

Residents' Survey 2025

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CROYDON
www.croydon.gov.uk

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1. Background and methodology

Background and methodology

The London Borough of Croydon ('Croydon Council') commissioned DJS Research to deliver its 2025 Residents' Survey.

A total of 1,707 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.

Pilot interviews took place on 14 July 2025. The main fieldwork took place between 21 July and 20 September 2025.

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

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 data to monitor standard Key Performance Indicators which will allow Croydon Council to track key changes over time (since the previous survey in 2023).
3. Allow for sub-group analysis by ward cluster and demographic characteristics.

*A breakdown of each ward cluster can be found on slide 6.

Notes on this report

- The number of respondents to each question is shown in brackets with the data label, e.g. All respondents (1,707), and the full original question text is shown in the footnote.
- Where percentage figures are significantly higher or significantly lower than the percentage at the total respondent level, based on a statistical test, these are indicated with **red text** for significantly lower scores and **green text** for significantly higher.
- Note that, because this survey cannot be claimed to be purely random, significance testing is indicative only.
- Based on a statistic of 50% and a confidence interval of 95%, there is a sampling error of +/-2.37%. This means we can be 95% confident that had we spoken to all residents of Croydon, a satisfaction level of 50% lies between 47.63% and 52.37%.
- Any question with fewer than 100 respondents should be considered with caution.
- Where the responses to a given question do not sum to 100%, this is either due to rounding or to multiple responses being allowed for that question (noted within footnotes).
- Figures below 5% will not have a data label on stacked bar charts for reasons of legibility.

Glossary of terms:

- **Net:** the sum of responses to two figures, usually the 'top two boxes', e.g. 'Very satisfied' + 'Fairly satisfied' = Net satisfied.

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

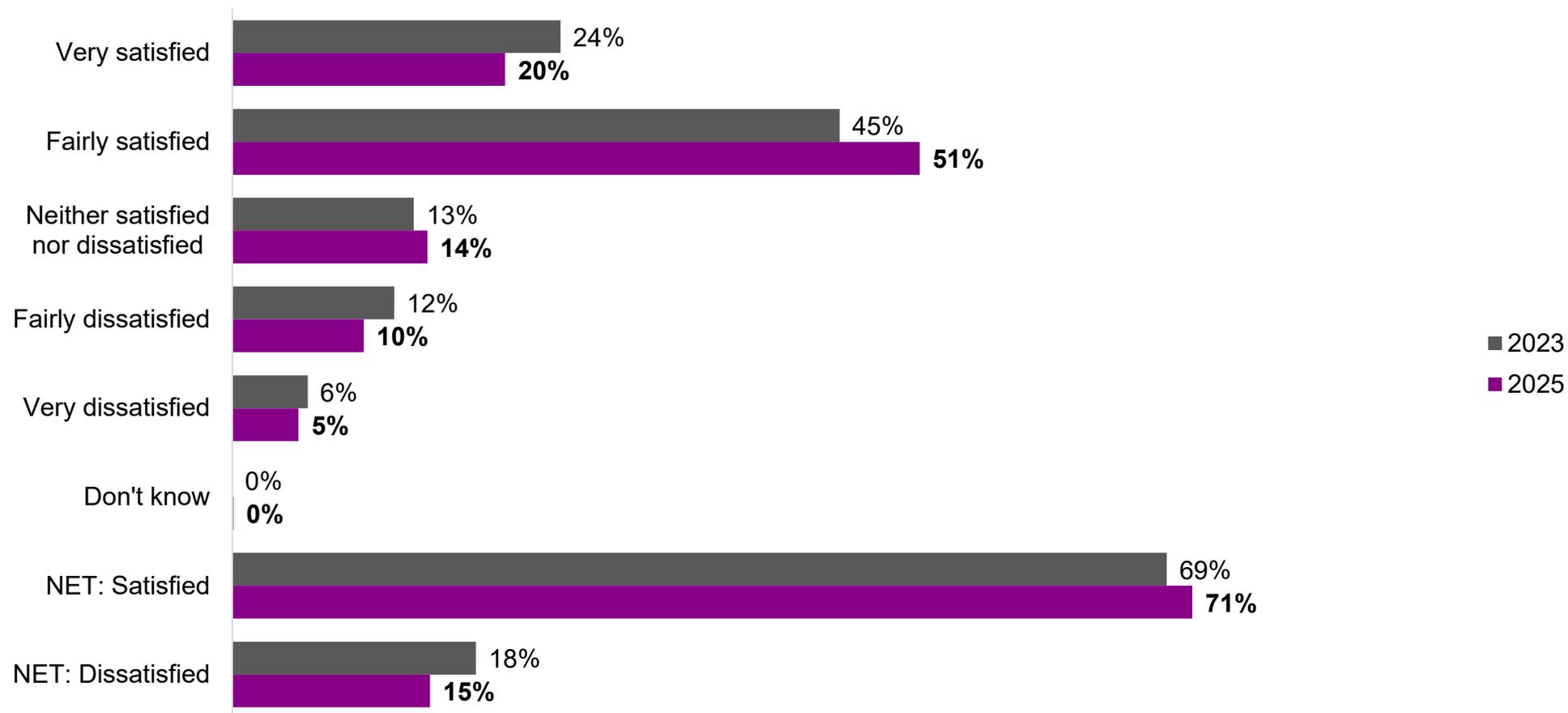
Purley Oaks & Riddlesdown

Sanderstead

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

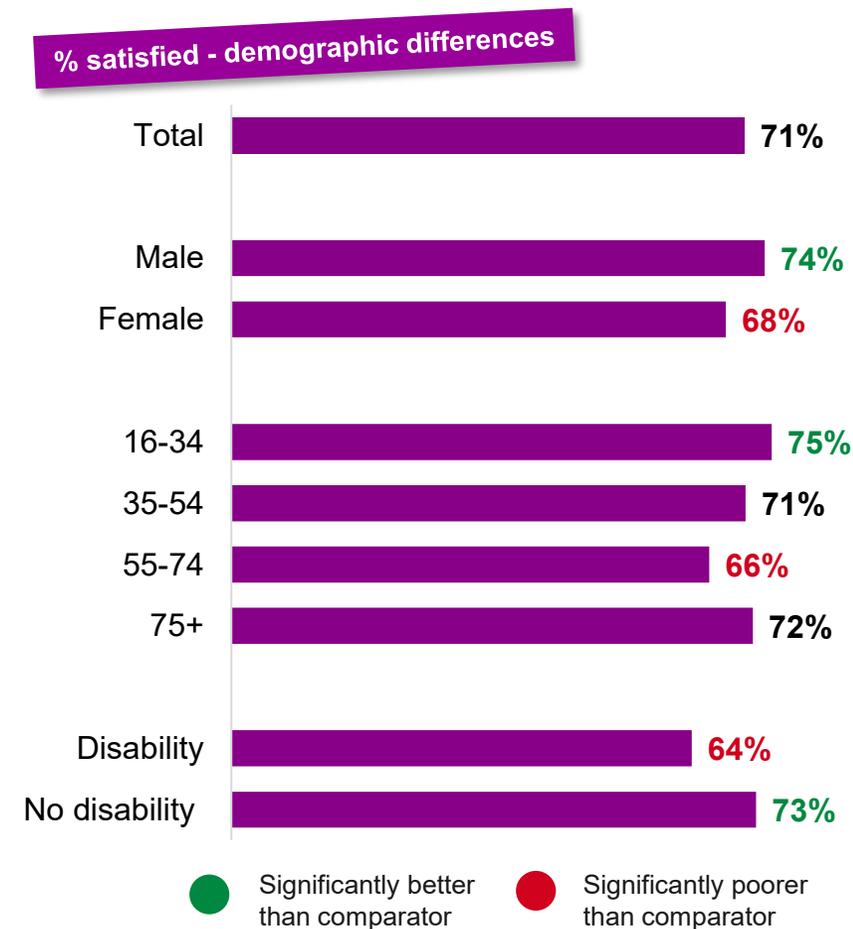
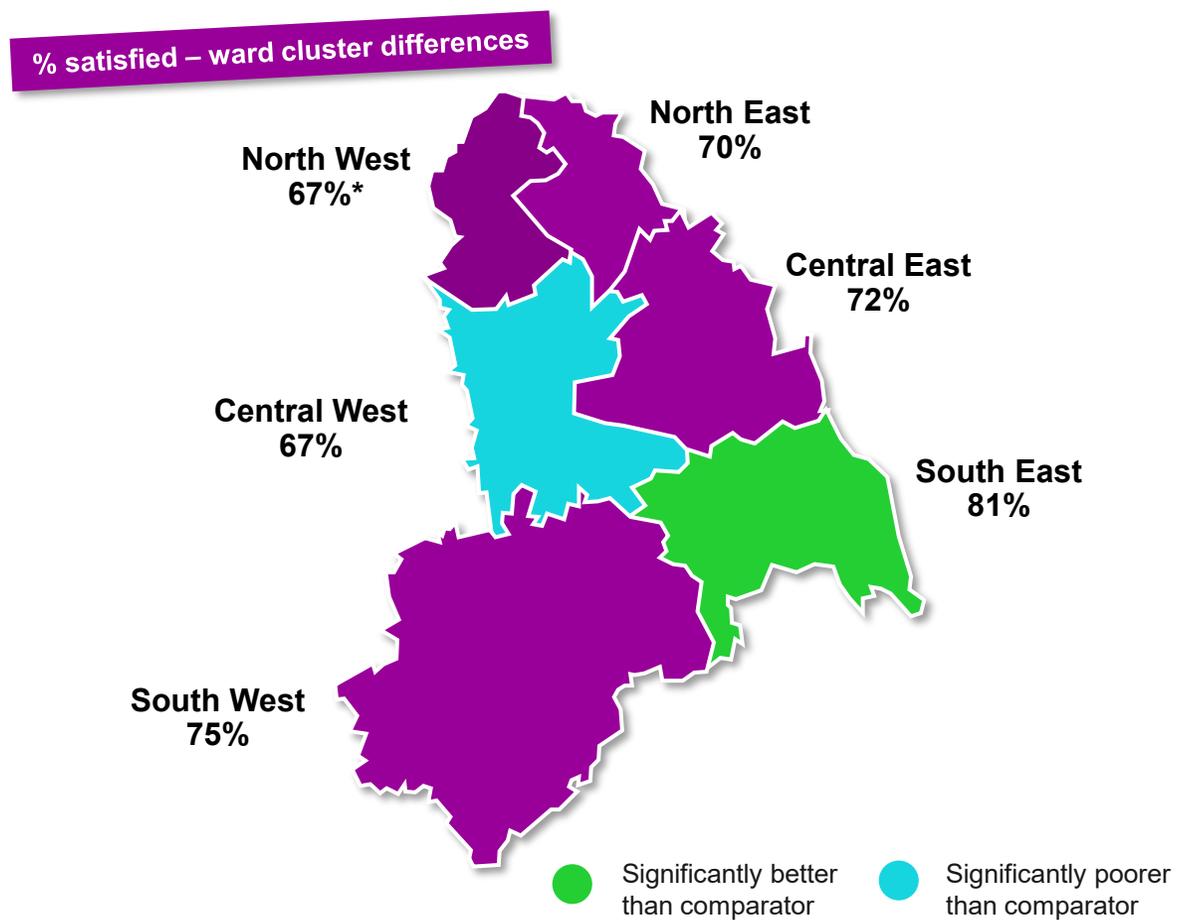
2. Local area satisfaction

Local area satisfaction: Overall results



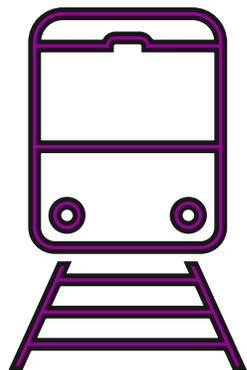
Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? **Base:** All respondents (1,707).

Local area satisfaction: Subgroup differences

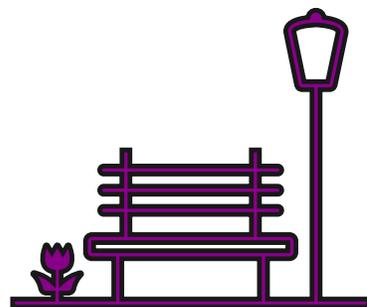


Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? **Base:** All respondents (1,707). *Base size too small to show significance.

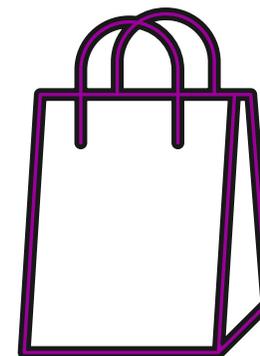
The best things about living in Croydon



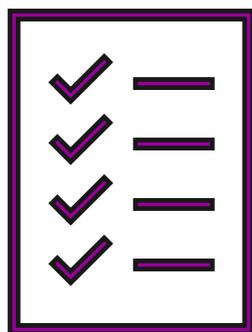
58%
Public
transport



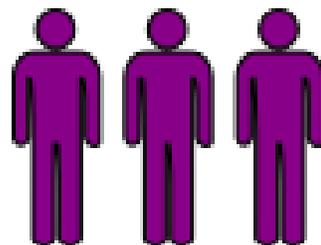
26%
Parks / open
spaces



24%
Variety of
shops



16%
Amenities /
leisure

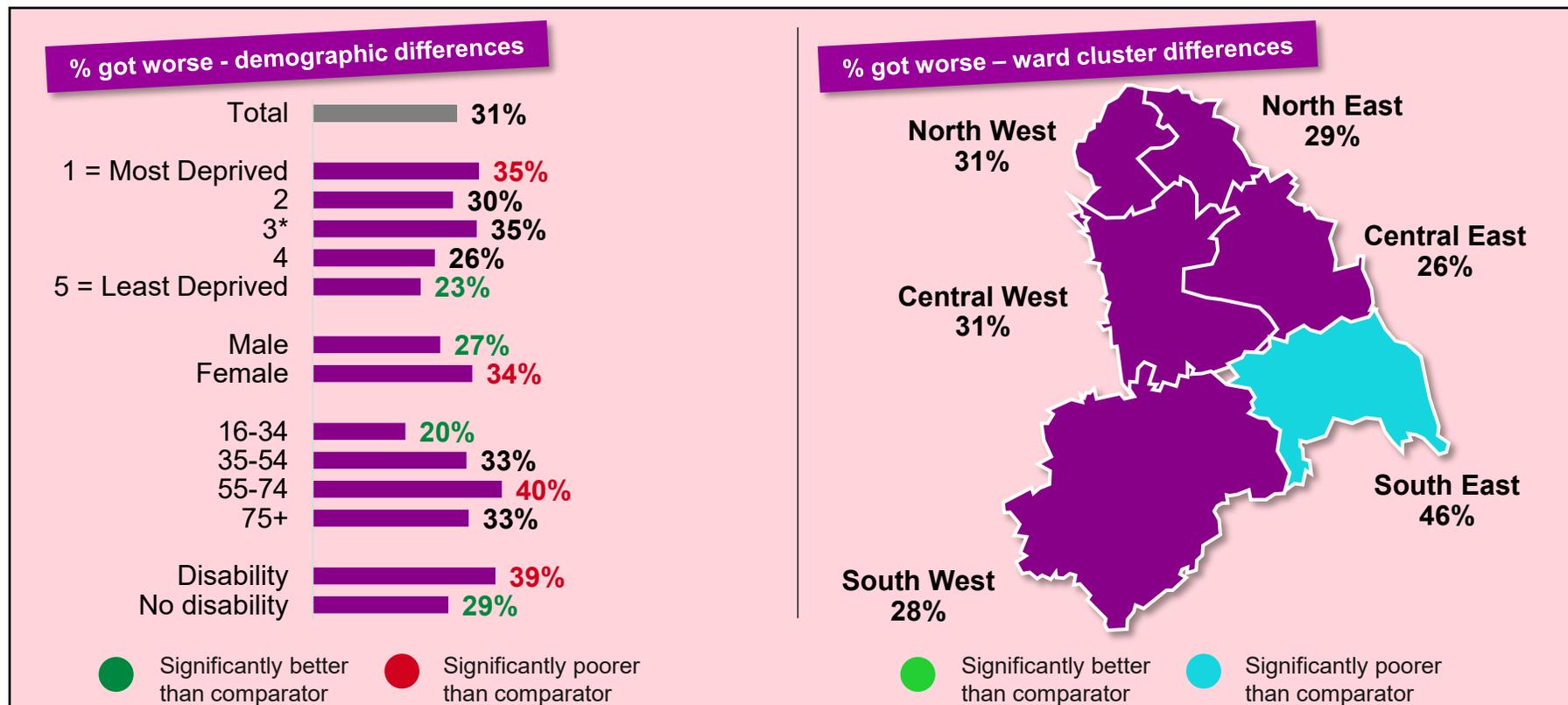
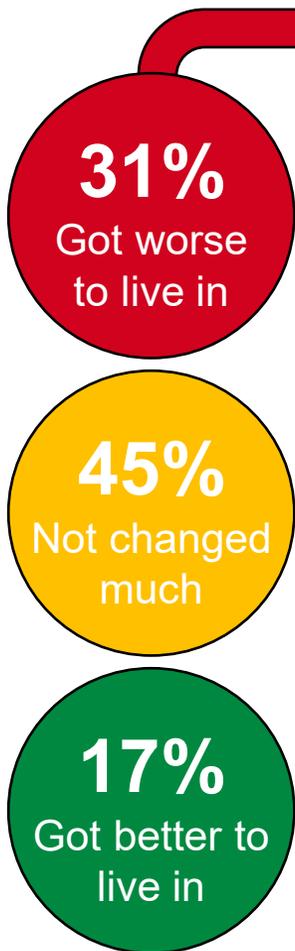


