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Royal Borough of Windsor and Maidenhead Resident Survey – Written report

Prepared by Lake Market Research

September 2022



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Research context

- *An overview of project background, research objectives, methodology and analysis approach*

Project background

- The borough is predominantly a prosperous place, where the majority of residents are thriving and financially secure. However, there is a wide variation of need across the borough and some deprivation within neighbourhoods.
- The 2021-26 Corporate Plan sets out an overarching vision of ‘Creating a sustainable borough of innovation and opportunity’ and is framed around three key objectives:
 - *Thriving Communities: Where families and individuals are empowered to achieve their ambitions and fulfil their potential.*
 - *Inspiring Places: Supporting the borough’s future prosperity and sustainability.*
 - *A Council trusted to deliver its promises*
- The plan also sets out the following priorities, which respond to evidence on the key challenges within the borough and the priorities of our residents:
 - *Taking action to tackle climate change and its consequences and improving our natural environment.*
 - *Quality infrastructure that connects neighbourhoods and businesses and allows them to prosper*
 - *A ladder of housing opportunity, to support better life chances for all, recognising the challenges faced by many residents due to the lack of affordable housing in the borough.*

Research objectives

- The Royal Borough of Windsor and Maidenhead commissioned Lake Market Research to support with the design, management and analysis of a large scale survey amongst residents of the Borough.
- The survey is intended to act as a baseline for key goals outlined in the Corporate Plan and also provide a wealth of wider data on the views and experiences of a representative demographic profile of residents.
- The survey was designed to focus on three key areas in line with the key goals identified in the Corporate Plan, namely:
 - *The Council – providing an understanding of residents’ views and experiences of the council, including any disparities in experience by demographic sub-group.*
 - *The Local Community – focused on residents’ perceptions of their local communities, including community networks, cohesion, safety and enjoyment of their local area.*
 - *Individual Welfare and Wellbeing – providing insight into the wellbeing of our residents, including measuring financial and housing security, in order to inform the approach to cost of living and inequalities strategies within the borough.*

Methodology

Survey with residents of the Borough:

- 1,740 interviews in total
 - 1,626 by telephone
 - 114 face to face in street
- Sampling error of +/-2% at a confidence level of 95%
- Fieldwork took place in July and August 2022
- Residents randomly selected to take part by Lake Market Research
- Quotas set to achieve a profile representative of the Borough

Dataset weighted by population statistics supplied by Royal Borough of Windsor and Maidenhead:

- Age
- Gender
- Area (Ascot and the South, Maidenhead and Windsor)
- Ethnicity
- Working status
- Home ownership

Comparisons made to 2018 Royal Borough of Windsor and Maidenhead resident survey and LGA national polling where applicable

The profile of residents taking part reflects that of the Borough



Age:

- 22% aged 18-34
- 39% aged 35-54
- 27% aged 55-74
- 12% aged 75 & over

Home ownership:

- 68% home owner / buying with mortgage
- 13% rent from council, housing association or trust
- 16% rent from private landlord

Working status:

- 64% working
- 9% not working
- 26% retired

Ethnicity:

- 72% White
- 11% White Other
- 3% Black / Black British
- 10% Asian / Asian British
- 2% Mixed

Gender:

- 50% male
- 50% female

Activities limited due to health condition or illness:

- 15% yes
- 84% no

Analysis reveals specific characteristic groups who are experiencing difficulty and whose contrasting opinions need to be considered in future strategy...

... it should be considered that the demographic makeup of these groups span gender, age, area and working status profiles.

***Aged 18 - 34:
22% of sample***

- 47% male
- 52% female
- 17% Ascot & the South
- 44% Maidenhead
- 39% Windsor
- 85% working
- 13% not working
- 3% in education

***Activities limited due to health condition or illness:
15% of sample***

- 41% male
- 59% female
- 4% aged 18-34
- 26% aged 35-54
- 35% aged 55-74
- 34% aged 75 & over
- 23% working
- 17% not working
- 59% retired

***Black, Asian or Mixed ethnicity:
15% of sample***

- 61% male
- 39% female
- 36% aged 18-34
- 47% aged 35-54
- 15% aged 55-74
- 2% aged 75 & over
- 78% working
- 12% not working
- 10% retired

***Rent from council, housing association or trust:
13% of sample***

- 41% male
- 59% female
- 32% aged 18-34
- 36% aged 35-54
- 20% aged 55-74
- 11% aged 75 & over
- 59% working
- 19% not working
- 22% retired

Notes on the report

Statistical significance:

Our sample is subject to a sampling error of +/-2% at a confidence level of 95%.

- To give an example, a finding of 50% on a base size of 1,740 interviews has a sampling error of +/-2% at the 95% confidence level. That is to say that if they survey returns a finding of 50% for a particular question there is a 95% probability that the 'true' figure (amongst all residents and not just those interviewed) will lie between +/-2% of that findings.
- When looking at subgroups within a sample, this sampling error increases. For example, when looking at male residents (base size 841), the sampling error increases to +/-3.5%.

Valid data:

In some instances, in order to comply with Local Government Association guidelines, residents who answered 'don't know' are excluded from the sample base. These proportions are however in the minority.

Rounding:

Results have been presented rounded to 0 decimal places and so some totals may not be equal to 100% and some nets may not equal the sum of individual components.

Demographic differences:

Responses have been separated into different mutually exclusive sub-groups and the data has been compared to see whether there are any significant differences. Any differences have been highlighted in green or red.



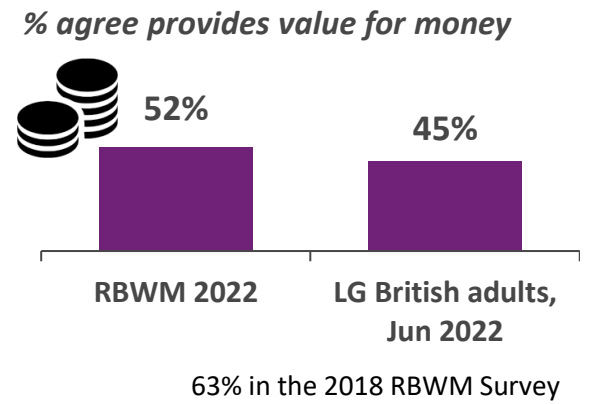
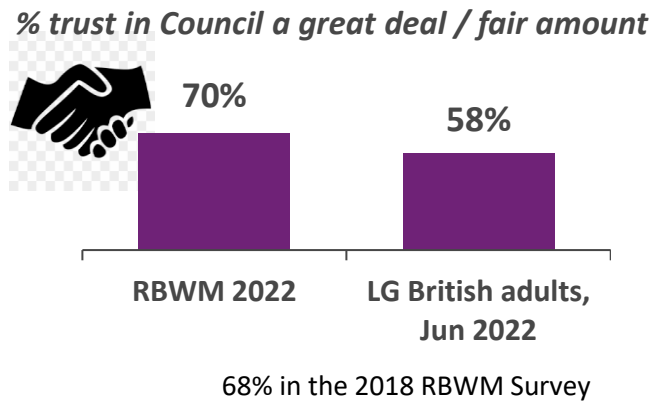
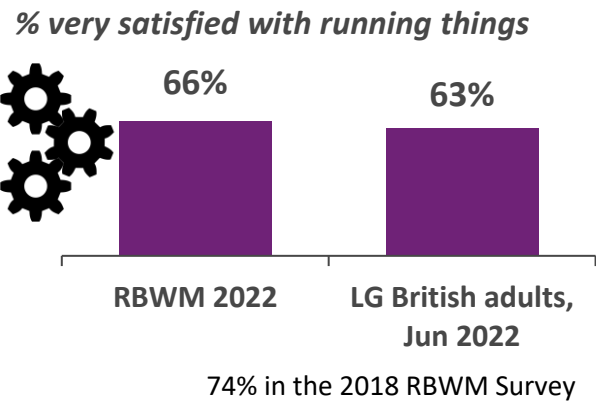
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Executive summary

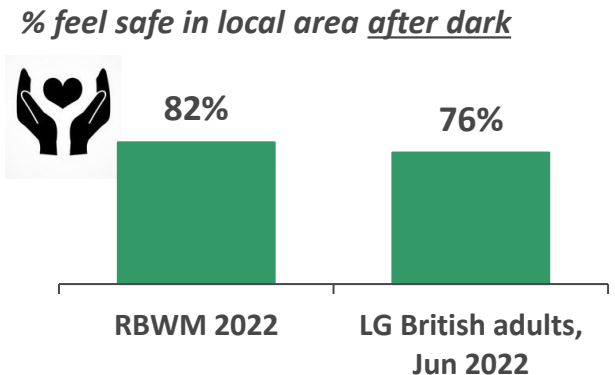
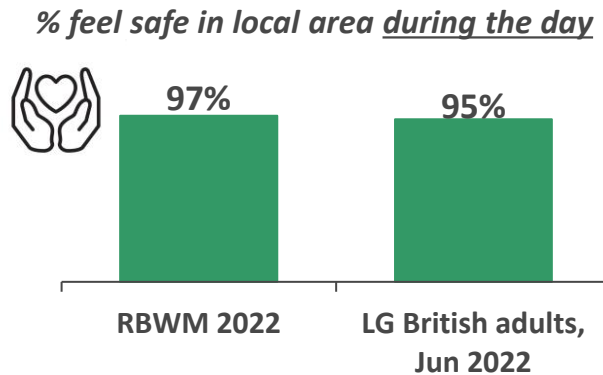
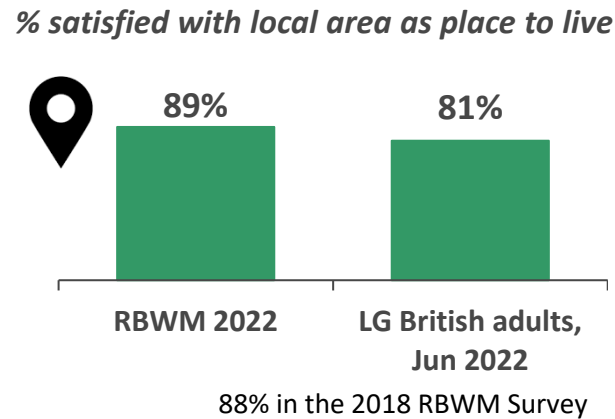
- *Key statistics and conclusions against the three areas identified*

Council metrics remain higher than national averages

The Council



Local area



Base: LG Inform National Quarterly polling June 2022, n=1,000; Base: Royal Borough of Windsor and Maidenhead Resident Survey 2018, n=1,652

Council perceptions

Views on the council:

Two thirds are satisfied with the way the council runs things; one in five are dissatisfied. The degree to which residents trust the council is high at seven in ten.

- *Demographic variability with perceptions comparably lower amongst Maidenhead residents, female residents, residents aged 35-54 as well as specific characteristic groups (not working, limited due to health condition).*

Value for money perceptions are comparably lower at just over half agreeing the council provides value for money.

- *Demographic variability with perceptions comparably lower amongst Maidenhead residents, female residents, residents aged 35-54 as well as specific characteristic groups (not working, limited due to health condition).*

Over eight in ten agree dealing with climate change should be a key priority for the Royal Borough of Windsor and Maidenhead in its decision making.

Preferences for seeking information:

A variety of contact methods are seen as important in finding out information about council services / local issues. An email newsletter, printed information and the council website dominate the top three preferences with broadly equal proportions selecting them.

- *Demographic variability with a higher proportion of residents aged 55 & over ranking printed information, speaking to council staff and local news sources in their top three.*
- *A higher proportion of residents aged 18-54 have a preference for online methods including council website and social media platforms (council and non-council).*
- *A higher proportion of specific characteristic groups (limited due to health condition, residents finding it difficult financially) have a preference for printed information.*

Just under three quarters already use, or would be open to using, the council's online services for transactional services.

- *A lower proportion of residents aged 75 & over and specific characteristic groups (non-working, limited due to health condition and renting from council, housing association and trust) indicated they would/already use them.*

Local area perceptions

Local area satisfaction:

The majority are satisfied with their local area as a place to live. The quality of, and access to, the Borough's green and open spaces were highlighted as significant contributing factors. Statistics on the frequency of visiting green spaces supported the importance of these areas.

- *Demographic variability with satisfaction comparably lower amongst Maidenhead residents, female residents, residents aged 75 & over as well as specific characteristic groups (limited due to health condition, rent from council, housing association or trust).*

Road maintenance is highlighted as a key area of concern when residents were asked to openly comment on the three things they would like to improve in their local area. This is followed by rubbish / refuse collection facilities, town centres / local high streets / shopping facilities, parking and congestion.

Safety perceptions:

The vast majority feel safe in their local area during the day. Whilst over four in five indicate they feel safe in their local area after dark, just over a third feel very safe.

- *Demographic variability with the proportion feeling very safe after dark comparably lower amongst Windsor residents, female residents, residents aged 75 & over as well as specific characteristic groups (non-working, limited due to health condition and rent from council, housing association or trust).*
- *Perceptions of female safety after dark are comparably lower amongst all age and home ownership groups.*

Cohesion:

Just under three quarters agree people in their local area pull together to improve it. Helping neighbours / friends forms the majority of community engagement currently. The majority agree there are opportunities to get involved locally.

- *Demographic variability with comparably lower proportions of residents aged 18-34 and, 75 & over, currently engaging. Although inclination to engage is higher amongst residents aged 18-34.*

Individual welfare and wellbeing

Financial circumstances:

Over two thirds claim their household is living comfortably financially or doing all right. Just under a third are just about getting by or finding it difficult.

- *Demographic variability with a higher proportion of residents aged 18-34 and specific characteristic groups (not working, limited due to health condition, Black / Asian / Mixed ethnicity and renting socially or privately) just about getting by or finding it difficult.*

When asked openly, cost of living dominates as the primary concern for residents' households in the next 1-3 years, with over half referring to this as one of their biggest concerns. This is followed by healthcare / GP access and environment / climate change concerns.

- *Cost of living concerns dominate across demographic groups but is particularly high amongst residents aged 18-54 and specific characteristic groups (Black / Asian / Mixed ethnicity, residents finding it difficult financially, residents renting privately).*

Health and wellbeing:

The majority consider their health to be at least very good in general. Just under three quarters claim they never or hardly ever feel lonely.

- *Demographic variability with a lower proportion of female residents, residents aged 75 & over and specific characteristic groups (non-working, limited due to health condition, renting from council, housing association or trust) considering themselves in good health.*
- *Patterns are broadly consistent from the perspective of loneliness with a higher proportion of the forementioned demographic groups indicating they feel lonely at least occasionally. It is important to note, however, that this statistic also holds true for residents aged 18-34.*

The majority indicated a high level of satisfaction with their life nowadays and low levels of anxiety for the future.

- *Demographic variability with a higher proportion of specific characteristic groups rating overall life satisfaction as 0-6 out of 10 (non-working, limited due to health condition, finding it difficult financially and renting from council, housing association or trust).*



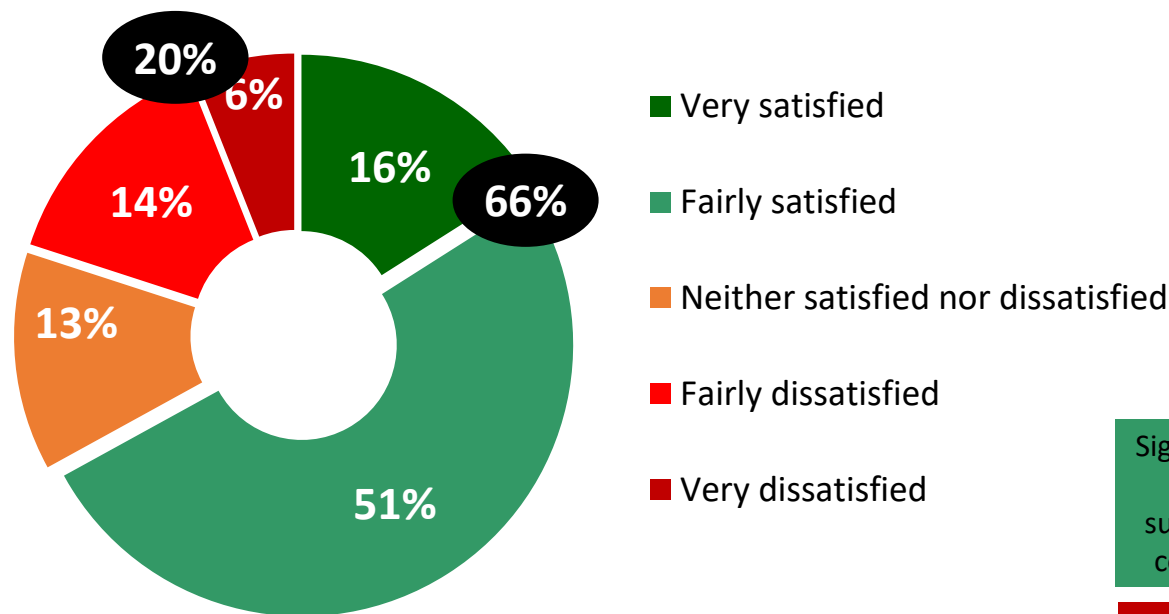
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Key findings - Council perceptions

- *Providing an understanding of residents' views and experiences of the council, including any disparities in experience by demographic sub-group.*

Satisfaction with way Royal Borough of Windsor and Maidenhead runs things

- Two thirds (66%) are satisfied with the way the council runs things; 16% are very satisfied.
- There is variability in perceptions with satisfaction comparably lower amongst residents living in Maidenhead, female residents, residents aged 35-54, non-working residents and residents whose activities are limited due to a health condition.



Significantly higher % than other subgroups at 95% confidence level

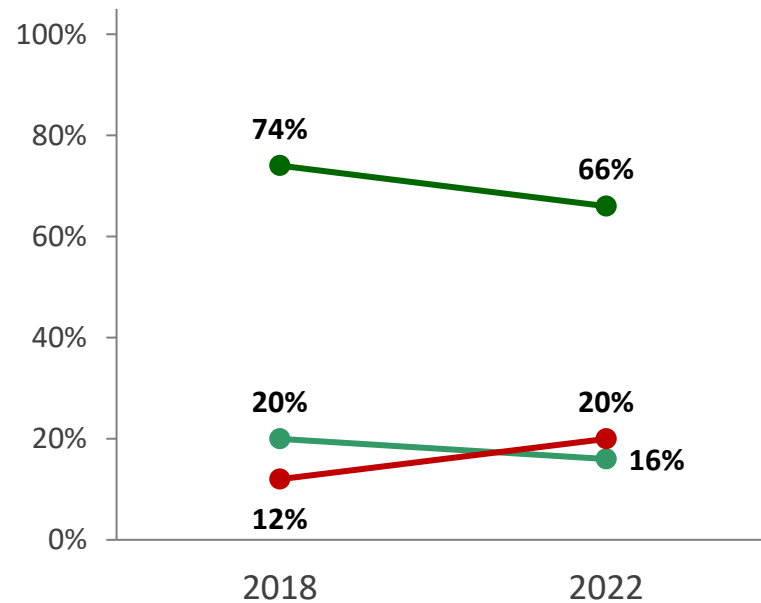
Significantly lower % than other subgroups at 95% confidence level

	Net % Satisfied
Live in Ascot and the South	73%
Live in Maidenhead	62%
Live in Windsor	69%
Male	68%
Female	63%
Aged 18-34	75%
Aged 35-54	59%
Aged 55-74	64%
Aged 75 & over	74%
Working	67%
Not working (excl retired)	56%
Retired	67%
Activities limited due to condition	59%
Ethnicity – White	65%
Ethnicity – Black / Asian / Mixed	69%
Own property outright	64%
Buying property with mortgage	63%
Rent from council, HA or Trust	65%
Rent from private landlord	75%

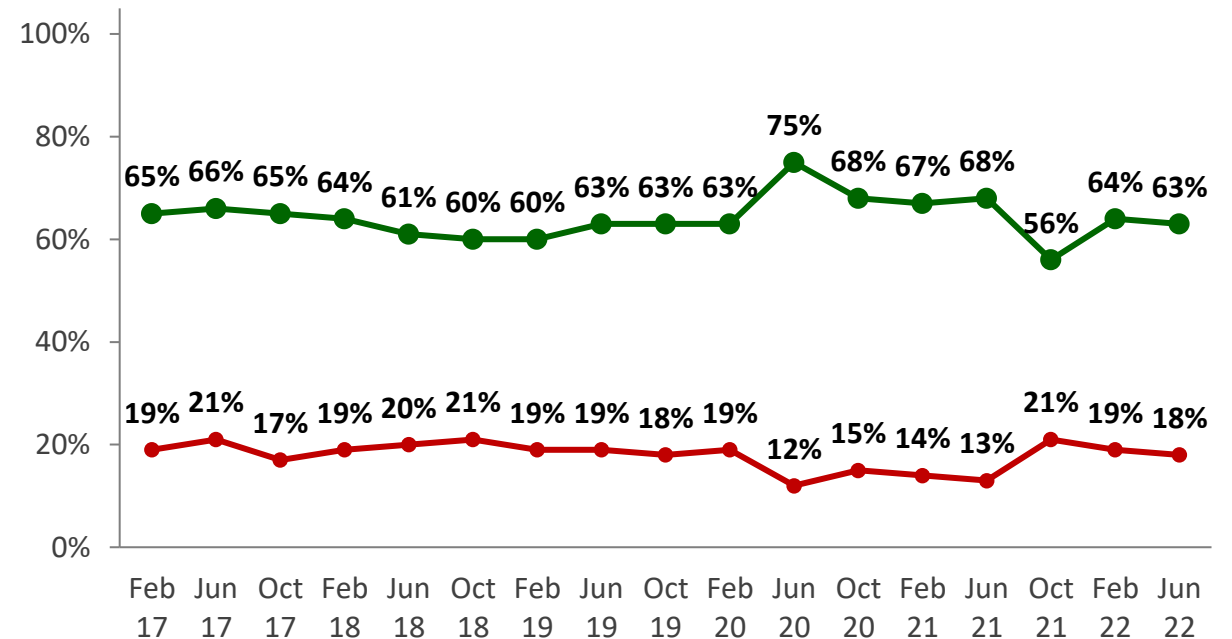
Satisfaction with way Royal Borough of Windsor and Maidenhead runs things – time series data & benchmarks

- Satisfaction is marginally higher than the national average recorded in the quarterly national polling conducted by the LGA.
- Satisfaction has reduced significantly from the resident survey conducted in 2018.

