

Report Title:	Residents' Survey 2018/19
Contains Confidential or Exempt Information?	NO - Part I
Member reporting:	Councillor M Airey, Lead Member for Environmental Services (including parking, flooding, housing and performance management)
Meeting and Date:	31 January 2019
Responsible Officer(s):	Hilary Hall, Deputy Director Strategy and Commissioning
Wards affected:	All

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REPORT SUMMARY

1. This report outlines the detailed results from the council's externally commissioned 2018/19 survey of residents, using Local Government Association best practice, see Appendix A.
2. The council's results compare favourably against comparable national benchmarking across all the key indicators, see figure 1. High levels of residents' satisfaction are also evident, particularly in the council's parks and open spaces (87%) and refuse collection service (88%).
3. Areas of continued focus highlighted in the detailed results report are recommended to be used in the council's strategic planning and decision making processes.

1. DETAILS OF RECOMMENDATION(S)

RECOMMENDATION: That Cabinet notes the report and:

- i) **Endorses the detailed survey results report (appendix A) and;**
- ii) **Delegates authority to relevant Directors / Heads of Service, in conjunction with Lead Members, to use the results in evidenced based decision making to deliver the council's strategic priorities.**

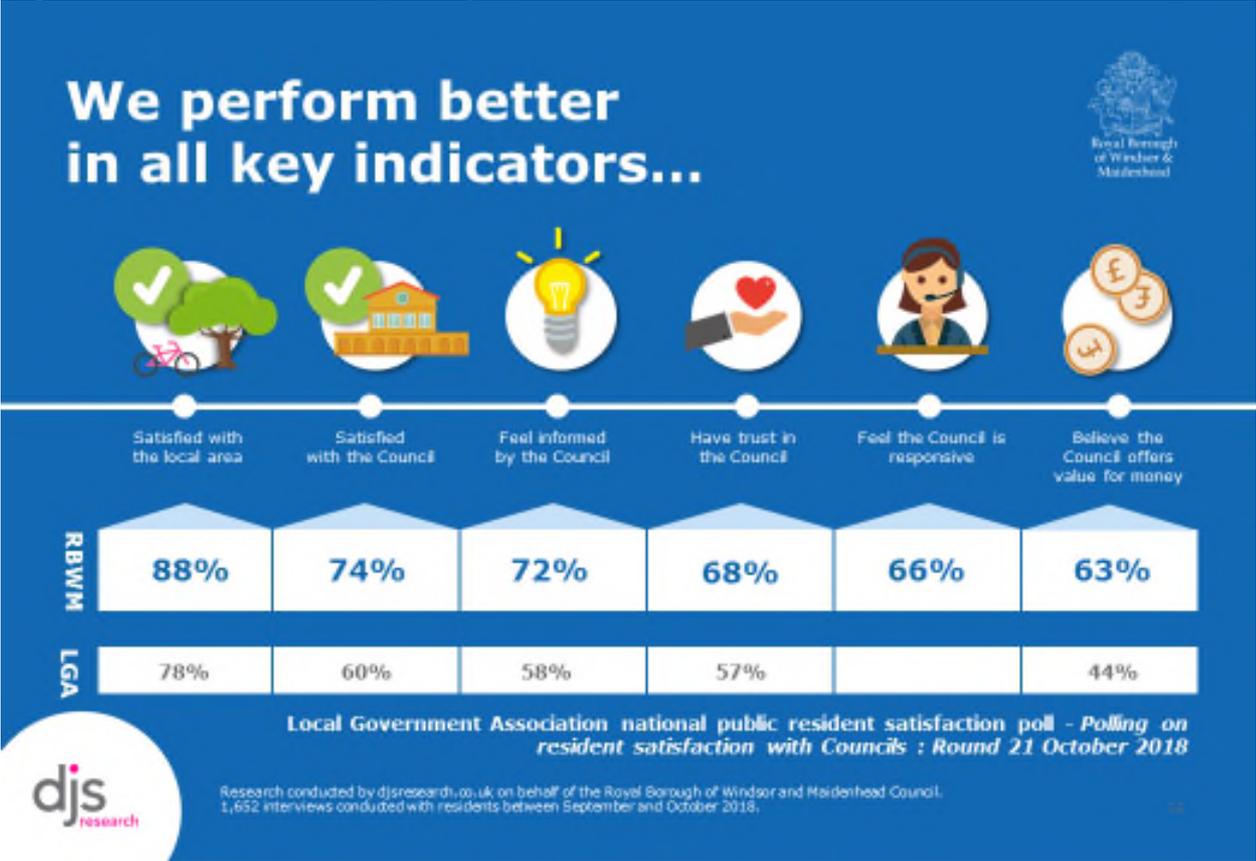
2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

- 2.1 Cabinet resolved at its meeting on 23 November 2017 to commission an external provider to conduct a residents’ satisfaction survey. A tender process resulted in DJS Research being appointed to conduct this on the council’s behalf using telephone methodology and in line with the Local Government Association’s guidelines on residents’ surveys.
- 2.2 Fieldwork was undertaken by the provider between August and October 2018; headline results were provided to the council in November and a detailed results report including detailed analysis was provided in December 2018, see Appendix A. This report also includes detail on the aims and methodology, including the full survey script.

Headline results

- 2.3 The report shows that in each of the questions with comparable national data from the LGA, the Royal Borough’s results exceed the latest national polling, see figure 1.

Figure 1: Headline results – key indicators



- 2.4 No national data is provided against council responsiveness by DJS research, because the only available data from the LGA includes ‘don’t know’ responses for this measure, whereas in each of the other cases ‘don’t know’ responses have been excluded to provide a robust, like for like comparison with the council’s figures. The national data from the same survey (21 October 2018) for this measure showed 3% ‘don’t know’ and 56% felt their council was somewhat / very responsive, compared to 66% in the Royal Borough, excluding ‘don’t know’ responses.

- 2.5 Other benchmarking from comparable unitary authorities, who used the same survey methodology and sourced from the LGA, has been included in the report, see Appendix A. In each case, this local benchmarking indicates the Royal Borough of Windsor and Maidenhead is performing better in each area.

Localised questions

- 2.6 In addition to the LGA comparator questions, localised questions about key service areas were also asked, such as on parks and open spaces, refuse collection, roads maintenance and customer service. Detailed analysis on these is also included in the report, see appendix A, which shows very high levels of satisfaction with parks and refuse collection in particular (84% and 88% respectively).

Next steps

- 2.7 As part of the council's approach to performance management and its focus on encouraging a strong performance culture, the detailed analysis of the residents' survey results will be used in the council's strategic planning and decision making process.

Options

Table 1: Options arising from this report

Option	Comments
Use the results of the detailed residents' survey results to inform decision making within the council and ensure continued progress towards delivering the council's six strategic objectives. This is the recommended option	Analysing the council's strengths and areas of continued focus and using this information in evidenced based decision making will ensure the council uses its resources most effectively to meet residents' needs and priorities.
Do nothing. This is not the recommended option.	Failure to consider the results in decision making would lead to less informed and robust decisions, making it difficult to seek continuous improvement against the council's strategic priorities and to meet residents' needs.

3. KEY IMPLICATIONS

- 3.1 The key implications of the report are set out in table 2:

Table 2: Key Implications

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Residents are satisfied with the way the council runs things	<60%	61% - 65%	66 – 70%	>71%	31 March 2020

4. FINANCIAL DETAILS / VALUE FOR MONEY

4.1 There are no financial implications arising from the recommendations.

5. LEGAL IMPLICATIONS

5.1 There are no legal implications arising from the recommendations.

6. RISK MANAGEMENT

6.1 The risks and their controls are set out in table 3.

Table 3: Impact of risk and mitigation

Risks	Uncontrolled risk	Controls	Controlled risk
The council does not make use of its business intelligence and resources to make evidence based decisions.	HIGH	The council uses analysis from the survey to inform its decisions and strategic plans.	LOW

7. POTENTIAL IMPACTS

7.1 There are no Equality Impact Assessments or Privacy Impact Assessments required for this report arising from the recommendations.

7.2 No personal data was processed by the council; the survey was conducted by an external provider.

8. CONSULTATION

8.1 The report will be considered by the Corporate Services Overview and Scrutiny Panel on 5 February 2019. As this meeting is after the Cabinet meeting, comments will be reported to the Lead Member and Deputy Director Strategy and Commissioning.

9. TIMETABLE FOR IMPLEMENTATION

9.1 Implementation date if not called in: Immediately. The full implementation stages are set out in table 4.

Table 4: Implementation timetable

Date	Details
16 January 2019	Strategic planning workshop for corporate leadership team incorporating the results alongside other background documents.
1 April 2019	Refreshed council strategies and performance framework in place reflecting up to date management information.

10. APPENDICES

10.1 This report is supported by one appendix:

- Appendix A Detailed Residents' Survey Results Report

11. BACKGROUND DOCUMENTS

11.1 This report is supported by one background documents:

- Minutes from Cabinet meeting, 23 November 2017:
<https://rbwm.moderngov.co.uk/ieListDocuments.aspx?CId=132&MId=6776>

12. CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Date returned
Cllr M Airey	Lead Member for Environmental Services (including parking, flooding, housing and performance management)	24/12/18	3/1/19
Russell O'Keefe	Acting Managing Director	24/12/18	28/12/18
Rob Stubbs	Section 151 Officer	24/12/18	
Elaine Browne	Interim Head of Law and Governance	24/12/18	27/12/18
Nikki Craig	Head of HR and Corporate Projects	24/12/18	
Louisa Dean	Communications	24/12/18	24/12/18
Andy Jeffs	Executive Director	24/12/18	
Kevin McDaniel	Director of Children's Services	24/12/18	24/12/18
Angela Morris	Director of Adult Social Services	24/12/18	27/12/18
Hilary Hall	Deputy Director of Commissioning and Strategy	20/12/18	21/12/18

REPORT HISTORY

Decision type:	Urgency item?	To Follow item?
Non-key decision	No	N/A



Royal Borough
of Windsor &
Maidenhead

The logo for djs research, with 'djs' in a large, dark grey font and 'research' in a smaller, pink font below it. A small pink dot is positioned above the 'j' in 'djs'.

djs
research

Residents Survey Debrief

November 2018

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Contents

- 1 Executive summary
 - 2 Detailed findings
 - 3 Key Driver Analysis
- Appendix
- Research aims and methodology
- Survey questionnaire

Executive summary

In this section we explore some of the key top-level results from the research and offer strategic recommendations.



We perform better in all key indicators...



Satisfied with the local area



Satisfied with the Council



Feel informed by the Council



Have trust in the Council



Feel the Council is responsive



Believe the Council offers value for money

RBWM

88%

74%

72%

68%

66%

63%

LGA

78%

60%

58%

57%

44%

Local Government Association national public resident satisfaction poll - *Polling on resident satisfaction with Councils : Round 21 October 2018*

Research conducted by djsresearch.co.uk on behalf of the Royal Borough of Windsor and Maidenhead Council. 1,652 interviews conducted with residents between September and October 2018.



Key insights (I): views on the Council



All of the results below compare favourably with the findings of Round 21 (October 2018) of the LGA's *Polling on resident satisfaction with councils* which is a regular LGA national public poll on residents satisfaction with local councils that is conducted every four months.

Three quarters of residents are satisfied with the way that the Council runs things

- Satisfaction is lower amongst residents of Maidenhead

Two thirds agree that the Council provide value for money

- This is a key driver of overall satisfaction and improvements here will have a strong and positive impact on overall satisfaction with the Council

Nearly one half of residents are Council advocates

- However one in five will speak negatively of the Council and this is even more the case amongst residents of Maidenhead

Two thirds feel that the Council acts on the concerns of residents

- However this opinion diminishes over time with those who have lived in the Borough for 11 years or more the least likely to feel this way

Whilst over two thirds of residents trust the Council, a notable proportion have a degree of doubt

- As with the strength of belief that the Council acts on the concerns of residents, trust in the Council also diminishes over time

Almost three quarters agree that the Council keeps them informed

Key insights (II): living in the Borough



Residents are looking for an area that is safe, has decent facilities and is clean and well maintained. Whilst these are all aspects that they appreciate in their local area, each is also seen as in need of improvement

When asked to describe what makes an area a good place to live residents focus on safety, facilities and clean and well maintained streets.

- Safety, policing and low crime
- Facilities, amenities and services
- Clean, litter free and well kept streets
- Public transport services
- Schools and education
- Parks and green spaces
- Shops
- A sense of community
- Roads and road maintenance

When asked to describe what they like about their local area residents speak of the aesthetic beauty of their surroundings.

- Parks and green spaces
- The picturesque setting
- Easy access to town
- Facilities, amenities and services
- Public transport services
- A sense of community
- Shops
- Safety, policing and low crime
- Clean, litter free and well kept streets

Key insights (III): Borough improvements



Residents noted aspects of their local area in need of improvement which are listed below in descending order of importance, along with additional comments worth noting

Priorities for improvement	Additional points to note
<ul style="list-style-type: none">Roads and road maintenance	This is by far the issue that (according to residents) is most in need of improvement
<ul style="list-style-type: none">Safety, policing and low crime	This is the most important aspect (according to residents) in making an area a good place to live
<ul style="list-style-type: none">Parking	When asked what is important in making an area a good place to live parking was not spontaneously mentioned
<ul style="list-style-type: none">Clean, litter free and well kept streets	Third most important aspect (according to residents of the Borough) in making an area a good place to live
<ul style="list-style-type: none">Shops	Residents in Maidenhead were more likely to mention shops than those living in either Windsor or Ascot and the South
<ul style="list-style-type: none">Public transport services	Fourth most important aspect (according to residents of the Borough) in making an area a good place to live
<ul style="list-style-type: none">Facilities, amenities and services	Second most important aspect (according to residents of the Borough) in making an area a good place to live
<ul style="list-style-type: none">Town centre	Residents in Maidenhead were more likely to mention the town centre than those living in either Windsor or Ascot and the South

Key insights (IV): Borough improvements



The concerns raised by residents in the survey have been recognised by the Council and prioritised in the 2017-2021 Council Plan.





