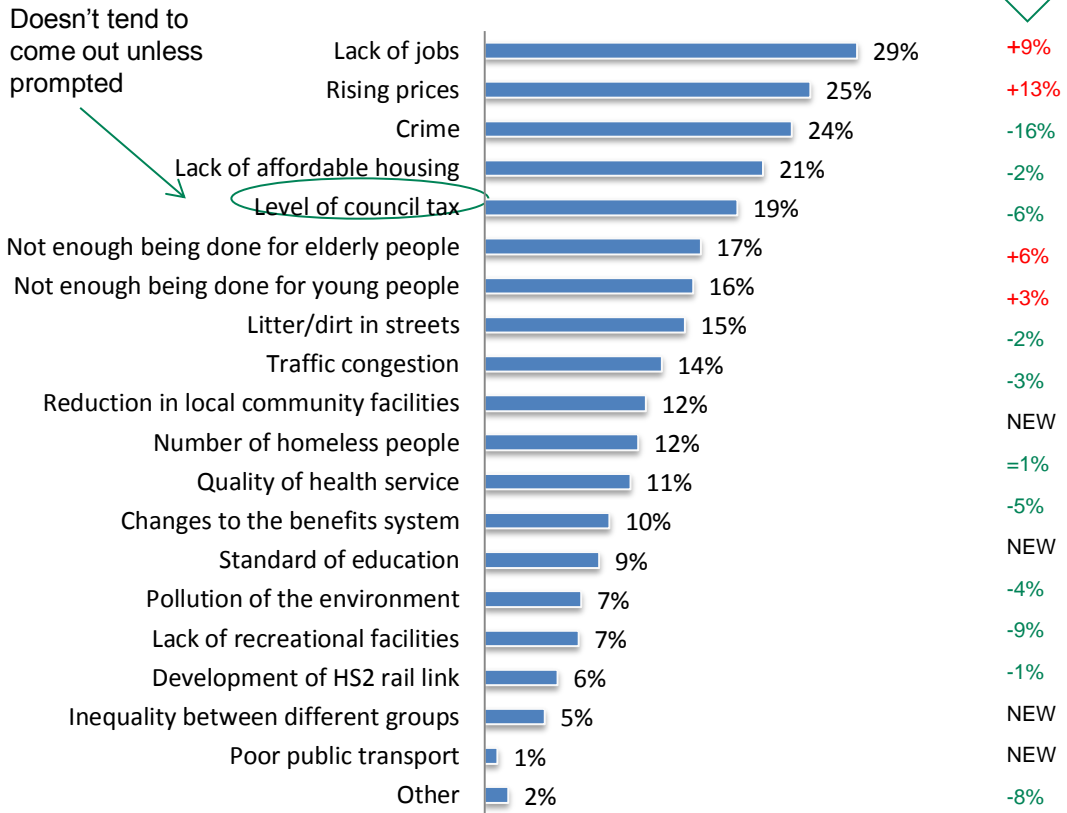


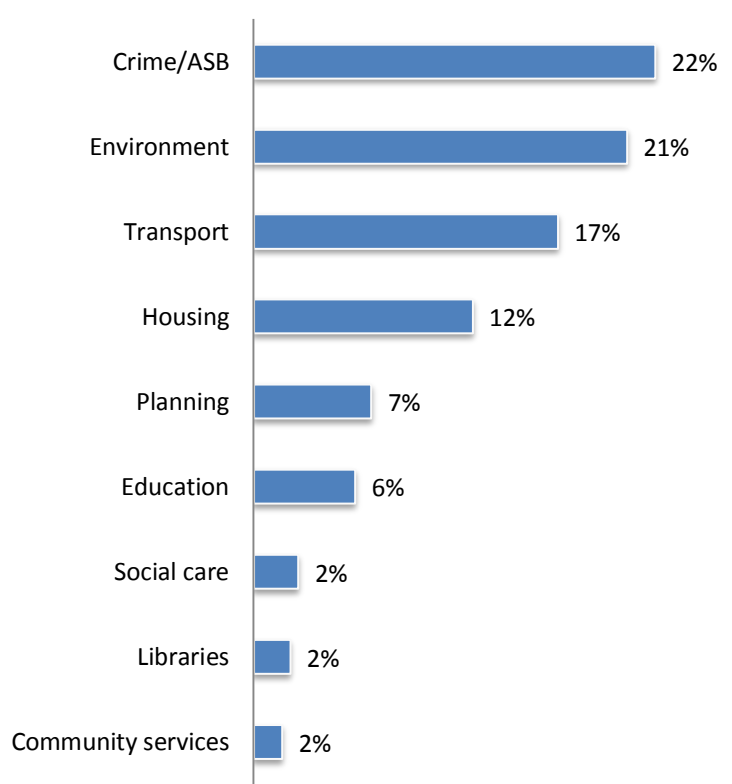
Headline results from residents' survey 2012

Areas of personal concern for residents

Which of these issues are you most concerned about at the moment?
 (Responses when presented with a list of options)



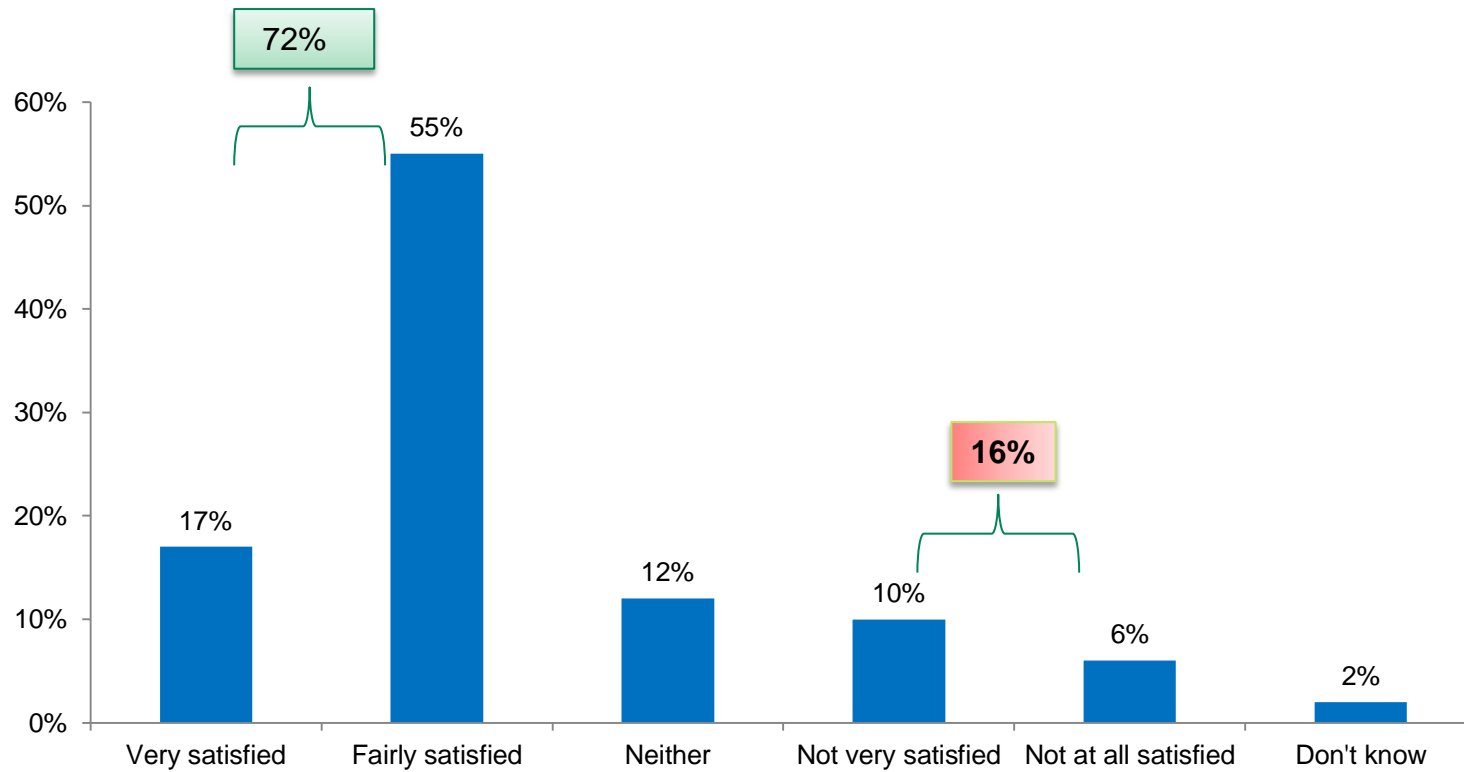
Can you tell me what local issues you are most concerned about at the moment?
 (Responses when asked an open question)



Residents could select name up to 3 issues. When presented with a list of options a **lack of jobs** was residents' top concern, followed by **rising prices** and **crime**, reflecting the current economic climate. When unprompted residents' identified their top concern as **crime**, as it was in the 2010 residents' survey, and surprisingly economic issues did not feature at all.



Image of the council: overall how satisfied or dissatisfied are you with the way the council runs things?