Royal Borough of Windsor and Maidenhead Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



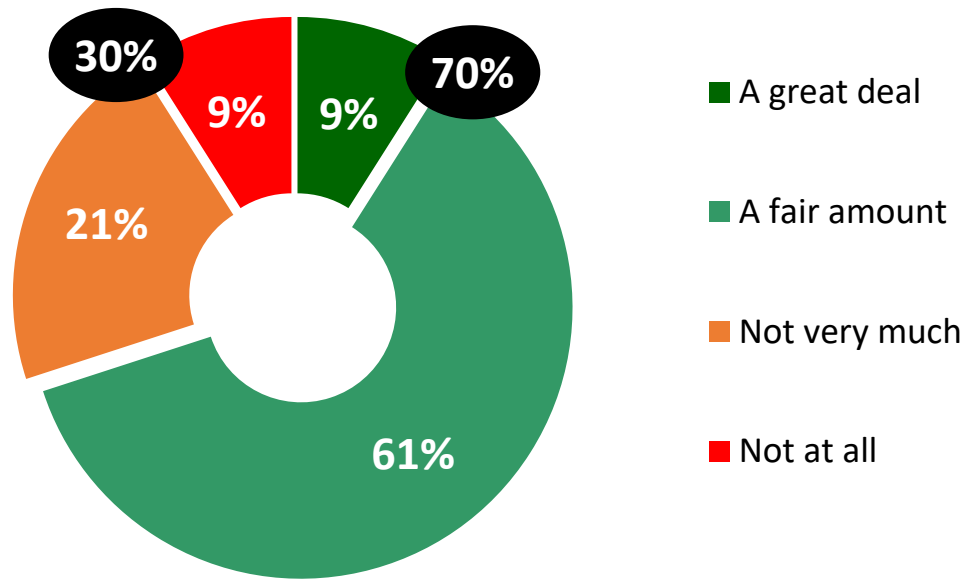
—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

Overall, how satisfied or dissatisfied are you with the way the Royal Borough of Windsor and Maidenhead runs things?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,740; Base: LG Inform National Quarterly polling, 1,000 per wave

Extent residents trust Royal Borough of Windsor and Maidenhead

- Seven in ten (70%) indicated they trust the council; only 9% trust the council a great deal and 9% do not trust the council at all.
- There is variability in perceptions with trust comparably lower amongst residents living in Maidenhead, residents aged 35-74, non-working residents and residents whose activities are limited due to a health condition.



Significantly higher % than other subgroups at 95% confidence level

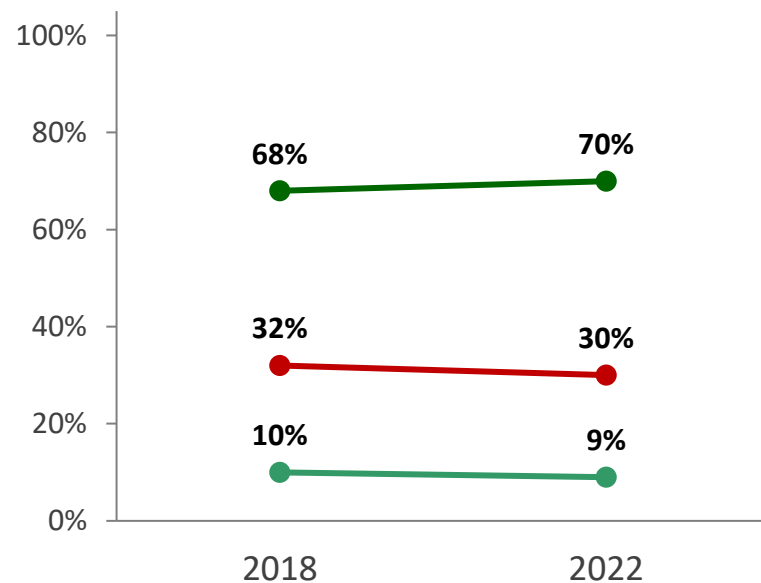
Significantly lower % than other subgroups at 95% confidence level

	Net % Great Deal / Fair Amount
Live in Ascot and the South	79%
Live in Maidenhead	64%
Live in Windsor	75%
Male	70%
Female	69%
Aged 18-34	86%
Aged 35-54	63%
Aged 55-74	65%
Aged 75 & over	71%
Working	72%
Not working (excl retired)	62%
Retired	68%
Activities limited due to condition	58%
Ethnicity – White	68%
Ethnicity – Black / Asian / Mixed	78%
Own property outright	47%
Buying property with mortgage	48%
Rent from council, HA or Trust	44%
Rent from private landlord	61%

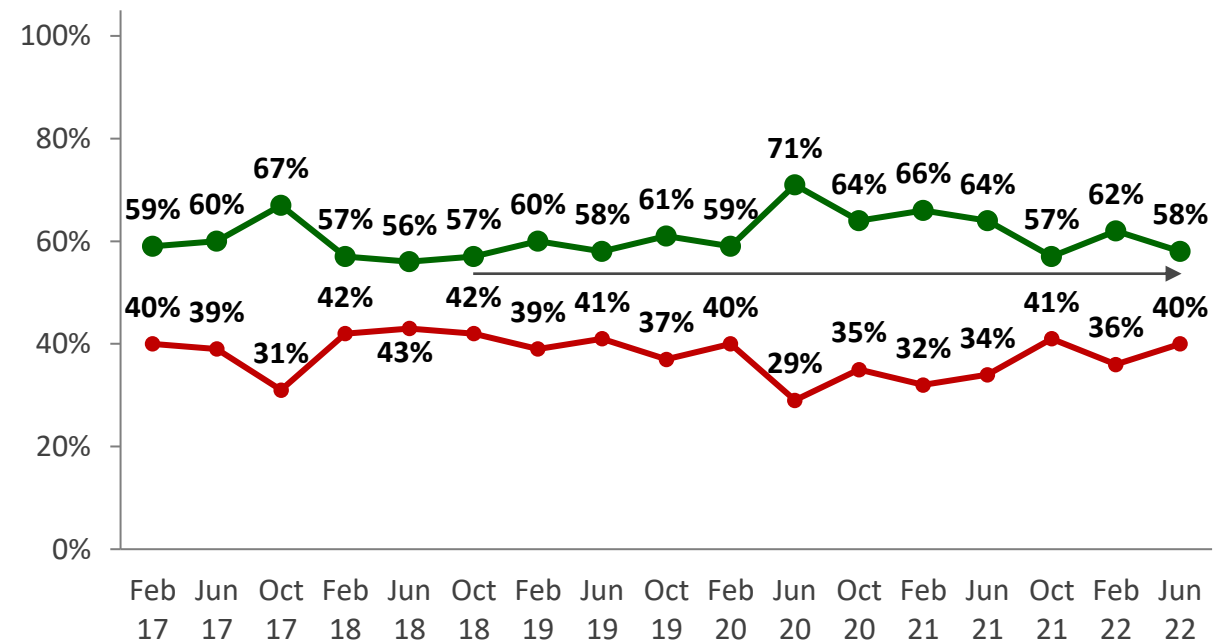
Extent residents trust Royal Borough of Windsor and Maidenhead – time series data & benchmarks

- Despite a reduction in overall satisfaction levels, the degree of trust in the council has increased marginally compared to the resident survey conducted in 2018.
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

Royal Borough of Windsor and Maidenhead Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



—●— Great deal / fair amount %
 —●— Great deal %
 —●— Not very much / not at all %

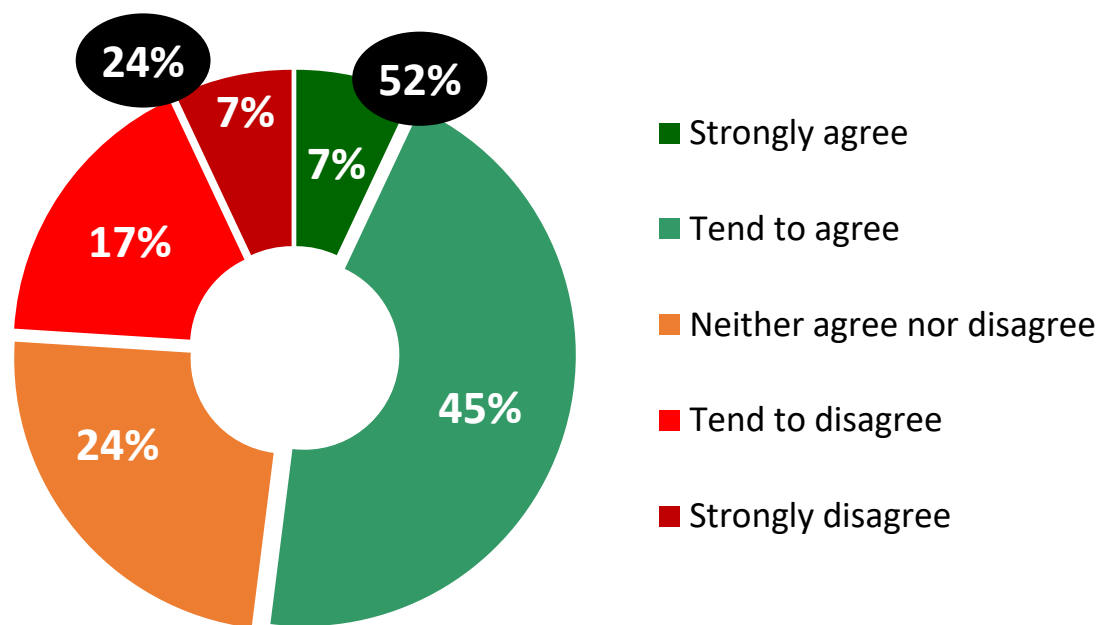
How much do you trust Royal Borough of Windsor and Maidenhead?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,648; Base: LG Inform National Quarterly polling, 1,000 per wave

Perceptions of Royal Borough of Windsor and Maidenhead providing value for money

- Just over half (52%) agree the council provides value for money; only 7% strongly agree and 24% disagree.
- Variability in perceptions with agreement comparably lower amongst residents living in Maidenhead, female residents, residents aged 35-54, non-working residents and residents whose activities are limited due to a health condition.

Perceptions of value for money



Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

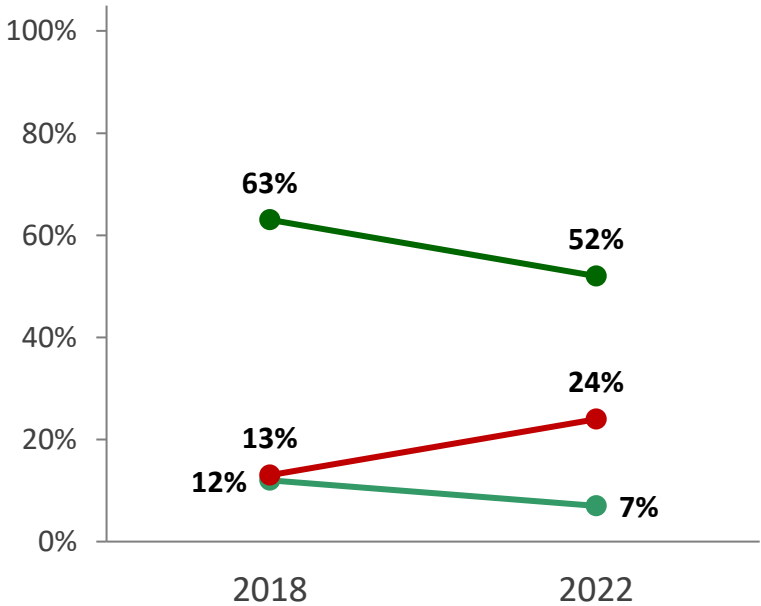
	Net % Agree
Live in Ascot and the South	57%
Live in Maidenhead	49%
Live in Windsor	54%
Male	55%
Female	49%
Aged 18-34	68%
Aged 35-54	43%
Aged 55-74	50%
Aged 75 & over	58%
Working	53%
Not working (excl retired)	38%
Retired	54%
Activities limited due to condition	43%
Ethnicity – White	51%
Ethnicity – Black / Asian / Mixed	56%
Own property outright	47%
Buying property with mortgage	48%
Rent from council, HA or Trust	44%
Rent from private landlord	61%

To what extent do you agree or disagree that Royal Borough of Windsor and Maidenhead provides value for money? Excluding Don't know

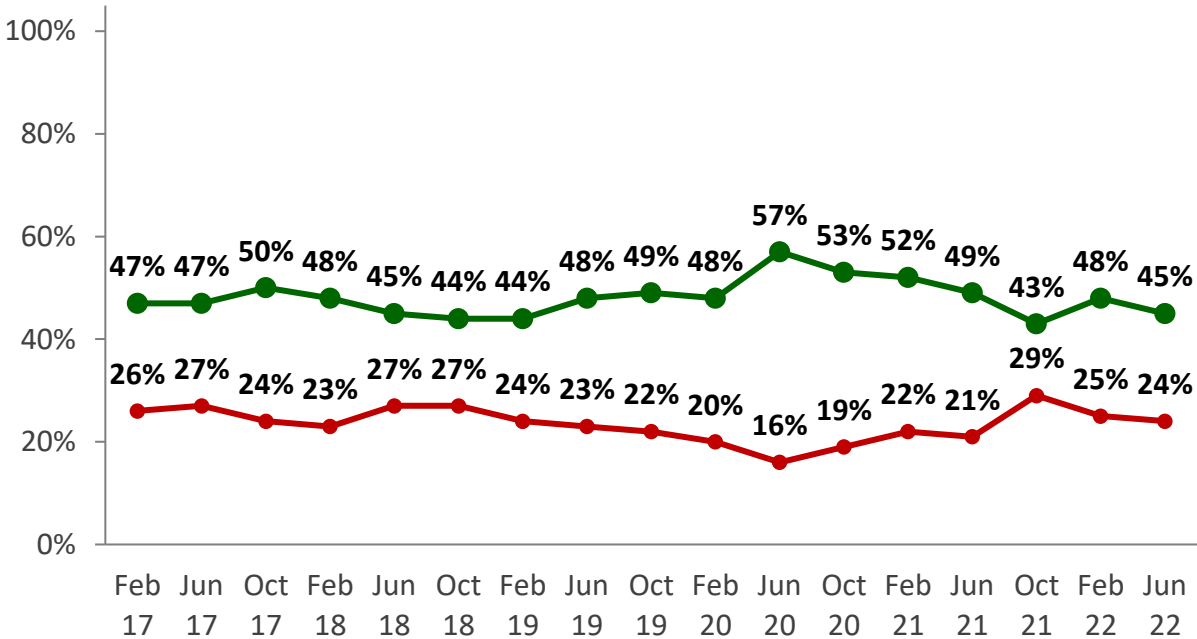
Perceptions of Royal Borough of Windsor and Maidenhead providing value for money – time series data & benchmarks

- Satisfaction remains marginally higher than the national average recorded in the quarterly national polling conducted by the LGA.
- Consistent with overall satisfaction trends, value for money perceptions have reduced significantly from the resident survey conducted in 2018.

Royal Borough of Windsor and Maidenhead Resident Survey, adults 18+



LGA National Quarterly polling, British adults 18+



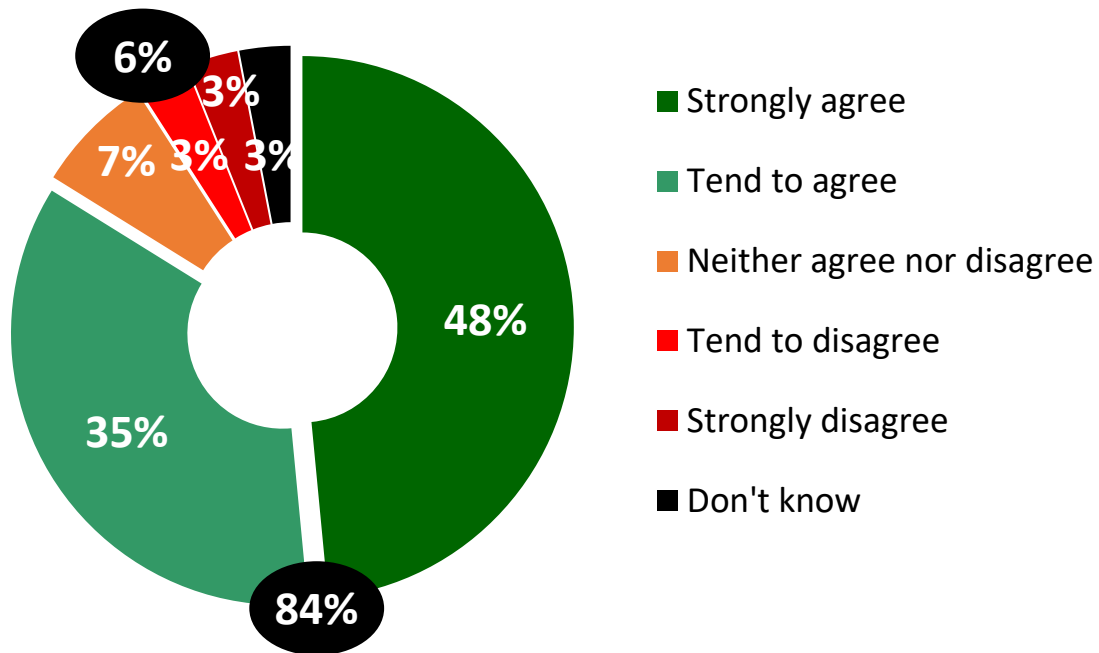
— Strongly / tend to agree % — Strongly agree % — Strongly / tend to disagree %

To what extent do you agree or disagree that Royal Borough of Windsor and Maidenhead District Council provides value for money?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,634; Base: LG Inform National Quarterly polling, 1,000 per wave

Extent to which dealing with climate change should be key priority for decision making

- The vast majority (84%) agree that dealing with climate change should be a key priority for Royal Borough of Windsor and Maidenhead; 48% strongly agree.
- Overall agreement is higher amongst residents aged 18-34, residents of Black / Asian / Mixed ethnicity and residents who are buying their property with a mortgage.



Significantly higher % than other subgroups at 95% confidence level

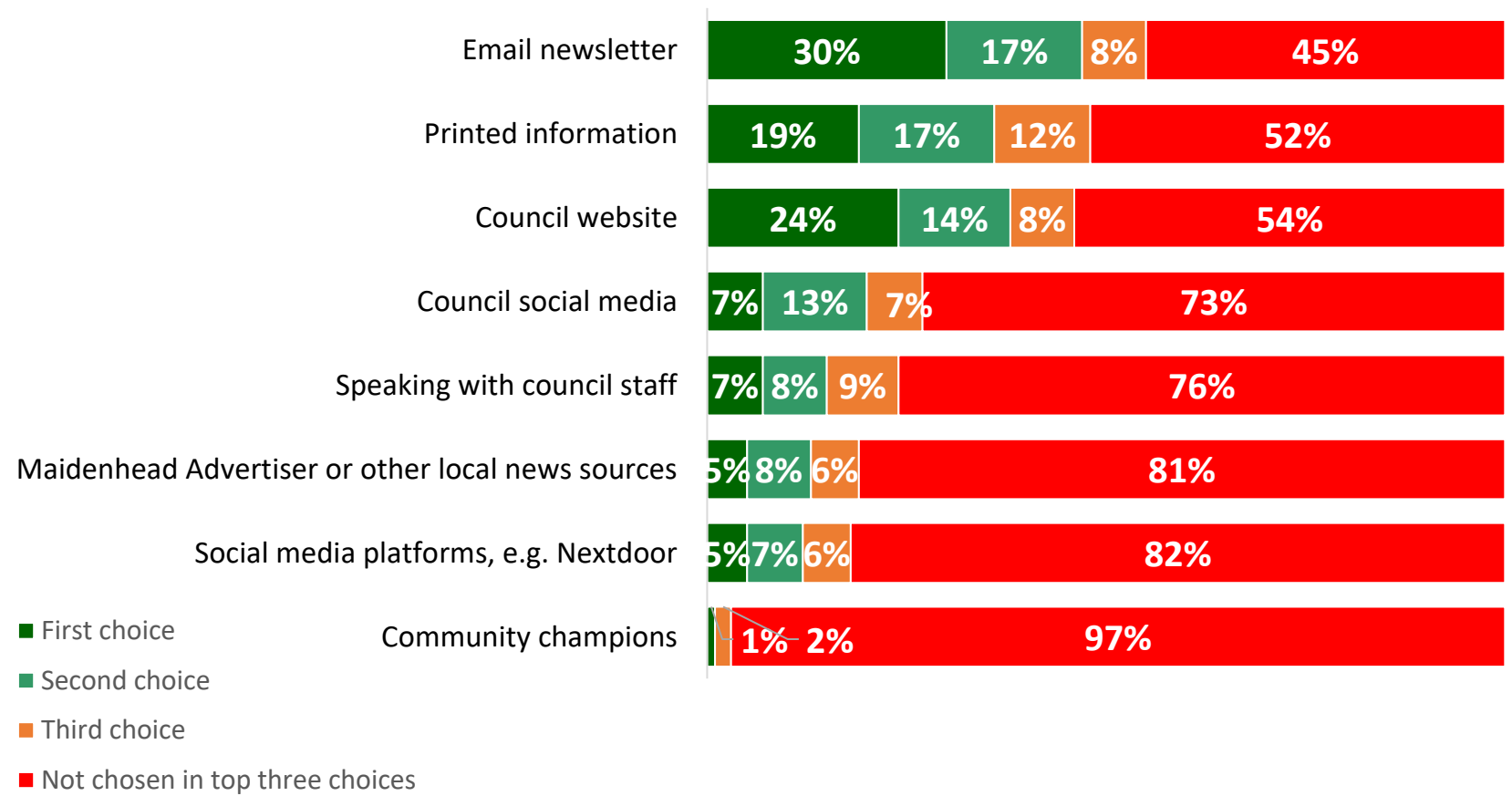
Significantly lower % than other subgroups at 95% confidence level

	Net % Agree
Live in Ascot and the South	82%
Live in Maidenhead	83%
Live in Windsor	85%
Male	81%
Female	86%
Aged 18-34	90%
Aged 35-54	81%
Aged 55-74	82%
Aged 75 & over	83%
Working	85%
Not working (excl retired)	78%
Retired	83%
Activities limited due to condition	74%
Ethnicity – White	83%
Ethnicity – Black / Asian / Mixed	89%
Own property outright	83%
Buying property with mortgage	88%
Rent from council, HA or Trust	75%
Rent from private landlord	82%

Base: (1,740) To what extent do you agree or disagree that dealing with climate change should be a key priority for The Royal Borough of Windsor and Maidenhead in its decision making?

