



Brent Council Resident Attitudes Survey 2026

August 2026

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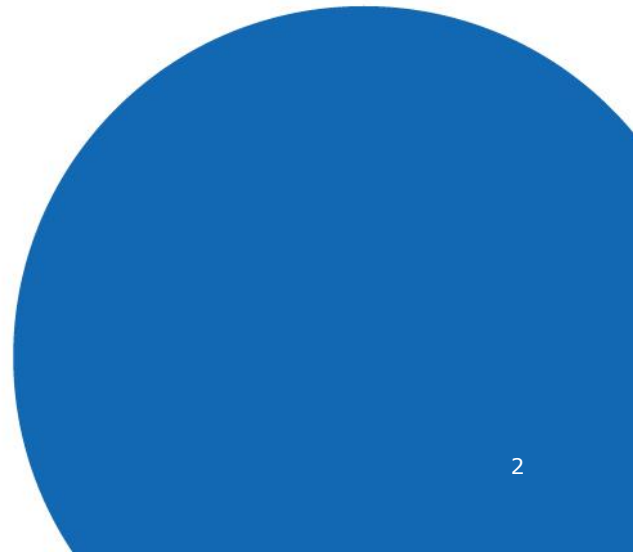
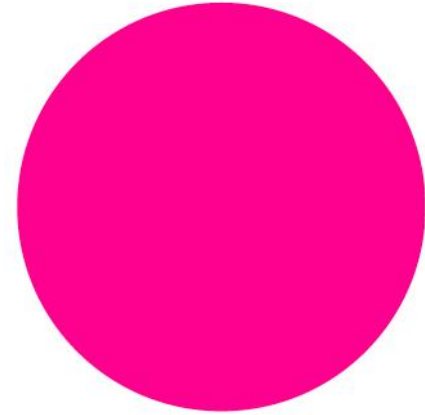


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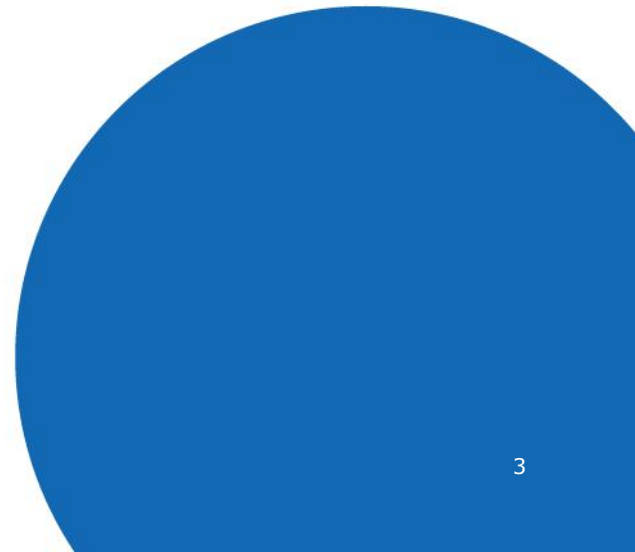
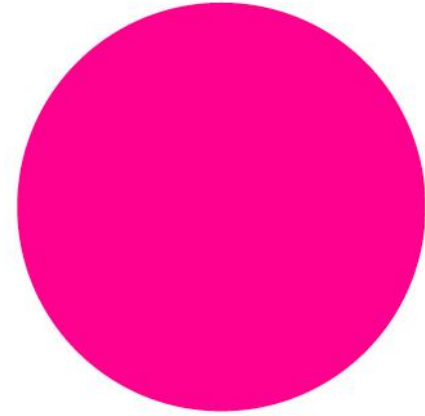
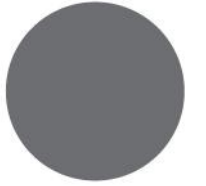


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Background and methodology





Background and methodology - overview



Brent Council commissioned DJS Research to deliver its 2026 residents survey. This is the latest in a series of residents' surveys, with previous surveys conducted in 2014, 2018 and 2021.



As in previous resident surveys, we used face-to-face interviews to hear from a wide range of residents and to enable comparisons over time. In 2026, this included 1,846 door-to-door interviews and 361 in-street interviews. Addresses for door-to-door interviews were selected randomly within each ward to help ensure a good mix of residents took part.



To ensure we spoke to a good range of residents across all areas of Brent, we aimed for around 100 interviews per ward, and set targets for characteristics like age, gender, disability, ethnicity and working status that reflect the profile of local populations. During analysis, the data was weighted to make sure results are representative by age, gender and area.



Quantitative fieldwork took place between 15 May 2026 and 30 July 2026. A total of 2,207 interviews were completed. This gives a confidence interval of +/-2.1% based on a statistic of 50%, at the 95% confidence interval. This means we can be 95% confident that this figure of 50% lies between 47.9% and 52.1% had we interviewed every resident in the borough. More detailed information on the survey methodology can be found in the [appendix](#).

Understanding the report

Rounding

Throughout the report, results are presented as whole numbers to make things clearer. Due to rounding, this may mean there are some places where the results will not add to 100% and will instead add to 99% or 101%.

Are differences 'real' or could they be due to chance?

Results have been tested to see if differences between groups or waves (i.e. over time) are statistically significant. A significant difference means we can be 95% confident that a difference is real and not just due to chance. Results that are statistically different are highlighted using arrows throughout the report.

Comparing Brent's results to other sources

Where possible, we have compared Brent's results to other sources. For instance, the Local Government Association (LGA), a national membership body for councils in England, regularly call people across the country to find out how they feel about their local council(s). As well as this, we have used published results from other London Boroughs across the last two years to contextualise certain key metrics. When comparing Brent's results to these external benchmarks, caution should be taken as differences in how each survey was carried out may have affected results.



Comparability with Brent's 2021 results

Like the previous company who conducted the survey in 2021, we spoke to people face-to-face. This helps make this year's results more comparable to 2021's. However, the approach taken this year is not entirely the same as in 2021, and this could have some impact on results. As well as this, it's important to remember that the 2021 survey was carried out in the immediate aftermath of the Covid-19 pandemic and this may have impacted residents' answers.



Key terms

CF

CF (Comparison Figure) is used to demonstrate a comparison between a figure and another figure of interest (e.g. the average or another group of interest). Take the below example:

"Conversely, the younger 16-34 age group are more likely to prioritise housing (25% cf. 17%) than average"

This shows that the figure for 16-34-year-olds is 25% in comparison to the average which is 17%

IMD

The Index of Deprivation (IMD) is a measure of relative deprivation at a small local area level across England. IMD is based on seven different types of deprivation:

- Income
- Employment
- Education
- Skills and training
- Health and disability
- Crime
- Barriers to housing
- Services and living environment

Levels of IMD are split into quintiles (1 to 5), with 1 being the most deprived 20% of areas and 5 being least deprived 20% of areas. In Brent, no areas fall into IMD 5, meaning IMD 4 represents the least deprived areas of Brent.

SEG

SEG (Socio-Economic Group) refers to a classification based on the occupation of the chief income earner in a household. It is used to understand differences in attitudes and behaviours across demographic groups. Typical SEG categories include AB, C1, C2, D and E. ABC1 refers to what are typically seen as white-collar, professional occupations and C2DE blue-collar, manual occupations, state pensioners and the unemployed.

Key results



Satisfaction with local area

90% ↑

2021: 81%
LGA: 72%



Satisfaction with Council

77% ↑

2021: 72%
LGA: 51%



Value for money

56% ↑

2021: 51%**
LGA: 38%



Council acts on concerns

71%

2021: N/A
LGA: 53%



Council keeps residents informed

80% ↑

2021: 64%**
LGA: 49%



Feelings of safety during the day

98%

2021: N/A
LGA*: 91%



Feelings of safety after dark

59%

2021: N/A
LGA*: 71%



Brent Council's key results have improved compared to both 2018 and 2021, and compare favourably relative to LGA and London borough benchmarking



Arrows display a significant change vs. 2021.*Data from round 38 rather than round 40.

**Question design changes may impact comparability.

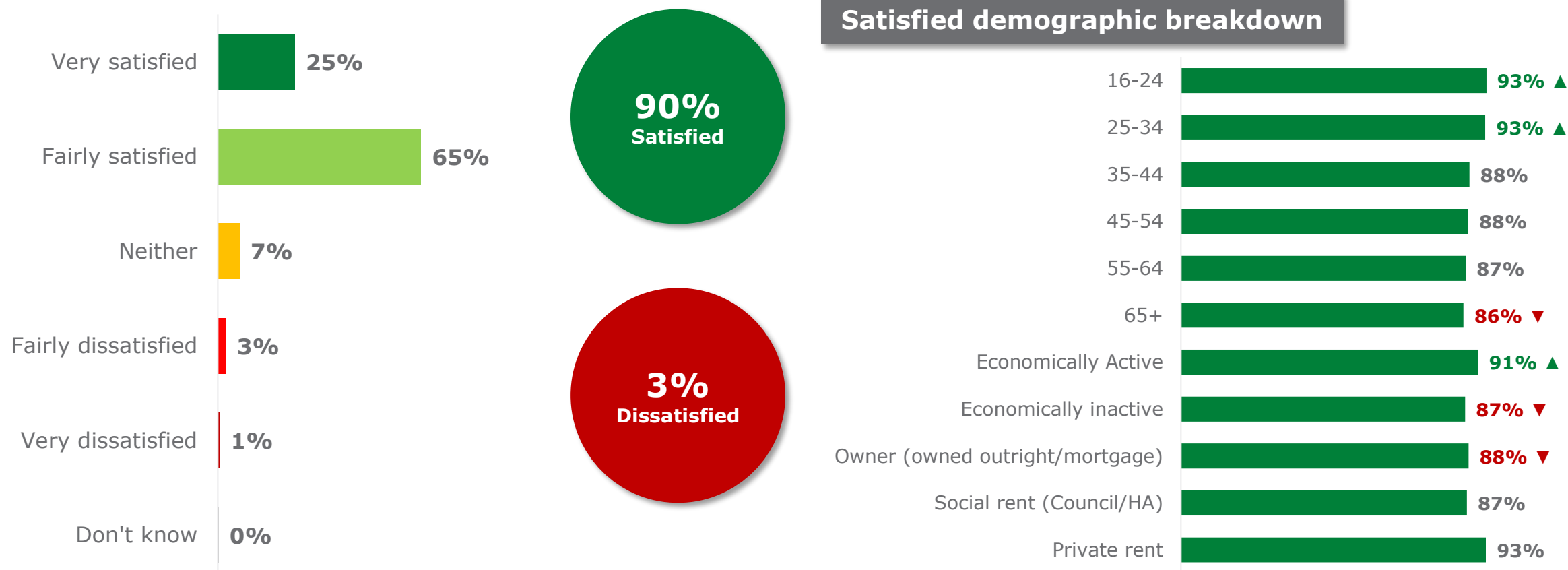
Local area and community

Page number	Question Text
<u>9-10</u>	<u>How satisfied or dissatisfied are you with your local area as a place to live?</u>
<u>11</u>	<u>To what extent do you agree or disagree with the following statements about your local area?</u>
<u>12-13</u>	<u>What do you value most locally?</u>
<u>14-15</u>	<u>What would you most like to see money spent on locally?</u>
<u>16</u>	<u>Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s) including community groups?</u>
<u>17</u>	<u>To what extent would you agree or disagree that people in this local area pull together to improve the local area?</u>
<u>18</u>	<u>How safe or unsafe do you feel when outside in your local area?</u>
<u>19</u>	<u>How much of a problem do you think the following are in your local area?</u>
<u>20</u>	<u>Thinking about the next four years, do you think your local area will get better, worse, or not change much?</u>



Satisfaction with the local area (I)

Nearly two thirds of residents are fairly satisfied with their local area as a place to live (65%) and a quarter are very satisfied (25%). Overall, 90% of residents express satisfaction. The youngest age groups (16-24 and 25-34: 93%) along with the economically active (91%), tend to be more satisfied than average. Those in the most deprived LSOAs also tend to have significantly lower satisfaction (83%).



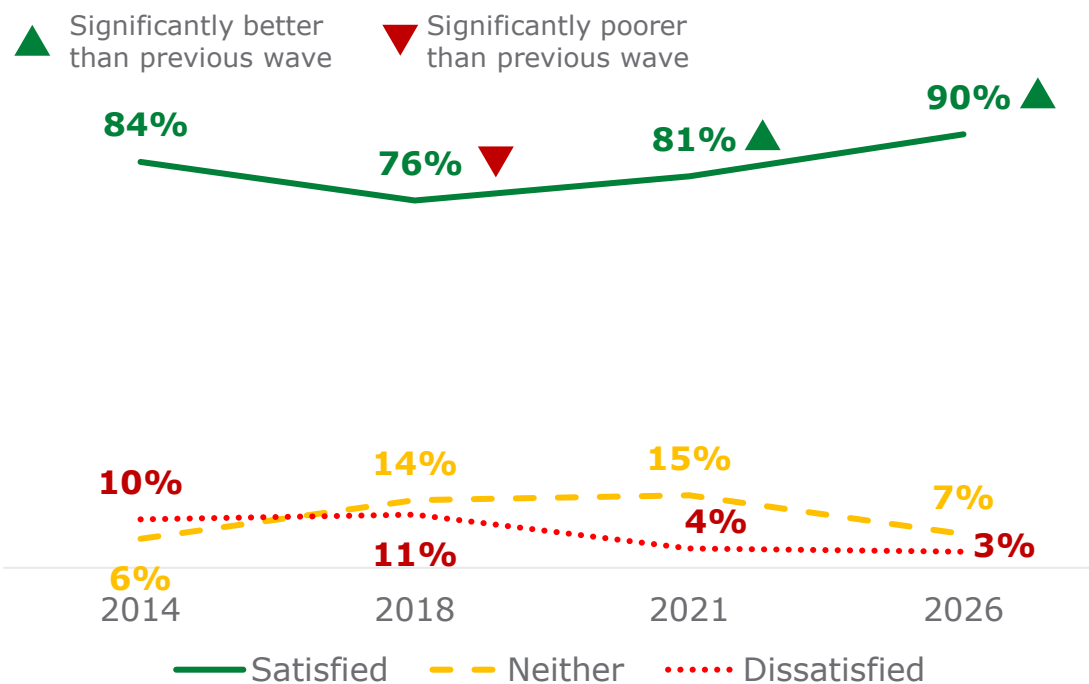
Base: All Respondents (2,207) Q01 Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Note: Figures are rounded to the nearest percentage point (post calculation). For this reason, the rounded figures shown in the chart may not sum exactly to the summary percentage shown'



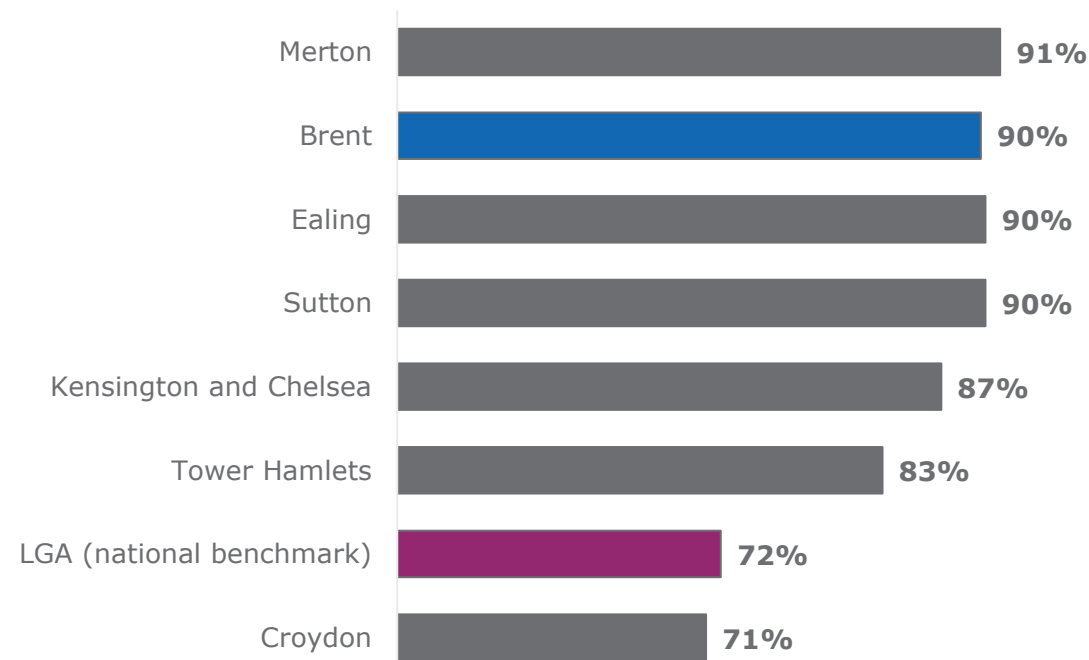
Satisfaction with the local area (II)

Resident satisfaction has significantly increased by 9% points since 2021, reaching 90% – the highest figure to date. This result puts Brent among the top performing London Boroughs and substantially above the LGA's national benchmark (+18% points).

Trend



Selected London Boroughs and LGA benchmarking

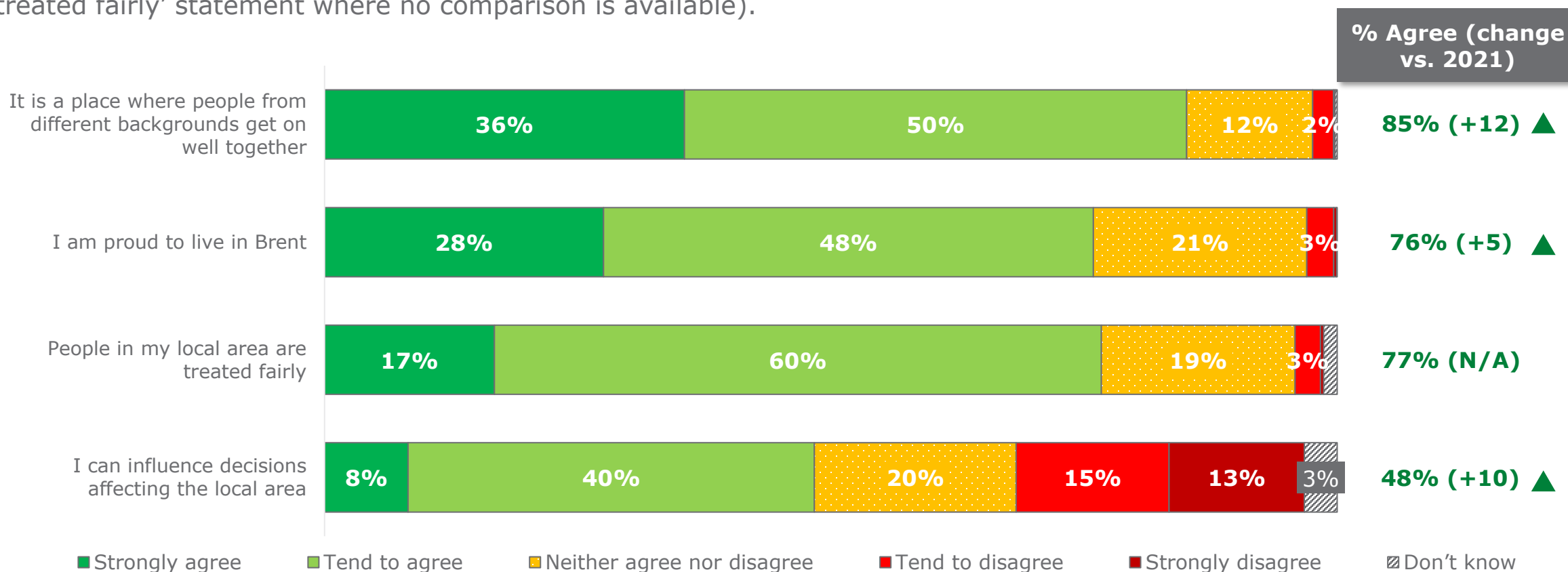


Base: All Respondents (2,207) Q01 Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Note: results from resident surveys (2024-2026) made publicly available by other London Boroughs included for comparison.



Feelings about local area

A strong majority of residents agree that Brent is a place where people from different backgrounds get along together (85%), that they are proud to live in Brent (76%), and that people in Brent are treated fairly (77%). However, almost half of residents (48%) feel that they can influence decisions affecting the area. Encouragingly, the percentage who agree with each of these statements is up significantly compared to 2021 (except for the 'treated fairly' statement where no comparison is available).



Base: All Respondents (2,207) Q03. To what extent do you agree or disagree with the following statements about your local area?



Significantly better than previous wave



Significantly poorer than previous wave



Things most valued by residents (I)

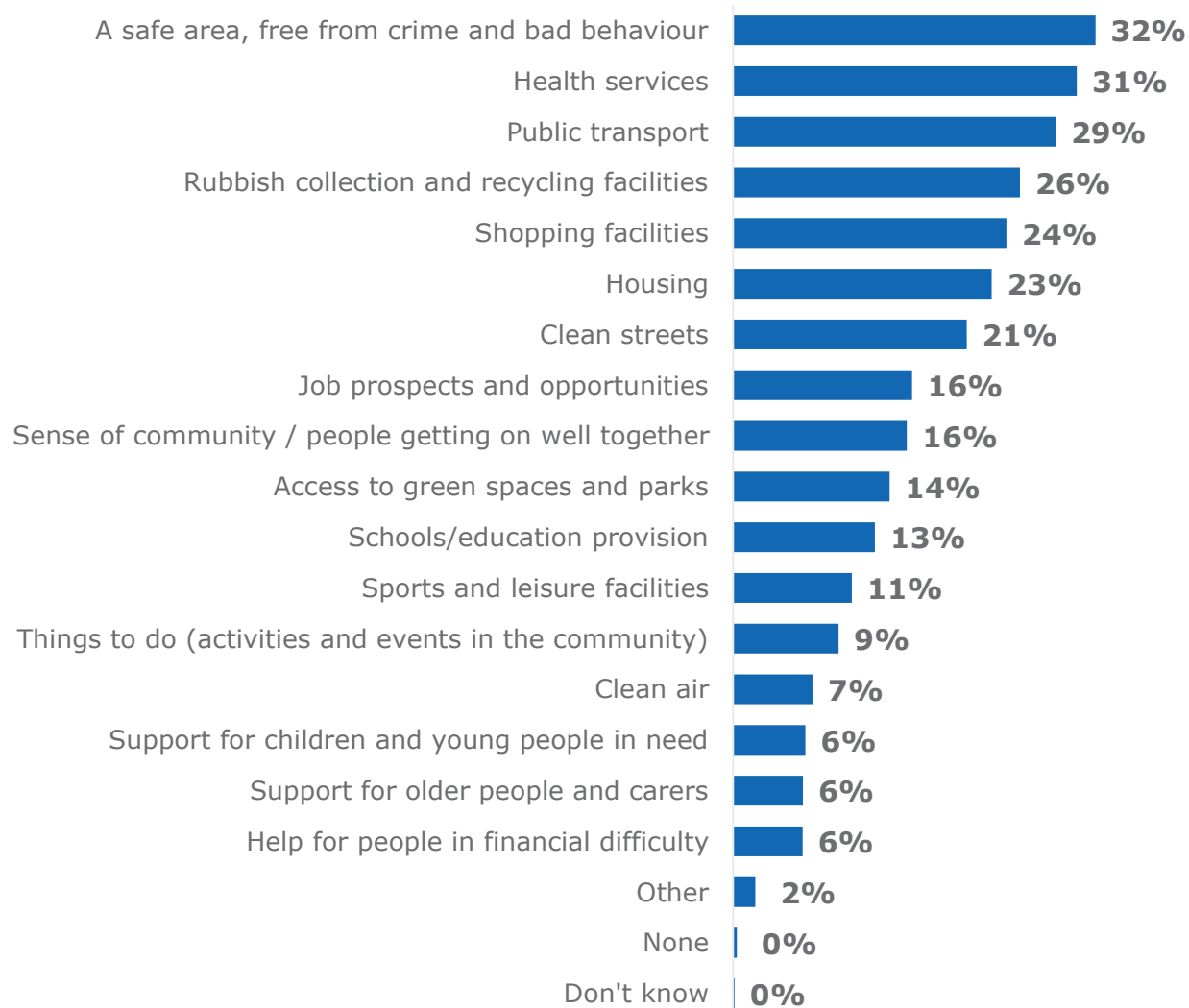
Community safety remains most important to residents (32%), although the percentage selecting this is 12% points down compared to 2021 and 25% points lower than 2018, indicating that residents are increasingly prioritising other areas. Health services remains in second position (31%), following a 6% point increase, while public transport has leapt from sixth to third, following an 11% point increase.

Top 10	Rank 2026	Rank 2021	% 2026 (change vs. 2021)	Significant change
A safe area, free from crime and bad behaviour	1 ↔	1	32% (-12)	Significant decrease
Health services	2 ↔	2	31% (+6)	Significant increase
Public transport	3 ↑	6	29% (+11)	Significant increase
Rubbish collection and recycling facilities	4 ↑	9	26% (+14)	Significant increase
Shopping facilities	5 ↑	7	24% (+8)	Significant increase
Housing*	6 ↑	8	23% (+9)	Significant increase
Clean streets	7 ↓	5	21% (+2)	None
Job prospects and opportunities*	8 ↓	10	16% (+4)	Significant increase
Sense of community/people getting on well together*	9 ↓	4	15% (-5)	Significant decrease
Access to green spaces and parks*	10 ↓	3	14% (-10)	Significant decrease

Base: All Respondents (2,207) Q04. What are the things that you value the most locally? *Statement wording differs compared to the previous wave. **Note:** the number of pre-coded categories shown to respondents was reduced compared to 2021, meaning percentage changes are indicative only.



Things most valued by residents (II)



Those aged 55-64 value community safety more highly than average (38% cf. 32%). Residents aged 55-64 and 65+ (both 40%) are significantly more likely to value health services compared to any other age group (25%-30%).

