

Royal Borough of Windsor and Maidenhead

Residents Survey 2022

Questions and answers

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Q. Why are you undertaking a Residents Survey?

A. The survey is being 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.

Q. How is the survey being conducted?

A. The survey is being conducted by Lake Market Research on behalf of the Royal Borough of Windsor and Maidenhead, Residents will be contacted on mobile and landline numbers as well as a small number face to face on the street.

Q. When will the survey take place?

A. The survey will be running from Monday 11 July until Sunday 21 August 2022.

Q. Can I take part in the survey?

A. Individuals cannot self-elect to participate in the survey as residents will be randomly selected to ensure nonbiased representation.

Q. How will you make sure the survey reflects the population of the borough?

A. To ensure the respondents are representative of the borough, quotas will be set against certain key characteristics for example, age, gender and ethnicity.

Q. Who is eligible to take part?

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

Q. How long does the survey take?

A. The survey should not take more than 15 minutes.

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

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 Data will be anonymised, and individual responses will not be published.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

Q. When are calls made to residents?

A. The interviewing team will be working during the day, evenings and weekend in order to speak to a variety of Residents. Calls could be made from 9am to 9pm Monday-Saturday and 10am to 6pm on Sundays.

Q. Do people have to take part?

A. No, the survey is entirely voluntary. People can opt out at any time (even if halfway through

an interview) and request to have their number removed from the contact database.

Q. Where can I find more information on the survey?

A. The Royal Borough of Windsor and Maidenhead have a website, <https://www.rbwm.gov.uk/consultations>

Q. Where do Lake Market Research source people's contact details?

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

Q. What information was provided with my telephone number?

A. Location data in order to ensure you were a resident of RBWM.

Q. Can I opt out of the database?

A. If your name and telephone number is registered on a database we have purchased, we can contact the sample provider and request to have your details removed if preferred.

Q. Who is Lake Market Research?

A. Lake Market Research are an independent research company and have been chosen by Royal Borough of Windsor and Maidenhead to run this survey. Lake will run the survey and provide 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)

Q. Will Lake Market Research ask for people's contact details?

A. Lake will only ask for your contact details at the end of the survey for quality control purposes and if you are interested in taking part in future research. Your contact details will not be held with your survey answers.

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

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

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

A. If you have any questions about the survey, please contact management.info@rbwm.gov.uk, alternatively if you do not have email access, the Customer Contact centre on 01628 683800.