16%
People/
Community



13%
Good
location

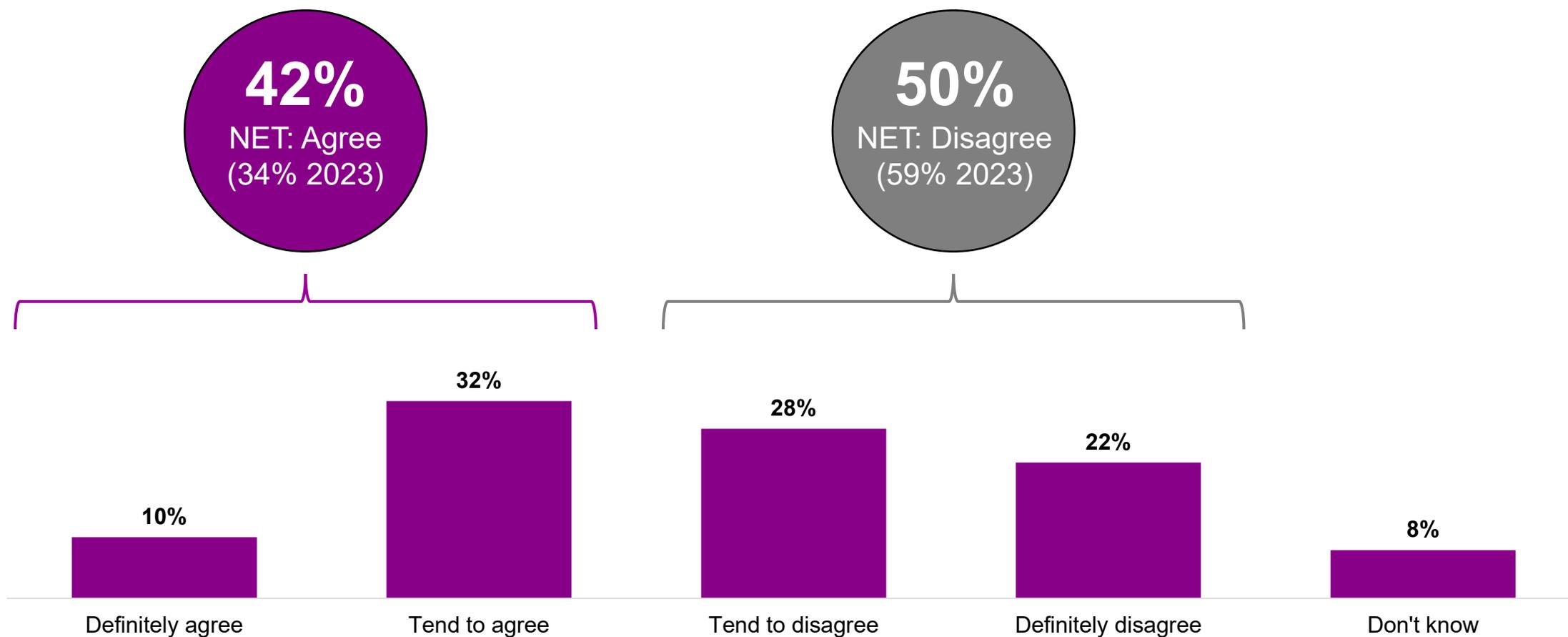
Local area satisfaction: recent changes



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

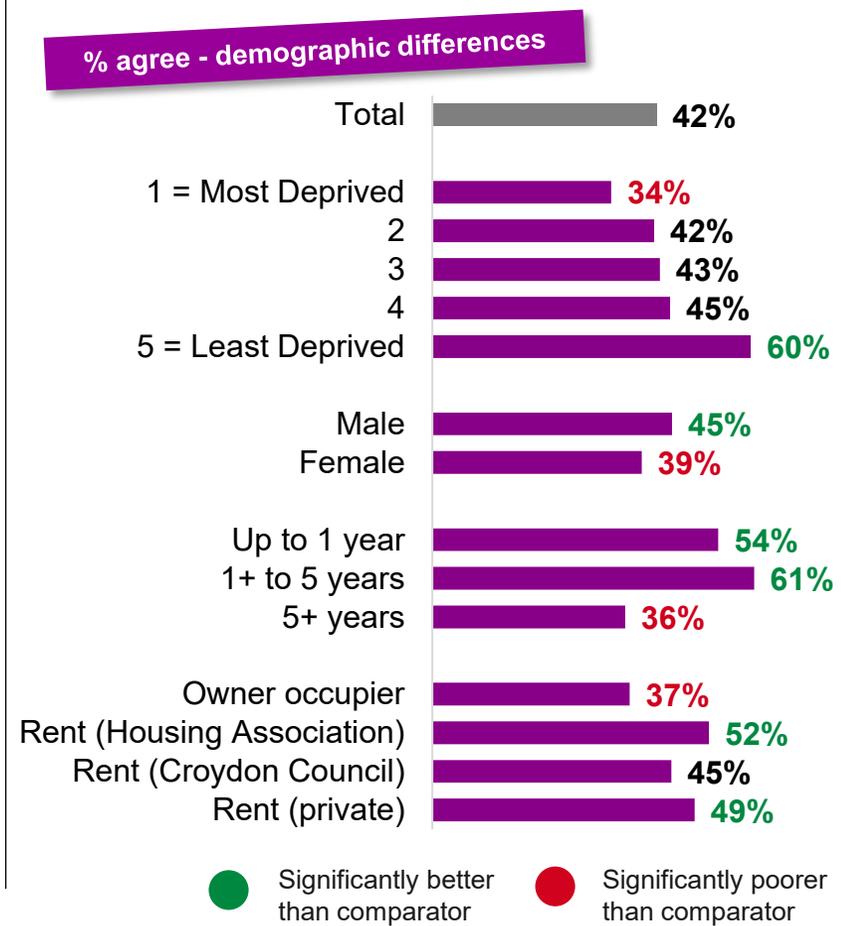
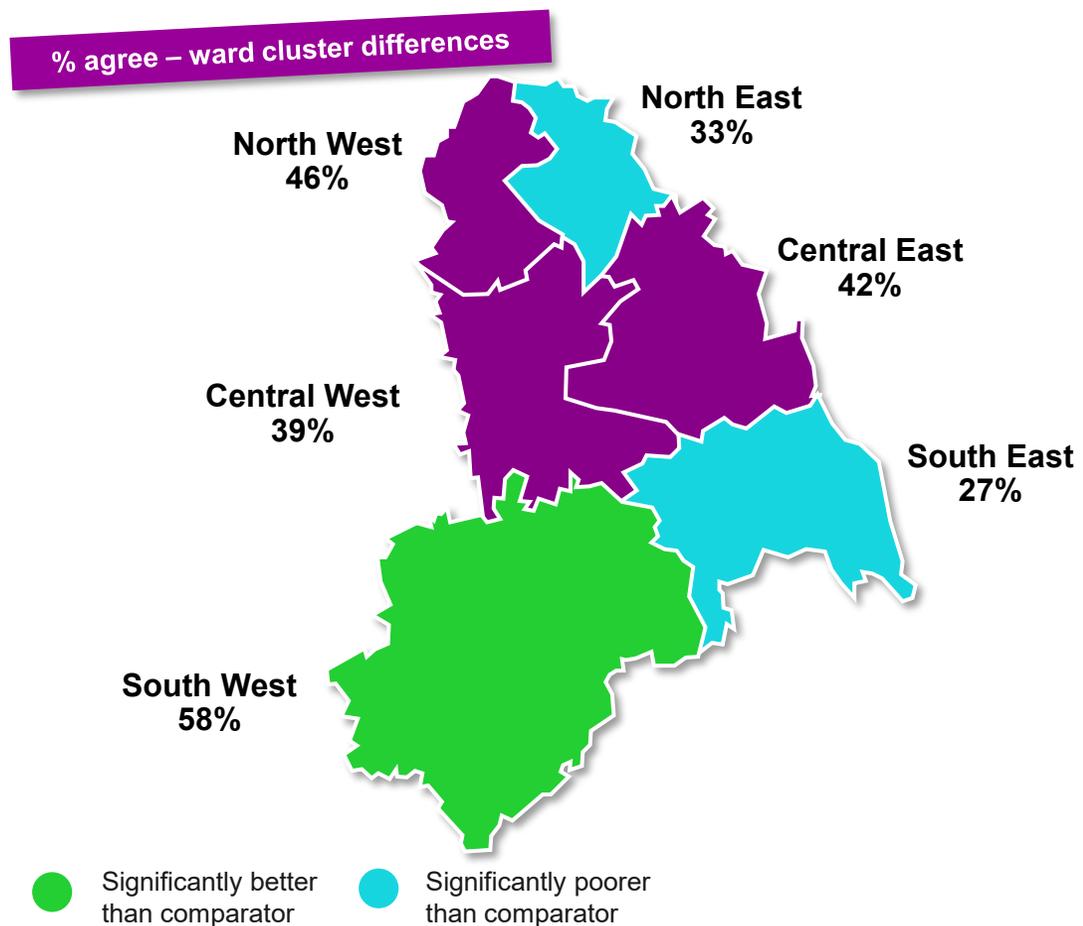
Q019. Do you think your area has recently...? **Base:** All respondents (1,707). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5). *Base size too small to show significance.

Influence local decisions: Overall results



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 (1,707).

Influence local decisions: Subgroup differences



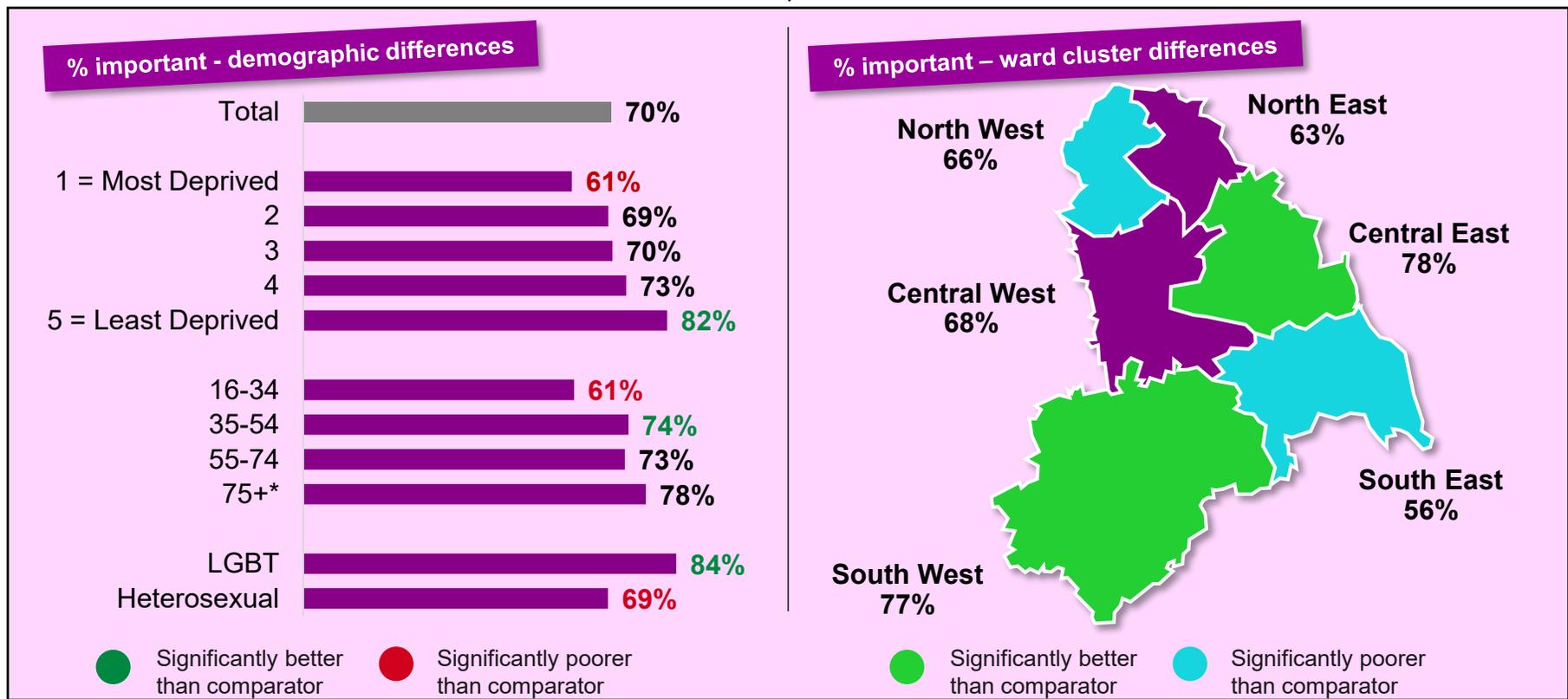
Q02. To what extent do you agree or disagree that you can influence decisions made by public services such as health, police and the council, that affect your local area?

Base: All respondents (1,707) *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).

Influence local decisions: Perceived importance

70%
NET:
Important
(57% 2023)

25%
NET:
Unimportant
(37% 2023)



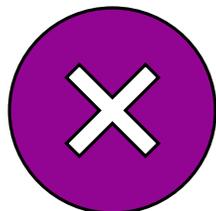
Q020. How important is it for you personally to feel that you can influence decisions in your local area? **Base:** All respondents (1,707). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5).*Base size too small to show significance.

Influence local decisions: Resident involvement

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



34%
Yes
(24% 2023)



37%
No
(43% 2023)

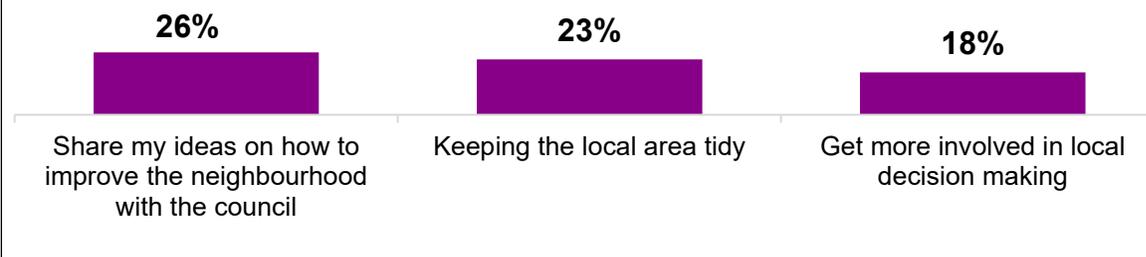


24%
Depends on
the issue
(29% 2023)

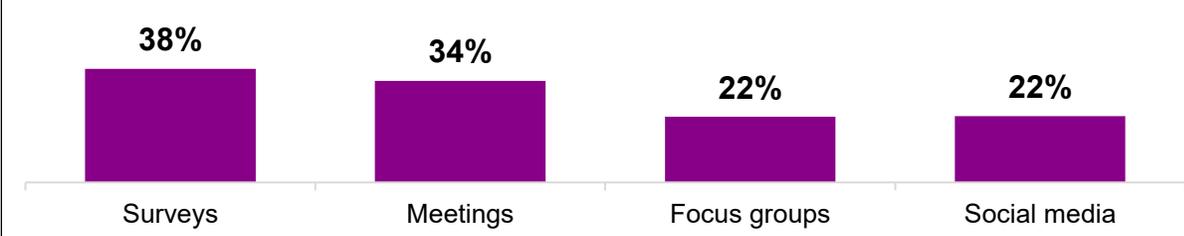


4%
Don't know
(4% 2023)

What activities or community events would you be interested in?



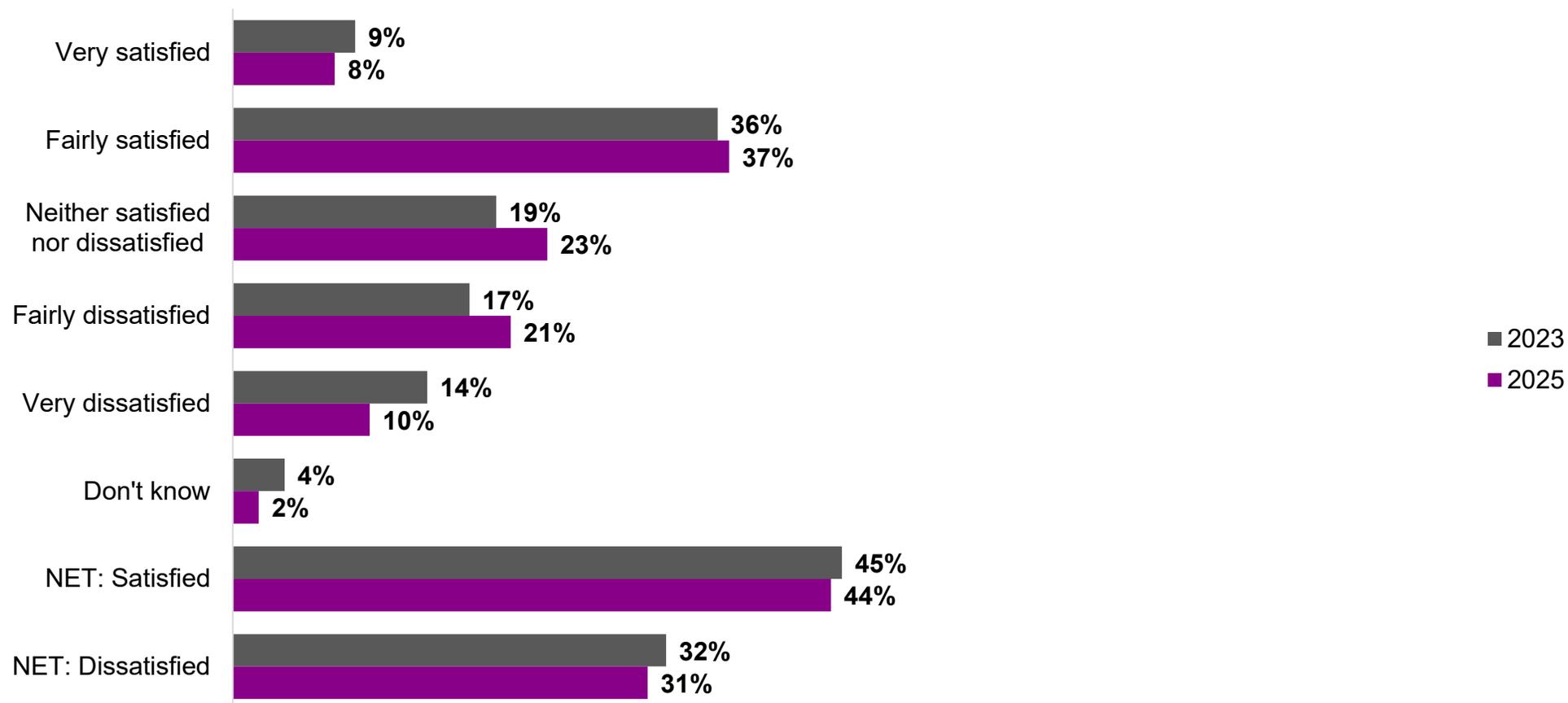
How would you like to be involved?



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 (1,707).
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 (1,237). *Only showing the top 3 responses, all respondent selections can be found in the data tables. Please note Q22 and Q23 are multiple choice questions, so they won't add up to 100%.

