Research Report

Customer Satisfaction Survey 2015

Prepared for: Barrow in Furness Borough Council

Prepared by: BMG Research

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Prepared by: BMG Research

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1 Introduction

1.1 Background

As part of its ongoing commitment to seek the views of its tenants, in July 2015 Barrow in Furness Borough Council commissioned BMG Research to carry out a postal survey to establish customer satisfaction with the organisation across key service areas, including core services to be compared against the HouseMark STAR framework.

1.2 Methodology

A postal survey to a sample of 1,500 general needs tenants comprising a letter, questionnaire and reply paid envelope was sent out in August 2015. Two additional reminder mailings (comprising a letter, questionnaire and reply paid envelope) was sent to tenants who had not responded by the agreed deadline. In addition to this, tenants were also offered the option to complete the survey online, via a URL and unique reference number.

With the response rate to this initial sample lower than expected, an additional mailing to 700 further general needs tenants was carried out (with no reminder).

483 surveys were completed in total from the two sets of sample, whether by post or online, representing a response rate of 22%. Based on a population of 2,598, a sample of 483 is subject to a maximum confidence interval of ±4.02% at the 95% confidence level on an observed statistic of 50%. This means that if all Barrow tenants had completed a survey, we can be 95% certain that a figure of 50% in this report would have actually been between 45.98% and 54.02%.

The responses from the two sets of sample, split by methodology, are displayed in the following table.

Table 1: Returns and response rate

	Stock size	Mailing size	Postal responses	Online responses	Total responses	Response rate	Confidence intervals
Total	**2,598**	**2,200**	**473**	**10**	**483**	22%	**±4.02%**
Core sample (2 reminders)	n/a	1,500	386	6	**392**	26%	n/a
Boost sample (no reminder)	n/a	700	87	4	**91**	13%	n/a

The questionnaire used was developed by BBC and BMG Research and used questions from HouseMark's STAR survey and contains most of the questions used in the 2012 research.

In order to ensure that the survey results reflect the views of tenants, the data was weighted prior to analysis by management area, property type, and number of bedrooms. This weighting corrects the relative imbalances within the returns.

The data used in this report is rounded up or down to the nearest whole percentage. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have a variance which is any larger that 1%. Throughout the report the abbreviation ‘cf.’ is used as shorthand for ‘compared to’ when examining the data, especially among different sample groupings.

In addition to this written report, data tabulations have also been produced which present the data as a whole.

The written report is based on valid responses, i.e. if a respondent did not answer a question, or answered it incorrectly they were excluded from the analysis for that question.

2 Executive summary

2.1 Overall perceptions

Nine in ten tenants are satisfied with the overall service they receive (90%), with just 5% dissatisfied. On all the core STAR measures, including overall satisfaction, the Council has maintained the high levels of satisfaction seen in 2012. As indicated in Section 14, Barrow's performance on all these measures compares favourably to the performance of other social housing landlords, as measured by the benchmarking data published by HouseMark.

2.2 Areas for focus

2.2.1 Repairs and maintenance

In terms of areas for focus, repairs and maintenance is the service most likely to be mentioned as a priority by tenants. Key driver analysis also highlights this as an important factor in overall satisfaction with the Council's performance as a landlord. It will therefore be important for the Council to maintain tenants' positive perceptions of the repairs and maintenance service - of those who have received a repair recently, nearly all (92%) are satisfied with the repairs service they received.

2.2.2 Handling of anti-social behaviour complaints

Whilst perceptions of the overall service provided by the Council as landlord have in general remained consistent with the 2012 findings, there are signs of an increase in negative perceptions of how the Council handles reports of anti-social behaviour. On nearly all the questions asked to tenants who have reported ASB in the last 12 months, satisfaction levels have fallen significantly compared to 2012. Tenants are now more likely to be dissatisfied than satisfied with how their ASB complaint was dealt with (44% dissatisfied, 40% satisfied). One fifth of those who have reported anti-social behaviour in the last 12 months would be reluctant to do so again, significantly more so than those who have not reported ASB (19% reluctant cf. 8%). This suggests that the service received has made some complainants reluctant to go to the Council for help again in relation to ASB.

Unsurprisingly, satisfaction is lowest in relation to the final outcome of the ASB complaint; managing expectations of the likely outcome is likely to be key in improving perceptions of the service. However, there are also high levels of dissatisfaction with being kept up to date with progress (42% dissatisfied) and the speed with which the case was dealt with (45%). Tenants' satisfaction with the responsiveness of staff members handling their case has also fallen, as have perceptions of how quickly they were initially interviewed about their complaint. This suggests that the Council could do more to convince ASB complainants that their case is being expedited.

3 Comparison with previous findings

The Council previously conducted a tenant satisfaction survey in 2012. The following table provides a comparison of the key questions over time. Any figures that have increased significantly over time are highlighted in green, and are highlighted in red where they have significantly fallen over the same period.

Table 2: Key question comparison 2015 vs. 2012

Question	2015	2012	% pnt change since last available data
General Services			
Satisfied with the overall service			
% Satisfied	90%	87%	+3%
Satisfied with the quality of the home			
% Satisfied	91%	90%	+1%
Satisfied with value for money for rent			
% Satisfied	88%	89%	-1%
Satisfied with value for money for service charge			
% Satisfied	83%	81%	+2%
Satisfied with repairs and maintenance			
% Satisfied	91%	88%	+3%
Satisfied that landlord listens to views and acts upon them			
% Satisfied	80%	79%	+1%
Keeping you informed			
% Good	83%	80%	+3%
Satisfied that landlord treats you fairly			
% Satisfied	87%	87%	0
Contact			
Satisfied with how enquiries are dealt with			
% Satisfied	86%	85%	+1%
Contacted landlord in last 12 months			
% Contacted	57%	59%	-2%
Getting hold of right person			
% Easy	81%	78%	+3%
Staff helpful or unhelpful			
%Helpful	86%	85%	+1%
Query answered within reasonable time			
% Yes	83%	86%	-3%
Final outcome of query			
% Satisfied	76%	79%	-3%

Question	2015	2012	% pnt change since last available data
Neighbourhood			
Satisfied with the neighbourhood as a place to live			
% Satisfied	86%	84%	**+2%**
Satisfied with overall appearance of your neighbourhood			
% Satisfied	78%	82%	**-4%**
Feel neighbourhood has improved in last 3 years			
% Improved	30%	n/a	**n/a**
Repairs and Maintenance			
Repairs to your home in last 12 months			
% Yes	81%	85%	**-4%**
Being told when workers would call			
% Satisfied	92%	92%	**0**
Being able to make an appointment			
% Satisfied	90%	89%	**+1%**
Time taken before work started			
% Satisfied	85%	81%	**+4%**
Speed of completion of work			
% Satisfied	90%	90%	**0**
Attitude of workers			
% Satisfied	96%	95%	**+1%**
Overall quality of work			
% Satisfied	91%	93%	**-2%**
Keeping dirt and mess to a minimum			
% Satisfied	92%	94%	**-2%**
Repair being done ‘right first time’			
% Satisfied	87%	87%	**0**
Contractors doing the job you expected			
% Satisfied	91%	90%	**+1%**
Repairs service you received on this occasion			
% Satisfied	92%	91%	**+1%**
Repair appointment kept			
% Yes	94%	92%	**+2%**

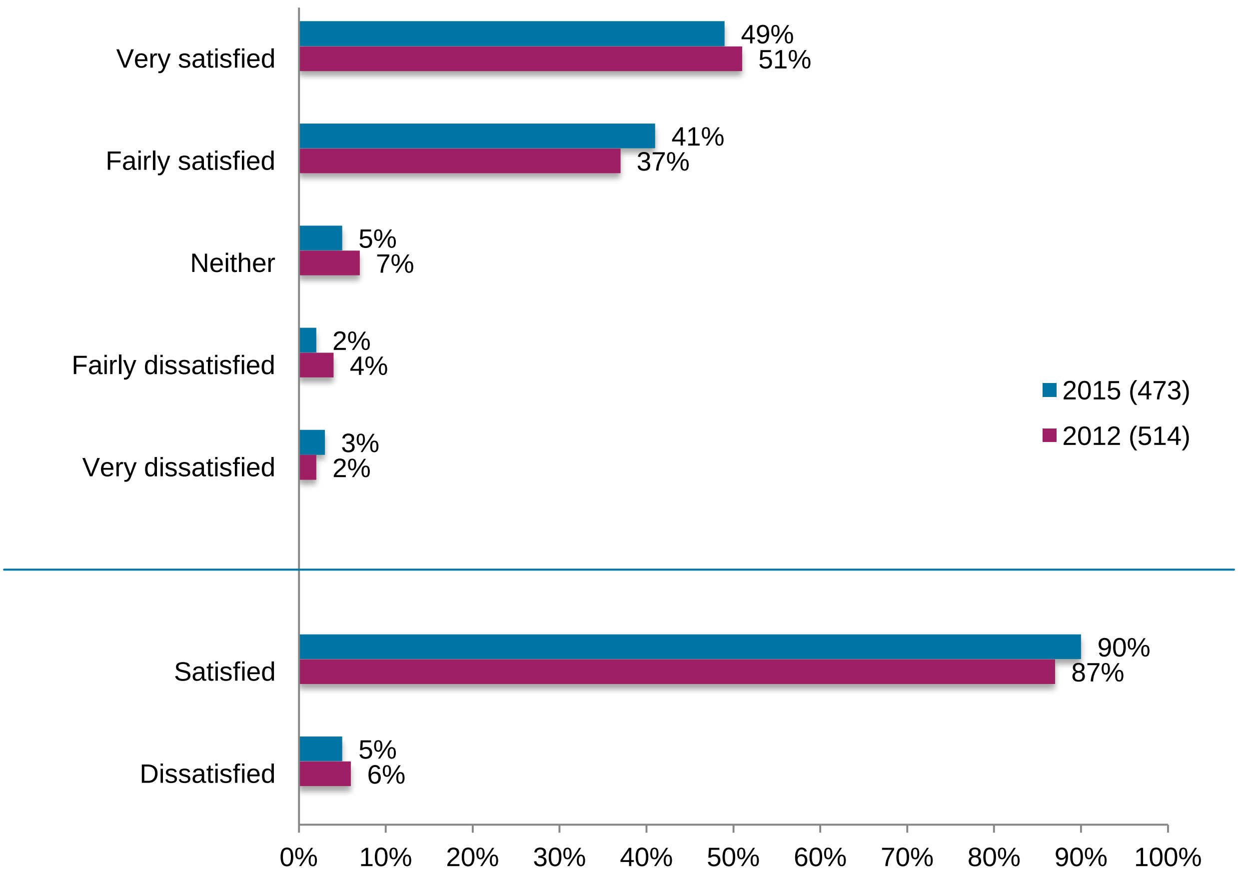
Question	2015	2012	% pnt change since last available data
Anti-Social Behaviour			
Satisfied with how ASB is dealt with			
% Satisfied	71%	70%	**+1%**
Reported ASB in last 12 months			
% Reported	14%	12%	**+2%**
Satisfied with final outcome of ASB complaint			
% Satisfied	34%	52%	**-18%**
Satisfied with way ASB complaint was dealt with			
% Satisfied	40%	53%	**-13%**
Willing to report ASB in future			
% Willing	80%	83%	**-3%**
Complaints			
Satisfied with how complaints are dealt with			
% Satisfied	75%	75%	**0**
Made complaint in last 12 months			
% Yes	15%	12%	**+3%**
Satisfied with final outcome of complaint			
% Satisfied	39%	39%	**0**
Satisfied with way complaint was handled			
% Satisfied	49%	40%	**+9%**
Willing to make complaint in future			
% Willing	81%	81%	**0**

4 Housing services

4.1 Overall satisfaction with service provided

All respondents were asked how satisfied they are with the service provided by their landlord. Nine in ten are satisfied with the overall service provided (90%), with around half (49%) very satisfied. Just 5% are dissatisfied. These findings are broadly in line with 2012, as the figure below indicates.

Figure 1: Q7. Taking everything into account, how satisfied or dissatisfied are you with the service provided by your landlord? (Valid responses)



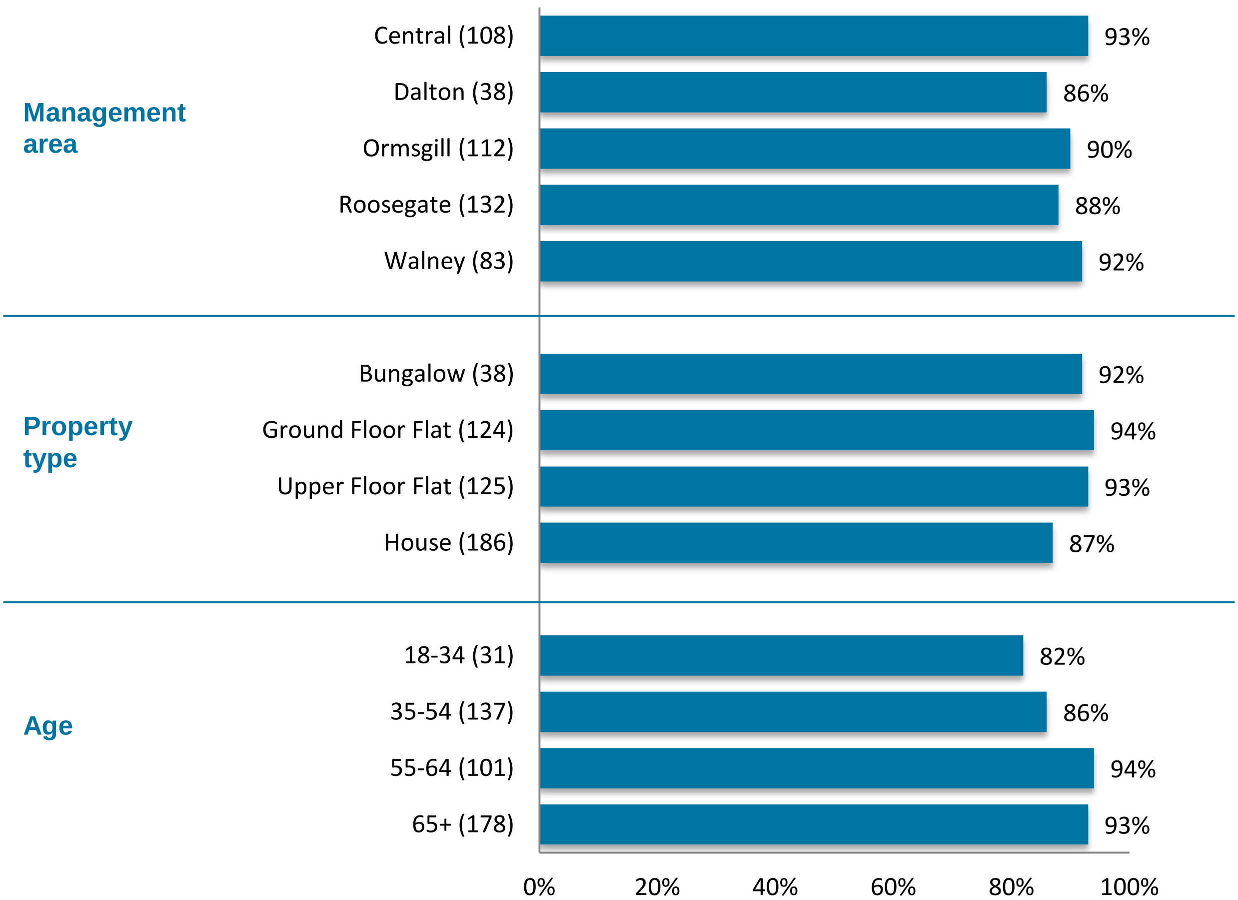
Sample bases shown in brackets

By key subgroups, there are no significant differences in satisfaction when comparing tenants across the different **management areas**.

By **property type**, tenants living in a ground floor flat are significantly more likely to be satisfied than those living in a house (94% satisfied cf. 87%); however, this does not translate into significantly higher levels of outright *dissatisfaction* amongst the latter group (7% dissatisfied).

By **age**, older tenants record significantly higher levels of satisfaction; this is a typical finding and normally linked to higher service expectations amongst younger residents. This pattern is generally repeated throughout these findings. However, levels of outright *dissatisfaction* amongst 18-34 year olds and 35-54 year olds are, again, low (3% dissatisfied cf. 6%).

Figure 2: Q7. Proportion satisfied with service provided by landlord (Valid responses)



Sample bases shown in brackets

4.1.1 Key drivers analysis

A method of establishing the key factors that lie behind tenant satisfaction is Key Driver Analysis (KDA). In essence, this KDA seeks to determine the key influences on overall satisfaction.

We reflect the importance as an index value in which 1.0 is equal to the average importance across all factors. A level of 2.0 implies that the factor in question is twice as important as the average. “Key Drivers” are factors that have high importance.

4.1.1.1 Method of Assessing Key Driver Importance

KDA seeks to find the independent variables that have the most influence on a dependent variable (DV) by assessing the statistical correlation between residents’ ratings on each of the independent variables and their ratings of the DV. This correlation is based on the proportion of variation in the DV (satisfaction with the housing service provided by the Council) that could statistically be “accounted for” or “explained” by related variation in the IV’s (all indicators included in the analysis). If the correlation is high, then the service will be “important” in the sense of the analysis. If it is low, it will imply that the service is less important. The rationale for this is that a high level of correlation implies the likelihood that improving satisfaction levels for the individual service will in turn improve overall tenants’ satisfaction. If there is little or no correlation, this offers no evidence that improving the service might have any impact on overall satisfaction.

As a result of this analysis, the independent variables are ranked in order of being key drivers for the DV. The KDA was based on all rating scale type questions in the survey. The objective was to find the relative impact of individual aspects on satisfaction with the (overall) housing service provided by the Council.

4.1.1.2 Key drivers of overall satisfaction

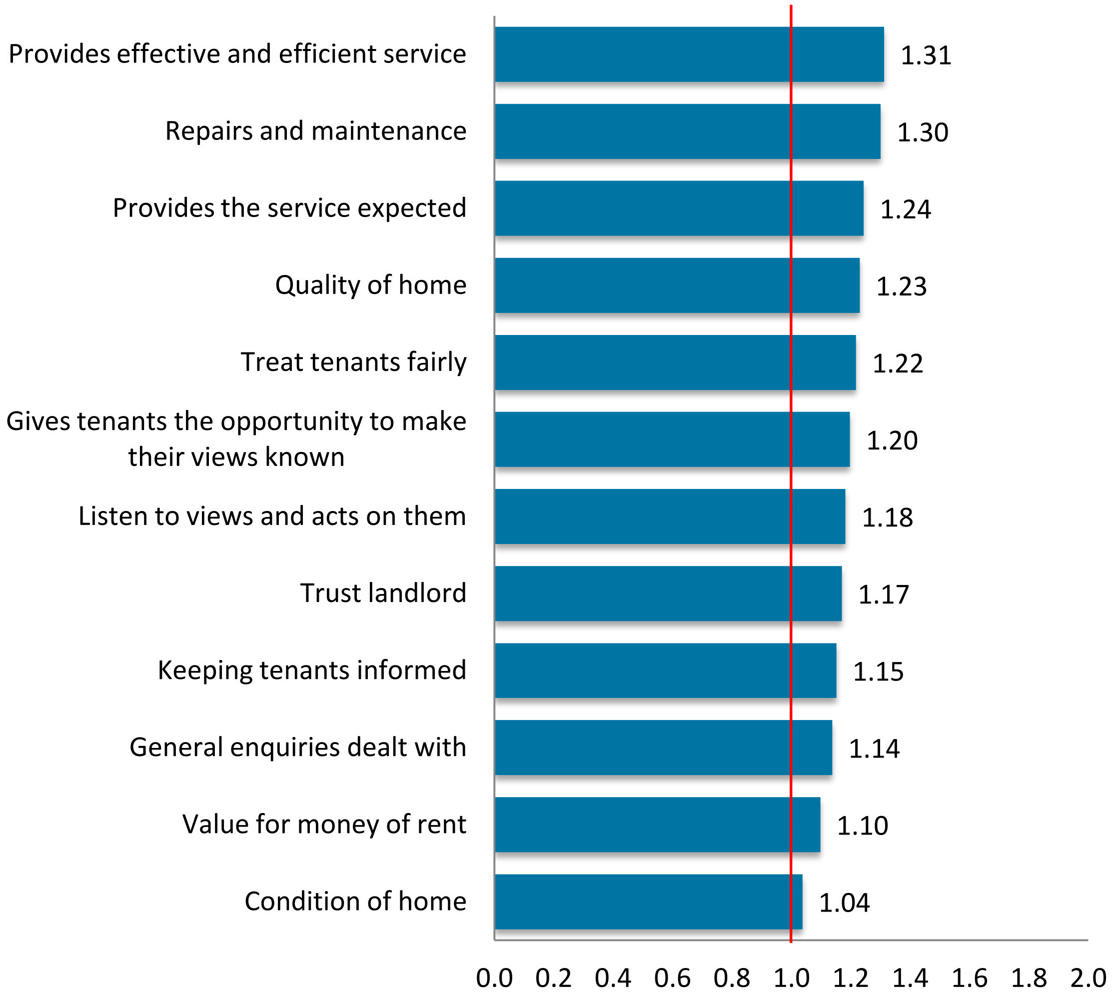
The figure overleaf highlights factors that are of above-average importance in determining tenants’ satisfaction with the overall service. The top two key drivers on this basis are: agreement that the Council as landlord provides an effective and efficient service; and satisfaction with how repairs and maintenance is dealt with. The importance of repairs and maintenance is a typical finding, replicated, for example, by the findings of HouseMark’s analysis of the key drivers of satisfaction *(STAR benchmarking service: Analysis of findings 2013/14)*, which indicates that repairs and maintenance has the biggest influence on overall satisfaction. (HouseMark’s analysis only included the core STAR measures, so for instance did not include ‘effective and efficient service’).

The importance of repairs and maintenance is also reflected later in this report by the services named by tenants as their main priority. As discussed in Section 5, repairs and maintenance is the service most mentioned (from a given list) as a priority by tenants - followed by quality of home, which is also identified as a key driver of satisfaction in the figure below.

Other key factors, such as treating tenants fairly and listening to tenants, are likely to be linked in part to how well the Council delivers repairs and maintenance. It is also important to note the importance in this analysis of more "emotional" factors such as fairness and trust.

Value for money of the service charge is excluded from this analysis as 18% either gave a response of 'not applicable' when asked how satisfied they are with the value for money of their service charge or left the question blank altogether.

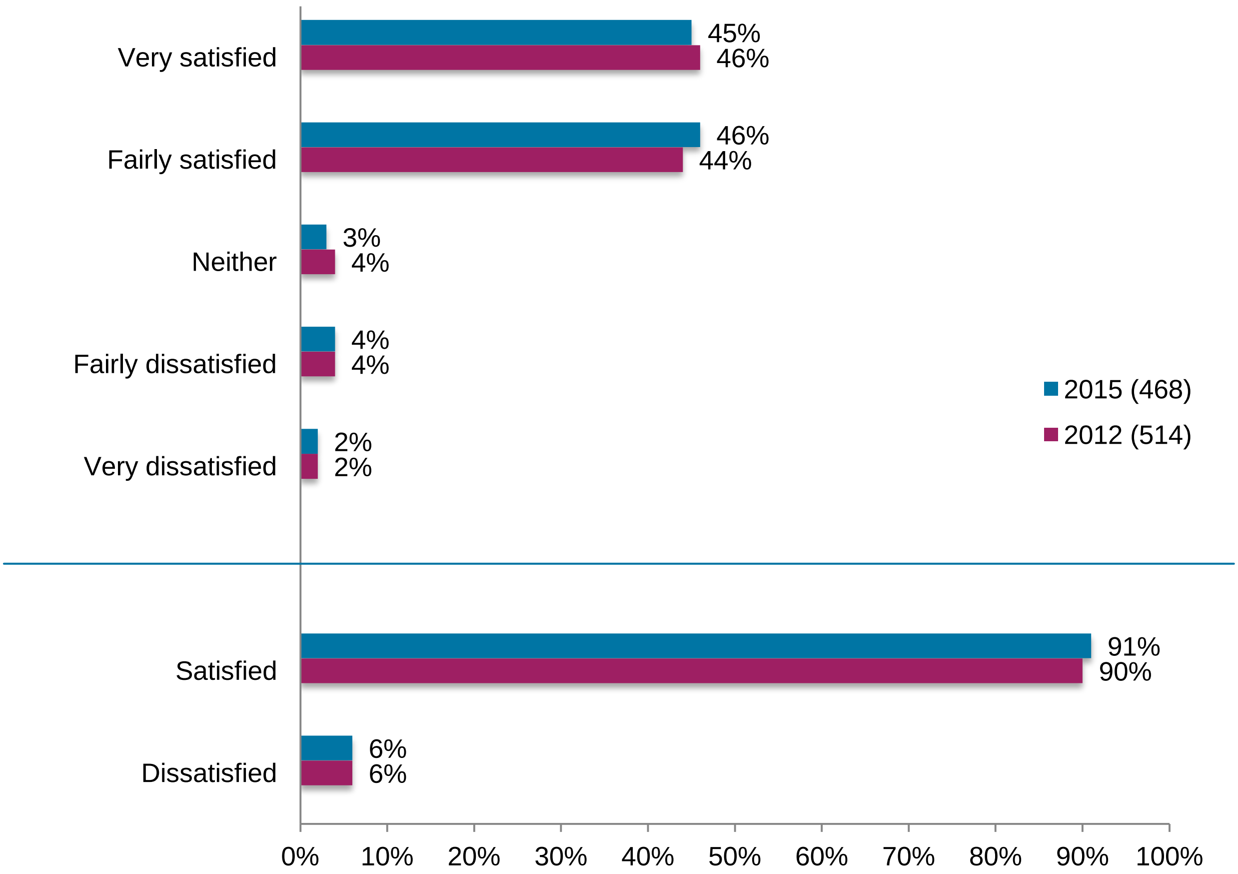
Figure 3: Key drivers of satisfaction with overall service



4.2 Quality of home

Nine in ten tenants are satisfied with the overall quality of their home (91%), with nearly half indicating they are very satisfied (45%). Only 6% are dissatisfied with the overall quality of their home. These findings are broadly in line with 2012, as the figure below indicates.

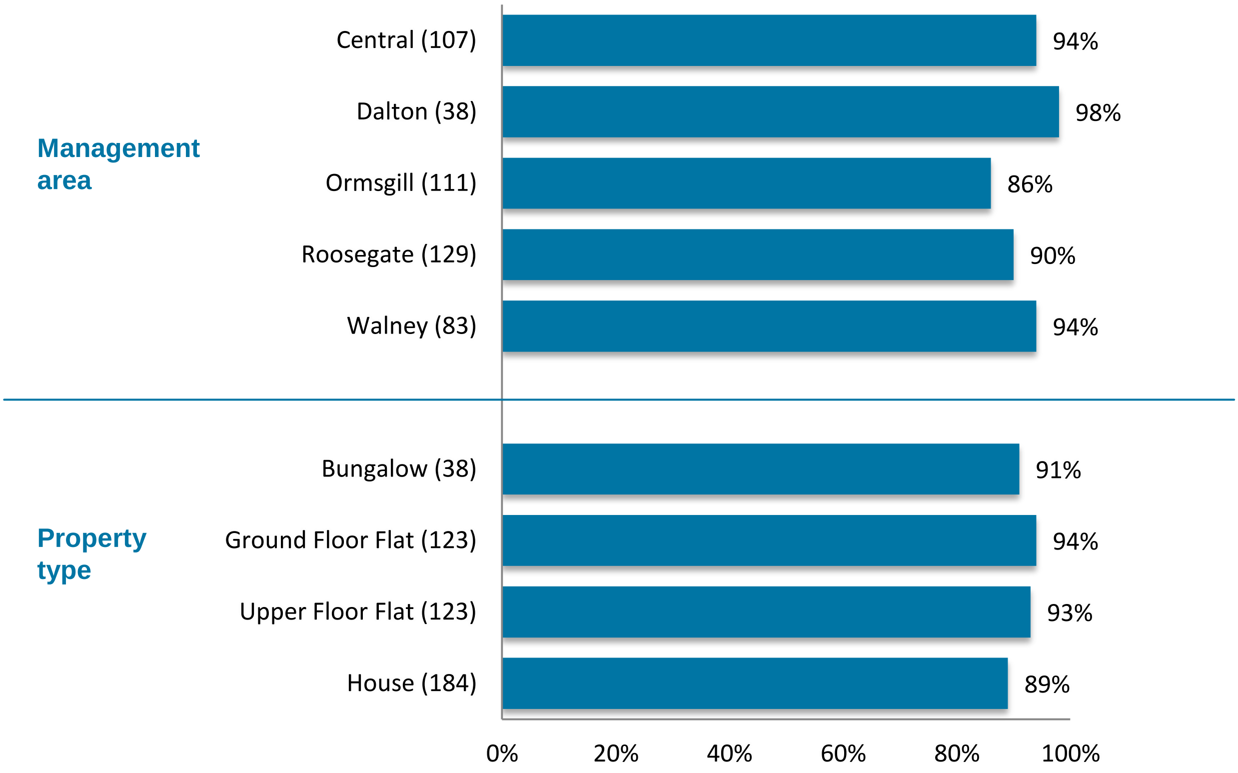
Figure 4: Q8/1. How satisfied or dissatisfied are you with... The overall quality of your home? (Valid responses)



Sample bases shown in brackets

By **management area**, tenants living in Central and Dalton are significantly more likely to be satisfied with the quality of their home compared to those living in Ormsgill; nonetheless, 86% of Ormsgill tenants are satisfied on this measure. There are no significant differences in satisfaction by **property type**. However, responses from tenants living in a bungalow are more polarised than elsewhere, with this group the most likely to be very satisfied (68%) and the most likely to be very dissatisfied (6%).

