



Research report



Customer Satisfaction Survey 2012

Prepared for: Barrow Borough Council

Customer Satisfaction Survey 2012

Prepared for: Barrow Borough Council

Prepared by: Bill Wakefield (Account Manager)

January 2013



Produced by BMG Research

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www.bmgresearch.co.uk

Project: 8870

Registered in England No. 2841970

Registered office:

7 Holt Court North
Heneage Street West
Aston Science Park
Birmingham
B7 4AX
UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No: B4626

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1 Key Findings

1.1 Introduction and methodology

As part of its ongoing commitment to seek the views of its tenants, in June 2012 Barrow Borough Council Housing Service (Barrow) commissioned BMG Research (BMG) to carry out a postal survey amongst its customers. The overall objective of the survey was to gain levels of customer satisfaction with Barrow in key service areas.

A postal satisfaction survey of customers was carried out between August and October 2012. In total, 1,500 questionnaires and letters were mailed out to tenants across all estates, with two full reminder mailings going out to those customers who did not or could not respond to the initial mailing.

In total 527 questionnaires were returned and this is subject to a maximum standard error of +/-3.8% at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 3.8% of the percentages reported.

1.2 Overall satisfaction with Barrow

More than four fifths (87%) of tenants are satisfied with the overall service provided by Barrow, with 51% very satisfied. In contrast, just 6% are dissatisfied and a further 7% are neither satisfied nor dissatisfied. These results produce a net satisfaction rating of +81%. In 2008, 87% of tenants were satisfied and 6% dissatisfied thus also giving a net satisfaction rating of +81%. It can be seen, therefore, that this year's satisfaction score is on a par with that produced in 2008.

1.3 Housing and services

1.3.1 The quality of the home

Nine tenths (90%) of all residents are satisfied with the overall quality of their home, while a further 4% are ambivalent. Conversely, 6% are dissatisfied, which produces a net satisfaction rating of +84%. In 2008, 88% of all tenants were satisfied and 7% dissatisfied, so there has been a very slight increase in satisfaction since the last survey was conducted.

1.3.2 Value for money for rent

The majority (89%) of residents are satisfied that the rent for their property represents value for money, while just 6% are dissatisfied. The net satisfaction rating for this indicator is +83%. In 2008, 84% of all tenants were satisfied and 6% dissatisfied. It can be seen, therefore, that this year's results show a marked increase in satisfaction from those produced in 2008.

1.3.3 Value for money for service charge

Four fifths (81%) of residents are satisfied that the service charge for their property represents value for money, while 8% are dissatisfied and 11% ambivalent. The net satisfaction rating for this indicator is +73%.

1.3.4 Taking into account tenants' views

Eight in ten (79%) tenants are satisfied that Barrow listens to their views and acts upon them compared with 9% who are dissatisfied, thus producing a net satisfaction rating of +70%. In 2008 the question was asked in a slightly different way¹, and just over three quarters (76%) were satisfied while 9% were dissatisfied. Satisfaction for this indicator has, therefore, increased by three percentage points since the last survey was conducted.

1.4 General Services

1.4.1 The overall condition of the home

All tenants were asked to rate how satisfied or dissatisfied they are with the overall condition of their home. Almost nine tenths (89%) of all residents are satisfied with the overall condition of their home, while a further 4% are ambivalent. Conversely, 7% are dissatisfied, which produces a net satisfaction rating of +82%. In 2008, 86% of all tenants were satisfied and 9% dissatisfied, so there has been a slight increase in satisfaction since the last survey was conducted.

1.4.2 Opportunity to make views known

All residents were asked how satisfied they are that Barrow gives them the opportunity to make their views known. Three quarters (76%) of tenants are satisfied that Barrow gives them the opportunity to make their views known, with two fifths (39%) very satisfied. One in six (17%) are ambivalent and just 6% are dissatisfied.

1.4.3 Keeping residents informed

All tenants were asked whether or not they feel their landlord is good at keeping them informed about things which might affect them as a resident. Four fifths (80%) of residents think that Barrow is good at keeping them informed, with 44% who think they are very good at keeping them informed. Around one in fourteen (7%) deem Barrow poor at keeping them informed about things that might affect them as residents. This data provides a net balance score of +73%. In 2008, four fifths (79%) of residents thought that Barrow were good at keeping them informed and 7% thought they were poor, so it can be seen that satisfaction has remained fairly static since 2008 for this indicator.

1.4.4 Being treated fairly

Approaching nine tenths (87%) of all residents are satisfied that Barrow treats them fairly, while a further 10% are ambivalent. Conversely 4% are dissatisfied, which produces a net satisfaction rating of +83%.

¹ In 2008 the question was worded: 'How satisfied or dissatisfied are you that your views are taken into account by your housing provider?'

1.4.5 Satisfaction with other aspects of Barrow's services

All residents were presented with a list of four services provided by or dealt with by Barrow and asked to say how satisfied they are with each. The majority of respondents are satisfied with how Barrow deals with all of the aspects apart from moving or swapping home which elicited a large ambivalent response, presumably as so many residents simply had not moved home and were unable to give a definitive response to this question.

1.4.6 Published Service Standards

All residents were asked if they are aware of Barrow's published service standards. Just under half (47%) of all residents are aware.

1.4.7 Gas servicing arrangements

Asked how satisfied they are with gas servicing arrangements, 94% of residents said they are satisfied while just 3% are not.

1.4.8 What tenants consider to be most important

Residents were presented with eight services and asked which they consider to be the three most important. The majority (79%; 77% in 2008) of tenants included repairs and maintenance within the three attributes they consider to be most important. More than half (56%; 56% 2008) highlighted the overall quality of their home.

1.4.9 Advice and support

Asked to say how satisfied they are with the advice and support they receive from Barrow about claiming housing benefit and other welfare benefits and managing their finances and paying rent and service charges, the majority are satisfied with both.

1.5 Contact with Barrow

1.5.1 Contact with Barrow

All tenants were asked whether or not they had been in contact with Barrow over the last twelve months. The majority (59%) of residents indicated they had been in contact with Barrow over the last twelve months while 41% have not. In 2008 77% of tenants had made contact.

1.5.2 Getting hold of the right person

The majority (78%) of tenants who had been in contact with Barrow found getting hold of the right person easy, whereas 12% found it difficult. A further 10% found it neither easy nor difficult.

1.5.3 Helpfulness of staff

The vast majority of (85%; 90% in 2008) found the member of staff helpful, whereas just 6% found them unhelpful. A further 9% found them neither helpful nor unhelpful.

1.5.4 Whether query was answered within a reasonable time

Tenants were further asked if their query was answered within a reasonable time. Approaching nine in ten (86%) of respondents said their query was answered within a reasonable time.

1.5.5 Ability of staff to deal with the problem

Tenants who had been in contact with Barrow in the last twelve months were then asked how satisfied they were with the ability of staff to deal with the query quickly and efficiently. More than four fifths (85%) expressed satisfaction, whereas 7% were dissatisfied.

1.5.6 Satisfaction with the final outcome

Tenants who had been in contact with Barrow in the last twelve months were also asked to rate their satisfaction with the final outcome. Four fifths (79%) reported they were satisfied with the final outcome. Conversely, around one in seven (14%) expressed dissatisfaction and a further 7% were neither satisfied nor dissatisfied. The net satisfaction rating produced for this indicator, therefore, is +65%.

1.5.7 Access to the Internet at home

All respondents were asked if they have access to the Internet at home. Just under two fifths (39%) do have access at home while the remaining 61% do not.

1.5.8 Preferred methods of being kept informed

All tenants were asked which methods of being kept informed and getting touch with Barrow they are happy to use. The majority (75%) prefer to use the telephone while 51% each prefer written communication or a visit to the office.

1.6 The neighbourhood

1.6.1 Satisfaction with the neighbourhood

More than four fifths (84%) are satisfied with their neighbourhood as a place to live. Conversely, 11% of tenants are dissatisfied with their neighbourhood. The data results in a net satisfaction rating of +73% for this indicator. In 2008, 81% of tenants were satisfied with their neighbourhood as a place to live while 13% were dissatisfied. There has therefore been a slight increase in satisfaction levels for this indicator.

1.7 Repairs and Maintenance

1.7.1 Satisfaction with the repairs and maintenance service

Almost nine in ten (88%) of all tenants are satisfied with the repairs service, with almost half (48%) feeling very satisfied. In contrast 7% are dissatisfied and 5% ambivalent. A net satisfaction rating of +81% is recorded for this indicator. In 2008 88% of tenants expressed satisfaction with this service and 9% dissatisfaction, so results from this year's survey are on a par with those reported in 2008.

1.7.2 Completing a repair

All tenants were then asked if they had had any repairs completed over the previous 12 months. Approaching nine in ten (85%) indicated they had had a repair completed.

1.7.3 Satisfaction with aspects of the repairs service

The majority of respondents who have had a repair completed over the past 12 months (85% of all tenants) are satisfied with each of the aspects of the repairs and maintenance service they were asked to comment on.

1.7.4 Last completed repair

Respondents who have had a repair completed over the past 12 months were then asked if the contractor showed proof of identity. Almost nine in ten (88%) said that the contractor did show proof of identity, while 12% report that they did not.

Respondents who have had a repair completed over the past 12 months were also asked if that repair appointment was kept. More than nine in ten (92%) said that their appointment was kept, while 8% report that their repair appointment was not kept.

1.8 Anti-social behaviour

1.8.1 Reporting Anti-Social Behaviour

All tenants were asked to indicate whether or not they have reported any ASB to Barrow in the past 12 months. One in eight (12%; 14% in 2008) tenants has reported ASB while the remainder (88%) has not.

1.8.2 Ease of contacting a staff member to report ASB

More than three quarters (78%) found contacting a member of staff to report the ASB complaint easy (72% in 2008), whereas 15% found it difficult. The remainder (8%) found it neither difficult nor easy.

1.8.3 Speed of being interviewed about the complaint

Asked to rate how quickly they were initially interviewed about their ASB complaint, just over two fifths (44%) said it was good, while a further 39% said it was fair.

1.8.4 Satisfaction with final outcome of ASB complaint

More than half (52%) are satisfied with the final outcome of their ASB complaint (50% in 2008), whereas 32% are dissatisfied. The remainder (16%) are neither satisfied nor dissatisfied.

1.8.5 Satisfaction with way in which ASB complaint was dealt with

More than half (53%) are satisfied with the way their ASB complaint was dealt with (63% in 2008), whereas 36% are dissatisfied (24% in 2008). The remainder (11%) are neither satisfied nor dissatisfied.

1.8.6 Willingness to report any ASB to Barrow in the future

More than four in five (83%) of all respondents would be willing to report any ASB in the future, whereas 9% would be reluctant.

1.9 Complaints

1.9.1 Complaints procedure

All tenants were asked if they were aware that Barrow has a formal complaints procedure. Similar proportions are aware (52%) or not (48%) of the complaints procedure.

1.9.2 Making a complaint

Around one in eight of all residents (12%) have made a complaint to Barrow in the last year.

1.9.3 Overall satisfaction with how the complaint was handled

Those who had made a complaint were then asked to rate their overall level of satisfaction with the way their complaint was handled by Barrow. Two fifths (40%) of all respondents are satisfied while 45% are dissatisfied and 15% ambivalent.

1.9.4 Overall satisfaction with the final outcome of the complaint

Those who had made a complaint were also asked to rate their overall level of satisfaction with the final outcome of their complaint. Two fifths (39%) of all respondents are satisfied while almost half (47%) are dissatisfied and 14% ambivalent.

1.9.5 Willingness to make a future complaint

All respondents to the survey were asked how willing they would be to make a complaint to Barrow in the future. Eight in ten (81%) of all respondents would be willing to make a future complaint while 10% would be reluctant and 9% are ambivalent.

1.10 Local services

1.10.1 Appearance of the neighbourhood

All residents were asked to rate their level of satisfaction with the overall appearance of their neighbourhood. Four fifths (82%) of all respondents are satisfied while one in seven (14%) are dissatisfied and 5% ambivalent.

1.10.2 Grounds maintenance

Similarly, tenants were asked to rate their level of satisfaction with the grounds maintenance such as grass cutting in their area. Three quarters (75%) of all respondents are satisfied while one in six (17%) are dissatisfied and 7% ambivalent.

1.10.3 Cleaning

All respondents were asked to rate their level of satisfaction with two aspects of cleaning: internal communal areas and external communal areas.

Between three fifths and two thirds are satisfied with external cleaning (62%) and internal cleaning (66%). Around one in seven (14%) are dissatisfied with internal cleaning while a fifth (21%) are dissatisfied with external cleaning.

1.10.4 Overall estate services

All tenants were asked to rate their level of satisfaction with overall estate services provided by Barrow. Four fifths (79%) of all respondents are satisfied while one in eleven (9%) are dissatisfied and 11% ambivalent.

1.10.5 Overall estate services value for money

All respondents were also asked to rate their level of satisfaction with the value for money of overall estate services provided by Barrow. Three quarters (77%) of all respondents are satisfied while one in nine (11%) are dissatisfied and 13% ambivalent.

2 Introduction

2.1 Background and method

As part of its ongoing commitment to seek the views of its tenants, in June 2012 Barrow Borough Council (Barrow) commissioned BMG Research (BMG) to carry out a postal survey amongst its customers. The overall objective of the survey was to gain levels of customer satisfaction with Barrow in key service areas. More specifically, however, the objectives of the research are outlined below:

- To assess levels of satisfaction with the housing services offered to its customers;
- To identify areas of the service which require improvement and examine the future needs and aspirations of tenants;
- To enable Barrow to benchmark the results of the survey against those of other housing organisations; and
- To establish the socio-economic and demographic profile of tenants.

2.2 Methodology

A postal satisfaction survey of customers was carried out between August and October 2012. In total, 1,500 questionnaires and letters were mailed out to tenants across all estates, with two full reminder mailings going out to those customers who did not or could not respond to the initial mailing.

In total 527 tenants' questionnaires were returned, and this is subject to a maximum standard error of $\pm 3.8\%$ at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the tenant population, if a census had been conducted, to within 3.8% of the percentages reported.

The questionnaire used for all tenants was the STAR Tenant Satisfaction questionnaire. The use of STAR allows comparison with the performance of other social housing providers.

In order to ensure that the survey results reflect the views of all tenants the data were weighted prior to analysis by Management Area and by property type. This weighting corrects the relative housing stock imbalances within the returns and grosses the data up to the total population.

The number of returns, response rate and confidence interval is provided in the table below.

Table 1 Returns and response rate

Year	Population	Returns	Mailed out	Response rate	Confidence interval
2012	2,643	527	1,500	35%	+/-3.8

The following table shows the comparisons between the numbers of general needs questionnaires mailed out and returned for both this year and the 2008 survey.

Table 2 Returns and response rate year on year

Year	Population	Returns	Mailed out	Response rate	Confidence interval
2012	2,643	527	1,500	35%	+/-3.8
2008	2,605	677	1,400	48%	+/-3.3

The data used in this report are 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 than 1%.

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 only, i.e. if a respondent did not answer a question, or answered it incorrectly they were excluded from the analysis for that question.

Throughout the report, in tables and in graphs, the symbol * is used to denote any figure that is less than 0.5%.

2.2.1 Key Driver Analysis

Key driver analysis was undertaken to help gain a deeper understanding of what factors and issues are important in terms of driving satisfaction levels for Barrow's Housing Service customers. In essence, the statistical technique used was a Multiple Regression, which forms the Key Driver Analysis (KDA). KDA seeks to find important influences on a dependent variable (DV); the indicator in which we are finding key drivers for, using a number of independent variables (IV); indicators used in the analysis, which are ranked in order of being key drivers for the DV. The analysis 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) service provided by the Housing Service.

The principle method used is based on assessing the statistical correlation between residents' ratings on each of the possible 'key drivers', in turn, and their ratings of the DV. This correlation is based on the proportion of variation in the DV (satisfaction with services provided / repairs and maintenance service) that could statistically be 'accounted for' or explained by related variation in the IVs (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 residents' satisfaction. If there is little or no correlation, this offers no evidence that improving the service might have any impact on overall satisfaction.

3 Satisfaction with services provided by Barrow

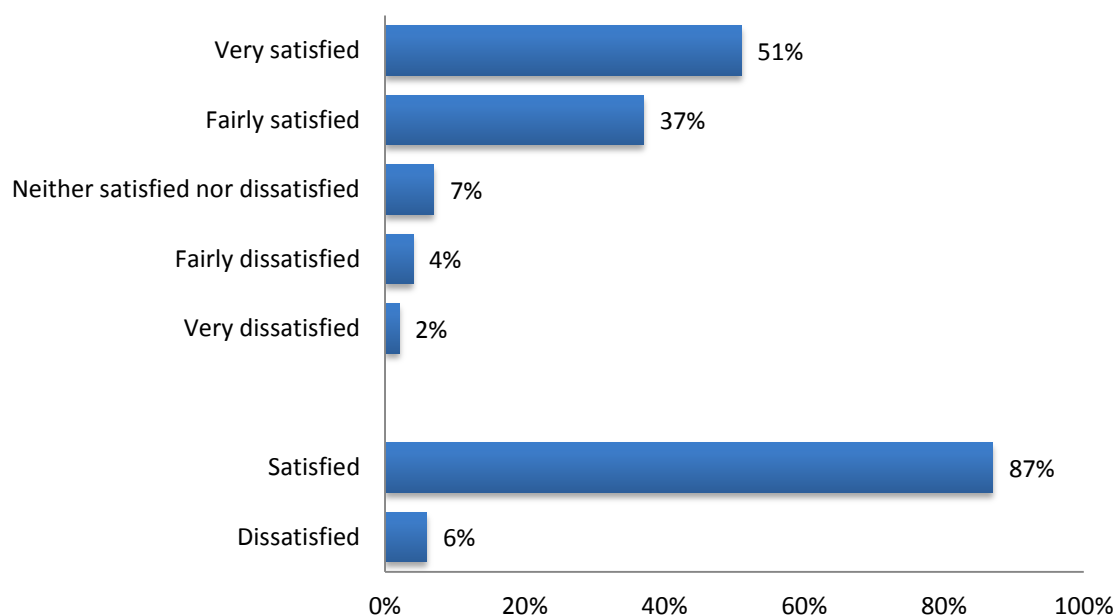
This section will look at tenants' level of satisfaction or dissatisfaction with the services provided by Barrow.

3.1 Overall satisfaction with Barrow

All respondents were asked to rate their level of satisfaction or dissatisfaction with the overall service provided by Barrow.

More than four fifths (87%) of tenants are satisfied with the overall service provided by Barrow, with 51% very satisfied. In contrast, just 6% are dissatisfied and a further 7% are neither satisfied nor dissatisfied. These results produce a net satisfaction rating of +81%. In 2008, 87% of tenants were satisfied and 6% dissatisfied thus also giving a net satisfaction rating of +81%. It can be seen, therefore, that this year's satisfaction score is on a par with that produced in 2008.

Figure 1 Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Barrow (Valid responses)



Unweighted sample base: 514

There is little difference in satisfaction scores analysed by property type, with 89% of those living in upper floor flats satisfied compared with 88% of house dwellers, 87% of those who live in bungalows and 83% of those living in ground floor flats.

Respondents without a disability in the household are significantly more likely to be satisfied with the overall services provided by Barrow (94% compared with 84% of those with a disability).

The following table shows levels of overall satisfaction by Management Area. The data shows that those living in the Ormsgill area are less likely to be satisfied than those living in other areas (84% are satisfied). Dissatisfaction is highest in Walney (10%).