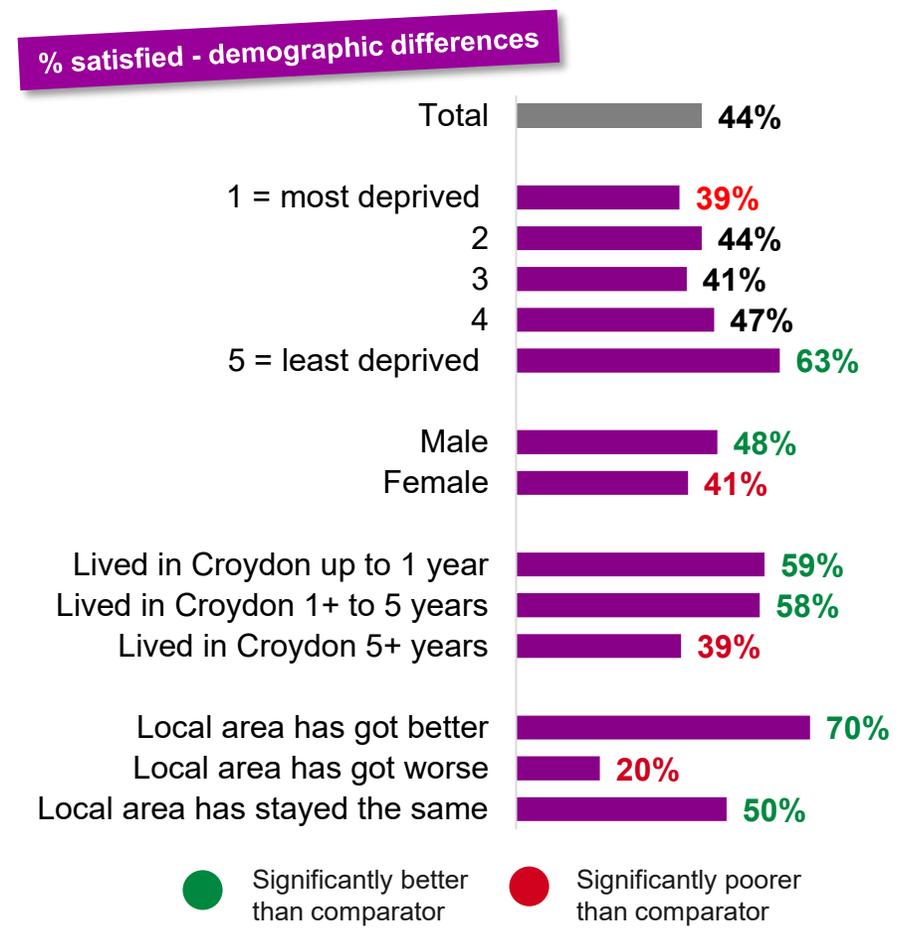
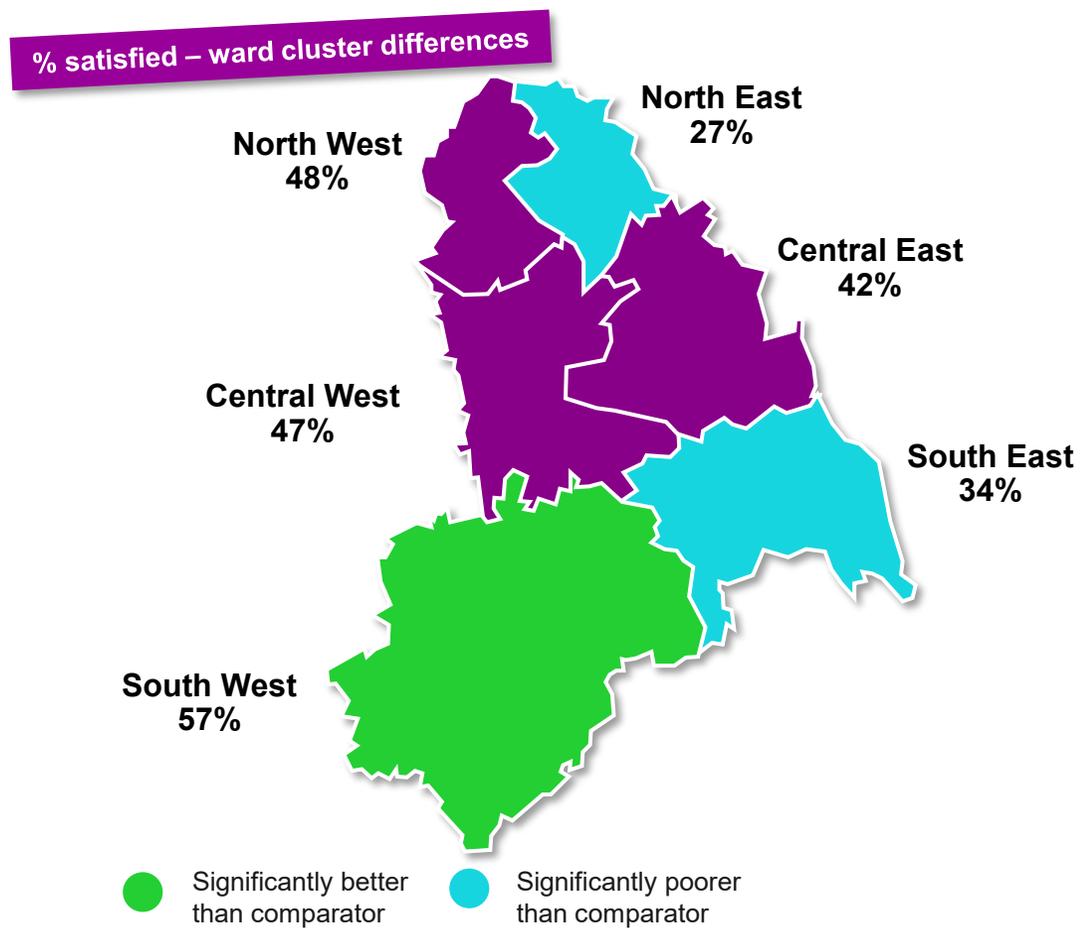
3. Views of Croydon Council

Council satisfaction: Overall results



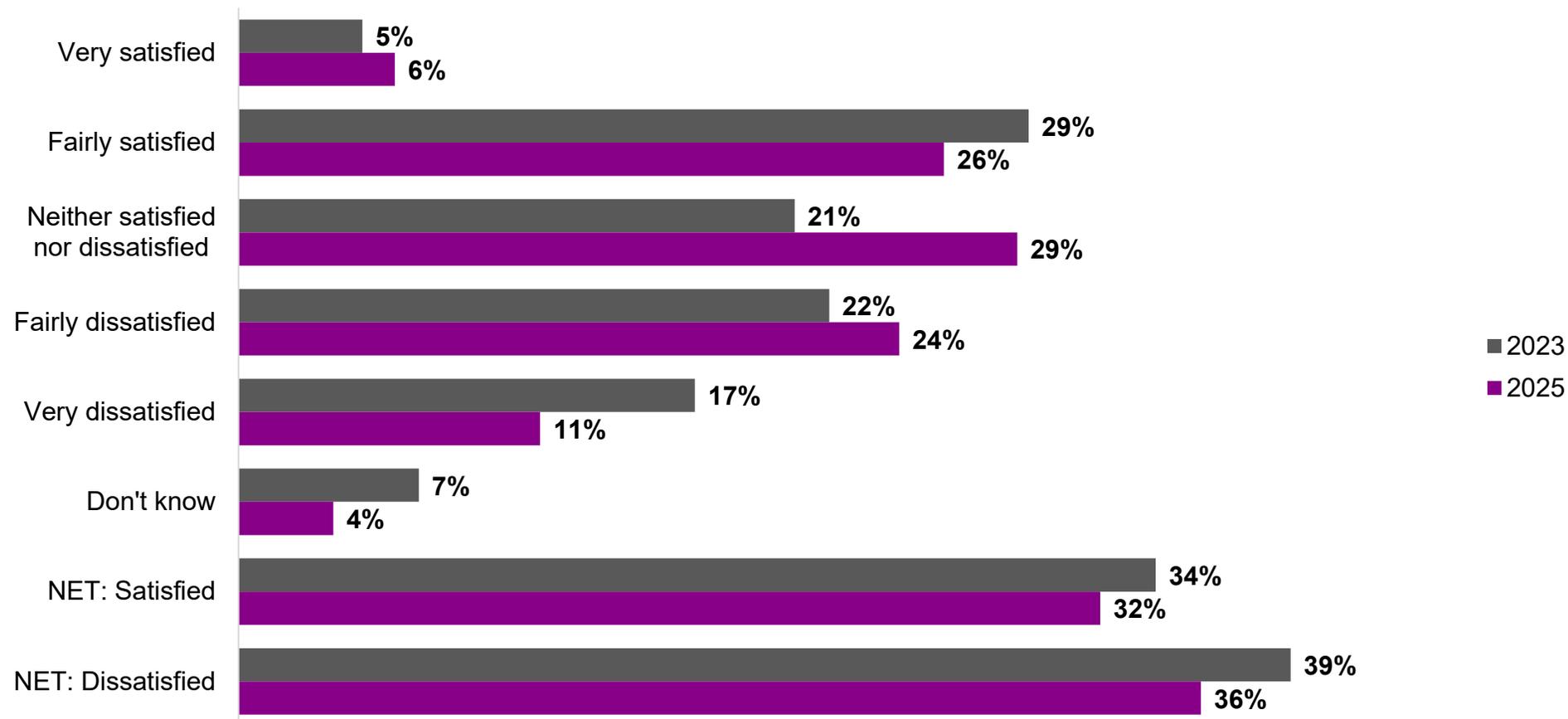
Q05. Overall, how satisfied or dissatisfied are you with the way Croydon Council runs things? **Base:** All respondents (1,707).

Council satisfaction: Subgroup differences



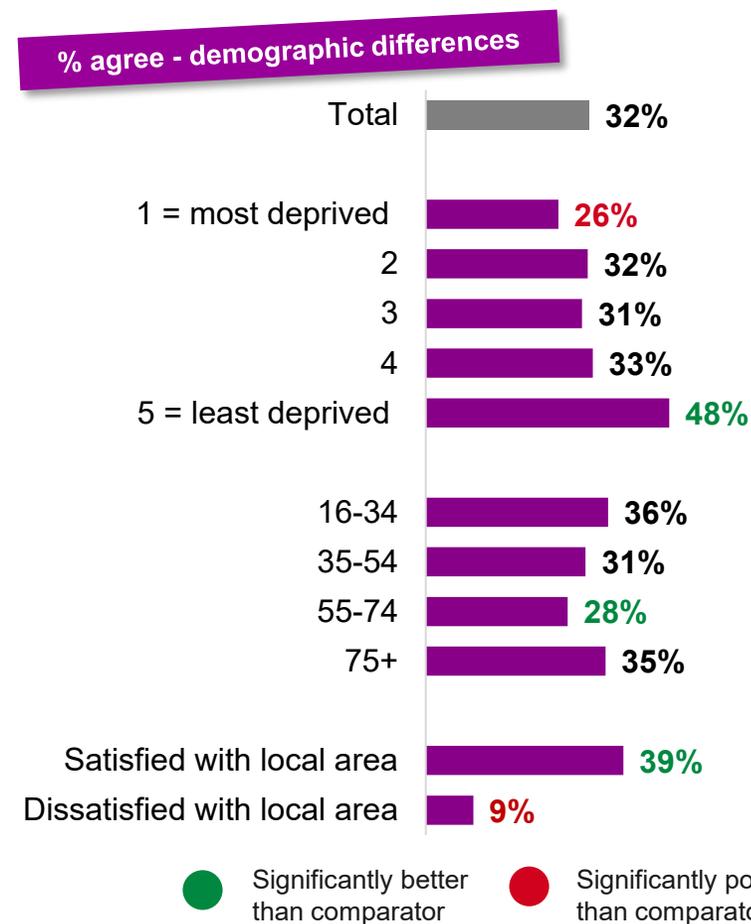
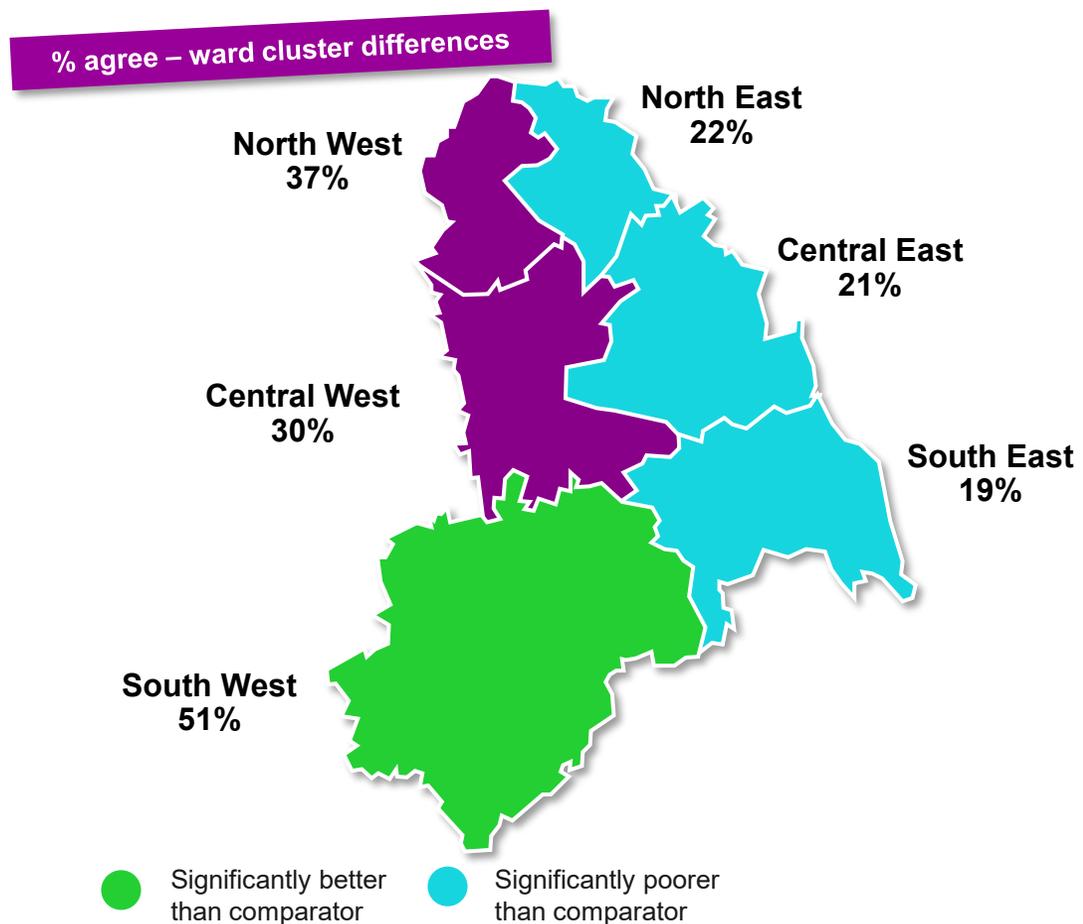
Q05. Overall, how satisfied or dissatisfied are you with the way Croydon Council runs things? **Base:** All respondents (1,707). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5).

Value for money: Overall results



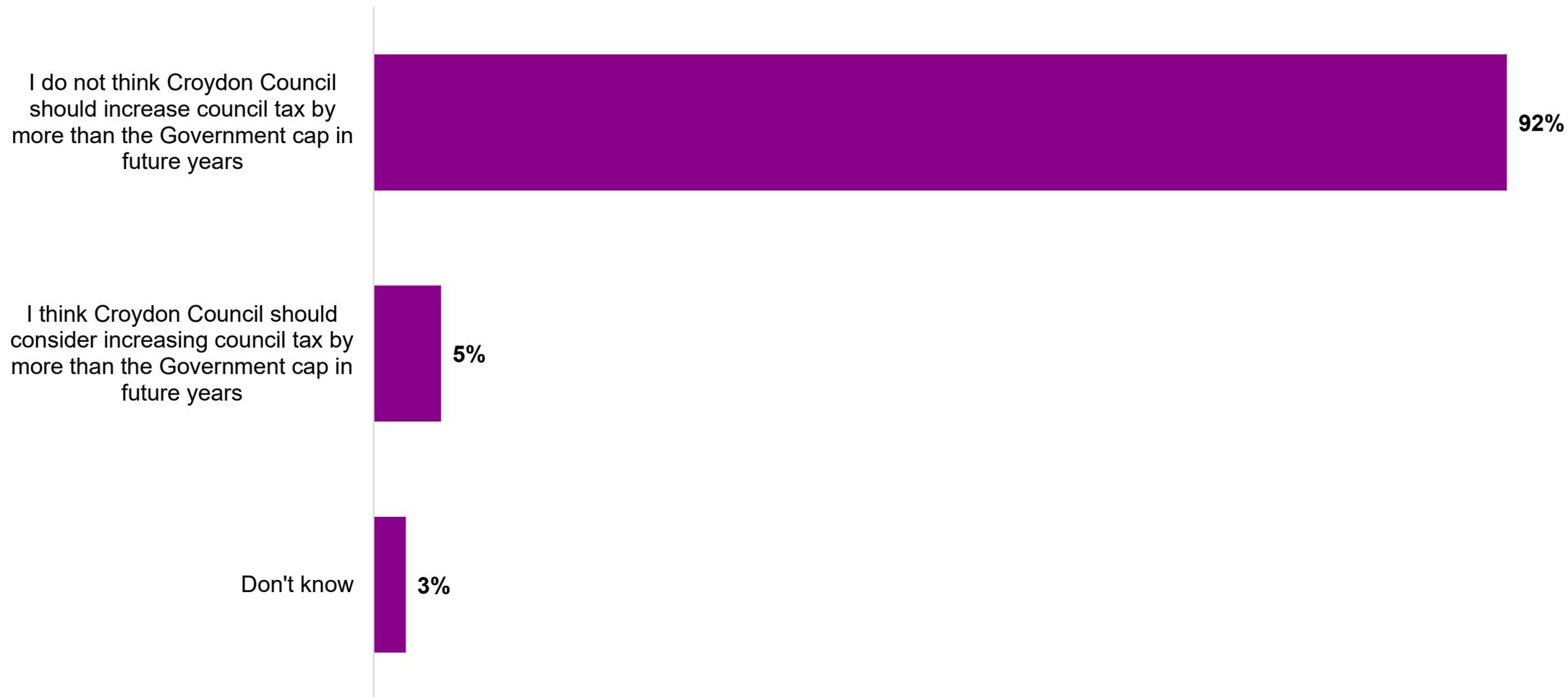
Q06. To what extent do you agree or disagree that Croydon Council provides value for money? **Base:** All respondents (1,707).

Value for money: Subgroup differences



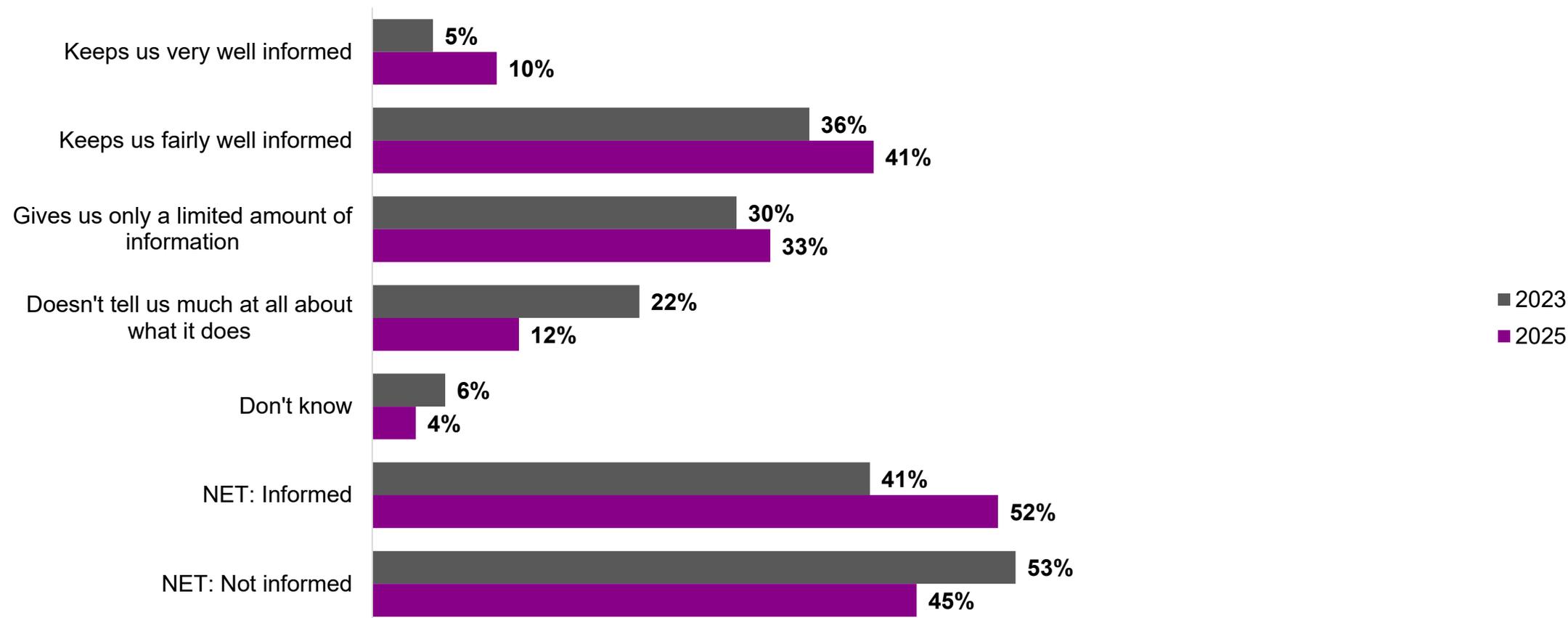
Q06. To what extent do you agree or disagree that Croydon Council provides value for money? **Base:** All respondents (1,707).

