	26%	-	-	2	23%	3	21%	-	-
Coombe Hill	2	34%	1	36%	-	-	3	23%	-	-
Coombe Vale	1	35%	2	25%	3	24%	-	-	-	-
Grove	1	50%	3	18%	-	-	-	-	2	34%
Norbiton	1	52%	2	29%	-	-	-	-	3	26%
Old Malden	1	31%	-	-	2	28%	3	22%	-	-
St James*	1	34%	-	-	2	21%	-	-	-	-
St Mark's	1	46%	-	-	3	20%	-	-	2	25%
Surbiton Hill	1	33%	-	-	2	25%	3	21%	-	-
Tolworth And Hook Rise*	1	34%	-	-	2	25%	-	-	-	-
Tudor	3	38%	1	50%	-	-	-	-	2	48%
Borough wide	**1**	**38%**	**2**	**21%**	**3**	**19%**	**4**	**18%**	**5**	**17%**

*To keep the table succinct, not shown are:
- '*Friendly people and neighbours, community feel*' – 3rd for Beverley (21%), St James (16%) and Tolworth and Hook Rise (15%)
- '*Peaceful and quiet*' – equal 3rd for St. James (16%)
- '*Bus service and public transport*' – 3rd for Chessington North and Hook (16%).

Either '*local town centre, shopping facilities and amenities*' or '*Richmond park and other parks in the area*' were the most frequently mentioned best aspects of the local area for all wards, with the former being seen as the best aspect in the majority of wards (13 out of 16). The proportion referencing '*local town centre, shopping facilities and amenities*' was significantly higher in Norbiton (52%), Canbury (51%), and Grove (50%).

Respondents aged 16-24 were significantly more likely to give '*local town centre, shopping facilities and amenities*' as the best aspect of their local area (43%) than any other age group (25-34: 37%, 35-44: 39%, 45-54: 39%, 55-64: 38%, 65-74: 35%, 75+: 34%). Despite this variation however, '*local town centre, shopping facilities and amenities*' was still the most common answer for all age groups.

Those aged 35 to 54 were significantly more likely than all other age groups to say the best aspect was '*Richmond park and other parks in the area*' (35-44: 28%, 45-54: 29%) or '*education facilities*' (35-44: 15%, 45-54: 11%). This is likely to be due to respondents in these age bands being of child-raising age and therefore more likely to value education (and possibly open spaces) for their children.

Across Kingston, female respondents were significantly more likely than male to say '*local town centre, shopping facilities and amenities*' (41% vs. 36%) and '*friendly people and neighbours, community feel*' (16% vs. 12%)

Respondents from White ethnic groups were more likely than those from BME groups to say;

- '*Richmond Park and other parks in the area*' – (23% vs. 15%)
- '*Access to and quality of transport links*' – (21% vs. 11%)
- '*Greenness and open spaces*' – (19% vs. 11%)
- '*Access to the river*' – (19% vs. 11%)
- '*Access to London*' – (13% vs. 6%)

Respondents with long-term physical or mental health conditions or disabilities were significantly less likely than those without such conditions to answer '*Richmond Park and other parks in the area*' (19% vs. 22%), but more likely to say the '*bus service and public transport*' (15% vs. 9%) and '*access and quality of health services*' (4% vs. 2%).

As might be expected, respondents who were satisfied with their local area as a place to live were more likely to mention aspects that they liked than those who were '*neither satisfied nor dissatisfied*' or dissatisfied with it and these are summarised below;

- '*Local town centre, shopping facilities, amenities*' – (40% satisfied vs. 31% neither, 28% dissatisfied)
- '*Greenness and open spaces*' – (19% vs. 13% and 15%)
- '*Access to the river*' – (18% vs. 10% and 14%)
- '*Friendly people and neighbours, community feel*' – (15% vs. 9% and 8%)
- '*Safe and low levels of crime*' – (12% vs. 7% and 6%)
- '*Peaceful and quiet*' – (11% vs. 8% and 6%)
- '*Cleanliness and upkeep of the area*' – (9% vs. 4% and 3%)
- '*Access to cultural and leisure facilities*' – (8% vs. 5% and 6%).

Respondents were then asked to answer the next question by completing the following sentence;

If I could change one thing about my local area I would…

Answers were recorded verbatim and coded into thematic categories during analysis. Although the question was worded as '*one thing*' a number of respondents gave multiple suggestions for what they would change. Rather than lose this data, these answers have been coded into two or more categories. For example one respondent answered '*…improve the roads for cyclists and lower house prices!*', and this has been coded into both '*affordable housing*' and '*facilities for cyclists*'.

Results are shown on the chart below.

Figure 17. Desired changes to respondent's local area

Q6. Please complete this sentence:
If I could change one thing about my local area I would…

Category	%
Addressing parking issues	9%
Improve shopping and restaurant facilities (including nightlife)	8%
Change and improve transport networks (including public transport)	8%
Tackle crime and anti-social behaviour	7%
Address issues with development and planning	7%
Have more community and social facilities and activities	6%
Tackle traffic issues e.g. speeding	6%
Make aesthetic or environment changes	6%
Clean and tidy up the area	6%
Improve road safety e.g. crossings and roundabouts	4%
Better maintain roads	4%
Improve street cleaning	4%
Lower the cost of living e.g. Council Tax too high	4%
Tackle the level or traffic congestion	4%
Improve safety and security	4%
Better maintain pavements and footpaths	3%
Improve facilities for cyclists	3%
Improve sports and leisure facilities	3%
Change and improve educational facilities	3%
Build more affordable housing	3%
Improve the running of the council	2%
Improve waste collection	2%
Resist growth, infrastructure needs to support growing population	2%
Improve the recycling service	1%
Improve public health and social services	1%
Improve student behaviour	1%
Tackle problems relating to cyclists	1%
Improve job prospects	<1%
Improve community cohesion and integration	<1%
Embrace growth	<1%
Other	4%
Not applicable or Don't know	6%
No relevant answer	1%

Source: Qa Research 2015 **Base:** 8661 (all valid responses)

A very wide variety of different aspects were given here and ultimately there was no clear consensus as to what one thing respondents would change about their local area.

The most common single issue that respondents would change about their local area would be '*addressing parking issues*', which was mentioned by around one-in-ten (9%) of respondents. The second most common changes were to '*improve shopping and restaurant facilities (including nightlife)*' and '*change and improve transport networks (including public transport)* (8% for each).

Residents vs. Non-residents

Non-residents were asked '*If I could change one thing about Kingston I would…*' and verbatim answers were coded into the same categories as residents' answers to allow comparisons to be made. As with residents, the answers of non-residents were disparate with no one, single category dominating responses, although '*addressing parking issues*' (15%) was again the most frequently given.

Non-residents were significantly more likely than residents to give answers relating to the following;

'*Addressing parking issues*' (15% vs. 9%)
'*Change and improve transport networks (including public transport)*' (14% vs. 8%)
'*Tackle traffic issues e.g. speeding*' (9% vs. 6%)
'*Improve facilities for cyclists*' (8% vs. 3%)
'*Tackle the level or traffic congestion*' (8% vs. 4%)

These differences are indicative of the relationship non-residents have with the borough, often travelling in for work or leisure and highlight the desire for easier transport within and to and from the area.

Subgroup analysis

As with answers at the total sample level, answers provide by respondents living in each ward were disparate, with '*addressing parking issues*' being the only answer in the top three for the majority of wards (although it was not in the top three for Canbury, Grove, and St Mark's). In addition, the highest proportion of respondents giving a single answer across all wards was 15%, and in most cases the three top answers were given by around one tenth of respondents each.

Due to the variation in the top three responses between wards these is too much information to be shown succinctly in a table, and therefore the one aspect that the highest proportion of respondents in each ward would change is listed below;

Addressing parking issues – top in…
Berrylands – 9%
Coombe Hill – 11%
St James – 12%

Improve shopping and restaurant facilities (including nightlife) – top in…
Alexandra – 12% (joint top with '*address issues with development and planning*')
Beverley – 13%
Coombe Vale – 12%
Tolworth and Hook Rise – 10%

Change and improve transport networks (including public transport) – top in…
St Mark's – 12%
Surbiton Hill – 10%
Tudor – 14%

Tackle crime and anti-social behaviour – top in…
Grove – 10% (14% of respondents said '*not applicable or don't know*', higher than any other ward)
Norbiton – 15%

Address issues with development and planning – top in…
Alexandra – 12% (joint top with '*improve shopping and restaurant facilities (including nightlife)*'
Canbury – 10%

Tackle traffic issues e.g. speeding – top in…
Chessington North and Hook – 12%
Chessington South – 11%
Old Malden – 12%

Demographically, different age groups gave a wide range of answers with no single areas of focus standing out and the top change for each age group was as follows;

16-24 –   '*have more community and social facilities and activities*' – 12% (19% of respondents in this age group said '*not applicable or don't know*', significantly higher than any other group)
25-34 –   '*change and improve transport networks (including public transport)*' – 10%
35-44 –   '*improve shopping and restaurant facilities (including nightlife)*', '*change and improve transport networks (including public transport)*', and '*tackle crime and anti-social behaviour*' – all 8%
45-54 –   '*addressing parking issues*', '*tackle crime and anti-social behaviour*', and '*address issues with development and planning*' – all 9%
55-64 –   '*address issues with development and planning*' – 10%
65-74 –   '*addressing parking issues*' – 12%
75+ –   '*addressing parking issues*' – 14%

Male respondents were significantly more likely than female respondents to suggest improvements relating to the road network, including '*tackle traffic issues e.g. speeding*' (7% male vs. 5% female), '*better maintain roads*' (5% vs. 3%), '*tackle the level of traffic congestion*' (5% vs. 3%), and '*improve facilities for cyclists*' (4% vs. 2%). There was, however, no significant difference between male and female respondents for '*addressing parking issues*' (both 9%) and '*change and improve transport networks (including public transport)*' (both 8%).

In contrast, female respondents were significantly more likely than male to suggest improvements to amenities and facilities including '*improve shopping and restaurant facilities (including nightlife)*' (10% female vs. 8% male), '*have more community and social facilities and activities*' (8% vs. 5%). They also mentioned aesthetic aspects of the borough more readily such as '*make aesthetic or environment changes*' and '*clean and tidy up the area*' (both 7% vs. 5%).

Respondents from White backgrounds were significantly more likely than respondents from BME backgrounds to give the following suggestions;

- '*Improve shopping and restaurant facilities (including nightlife)*' – (9% White vs. 7% BME)
- '*Address issues with development and planning*' – (8% vs. 5%)
- '*Tackle traffic issues e.g. speeding*' – (7% vs. 5%)
- '*Make aesthetic or environment changes*' – (6% vs. 5%)
- '*Improve road safety e.g. crossings and roundabouts*' – (5% vs. 3%)

Respondents from BME backgrounds, in contrast, were significantly more likely to suggest '*change and improve transport networks (including public transport)*' (10% BME vs. 8% White), '*lower the cost of living e.g. Council Tax too high*' (5% vs. 3%), and '*improve the running of the Council*' (5% vs. 2%). It should also be noted that three times as many respondents from BME backgrounds said '*not applicable or don't know*' than respondents from White backgrounds (12% vs. 4%).

Respondents were then presented with a series of statements relating to their local area and asked to indicate how far they agreed or disagreed with each one. Answers were recorded on a scale of '*strongly agree*' to '*strongly disagree*', with the option to say '*don't know*'. Results are shown in the chart below;

Figure 18. Level of agreement with statements about the local area
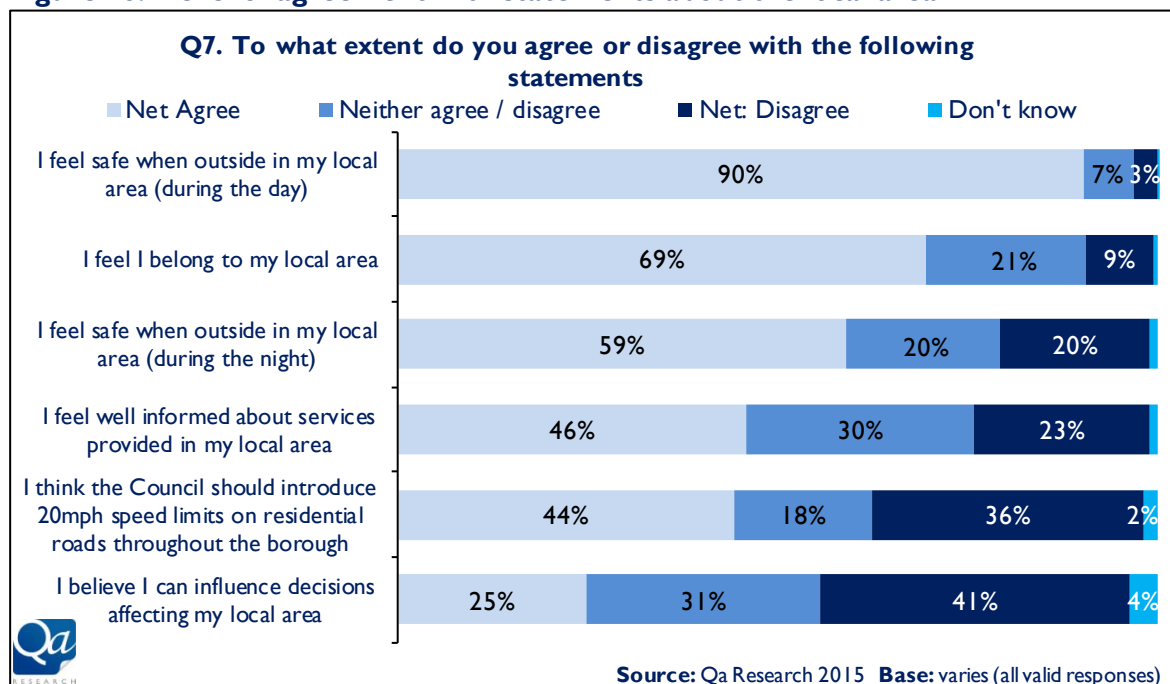
Source: Qa Research 2015 Base: varies (all valid responses)

The statement that received the highest level of agreement was '*I feel safe when outside in my local area (during the day)*', with nine-in-ten (90%) respondents agreeing with this. Overall, half (53%) said they '*agree*' while just over one third (37%) said they '*strongly agree*'.

As is always the case when these two questions about safety are asked on residents surveys, respondents were significantly less likely to say that they feel safe in their local area '*during the night*' (59%) than '*during the day*' (90%). One-in-five said that they disagreed (20%) that they felt safe '*during the night*', significantly higher than the proportion for '*during the day*' (3%), and a further fifth answered that they '*neither agree nor disagree*' (20%).

Just over two thirds (69%) of respondents agreed with the statement that '*I feel I belong to my local area*', and only a small proportion disagreed (9%).

Just under half (46%) of respondents agreed that they '*feel well informed about services provided in their local area*', while around a quarter disagreed (23%) and there is clearly more that can be done to improve the degree to which residents feel informed. In addition, residents generally don't feel they can have an impact on local decision making as only one-in-four (25%) agreed with the statement '*I believe I can influence decisions affecting my local area*', and a significantly greater proportion disagreed with this statement (41%); this means that more respondents felt that they could not influence decisions affecting their local area than felt they could.

Respondents were split regarding a lower speed limit in Kingston, although they were more likely to agree than disagree that one should be introduced, with just over two fifths (44%) agreeing that '*the Council should introduce 20mph speed limits on residential roads throughout the borough*'. In contrast, around a third disagreed (36%) and a fifth (18%) said they '*neither agreed nor disagreed*'.

Residents vs. Non-residents

Non-residents were only asked how far they agreed or disagreed with three of the six statements. These were if they felt safe outside in during the day and the night, and if 20mph speed limits should be introduced.

Interestingly, while residents were significantly more likely than non-residents to feel safe outside at night (59% vs. 51%), non-residents were significantly more likely than residents to feel safe during the day (95% vs. 90%).

Residents were significantly more likely to agree that '*the Council should introduce 20mph speed limits on residential roads throughout the borough*' than non-residents (44% vs. 32%). As highlighted earlier in this section, transport issues are a key concern for non-residents, reflecting the fact that that they are generally commuters into the borough for leisure and work.

Subgroup analysis

The table below shows the proportion of respondents from each ward that agree (net '*strongly agree*' and '*agree*') with each of the six statements;

Figure 19. Agreement with statements about the local area - by ward

	To what extent do you agree or disagree with the following statements?					
	I feel safe when outside in my local area (during the day)	I feel I belong to my local area	I feel safe when outside in my local area (during the night)	I feel well informed about services provided in my local area	The Council should introduce 20mph speed limits on residential roads	I believe I can influence decisions affecting my local area
	% net agree	% net agree	% net agree	% net agree	% net agree	% net agree
Alexandra	91%	65%	52%	47%	35%	24%
Berrylands	90%	68%	64%	48%	44%	27%
Beverley	90%	68%	64%	49%	43%	26%
Canbury	95%	73%	65%	45%	49%	26%
Chessington North And Hook	84%	62%	44%	40%	43%	20%
Chessington South	89%	65%	55%	44%	41%	22%
Coombe Hill	90%	70%	61%	48%	39%	27%
Coombe Vale	92%	74%	61%	43%	41%	22%
Grove	92%	70%	62%	44%	50%	26%
Norbiton	83%	66%	51%	44%	46%	28%
Old Malden	88%	65%	58%	44%	43%	20%
St James	88%	70%	56%	46%	43%	24%
St Mark's	92%	69%	66%	47%	46%	27%
Surbiton Hill	92%	73%	69%	49%	39%	25%
Tolworth And Hook Rise	88%	69%	48%	44%	38%	26%
Tudor	95%	78%	64%	52%	53%	25%
Borough wide	**90%**	**69%**	**59%**	**46%**	**44%**	**25%**

Generally, this table highlights broadly consistent levels of agreement amongst residents in each ward that they '...'*feel well informed about services provided in their local area*' and that they '*...can influence decisions affecting my local area*'. These findings indicate that there is scope to improve residents' perceptions of these two aspects across the borough.

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More specifically, respondents from Tudor recorded the highest level of agreement for four out of the six statements; they were the most likely to agree that they felt safe during the day (95%, joint highest with Canbury), to feel they belonged to their local area (78%), to feel well informed about local services (52%) and to think the Council should introduce a 20mph residential speed limit (53%).

Respondents from Surbiton Hill were the most likely to feel safe when outside during the night (69%), while those from Norbiton were the most likely to believe they could influence decisions affecting their local area (28%)

In contrast, Chessington North and Hook reported the lowest proportion of respondents who agreed for all but two statements ('*I feel safe when outside in my local area (during the day)*', 84%, 2nd lowest to Norbiton (83%), and '*the Council should introduce 20mph speed limits on residential roads throughout the borough*', 43%, joint 5th lowest). Therefore, respondents from this ward were the least likely to agree that they felt safe in their local area during the night (44%), were the least likely to feel they belonged to their area (62%), to feel well informed about local services (40%), and to believe they could influence local decisions (20%, joint lowest with Old Malden).

The significantly lower levels of agreement with these statements in Chessington North and Hook are reflective of the low proportion of positive responses to the civic happiness measures in this ward. Respondents from this ward were the least likely to be satisfied with their local area as a place to live and with the way the Council runs things, and also were least likely to agree that the Council offered value for money.

Amongst the demographic subgroups, feelings of safety during the night and during the day decrease with age and there is a notable drop off after the age of 34, with those aged 16-24 and 25-34 being significantly more likely to agree with (day: 92%, night: 65%) that they felt safe compared to all other age groups. Respondents aged 16-24 were also more likely to feel they could influence decisions affecting their local area (31%) than any other group, while those aged 75+ were more likely than all other groups to feel informed about local services (53%) and to support 20mph residential speed limits (54%).

Male respondents were significantly more likely than females to disagree that they could influence decisions affecting their local area (41% vs. 38%) and that a 20mph residential speed limit should be introduced (39% vs. 32%). Female respondents, on the other hand, were significantly more likely to agree that they felt informed about services in their local area (48% vs. 45%) and that the 20mph residential speed limits should be introduced (45% vs. 43%).

There was no significant difference between male and female respondents in either the level of agreement or disagreement that they felt safe when outside in their local area during the daytime. This was not the case during the night however; male respondents were significantly more likely than female to feel safe outside during the night (64% vs. 55%), and female respondents were significantly more likely to disagree that they felt safe (22% vs. 17%).

Respondents from BME groups were significantly more likely than those from White backgrounds to agree that they could influence decisions affecting their local area (32% vs. 23%), that they belonged to their local area (74% vs. 68%), that they feel well informed about local services (50% vs. 45%) and that the Council should introduce 20mph residential speed limits (46% vs. 43%).

There was no significant difference between those from BME and White backgrounds in the level of agreement or disagreement that they felt safe when outside at night. In the daytime, however, respondents from White backgrounds were significantly more likely to agree that they felt safe than respondents from BME backgrounds (91% vs. 87%).

5.4   Importance of and satisfaction with services and aspects of the borough

Respondents were then asked to rate the importance of, and their level of satisfaction with, a number of services and subjects relating to the borough. Answers were selected on a one to five scale; for the level of importance one was '*very important*' and five was '*not important at all*', while for the level of satisfaction one was '*very satisfied*' and five was '*very dissatisfied*'. Consequently, lower mean scores indicate higher levels of importance and satisfaction.