Preferences for seeking information about Royal Borough of Windsor and Maidenhead

- Of the information sources posed to residents, an email newsletter, printed information and the council website are the top three preferences for finding out about council services or local issues.
- A higher proportion of residents whose activities are limited due to a health condition, and residents finding it difficult financially, ranked printed information in their three preferences.

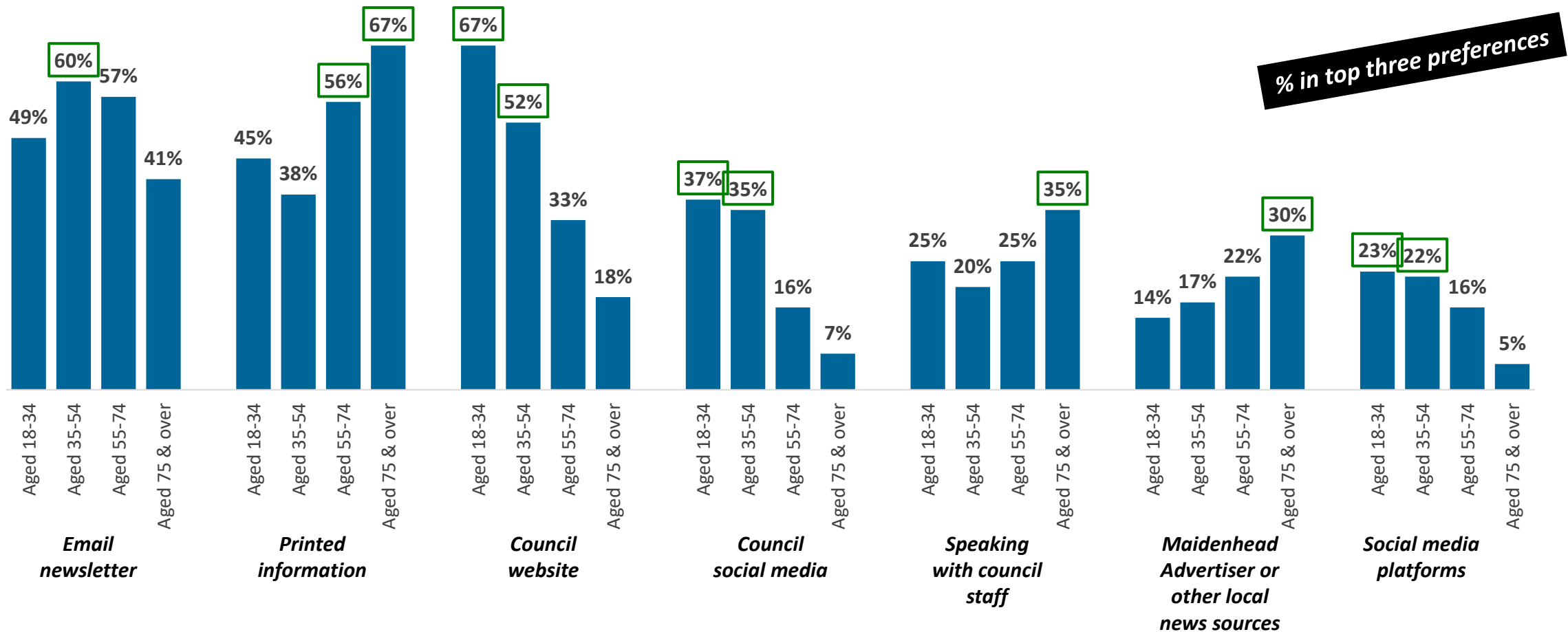


A higher proportion of residents whose activities are limited due to a health condition ranked printed information in their top 3 preferences (55%).

A higher proportion of residents who are finding it difficult financially ranked printed information in their top 3 preferences (57%).

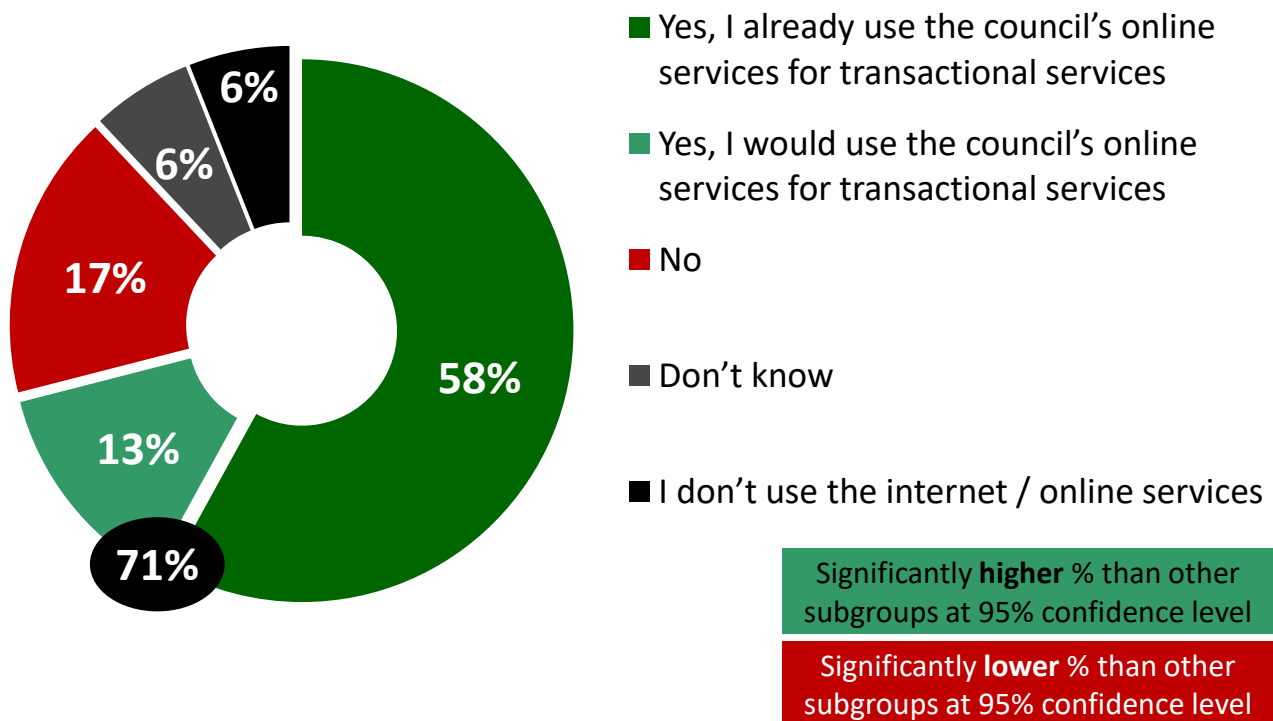
Contrasting preferences for seeking information about Royal Borough of Windsor and Maidenhead – by age

- Stark contrasts in preferences by age with a higher proportion of residents aged 55 & over ranking printed information and a higher proportion of residents aged 75 & over ranking speaking to council staff and local news sources in their top three.
- A higher proportion of residents aged 18-54 would prefer using the council website and social media (council and non-council).



Use of council's online services for transactional services

- Just under three quarters (71%) indicated they would or already use the council's online services for transactional services. 17% indicated they would not.
- Whilst claimed/intended usage is lower amongst older age groups (as perhaps expected), it is also lower amongst female residents, non-working residents, residents whose activities are limited due to a health condition and residents renting from the council, housing association or trust.

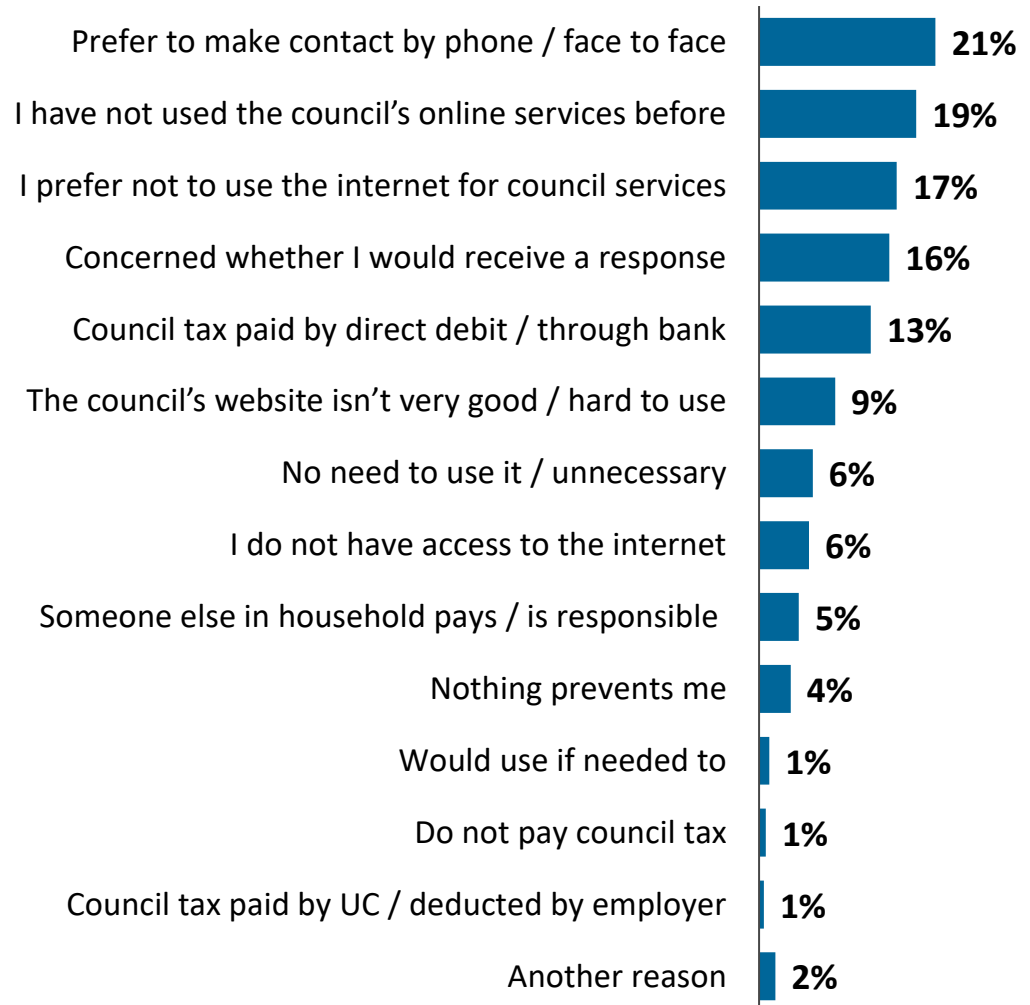


	Net % Yes
Live in Ascot and the South	74%
Live in Maidenhead	70%
Live in Windsor	71%
Male	74%
Female	68%
Aged 18-34	75%
Aged 35-54	81%
Aged 55-74	69%
Aged 75 & over	37%
Working	79%
Not working (excl retired)	63%
Retired	53%
Activities limited due to condition	53%
Ethnicity – White	70%
Ethnicity – Black / Asian / Mixed	77%
Own property outright	65%
Buying property with mortgage	81%
Rent from council, HA or Trust	60%
Rent from private landlord	76%

Factors that prevent usage of council online services (amongst those not using)

- Residents who indicated they do not currently use council online services for transactional services were asked to explain their reasons.
- A variety of barriers were referenced but a preference for alternative means of contact, not using the council’s online services before, and concern whether a response would be received online, rank highest.
- Barriers differ significantly by demographic.

Can you briefly describe what prevents you from using council online services more than you do currently?



Demographic trends

A higher proportion of residents aged 18-34 indicated concern whether they would receive a response prevented them (40%) and the website isn’t very good / hard to use (19%).

A higher proportion of residents aged 75 & over indicated internet access prevented them (26%).

A higher proportion of residents whose activities are limited due to a health condition indicated they prefer not to use the internet for council services (31%).



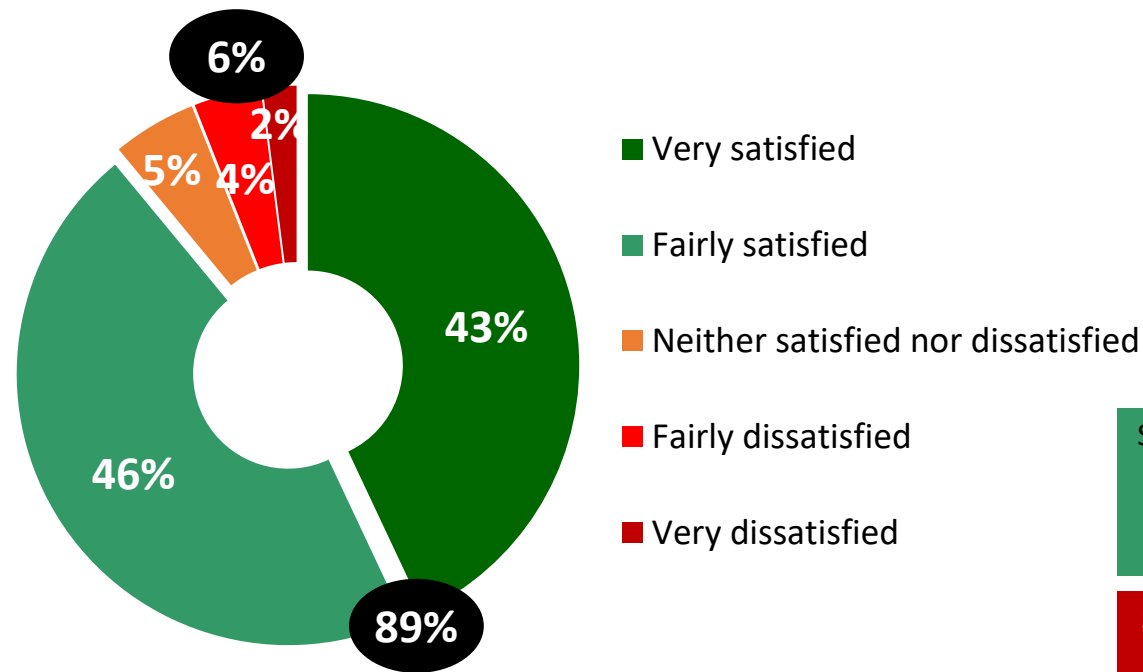
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Key findings - Local Area Perceptions

- *Focused on residents' perceptions of their local communities, including community networks, cohesion, safety and enjoyment of their local area.*

Satisfaction with local area as a place to live

- The majority (89%) are satisfied with their local area as a place to live; 43% are very satisfied.
- Satisfaction is high across demographics but notably comparably lower amongst residents living in Maidenhead, female residents, residents aged 75 & over, residents whose activities are limited due to a health condition and residents renting from the council, housing association or trust.



Significantly higher % than other subgroups at 95% confidence level

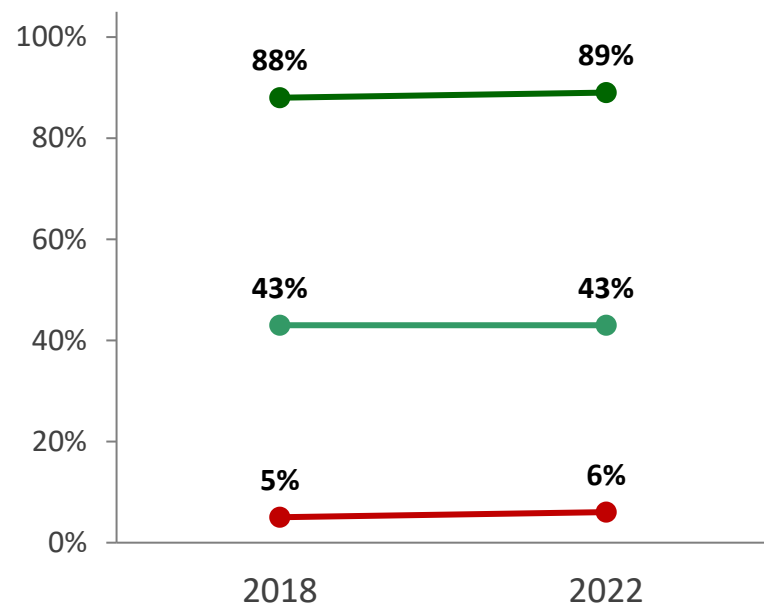
Significantly lower % than other subgroups at 95% confidence level

	Net % Satisfied
Live in Ascot and the South	92%
Live in Maidenhead	86%
Live in Windsor	91%
Male	90%
Female	87%
Aged 18-34	92%
Aged 35-54	88%
Aged 55-74	89%
Aged 75 & over	84%
Working	90%
Not working (excl retired)	85%
Retired	86%
Activities limited due to condition	78%
Ethnicity – White	89%
Ethnicity – Black / Asian / Mixed	89%
Own property outright	86%
Buying property with mortgage	91%
Rent from council, housing association or trust	84%
Rent from private landlord	91%

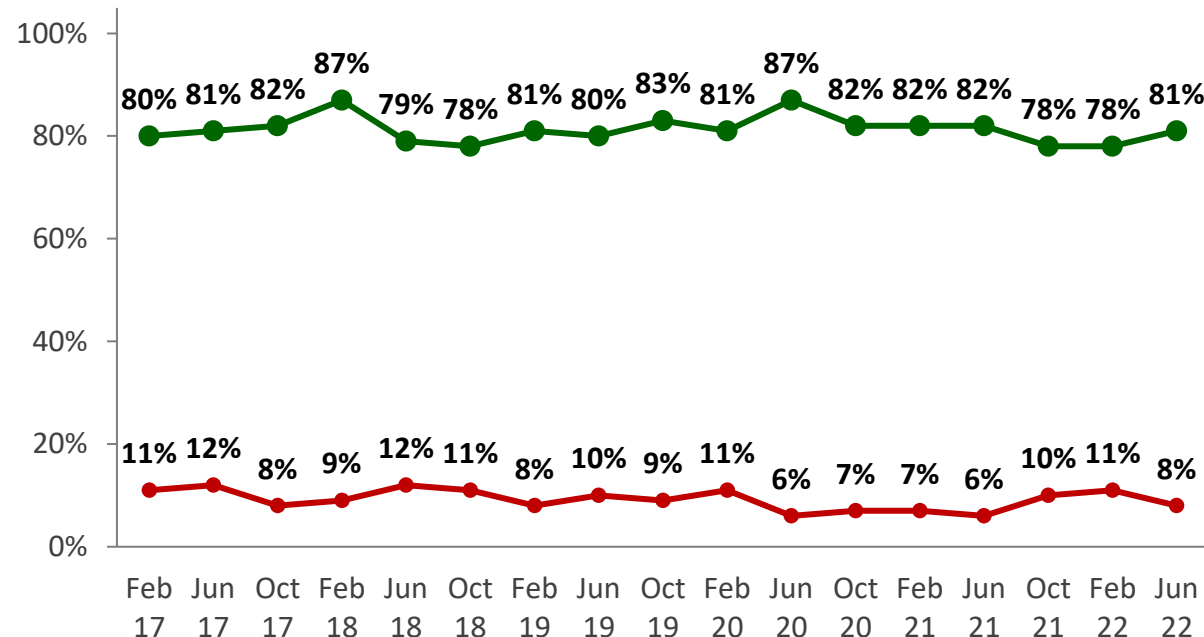
Satisfaction with local area as a place to live – time series data & benchmarks

- Satisfaction levels remain broadly consistent with the resident survey conducted in 2018.
- Satisfaction remains higher than the national average recorded in the quarterly national polling conducted by the LGA.

Royal Borough of Windsor and Maidenhead Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



—●— Very / fairly satisfied %
 —●— Very satisfied %
 —●— Very / fairly dissatisfied %

Overall, how satisfied or dissatisfied are you with your local area as a place to live?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,740; Base: LG Inform National Quarterly polling, 1,000 per wave

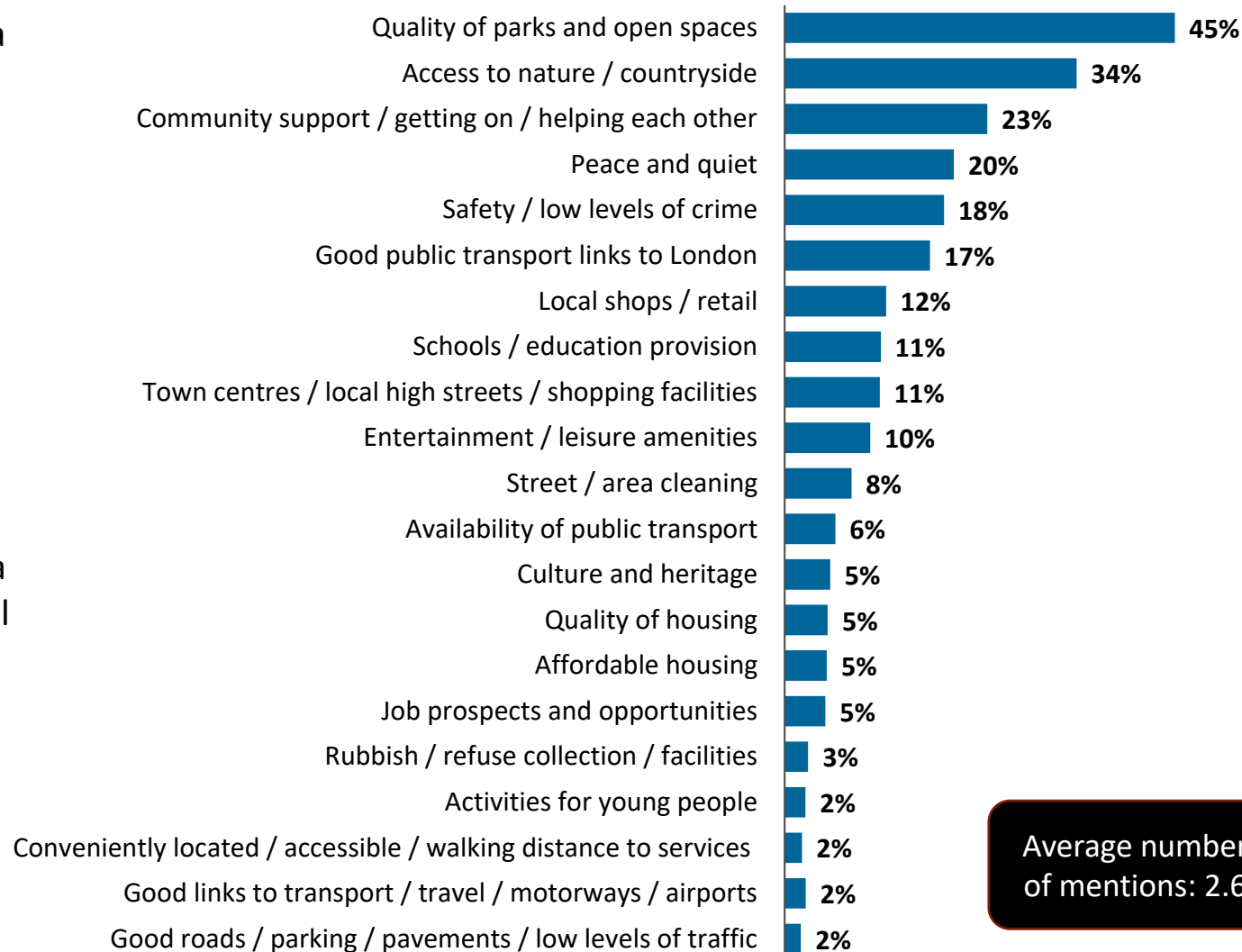
What constitutes a good place to live?