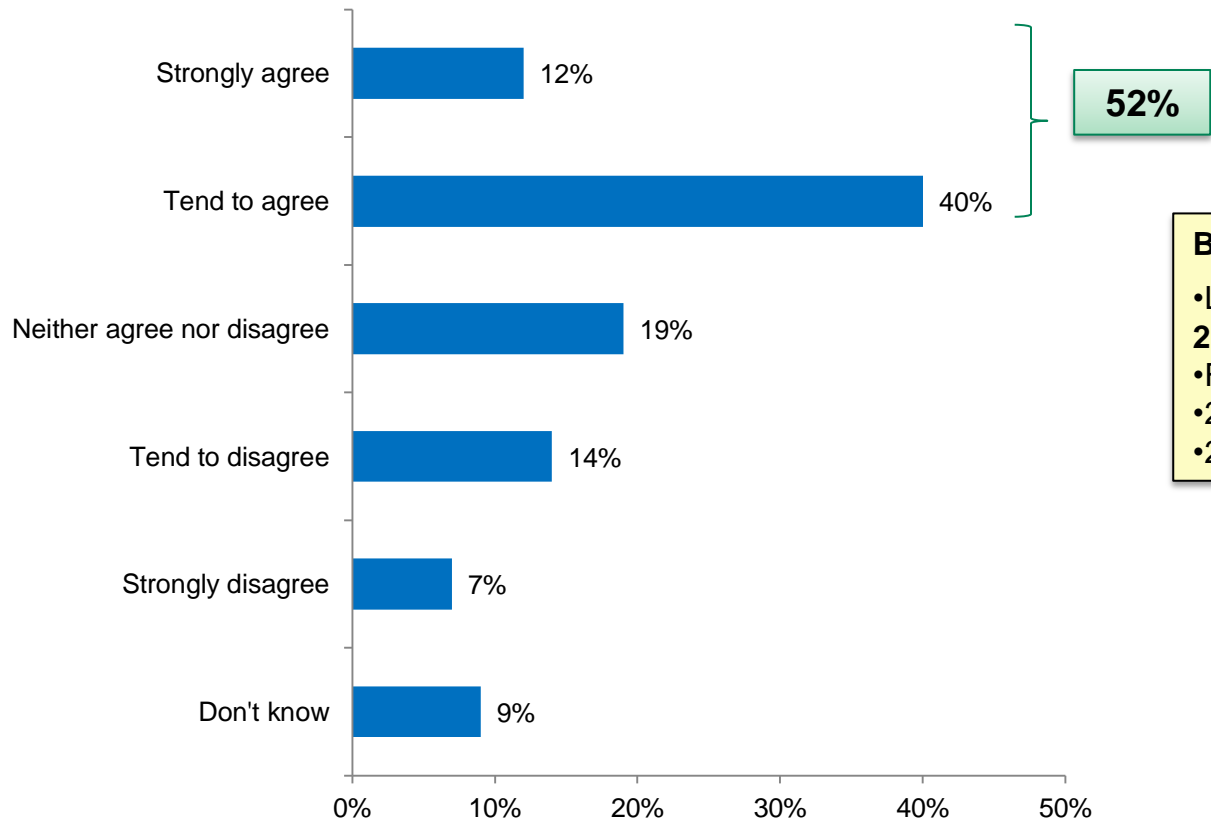


Benchmarking
LGA 2012 poll –
72% satisfied and
14% dissatisfied

We asked this question for the first time in this residents' survey. In 2012, **72%** of residents were satisfied with the way the council runs things which is the same as the national average.

Image of the council: providing value for money

To what extent do you agree or disagree that Camden council provides value for money?



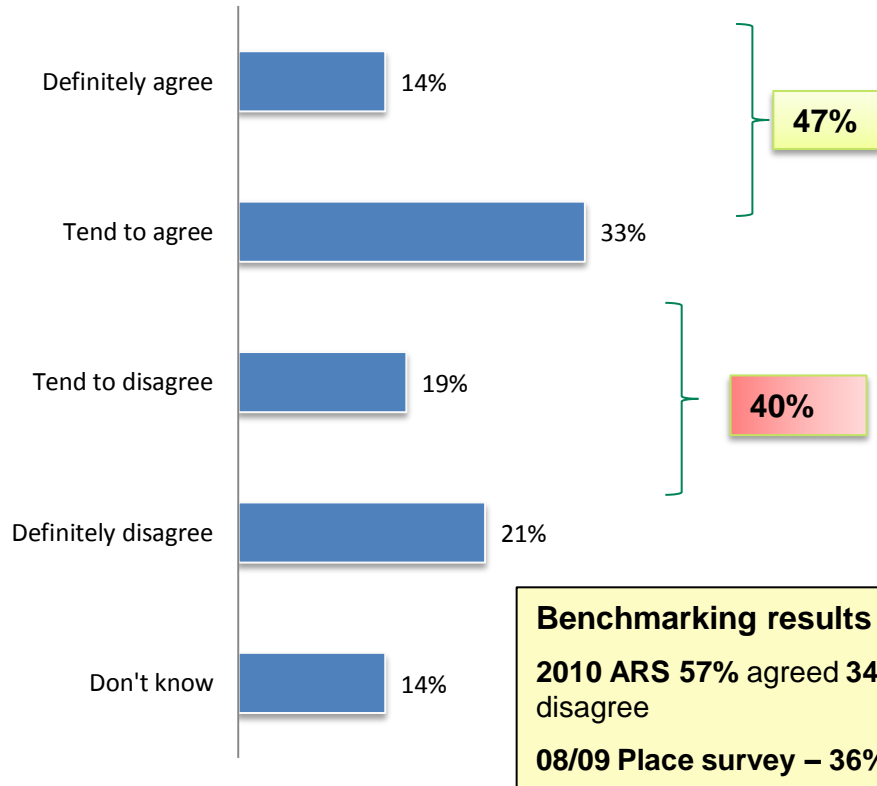
Benchmarking results

- LGA poll (all GB) Sept 12 – **56%** agreed and **21%** disagreed
- Feb 12 (tracker) – 45%
- 2010 (ARS) – **50%** agreed / **38%** disagreed
- 2009 (ARS) – 49%

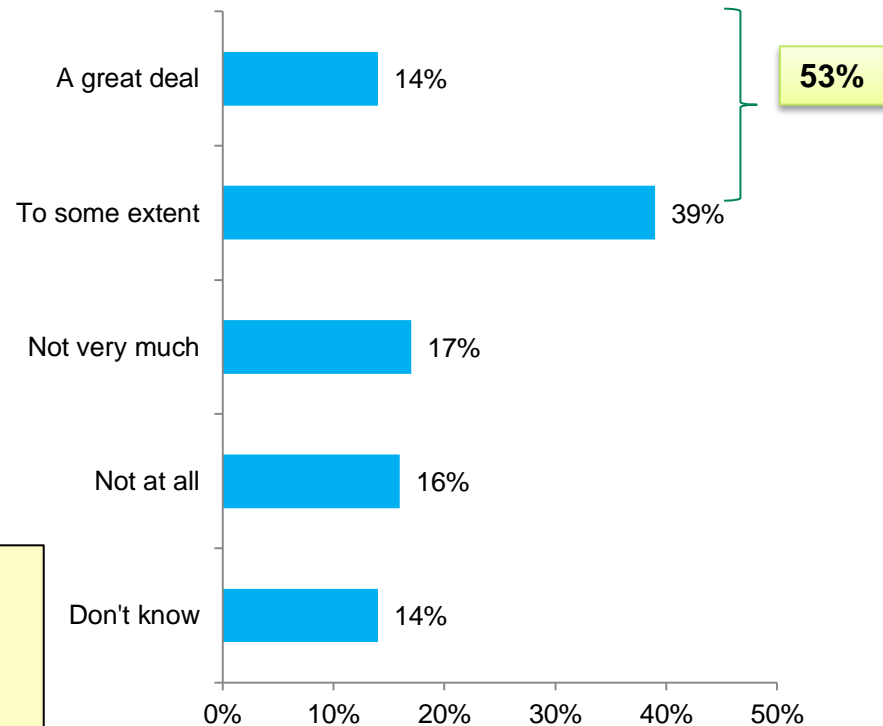
Overall, **52%** of residents who think the council provides value for money. This figure is similar to that obtained in previous surveys.

Image of the council: participation in decision making

Do you agree or disagree that you can influence decisions affecting your local area?



