



Ealing Resident Survey 2024 – Written report

Prepared by Lake Market Research

December 2024

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 third 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:

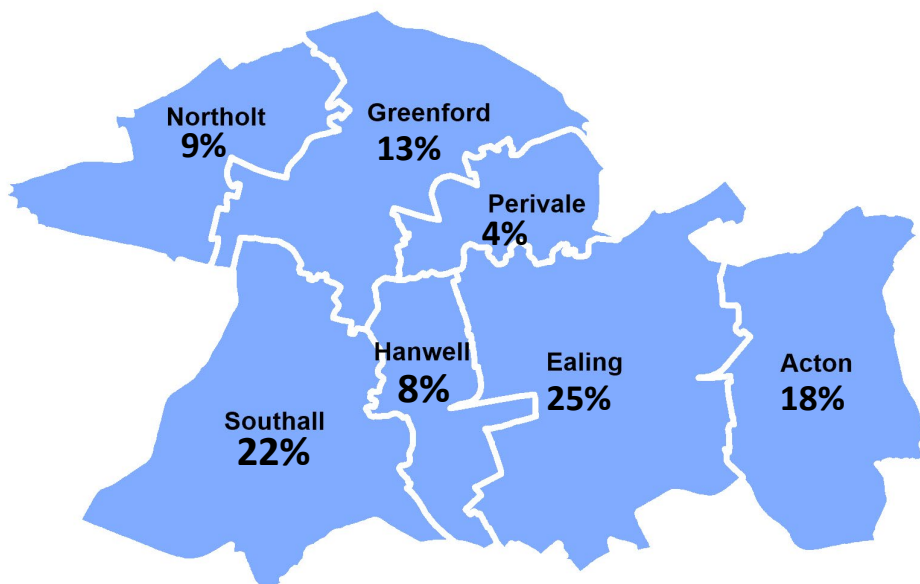
- 1,275 interviews in total
- Interviews with residents at home
- Sampling error of +/-3% at a confidence level of 95%
- Fieldwork took place in October and November 2024
- Residents randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of Ealing

Dataset weighted by population statistics supplied by Ealing Council:

- Age
- Gender
- Town
- Ethnicity

Comparisons made to 2018, 2022 and 2023 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
- 12% aged 55-64
- 17% aged 65 & over

Gender:

- 49% man
- 51% woman

Working status:

- 71% working
- 12% not working
- 16% retired

Home ownership:

- 44% homeowner / buying with mortgage
- 10% rent from council
- 9% from housing association
- 34% rent from private landlord
- 1% living with parents

Ethnicity:

- 43% White
- 30% Asian
- 11% Black
- 12% 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 1,275 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:

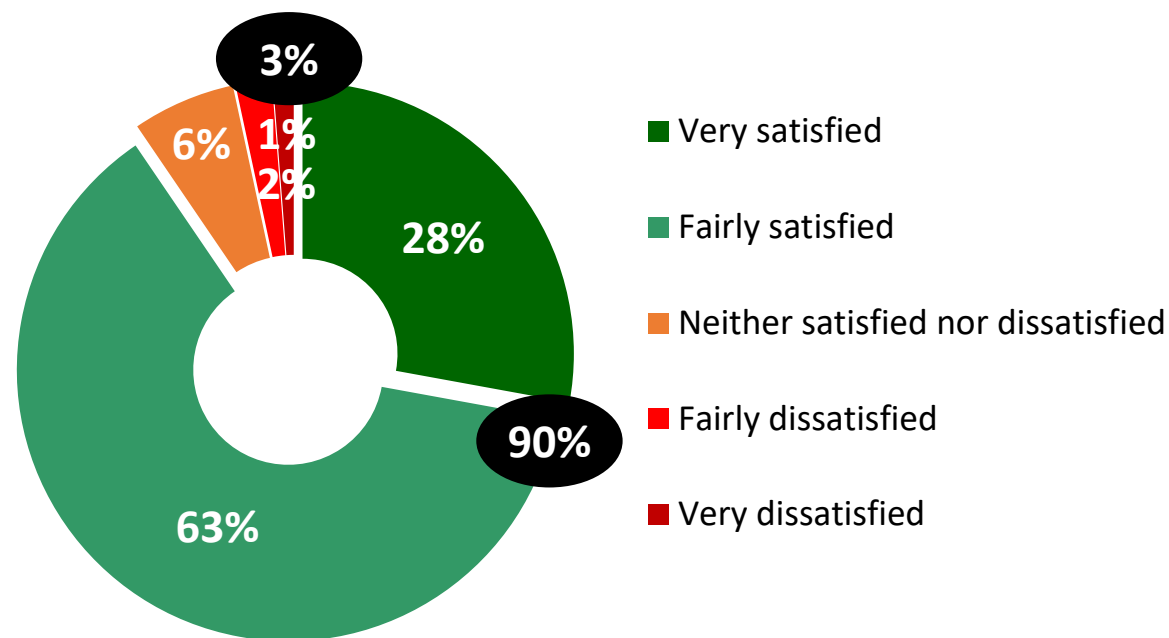
Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

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 (90%) are satisfied with their local area as a place to live; 28% are very satisfied.
- Overall satisfaction (including % fairly satisfied) is strong across demographics but comparably lower amongst residents who own their property outright / or with a mortgage.



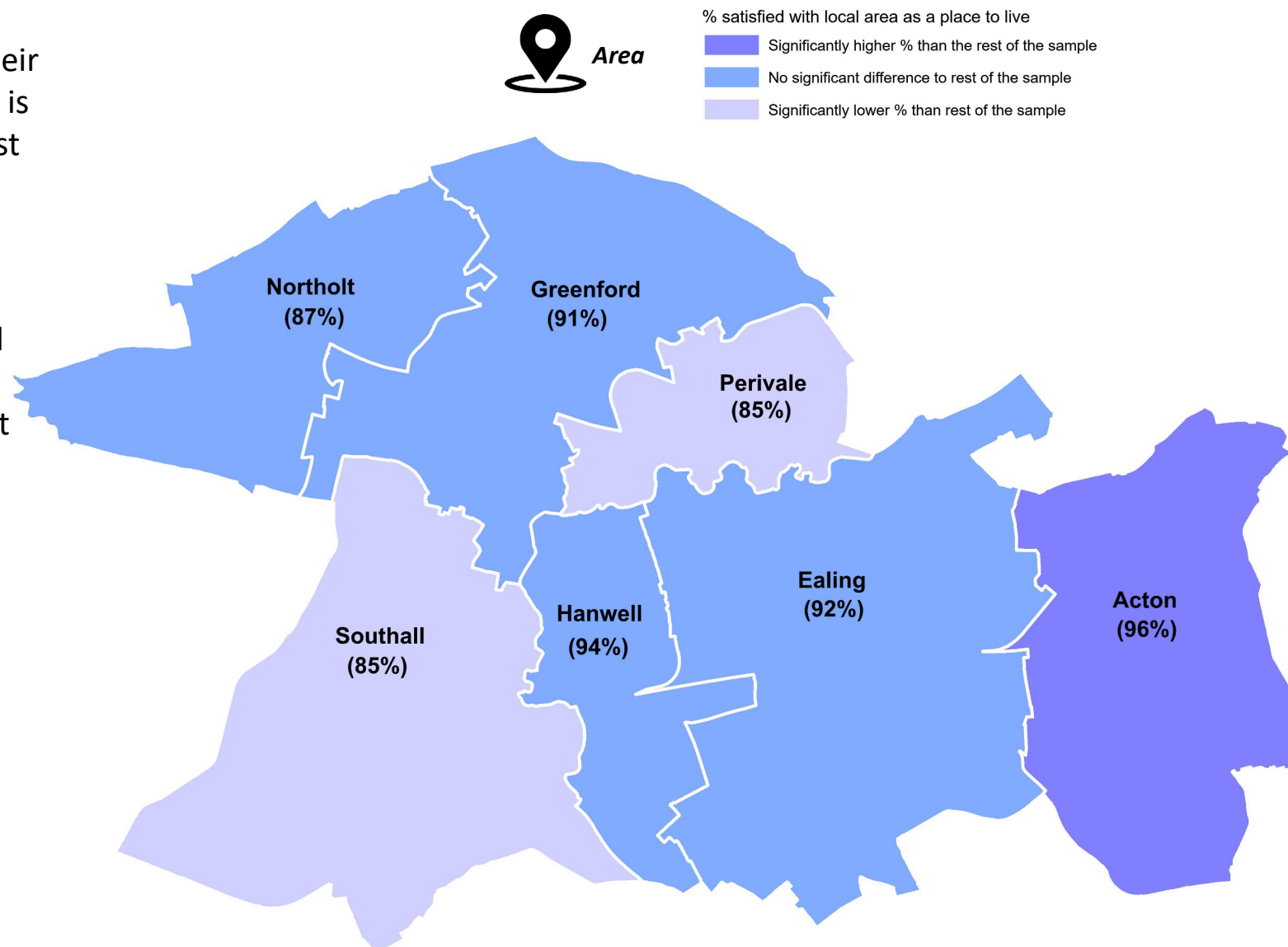
	Net % Satisfied	% very satisfied
Male	92%	32%
Female	89%	24%
Aged 18-24	87%	28%
Aged 25-34	93%	23%
Aged 35-54	89%	30%
Aged 55-64	88%	28%
Aged 65 & over	93%	29%
Own property outright / with mortgage	87%	27%
Rent from council	92%	39%
Rent from private landlord	94%	23%
Lived in Ealing for 5 years or less	93%	24%
Lived in Ealing for more than 5 years	89%	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

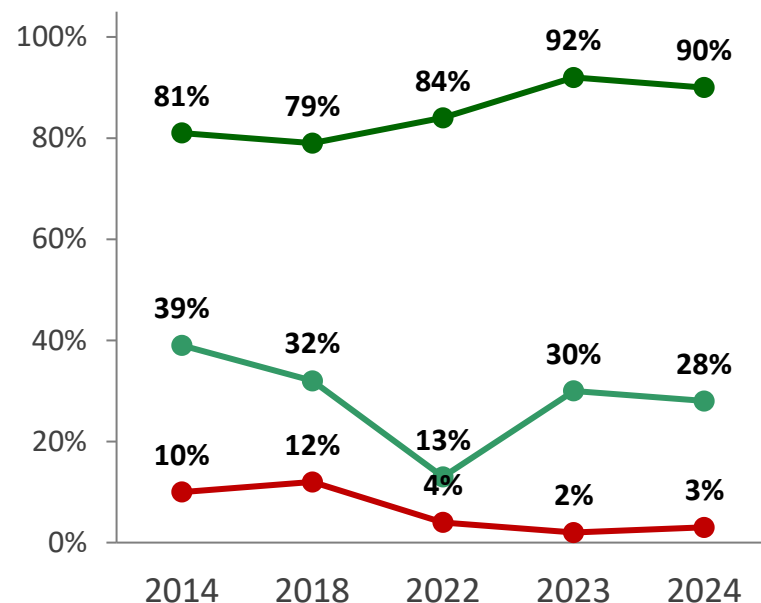
- Overall satisfaction with their local area as a place to live is significantly higher amongst residents living in Acton compared to other towns.
- Whilst still high, overall satisfaction with their local area as a place to live is significantly lower amongst residents living in Perivale and Southall compared to other towns.



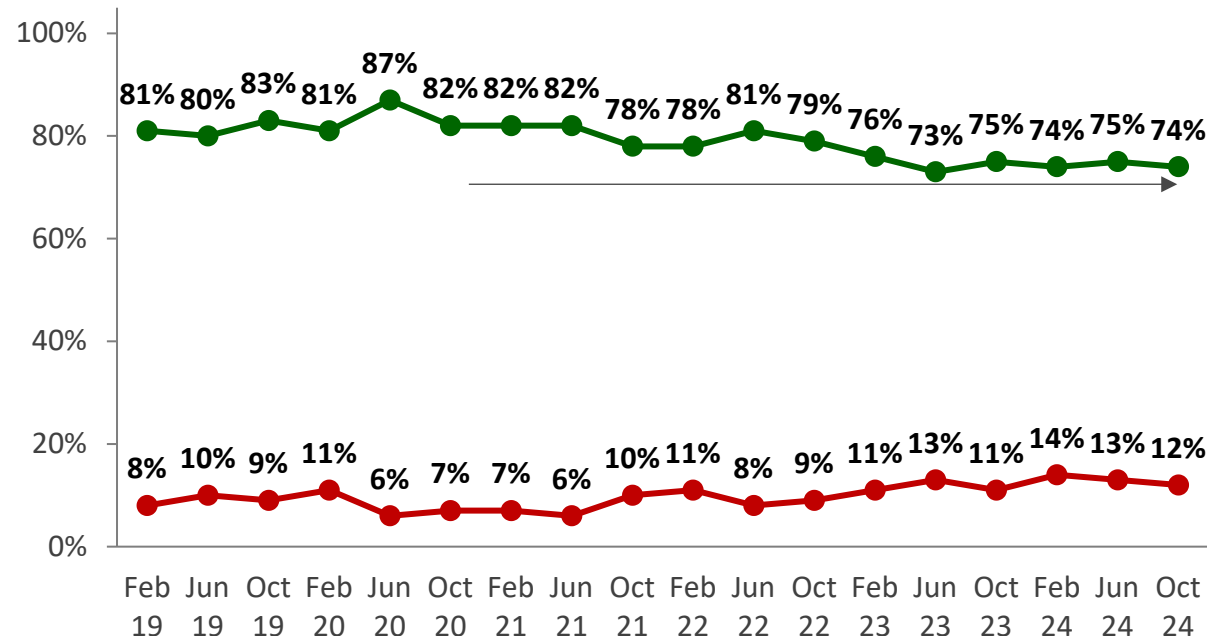
Satisfaction with local area as a place to live – time series data & benchmarks

- Overall satisfaction levels are broadly consistent with last year's Ealing resident survey with no significant differences observed.
- Satisfaction is higher than the national average recorded in the quarterly national polling conducted by the LGA (which is broadly consistent over the last year of polling).

Ealing Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+

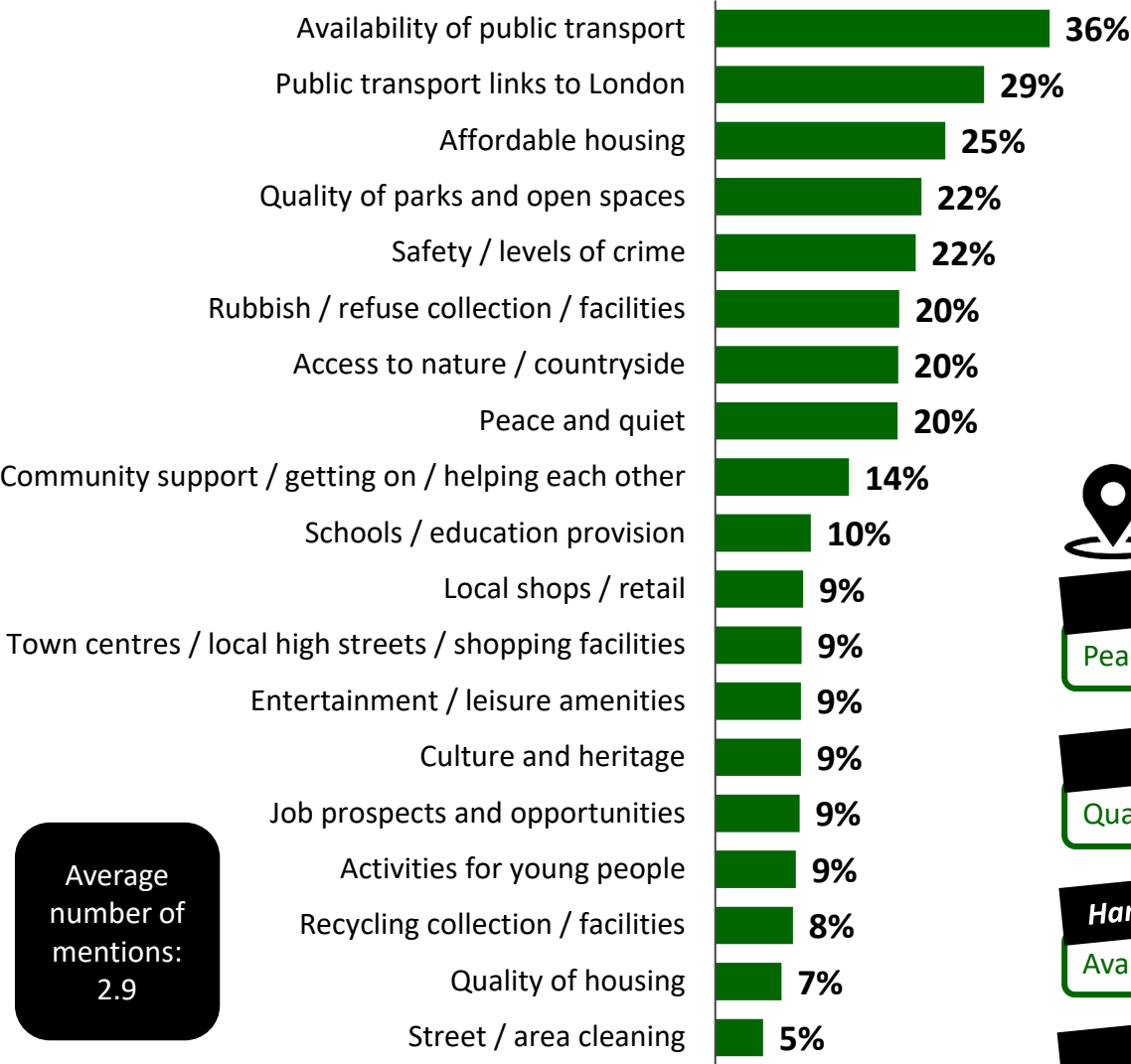


—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

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

Base: Ealing Council Resident Survey, n=1,275; Base: LG Inform National Quarterly polling, 1,000 per wave

What constitutes a good place to live?



Average number of mentions: 2.9

- 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, public transport links to London, affordable housing, quality of parks and open spaces and safety / crime levels rank highest.
- Varying contributors observed by demographic subgroups. Affordable housing is more of a factor for those privately renting. Safety is valued amongst residents aged 65 & over.



Area

Acton

Peace and quiet (25%)

Ealing

Quality of parks and open spaces – 28%

Hanwell & Northolt

Availability of public transport – 49% / 49%

Perivale

Affordable housing – 38%



Age

Age group

Aged 25-34

Public transport links to London – 34%

Aged 65 & over

Safety / levels of crime – 28%



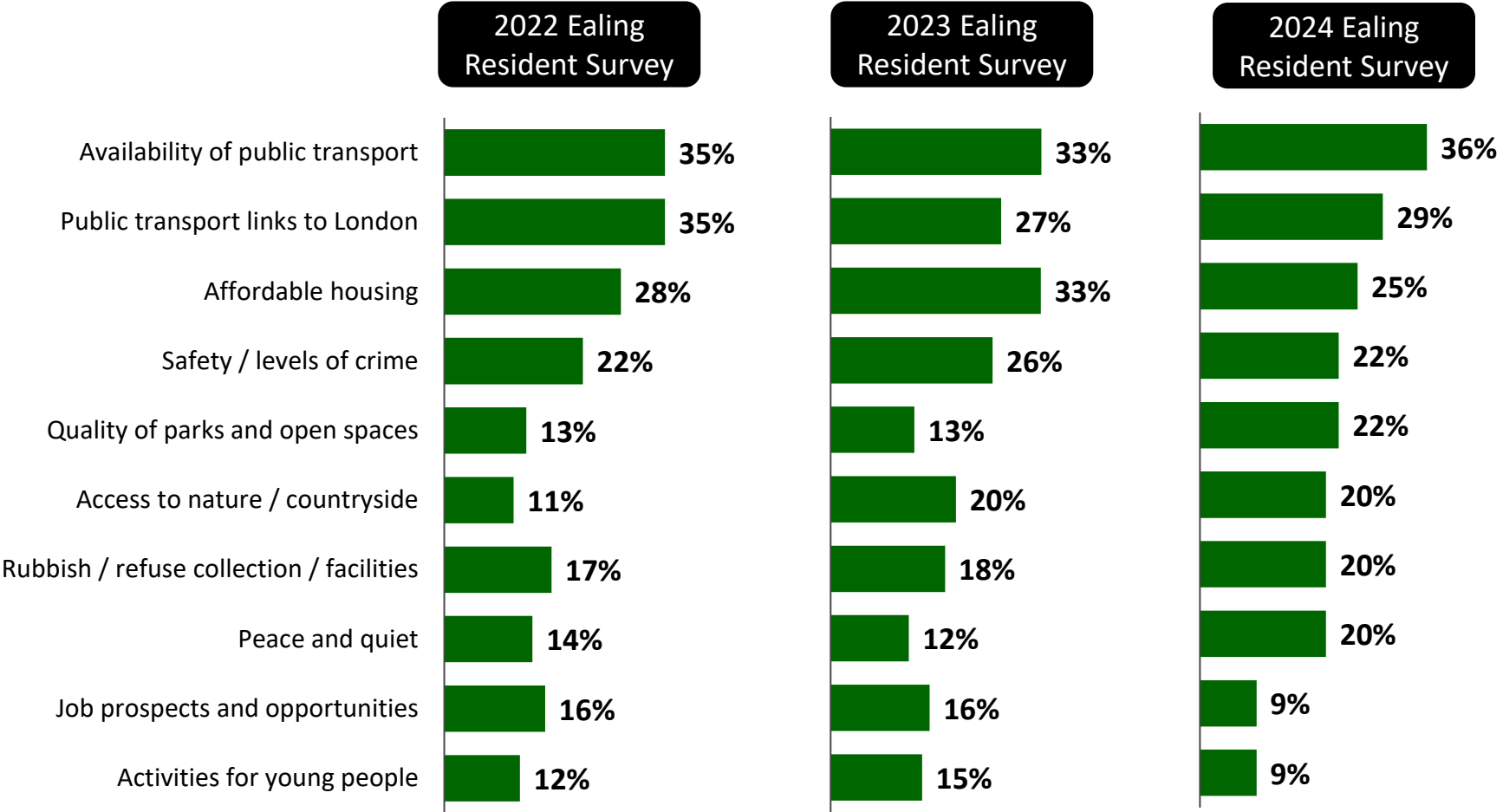
Tenure

Private rented

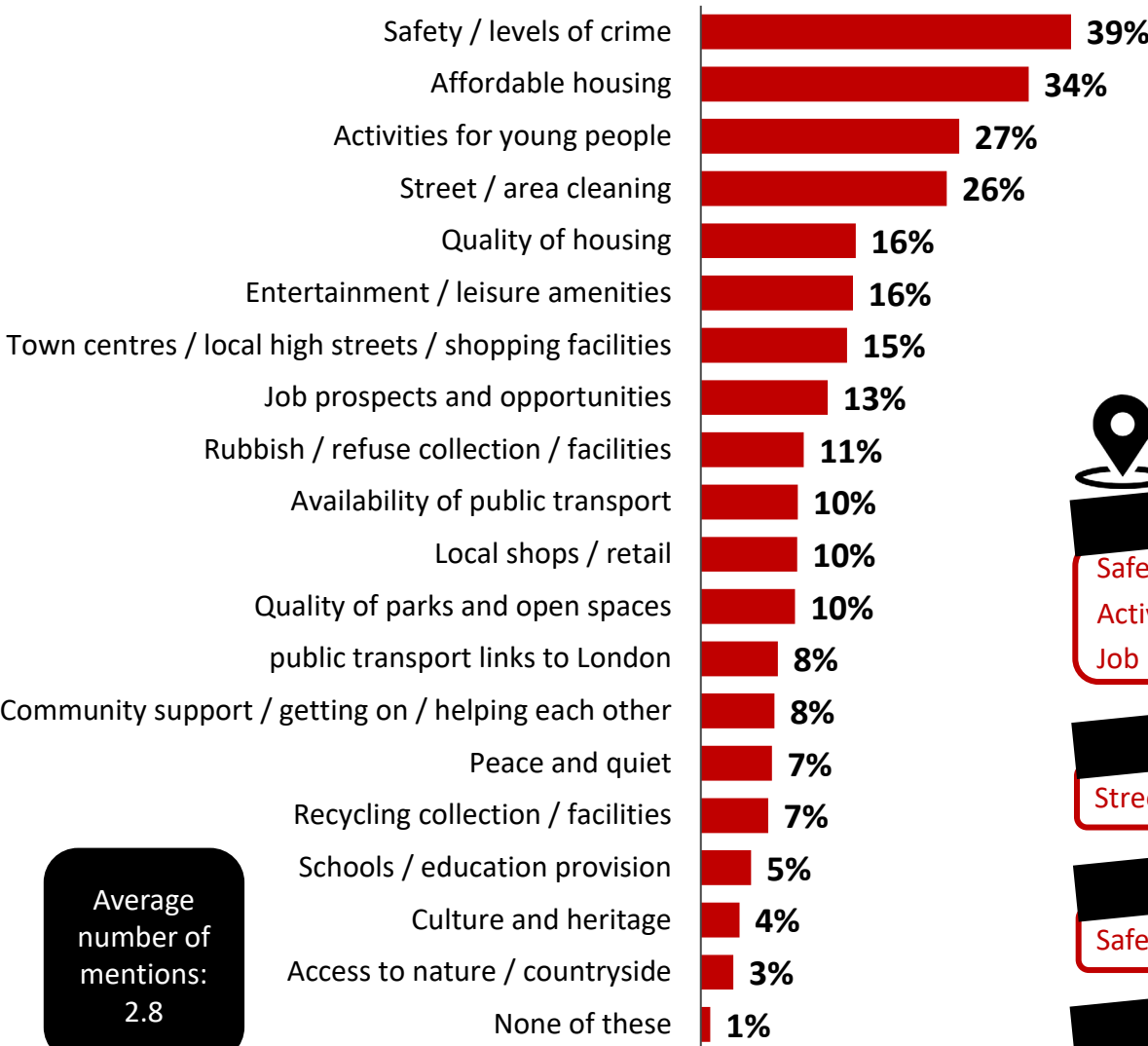
Affordable housing – 30%

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.
- Green and open space is valued with a higher proportion selecting access to nature / countryside, quality of parks and green spaces and peace and quiet compared to previous years.



