

# Ealing Resident Survey 2023

## Results

Prepared by Lake Market Research

# Research context

---

- *An overview of project background, research objectives, methodology and analysis approach*

## Project background

---

- Ealing is a highly diverse borough in the west of London. Home to nearly 370,000 people, it is the third largest borough by population in London, built around seven distinct town centres. Ealing is also the fifth most densely populated borough in Outer London. Like its population, the area and its identity is diverse in nature, with many areas of suburban greenery but also many areas with an inner city feel.
- The Council is committed to involving local people in shaping the area they live in and the services they receive. Consultation is one of the key ways the Council involves local residents so they can voice their views, know how they can get involved and have their say in Council decisions that affect them.
- Resident surveys feed into the Council's overall plan and key strategies, and enhance the Council's ability to deliver its commitment of involving residents in local decision making. They:
  - Involve and empower residents in local decision making not just through collecting their views but also by engaging them in any other relevant consultation activity.
  - Inform the Council's work by asking residents to identify key priorities and concerns for their local areas.

## Research objectives

---

- Ealing Council commissioned Lake Market Research to support with the design, management and analysis of a large scale survey amongst residents of the Borough.
- The survey is intended to:
  - *Act as a second wave of baseline satisfaction of residents with their local area and the local authority during the Administration cycle (2022-26) so that we can track our impact on residents*
  - *Understand demographics, needs, motivations and opportunities for behaviour change to better inform how we design, commission and locate services and engage residents*
  - *Understand what services people access and how they do that to better understand how we manage demand*
  - *Understand what residents want, can and already do for themselves, others and the community and what support they need from the Council to do this*
  - *Depict historic performance trends for the Council where possible and provide the appropriate benchmarks at the London/ national level where available.*

## Methodology

---

### *Survey with residents of Ealing:*

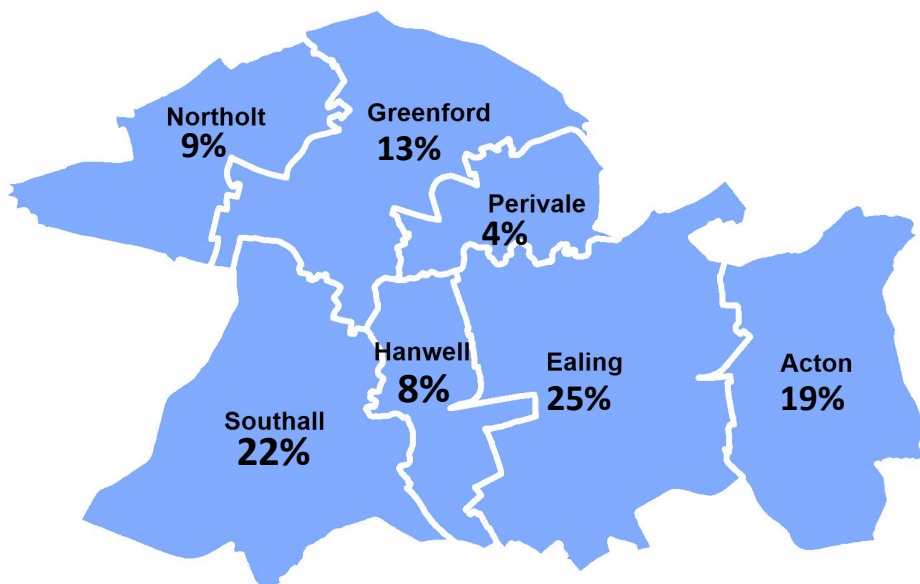
- 1,259 interviews in total
- Interviews with residents at home
- Sampling error of +/-3% at a confidence level of 95%
- Fieldwork took place in November and December 2023
- Residents randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of Ealing

### *Dataset weighted by population statistics supplied by Ealing Council:*

- Age
  - Gender
  - Town
  - Ethnicity
- 

### *Comparisons made to 2018 and 2022 Ealing resident surveys and LGA national polling where applicable*

## The profile of residents taking part reflects that of Ealing



### ***Age:***

- 32% aged 18-34
- 39% aged 35-54
- 15% aged 55-64
- 15% aged 65 & over

### ***Gender:***

- 49% male
- 51% female

### ***Working status:***

- 71% working
- 14% not working
- 14% retired

### ***Home ownership:***

- 35% home owner / buying with mortgage
- 12% rent from council
- 7% from housing association
- 43% rent from private landlord
- 0% living with parents

### ***Ethnicity:***

- 43% White
- 30% Asian
- 11% Black
- 11% Mixed

## Notes on the report

---

### ***Statistical significance:***

Our sample is subject to a sampling error of  $\pm 3\%$  at a confidence level of 95%.

- To give an example, a finding of 50% on a base size of 1,259 interviews has a sampling error of  $\pm 3\%$  at the 95% confidence level. That is to say that if the survey returns a finding of 50% for a particular question there is a 95% probability that the 'true' figure (amongst all residents and not just those interviewed) will lie between  $\pm 3\%$  of that findings.
- When looking at subgroups within a sample, this sampling error increases.

### ***Valid data:***

All questions have been reported based on all residents answering each question. The only exception to this rule is for service satisfaction, whereby results are filtered on the residents who indicated they use each service.

### ***Rounding:***

Results have been presented rounded to 0 decimal places and so some totals may not be equal to 100% and some nets may not equal the sum of individual components.

### ***Demographic differences:***

Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

## Key findings - Local Area Perceptions

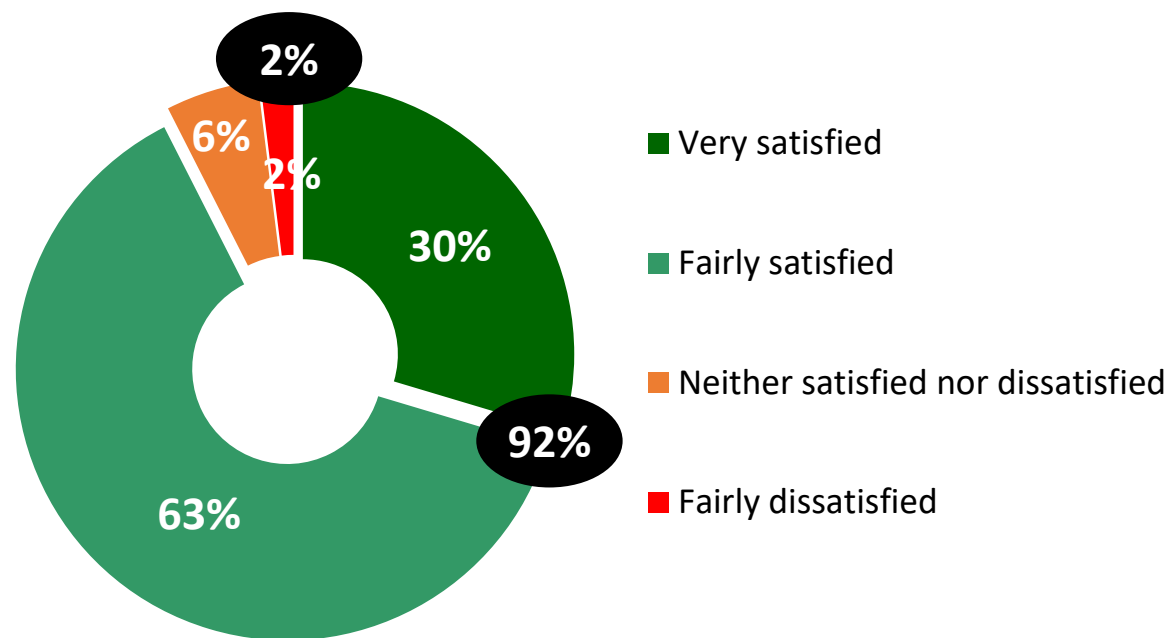
---

- *Focused on residents' perceptions of their local area, including factors that contribution to their overall satisfaction levels and safety perceptions.*



## Satisfaction with local area as a place to live

- The majority (92%) are satisfied with their local area as a place to live; 30% are very satisfied.
- Overall satisfaction (including % fairly satisfied) is strong across demographics but comparably lower amongst residents aged 65 & over.



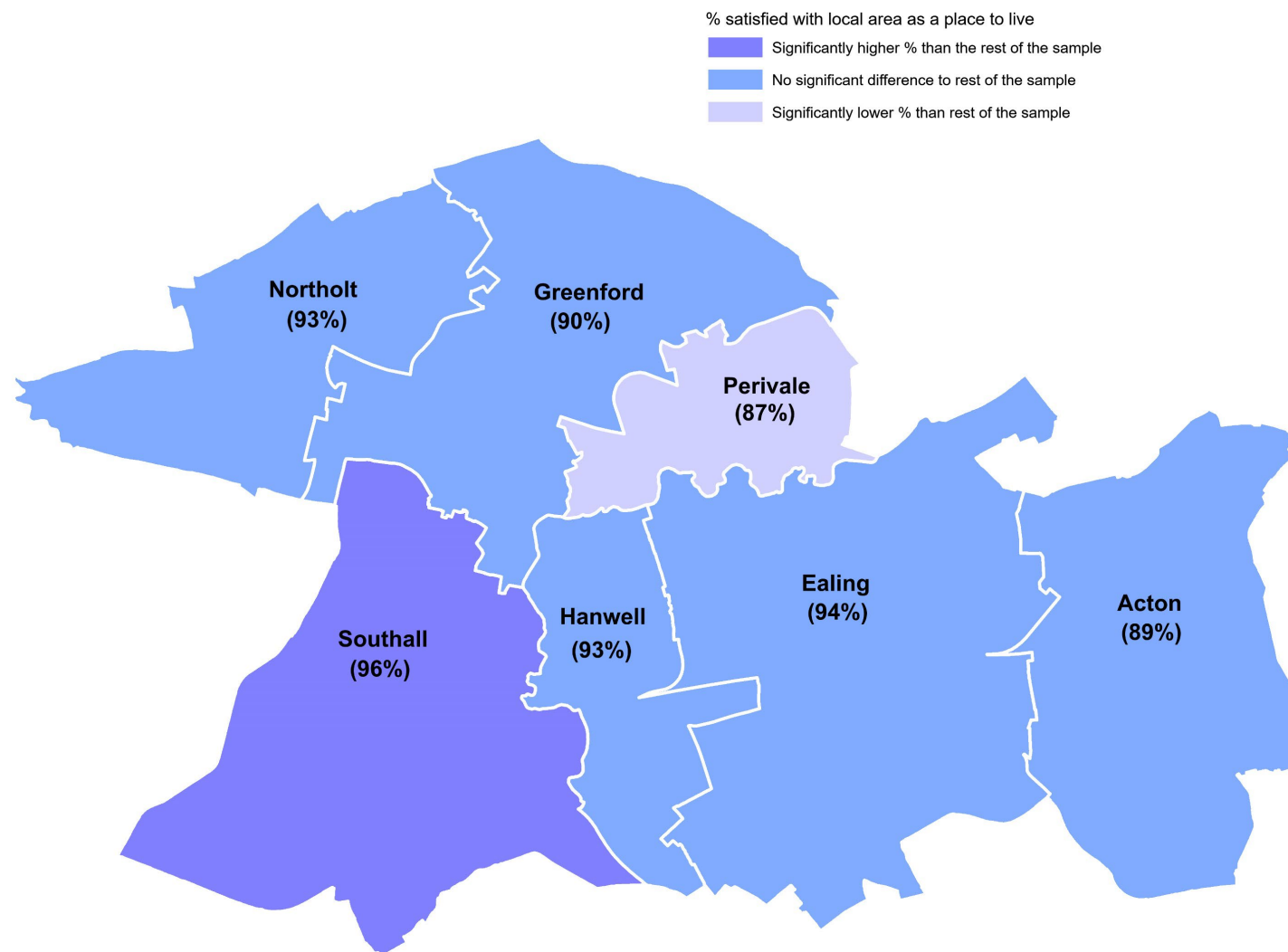
	Net % Satisfied	% very satisfied
Male	92%	29%
Female	93%	30%
Aged 18-24	91%	26%
Aged 25-34	94%	30%
Aged 35-54	95%	31%
Aged 55-64	90%	28%
Aged 65 & over	88%	28%
Own property outright / with mortgage	93%	32%
Rent from Council	89%	32%
Rent from private landlord	94%	28%
Lived in Ealing for 5 years or less	94%	30%
Lived in Ealing for more than 5 years	91%	29%

Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

## Contrasting perceptions of satisfaction with local area

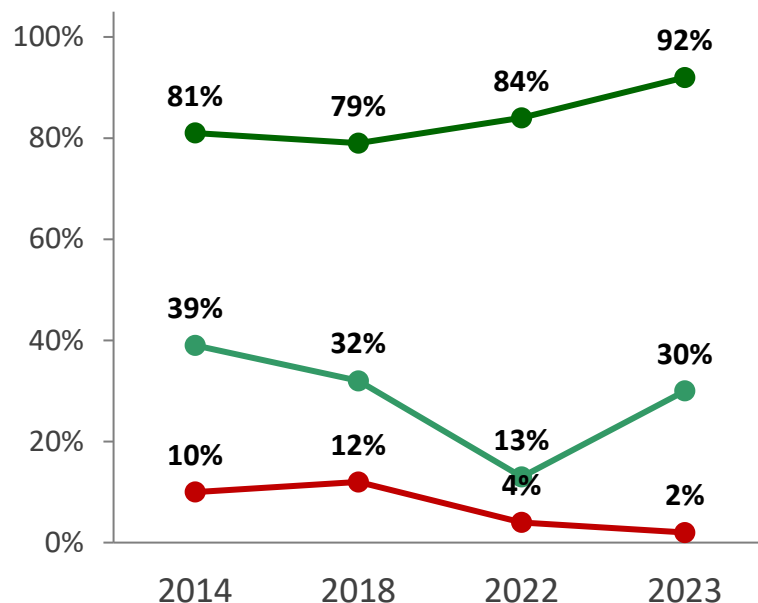
- Overall satisfaction with their local area as a place to live is significantly higher amongst residents living in Southall compared to other towns.
- Overall satisfaction with their local area as a place to live is significantly lower amongst residents living in Perivale compared to other towns.



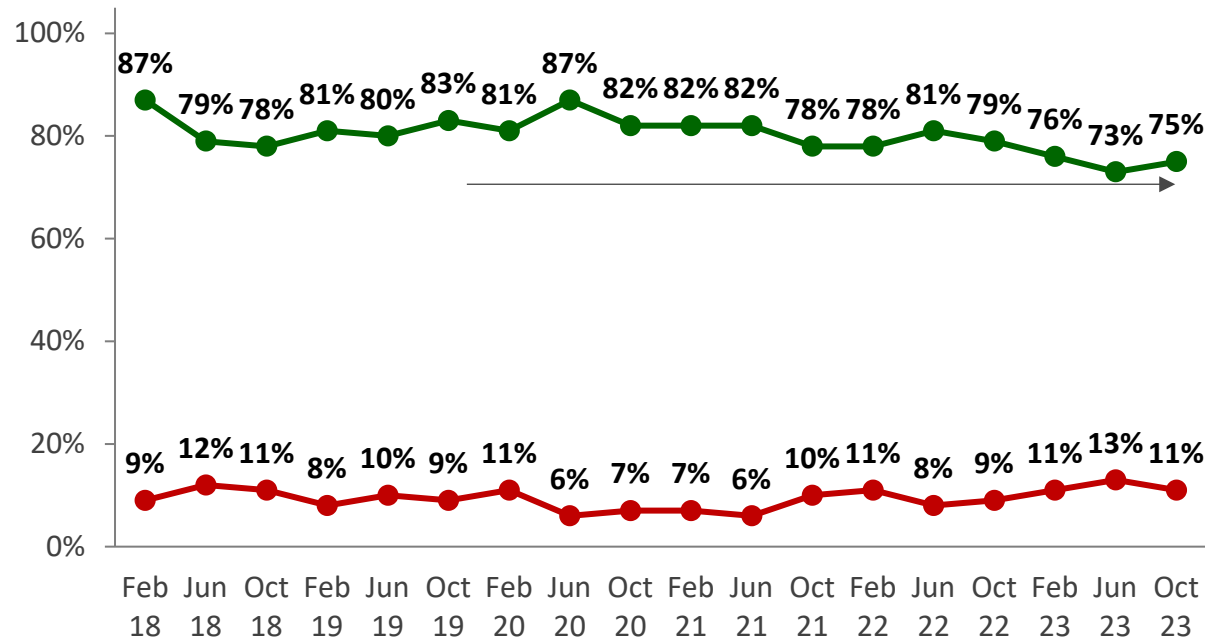
# Satisfaction with local area as a place to live – time series data & benchmarks

- Overall satisfaction levels have marginally increased from last year's Ealing resident survey (conducted in 2022).
- Satisfaction is higher than the national average recorded in the quarterly national polling conducted by the LGA (which has reduced over the last year of polling).

*Ealing Resident Survey, adults 18+*



*LG Inform National Quarterly polling, British adults 18+*

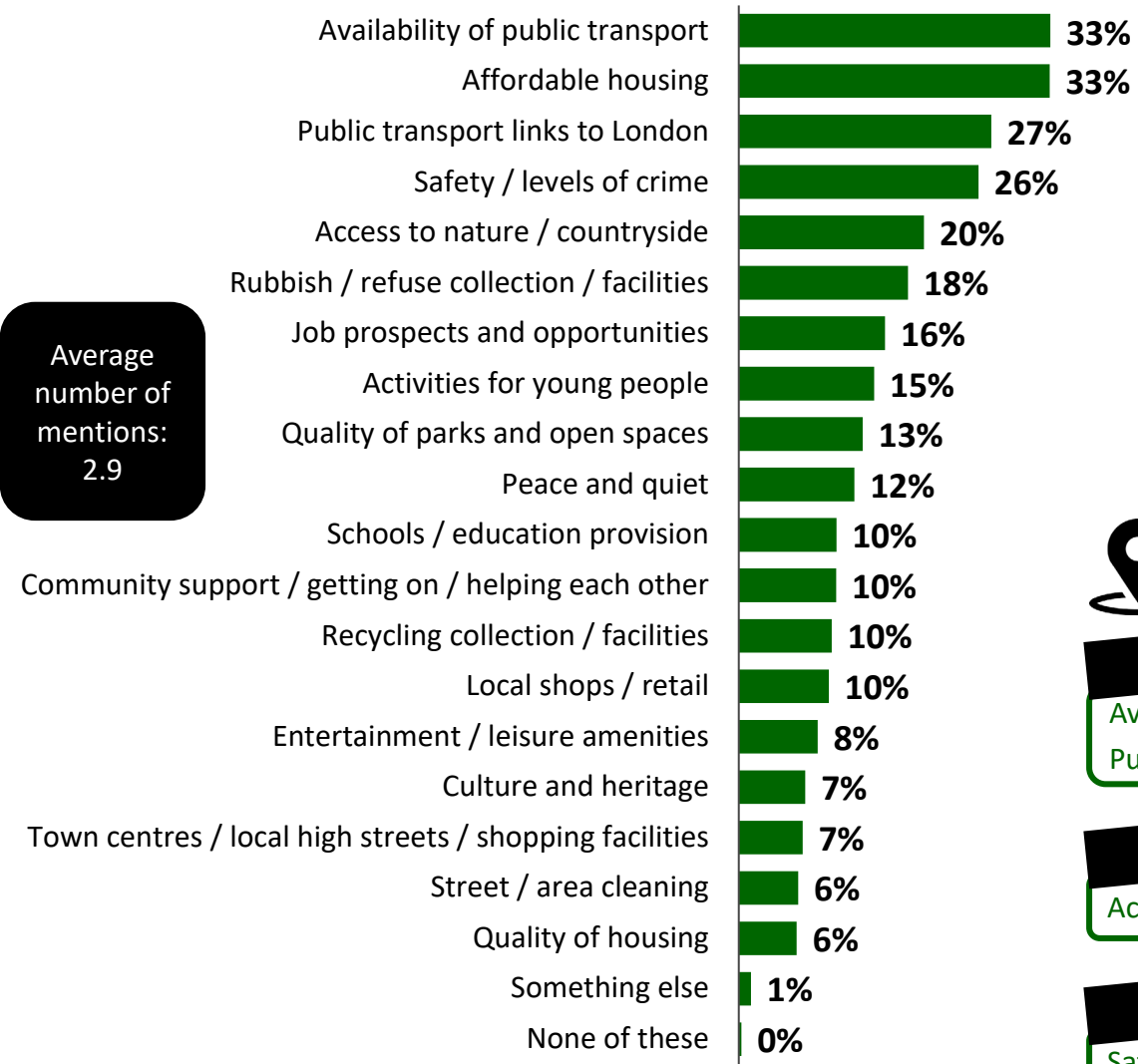


— Very / fairly satisfied % 
 — Very satisfied % 
 — Very / fairly dissatisfied %

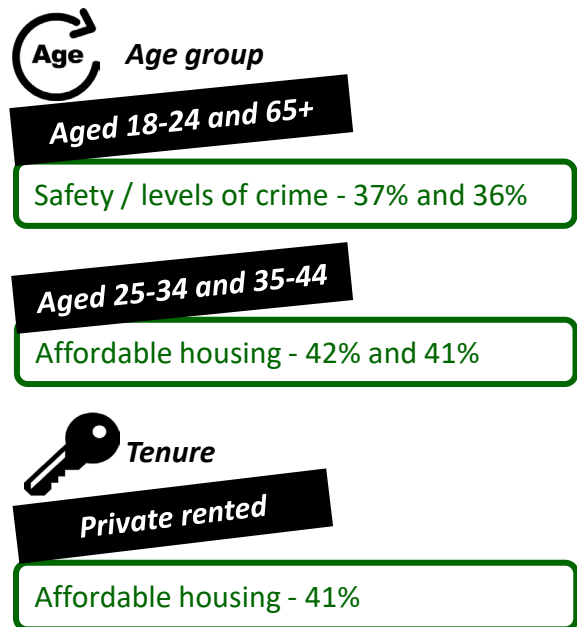
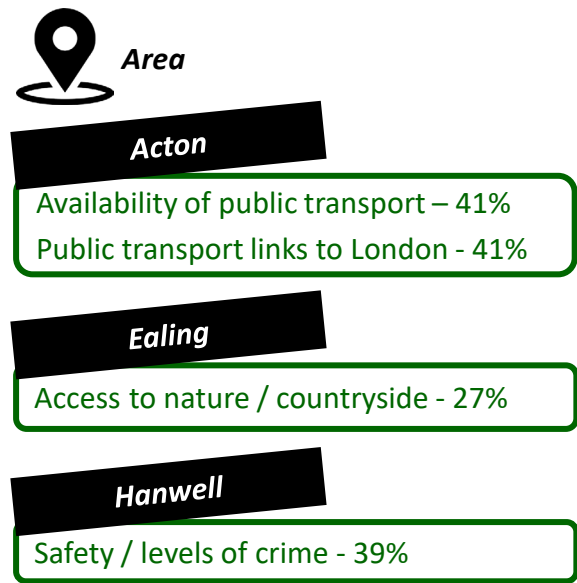
Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

# What constitutes a good place to live?

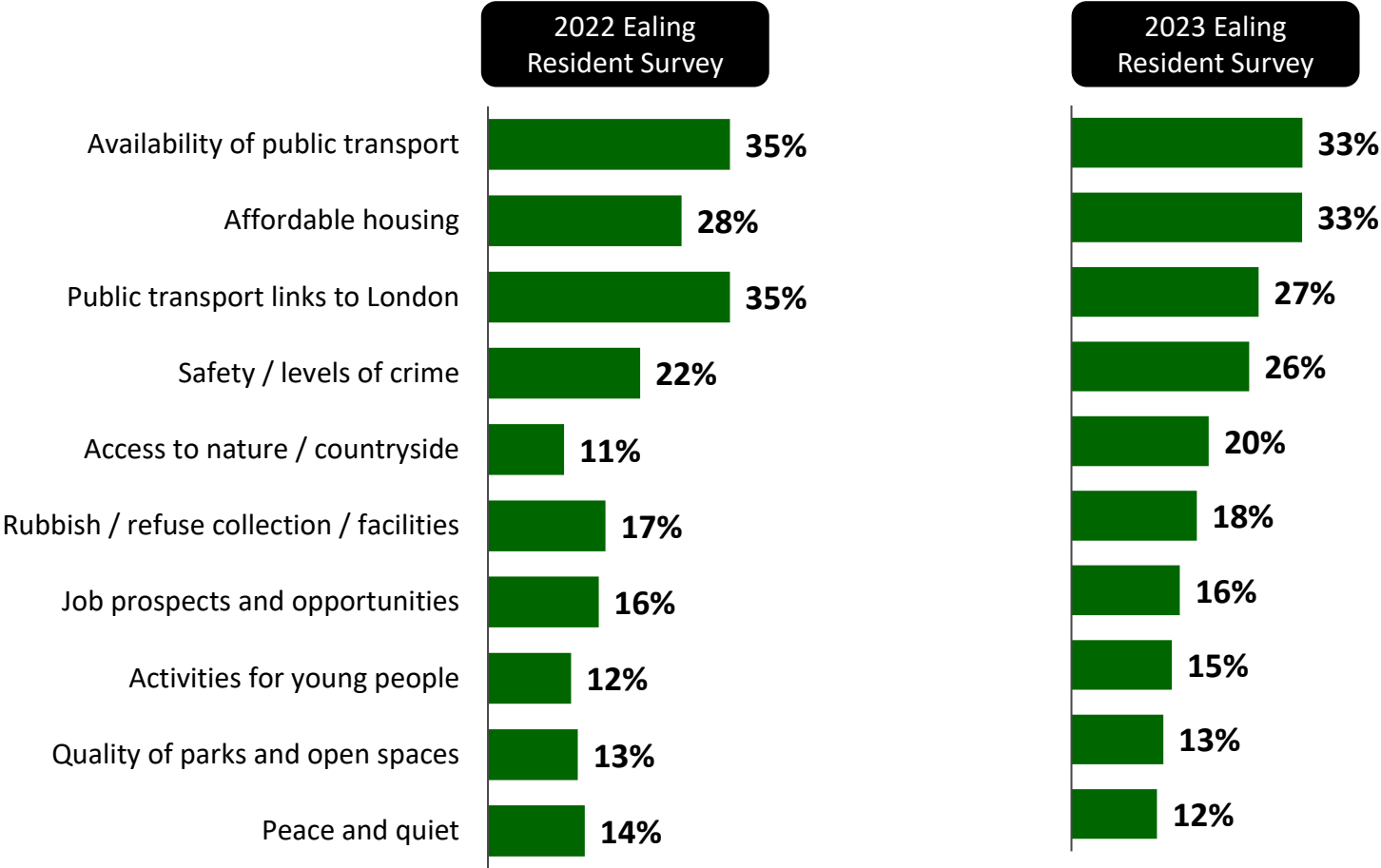


- Residents were asked to identify things that make their local area a good place to live from a list of prompted factors.
- The availability of public transport, affordable housing, public transport links to London and safety / crime levels rank highest.
- Varying contributors observed by demographic subgroups. Affordable housing is more of a factor for those aged 25-34 and privately renting. Safety is a priority for residents aged 18-24 and 65 & over.



# What constitutes a **good place to live?** – *Top 10 year on year trends*

- The top three factors that constitute a good place to live are consistent in the 2022 and 2023 surveys conducted.
- However, a higher proportion selected affordable housing, safety / levels of crime and access to nature / countryside as factors that make a good place to live this year.



# Primary improvements needed in local area



Average number of mentions: 2.7

- Residents were asked to identify the things that most need improving from a list of factors.
- Affordable housing, safety / crime levels and activities for young people rank highest.
- Varying contributors observed by demographic subgroups. Housing appears to be more of an issue in Northolt and Southall.