Key insights (V): public services

Residents are happy with refuse collection and parks and open spaces

However satisfaction with road maintenance is comparatively low

- Overall 50% are **very satisfied** with refuse collection
- Overall 42% are **very satisfied** with parks and open spaces
- Overall 9% are **very satisfied** with road maintenance



Satisfaction with services differs across the Borough...





Key insights (VI): location plays an important role

Residents living in **Maidenhead** are less satisfied with the key indicators

Perceptions of most of the key indicators are worse amongst residents of Maidenhead who are:

- Less satisfied with living in the local area
- Less satisfied with the way the Council runs things
- Less likely to agree that the Council provides value for money
- Less likely to speak positively about the Council
- Less likely to agree that the Council acts on the concerns of residents





Key insights (VII): drivers of satisfaction

A driver of satisfaction is determined by “Key Driver Analysis” or KDA. KDA identifies which of the residents’ opinions regarding the Council have the greatest influence on their overall satisfaction levels*

Positive changes in perceptions of value for money and how residents speak about the Council are most likely to lead to a Borough wide improvement in satisfaction

There are also actions that will have a greater impact in specific areas:

- Whilst trust and value for money are influencing satisfaction in all three areas, trust has a greater impact in Ascot and the South and in Maidenhead than in Windsor
- Refuse collection, communication, parking and improving sense of community are more important to residents in Ascot and the South
- Clean streets are more important to those living in Windsor



* For more information on key driver analysis, please refer to page 49

Detailed findings

Here we provide the results of each question asked during the survey.

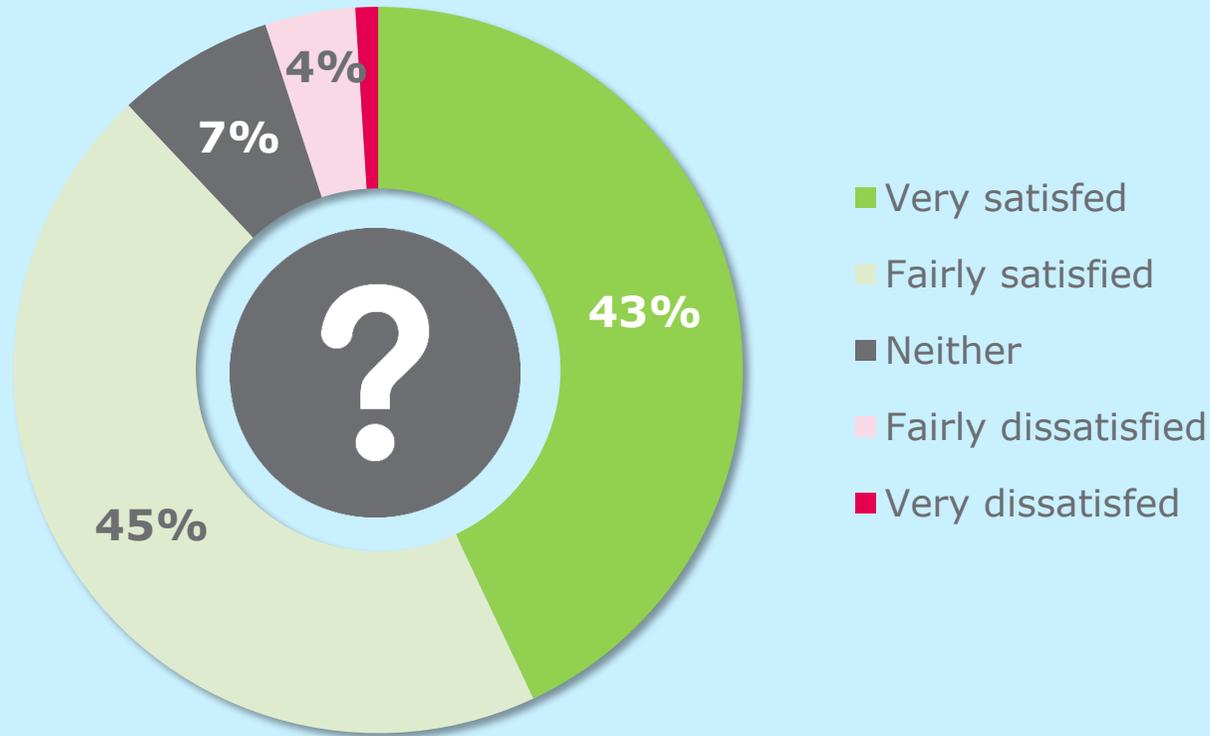


LGA core questions

In this section we provide data gathered for questions taken from the 'Are you being served?' question set.



The majority of residents are satisfied with their local area as a place to live



Source: Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live?
Weighted base: All respondents excluding 'Don't know': 1,651.

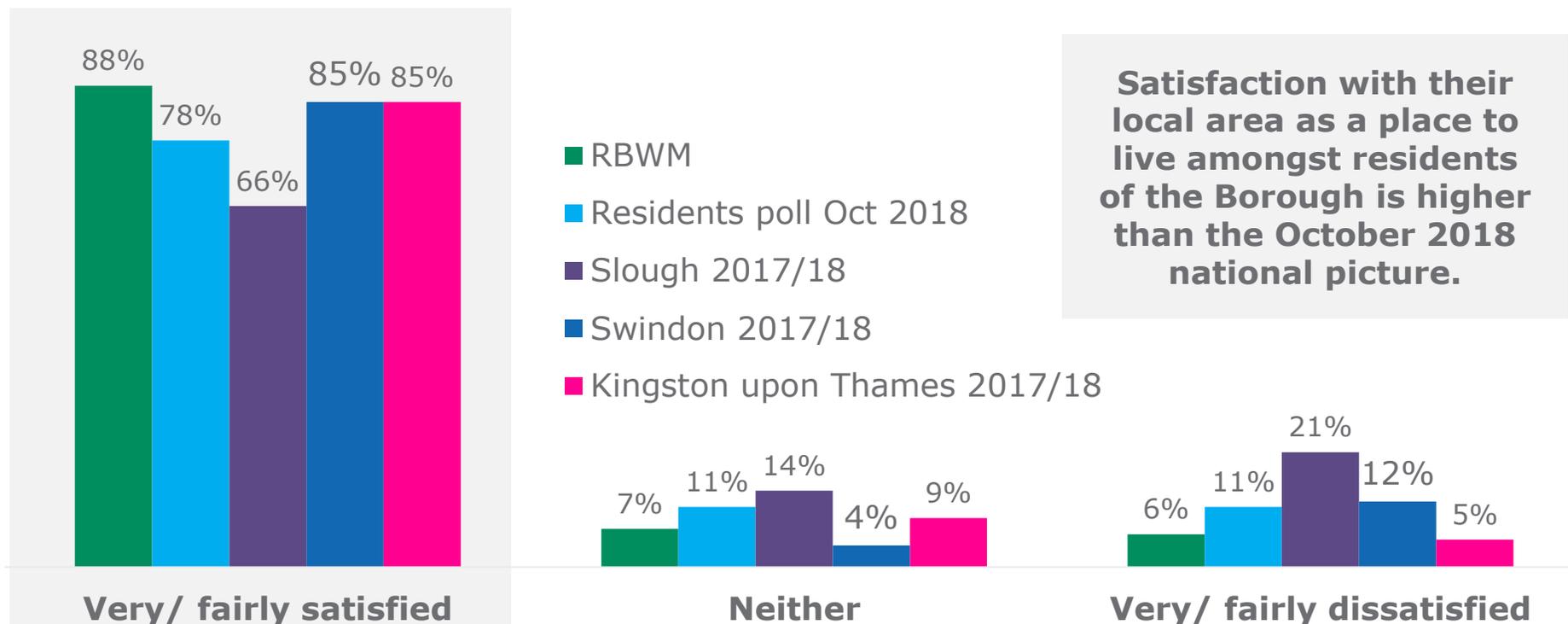




Contextual data

The results have been compared with:

- Data gathered during round 21 (October 2018) of the LGA's ***Polling on resident satisfaction with Councils*** public poll which is a regular LGA national survey conducted by the LGA on residents satisfaction with local councils
- 2017/18 pre-release data for three Councils provided in the LGA's ***Are you being served*** telephone survey



Source: Q01. Overall, how satisfied or dissatisfied are you with your local area as a place to live? Weighted base: All respondents excluding 'Don't know': 1,651.

Additional sources: LGA Polling on resident satisfaction with councils survey, October 2018: LGA Are you being served? Pre release data 2017/18.



Differences by sub-group



Residents of Ascot and the South or Windsor are more likely to be **very satisfied** with the area as a place to live than those living in Maidenhead (54% and 47% vs. 38%).



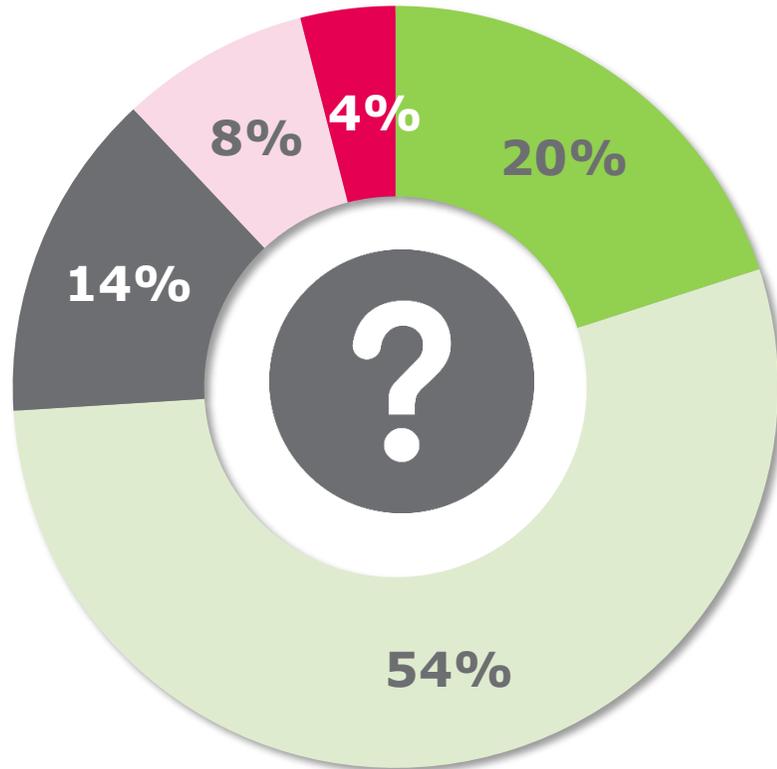
Residents aged 65+ are more likely to be **very satisfied** than residents aged 18-44 (47% vs. 40%).



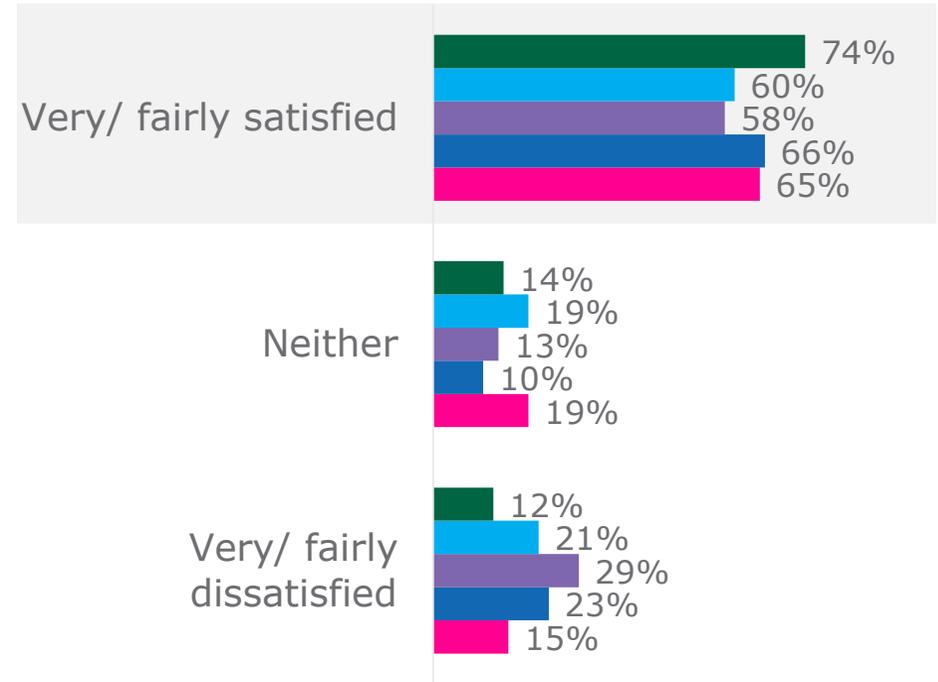
Those living in areas of low deprivation are more likely to be **very satisfied** than those in areas of high deprivation (45% vs. 31%).



Three quarters are satisfied with the way the Council runs things



- Very satisfied
- Fairly satisfied
- Neither
- Fairly dissatisfied
- Very dissatisfied



- RBWM
- Residents poll Oct 2018
- Slough 2017/18
- Swindon 2017/18
- Kingston upon Thames 2017/18

Source: Q02. Overall, how satisfied or dissatisfied are you with the way the Council runs things? Weighted base: All respondents excluding 'Don't know': 1,638. Source: 18 LGA resident survey. Base: All respondents 3,006.

Additional sources: LGA Polling on resident satisfaction with councils survey, October 2018: LGA Are you being served? Pre release data 2017/18.



Differences by sub-group



Residents of Ascot and the South and Windsor are more likely to be **very satisfied** with the way that Council runs things than those living in Maidenhead (24% and 25% vs. 16%).



Residents from a BME background are more likely to be **very satisfied** than White British residents (26% vs. 18%).