Primary improvements needed in local area



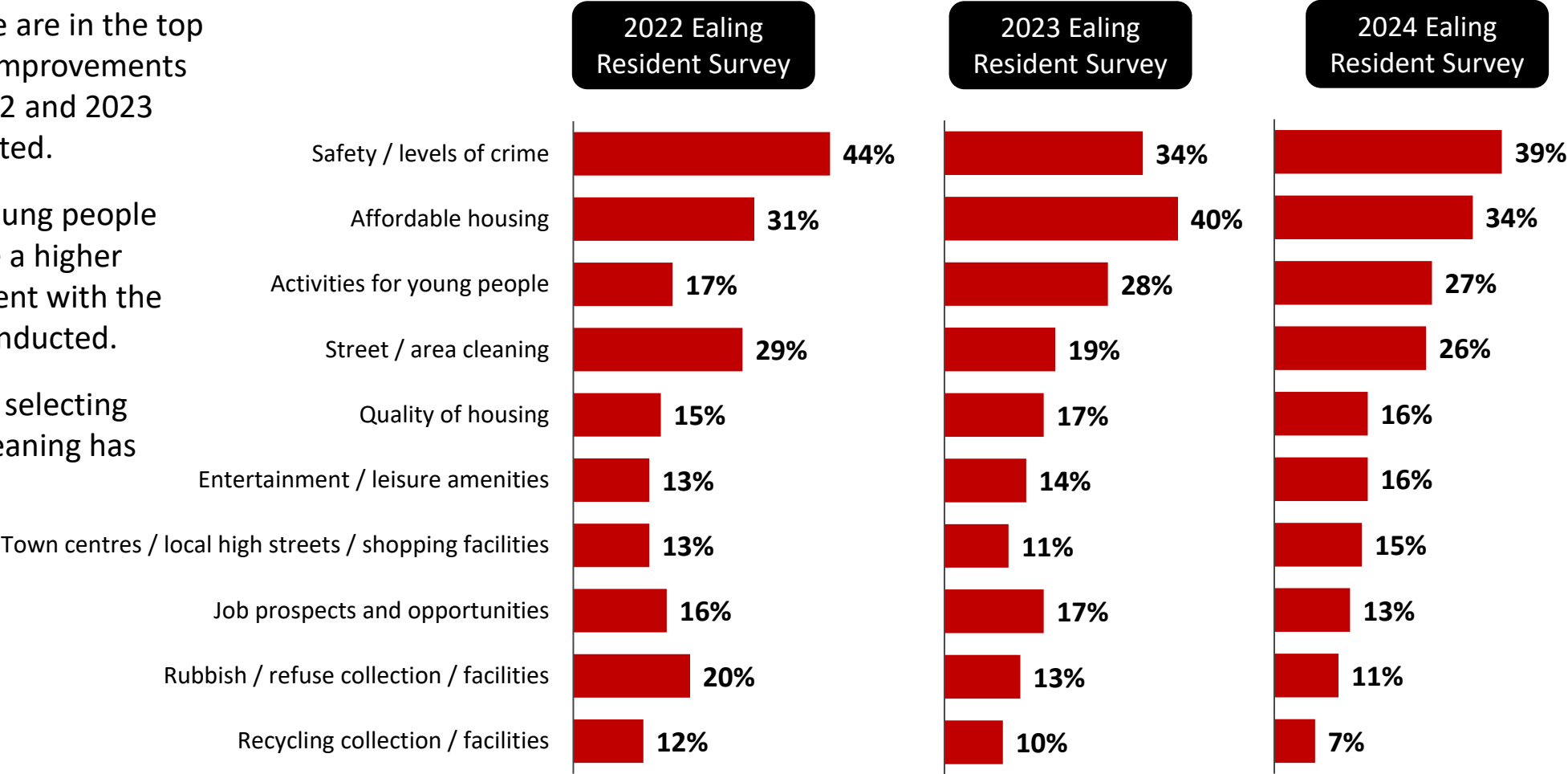
Average number of mentions: 2.8

- Residents were asked to identify the things that most need improving from a list of factors.
- Safety / crime levels, affordable housing, activities for young people and street / area cleaning rank highest.
- Varying contributors observed by demographic subgroups. Safety / crime levels appear to be more of an issue in Hanwell and Perivale. Lack of opportunities is also apparent in Hanwell.



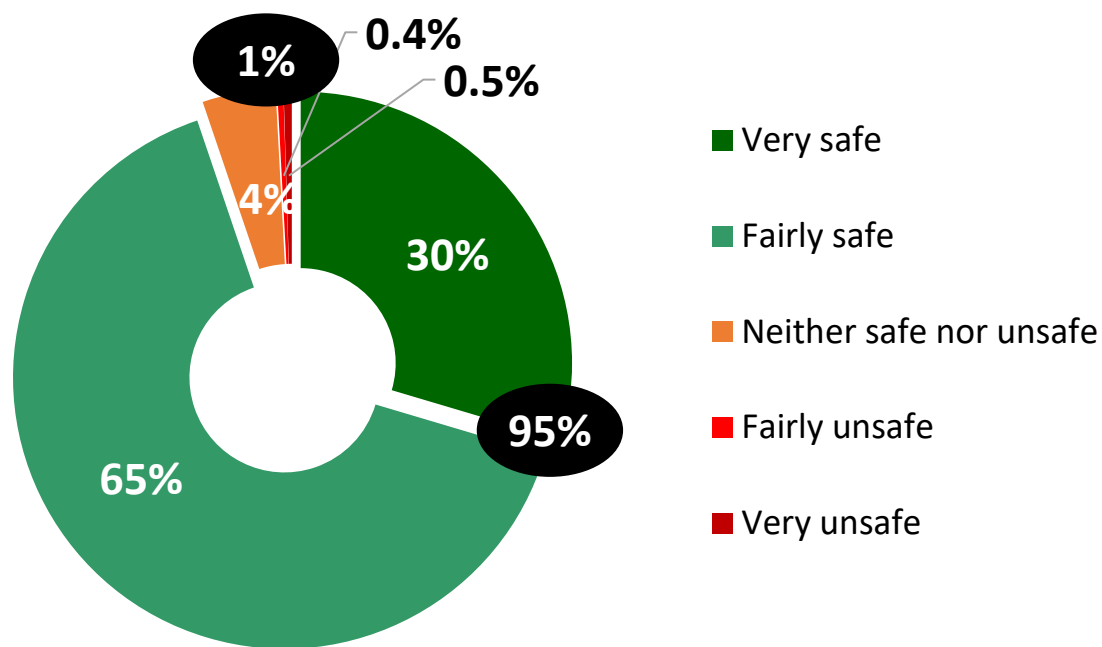
Primary improvements needed in local area – Top 10 year on year trends

- Affordable housing and safety / levels of crime are in the top three primary improvements in both the 2022 and 2023 surveys conducted.
- Activities for young people continues to be a higher priority consistent with the 2023 survey conducted.
- The proportion selecting street / area cleaning has also increased.



Perception of safety in local area during the day

- The vast majority (95%) feel safe in their local area during the day. However, only 30% feel very safe.
- The proportion feeling very safe during the day is significantly lower amongst female residents and residents just about getting by / not managing financially.



	% Very Safe
Male	34%
Female	26%
Aged 18-24	29%
Aged 25-34	29%
Aged 35-54	30%
Aged 55-64	25%
Aged 65 & over	31%
Own property outright / with mortgage	29%
Rent from council	32%
Rent from private landlord	27%
Lived in Ealing for 5 years or less	33%
Lived in Ealing for more than 5 years	28%
Living comfortably financially	41%
Just about getting by / not managing financially	17%

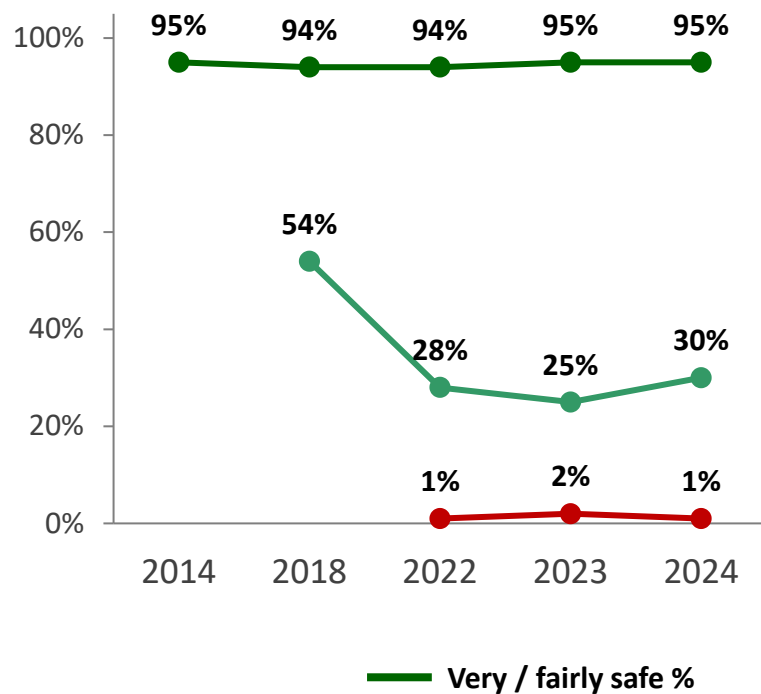
Significantly **higher** % than other subgroups at 95% confidence level

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

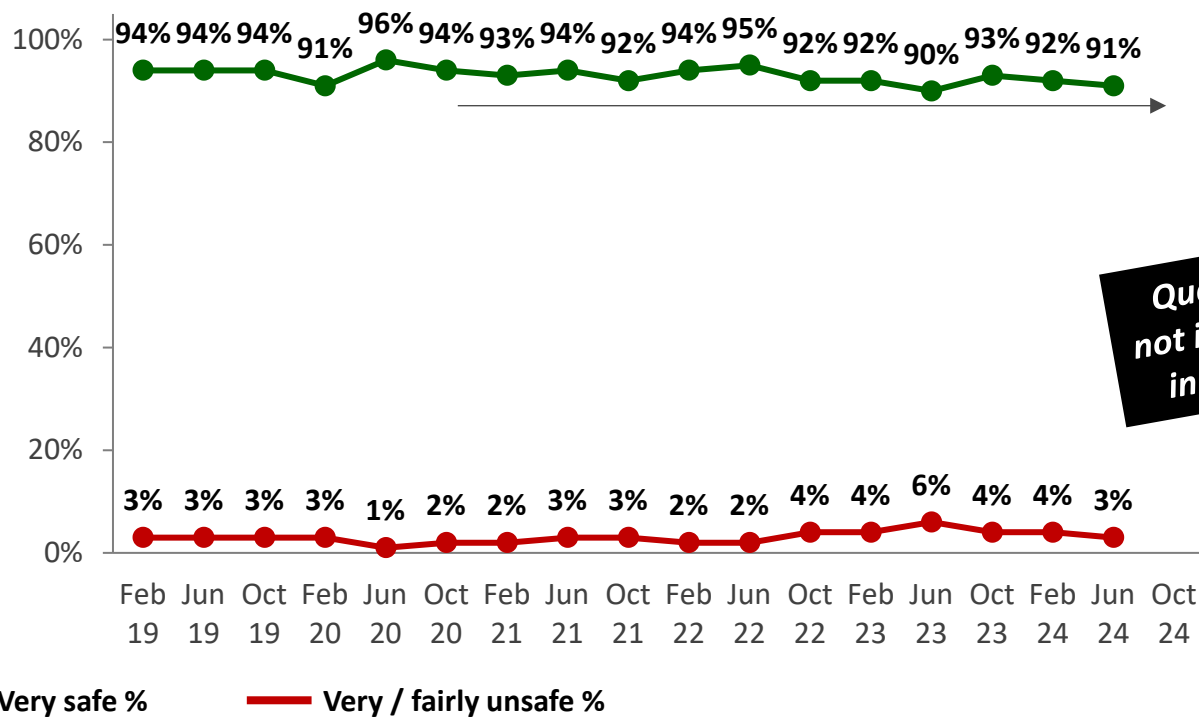
Perception of safety in local area during the day – time series data & benchmarks

- The proportion feeling safe is consistent with last year's Ealing resident survey. However, the proportion feeling very safe remains significantly lower than 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+

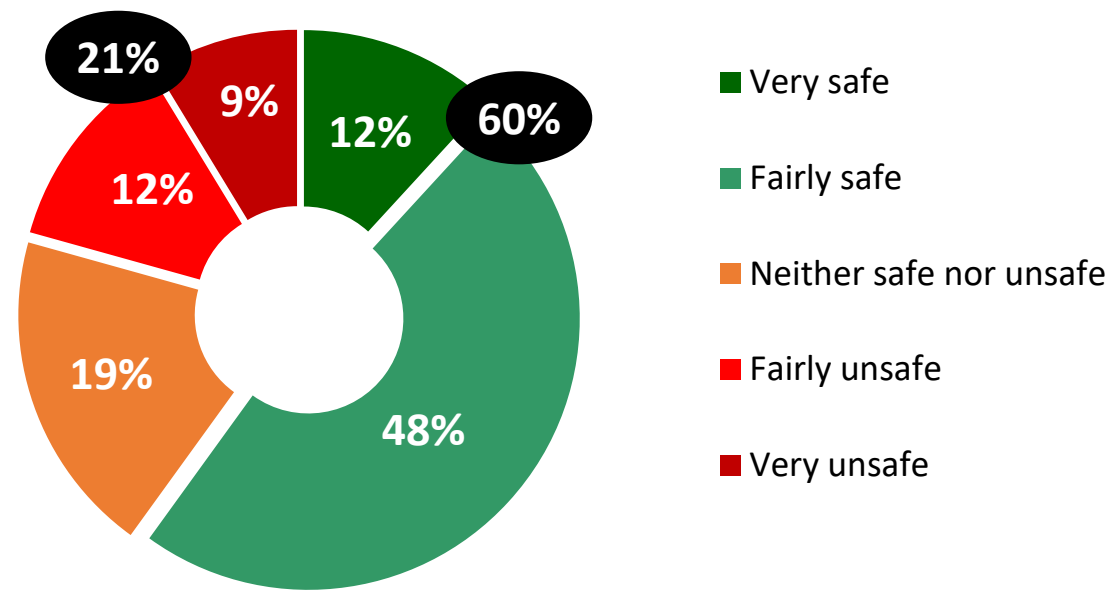


How safe or unsafe do you feel when outside in your local area during the day?

Base: Ealing Council Resident Survey, n=1,275; 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 (60%) is lower than observed during the day (95%). Only 12% feel very safe and 21% feel unsafe.
- The proportion feeling safe after dark is notably lower amongst female residents, residents aged 65 & over and residents just about getting by / not managing financially.



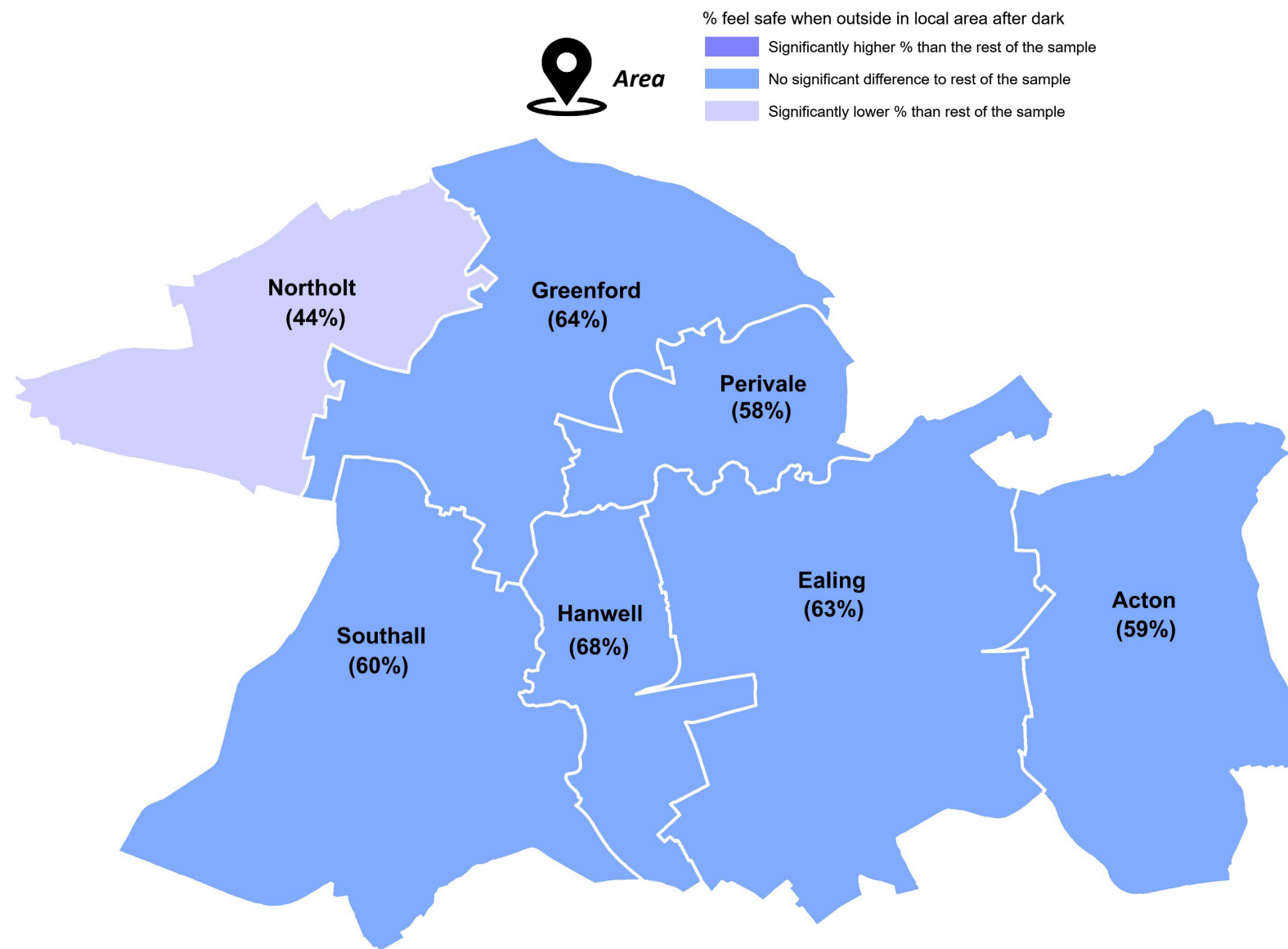
	Net % Safe
Male	69%
Female	52%
Aged 18-24	55%
Aged 25-34	65%
Aged 35-54	62%
Aged 55-64	57%
Aged 65 & over	52%
Own property outright / with mortgage	61%
Rent from council	62%
Rent from private landlord	58%
Lived in Ealing for 5 years or less	57%
Lived in Ealing for more than 5 years	61%
Living comfortably financially	67%
Just about getting by / not managing financially	52%

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

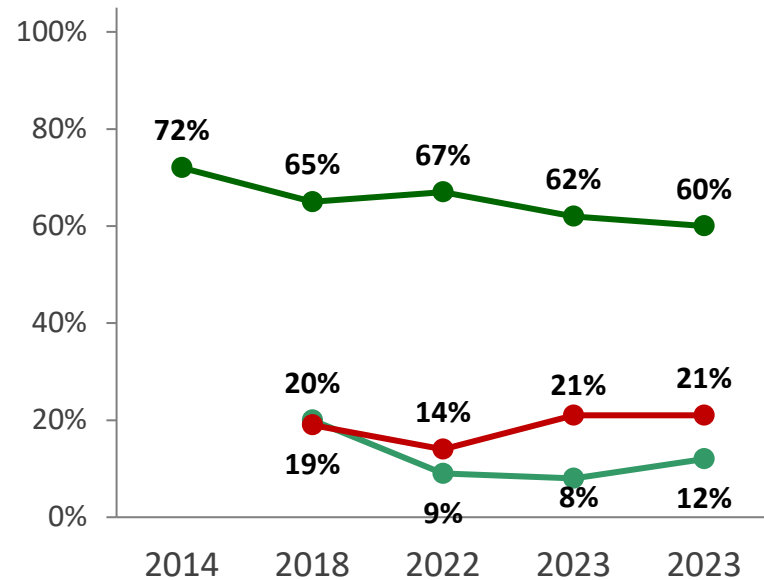
- Perceptions of safety are at their highest amongst residents living in Hanwell, Greenford and Ealing (although not significantly higher).
- The proportion who feel safe in their local area after dark is significantly lower amongst residents living in Northolt compared to other towns.



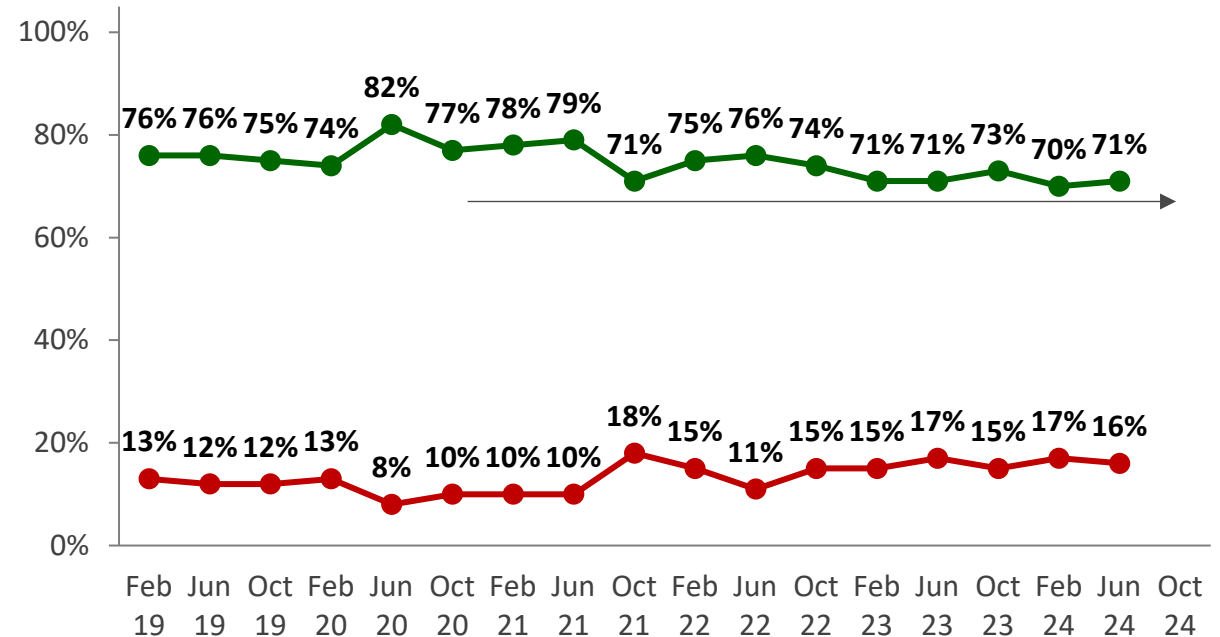
Perception of **safety in local area after dark** – time series data & benchmarks

- The proportion feeling safe follows a broadly consistent pattern to last year's Ealing resident survey (minimal decrease).
- 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+



— Very / fairly safe %

— Very safe %

— Very / fairly unsafe %

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

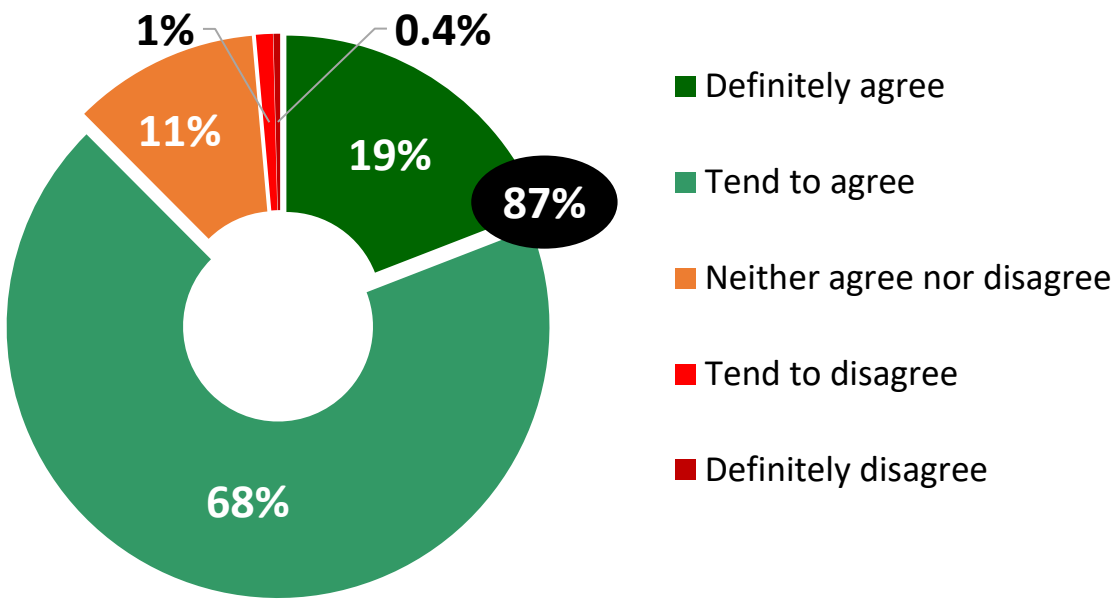
Base: Ealing Resident Survey, n=1,275; Base: LG Inform National Quarterly polling, 1,000 per wave

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

- 87% agree their local area is a place where people from different backgrounds get on well together. However, it should be noted that only 19% definitely agree.
- Whilst broadly consistent proportions are observed for gender, age and tenure subgroups, a significantly lower proportion of residents who are just about getting by / not managing financially agree.



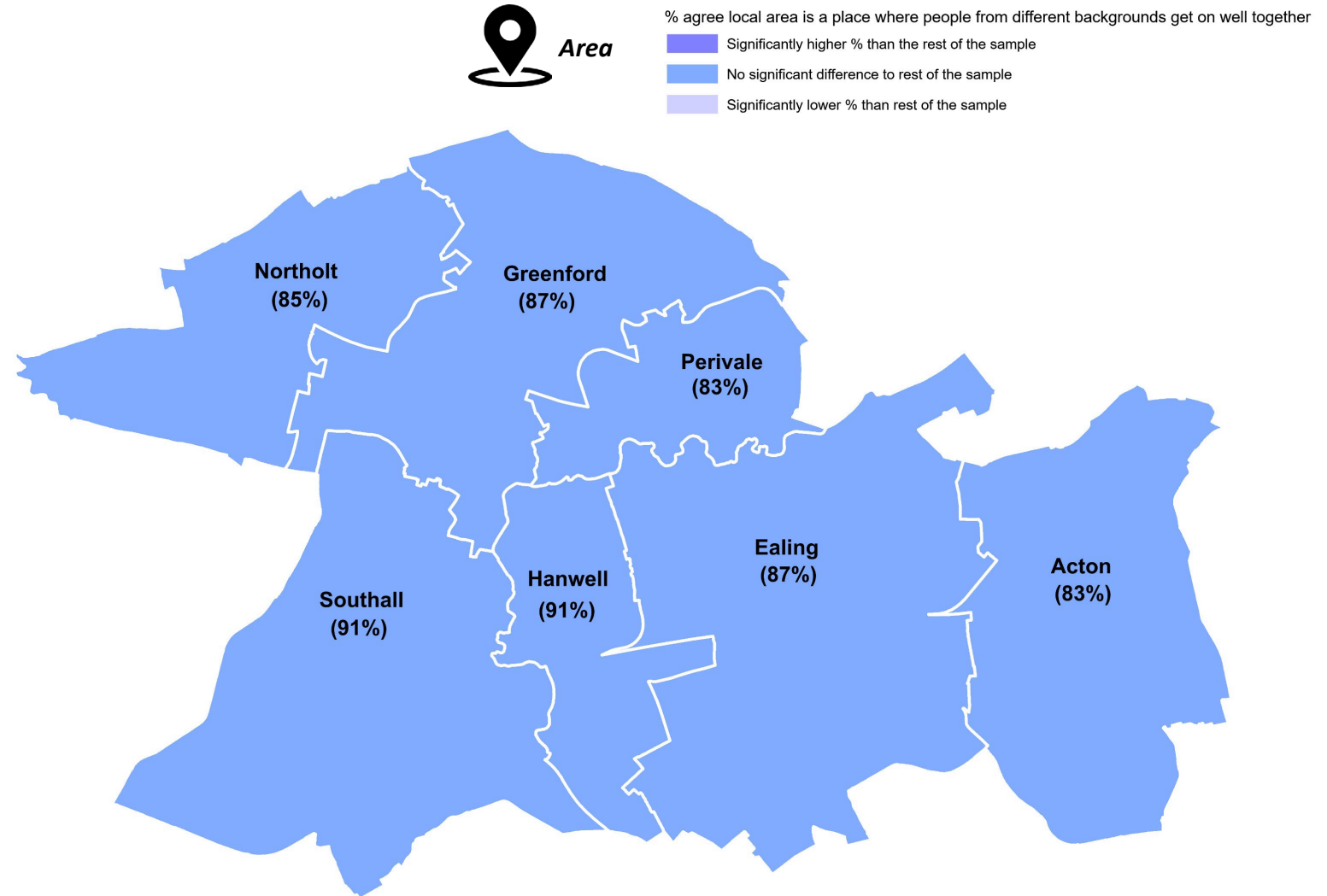
	Net % Agree	% definitely agree
Male	88%	18%
Female	86%	20%
Aged 18-24	88%	22%
Aged 25-34	89%	18%
Aged 35-54	87%	17%
Aged 55-64	89%	21%
Aged 65 & over	84%	23%
Own property outright / with mortgage	88%	20%
Rent from Council	82%	21%
Rent from private landlord	87%	17%
Lived in Ealing for 5 years or less	87%	20%
Lived in Ealing for more than 5 years	87%	19%
Living comfortably financially	94%	25%
Just about getting by / not managing financially	79%	14%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

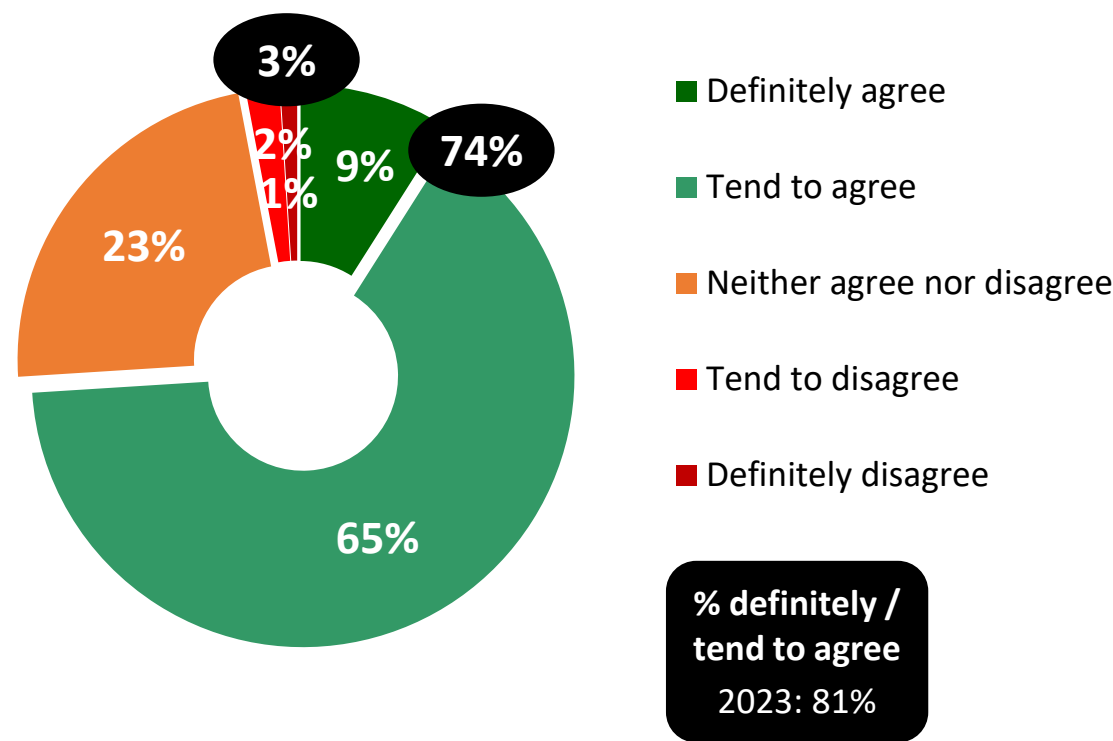
Broadly consistent perception of local area being a place where people from different backgrounds get on well together, across the 7 towns

- Agreement that their local area is a place where people from different backgrounds get on well together is broadly consistent across towns, with no significant differences observed.



