

Royal Borough of Windsor and Maidenhead 2022

Residents Survey Results

Questions and Answers

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Questions

Q1. Why have you undertaken a Residents Survey?

A1. The survey was run in order to provide a robust source of data on residents' perceptions of the council, their communities and individual priorities in order to inform ongoing service provision, policy and strategy.

Q2. How was the survey conducted?

A2. The survey was conducted by Lake Market Research on behalf of the Royal Borough of Windsor and Maidenhead, Residents were contacted on mobile and landline numbers as well as a small number face to face on the street, to target groups that it is less easy to reach by telephone.

Q3. When did the survey take place?

A3. The survey was run in July and August 2022.

Q4. How were residents selected to take part?

A4. Residents were randomly selected to ensure unbiased representation, individuals could not self-elect to participate.

Q5. How did you make sure the survey reflects the population of the borough?

A5. To ensure the respondents are representative of the borough, quotas were set against certain key characteristics including, age, gender, area of residence in the borough (Windsor, Maidenhead or Ascot and the South), working status and ethnicity. Information about the breakdown of respondents is included within the Findings Report.

Q6. Who was eligible to take part?

A6. Interviews were only conducted with people over the age of 18 who live within the boundaries of the Royal Borough of Windsor and Maidenhead.

Q7. What will be done with residents' responses to the survey?

A7. Lake Market Research have analysed the survey information in collaboration with our internal Strategy, Policy and Performance Team. Data has been anonymised, and individual responses will not be published. The findings will continue to be utilised to inform Corporate Plan priorities, service design and development of policy and strategy.

Q8. Where did Lake Market Research source people's contact details?

A8. Lake sourced a random list of telephone numbers from their third-party suppliers, Sample Answers and DataScope to make contact with residents.

Q9. Who are Lake Market Research?

A9. Lake Market Research are an independent research company and have been chosen by Royal Borough of Windsor and Maidenhead to run this survey. Lake ran the survey and provided the Council with confidential results. Lake Market Research fully abides by the Market Research Society Code of Conduct. Further information can be found here [Lake Market Research | Kent Market Research Agency | Offham \(lake-research.com\)](https://www.lake-research.com)

Q10. Did Lake Market Research ask for people's contact details?

A10. Lake only asked for your contact details at the end of the survey for quality control purposes and if residents were interested in taking part in future research. Contact details have and will not be held with individual survey answers.

Q11. Do Lake Market Research comply with data legislation and industry best practice?

A11. They are a member of the Market Research Society, abiding by the MRS Code of Conduct and accredited to ISO20252 standards.

Q12. Who can I speak to if I have any further questions?

A12. If you have any questions about the survey, please contact management.info@rbwm.gov.uk.