Figure 5: Q8/1. Proportion satisfied with the overall quality of their home (Valid responses)

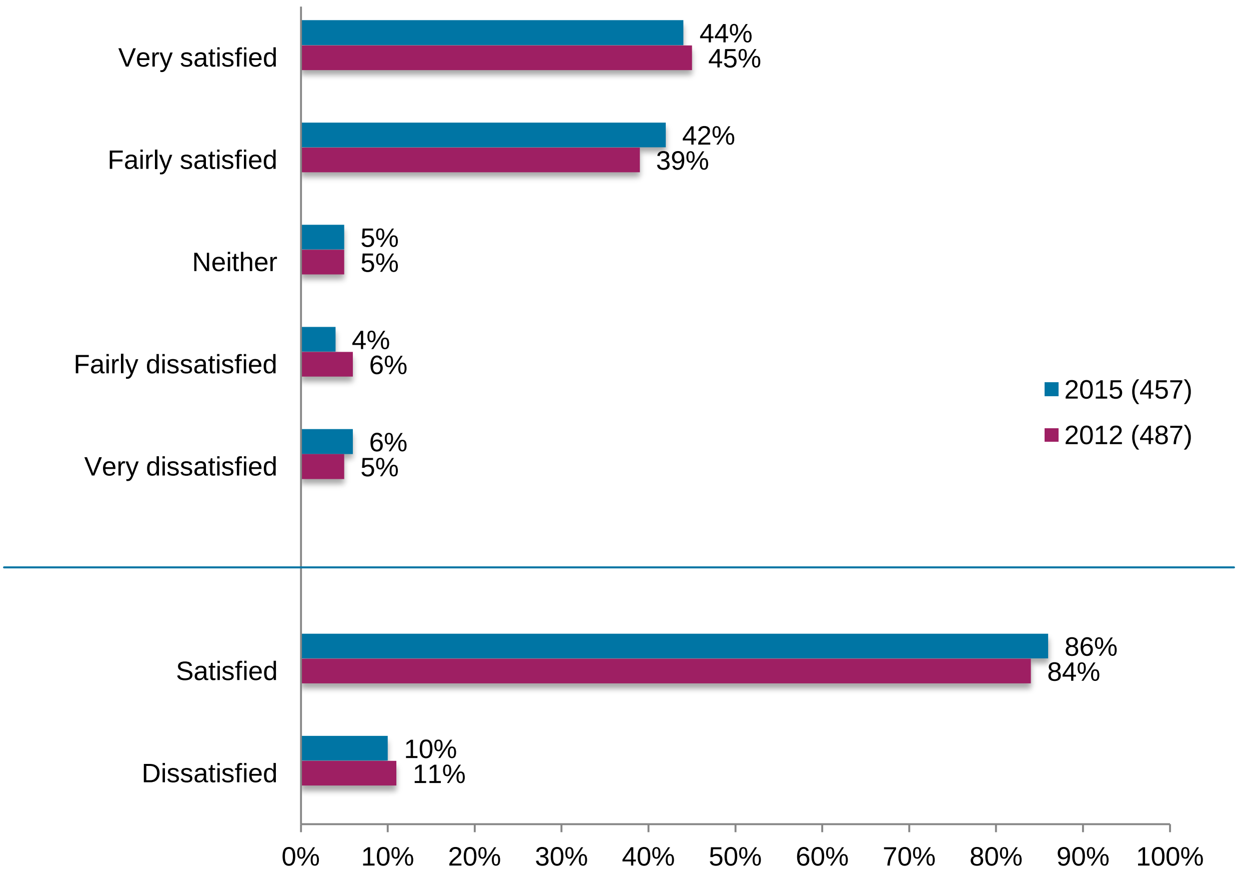


Sample bases shown in brackets

4.3 Neighbourhood as a place to live

Most (86%) are satisfied with their neighbourhood as a place to live, with 44% very satisfied. Just one in ten tenants are dissatisfied with the neighbourhood as a place to live (10%). These findings are, again, broadly in line with the 2012 findings.

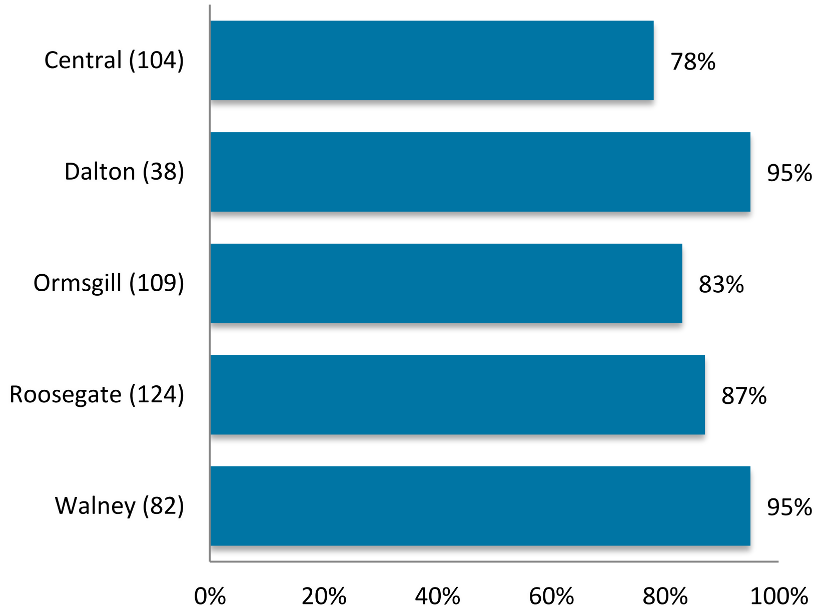
Figure 6: Q8/2. How satisfied or dissatisfied are you with... The neighbourhood as a place to live? (Valid responses)



Sample bases shown in brackets

By management area, tenants living in the Central area are significantly less likely, compared to Dalton and Walney, to be satisfied with their neighbourhood. Just over three-quarters (78%) of Central tenants are satisfied on this measure, with 14% dissatisfied.

Figure 7: Q8/2. Proportion satisfied with neighbourhood as a place to live – By management area (Valid responses)

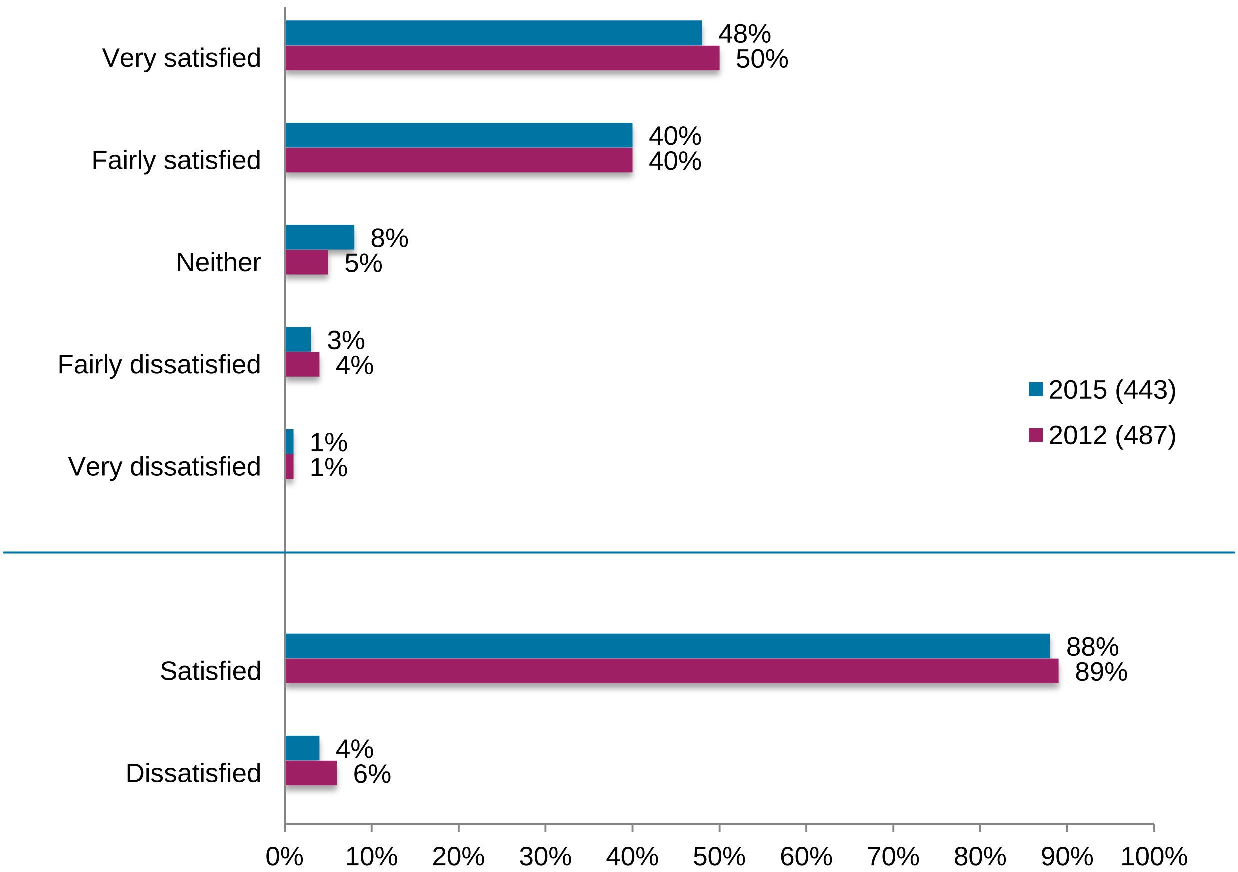


Sample bases shown in brackets

4.4 Rent provides value for money

Most (88%) are satisfied with the value for money of their rent, with 48% very satisfied. Just 4% are dissatisfied. These findings are, again, broadly in line with the 2012 findings.

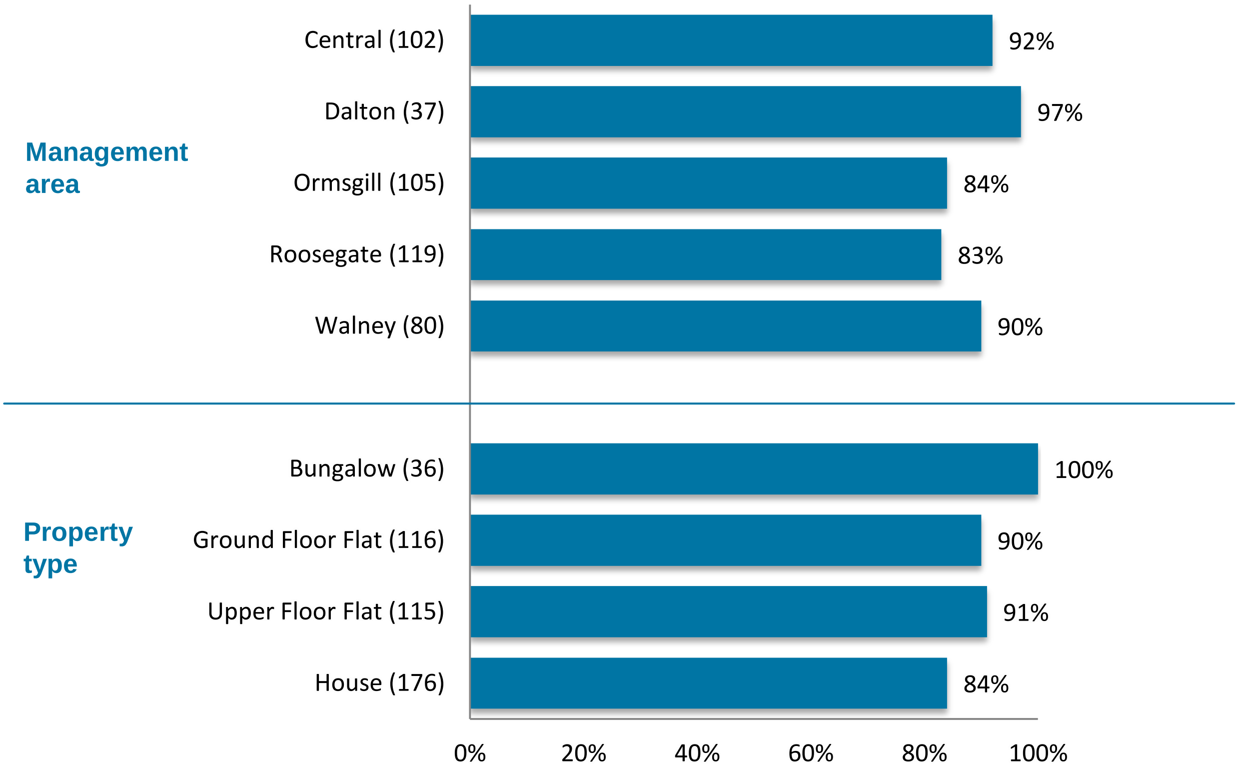
Figure 8: Q8/3. How satisfied or dissatisfied are you with... That your rent provides value for money (Valid responses – not applicable removed)



Sample bases shown in brackets

By key subgroups, Dalton tenants are significantly more likely to be satisfied with the value for money of their rent compared to Roosegate (97% satisfied cf. 83%), and those living in a bungalow are significantly more likely to be satisfied compared to those living in a house (100% satisfied cf. 84%). The latter comparison may be linked to the fact that tenants living in a bungalow are more likely to receive housing benefit (89%, compared to 73% of those living in a house).

Figure 9: Q8/3. Proportion satisfied that their rent provides value for money (Valid responses)

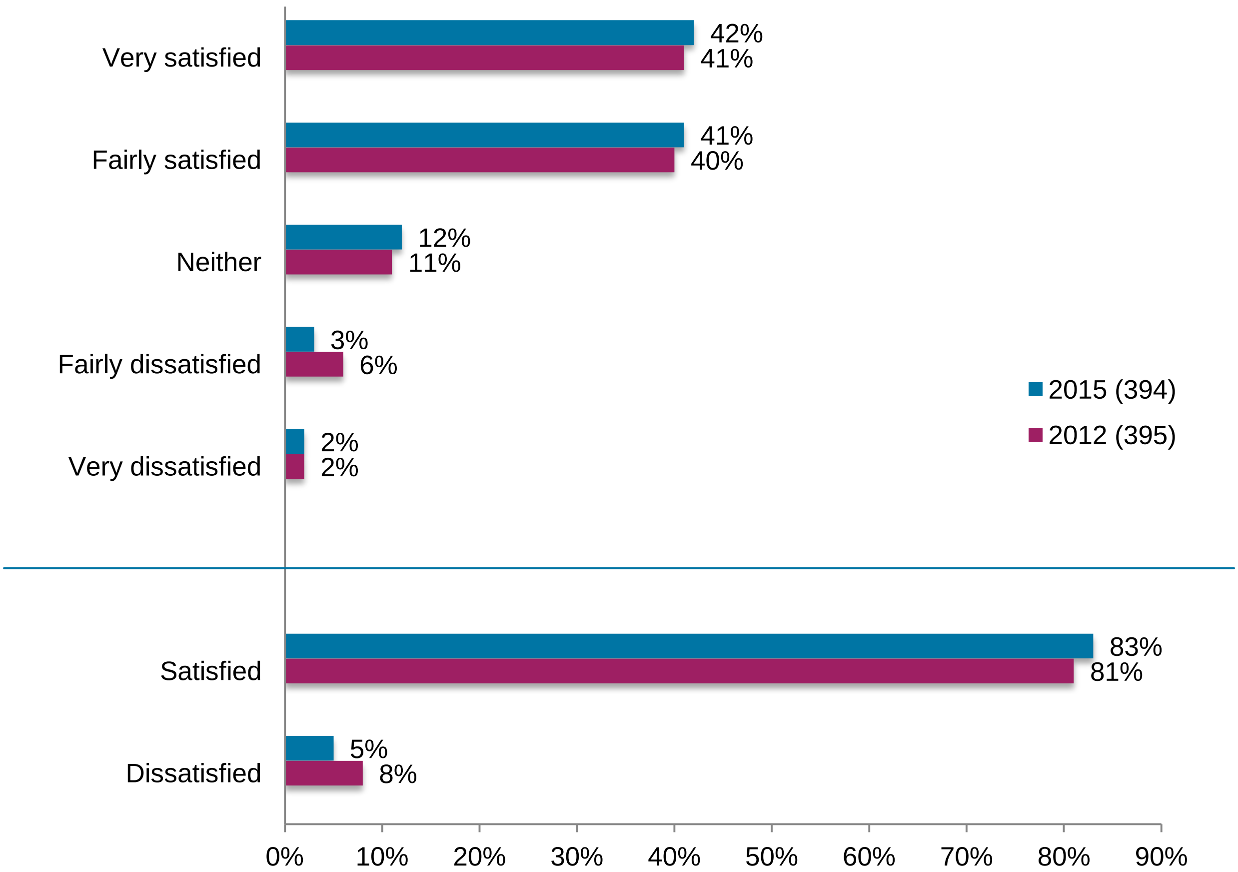


Sample bases shown in brackets

4.5 Service charge provides value for money

Most (83%) are satisfied with the value for money of their service charges, with 42% very satisfied. Just 5% are dissatisfied. These findings are, again, broadly in line with the 2012 findings.

Figure 10: Q8/4. How satisfied or dissatisfied are you with... That your service charges provide value for money (Valid responses – not applicable removed)

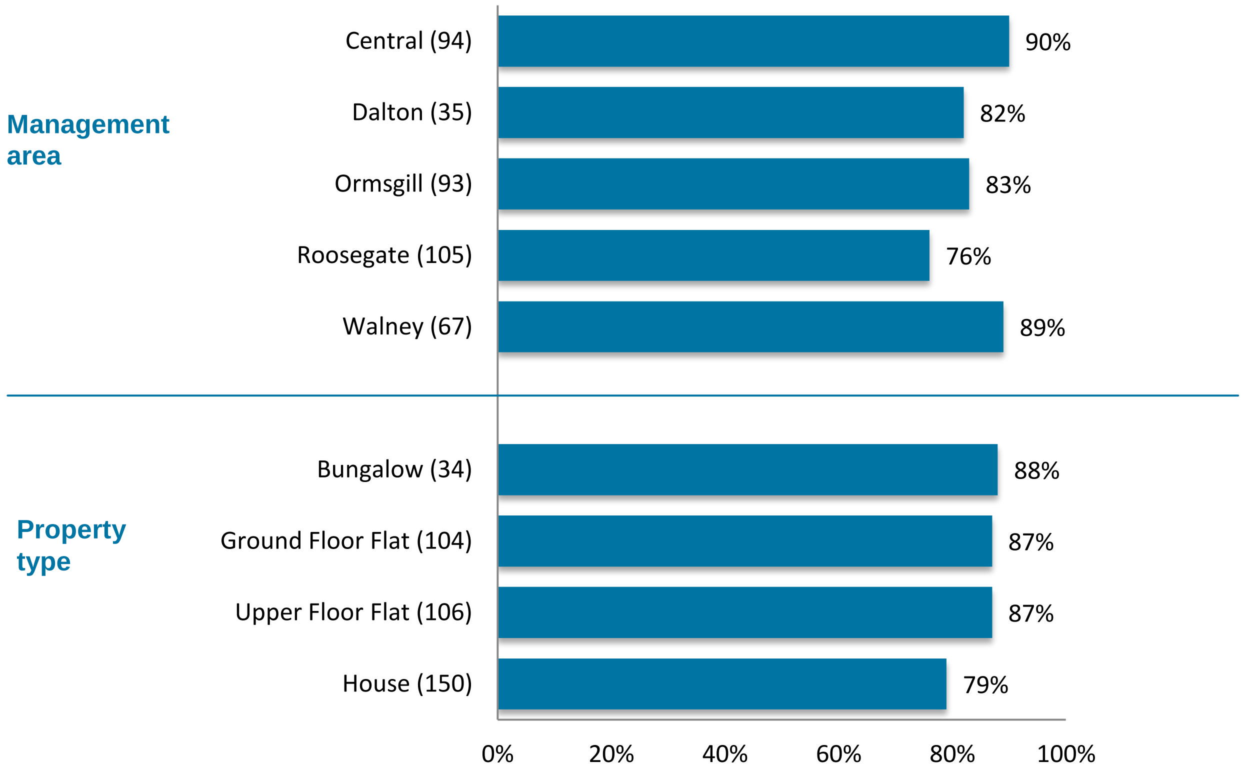


Sample bases shown in brackets

By subgroup, as with the rent value for money findings Roosegate tenants are also the least likely to be satisfied with the value for money of their service charge - significantly less than Central and Walney (76% satisfied cf. 90% cf. 89%).

There are no significant differences in the proportion satisfied when comparing different property types, although those living in a house are the least likely to be very satisfied on this measure (36% very satisfied, significantly less than those living in a bungalow - 62% - or in a ground floor flat - 50%).

Figure 11: Q8/4. Proportion satisfied that their service charges provide value for money (Valid responses)



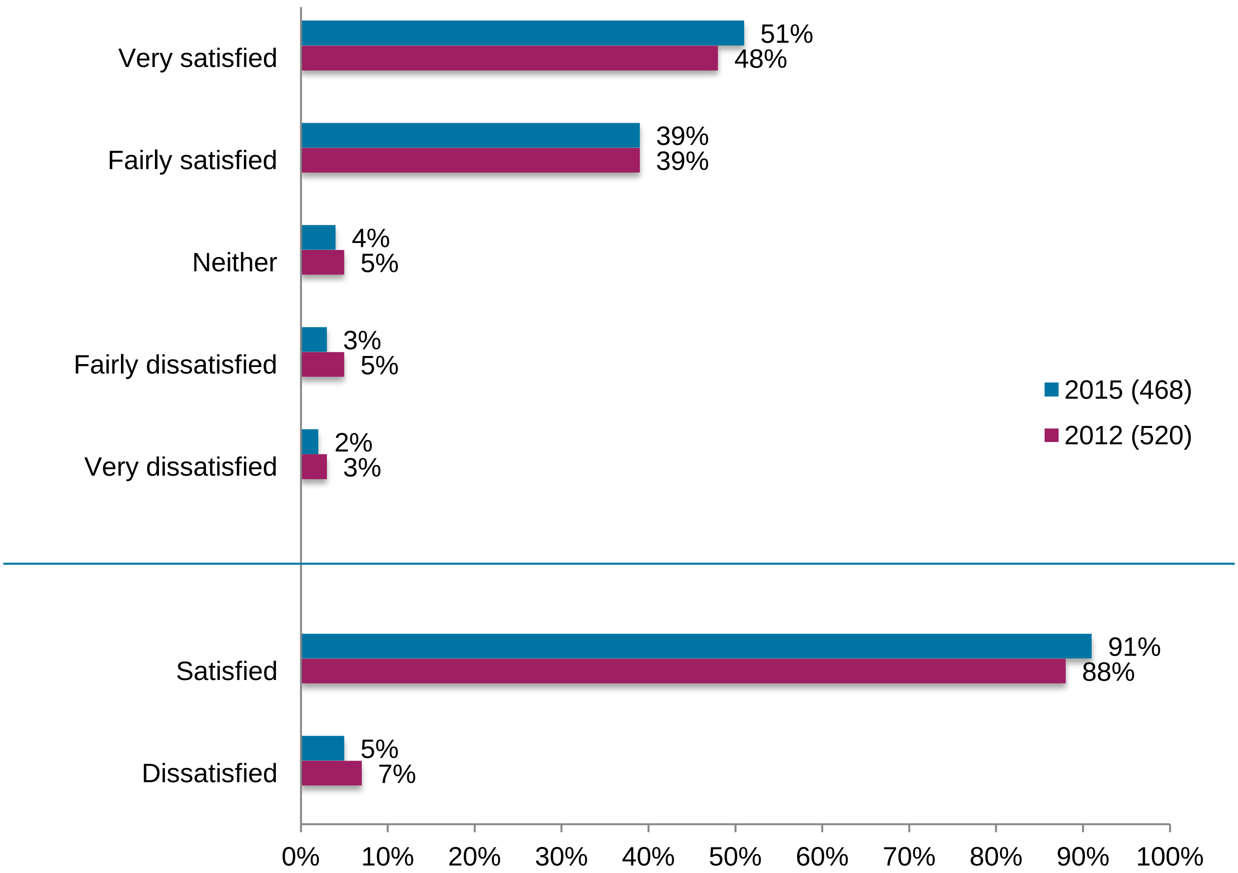
Sample bases shown in brackets

4.6 Repairs and maintenance

Nine in ten (91%) are satisfied with the way the Council deals with repairs and maintenance, with half (51%) very satisfied. Just 5% are dissatisfied. This is a particularly encouraging finding, given that (as discussed elsewhere in this report) repairs and maintenance is identified as a key priority by tenants and by the key driver analysis BMG has carried out on the latest findings.

The latest findings are, again, broadly in line with those seen in 2012.

Figure 12: Q9. Generally, how satisfied or dissatisfied are you with the way your landlord deals with repairs and maintenance? (Valid responses)

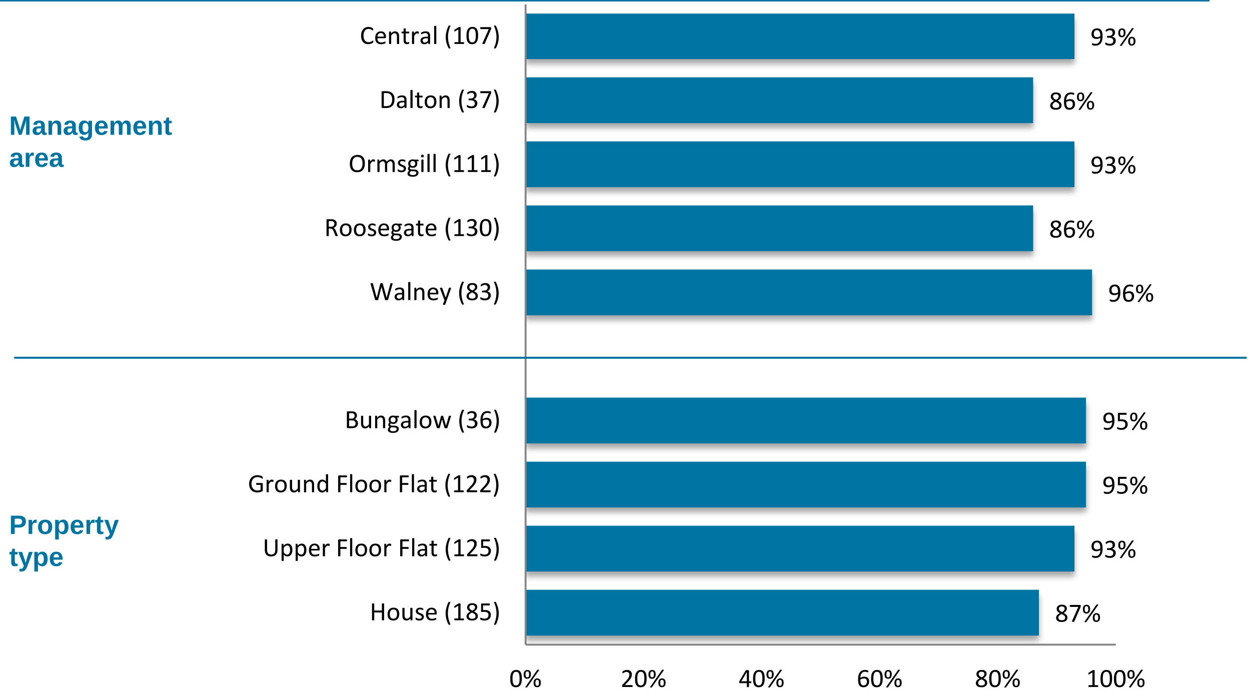


Sample bases shown in brackets

By subgroup, residents of Roosegate are significantly less likely than Walney residents to be satisfied with how the Council deals with repairs and maintenance (86% satisfied cf. 96%); and the most likely to be dissatisfied (although even amongst Roosegate tenants this figure still only stands at 8%).

Those living in a house are significantly less likely to be satisfied compared to those living in a ground floor flat (87% satisfied cf. 95%).

