

Residents' Survey 2023

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The logo for djs research, featuring the lowercase letters 'djs' in a dark grey font with a pink dot above the 'j', and the word 'research' in a smaller, pink, lowercase font below it.

January 2024

The text 'CROYDON' in a bold, white, uppercase font, with the website address 'www.croydon.gov.uk' in a smaller, white, lowercase font below it, all set against a purple background.

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1. Background and methodology

Background and methodology

The London Borough of Croydon ('Croydon Council') commissioned DJS Research to deliver its 2023 Residents' Survey.

A total of 1,694 interviews were completed using CAPI interviewing. CAPI stands for computer-assisted personal interviewing and is a form of face-to-face interviewing where the interviewer reads the survey questions from a tablet device and inputs the respondent's answers directly to the device.

Fieldwork took place towards the end of 2023 (18th September 2023 – 6th December 2023).

The results are representative at a borough level by age, gender, ethnicity, economic status and disability.

A detailed description of the methodology can be found in Appendix 1.

Sampling

A random locational quota sampling method was used to ensure we achieved a representative sample. Random locations within Croydon's ward clusters* (North East, North West, Central East, Central West, South East and South West) were selected as areas for interviewers to complete interviews.

The survey aimed to...

1. Gain a strong understanding of the views and priorities of Croydon residents.
2. Collect useful data to create standard Key Performance Indicators which will allow Croydon Council to track key changes over time.
3. Allow comparison between Croydon Council and the Local Government Association (LGA) benchmark scores.
4. Allow for sub-group analysis by ward cluster and demographic characteristics.

*A breakdown of each ward cluster can be found on slide 5.

Ward cluster breakdown

North East

Crystal Palace & Upper Norwood

South Norwood

Thornton Heath

Central West

Addiscombe West

Broad Green

Fairfield

Selhurst

South Croydon

Waddon

North West

Bensham Manor

Norbury & Pollards Hill

Norbury Park

West Thornton

South East

New Addington North

New Addington South

Selsdon & Addington Village

Selsdon Vale & Forestdale

Central East

Addiscombe East

Park Hill & Whitgift

Shirley North

Shirley South

Woodside

South West

Coulsdon Town

Kenley

Old Coulsdon

Purley & Woodcote

Purley Oaks & Riddlesdown

Sanderstead

*Please note that the above information is based on 2022 ward information.

2. Key findings

Key performance indicators

Key performance indicators	Croydon Council Score (2023)	LGA benchmark (October 2023)	% difference
Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? (% satisfied)	69%	75%	-6%
Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? (daytime % safe)	83%	93%	-10%
Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? (evening % safe)	61%	73%	-12%
Q05. Overall, how satisfied or dissatisfied are you with the way Croydon Council runs things? (% satisfied)	45%	56%	-11%
Q06. To what extent do you agree or disagree that Croydon Council provides value for money? (% agree)	34%	40%	-6%
Q07. How well do you think Croydon Council keeps residents informed about the services and benefits it provides? (% informed)	41%	56%	-15%
Q09. To what extent do you think Croydon Council acts on the concerns of local residents? (% acts)	40%	52%	-12%
Q010. How much do you trust Croydon Council? (% trust)	45%	55%	-10%

Key findings

Local area satisfaction

On the whole, residents appear to be satisfied with their local area as a place to live (**69%**), and Croydon as a borough is often highly regarded by its residents for its transport links (**45%**), shopping facilities (**23%**) and open spaces (**22%**). There are however key differences by ward cluster, with residents in Central West and Central East frequently being significantly less satisfied and also feeling less able to influence local decisions in comparison to their neighbouring ward clusters.

Views of Croydon Council

45% of residents are satisfied with the way Croydon Council runs things, which is **11% points** below the October 2023 LGA benchmark, and again, residents in Central East appear to be the most critical of the council along with residents who have lived in the borough for 5+ years. When asked the reasoning for their scores, residents who are satisfied often recite positive experiences with the council, whereas those who are dissatisfied reference the councils' previous financial issues. Along with council satisfaction, residents' ratings in terms of value for money (**34%**), keeping residents informed (**41%**) and trust in the council (**45%**) also come in below the LGA benchmark (**-6% points, -15% points and -10% points**).

Community cohesion

Residents do however think highly of their local communities, with **82%** agreeing that their local area is a place where people from different backgrounds get on well together, and **78%** agreeing that they feel a sense of belonging to their local area. Agreement scores are lower with regards to perceptions that people in their local area pull together to improve the local area (**61%**), but still remain above over half.

Feelings of safety

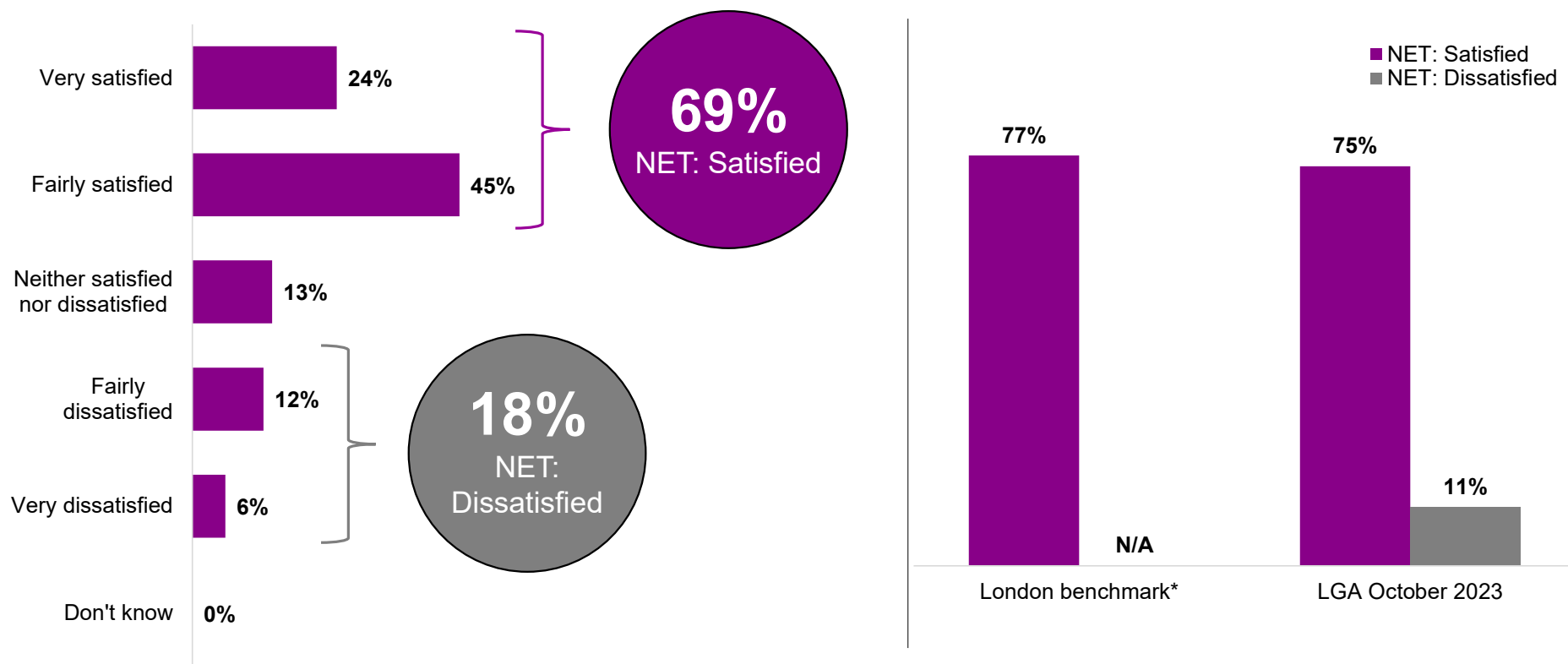
88% of residents report feeling safe in their local area in the daytime and **61%** report feeling safe in the evening. At both times of day there are consistent subgroup differences, whereby some residents feel less safe than others, including residents with a disability, females and residents who are most deprived.

3. Local area satisfaction

Local area satisfaction: Overall results

Just under seven in ten residents (**69%**) report that they are satisfied with their local area as a place to live.

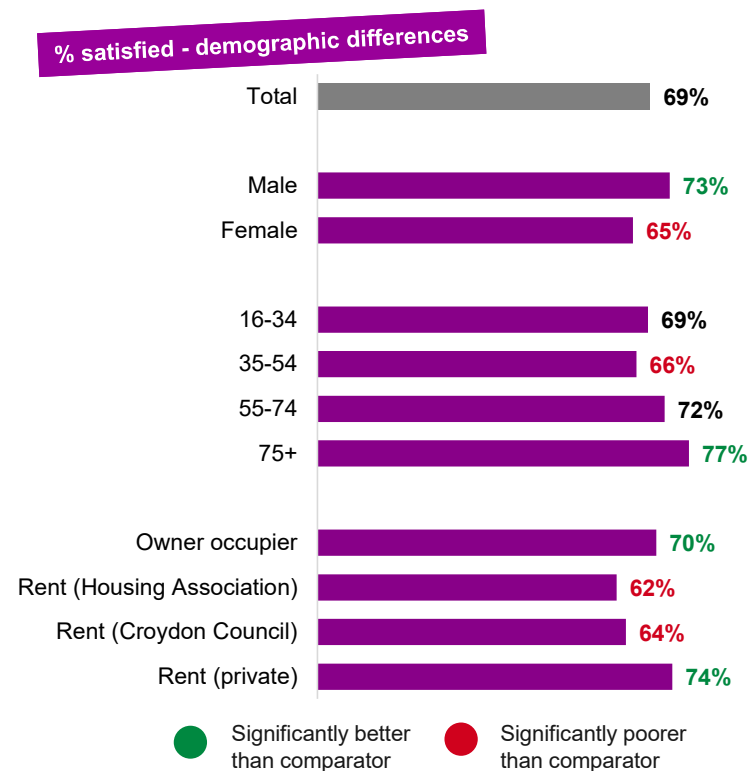
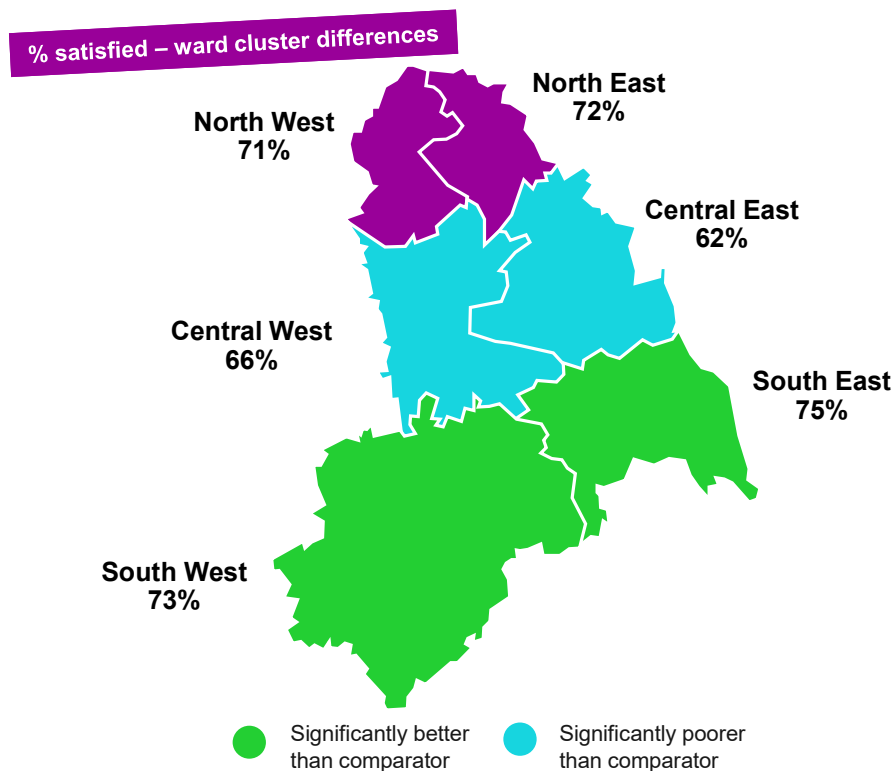
This places Croydon Council **6% points** behind the LGA benchmark and **8% points** behind the London benchmark for this metric.



Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

Local area satisfaction: Subgroup differences

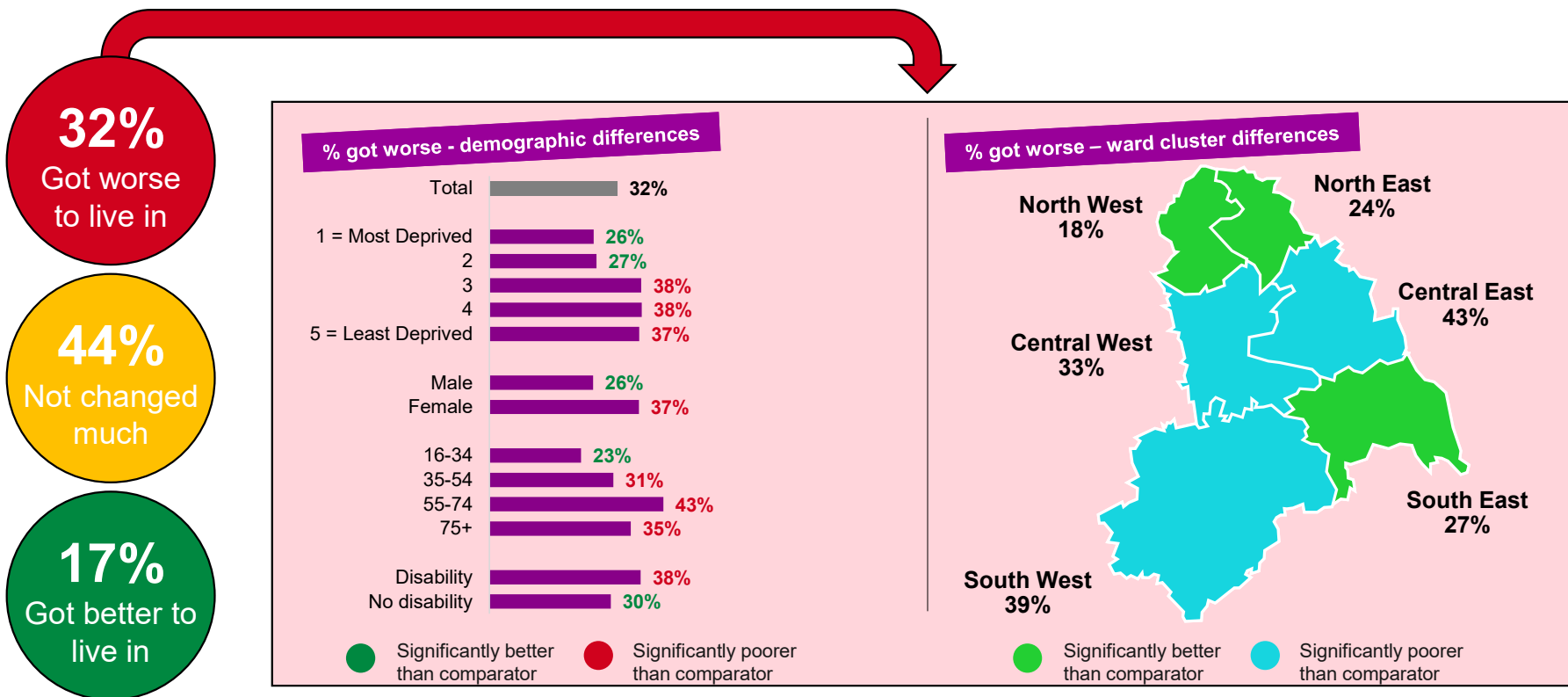
Local area satisfaction is significantly higher in the South East compared to the Central East area of Croydon (**75% cf. 62%**). When it comes to demographic differences, males are significantly more likely to be satisfied than females (**73% cf. 65%**), and those aged 65+ are also significantly more likely to be satisfied than those aged 35-54 (**77% cf. 66%**).



Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? **Base:** All respondents (1,694).

Local area satisfaction: Changes in the past two years

Most residents feel their local area has not changed much in the past two years (**44%**), but **32%** feel it has gotten worse. Indeed, those in the Central East of the borough and those aged 55-74 are significantly more likely to feel this way (**43%** respectively).

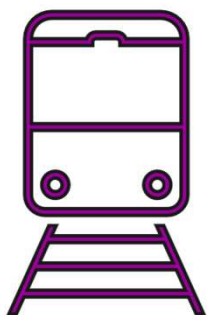


*7% DK / not lived here long enough to say

Q19. Do you think that over the past two years (since May 2021) your area has...? **Base:** All respondents (1,694).

The best things about living in Croydon

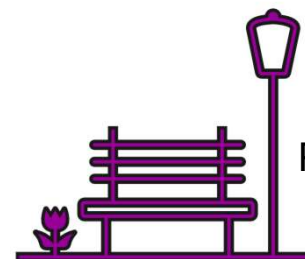
Croydon's good public transport links are perceived as one of the best things about living in Croydon by residents (**45%**), along with the variety of shops (**23%**) and the availability of parks and open spaces for residents to enjoy (**22%**). Amenities / leisure facilities, Croydon generally being a good location and schools / education are also mentioned but less frequently.