Economically inactive residents are more likely to be **very satisfied** than those economically active (24% vs. 18%).



Residents who have lived in the Borough for less than 5 years are more likely to be **very satisfied** than those who have lived in the Borough for 6 to 10 years or for 11 years or more (28% vs. 18% and 19%).



Those whose day to day lives are limited a lot by a health condition or illness are more likely to be **very satisfied** than those who have no such condition (32% vs. 20%).



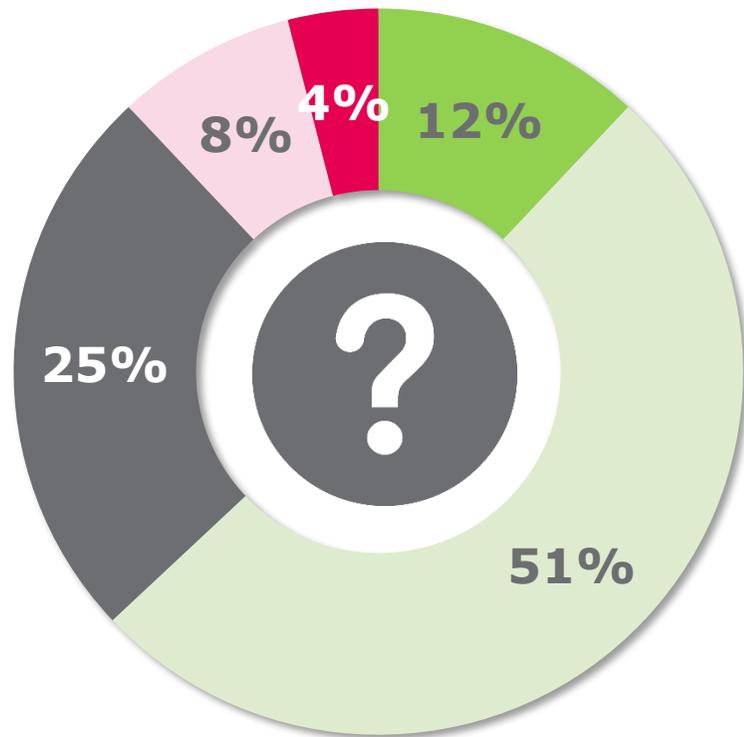
Residents aged 65+ are more likely to be **very satisfied** than residents aged 45-64 (25% vs. 18%).



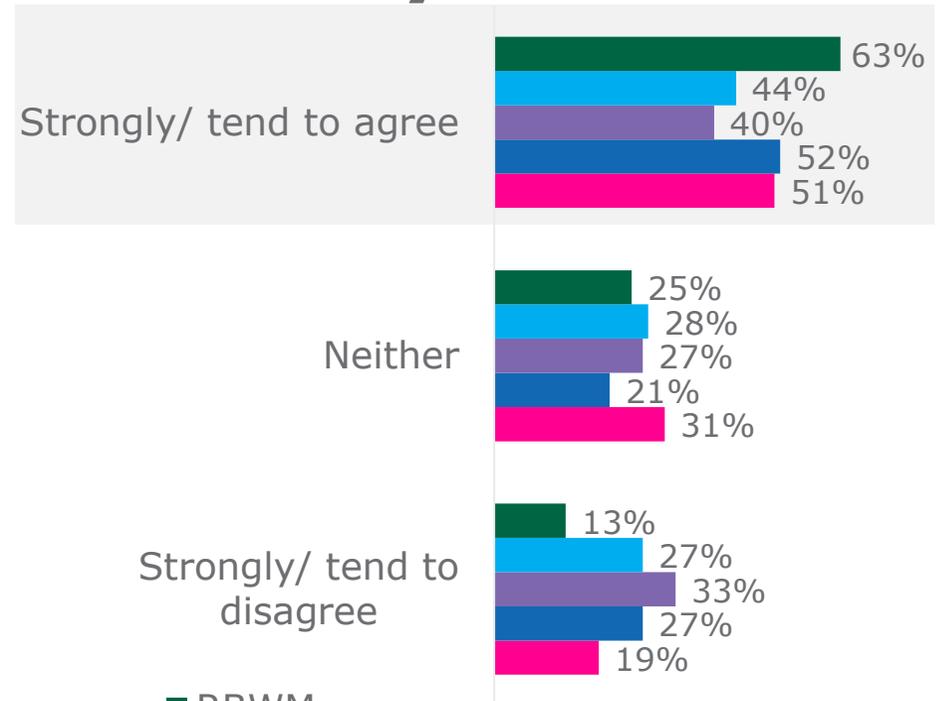
Residents who have not contacted the Council in the last 6 months are more likely to be (NET) satisfied (52% of those who had not contacted the Council were either very or fairly satisfied vs. 37% of those who had been in contact).



Nearly two thirds agree that the Council provides value for money



- Strongly agree
- Tend to agree
- Neither
- Tend to disagree
- Strongly disagree



- RBWM
- Residents poll Oct 2018
- Slough 2017/18
- Swindon 2017/18
- Kingston upon Thames 2017/18



Differences by sub-group



Residents of Windsor are more likely to **strongly agree** that the Council provides value for money than those living in Maidenhead (15% vs. 10%).



Residents aged 65+ are more likely to **strongly agree** than residents aged 18-44 or 45-64 (21% vs. 10% or 9%).



Residents from a BME background are more likely to **strongly agree** than White British residents (18% vs. 11%).



Economically inactive residents are more likely to **strongly agree** than those economically active (18% vs. 9%).



Nearly one half are advocates of the Council

9%

I speak positively of the Council without being asked

37%

I speak positively of the Council if I am asked about it

36%

I have no views one way or another

12%

I speak negatively about the Council if I am asked about it

6%

I speak negatively about the Council without being asked





Differences by sub-group



Residents of Ascot and the South and Windsor are more likely to **speak positively** about the Council than those living in Maidenhead (55% and 52% vs. 41%).



Residents who have lived in the Borough for 1 to 5 years or 6 to 10 years are more likely to **speak positively** than those who have lived in the Borough for 11 years or more (56% and 60% vs. 43%).



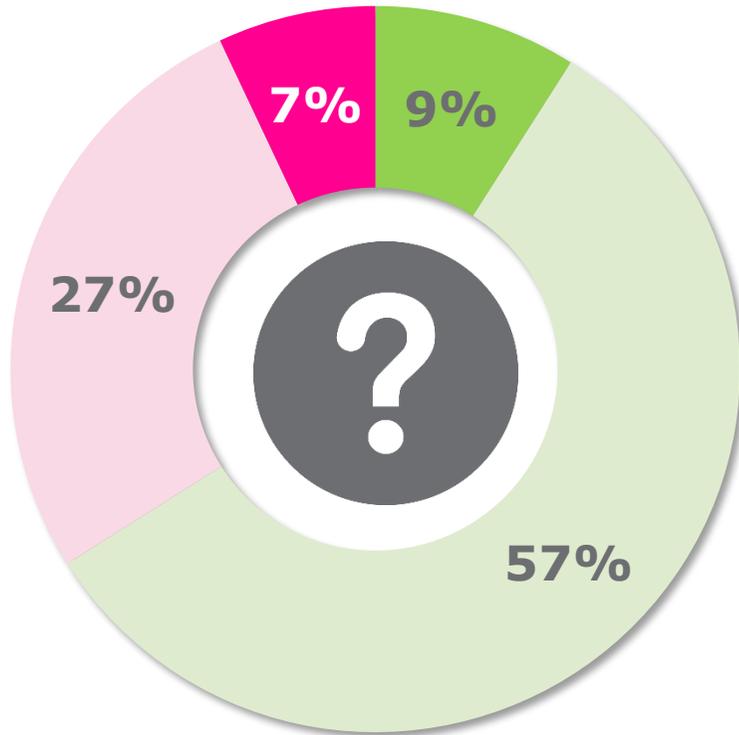
Residents aged 18 to 44 are more likely to **speak positively** than residents aged 45-64 (51% vs. 42%).



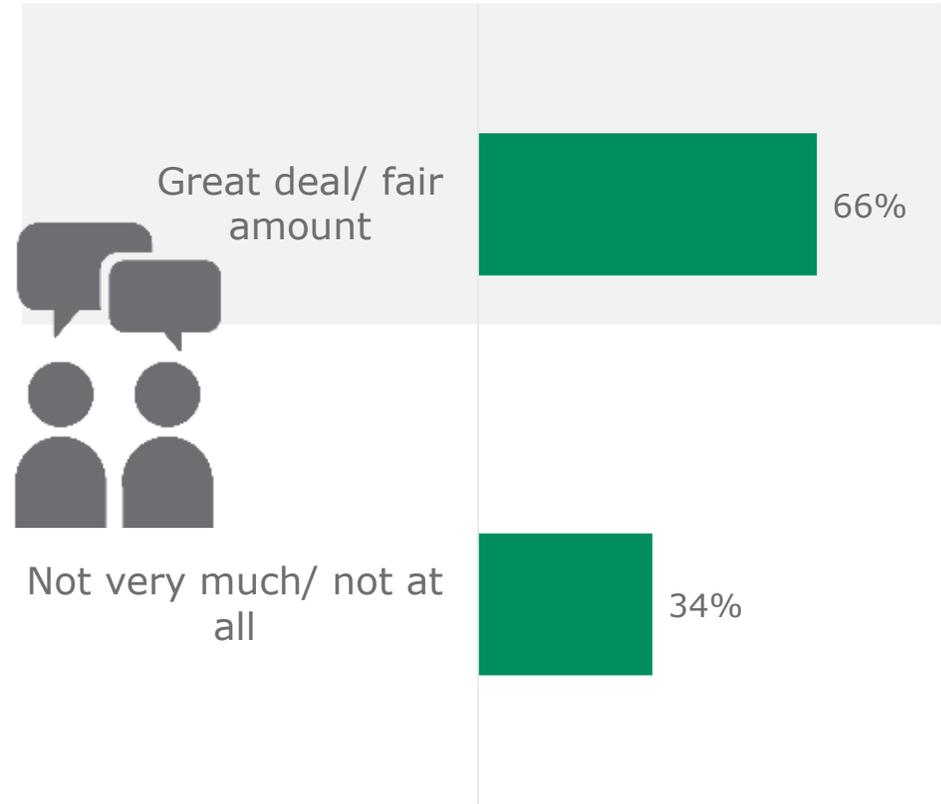
Residents from a BME background are more likely to **speak positively** than White British residents (58% vs. 44%).



Two thirds feel that the Council acts on the concerns of local residents



■ A great deal ■ A fair amount
■ Not very much ■ Not at all



■ RBWM



Differences by sub-group



Residents of Ascot and the South and Windsor are more likely to feel that the Council acts **a great deal** on behalf of residents than those living in Maidenhead (12% and 14% vs. 5%).



Residents who have lived in the Borough for less than a year, 1 to 5 years or 6 to 10 years are more likely to feel that the Council acts **a great deal** on behalf of residents than those who have lived in the Borough for 11 years or more (26%, 16% and 14% vs. 7%).



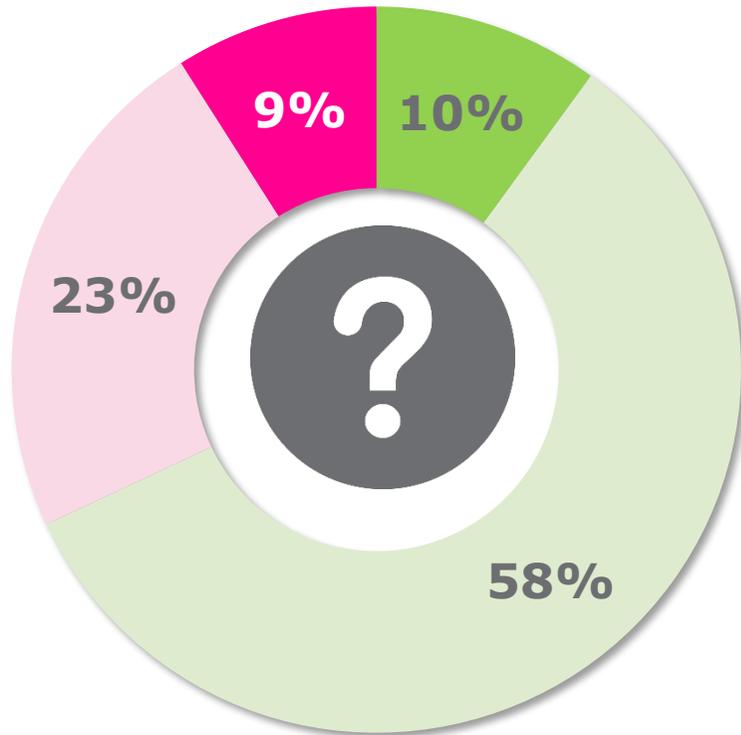
Residents aged 18 to 44 or 65+ are more likely to feel that the Council acts **a great deal** on behalf of residents than residents aged 45-64 (11% and 11% vs. 6%).



