# STAR Tenant Satisfaction Survey 2014

**Homes**
FOR NORTHUMBERLAND
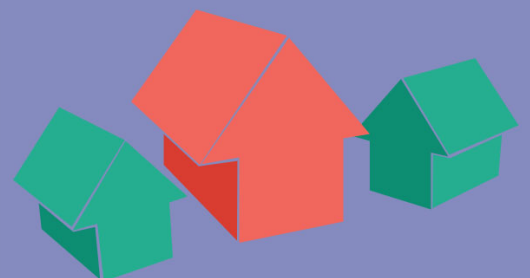
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# Contents

# 1. Introduction

## Background

This report details the results of Homes for Northumberland 2014 STAR tenant satisfaction survey, delivered by ARP Research. This is the first such survey since Homes for Northumberland (HfN) was formed to manage council homes on behalf of Northumberland County Council., and will serve as a baseline for improving services in the future.

Throughout the report the survey data has been broken down and analysed by various categories, including by area and various equality groups. Where applicable the current survey results have also been compared against the 2009 STATUS survey conducted in the former districts of Alnwick and Blyth Valley. including tests to check if any of the changes are *statistically significant*. The results have also been benchmarked against HouseMark STAR figures for the core satisfaction questions, supplemented by ARP Research's own database for ancillary questions.

This survey uses HouseMark's STAR model which is the standardised methodology for tenant and resident surveys. Benchmark data for the 'core' questions is provided by HouseMark.
www.housemark.co.uk/star

## About the survey

The survey was carried out between January and February 2014. Paper self completion questionnaires were distributed to all tenants. This was followed by a reminder where a new questionnaire was sent to every non respondent. A free prize draw was used to encourage the response rate. The survey was also available to complete online

In total 3,196 tenants took part in the survey, which represented a 38% response rate (error margin +/- 1.4). This response rate is similar to typical STAR rates and exceeded the stipulated target error margin.

## Understanding the results

Most of the results are given as percentages, which may not always add up to 100% because of rounding and/or multiple responses. It is also important to take care when considering the results for groups where the sample size is small.

Where there are differences in the results over time, or between groups, these are subjected to testing to discover if these differences are *statistically significant* . This tells us that we can by confident that the differences are real and not likely to be down to natural variation or chance.

For detailed information on the survey response rates, methodology, data analysis and benchmarking, please see appendix A.

# 2. Main findings

## Overall satisfaction

1.  The 2014 survey results for Homes for Northumberland were in most cases far better than those achieved in the previous survey carried out in 2009. Indeed, where benchmark data is available it is very positive to find in the majority of cases Homes for Northumberland appear in the top two quartiles of results when compared to other similar landlords.

2.  Overall, 88% of tenants were satisfied with service they received from Homes for Northumberland, which is nine points higher than the 2009 score (was 79%) a difference which is considered to be statistically significant (section 3). The results had improved substantially for both of the previous districts, with the gap between Alnwick Borough (84%) and Blyth Valleys (89%) having halved since 2009.

3.  Similar patterns were observed for other ratings, such as the quality of the home (section 4), value for money for rent (section 4), the condition of the home (section 4), how enquiries are dealt with generally (section 8), the repairs and maintenance service (section 5), being listened to and having views acted upon (section 7), and a significant improvement observed with the neighbourhood (section 9).

4.  After a key driver analysis, the top five factors most closely associated with overall satisfaction were, in descending order of strength:

    - Quality of the home (85% satisfied, section 4).
    - Repairs and maintenance overall (81%, section 5)
    - How enquiries are handled generally (86%, section 8)
    - Neighbourhood as a place to live (88%, section 9)
    - Being kept informed (79%, section 7)

5.  It is positive to see that the top four key drivers have all shown significant improvement since the previous surveys, however, work is still needed if the organisation is to achieve top quartile scores for all. In particular HfN are aware that there is more they might wish to do in terms of improving levels of communication with tenants, and this was the only key driver where the scores had failed to improve since 2009 and remained in the third quartile compared to the benchmark scores (section 9).