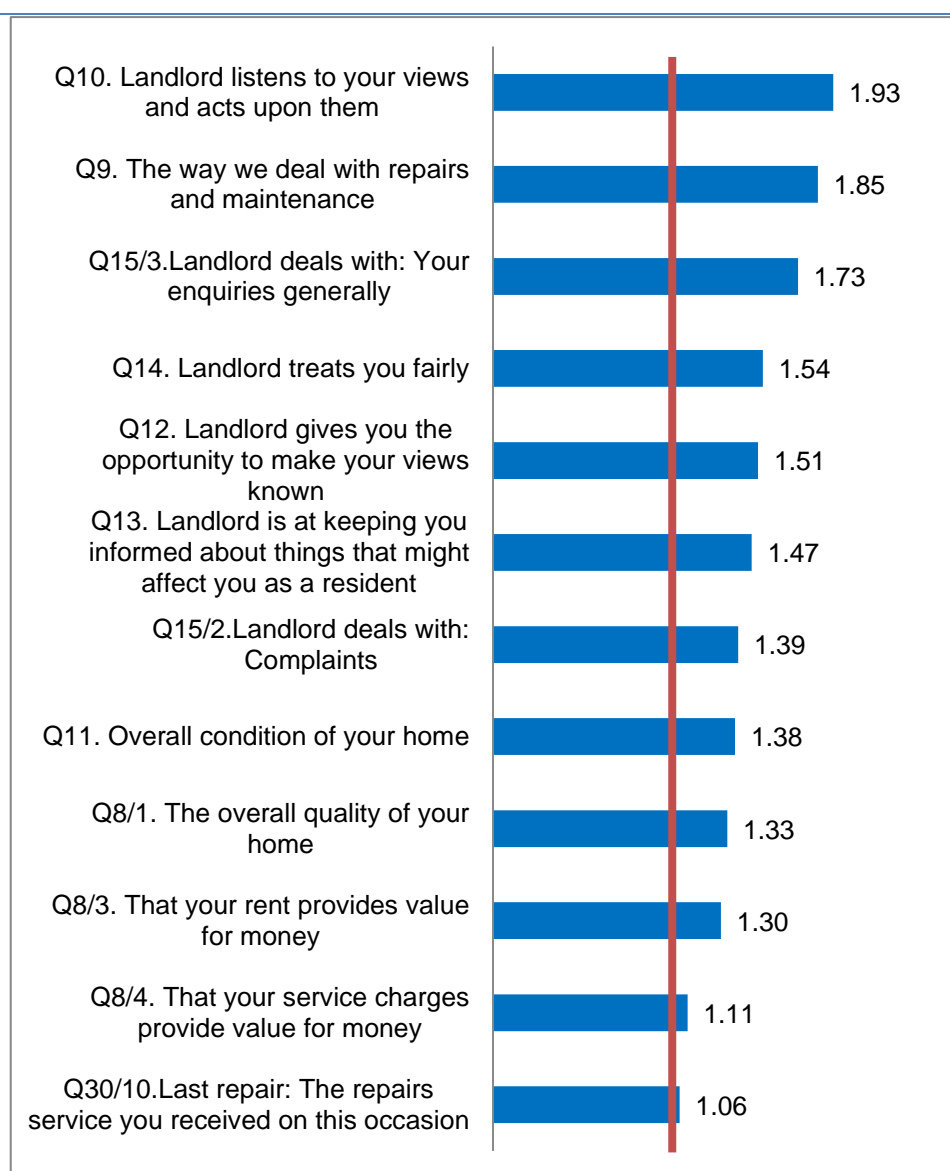
Table 3 Satisfaction with the overall service provided by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [514]	87%	7%	6%	+81%
Central [121]	89%	7%	4%	+85%
Dalton [52]	94%	4%	2%	+92%
Ormsgill [114]	84%	8%	7%	+77%
Roosegate [137]	87%	7%	6%	+81%
Walney [90]	86%	4%	10%	+76%

3.2 Key Driver Analysis

The following figure implies that the Housing Service needs to focus, first and foremost, on listening to residents' views and acting upon them. In a nutshell what the research indicates is that residents' satisfaction with how their landlord listens to and acts upon their views is almost twice (1.93) as important in explaining residents' satisfaction or dissatisfaction with the overall services provided by the Housing Service than the average of the other indicators combined (where a score of 1.0 indicates an average impact).

Figure 2 Key drivers of overall satisfaction with the services provided by the Housing Service



1.0 = Average level of impact

3.2.1 Top three drivers of overall satisfaction

Satisfaction or dissatisfaction with listening to and acting upon residents' views is the highest ranked driver for satisfaction with the overall services provided at 1.93. Given that almost four in five (79%) of Barrow's customers are satisfied with this service and a fifth (21%) cite this service as important it is therefore no surprise that the Housing Service performs well overall, with more than four fifths (87%) expressing overall satisfaction with the services provided.

A key area of focus for the Housing Service will be customers with a relatively high level of dissatisfaction that the Housing Service listens to and acts upon views of residents, such as those with a disability in their household - around one in eight (12%) of these residents are dissatisfied that their views are listened to and acted upon compared with just 4% of those *without* a disability.

The aspect rated as the second most important indicator (1.85) is satisfaction or dissatisfaction with the repairs and maintenance service. The Housing Service performs well on this indicator with almost nine in ten (88%) expressing some level of satisfaction (indeed, almost half - 48% - are *very* satisfied). The key area of focus for the Housing Service for this indicator is again, younger respondents, and in this case, particularly those aged under 35 as they are more likely to be dissatisfied with the repairs and maintenance service. One in eight (12%) of those aged 16-34 express dissatisfaction with the repairs and maintenance service, compared with 9% of those aged 35-54, 5% of those aged 55+ and 6% of those aged 65+.

There is a clear link between age and satisfaction level. The reason for this is predominantly due to expectation levels: younger residents have higher expectation levels than older residents and therefore it will undoubtedly be more difficult to satisfy this group of residents. Activities to promote the Housing Service's service standards may help to manage expectation levels of this group of residents, and as a result may serve to improve the proportion satisfied overall.

Satisfaction or dissatisfaction with how the Housing Service deals with residents' enquiries ranks as the third most important indicator in driving satisfaction levels with the overall services provided by the Housing Service. With approaching nine in ten (85%) residents satisfied with how enquiries are dealt with generally, this implies that residents' perception of the overall services provided by Barrow is strongly influenced by how staff deal with residents' enquiries; with a score of 1.73 this driver is very influential.

4 Housing and services

This section will focus on tenants' views on the home, specifically their satisfaction levels with the quality of their home, and value for money for rent.

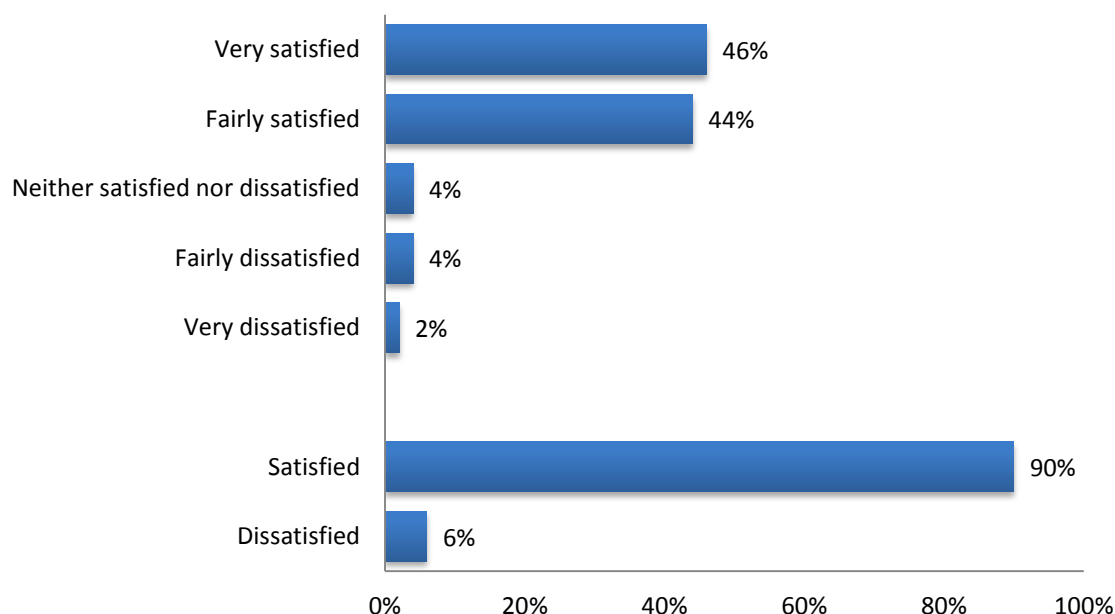
4.1 The overall quality of the home

All tenants were asked to rate how satisfied or dissatisfied they are with the overall quality of their home.

Nine tenths (90%) of all residents are satisfied with the overall quality of their home, while a further 4% are ambivalent. Conversely, 6% are dissatisfied, which produces a net satisfaction rating of +84%.

In 2008, 88% of all tenants were satisfied and 7% dissatisfied, so there has been a very slight increase in satisfaction since the last survey was conducted.

Figure 3 How satisfied or dissatisfied are you with the overall quality of your home? (Valid responses)



Unweighted sample base: 512

Interestingly, older respondents are significantly more likely to be satisfied with the quality of their home than younger respondents (95% of those aged 65+ compared with 87% of those aged under 65).

Spatially, residents of the Dalton Management Area (96%) are more likely to be satisfied than those from other areas.

Table 4 Satisfaction with the quality of the home by Management Area (Valid responses)

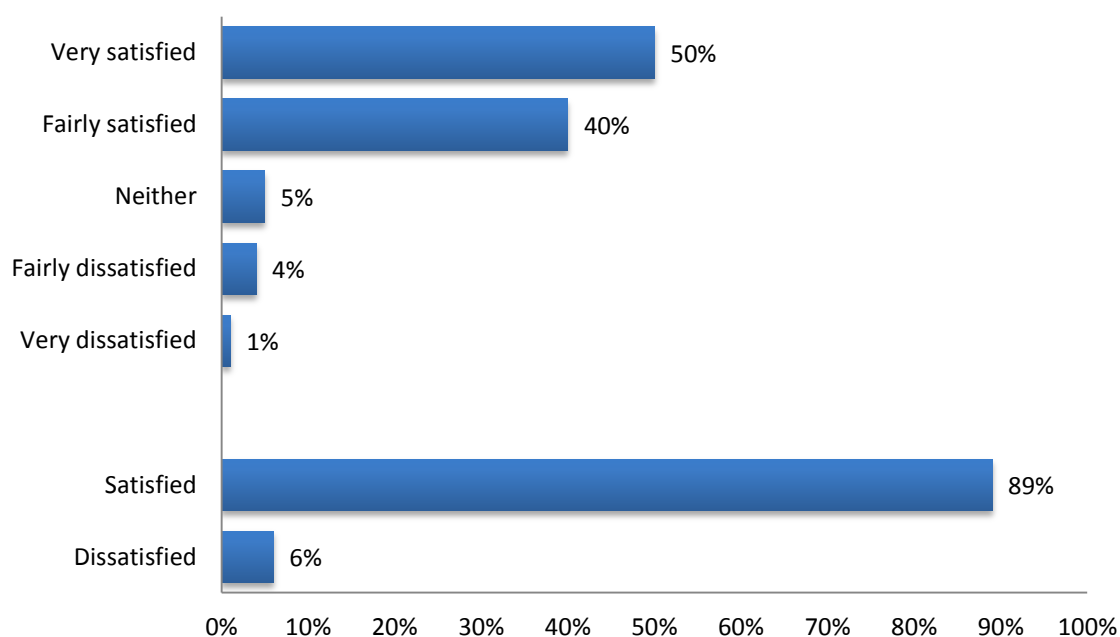
	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [512]	90%	4%	6%	+84%
Central [120]	88%	6%	6%	+82%
Dalton [51]	96%	2%	2%	+94%
Ormsgill [113]	89%	4%	7%	+82%
Roosegate [137]	90%	2%	8%	+82%
Walney [91]	90%	6%	4%	+86%

4.2 Value for money for rent

All tenants were asked to indicate their level of satisfaction with the value for money for their rent.

The majority (89%) of residents are satisfied that the rent for their property represents value for money, while just 6% are dissatisfied. The net satisfaction rating for this indicator is +83%. In 2008, 84% of all tenants were satisfied and 6% dissatisfied. It can be seen, therefore, that this year's results show a marked increase in satisfaction from those produced in 2008.

Figure 4 How satisfied or dissatisfied are you that your rent provides value for money? (Valid responses)



Unweighted sample base: 467

Non-working age respondents (those aged 65 and over) are more likely to be satisfied (though not significantly so) than those of working age (93% cf. 87%).

Remarkably, all of the Dalton residents surveyed are satisfied with the value for money for their rent, as the following table indicates.

Table 5 How satisfied or dissatisfied are you that your rent provides value for money by Management Area (Valid responses)

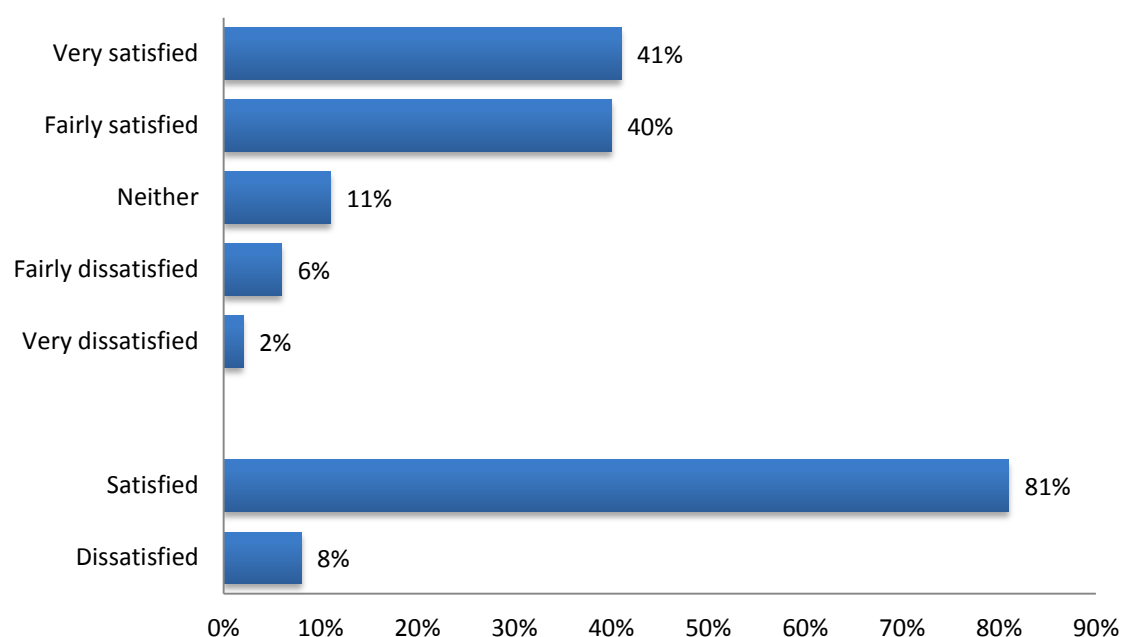
	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [467]	89%	5%	6%	+83%
Central [108]	93%	3%	4%	+89%
Dalton [47]	100%	0%	0%	+100%
Ormsgill [105]	88%	5%	6%	+82%
Roosegate [124]	86%	7%	7%	+79%
Walney [83]	87%	7%	6%	+81%

4.3 Value for money for service charge

All tenants were asked to indicate their level of satisfaction with the value for money for their service charge.

Four fifths (81%) of residents are satisfied that the service charge for their property represents value for money, while 8% are dissatisfied and 11% ambivalent. The net satisfaction rating for this indicator is +73%. In 2008 this question was not asked; year on year comparisons are, therefore, not possible.

Figure 5 How satisfied or dissatisfied are you that your service charge provides value for money? (Valid responses)



Unweighted sample base: 395

Non-working age respondents are significantly more likely to be satisfied than those of working age (90% cf. 76%), while spatial analysis shows that residents of the Roosegate Management Area are least likely to be satisfied with the value for money for their service charge (78%).

Table 6 How satisfied or dissatisfied are you that your service charge provides value for money by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [395]	81%	11%	8%	+73%
Central [93]	82%	12%	6%	+76%
Dalton [40]	86%	12%	2%	+84%
Ormsgill [82]	82%	9%	10%	+72%
Roosegate [111]	78%	11%	11%	+67%
Walney [69]	83%	11%	5%	+78%

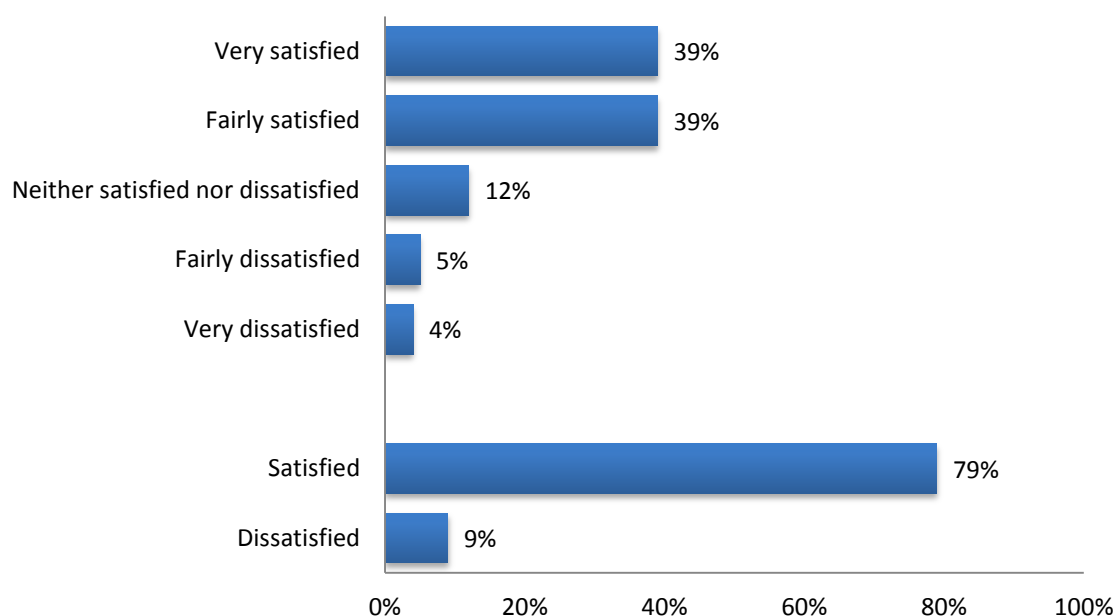
4.4 Taking into account tenants' views

All tenants were asked how satisfied or dissatisfied they are that Barrow listens to their views and acts upon them.

Eight in ten (79%) tenants are satisfied that Barrow listens to their views and acts upon them compared with 9% who are dissatisfied, thus producing a net satisfaction rating of +70%.

In 2008 the question was asked in a slightly different way², and just over three quarters (76%) were satisfied while 9% were dissatisfied. Satisfaction for this indicator has, therefore, increased by three percentage points since the last survey was conducted.

Figure 6 How satisfied or dissatisfied are you that Barrow listens to your views and acts upon them? (Valid responses)



Unweighted sample base: 518

Non-working age respondents are significantly more likely to be satisfied than those of working age (85% cf. 75%).

² In 2008 the question was worded: 'How satisfied or dissatisfied are you that your views are taken into account by your housing provider?'

Residents of Ormsgill (73%) are least likely to be satisfied that their views are being taken into account than all other Management Areas.

Table 7 How satisfied or dissatisfied are you that Barrow listens to your views and acts upon them by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [518]	79%	12%	9%	+70%
Central [121]	82%	7%	10%	+72%
Dalton [50]	82%	12%	6%	+76%
Ormsgill [113]	73%	16%	11%	+62%
Roosegate [141]	80%	12%	8%	+72%
Walney [93]	77%	12%	11%	+66%

5 General Services

This section will look at the level of satisfaction of the condition of the home, as well as other aspects of tenancy such as whether residents think their landlord treats them fairly and awareness of Barrow's published service standards.

