

LAMBETH ALG RESIDENTS  
SURVEY  
2003/2004

REPORT

March 2004

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## APPENDIX A

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## APPENDIX C

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# 1 INTRODUCTION

Each year, the ALG commissions a survey of c.1000 Londoners, covering aspects such as residents' areas of concern, image of local councils and service delivery. This provides average scores for London-wide as well as inner and outer borough performance. However, the sample of this survey is too small to provide data for individual boroughs, and therefore a number of local authorities commission a separate survey to be carried out in their boroughs. In each cycle, c.14 boroughs participate.

In 2003 TNS was commissioned by the London Borough of Lambeth to carry out this survey amongst a representative sample of Lambeth residents. It is intended that these results are used corporately as well as by individual departments to input into service planning and delivery, particularly in relation to the requirements of Best Value and other aspects of the Government's modernising agenda.

This report covers the results of the 2003 Lambeth survey, providing comparisons with the London-wide and inner London averages from the London-wide survey, as well as highest and lowest scores from other participating boroughs for benchmarking purposes.

## 2 OBJECTIVES

The aims of the survey were to assess Lambeth residents' opinions of:

- local issues of concern
- the image of the council
- quality of local service delivery

London-wide comparisons are provided for these areas.

In addition, the survey for Lambeth included the following issues, which were not covered in the London-wide survey:

- Importance of services
- Contact and satisfaction with the council
- Community Cohesion
- Sources of information
- Lambeth Life
- Use of the internet

### 3 METHOD

Fieldwork was conducted between 01 and 29 October 2003. 1,007 interviews were conducted in-home and in street using quota sampling at 75 sampling points within the London Borough of Lambeth, through CAPI (Computer Assisted Personal Interviewing). Those living in the borough for less than six months were excluded. Quotas were set on age, gender, ethnic origin, housing tenure and working status of women. All quotas were based on 2001 census figures.

A sample profile of respondents is provided below:

	<b>Set %</b>	<b>Achieved %</b>	<b>Number</b>
<b>Male</b>	49	47	471
<b>Female</b>	51	53	536
<b>18-34</b>	46	35	354
<b>35-59</b>	38	48	486
<b>60+</b>	16	17	167
<b>Council tenant</b>	28	30	300
<b>Owner occupier/ Other</b>	72	70	701
<b>White British</b>	62	52	522
<b>White Irish</b>		3	34
<b>White Other</b>		11	111
<b>Black Caribbean</b>	38	13	135
<b>Black African</b>		8	79
<b>Black Other</b>		1	11
<b>Mixed</b>		5	50
<b>Asian</b>		4	42
<b>Other non-white</b>		2	21

Final results were weighted to correct for discrepancies.

These variables were used to analyse the results, together with other factors such as presence of children, social grade, area, working status, length of residency,

disability and usage of services. Full details can be found in the computer tables. A copy of the questionnaire is provided in APPENDIX A. An explanation of Social Grade is provided in APPENDIX C.

The last survey of residents in Lambeth was carried out in 1999, when 1001 interviews were carried out between 17 March and 07 May 1999, using the same methodology (face to face using quota sampling). Many of the questions from the 1999 survey have been repeated this year, but the question wording has been changed in some cases to mirror the London survey. This means that while we can compare trends observed in the two surveys, we are unable to make direct comparisons of the results. This is particularly true for the questions relating to the services, where the scale was changed from Satisfied vs. Dissatisfied to Good vs. Poor, which tends to produce numerically lower averages.

However, results can be benchmarked against the overall London and inner London averages collected via the London-wide ALG survey. The London survey was conducted in October 2003 and is a representative sample of 1000 Londoners across all 32 London boroughs.

Where any of the results are higher or lower than London, we have tested for statistical significance to ensure that they are real differences, and not fluctuations observed purely by chance. APPENDIX B provides a more detailed explanation for statistical significance. For the purposes of this report, we have commented on any differences that are found to be significant at the 95% confidence level (i.e. there is only a 5% chance that the difference is caused by a random fluctuation). Where no textual reference is made to differences, this is because they are not statistically significant.

## 3.1 Quality

All divisions within Taylor Nelson Sofres plc are adherents to the ICC/ESOMAR International Code of Marketing and Social Research Practice. In addition, all researchers in the UK are bound by the Code of Conduct of the Market Research Society. We are registered under the Data Protection Act as a market research company with the relevant legal undertakings on confidentiality. In 1992 Taylor Nelson Surveys (which incorporates Taylor Nelson) was registered by the BSI as being able to produce goods or provide services in accordance with ISO 9001: 1987/EN 29001: 1987/BS5750: Part 1. We are also accredited under BS7911. Our field forces (telephone and face-to-face) are members of the IQCS (Interviewer Quality Control Scheme) which is the market research industry standard.

## **4 SUMMARY**

### **4.1 Issues**

The top three issues of concern are crime (54%), council tax (30%) and education (24%).

Lambeth residents are more concerned about crime (+7%) and homelessness (+5%) and less concerned about the health service (-8%), council tax (-6%) and rising prices (-3%) than the rest of London.

### **4.2 Image**

Lambeth residents find council staff to be friendly and polite (66%). They also think that Lambeth council keeps residents informed (60%), and is making the area a better place to live (58%).

A little over half (54%) agree the council is doing a good job (slightly lower than the rest of London - 59%). Lambeth scores worse than London for being difficult to get through to on the phone, not doing enough “for me” and being efficient/ well run.

### **4.3 Services**

Lambeth scores are higher than London-wide on Policing and council housing. Services where Lambeth falls behind the rest of London are education & libraries, refuse collection, street lighting, and repair of roads.

In general, users rate services more favourably than non-users. Lambeth users rate primary education, libraries and leisure & sports facilities lower than London-wide users.

### **4.4 Importance of Services**

Policing is considered the most important service (47% mentioning), followed by public transport (39%), repair of roads (34%), and local health services (34%).

## **4.5 Contact and Satisfaction with the Council**

39% are satisfied with the way the council runs things, taking everything into account. Older residents, those from lower social grades and those living in North Lambeth are more likely to be satisfied.

About a third (31%) say they have had no contact with the council in the last year. Of those who have had contact, it is by telephone in a majority of cases, which is also stated as the preferred method of contact for the majority. Council tenants are more likely to prefer and have had personal contact with the council.

## **4.6 Sources of Information**

People are most interested in information about local news (38%), cost of services to council (37%) and who to contact at the council (29%) and least interested in council meetings at Town Hall (8%), and how/ where to vote (6%).

The top 3 preferred sources of information are the local newspaper (37%), leaflets through the door (32%) and the council's newspaper Lambeth Life (23%). In the last 3 months, 42% had seen a copy of Lambeth Life. This is lowest in Brixton (29%) and North Lambeth (33%).

## **4.7 Use of the Internet**

48% have internet access at home. Overall 41% have no internet access. This is similar to GB norms.

The most popular reason for using the internet is entertainment (42%), followed by educational purposes (37%). About a third say they might use the internet to find out information about or email Lambeth council in the future.

## **4.8 Community Cohesion**

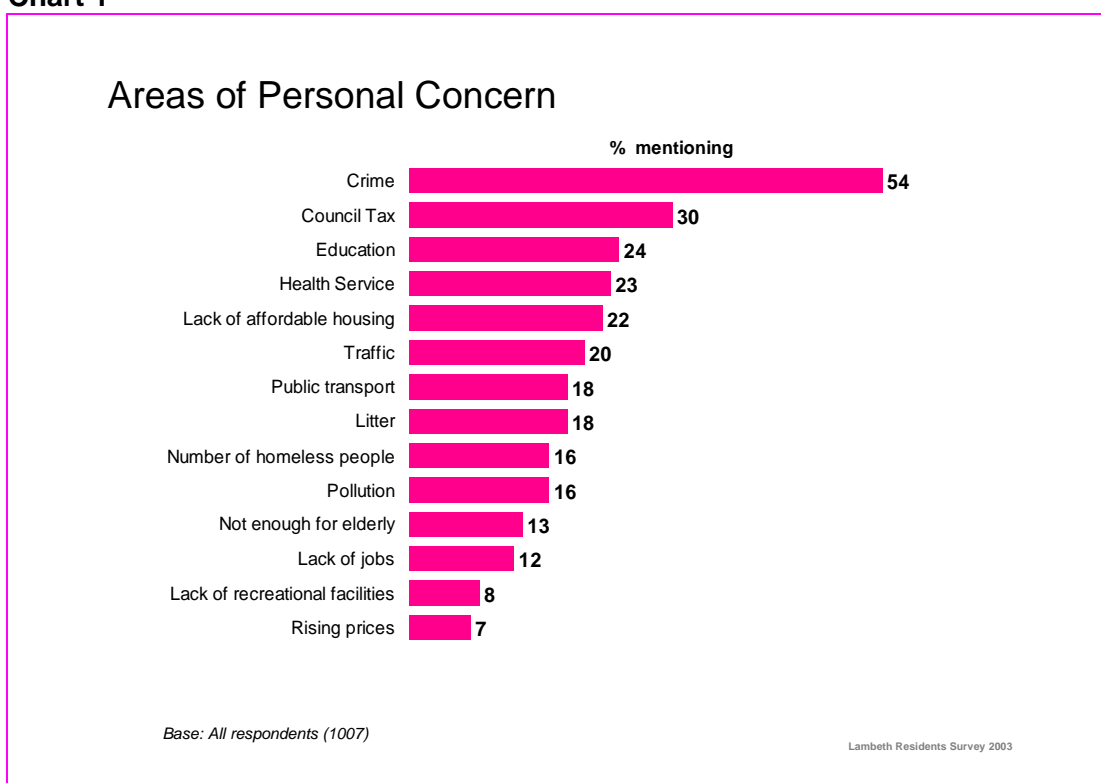
The majority (81%) agree that Lambeth is a place where people from different backgrounds get on well together.

## 5 ISSUES OF CONCERN

In this section we examine issues of concern to Lambeth residents, and comparisons with London.

Respondents were shown a list of social issues and asked to name the three that were of most concern to them. The top three issues of concern are crime (54%), council tax (30%) and education (24%), as shown in the chart below.

Chart 1



### 5.1 Differences from London

Comparisons with the London-wide survey show that Lambeth residents are significantly more concerned about crime (+7%) and homelessness (+5%). They are significantly less concerned about the quality of health services (-8%), council tax (-6%) and rising prices (-3%).

## 5.2 Differences by sub-group

When the key areas of concern are analysed by sub-group, some significant findings can be extracted from the data.

Concern about crime varies by social grade, with C2 and AB residents most concerned (61% and 59% respectively mentioning). DE residents are least concerned about crime (50%).

Council tax is of most concern to C2 residents (38%).

Council tenants are more concerned about lack of jobs than owner occupiers (16% v. 6%). Concern about lack of jobs also varies by social grade, with DE residents being most concerned (18%). Black Caribbean (23%) and mixed (22%) ethnicity residents are more concerned about lack of jobs than other ethnic groups.

Council tenants are also more concerned about provisions for the elderly (21%). This issue is also of more concern to residents of lower social grades (20% for DE v. 8% of AB residents mentioning).

Residents from higher social grades are more concerned about education (39% of AB v. 18% of DE residents mentioning) and public transport (25% of AB v. 13% of DE). Council tenants are less likely than owner occupiers to be concerned about traffic congestion (12% v. 23%) and pollution (8% v. 18%).

## 5.3 Differences by Area

Issues of concern also vary by area.

There is more concern about homelessness in Clapham/ Stockwell (20%) than any other area.

Concern about crime is highest in Brixton (59%) and lowest in North Lambeth (47%).

Residents in North Lambeth are more concerned about pollution (20%) and lack of affordable housing (31%) than other Lambeth residents.

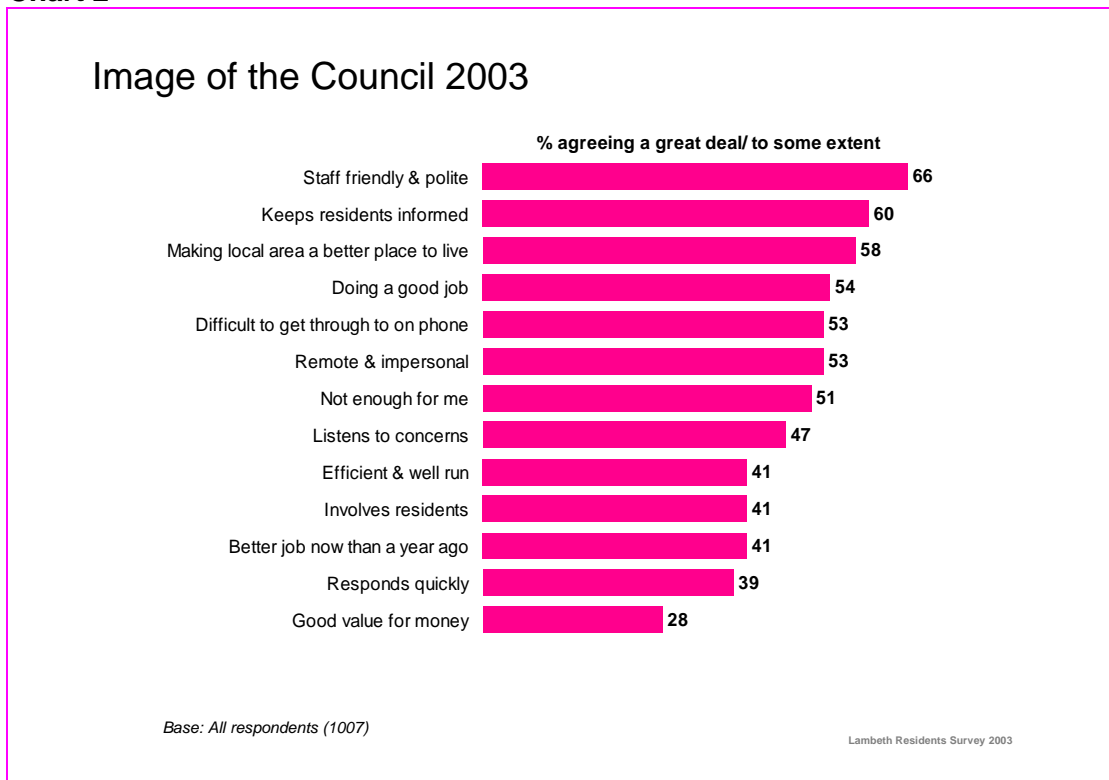
	% mentioning					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Crime	54	47	55	59	52	56
Level of council tax	30	32	27	30	31	30
Standard of education	24	12	26	26	22	31
Quality of health service	23	24	27	22	22	21
Lack of affordable housing	22	31	16	25	18	21
Traffic congestion	20	18	23	16	25	18
Poor public transport	18	17	20	16	20	19
Litter/ dirt in streets	18	15	13	21	23	20
Number of homeless	16	14	20	15	13	14
Pollution	16	20	14	15	15	14
Not enough for elderly	13	13	15	11	14	13
Lack of jobs	12	10	12	12	13	11
Lack of recreation facilities	8	11	8	5	4	12
Rising prices/ interest rate	7	8	6	7	8	8
Other	2	3	2	3	2	2
None	1	1	1	2	2	1

## 6 IMAGE OF THE COUNCIL

Residents were shown a list of statements, and asked to say to what extent each applies to their council. Lambeth residents find council staff to be friendly and polite (66% agree a great deal/ to some extent). They also think that Lambeth council keeps residents informed (60%), is making the area a better place to live (58%), and is doing a good job (54%).

However, just over half (53%) also think the council is difficult to get through to by phone.

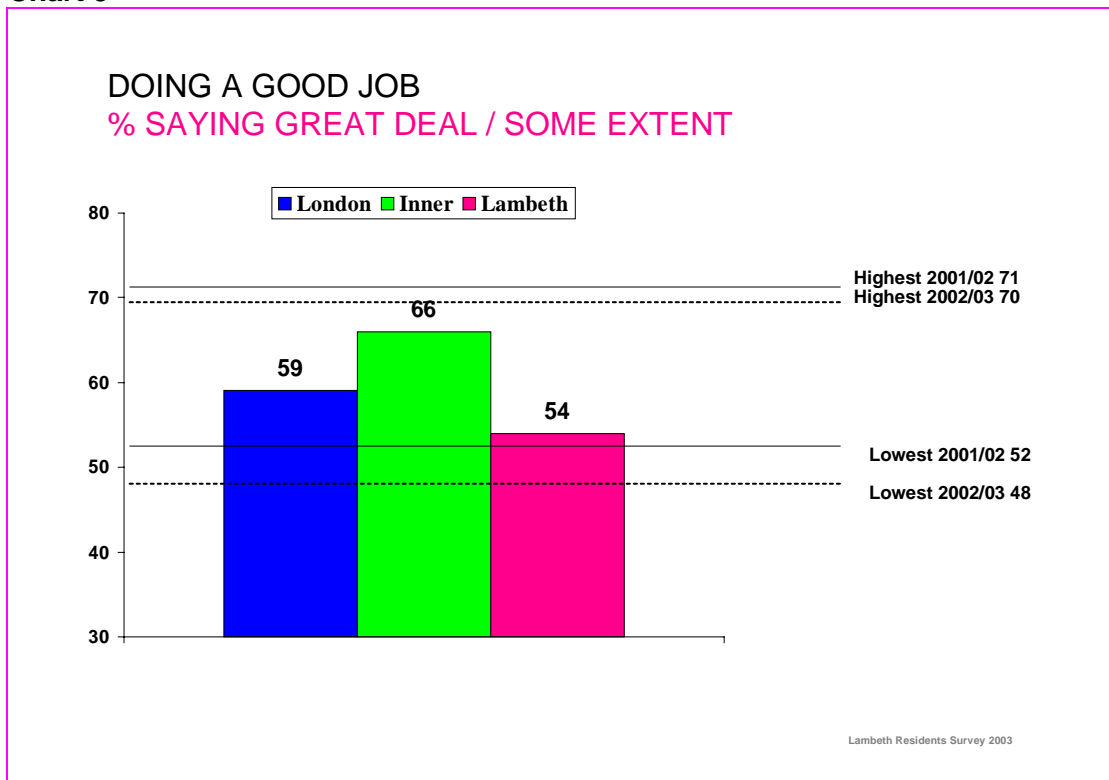
Chart 2



## 6.1 Differences from London

A positive feature of this exercise, co-ordinated by the ALG is that it allows “benchmarking”. This is done in two ways: firstly, by showing average trends for inner and outer boroughs (taken from the London-wide survey); secondly, by showing the best and worst scores among boroughs who undertake their own individual survey (c10 – 24 each year). This frames the results providing a meaningful context for interpretation. For example, in the chart shown below, the dotted lines indicate the highest and lowest “good job” scores from 2002/2003, while the straight lines show the highest and lowest from 2001/2002.