The large number of services and subjects were grouped into four sections on the survey and these were; '*things to do*', '*your local area*', '*local services*', and '*the local economy*'. Similarly, in reporting, these same groupings have been used to present the data, while a comparison of all the services and subjects is made at the end of this subsection.

5.4.1   Importance of and satisfaction with 'things to do'

The first six subjects/services related to 'things to do'. The breakdown of the overall level of importance is shown in the chart below;

Figure 20. Importance of services/subjects relating to 'things to do'
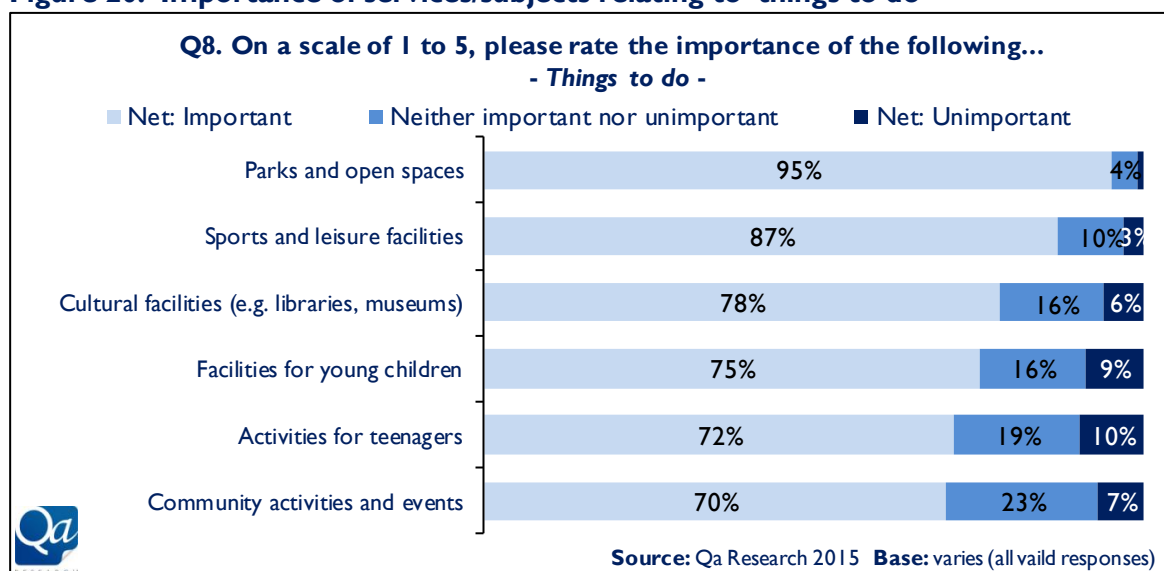
The overwhelming majority (95%) of respondents felt that '*parks and open spaces*' were important. This was not only the highest service/subject in 'things to do' but also was the joint highest across all service/subject areas. A high proportion, nine-in-ten (87%), of residents also felt that '*sports and leisure facilities*' were important.

The subject/service that was seen as unimportant by the highest proportion of respondents here was '*activities for teenagers*', but at only one-in-ten (10%) this was low in comparison to the proportion who felt that this was important (72%).

Overall, 'things to do' were seen as important and the subject/service that the lowest proportion of respondents said was important ('*community activities and events*') was still considered to be important by just under three quarters (70%) of respondents.

> ***Residents vs. non-residents***
>
> Residents were significantly more likely than non-residents to say that '*activities for teenagers*' (72% vs. 65%), '*sports and leisure facilities*' (87% vs. 78%), and '*facilities for young children*' (75% vs 63%) were important, but there were no significant differences for any others. It's likely that these facilities are less likely to be used by non-residents than residents and that this, at least in part, explains these differences.

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said that each of the six 'things to do' were important (net '*very important*' and '*important*'). For each, the ward recording the highest proportion of importance is coloured green and the lowest coloured red;

Figure 21. Importance of 'things to do' - by ward

	Importance of 'things to do'					
	Parks and open spaces	**Sports and leisure facilities**	**Cultural facilities (e.g. libraries, museums)**	**Facilities for young children**	**Activities for teenagers**	**Community events and activities**
	% net important	*% net important*	*% net important*	*% net important*	*% net important*	*% net important*
Alexandra	96%	85%	73%	76%	76%	66%
Berrylands	96%	85%	77%	72%	70%	69%
Beverley	95%	84%	80%	75%	72%	73%
Canbury	96%	89%	79%	77%	72%	69%
Chessington North And Hook	93%	85%	78%	82%	74%	68%
Chessington South	94%	86%	76%	79%	78%	77%
Coombe Hill	96%	83%	76%	71%	71%	66%
Coombe Vale	96%	87%	76%	79%	73%	70%
Grove	96%	87%	82%	66%	67%	74%
Norbiton	97%	89%	82%	75%	69%	74%
Old Malden	94%	86%	76%	76%	73%	68%
St James	96%	91%	84%	82%	74%	70%
St Mark's	95%	88%	80%	71%	65%	70%
Surbiton Hill	95%	87%	78%	71%	68%	67%
Tolworth And Hook Rise	94%	88%	74%	77%	73%	71%
Tudor	99%	88%	84%	78%	76%	70%
Borough wide	**95%**	**87%**	**78%**	**75%**	**72%**	**70%**

Respondents in Chessington South rated '*activities for teenagers*' (78%) and '*community events and activities*' (77%) as more important than many of the other wards, and respondents from Chessington North and Hook reported the highest level of importance for '*facilities for young children*' (82%, tied with St. James).

Respondents in Alexandra were the least likely to feel that '*cultural activities (e.g. libraries, museums)*' were important (73%). At the other end of the scale, essentially all (99%) respondents from Tudor felt that '*parks and open spaces*' were important.

Demographically, respondents aged 25 to 44 were significantly more likely than any other group to say that '*parks and open spaces*' (25-34, 35-44 both 97%) were important. These two groups, along with those aged 16-24, were significantly more likely than others to perceive '*sports and leisure facilities*' as important (16-24: 89%, 25-34: 91%, 35-44: 90%), as might be expected.

Those aged 16-24 were more likely than all but the 75+s to feel that '*activities for teenagers*' were important (77%), but the 25-34s were significantly more likely than any other group to say they were not important (13%).

For every one of the six services/subjects relating to 'things to do', female respondents were significantly more likely to feel that it was important than males. The difference was most notable for '*community events and activities*' (77% female vs. 64% male), '*activities for teenagers*' (76% vs. 68%) and '*facilities for young children*' (79% vs. 71%).

A significantly greater proportion of respondents from BME groups felt that each of these subjects/services were important compared to respondents from White groups, with the exception of '*parks and open spaces*' (significantly more important for White groups, 96% vs. 94%) and '*facilities for young children*' (no significant difference in importance, although White groups were more likely to say not important: 10% vs. 8%).

Respondents then indicated their level of satisfaction with each of the six subjects/services for 'things to do'. This is shown in the chart below;

Figure 22. Satisfaction with 'things to do'

Source: Qa Research 2015 Base: varies (all vaild responses)
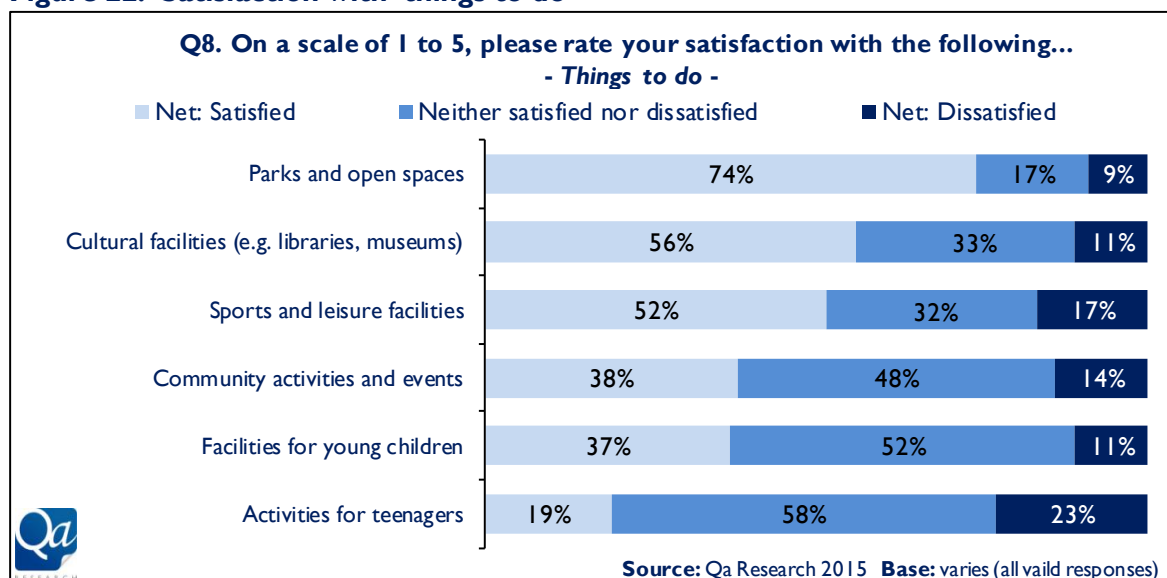
The subject/service with the highest proportion of satisfied respondents was '*parks and open spaces*', with three quarters (74%) reporting satisfaction. A lower proportion of respondents indicated that they were satisfied with '*cultural facilities (e.g. libraries, museums)*' and '*sports and leisure facilities*', at just over half (56% and 52% respectively).

Only one-in-five (19%) respondents reported that they were satisfied with '*activities for teenagers*', the lowest level of satisfaction in the 'things to do' group. This was a relatively low proportion; only four other services/subjects overall were lower than this. The difference between the proportion who felt this service was important and the proportion who were satisfied with it should be noted and is likely to reflect the fact that many don't have first-hand experience of '*activities for teenagers*' and therefore are unable to outline their level of satisfaction (as highlighted by the 58% who said they '*neither agree nor disagree*').

More generally, it is also important to note that while the proportion satisfied with some of these subjects/services was comparatively low, that does not necessarily mean a high proportion were dissatisfied. Indeed, of the six 'things to do', in only one area, '*activities for teenagers*', was the proportion of dissatisfied respondents greater than one fifth (23%). Instead, a low proportion of satisfied respondents points to a high proportion of those '*neither satisfied nor dissatisfied*', with many seemingly unable or unwilling to offer a view either way.

> ### *Residents vs. non-residents*
>
> Residents were significantly more likely than non-residents to express satisfaction with '*sports and leisure facilities*' (52% vs. 46%), while non-residents were more likely to be satisfied with '*cultural facilities (e.g. libraries, museums)*' (64% vs. 56%)
>
> Although there were no differences in the proportion satisfied, residents were almost twice as likely to be dissatisfied with '*activities for teenagers*' (23% vs. 12%) and '*community activities and events*' (14% vs. 5%) compared to non-residents.
>
> Residents were significantly more likely to be both satisfied (37% vs 27%) and dissatisfied (11% vs. 6%) with '*facilities for young children*'. The majority of non-residents said they were '*neither satisfied nor dissatisfied*' (67% vs. 52%)

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said they were satisfied with each of the six 'things to do' (net '*very satisfied*' and '*satisfied*'). The ward with the highest proportion of satisfied respondents is coloured green and the lowest coloured red.

Figure 23. Satisfaction with 'things to do' - by ward

	Satisfaction with subjects/services relating to 'things to do'					
	Parks and open spaces	**Cultural facilities (e.g. libraries, museums)**	**Sports and leisure facilities**	**Community events and activities**	**Facilities for young children**	**Activities for teenagers**
	% net satisfied	*% net satisfied*	*% net satisfied*	*% net satisfied*	*% net satisfied*	*% net satisfied*
Alexandra	72%	52%	43%	28%	33%	20%
Berrylands	73%	63%	48%	41%	37%	18%
Beverley	75%	57%	61%	42%	38%	23%
Canbury	85%	53%	56%	38%	40%	17%
Chessington North And Hook	56%	58%	38%	28%	36%	12%
Chessington South	68%	53%	43%	34%	31%	17%
Coombe Hill	85%	57%	53%	40%	35%	24%
Coombe Vale	71%	51%	56%	32%	39%	18%
Grove	74%	58%	56%	46%	35%	24%
Norbiton	78%	58%	55%	40%	37%	21%
Old Malden	65%	54%	50%	28%	38%	16%
St James	67%	56%	54%	37%	38%	16%
St Mark's	72%	52%	51%	48%	34%	22%
Surbiton Hill	72%	56%	47%	43%	36%	17%
Tolworth And Hook Rise	70%	56%	51%	37%	35%	15%
Tudor	88%	63%	58%	40%	51%	21%
Borough wide	**74%**	**56%**	**52%**	**38%**	**37%**	**19%**

Respondents from Tudor were the most satisfied for three of the six subjects/services; '*parks and open spaces*' (88%), '*cultural facilities (e.g. libraries, museums)*' (63%), and '*facilities for young children*' (51%).

For each of these, they were significantly more likely to be satisfied than the majority of the other wards (all other wards for '*facilities for young children*'). Canbury and Coombe Hill also reported significantly high proportions of respondents satisfied with '*parks and open spaces*' (both 85%), while in Berrylands the level of satisfaction with '*cultural facilities (e.g. libraries, museums)*' (63%) was also very high.

In contrast, respondents from Chessington North and Hook were the least satisfied for four out of the six services/subjects. The low level of satisfaction was particularly evident for '*parks and open spaces*' (56%), and this was significantly lower than every other ward. '*Sport and leisure facilities*' (38%) was significantly lower than all but Alexandra and Chessington South (both 43%).

Demographically, respondents aged between 16-24 were significantly more likely to be satisfied than other age groups with all the services/subjects, aside from '*parks and open spaces*' and '*facilities for young children*'. Positively this includes '*activities for teenagers*', which this age group held as being particularly important.

Interestingly the 16-24 group took a dichotomous attitude to '*cultural facilities (e.g. libraries, museums)*', being significantly more satisfied (62%) *and* dissatisfied (14%) than most other age groups. At the other end of the age spectrum, those aged 75+ were also highly satisfied with cultural facilities (67%)

Female respondents were significantly more likely than males to be satisfied with all subjects/services aside from '*activities for teenagers*' (males significantly more satisfied, 21% vs. 17%) and '*parks and open spaces*' (no significant difference). Conflictingly, female respondents were significantly more satisfied (41% vs. 36) *and* dissatisfied (14% vs. 12%) with '*community activities and events*' than male respondents, suggesting they may participate in these activities more and are therefore better able to give an opinion either way.

A significantly greater proportion of respondents from BME backgrounds compared to White backgrounds were satisfied with '*cultural facilities (e.g. libraries, museums)*' (60% vs. 55%), '*activities for teenagers*' (28% vs. 17%), '*sport and leisure facilities*' (57% vs. 51%), and '*community activities and events*' (42% vs. 37%).

Respondents from White ethnic groups were more likely to be satisfied with '*parks and open spaces*' than BME respondents (75% vs. 72%). When asked what the best aspect for the local area was, respondents from White ethnic groups were much more likely to give answer relating to parks and open spaces ('*Richmond Park and other parks in the area*' and '*Greenness and open spaces*') than respondents from BME groups, so it is reassuring that high levels of satisfaction are recorded amongst this group.

5.4.2   Importance of and satisfaction with 'your local area'

The next set of subjects/services related to the respondent's local area. The breakdown by perceived importance is shown below;

Figure 24. Importance of services/subjects relating to 'your local area'

Q8. On a scale of 1 to 5, please rate the importance of the following...
- Your local area -

Net: Important ■ Neither important nor unimportant ■ Net: Unimportant

Service/subject	Net: Important	Neither	Net: Unimportant
Maintenance of pavements	93%		6%
Maintenance of roads	91%		7%
Street cleaning	91%		7%
The level of traffic congestion	84%	13%	3%
The level of pollution	84%	13%	3%
On-street parking	72%	19%	9%
Affordable decent housing	68%	20%	12%
Supply of family-sized homes	65%	24%	11%
Facilities for cyclists	64%	20%	16%
Rented housing provided by the council	51%	27%	22%

Source: Qa Research 2015 **Base:** varies (all valid responses)

The services that the highest proportion of respondents perceived to be important were '*maintenance of pavements*' (93%), '*maintenance of roads*' (91%) and '*street cleaning*' (91%), with over nine-in-ten saying these were at least '*fairly important*'.

These were also important in the context of all services/subjects, with '*maintenance of pavements*' being the joint second most important overall, while '*maintenance of roads*' and '*street cleaning*' were the joint third most important.

The subject/service that was seen as unimportant by the highest proportion of respondents here was '*rented housing provided by the council*', with one fifth (22%) perceiving this as either '*unimportant*' or '*not important at all*'. Half of respondents (51%) did see this as at least '*fairly important*'.

Residents vs. non-residents

Residents were significantly more likely than non-residents to say that '*on-street parking*' was important (72% vs. 59%), while non-residents were more likely to say that '*the level of traffic congestion*' was important (90% vs. 84%).

Non-residents were not asked to rate of any of the subjects/services related to housing.

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said that each of the subject/services relating to 'your local area' were important (net '*very important*' and '*important*'). For each subject/service, the ward with the highest proportion of importance is coloured green and the lowest coloured red.

Figure 25. Importance of services/subjects relating to 'your local area' by ward

	Maintenance of pavements	Maintenance of roads	Street cleaning	The level of traffic congestion	The level of pollution	On-street parking	Affordable decent housing	Supply of family sized homes	Facilities for cyclists	Rented housing provided by the council
	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important
Alexandra	92%	94%	92%	86%	83%	73%	66%	63%	60%	51%
Berrylands	93%	92%	90%	83%	81%	71%	70%	66%	63%	51%
Beverley	93%	93%	89%	81%	86%	72%	66%	67%	61%	47%
Canbury	92%	90%	90%	80%	85%	70%	63%	64%	70%	47%
Chessington North And Hook	92%	91%	90%	87%	84%	78%	67%	65%	54%	51%
Chessington South	94%	90%	87%	90%	81%	72%	66%	62%	57%	50%
Coombe Hill	93%	92%	93%	81%	86%	76%	71%	66%	62%	56%
Coombe Vale	92%	92%	90%	84%	85%	75%	71%	69%	68%	48%
Grove	92%	88%	94%	82%	86%	68%	75%	65%	66%	55%
Norbiton	91%	91%	95%	79%	83%	74%	72%	67%	66%	61%
Old Malden	91%	92%	90%	89%	84%	68%	62%	61%	55%	43%
St James	95%	94%	91%	87%	82%	77%	70%	67%	64%	50%
St Mark's	93%	90%	92%	81%	83%	72%	70%	63%	70%	50%
Surbiton Hill	95%	92%	92%	82%	80%	69%	70%	65%	62%	50%
Tolworth And Hook Rise	92%	92%	90%	85%	86%	73%	69%	68%	60%	50%
Tudor	94%	92%	92%	88%	89%	72%	62%	66%	75%	51%
Borough wide	**93%**	**91%**	**91%**	**84%**	**84%**	**72%**	**68%**	**65%**	**64%**	**51%**

No single ward consistently rated all or most of the subjects/services more important than the other wards, and the ward with the highest portion of importance was widely distributed. However, respondents from Old Malden gave the lowest importance scores for five of the ten subjects/services.

A few individual results also stood out. Tudor gave the highest level of importance for '*facilities for cyclists*' (75%) and this was significantly higher than almost all other wards, while Norbiton was significantly more likely than all other wards to rate '*rented housing provided by the council*' (61%) as important. Respondents in Chessington South were significantly more likely to rate the '*level of traffic congestion*' (90%) as important compared to most other wards.

Demographically, respondents of pension age were the most likely to feel that '*maintenance of roads*' and '*maintenance of pavements*' were important. Those aged 65-74 and 75+ both reported levels of importance significantly higher than most other age groups (roads: 95% for both, pavements: 96% for both).

Those aged 16-24 and 35-44 were significantly more likely to say that '*facilities for cyclists*' were important (68% and 70% respectively) than any other age group. Curiously, this includes those aged 25-34, and there appears a 'dip' in the perceived importance of cycling facilities in this age bracket.

'*Affordable decent housing*' and '*rented housing provided by the Council*' were also important to the younger age groups. For the former, those aged and 16-24 (82%) and 25-34 (71%) reported significantly higher levels of importance. For the latter, importance was only high amongst the 16-24 bracket (65%) however, and dropped off considerably in the subsequent age group (25-34: 46%).

The importance of the level of pollution was remarkably uniform, with no significant differences across the age groups.

In terms of gender, once again a significantly greater proportion of female respondents rated every single subject/service as important compared to male respondents. The difference was particularly marked for subjects/services relating to housing; '*supply of family sized homes*' (69% female vs. 61% male), '*affordable decent housing*' (72% vs. 64%) and '*rented housing provided by the Council*' (54% vs. 48%).

A similar pattern was seen when the sample is stratified by ethnicity. A significantly greater proportion of respondents from BME backgrounds compared to White backgrounds felt that the subjects/services were important for all but two areas. These were the '*maintenance of roads*' (White felt significantly more important, 92% vs. 91%) and '*maintenance of pavements*' (no significant difference).