Area

Hanwell

Safety / levels of crime - 42%  
Quality of parks & open spaces – 22%

Northolt

Quality of housing – 28%

Southall

Affordable housing – 46%  
Quality of housing – 25%  
Town centres / local high streets / shopping facilities - 15%



Age group

Aged 18-24

Job prospects and opportunities – 28%

Aged 25-34

Affordable housing - 46%



Tenure

Private rented

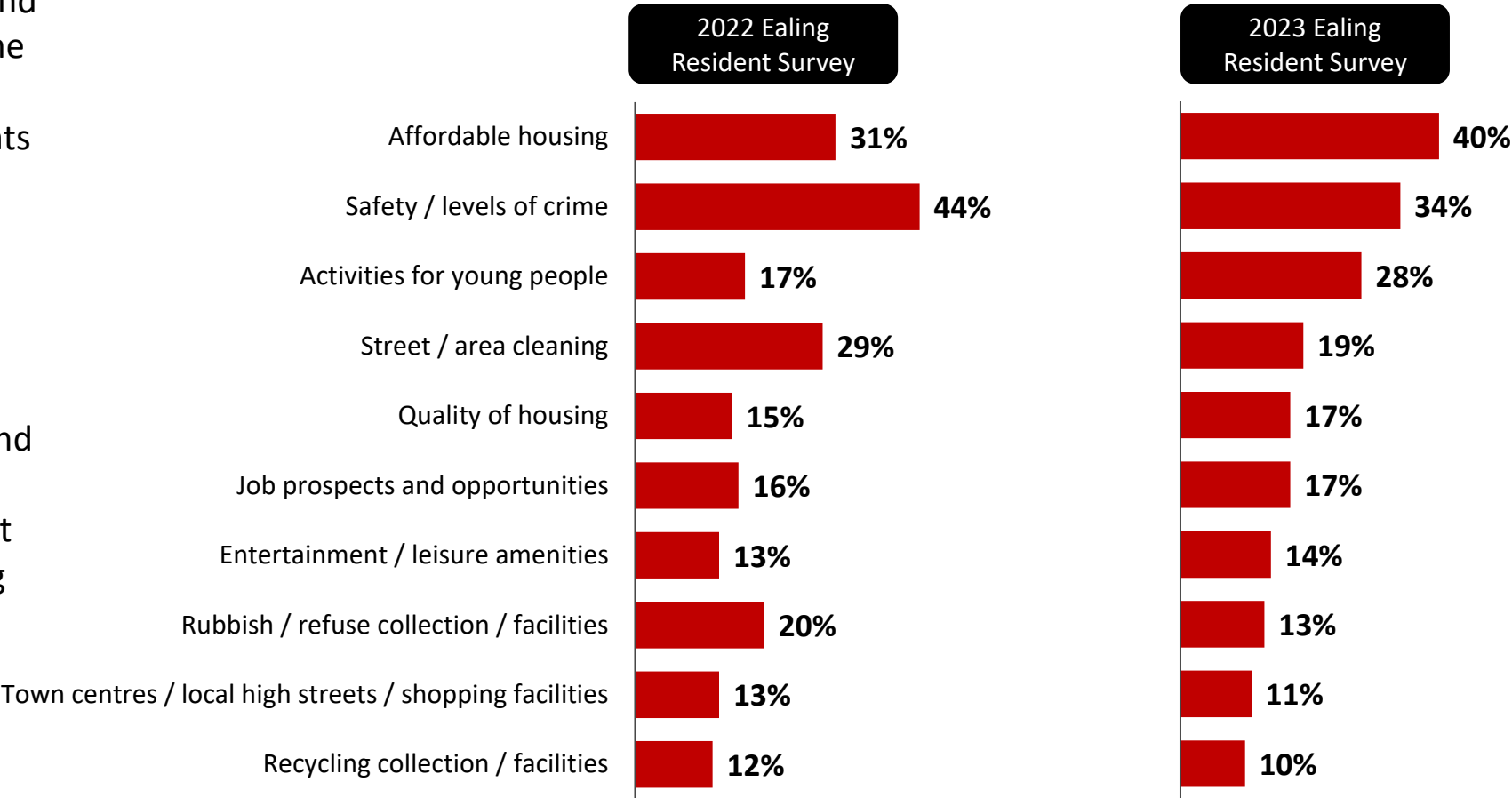
Affordable housing - 50%

Council rented

Quality of housing - 30%

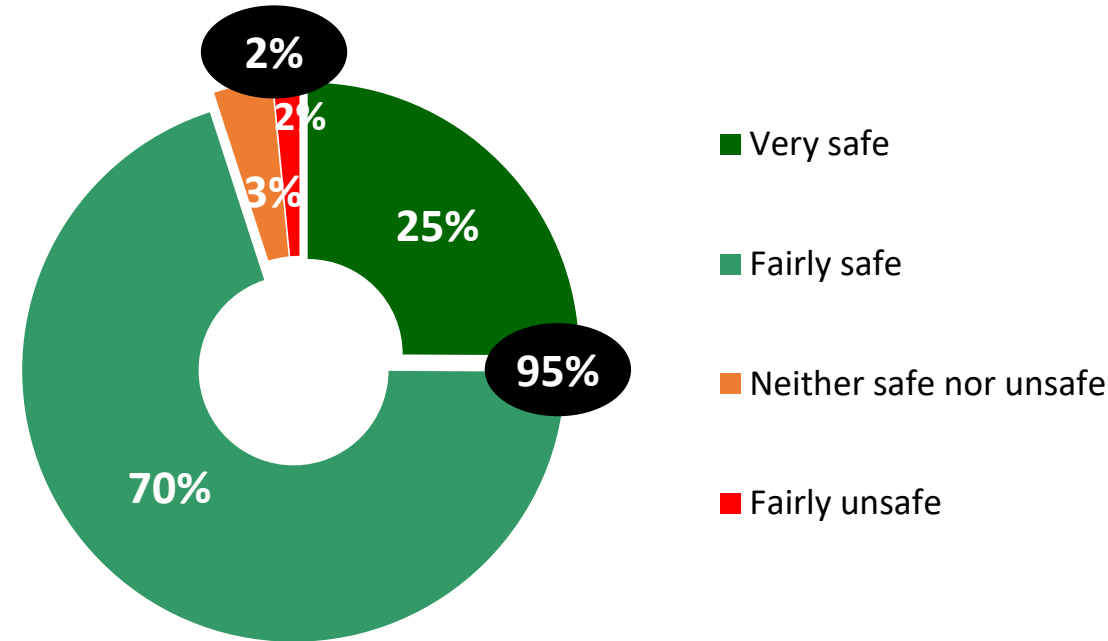
# Primary improvements needed in local area – Top 10 year on year trends

- Affordable housing and safety / levels of crime are in the top three primary improvements in both the 2022 and 2023 surveys conducted.
- However, a higher proportion selected affordable housing and activities for young people as factors that most need improving this year.



# Perception of safety in local area during the day

- The vast majority (95%) feel safe in their local area during the day. However, only 25% feel very safe.
- The proportion feeling very safe during the day is significantly higher amongst residents who own their property outright / with a mortgage.



	% Very Safe
Male	27%
Female	23%
Aged 18-24	27%
Aged 25-34	25%
Aged 35-54	25%
Aged 55-64	29%
Aged 65 & over	21%
Own property outright / with mortgage	31%
Rent from Council	20%
Rent from private landlord	23%
Lived in Ealing for 5 years or less	24%
Lived in Ealing for more than 5 years	26%
Living comfortably financially	27%
Just about getting by financially	24%

Significantly higher % than other subgroups at 95% confidence level

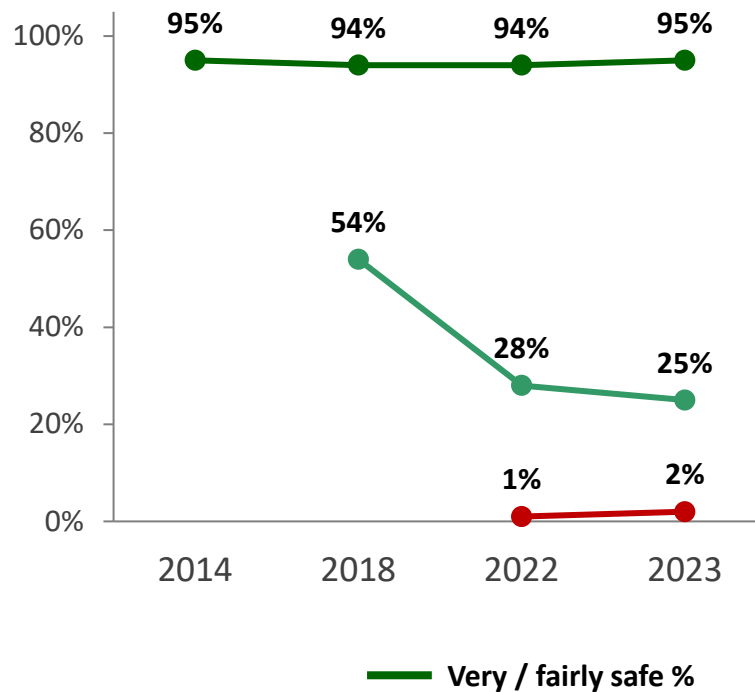
Significantly lower % than other subgroups at 95% confidence level



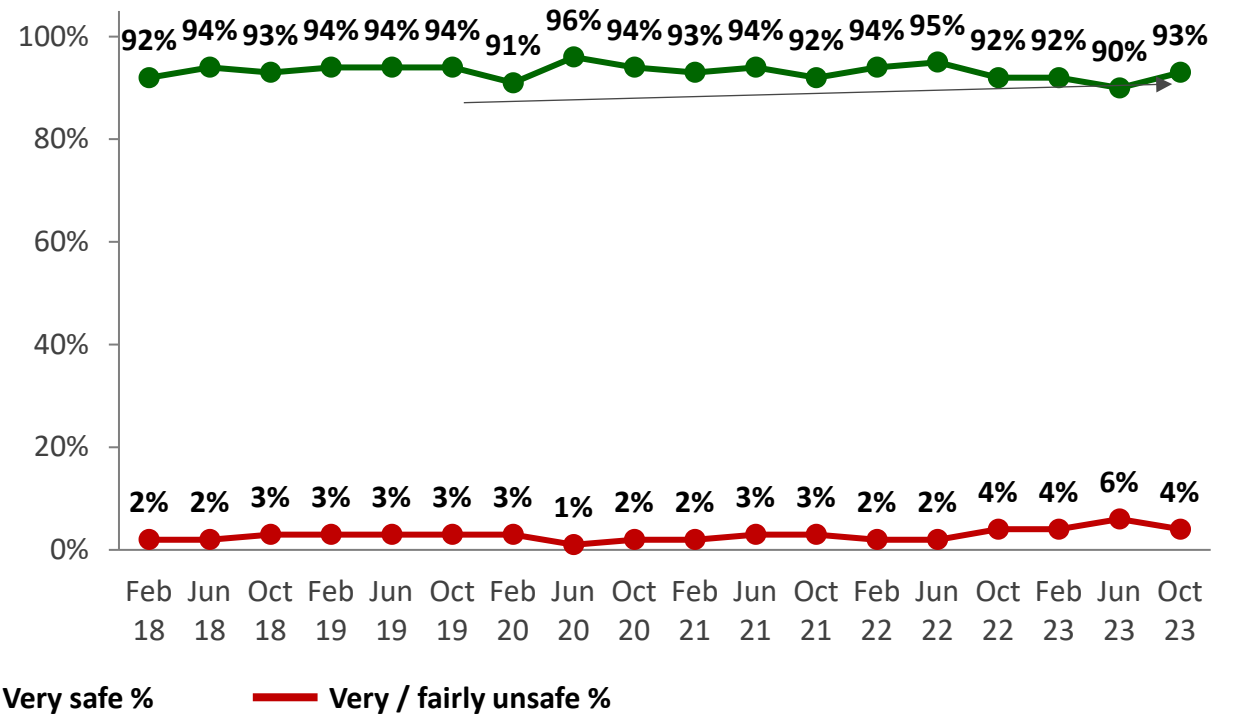
# Perception of safety in local area during the day – time series data & benchmarks

- The proportion feeling safe is broadly consistent with last year's Ealing resident survey (conducted in 2022). However, the proportion feeling very safe remains significantly reduced to 2018 levels.
- Overall feelings of safety are broadly consistent with the national average recorded in the quarterly national polling conducted by the LGA.

*Ealing Resident Survey, adults 18+*



*LG Inform National Quarterly polling, British adults 18+*

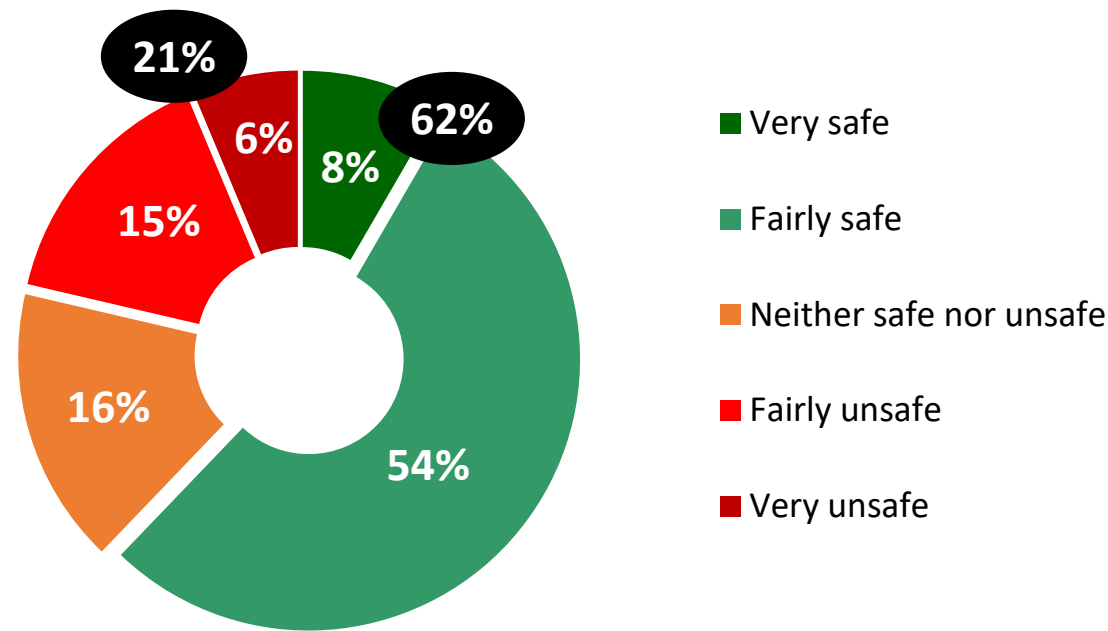


*How safe or unsafe do you feel when outside in your local area during the day?*

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

## Perception of safety in local area after dark

- As expected, the proportion feeling safe after dark (62%) is lower than observed during the day (95%). Only 8% feel very safe and 21% feel unsafe.
- The proportion feeling safe after dark is notably lower amongst female residents, residents aged 65 & over, residents renting from the council and residents who have lived in Ealing for more than 5 years.



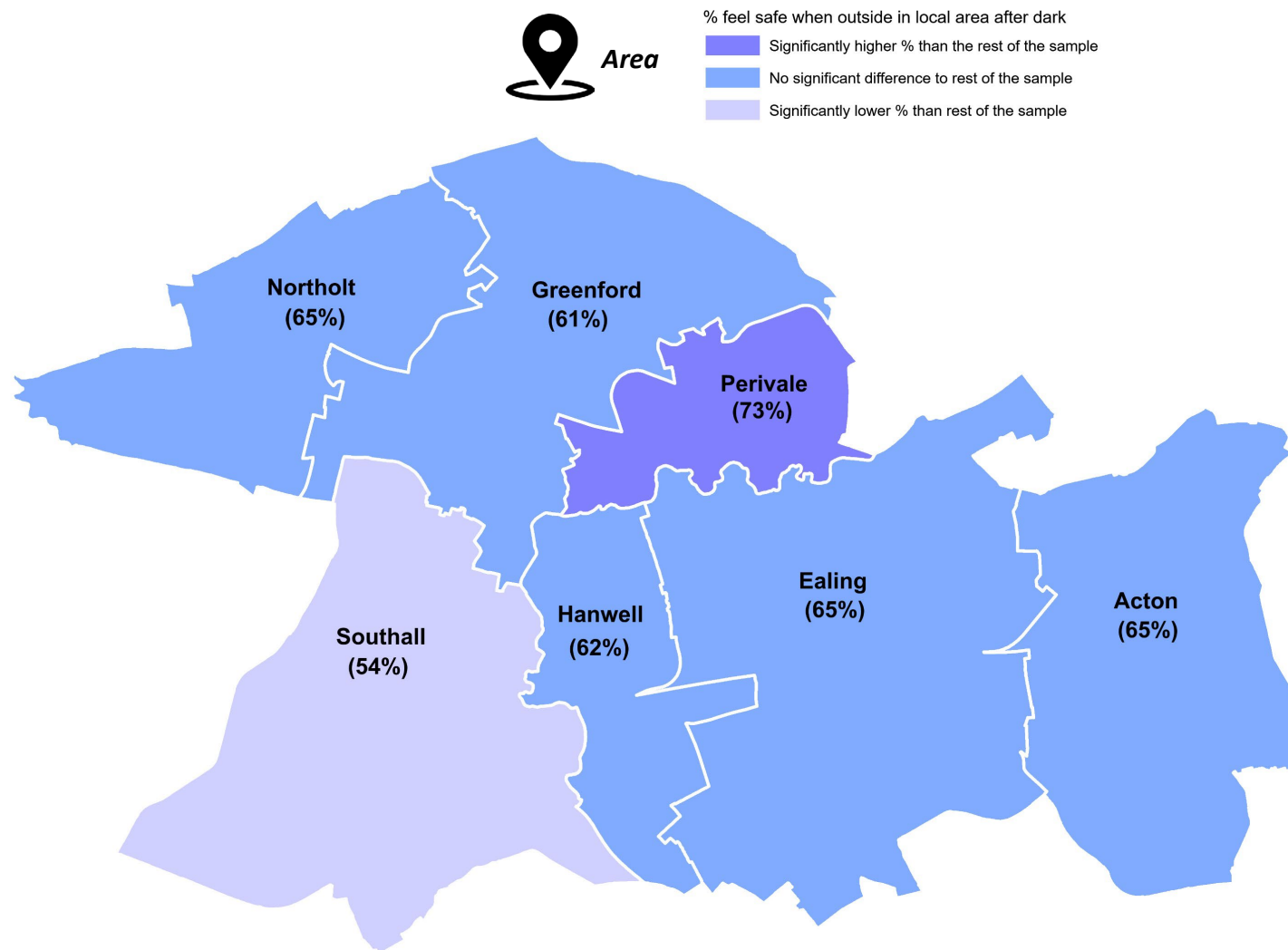
	Net % Safe
Male	72%
Female	53%
Aged 18-24	66%
Aged 25-34	66%
Aged 35-54	65%
Aged 55-64	63%
Aged 65 & over	44%
Own property outright / with mortgage	60%
Rent from Council	49%
Rent from private landlord	68%
Lived in Ealing for 5 years or less	67%
Lived in Ealing for more than 5 years	59%
Living comfortably financially	62%
Just about getting by financially	63%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

## Contrasting perceptions in safety in local area after dark

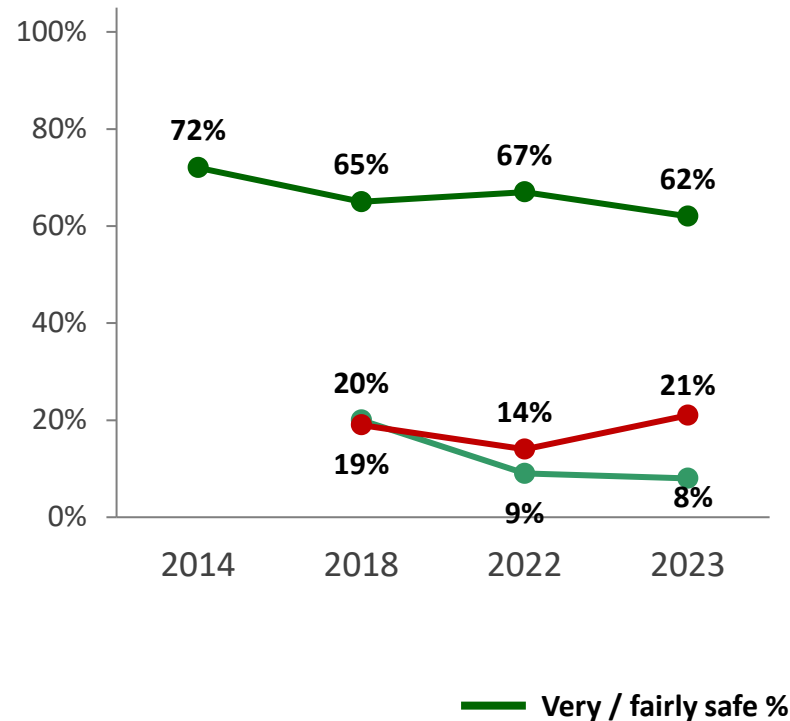
- The proportion who feel safe in their local area after dark is significantly higher amongst residents living in Perivale compared to other towns.
- The proportion who feel safe in their local area after dark is significantly lower amongst residents living in Southall compared to other towns.



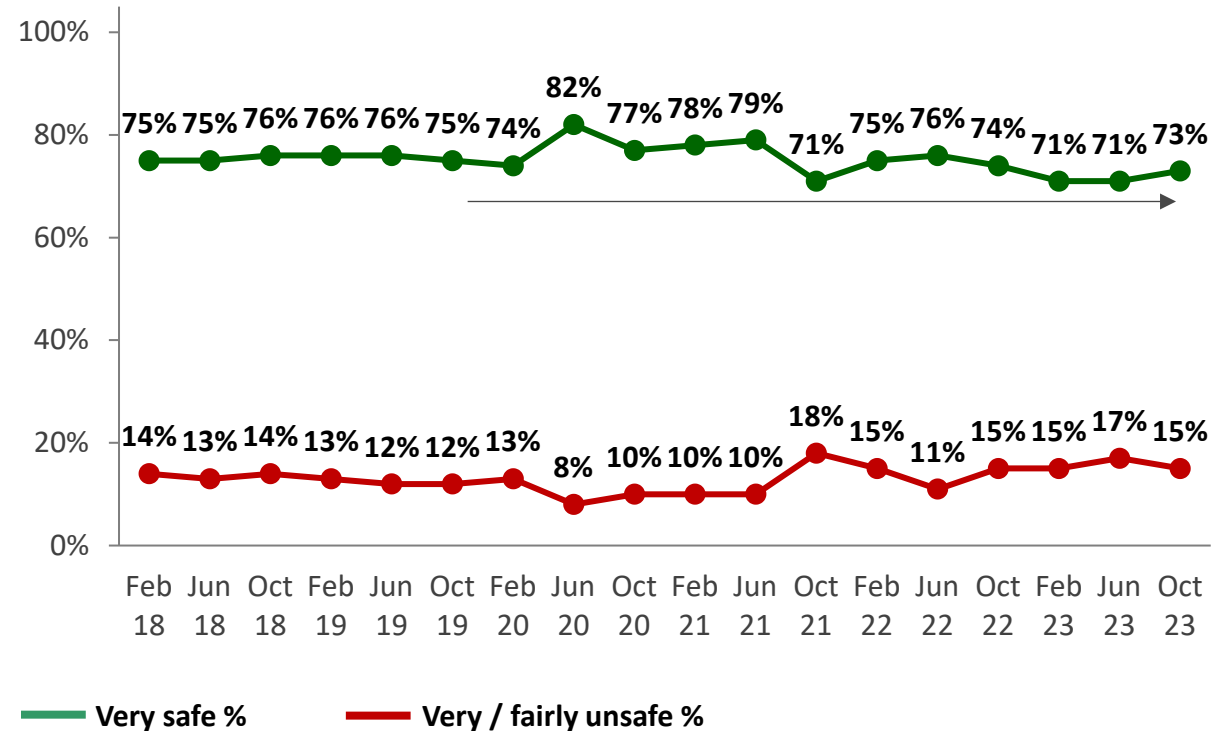
# Perception of **safety in local area after dark** – time series data & benchmarks

- The proportion feeling safe is slightly lower than last year's last Ealing resident survey (conducted in 2022).
- Feelings of safety are significantly lower than the national average recorded in the quarterly national polling conducted by the LGA.

***Ealing Resident Survey, adults 18+***



***LG Inform National Quarterly polling, British adults 18+***



*How safe or unsafe do you feel when outside in your local area after dark?*

Base: Ealing Resident Survey, n=1,678; Base: LG Inform National Quarterly polling, 1,000 per wave

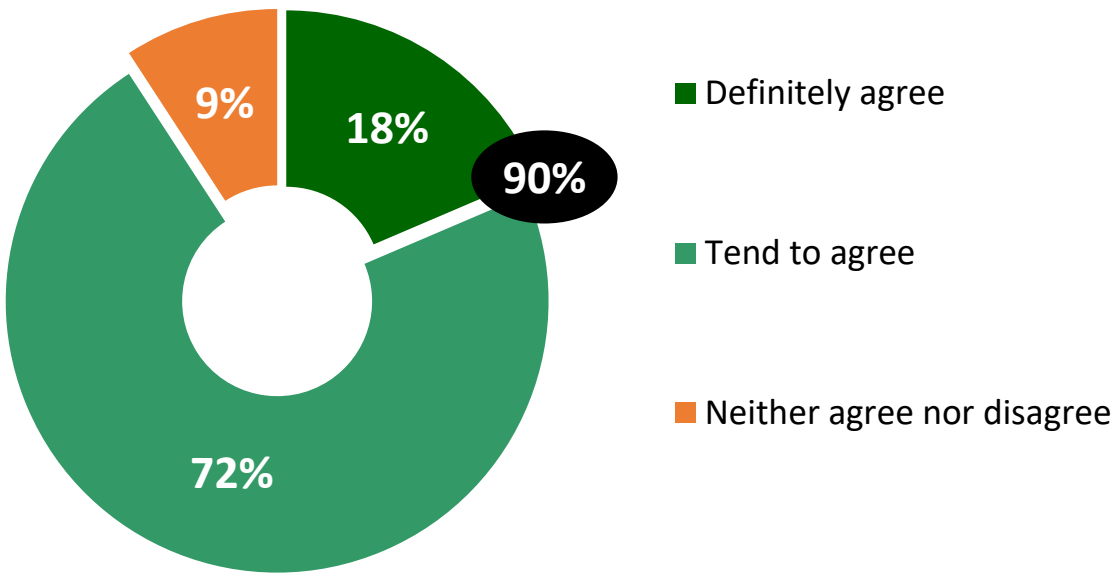
## Key findings – Local area cohesion and engagement

---

- *Focused on residents' perceptions of their local communities, including community networks, cohesion and volunteering.*

# Local area is a place where people from different backgrounds get on well together

- 90% agree their local area is a place where people from different backgrounds get on well together. However, it should be noted that only 18% definitely agree.
- At an overall level, there are no significant differences observed by subgroup. However, a significantly lower proportions of residents who rent from the council and have lived in Ealing for more than 5 years definitely agree.