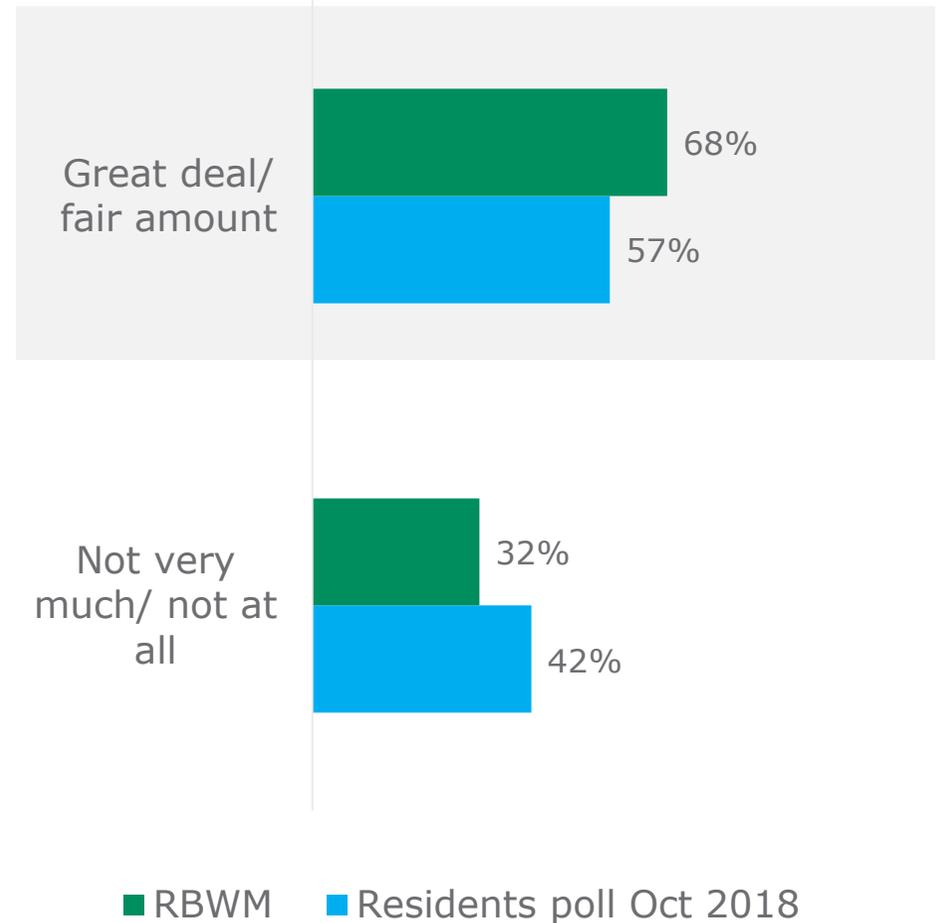
Residents from a BME background are more likely to feel that the Council acts **a great deal** on behalf of residents than White British residents (12% vs. 7%).



One third of residents feel a level of distrust towards the Council



■ A great deal ■ A fair amount
■ Not very much ■ Not at all



Source: Q06. How much do you trust the Council? Weighted base: All respondents excluding 'Don't know': 1,567.
Additional source: LGA Polling on resident satisfaction with councils survey, October 2018.



Differences by sub-group



Residents who have lived in the Borough for less than a year, 1 to 5 years or 6 to 10 years are more likely to place a **great deal** of trust in the Council than those who have lived in the Borough for 11 years or more (28%, 16% and 14% vs. 8%).



Economically inactive residents are more likely to place a **great deal** of trust in the Council than those economically active (14% vs. 8%).



Those living in areas of high deprivation are more likely to place a **great deal** of trust in the Council than those in areas of low deprivation (13% vs. 7%).



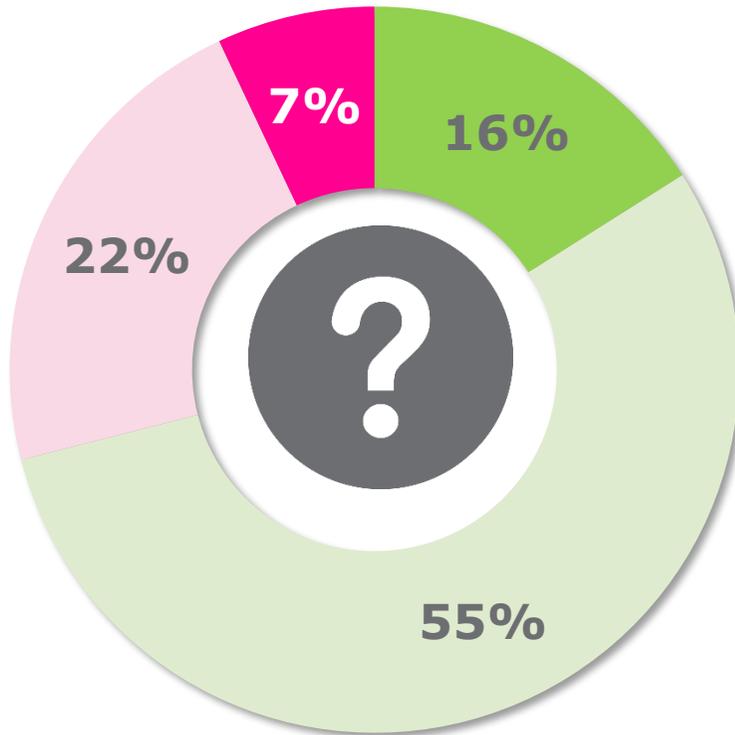
Residents aged 18 to 44 or 65+ are more likely to place a **great deal** of trust in the Council than residents aged 45-64 (14% and 12% vs. 5%).



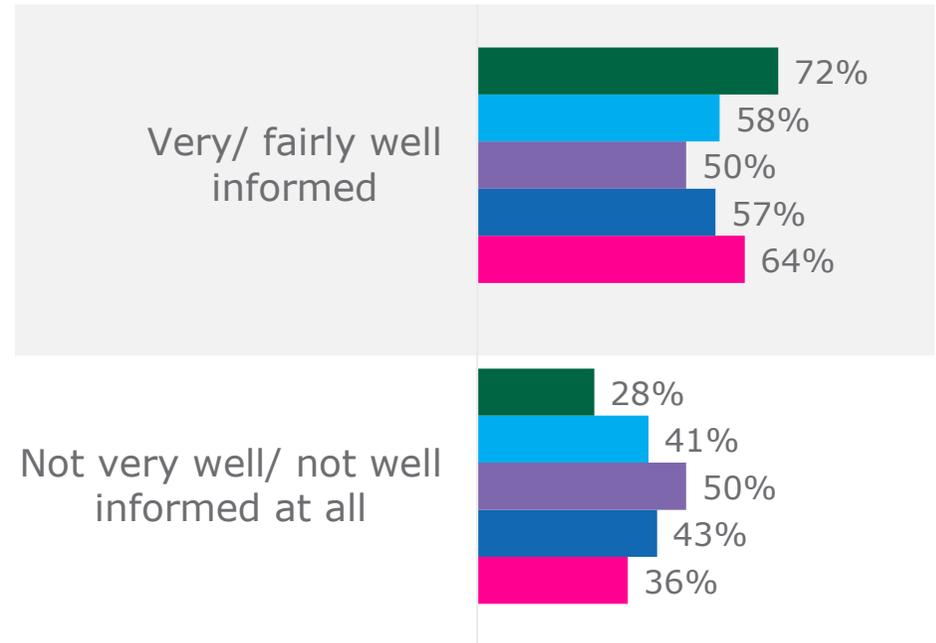
Residents from a BME background are more likely to place a **great deal** of trust in the Council than White British residents (19% vs. 8%).



Almost three quarters feel that the Council keeps them informed



- Very well informed
- Fairly well informed
- Not very well informed



- RBWM
- Residents poll Oct 2018
- Slough 2017/18
- Swindon 2017/18
- Kingston upon Thames 2017/18

Source: Q07. Overall, how well informed do you think the Council keeps residents about the services and benefits it provides? Weighted base: All respondents excluding 'Don't know': 1,590.

Additional sources: LGA Polling on resident satisfaction with councils survey, October 2018; LGA Are you being served? Pre release data 2017/18.



Differences by sub-group



Residents of Windsor are more likely to believe that the Council keeps residents **very well informed** than those living in Maidenhead (19% vs. 14%) .



Residents who have lived in the Borough for less than a year are more likely to believe that the Council keeps residents **very well informed** than those who have lived in the Borough for 1 to 5 years, 6 to 10 years or 11 years plus (46% vs. 24%, 17% and 14%).



Residents from a BME background are more likely to believe that the Council keeps residents **very well informed** than White British residents (23% vs. 14%).



Economically inactive residents are more likely to believe that the Council keeps residents **very well informed** than those economically active (20% vs. 14%).

Living in the local area

The following section offers data for questions asked to establish:

What residents believe makes an area a good place to live; what they like about their local area and what needs improving in the vicinity.





What do residents want?

When asked what is important in making an area a good place to live 4% did not have an opinion, of those who did emphasis was placed on safety and local facilities.

1	Safety/ policing/ low crime	36%
2	Facilities/ amenities/ services	31%
3	Clean/ well kept streets/ no litter	27%
4	Public transport services	23%
5	Schools/ education	23%
6	Parks/ green spaces	23%
7	Shops	17%
8	Sense of community	16%
9	Roads/ road maintenance	13%

Other **19%**

When asked what they liked most about their local area 6% did not have an opinion, for those who did the beauty of the area was key.

1	Parks/ green spaces	43%
2	Peaceful/ quiet/ picturesque	23%
3	Close to/ easy access to town	22%
4	Facilities/ amenities/ services	22%
5	Public transport services	20%
6	Sense of community	20%
7	Shops	17%
8	Safety/ policing/ low crime	16%
9	Clean/ well kept streets/ no litter	14%

Other **19%**

Source: Q08. Thinking generally and not just about your local area, please can you tell me up to three things that you think are important in making an area a good place to live? Open response. Weighted base: All respondents excluding 'Don't know': 1,570. Source: Q09. Please can you tell me up to three things that you like the most about your local area? Open response. Weighted base: All respondents excluding 'Don't know': 1,544.

Q08 example comments



Safety/policing/ low crime

"Feeling safe in the community."
Maidenhead

"Safety and security with a police presence."
Windsor

"A degree of security, I mean low crime."
Ascot and the South

Facilities/ amenities/services

"Good council services including education."
Maidenhead

"Good social and shopping amenities."
Windsor

"Decent facilities like a GP, dentist or hospital."
Ascot and the South

Clean/well kept streets/no litter

"A clean environment, neat and tidy with no litter and well-presented buildings."
Maidenhead

"Keeping on top of the litter and keeping pavements clean."
Windsor

"Clean- The refuse collection is very important."
Ascot and the South



Q9 example comments



"There are many diverse parks which are nice and safe."
Windsor

"I like the fact that we have so many open spaces."
Ascot and the South

"Parks, there are a lot close to where I live."
Maidenhead

"I can walk to the shops, the post office and the doctors." **Windsor**

"It is a short walking distance to the shops and station."
Ascot and the South

"I like being close to the town centre."
Maidenhead



"It's pretty quiet and peaceful, not at all rowdy and so I feel fairly safe."
Windsor

"It is a clean, picturesque and nice place to live."
Ascot and the South

"It is really peaceful – not congested or noisy."
Maidenhead

"It is close to the countryside with good access to the shops and local services."
Windsor

"The sense of community and great access to leisure facilities."
Ascot and the South

"There are lots of great facilities including transport, shops, gyms and parks."
Maidenhead



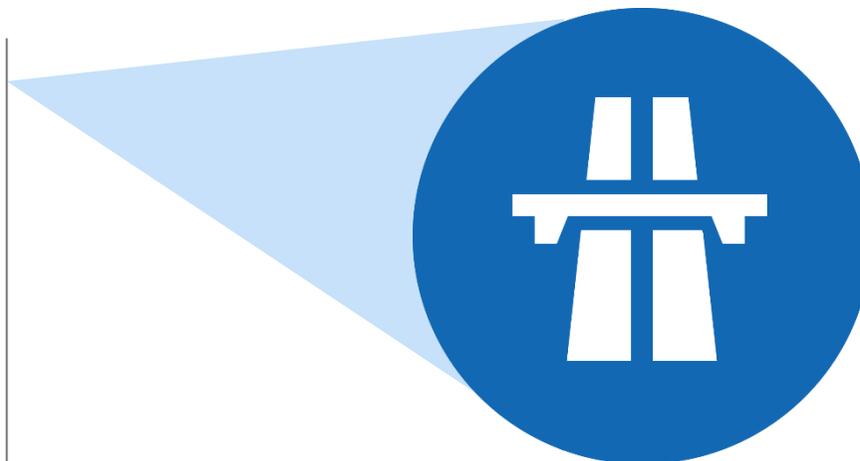


What needs to be improved?

According to those who could make a suggestion, roads and road maintenance is the aspect most in need of improvement.

1	Roads/ road maintenance	43%
2	Safety/ policing/ low crime	15%
3	Parking	15%
4	Clean/ well kept streets/ no litter	12%
5	Shops	12%
6	Public transport services	12%
7	Facilities/ amenities/ services	11%
8	Town centre	10%

Other **34%**



Differences by sub-group



Residents of Maidenhead are more likely than those living in either Ascot and the South or Windsor to believe that the local shops (17% vs. 9% and 6%) and the town centre need to be improved (18% vs. 1% and 1%).

Q10 example comments



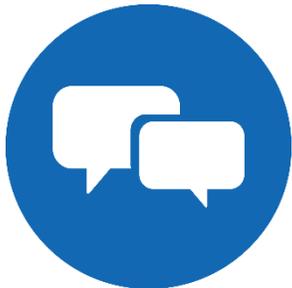
"The roads are really bad, especially for bike riders and they need improving."
Windsor

"The roads from Ascot to Windsor are uneven and full of potholes that need filling."
Ascot & the South

"Roads and pavement maintenance. There are potholes and weeds growing in the gutters and in the pavements."
Ascot & the South

"The roads have potholes and the ramps to slow people down are too high and damage our cars."
Maidenhead

"They've been doing a lot of repairs but a lot of roads need repairing including the footpaths for cyclists."
Maidenhead



"The roads are in poor condition, they need upgrading, resurfacing."
Windsor

Council services

The final section covers data from questions regarding Council services.





Residents are happy with refuse collection and parks & open spaces

However, satisfaction with **road maintenance** is comparatively low.



