



# London Borough of Wandsworth Residents Survey 2019

January 2020

# Report contents

Methodology	3-5
Key messages from the research	6-9
Perceptions of local area	10-16
The Council and its budget	17-27
Local services	28-29
Transport and the environment	30-34
Crime and community safety	35-45
Communications	46-52
Resident contact	53-55
Demographic profile	56-59





## Methodology

# Methodology

- In November and early December 2019 BMG carried out a face-to-face survey among 1,530 residents of the London Borough of Wandsworth.
- The aim of this research was to better understand residents' perceptions of their local area and community issues such as crime and transportation. The survey also sought to explore perceptions of Wandsworth Council, alongside service satisfaction and council interactions.
- This research builds upon previous residents' surveys administered by BMG in Wandsworth, with the most recent having taken place in 2017. The data produced has also been compared to LGA polling benchmarks (the most recent dataset being from June 2019).
- Sampling points were randomly selected for each ward, and interviewers were tasked with achieving 10 interviews per sampling point, with ward level quotas for gender and age. *(A full explanation of the sampling is provided in the blue box.)* All respondents needed to be aged 16+. Following the fieldwork, weights were applied to age, gender, ethnicity, and ward to ensure that the data is fully representative of the borough population.

## Sampling

Deprivation scores (IMD) at Super Output Area (SOA) level were ranked from high to low, then segmented into quintiles within each ward. This reflected the relative deprivation within Wandsworth and provided the basis for a stratified random sampling of Census Output Areas (COAs).

Sampling points (COAs) were selected randomly per ward and all addresses were identified from the Royal Mail's Postcode Address File. Proportional interviewing targets were set per ward, with a target of 10 interviews per sampling point.

Whilst the interviewers were able to approach any address within a sampling point, quotas were set by age and gender within each ward to ensure a representative spread by demographic profile.

# Understanding this report



The results have been rounded to the nearest decimal point. This means the data may on occasion add up to 99% or 101%.



Highlighting has been used throughout the results to denote where the score is significantly better or worse than the comparator (unless specified).

**%\***

Denotes where a slightly different question wording has been used

**Cf.**

Denotes the term 'confer', which is to compare. This is used where two or more figures are compared against each other

**\*%**

Denotes where a figure is less than 0.5%



## Summary

# Summary (1)

## Overall views of Wandsworth Council

On headline indicators such as local area satisfaction and Council satisfaction the 2019 survey findings are generally consistent with 2017 and 2015. Wandsworth Council continues to perform above the LGA benchmarks for the majority of comparable measures. It remains a borough with strongly positive public perceptions. Council and local area satisfaction are both particularly high, with around nine in ten residents feeling satisfied with both measures (93% local area, 85% Council). Moreover, four fifths of residents feel Wandsworth Council provides value for money (79%) and that they can trust the Council (84%). Around half of residents say they would speak highly of Wandsworth Council (52%), and this rises amongst residents who feel informed about services (60%) or who have been in contact with the council (56%). A sizeable proportion of residents say they have no views either way (40%) and this neutrality is common in this question.

Whilst results vary between wards, generally those living in Latchmere and Southfields are the most positive. There are no wards where results are consistently lower. However, residents who have lived in Wandsworth all of their lives, those with a disability in their household, and those renting from a housing association or the Council tend to be less positive across the survey findings. These are also some of the groups least likely to feel the Council acts on their concerns, and this could be part of the reason their views are less favourable.

One of the strongest measures is community cohesion, with nine in ten residents agreeing that people from different backgrounds get on well together in their local area (90%). Not only is this a high score it continues to build on already very high scores seen in 2015 and 2017. Furthermore, it should be acknowledged that the proportion of positive residents is consistent across all key demographic groups for this measure.

Budgets are a key aspect of Council management, and recent political and social pressures have seen councils make significant budget cuts. In Wandsworth, around half of all residents are aware of the savings the Council has had to make in recent years (55%), with a slightly smaller proportion agreeing the Council is doing a good job of dealing with these cuts (46%), 28% neither agreed nor disagreed. This is consistent with previous survey findings, although the proportion of residents who feel it is essential to keep council tax low has fallen by a further 10%-points for the second survey in a row. A majority of 66% now support such an approach.

# Summary (2)

## Local services

Residents are generally satisfied with the services provided by Wandsworth Council. Refuse and recycling both score highly (81% and 73% respectively) and parks and open spaces is the highest rated service (88%). A fifth of residents feel the parks and open spaces in Wandsworth are the best thing about living in the borough (22%), second only to the location and convenience of their local area (27%). Two in five residents do feel their neighbourhoods and town centres are improving, although this is down from around half of all residents in 2017. A clear area for improvement for Wandsworth is litter and street cleanliness. One in five residents (20%) say street cleaning is poor and 14% say it is the aspect they dislike most about their local area. Furthermore, a quarter of residents disagree that the streets are cleaner and there is less litter than there was two years ago (23%).

Some issues related to transport also have relatively low scores, with one in four residents saying parking services (24%) and pavement maintenance (26%) are poor. Additionally, traffic congestion is the second most disliked aspect by residents (16%) and 49% disagree that traffic congestion is less than it was two years ago. The closure of Hammersmith Bridge has likely affected this, with half of residents (50%) saying it has had a major impact on traffic in the area. Residents see reducing traffic and vehicles as the main way to improve air quality (42%). Whilst around half of all residents still feel air quality is good both in their local neighbourhood (53%) and Wandsworth as a whole (48%), a quarter of residents describe neighbourhood level and borough level air quality as poor.

## Crime and community safety

Almost everyone living in Wandsworth feels safe during the day (97%). After dark 67% of residents feel safe outside in their local area. Notably, there has been a significant decline in the number of residents who feel safe after dark since 2017 (67% cf. 79%) and the perceptions of Wandsworth residents are now below the most recent LGA benchmark for this measure (76%). Fewer residents feel Wandsworth is a safer place overall than in 2017 (50% cf. 59%) and that there is less trouble now (38% cf. 49%). Despite these declines, perceptions that crimes are a growing problem are only held by a minority of residents and less than half of all residents are worried about becoming a victim of crime (although this does vary substantially by ward). Street lighting is closely related to safety and for one in five residents poor lighting is the worst thing about their local area (18%), more than any other aspect. It is important to note that poor lighting was not referenced by residents in 2017, suggesting that this is an emerging concern for residents.

# Summary (3)

## Communications

Two in three residents feel informed about the benefits and services that Wandsworth Council provides (66%), and this is one of the few measures to see a decline on 2017 (71%). Brightside Magazine (46%) and the Council website (47%) remain the two most popular sources for information, and so residents are most likely to be informed directly by the Council rather than elsewhere. Residents over 35 are significantly more likely to read Brightside Magazine, compared to younger residents. 71% of residents are aware of at least one of Wandsworth Council's key initiatives.

Internet use remains high (94%), with smartphones the most popular way to get online (95%). 14% of residents now have online access via a smart speaker such as Amazon Alexa or Google Home. Among residents under the age of 60 internet access is essentially universal. Furthermore, among those aged 60-64 and 65-74 eight in ten have internet access. Only among those aged 75 and over is internet access low (47%).

87% of Wandsworth internet users undertake more complex tasks online, so are classified as advanced users. Novice usership is highest amongst those aged 65+ (12%), but a majority of older residents are still advanced internet users (52% of those aged 65+).

## Council contact

Just over half of all residents have contacted the Council (55%), mostly to pay Council Tax (15%). Online methods were the most popular method of contact for all of the key interactions over the past 12 months, with fewer than 10% choosing offline methods. However, 30% chose to use the phone for their most recent form of contact. Of the 55% who contacted Wandsworth Council, more than three quarters are satisfied both with how their query was handled (79%) and the outcome of their query (77%). These high levels of satisfaction are slightly up on 2017 and are in line with 2015. Those opting to use the phone to contact Wandsworth Council are significantly less satisfied with both how their query was handled and the outcome.



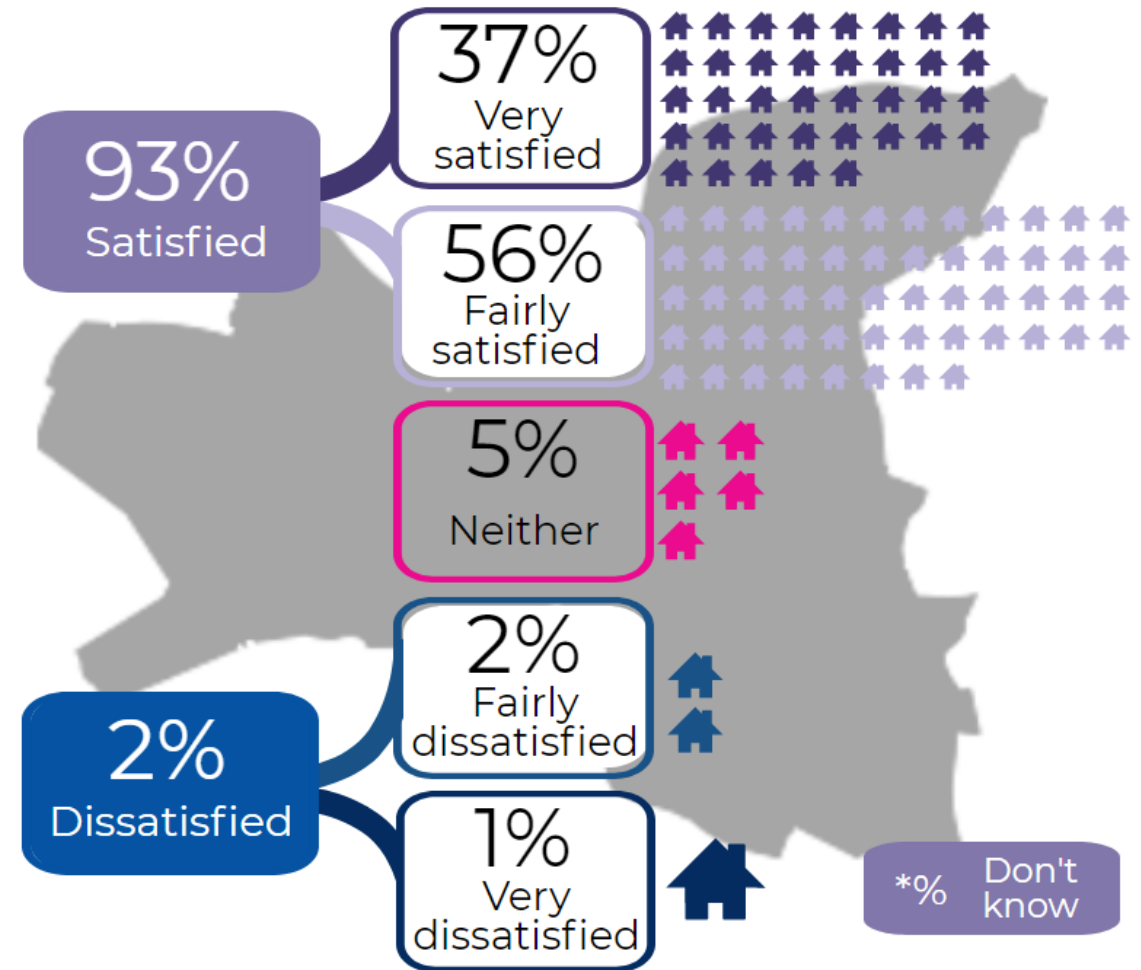
## Perceptions of the local area

# Satisfaction with local area

More than nine in ten residents are satisfied with their local area (93%), of which most are fairly satisfied (56%).

This high level of satisfaction is consistent across all age groups, however residents who have lived in the borough all their life are significantly less likely to be satisfied (88%).

There is some variation by IMD quartile, with residents in the most deprived quartile less likely to be satisfied. However, it is important to recognise that even in the most deprived IMD quartile, nine in ten residents are still satisfied (90%).



# Satisfaction with local area – by ward

Satisfaction with the local area is high across all of Wandsworth’s wards. Notably, all residents in Southfields and Wandsworth Common are satisfied, although this is almost 20%-points more than the lowest scoring ward St Mary’s Park (81%).

Balham	Bedford	Earlsfield	East Putney	Fairfield	Furzedown	Graveney	Latchmere	Nightingale	Northcote
91%	92%	90%	95%	91%	95%	88%	98%	94%	98%

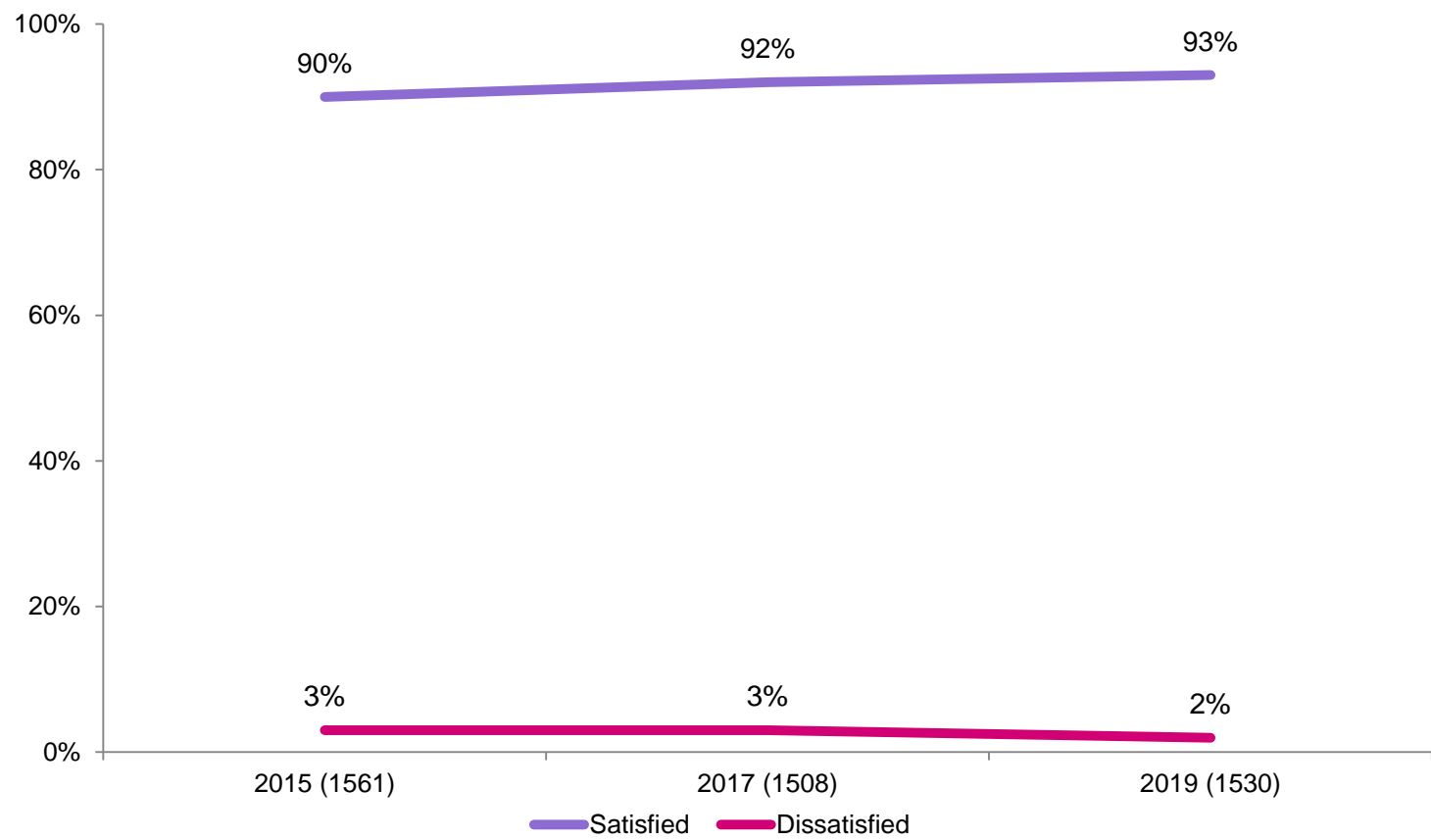
Queenstown	Roehampton and Putney Heath	Shaftesbury	Southfields	St Mary's Park	Thamesfield	Tooting	Wandsworth Common	West Hill	West Putney
83%	86%	95%	100%	81%	95%	95%	100%	96%	97%