## Information and resident involvement

6.  Although the majority of survey respondents thought that Homes for Northumberland were good at keeping them informed about the things that affected them as residents (79%), this score was unchanged since the previous survey and remains below the benchmark median for similar landlords (81%, section 7).

7.  Notwithstanding the above, it was still positive to observe that the extent to which respondents felt that Homes for Northumberland listens to their views and act upon them was rated significantly higher amongst the sample overall when compared with 2009, with 71% now satisfied (was 59%). This score is now 3% higher than the benchmark average placing HfN in the top quartile of results.

8.      For both of these scores the was a big difference between the two previous district areas, with Blyth Valley above the benchmark median for Alnwick Borough in the fourth quartile, which would suggest that specific attention be paid to improving the level of engagement with tenants in the old Alnwick Borough.

## Customer service

9.      One of the main key drivers is how enquiries are dealt with generally, a score that is it very encouraging to see had improved significantly since the previous survey with 86% of this sample satisfied, up from 71% in 2009 raising the score above the benchmark median of 82% (section 8).

10.     Four fifths of respondents found it easy to get hold of the right person, 6 points higher than the benchmark median. Even more respondents found staff to be helpful (87%), a result which remains above the benchmark average (85%).

11.     The vast majority were satisfied with the ability of staff to deal with the query (85%), including nearly a half (47%) who were 'very satisfied'. As a consequence, four fifths were satisfied with the final outcome of their last contact including an impressive 46% who were 'very satisfied'.

12.     As contact via telephone is the method of choice for the majority of the sample it is pleasing to find 84% were satisfied with the cost of contacting Homes for Northumberland in this manner. A fifth were now comfortable to both send and receive communications via e-mail, with around half of the sample having internet access (84% of those aged under45).

## Repairs and maintenance

13.     Overall satisfaction with repairs still has some way to go before it matches the performance of other landlords with a median satisfaction score of 84%, but the 2014 score of 81% represents a significant improvement compared to that achieved in 2009 (76%). Indeed, over a third of respondents (36%) were 'very satisfied' with the service (section 5).

14.     When analysed at district level it was notable that satisfaction improved by 8% amongst Alnwick borough tenants (73%, up from 65%) albeit not by a statistically significant margin.  In contrast, whilst satisfaction with the service is equivalent to the benchmark median for tenants of Blyth Valley (84%), this was two points lower than previously reported (was 86%).

15.     Furthermore, when respondents were asked to rate the repairs service received on the last occasion, satisfaction was at 84%, a result which is equal to the benchmark median. The primary key driver of satisfaction with the last repair was having the repair done right first time – 77% were satisfied in this this regard, but 15% were dissatisfied.

## The home

16.     The rating for how satisfied respondents were with the overall quality of their homes had increased significantly for the sample as a whole, being at the level one would typically expect to see amongst comparable landlords (85% up from 80%.  Furthermore, as already reported this was the primary key driver of satisfaction overall (section 4).

17.     Satisfaction was significantly lower in Alnwick (78%) and Amble (80%) but was significantly higher amongst respondents from Seaton Delaval (89%). Satisfaction was also linked with household size with ratings falling as the household size increased

## Value for money

18.    In the current poor economic climate, and with imminent welfare benefit reform, it can be viewed as a good sign that satisfaction with the value for money of the rent had had increased significantly, with a little over four fifths of the entire sample answering positively (83%), up six points since 2009. Unfortunately, this result was still 5% below the benchmark median resulting in a fourth quartile placement (section 4).

19.    Satisfaction with the value for money for the service charge was somewhat lower than for rent (77%, satisfied).  However, when compared against the benchmark score Homes for Northumberland's result was actually two points higher placing the organisation in the top quartile.

20.    When respondents were asked to give their views on the help and support services that Homes for Northumberland provide in order to help customers manage their tenancies, the majority were satisfied with the support that they received on claiming housing and other welfare benefits (80%) and the remainder were almost all equivocal (section 12).