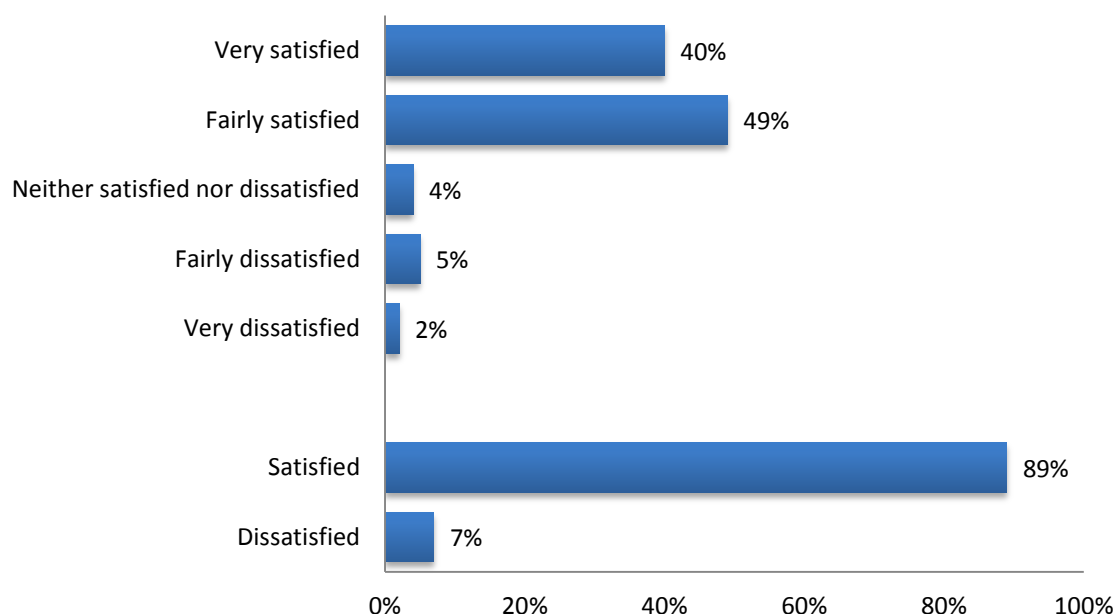
5.1 The overall condition of the home

All tenants were asked to rate how satisfied or dissatisfied they are with the overall condition of their home.

Almost nine tenths (89%) of all residents are satisfied with the overall condition of their home, while a further 4% are ambivalent. Conversely 7% are dissatisfied, which produces a net satisfaction rating of +82%.

In 2008, 86% of all tenants were satisfied and 9% dissatisfied, so there has been a slight increase in satisfaction since the last survey was conducted.

Figure 7 How satisfied or dissatisfied are you with the overall condition of your home? (Valid responses)



Unweighted sample base: 522

Interestingly, younger respondents (aged under 65) are significantly more likely to be dissatisfied with the condition of their home than older respondents aged 65+ (10% cf. 4%).

Spatially, residents of the Dalton Management Area (94%) are more likely to be satisfied than those from other areas.

Table 8 Satisfaction with the overall condition of the home by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [522]	89%	4%	7%	+82%
Central [122]	89%	6%	6%	+83%
Dalton [52]	94%	2%	4%	+90%
Ormsgill [115]	88%	4%	8%	+80%
Roosegate [140]	88%	3%	9%	+79%
Walney [93]	88%	5%	7%	+81%

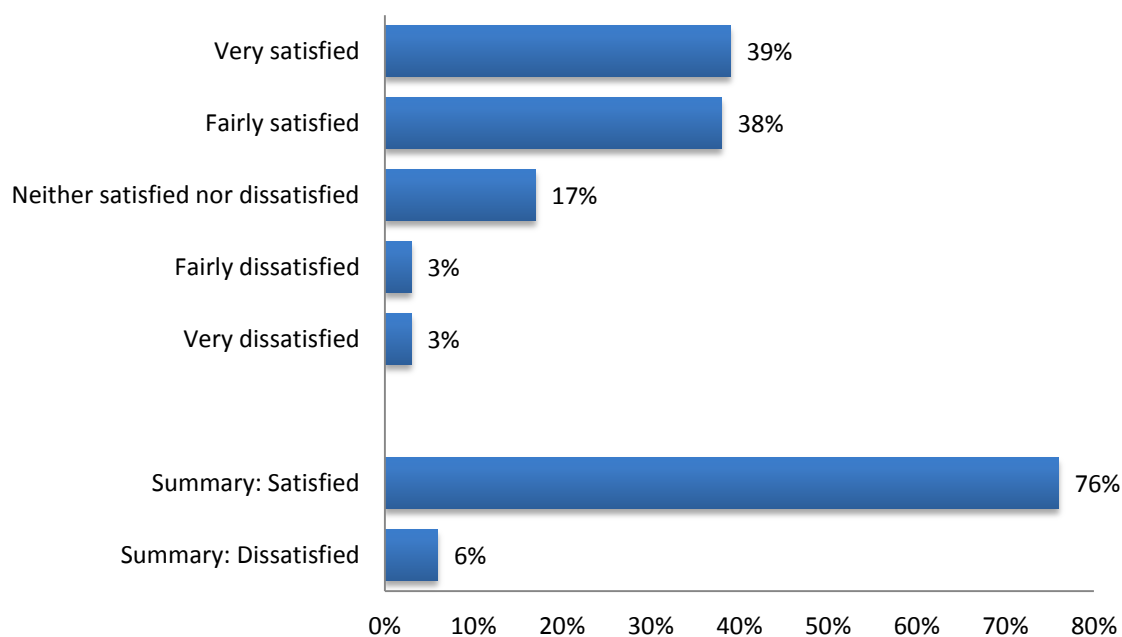
5.2 Opportunity to make views known

All residents were asked how satisfied they are that Barrow gives them the opportunity to make their views known.

Three quarters (76%) of tenants are satisfied that Barrow gives them the opportunity to make their views known, with two fifths (39%) very satisfied.

One in six (17%) are ambivalent and just 6% are dissatisfied.

Figure 8 Level of satisfaction that Barrow provides opportunities to make views known (All valid responses)



Unweighted sample base = 516

Those aged 65+ are significantly more likely than those aged under 65 to express satisfaction (84% cf. 73%).

Residents of the Central Management Area (84%) are more likely to be satisfied than those from other areas.

Table 9 Level of satisfaction that Barrow provides opportunities to make views known by Management Area (Valid responses)

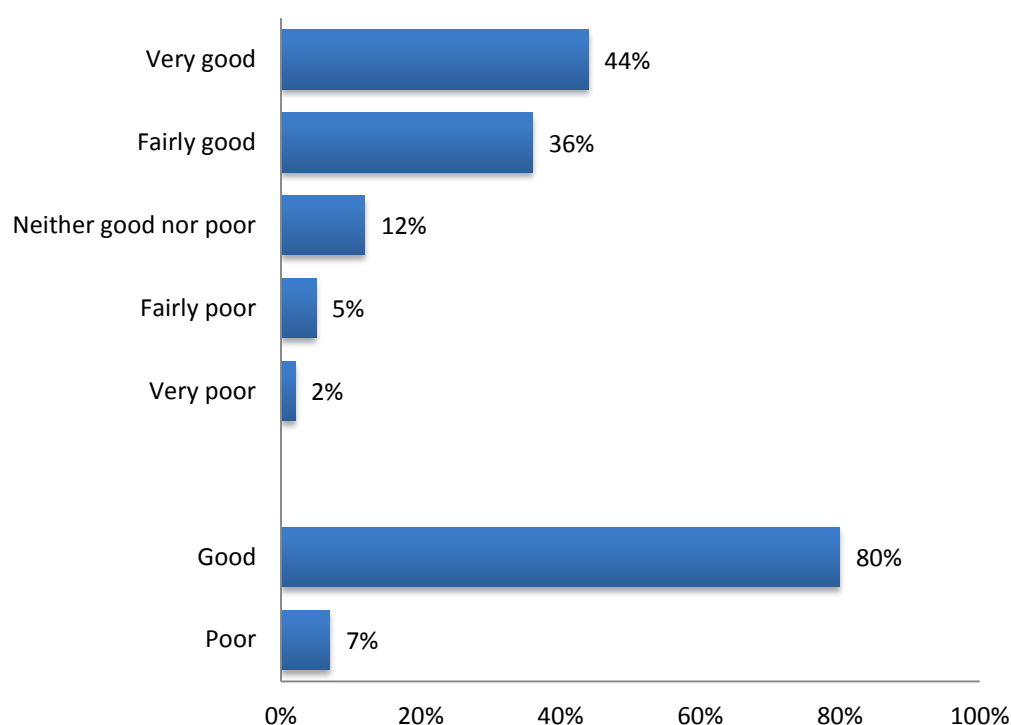
	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [516]	76%	17%	6%	+70%
Central [122]	84%	12%	4%	+80%
Dalton [49]	78%	20%	2%	+76%
Ormsgill [112]	69%	22%	9%	+60%
Roosegate [140]	78%	17%	5%	+73%
Walney [93]	73%	17%	10%	+63%

5.3 Keeping residents informed

All tenants were asked whether or not they feel their landlord is good at keeping them informed about things which might affect them as a resident. Four fifths (80%) of residents think that Barrow is good at keeping them informed, with 44% who think they are very good at keeping them informed. Around one in fourteen (7%) deem Barrow poor at keeping them informed about things that might affect them as residents. This data provides a net balance score of +73%.

In 2008, four fifths (79%) of residents thought that Barrow were good at keeping them informed and 7% thought they were poor, so it can be seen that satisfaction has remained fairly static since 2008 for this indicator.

Figure 9 How good or poor do you feel Barrow is at keeping you informed about things that might affect you as a resident? (Valid responses)



Unweighted sample base: 518

Older residents (those aged 65 and over) are significantly more likely to give a higher rating (87% think Barrow is good at keeping them informed compared with 77% of those aged under 65).

Dalton residents are again more likely to be satisfied than those from other areas.

Table 10 10 How good or poor do you feel Barrow is at keeping you informed about things that might affect you as a resident by Management Area (Valid responses)

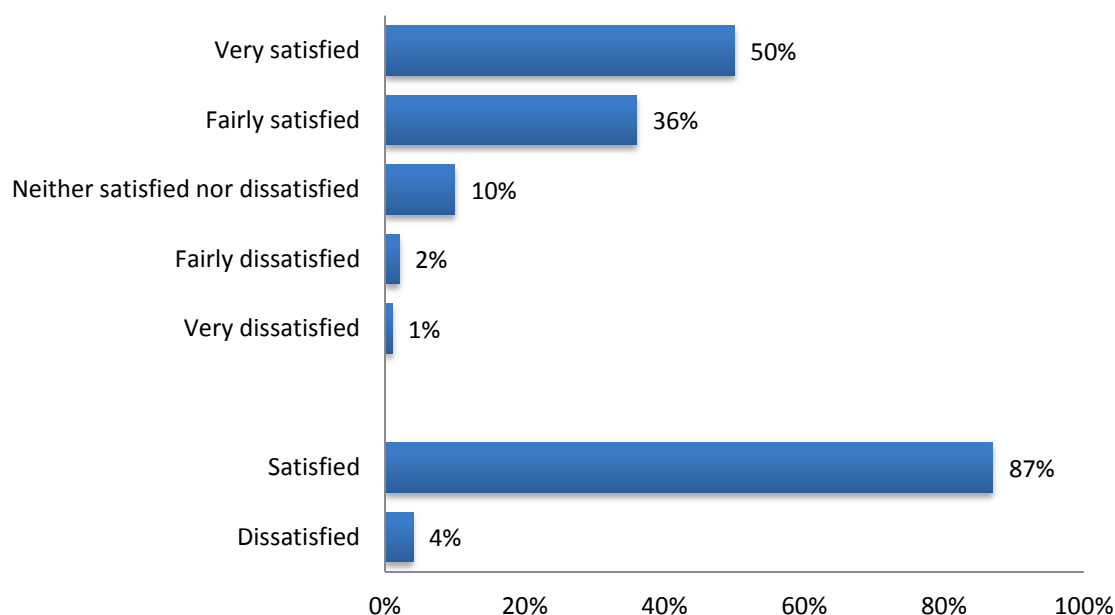
	Good %	Neither %	Poor %	Net ratings %
Total [518]	80%	12%	7%	+73%
Central [123]	83%	11%	6%	+77%
Dalton [50]	90%	8%	2%	+88%
Ormsgill [113]	74%	18%	8%	+66%
Roosegate [140]	82%	9%	9%	+73%
Walney [92]	79%	11%	10%	+69%

5.4 Being treated fairly

All tenants were asked to rate how satisfied or dissatisfied they are that their landlord treats them fairly.

Approaching nine tenths (87%) of all residents are satisfied that Barrow treats them fairly, while a further 10% are ambivalent. Conversely 4% are dissatisfied, which produces a net satisfaction rating of +83%.

Figure 11 How satisfied or dissatisfied are you that your landlord treats you fairly? (Valid responses)



Unweighted sample base: 520

Interestingly, those with a disability in the household are significantly more likely to be dissatisfied that Barrow treats them fairly than those without (5% cf. 1%).

Spatially, residents of the Dalton Management Area (95%) are more likely to be satisfied than those from other areas.

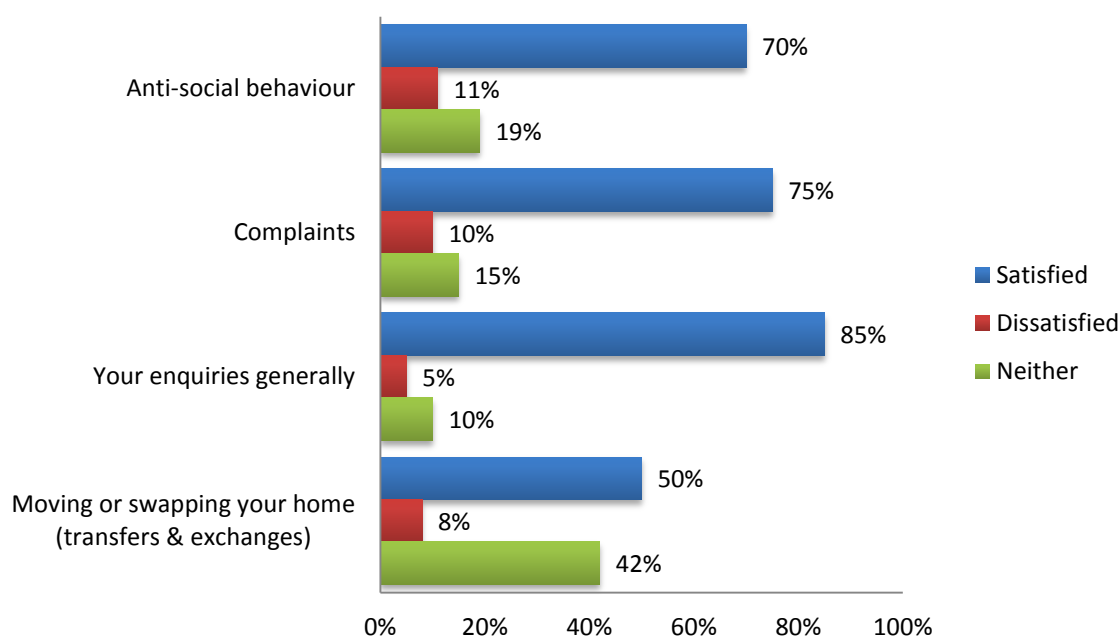
Table 11 How satisfied or dissatisfied are you that your landlord treats you fairly by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [520]	87%	10%	4%	+83%
Central [123]	86%	12%	3%	+83%
Dalton [51]	95%	5%	0%	+95%
Ormsgill [114]	85%	9%	6%	+79%
Roosegate [139]	87%	11%	2%	+85%
Walney [93]	86%	7%	7%	+79%

5.5 Satisfaction with other aspects of Barrow's services

All residents were presented with a list of four services provided by or dealt with by Barrow and asked to say how satisfied they are with each. As the following figure illustrates, the majority of respondents are satisfied with how Barrow deals with all of the aspects apart from moving or swapping home which elicited a large ambivalent response, presumably as so many residents simply had not moved home and were unable to give a definitive response to this question.

Figure 12 How satisfied or dissatisfied are you with the way Barrow deals with the following: (Valid responses)



Unweighted sample bases vary

The aspect receiving the highest dissatisfaction ratings is how Barrow deals with anti-social behaviour, but even for this only 11% of all respondents are dissatisfied. Most encouraging is the 85% of tenants who are satisfied with how Barrow deals with enquiries generally and this is a finding that Barrow can not only take heart from but should also disseminate both to its tenants and employees. Compared with surveys BMG has carried out for other housing providers, the satisfaction score for dealing with enquiries is about average (around 84%-85% being the norm).

5.6 Published Service Standards

All residents were asked if they are aware of Barrow's published service standards. As may be seen from the following table, while 47% of all residents are aware, awareness is highest in the Walney Management Area (53% are aware) and lowest in Ormsgill (38%).

Table 12 Are you aware of your landlord's published service standards? (Valid responses)

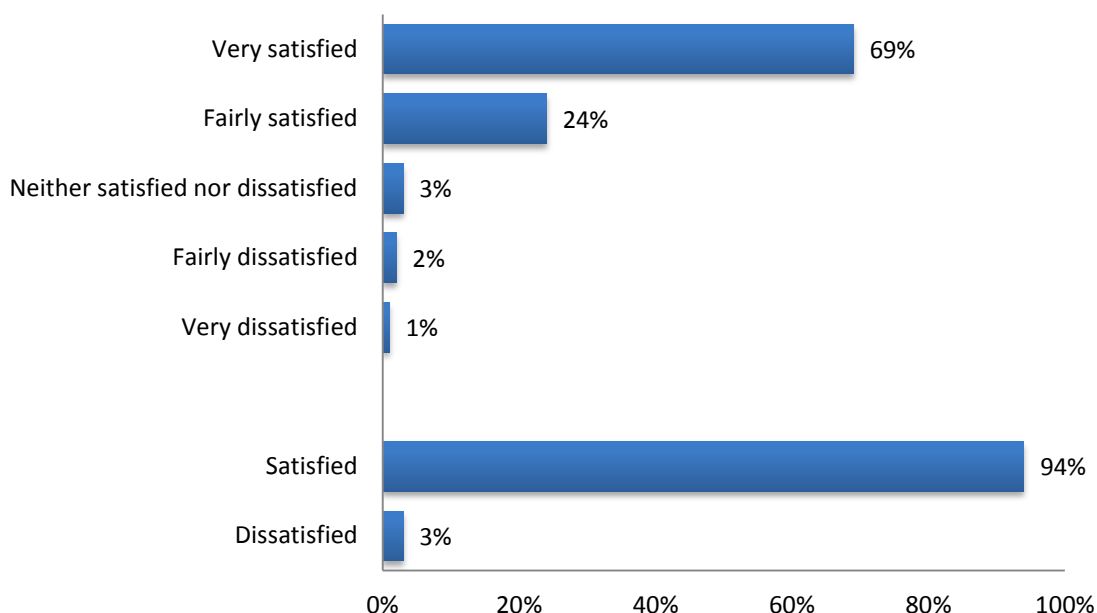
	Yes %	No %
Total [511]	47%	53%
Central [121]	47%	53%
Dalton [49]	47%	53%
Ormsgill [111]	38%	62%
Roosegate [138]	51%	49%
Walney [92]	53%	47%

Asked if they are aware of how to challenge their landlord's published service standards, two thirds (68%) of those aware of the published service standards said they are not aware while a third (32%) said they are. Awareness is highest in the Roosegate Management Area (38% are aware) and lowest in Ormsgill (24%).

5.6.1 Gas servicing arrangements

Asked how satisfied they are with gas servicing arrangements, 94% of residents said they are satisfied while just 3% are not.

Figure 13 How satisfied or dissatisfied are you with gas servicing arrangements? (Valid responses)



Unweighted sample base: 509

Satisfaction is highest amongst those living in the Dalton area (98%) compared with 92% of those from Roosegate, 93% each of Ormsgill and Walney tenants, and 94% of those from Central.