People pulling together to improve local area

- Just under three quarters (74%) agree people in their local area pull together to improve it (only 12% definitely agree).
- The proportion agreeing has reduced from 2023 (81%).
- The proportion agreeing is significantly lower amongst residents who are just about getting by / not managing.



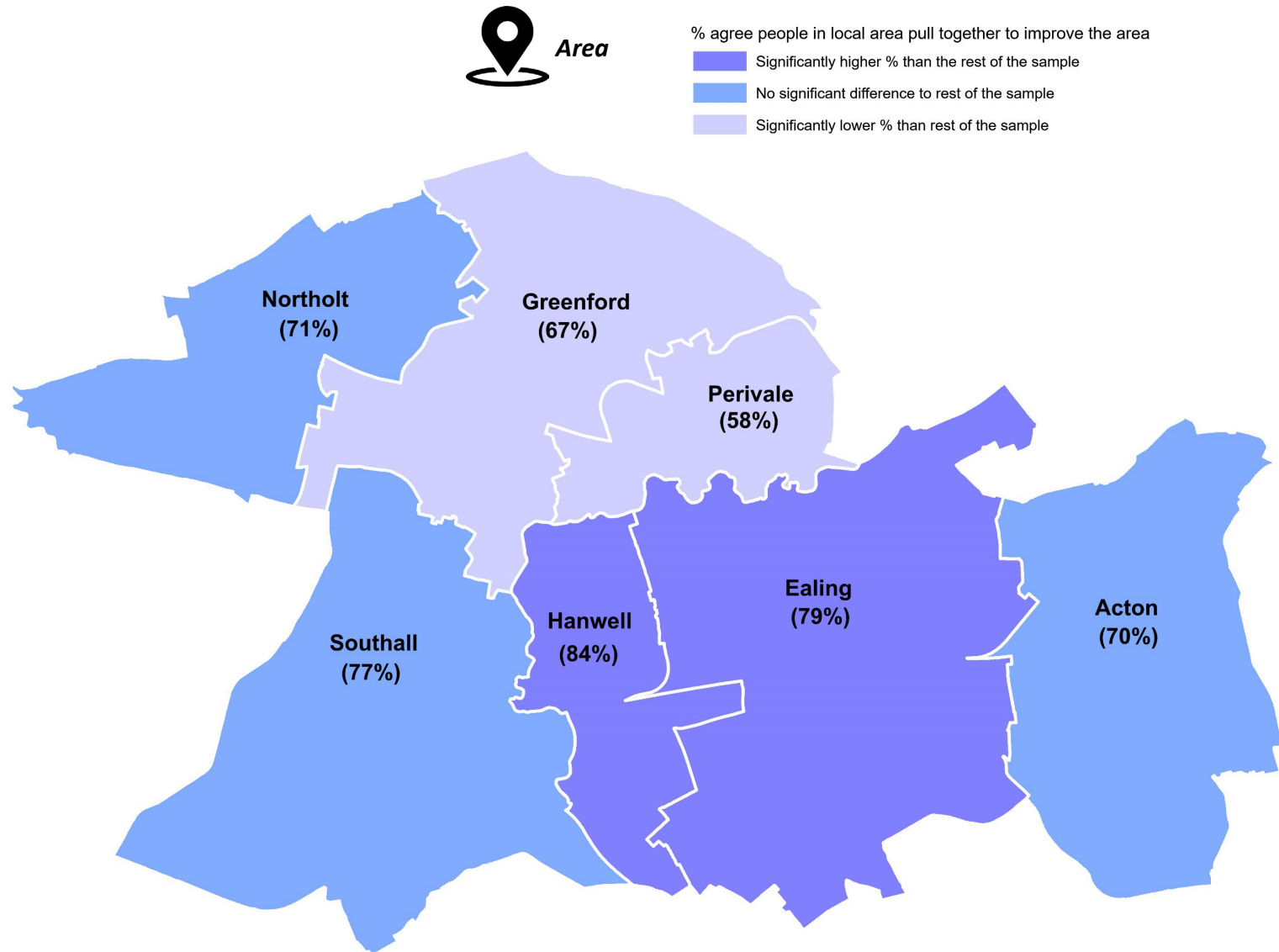
	Net % Agree	% definitely agree
Male	75%	9%
Female	72%	9%
Aged 18-24	71%	7%
Aged 25-34	75%	9%
Aged 35-54	73%	7%
Aged 55-64	74%	8%
Aged 65 & over	75%	15%
Own property outright / with mortgage	74%	8%
Rent from council	70%	16%
Rent from private landlord	74%	7%
Lived in Ealing for 5 years or less	72%	8%
Lived in Ealing for more than 5 years	75%	9%
Living comfortably financially	81%	13%
Just about getting by / not managing financially	66%	5%

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

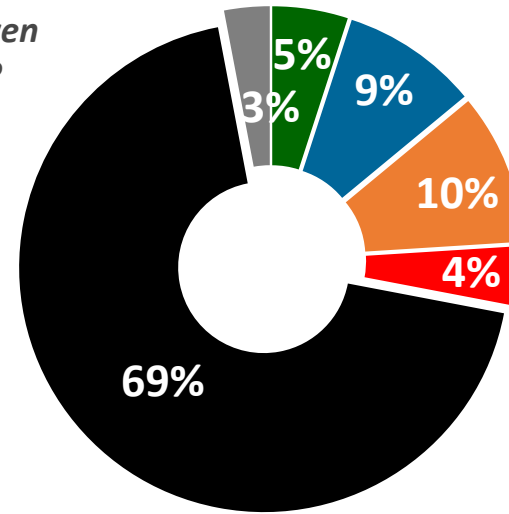
- Agreement that people in their local area pull together is significantly higher amongst residents living in Central Ealing and Hanwell compared to other towns.
- Agreement that people in their local area pull together is significantly lower amongst residents living in Greenford and Perivale compared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



Frequency of unpaid help and local neighbourhood involvement

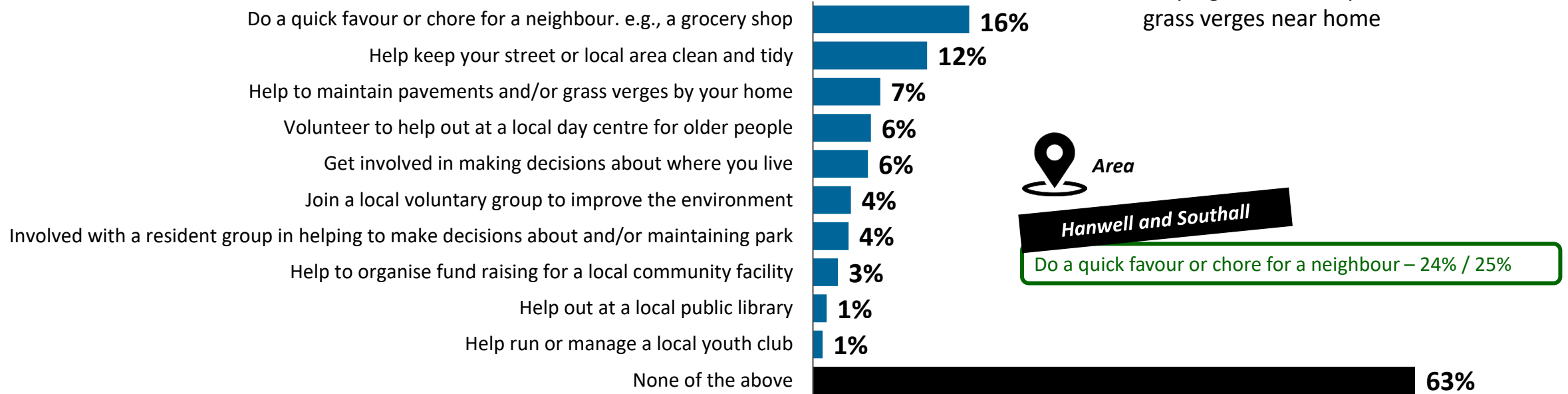
Over the last 12 months, about how often have you given unpaid help to any group(s), club(s) or organisation(s)?

- 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 (28%); 14% 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

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

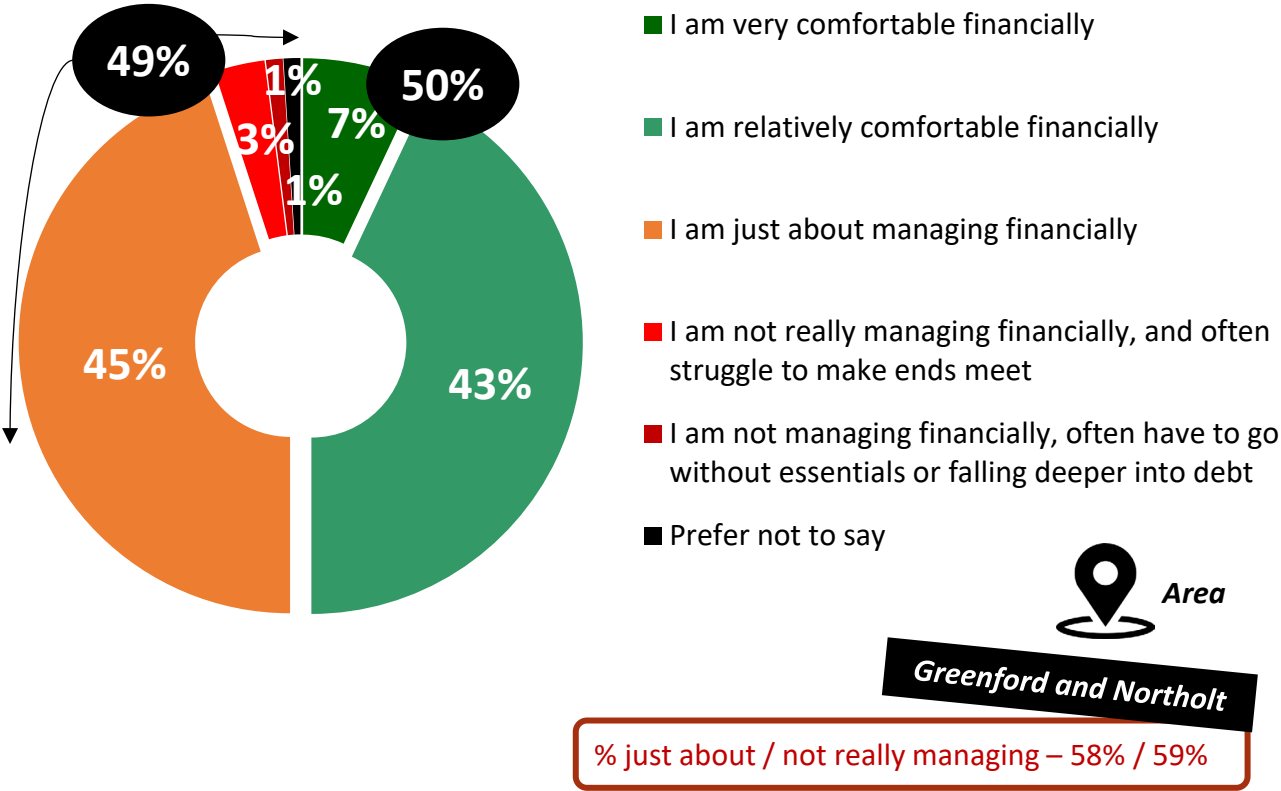


Key findings – Individual welfare and wellbeing

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

Degree to which household is managing financially

- Half (50%) claim they are very or relatively comfortable financially. 49% are just about managing.
- A higher proportion of female residents and residents renting from the council or a private landlord claim they are just about / not really managing financially.



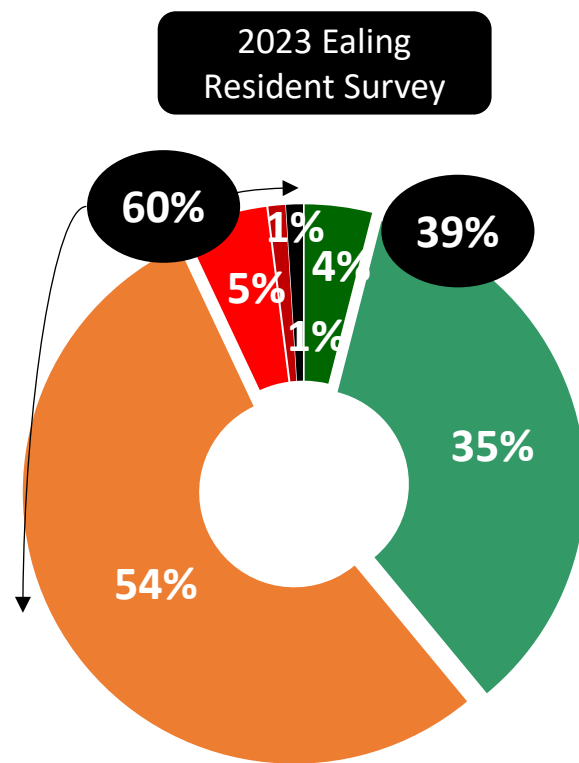
	Net % just about / not really managing
Male	45%
Female	53%
Aged 18-24	59%
Aged 25-34	45%
Aged 35-54	46%
Aged 55-64	55%
Aged 65 & over	54%
Own property outright / with mortgage	35%
Rent from council	68%
Rent from private landlord	58%
Lived in Ealing for 5 years or less	50%
Lived in Ealing for more than 5 years	49%

Significantly higher % than other subgroups at 95% confidence level

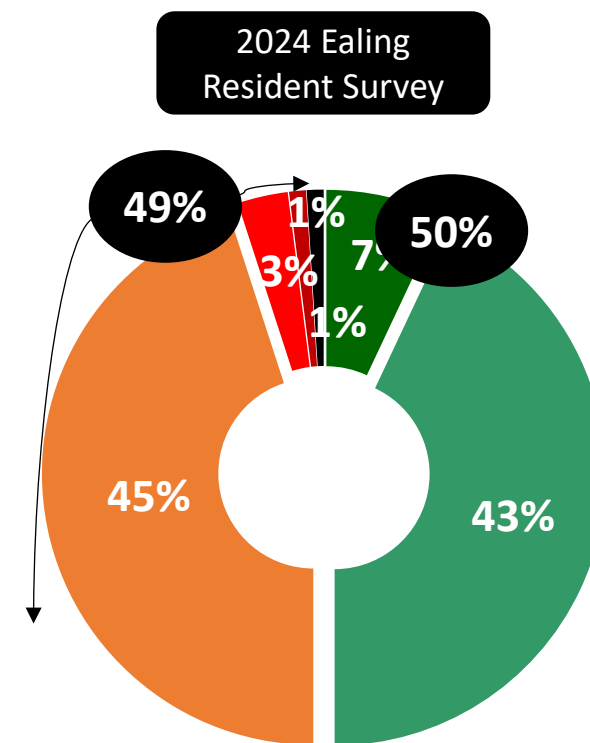
Significantly lower % than other subgroups at 95% confidence level

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

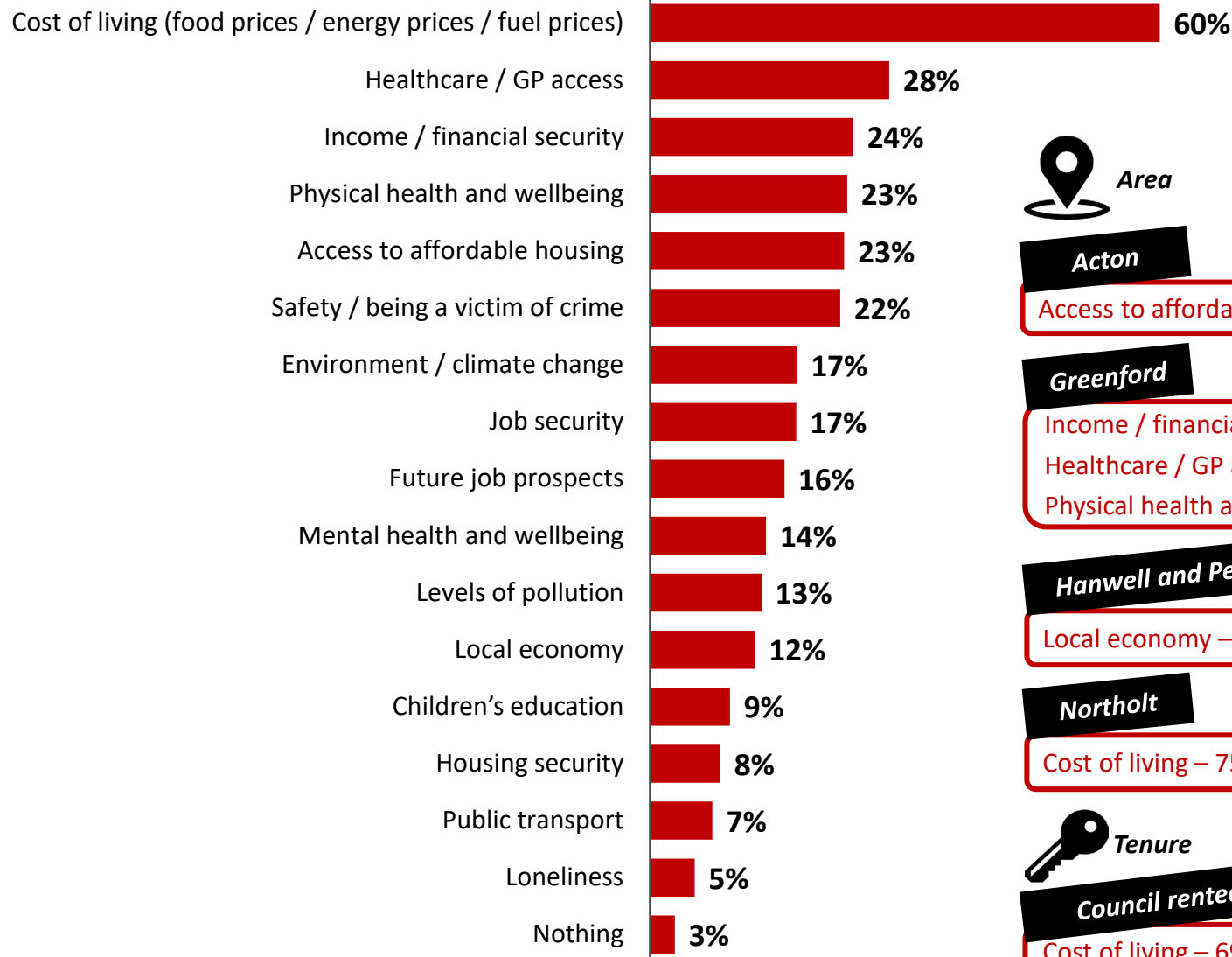
- The proportion of residents indicating they are very / fairly comfortable financially has increased from last year – 50% this year and 39% in 2023.
- It should be noted however that the proportion is not as high as that recorded in 2022 - 58%.



- 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



Biggest concerns for household over next 3 years



- The dominant concern for households is the cost of living (60%) followed by healthcare / GP access and income / financial security.
- Contrasting concerns evident by area and demographic subgroup.



Area

Acton

Access to affordable housing – 32%

Greenford

Income / financial security – 44%
Healthcare / GP access – 36%
Physical health and wellbeing – 34%

Hanwell and Perivale

Local economy – 24% / 23%

Northolt

Cost of living – 75%



Tenure

Council rented

Cost of living – 69%
Housing security – 15%



Age group

Aged 18-24

Future job prospects – 23%
Levels of pollution – 22%

Aged 25-34

Income / financial security – 29%

Aged 65+

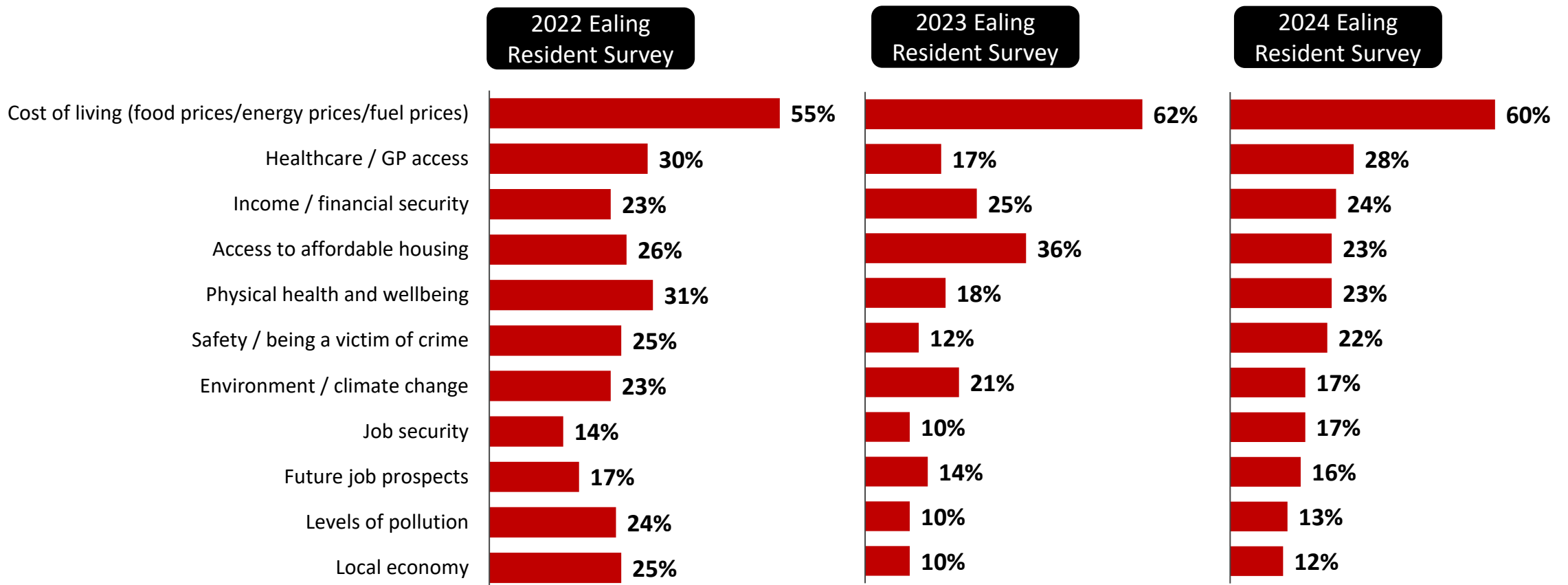
Healthcare / GP access – 39%
Physical health and wellbeing – 36%

Private rented

Cost of living – 69%
Access to affordable housing – 28%

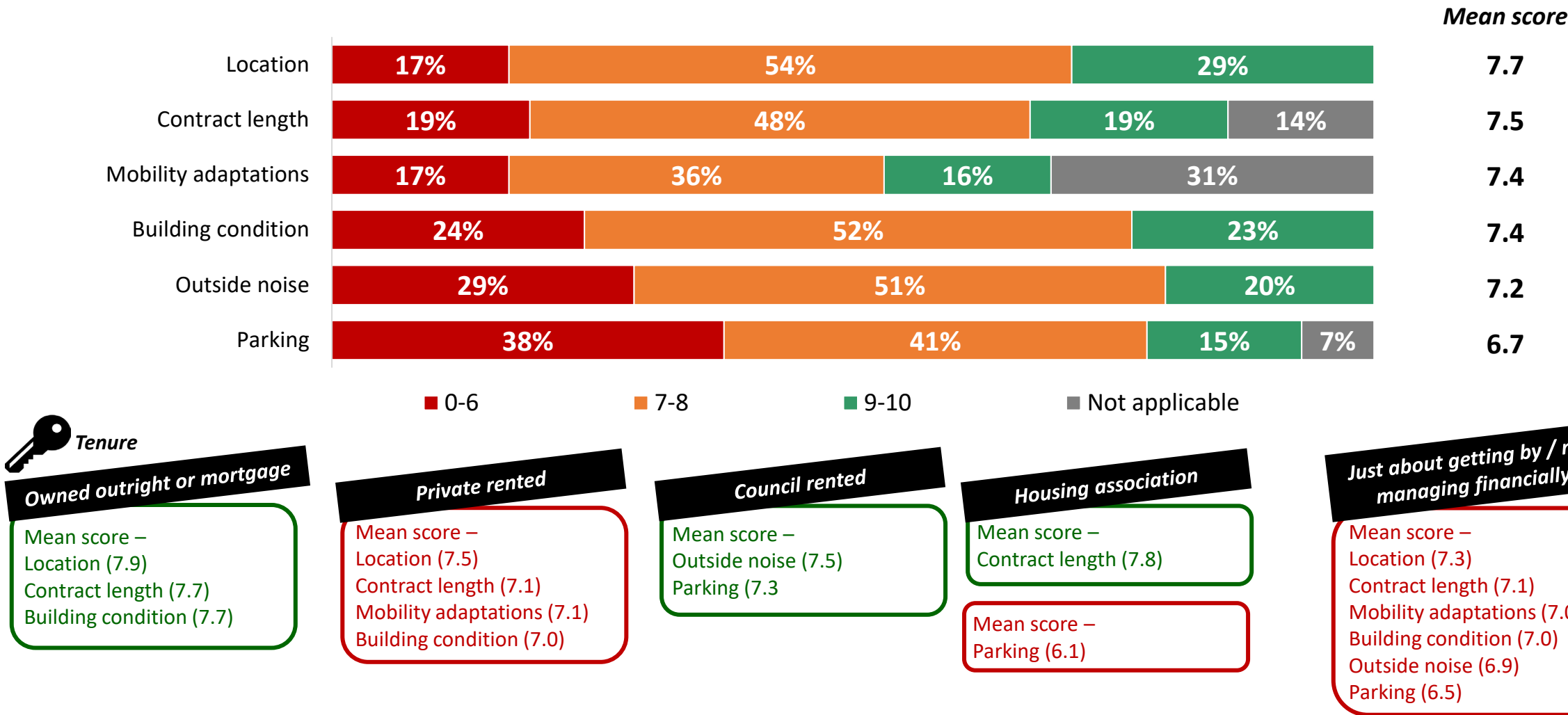
Biggest concerns for household over next 1-3 years – *Top 10 year on year trends*

- Cost of living is the top household concern across the last three years of surveying. The proportion citing cost of living remains higher than 2022 levels.
- Reflecting key improvements cited, a higher proportion of residents selected access to healthcare / GP access 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 privately and residents just about getting by / not managing financially.