Residents aged 16-24 value sports and leisure facilities (21% cf. 11%) and things to do (21% cf. 9%) significantly more highly than average.

Core needs such as health services (40% cf. 31%) and living in a safe area (36% cf. 32%) are more prominent among those living in the most deprived communities in Brent (by IMD quintile).



Spending priorities (I)

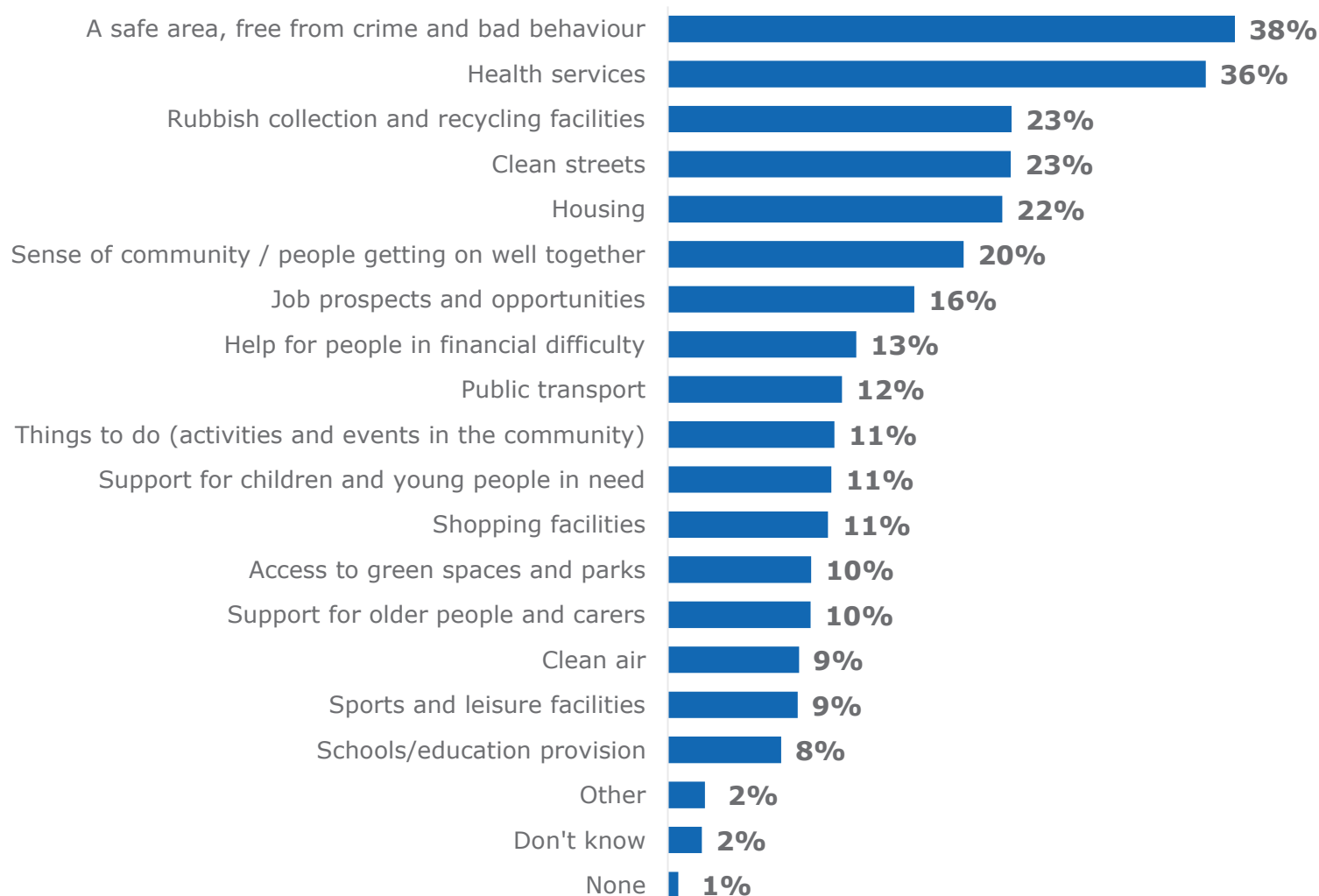
Residents' top spending priorities largely mirror the things which residents say that they value most. **The top two most valued things, a safe area and health services, also comprise the top two spending priorities for residents** (38% and 36% respectively). These are areas shaped by a range of public services and partners across the borough, including the council, NHS and police. Meanwhile, public transport is ranked 9th in terms of investment priority while being the 3rd most valued item at the previous question. This is likely because residents are already satisfied with London's public transport network and view responsibility for further investment as lying with other organisations.

Top 10	Rank 2026	Rank 2021	% 2026 (change vs. 2021)	Significant change
A safe area, free from crime and bad behaviour	1 ↔	1 ↔	38% (-6)	Significant decrease
Health services	2 ↔	2 ↑	36% (+11)	Significant increase
Rubbish collection and recycling facilities	3 ↑	8 ↓	23% (+11)	Significant increase
Clean streets	4 ↑	10 ↓	23% (+4)	Significant increase
Housing*	5 ↔	5 ↑	22% (+8)	Significant increase
Sense of community/people getting on well together*	6 ↑	21	20%	None
Job prospects and opportunities*	7 ↓	4 ↑	16% (+4)	Significant increase
Help for people in financial difficulty	8 ↓	3	13% (+6)	Significant increase
Public transport	9 ↑	18 ↓	12% (-6)	Significant decrease
Things to do (activities and events in the community)	10	-	11% (N/A)	N/A

Base: All Respondents (2,207) Q05. And thinking about your local area, which are the things you would most want to see money spent on? *Statement wording differs compared to the previous wave. **Note:** the number of pre-coded categories shown to respondents was reduced compared to 2021, meaning percentage changes are indicative only.



Spending priorities (II)



Residents who are dissatisfied with their local area are significantly more likely than those who are satisfied to want money spent on:

- Community safety (50% cf. 38%)
- Clean streets (39% cf. 23%)
- Rubbish collection (45% cf. 22%)

These issues are all highly ranked, making them priorities for council investment.

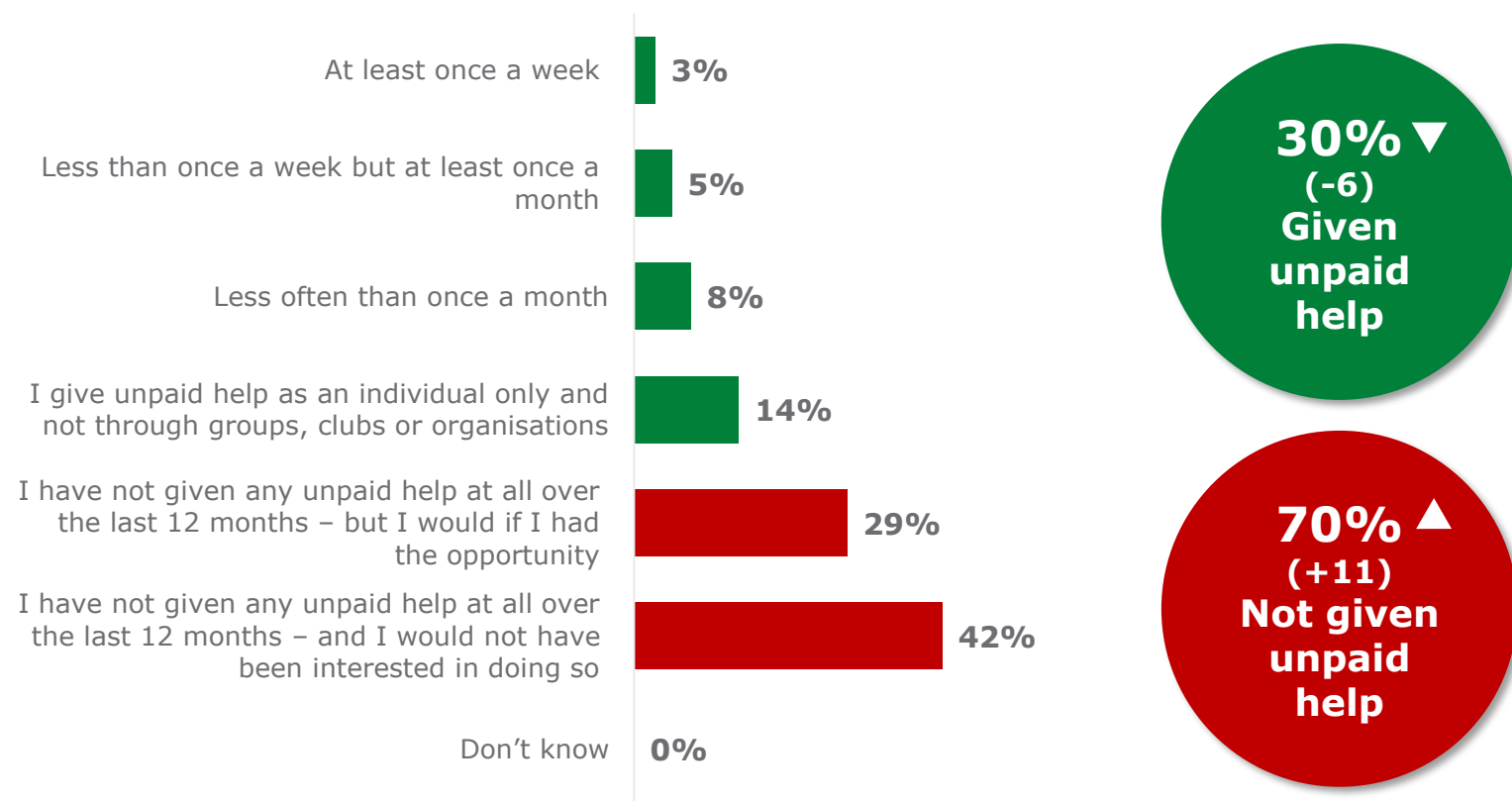
Those aged 65+ are significantly more likely to want money spent on health services compared to those aged 16-24 (46% cf. 20%).

Conversely, **the younger 16-34 age group are more likely to prioritise housing** (25% cf. 17%), **job prospects** (22% cf. 10%), and **things to do** (15% cf. 7%) compared to the older age group.



Frequency of giving unpaid help

16% of residents provide unpaid help via organisations, whilst 14% provide unpaid help independently. The majority have not provided unpaid help, however nearly a third would do so if they had the opportunity (29%), indicating that there is a substantial opportunity to grow Brent's volunteering community.



△ Significantly higher than average

▽ Significantly poorer than average

Most likely to volunteer

Those with a household income between £30k and £50k are significantly more likely to volunteer, compared to all other income bands (41% cf. 30% average).

Private renters are significantly more likely to volunteer compared to those in social housing (35% cf. 20%).

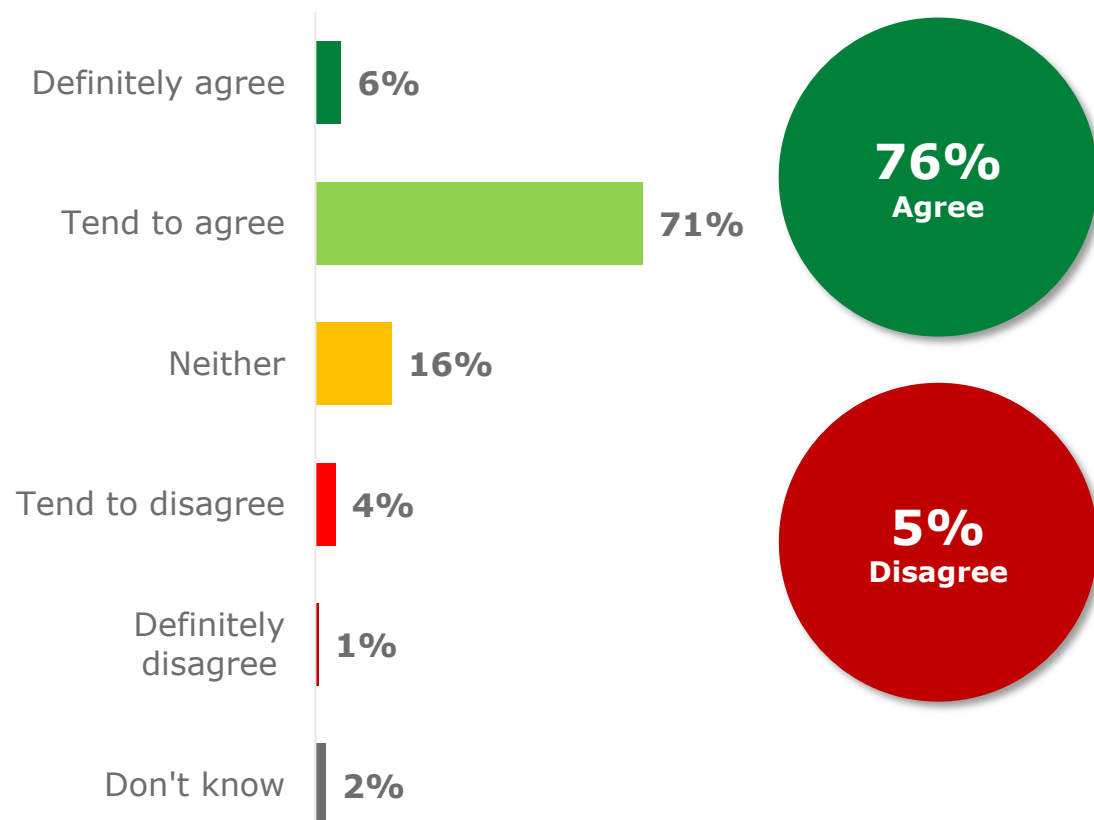
Least likely to volunteer

Residents in professional, managerial, administrative and supervisory occupations were less likely to volunteer than those in manual occupations and other lower social grade groups (25% compared with 36%).



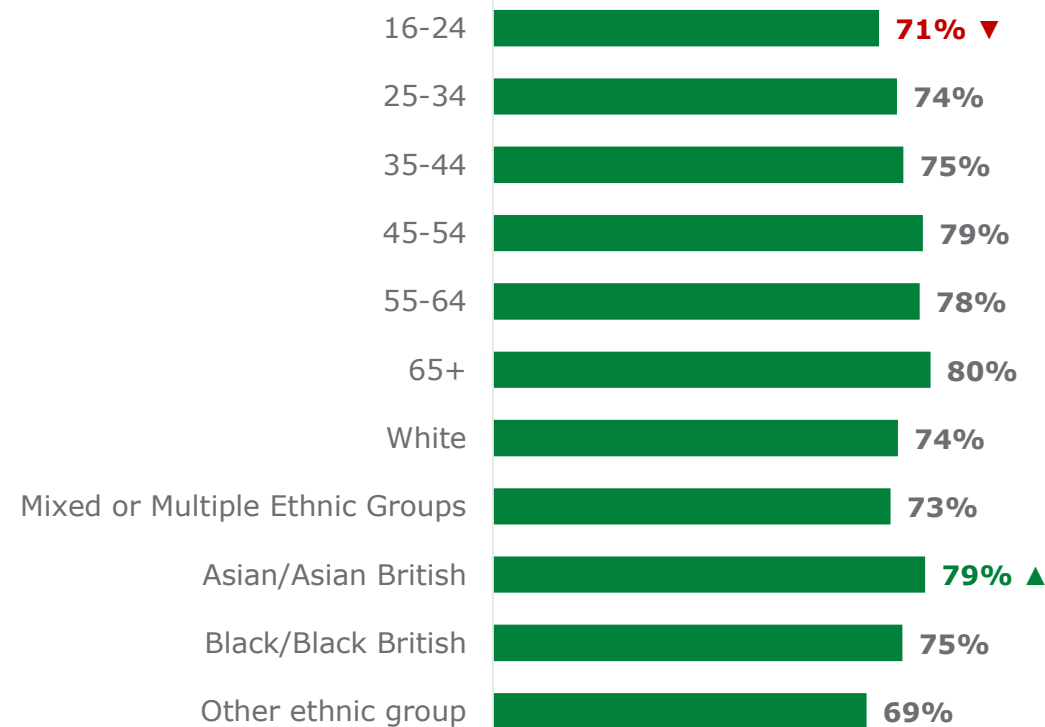
Perceptions of community togetherness

Around three quarters of residents agree that people in the local area pull together to improve it (76%). Asian residents are significantly more likely to agree (79%), while residents aged 16-24 are significantly less likely to agree (71%). There has been a substantial increase in the agree score for this question compared to 2021 (+32% points), but a change in the question wording means that this comparison should be treated with caution.



Base: All Respondents (2,207) Q07 To what extent would you agree or disagree that people in this local area pull together to improve the local area?

Agree demographic breakdown



▲ Significantly better than average

▼ Significantly poorer than average



Feeling safe in local area

Nearly all residents feel safe in the day, with a similar percentage feeling fairly (49%) and very (50%) safe. In contrast, just 11% of residents feel very safe after dark, and 48% fairly safe. One in five (19%) feel unsafe after dark, with 16% feeling fairly unsafe and 3% very. Brent performs 7% points better for feelings of safety during the day, and 12% points worse after dark, compared to the most recent LGA's benchmarking for this question (June 2024).

During the day



98%

0%

2026

91%

3%

LGA June 24

■ Very/fairly safe

■ Very/fairly unsafe

After dark



59%

19%

2026

71%

16%

LGA June 24

■ Very/fairly safe

■ Very/fairly unsafe

Women are more than twice as likely to feel **unsafe after dark** compared to men.



Men
11%

**Unsafe
at night**



Women
27% ▲

During the day, there is no statistically significant difference between the groups (men 0%; women 1% unsafe)

Ethnicity

Those who identify as mixed race are more likely to feel **safe** after dark than average (75% cf. 59%)



Age

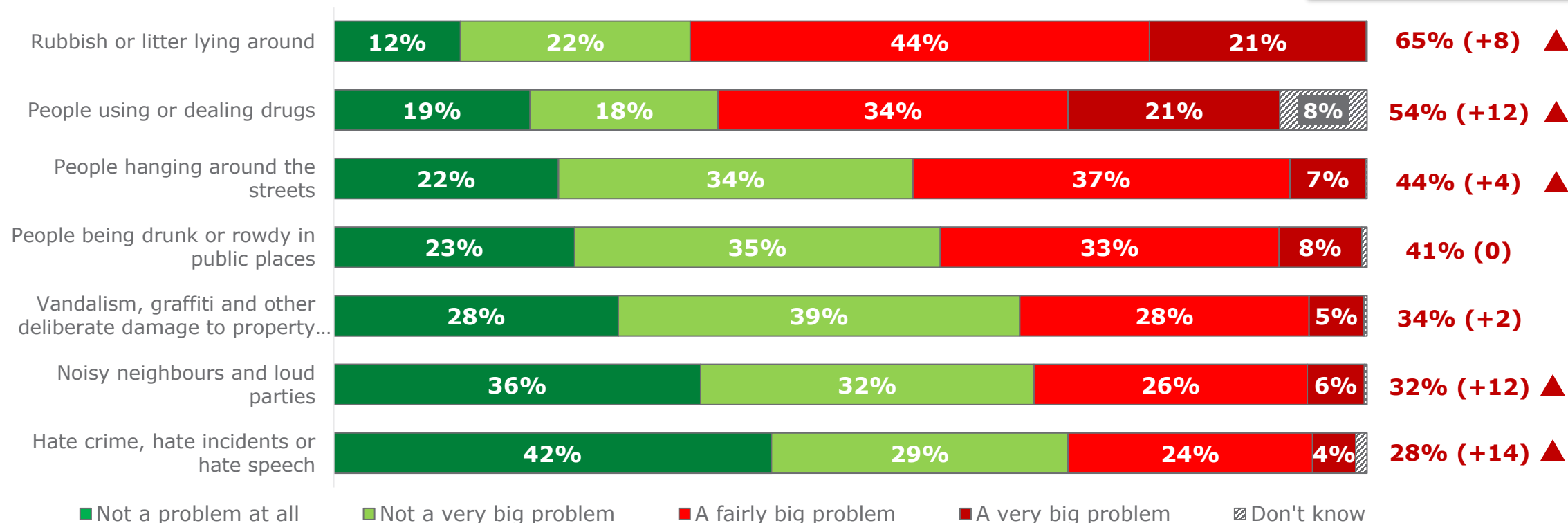
Those aged 65+ are significantly more likely to feel **unsafe** after dark than average (31% cf. 19%).



Anti-social behaviour issues

Residents perceive rubbish or litter lying around (65%), and people using or dealing drugs (54%), to be the biggest anti-social behaviour issues in their local area. Results are compared to 2018 to offer a more like for like comparison, as 2021 saw large decreases in the fairly/very big problem score for most issues, which was likely driven by Covid. Compared to 2018, concern regarding some issues is notably up, such as hate crime (+14), drug use/dealing (+12), and noisy neighbours (+12).

% fairly/very big problem (vs. 2018)



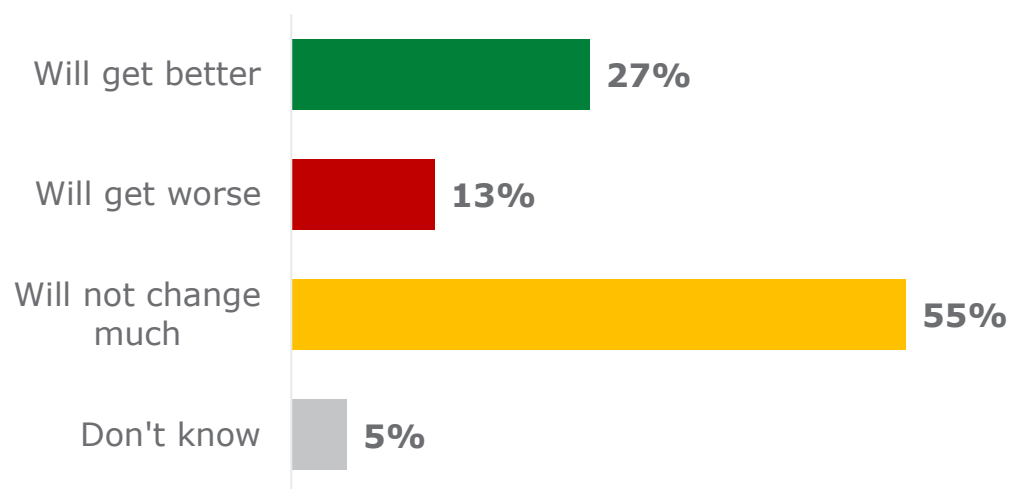
Base: All Respondents (2,207) Q023. How much of a problem do you think the following are in your local area?

▲ Significantly poorer than prior wave
 ▼ Significantly better than prior wave



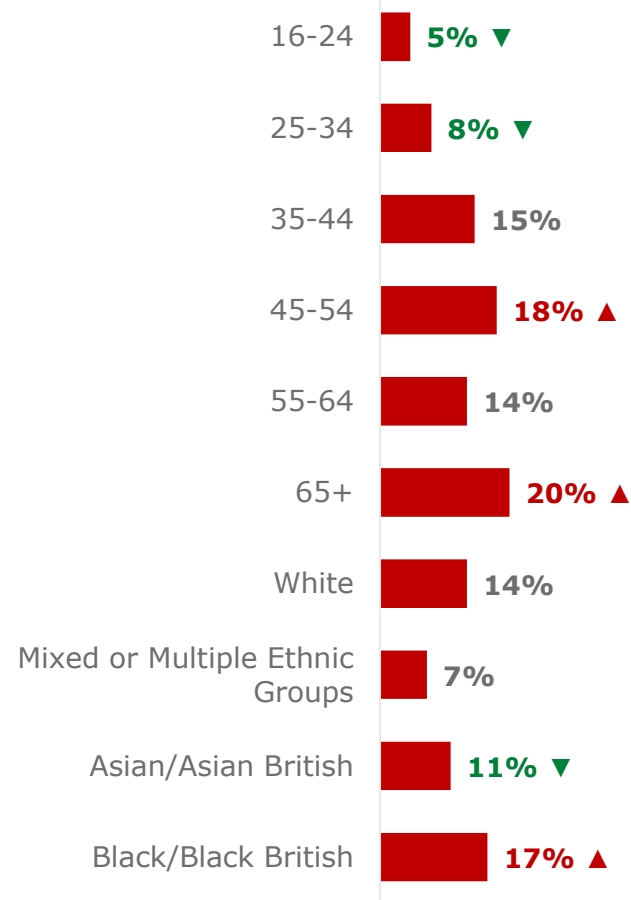
Perception of future service changes

The majority of residents believe that their local area will not change much over the next four years (55%), while around a quarter (27%) feel it will get better. One in eight (13%) residents feel that it will get worse, and this is more prevalent among 45-54s (18%), over 65s (20%) and those who identify as Black (17%). Alongside this, those in the most deprived communities by IMD quintile are slightly more likely than average to feel that things will get worse (15%).



Base: All Respondents (2,207) Q02 Thinking about the next four years, do you think your local area will get better, worse, or not change much?