Figure 13: Q9. Proportion satisfied with the way landlord deals with repairs and maintenance (Valid responses)

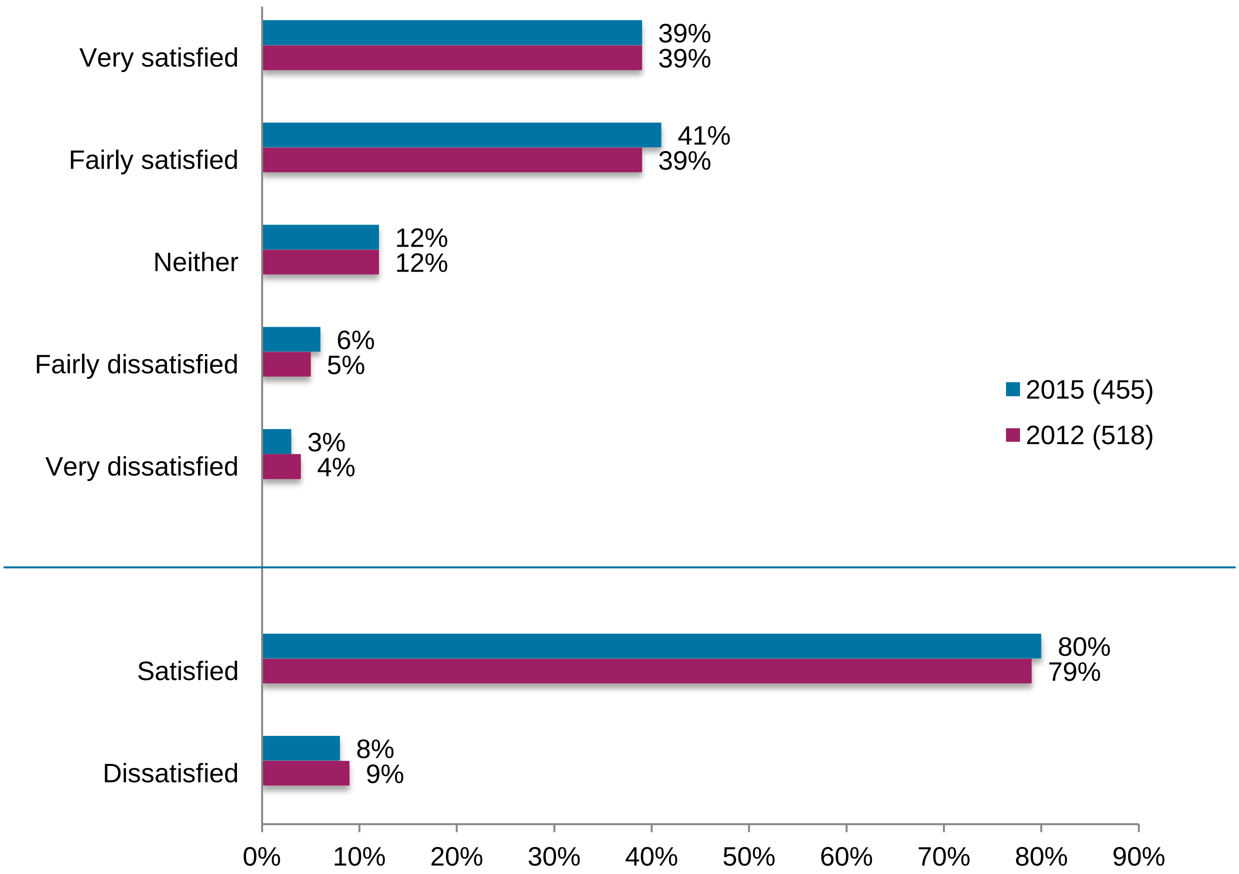


Sample bases shown in brackets

4.7 Listening to views and acting upon them

Eight in ten (80%) are satisfied that the Council as their landlord listens to - and acts upon - their views. Just 8% are dissatisfied. These findings are, again, broadly in line with the 2012 findings.

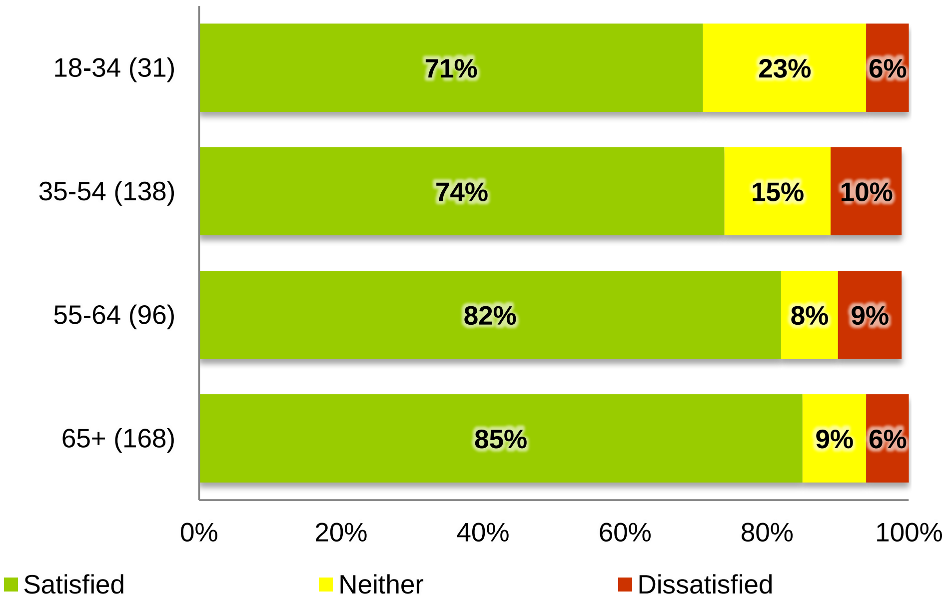
Figure 14: Q10. How satisfied or dissatisfied are you that your landlord listens to your views and acts upon them? (Valid responses)



Sample bases shown in brackets

There are no significant differences in satisfaction levels on this measure across different management areas/property types. By age, younger tenants are less likely to be satisfied that the Council as their landlord listens to their views and acts on them; however, as the figure below indicates this is primarily driven by a higher proportion amongst younger tenants who are neither satisfied nor dissatisfied. This may indicate less interest amongst younger tenants in getting involved, although this cannot be verified within the scope of this research.

Figure 15: Q10. Proportion satisfied that their landlord listens to views and acts upon them – By age (Valid responses)

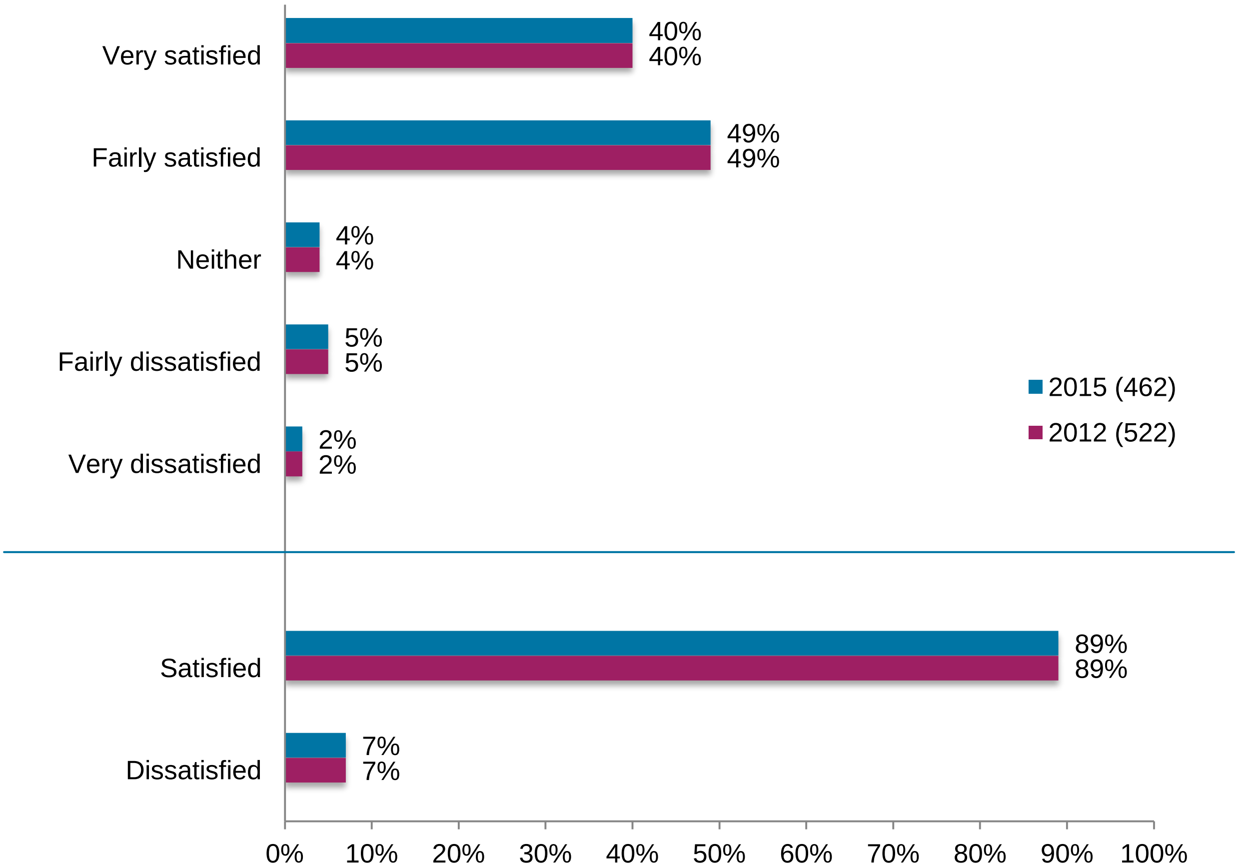


Sample bases shown in brackets

4.8 Condition of home

Similar to the levels of satisfaction indicated by tenants for the quality of their home, around nine in ten tenants are satisfied with the overall condition of their home (89%), and four in ten are very satisfied (40%). Just 7% are dissatisfied. These findings are identical to those recorded in 2012.

Figure 16: Q11. How satisfied or dissatisfied are you with the overall condition of your home? (Valid responses)

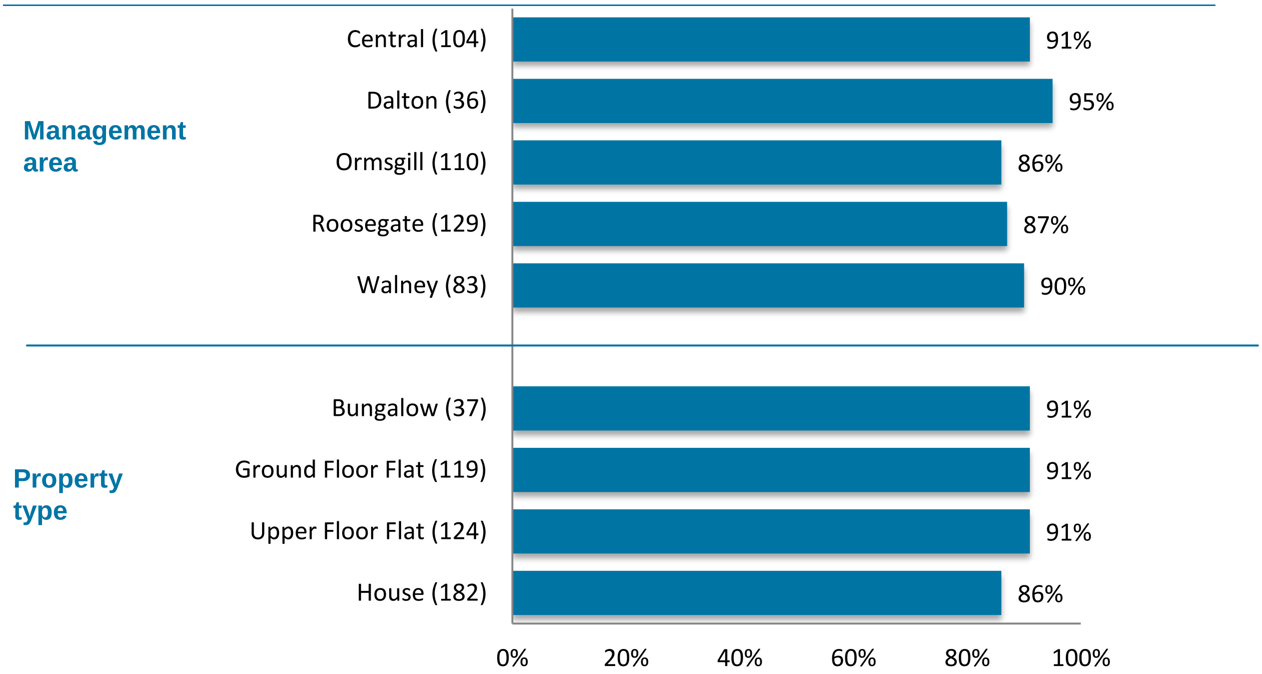


Sample bases shown in brackets

By key subgroups, there are no significant differences in the proportion satisfied either by management area or by property type. However, Ormsgill and Roosegate tenants are significantly more likely to be dissatisfied with the condition of their home compared to Walney (11% dissatisfied cf. 9% cf. 1%); and those living in a house are significantly more likely to be dissatisfied compared to tenants of either ground floor or upper floor flats (10% dissatisfied cf. 4% cf. 3%).

As with responses on quality of home, responses from tenants living in a bungalow are more polarised than elsewhere, with this group the most likely to be very satisfied (58%) and the most likely to be very dissatisfied (6%).

Figure 17: Q11. Proportion satisfied with the overall condition of their home (Valid responses)

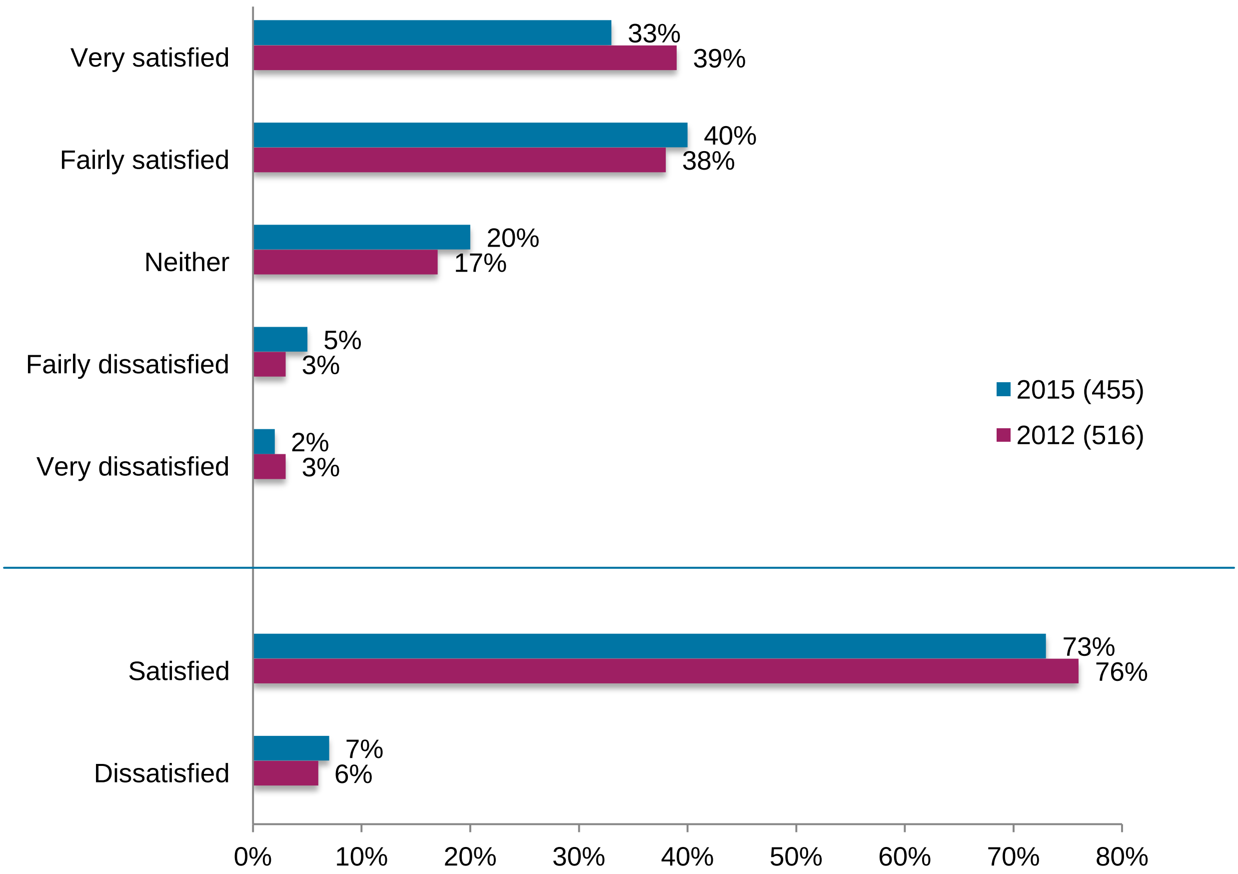


Sample bases shown in brackets

4.9 Giving tenants the opportunity to make their views known

Nearly three-quarters (73%) are satisfied that the Council as their landlord gives them the opportunity to make their views known, whilst just 7% are dissatisfied. This is broadly in line with the 2012 findings.

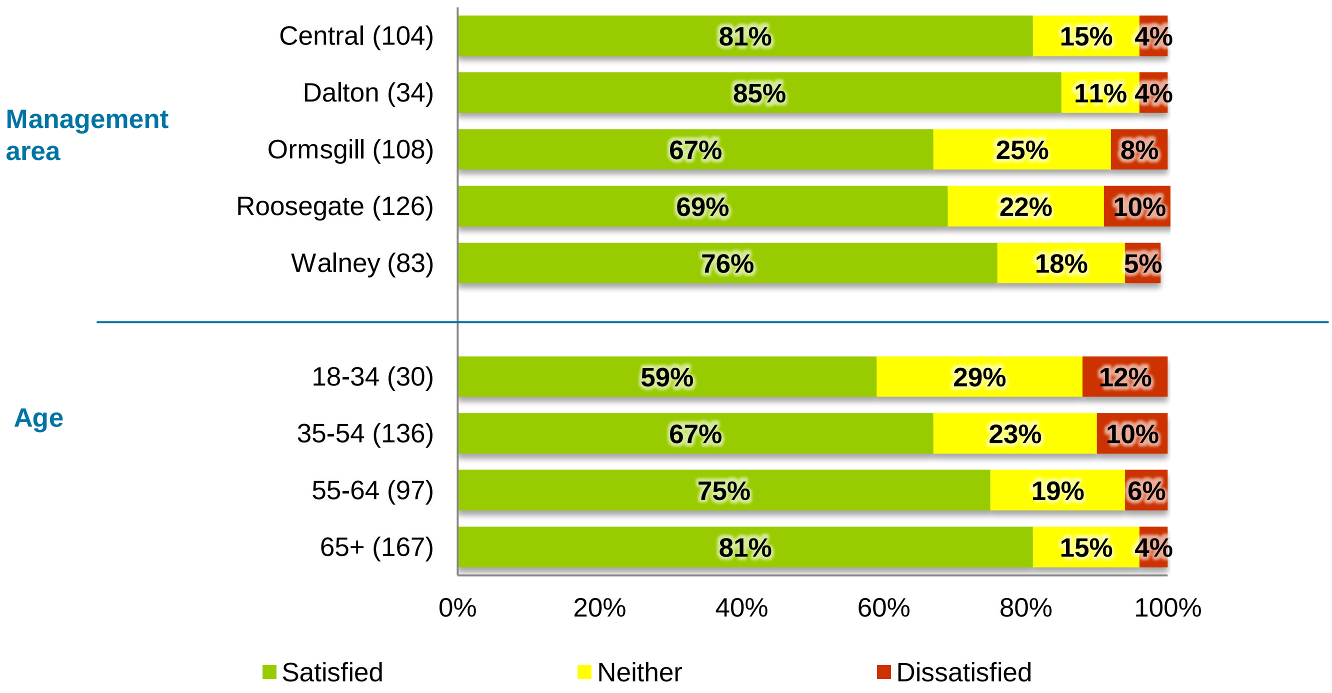
Figure 18: Q12. How satisfied or dissatisfied are you that your landlord gives you the opportunity to make your views known? (Valid responses)



Sample bases shown in brackets

By management area, Ormsgill and Roosegate tenants record significantly lower levels of satisfaction compared to Central and Dalton, and the same is true of younger tenants compared to older tenants. However, as with the findings on listening to views and acting on them this is driven primarily by higher levels of neutral responses amongst these groups.

Figure 19: Q12. How satisfied or dissatisfied are you that your landlord gives you the opportunity to make your views known? – By management area and age (Valid responses)

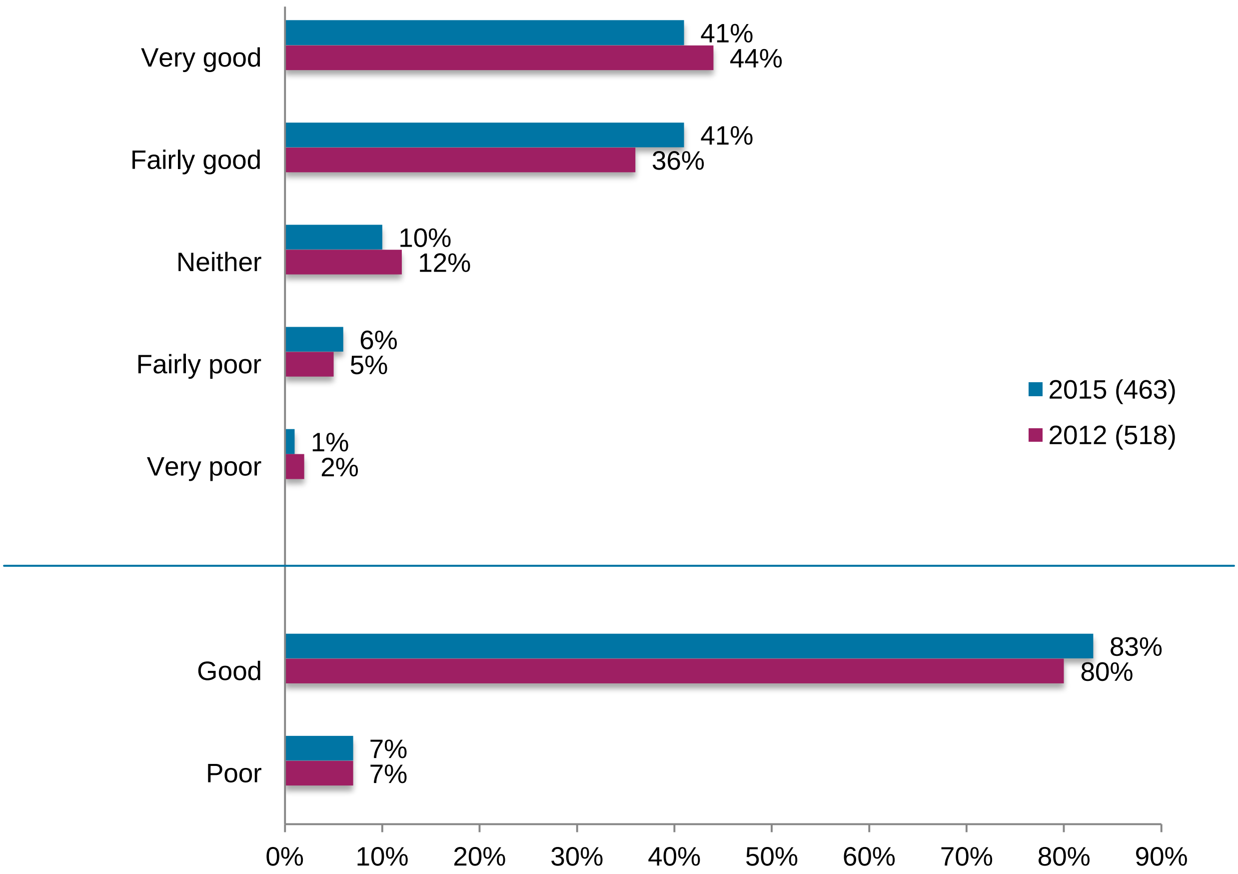


Sample bases shown in brackets

4.10 Keeping tenants informed

Most (83%) are satisfied that the Council as their landlord is good at keeping them informed, with just 7% rating the Council as poor on this aspect of service. These findings are, again, broadly in line with 2012.

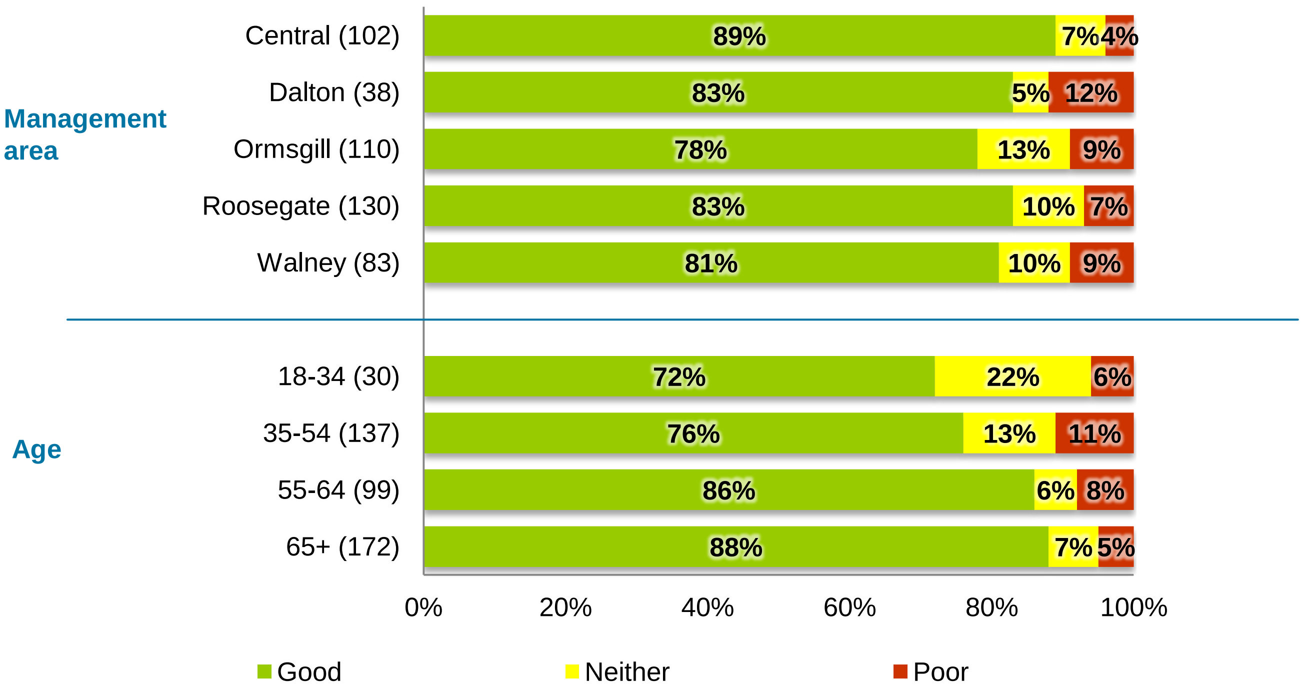
Figure 20: Q13. How good or poor do you feel your landlord is at keeping you informed about things that might affect you as a resident? (Valid responses)



Sample bases shown in brackets

By management area, Ormsgill tenants record significantly lower levels of satisfaction compared to Central, and the same is true of younger tenants compared to older tenants. As with the findings on related measures - listening to views and acting on them, having the opportunity to make views known - this is driven as much by higher levels of neutral responses amongst these groups as outright dissatisfaction. However, 35-54 year olds are significantly more likely than those aged 65+ to rate the Council as poor on this measure (11% rating poor cf. 5%).