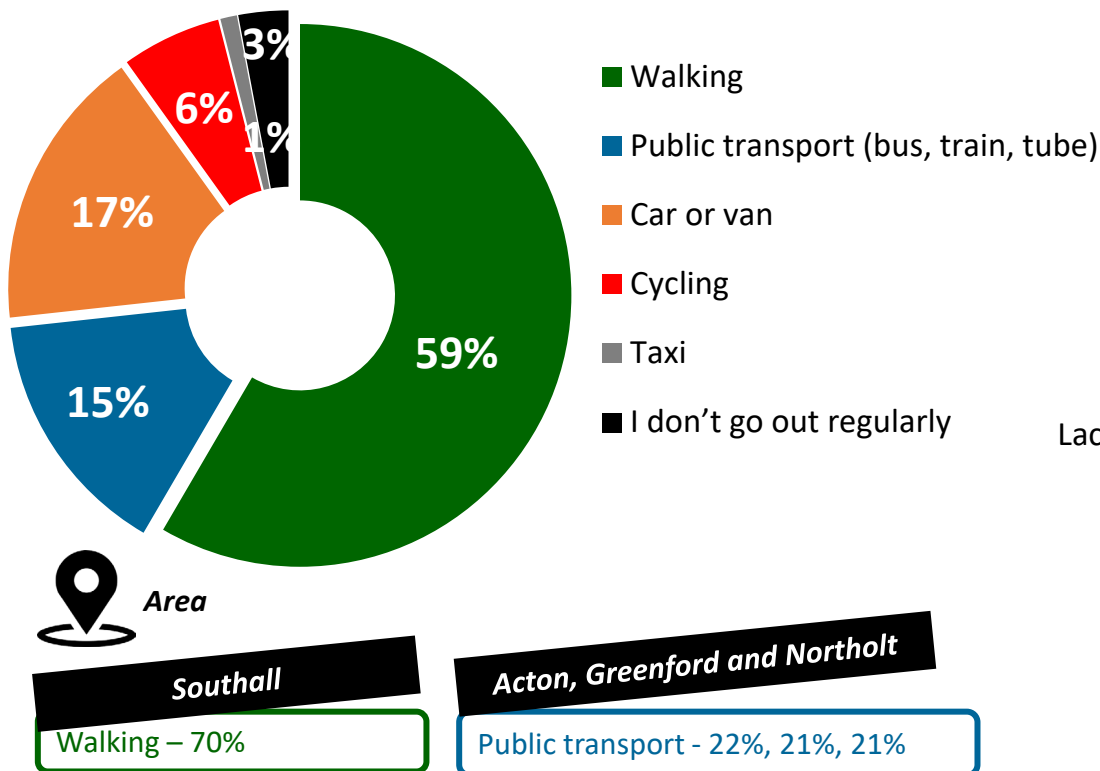


Please rate how happy you are with the following aspects of your housing, where 0 is very unhappy and 10 is very happy?

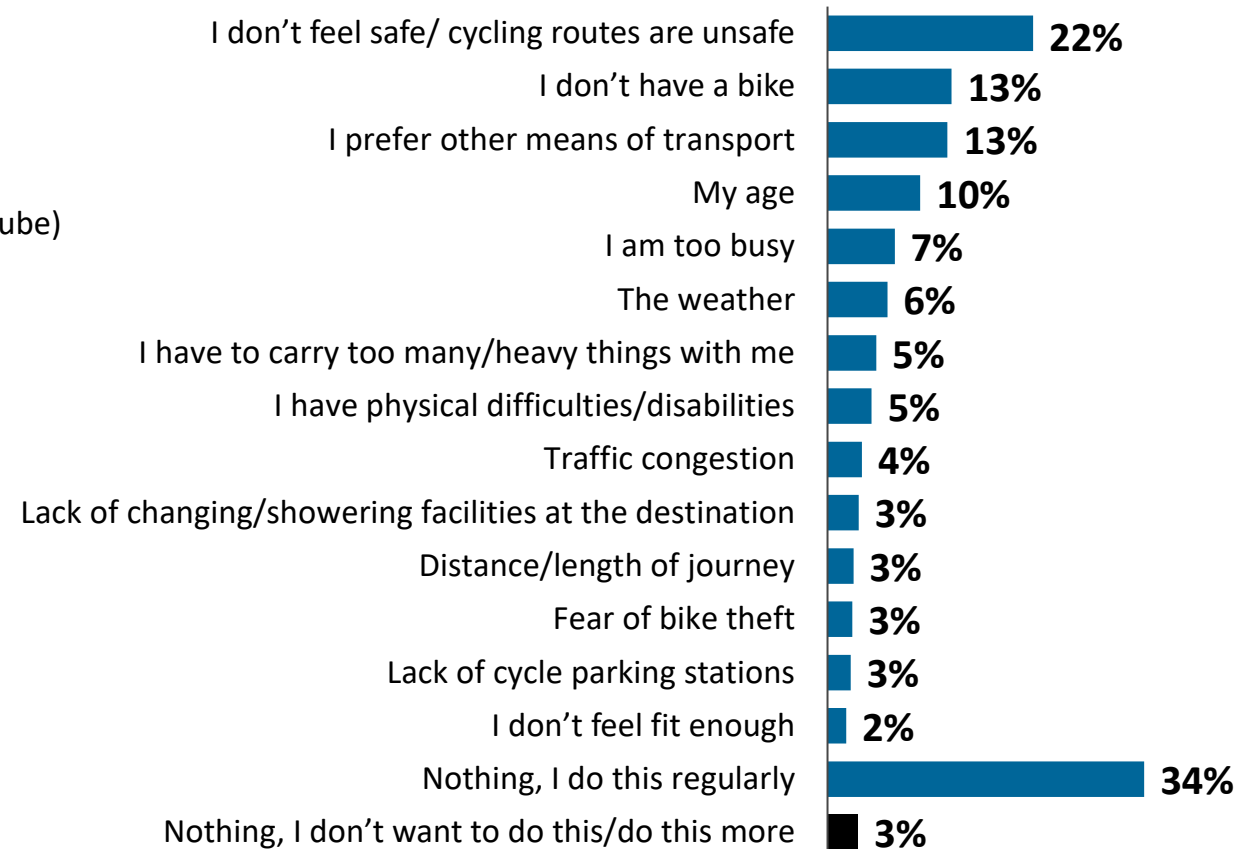
Mode of transport used most often for short journeys and barriers to cycling / walking

- Just under six in ten (59%) claim their most common mode of transport for short, regular journeys is made on foot (broadly consistent with last year – 57%), followed by public transport (15%).
- Claimed common barriers to cycling / walking more is not feeling safe when cycling, not having a bike and a preference for other means of transport. 34% indicated nothing stops them.

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



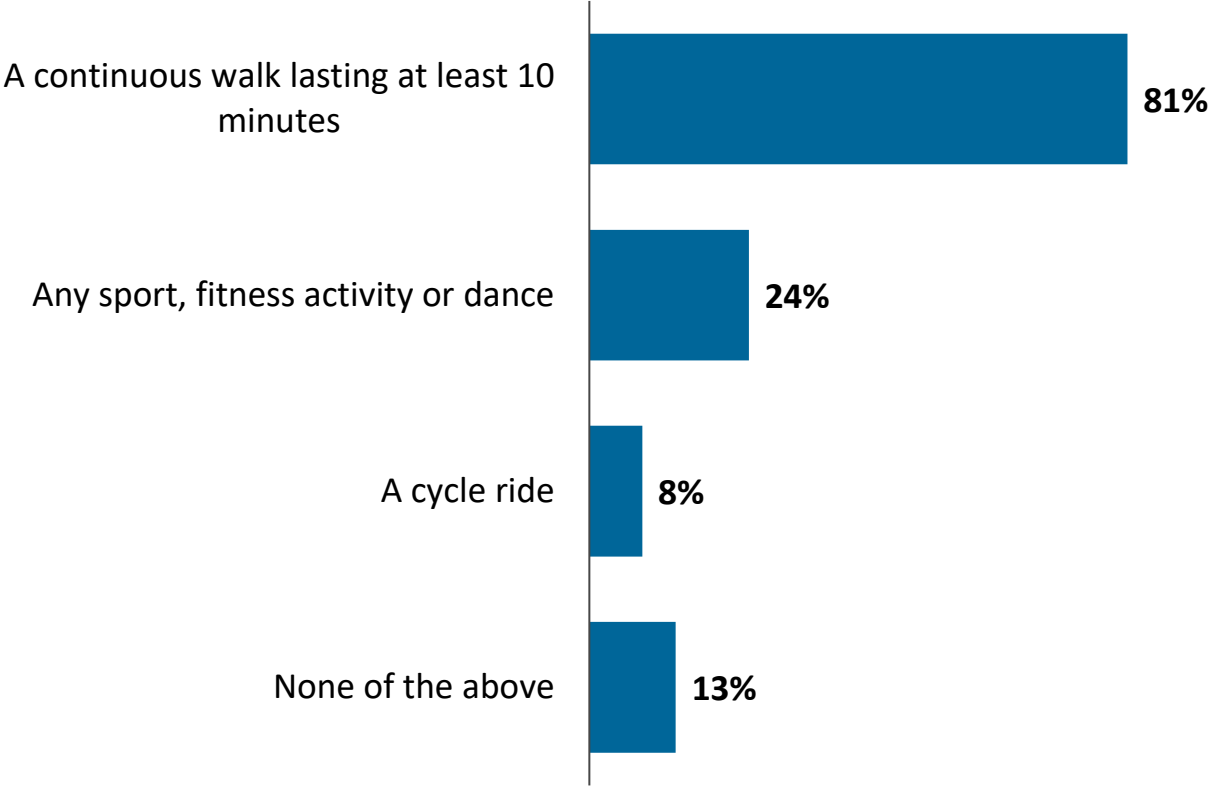
What, if anything, stops you from cycling or walking (more)?



Physical activity in past 7 days

- The vast majority of residents (81%) indicated that have made a continuous walk of at least 10 minutes in the past week. Just under a quarter (24%) have taken part in sport, a fitness activity or dance.
- The proportion undertaking physical activity is significantly lower amongst residents aged 65 & over.

In the past 7 days, have you done any of the following physical activities?



Area

Hanwell

Continuous walk lasting at least 10 minutes – 87%



Age

Age group

Aged 18-24

A cycle ride - 21%

Aged 18-34

Any sport, fitness activity or dance - 32%

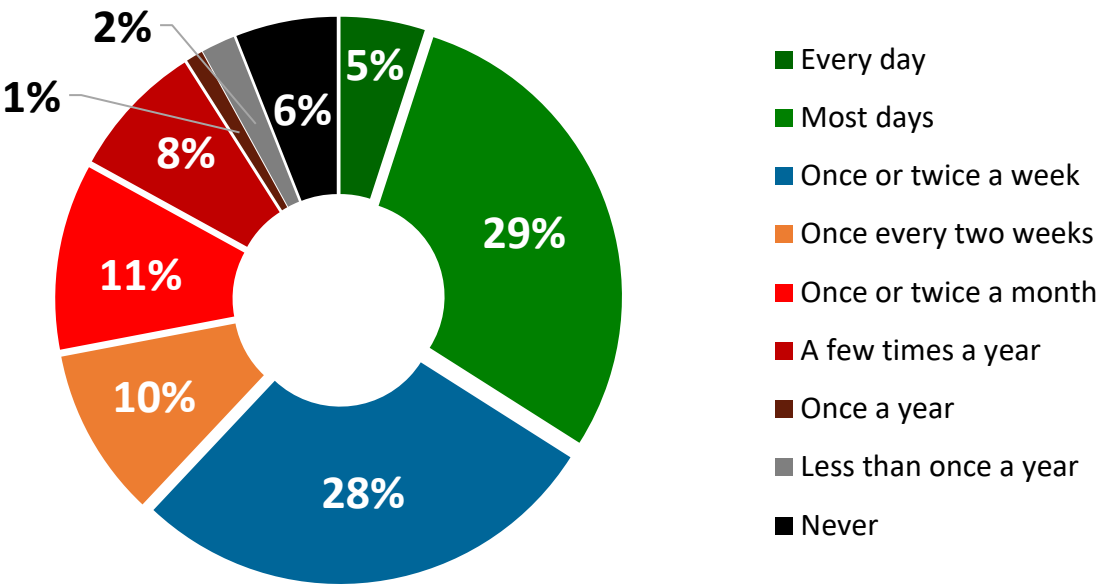
Aged 65 & over

None of the above – 26%

Frequency of visiting a borough park

- Just under two thirds (62%) visit a park in the borough at least once a week.
- Frequency of visiting is highest amongst residents aged 18-34 and residents who have been living in Ealing for 5 years or less.

How often do you visit a park in the borough for any reason?



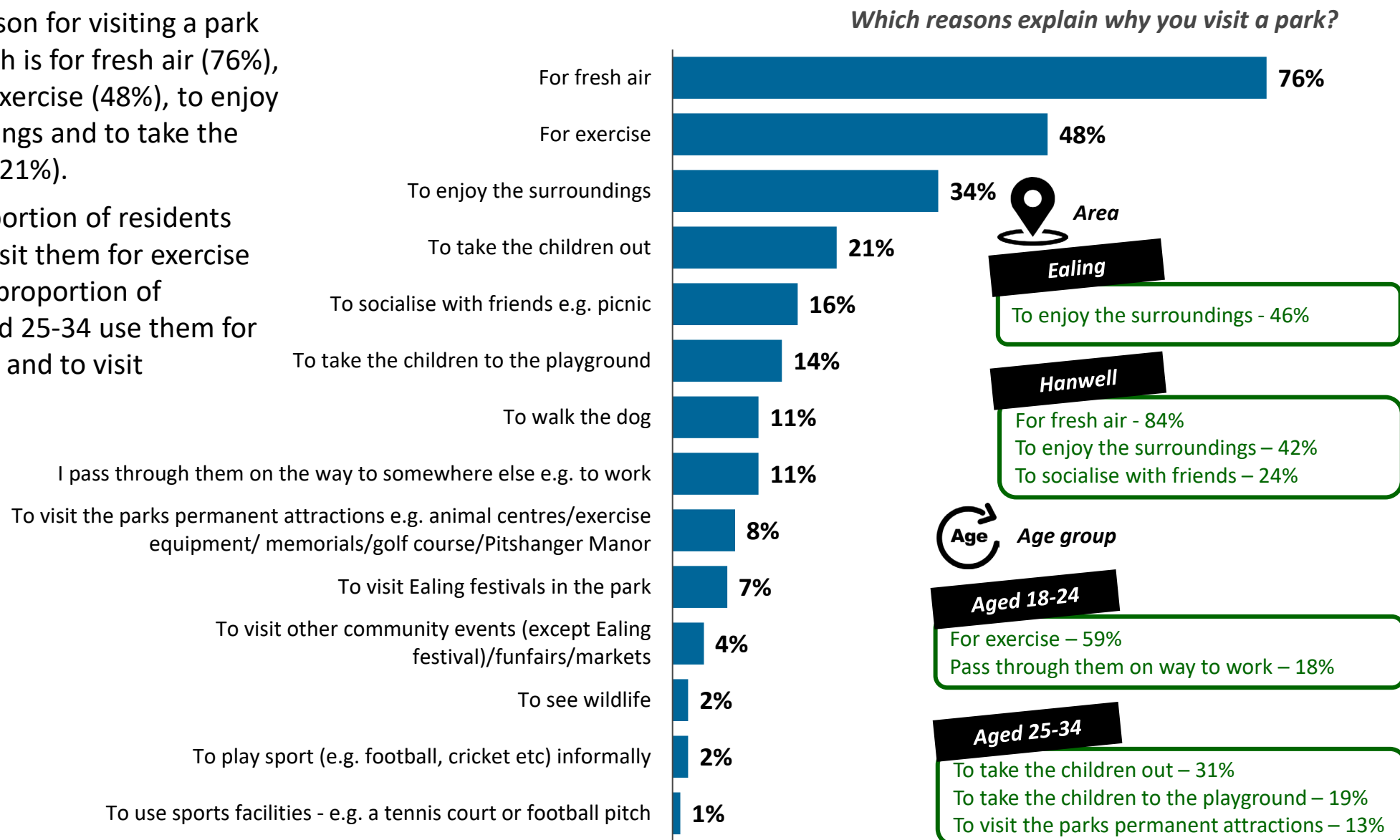
	Net % At least once a week
Male	62%
Female	62%
Aged 18-24	69%
Aged 25-34	69%
Aged 35-54	59%
Aged 55-64	55%
Aged 65 & over	59%
Own property outright / with mortgage	62%
Rent from council	63%
Rent from private landlord	65%
Lived in Ealing for 5 years or less	67%
Lived in Ealing for more than 5 years	59%
Living comfortably financially	62%
Just about getting by / not managing financially	63%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Reasons for visiting a park in the borough (filtered amongst visitors only)

- The main reason for visiting a park in the borough is for fresh air (76%), followed by exercise (48%), to enjoy the surroundings and to take the children out (21%).
- A higher proportion of residents aged 18-24 visit them for exercise and a higher proportion of residents aged 25-34 use them for their children and to visit attractions.

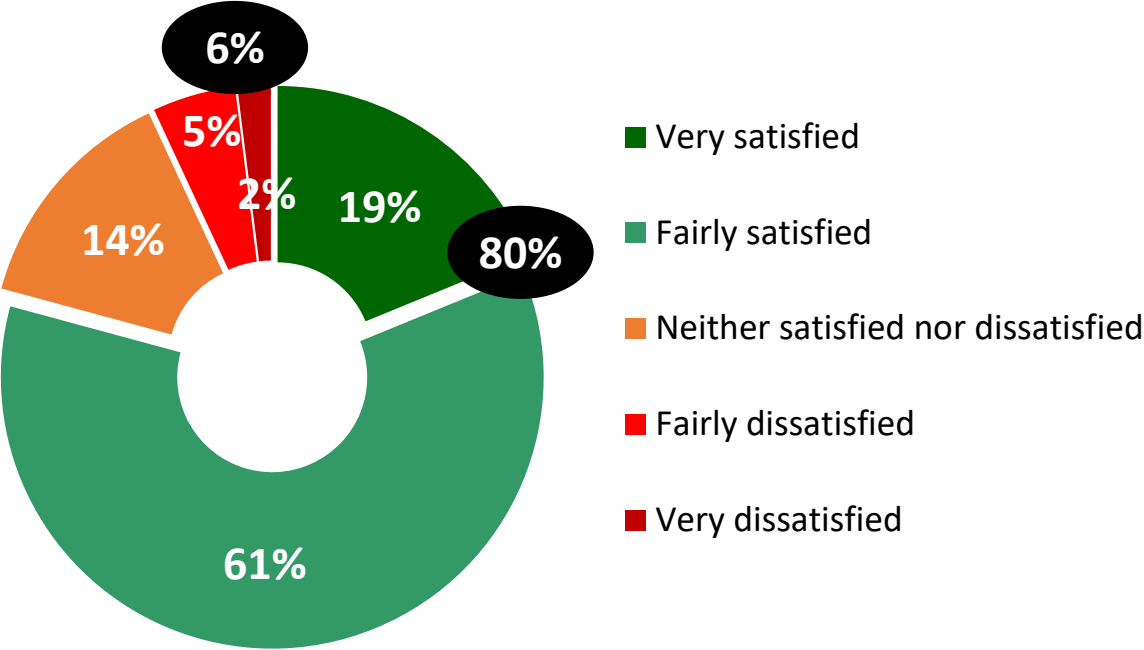


Key findings - Council perceptions

- *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

- Eight in ten (80%) are satisfied with the way the council runs things. Almost one in five residents (19%) say they are very satisfied.
- Consistent with local area overall satisfaction (including % fairly satisfied), satisfaction is comparably lower amongst residents aged 55-64 and residents who own their property / buying with a mortgage.



Base: (1,272)
Overall, how satisfied or dissatisfied are you with the way Ealing Council runs things?

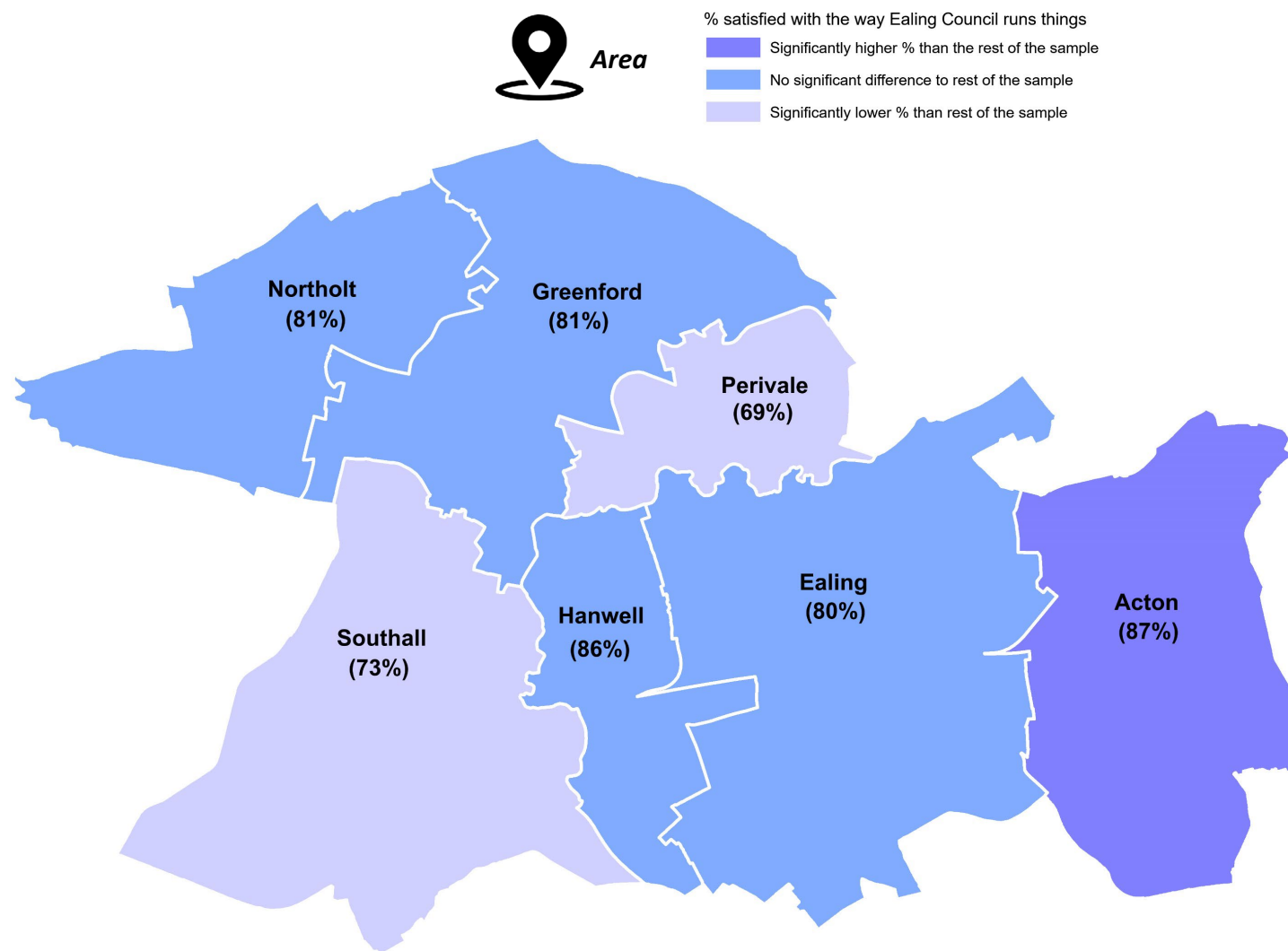
	Net % Satisfied
Male	80%
Female	80%
Aged 18-24	82%
Aged 25-34	84%
Aged 35-54	79%
Aged 55-64	72%
Aged 65 & over	81%
Own property outright / with mortgage	75%
Rent from council	80%
Rent from private landlord	87%
Lived in Ealing for 5 years or less	82%
Lived in Ealing for more than 5 years	79%
Living comfortably financially	81%
Just about getting by / not managing financially	80%

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

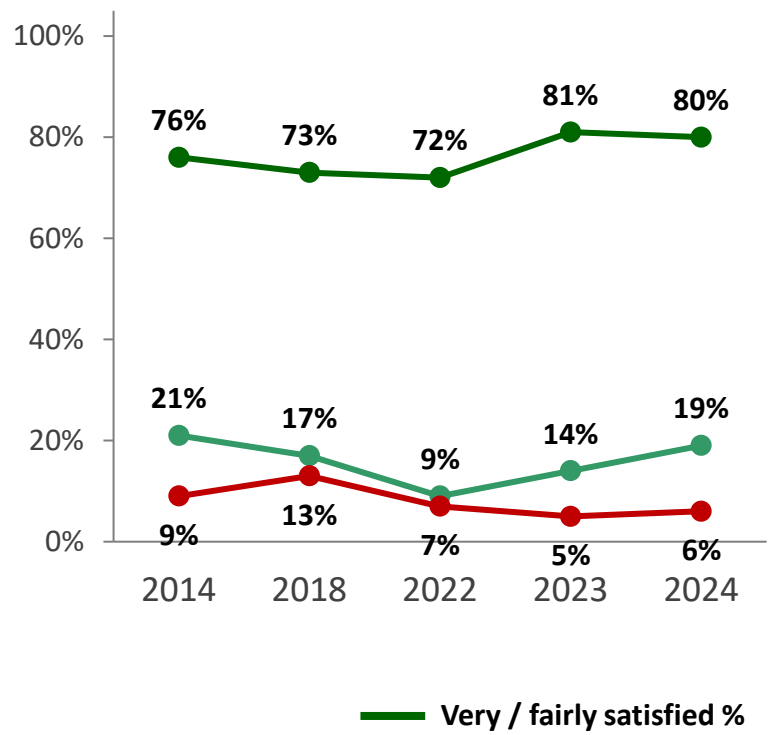
- Overall satisfaction with the way Ealing Council runs things is significantly higher amongst residents living in Acton compared to other towns.
- Overall satisfaction with the way Ealing Council runs things is significantly lower amongst residents living in Perivale and Southall compared to other towns.