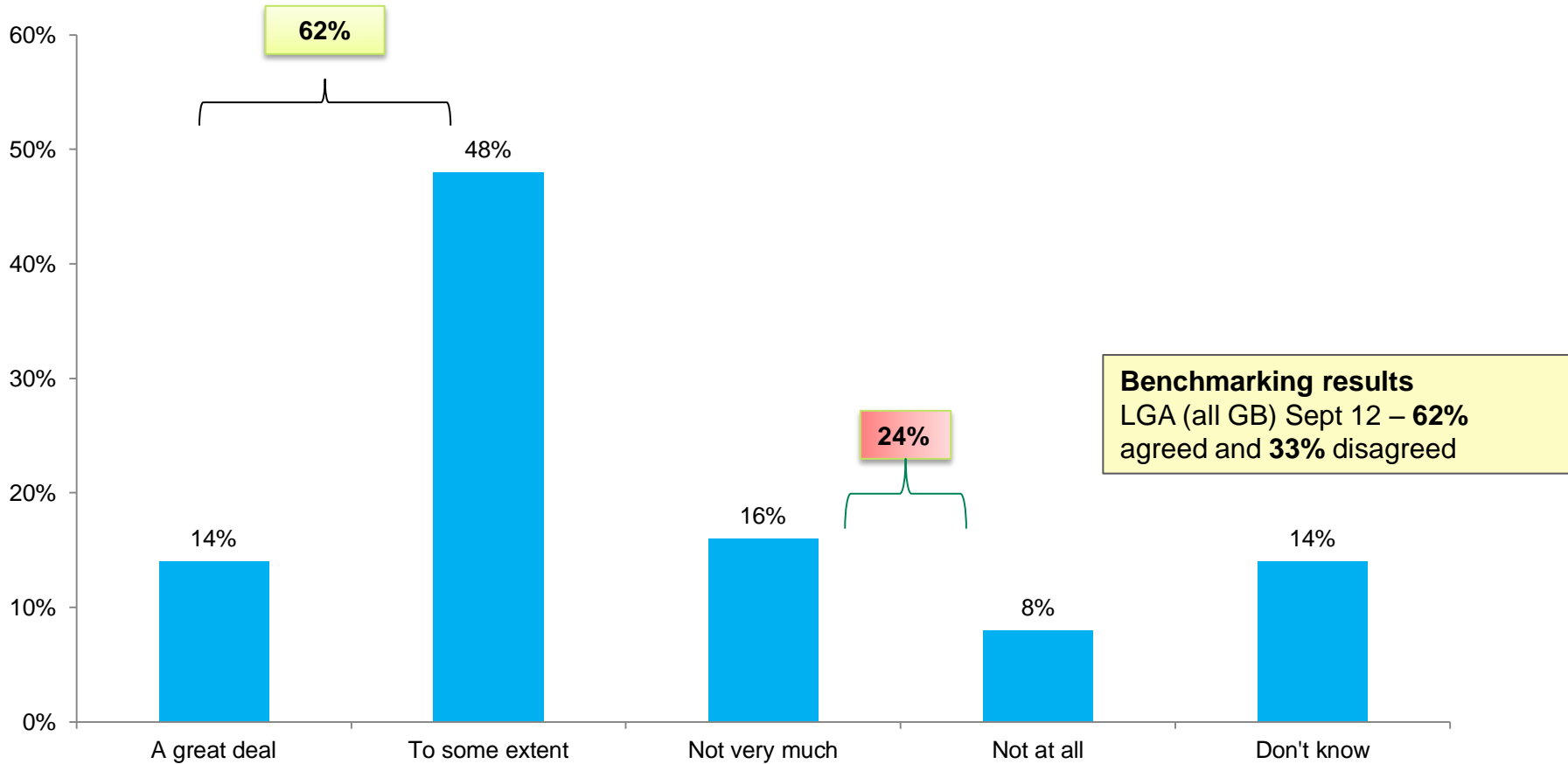
NEW: Camden council can be trusted to make the right decisions for the future of my local area



In 2012 we asked two questions about decision making in Camden. The first asked whether residents' believe they can influence decision making and **47% agreed**. **53% of residents** also believe that the council can be trusted to make the right decisions for the future of their local area.

Image of the council: acts on residents' concerns

NEW: Camden council acts on the concerns of local residents

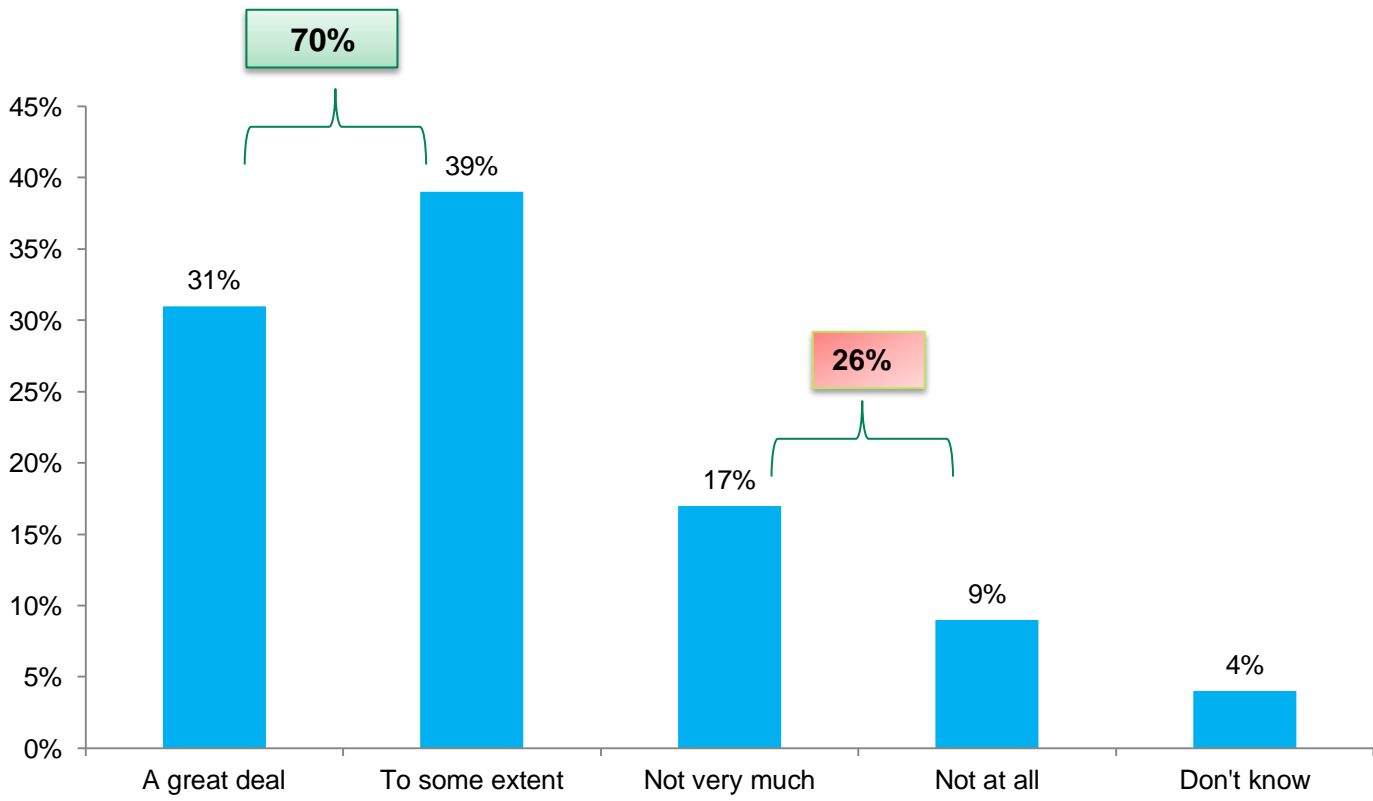


In the last residents' survey we asked whether the council listens to residents' concerns, and 60% of residents agreed that we did. In 2012 we changed the question to link into the LGA's methodology and to ensure the question reflects our desire to not just listen to residents' concerns but act on them. **62%** of Camden residents agreed that the council does act on their concerns.

Image of the council: keeps residents informed

Camden council keeps residents informed about what they are doing

LGA (all GB) Sept 12 – 66% agreed / 33% disagreed their councils keeps them informed about services /benefits it provides

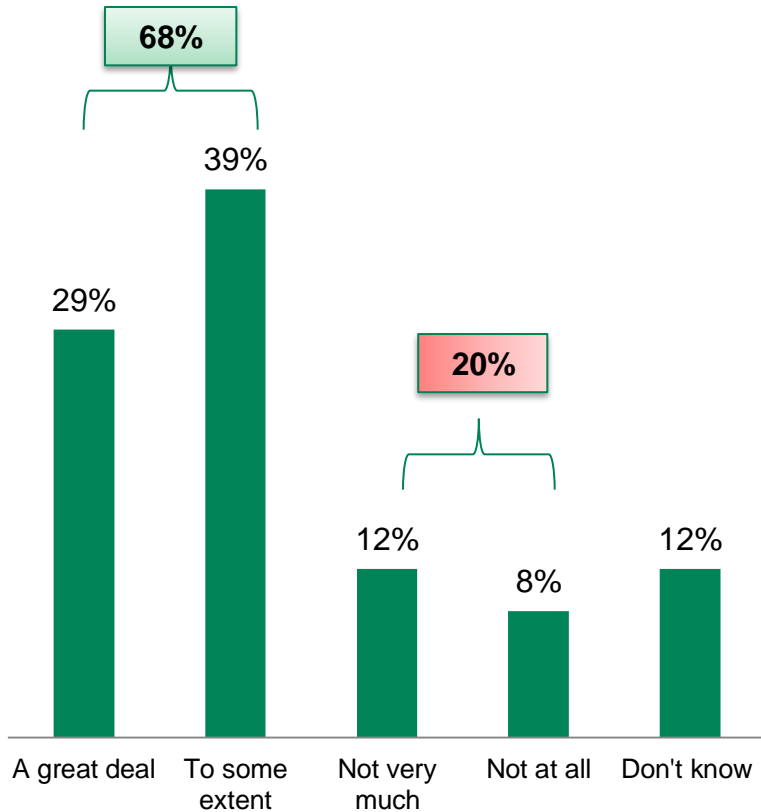


Benchmarking results
2010 (ARS) – 73% agreed / 24% disagreed
2009 (ARS) – 71%

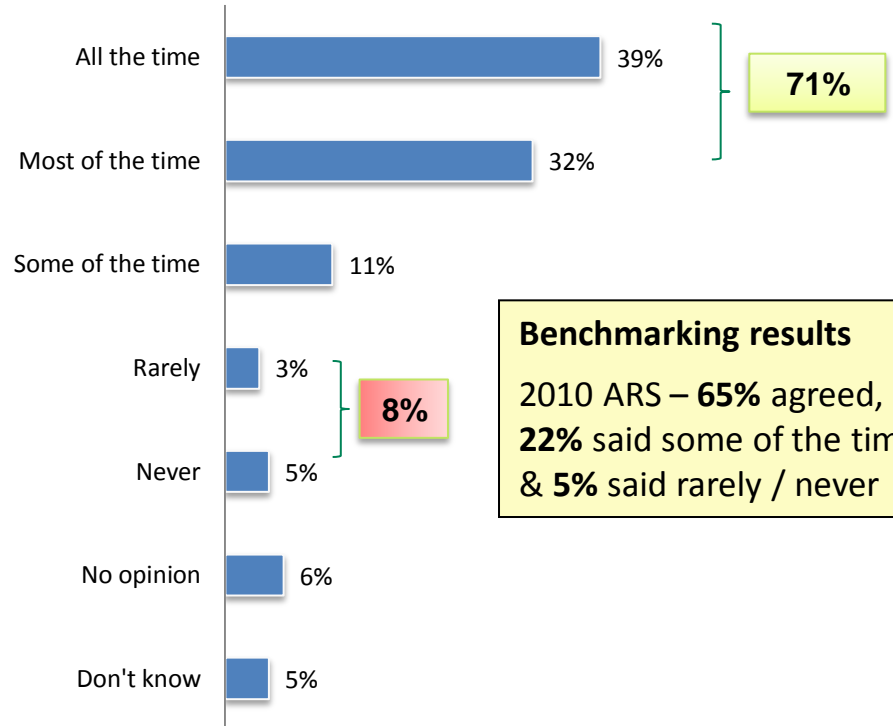
In 2012 **70%** of Camden residents agreed that the council keeps them informed about what they are doing. This was similar to previous surveys and above the LGA national figure.

