



Ealing Resident Survey 2022 – Results

Lake Market Research/ Ealing Council

April 2023

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 help the Council to deliver on 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.

How the survey was carried out

Survey with residents of Ealing:

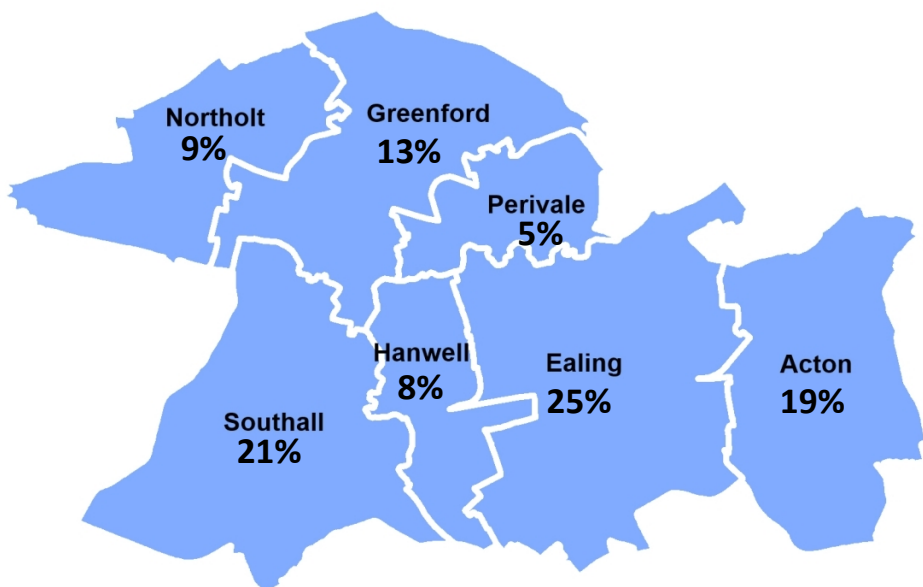
- Carried out by Lake Market Research, an independent research company
- Residents were randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of Ealing's population
- 1,250 interviews in total
- Interviews with residents at home
- Sampling error of +/-3% at a confidence level of 95%
- Fieldwork took place in November and December 2022

Dataset weighted by the borough's population profile:

- Age
- Gender
- Town
- Ethnicity

Comparisons made with 2018 Ealing resident survey, the Survey of Londoners 2022, and LGA national polling where applicable

The profile of residents taking part reflects that of Ealing's population



Age:

- 32% aged 18-34
- 37% aged 35-54
- 15% aged 55-64
- 16% aged 65 & over

Home ownership:

- 37% home owner / buying with mortgage
- 19% rent from council
- 5% from housing association
- 38% rent from private landlord
- 1% living with parents

Gender:

- 49% male
- 51% female

Ethnicity:

- 45% White
- 32% Asian
- 11% Black
- 8% Mixed

Working status:

- 72% working
- 14% not working
- 14% retired

Notes on the report

Statistical significance:

Our sample is subject to a sampling error of +/-3% at a confidence level of 95%.

- To give an example, a finding of 50% on a base size of 1,250 interviews has a sampling error of +/-3% at the 95% confidence level. That is to say that if they 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 +/-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:

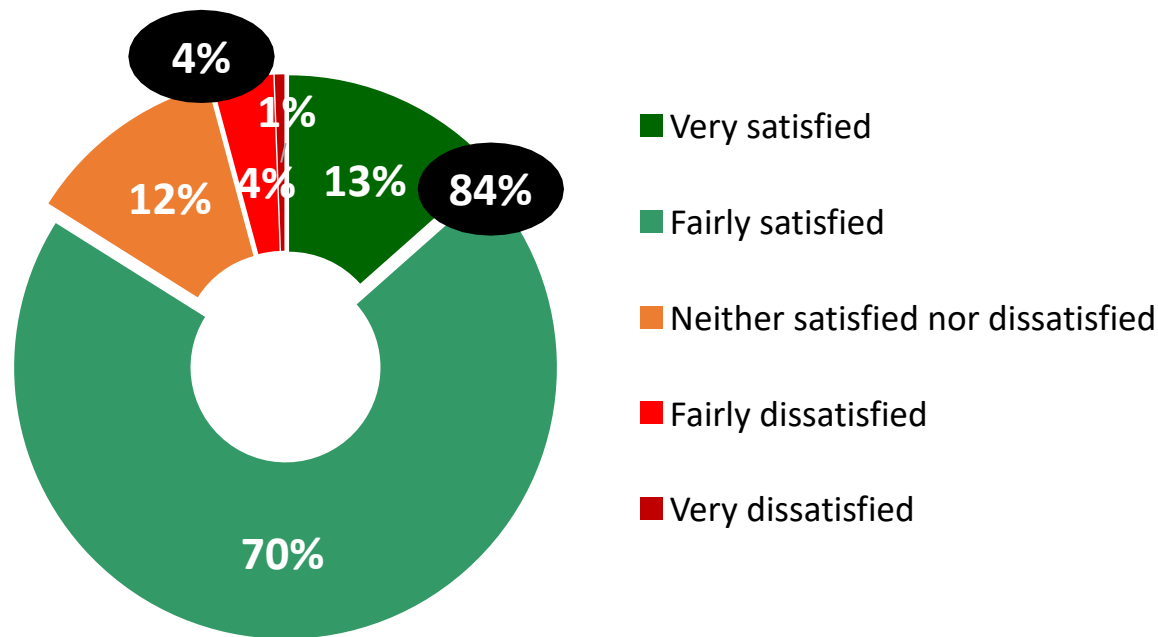
Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.

Key findings - What people think about their local area

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

Satisfaction with local area as a place to live

- The majority (84%) are satisfied with their local area as a place to live but only 13% are very satisfied.
- Overall satisfaction (including % fairly satisfied) is strong across demographics but comparably lower amongst residents aged 55 & over, residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Satisfied
Male	85%
Female	83%
Aged 18-24	92%
Aged 25-34	85%
Aged 35-54	86%
Aged 55-64	78%
Aged 65 & over	79%
Own property outright / with mortgage	85%
Rent from Council	74%
Rent from private landlord	88%
Lived in Ealing for 5 years or less	89%
Lived in Ealing for more than 5 years	81%

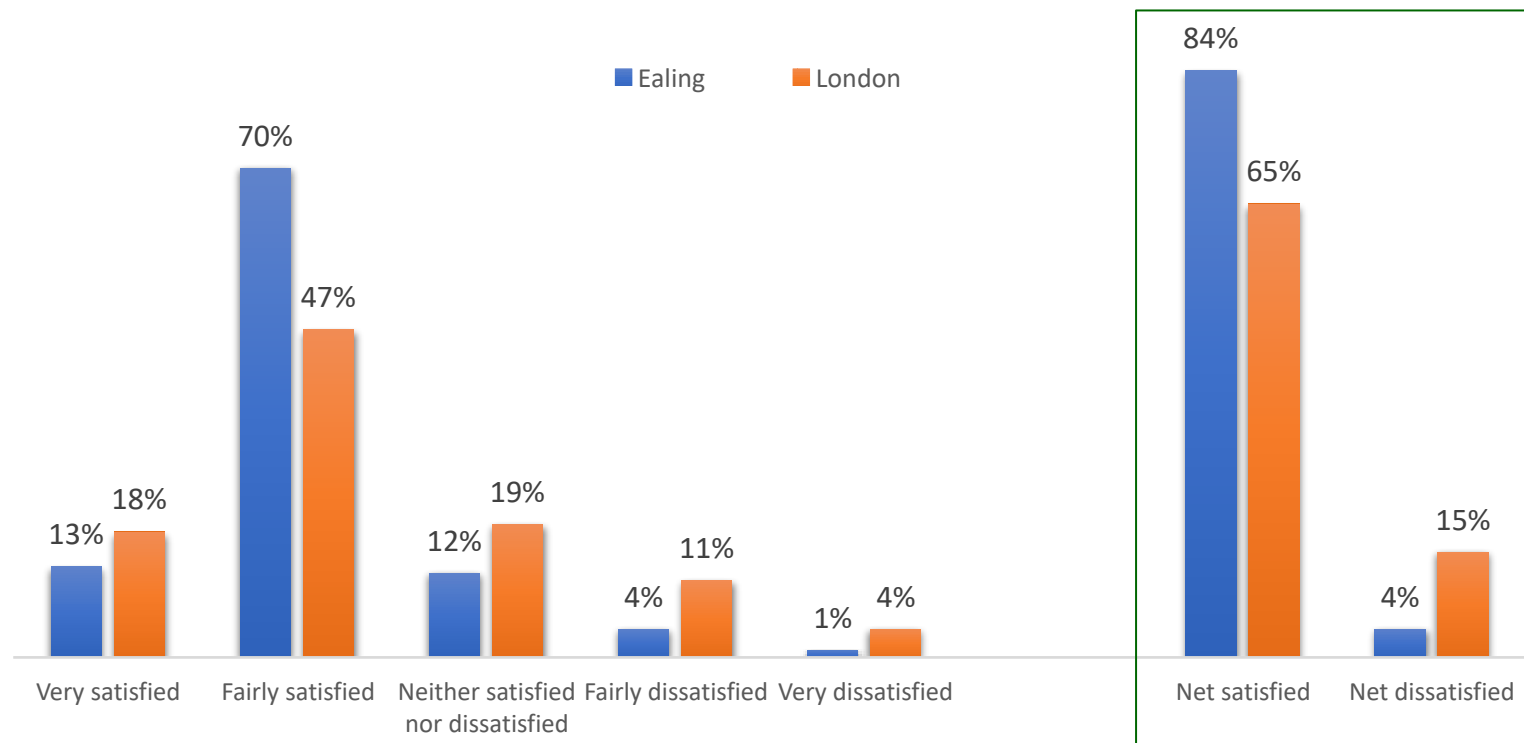
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Satisfaction with local area as a place to live – comparison with London

- Overall satisfaction with the local area in Ealing is significantly higher (84%) than the London average (65%)*. Dissatisfaction in Ealing is similarly much lower (4% vs 15%)

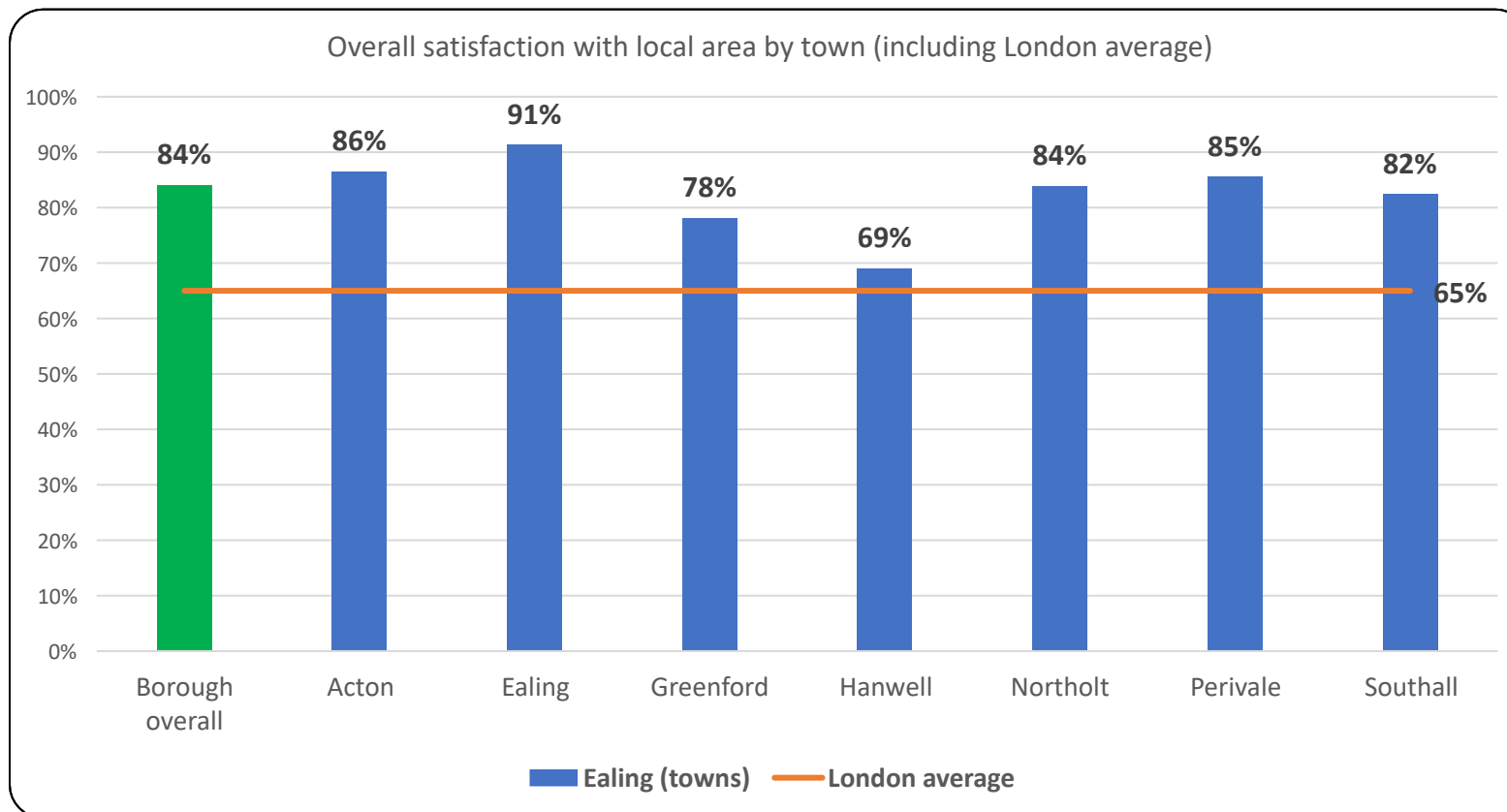
Overall, how satisfied or dissatisfied are you with your local area as a place to live?



*Based on the [Survey of Londoners 2021-22](#); 8,630 responses from Londoners aged 16+, carried out online and on paper

Satisfaction with local area as a place to live – across the borough

- Overall satisfaction with their local area as a place to live is higher in the borough (84%) and across all towns, than the London average (65%). Within the borough, satisfaction is highest in Ealing (91%).
- Overall satisfaction with their local area is lower among residents in Greenford and Hanwell as compared to other towns and the borough average; however it is still higher than the London average (65%)*



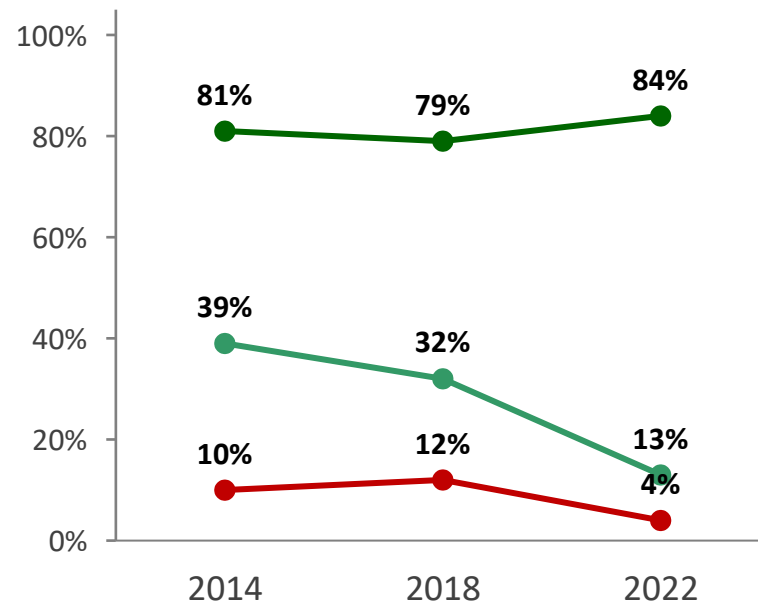
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*Based on the [Survey of Londoners 2021-22](#); 8,630 responses from Londoners aged 16+, carried out online and on paper

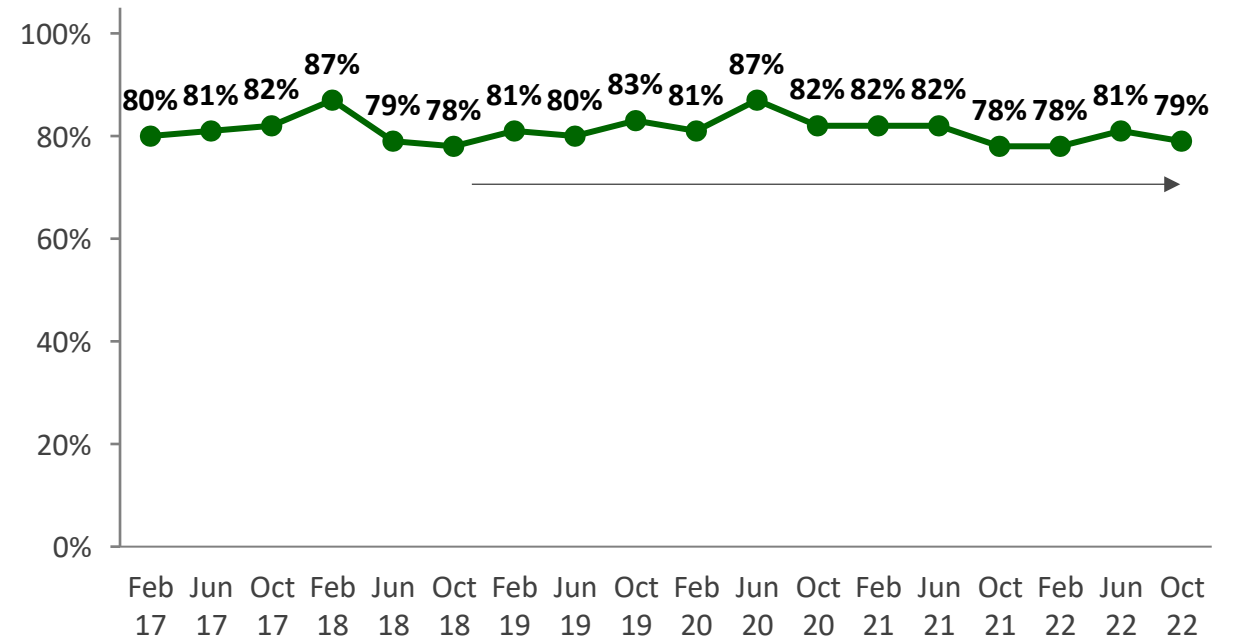
Satisfaction with local area as a place to live – time series data & benchmarks

- Overall satisfaction levels have marginally increased from the last Ealing resident survey conducted in 2018. However, the proportion very satisfied has significantly reduced.
- Satisfaction are marginally 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+