Road maintenance



Refuse collection



Parks and open spaces



■ Very dissatisfied ■ Fairly dissatisfied ■ Neither ■ Fairly satisfied ■ Very satisfied



Road maintenance is perceived as particularly poor by residents who are not happy with how the Council operates

The following groups of residents are more likely to be either very or fairly dissatisfied with **road maintenance**

- Residents dissatisfied with the way that the Council runs things (69% vs. 29% of those satisfied)
- Ascot and the South and Maidenhead compared with Windsor (41% and 40% vs. 7%)
- Lived in the Borough for 11 years or more compared with less than one year, 1 to 5 years or 6 to 10 years (44% vs. 11%, 15% and 20%)
- Those who disagree that the Council provides value for money (61% vs. 29% of those who agree)
- Residents who speak negatively about the Council (59% vs. 27% of those who speak positively)
- Those aged 45-64 or 65+ compared with residents aged 18-44 (47% and 43% vs. 26%)
- Those dissatisfied with the area as a place to live (46% vs. 36% of those satisfied with the local area)





Differences by sub-group

More likely to be very satisfied with **parks and open spaces**:

- Windsor compared with Maidenhead (49% vs. 38%)
- Females compared with males (45% vs. 39%)



More likely to be very satisfied with **refuse collection**:

- Residents satisfied with the way that the Council runs things (56% vs. 30% of those dissatisfied)
- Lived in the Borough for less than a year compared with 11 years or more (31% vs. 54%)
- Those aged 65+ compared with 18 – 44 or 45-64 (71% vs. 35% and 54%)
- White British compared with BME (53% vs. 36%)
- Females compared with males (54% vs. 45%)
- Economically inactive compared with economically active (65% vs. 42%)
- Low deprivation compared with high deprivation (55% vs. 44%)





50% of participants have not contacted the Council in the last 6 months

Of those who have, most used the telephone

1	Telephone	45%
2	Email	26%
3	Online via Council website	15%
4	In person	7%
5	My Account	3%
6	Post	2%
7	Social media	1%

More than half of residents do not know of My Account

Aware



40%

Unaware



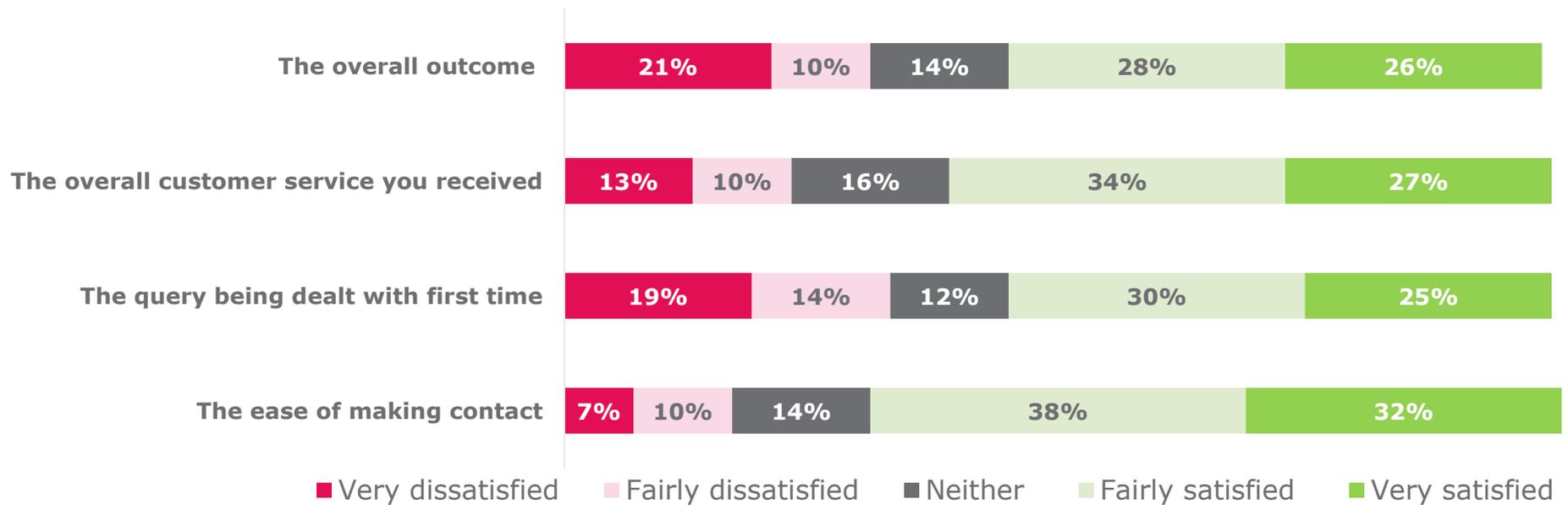
59%

2%
Don't know



Residents find it easy to contact the Council

However one third are not dealt with first time and are dissatisfied with the outcome.



Source: Q15. Still thinking about the most recent time you contacted the Council, how satisfied or dissatisfied were you with the following?
Weighted base: Respondents who have contacted the Council excluding 'Don't know': 810; 799; 799 and 787.

The overall outcome of the contact has the greatest impact on how residents view the Council



The following groups of residents are more likely to be either dissatisfied with **the overall outcome**

- Residents fairly or very dissatisfied with the way that the Council runs things (63% vs. 22% fairly or very satisfied)
- Those who tend to or strongly disagree that the Council provides value for money (60% vs. 23% who tend to or strongly agree)
- Residents who speak negatively about the Council (63% vs. 20% of those who speak positively)

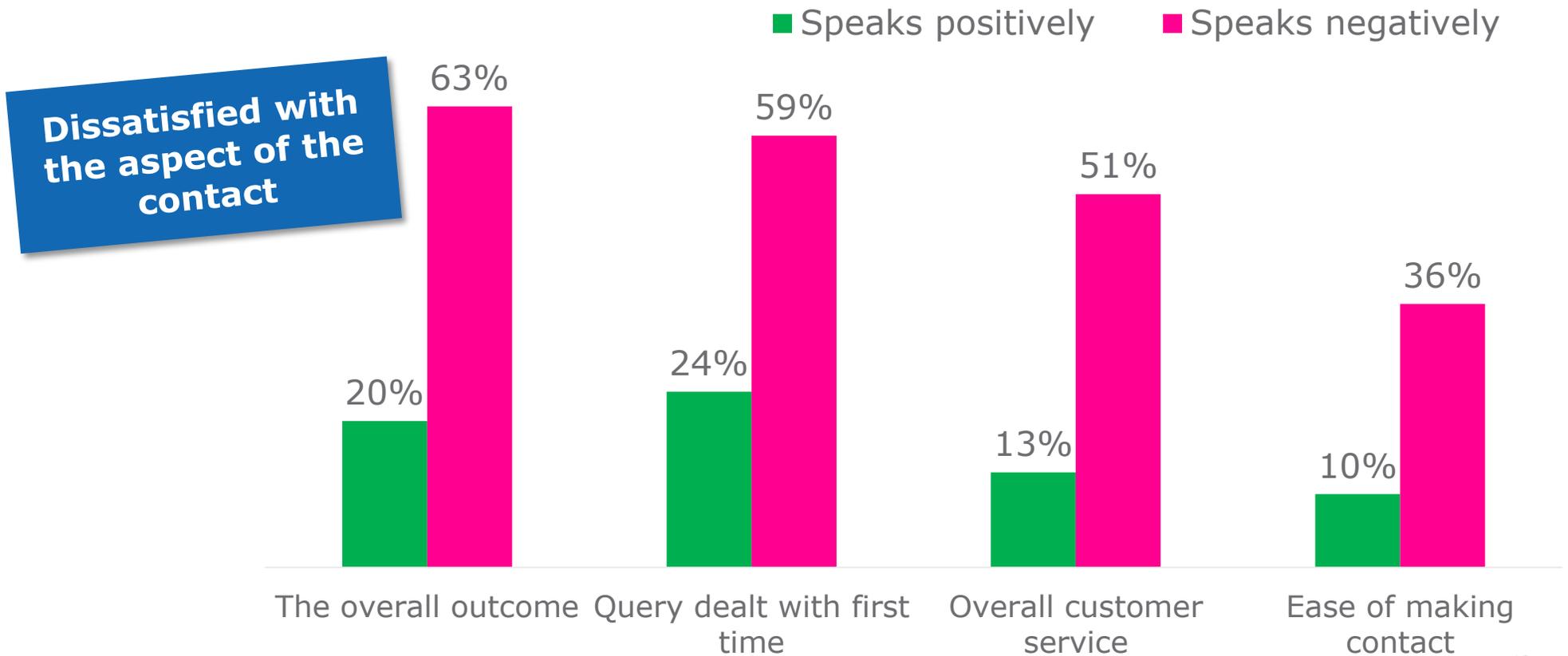
The following groups of residents are more likely to be dissatisfied with **the query being dealt with first time**

- Residents fairly or very dissatisfied with the way that the Council runs things (59% vs. 25% fairly or very satisfied)
- Those who tend to or strongly disagree that the Council provides value for money (58% vs. 25% who tend to or strongly agree)
- Residents who speak negatively about the Council (59% vs. 24% of those who speak positively)



Dissatisfaction with the outcome is more likely to lead to negative comments about the Council

Of those likely to speak negatively about the Council, dissatisfaction is highest with the overall outcome

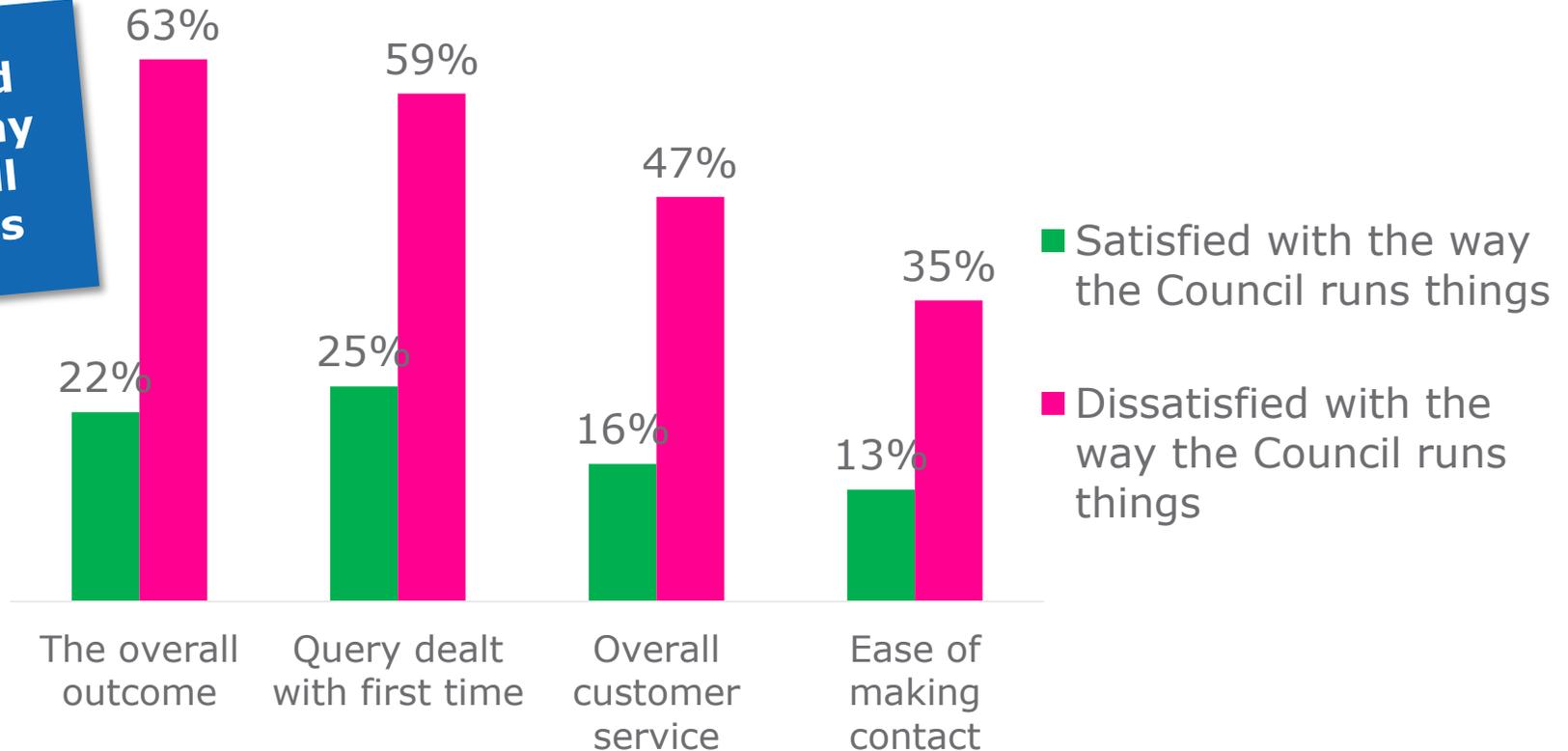




Dissatisfaction with the outcome is more likely to lead to dissatisfaction with the way that the Council runs things

Of those dissatisfied with the way that the Council operates, dissatisfaction is again highest with the overall outcome

Dissatisfied with the way the Council runs things





70% are satisfied with ease of making contact and this has the least impact on opinions of the Council

More likely to be either very or fairly dissatisfied with **overall customer service**

- Residents fairly or very dissatisfied with the way that the Council runs things (47% vs. 16% fairly or very satisfied)
- Those who tend to or strongly disagree that the Council provides value for money (43% vs. 17% who tend to or strongly agree)
- Residents who speak negatively about the Council (51% vs. 13% of those who speak positively)

More likely to be either very or fairly dissatisfied with **the ease of making contact**

- Residents fairly or very dissatisfied with the way that the Council runs things (35% vs. 13% fairly or very satisfied)
- Those who tend to or strongly disagree that the Council provides value for money (38% vs. 11% who tend to or strongly agree)
- Residents who speak negatively about the Council (36% vs. 10% of those who speak positively)



Online contact leads to greater satisfaction with the ease of making contact and overall customer service.