## Estate and communal services

21.    Although two thirds of the sample (68%) were satisfied with the grounds maintenance service, this meant that two fifths were dissatisfied (19%).  As such, levels of satisfaction were low enough to place the organisation's score in the bottom quartile of results and were 8% below the benchmark median (section 6)

22.    When considering how communal areas are maintained, it is notable that respondents rated the repairs to both internal and external communal areas higher than the standard of cleaning.  Dealing first with cleaning,, whilst the majority of respondents were satisfied it is notable that a fifth were dissatisfied with the cleaning of external communal areas, including 7% who were 'very dissatisfied'.

23.    With regards to repairs of communal areas, external maintenance was rated higher than repairs to communal areas (74% v 69%), however, a greater proportion of tenants were dissatisfied with the former than the latter (14% v 9%).

## The neighbourhood

24.    People's perceptions of their neighbourhood overall are typically one of the more stable measures in tenant surveys, and so it was interesting to find a significant change in this measure since 2009 with overall satisfaction improving to 88% from 74% raising it above the benchmark average and subsequently into the top quartile of scores. This improvement may be testament to the work HfN has already done on improving neighbourhood management (section 9)

25.    Whilst dog fouling/dog mess was the most prevalent neighbourhood issue (66% rated it as a problem), it was not necessarily the best predictor of overall satisfaction.  Indeed, after conducting a key driver analysis eight other issues emerged , with the three strongest being:

- Noisy neighbours (28%, problem)
- Rubbish or litter (61%, problem)
- Drug use or dealing (19%, problem)

## Anti-social behaviour

26.    Dealing with ASB was amongst the three most important aspects of the Council's services for over a quarter of the sample (28%). Around one in twelve tenants had reported anti-social behaviour (ASB) to Homes for Northumberland, with levels of ASB reports highest amongst younger tenants (aged 16-44) than those aged 65 or over (13% and 4% respectively). By area, ASB reporting was higher in Blyth (11%) and Alnwick (10%) and lowest in Amble and Rothbury (both 3%, section 10).

27.    Of those who reported ASB, just over three quarters (77%) found it easy to contact a member of staff, and 62% were satisfied with the advice they received. Although only a little over half were satisfied with how they were kept to data (53%) and with the way their ASB complaint was handled overall (56%), all of the scores in this section compared favourably against the benchmark median for other landlords.

## Complaints

28.    Three quarters of the sample were satisfied with the way Homes for Northumberland deals with complaints, including a third who were 'very satisfied'. However, this was significantly lower amongst respondents who had actually made a complaint (52%, section 11).

29.    Around a half of the sample population were aware of the formal complaints procedure with one in ten of these claiming to have actually used the system in the previous twelve months (5% of total sample).

30.    Keeping tenants informed was once again the lowest rated aspect of the service with 45% expressing dissatisfaction with this including a third who were 'very dissatisfied'. An equivalent proportion of respondents were dissatisfied with the support they received (45%), with slightly more dissatisfied with how the complaint was handled overall (48%). However, the organisation did compare favourably to other similar landlords with scores typically above average.

# 3. Services overall

The 2014 survey results for Homes for Northumberland were in most cases far better than those achieved in the previous survey carried out in 2009. Indeed, where benchmark data is available it is very positive to find in the majority of cases Homes for Northumberland appear in the top two quartiles of results when compared to other similar landlords. This observation is true for a number of the individual questions throughout the survey, but is typified by the headline overall satisfaction rating of 88% which is nine points higher than the 2009 score (was 79%) a difference which is considered to be statistically significant, which is a standard threshold after which a result is considered unlikely to be due to chance.

A purple icon indicates that a rating has changed since the last survey by a *statistically significant* amount that is unlikely to be due to chance.