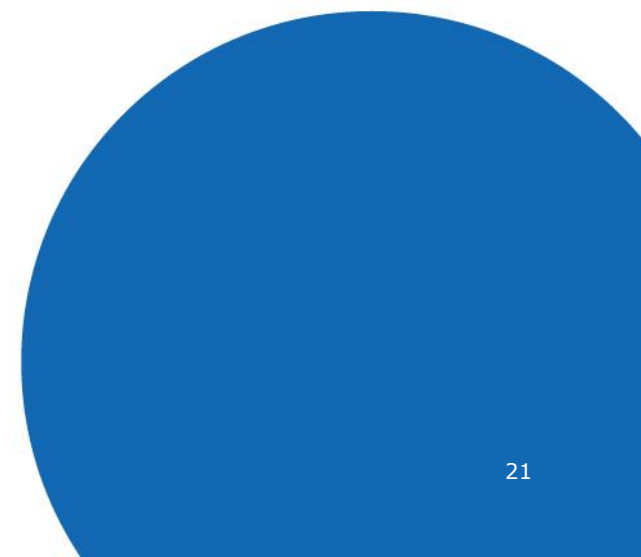
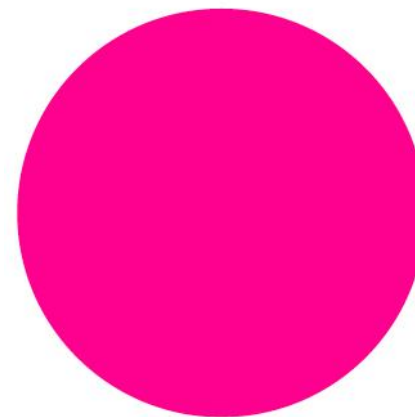
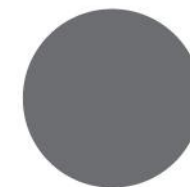
Worse demographic breakdown



▲ Significantly poorer than average

▼ Significantly better than average

Council perceptions and satisfaction

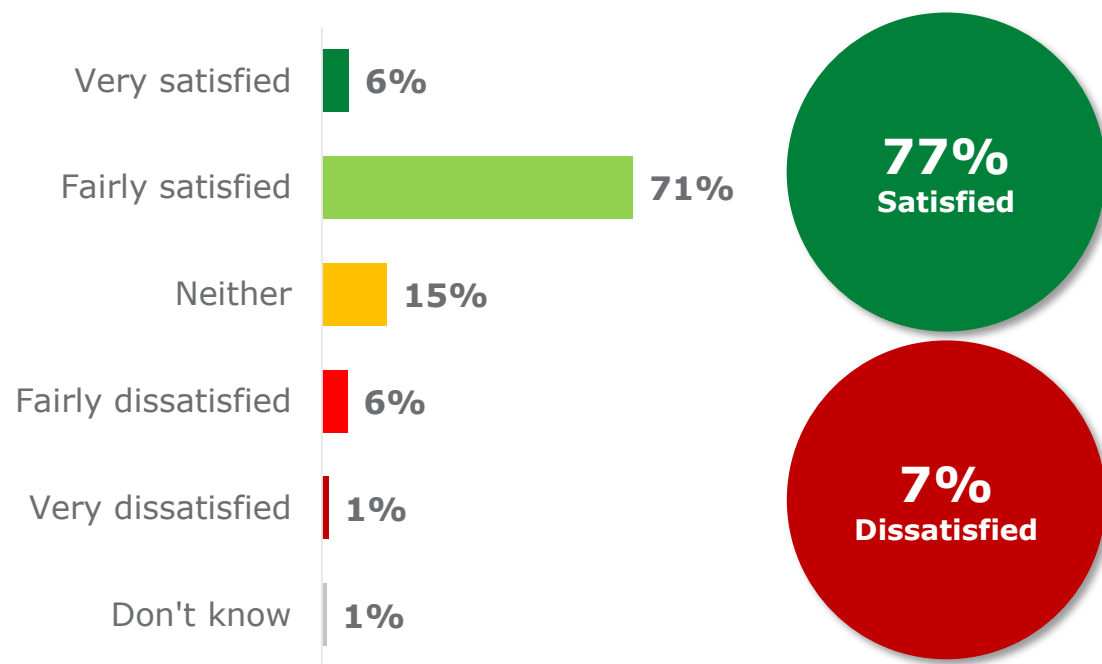


Page number	Question Text
<u>22-23</u>	<u>Taking everything into account, how satisfied or dissatisfied are you with the way Brent Council runs things?</u>
<u>24</u>	<u>Over the last four years, do you think Brent Council services have got better, worse, or stayed the same?</u>
<u>25</u>	<u>To what extent do you agree or disagree with the following statements about Brent Council?</u>
<u>26</u>	<u>To what extent do you think Brent Council acts on the concerns of local residents?</u>



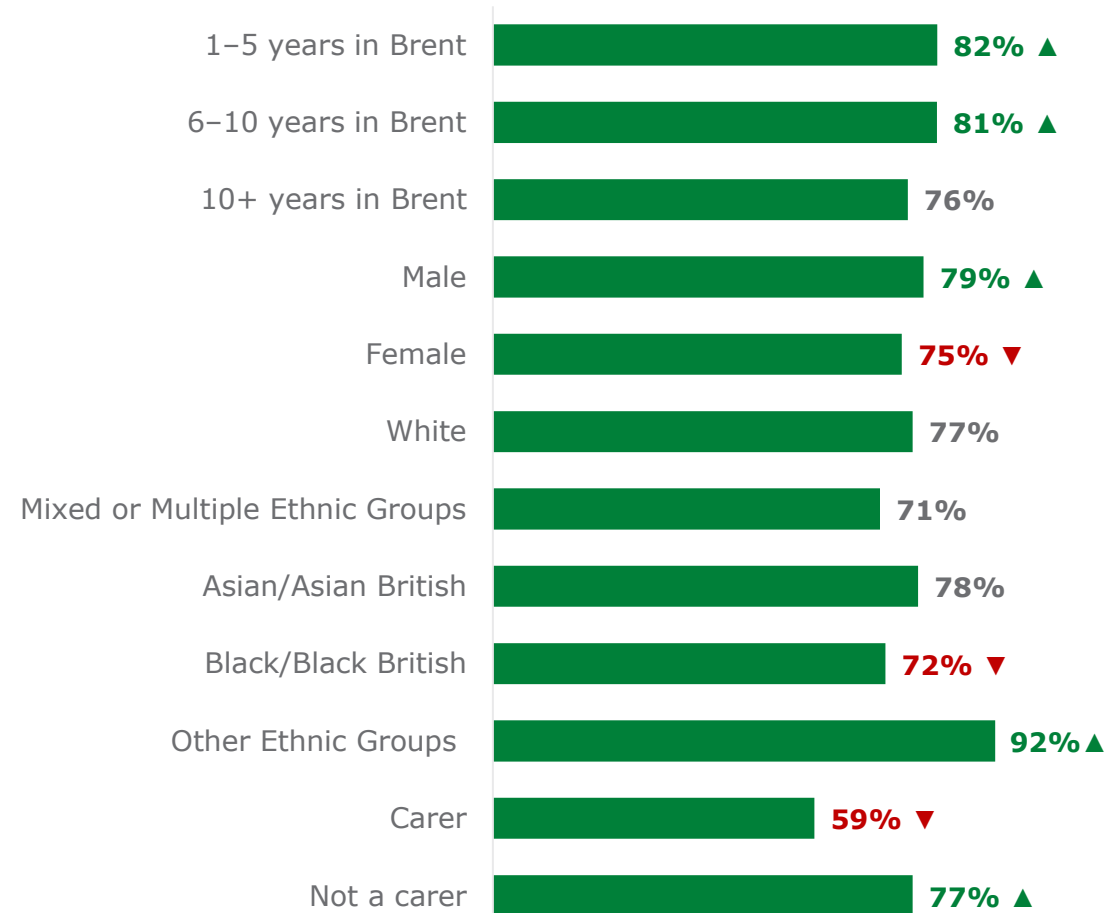
Satisfaction with council (I)

The majority of residents are satisfied with the way Brent Council runs things (77%). Those who have lived in the area for at least a year but less than ten years are more satisfied than average, while men are marginally more satisfied than women (79% cf. 75%), and satisfaction is significantly lower for Black residents (72%) and those who are carers (59%).



Base: All Respondents (2,207) Q010 Taking everything into account, how satisfied or dissatisfied are you with the way Brent Council runs things?

Satisfied demographic breakdown



▲ Significantly better than average

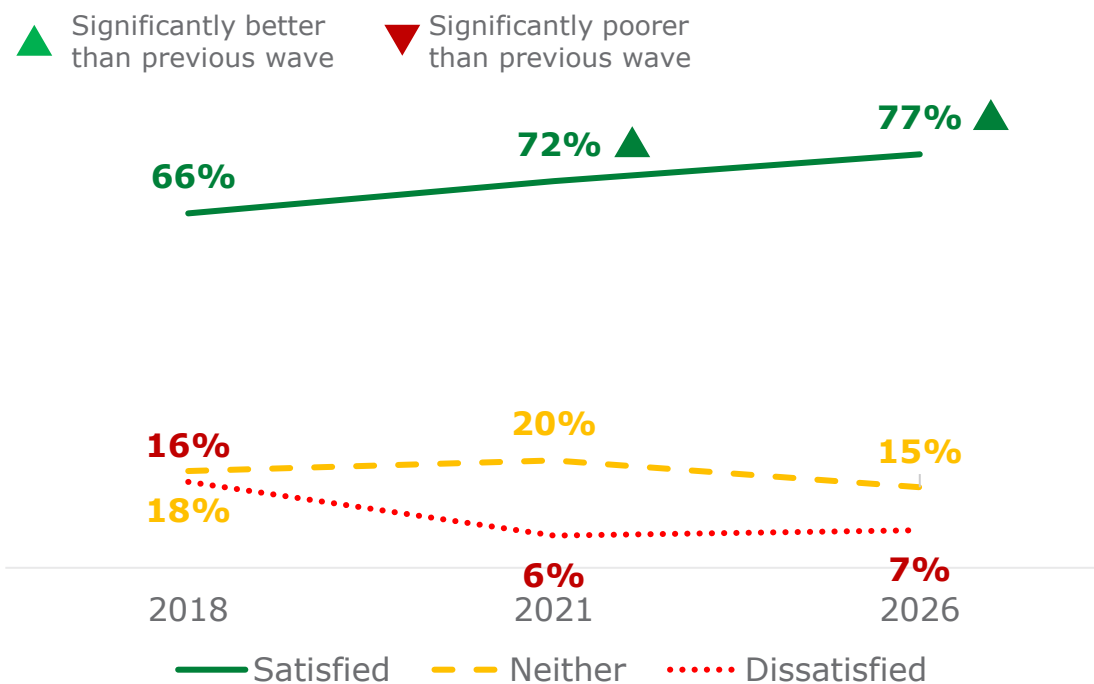
▼ Significantly poorer than average



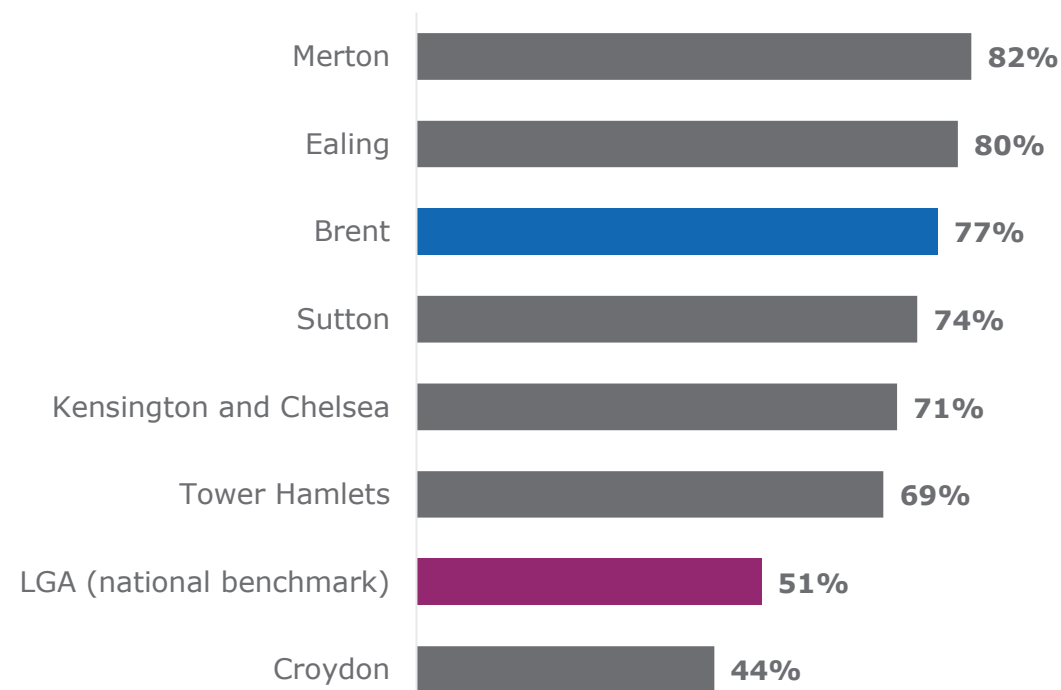
Satisfaction with council (II)

Resident satisfaction with the council has significantly increased by 5% points since 2021 and now stands at 77%. This change is driven by a reduction in the percentage who are neutral compared to 2021 (15% cf. 20%). Brent is among the top performing London Boroughs for this metric and substantially outperforms the LGA's national benchmark (+26% points).

Trend



Selected London Boroughs and LGA benchmarking



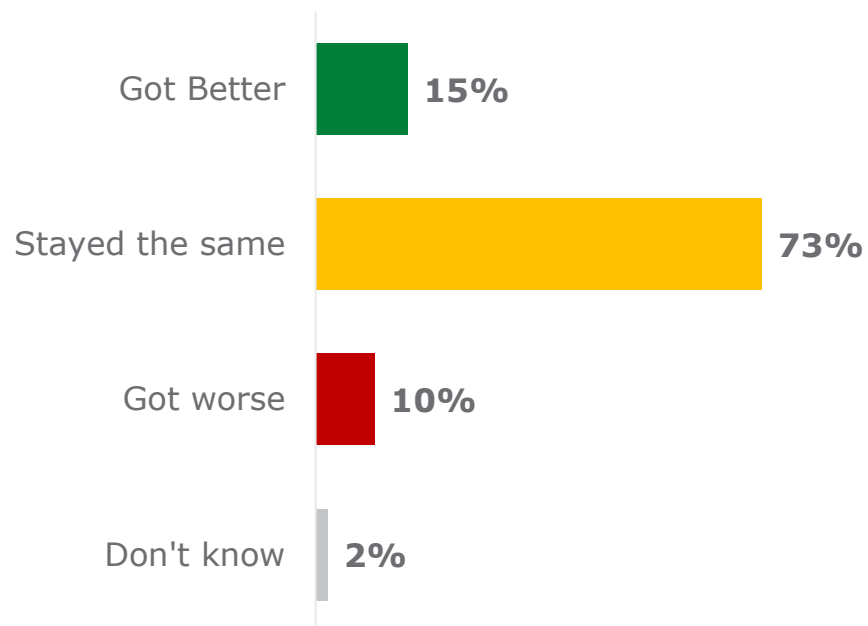
Base: All Respondents (2,207) Q010 Taking everything into account, how satisfied or dissatisfied are you with the way Brent Council runs things?

Note: results from resident surveys (2024-2026) made publicly available by other London Boroughs included for comparison.



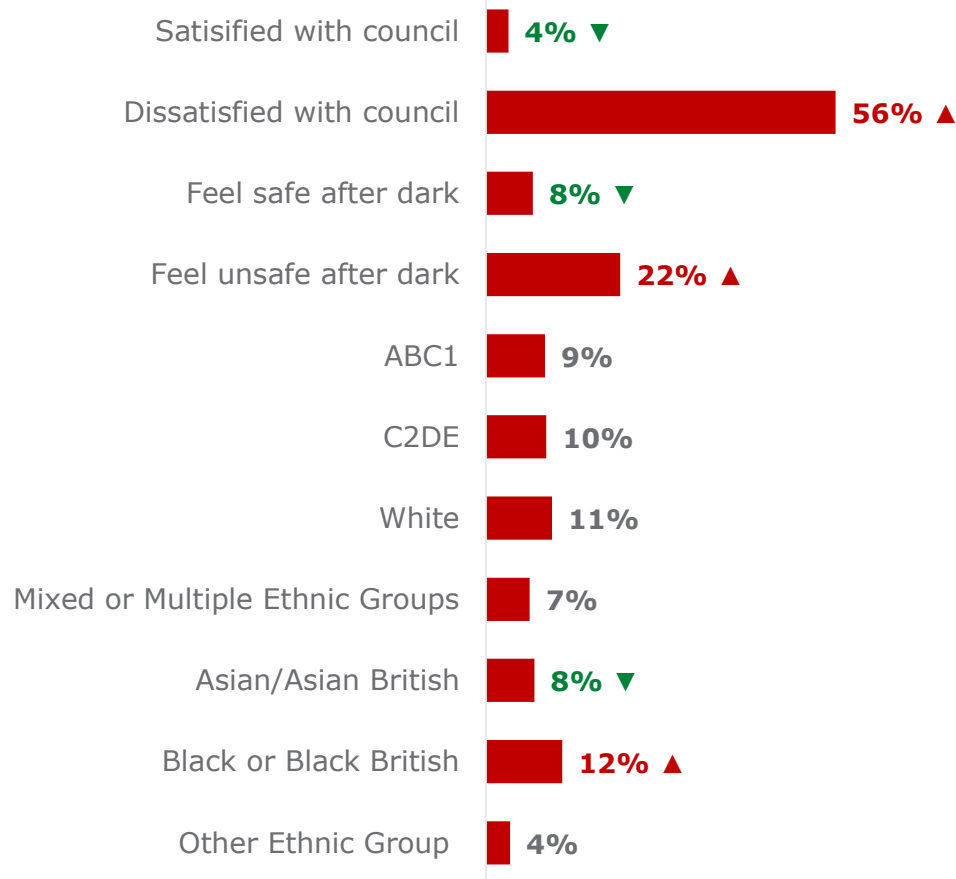
Perception of service level change

The majority believe that Brent Council services have stayed the same over the last four years (73%). Marginally more residents believe services have improved (15%) than declined (10%). Those who are dissatisfied with the council are 14 times more likely to feel that services have got worse compared to those satisfied (56% cf. 4%).



Base: those who have lived in Brent for at least four years (2,051) Q08 Over the last four years, do you think Brent Council services have got better, worse, or stayed the same?

% Worse breakdown

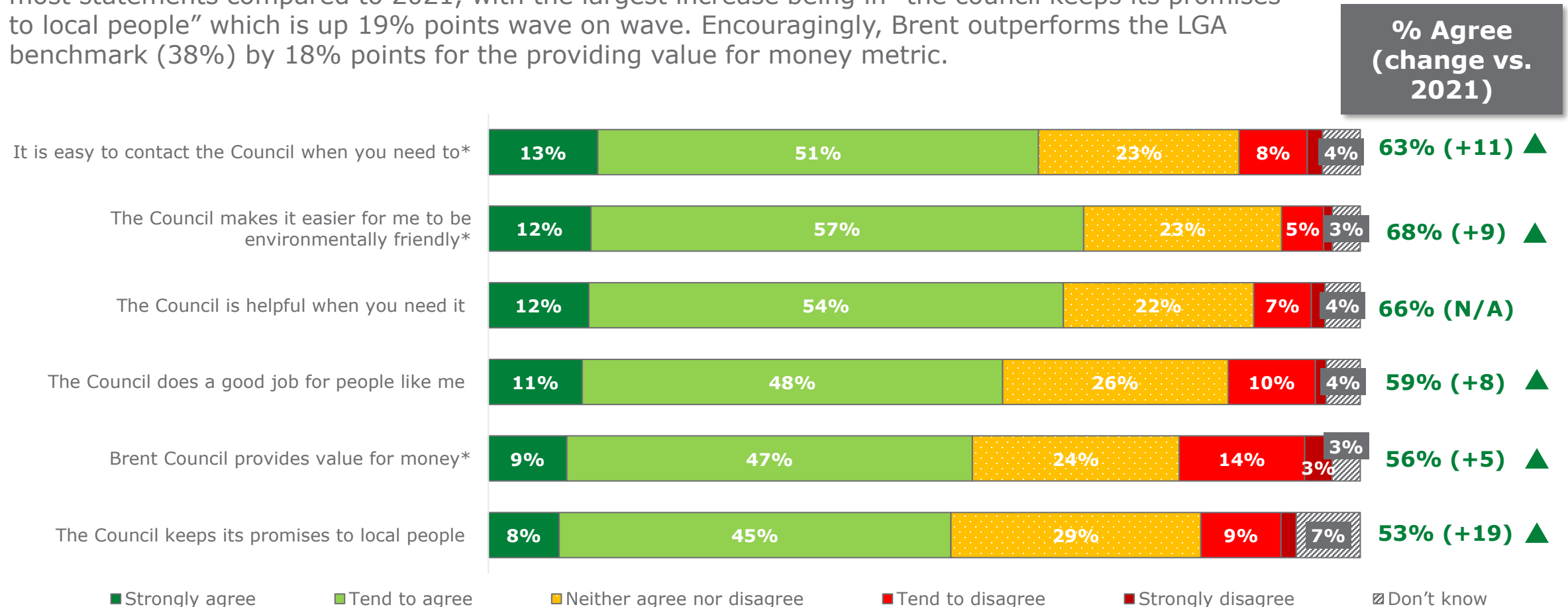


▲ Significantly poorer than average

▼ Significantly better than average

Council perceptions

Residents are most likely to agree that Brent Council makes it easier to be environmentally friendly (68%). The majority of residents agree that Brent Council keeps its promises (53%). Scores are up for most statements compared to 2021, with the largest increase being in “the council keeps its promises to local people” which is up 19% points wave on wave. Encouragingly, Brent outperforms the LGA benchmark (38%) by 18% points for the providing value for money metric.



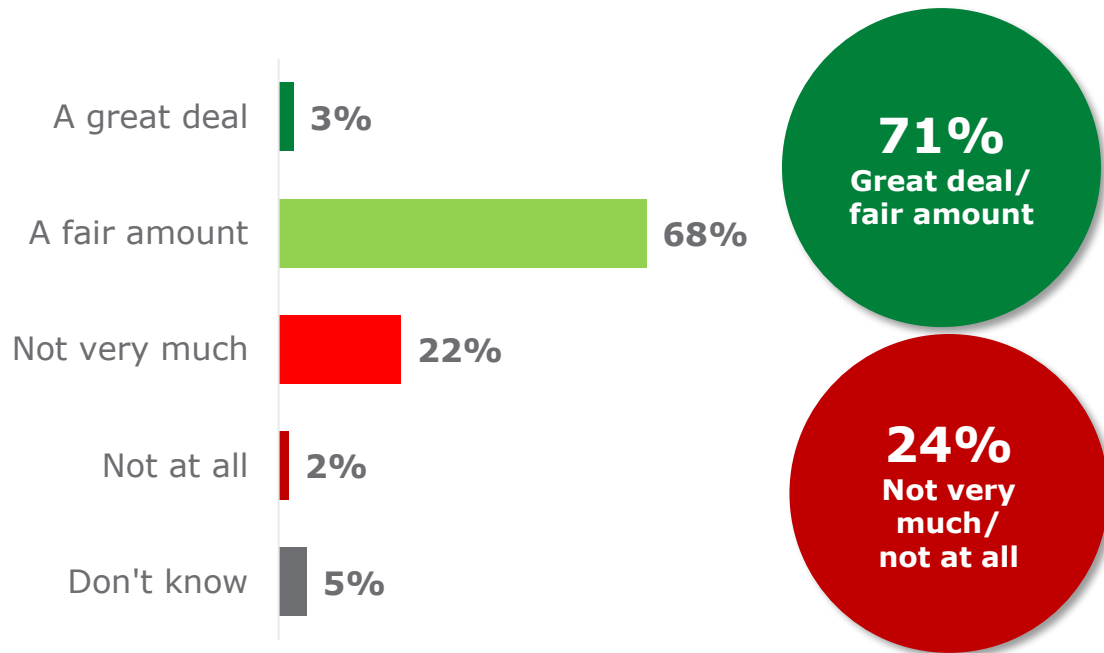
Base: All Respondents (2,207) Q09. To what extent do you agree or disagree with the following statements about Brent Council?

*Note: statement wording change may impact comparability.

▲ Significantly better than previous wave
 ▼ Significantly poorer than previous wave

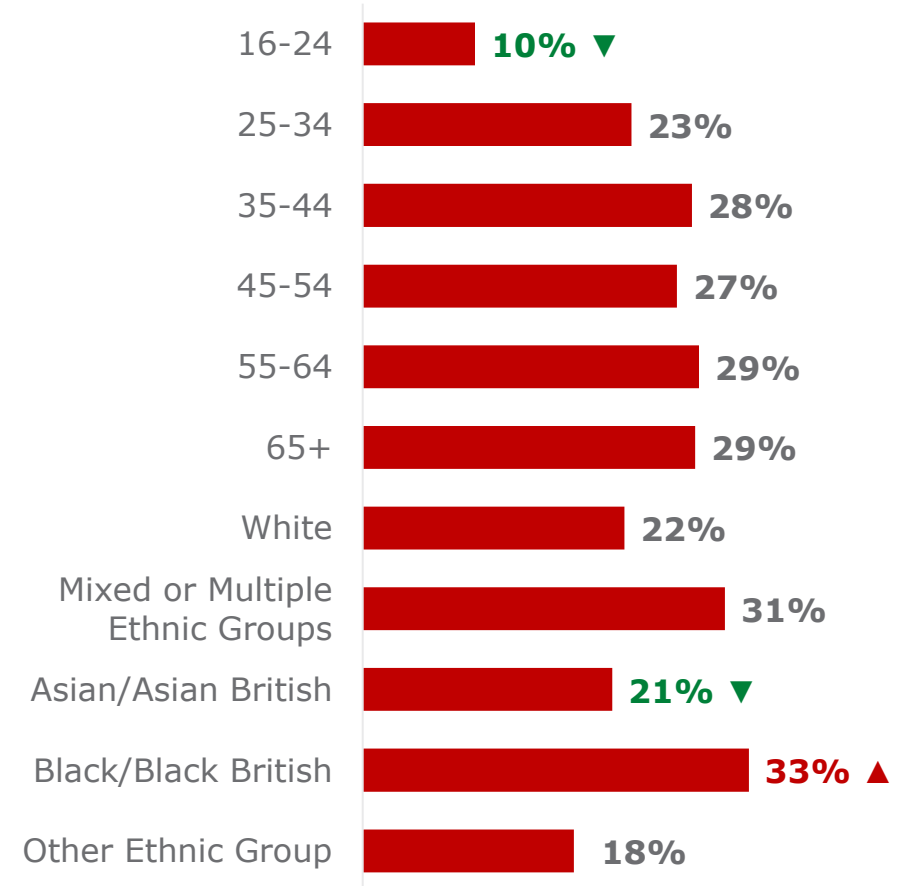
Council acts on concerns of residents

Overall, the majority of residents feel that Brent Council acts on concerns (71%), although just 3% answer 'a great deal' compared to 68% 'a fair amount'. Regardless, Brent outperforms the latest LGA benchmark (53%) for this metric by a healthy margin (+18% points). Black/Black British residents are significantly more likely to feel that Brent Council doesn't act on concerns (33%).