The difference between respondents from BME ethnic groups and White ethnic groups was greatest for '*supply of family sized homes*' (69% BME vs. 64% White), '*affordable decent housing*' (76% vs. 67%) and '*rented housing provided by the Council*' (58% vs. 49%). Housing is evidently more of a concern to those residents from BME backgrounds. And to a degree this is likely to reflect the fact that BME respondents are generally younger than those from White backgrounds, with the majority aged 16-34 (53%).

Respondents were then asked to give their level of satisfaction with subjects/services for 'your local area'. The results are shown in the chart below;

Figure 26. Satisfaction with 'your local area'

Q8. On a scale of 1 to 5, please rate your satisfaction with the following...
- *Your local area* -

■ Net: Satisfied   ■ Neither satisfied nor dissatisfied   ■ Net: Dissatisfied

	Net: Satisfied	Neither	Net: Dissatisfied
Street cleaning	50%	24%	26%
Maintenance of roads	34%	27%	39%
Maintenance of pavements	33%	27%	40%
Facilities for cyclists	32%	41%	27%
The level of pollution	28%	43%	28%
On-street parking	27%	40%	33%
Supply of family-sized homes	26%	51%	23%
Rented housing provided by the council	18%	60%	22%
The level of traffic congestion	18%	30%	52%
Affordable decent housing	17%	49%	35%

Source: Qa Research 2015 **Base:** varies (all valid responses)

The proportion of respondents who were satisfied with subjects/services relating to their local area was generally low. While half (50%) were at least '*fairly satisfied*' with '*street cleaning*', for the remaining subjects and services the proportion satisfied was around a third or lower. In addition, the proportion of respondents who were dissatisfied is no lower than one-in-five (22%) and as high as one-in-two (52%).

The highest level of dissatisfaction was for '*the level of traffic congestion*', with half (52%) at least '*dissatisfied*'. Given that over eight-in-ten (84%) respondents felt that '*the level of traffic congestion*' was important, this high level of dissatisfaction indicates how this aspect of the local area is not meeting the requirements of residents (as is the case in many areas across the country).

'*Rented housing provided by the council*' also recorded a low proportion of satisfied respondents, at around one fifth (18%), although this does not equate to a high proportion of dissatisfied respondents, as a similar proportion (22%) said they were dissatisfied. Instead, the majority of respondents (60%) were '*nether satisfied nor dissatisfied*' suggesting they have no experience of this.

Residents vs. non-residents

Non-residents were significantly more likely than residents to be satisfied with '*maintenance of roads*' (54% vs. 34%), '*maintenance of pavements*' (54% vs. 33%), and '*street cleaning*' (60% vs. 50%). Residents were more likely to be satisfied with '*the level of pollution*' (28% vs. 22%).

Non-residents were not asked to rate of any of the subjects/services related to housing.

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said they were satisfied (net 'very satisfied' and 'satisfied') with the subject/services relating to 'your local area'. For each subject/service, the ward with the highest proportion of satisfied respondents is coloured green and the lowest coloured red.

Figure 27. Satisfaction with of services/subjects relating to 'your local area' - by ward

	Satisfaction with subjects/services relating to 'your local area'									
	Street cleaning	Maintenance of roads	Maintenance of pavements	Facilities for cyclists	The level of pollution	On-street parking	Supply of family sized homes	The level of traffic congestion	Rented housing provided by the council	Affordable decent housing
	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied
Alexandra	52%	24%	25%	33%	23%	28%	24%	13%	16%	17%
Berrylands	55%	38%	33%	31%	33%	25%	26%	19%	14%	15%
Beverley	43%	27%	25%	30%	29%	23%	30%	18%	19%	18%
Canbury	49%	36%	33%	34%	29%	31%	23%	19%	17%	14%
Chessington North And Hook	42%	25%	31%	25%	19%	21%	23%	9%	16%	16%
Chessington South	52%	33%	34%	35%	25%	28%	31%	17%	24%	26%
Coombe Hill	51%	32%	37%	36%	32%	31%	29%	22%	24%	18%
Coombe Vale	46%	26%	26%	29%	35%	27%	26%	23%	15%	16%
Grove	54%	43%	42%	35%	30%	27%	25%	20%	17%	16%
Norbiton	48%	37%	38%	36%	25%	31%	23%	17%	17%	14%
Old Malden	54%	29%	29%	35%	28%	31%	34%	15%	21%	18%
St James	44%	31%	28%	28%	22%	26%	28%	14%	22%	16%
St Mark's	57%	49%	46%	36%	40%	31%	22%	24%	17%	15%
Surbiton Hill	54%	33%	35%	26%	29%	27%	20%	19%	12%	14%
Tolworth And Hook Rise	50%	35%	34%	27%	28%	23%	26%	17%	18%	19%
Tudor	47%	35%	29%	34%	26%	25%	27%	16%	15%	16%
Borough wide	**50%**	**34%**	**33%**	**32%**	**28%**	**27%**	**26%**	**18%**	**18%**	**17%**

The proportion of satisfied respondents was highest for seven out of ten subjects/services in St Marks, and residents in this ward were clearly more satisfied with subjects/services relating to the 'local area' overall. In addition, the proportion of satisfied respondents in this ward for 'maintenance of roads' (49%) was significantly higher than all other wards, and was significantly higher than all but one ward for 'maintenance of pavements' (46%, not significantly higher than Grove) and 'the level of pollution' (40%, not significantly higher than Coombe Vale).

In contrast, respondents from Chessington North and Hook were again less likely to say they were satisfied and were the least likely to say this for five out of ten subjects/services. The proportion satisfied with '*the level of traffic congestion*' (9%) was especially low, with all other wards aside from Alexandra (13%) being significantly more satisfied (although it should be noted that all wards reported low levels of satisfaction in relative terms).

Satisfaction with all subjects/services was significantly higher in the 16-24 age group than in any other age group. In addition, the 25-34 age groups reported significantly higher satisfaction than older age groups for seven out of the ten subjects/services. Indeed, there was not one subject were any age group from 35 and above reported a significantly higher proportion of satisfied respondents than an age group below 35. Clearly, therefore, younger respondents are more satisfied with services relating to their local area than older age groups.

Whereas a greater proportion of female respondents than males rated every subject/service as important, this was not the case with satisfaction. Indeed, for the majority of measures there was no significant difference in the proportion of satisfied male or female respondents. Only for two of the ten subjects/services was there a significant difference, with females reporting higher satisfaction for both; '*maintenance of roads*' (35% female vs. 33% male) and '*street cleaning*' (51% vs. 49%).

In contrast, the pattern of BME respondents giving consistently higher ratings of importance than White respondents has carried over to satisfaction; a significantly greater proportion of respondents from BME backgrounds compared to those from White background said they were satisfied for all ten subjects/services. This difference was greatest for '*maintenance of pavements*' (42% BME vs. 31% White), '*facilities for cyclists*' (40% vs. 30%), and '*supply of family sized homes*' (33% vs. 24%).

Notably, for '*affordable decent housing*' and '*rented housing provided by the Council*' the proportion of BME respondents was greater than White respondents for both satisfaction (affordable: 20% BME vs. 15% White, rented: 22% vs. 16%) *and* dissatisfaction (affordable: 39% vs. 34%, rented: 25% vs. 21%).

5.4.3   Importance of and satisfaction with 'local services'

The next set of subjects/services related to 'local services', and again respondents were asked to indicate both the degree of importance of and their satisfaction with each.

Figure 28. Importance of services/subjects relating to 'local services'

Q8. On a scale of 1 to 5, please rate the importance of the following...
- *Local services* -

Service	Net: Important	Neither important nor unimportant	Net: Unimportant
Public Health Services	95%		4%
Waste collection	93%		6%
Local bus services	91%		7%
Doorstep recycling services	89%	9%	3%
Quality of schools	84%	10%	6%
Availability of school places	79%	14%	7%
Social care for older and disabled people and their families	78%	15%	6%
Development and planning	71%	24%	5%
Contacting the Council via the telephone	66%	25%	9%
Contacting the Council via 'digital channels' (i.e. website, social media, live web chat etc.)	65%	24%	11%
Benefits advice and support	49%	32%	19%

Source: Qa Research 2015 **Base:** varies (all valid responses)

'Local services' were seen as important overall with all but one of the eleven services seen as at least '*important*' by two thirds of respondents. Provision of services, such as public health, waste and recycling services, and bus services, were consistently seen as important by at least nine-out-of-ten for all. '*Public health services*' were seen as the most important, with almost universal agreement that they are either '*important*' or '*very important*' (95%) and across all the subjects/services asked about at this question this was the joint most important (with '*parks and open spaces*'). Given this high level, it seems likely that respondents interpreted this as referring to local health services (e.g. GPs, dentists etc.) rather than the preventative public health service the Council is responsible for. As such, these findings should be treated with caution.

'*Benefits advice and support*' was perceived as the least important 'local service', although almost half (49%) did feel this was important.

Both '*contacting the Council via telephone*' and '*contacting the Council via 'digital channels*' were seen as equally important (66% and 65% respectively) and this suggests that there is no preference for either method of communication amongst the sample as a whole.

Residents vs. non-residents

Residents were significantly more likely than non-residents to rate the following as important; '*public health services*' (95% vs. 85%) '*quality of schools*' (84% vs. 78%), '*contacting the Council via the telephone*' (66% vs. 60%), and '*contacting the Council via 'digital channels*'' (65% vs. 60%). Notably, there was no significant difference in the level of importance for '*local bus services*'. Non-residents were not asked to rate of any of the other subjects/services.

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said that each of the subject/services relating to 'local services' were important (net *very important* and *important*). For each subject/service, the ward with the highest proportion of importance is coloured green and the lowest coloured red.

Figure 29. Importance of services/subjects relating to 'local services' by ward

	Importance of subjects/services relating to 'local services'										
	Public Health Services	Waste collection	Local bus services	Doorstep recycling services	Quality of schools	Availability of school places	Social care for older and disabled people and their families	Development and planning	Contacting the Council via telephone	Contacting the Council via digital channels	Benefits advice and support
	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important	% net important
Alexandra	95%	95%	92%	92%	86%	83%	81%	64%	68%	56%	46%
Berrylands	95%	95%	92%	89%	80%	75%	76%	67%	69%	66%	48%
Beverley	95%	95%	90%	91%	85%	80%	80%	70%	64%	65%	47%
Canbury	93%	93%	84%	88%	85%	81%	73%	74%	60%	66%	43%
Chessington North And Hook	93%	94%	92%	88%	88%	83%	79%	63%	69%	59%	43%
Chessington South	93%	91%	93%	86%	82%	79%	82%	71%	66%	60%	53%
Coombe Hill	96%	94%	91%	88%	85%	80%	80%	73%	69%	66%	51%
Coombe Vale	96%	96%	92%	92%	88%	83%	82%	74%	65%	65%	51%
Grove	95%	92%	91%	88%	77%	73%	77%	75%	64%	74%	49%
Norbiton	94%	93%	89%	88%	82%	78%	75%	68%	64%	68%	50%
Old Malden	94%	92%	90%	88%	85%	80%	77%	68%	70%	64%	46%
St James	95%	93%	89%	88%	88%	82%	81%	77%	68%	64%	53%
St Mark's	95%	90%	91%	83%	77%	67%	75%	69%	62%	66%	46%
Surbiton Hill	96%	94%	93%	89%	81%	76%	77%	71%	66%	67%	50%
Tolworth And Hook Rise	95%	96%	92%	92%	89%	82%	82%	72%	72%	69%	52%
Tudor	95%	93%	93%	90%	89%	84%	77%	77%	68%	65%	47%
Borough wide	**95%**	**93%**	**91%**	**89%**	**84%**	**79%**	**78%**	**71%**	**66%**	**65%**	**49%**

Respondents from Tolworth and Hook Rise were generally more likely to rate these subjects/services as important; importance proportions in this ward were the highest or one of the highest for all subjects/services.

Unsurprisingly, given the high rating overall, there was little variation across the wards in the proportion of respondents indicating that 'Public Health Services' were important (see note above regarding the interpretation of this service). Despite the three percentage point variation between the highest and lowest proportion, the only statistically significant difference was between Coombe (96%) and Chessington North and Hook (93%).

Respondents in Grove placed particular importance on 'contacting with the Council via digital channels', with three quarters (75%) of respondents from this ward perceiving this to be important. This was significantly higher than any other ward and reflects the fact that half of all respondents from this ward were aged 16-34 (53%).

Demographically, the 16-24 age band, along with those aged 25-34 and 35-44, was significantly more likely to feel that 'contacting the Council via digital channels' was important (70%, 73% and 67% respectively) compared to those aged 45 and above (45-54: 62%, 55-64: 60%, 65-74: 59%, 75+: 48%). In contrast, those aged 55 and over were significantly more likely to feel that 'contacting the Council via telephone' was important (55-64: 71%, 65-74: 79%, 75+: 84%) than those aged 54 and under (16-24: 64%, 25-34: 61%, 35-44: 59%, 45-54: 64%).

Generally, respondents aged 16-24 typically perceived each subject/service as less important than older age groups, although there were some exceptions. This age group was significantly more likely to feel that 'benefits advice and support' (58%) were important than those aged 25 to 64 (25-34: 45%, 35-44: 40%, 45-54: 43%, 55-64: 50%).

As with subjects/services relating to the 'local area', for those relating to 'local services' female respondents were consistently more likely to rate them as important when compared to male respondents. This was true of all services except for 'development and planning' and 'contacting the Council via 'digital channels'' (no significant difference for both). The difference between female and male respondents was greatest for 'benefits advice and support' (53% female vs. 45% male).
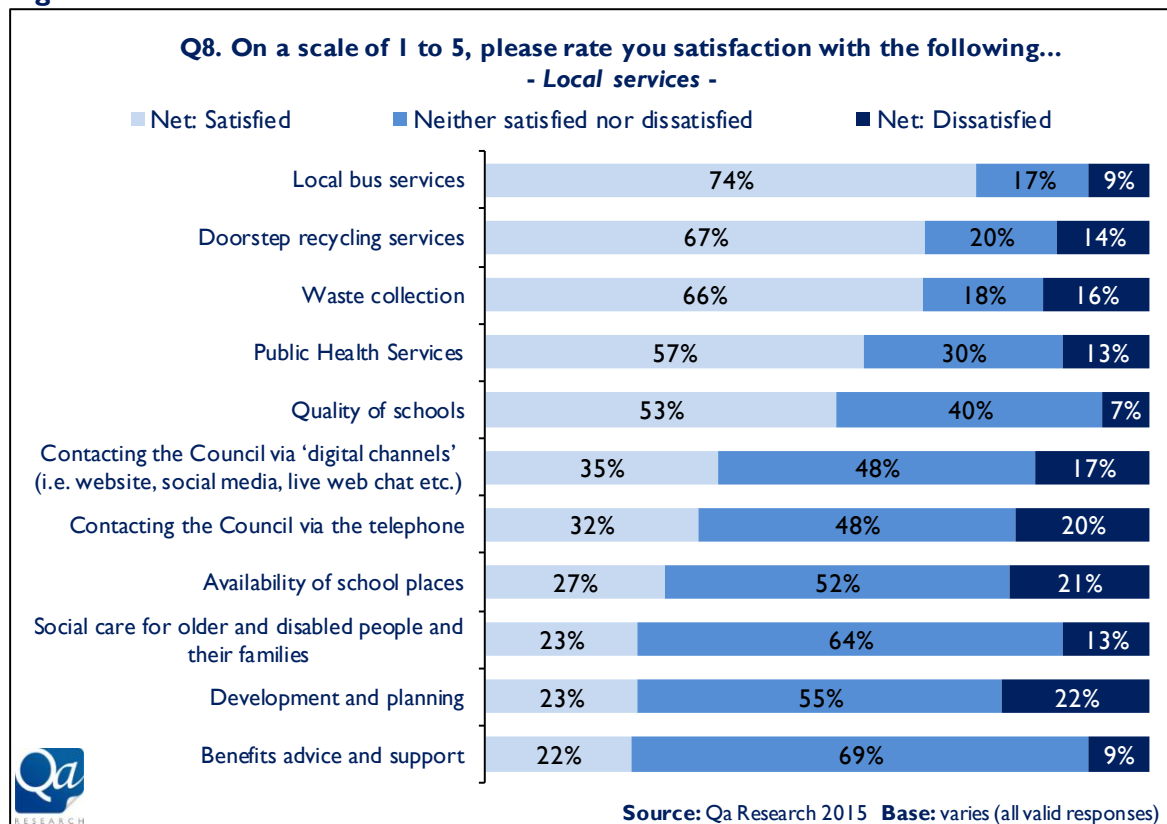
Respondents from BME backgrounds were significantly more likely than those from White background to say that the following services were important;

- 'Benefits advice and support' – (58% BME vs. 46% White)
- 'Social care for older and disabled people and their families' – (80% vs. 78%)
- 'Development and planning' – (73% vs. 70%)
- 'Contacting the Council via the telephone' – (72% vs. 64%)
- 'Contacting the Council via 'digital channels'' – (74% vs. 63%).

For all other services there was no significant difference by ethnicity with the exception of 'waste collection', where White respondents were significantly more likely to give a rating for importance (94% White vs. 92% BME).

Respondents were then asked to indicate their satisfaction with each of the 'local services', and the results are shown in the chart below;

Figure 30. Satisfaction with 'local services'

Q8. On a scale of 1 to 5, please rate you satisfaction with the following...
- Local services -

■ Net: Satisfied   ■ Neither satisfied nor dissatisfied   ■ Net: Dissatisfied

Service	Net: Satisfied	Neither satisfied nor dissatisfied	Net: Dissatisfied
Local bus services	74%	17%	9%
Doorstep recycling services	67%	20%	14%
Waste collection	66%	18%	16%
Public Health Services	57%	30%	13%
Quality of schools	53%	40%	7%
Contacting the Council via 'digital channels' (i.e. website, social media, live web chat etc.)	35%	48%	17%
Contacting the Council via the telephone	32%	48%	20%
Availability of school places	27%	52%	21%
Social care for older and disabled people and their families	23%	64%	13%
Development and planning	23%	55%	22%
Benefits advice and support	22%	69%	9%

Source: Qa Research 2015   **Base:** varies (all valid responses)

The '*local bus service*' was the 'local service' that the highest proportion of respondents expressed satisfaction with and three quarters did so (74%), a positive finding given the importance ascribed to the '*local bus services*'.

The majority of respondents were also satisfied with the waste and recycling services; two thirds said that the '*doorstep recycling services*' (67%) and '*waste collection*' (66%) were satisfactory.

Where satisfaction with 'local services' was comparatively low, this tended to mean that the respondents were more likely to be '*neither satisfied nor dissatisfied*' rather than dissatisfied. For example, while only one fifth (22%) of respondents were satisfied with '*benefits advice and support*' this was more than double the proportion who were dissatisfied (9%); the majority of respondents (69%) were '*neither satisfied nor dissatisfied*'. Indeed, for no 'local service' was the proportion of dissatisfied respondents greater than the proportion of satisfied respondents (although the proportions for '*development and planning*' were roughly equal).

Residents vs. non-residents

Residents were significantly more likely than non-residents to be dissatisfied with; '*quality of schools*' (7% vs. 3%), '*public health services*' (13% vs. 4%), '*contacting the Council via the telephone*' (20% vs. 11%), and '*contacting the Council via 'digital channels*'' (17% vs. 6%). Non-residents were more likely to be dissatisfied with '*local bus services'* (13% vs. 9%).

Non-residents were not asked to rate any of the other subjects/services.

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said they were satisfied (net '*very satisfied*' and '*satisfied*') with the subject/services relating to 'local services'. For each subject/service, the ward with the highest proportion of satisfied respondents is coloured green and the lowest coloured red.

Figure 31. Satisfaction with 'local services' - by ward

	Satisfaction with subjects/services relating to 'local services'										
	Local bus services	Doorstep recycling services	Waste collection	Public Health Services	Quality of schools	Contacting the Council via digital channels	Contacting the Council via telephone	Availability of school places	Social care for older and disabled people and their families	Development and planning	Benefits advice and support
	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied	% net satisfied
Alexandra	73%	74%	67%	54%	53%	27%	32%	31%	29%	21%	24%
Berrylands	74%	64%	68%	59%	47%	31%	30%	25%	24%	23%	21%
Beverley	71%	66%	62%	57%	57%	36%	33%	30%	22%	21%	20%
Canbury	72%	65%	66%	54%	59%	36%	27%	19%	16%	23%	18%
Chessington North And Hook	71%	68%	70%	53%	49%	30%	27%	31%	20%	13%	17%
Chessington South	74%	68%	65%	59%	48%	33%	32%	31%	26%	26%	24%
Coombe Hill	77%	68%	69%	63%	59%	38%	39%	34%	28%	27%	29%
Coombe Vale	71%	70%	63%	55%	59%	36%	33%	29%	21%	23%	22%
Grove	80%	63%	60%	58%	50%	43%	32%	26%	26%	30%	25%
Norbiton	72%	69%	70%	59%	51%	39%	34%	25%	26%	26%	24%
Old Malden	74%	69%	72%	50%	55%	35%	35%	26%	25%	25%	21%
St James	72%	66%	66%	55%	54%	35%	32%	28%	27%	23%	21%
St Mark's	79%	60%	61%	57%	46%	35%	29%	21%	18%	27%	24%
Surbiton Hill	80%	70%	70%	60%	46%	40%	33%	24%	19%	19%	20%
Tolworth And Hook Rise	73%	67%	68%	58%	52%	34%	32%	29%	24%	22%	25%
Tudor	71%	71%	69%	60%	68%	33%	33%	26%	21%	23%	21%
Borough wide	**74%**	**67%**	**66%**	**57%**	**53%**	**35%**	**32%**	**27%**	**23%**	**23%**	**22%**

Coombe Hill had the highest proportion of satisfied respondents in four out of the eleven service areas, more than any other ward; indeed, Coombe Hill scored highly in almost all services areas in relation to the other wards. Chessington North and Hook had the lowest proportion of satisfied respondents in four services area. The proportion of satisfied respondents in this ward was particularly low for '*development and planning*' (13%), significantly lower than any other ward.

