

# Appendix 2 Analysis of the responses to the Council tax and council spending consultation

## Question 1: Please tell us to what extent you agree or disagree with our priorities

This question was completed by 1900 respondents

Response	Number of Respondents	Percentage of Respondents
Strongly agree	454	23.89%
Agree	1046	55.05%
Disagree	175	9.21%
Strongly disagree	72	3.79%
Don't know	153	8.05%

There was no noticeable variation in responses by gender

Older people were more likely to agree strongly

Age	All ages	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over
Strongly agree	26%	19%	16%	24%	25%	30%	47%
Agree	55%	63%	65%	52%	54%	51%	43%

Disabled respondents were slightly less likely to agree with 18% disagreeing compared to 12% of non-disabled respondents.

## Question 2: Please tell us if you think there are any other priorities we should consider

Coding analysis to follow

## Question 3: We provide a wide range of services that cost us money to provide. From the list below please tell us which areas you think we should protect MOST of all.

This was completed by 1782 respondents with up to three choices each.

Response	Number of Respondents	Percentage of Respondents
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Care services for older or disabled people including homecare and residential care	1452	81.48%
Rubbish collections, street sweeping, litter and fly-tip removal	899	50.45%
Protecting vulnerable children and young people including support for children with disabilities	1159	65.04%
Parks and open spaces	387	21.72%
Libraries	222	12.46%
Leisure centres, playgrounds and sports facilities	237	13.3%
Activities for young people	247	13.86%
Repairs and improvements to roads and pavements	372	20.88%

Female respondents were more likely to select care services (84% compared to 79%) and protecting vulnerable children (68% to 62%); male respondents were more likely to select rubbish and litter (54% to 49%).

Respondents aged over 55 were more likely to select care services for older or disabled people.

Age	All ages	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over
% Care services		71%	71%	79%	90%	87%	89%

Disabled respondents were less likely to select protecting vulnerable young people, and more likely to select repairs to roads and pavements.

#### Question 4: Which services do you think we should protect LEAST of all?

This question was answered by 1393 respondents with up to three choices

Response	Number of Respondents	Percentage of Respondents
Care services for older or disabled people including homecare and residential care	90	6.46%
Rubbish collections, street sweeping, litter and fly-tip removal	154	11.06%
Protecting vulnerable children and young people including support for	104	7.47%

children with disabilities		
Parks and open spaces	347	24.91%
Libraries	468	33.6%
Leisure centres, playgrounds and sports facilities	549	39.41%
Activities for young people	678	48.67%
Repairs and improvements to roads and pavements	538	38.62%

There was no significant variation in responses by gender.

Older people (65+) were more likely to select parks and leisure services, and less likely to select repairs of roads and pavements. Disabled respondents were similarly more likely to select parks, libraries, and leisure services and less likely to select repairs to roads and pavements.

### **Question 5: Do you have any suggestions for how we can reduce spending and/or increase income across our services?**

Coding analysis to follow

### **Question 6: What do you think would be the best choice for Merton's overall council tax in 2017/18 and 2018/19?**

This question was answered by 1870 respondents.

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents</b>
Continue to freeze my council tax so I pay Merton the same as last year	411	21.98%
Increase my council tax by 1.99%	233	12.46%
Increase my council tax by 2% to spend on adult social care only	320	17.11%
Increase my council tax by 3.99%	906	48.45%

There were 27 paper responses where more than one option was selected and could therefore not be considered alongside the other results. Of these 14 selected all three options to increase council tax, 10 selected two of the options to increase council tax and three selected the option to freeze Council as well as one of the options to increase it.

Male respondents were more likely to select a freeze in council tax (26% compared to 18%) whilst female respondents were more likely to select an increase of 1.99% or 3.99% (15% to 10% and 50% to 47% respectively).

Younger respondents were more likely to select a freeze in council take whilst older respondents were more likely to select the option of a 2% increase. The full breakdown by age group is set out below.

Age	All ages (base 1676)	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over
Freeze	22%	34%	32%	22%	17%	15%	18%
1.99% increase	13%	14%	14%	11%	12%	13%	16%
2% increase	17%	11%	7%	17%	19%	22%	27%
3.99% increase	49%	41%	47%	50%	53%	50%	38%

Disabled respondents were more likely to select either a freeze or a 2% increase than non-disabled respondents as set out below.