45%
Public
transport



23%
Variety of
shops



22%
Parks / open
spaces



14%
Amenities /
leisure



14%
Good
location

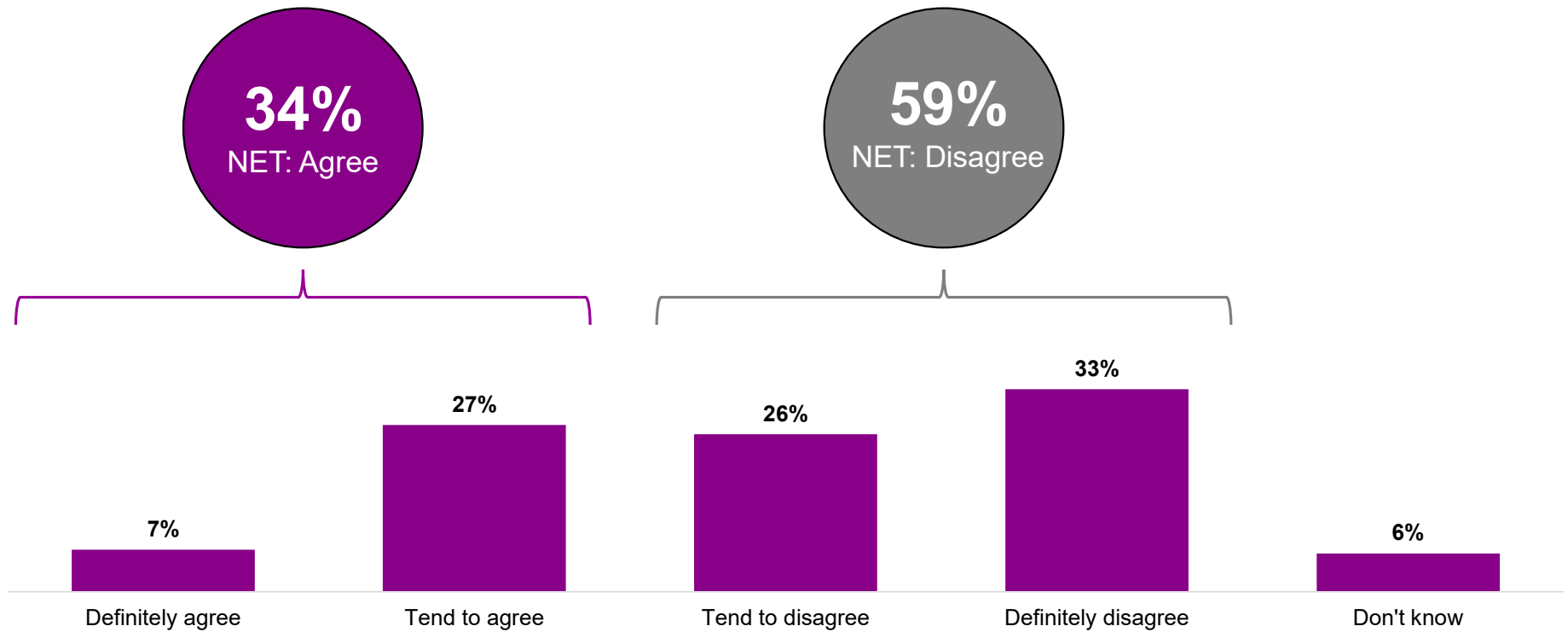


11%
Schools /
education

Q04. What would you say are the best things about living in Croydon? **Base:** All respondents who gave a valid response (1,691). *Only showing responses 11% and above.

Influence local decisions: Overall results

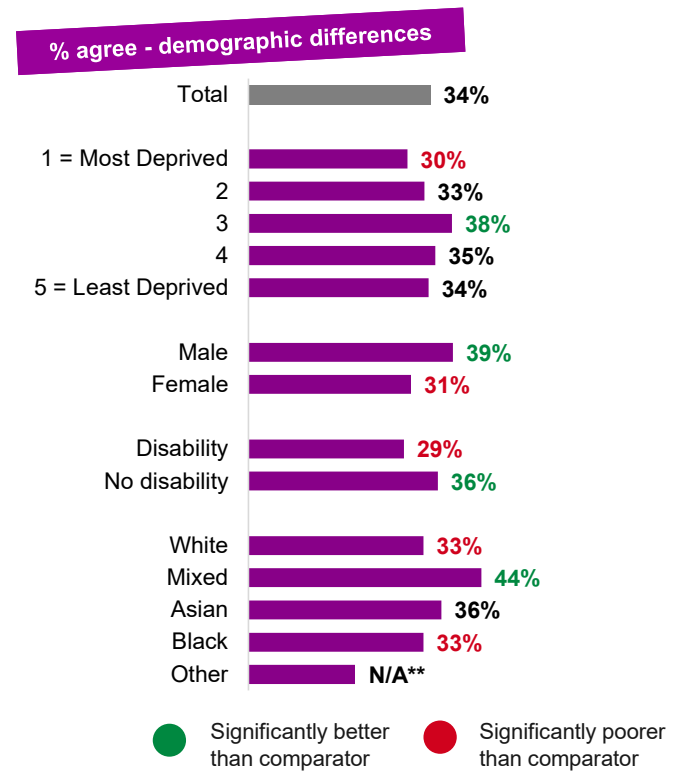
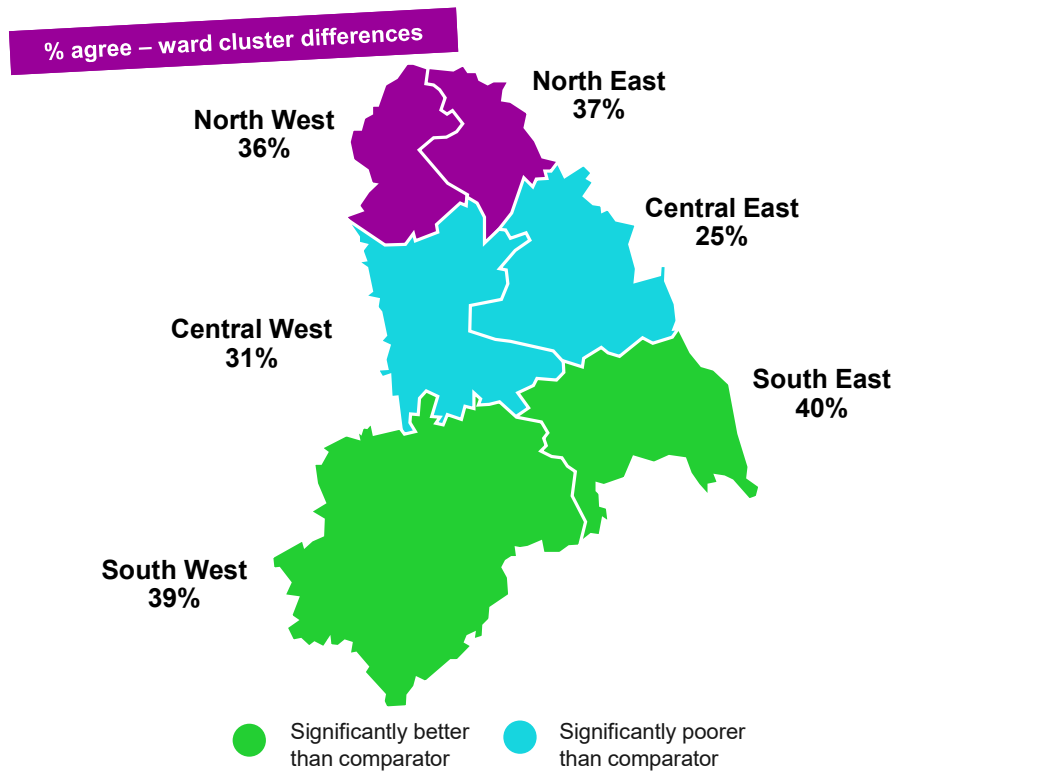
Around three fifths of residents (**59%**) disagree with the statement that they feel they can influence decisions made by public services such as health, police and the council, that affect their local area.



Q02. To what extent do you agree or disagree that you can influence decisions made by public services such as health, police and the council, that affect your local area?
Base: All respondents (1,694).

Influence local decisions: Subgroup differences

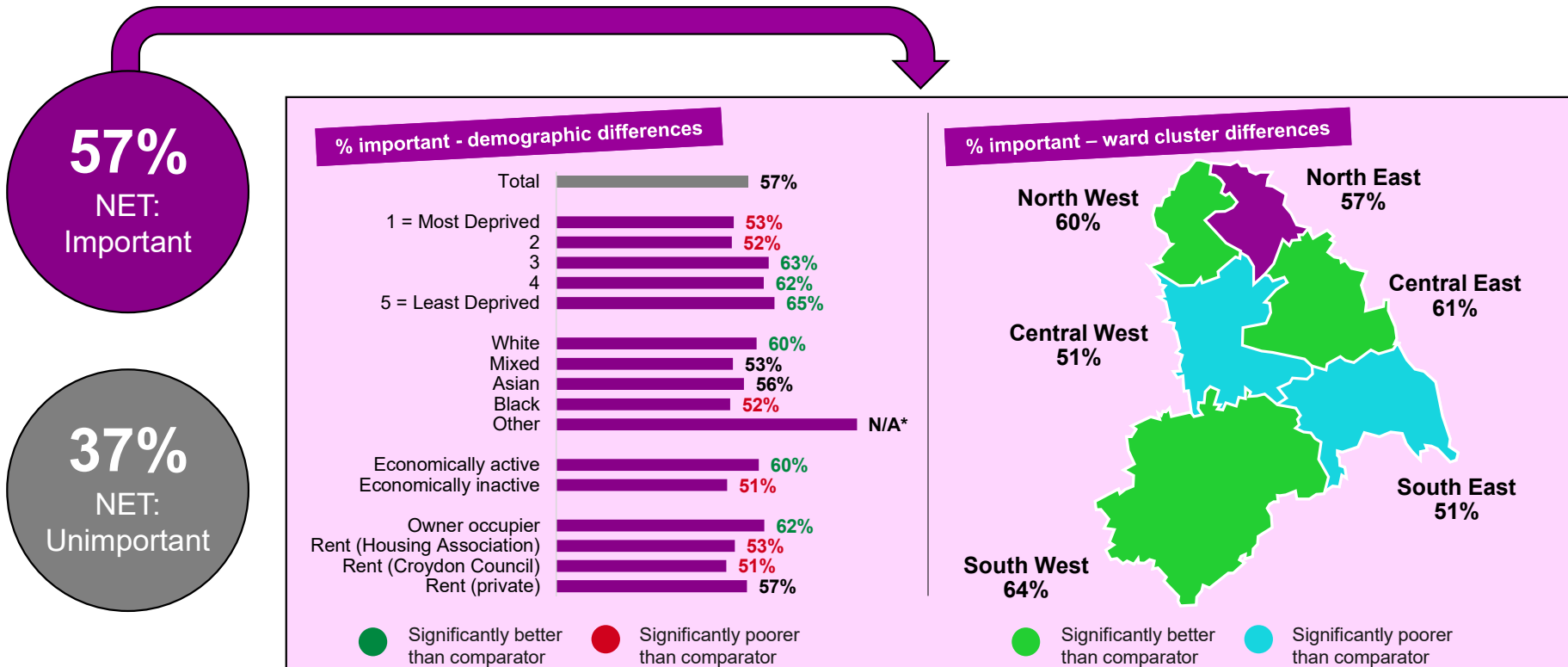
Of residents who feel they can influence decisions that affect their local area (**34%**), agreement is significantly higher amongst residents who live in the South East of the borough (**40%**). Those in IMD* quintile 3, males, residents without a disability and residents from a mixed ethnic background all also have significantly higher levels of agreement than their comparators.



Q02. To what extent do you agree or disagree that you can influence decisions made by public services such as health, police and the council, that affect your local area?
Base: All respondents (1,694). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5). **Caution low base size (<10).

Influence local decisions: Perceived importance

Most residents (**57%**) state that it is important for them personally to feel that they can influence decisions in their local area, but perceived importance is significantly greater for some residents, particularly those in the South West of the borough.



Q020. How important is it for you personally to feel that you can influence decisions in your local area? Base: All respondents (1,694). *Caution low base size (<10).

Influence local decisions: Resident involvement

Around a quarter of residents (**24%**) would like to be more involved in the decisions that affect their local area and a further **29%** say that it would depend on the issue. Of residents who feel it is important to be able to influence local decisions, sharing ideas on how to improve the neighbourhood is the most popular activity and there appears to be a preference for this to take place via meetings.

Would you like to be more involved in decisions affecting your local area?



24%
Yes



43%
No

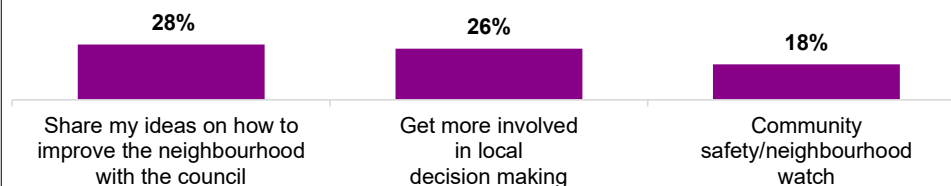


29%
Depends on
the issue

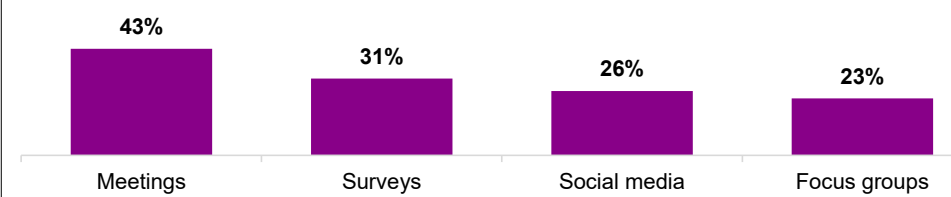


4%
Don't know

What activities or community events would you be interested in?



How would you like to be involved?

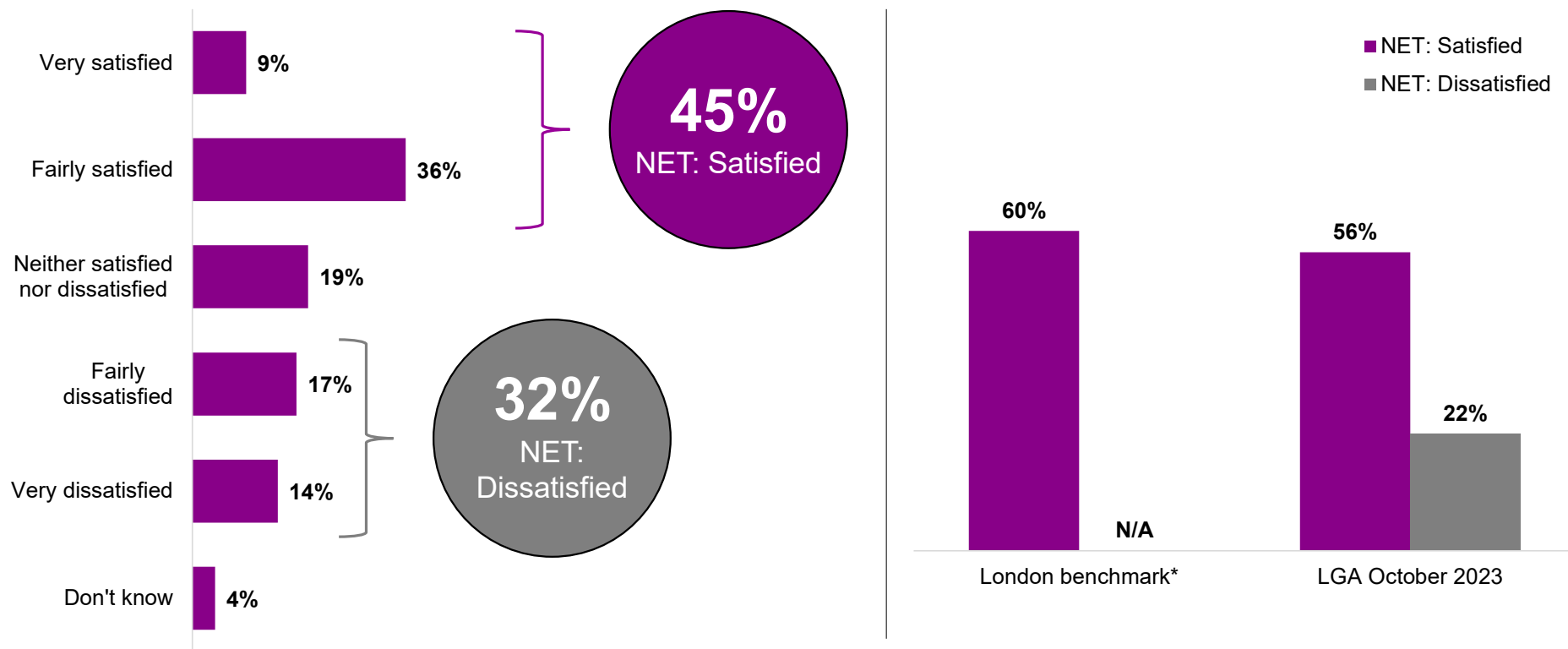


Q021. Generally speaking, would you like to be more involved in the decisions your local council makes which affect your local area? **Base:** All respondents (1,694).
Q022. What activities or community events would you be interested in getting involved with? **Q023.** How would you like to be involved? **Base:** All respondents who feel it is important to be able to influence local decisions (1,038). *Only showing the top 3 responses, all respondent selections can be found in the data tables.