A dramatically high proportion of respondents in Tudor were satisfied with the '*quality of schools*' (68%), far higher than any other ward (the next nearest wards were Coombe Hill and Coombe Value, both with 59% satisfied).

Respondents in Grove were significantly more likely than most other wards to be satisfied with '*contacting the Council via 'digital channels*'' (43%), however this is likely due to the significantly higher proportion of younger respondents (16-24: 29%, 25-34: 24%) in Grove compared to other wards.

When the sample is stratified by age, there are a number of variations that appear. Those aged 25-34 were significantly less likely to be satisfied with the '*quality of schools*' (46%) than any other age group. In contrast, those aged 16-24 were significantly more likely than any other age to be satisfied with the '*availability of school places*' (34%); respondents aged 35-44 reported the highest level of dissatisfaction with this service (30%).

Respondents of pension age (65 and over) reported high levels of satisfaction for several services, significantly higher than any other ward. These were; '*local bus services*' (65-74 and 75+ both 83%), '*doorstep recycling services*' (65-74: 76%, 75+: 80%), '*waste collection*' (65-74: 78%, 75+: 80%), and '*contacting the Council via the telephone*' (65-74: 37%, 75+: 40%).

Female respondents were significantly more satisfied than male respondents with the '*quality of schools*' (55% female vs. 52% male), '*doorstep recycling services*' (66% female vs. 68% male), and '*waste collection*' (68% female vs. 65% male). In contrast, male respondents were both significantly more satisfied (25% male vs. 25% female) *and* more dissatisfied (22% male vs. 19% female) with '*development and planning*'. There was no significant difference in the level of satisfaction between the two genders for any other services.

Respondents from BME backgrounds were significantly more likely than those from White backgrounds to be satisfied with the following services;

- *Quality of schools*' – (57% BME vs. 52% White)
- '*Availability of school places*' – (32% vs. 25%)
- '*Development and planning*' – (33% vs. 31%)
- '*Contacting the Council via the telephone*' – (37% vs. 31%)
- '*Contacting the Council via 'digital channels*'' – (41% vs. 34%).

Conversely, White respondents were more likely to be satisfied with the '*local bus services*' (76% White vs. 69% BME) and with services relating to waste and recycling ('*doorstep recycling services*': 70% White vs. 59% BME, and '*waste collection*': 69% vs. 59%).

5.4.4   Importance of and satisfaction with the 'local economy'

Lastly for this question, respondents were asked to rate the importance of and their satisfaction with services and subjects relating to the 'local economy'. The results are shown in the chart below;

Figure 32. Importance of services/subjects relating to the 'local economy'
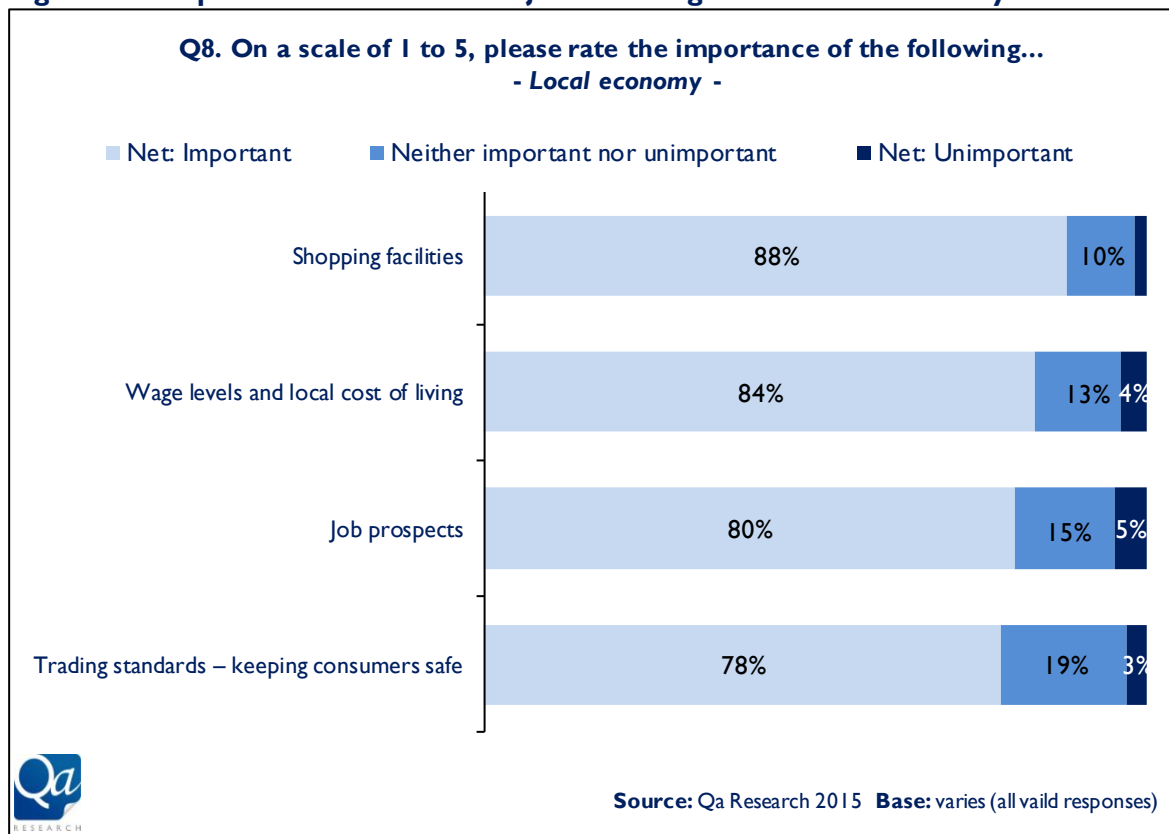
All subjects relating to the local economy were deemed to be important by between eight-in-ten and nine-in-ten respondents. The subject that the highest proportion of respondents indicated was important was '*shopping facilities*' (88%). This high level of importance is unsurprising given that the '*local town centre, shopping facilities and amenities*' was the most commonly given answer when respondents were asked what the best aspect of their local area was.

Residents vs. non-residents

Non-residents were significantly more likely than residents to rate all the services/subject in the 'local economy' group as important. These were '*shopping facilities*' (91% vs. 88%), '*wage levels and local cost of living*' (91% vs. 84%), '*job prospects*' (89% vs. 80%), and '*trading standards - keeping consumers safe*' (89% vs. 78%).

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said that each of the subject/services relating to the 'local economy' were important (net 'very important' and 'important'). For each subject/service, the ward with the highest proportion of importance is coloured green and the lowest coloured red.

Figure 33. Importance of the 'local economy' - by ward

	Importance of subjects/services relating to the 'local economy'			
	Shopping facilities	**Wage levels and local cost of living**	**Job prospects**	**Trading standards - keeping consumers safe**
	% net important	% net important	% net important	% net important
Alexandra	91%	86%	84%	80%
Berrylands	85%	83%	79%	77%
Beverley	91%	83%	77%	77%
Canbury	85%	78%	75%	72%
Chessington North And Hook	89%	86%	82%	77%
Chessington South	87%	88%	85%	81%
Coombe Hill	90%	84%	81%	79%
Coombe Vale	91%	79%	76%	76%
Grove	90%	85%	82%	79%
Norbiton	87%	87%	86%	76%
Old Malden	87%	83%	78%	77%
St James	90%	81%	78%	82%
St Mark's	86%	86%	81%	77%
Surbiton Hill	91%	84%	78%	78%
Tolworth And Hook Rise	89%	88%	84%	81%
Tudor	86%	79%	78%	79%
Borough wide	**88%**	**84%**	**80%**	**78%**

For each subject/service, the proportion of respondents who felt it was important was lowest in Canbury. In Norbiton, '*job prospects*' were seen as important by a significantly greater proportion of respondents than in the majority of other wards (significantly higher than 11 out of 15 others).

Older respondents, those aged 65 and over, were significantly more likely to feel that '*trading standards*' (65-74: 87%, 75+ 88%) and '*shopping facilities*' (65-74: 91%, 75+ 91%) were important, more so than any other age bands for the former and for all but those aged 16-25 for the latter.
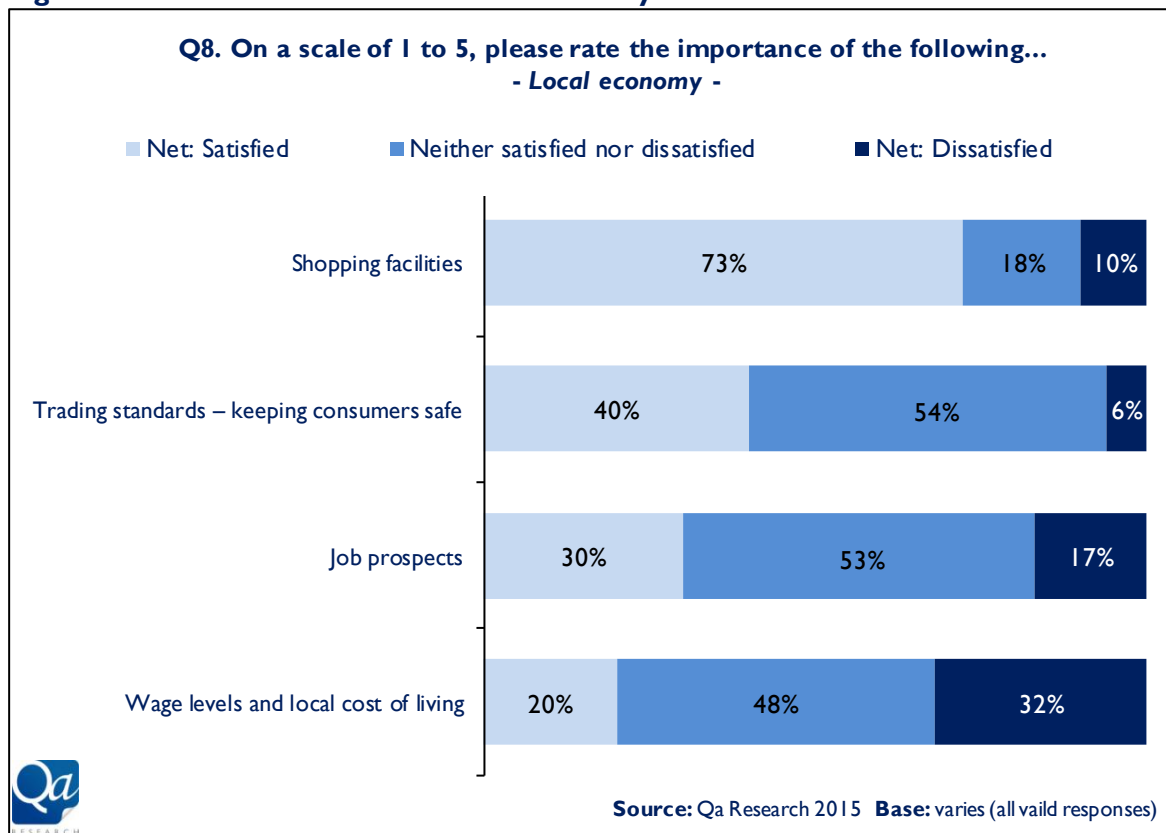
In addition to '*shopping facilities*', the 16-25 age groups also perceived '*job prospects*' (94%) and '*wage levels and local cost of living*' (93%) as highly important. Those aged 25-35 also considered '*wage levels and local cost of living*' (87%) as significantly more important than all other age bands (aside from 16-25).

Female respondents were significantly more likely than males to see '*shopping facilities*', (91% female vs. 87% male), '*job prospects*' (84% vs. 77%) and '*wage levels and local cost of living*' (88% vs. 80%) as important. This continues the pattern of female respondents perceiving subjects/services as more important than male respondents do. There was no significant difference between them for '*trading standards*' however.

A greater proportion of respondents from BME backgrounds compared to white backgrounds felt that each of the subjects/services was important; '*trading standards*' (81% BME vs. 77% White), '*shopping facilities*', (91% vs. 88%), '*job prospects*' (85% vs. 79%) and '*wage levels and local cost of living*' (88% vs. 83%).

Respondents then recorded their satisfaction with each of the 'local economy subjects'. The results are shown in the chart below;

Figure 34. Satisfaction with the 'local economy'

Q8. On a scale of 1 to 5, please rate the importance of the following...
- Local economy -

■ Net: Satisfied   ■ Neither satisfied nor dissatisfied   ■ Net: Dissatisfied

	Net: Satisfied	Neither satisfied nor dissatisfied	Net: Dissatisfied
Shopping facilities	73%	18%	10%
Trading standards – keeping consumers safe	40%	54%	6%
Job prospects	30%	53%	17%
Wage levels and local cost of living	20%	48%	32%

Source: Qa Research 2015 **Base:** varies (all vaild responses)

Positively, seven-in-ten (73%) respondents were satisfied with '*shopping facilities*', close to the nine-in-ten that felt this was important. Conversely only a fifth (20%) were satisfied with '*wage levels and local cost of living*' a lower proportion than indicated they were dissatisfied (32%), although almost half didn't give an opinion either way for this.

Additionally, the majority indicated that they were '*neither satisfied nor dissatisfied*' with '*trading standards*' (54%) and '*job prospects*' (53%), although in both instances respondents were more likely to indicate that they were satisfied rather than dissatisfied.

Residents vs. non-residents

Non-residents were significantly more likely than residents to be satisfied with all services/subject relating to the 'local economy' and these were '*shopping facilities*' (91% vs. 73%), '*wage levels and local cost of living*' (31% vs. 20%), '*job prospects*' (40% vs. 30%), and '*trading standards - keeping consumers safe*' (52% vs. 40%).

Subgroup analysis

The chart below shows the proportion of respondents in each ward who said they were satisfied (net 'very satisfied' and 'satisfied') with the subject/services relating to the 'local economy'. For each, the highest proportion of satisfied respondents is coloured green and the lowest red.

Figure 35. Satisfaction with the 'local economy' - by ward

	Satisfaction with subjects/services relating to the 'local economy'			
	Shopping facilities	Trading standards - keeping consumers safe	Job prospects	Wage levels and local cost of living
	% net satisfied	% net satisfied	% net satisfied	% net satisfied
Alexandra	60%	38%	25%	33%
Berrylands	74%	37%	30%	33%
Beverley	68%	41%	28%	30%
Canbury	84%	40%	34%	27%
Chessington North And Hook	59%	28%	26%	42%
Chessington South	65%	40%	32%	35%
Coombe Hill	78%	48%	33%	35%
Coombe Vale	67%	41%	26%	29%
Grove	84%	46%	34%	28%
Norbiton	86%	45%	31%	40%
Old Malden	66%	40%	25%	28%
St James	65%	37%	24%	29%
St Mark's	78%	44%	38%	32%
Surbiton Hill	75%	38%	35%	28%
Tolworth And Hook Rise	61%	37%	30%	36%
Tudor	79%	38%	31%	27%
Borough wide	**73%**	**40%**	**30%**	**20%**

Norbiton, Grove, and Canbury all had a significantly higher proportion of respondents satisfied with 'shopping facilities' (88%, 84% and 84%) than all other wards.

Chessington North and Hook once again had some of the lowest proportions of satisfied respondents, with the lowest proportion for 'shopping facilities' (59%) and for 'trading standards - keeping consumers safe' (28%); the latter was a significantly lower proportion than all other wards. Bucking the trend, however, Chessington North and Hook posted the highest proportion of satisfied respondents for 'wage levels and the cost of living' (42%); this was significantly higher than all wards aside from Norbtion (40%) and Tolworth and Hook Rise (36%).

Overall, younger respondents were consistently more satisfied with these subjects/services than middle aged and older respondents (i.e. over 35). Those aged 16-24 were more satisfied for each than all other age bands, and those aged 25-34 also reported high levels of satisfaction; 'trading standards' (16-24: 54%, 25-34: 43%), 'shopping facilities', (16-24: 83%), 'job prospects' (16-24: 47%, 25-34: 32%) and 'wage levels and local cost of living' (16-24: 28%, 25-34: 22%).
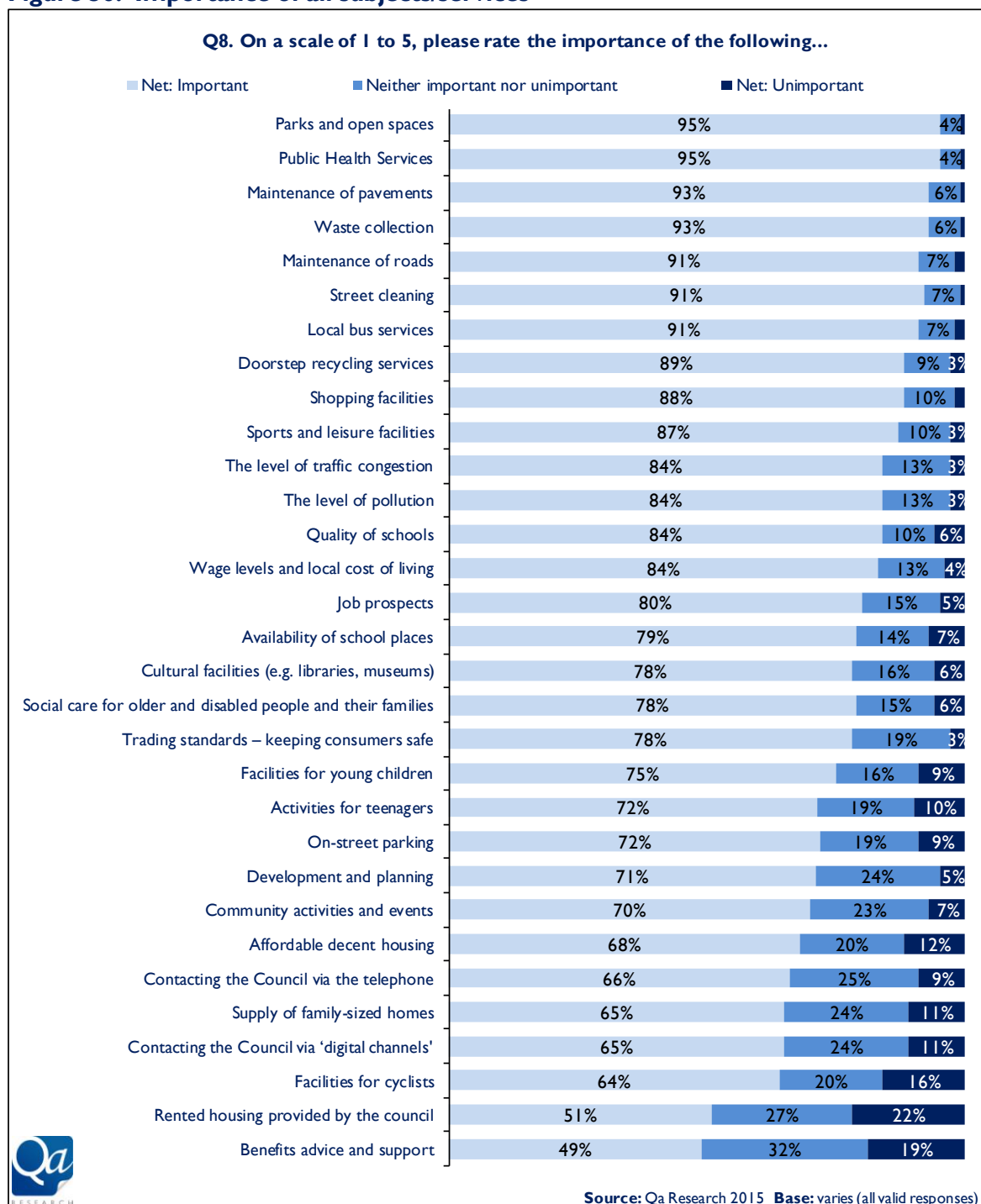
Although female respondents rate all four measures as significantly more important than male respondents, this does not translate into significantly higher satisfaction and the only subject/service that female respondents were significantly more satisfied with was 'shopping facilities', (74% male vs. 72% female); there were no other significant differences between the genders.

Conversely, BME respondents reported a significantly higher proportion of satisfied respondents than White respondents for all subjects/services; 'trading standards' (45% BME vs. 39% White), 'shopping facilities', (76% vs. 72%), 'job prospects' (37% vs. 29%) and 'wage levels and local cost of living' (25% vs. 20%).

