

Merton Residents' Survey 2024

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1. Research overview



Research overview

Introduction

- The London Borough of Merton has undertaken a residents' survey to measure and track satisfaction with the council and its services in its current form since 2017.
- The 2024 survey was delivered using a face-to-face interview approach, with a representative sample of 1,009 residents.
- The council also requires benchmarking of its results against national polling data using the LGA local government questions.
- The London Borough of Merton commissioned Enventure Research, an independent research agency, to undertake the 2024 residents' survey.
- The findings from the survey, which are presented in this report, will be used by services across the council to support planning and delivery of future services.



1

Research overview

Research methodology

- The survey used most of the same questions as previous surveys, with some changes to questions.
- Topics included perceptions of and satisfaction with the council, perceptions of the local area, satisfaction with council services, safety in the borough, sport & physical activity, climate change, cost of living, and participation in unpaid and voluntary activities.
- The survey was undertaken with residents of the London Borough of Merton for at least six months aged 18+.
- Interlocking quotas were set to achieve a sample that was representative of the borough in terms of age group, gender, ethnic group, disability and economic status by ward.
- Interviews took an average of 15 minutes.
- The survey was piloted before launch.
- 1,009 interviews were completed between 27 August and 25 September 2024.



1,009 face-to-face interviews



15 minutes on average





Research overview

Interpreting the survey results

- As the survey was completed by a sample and not the entire population of the London Borough of Merton, results are subject to **sampling tolerances**. Based on an approximate total population of 215,187¹, a sample of 1,009 responses gives results that are accurate to approximately $\pm 3.1\%$ at the 95% confidence interval.
- This report contains various tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:
 - The question may have allowed each respondent to give more than one answer (multiple choice)
 - Only the most common responses may be shown in the table or chart
 - Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
 - A response of between 0% and 0.4% will be shown as 0%.





Research overview

Interpreting the survey results

- In some cases, response options have been grouped to provide **an overall level**. For example, 'total satisfied' and 'total dissatisfied'. Where combined percentages do not equal the overall level reported (being 1% higher or lower), this is due to percentages being rounded to the nearest whole number.
- **Statistical analysis** has been used to explore differences in the results provided by key subgroups, such as age group, gender, ethnic group, disability, area, and working status. Where base sizes for groups are not large enough, subgroups have been combined to create larger groups. Subgroup analysis is shown only where statistically significant differences between subgroups at the 95% confidence level have been found using the z-test.
- **Verbatim comments** from open-end (free text) questions were read in detail and code frames developed to show thematic analysis and categorisation of themes.
- Responses of below 5% have not been labelled in charts due to legibility.





Research overview

Interpreting the survey results

- For geographical analysis, and the ability to compare with previous survey findings, the wards have been combined into ward clusters. The ward clusters are defined as follows:
 - **North Wimbledon:** Hillside, Raynes Park, Wimbledon Park and Village
 - **South Wimbledon:** Abbey, Wimbledon Town & Dundonald and Wandle
 - **South West Merton:** Cannon Hill, Lower Morden, Merton Park and West Barnes
 - **East Merton and Mitcham:** Figge's Marsh, Lavender Fields and Pollards Hill
 - **South Mitcham and Morden:** Cricket Green, Ravensbury and St Helier
 - **North East Merton:** Colliers Wood, Graveney and Longthornton





Research overview

Benchmarking results

- Comparisons in this report have been made with the results from the 2021 Merton Resident's Survey. However, it should be noted that the methodology used for the 2021 survey was Computer Aided Telephone Interviewing (due to the pandemic restrictions at the time of fieldwork during Spring 2021) so comparisons should be treated with some caution due to the differences in the methodology.
- The report also benchmarks results against the Local Government Association's 'Are you being served' national survey results where applicable. The LGA carries out national telephone resident satisfaction polls three times a year. Comparisons in this report are with the LGA poll conducted in June 2024 by Yonder Data Solutions with a random sample of 1,000 British adults aged 18+.
- Comparisons have not been made for every question as not all questions in the resident survey were asked in the LGA poll.

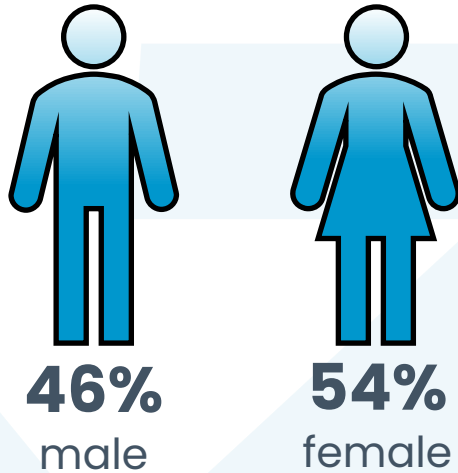


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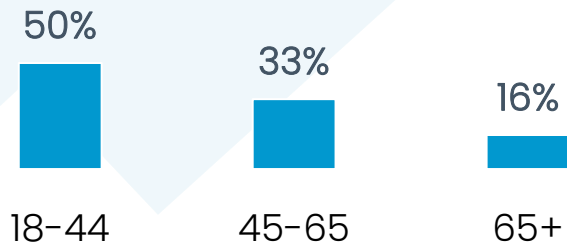
Research overview

Respondent profile

Gender



Age



Long term illness, health problems or disability



9% Considered themselves to have a long-term illness, health problem or disability.

Area

Quotas were set at ward level. Wards have been combined into ward clusters for comparisons with previous survey results.



Question: Which of the following describes how you think of yourself?

Question: Which of these age bands do you fall into?

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

Question: Which ward do you live in?

Base: All respondents (Resident survey 2024: 1,009).

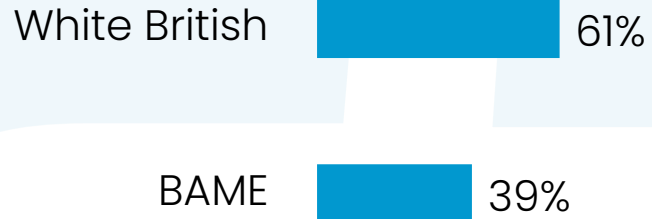


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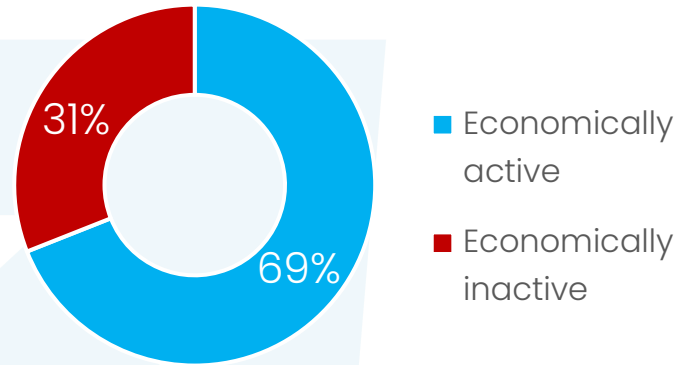
Research overview

Respondent profile

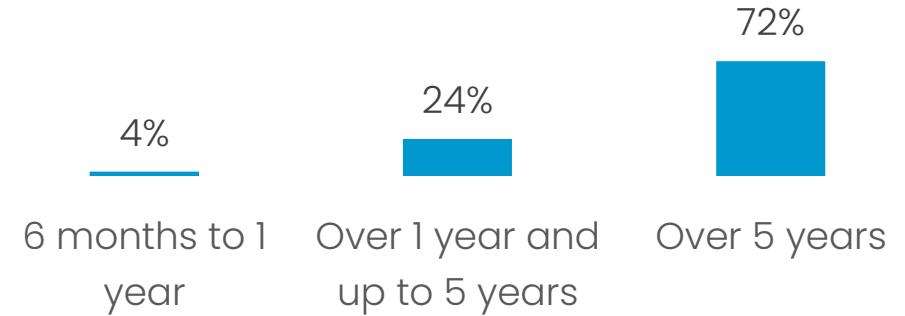
Ethnicity



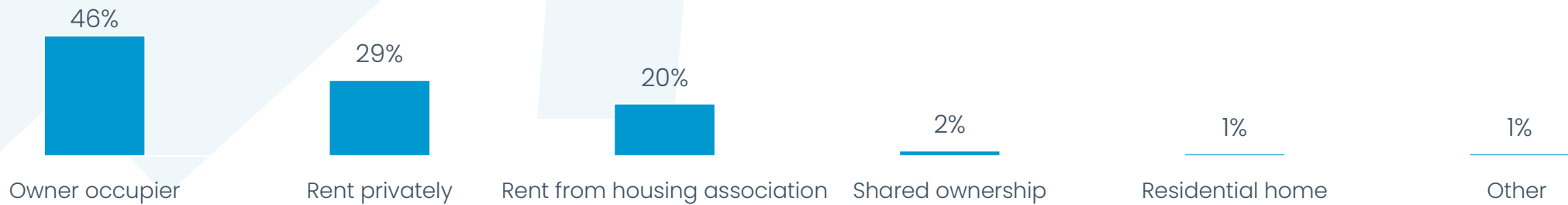
Working status



Living in Merton



Tenure



Question: Please can you tell me which group you consider you belong to?
Question: Which of these activities best describes what you are doing at present?
Question: How long have you lived in the London Borough of Merton?
Question: Which of the following best describes how you occupy your home?
Base: All respondents (Resident survey 2024: 1,009).



2. Key findings

2

Key findings

The 2024 London Borough of Merton Residents' Survey has provided some interesting results, with satisfaction levels increasing in all areas compared with the previous survey in 2021.

Overall, satisfaction has tended to be the most positive in North Wimbledon and South Mitcham & Morden ward clusters, and in contrast not as positive in North East Merton ward cluster.

Hillside, Wandle, Lavender Fields and Raynes Park wards were some of the wards that fared favourably with respondents' views about the council. The wards with respondents that were not as positive included Graveney, Colliers Wood and Pollards Hill.

Overall satisfaction with Merton Council and the way it runs things increased from 61% in 2021 to 82% and is significantly higher than the national average of 55%.

Two-thirds (66%) of respondents agreed that Merton Council provides value for money, which is a significant increase from 40% in 2021 and higher than the national average of 38%.

Being kept informed by the council is important for just over four in five respondents (83%) saying they believe they are kept informed by Merton Council.

Almost three in five (58%) respondents said they speak positively about Merton Council. Those living in the East Merton & Mitcham ward cluster, however, were the least likely to say this (44%).

Nationally, 45% of residents trust their council either a great deal or fair amount. This compares with 79% of respondents that trust Merton Council. Trust is particularly high in the North Wimbledon ward cluster (88%) and the lowest in the North East Merton ward cluster (64%), although this is still 20% higher than the national average.

Views of service provision have largely improved since the 2021 survey. The most significant improvement is in relation to how efficient and well run the council is. In 2021, 61% of respondents said a great deal or to some extent, which has now increased to 84%.

Another significant increase is the view that Merton Council is making the local area a better place for people to live. This increased from 65% in 2021 to 83%.

Having staff who are friendly & polite, and involving residents when making decisions did not see any movement in views.



2

Key findings

A slightly larger proportion of respondents are satisfied with their local area as a place to live (91% compared with 86% in 2021), but satisfaction is the lowest in the North East Merton ward cluster.

In respect to council services, satisfaction levels have increased since 2021 and in most cases are better than the national average. Parks, playgrounds and open spaces, and waste collections continue to rank the highest by respondents. In contrast, parking services and the repair of roads & pavements continue to rank with the lowest satisfaction levels (although they have still improved since the 2021 survey). Satisfaction levels amongst respondents living in the North East Merton ward cluster are lower than the national average in all but one council service area (street cleaning).

Whilst the feeling of safety in the local area during the day and after dark have improved since 2021, the feeling of safety after dark is still lower than the national average.

Respondents' understanding of recycling, the amount they recycle and the desire to recycle more is relatively high.

Respondents believe homes of council / social rent and for first time buyers should be a priority for Merton Council.

Good public transport and parks & open spaces are what respondents value the most.

The top three improvements that respondents want to see are cleanliness of streets and town centres, more affordable housing and less traffic in Merton.

Wimbledon was by far the most popular choice to visit for shopping and socialising, but it was clear that most town centres needed better quality and more shops to improve them, in addition to improving street cleanliness.

The most common ways that respondents find out about what is going on in the area is by council e-newsletters, council printed information and the council website.

Almost two in five (38%) respondents are aware of the ambition for Merton Council to become a Borough of Sport. Positively, almost two-thirds (64%) of respondents said they or their family were physically active.

The majority (83%) of respondents were concerned about acting to reduce the impacts of climate change, with the most common course of action being recycling.

The proportion of those volunteering has decreased since 2021, with one in six (17%) giving some of their time to local organisations.



2

Key performance indicators

	2024	2021	2019	LGA
Satisfaction with Merton Council				
Satisfied	82%	61%	70%	55%
Dissatisfied	5%	20%	14%	21%
Provides value for money				
Agree	66%	40%	70%	38%
Disagree	8%	24%	14%	32%
Merton Council acts of the concerns of residents				
Great deal / fair amount	68%	55%	63%	47%
Not very much / not at all	25%	35%	28%	49%
Trust in Merton Council				
A great deal / fair amount	79%			53%
Not very much / not at all	19%			45%

	2024	2021	2019	LGA
Feel informed about council services				
Very / fairly well informed	83%	68%	70%	52%
Not very / not at all informed	16%	30%	27%	47%
Safety during the day				
Safe	91%	91%	98%	91%
Unsafe	1%	3%	1%	3%
Safety after dark				
Safe	67%	63%	84%	71%
Unsafe	8%	21%	6%	16%
Satisfaction with the local area				
Satisfied	91%	86%	89%	75%
Dissatisfied	3%	6%	5%	13%



Question: Overall, how satisfied or dissatisfied are you with the way Merton Council runs things?

Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)

2

Recommendations

1 Explore differing perceptions geographically
As an overarching recommendation, Merton Council should undertake further insight to establish why satisfaction levels are lower in the North East Merton ward cluster, and in particular Graveney and Colliers Wood wards.



2 Service area improvements
Explore in greater depth what the issues and concerns are for low satisfaction levels on specific service areas, in particular parking services, repair of roads, pavements and street cleaning.



3 Explore concerns around safety after dark
Explore the issues for residents in North East Merton and North Wimbledon ward clusters as to why they feel less safe.



4 Continue to develop and expand resident engagement
Merton Council should explore more opportunities for resident engagement and promote this as much as possible.



5 Regeneration and town centre improvements
To support the regeneration of town centres, improvements should be made in street cleaning and emptying of bins. Furthermore, support is needed to improve the range and number of shops.



6 Improve processes to help people
Residents want to see Merton Council respond quicker when asked for help.



7 Volunteering
Local community groups and organisations make a significant contribution to the local community, but rely on volunteers. Merton Council could work with these groups and organisations to encourage more people to volunteer in their community.



Question: Overall, how satisfied or dissatisfied are you with the way Merton Council runs things?

Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)

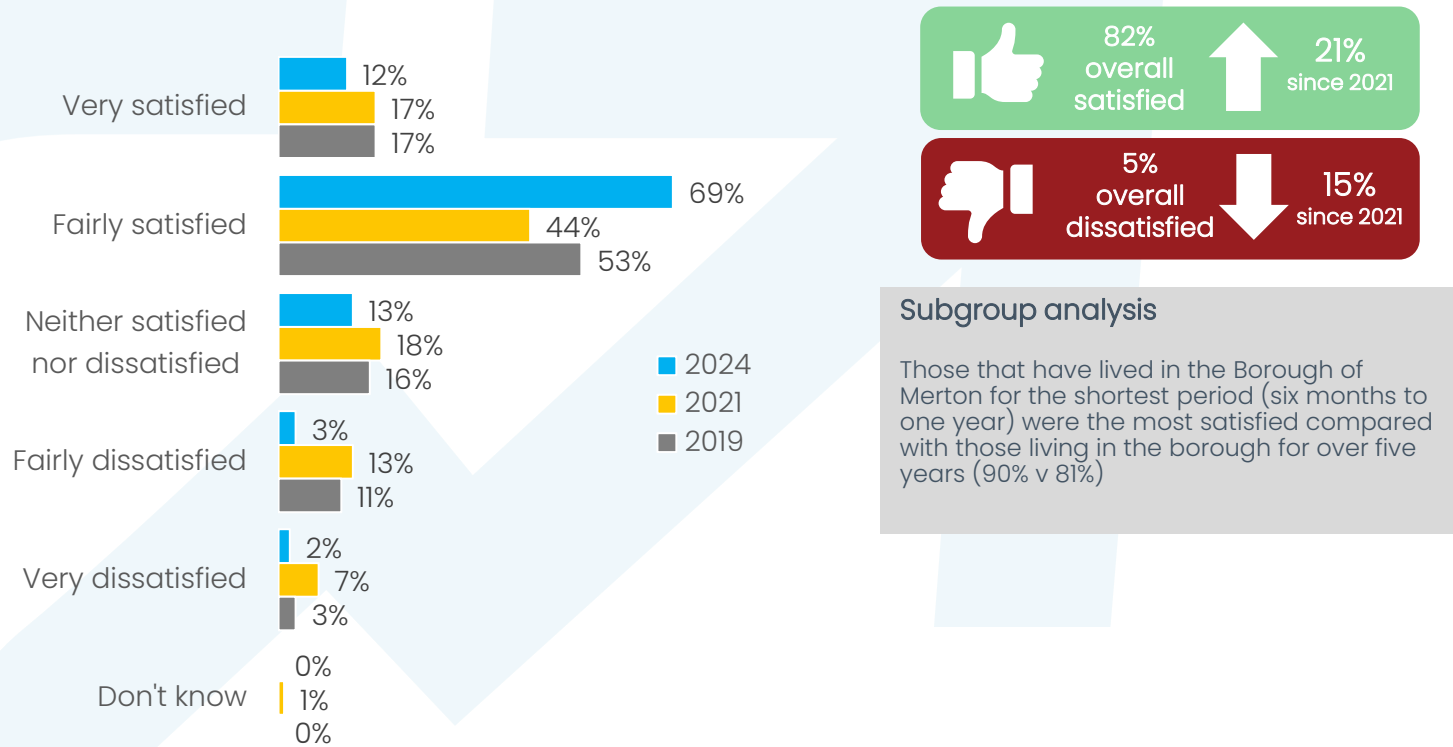
3. Perceptions of Merton Council



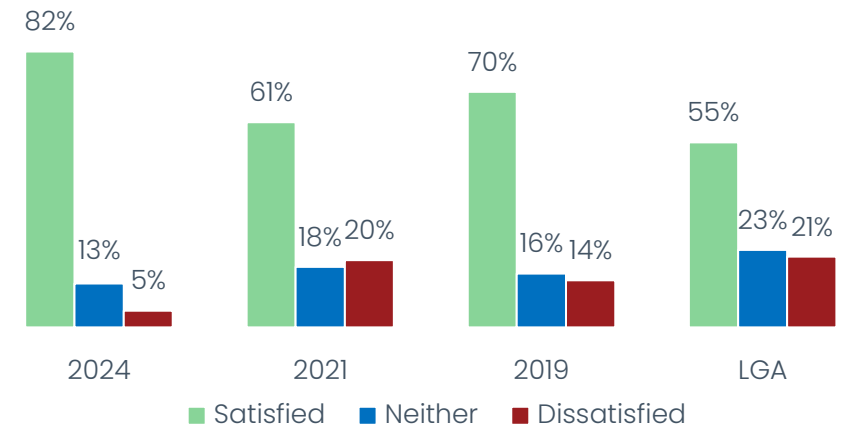
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Perceptions of Merton Council Overall satisfaction with Merton Council

Overall satisfaction has increased from 61% in the 2021 survey to 82%. Satisfaction is also significantly higher than the national average of 55%.