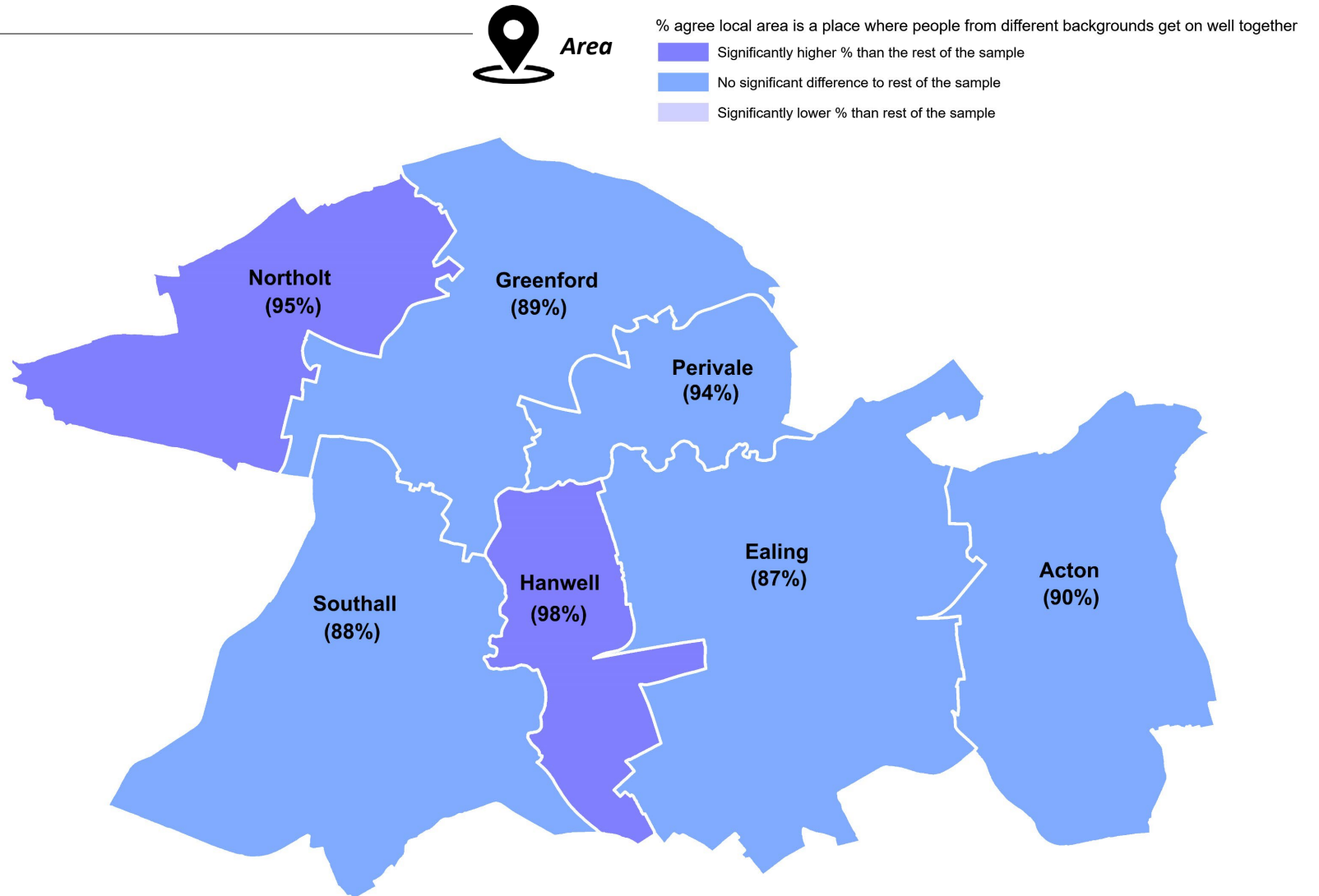
	Net % Agree	% definitely agree
Male	90%	19%
Female	90%	18%
Aged 18-24	92%	22%
Aged 25-34	92%	17%
Aged 35-54	90%	18%
Aged 55-64	87%	23%
Aged 65 & over	87%	16%
Own property outright / with mortgage	90%	22%
Rent from Council	89%	10%
Rent from private landlord	89%	15%
Lived in Ealing for 5 years or less	90%	15%
Lived in Ealing for more than 5 years	90%	21%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

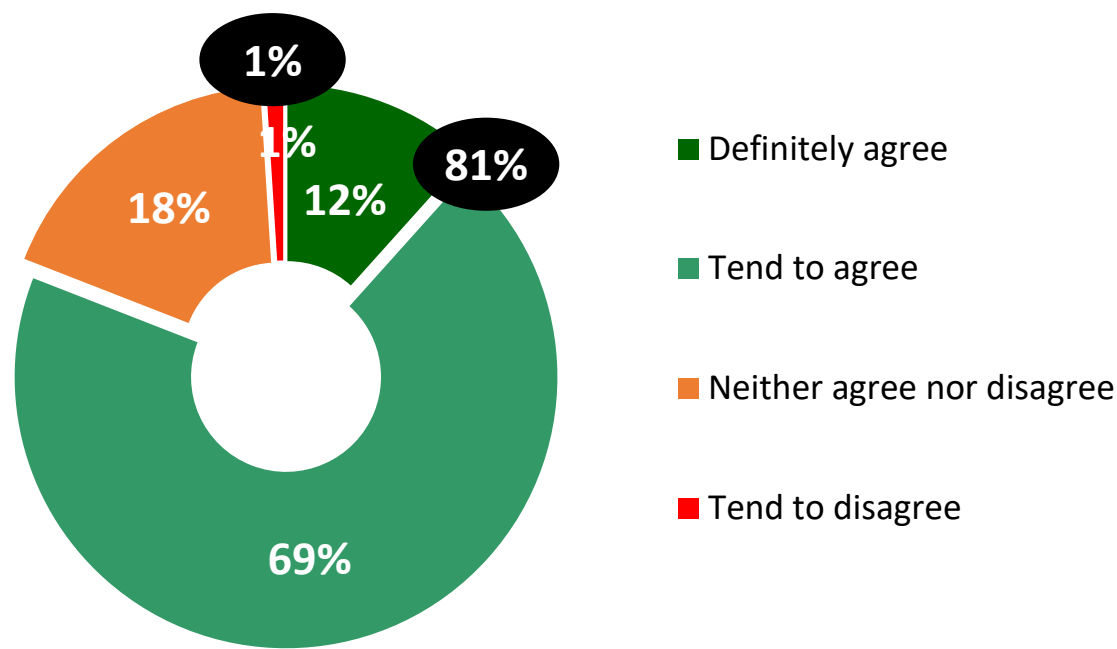
# Contrasting perceptions of local area being a place where people from different backgrounds get on well together

- Agreement that their local area is a place where people from different backgrounds get on well together is significantly higher amongst residents living in Hanwell and Northolt compared to other towns.
- Agreement that their local area is a place where people from different backgrounds get on well together is lowest amongst residents living in Central Ealing but the statistic is not significantly different to other towns.



# People pulling together to improve local area

- Just over eight in ten (81%) agree people in their local area pull together to improve it. However, it should be noted that only 12% definitely agree.
- The proportion agreeing is notably lower amongst residents renting from the council and renting privately.



	Net % Agree	% definitely agree
Male	81%	11%
Female	81%	12%
Aged 18-24	87%	18%
Aged 25-34	83%	8%
Aged 35-54	82%	11%
Aged 55-64	75%	15%
Aged 65 & over	80%	12%
Own property outright / with mortgage	82%	13%
Rent from Council	74%	6%
Rent from private landlord	82%	9%
Lived in Ealing for 5 years or less	81%	9%
Lived in Ealing for more than 5 years	82%	14%

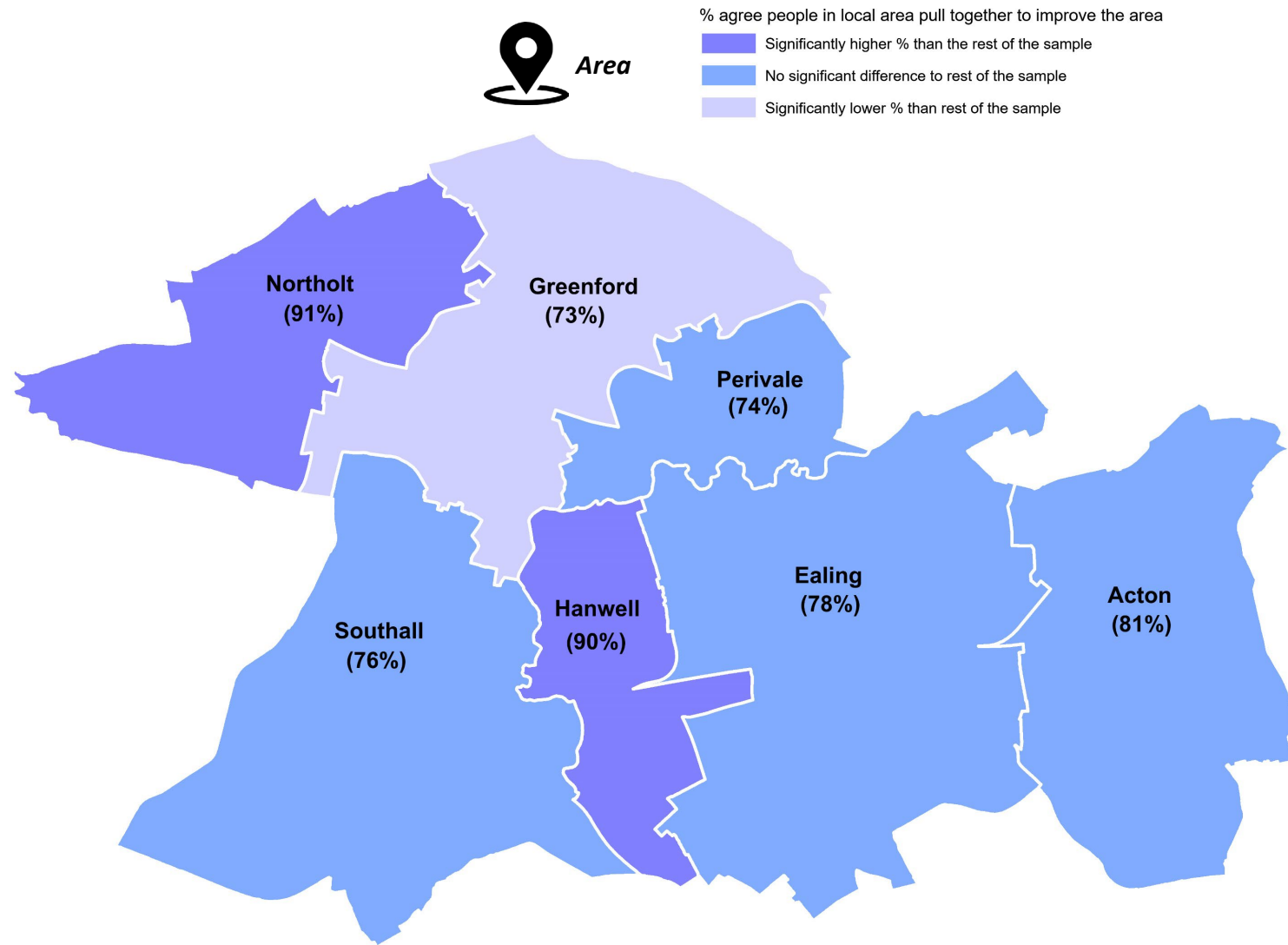
Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level



## Contrasting perceptions of people pulling together to improve local area

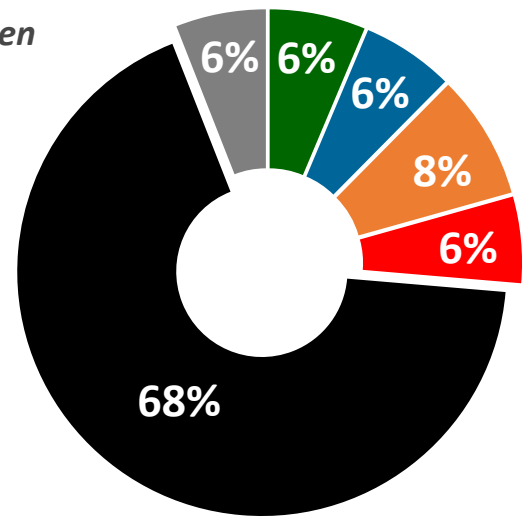
- Agreement that people in their local area pull together is significantly higher amongst residents living in Hanwell and Northolt compared to other towns.
- Agreement that people in their local area pull together is significantly lower amongst residents living in Greenford compared to other towns.



# Frequency of unpaid help and local neighbourhood involvement

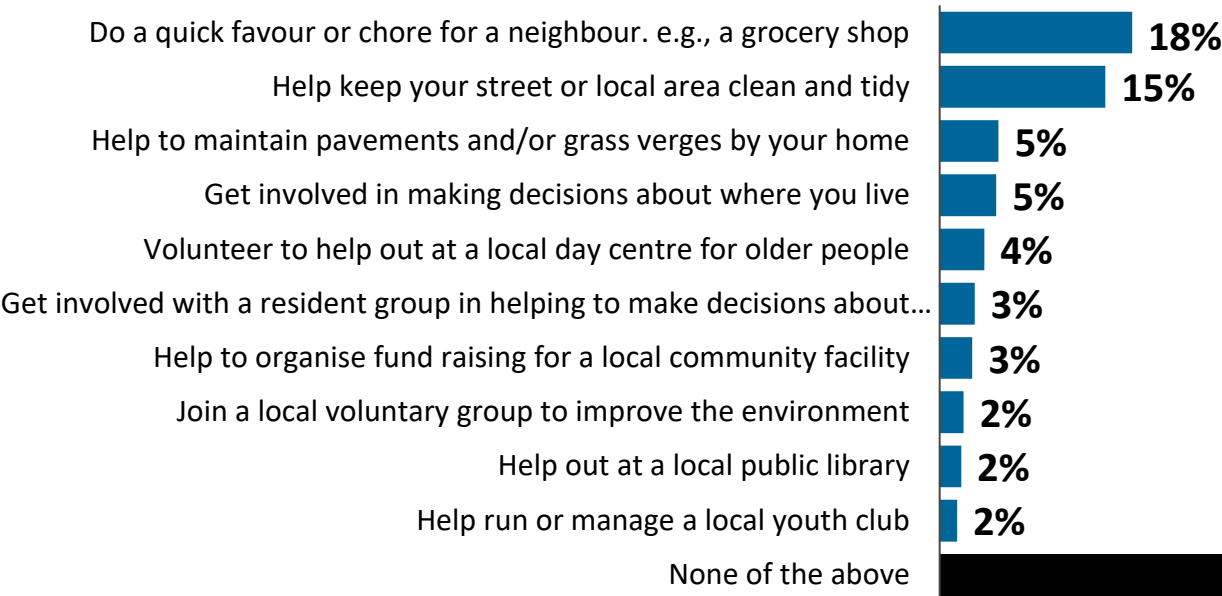
Over the last 12 months, about how often have you given unpaid help to any group(s), club(s) or organisation(s)?

- At least once a week
- Less than once a week but at least once a month
- Less often
- Given unpaid help as an individual only
- Not given any unpaid help at all over the last 12 months
- Don't know



- Just under a third indicated they have given unpaid help in the last 12 months (26%); 6% at least once a month or more.
- The most common means of help have been:
  - Doing a quick favour or chore for neighbour
  - Helping to keep their street or local area clean and tidy
  - Helping to maintain pavements and/or grass verges near home
  - Getting involved in decisions about where they live

Which, if any, of the following have you done in the last 12 months?



Help keep your street or local area clean and tidy – 31%

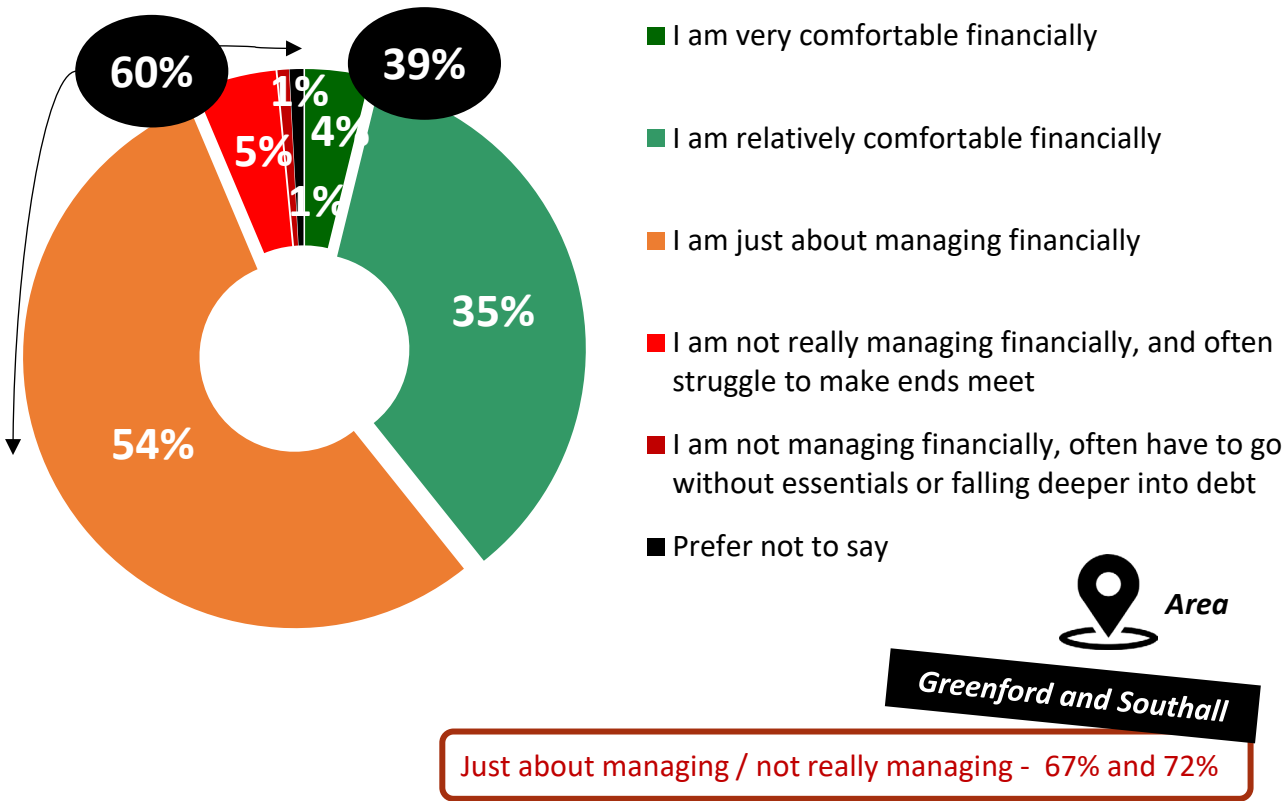
## Key findings – Individual welfare and wellbeing

---

- *Providing insight into the wellbeing of our residents, including measuring financial security, employment and household concerns*

# Degree to which household is managing financially

- Just under four in ten (39%) claim they are very or relatively comfortable financially, significantly lower than last year (58%). 54% are just about managing.
- A higher proportion of residents aged 18-34 and residents renting from the council or a private landlord claim they are just about/not really managing.



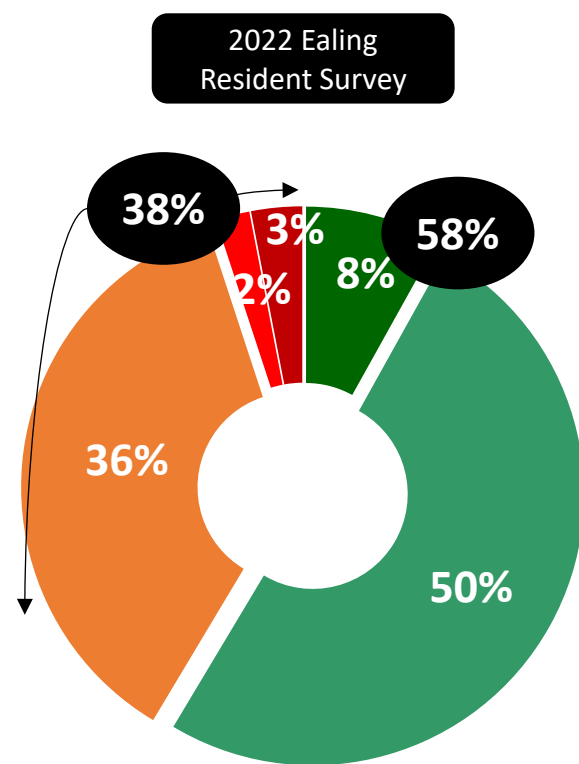
	Net % just about / not really managing
Male	57%
Female	62%
Aged 18-24	70%
Aged 25-34	65%
Aged 35-54	61%
Aged 55-64	51%
Aged 65 & over	51%
Own property outright / with mortgage	37%
Rent from Council	76%
Rent from private landlord	71%
Lived in Ealing for 5 years or less	66%
Lived in Ealing for more than 5 years	56%

Significantly higher % than other subgroups at 95% confidence level

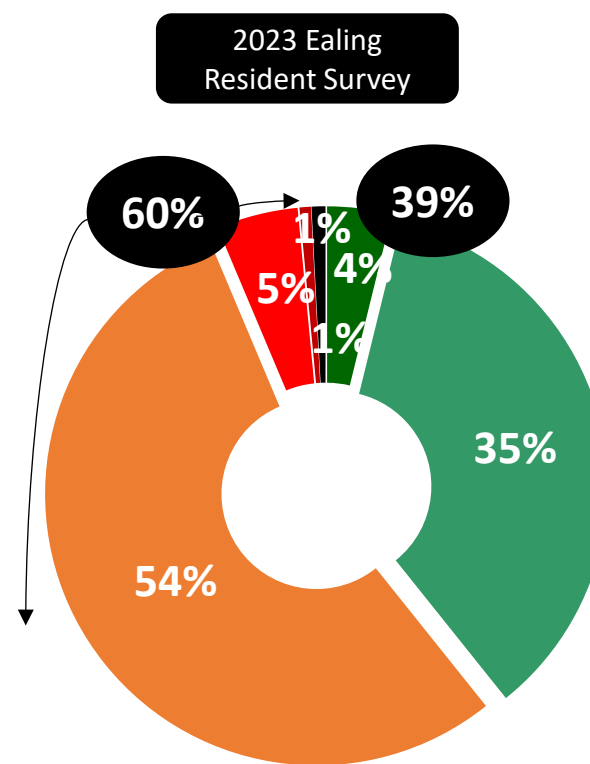
Significantly lower % than other subgroups at 95% confidence level

## Degree to which household is **managing financially** – *year on year trends*

- The proportion of residents indicating they are very / fairly comfortable financially has reduced significantly from last year – 39% this year and 58% in 2022.
- This year, a higher proportion of residents indicated they are just about managing financially.

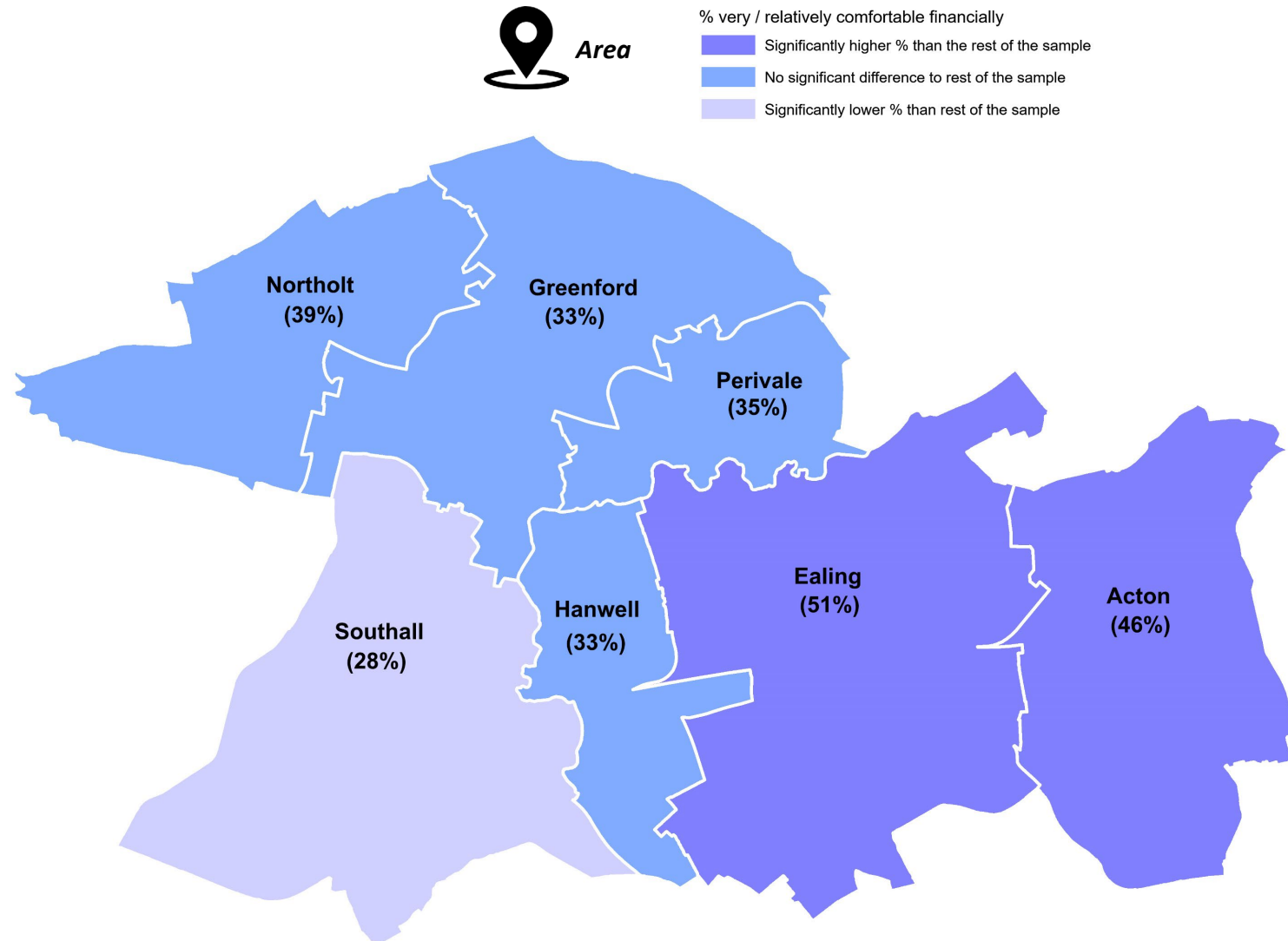


- I am very comfortable financially
- I am relatively comfortable financially
- I am just about managing financially
- I am not really managing financially, and often struggle to make ends meet
- I am not managing financially, often have to go without essentials or falling deeper into debt
- Prefer not to say

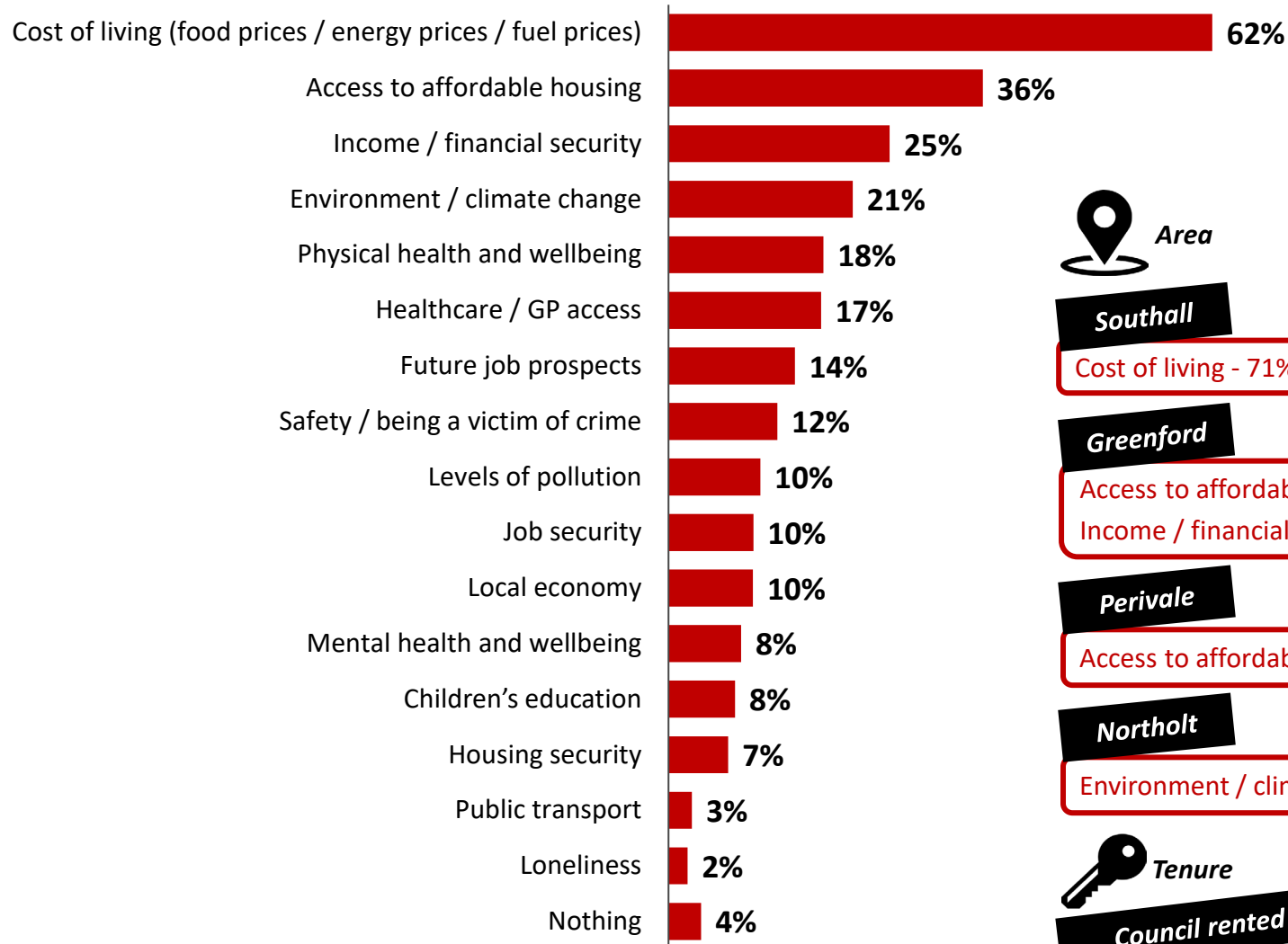


# Contrasting perceptions of household managing financially

- The proportion who are very / relatively comfortable financially is significantly higher amongst residents living in Ealing and Acton compared to other towns.
- The proportion who are very / relatively comfortable financially is significantly lower amongst residents living in Southall compared to other towns.



# Biggest concerns for household over next 3 years



- The dominant concern to households is the cost of living (62%) followed by affordable housing access and income / financial security.
- Contrasting concerns evident by area and demographic subgroup.