Figure 21: Q13. How good or poor do you feel your landlord is at keeping you informed about things that might affect you as a resident? – By management area and age (Valid responses)

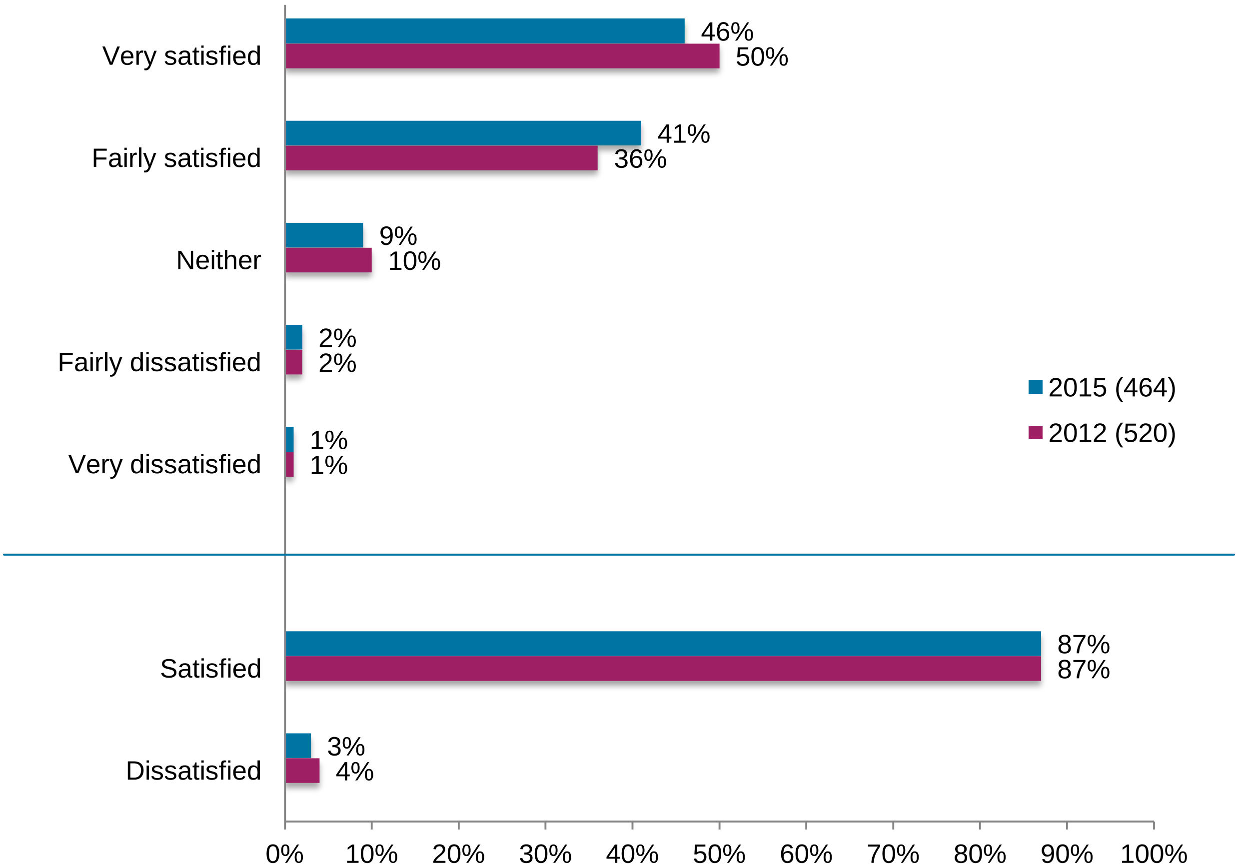


Sample bases shown in brackets

4.11 Treating tenants fairly

Most (87%) are satisfied that the Council as their landlord treats them fairly, with just 3% dissatisfied - these findings are similar to those recorded in 2012.

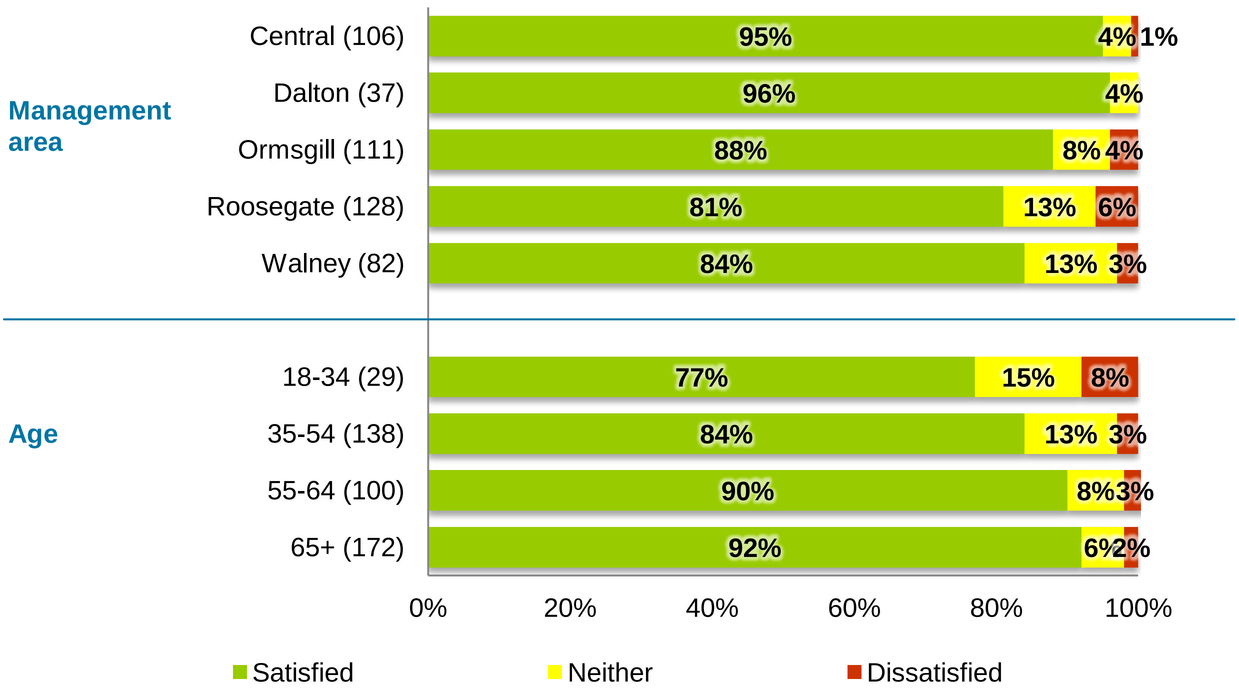
Figure 22: Q14. How satisfied or dissatisfied are you that your landlord treats you fairly? (Valid responses)



Sample bases shown in brackets

Tenants of the Central management area are significantly more likely, compared to Roosegate and Walney tenants, to be satisfied that they are treated fairly; the difference in satisfaction levels between Dalton and Roosegate tenants is also significant. This also is driven primarily by higher levels of neutral responses rather than outright dissatisfaction; as is the difference in satisfaction across age groups.

Figure 23: Q14. How satisfied or dissatisfied are you that your landlord treats you fairly? (Valid responses)



Sample bases shown in brackets

4.12 Anti-social behaviour, complaints, general enquiries, and moving or swapping home

All respondents were asked how satisfied or dissatisfied they are with the way their landlord deals with anti-social behaviour, complaints, enquiries generally, and moving or swapping home.

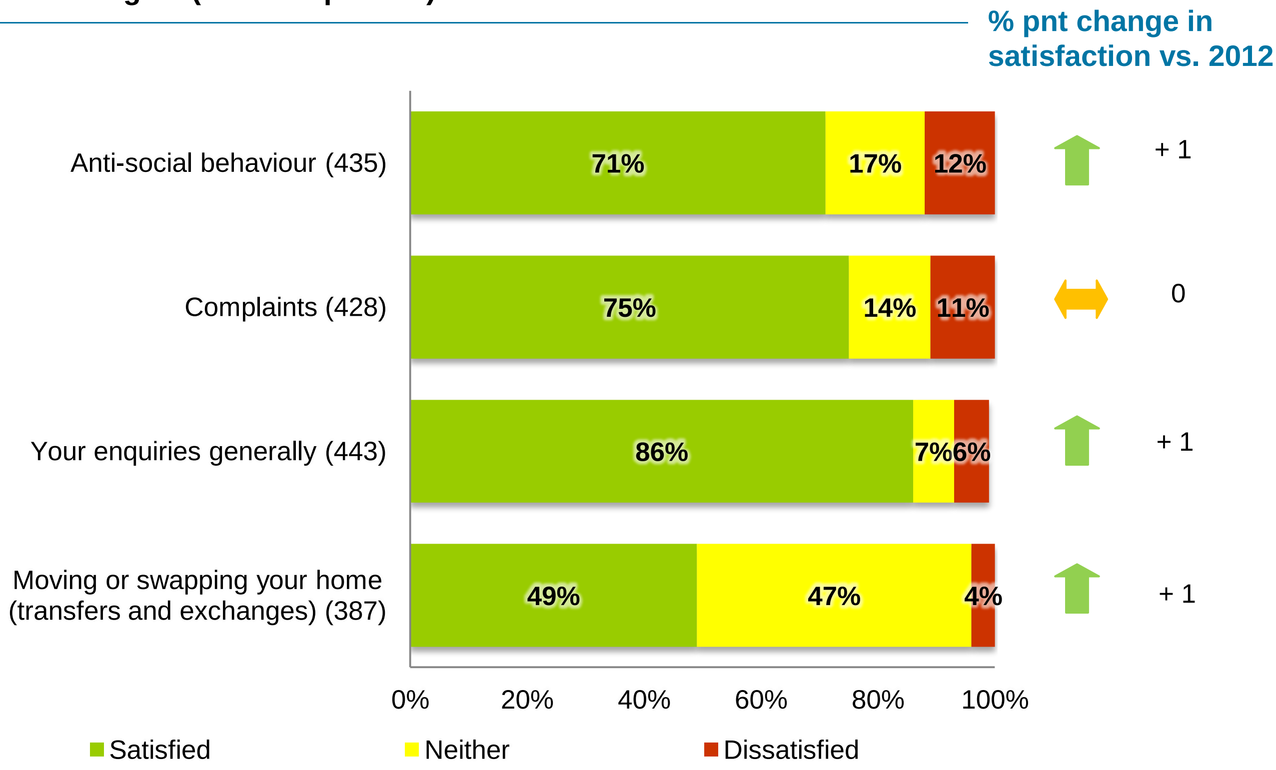
Satisfaction levels are highest for how enquiries are dealt with generally (86% satisfied); and lowest for moving or swapping home (49% satisfied). However, a large proportion (47%) are neither satisfied nor dissatisfied with the service the Council delivers in relation to moving or swapping homes; this suggests that the lower levels of satisfaction are due to tenants not experiencing this service.

The changes shown compared to 2012 are not statistically significant.

On the other three measures discussed here, however, satisfaction levels are significantly lower amongst those who have experienced these service aspects within the last 12 months. In the case of ASB and complaints handling, this is reflected in the finding, discussed later in this report, that those recently reporting ASB or making a complaint are more reluctant to do so in the future, compared to those who have not experienced this service in the last 12 months.

- Those reporting ASB are slightly more likely to be dissatisfied than satisfied (48% cf. 46%) with how ASB is dealt with;
- Just over half of those making a complaint are satisfied with how complaints are dealt with (55%), with 34% dissatisfied - although this lower level of satisfaction may be driven by lower satisfaction with the Council as landlord in general, amongst those making a complaint;
- Seven in ten of those contacting their landlord with a query are satisfied with how enquiries are dealt with (71%), with 16% dissatisfied.

Figure 24: Q15. How satisfied or dissatisfied are you with the way your landlord deals with the following...? (Valid responses)



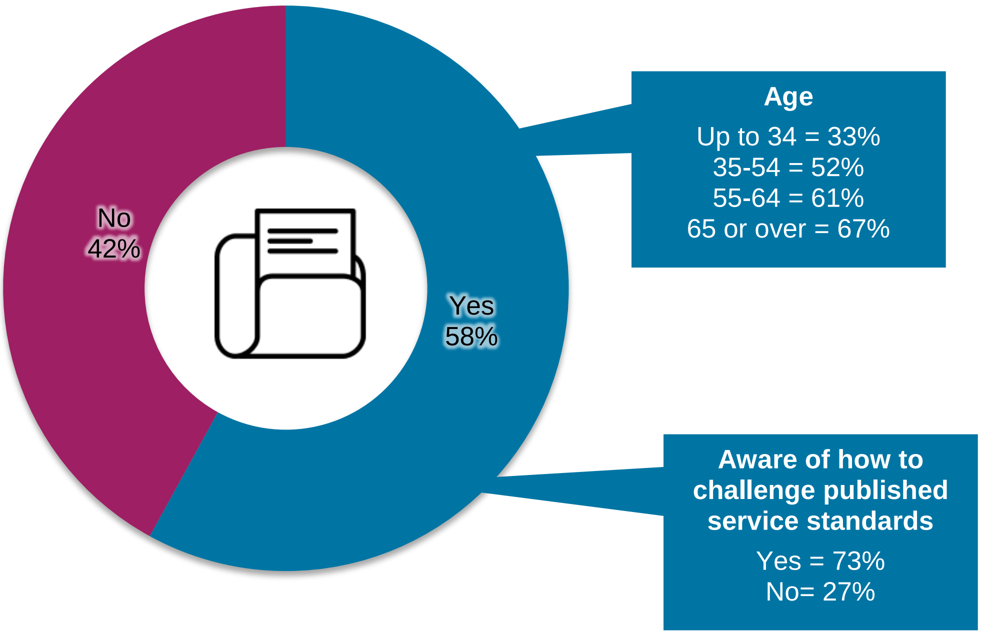
Sample bases shown in brackets

4.13 Published service standards

All tenants were asked if they are aware of their landlord's published service standards. Almost six in ten are aware (58%), whilst 42% are not. Of those who are aware of the service standards, three-quarters are aware of how to challenge them (73%).

Awareness of the published service standards is, as the figure below indicates, significantly lower amongst younger tenants, although even amongst those aged 65+ one in three (33%) are not aware.

Figure 25: Q16. Are you aware of your landlord's published service standards? (Valid responses) / Are you aware of how to challenge your landlord's published service standards? (Valid responses, all aware of published service standards)

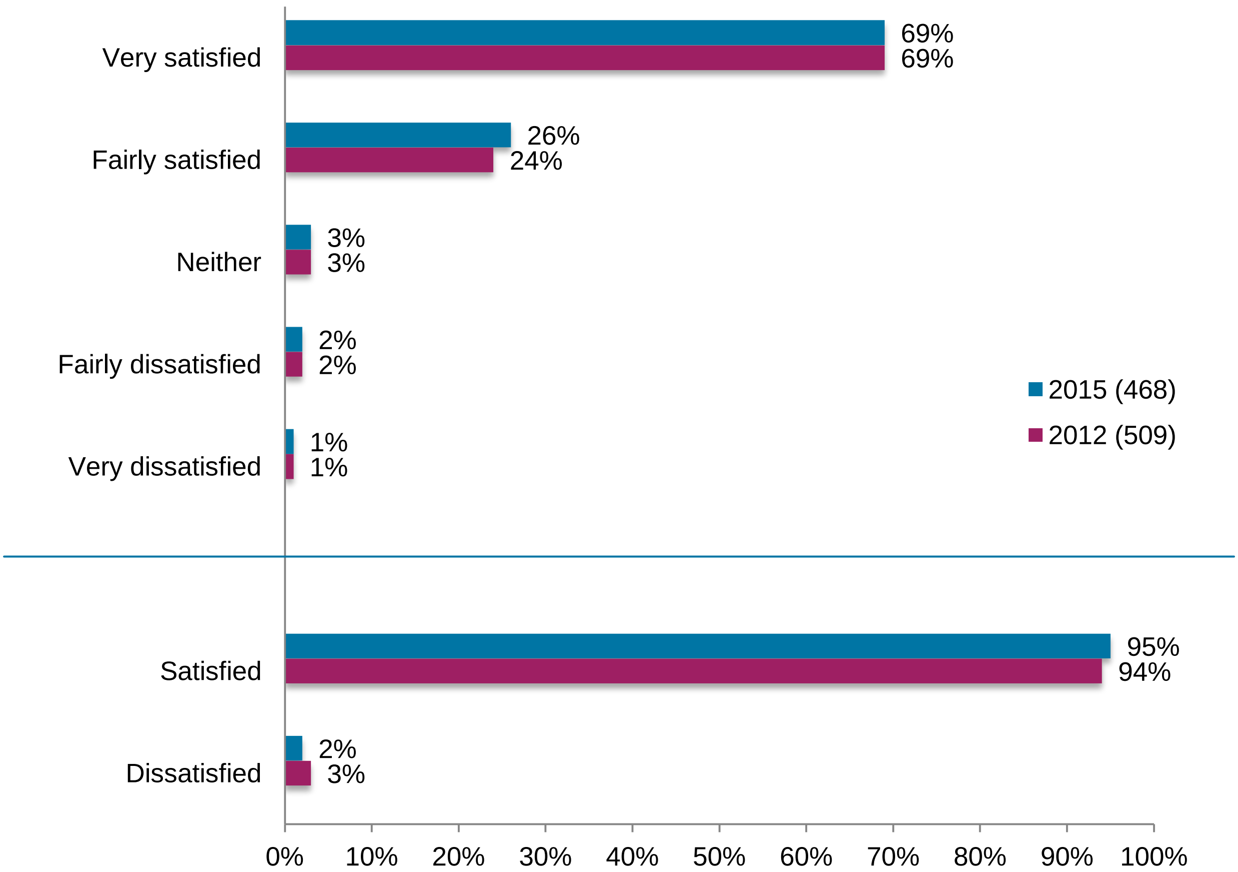


Sample base = 443 / 233

4.14 Gas servicing

Almost all (95%) are satisfied with gas servicing arrangements, including 69% who are very satisfied. Just 2% are dissatisfied. These findings are broadly in line with the 2012 results.

Figure 26: Q17. How satisfied or dissatisfied are you with gas servicing arrangements? (Valid responses)

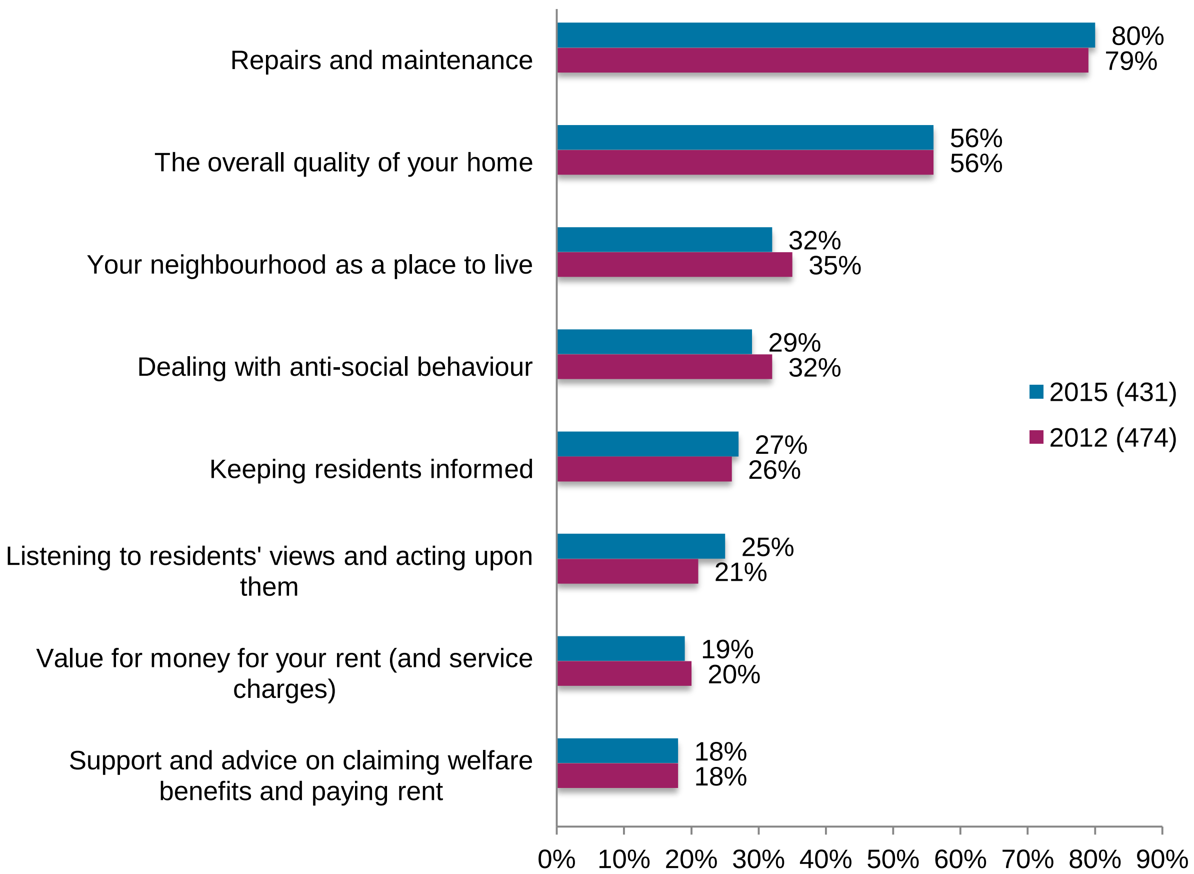


Sample bases shown in brackets

5 Service priorities

To enable the Council to focus on the areas that matter most to tenants, respondents were asked to select, from a given list, up to three areas that they consider to be priorities. Repairs and maintenance is much the most selected priority, as the figure below indicates. Quality of home is the second most selected priority (56%), again well ahead of the other service areas listed.

Figure 27: Q18. Which of the following services would you consider to be priorities? (Valid responses)



Sample bases shown in brackets

Repairs and maintenance, and quality of home, are the first and second priorities respectively amongst tenants in all management areas. However, as the figure below indicates, dealing with anti-social behaviour is also a key priority in the Central management area, mentioned by 41% (significantly higher compared to Dalton, Ormsgill, and Walney). As discussed later in this report, Central residents are also the most likely to report ASB to the Council and are the most likely to experience certain specific forms of ASB.

There are no significant differences in the priorities expressed by the different age groups. Those receiving housing benefit are significantly more likely to prioritise support and advice on claiming welfare benefits and paying rent - however, even amongst this group just one in five (21%) rate this as a priority.

Table 3: Q18. Which of the following services would you consider to be priorities? – By management area (Valid responses)

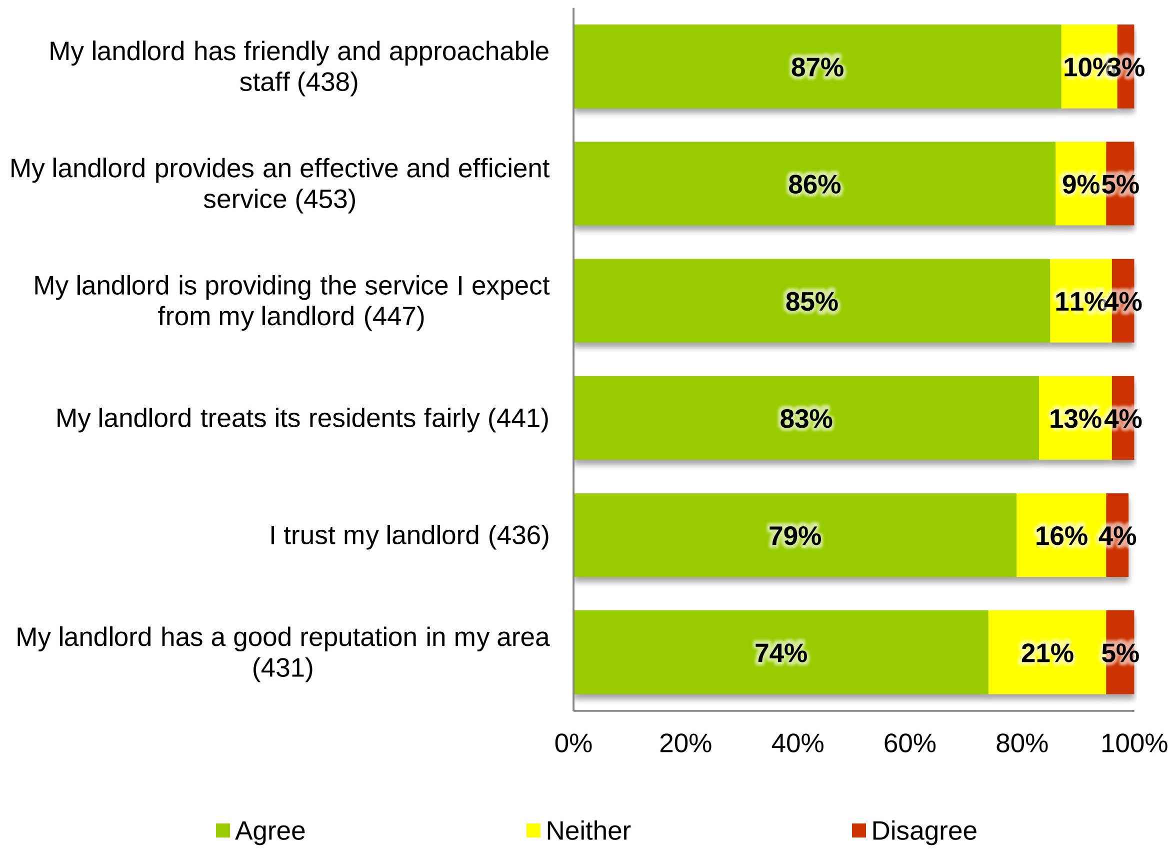
	Central	Dalton	Ormsgill	Roosegate	Walney
Repairs and maintenance	79%	84%	83%	79%	78%
The overall quality of your home	45%	52%	**<u>61%</u>**	59%	60%
Your neighbourhood as a place to live	37%	23%	31%	31%	33%
Dealing with anti-social behaviour	**<u>41%</u>**	17%	25%	31%	23%
Keeping residents informed	28%	37%	29%	24%	24%
Listening to residents' views and acting upon them	29%	19%	26%	24%	20%
Value for money for your rent (and service charges)	10%	20%	20%	**<u>23%</u>**	**<u>23%</u>**
Support and advice on claiming welfare benefits and paying rent	**<u>22%</u>**	19%	19%	11%	**<u>25%</u>**
Sample bases	**96**	**35**	**102**	**122**	**76**

6 Perceptions

All respondents were asked to what extent they agree or disagree with six statements relating to their perceptions of the services they receive. As shown below, at 87%, the statement tenants agree with most is that the Council as their landlord has friendly and approachable staff. By comparison, at 74%, the statement tenants agree with least is that the Council as their landlord has a good reputation in their area, although it should be noted that disagreement levels remain low (5% or less) for all six statements rated.

These questions were not included in the 2012 survey.

Figure 28: Q19. To what extent do you agree or disagree with the following...? (Valid responses)



Sample bases shown in brackets

7 Advice and support

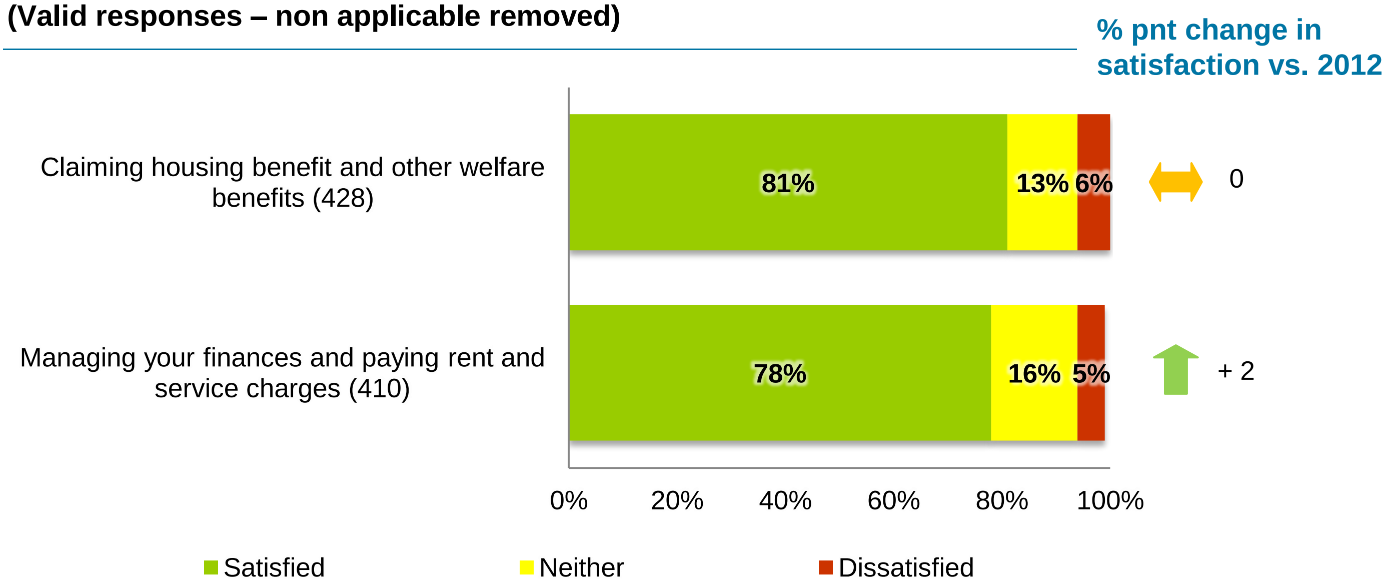
All respondents were asked how satisfied or dissatisfied they are with the advice and support they receive from the Council as their landlord with claiming housing benefit and other welfare benefits; and managing finances and paying rent and service charges.

After removing those giving a response of 'Not applicable', around eight out of ten (81%) are satisfied with the advice and support they receive about claiming housing benefit and other welfare benefit. Encouragingly, looking specifically at tenants who state that they receive housing benefit, satisfaction rises to 86% (with just 4% dissatisfied).

A similar proportion (78%) are satisfied with the advice and support received on managing finances and paying rent and service charges. Again, satisfaction is higher amongst those receiving housing benefit (82% satisfied, 5% dissatisfied).

Perceptions on both these measures are in line with the 2012 findings.