Comparison with 2021 & 2019 surveys, and LGA national benchmarking survey



82% Merton v 55% LGA overall satisfied



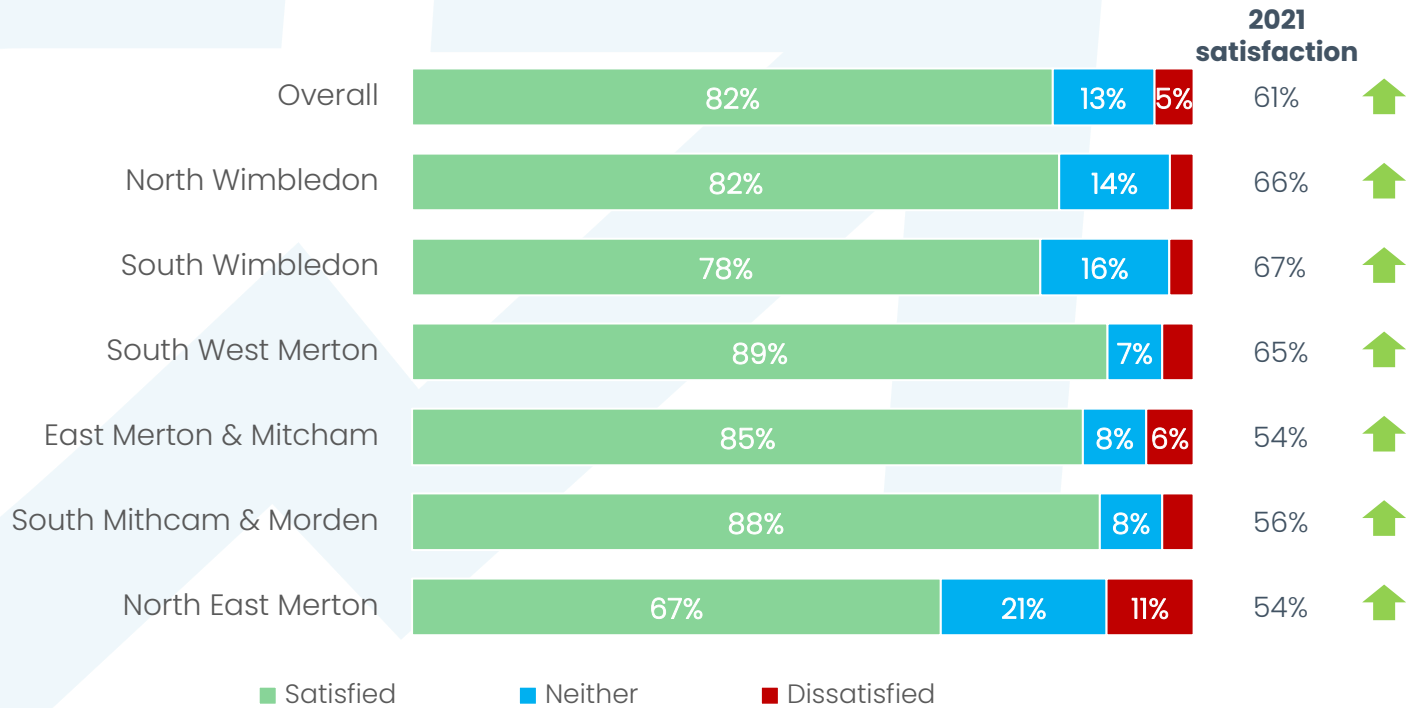
Question: Overall, how satisfied or dissatisfied are you with the way Merton Council runs things?
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000).
 Combined responses are shown.

3

Perceptions of Merton Council Overall satisfaction with Merton Council

Ward and ward cluster analysis

All ward clusters had an increase in the overall satisfaction with Merton Council when compared with the 2021 survey. Respondents in the South West Merton ward cluster were the most satisfied with Merton Council (89%). The lowest level of satisfaction was in the North East Merton ward cluster, where 67% of respondents said they were satisfied. The ward with the highest satisfaction level was Cricket Green (98%) and the lowest satisfaction level was in Graveney (54%).



Wards with highest satisfaction	
Cricket Green	98%
Lavender Fields	96%
Cannon Hill	93%
Ravensbury	91%
Lower Morden	89%
Wards with lowest satisfaction	
Graveney	54%
Colliers Wood	65%
Abbey	72%
St Helier	75%
Wimbledon Town & Dundonald	77%

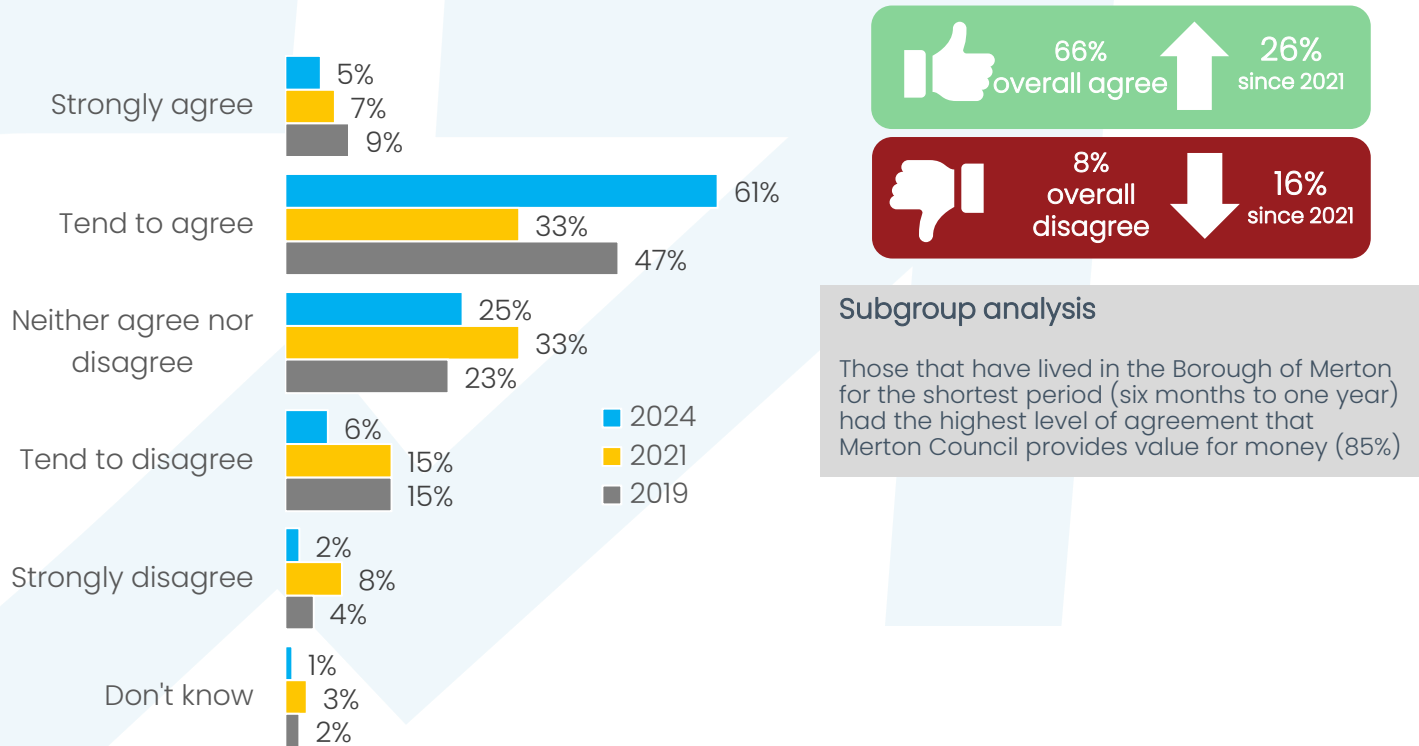


Question: Overall, how satisfied or dissatisfied are you with the way Merton Council runs things?
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005).
 Combined responses are shown.

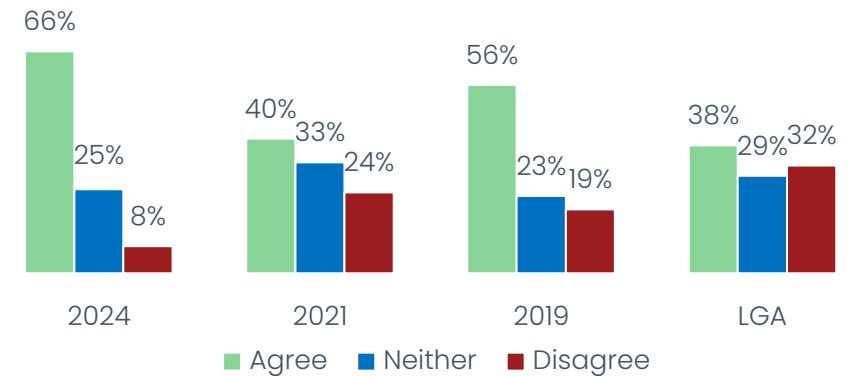
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Perceptions of Merton Council Value for money

The proportion of respondents who agree overall that Merton Council provides value for money increased from 40% in 2021 to 66%. This increase is also reflected in the national figures, where 38% agree their council provides value for money.



Comparison with 2021 & 2019 surveys, and LGA national benchmarking survey



66% Merton v 38% LGA overall agree



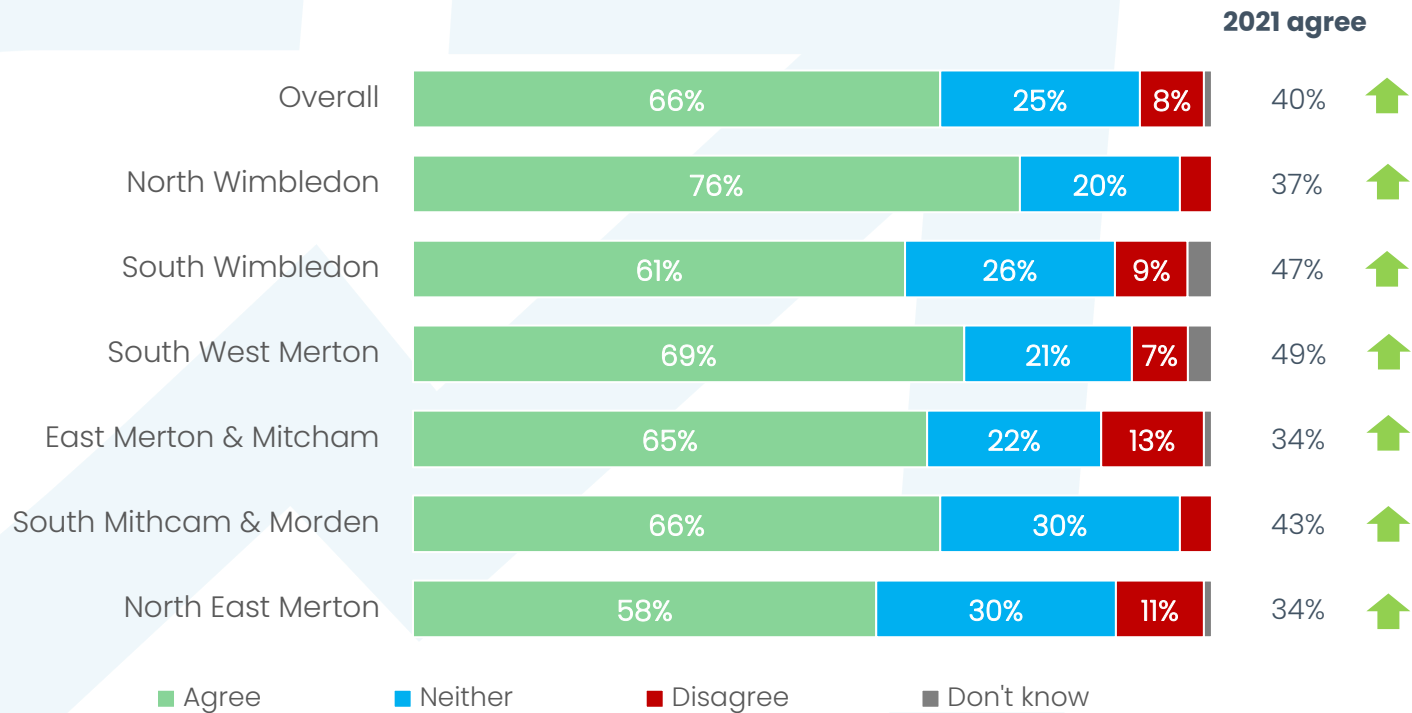
Question: *To what extent do you agree or disagree that Merton Council provides value for money?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

3

Perceptions of Merton Council Value for money

Ward and ward cluster analysis

All ward clusters had an increase in the proportion of respondents saying Merton Council provides value for money compared with the 2021 survey. Agreement was the highest amongst those living in the North Wimbledon ward cluster (76%) and the lowest amongst those living in the North East Merton ward cluster (58%). The ward with the highest level of agreement was Hillside (95%) and the lowest level of agreement was in Graveney (34%).



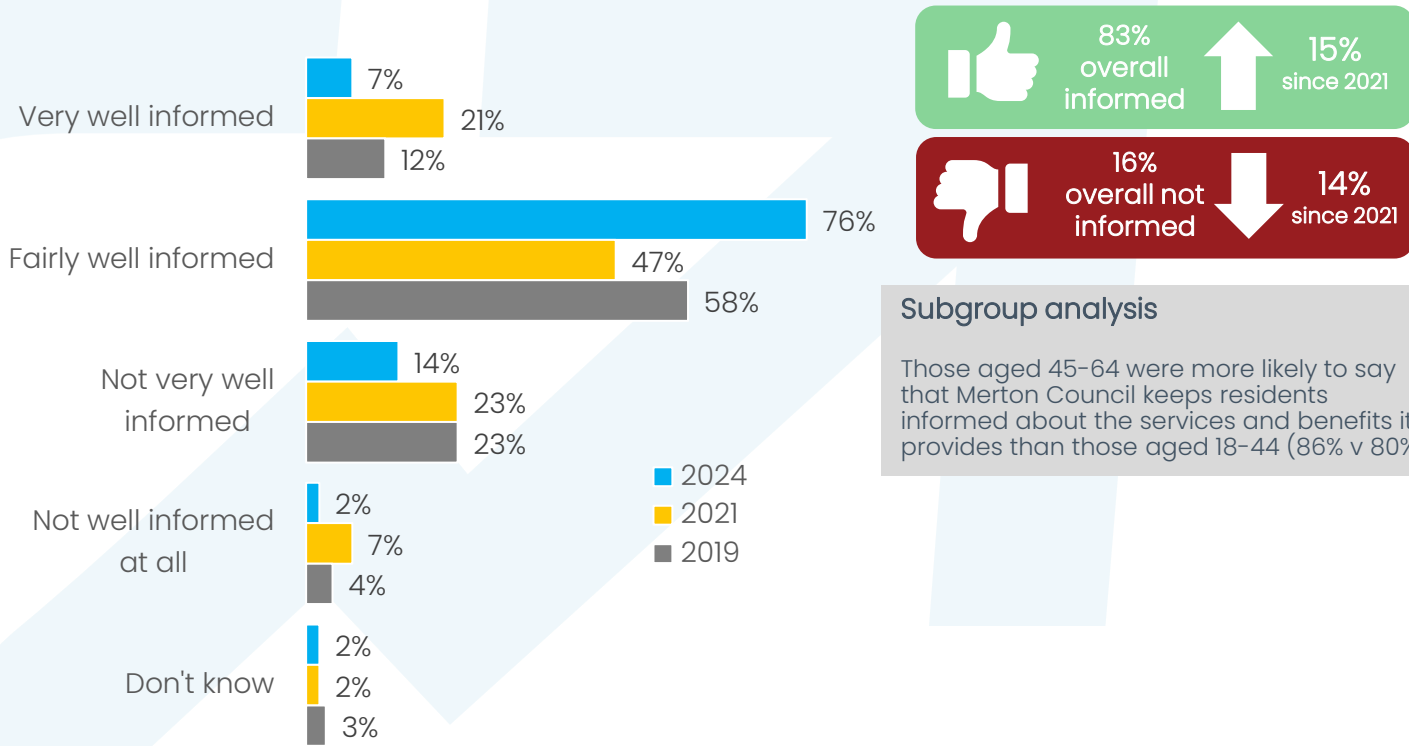
Wards with highest agreement	
Hillside	95%
Wandle	89%
Lavender Fields	89%
Longthornton	78%
Cannon Hill	76%
Wards with lowest agreement	
Graveney	34%
St Helier	48%
Wimbledon Town & Dundonald	50%
Pollards Hill	56%
Abbey	60%

Question: *To what extent do you agree or disagree that Merton Council provides value for money?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.

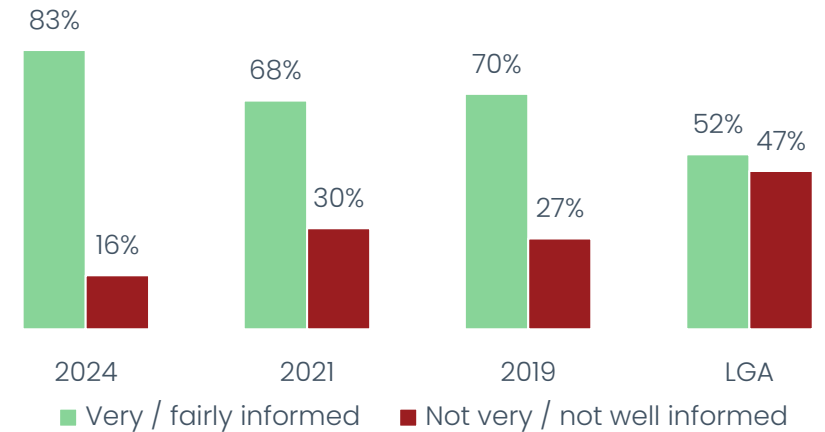
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Perceptions of Merton Council Keeping residents informed

Just over four in five (83%) think Merton Council keeps residents informed about the services and benefits it provides. This is an increase from 68% in 2021 and is significantly higher than the national average of 52%.