Q6. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (All responses, Unweighted base: 1530)

Red and green highlighting is used to denote where scores are significantly below or above the Wandsworth total

# Satisfaction with the local area

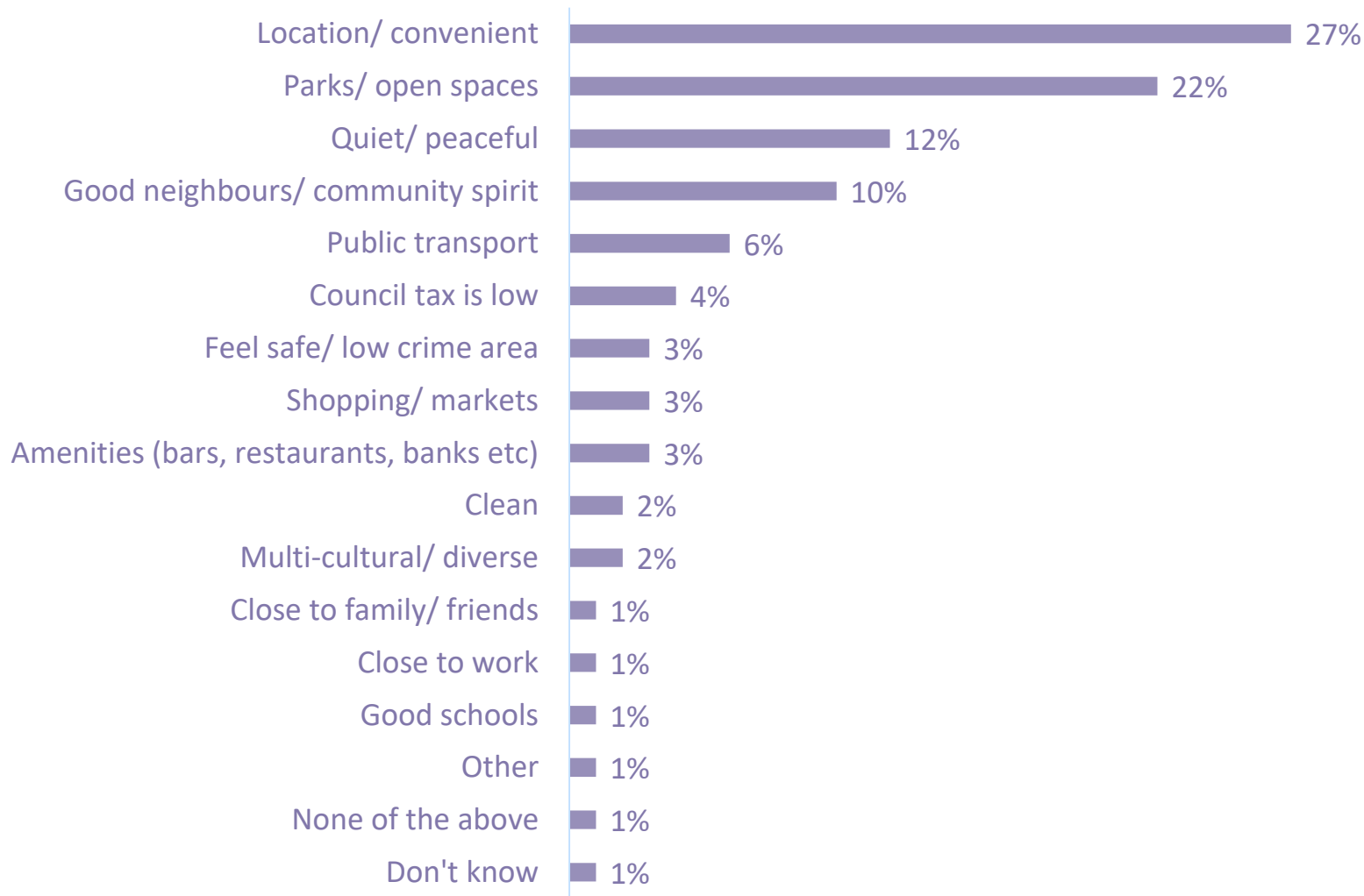
Satisfaction with the local area has remained consistent with the previous two surveys. When compared to the most recent LGA benchmark, Wandsworth is 13%-points above the average.



LGA Benchmark  
(June 2019)  
80%

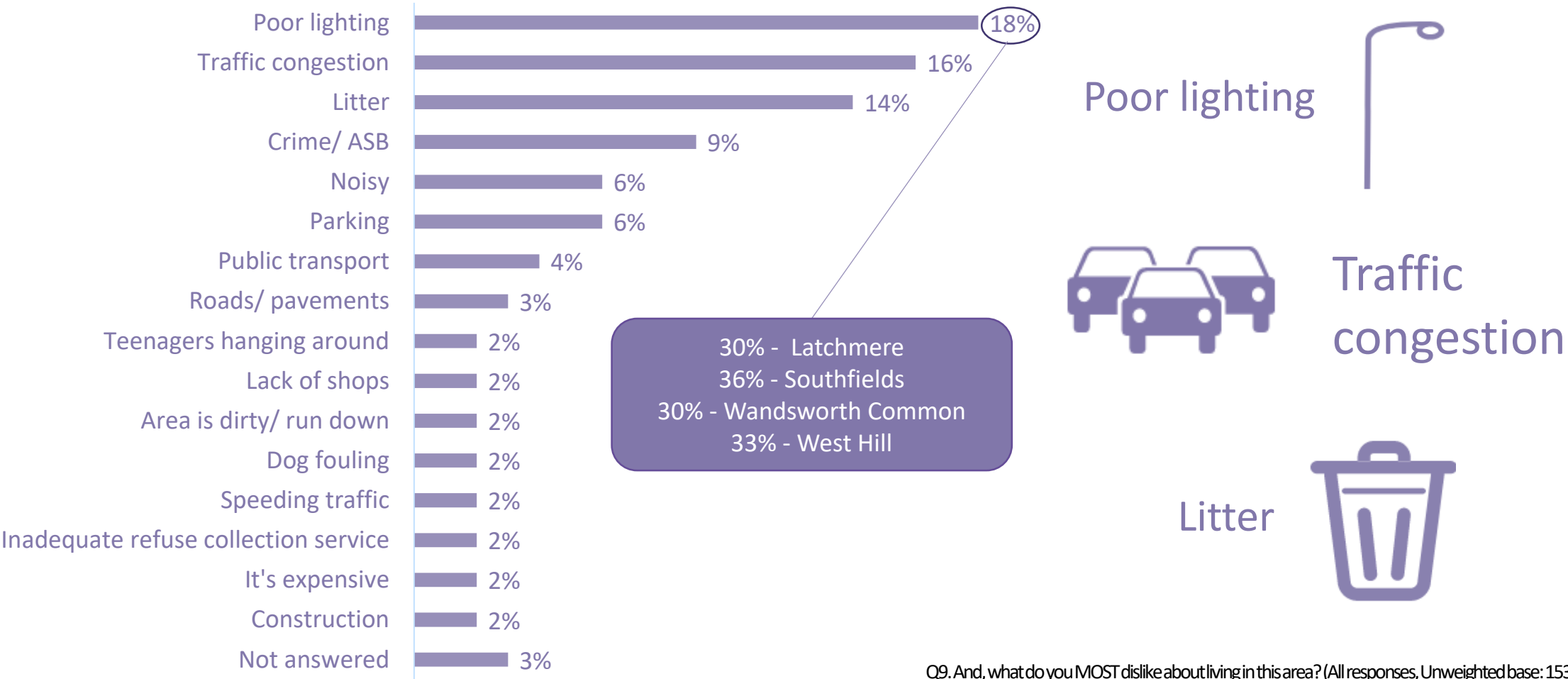
# Best thing about the local area

One in four residents feel the location and convenience of their local area is the best thing about living there (27%), and over a fifth feel it's the parks and open spaces (22%). The top three remain unchanged since 2017.



# Worst thing about the local area

Just under a fifth of residents feel poor lighting is the worst thing about their area (18%). This is a new aspect for 2019, with lighting not referenced in 2017, therefore suggesting it is a new problem or concern for residents. Furthermore, better lighting is the most common request from residents about how to feel safer (60% of those who feel unsafe). Traffic congestion and litter remain similar to 2017, although both are slightly up from the 11% they scored previously.



Q9. And, what do you MOST dislike about living in this area? (All responses, Unweighted base: 1530)  
(Where 2% or more)

# Community cohesion

Nine in ten residents (90%) agree that people from different backgrounds get on well together in their local area, with only 1% disagreeing this is the case. Agreement is up 3%-point on 2015 and 1%-point on 2017, so results have remained consistent with slight upward movement.



Strongly agree (32%)   Tend to agree (58%)   Neither (8%)  
Tend to disagree (1%)   Strongly disagree (1%)

**Agreement is high across all key demographic groups:**

- 91% aged 16-64
- 87% aged 65+
- 91% White
- 89% BME
- 92% Least deprived (IMD quartile)
- 90% Most deprived (IMD quartile)
- 89% Disability in the household



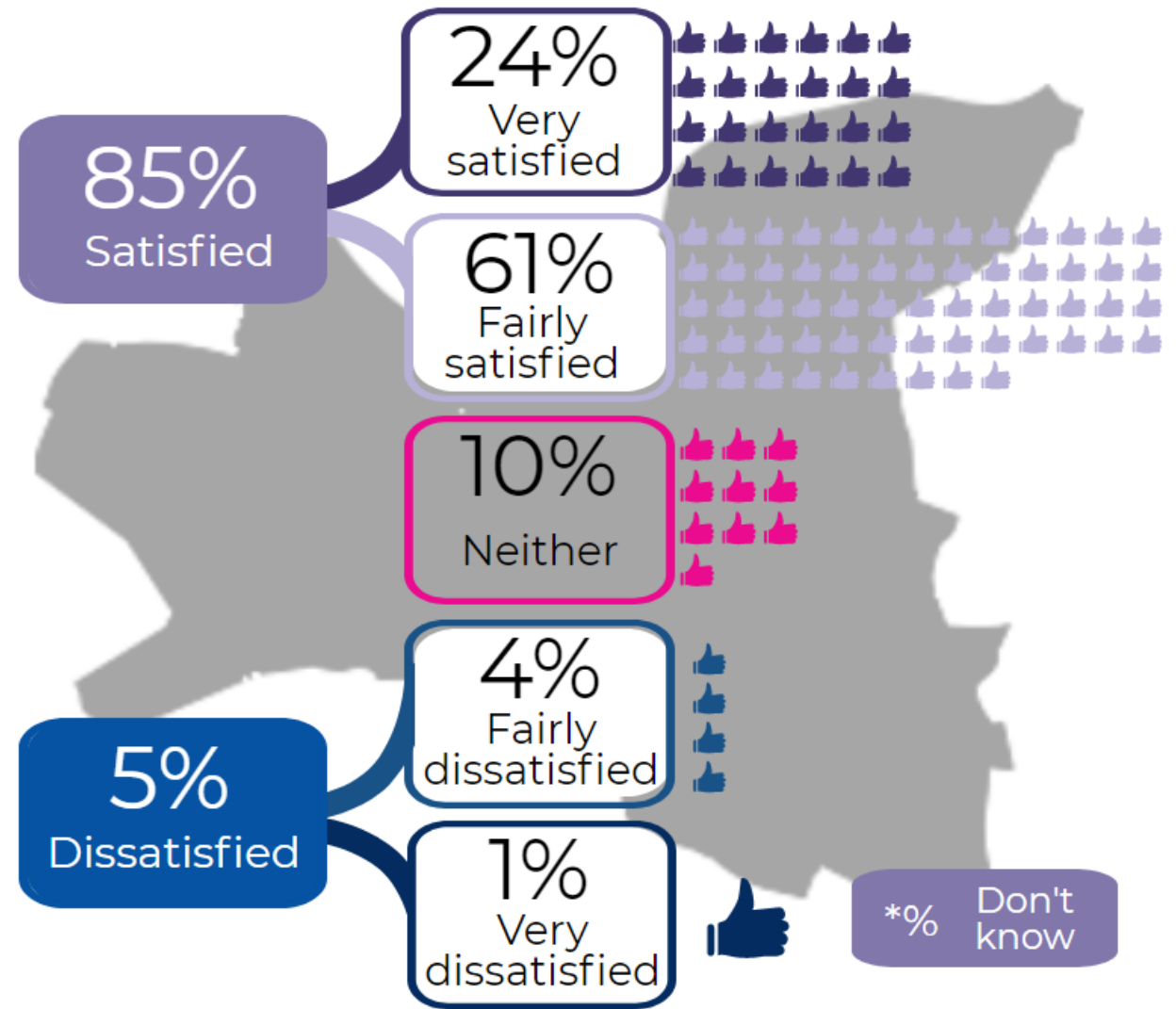
## The Council and its budget

# Council satisfaction

Four in five residents are satisfied with how Wandsworth Council is running their local area (85%), including a quarter of residents who are very satisfied (24%). Only one in twenty are dissatisfied with how things are run (5%).

Satisfaction is generally consistent across all key demographic groups, although those renting from a housing association or the Council are less likely to be satisfied (79%), as are those who've always lived in the borough (79%).

As expected, those residents who feel informed about the benefits and services provided by the Council (90%), feel the Council provides value for money (93%), and who feel Wandsworth is safer (90%) are more likely to be satisfied.



# Satisfaction with council – by ward

Satisfaction with how Wandsworth Council is running the local area varies substantially across the borough, with a 30%-point gap between the highest and lowest scoring wards. There is no consistent correlation between satisfaction with the local area and satisfaction with how the Council is running things in the local area; for example Queenstown residents are significantly more satisfied with the Council (94%) but are one of the least satisfied with their local area overall (83%).

Balham	Bedford	Earlsfield	East Putney	Fairfield	Furzedown	Graveney	Latchmere	Nightingale	Northcote
82%	76%	85%	87%	85%	69%	80%	93%	75%	99%

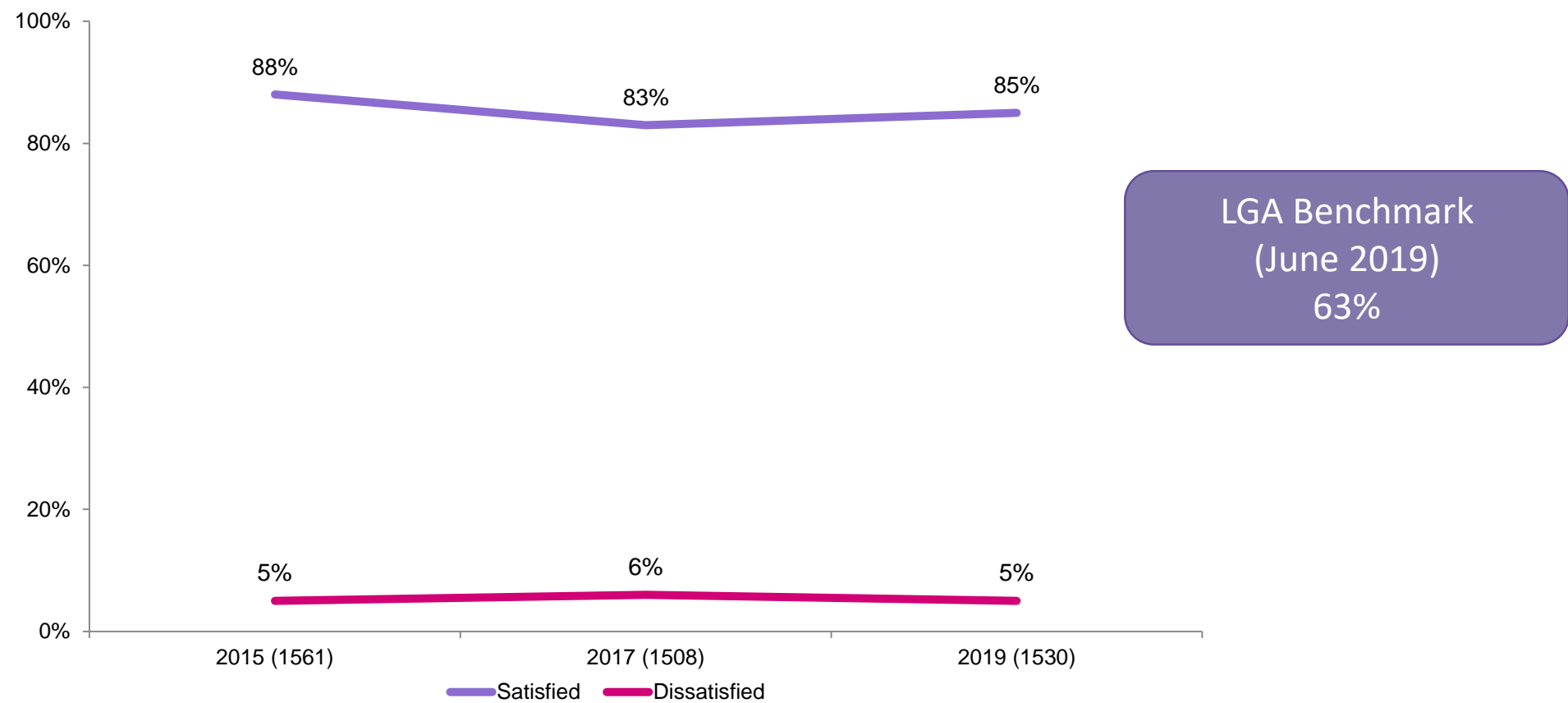
  

Queenstown	Roehampton and Putney Heath	Shaftesbury	Southfields	St Mary's Park	Thamesfield	Tooting	Wandsworth Common	West Hill	West Putney
94%	72%	89%	98%	73%	99%	76%	92%	80%	94%

Q2. How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses, Unweighted base: 1530)

# Council satisfaction

Satisfaction with Wandsworth Council has remained stable over the last four years, with a slight increase slight since 2017. Dissatisfaction has also remained largely unchanged.