5.4.5 Importance of and satisfaction of all services

In the following two charts, all the subject/services are shown together rather than split into groups as this allows comparison across all those subjects/services;
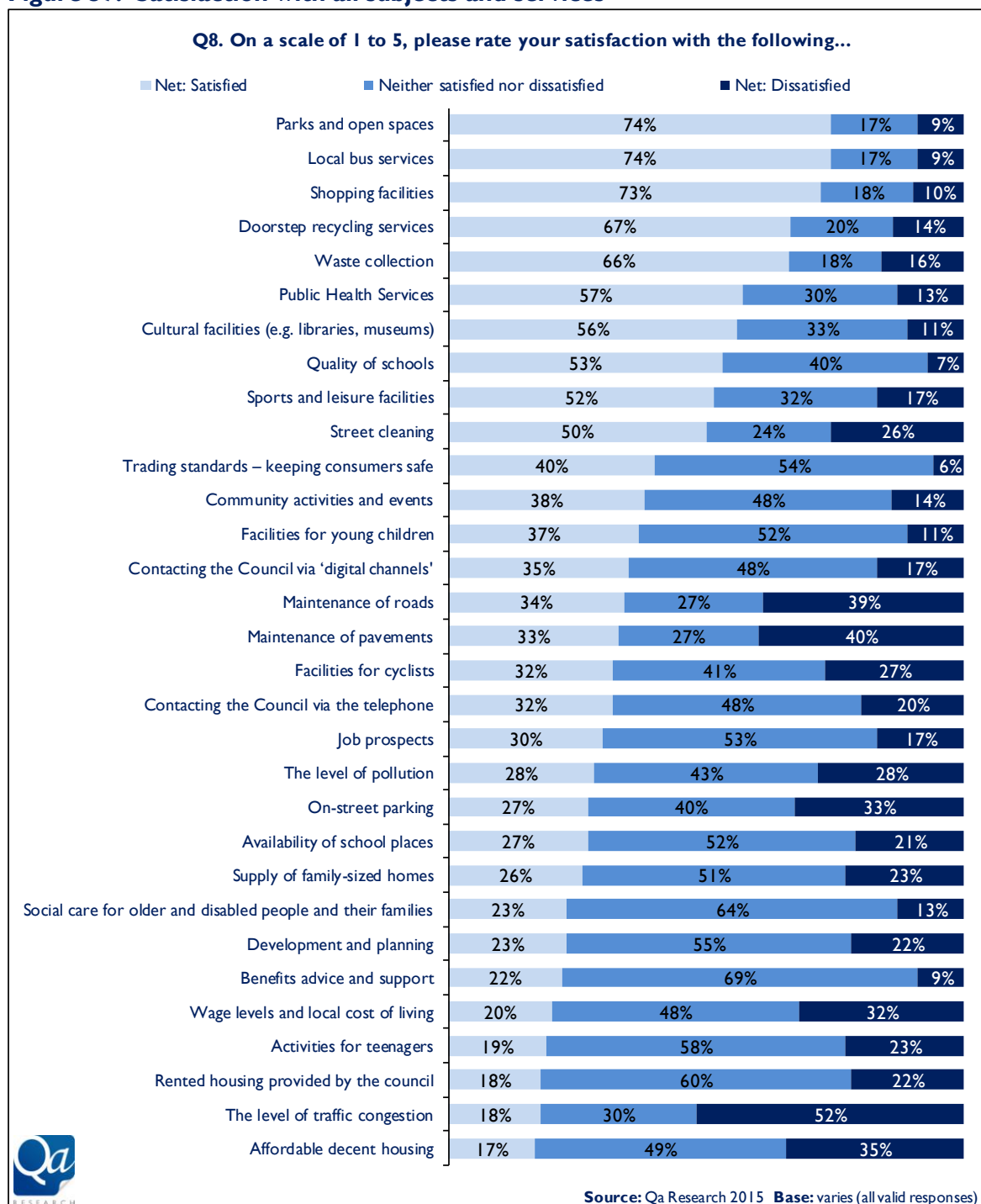
Figure 36. Importance of all subjects/services

Q8. On a scale of 1 to 5, please rate the importance of the following...

■ Net: Important   ■ Neither important nor unimportant   ■ Net: Unimportant

Subject/Service	Net: Important	Neither	Net: Unimportant
Parks and open spaces	95%		4%
Public Health Services	95%		4%
Maintenance of pavements	93%		6%
Waste collection	93%		6%
Maintenance of roads	91%		7%
Street cleaning	91%		7%
Local bus services	91%		7%
Doorstep recycling services	89%	9%	3%
Shopping facilities	88%	10%	
Sports and leisure facilities	87%	10%	3%
The level of traffic congestion	84%	13%	3%
The level of pollution	84%	13%	3%
Quality of schools	84%	10%	6%
Wage levels and local cost of living	84%	13%	4%
Job prospects	80%	15%	5%
Availability of school places	79%	14%	7%
Cultural facilities (e.g. libraries, museums)	78%	16%	6%
Social care for older and disabled people and their families	78%	15%	6%
Trading standards – keeping consumers safe	78%	19%	3%
Facilities for young children	75%	16%	9%
Activities for teenagers	72%	19%	10%
On-street parking	72%	19%	9%
Development and planning	71%	24%	5%
Community activities and events	70%	23%	7%
Affordable decent housing	68%	20%	12%
Contacting the Council via the telephone	66%	25%	9%
Supply of family-sized homes	65%	24%	11%
Contacting the Council via 'digital channels'	65%	24%	11%
Facilities for cyclists	64%	20%	16%
Rented housing provided by the council	51%	27%	22%
Benefits advice and support	49%	32%	19%

Source: Qa Research 2015 **Base:** varies (all valid responses)

At least half of the respondents felt that each subject/service was important, and indeed for all but two subjects/services ('*rented housing provided by the council*' and '*benefits advice and support*') at least two-thirds of respondents felt that they were important.

Respondents' satisfaction with all subjects/services is shown in the chart below;

Figure 37. Satisfaction with all subjects and services

Q8. On a scale of 1 to 5, please rate your satisfaction with the following...

■ Net: Satisfied   ■ Neither satisfied nor dissatisfied   ■ Net: Dissatisfied

Subject/Service	Net: Satisfied	Neither satisfied nor dissatisfied	Net: Dissatisfied
Parks and open spaces	74%	17%	9%
Local bus services	74%	17%	9%
Shopping facilities	73%	18%	10%
Doorstep recycling services	67%	20%	14%
Waste collection	66%	18%	16%
Public Health Services	57%	30%	13%
Cultural facilities (e.g. libraries, museums)	56%	33%	11%
Quality of schools	53%	40%	7%
Sports and leisure facilities	52%	32%	17%
Street cleaning	50%	24%	26%
Trading standards – keeping consumers safe	40%	54%	6%
Community activities and events	38%	48%	14%
Facilities for young children	37%	52%	11%
Contacting the Council via 'digital channels'	35%	48%	17%
Maintenance of roads	34%	27%	39%
Maintenance of pavements	33%	27%	40%
Facilities for cyclists	32%	41%	27%
Contacting the Council via the telephone	32%	48%	20%
Job prospects	30%	53%	17%
The level of pollution	28%	43%	28%
On-street parking	27%	40%	33%
Availability of school places	27%	52%	21%
Supply of family-sized homes	26%	51%	23%
Social care for older and disabled people and their families	23%	64%	13%
Development and planning	23%	55%	22%
Benefits advice and support	22%	69%	9%
Wage levels and local cost of living	20%	48%	32%
Activities for teenagers	19%	58%	23%
Rented housing provided by the council	18%	60%	22%
The level of traffic congestion	18%	30%	52%
Affordable decent housing	17%	49%	35%

Source: Qa Research 2015 **Base:** varies (all valid responses)

The proportion of satisfied respondents ranged from over seven-in-ten to under two-in-ten, and there were eight subjects/services for which respondents were more likely to be dissatisfied than they were to be satisfied ('*maintenance of roads*', '*maintenance of pavements*', '*on-street parking*', '*wage levels and local cost of living*', '*activities for teenagers*', '*rented housing provided by the council*', '*the level of traffic congestion*', and '*affordable decent housing*'). Notably, for some subjects/services large proportions of respondents felt they were '*neither satisfied nor dissatisfied*'.

Subgroup analysis

For comparison across all subjects/services, the following two tables show the top three subjects/services for each ward by measure of importance and satisfaction;

Figure 38. Most important subjects/services - by ward

Ward	Most important three subjects/services by proportion of respondents									
	Parks and open spaces		Public Health Services		Maintenance of pavements		Waste collection		Maintenance of roads	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Alexandra	1	96%	2=	95%	-	-	2=	95%	-	-
Berrylands	1	96%	2=	95%	-	-	2=	95%	-	-
Beverley	1=	95%	1=	95%	-	-	1=	95%	-	-
Canbury	1	96%	2=	93%	-	-	2=	93%	-	-
Chessington North And Hook	2=	93%	2=	93%	-	-	1	94%	-	-
Chessington South*	1=	94%	2=	93%	1=	94%	-	-	-	-
Coombe Hill	1=	96%	1=	96%	-	-	3	94%	-	-
Coombe Vale	1=	96%	1=	96%	-	-	1=	96%	-	-
Grove*	1	96%	-	-	-	-	-	-	-	-
Norbiton*	1	97%	3	94%	-	-	-	-	-	-
Old Malden	1=	94%	1=	94%	-	-	2=	92%	2=	92%
St James	1	96%	2=	95%	2=	95%	-	-	-	-
St Mark's	1=	95%	1=	95%	3	93%	-	-	-	-
Surbiton Hill	2=	95%	1	96%	2=	95%	-	-	-	-
Tolworth And Hook Rise	3	94%	2	95%	-	-	1	96%	-	-
Tudor	1	99%	2	95%	3	94%	-	-	-	-
Borough wide	**1**	**95%**	**2**	**95%**	**3**	**93%**	**4**	**93%**	**5**	**91%**

*So as to keep the table succinct, not shown are:
> 'street cleaning' – 2nd for Norbiton (95%), 3rd for Grove (94%)
> 'local bus services' –2nd for Chessington South (93%)

Figure 39. Subjects/services with highest satisfaction - by ward

Ward	Top three subjects/services with the highest proportion of satisfied respondents									
	Parks and open spaces		Local bus services		Shopping facilities		Doorstep recycling services		Waste collection	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Alexandra	3	72%	2	73%	-	-	1	74%	-	-
Berrylands	3	73%	1=	74%	1=	74%	-	-	-	-
Beverley	1	75%	2	71%	3	68%	-	-	-	-
Canbury	1	85%	3	72%	2	84%	-	-	-	-
Chessington North And Hook	-	-	1	71%	-	-	3	68%	2	70%
Chessington South	2=	68%	1	74%	-	-	2=	68%	-	-
Coombe Hill	1	85%	3	77%	2	78%	-	-	-	-
Coombe Vale	1=	71%	1=	71%	-	-	3	70%	-	-
Grove	3	74%	2	80%	1	84%	-	-	-	-
Norbiton	2	78%	3	72%	1	86%	-	-	-	-
Old Malden	-	-	1	74%	-	-	3	69%	2	72%
St James	2	67%	1	72%	-	-	3=	66%	3=	66%
St Mark's	3	72%	1	79%	2	78%	-	-	-	-
Surbiton Hill	3	72%	1	80%	2	75%	-	-	-	-
Tolworth And Hook Rise	2	70%	1	73%	-	-	-	-	3	68%
Tudor	1	88%	3=	71%	2	79%	3=	71%	-	-
Borough wide	**1**	**74%**	**2**	**74%**	**3**	**73%**	**4**	**67%**	**5**	**66%**

5.4.6   Importance of and satisfaction with all services

We can use responses given for each aspect of the local area to determine levels of satisfaction compared to levels of importance. In doing so, we can highlight those aspects which residents deem to be important that they are satisfied with as well as those they are less satisfied with. We can also highlight the importance of aspects that have low satisfaction to provide some context for the findings. There are a number of ways to carry-out this analysis and we have included two different approaches below.

Firstly, the table below compares mean scores given for each aspect – note that for both importance and satisfaction a low score signifies high importance/satisfaction. The final column in this table shows the difference between the mean score for importance and satisfaction - note that the greater the figure (whether positive or negative) the greater the difference between importance and satisfaction, indicating that respondents considered that aspect to be important but were not satisfied with it.

Figure 40. Importance vs. satisfaction – mean score table

	Means score - importance	Means score - satisfaction	Mean importance minus mean satisfaction
Public Health Services	1.33	2.46	-1.13
Parks and open spaces	1.34	2.06	-0.72
Waste collection	1.45	2.30	-0.85
Maintenance of pavements	1.48	3.17	-1.69
Local bus services	1.50	2.08	-0.58
Maintenance of roads	1.53	3.15	-1.62
Street cleaning	1.56	2.75	-1.19
Doorstep recycling services	1.60	2.26	-0.66
Quality of schools	1.60	2.39	-0.79
Shopping facilities	1.64	2.07	-0.43
Sports and leisure facilities	1.66	2.54	-0.88
Wage levels and local cost of living	1.68	3.18	-1.50
The level of pollution	1.70	3.04	-1.34
The level of traffic congestion	1.72	3.51	-1.79
Availability of school places	1.74	2.95	-1.21
Job prospects	1.76	2.85	-1.09
Social care for older and disabled people and their families	1.82	2.88	-1.06
Cultural facilities (e.g. libraries, museums)	1.86	2.41	-0.55
Trading standards – keeping consumers safe	1.87	2.58	-0.71
Facilities for young children	1.95	2.69	-0.74
On-street parking	1.99	3.15	-1.16
Development and planning	2.02	3.03	-1.01
Activities for teenagers	2.05	3.05	-1.00
Community activities and events	2.06	2.70	-0.64
Affordable decent housing	2.06	3.29	-1.23
Contacting the Council via the telephone	2.12	2.89	-0.77
Supply of family-sized homes	2.15	2.99	-0.84
Contacting the Council via 'digital channels'	2.21	2.80	-0.59
Facilities for cyclists	2.26	2.95	-0.69
Rented housing provided by the council	2.54	3.08	-0.54
Benefits advice and support	2.56	2.84	-0.28
Base: All respondents (variable)			

Alternatively, the figure below plots each aspect based on the proportion that indicated it was important and the proportion that indicated they were satisfied with it. This scatter-plot has then been divided into four quadrants, with the dividing lines representing the mid-point in the scores for importance across all aspects (72.0%) and the mid-point in scores for satisfaction (45.5%). The quadrants have then been labelled to show whether aspects in that quadrant are recorded as having high or low importance and a high or low satisfaction;

Figure 41. Importance/satisfaction scatter-plot
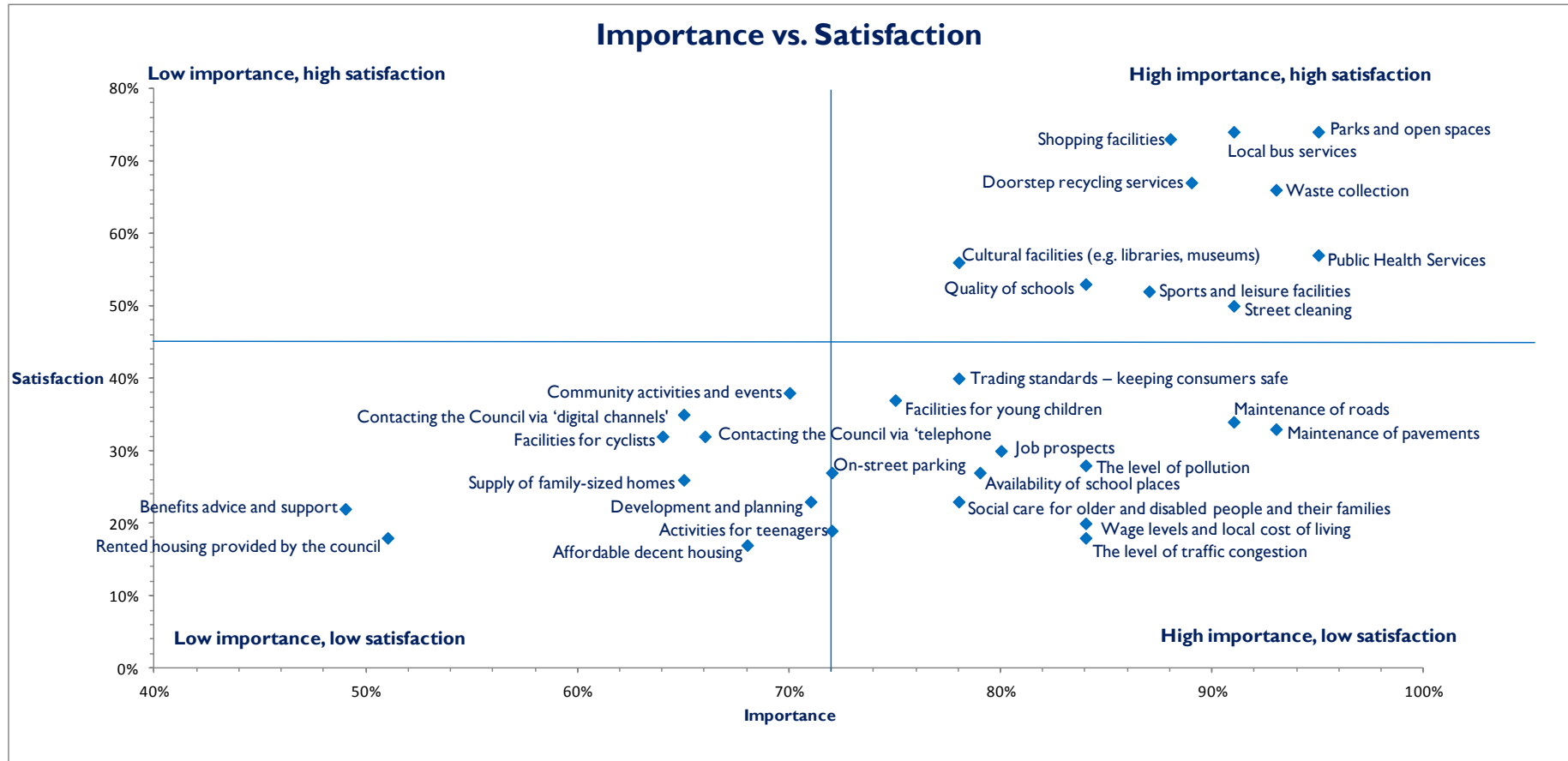
The previous table (Figure 40) highlights where the biggest differences exist between importance and satisfaction and identifies that these differences are for *'the level of traffic congestion'*, *'maintenance of pavements'*, *'maintenance of roads'* *'wage levels and local cost of living'*, *'the level of pollution'*, *'affordable decent housing'* and *'availability of school places'* particularly.

The quadrant chart (Figure 41) reaffirms these findings with all of these aspects of the local area positioned in the bottom right-hand quadrant, signifying high levels of importance but low levels of satisfaction. Additionally, two other aspects are also located in that quadrant and these are *'facilities for young children'* and *'trading standards – keeping consumers safe'*. Consequently, it is these aspects of the local area that respondents have indicated most need attention and improvement.

In contrast, the chart also highlights that some aspects that recorded relatively low satisfaction ratings were also seen by respondents as being of relatively low importance and these included a number of aspects relating to housing and development including *'rented housing provided by the council'*, *'affordable decent housing'*, *'supply of family-sized homes'* and *'development and planning'* and also other things including *'benefits advice and support'* and *'facilities for cyclists'*. Comparatively speaking, any aspect located in this quadrant is not necessarily a priority for improvement.

Finally, it should be highlighted that a number of aspects are included in the top right-hand quadrant, signifying high importance and high satisfaction. These include *'parks and open spaces'*, *'local bus services'*, *'shopping facilities'*, *'doorstep recycling services'*, *'waste collection services'* and *'public health services'* amongst others. The emphasis for anything located in this quadrant is to maintain the current high levels of satisfaction, although room for improvement does exist for all and would clearly be welcome given the relative importance of these aspects.

5.5   Services and aspects of the borough that most need improving

Respondents were then asked to think about all the subjects and services that they had just rated in terms of importance and satisfaction, and to select which three subjects most needed improving. They were also asked to explain how they would improve them. Answers were recorded verbatim and were coded into the thematic categories during analysis.

This question produced a large volume of verbatim responses that needed to be matched to a service and then coded. Additionally, rather than writing the name of the service/subject, they may have written a more generic reference to it that could fall under two services/subjects or even a completely unrelated improvement that they desired.

Essentially, the survey has produced data on how respondents would improve all 31 subjects and services as well as addition improvements for broader categories. Therefore, this section of the report is split into two subsections;

- The first, shows the proportion of respondents who suggested an improvement (therefore giving an indication of which are perceived to be most in need of improvement by respondents)

- The second describes the most frequently suggested improvements for each subject/service.

5.5.1   Services/subjects most in need of improvement

The chart below shows the proportion of respondents who suggested an improvement for each of the 31 subjects/services, and in the second part of the chart (under the horizontal line) the proportion suggesting improvements that could not be coded to any specific subjects/services.

Figure 42. Services/subjects most in need of improvement

Q9. Thinking about all the services/subjects listed in the previous question, which three services/subjects do you think most need improving and how?