Comparison with 2021 & 2019 surveys, and LGA national benchmarking survey



83% Merton v 52% LGA
Very / fairly informed



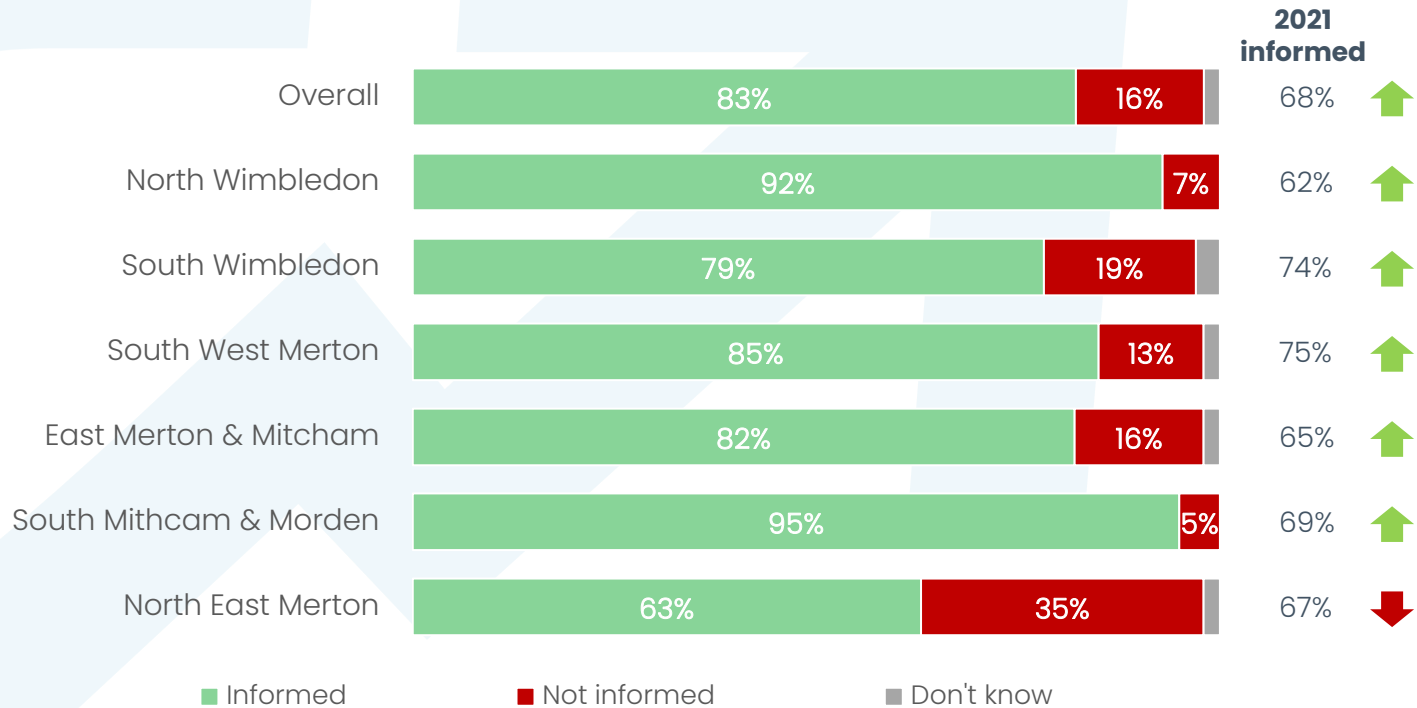
Question: Overall, how well do you think Merton Council keeps residents informed about the services and benefits it provides?
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

3

Perceptions of Merton Council Keeping residents informed

Ward and ward cluster analysis

Most ward clusters had an increase in the proportion of respondents saying Merton Council keeps residents informed when compared with the 2021 survey. Those living in the South Mitcham & Moden ward cluster were more likely to say that Merton Council keeps residents informed than in any other ward cluster (95%). Those living in the North East Merton ward cluster were the least likely to say Merton Council keeps resident informed (63%). The ward with the highest level of respondents feeling informed was Cricket Green and Ravensbury (both 100%) and the ward with respondents feeling the least informed was Graveney (45%).



Wards feeling most informed	
Cricket Green	100%
Ravensbury	100%
Village	95%
Hillside	93%
Wandle	93%

Wards feeling least informed	
Graveney	45%
Colliers Wood	61%
Wimbledon Town & Dundonald	71%
West Barnes	73%
Figge's Marsh	75%

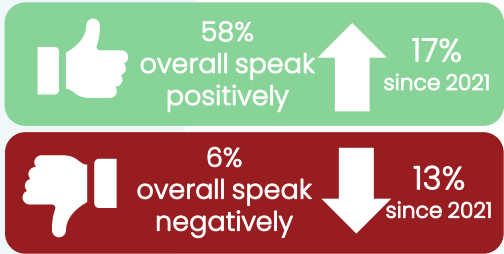
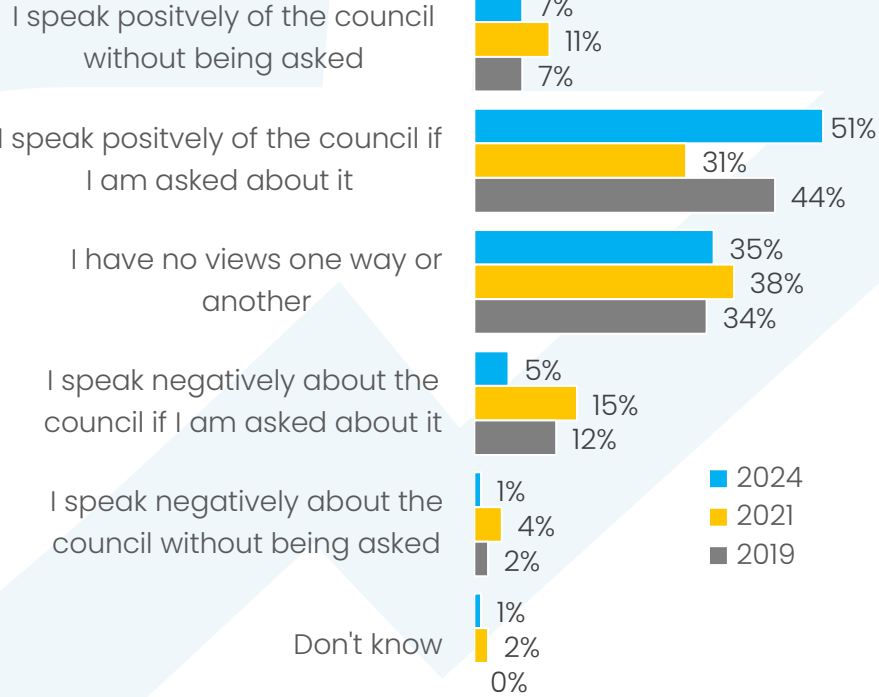
Question: Overall, how well do you think Merton Council keeps residents informed about the services and benefits it provides?
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.



3

Perceptions of Merton Council Council advocacy

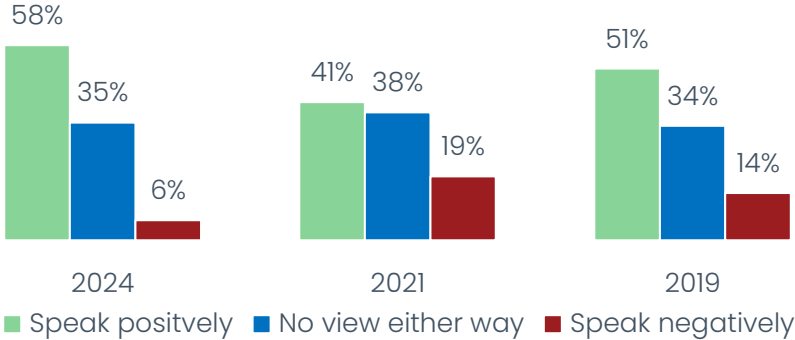
Almost three in five (58%) speak positively about Merton Council (7% without being asked and 51% if asked). This is an increase from 41% in 2021. Just 6% overall speak negatively about Merton Council (a decrease from 19% in 2021).



Subgroup analysis

Those that have lived in the Borough of Merton for the shortest period (six months to one year) speak the most positively about Merton Council compared with those that have lived in the borough for 5+ years (70% v 56%)

Comparison with 2021 & 2019 surveys



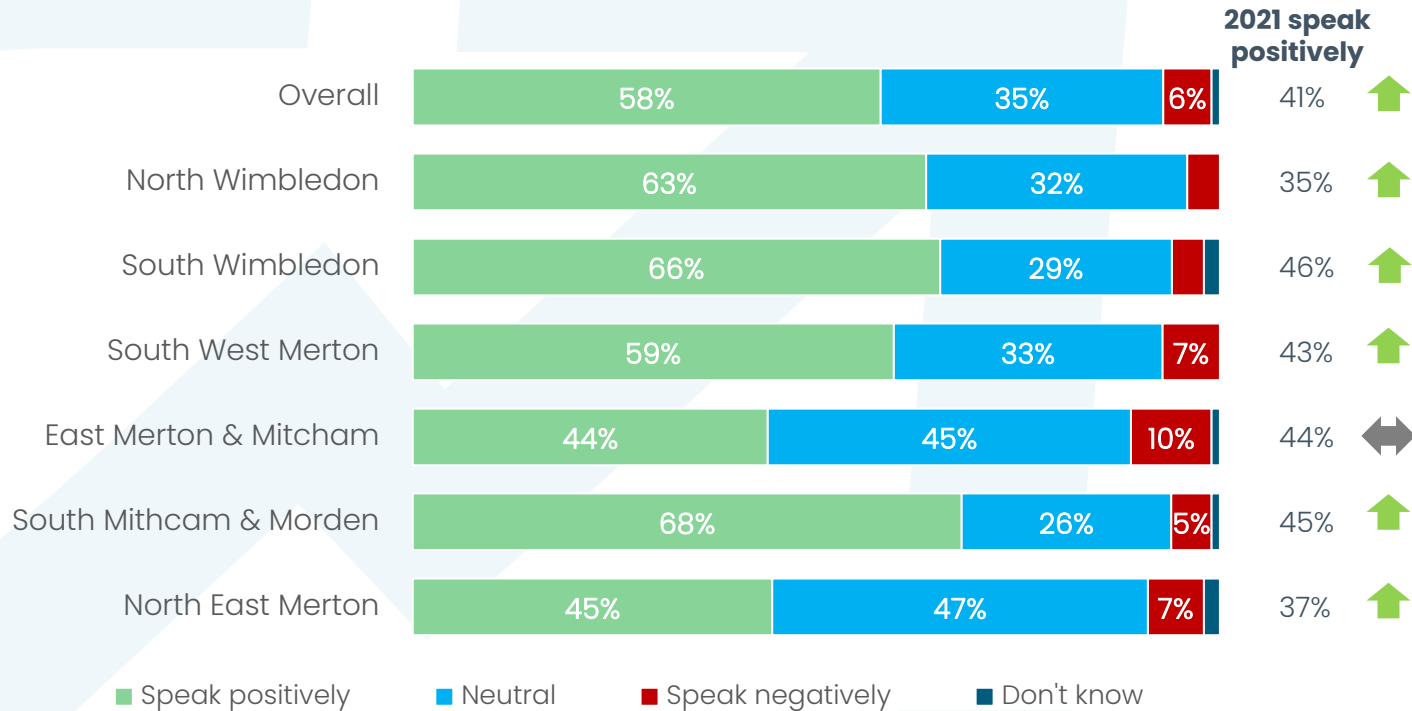
Question: *On balance, which of these statements comes closest to how you feel about Merton Council?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000)
 Combined responses are shown.

3

Perceptions of Merton Council Council advocacy

Ward and ward cluster analysis

Most ward clusters recorded an increase in the proportion of respondents saying they speak positively about Merton Council when compared with the 2021 survey. Those living in the South Mitcham & Morden ward cluster were the most likely to speak positively than in any other ward cluster (68%). Those living in the North East Merton ward cluster were the least likely to speak positively (45%). The ward with the highest level of respondents speaking positively was Hillside (83%) and the ward speaking the least positively was Pollards Hill (28%).



Wards speaking most positively	
Hillside	83%
Wimbledon Town & Dundonald	79%
St Helier	77%
Wandle	71%
Ravensbury	71%

Wards speaking least positively	
Pollards Hill	28%
Colliers Wood	32%
Graveney	41%
Abbey	46%
Village	47%

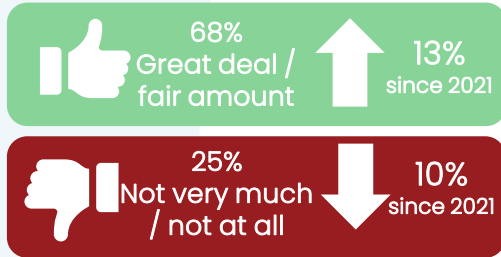
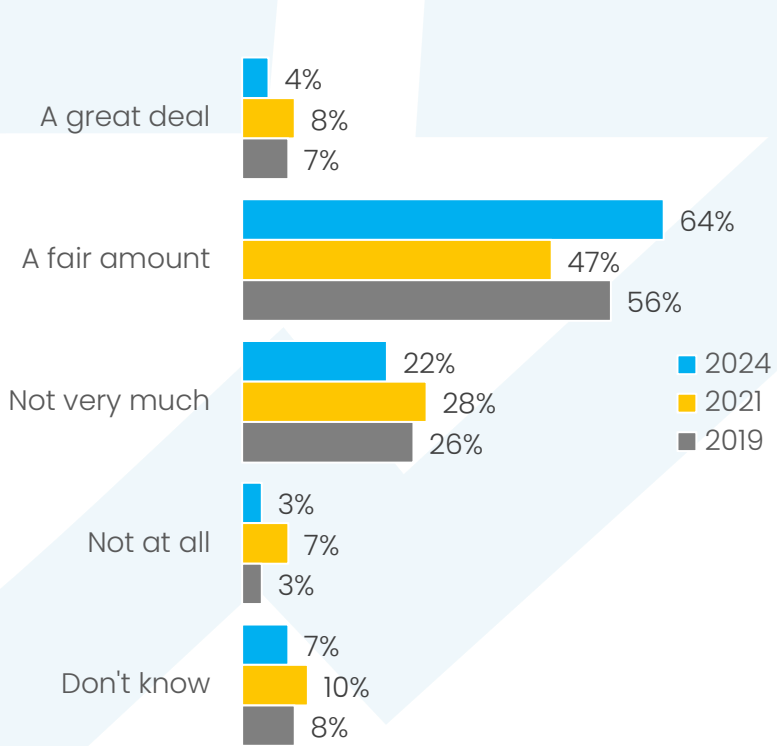


Question: *On balance, which of these statements comes closest to how you feel about Merton Council?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.

3

Perceptions of Merton Council Acts on the concerns of local residents

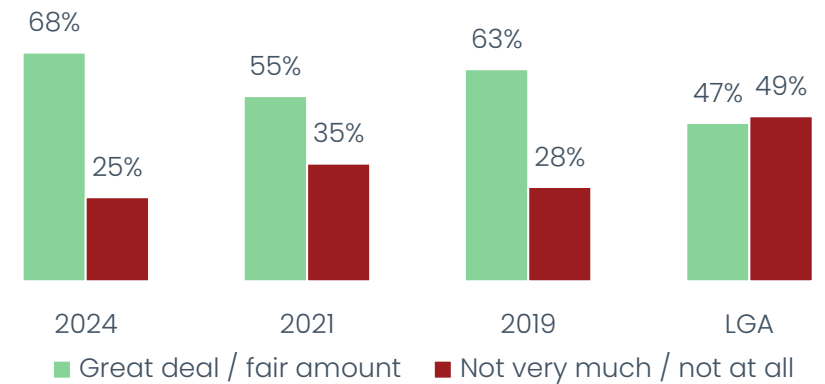
Two-thirds (68%) of respondents believe Merton Council acts on the concerns of local residents. This is an increase from 55% in 2021 and is higher than the national average of 47%.



Subgroup analysis

Those that have lived in the Borough of Merton for less than five years were the most likely to agree that Merton Council acts on the concerns of local residents (over 1 year, up to 5 years – 71%) and 6 months to 1 year – 70%) compared with those that have lived in the borough for 5+ years (67%)

Comparison with 2021 & 2019 surveys, and LGA national benchmarking survey



68% Merton v 47% LGA
great deal / fair amount



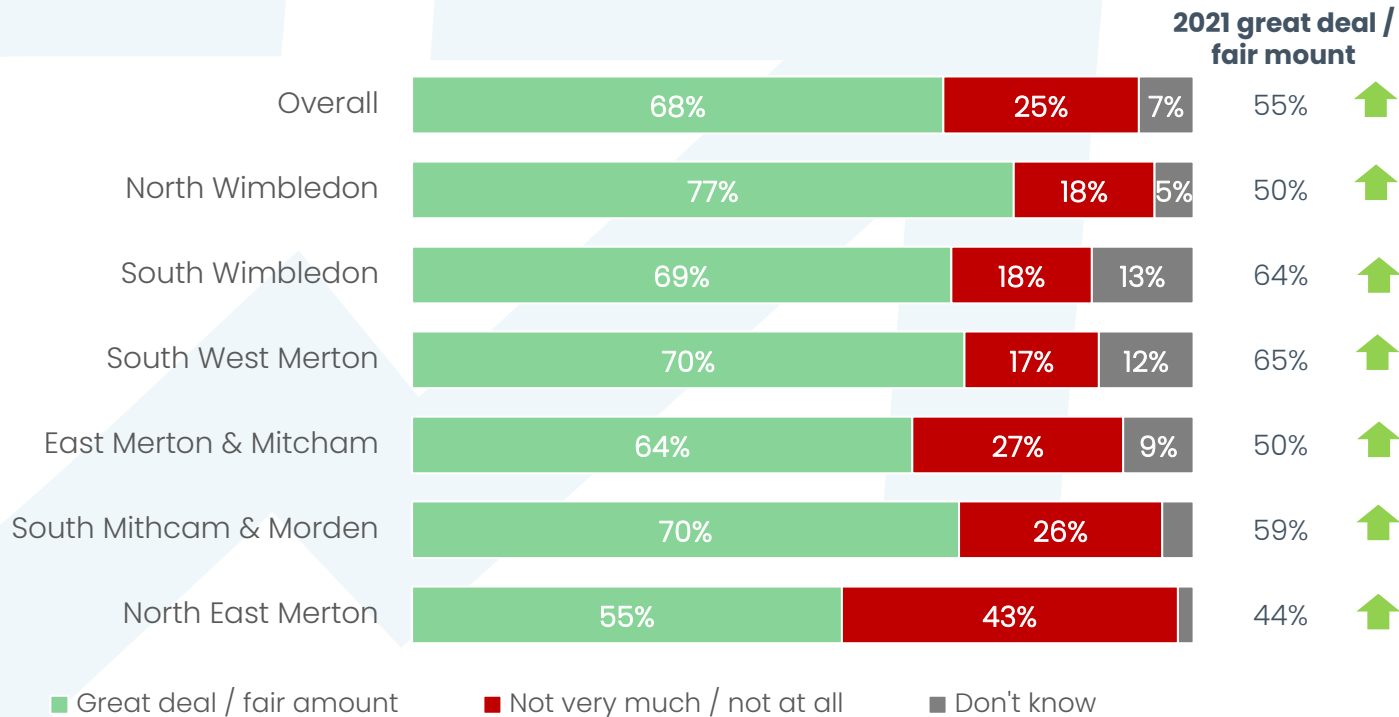
Question: *To what extent do you think Merton Council acts on the concerns of local residents?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

3

Perceptions of Merton Council Acts on the concerns of local residents

Ward and ward cluster analysis

All ward clusters had an increase in the proportion of respondents saying Merton Council acts on the concerns of local residents when compared with the 2021 survey. Those living in the North Wimbledon ward cluster were the most likely to say Merton Council acts on the concerns of local residents (77%). Those living in the North East Merton ward cluster were the least likely to say this (55%). The ward with the highest rating was Hillside (93%) and the ward with the lowest rating was Graveney (32%).