More likely to be either very or fairly satisfied with **the ease of making contact**

- Residents who contacted the Council online (76% vs. 64% telephone and 63% in person)

More likely to be either very or fairly satisfied with **the overall customer service**

- Residents who contacted the Council online (57% vs. 65% telephone)



Differences by sub-group

More likely to be very satisfied with **the ease of making contact**

- Economically inactive compared with economically active (39% vs. 27%).

More likely to be very satisfied with **the query being dealt with first time**

- Those aged 45-64 or 65+ compared with 18-44 (27% & 31% vs. 20%).
- Economically inactive compared with economically active (31% vs. 22%).

More likely to be very satisfied with **overall customer service**

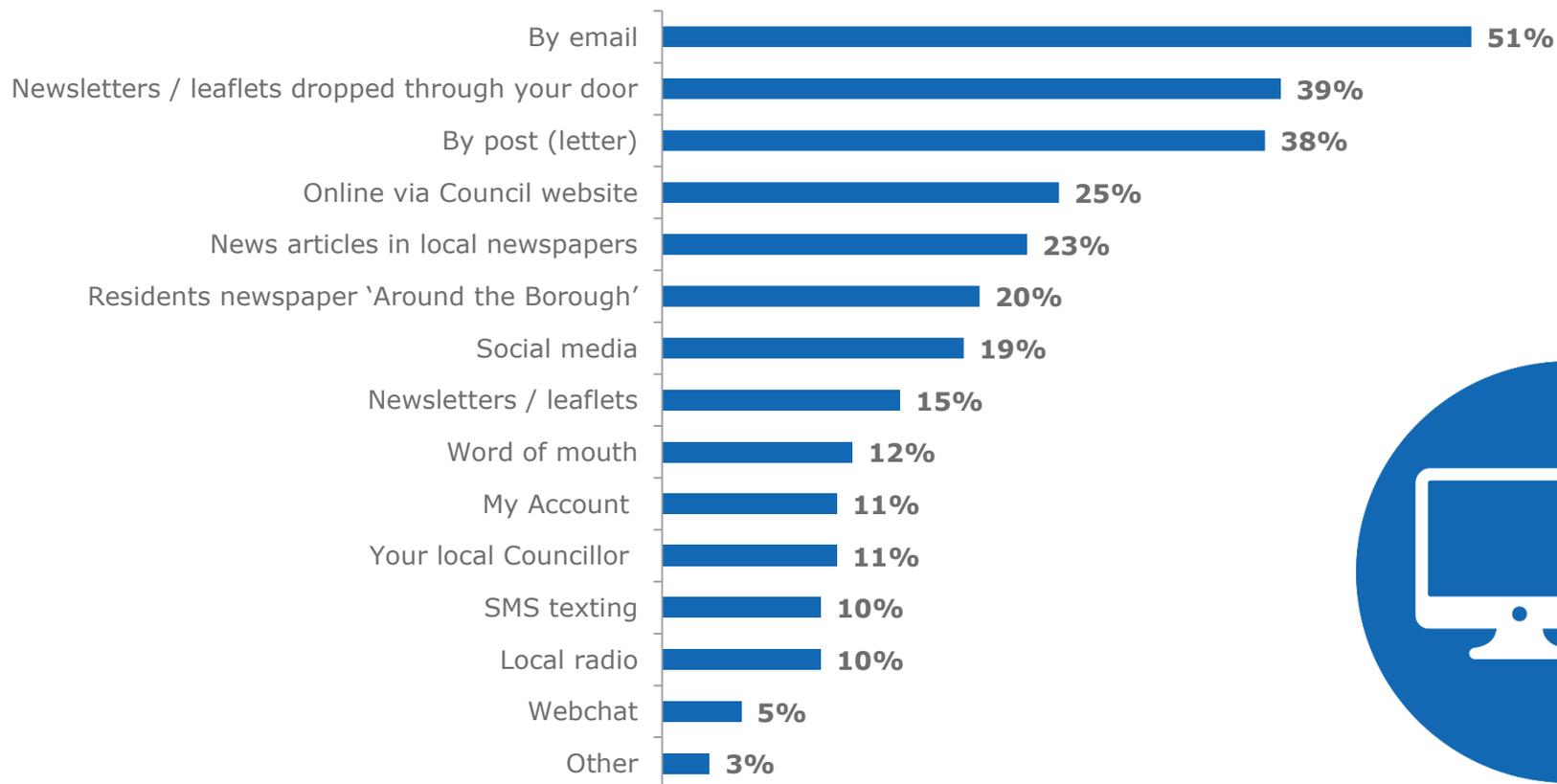
- Those aged 65+ compared with 18-44 (33% vs. 24%).
- Economically inactive compared with economically active (32% vs. 25%).

More likely to be very satisfied with **the overall outcome**

- Those aged 65+ compared with 18-24 (34% vs. 21%).
- Economically inactive compared with economically active (34% vs. 22%).



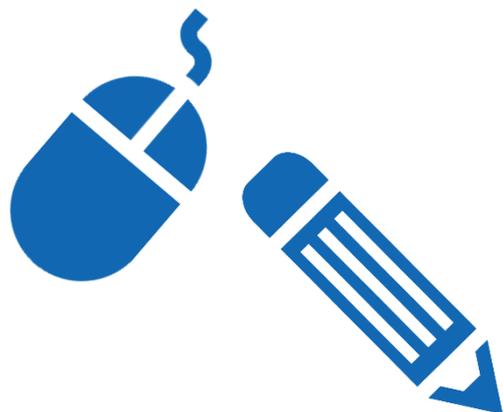
Residents prefer to receive information from the Council by email





Differences by age

Younger residents prefer to receive information digitally whilst older residents would rather receive written updates



18-44yrs

45-64yrs

65+

Email	64%	49%	31%
Newsletters / leaflets through the door	27%	45%	51%
Council website	25%	29%	16%
Local newspapers	17%	28%	25%
'Around the Borough'	17%	22%	24%
Social media	25%	19%	7%

Key driver analysis

The following section provides additional analysis of the main drivers of satisfaction with the Council.





Key drivers of satisfaction

Key Drivers Analysis is used to gain a better understanding of which of the residents' opinions regarding the Royal Borough of Windsor and Maidenhead Council have the greatest influence on their overall satisfaction.

The aim is to identify specific areas of the Council service provision (Key Drivers) which have the greatest impact on overall satisfaction.



The approach

- Each of the questions in the questionnaire is studied and those with the strongest links to overall satisfaction are isolated
- Next, statistical models are used to identify the 'best' set of indicators (Key Drivers) that together influence overall satisfaction the most
- The *relative importance* of each Key Driver is also calculated and this identifies which of the Drivers are the most important and also how much more important each Driver is compared to the others. For example, in this analysis we find that 'trust in the Council' is twice as influential on overall satisfaction as the Council keeping residents informed.



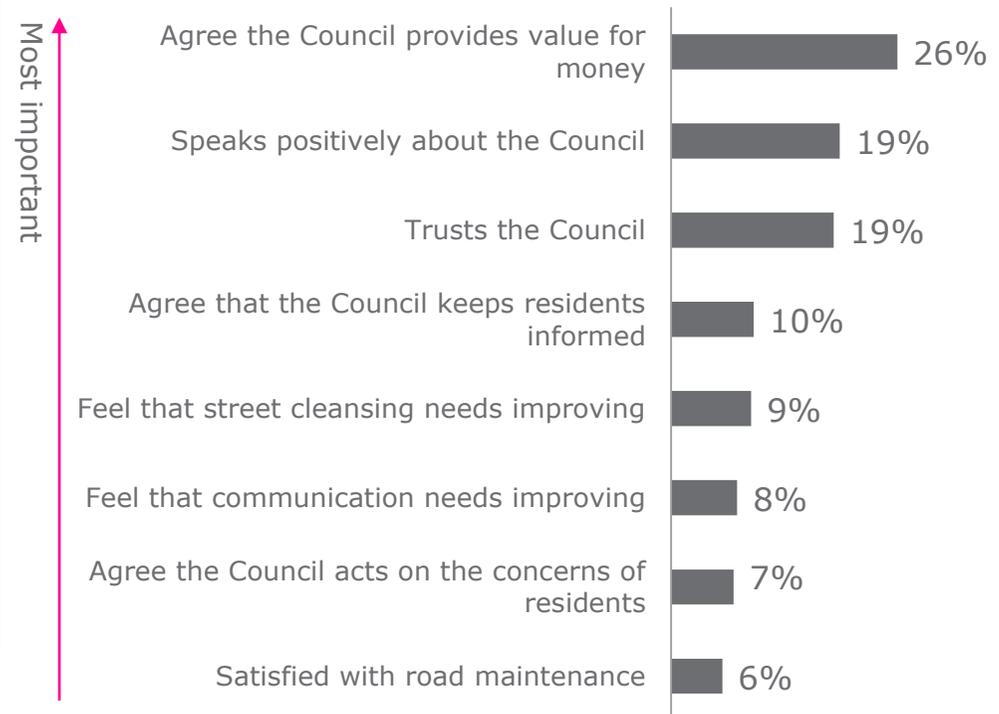
Influential variables

Eight key variables were found to have significant influence on overall satisfaction with the Council. The drivers are listed below in order of importance:

- Level of agreement that the Council provides value for money
- Whether the resident speaks positively about the Council
- Level of trust in the Council
- Agreement that the Council keeps residents informed
- Views on whether street cleaning needs improving
- Agreement that the Council keeps residents informed
- Agreement that the Council acts on the concerns of residents
- Satisfaction with road maintenance

Residents perceptions on value for money is **four times** more influential on overall satisfaction than their views on Road Maintenance. Positive advocacy and trust in the Council are both important drivers and have similar levels of influence over satisfaction with the Council.

Relative importance



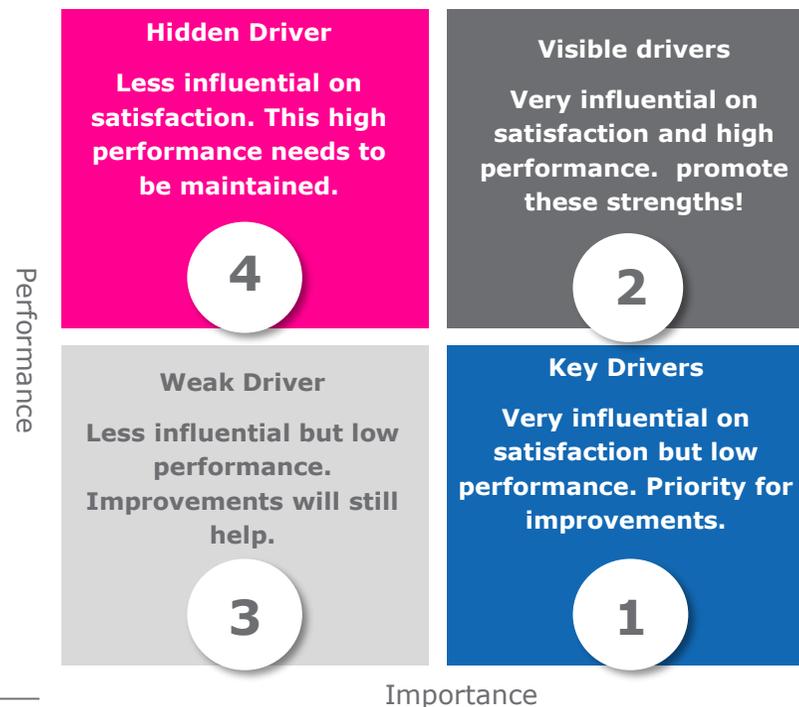


Key drivers of satisfaction

Key driver/importance map

Once the Key Drivers are identified, the relative importance score (how much influence they have on overall satisfaction) is then cross-referenced with their performance scores.

The performance score comes from the residents views expressed in the survey. For example, 68% of people reported that they trust the Council – this is a high performance score however only 38% of residents said they were satisfied with the state of the road maintenance – this is a low performance score.



Priority Drivers

Each of the key drivers can be classified into one of the four groups outlined in the Driver / Importance Map.