Base: All Respondents (2,207) Q011 To what extent do you think Brent Council acts on the concerns of local residents?

Not very much/not at all subgroup analysis



▲ Significantly poorer than average

▼ Significantly better than average

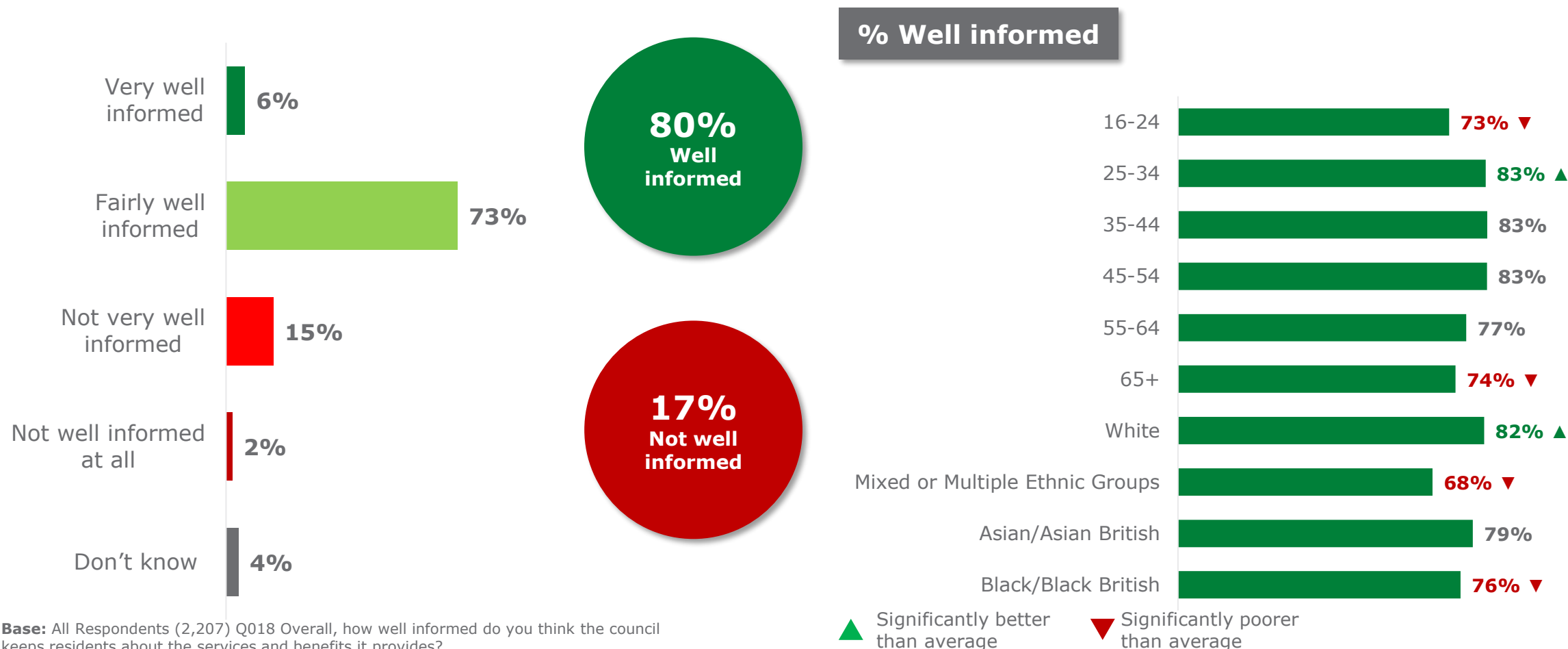
Communications

Page number	Question Text
<u>28-29</u>	<u>Overall, how well informed do you think the council keeps residents about the services and benefits it provides?</u>
<u>30</u>	<u>Which of these Brent Council communication channels have you seen in the last six months?</u>
<u>31</u>	<u>Which of the following ways to contact Brent Council have you used or would be likely to use in the future?</u>
<u>32</u>	<u>Have you used the Brent Council website in the last 12 months?</u>
<u>33</u>	<u>What have you used the website for?</u>
<u>34</u>	<u>Why don't you use the Brent Council website?</u>
<u>35</u>	<u>Where do you get local news and information from?</u>
<u>36</u>	<u>Which social media platforms do you use for local news and information?</u>



Council keeps residents informed (I)

Four in five (80%) residents feel that Brent Council keeps them informed. Those aged 16-24 (73%), 65+ (74%), residents from mixed or multiple ethnic groups (68%), and Black/Black British (76%) residents are significantly less likely to feel that they are well informed than average.

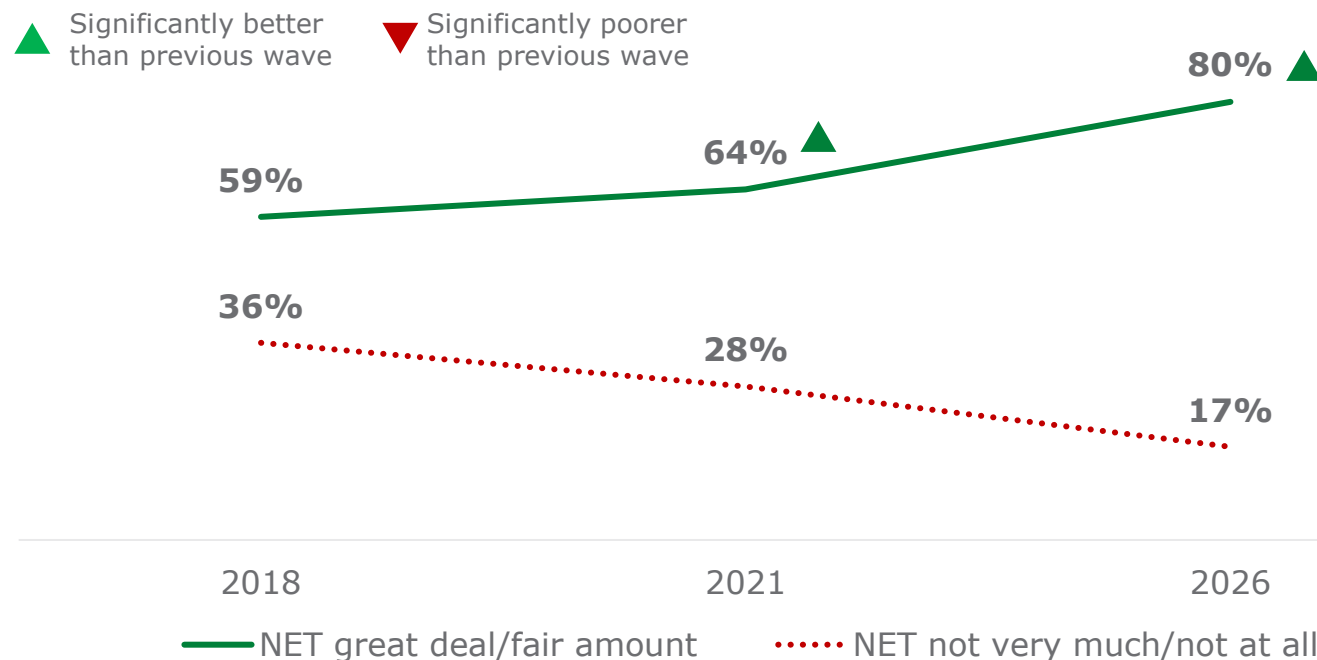




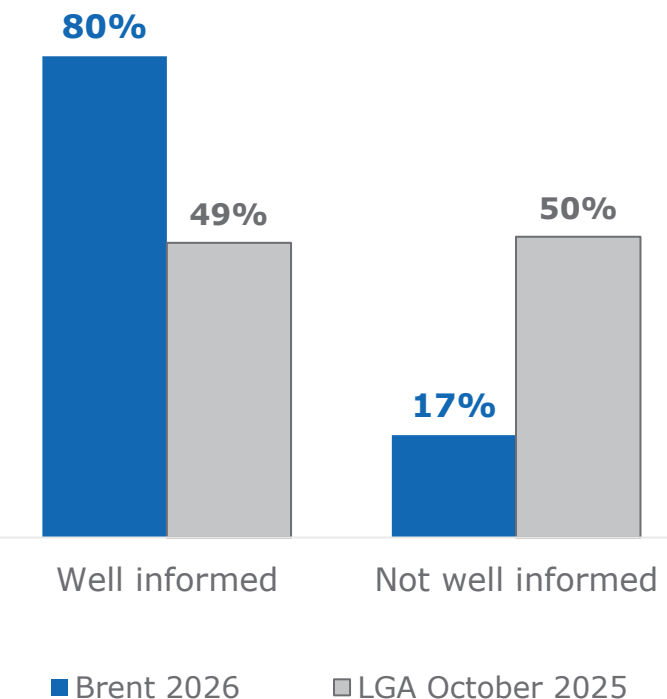
Council keeps residents informed (II)

The percentage who feel well informed has increased by 16% points compared to 2021, and by 21% points compared to 2018. This is a strong result, placing Brent 31% points ahead of the LGA's national benchmark.

Trend*



LGA Comparison

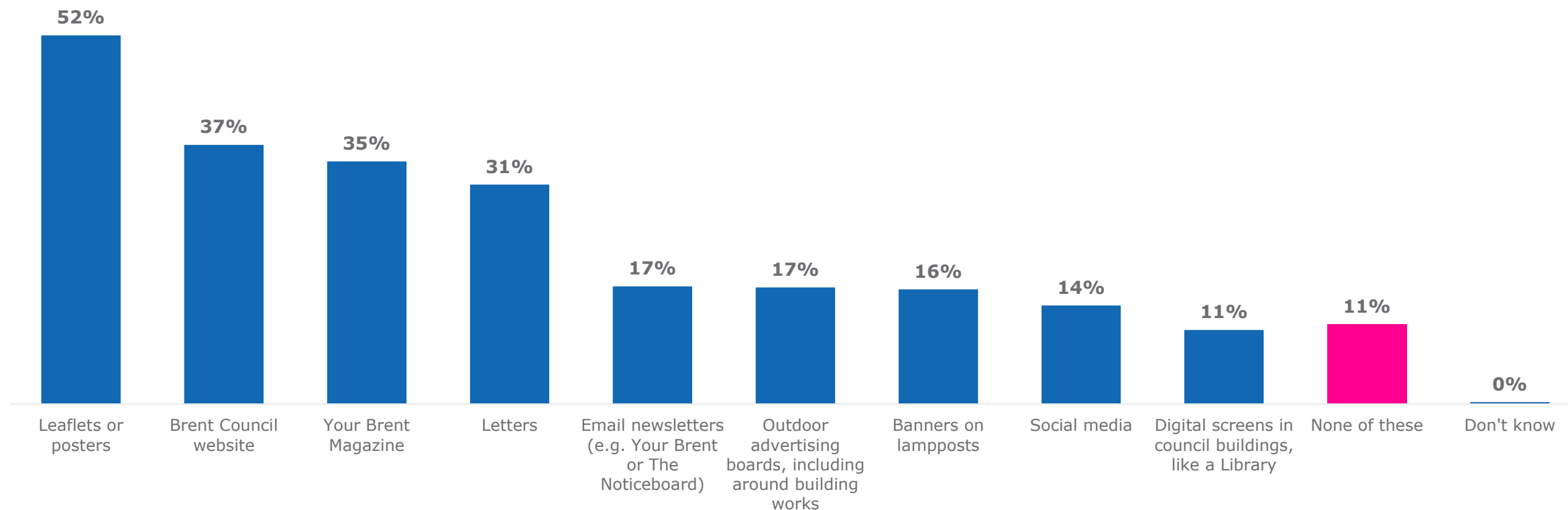


Base: All Respondents (2,207) Q018 Overall, how well informed do you think the council keeps residents about the services and benefits it provides?
Note: question wording and scale changes may impact wave-on-wave comparability.



Communication channel visibility

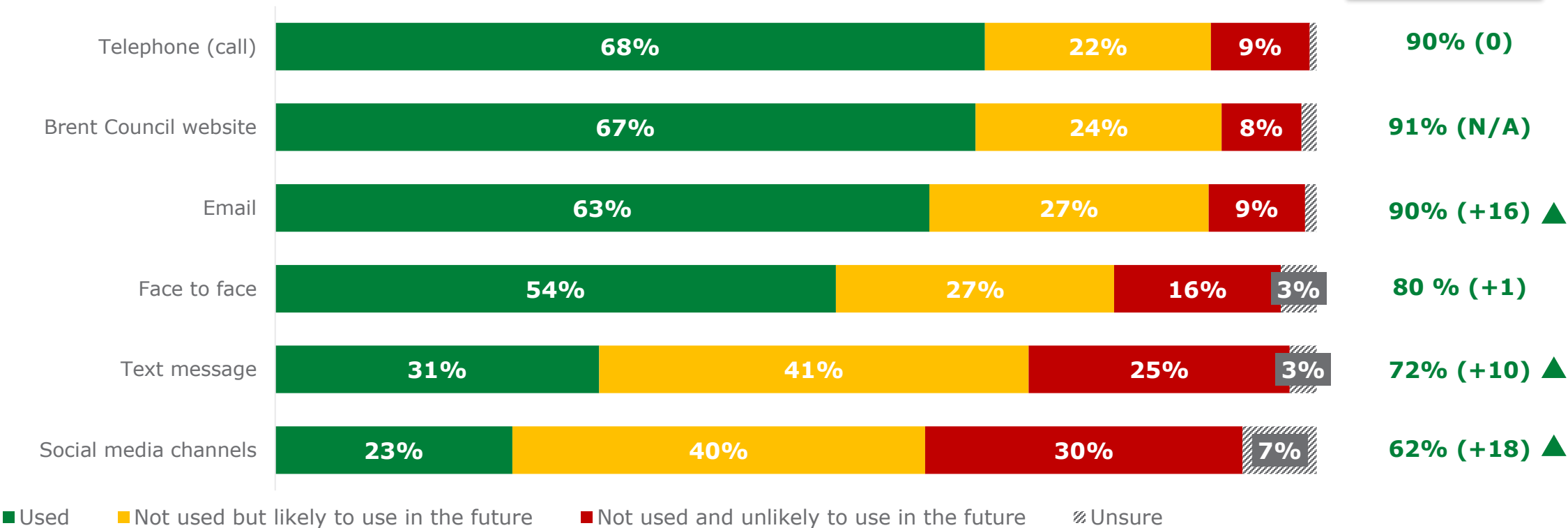
The majority of residents have seen leaflets/posters in the last 6 months (52%). Approximately a third have seen the Brent Council website (37%), Your Brent Magazine (35%), and letters (31%). Overall, nine in ten (89%) have seen/used at least one council communication method.



Contacting the council

Residents are most likely to contact Brent Council via telephone (68%). Although social media is the least used communications channel (23%), two in five believe that they are likely to use it in the future (40%). Those aged 16-24 are particularly enthusiastic about potentially engaging with the council via text (52%) or social media (50%) in the future, and the council should be conscious of this when developing and promoting its communication channels.

Used/Likely to Use



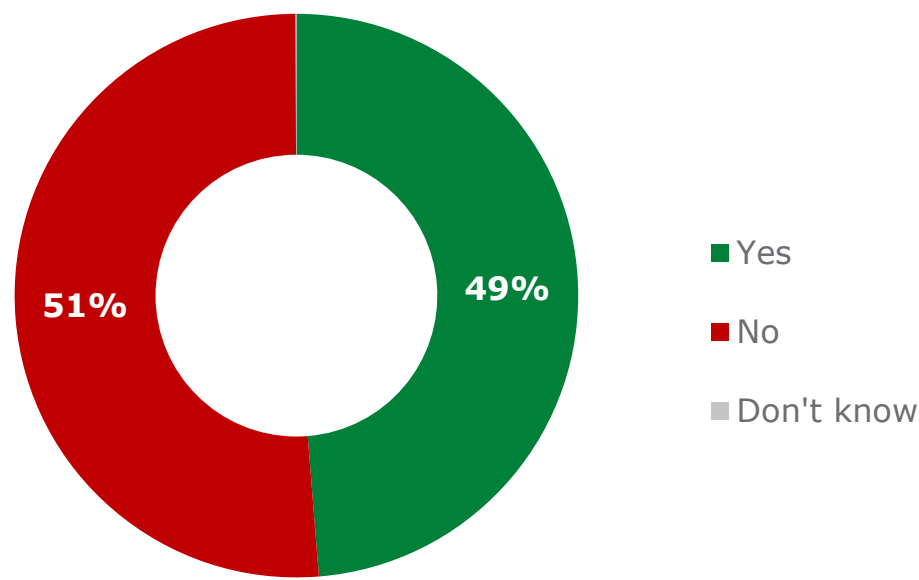
Base: All Respondents (2,207) Q012. Which of the following ways to contact Brent Council have you used or would be likely to use in the future?
Note: a comparison to 2021 is not available for "Brent Council website" due to a change in the answer options for this question.

▲ Significantly better than average
▼ Significantly poorer than average

Brent Council website use

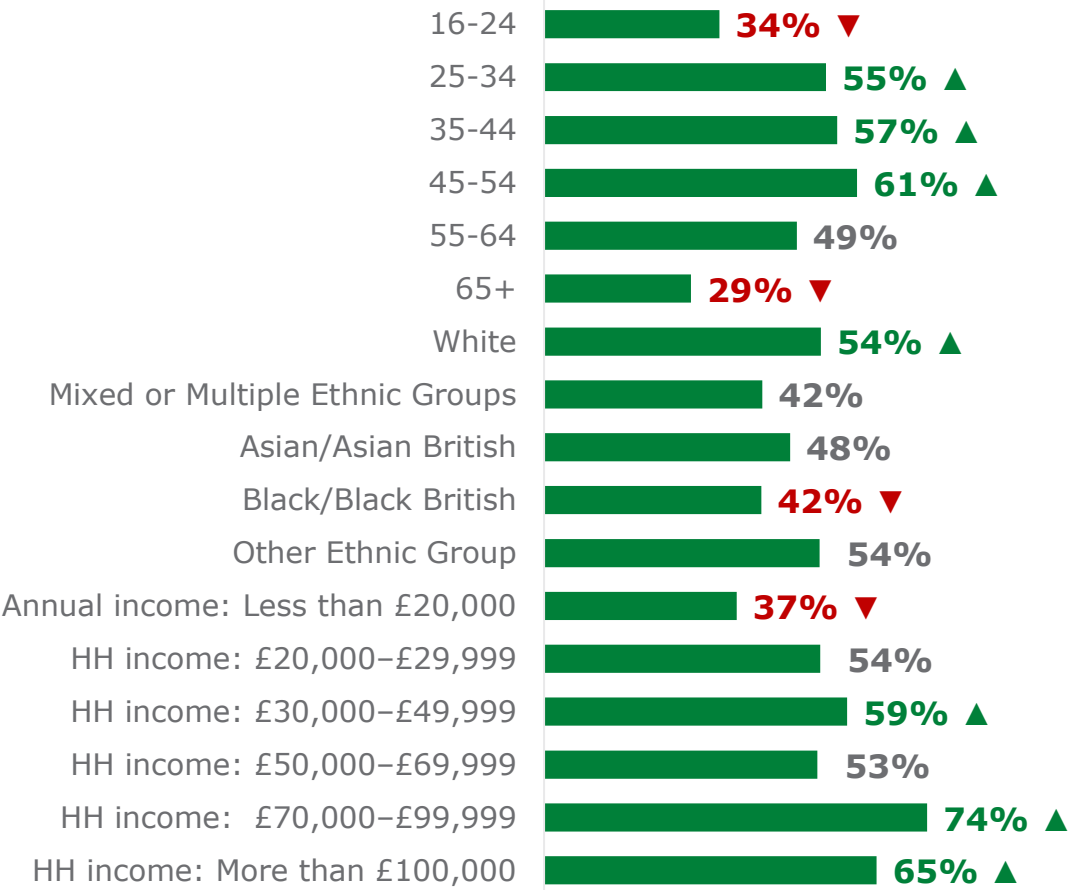
Almost half of residents have used the Brent Council website in the last year (49%). Those aged 25-54 (55-61%), and White residents (54%) are significantly more likely to have used it, while the reverse is true for older (65+: 29%) and Black residents (42%).

Have you used the Brent Council website in the last 12 months?



Base: All Respondents (2,207) Q013 Have you used the Brent Council website in the last 12 months?

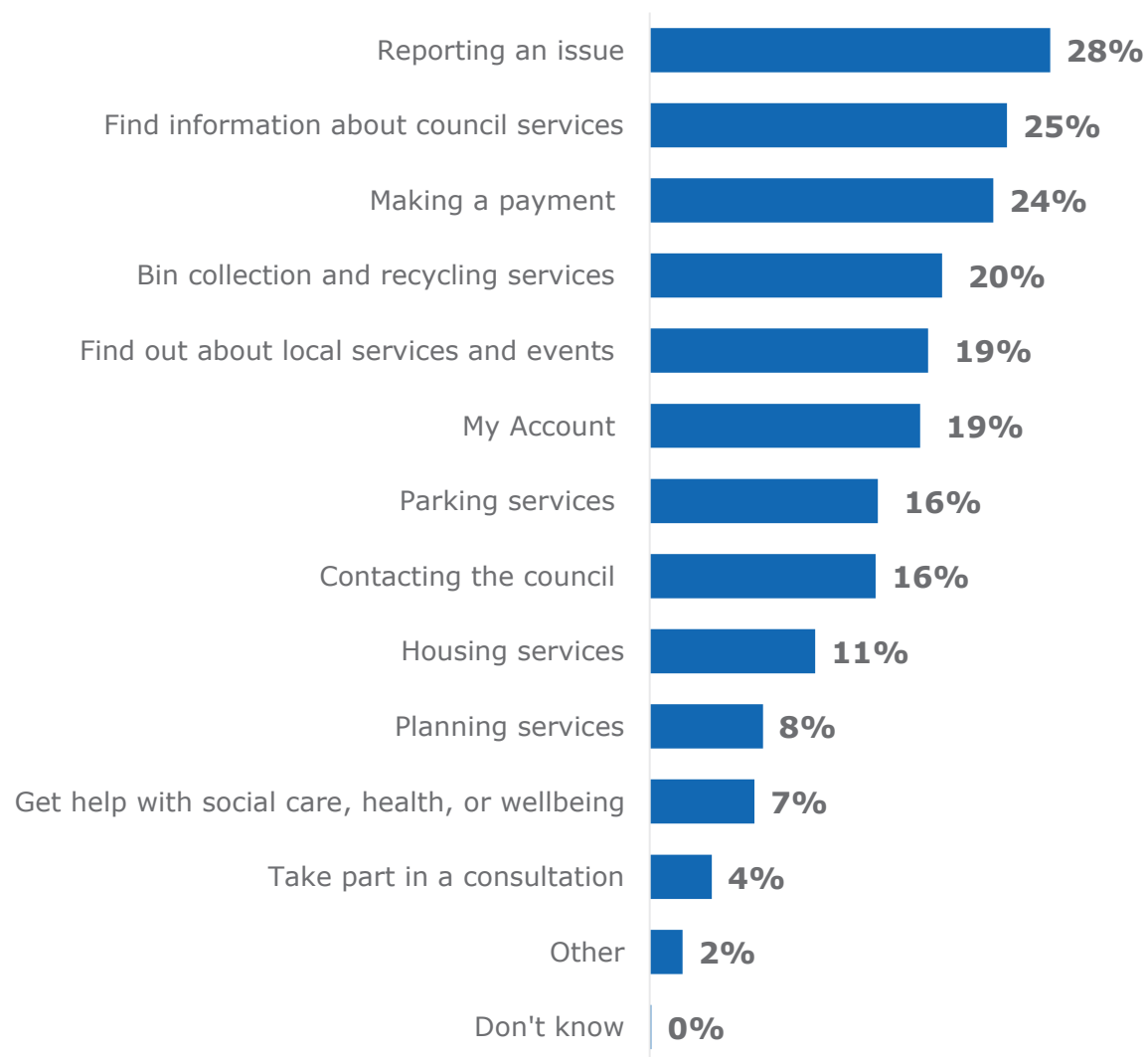
Used website subgroup analysis



▲ Significantly better than average ▼ Significantly poorer than average



Reasons for using Brent's website



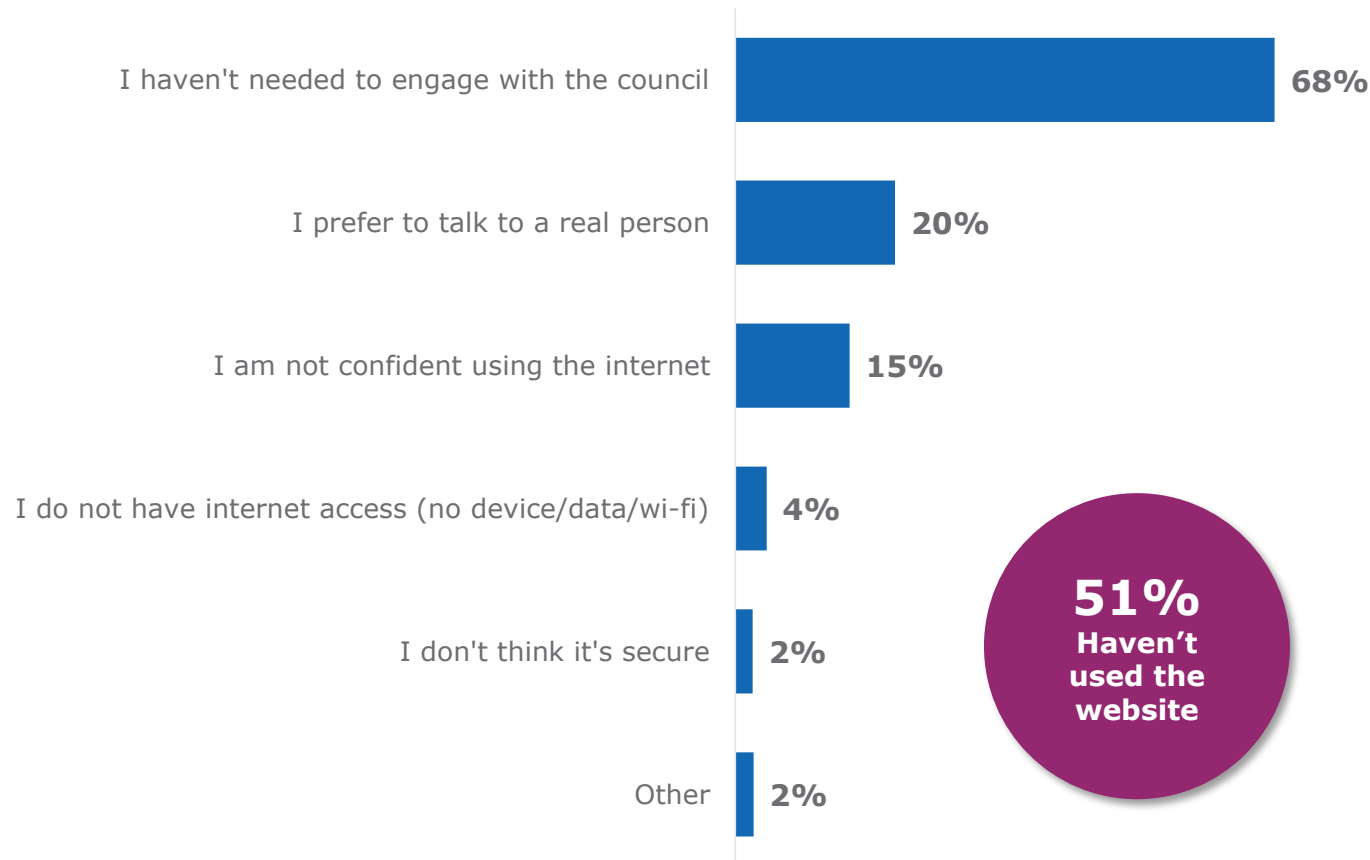
The spread of results indicates that Brent residents use the website for a wide variety of reasons. The most common use is reporting an issue (28%), which narrowly comes ahead of finding information about council services (25%) and making payments (24%).