Chart 3



Lambeth scores higher than London on doing a better job now than a year ago (+5%). However, Lambeth is performing worse than the rest of London on being perceived as efficient and well run (-7%). More Lambeth residents also say that the council is not doing enough “for me” (+6%) and is difficult to get through to by phone (+6%) than the rest of London. Complete results for all statements are tabulated overleaf.

## LAMBETH RESIDENTS' ATTITUDES TO THEIR COUNCIL 2003

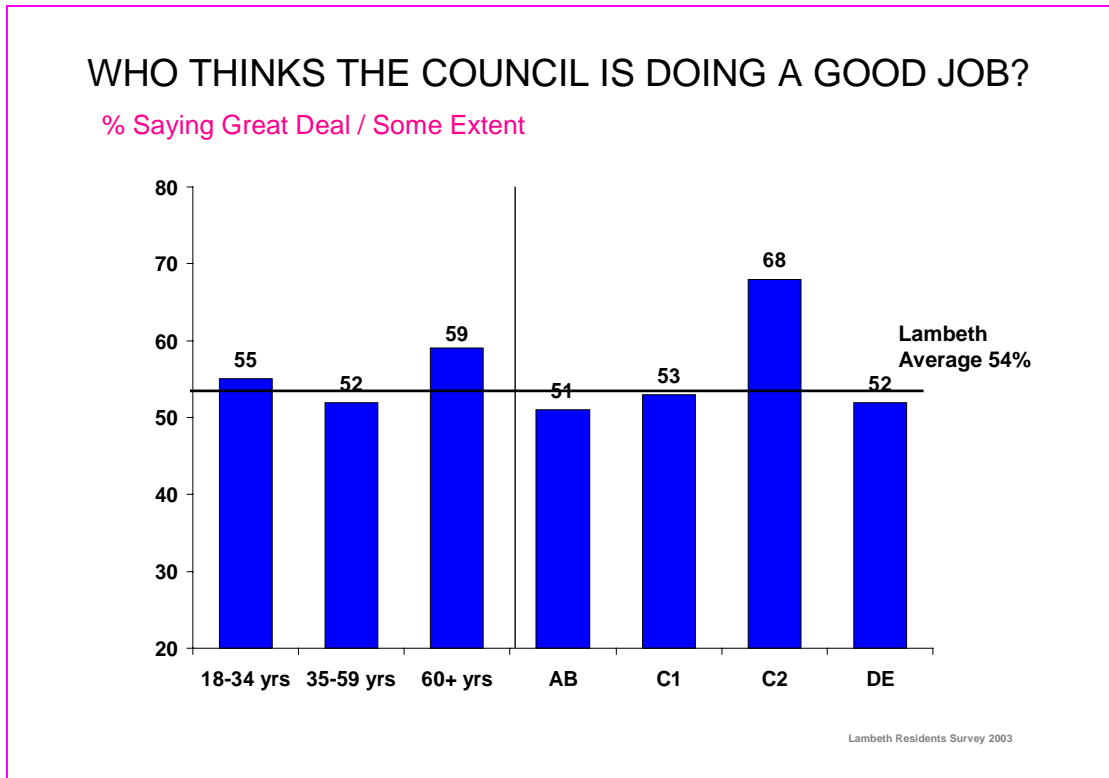
### Those saying great deal/to some extent

	Lambeth	London	Inner	Highest 02/03	Lowest 02/03
% saying a great deal/to some extent	%	%	%	%	%
Staff friendly and polite	66	67	69	78	68
Keeps residents informed	60	58	66	69	56
Good job	54	59	66	70	48
Making the area a better place to live	58	54	65	65	46
Difficult to phone	53	47	49	58	44
Efficient and well run	41	48	52	62	38
Listens to concerns of Residents	47	45	53	54	41
Involves residents in decisions	41	37	46	48	37
Doing a better job than one year ago	41	36	47	47	34
Responds quickly when asked for help	39	38	44	51	35
Good value for money	28	31	36	46	31
Does not do enough for me	51	45	44	50	35

## 6.2 Differences by sub-group

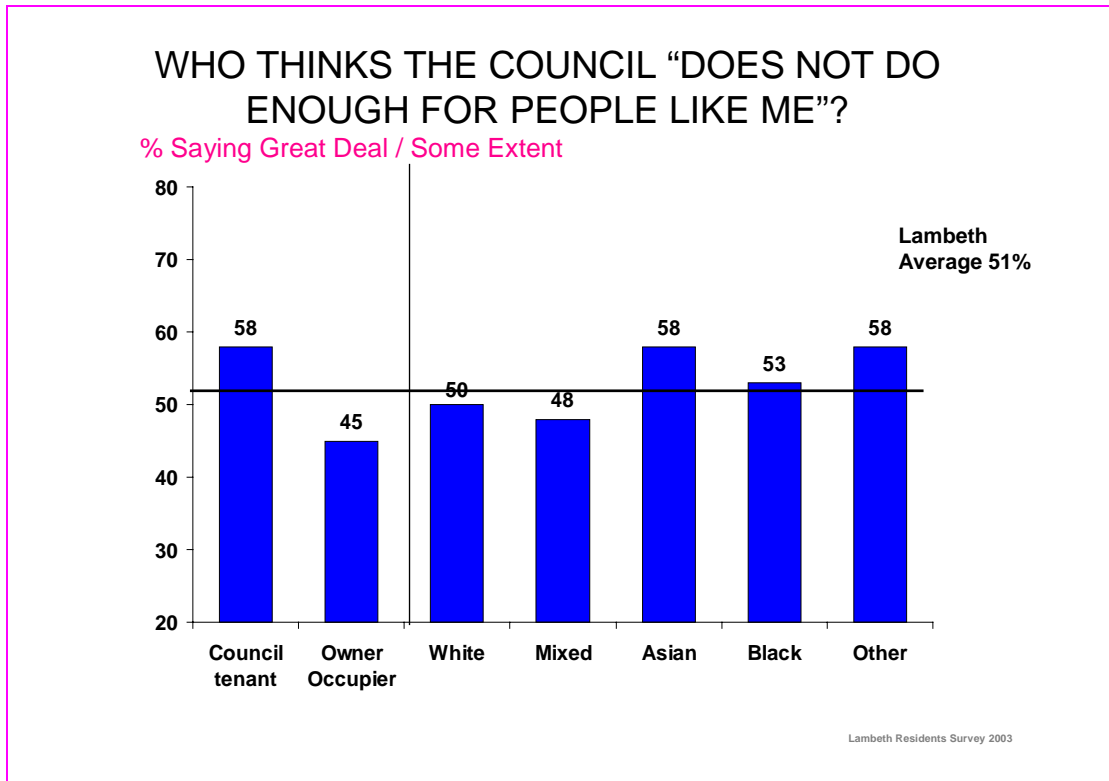
Older (60+ years) and C2 residents are most likely to agree that Lambeth council is doing a good job (59% and 68% agreeing, respectively).

Chart 4



Overall, 51% agree a great deal/ to some extent that the council does not do enough “for people like me”. Residents who agree with this statement are more likely to be council tenants (58% v. 45% of others agreeing). Agreement with this statement also varies by ethnicity, with Asian and “other” ethnic groups most likely to agree (both 58%).

Chart 5



### 6.3 Differences by Area

There is also some variation by area in perceptions of the council.

Residents of North Lambeth are generally most positive, when compared to other areas.

Residents of North Lambeth (60%) and Clapham/ Stockwell (59%) are most likely to agree a great deal/ to some extent that Lambeth council is doing a good job. Norwood residents are least likely to agree (46%).

Residents of Streatham are generally less positive about the job that the council is doing. 50% of Streatham residents say the council is doing a good job. 37% agree the council is doing a better job than a year ago (compared with 41% overall and 48% in North Lambeth). 48% think the council is making the local area a better place to live (compared with 58% overall, and 62% in North Lambeth).

Residents of North Lambeth are also least likely to say that the council is remote and impersonal (41%).

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% agreeing a great deal/ to some extent

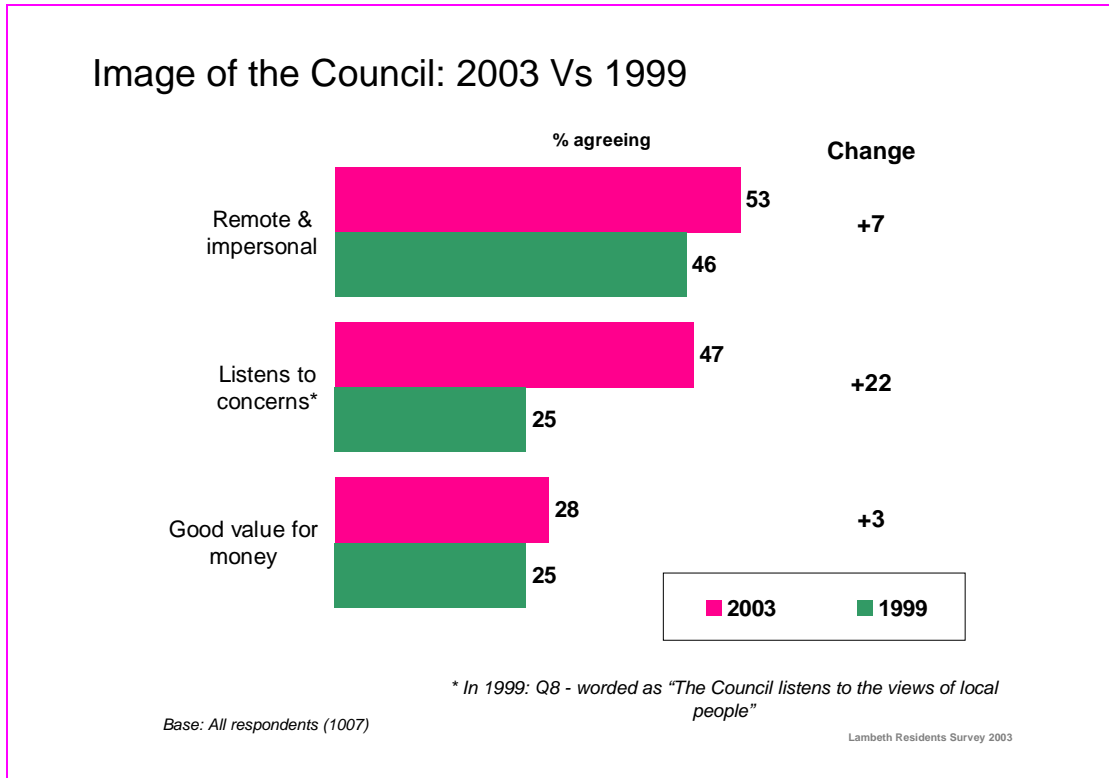
	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Is doing a good job	54	60	59	54	50	46
Is efficient & well-run	41	54	41	36	35	42
Involves residents when making decisions	41	38	48	39	37	42
Listens to concerns of local residents	47	48	50	42	48	46
Difficult to get through to on the phone	53	42	54	52	58	57
Responds quickly when asked for help	39	39	39	40	35	42
Keeps residents informed about what they are doing	60	64	63	57	58	61
Staff friendly & polite	66	68	64	65	66	70
Doesn't do enough for people like me	51	48	52	49	50	54
Good value for money for council tax	28	28	33	25	25	30
Doing a better job now than a year ago	41	48	41	40	37	39
Making local area a better place to live	58	62	59	58	48	61
Remote & impersonal	53	41	57	50	62	56

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## 6.4 Changes from 1999

Three of the image statements on this year's survey had been asked on the 1999 survey. A comparison of the findings is shown on the chart below. More people this year agree that the council is remote and impersonal (+7%). However, more people also agree that the council listens to local people (+22%), although it is worth noting that there is a slight difference in the wording of this question on the two surveys. In 1999, it was phrased as "The council listens to the views of local people" and in 2003, it said "the council listens to concerns of local residents".

Chart 6



## 7 SERVICES

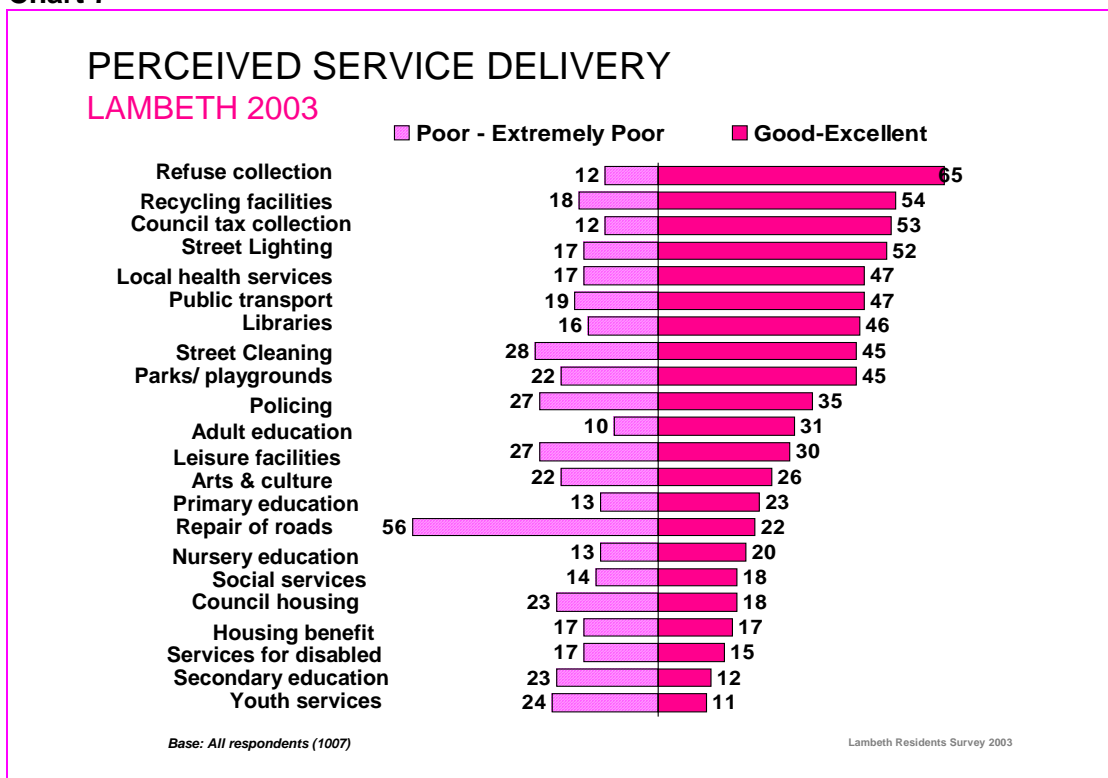
### 7.1 Overall perceptions of services

Respondents were asked to give their opinions of a range of local services, regardless of whether they had used them or not. The list includes three services not provided by the council: health, policing and public transport. The full list of services is provided in the chart below.

Refuse collection is considered good, very good or excellent by 65% of respondents, compared with 12% rating it as poor to extremely poor. Recycling facilities and council tax collection are rated good to excellent by 54% and 53% respectively.

Repair of roads receives the most negative responses with 56% rating the service poor to extremely poor.

Chart 7



## 7.2 Differences between Lambeth and London

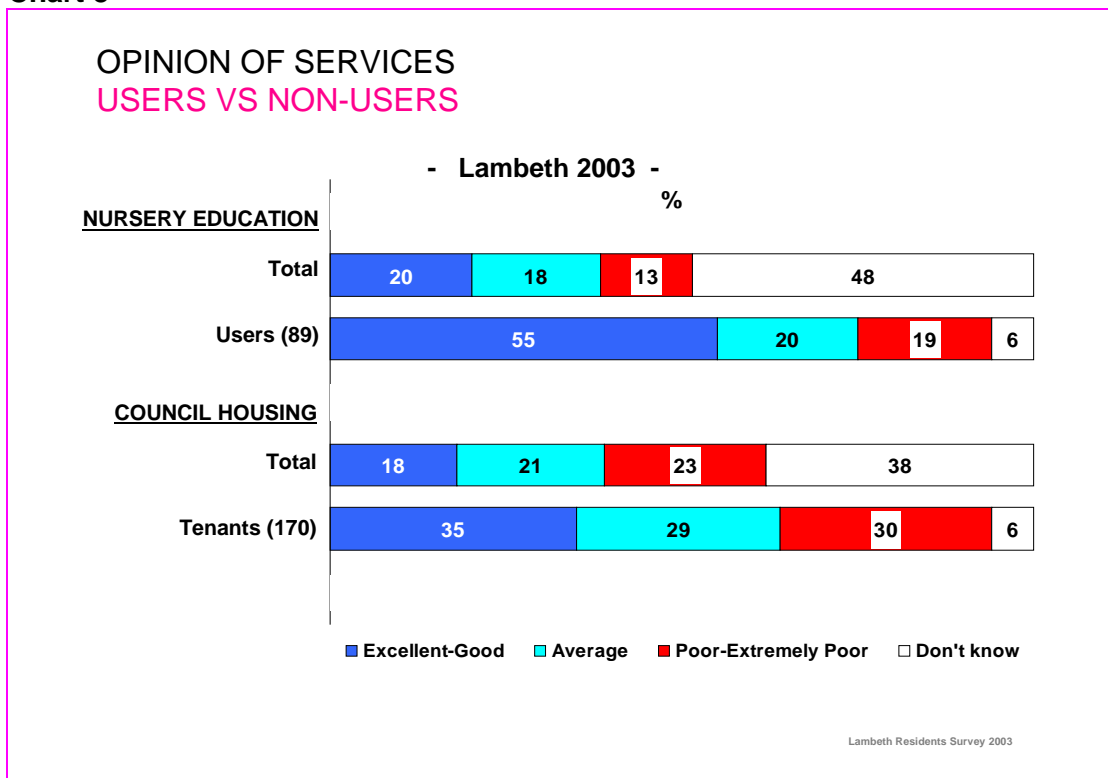
Compared with the rest of London, Lambeth is seen as having better policing (+4%) and council housing (+4%).