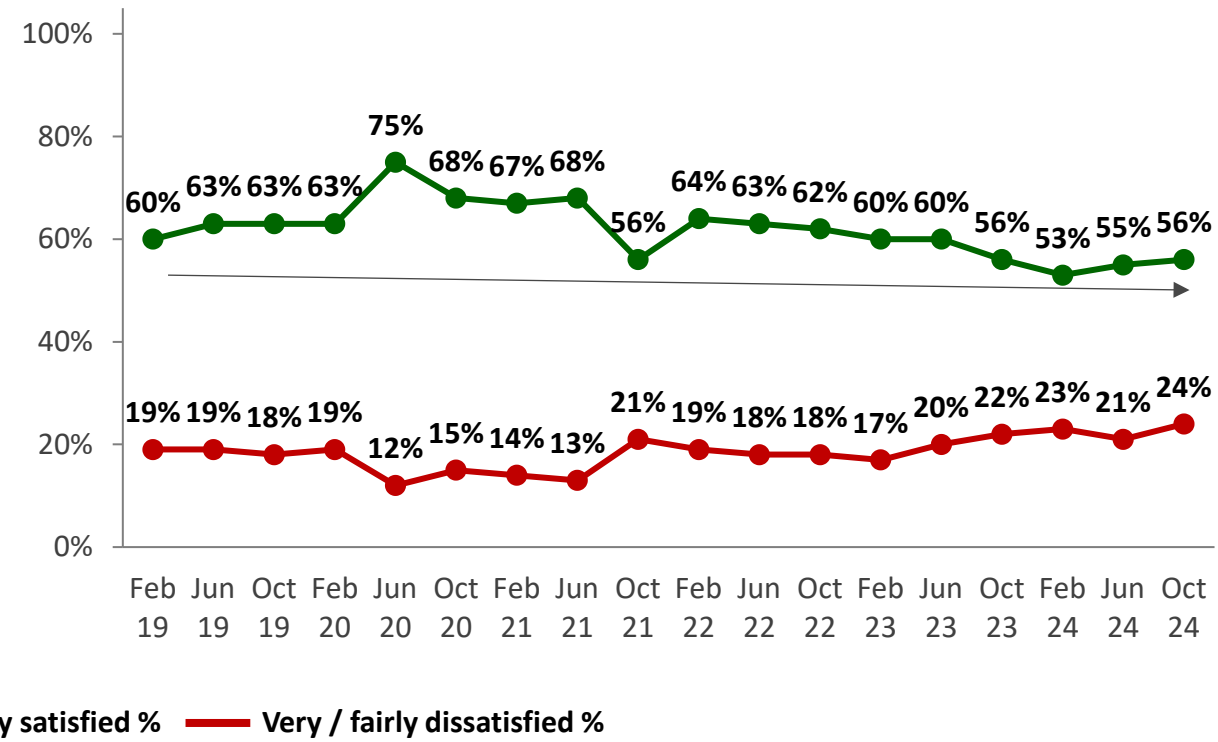
Satisfaction with way Ealing Council runs things – time series data & benchmarks

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

Ealing Resident Survey, adults 18+



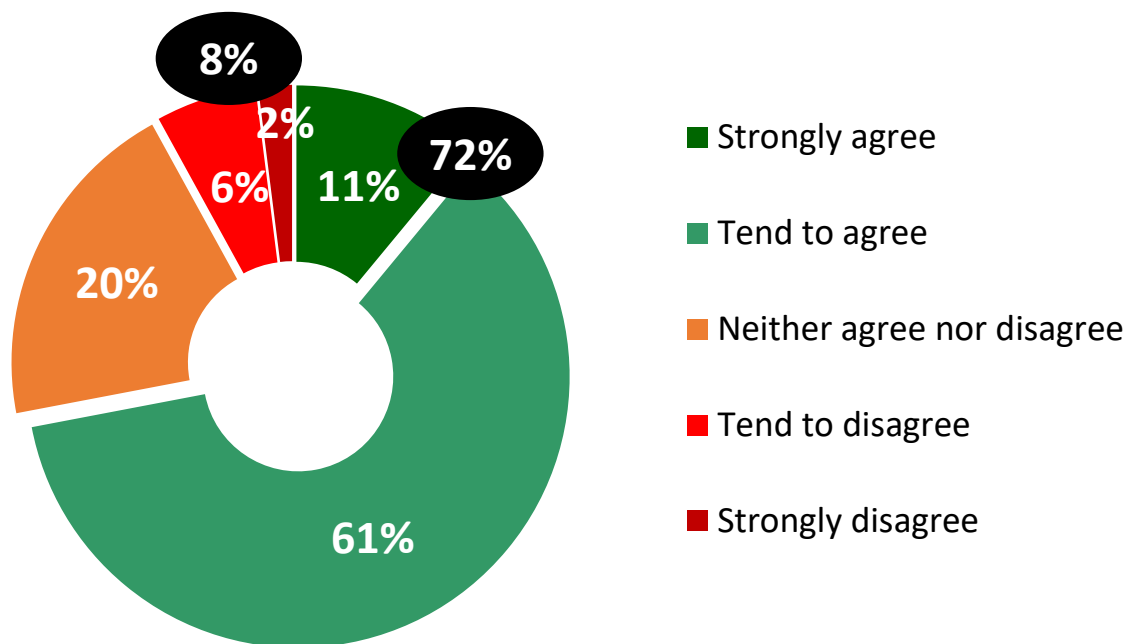
LG Inform National Quarterly polling, British adults 18+



Overall, how satisfied or dissatisfied are you with the way the Ealing Council runs things?
 Base: Ealing Council Resident Survey, n=1,272; Base: LG Inform National Quarterly polling, 1,000 per wave

Perceptions of Ealing Council providing value for money

- Just under three quarters (72%) agree the council provides value for money; only 11% strongly agree and 8% disagree.
- Agreement levels are significantly lower amongst residents aged 35-54, residents who have lived in Ealing for more than 5 years and residents just about getting by / not managing financially.



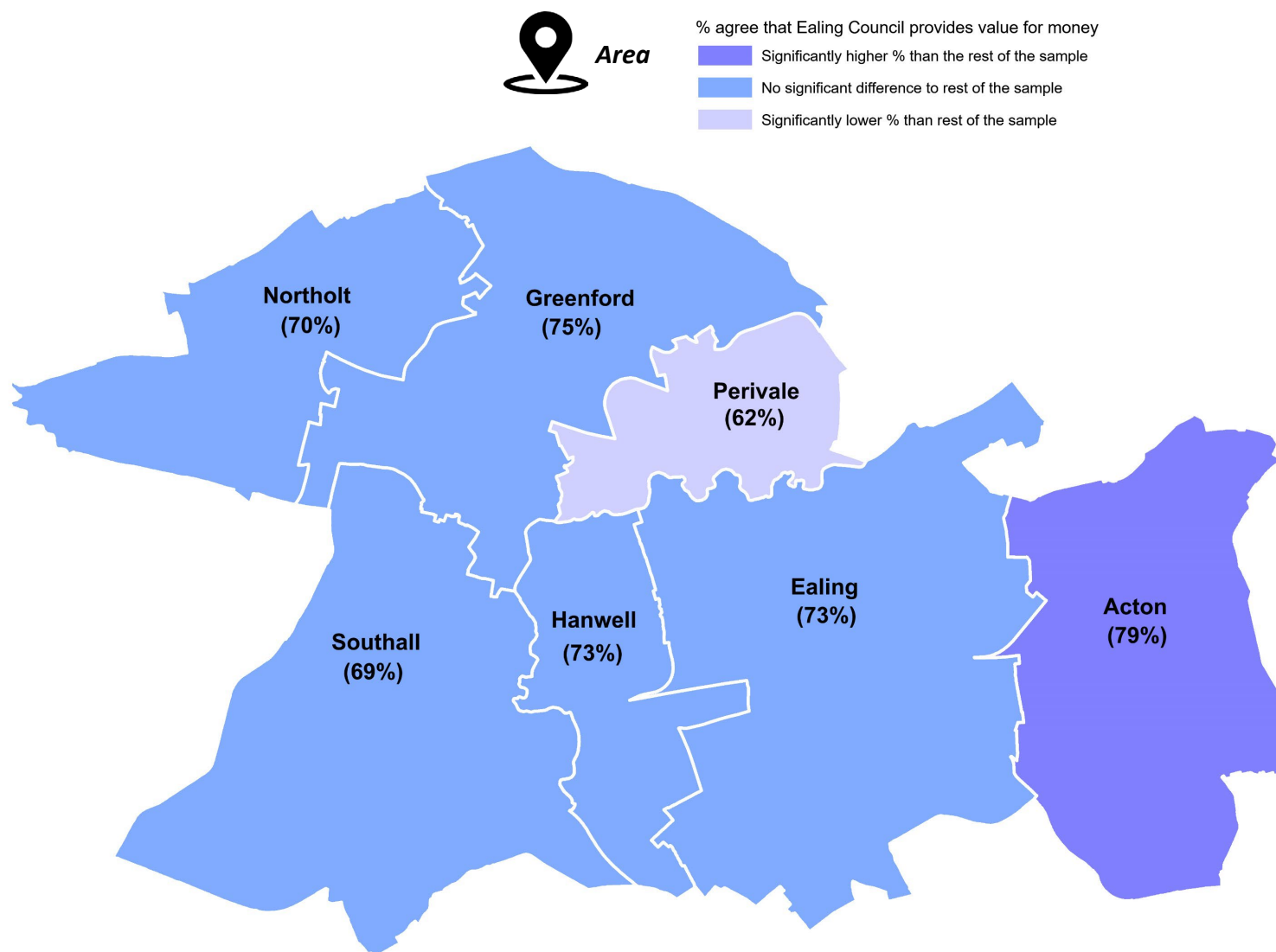
	Net % Agree
Male	74%
Female	71%
Aged 18-24	75%
Aged 25-34	79%
Aged 35-54	68%
Aged 55-64	68%
Aged 65 & over	74%
Own property outright / with mortgage	71%
Rent from council	71%
Rent from private landlord	73%
Lived in Ealing for 5 years or less	77%
Lived in Ealing for more than 5 years	70%
Living comfortably financially	75%
Just about getting by / not managing financially	69%

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

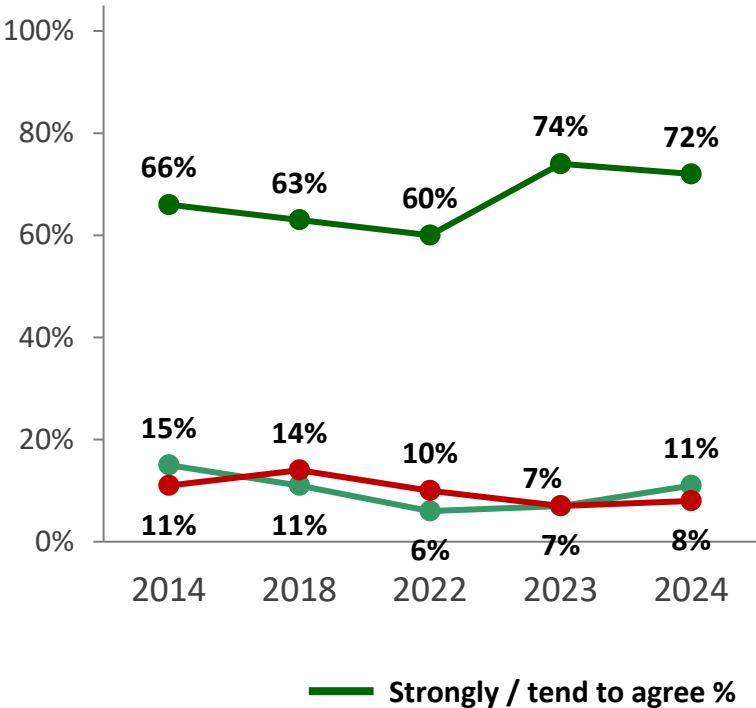
- Overall agreement that Ealing Council provides value for money is significantly higher amongst residents living in Acton compared to other towns.
- Overall agreement that Ealing Council provides value for money is significantly lower amongst residents living in Perivale compared to other towns.



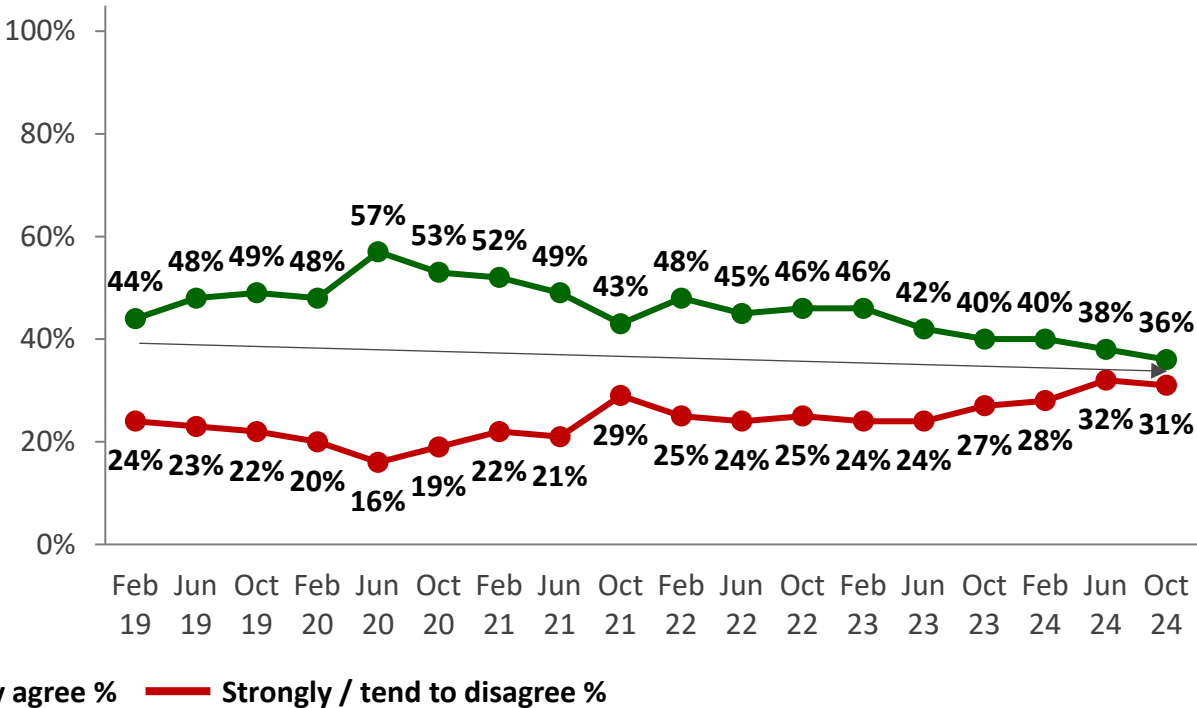
Perceptions of Ealing Council providing value for money – time series data & benchmarks

- Overall agreement is broadly consistent with last year’s Ealing resident survey.
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA which has reduced from 2022 levels.

Ealing Resident Survey, adults 18+



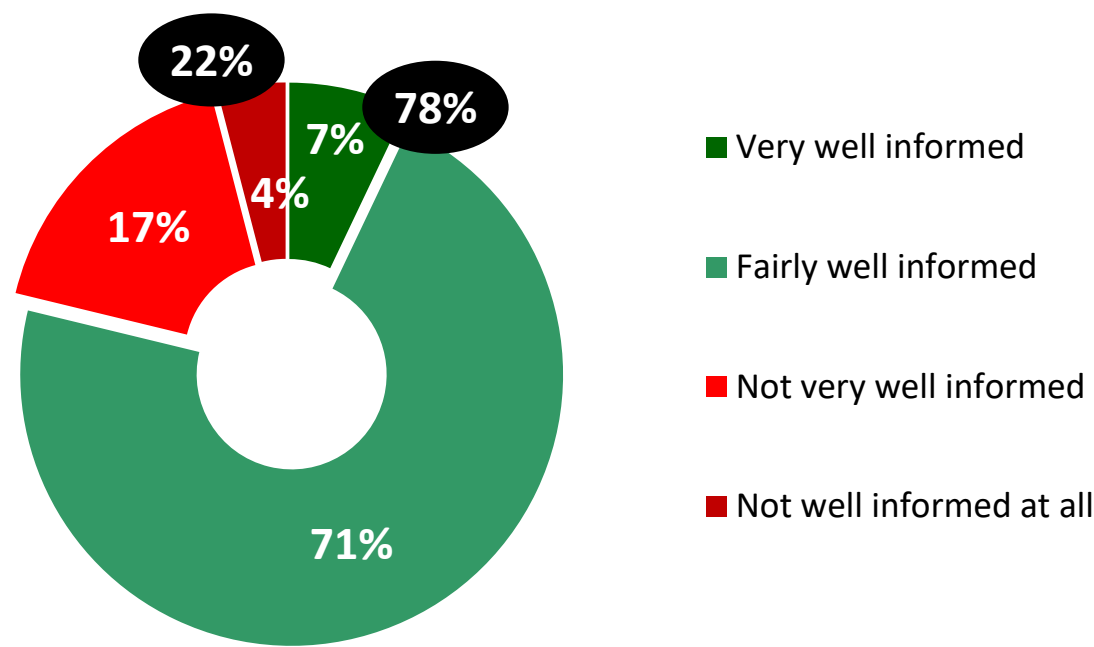
LG Inform National Quarterly polling, British adults 18+



To what extent do you agree or disagree that Ealing Council provides value for money?
 Base: Ealing Resident Survey, n=1,265; Base: LG Inform National Quarterly polling, 1,000 per wave

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

- 78% indicated they believe Ealing Council keeps them informed about services and benefits. However, it should be noted that only 7% believe the council keeps them very informed.
- A significantly lower proportion of residents who have lived in Ealing for 5 years or less believe they are kept informed.



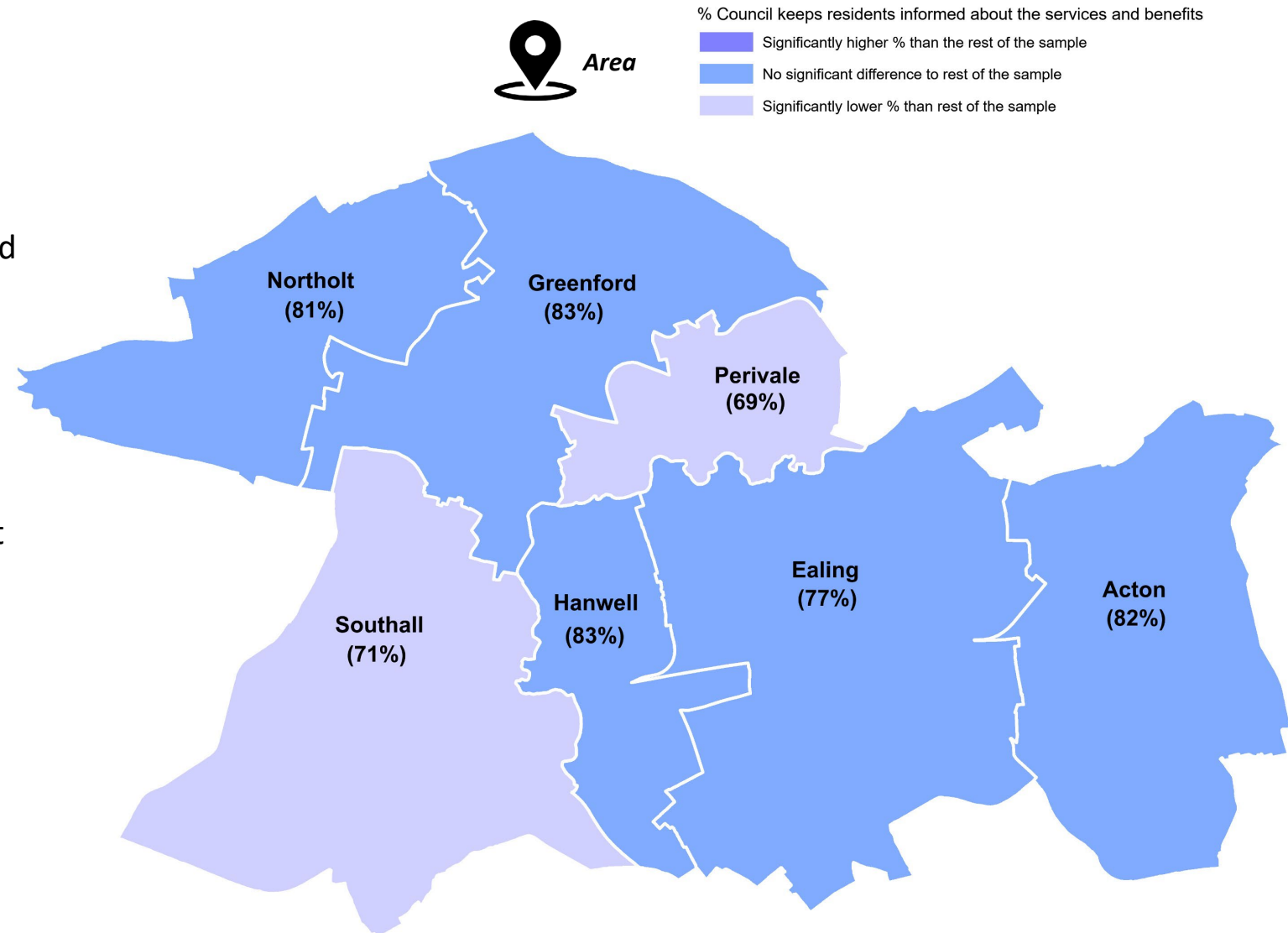
	Net % Informed
Male	79%
Female	78%
Aged 18-24	72%
Aged 25-34	78%
Aged 35-54	78%
Aged 55-64	80%
Aged 65 & over	82%
Own property outright / with mortgage	77%
Rent from council	78%
Rent from private landlord	78%
Lived in Ealing for 5 years or less	72%
Lived in Ealing for more than 5 years	81%

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

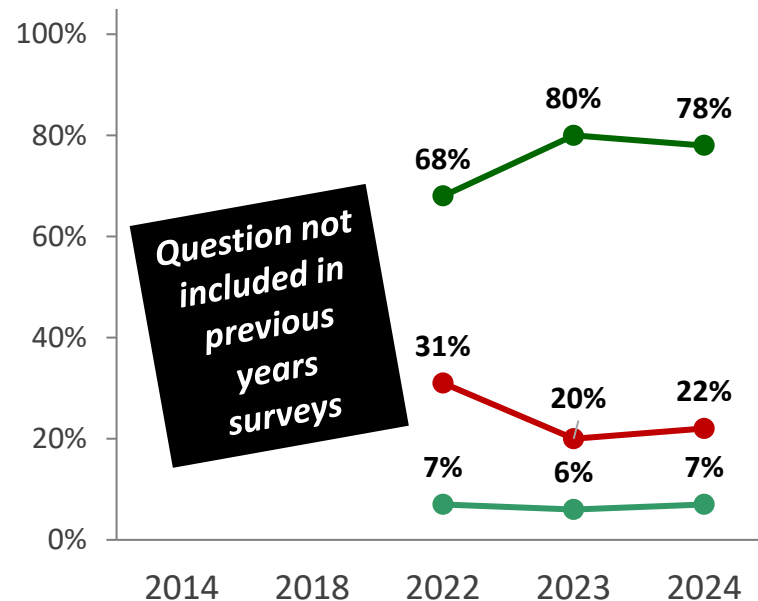
- Overall agreement that Ealing Council keeps residents informed are at their highest amongst residents living in Greenford and Hanwell (although not significantly higher).
- Overall agreement that Ealing Council keeps residents informed is significantly lower amongst residents living in Southall and Perivale compared to other towns.



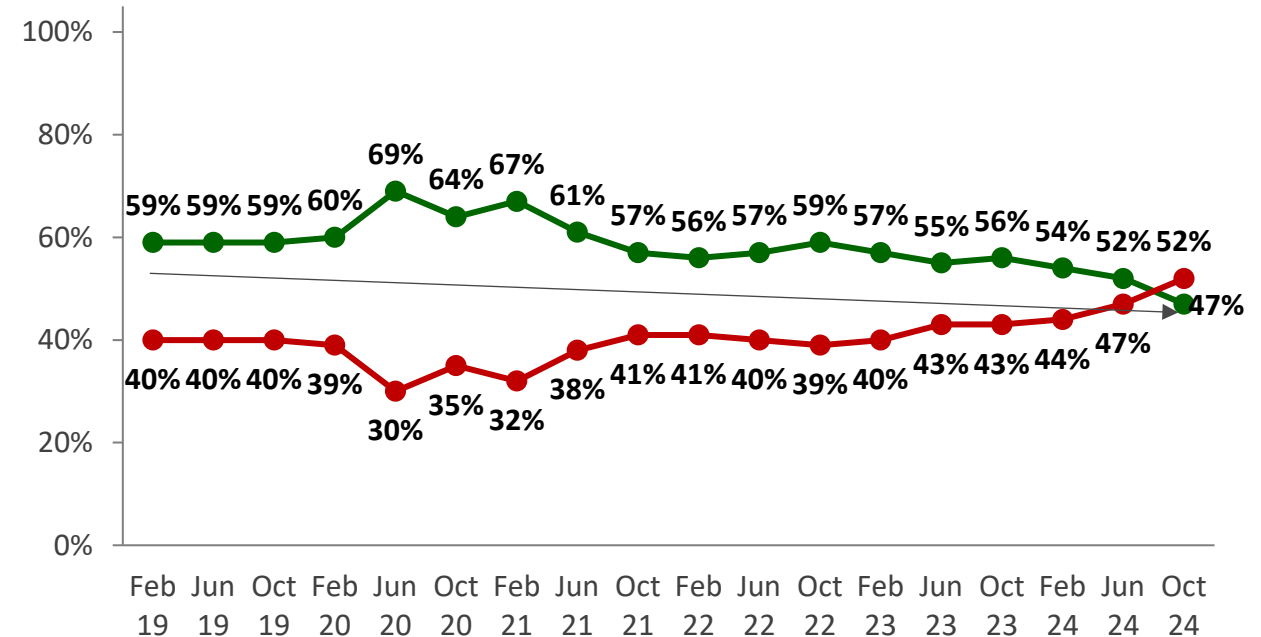
Degree to which Ealing Council keeps residents informed about services and benefits – time series data & benchmarks

- Overall agreement is broadly in line with last year's Ealing resident survey.
- Agreement 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+



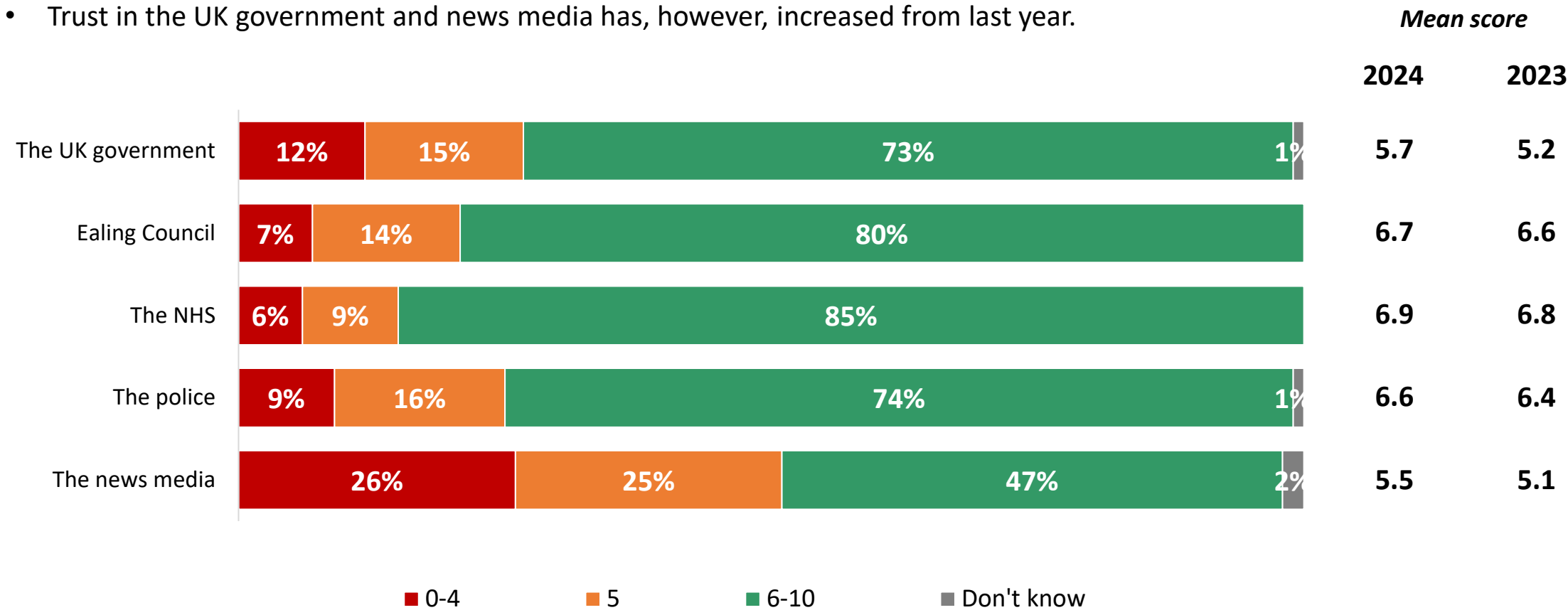
— Very / fairly informed % — Very informed % — Not very / not at all informed %

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

Base: Ealing Council Resident Survey, n=1,275; Base: LG Inform National Quarterly polling, 1,000 per wave

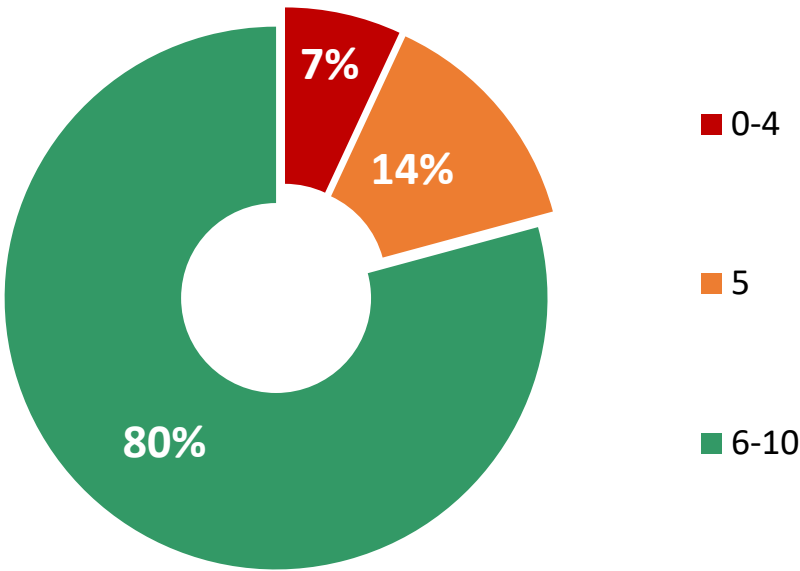
Degree to trust in public institutions

- As part of new metrics added to the survey in 2023, 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.
- Trust in the UK government and news media has, however, increased from last year.