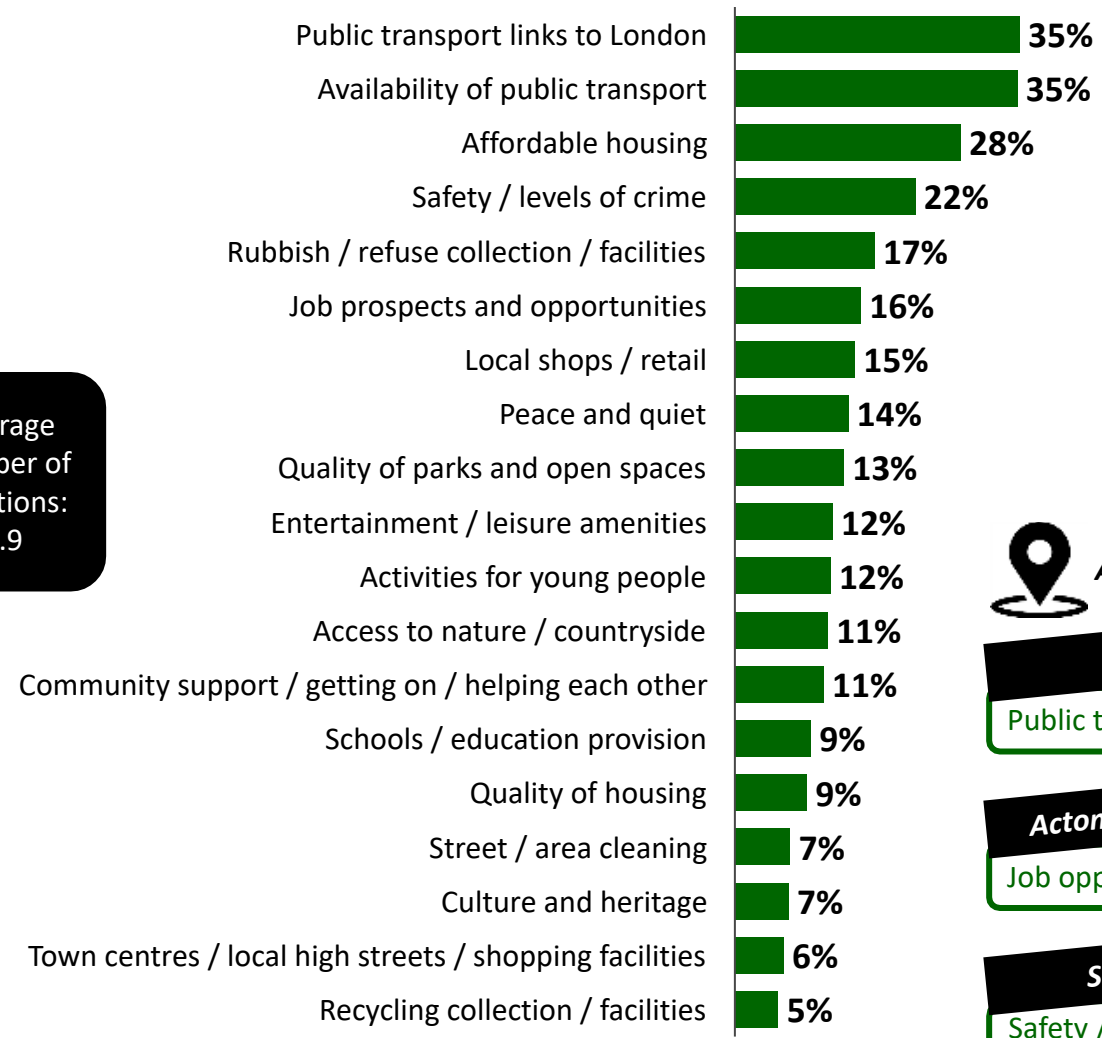
—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

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

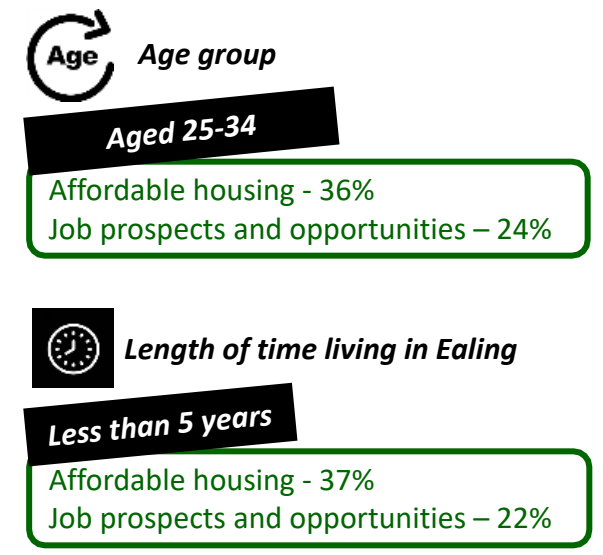
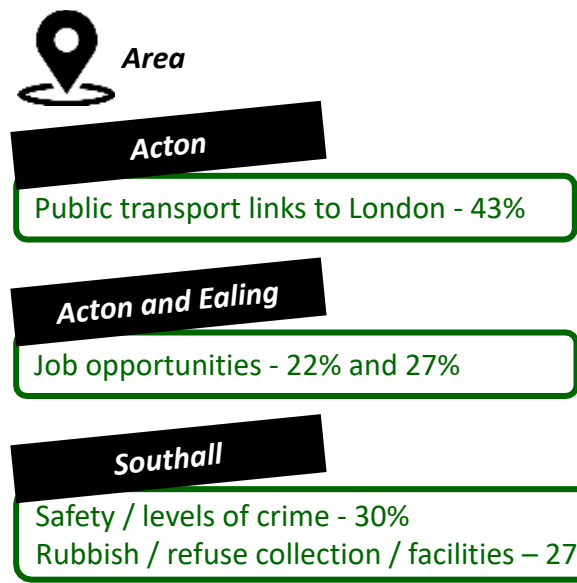
Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

What constitutes a good place to live?

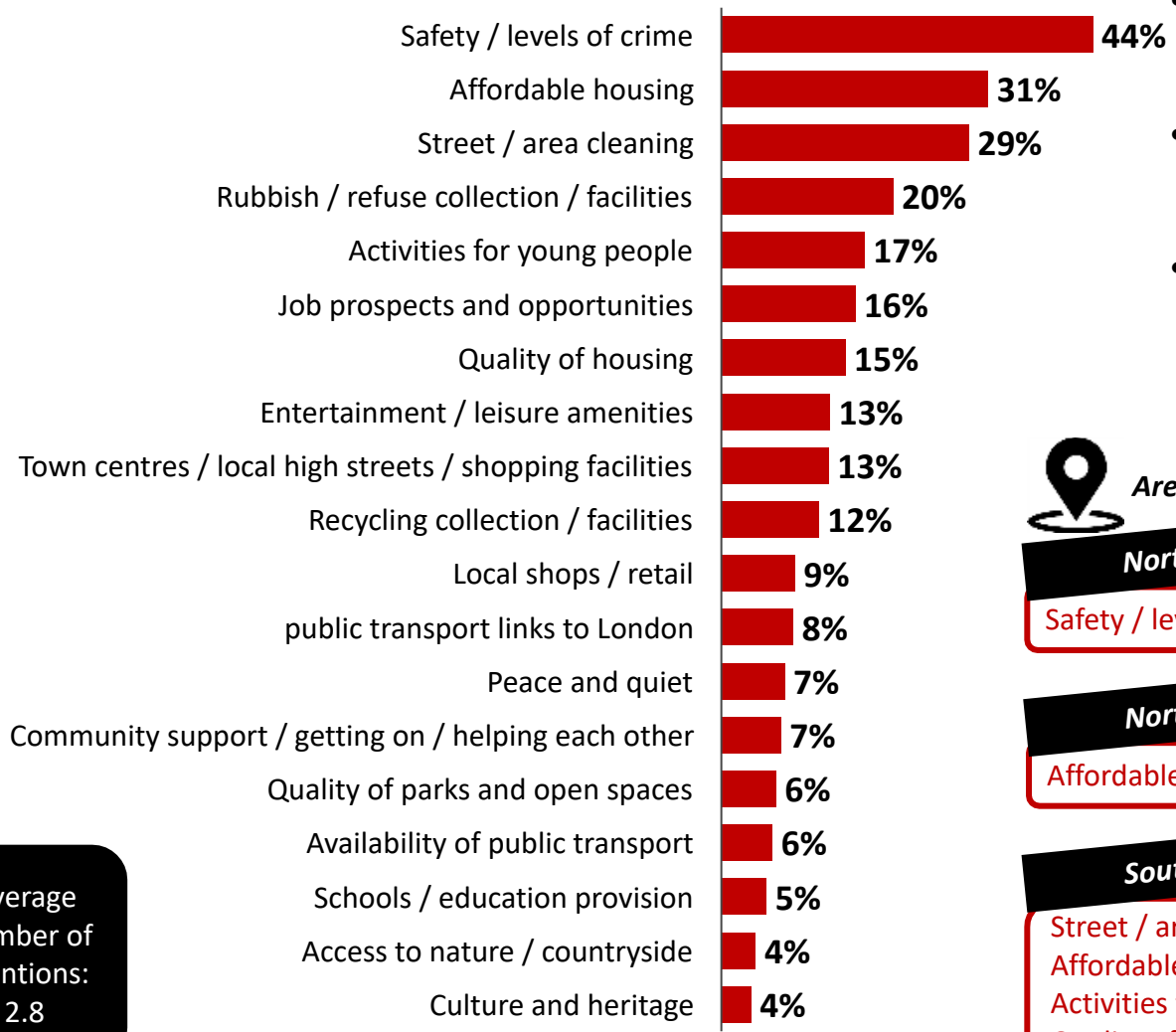
Average number of mentions: 2.9



- Residents were asked to identify things that make their local area a good place to live from a list of prompted factors.
- Public transport links, the availability of public transport, affordable housing and safety rank highest.
- Affordable housing and job prospects / opportunities are more of a factor for those aged 25-34 and residents who have lived in Ealing for under 5 years.

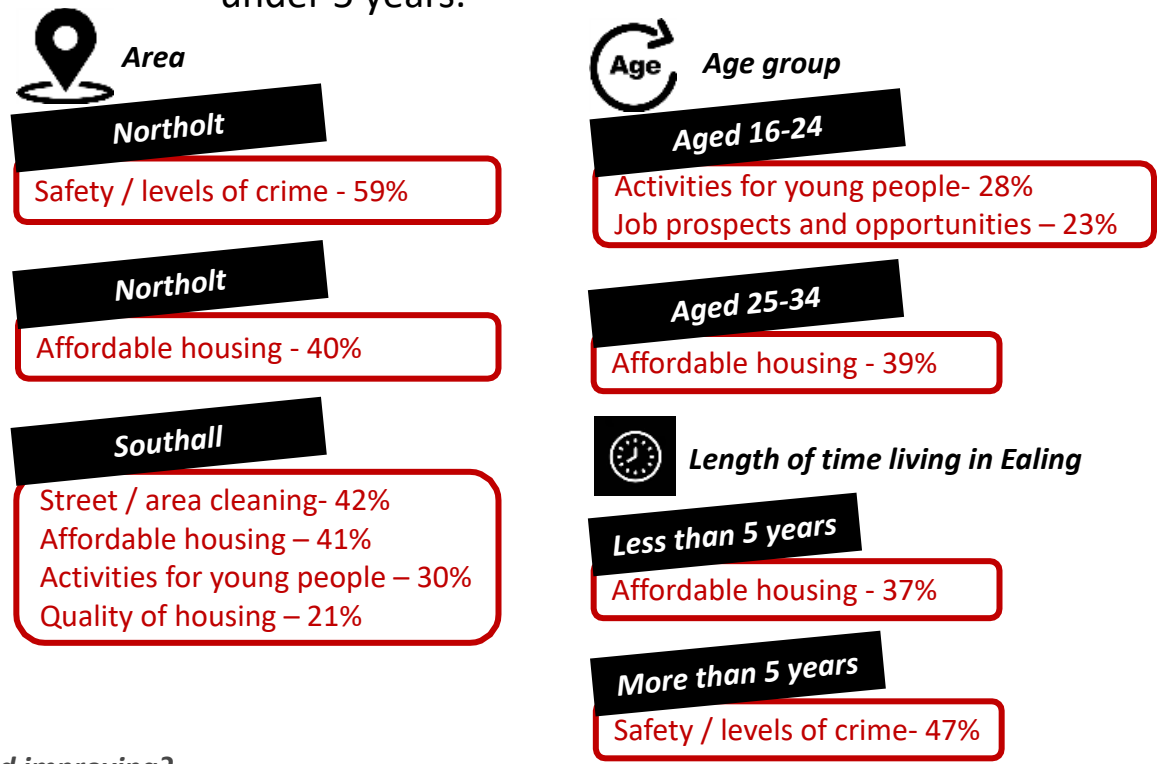


Primary improvements needed in local area



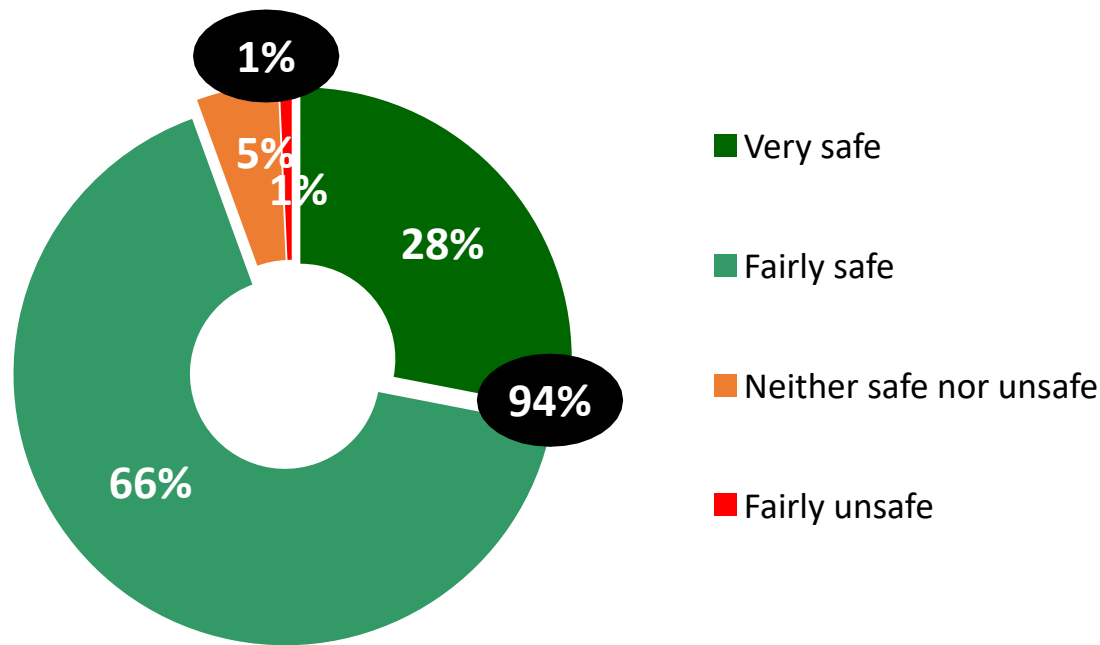
Average number of mentions: 2.8

- Residents were asked to identify the things that most need improving from a list of factors.
- Safety, affordable housing, street / area cleaning and rubbish / refuse collection / facilities rank highest.
- Varying contributors observed by demographic subgroups. Affordable housing is again noted by those aged 25-34 and residents who have lived in Ealing for under 5 years.



Perception of safety in local area during the day

- The vast majority (94%) feel safe in their local area during the day. However, only 28% feel very safe.
- The proportion feeling very safe during the day is notably lower amongst female residents, residents renting from the council and residents who are ‘just about getting by financially’.



	% Very Safe
Male	32%
Female	25%
Aged 18-24	31%
Aged 25-34	28%
Aged 35-54	29%
Aged 55-64	26%
Aged 65 & over	25%
Own property outright / with mortgage	38%
Rent from Council	15%
Rent from private landlord	26%
Lived in Ealing for 5 years or less	29%
Lived in Ealing for more than 5 years	28%
Living comfortably financially	34%
Just about getting by financially	22%

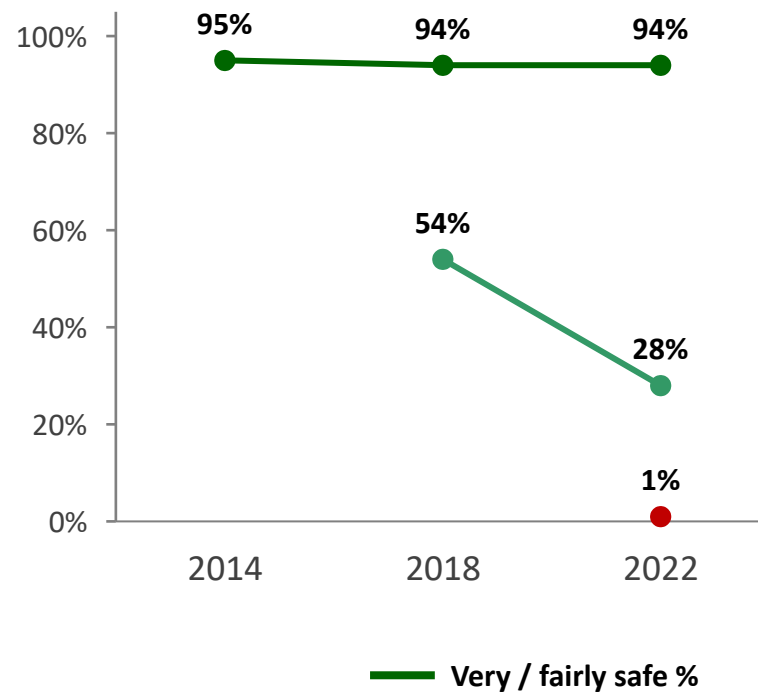
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