Figure 29: Q24. Thinking about your rent and income, how satisfied or dissatisfied are you with the advice and support you receive from your landlord with the following...? (Valid responses – non applicable removed)



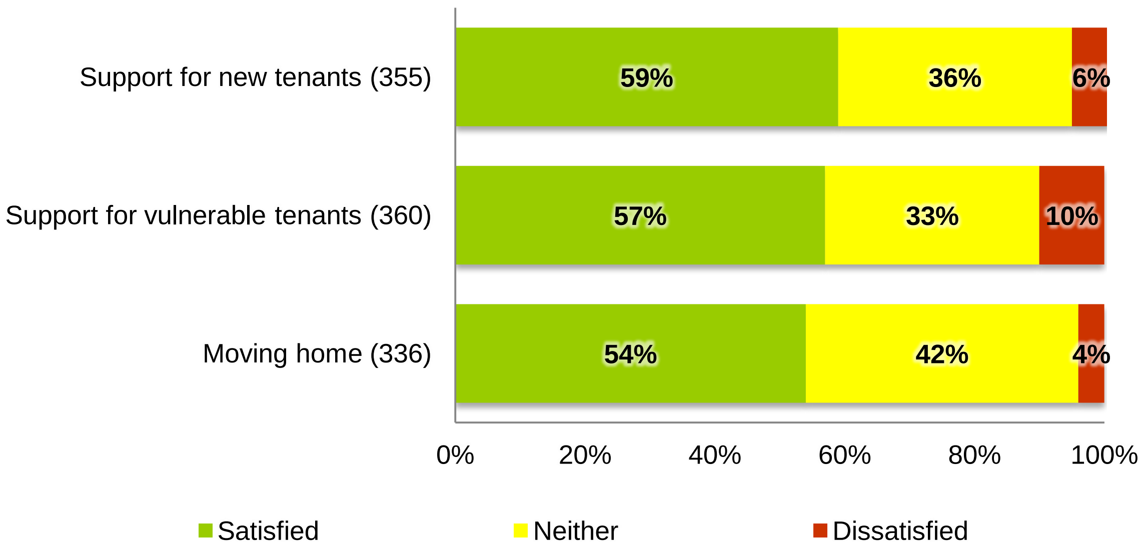
Sample bases shown in brackets

All respondents were then asked how satisfied or dissatisfied they are with the advice and support they receive with moving home, support for new tenants, and support for vulnerable tenants. After removing those giving a response of ‘Not applicable’, 59% are satisfied with support for new tenants; 57% are satisfied with support for vulnerable tenants; and 54% satisfied with support in relation to moving home. However, levels of dissatisfaction remain relatively low (peaking at 10% in relation to support for vulnerable tenants).

It is worth noting that tenants who have a member of their household’s day to day activities limited due to ill-health are significantly more likely to be very satisfied with support for vulnerable tenants compared to other tenants (30% very satisfied cf. 18%).

These questions were not asked in the 2012 survey.

Figure 30: Q25. How satisfied or dissatisfied are you with the advice and support you receive from your landlord with the following...? (Valid responses – non applicable removed)



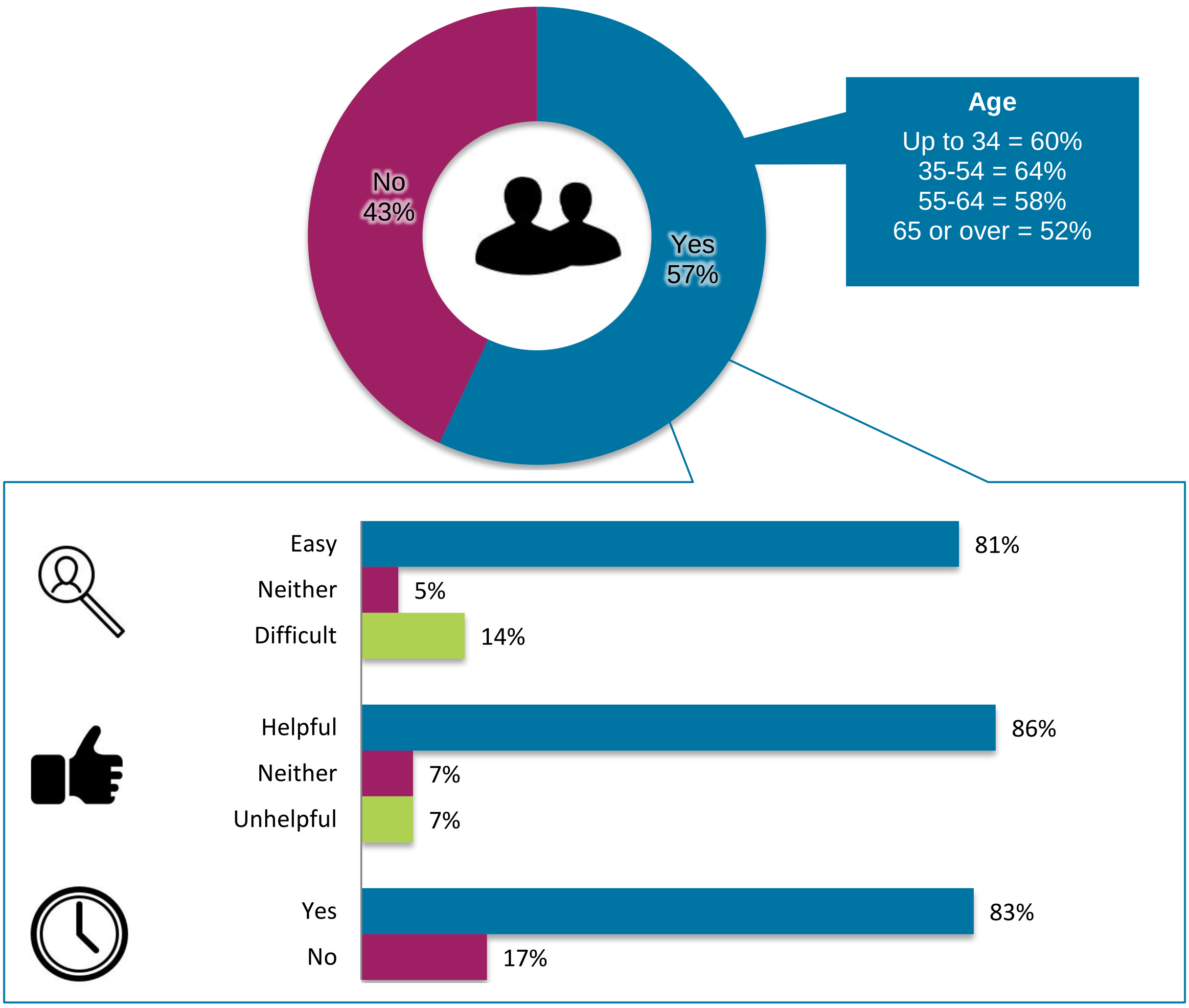
Sample bases shown in brackets

8 Contact and communication

8.1 Contact with landlord in the last 12 months

Approaching six in ten (57%) have contacted the Council as their landlord with a query in the last 12 months. Of this group, over eight in ten found it easy to get hold of the right person (81%); found the staff to be helpful (86%); and found their query was answered within a reasonable time (83%). These figures have not changed significantly compared to the 2012 findings.

Figure 31: Q33. Have you contacted your landlord in the last 12 months with a query other than to pay your rent or service charges? (Valid responses) Q34. Was getting hold of the right person easy or difficult? Q35. Did you find the staff helpful or unhelpful? Q36. Was your query answered within a reasonable time? (Valid responses, those contacting landlord in the last 12 months)

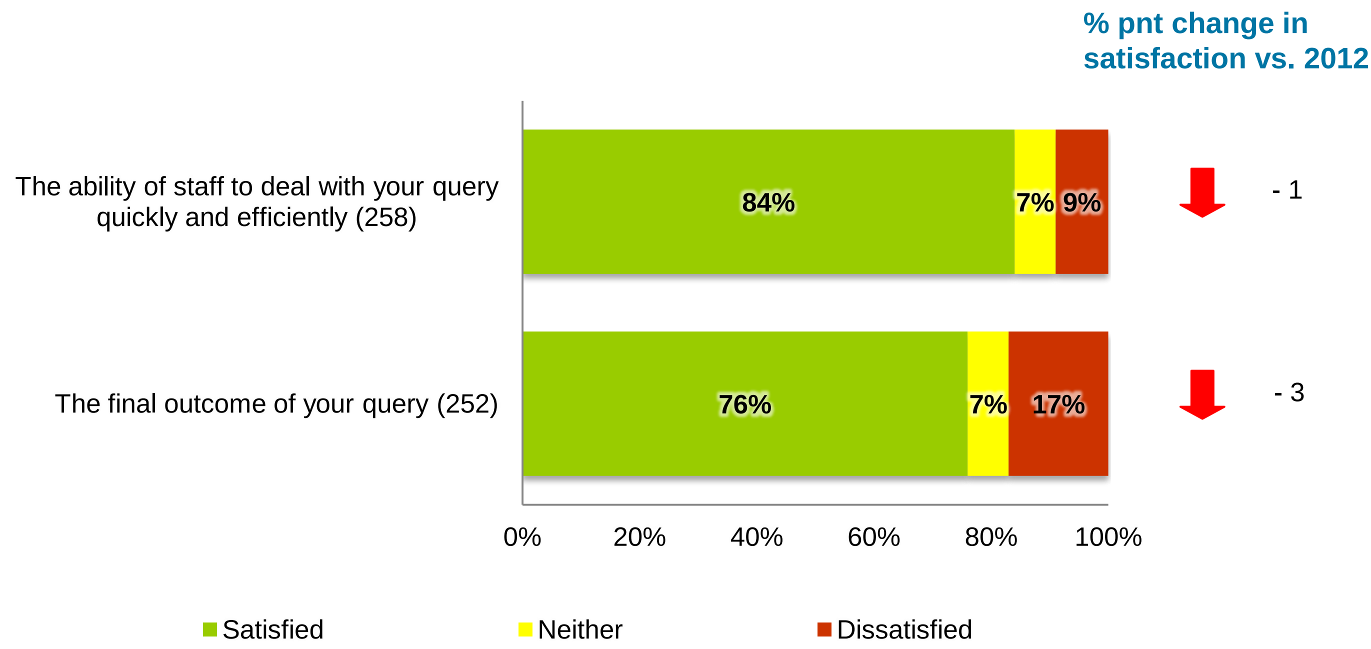


Sample base = 458 / 258 / 255 / 251

8.2 Satisfaction with contact

All respondents who made contact in the last 12 months were asked how satisfied they were with the ability of staff to deal with their query quickly and efficiently, and the final outcome of the query. Three-quarters or more were satisfied on each measure (84% and 76% satisfied respectively); the falls in satisfaction (compared to 2012) shown below are not statistically significant.

Figure 32: Q37. How satisfied or dissatisfied were you with the following...? (Valid responses)

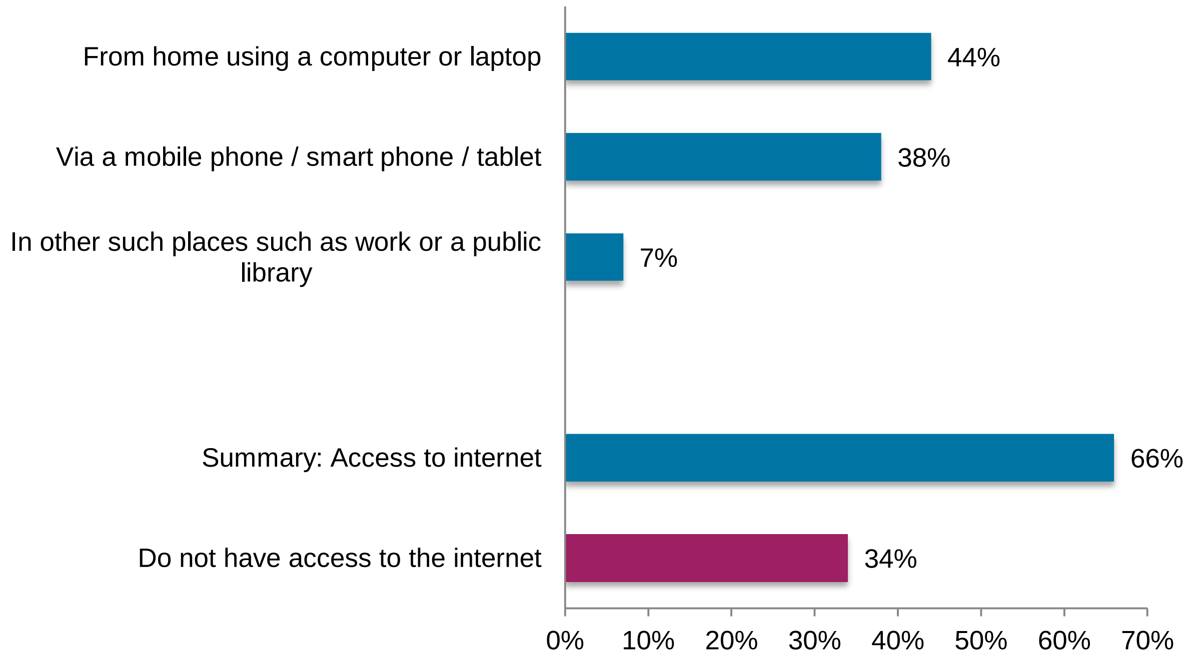


Sample bases shown in brackets

8.3 Internet access

Two-thirds have access to the internet (66%). In the 2012 research the question was worded differently (Do you have access to the internet at home, with response options Yes or No); however, with just 39% saying they have internet access at home in 2012 it is clear that internet access amongst Barrow tenants has increased markedly. At the same time, it should be borne in mind that a majority of tenants aged 65+ still say they do not have access to the internet (58%). By contrast just 8% of tenants aged 18-34 say they do not have internet access.

Figure 33: Q40. Are you currently able to access the internet...? (Valid responses)

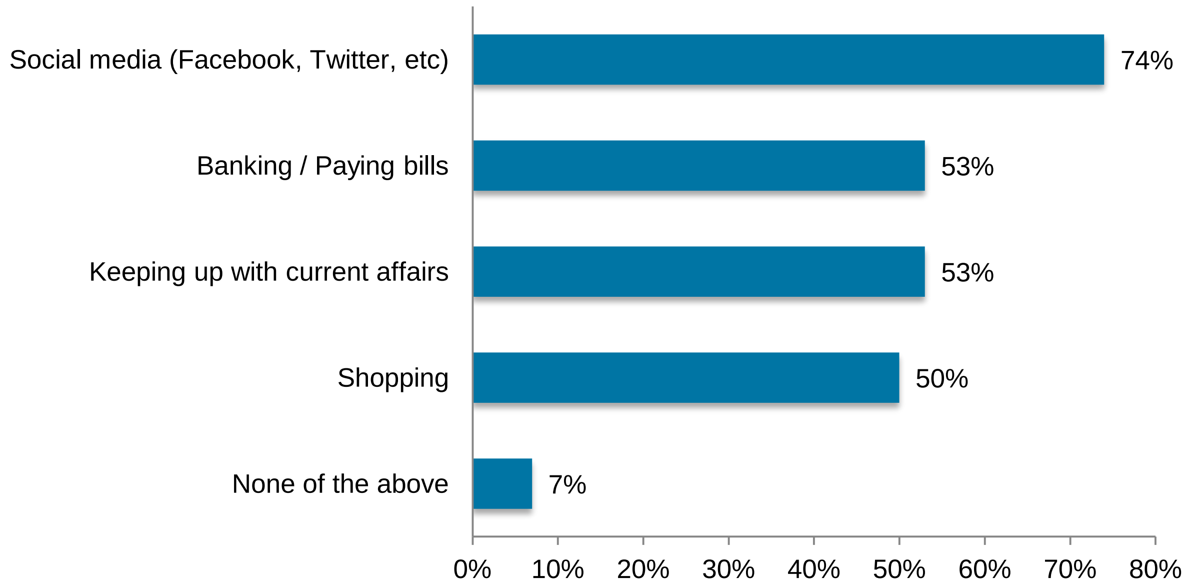


Sample base = 386

Those with internet access were then asked if they use the internet for any of a given list of activities. Three-quarters (74%) of internet users agree they use social media, whilst by contrast around half go online for banking/paying bills, keeping up with current affairs, and shopping. This indicates that even amongst Barrow tenants with internet access, a significant proportion may not be used to carrying out financial transactions online.

This question was not asked in the 2012 survey.

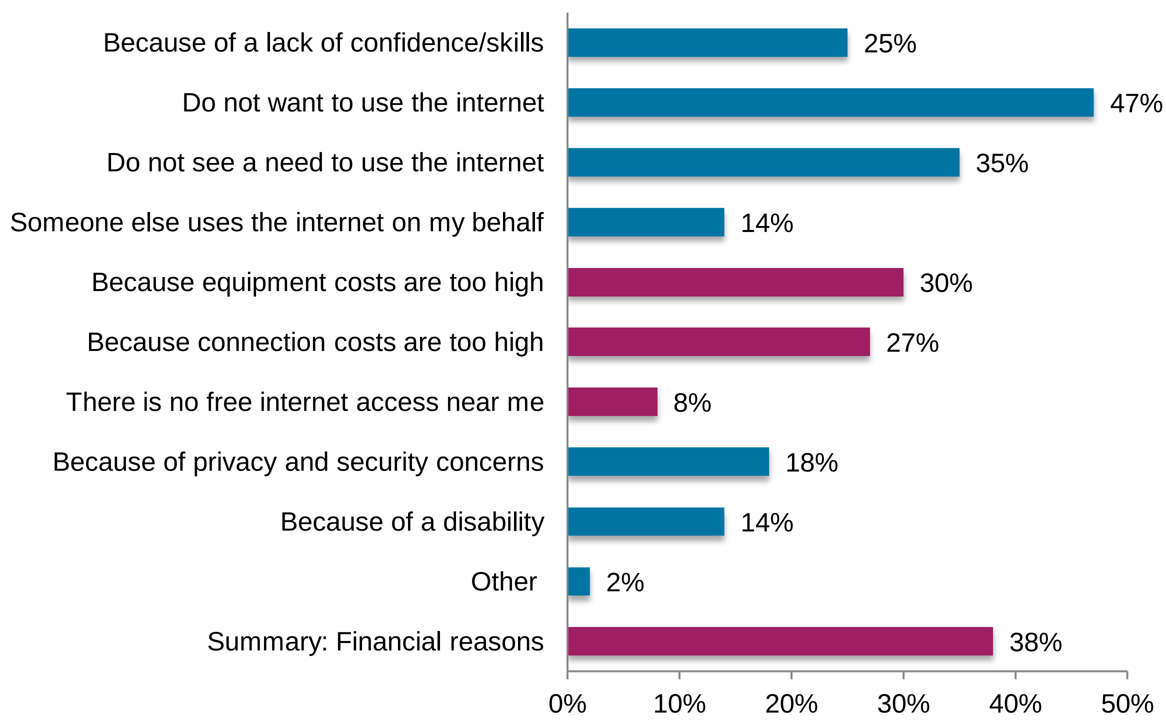
Figure 34: Q41. Do you use the internet for any of the following? (Valid responses, those with access to the internet)



Sample base = 247

Amongst those with no access to the internet, the reason most given for this is simply not wanting to use the internet (47%), or not seeing a need to do so (35%). However, financial reasons of various kinds are also an important factor, mentioned by 38% of Barrow tenants who are not online. Again, this question was not asked previously.

Figure 35: Q42. If you do not have access to the internet, can you tell us the reason why? (Valid responses, those without access to the internet)

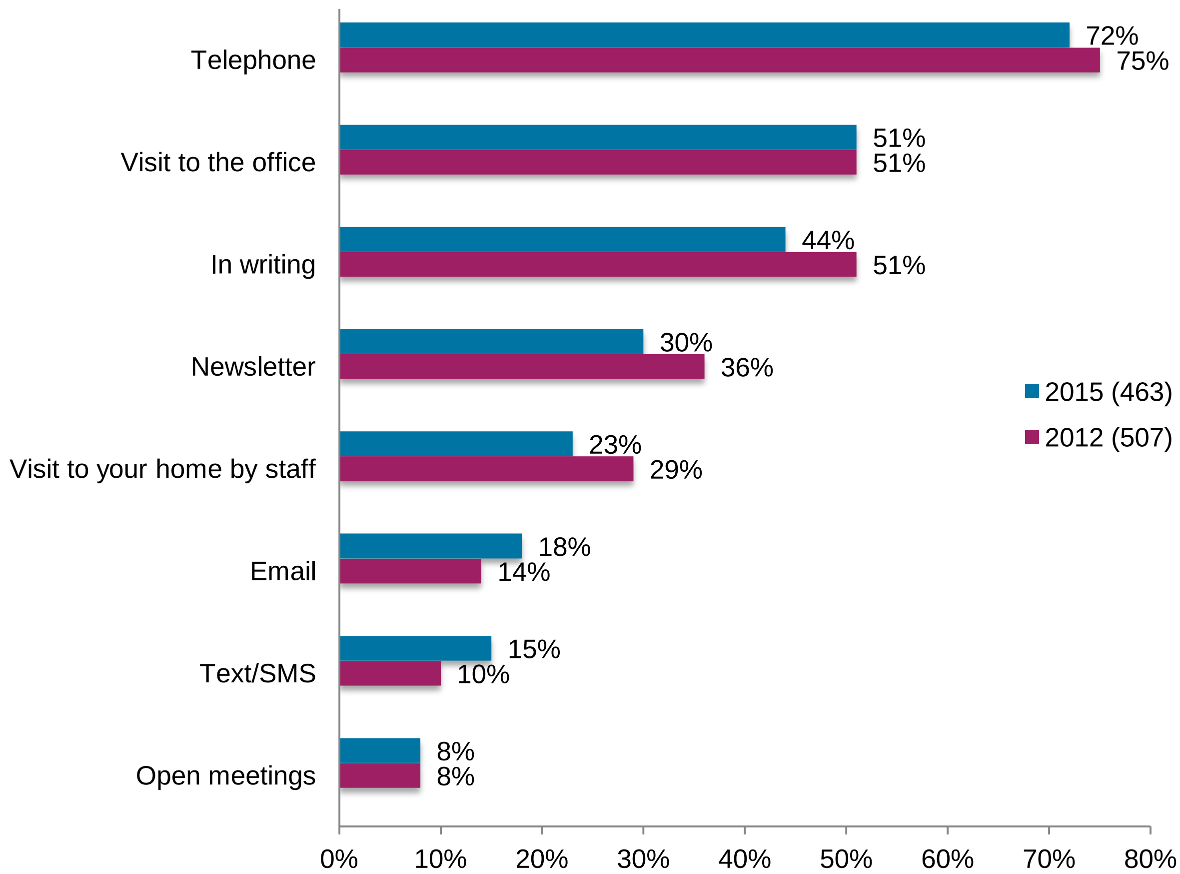


Sample base = 130

8.4 Communication preference

All tenants were asked which, of a given list of methods of being kept informed and getting in touch with the Council as their landlord, they are happy to use. Telephone remains much the most popular method, mentioned by 72%, and this is the case across all age groups. Some of the other 'traditional' methods listed - writing, newsletter, visits to tenants' homes - have seen a significant fall in mentions compared to 2012. However, whilst mentions of email and text/SMS have increased, they remain less favoured forms of communication in this context.

Figure 36: Q38. Which of the following methods of being kept informed and getting in touch with your landlord are you happy to use? (Valid responses)



Sample bases shown in brackets

8.5 Cost of contacting by telephone

Approaching nine in ten (88%) are satisfied with the cost of contacting their landlord by telephone, in line with the 2012 findings when 86% were satisfied on this measure. Just over one in ten (12%) say they are not satisfied.

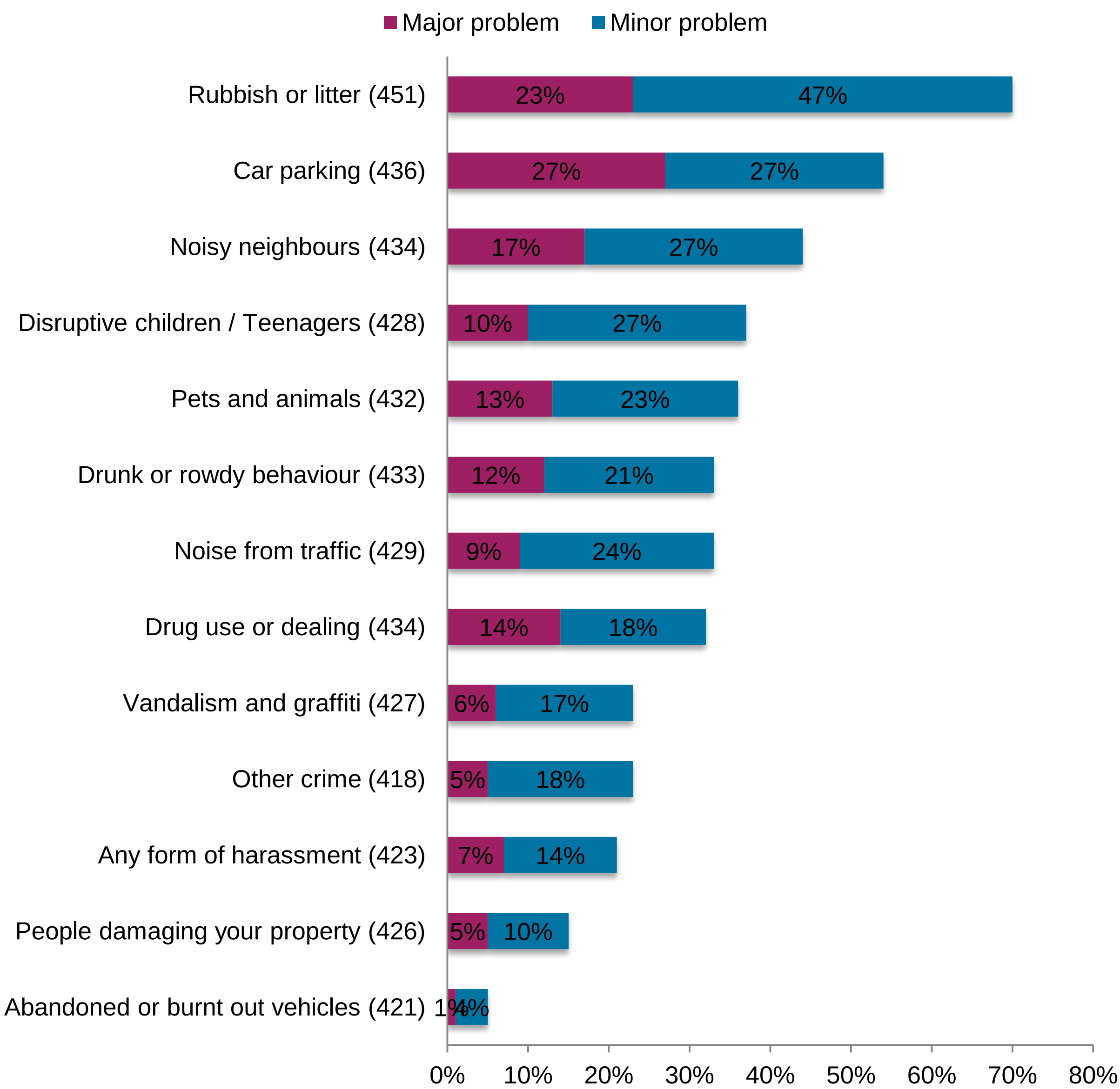
9 Neighbourhood

9.1 Neighbourhood problems

All respondents were asked to select, from a list of 13 neighbourhood problems, to what extent they feel these problems are a major problem, minor problem, or not a problem at all within their neighbourhood. As shown below, with seven in ten tenants selecting it as a problem, the most common neighbourhood problem cited is rubbish or litter. This is followed by car parking (mentioned by 54%).

This question was not included in the 2012 survey.

Figure 37: Q31. To what extent are any of the following a problem in your neighbourhood? (Valid responses)



Sample bases shown in brackets

By management area, residents of Dalton and Walney record a relatively low instance of neighbourhood problems other than rubbish or litter/car parking. Residents of other areas record a higher instance of other neighbourhood problems in addition to rubbish or litter/car parking. In particular, Central residents are the most likely to regard the following forms of ASB as major problems: noisy neighbours; disruptive children/teenagers; pets and animals; drunk or rowdy behaviour; vandalism and graffiti; other crime; and people damaging their property. This is in keeping with the fact that Central tenants are the most likely, of all the management areas, to prioritise ASB handling, and the most likely to report ASB. This in turn is likely to have a bearing on the lower levels of satisfaction with neighbourhood as a place to live recorded by these tenants.