There were still those who were dissatisfied (8%), but this is not dissimilar to the results achieved by other providers. Indeed, the overall satisfaction score meant that whilst the level of tenant satisfaction was in the second quartile when compared to the benchmark database, it was one point higher than the median.

Similar patterns were observed for other ratings, such as the quality of the home (section 4), value for money for rent (section 4), the condition of the home (section 4), how enquiries are dealt with generally (section 8), the repairs and maintenance service (section 5), being listened to and having views acted upon (section 7) and a significant improvement observed with the neighbourhood (section 9).

The results had improved substantially for both of the previous districts, but more so for Alnwick Borough. In the previous surveys the scores for this district were lower than those achieved in Blyth Valley, and whilst this remains the case for the current sample the gap seems to be narrowing across the board. A good example of this pattern is the overall satisfaction score, which previously had a difference of 10% between the two districts (Blyth Valley – 84%, Alnwick – 74%). The difference is now only 5%, with both districts reporting significantly improved scores of 89% and 84% respectively.

Throughout the report the results are also comprehensively analysed by other sub-groups in order to identify those tenants who might differ from the norm in how they felt about Homes for Northumberland's services. The first notable finding confirmed a pattern common across resident surveys - older respondents claimed to be more satisfied than those who were younger. Indeed, 16-44 year olds were the least satisfied age group overall (80%) and this compares against 93% of those aged 65 or older. As chart 10.9 clearly shows the wide variation in scores between the youngest and the oldest respondents continued across a wide range of core questions.

Overall satisfaction also varied by sub area with those in Seaton Delaval reporting significantly higher than average scores (90%). However, this was largely related to the proportion of elderly tenants in this area as three fifths of respondents were aged 65 or over. In contrast respondents in Alnwick were the least satisfied group overall (83%), but again this maybe age related as this area had the highest proportion of younger tenants (28% aged 16-44).

## 3.1 Overall satisfaction
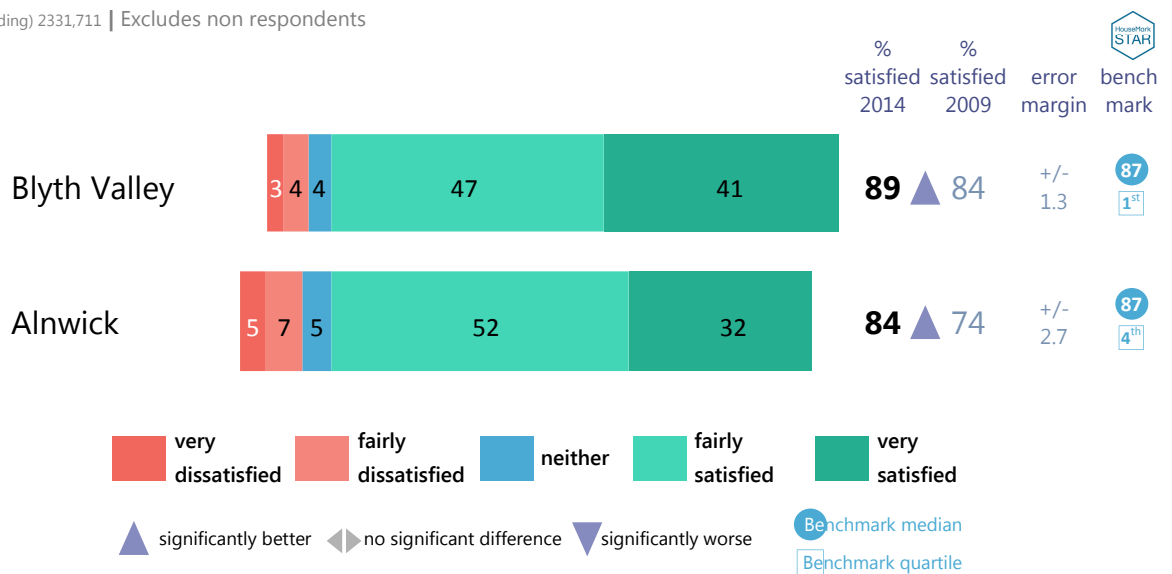
% Base 3042 **|** Excludes non respondents

| | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|

**Overall service from HfN**

| 3 | 5 | 4 | 48 | 39 |

**88** ▲ 79    +/- 1.2    **87** 2nd

| | | | | |
|---|---|---|---|---|
| ■ very dissatisfied | ■ fairly dissatisfied | ■ neither | ■ fairly satisfied | ■ very satisfied |