4. Views of Croydon Council

Council satisfaction: Overall results

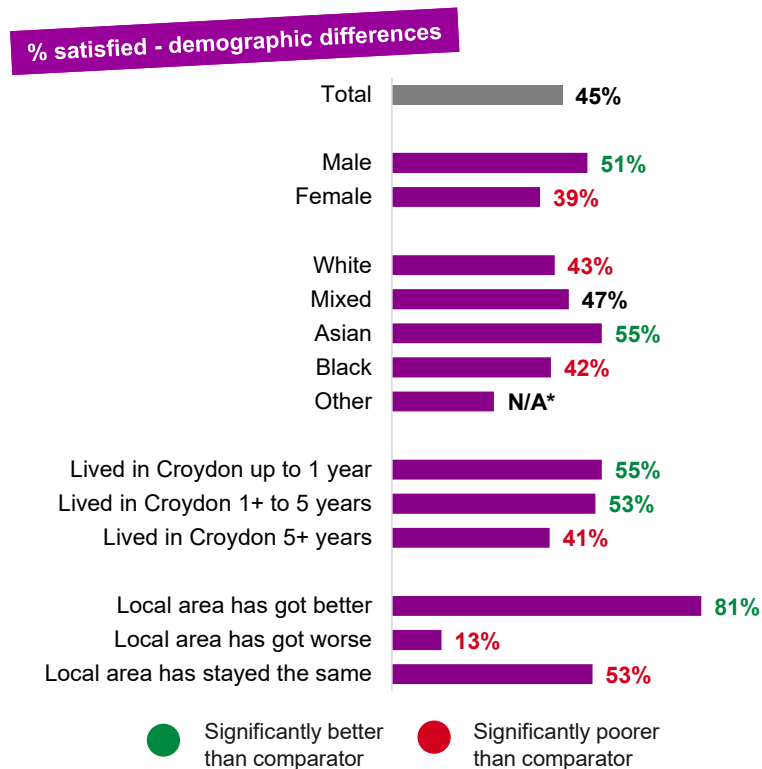
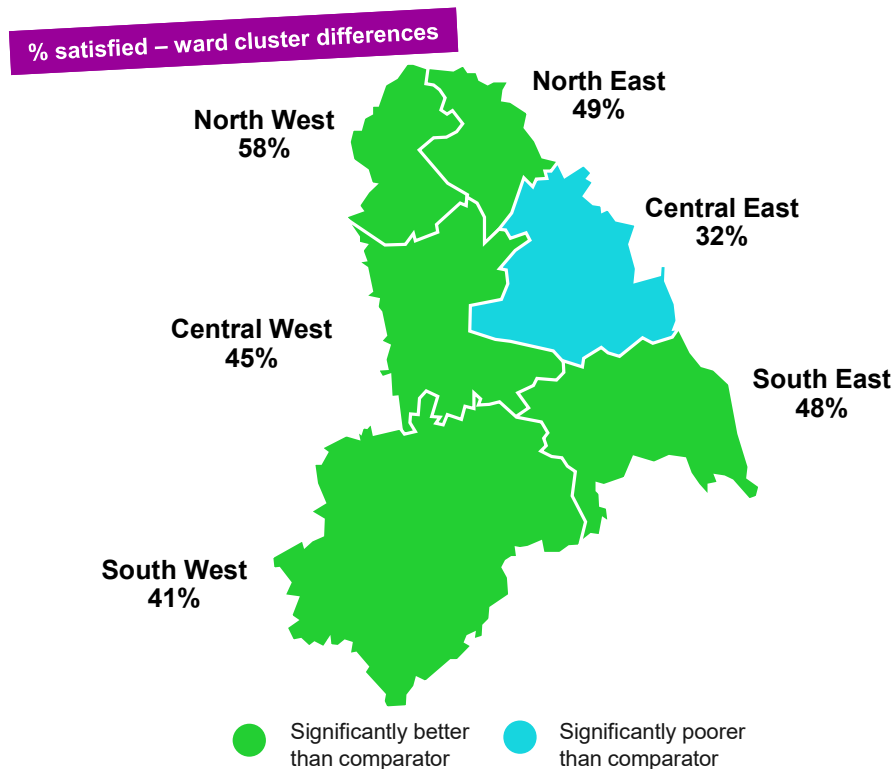
45% of residents are satisfied with the way Croydon Council runs things, whilst **32%** are dissatisfied. The LGA benchmark has experienced declines this year with regards to council satisfaction (**62% Oct-22 cf. 56% Oct-23**), but despite these declines Croydon Council remain **11% points** behind the most recent LGA benchmark figure.



Q05. Overall, how satisfied or dissatisfied are you with the way Croydon Council runs things? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

Council satisfaction: Subgroup differences

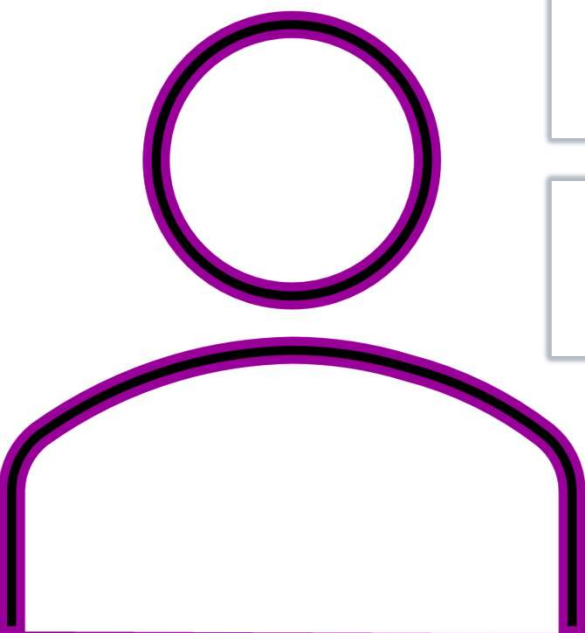
Satisfaction with the way Croydon Council runs things is lowest in the Central East of the borough (**32%**). Residents who have lived in Croydon for 5+ years are also significantly less likely to be satisfied compared to those who have lived in the area for up to a year (**41% cf. 55%**), perhaps due to the fact Croydon's long-standing residents remember the councils' financial issues back in 2020.



Q05. Overall, how satisfied or dissatisfied are you with the way Croydon Council runs things? **Base:** All respondents (1,694). *Caution low base size (<10).

Council satisfaction: Reasons for high ratings

Reasons for high satisfaction ratings often relate to residents not experiencing any problems with the council and thus having no reason to not be satisfied. Some residents do however reflect on past experiences whereby the Croydon Council has helped them or people from their community and references are also made to recent improvements in the local area.



"I personally don't have any problem with them because they have never given me a reason not to be satisfied."

Female, 35-44, North West Croydon

"Because I wouldn't say that they've given me reason not to be satisfied or not to trust them, they give me the basics."

Female, 25-34, North West Croydon

"They have been very helpful to me in the past when I have contacted them."

Female, 35-44, Central East Croydon

"Because I know they look after a lot of people from the area."

Male, 65-74, North East Croydon

"From what I can see, they are doing a lot in the local area."

Female, 35-44, South East Croydon

Q05a. Why do you say that? Base: All respondents who gave a valid response and are 'very satisfied' (98).

Council satisfaction: Reasons for low ratings

Croydon Council's previous financial problems are commonly cited by dissatisfied residents as the reason for their dissatisfaction. Some residents have, however, experienced more personal issues in their local area which they feel the council are slow to respond to, this included issues with rubbish / litter, fly tipping, issues with bin collections and council tax increases.

"It feels like they have spent / are spending a lot of money on things that ultimately have not come to fruition."

Female, 75-84, Central East Croydon

"They don't sweep the roads and there's lots of fly tipping that is just left, when you ring up, they don't answer the phone."

Female, 45-54, Central West Croydon

"They can't look after public money, what hope is there of them looking after the town's needs."

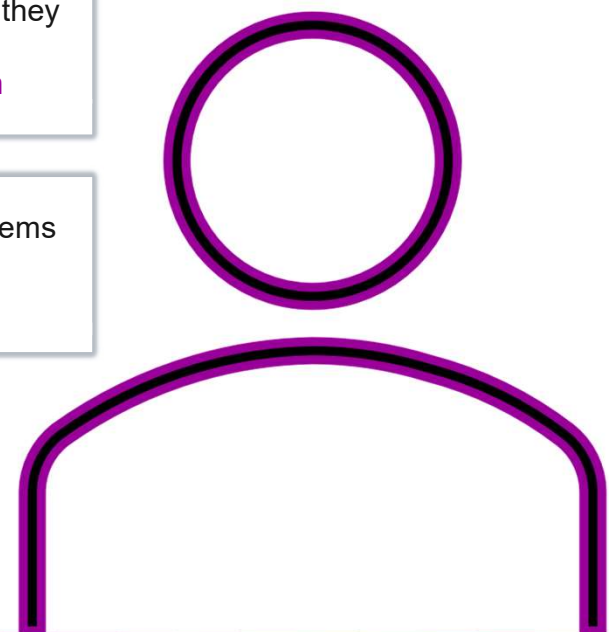
Male, 35-44, Central West Croydon

"Can't get through on phone, financial problems bin collection issues, council tax rises."

Female, 45-54, Central East Croydon

"Because of the council's expenditure with public money."

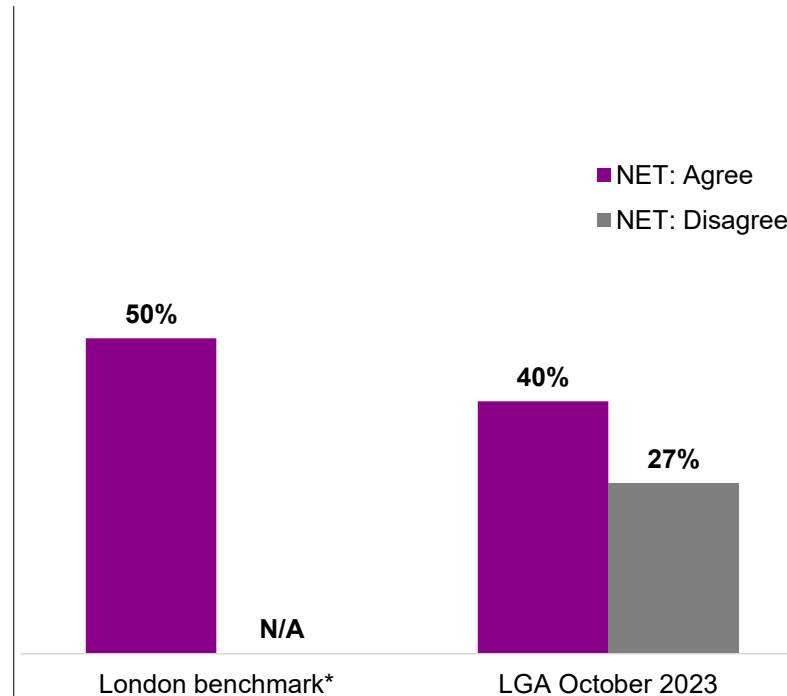
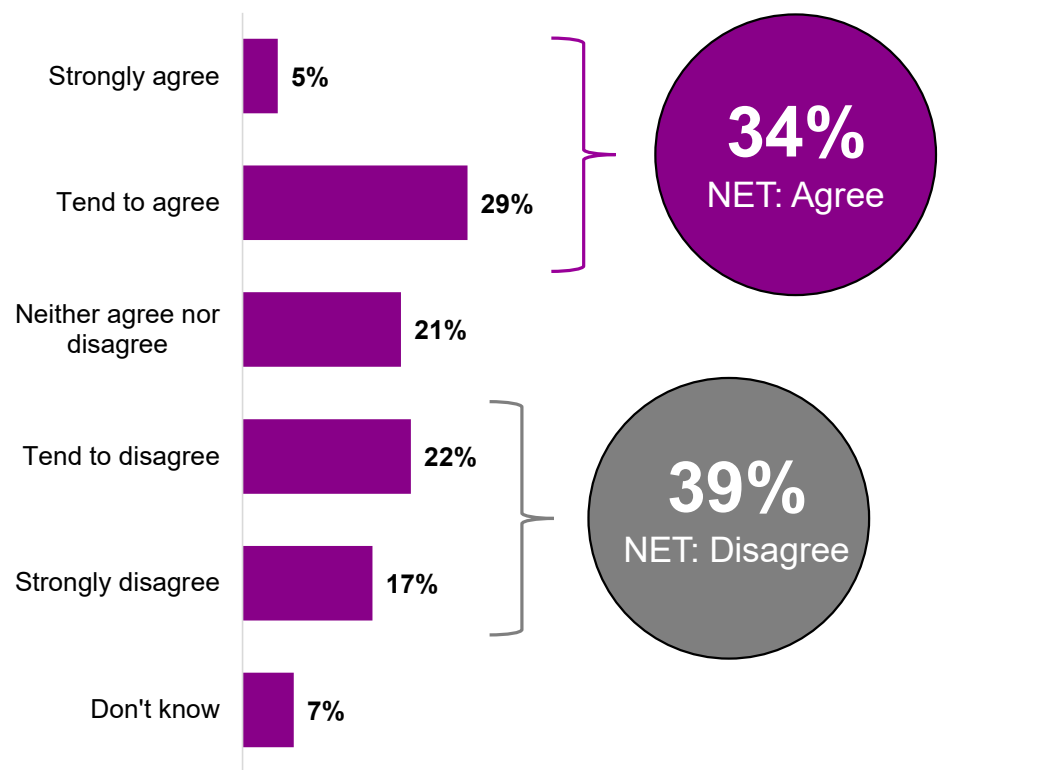
Female, 55-64, South West Croydon



Q05a. Why do you say that? **Base:** All respondents who gave a valid response and are 'very dissatisfied' (229).

Value for money: Overall results

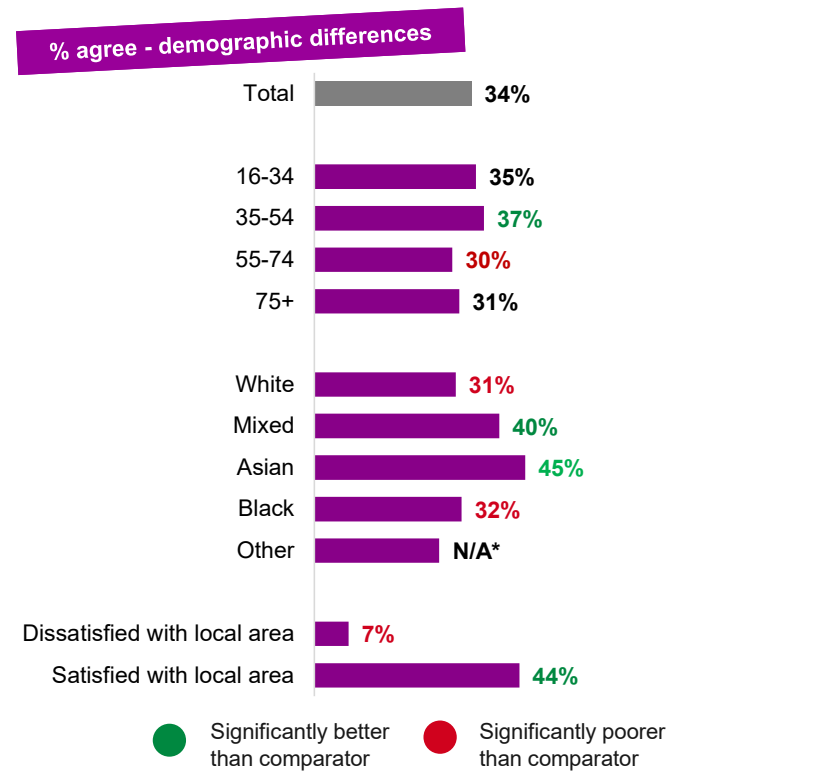
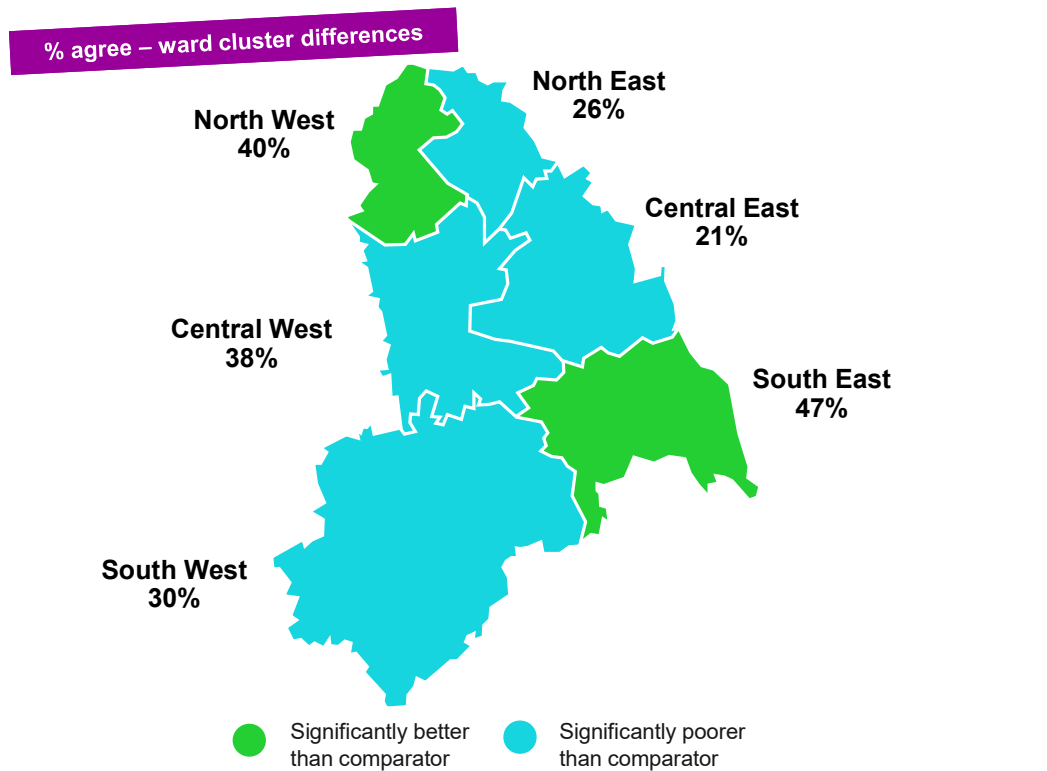
More residents disagree than agree with the statement that Croydon Council provides value for money (**39% cf. 34%**). Again, the LGA benchmark has experienced declines this year in terms of agreement levels for this metric (**46% Oct-22 cf. 40% Oct-23**) and as a result this places Croydon Council **6% points** behind the LGA benchmark.