Lambeth is significantly behind the London average for libraries (-9%), secondary education (-8%), primary education (-7%), repair of roads (-6%), street lighting (-6%), refuse collection (-4%), adult education (-4%) and nursery education (-4%).

## 7.3 Service User Ratings

The results for some services can be analysed by users of the service. Where services such as nursery education are used by a small group of residents, a large proportion of residents will respond “don’t know”, as shown in the chart below. It is therefore useful to examine the data by users who have direct experience of the service.

Chart 8

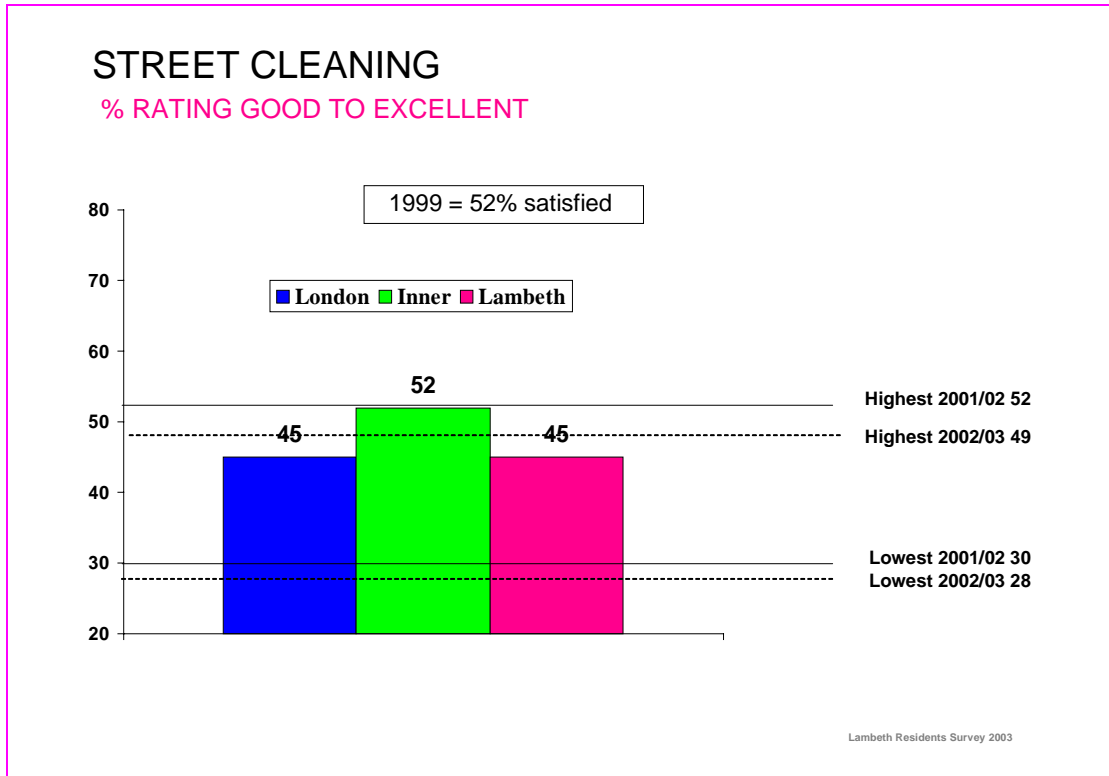


Typically users of a service have a better opinion of a service than non users. Where user ratings are relevant, they have been included in the below sections.

## 7.4 Street Services

45% rate street cleaning in Lambeth as good to excellent and 28% rate it as poor to extremely poor. This is the same as London overall, but lower than the average for inner London (52%).

Chart 9



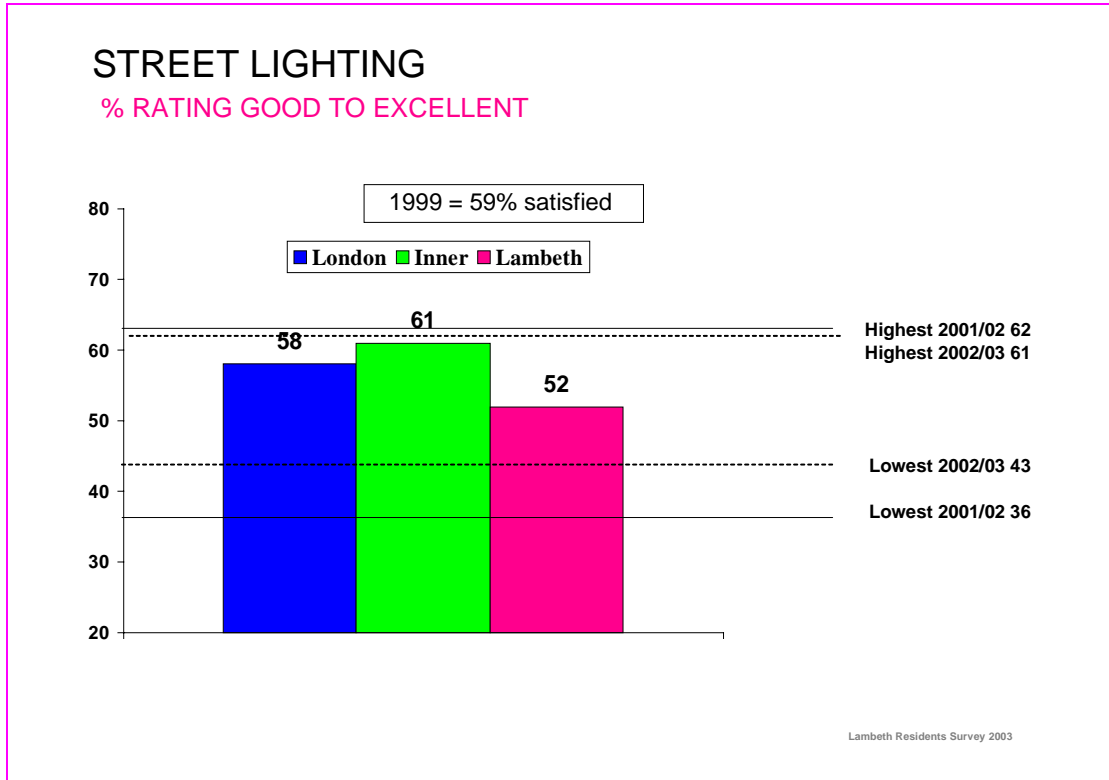
Street cleaning is rated highest in North Lambeth and Clapham/ Stockwell (both 52%) and lowest in Streatham (37%).

% saying good-excellent

	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Street cleaning	45	52	52	43	37	40

52% rate street lighting as good to excellent. This is lower than London as a whole (58%).

Chart 10

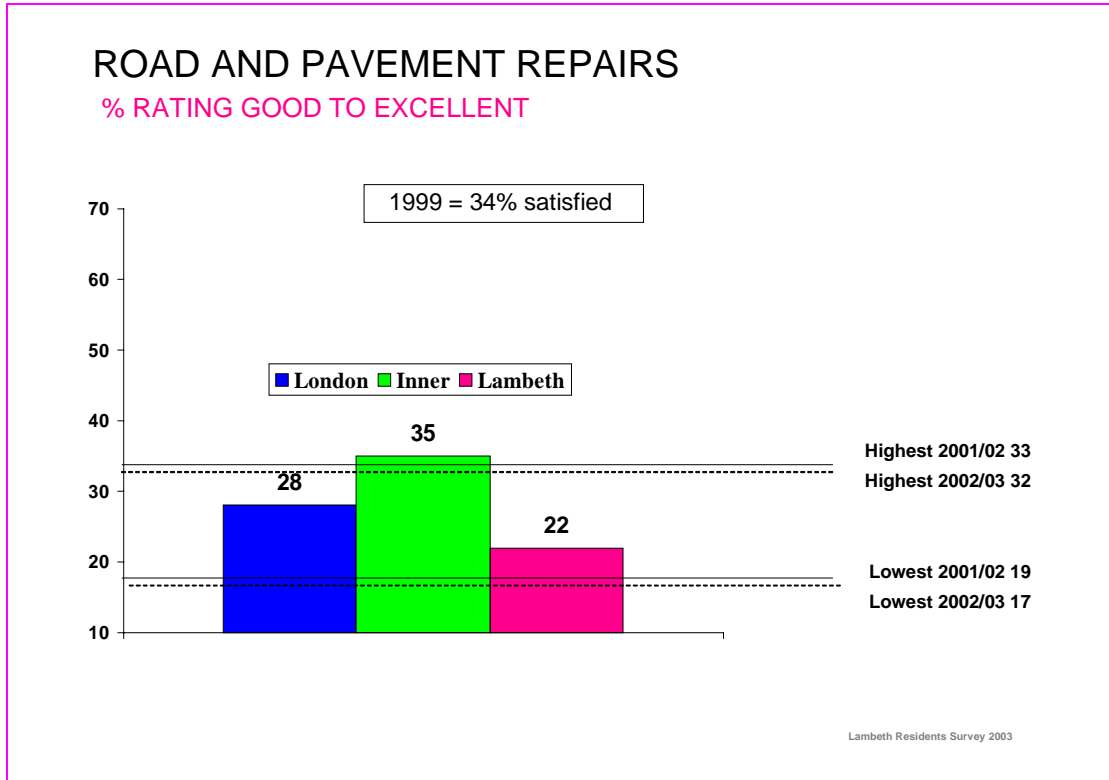


Street lighting is rated highest in North Lambeth (61%) and lowest in Brixton (48%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Street lighting	52	61	52	48	52	49

Road and pavement repairs receive a rating of 22% for good to excellent, which is lower than the London average (28%).

**Chart 11**



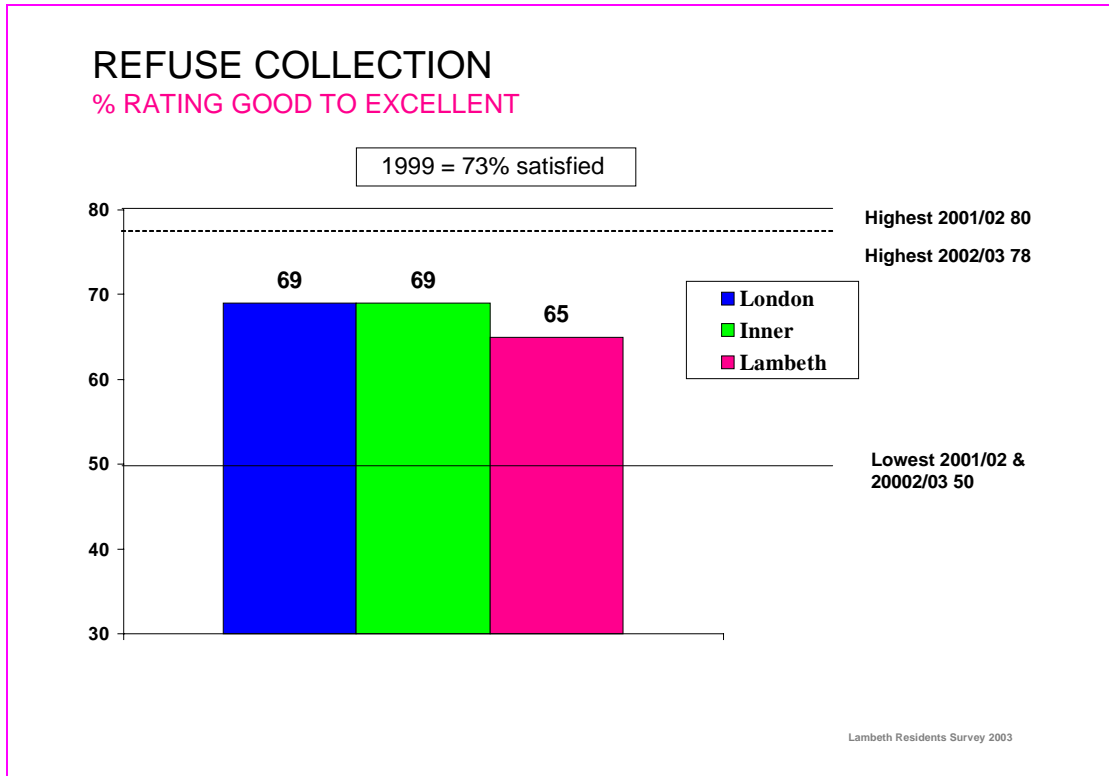
Repair of roads and pavements is rated highest in North Lambeth (35%) and lowest in Norwood (16%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Road/ pavement repairs	22	35	23	17	19	16

## 7.5 Environmental Services

Refuse collection receives the highest rating of all services in Lambeth with 65% of residents saying it is good to excellent. However, this is lower than the London-wide average (69%).

Chart 12

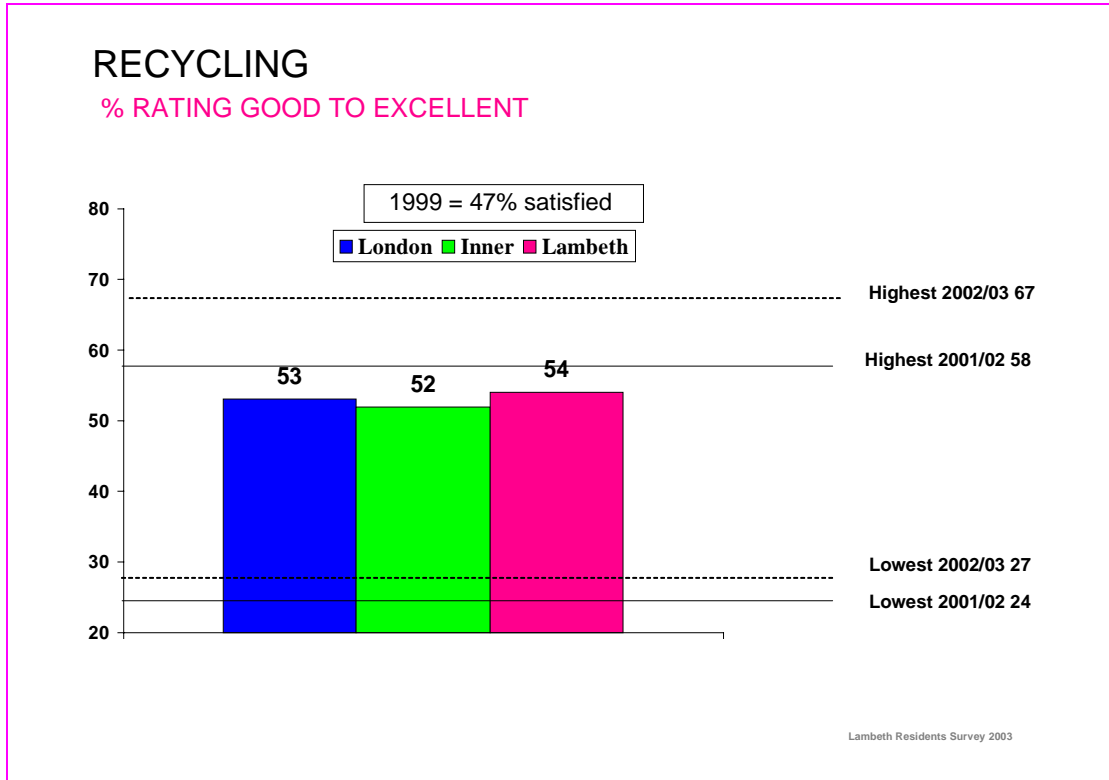


Refuse collection is rated highest in North Lambeth and Streatham (both 70%), and lowest in Brixton (58%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Refuse collection	65	70	64	58	70	63

Recycling facilities receive the second highest rating amongst the services, with 54% of residents saying it is good to excellent. This is similar to the rest of London.

**Chart 13**



Recycling facilities receive the highest rating in Norwood (59%) and the lowest in Brixton (49%).

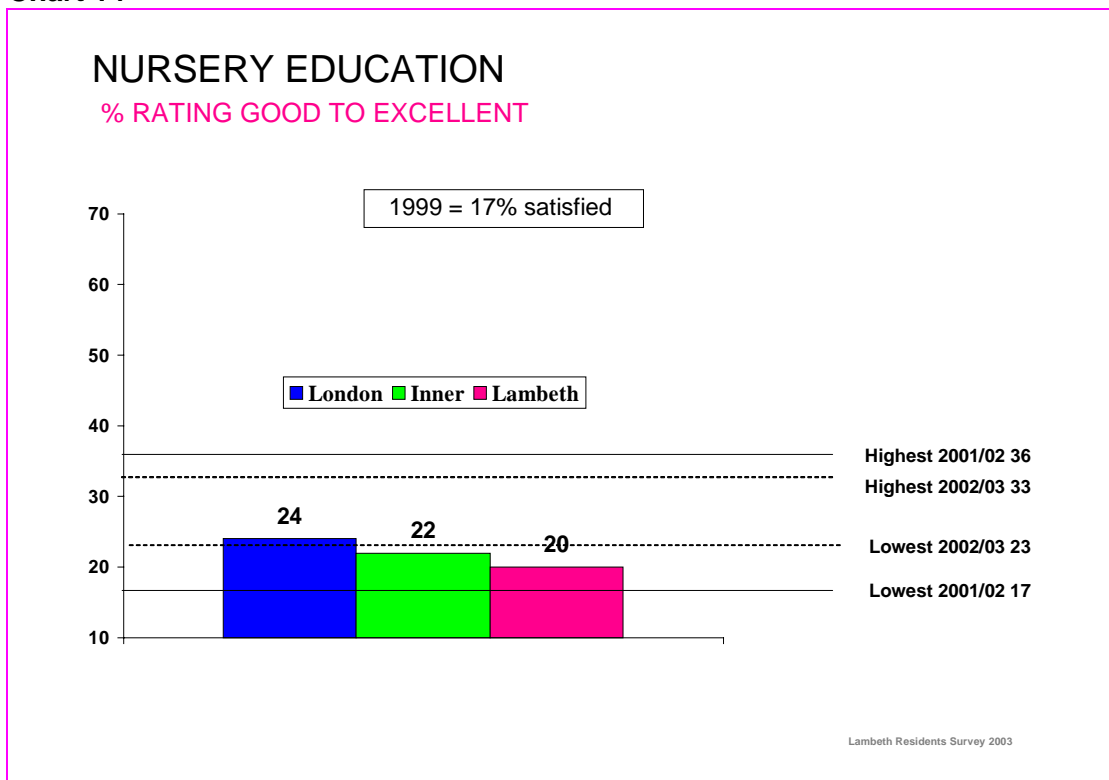
	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Recycling facilities	54	52	53	49	57	59

Users of recycling facilities give it a higher rating, with 67% saying it is good to excellent in Lambeth. Again, this is similar to the rating given by users across London (65%).