Area

**Southall**

Cost of living - 71%

**Greenford**

Access to affordable housing – 50%  
Income / financial security – 41%

**Perivale**

Access to affordable housing – 46%

**Northolt**

Environment / climate change – 28%



Tenure

**Council rented**

Cost of living – 73%  
Access to affordable housing – 33%



Age group

**Aged 18-24**

Cost of living – 68%  
Future job prospects - 27%

**Aged 25-34**

Cost of living – 69%  
Access to affordable housing - 43%  
Income / financial security – 32%

**Aged 65+**

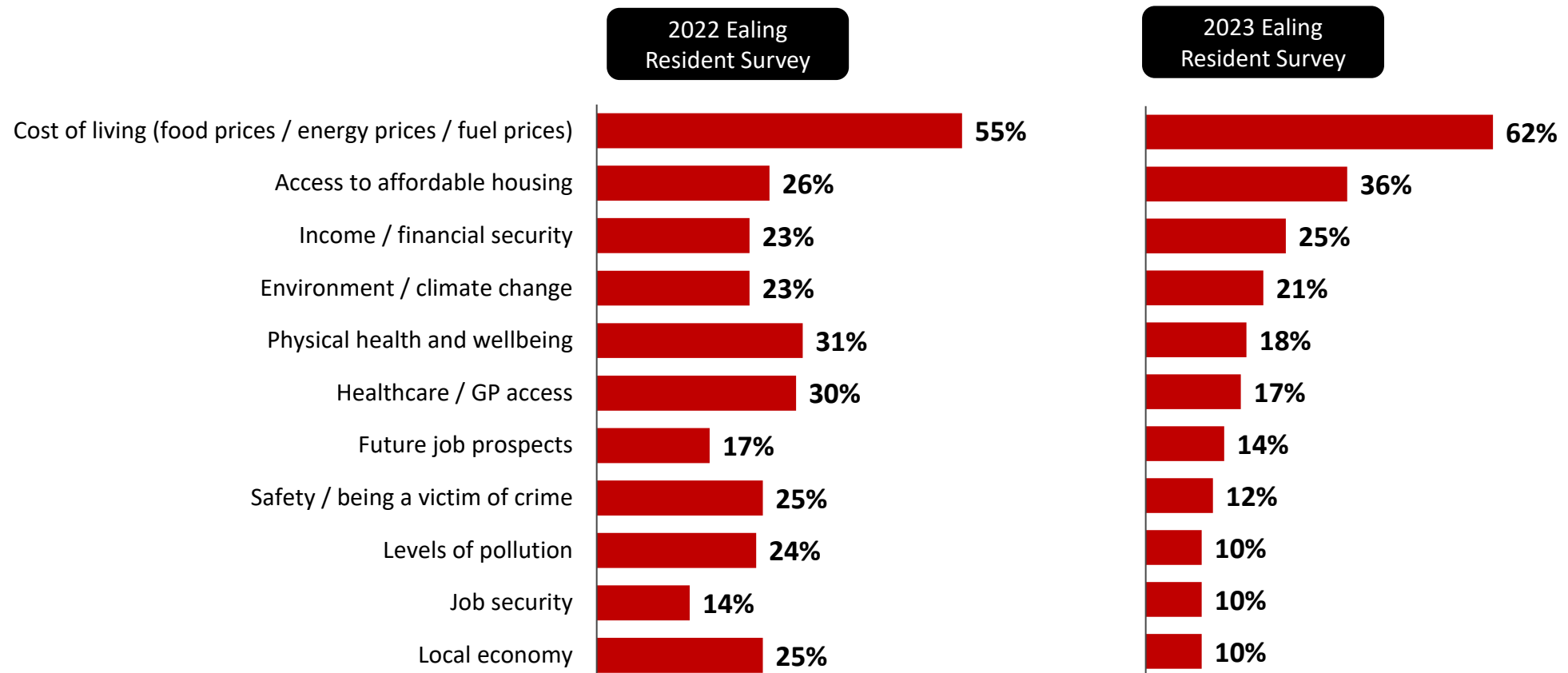
Physical health and wellbeing – 65%

**Private rented**

Cost of living – 71%  
Access to affordable housing – 47%

## Biggest concerns for household over next 1-3 years – *Top 10 year on year trends*

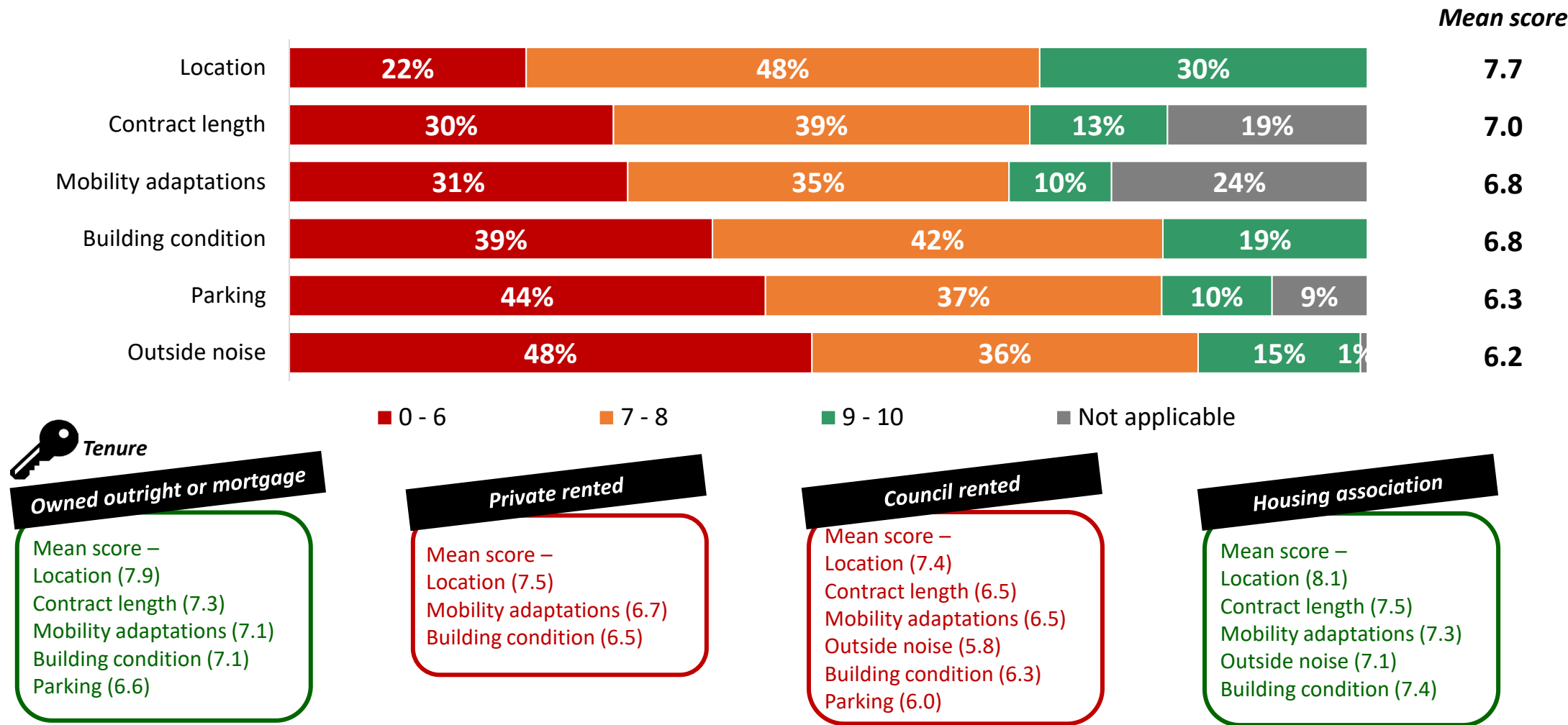
- Cost of living is the top household concern in the 2022 and 2023 surveys. However, the proportion citing cost of living has increased year on year.
- Reflecting key improvements cited, a higher proportion of residents selected access to affordable housing this year.





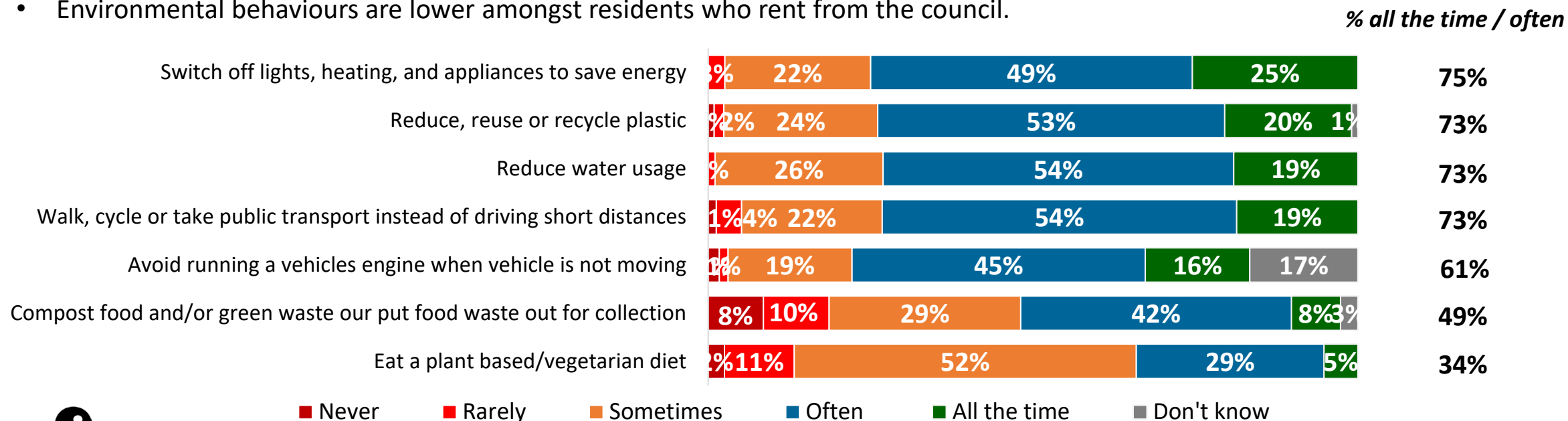
# Satisfaction with aspects of housing situation

- The majority rate their personal housing situation as a 7-10 out of 10 in terms of the location, contract length and building condition factors posed to them. Satisfaction is comparably lower for parking and outside noise.
- Satisfaction is lower amongst residents who rent from the council and rent privately.



# Frequency of environmental behaviours

- Around three quarters claim they reduce their water usage, reduce, reuse or recycle plastic and reduce water usage at least often. Half compost food and/or green waste / put food waste out at least often.
- Environmental behaviours are lower amongst residents who rent from the council.



**Tenure**

**Owned outright or mortgage**

% always / often –

- Switch off lights, heating and appliances to save energy – 82%
- Reduce, reuse or recycle plastic – 83%
- Reduce water usage – 81%
- Walk, cycle or take public transport instead of driving short distances – 81%
- Avoid running a vehicles engine when vehicle is not moving – 73%
- Compost food and/or green waste or put food waste out for collection – 61%

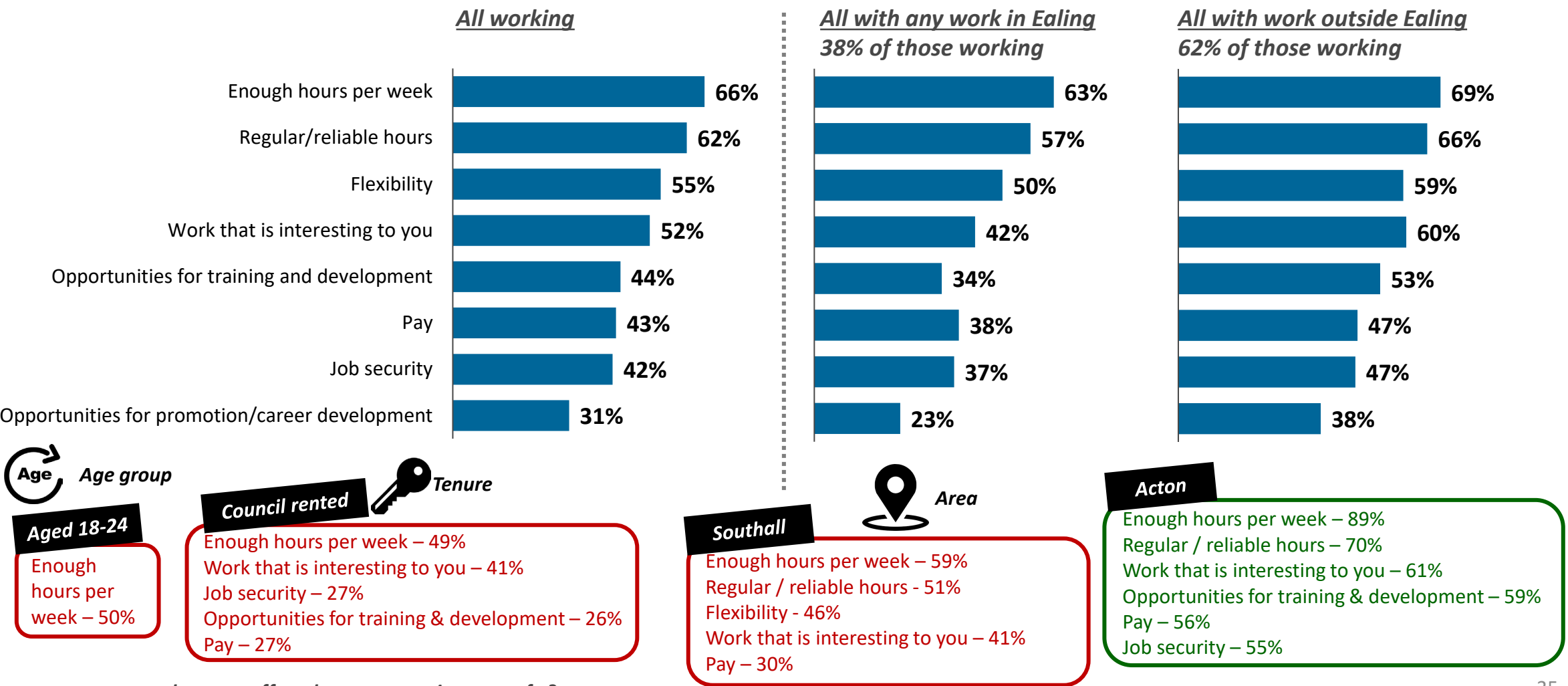
**Council rented**

% always / often –

- Switch off lights, heating and appliances to save energy – 70%
- Reduce waste usage – 73%
- Reduce, reuse or recycle plastic – 67%
- Walk, cycle or take public transport instead of driving short distances – 67%
- Avoid running a vehicles engine when vehicle is not moving – 47%
- Compost food and/or green waste or put food waste out for collection – 47%

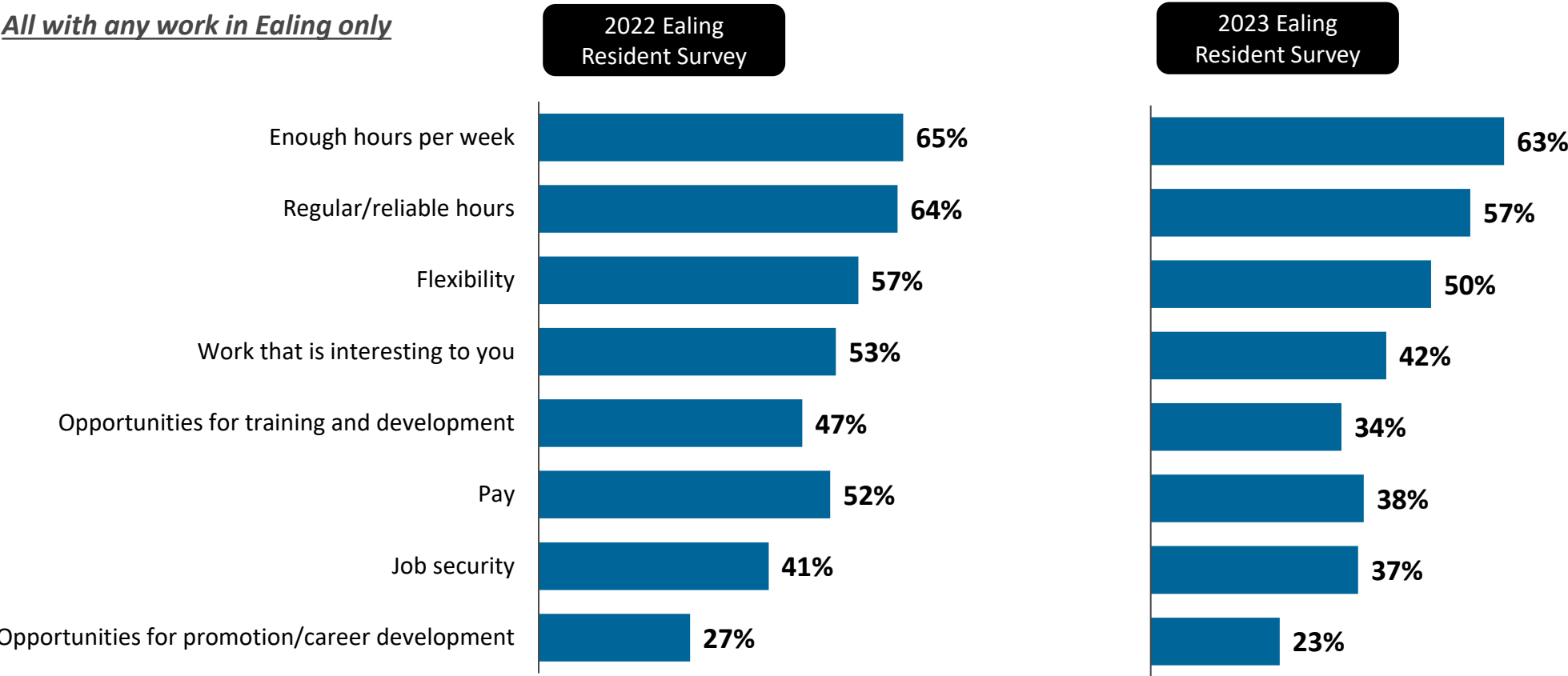
# Perceptions of current employment offering

- Around two thirds of residents who work claim their current employment offers enough hours per week and regular / reliable hours. Just over half claim it offers what they want in terms of pay.
- Perceptions of work outside of Ealing are more positive than work inside Ealing.



# Perceptions of current employment offering – Top 10 year on year trends

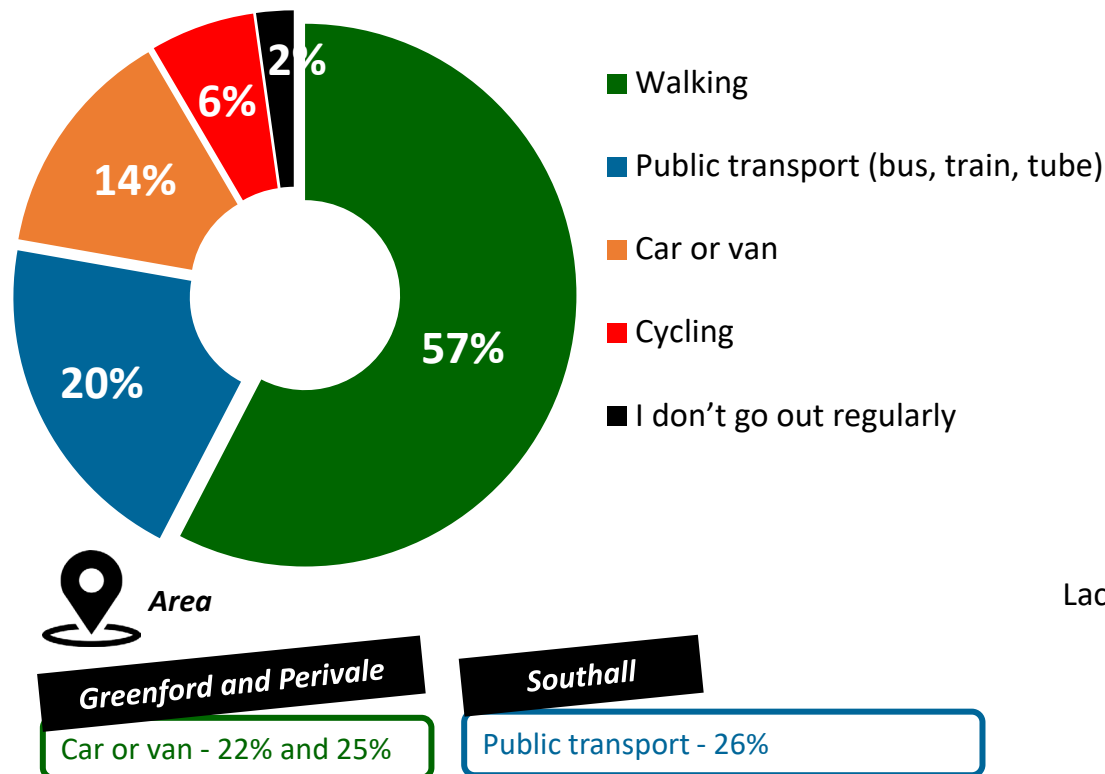
- A lower proportion of residents with any work in Ealing noted their work offers what they want in terms of work that is interesting, opportunities for training and development and pay compared to the 2022 survey.



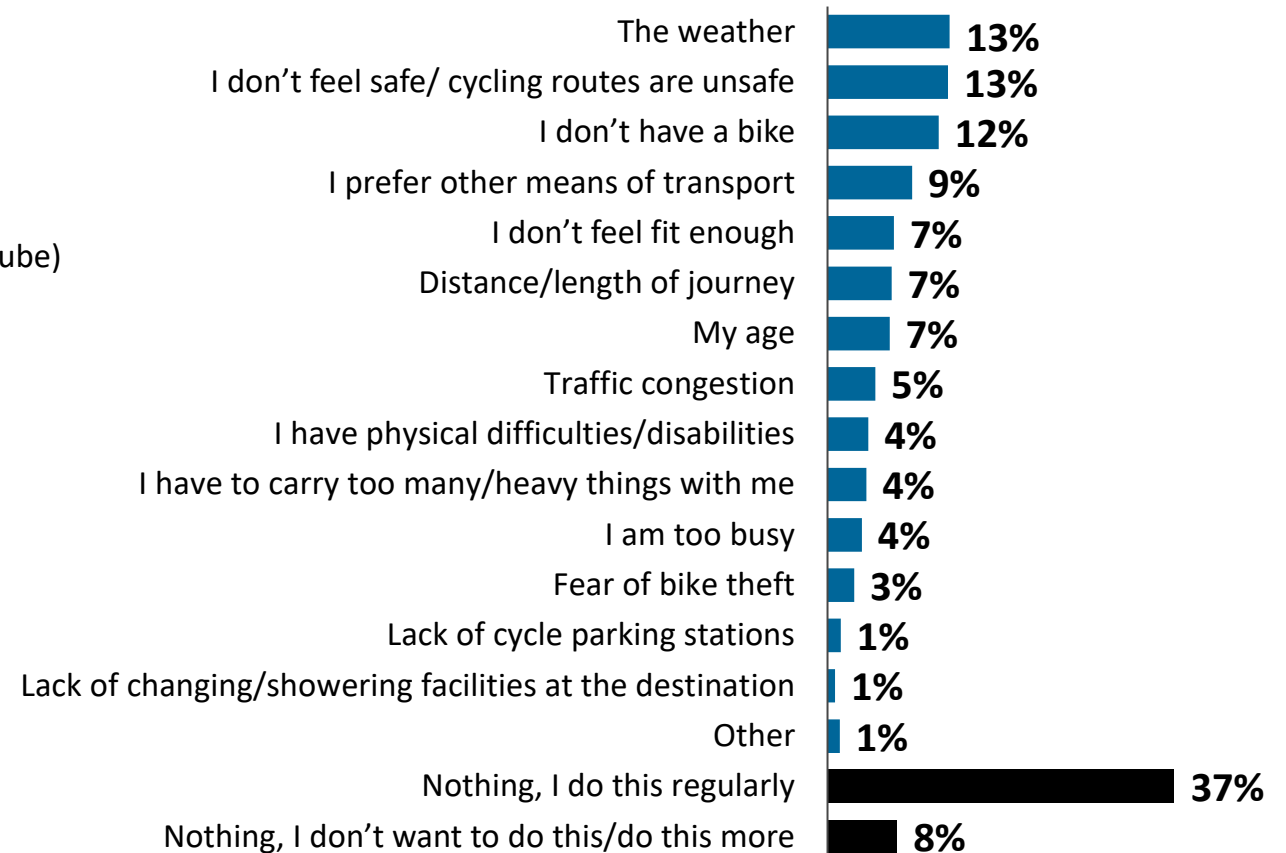
# Mode of transport used most often for short journeys and barriers to cycling / walking

- Just under six in ten (57%) claim their most common mode of transport for short, regular journeys is made on foot (significantly lower than last year – 72%), followed by public transport (20%).
- Claimed common barriers to cycling / walking more is the weather, not feeling safe when cycling, not having a bike and a preference for other means of transport.

*Which mode of transport do you most commonly use for short, regular journeys of less than one mile?*



*What, if anything, stops you from cycling or walking (more)?*



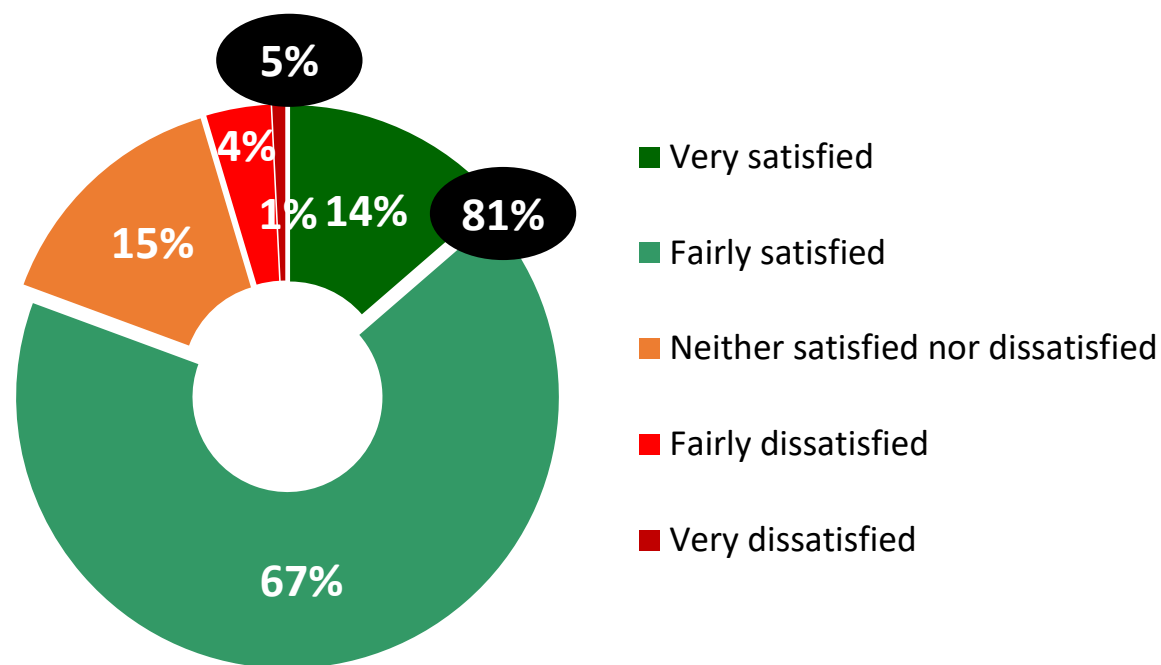
## Key findings - Council perceptions

---

- *Providing an understanding of residents' views and experiences of the council, including any disparities in experience by demographic sub-group*

# Satisfaction with way Ealing Council runs things

- Just over eight in ten (81%) are satisfied with the way the council runs things. However, it should be noted that only 14% are very satisfied.
- Consistent with local area overall satisfaction (including % fairly satisfied), satisfaction is comparably lower amongst residents aged 65 & over, residents who own their property and residents who have lived in Ealing for more than 5 years.