Degree of trust in Ealing Council

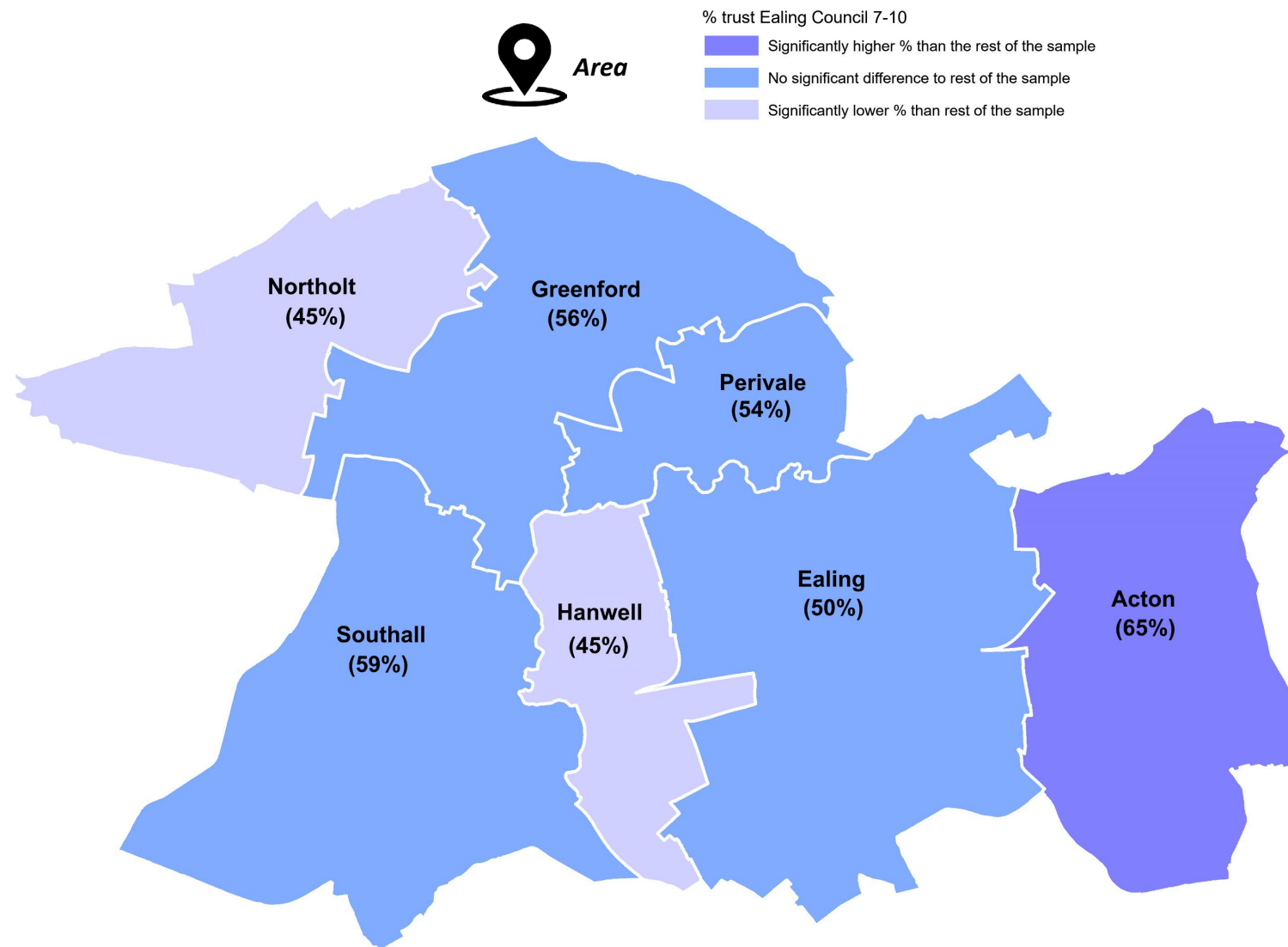
- Just over a quarter rated their trust in Ealing Council between 0-5 out of 10 (20%). 80% rated their trust between 6 and 10 out of 10; 59% rated their trust between 7 and 10.
- A significantly lower proportion of residents own their property outright / buying it on a mortgage and have lived in Ealing for more than 5 years rated their trust between 6 and 10 out of 10.



	Net % 6-10
Male	81%
Female	78%
Aged 18-24	78%
Aged 25-34	85%
Aged 35-54	77%
Aged 55-64	79%
Aged 65 & over	79%
Own property outright / with mortgage	75%
Rent from council	81%
Rent from private landlord	86%
Lived in Ealing for 5 years or less	85%
Lived in Ealing for more than 5 years	77%

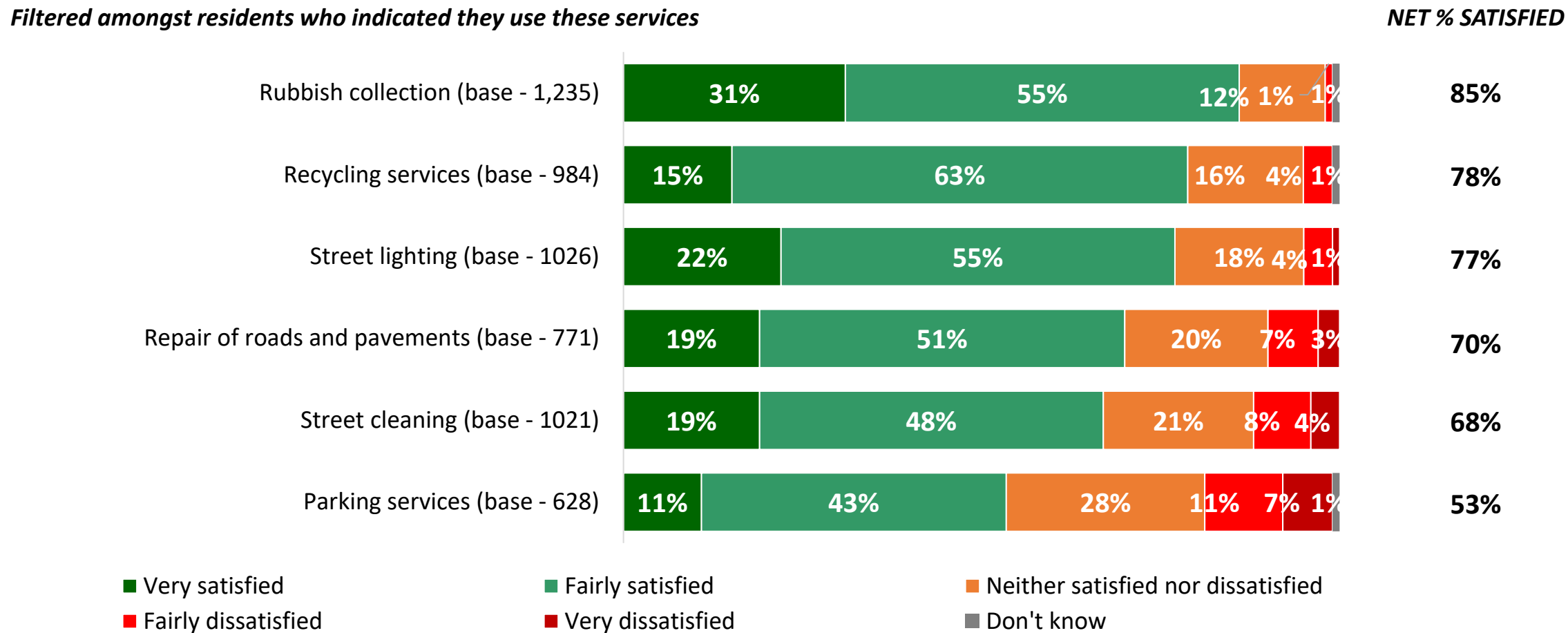
Degree of trust in Ealing Council

- The proportion of residents who rate their trust in Ealing Council between 6-10 out of 10 is significantly higher amongst residents living in Acton 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 and Northolt compared to other towns.



Satisfaction with local services – universal services

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

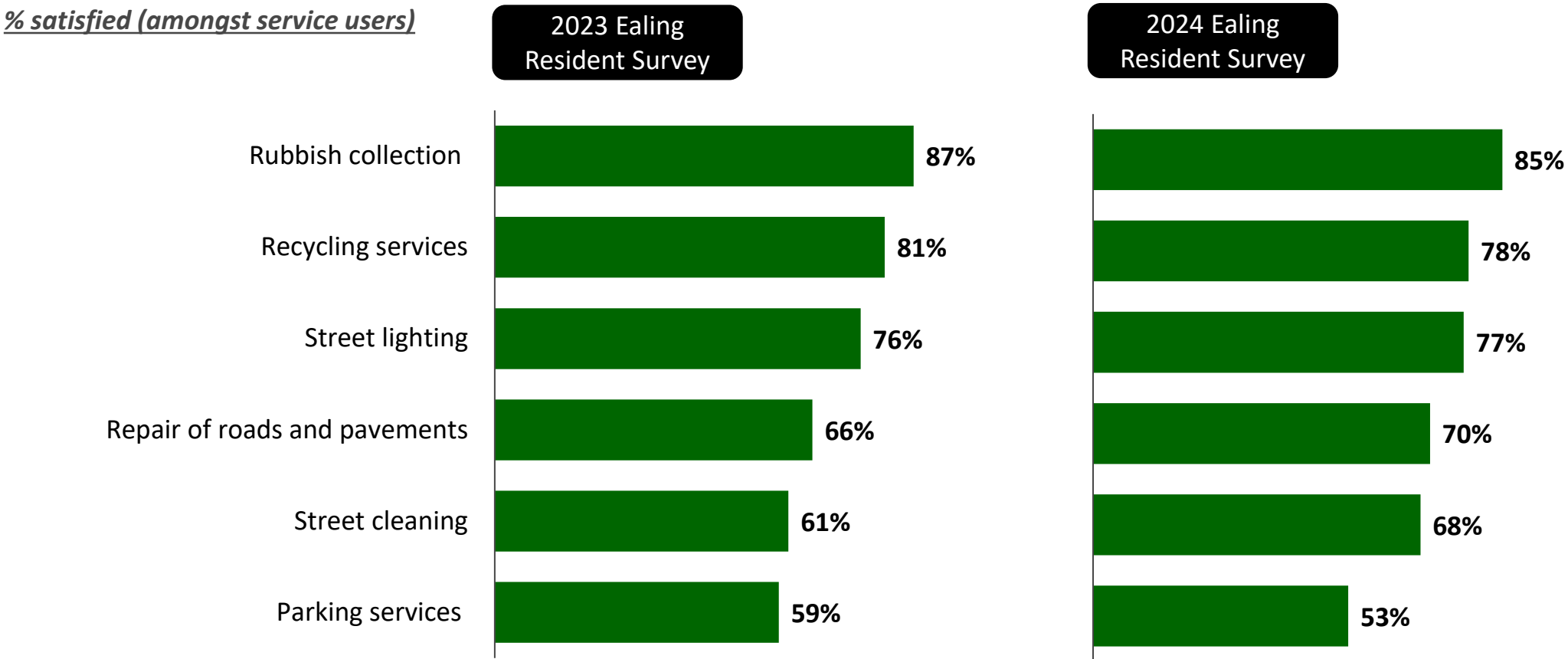


Base:
(various,
50+
reported)

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*

- Year on year marginal increases are observed for road and pavement repairs and street cleaning.
- The proportion satisfied with parking services has reduced year on year.

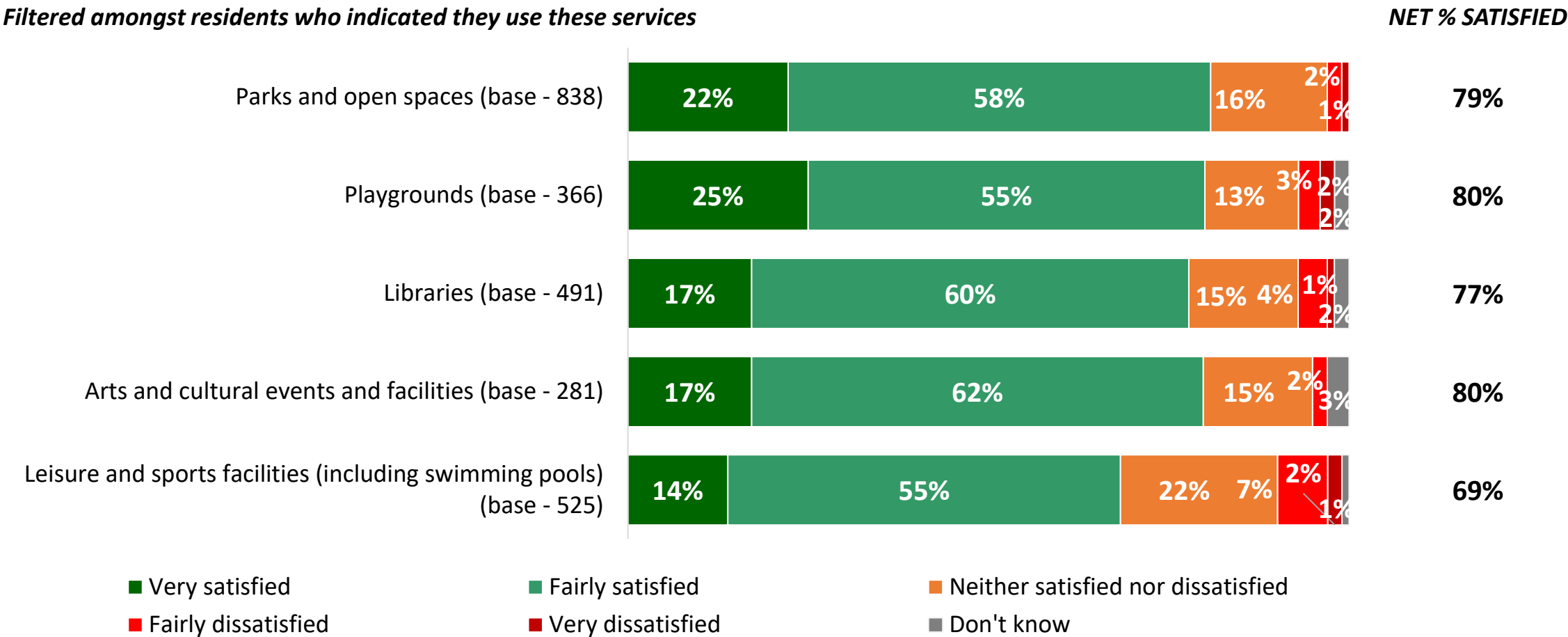


Base:
(various,
50+
reported)

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 – leisure services

- Satisfaction with the majority of leisure services is high (parks & open spaces, playgrounds, libraries and arts & cultural facilities).
- Satisfaction with leisure and sports facilities is comparably lower (although a significant rise from last year – 59%).

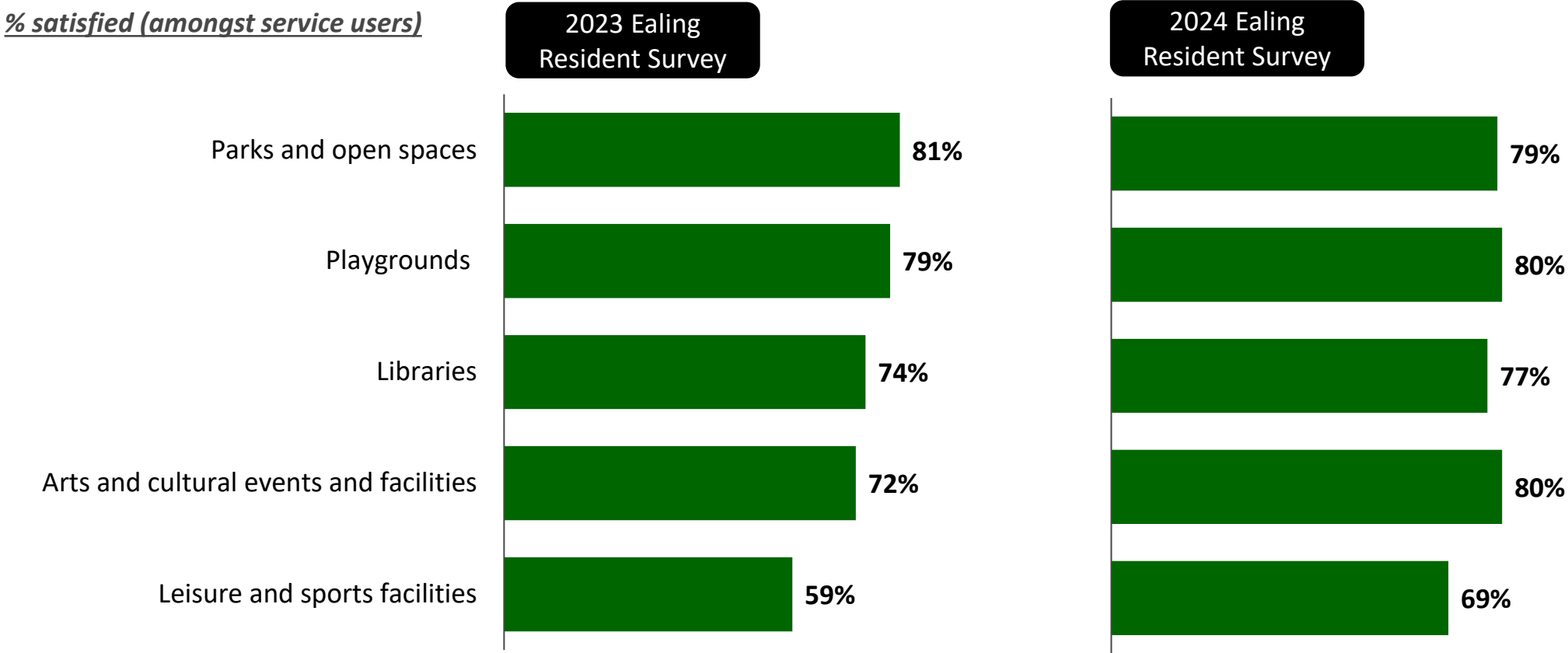


Base:
(various,
50+
reported)

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 – *year on year trends*

- Consistent with trends observed last year, a slight reduction in satisfaction with parks is observed year on year.
- Following a decrease in satisfaction last year, the proportion satisfied with leisure and sports facilities has increased.

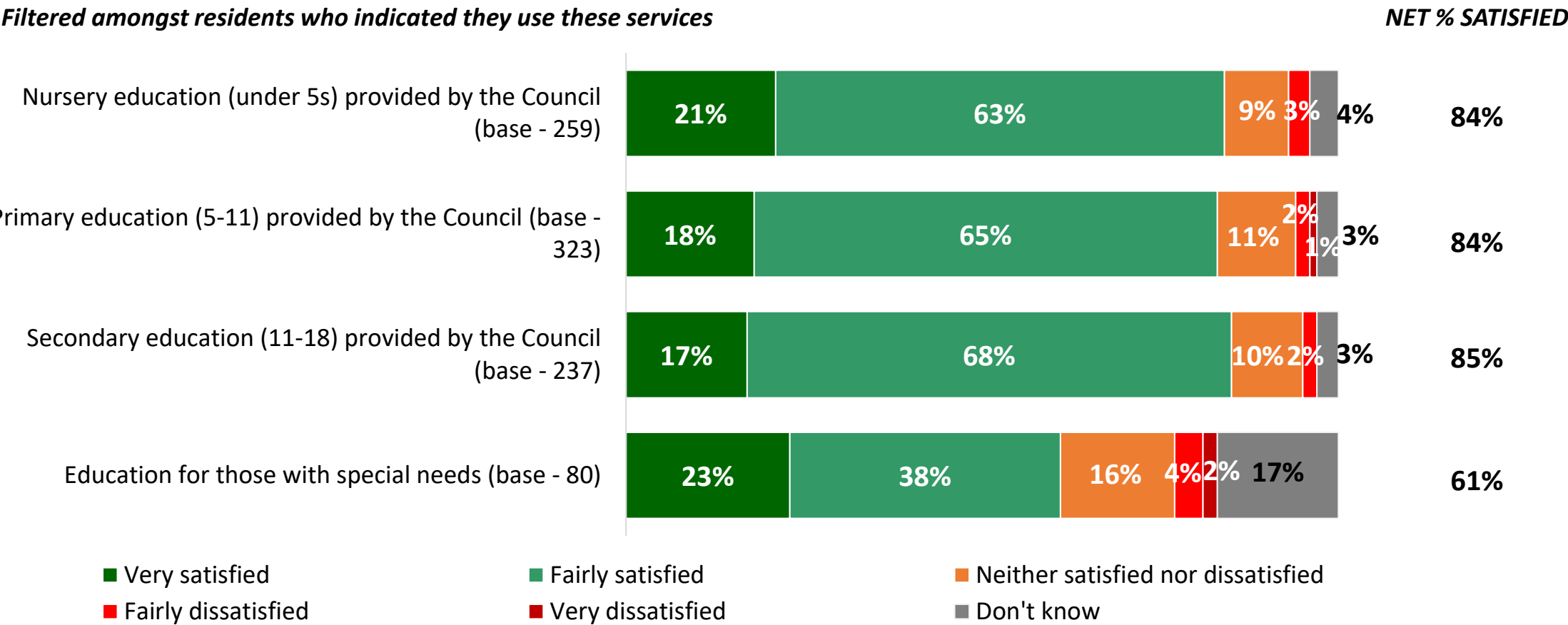


Base:
(various,
50+
reported)

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.

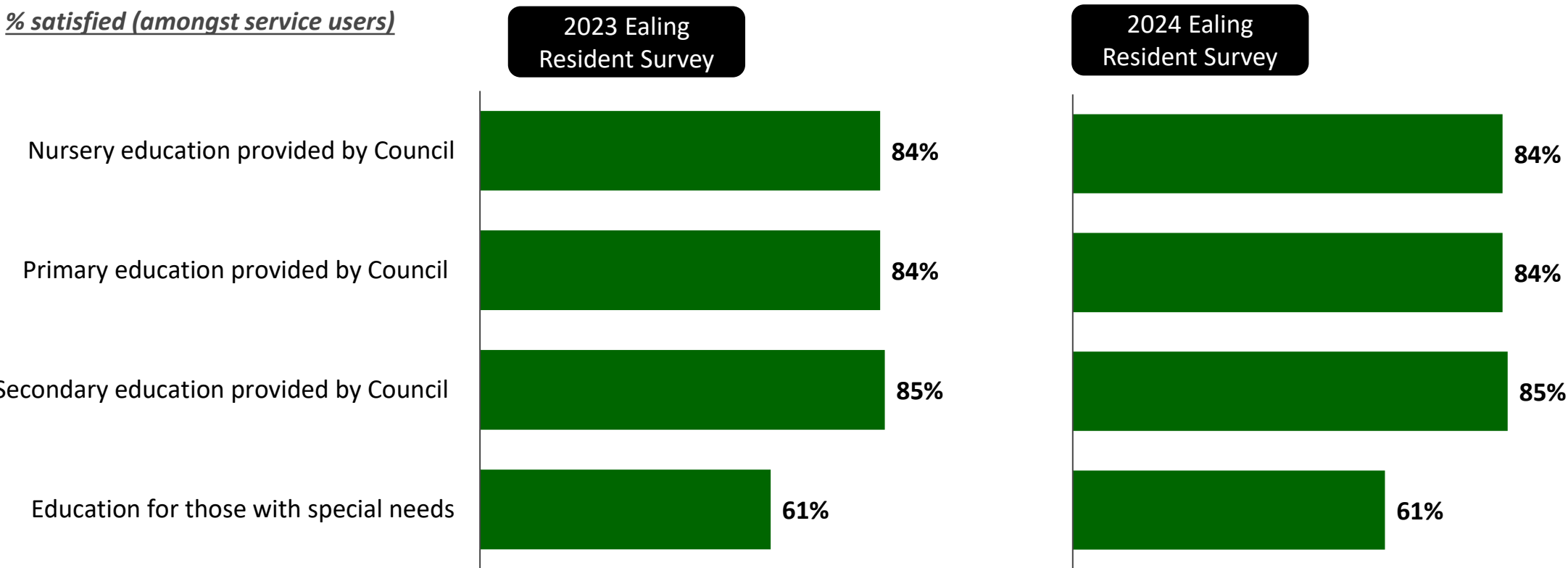


Base:
(various,
50+
reported)

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*

- Satisfaction with all elements of education services is consistent with last year’s resident survey.