Certain groups are significantly more likely to use the website to report an issue: 65+ (39%), Black/Black British (37%), those with limiting long-term health conditions (42%). Meanwhile, the younger age groups are more likely than average to use it to find out information about local services and events (16-24: 31%; 25-34: 23% cf. 19% average).



Reasons for not using Brent's website

A lack of need is by far the top reason for not using the website, accounting for around two in three non-users (68%). One in seven non-users lack the digital skills to access the website (15%).



Older residents who do not use the website are significantly more likely to want to talk to a real person (55-64: 30%; 65+: 34%) or not feel confident using the internet (65+: 37%).

Other groups significantly more likely to not feel confident using the internet include: women (17%) and those with limiting long-term health conditions* (26%).

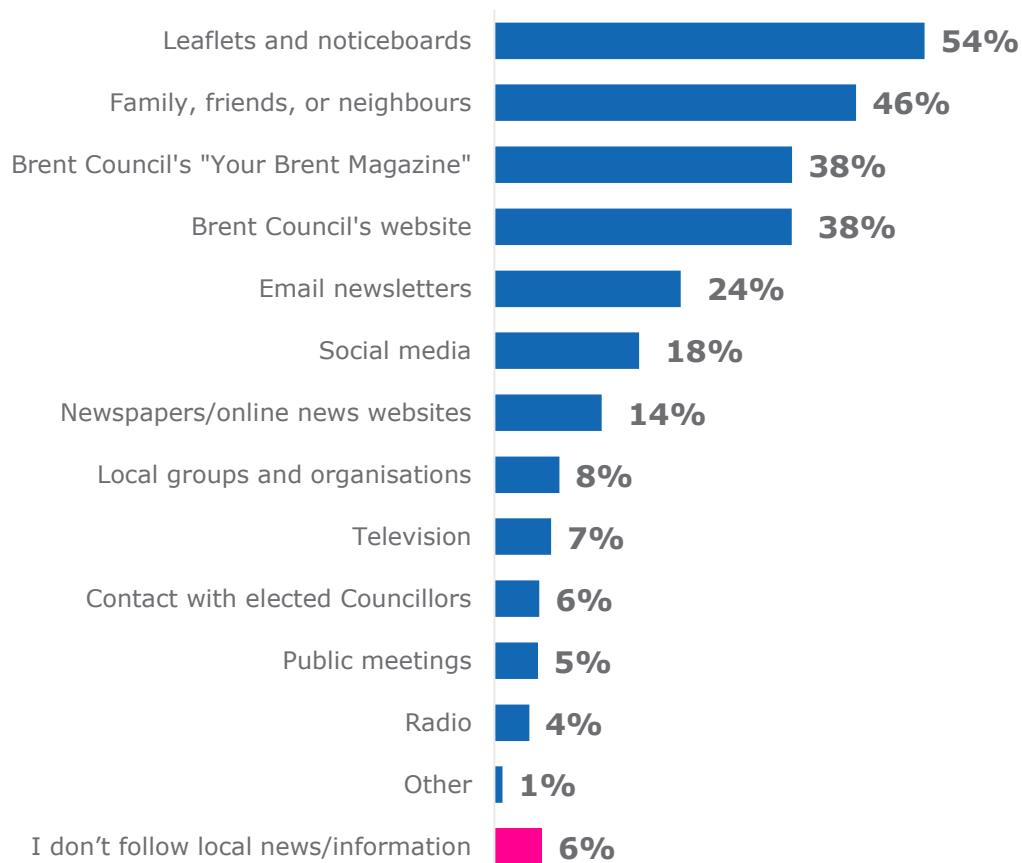
Base: Website non-users (1,124) Q015 Why don't you use the Brent Council website?

***Note:** this refers to individuals who say their day-to-day activities are limited because of a health problem or condition which has lasted or is expected to last for 12 months or more



Local information sources

Leaflets/noticeboards (54%), friends/family (46%), Your Brent Magazine (38%), and the Brent Council website (38%) are the most common sources of information for Brent residents.



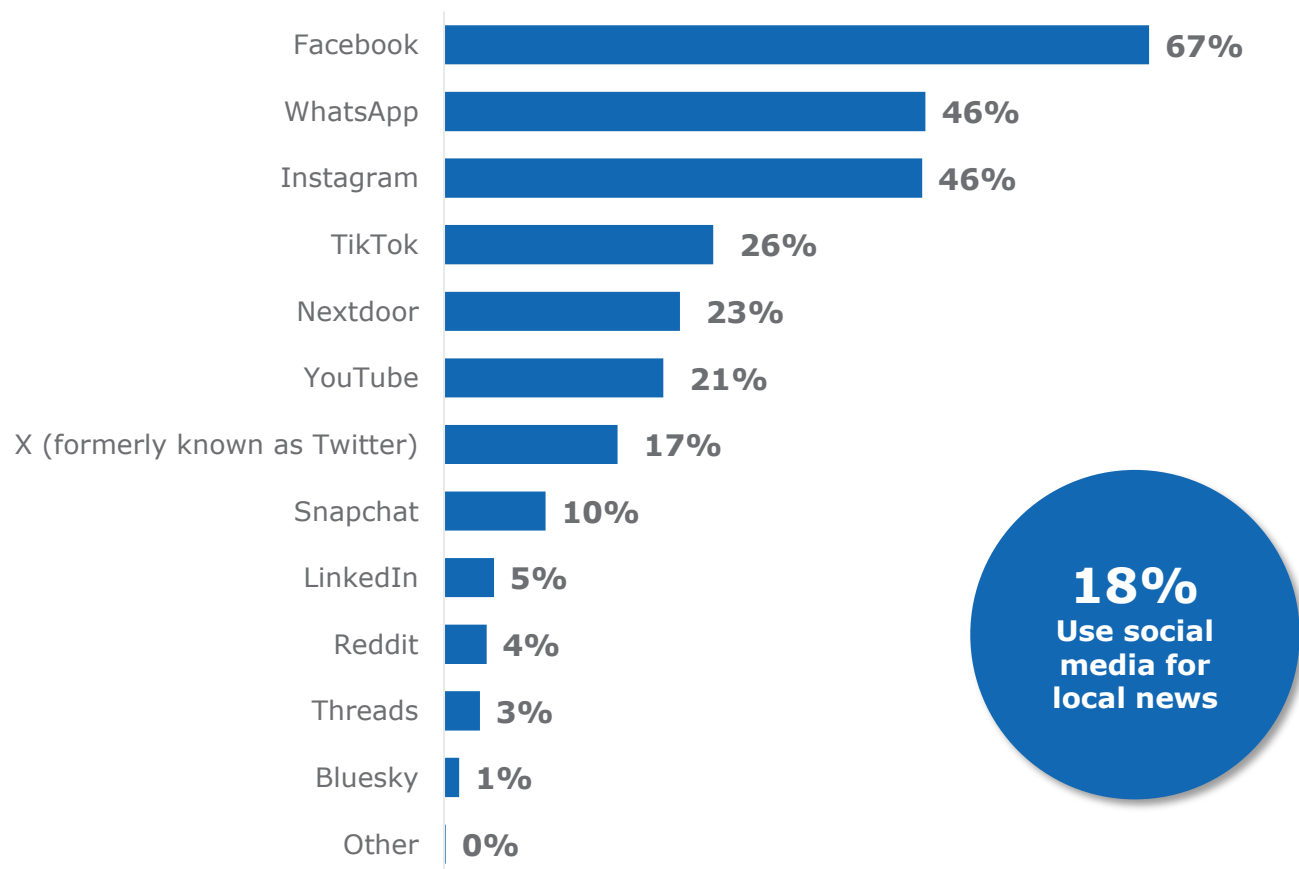
Residents aged 16-24 are significantly more likely to get information from social media (35%), and to not follow local news/information (12%).

Residents age 65+ are significantly more likely to get information from leaflets/noticeboards (60%), friends/family (59%), Your Brent Magazine (48%), television (10%), and public meetings (8%).



Social media channels used for local news

The majority of residents who use social media for local news/information use Facebook (67%). WhatsApp (46%) and Instagram (46%) are also commonly used.



Residents aged 16-24 who use social media for news are significantly more likely to use WhatsApp (56%) and TikTok (36%).

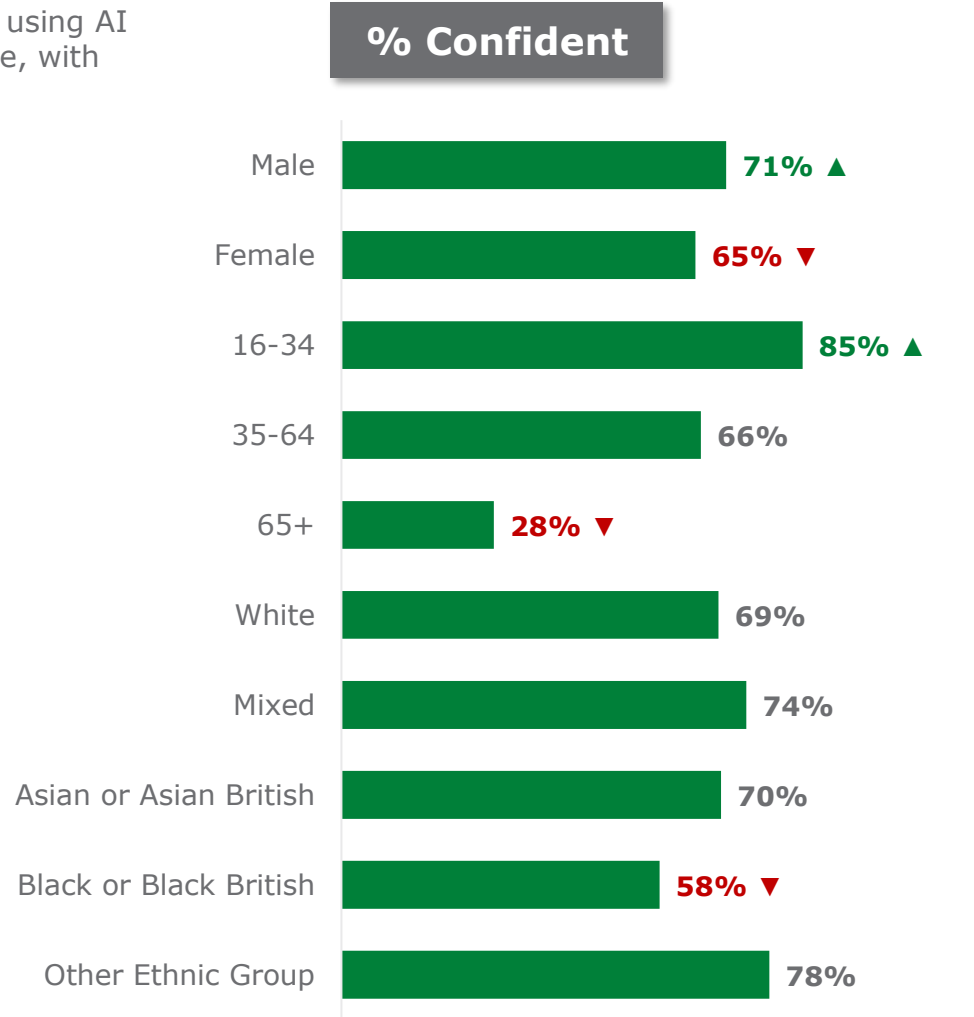
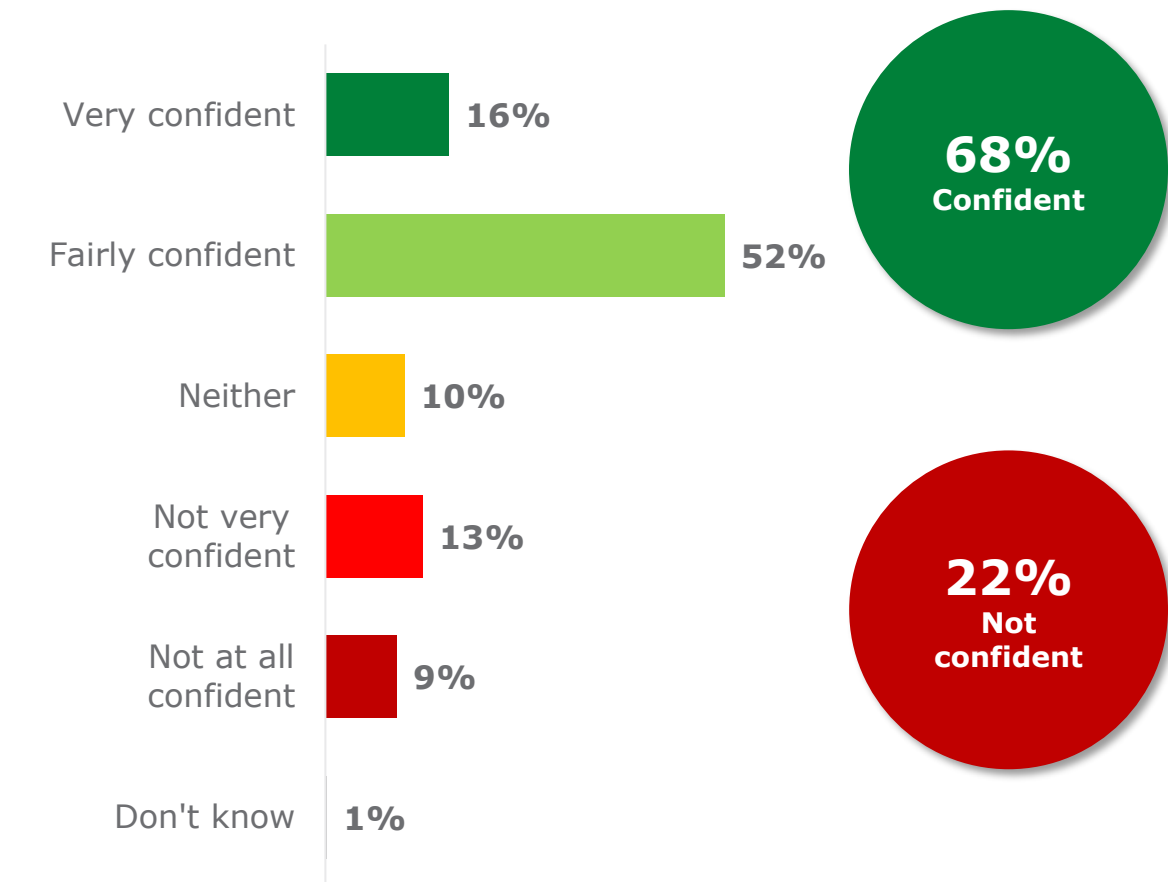
Residents aged 25-34 who use social media for news are significantly more likely to use X/Twitter (23%).

Sentiment towards AI

Page number	Question Text
<u>38</u>	<u>How confident do you feel in your ability to use Artificial Intelligence (AI) tools?</u>
<u>39</u>	<u>To what extent do you agree or disagree with the following statement? "I am comfortable with the council using AI to help deliver services."</u>

Personal confidence in using AI

Despite the technology being relatively new, three times as many residents feel confident in using AI tools as do not feel confident (68% cf. 22%). As might be expected, confidence falls with age, with just over a quarter (28%) of those aged 65+ feeling confident.



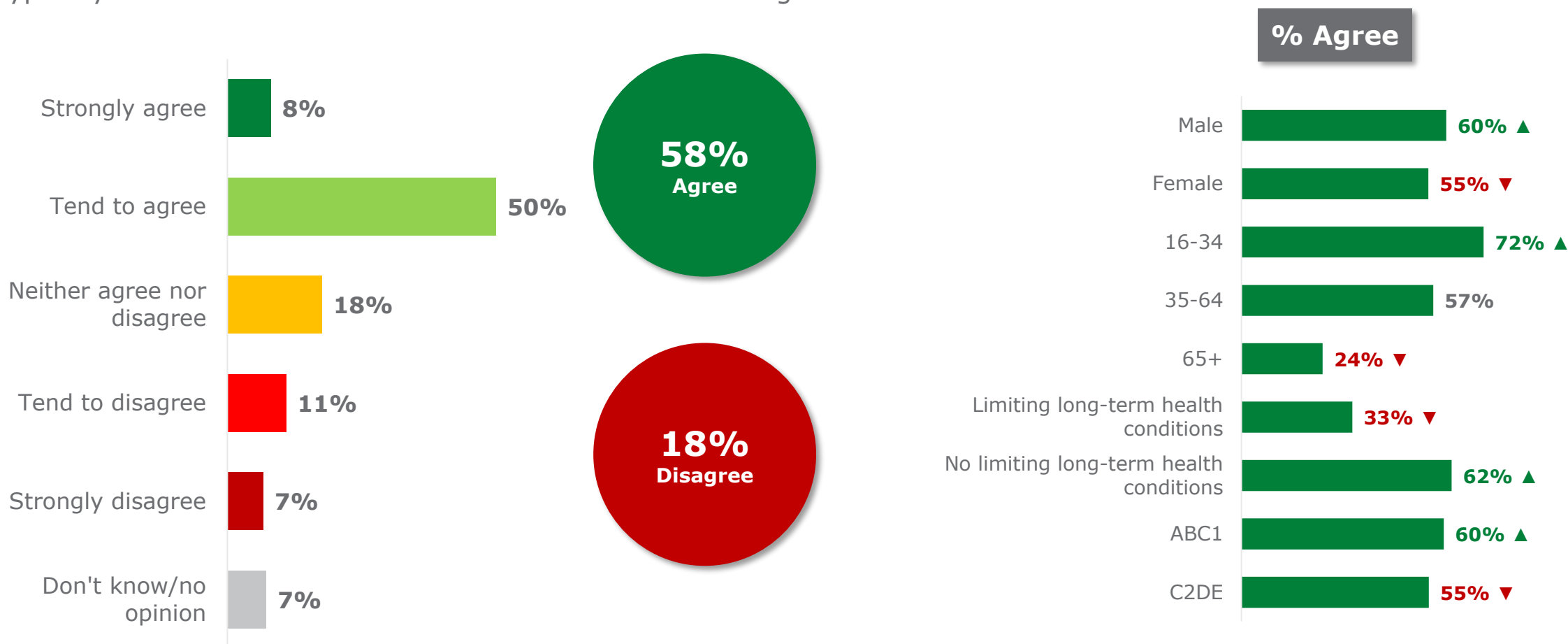
Base: All Respondents (2,207) Q016 How confident do you feel in your ability to use Artificial Intelligence (AI) tools?
UK national average figures taken from [accessed 01/09/2026]: <https://www.gov.uk/government/publications/ai-skills-for-life-and-work-general-public-survey-findings/ai-skills-for-life-and-work-general-public-survey-findings>

▲ Significantly better than average
▼ Significantly poorer than average



Comfort with council using AI

The majority are comfortable with Brent Council using AI in service delivery (58%), but it should be noted that around one in five residents feel uncomfortable with this (18%). The groups who are confident in their AI skills are typically more comfortable with the idea of the council using AI.



Base: All Respondents (2,207) Q017 To what extent do you agree or disagree with the following statement..."I am comfortable with the council using AI to help deliver services."

▲ Significantly better than average

▼ Significantly poorer than average

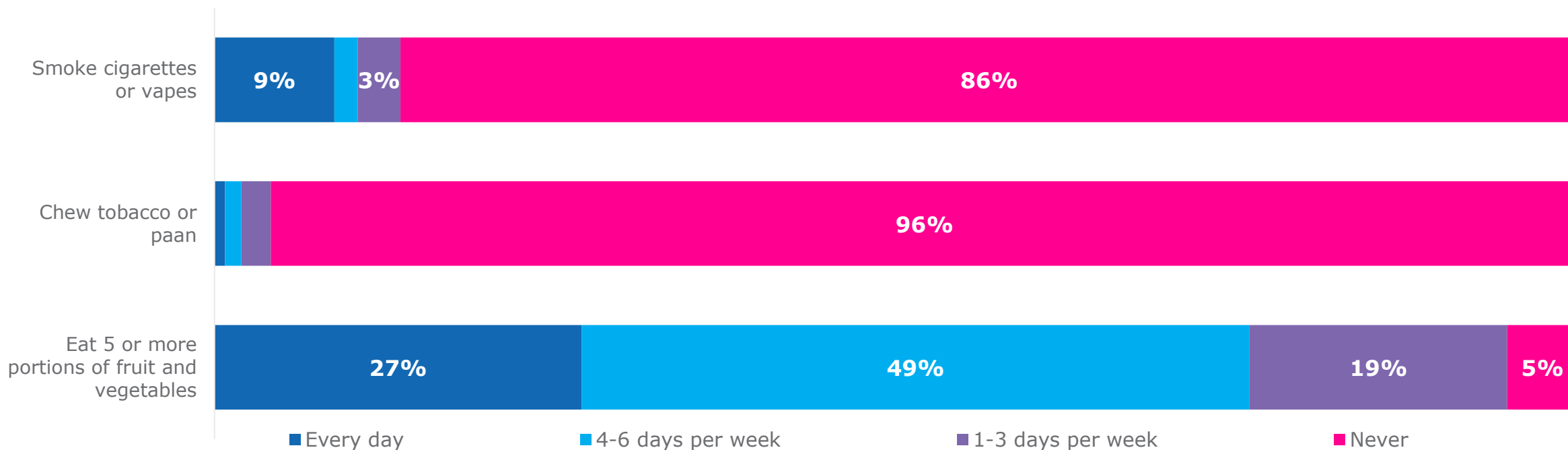
Health and wellbeing

Page number	Question Text
<u>41</u>	<u>How often do you do the following in a typical week?</u>
<u>42</u>	<u>To what extent do you agree or disagree with the following statements about food availability in your local area?</u>
<u>43</u>	<u>At the present time are you... (weight change)</u>
<u>44</u>	<u>How often do you feel lonely?</u>
<u>45</u>	<u>Would you like to change any of these aspects of your health?</u>



Frequency of health-related behaviours

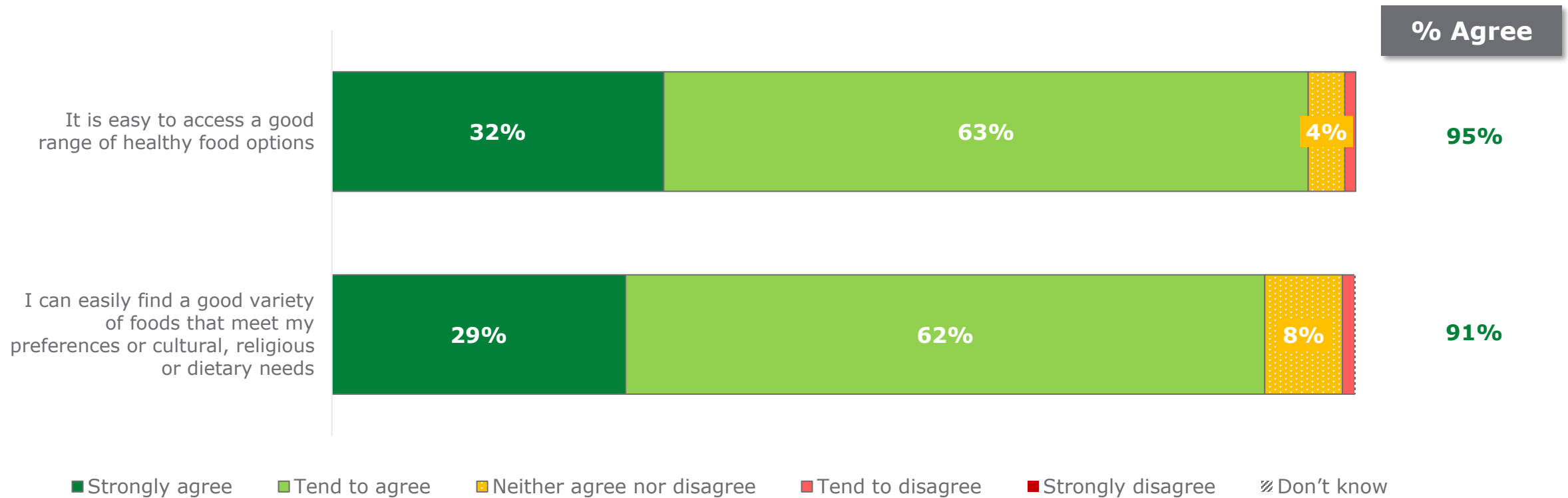
The majority of Brent residents do not smoke/vape (86%), or chew tobacco/pan (96%). Around one quarter eat 5+ portions of fruit/vegetables per day (27%). A small number never eat 5+ portions of fruit/vegetables in a typical week (5%). Women are eight percentage points more likely to say that they never smoke cigarettes or use vapes (90% cf. 82%), while those aged 65 or over are 20% points more likely than those 16-24 to report eating five or more portions of fruit and vegetables every day (37% cf. 17%).





