

Tower Hamlets Annual Residents' Survey 2019 Methodology Overview

Overview & Scrutiny Committee

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About the 2019 survey



The survey explores residents' views about the council, services and the area.

Overview

- Large, face to face survey (ca. 1,100 interviews). Designed to be representative by area and population group (quota sampling):
- 140 different sampling points across the borough.
- Quotas are set on gender, age, ethnicity, & working status
- Fieldwork period: March - June 2019.
- Current survey contractor: Westco trading.
- Has been running since 1999 using same methodology.



Trend data fairly negative: for the most part, 2019 ratings are lower, or similar, to last year's ratings.

Council Image

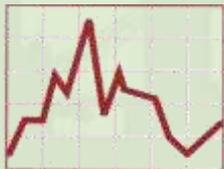
- Council Image statements remained similar
- Trust has gone down, transparency remained similar
- Overall council satisfaction rating down

Services

- Satisfaction ratings have fallen for more than half of the services monitored
- Recycling, refuse and IDEA stores have all fallen

Concerns

- Crime and lack of affordable housing are top concerns
- Concern over crime significantly up since last year



Some context is needed. 2016 and 2017 saw particularly high ratings. Since then 2018 and 2019 figures have dropped back to pre 2016 levels. Ten year long term trend still often positive.

Mayor's Priorities



Cleaning up our streets, cleaning up our air



Tackling the housing crisis



Putting young people and families at the heart of all we do



Reducing poverty, inequality and improving health



Making Tower Hamlets safer

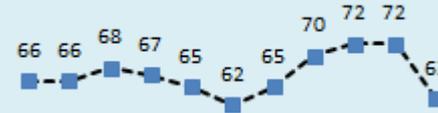
Cleaning up our streets



2009 – 2019 Change



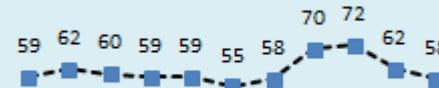
63% rated refuse collection as excellent, very good or good



↓9 points over year



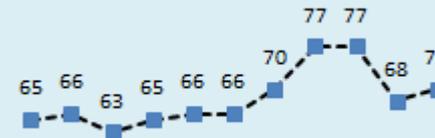
58% rated street cleaning as excellent, very good or good



↓4 points over year



70% of users rated parks & open spaces as excellent, very good or good



+2 points over year

Top personal concerns **28%** cited litter / dirt in street as a top concern (+2 points over year)

16% cited air pollution as concern

11% cited traffic congestion ↓9 points

1 in 5 residents are cyclists

64% feel Tower Hamlets is a cycle friendly borough (+2 points since last year)