Base:
(various,
50+
reported)

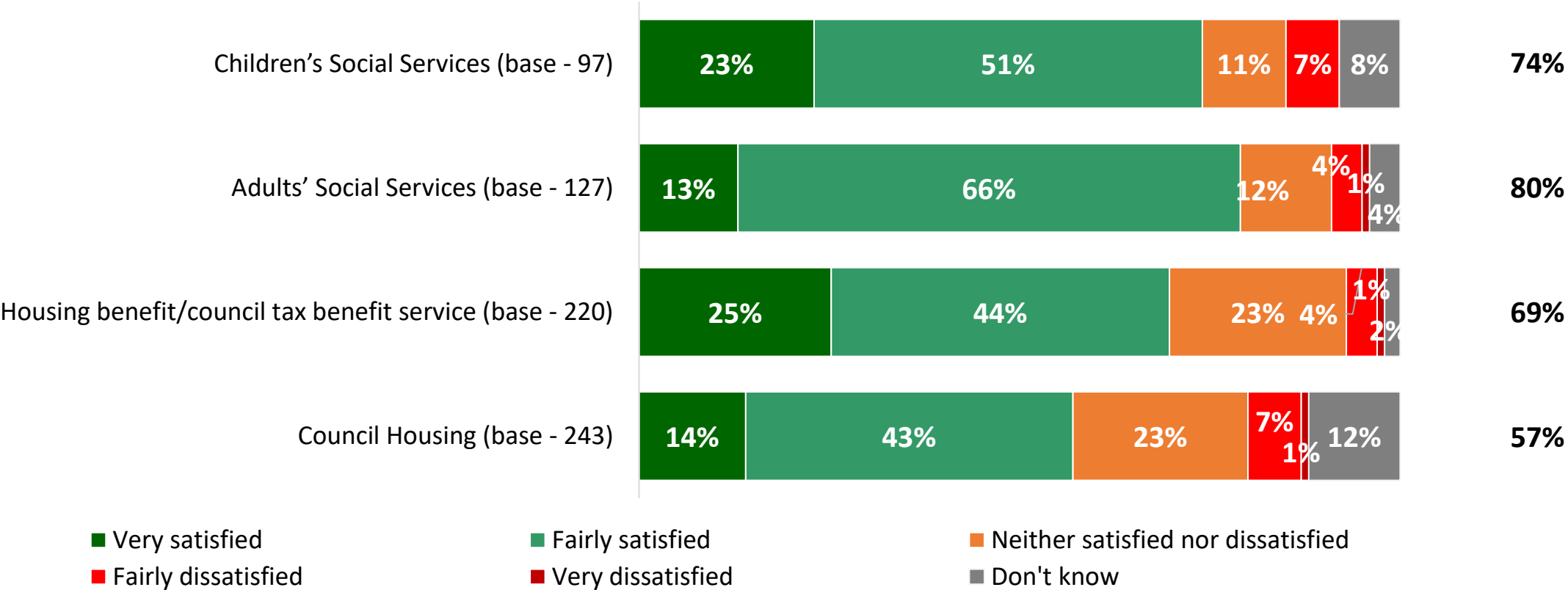
I would like to ask you about local services in Ealing. Please tell me how satisfied or dissatisfied you are with each of the following services in your local area...

Satisfaction with local services – social care / welfare services

- 80% are satisfied with Adults’ Social Services and 74% are satisfied with Children’s Social Services.
- Satisfaction with housing benefit / the council tax benefit service and notably council housing is comparably lower.

Filtered amongst residents who indicated they use these services

NET % SATISFIED

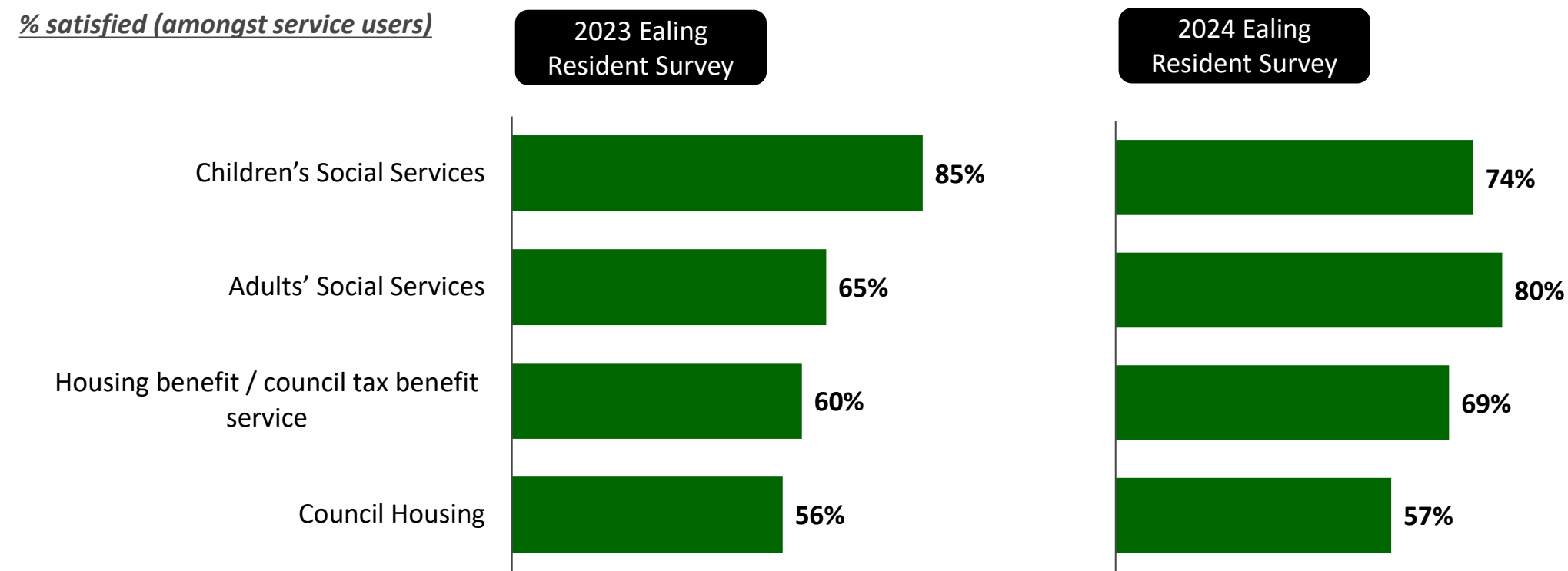


Base:
(various,
50+
reported)

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 – *year on year trends*

- Whilst an increase is observed in Adults’ Social Services satisfaction year on year, a reduction is observed for Children’s Social Services.
- Following a decrease in satisfaction last year, the proportion satisfied with housing / council tax benefit has increased.

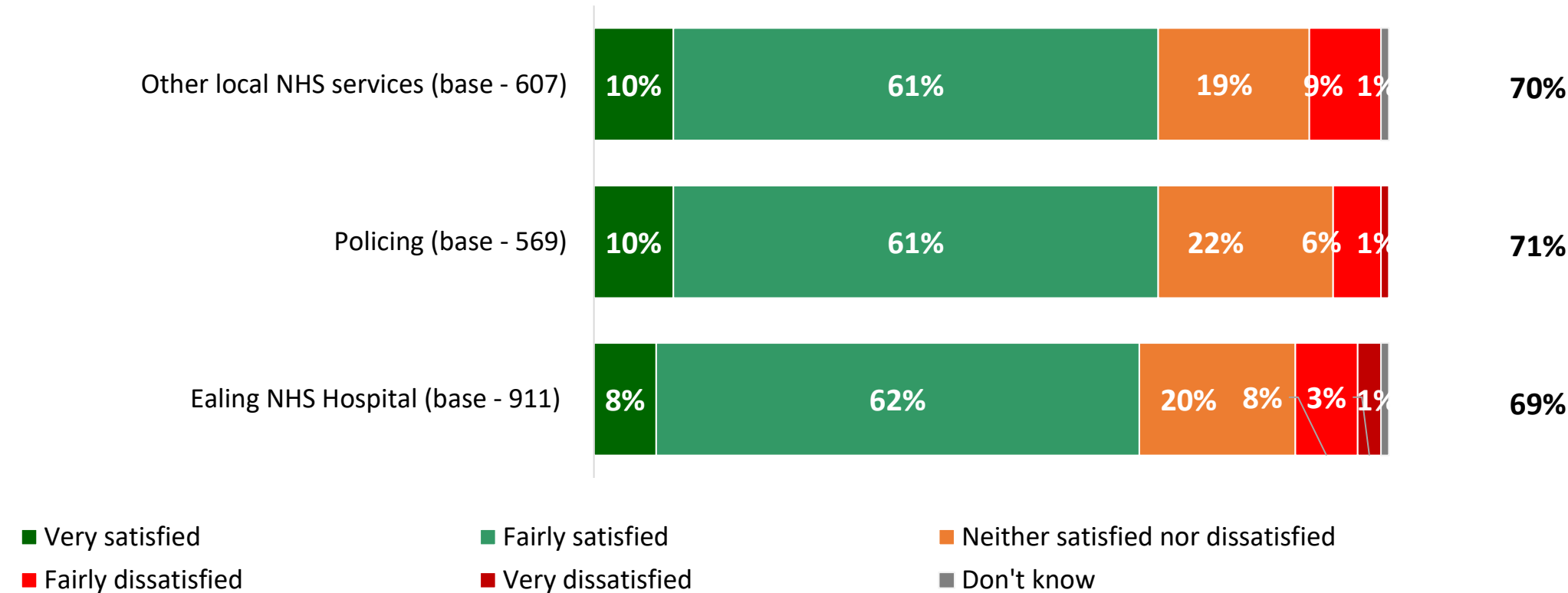


Satisfaction with local services – partner services

- Satisfaction levels are broadly consistent across the partner services posed.
- It is worth noting however that the proportion very satisfied is fairly low and around one fifth are neither satisfied nor dissatisfied.

Filtered amongst residents who indicated they use these services

NET % SATISFIED

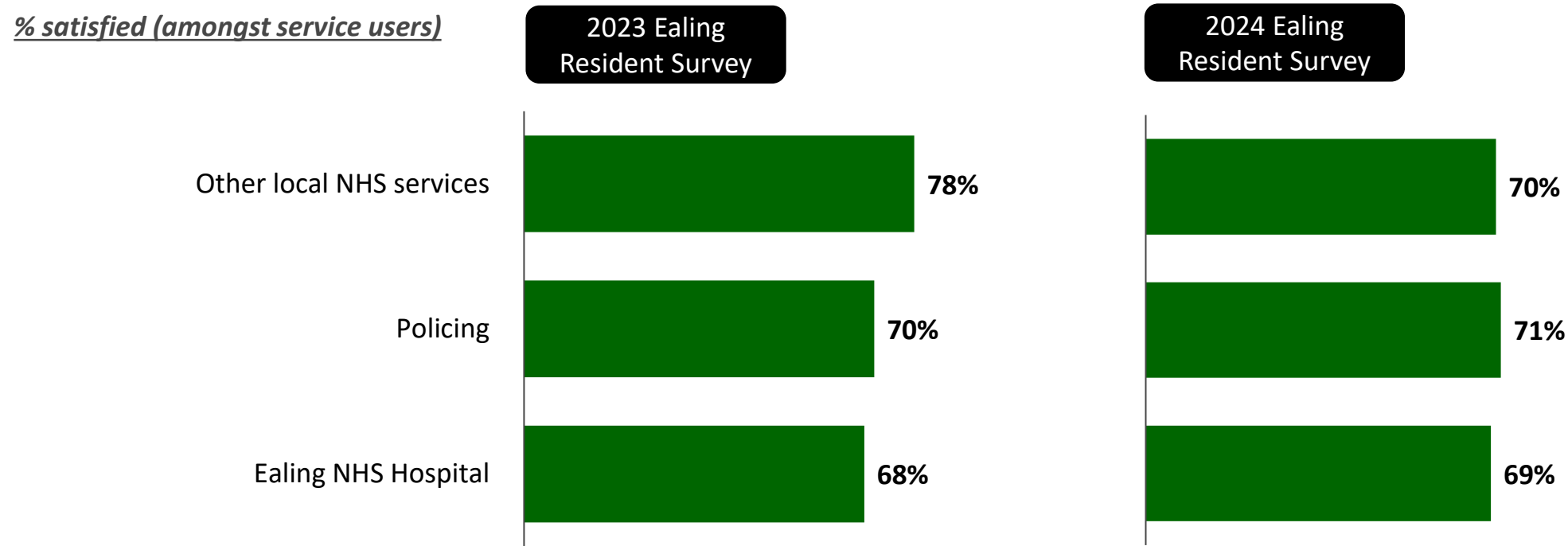


Base:
(various,
50+
reported)

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*

- A decrease in satisfaction with other local NHS services is observed year on year.
- Satisfaction with policing and the Ealing NHS Hospital is broadly consistent with last year.



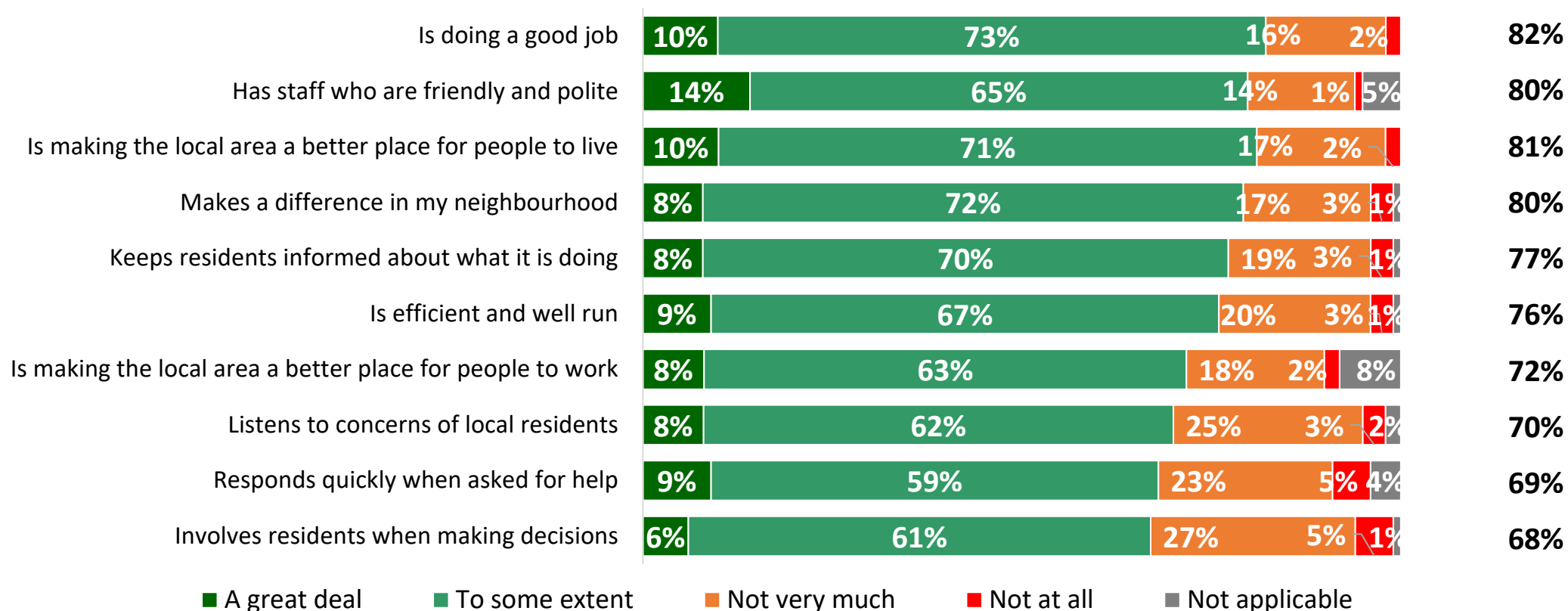
Base:
(various,
50+
reported)

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

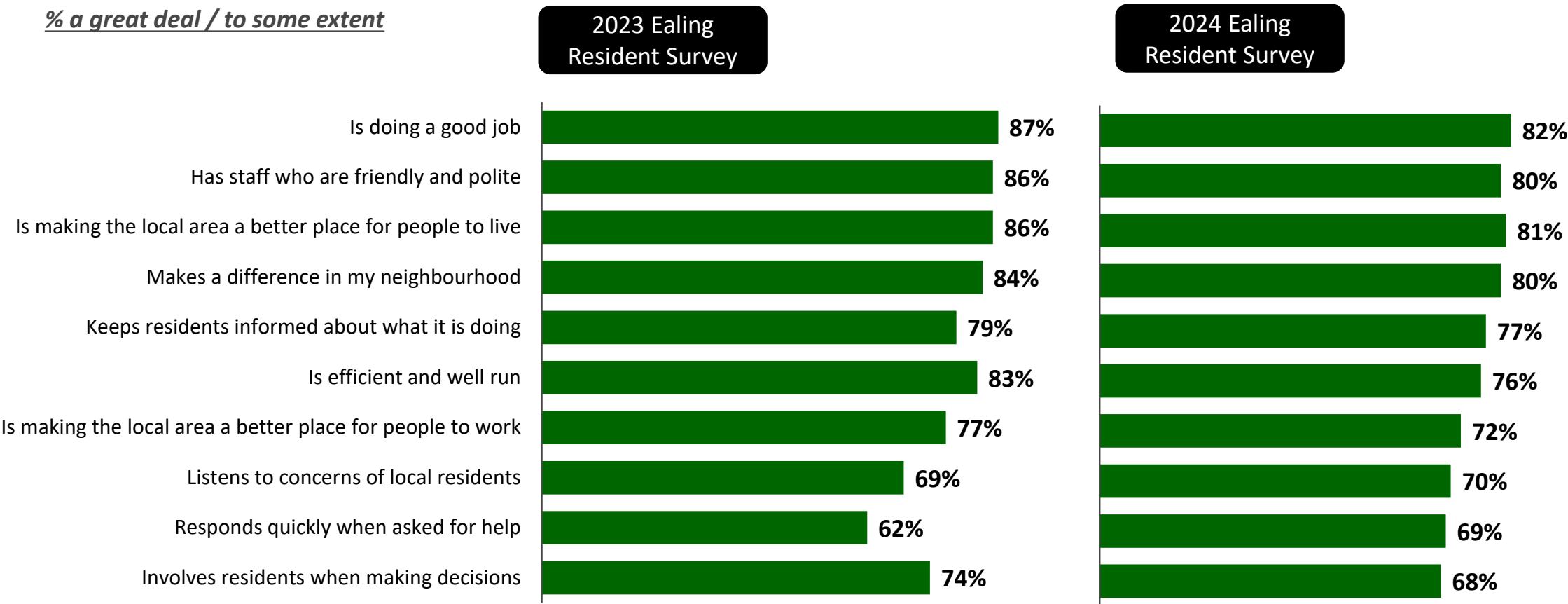
- The majority agree Ealing Council is doing a good job, has staff who are friendly and polite and is making the local area a better place for people to live. However, it is important to note that the majority of these associations are ‘to some extent’.
- Association with Ealing Council engaging with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

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



Perceptions of Ealing Council – year on year trends

- Small year on year reductions are observed for a number of metrics but notably perceptions of the council doing a good job, having staff who are friendly and polite, being efficient and well run and involving residents when making decisions.
- A year on year increase is observed in the context of responding quickly when asked for help.



Contrasting perceptions of Ealing Council by area

- Consistent with overarching metrics, perceptions are positive amongst residents living in Acton.
- A significantly lower proportion of residents who live in Southall associate the council with listening to the concerns of residents and involving residents in making decisions.
- Consistent with last year, a significantly lower proportion of residents living in Perivale agree the council involves and listens to residents and makes a difference to their neighbourhood. Staff and response time perceptions are also lower.



Greenford

Makes a difference in my neighbourhood – 74%

Northolt

Is making the local area a better place to work – 80%

Southall

Listens to concerns of local residents – 63%
Involves residents when making decisions – 59%

% A GREAT DEAL / TO SOME EXTENT

Acton

Is doing a good job – 88%
Is making the local area a better place to live – 87%
Makes a difference in my neighbourhood – 88%
Is making the local area a better place to work – 82%
Responds quickly when asked for help – 76%
Involves residents when making decisions – 75%

Perivale

Has staff who are friendly and polite – 67%
Listens to concerns of local residents – 61%
Makes a difference in my neighbourhood – 71%
Is making the local area a better place to work – 61%
Responds quickly when asked for help – 54%
Involves residents when making decisions – 54%

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

- A significantly lower proportion of residents who own their property outright / buying it on a mortgage associate the council with the majority statements at least to some extent (particularly concerning local area engagement).
- 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.



Private rented

Is making the local area a better place to live – 85%
Keeps residents informed about what it is doing – 82%



Length of time living in Ealing

Less than 5 years

Is doing a good job – 86%
Is making the local area a better place to live – 86%
Makes a difference to my neighbourhood – 84%
Keep residents informed about what it is doing – 81%
Is making the local area a better place to work – 78%
Listens to concerns of local residents – 74%

% A GREAT DEAL / TO SOME EXTENT

Owned outright / on a mortgage

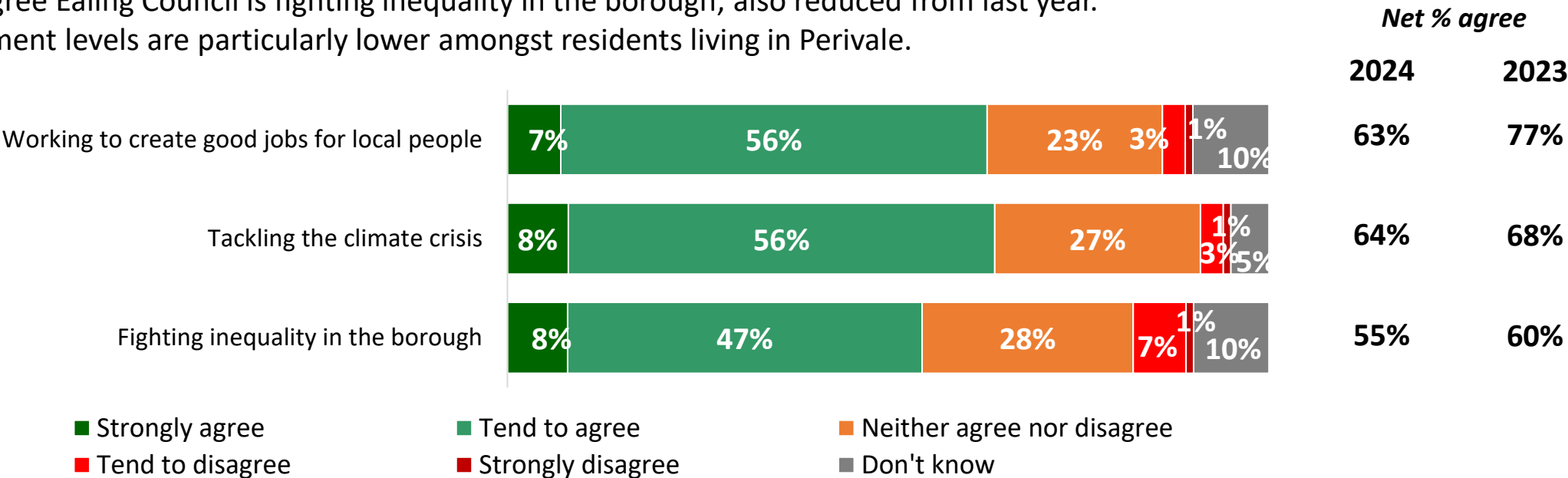
Has staff who are friendly and polite – 76%
Is making the local area a better place to live – 77%
Makes a difference in my neighbourhood – 77%
Is efficient and well run – 73%
Keeps residents informed about what it is doing – 74%
Involves residents when making decisions – 64%
Responds quickly when asked for help – 66%

More than 5 years

Is doing a good job – 81%
Is making the local area a better place to live – 78%
Makes a difference to my neighbourhood – 78%
Keeps residents informed about what it is doing – 76%
Is making the local area a better place to work – 69%
Listens to concerns of local residents – 67%

Perceptions of Council Plan objectives

- Just under two thirds agree Ealing Council is working to create good jobs for local people; a reduction from last year. Agreement levels are particularly low amongst residents living in Hanwell and Perivale.
- 55% agree Ealing Council is fighting inequality in the borough; also reduced from last year. Agreement levels are particularly lower amongst residents living in Perivale.



Acton

% a great deal / to some extent -
Working to create good jobs for
local people – 76%

Hanwell and Perivale

% a great deal / to some extent -
Working to create good jobs for
local people – 53% / 47%

Perivale

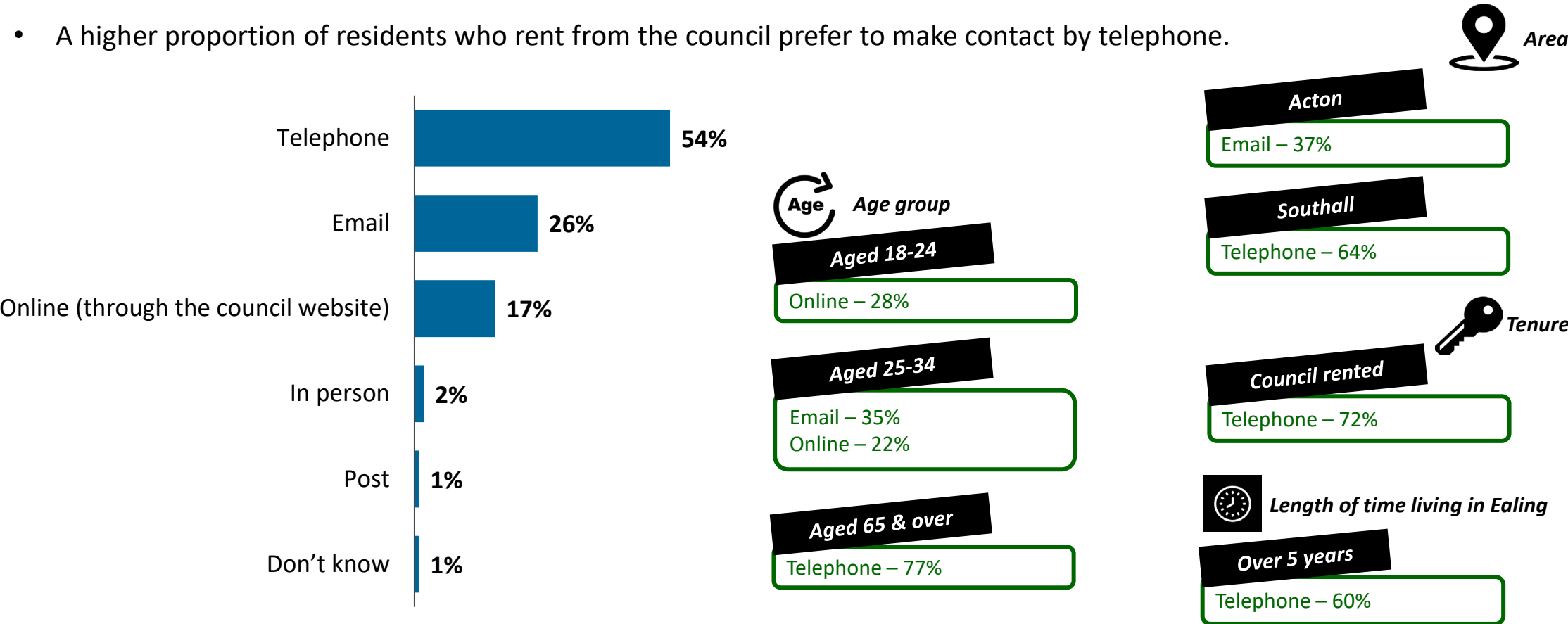
% a great deal / to some extent -
Fighting inequality in the
borough – 41%

Key findings – Council communications

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

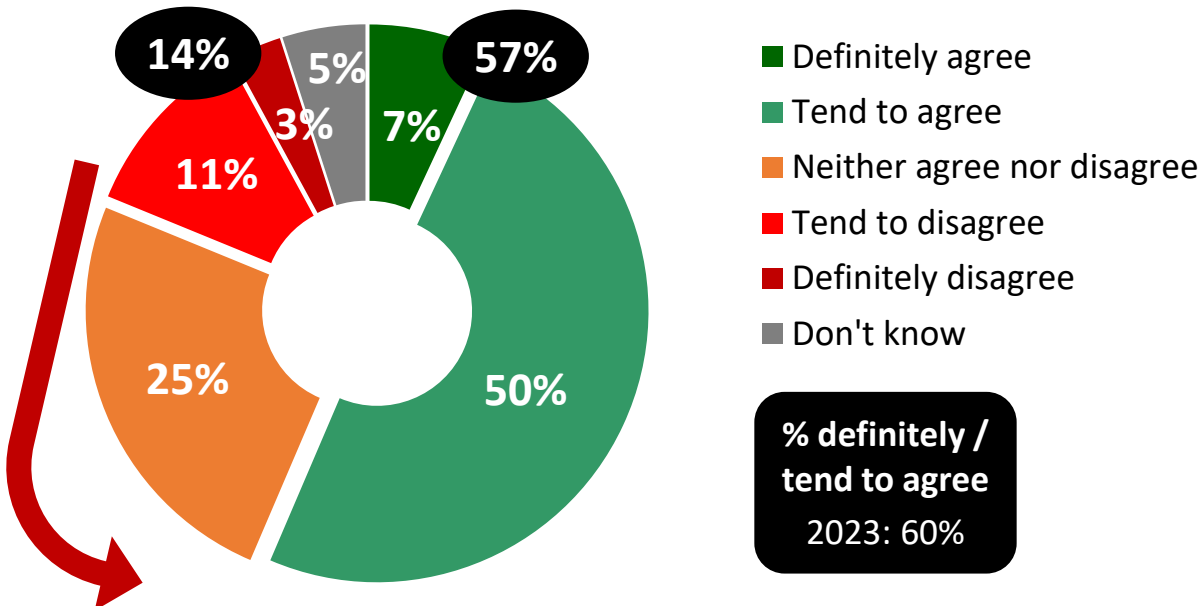
Preferred method of contacting Ealing Council

- Just over half of residents claim they prefer to make contact by telephone if they needed to (marginally higher than last year – 47%). 26% prefer email and 17% prefer online.
- Preference varies by age with a higher proportion of younger residents preferring to make contact online 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

- Just under six in ten (57%) agree the council is easy to contact (slightly lower than last year at 60%); 14% disagree. A lower proportion of residents just about getting by / not managing financially agree. The most common 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' (91% of those disagreeing) and 'unable to find correct department responsible for the service' (40%). 6% cited the website being difficult to use.