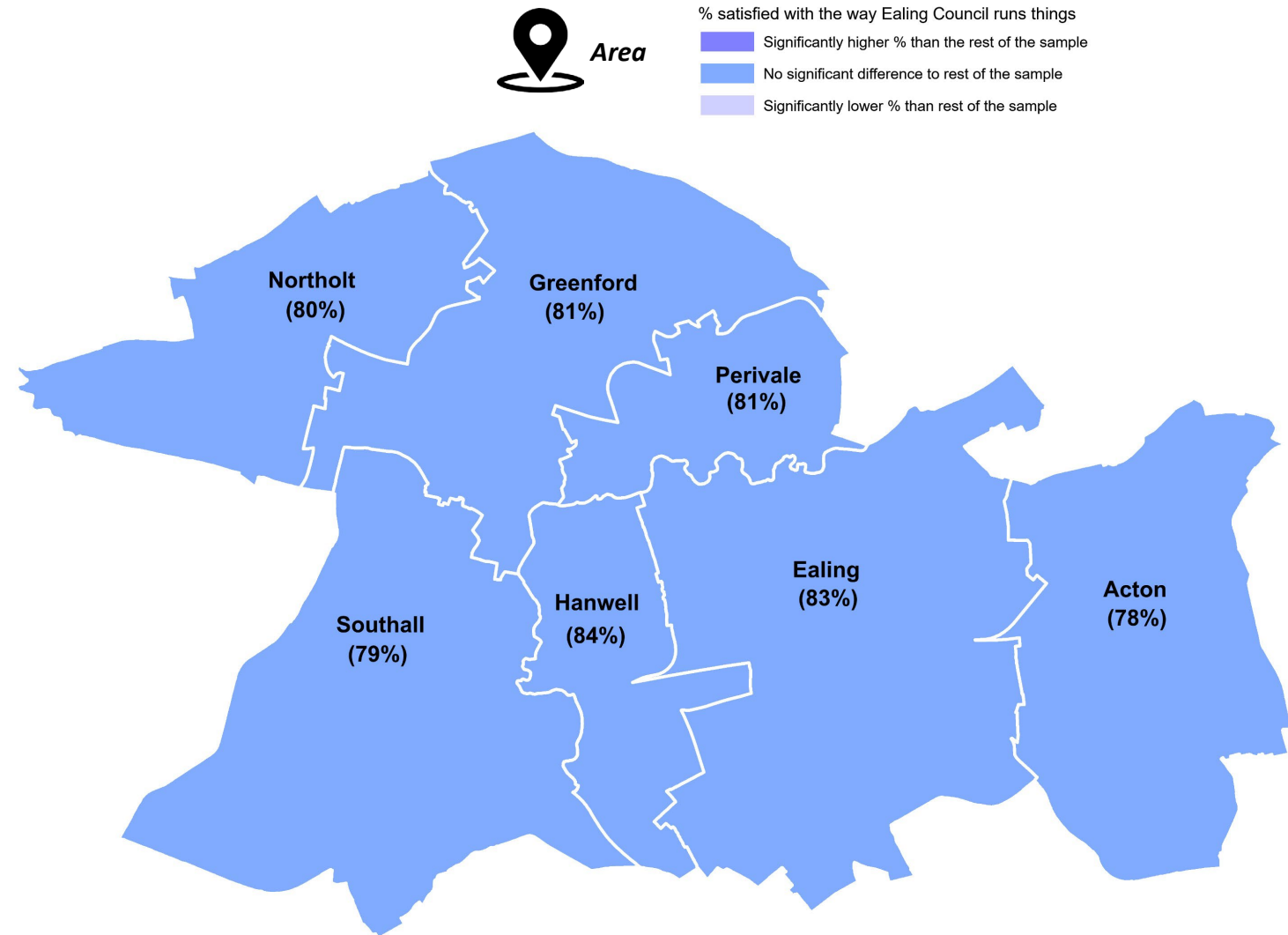
	Net % Satisfied
Male	81%
Female	80%
Aged 18-24	83%
Aged 25-34	87%
Aged 35-54	82%
Aged 55-64	77%
Aged 65 & over	70%
Own property outright / with mortgage	77%
Rent from Council	78%
Rent from private landlord	85%
Lived in Ealing for 5 years or less	86%
Lived in Ealing for more than 5 years	77%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

# Contrasting perceptions of satisfaction with way Ealing Council runs things by area

- Overall satisfaction with the way Ealing Council runs things is highest amongst residents living in Central Ealing and Hanwell compared to other towns.
- However, these statistics are not significantly different to other towns.

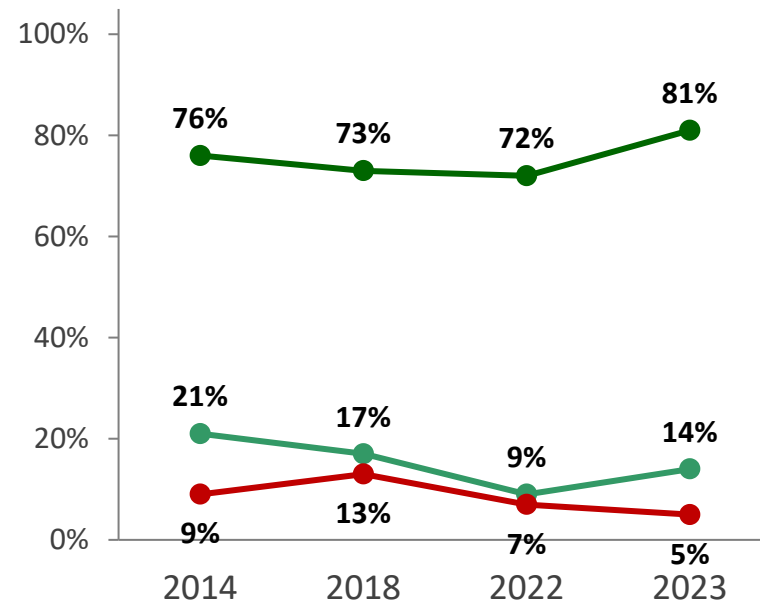




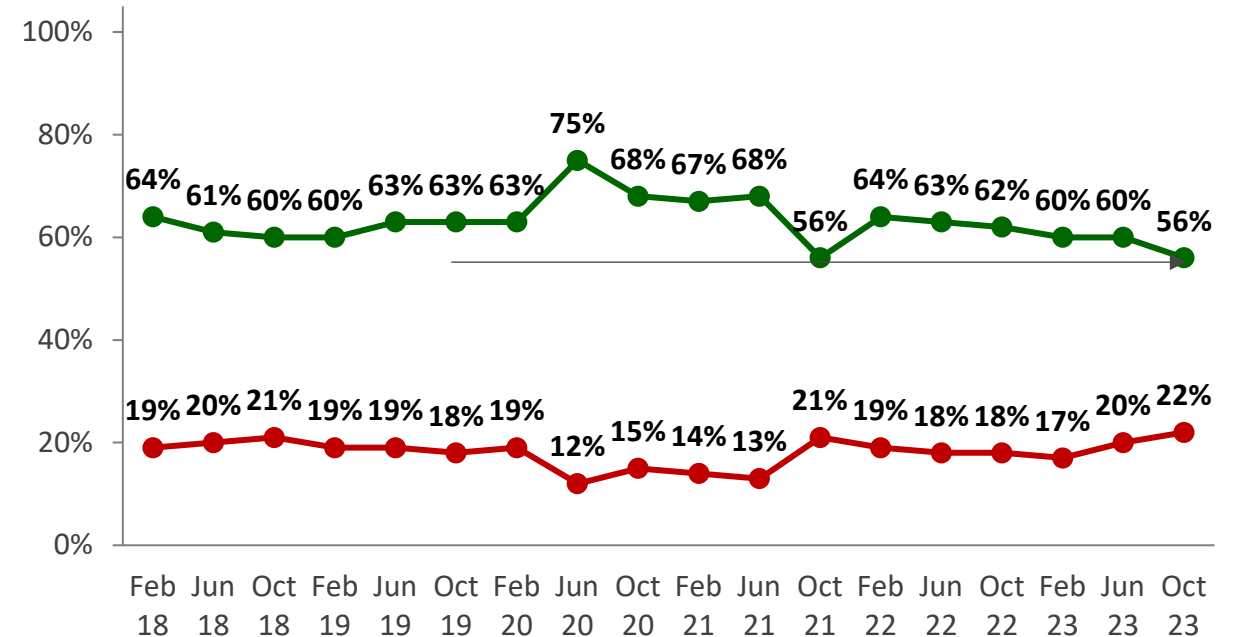
# Satisfaction with way Ealing Council runs things – time series data & benchmarks

- Overall satisfaction is higher than last year’s Ealing resident survey (conducted in 2022).
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



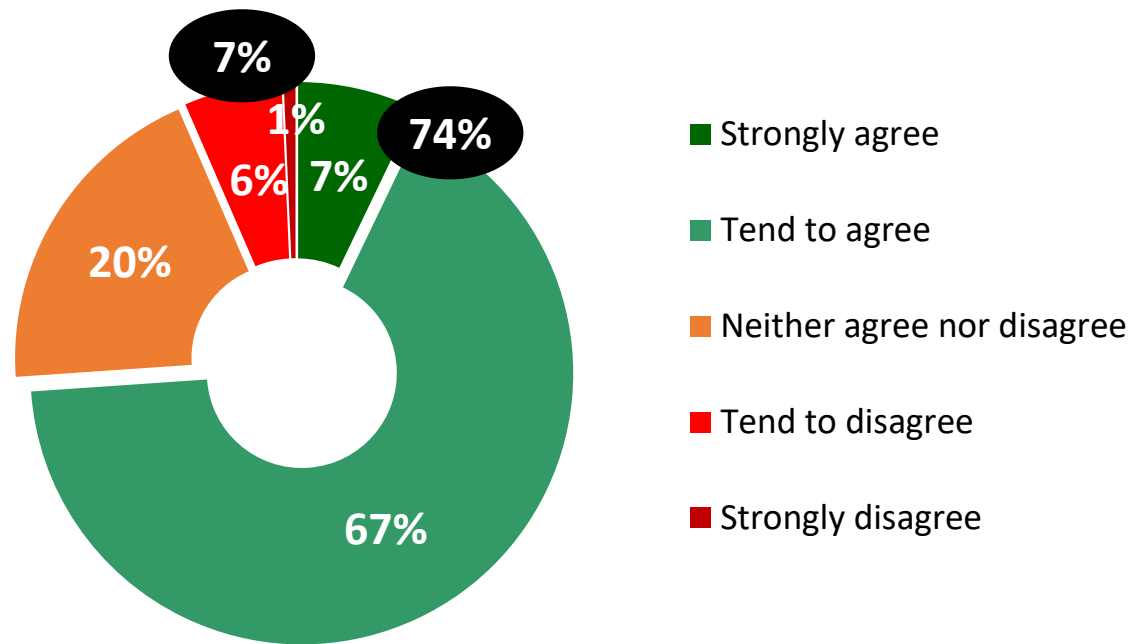
—●— Very / fairly satisfied %  
 —●— Very satisfied %  
 —●— Very / fairly dissatisfied %

Overall, how satisfied or dissatisfied are you with the way the Ealing Council runs things?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

# Perceptions of Ealing Council providing value for money

- Just under three quarters (74%) agree the council provides value for money; only 7% strongly agree and 7% disagree.
- Agreement levels are comparably lower amongst residents who have lived in Ealing for more than 5 years.



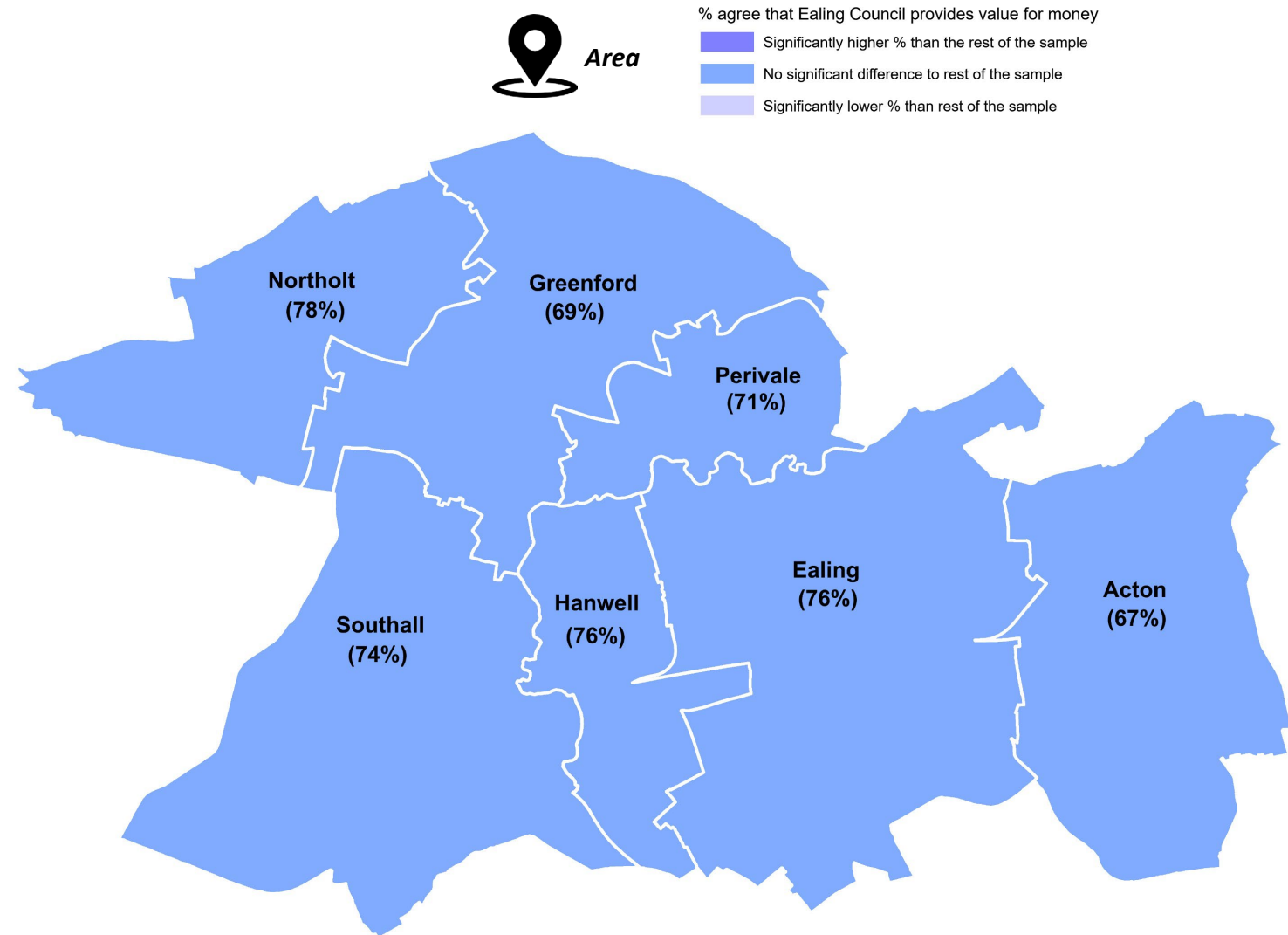
	Net % Agree
Male	76%
Female	72%
Aged 18-24	78%
Aged 25-34	76%
Aged 35-54	75%
Aged 55-64	70%
Aged 65 & over	70%
Own property outright / with mortgage	71%
Rent from Council	70%
Rent from private landlord	77%
Lived in Ealing for 5 years or less	79%
Lived in Ealing for more than 5 years	71%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

## Contrasting perceptions of Ealing Council providing value for money by area

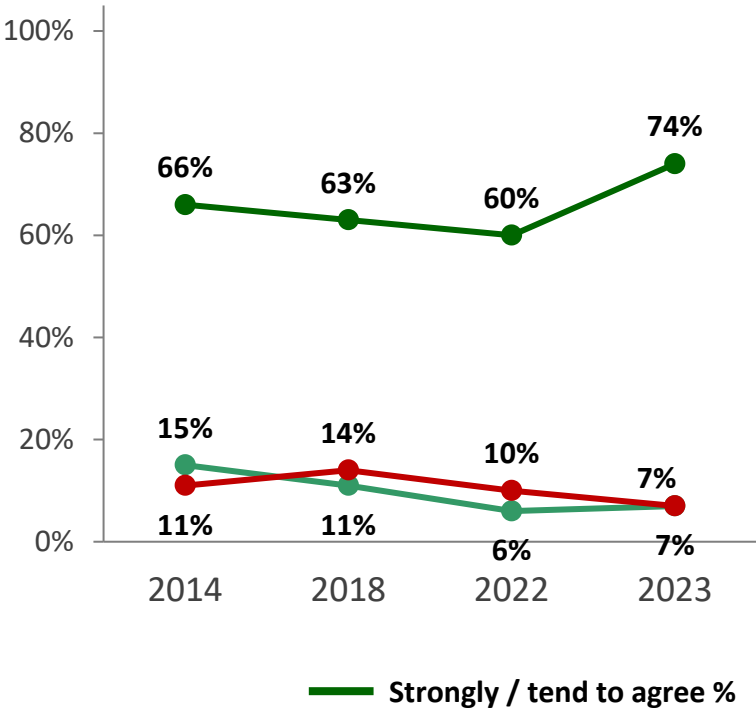
- Overall agreement that Ealing Council provides values for money is highest amongst residents living in Northolt compared to other towns.
- However, this statistic is not significantly different to other towns.



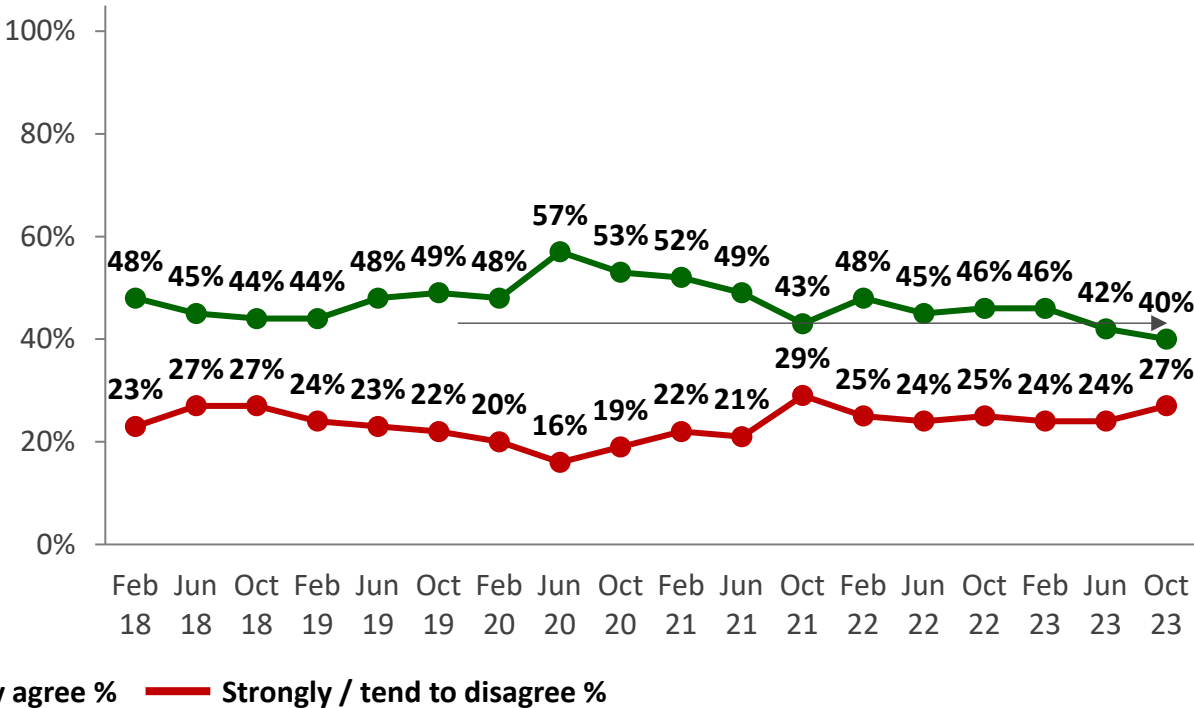
# Perceptions of Ealing Council **providing value for money** – time series data & benchmarks

- Overall agreement is higher than last year’s Ealing resident survey (conducted in 2022).
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

*Ealing Resident Survey, adults 18+*



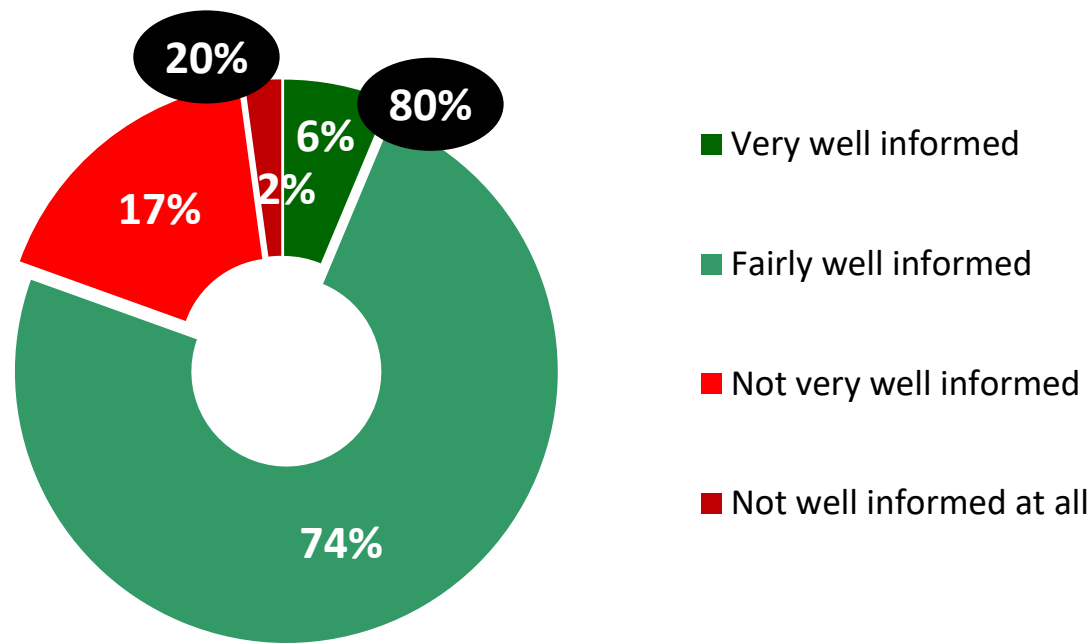
*LG Inform National Quarterly polling, British adults 18+*



To what extent do you agree or disagree that Ealing Council provides value for money?  
 Base: Ealing Resident Survey, n=1,634; Base: LG Inform National Quarterly polling, 1,000 per wave

# Degree to which Ealing Council keeps residents informed about services and benefits

- 80% indicated they believe Ealing Council keeps them informed about services and benefits. However, it should be noted that only 6% believe the council keeps them very informed.
- A lower proportion of residents aged 18-24 believe they are kept informed.



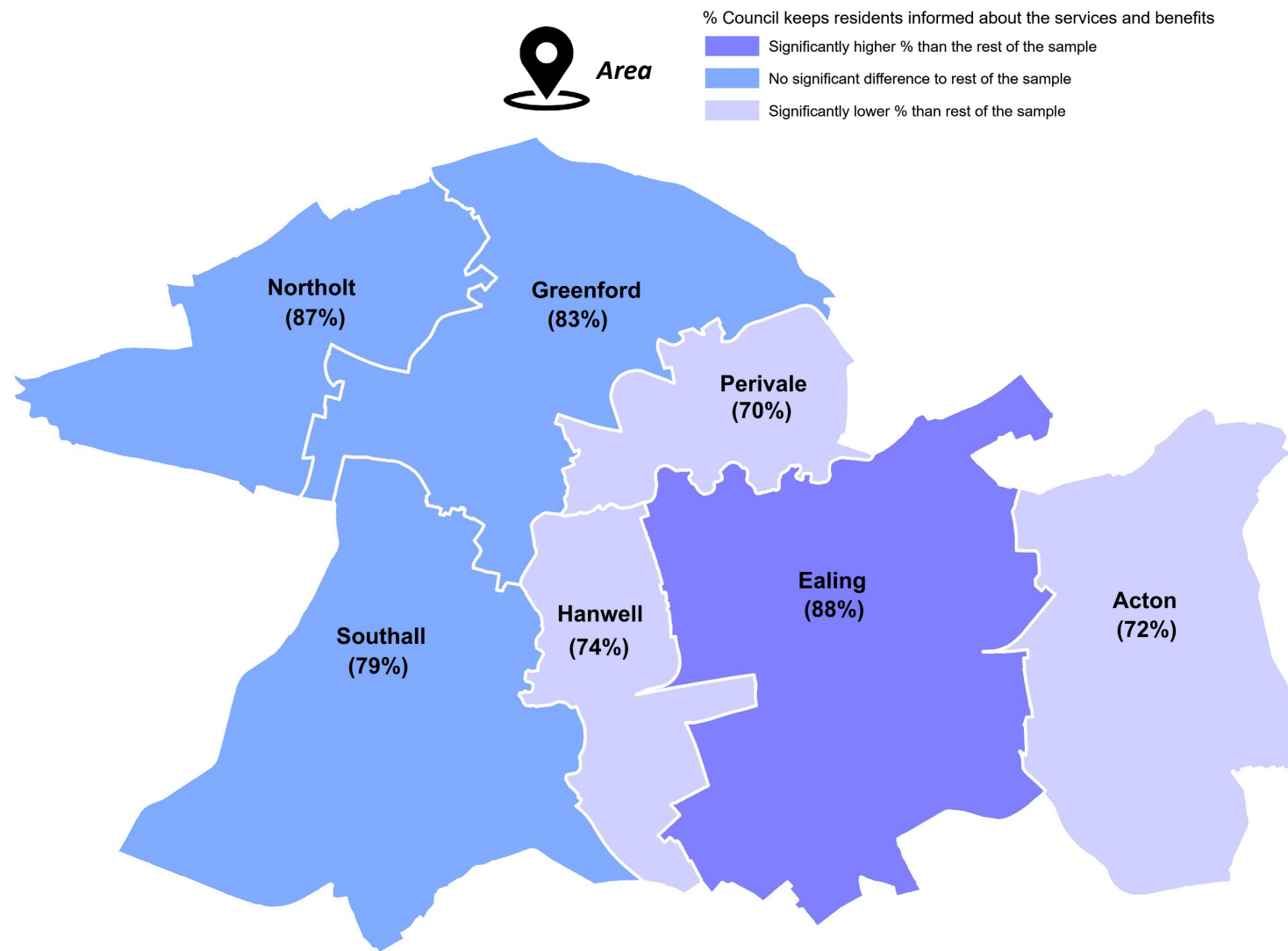
	Net % Informed
Male	80%
Female	81%
Aged 18-24	72%
Aged 25-34	83%
Aged 35-54	82%
Aged 55-64	81%
Aged 65 & over	76%
Own property outright / with mortgage	80%
Rent from Council	77%
Rent from private landlord	81%
Lived in Ealing for 5 years or less	82%
Lived in Ealing for more than 5 years	80%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

# Degree to which Ealing Council keeps residents informed about services and benefits

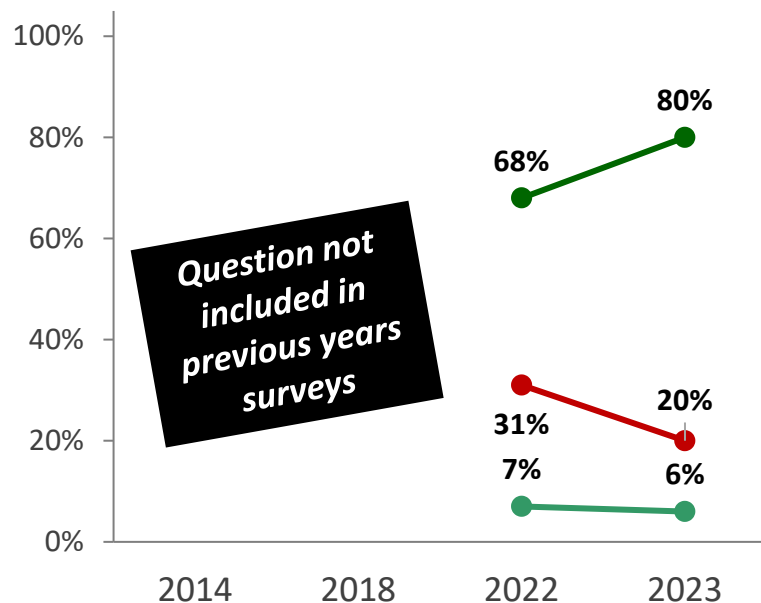
- Overall agreement that Ealing Council keeps residents informed is significantly higher amongst residents living in Central Ealing compared to other towns.
- Overall agreement that Ealing Council keeps residents informed is significantly lower amongst residents living in Hanwell, Perivale and Acton compared to other towns.



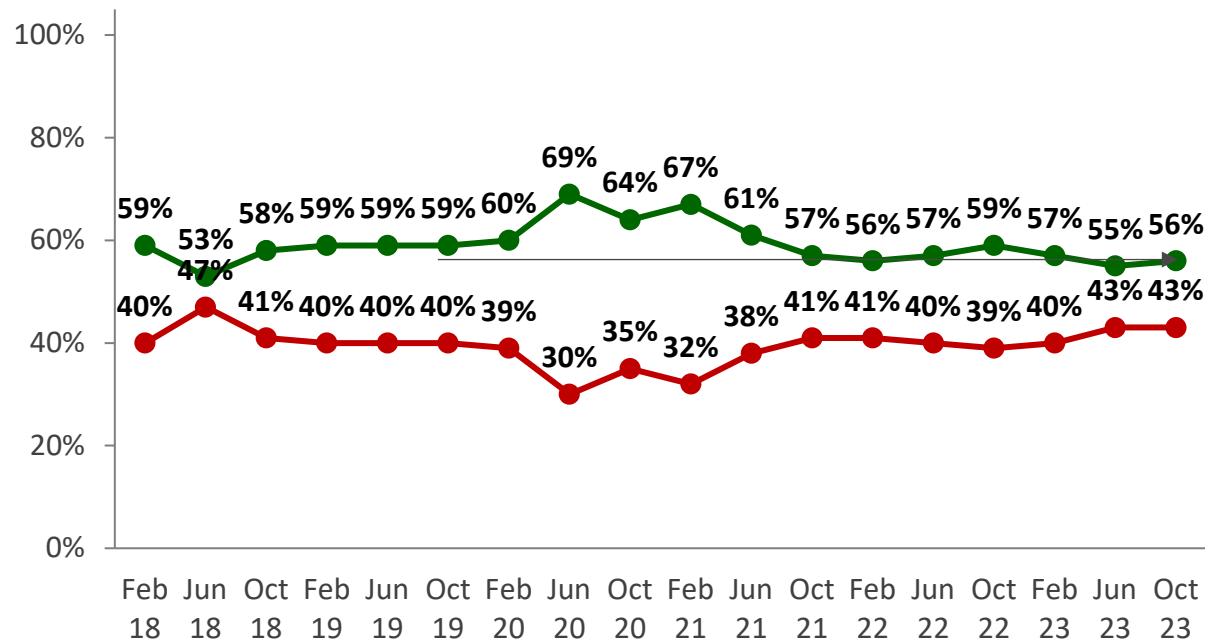
# Degree to which Ealing Council keeps residents informed about services and benefits – time series data & benchmarks

- Overall agreement is higher than last year’s Ealing resident survey (conducted in 2022).
- Agreement is higher than the national average recorded in the quarterly national polling conducted by the LGA.