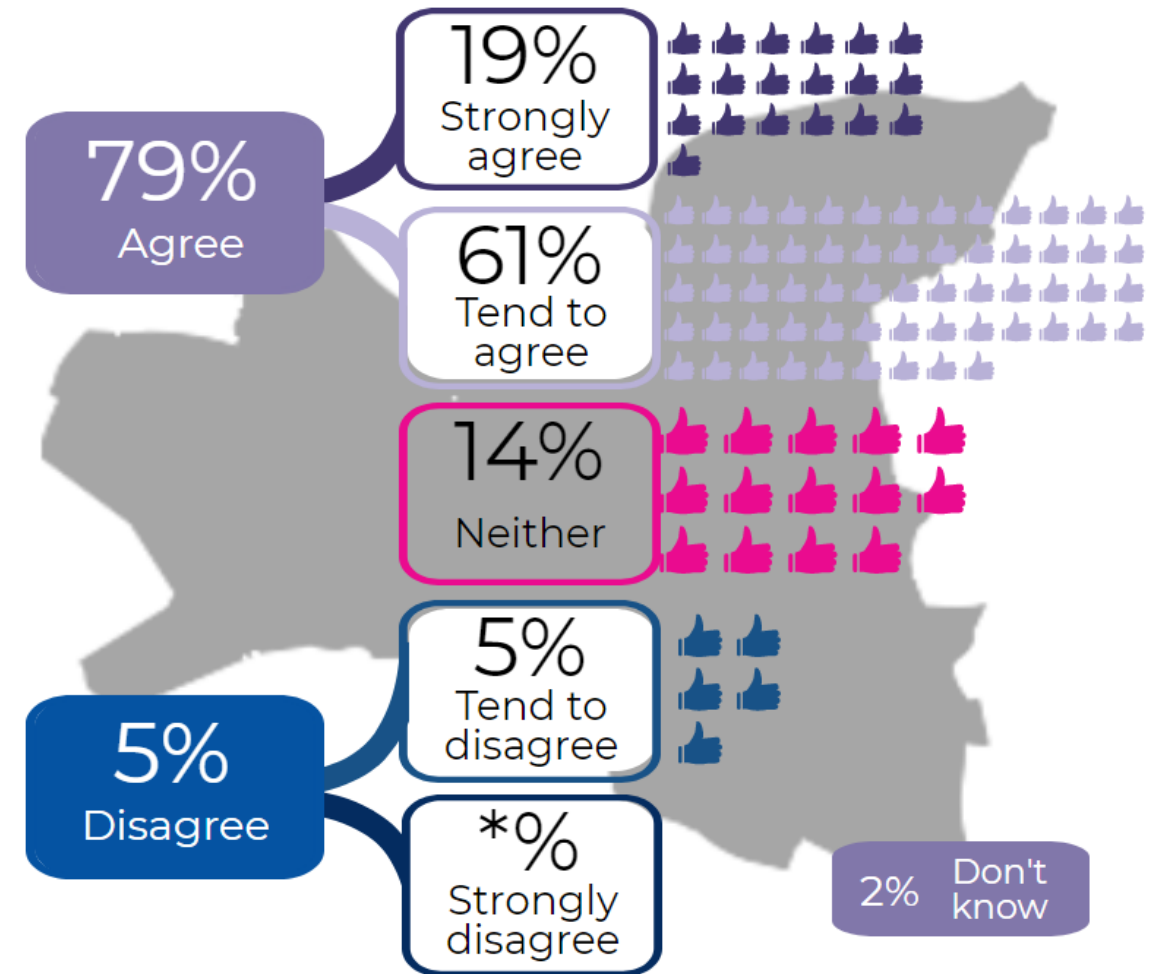


# Value for money

More than three quarters of Wandsworth residents feel the Council provides value for money (79%). Only 5% of residents disagree, whilst the remainder neither agree nor disagree or are unsure (16%).

As with other measures there is little difference between demographic groups, although those who have lived in the borough their whole life (68%) and those renting from the Council or a housing association (71%) are less likely to agree. Agreement is also relatively lower for those in the most deprived IMD quartile (72%).

Residents are more likely to agree the Council provides value for money if they are aware of the savings made (83%). But even among those without this awareness 78% still agree that their Council provides value for money.



# Value for money – by ward

The majority of residents in every ward feel that the Council offers value for money. Agreement is highest amongst those in Latchmere, Northcote, and Southfields where more than nine in ten residents agree.

Balham	Bedford	Earlsfield	East Putney	Fairfield	Furzedown	Graveney	Latchmere	Nightingale	Northcote
73%	80%	73%	75%	84%	72%	79%	96%	77%	91%

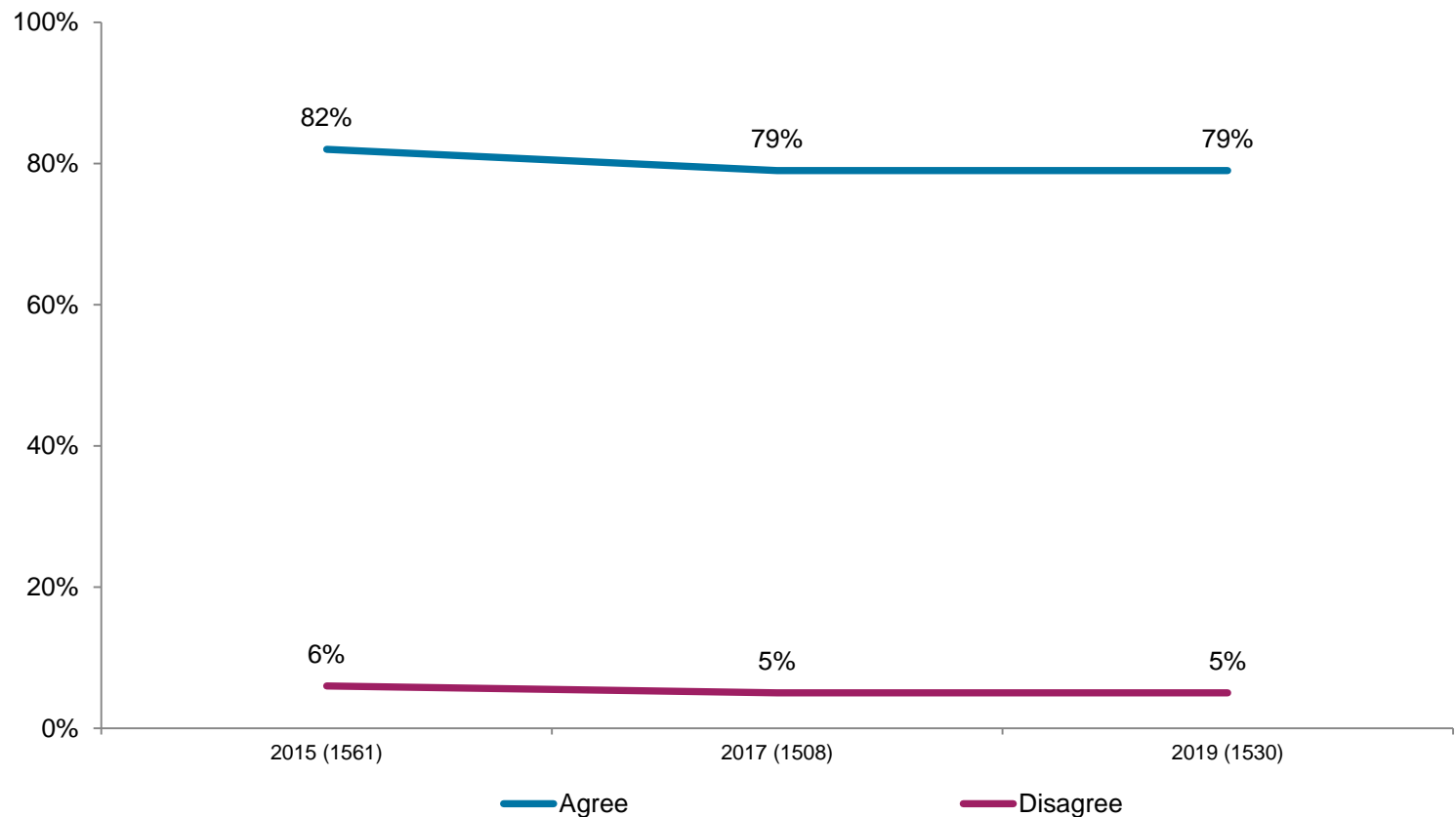
Queenstown	Roehampton and Putney Heath	Shaftesbury	Southfields	St Mary's Park	Thamesfield	Tooting	Wandsworth Common	West Hill	West Putney
78%	73%	77%	98%	80%	77%	78%	86%	70%	72%

Q3. To what extent do you agree or disagree that Wandsworth Council provides value for money? (All responses, Unweighted base: 1530)

*Red and green highlighting is used to denote where scores are significantly below or above the Wandsworth total*

# Value for money

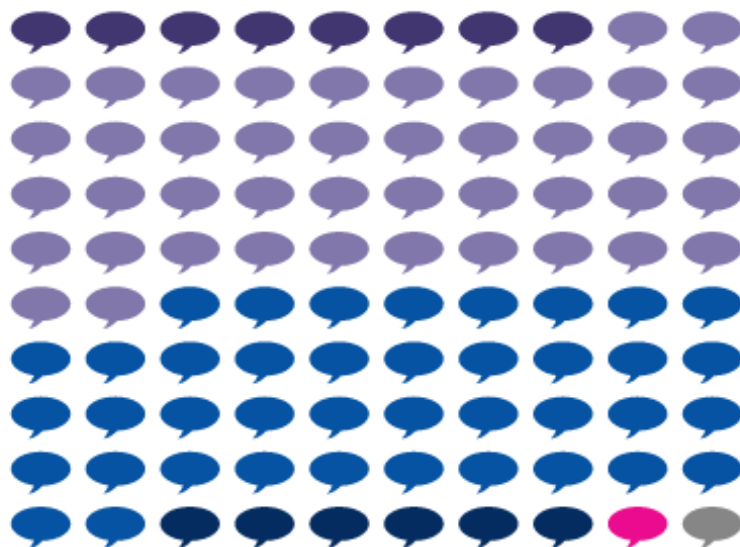
The proportion of residents who feel the Council provides value for money has remained the same since 2017. Although there has been no major movement, Wandsworth Council continues to score significantly above the LGA benchmark of 48%.



LGA Benchmark  
(June 2019)  
48%

# Advocacy

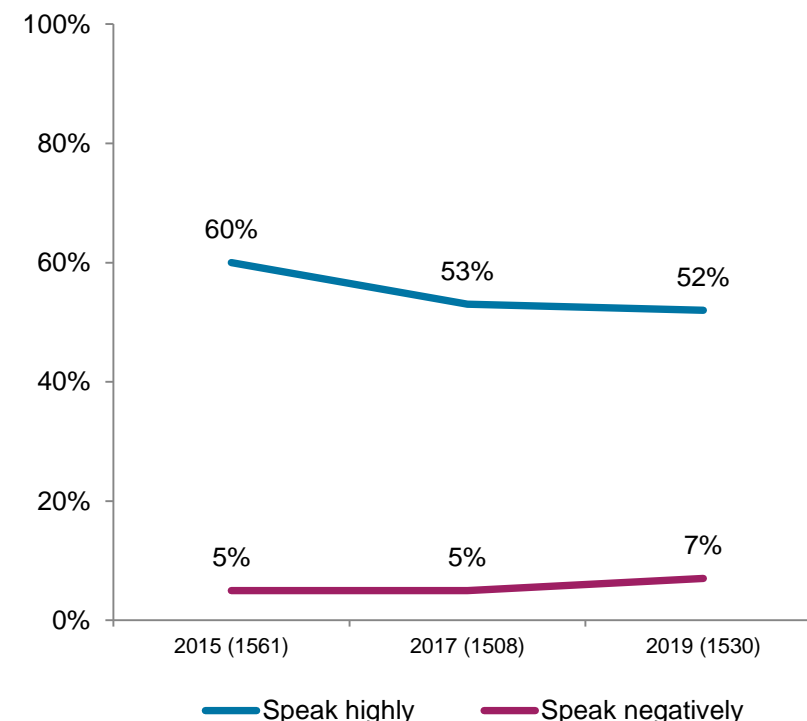
Just over half of all residents speak highly of Wandsworth Council (52%), but only 7% speak negatively. A considerable proportion of residents have no views either way (40%), suggesting uncertainty. This is consistent with 2017, although down slightly on 2015.



■ I speak highly without being asked (8%)  
 ■ I speak highly if asked (44%) ■ No views either way (40%)  
 ■ I speak negatively if asked (6%)  
 ■ I speak negatively without being asked (1%)  
 ■ Don't know (1%)

## Biggest advocates of Wandsworth Council:

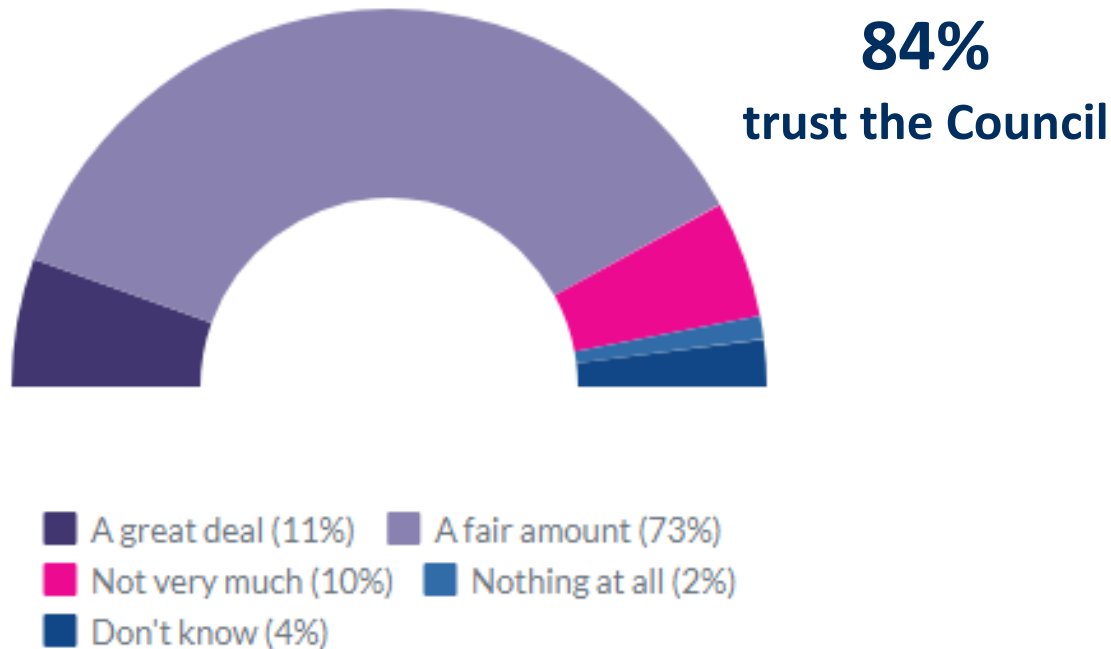
- 65% Aged 65+
- 82% Latchmere residents
- 81% Northcote residents
- 81% Queenstown residents
- 86% Southfields residents
- 60% of those who feel informed about the services and benefits



Q7. Which one of these statements is closest to how you feel about Wandsworth Council as a whole?  
(All responses, Unweighted base: 1530)

# Trust in Wandsworth Council

The majority of residents trust Wandsworth Council (84%), with only around one in eight saying this is not the case (12%). This is stable when compared to 2017 when 83% of residents felt they could trust the Council, and significantly above the most recent LGA benchmark (58%).