Service/subject	%
Maintenance of roads	22%
The level of traffic congestion	18%
Maintenance of pavements	15%
Affordable decent housing	14%
Street cleaning	13%
Waste collection	10%
Development and planning	10%
Facilities for cyclists	9%
Availability of school places	9%
Public health services	9%
Wage levels and local cost of living	8%
On-street parking	8%
Sports and leisure facilities	7%
Activities for teenagers	7%
Parks and open spaces	7%
Shopping facilities	7%
Job prospects	6%
Social care for older and disabled people and their families	6%
The level of pollution	5%
Local bus services	5%
Cultural facilities	4%
Community activities and events	3%
Doorstep recycling services	3%
Facilities for young children	3%
Quality of schools	3%
Rented housing provided by the council	3%
Supple of family-sized homes	2%
Benefits advice and support	2%
Contacting the council via telephone	1%
Contacting the council via digital channels	1%
Trading standards	1%
Parking	6%
Housing	5%
Schools	4%
Public transport	4%
Recycling	3%
Crime and policing	3%
Contacting the council	3%
Traffic	3%
Cycling and cyclists	2%
Cultural activities	1%
Other	9%
Do not Know	1%

Source: Qa Research 2015 Base: 8376 (all valid responses)

Every subject/service had improvements specified for it by respondents to the survey. Of these, the most frequently suggested were for '*maintenance of roads*'; one fifth (22%) of respondents suggested that this needed improvement. '*The level of traffic congestion*' (18%) was the subject/service that the second most improvements were proposed for. Given that this was the subject that received the second lowest proportion of satisfied respondents, and significantly fewer than road maintenance, it is perhaps surprising that it is not the most commonly mentioned for improvement and maybe suggests that traffic congestion is now seen as inevitable.

Residents vs non-residents

The top three subjects/services in need of improvement from the perspective of non-residents were; '*the level of traffic congestion*' (34%), '*facilities for cyclists*' (21%), '*parking*' (15%). It is likely that these all relate to commuting into the borough.

Subgroup analysis

The table below shows the top three subjects/services that respondents suggested an improvement for by ward.

Figure 43. Top three services/subjects most in need of improvement by ward

| Ward | Top three subjects/services in most need of improvement | | | | | | | | | |
| | Maintenance of roads | | The level of traffic congestion | | Maintenance of pavements | | Affordable decent housing | | Street cleaning | |
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Alexandra	1	31%	2	23%	3=	14%	3=	14%	-	-
Berrylands	1	24%	3=	14%	3=	14%	2	15%	-	-
Beverley	1	25%	-	-	2	20%	-	-	3	16%
Canbury*	2	19%	1	20%	-	-	-	-	-	-
Chessington North And Hook	2	23%	1	28%	3	13%	-	-	-	-
Chessington South*	2	23%	1	25%	3=	12%	-	-	-	-
Coombe Hill	1	21%	2	15%	3=	14%	3=	14%	-	-
Coombe Vale	1	30%	-	-	2	21%	-	-	-	-
Grove	3	16%	-	-	-	-	1=	17%	1=	17%
Norbiton	3	15%	-	-	-	-	2	19%	1	20%
Old Malden	2	28%	1	30%	3	21%	-	-	-	-
St James	1=	23%	1=	23%	3	21%	-	-	-	-
St Mark's*	2=	15%	-	-	-	-	1	22%	-	-
Surbiton Hill	1	25%	2	19%	3=	15%	3=	15%	-	-
Tolworth And Hook Rise*	1	23%	2	15%	3	13%	-	-	-	-
Tudor*	1	18%	2	17%	3=	16%	-	-	-	-
Borough wide	**1**	**22%**	**2**	**18%**	**3**	**15%**	**4**	**14%**	**5**	**13%**

*So as to keep the table succinct, not shown are:
'*development and planning*' – 3rd for Canbury (18%)
'*activities for teenagers*' – 3rd equal for Chessington South (12%)
'*wage levels and the cost of living*' – 2nd equal for St Mark's (15%)
'*facilities for cyclists*' – 3rd equal for Tudor (16%)

In line with the topline findings, '*maintenance of roads*' was the service/subject most in need of improvement for many wards (9 out of 16), and was one of the top three for every ward. The proportion of respondents citing this was highest in Alexandra (31%) and Coombe Vale (30%), and this was a significantly greater proportion than all others wards with the exception of Old Malden (28%).

'*The level of traffic congestion*' was the next most often cited (in 5 out of 16 wards). This was most often mentioned in Old Malden (30%), significantly more so than in all other wards aside from Chessington North and Hook (28%) and Chessington South (25%).

In terms of age, respondents aged 16-24 were significantly less likely than all other age groups to suggest improvements for '*maintenance of roads*' and '*the level of traffic congestion*'. It is possible that lower levels of car ownership or usage are the cause of this, although this cannot be determined from the dataset. Respondents in this age group, along with those aged 25-24, were significantly more likely to suggest improvements for '*affordable decent housing*' than all other age groups however. At the other end of the age scale, of pension age (65-74 and 75+) were more likely than any other age group to suggest improvements for the '*maintenance of pavements*'.

Male respondents were significantly more likely than females to suggest improvements relating to infrastructure, including '*maintenance of roads*' (25% male vs. 20% female, '*development and planning*' (10% vs. 8%) and '*facilities for cyclists*' (10% vs. 9%). In contrast female respondents were likely to suggest improvements the social subjects/services of '*affordable decent housing*' (15% female vs. 13% male), '*availability of school places*' (11% vs. 8%) and '*Public Health Services*' (10% vs. 8%).

For each of top three areas suggested for improvement, a significantly greater proportion of respondents from White backgrounds suggested improvements than those from BME backgrounds. These were '*maintenance of roads*' (23% White vs. 19% BME), '*the level of traffic congestion*' (20% vs. 13%) and '*maintenance of pavements*' (16% vs. 11%). Respondents from White ethnic groups were also more likely to suggest improvements to '*development and planning*' (11% vs. 5%) and '*facilities for cyclists*' (10% vs. 7%).

Conversely, while White respondents favoured infrastructural improvements, BME respondents were almost twice as likely as White respondents to suggest improvements to '*job prospects*' (9% BME vs. 5% White).

5.5.2   How those services/subjects could be improved.

For each of the three subjects/services that the respondents felt were most in need of improving, they were asked how they felt each should be improvement. As all 31 services had improvements suggested, as well as comments provided that could not be related to a specific subject/service, this produced a huge amount of data.

In the tables below, only the top five suggested improvements for each of the services/subjects and the additional categories are shown for ease of comprehension. The tables are listed in descending order from the subject/service that had the most improvements suggested;

Maintenance of roads - top five improvements	%
Get rid of pot holes (not specified whether fill or resurface)	16%
Better repairs or maintenance	13%
Repair the roads	12%
Better coordination, planning or organisation	10%
More frequent repairs or maintenance	9%
Base:	**1823**

The level of traffic congestion - top five improvements	%
Better implementation and management of traffic, roads and traffic lights	32%
Improve public transport, encourage car sharing, cycling or walking	14%
Reduce congestion, introduce congestion charge, keep traffic flowing	11%
Address parking on roads, enforce parking restrictions, more parking options	7%
Reduce amount of roadworks, better management of road works	5%
Base:	**1613**

Maintenance of pavements - top five improvements	%
Repair pavements	20%
Re-level or make pavements even	12%
Relay or resurface pavements	11%
Routine inspection and checks on work done	8%
Regular maintenance or maintain more often	8%
Base:	**1521**

Affordable decent housing - top five improvements	%
Affordable or cheaper housing	33%
Build more	32%
Effective planning	12%
Management of assistance	7%
Young people cannot afford to buy	7%
Base:	**990**

Street cleaning - top five improvements	%
Clean more often, more regularly	41%
Improve street cleaning services, coordinate better	28%
Employ more staff, provide better equipment, staff on foot, manual cleaning	14%
Fines, punishment for litter droppers	9%
Provide more bins	7%
Base:	**1033**

Waste collection - top five improvements collection	%
Increase in frequency of collection	48%
Not enough bins, bigger bins needed, collect different types of waste	11%
Reduce mess left after collection	10%
More reliable collections, return bins to correct location	8%
Free collections, reduce costs	5%
Base:	**847**

Development and planning - top five improvements	%
Resist or rethink developments	23%
Improve infrastructure	16%
Consultation with the residents of Kingston	10%
Resist or rethink planning applications	10%
Refined designs in keeping with the surrounding area	8%
Base:	**950**

Facilities for cyclists- top five improvements	%
More cycle lanes and lanes	28%
Better cycle routes and lanes	17%
Dedicated lanes	16%
Safer cycle routes and lanes	15%
Secure bike parking facilities	9%
Base:	**774**

Availability of school places - top five improvements	%
Build more schools	46%
Create more places	17%
Planning and funding	12%
Priority for local or long-term residents	9%
Development and expansion in current schools	8%
Base:	**753**

Public health services - top five improvements	%
Improve services or facilities	22%
Easier to get or make appointments	13%
Reduce waiting times	13%
Employ more staff	11%
Longer opening hours (including evenings and weekends)	9%
Base:	**624**

Wage levels and local cost of living - top five improvements	%
Increase wages, more employment	27%
Reduce council tax, tax breaks	19%
Reduce cost of living	16%
More affordable housing costs, more housing available	11%
Reduce council spending, make efficiency savings	3%
Base:	**531**

On-street parking - top five improvements	%
More or better on-street parking (unspecified)	15%
There should be more parking restrictions or enforcement	10%
Free or cheaper on-street parking (unspecified)	9%
Reduce parking restrictions or enforcement	8%
Introduce or increase permit parking or CPZ	8%
Base:	**635**

Sports and leisure facilities - top five improvements	%
More, broader range of leisure facilities	39%
Build, update swimming pool	34%
Cheaper leisure facilities	16%
Better maintenance, update, provide higher quality facilities	15%
Base:	**503**

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Activities for teenagers - top five improvements	%
Youth centres	17%
Clubs	17%
Leisure and sports facilities	17%
More activities	12%
Provide a place or area for them	11%
Base:	**576**

Parks and open spaces - top five improvements	%
Improve facilities at parks	26%
More green areas	16%
Maintain parks and open spaces	16%
Improve activities at parks	8%
Improved management	8%
Base:	**546**

Shopping facilities - top five improvements	%
Encourage more variety, better quality shops and restaurants	50%
Develop shopping area or fill empty shops	18%
More independent, local shops	15%
More affordable rents, rates	12%
Reduce number of betting and charity shops	10%
Base:	**555**

Job prospects - top five improvements	%
Create jobs or opportunities	22%
Attract and encourage business	14%
Jobs for young people	8%
Apprenticeships	5%
Better advertising	5%
Base:	**359**

Social care for older and disabled people and their families - top five improvements	%
More support, increased number of visits, more accessible care	18%
Build more facilities, better provision of facilities	18%
Increase funding, resources	17%
Increase number and qualifications of carers, support workers or volunteers	12%
More information, communication and promotion of services	10%
Base:	**590**

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The level of pollution - top five improvements	%
Reduce number of vehicles, speed of vehicles, divert traffic	23%
Reduce pollution from transport, industry and developments	20%
Encourage public transport, cycling and walking	17%
Prevent congestion, introduce congestion charge	8%
Green policies or initiatives undertaken by council	7%
Base:	414

Local bus service - top five improvements	%
More frequent service	22%
Add another or bigger bus	14%
Better or more reliable service	10%
More routes or stops	9%
Improve efficiency and speed	8%
Base:	434

Cultural facilities - top five improvements	%
Libraries and book stock	23%
Investment and development	12%
Improve the facilities and events	11%
More facilities and events	8%
Open for longer	8%
Base:	286

Community activities and events - top five improvements	%
More activities or events	26%
Events or activities that appeal to a specific demographic	15%
Advertise events	13%
Involve locals to improve sense of community	13%
Build or re-open a centre	7%
Base:	250

Doorstep recycling services - top five improvements	%
Better recycling equipment provided	26%
More frequent collection	17%
Provide us with a recycling service	13%
Current methods means the area gets messy	10%
Ensure staff carry out tasks correctly	10%
Base:	259

Facilities for young children - top five improvements	%
More play areas and centres	48%
Improve play areas	12%
Cheaper facilities	11%
Maintain and refurbish areas	11%
Get children involved (including more activities)	10%
Base:	**221**

Quality of schools - top five improvements	%
Better quality of teaching or schools	23%
More quality and quantity of schools (general)	15%
More quality and quantity of secondary schools	7%
More investment in schools	6%
More quality and quantity of state schools	5%
Base:	**211**

Rented housing provided by the Council - top five improvements	%
Provide more	49%
Better management, monitoring of housing stock	19%
Make rents affordable	9%
Encourage use of empty buildings	4%
Base:	**273**

Supply of family sized homes - top five improvements	%
Build more homes	30%
Reduce number of flats being developed	23%
Make housing more affordable, help families to buy	14%
Utilise brown field sites, better planning of sites	7%
Put controls on developments	4%
Base:	**155**

Benefits advice and support - top five improvements	%
Accessibility	25%
Better trained staff	16%
Ensure correct people get help	11%
Too confusing or complex	9%
Keep people informed on benefit entitlement	8%
Base:	**112**

Contacting the council (telephone) - top five improvements	%
To be dealt with faster	19%
Quicker response to issues	17%
Getting through to appropriate person	12%
Better customer service	13%
More efficient routing of calls	11%
Base:	**120**

Contacting the council (digitally) - top five improvements	%
Make it simpler	30%
Improve the website	23%
No or slow response	20%
Issue resolution	11%
Set up online platforms	8%
Base:	**68**

Trading standards - top five improvements	%
Increased inspections, monitoring	20%
Better information, regulation and registration	16%
Greater consumer protection	15%
Improve contact options	7%
More funding, increased resourcing	5%
Base:	**54**

Non-specific categories

Parking - top five improvements	%
Parking charges should be cheaper or free	22%
Provide more parking	16%
More or better parking for residents and guests	9%
Introduce free parking for limited time (short stay)	5%
Introduce or improve parking permits	5%
Base:	**508**

Housing - top five improvements	%
More affordable housing	32%
Build more	15%
Lower rents and prices	15%
More social housing	8%
Improve planning and management	8%
Base:	**351**

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Schools - top five improvements	%
Build more, enable more school places, smaller classes	49%
Improve quality or facilities	24%
Adjust catchments, admission	13%
Increase investment, funding	5%
Base:	**355**

Public transport - top five improvements	%
More frequent service	20%
More buses or increased capacity	18%
Better or more reliable service	14%
Add or rethink current routes or restore old routes	13%
Adjust timetable	9%
Base:	**255**

Recycling - top five improvements	%
More bins, collect other types of refuse	27%
More frequent collections	10%
More reliable collections, bins returned to correct places	10%
All recycling in one bigger bin	9%
Reduce mess left after collection	8%
Base:	**250**

Crime and policing - top five improvements	%
More beat presence	32%
Control of antisocial behaviour	11%
Enforce the law	10%
Police need to provide better support	8%
Resolve issues around traffic and speeding	7%
Base:	**217**

Contacting the council - top five improvements	%
Training for staff or better or more staff	20%
Issue resolution to be better or quicker	14%
Improve customer service	11%
Digital channels are poor	11%
Difficult to get through to the council	10%
Base:	**194**

Traffic - top five improvements	%
Reduce speed of traffic, traffic calming measures	25%
Improve flow of traffic, reduce issues causing traffic build-up	22%
Reduce congestion	12%
Improve roads	7%
Increase, improve public transport	6%
Base:	**202**

Cycling and cyclists - top five improvements	%
More or better provision e.g. cycle lanes	68%
Improve safety	19%
Ban cyclists from certain areas	6%
Cyclists should be held accountable	5%
Educate cyclists	3%
Base:	**186**

Cultural activities - top five improvements	%
Support to libraries	24%
More cultural facilities e.g. Cinema, galleries or museums	21%
Advertise and promote	11%
Renovation	9%
More funding	7%
Base:	**75**

Residents vs. non-residents

Due to the very large number of variables here, all 31 subjects and services and well as the 12 addition improvements for broader categories, the answers of non-residents are spread very evenly. This has had the consequence of the base size of non-resident being too small for almost all subjects and services and therefore comparison cannot be drawn with residents.

Where the base size for non-residents is sufficient to allow comparison this is listed below;

Non-residents significantly greater than residents;
- Parking – '*parking charges should be cheaper or free*' – (54% vs. 22%)
- Shopping facilities – '*more independent, local shops*' – (34% vs. 15%)
- Level of pollution – '*encourage public transport, cycling and walking*' – (42% vs. 17%)
- Level of traffic congestion – '*improve public transport, encourage car sharing, cycling or walking*' – (28% vs. 14%)
- Wage levels and the local cost of living – 'Increase wages, more employment' – (71% vs. 27%)

Residents significantly greater than non-residents;
- Shopping facilities – '*encourage more variety, better quality shops and restaurants*' – (50% vs. 26%)
- Level of pollution – '*reduce pollution from transport, industry and developments*' – (20% v. 6%)
- Wage levels and the local cost of living – '*Reduce council tax, tax breaks*' – (19% vs. 0%).

Subgroup analysis

Due the very large volume of data here and the small base size of the many of the suggested improvements, subgroup analysis has not been carried out here as the findings would not be robust.

Instead, these suggested improvements should be looked at in conjunction subgroup analysis for which three subjects/services are most in need of improving (beginning of section 5.5.1).

5.6   Attitudes towards future growth and development in Kingston

Respondents were asked how far they agreed or disagreed with a series of statements about how Kingston Council should approach future growth and development in the borough. Answers were recorded on a five-point scale of '*strongly agree*' to '*strongly disagree*'. The question was preceded by a statement about projected future growth in Greater London and Kingston, reproduced below;

> *Greater London is expected to grow to a population in excess of 11 million by 2050. Kingston will grow alongside London and we are at a turning point in the development of our borough.*

Results are shown in the chart below;

Figure 44. Agreement with aspects of future growth and development in Kingston

Q10. How far do you agree or disagree that we should...

Net Agree   Neither agree / disagree   Net: Disagree   Don't know

Statement	Net Agree	Neither agree / disagree	Net: Disagree
Argue strongly for investment in infrastructure, such as faster more frequent rail services, cycling, buses and improved road networks to make Kingston more accessible	83%	11%	5%
Look to bring more employment, such as office headquarter opportunities or high-tech businesses, to the borough	72%	18%	9%
Champion our historic and cultural heritage more strongly as a destination for tourism and give pride to the people of the borough	69%	22%	8%
Embrace growth: To maintain our position in London as a place where people want to live, work and study we should work with developers to shape the type of development that takes place in the borough	68%	14%	17%
Focus new house building in a few key growth areas such as Kingston town centre, Tolworth and New Malden	53%	23%	21%
Resist growth: Whilst recognising that we have limited powers to stop developers, we should do what we can to resist development in the borough	33%	21%	43%

Source: Qa Research 2015 **Base:** varies (all valid responses)

The general consensus from this question is that Kingston should embrace growth. Statements that related to increasing growth consistently had a majority agreeing with them, although this was a small majority for focusing on new house building.

The statement that the highest proportion of respondents agreed with was that Kington should '*argue strongly for investment in infrastructure, such as faster more frequent rail services, cycling, buses and improved road networks to make Kingston more accessible*', which was supported by eight-in-ten (83%) respondents.

The highest level of disagreement was for the statement that Kingston should '*resist growth*' (43% disagreed), reinforcing the notion that the consensus here was that Kingston should grow.

Residents vs. non residents

Non-residents were not asked this question

Subgroup analysis

The table below shows the proportion of respondents from each ward that agree (net 'strongly agree' and 'agree') with each of the six statements. For each statement, the ward with the highest proportion of satisfied respondents is coloured green and the lowest coloured red.

Figure 45. Attitudes to growth and development by ward

	Agreement with aspects of future growth and development in Kingston					
	Argue strongly for investment in infrastructure	Look to bring more employment to the borough	Champion our historic and cultural heritage	Embrace growth	Focus new house building in a few key growth areas	Resist growth
	% net agree	% net agree	% net agree	% net agree	% net agree	% net agree
Alexandra	80%	70%	67%	62%	48%	38%
Berrylands	84%	70%	66%	64%	55%	33%
Beverley	82%	77%	68%	72%	43%	32%
Canbury	87%	68%	74%	69%	53%	33%
Chessington North And Hook	81%	65%	69%	56%	52%	41%
Chessington South	81%	71%	66%	59%	54%	44%
Coombe Hill	79%	73%	71%	68%	59%	31%
Coombe Vale	85%	73%	67%	76%	49%	30%
Grove	84%	69%	69%	67%	55%	30%
Norbiton	84%	72%	71%	70%	57%	28%
Old Malden	81%	76%	69%	69%	51%	35%
St James	82%	73%	65%	70%	46%	33%
St Mark's	81%	73%	65%	77%	61%	29%
Surbiton Hill	84%	77%	70%	72%	60%	24%
Tolworth And Hook Rise	80%	75%	70%	68%	49%	34%
Tudor	87%	73%	74%	65%	59%	39%
Borough wide	**83%**	**72%**	**69%**	**68%**	**53%**	**33%**

There was considerable variation between wards, and no one ward had the highest proportion of agreement for the majority of the aspects. St Mark's was perhaps the ward with the most agreement with growth in general; they posted the highest level of agreement with 'embracing growth' (77%) and *focus new house building in key growth areas*' (61%) and the second lowest for 'resisting growth' (29%).

Chessington North and Hook was the least likely to both 'embrace growth' (56%) and 'look to bring more employment to the borough' (65%), and Chessington South also had a significantly low proportion of respondents agreeing with 'embrace growth' (59%).