- Residents were asked to tell the interviewers up to three things that make their local area a good place to live.
- Green and open spaces are a key priority to residents and dominant factors that make their local area a good place to live
 - 45% referenced the quality of parks and open spaces
 - 34% referenced access to nature / the countryside
 - 20% referenced peace and quiet
- Community cohesion and support also plays a role with 23% referencing it making their local area a good place to live and 18% referencing safety / low levels of crime as an influence.

Demographic trends

Quality of parks & open spaces (38%), peace and quiet (31%) and community support / getting on / helping each other (26%) are the primary contributors for residents aged 75 & over.

Please tell me up to three things that you make your local area a good place to live?

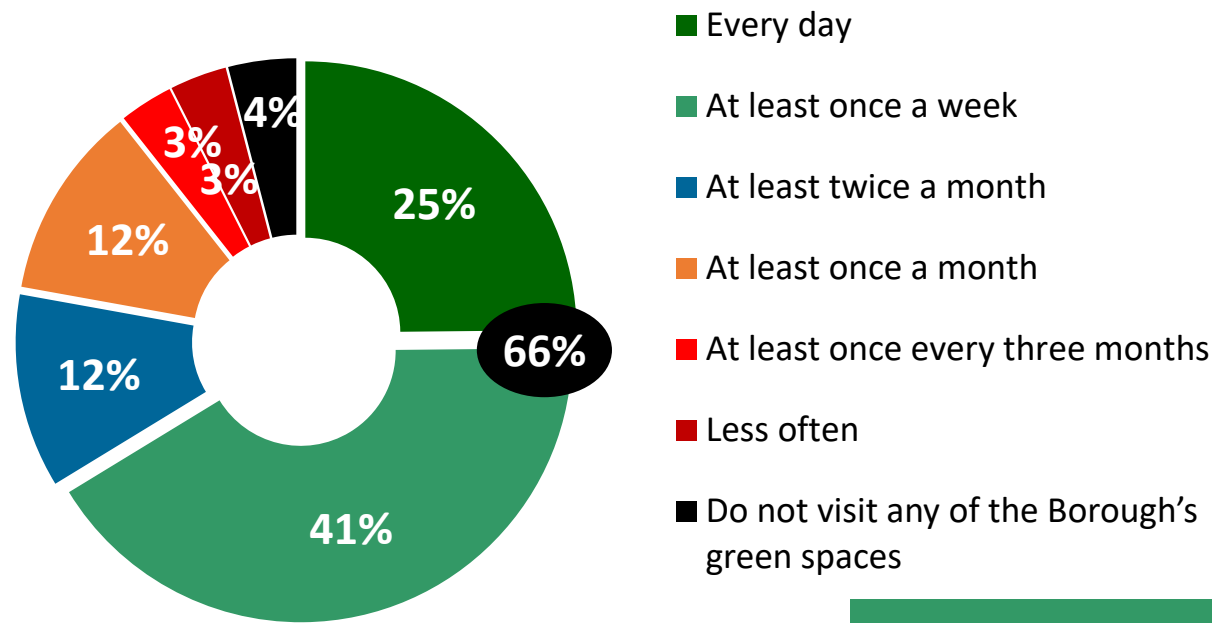


Average number of mentions: 2.6

Base: all answering and selecting up to 3 responses (1,740)

Frequency of visiting Borough's green spaces

- Consistent with factors that make the local area a good place to live, the Borough's green spaces are well used with two thirds claiming they visit at least once a week (25% visit every day).
- Stark contrasts in usage by age with a higher proportion of residents aged 35-74 visiting frequently. A lower proportion of residents of Black / Asian / Mixed ethnicity and residents who rent visit at least once a week.



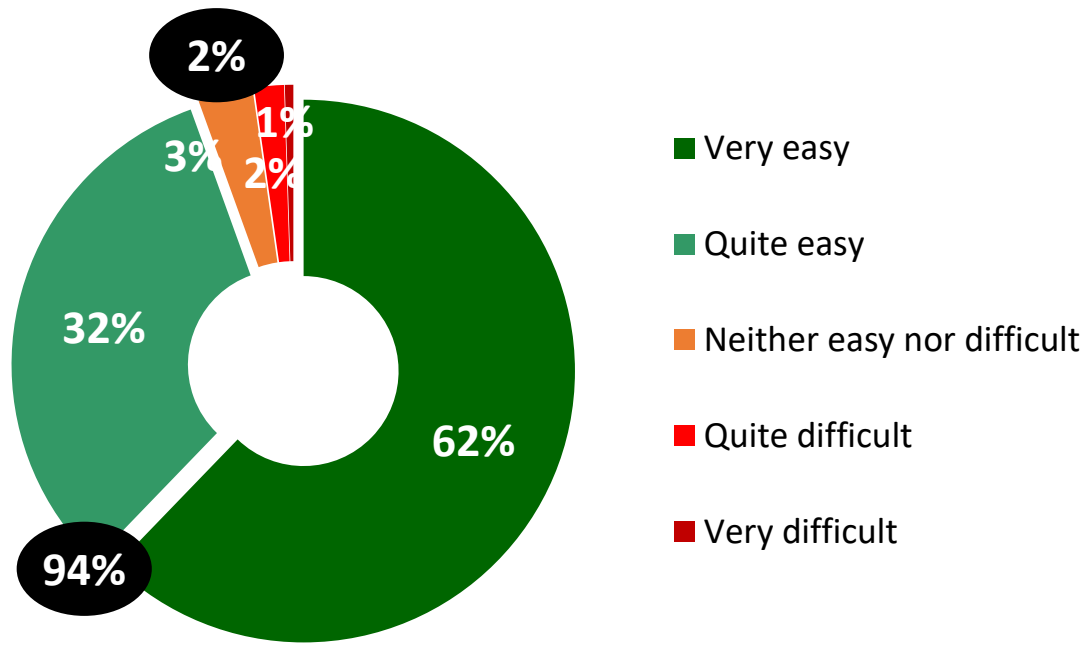
Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

	Net % at least once a week
Live in Ascot and the South	62%
Live in Maidenhead	70%
Live in Windsor	63%
Male	66%
Female	66%
Aged 18-34	48%
Aged 35-54	78%
Aged 55-74	73%
Aged 75 & over	46%
Working	69%
Not working (excl retired)	63%
Retired	60%
Activities limited due to condition	54%
Ethnicity – White	69%
Ethnicity – Black / Asian / Mixed	54%
Own property outright	68%
Buying property with mortgage	75%
Rent from council, HA or Trust	54%
Rent from private landlord	53%

Ease of accessing quality green spaces in the Borough (all who visit)

- The vast majority (94%) consider it easy to access quality green spaces in the Borough; 62% find it very easy.
- Whilst proportions indicating they find it easy is high across all demographic groups, there are significant differences observed in the proportion indicating it is very easy. Lower perceptions of ease are observed amongst residents living in Ascot and the South, residents aged 18-34, residents limited due to a health condition and residents of Black / Asian / Mixed ethnicity and residents renting.



Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

	% very easy
Live in Ascot and the South	52%
Live in Maidenhead	65%
Live in Windsor	62%
Male	64%
Female	61%
Aged 18-34	45%
Aged 35-54	72%
Aged 55-74	67%
Aged 75 & over	51%
Working	64%
Not working (excl retired)	57%
Retired	60%
Activities limited due to condition	53%
Ethnicity – White	65%
Ethnicity – Black / Asian / Mixed	50%
Own property outright	66%
Buying property with mortgage	71%
Rent from council, HA or Trust	51%
Rent from private landlord	43%

Reasons residents have found quality green spaces difficult to access (all those who have experienced difficulty)

- Residents who indicated they have found it difficult to access the Borough's green spaces were asked to detail their reasons.
- Whilst the number of residents answering this question is low, the main reasons cited are mobility, a lack of car parking facilities and being able to visit without a car.

Can you briefly describe why you find it difficult to access quality green spaces in the Borough?



Caution: Low base size (under 50 respondents)

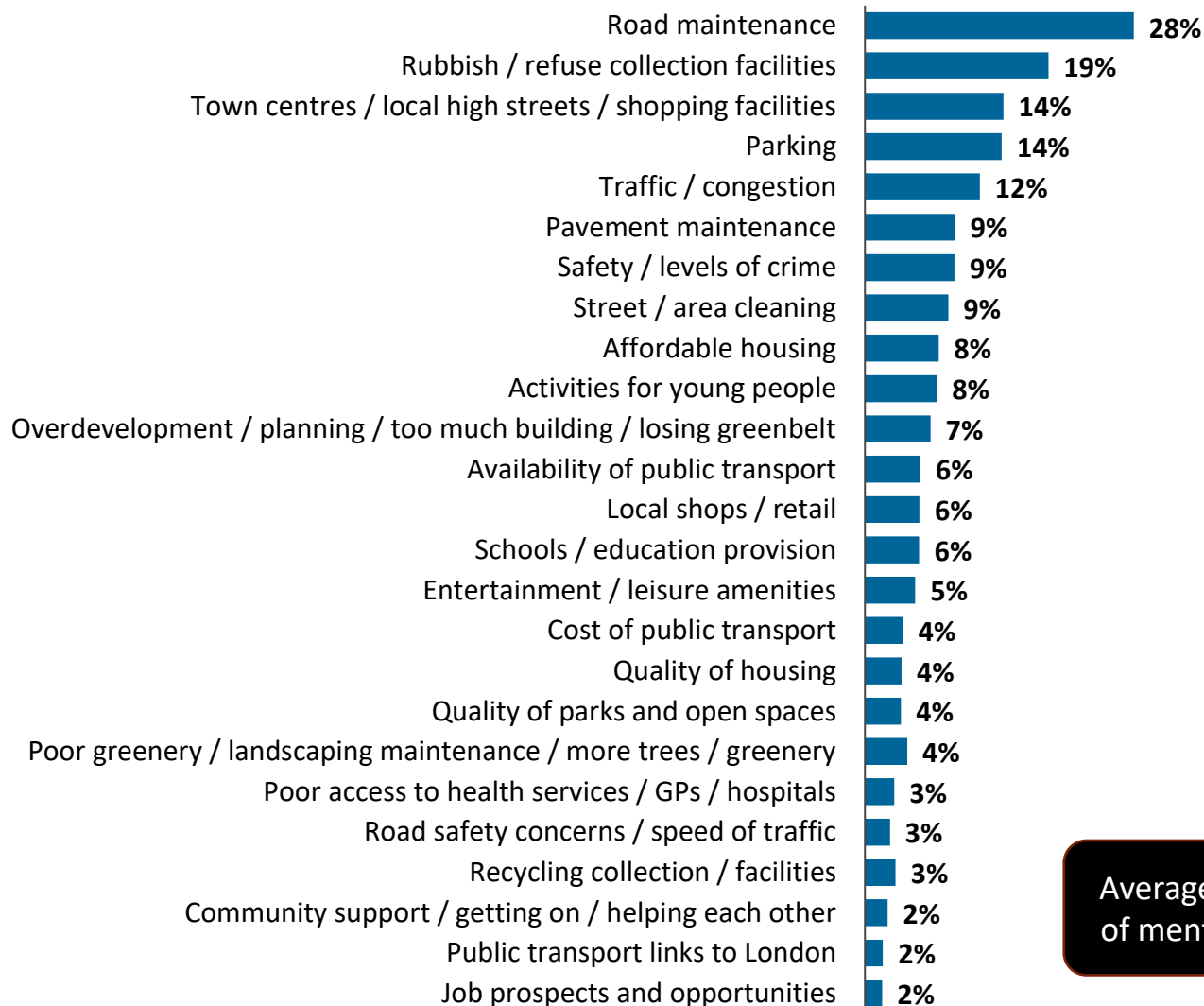
Primary improvements needed in local area

- Residents were asked to tell the interviewers up to three things that most need improving in their local area.
- A number of improvements are cited and residents reference 2.5 on average.
- Road maintenance and rubbish / refuse collection / facilities dominate at 29% and 19% respectively.
- Improvements to town centres / high streets / shopping facilities, parking and congestion are also popular

Demographic trends

Affordable housing (22%) and activities for young people (20%) are the primary concerns for residents aged 18-34.

What *three things* most need improving in your local area?

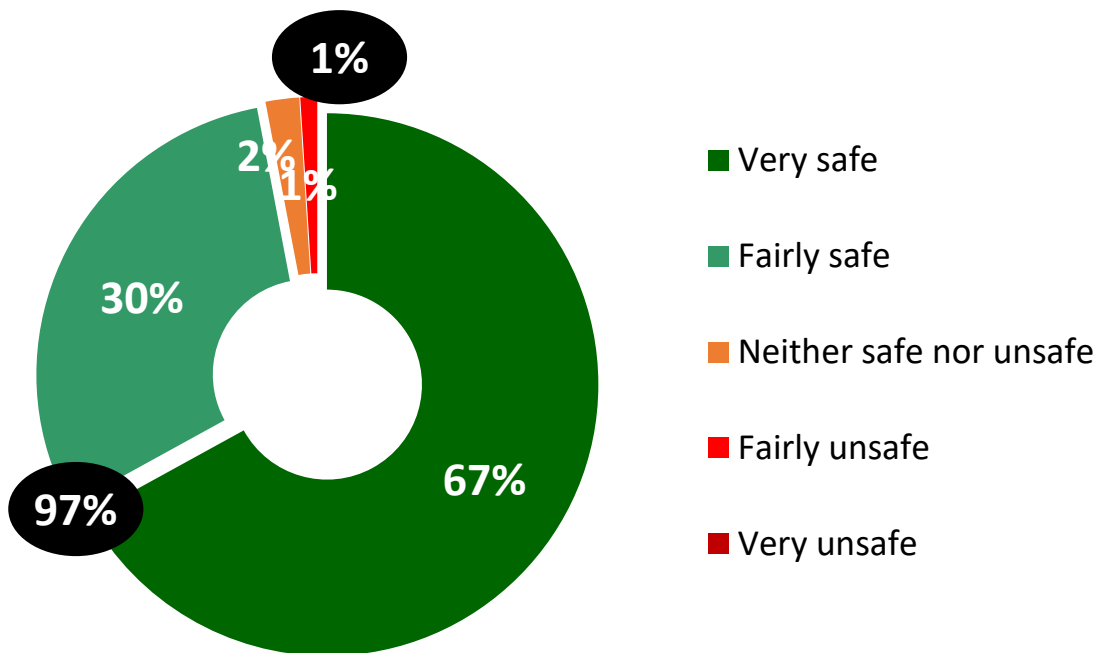


Average number of mentions: 2.5

Base: all answering and selecting up to 3 responses (1,740)

Perception of safety in local area during the day

- Just over two thirds feel very safe (67%) outside in their local area during the day; only 1% feel unsafe.
- Perceptions of safety are broadly consistent across demographics but comparably lower amongst female residents, residents whose activities are limited due to a health condition and residents who own their property outright or rent from the council, housing association or trust.



Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

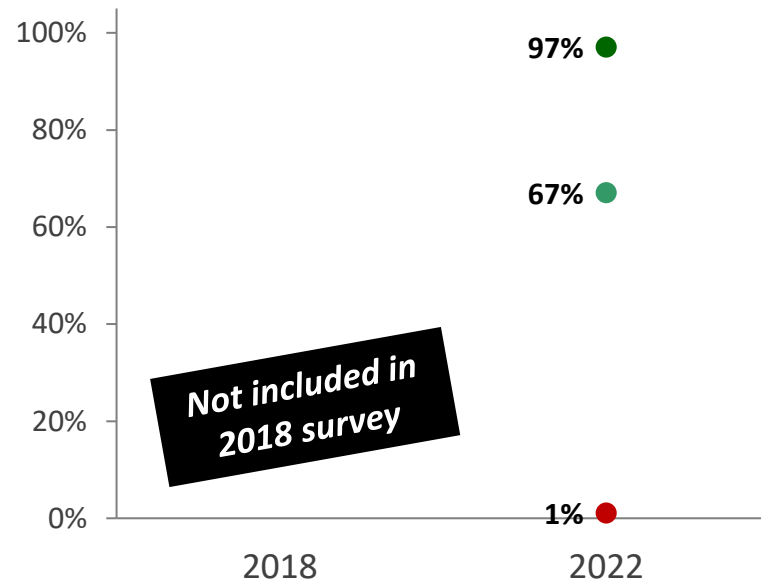
	Net % Very Safe
Live in Ascot and the South	62%
Live in Maidenhead	69%
Live in Windsor	66%
Male	70%
Female	64%
Aged 18-34	67%
Aged 35-54	68%
Aged 55-74	67%
Aged 75 & over	61%
Working	69%
Not working (excl retired)	63%
Retired	63%
Activities limited due to condition	55%
Ethnicity – White	68%
Ethnicity – Black / Asian / Mixed	62%
Own property outright	74%
Buying property with mortgage	84%
Rent from council, HA or Trust	70%
Rent from private landlord	86%

Base: (1,734) How safe or unsafe do you feel when outside in your local area during the day? Excluding Don't know

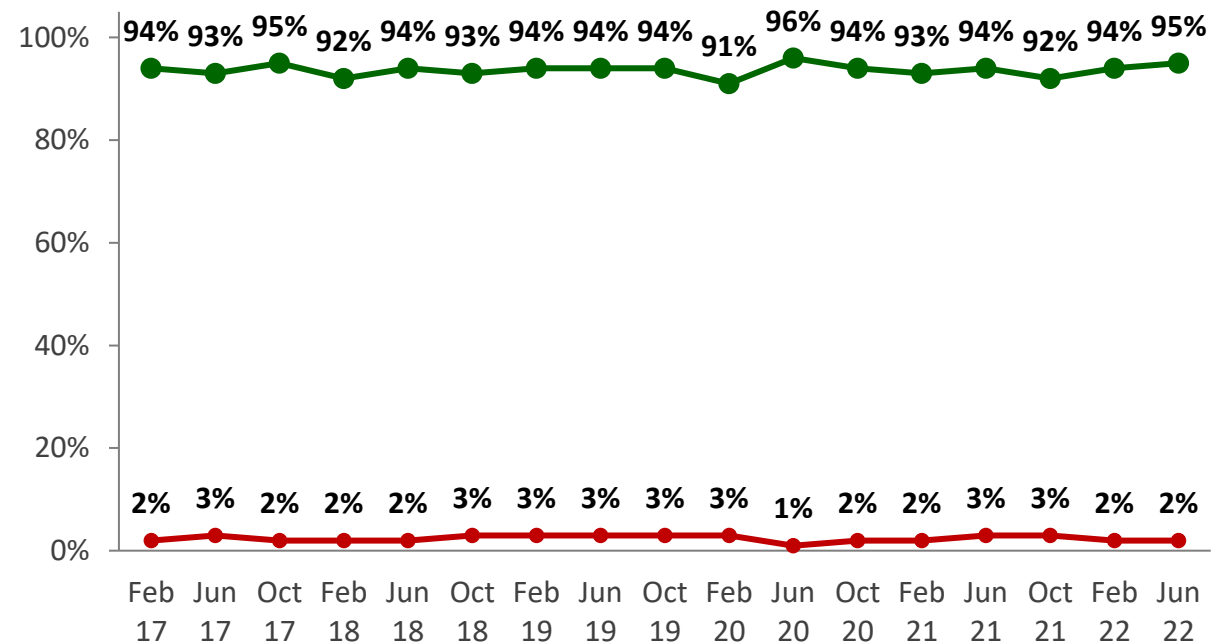
Perception of safety in local area during the day – time series data & benchmarks

- Feelings of safety are marginally higher than the national average recorded in the quarterly national polling conducted by the LGA.