Image of the council: providing help to residents

NEW: Camden council provides me with appropriate access to the help that I need



In the last year, would you say that you have been treated with respect and consideration by your local public services?

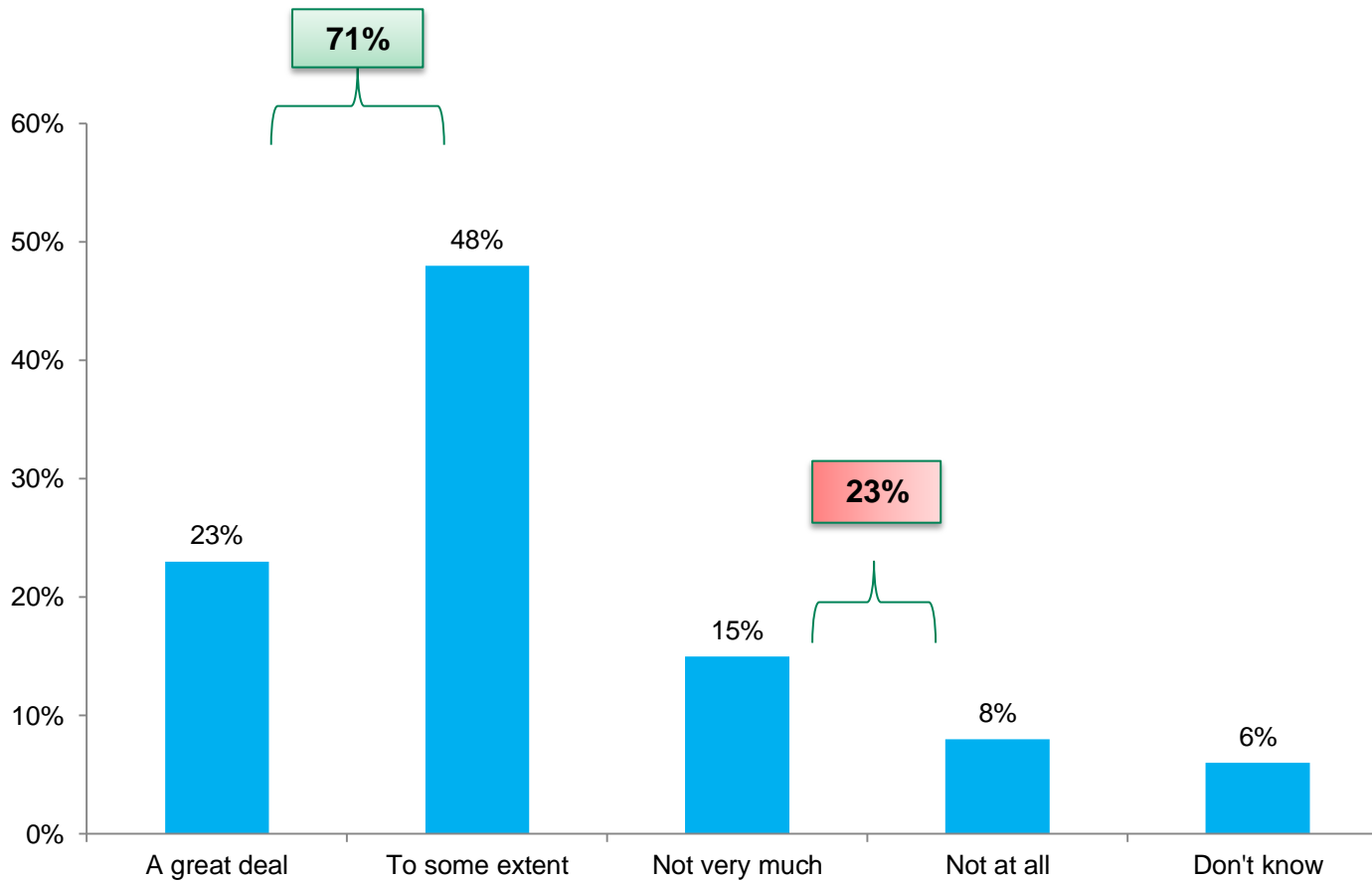


Benchmarking results
 2010 ARS – 65% agreed, 22% said some of the time & 5% said rarely / never

71% of residents this they are treated with respect and consideration by local public services. In 2010 65% of residents felt this was the case all or most of the time. For the first time in 2012 we also asked residents if the council provides them with appropriate access to the help they need and **68% agreed** that we do.

Image of the council: making the area a better place to live

Extent of agreement with the statement: Camden council is making the local area a better place to live

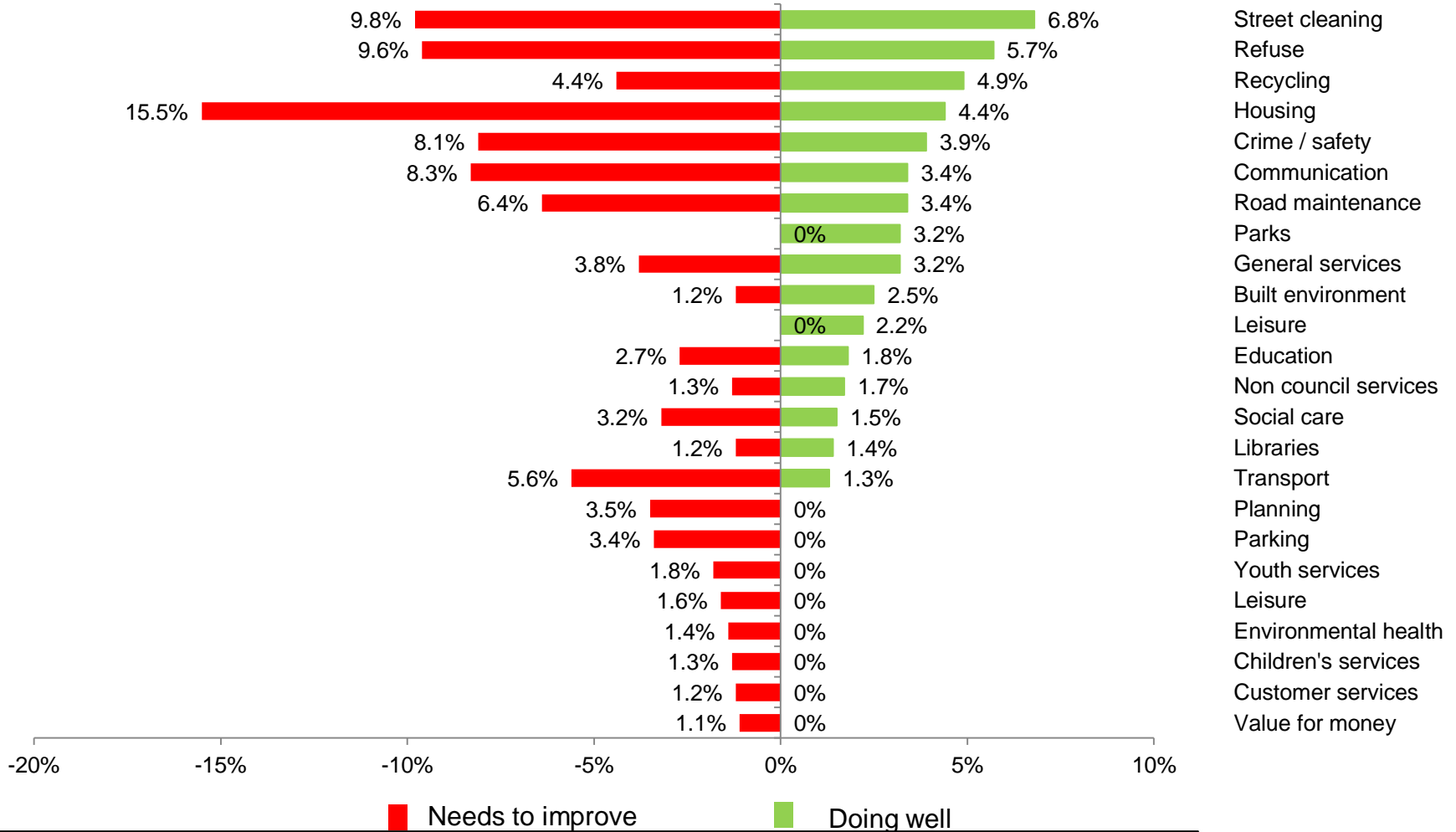


Benchmarking results
2010 ARS – 74% agreed,
23% - disagreed

72% of residents agree that Camden Council is making their local area a better place to live.