## 7.6 Education & Libraries

20% of all residents rate nursery education as good to excellent. This is lower than the London-wide average of 24%.

Chart 14



Nursery education is rated highest in North Lambeth (29%) and lowest in Streatham (17%).

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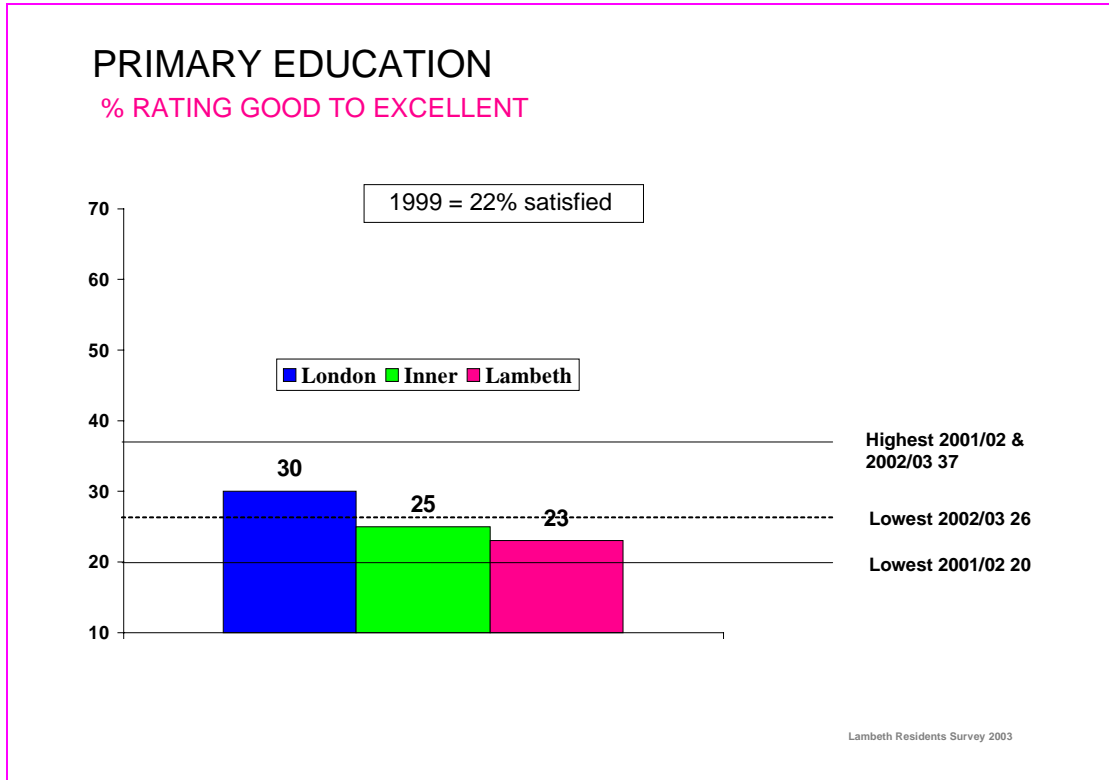
	% saying good-excellent					
	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Nursery education	20	29	20	18	17	19

---

Users of this service rate it more positively, with 55% saying good to excellent. This is similar to the London-wide average for users (56%).

23% rate primary education as good to excellent. This is lower than the London-wide average of 30%.

**Chart 15**



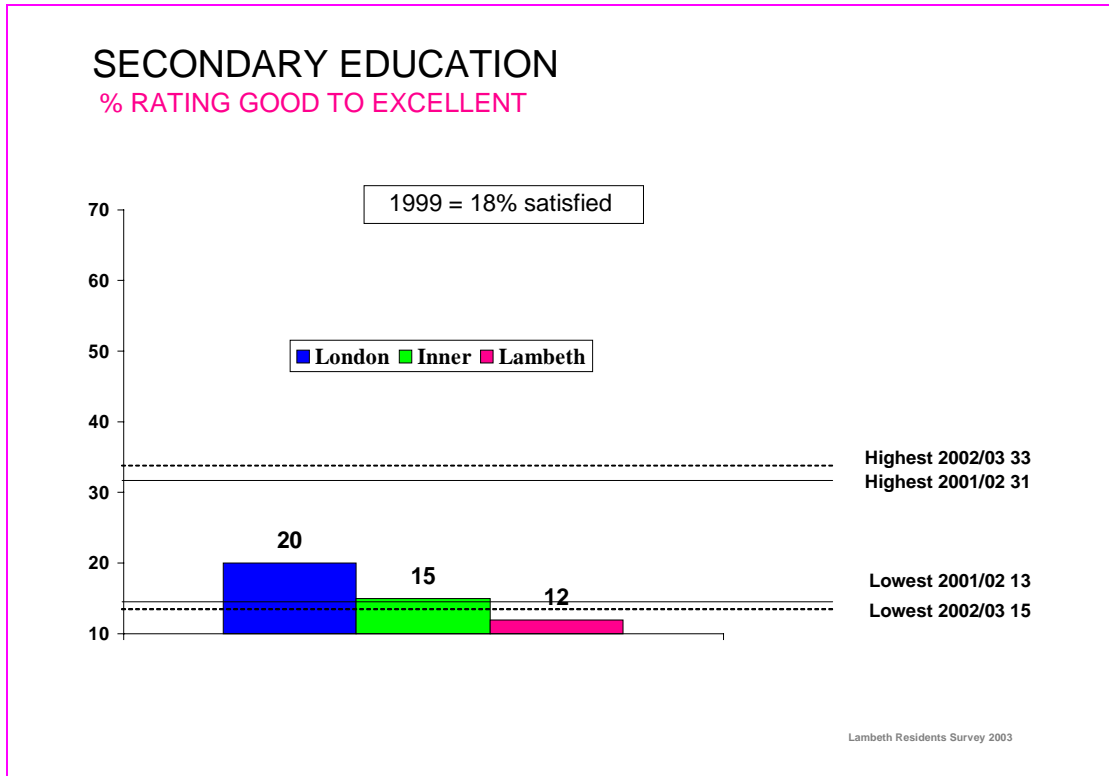
Primary education receives the best rating in North Lambeth and Clapham/ Stockwell (both 29%) and the worst rating in Streatham (15%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Primary education	23	29	29	21	15	18

Users of primary education rate it more favourably, with 49% saying good to excellent. However, this is lower than the London-wide average for primary education users (61%).

12% of residents rate secondary education in Lambeth as good to excellent, which is lower than the rest of London (20%).

**Chart 16**



There is not much variation across the areas in the rating of this service. However, it is rated most favourably in Clapham/ Stockwell (14%) and least favourably in Streatham (8%).

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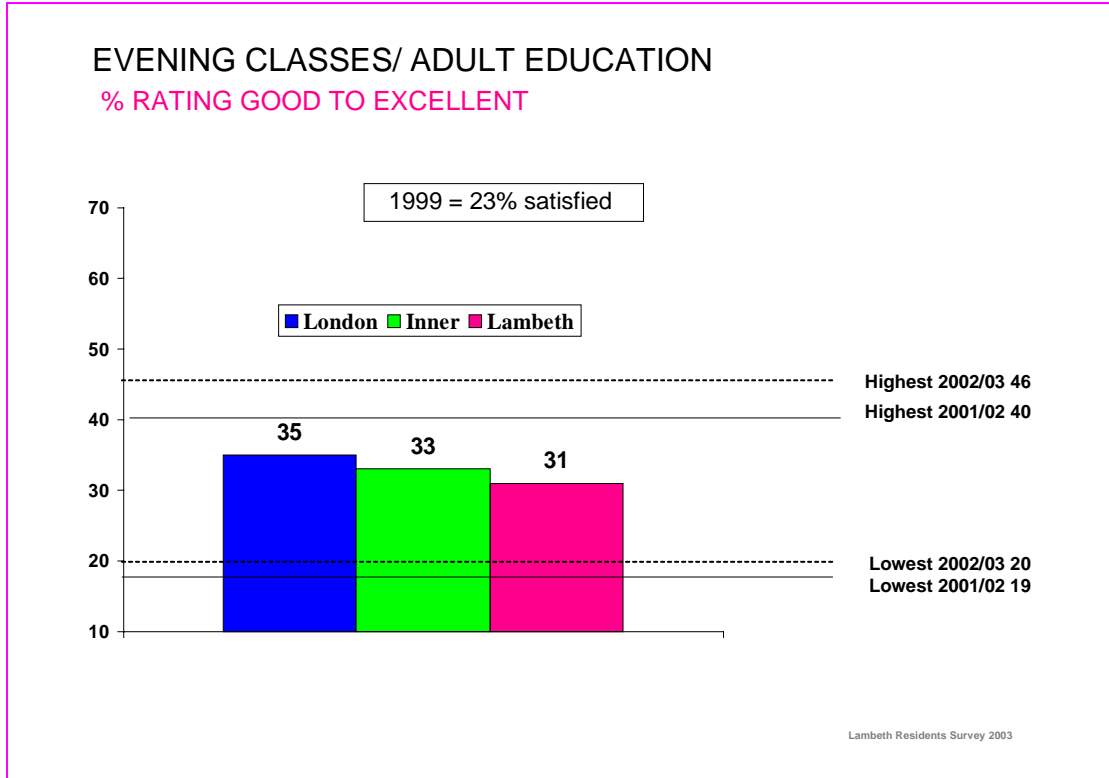
	% saying good-excellent					
	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Secondary education	12	13	14	12	8	11

---

As with other services, users rate it more highly, with 43% saying it is good to excellent. The London-wide average amongst users of secondary education is similar (47%).

31% rate adult education/ evening classes in Lambeth as good to excellent, which is lower than the London-wide average of 35%.

**Chart 17**



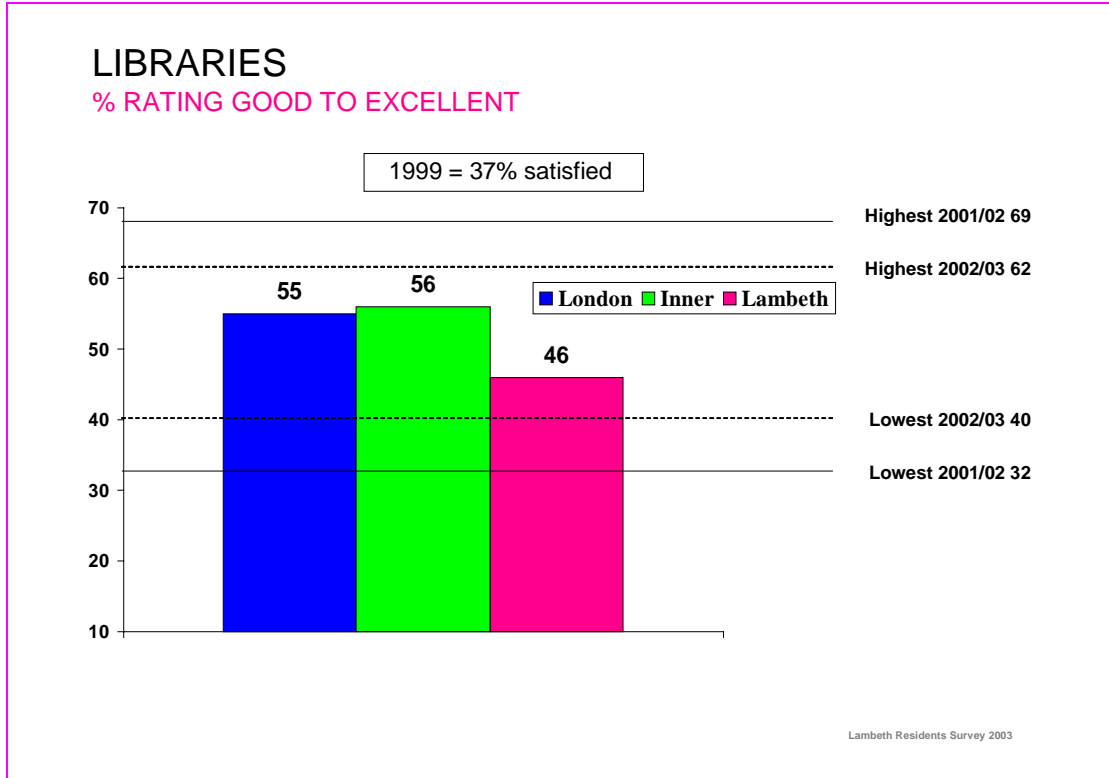
Adult education receives the highest rating in Clapham/ Stockwell (35%) and the lowest in Brixton (25%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Adult education/ eve classes	31	31	35	25	30	32

This service receives a much higher rating from its users, with 70% saying it is good to excellent. This is similar to the London-wide average for users of this service (68%).

Libraries in Lambeth are rated as good to excellent by 46% of residents. This is lower than the average for London as a whole (55%).

**Chart 18**



Libraries receive the highest rating in Norwood (62%) and the lowest rating in Brixton (41%).

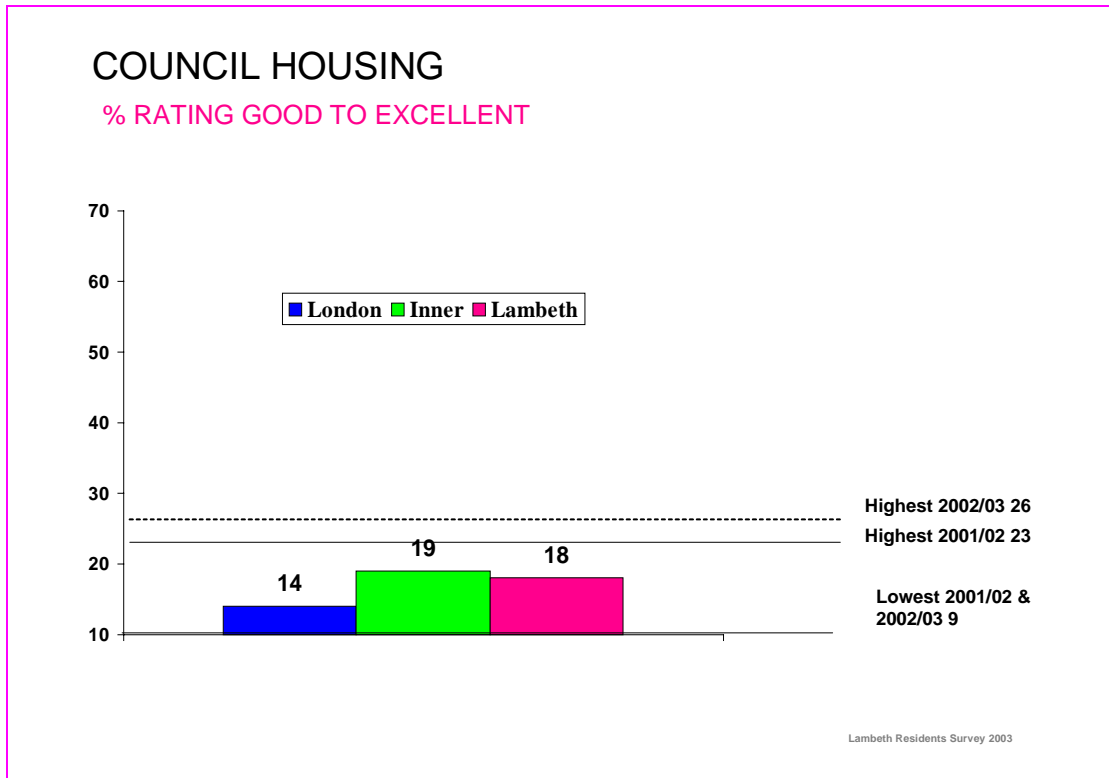
% saying good-excellent						
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Libraries	46	43	42	41	48	62

Those who use libraries give it a higher rating, with 59% saying it is good to excellent. However, this is still lower than the London-wide average for library-users (72%).

## 7.7 Housing Services

Council housing is rated as good to excellent by 18% of all residents. This is higher than the London-wide average of 14%, but similar to the average for inner London (19%).

Chart 19



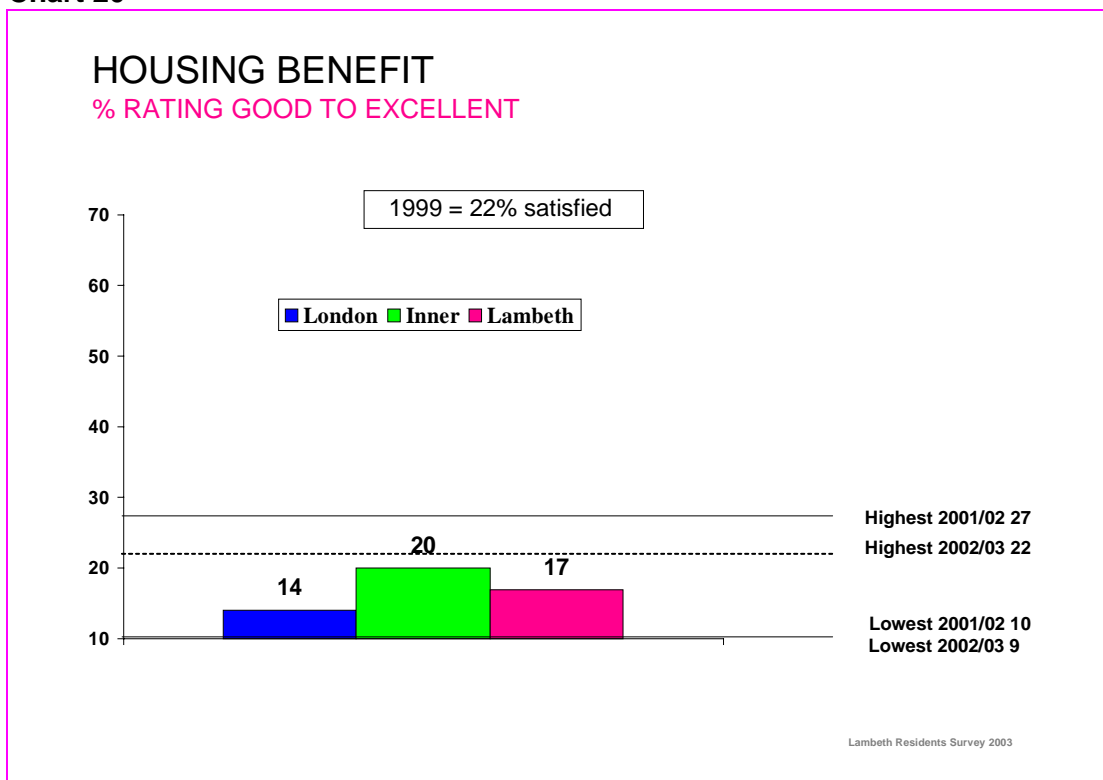
Council housing is rated most favourably in North Lambeth (27%) and least favourably in Streatham (11%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Council housing	18	27	19	17	11	14

Council tenants give a higher rating, with 35% saying good to excellent, which is the same as the London-wide average.