Wards with the highest ratings	
Hillside	93%
Cannon Hill	87%
Raynes Park	84%
Ravensbury	82%
Village	79%
Wards with the lowest ratings	
Graveney	32%
Wimbledon Park	54%
Colliers Wood	54%
St Helier	56%
Pollards Hill	58%

■ Great deal / fair amount ■ Not very much / not at all ■ Don't know

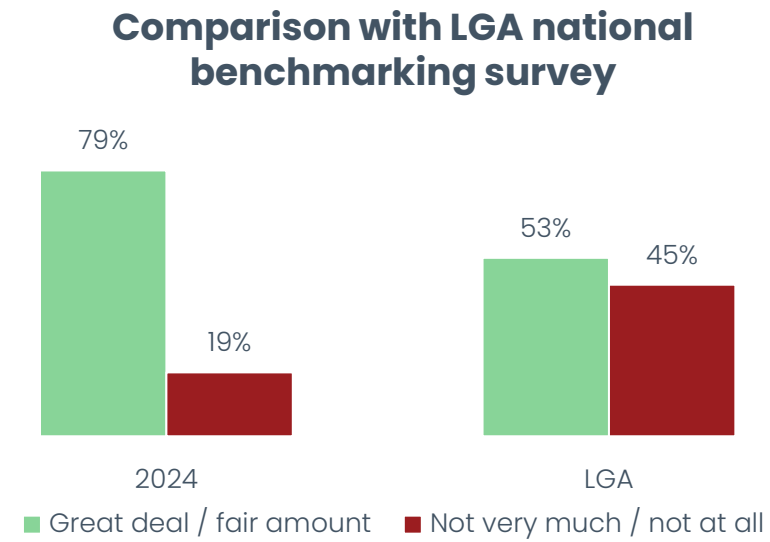
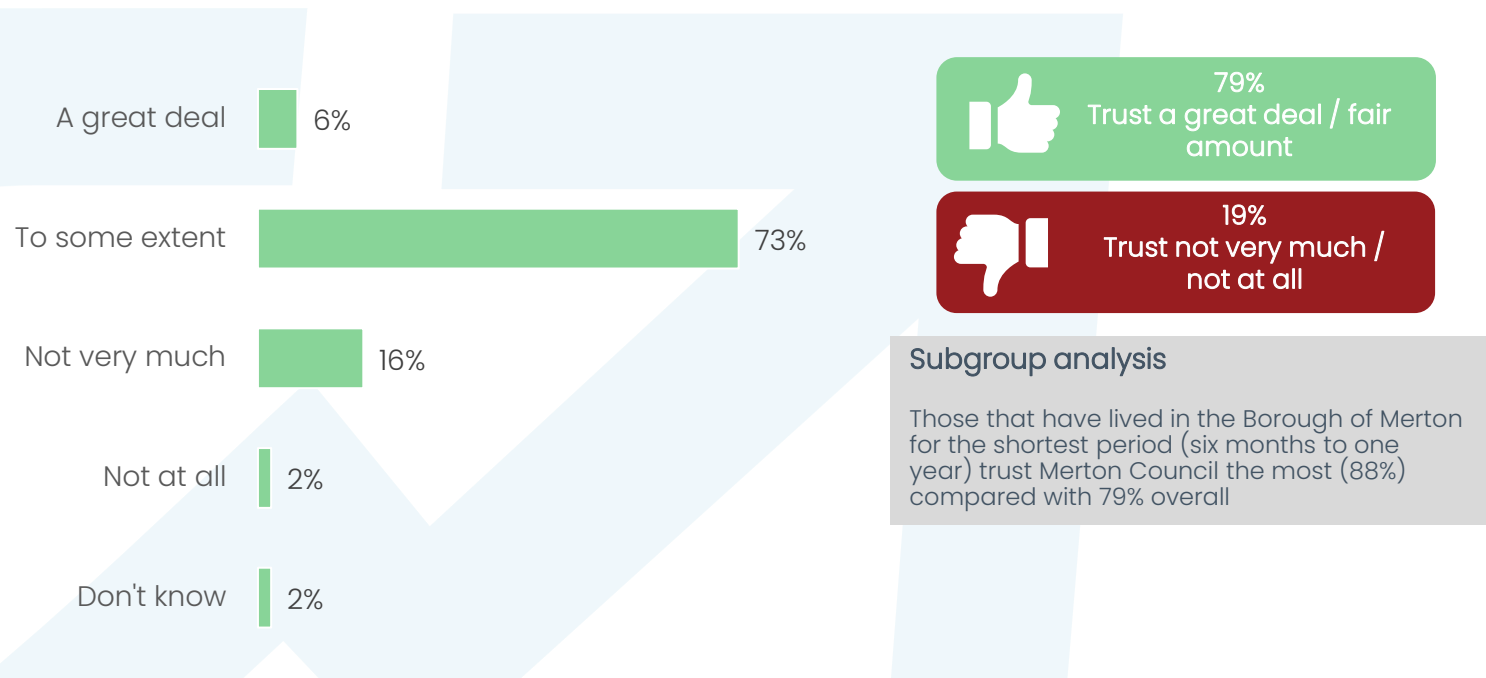
Question: *To what extent do you think Merton Council acts on the concerns of local residents?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.



3

Perceptions of Merton Council Trust in the council

Trust in Merton Council is significantly higher than the national average of 53%, with four in five (79%) respondents saying they trust the council either a great deal or to some extent.



79% Merton v 53% LGA
Trust a great deal / fair amount

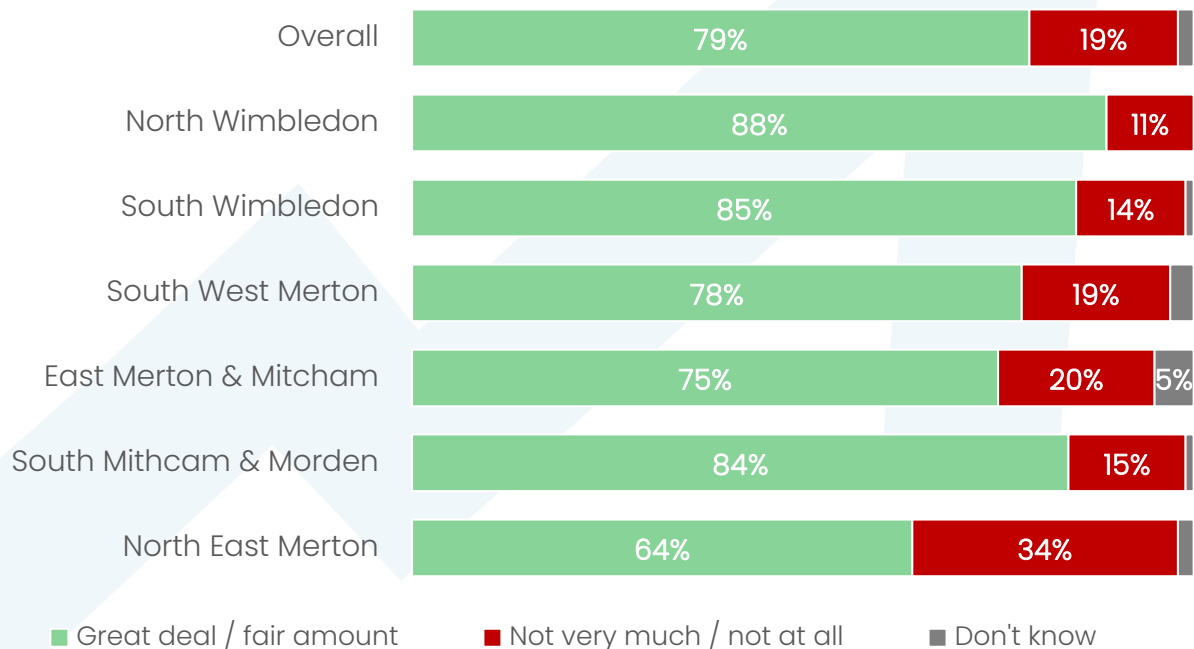
3

Perceptions of Merton Council

Trust in the council

Ward and ward cluster analysis

Those living in the North Wimbledon ward cluster were the most likely to say they trust Merton Council (88%). Those living in the North East Merton ward cluster were the least likely to say they trusted Merton Council (64%). The ward with the highest level of trust amongst respondents was Hillside (98%) and the ward with the lowest level of trust amongst respondents was Graveney (54%).



Wards with highest level of trust

Hillside	98%
Raynes Park	97%
Wandle	93%
Ravensbury	89%
Lavender Fields	89%

Wards with lowest level of trust

Graveney	54%
Colliers Wood	60%
Pollards Hill	64%
Figge's Marsh	72%
Lower Morden	73%

Question: *How much do you trust Merton Council?*

Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)

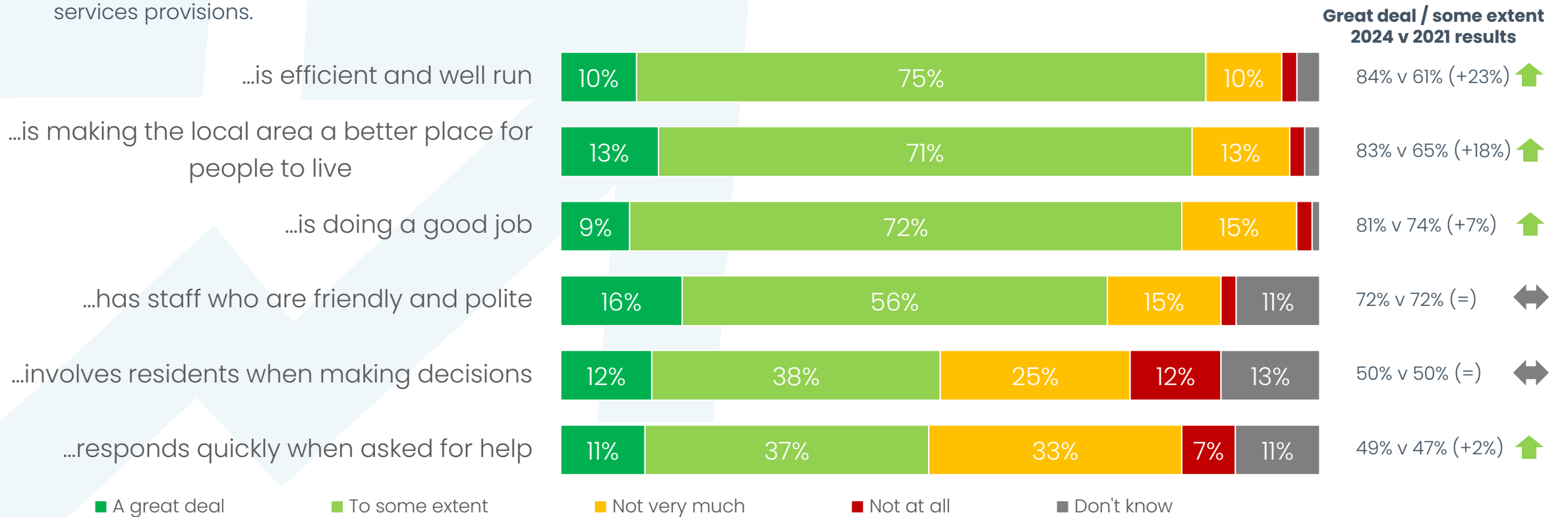
Combined responses are shown.



3

Perceptions of Merton Council Views on service provision

Since the 2021 survey, views on service provision have improved in four of the six areas asked about, and stayed the same in the remaining two areas. Efficiency and being well run had seen the most improvement, closely followed by Merton Council making the local area a better place for people to live. Four in five (81%) respondents also think Merton Council is doing a good job. There has been a slight increase in the proportion of respondents who think Merton Council responds quickly when asked for help, although this is the lowest scoring of all the services provisions.



Question: *To what extent do you think these statements apply to Merton Council....?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.



3

Perceptions of Merton Council Views on service provision

Ward and ward cluster analysis

There was a mix of responses within each ward cluster for views of service provision. The most significant variations were in the East Merton & Mitcham and North East Merton ward clusters, where there were several increases and decreases of more than five percentage points in satisfaction.

Merton Council...	Overall	North Wimbledon	South Wimbledon	South West Merton	East Merton & Mitcham	South Mitcham & Morden	North East Merton
...is efficient and well run	84%	86%	84%	83%	87%	89%	77%
...making the local area a better place for people to live	83%	86%	86%	82%	89%	90%	68%
...is doing a good job	81%	85%	86%	84%	79%	85%	69%
...has staff who are friendly and polite	72%	74%	71%	63%	81%	75%	71%
...involves residents when making decisions	50%	62%	44%	53%	39%	24%	66%
...responds quickly when asked for help	49%	50%	54%	52%	43%	31%	60%

Arrows indicate a difference of more than five percentage points when compared to the overall figure

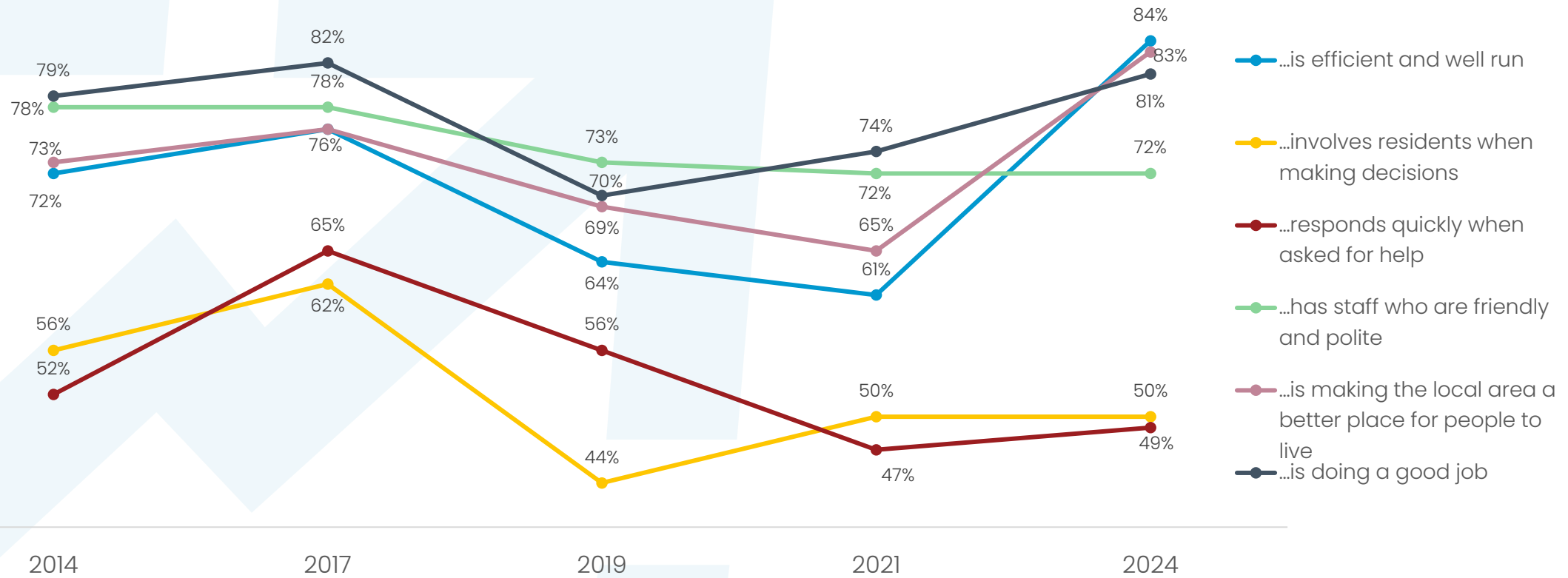


Question: *To what extent do you think these statements apply to Merton Council....?*
 Base: All respondents (Resident survey 2024: 1,009, Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

3

Perception of Merton Council Views on service provision

Generally, the views on each service provision have followed the same pattern since the 2014 survey, with most areas improving since the 2021 survey. However, views on staff who are friendly and polite have steadily been falling.



Question: *To what extent do you think these statements apply to Merton Council....?*

Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000; Resident survey 2017: 1,020; Resident survey 2014: 1,084)
Combined responses are shown.



4. Local area and community cohesion

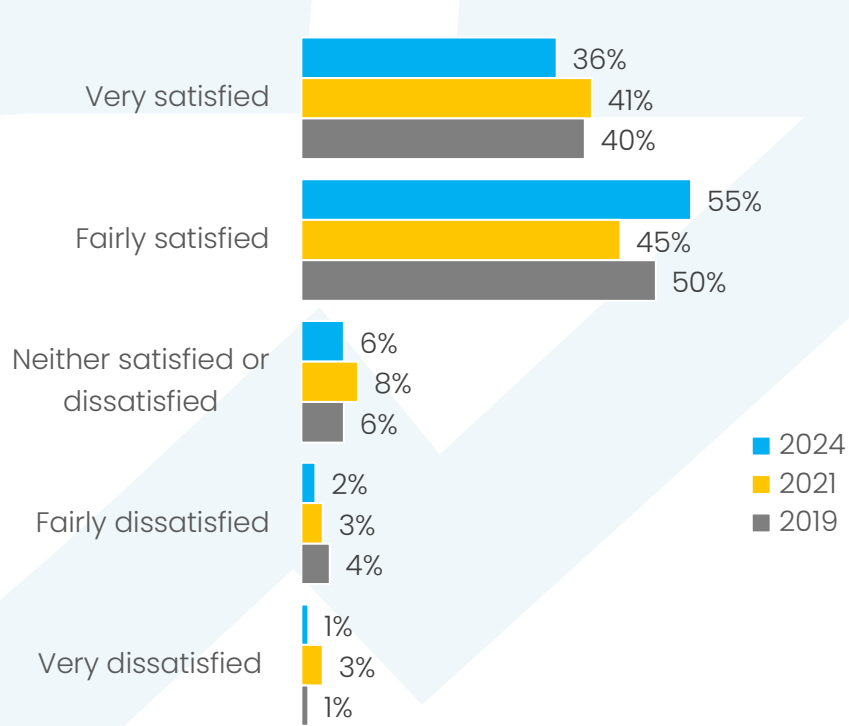


4

Local area & community cohesion

Satisfaction with the local area

Overall satisfaction with the local area as a place to live has increased to 91% since 86% in the 2021 survey. Satisfaction is also higher than the national average of 75%.



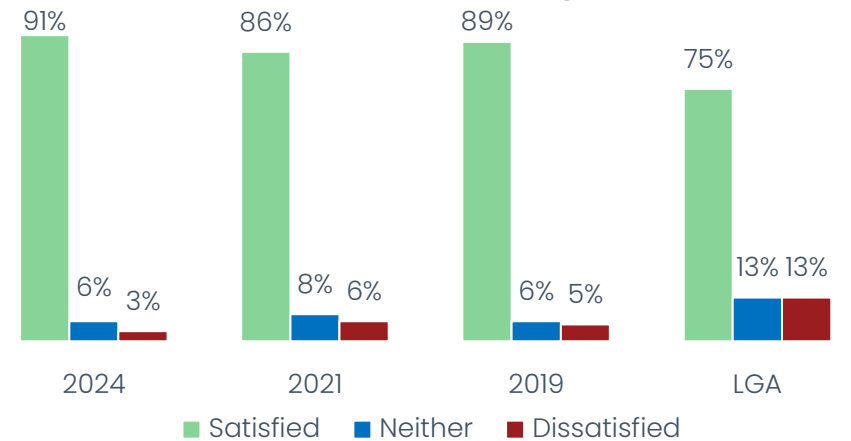
Subgroup analysis

Owner occupiers were more likely to be very satisfied than residents that rent from a housing association (40% v 28%)

White British respondents were more likely to be satisfied overall (very and fairly) than BAME respondents (93% v 88%)

Those that have lived Merton for the shortest period (six months to one year) were the most satisfied compared with those living in the borough for over five years (95% v 90%)

Comparison with 2021 & 2019 surveys, and LGA national benchmarking survey



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

Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
Combined responses are shown.