Perceptions of access to food in the local area

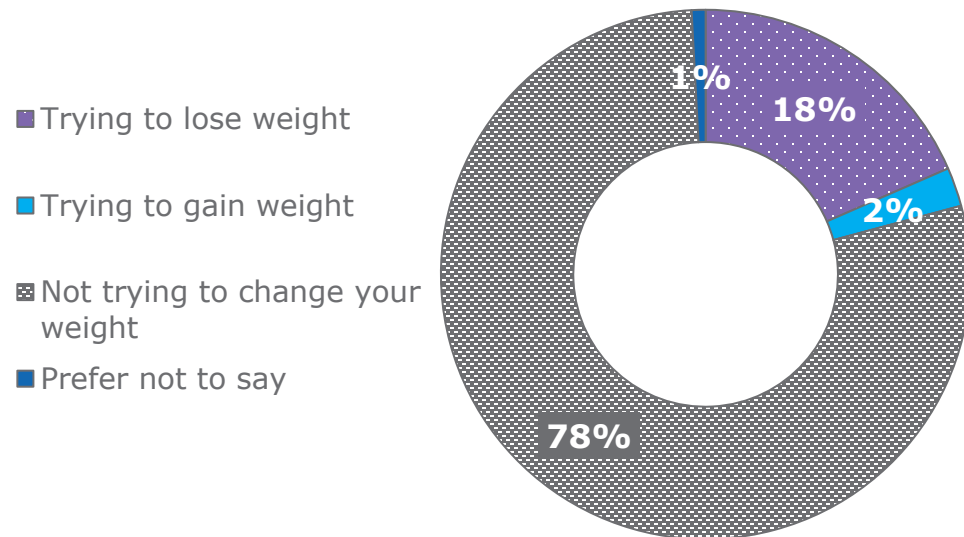
The majority of residents agree that they can easily access a range of healthy options (95%), and that they can access a variety of food which meets their needs (91%). Those aged 16-24 are more likely to strongly agree that it is easy to access a good range of health food options (41% cf. 32%).



Weight goals

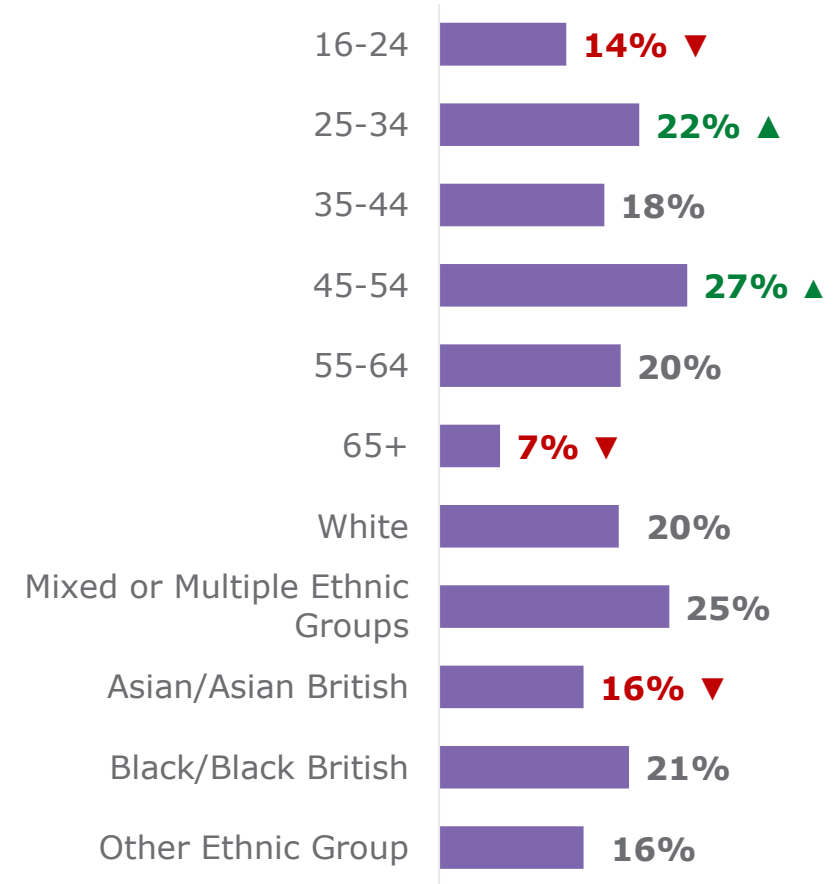
Around one in five residents are attempting to lose weight (18%). Residents age 25-34 (22%) and 45-54 (27%) are significantly more likely to be trying to lose weight. A small minority of residents are attempting to gain weight (2%).

At the present time are you...



Base: All Respondents (2,207) Q026 At the present time are you.

Trying to lose weight subgroup analysis



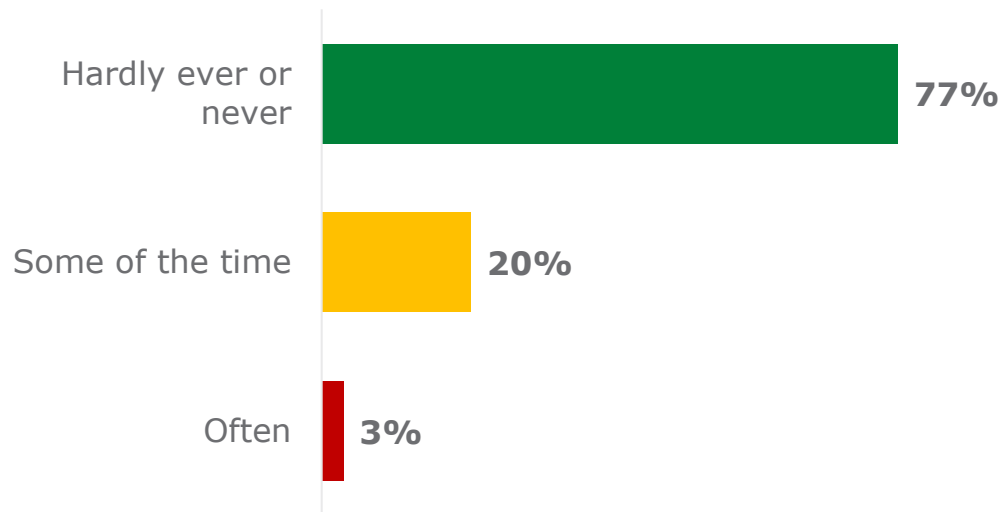
▲ Significantly poorer than average

▼ Significantly better than average

Loneliness frequency

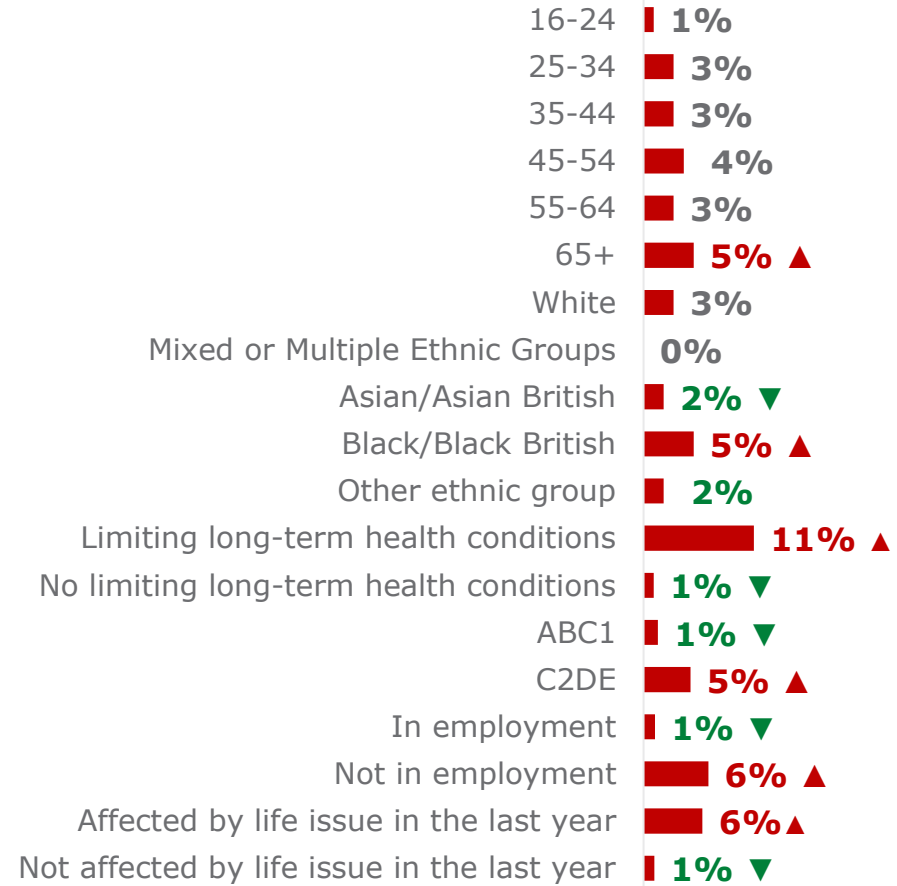
Around one in five residents feel lonely sometimes (20%), while a small proportion feel this way often (3%). Those age 65+ (5%), Black/Black British residents (5%), those with limiting long-term health conditions (11%), C2DEs (5%) and those not in employment (6%) are significantly more likely to feel lonely.

How often do you feel lonely?



Base: All Respondents (2,207) Q027 How often do you feel lonely?

Often lonely demographic breakdown



Significantly poorer than average

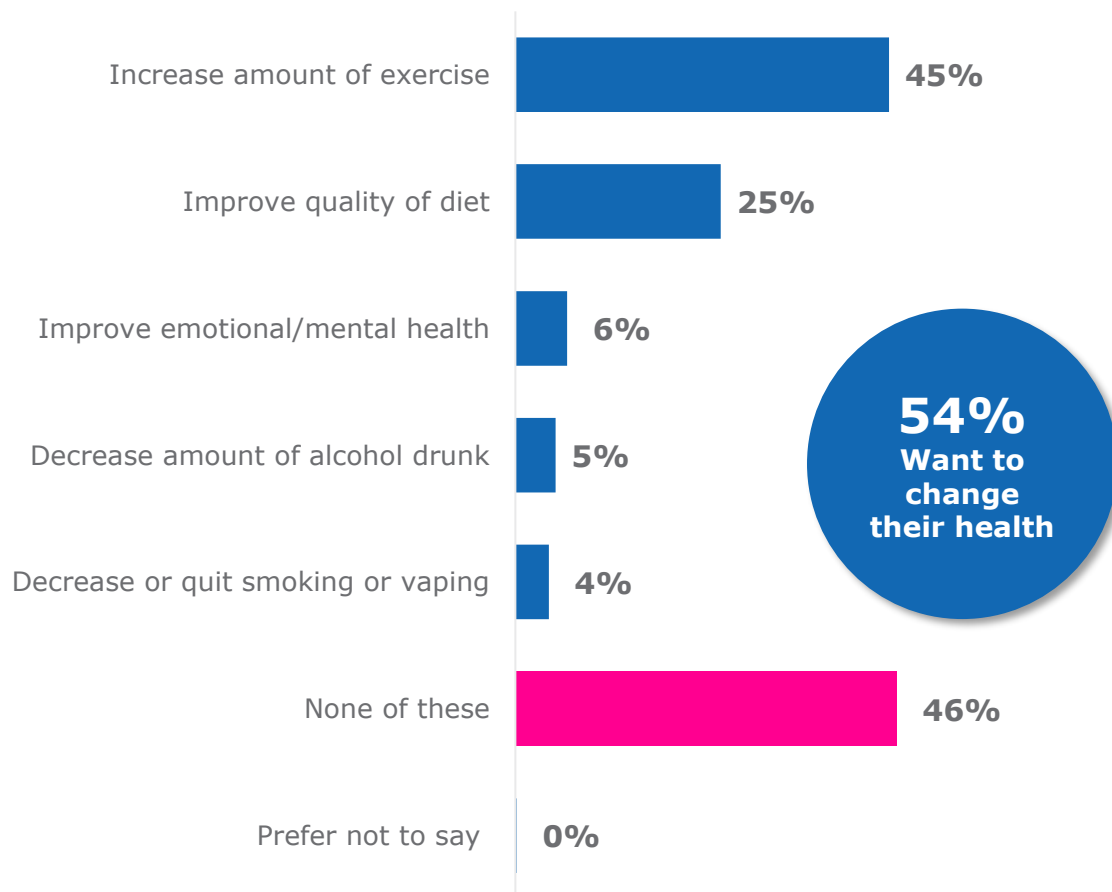


Significantly better than average



Desire to change aspects of health

Nearly half of residents want to increase the amount of exercise they do (45%) and a quarter of residents want to improve their diet (25%). Interestingly, one in five (21%) of those who smoke or vape say that they would like to decrease or quit.



Significantly more likely to want to increase the amount of exercise they do: residents age 16-24 (57%), 45-54 (51%), Asian/Asian British (50%).

Significantly more likely to want to improve their quality of diet: women (27%), residents age 16-24 (30%).

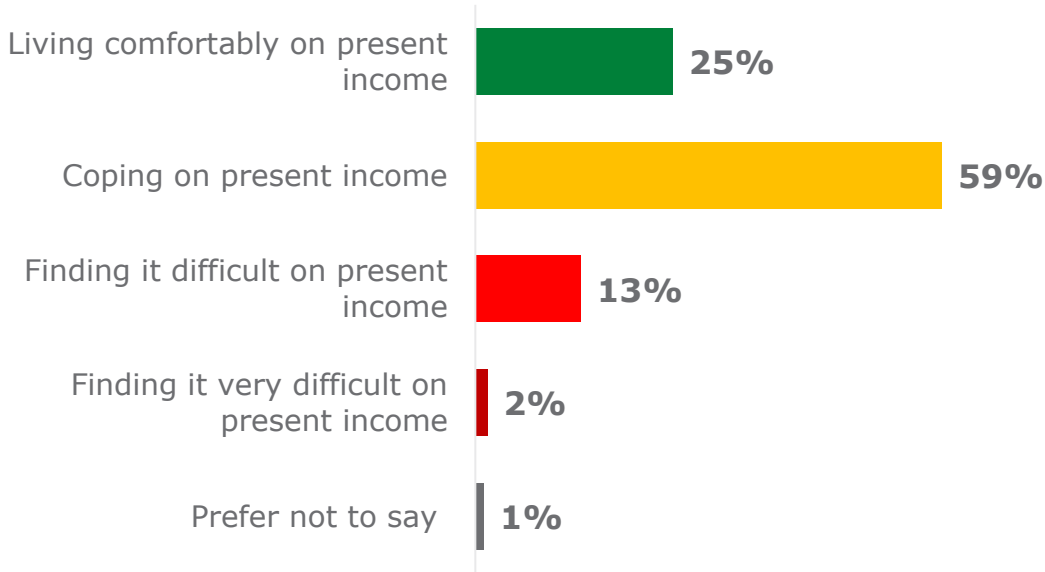
Significantly more likely to not want to change their health: residents aged 65+ (66%), those on less than £20,000 p/a (56%), C2DEs (52%), and IMD quintile 4 (56%).

Financial wellbeing and household circumstances

Page number	Question Text
<u>47</u>	<u>Which of these descriptions comes closest to how you feel about your household income nowadays?</u>
<u>48</u>	<u>Have you been affected by any of the following in the last 12 months?</u>
<u>49</u>	<u>Which of the following best describes the main income earner's occupation in your household?</u>
<u>50</u>	<u>Can you tell me in which broad category you would place your total annual household income (i.e. including income for all household members) before tax and deductions?</u>

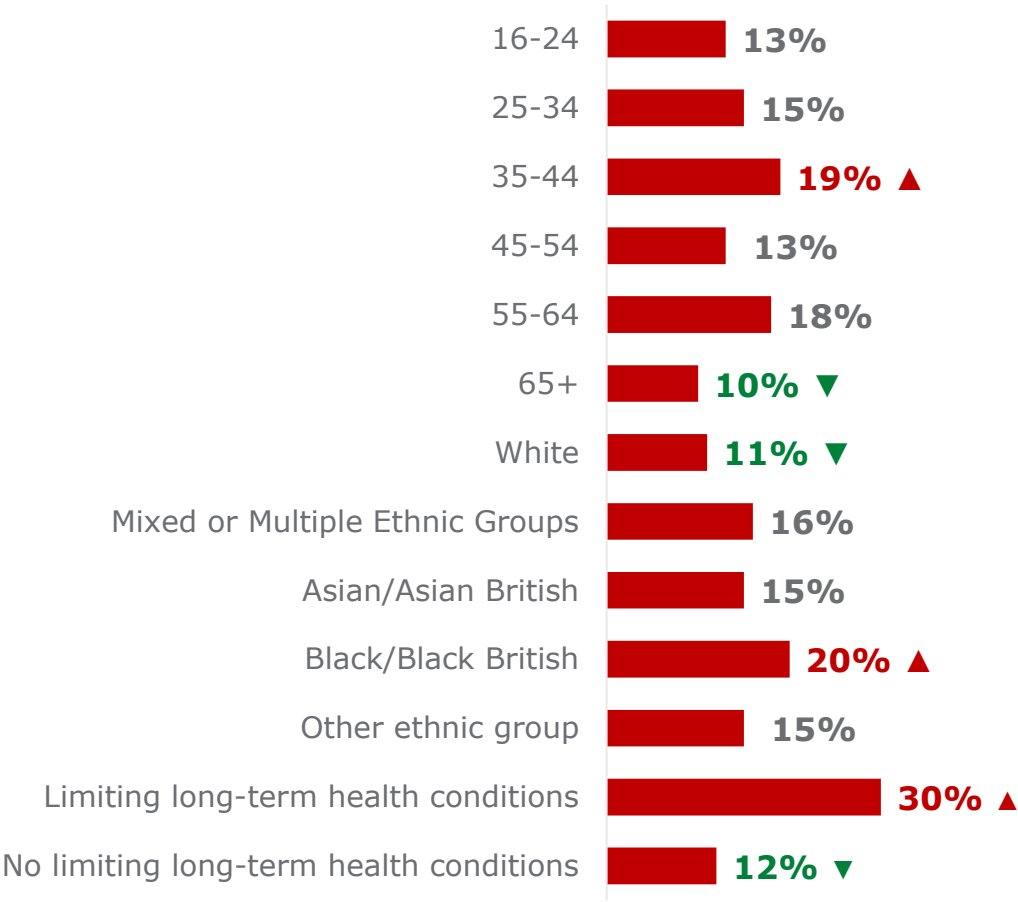
Perceptions of income

The majority of Brent’s residents state that they are at least coping despite the continued cost of living pressures (84%). One in seven are, however, finding it difficult (13%) or very difficult (2%), suggesting support is still needed. Those who are limiting long-term health conditions are particularly likely to be struggling (30%).



Base: All Respondents (2,207) Q030 Which of these descriptions comes closest to how you feel about your household income nowadays?

Difficult/very difficult demographic breakdown

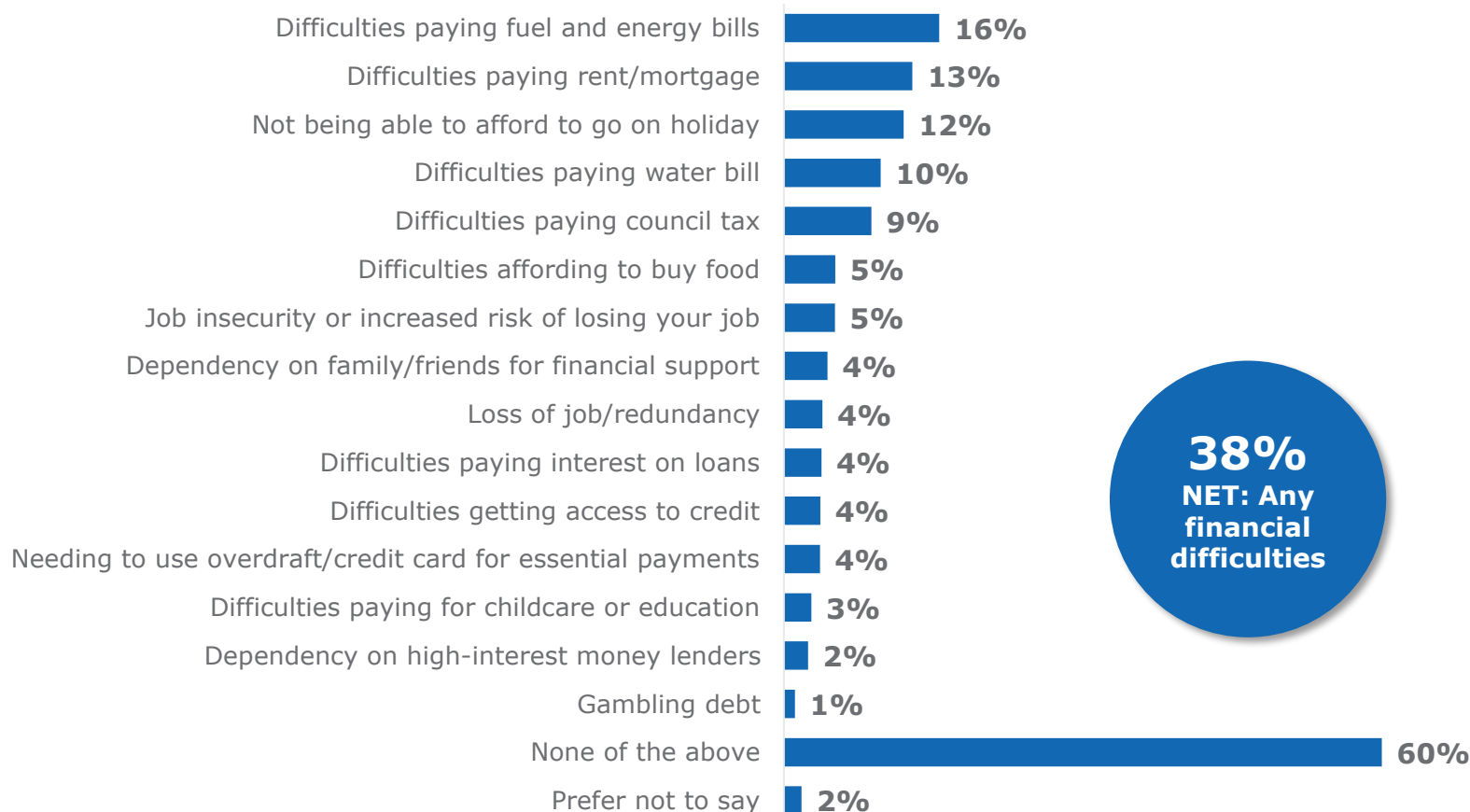


▲ Significantly poorer than average ▼ Significantly better than average



Recent financial difficulties

The majority of residents (60%) have not experienced financial difficulties in the last 12 months. Bills dominate the financial difficulties experienced, with fuel/energy bills (16%), rent/mortgage (13%), water (10%) and council tax (9%) making up four of the top five.



Women are significantly more likely to: have difficulties paying fuel and energy bills (17%) and have difficulties paying council tax (10%) compared to the average.

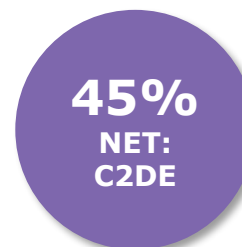
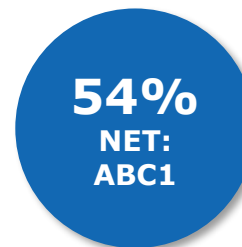
Residents aged 35-44 are significantly more likely to have experienced some form of financial difficulties (44%), specifically paying fuel and energy bills (21%) and rent/mortgage (18%).

Those aged 65+ are significantly more likely than average to say that they have not experienced any financial difficulties (73% cf. 60%).