17% of all residents rate the housing benefit service as good to excellent, which is similar to the rest of London.

**Chart 20**



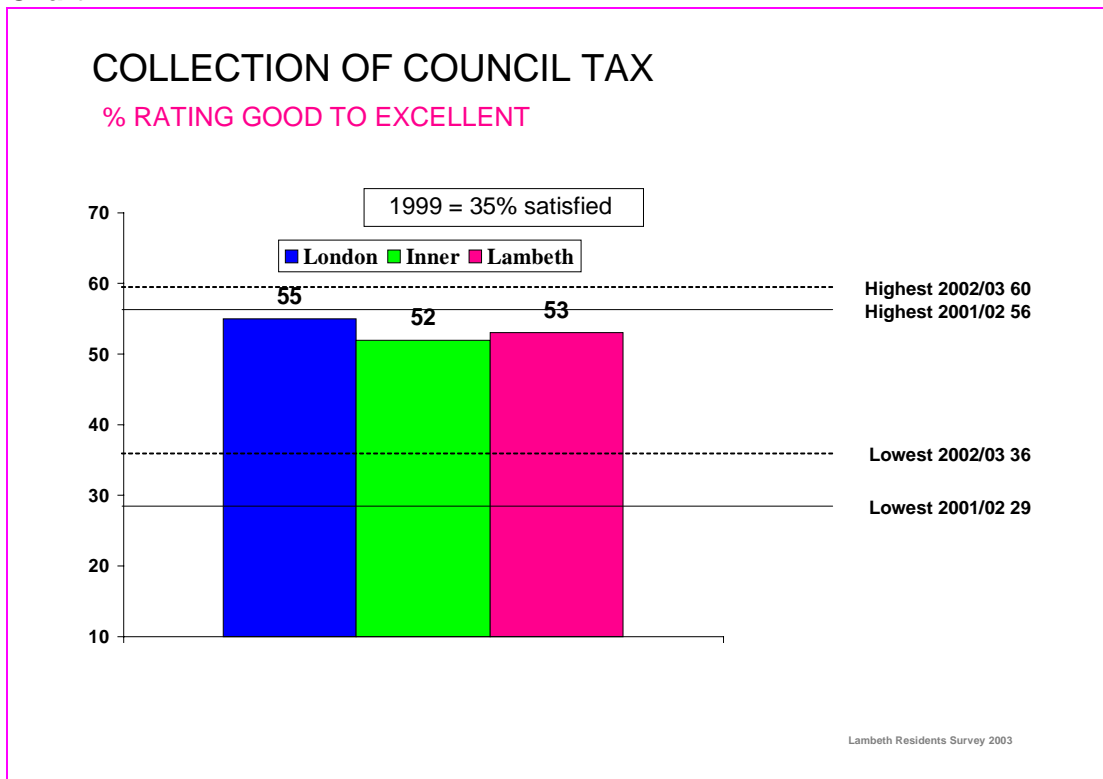
Housing benefit service is rated highest in Clapham/ Stockwell (23%) and lowest in Streatham (10%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Housing benefit service	17	22	23	13	10	15

Among users, the service receives a rating of 44%, which is similar to London (40%).

Collection of council tax is rated as good to excellent by a little over half of all residents (53%), which is similar to the London average.

**Chart 21**



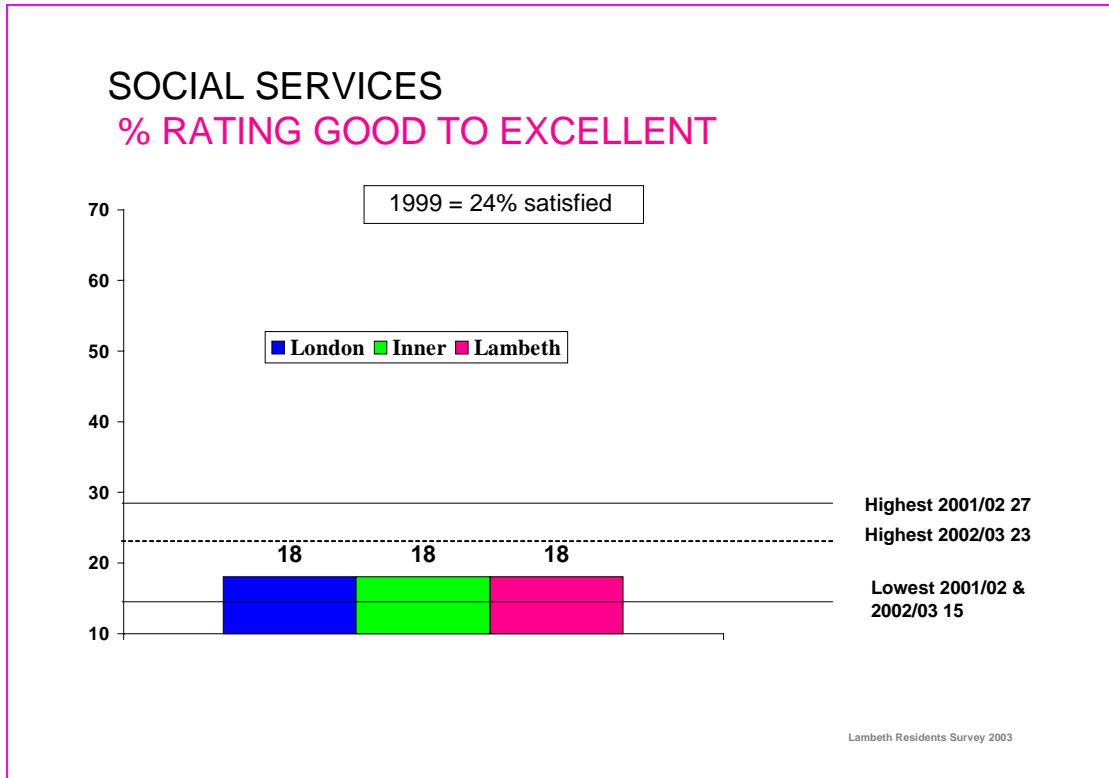
The rating of this service does not vary much across the areas. It ranges from 51% in Brixton to 58% in North Lambeth.

		% saying good-excellent					
		Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
		(1007)	(158)	(255)	(244)	(186)	(164)
		%	%	%	%	%	%
Council tax collection		53	58	52	51	55	52

## 7.8 Social services

18% of all residents in Lambeth rate social services as good to excellent. This is the same across London as a whole.

Chart 22



The rating for social services ranges from 15% in Streatham to 20% in Clapham/Stockwell.

	% saying good-excellent					
	Total	North Lambeth	Clapham/Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Social services	18	19	20	17	15	17

Among users, this service receives a rating of 53%, which is higher than the London average of 45%.

Services for disabled people are rated as good to excellent by 15% of residents. This is highest in North Lambeth (22%) and lowest in Brixton (11%).

Youth services (for 13 to 19 year olds) receive a rating of 11%. This does not vary much across the areas, ranging from 8% in Norwood to 12% in Clapham/ Stockwell.

(These statements were not asked in the London-wide survey so comparisons are not possible).

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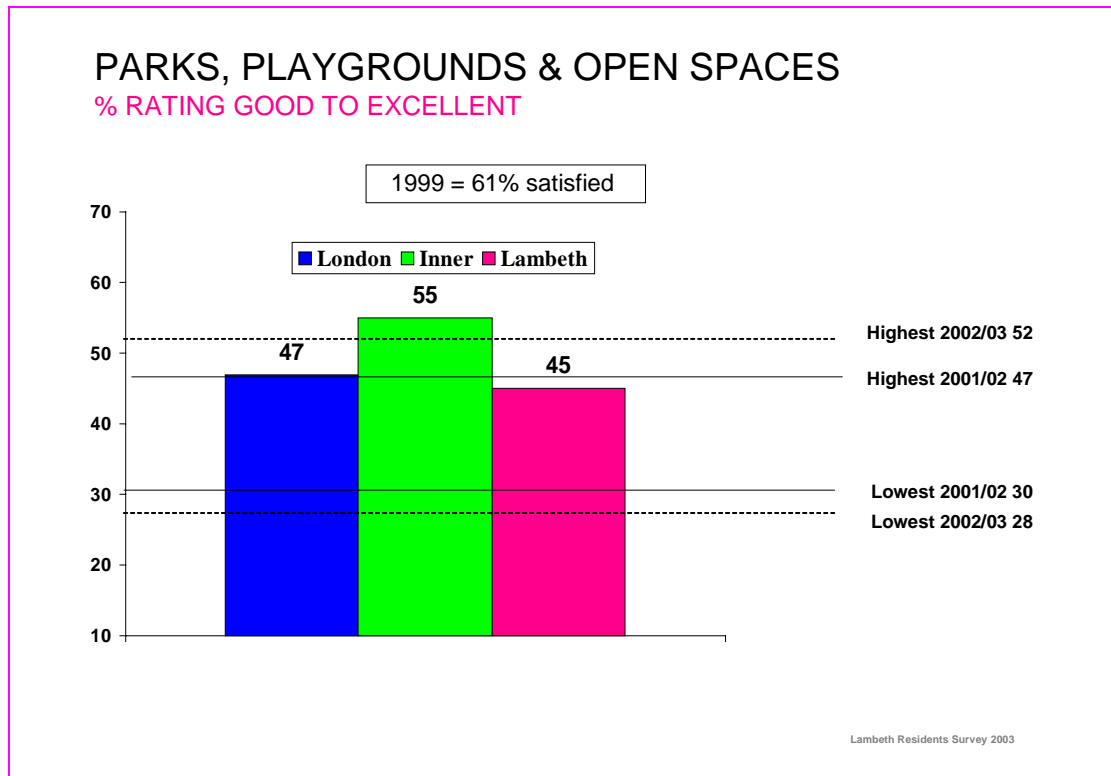
		% saying good-excellent					
		<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
		(1007)	(158)	(255)	(244)	(186)	(164)
		%	%	%	%	%	%
Services	for disabled	15	22	16	11	13	14
Youth services		11	10	12	10	11	8

---

## 7.9 Leisure, Recreation & Culture

45% of Lambeth residents rate their parks, playgrounds and open spaces as good to excellent. This is similar to London as a whole (47%) but lower than the inner London average (55%).

Chart 23



The rating for parks & playgrounds is relatively uniform across the areas, ranging from 43% in Brixton to 49% in Streatham.

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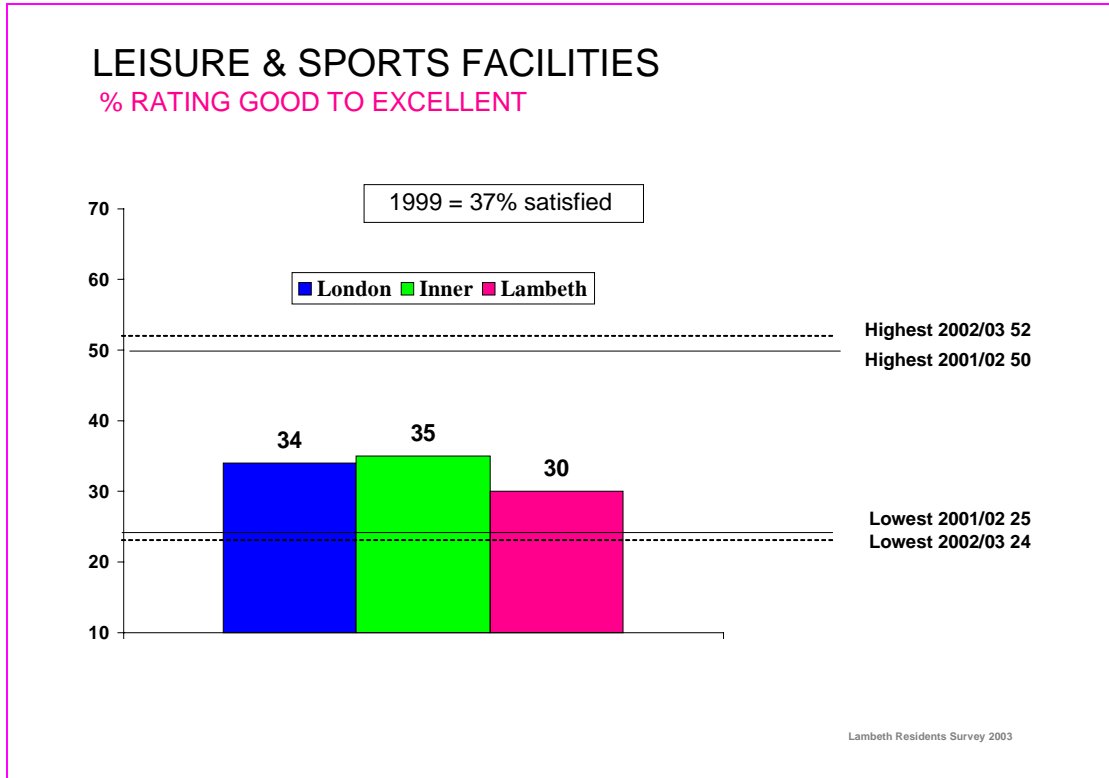
	% saying good-excellent					
	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Parks, playgrounds, open spaces	45	45	47	43	49	40

---

Those who use parks and playgrounds rate them more favourably (51%). However, this is still lower than the London-wide average of 57%.

30% say leisure and sports facilities in Lambeth are good to excellent, which is lower than the average for London (34%).

**Chart 24**



Leisure and sports facilities receive the highest rating in Clapham/ Stockwell (38%) and the lowest rating in Norwood (25%).

	% saying good-excellent					
	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Leisure & sports facilities	30	26	38	31	28	25

Those who use these facilities give it a higher rating (40%), but this is still lower than the average for users across London (50%).

In the Lambeth survey, we also asked respondents to rate the arts and cultural activities. 26% say these are good to excellent. This question was not asked in the London survey so no comparisons are possible. The rating is consistent across the five areas.

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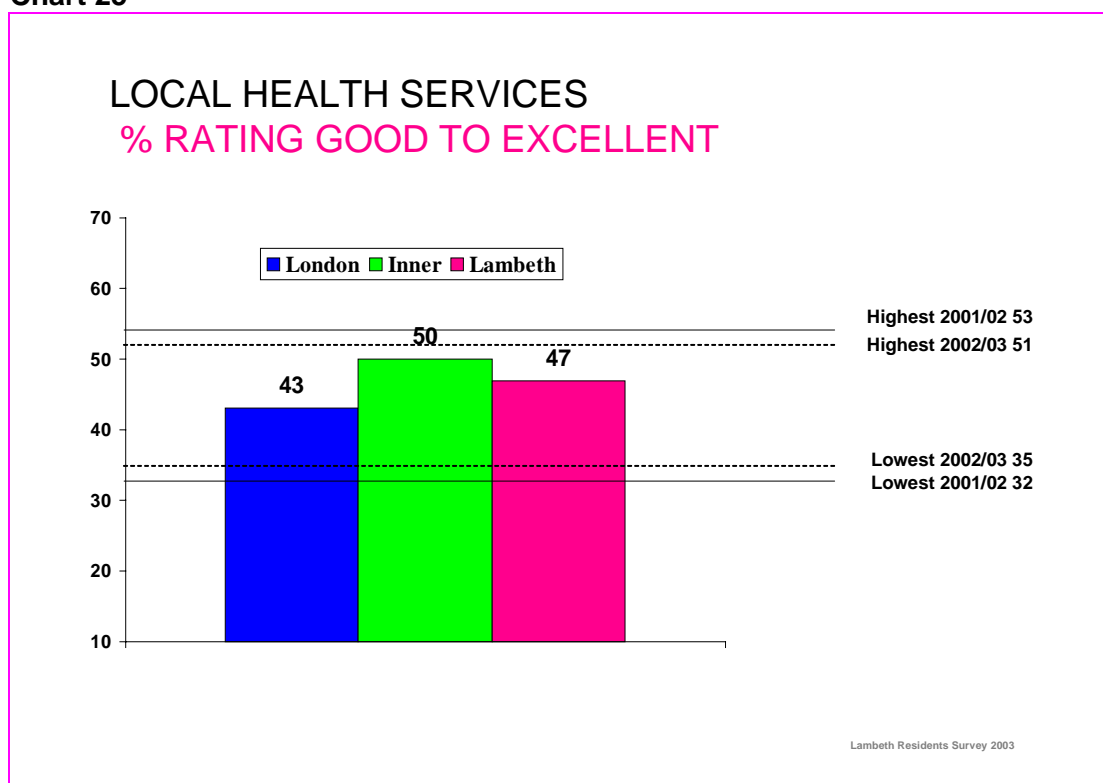
	% saying good-excellent					
	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Arts & cultural activities	26	27	28	24	23	26

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## 7.10 Local Health Services

Local health services receive a rating of good to excellent by 47% of all residents, which is higher than London as a whole (43%).

