

# GREATER LONDON AUTHORITY

[REDACTED]  
(By email)

Our Ref: MGLA031218-9694

8 January 2019

Dear [REDACTED]

Thank you for your further request for information about the Survey of Londoner, which the Greater London Authority (GLA) received on 3 December 2018. Your request has been dealt with under the Freedom of Information Act 2000. I am sorry for the delay in responding.

You requested:

*Can you please inform me:  
What is the cost of producing this volume of paperwork?  
What is the cost of distributing this paperwork?  
Was it produced on 100% recycled paper?  
What is the cost of the pen that was also enclosed?  
How much has been/will be paid to NatCen Social Research for their work?  
What is the total cost anticipated for the £10.00 'thank you' to be sent to those completing the survey (as stated in the accompanying letter)?  
Is the £10.00 "thank you" in addition to the £5.00 shopping voucher "thank you" (as stated at item 70 of the survey form)?  
Who reviewed and justified the questions asked on the form?  
What specific outcomes will be found from the responses to the questions?  
What specific London decisions will be affected from those outcomes?  
Can you please justify the total expense of this survey?*

We have commissioned this survey because we do not have sufficient evidence to support the development of a number of areas of social policy at the GLA. Unlike the detailed economic statistics published for London by the Office for National Statistics, the available social statistics are much weaker for our city, especially in between the decennial population census.

Gaps in our understanding include

- social integration among different population groups in London and the extent to which this affects outcomes such as social mobility and inequality. These topics are of growing concern for our city as they affect the life chances and wellbeing of Londoners.
- experience of work and perceptions of fairness

- experience of debt and food insecurity among households – the UK is being strongly encouraged by the United Nations to measure the latter
- the survey will also provide a lot of missing evidence on equality of outcomes for different groups in the city – for example understanding experiences of mental health conditions by population group

After careful consideration we decided that the most cost-effective way to collect the information we need was via a survey of London residents, rather than commission individual research projects to study these issues separately.

Following a competitive tender process, the GLA has commissioned the National Centre for Social Research (NatCen) to carry out the Survey of Londoners at a cost of £186,000. In addition, Southwark and Croydon boroughs have paid for an increased number of interviews with their residents (at a cost of £13,500 each) so that they can analyse the results for their boroughs separately. NatCen are one of the leading national survey organisations with a reputation for academic excellence. The GLA does not hold details of the specific costs you requested.

The survey methodology was designed by NatCen in order to obtain responses that are representative of Londoners and ensure all population groups are included. NatCen sample addresses from the Royal Mail Postal Address File (a list of residential addresses). Respondents are contacted first to respond online. Then in order to capture the views of those who are not online or prefer not to respond over the internet, a paper questionnaire is sent to those who have not responded. Finally, there is a face-to-face reminder follow-up for a subset of those who have not responded to give them another opportunity to do so. The pen and 'thank you' vouchers were part of the response maximisation measures proposed by NatCen. They originally proposed a £5 shopping voucher to be given to all respondents who completed the questionnaire, but have since increased this to £10 to encourage responses among groups who are harder to reach.

You asked who reviewed and justified the questions on the form. This was based on consultation with GLA policy teams, and an external Expert Measurement Group for Social Integration (comprised of academics, London Boroughs, central government and representatives from social integration organisations and think tanks). We also took on board recommendations for measurement from a roundtable on social integration held by the British Academy earlier this year. As many of these questions are new and have not been used in existing government surveys, NatCen tested the proposed questions with a sample of Londoners to check their suitability – a process known as cognitive question testing, in which they are one of the world's leading experts.

NatCen have informed us that the paper used for their printing comes from 'Sustainable Forestry Sources'. This means that more trees are planted for the ones that are cut down for the paper production.

The initial outputs from the survey will be the publication of a series of headline measures in these areas due in March. These will link closely to the questionnaire topics and will include

- Views on your local area
- Friends, family and other people you meet
- Respect
- Being part of your community
- Work
- Food

- Personal finance
- The internet and social media

The Survey of Londoners will provide the GLA with a rich dataset for detailed analysis for many years to come to shape policy-making to address the concerns of Londoners. We have listed some of the areas below with links to the strategies but we expect the final list will be much longer

- Programmes in the Mayor's social integration strategy 'All of Us'  
<https://www.london.gov.uk/what-we-do/communities/all-us-mayors-strategy-social-integration>
- The Mayor's Economic Development Strategy  
<https://www.london.gov.uk/what-we-do/business-and-economy/economic-development-strategy>
- The Mayor's Annual Equality report  
<https://www.london.gov.uk/what-we-do/communities/improving-equality/mayors-annual-equality-report-20172018>
- The Mayor's Food strategy  
<https://www.london.gov.uk/what-we-do/business-and-economy/food/london-food-strategy-0>

But, the data will not just be used by the GLA but a wide variety of other stakeholders in London, such as other London boroughs and charities bidding for funding to support vulnerable groups. Once the survey is complete, an anonymised dataset will be made available to academics via the Economic and Social Research Council data archive. This is standard practice for high quality surveys of this nature.

Thank you for taking the trouble to find out more about this survey and I hope that this letter provides sufficient answers to your questions. However, if you have any further questions relating to this matter, please contact me, quoting the reference MGLA031218-9694.

Yours sincerely

**Jeremy Skinner**  
**Interim Assistant Director**  
**City Intelligence Unit**

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:  
<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>