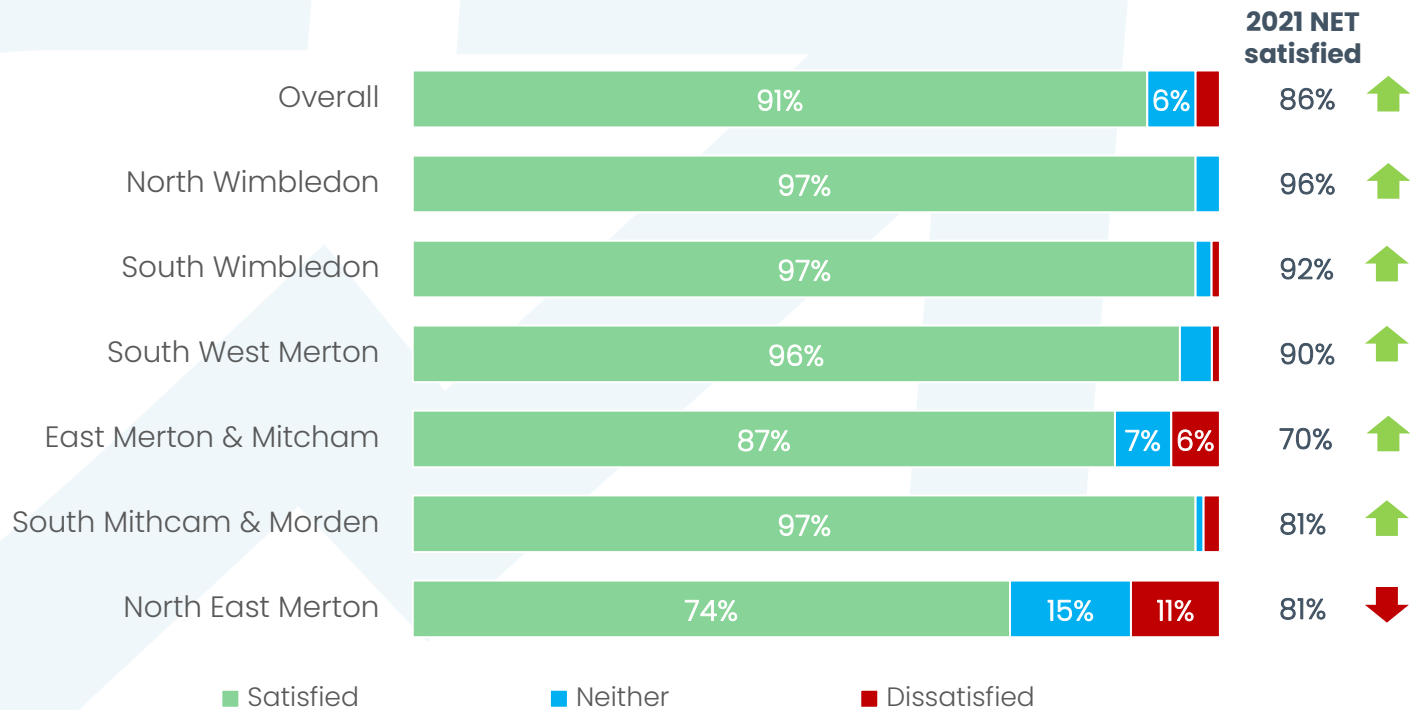
4

Local area & community cohesion

Satisfaction with the local area

Ward and ward cluster analysis

Respondents in the North Wimbledon, South Wimbledon and South Mitcham & Morden clusters were the most satisfied with the local area as a place to live (all at 97%). However, respondents living in the North East Morden cluster were the least satisfied (74%), and this is the only ward cluster to have a decrease in satisfaction from the 2021 survey. Satisfaction was the highest in four wards (100%), and in comparison, respondents in the Graveney ward were the least satisfied with the local area (61%).



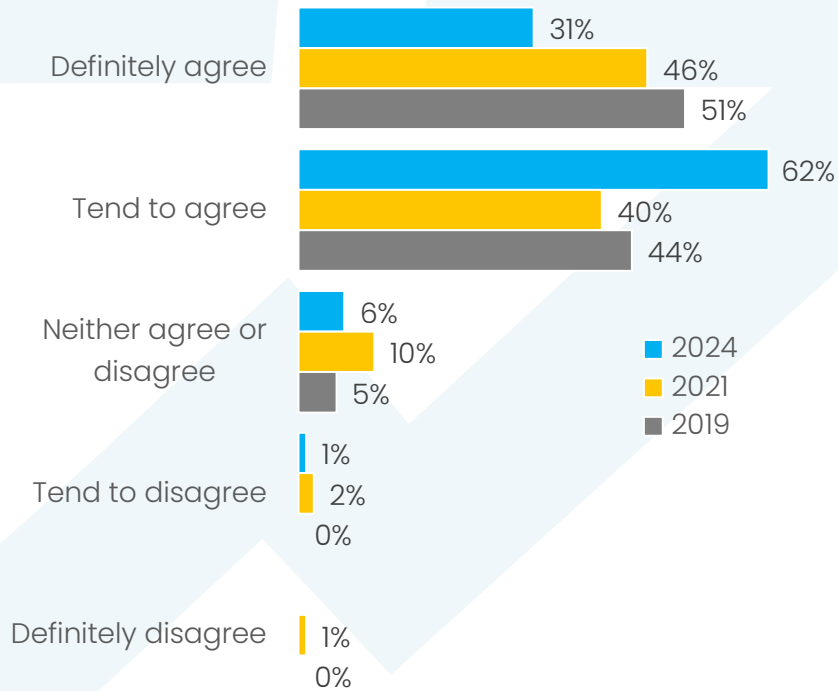
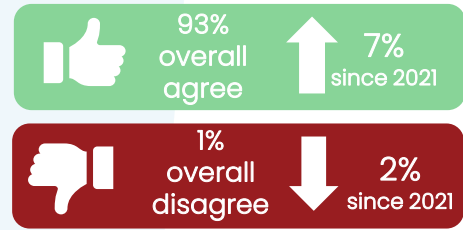
Wards most satisfied	
Lavender Field	100%
Ravensbury	100%
Wandle	100%
Wimbledon Park	100%
Cricket Green	98%
Wards least satisfied	
Graveney	61%
Colliers Wood	74%
Figge's Marsh	77%
Pollards Hill	82%
Longthornton	87%

Question: Overall, how satisfied or dissatisfied are you with your local area as a place to live?
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.

4

Local area & community cohesion Community cohesion

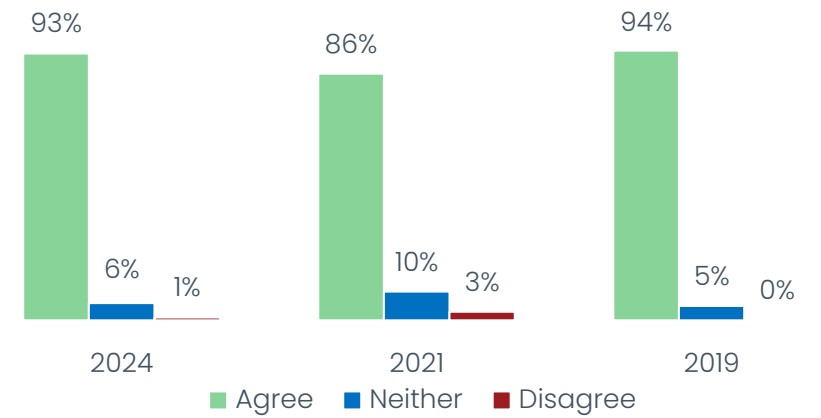
Over nine in ten (93%) agree overall that their local area is a place where people from different backgrounds get on well together. This is an increase from 86% in the 2021 survey. This is consistent with the national figure of 94%. The proportion of respondents that said they definitely agree has decreased (from 46% in 2021 to 31%). However, this is counteracted as those saying they tend to agree increased from 40% in 2021 to 62%.



Subgroup analysis

Respondents with a long-term illness, health problem or disability were more likely to say they definitely agree compared with those who do not (51% v 29%)

Comparison with 2021 & 2019 surveys



Question: *To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

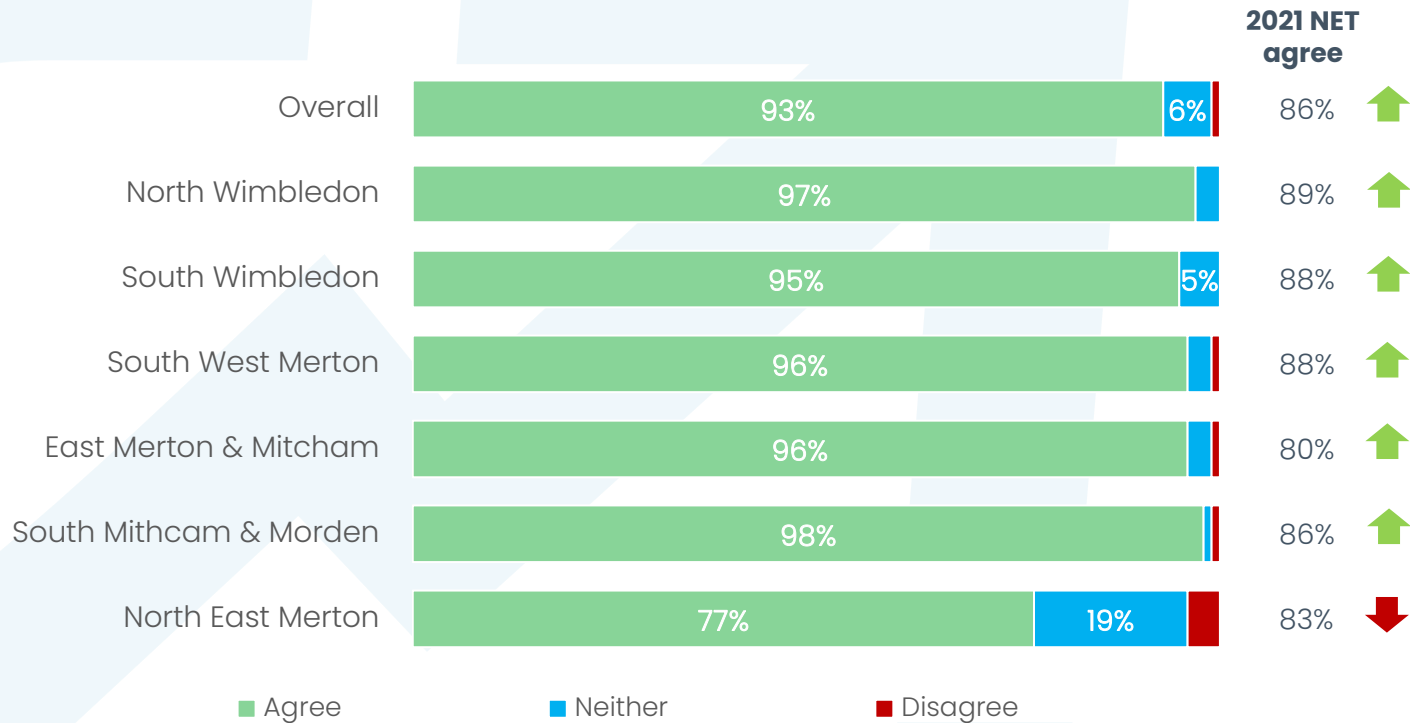
4

Local area & community cohesion

Community cohesion

Ward and ward cluster analysis

Respondents in the South Mitcham & Morden ward cluster had the highest level of agreement (98%). Respondents living in the North East Merton cluster had the lowest levels of agreement (77%), which is also a decrease from 83% in the 2021 survey, and this is the only ward cluster to have a decrease from the 2021 survey. Respondents in the Colliers Wood ward had the lowest levels of agreement (68%).



Wards with highest agreement	
Cricket Green	100%
Lavender Fields	100%
Wandle	100%
Wimbledon Park	100%
Lower Morden	98%
Wards with lowest agreement	
Colliers Wood	68%
Graveney	70%
Pollards Hill	92%
Abbey	92%
Longthornton	93%



Question: *To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005)
 Combined responses are shown.

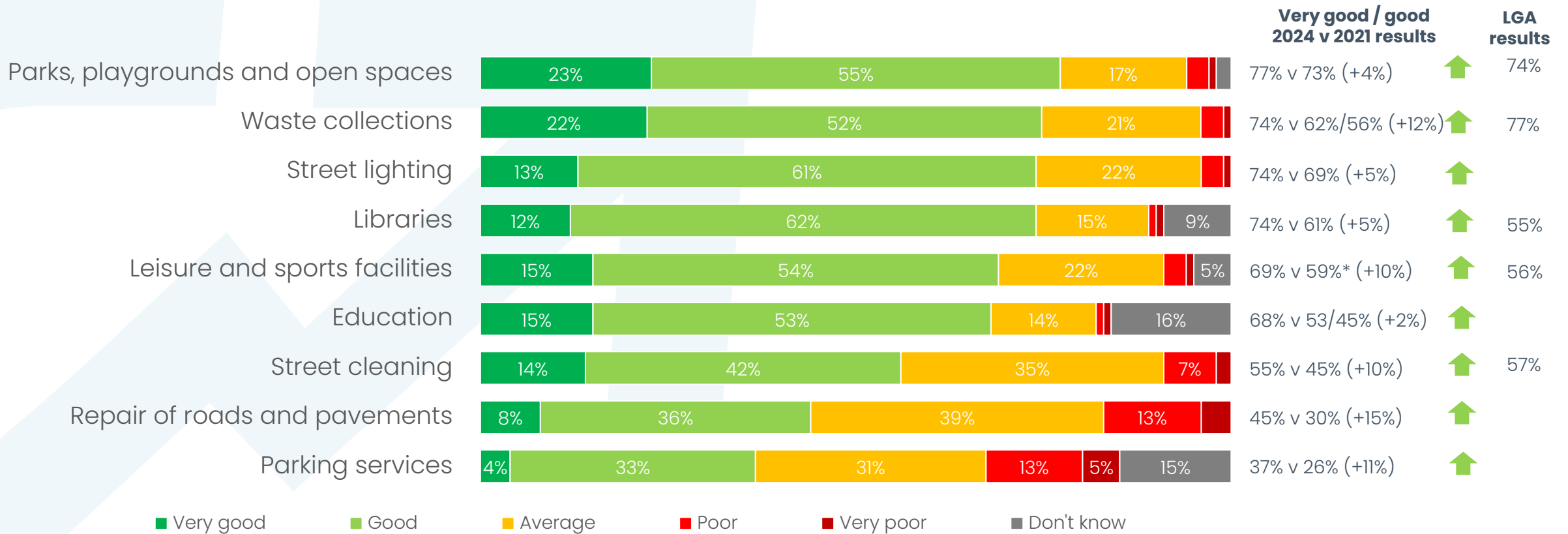
5. Council services



5

Council services Opinions on council services

Opinions on council services have improved since the 2021 survey, particularly for repair of roads and pavements, waste collections, parking services and street cleaning. Respondents are particularly happy with parks, playgrounds and open spaces (77% reporting either very good or good). The results are also generally on a par or higher than the national benchmarking results.



Question: *What is your opinion of...[council service]?*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005, LGA Polling Survey June 2024: 1,000)

Notes:

2021 survey. Education – 2021 survey result for primary education and secondary education separately
 2021 survey. Waste collection – 2021 survey asked about refuse collections and recycling facilities separately
 * Leisure and sports facilities 2019 result (as facilities were shut during 2021 due to Covid)



5

Council services Opinions on council services

Ward and ward cluster analysis

There are variations in council service satisfaction levels amongst respondents in different ward clusters. There were several significant increases in service satisfaction in the South Mitcham & Morden ward cluster, except for street cleaning which had a significant decrease. There were also some significant increases in the South Wimbledon cluster. In contrast, respondents in the North East Merton ward cluster were less positive about council services, with many services receiving a satisfaction significantly lower than the overall average.

Merton Council...	Overall	North Wimbledon	South Wimbledon	South West Merton	East Merton & Mitcham	South Mitcham & Morden	North East Merton
Parks, playgrounds and open spaces	77%	80%	81%	78%	78%	85%	64%
Waste collections	74%	63%	81%	77%	76%	85%	68%
Street lighting	74%	74%	80%	73%	79%	77%	61%
Libraries	74%	72%	79%	76%	74%	85%	60%
Leisure and sports facilities	69%	59%	78%	69%	72%	87%	55%
Education	68%	71%	67%	72%	58%	81%	59%
Street cleaning	55%	61%	58%	66%	51%	34%	57%
Repair of roads and pavements	45%	45%	54%	39%	44%	47%	42%
Parking services	37%	37%	28%	36%	47%	38%	35%

Question: *What is your opinion of....[council service]?*
 Base: All respondents (Resident survey 2024: 1,009) – results showing combined very good and good responses
 Combined responses are shown.

Arrows indicate a difference of more than five percentage points when compared to the overall figure



6. Safety in the local area

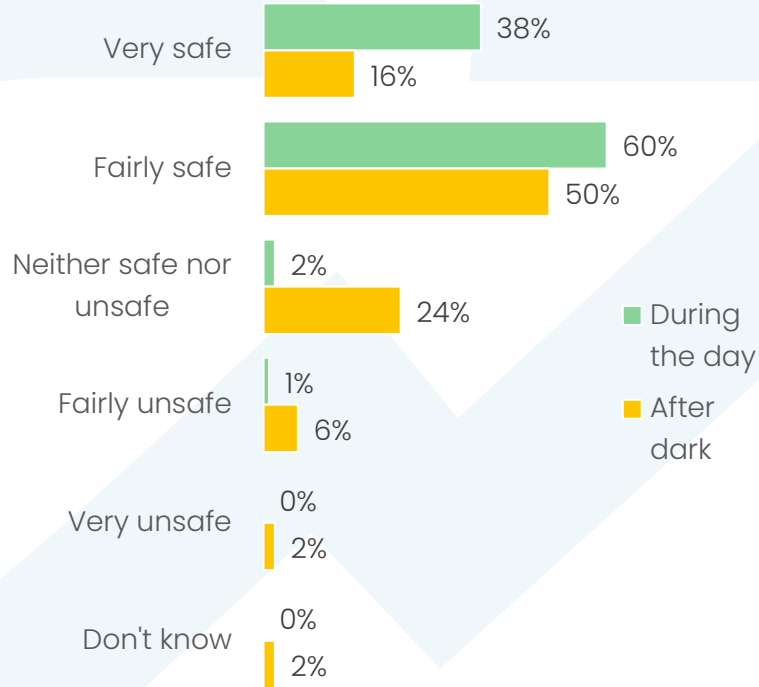


6

Safety in the local area

Feeling of safety in the local area

Nearly all respondents said they feel safe during the day (97%), but after dark this drops to two-thirds of respondents (67%). These are small increases compared with the last Merton resident survey. Slightly more respondents in the LGA national benchmarking survey said they felt safe after dark than Merton resident survey respondents (71% v 67%).