The best of London in one borough

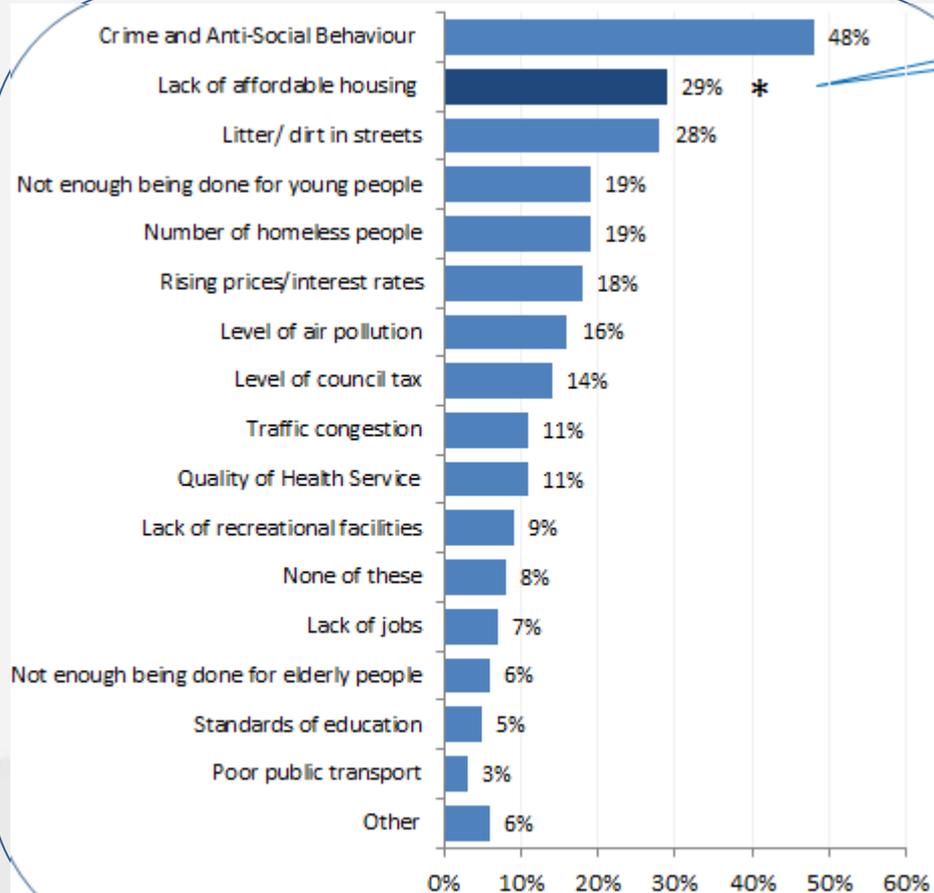
Tackling the housing crisis



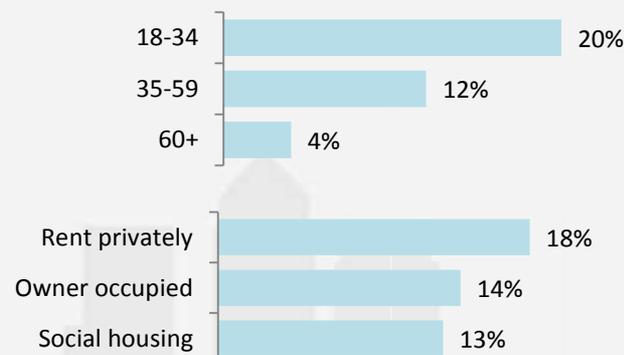
* ↓8 points – affordable housing was a greater concern last year (37%)



Lack of affordable housing remains a top personal concern



15% of residents were concerned about paying their rent or mortgage - ↓8 points from 2018



More likely to be concerned about paying housing costs if you're young and privately renting

Putting young people and families at the heart of everything we do



74% rated primary education as excellent, very good or good (user rating)*



65% rated secondary education as excellent, very good or good (user rating)*



61% rated Children's Centres as excellent, very good or good (user rating)*

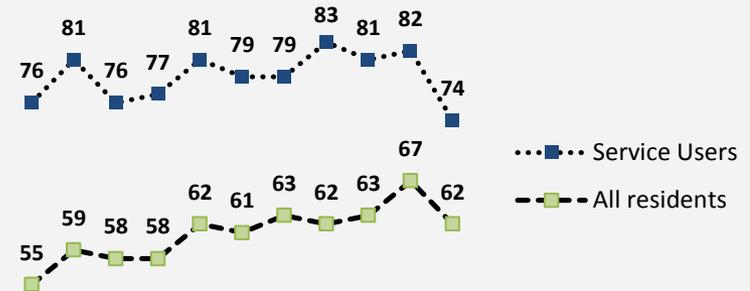
Resident concerns

19% cited **not enough being done for young people** as a top concern (-1 point over year), while just **5%** cited the **standard of education** as a key concern.

* These ratings are based on respondents who used the services, so sample sizes are relatively small (116-205), and the confidence intervals attached to these data are higher than for other survey estimates.