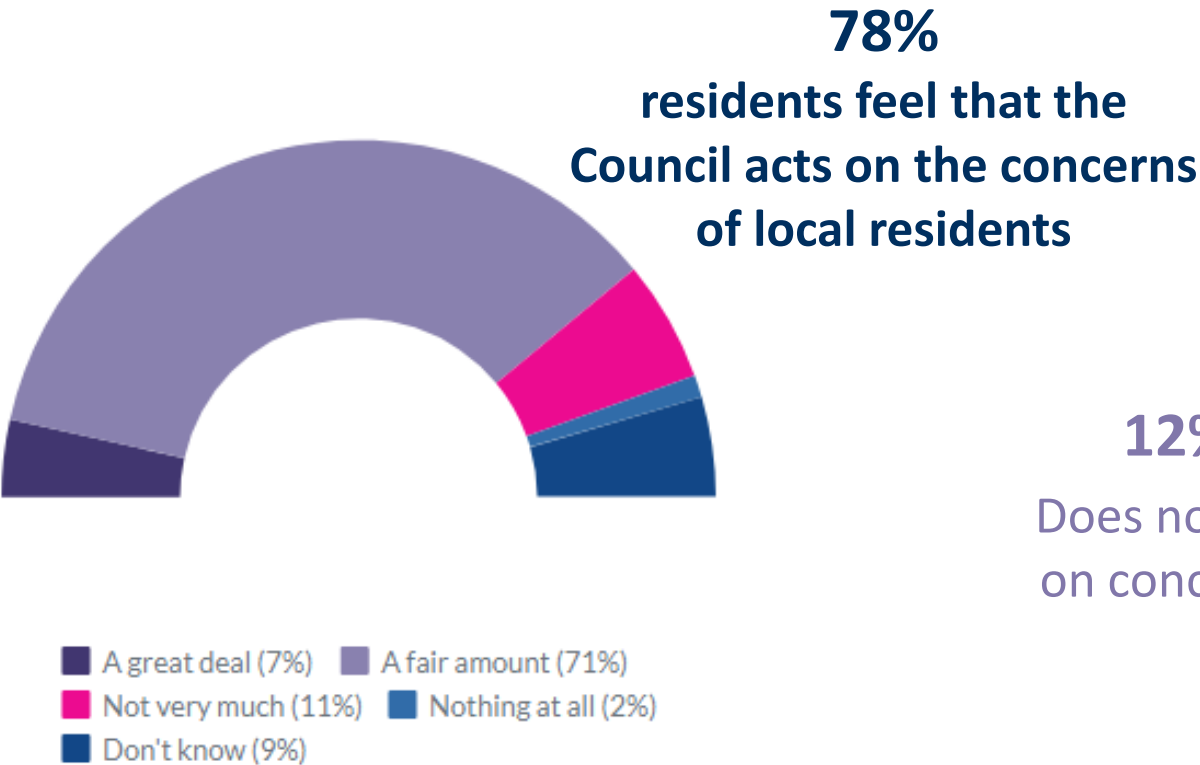


## Lowest trust in Wandsworth Council:

- 75% residents who've always lived in the borough of Wandsworth
- 78% of residents renting from a housing association or the Council
- 68% of those who do not feel the Council acts on residents' concerns
- 73% Bedford residents
- 76% Earlsfield residents

# Acting on concerns

78% of residents feel that the Council acts on the concerns of local residents. Only one in eight residents disagree (12%), however this is higher amongst those who've lived in Wandsworth all their lives (20%) and those with a disability in their household (25%). When compared to 2017, results are consistent (78%) and Wandsworth Council continues to outperform the LGA benchmark (78% cf. 59%).



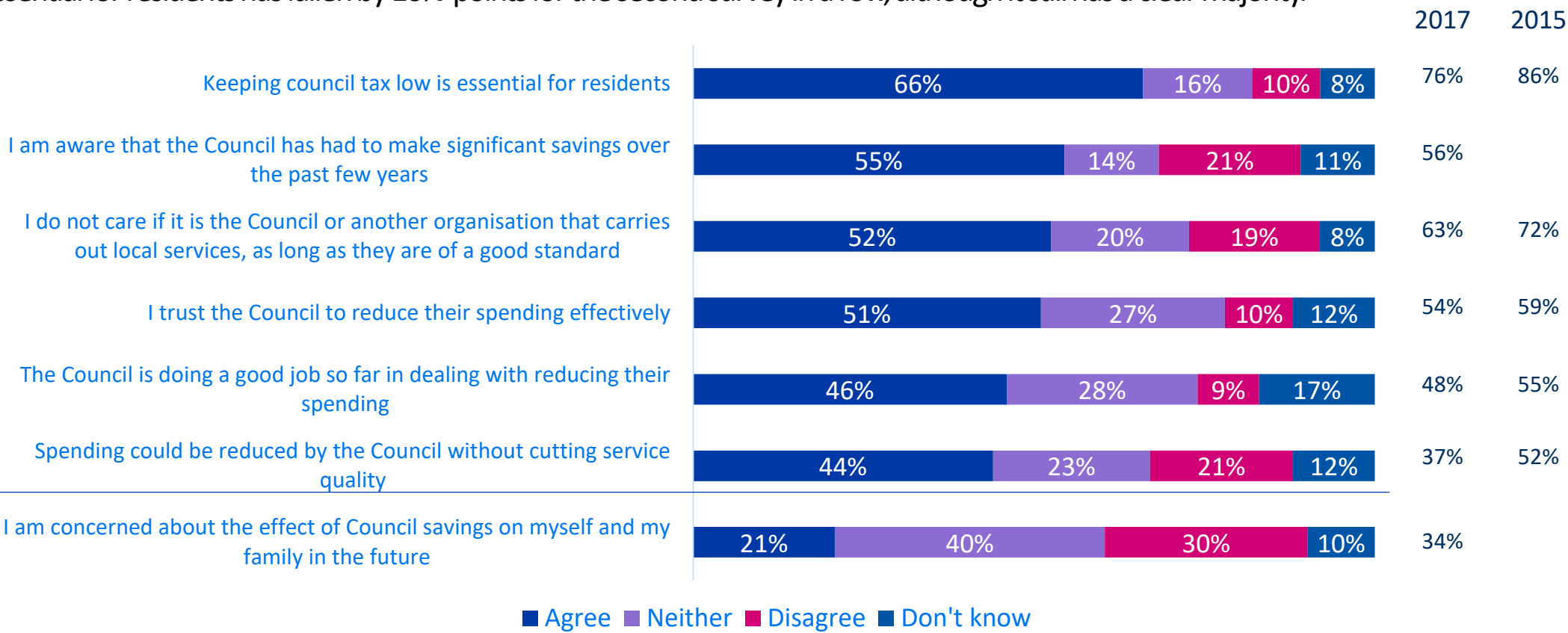
**12%**  
Does not act on concerns

## How could the Council improve the way it acts on residents' concerns?



# Council budgets

Just over half of all residents are aware that the Council has had to make savings over the past few years (55%), and just under half feel the Council has done a good job so far at dealing with this (46%). The proportion of residents who are neutral or unsure is high across all the statements, suggesting a large amount of uncertainty from residents. A fifth of residents are concerned about the effect of these savings (21%), with most saying they are concerned about the quality of services (13%) and the lack of services (15%). Lastly, the proportion of residents who say keeping council tax low is essential for residents has fallen by 10%-points for the second survey in a row, although it still has a clear majority.



Q34. To what extent, if at all, do you agree or disagree with the following statements about how the Council has dealt with this situation?  
(All responses, Unweighted bases: 1530)

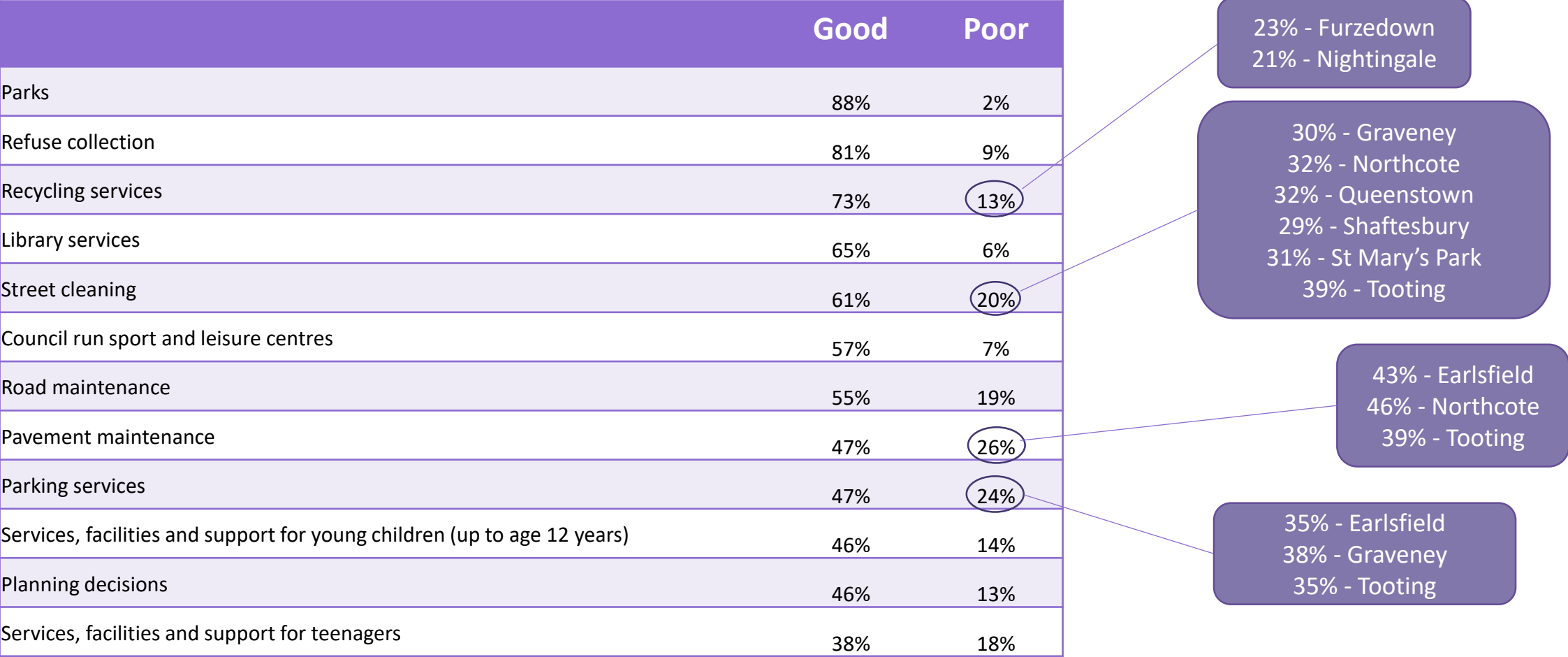
Q35. Please explain what these concerns are? (All responses, where concerned about effect of savings, unweighted base: 323)



## Local services

# Local services

Parks are the highest rated service by residents (88%) and this is unsurprising given that a fifth of residents (22%) say it is the best thing about living here. A quarter of residents feel parking (24%) and pavement maintenance (26%) is poor and a fifth feel negatively about street cleaning (20%). This connects with the finding that litter is the third most cited aspect in what residents most dislike about their area.