Chart 25



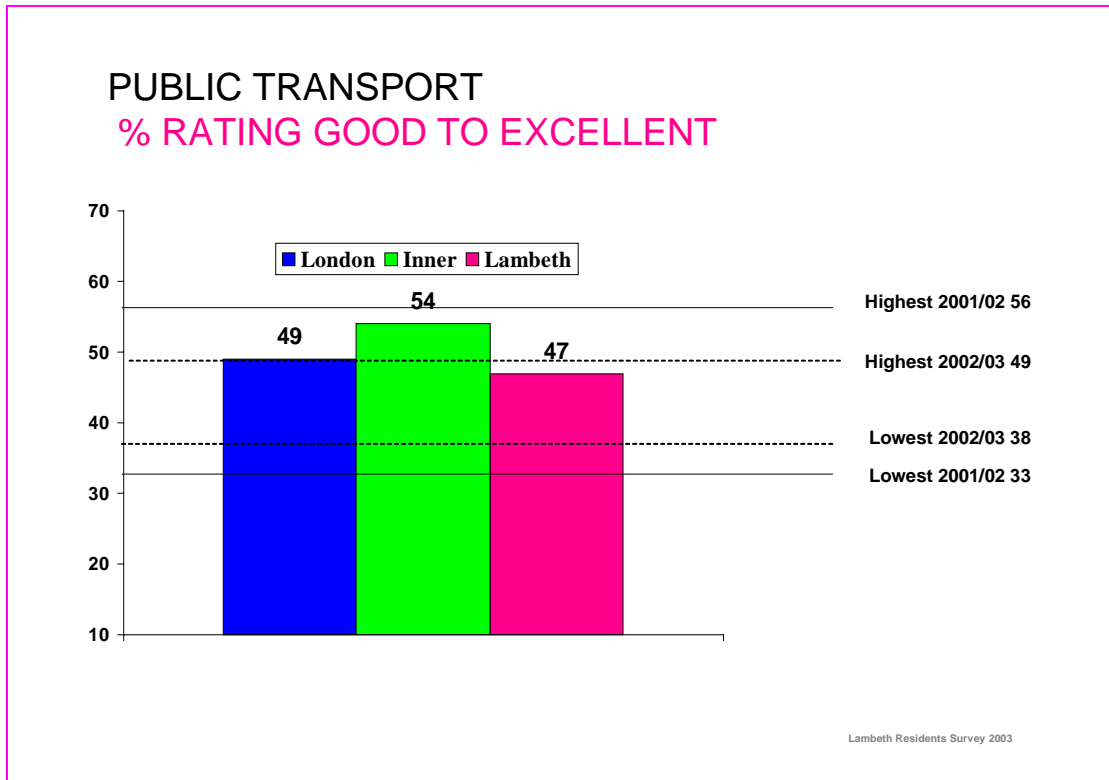
The rating for local health services is lowest in Norwood (43%) and highest in North Lambeth (54%).

		% saying good-excellent					
		Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
		(1007)	(158)	(255)	(244)	(186)	(164)
		%	%	%	%	%	%
Local health services		47	54	45	45	47	43

## 7.11 Public Transport

Public transport is rated as good to excellent by 47% of Lambeth residents, which is similar to the average across London (49%).

Chart 26



Public transport receives the highest rating in North Lambeth (62%) and the lowest rating in Norwood (37%).

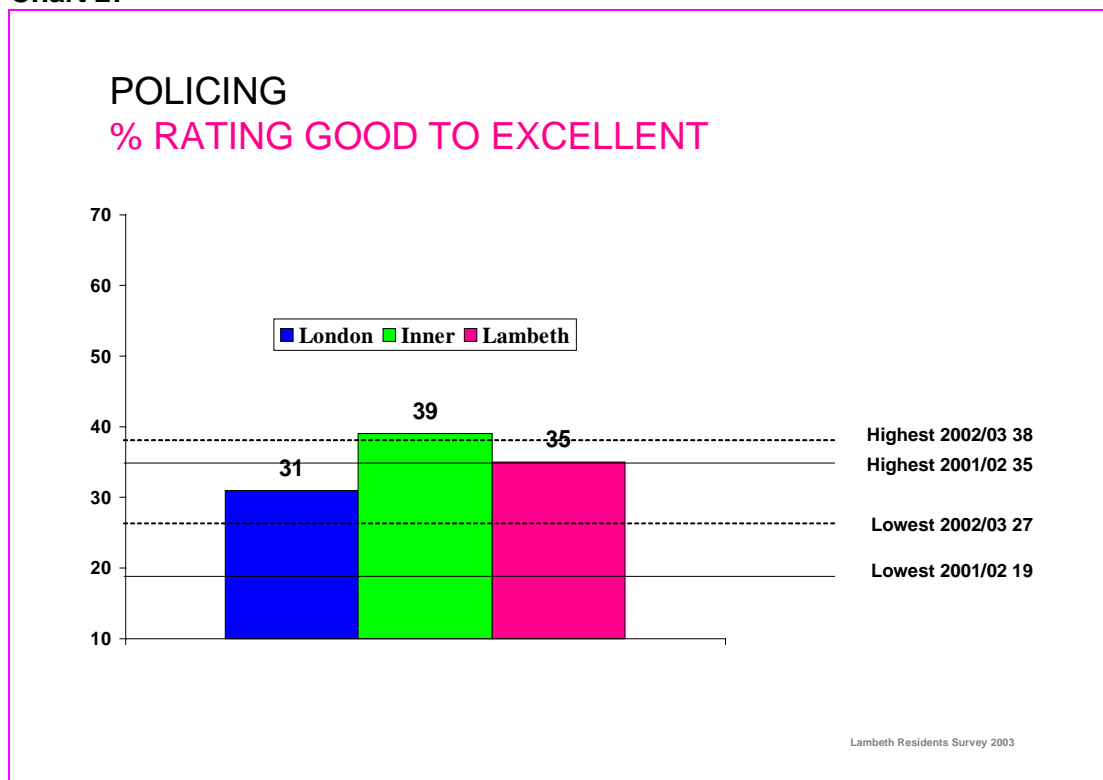
% saying good-excellent

	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Public transport	47	62	42	50	48	37

## 7.12 Policing

Policing in Lambeth is rated as good to excellent by 35% of residents, which is slightly higher than the average across London (31%).

Chart 27



Policing is rated most favourably in North Lambeth (43%) and least favourably in Norwood (24%).

% saying good-excellent

	Total	North Lambeth	Clapham/ Stockwell	Brixton	Streatham	Norwood
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Policing	35	43	38	35	36	24

## 8 IMPORTANCE OF SERVICES

Residents were shown a list of services and asked to choose up to five that were most important in their view.

Policing is deemed as most important (selected by 47% of respondents). This ties in with the finding from the 1999 survey, where 45% had said good policing is important, and where safety/ low crime was rated as most important in making somewhere a good place to live (68% mentioning).

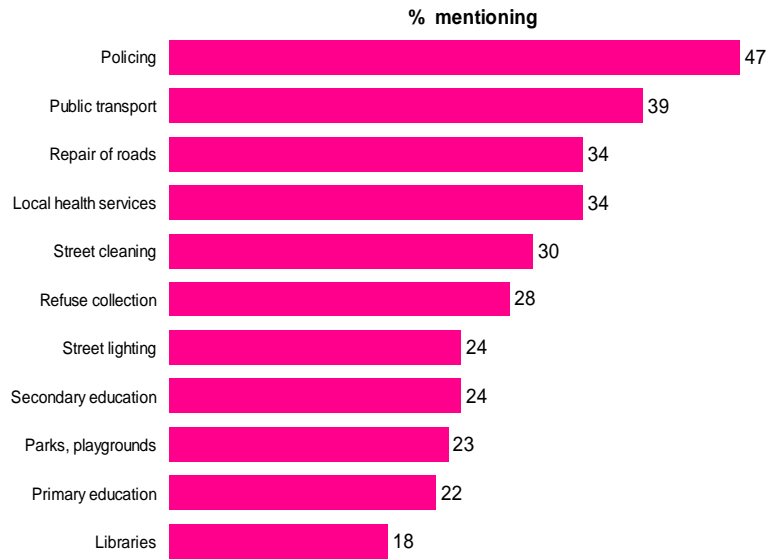
39% mention public transport as being important, followed by repair of roads and local health services (both 34%). Although repair of roads is rated the third highest in terms of importance, the service received a low performance score earlier in the survey, with only 22% rating it as good-excellent, indicating it should be a priority for improvement in Lambeth. Similarly, although 24% say secondary education is important, only 12% rate it as good-excellent.

Collection of council tax and adult education are considered to be least important (both 6%).

The full list is shown in the charts below.

**Chart 28**

### Importance of Services - 1

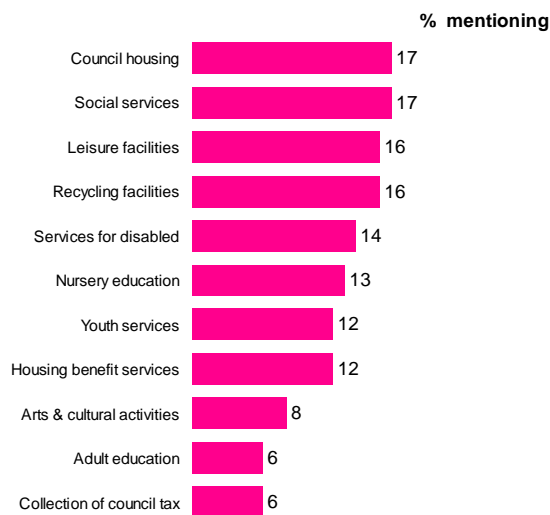


Base: All respondents (1007)

Lambeth Residents Survey 2003

**Chart 29**

### Importance of Services - 2



Base: All respondents (1007)

Lambeth Residents Survey 2003

Owner/ other occupiers are more likely to mention policing (55%), repair of roads (42%), secondary education (30%), and recycling facilities (17%) as important compared to council tenants. They are less likely to mention council housing (12%) and housing benefit service (4%).

There is also some variation by area.

In North Lambeth, policing (38%) and primary education (15%) receive fewer mentions than in other areas, but libraries are mentioned by more (26%).

In Streatham, refuse collection is deemed as more important (35%) than in other areas, while council housing receives fewer mentions (11%).

Street cleaning is most important in Brixton (39%) compared with other areas, and secondary education is most important in Norwood (32%).

---

% mentioning as important

	<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
	(1007)	(158)	(255)	(244)	(186)	(164)
	%	%	%	%	%	%
Policing	47	38	45	51	52	46
Public transport	39	37	43	38	39	37
Road/ pavement repair	34	30	31	33	39	40
Local health services	34	32	38	32	32	33
Street cleaning	30	25	26	39	32	28
Refuse collection	28	23	25	28	35	28
Street lighting	24	25	24	26	20	27
Secondary education	24	17	25	23	22	32
Parks/ playgrounds	23	23	27	18	20	25
Primary education	22	15	23	24	21	27
Libraries	18	26	15	15	19	19
Council housing	17	22	17	21	11	17
Social services	17	16	18	17	18	13
Leisure/ sports facilities	16	21	16	14	13	15
Recycling facilities	16	17	12	17	19	16
Services for disabled	14	15	16	16	10	9
Nursery education	13	9	15	15	10	16
Youth services	12	12	14	12	9	12
Housing benefit service	12	13	14	15	6	9
Arts/ cultural activities	8	5	11	7	9	8
Adult education	6	7	5	9	5	4
Council tax collection	6	5	4	4	8	8

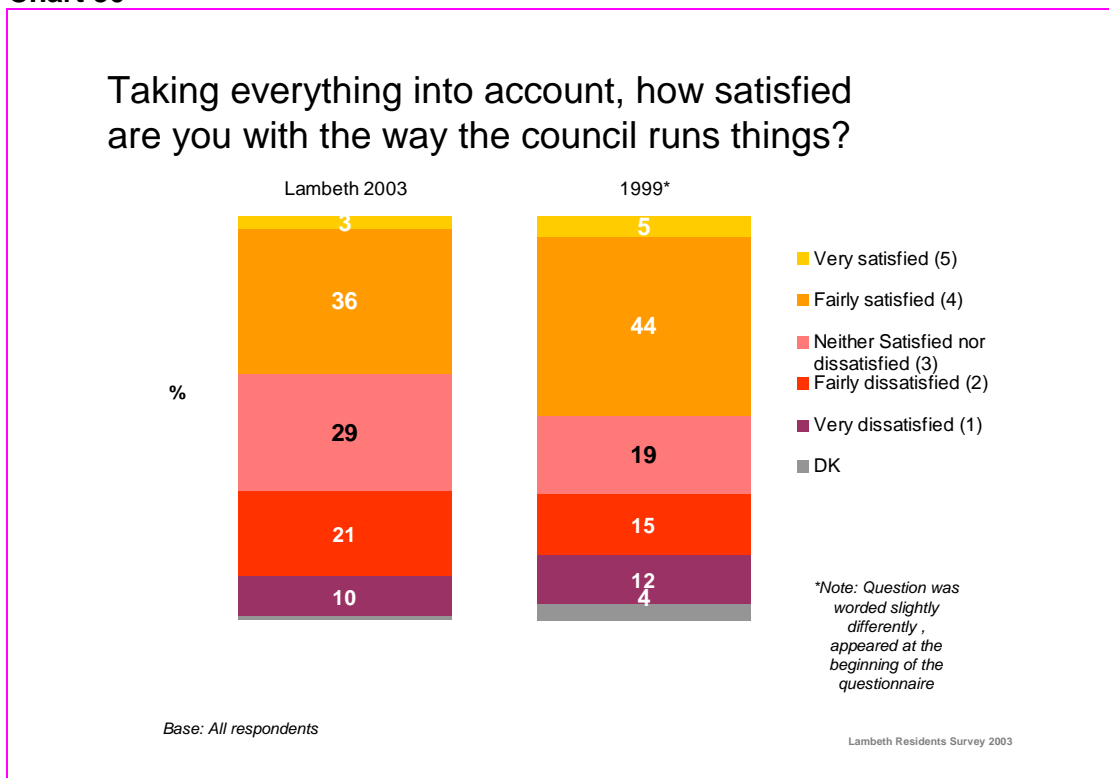
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## 9 SATISFACTION WITH THE COUNCIL

Overall, 39% say they are satisfied with the council when “taking everything into account” and 31% are dissatisfied. 29% say they are neither satisfied nor dissatisfied.

This is lower than in 1999, when 49% said they were satisfied. However, the question was worded differently in 1999 and it also appeared at the very beginning of the questionnaire. Question order can often impact on the rating observed because, for example, an overall measurement such as this one, when placed at the beginning of a questionnaire, measures spontaneous responses. If it is placed later in the questionnaire (as was done this year), peoples’ responses may be sub-consciously affected by the process of answering the earlier questions as those questions may trigger the respondent to consider specific aspects when making the overall judgment.

Chart 30



Older residents are more satisfied than the younger residents, with 54% of those over 60 saying they are very or fairly satisfied, compared with 35% and 37% for those 18-34 and 35-59 respectively.

Council tenants are more satisfied than others (48% v. 34%), as are those from lower social grades (46% satisfied among DE compared with 31% among AB residents).

Residents of North Lambeth are most satisfied, when compared with other areas.

---

% saying very/ fairly satisfied with the council					
<b>Total</b>	<b>North Lambeth</b>	<b>Clapham/ Stockwell</b>	<b>Brixton</b>	<b>Streatham</b>	<b>Norwood</b>
(1007)	(158)	(255)	(244)	(186)	(164)
%	%	%	%	%	%
39	50	41	32	34	39

---

## 10 CONTACT WITH THE COUNCIL

Overall, 69% of residents say they have had contact with Lambeth council in the past year.

This is similar to other London boroughs. This year we have asked the same question in a couple of boroughs and have seen the same results (69% and 67% said they had contact with their local council in the last year).

Younger, C2 and male residents are most likely to have had no contact.

Across the different age groups, the youngest (18-34) are least likely to have had any contact with the council (37% saying no contact, compared with 24% of those 35-59 and 30% of those 60+).

Males are less likely than females to have had contact (36% saying no contact, compared with 26% of females).

Across the social grades, C2 residents are least likely to have had contact with the council (38% saying no contact, compared with 18% of AB, 32% of C1 and 34% of DE residents).

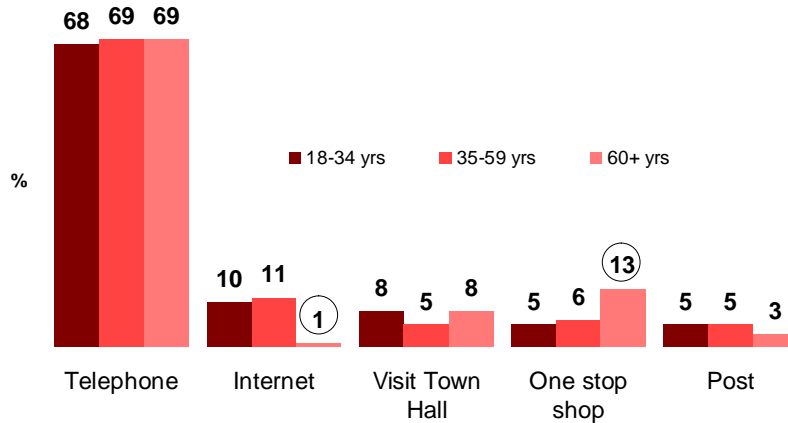
Of those who did have contact, the majority said it was by telephone (57%), followed by "in person at a council office" (19%), in writing (15%) and via email (8%).

Telephone is also stated as the most preferred means of contact by a vast majority (68%). Other mechanisms are much less popular. 9% state the internet, 7% say a visit to the Town Hall, 7% would opt for a one stop shop, and 5% say post is their preferred means of contact.

The preference for telephone is uniform across all age groups, although those aged over 60 are more likely than others to favour a one stop shop they could visit (13%), and least likely to favour the internet (1%).

**Chart 31**

Telephone preferred method across all age groups  
 Those age 60+ more likely to favour one stop shop  
 and least likely to favour internet



Base: All residents (1007)

Lambeth Residents Survey 2003

Council tenants are more likely to have had personal contact with the council, with 33% saying they have stopped in at a council office in person (compared with 15% of others).