	Total (base 1687)	Disabled (base 173)	Non-disabled (base 1514)
Freeze	22%	30%	21%
1.99% increase	13%	13%	13%
2% increase	17%	24%	16%
3.99% increase	48%	33%	50%

Respondents who completed a paper questionnaire were more likely to select a council tax freeze compared to online respondents (30% to 17%) and less likely to select a 3.99% increase (42% to 52%).

There was some variation in responses by post code with CR4 and SM4 more likely to prefer a continuing freeze than in other areas; and SW19 and SW20 more likely to prefer a 3.99% increase than in other areas. The detail is set out below.

Post code	Freeze		1.99		2		3.99	
	Count	%	Count	%	Count	%	Count	%
CR4	49	28%	29	17%	42	24%	55	31%
KT3	13	22%	12	21%	8	14%	24	42%
SM4	96	34%	40	14%	49	17%	93	33%
SW19	177	19%	92	10%	143	16%	475	54%
SW20	56	13%	49	12%	70	17%	244	58%
All	411	22%	233	12%	320	17%	906	48%

The variations by area are further evidenced when postcodes are allocated to council wards. This shows a variation in those wanting council tax to remain frozen from a high of 43% in Ravensbury to a low of 13% in Raynes Park. Four wards saw this option preferred by more than one third of respondents: Ravensbury, St Helier, Pollards Hill and Lavender Fields.

The 3.99% option was selected by 60% or more of respondents in Abbey, Hillside, and Raynes Park wards.

Ward	Total responses	Freeze		1.99		2		3.99	
		Count	%	Count	%	Count	%	Count	%
Abbey	129	25	19%	10	8%	17	13%	77	60%
Cannon Hill	133	26	20%	15	11%	29	21%	63	47%
Colliers Wood	52	13	25%	6	11%	6	11%	27	52%
Cricket Green	41	8	20%	7	17%	8	20%	18	43%
Dundonald	127	21	17%	15	12%	22	17%	69	54%
Figges Marsh	41	11	27%	5	12%	10	24%	15	37%
Graveney	42	12	29%	6	14%	13	31%	11	26%
Hillside	126	21	17%	13	10%	16	13%	76	60%
Lavender Fields	29	11	38%	2	7%	10	34%	6	21%
Longthornton	29	8	28%	7	24%	7	24%	7	24%
Lower Morden	60	19	32%	12	20%	7	12%	22	37%
Merton Park	265	53	20%	26	10%	68	26%	118	45%
Pollards Hill	27	11	40%	7	26%	1	4%	8	30%
Ravensbury	51	22	43%	11	22%	8	17%	10	20%
Raynes Park	150	19	13%	21	14%	17	11%	93	62%
St Helier	50	21	42%	2	4%	7	14%	20	40%
Trinity	150	36	24%	22	15%	21	14%	71	47%
Village	106	23	22%	15	14%	13	12%	55	52%
West Barnes	113	21	19%	17	15%	14	12%	61	54%
Wimbledon Park	120	25	21%	10	8%	19	16%	66	55%
Outside borough	19	3	16%	2	11	3	16%	11	58%
Not listed	10	2	20%	2	20%	4	40%	2	20%
All responses	1870	411	22%	233	12%	320	17%	906	48%

## Question 7: Please tell us if you have any comments about what should happen with council tax in Merton

Coding analysis to follow

## Demographics

### Age and gender

The gender and age profile of the sample has been compared to the GLA 2015 Round SHLAA-based Capped Household Size Model Population Projections for 2016 (released July 2016). This shows that respondents were more likely to be female and over 45 than the wider population.

Gender	% Respondents	% GLA
Male	46.2	49.6
Female	53.8	50.4

Age group	% Respondents	% GLA (adults only)
16 - 24	1	11
25 - 34	9	24
35 - 44	17	21
45 - 54	21	17
55 - 64	23	12
65 - 74	21	8
75 or over	9	7

## Disability

The 2011 census estimated disabled residents to make up 12.6% of the population. This compares to 10.2% of those respondents who answered the question stating that they felt they had a disability. Disabled respondents were more likely to be over 75 than non-disabled respondents (26% compared to 7%) but less likely to be in all other age groups.