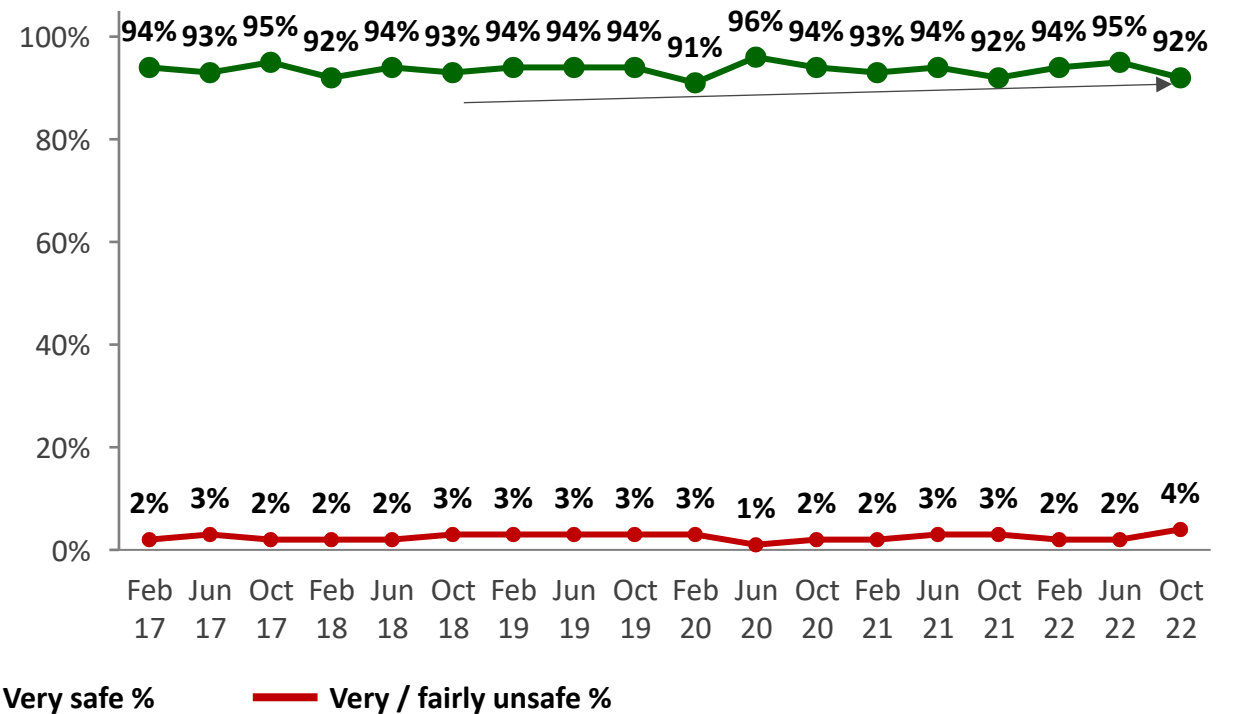
Perception of safety in local area during the day – time series data & benchmarks

- The proportion feeling safe is broadly consistent with the last Ealing resident survey conducted in 2018. However, the proportion feeling very safe has significantly reduced.
- 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+

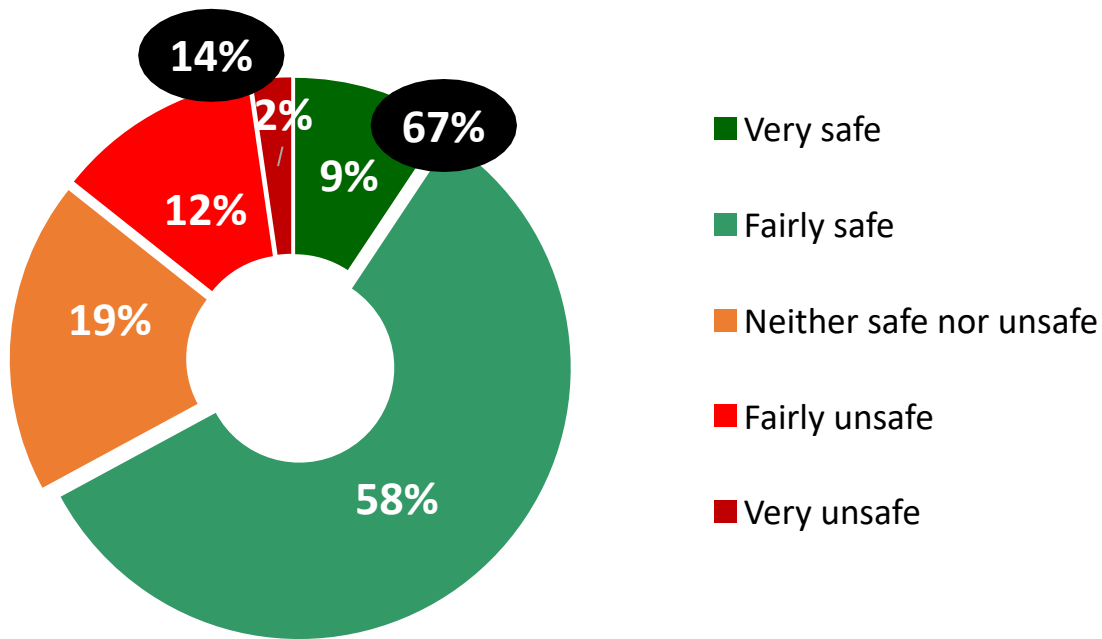


How safe or unsafe do you feel when outside in your local area during the day?

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 (67%) is lower than observed during the day (94%). Only 9% feel very safe and 14% 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 are 'just about getting by financially'.



	Net % Safe
Male	76%
Female	59%
Aged 18-24	72%
Aged 25-34	64%
Aged 35-54	74%
Aged 55-64	69%
Aged 65 & over	51%
Own property outright / with mortgage	73%
Rent from Council	52%
Rent from private landlord	69%
Lived in Ealing for 5 years or less	64%
Lived in Ealing for more than 5 years	68%
Living comfortably financially	73%
Just about getting by financially	61%

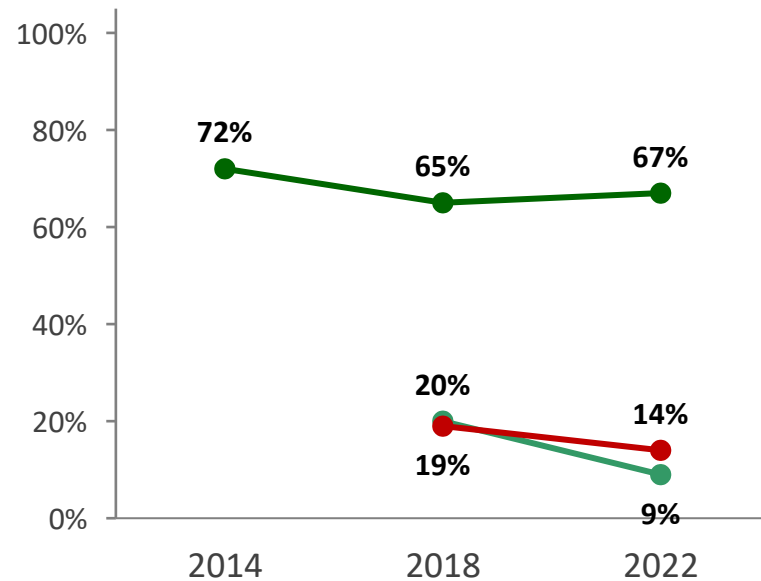
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

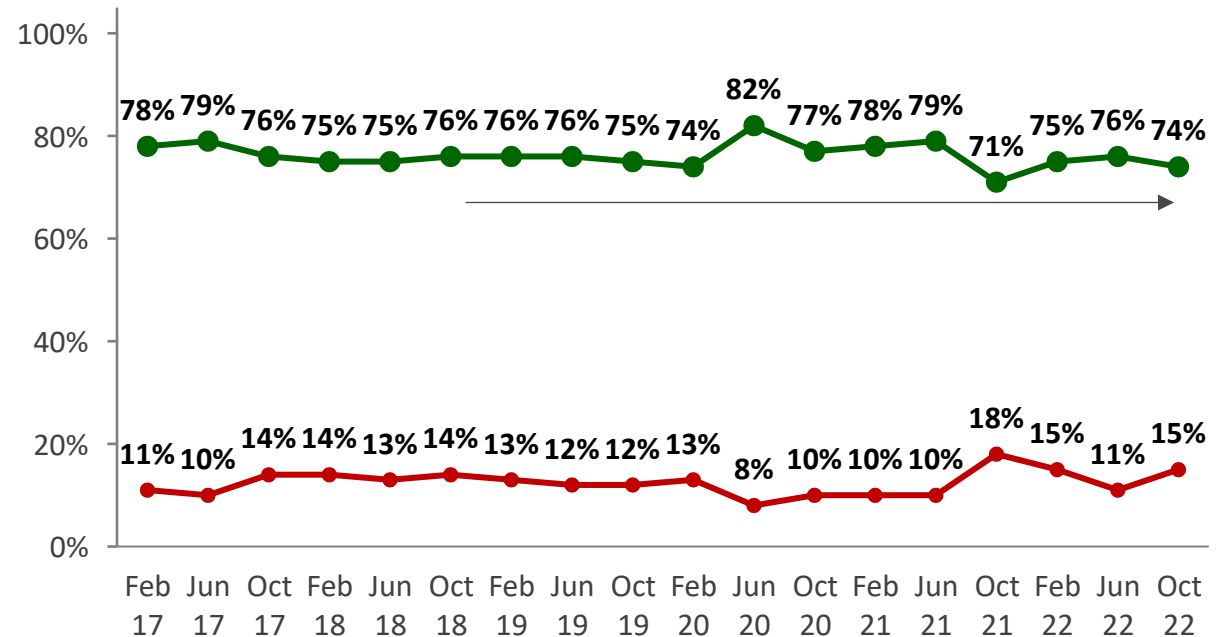
Perception of safety in local area after dark – time series data & benchmarks

- The proportion feeling safe is broadly consistent with the last Ealing resident survey conducted in 2018.
- Feelings of safety are 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?

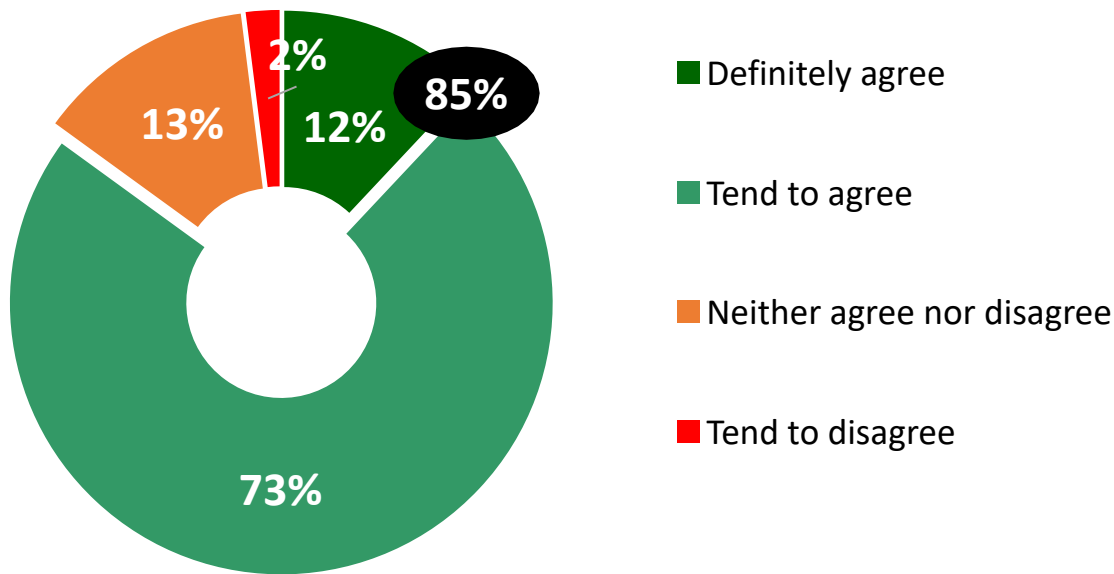
Base: Ealing Resident Survey, n=1,678; Base: LG Inform National Quarterly polling, 1,000 per wave

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

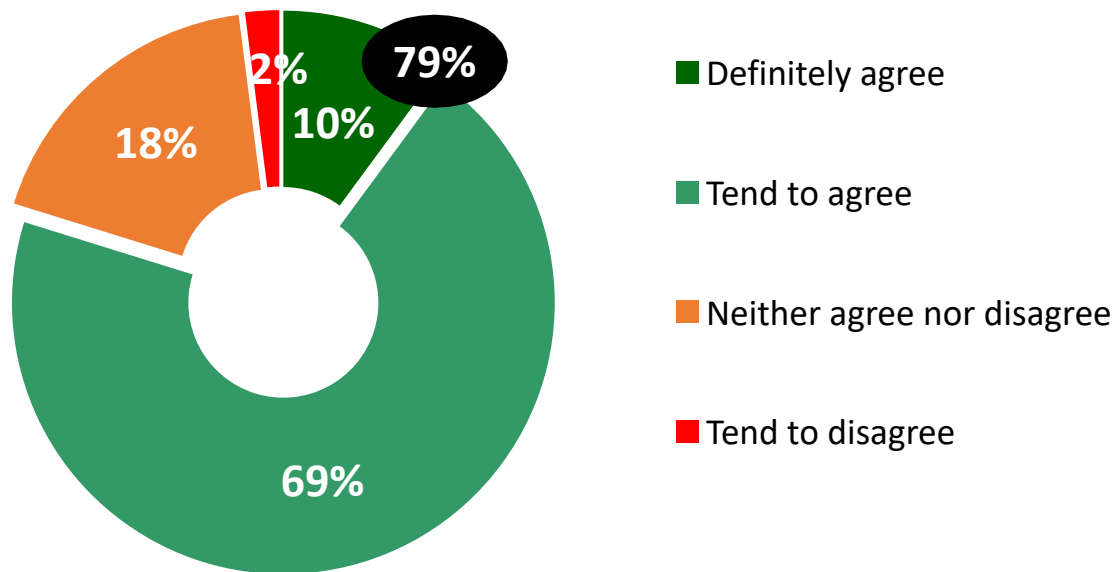
- Just over four in five (85%) agree their local area is a place where people from different backgrounds get on well together. This is higher than the London average of 80%.
- There are no significant differences observed by subgroup.



	Net % Agree
Male	85%
Female	84%
Aged 18-24	86%
Aged 25-34	81%
Aged 35-54	85%
Aged 55-64	84%
Aged 65 & over	89%
Own property outright / with mortgage	87%
Rent from Council	81%
Rent from private landlord	86%
Lived in Ealing for 5 years or less	87%
Lived in Ealing for more than 5 years	84%

People pulling together to improve local area

- Just over three quarters (79%) agree people in their local area pull together to improve it. This is significantly higher than the London average of 46%.
- The proportion agreeing is notably lower amongst residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Agree
Male	80%
Female	79%
Aged 18-24	80%
Aged 25-34	76%
Aged 35-54	79%
Aged 55-64	79%
Aged 65 & over	82%
Own property outright / with mortgage	83%
Rent from Council	68%
Rent from private landlord	82%
Lived in Ealing for 5 years or less	83%
Lived in Ealing for more than 5 years	77%

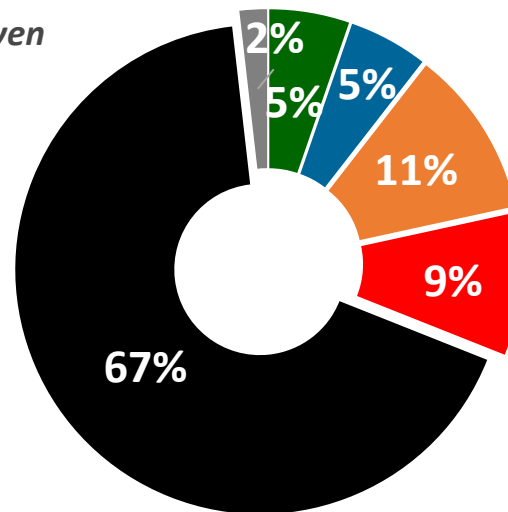
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Frequency of unpaid help and local neighbourhood involvement

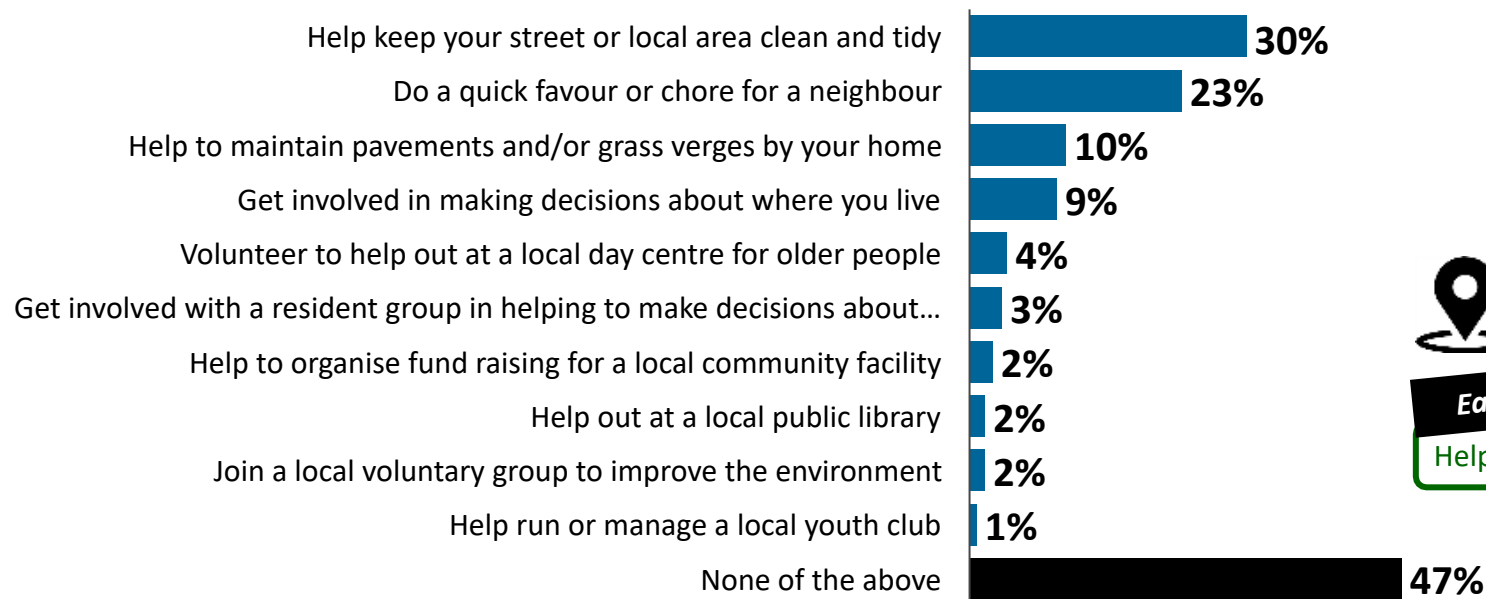
Over the last 12 months, about how often have you given unpaid help to any group(s), club(s) or organisation(s)?

- 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; 10% at least once a month or more.
- The most common means of help have been:
 - Helping to keep their street or local area clean and tidy
 - Doing a quick favour or chore for neighbour
 - 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?