▲ significantly better    ◀▶ no significant difference    ▼ significantly worse

● Benchmark median
▫ Benchmark quartile

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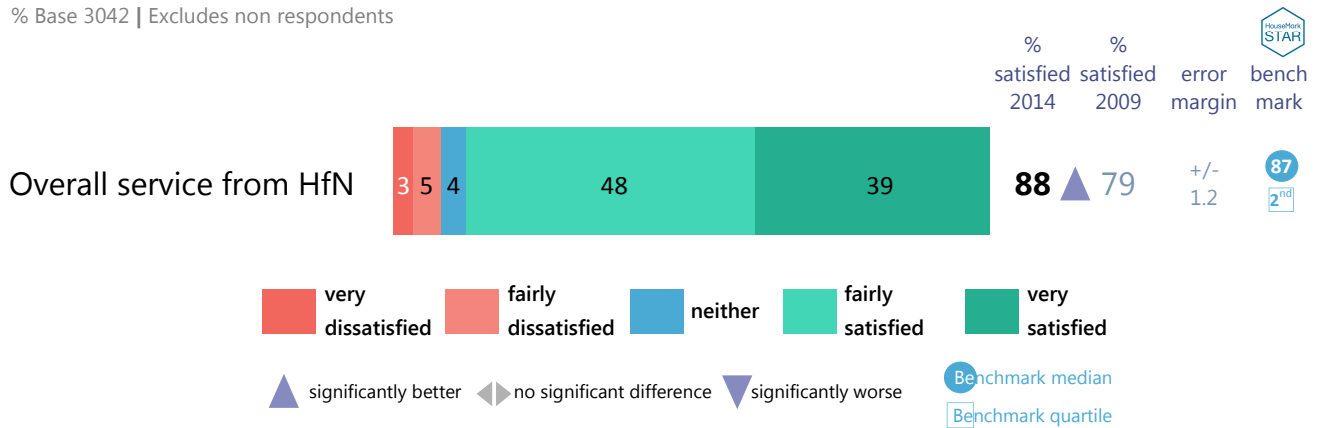
## 3.2 Overall satisfaction by previous district

% Bases (descending) 2331,711 **|** Excludes non respondents

| | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|

**Blyth Valley**

| 3 | 4 | 4 | 47 | 41 |

**89** ▲ 84    +/- 1.3    **87** 1st

**Alnwick**

| 5 | 7 | 5 | 52 | 32 |

**84** ▲ 74    +/- 2.7    **87** 4th

| | | | | |
|---|---|---|---|---|
| ■ very dissatisfied | ■ fairly dissatisfied | ■ neither | ■ fairly satisfied | ■ very satisfied |