When comparing this with other surveys BMG has undertaken, it can be seen that Barrow's satisfaction score for gas servicing arrangements is largely above average (around 86% being the average score).

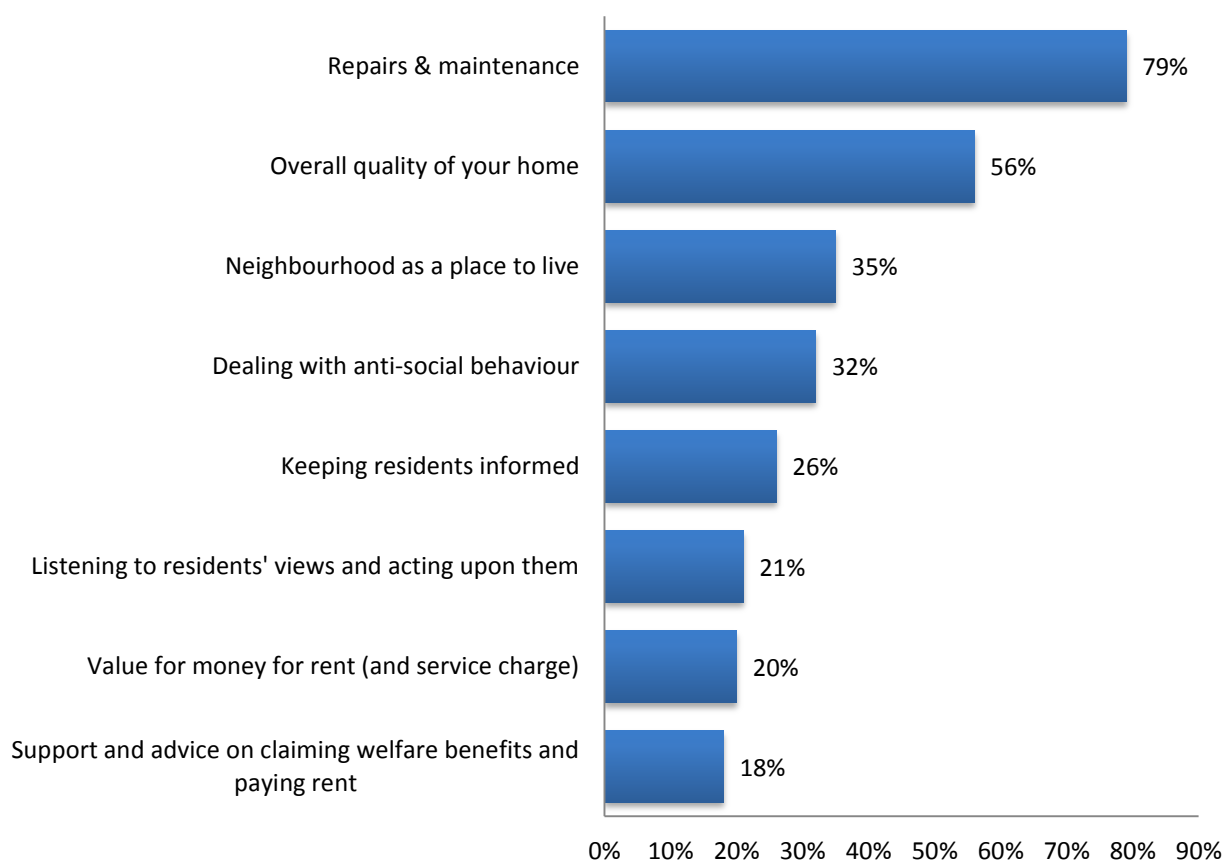
5.7 What tenants consider to be most important

Residents were presented with eight services and asked which they consider to be the three most important.

As the following figure illustrates, the majority (79%; 77% in 2008) of tenants included repairs and maintenance within the three attributes they consider to be most important. More than half (56%; 56% 2008) highlighted the overall quality of their home.

A third (32%; 35% in 2008) of tenants also included dealing with anti-social behaviour as one of the three attributes they consider to be most important.

Figure 14 Which of the following services would you consider to be priorities? (Valid responses)

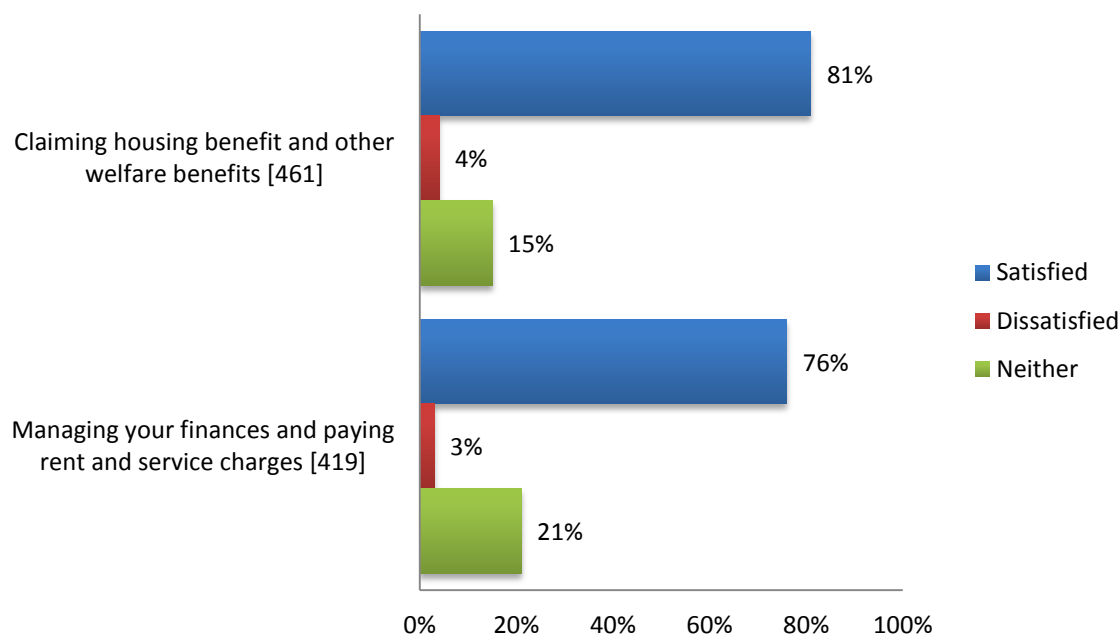


Unweighted sample base = 474

5.8 Advice and support

Asked to say how satisfied they are with the advice and support they receive from Barrow about claiming housing benefit and other welfare benefits and managing their finances and paying rent and service charges, the majority are satisfied with both.

Figure 15 Thinking about your rent and income, how satisfied are you with the advice and support you receive from your landlord with the following: (Valid responses)



Unweighted sample bases in brackets

Respondents living in the Roosegate Management Area are more likely than those from all other areas to be satisfied with the advice and support from Barrow on claiming housing benefit and other welfare benefits while those from Dalton are most likely to express satisfaction with managing their finances and paying rent and service charges.

Table 13 Thinking about your rent and income, how satisfied are you with the advice and support you receive from Council Housing with the following: Satisfied only (Valid responses)

	Total %	Central %	Dalton %	Ormsgill %	Roosegate %	Walney %
Claiming housing benefit and other welfare benefits [461]	81%	77%	83%	75%	87%	84%
Managing your finances and paying rent and service charges [419]	76%	71%	80%	75%	78%	78%

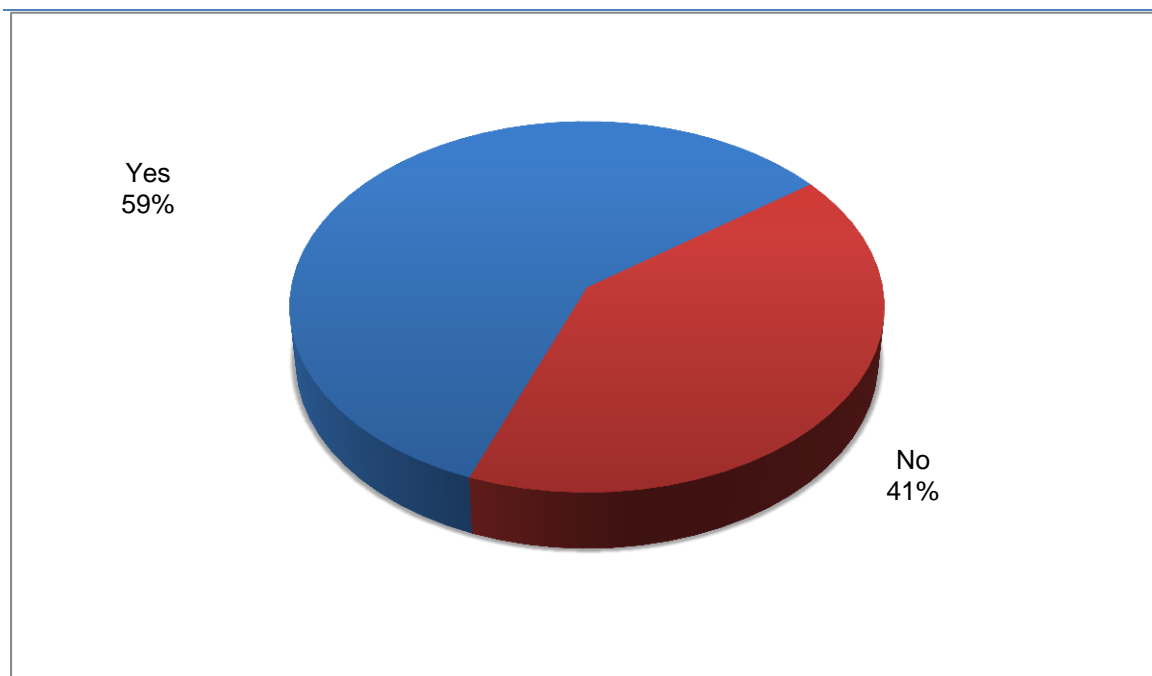
6 Contact with Barrow

This section will examine tenants' contact with Barrow and in particular their satisfaction with the contact experience.

6.1 Contact with Barrow

All tenants were asked whether or not they had been in contact with Barrow over the last twelve months. The majority (59%) of residents indicated they had been in contact with Barrow over the last twelve months while 41% have not. In 2008 77% of tenants had made contact.

Figure 16 Have you contacted Barrow in the last 12 months with a query other than to pay your rent or service charges? (Valid responses)



Unweighted sample base: 503

House dwellers are more likely to have contacted Barrow in the last year (62%) compared with those living in upper floor flats (58%), ground floor flats (56%) or bungalows (52%) while those with a disability in the household are significantly more likely than those without to have made contact (62% cf. 52%).

Analysis by Management Area shows that Dalton residents are significantly less likely to have made contact than residents from all other areas.

Table 14 Have you contacted Barrow in the last 12 months with a query other than to pay your rent or service charges by Management Area (Valid responses)

	Has contacted %	Has not contacted %
Total [503]	59%	41%
Central [118]	58%	42%
Dalton [47]	39%	61%
Ormsgill [111]	60%	40%
Roosegate [137]	62%	38%
Walney [90]	61%	39%

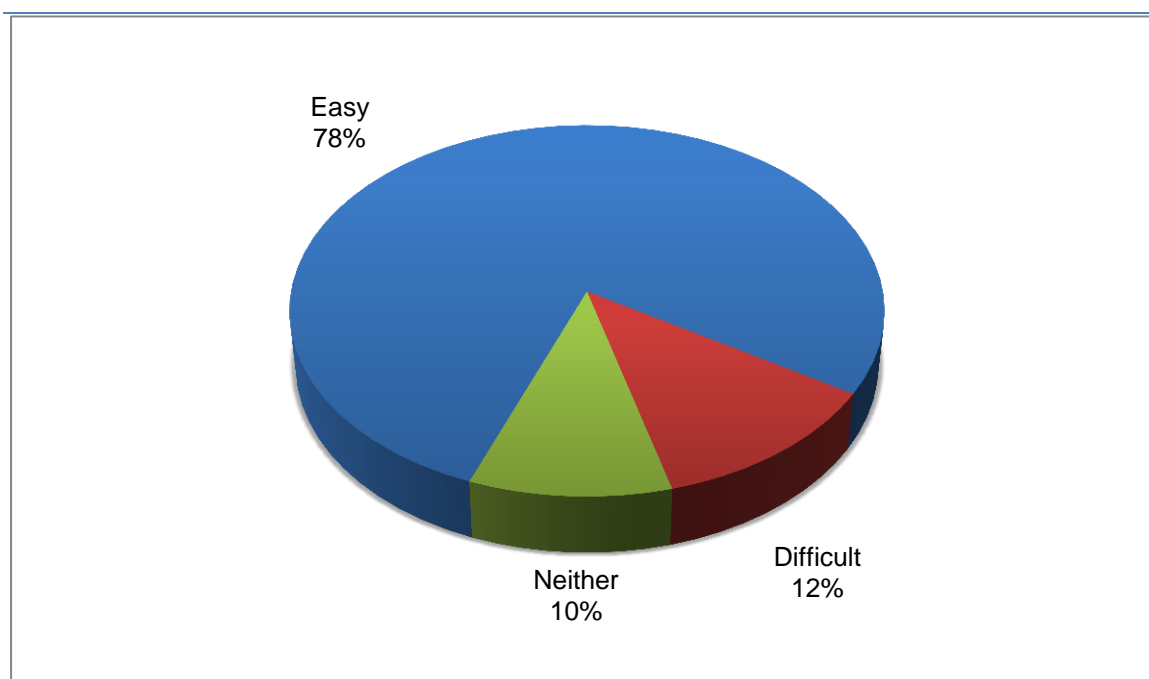
6.2 Contact experience

All tenants who had been in contact with Barrow in the last twelve months were asked a number of questions about their contact experience.

6.2.1 Getting hold of the right person

The majority (78%) of tenants who had been in contact with Barrow found getting hold of the right person easy, whereas 12% found it difficult. A further 10% found it neither easy nor difficult. In 2008 80% found it easy to get hold of the right person and 12% found it difficult, so this year's results show a very slight decline from the last survey for overall ease of contacting the correct person.

Figure 17 Was getting hold of the right person... (Respondents who contacted Barrow)

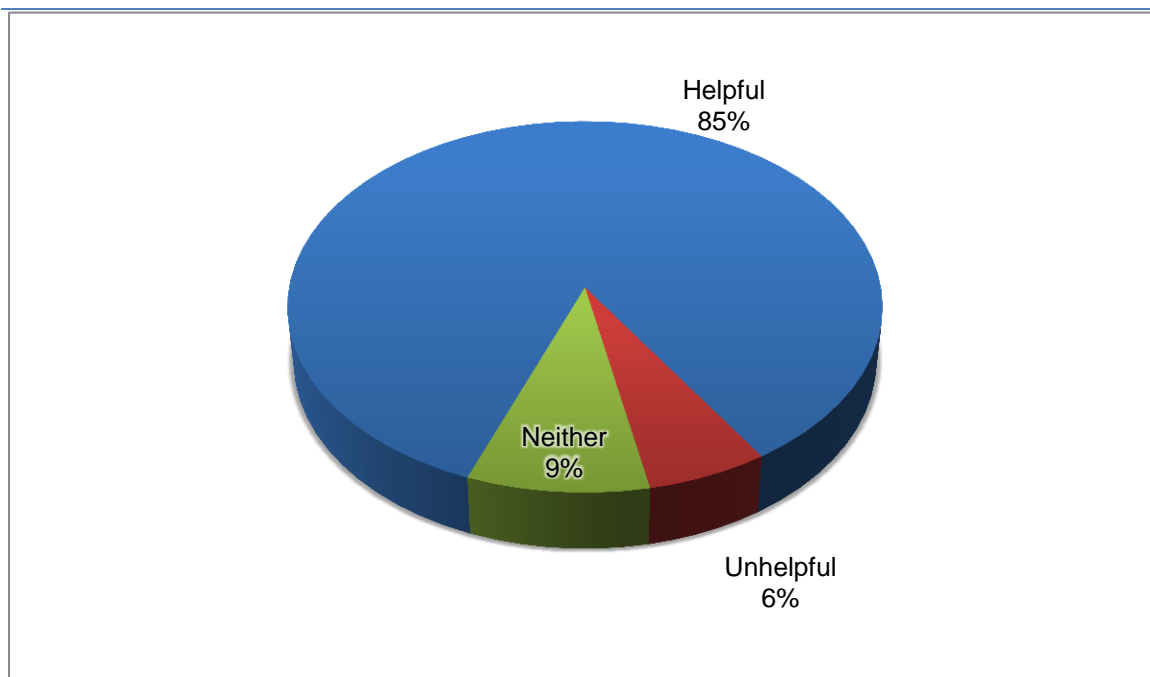


Unweighted sample base: 275

6.2.2 Helpfulness of staff

The vast majority of (85%; 90% in 2008) found the member of staff helpful, whereas just 6% found them unhelpful. A further 9% found them neither helpful nor unhelpful. Year on year, then, there has been a slight decrease in the proportion finding the staff member helpful.

Figure 18 Did you find the staff helpful or unhelpful? (Respondents who contacted Barrow)



Unweighted sample base: 274

Those without a disability in the household are significantly more likely to find staff helpful than those with (93% cf. 82%).

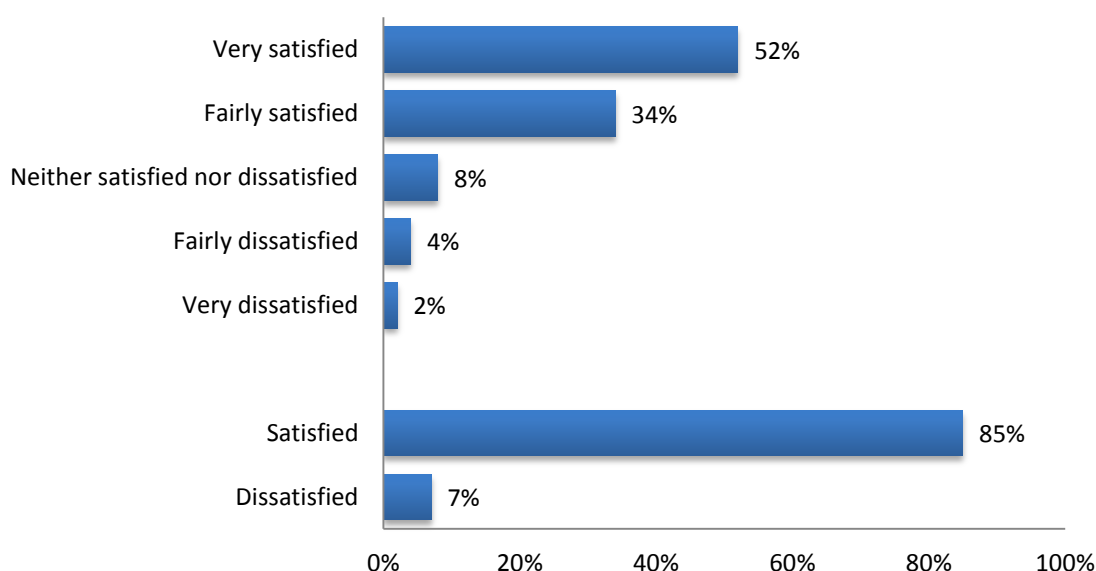
6.2.3 Whether query was answered within a reasonable time

Tenants were further asked if their query was answered within a reasonable time. Approaching nine in ten (86%) of respondents said their query was answered within a reasonable time.

6.2.4 Ability of staff to deal with the problem

Tenants who had been in contact with Barrow in the last twelve months were then asked how satisfied they were with the ability of staff to deal with the query quickly and efficiently. More than four fifths (85%) expressed satisfaction, whereas 7% were dissatisfied. This question was asked differently in 2008 and so care must be exercised when making comparisons, but in 2008 85% indicated that the member of staff had been able to deal with their enquiry while 10% reported they were unable.