Main income earner's occupation

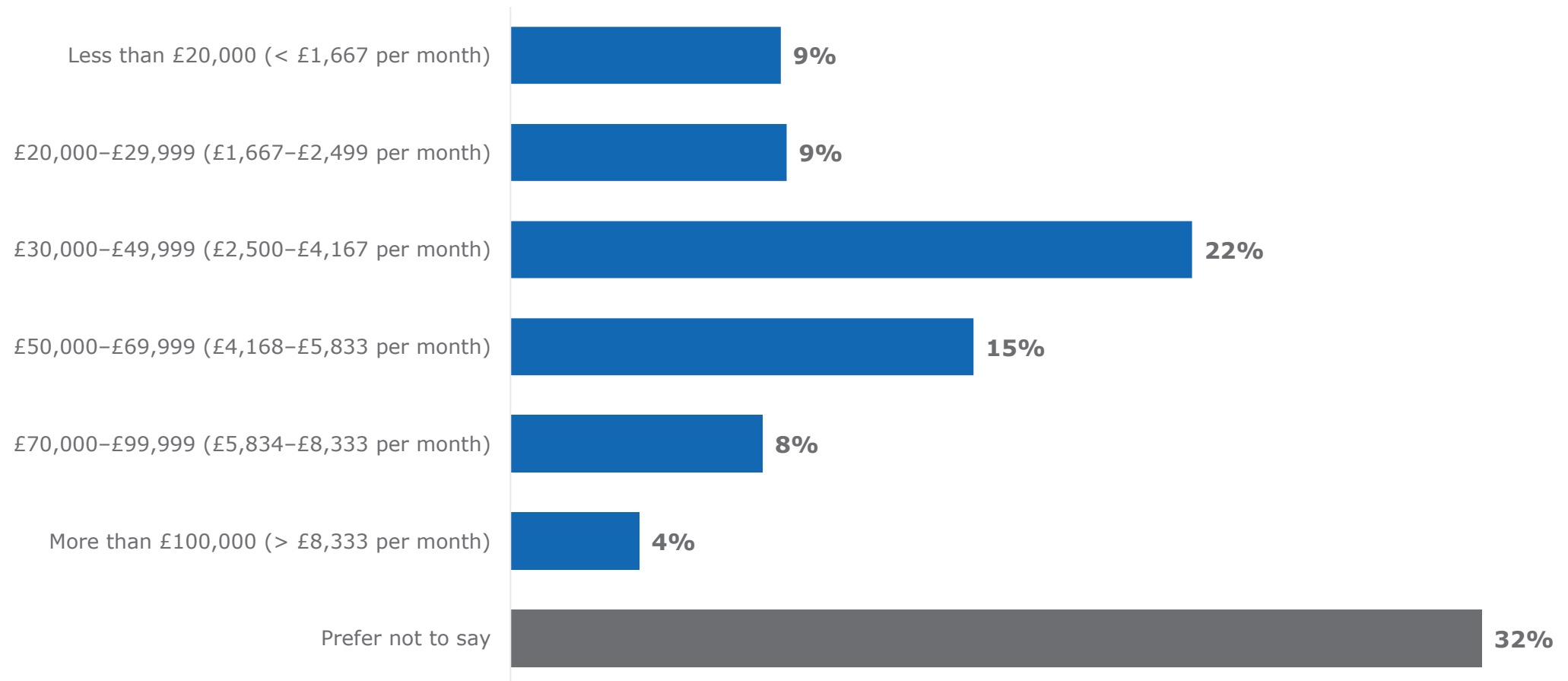
Residents are classified using the standard social grades, based on the main income earner's occupation: ABC1 covers managerial, administrative and professional roles, C2DE covers manual workers, pensioners and those on state benefits.





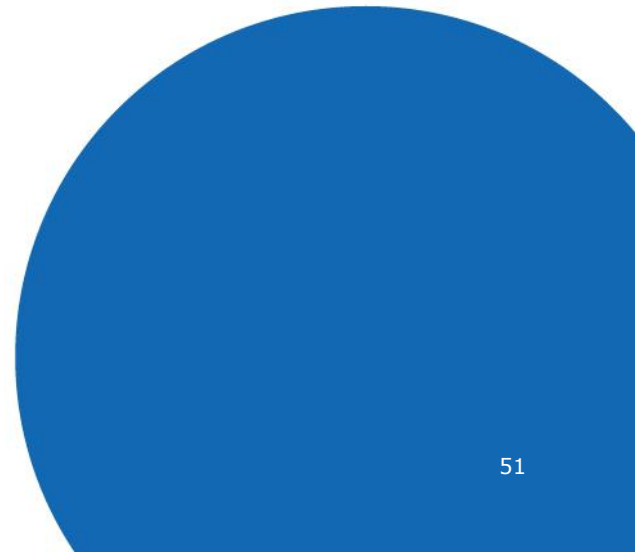
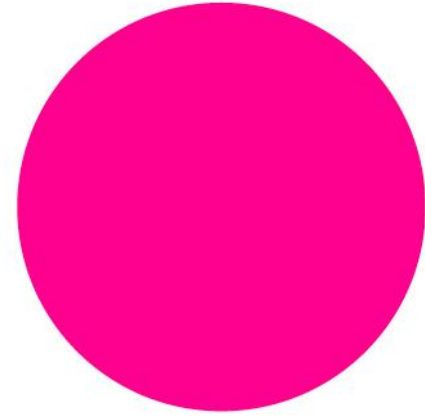
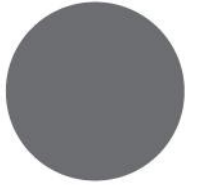
Household income

The £30,000–£49,999 band is the most common (22%), followed by £50,000–£69,999 (15%). Just under a fifth (18%) report a household income below £30,000, while 4% earn more than £100,000. However, it should be noted that almost a third of residents (32%) prefer not to disclose their household income.



Base: All Respondents (2,207) Q029. Can you tell me in which broad category you would place your total annual household income (i.e. including income for all household members) before tax and deductions?

Appendix: Detailed methodology





Detailed background and methodology

In total, 2,207 residents aged 16+ were interviewed across the borough (15 May – 30 July 2026) using a face-to-face approach, in-keeping with the methodology used in previous waves. A mix of door-to-door (1,846) and in-street (361) interviewing was used in order to obtain a diverse sample of residents from across the borough. Door-to-door sampling points were selected by stratifying Census Output Areas (OAs) within each ward by the 2025 Index of Multiple deprivation.

OAs were then randomly selected in line with the IMD profile of each ward to ensure representativeness. To increase the robustness of ward-level results, a target of approximately 100 interviews was set for each ward, although these results should still be treated with some caution due to them having larger confidence intervals.

To achieve a representative sample of residents, quotas were set by age, gender, disability, ethnicity and working status using the latest population statistics available at a ward level. To correct for any imbalances in the sample population and ensure that the final results are representative, the data were weighted by age and gender at a ward level. As well as this, results have been...

weighted relative to the population of each ward to ensure results are representative of Brent as a whole.

Significance testing

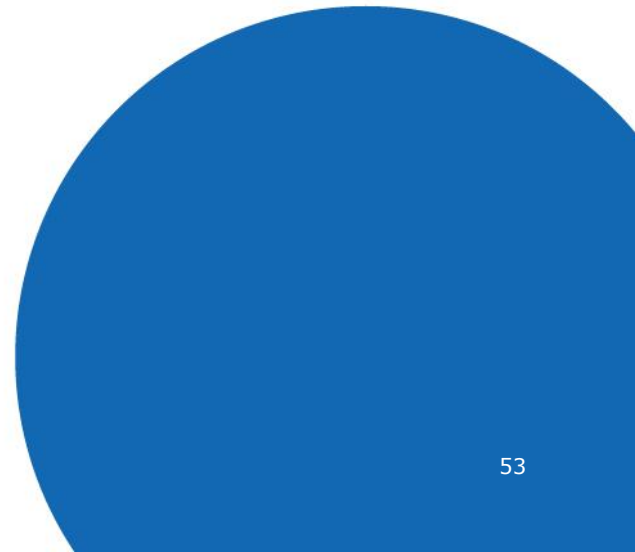
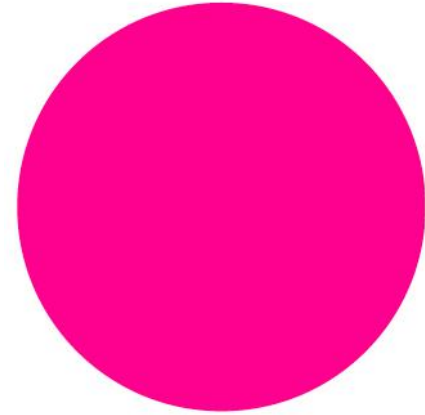
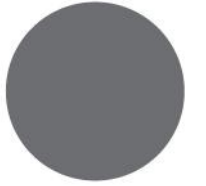
Chi-squared testing has been used to compare subgroups against the overall results for the council, while t-testing has been employed to test individual subgroups against each other as well as for wave-on-wave comparisons. These are displayed throughout the report using arrows.

How accurate are the results?

A sample size of 2,207 gives a confidence interval of +/- 2.1% based on a statistic of 50% at the 95% confidence interval.

This means we can be 95% confident that this figure lies between 47.9% and 52.1% had we interviewed every resident in the borough.

Appendix: **Weighting and** **demographics**



Respondent profile

Gender



48%
Man



52%
Woman

Economic activity status



69%
Active



31%
Inactive

Disability

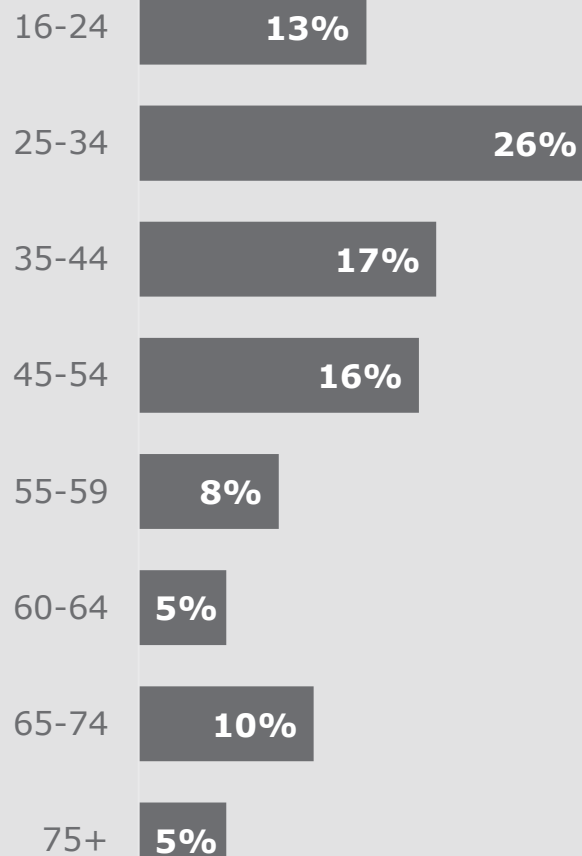


15%
Yes

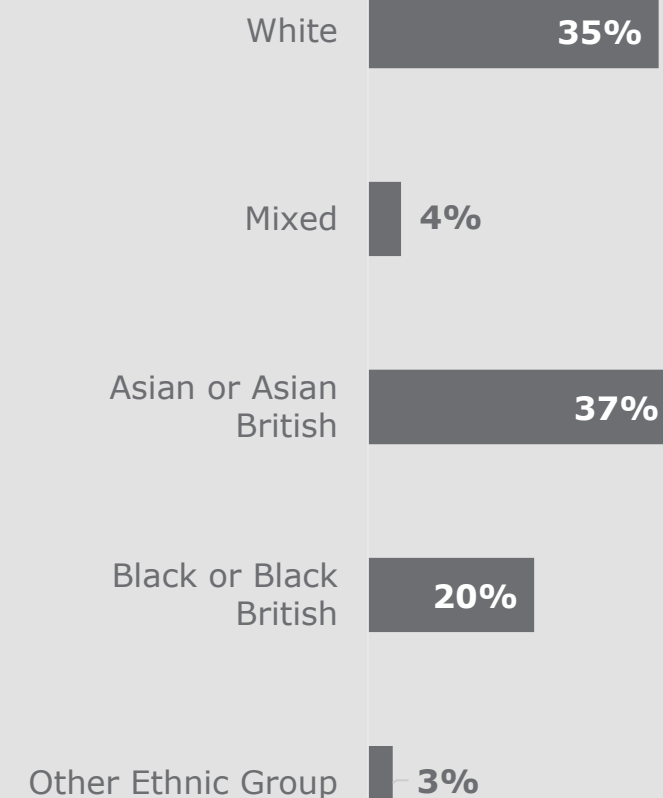


85%
No

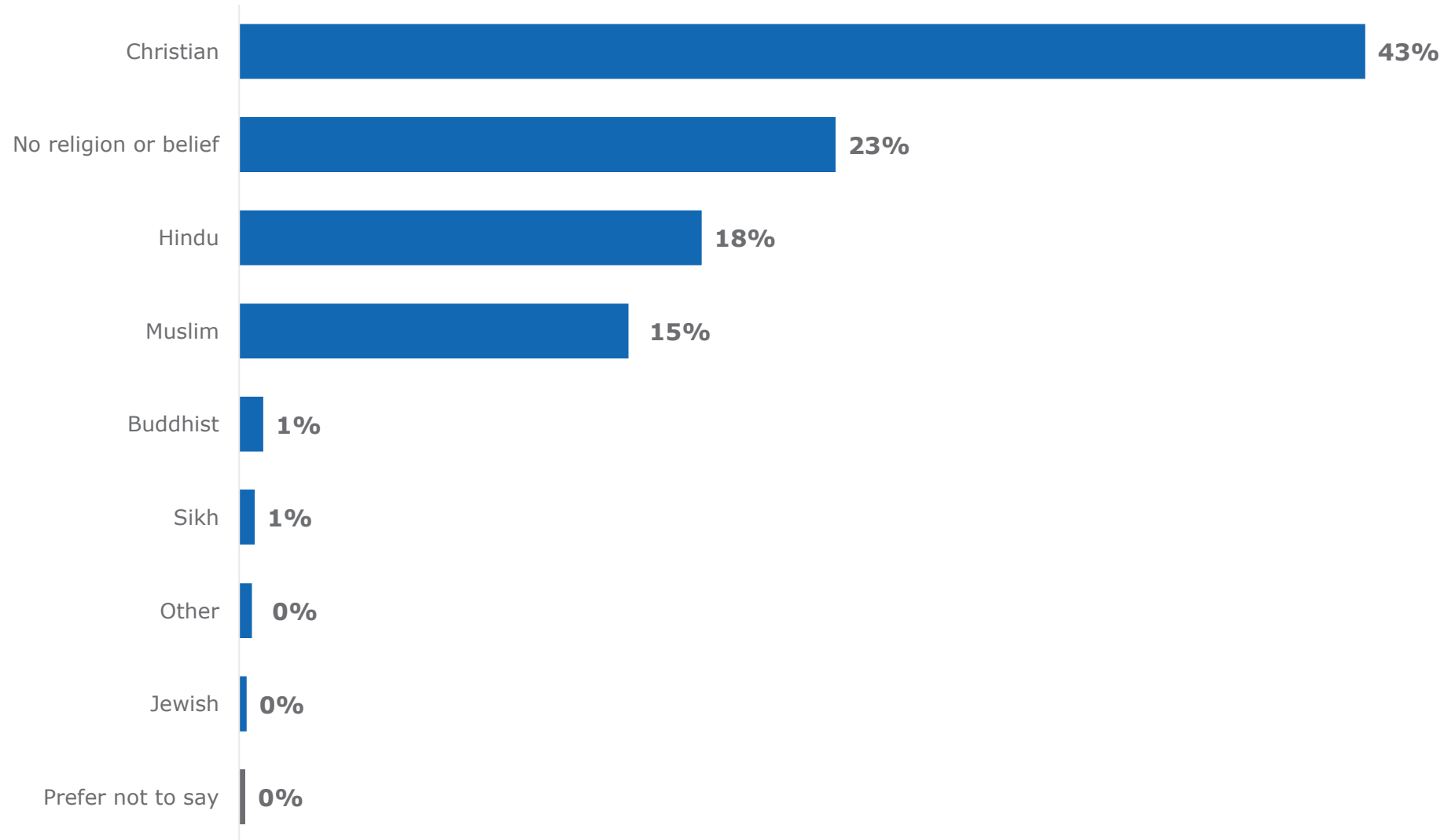
Age



Ethnicity



Religion

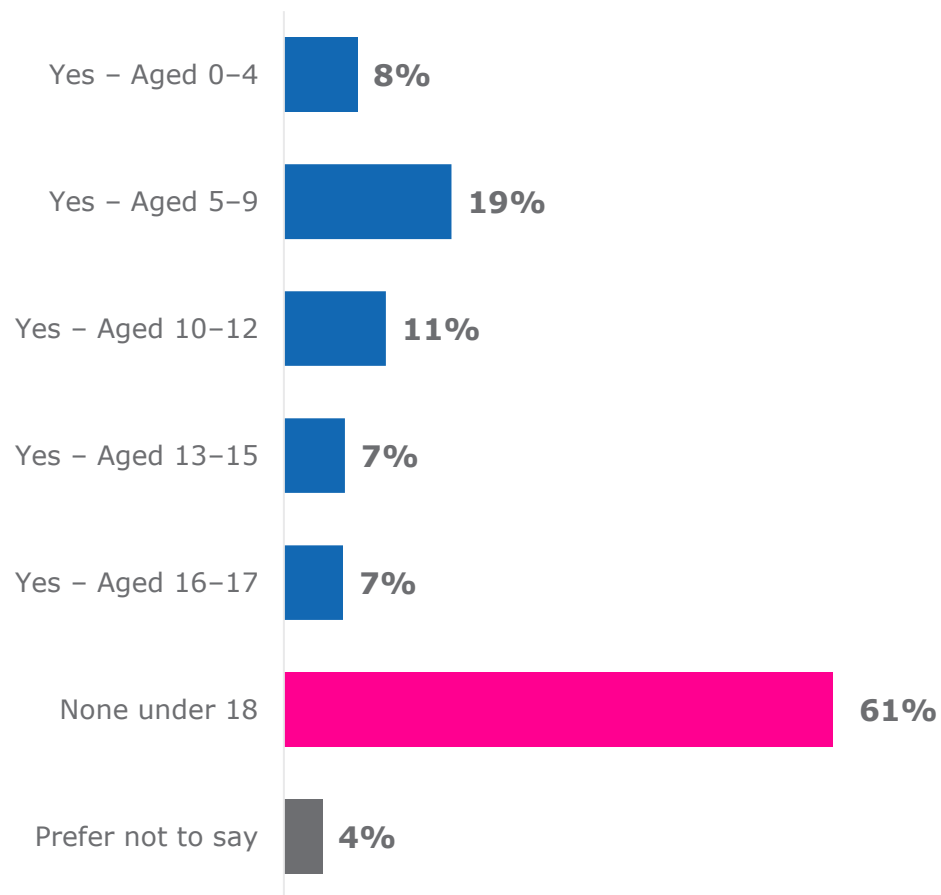


Base: All Respondents (2,207) Q038. What is your religion or belief?

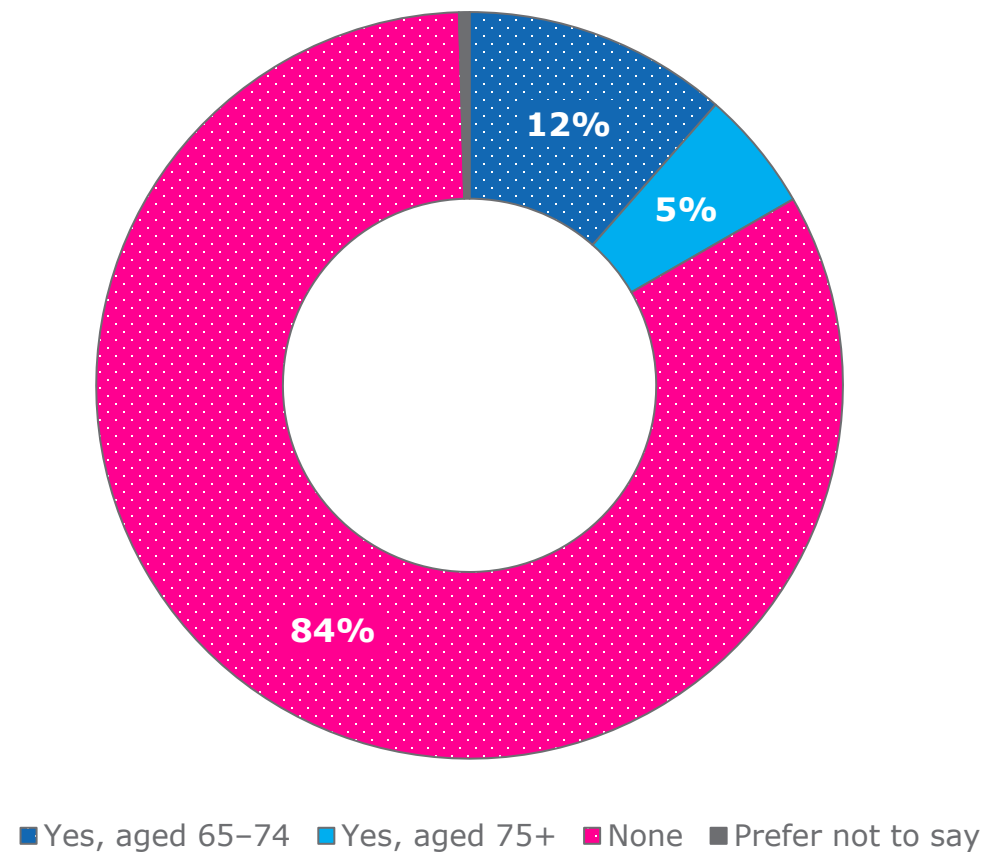
Household composition



Children in household

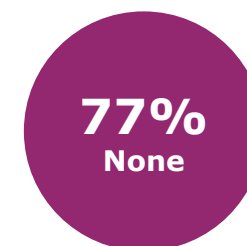
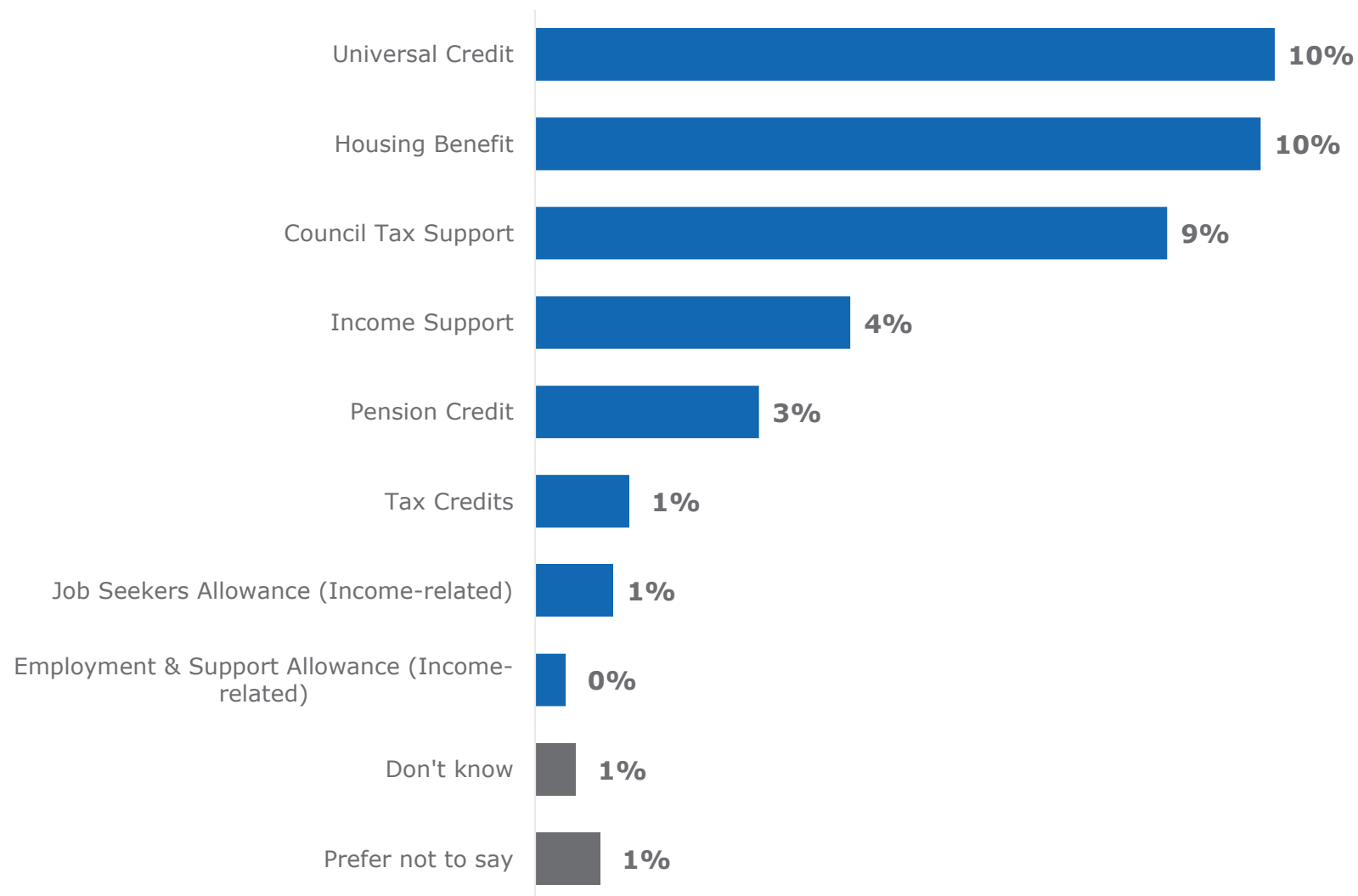


Over 65s in Household





Household benefits received

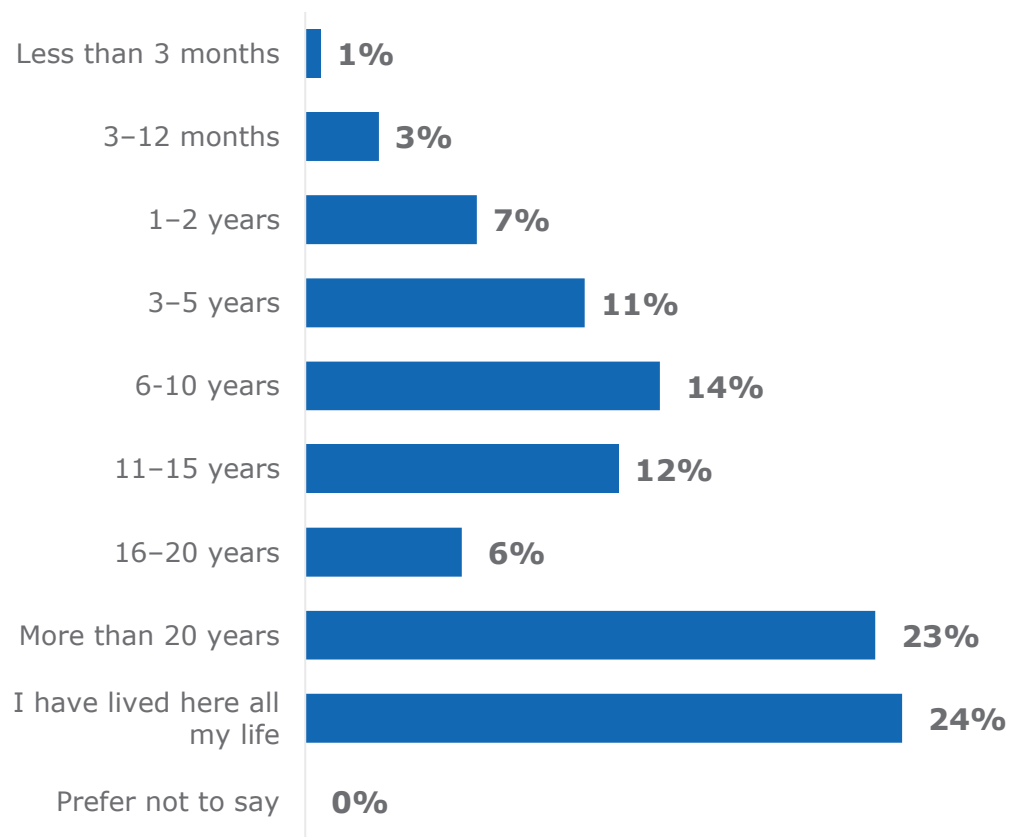


Base: All Respondents (2,207) Q036. Do you, or anyone in your household, currently receive any of these benefits?