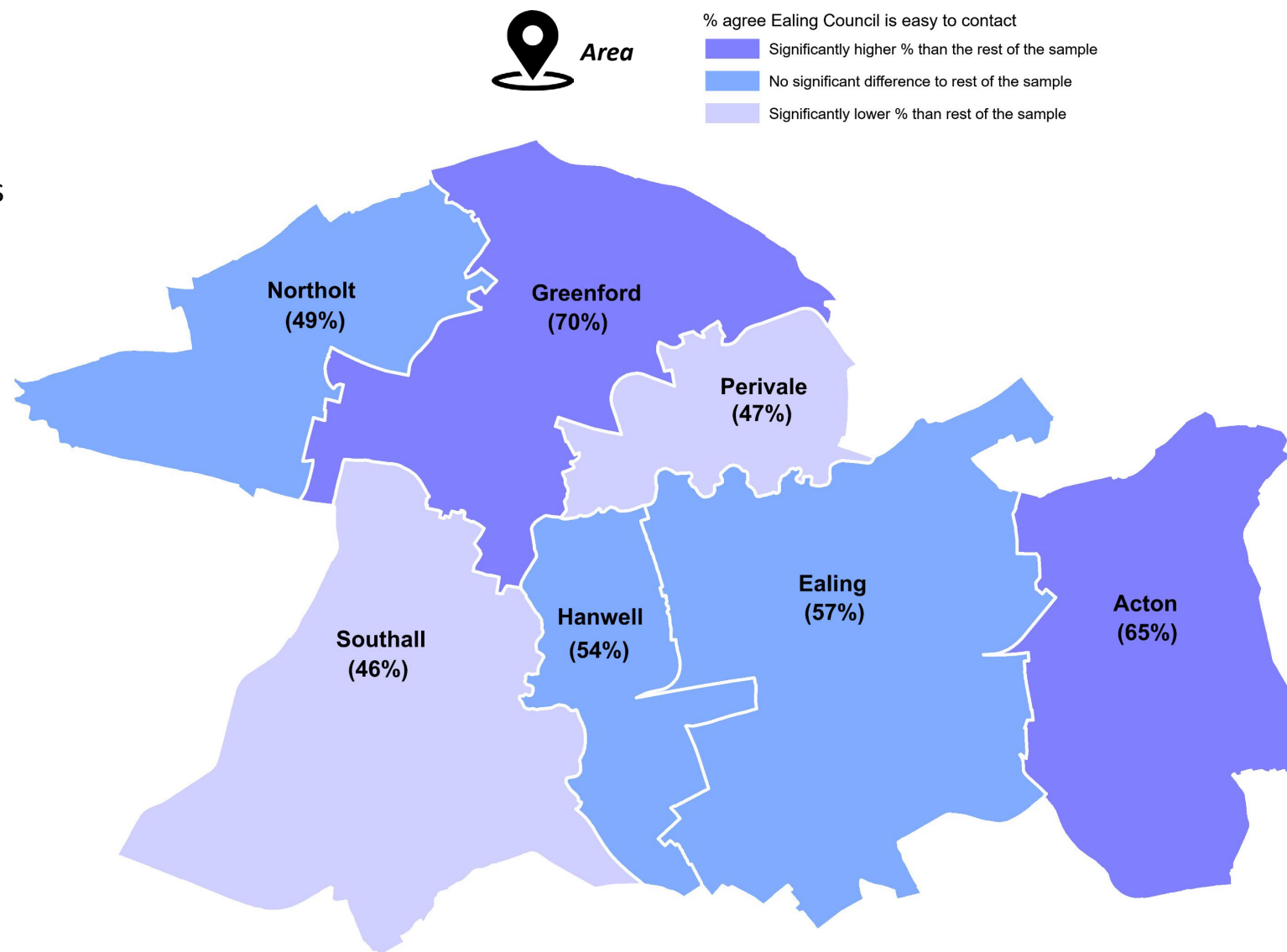
	Net % Agree	Definitely agree
Male	58%	7%
Female	56%	6%
Aged 18-24	43%	9%
Aged 25-34	57%	6%
Aged 35-54	62%	7%
Aged 55-64	55%	5%
Aged 65 & over	51%	7%
Own property outright / with mortgage	57%	6%
Rent from council	57%	15%
Rent from private landlord	55%	5%
Lived in Ealing for 5 years or less	56%	8%
Lived in Ealing for more than 5 years	57%	6%
Living comfortably financially	62%	10%
Just about getting by / not managing financially	51%	3%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

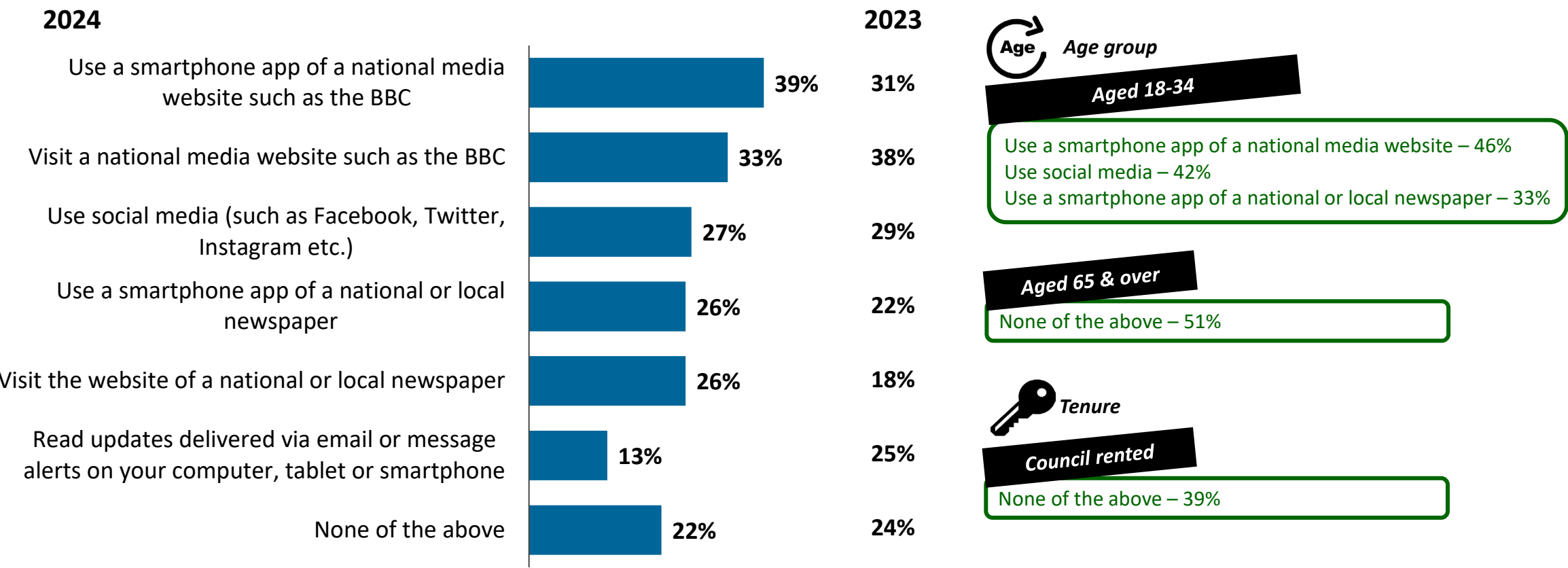
Contrasting perceptions of ease of contacting Ealing Council by area

- Overall agreement that Ealing Council is easy to contact is significantly higher amongst residents living in Acton and Greenford compared to other towns.
- Overall agreement that Ealing Council is easy to contact is significantly lower amongst residents living in Southall and Perivale compared to other towns.



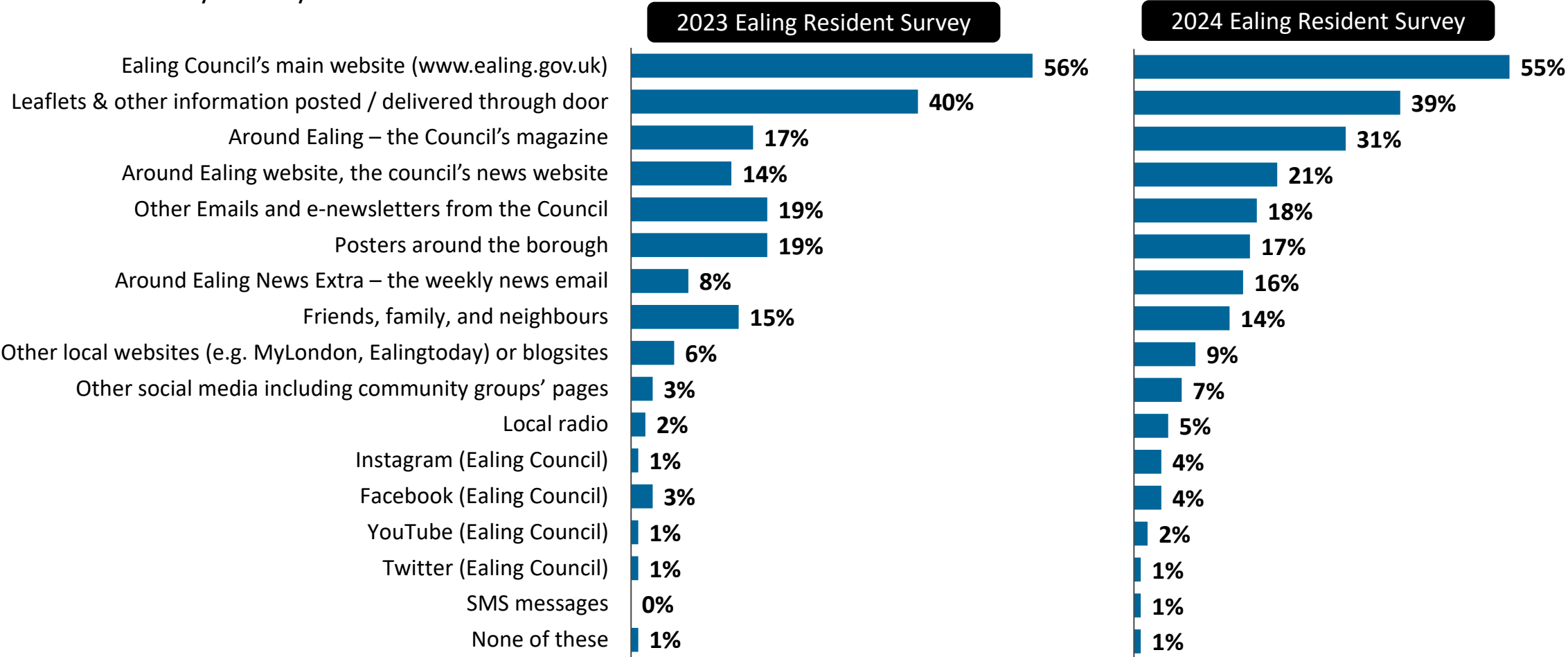
Source of news or information on current affairs

- In contrast to 2023, the most common means of accessing news / information is via a smartphone app of a national media website (39%). 33% visit a national media website. 27% indicate they use social media. Just over one in five (22%) indicated they do not use any of these / do not access information on current affairs.
- Smartphone and social media use is higher amongst residents aged 18-34. Use of none of the prompted sources is higher amongst residents who rent from the council.



Current source of news or information about the council and its services

- Whilst the council website and information received through the post continues to be the most common modes used / preferred, it is evident that multi-modal access is required.
- Current use of the ‘Around Ealing’ council hard copy magazine and website, as well as the weekly news email, has increased year on year.



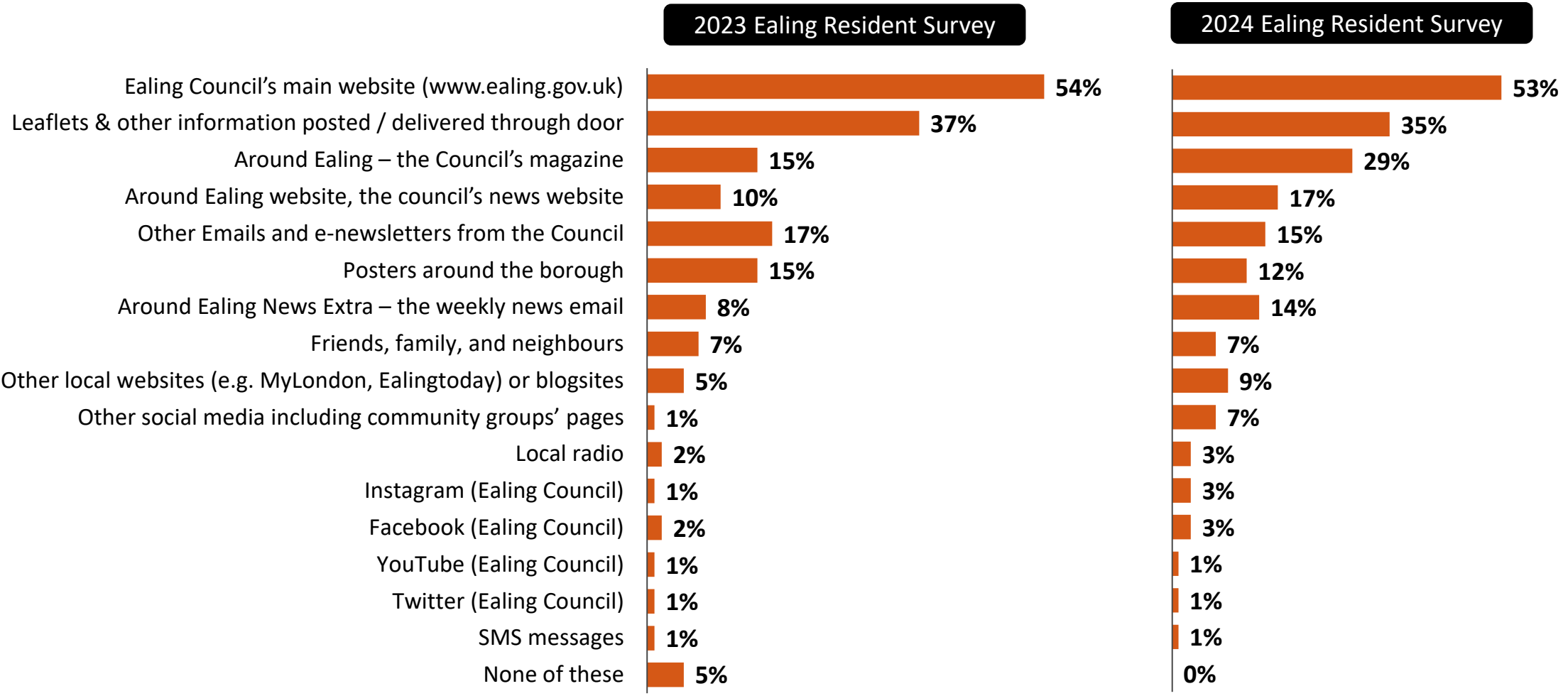
Base:

(1,275)

From which of the following, if any, do you currently obtain most of your information and news about the council and its services?

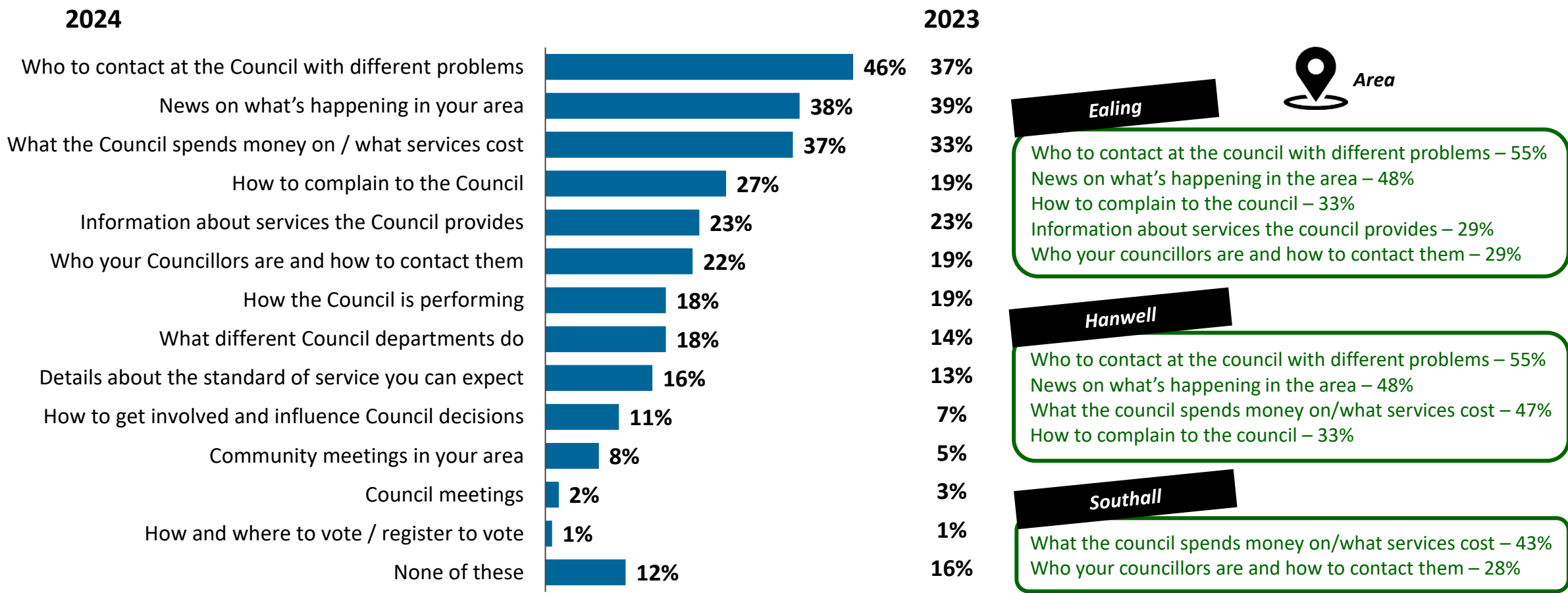
Preferred source of news or information about the council and its services

- Broadly consistent patterns are observed when residents are asked for their preferred sources of council news or information.
- Preference for the ‘Around Ealing’ council hard copy magazine, website and weekly news email has increased year on year.



Preferences for more information from council

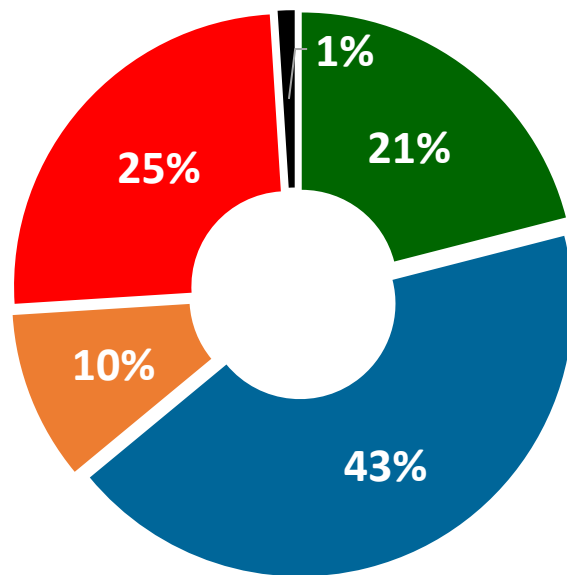
- Residents’ main information preferences are who to contact with different problems, news on what’s happening in their local area and what the council spends money on / what services cost.
- The proportion selecting who to contact with different problems, what money is spent on and how to complain has increased. These information resources are selected by a higher proportion of residents living in Central Ealing, Hanwell and Southall.



Frequency of using Ealing Council website

- Three quarters of those with internet access have used the council website to some degree (75% - marginally higher than last year – 71%); 21% have used it in the last month and a further 43% have used it in the last 12 months.
- Claimed use is highest amongst residents who live in Hanwell.
- Claimed use is higher amongst residents aged 35-54 and 55-64 and lowest amongst residents 18-24 and 65 & over.

Filtered amongst residents with internet access only



Net yes in last month / 12 months

2023: 50%; 2024 – 64%

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



Area

Hanwell

Net Yes (any frequency) – 90%
Yes in the last month – 38%



Age group

Aged 18-24 and 65 & over

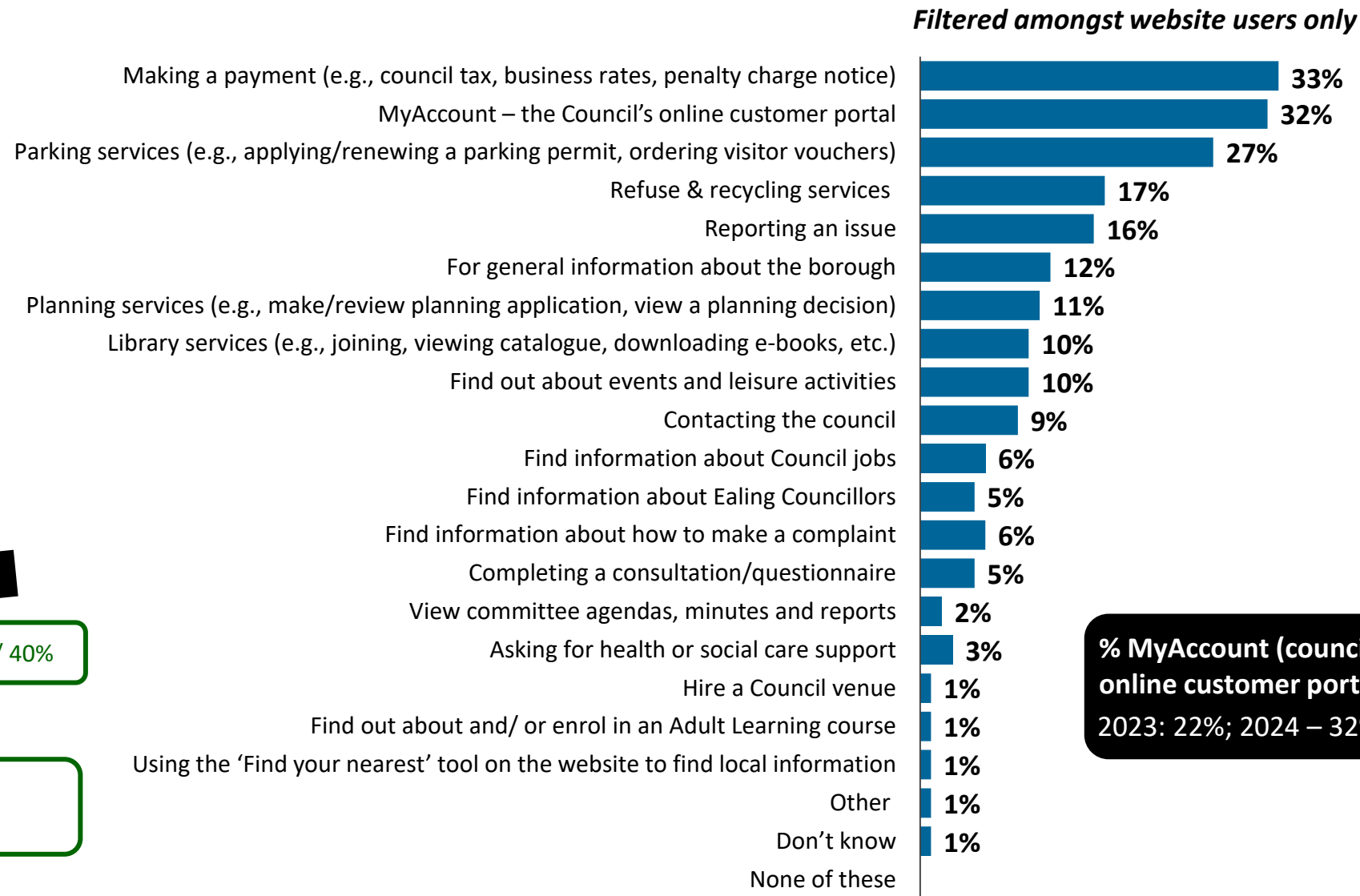
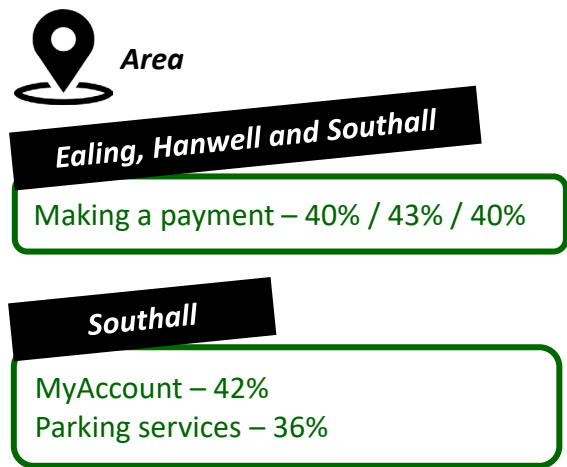
Net Yes (any frequency) – 57% / 56%

Aged 35-54 and 55-64

Net Yes (any frequency) – 80% / 82%

Reasons for using Ealing Council website

- A variety of reasons are given but the most common are making a payment, using MyAccount and parking services.
- The proportion using MyAccount has increased year on year.



% MyAccount (council’s online customer portal)
2023: 22%; 2024 – 32%

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