Figure 19 If you have made contact with Barrow in the last 12 months, how satisfied or dissatisfied were you with the ability of staff to deal with the query quickly and efficiently? (Respondents who contacted Barrow)



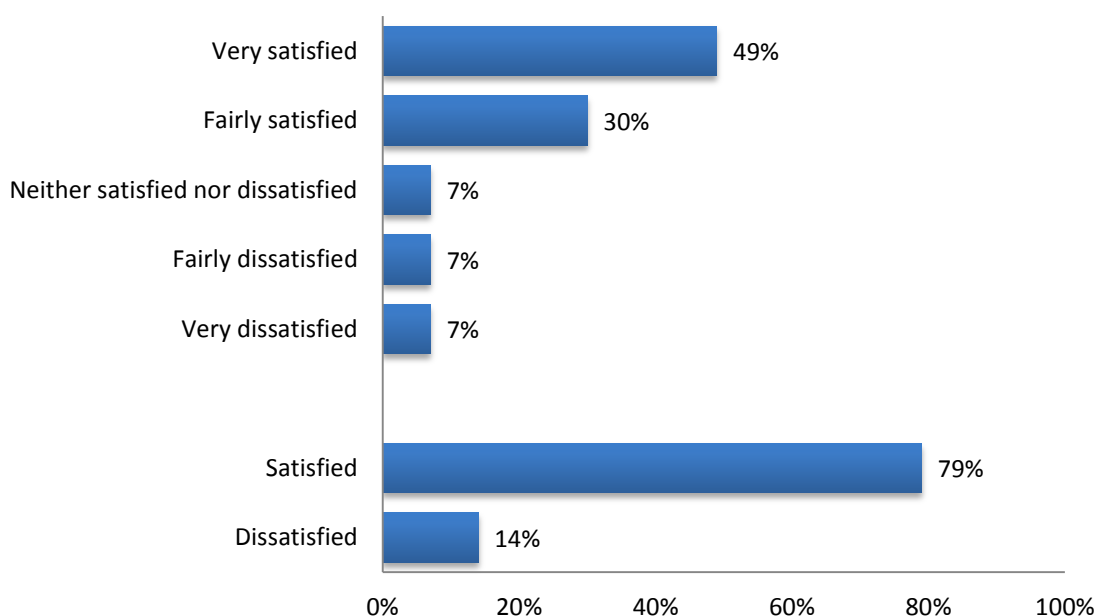
Unweighted sample base: 273

6.2.5 Satisfaction with the final outcome

Tenants who had been in contact with Barrow in the last twelve months were also asked to rate their satisfaction with the final outcome. Four fifths (79%) reported they were satisfied with the final outcome. Conversely, around one in seven (14%) expressed dissatisfaction and a further 7% were neither satisfied nor dissatisfied. The net satisfaction rating produced for this indicator, therefore, is +65%.

In 2008 78% were satisfied with the final outcome and 16% dissatisfied, so this year's results show are on a par with those from the last survey.

Figure 20 If you have made contact with Barrow in the last 12 months, how satisfied or dissatisfied were you with the final outcome of your query? (Respondents who contacted Barrow)



Unweighted sample base: 270

6.3 The Internet

6.3.1 Access to the Internet at home

All respondents were asked if they have access to the Internet at home.

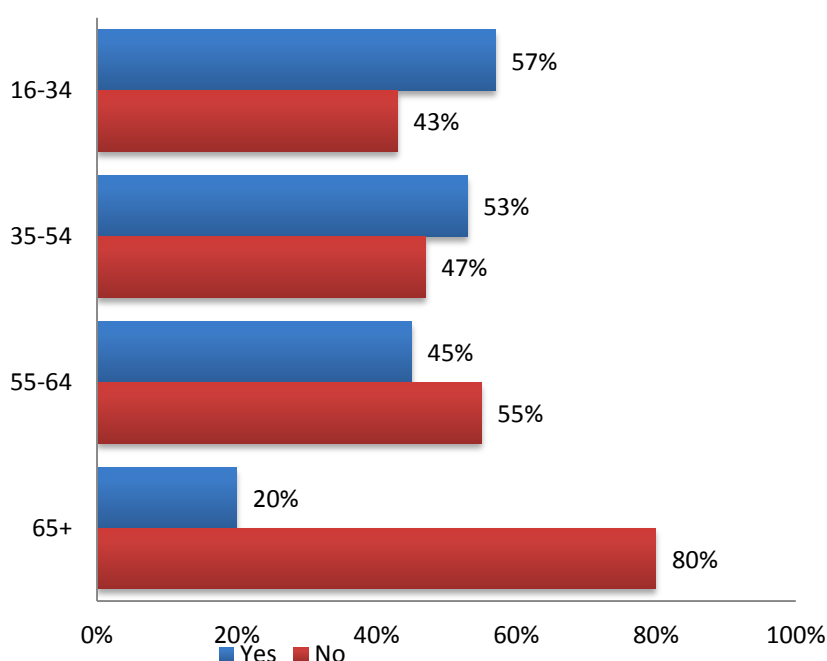
Just under two fifths (39%) do have access at home while the remaining 61% do not. Access is more prevalent in the Roosegate area (44%) and less so in Dalton (24% have access).

Table 15 Do you have access to the internet at home by Management Area (Valid responses)

	Yes %	No %
Total [499]	39%	61%
Central [116]	38%	62%
Dalton [52]	24%	76%
Ormsgill [113]	41%	59%
Roosegate [136]	44%	56%
Walney [82]	34%	66%

House dwellers (48%) are significantly more likely to have home access than those living in bungalows (26%), upper floor flats (27%), or ground floor flats (35%). Females are also significantly more likely to have access to the Internet at home than are males (44% cf. 34%) as are those aged under 65 compared with those aged 65+ (51% cf. 20%). In fact, it can be seen that Internet access decreases with age, as the following figure shows.

Figure 21 Do you have access to the internet at home by Age (Valid responses)



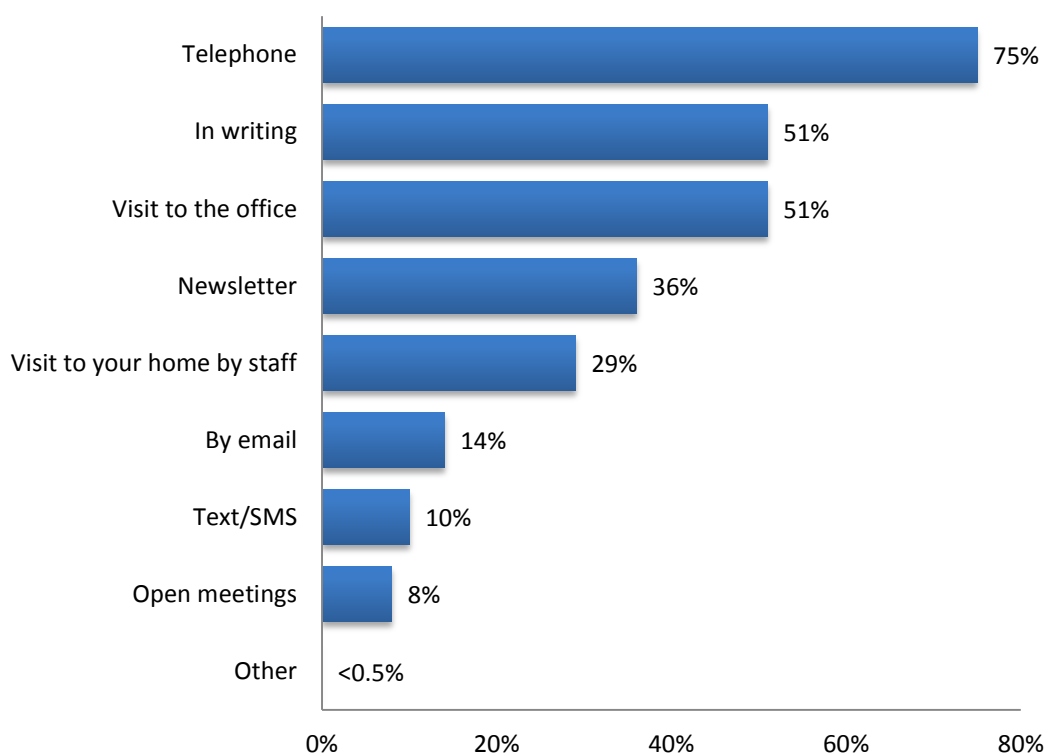
Unweighted sample base: 499

In recent surveys conducted by BMG across the country, home internet access has ranged from a low of 31% up to as high as 61%, so Barrow's figure is around average in this regard

6.4 Preferred methods of being kept informed

All tenants were asked which methods of being kept informed and getting touch with Barrow they are happy to use. The majority (75%) prefer to use the telephone while 51% each prefer written communication or a visit to the office.

Figure 22 Which of the following methods of being kept informed and getting in touch with Barrow are you happy to use? (Valid responses)



Unweighted sample base: 507

Asked if they were satisfied with the cost of contacting Barrow by telephone, almost nine in ten (86%) said they are satisfied while 14% said they are not.

7 The neighbourhood

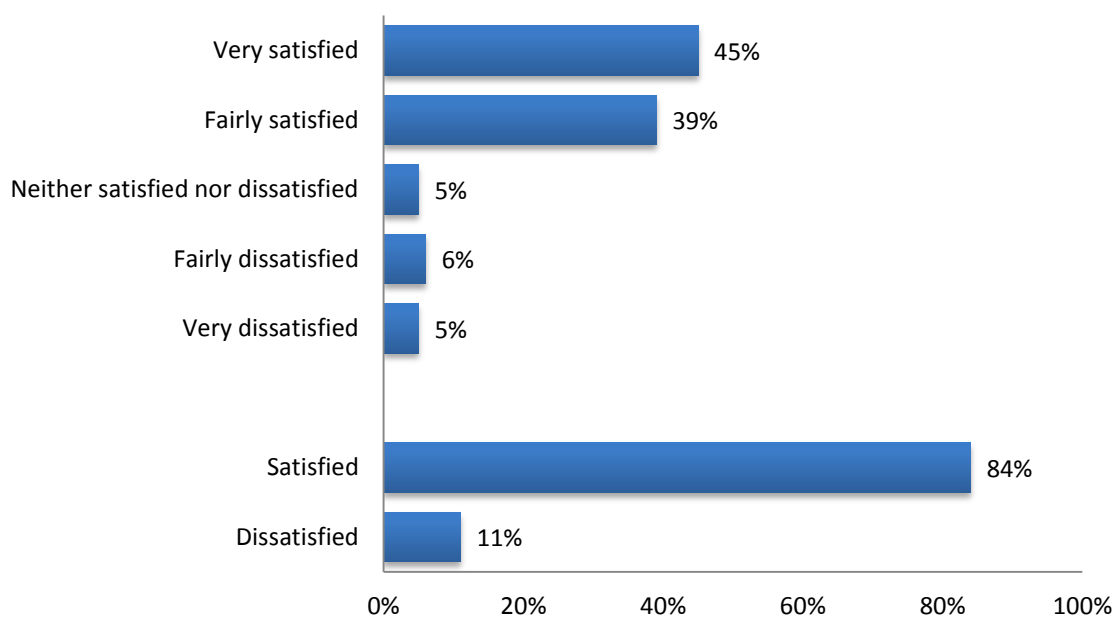
This section will examine tenants' views on their neighbourhood, including perceived problems in their local area.

7.1 Satisfaction with the neighbourhood

All tenants were asked to rate their level of satisfaction or dissatisfaction with their neighbourhood as a place to live.

More than four fifths (84%) are satisfied with their neighbourhood as a place to live. Conversely, 11% of tenants are dissatisfied with their neighbourhood. The data results in a net satisfaction rating of +73% for this indicator. In 2008, 81% of tenants were satisfied with their neighbourhood as a place to live while 13% were dissatisfied. There has therefore been a slight increase in satisfaction levels for this indicator.

Figure 23 How satisfied or dissatisfied are you with the neighbourhood as a place to live? (Valid responses)



Unweighted sample base: 487

Analysis by Management Area shows that the highest level of satisfaction is in Dalton (98%).

Table 16 How satisfied or dissatisfied are you with the neighbourhood as a place to live by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [487]	84%	5%	11%	+73%
Central [111]	79%	7%	14%	+65%
Dalton [49]	98%	0%	2%	+96%
Ormsgill [109]	79%	7%	14%	+65%
Roosegate [133]	85%	5%	10%	+75%
Walney [85]	91%	4%	5%	+86%

Older respondents (those aged 65 and over) are significantly more likely to be satisfied than those aged under 65 (91% cf. 82%), while those who live in bungalows and houses (91% and 88% respectively) are also more satisfied than those living in ground floor or upper floor flats (79% each).

8 Repairs and Maintenance

This section will focus on the repairs and maintenance service provided by Barrow. Satisfaction will be examined, as will various aspects of the repairs service.

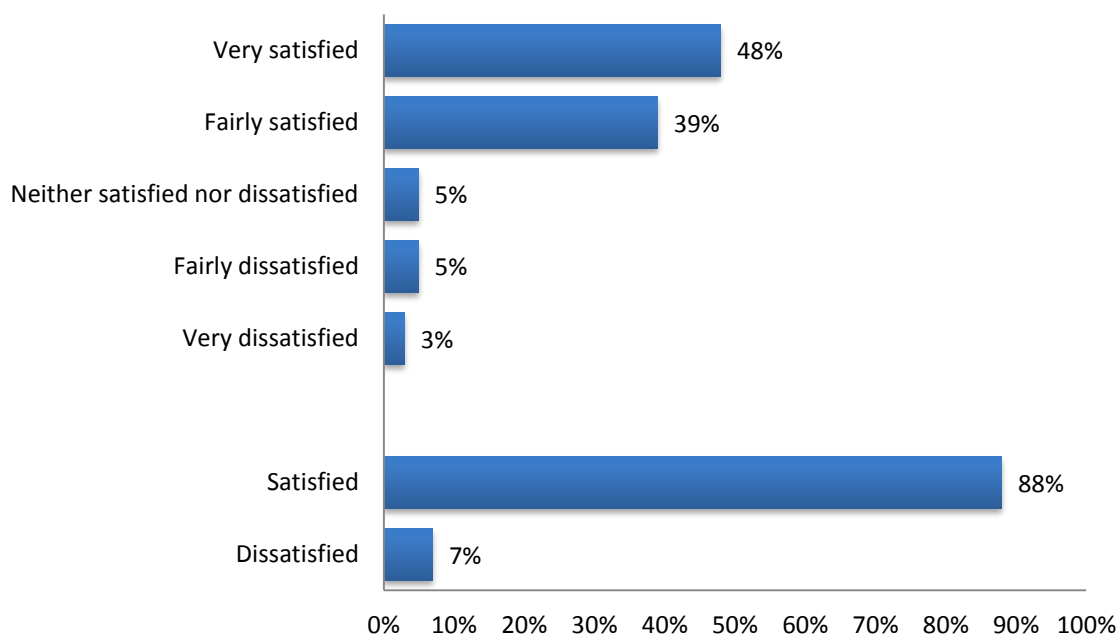
8.1 Satisfaction with the repairs and maintenance service

All tenants were asked to rate their level of satisfaction with the way in which Barrow deals with repairs and maintenance.

Almost nine in ten (88%) of all tenants are satisfied, with almost half (48%) feeling very satisfied. In contrast 7% are dissatisfied and 5% ambivalent. A net satisfaction rating of +81% is recorded for this indicator.

In 2008 88% of tenants expressed satisfaction with this service and 9% dissatisfaction, so results from this year's survey are on a par with those reported in 2008.

Figure 24 Generally, how satisfied or dissatisfied are you with the way Barrow deals with repairs and maintenance? (Valid responses)



Unweighted sample base: 520

Those aged over 65 are significantly more likely to be satisfied with the way in which Barrow deals with repairs and maintenance (92%) compared with 86% of those aged under 65, as are those without a disability in the household in comparison to those with (93% cf. 85%) and females compared with males (90% cf. 84%).

Spatially, levels of satisfaction with the repairs and maintenance service are lower amongst respondents from the Ormsgill area.

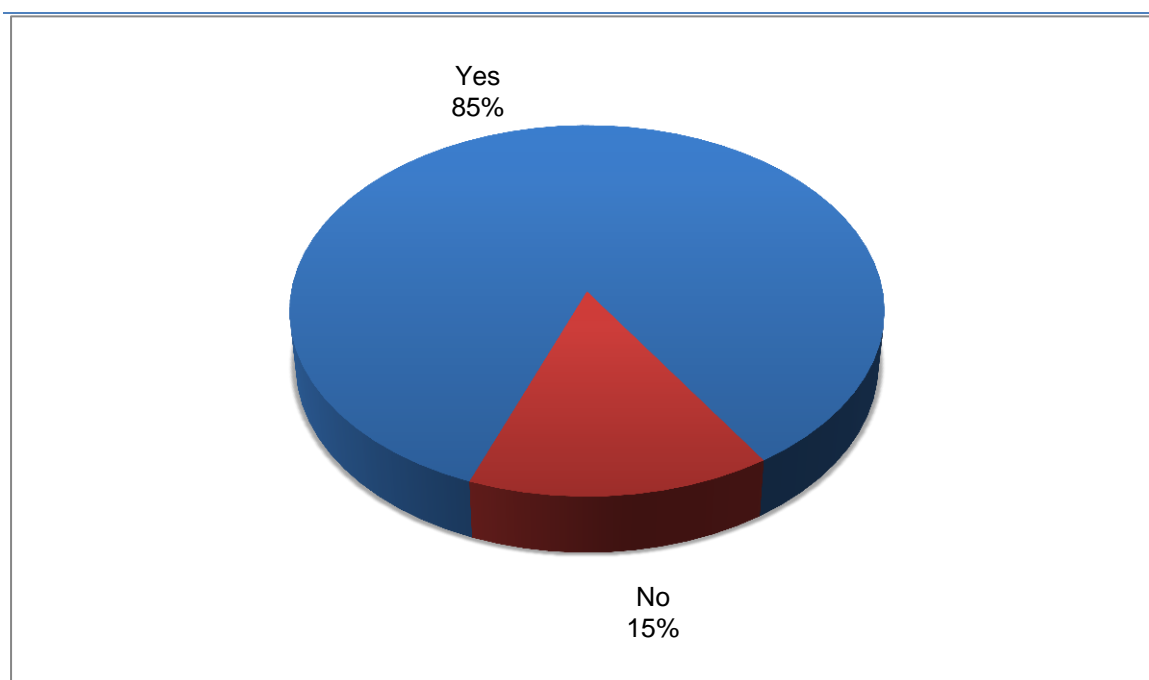
Table 17 Generally, how satisfied or dissatisfied are you with the way Barrow deals with repairs and maintenance by Management Area (Valid responses)

	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [520]	88%	5%	7%	+81%
Central [122]	87%	6%	7%	+80%
Dalton [52]	98%	2%	0%	+98%
Ormsgill [114]	84%	7%	8%	+76%
Roosegate [140]	89%	3%	8%	+81%
Walney [92]	87%	4%	9%	+78%

8.1.1 Completing a repair

All tenants were then asked if they had had any repairs completed over the previous 12 months. Approaching nine in ten (85%) indicated they had had a repair completed.