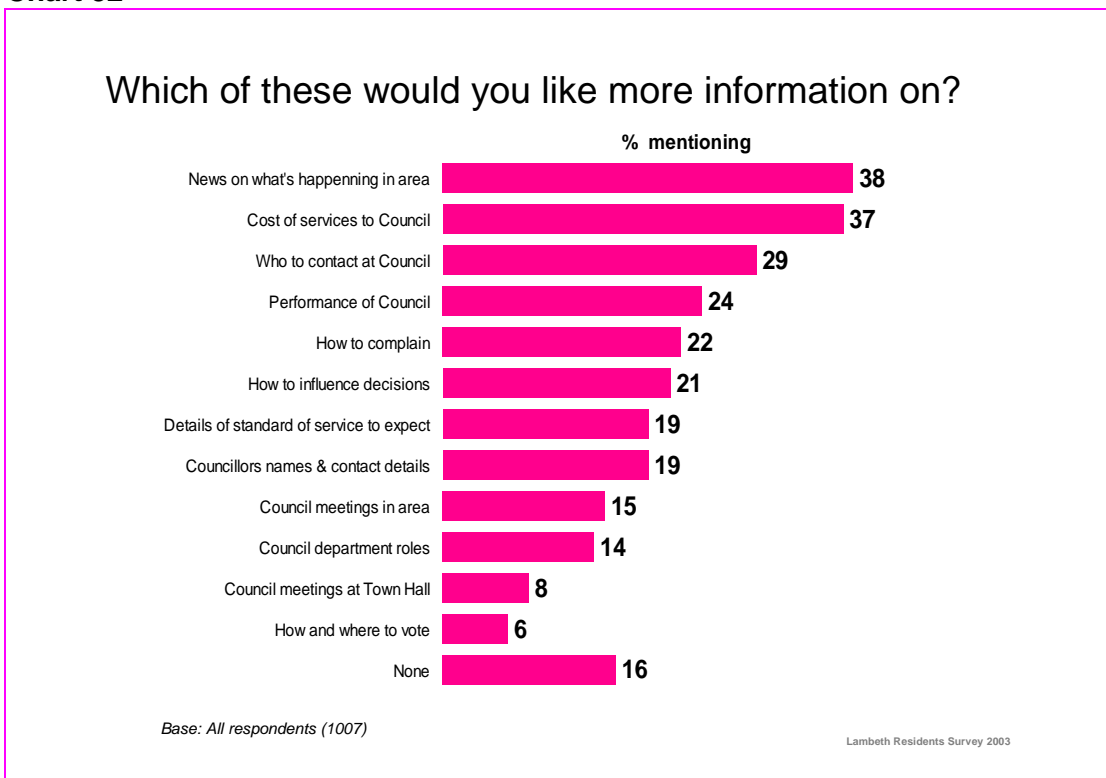
Tenants also state a stronger preference for personal contact than others, with 14% voting for “visit to a one stop shop” and 10% for “visit to the Town Hall” as the preferred means of contact, compared with 4% and 3% for others, respectively.

## 11 SOURCES OF INFORMATION

Residents were shown a list of items and asked which of them they would like more information on. They could choose as many as they wanted.

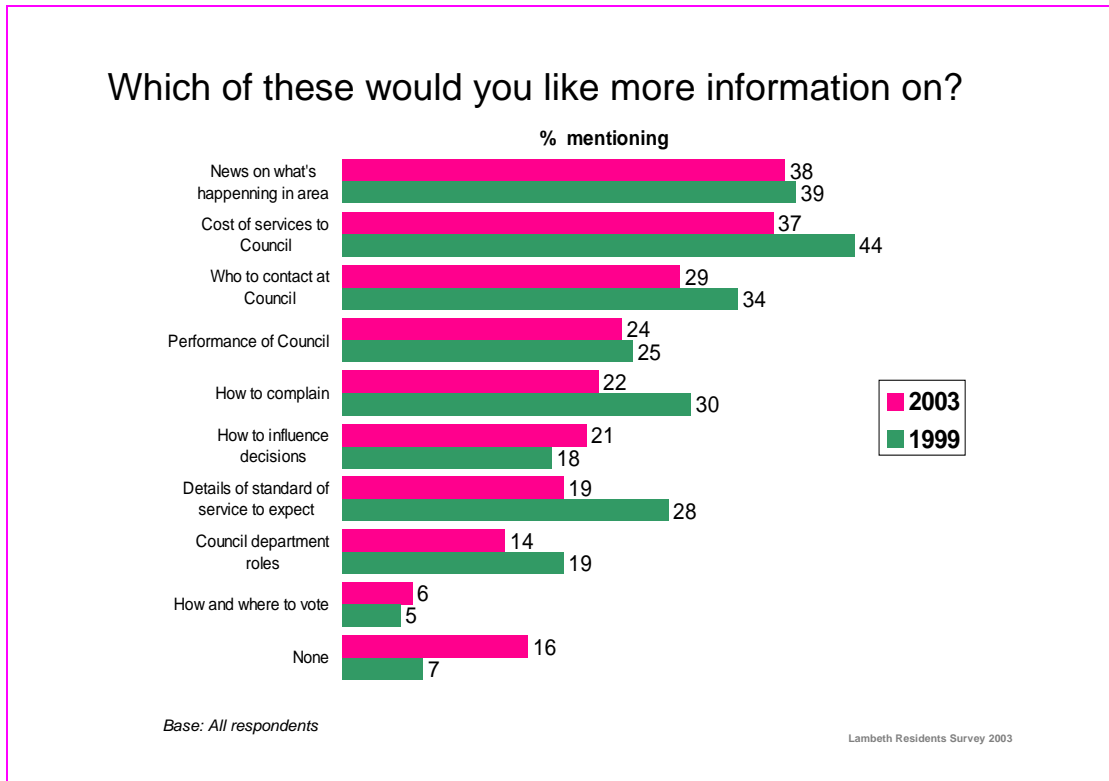
The top mentions were “news on what’s happening in the area”, which was selected by 38% of respondents and “what the council spends its money on/ what services cost” (37%). Information on “how are where to vote” is least popular (6%).

**Chart 32**



When this question was asked in the 1999 survey, there was more interest in information, with only 7% saying “None” (compared with 16% this year). Specifically, there was more interest in “details of standard of service to expect” (28% in 1999 v. 19% this year) and “how to complain” (30% in 1999 v. 22% this year).

**Chart 33**



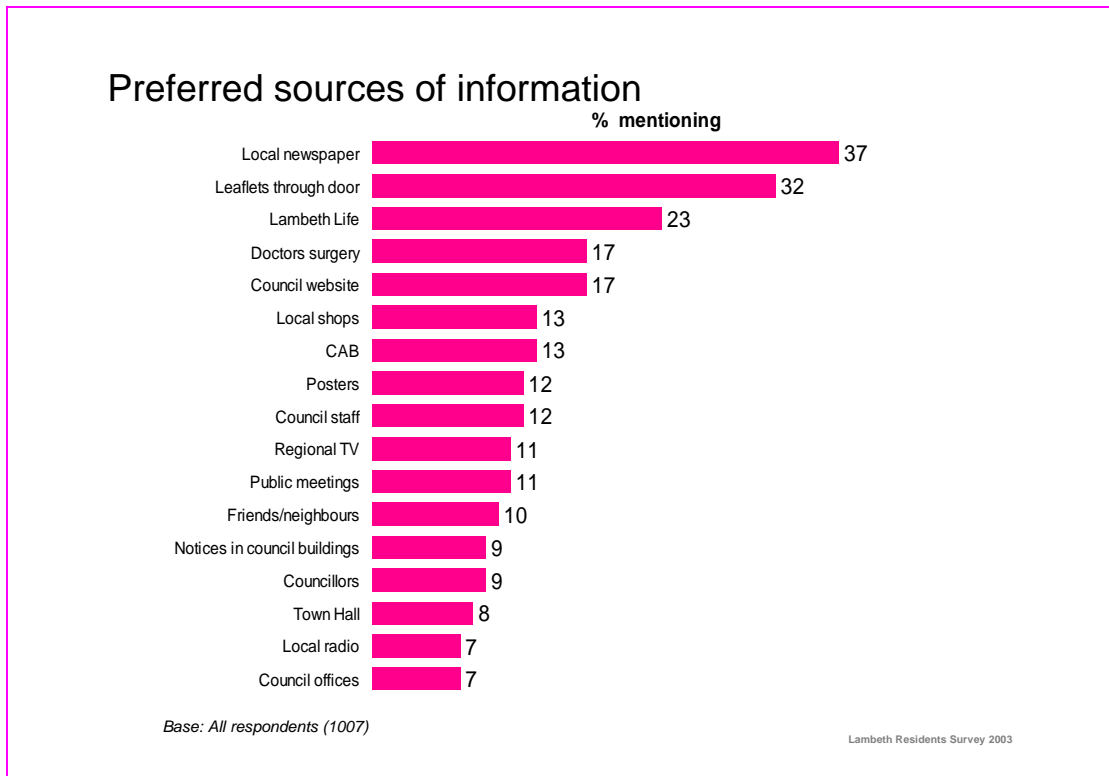
Standards and cost of services are of more interest to middle class residents. 26% of AB residents mention “standards of service to expect”, compared with 20% of C1, 16% of C2 and 17% of DE residents. Similarly, 45% of AB residents want to know “what the council spends its money on”, compared with 43% of C1, 38% of C2 and 27% of DE residents.

Council tenants are more likely to be interested in meetings and methods of communication. For example, 19% of tenants mention “council meetings in my area” (compared with 14% of others) and 25% mention “how to complain to the council” (compared with 20% of others).

Older residents are generally less interested in information. For example, 12% of those over 60 want to know “how to get involved”, compared with 21% of those aged 18-34 and 24% of those aged 35-59. Similarly, 26% of those over 60 want to know “what the council spends its money on”, compared with 40% of those aged 18-34 and 39% of those aged 35-59 years.

Residents were also asked to select their most preferred sources of information. They could choose up to four from a list provided. The local newspaper is most popular (37%), followed by leaflets through the door (32%). Interest in leaflets has dropped since 1999, when it was the top answer (41%). Interest in the website increased from 7% in 1999 to 17% this year.

**Chart 34**



23% mention Lambeth Life, the council's newsletter. This figure ranges from 17% to 37% in other boroughs this year.

When shown a copy of this and asked whether they had received one in the last three months, 42% of all respondents said yes (compared to 47% in 1999). Brixton and North Lambeth had the lowest penetration with 29% and 33% saying yes respectively.

When this was asked in another London borough this year, 66% said the council magazine had been delivered to their home. In our experience, the percentage of residents who say they have seen their local council newsletter typically ranges from 40% to 75%.

Middle class residents are more likely to favour indirect communication through leaflets and the website. 44% of AB residents mention leaflets through the door, compared with 30% of C1, 27% of C2 and 28% of DE residents. 6% of council tenants mention the website as a preferred source, compared with 23% of others.

Council tenants prefer actual contact with staff and advice centres. 15% opt for “contact with council staff” (compared with 8% of others) and 19% opt for the Citizens Advice Bureau as a preferred source of information (compared with 8% of others).

This preference is also reflected in the higher percentage of tenants who have had personal contact with the council in the past year, as shown earlier in Section 11.

There are also some differences across the age groups.

Younger residents are more likely to favour local shops, with 17% of those between 18 and 34 years of age mentioning this, compared with 12% of those between 35 and 59 and 8% of those over 60. Those between 18 and 34 years are also more likely to prefer local newspapers (40% mentioning, compared with 34% and 35% of those aged 35-59 and 60+, respectively).

Residents between the ages of 35 and 59 years are more likely than other age groups to prefer leaflets through the door (38%) and the council newspaper Lambeth Life (27%) as a source of information.

## 12 USE OF THE INTERNET

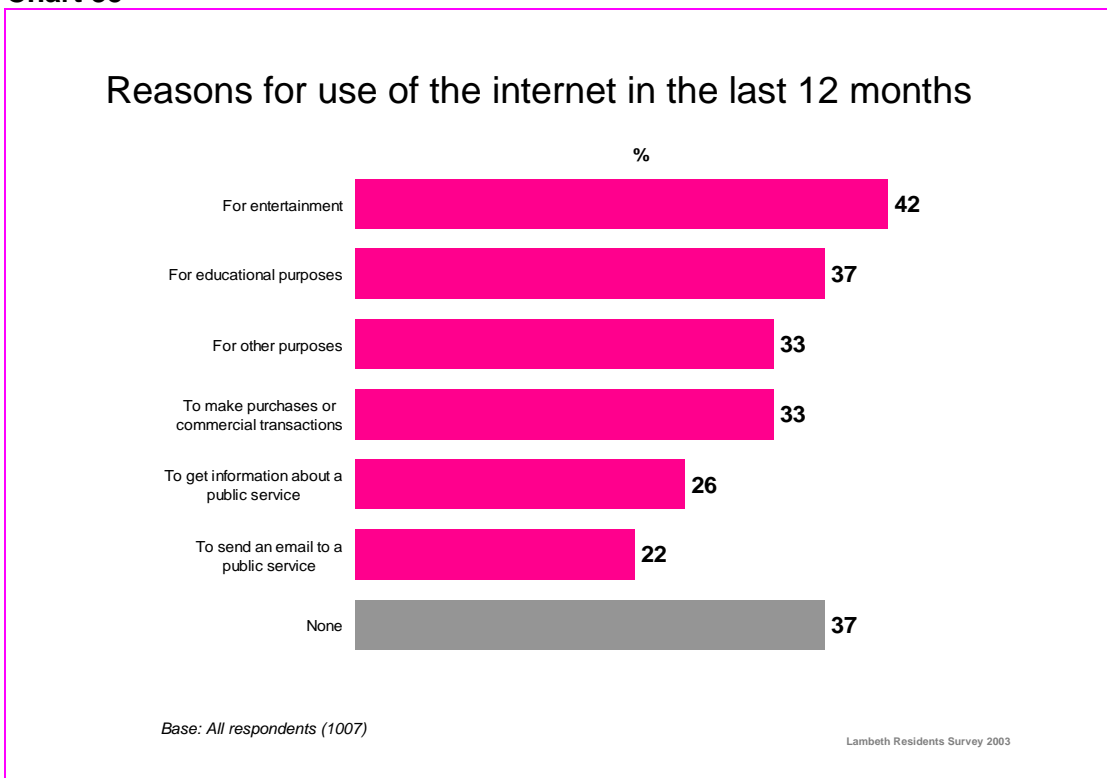
41% of Lambeth residents have no internet access. 48% have access to the internet at home and 28% have access at work.

This reflects national averages. According to data from an Omnibus survey of 8000 people carried out in the first week of October, 50% of GB residents claim to have no internet access, 45% have access at home and 16% have access at work. Averages for London can be expected to be higher than these national figures.

The most common reason for using the internet (in the last 12 months) was for entertainment (42%), followed by educational purposes (37%).

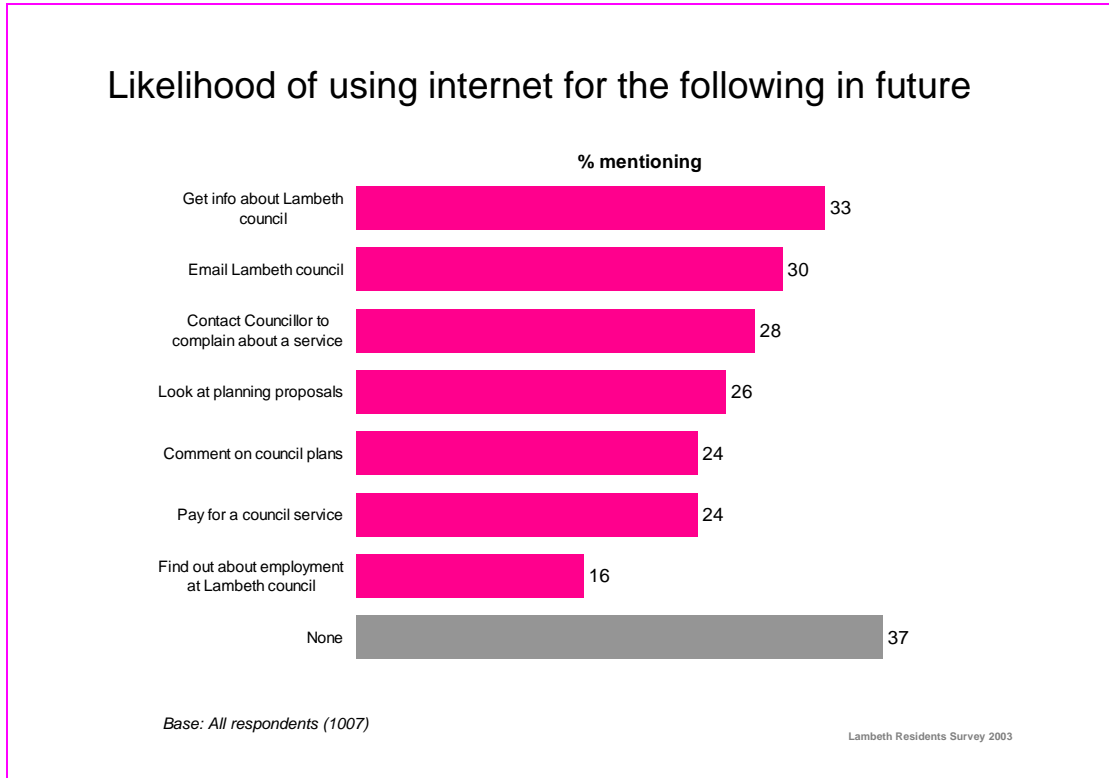
26% have used it to get information about a public service and 22% to send an email to a public service.

Chart 35



A third claim they are likely to use the internet to get information about Lambeth council in the future. 30% also say they may use the internet to email Lambeth council.

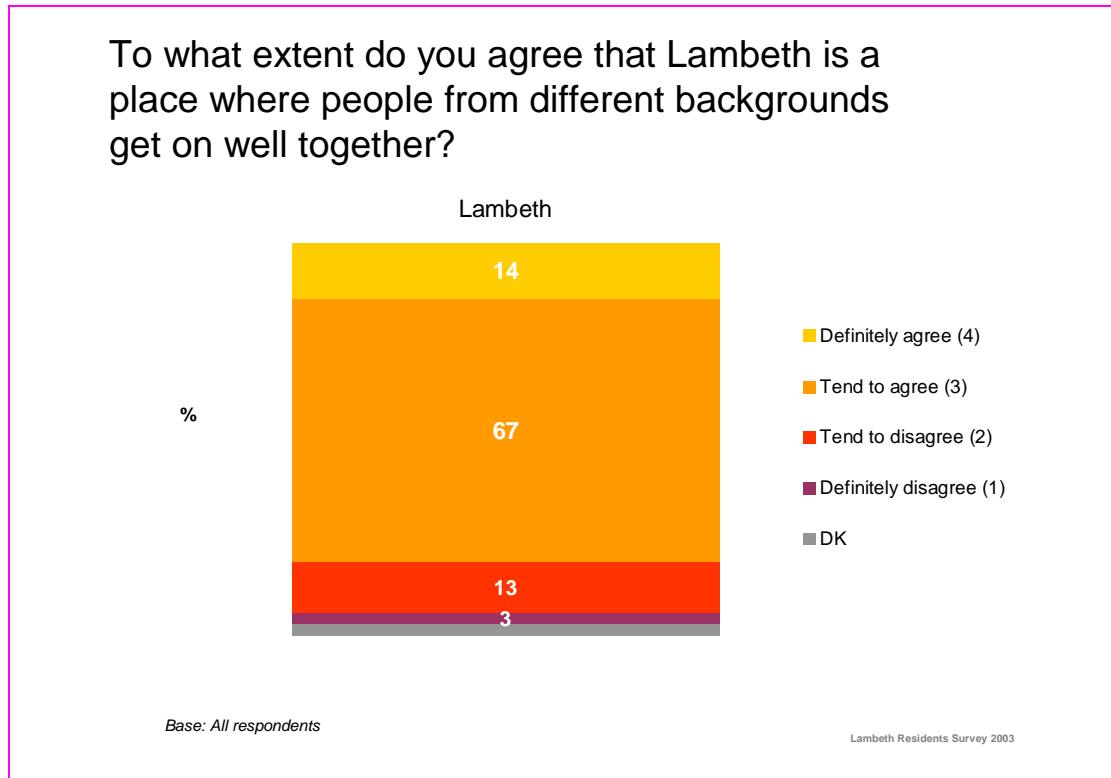
**Chart 36**



## 13 COMMUNITY COHESION

Respondents were asked to what extent they agreed that Lambeth is a place where people from different backgrounds get on well together. 81% say they tend to or definitely agree.