Increasing council tax: resident views



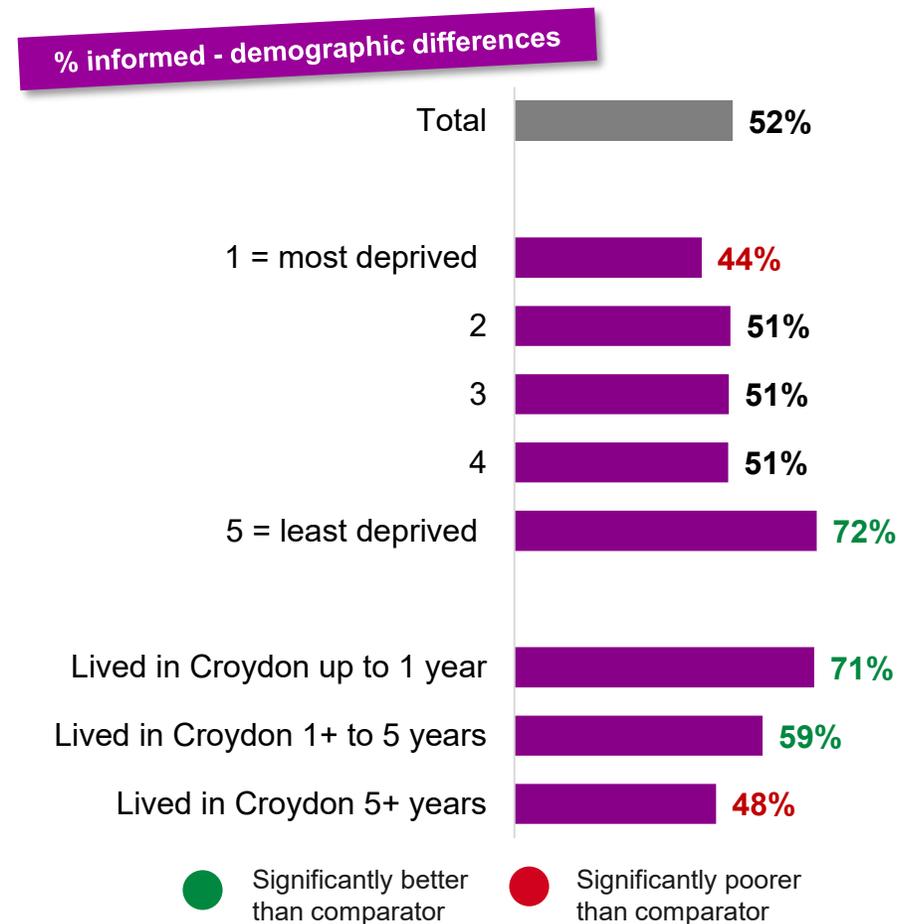
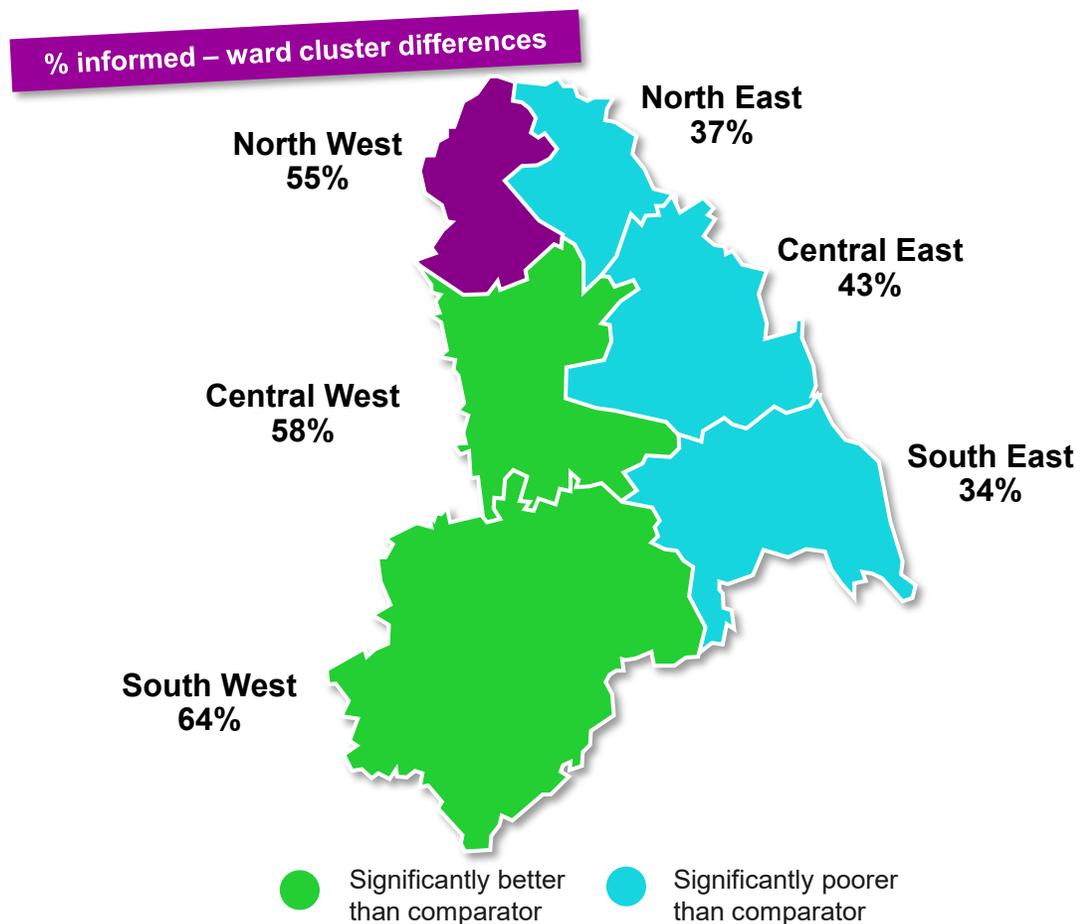
Q025. Each year, councils like Croydon set their council tax increase. The Government sets a cap on how high councils can increase the tax, but councils can ask the Government to raise their taxes higher to help with rising costs. Based on the above information, which of the following do you agree with? **Base:** All respondents (1,707).

Keeping residents informed: Overall results



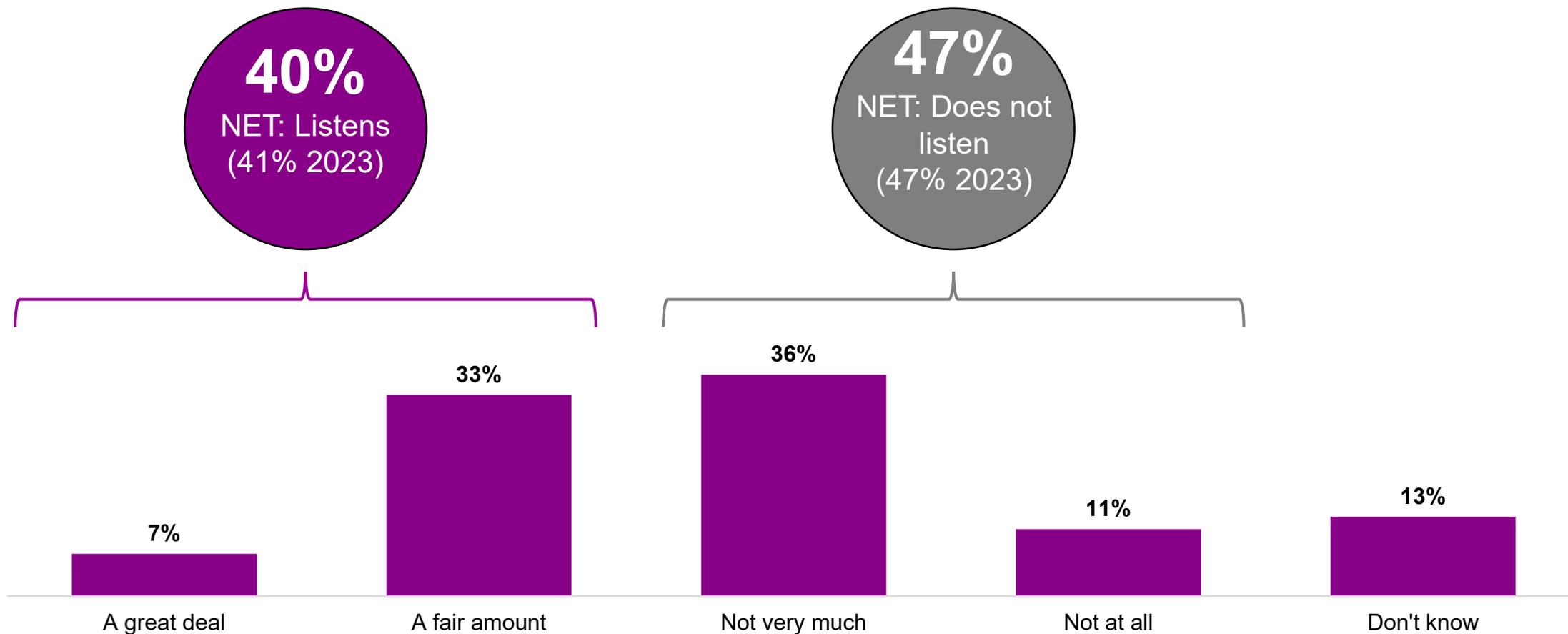
Q07. How well do you think Croydon Council keeps residents informed about the services and benefits it provides? **Base:** All respondents (1,707).

Keeping residents informed: Subgroup differences



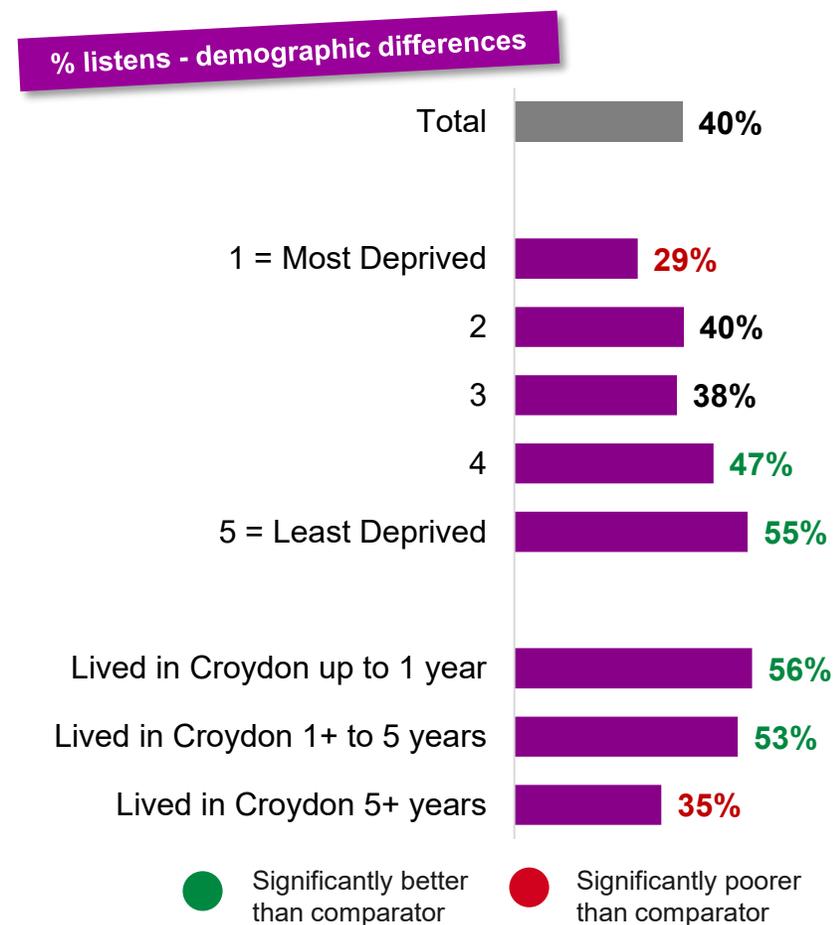
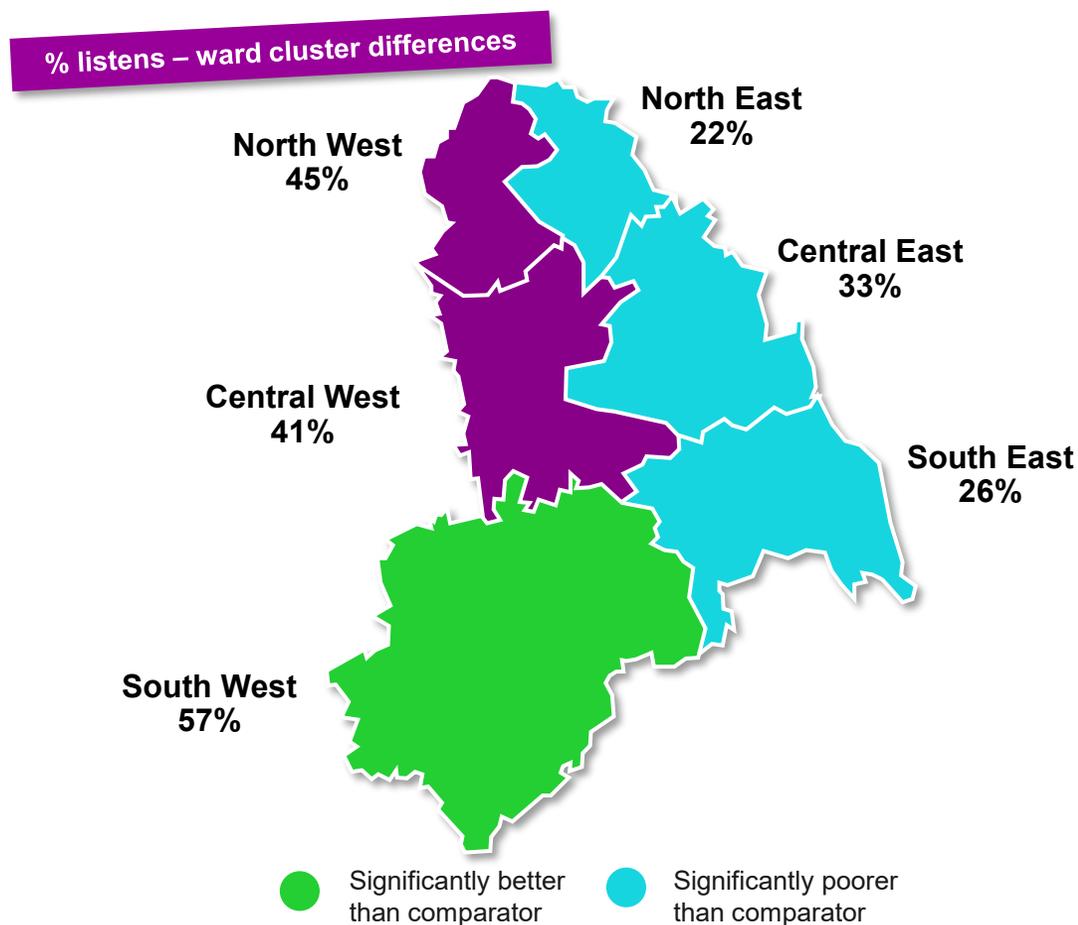
Q07. How well do you think Croydon Council keeps residents informed about the services and benefits it provides? **Base:** All respondents (1,707). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5).

Listening to residents: Overall results



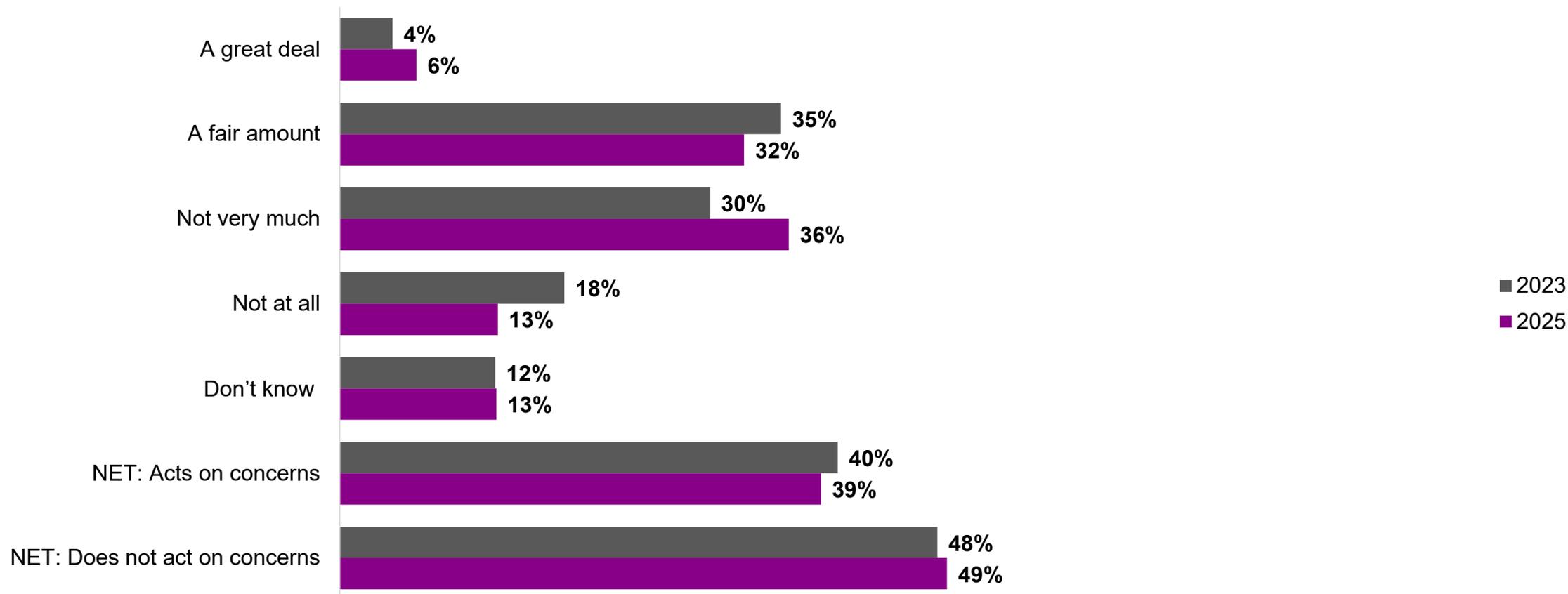
Q08. To what extent do you think Croydon Council listens to local residents? **Base:** All respondents (1,707).