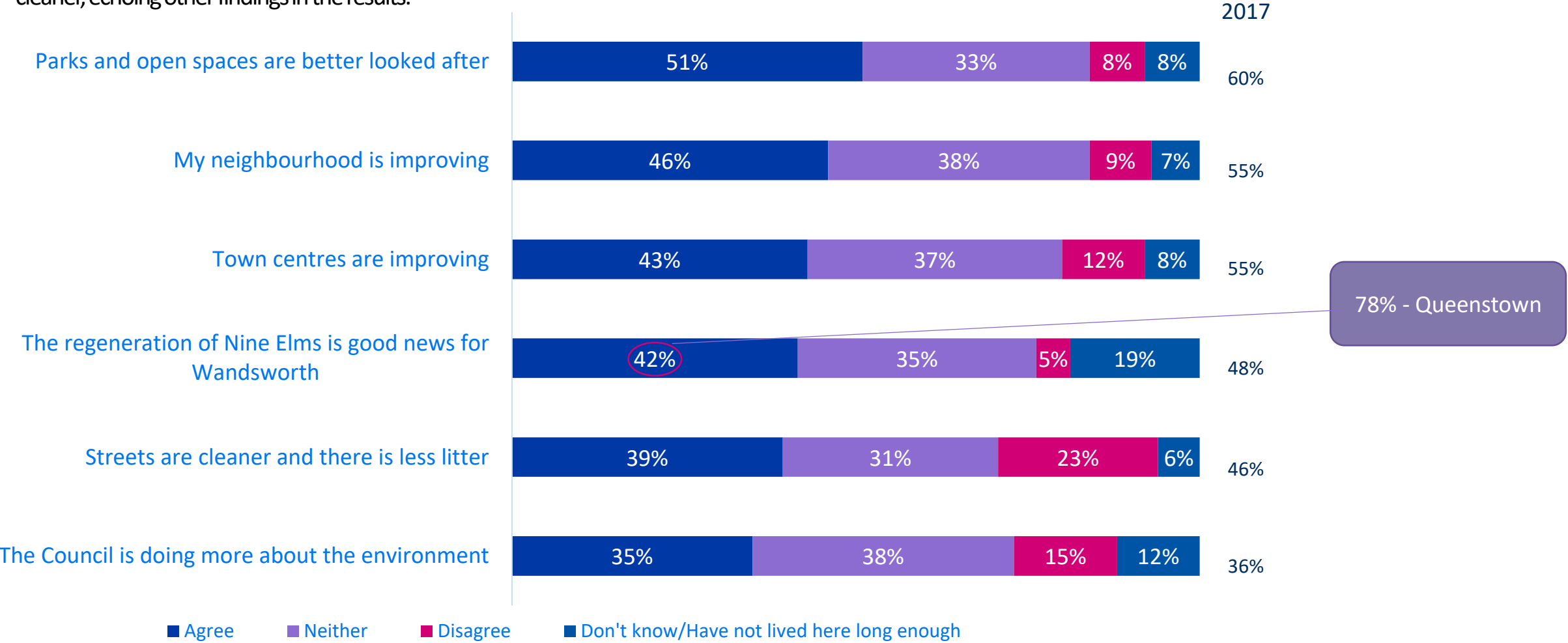




## Transport and the environment

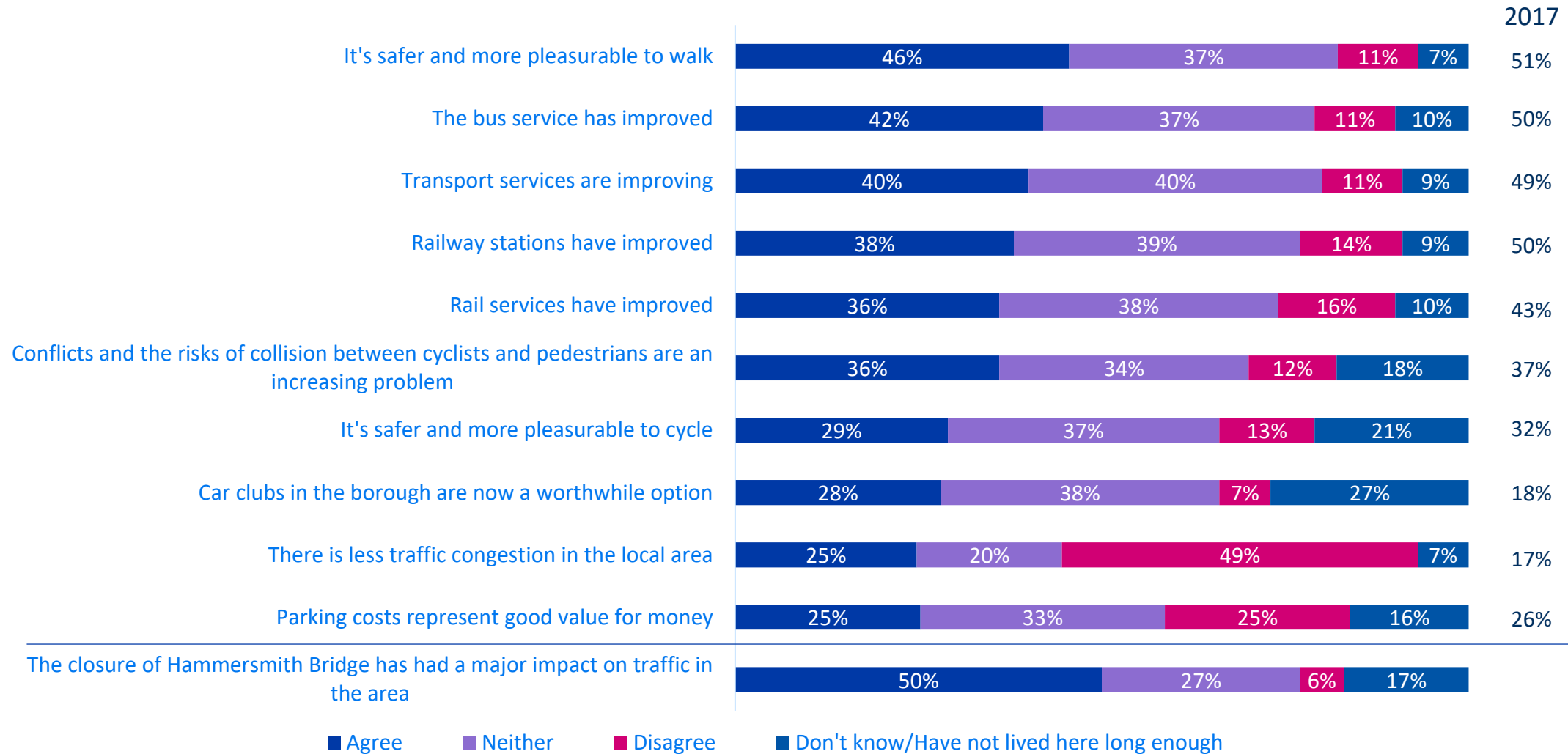
# Local environment

Compared to 2017 the strength of agreement that the local environment is improving has weakened, although positive rather than negative views remain prevalent. Half of residents indicate parks and open spaces are better looked after (51%) and more than two in five agree that their neighbourhood (46%) and town centres (43%) are improving. Neutrality is high for all of these measures, perhaps suggesting that some residents find judging progress difficult. Disagreement is highest regarding streets being cleaner, echoing other findings in the results.



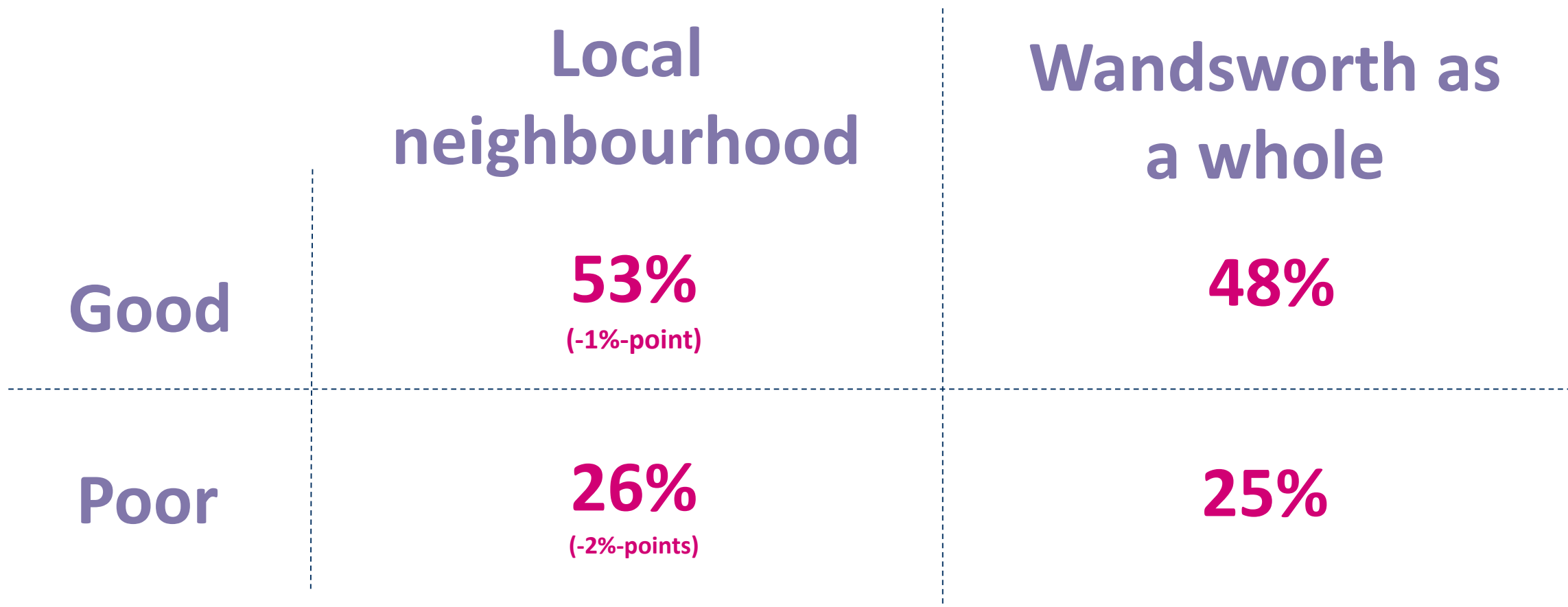
# Transport

Residents are generally less positive about transport improvements in Wandsworth compared to the local environment, although neutrality remains high. Notably almost half of all residents (49%) disagree that there is less traffic congestion in the local area, and this could potentially be linked to the closure of Hammersmith Bridge, as half of all residents feel this has impacted traffic (50%). Nevertheless, the proportion of residents agreeing there is less traffic congestion has in fact improved since 2017 (25% cf. 17%), although it is still a key area for improvement.



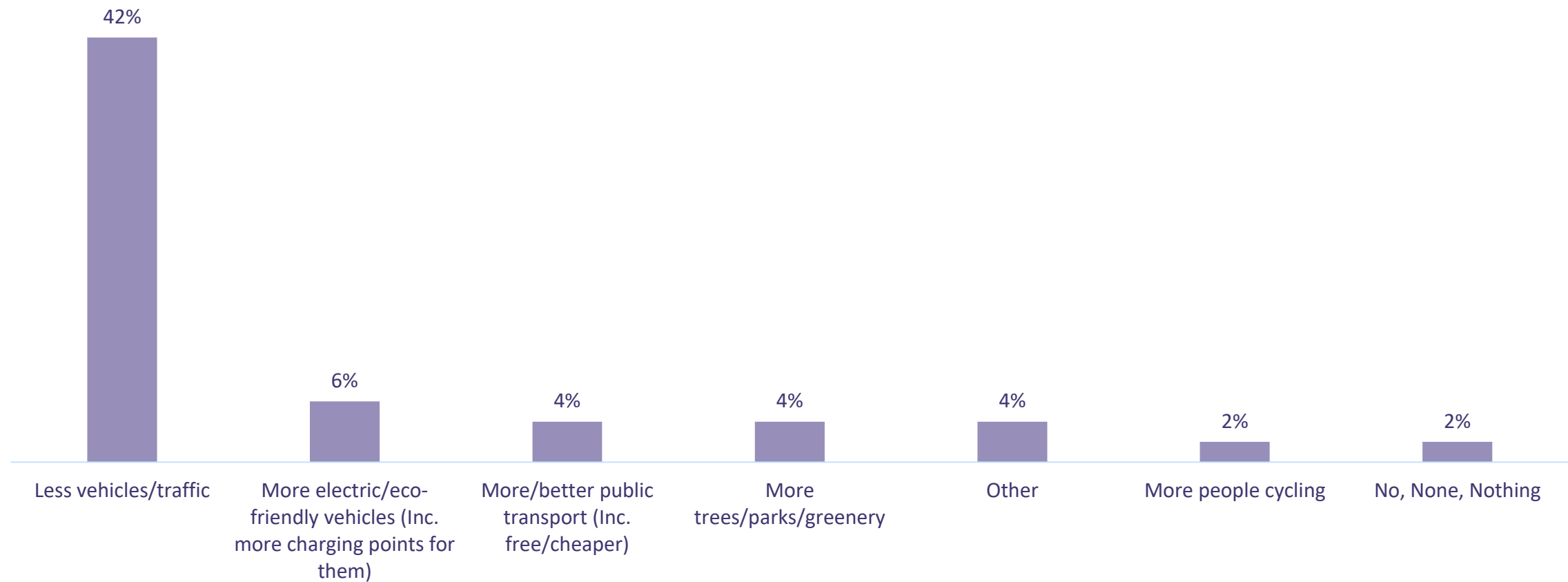
# Air quality

Residents are slightly more likely to feel the air quality is good in their local neighbourhood than in Wandsworth as a whole (53% cf. 48%). But at both geographical levels a quarter of residents indicate that air quality is poor. The wards with the highest proportion of residents who feel their local neighbourhood's air quality is poor are Thamesfield (79%), Graveney (48%), Furzedown (47%), and Tooting (44%).



# Improving air quality

All residents were asked what could be done to improve air quality and 42% suggested reducing traffic and vehicles. This is seven times larger than the next highest scoring measure, which was more electric/eco-friendly vehicles (6%).





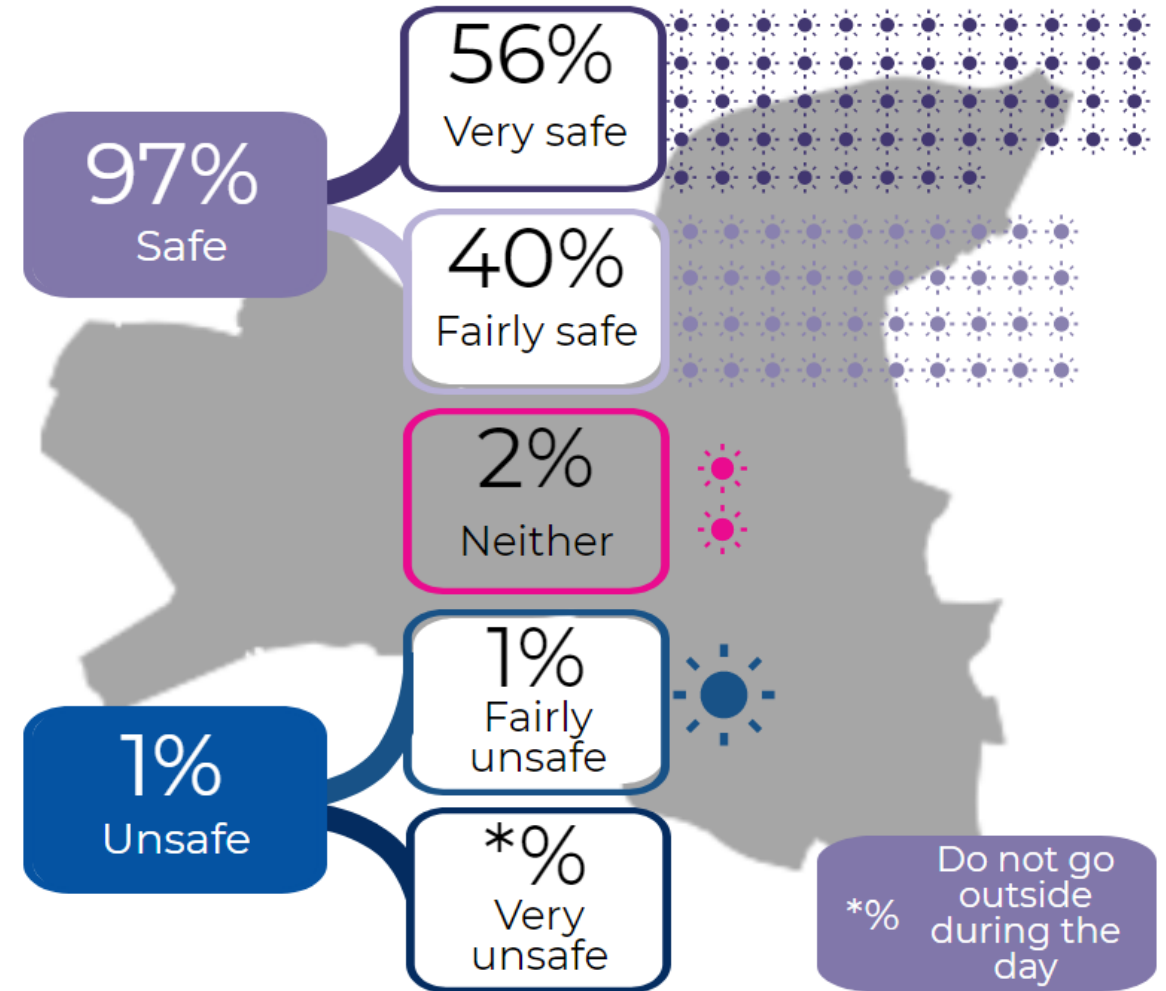
## Crime and community safety

# Safety during the day

Almost every Wandsworth resident feels safe during the day (97%), and this is slightly above the most recent LGA average (94%).

Women are marginally less likely to feel safe (95%), as are those with a disability in their household (93%) and those who have experienced crime in the past 12 months (89%). The only wards with significantly lower scores on daytime safety are Balham (91%) and Furzedown (89%).

Those who do feel unsafe during the day were asked if there are any particular areas they feel unsafe in. Due to the small base size it was not possible to create a set of coded responses, however references to parks were frequent.