Areas which residents felt the council performed well on / needed improving

When asked (unprompted) is there anything you think the Council is **doing particularly well** or **needs to improve** residents were much more readily able to identify areas requiring improvement.

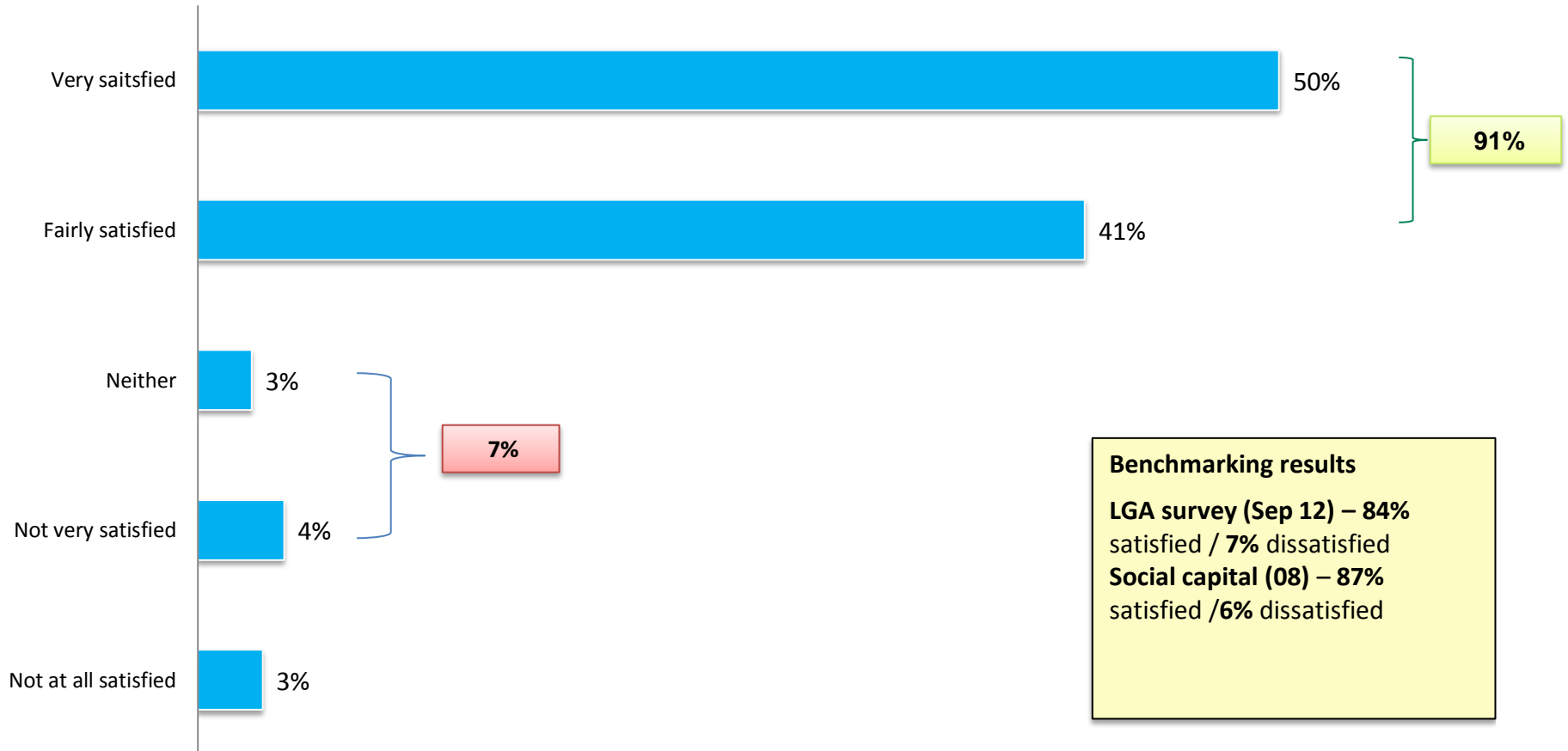


HEALTH WARNING

- This is **not the same** as people being asked to rate each service in turn, these are issues people thought of when asked an open question.
- The higher the %, the more evocative the issue

The local area: residents' satisfaction with their local area

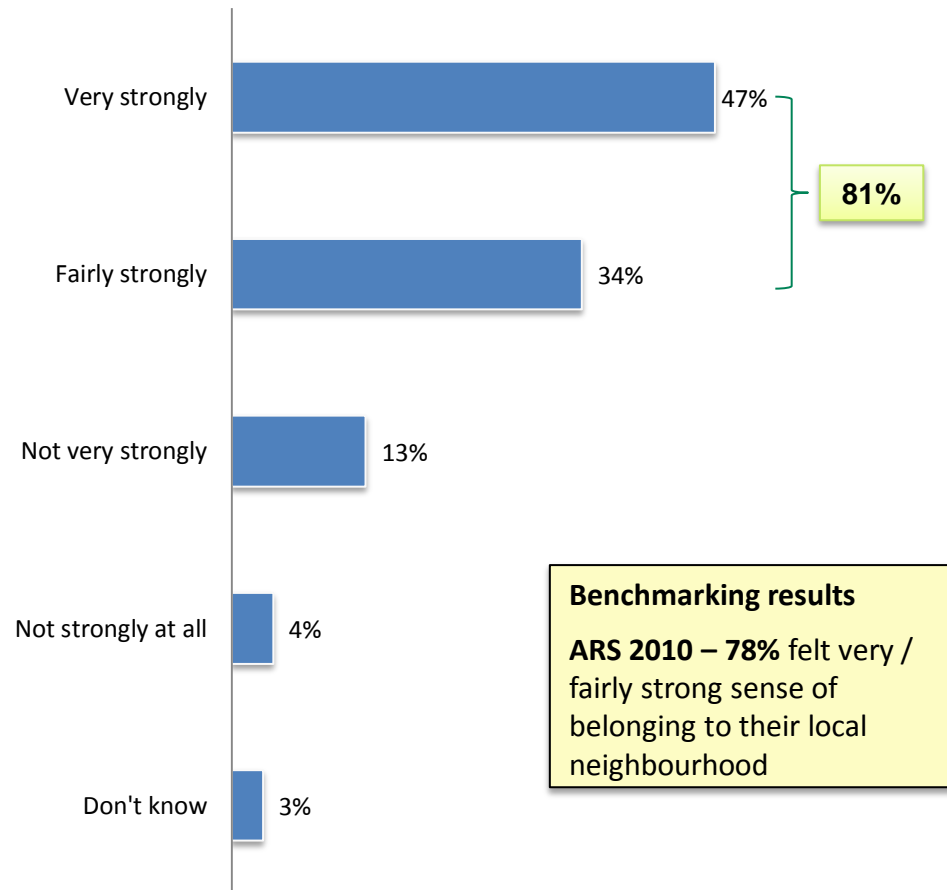
Overall, how satisfied or dissatisfied are you with your local area as a place to live?



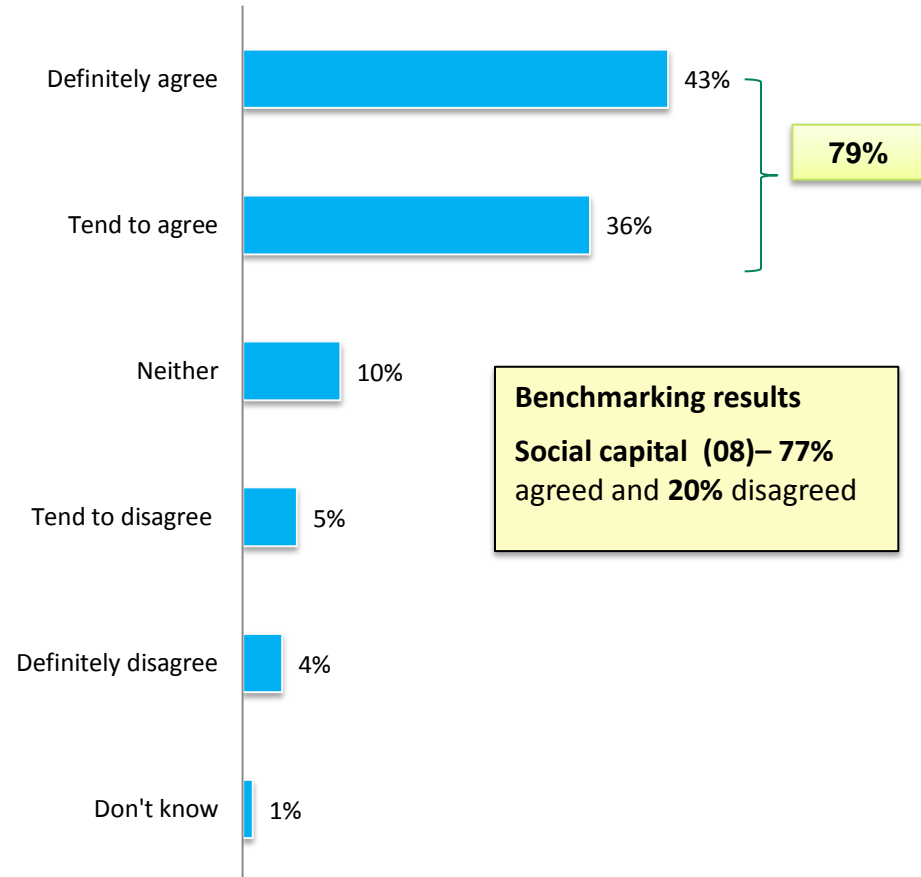
Residents' satisfaction with their local area is high. **91%** of residents are very/ fairly satisfied with their local area as a place to live.

The local area: residents' sense of belonging and pride in their local area

How strongly do you feel you belong to your local area?