Listening to residents: Subgroup differences



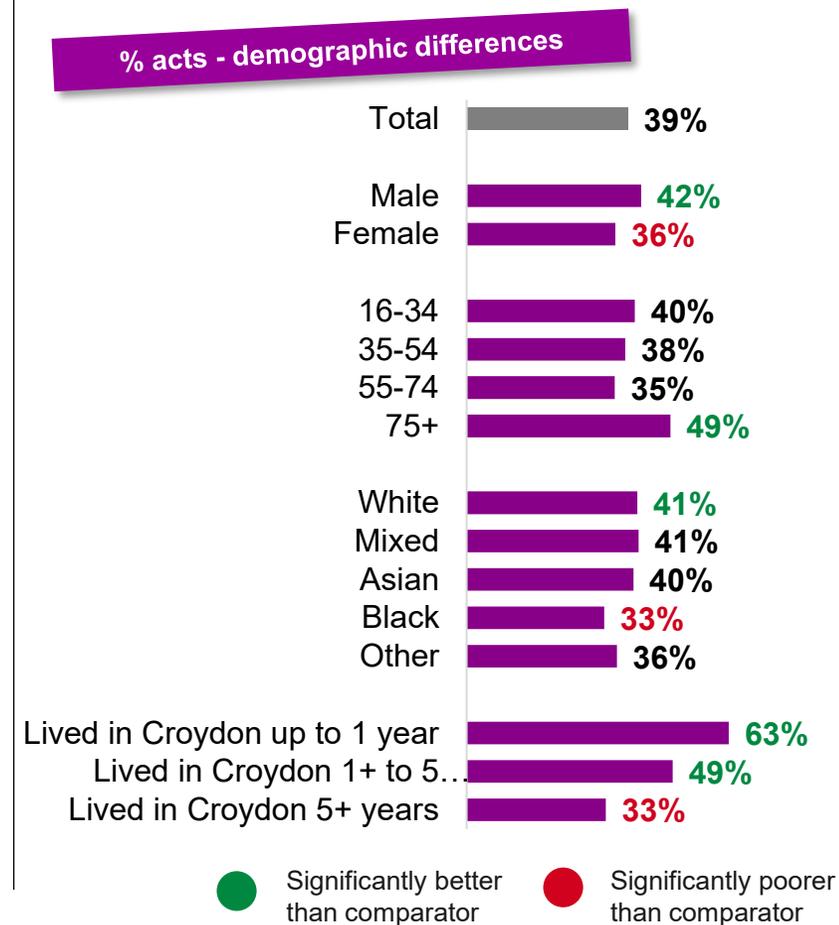
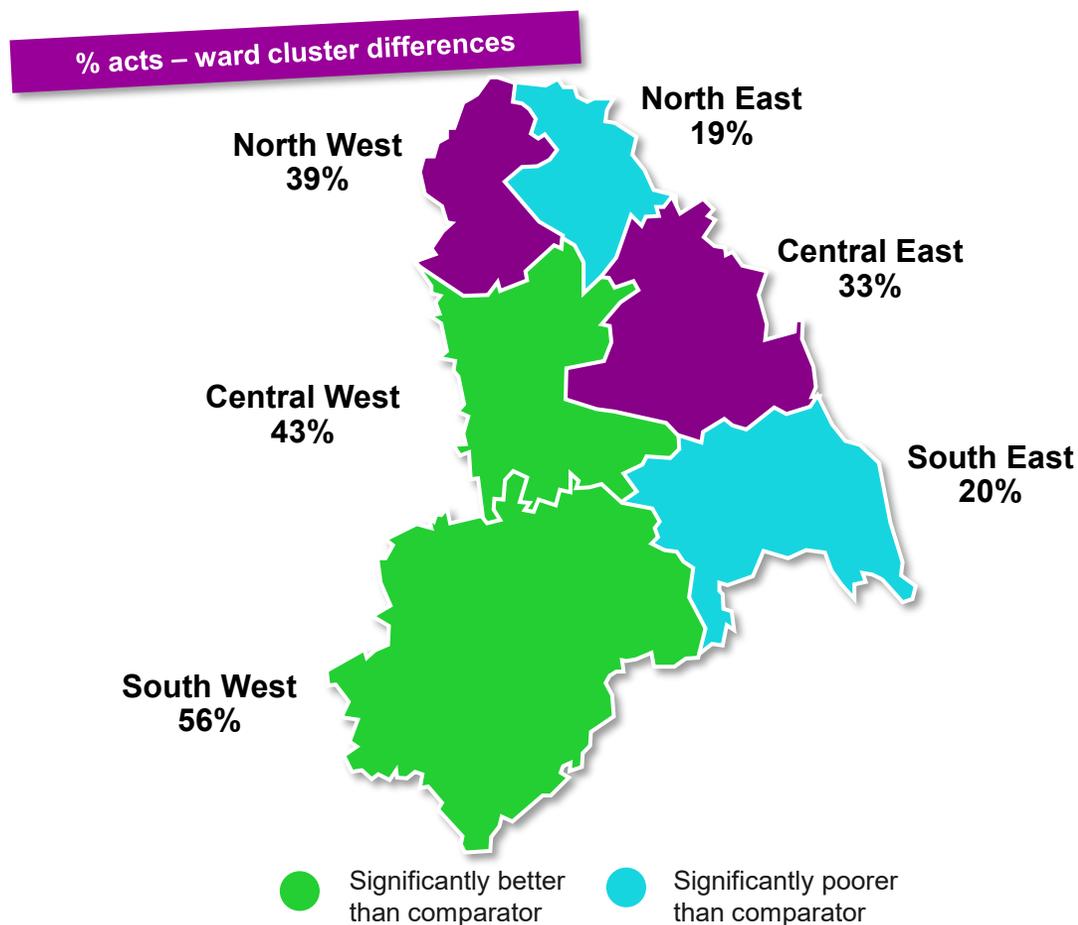
Q08. To what extent do you think Croydon Council listens to local residents? **Base:** All respondents (1,707). *The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5).

Acting on residents' concerns: Overall results

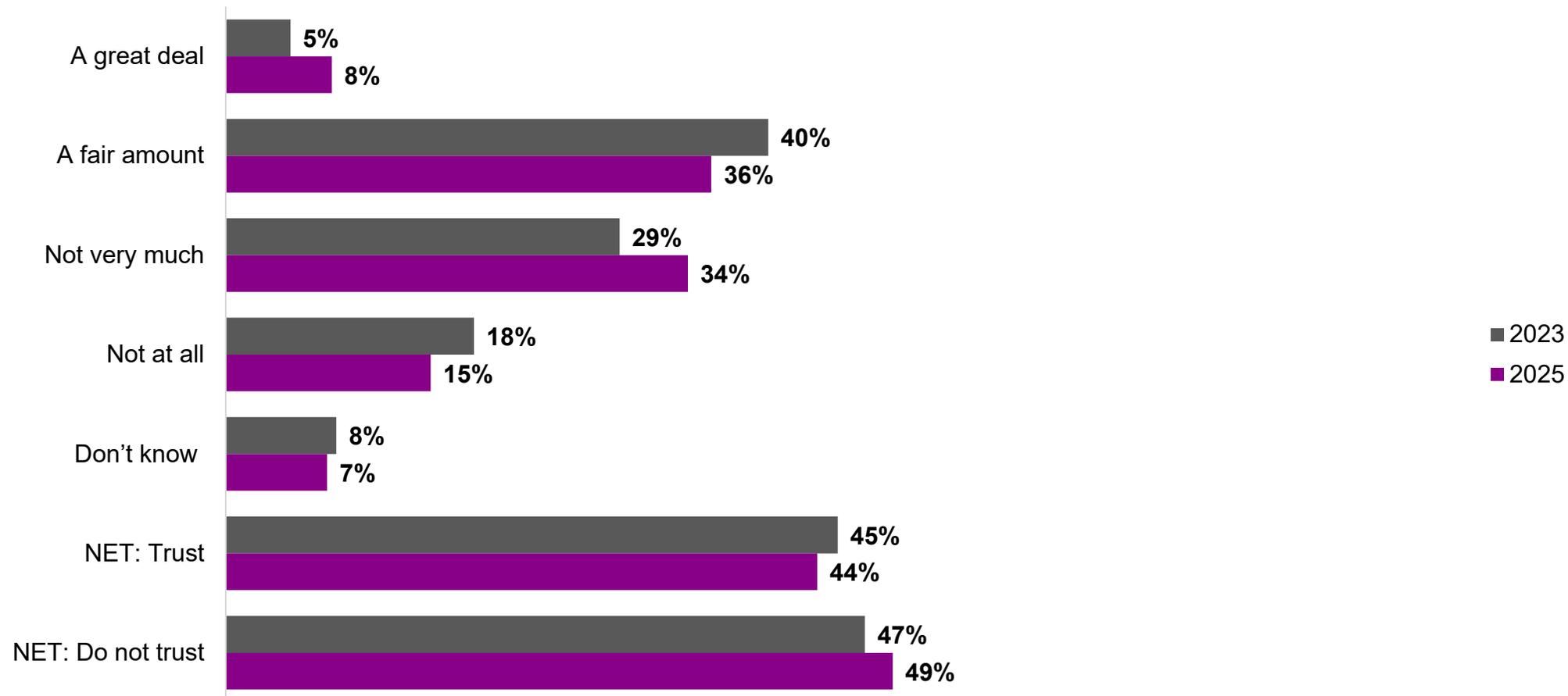


Q09. To what extent do you think Croydon Council acts on the concerns of local residents? **Base:** All respondents (1,707).

Acting on residents' concerns: Subgroup differences

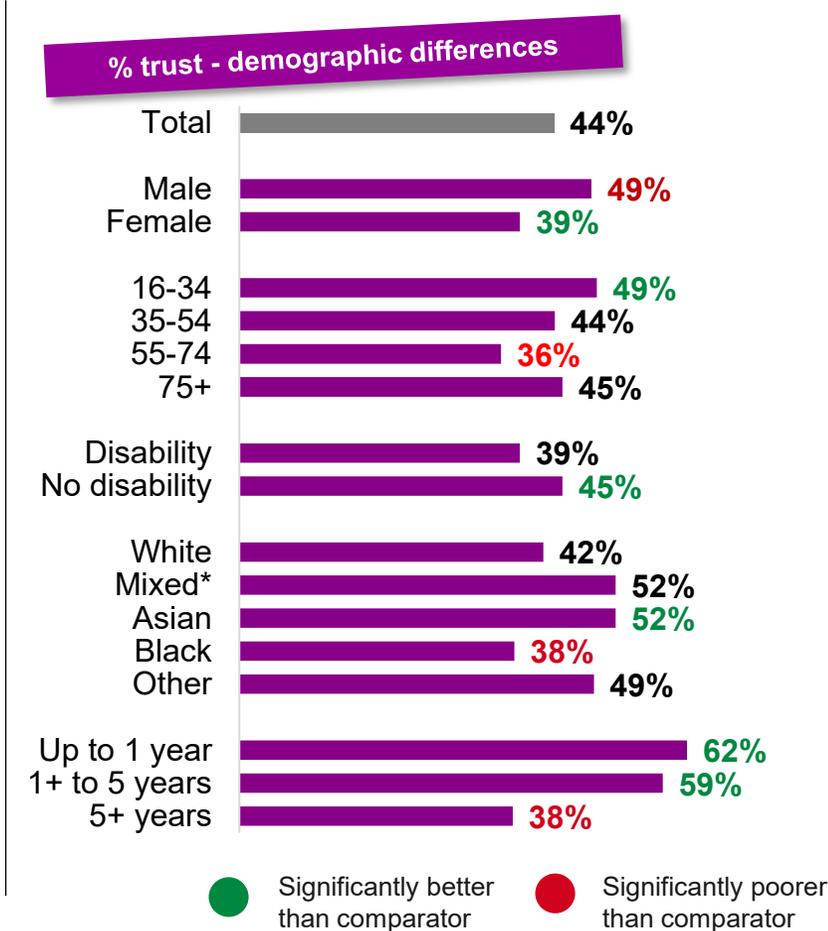
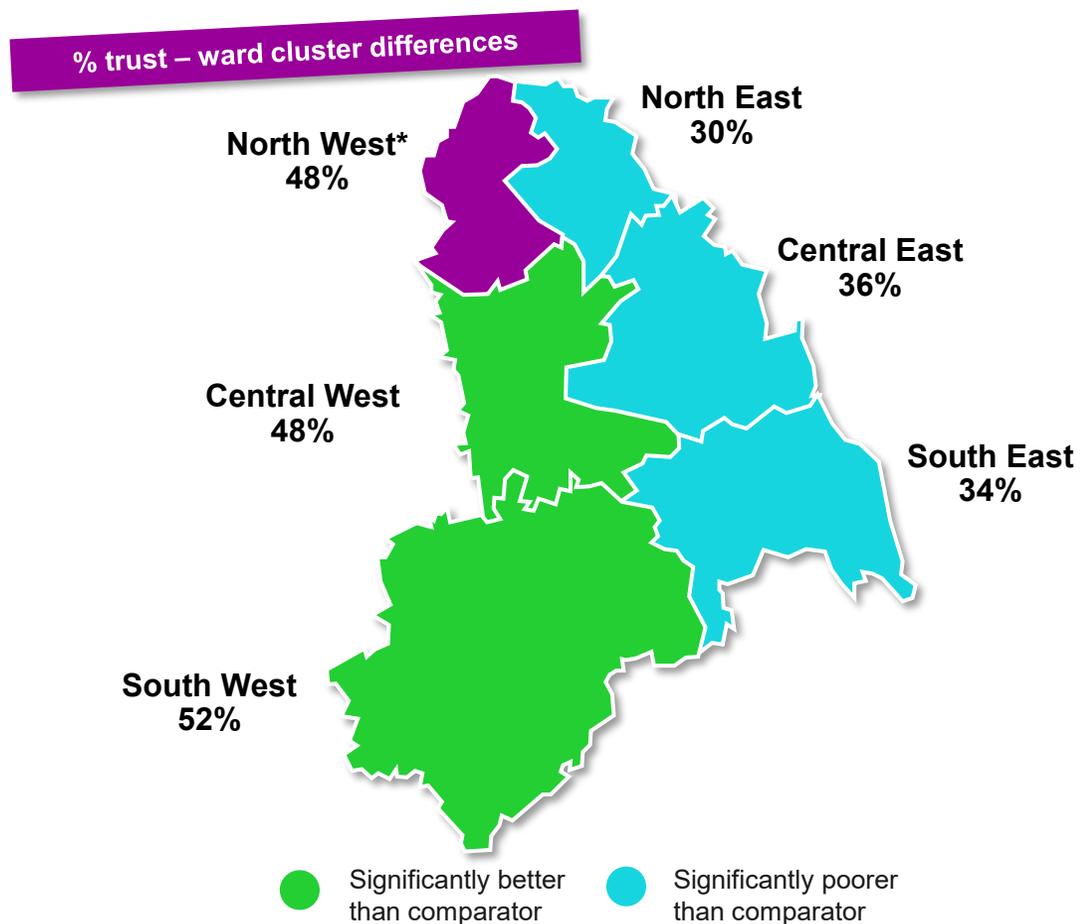


Trust in Croydon Council: Overall results



Q010. How much do you trust Croydon Council? **Base:** All respondents (1,707).

Trust in Croydon Council: Subgroup differences



Q010. How much do you trust Croydon Council? **Base:** All respondents (1,707). * Base size too small to show significance.

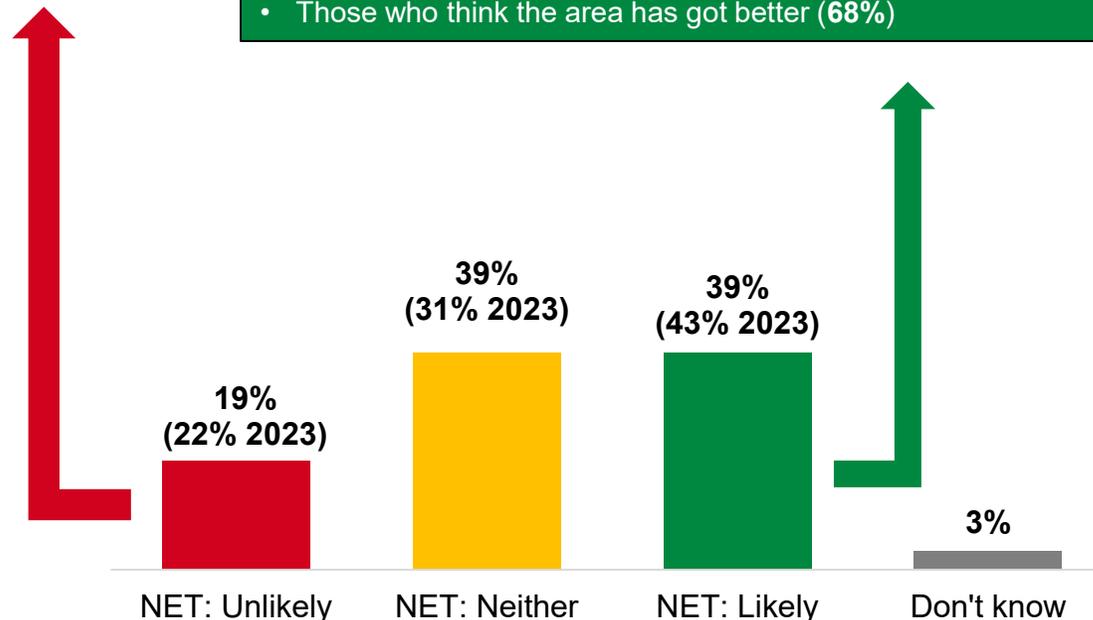
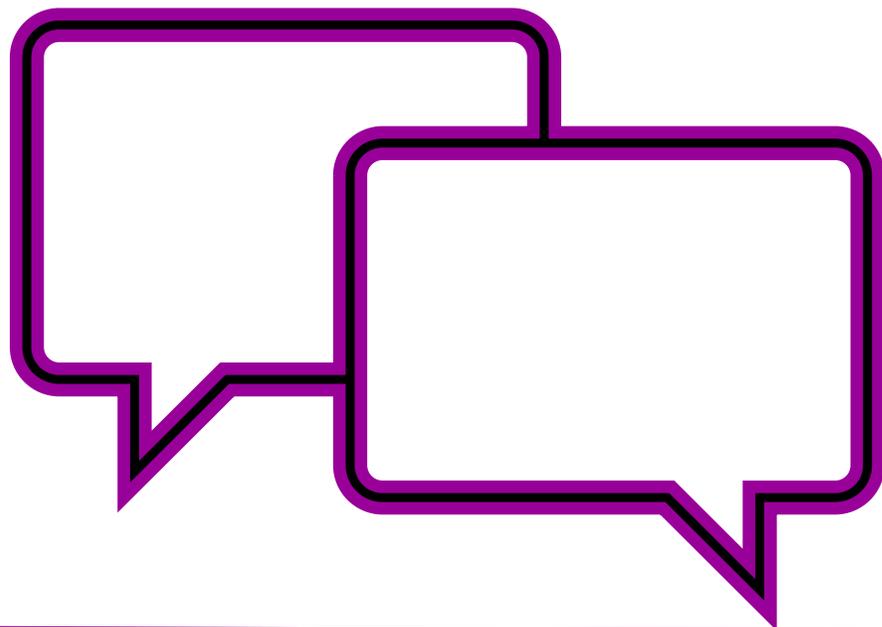
Likelihood to speak positively about the council

Residents more likely to say they are unlikely to speak positively (compared to average):

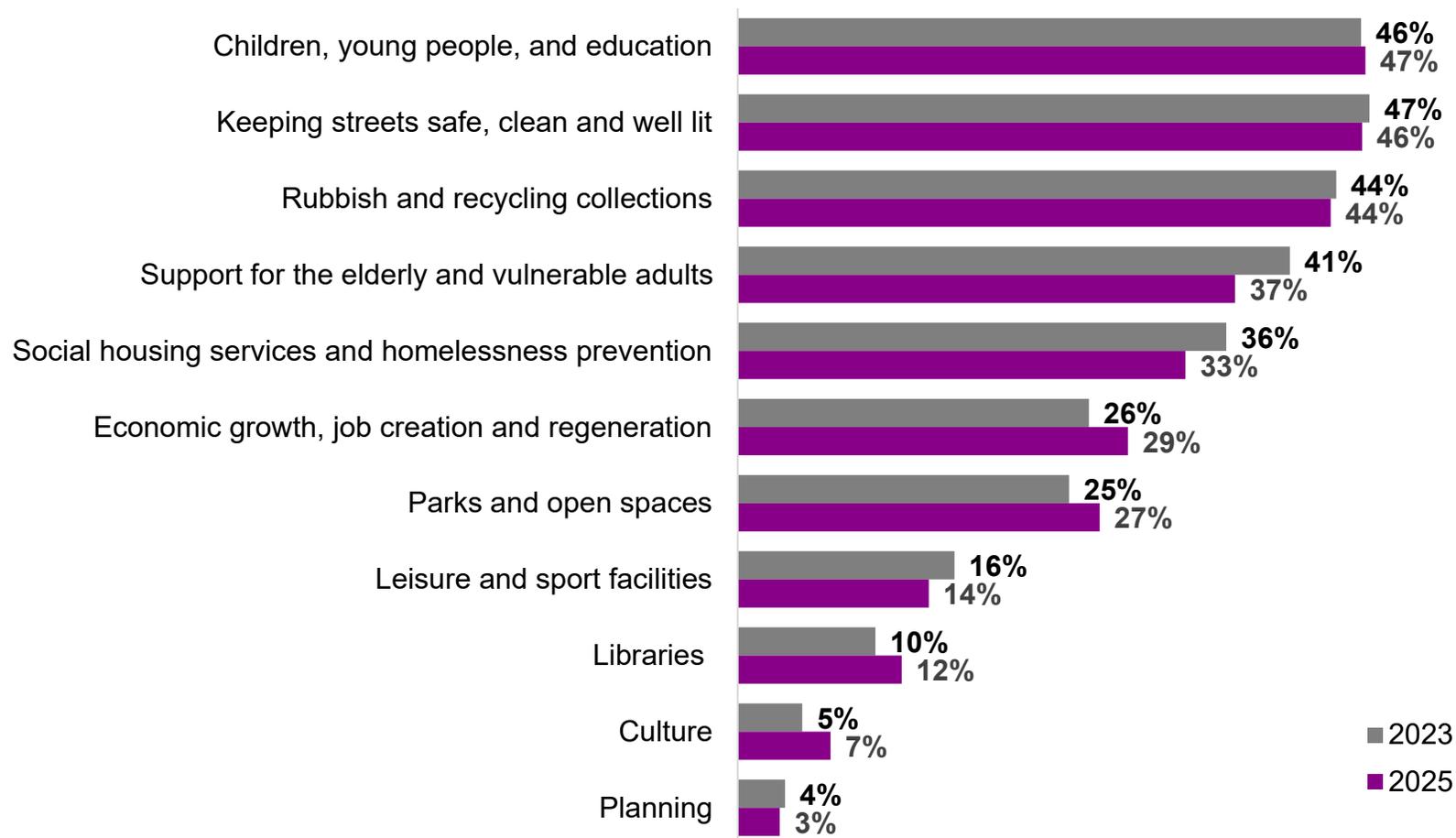
- Those in the South East and North East (31% & 27%)
- Those aged 35-54 (22%)
- Those with a disability (25%)
- Those who have lived in Croydon 5+ years (22%)

Residents more likely to say they are likely to speak positively (compared to the average):

- Those in the South West of the borough (57%)
- Those from the least deprived background (57%)
- Those aged 16-34 (42%)
- Those living in the area for up to 1 year (59%) and 1-5 years (57%)
- Those who think the area has got better (68%)



Importance of Croydon Council services



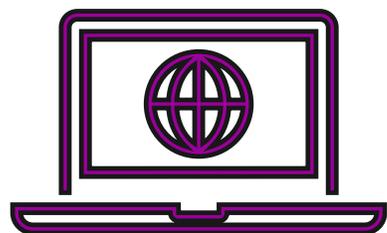
Key takeouts

Children, young people and education is more important to residents living in the South East compared to the average (59% cf. 47%).