Figure 25 Have you had any repairs to your home in the last 12 months? (Valid responses)



Unweighted sample base: 511

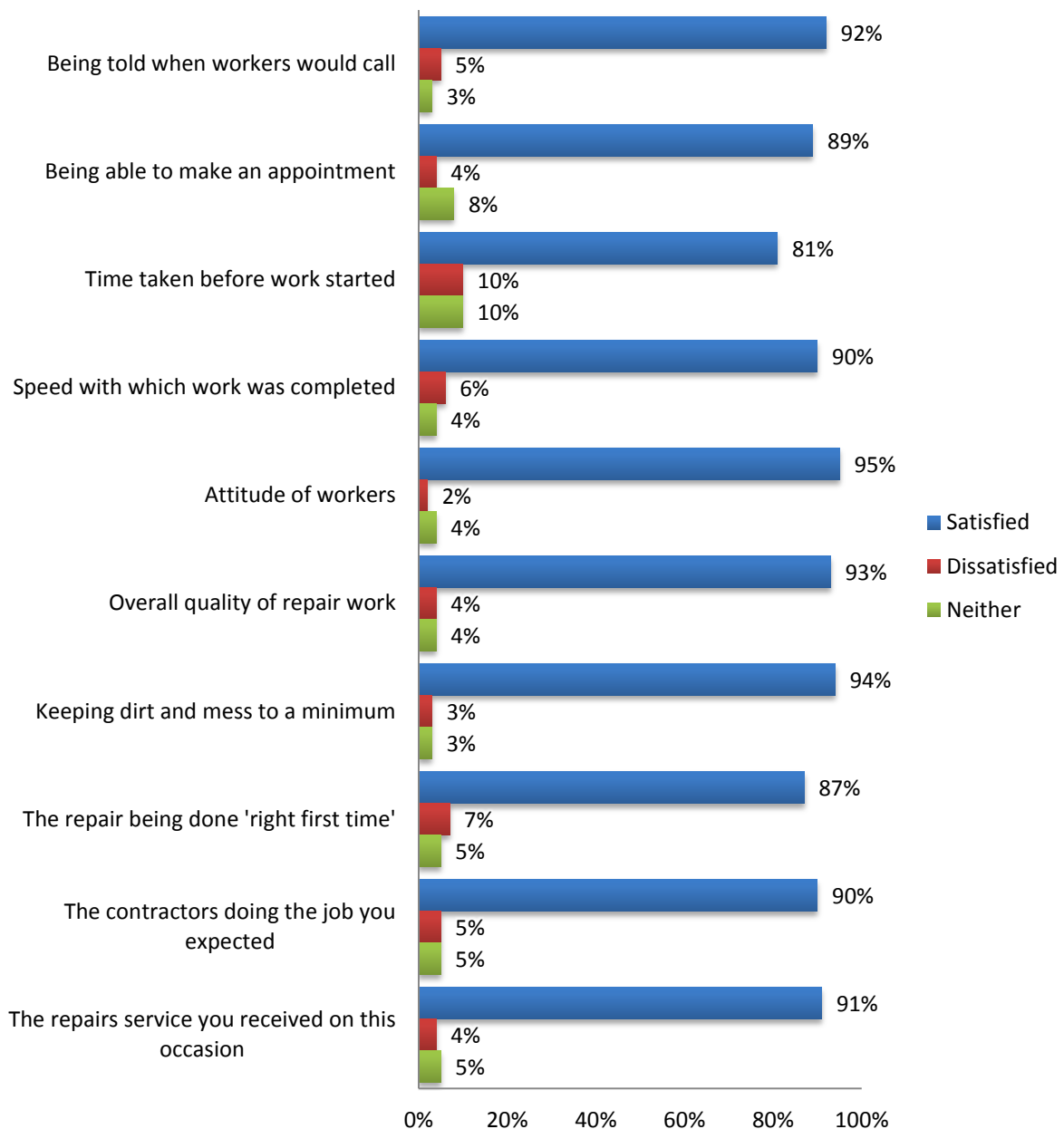
House and bungalow dwellers (90% and 92% respectively) are more likely to have had a repair completed than those who live in ground floor or upper floor flats (86%

and 76% respectively). Uptake of repairs is highest in the Walney Management Area (89%) and lowest in Dalton (75% had repairs completed here in the last 12 months). Those aged 55-64 are most likely to have had a repair completed (90%) compared with 85% of 35-54 year olds, 82% of those aged 65+ and 81% of 16-34 year olds.

8.2 Satisfaction with aspects of the repairs service

As the following figure illustrates, the majority of respondents who have had a repair completed over the past 12 months (85% of all tenants) are satisfied with each of the aspects of the repairs and maintenance service they were asked to comment on.

Figure 26 Thinking about your last completed repair, how satisfied or dissatisfied were you with the following: (Respondents who have had a repair completed)



Unweighted sample bases vary

The aspect of the repairs and maintenance service receiving the highest dissatisfaction rating is the time taken before work started and for this one in ten (10%) of respondents are dissatisfied. Most encouraging is the 95% of tenants who are satisfied with the attitude of workers (96% in 2008) and this is a finding that Barrow can not only take heart from but should also disseminate both to its tenants and employees.

The following table shows comparisons between this year's findings and those from 2008. As may be seen, for three of the six aspects that are comparable, ratings have improved since 2008.

Table 18 Thinking about your last completed repair, how satisfied or dissatisfied were you with the following: – satisfied only (Respondents who have had a repair completed)

	2012 %	2008 %
Being told when workers would call	92%	89%
Being able to make an appointment	89%	N/A
Time taken before work started	81%	82%
Speed with which work was completed	90%	91%
Attitude of workers	95%	95%
Overall quality of repair work	93%	91%
Keeping dirt & mess to a minimum	94%	92%
The repair being done 'right first time'	87%	N/A
The contractors doing the job you expected	90%	N/A
The repairs service you received on this occasion	91%	N/A
Unweighted sample bases vary		

8.3 Last completed repair

8.3.1 Proof of identity

Respondents who have had a repair completed over the past 12 months were then asked if the contractor showed proof of identity. Almost nine in ten (88%) said that the contractor did show proof of identity, while 12% report that they did not. Dalton has the highest proportion of respondents who said the contractor did show proof of identity (95%).

Table 19 Did the contractor show proof of identity by Management Area (Respondents who have had a repair completed)

	Yes %	No %
Total [407]	88%	12%
Central [97]	88%	12%
Dalton [37]	95%	5%
Ormsgill [94]	88%	12%
Roosegate [106]	85%	15%
Walney [73]	91%	9%

Other surveys conducted by BMG have shown that as few as 73% of respondents have reported the contractor showing proof of identity with an average of around 82%, so Barrow performs well in the regard.

8.3.2 Appointments

Those respondents were also asked if their repair appointment was kept. More than nine in ten (92%) said that their appointment was kept, while 8% report that their repair appointment was not kept.

Dalton again has the highest proportion of respondents whose repair appointment was kept (97%).

Table 20 Was the repair appointment kept by Management Area (Respondents who have had a repair completed)

	Yes it was %	No it was not %
Total [431]	92%	8%
Central [101]	94%	6%
Dalton [40]	97%	3%
Ormsgill [101]	90%	10%
Roosegate [114]	93%	7%
Walney [75]	90%	10%

Compared with other surveys BMG has carried out for other housing providers, 92% is just above average (89%).

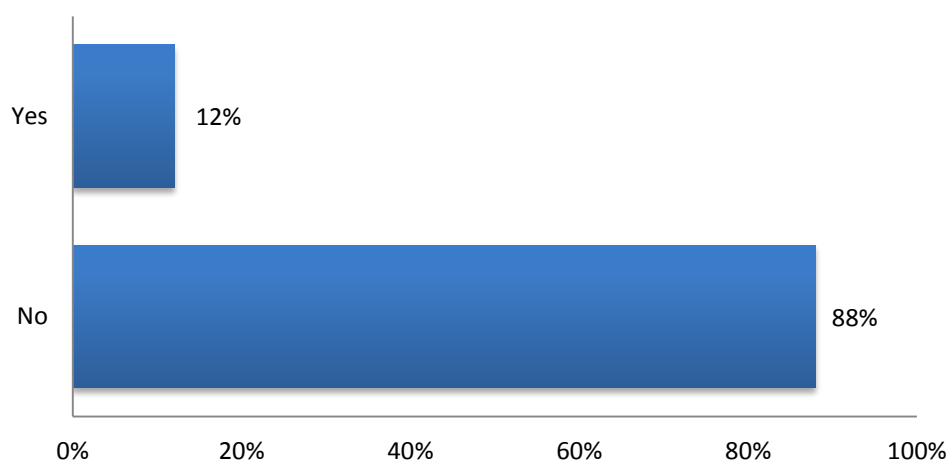
9 Anti-social behaviour

The following section will examine levels of reporting ASB to Barrow and also aspects of how the ASB report was dealt with.

9.1 Reporting Anti-Social Behaviour

All tenants were asked to indicate whether or not they have reported any ASB to Barrow in the past 12 months. One in eight (12%; 14% in 2008) tenants has reported ASB while the remainder (88%) has not.

Figure 27 Have you reported any ASB to Council Housing in the last 12 months? (Valid responses)



Unweighted sample base: 510

Respondents living in the Central area (21%) are the most likely to have made an ASB report whilst those living in Roosegate (7%) are the least likely to have made a report in the past 12 months.

Table 21 Have you reported any ASB to Barrow in the last 12 months by Management Area (Valid responses)

	Have reported ASB %	Have not reported ASB %
Total [510]	12%	88%
Central [119]	21%	79%
Dalton [49]	8%	92%
Ormsgill [112]	11%	89%
Roosegate [139]	7%	93%
Walney [91]	13%	87%

Earlier it was found that 70% of all residents were satisfied with the way in which Barrow deals with ASB. Those who have reported ASB in the last year are less likely than those who have not to be satisfied with the way in which Barrow deals with ASB (59% cf. 71%).

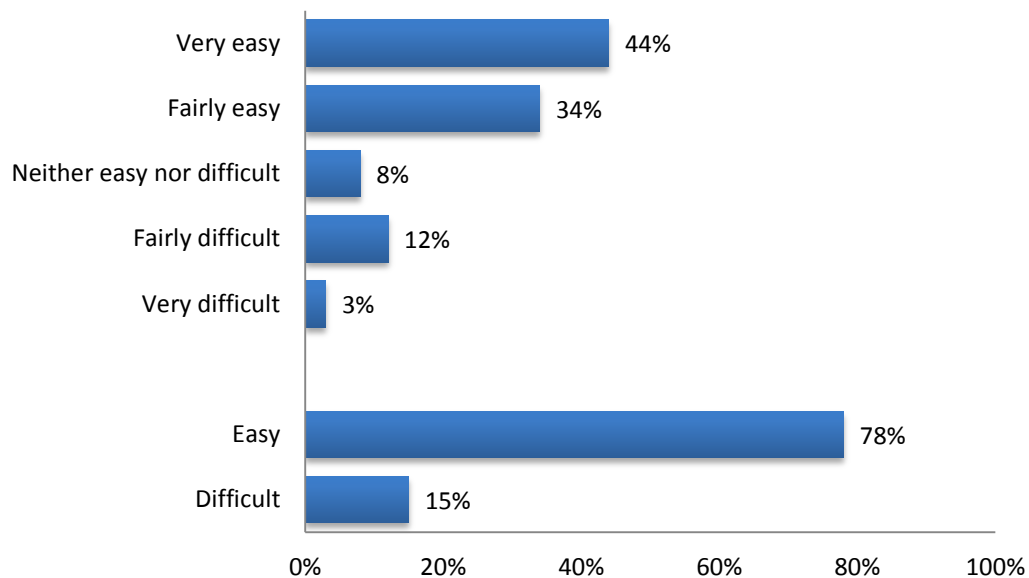
9.2 ASB report experience

Those tenants who had been in contact with Barrow about anti-social behaviour (12% of all tenants) were asked a number of questions about their contact experience.

9.2.1 Ease of contacting a staff member to report ASB

More than three quarters (78%) found contacting a member of staff to report the ASB complaint easy (72% in 2008), whereas 15% found it difficult. The remainder (8%) found it neither difficult nor easy.

Figure 28 At the beginning, how easy or difficult was it to contact a member of staff to report your ASB complaint? (Respondents who have reported ASB)

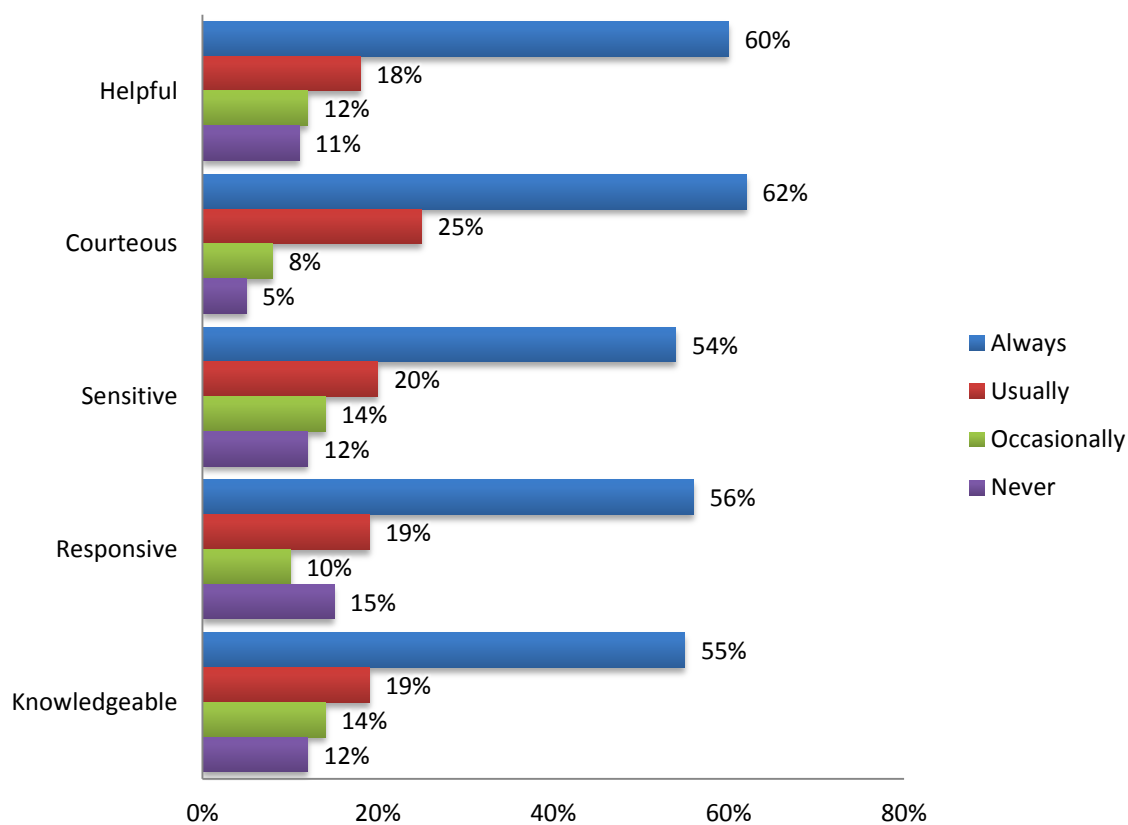


Unweighted sample base: 64

Because the sample bases are so low any sub-group analysis is not possible.

As the following figure illustrates, the majority of respondents who have reported ASB found the staff member they dealt with to be helpful and courteous always or usually.

Figure 29 How would you describe the member of staff dealing with your ASB complaint? (Respondents who have reported ASB)



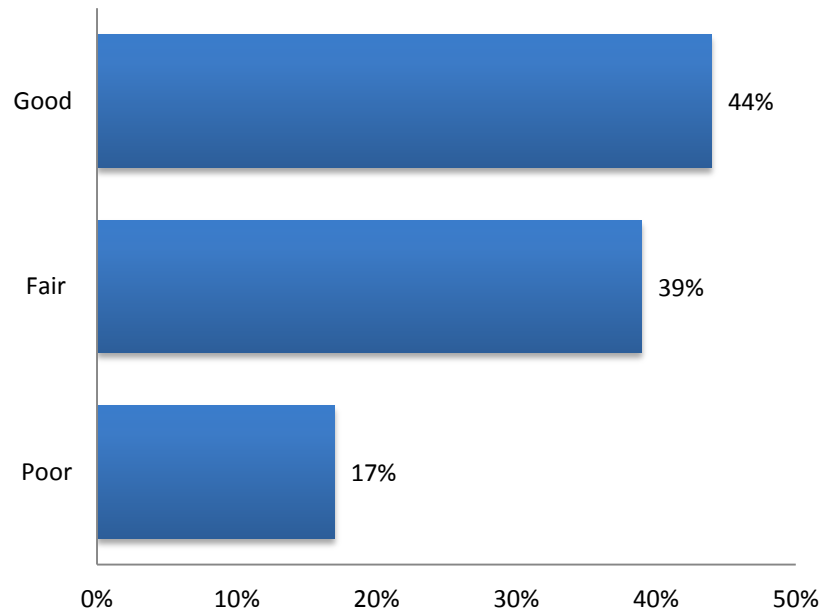
Unweighted sample bases vary

The aspect of staff behaviour regarding the ASB report prompting the most negative reactions is their responsiveness: around one in seven (15%) of those reporting ASB found the staff member never to be responsive.

9.2.2 Speed of being interviewed about the complaint

Asked to rate how quickly they were initially interviewed about their ASB complaint, just over two fifths (44%) said it was good, while a further 39% said it was fair.

Figure 30 How would you rate how quickly you were initially interviewed about your complaint (either in person or over the phone)? (Respondents who have reported ASB)

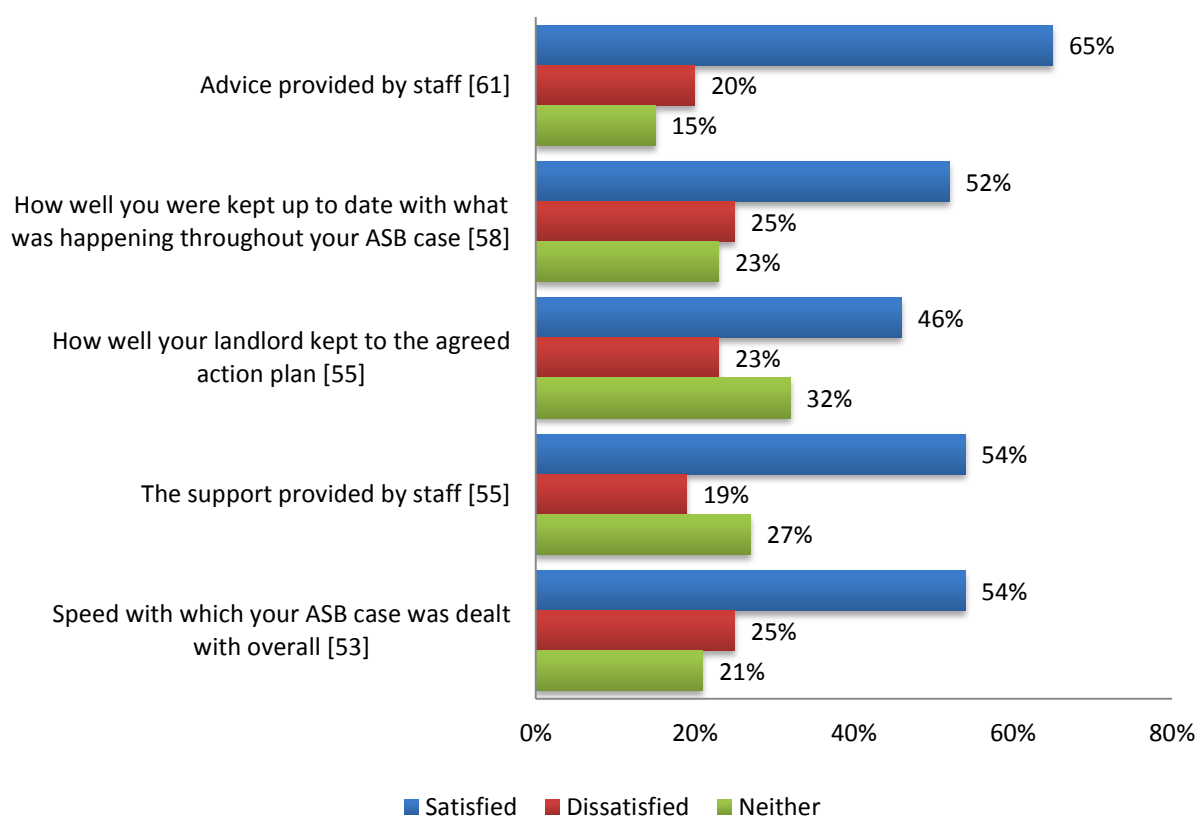


Unweighted sample base: 59

9.3 Satisfaction with aspects of how ASB was dealt with

Those tenants who had been in contact with Barrow about anti-social behaviour (12% of all tenants) were then asked to comment on a number of aspects related to their ASB report. The results are summarised in the following figure. At least one in five of the respondents reporting ASB to Barrow expressed dissatisfaction regarding some aspect. For speed with which the case was dealt with, a quarter (25%) of respondents are dissatisfied. The reader is reminded, however, of the small sample bases involved and should take care when interpreting this data.