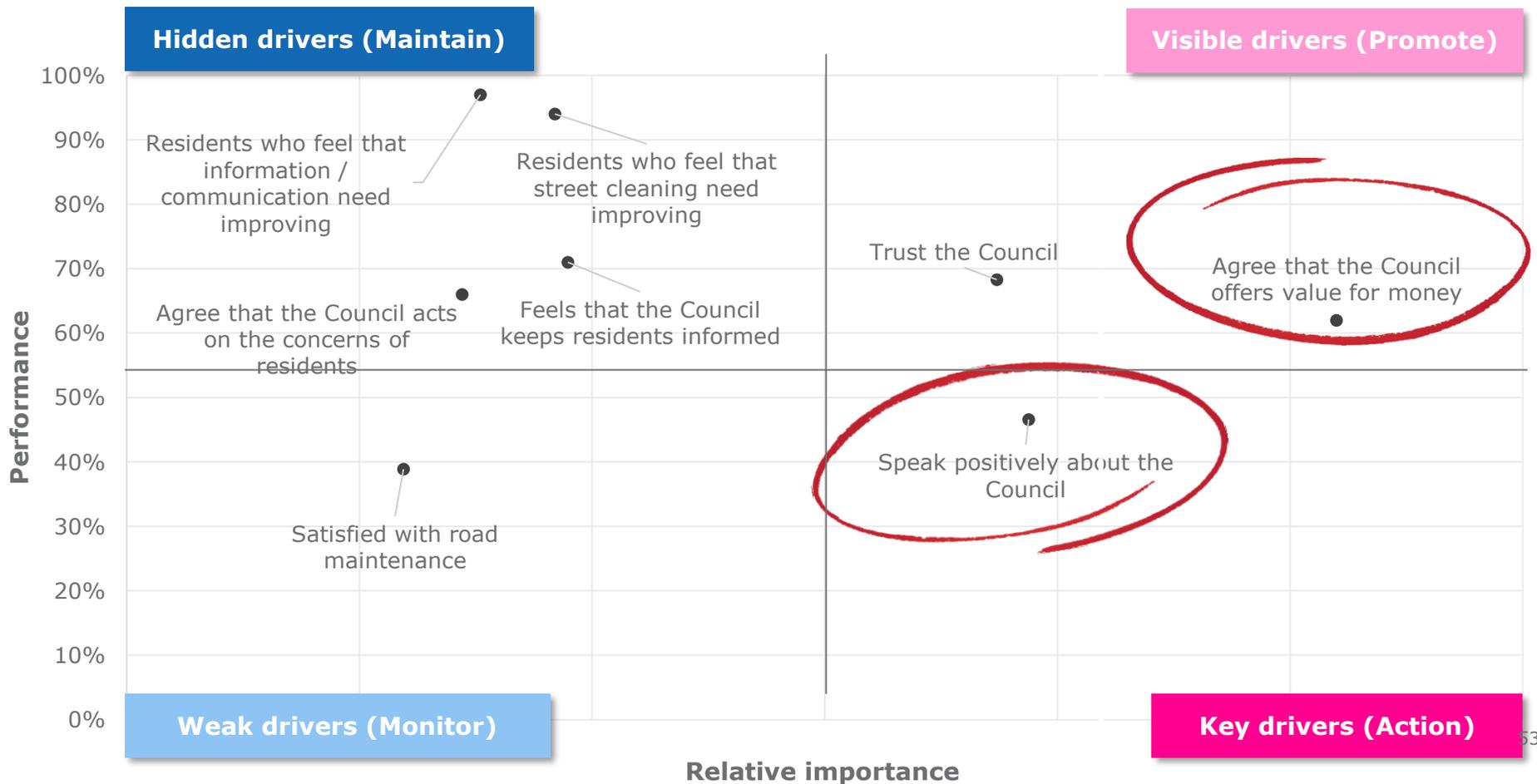
Priority should be given to: a) the most influential drivers and b) drivers which currently have a low performance score as improvements in these areas would see the greatest positive influence on overall satisfaction with the Council.

What does this mean for the Council...?



Positive changes in perceptions of **value for money** and **how residents speak about the Council** will lead to an improved overall satisfaction rating. **'Satisfaction with road maintenance'** has a low performance score and improvements here would directly increase overall satisfaction with the Council.

KDA - All respondents (weighted)





Differences between areas

In addition to running the analysis across the whole sample the drivers within the areas of: Ascot and the South; Windsor and Maidenhead were also reviewed.

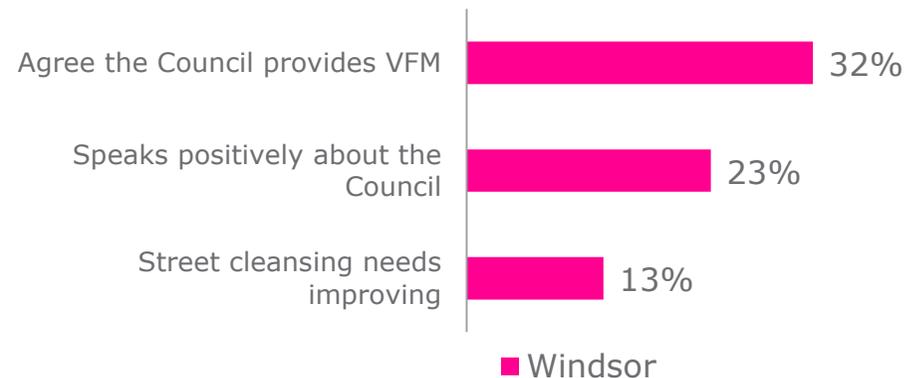
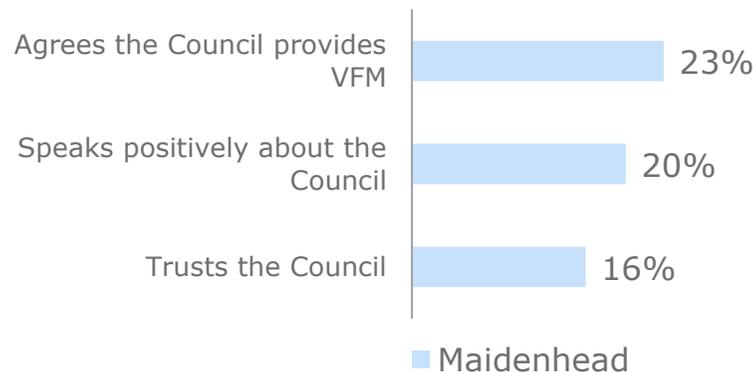
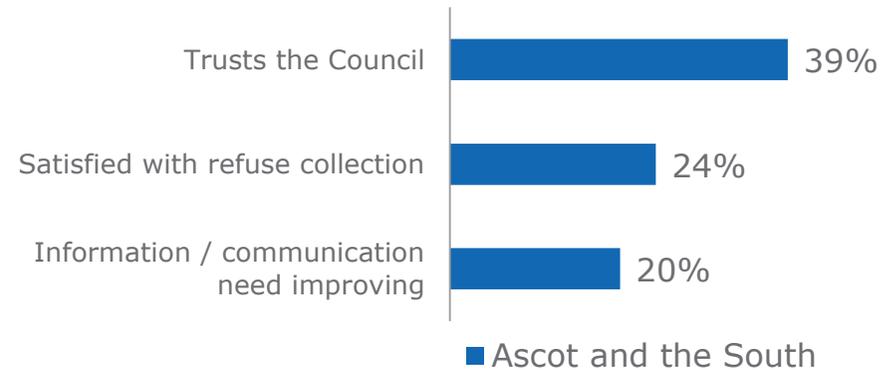
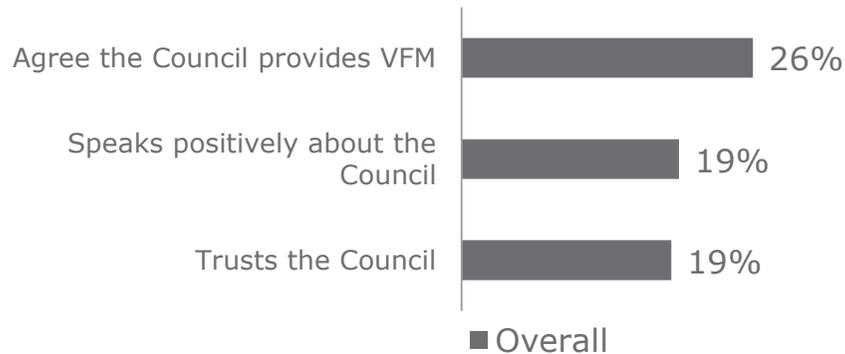
There are commonalities between the areas however there are also drivers that are unique to each area.

The main points to note are outlined:

- **Trust** and **value for money** are influencing overall satisfaction in all three areas (although they are not the top ranked drivers in all areas)
- **Satisfaction with refuse collection** is only a factor in **Ascot and the South** where it is the second most important driver
- The **need to improve street cleanliness** is only an issue in **Windsor** where it is the third most important driver
- Both **parking** and the need to **improve the sense of community** appear in **Ascot and the South** only
- Residents in **Windsor** (and only in Windsor) who are **aware of My Account** are more likely to be satisfied with the Council overall and so promoting the page would lead to an improvement in overall satisfaction in this area



Relative importance of the top 3 drivers of satisfaction by area



Appendix

Survey questionnaire



Appendix

Research aims & methodology

This section provides a recap of the aims and objectives of the research, outlines the methodology and finally offers guidance on how the data will be presented in the report.





Aims & objectives

Background to the research

The Royal Borough of Windsor & Maidenhead Council required a residents satisfaction survey to baseline satisfaction following a year of significant transformation & change.

The results will:

- Provide the Council with clear evidence as to what residents want for planning, budgeting and communications purposes
- Inform performance management by tying into Corporate indicators
- Provide the Council with analysis and data to show the factors that most influence positive satisfaction





Methodology

Survey with residents of the Borough:

- **1,652** interviews in total
 - **1,287** telephone
 - **365** face-to-face
- Sampling error of +/-2% at a confidence level of 95%
- Fieldwork took place in September & October 2018
- Residents randomly selected by DJS Research to take part
- Quotas set to achieve a profile representative of the Borough

Fully compliant with data protection regulations

Sample weighted by:

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

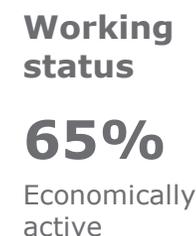
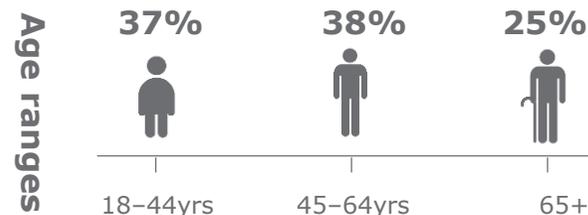
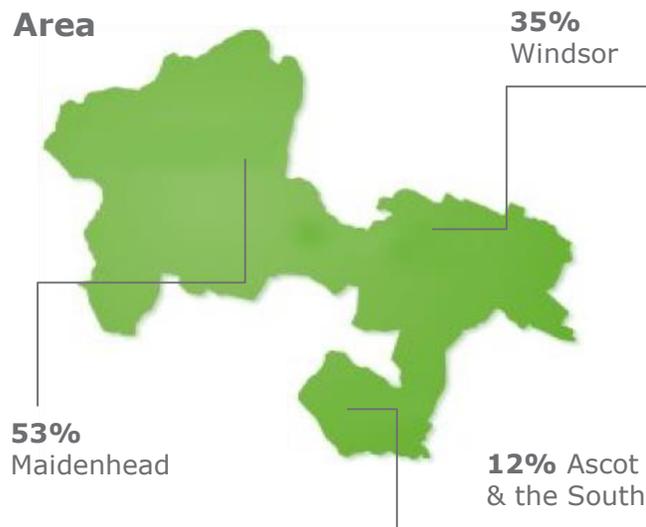
Survey conformed to the LGA 'Are you being served' Residents Satisfaction guidelines

Included core LGA questions as well as open questions and localised questions focusing on some of the Council's priority areas.



Our sample was designed to reflect the profile of residents of the Borough

Unweighted data



Gender



47%
Male

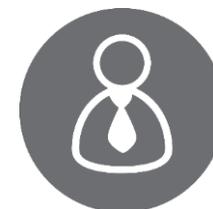
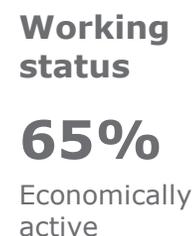
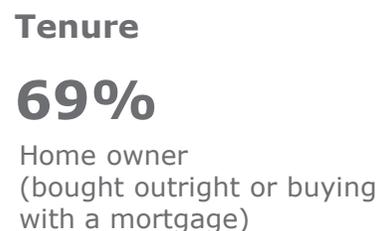
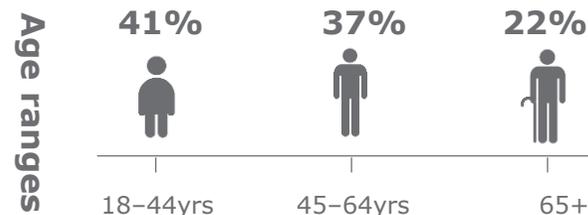
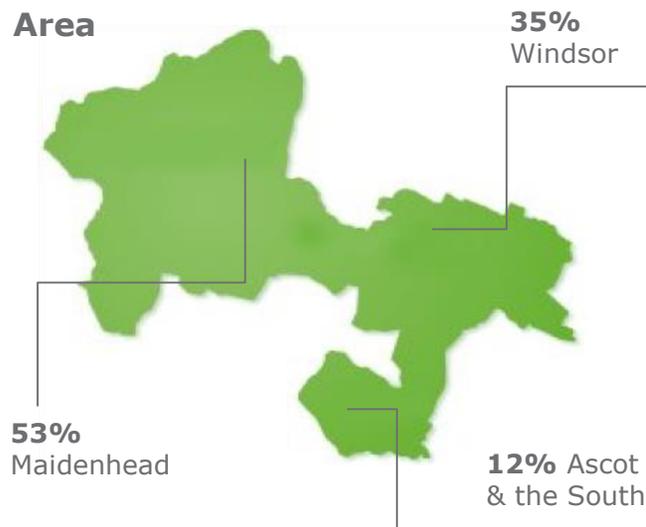


53%
Female



Our sample was designed to reflect the profile of residents of the Borough

Weighted data



Gender



48%
Male



52%
Female



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 1,652 interviews has a sampling error of +/-2% at the 95% confidence level. That is to say that if the 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 within +/-2% (i.e. between 48% and 52%) of that finding

When looking at sub-groups within a sample this sampling error increases:

- For example, when looking at male residents (with a base size of 778 interviews in this survey, unweighted) the sampling error increases to +/-3.5%
- The sampling error for data collected from the three separate geographical areas is given below:

	Sampling error
Ascot and the South	+/-7%
Windsor	+/-4%
Maidenhead	+/-3%





Notes on the report

Valid data

In most instances respondents who answered 'don't know' or 'have not used' are excluded from the sample base.

Rounding

Results have been presented rounded to 0 decimal places and so some totals may not be equal to 100%.



Cross tabulations

Responses have been separated into different mutually exclusive sub-groups and the data for each sub-group has been compared to see whether there are significant differences between the results.

- The sub-groups definitions include: area; number of years living in the Borough; age; ethnicity; gender; working status; health condition and indices of deprivation
- Only differences that are significant are included in the report

Weighted data

Weighting has been used to adjust the results of the survey to bring them in line with the profile of the overall population of the Royal Borough of Windsor & Maidenhead.