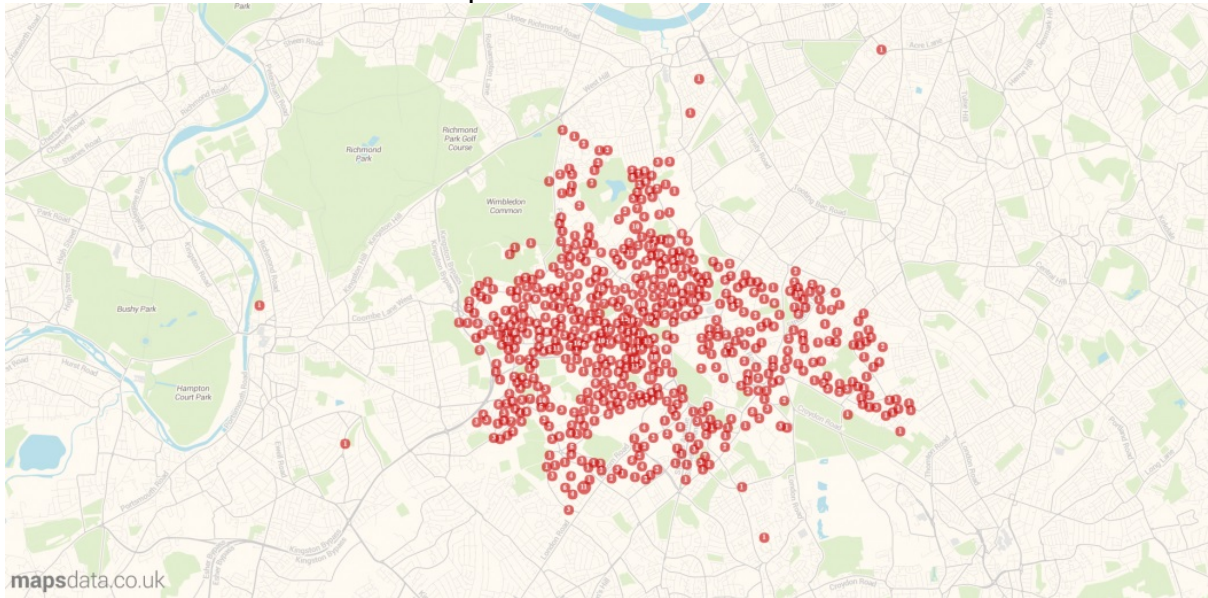
## Geography

The postcode areas provided by respondents have been compared to the proportion of total postcodes in the borough to give an indication of representation across the borough. This appears to show a skew towards SW19, and mainly away from CR4.