Area

Ealing and Acton

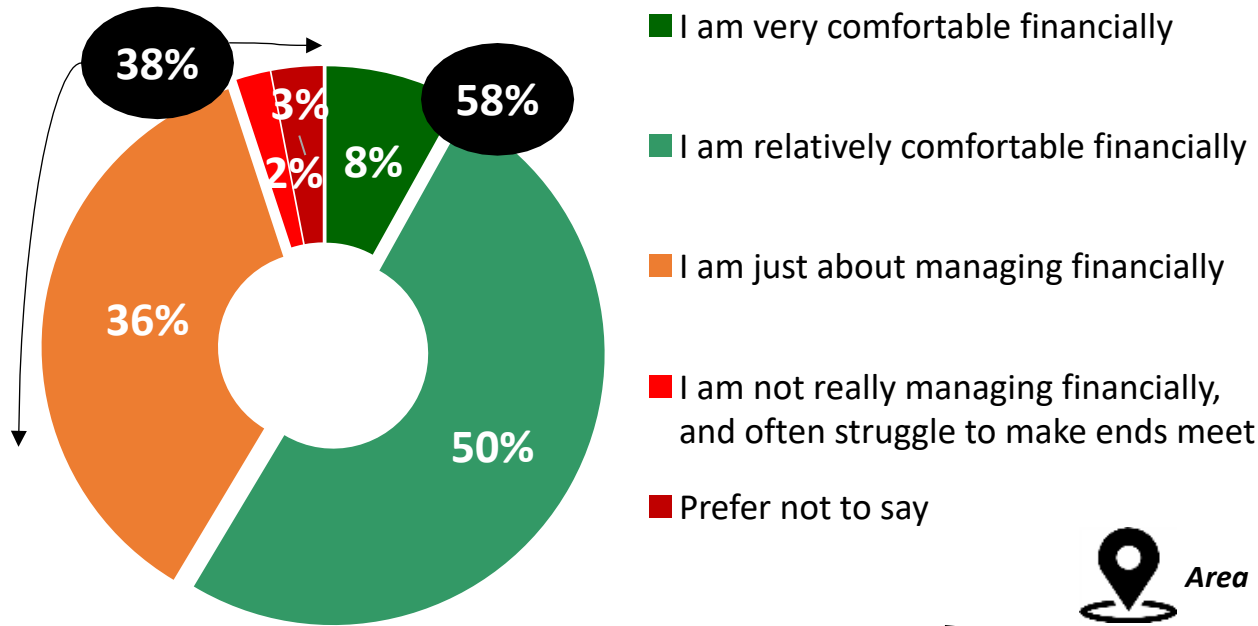
Help keep your street or local area clean and tidy - 51% and 40%

Key findings – Individual welfare and wellbeing

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

How households are managing financially

- Just under six in ten (58%) claim they are very or relatively comfortable financially. 36% are just about managing.
- A higher proportion of female residents, residents aged 18-24 and residents renting from the council or a private landlord claim they are just about managing.



Southall and Perivale

Just about managing / not really managing - 54% and 50%

	Net % just about / not really managing
Male	35%
Female	43%
Aged 18-24	58%
Aged 25-34	38%
Aged 35-54	32%
Aged 55-64	37%
Aged 65 & over	46%
Own property outright / with mortgage	22%
Rent from Council	52%
Rent from private landlord	45%
Lived in Ealing for 5 years or less	38%
Lived in Ealing for more than 5 years	39%

Significantly higher % than other subgroups at 95% confidence level

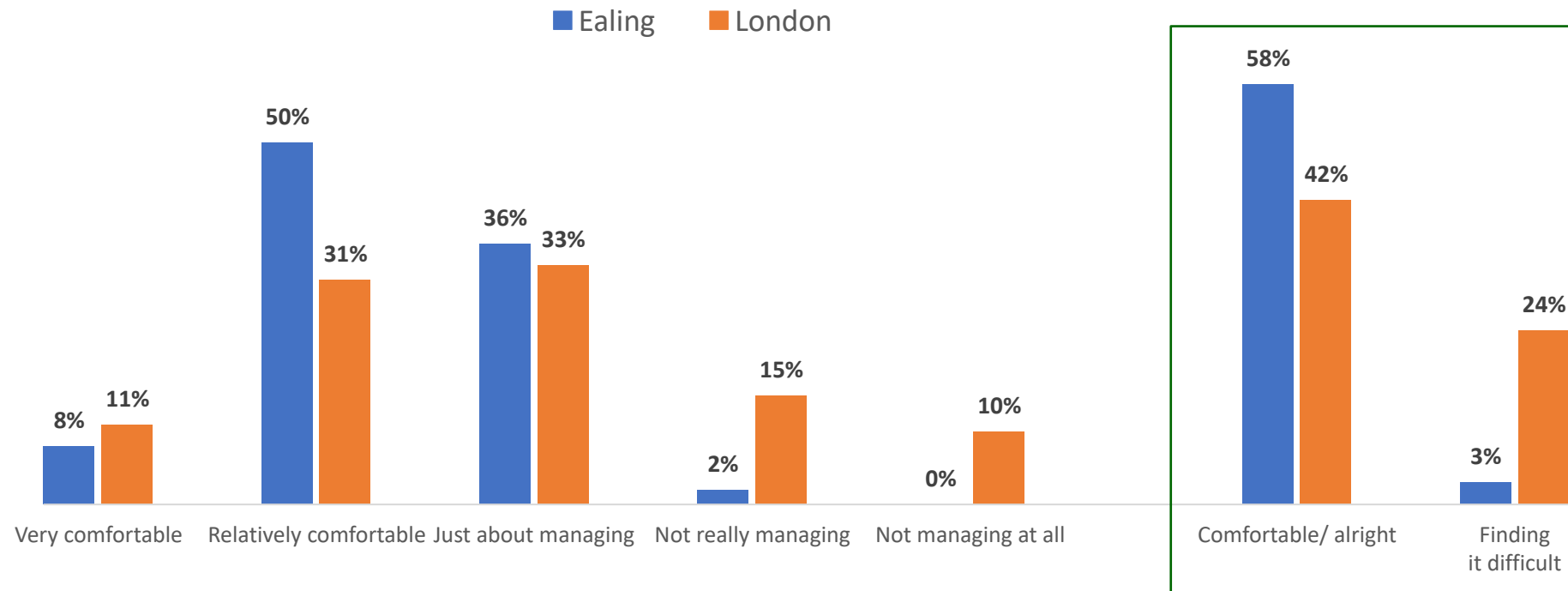
Significantly lower % than other subgroups at 95% confidence level

How households are managing financially

- Comparatively fewer residents in Ealing (3%) than in London (24%) said they not being able to manage well financially

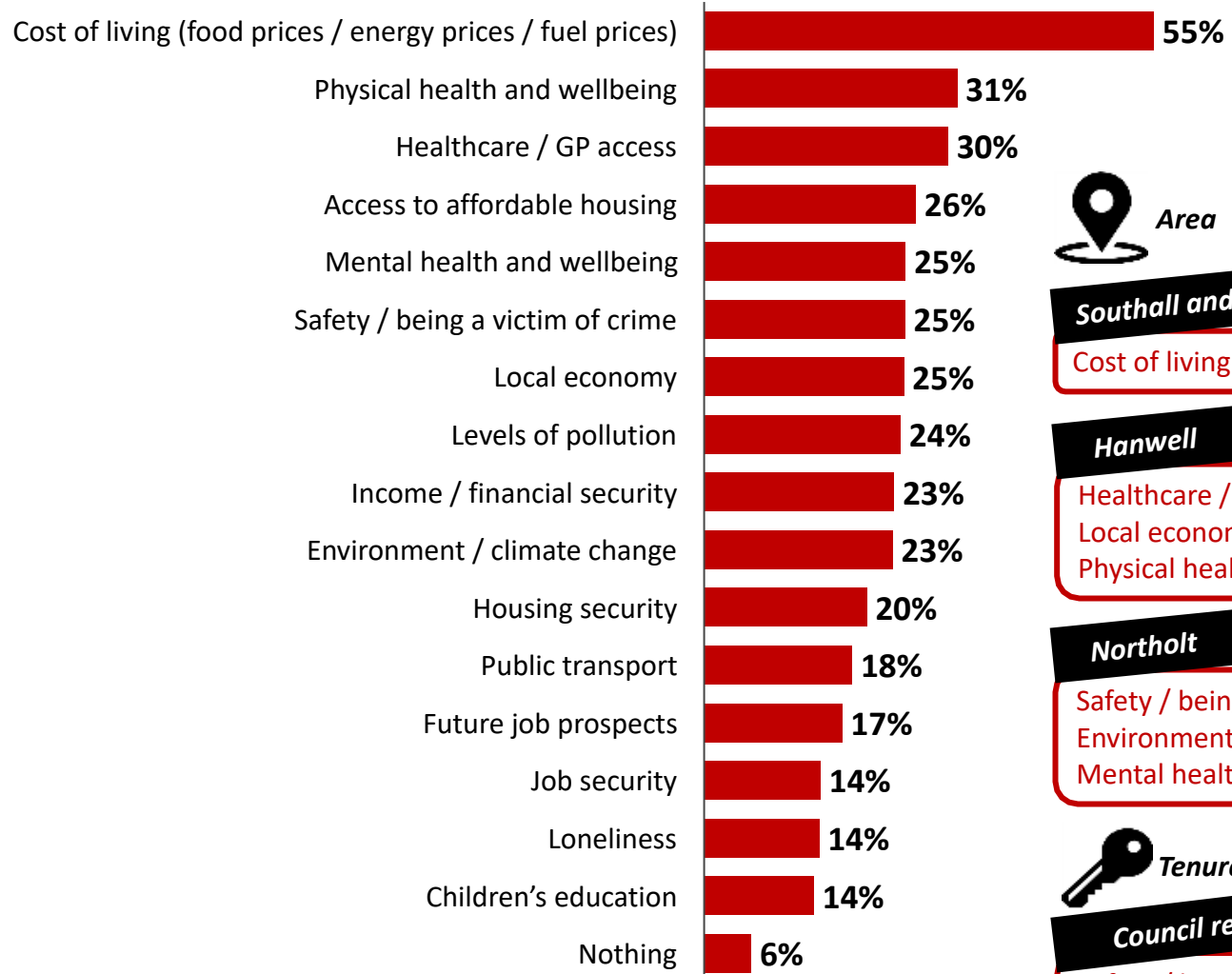
Ealing qs : 'Thinking about your finances, which of the following best reflects your position?'

London qs: 'How well would you say you are managing financially these days? Would you say you are...?'



*Note that wording of response options was slightly different in the two surveys but equivalent

Biggest concerns for household over next 3 years



- The main concern to households is the cost of living (55%) followed by physical health and wellbeing and healthcare / GP access.
- Contrasting concerns evident by area and demographic subgroup.



Area

Southall and Perivale

Cost of living - 63% and 64%

Hanwell

Healthcare / GP access - 50%
Local economy - 49%
Physical health and wellbeing - 43%

Northolt

Safety / being a victim of crime - 41%
Environment / climate change - 39%
Mental health and wellbeing - 37%



Tenure

Council rented

Safety / being a victim of crime - 31%
Housing security - 27%
Public transport - 25%



Age group

Aged 16-24

Future job prospects - 30%

Aged 25-34

Access to affordable housing - 41%



Length of time living in Ealing

Less than 5 years

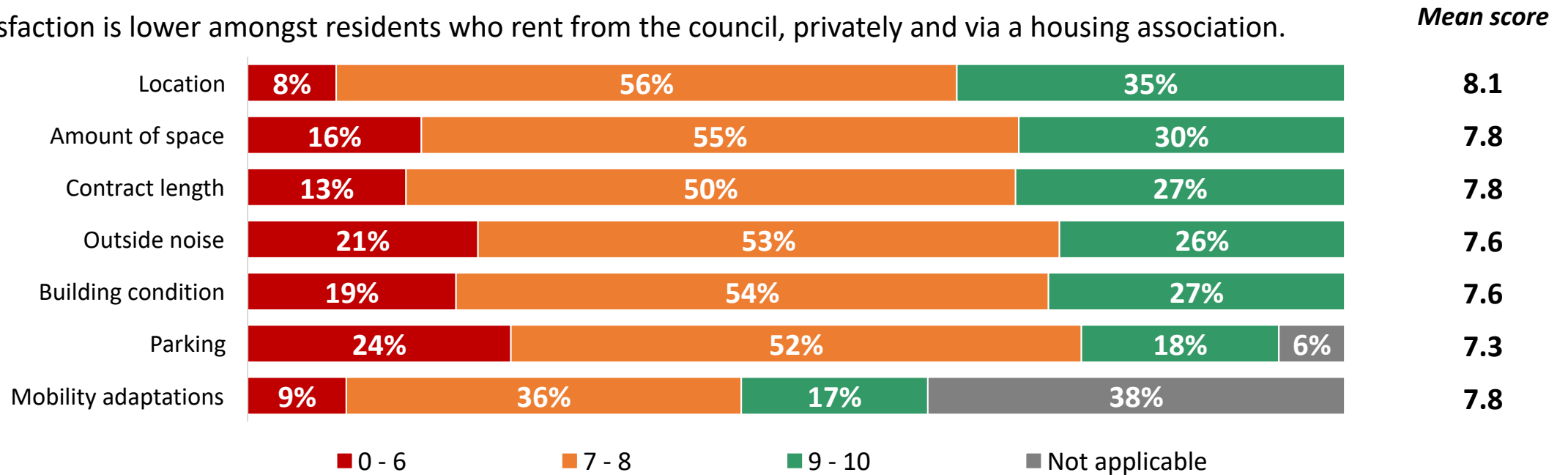
Access to affordable housing - 36%

More than 5 years

Physical health and wellbeing - 37%
Healthcare / GP access - 36%

Satisfaction with aspects of housing situation

- The majority rate their personal housing situation as a 7-10 out of 10 on the factors posed to them. Satisfaction is highest for location, amount of space and contract length.
- Satisfaction is lower amongst residents who rent from the council, privately and via a housing association.



Owned outright or mortgage

Mean score –
 Location (8.4)
 Amount of space (8.1)
 Contract length (8.2)
 Outside noise (7.8)
 Building condition (8.1)

Private rented

Mean score –
 Location (7.9)
 Amount of space (7.6)
 Contract length (7.6)
 Outside noise (7.5)
 Building condition (7.4)

Council rented

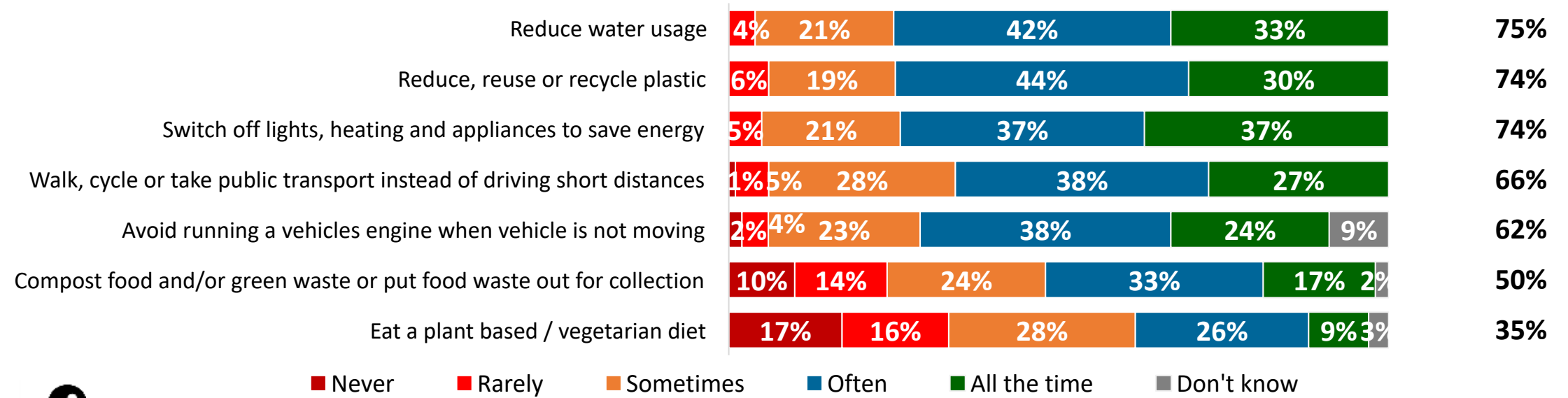
Mean score –
 Location (7.9)
 Amount of space (7.6)
 Building condition (7.3)

Housing association

Mean score –
 Location (7.7)
 Amount of space (7.4)
 Building condition (7.1)

Behaviours to reduce impact on the environment

- Around three quarters claim they reduce their water usage, reduce, reuse or recycle plastic and switch off lights / appliances 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 and residents aged 18-24. *% all the time / often*



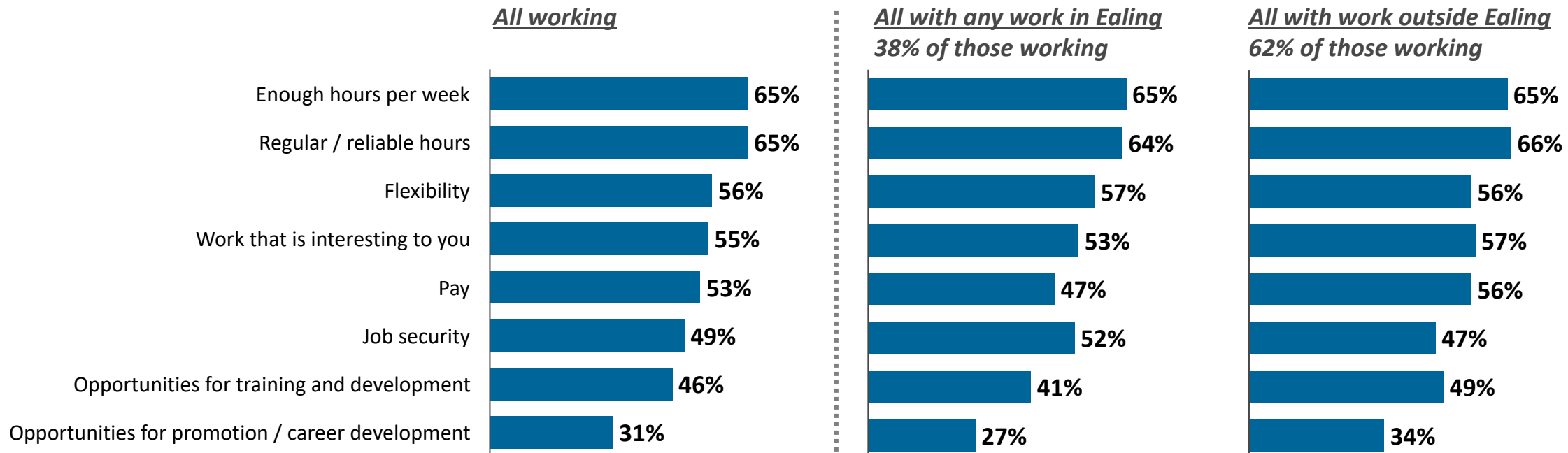
Tenure
Owned outright or mortgage
 % always / often –
 Reduce, reuse or recycle plastic – 84%
 Switch off lights, heating and appliances to save energy – 83%

Tenure
Council rented
 % always / often –
 Reduce waste usage – 58%
 Reduce, reuse or recycle plastic – 63%
 Switch off lights, heating and appliances to save energy – 62%
 Walk, cycle or take public transport instead of driving short distances – 56%
 Avoid running a vehicles engine when vehicle is not moving – 55%
 Compost food and/or green waste or put food waste out for collection – 39%

Age group
Aged 18-24
 % always / often –
 Reduce water usage – 61%
 Reduce, reuse or recycle plastic – 60%
 Switch off lights, heating and appliances to save energy – 62%
 Avoid running a vehicles engine when vehicle is not moving – 44%

Perceptions of current employment offering

- Just under 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. A lower proportion of those with any work in Ealing indicated it offers what they want in terms of pay and training and development.