Keeping streets safe, clean and well lit is more important to residents living in the Central East and Central West areas of the borough compared to average (54% and 51% cf. 46%).

Rubbish and recycling collection is most important to residents living in the Central East and Central West areas of the borough compared to average (58% and 56% cf. 44%).

Council information sources

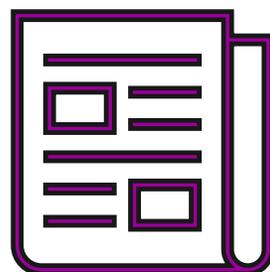


Current
Council website

54%

Preferred
Council website

55%

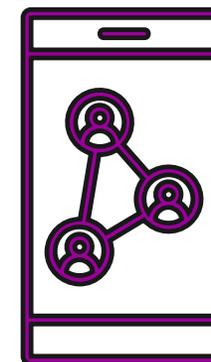


Current
Our Croydon

31%

Preferred
Our Croydon

27%

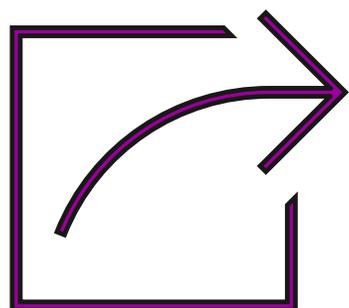


Current
Social media

17%

Preferred
Social media

20%



Current
Council e-newsletter

14%

Preferred
Council e-newsletter

26%



Current
Letters/leaflets

13%

Preferred
Letters/leaflets

22%



Current
Email

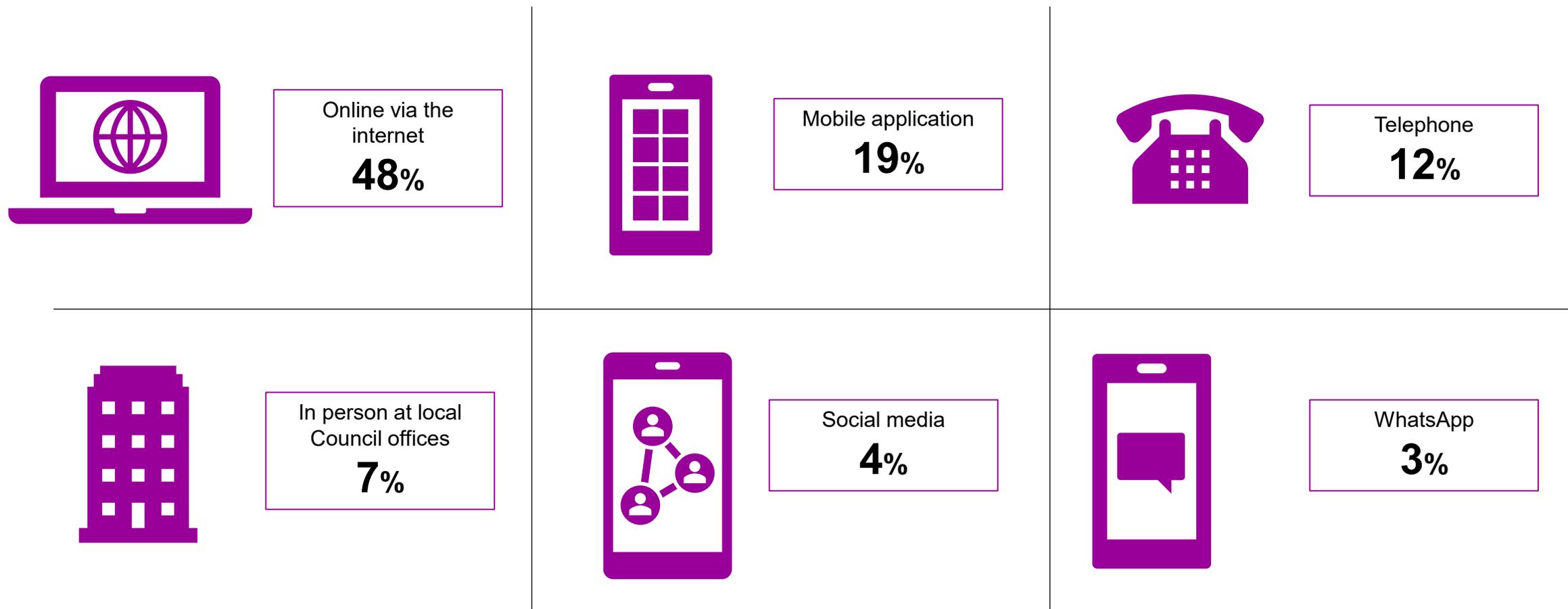
12%

Preferred
Email

2%

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 (1,707). *Only showing responses 5% and above. Please note these are multiple choice questions, so they won't add up to 100%.

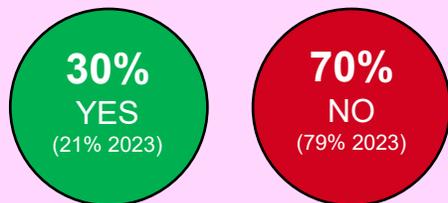
Methods of accessing Council services



Q026. In future, how would you prefer to access council services (e.g. bins, rubbish and recycling, housing, planning and building control etc)?
Base: All respondents (1,707). *Only showing responses 3% and above.

Awareness of borough officials

Do you know who your local Ward Councillor is?



Awareness is higher than the overall average amongst...



Residents living in the South West (**44%**) of the borough but lowest amongst those in the North East (**17%**), Central East (**20%**) and Central West areas (**24%**).



Residents who are aged 55-74 (**34%**), but lowest amongst those aged 16-34 (**23%**).

Do you know who your local MP is?



Awareness is higher than the overall average amongst...



Residents living in the South West (**53%**) of the borough but lowest amongst those in the North East (**32%**).



Residents who are aged 75+ (**58%**) but lowest amongst those aged 16-34 (**31%**).

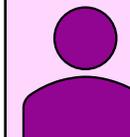
Do you know who the elected Mayor of Croydon is?



Awareness is higher than the overall average amongst...



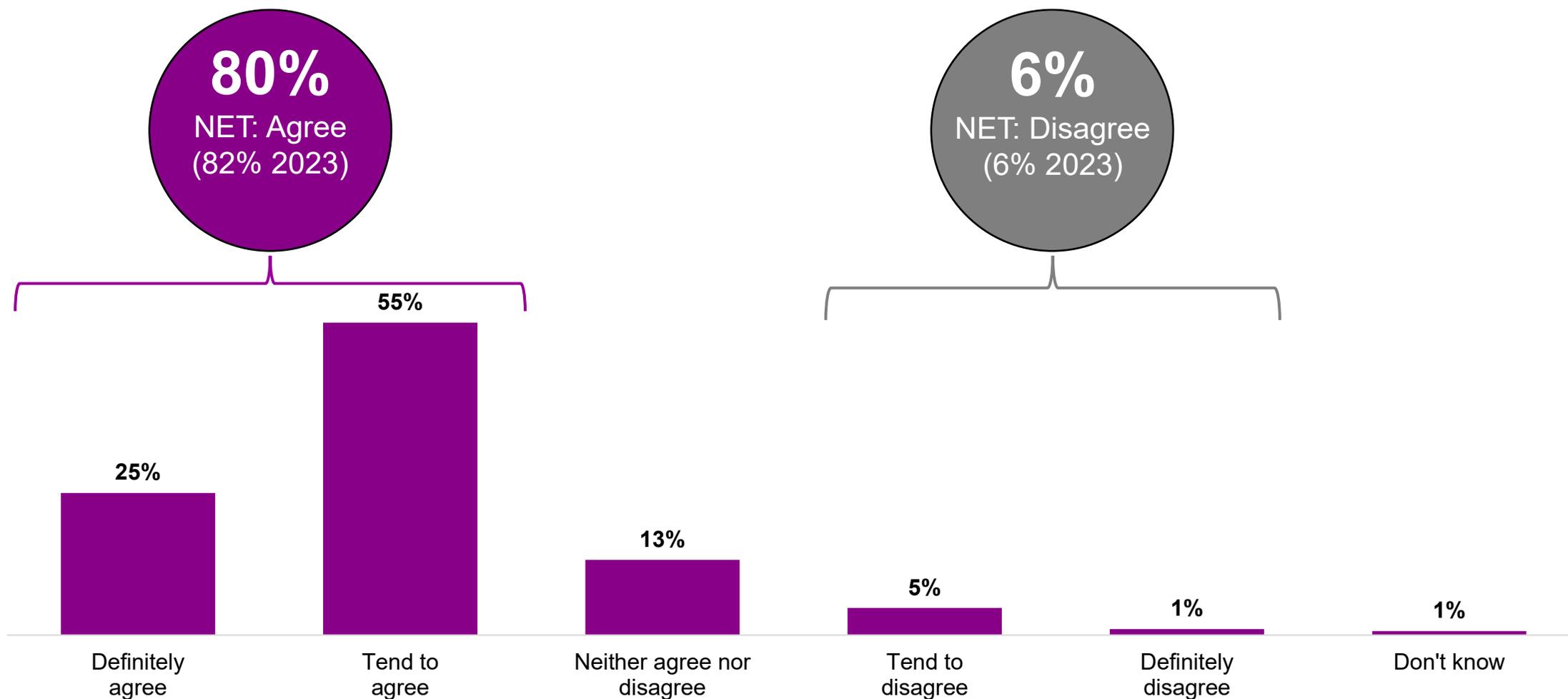
Residents living in the South East (**57%**) but lowest amongst those living in the North East area (**35%**).



Residents who are aged 75+ (**66%**) but lowest amongst those aged 16-34 (**36%**).

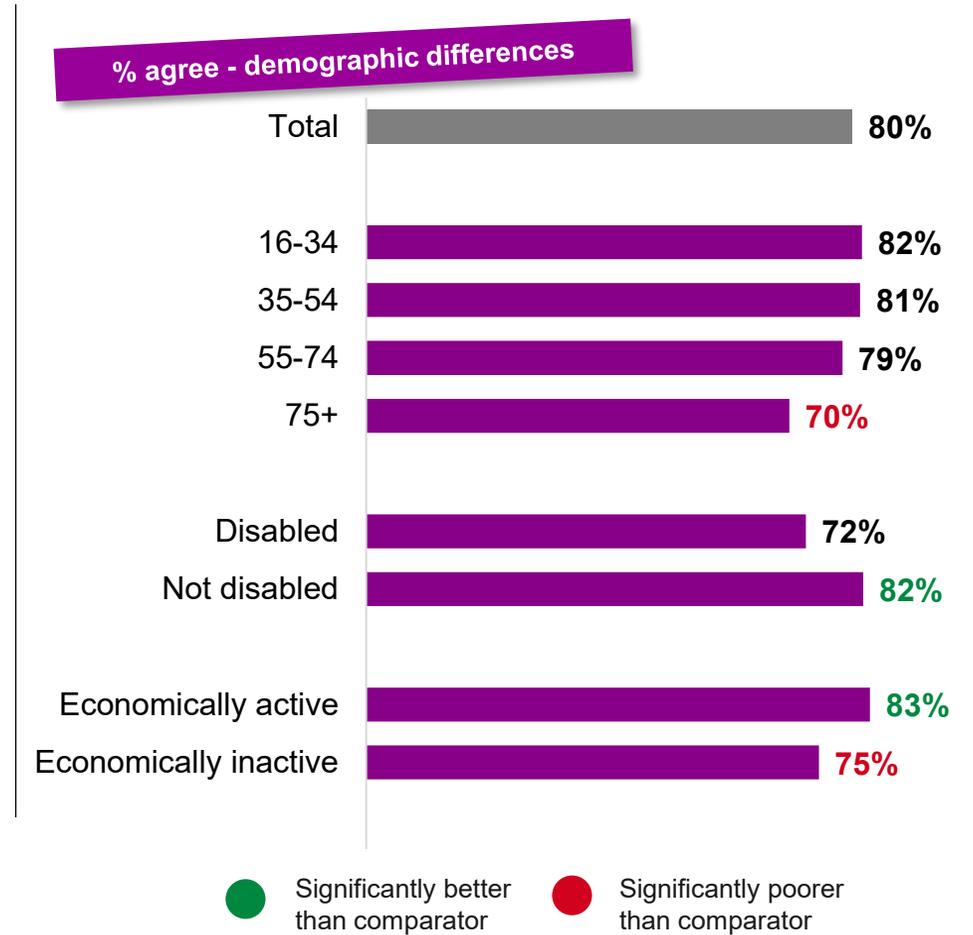
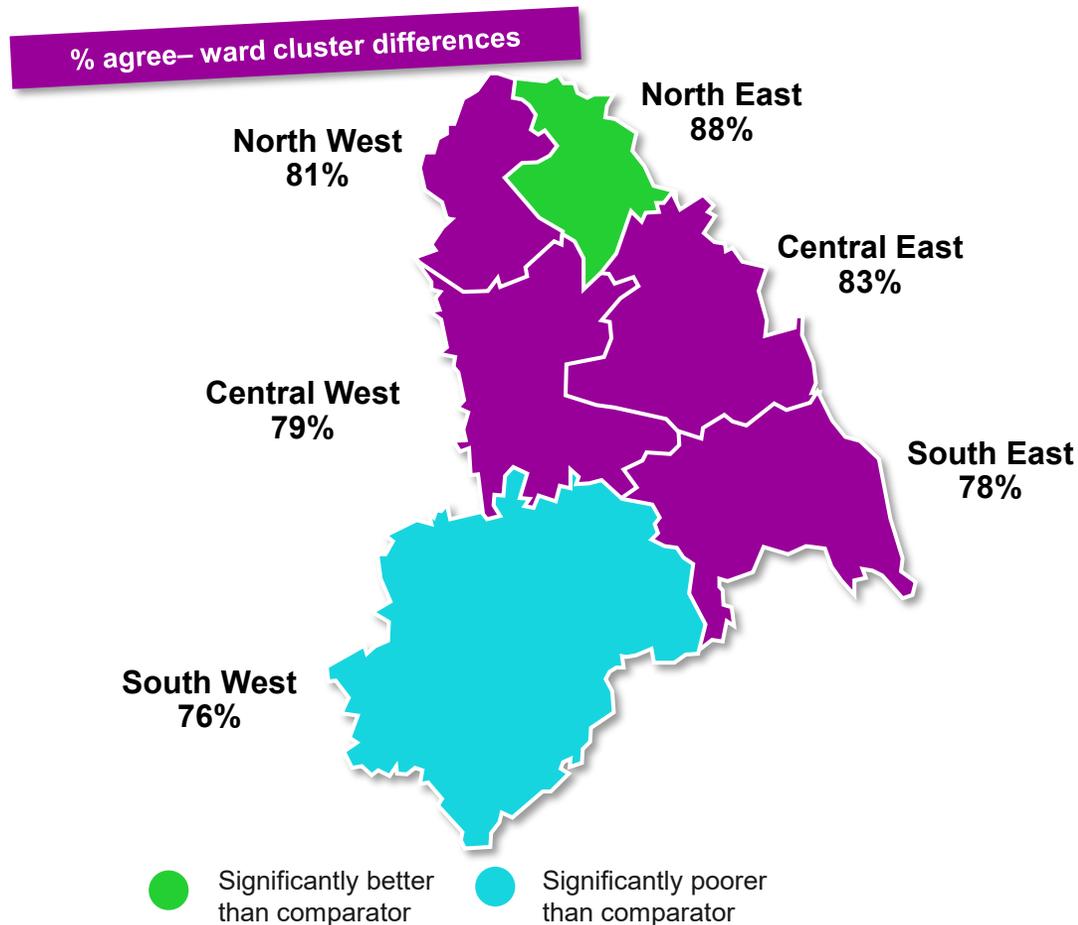
4. Community cohesion

Perceptions that people get on well together: Overall results



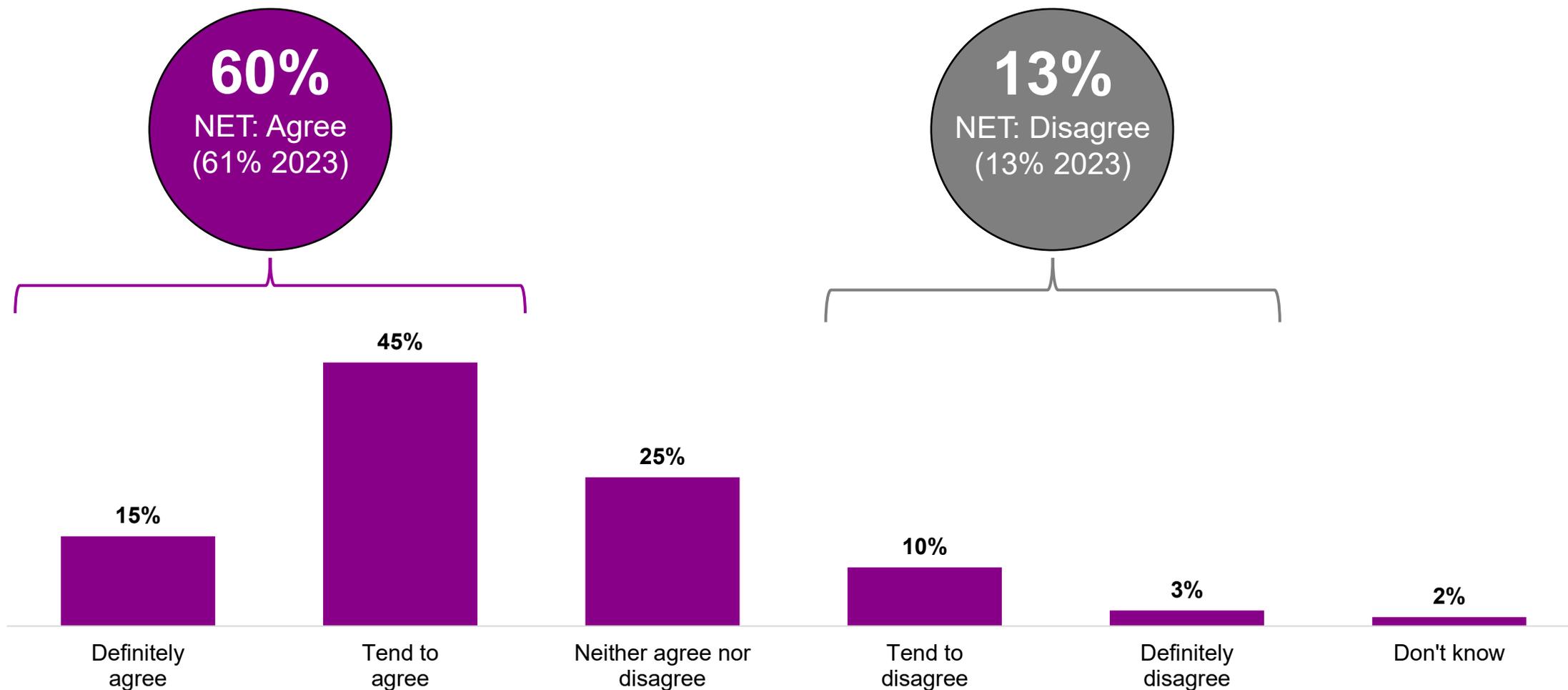
Q016. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? **Base:** All respondents (1,707).