There was a polarisation between older and younger respondents over whether to 'resist growth' or 'embrace growth'. Respondents aged up to 44 were significantly more likely to say that they agreed with 'embracing growth' (16-24: 73%, 25-34: 73%, 35-44: 70%) than those over 44 (44-54: 64%, 55-64: 61%, 65-74: 61%, 75+: 64%). Conversely, a significantly greater proportion of those aged over 44 agreed with 'resisting growth' (44-54: 36%, 55-64: 41%, 65-74: 43%, 75+: 47%) compared to those aged 44 and under (16-24: 31%, 25-34: 22%, 35-44: 29%).

In line with the high importance that younger respondents assigned to 'Affordable decent housing' and 'rented housing provided by the Council', those aged 16-24 and 25-34 and were significantly more likely than all other age groups to agree with the statement to 'focus new house building in key growth areas' (63% and 60% respectively).

Respondents aged between 25 and 54 were significantly more likely than other age groups to agree with measures to boost the economy of Kingston. This was true of '*argue strongly for investment in infrastructure*' (25-34: 87%, 35-44: 88%, 44-54: 85%) and '*look to bring more employment to the borough*' (25-34: 76%, 35-44: 74%, 44-54: 73%).

Male respondents were significantly more likely than female to agree with '*argue strongly for investment in infrastructure*' (84% vs. 82%). In contrast, male respondents were more likely than female to disagree with '*resisting growth*' (46% vs. 41%) and '*champion our historic and cultural heritage*' (8% vs. 7%); female respondents were no more likely to agree with these statmetns

Respondents from BME backgrounds appeared to be more receptive of growth in Kingston; they were more significantly more likely than those from White backgrounds to agree with '*embracing growth*' (73% BME vs. 67% White), '*focus new house building in key growth areas*' (63% vs. 51%) and '*look to bring more employment to the borough*'(75% vs. 71%).

Respondents were also asked to suggest other priorities for the future that the Council should take into account. These were recorded verbatim and are shown in categories below;

Figure 46. Additional priorities for the future

Q10. Suggestions for other priorities for the future that Kingston Council should take into account

Category	%
Transport links, reduced congestion, cycling and pedestrian routes, improved roads	20%
Schools and education facilities	12%
Environmental (protecting greenbelt, utilising brown field, renewable energy)	9%
Resist or stop further development, better use of housing/facilities, avoid impact on communities	8%
Protect jobs, encourage job creation, improve quality of employment	7%
Affordable housing	7%
Infrastructure including utilities	6%
Hospitals and health facilities	6%
Preserve the historic culture, heritage, character, tourism and cultural facilities	5%
More housing, houses rather than flats	5%
Appearance of local area, improve amenities	5%
Facilities for leisure and sport, youth services	4%
Improvements to Council involvement, transparency, bureaucracy, wages, council tax)	4%
Attractive, sustainable developments, better quality and value	4%
Retain community aspects and feel of area	4%
More parking, cheaper parking	3%
Better policing and security	3%
Would like more or better shops, restaurants or bars	3%
Reduce or discourage immigration and population growth	2%
Services and access for elderly and disabled residents	2%

Source: Qa Research 2015   **Base:** 4,292 (all valid responses)

The most frequently mentioned additional priorities related to '*transport links, reduced congestion, cycling and pedestrian routes, and improved roads*', given by one fifth (20%) of respondents. This was almost double the most second often mentioned category, '*schools and education facilities*' (12%).

Subgroup analysis

Overall, when stratified by ward the results still largely mirror the topline findings and there is comparatively little variation geographically. '*Transport links, reduced congestion, cycling and pedestrian routes, and improved roads*' were the most common suggestions in every single ward, and respondents from Surbiton Hill were more likely to say this than any other ward (27%). '*Schools and education*' was the highest or joint highest in ten out of the sixteen wards, with '*environmental (protecting greenbelt, utilising brown field, renewable energy)*' priorities the highest or joint highest for seven out of ten.

Respondents aged 35-44 were more likely than any other age group to say both '*transport links, reduced congestion, cycling and pedestrian routes, and improved roads*' (28%) and '*schools and education facilities*' (19%). Those aged 16 to 34 were more likely to be concerned with '*affordable housing*' (16-24: 10%, 25-34: 10%) than other ages, while the 16-24 age band was also more likely than other ages to '*protect jobs, encourage job creation, improve quality of employment*' (12%).

Male respondents were significantly more likely to suggest that '*transport links, reduced congestion, cycling and pedestrian routes, and improved roads*' should be priorities for the future (23%) than female respondents (19%). In contrast, female respondents were more likely to suggest '*schools and education*' (15% vs. 8%).

Respondents from White backgrounds were almost twice as likely as those from BME backgrounds to suggest '*Environmental (protecting greenbelt, utilising brown field, renewable energy)*' priorities for the future (10% vs. 6%). They were also more than twice as likely to say '*Resist or stop further development, better use of housing and facilities, avoid impact on current communities*' (9% vs. 4%). BME respondents, in contrast, were more likely to say '*protect jobs, encourage job creation, improve quality of employment*' than White respondents (10% vs. 7%).

5.7 Crime and anti-social behaviour

This final section of the key findings deals with responses to questions concerning crime and anti-social behaviour (ASB). These questions are asked specifically to assist the Safer Kingston Partnership (of which RBK is a member) in identifying priorities, targeting resources and ensuring that Kingston remains one of the safest boroughs in London.

5.7.1 Level of crime and anti-social behaviour problems in the local area

Respondents were first asked to indicate the extent to which a range of options were a problem in their local area. Answers were selected from 'not a problem', 'slight problem', 'fairly big problem', or 'very big problem', with the option to say 'no opinion' if that was applicable. In addition to the listed areas of potential problems, there was an open box in which respondents could record an issue they felt was not covered by the list of options and score the degree to which it was a problem. Results are shown in the chart below;

Figure 47. Level of crime and anti-social behaviour problems in the local area

Q11. Thinking again about your local area, how much of a problem do you think the following are?

Legend: Not a problem | Slight problem | Fairly big problem | Very big problem | No opinion

Category	Not a problem	Slight problem	Fairly big problem	Very big problem	No opinion
Abandoned cars	64%	21%	4%	3%	9%
Arson to property, vehicles, rubbish or open land	64%	19%	5%	3%	9%
Aggressive begging	58%	25%	8%	5%	4%
Noisy neighbours or loud parties	58%	28%	7%	5%	
Teenagers being rowdy or intimidating	43%	35%	10%	8%	3%
People using or dealing drugs	42%	27%	11%	10%	11%
Vandalism, graffiti and other deliberate damage to property or vehicles	40%	40%	12%	7%	
Groups hanging around the streets	35%	38%	15%	9%	3%
People being drunk or rowdy in public places	32%	40%	15%	10%	3%
Rubbish or litter lying around	23%	43%	18%	15%	
Any other anti-social behaviour problems	45%	13%	9%	9%	23%

Source: Qa Research 2015 **Base:** varies (all valid responses)

Positively, for all options, a minority of respondents felt that it was either a 'fairly big problem' or a 'very big problem' in their local area. This ranged from less than one-in-ten (7%) who felt that 'abandoned cars' were either a 'fairly big problem' or a 'very big problem' to one-in-three (33%) who gave either of these two answers for 'rubbish or litter lying around'.

The options with the second and third highest proportion indicating that they felt it was a 'fairly big problem' or a 'very big problem' were 'people being drunk or rowdy in public places' (25%) and 'groups hanging around the streets' (24%) respectively.

Residents vs. non residents

Residents were significantly more likely than non-residents to feel that all the options were '*not a problem*' aside from '*rubbish of litter lying around*' (where there were no significant differences) and '*noisy neighbours or loud parties*' (which was not asked of non-residents). The difference between residents and non-residents was greatest for '*people using or dealing drugs*' (42% vs. 22%), '*people being drunk or rowdy in public places*' (32% vs. 13%), and '*aggressive begging*' (58% vs. 39%).

Subgroup analysis

The table below shows the proportion of respondents in each ward that rated each option as being at least a slight problem (net: 'slight problem', 'fairly big problem' and 'very big problem').

N.B: Unlike other tables in this report, in this table a green shaded box in the **lowest** figure in a column and a red shaded box the **highest**. This because a low percentage here is a positive findings (i.e. the option is less of a problem).

Figure 48. Level of crime and ASB problems in the local area – by ward

	Thinking again about your local area, how much of a problem do you think the following are?										
	Rubbish or litter lying around	People being drunk or rowdy in public places	Groups hanging around the streets	Vandalism, graffiti and other deliberate damage to property or vehicles	Teenagers being rowdy or intimidating	People using or dealing drugs	Noisy neighbours or loud parties	Aggressive begging	Arson to property, vehicles, rubbish or open land	Abandoned cars	Any other ASB problems
	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem	% net at least a slight problem
Alexandra	76%	62%	68%	66%	56%	51%	36%	41%	37%	37%	37%
Berrylands	74%	58%	55%	54%	62%	49%	38%	36%	26%	31%	31%
Beverley	84%	63%	65%	67%	59%	47%	35%	35%	33%	33%	35%
Canbury	76%	74%	61%	56%	49%	47%	45%	45%	19%	17%	31%
Chessington North And Hook	83%	69%	77%	67%	54%	51%	41%	29%	34%	35%	34%
Chessington South	72%	57%	64%	62%	51%	48%	39%	33%	35%	35%	32%
Coombe Hill	72%	58%	57%	50%	59%	39%	39%	34%	24%	26%	27%
Coombe Vale	77%	63%	61%	57%	55%	38%	28%	32%	24%	24%	27%
Grove	74%	75%	63%	54%	60%	50%	54%	48%	25%	19%	31%
Norbiton	80%	74%	69%	62%	67%	67%	52%	50%	31%	28%	38%
Old Malden	76%	53%	60%	66%	56%	39%	31%	29%	33%	31%	33%
St James	77%	58%	60%	61%	36%	42%	28%	38%	31%	34%	31%
St Mark's	72%	71%	56%	49%	49%	47%	52%	44%	20%	18%	27%
Surbiton Hill	73%	62%	55%	54%	40%	42%	36%	41%	20%	23%	31%
Tolworth And Hook Rise	75%	63%	69%	57%	54%	46%	42%	35%	33%	34%	30%
Tudor	75%	69%	56%	56%	49%	40%	35%	38%	23%	27%	33%
Borough wide	**76%**	**65%**	**62%**	**58%**	**53%**	**47%**	**40%**	**39%**	**28%**	**28%**	**32%**

Norbiton had significantly higher proportion of respondents saying at least a slight problem across all options. This was also true, although to a slightly less extent, in Chessington North and Hook.

'*Rubbish or litter lying around*', which at a borough wide level was the area that was most perceived to be at least a slight problem, was seen to at least a slight problem by more respondents in Beverley (84%) than in any other ward.

Respondents in Norbiton were almost twice as likely to feel that '*teenagers being rowdy or intimidating*' and '*people using or dealing drugs*' (both 67%) were at least a slight problem as the wards with the lowest proportion perceiving these to be a problem; this was St James for the former (36%), and Coombe Vale for the latter (38%). A similar pattern was seen in Alexandra, with respondents in that ward almost twice as likely to perceive '*arson to property, vehicles, rubbish or open land*' and '*abandoned cars*' (both 37%) as at least a slight problem compared to Beverley (18% and 17% respectively).

Middle aged and older respondents, those aged 45 and upwards, were significantly more likely than younger respondents to perceive a number of options as at least a slight problem, namely;
- '*Rubbish or litter lying around*' – (45-54: 81%, 55-64: 82%, 65-74: 84%, 75+: 79% vs.16-24: 63%, 25-34: 72%)
- '*Vandalism, graffiti and other deliberate damage to property or vehicles*' – (45-54: 67%, 55-64: 68%, 65-74: 68%, 75+: 63% vs.16-24: 43%, 25-34: 51%)
- '*Arson to property, vehicles, rubbish or open land*' – (45-54: 30%, 55-64: 33%, 65-74: 34%, 75+: 35% vs.16-24: 23%, 25-34: 24%)
- '*Abandoned cars*' – (45-54: 32%, 55-64: 34%, 65-74: 37%, 75+: 34% vs.16-24: 23%, 25-34: 21%).

The proportion of those aged 75 and over who said there was at least a slight problem was significantly lower than other age groups for '*people using or dealing drugs*' (42%) and '*people being drunk or rowdy in public places*' (56%) although 22% said they had no opinion about '*people using or dealing drugs*'.

In terms of gender, male respondents were significantly more likely than females to say the following options were at least a slight problem;
- '*Vandalism, graffiti and other deliberate damage to property or vehicles*' – (60% vs. 56%)
- '*People using or dealing drugs*' – (48% vs. 45%)
- '*People being drunk or rowdy in public places*' – (66% vs. 64%)
- '*Aggressive begging*' – (40% vs. 37%).

Respondents from White backgrounds were significantly more likely to say that the following were at least a slight problem;
- '*Rubbish or litter lying around*' – (78% White vs. 69% BME)
- '*Vandalism, graffiti and other deliberate damage to property or vehicles*' – (59% vs. 54%)
- '*People being drunk or rowdy in public places*' – (65% vs. 62%)
- '*Groups hanging around the streets*' – (63% vs. 60%).

Conversely, respondents from BME groups were more likely to perceive '*teenagers being rowdy or intimidating*' (60% BME vs. 52% White), '*arson to property, vehicles, rubbish or open land*' (33% vs. 26%) and '*abandoned cars*' (33% vs. 26%) as at least a slight problem.

Respondents who were satisfied with their local area as a place to live were significantly more likely than those who were '*neither satisfied nor dissatisfied*' or dissatisfied to feel that every option was '*not a problem*', while who were dissatisfied typically perceived the options as at least a slight problem. Understandably, there is a clear link between satisfaction with local area and the extent to which crime and ASB issues are perceived as problems.

The category 'any other anti-social behaviour problems' represents all the other potential issues not covered by the list of options in the question. A significant proportion of respondents did not give any answer for this question, and amongst those who did only a minority specified what other ASB problems they were referring to by writing in the verbatim box. The verbatim responses have been coded into the categories shown in the chart below;

Figure 49. Addition anti-social behaviour problems in the local area

Q11. Any other anti-social behaviour problems

Littering, fly tipping	13%
Dog fouling, barking, not kept on leads	9%
Drinking in public, drunken behaviour	9%
Threatening, violent, aggressive, anti-social behaviour	8%
Noise pollution	8%
Speeding, parking issues	7%
Theft, burglary	6%
Groups congregating and loitering	5%
Cyclists on pavements, footpaths and dangerous cycling	3%
Inconsiderate driving, abandoned vehicles	3%
Lack of respect for others or the area	3%
Drug dealing, drug taking in public	3%
Homelessness, begging	3%
Cold calling, charity fundraising, door-to-door sales	2%
Urinating in public	2%
Vandalism, graffiti	2%
Swearing	1%
Other	8%
Do not know	17%
No relevant answer	5%

Source: Qa Research 2015 **Base:** 6083 (all vaild responses)

A wide array of answers were given here, and no single issue dominated the responses. The most common problems related to '*littering and fly tipping*', and were mentioned by 13% of respondents. This is a more specific, but similar answer to the option in the question '*rubbish of litter lying around*' and further suggests that this is the principle problem concerning respondents to the survey.

Problems relating to '*drinking in public or drunken behaviour*' were the joint second most mentioned other anti-social behaviour problem (9%), and this is similar to the category '*people being drunk or rowdy in public places*'. This again reinforces the category as one of the main anti-social behaviour problems in respondents' local area.

Residents vs. non residents

The number of non-residents who specified issues for '*any other anti-social behaviour problems*' was too low to allow robust comparisons to be made between residents and non-residents.

Subgroup analysis

Respondents in Grove and Canbury were significantly more likely to list 'd*og fouling, barking and not kept on leads*' (17% and 15% respectively), more so than in any other ward. '*Noise pollution*' was also a significant issue amongst those in Grove (16%), as was '*drinking in public and drunken behaviour*' (15%) in Canbury.

Those aged 16-24 and 35-44 were the only age groups amongst which '*littering and fly tipping*' was not the most frequently mentioned additional ASB problem. For those aged 35-44 it was '*dogs fouling, barking, and not kept on leads*' (17%), significantly higher than any other age band, while for those aged 16-24 it was '*threatening, violent, aggressive, and anti-social behaviour*' (8%).

'*Dogs fouling, barking, and not kept on leads*' were also an issue for female respondents, who were significantly more likely to cite this than male respondents (12% female vs. 7% male), although with '*drug dealing and drug taking in public*' (4% vs. 2%) the significant difference was smaller.

Respondents from White backgrounds were significantly more likely than those from BME background to list the following additional options;

- '*Littering and fly tipping*' – (14% White vs. 9% BME)
- '*Dog fouling, barking and not kept on leads*' – (10% vs. 7%)
- '*Noise pollution*' – (8% vs. 5%)
- '*Speeding and parking issues*' – (8% vs. 3%)
- '*Cyclists on pavements, footpaths and dangerous cycling*' – (4% vs. 1%).

Respondents who were dissatisfied with their local area as a place to live were significantly more likely to list '*drinking in public and drunken behaviour*' (13% vs. 8%) and '*littering and fly tipping*' (18% vs. 12%) than those who were satisfied, and it seems likely that these are contributing factors to their dissatisfaction.

5.7.2   Crime and anti-social behaviour issues of most concern

Lastly, respondents were asked to think about the need for tackling crime, disorder and substance misuse in the borough and to state the three issues that were of most concern to them. Answers were recorded verbatim in three boxes to encourage respondents to separate out the issues and these were coded into thematic categories during analysis. The results are shown below;

Figure 50. Crime and anti-social behaviour issues of most concern

Q12. Thinking about the need for tackling crime, disorder, and substance misuse
in the borough, please state the three issues that are of most concern to you.

Issue	%
Lack of policing, safety and security including lighting, CCTV and neighbourhood watch	26%
Drinking, drunken behaviour	24%
Drug use, dealing, needle exchange location	24%
Anti-social behaviour, gangs loitering	21%
Burglary, theft	20%
Littering, fly-tipping	14%
Vandalism, arson, graffiti	10%
Begging, homelessness	8%
Speeding, dangerous driving, traffic, parking issues	7%
Noise pollution	6%
Violence, aggression	6%
Problems with dogs and their owners	2%
Inconsiderate, dangerous driving	2%
Cold calling, charity fundraising, door-to-door sales	1%
Other	9%
No concerns	8%
Don't know	3%
No relevant answer	1%

Source: Qa Research 2015   **Base:** 6,795 (all valid responses)

Across all respondents, the most frequently made comments related to a '*lack of policing, safety and security including lighting, CCTV and neighbourhood watch*', '*drinking and drunken behaviour*' and '*drug use, dealing and needle exchange location*'. Each of these issues was mentioned by one quarter of respondents (26%, 24% and 24% respectively).

'*Drinking and drunken behaviour*' clearly relates to the second most common option at Q11; '*people being drunk or rowdy in public places*'. Here, this was the second most problematic issue, with two thirds (65%) of respondents saying it was at least a slight problem in their local area. Therefore, it is unsurprising that '*drinking and drunken behaviour*' is one of the sample's greatest concerns.

> **Residents vs. non-residents**
>
> The three crime and ASB issues of most concern to non-residents were; '*drinking, drunken behaviour*' (44%), '*drug use, dealing, needle exchange location*' (29%), '*anti-social behaviour, gangs loitering*' (29%).

Subgroup analysis

The table below shows the top three crime and anti-social behaviour issues given by respondents in each of Kingston's wards, alongside the proportion of respondents from that ward that give that crime and ASB issue;

Figure 51. Crime and anti-social behaviour issues - by ward

Ward	Top three crime and anti-social behavior issues of most concern									
	Lack of policing, safety and security including lighting, CCTV and neighbourhood watch		Drinking, drunken behaviour		Drug use, dealing, needle exchange location		Anti-social behaviour, gangs loitering		Burglary, theft	
	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%	Pos. 1-3	%
Alexandra	1	29%	-	-	2	27%	3=	26%	3=	26%
Berrylands	2	24%	3	23%	1	30%	-	-	-	-
Beverley	1	29%	-	-	3	24%	2	26%	-	-
Canbury	2	25%	1	31%	3=	21%	3=	21%	3=	21%
Chessington North And Hook	1	34%	-	-	2	31%	3	27%	-	-
Chessington South	1	29%	-	-	3	26%	2	28%	-	-
Coombe Hill	3	22%	2	23%	-	-	-	-	1	25%
Coombe Vale	1	29%	-	-	-	-	2	25%	3	24%
Grove	3	20%	1	34%	2	25%	-	-	-	-
Norbiton	-	-	1	32%	2	31%	3	28%	-	-
Old Malden	1	27%	-	-	-	-	3	21%	2	25%
St James	2	27%	-	-	-	-	3	21%	1	28%
St Mark's	3	22%	1	27%	2	24%	-	-	-	-
Surbiton Hill	1	25%	3=	19%	2	24%	-	-	3=	19%
Tolworth And Hook Rise	1	28%	-	-	2	24%	-	-	3	23%
Tudor	1=	31%	1=	31%	-	-	-	-	3	24%
Borough wide	**1**	**26%**	**2=**	**24%**	**2=**	**24%**	**4**	**21%**	**5**	**20%**

For each ward, the three crime and ASB issues of most concern came from the top five issues at a borough level. For just over half (nine out of sixteen) of the wards 'lack of policing, safety and security including lighting, CCTV and neighbourhood watch' was the issue of highest concern, with 'drinking and drunken behaviour' the second most common issue of most concern (for five out of sixteen wards).