Table 4: Q31 Neighbourhood problems (major) by management area (valid responses)

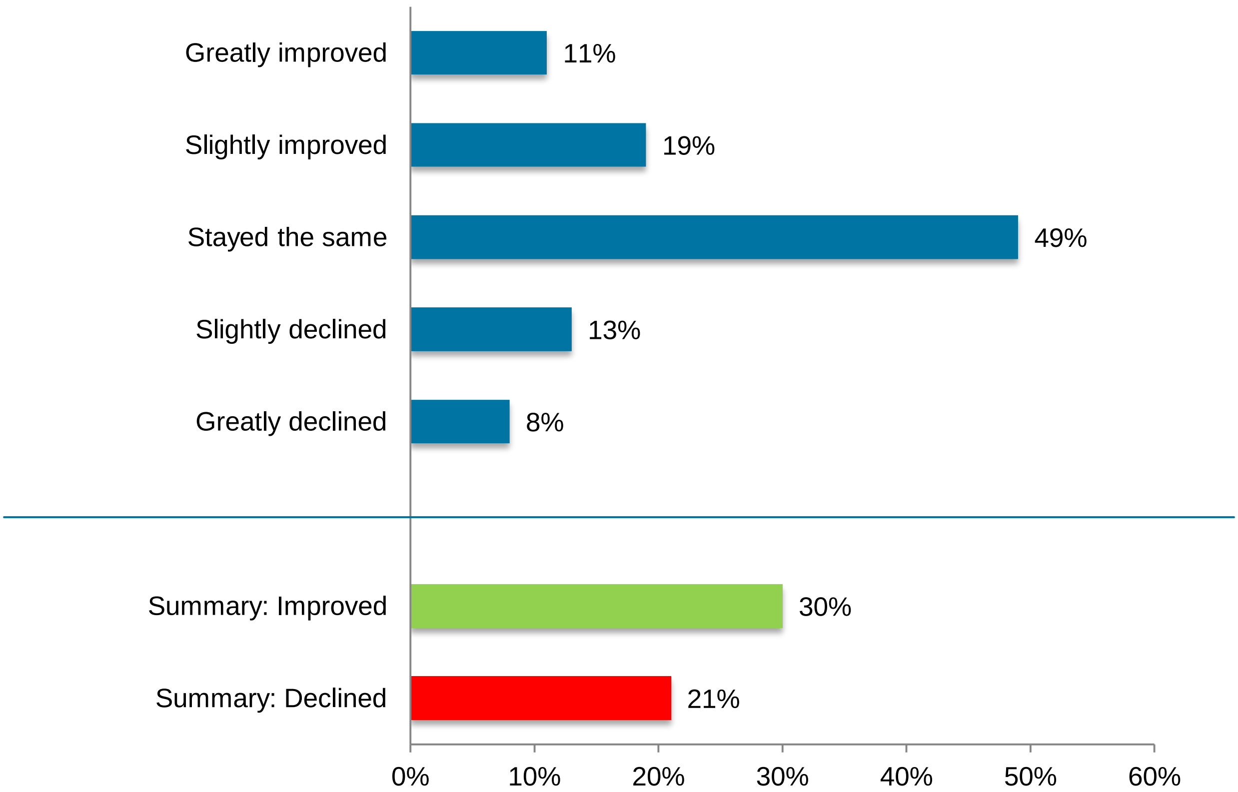
	Central	Dalton	Ormsgill	Roosegate	Walney
Rubbish or litter	**32%**	21%	23%	21%	12%
Car parking	19%	**42%**	24%	29%	31%
Noisy neighbours	**28%**	2%	**18%**	**16%**	10%
Disruptive children / Teenagers	**13%**	6%	10%	**12%**	3%
Pets and animals	17%	8%	14%	12%	9%
Drunk or rowdy behaviour	**21%**	2%	12%	12%	7%
Noise from traffic	12%	10%	7%	11%	4%
Drug use or dealing	**20%**	0%	**22%**	**12%**	3%
Vandalism and graffiti	**9%**	0%	7%	6%	1%
Other crime	7%	0%	6%	4%	3%
Any form of harassment	7%	2%	8%	7%	6%
People damaging your property	8%	0%	6%	5%	3%
Abandoned or burnt out vehicles	0%	2%	1%	2%	0%

9.2 Neighbourhood improvements

All respondents were asked whether they believe their neighbourhood has improved or declined in the last three years. Tenants are on balance more likely to say that their neighbourhood has improved rather than declined (30% cf. 21%); however, the largest group believe that it has stayed the same (49%).

This question was not asked on the 2012 survey.

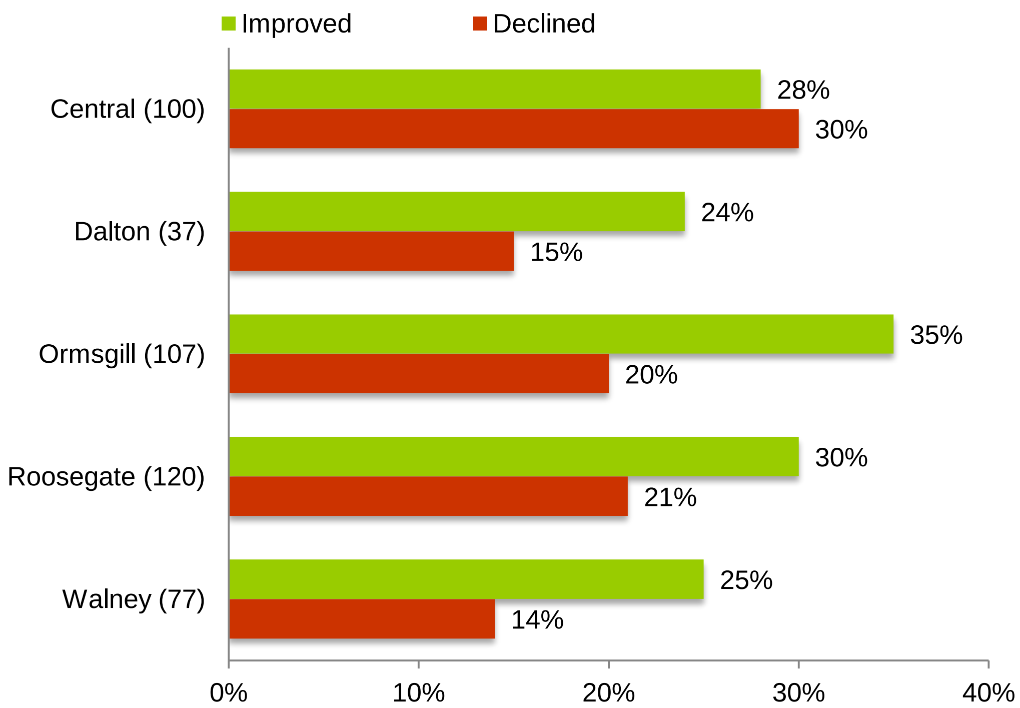
Figure 38: Q32. In the last three years, would you say your neighbourhood has improved or declined? (Valid responses – non applicable removed)



Sample base = 441

In keeping with the more negative perceptions overall of their neighbourhood as a place to live, Central is also the only management area where tenants are - albeit narrowly - more likely to state that their neighbourhood has declined rather than improved.

Figure 39: Q32. In the last three years, would you say your neighbourhood has improved or declined? - By management area (Valid responses – non applicable removed)

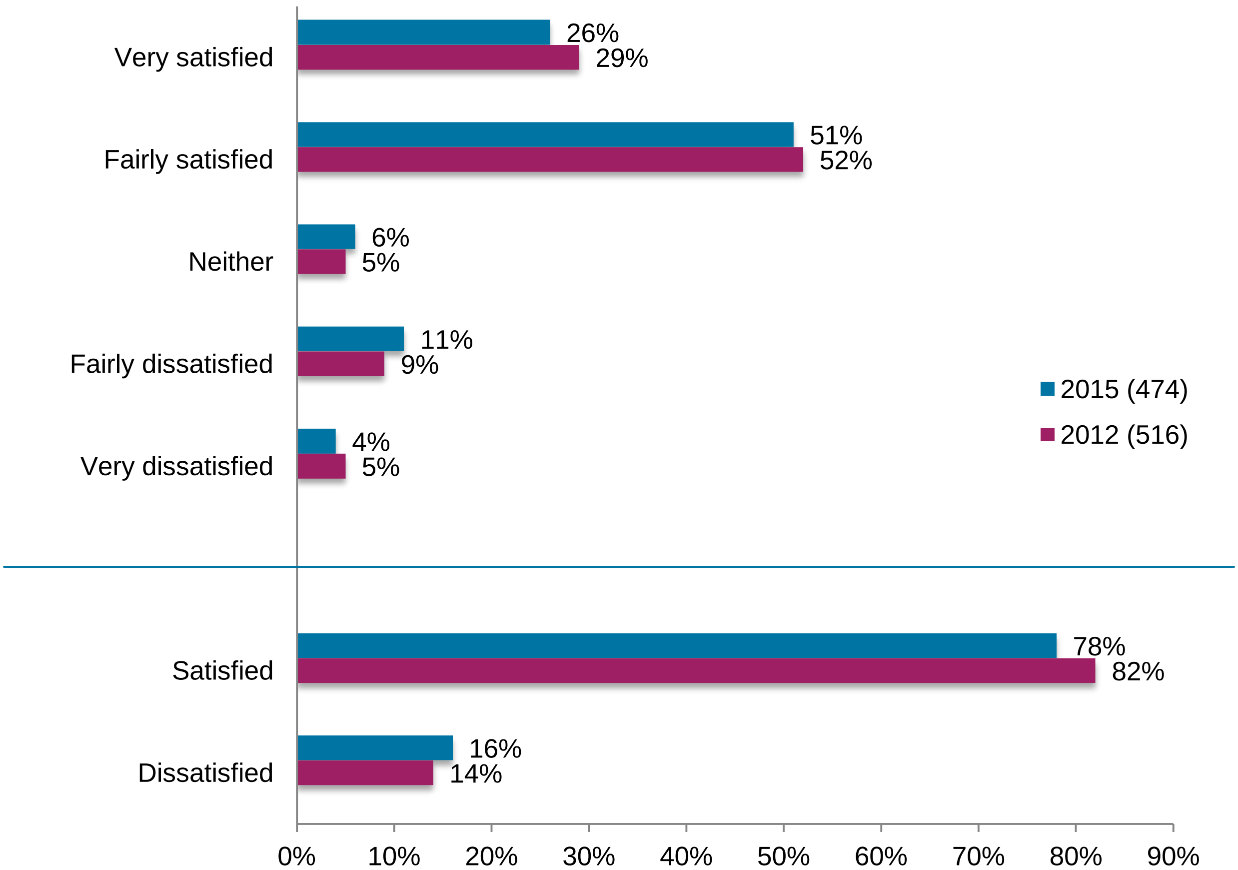


Sample bases shown in brackets

9.3 Overall appearance of neighbourhood

All respondents were asked how satisfied or dissatisfied they are with the overall appearance of their neighbourhood. Over three-quarters are satisfied with the appearance of their neighbourhood (78%), with 16% dissatisfied; these findings are broadly in line with those recorded in 2012. There are no significant differences in perceptions on this measure when comparing different management areas.

Figure 40: Q26. How satisfied or dissatisfied are you with the overall appearance of your neighbourhood? (Valid responses)

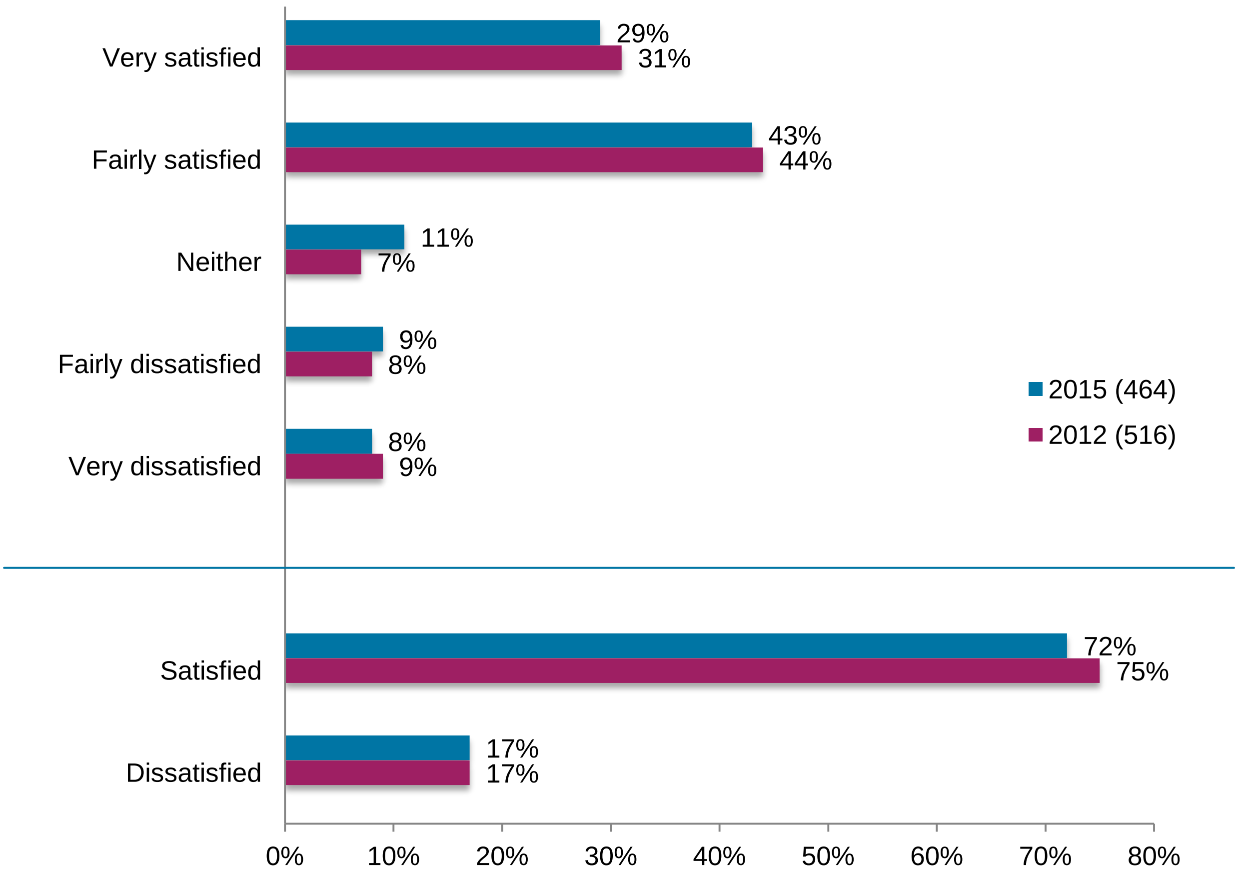


Sample bases shown in brackets

9.4 Grounds maintenance

Where applicable, respondents were asked how satisfied or dissatisfied they are with the grounds maintenance service. Over seven in ten (72%) are satisfied and 17% dissatisfied, again broadly in line with 2012.

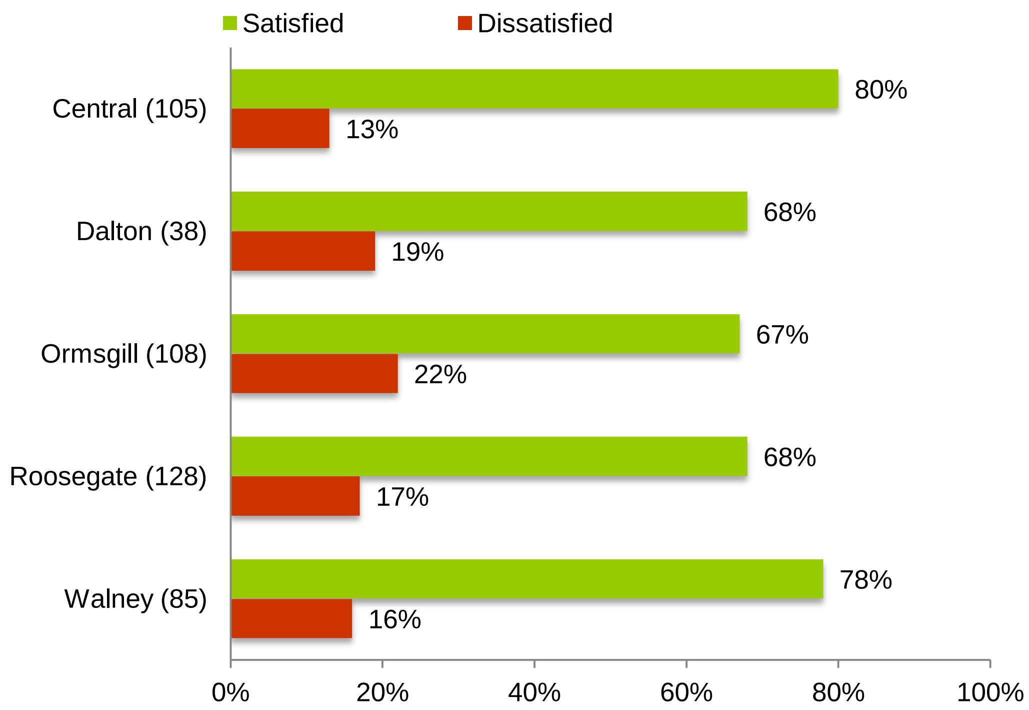
Figure 41: Q27. How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area? (Valid responses – non applicable removed)



Sample bases shown in brackets

Residents of the Central management area are significantly more likely to be satisfied with the grounds maintenance in this area compared to those living in Ormsgill and Roosegate (80% satisfied cf. 67% cf. 68%). However, residents of Walney are also significantly less likely to be *very* satisfied, compared to residents of all the other areas (14% very satisfied cf. 30-35% elsewhere).

Figure 42: Q27. How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area? – By management area (Valid responses – non applicable removed)

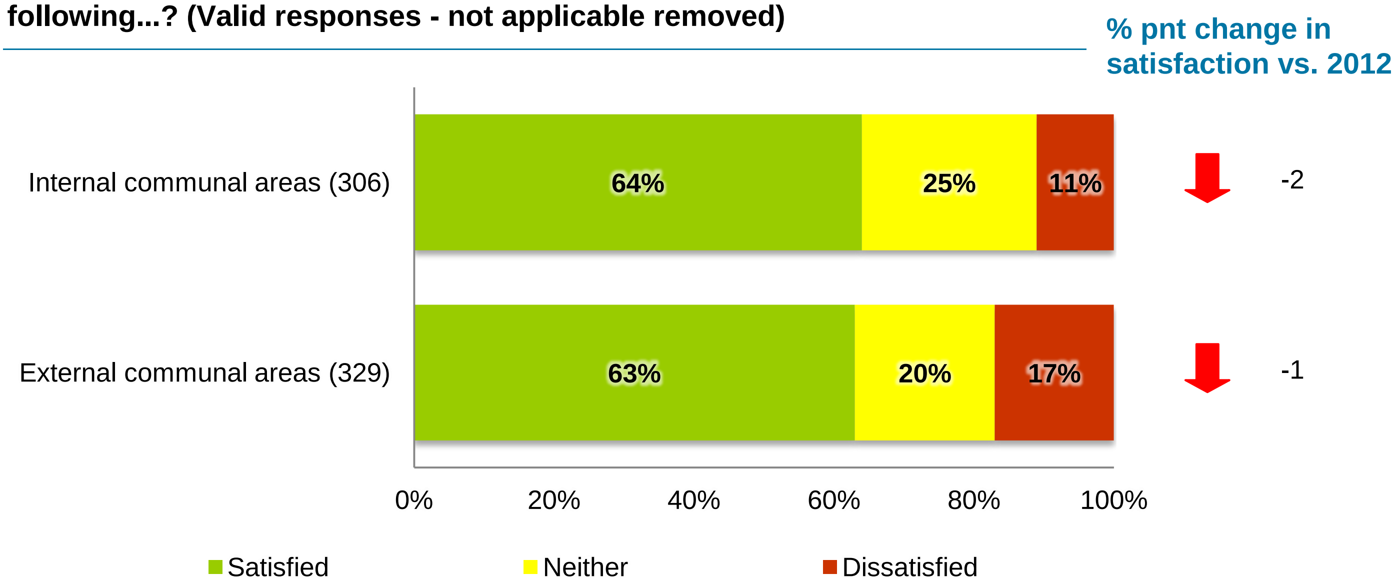


Sample bases shown in brackets

9.5 Cleaning

Similar proportions are satisfied with the cleaning of internal/external communal areas (64% satisfied cf. 63%); however, slightly higher levels of dissatisfaction are recorded for external cleaning (17% dissatisfied). These findings are, again, similar to those seen in 2012.

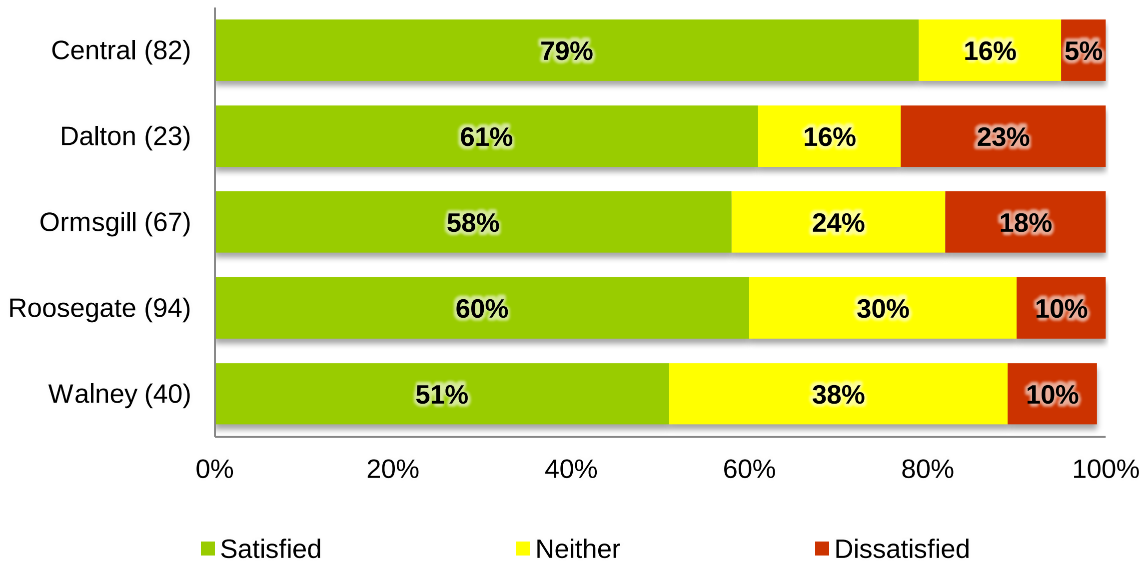
Figure 43: Q28. How satisfied or dissatisfied are you with the cleaning of the following...? (Valid responses - not applicable removed)



Sample bases shown in brackets

Whilst Central residents are the most likely to be satisfied with the cleaning of external communal areas, the difference in satisfaction levels when comparing different management areas is not statistically significant. However, the picture in relation to cleaning internal communal areas is more complex, and broken down in detail in the figure below. Central residents are significantly more likely, compared to those living in Ormsgill, Roosegate, and Walney, to be satisfied with this service. However, whilst Walney residents are the least likely to be satisfied, the highest levels of outright dissatisfaction are recorded in Dalton and Ormsgill (23% dissatisfied cf. 18%). The finding for Dalton in particular should be treated with caution due to the low sample size at this question.

Figure 44: Q28. How satisfied or dissatisfied are you with the cleaning of internal communal areas? - By management area (Valid responses - not applicable removed)



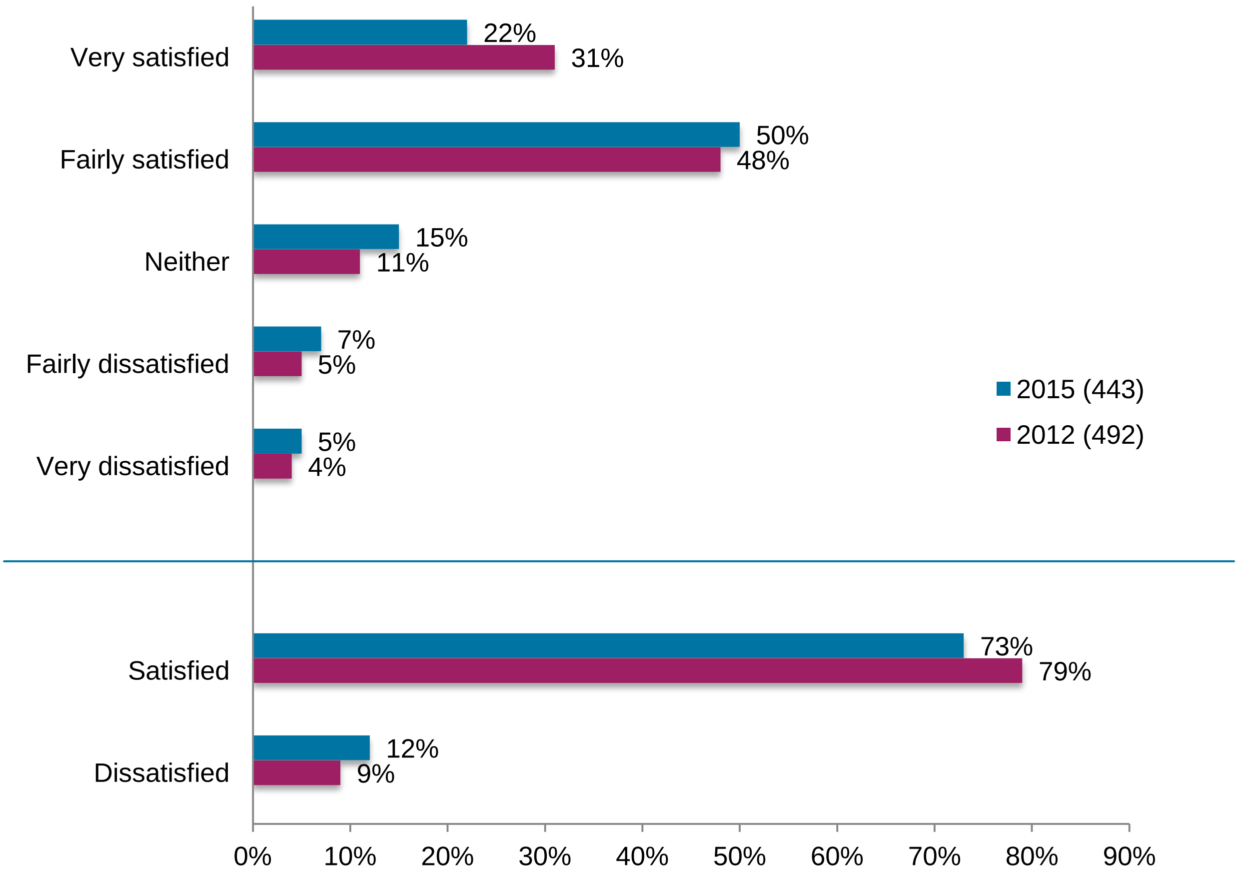
Sample bases shown in brackets

9.6 Overall estate services

Whilst the falls in satisfaction with individual estate services compared to 2012, shown earlier in this section, are not significant, taken together they appear to have impacted perceptions of estate services as a whole. Satisfaction with overall estate services is significantly lower compared to 2012, although nearly three-quarters (73%) remain satisfied with overall estate services and 12% dissatisfied. The proportion very satisfied has also fallen significantly (22% very satisfied compared to 31% in 2012).

In keeping with the findings on grounds maintenance and the cleaning of communal areas, Central residents are the most likely to be satisfied with overall estate services (76% satisfied); however, the difference in perceptions between this area and elsewhere is not statistically significant.