Age group

Aged 18-24

Work that is interesting to you – 38%

Council rented

Tenure

Enough hours per week – 57%
 Work that is interesting to you – 38%
 Job security – 35%
 Flexibility – 39%
 Pay – 25%

Area

Southall

Regular / reliable hours- 54%
 Enough hours per week – 48%
 Work that is interesting to you – 45%
 Job security – 34%

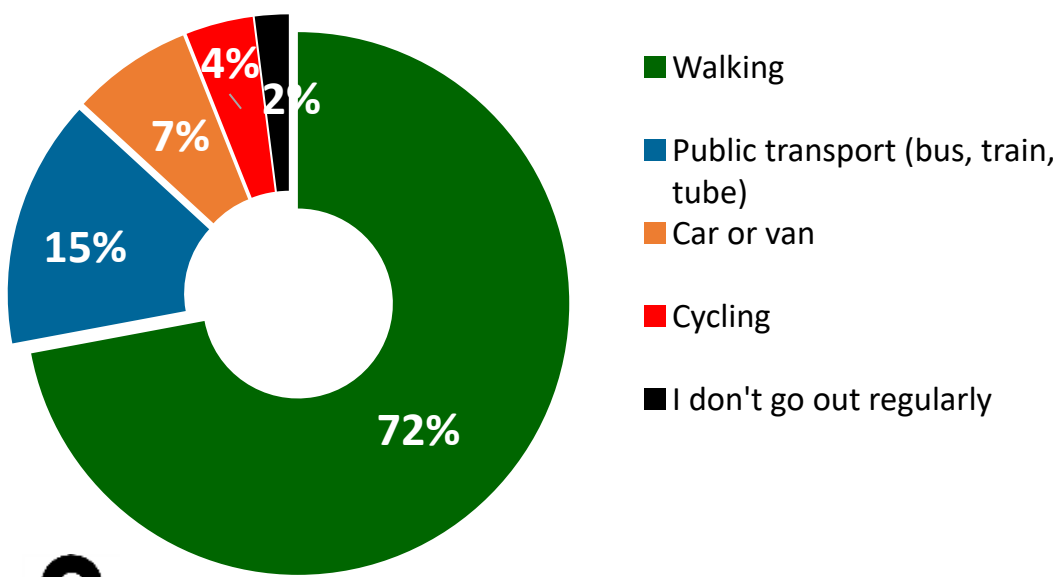
Ealing

Enough hours per week – 73%
 Flexibility – 72%
 Work that is interesting to you – 67%
 Pay – 70%
 Job security – 63%
 Opportunities for training and development – 55%

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

- Just under three quarters (72%) claim their most common mode of transport for short, regular journeys is via walking, followed by public transport (15%).
- Claimed common barriers to cycling / walking more is not having a bike, the weather, not feeling safe when cycling 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?

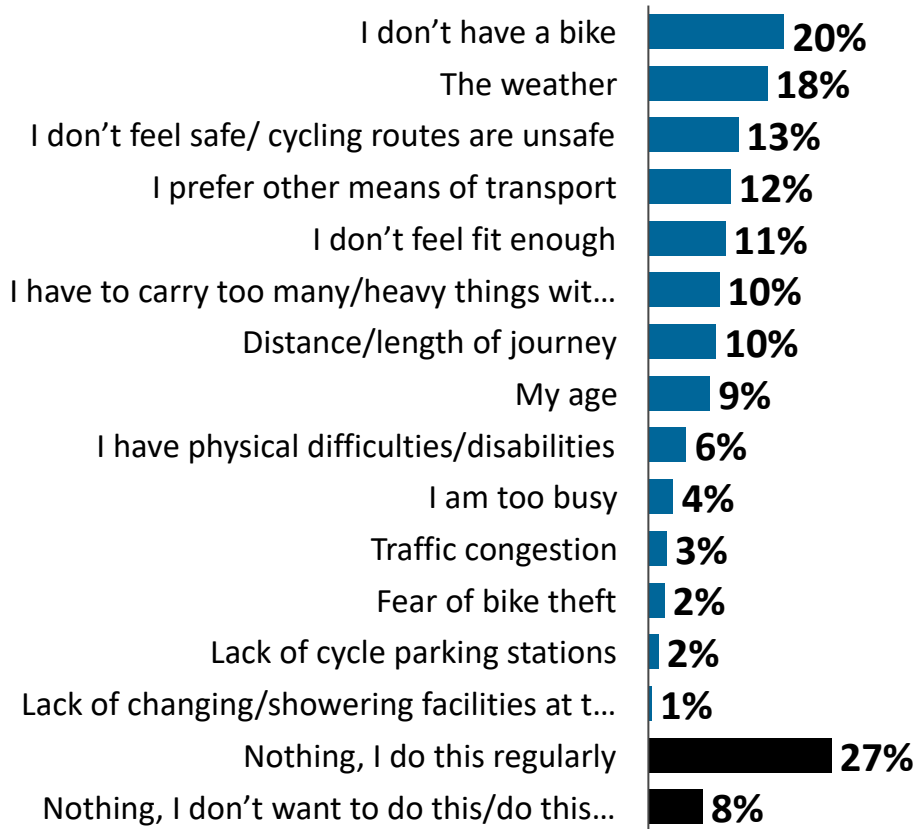


Area

Ealing and Northolt
Walking- 78% and 84%

Acton, Perivale and Southall
Public transport - 21%, 21% and 24%

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

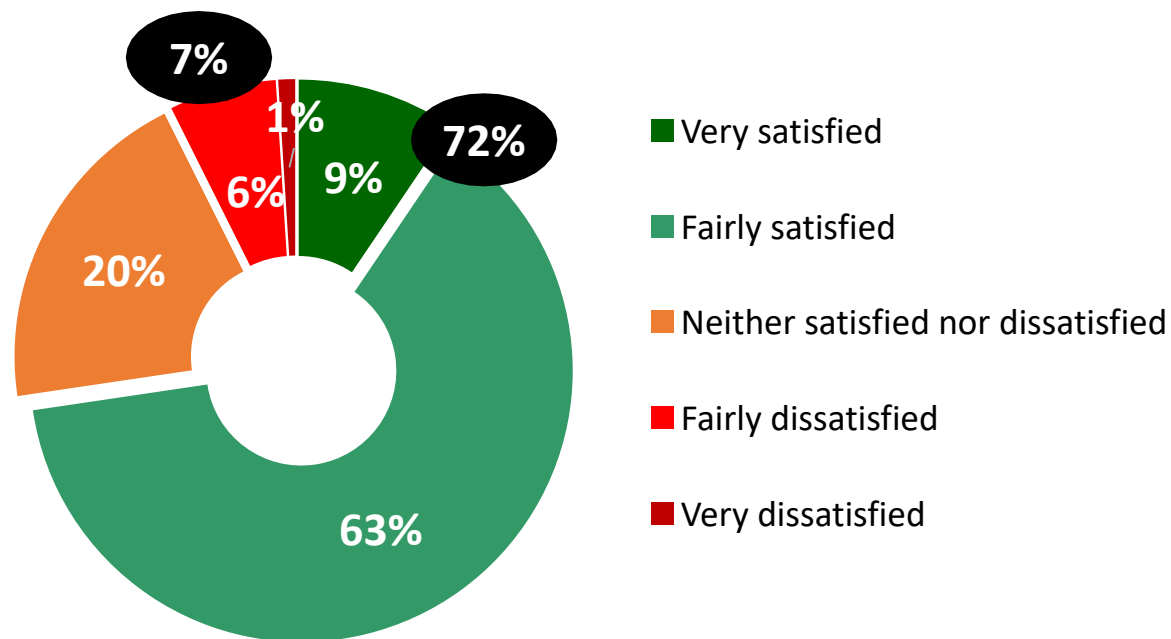


Key findings – Views about the Council

- *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 under three quarters (72%) are satisfied with the way the council runs things. However, it should be noted that only 9% are very satisfied.
- Consistent with local area overall satisfaction (including % fairly satisfied), satisfaction is comparably lower amongst residents aged 55 & over, residents renting from the council and residents who have lived in Ealing for more than 5 years.



	Net % Satisfied
Male	75%
Female	70%
Aged 18-24	85%
Aged 25-34	75%
Aged 35-54	76%
Aged 55-64	61%
Aged 65 & over	65%
Own property outright / with mortgage	72%
Rent from Council	60%
Rent from private landlord	79%
Lived in Ealing for 5 years or less	79%
Lived in Ealing for more than 5 years	69%

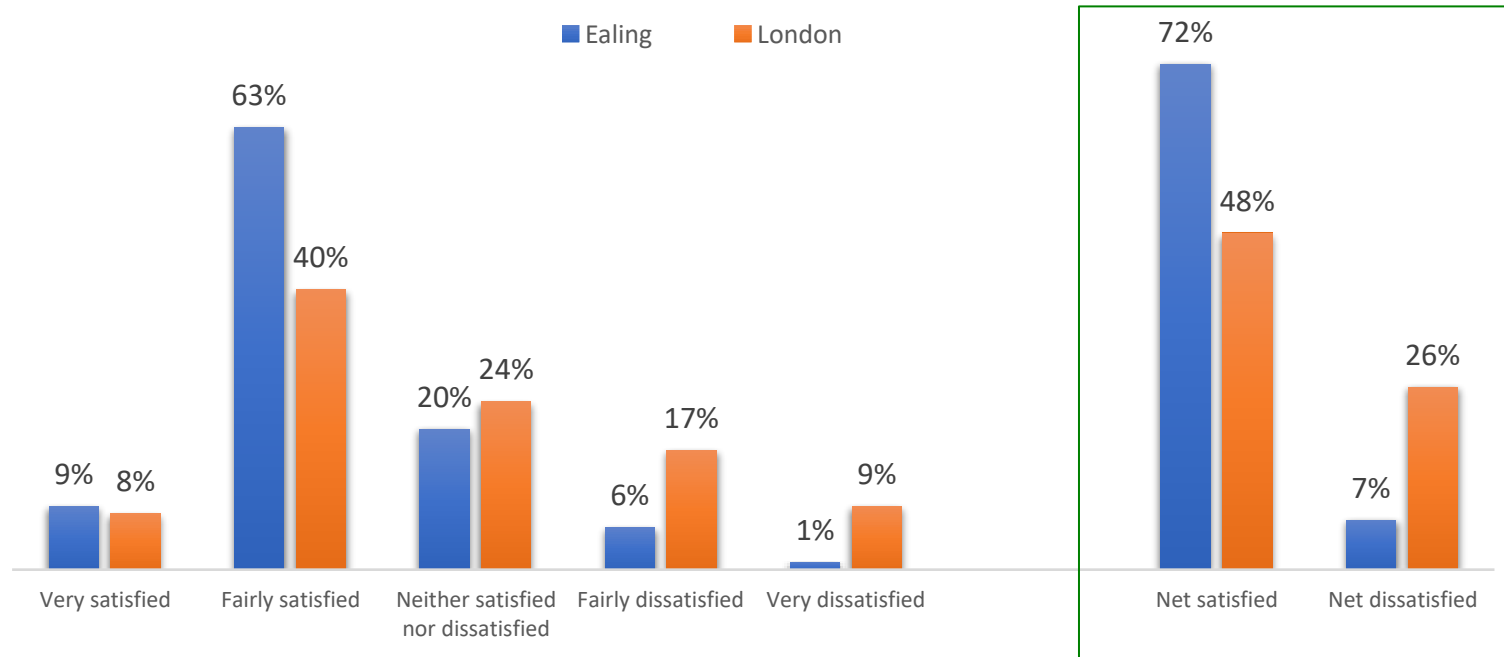
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Satisfaction with way Ealing Council runs things – comparison with London

- Overall satisfaction with Ealing council is significantly higher (72%) than the London average* (48%). Dissatisfaction in Ealing is similarly much lower

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

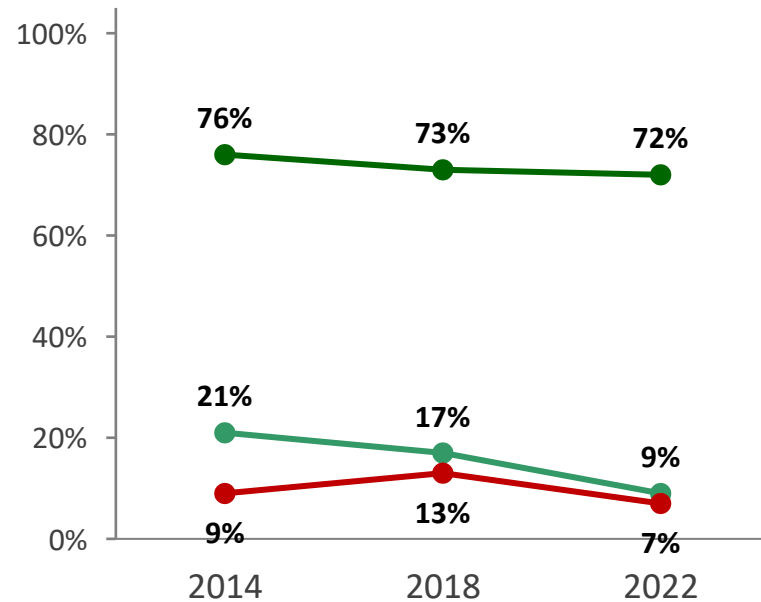


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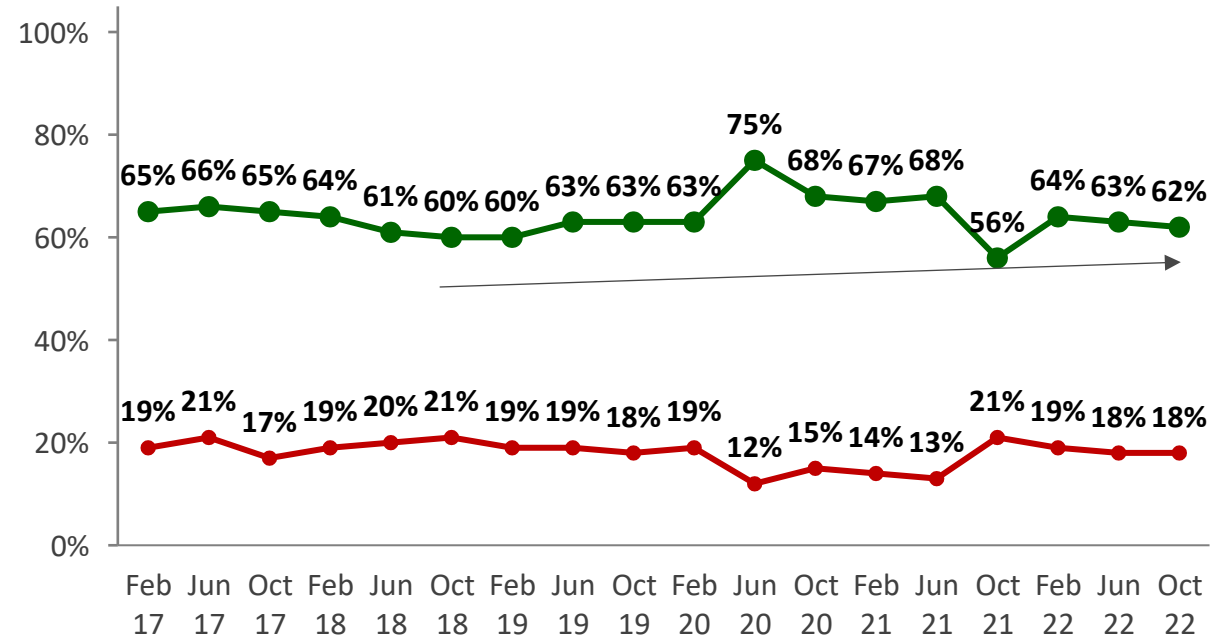
Satisfaction with way Ealing Council runs things – time series data & benchmarks

- Overall satisfaction is broadly consistent with the last Ealing resident survey conducted in 2018.
- 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+



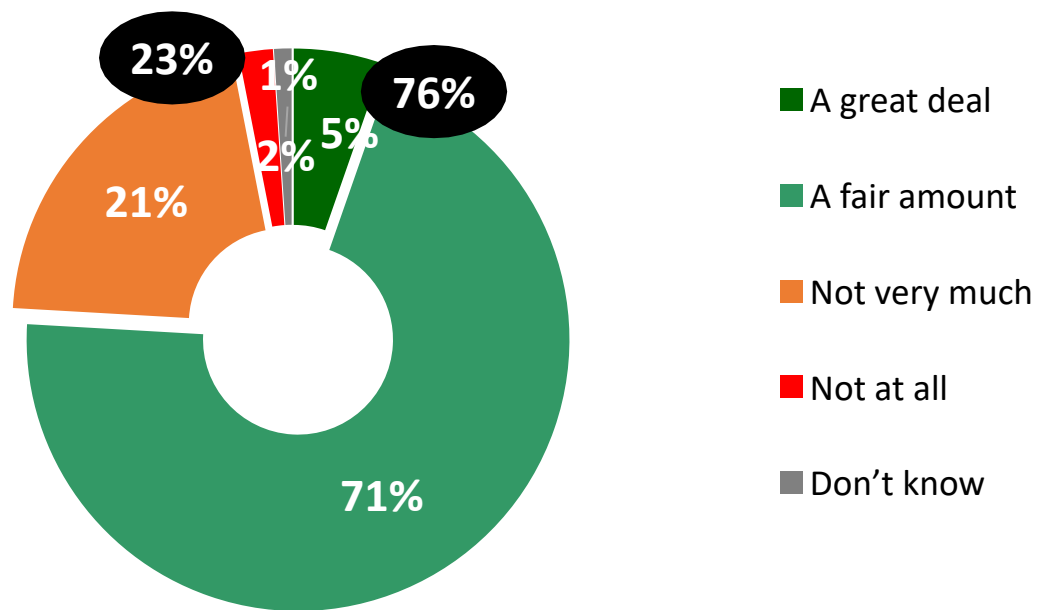
—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

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

Extent residents trust Ealing Council

- Just over three quarters (76%) indicated they trust the council. However, only 5% trust the council a great deal. 23% do not trust the council very much / not at all.
- Agreement levels are comparably lower amongst residents aged 55-64 and residents who have lived in Ealing for more than 5 years.