Royal Borough of Windsor and Maidenhead Resident Survey, adults 18+



LG Inform National Quarterly polling, British adults 18+



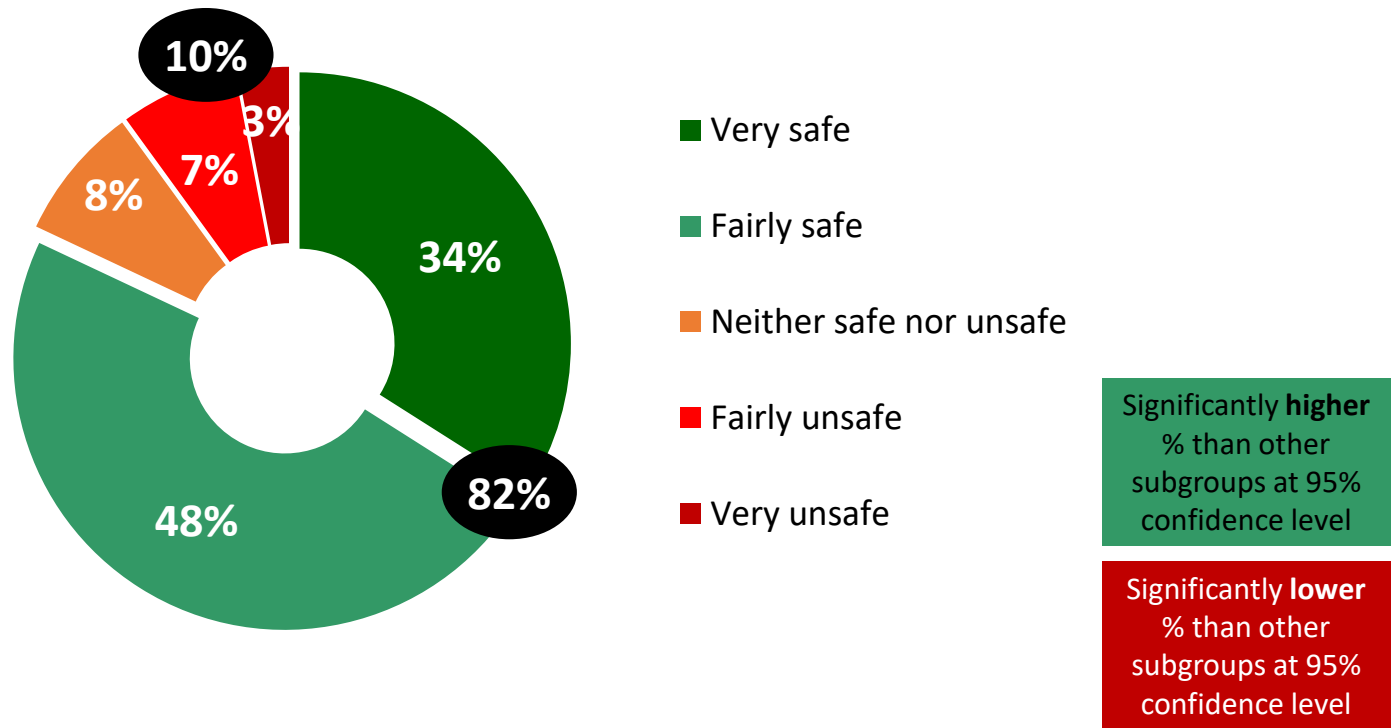
—●— Very / fairly safe %
 —●— Very safe %
 —●— Very / fairly unsafe %

How safe or unsafe do you feel when outside in your local area during the day?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,734; Base: LG Inform National Quarterly polling, 1,000 per wave

Perception of safety in local area after dark

- The majority feel safe (82%) outside in their local area after dark; 34% feel very safe and 10% feel unsafe.
- Perceptions of safety are high across demographics but comparably lower amongst residents living in Windsor, female residents, residents aged 75 & over, residents whose activities are limited due to a health condition and residents who own their property outright or rent from the council, housing association or trust.



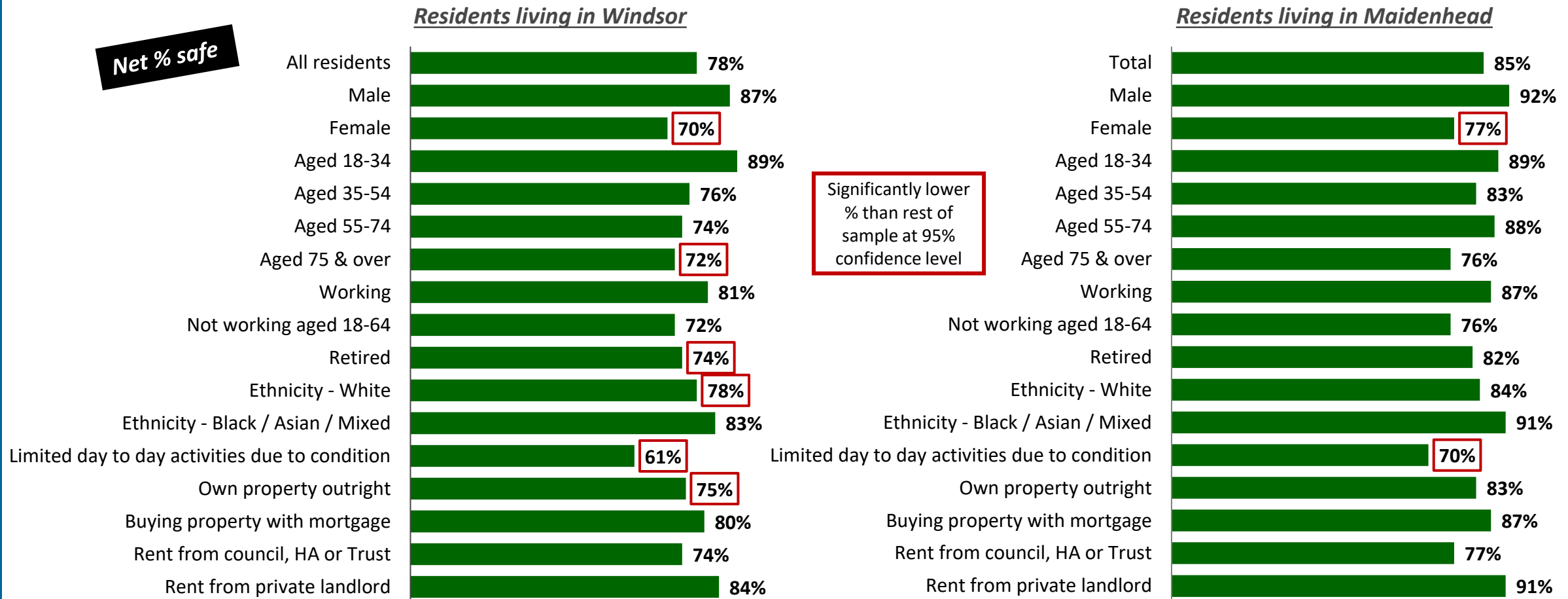
	Net % Safe
Live in Ascot and the South	81%
Live in Maidenhead	85%
Live in Windsor	78%
Male	89%
Female	75%
Aged 18-34	89%
Aged 35-54	81%
Aged 55-74	80%
Aged 75 & over	75%
Working	85%
Not working (excl retired)	75%
Retired	77%
Activities limited due to condition	66%
Ethnicity – White	81%
Ethnicity – Black / Asian / Mixed	89%
Own property outright	74%
Buying property with mortgage	84%
Rent from council, HA or Trust	70%
Rent from private landlord	86%

Base: (1,648)

How safe or unsafe do you feel when outside in your local area after dark? Excluding Don't Know

Consistency in demographic variations of safety perceptions after dark – by area

- Demographic contrasts are apparent when looking at statistics by area but remain particularly stark amongst Windsor residents.
- The difference in perceptions of safety by gender is evident in both areas.

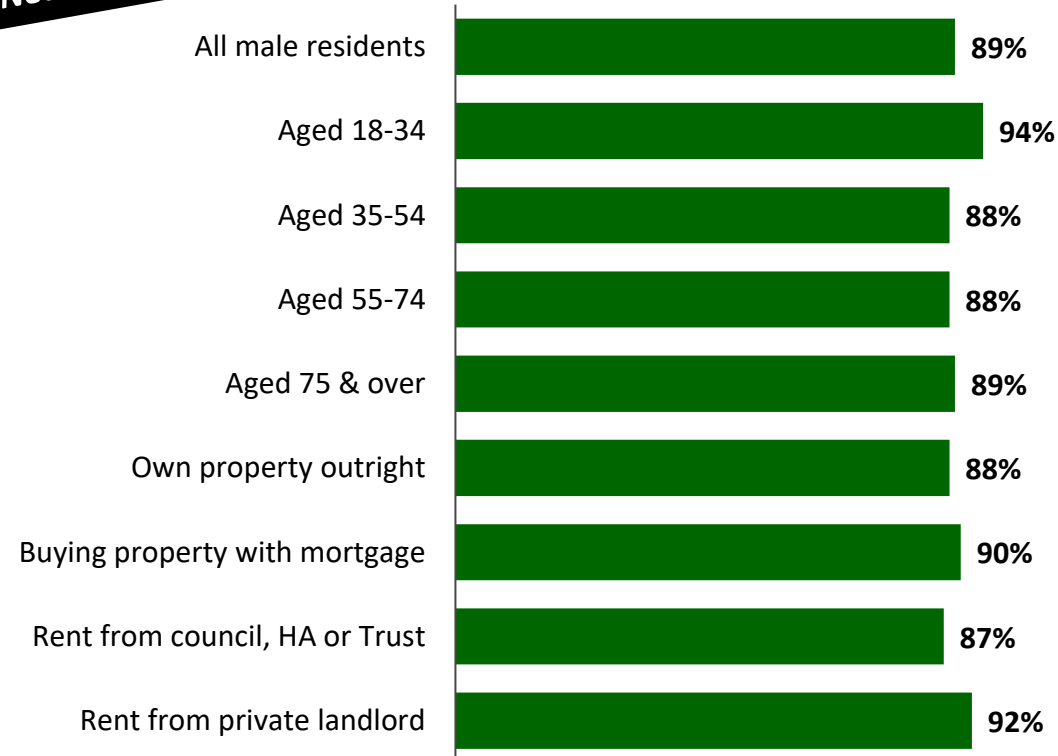


Contrasting perceptions of safety in local area after dark – by gender and age

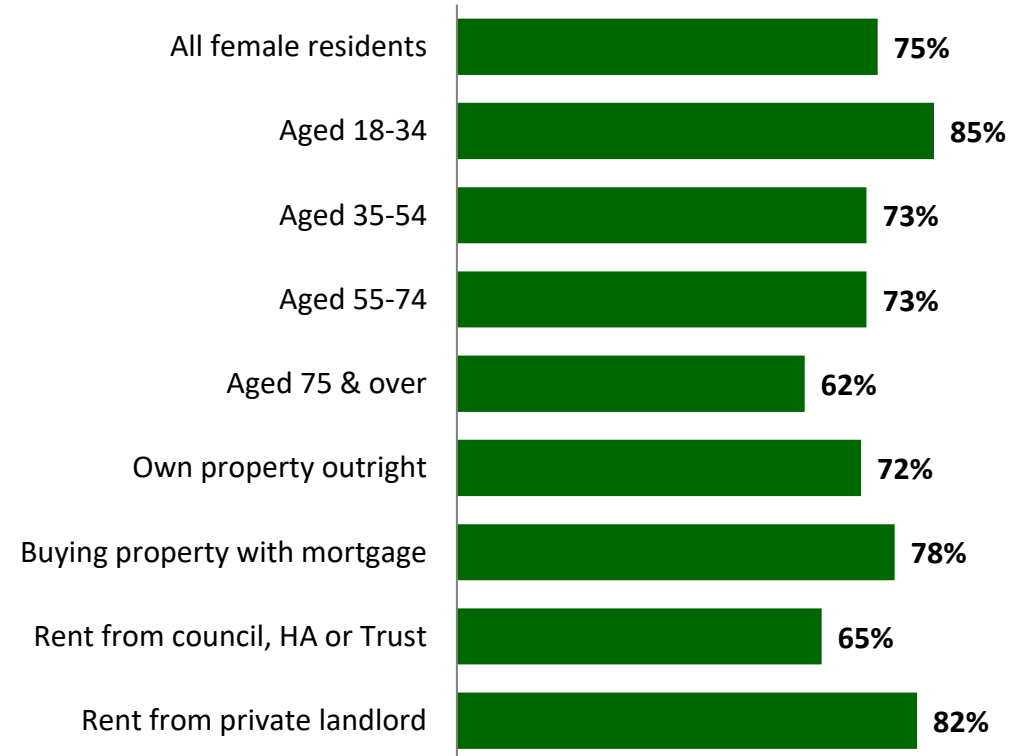
- A lower proportion of female residents across all age and home ownership groups feel safe in their local area after dark.
- Contrasts are particularly apparent amongst residents aged 35 & over and residents who are renting from the council, housing association or trust.

Net % safe

Male residents

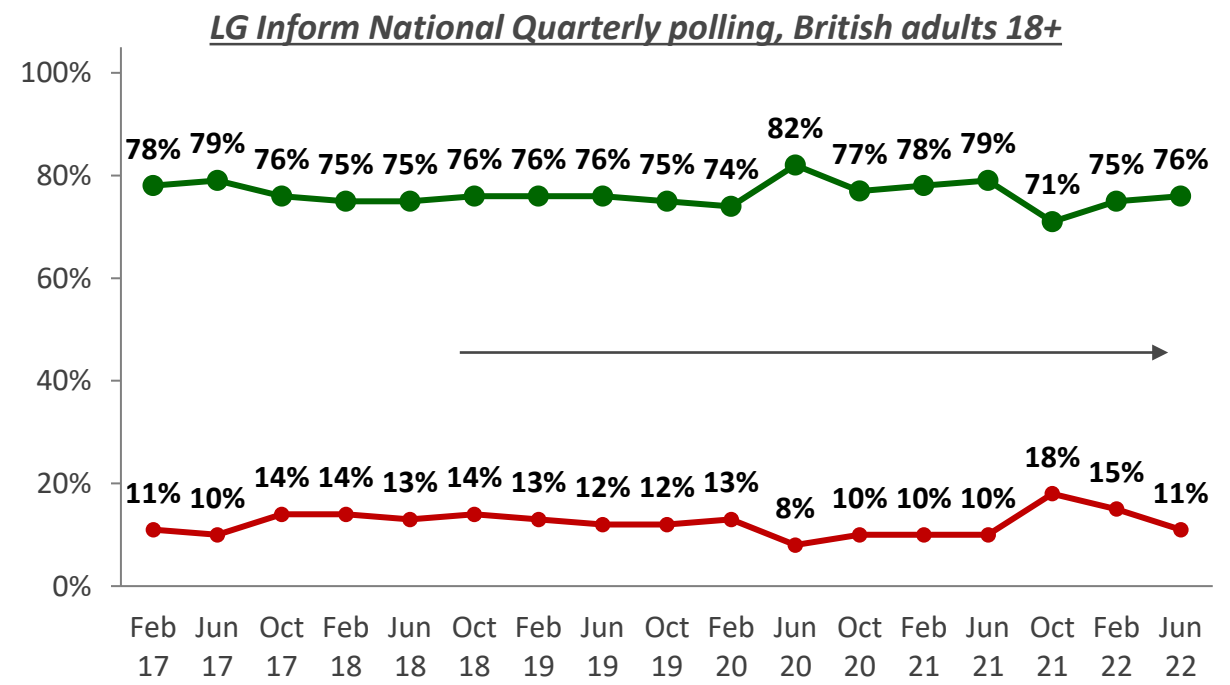
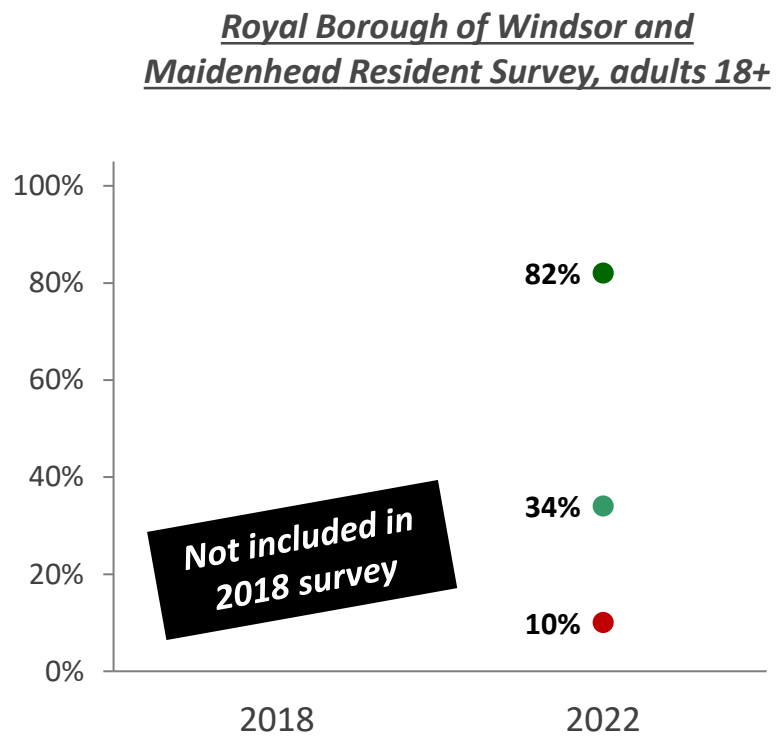


Female residents



Perception of safety in local area after dark – time series data & benchmarks

- Feelings of safety are higher than the national average recorded in the quarterly national polling conducted by the LGA.



—●— Very / fairly safe %
 —●— Very safe %
 —●— Very / fairly unsafe %

How safe or unsafe do you feel when outside in your local area after dark?

Base: Royal Borough of Windsor and Maidenhead Resident Survey, n=1,678; Base: LG Inform National Quarterly polling, 1,000 per wave



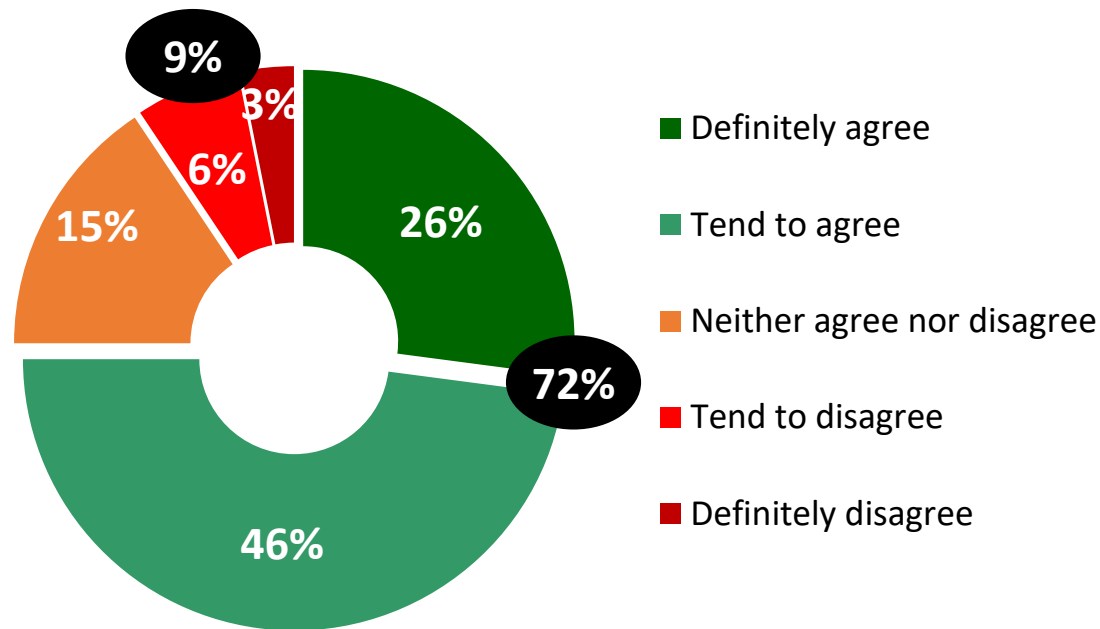
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Key findings – Local area cohesion and engagement

- *Focused on residents' perceptions of their local communities, including community networks, cohesion, safety and enjoyment of their local area.*

People pulling together to improve local area

- Just under three quarters (72%) agree people in their local area pull together to improve it; 26% definitely agree and 9% disagree.
- There are two significant differences by demographic. A comparably lower proportion of residents who live in Maidenhead and residents whose activities are limited due to a health condition agree overall.



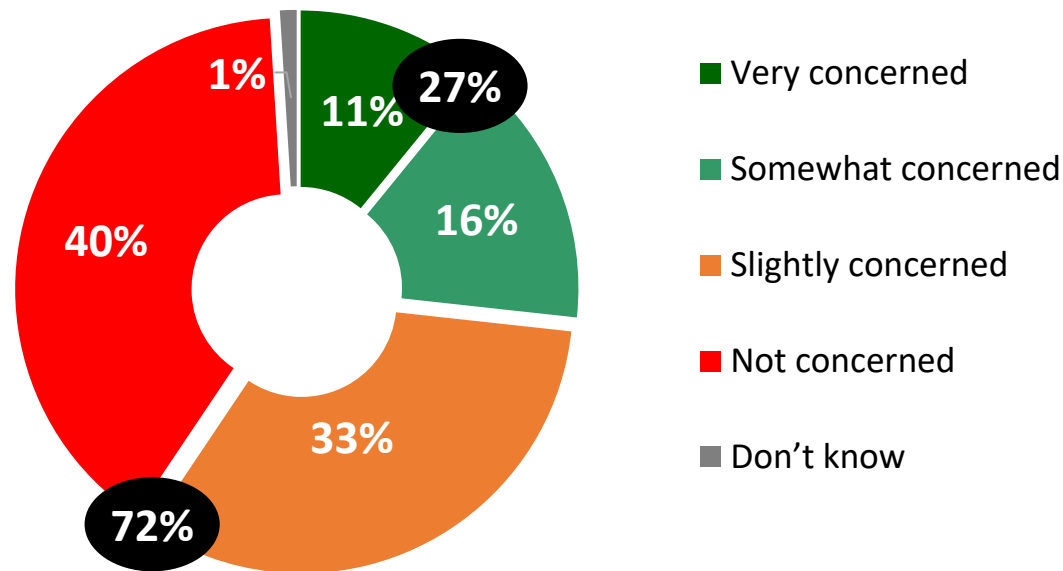
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

	Net % agree
Live in Ascot and the South	78%
Live in Maidenhead	69%
Live in Windsor	74%
Male	71%
Female	72%
Aged 18-34	76%
Aged 35-54	69%
Aged 55-74	73%
Aged 75 & over	70%
Working	72%
Not working (excl retired)	67%
Retired	75%
Activities limited due to condition	60%
Ethnicity – White	72%
Ethnicity – Black / Asian / Mixed	73%
Own property outright	70%
Buying property with mortgage	76%
Rent from council, HA or Trust	68%
Rent from private landlord	70%

Level of concern for anti-social behaviour in local area

- Just over a quarter (27%) indicated they are concerned about anti-social behaviour in their local area; 40% are not concerned.
- A higher proportion of residents aged 35-74 indicated they were concerned compared to other age groups.
- The proportion 'concerned' is comparably lower amongst residents of Maidenhead.



Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

	Net % concerned
Live in Ascot and the South	32%
Live in Maidenhead	24%
Live in Windsor	30%
Male	26%
Female	28%
Aged 18-34	17%
Aged 35-54	32%
Aged 55-74	31%
Aged 75 & over	21%
Working	27%
Not working (excl retired)	29%
Retired	26%
Activities limited due to condition	28%
Ethnicity – White	28%
Ethnicity – Black / Asian / Mixed	23%
Own property outright	30%
Buying property with mortgage	29%
Rent from council, HA or Trust	24%
Rent from private landlord	22%

Main anti-social behaviour concerns (amongst those who indicated they are concerned)

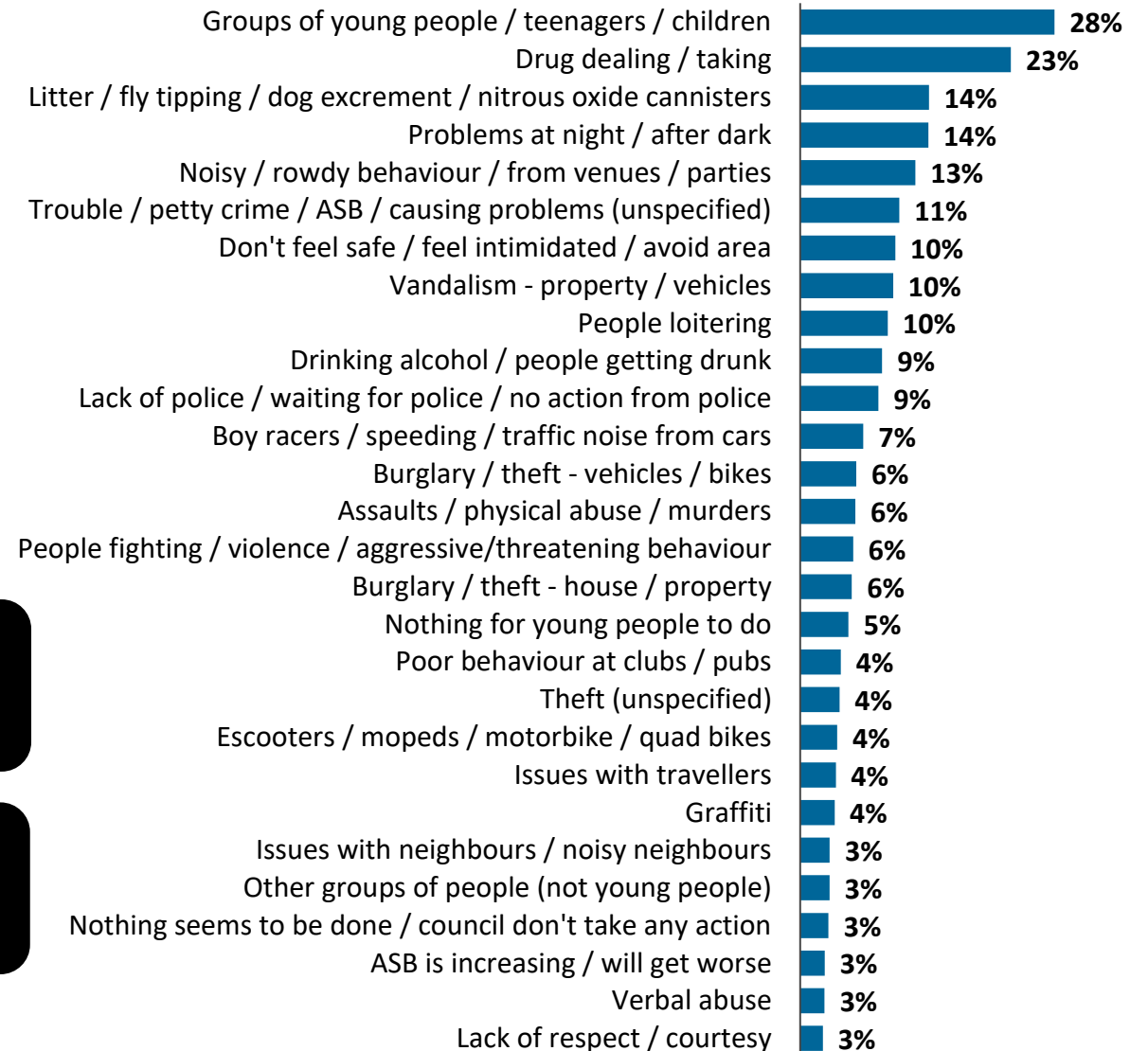
- Residents who indicated they were concerned about anti-social behaviour in their local area were asked to detail their main concerns. Reasons were given in residents' own words and these have been categorised into themes for analysis purposes.
- A variety of concerns were raised but the most common are groups of young people / teenagers / children and drug dealing / taking.
 - Demographic contrasts were observed in the degree to which these factors are a concern.

Demographic trends

A higher proportion of 18-34 year olds with a concern cited 'drug dealing / taking' (33%) and a higher proportion of 35-54 year olds cited 'groups of young people / teenagers / children' (35%).

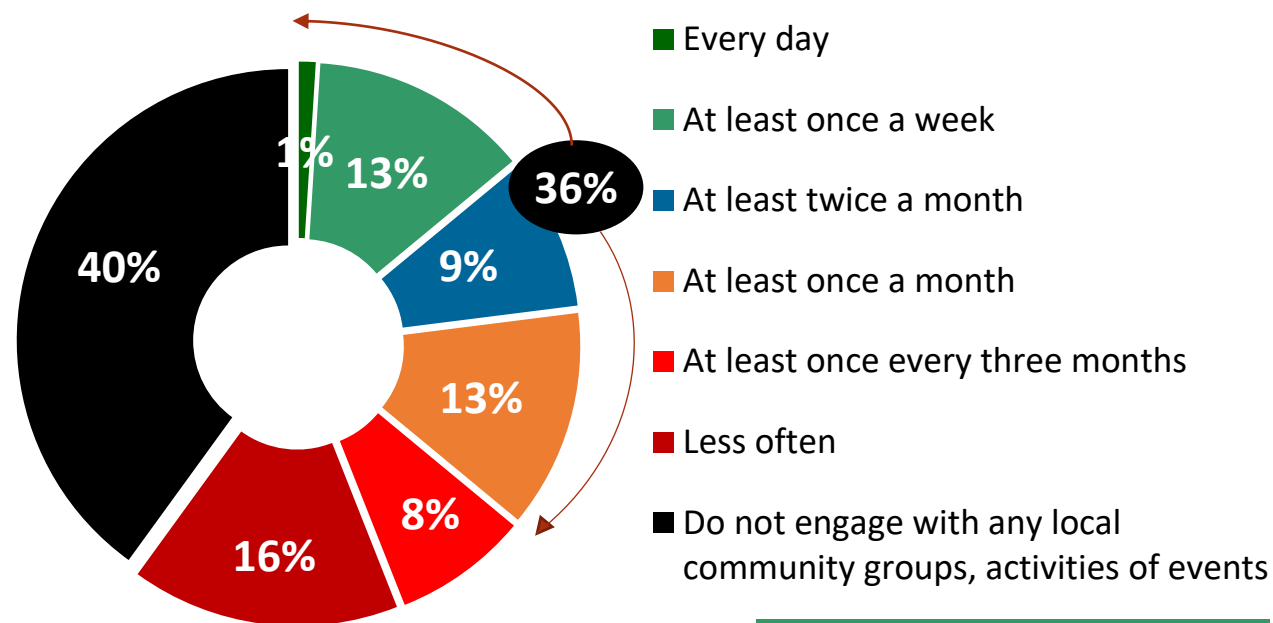
A higher proportion of residents renting from the council, housing association or trust and residents renting privately with a concern cited 'drug dealing / taking' (34% and 32% respectively).

What is your main concern about anti-social behaviour in your local area?



Frequency of engaging with local community groups / activities or events

- Just over a third (36%) claim they take part in local community groups, activities or events at least once a month.
- Engagement in community activities is comparably lower amongst residents aged 18-34 and 75 & over, residents whose activities are limited due to a health condition and residents who rent from the council, housing association or trust.



Significantly **higher** % than other subgroups at 95% confidence level

Significantly **lower** % than other subgroups at 95% confidence level

Net %	At least once a month	Any engagement
Live in Ascot and the South	41%	65%
Live in Maidenhead	34%	60%
Live in Windsor	37%	59%
Male	35%	62%
Female	37%	59%
Aged 18-34	35%	54%
Aged 35-54	37%	68%
Aged 55-74	38%	60%
Aged 75 & over	30%	48%
Working	36%	62%
Not working (excl retired)	34%	56%
Retired	37%	56%
Activities limited due to condition	24%	44%
Ethnicity – White	36%	61%
Ethnicity – Black / Asian / Mixed	37%	58%
Own property outright	39%	62%
Buying property with mortgage	38%	67%
Rent from council, HA or Trust	20%	40%
Rent from private landlord	41%	61%

Involvement in community activities in last year

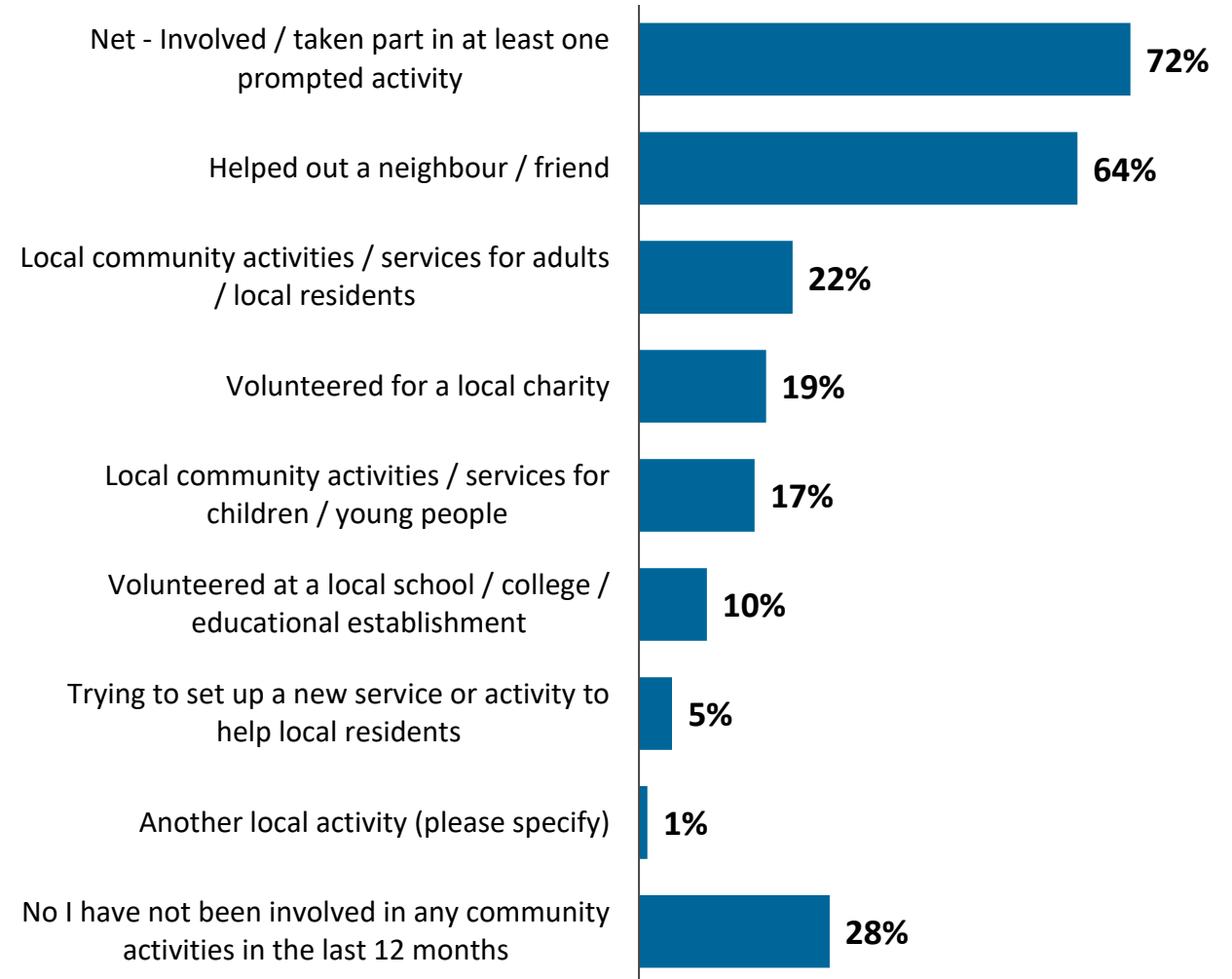
- Just under three quarters (72%) claim they have been involved in at least one of the prompted community activities in the last year. The majority of this engagement is helping neighbours / friends.
- Just under three in ten (28%) claim they have not been involved in any activity in the last year.
- Consistent with previous trends noted, claimed involvement is lower amongst specific age groups and residents renting. In addition, claimed involvement is lower amongst residents of Black / Asian / Mixed ethnicity.

Demographic trends

Involvement in any of the prompted community activities is lower amongst residents aged 18-34 (47%) and residents aged 75 & over (65%).

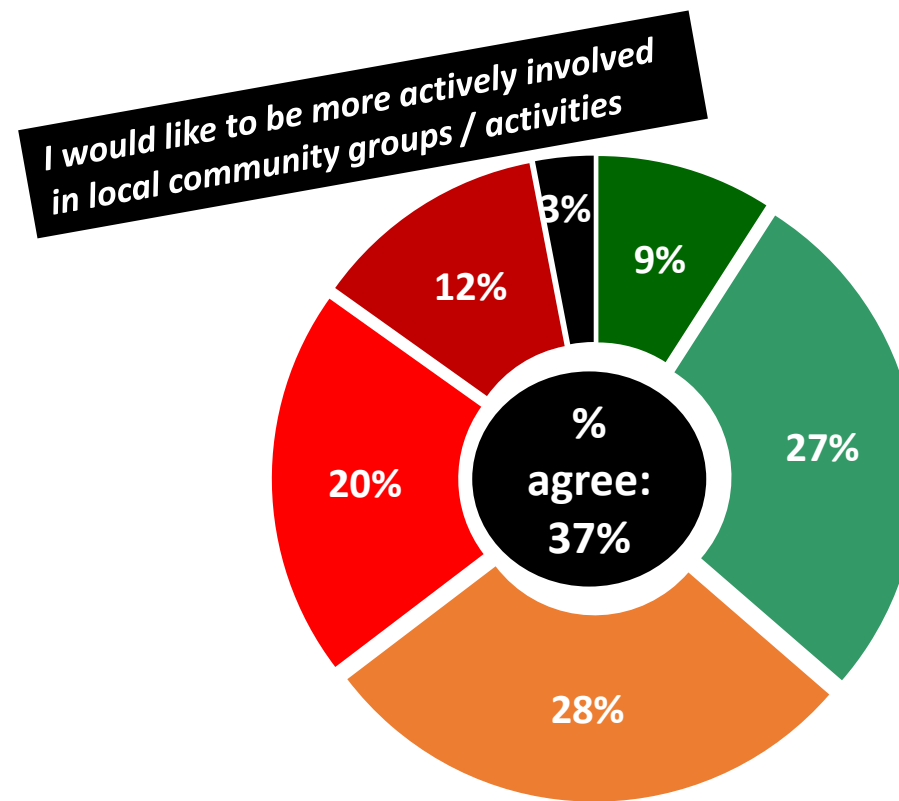
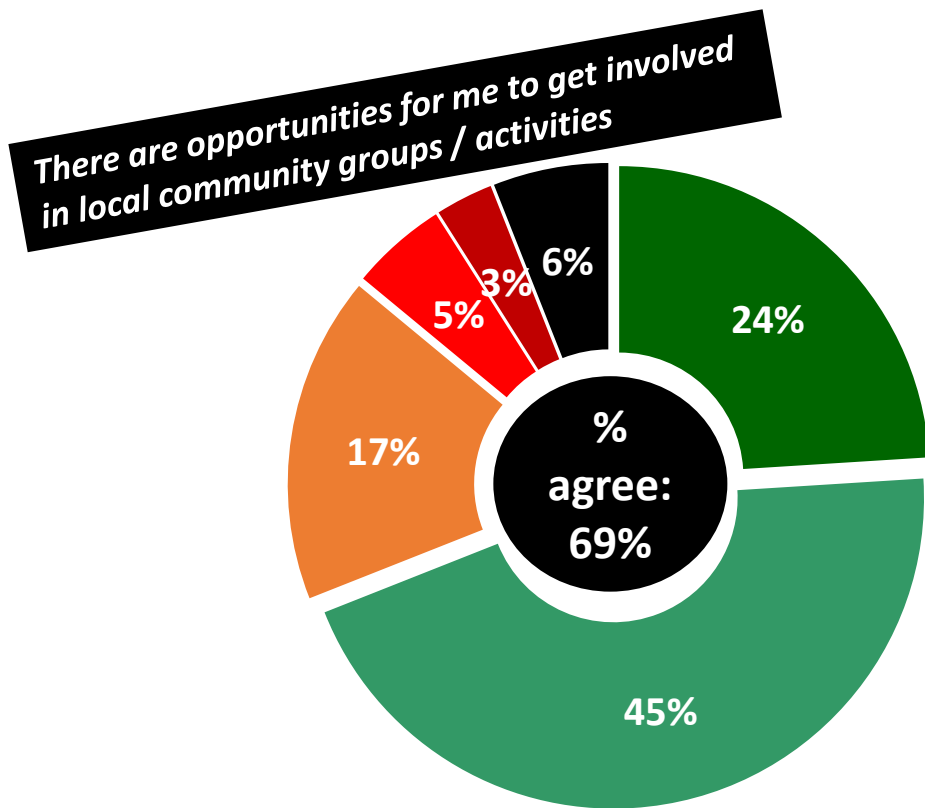
Involvement in any of the prompted community activities is lower amongst residents of Black / Asian / Mixed ethnicity (65%) and residents renting from the council, housing association or trust (62%) or renting privately (55%).

Have you been involved in any of the following activities in the last 12 months?



Community engagement opportunities and preferences

- Residents believe there are sufficient opportunities available with just over two thirds (69%) agreeing there are opportunities for them to get involved in local community groups / activities; only 8% disagree.
- Inclination to participate is lower with just under four in ten (37%) agreeing they would likely to be more actively involved; 32% disagree. A significant proportion are undecided with 28% neither agreeing nor disagreeing.



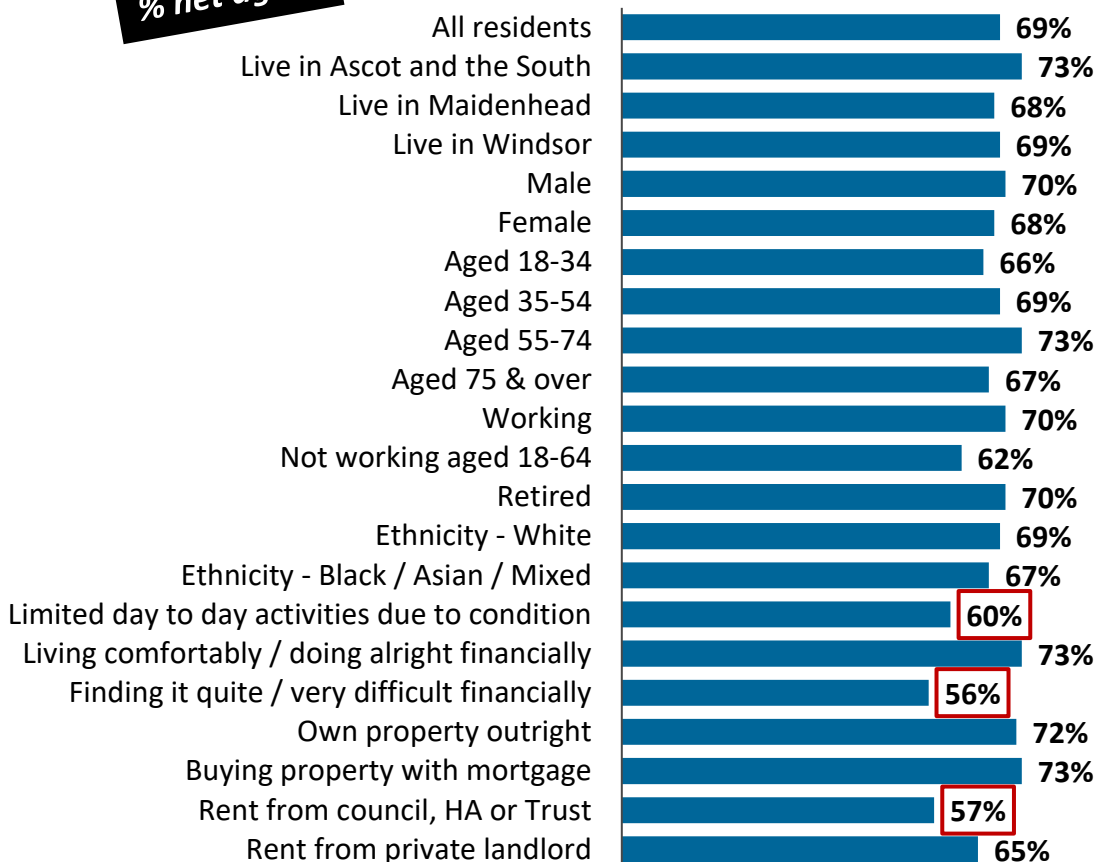
■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree
 ■ Don't know

Contrasting perceptions towards community engagement – by demographic

- Response by demographic group varies but there are notable differences to each statement posed. A lower proportion of residents whose activities are limited due to a health condition, residents who are finding it difficult financially and rent from the council, housing association or trust agree there are opportunities for involvement.
- Inclination for active participation is lower amongst residents aged 75 & over.