Idea Stores/libraries saw a concerning drop: **74%** of users gave positive rating **↓8 points**

% of respondents who agree Idea Stores/libraries are good or excellent



58% of households with children use Idea Stores/libraries

Reducing poverty and inequality, improving health



11% of residents had financial difficulties*

Groups most likely to face financial difficulties

- 48%** Self-reported poor health
- 30%** Disabled residents
- 19%** DE social grade
- 18%** Workless
- 17%** Social housing
- 16%** Bangladeshi

More likely to have negative thoughts about the council. With higher % of residents who are having financial difficulties thinking the council is not doing a good job and is not efficient and well run

Financial concerns (top 3)

19%

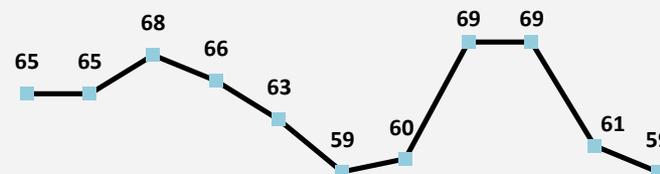
15%

15%



59% rated local health services as excellent, very good or good **↓10 point drop** in last two years very

Local health service satisfaction 2009 - 2019



29% residents are active (more than 2 ½ hours of exercise a week)



9% residents frequently feel lonely (72% not frequently)



77% residents rate their health as good / very good

The best of London in one borough

* Financial difficulties refers to those who said 'don't manage very well', 'have some financial difficulties' or 'in deep financial trouble'.

Making Tower Hamlets safer



Crime is the top resident concern
(48%) up **↑7**



86% Feel safe during the day

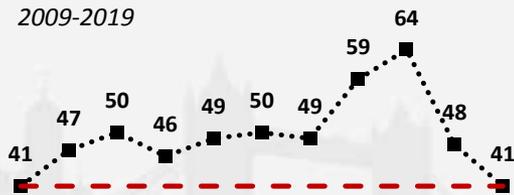
58% Feel safe during the dark



41% rated the standard of **policing** as excellent, very good or good

Satisfaction with policing is down

2009-2019

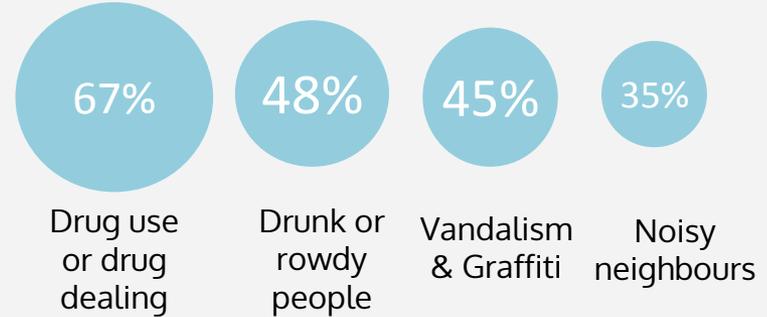


↓7 points over the year

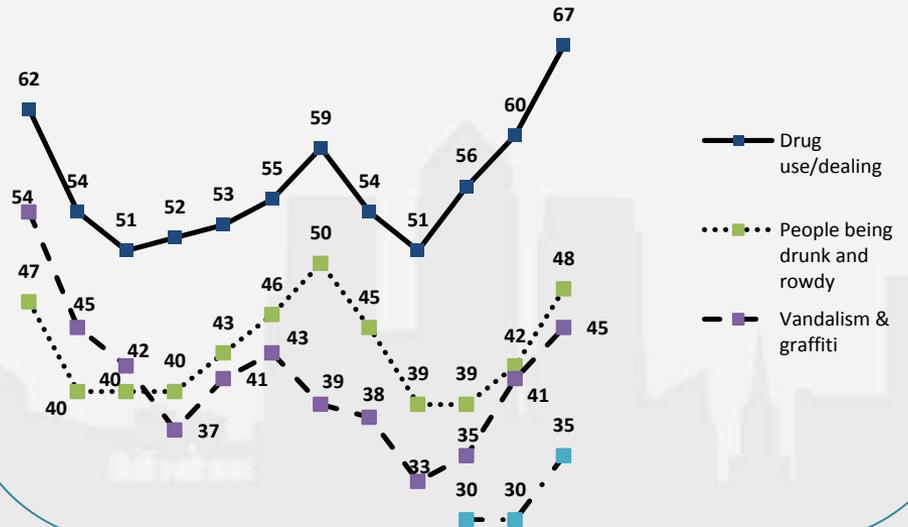
Anti-social behaviour

Concern about drugs remains high

% who feel issue is a big problem



Improvement has stalled: concern over drugs and vandalism rising



There are four key factors that influence survey methodology:

1. Sample Design

Fair & Representative Survey

2. Sample Size

4. Interview Quality

3. Questionnaire Design

1. Sample Design

To ensure good sample design, the sample must be representative of the demographic profile of the borough.

- Use of Census Output Areas and PAF Postcode Files to assign total sample frame
- Random location sampling approach to assign random sample points across borough
- Use of quotas to ensure sample population matches borough population. This is based on: Age, gender, ethnicity and work status. Interviews completed to within 3% of quota.
- Westco also apply quotas within each sample point
- Interviews are undertaken in each random sample point (more on interview quality later)
- Only one person permitted to be interviewed at each residence and there must be a gap of at least 3 doors until the next interview is undertaken (following best practice)

This ensures that the correct number of interviews are collected in line with the known proportion of residents both on a borough scale and a local scale

2. Sample Size

Industry standard approach to setting sample size = a +/- 3% margin of error at the 95% confidence interval

What does this mean?

If we drew out 100 random samples of the population we would be confident that 95 times out of 100 the findings would be within 3 percentage points of the reported figure in the survey findings

- Sample size required for a population of 308,000 in Tower Hamlets = 1,064
- Total sample size used for our annual residents' survey = 1,104

Local Government Association recommends a minimum sample size of 500

Marginal gains for higher sample size at a considerable cost

2. Sample Size (cont.)

Borough comparison

Borough	Year	Population	Survey Size	Survey Methodology
Brent	2018	331K	2,100	F to F
Haringey	2018	280K	1,900	F to F
Hounslow	2018	271K	1,256	F to F
Westminster	2018	255K	1,200	F to F
Tower Hamlets	2019	308K	1,104	F to F
Newham	2015	280K	1,024	F to F
Lewisham	2015	304K	1,022	Telephone
Hackney	2015	280K	1,002	F to F
Sutton	2017	205K	1,001	?
Barking & Dagenham	2018	212K	1,000	Telephone
Islington	2018	239K	1,000	F to F
Kingston	2019	175K	1,000	Telephone and F to F
Merton	2019	206K	1,000	F to F
Barnet	2017	392K	500	Telephone

Resident surveys were typically between 1,000 and 1,200.

The method of collection sometimes differed between face to face or telephone interviews.

3. Questionnaire Design

- Questions are clear / concise and not leading
- Screener questions are carefully adapted to discount respondents who should not be completing the survey e.g. those under 18 and those who have lived in the borough for less than 6 months.
- Questionnaire sequence order is carefully developed to increase engagement
- Westco are highly recommended in LGA's list of market research companies and provide high quality advice on how to ensure the questionnaire is developed correctly in accordance with best practice

3. Interview Quality

- Fieldwork / interviews are carried out by sub-contractor 'Infocorp' who are experts in their field.
- Westco and Infocorp have been working together for > 10 years and effective project management is in place to ensure that work is completed on time and to best practice
- Infocorp have vast experience at interviewing in London boroughs and account for language barrier issues and the difficulties of interviewing in tower blocks
- Face-to-face Computer Assisted Personal Interviewing (CAPI) method
- All interviewers have relevant interview experience and accreditation (they are required to have completed two days training with the IQCS (Interview Quality Control Scheme))

Any questions?

To access the full report please you the following link:

https://www.towerhamlets.gov.uk/Documents/Borough_statistics/2019_ARS_Briefing_Paper.pdf

Alternatively go onto Tower Hamlets webpages and search 'Residents survey'