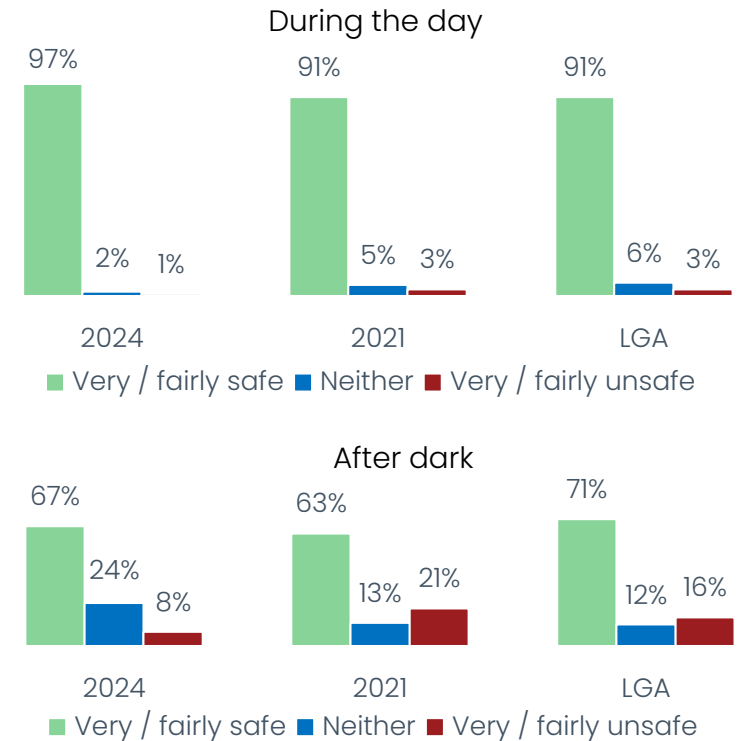
Subgroup analysis

Female respondents were twice as likely to feel unsafe after dark than male respondents (10% v 5%)

Those aged 18-44 were more likely to feel unsafe after dark (10%) than those aged 65+ (5%) and 45-64 (6%)

Economically active respondents were more likely to feel safer after dark than those who are economically inactive (70% v 60%)

Comparison with 2021 survey, and LGA national benchmarking survey



Question: *How safe or unsafe do you feel when outside in your local area (during the day and after dark)*
 Base: All respondents (Resident survey 2024: 1,009; Resident survey 2021: 1,005; Resident survey 2019: 1,000, LGA Polling Survey June 2024: 1,000)
 Combined responses are shown.

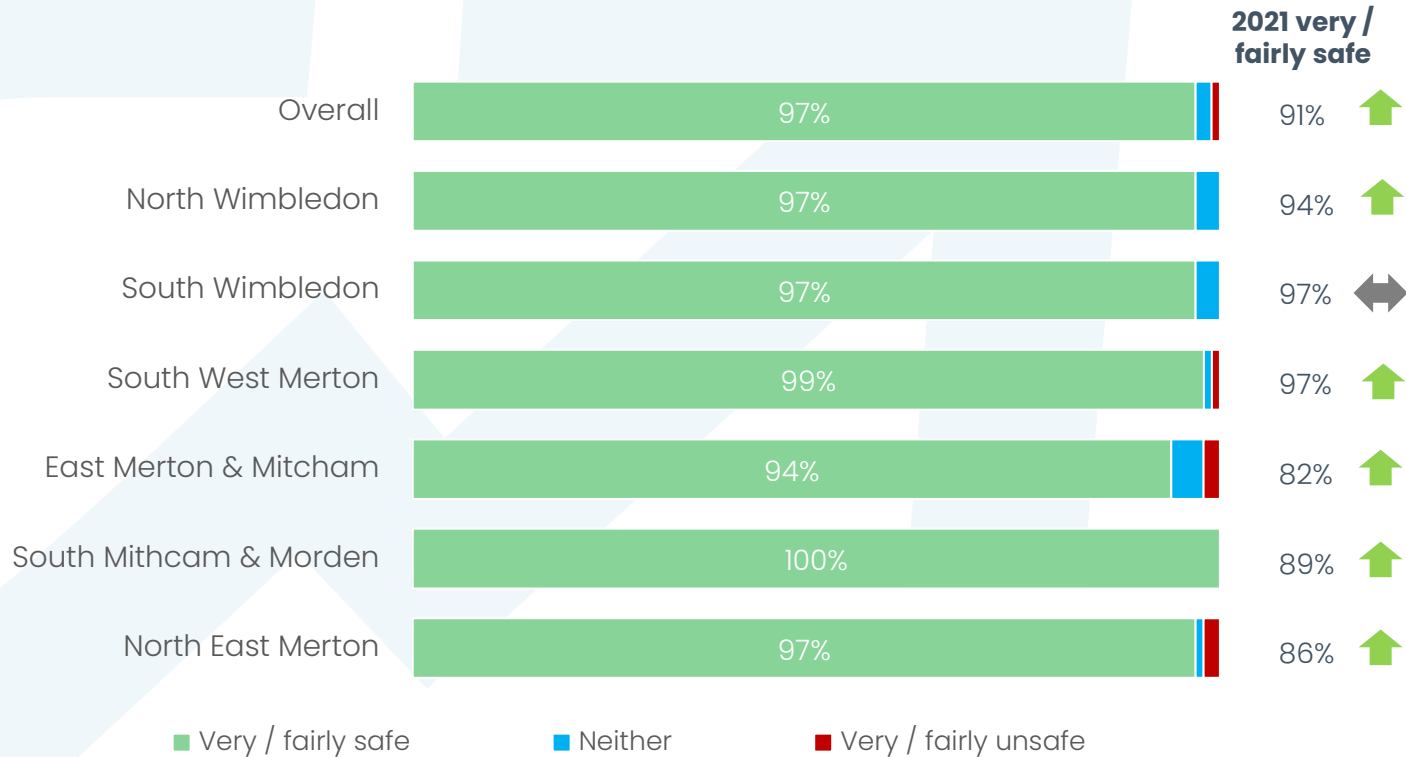
6

Safety in the local area

Feeling of safety in the local area during the day

Ward and ward cluster analysis

Respondents in the South Mitcham & Morden cluster felt the safest during the day (100%), with those in the East Merton & Mitcham cluster being least likely to report feeling safe (94%). Several wards had all respondents feeling safe during the day. Pollards Hill had the lowest proportion of respondents feeling safe during the day (84%).



Wards feeling the safest during the day	
Cricket Green	100%
Ravensbury	100%
Lavender Fields	100%
Wandle	100%
Lower Morden	100%

Wards feeling least safe during the day	
Pollards Hill	84%
Abbey	94%
Graveney	95%
Village	95%
Figge's Marsh	96%



Question: *How safe or unsafe do you feel when outside in your local area (during the day)*
 Base: All respondents (Resident survey 2024: 1,009)
 Combined responses are shown.

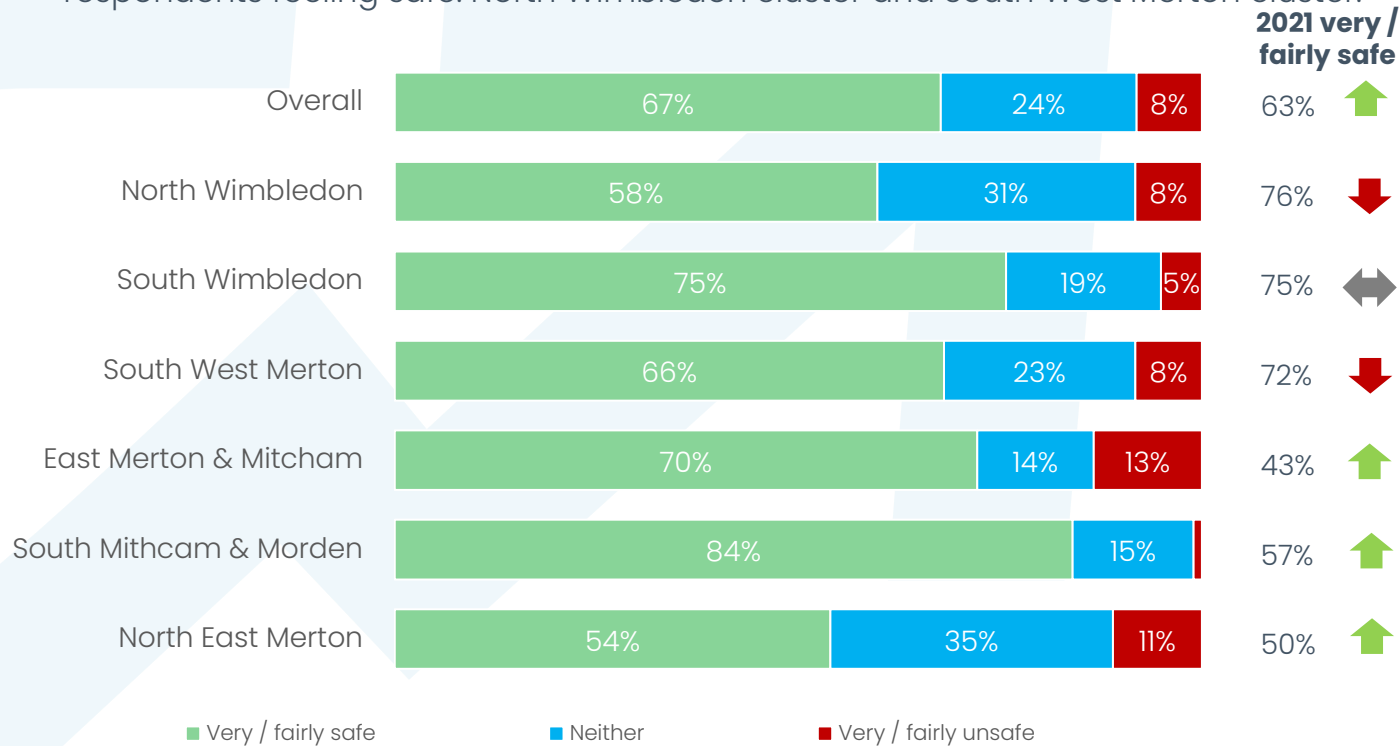
6

Safety in the local area

Feeling of safety in the local area after dark

Ward and ward cluster analysis

Respondents in the South Mitcham & Morden cluster felt the safest after dark (84%), with respondents in the North East Merton cluster being least likely to report feeling safe (54%). St Helier ward has the highest number of respondents feeling safe after dark (94%) and Cannon Hill has the smallest number of respondents feeling safe after dark (33%). Two clusters have seen a decrease from the 2021 survey in respondents feeling safe: North Wimbledon cluster and South West Merton cluster.



Wards feeling the safest after dark	
St Helier	94%
West Barnes	86%
Figge's Marsh	85%
Cricket Green	81%
Wimbledon Town & Dundonald	81%

Wards feeling least safe after dark	
Cannon Hill	33%
Village	47%
Pollards Hill	48%
Graveney	48%
Hillside	50%



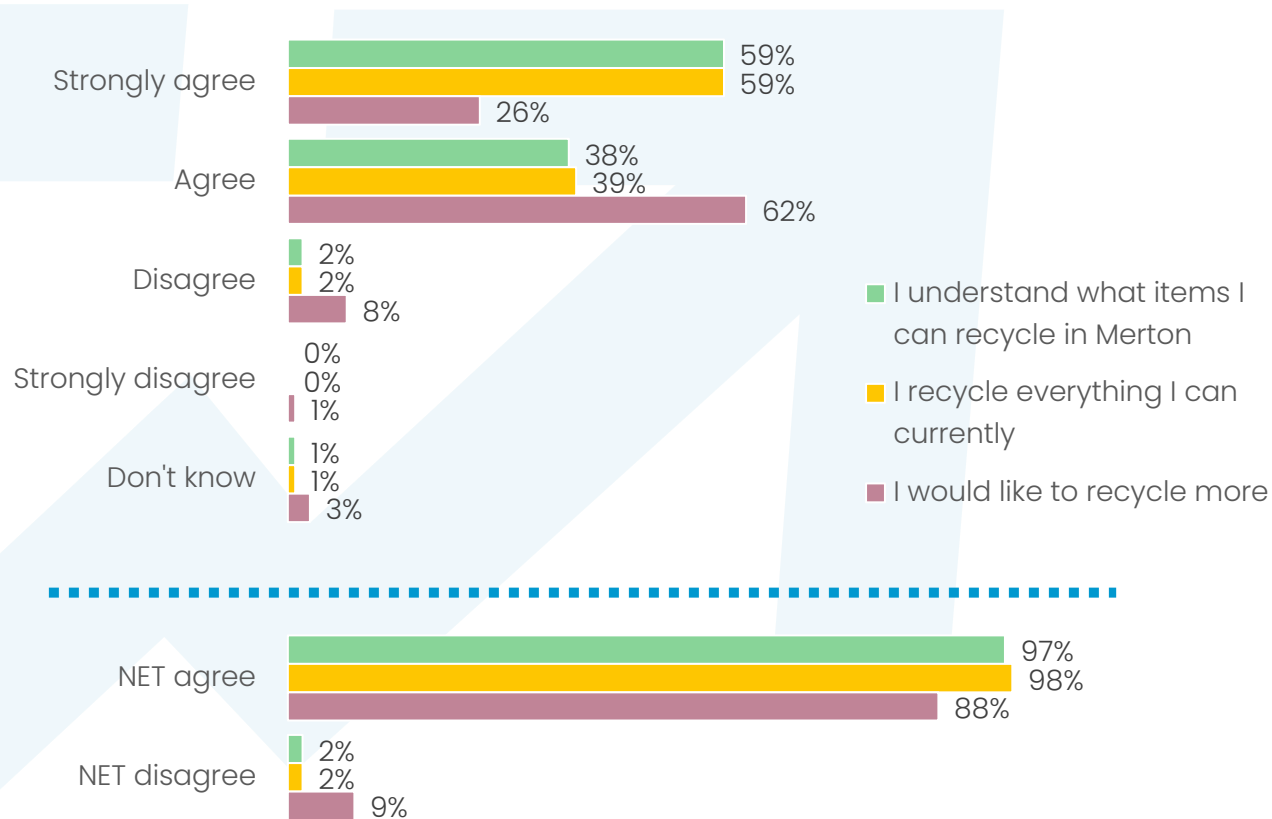
Question: *How safe or unsafe do you feel when outside in your local area (after dark)*
 Base: All respondents (Resident survey 2024: 1,009, Resident survey 2021: 1,005)
 Combined responses are shown.

7. Living in Merton

7

Living in Merton Recycling

Nearly all respondents said they understand what items they can recycle in Merton (97%) and that they recycle everything they can currently (98%). Encouragingly, almost nine in ten respondents (88%) said they would like to recycle more.



Subgroup analysis

Respondents in the North Wimbledon ward cluster were least likely to say they understand what items they can recycle in Merton (93% v 97% overall)

Respondents most likely to say they would like to recycle more included:

- Those that are economically active compared with those economically inactive (90% v 85%)
- Those living in the South Mitcham & Morden ward cluster (96% v 88% overall)

Respondents least likely to say they would like to recycle more (88% overall) included:

- Those living in the South West Merton ward cluster (80%)
- Those living in the Pollards Hill ward (60%)

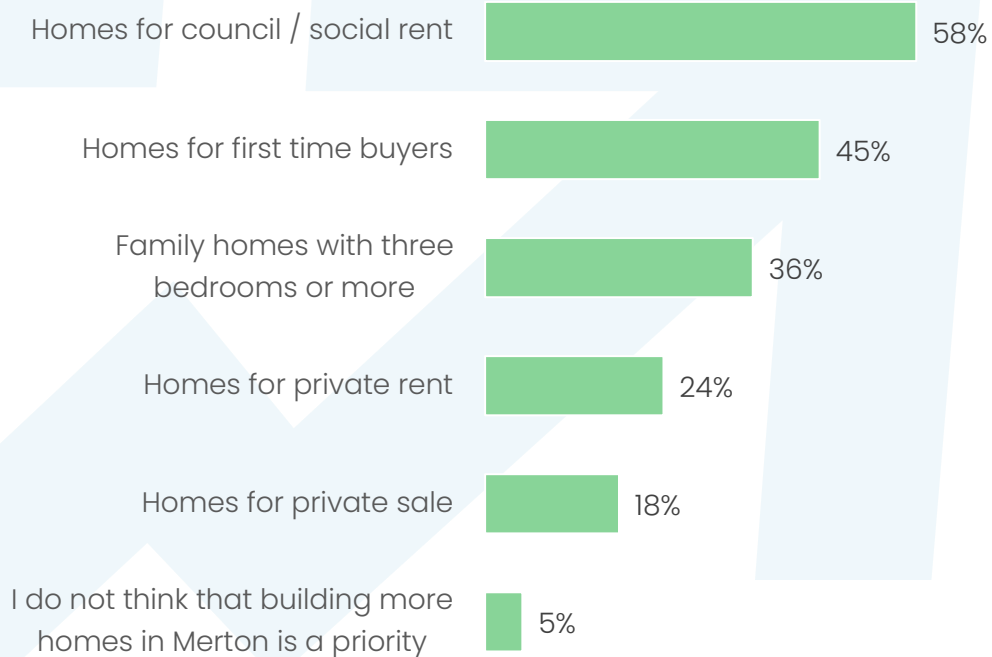


Question: *To what extent do you agree or disagree.....[recycling questions]*
 Base: All respondents (Resident survey 2024: 1,009)
 Combined responses are shown.

7

Living in Merton Housing

Almost three in five respondents (58%) think that homes for council / social rent should be made a priority in Merton and a further 45% think homes for first time buyers should be made a priority. A small proportion (5%) do not think that building more homes in Merton should be a priority. Building homes for private sale is also less of a priority with almost one in five respondents (18%) stating this.



Subgroup analysis

Older respondents were more likely to say that homes for council / social rent should be made a priority (45+ 65%) compared with those aged 18-44 (51%)

Economically active respondents were more likely to say that homes for private rent should be a priority than those who are economically inactive (27% v 19%)

Economically active respondents were more likely to say that homes for first time buyers should be a priority than those who are economically inactive (49% v 39%)

Those living in the South Mitcham & Morden ward cluster were most likely to say homes for council / social rent should be a priority (74%)



Question: *What kind of housing do you think should be a priority for building in Merton?*
Base: All respondents (Resident survey 2024; 1,009) - Respondents could select all that applied

7

Living in Merton What residents value the most

Good public transport (50%) and parks & open spaces (47%) were the top two things that respondents said they most valued in Merton. These were also the top two things identified in the 2021 survey. Being close to friends and family (30%), being safe with low levels of crime (24%) and getting on with each other in the community (20%) were also valued highly.