Figure 31 Satisfaction with aspects of reporting the ASB (Respondents who had reported ASB)



Unweighted sample bases in brackets

Three of the aspects are directly comparable with those surveyed in 2008. In all three cases satisfaction has declined since the last survey was undertaken

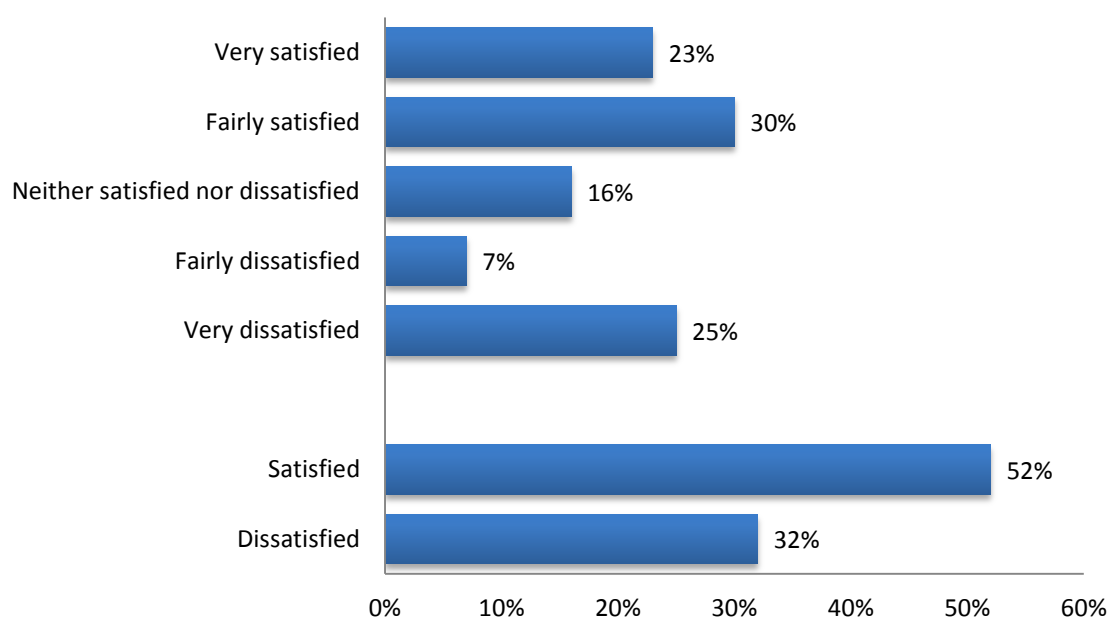
**Table 22 Satisfaction with aspects of reporting the ASB: – satisfied only
(Respondents who had reported ASB)**

	2012 %	2008 %
Advice provided by staff	65%	80%
The support provided by staff	54%	55%
Speed with which the ASB case was dealt with overall	54%	60%
Unweighted sample bases vary		

9.3.1 Satisfaction with final outcome of ASB complaint

More than half (52%) are satisfied with the final outcome of their ASB complaint (50% in 2008), whereas 32% are dissatisfied. The remainder (16%) are neither satisfied nor dissatisfied.

Figure 32 Overall, how satisfied or dissatisfied are you with the final outcome of your ASB complaint? (Respondents who have reported ASB)

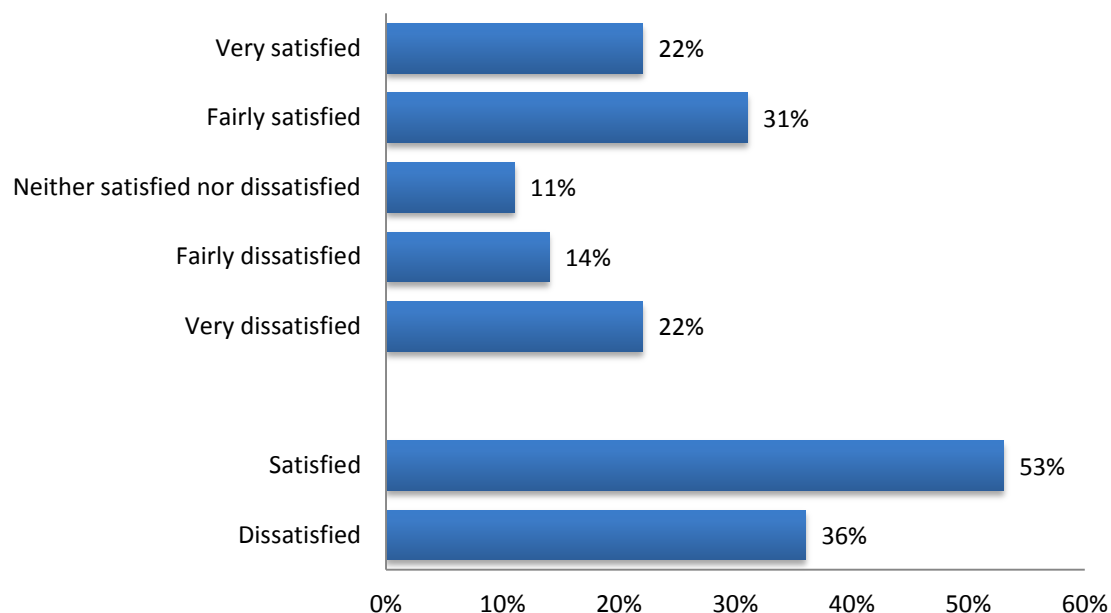


Unweighted sample base: 62

9.3.2 Satisfaction with way in which ASB complaint was dealt with

More than half (53%) are satisfied with the way their ASB complaint was dealt with (63% in 2008), whereas 36% are dissatisfied (24% in 2008). The remainder (11%) are neither satisfied nor dissatisfied.

Figure 33 Overall, how satisfied or dissatisfied are you with the way your ASB complaint was dealt with? (Respondents who have reported ASB)

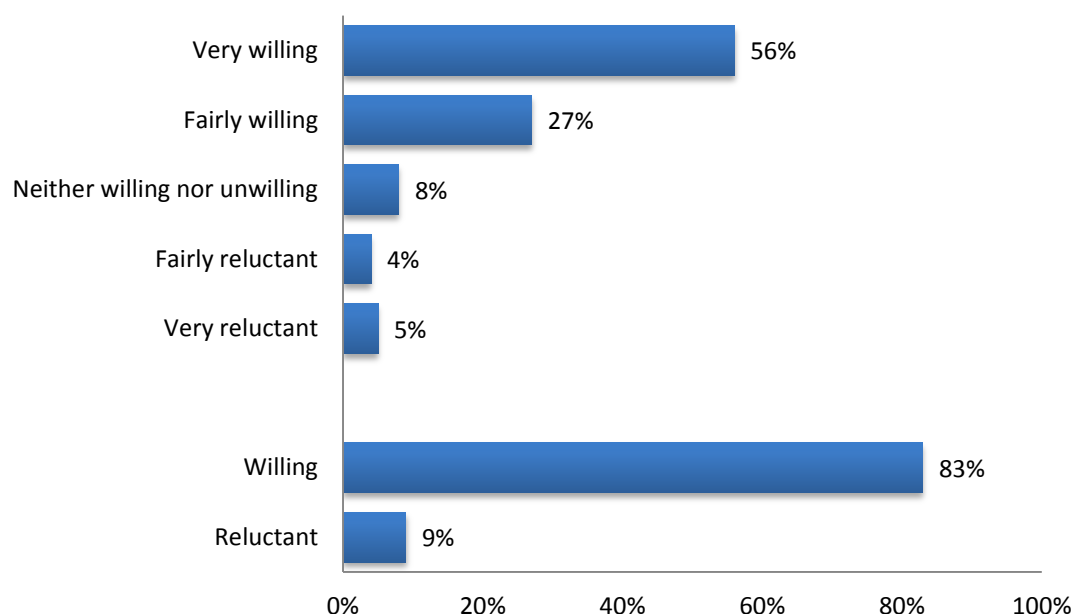


Unweighted sample base: 61

9.3.3 Willingness to report any ASB to Barrow in the future

More than four in five (83%) of all respondents would be willing to report any ASB in the future, whereas 9% would be reluctant.

Figure 34 How willing would you be to report any ASB to Barrow in the future? (Valid responses)



Unweighted sample base: 454

Interestingly, those who have *not* previously made an ASB report are significantly more likely than those who have to be willing to make a future ASB report (85% cf. 72%)

Residents of Walney are least likely to be willing to make a future ASB report (79% would be willing).

Table 23 How willing would you be to report any ASB to Barrow in the future by Management Area (Valid responses)

	Willing %	Neither %	Reluctant %	Net ratings %
Total [454]	83%	8%	9%	+74%
Central [112]	81%	6%	12%	+69%
Dalton [42]	84%	5%	12%	+72%
Ormsgill [96]	82%	10%	8%	+74%
Roosegate [117]	89%	6%	6%	+83%
Walney [87]	79%	11%	11%	+68%

10 Complaints

The following section will examine the complaints service and will examine residents' satisfaction with a number of aspects of the complaints service.

10.1 Complaints procedure

All tenants were asked if they were aware that Barrow has a formal complaints procedure. Similar proportions are aware (52%) or not (48%) of the complaints procedure. Awareness is highest in the Ormsgill area (56%).

Table 24 Are you aware that Barrow has a formal complaints procedure? (Valid responses)

	Yes %	No %
Total [487]	52%	48%
Central [118]	53%	47%
Dalton [45]	51%	49%
Ormsgill [108]	56%	44%
Roosegate [127]	50%	50%
Walney [89]	50%	50%

Previously in this report it was stated that 75% of all residents were satisfied with the way in which Barrow deals with complaints. Those aware of the complaints procedure are significantly more likely than those who are unaware to be satisfied with the way in which Barrow deals with complaints (82% cf. 66%).

10.2 Making a complaint

Around one in eight of all residents (12%) have made a complaint to Barrow in the last year.

Propensity to make a complaint is higher amongst Central and Ormsgill residents (14% each have complained in the last year) and lowest among those who live in Dalton (4%).

Table 25 Have you made a complaint to Barrow in the last 12 months? (Valid responses)

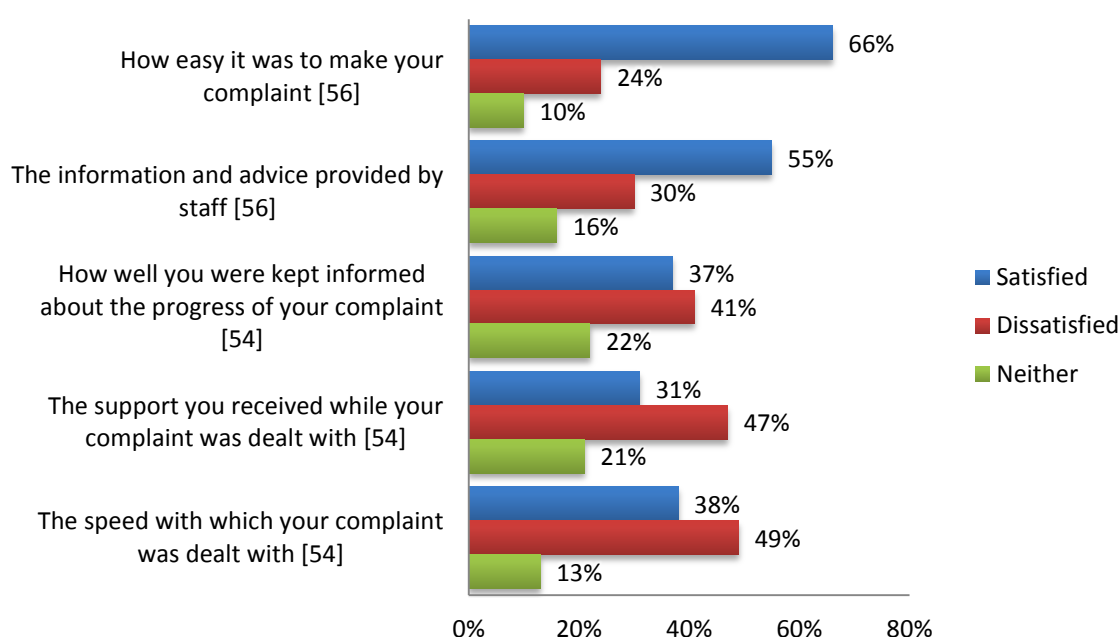
	Yes %	No %
Total [504]	12%	88%
Central [120]	14%	86%
Dalton [48]	4%	96%
Ormsgill [112]	14%	86%
Roosegate [132]	10%	90%
Walney [92]	12%	88%

10.2.1 Satisfaction with the complaints service

Those who had made a complaint were then presented with a list of aspects of the complaints service and asked to rate their level of satisfaction with each one.

Satisfaction is highest with the ease of making the complaint (66% are satisfied with this aspect of the complaints service) followed by the information and advice provided by staff (55% were satisfied with this aspect) and lowest with the support respondents received while their complaint was dealt with (satisfaction drops to 31% for this aspect and is much lower than dissatisfaction – 47%) However, the reader is reminded once again of the low sample bases involved here and is urged to use caution when interpreting these results.

Figure 35 How satisfied or dissatisfied were you with the following aspects of the complaints service: (Those who had made a complaint in the last 12 months)



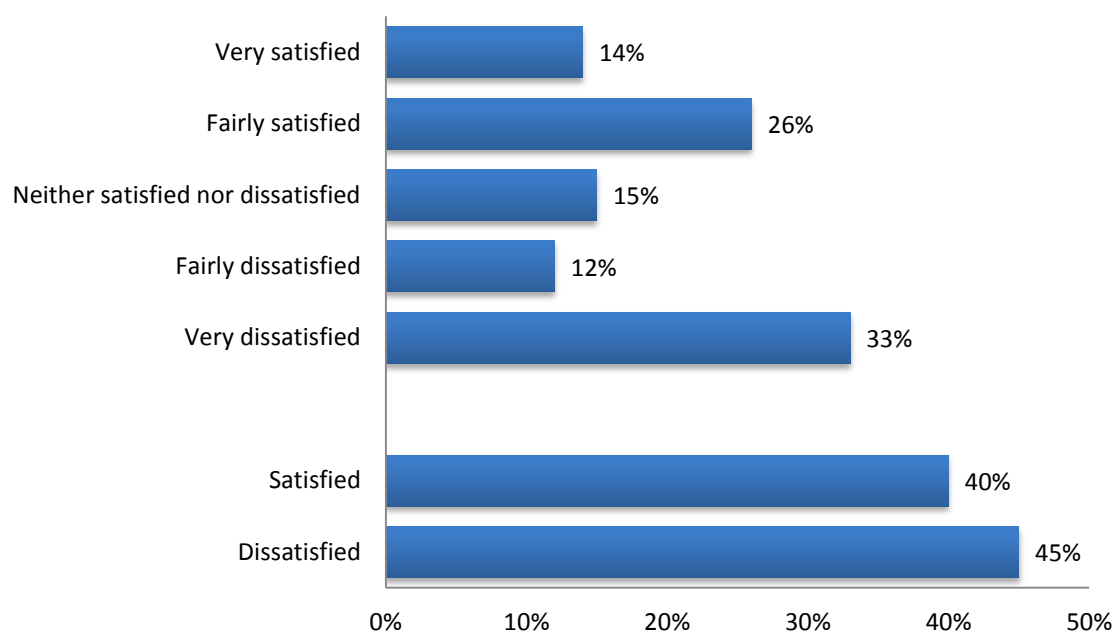
Unweighted sample bases in brackets

10.2.2 Overall satisfaction with how the complaint was handled

Those who had made a complaint were then asked to rate their overall level of satisfaction with the way their complaint was handled by Barrow.

Two fifths (40%) of all respondents are satisfied while 45% are dissatisfied and 15% ambivalent.

Figure 36 Overall, how satisfied or dissatisfied are you with the way your complaint was handled by Barrow? (Those who had made a complaint in the last 12 months)



Unweighted sample base: 57

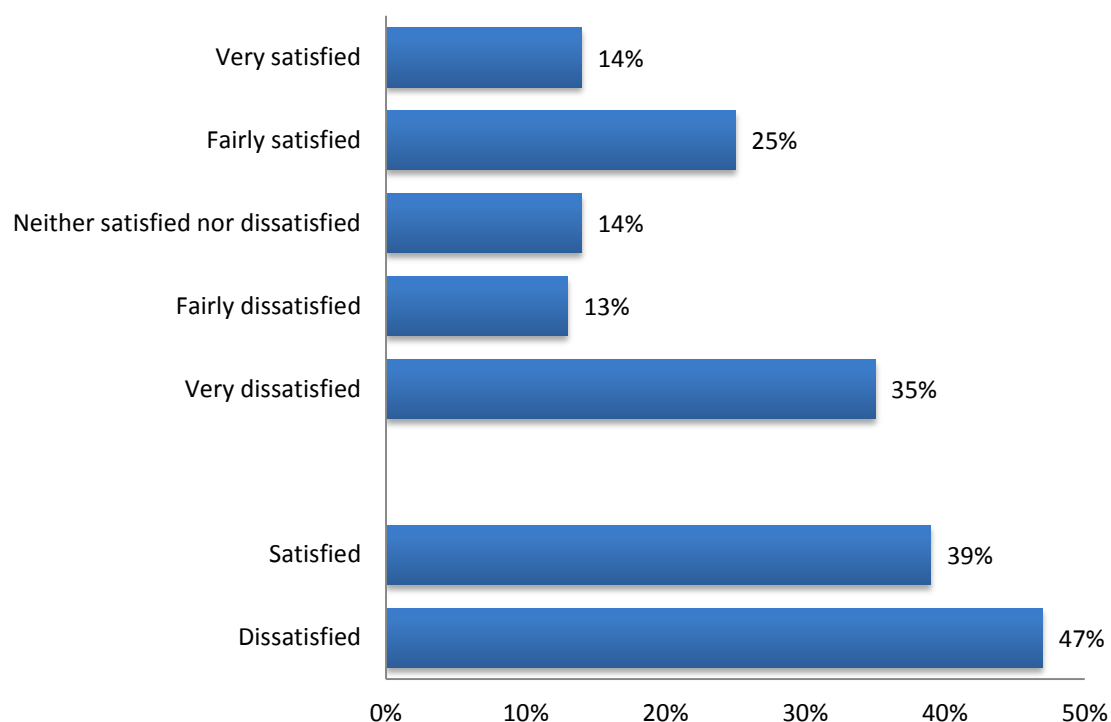
Again, area analysis is not possible here due to low sample bases.

10.2.3 Overall satisfaction with the final outcome of the complaint

Those who had made a complaint were also asked to rate their overall level of satisfaction with the final outcome of their complaint.

Two fifths (39%) of all respondents are satisfied while almost half (47%) are dissatisfied and 14% ambivalent.