*Ealing Resident Survey, adults 18+*



*LG Inform National Quarterly polling, British adults 18+*



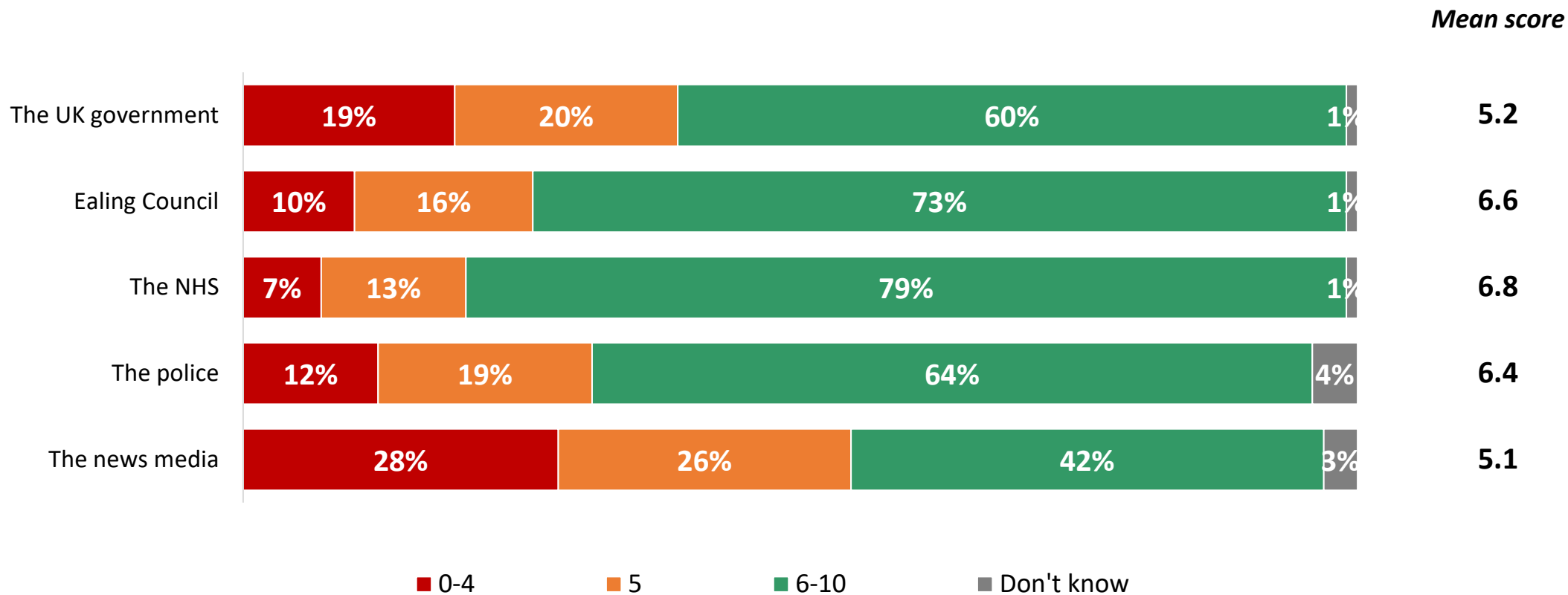
— Very / fairly informed % — Very informed % — Not very / not at all informed %

Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

# Degree to trust in public institutions

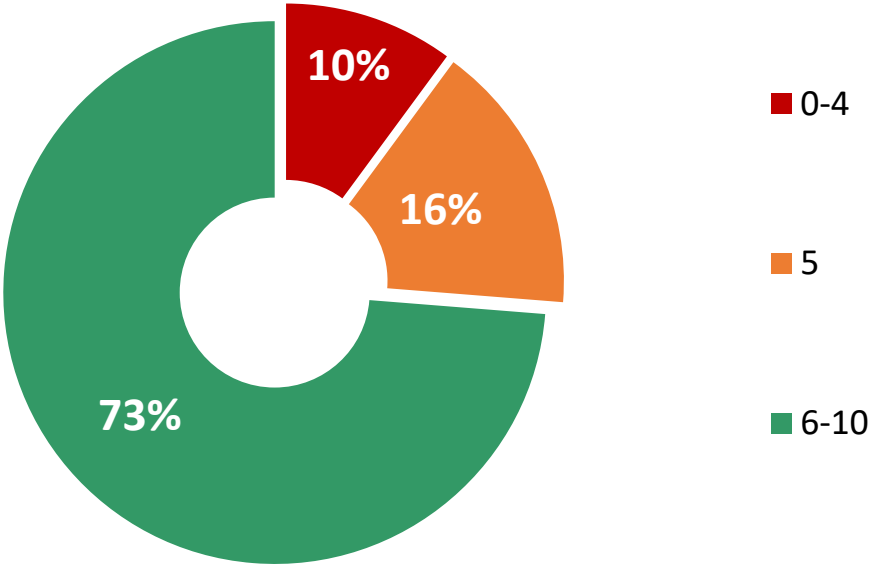
- In contrast to previous surveys, residents were asked to rate their trust with Ealing Council as well as the UK government, the NHS, the police and the news media.
- Of the institutions tested, trust is highest in the NHS and lowest in the UK government and the news media.





# Degree to trust in Ealing Council

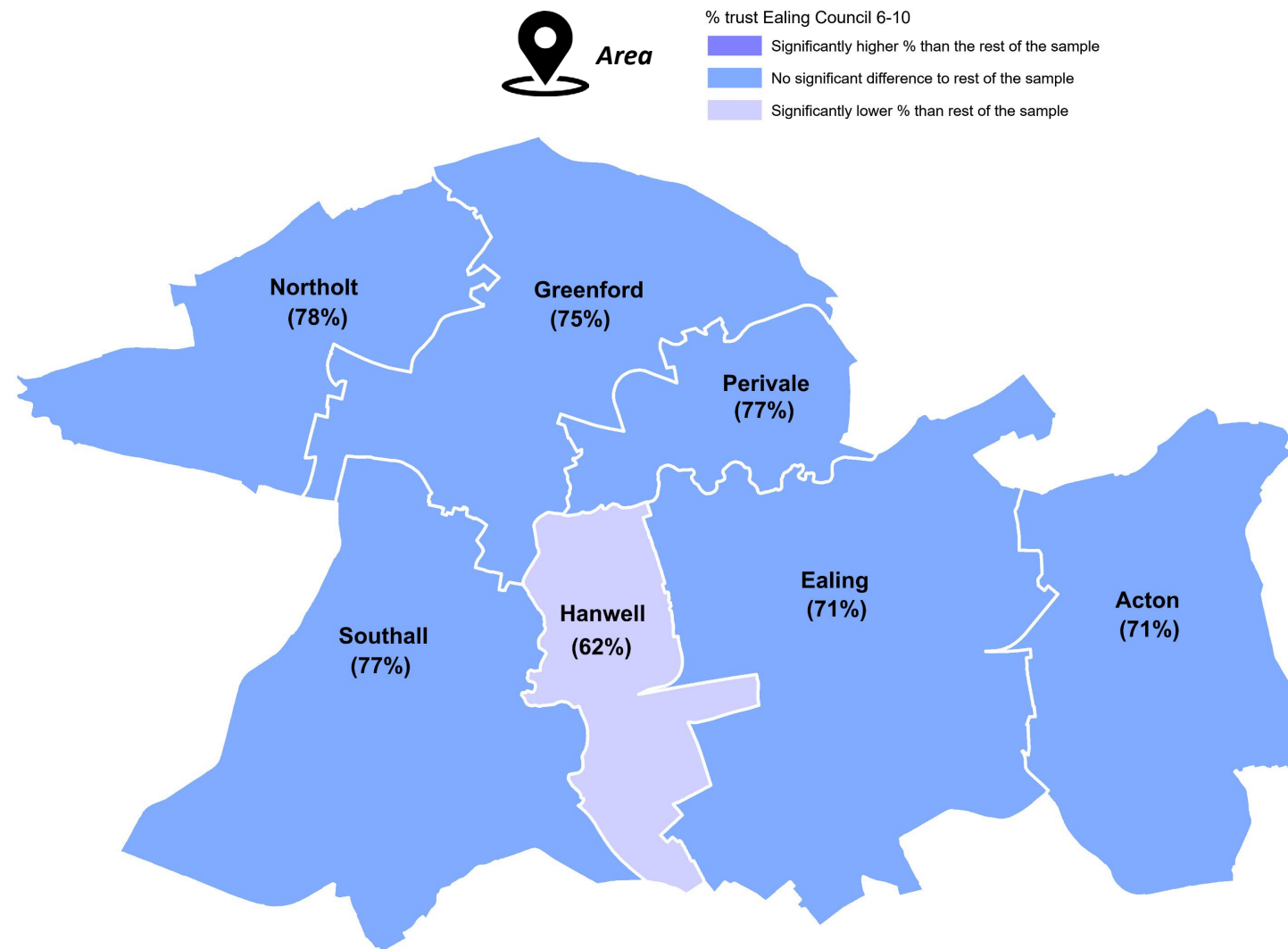
- Nearly three quarters (73%) rated their trust in Ealing Council between 6 and 10 out of 10, while just over a quarter rated their trust in the Council between 0-5 out of 10 (26%).
- A lower proportion of residents who rent from the council rated their trust between 6 and 10 out of 10 but the percentage is not significantly lower.



	Net % 6-10
Male	73%
Female	73%
Aged 18-24	74%
Aged 25-34	77%
Aged 35-54	73%
Aged 55-64	69%
Aged 65 & over	69%
Own property outright / with mortgage	71%
Rent from Council	68%
Rent from private landlord	75%
Lived in Ealing for 5 years or less	75%
Lived in Ealing for more than 5 years	72%

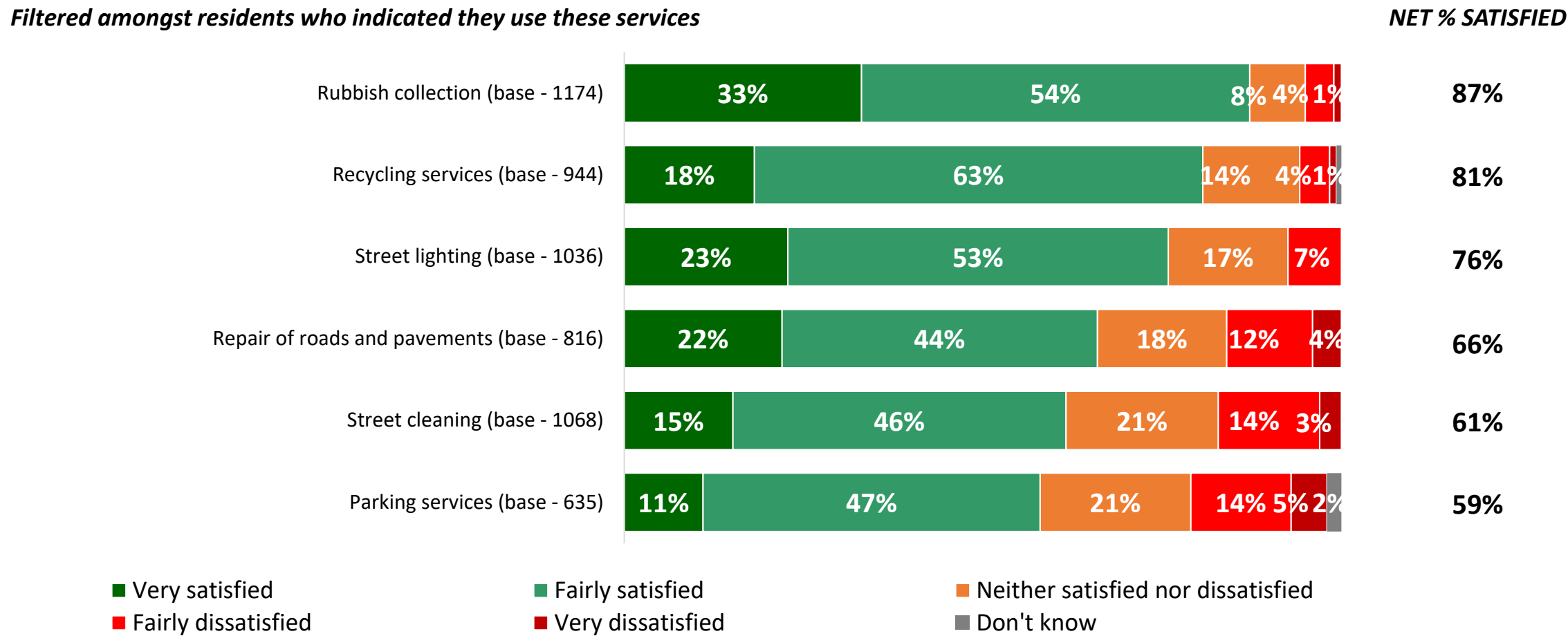
# Degree to trust in Ealing Council

- The proportion of residents who rate their trust in Ealing Council between 6-10 out of 10 is highest amongst residents living in Northolt, Perivale and Southall compared to other towns.
- The proportion of residents who rate their trust in Ealing Council between 6-10 out of 10 is significantly lower amongst residents living in Hanwell compared to other towns.



# Satisfaction with local services – universal services

- Satisfaction with rubbish collection, recycling services and street lighting is high.
- Satisfaction with road and pavement repairs, street cleaning and parking services is comparably lower.

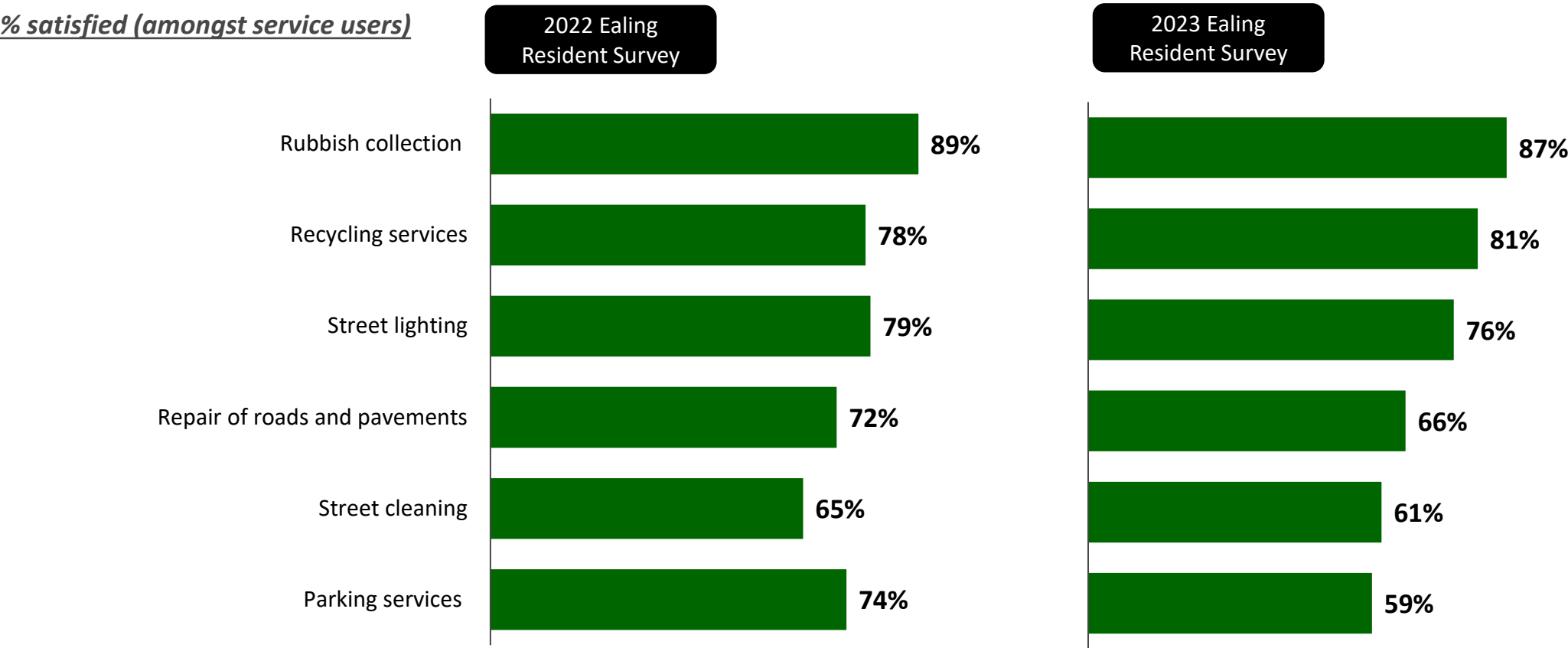


Base:  
(various,  
50+  
reported)

*I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...*

# Satisfaction with local services – universal services – *year on year trends*

- A slight reduction in satisfaction with parks and open spaces, street lighting and road and pavement repairs.
- A more significant reduction in satisfaction is observed for satisfaction with parking services.



Base:  
(various,  
50+  
reported)

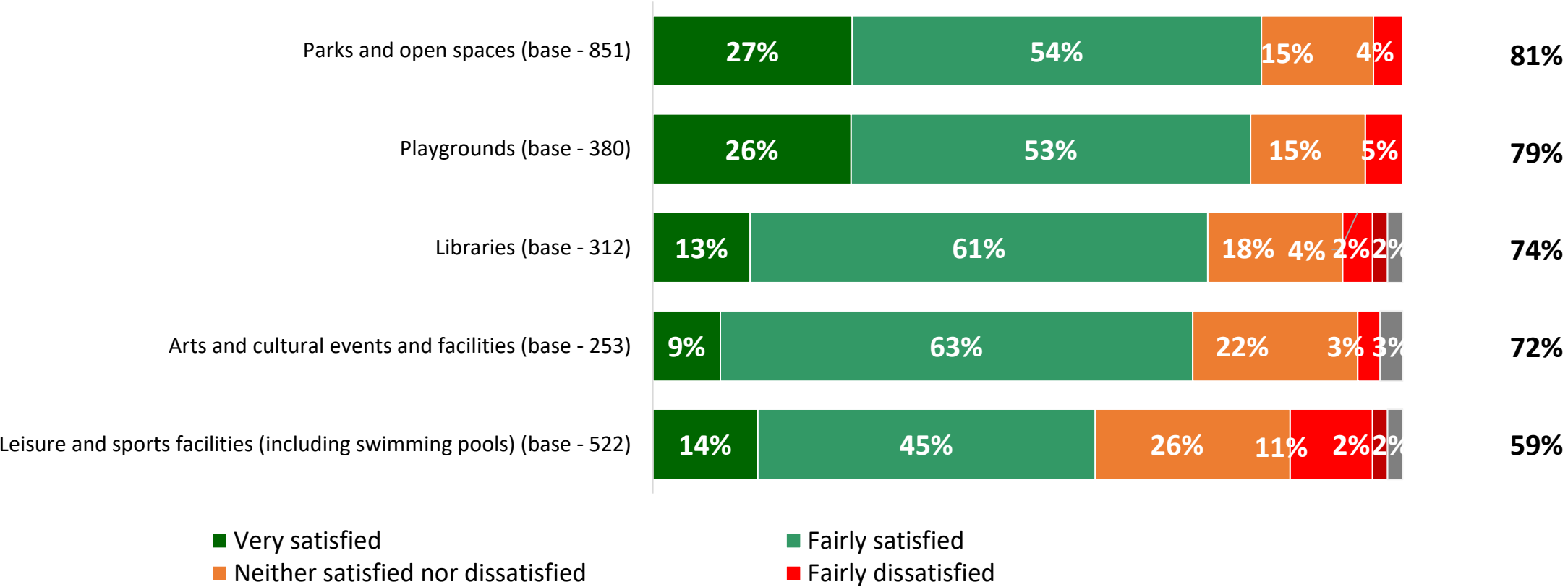
I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

# Satisfaction with local services – leisure services

- Satisfaction with parks and open spaces and playgrounds is high.
- Satisfaction with leisure and sports facilities is comparably lower.

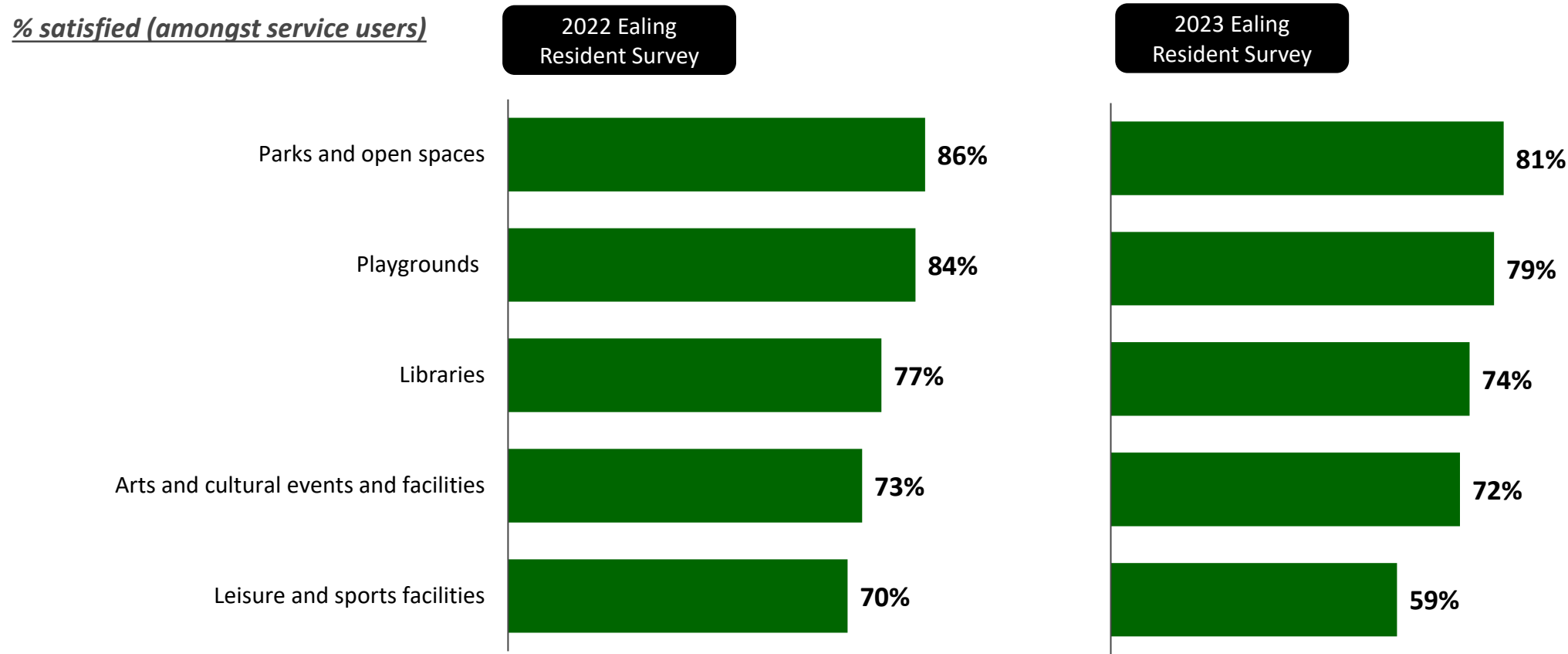
Filtered amongst residents who indicated they use these services

NET % SATISFIED



# Satisfaction with local services – leisure services – *year on year trends*

- A slight reduction in satisfaction with parks and open spaces and playgrounds is observed year on year.
- A more significant reduction in satisfaction is observed for leisure and sports facilities.

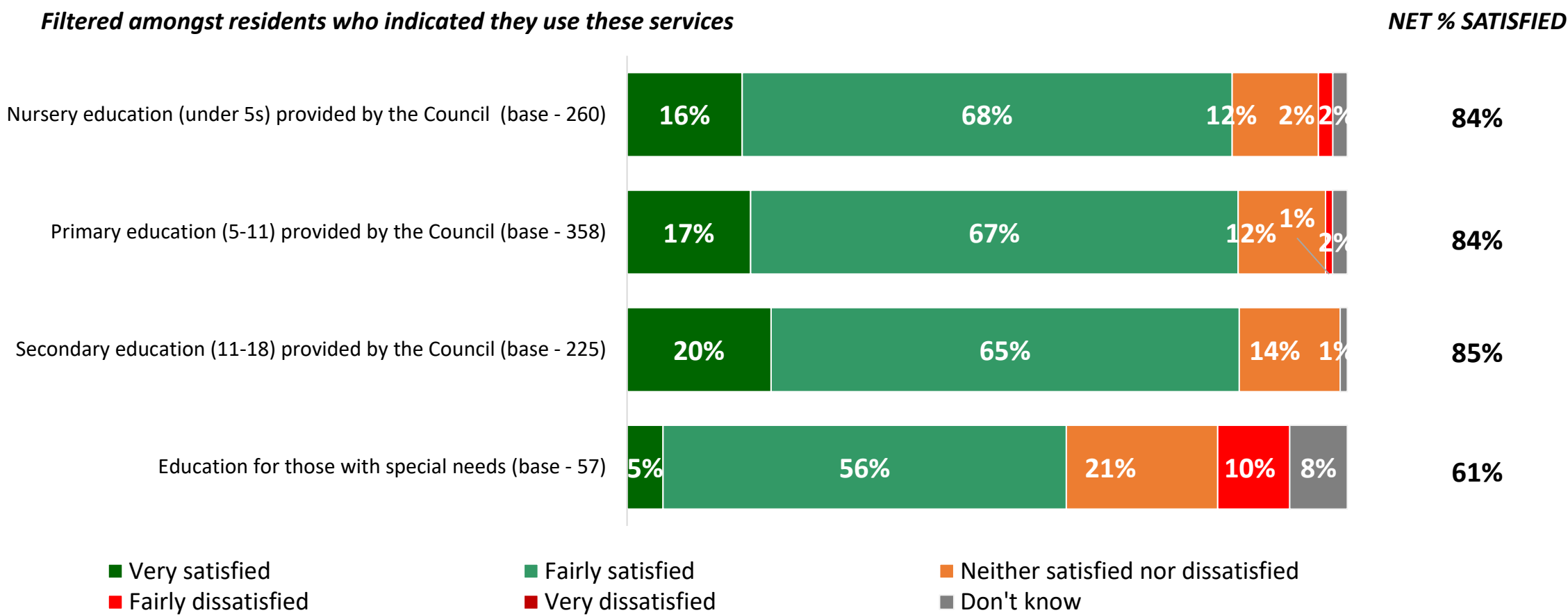


Base:  
(various,  
50+  
reported)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

# Satisfaction with local services – education services

- Satisfaction with mainstream education services is high.
- Satisfaction with education for those with special needs is comparably lower.

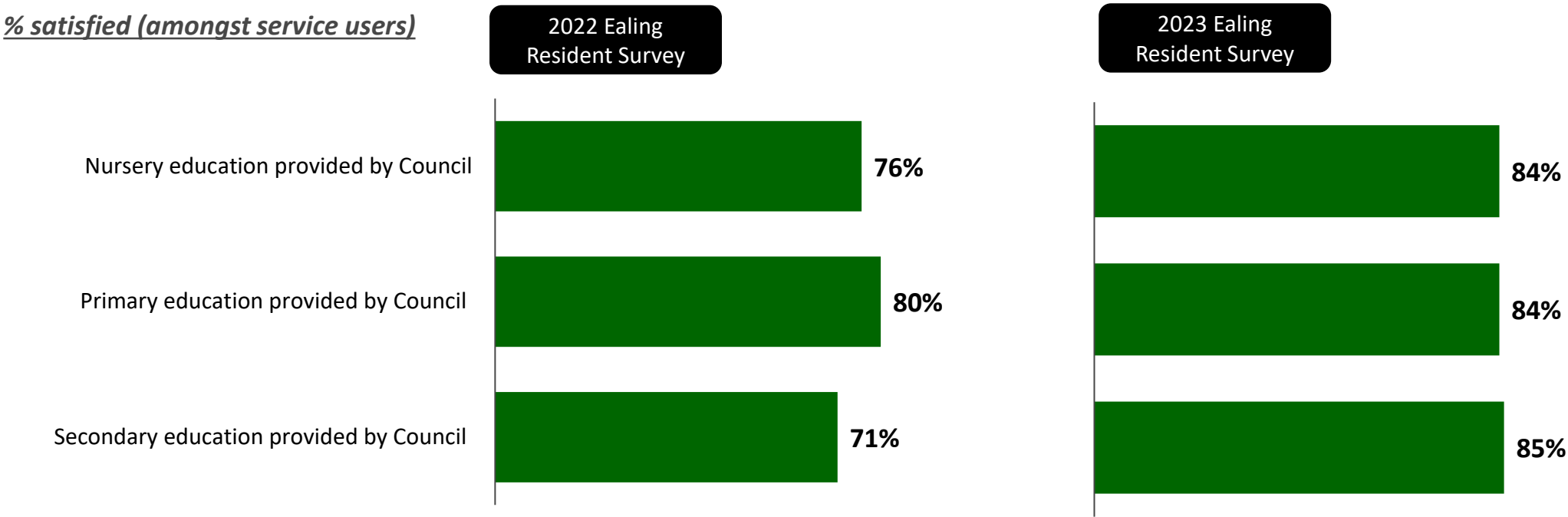


Base:  
(various,  
50+  
reported)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

# Satisfaction with local services – education services – *year on year trends*

- An increase in satisfaction for all three areas of mainstream education services is observed year on year.