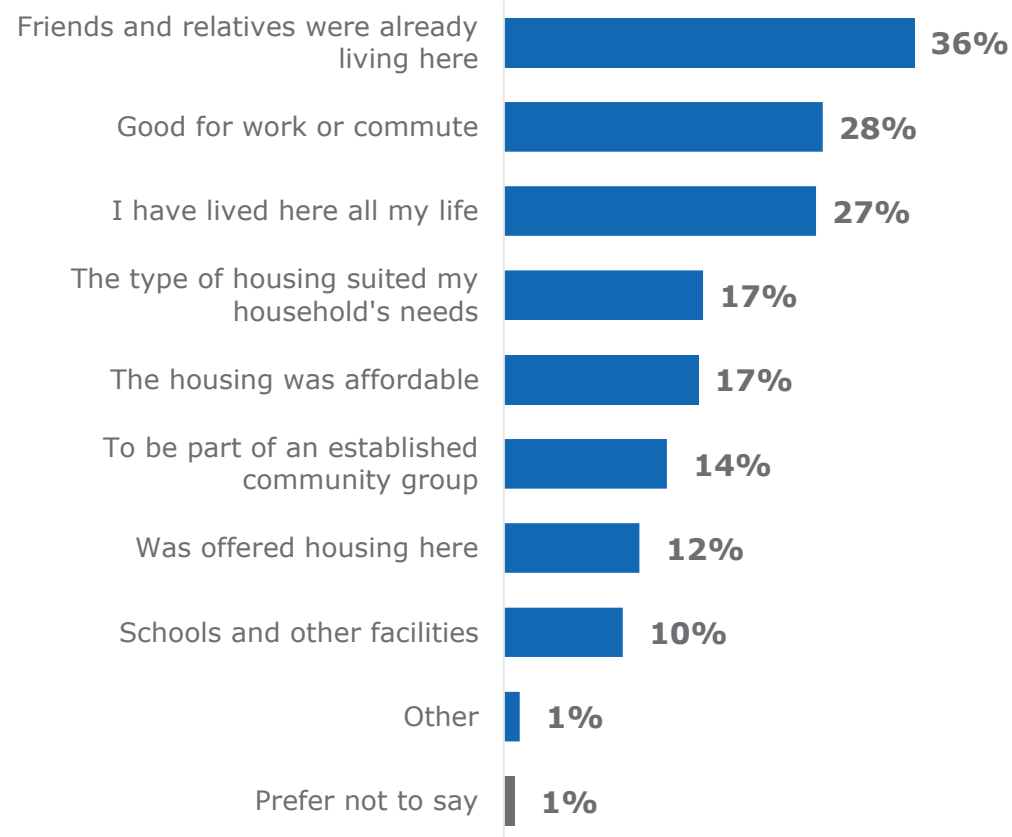


Length of time living in Brent and reason for moving

Length of time living in Brent



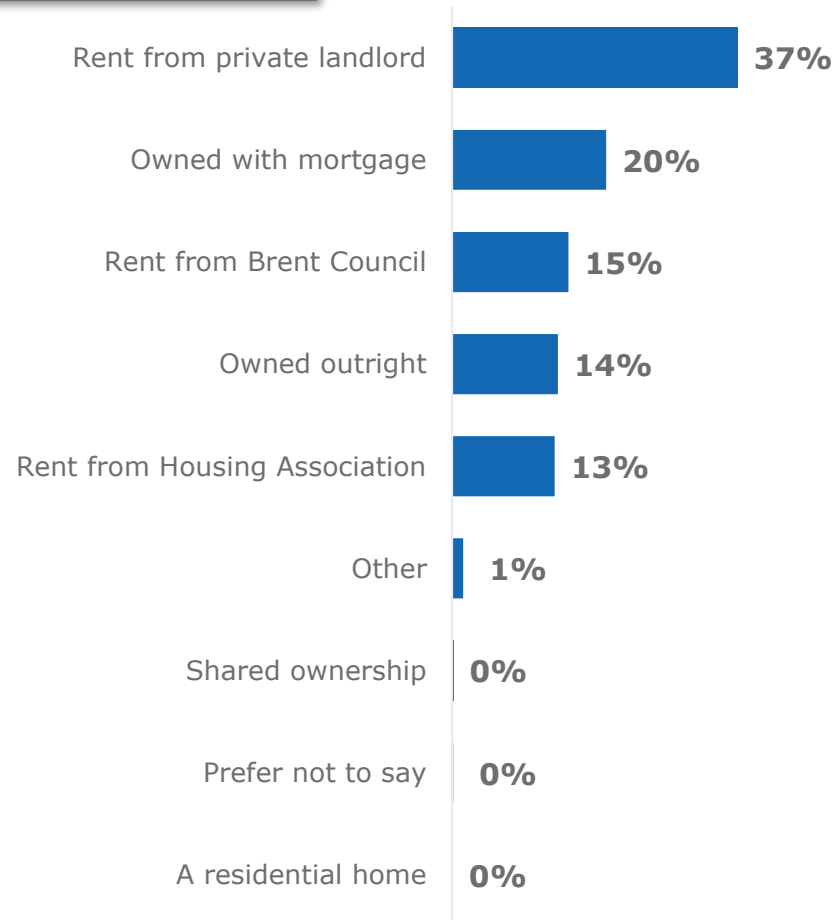
Reason for moving to Brent



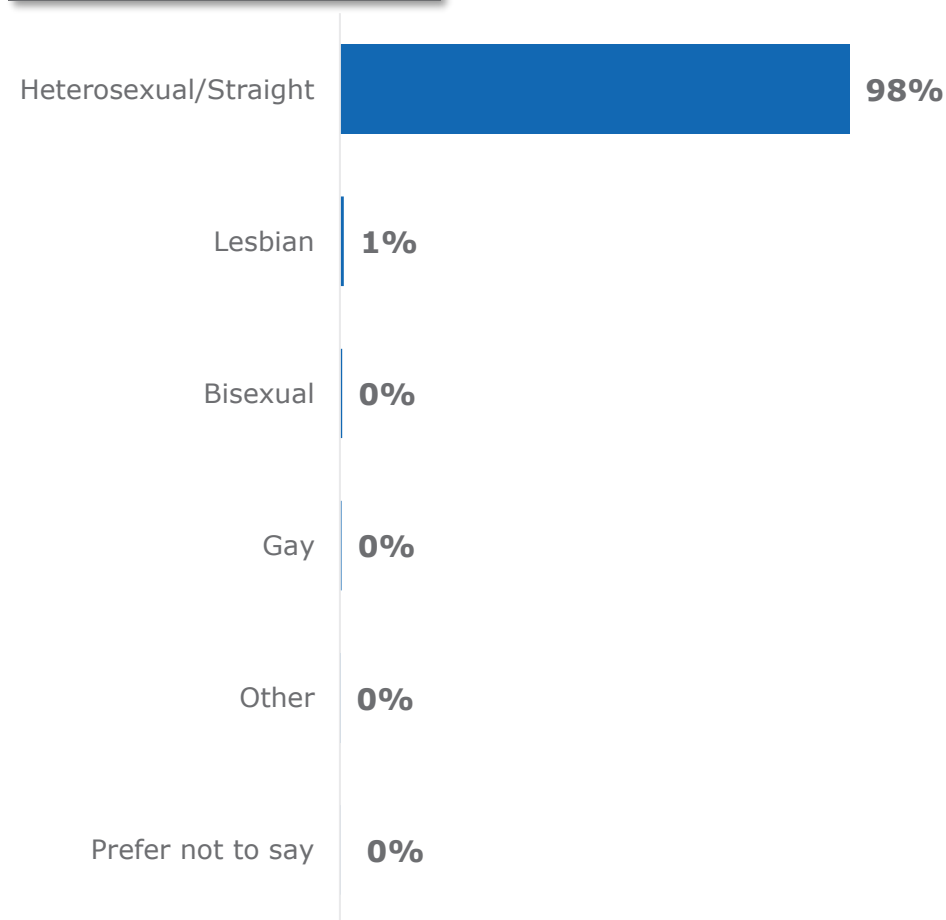


Housing and sexual orientation

Housing tenure



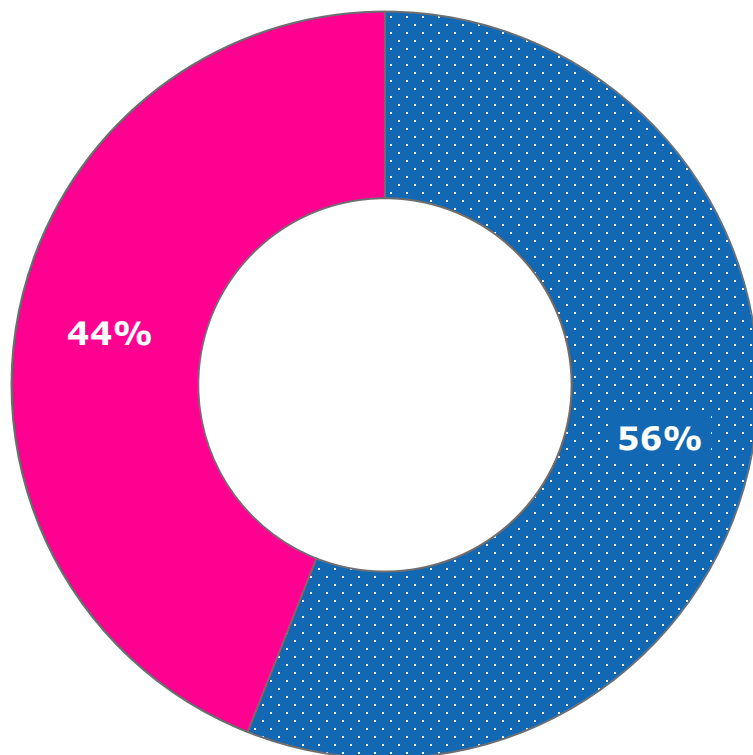
Sexual orientation





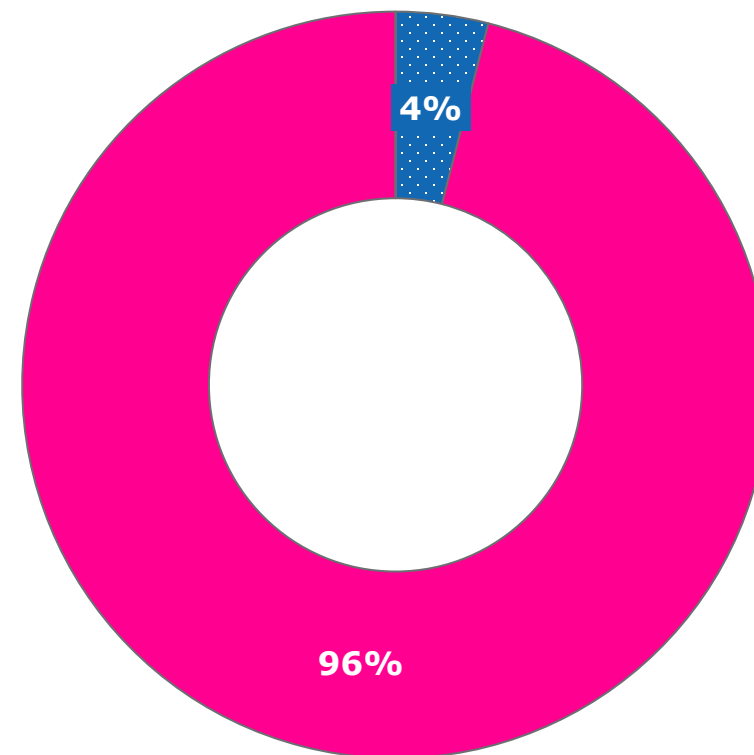
First language and carer status

English is first language



■ Yes ■ No

Carer for a relative or friend

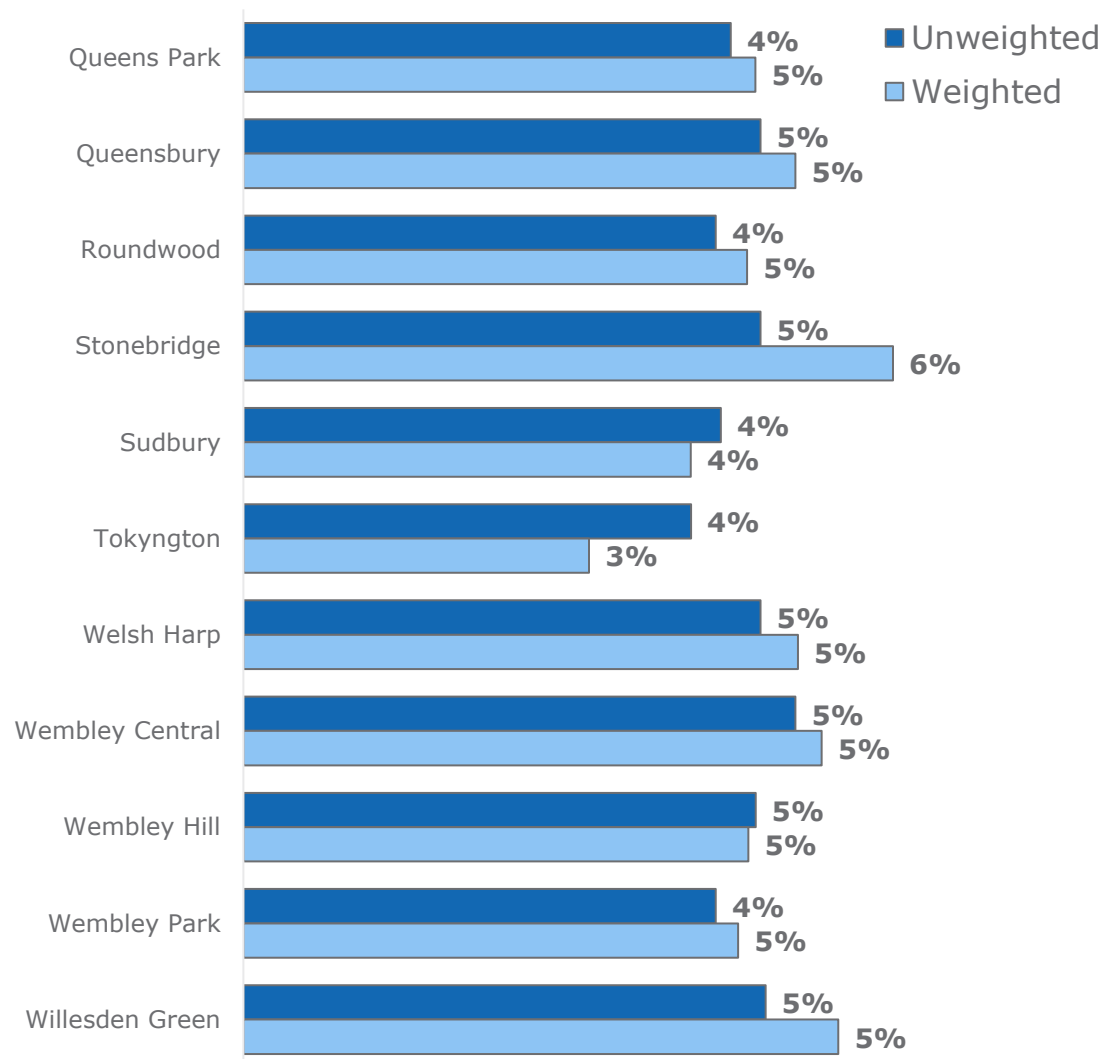
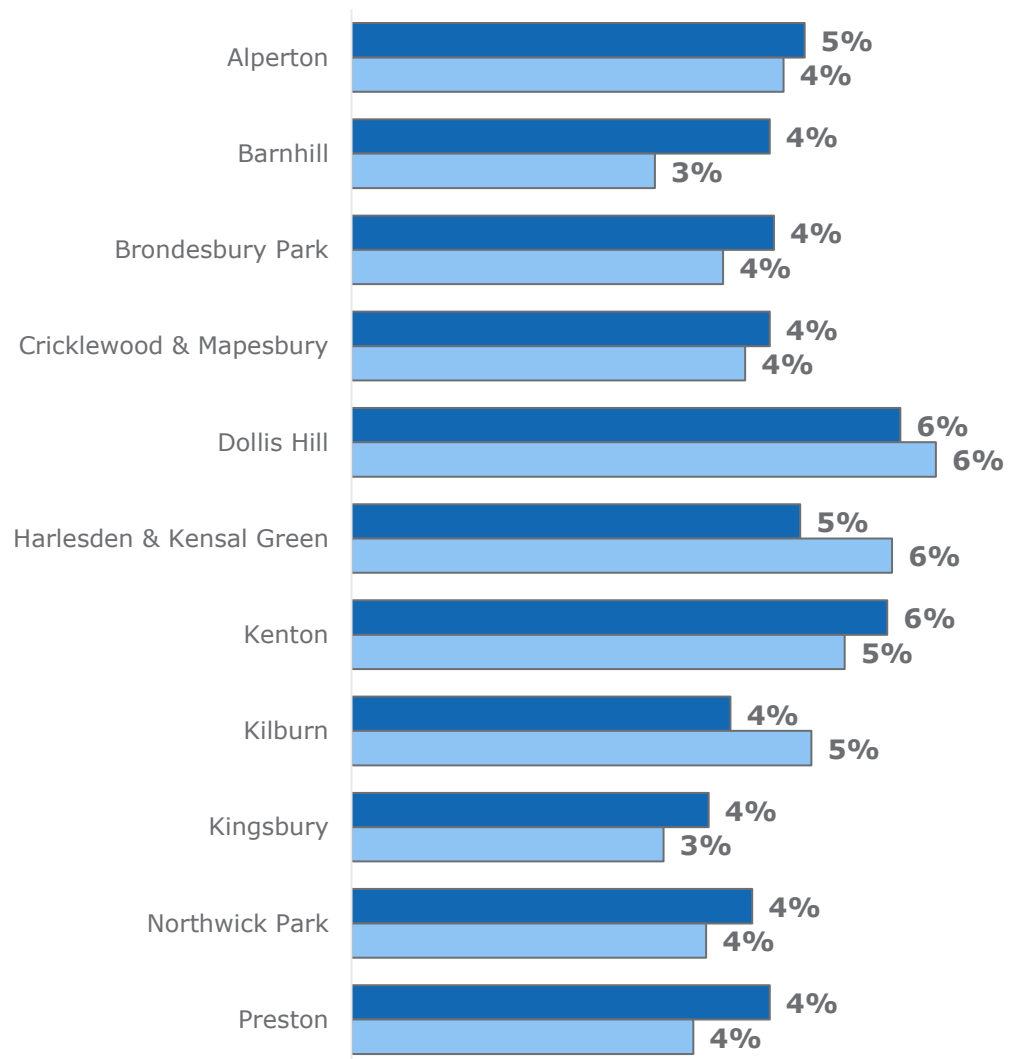


■ Yes ■ No

Base: All Respondents (2,207) Q039. Is English your first language? Q042. Do you care for, or help to care for, a relative or friend who has a long-term limiting illness or disability, including problems due to old age?



Weighting profile by ward





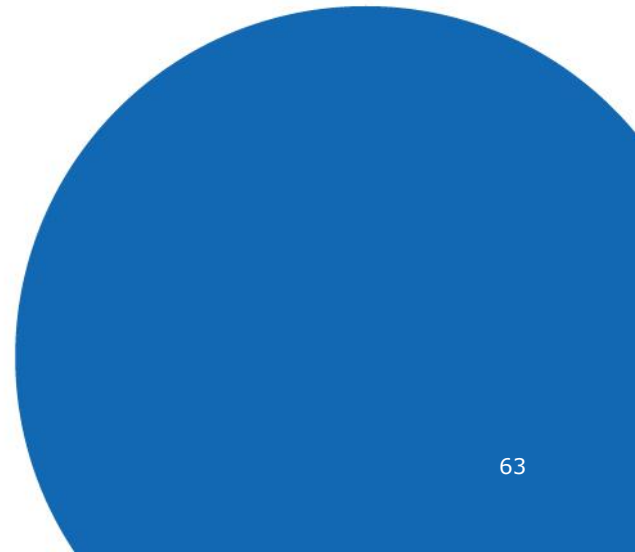
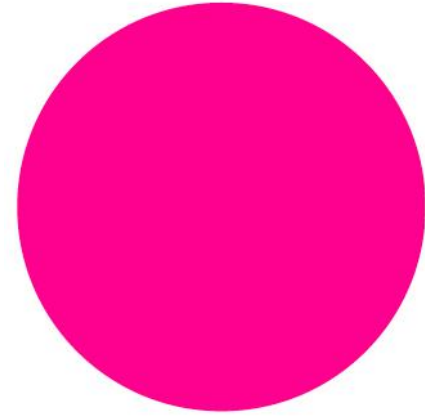
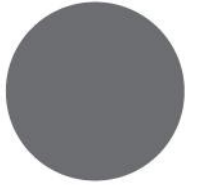
Demographic weighting

The sample profile was weighted as follows. Weighting targets were set using data from the 2021 Census or 2024's mid-year population estimates, extracted from Nomis. Data is weighted to ensure that the sample profile is fully representative of Brent's population by age and gender at a ward level.

Demographics	Unweighted %	Weighted %
16-34	35%	38%
35-44	18%	17%
45-54	17%	16%
55-64	13%	13%
65+	15%	15%
Male	50%	48%
Female	50%	52%



Appendix: Miscellaneous





Anti-social behaviour issues trended table

Residents are significantly more likely to think that all measured anti-social behaviour issues are a problem in comparison to 2021.

% fairly/very big problem	2026	2021	2018
Rubbish or litter lying around	65%	29%	57%
People using or dealing drugs	54%	25%	42%
People hanging around the streets	44%	29%	40%
People being drunk or rowdy in public places	41%	26%	41%
Vandalism, graffiti and other deliberate damage to property or vehicles	34%	19%	32%
Noisy neighbours and loud parties	32%	13%	20%
Hate crime, hate incidents or hate speech	28%	14%	14%



Key changes from the 2021 questionnaire

The 2026 questionnaire retains many of the core questions from the version used in 2021, but it is important to note that several questions have been reworded or rescaled to improve ease of understanding and allow for more comparable external benchmarking. Some of the key changes are outlined below.

- **Q03_3:** Statement wording changed from “People in my local area are treated equally” to “People in my local area are treated fairly”. As such, comparisons with previous surveys are not available for this measure.
- **Q04 and Q05:** Several category labels were changed to improve understanding, and the answer list was condensed to improve answer quality by ensuring respondents were not overburdened.
- **Q07:** Question wording changed from “People in my local area already get together to make the area better” to “To what extent would you agree or disagree that people in this local area pull together to improve the local area”. Caution is required when comparing with previous surveys’ results.
- **Q09:** The wording of several statements was tweaked to improve readability or comparability with external benchmarks.
- **Q12:** Scales were changed to capture more detail in responses, and categories were condensed, which may impact comparability for some measures.
- **Q18:** Question wording and scale were tweaked to align with the LGA benchmarking survey. Comparability may be affected.
- **Q19-Q21:** Changes to the question wording and answer options mean comparability with previous surveys is limited.
- **Q22:** The question wording and response scale were changed to better align with the LGA benchmarking survey. As a result, comparisons with previous surveys are not included for this question.