- All data included in this report has been weighted

Survey script





Questionnaire: Annual residents survey



Client name:	Royal Borough of Windsor and Maidenhead
Project name:	Annual Residents Survey
Job number:	5183
Methodology:	CATI
Version	V8 30/08/18

Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
 - Screener questions are labelled S01, S02, S03 etc.
 - Main survey questions are labelled Q01, Q02, Q03 etc.
 - Further demographic / classification questions are labelled C01, C02, C03 etc.
 - Number codes are included on each question for data processing purposes

QUOTAS: TOTAL 1,700 INTERVIEWS

AREA	QUOTA LIMIT	TAKEN FROM WHERE?
Ascot and the South	204	S01/1
Maidenhead	884	S01/2
Windsor	612	S01/3

AGE	QUOTA LIMIT	TAKEN FROM WHERE?
18-44	798	S02/2-4
45-64	549	S02/5-6
65+	353	S02/7-8

ETHNICITY	QUOTA LIMIT	TAKEN FROM WHERE?
White	1338	S03/1
BME	362	S03/2-5, 80

GENDER	QUOTA LIMIT	TAKEN FROM WHERE?
Male	826	S04/1
Female	874	S04/2

WORKING STATUS	QUOTA LIMIT	TAKEN FROM WHERE?
Economically active	1266	S05/1-4
Economically inactive	434	S05/5-9

TENURE	QUOTA LIMIT	TAKEN FROM WHERE?
Home owner (bought outright or buying with a mortgage)	1167	S06/1-2
Renting from the Council, a Housing Association or Trust	225	S06/3
Renting from a private landlord	307	S06/4

Introduction

All respondents:

My name is....., and I am calling from DJR Research Ltd, an independent research consultancy.

We are currently carrying out a survey on behalf of The Royal Borough of Windsor and Maidenhead Council. The Council would like to hear the views of residents on several issues, including what it is like to live in the Borough.

The interview will last around 10 minutes and be conducted under the Market Research Society Rules guaranteeing anonymity and there would be strictly no sales or other comeback from the call. Would you be willing to spare a few minutes to take part?

IF YES, CONTINUE

All respondents:

CATI – INTERVIEWER READ OUT: All interviews will be recorded for training and quality purposes.



Continue. If not able to continue, make an appointment to call back.

READ OUT

To make sure we interview a wide range of people, I would like start by asking some questions about you.

S01.

All respondents

To start with, please can you confirm that you live in one of the following three areas?

SINGLE CODE

Read out and select one only.

Code	Answer list	Scripting notes	Routing
1	Ascot and the South		
2	Maidenhead		
3	Windsor		
4	Live outside these areas	END SURVEY	Thank and close
85	Don't know	END SURVEY	Thank and close

S02.

All respondents

Please can you tell me your age?

SINGLE CODE

Do not read out. Ask for their age and select the appropriate band. If the respondent does not want to give their exact age then read out the bands provided and select one only.

Code	Answer list	Scripting notes	Routing
1	Under 18	-	Thank and close
2	18-24		
3	25-34		
4	35-44		
5	45-54		
6	55-64		
7	65-74		
8	75+		
9	Prefer not to say		Thank and close

S03.

All respondents

Which of the following broad groups best describes your ethnicity?

SINGLE CODE

Read out and select one only.

Code	Answer list	Scripting notes	Routing
1	White British English/Welsh/Scottish/Northern Irish/British		
2	White other Irish Gypsy or Irish Traveller Any other white background		
3	Mixed / Multiple ethnic groups White and Black Caribbean White and Black African White and Asian Any other Mixed/Multiple background		
4	Asian / Asian British Indian Pakistani Bangladeshi Chinese Any other Asian/Asian British background		
5	Black / African / Caribbean / Black British African Caribbean Any other Black/African/Caribbean/ Black British background		
80	Other – please specify	OPEN	
6	Prefer not to say		Thank and close



S04.

All respondents

Code gender

Do not ask. Record gender

Code	Answer list	Scripting notes	Routing
1	Male	-	
2	Female	-	

S05.

All respondents

Which of the following best describes your employment status?

SINGLE CODE

Read out and select one only.

Code	Answer list	Scripting notes	Routing
1	Full time employee (30 hours plus per week)		
2	Part-time employee (under 30 hours per week)		
3	Self-employed		
4	On a government supported training programme		
5	Full time education		
6	Unemployed		
7	Long term sick / disabled		
8	Retired		
9	Not working or looking for work / looking after the home or family		
80	Other – please specify	OPEN	Thank and close
10	Prefer not to say		Thank and close

S06.

All respondents

And which of the following best describes your housing situation?

SINGLE CODE

Read out and select one only.

Code	Answer list	Scripting notes	Routing
1	Home owner (owns outright)		
2	Buying with a mortgage		
3	Renting from the Council, a Housing Association or Trust		
4	Renting from a private landlord		
80	Other – please specify	OPEN	
5	Prefer not to say		Thank and close

A: Overall views

Read out: Throughout this survey we ask you to think about 'your local area'. When answering, please consider your local area to be the area within 15 – 20 minutes walking distance from your home.

Q01.

All respondents

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

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
5	Very satisfied		
4	Fairly satisfied		
3	Neither satisfied nor dissatisfied		
2	Fairly dissatisfied		
1	Very dissatisfied		
85	Don't know (<i>do not read out</i>)		

Read out: Your local area receives services from The Royal Borough of Windsor and Maidenhead Council who I will refer to as 'the Council' for most of this interview. The Council is responsible for a range of services such as refuse collection, street cleaning, planning, education, social care services and road maintenance.

**Q02.****All respondents**

Overall, how satisfied or dissatisfied are you with the way the Council runs things?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
5	Very satisfied		
4	Fairly satisfied		
3	Neither satisfied nor dissatisfied		
2	Fairly dissatisfied		
1	Very dissatisfied		
85	Don't know (<i>do not read out</i>)		

Read out: In considering the next question, please think about the range of services The Royal Borough of Windsor and Maidenhead Council provides to the community as a whole, as well as the services your household uses. It does not matter if you do not know all of the services the Council provides, as we would like your general opinion.

Q03.**All respondents**

To what extent do you agree or disagree that the Council provides value for money?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
5	Strongly agree		
4	Tend to agree		
3	Neither agree nor disagree		
2	Tend to disagree		
1	Strongly disagree		
85	Don't know (<i>do not read out</i>)		

Q04.**All respondents**

On balance, which of the following statements comes closest to how you feel about the Council?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
5	I speak positively of the Council without being asked		
4	I speak positively of the Council if I am asked about it		
3	I have no views one way or another		
2	I speak negatively about the Council if I am asked about it		
1	I speak negatively about the Council without being asked		
85	Don't know (<i>do not read out</i>)		

Q05.**All respondents**

To what extent do you think the Council acts on the concerns of local residents?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
4	A great deal		
3	A fair amount		
2	Not very much		
1	Not at all		
85	Don't know (<i>do not read out</i>)		

Q06.**All respondents**

How much do you trust the Council?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
4	A great deal		
3	A fair amount		
2	Not very much		
1	Not at all		
85	Don't know (<i>do not read out</i>)		



Q07.

All respondents

Overall, how well informed do you think the Council keeps residents about the services and benefits it provides?

Read out each answer and tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
4	Very well informed		
3	Fairly well informed		
2	Not very well informed		
1	Not well informed at all		
85	Don't know (<i>do not read out</i>)		

B: Views on living in the local area

Read out: I would now like to ask you a few questions on what makes somewhere a good place to live.

Q08.

All respondents

Thinking generally and not just about your local area, please can you tell me up to three things that you think are important in making an area a good place to live?

Enter up to three responses (one or two are acceptable).

OPEN QUESTION. INTERVIEWERS TO ENTER UP TO THREE RESPONSES

Code	Answer list	Scripting notes	Routing
		OPEN	
		OPEN	
		OPEN	
1	There is nothing in particular		
85	Don't know		

Q09.

All respondents

For this next question I would like you to think again about your local area which is the area within 15 – 20 minutes walking distance from your home. Please can you tell me up to three things that you like the most about your local area?

Enter up to three responses (one or two are acceptable).

OPEN QUESTION. INTERVIEWERS TO ENTER UP TO THREE RESPONSES

Code	Answer list	Scripting notes	Routing
		OPEN	
		OPEN	
		OPEN	
1	There is nothing in particular		
85	Don't know		

Q010.

All respondents

Still thinking about your local area, can you tell me up to three things that you think are most in need of improvement?

Enter up to three responses (one or two are acceptable).

OPEN QUESTION. INTERVIEWERS TO ENTER UP TO THREE RESPONSES

Code	Answer list	Scripting notes	Routing
		OPEN	
		OPEN	
		OPEN	
1	Nothing needs improving		
85	Don't know		

Q011.

All respondents

Question removed

C: Views on Council services

Read out: The Royal Borough of Windsor and Maidenhead Council is a key provider of local public services and the next questions are about your views on some of these services.

Q012.

All respondents

Overall, how satisfied or dissatisfied are you with each of the following services provided by the Council?

GRID QUESTION, SINGLE CODE

Read out, single code each service

Code	Statement list	Scripting notes	Routing
1	Parks and open spaces		
2	Refuse collection		
3	Road maintenance		

Code	Answer list	Scripting notes	Routing
5	Very satisfied		
4	Fairly satisfied		
3	Neither satisfied nor dissatisfied		
2	Fairly dissatisfied		
1	Very dissatisfied		
85	Don't know (<i>do not read out</i>)		



87	Haven't used (<i>do not read out</i>)		
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Q013.

All respondents

Question removed

Q014.

All respondents

If you have contacted the Council directly in the last six months, what method did you **mainly** use to make contact? If you have contacted the Council more than once in the last 6 months, please consider the most recent occasion.

Do not read out, single code

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Online via Council website		
2	Telephone		
3	In person (visit to a Council office)		
4	Social media (e.g. Facebook, Twitter)		
5	By email		
6	By post (letter)		
7	My Account (on the Council website)		
80	Other – please specify	OPEN	
85	Don't know (<i>do not read out</i>)		Q16
87	Have not contacted the Council in the last six months		Q16

Q015.

Respondents who have contacted the Council in the last 6 months (Q14/1-7, 80)

Still thinking about the most recent time you contacted the Council, how satisfied or dissatisfied were you with the following?

GRID QUESTION, SINGLE CODE

Read out, single code each service

Code	Statement list	Scripting notes	Routing
1	The ease of making contact		
2	The query being dealt with first time		
3	The overall customer service you received		
4	The overall outcome		

Code	Answer list	Scripting notes	Routing
5	Very satisfied		
4	Fairly satisfied		
3	Neither satisfied nor dissatisfied		
2	Fairly dissatisfied		
1	Very dissatisfied		
85	Don't know (<i>do not read out</i>)		



Q016.

All respondents

Question removed

Q017.

All respondents

How would you prefer to receive information about what is going on at the Council?

Do not read out, select all mentioned

MULTI- CODE. RANDOMISE ORDER

Code	Answer list	Scripting notes	Routing
1	Online via Council website		
2	Social media (e.g. Facebook, Twitter)		
3	By email		
4	By post (letter)		
5	My Account (on the Council website)		
6	Residents newspaper 'Around the Borough'		
7	Word of mouth (through friends and family)		
8	SMS texting		
9	Newsletters / leaflets in libraries, Council offices etc		
10	Local radio (e.g. BBC Berkshire)		
11	News articles in local newspapers		
12	Newsletters / leaflets dropped through your door		
13	Your local Councillor		
14	Webchat		
80	Other – please specify	OPEN	
85	Don't know (<i>do not read out</i>)	EXCLUSIVE	
87	Do not want to receive any information from the Council (<i>do not read out</i>)	EXCLUSIVE	

Read out: Residents are able to access 'My Account' via the Council's website. This allows them to contact the Council about a range of issues such as reporting a missing bin, making a complaint or renewing a bus pass.

Q018.

All respondents

Are you aware of 'My Account'?

Do not read out, tick one.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	Don't know		

Q019.

Question removed

D: About you

Read out: These final questions are about you and are being asked to help with our analysis.

Q020.

All respondents

How many years have you spent living in Windsor and Maidenhead? If you have ever moved out for a while then please combine the periods of time that you were living in the Borough.

SINGLE CODE

Do not read out, single code

Code	Answer list	Scripting notes	Routing
1	Less than one year		
2	1 to 2 years		
3	3 to 5 years		
4	6 to 10 years		
5	11 to 20 years		
6	21 years or more		
85	Don't know		

**Q021.****All respondents**

How often do you personally use the internet? When giving me your answer, please think about all of your internet usage whether this is at home, at work or using apps on a mobile phone.

SINGLE CODE, ORDERED.

Read out, single code

Code	Answer list	Scripting notes	Routing
1	Every day		
2	At least once a week		
3	At least once a month		
4	At least a few times a year		
5	At least once a year		
6	Less frequently than once a year		
7	Use the internet, but can't say how often		
8	Used the internet in the past but no longer do so		
9	Never used it		
85	Don't know		

Q022.**All respondents**

Are your day to day activities limited because of a health condition or illness which has lasted, or is expected to last, for at least 12 months?

SINGLE CODE

Read out, tick one.

Code	Answer list	Scripting notes	Routing
1	Yes – limited a lot		
2	Yes – somewhat limited		
3	No		
4	Prefer not to say		

Q023.**All respondents**

How many children aged 17 or under are living in your home?

SINGLE CODE

Do not read out, single code

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2		
4	3		
5	4		
6	5 or more		

Q024.**All respondents**

Including yourself, how many adults aged 18 or over are living in your home?

SINGLE CODE

Do not read out, single code

Code	Answer list	Scripting notes	Routing
1	1		
2	2		
3	3		
4	4		
5	5 or more		

Q025.**All respondents**

Please would you tell me your postcode? This will only be used for our analysis.

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
87	Prefer not to say		



CLOSING QUESTION

C01.

All respondents

Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes (VERIFY CONTACT DETAILS)	-	
2	No	-	
85	Don't know (<i>do not read out</i>)	-	

Thank you...

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