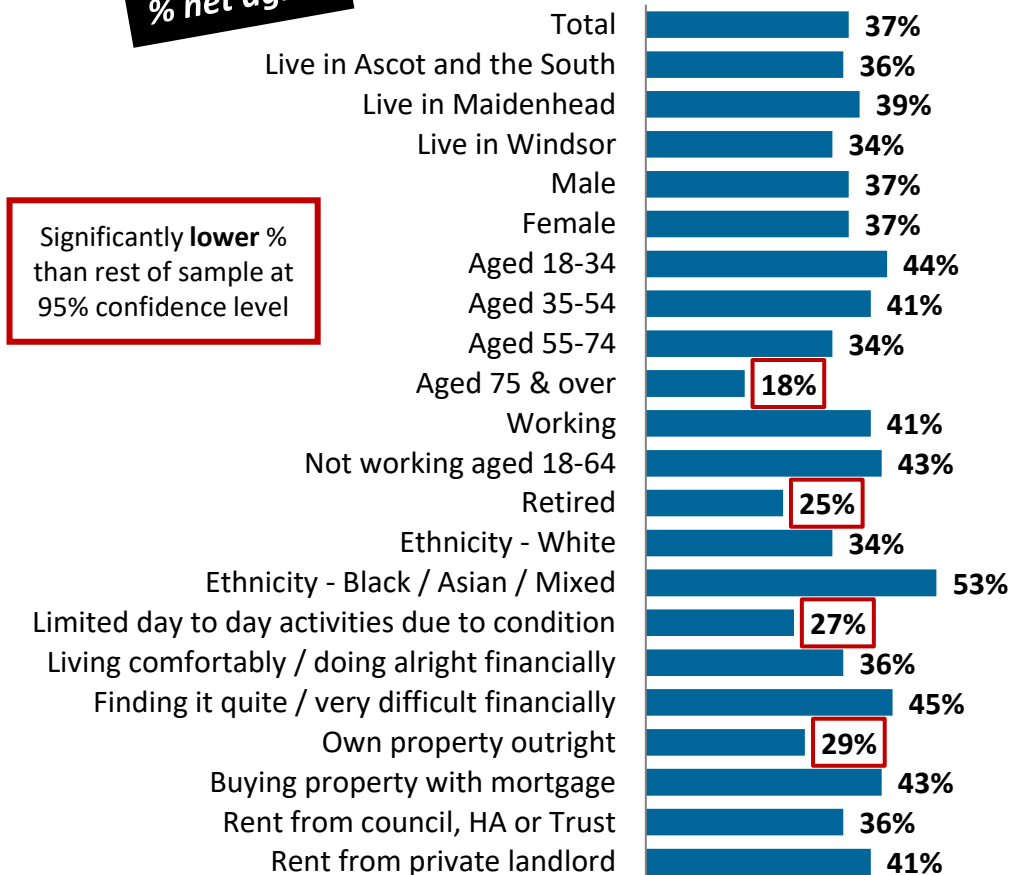
% net agree

Opportunities to get involved



% net agree

Would like to become more actively involved



Significantly lower % than rest of sample at 95% confidence level



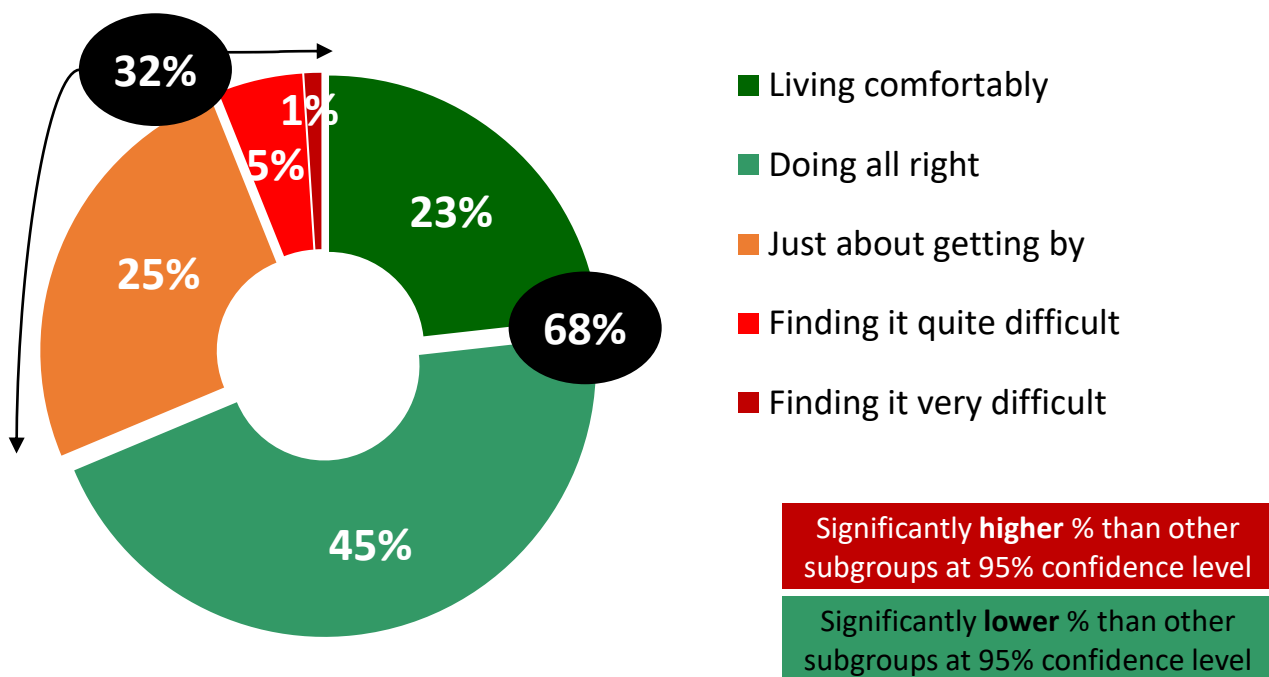
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Key findings – Individual welfare and wellbeing

- *Providing insight into the wellbeing of our residents, including measuring financial and housing security, in order to inform the approach to cost of living and inequalities strategies within the borough*

Degree to which household is managing financially

- Just over two thirds (68%) indicated their household is living comfortably financially or doing all right. 25% indicated they are just about getting by and 6% are finding it difficult.
- As expected, there are stark contrasts in financial stability by demographic group. A higher proportion of residents aged 18-34, non-working residents, residents whose activities are limited due to a health condition, residents of Black / Asian / Mixed ethnicity and residents renting are just about getting by / finding it difficult.



	Net % just about getting by / finding it difficult
Live in Ascot and the South	33%
Live in Maidenhead	30%
Live in Windsor	34%
Male	26%
Female	37%
Aged 18-34	48%
Aged 35-54	31%
Aged 55-74	26%
Aged 75 & over	15%
Working	33%
Not working (excl retired)	52%
Retired	20%
Activities limited due to condition	44%
Ethnicity – White	30%
Ethnicity – Black / Asian / Mixed	41%
Own property outright	16%
Buying property with mortgage	22%
Rent from council, HA or Trust	65%
Rent from private landlord	60%

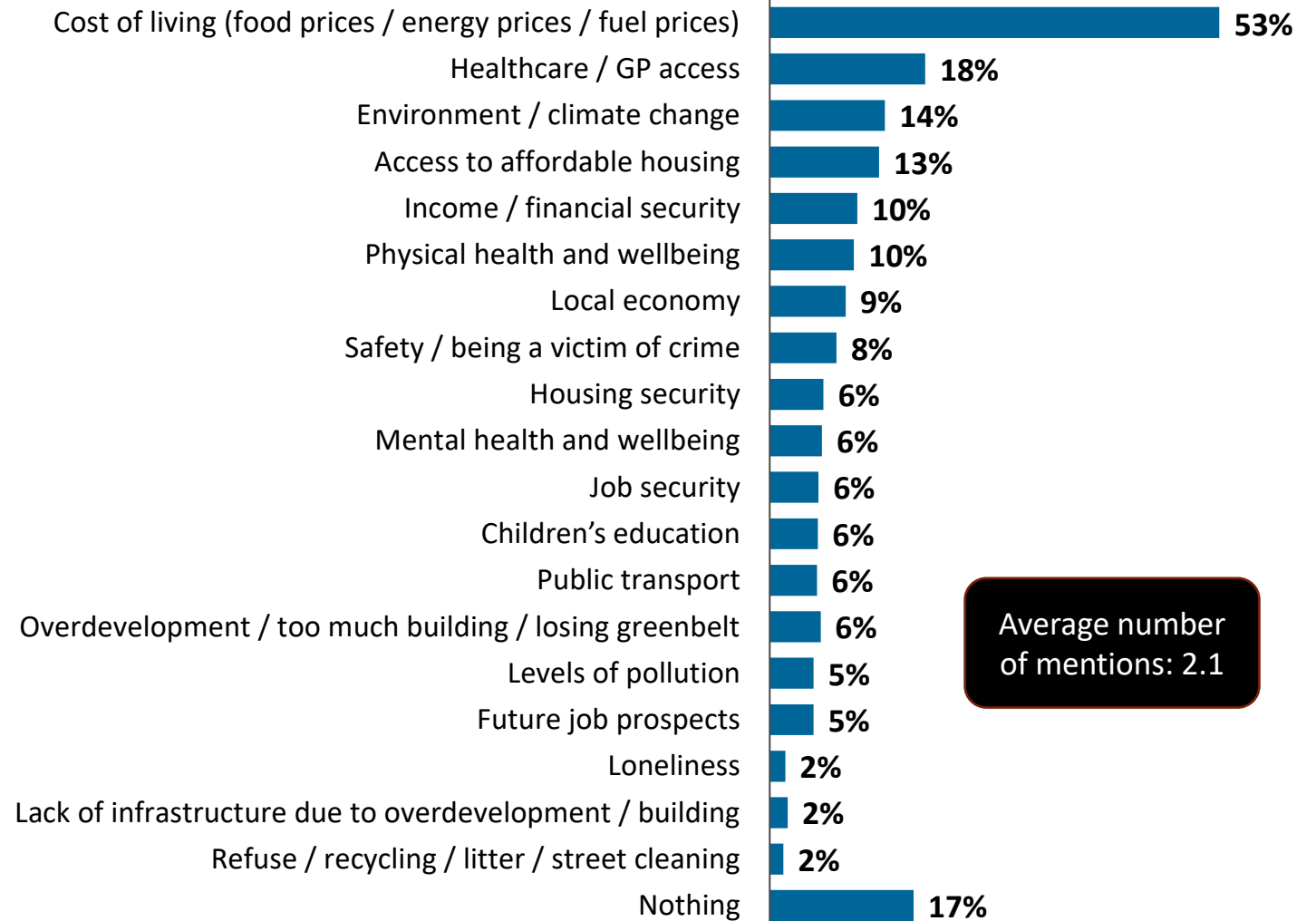
Biggest concerns for household over next 1-3 years

- Residents were asked to tell the interviewers their biggest concerns for themselves and their household over the next 1-3 years.
- Residents could specify more than one concern and mentioned 2.1 concerns on average.
- Cost of living dominates as the primary concern for the next few years (53%), followed by healthcare / GP access, environment / climate change and access to affordable housing.
- Specific demographic groups raised more concerns for the next few years than others.

Demographic trends

The average number of concerns raised is higher amongst residents aged 18-34 (3.7), working residents (2.4), non-working residents excluding retired (2.6) and residents of Black / Asian / Mixed ethnicity (2.9).

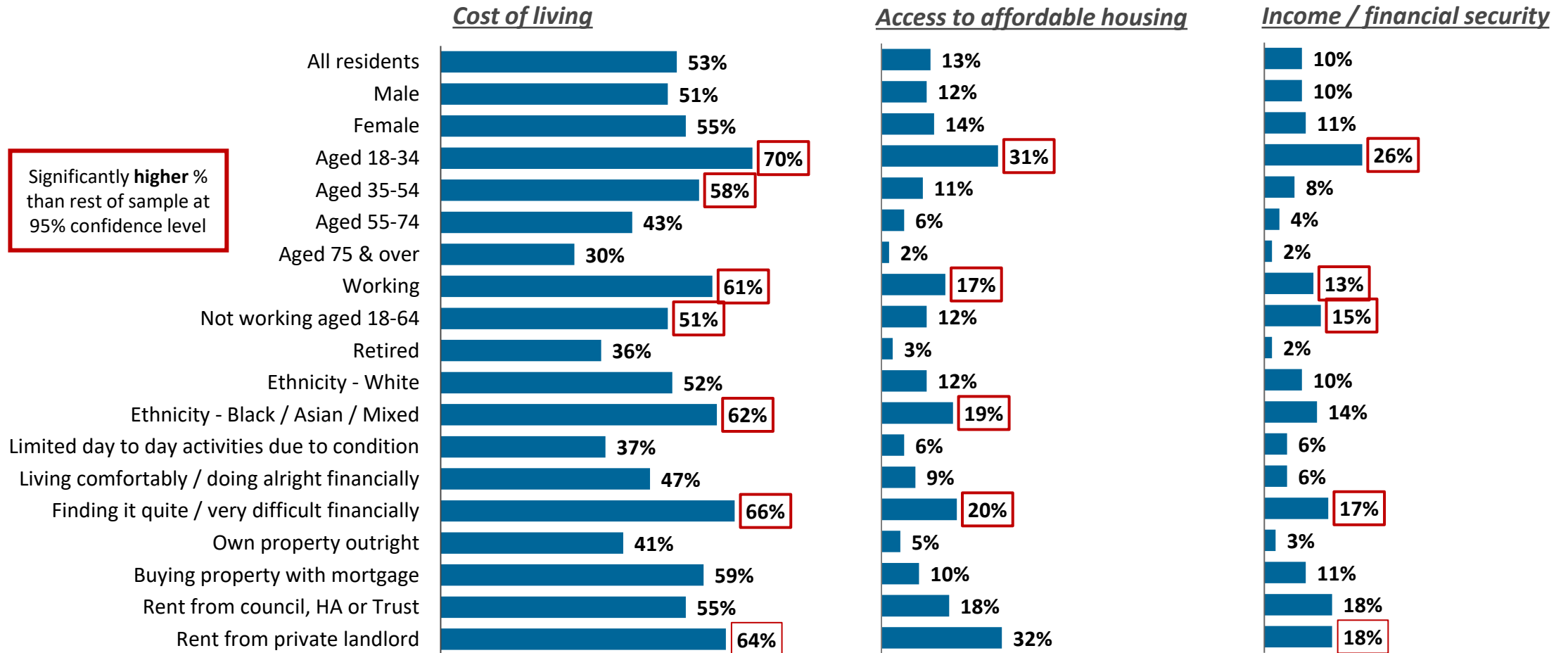
What are your biggest concerns for you and your household over the next 1-3 years?



Average number of mentions: 2.1

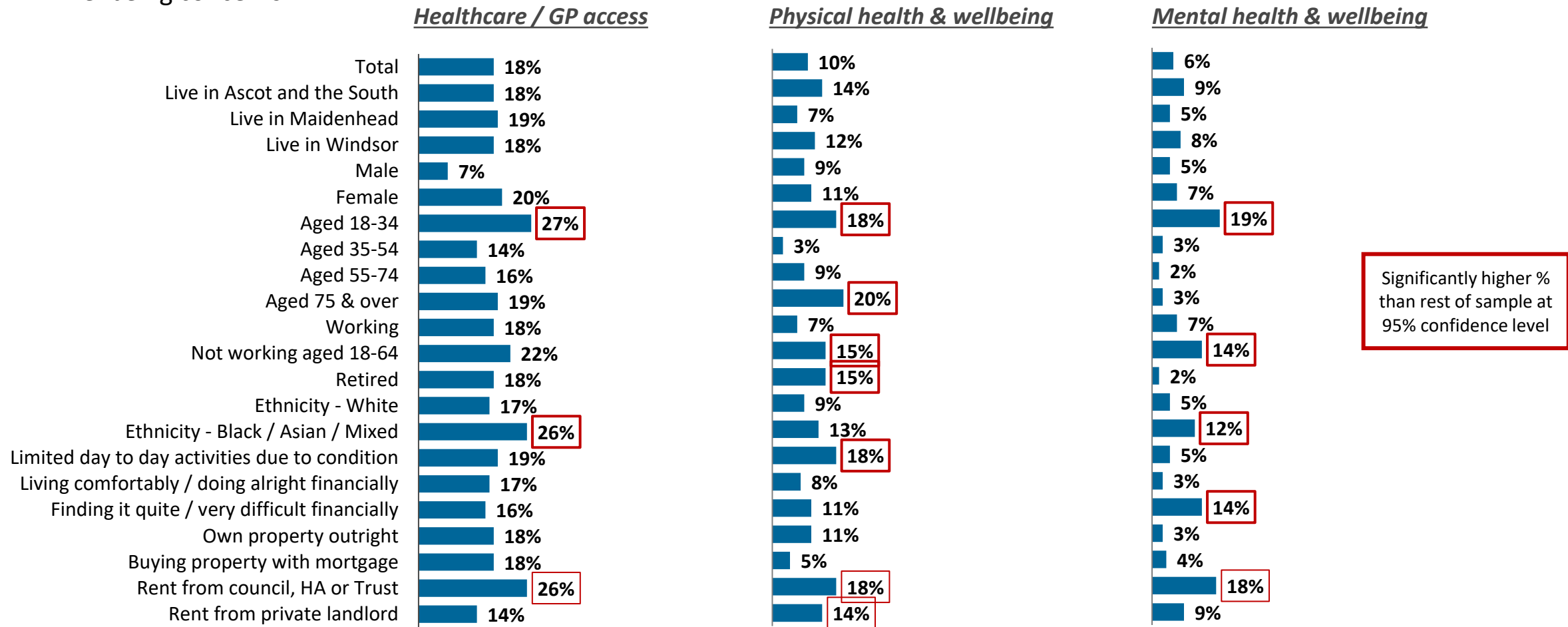
Contrasting cost of living / financial concerns for household – by demographic

- As perhaps expected, concern for the cost of living dominates as the primary concern across all demographic groups, but notably amongst residents aged 18-54, working and non-working residents, residents of Black / Asian / Mixed ethnicity, residents who are finding it difficult financially and residents renting privately. Patterns are broadly consistent in the context of affordable housing access and income / financial security.



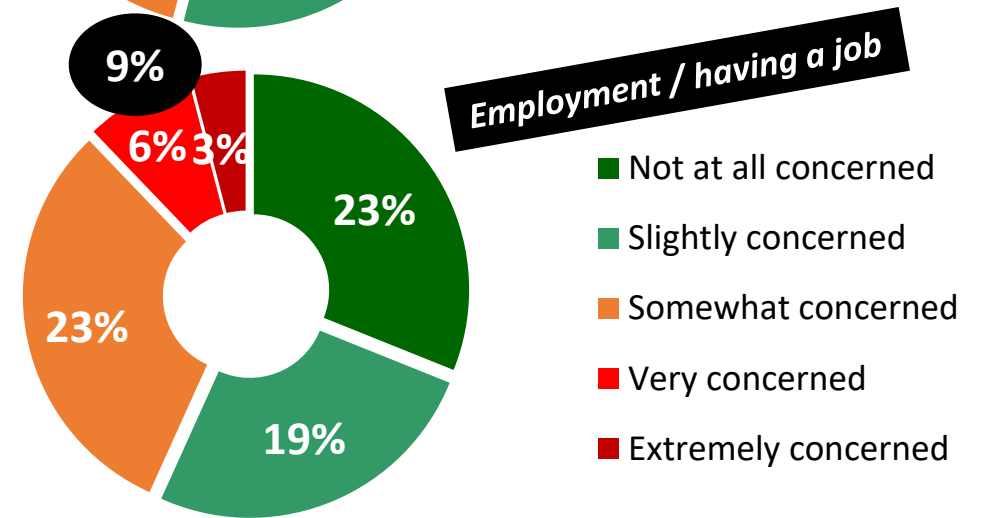
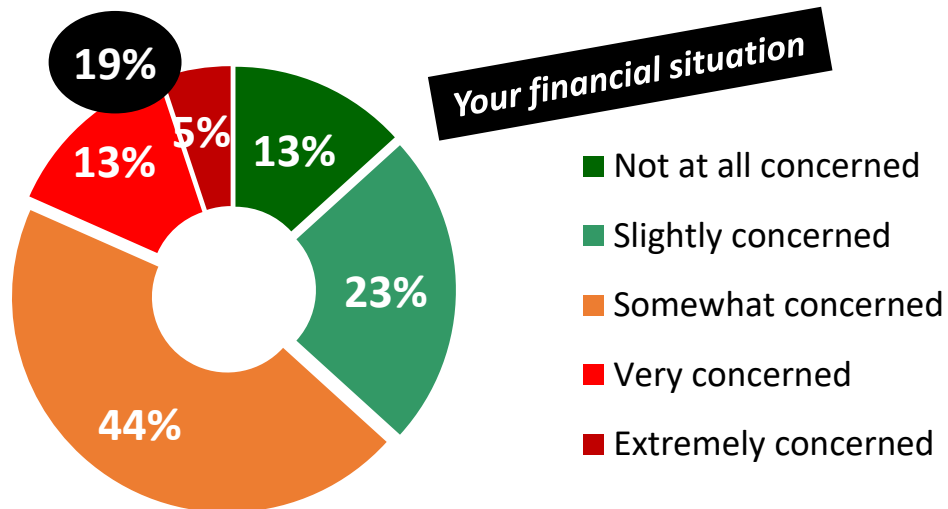
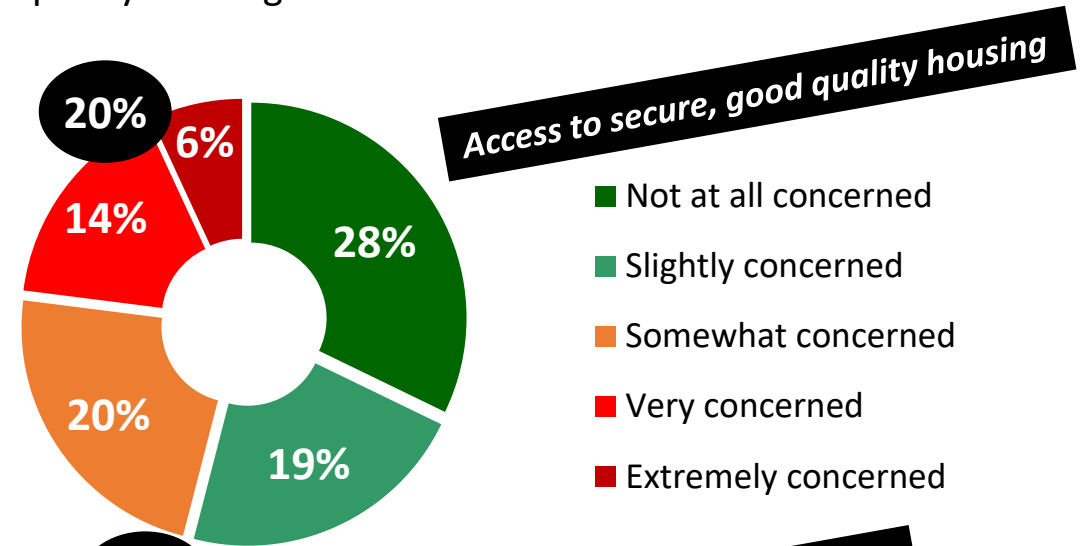
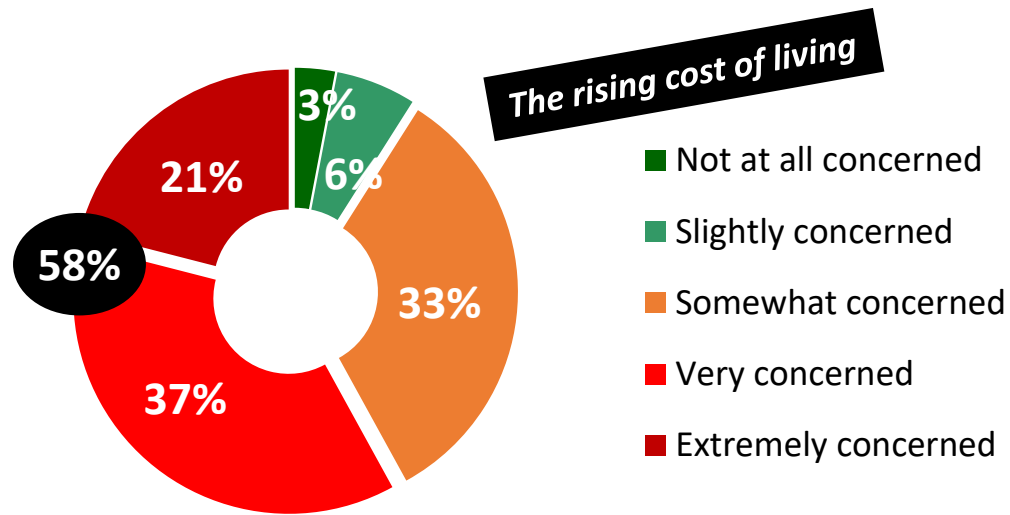
Contrasting health and wellbeing concerns for household over next 1-3 years

- A higher proportion of residents aged 18-34 and residents renting from the council, housing association or trust referenced all three areas of health & wellbeing as significant, unprompted concerns for them and their household in the next 1-3 years.
- A higher proportion of residents of Black / Asian / Mixed ethnicity referenced healthcare / GP access and mental health & wellbeing concerns.