Q06. To what extent do you agree or disagree that Croydon Council provides value for money? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

Value for money: Subgroup differences

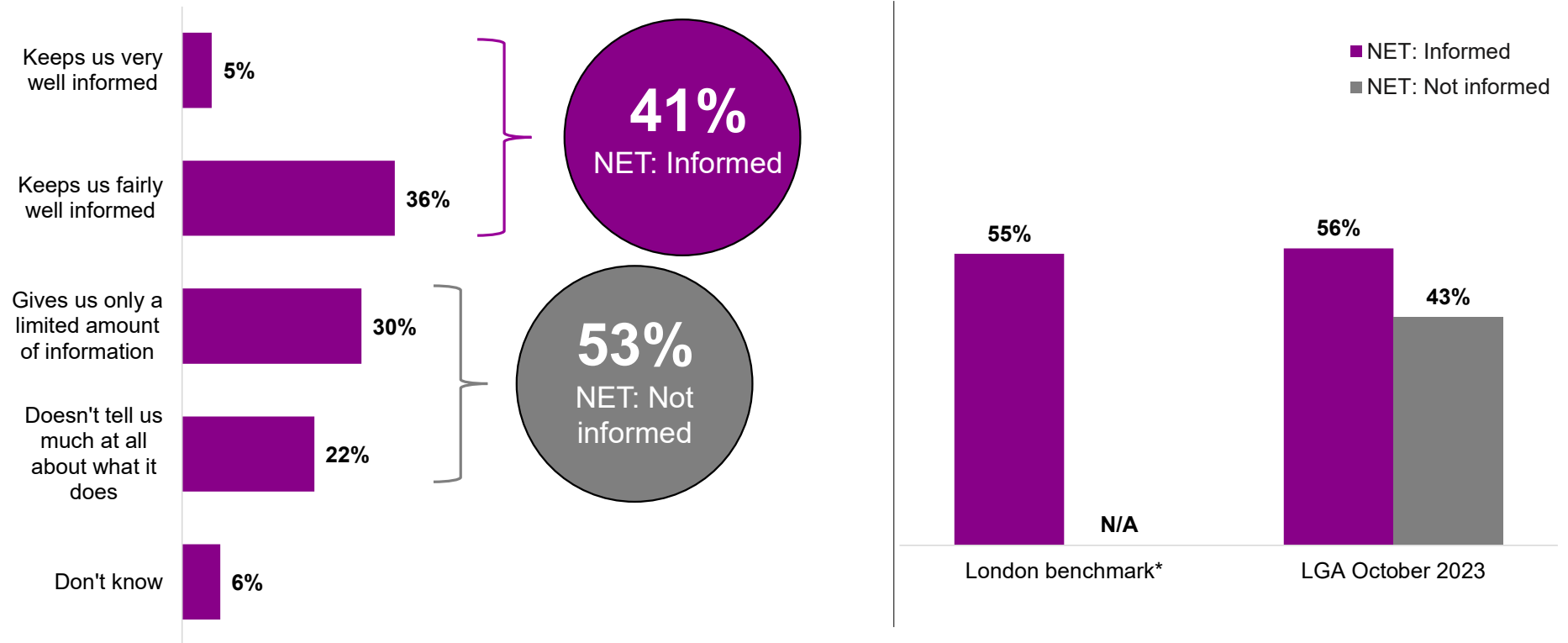
Perceptions of value for money differ by ward cluster, with those in the South East of the borough being significantly more likely to agree that Croydon Council provides value for money compared to residents in the Central East area (47% cf. 21%). In particular, those who are dissatisfied with their local area are significantly more likely to report lower levels of agreement for this metric at just 7%.



Q06. To what extent do you agree or disagree that Croydon Council provides value for money? Base: All respondents (1,694). *Caution low base size (<10).

Keeping residents informed: Overall results

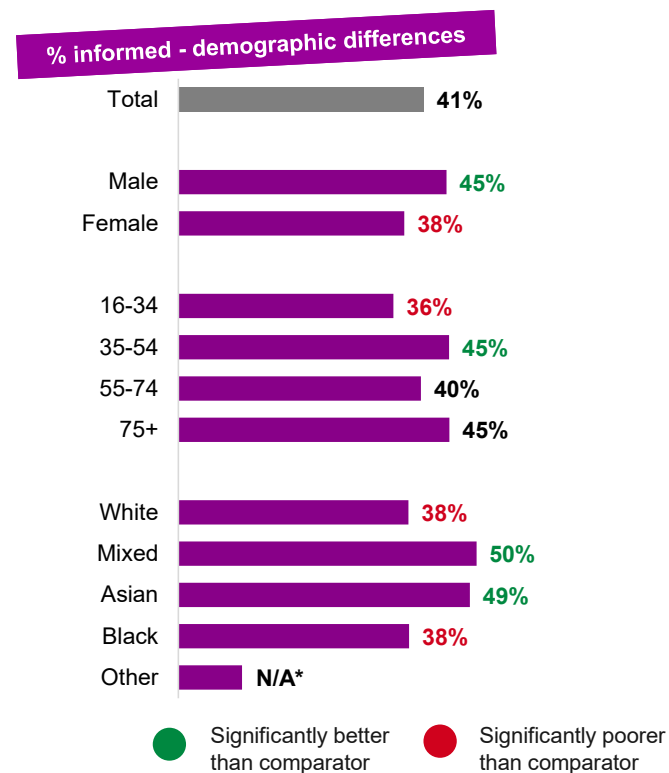
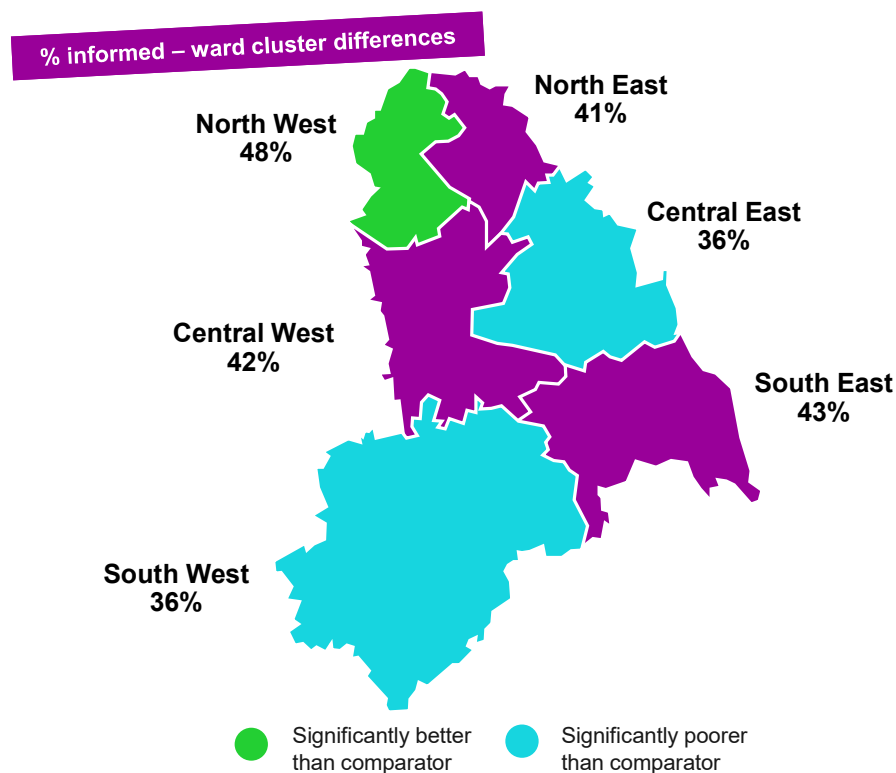
Just over two in five residents (**41%**) feel as though Croydon Council keeps them informed about the services and benefits it provides. This places Croydon Council's performance **15% points** below the LGA benchmark for this metric.



Q07. How well do you think Croydon Council keeps residents informed about the services and benefits it provides? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

Keeping residents informed: Subgroup differences

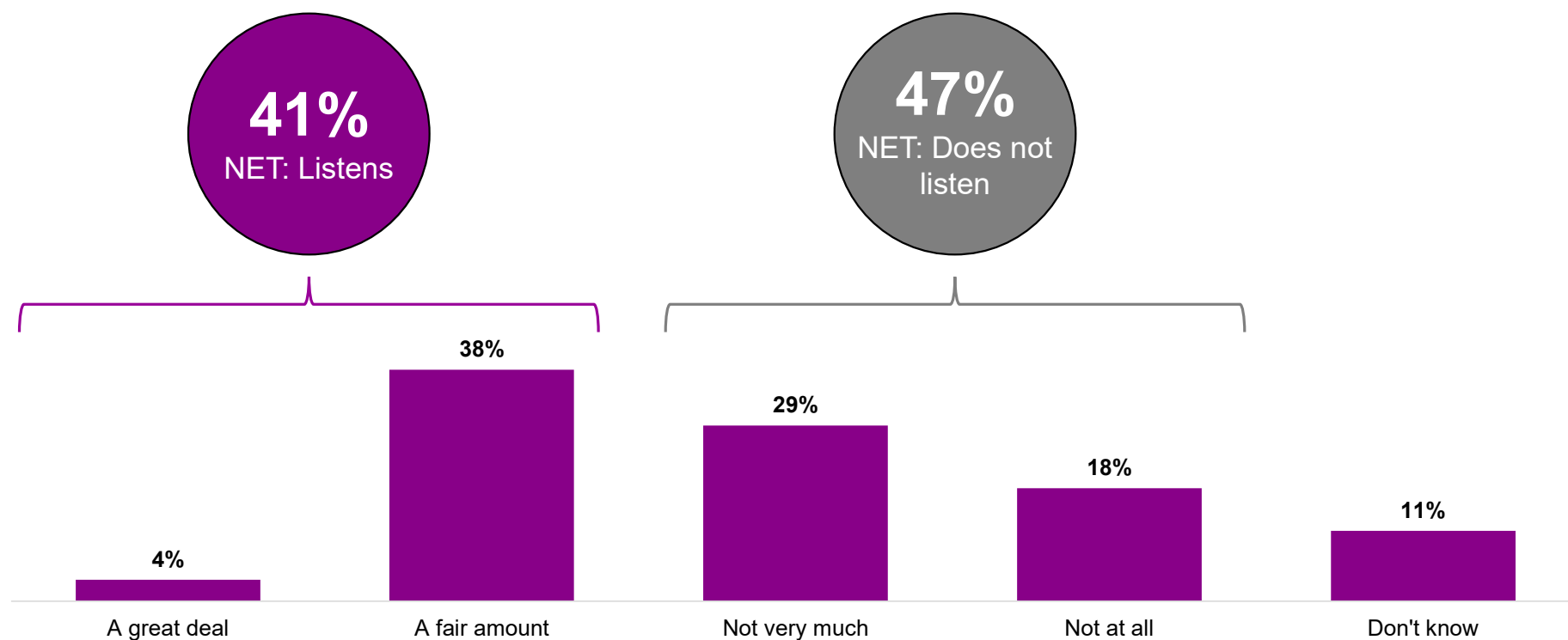
Those in the Central East and South West of the borough feel significantly less informed than those in the North West (36% cf. 48%). Younger residents are also significantly more likely to feel less informed than those aged 35-54 (36% cf. 45%).



Q07. How well do you think Croydon Council keeps residents informed about the services and benefits it provides? **Base:** All respondents (1,694). *Caution low base size (<10).

Listening to residents: Overall results

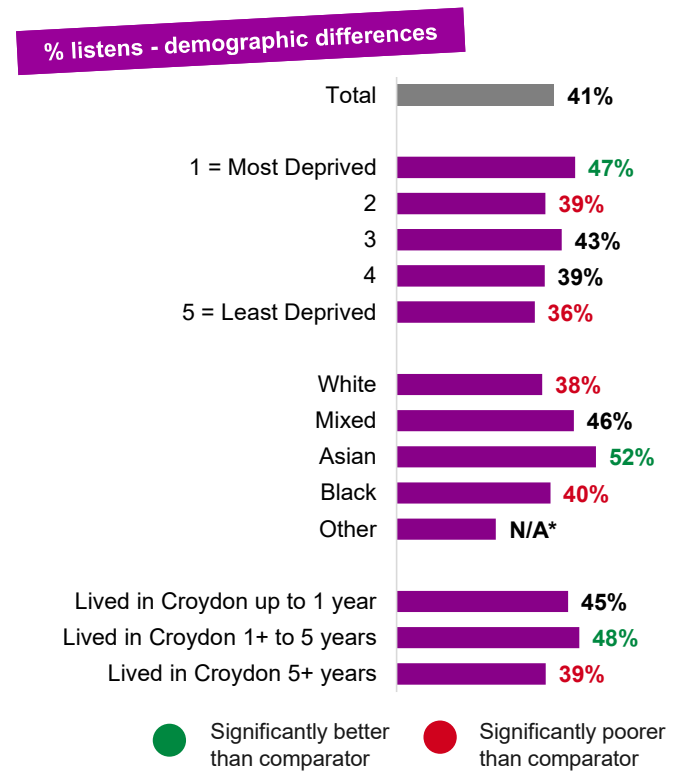
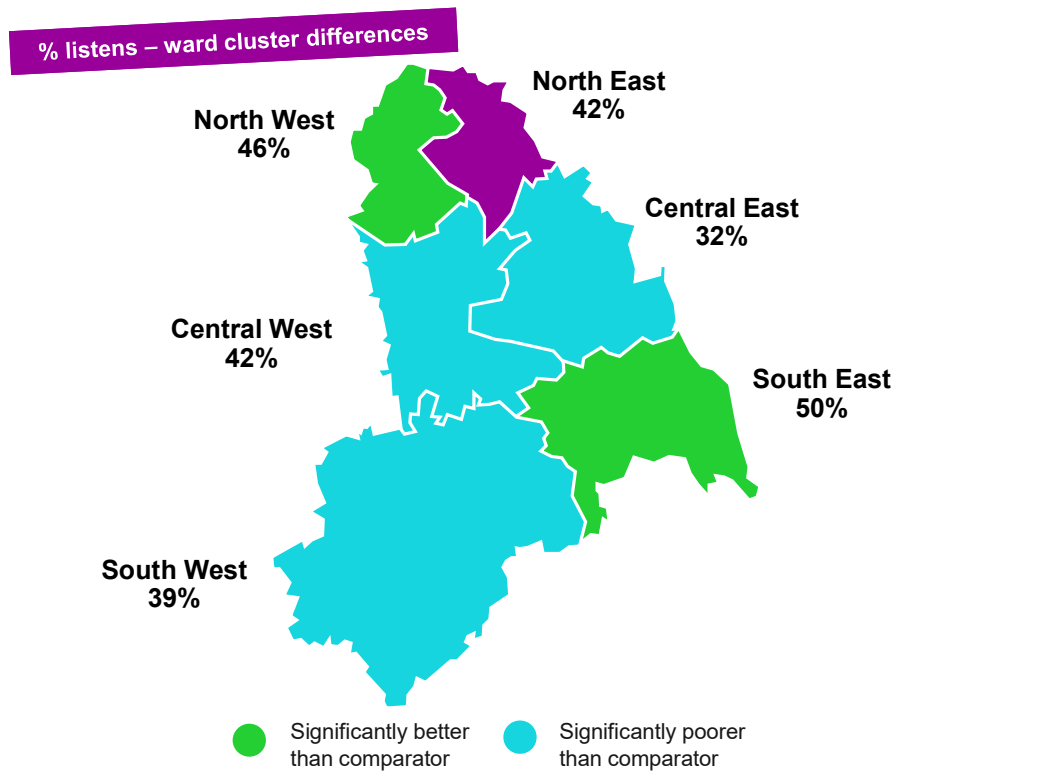
41% of residents feel that Croydon Council listens to them, but of those who do feel the council listens, only 4% say that the council listens 'a great deal'.



Q08. To what extent do you think Croydon Council listens to local residents? **Base:** All respondents (1,694).