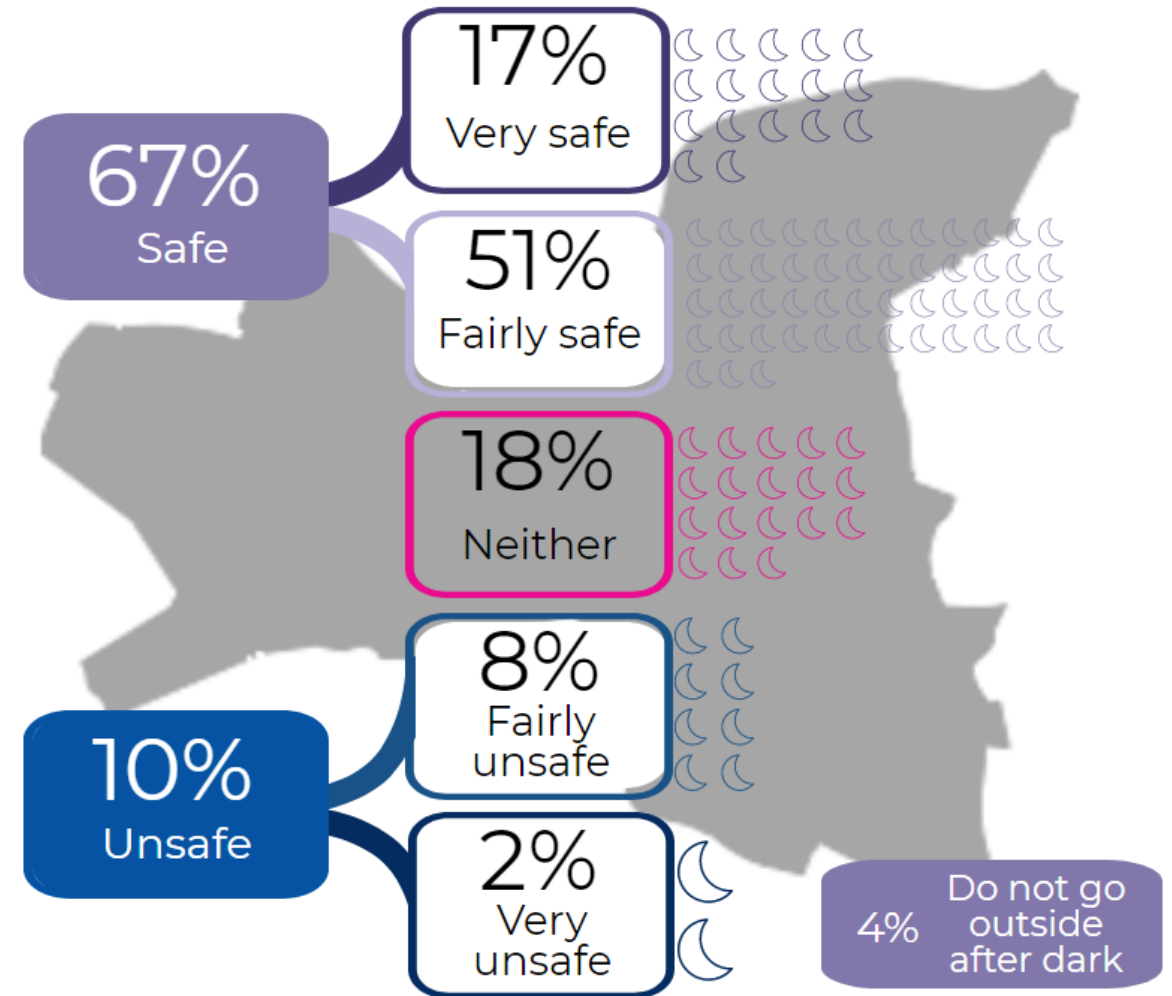


# Safety after dark

As is common, fewer residents feel safe after dark than during the day (67% cf. 97%), although the majority still say they feel fairly safe (51%). Importantly, the proportion of residents who do feel safe after dark is down by 12%-points on 2017 (79%), meaning that Wandsworth Council now falls below the LGA benchmark (76%).

Overall 10% feel unsafe, but percentages are significantly higher for women (15%), social renters (14%) and those with a disability in their household (16%). As with safety during the day, residents who have experienced crime are also more likely to feel unsafe after dark (23%).

Residents who feel unsafe were asked for any particular areas where this is the case. Responses were varied, but common answers included by stations (11%) and on the common or in parks (10%).



# Safety after dark – by ward

As with safety during the day Furzedown is one of the lowest scoring areas (54%), with just over half of all residents saying they feel safe after dark. Queenstown residents also have relatively low safety perceptions (57%), whilst Southfields is the only ward where over four in five residents feel safe after dark (85%).

Balham	Bedford	Earlsfield	East Putney	Fairfield	Furzedown	Graveney	Latchmere	Nightingale	Northcote
69%	67%	70%	70%	76%	54%	60%	63%	66%	68%

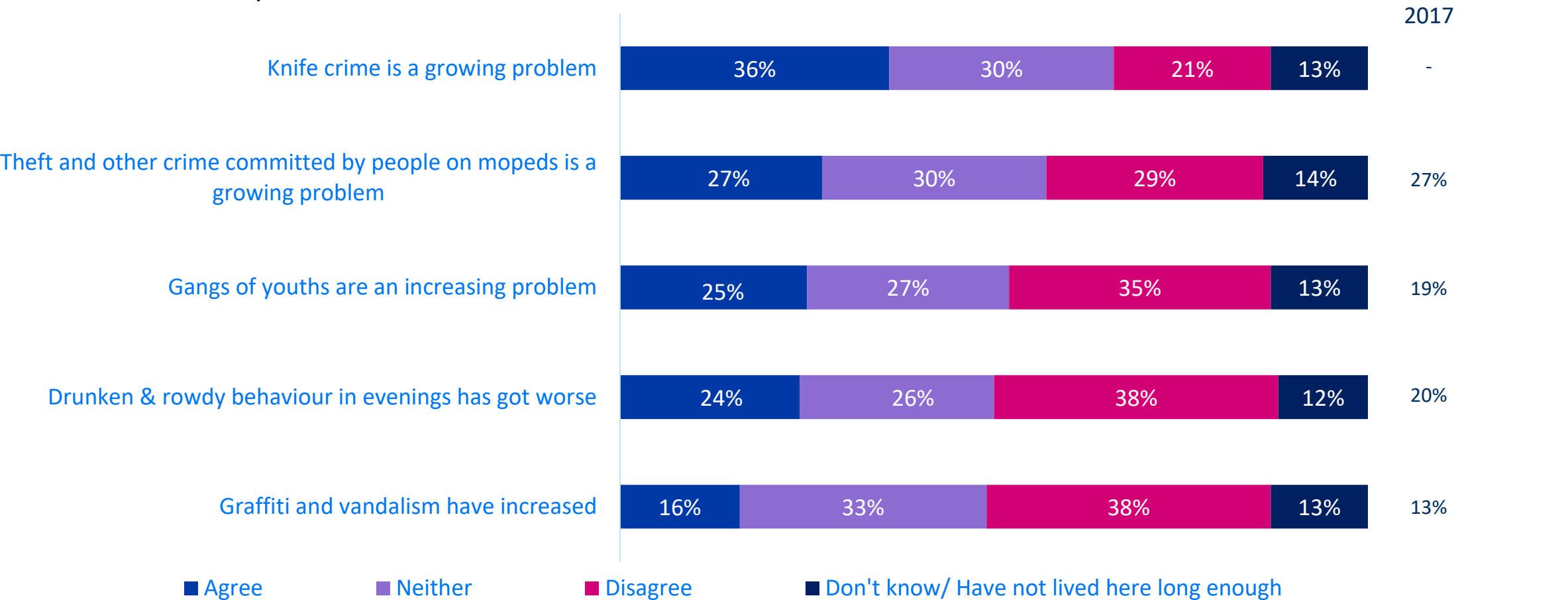
Queenstown	Roehampton and Putney Heath	Shaftesbury	Southfields	St Mary's Park	Thamesfield	Tooting	Wandsworth Common	West Hill	West Putney
57%	69%	62%	85%	63%	69%	77%	77%	59%	68%

Q15. Generally speaking, how safe or unsafe do you feel when outside in the local area after dark? (All responses, Unweighted base: 1530)

*Red and green highlighting is used to denote where scores are significantly below or above the Wandsworth total*

# Perceptions of crime

A minority of residents feel that the occurrence of specific crimes is increasing. Residents are most likely to agree knife crime is a growing problem (36%). This is the only crime issue for which more residents are perceiving an increase rather than a decline. There are no clear demographic patterns for perceptions of crime, although the longer residents have lived in Wandsworth the more likely they are to agree that these are on the up, as are those who have been a victim of crime.



# Perceptions of crime

Residents who feel unsafe after dark are significantly more likely to feel worried about specific crime issues.

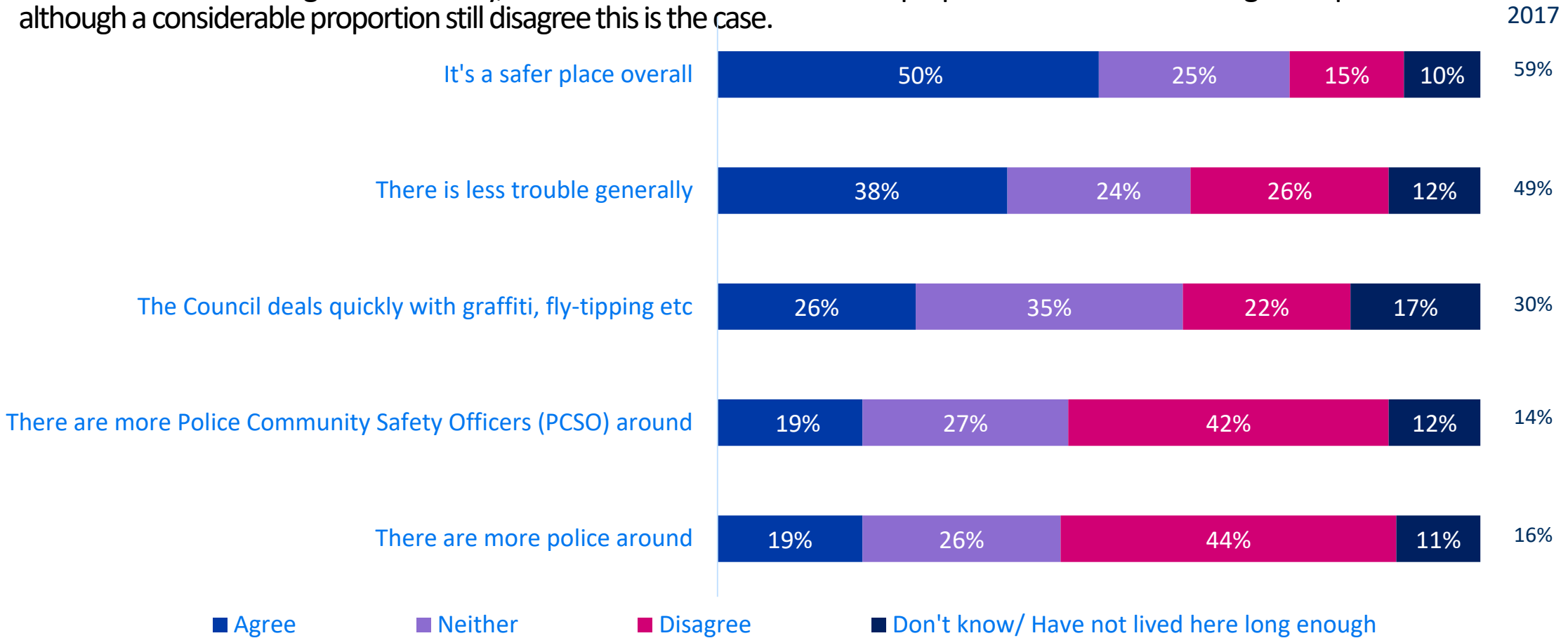
Proportion of those who are worried about these crimes...

	Anti-social behaviour	Burglary	Vandalism	Robbery in the street	Theft of a vehicle	Theft (incl. contents of car)	Physical attack
Feel unsafe after dark outside in local area	76%	73%	47%	72%	53%	57%	61%
Feel safe after dark outside in local area	22%	34%	15%	23%	23%	26%	16%



# Perceptions of crime

Half of residents agree that Wandsworth is a safer place overall than two years ago, although this percentage is lower than for the same statement in 2017 (50% cf. 59%). Residents are also less likely to say there is less trouble generally (38% cf. 49%) although more agree that this is the case than disagree. Conversely, there have been increases in the proportion of residents seeing more police or PCSOs around, although a considerable proportion still disagree this is the case.

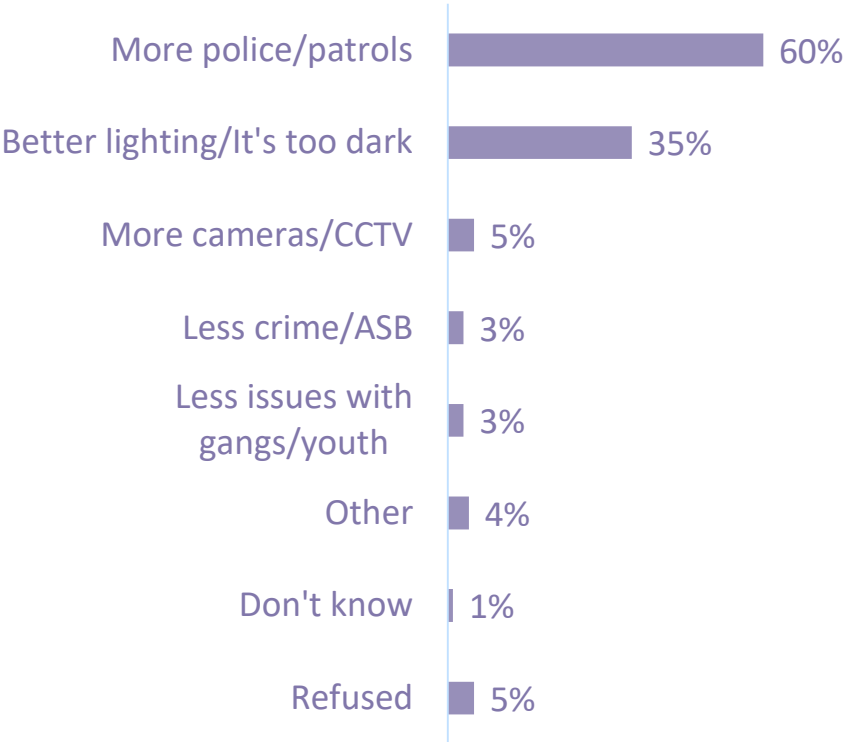


Q12. To what extent do you agree or disagree with the following statements about crime and anti-social behaviour over the past 2 years? (All responses, Unweighted base: 1530)  
Q16. What would make you feel safer? (All responses, where feel unsafe, Unweighted base: 147)  
Q17. Have you or a member of your family been a victim of crime over the past year? (All responses, Unweighted base: 1530)

# Perceptions of crime

Increasing police presence is a clear priority for residents with 60% of those who feel unsafe after dark asking for more police. However, to put the previous perceptions of crime and safety into context, the reported incidence of crime has not changed significantly. 11% of residents say they or their family member has been a victim of crime in the past 12 months and this is in line with 2017 (9%).