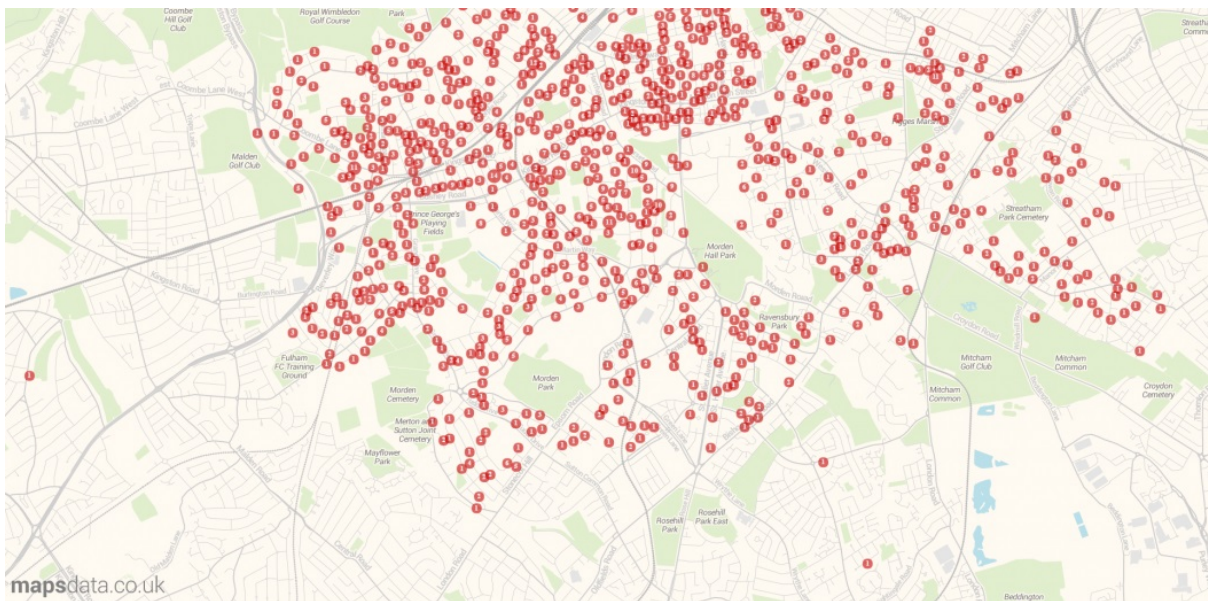
Postcode	Responses by postcode	% of total responses	% of total borough postcodes
CR4	211	9.6%	23.8%
CR7	1	-	0.3%
KT3	66	3%	3%
SM3	1	-	-
SM4	320	14.5%	14.5%
SW16	25	1.1%	2.6%
SW17	15	0.7%	2.1%
SW18	7	0.3%	0.3%
SW19	1039	47.2%	38.6%
SW20	503	22.8%	14.6%
Outside of borough	14	0.6%	NA
Unknown	2	-	NA



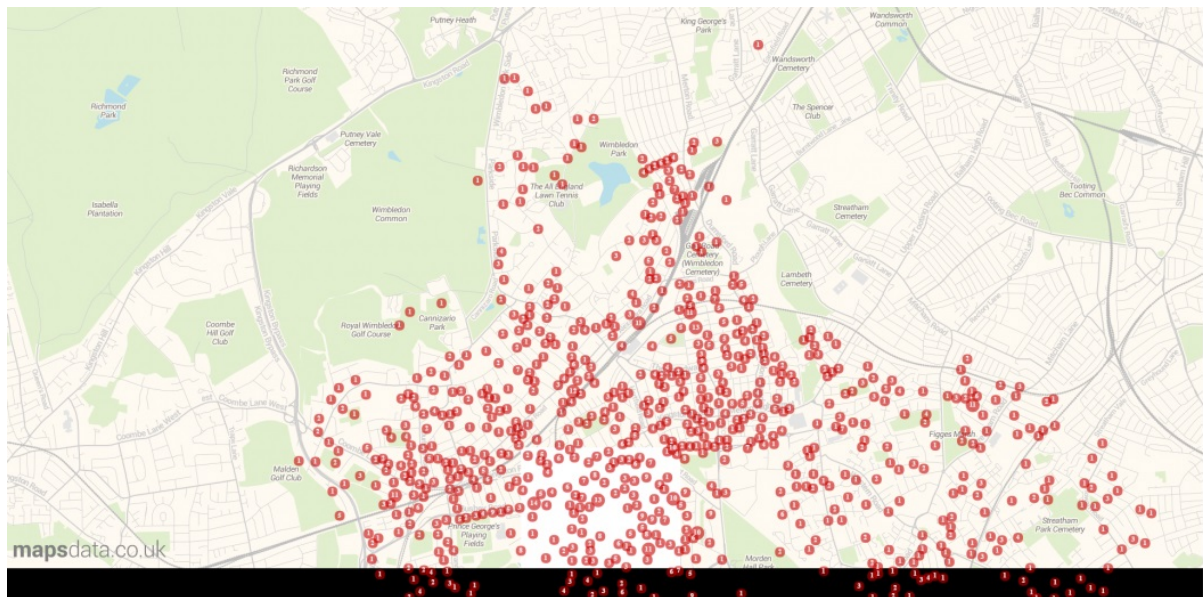
This can also be seen on the maps below.



Responses whole borough



Responses southern borough



### Responses northern borough

When responses are allocated to electoral wards this confirms lower response rates from area in the east of the borough, in particular Pollards Hill, Lavender Fields and Longthornton. In comparison responses were much higher from Merton Park ward.