Subgroup analysis

Those that do not have a long-term illness, health problem or disability were more likely to say they valued parks and open spaces more than those that did (48% v 36%)

Respondents living in the South Wimbledon ward cluster valued good public transport the most (73%), however, those living in the North Wimbledon and North East Merton ward clusters valued this the least (35%)

There were fewer respondents living in South Mitcham & Morden and East Merton and Mitcham ward clusters that valued safety and low levels of crime (13% and 15% respectively)

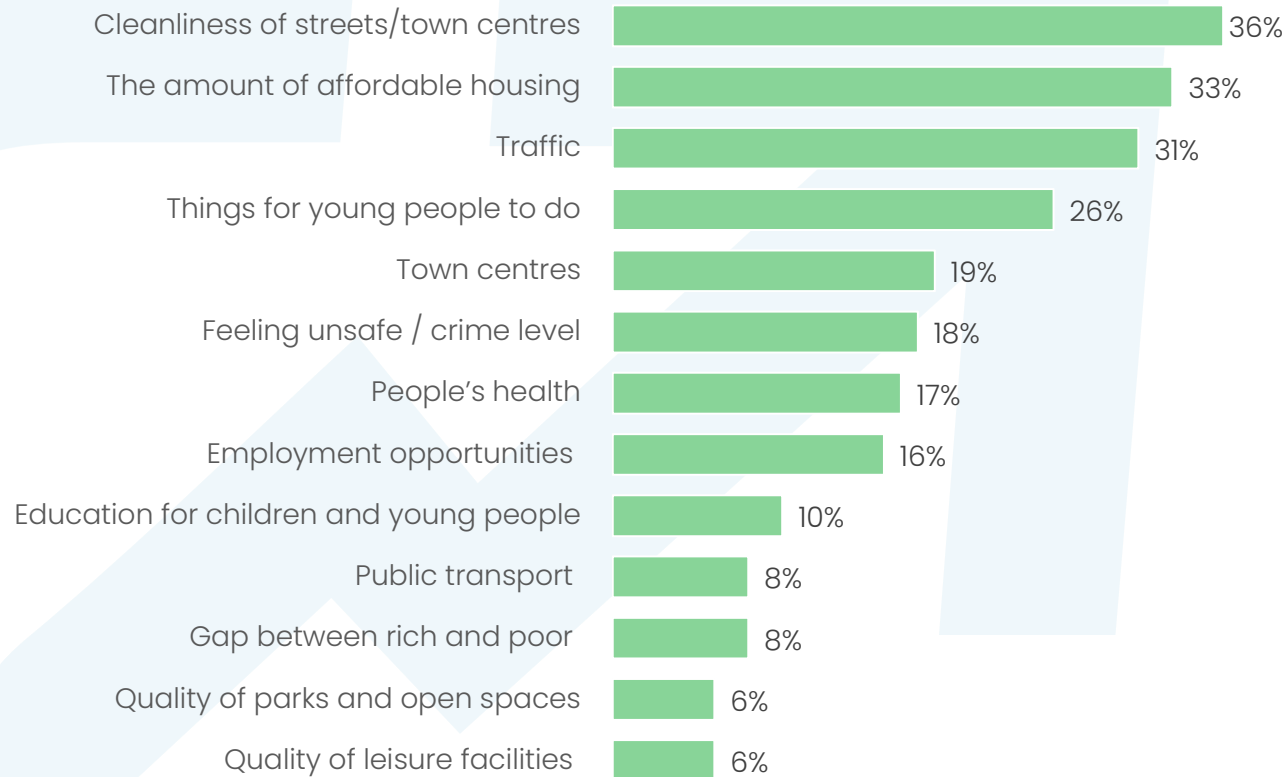


Question: *What three things do you value the most about living in the London Borough of Merton?*
Base: All respondents (Resident survey 2024; 1,009 – Respondents could choose up to three responses)

7

Living in Merton What needs improving

The level of street cleanliness in the town centres (36%) was the top thing that respondents said needed to improve in Merton (36%). This was closely followed by the amount of affordable housing (33%) and traffic (31%).



Subgroup analysis

Those living in the North East Merton ward cluster were most likely to say that the level of street cleanliness in the town centres needs improving (46%)

Those living in the East Merton & Mitcham ward cluster were most likely to say the amount of affordable housing needs to improve (46%)

Those living in the South Wimbledon ward cluster were most likely to say traffic needs improving (47%)

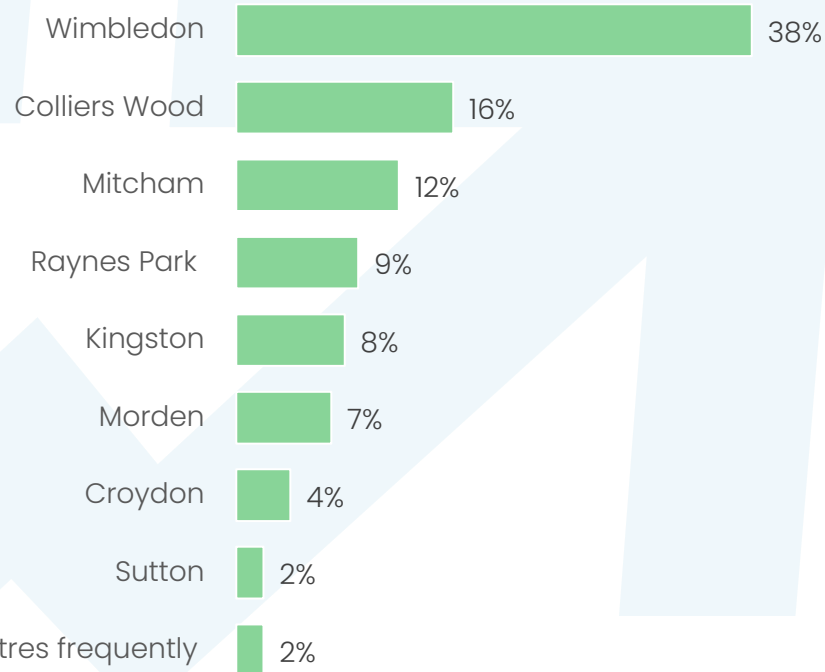


Question: *What three things do you think most need improving in the London Borough of Merton?*
Base: All respondents (Resident survey 2024; 1,009 – Respondents could choose up to three responses)

7

Living in Merton Popular town centres

Wimbledon Town Centre was the most popular place to visit for shopping and socialising, with almost two in five (38%) saying they visit it. Colliers Wood was the second most popular (16%), followed by Mitcham (12%). Sutton was the least common with just 2% saying so.



Subgroup analysis

Those living in the South Wimbledon ward cluster were most likely to say they visited Wimbledon town centre the most (80%)

Those that are economically active were more likely to visit Wimbledon town centre than those that are economically inactive (40% v 30%)

Those aged 65+ were least likely to visit Wimbledon town centre (32%)

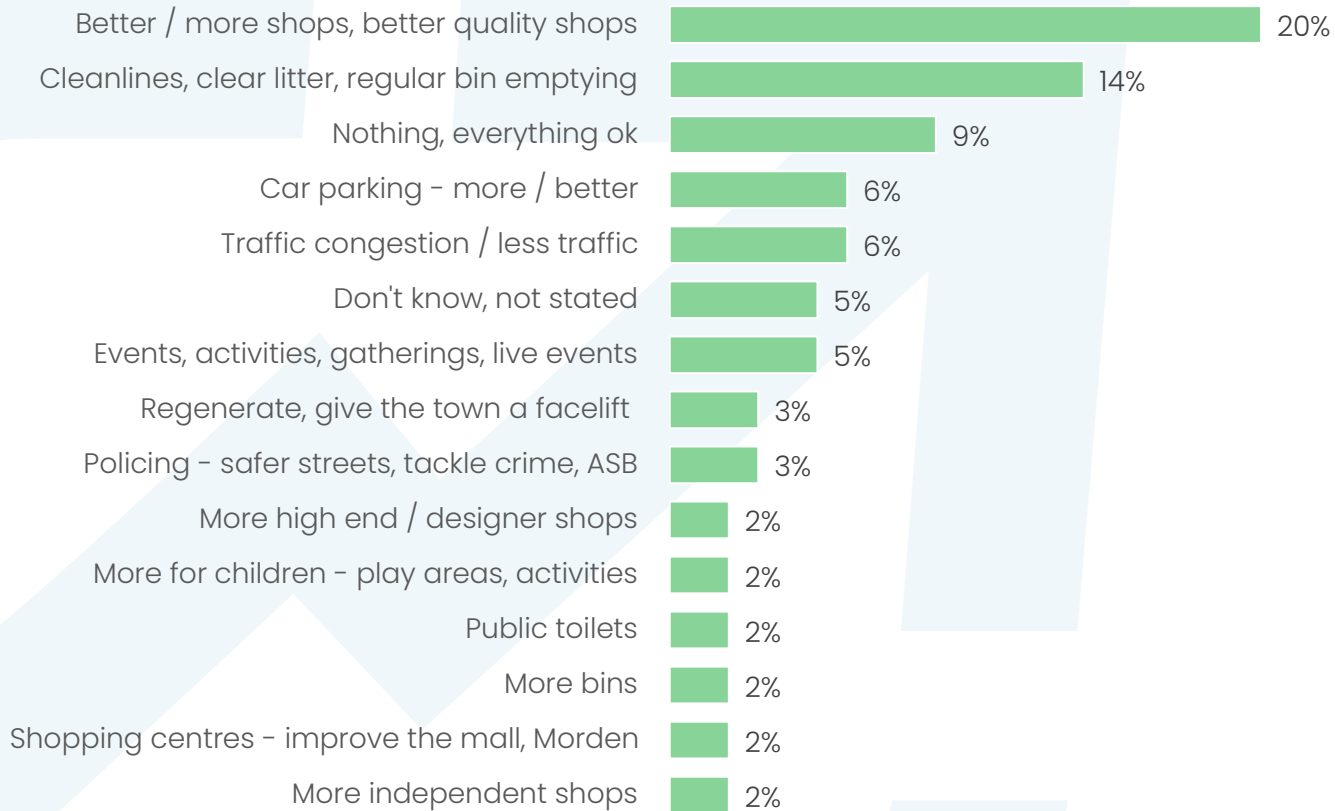


Question: *Which town centre do you use most often for shopping and socialising?*
Base: All respondents (Resident survey 2024; 1,009)

7

Living in Merton Improving the town centres

One in five (20%) believe that better quality shops and more shops would most improve the town centres. This is followed by improving cleanliness and regular emptying of bins (14%). However, 9% of respondents felt that everything was ok and that no improvements were needed.



Subgroup analysis

Those that visit Morden were most likely to say the town centre needed better quality shops and more shop (40%), closely followed by those visiting Mitcham (36%)

Those that visit Croydon and Mitcham were most likely to say the town centre needed the cleanliness improving and more bin emptying (both 18%)

Those that visit Wimbledon were the most likely to say that everything was ok (14%)

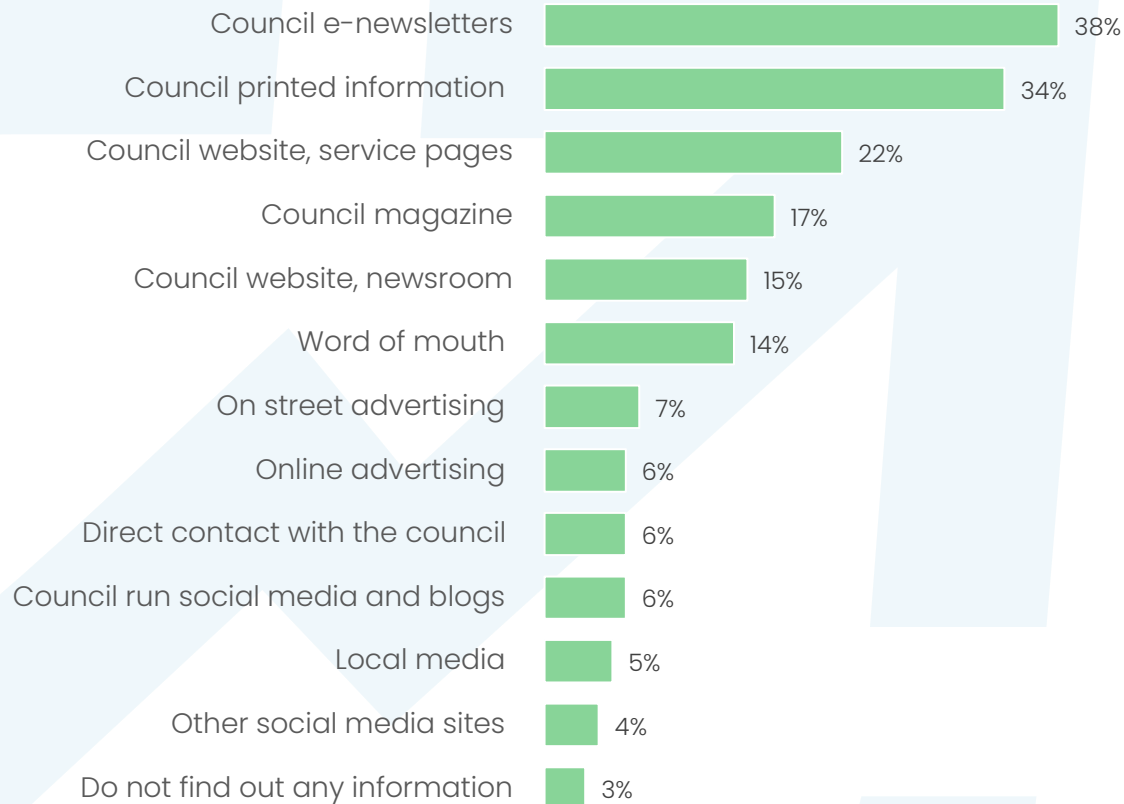


Question: *What one thing would most improve your local town centre?*
 Base: All respondents (Resident survey 2024; 1,009) – Only responses with 2% or more are shown

7

Living in Merton Keeping informed

The most common ways of keeping informed about what is happening in Merton is from council e-newsletters (38%), printed information provided by the council (34%), and the council website & service pages (22%).



Subgroup analysis

Those aged 45-64 were the most likely to keep informed by council e-newsletter (42%)

Those with a long-term illness, health problem or disability were less likely to say they keep informed by council e-newsletter than those without (19% v 40%)

Those with a long-term illness, health problem or disability were more likely to say they keep informed by the council magazine than those without (25% v 17%)

Those living in the North East Merton ward cluster were most likely to say they keep informed by council e-newsletter (54%), and those living in North Wimbledon ward cluster were the least likely (32%)



Question: *How do you keep informed about what's happening in Merton?*
 Base: All respondents (Resident survey 2024: 1,009) – Only responses with 2% or more are shown

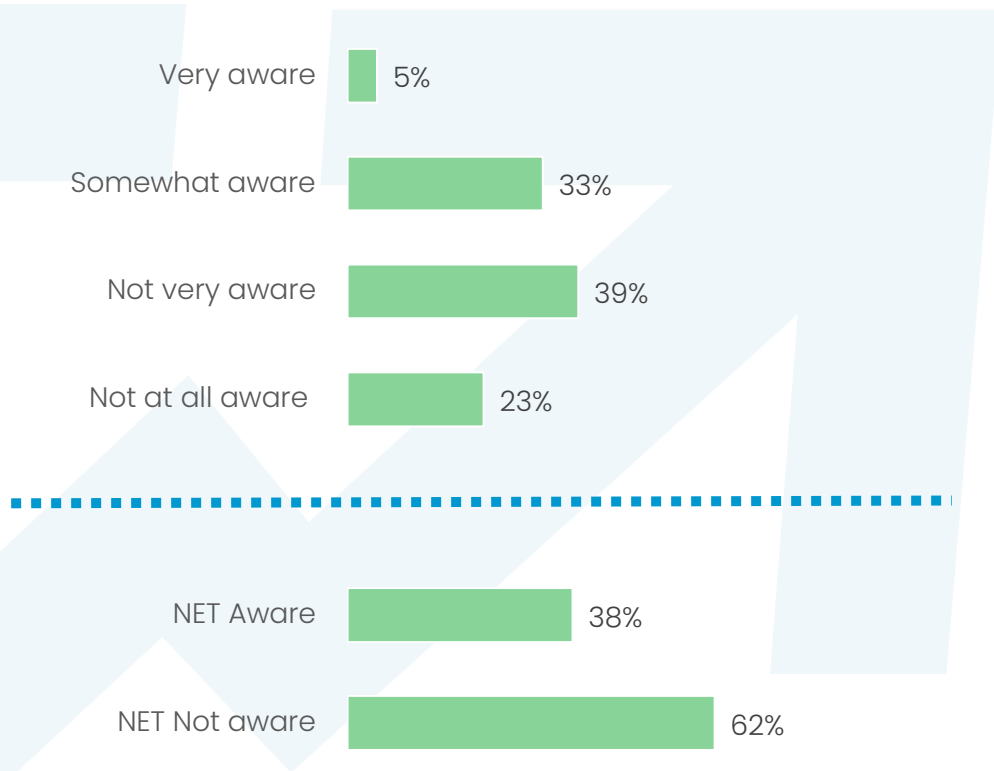
8. Sport and physical activity



8

Sport and physical activity Borough of Sport

Almost two in five (38%) respondents were aware of Merton Council's ambition to become a Borough of Sport.



Subgroup analysis

Awareness was highest amongst respondents living in the East Merton & Mitcham ward cluster (52%)

Awareness was the lowest amongst respondents living in the South West Merton ward cluster (29%)

Those aged 18-44 were more likely to be aware (41%) than those aged 45+ (31%)



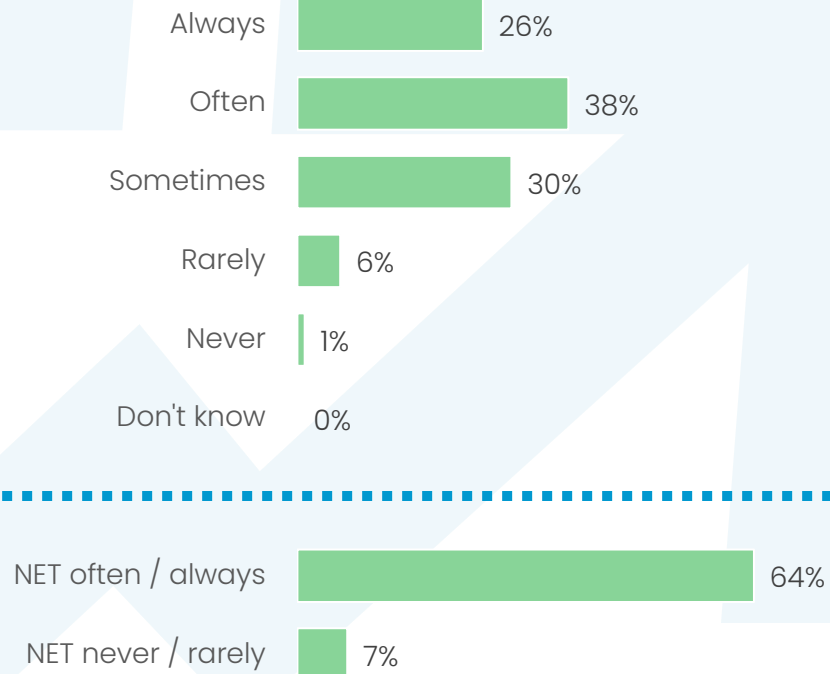
Question: *How aware are you of Merton Council's ambition to become a Borough of Sport?*
Base: All respondents (Resident survey 2024: 1,009)

8

Sport and physical activity

Frequency of physical activity

Almost two-thirds (64%) of respondents said either they themselves or their family is always or often physically active.