Perceptions that people get on well together: Subgroup differences



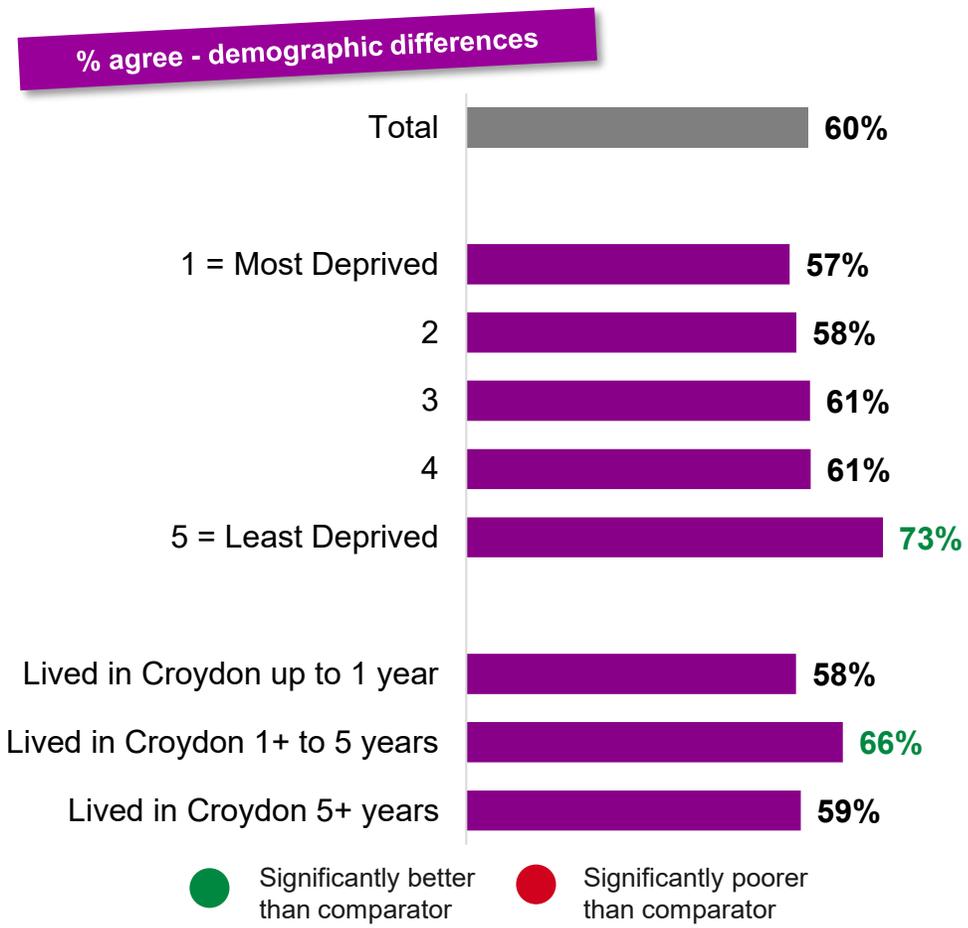
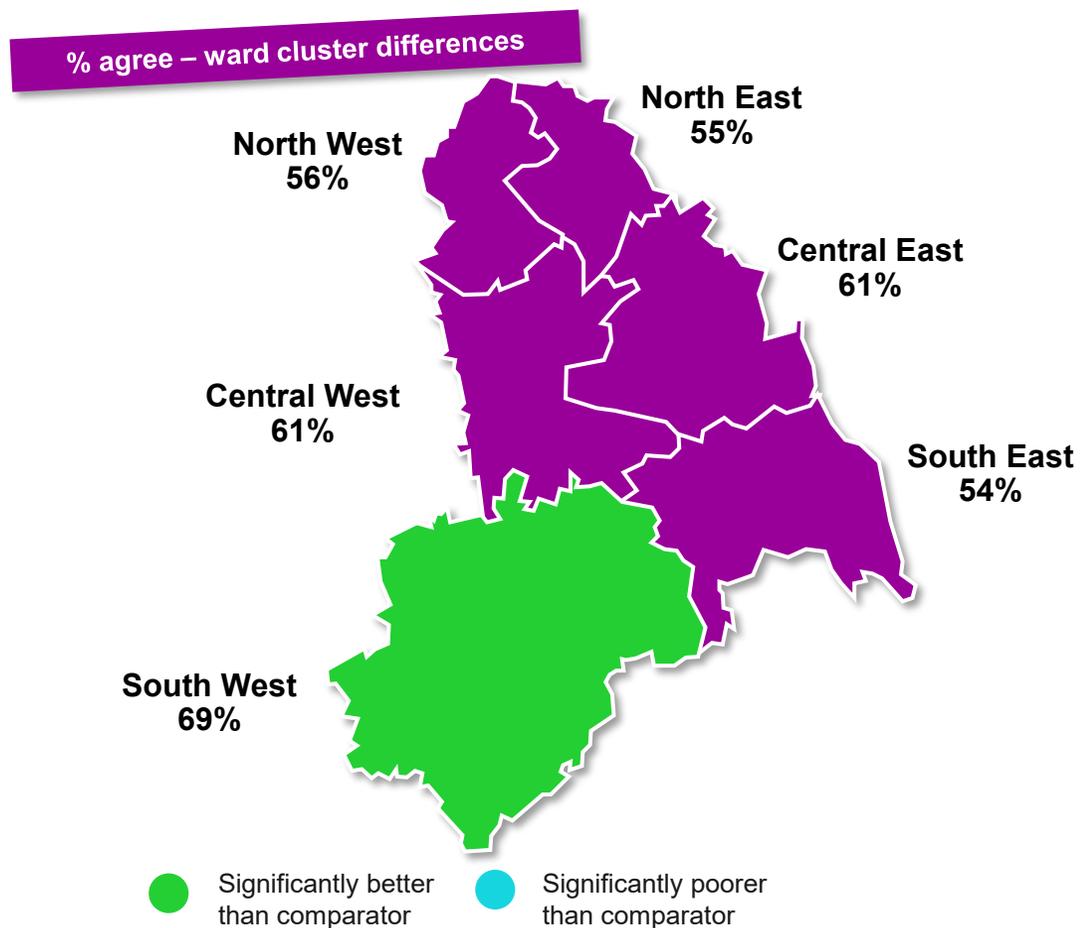
Q016. To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? **Base:** All respondents (1,707).

People pull together to improve the area: Overall results



Q017. To what extent would you agree or disagree that people in your local area pull together to improve the local area? **Base:** All respondents (1,707).

People pull together to improve the area: Subgroup differences

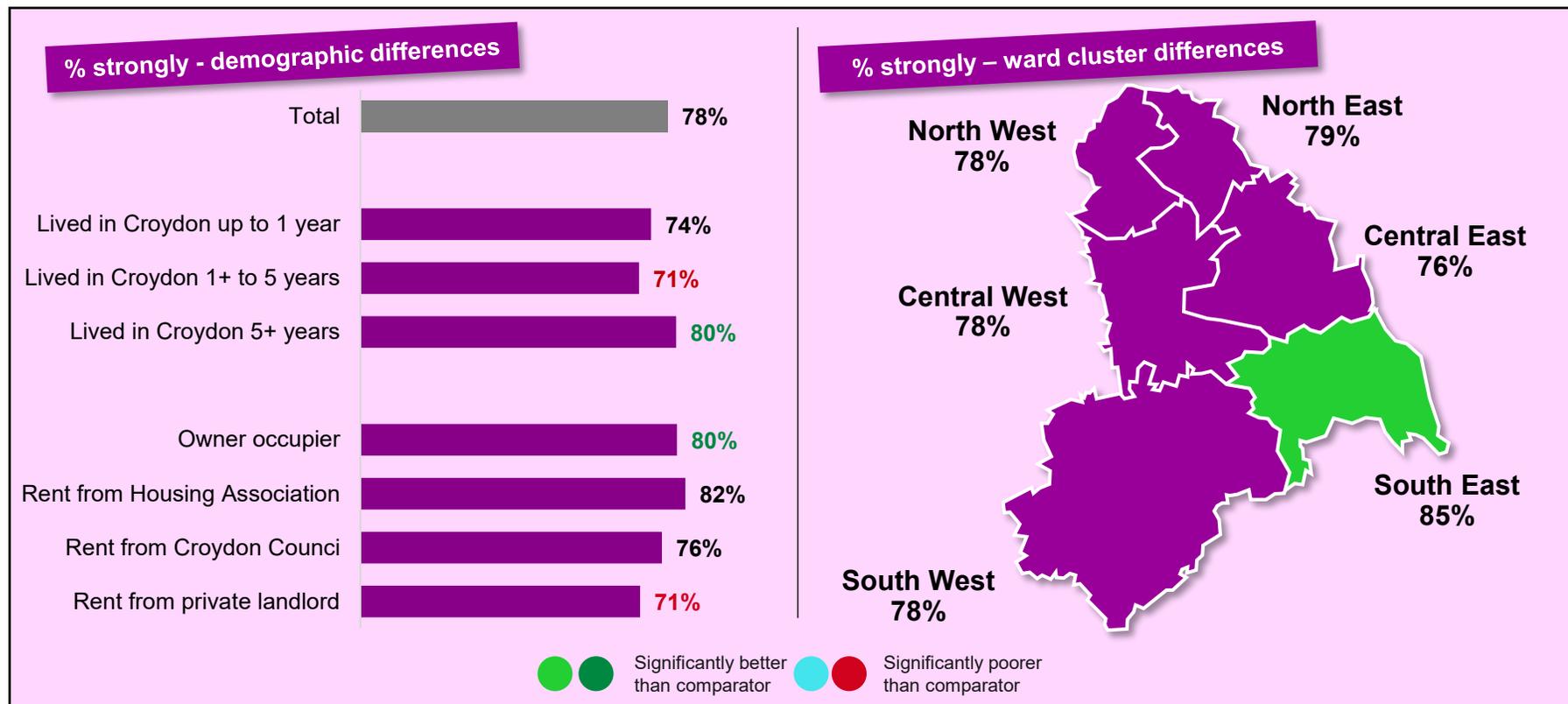


Q017. To what extent would you agree or disagree that people in your local area pull together to improve the local area? **Base:** All respondents (1,707). The Index of Multiple Deprivation (IMD) measures relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area (rank 5).

Perceived sense of belonging

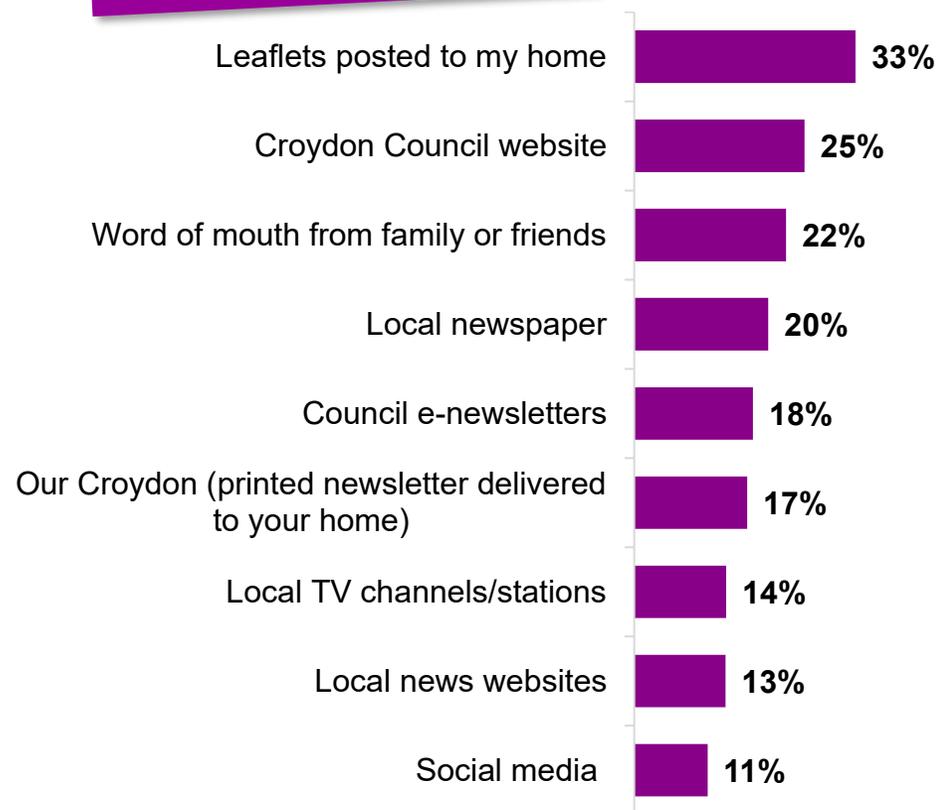
78%
NET:
Strongly
(78% 2023)

21%
NET: Not
strongly
(22% 2023)

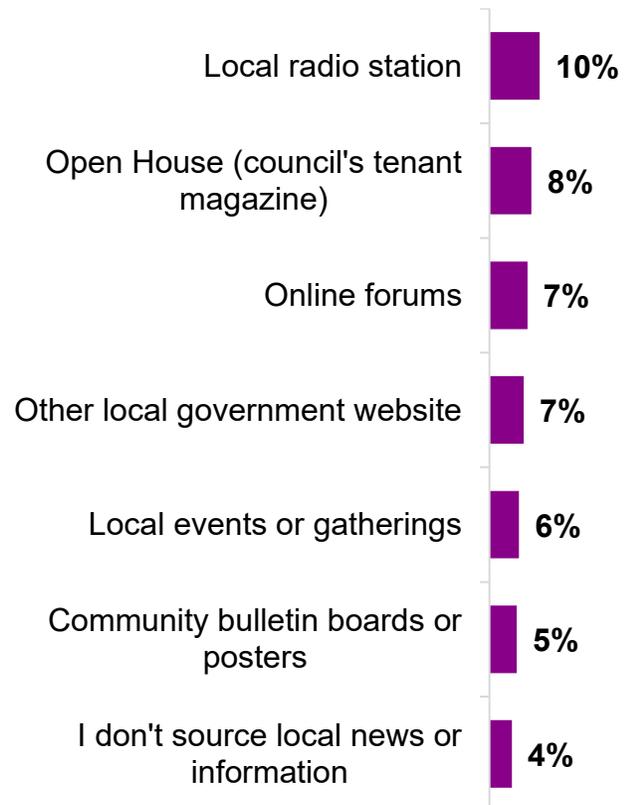


Local news information sources

Most selected information sources



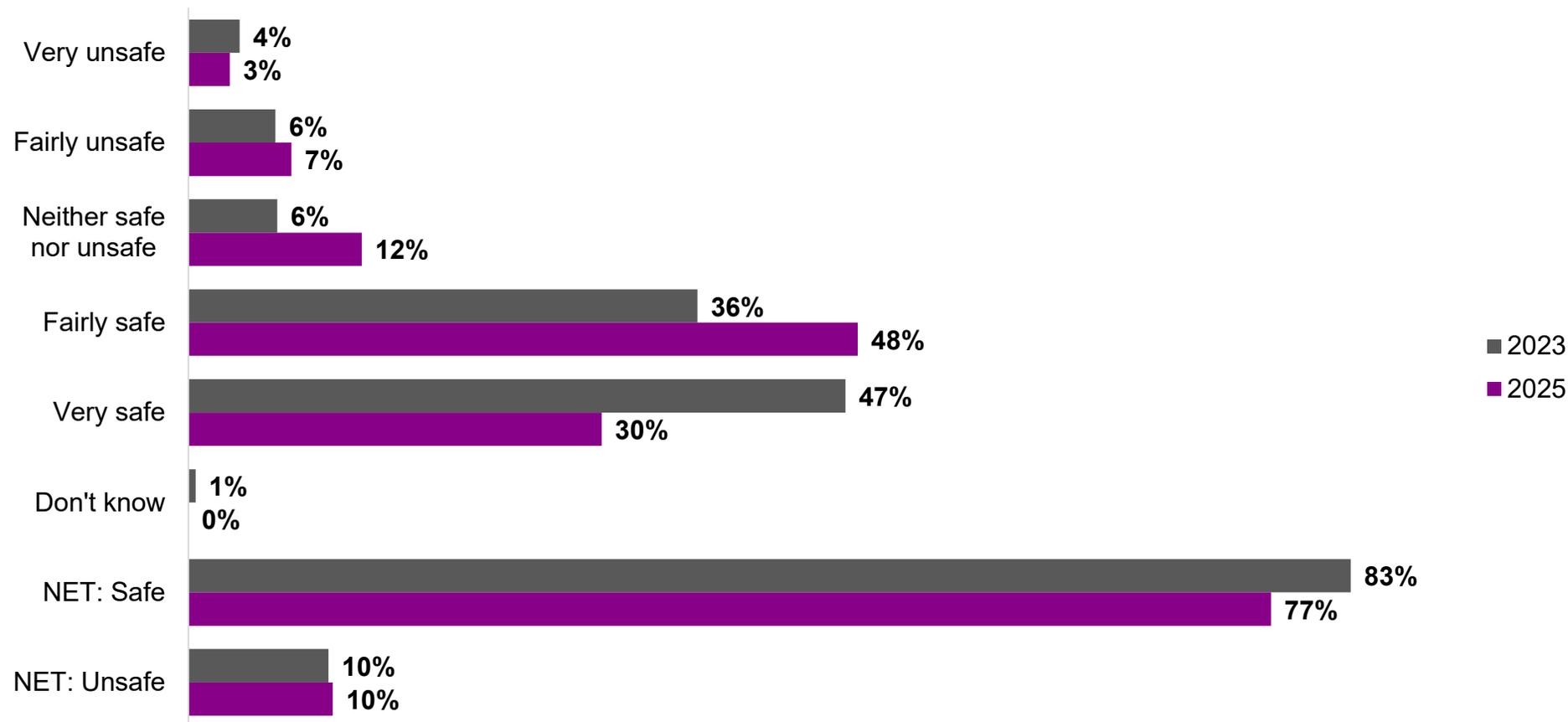
Least selected information sources



Q024. Where do you get local news or information from? **Base:** All respondents (1,707). Percentages smaller than 3% not shown on chart. Don't know 2% and Other 1%. Please note this question is multiple choice, so won't add up to 100%.