	Net % a great deal / fair amount
Male	76%
Female	76%
Aged 18-24	82%
Aged 25-34	76%
Aged 35-54	78%
Aged 55-64	68%
Aged 65 & over	75%
Own property outright / with mortgage	73%
Rent from Council	73%
Rent from private landlord	81%
Lived in Ealing for 5 years or less	83%
Lived in Ealing for more than 5 years	73%

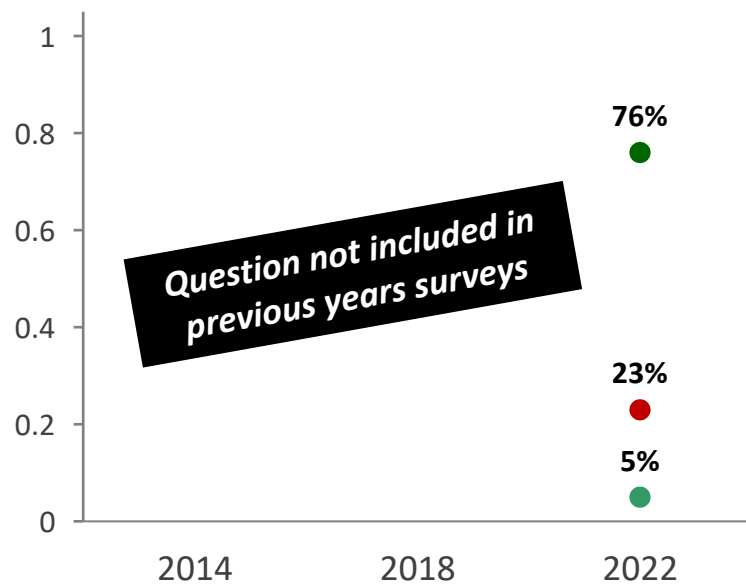
Significantly **higher** % than other subgroups at 95% confidence level

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

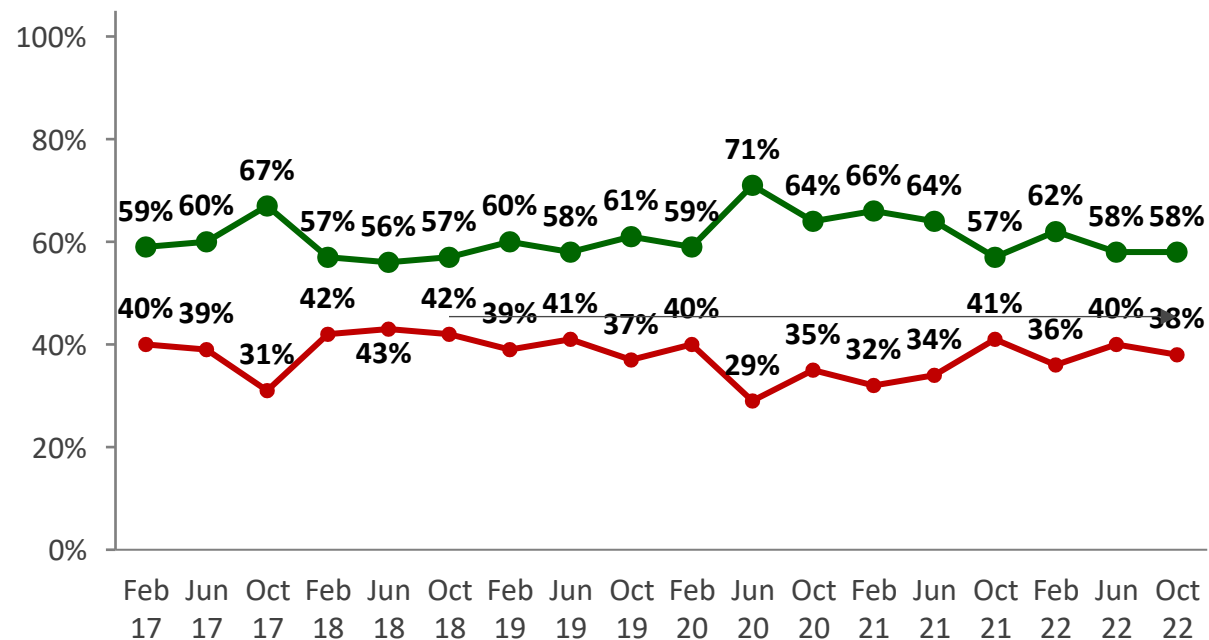
Extent residents trust Ealing Council – time series data & benchmarks

- This metric did not feature in previous years' iterations of the Ealing resident survey.
- 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+



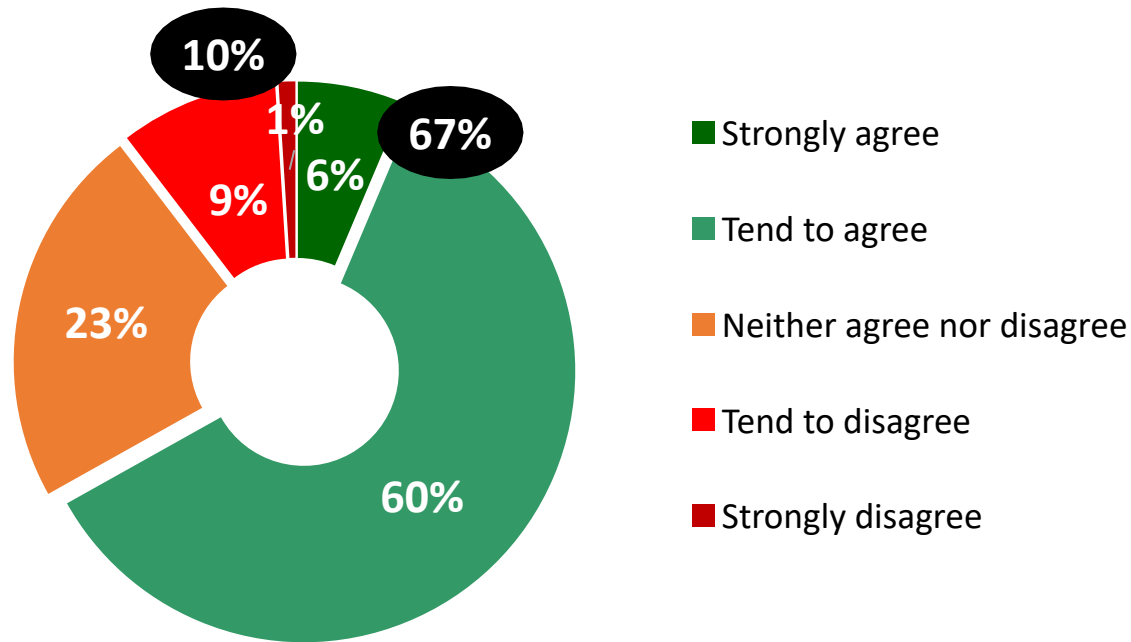
—●— Great deal / fair amount %
 —●— Great deal %
 —●— Not very much / not at all %

How much do you trust Ealing Council?

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 over two thirds (67%) agree the council provides value for money; only 6% strongly agree and 10% disagree.
- Agreement levels are comparably lower amongst residents aged 55-64, residents who rent from the Council and residents who have lived in Ealing for more than 5 years.



	Net % Agree
Male	69%
Female	65%
Aged 18-24	74%
Aged 25-34	67%
Aged 35-54	70%
Aged 55-64	55%
Aged 65 & over	65%
Own property outright / with mortgage	67%
Rent from Council	57%
Rent from private landlord	71%
Lived in Ealing for 5 years or less	72%
Lived in Ealing for more than 5 years	64%

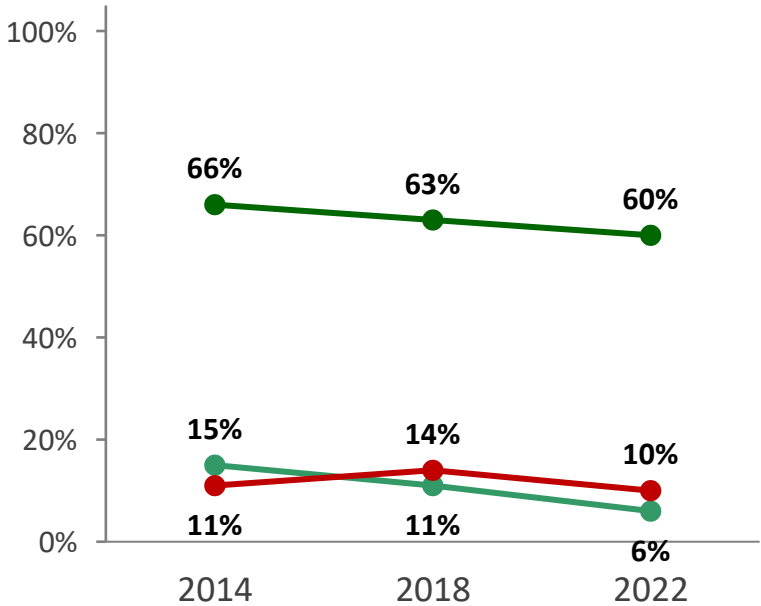
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

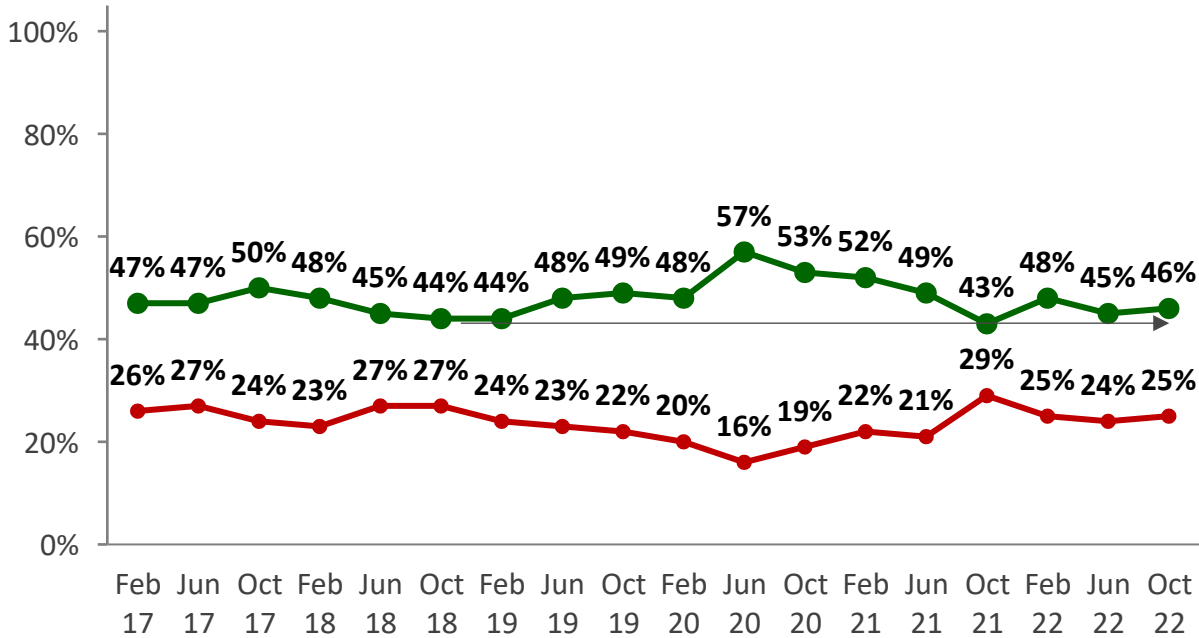
Perceptions of Ealing Council providing value for money – time series data & benchmarks

- Consistent with trends observed in the last Ealing resident survey conducted in 2018, value for money perceptions have reduced.
- However, 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+

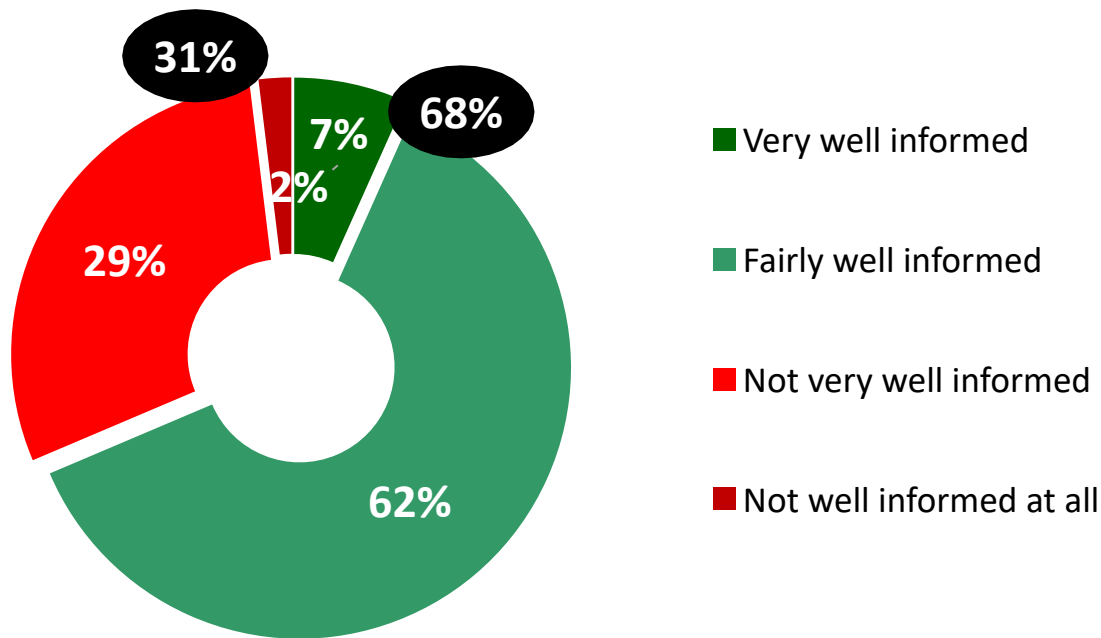


— Strongly / tend to agree % — Strongly agree % — Strongly / tend to disagree %

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

- Just over two thirds (68%) believe Ealing Council keeps them informed about services and benefits, although only 7% believe the council keeps them very well informed.
- A lower proportion of residents aged 55-64 and residents who rent from the Council believe they are kept informed.



	Net % Informed
Male	71%
Female	66%
Aged 18-24	72%
Aged 25-34	67%
Aged 35-54	73%
Aged 55-64	61%
Aged 65 & over	65%
Own property outright / with mortgage	67%
Rent from Council	56%
Rent from private landlord	75%
Lived in Ealing for 5 years or less	72%
Lived in Ealing for more than 5 years	67%

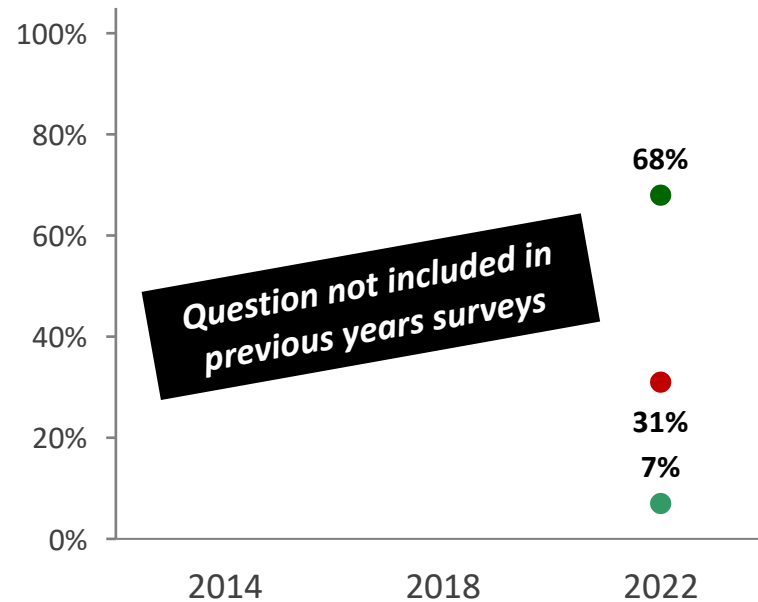
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

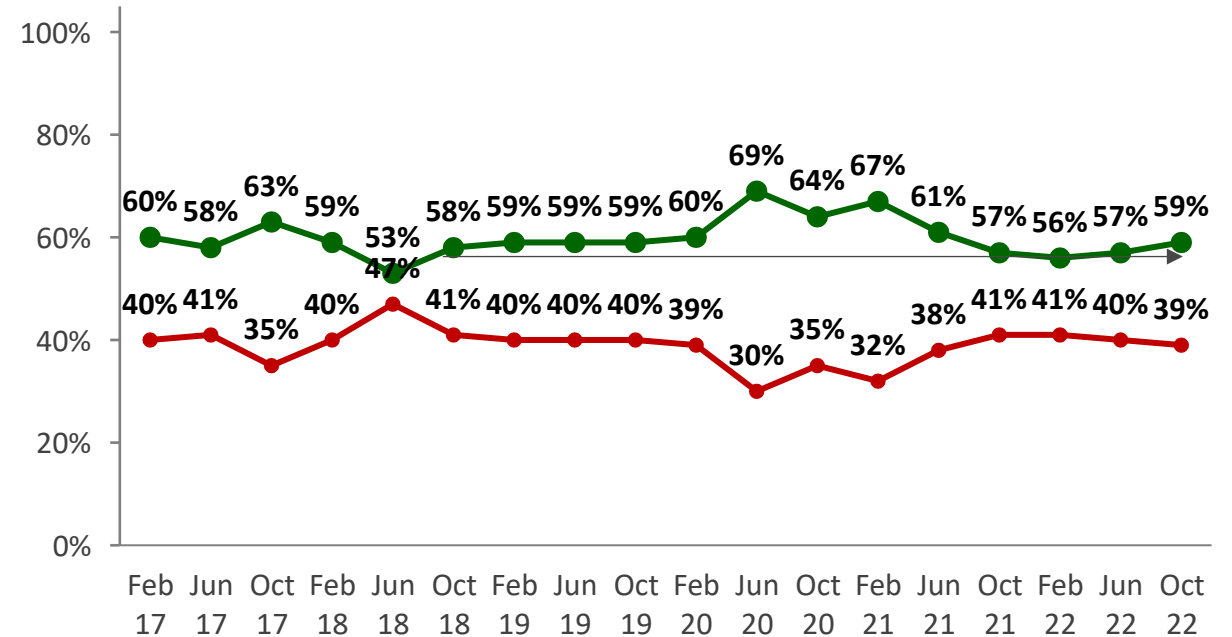
Degree to which Ealing Council keeps residents informed about services and benefits – time series data & benchmarks

- This metric did not feature in previous years' iterations of the Ealing resident survey.
- 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?