Listening to residents: Subgroup differences

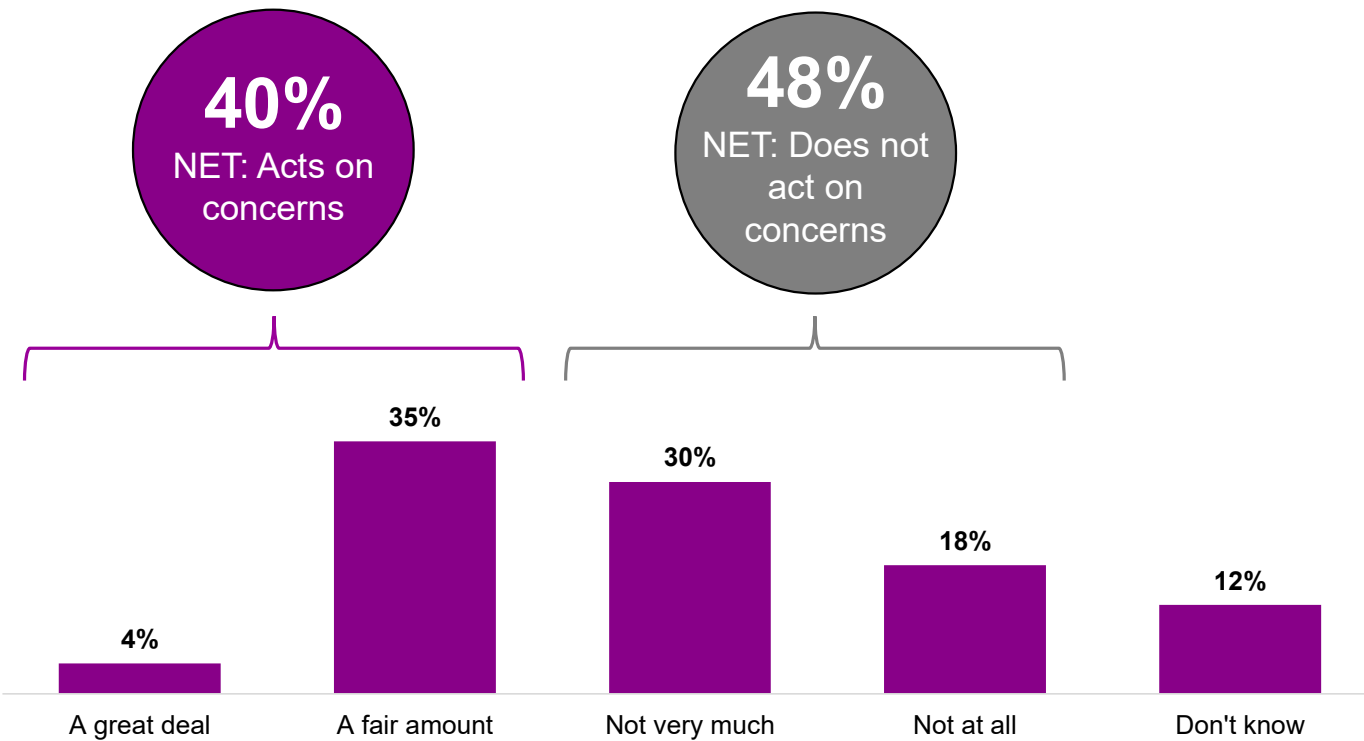
Those in the Central East of the borough, those who are least deprived and those who have lived in Croydon for five or more years are significantly less likely to feel that Croydon Council listens to its residents.



Q08. To what extent do you think Croydon Council listens to local residents? Base: All respondents (1,694). *Caution low base size (<10).

Acting on residents' concerns: Overall results

Almost half of residents feel that Croydon Council does not act on the concerns of local residents (**48%**). Despite this high score, Croydon Council is in fact only **5% points** higher for this metric than the LGA benchmark as in recent years the benchmark has experienced significant declines.



LGA benchmark
(October 2023)



52%
Acts on concerns

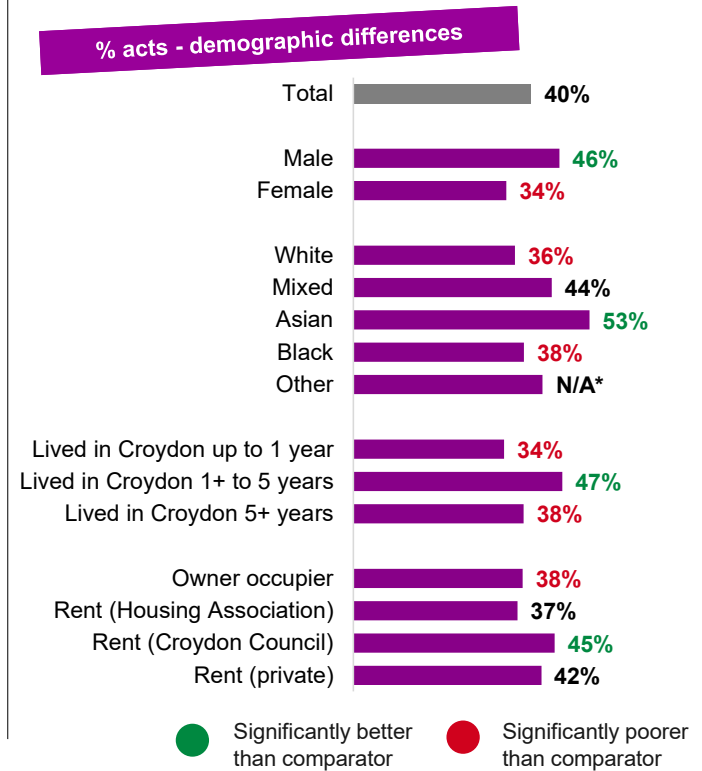
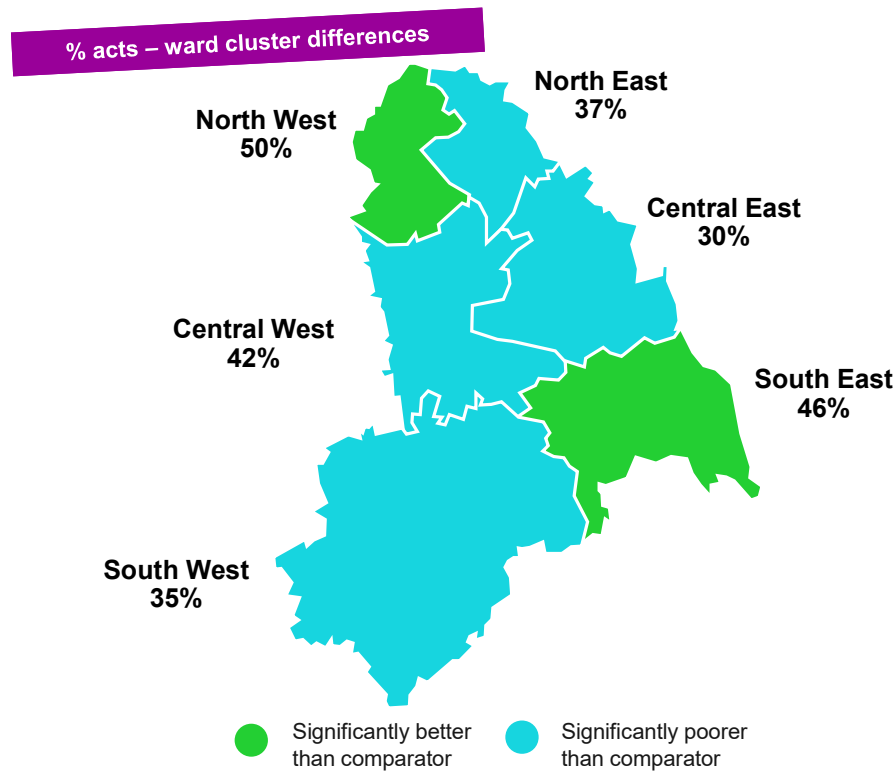


43%
Does not act on concerns

Q09. To what extent do you think Croydon Council acts on the concerns of local residents? **Base:** All respondents (1,694).

Acting on residents' concerns: Subgroup differences

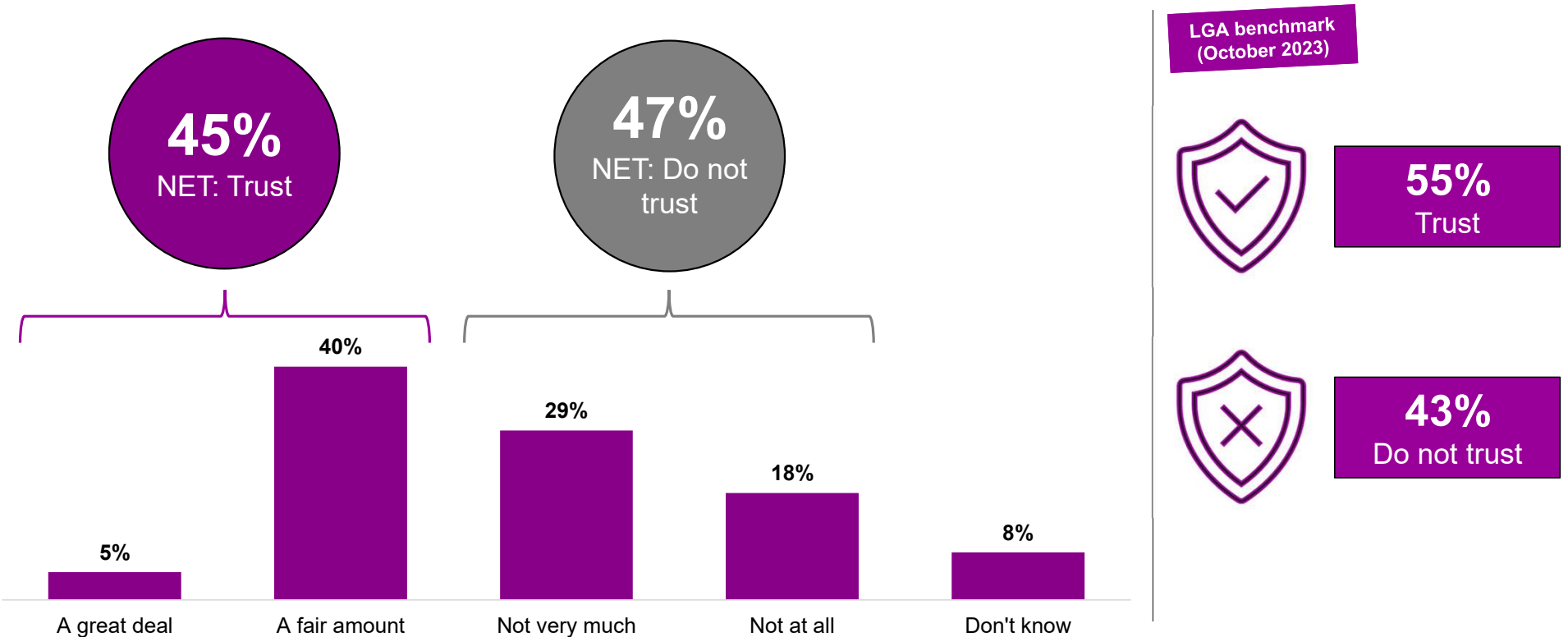
Those who have lived in Croydon for 5+ years are significantly less likely to think that Croydon Council acts on the concerns of residents (**38%**), but interestingly so are newer residents who have only lived in the area for up to one year (**34%**).



Q09. To what extent do you think Croydon Council acts on the concerns of local residents? **Base:** All respondents (1,694). *Caution low base size (<10).

Trust in Croydon Council: Overall results

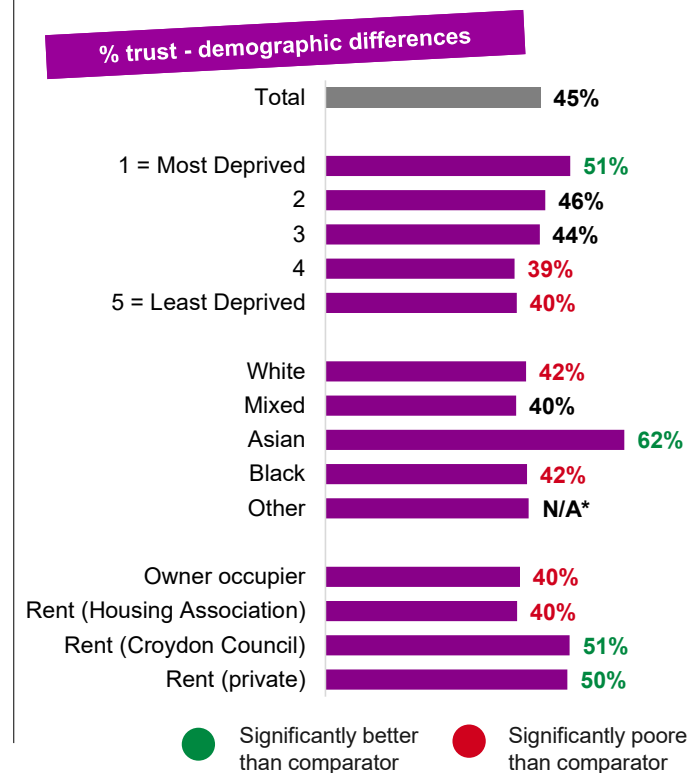
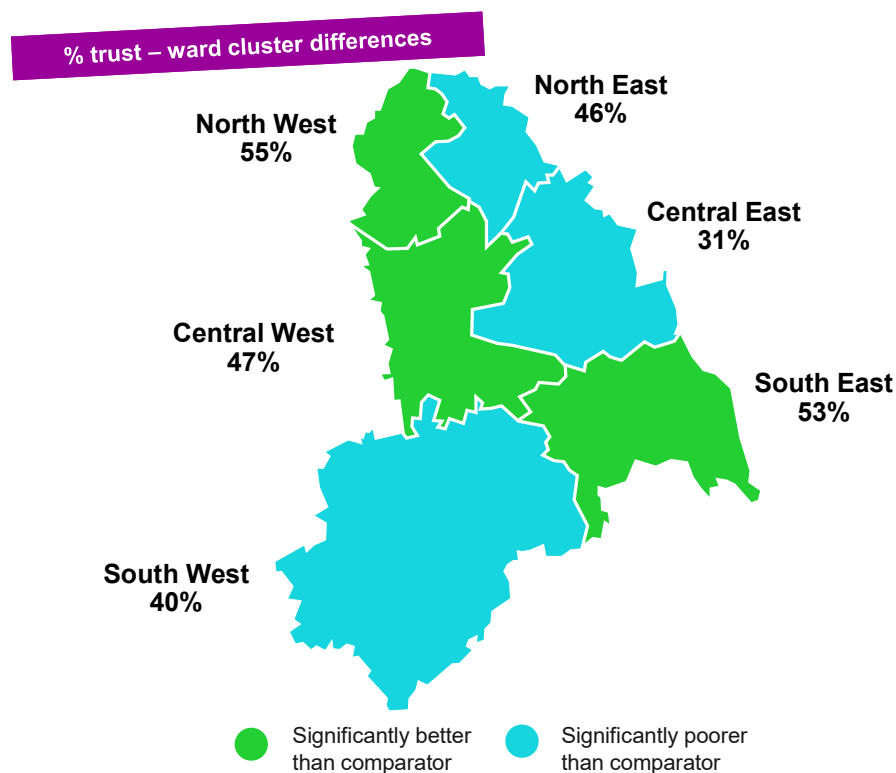
When it comes to trust levels, Croydon Council's performance is **10% points** behind the LGA benchmark, and almost half of residents report that they do not trust the council (**47%**).



Q010. How much do you trust Croydon Council? **Base:** All respondents (1,694).

Trust in Croydon Council: Subgroup differences

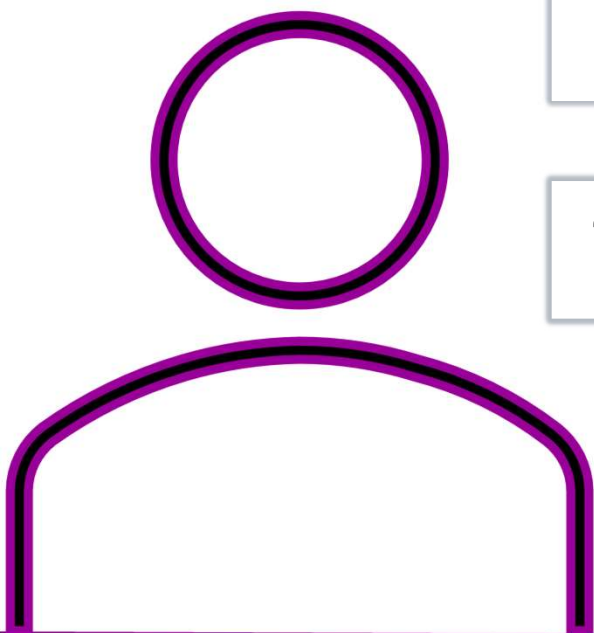
Residents living in the North West of the borough are significantly more likely to say that they trust Croydon Council (**55%**). Similarly, those who are most deprived and those who rent directly from the council are also significantly more likely to be trusting, perhaps due to their increased contact with the council.



Q010. How much do you trust Croydon Council? **Base:** All respondents (1,694). *Caution low base size (<10).

Trust: Reasons for high scores

Reasons for high trust ratings often relate to residents having positive experiences / dealings with Croydon Council in the past. These residents feel that the council were polite and helpful when they needed their support. Other residents mention how the council does a lot for the community and its people...



“Whenever I have contacted them in the past their response has always been very positive.”

Male, 65-74, Central West Croydon

“When I have rang them, they have been polite and helpful.”

Male, 65-74, North West Croydon

“I think they help people as much as they can.”

Male, 75-84, Central West Croydon

“They do a lot for our local community.”

Female, 35-44, Central West Croydon

“Because they have policies to support the locals.”

Male, 45-54, Central West Croydon

Trust: Reasons for low scores

Council finances are a major contributing factor to low trust scores from residents. Previous financial problems i.e., bankruptcy, is commonly mentioned but residents appear to also be unhappy with current spending, with many saying they do not agree with how Croydon Council is spending its funds.

“It’s quite corrupt, there is not a lot information to explain how money is spent.”

Female, 16-24, Central West Croydon

“They rush into schemes that are not sound and waste money.”

Female, 45-54, South East Croydon

“They do not do what they are meant to do. They get money and use it elsewhere.”

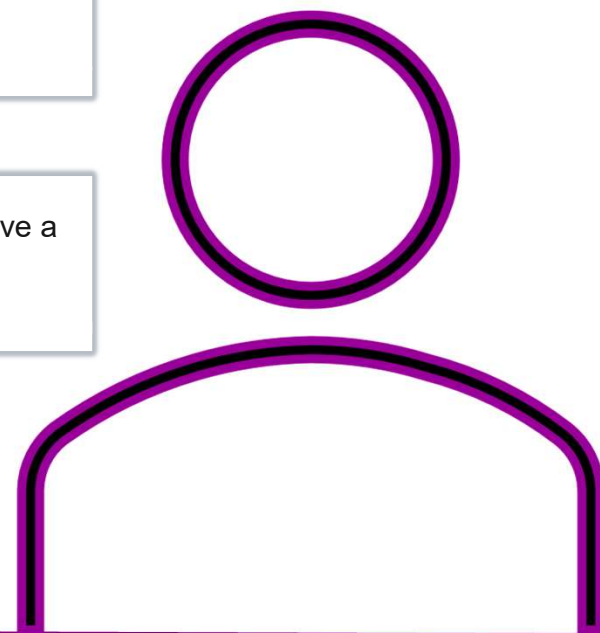
Male, 35-44, South East Croydon

“They are not working for the public they have a different agenda.”