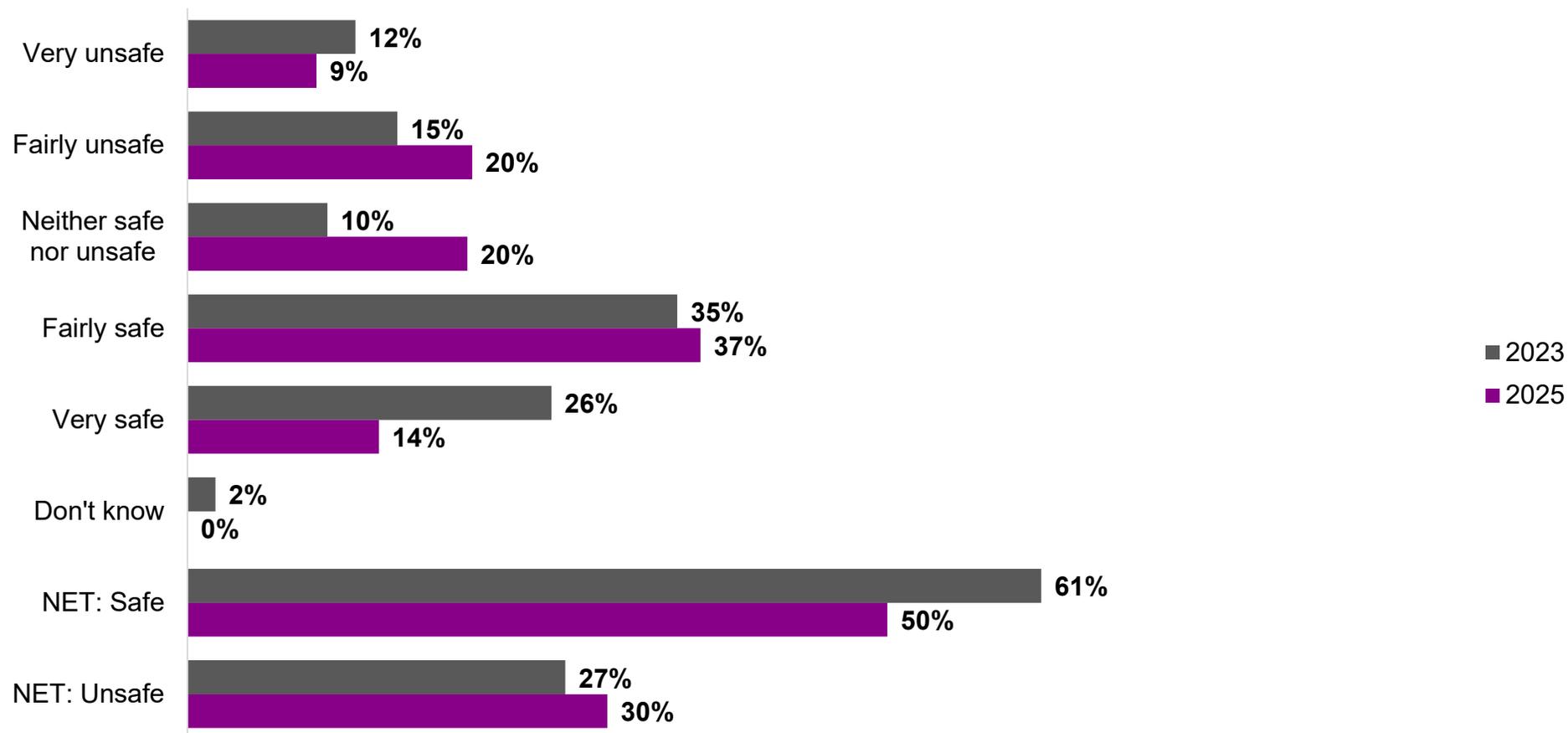
5. Feelings of safety

Safe from crime (daytime): Overall results



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? **Base:** All respondents (1,707).

Safe from crime (evening): Overall results



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...? **Base:** All respondents (1,707).

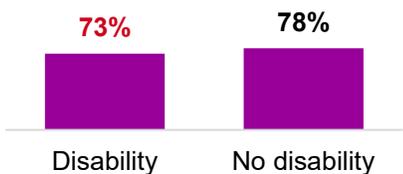
Safe from crime: Subgroup differences

During the day (% safe)

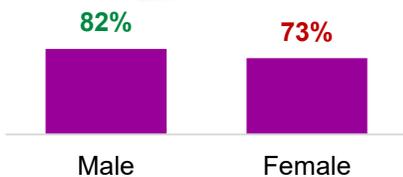
How safe do you feel from crime when walking in your local area...?

In the evening (% safe)

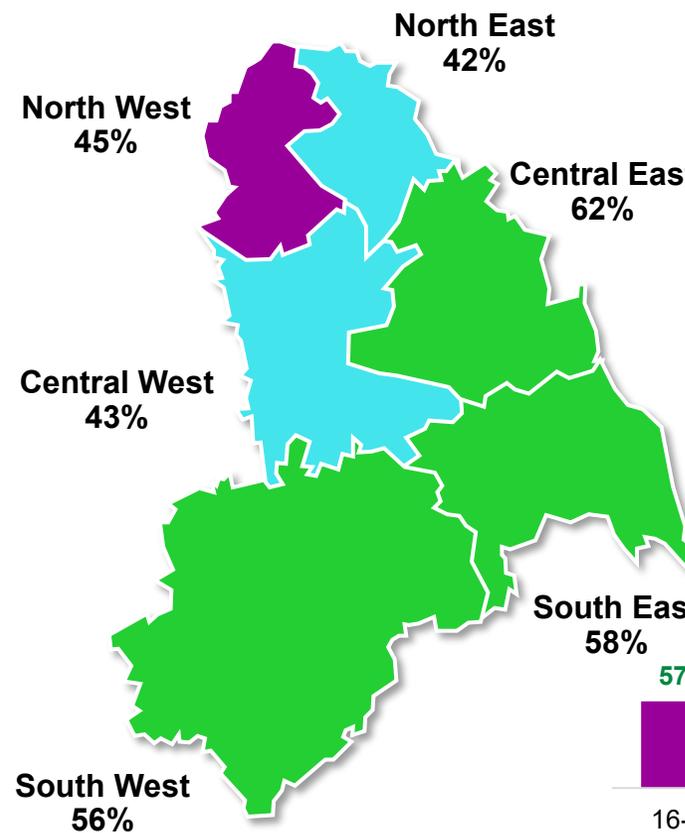
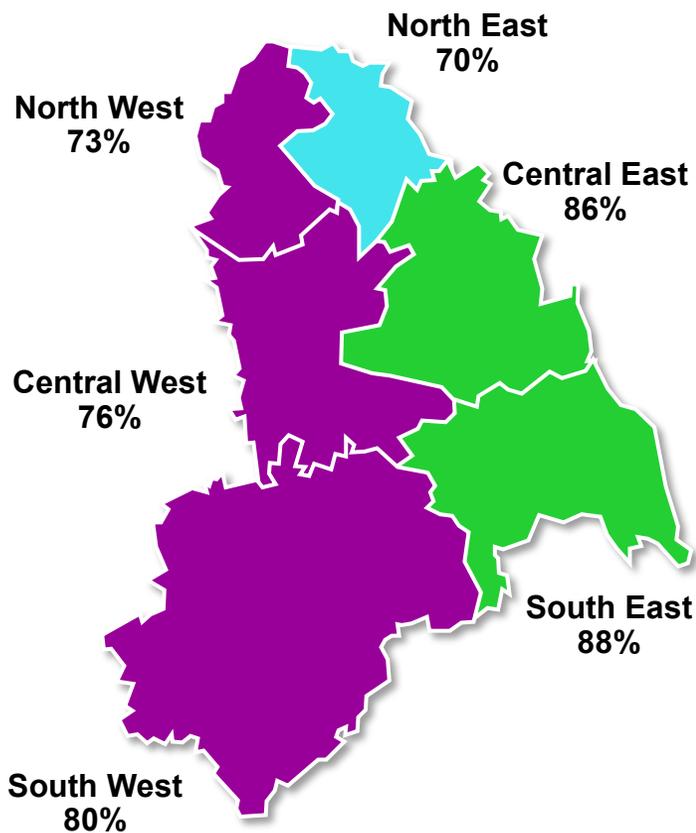
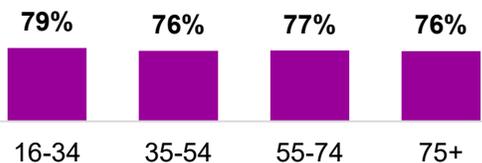
Disability status



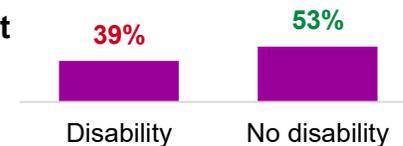
Gender



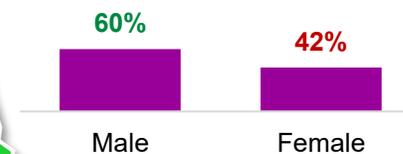
Age



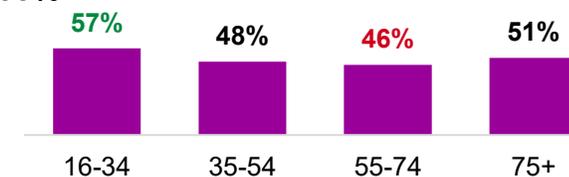
Disability status



Gender



Age



Q03. To what extent would you say you are, or would be, safe from crime when walking in your local area...?
 Base: All respondents (1,707).

● Significantly better than comparator ● Significantly poorer than comparator

6. Appendix 1: Detailed methodology

Appendix 1: Detailed methodology

Overview

The London Borough of Croydon ('Croydon Council') commissioned DJS Research to deliver its 2025 Residents' Survey. In 2025, a total of 1,707 interviews were completed using CAPI interviewing (computer assisted personal interviewing) between 21 July and 21 September 2025. The results are representative at a borough level by age, gender, ethnicity, economic status and sexual orientation.

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 ward, age, gender, ethnicity, economic status and sexual orientation using the latest population statistics available.

Statistical reliability

A sample size of 1,707 gives a sampling error of +/-2.37% 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 47.63% and 52.37% had we interviewed every resident of Croydon.

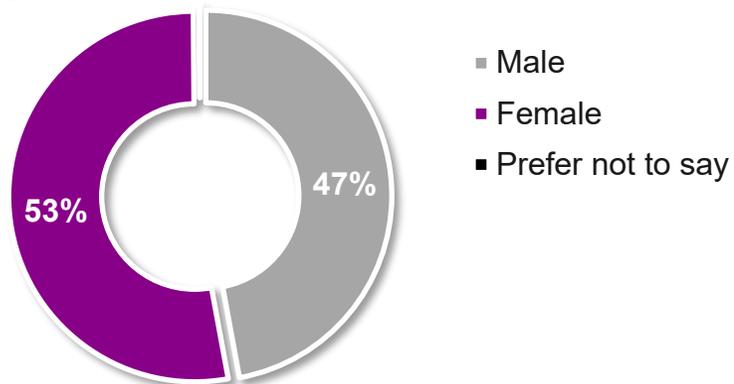
Significance testing

Chi Square testing has been performed for subgroup analysis against the overall total (e.g. economically active vs. overall total).

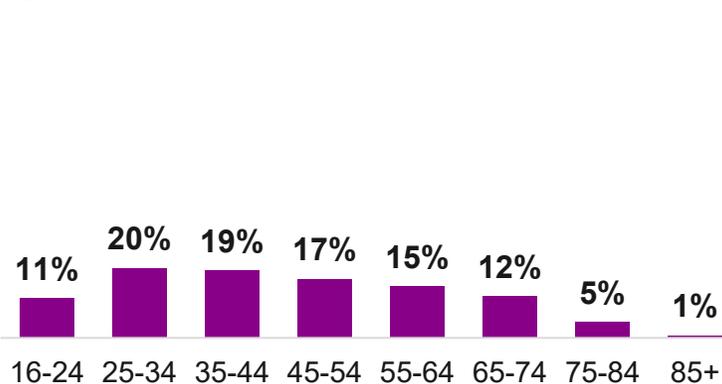
7. Appendix 2: Profile of the sample

Appendix 2: Profile of the sample (I)

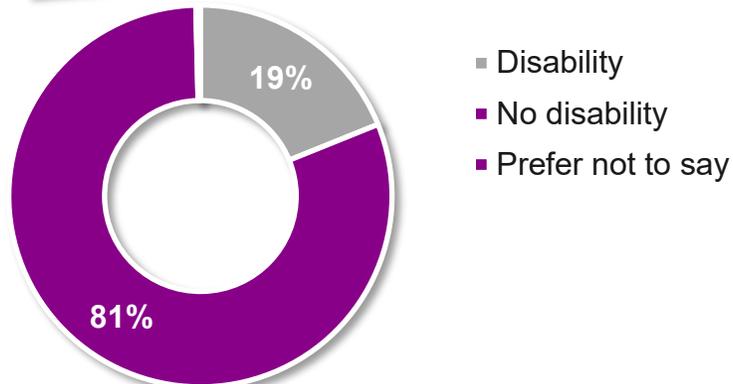
Gender



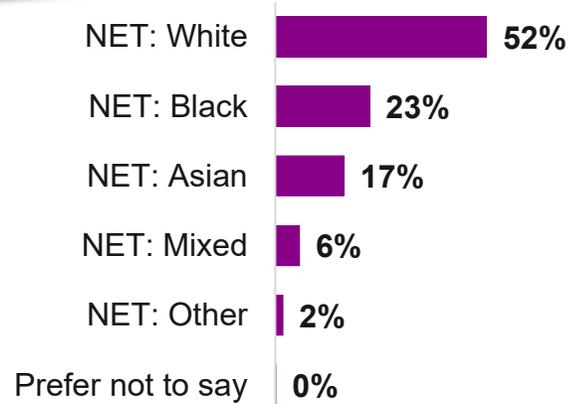
Age group



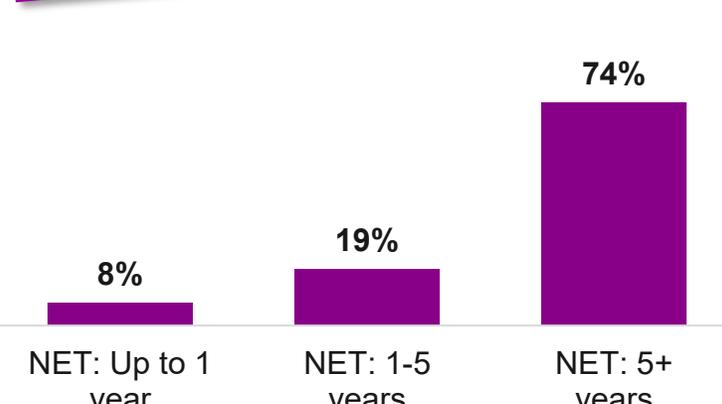
Disability status



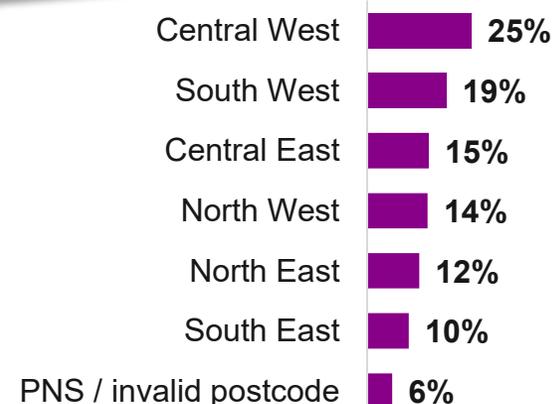
Ethnicity



Time in Croydon



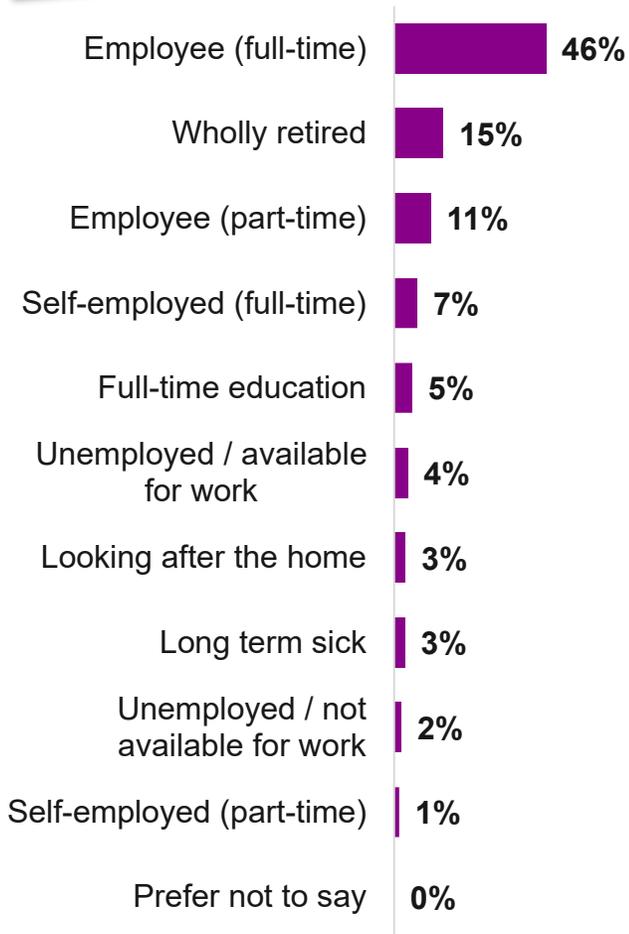
Ward cluster



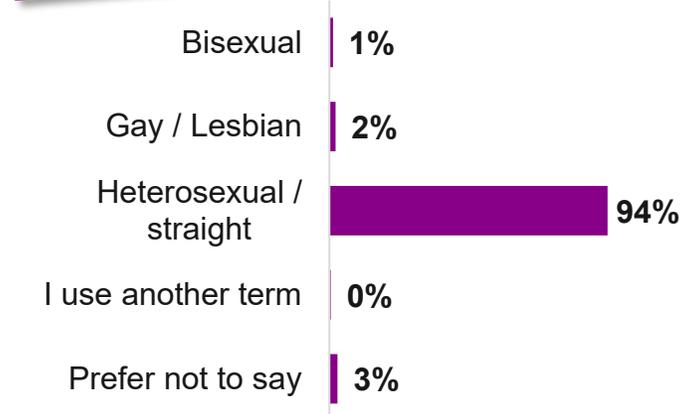
S01, S02, S03, S04, C01, S06. Base: All respondents (1,707). Figures are weighted percentages.

Appendix 2: Profile of the sample (II)

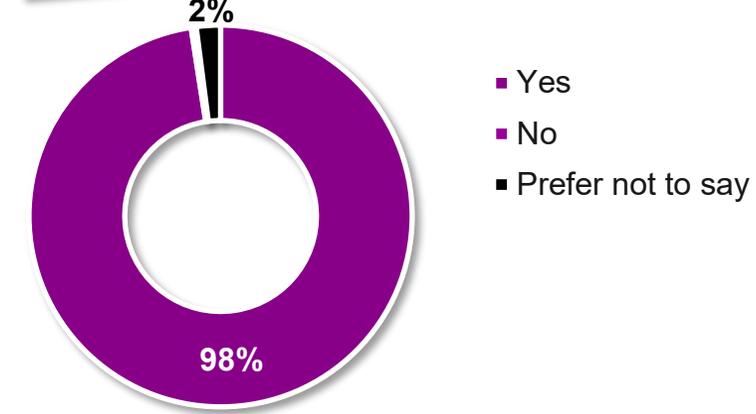
Working status



Sexual orientation



Identify as trans



Housing tenure



S05, C03, C04, C02. Base: All respondents (1,707). Figures are weighted percentages.

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