Chart 37



This question has been asked in a number of boroughs this year and there is no significant difference in results between Lambeth the other London boroughs where this question was asked.

**Lambeth Residents Survey 2003-4 (JN9680)**

## Questionnaire

Hello. My name is ..... and I am conducting a survey on behalf of T N S, a leading market research company. The survey is about your local area. The interview length depends on the answers you provide but on average lasts 15 minutes. Here is a leaflet which tells you about market research and explains your rights under our industry code and the Data Protection Act.

INTERVIEWER: HAND OUT LEAFLET

Q.A We are conducting a survey in this area on local issues. Can I just check, have you lived in the London Borough of Lambeth for more than 6 months ?

- 1 Yes
- 2 No (close)

Sex of respondent ?

- 1 Male
- 2 Female

Working status ?

- 1 Full-Time Paid Work (30+ Hours Per Week)
- 2 Part-Time Paid Work (8-29 Hours Per Week)
- 3 Part-Time Paid Work (Under 8 Hours Per Week)
- 4 Retired
- 5 Still At School
- 6 In Full Time Higher Education
- 7 Unemployed (Seeking Work)
- 8 Not In Paid Employment (Not Seeking Work)

What is your ethnic group?

- 1 British
- 2 Irish
- 3 Any other white background
- 4 White & Black Caribbean
- 5 White & Black African
- 6 White & Asian
- 7 Any other mixed background
- 8 Indian or British Indian
- 9 Pakistani or British Pakistani
- 10 Bangladeshi or British Bangladeshi
- 11 Any other Asian background
- 12 Caribbean
- 13 African
- 14 Any other Black background
- 15 Chinese
- 16 Any other

Tenure

- 1 Owner Occupier
- 7 Housing Association
- 3 Rent From Council
- 4 Rent Privately
- 5 Other
- 6 Refused

ENTER YOUR RESPONSE USING THE PAD ON SCREEN  
IF REFUSED TAP "N"

What was your age last birthday?

(if refused age)

INTERVIEWER - ESTIMATE AGE GROUP OF RESPONDENT

Age of respondent

- 18-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-64
- 7 65+

Do not show screen

Q.1 If there were a general election tomorrow which party would you vote for ?  
IF DON'T KNOW\UNDECIDED, PROMPT: Which party would you be most inclined to support ?

- 1 Conservative
- 2 Labour
- 3 Liberal Democrats
- 4 The Green Party
- 5 Other Party

DK

Refused

Will not vote

Core QT.2 Which three, of these, are you personally most concerned about?

- Lack of jobs
- Lack of recreational facilities
- Quality of health service
- Not enough being done for elderly people
- Rising prices/interest rates
- Level of council tax
- Crime
- Standard of education
- Pollution of the environment
- Traffic congestion
- Poor public transport
- Lack of affordable housing
- Litter/dirt in streets
- Number of homeless people
- OTHER
- None/DK

Core QT.3 These are some things which other people have said about their council. To what extent do you think these statements apply to your Borough? My council....

A Great Deal  
To some extent  
Not very much  
Not at all  
DK

...Is doing a good job  
...Is efficient and well run  
...Involves residents when making decisions  
...Listens to concerns of local residents  
...Is difficult to get through to on the phone  
...Responds quickly when asked for help  
...Keeps residents informed about what they are doing  
...Staff are friendly and polite  
...Doesn't do enough for people like me  
...Provides good value for money for the council tax you pay  
...Is doing a better job now than one year ago  
...Is making the local area a better place for people to live  
...Is remote and impersonal

Core QT.4 I would like to ask you about local services in this area. I would like your opinion of these services even if you yourself have not had direct experience of them. What is your opinion of.....

Excellent  
Very good  
Good  
Average  
Poor  
Very poor  
Extremely poor  
DK

...Refuse collection  
...Street cleaning  
...Street lighting  
...Repair of roads and pavements  
...Parks, playgrounds and open spaces  
...Nursery education (under 5's)  
...Primary education (5- 11 yrs)  
...Secondary education (11 - 18 yrs)  
...Adult education/ evening classes  
...Leisure and sports facilities  
...Libraries  
...Social services  
...Council housing  
...Recycling facilities  
...Local health services  
...Public transport  
...Policing  
...Housing benefit service  
...Collection of council tax  
...Youth services available for 13-19 year olds (this includes, for example, youth clubs and centres, Connexions, and summer activities)  
...Arts and cultural activities  
...Services for disabled people

- Core QT.5 Which of these services provided by Lambeth Council do you or members of your household use nowadays?
- Leisure and sports facilities
  - Recycling facilities
  - Social services
  - Libraries
  - Parks, playgrounds and open spaces
  - Nursery education (under 5s) provided by Lambeth Council
  - Primary education (5-11s) provided by Lambeth Council
  - Secondary education (11-18s) provided by Lambeth Council
  - Evening classes/Adult education provided by Lambeth Council
  - Housing benefit service
  - Youth services available for 13-19 year olds (this includes, for example, youth clubs and centres, Connexions, and summer activities)
  - Arts and cultural activities
  - Services for disabled people
  - None of these
  - DK

---

**Lambeth Extra Questions:**

13.1

**SHOW SCREEN  
ROTATE ANSWER OPTIONS**

Q Which of these services are most important in your view? You may chose up to 5

- ...refuse collection
- ...street cleaning ?
- ...street lighting ?
- ...repair of roads and pavements ?
- ...parks, playgrounds and open spaces?
- ...nursery education (under 5's) ?
- ...primary education (5 - 11 yrs) ?
- ...secondary education (11 - 18 yrs) ?
- ...adult education/evening classes ?
- ...leisure and sports facilities ?
- ...libraries ?
- ...social services ?
- ...council housing ?
- ...recycling facilities ?
- ...local health services ?
- ...public transport ?
- ...policing ?
- ...housing benefit service ?
- ...collection of council tax ?
- ...youth services available for 13-19 year olds ?
- ...arts and cultural activities ?
- ...services for disabled people ?

SHOW SCREEN. INVERT SCALE ALTERNATELY.

Q. Taking everything into account, how satisfied or dissatisfied are you with the way Lambeth Council runs things?

- Very Satisfied
- Fairly Satisfied
- Neither satisfied or dissatisfied
- Fairly dissatisfied
- Very dissatisfied

SHOW SCREEN. INVERT SCALE ALTERNATELY.

Q. To what extent do you agree or disagree that Lambeth is a place where people from different backgrounds get on well together?

- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree
- Don't know

Q. Which, if any, items on this list would you like more information on?

- News on what's happening in the area
- What different council departments do
- Who your councillors are and how to contact them
- What the council spends its money on/what services cost
- How the council is performing
- Details about the standard of service you can expect
- How to complain to the council
- Who to contact at the council with different problems
- How and where to vote/register to vote
- Council Meetings in your area
- Council meetings at the Town Hall
- How to get involved and influence council decisions
- Other
- None of these
- D/K

SHOW SCREEN/MULTICODE

Q. From which of these sources would you most like to find out about Lambeth Council? You may select up to 4.

- Contact with council staff
- Contact with Councillors
- Council Newspaper 'Lambeth Life'
- Council Website
- Local newspaper
- Local radio
- Regional TV
- Leaflets and notice boards in council buildings
- Local Shops
- Citizens Advice Bureau
- Leaflets delivered to your door
- Posters
- Public meetings
- Friends, neighbours and relations
- Council offices
- Town Hall
- Doctor's surgery
- Other
- None of these
- DK

SHOW COPY OF "LAMBETH LIFE"

Q. Have you had a copy of the local council magazine "Lambeth Life" delivered to your door in the last 3 months?

- Yes
- No
- DK

Q. In the past year, have you contacted Lambeth Council by telephone, in writing either by post or email, or in person at a council office?

TICK ALL THAT APPLY

- 1 Yes - by telephone
- 2 Yes - in writing
- 3 Yes - via email
- 4 Yes - in person at a council office
- 5 No
- 6 DK

Q. Which one of the following is your preferred method of contacting the council?

1. Visit to a one stop shop close to my home (i.e. a place where you can get information and advice on any council services)
2. Visit to the Town Hall
3. Telephone
4. Internet - (web and e-mail)
5. Post

SHOW SCREEN/MULTICODE

Q. Do you have access to the Internet?

1. Yes at home
2. Yes at work
3. Yes at school/college
4. Yes at a Lambeth library
5. No, none of these

SHOW SCREEN - MULTICHOICE

Q. In the last twelve months, have you used the Internet for any of the following?

- 1 To get information about a public service e.g. the council, Health service, govt dept. etc.
- 2 To send an email to a public service
- 3 For educational purposes
- 4 To make purchases or other commercial transactions
- 5 For entertainment
- 6 For other purposes

SHOW SCREEN - MULTICHOICE

Q. Thinking about the future, are you likely to be interested in using the Internet for any of the following purposes?

- 1 To get information about Lambeth Council
- 2 To send an email to Lambeth Council
- 3 To pay for a council service e.g. council tax or parking permit
- 4 To contact your councillor to complain about a service
- 5 To find out about employment at Lambeth Council
- 6 To comment on council plans
- 7 To look at planning proposals

---

**Metropolitan Police Authority Questions:**

Now thinking about your local police, to what extent do you agree or disagree with these statements

Show screen

Single code

If I was a victim of a crime I am confident the police would deal with it seriously

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

DK

If I was suspected of a crime I would trust the police to deal with me fairly

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

DK

---

**CLASSIFICATION DETAILS (as Londonwide)**

---

Do you have any long term illness, health problems or disability which limits your daily activities or the work you can do?

1 Yes

2 No

---

Do you have any children aged 16 or under living in the household ?

1 YES

2 NO

**SHOW SCREEN**

Q. From the following list which one of these best describes your faith

1 Atheist

2 Buddhist

3 Christian

4 Hindu

5 Jewish

6 Muslim

7 Sikh

8 Other: Write in \_\_\_\_\_

DO NOT USE PEN TO WRITE ANSWERS ENTER YOUR RESPONSE USING THE PAD ON SCREEN

INTERVIEWER INSTRUCTION: "TW16" is not a full post code:  
however "TW16 6HB" is a full post code.

DO NOT USE PEN TO WRITE ANSWERS ENTER YOUR RESPONSE USING THE PAD ON SCREEN

Please ensure that you insert a space (blank) between the house number and the street name.

DO NOT USE PEN TO WRITE ANSWERS ENTER YOUR RESPONSE USING THE PAD ON SCREEN

PLEASE INSERT TITLE E.G. MR\MRS\MISS USING KEYPAD

Please enter name of respondent:

Could I ask for your phone number ?

- 1 YES
- 2 NO

(if no) Why not ?

- 1 EX-DIRECTORY
- 2 NO PHONE
- 3 REFUSAL

What is your full telephone number including the area code ?

INTERVIEWER NOTE:

YOU SHOULD ENTER THE AREA CODE FIRST (E.G 01372, 020 8, 020 7 ETC)

FOLLOWED BY THE TELEPHONE NUMBER (E.G 801010, 7701234, ETC)

DO NOT LEAVE SPACES BETWEEN NUMBERS.

PHONE NUMBER (include area code):

Which member of your household is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources ?

- 1 Respondent
- 2 Respondent's Spouse\Partner
- 3 Other Adult

Working status of Chief Income Earner (CIE)

- 1 Employed
- 2 Self-Employed
- 3 Not Working, Dependent On State Benefit, Chief Wage Earner (CWE) In Household
- 4 Not Working, Dependent On State Benefit, No Chief Wage Earner In Household
- 5 Not Working, Other Income

COLLECT OCCUPATION OR PREVIOUS OCCUPATION DETAILS OF CIE  
OR IF CIE NOT WORKING AND THERE IS A CWE, COLLECT CWE DETAILS  
What is the type of firm where the CIE\CWE works ?

What is the job actually done by the CIE\CWE ?

What is the title, rank, grade, etc of the CIE\CWE ?

Is the CIE\CWE self-employed ?

- 1 YES
- 2 NO

How many people work there altogether ?

How many is the CIE\CWE responsible for ?

DOES THE CIE OR CWE HAVE ANY QUALIFICATIONS (SUCH AS APPRENTICESHIPS,  
PROFESSIONAL QUALIFICATIONS, UNIVERSITY DEGREES, DIPLOMAS ETC.)

Does the CIE or CWE have any qualifications ?

- 1 YES
- 2 NO

Enter qualifications

ENTER ANY OTHER RELEVANT DETAILS TO ASSIST CLASSIFICATION  
OF OCCUPATION AND INDUSTRY. IF NO FURTHER DETAILS PRESS "OK"

Is this the correct address ?

<Answer depending on routing> <Answer depending on routing> <Answer depending on routing>

- 1 YES
- 2 NO

DO NOT USE PEN TO WRITE ANSWERS ENTER YOUR RESPONSE USING THE PAD ON  
SCREEN

INTERVIEWER INSTRUCTION: "TW16" is not a full post code:  
however "TW16 6HB" is a full post code.

DO NOT USE PEN TO WRITE ANSWERS ENTER YOUR RESPONSE USING THE PAD ON SCREEN

Please ensure that you insert a space (blank) between the house number and the street name.

As I mentioned earlier, I am working on behalf of T NS , a market research company which carries out many kinds of market research. They may like to contact you in future about other research projects - is that all right ?

- 1 YES - OK
- 2 NO - RESPONDENT DOES NOT WANT TO BE CONTACTED AGAIN.

THANK YOU VERY MUCH FOR YOUR TIME

INTERVIEWER: Record where interview conducted

- 1 In Street
- 2 On doorstep
- 3 In Home

Social grade

- 1 . A .
- 2 . B .
- 3 . C1 .
- 4 . C2 .
- 5 . D .
- 6 . E .

DECLARATION:

I certify that this interview has been personally carried out by myself with the informant at his/her address and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine, and I have not interviewed him/her on any survey in the last six months. PLEASE PRINT YOUR NAME AND SIGN BELOW IF THIS INTERVIEW WAS CONDUCTED WITH AN ACCOMPANYING OFFICER, THE OFFICER SHOULD ALSO SIGN BELOW

## STATISTICAL SIGNIFICANCE

When comparing the results of one survey (say the Lambeth survey) with another (say the London-wide survey), one wants to know if the difference between the findings are statistically significant. That is, are the differences 'real' (i.e. they would occur if we were able to interview all residents in the borough rather than just a sample) or have they occurred by chance in this sample?

Similarly, if one is comparing two sub-groups within one survey say the results for men compared with women, we need to know if the differences observed are real or whether they have occurred by chance.

Most surveys follow a convention where we accept a 5% or lower probability that the result we are looking at was obtained by chance, as indicating a significant difference.

Whenever a sample survey is conducted one can never categorically say that the result is a true result or the differences between two sample surveys are real because of sampling error. A number of factors affect sampling error. Some of these cannot be easily quantified but can be reduced by considering the design of the survey (e.g. how we select the respondents, wording in the questionnaire, etc). Other factors are quantifiable, the most important of which is the sample size. The bigger the sample size, the smaller the sampling error. Another factor is the observed level (e.g. 50% of residents agreed with a certain statement).

The table below shows the difference between observed percentages and the pooled average that is required for the difference to be considered significant at the 95% level of confidence.

For example, if a sample of 500 men showed that 15% of men agreed with a certain statement and a sample of 500 women showed that 25% of women also agreed with the statement, the pooled average will be 20%. The observed difference between men and women (10%) is greater than 5.0, which (as shown in bold in the table below), is the minimum difference required for statistical significance.

Therefore, we can conclude the difference is significant i.e. it is unlikely that there is no difference between the rating by men and women (although this does not mean that we can be confident that the real difference is at least 10%).

---

## TESTING FOR SIGNIFICANT DIFFERENCES BETWEEN PERCENTAGES

Sample size	Pooled average				
	10%	20%	30%	40%	50%
25	16.6	22.2	25.4	27.2	27.7
50	11.8	15.7	18.0	19.2	19.6
100	8.3	11.1	12.7	13.6	13.9
200	5.9	7.8	9.0	9.6	9.8
300	4.8	6.4	7.3	7.8	8.0
400	4.2	5.5	6.3	6.8	6.9
500	3.7	<b>5.0</b>	5.7	6.1	6.2
600	3.4	4.5	5.2	5.5	5.7
700	3.1	4.2	4.8	5.1	5.2
800	2.9	3.9	4.5	4.8	4.9
900	2.8	3.7	4.2	4.5	4.6
1000	2.6	3.5	4.0	4.3	4.4
1200	2.4	3.2	3.7	3.9	4.0
1400	2.2	3.0	3.4	3.6	3.7
1600	2.1	2.8	3.2	3.4	3.5
1800	2.0	2.6	3.0	3.2	3.3
2000	1.9	2.5	2.8	3.0	3.1

---

## SOCIAL GRADE

The social grade of a respondent is based on the Chief Income Earner in the household. The Chief Income Earner is the person with the largest income, whether from their employment, pension, state benefits, investments or any other source.

Where information about occupation is unobtainable, the assessment of social grade is based on environmental factors such as the type of dwelling, the amenities in the home, the presence of domestic help, and so on.

The social grade of boarders, lodgers and resident domestic servants in private households is based on the respondent's own occupation.

Social Grade	Chief Income Earner's Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and un-skilled manual workers
E	State pensioners or widows (no other earner), casual or lowest grade workers