Base:  
(various,  
50+  
reported)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

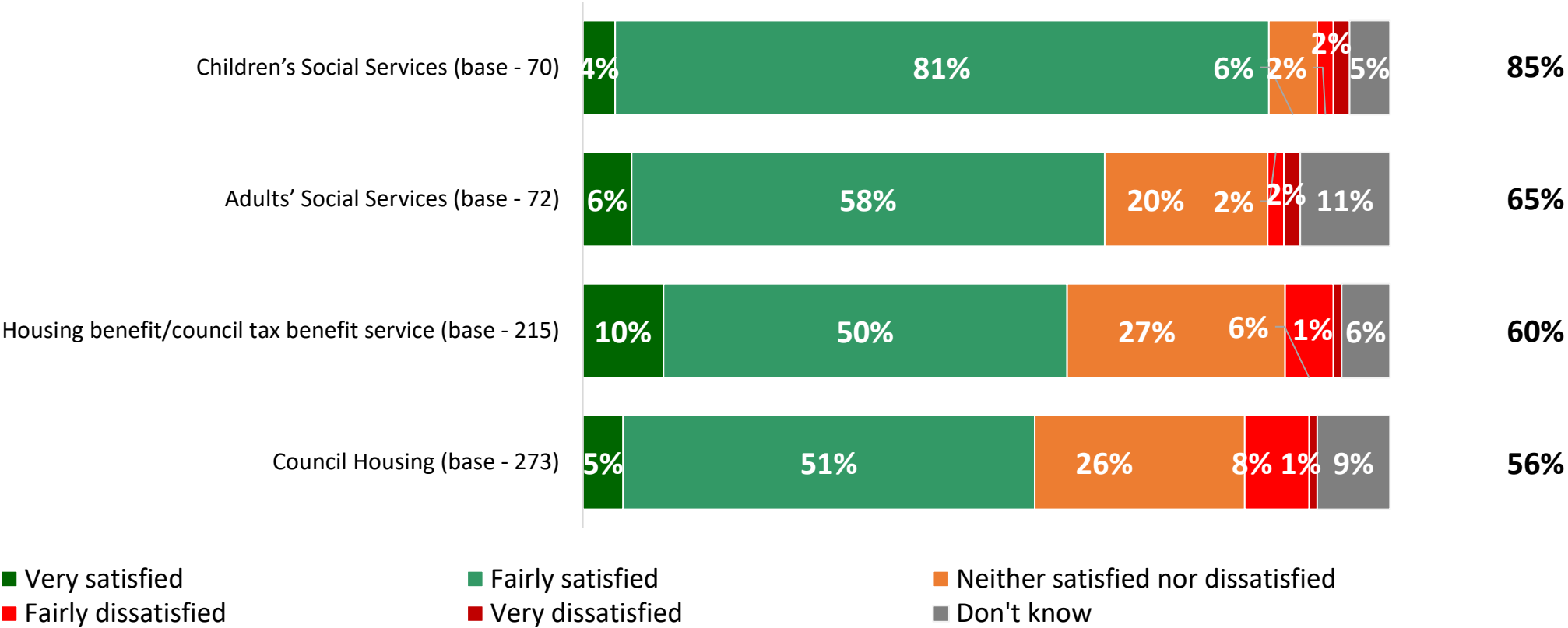


# Satisfaction with local services – social care / welfare services

- Satisfaction with Children’s Social Services is high.
- Satisfaction with Adults’ Social Services, housing benefit / the council tax benefit service and council housing is comparably lower.

Filtered amongst residents who indicated they use these services

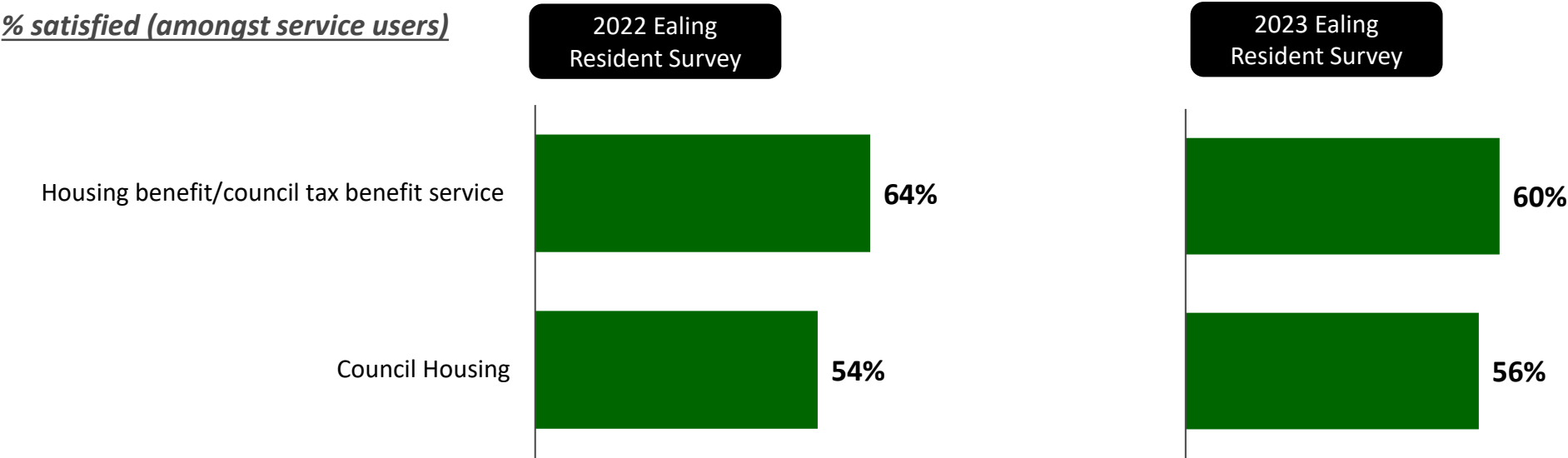
NET % SATISFIED



Base:  
(various,  
50+  
reported)

# Satisfaction with local services – welfare services – *year on year trends*

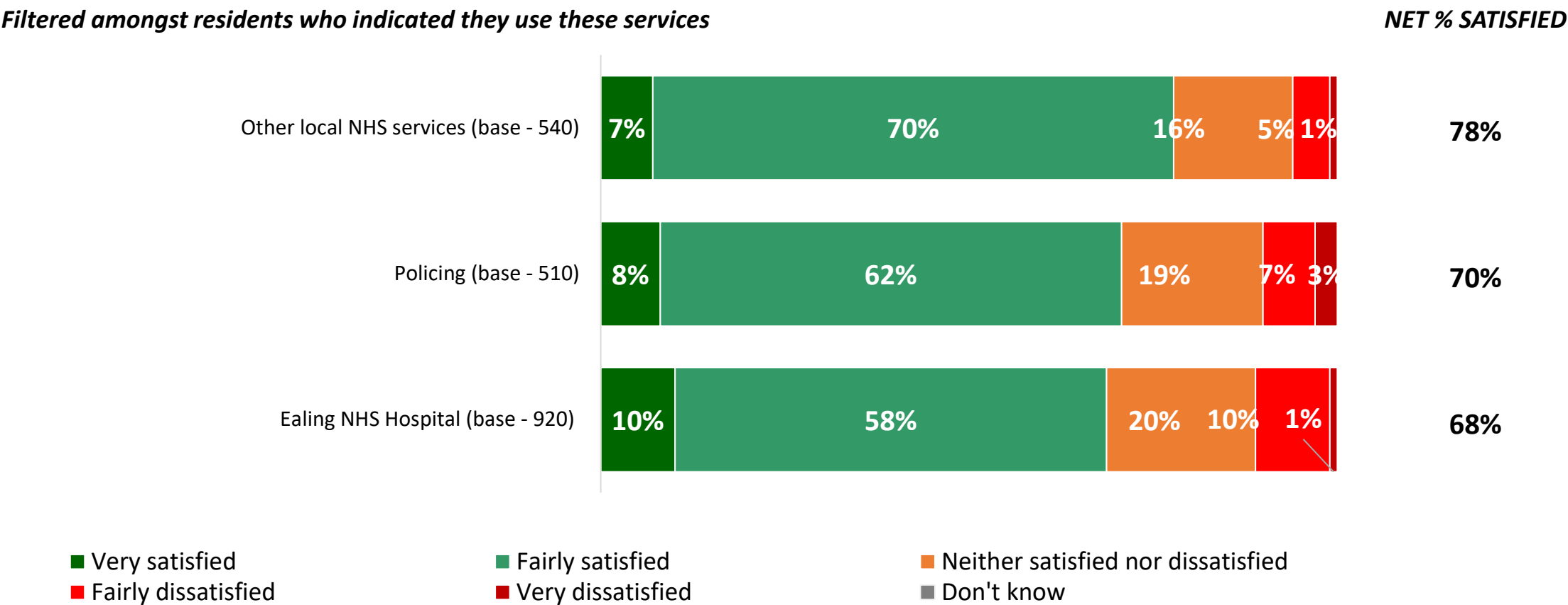
- A slight reduction in satisfaction with housing benefit / the council tax benefit service is observed year on year.



Base:  
(various,  
50+  
reported)

# Satisfaction with local services – partner services

- Satisfaction levels are broadly consistent across the partner services posed.
- Satisfaction levels are highest for other local NHS services.

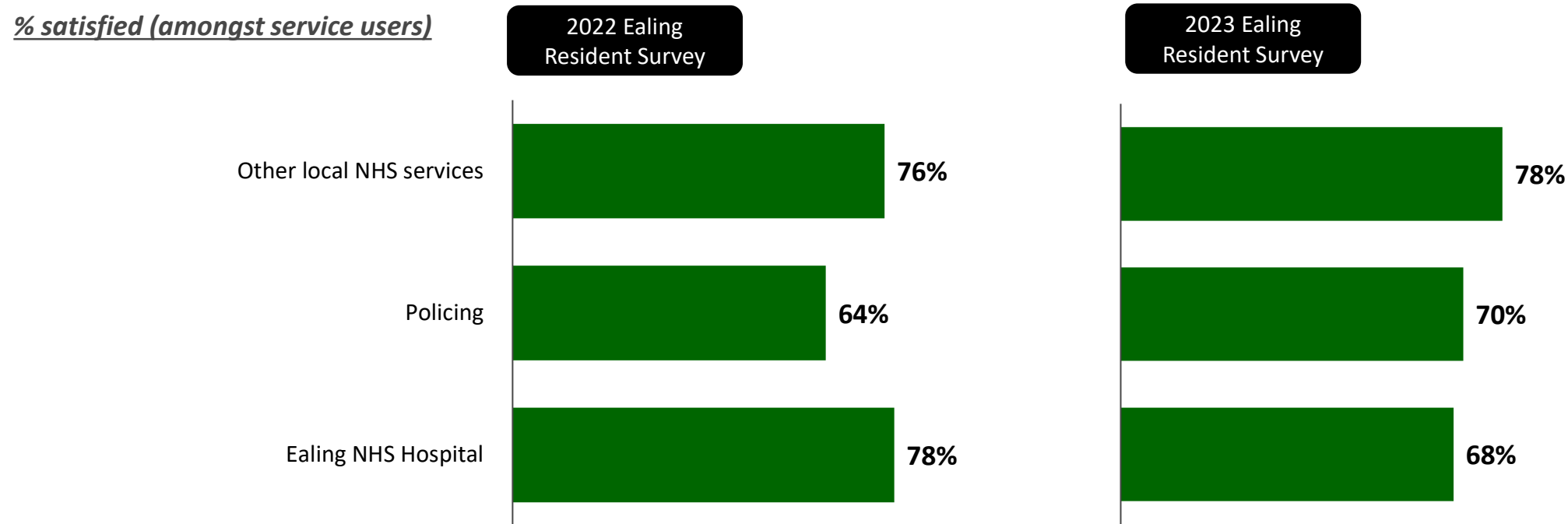


Base:  
(various,  
50+  
reported)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

# Satisfaction with local services – partner services – *year on year trends*

- An increase in satisfaction with policing is observed year on year.
- A decrease in satisfaction with the Ealing NHS hospital is observed year on year.

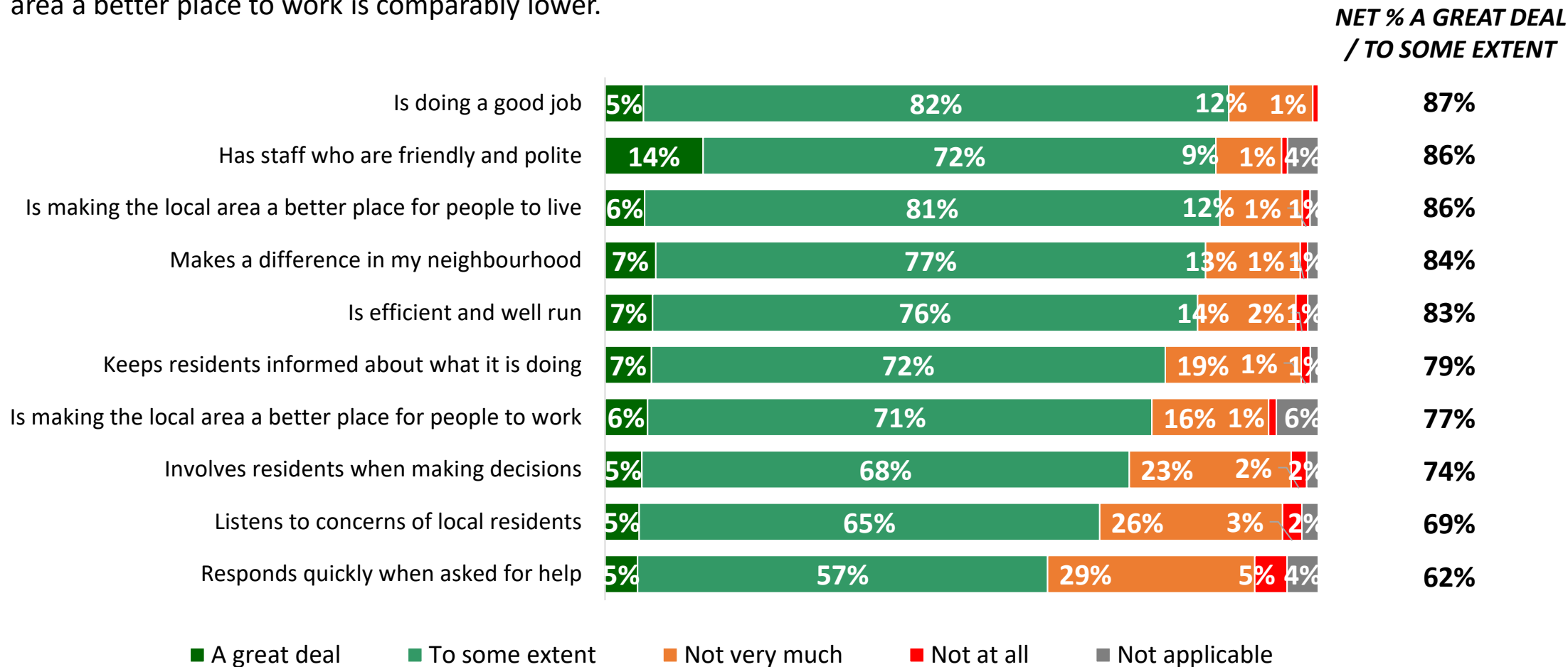


Base:  
(various,  
50+  
reported)

I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

# Perceptions of Ealing Council

- The majority agree Ealing Council is doing a good job, has staff who are friendly and polite and is making the local area a better place for people to live. However, it is important to note that the majority of these associations are ‘to some extent’.
- Association with Ealing Council engaging with residents through involvement, listening and responding and making the local area a better place to work is comparably lower.



# Perceptions of Ealing Council - trends

- All metrics related to how the council is perceived have shown an increase since last year, the most remarkable being the one on ‘council making the local area a better place for people to live’ (28-points rise since 2022), ‘keeping residents informed’ and ‘involves residents when making decisions’ (both an 11-point increase)

Response	“A great deal / to some extent”	
	2022	2023
Is doing a good job	83%	87%
Is making the local area a better place for people to live	58%	86%
Has staff who are friendly and polite	80%	86%
Makes a difference in my neighbourhood	74%	84%
Is efficient and well run	79%	83%
Keeps residents informed about what it is doing	68%	79%
Is making the local area a better place for people to work	70%	77%
Involves residents when making decisions	63%	74%
Listens to concerns of local residents	61%	69%
Responds quickly when asked for help	58%	62%

# Contrasting perceptions of Ealing Council by area

- A significantly higher proportion of residents who live in Central Ealing and Northolt agree the council involves residents when making decisions. Wider perceptions are also more positive amongst Northolt residents.
- A significantly lower proportion of residents who live in Hanwell associate the council with a number of statements.
- A significantly lower proportion of residents living in Acton agree the council involves and listens to residents and makes a difference to their neighbourhood.



## Ealing

'Involves residents when making decisions' (79%)

## Northolt

'Doing a good job' (94%)  
 'Involves residents when making decisions' (82%)  
 'Listens to concerns of local residents' (78%)  
 'Responds quickly when asked for help' (70%)  
 'Keeps residents informed about what it's doing' (88%)  
 'Makes a difference in my neighbourhood' (91%)

## Southall

'Doing a good job' (91%)  
 'Has staff who are friendly and polite' (90%)  
 'Is making the local area a better place to live' (91%)

## % A GREAT DEAL / TO SOME EXTENT

## Hanwell

'Doing a good job' (79%)  
 'Listens to concerns of local residents' (57%)  
 'Responds quickly when asked for help' (48%)  
 'Keeps residents informed about what it's doing' (70%)  
 'Is making the area a better place to live' (80%)  
 'Is making the area a better place to work' (68%)

## Perivale

'Is efficient and well run' (75%)

## Acton

'Is doing a good job' (81%)  
 'Involves residents when making decisions' (62%)  
 'Listens to concerns of residents' (62%)  
 'Makes a difference in my neighbourhood' (79%)

# Contrasting perceptions of Ealing Council by age and time living in Ealing

- A significantly lower proportion of residents aged 65 & over associate the council with these statements at least to some extent.
- A significantly higher proportion of residents who have been living in Ealing for less than 5 years associate the council with these statements at least to some extent.

**% A GREAT DEAL / TO SOME EXTENT**



Age group

**Aged 18-34**

'Doing a good job' (90%)  
 'Is efficient and well run' (88%)  
 'Listens to concerns of local residents' (75%)  
 'Has staff who are friendly and polite' (89%)  
 'Keeps residents informed about what it's doing' (83%)  
 'Is making the area a better place to live' (91%)  
 'Is making the area a better place to work' (82%)

**Aged 65+**

'Doing a good job' (82%)  
 'Is efficient and well run' (73%)  
 'Listens to concerns of local residents' (62%)  
 'Has staff who are friendly and polite' (80%)  
 'Keeps residents informed about what it's doing' (72%)  
 'Is making the area a better place to live' (77%)  
 'Is making the area a better place to work' (67%)



Length of time living in Ealing

**Less than 5 years**

'Listens to concerns of local residents' (75%)  
 'Responds quickly when asked for help' (67%)  
 'Is making the area a better place to live' (91%)  
 'Is making the area a better place to work' (82%)  
 'Makes a difference to my neighbourhood' (88%)

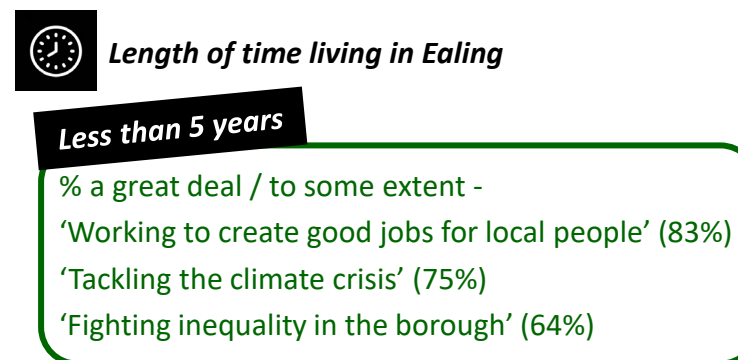
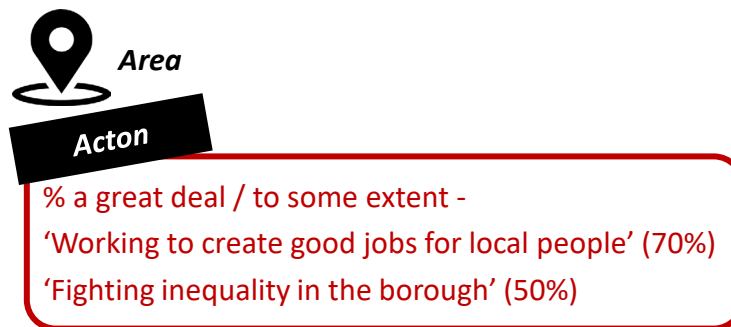
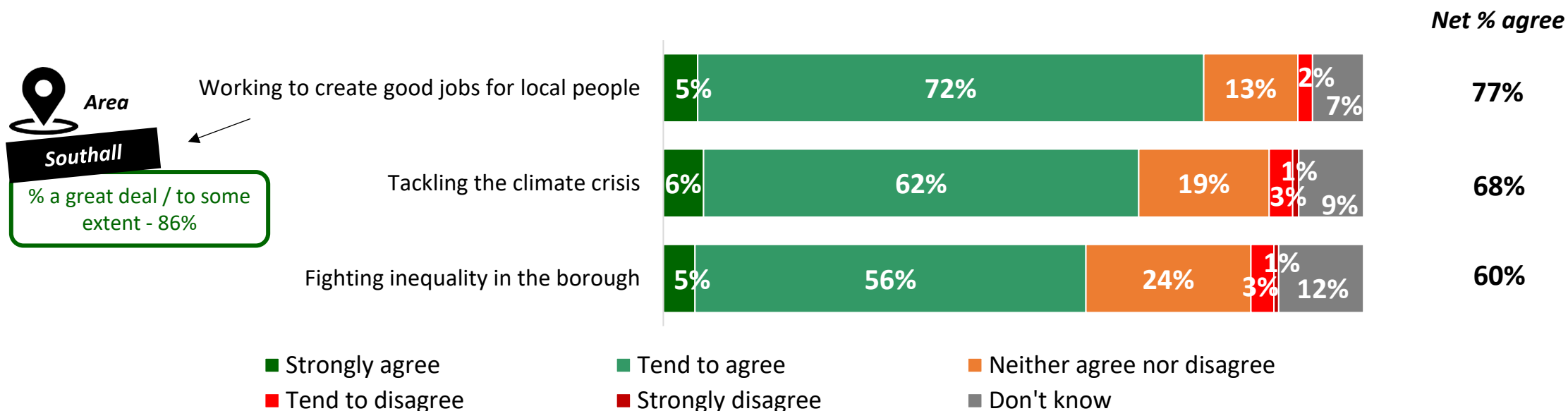
**More than 5 years**

'Listens to concerns of local residents' (65%)  
 'Responds quickly when asked for help' (59%)  
 'Is making the area a better place to live' (83%)  
 'Is making the area a better place to work' (73%)  
 'Makes a difference to my neighbourhood' (81%)



# Perceptions of Council Plan objectives

- Just over three quarters agree Ealing Council are working to create good jobs for local people. Although the proportion who strongly agree is low (5%). A significantly lower proportion of residents living in Acton agree the council is working to create good jobs and fighting inequality in the borough.



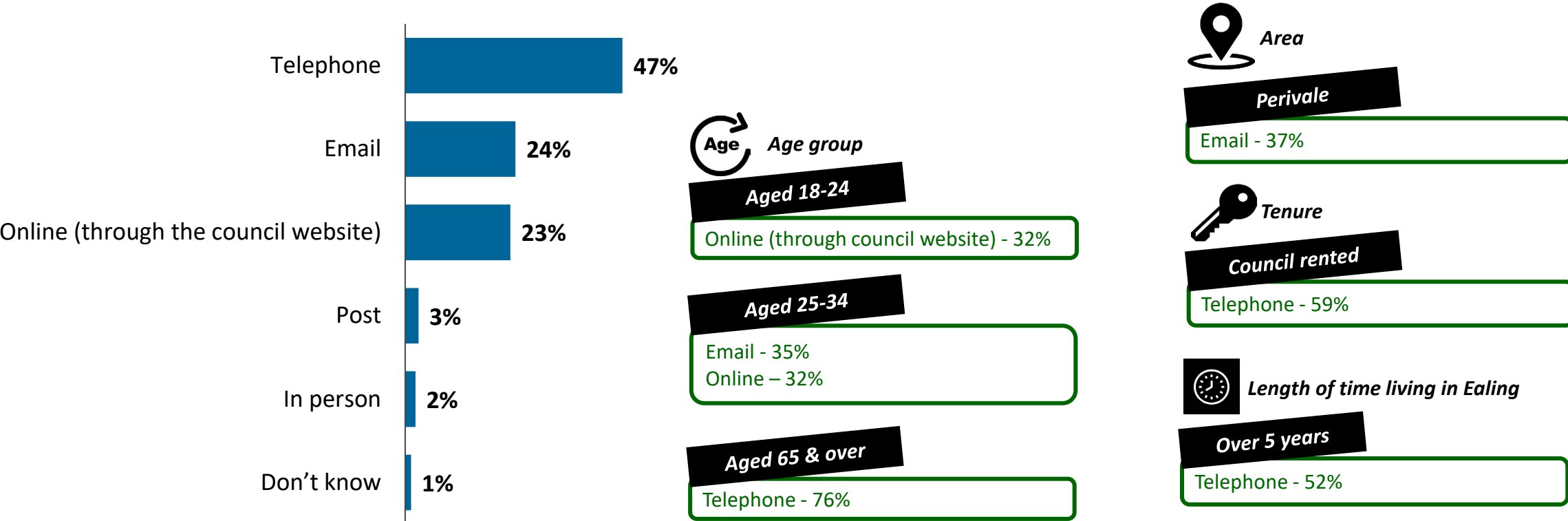
## Key findings – Council communications

---

- *Providing insight into contact with the council, preferred means of sourcing information and online engagement / confidence*

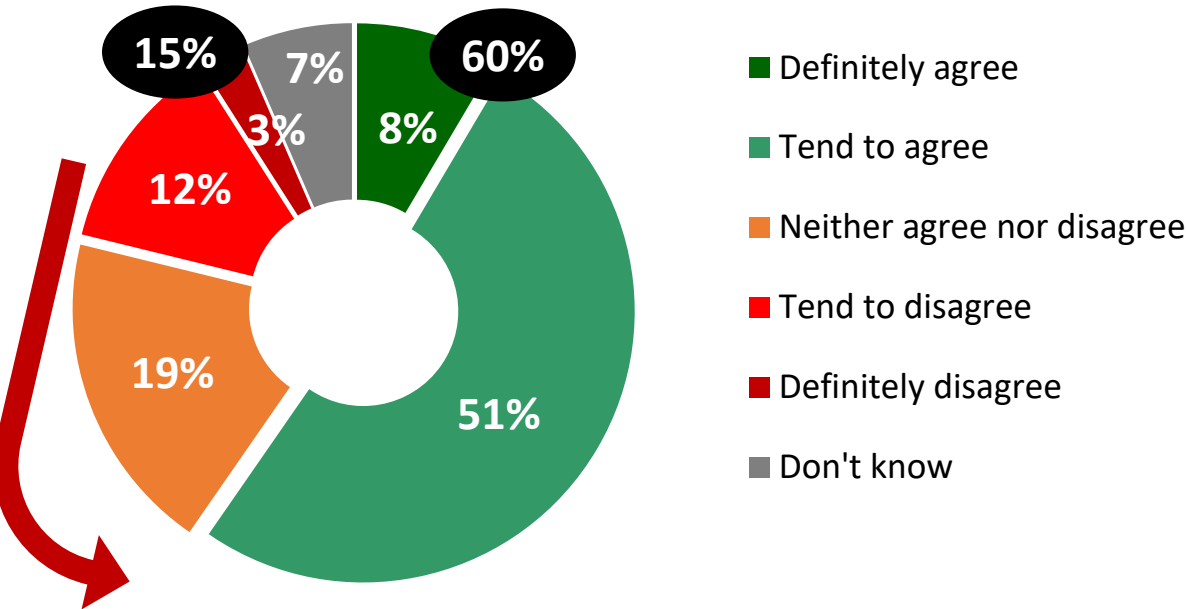
# Preferred method of contacting Ealing Council

- Just under half of residents claim they prefer to make contact by telephone if they needed to (broadly consistent with last year – 57%). 24% prefer email and 23% prefer online.
- Preference varies by age with a higher proportion of younger residents preferring to use the website and/or email and a higher proportion of older residents preferring to make contact by telephone.
- A higher proportion of residents who rent from the council prefer to make contact by telephone.