Degree of concern for financial matters

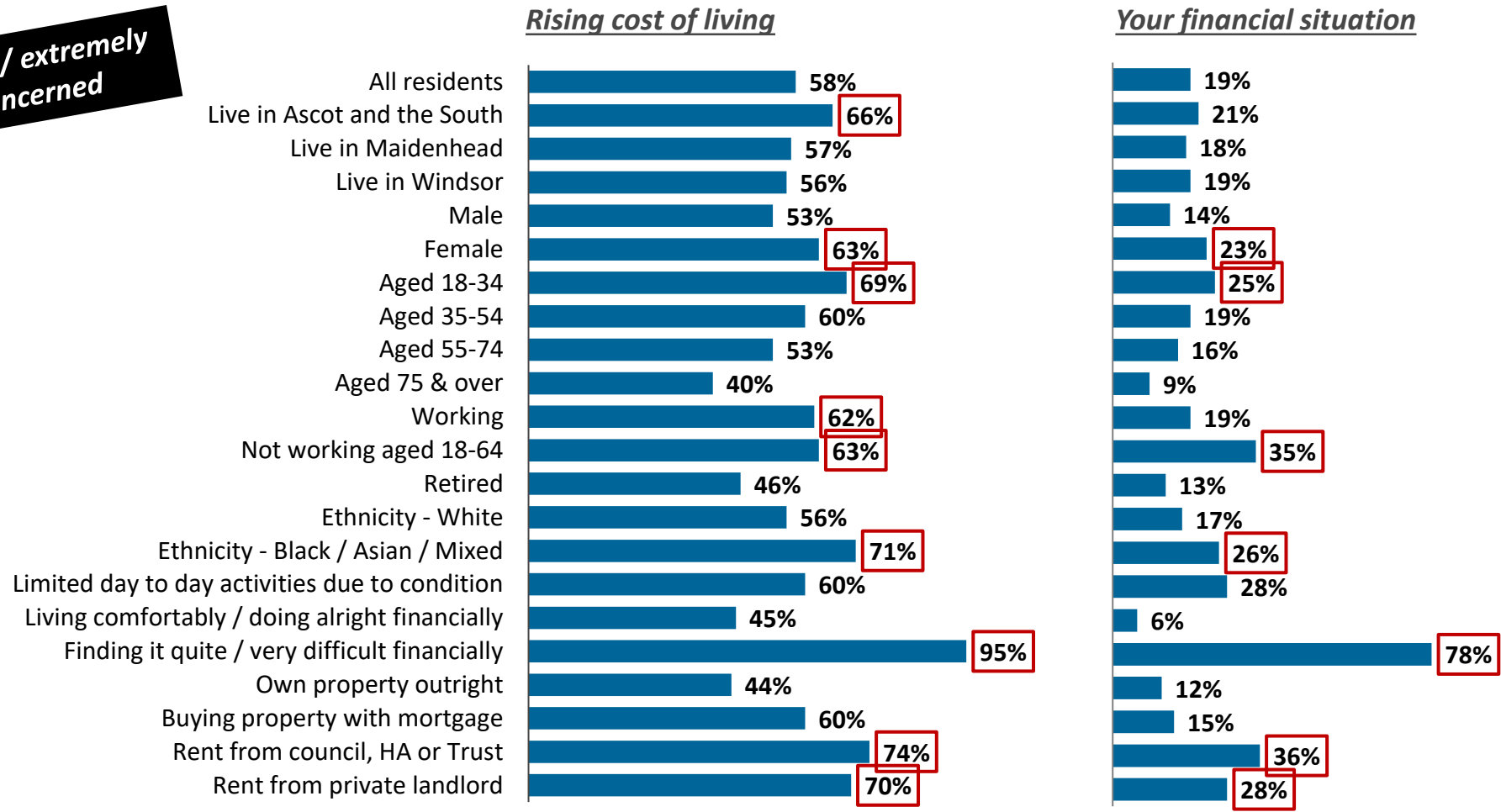
- When prompted specifically, just under six in ten (58%) indicated they are at least very concerned about the rising cost of living.
- One in five are at least very concerned about access to secure, good quality housing and their financial situation.



Contrasting degree of concern for financial matters – by demographic

- Broadly consistent with trends at an unprompted level, concern for the rising cost of living is higher amongst female residents, residents aged 18-34, working and non-working residents, residents of Black / Asian / Mixed ethnicity, residents who are finding it difficult financially and residents renting. Patterns are broadly consistent in the context of residents' financial situation.

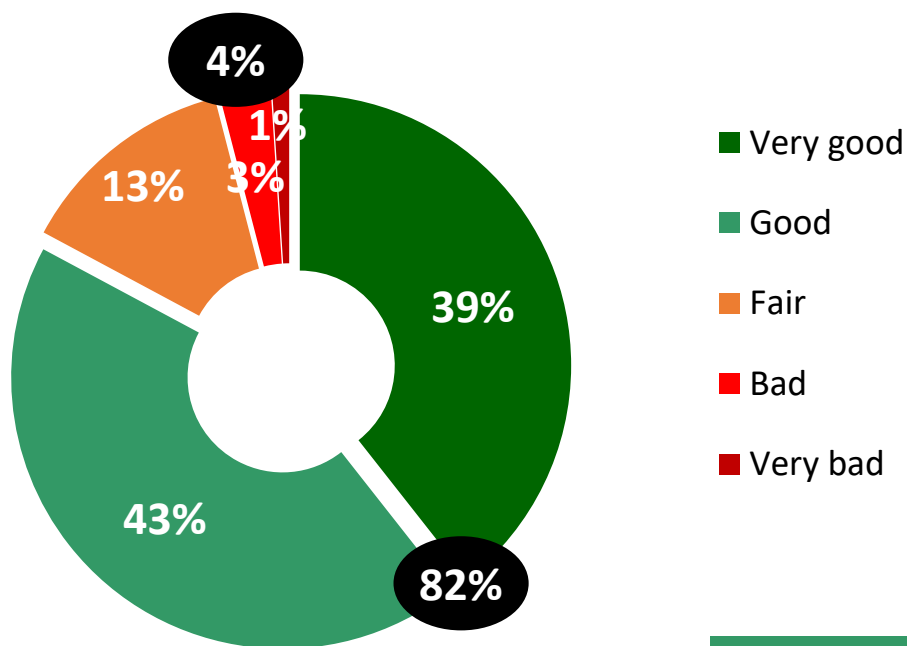
% very / extremely concerned



Significantly higher % than rest of sample at 95% confidence level

Perceptions of health in general

- Just over four in five (82%) consider their health to be at least good in general; 39% consider it very good and 4% consider it bad.
- Health perceptions vary considerably with a comparably lower proportion of residents aged 75 & over, non-working residents and residents whose activities are limited due to a health condition who consider themselves in good health.



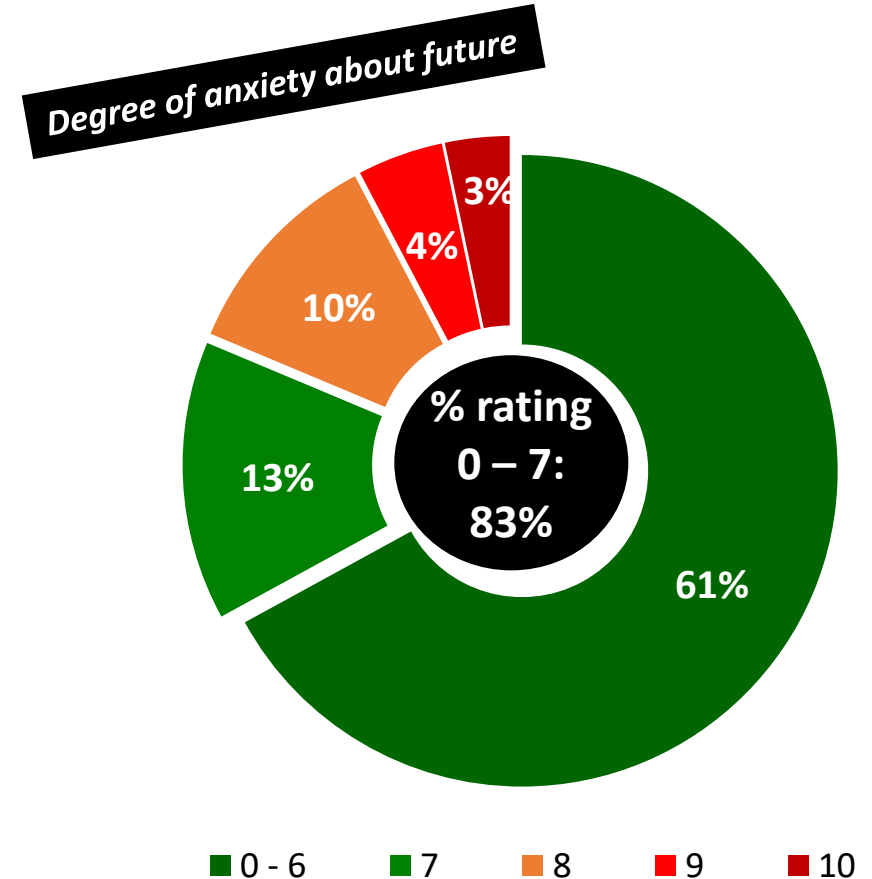
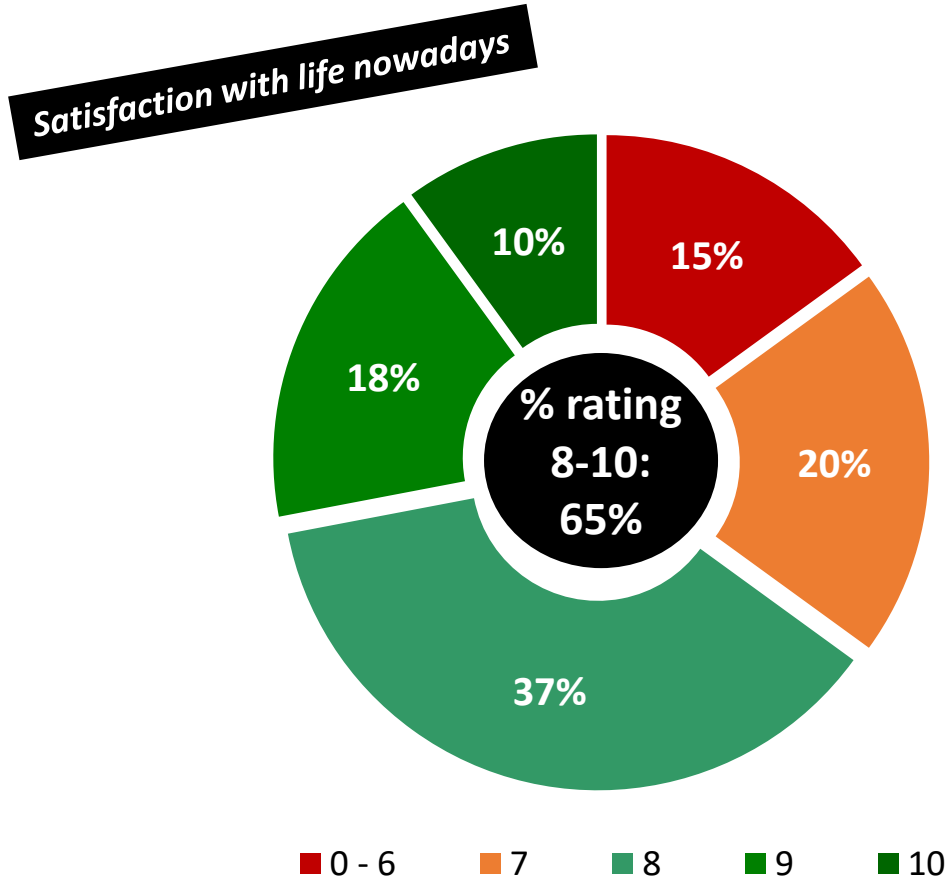
Significantly higher % than other subgroups at 95% confidence level

Significantly lower % than other subgroups at 95% confidence level

	Net % Very good / good
Live in Ascot and the South	86%
Live in Maidenhead	83%
Live in Windsor	80%
Male	85%
Female	80%
Aged 18-34	94%
Aged 35-54	87%
Aged 55-74	78%
Aged 75 & over	56%
Working	91%
Not working (excl retired)	68%
Retired	65%
Activities limited due to condition	28%
Ethnicity – White	81%
Ethnicity – Black / Asian / Mixed	89%
Own property outright	76%
Buying property with mortgage	90%
Rent from council, HA or Trust	69%
Rent from private landlord	89%

Life satisfaction and future anxiety

- Residents were asked to score their 'satisfaction with life nowadays' and 'how anxious they feel about the future' on a 10 point scale.
- Just under two thirds (65%) gave a rating of 8-10 for how satisfied they are with life nowadays; 15% gave a rating of 0-6.
- The majority (83%) rated how anxious they felt about the future as a 0-7. 17% gave a rating of 8-10.

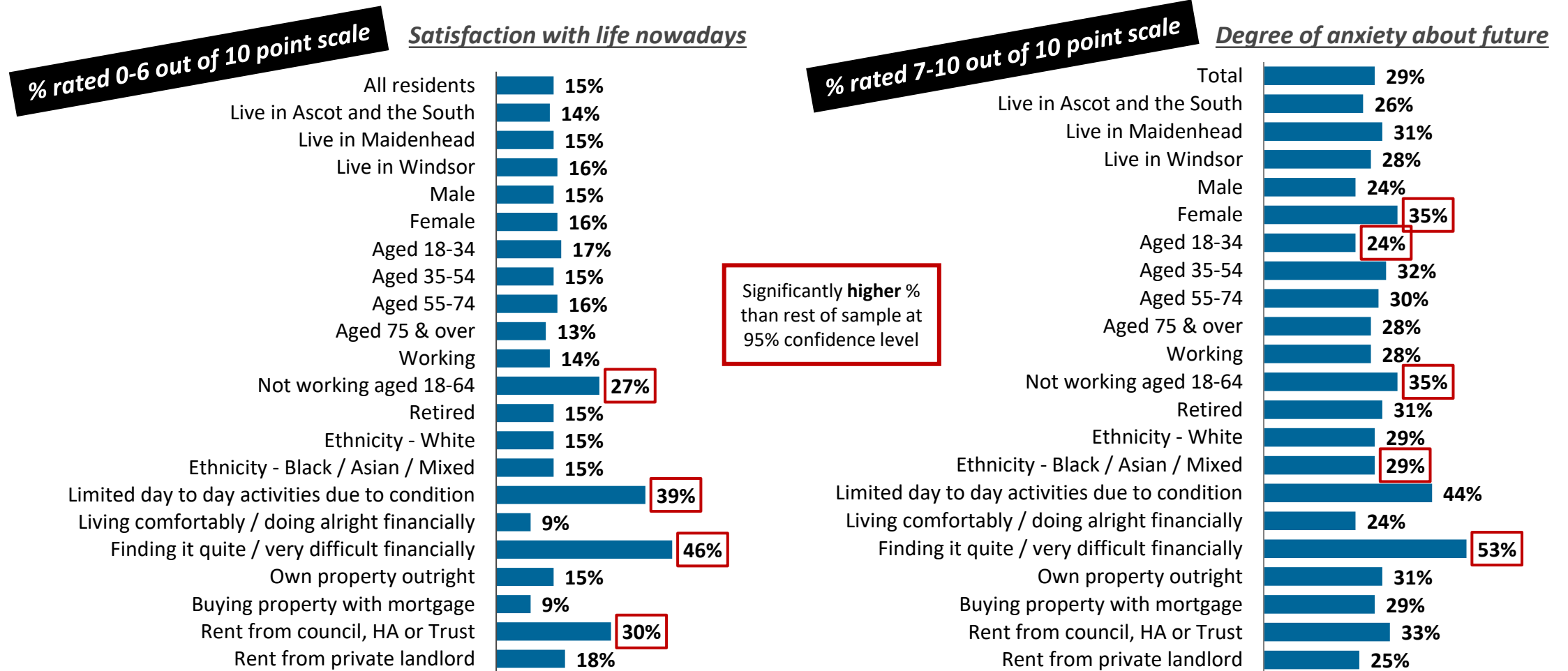


Base: (1,740)

Overall, how satisfied are you with your life nowadays? / Overall, how anxious do you feel about the future?

Contrasting life satisfaction and future anxiety – by demographic group

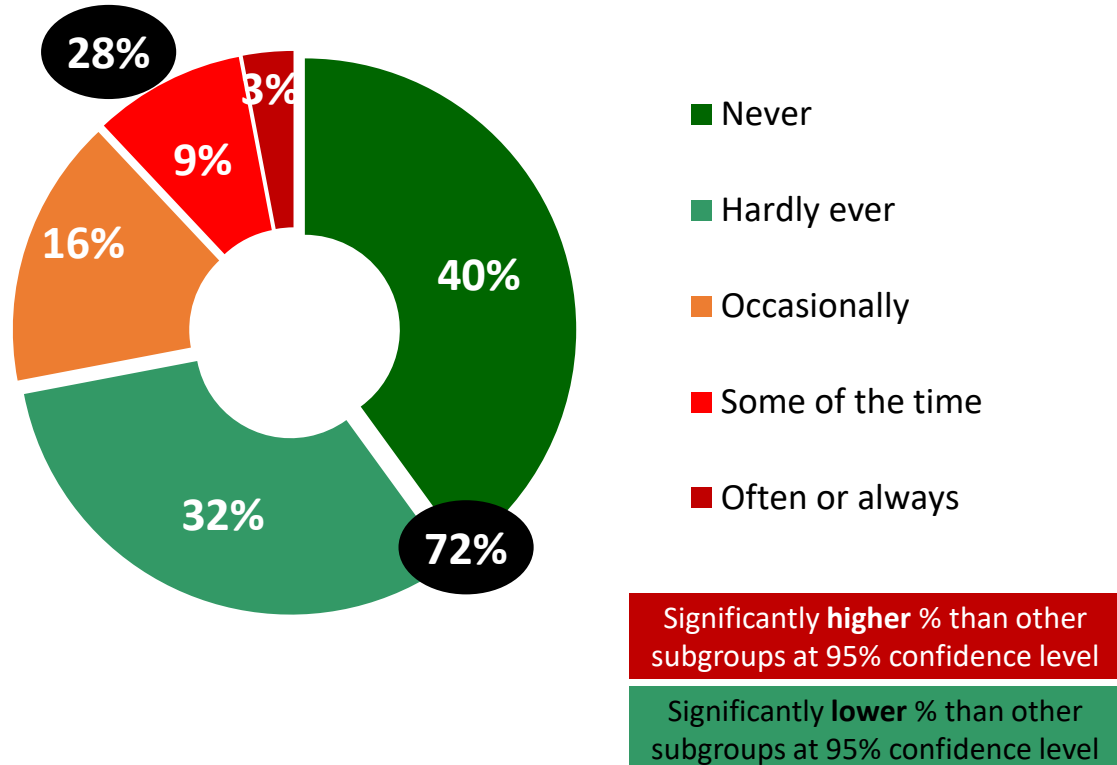
- A higher proportion of non-working residents, residents whose activities are limited due to a health condition, residents who are finding it difficult financially and residents renting from the council, housing association or trust gave a rating of 0-6 for life satisfaction.
- Anxiety about the future is higher amongst female residents, residents aged 18-34 and residents of Black / Asian / Mixed ethnicity.



Overall, how satisfied are you with your life nowadays? / Overall, how anxious do you feel about the future?

Frequency of feeling lonely

- Just under three quarters (72%) claim they never or hardly ever feel lonely; 28% indicated they feel lonely occasionally, some of the time or always.
- A higher proportion of female residents, residents aged 18-34 and 75 & over, non-working residents, residents whose activities are limited due to a health condition and residents finding it difficult financially find themselves lonely at least occasionally.



	Net % occasionally / some of the time / often / always
Live in Ascot and the South	30%
Live in Maidenhead	25%
Live in Windsor	32%
Male	22%
Female	34%
Aged 18-34	32%
Aged 35-54	23%
Aged 55-74	29%
Aged 75 & over	35%
Working	25%
Not working (excl retired)	42%
Retired	33%
Activities limited due to condition	47%
Ethnicity – White	28%
Ethnicity – Black / Asian / Mixed	27%
Own property outright	28%
Buying property with mortgage	18%
Rent from council, HA or Trust	37%
Rent from private landlord	44%

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