Female, 35-44, South East Croydon

“Squandered all the money and put council tax up 15% and services not improved.”

Female, 65-74, Central East Croydon



Likelihood to speak positively about the council

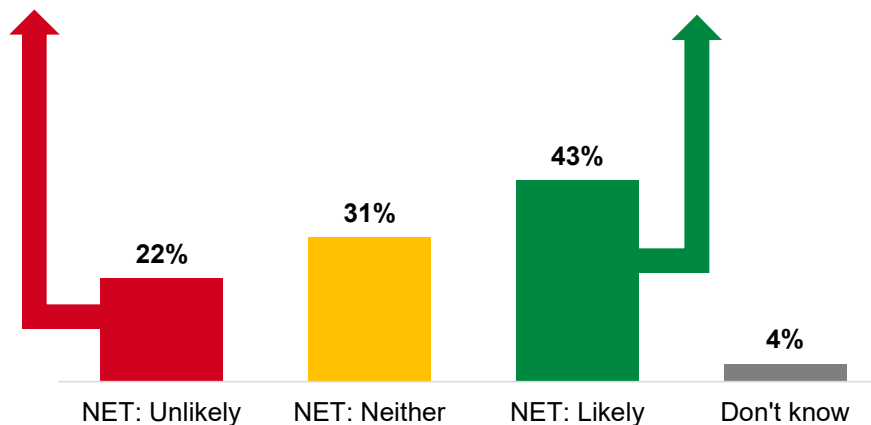
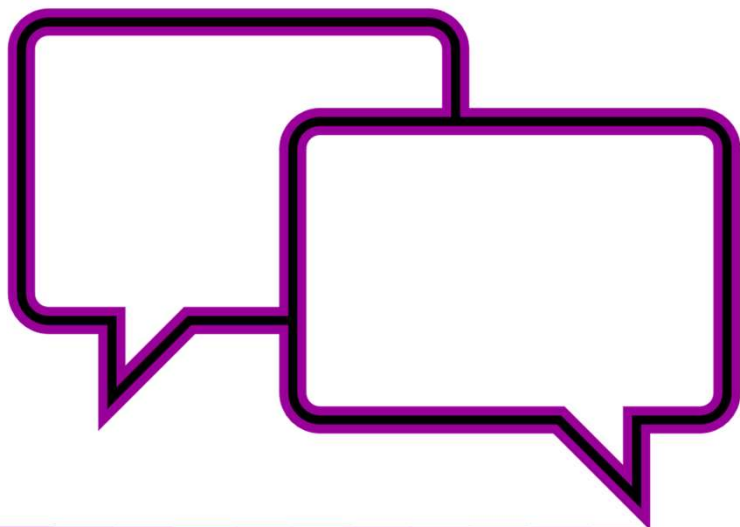
Almost three quarters of residents say that they are 'neither likely nor unlikely' or 'likely' to speak positively about Croydon Council (74%). Some residents do however say they are unlikely to speak positively about the council (22%).

Residents more likely to say they are unlikely to speak positively:

- Those in Central East and Central West (27%)
- Those aged 55-74 (27%)
- Those who are economically inactive (26%)
- LGB residents (32%)

Residents more likely to say they are likely to speak positively:

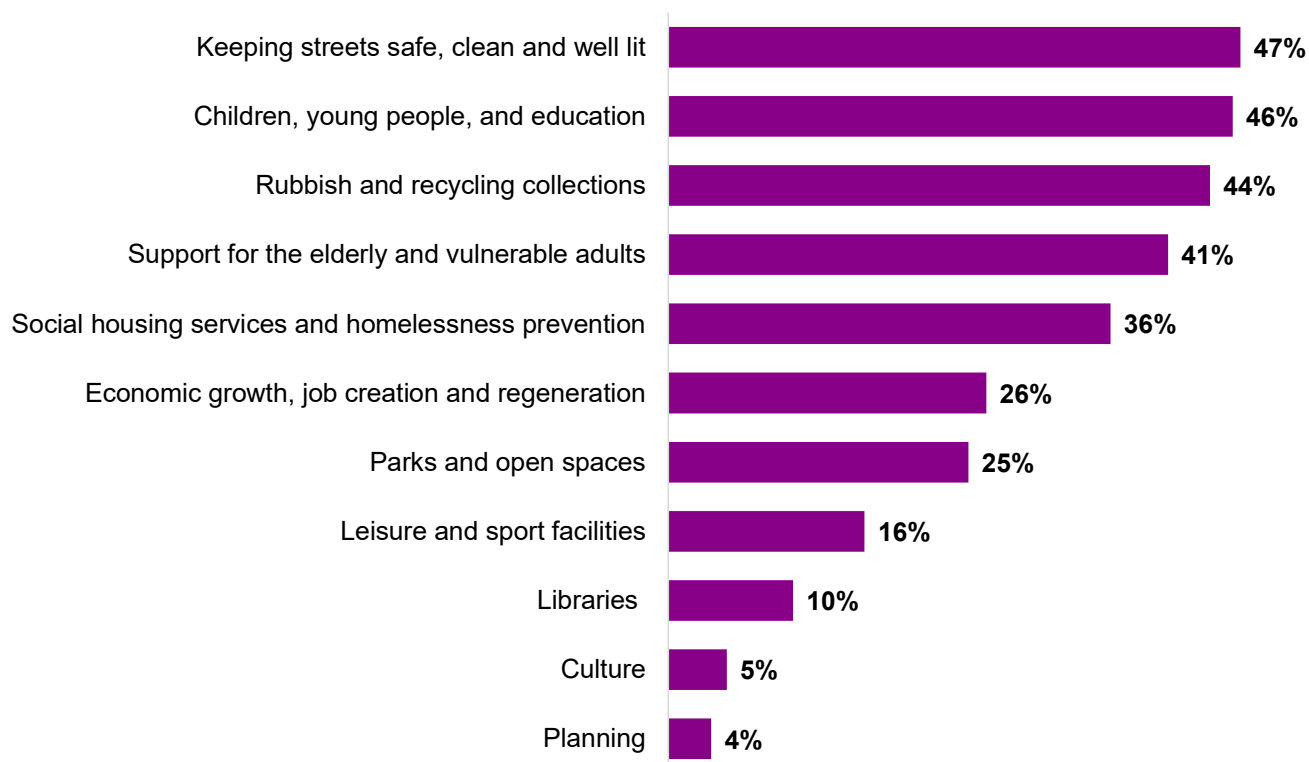
- Those in the North West of the borough (57%)
- Those from an Asian ethnic background (60%)
- Those living in the area for 1-5 years (53%)
- Those who think the area has got better (86%)



Q011. Overall, how likely would you be to speak positively about Croydon Council's services to a friend or family member? **Base:** All respondents (1,694).

Importance of Croydon Council services

Keeping streets safe, clean and well lit is perceived as the most important service provided by Croydon Council (**47%**), whilst planning appears to be perceived as the least important service (**4%**).



Key takeouts

Keeping streets safe, clean and well lit is more important to residents aged 75+ in comparison to those aged 16-34 (**43% cf. 57%**)

Children, young people and education is more important to those in the South West compared to those in the North East (**34% cf. 52%**)

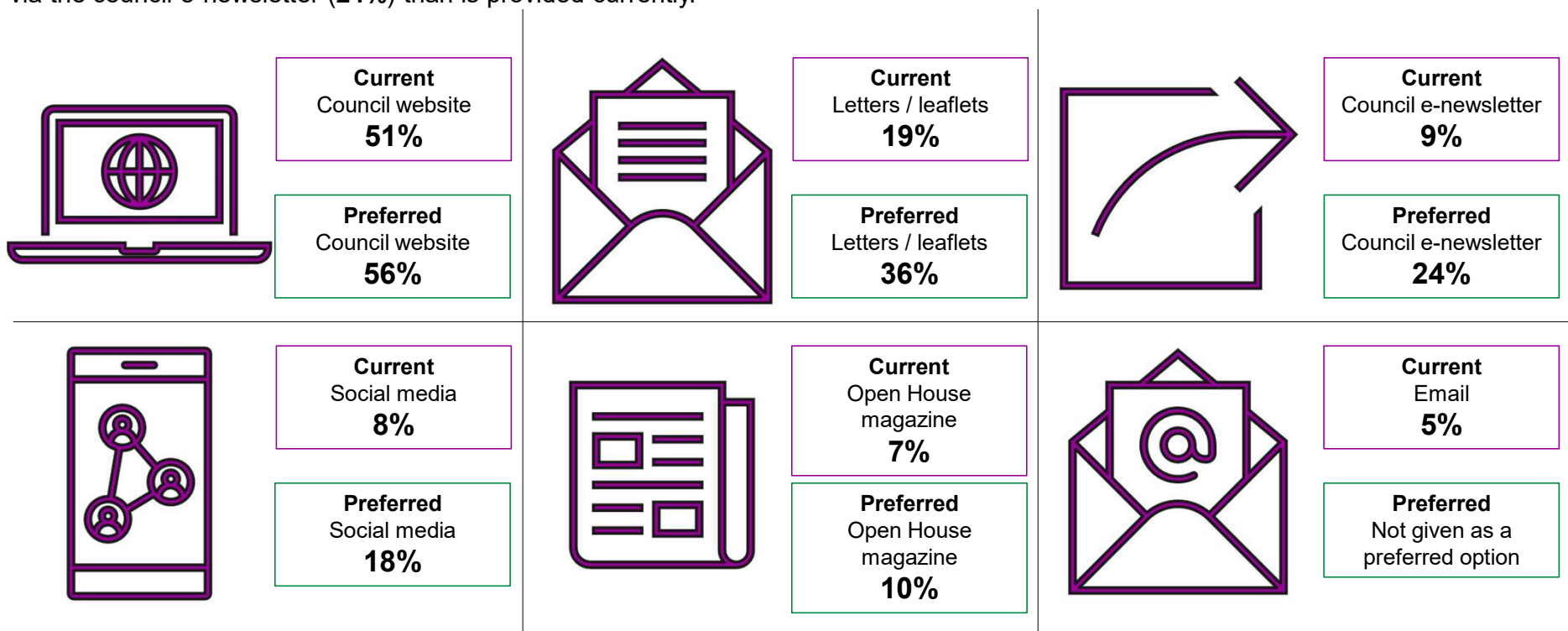
Rubbish and recycling collections is more important to residents aged 55-74 in comparison to those aged 16-34 (**53% cf. 35%**)

Q013. What are the most important services provided by Croydon Council? **Base:** All respondents who provided a valid response (1,650).

Council information sources

Residents express a keenness to be kept informed by Croydon Council...

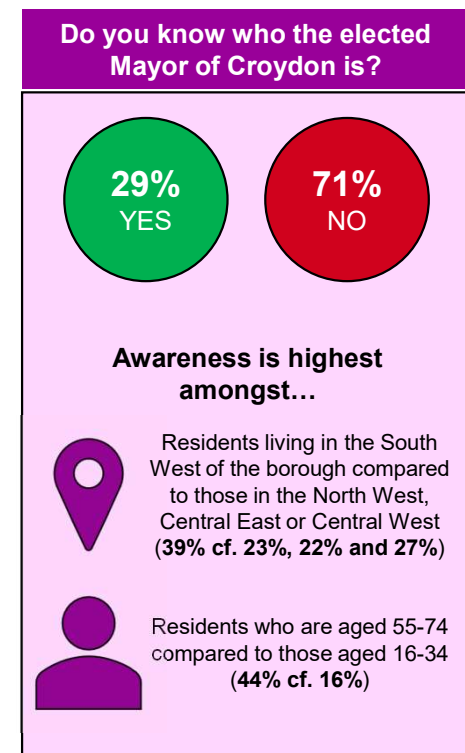
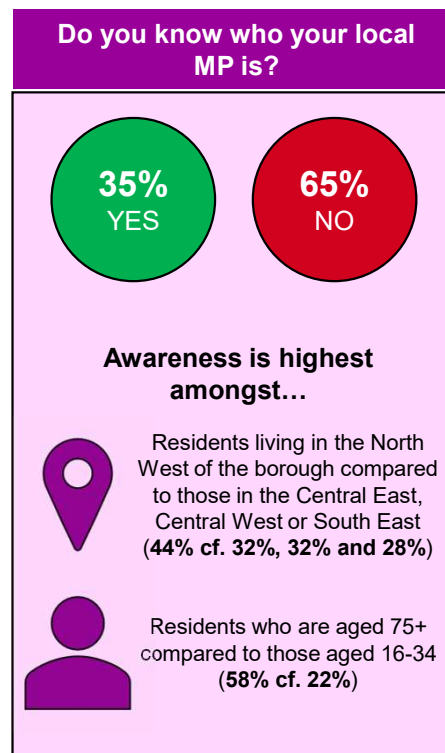
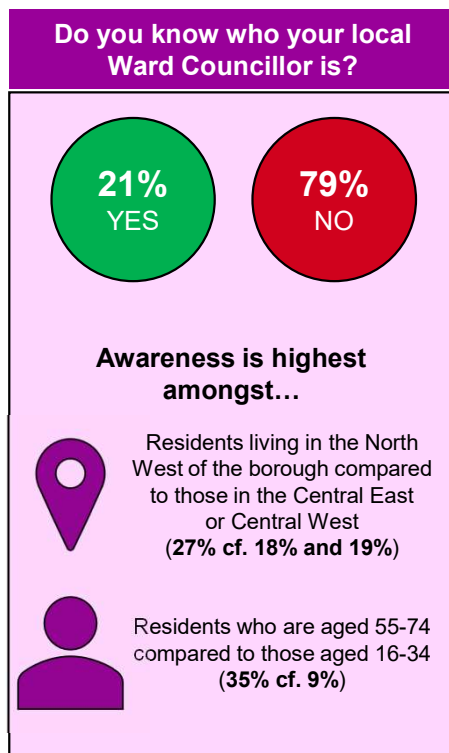
The most popular current information source is the council's website (51%), and this is also residents' preferred information source for future information (56%). There is, however, greater preferred interest in receiving information from letters / leaflets (36%) and via the council e-newsletter (24%) than is provided currently.



Q014. How do you currently get information about council services? Q015. How would you like to get information and updates from the council in the future?
 Base: All respondents (1,694). *Only showing responses 5% and above.

Awareness of borough officials

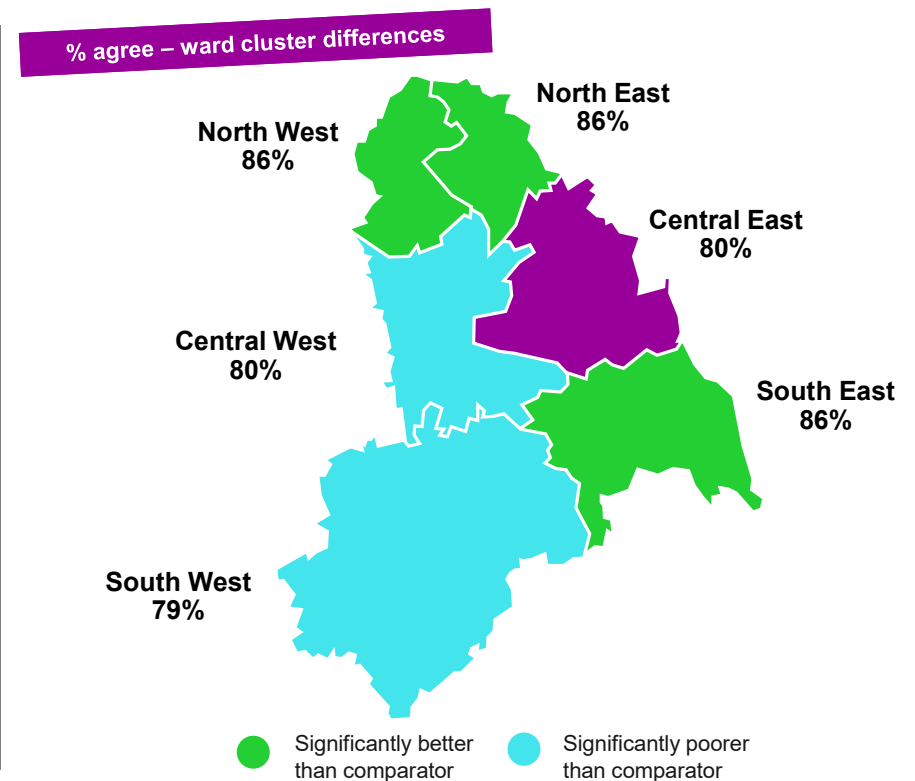
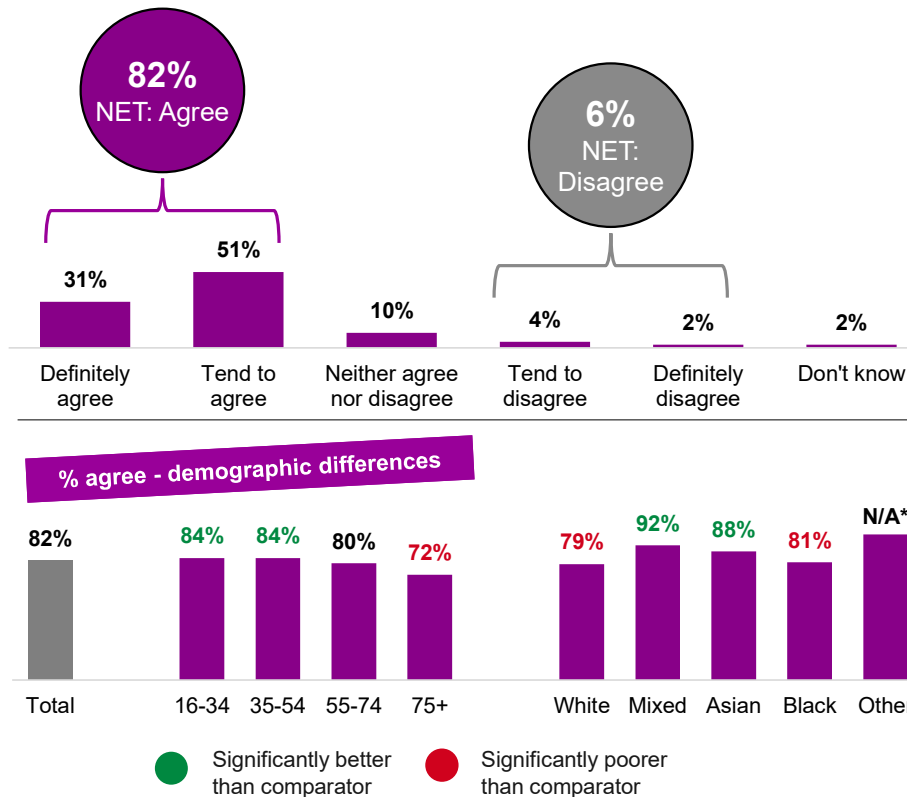
Resident awareness is highest for Croydon's local MP, with **35%** of residents stating they know who this is. Awareness of Croydon's local Ward Councillors is lowest, with **79%** of residents stating they do not know who this is. For each role, age has a clear impact upon awareness, with younger residents demonstrating significantly lower awareness.