Demographically, those aged 16-24 were the least concerned with issues of crime in their local area; this group gave the highest proportion of responses of 'no concerns' (19%) and 'don't know' (10%), significantly higher than any other age group.

Those from BME backgrounds also mentioned fewer issues they were concerned with, and mentions of 'no concerns' (15%) and 'don't know' (4%) were significantly higher than amongst respondents from White backgrounds.

There was no significant difference between the proportion of male and female respondents mentioning a 'lack of policing, safety and security including lighting, CCTV and neighbourhood watch' or 'drinking and drunken behaviour' as one of their top three concerns. Female respondents were significantly more likely to say 'drug use, dealing, needle exchange location' (26% vs. 22%), 'anti-social behaviour and gangs loitering' (23% vs. 20%), and 'burglary and theft' (23% vs. 18%).

Respondents who were dissatisfied with their local area as a place to live were significantly more likely than those who were satisfied to list 'lack of policing, safety and security including lighting, CCTV and neighbourhood watch' (32% dissatisfied vs. 26% satisfied), 'littering and fly-tipping' (18% vs. 13%), 'speeding, dangerous driving, traffic, and parking issues' (11% vs. 7%) and 'noise pollution' (12% vs. 6%).

6.   Conclusions

Conclusion 1: The survey measures the views of residents amongst a large and robust sample from across the borough, with more than one-in-twenty adult residents and one-in-six households taking part.
This is a large-scale residents' survey, posted to all households in the borough that generated a response rate of more than 15% and as such it provides the views of a robust and representative sample of residents, with almost 10,000 survey responses and well over 9,000 useable completions. The large number of completed surveys ensures that we can have a high level of confidence in the findings and that the data is extremely robust at borough-level. Additionally, it also provides sufficiently large sub-samples to allow detailed analysis at Ward-level and amongst many key demographic and attitudinal sub-groups.

Specifically, more than 7% of the adult population of the borough have given their views by completing the survey and more are likely to have done so via other methods undertaken as part of the overall research programme such as social media. These views are complemented by the views of visitors to the borough who travel in for work and leisure. As such, the findings outlined in this report provide a reliable and comprehensive snap-shot of residents' opinions.

Conclusion 2: Residents are generally satisfied with their local area.
Positively, more than eight-out-of-ten express satisfaction with their local area as a place to live, although with more indicating that they are *'fairly satisfied'* rather than *'very satisfied'* there is some scope to improve satisfaction ratings. Satisfaction levels are higher amongst younger residents and tend to decline the longer someone lives in the borough (although older residents are obviously more likely to have lived in the borough longer).

Residents' surveys such as this one consistently highlight a link between satisfaction with the local area and the performance of the local council and this is evident here. Residents are more likely to look favourably on the way Kingston Council runs things and the value for money it provides if they feel satisfied with their local area. This is to be expected as the actions and policies of any council will be very noticeable to residents in their local area. Also, a sense of belonging to their local area is clearly important in driving satisfaction with where they live for some residents, but this is not essential for all with many seemingly not needing this connection to feel contented with their neighbourhood.

Conclusion 3: The town centre is highly rated by residents and non-residents alike, but the green and leafy nature of the borough, including its proximity to the Thames and Richmond Park, are also strong drivers of satisfaction with the area.
The most frequently mentioned aspect of their local area that residents said they liked best was the *'local town centre, shopping facilities and amenities'* and these were also overwhelmingly seen as the best things about Kingston by non-residents. However, many residents also talked about *'greenness and open space'* and specifically about *'Richmond Park and other parks in the area'* and the value of these amenities in driving satisfaction with the area should not be under-estimated – 95% of residents consider *'parks and open spaces'* to be important and this aspect is rated as important as *'public health services'* (although there is some suggestion that respondents may have misinterpreted this as relating to local health services such as GPs and hospitals).

Conclusion 4: Concerns around transport and traffic, including parking, were mentioned as areas for improvement by residents and non-residents.

Although there was no clear consensus as to what one thing respondents would change about their local area, almost one-in-ten mentioned '*addressing parking issues*' and/or '*change and improve transport networks (including public transport)*', while non-residents flagged issues around transport when asked the same question – reflecting that they travel into the borough.

Additionally, of all the services and subjects respondents were asked to rate, '*the level of traffic congestion*' recorded one of the lowest levels of satisfaction with less than a fifth satisfied and there is clearly a desire (as there is in many places across the country) to see improvement here and residents would specifically like to see '*better implementation and management of traffic, roads and traffic lights*'. Given these findings, It is perhaps unsurprising that 83% agree that the Council should '*argue strongly for investment in infrastructure, such as faster more frequent rail services, cycling, buses and improved road networks to make Kingston more accessible*'.

Conclusion 5: Overall, residents are satisfied with the performance of the Council, although there is scope to improve ratings and to better demonstrate that it provides value for money.

Although 55% expressed satisfaction with the way Kingston Council runs things, a quarter said they neither agreed or disagreed with this, perhaps suggesting they do not know a sufficient amount about how the Council operates to give an assessment either way. Moreover, views are polarised as to whether the Council provides value for money or not, but it's notable that a third felt unable or unwilling to say if they agreed or disagreed that it does.

Findings suggest that keeping residents informed as to what the Council and its partners provide in terms of local services is essential in demonstrating value for money, which in turn helps to increase satisfaction levels with the Council's performance and there is a clear opportunity to increase the degree to which residents feel informed. Only 46% agreed that they '*feel well informed about services provided in my local area*' and the findings highlight that all wards would benefit from improvement here.

Conclusion 6: There is a clear desire to see growth in the borough and a strong suggestion that residents expect any growth to improve their lives in the borough.

Analysis of the importance of different services and aspects of the borough along with satisfaction with each of them highlights the importance of '*job prospects*' to residents but relatively low levels of satisfaction with these and, therefore, a clear desire for improvement. The same is true for '*wage levels and the local cost of living*' and '*affordable decent housing*'.

In this context it is perhaps unsurprising that 68% agree that the borough should '*embrace growth*' and only 33% believe it should '*resist growth*' and also that 72% agree the Council should '*look to bring more employment, such as office headquarter opportunities or high-tech businesses, to the borough*'. It seems reasonable to conclude that residents consider that growth of this nature will improve the availability of jobs, wage levels and the availability of affordable housing

Conclusion 7: Generally, residents feel safe outside in their local area during the day and the majority also do so at night and issues around crime and safety are not of overwhelming concern to them.
Typically, when the two questions regarding safety in their local area are included in residents' surveys residents are more likely to feel safe when outside in their local area during the day rather than at night and the findings here are typical. In addition, while comments about crime and safety do feature when residents are asked what they would like to see improved in the borough these aspects do not dominate responses and other issues are equally important.

More specifically, the biggest issues residents identified were around *'rubbish or litter lying around'* (although residents are relatively satisfied with *'street cleaning'*) and *'people being drunk or rowdy in public places'* and *'groups hanging around the streets'* although more than two-fifths did not consider either of these to be a problem at all. There is some suggestion that non-residents consider some crime and ASB problems to be more of a problem than residents, particularly *'people using or dealing drugs'*, *'people being drunk or rowdy in public places'* and *'aggressive begging'*; this may reflect the fact that visitors to the borough are more likely to spend time in central areas (for work and leisure) where some of these problems are more likely to be apparent.

7. Appendix

7.1 Survey

"IF I COULD CHANGE ONE THING ABOUT MY

LOCAL AREA

I WOULD........"

Tell us how **YOU** would improve your local area.

Dear resident,

If you could change one thing about <u>your local area</u>, what would it be?

As the new Leader of The Royal Borough of Kingston upon Thames, I want to hear your views about what Kingston Council does well and what we could do better. By completing and returning this 'All in One' survey, you can help us understand your priorities so we can plan our services accordingly.

We will report back the results of the survey early next year in a series of meetings around the borough where we will talk to you about our plans and aspirations for the future. Thank you for taking the time to help us to create a better, brighter borough.

Councillor Kevin Davis
Leader of Kingston Council

- **£500 of John Lewis vouchers up for grabs!**
  Everyone who completes the All in One Survey by 21 November 2014 will be invited to enter a prize draw for John Lewis vouchers: 1st prize = £300, 2nd prize = £150, 3rd prize = £50

- Complete and return your survey as soon as possible, but not later than 21 November 2014

- Save time – do it online: complete the survey at www.kingston.gov.uk/consultations

- Every member of your household can have their say – complete the survey online or pick up additional paper copies from your local library

Please complete and return this survey using the FREEPOST envelope supplied by 21 November 2014. Alternatively complete the survey online at www.kingston.gov.uk/consultations. All members of your household are encouraged to complete the survey, but please only complete one survey per person.

This paper version of the survey is for residents of the borough only. If you study or work in the borough, or have another connection with the area, we also want to hear your views. A slightly different version of the survey, with questions more relevant to non-residents, is available online at www.kingston.gov.uk/consultations

Kingston Council believes it is important that consultation results are published and made easily available to members of the public. Responses to this survey will be uploaded to our website. Please be assured that the data will be completely anonymous; your responses will not be identifiable to either you or your individual property.

If you are under **16** years old please ask for your parent/guardian's permission before completing this survey.

About Qa Research
An independent research company, Qa Research, is carrying out this survey on behalf of Kingston Council – all your completed questionnaires will go directly to them and your answers will be kept anonymous by them. If you would like any help completing the questionnaire please contact Qa Research's **confidential helpline on 01904 732240** on **weekdays between 10am and 2pm**. Alternatively you can get in touch via email at survey.info@qaresearch.co.uk

Satisfaction with Kingston

Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15-20 minutes walking distance from your home.

Q1 Overall, how satisfied or dissatisfied are you with your local area as a place to live?
(Please tick ✓ one only)

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Q2 Overall, how satisfied or dissatisfied are you with the way Kingston Council runs things?
(Please tick ✓ one only)

Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

In considering the next question, please think about the range of services Kingston Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services Kingston Council provides to the community. We would like your general opinion.

Q3 To what extent do you agree or disagree that Kingston Council provides value for money?
(Please tick ✓ one only)

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

Qa
R E S E A R C H

Your local area

Q4a **Please tell us your postcode.**
(We will not be able to accept your response without a valid postcode. This will help us to define and analyse your responses according to your local area. It will not be used to identify you personally or your individual property).

Q4b **For how many years have you lived in the borough?**
Please write a number only , e.g. '6' (not 'six'). If you have lived in the borough for less than a year write '0'.

Q5 **What do you like best about your local area?** (Please write in below, no more than 15 words)

Q6 **Please complete this sentence: If I could change one thing about my local area I would…**
(Please write in below, no more than 15 words)

Q7 **To what extent do you agree or disagree with the following statements?**
(Please tick ✓ one option per row only)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
I believe I can influence decisions affecting my local area	1	2	3	4	5	6
I feel I belong to my local area	1	2	3	4	5	6
I feel well informed about services provided in my local area	1	2	3	4	5	6
I feel safe when outside in my local area (during the day)	1	2	3	4	5	6
I feel safe when outside in my local area (during the night)	1	2	3	4	5	6
I think the Council should introduce 20mph speed limits on residential roads throughout the borough	1	2	3	4	5	6

Q8 **On a scale of 1 to 5, please rate the importance and your satisfaction with the following…**

Level of importance: 1-Very important, 2-Important, 3-Neither important nor unimportant,
4-Unimportant, 5-Not important at all.

Level of satisfaction: 1-Very satisfied, 2-Satisfied, 3-Neither satisfied nor dissatisfied,
4-Dissatisfied, 5-Very dissatisfied.

(Please tick ✓ one option for Level of importance and one for Level of satisfaction per row only)

	Level of importance					Level of satisfaction				
	Very important →			Not at all important		Very satisfied →			Very dissatisfied	
	1	2	3	4	5	1	2	3	4	5
Things to do										
Cultural facilities (e.g. libraries, museums)	1	2	3	4	5	1	2	3	4	5
Activities for teenagers	1	2	3	4	5	1	2	3	4	5
Parks and open spaces	1	2	3	4	5	1	2	3	4	5
Sports and leisure facilities	1	2	3	4	5	1	2	3	4	5
Facilities for young children	1	2	3	4	5	1	2	3	4	5
Community activities and events	1	2	3	4	5	1	2	3	4	5
Your local area										
Maintenance of roads	1	2	3	4	5	1	2	3	4	5
Maintenance of pavements	1	2	3	4	5	1	2	3	4	5
On-street parking	1	2	3	4	5	1	2	3	4	5
Street cleaning	1	2	3	4	5	1	2	3	4	5
Supply of family-sized homes	1	2	3	4	5	1	2	3	4	5
Affordable decent housing	1	2	3	4	5	1	2	3	4	5
Rented housing provided by the council	1	2	3	4	5	1	2	3	4	5
The level of traffic congestion	1	2	3	4	5	1	2	3	4	5
The level of pollution	1	2	3	4	5	1	2	3	4	5
Facilities for cyclists	1	2	3	4	5	1	2	3	4	5
Local services										
Quality of schools	1	2	3	4	5	1	2	3	4	5
Availability of school places	1	2	3	4	5	1	2	3	4	5
Public Health Services	1	2	3	4	5	1	2	3	4	5
Local bus services	1	2	3	4	5	1	2	3	4	5
Doorstep recycling services	1	2	3	4	5	1	2	3	4	5
Waste collection	1	2	3	4	5	1	2	3	4	5
Benefits advice and support	1	2	3	4	5	1	2	3		5
Social care for older and disabled people and their families	1	2	3	4	5	1	2	3	4	5
Development and planning	1	2	3	4	5	1	2	3	4	5
Contacting the Council via the telephone	1	2	3	4	5	1	2	3	4	5
Contacting the Council via 'digital channels' (i.e. website, social media, live web chat etc.)	1	2	3	4	5	1	2	3	4	5
Local economy										
Trading standards – keeping consumers safe	1	2	3	4	5	1	2	3	4	5
Shopping facilities	1	2	3	4	5	1	2	3	4	5
Job prospects	1	2	3	4	5	1	2	3	4	5
Wage levels and local cost of living	1	2	3	4	5	1	2	3	4	5

Qa
R E S E A R C H

Q9 Thinking about all the services/subjects listed in the previous question, which THREE services/subjects do you think most need improving, and how? (Please write in below)

service/subject	...how?
1	
2	
3	

Q10 Greater London is expected to grow to a population in excess of 11 million by 2050. Kingston will grow alongside London and we are at a turning point in the development of our borough. How far do you agree or disagree that we should…
(Please tick ✓ one option per row only)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Embrace growth: To maintain our position in London as a place where people want to live, work and study we should work with developers to shape the type of development that takes place in the borough.	1	2	3	4	5	6
Resist growth: Whilst recognising that we have limited powers to stop developers, we should do what we can to resist development in the borough.	1	2	3	4	5	6
Focus new house building in a few key growth areas such as Kingston town centre, Tolworth and New Malden.	1	2	3	4	5	6
Argue strongly for investment in infrastructure, such as faster more frequent rail services, cycling, buses and improved road networks to make Kingston more accessible.	1	2	3	4	5	6
Champion our historic and cultural heritage more strongly as a destination for tourism and give pride to the people of the borough.	1	2	3	4	5	6
Look to bring more employment, such as office headquarter opportunities or high-tech businesses, to the borough.	1	2	3	4	5	6

Use the space below to suggest other priorities for the future that we should take into account.
(Please write in below, no more than 15 words)

Crime and anti-social behaviour

Q11 Thinking again about your local area, how much of a problem do you think the following are?
(Please tick ✓ one option per row only)

	Not a problem	Slight problem	Fairly big problem	Very big problem	No opinion
Noisy neighbours or loud parties	1	2	3	4	5
Rubbish or litter lying around	1	2	3	4	5
Vandalism, graffiti and other deliberate damage to property or vehicles	1	2	3	4	5
People using or dealing drugs	1	2	3	4	5

Qa
RESEARCH

Q11 (Cont'd)		Not a problem	Slight problem	Fairly big problem	Very big problem	No opinion
	People being drunk or rowdy in public places	1	2	3	4	5
	Groups hanging around the streets	1	2	3	4	5
	Aggressive begging	1	2	3	4	5
	Arson to property, vehicles, rubbish or open land	1	2	3	4	5
	Abandoned cars	1	2	3	4	5
	Any other anti-social behaviour problems (please specify)	1	2	3	4	5

Q12 Thinking about the need for tackling crime, disorder, and substance misuse in the borough, please state the three issues that are of most concern to you. (Please write in below)

1

2

3

Staying in touch

Completing this survey is just one way you can influence the way the Council delivers its services. There will be further opportunities for you to shape priorities and the action plans for your local area, no matter what level of commitment you are able to give.

Q13 Would you like to be kept informed about issues affecting your local area?
(Please tick ✓ one option only)

Yes	No
1	2
If 'yes' continue	If 'no' skip to Q15

Q14 Please provide your details below so we can keep you informed about issues affecting your local area; please rest assured that your name or address will not be attached to any of the answers you have given today.

Full name (First / Second)	
Email	
Postal Address	
(if you wish to be contacted by post)	
Postcode	

The data that is collected from this survey will be anonymously compiled into a database that will be available for the public to view on the Kingston Data website. The data will be completely anonymous; your name and personal details will never be linked to your answers.

Qa
RESEARCH

About you

The Council will use the information provided below to ensure services are developed to meet the needs of all the community. Please provide as much information as possible.

We know that the monitoring questions are very personal and private. We will treat the information in a sensitive and confidential way as required by the Data Protection Act. Information will be treated separately from personal data, therefore, it will not be possible to identify specific individuals.

Q15 How would you describe your ethnic group? (Please tick ✓ one option only)

White	Asian or Asian British	Mixed
English / Welsh / Scottish / Northern Irish / British ☐ 1	Indian ☐ 8	White & Black Caribbean ☐ 15
Gypsy or Irish Traveller ☐ 2	Pakistani ☐ 9	White & Black African ☐ 16
Irish ☐ 3	Tamil ☐ 10	White & Asian ☐ 17
Other White (please describe) ☐ 4	Bangladeshi ☐ 11	Other Mixed background (Please describe) ☐ 18
_____	Korean ☐ 12	_____
Black or Black British	Chinese ☐ 13	**Other ethnic groups**
Caribbean ☐ 5	Other Asian background (Please describe) ☐ 14	Arab ☐ 19
African ☐ 6	_____	Other ethnic group (Please describe) ☐ 20
Other Black / Africa / Caribbean background (Please describe) ☐ 7		_____
_____		Prefer not to say ☐ 21

Q16a Do you have a long-term physical or mental health condition or disability?
(Please tick ✓ one option only)

Yes	No	Prefer not to say
☐ 1	☐ 2	☐ 3
If 'yes' continue	If 'no' go to Q17	If 'prefer not to say' go to Q17

Q16b If yes, please tell us what is the nature of your disability, mental health or other health issue?
(Please tick ✓ all that apply)

Physical / Mobility	Sensory	Mental Health	Learning Disability	Health Diagnosis	Prefer not to say	Other
☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7

Q17 Are you…? (Please tick ✓ one option only)

Male	Female	Prefer not to say
☐ 1	☐ 2	☐ 3

Q18 Which of the following age categories do you fall into? (Please tick ✓ one option only)

Under 16*	16-24	25-34	35-44	45-54	55-64	65-74	75+
1	2	3	4	5	6	7	8

* If you are under 16, please ask a parent or guardian to sign here to confirm that they have given permission for you to complete the survey. If they don't sign your survey it cannot be used:

....

Q19 How would you describe your religion or belief? (Please tick ✓ one option only)

Christian (all Christian denominations)	1	No religion	7
Buddhist	2	Prefer not to say	8
Hindu	3	Any other religion (please write in below)	9
Sikh	4		
Jewish	5		
Muslim	6		

Q20 What is your sexual orientation?
(Please tick ✓ one option only')

Heterosexual	Lesbian	Gay	Bisexual
1	2	3	4

Prefer not to say	Other (write in)
5	6

Thank you for your time and support in completing this survey. Your views will be combined with the views of everyone who takes part and used to inform Council decisions for the future.

As a thank you, we would like to invite you to take part in a prize draw, with a first prize of £300 in John Lewis vouchers and second and third prizes of £150 and £50 in vouchers. To take part, please tick below and fill in your details at Q14. If you don't want to be kept informed about issues affecting your local area, please select 'no' at Q13.

Yes, I would like to enter the prize draw	No, I don't want to enter the prize draw
1	2

Thank you for your time and support in completing this survey. Please return it in the FREEPOST envelope provided, by 21 November 2014. There is no need to use a stamp.

If you have any queries regarding this survey please contact Qa Research, the independent research agency supporting Kingston Council in this consultation, on 01904 732240 weekdays between 10am-2pm.

Bar code/ QAID	Qa Research (the independent research agency supporting Kingston Council in this consultation) uses this ID for administration purposes, so please leave it intact. In line with the Market Research Society's code of conduct, your name will not be linked to your answers when they are passed back to Kingston Council.

Terms and Conditions of prize draw:
1) Closing date is Friday 21 November 2014. 2) There are 3 prizes of £300, £150, and £50 which will be in the form of John Lewis vouchers that will be posted to the winner. 3) One entry per person. 4) The winner will be drawn at random and notified by the contact details provided. 5) Entries on official questionnaire only. 6) The decision of Royal Borough of Kingston/ Qa Research is final and no correspondence will be entered into. 7) For name of winner please e-mail info@qaresearch.co.uk