Figure 45: Q29. How satisfied or dissatisfied are you with the overall estate services provided by your landlord? (Valid responses - not applicable removed)

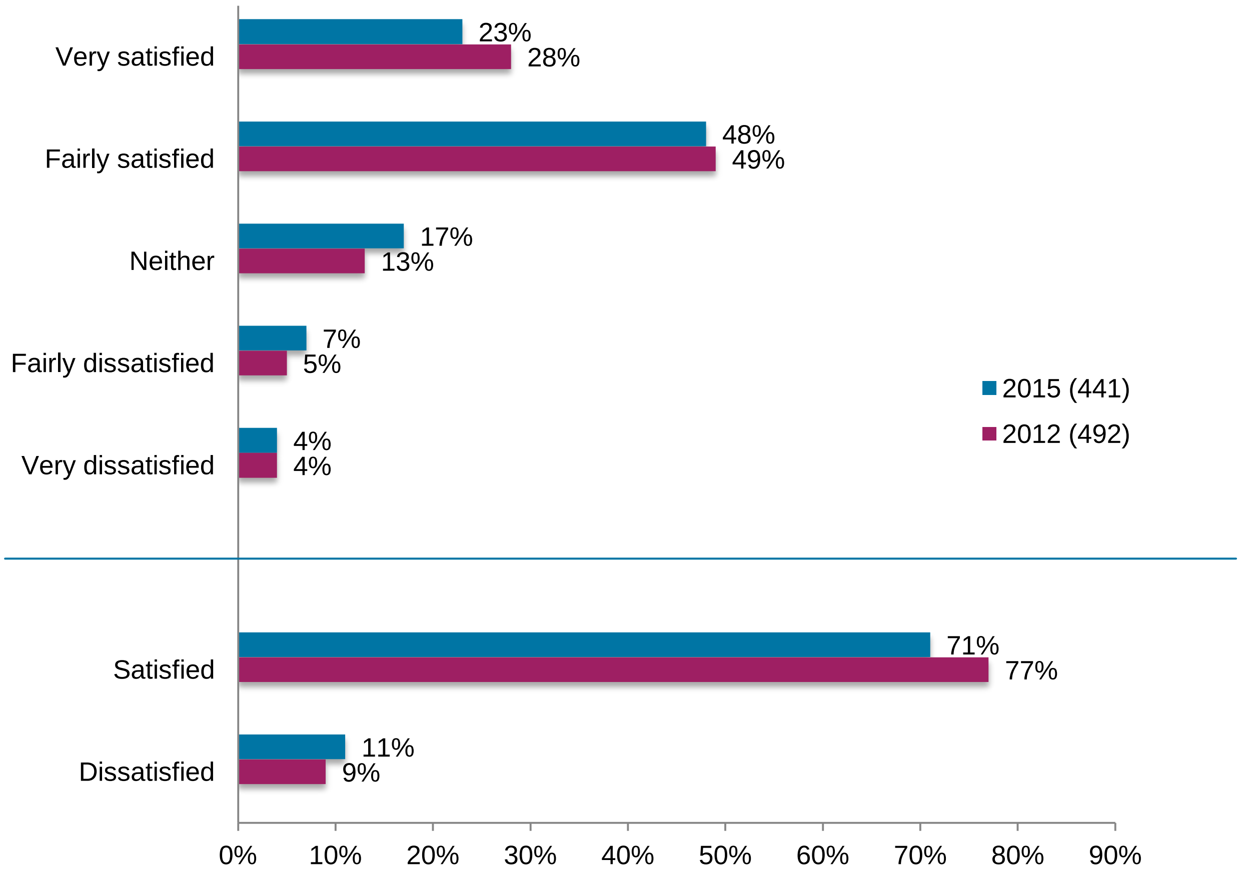


Sample bases shown in brackets

9.7 Value for money of overall estate services

Respondents were also asked to rate, where applicable, the value for money of overall estate services. The findings recorded here are similar to those relating to estate services overall; just over seven in ten are satisfied (71%) and 11% are dissatisfied, with satisfaction levels significantly lower compared to 2012.

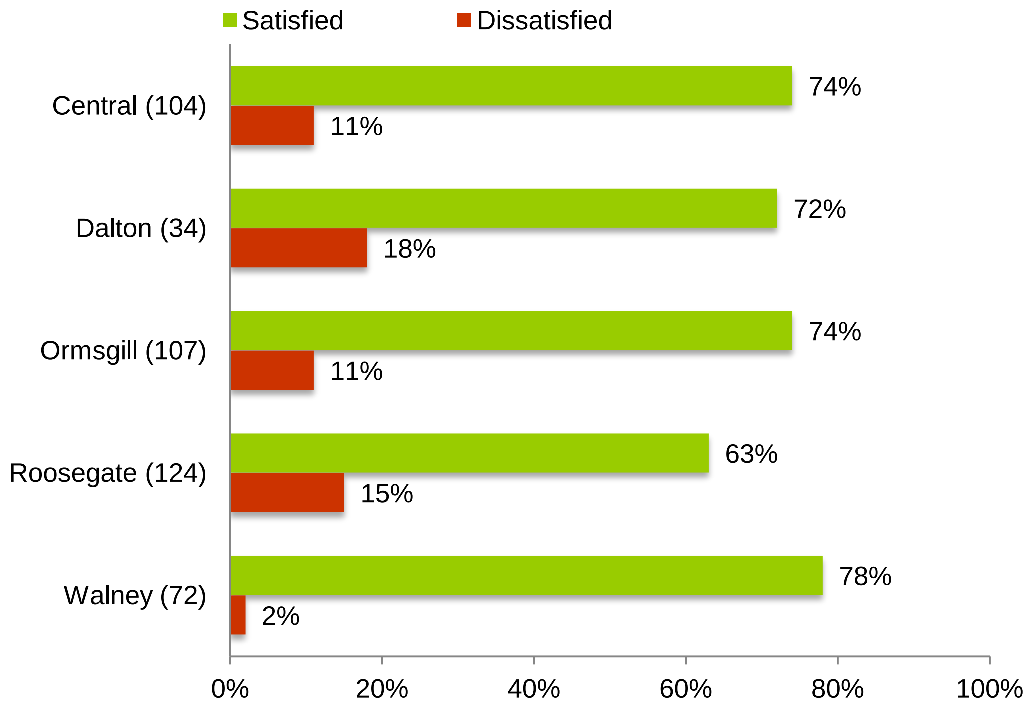
Figure 46: Q30. How satisfied or dissatisfied are you with the value for money of overall estate services provided by your landlord? (Valid responses - not applicable removed)



Sample bases shown in brackets

As with the findings on value for money of the service charge, Walney residents are significantly more likely to be satisfied with the value for money of estate services compared to Roosegate residents (78% satisfied cf. 63%).

Figure 47: Q30. How satisfied or dissatisfied are you with the value for money of overall estate services provided by your landlord? - By management area (Valid responses - not applicable removed)



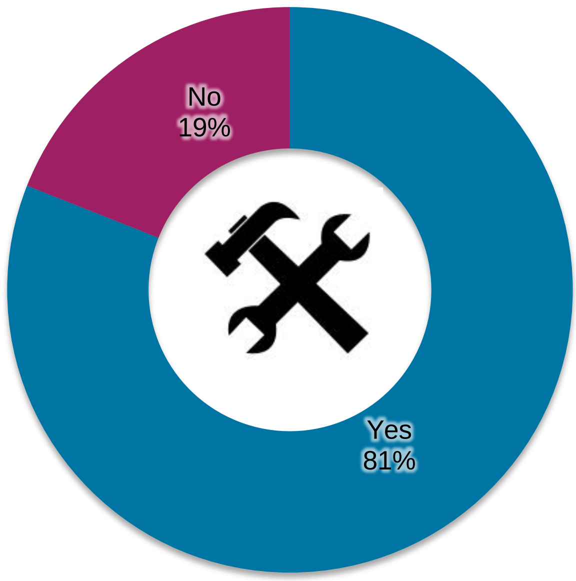
Sample bases shown in brackets

10 Repairs and maintenance

10.1 Repair carried out in the last 12 months

Respondents were all asked to indicate if they had any repairs completed at their home in the last 12 months. Eight in ten (81%) say they have.

Figure 48: Q43. Have you had any repairs to your home in the last 12 months? (Valid responses)

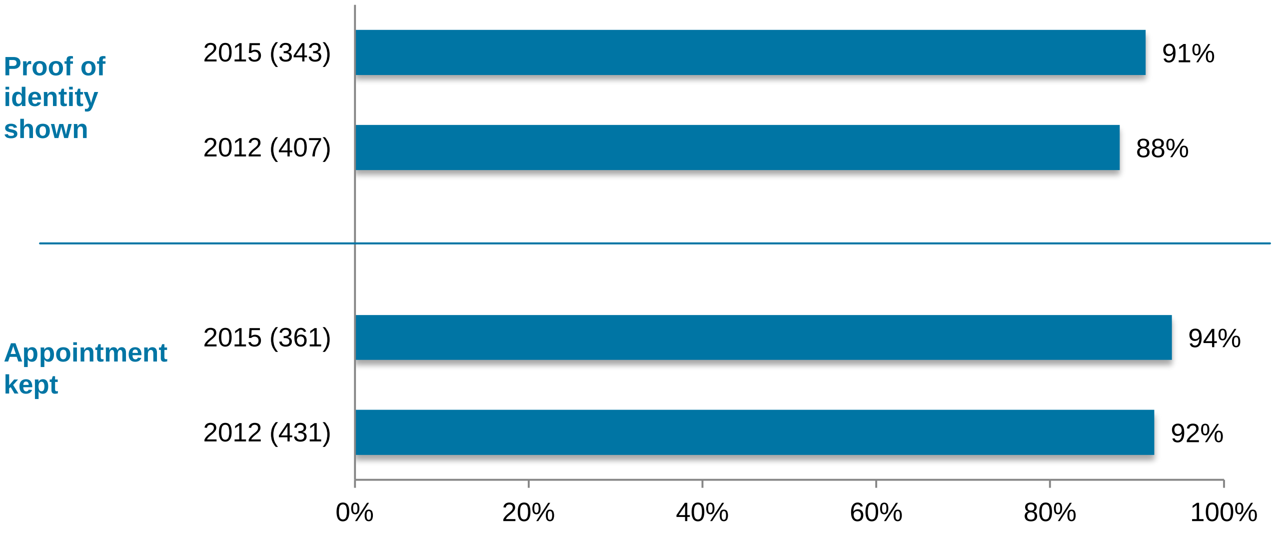


Sample base = 467

10.2 Proof of identity and appointment keeping

Excluding those who can't remember, nearly all of those who have had a repair completed in the last 12 months say that the contractor showed ID and kept the appointment (91% cf. 94%), findings broadly in line with 2012.

Figure 49: Q44. Did the contractor show proof of identity? Q45. Was the repair appointment kept? (Valid responses, excluding 'Can't recall')

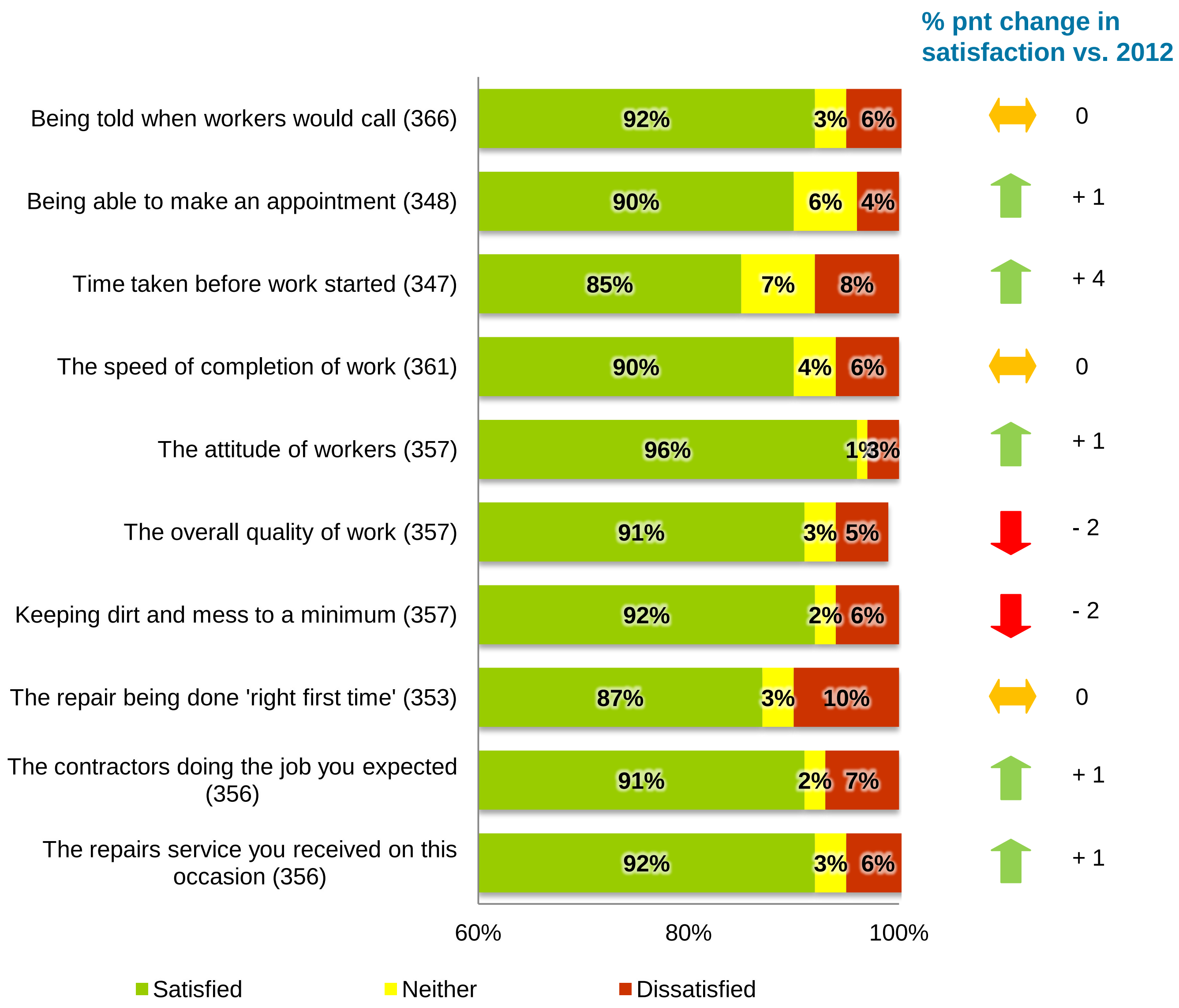


Sample bases shown in brackets

10.3 Satisfaction with the repairs and maintenance service

All respondents who had a repair carried out in the last 12 months were asked how satisfied or dissatisfied they were with various aspects of the repair. As is typical for findings on repairs and maintenance, satisfaction is highest with the attitude of workers (96% satisfied); however, satisfaction is high (at least 85% satisfied) on all the measures indicated. Overall, 92% are satisfied with the repairs service received on this occasion. This means that the high levels of satisfaction with repairs and maintenance seen in 2012 have been sustained. None of the changes shown compared to 2012 are statistically significant.

Figure 50: Q46. Thinking about the last repair completed, how satisfied or dissatisfied were you with the following...? (Valid Response)



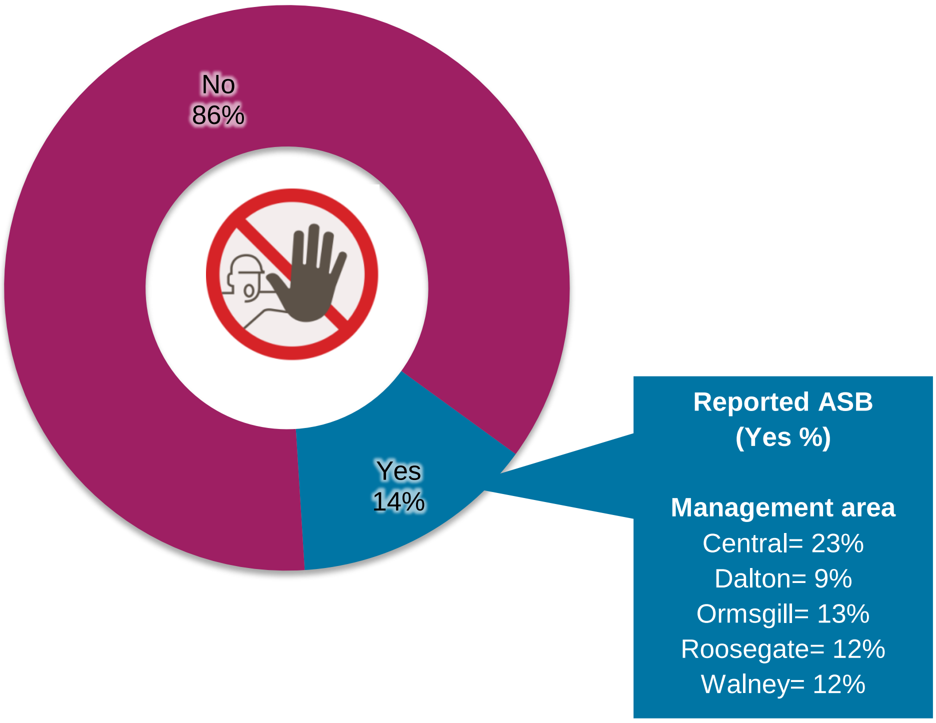
Sample bases shown in brackets

11 Anti-social behaviour

11.1 Reported anti-social behaviour in the last 12 months

14% indicate that they have reported anti-social behaviour to the Council as their landlord in the last 12 months. Those living in the Central management area are significantly more likely to have done so compared to those living in Roosegate (23% cf. 12%).

Figure 51: Q47. Have you reported any anti-social behaviour to your landlord in the last 12 months? (Valid responses)

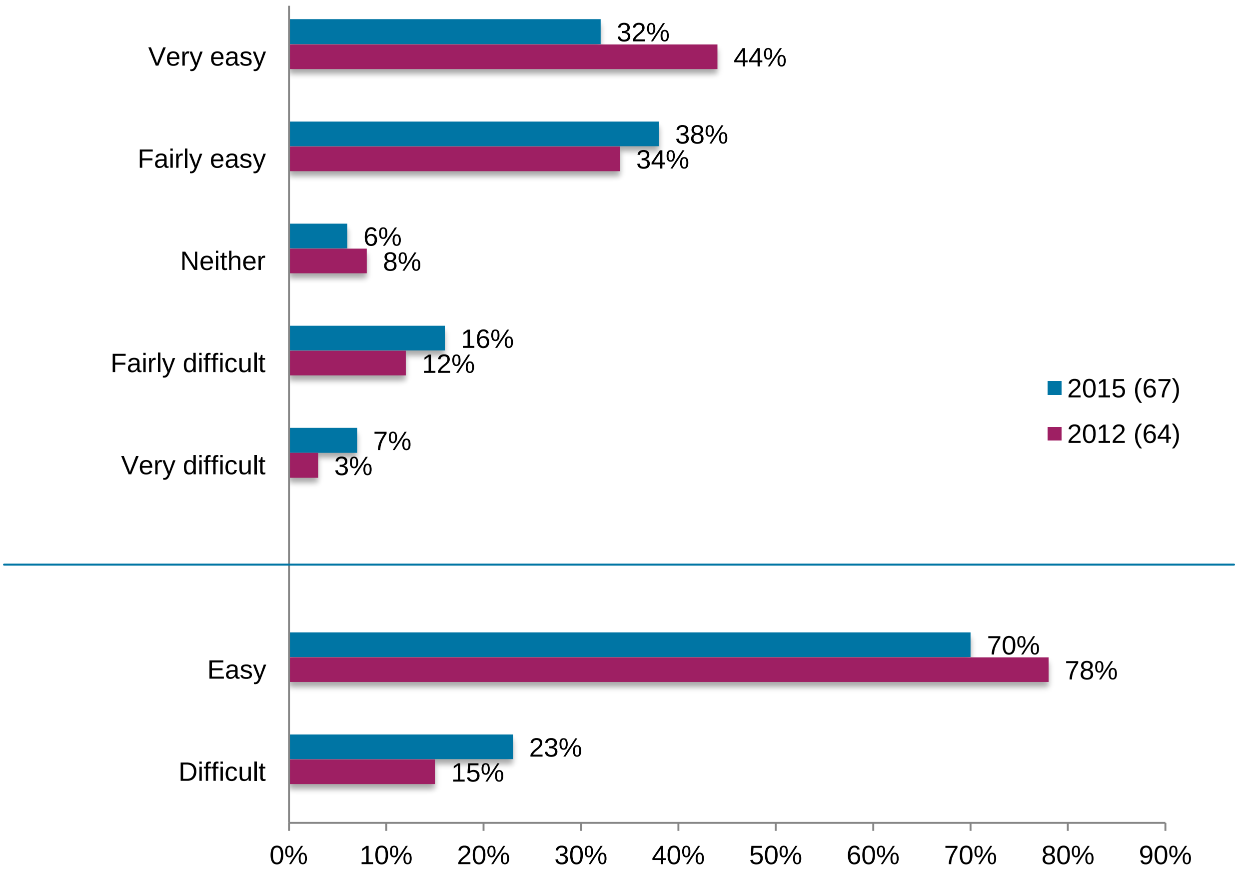


Sample base = 471

11.2 Ease of contacting a member of staff to report anti-social behaviour

Those who have reported ASB in the last 12 months were asked a series of questions around their experience. Seven in ten (70%) found it easy to contact a member of staff to report the issue, and a quarter (23%) found it difficult. These findings are not significantly different compared to 2012 given the relatively low sample sizes involved.

Figure 52: Q48. At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint? (Valid responses, all those reporting ASB)

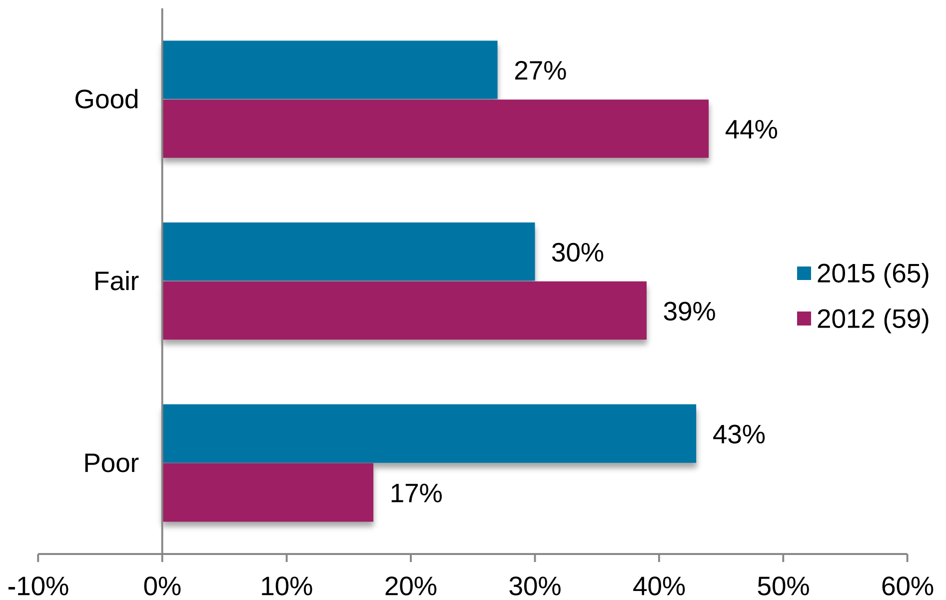


Sample bases shown in brackets

11.3 Speed of being interviewed about anti-social behaviour complaint

Asked how quickly they were initially interviewed about their complaint, respondents are, on balance, more likely to rate this area of the ASB service as poor (43% poor, 27% good). This represents a significant deterioration in perceptions compared to 2012 (even taking into account the low sample sizes involved), as the figure below indicates.

Figure 53: Q49. How would you rate how quickly you were initially interviewed about your complaint (either in person or over the phone)? (Valid responses, all those reporting ASB)



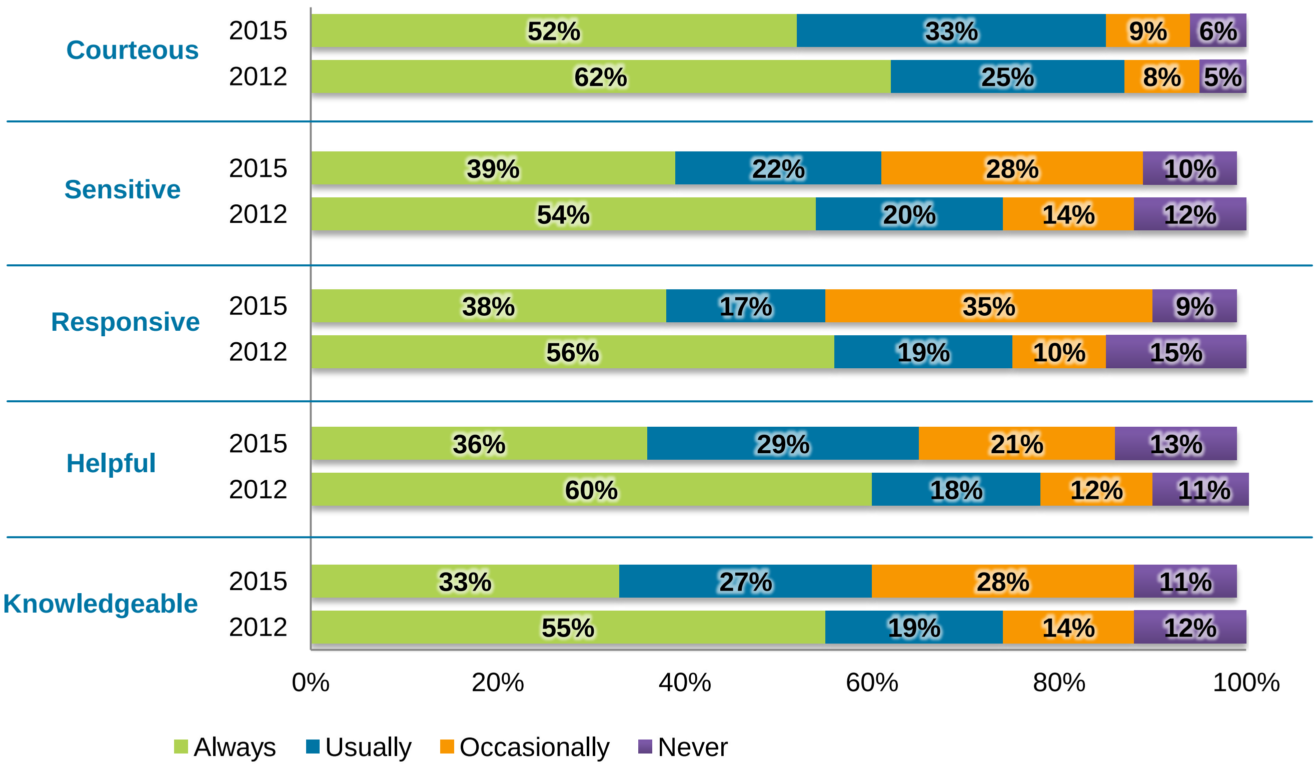
Sample bases shown in brackets

11.4 Opinion of member of staff

When exploring resident opinion on the member of staff who dealt with the anti-social behaviour case, respondents are most positive about whether the member of staff was courteous, with 52% saying that this was always the case and 33% usually. By contrast, 39% or fewer say that the member of staff was always sensitive, responsive, helpful, and knowledgeable.

It will be seen from the figure below that the proportion giving the most positive rating of 'Always' has fallen for all measures, significantly so in the case of the following metrics: responsive, helpful, and knowledgeable. In conjunction with the other findings in the section this indicates that attention needs to be paid to improving service levels in relation to ASB complaint handling; however, it should also be noted that the proportion saying that the member of staff 'Never' showed the attributes listed is broadly in line with the 2012 findings.

Figure 54: Q50. How would you describe the member of staff dealing with your anti-social behaviour complaint? (Valid responses, all those reporting ASB)



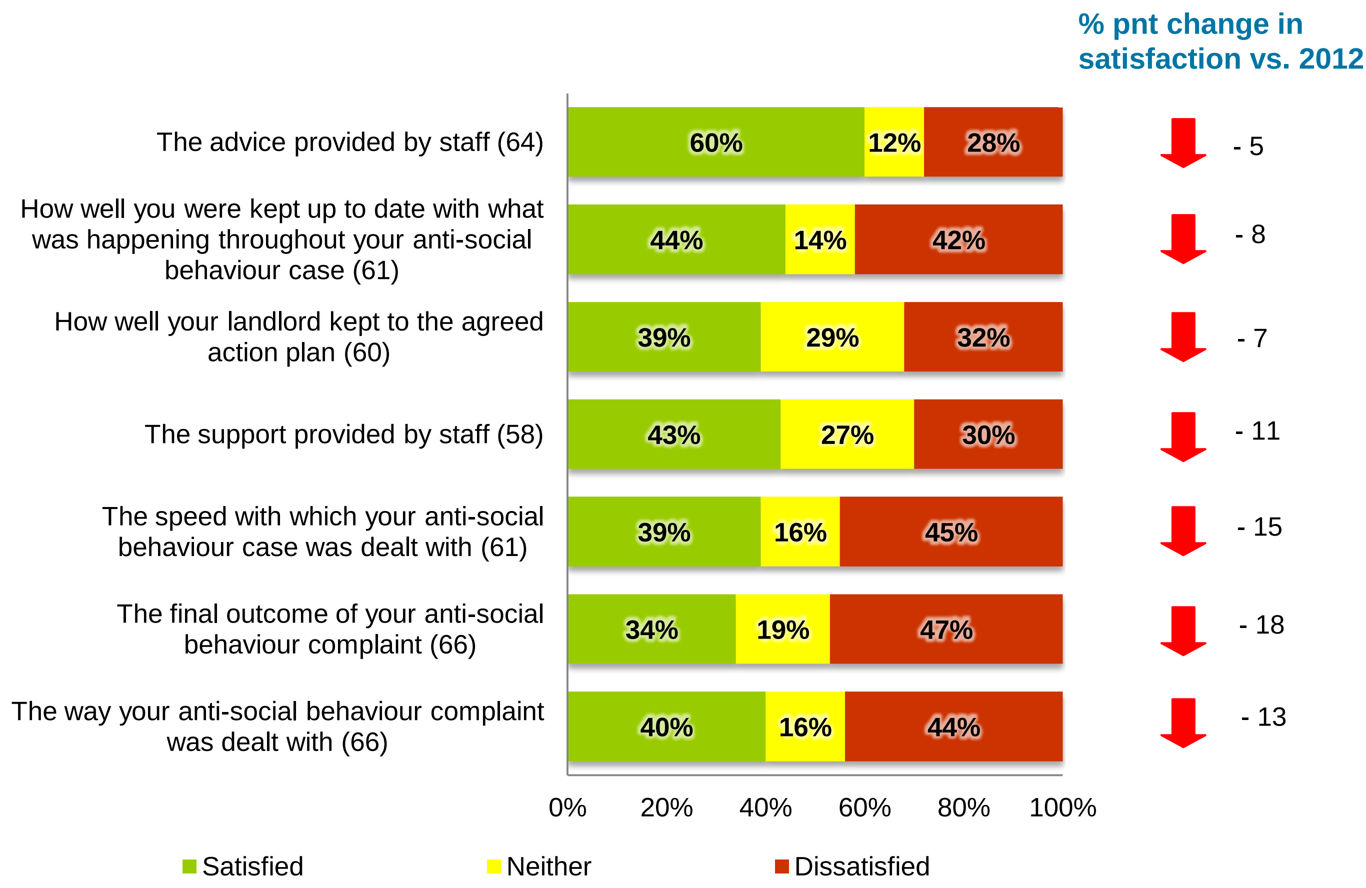
Sample bases vary

11.5 Satisfaction with aspects of anti-social behaviour service

Satisfaction with other aspects of the ASB service, amongst those who have reported ASB, has also fallen compared to 2012, with dissatisfaction higher. Due to the low sample sizes involved it should be noted that only the fall in satisfaction with the final outcome of the complaint is statistically significant.