## What would make you feel safer?



11%

Have been or their family member has been a victim of crime in past year



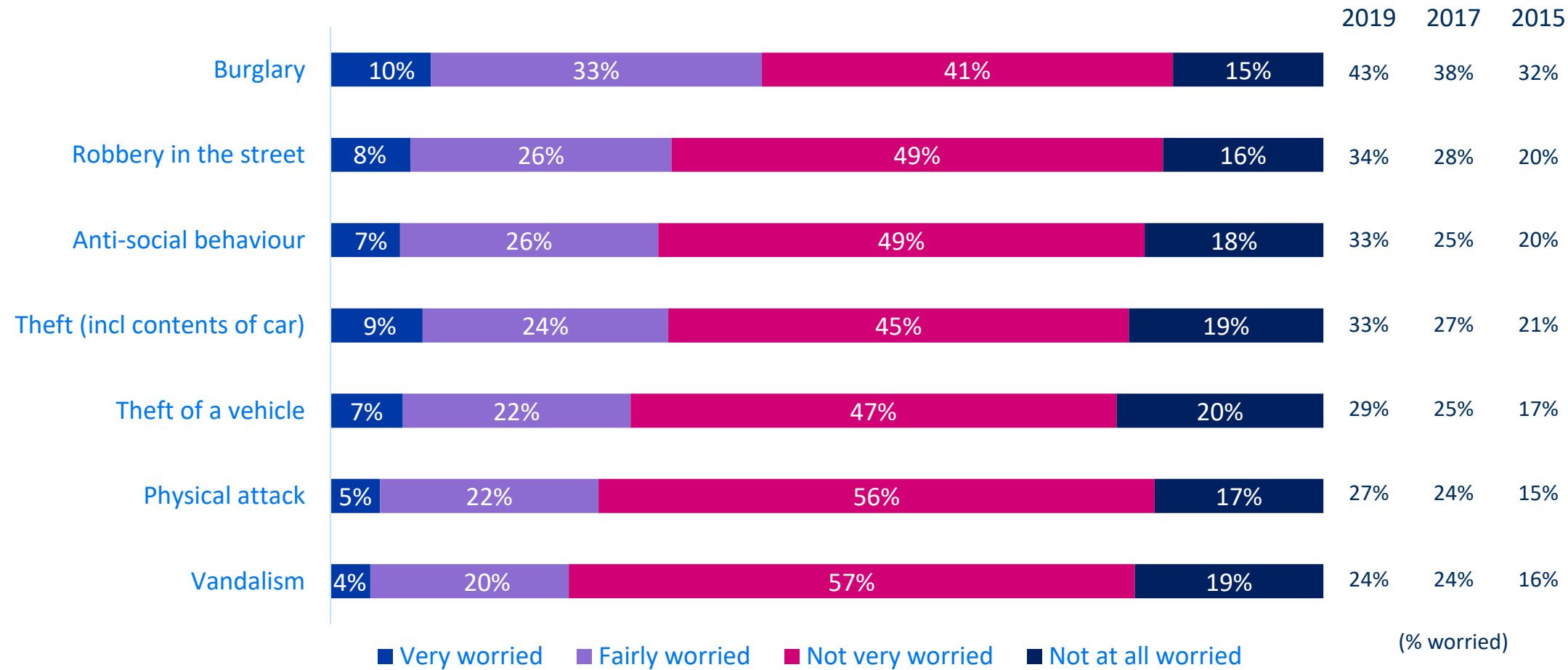
Have not been a victim of crime in past year

88%

1% - Prefer not to say

# Fear of crime

The majority of residents are not worried about crime, however the proportion of those who are worried has continued to rise since 2017. The largest increase is around anti-social behaviour (+8%-points), although burglary and robbery in the street remain the crimes which cause the most concern. Women and those who have lived in the borough for over five years are generally more worried about crime, whilst those under 35 are generally less worried.



# Fear of crime – by ward

Fear of crime varies significantly by ward, with clear differences shown below. Notably, Queenstown residents are significantly more likely to be worried about being a victim of crime, with at least half of residents saying they are worried about each individual crime. All figures in bold signify where at least half of residents are worried about that crime.

(% worried)	Balham	Bedford	Earlsfield	East Putney	Fairfield	Furzedown	Graveney	Latchmere	Nightingale	Northcote
Anti-social behaviour	37%	30%	27%	19%	27%	40%	27%	43%	36%	43%
Burglary	49%	35%	47%	42%	25%	45%	44%	22%	60%	56%
Vandalism	28%	27%	27%	17%	19%	33%	30%	4%	41%	46%
Robbery in the street	45%	37%	39%	29%	28%	50%	46%	8%	47%	46%
Theft of a vehicle	30%	27%	32%	27%	24%	32%	27%	9%	45%	40%
Theft (inc. contents of car)	33%	26%	46%	33%	22%	54%	30%	3%	47%	41%
Physical attack	34%	29%	29%	19%	19%	49%	37%	4%	36%	43%

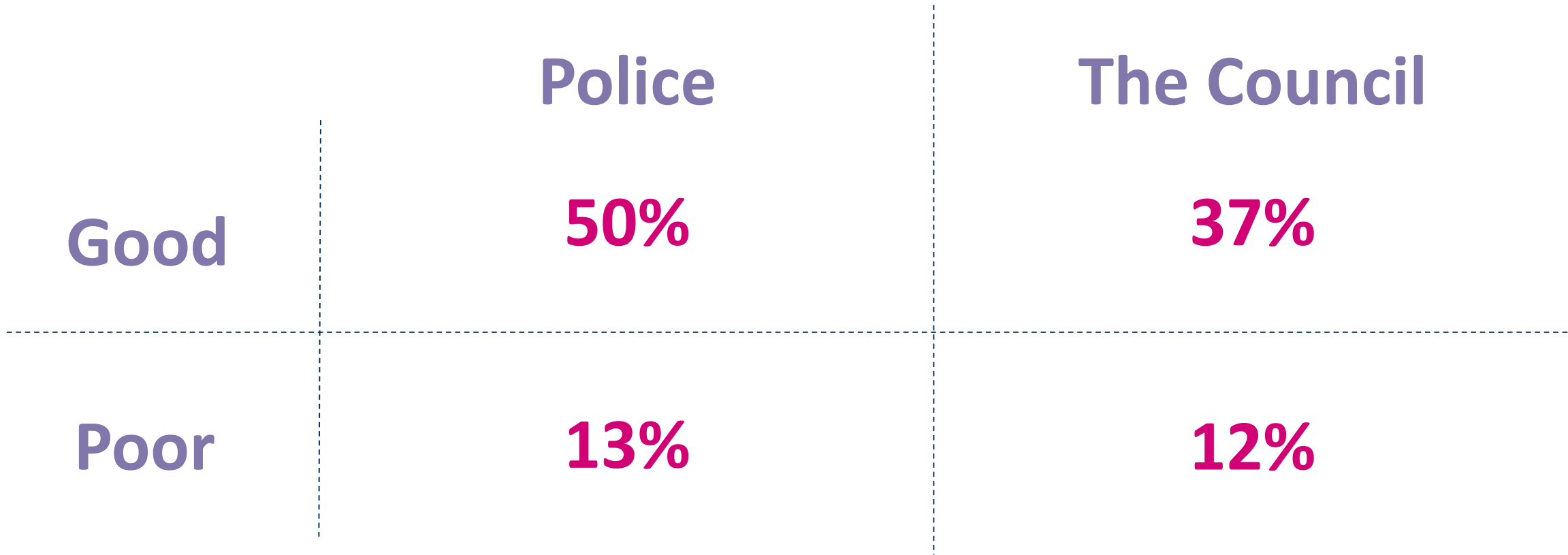
(% worried)	Queenstown	Roehampton and Putney Heath	Shaftesbury	Southfields	St Mary's Park	Thamesfield	Tooting	Wandsworth Common	West Hill	West Putney
Anti-social behaviour	71%	28%	27%	15%	42%	21%	-21%	36%	26%	46%
Burglary	67%	25%	41%	48%	43%	39%	34%	60%	44%	36%
Vandalism	54%	6%	25%	10%	9%	15%	24%	24%	21%	16%
Robbery in the street	63%	13%	31%	9%	17%	40%	30%	38%	41%	31%
Theft of a vehicle	50%	17%	22%	14%	21%	31%	17%	43%	24%	54%
Theft (inc. contents of car)	53%	19%	33%	13%	21%	40%	26%	47%	28%	55%
Physical attack	61%	11%	19%	4%	10%	28%	21%	19%	30%	40%

Q13. Could you tell me how worried you are about being the victim of each of these crimes in your area? (All responses, Unweighted bases: 1530)

Red and green highlighting is used to denote where scores are significantly below or above the Wandsworth total

# Dealing with crime

Half of all residents feel the police are doing a good job dealing with crime in their area (50%), and over a third feel the same way about the Council (37%). These results aren't directly comparable to 2017 due to the introduction of a neutral statement, however although the proportion who are positive has declined, the number of residents who disagree is unchanged.



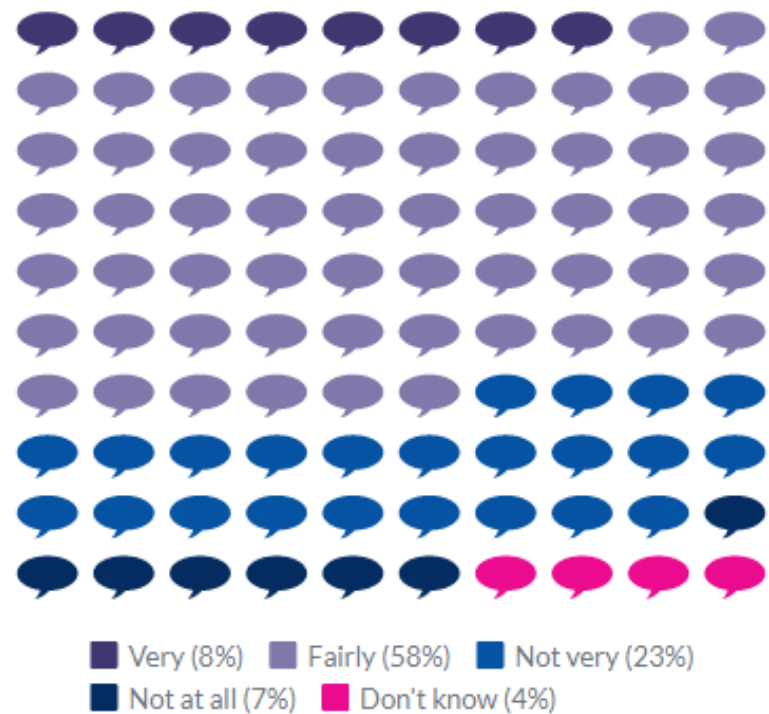
Q18. How good or poor are the following at dealing with crime in your area? (All responses, Unweighted base: 1530)



## Communications

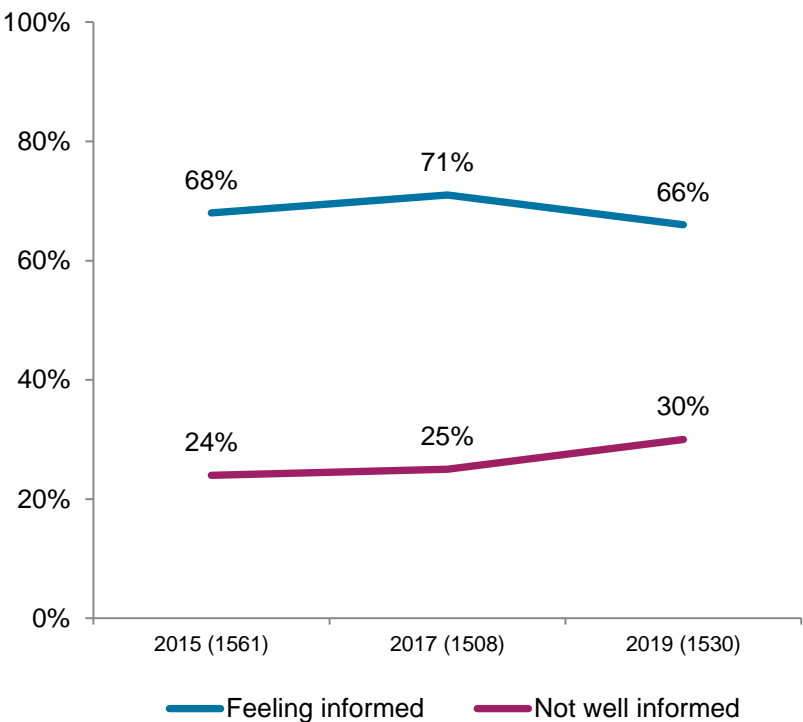
# Feeling informed

Two thirds (66%) of residents feel informed about the benefits and services Wandsworth Council provides but this has declined slightly since 2017, and there has been a 5%-point increase amongst those who do not feel informed. Residents who are significantly more likely to say they are not well informed include those aged 16-24 (37%), those who have lived in the borough for less than a year (39%) or all their life (41%), and private renters (35%).



**66%**  
feel informed about  
services and benefits the  
Council provides

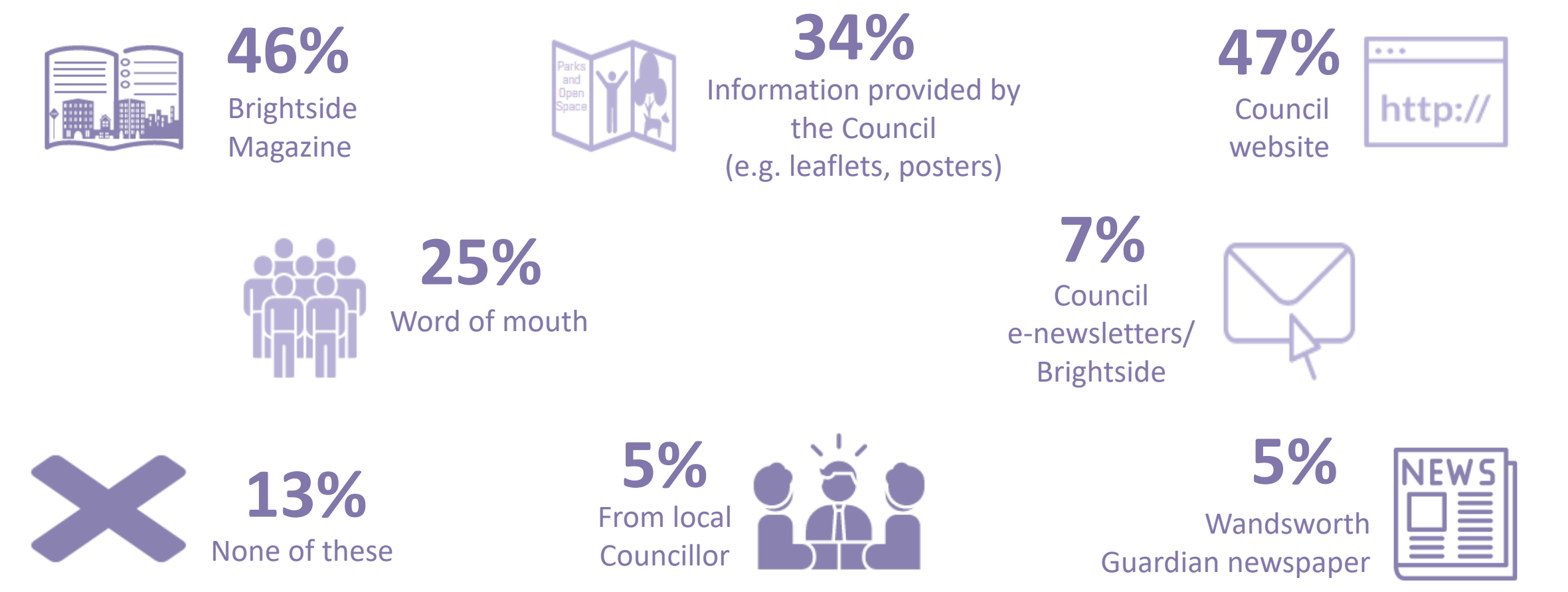
LGA Benchmark  
(June 2019)  
59%



Q22. Overall, how informed do you think Wandsworth Council keeps residents about the services and benefits it provides? (All responses, Unweighted base: 1530)

# Sources of information

The two most common sources of information about the Council that residents use are the Council website (47%) and Brightside Magazine (46%). Around a third of residents also use information provided by the Council in the form of leaflets and posters (34%).