# Perceived ease of contacting Ealing Council

- Six in ten (60%) agree the council is easy to contact (broadly consistent with last year); only 8% agree strongly. 15% disagree. A lower proportion of residents aged 65 & over agree.
- The most common perceived barrier is difficulty in getting through to the right person by phone.



The most common reasons for disagreeing the Council is easy to contact is 'difficulty in getting through to the right person on the phone' (85% of those disagreeing) and 'unable to find correct department responsible for the service' (54%). 16% cited the website being difficult to use.

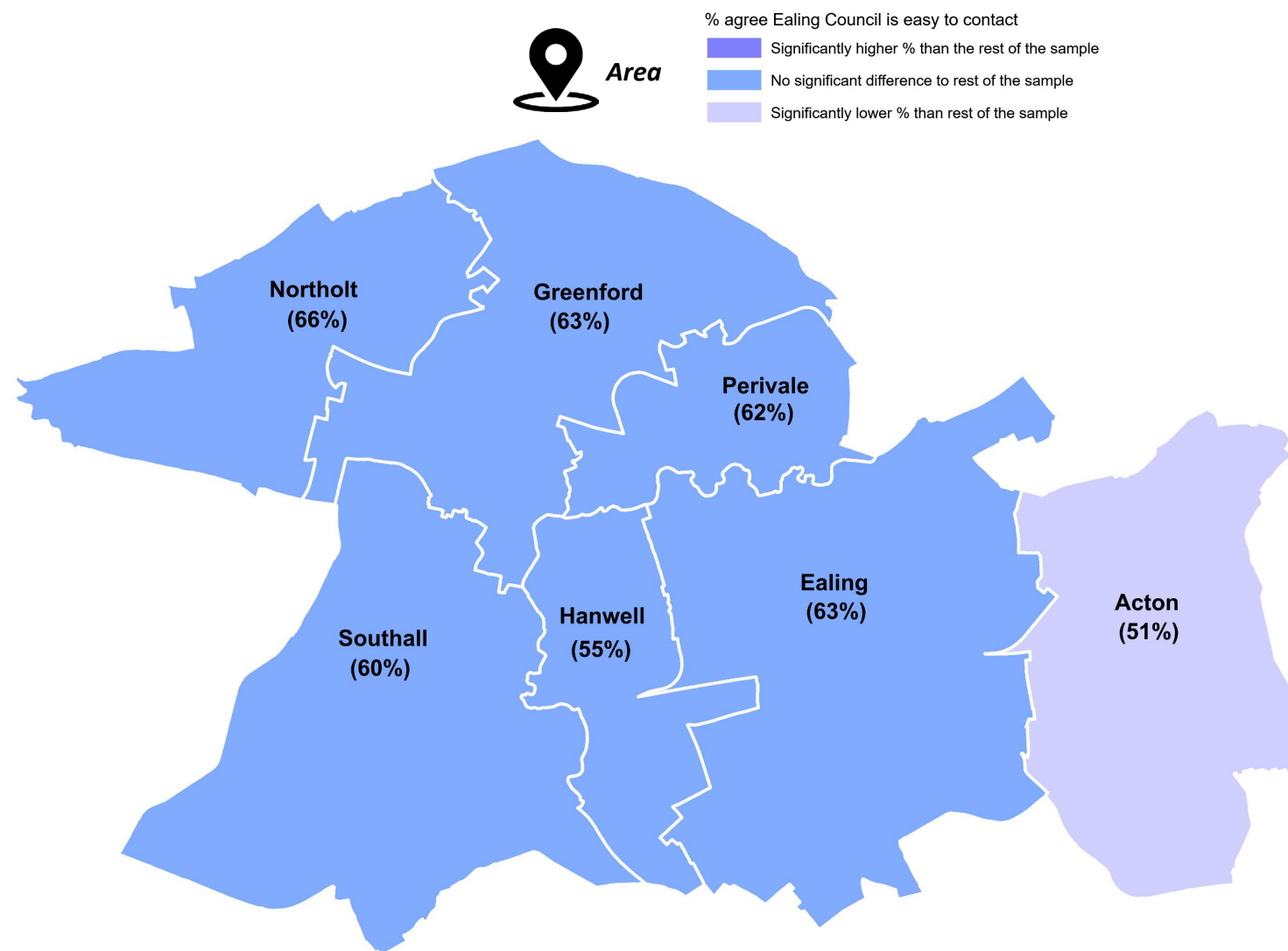
	Net % Agree	Definitely agree
Male	59%	8%
Female	60%	9%
Aged 18-24	61%	7%
Aged 25-34	60%	11%
Aged 35-54	60%	9%
Aged 55-64	64%	9%
Aged 65 & over	52%	5%
Own property outright / with mortgage	58%	8%
Rent from Council	59%	9%
Rent from private landlord	62%	9%
Lived in Ealing for 5 years or less	63%	9%
Lived in Ealing for more than 5 years	58%	8%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

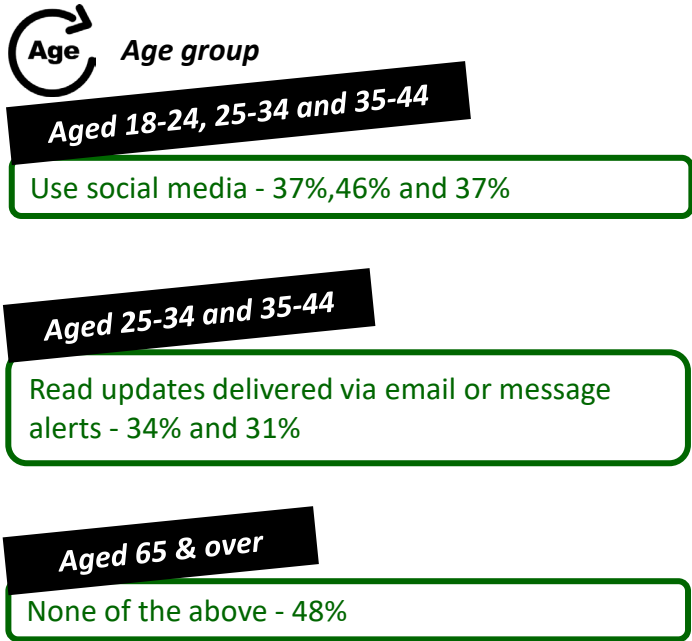
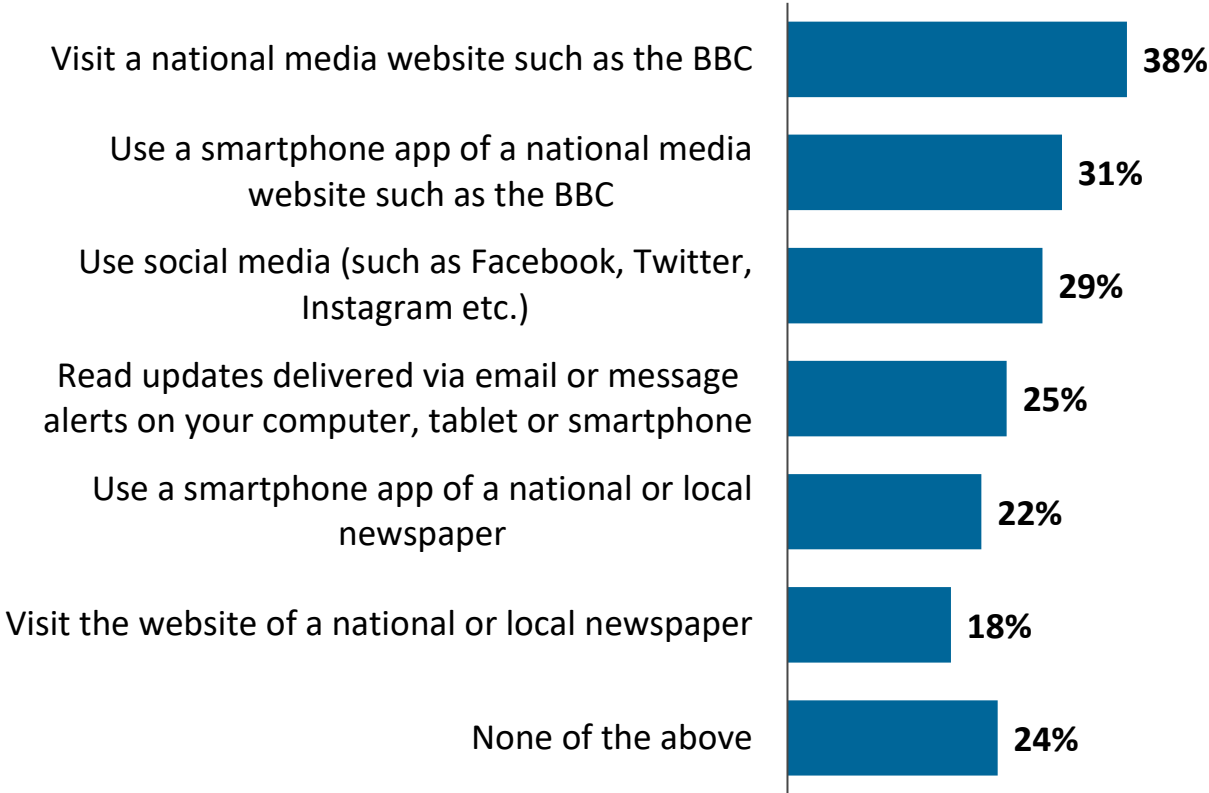
# Contrasting perceptions of ease of contacting Ealing Council by area

- Overall agreement that Ealing Council is easy to contact is significantly highest amongst residents living in Northolt compared to other towns (but not significantly higher).
- Overall agreement that Ealing Council is easy to contact is significantly lower amongst residents living in Acton compared to other towns.



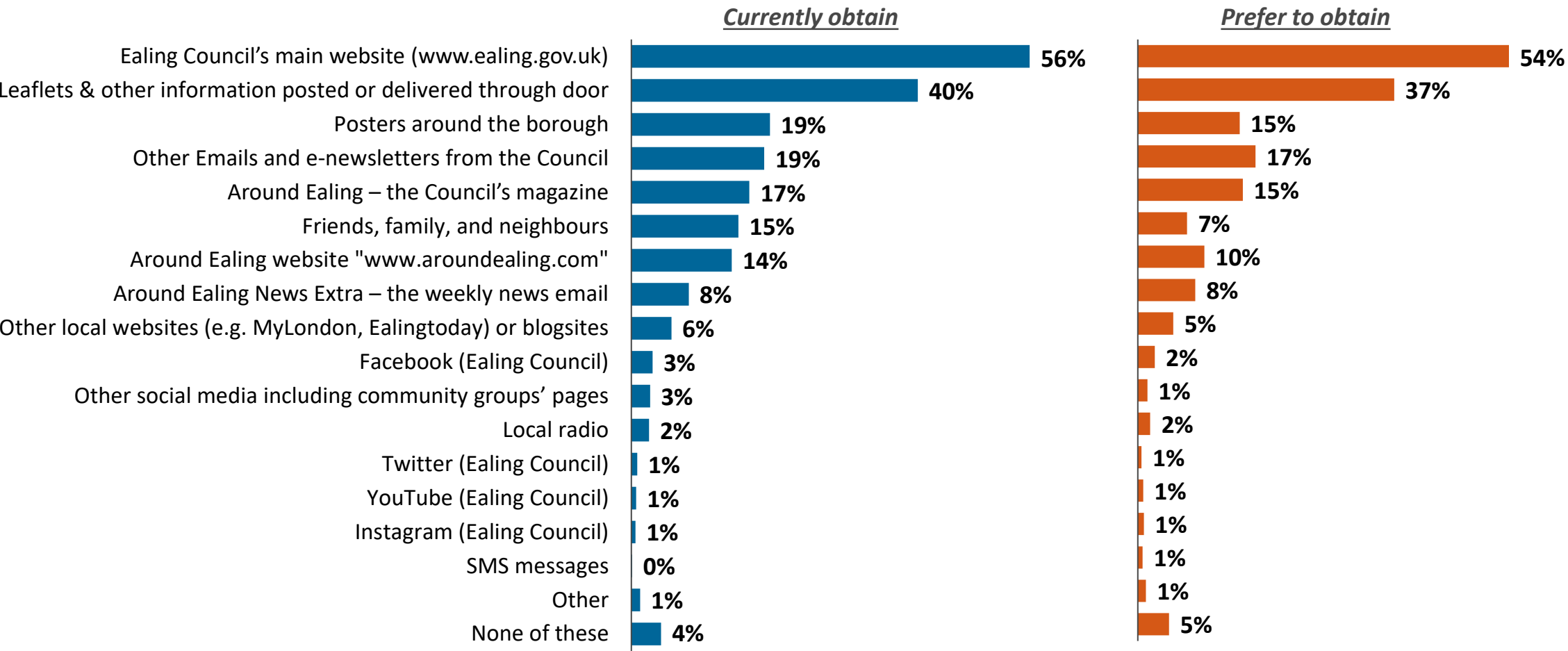
# Source of news or information on current affairs

- Just under a third source current affairs information through a smartphone app to access a national media website (31%). 38% visit a national media website. 29% indicate they use social media. Just under a quarter (24%) indicated they do not use any of these / do not access information on current affairs.
- Social media use is higher amongst residents aged 18-44 and a higher proportion of residents aged 25-44 read updated delivered via email or message alerts.



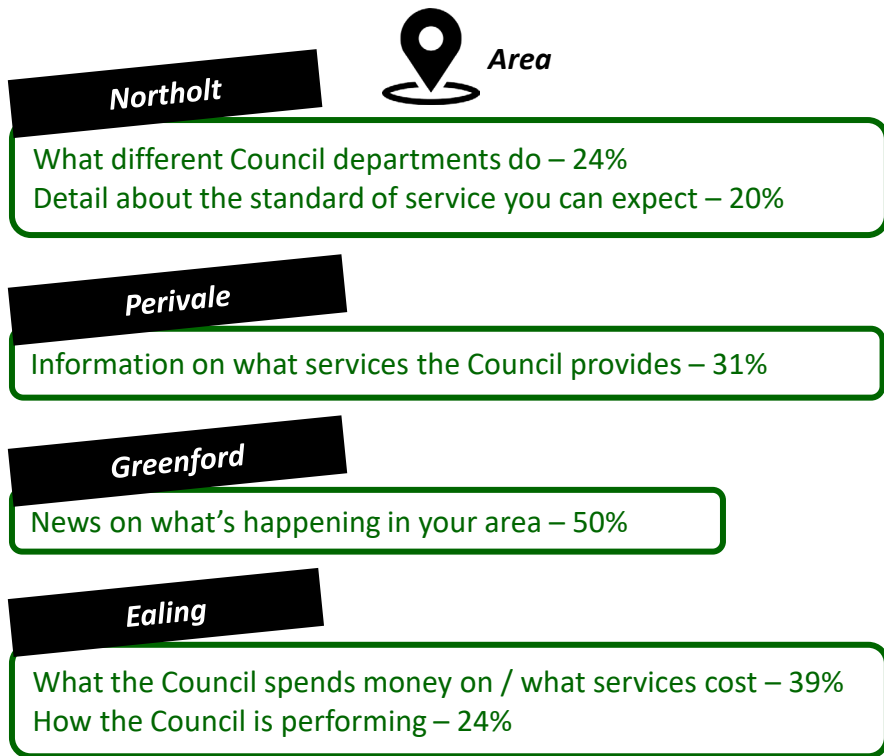
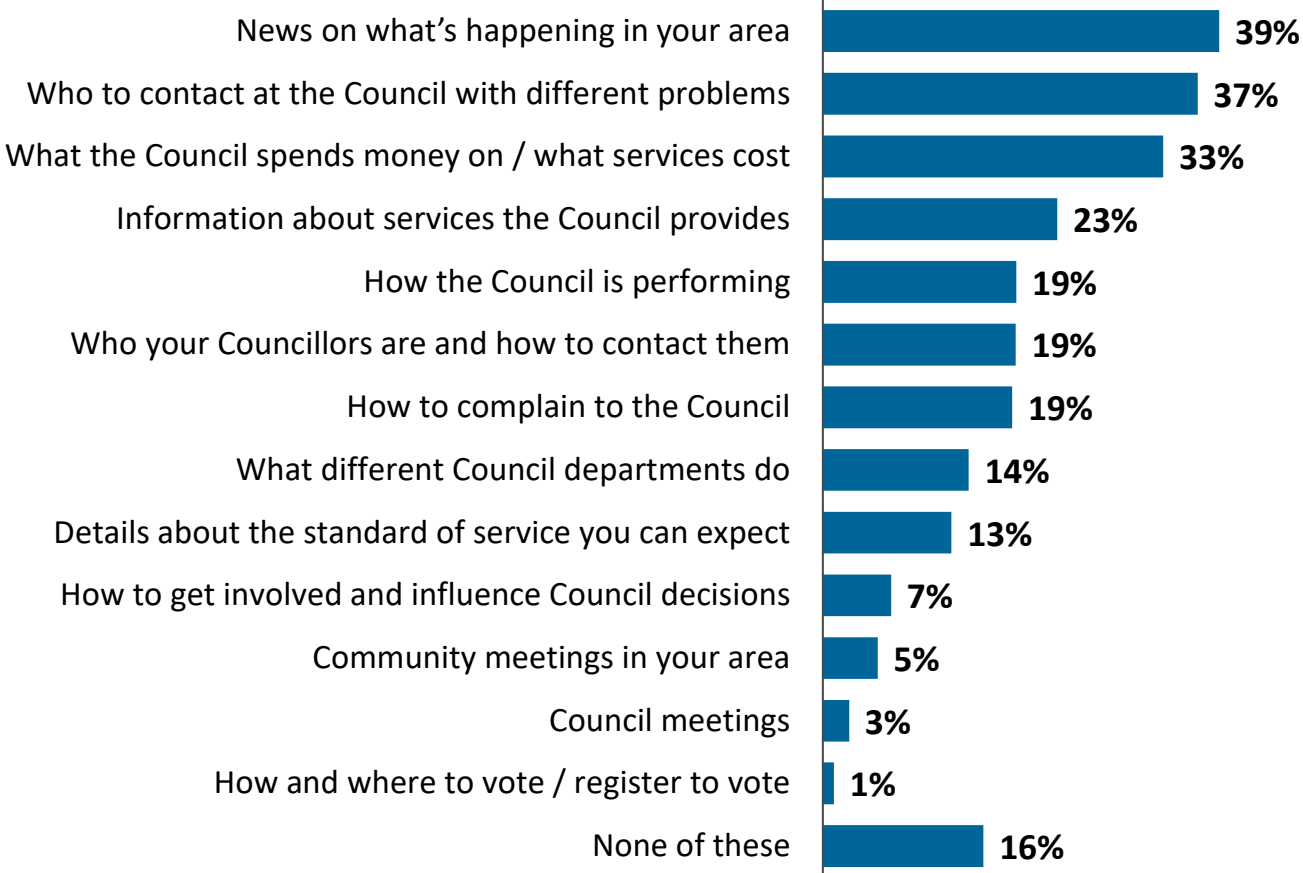
# Source of news or information about the council and its services

- Whilst the council website and information received through the post are the most common modes used / preferred, it is evident that multi-modal access is required.
- Modes selected for preferred means of access are broadly consistent with those currently used.



# Preferences for more information from Council

- Residents’ main information preferences are news on what’s happening in their local area, who to contact with different problems and what the council spends money on / what services cost.
- Preferences vary by area. A higher proportion of Central Ealing residents would like to see more information on council spend and performance.

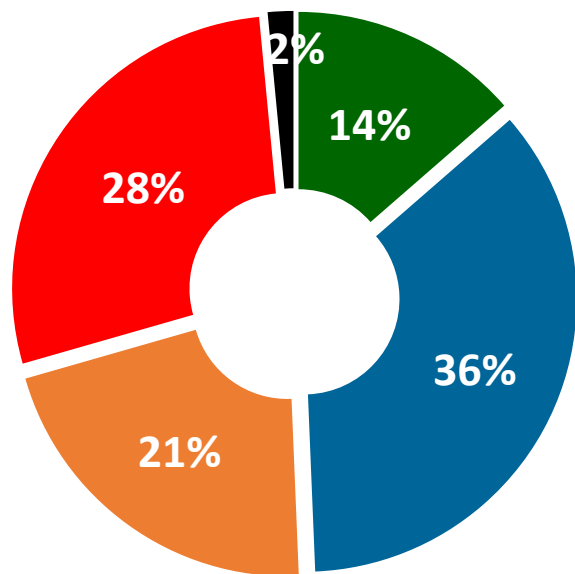




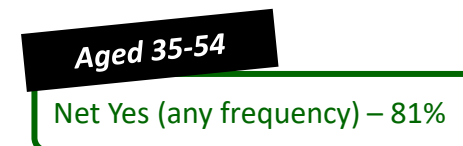
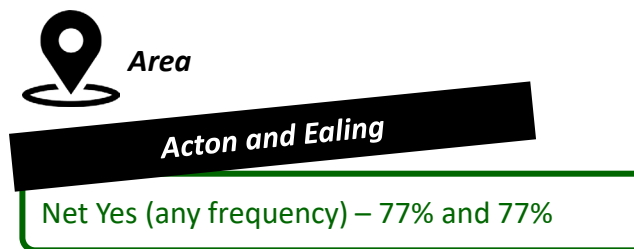
# Frequency of using Ealing Council website

- Just under three quarters of those with internet access have used the council website to some degree (71% - broadly consistent with last year – 69%); 14% have used it in the last month and a further 36% have used it in the last 12 months.
- Claimed use is highest amongst residents who live in Acton and Central Ealing.
- Claimed use is higher amongst residents aged 35-54 and lowest amongst residents 18-24.

Filtered amongst residents with internet access



- Yes, in the last month
- Yes, in the last 12 months
- Yes, over 12 months ago
- No
- Don't know/can't remember



# Reasons for using Ealing Council website

- A variety of reasons are given but the most common are making a payment, parking services and using MyAccount.
- 17% indicated they have reported an issue.



Area

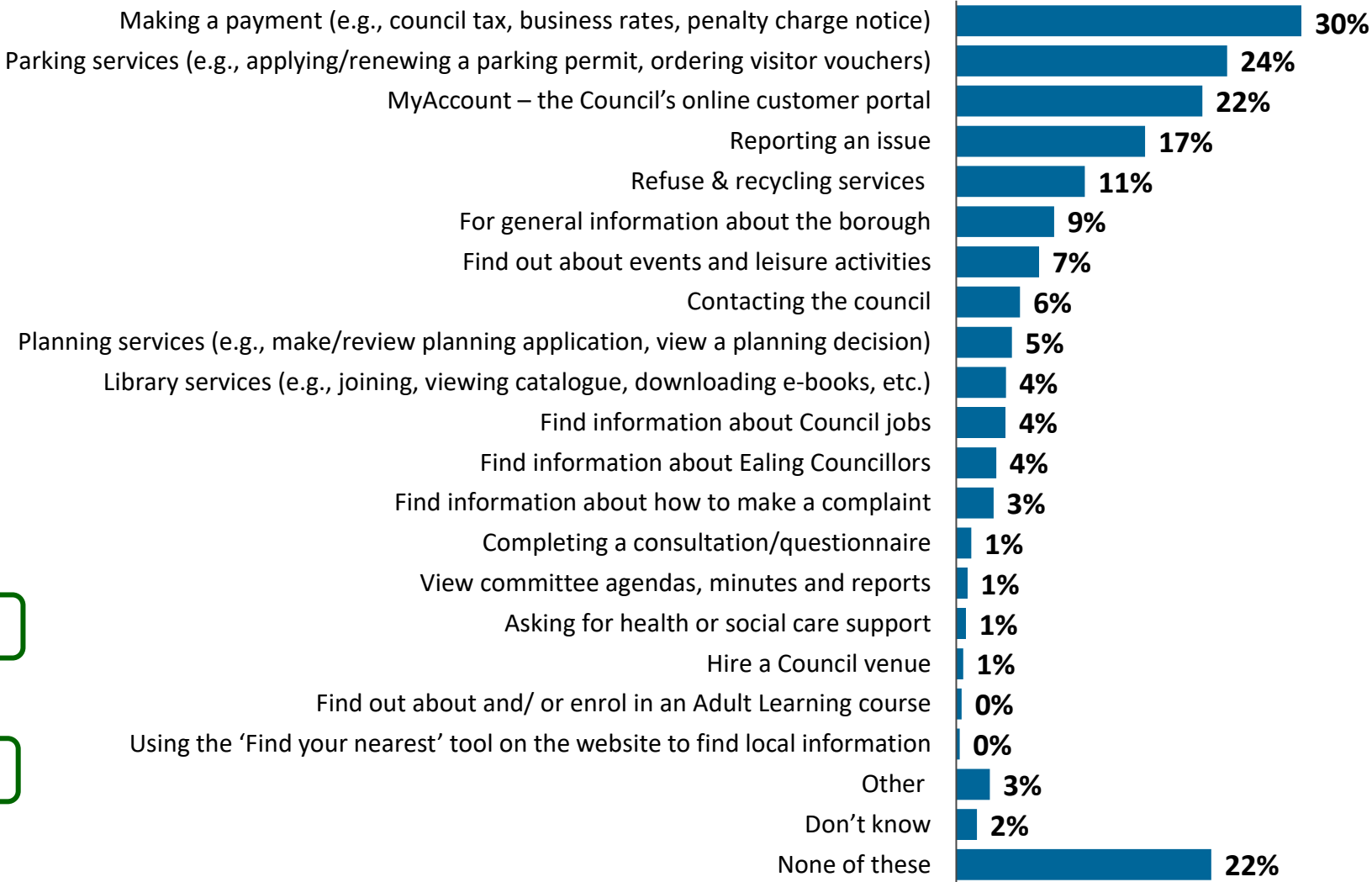
**Ealing and Greenford**

Parking services – 33% and 34%

**Northolt**

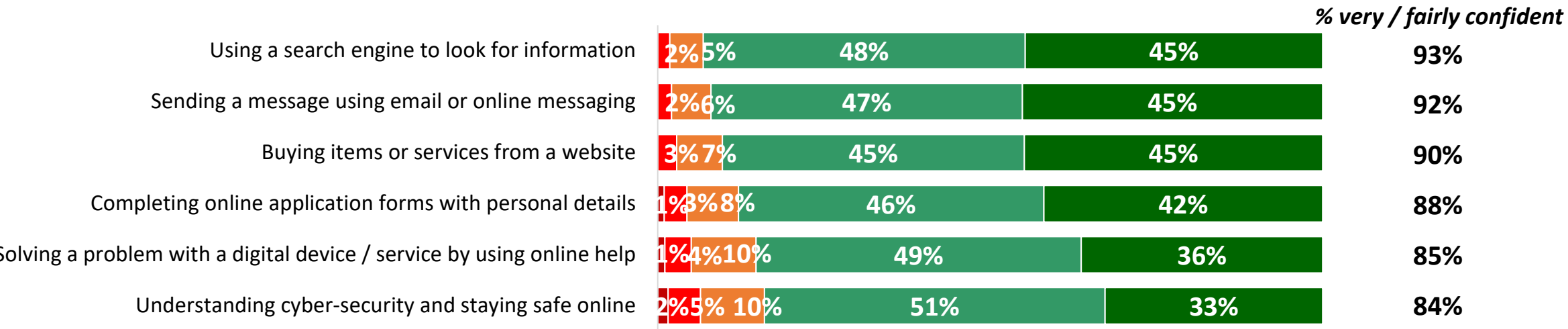
Reporting an issue – 25%

*Filtered amongst website users only*



# Confidence with online processes

- The majority claim they are confident in the online processes prompted. Strength of confidence is comparably lower for solving a problem with a digital / device service via online help and understanding cyber-security / staying safe.
- Confidence is lower amongst residents living in Southall, residents who rent from the council and are aged 65 & over.



■ Very unconfident ■ Fairly unconfident ■ Neither confident nor unconfident ■ Fairly confident ■ Very confident

**Area**  
Southall

% very confident –  
Using a search engine – 88%  
Sending message using email / online messaging – 84%  
Buying items or services from website – 84%  
Solving a problem with a digital device / service – 78%  
Completing online application forms – 80%

**Tenure**  
Council rented

% very confident –  
Using a search engine – 84%  
Sending message using email / online messaging – 84%  
Buying items or services from website – 78%  
Solving a problem with a digital device / service – 73%  
Completing online application forms – 75%

**Age**  
Age group  
Aged 65 & over

% very confident –  
Using a search engine – 70%  
Sending message using email or online messaging – 67%  
Buying items or services from website – 60%  
Solving a problem with a digital device / service – 50%  
Completing online application forms – 54%

# Thank you

Report prepared by Lake Market Research

January 2024

[www.lake-research.com](http://www.lake-research.com), 01622 357060