Overall, however, tenants are more likely to be dissatisfied than satisfied with how their ASB complaint was dealt with (40% satisfied, 44% dissatisfied). With satisfaction lowest in relation to the final outcome of the complaint, managing expectations of the likely outcome is likely to be key in improving perceptions of the service. However, there are also high levels of dissatisfaction with being kept up to date with progress (42% dissatisfied) and the speed with which the case was dealt with (45%). This tallies with the fall, discussed above, in satisfaction with the responsiveness of individual staff members and suggests that the Council could do more to convince ASB complainants that their case is being expedited.

Figure 55: Q51. How satisfied or dissatisfied were you with the following aspects of the anti-social behaviour service...? Q52. Overall, how satisfied or dissatisfied are you with the final outcome of your anti-social behaviour complaint? Q53. Overall, how satisfied or dissatisfied are you with the way your anti-social behaviour complaint was dealt with? (Valid responses, all those reporting ASB)

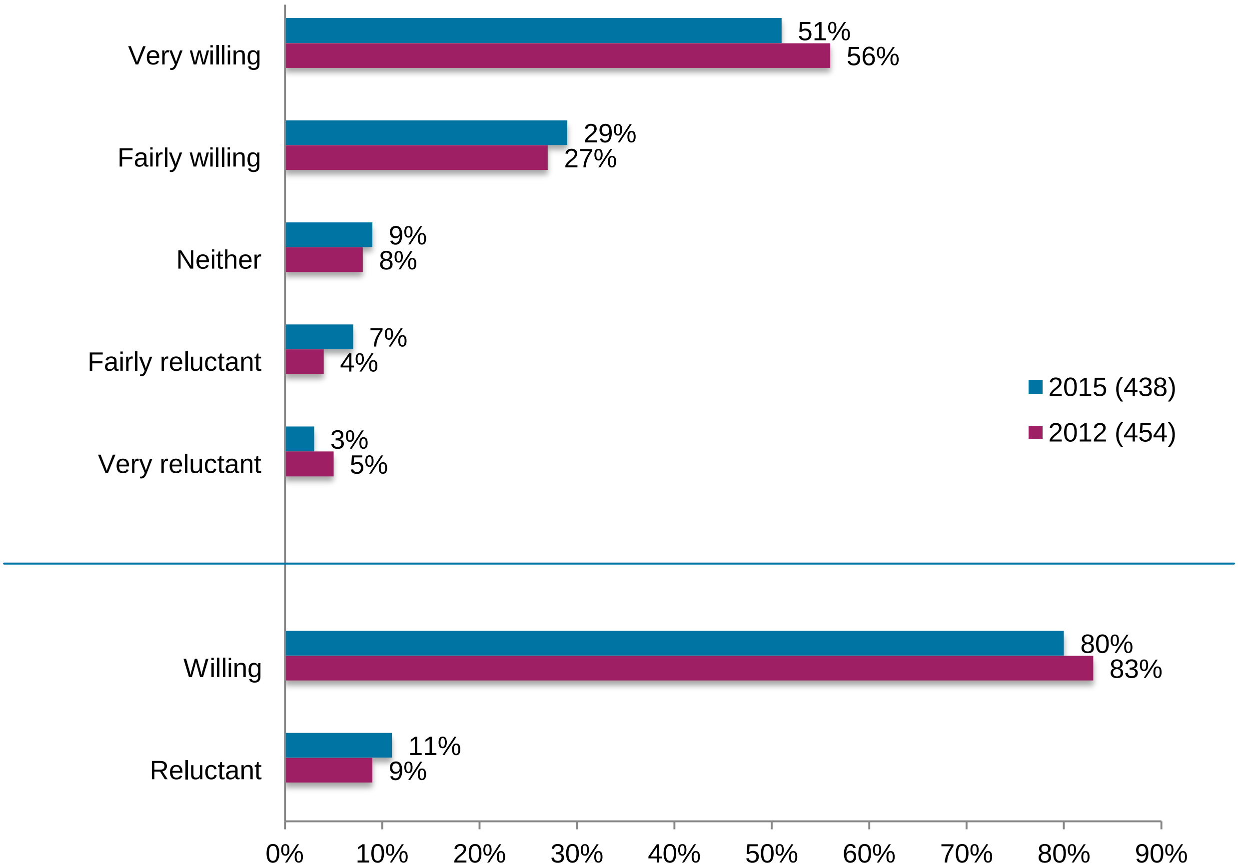


Sample bases shown in brackets

11.6 Willingness to report anti-social behaviour

All respondents were asked how willing they would be to report anti-social behaviour in the future. Eight in ten state that they would be willing to report anti-social behaviour (80%), with half (51%) stating that they would be very willing. These findings are similar to the 2012 results.

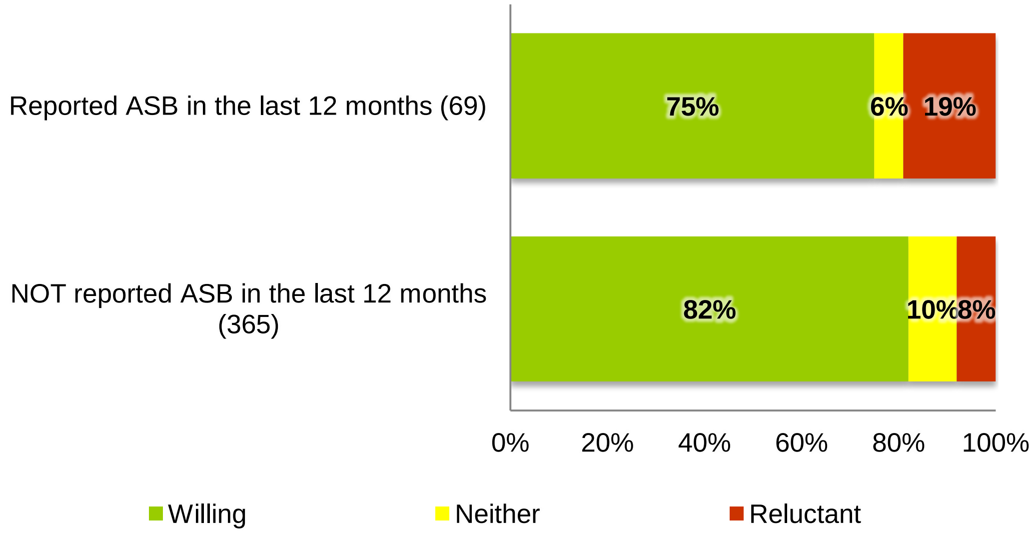
Figure 56: Q54. How willing would you be to report any anti-social behaviour to your landlord in the future? (Valid responses)



Sample bases shown in brackets

One fifth of those who have reported anti-social behaviour in the last 12 months would be reluctant to do so again, significantly more so than those who have not reported ASB (19% reluctant cf. 8%). Given that the cohort of those who have made an ASB complaint are by definition more likely to make their feelings known, this suggests that the service received has made some complainants reluctant to go to the Council for help again in relation to ASB.

Figure 57: Q54. How willing would you be to report any anti-social behaviour to your landlord in the future? – By whether ASB has been reported in the last 12 months (Valid responses)



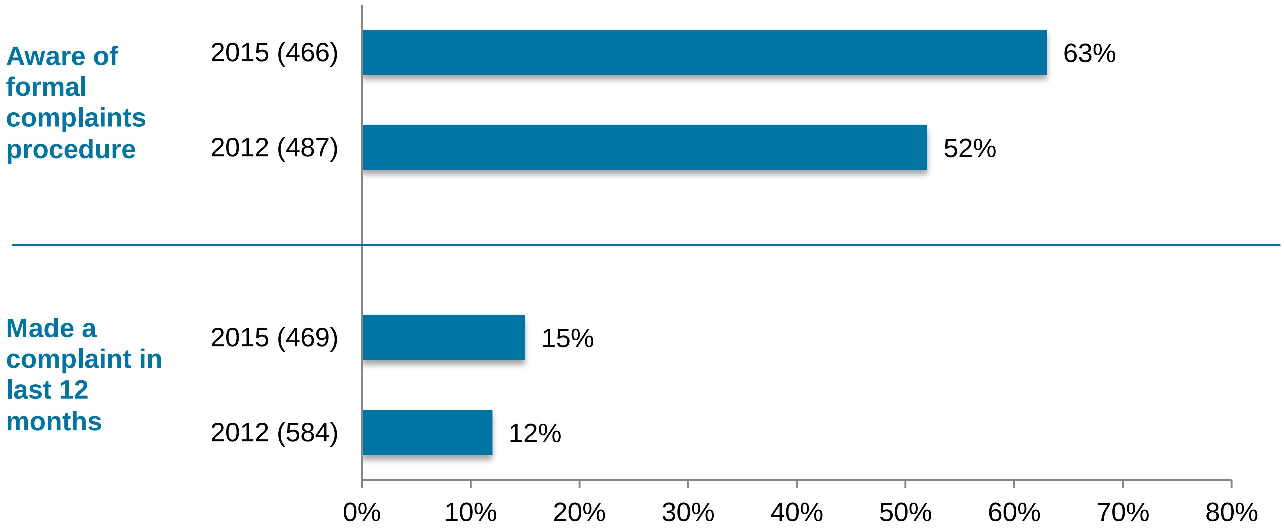
Sample bases shown in brackets

12 Complaints

12.1 Awareness of formal complaints procedure, and proportion making a complaint

Almost two-thirds (63%) are aware that the Council as their landlord has a formal complaints procedure, significantly more than in 2012 when 52% were aware of this. This increase may account for the (slight) increase in the proportion making a complaint in the last 12 months (15%, compared to 12% previously). There are no significant differences in awareness of the complaints procedure, or in propensity to make a complaint, within key subgroups such as age, property type, management area, etc.

Figure 58: Q55. Are you aware that your landlord has a formal complaints procedure? Q56. Have you made a complaint to your landlord in the last 12 months? (Valid responses)



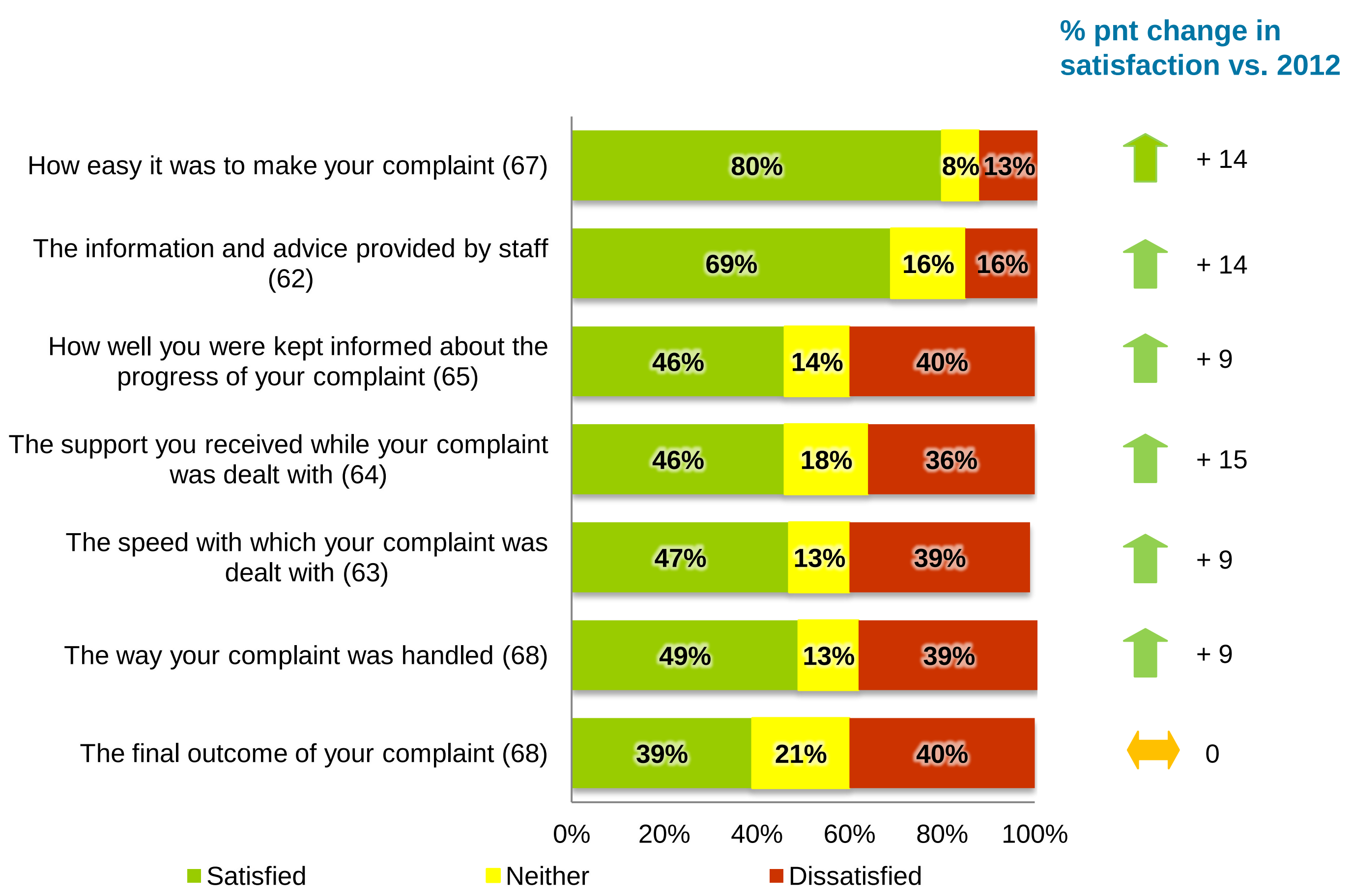
Sample bases shown in brackets

12.2 Satisfaction with aspects of reporting a complaint

All respondents who made a complaint in the last 12 months were asked how satisfied or dissatisfied they were with the different aspects of the complaint. Overall, half are satisfied with how their complaint was handled (49%), with 39% dissatisfied. Perceptions are most positive on how easy it was to make the complaint and the information and advice provided by staff. As with the section on ASB complaints handling, perceptions are least positive on the final outcome of the complaint, with complainants slightly more likely to be dissatisfied than satisfied (40% cf. 39%). As with ASB complaints handling, around four in ten are dissatisfied on how well they were kept informed, and the speed with which their complaint was handled. Whilst it may be difficult to deliver the final outcome that complainants would prefer, there may be scope to improve how the speed of complaint handling and the degree to which complainants are kept informed of progress.

Encouragingly, satisfaction levels have increased compared to 2012 on nearly all the measures shown, although due to the low sample sizes involved none of these changes are statistically significant.

Figure 59: Q57. How satisfied or dissatisfied were you with the following aspects of the complaints service? Q58. Overall, how satisfied or dissatisfied are you with the way your complaint was handled by your landlord? Q59. Overall, how satisfied or dissatisfied are you with the final outcome of your complaint? (Valid responses, all making a complaint)

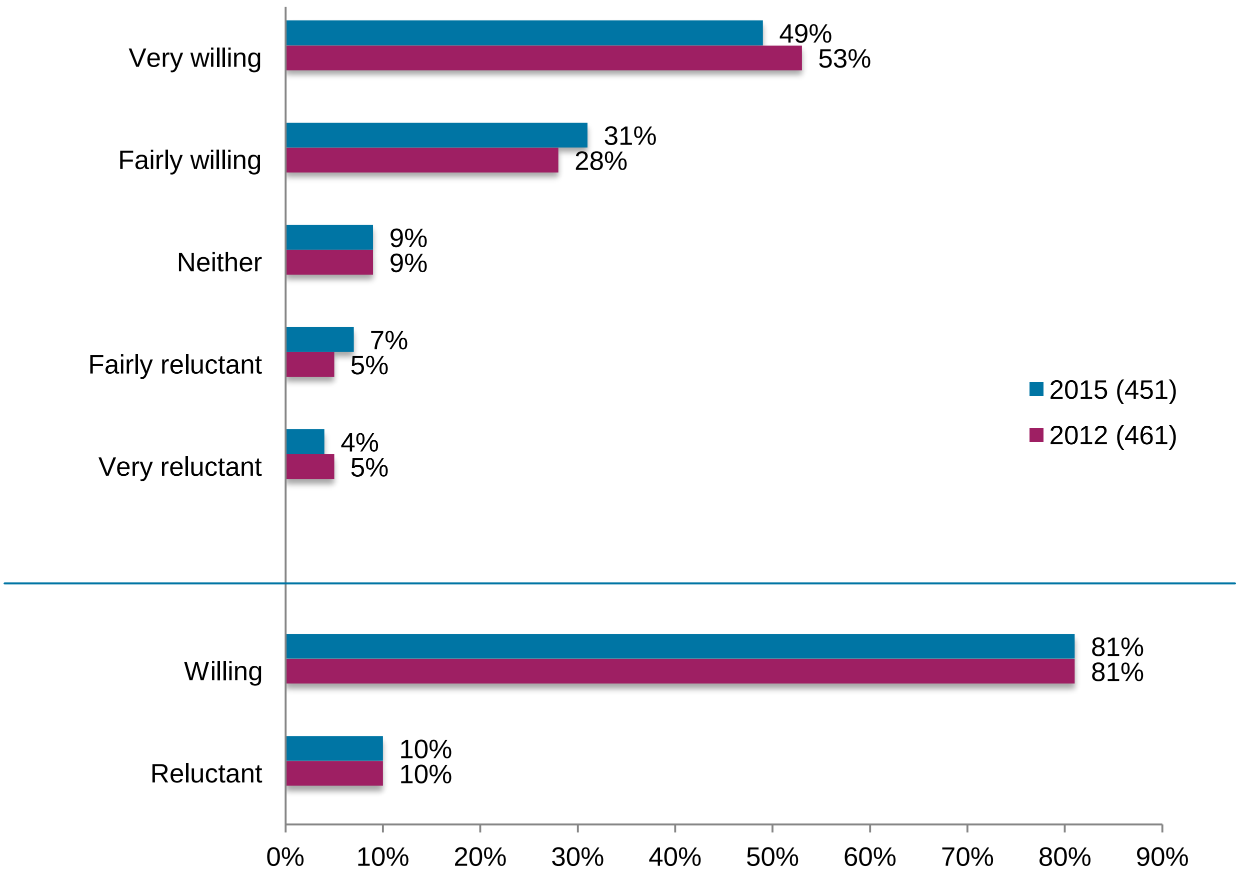


Sample bases shown in brackets

12.3 Willingness to make a complaint to Council Housing

All respondents were asked how willing they would be to make a complaint in the future. As with the 2012 findings, 81% would be willing to do this, with 10% reluctant.

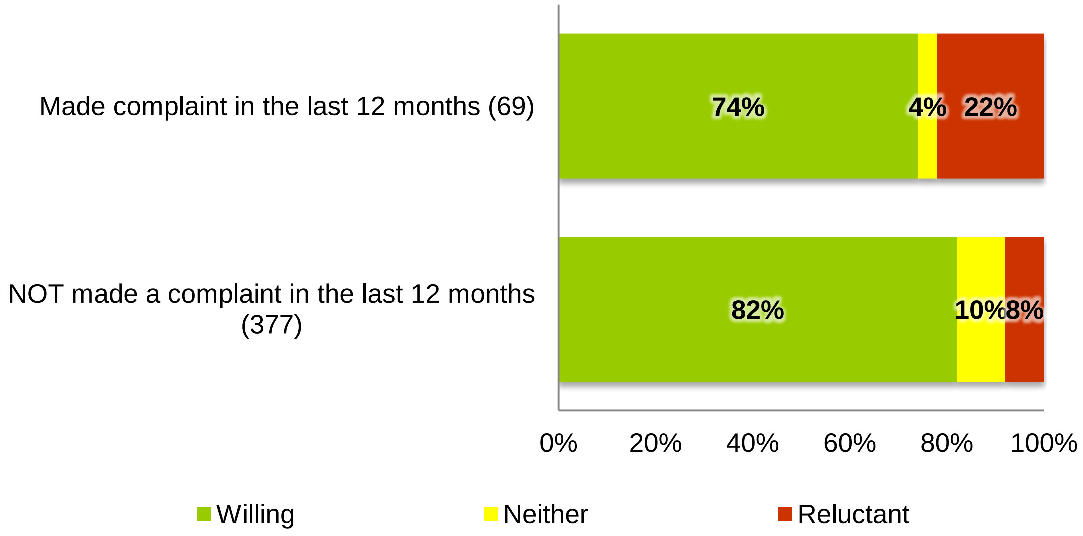
Figure 60: Q60. How willing would you be to make a complaint to your landlord in the future? (Valid responses)



Sample bases shown in brackets

As with the anti-social behaviour findings, those making a complaint in the last 12 months are significantly more likely to say they would be reluctant to do this again, compared to those who have not made a complaint (22% reluctant cf. 8%).

Figure 61: Q60. How willing would you be to make a complaint to your landlord in the future? – By whether a complaint has been made in the last 12 months (Valid responses)



Sample bases shown in brackets

13 Wellbeing

For the first time on this wave of the satisfaction research, tenants were asked to rate their own feelings of personal well-being, on four nationally-recognised measures. The figures below are means, based on a scale of 0-10 on each measure where 0 means not at all and 10 means completely. A high score is therefore positive on all measures except for the 'anxiety' measure where a low score is desirable.

On all measures of wellbeing, Barrow tenants record less positive scores than the available benchmarks for North West and, more locally, Cumbria.

Table 5: Well-being measures – Means (Valid responses)

	Barrow tenants	North West (benchmark)	Cumbria (benchmark)
Feelings of **overall satisfaction** with your life nowadays	6.61	7.56	7.88
Feeling that the things you do are **worthwhile**	6.82	7.81	8.02
Feelings of **happiness** yesterday	6.53	7.39	7.61
Feelings of **anxiety** yesterday	4.65	2.91	2.88

14 Benchmarks

In April 2015 as part of its STAR benchmarking service HouseMark produced a summary of findings for 2013/14. The results from the Barrow Borough Council (BBC) survey are compared with the HouseMark benchmarks against the national General Needs level, by region, and stock size.

14.1 National General Needs level

Table 6: Comparison with HouseMark's benchmark data for General needs STAR surveys 2013/14

Description	BBC	Upper quartile	Median	Lower quartile	Number in sample
Percentage of respondents very or fairly satisfied with the service provided by their social housing provider	90%	89%	86%	82%	93
Percentage of respondents very or fairly satisfied with the overall quality of their home	91%	87%	84%	79%	86
Percentage of respondents very or fairly satisfied with their neighbourhood as a place to live	86%	88%	84%	79%	91
Percentage of respondents very or fairly satisfied that their rent provides value for money	88%	84%	80%	76%	88
Percentage of respondents very or fairly satisfied that their service charge provides value for money	83%	74%	66%	60%	61
Percentage of respondents very or fairly satisfied with the way their social housing provider deals with repairs and maintenance	91%	84%	79%	75%	89
Percentage of respondents very or fairly satisfied that their social housing provider listens to their views and acts upon them	80%	74%	68%	62%	89

SOURCE: HouseMark

14.2 Region

Table 7: Comparison with HouseMark's benchmark data for General needs STAR surveys 2013/14 in North (North West, North East, Yorkshire, & Humber)

Description	BBC	Upper quartile	Median	Lower quartile	Number in sample
Percentage of respondents very or fairly satisfied with the service provided by their social housing provider	90%	94%	88%	87%	20
Percentage of respondents very or fairly satisfied with the overall quality of their home	91%	87%	86%	81%	19
Percentage of respondents very or fairly satisfied with their neighbourhood as a place to live	86%	90%	88%	81%	18
Percentage of respondents very or fairly satisfied that their rent provides value for money	88%	86%	82%	77%	19
Percentage of respondents very or fairly satisfied that their service charge provides value for money	83%	76%	72%	67%	12
Percentage of respondents very or fairly satisfied with the way their social housing provider deals with repairs and maintenance	91%	86%	83%	81%	18
Percentage of respondents very or fairly satisfied that their social housing provider listens to their views and acts upon them	80%	77%	73%	68%	19

SOURCE: HouseMark

14.3 Stock size

Table 8: Comparison with HouseMark's benchmark data for General needs STAR surveys 2013/14 by small landlords (fewer than 5,000 properties)

Description	BBC	Upper quartile	Median	Lower quartile	Number in sample
Percentage of respondents very or fairly satisfied with the service provided by their social housing provider	90%	89%	87%	84%	31
Percentage of respondents very or fairly satisfied with the overall quality of their home	91%	87%	85%	81%	29
Percentage of respondents very or fairly satisfied with their neighbourhood as a place to live	86%	88%	83%	79%	31
Percentage of respondents very or fairly satisfied that their rent provides value for money	88%	85%	80%	77%	30
Percentage of respondents very or fairly satisfied that their service charge provides value for money	83%	71%	66%	60%	20
Percentage of respondents very or fairly satisfied with the way their social housing provider deals with repairs and maintenance	91%	84%	80%	75%	31
Percentage of respondents very or fairly satisfied that their social housing provider listens to their views and acts upon them	80%	74%	71%	65%	31

SOURCE: HouseMark

15 Sample profile

Table 9: Unweighted sample profile

Age	Main tenant	Tenant 2 / partner	Person 3	Person 4	Person 5	Person 6
Base	**456**	**142**	**107**	**43**	**10**	**5**
Under 16	n/a	3%	34%	67%	83%	100%
16-24	2%	9%	37%	23%	0%	0%
25-34	5%	10%	14%	7%	17%	0%
35-44	13%	13%	5%	0%	0%	0%
45-54	19%	21%	8%	0%	0%	0%
55-59	12%	9%	0%	0%	0%	0%
60-64	11%	10%	1%	0%	0%	0%
65-74	23%	18%	0%	0%	0%	0%
75-84	12%	7%	1%	0%	0%	0%
85+	4%	0%	1%	2%	0%	0%
Gender	**Main tenant**	**Tenant 2 / partner**	**Person 3**	**Person 4**	**Person 5**	**Person 6**
Base	**476**	**147**	**110**	**42**	**12**	**5**
Male	43%	50%	64%	60%	58%	20%
Female	57%	50%	36%	41%	42%	80%
Ethnicity	**Main tenant**	**Tenant 2 / partner**	**Person 3**	**Person 4**	**Person 5**	**Person 6**
Base	**469**	**168**				
White English/ Welsh/ Scottish/ Northern Irish/ British	99%	94%				
White Irish	<0.5%	2%				
Gypsy or Irish Traveller	<0.5%	0%				
Any other White background	<0.5%	1%				
White and Black Caribbean (mixed)	<0.5%	0%				
Bangladeshi	0%	1%				
Any other Asian background	<0.5%	1%				
Caribbean	<0.5%	0%				
Any other ethnic group	0%	1%				
Not applicable	0%	1%				

Table 10: Unweighted sample profile (cont.)

Activities of anyone in household limited due to health problem	
Sample Bases	**459**
Yes - limited a lot	44%
Yes - limited a little	25%
No	31%
Household receives housing benefit	
Sample Bases	**466**
Yes	80%
No	20%
Sexual orientation	
Sample Bases	**429**
Heterosexual (attracted to the opposite sex)	88%
Gay man (attracted to the same sex)	1%
Gay woman (attracted to the same sex)	1%
Bisexual (attracted to both sexes)	<0.5%
Other	3%
Prefer not to say	8%
Religion	
Sample Bases	**440**
No religion	25%
Christian (All denominations)	68%
Jewish	1%
Muslim	<0.5%
Any other religion	3%
Prefer not to say	5%

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2013.

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

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BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

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