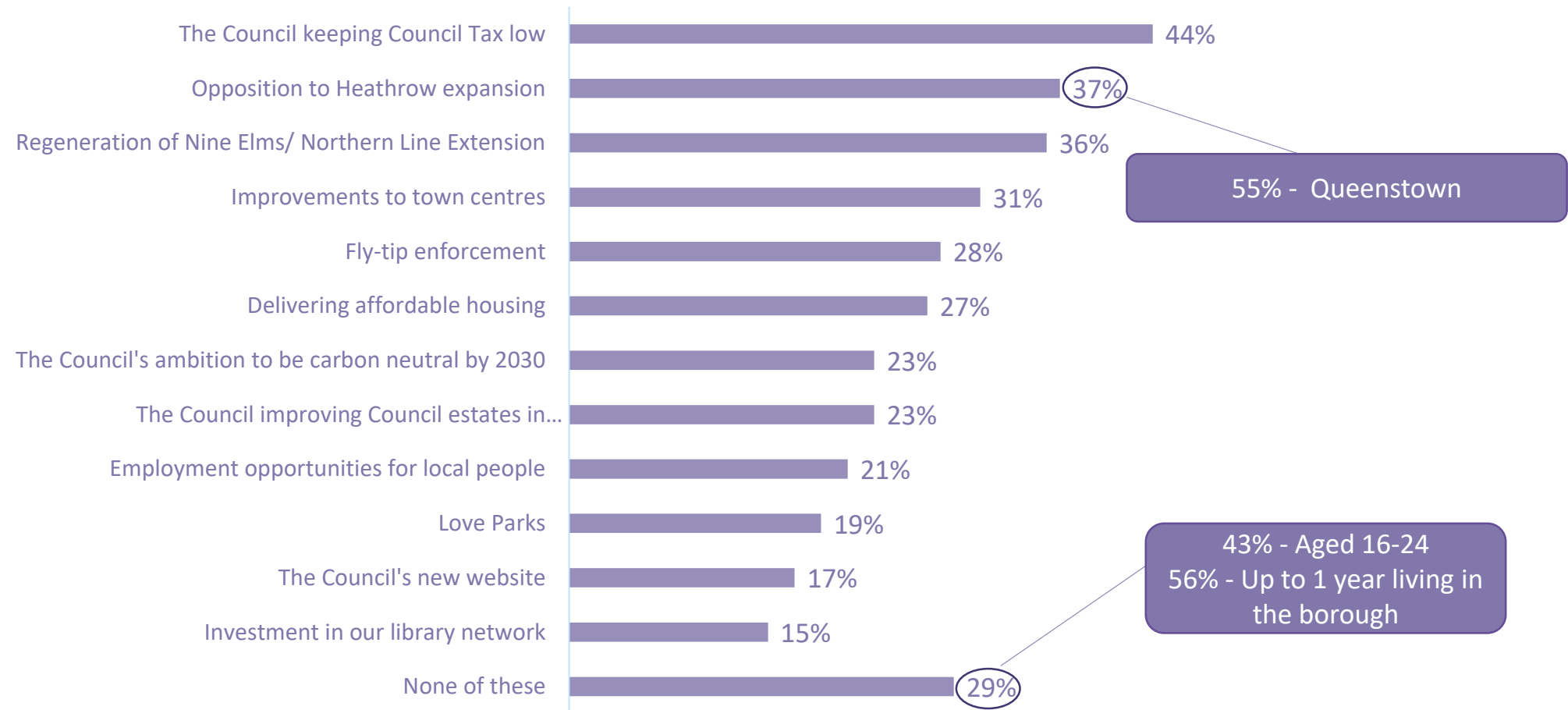
# Sources of information by age

Residents over 35 are significantly more likely to read Brightside Magazine, compared to younger residents. Residents aged 16-24 are also significantly less likely to use the Council website, and in fact those under 35 are significantly more likely to say they receive information from none of sources listed, although 10% of those aged 16-24 follow Council social media profiles compared to 4% overall.

	Wandsworth Total	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+
Council website	47%	33%	49%	54%	57%	41%	37%	46%	17%
Brightside Magazine	46%	23%	26%	53%	63%	60%	66%	68%	64%
Information provided by the Council	34%	28%	32%	36%	31%	41%	41%	36%	40%
Word of mouth	25%	24%	22%	28%	27%	13%	29%	22%	28%

# Communications

The majority of residents have heard about at least one of the following campaigns (71%), with most having heard about the Council keeping council tax low (44%). As noted previously, support for a low tax approach is lower this year than seen historically. Awareness of each of the top three campaigns is down on 2017 by around 10%-points, although all other trackable campaigns have remained the same or are up slightly.




# Internet access

Almost every resident has internet access (94%), of which almost all have access via a smartphone (95%) or a laptop/desktop computer (88%). Furthermore, one in seven residents use a smart speaker such as an Amazon Alexa or Google Home (14%), showing residents are embracing newer technologies.


**94%** Internet access

 **93%**  
At home

**68%**  
Out and about

 **53%**  
Elsewhere  
(e.g. Work/place of study/friend's)

 Laptop/Desktop  
88%

 Smartphone  
95%

Tablet  
57%

 TV  
44%

 Games console  
19%

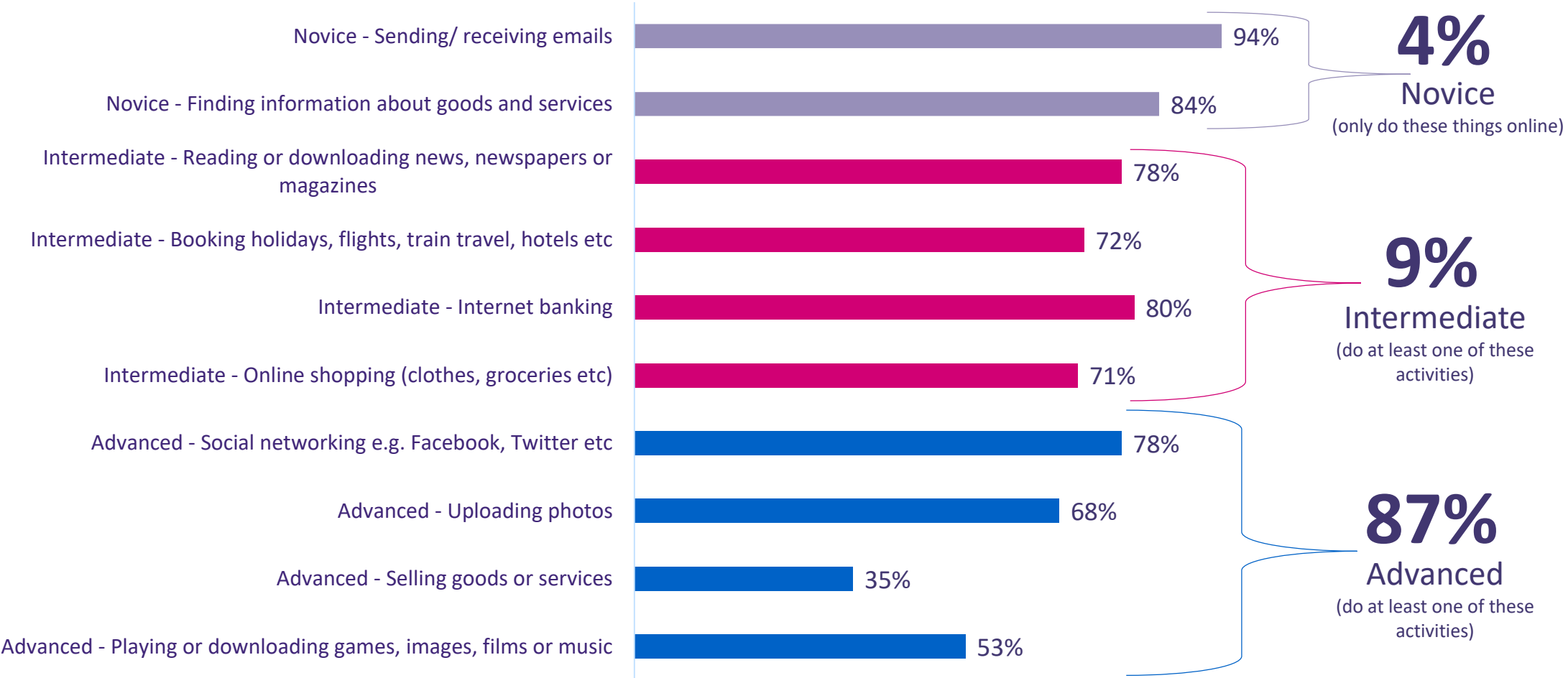
Alexa/Google Home  
14%

## Means of access

6% of residents do not have internet access. Of these, 47% say they do not know how to use the internet and 27% say they are not interested. The proportion of non-internet users is higher amongst over 65s (32%), and more than half of over 75s don't have access (53%). Only 2% of residents aged 16-64 do not have internet access.

# Internet competence

87% of Wandsworth internet users undertake more complex tasks online, so are classified as advanced users. Novice usership is highest amongst those aged 65+ (12%) but a majority of older residents are still advanced internet users (52% of those aged 65+).

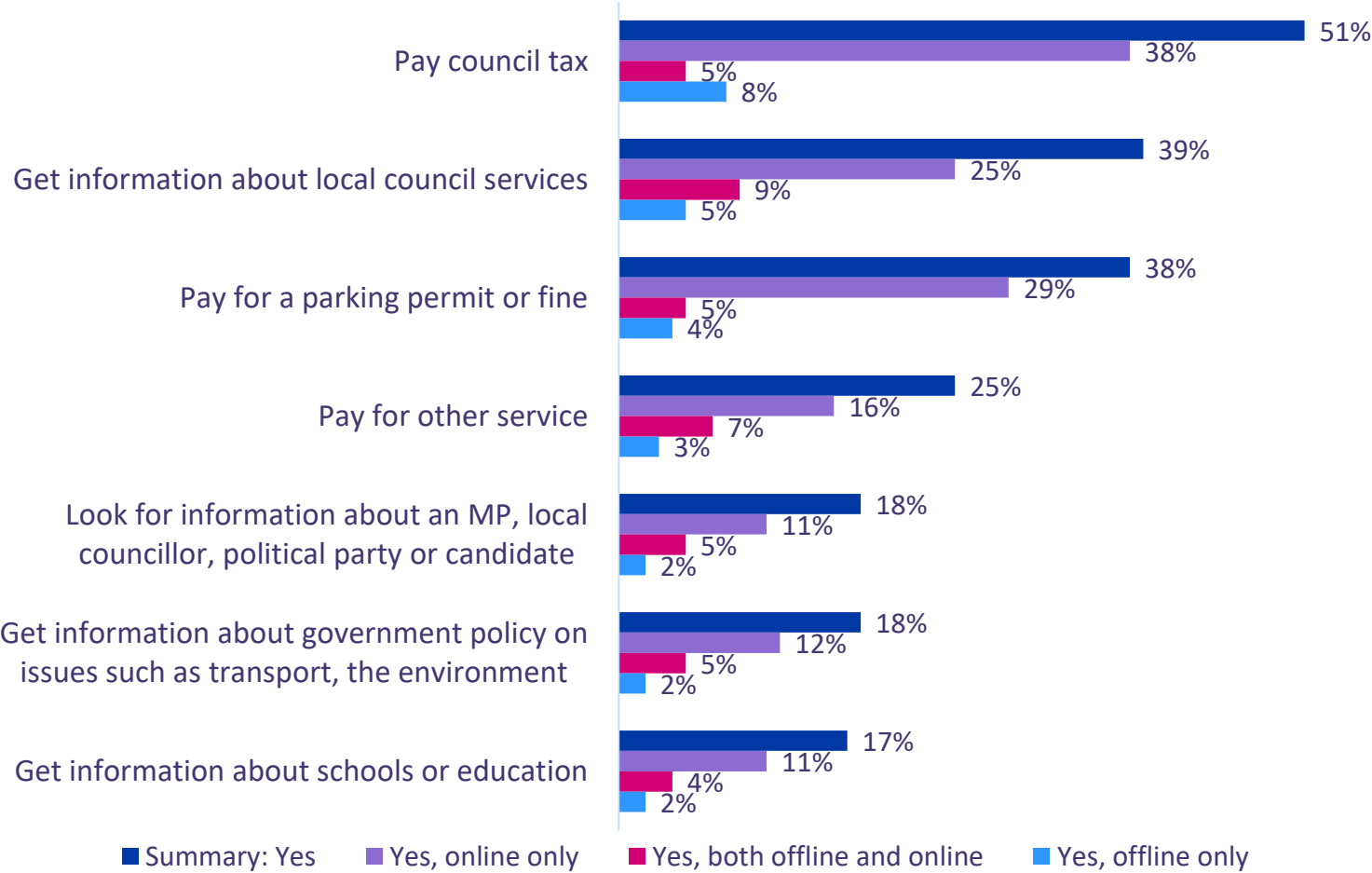




## Resident contact with Wandsworth Council

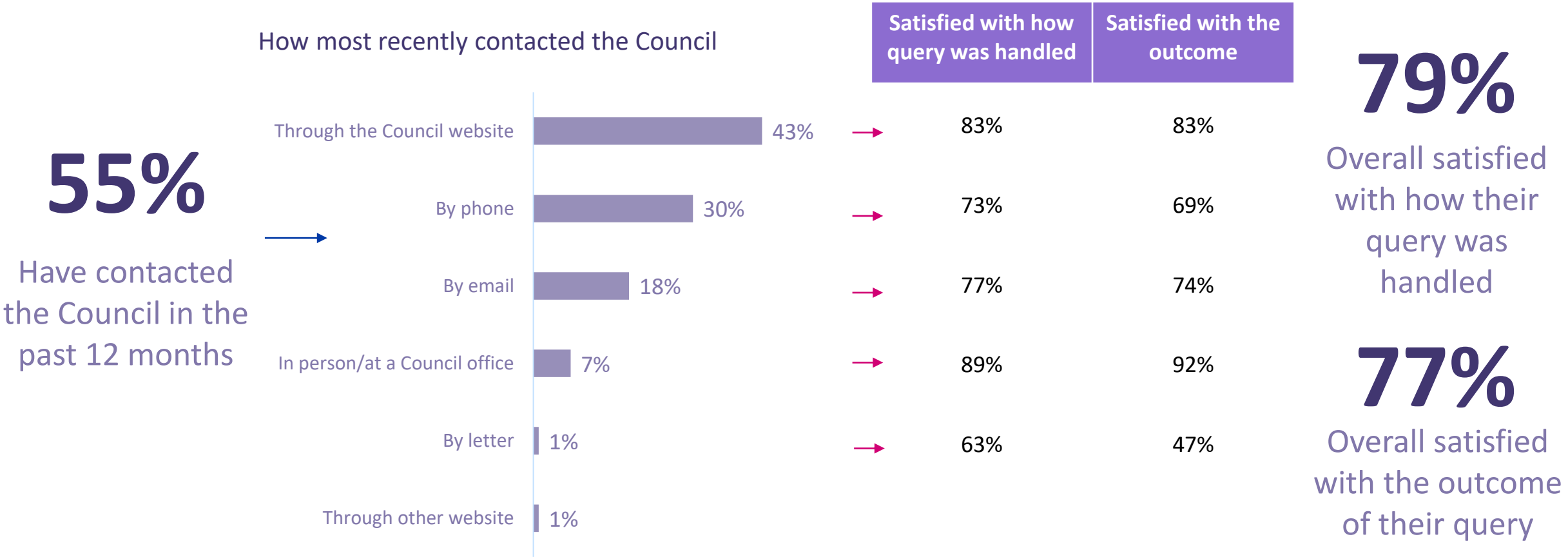
# Interaction

In the last year the most common interaction residents have had with the Council is paying Council Tax (51%). Around two in five have sought information about Council services (39%) or paid for a parking permit or fine (38%). Across all interactions the majority have been conducted online. There is no consistent pattern for offline usership by age, with the majority of over 65s still opting for online communication methods.



# Council contact

Just over half of residents have contacted the Council in the past 12 months (55%), most of which have done so via the Council website (43%). The Council website is the most popular contact channel for residents aged 25-59, but those over 65 and aged 16-24 prefer the phone. Furthermore, those opting to use the phone are significantly less satisfied with both how their query was handled and the outcome.





## Demographic Profile

# Demographic profile

	Unweighted base	Unweighted %	Weighted %
<b>Gender</b>			
Male	718	47%	47%
Female	812	53%	53%
<b>Age</b>			
16-24	190	12%	11%
25-34	371	24%	26%
35-44	405	26%	28%
45-54	219	14%	13%
55-64	168	11%	11%
65-74	101	7%	7%
75+	69	5%	4%
Not provided	7	*%	*%

# Demographic profile

	Unweighted base	Unweighted %	Weighted %
<b>Ethnicity</b>			
Non BME	1085	71%	68%
BME	373	24%	26%
Other	41	3%	3%
Not provided	31	2%	2%
<b>Disability status</b>			
With disability (respondent)	104	7%	7%
With disability (other household member)	72	5%	5%
No disability	1345	88%	88%
Not provided	9	1%	1%

# Demographic profile

	Unweighted base	Unweighted %	Weighted %
<b>Length of time lived in borough</b>			
Up to 1 year	170	11%	11%
1-2 years	155	10%	10%
2-5 years	224	15%	15%
Over 5 years	887	58%	58%
Always	94	6%	6%
<b>Tenure</b>			
Owned/buying on mortgage	656	43%	42%
Rented from Housing Association/Council	302	20%	20%
Rented privately	453	30%	31%
Other	88	6%	6%
Not provided	31	2%	2%



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