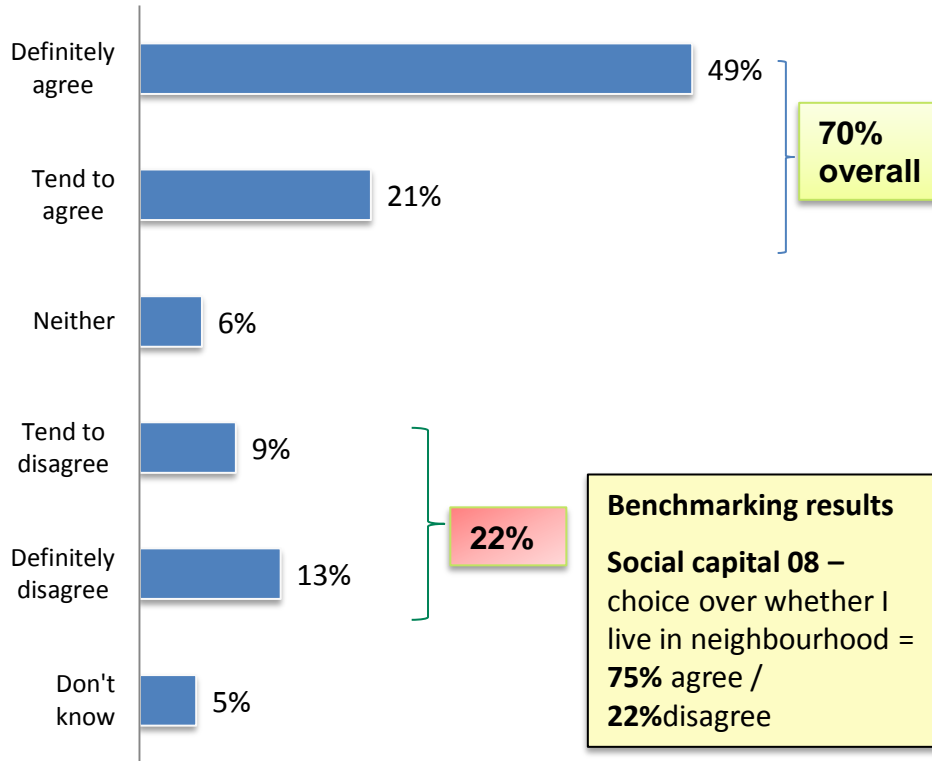
To what extent do you agree or disagree with the statement 'I am proud of the local area'?



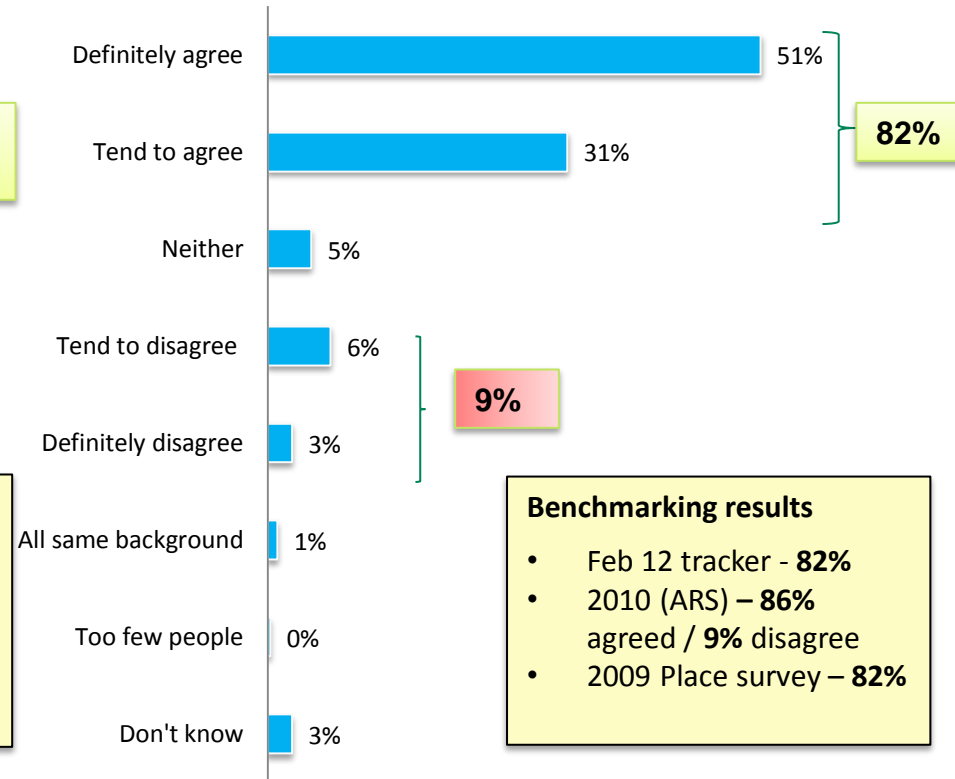
Generally residents feel a strong sense of belonging to their local area and are proud of their local area. **81%** feel strongly that they belong to their local area and **79%** are proud of their local area.

The local area: social cohesion

Agreement with statement.. I feel I have a choice about whether I live in the local area or not'?



To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?

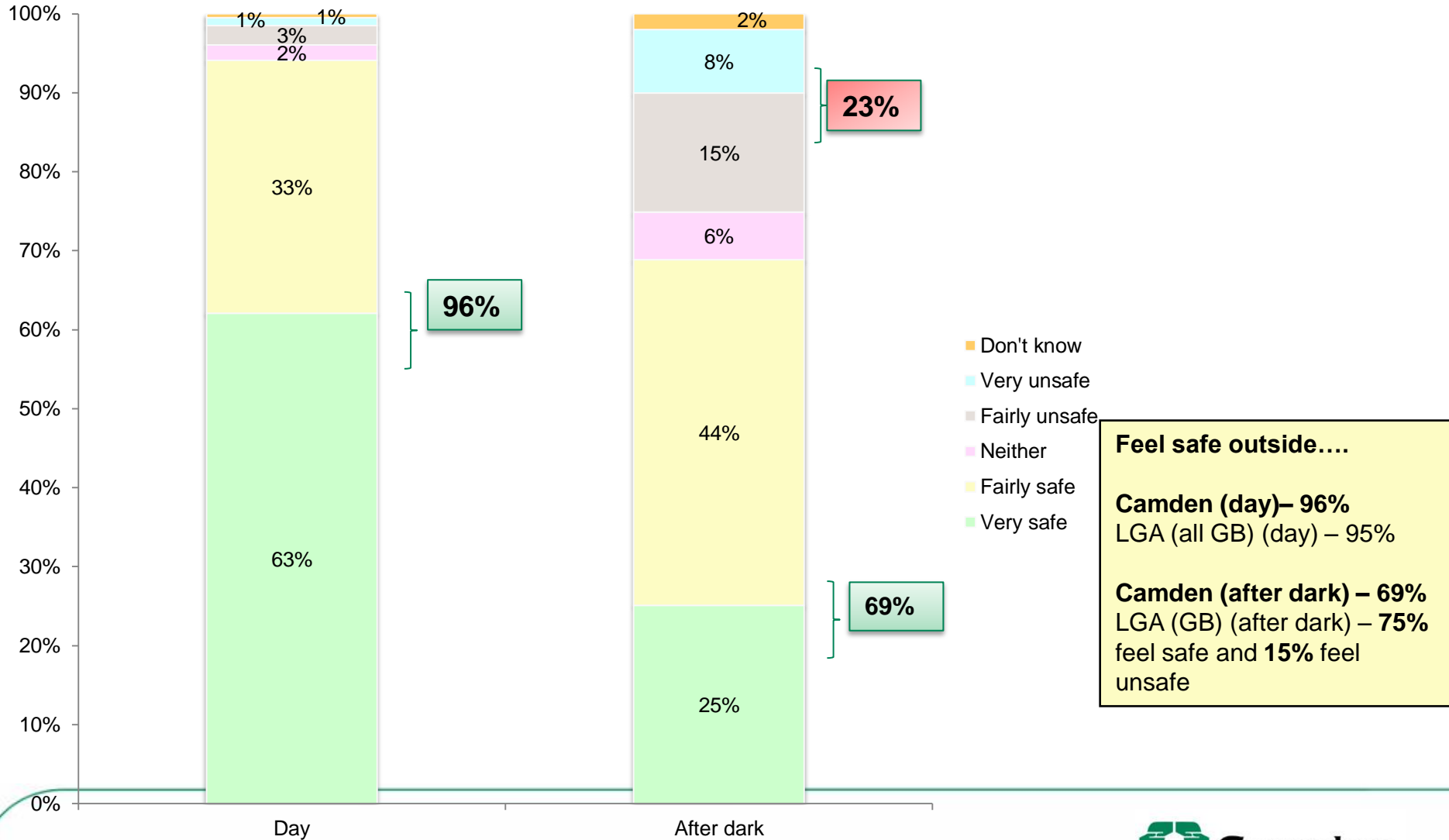


* New category added to match LGA options

70% of residents feel they have a choice about whether they live in their local area but **22%** do not. The number of residents who agree that Camden is a place where people from different backgrounds get on well together is **82%**.

The local area: community safety

How safe or unsafe do you feel when outside in your local area during the day and after dark?