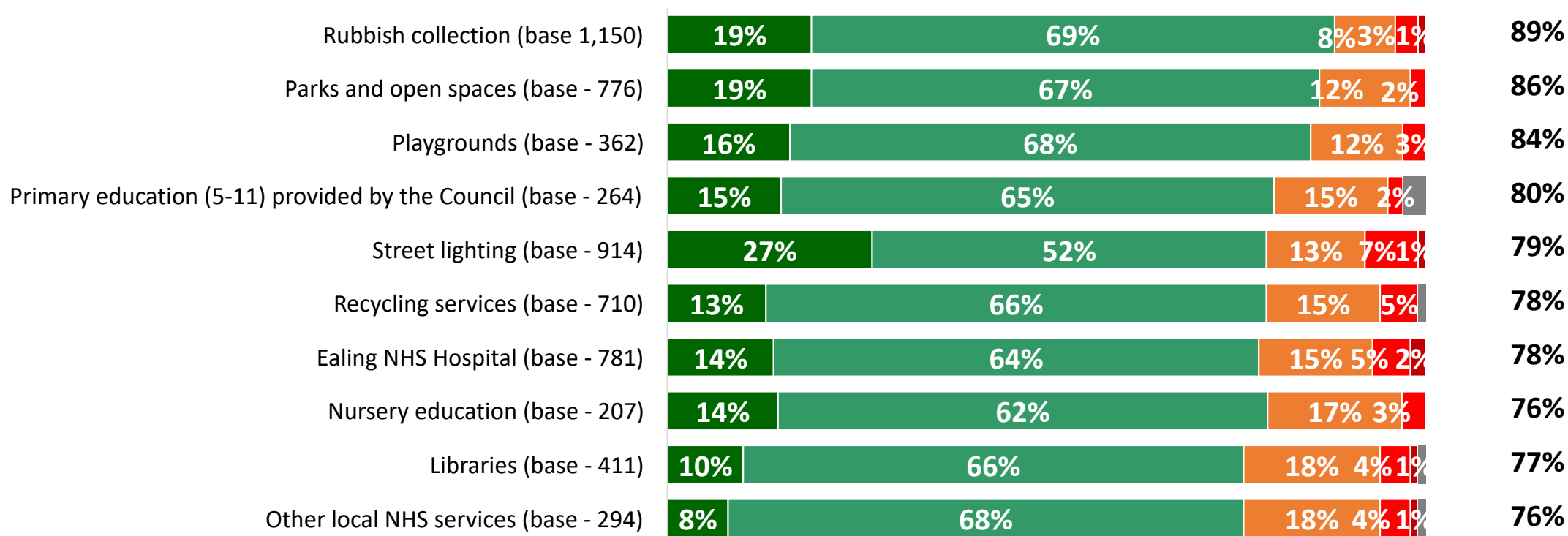
Base: Ealing Council Resident Survey, n=1,250; Base: LG Inform National Quarterly polling, 1,000 per wave

Satisfaction with local services – first tier

- Overall satisfaction with the majority of ‘universal services’ is strong, e.g. rubbish collection, parks and open spaces, playgrounds, street lighting.
- Over three quarters are satisfied with specific local services including primary and nursery education, NHS services and libraries.

Filtered amongst residents who indicated they use these services

NET % SATISFIED



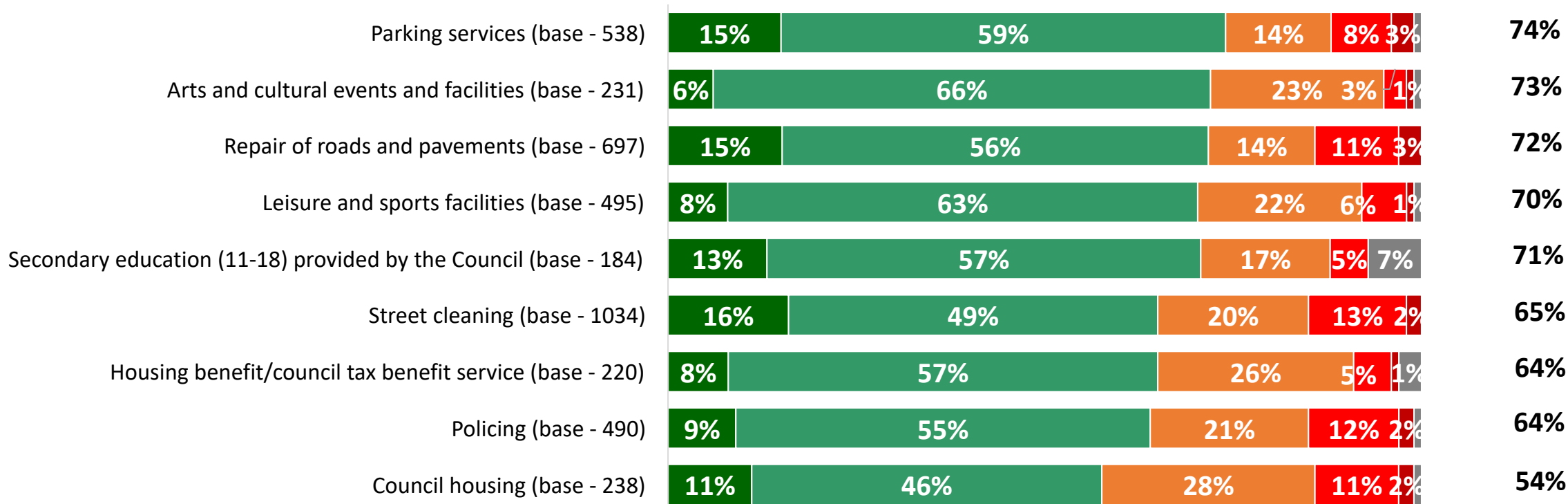
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied
 ■ Don't know

Satisfaction with local services – second tier

- Strength of satisfaction is comparably lower for parking services and repairs of roads and pavements, street cleaning, policing and council housing (as indicated by a higher proportion of those who are ‘fairly/ very dissatisfied’).

Filtered amongst residents who indicated they use these services

NET % SATISFIED

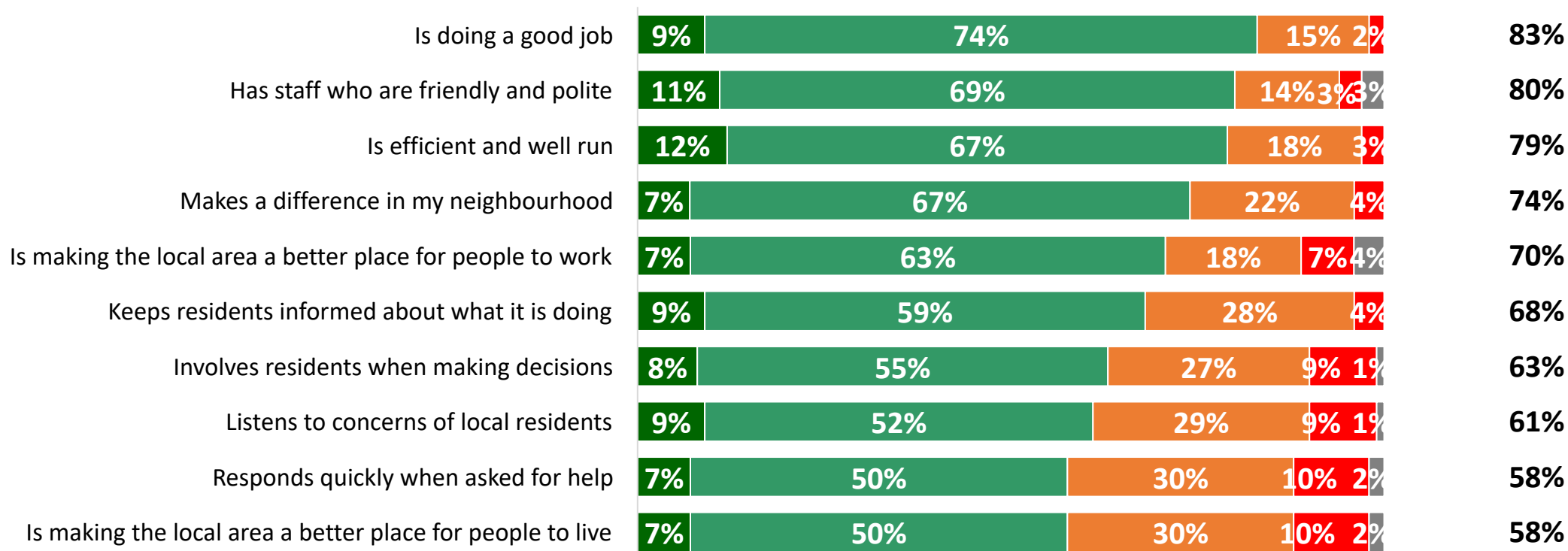


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Fairly dissatisfied
 ■ Very dissatisfied
 ■ Don't know

Perceptions of Ealing Council

- The majority agree Ealing Council is doing a good job, has staff who are friendly and polite and is efficient and well run. However, the majority of these associations are ‘to some extent’ as opposed to ‘a great deal’.
- Association with Ealing Council engaging with residents through involvement, listening and responding is comparably lower.
- Association with Ealing Council making the local area a better place for people to live is low.

NET % A GREAT DEAL / TO SOME EXTENT



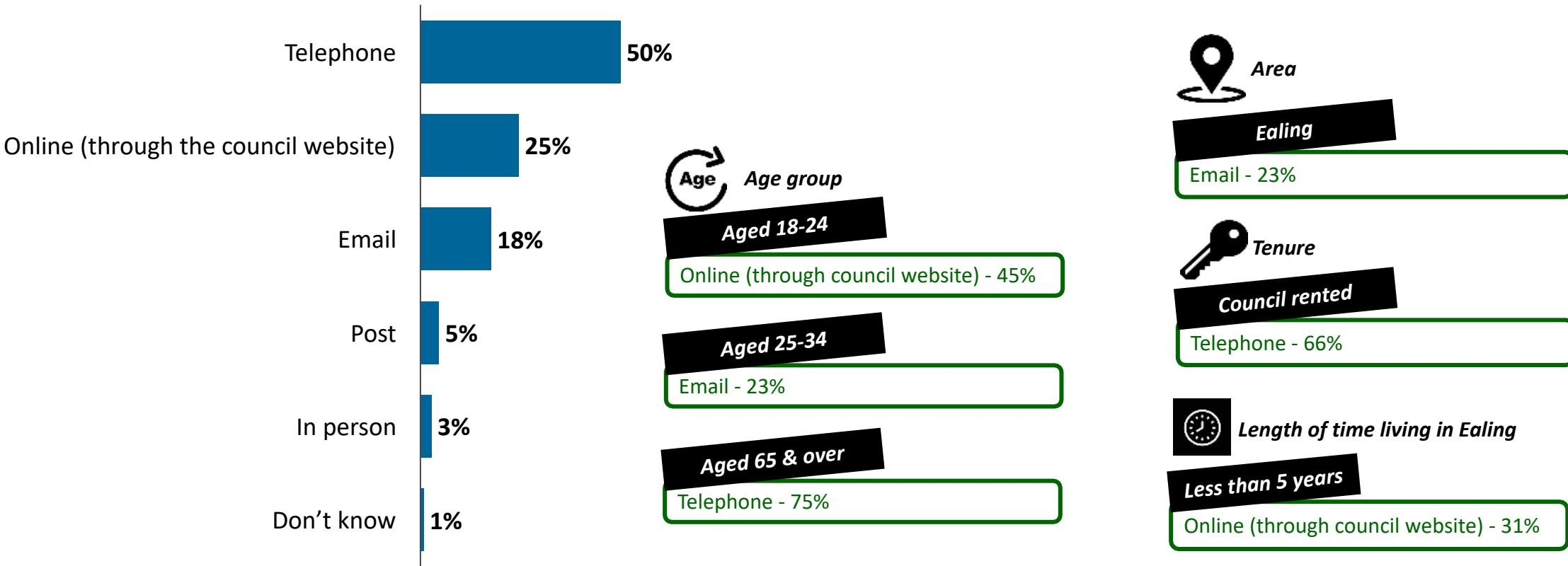
■ A great deal ■ To some extent ■ Not very much ■ Not at all ■ Not applicable

Key findings – Keeping residents informed

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

Preferred method of contacting Ealing Council

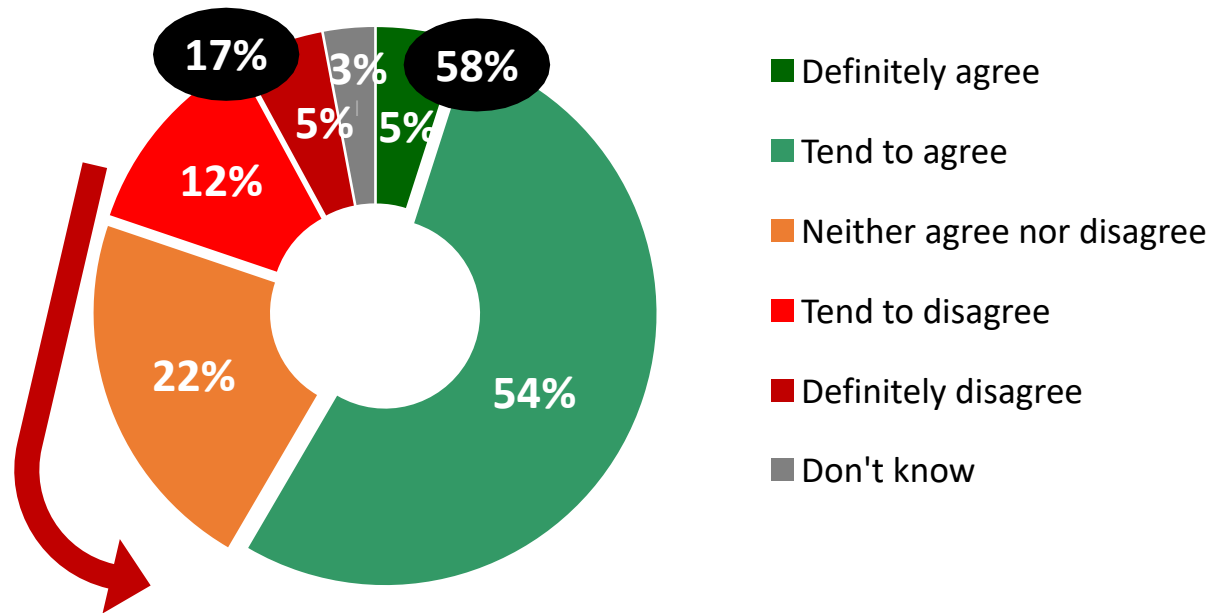
- Half of residents claim they prefer to make contact with Ealing Council by telephone, if they needed to.
- Preference varies by age with a higher proportion of younger residents preferring to use the website and/or email and a higher proportion of older residents preferring to make contact by telephone.
- A higher proportion of residents who rent from the council prefer to make contact by telephone.



Base: (1,250) If you had to contact Ealing Council, which one of the following methods would you prefer the most?

Perceived ease of contacting Ealing Council

- Just under six in ten (58%) agree the council is easy to contact (only 5% agree strongly). 17% disagree. A lower proportion of residents aged 65 & over and residents who have lived in Ealing for more than 5 years 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' (91% of those disagreeing) and 'unable to find correct department responsible for the service' (58%). 18% cited the website being difficult to use.

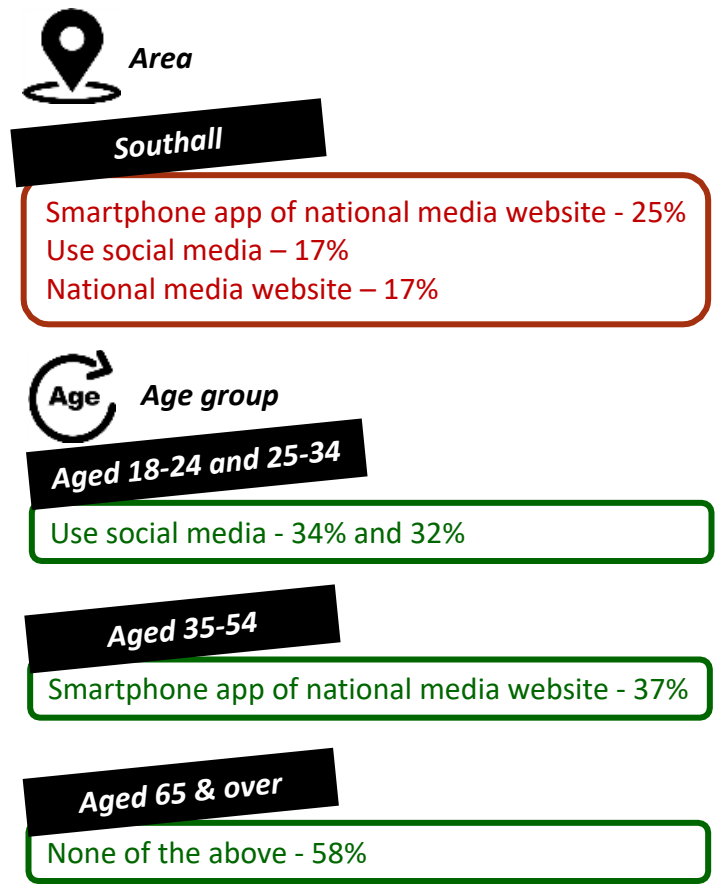
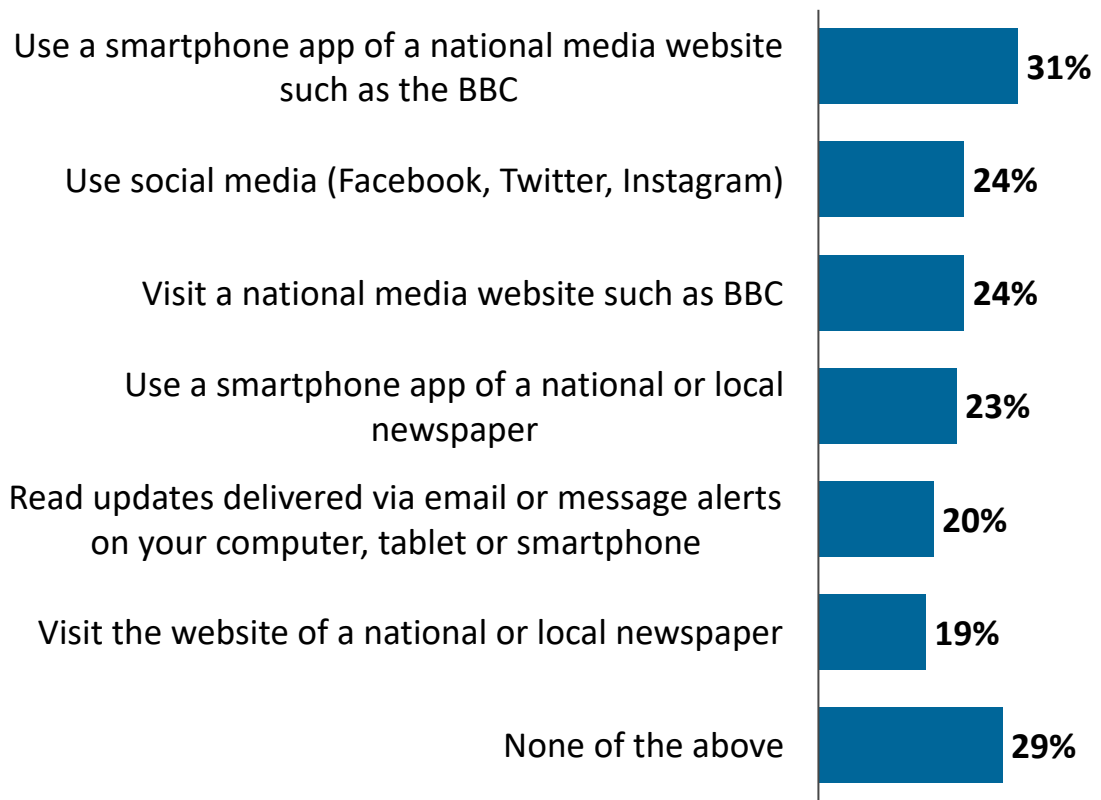
	Net % Agree
Male	60%
Female	57%
Aged 18-24	67%
Aged 25-34	59%
Aged 35-54	61%
Aged 55-64	54%
Aged 65 & over	52%
Own property outright / with mortgage	53%
Rent from Council	54%
Rent from private landlord	65%
Lived in Ealing for 5 years or less	66%
Lived in Ealing for more than 5 years	55%

Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

Source of news or information on current affairs

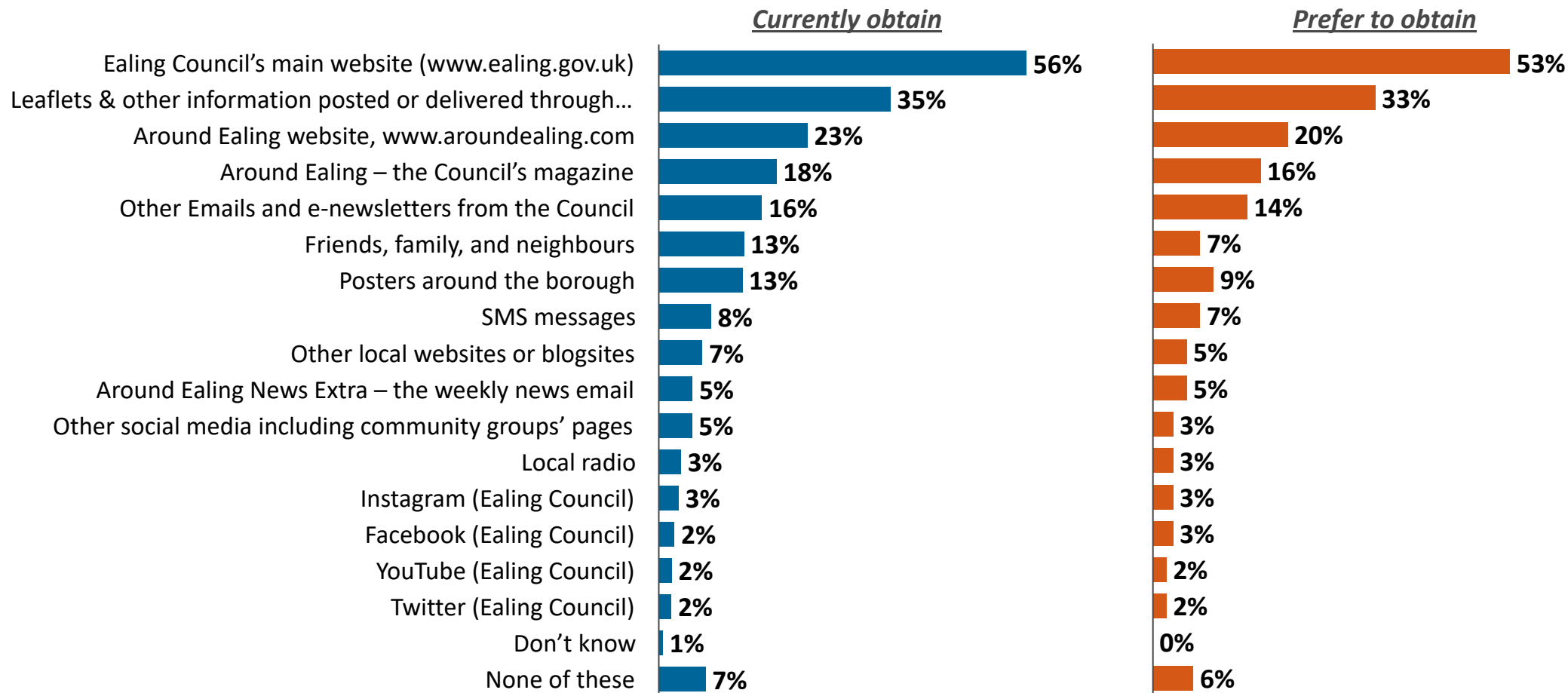
- Just under a third source current affairs information through a smartphone app to access a national media website (31%). 24% visit a national media website. 24% indicate they use social media. Just under three in ten (29%) indicated they do not use any of these / do not access information on current affairs.
- Use of these tools to access this information is lower amongst Southall residents. Social media use is higher amongst younger residents and a higher proportion of residents aged 35-54 use a smartphone app to access national media websites.



Base: (1,250) Which of the following do you regularly do to get news or information on current affairs?

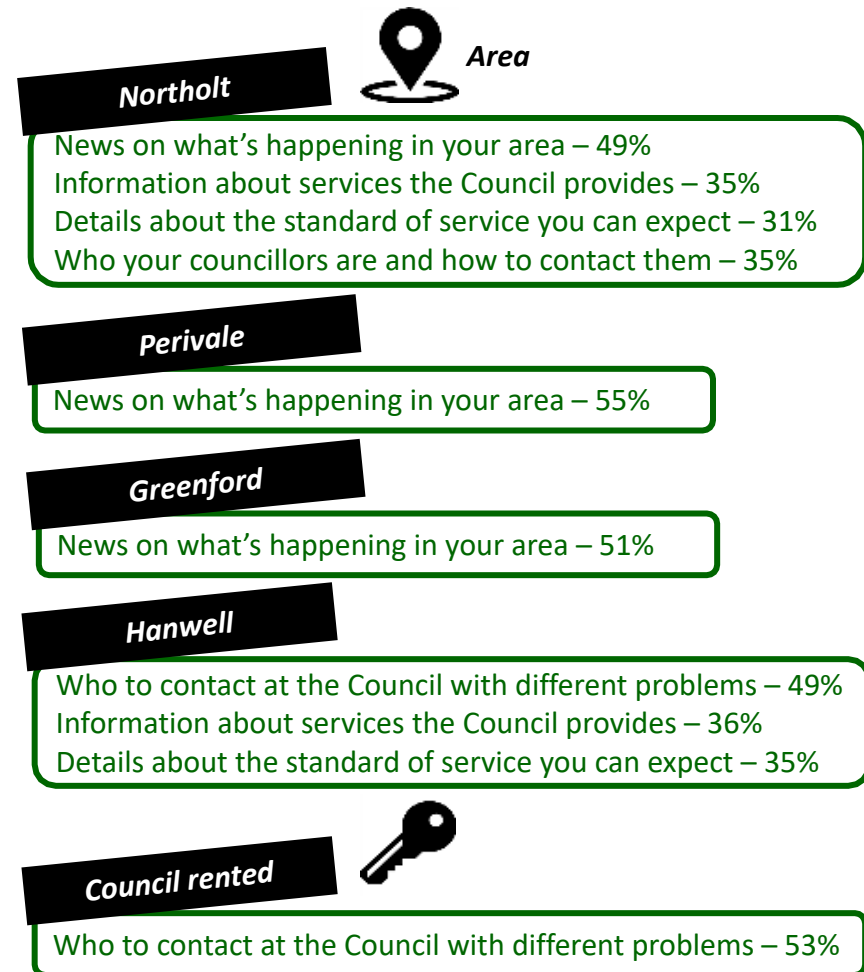
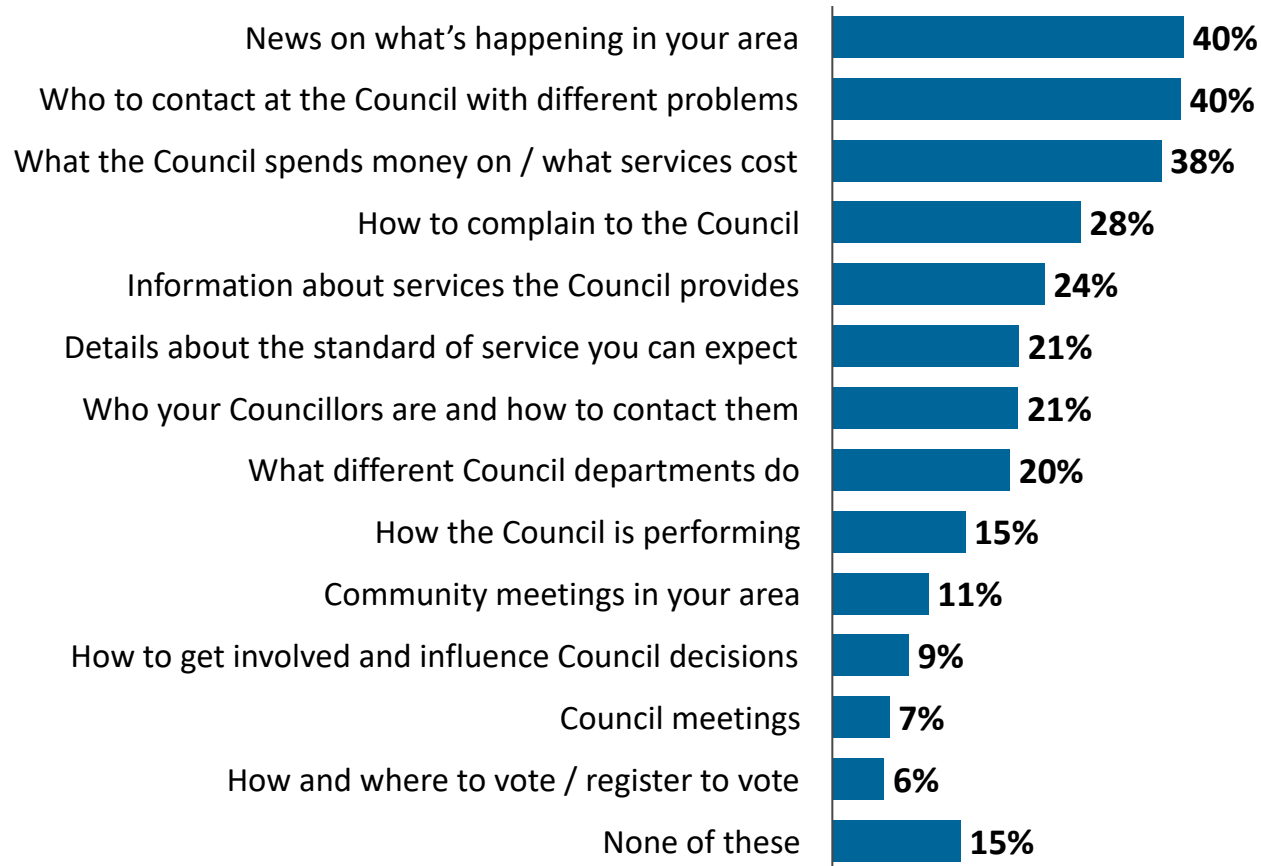
Source of news or information about the council and its services

- 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 consistent with those currently used.



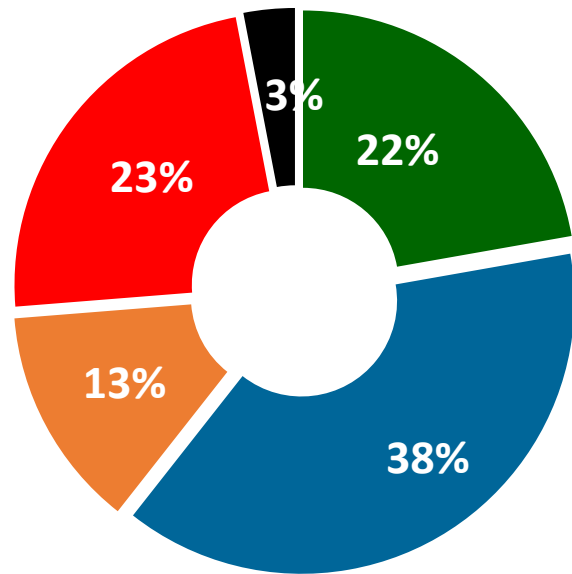
Preferences for more information from Council

- 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 for local area information is particularly evident in Northolt, Perivale and Greenford. A higher proportion of residents who rent from the council would like more information on who to contact.

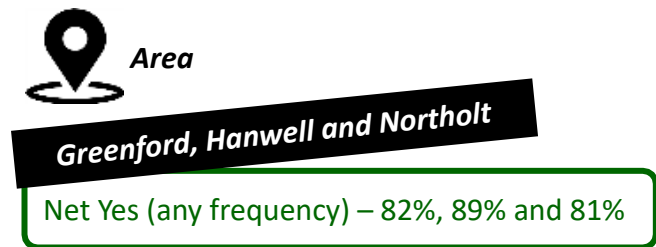


Frequency of using Ealing Council website

- Just under three quarters indicated they have used the council website to some degree; 22% have used the website in the last month and a further 38% have used it in the last 12 months.
- Claimed use is highest amongst residents who live in Greenford, Hanwell and Northolt.
- Claimed use is higher amongst residents aged 65 & over and lowest amongst residents 18-24.



- 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 parking services, making a payment and reporting an issue.
- Just over one in five indicated they use the MyAccount portal.



Area

Greenford

Parking services – 49%
 Reporting an issue – 36%
 MyAccount – 34%
 Contacting the council – 31%

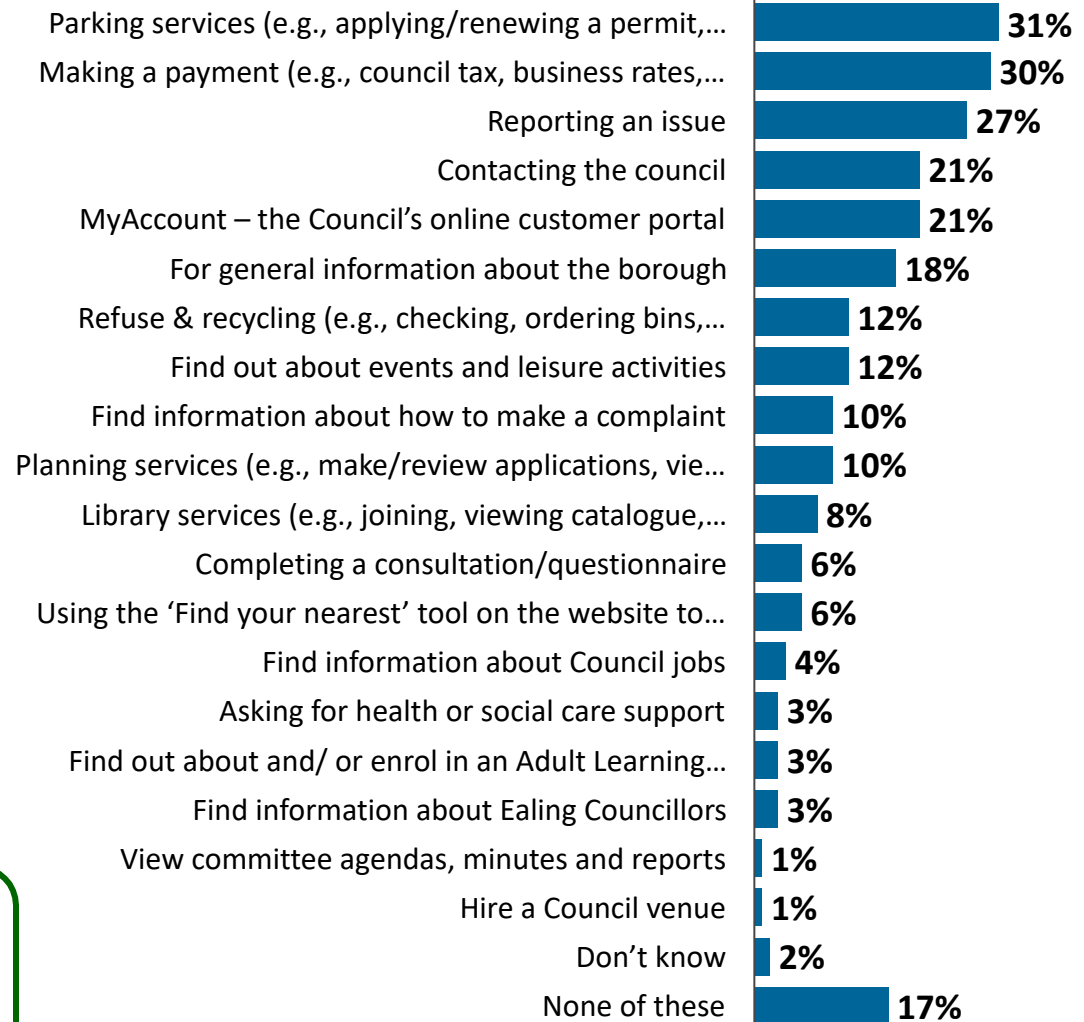
Perivale

Making a payment – 41%
 MyAccount – 30%

Hanwell

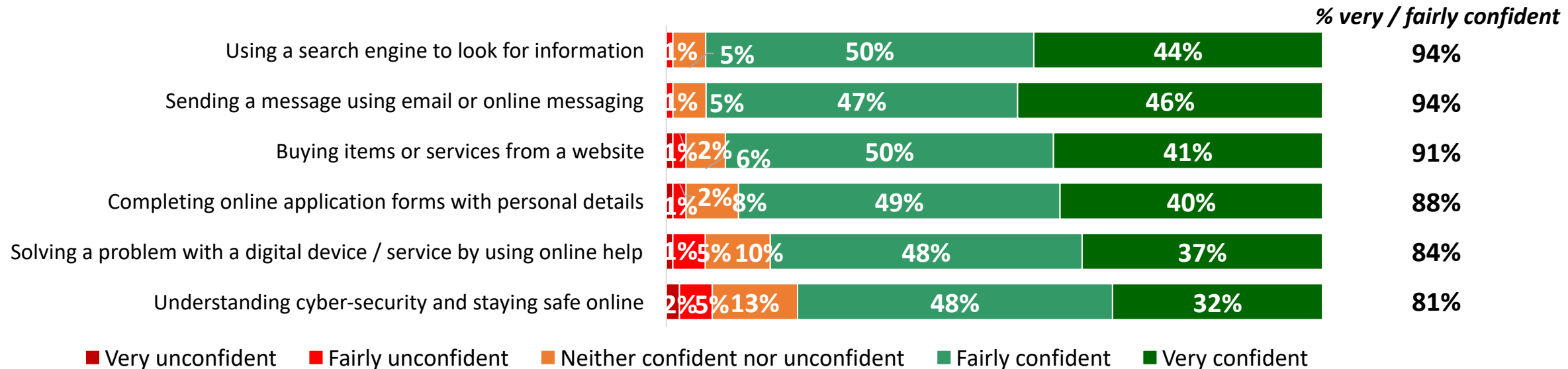
Parking services – 42%
 Making a payment – 40%
 Reporting an issue – 35%
 MyAccount – 29%
 Contacting the council – 32%

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 Acton and 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
Acton and Southall

% very confident:
 Using a search engine – 28% & 29%
 Sending message using email / online messaging – 31% & 36%
 Buying items or services from website – 25% & 28%
 Solving a problem with a digital device / service – 26% & 21%
 Completing online application forms – 25% & 28%

Tenure
Council rented

% very confident:
 Using a search engine – 34%
 Sending message using email / online messaging – 39%
 Buying items or services from website – 35%
 Solving a problem with a digital device / service – 29%
 Completing online application forms – 29%

Age
Age group
Aged 65 & over

% very confident:
 Using a search engine – 32%
 Sending message using email or online messaging – 33%
 Buying items or services from website – 27%
 Solving a problem with a digital device / service – 17%
 Completing online application forms – 25%

Thank you