Subgroup analysis

Those aged 65+ were the most likely to never or rarely be physically active (12%)

Those with a long-term illness, health problem or disability were more likely to never or rarely be physically active compared with those that do not (22% v 5%)

Those who are economically inactive were more likely to never or rarely be physically active compared with those that are economically active (11% v 5%)

Those living in the South West Merton ward cluster were the most likely to say they were active (76%)



Question: *How often are you / your family physically active?*
 Base: All respondents (Resident survey 2024: 1,009)

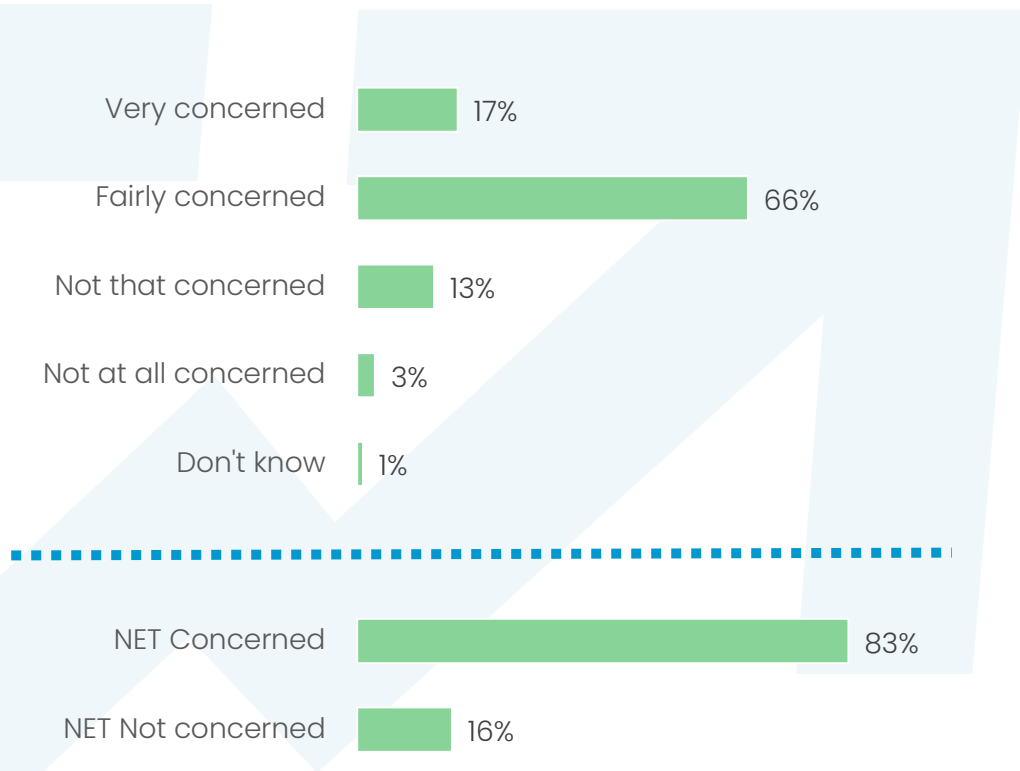
9. Climate change



9

Climate change Level of concern

Just over four in five (83%) respondents said they were concerned about acting to reduce the impacts of climate change. In contrast, one in six (16%) said they were not at all concerned or not that concerned.



Subgroup analysis

Female respondents were slightly more concerned than male respondents (85% v 80%)

Those living in the South Mitcham & Morden ward cluster were the most likely to be concerned (91%)

Those living in the North East Merton ward cluster were the least likely to be concerned (68%)

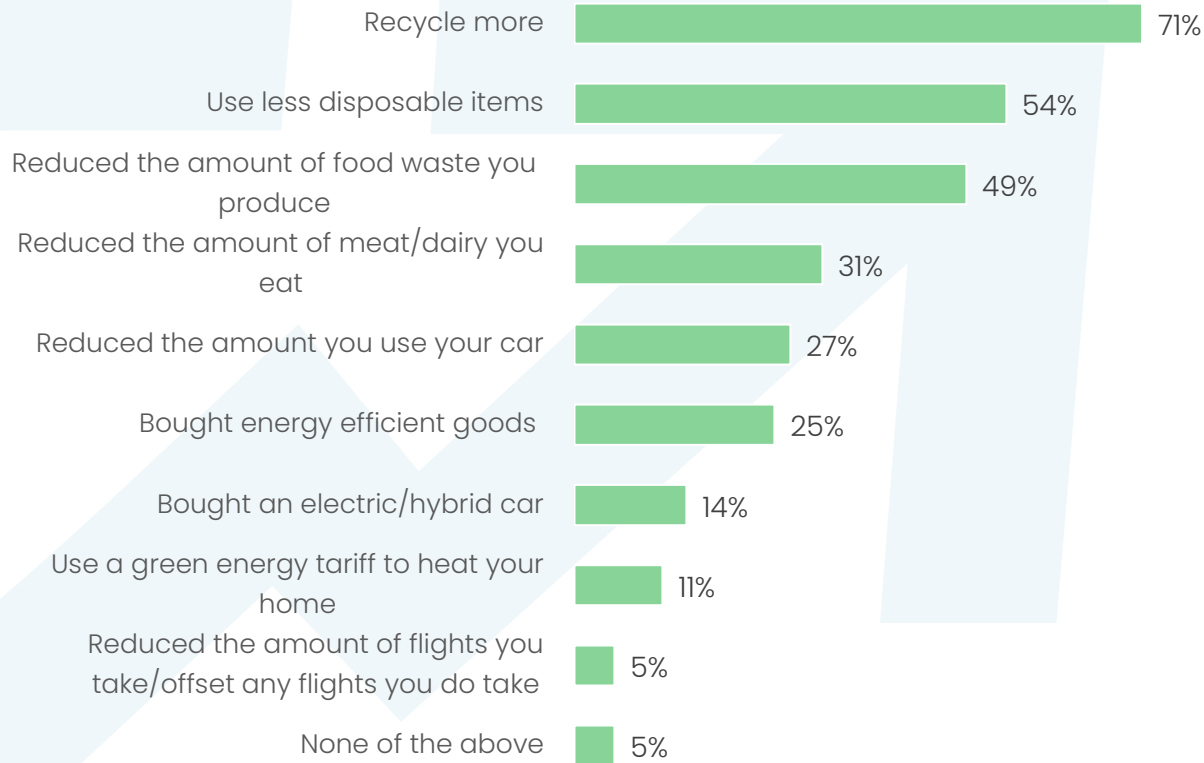


Question: *How concerned are you about acting to reduce the impacts of climate change?*
Base: All respondents (Resident survey 2024, 1,009)

9

Climate change Actions taken to reduce the impacts

Recycling more is the most common action taken amongst respondents to reduce the impact of climate change (37%). Other common actions include using less disposable items (54%) and to reduce the amount of food waste (49%).



Subgroup analysis

Those living in the North Wimbledon ward cluster were the least likely to say they recycle more (52%)

Those living in the North East Merton ward cluster were most likely to purchase an electric/hybrid car than respondents in any other area (29%)

Those living in the North East Merton ward cluster were most likely to reduce the amount they use their car than respondents in any other area (41%)



Question: Which of the following actions have you taken, or would you consider taking, to reduce the impacts of climate change?
Base: All respondents (Resident survey 2024, 1,009) - Respondents could select all that applied

10. Cost of living

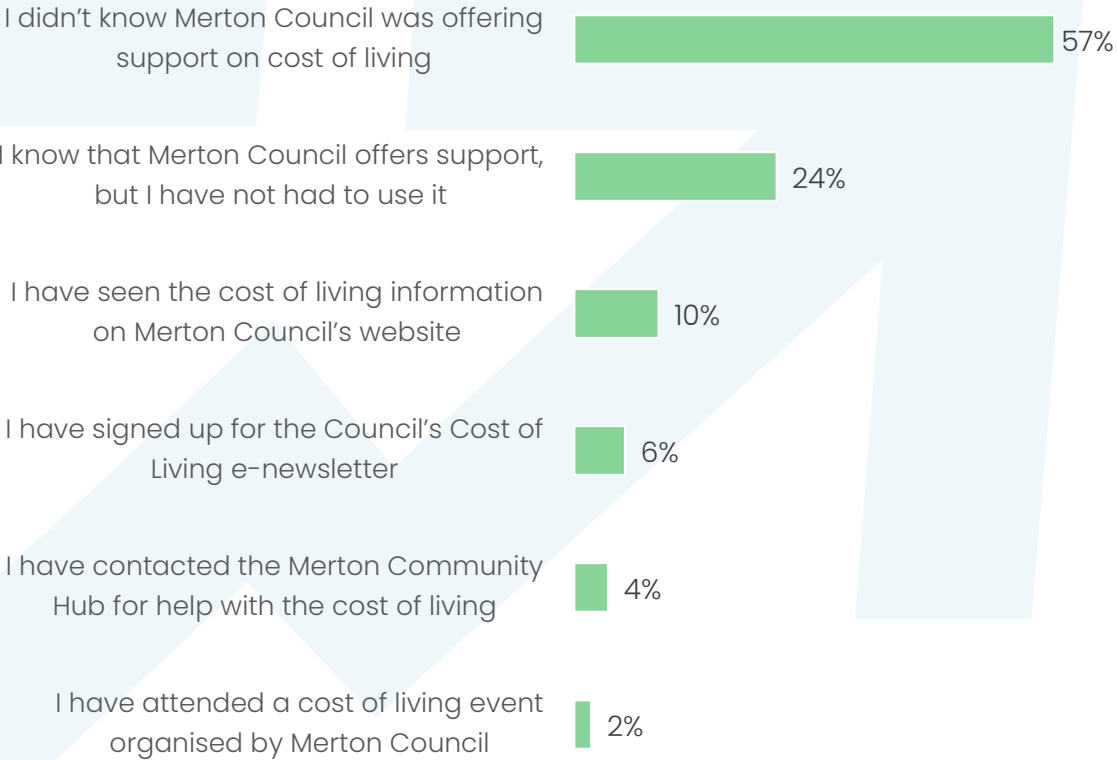


10

Cost of living

Awareness of Merton’s support through the cost of living crisis

Merton Council has been providing support to some residents with the highest needs through the cost of living crisis. Almost three in five (57%) respondents were unaware of this. Only small proportions of respondents knew about it and had contacted the council. A quarter of respondents (24%) knew about it but had not accessed the support.



Subgroup analysis

Those living in the East Merton & Mitcham and South Mitcham & Morden ward clusters were the least likely to be aware of the support (but not used it) (16% and 19% respectively)



Question: Which of the following statements apply to you regarding your awareness of Merton Council's support for residents with the cost of living crisis?
Base: All respondents (Resident survey 2024: 1,009)

11. Unpaid and voluntary work

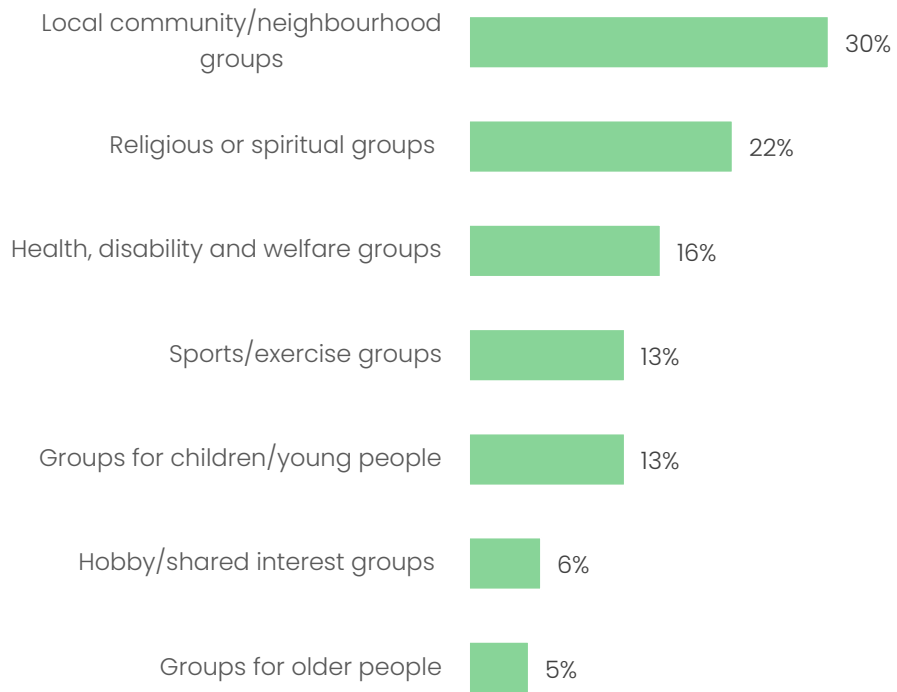
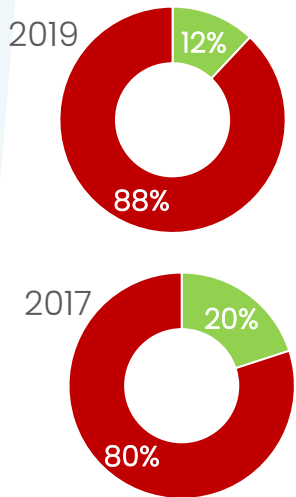
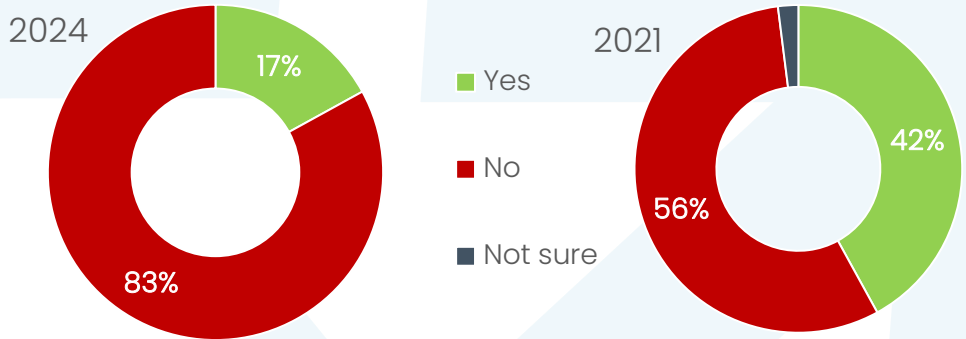


11

Unpaid and voluntary work

Unpaid and voluntary work in the last 12 months

One in six respondents (17%) said they have undertaken an unpaid activity or voluntary work in the last 12 months. This is a significant decrease from 42% in the 2021 survey. This could be explained by an increase of volunteering during the Covid pandemic followed by a drop the following year*. The 2024 results are more in line with the results from the 2019 and 2017 surveys (12% and 20% respectively). Volunteering for local community/neighbourhood groups (30%) and religious or spiritual groups (22%) were the most popular organisations that volunteers gave their time to.



Subgroup analysis

Those aged 45+ were more likely to volunteer their time than those aged 18-44 (22% v 13%)

Those who are economically inactive were more likely to volunteer their time than those that are economically active (21% v 16%)

Those living in the South West Merton ward clusters were the most likely to volunteer their time (28%)

Question: *During the last 12 months, have you undertaken any unpaid activity / voluntary work in your local community to help local groups, clubs, organisations or individuals?*
 Base: All respondents (Resident survey 2024: 1,009, Resident survey 2021: 1,005)
 * National Council for Voluntary Organisations

Question: *Who did you do the unpaid / voluntary work for?*
 Base: Respondents that said they had undertaken unpaid or voluntary work in the last 12 months: 174

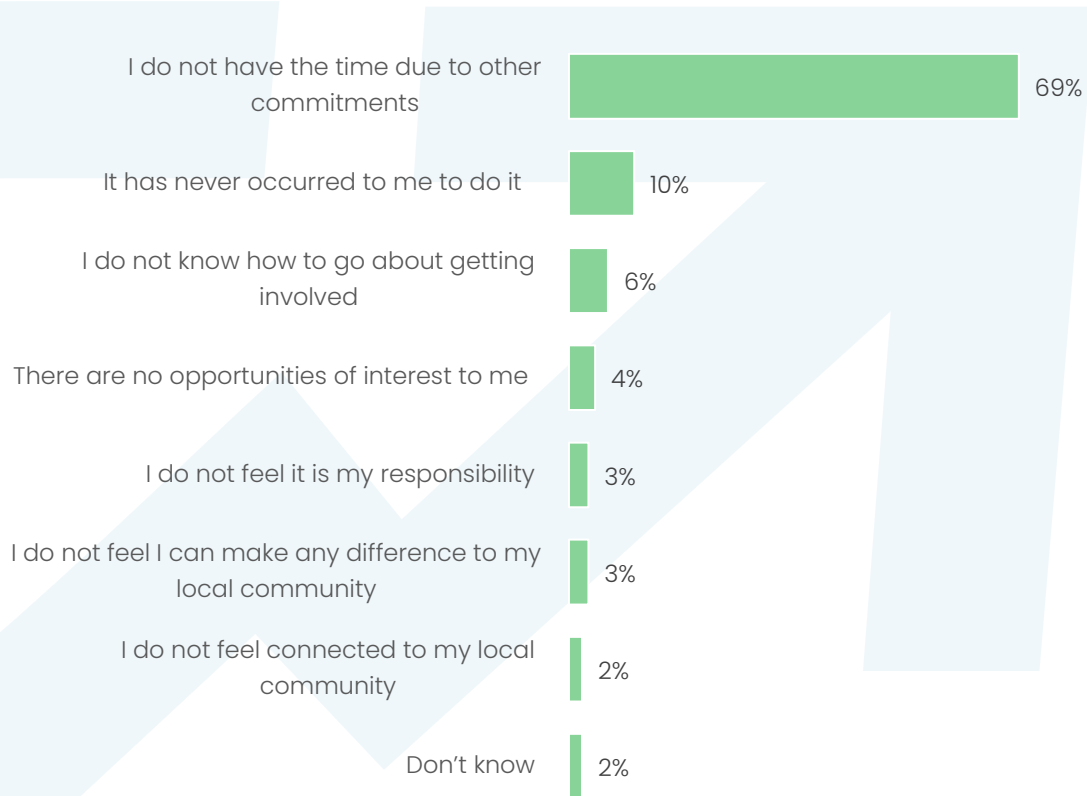


11

Unpaid and voluntary work

Reasons for not participating

A lack of time was the main reason for not participating in voluntary work, with seven in ten (69%) respondents providing this reason. Other reasons included that it have never occurred to the individual (10%), not knowing how to get involved (6%) and no appropriate opportunities of interest (4%).



Subgroup analysis

Those with a long-term illness, health problem or disability were more likely to say they do not have the time due to other commitments compared with those that do not (55% v 71%)

Those who are economically active were more likely to say they do not have the time due to other commitments than those who are economically inactive (72% v 63%)

Those living in the East Merton & Mitcham ward cluster were the most likely to say they do not have the time due to other commitments (90%)



Question: *Why do you think you have not participated in any activity in the last 12 months?*
 Base: Respondents that said they have not undertaken unpaid or voluntary work in the last 12 months: 835



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