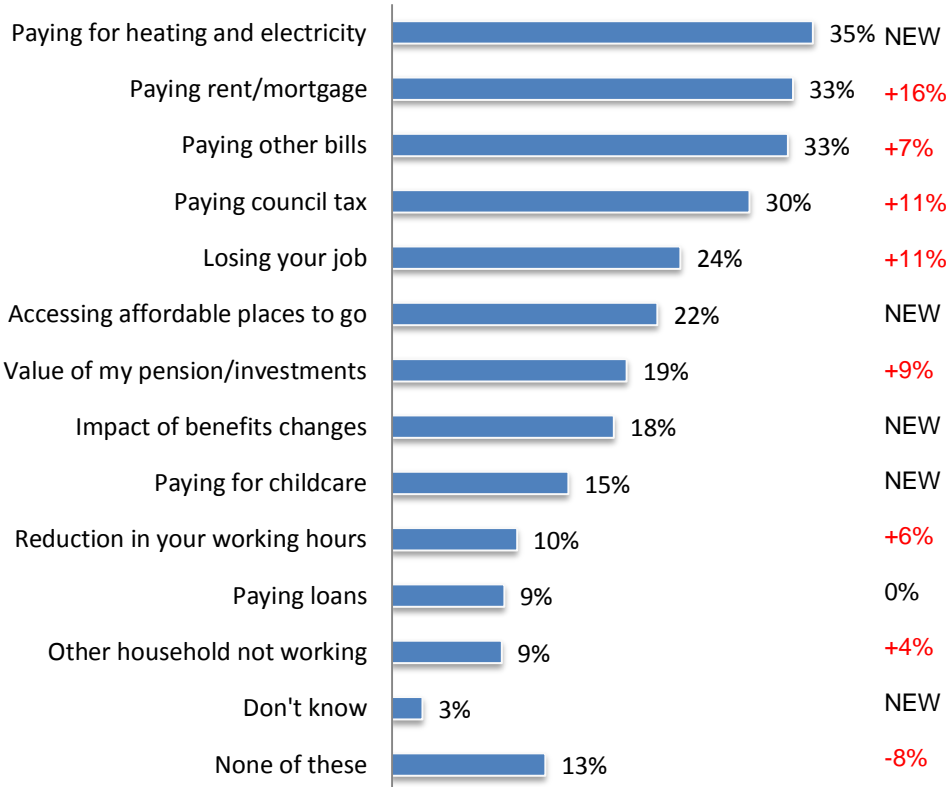


Economic climate: financial concerns

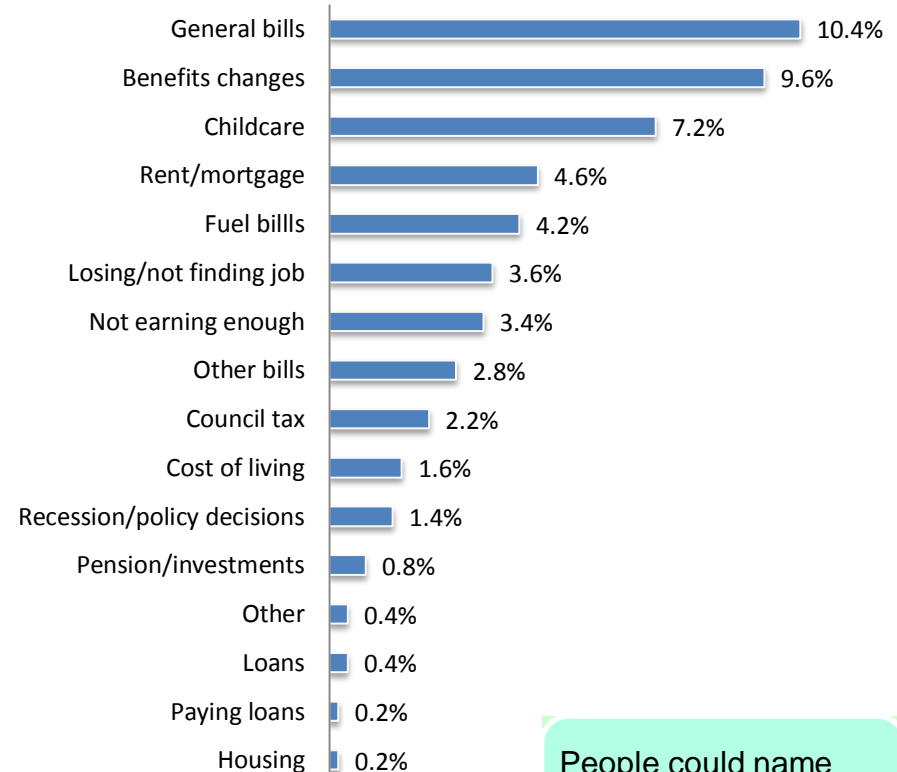
Which of the following financial issues are you concerned about at the moment?

Responses when presented with a list of options

2010 ARS



Responses when asked this as an open question

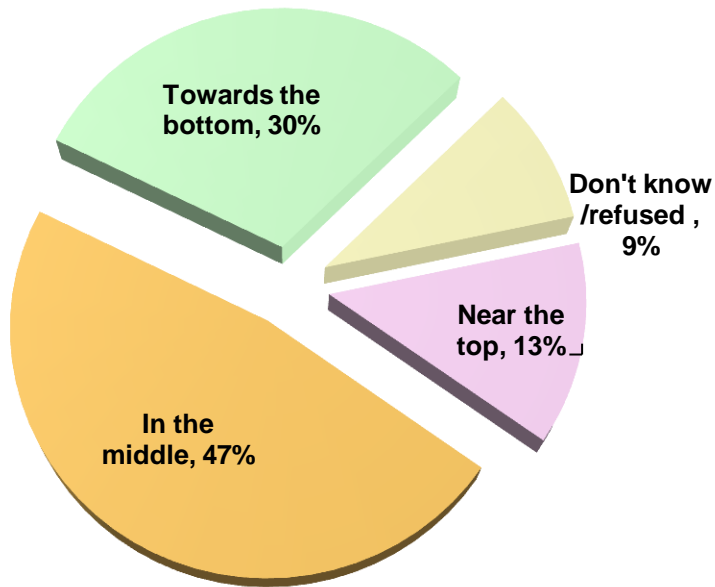


People could name as many issues as they wanted

When presented with a list of option **paying for heating and electricity** is residents' most pressing financial concern, followed by **paying for rent/ mortgage**. When asked an open question residents named a narrower range of concerns but **general bills, rent / mortgage and fuel bills** were in the top five in both sets of responses.

Economic climate: pay comparisons

How do you think you compare with most people in Camden in terms of pay?



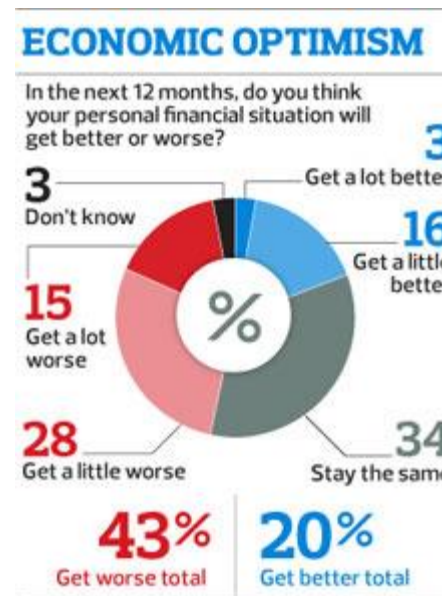
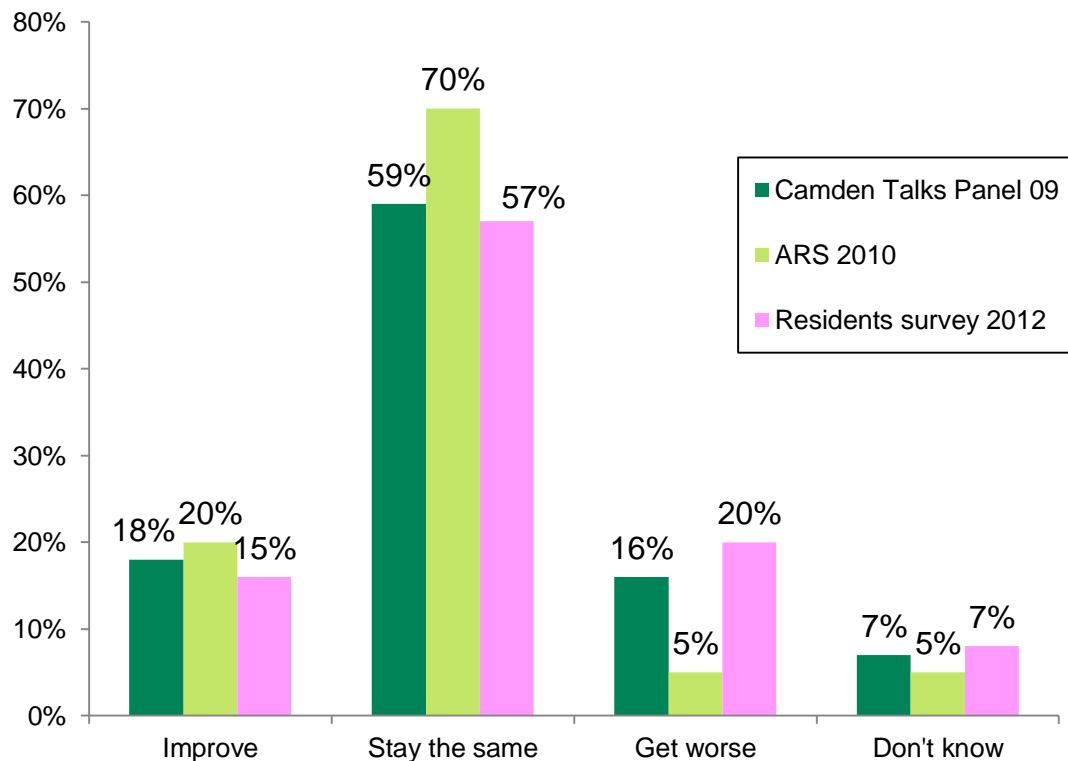
Are they right?