5. Community cohesion

Perceptions that people get on well together

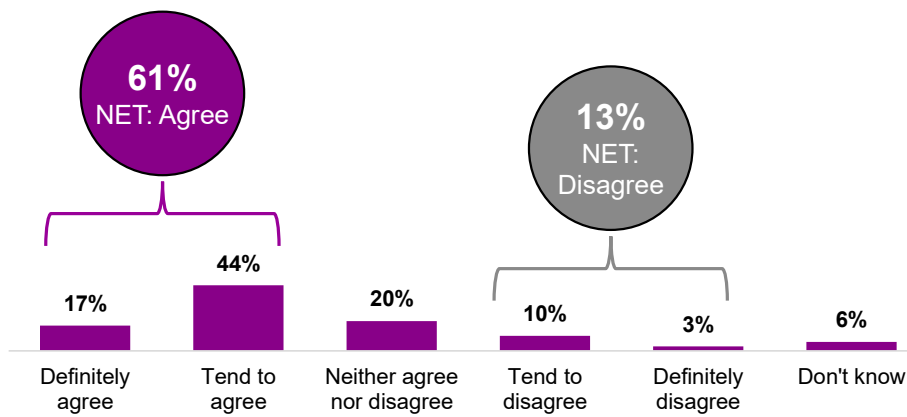
The majority of residents (**82%**) agree that the local area is a place where people from different backgrounds get on well together, with those aged 16-54 and residents of a Mixed or Asian ethnic background being significantly more likely to agree with this statement.



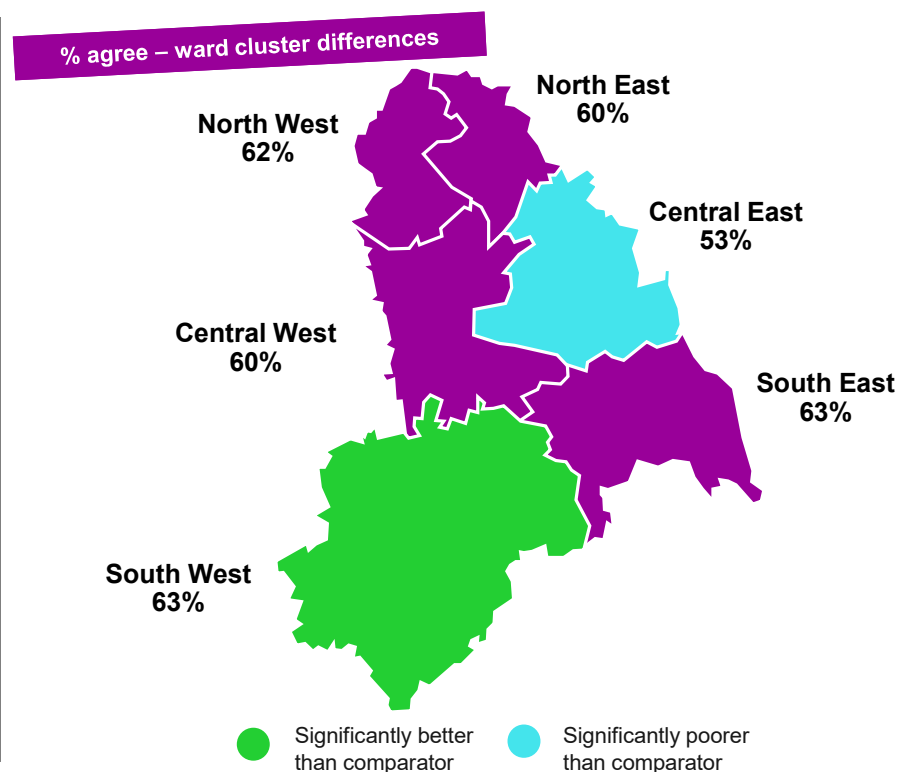
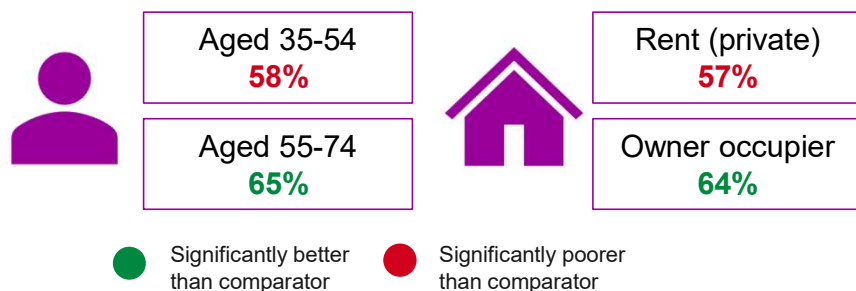
Q16. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? **Base:** All respondents (1,694). *Caution low base size (<10).

People pull together to improve the area

Just over three fifths of residents (61%) agree that people in the local area pull together to improve the area. Those who live in the South West of the borough, along with those aged 55-74 and those who own their home are however significantly more likely to agree.



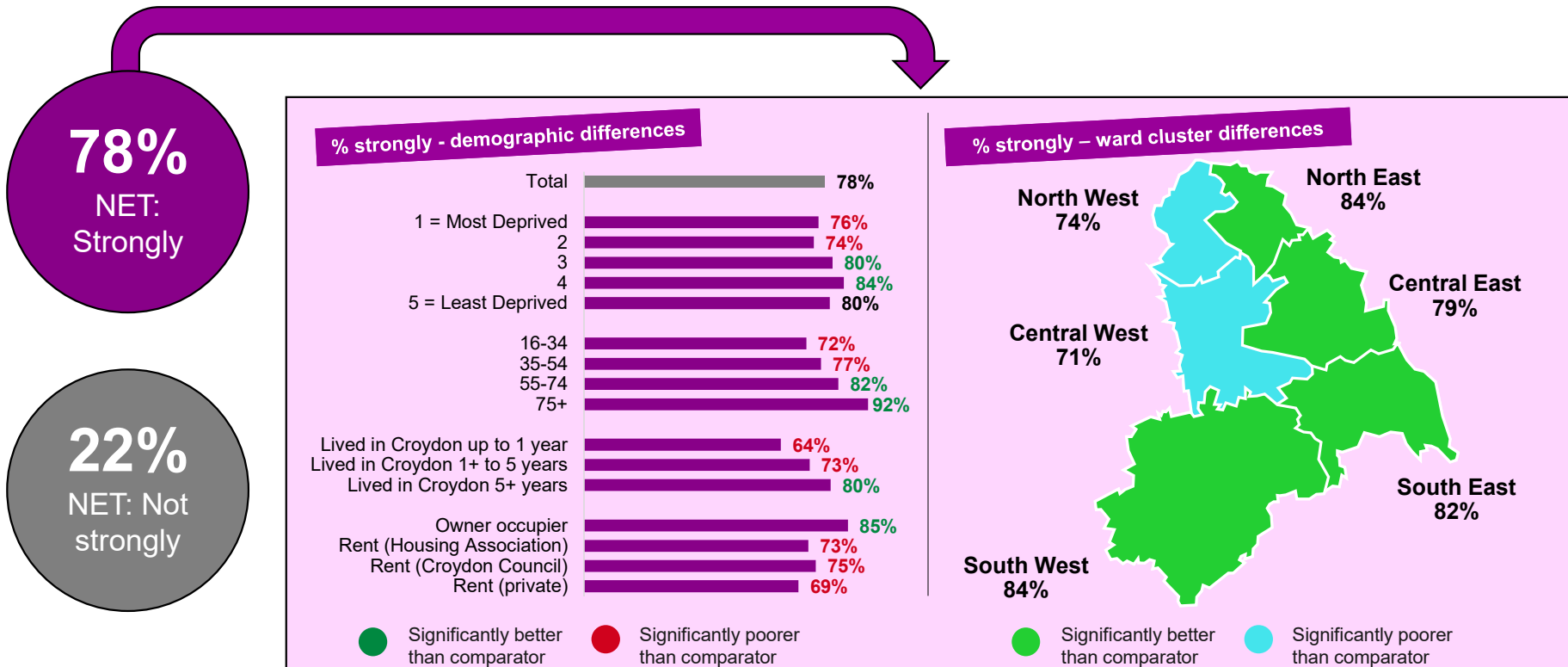
% agree - demographic differences



Q17. To what extent would you agree or disagree that people in your local area pull together to improve the local area? **Base:** All respondents (1,694).

Perceived sense of belonging

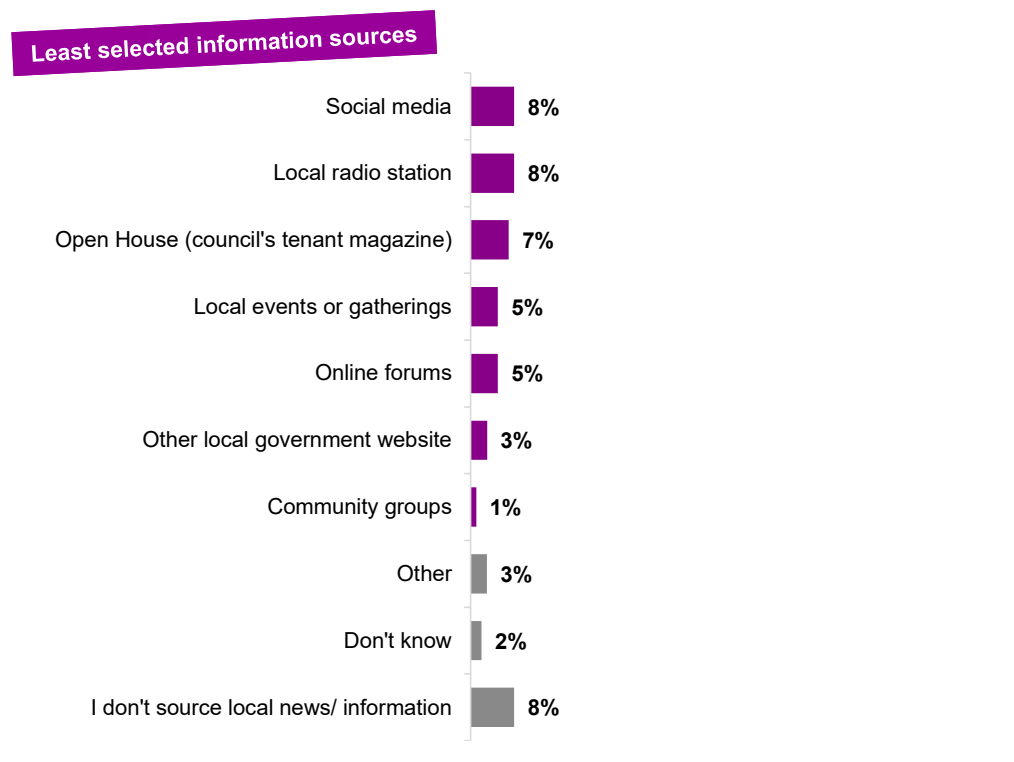
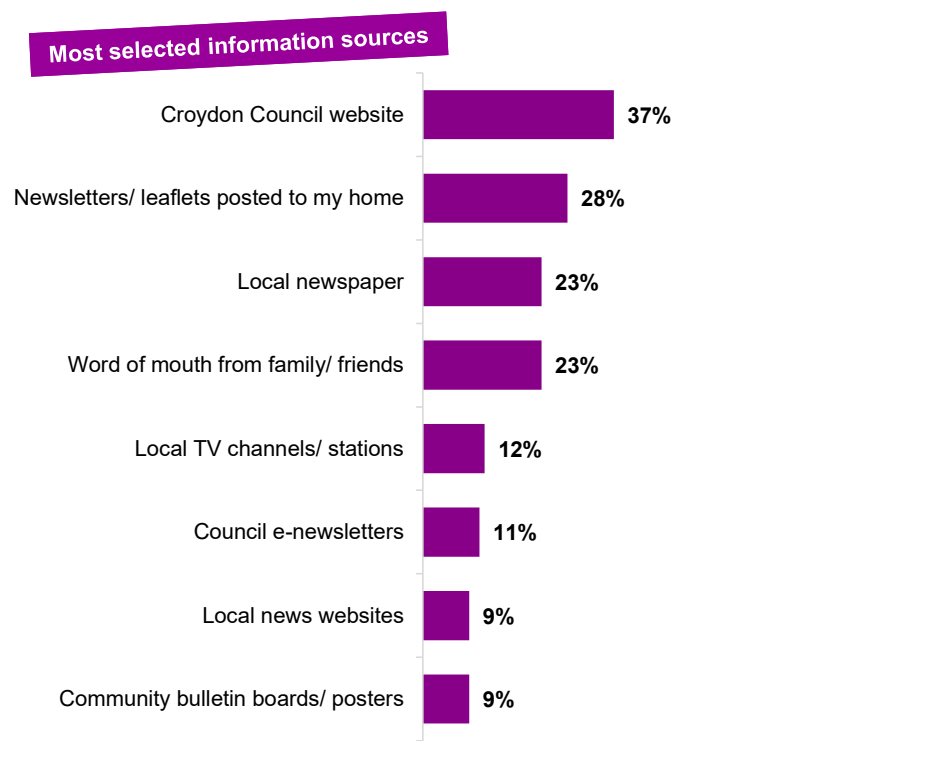
The majority of residents (**78%**) feel that they strongly belong to their immediate neighbourhood. Older residents are however significantly more likely to feel that they strongly belong to their immediate neighbourhood (**92%**).



Q18. How strongly do you feel you belong to your immediate neighbourhood? Base: All respondents (1,694).

Local news information sources

The most popular local news information source for residents is the Croydon Council website (**37%**). Community groups (**1%**) and other local government websites (**3%**) are the least frequently used sources of local news information.

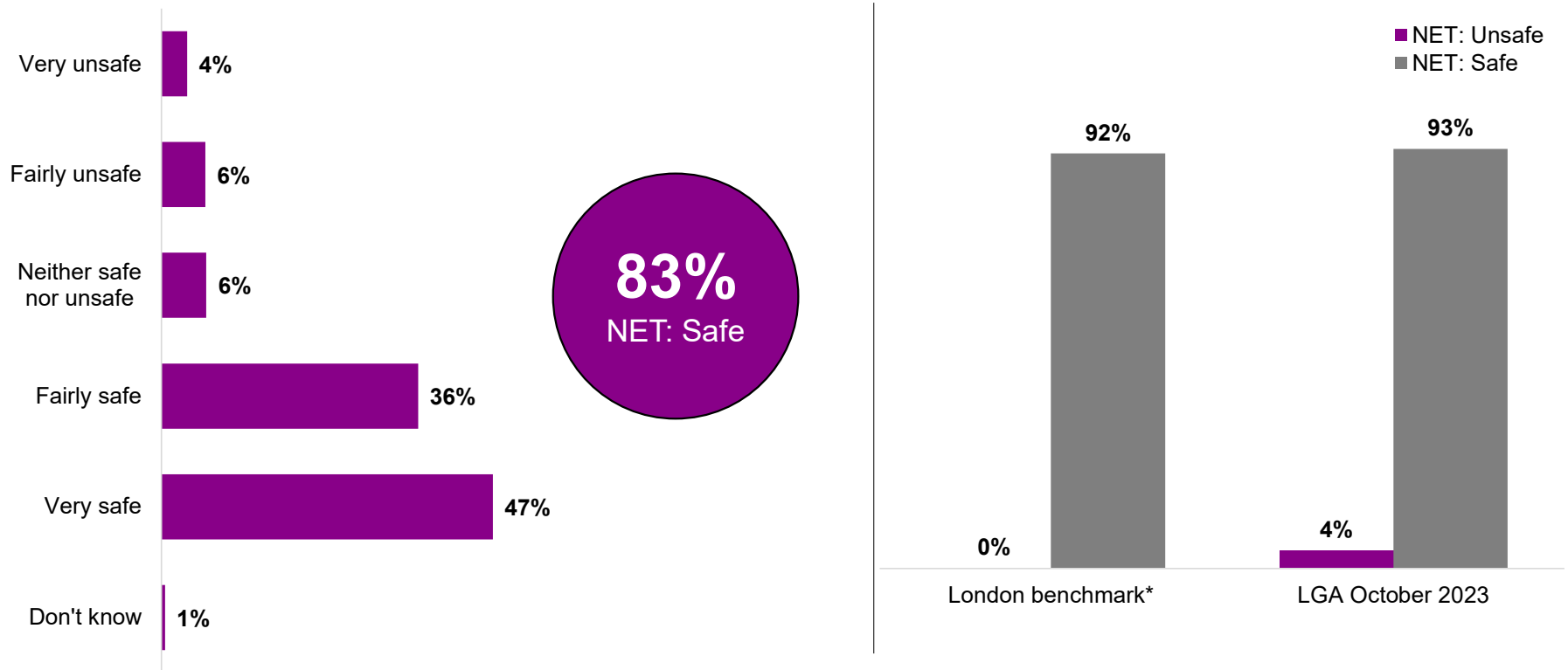


Q024. Where do you get local news or information from? **Base:** All respondents (1,694).

