



Wandsworth Residents Survey 2019

Frequently Asked Questions

Why is this survey being run?

The survey is being run to capture the views of Wandsworth residents about the Council, the community and the local area. This research will help inform the Council in its decision making and its plans for improving local and community services.

How/why has my address been selected to take part?

Interviews are being completed at home addresses in every ward in the borough. Within each ward addresses have been selected at random for the interviewing team to visit.

When might interviewers call?

Calls could be made from 9am to 9pm Monday-Saturday and 10am to 9pm on Sundays.

How do I know the research is genuine?

The interviewers will carry ID and a letter on headed paper from the Council's Head of Resident Engagement. The letter will also provide contact details for the Council and for the research company if you would like to phone and check the validity of the research.

Do I have to take part?

The survey is voluntary, so no one is obliged to take part. However, taking the time to complete the survey will help the Council to better understand the views of its residents and what improvements might be needed in the future.

What will you do with my responses?

Survey responses will always remain confidential and secure. This means the individuals' views will never be identified. Residents' views will be grouped together in order to see how the Council and the local area are perceived by residents.

Who are BMG Research?

BMG Research are an independent research company and have been chosen by the London Borough of Wandsworth to run this survey. BMG will run the survey and provide the Council with confidential results. BMG fully abides by the Market Research Society Code of Conduct.

When is the survey taking place?

The survey starts in the week commencing 28th October and will run until early December.