Perceived pay bracket of respondents	%	Household income bracket based on stated household income	%
Towards the bottom	30%	Actual bottom 25% - below £20k	35.2%
In the middle	47%	Actual middle (25%-75%) - £20k-£60k	24.8%
Towards the top	13%	Actual top 25% - over £60k	16.7%
Don't know/refused	9%	Prefer not to say	23.4%
Total	100%	Total	100%

The majority of residents believe their **salary sits in the middle** in relation to other Camden residents. Researchers felt that **high earners were less inclined to provide income details** to them.

Economic concerns: personal financial circumstances

Do you think your personal financial circumstances will improve, stay the same or get worse over the next few months?

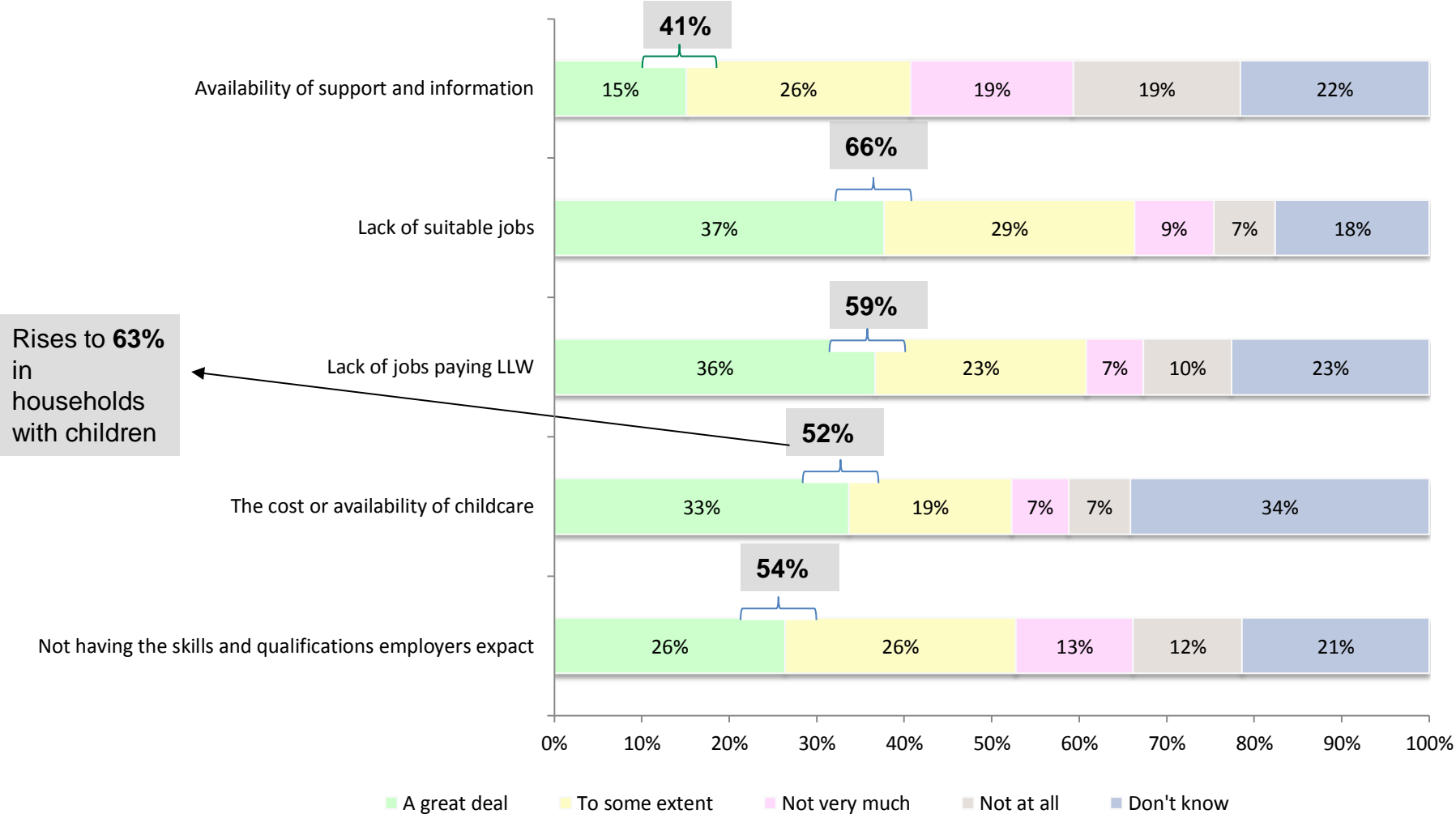


Credit: Observer Graphics

15% of residents currently think their personal financial circumstances will improve while **57%** think they will stay the same and **20%** think they will get worse. Benchmarking data seems to indicate that residents are less optimistic about the future than in the past. An Opinium / Observer national poll taken at the end of 2012 shows that nationally **43%** expect their financial circumstances to get worse over the next year.

Economic climate: barriers to employment

NEW: Thinking about yourself, friends, family and other local people like you, can you tell me to what extent you think the following are barriers to finding a new job or getting a job?



Rises to **63%** in households with children

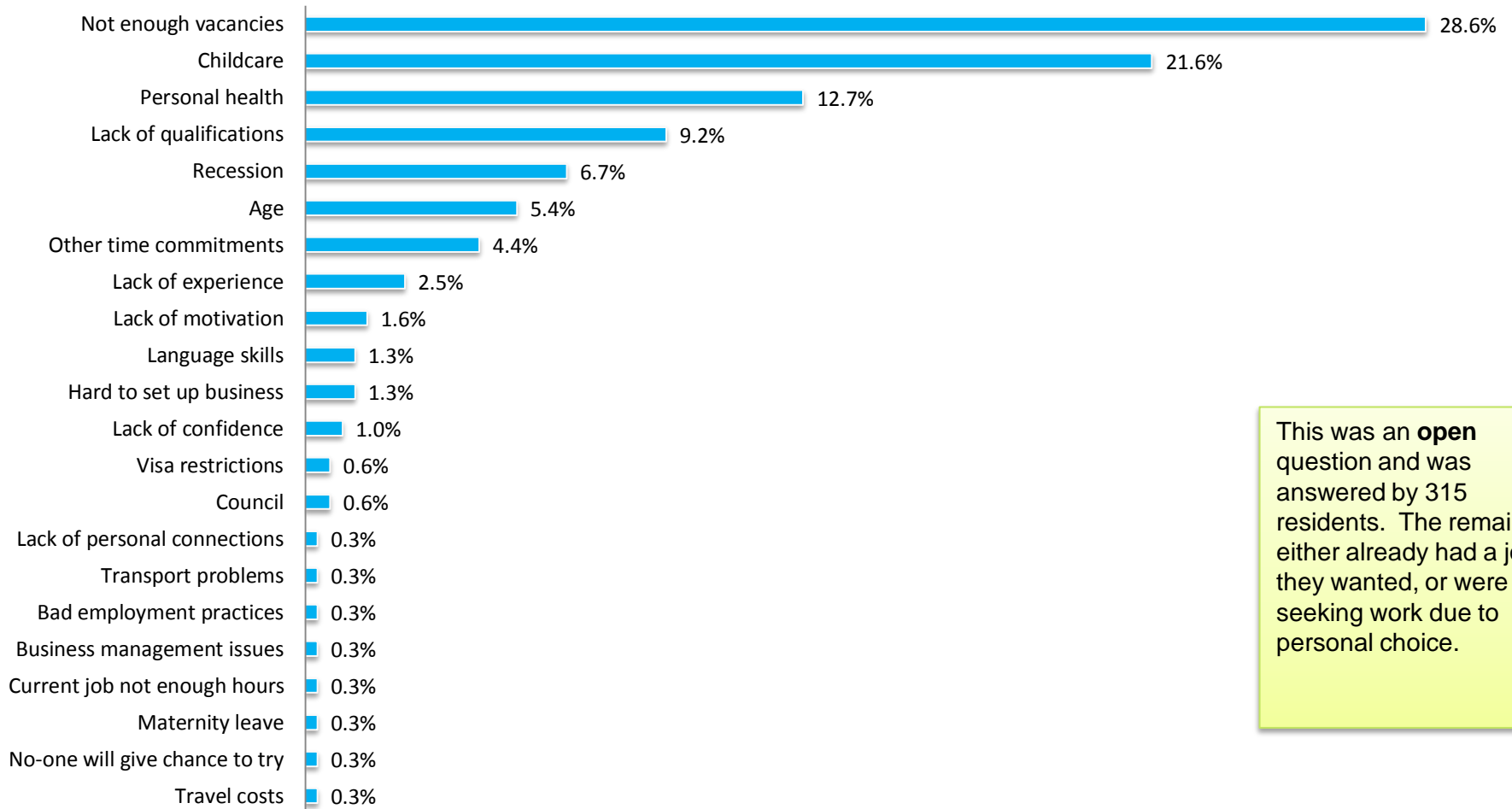
Lack of jobs paying LLW

This question was new in 2012 and shows that residents think that a lack of jobs is the biggest barrier to getting a new job or finding a job in Camden (**66%**). Generally **52%** of residents think childcare is a barrier – this rises to **63%** for households with children.



Economic climate: barriers to employment

What, if anything, is stopping you personally from getting the type of work that you want?



This was an **open** question and was answered by 315 residents. The remainder either already had a job they wanted, or were not seeking work due to personal choice.

Nearly 30% of residents cited the fact that there are **not enough vacancies** as barriers to getting the work they wanted. **Childcare and health** problems were also big issues.