6. Feelings of safety

Safe from crime (daytime): Overall results

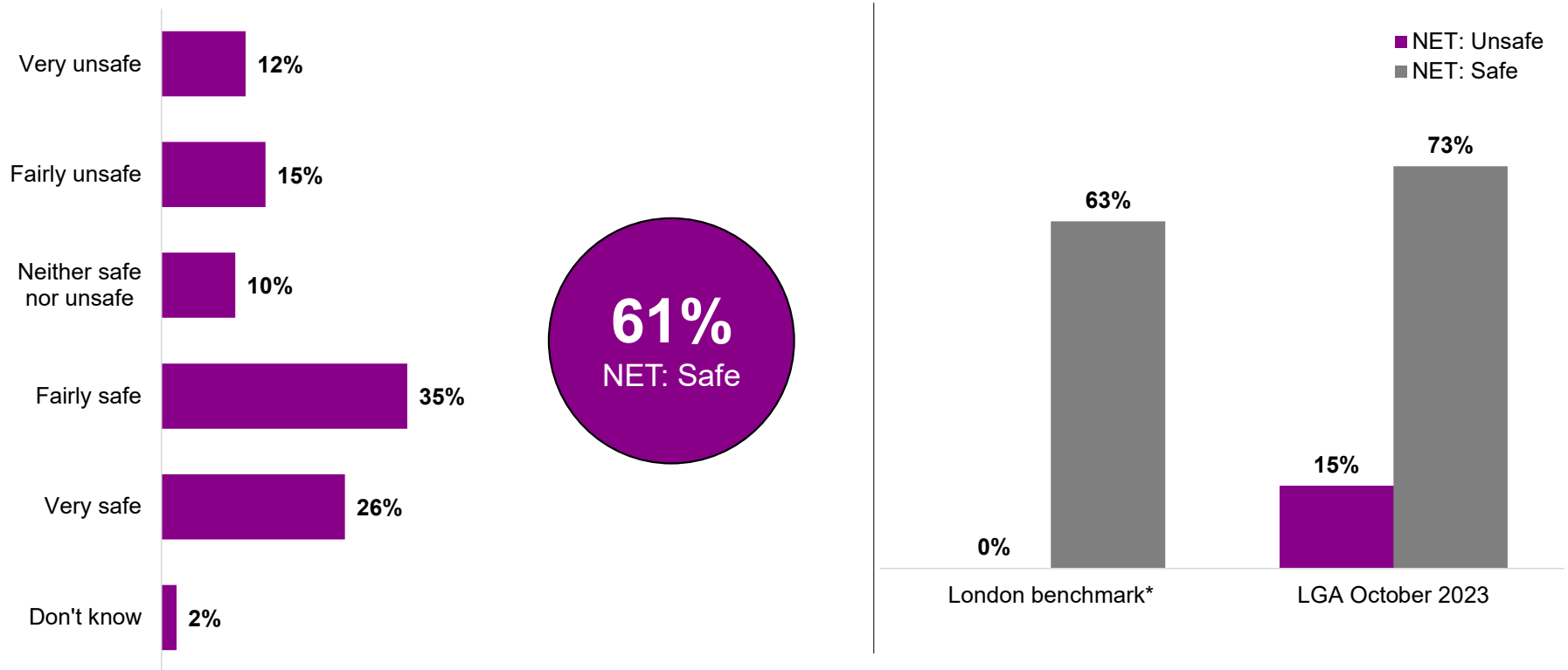
Over four fifths of residents (**83%**) report that they feel safe in their local area during the day. Despite this high score, this still places Croydon Council **10% points** behind the LGA benchmark and **9% points** behind the London benchmark.



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

Safe from crime (evening): Overall results

Just over three fifths of residents (**61%**) report that they feel safe in their local area during the evening. For comparison, the LGA benchmark for feeling safe during the evening is **73%** (+**12% points** higher than Croydon's NET: Safe score). The London benchmark is however lower and thus this places Croydon Council just **2% points** behind the London benchmark.



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? **Base:** All respondents (1,694). *London benchmarking figures are an aggregate of available data from 2022 or 2023 residents' surveys carried out by other London boroughs (see detailed methodology for more info). Please note benchmarking figures are not perfectly comparable due to methodological differences.

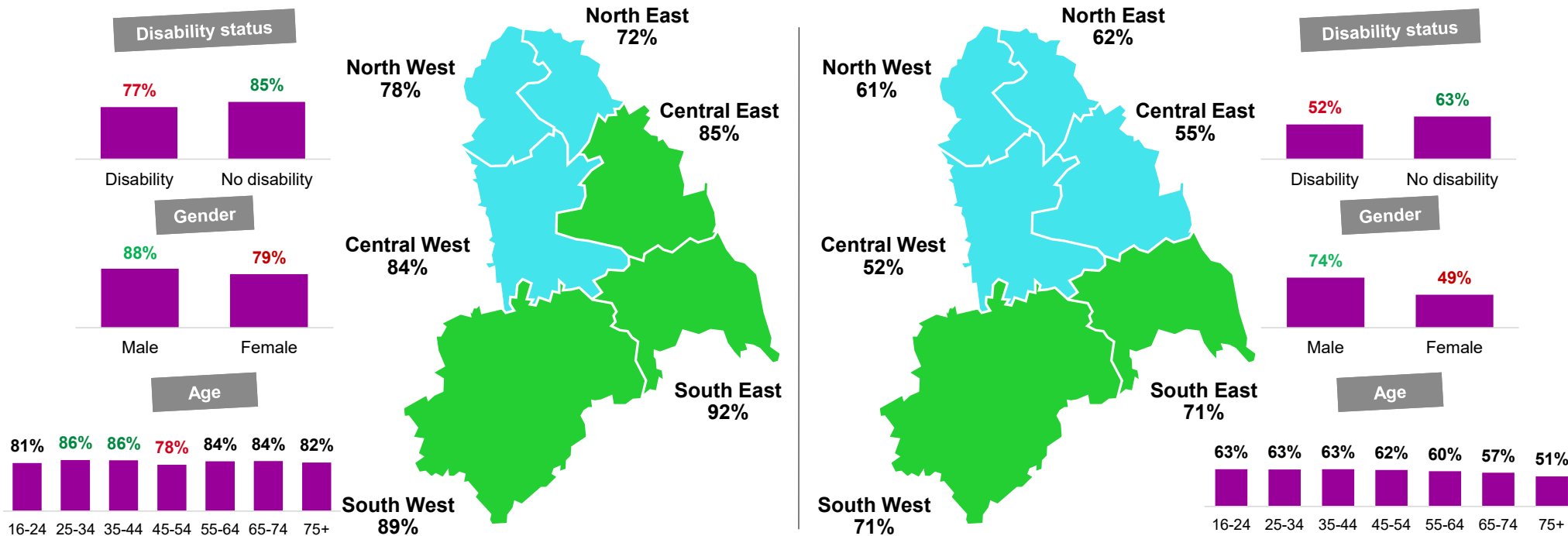
Safe from crime: Subgroup differences

Residents who have a disability, are female or who live in the most deprived areas are significantly less likely to feel safe in their local area both in the daytime and in the evening.

During the day (% safe)

How safe do you feel from crime when walking in your local area...?

In the evening (% safe)



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...?
Base: All respondents (1,694).

● Significantly better than comparator ● Significantly poorer than comparator

7. Appendix 1: Detailed methodology

Appendix 1: Detailed methodology

Overview

The London Borough of Croydon ('Croydon Council') commissioned DJS Research to deliver its 2023 Residents' Survey. In 2023, a total of 1,694 interviews were completed using CAPI interviewing (computer assisted personal interviewing) between 18 September and 6 December 2023. The results are representative at a borough level by age, gender, ethnicity, economic status and disability.

Sampling

A random locational quota sampling method was used to ensure we achieved a representative sample. Random locations within Croydon's ward clusters (North East, North West, Central East, Central West, South East and South West) were selected as areas for interviewers to complete interviews.

To give a representative sample of the borough, target quotas were then set during fieldwork based on age, gender, ethnicity, disability and economic status, using the latest population statistics available.

Statistical reliability

A sample size of 1,694 gives a sampling error of +/-2.4% based on a statistic of 50% at a 95% confidence interval. This means that if we found a satisfaction level of 50%, we can be 95% confident that this figure lies between 47.6% and 52.4% had we interviewed every resident of Croydon.

Significance testing

T-testing has been performed for subgroup analysis within categories (e.g. economically active vs. economically inactive, male vs. female).

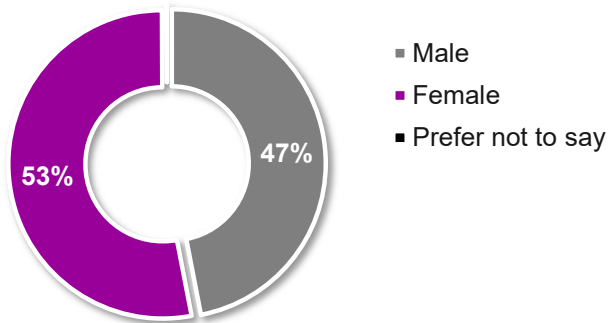
Benchmarking

Where possible, benchmarking against the LGA's resident satisfaction polling or an aggregate of results from other London boroughs has been provided. The London benchmark consists of publicly available resident survey data from 2022 or 2023 from the following councils: Ealing Council, Tower Hamlets Council and one other. Please note, comparisons are indicative only as there may be methodological differences.

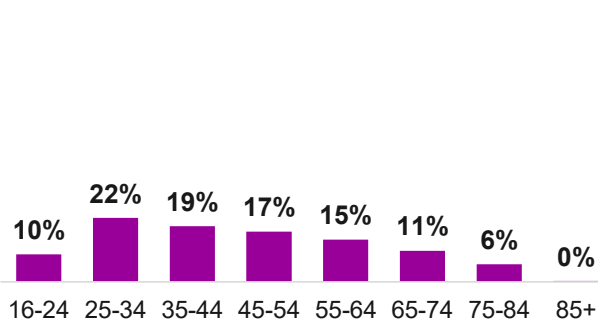
8. Appendix 2: Profile of the sample

Appendix 2: Profile of the sample (I)

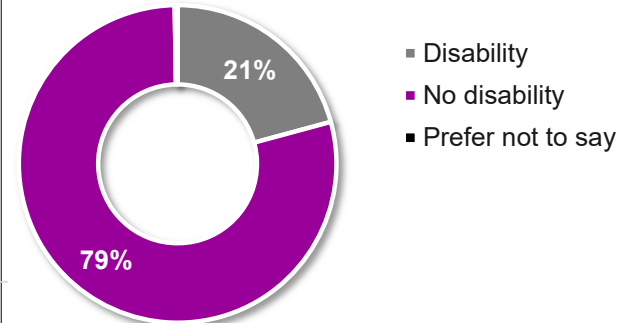
Gender



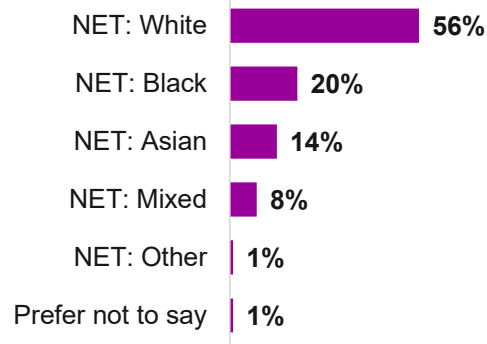
Age group



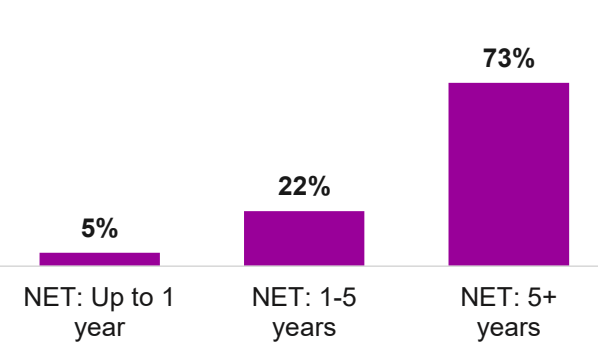
Disability status



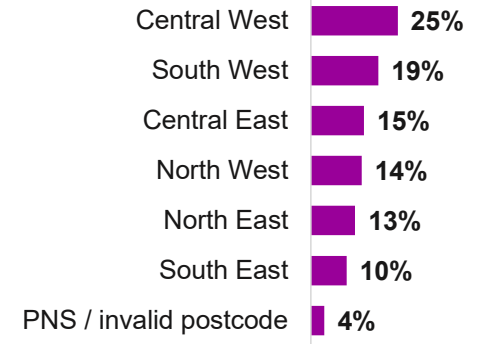
Ethnicity



Time in Croydon

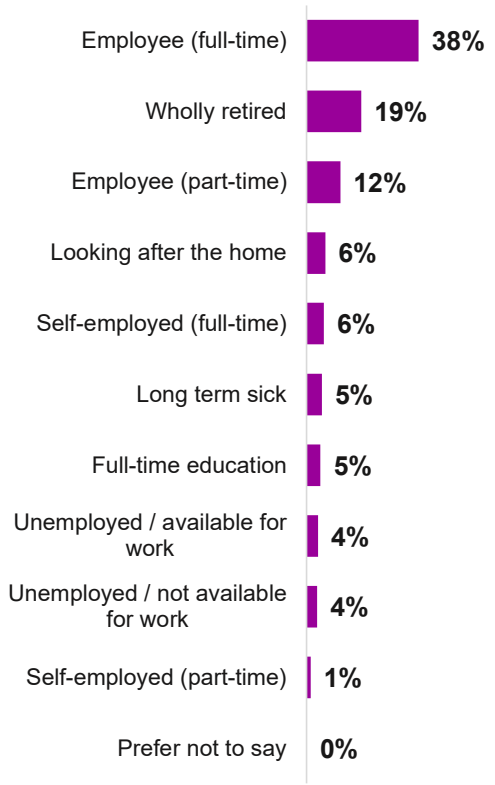


Ward cluster

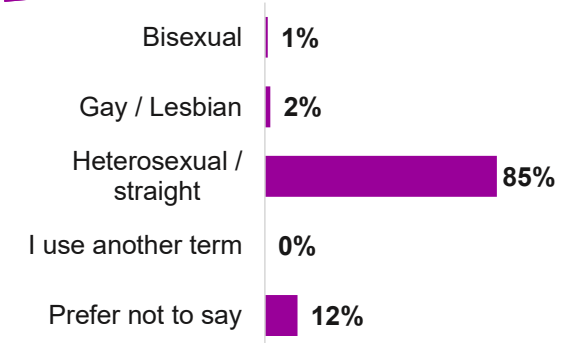


Appendix 2: Profile of the sample (II)

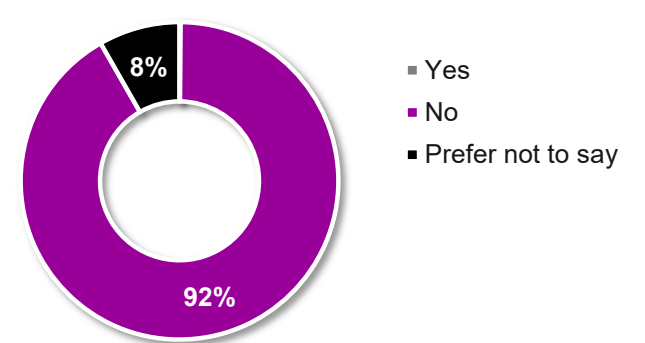
Working status



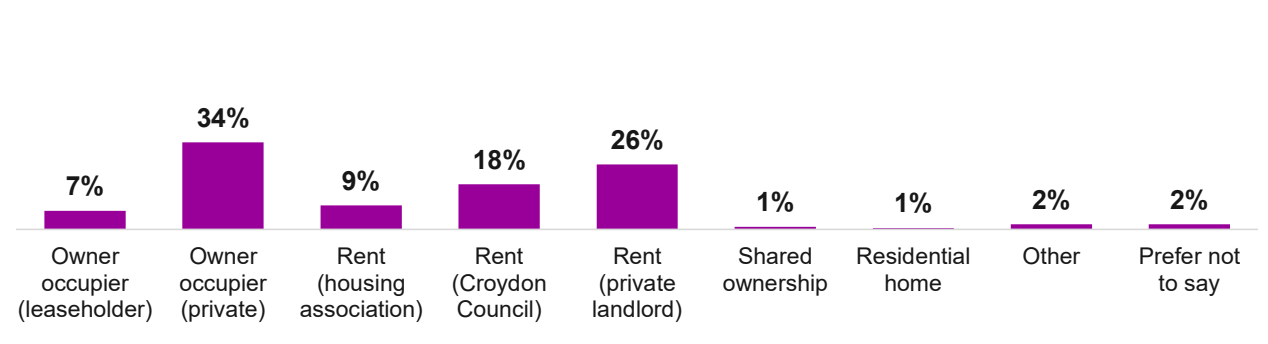
Sexual orientation



Identify as trans



Housing tenure



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