Figure 37 Overall, how satisfied or dissatisfied are you with the final outcome of your complaint? (Those who had made a complaint in the last 12 months)

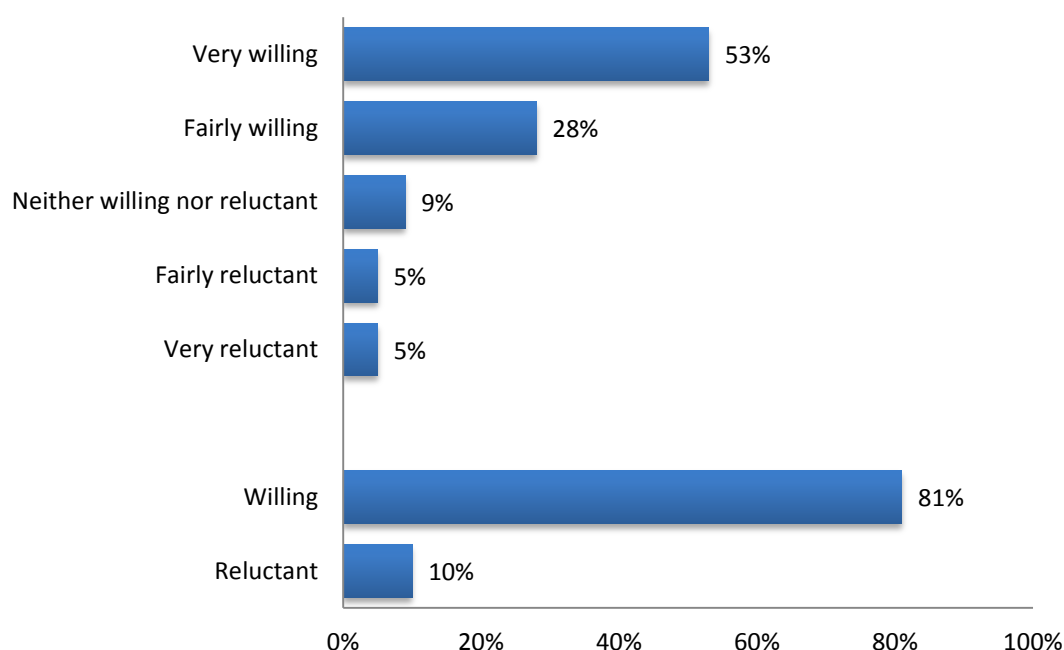


Unweighted sample base: 57

10.2.4 Willingness to make a future complaint

Finally, in this section, all respondents to the survey were asked how willing they would be to make a complaint to Barrow in the future. Eight in ten (81%) of all respondents would be willing to make a future complaint while 10% would be reluctant and 9% are ambivalent.

Figure 38 How willing would you be to make a complaint to Barrow in the future? (Valid responses)



Unweighted sample base: 461

Respondents living in the Roosegate area are more likely than those from all other areas to be willing to make a complaint to Council Housing in the future (85%) while Dalton residents are least likely to be willing (76%).

Table 26 How willing would you be to make a complaint to Barrow in the future? (Valid responses)

	Willing %	Neither %	Reluctant %	Net ratings %
Total [461]	81%	9%	10%	+71%
Central [111]	79%	9%	12%	+67%
Dalton [42]	76%	12%	12%	+64%
Ormsgill [100]	80%	11%	9%	+71%
Roosegate [121]	85%	8%	7%	+78%
Walney [87]	83%	7%	11%	+72%

11 Local service

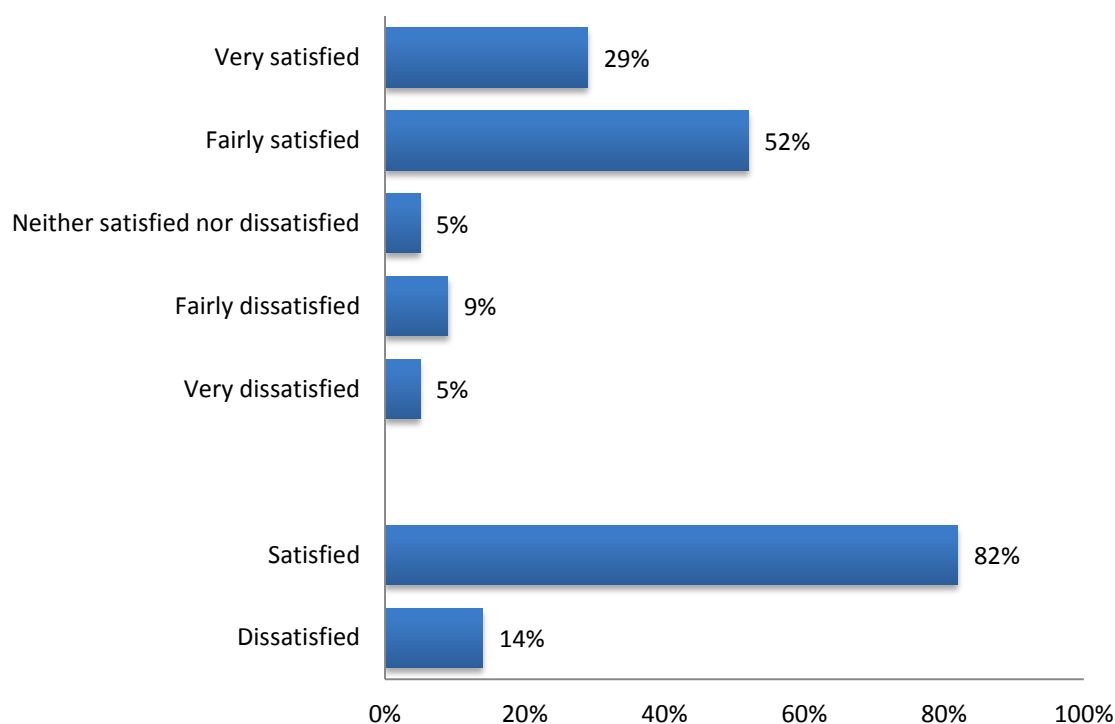
This final section will look at residents' satisfaction with the appearance of their neighbourhood and how satisfied they are with grounds maintenance and cleaning.

11.1 Appearance of the neighbourhood

All residents were asked to rate their level of satisfaction with the overall appearance of their neighbourhood.

Four fifths (82%) of all respondents are satisfied while one in seven (14%) are dissatisfied and 5% ambivalent.

Figure 39 How satisfied or dissatisfied are you with the overall appearance of your neighbourhood? (Valid responses)



Unweighted sample base: 516

Bungalow dwellers (94%) are significantly more likely than those who live in houses, ground floor or upper floor flats (83%, 81% and 77% respectively) to be satisfied with the overall appearance of their neighbourhood, as are older residents (those aged 65+) compared with those aged under 65 (90% cf. 77%).

Respondents living in the Dalton and Walney areas (96% and 94% respectively) are significantly more likely than those from other areas to be satisfied in this regard (82% Roosegate, 76% Central and 75% Ormsgill are satisfied).

Table 27 How satisfied or dissatisfied are you with the overall appearance of your neighbourhood by Management Area (Valid responses)

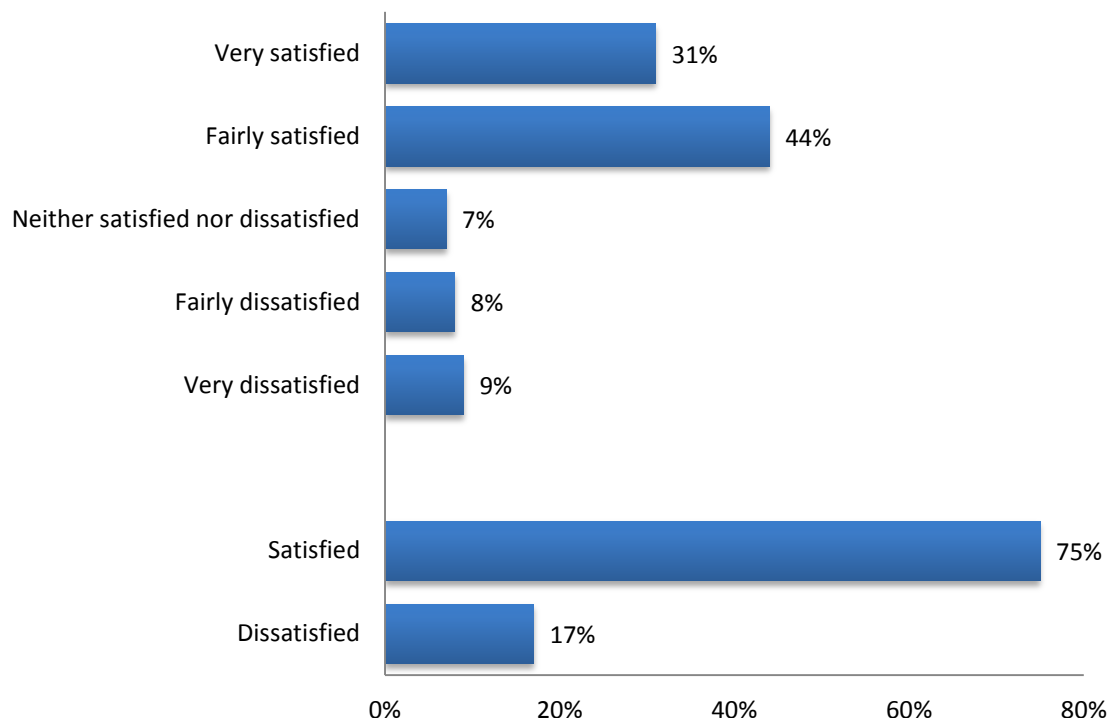
	Satisfied %	Neither %	Dissatisfied %	Net ratings %
Total [516]	82%	5%	14%	+68%
Central [118]	76%	5%	20%	+56%
Dalton [51]	96%	2%	2%	+94%
Ormsgill [114]	75%	7%	18%	+57%
Roosegate [141]	82%	5%	14%	+68%
Walney [92]	94%	1%	5%	+89%

11.2 Grounds maintenance

Similarly, tenants were asked to rate their level of satisfaction with the grounds maintenance such as grass cutting in their area.

Three quarters (75%) of all respondents are satisfied while one in six (17%) are dissatisfied and 7% ambivalent.

Figure 40 How satisfied or dissatisfied are you with the grounds maintenance such as grass cutting in your area? (Valid responses)



Unweighted sample base: 510

Dalton residents (88%) are significantly more likely to be satisfied than those living in Roosegate (79%), Ormsgill (74%), Central (72%) or Walney (68%).

Females are also significantly more likely than males to express satisfaction (79% cf. 70%), as are those aged 65+ in comparison with those aged under 65 (83% cf. 72%).

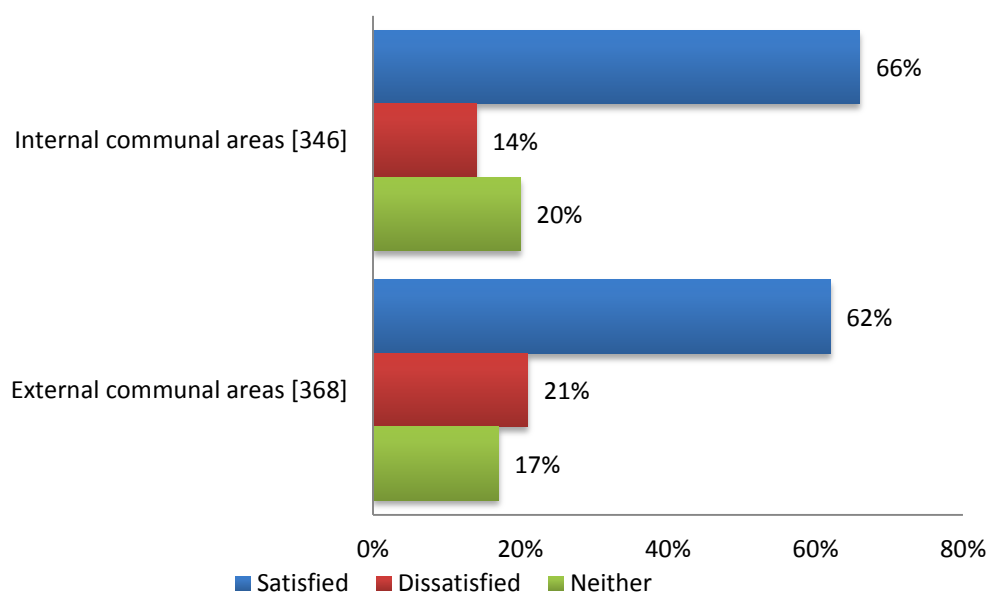
Compared with other surveys undertaken by BMG, a satisfaction score of 75% is just about average (74%) for grounds maintenance.

11.3 Cleaning

All respondents were asked to rate their level of satisfaction with two aspects of cleaning: internal communal areas and external communal areas.

Between three fifths and two thirds are satisfied with external cleaning (62%) and internal cleaning (66%). Around one in seven (14%) are dissatisfied with internal cleaning while a fifth (21%) are dissatisfied with external cleaning.

Figure 41 How satisfied or dissatisfied are you with the cleaning of the following:
(Valid responses)



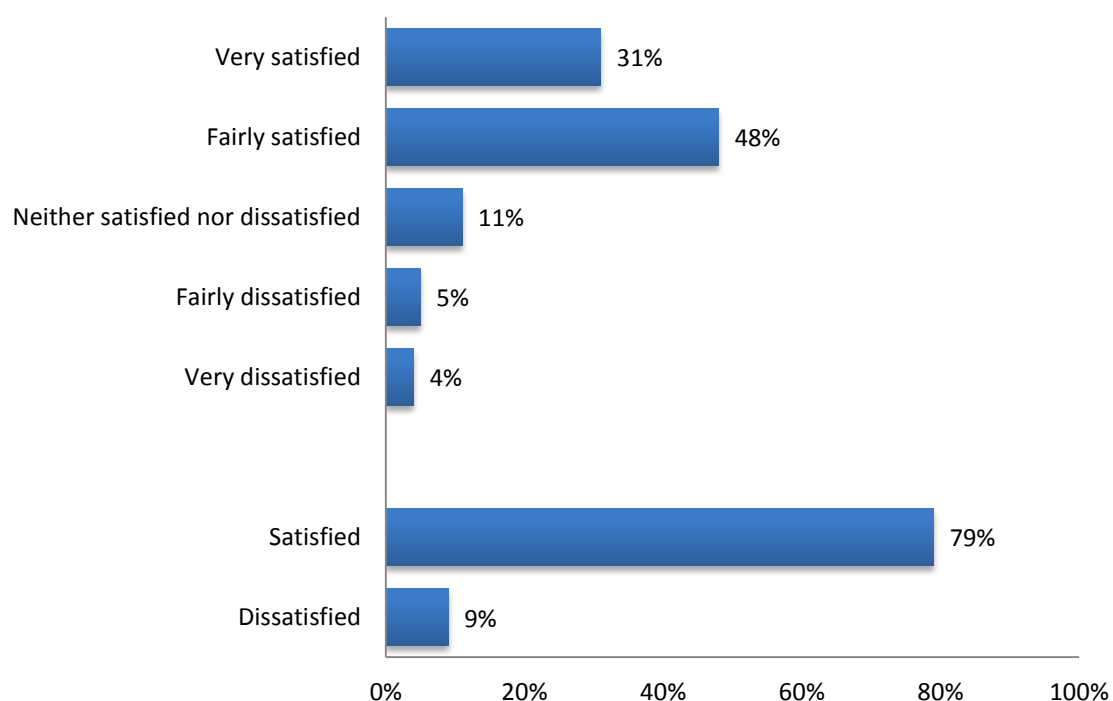
Unweighted sample bases in brackets

11.4 Overall estate services

All tenants were asked to rate their level of satisfaction with overall estate services provided by Barrow.

Four fifths (79%) of all respondents are satisfied while one in eleven (9%) are dissatisfied and 11% ambivalent.

Figure 42 How satisfied or dissatisfied are you with the overall estate services provided by Barrow? (Valid responses)



Unweighted sample base: 492

Satisfaction is highest amongst Dalton residents (85%) and lowest amongst those living in Walney (74%).

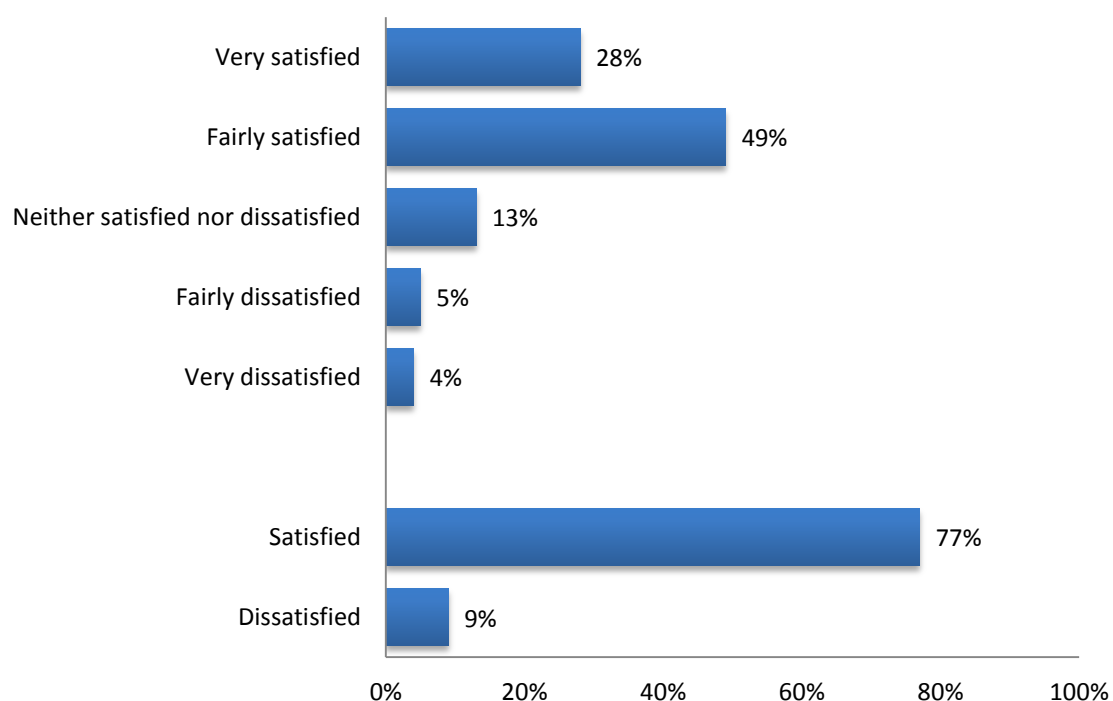
Residents aged 65+ are significantly more likely than those aged under 65 to be satisfied (85% cf. 76%).

11.5 Overall estate services value for money

All respondents were also asked to rate their level of satisfaction with the value for money of overall estate services provided by Barrow.

Three quarters (77%) of all respondents are satisfied while one in nine (11%) are dissatisfied and 13% ambivalent.

Figure 43 How satisfied or dissatisfied are you with the value for money of overall estate services provided by Barrow? (Valid responses)



Unweighted sample base: 481

12 Profile Information

The following tables outline the unweighted demographic profile of the sample.

Table 28 Profile table

Age	Tenants %	Tenants base
18 – 24 years	2	12
25 – 34 years	8	40
35 – 44 years	10	51
45 – 54 years	14	75
55 – 64 years	25	129
65 – 74 years	18	94
75+ years	16	84
Not provided	8	42
Ethnicity		
White – British	76	401
White – Other	<0.5	1
Mixed – White and Black Caribbean	<0.5	2
Chinese	<0.5	1
Other	<0.5	1
Prefer not to say	<0.5	1
Not provided	23	120
Gender		
Male	44	230
Female	55	288
Not provided	2	9
Disability in household		
Yes, limited a lot	41	215
Yes, limited a little	22	115
No	32	170
Not provided	5	27

Table 29 Profile table continued...

Receive housing benefit	Tenants %	Tenants base
Do receive	76	402
Do not receive	18	97
Not provided	5	28
Sexual orientation		
Heterosexual	80	420
Gay man	1	3
Bisexual	1	4
Other	3	18
Prefer not to say	7	37
Not provided	9	45
Religion		
No religion	25	132
Christian	62	327
Buddhist	1	3
Jewish	<0.5	1
Muslim	<0.5	1
Any other religion	3	14
Prefer not to say	4	23
Not provided	5	26

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With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

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BMG serves both the social public sector and the commercial 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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