▲ significantly better    ◀▶ no significant difference    ▼ significantly worse

● Benchmark median
▫ Benchmark quartile

Experience of anti-social behaviour (ASB) also strongly impacts how tenants view their landlord overall, as 76% of respondents who had reported ASB to Homes for Northumberland were satisfied compared to 89% of those who had not reported such an issue in the previous twelve months.
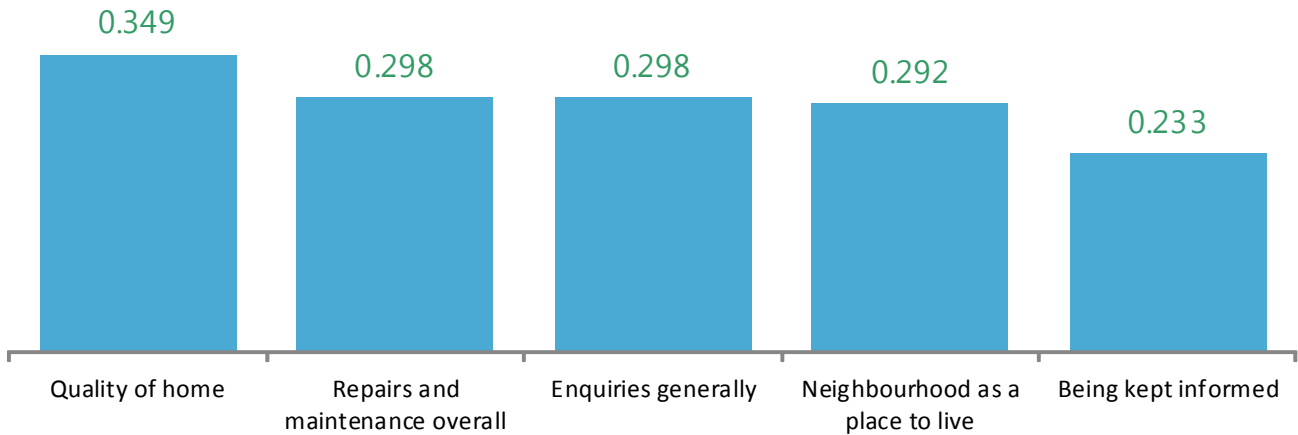
To learn more about the overall score a 'key driver' analysis was also carried out, using a statistics test known as a 'regression', in order to determine which opinion rating statements in the questionnaires were most closely associated with overall satisfaction. This test does not necessarily suggest a causal link (although there may be one), but it does highlight the combination of opinion rating statements that are the best predictors of overall satisfaction. The analysis identified five key drivers as presented in chart 3.3.

The key drivers in the list were typical of the questions one would normally expect to emerge from this analysis. The primary key driver is the quality of the home, an aspect which has improved significantly since 2009 (85% satisfied, up from 80%, section 4). Quality of the home was also ranked second by tenants as being an important aspect of service provision for them (chart 4.1). However, the repairs and maintenance service was the most important aspect of service provision (chart 3.7) so it us unsurprising that this was also a key driver in satisfaction overall.
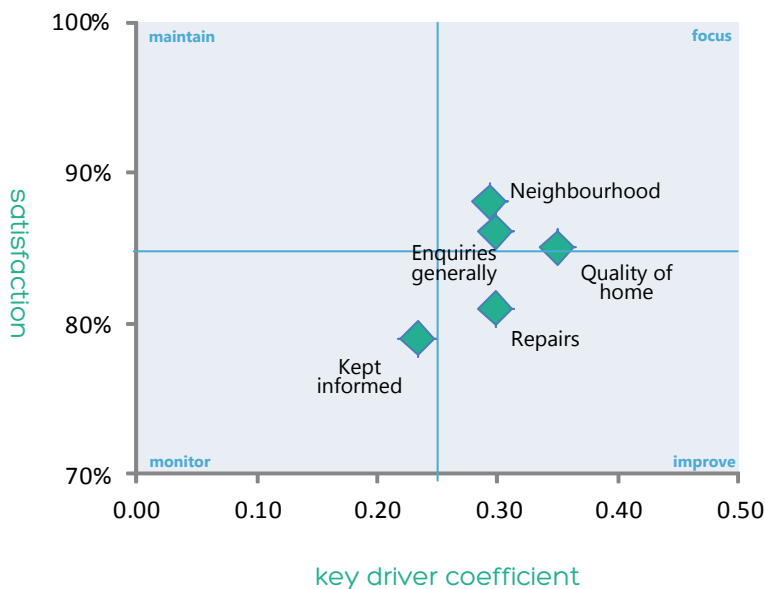
## 3.3 Key drivers - overall satisfaction

R Square = 0.637 | Note that values are *standardised beta coefficients* from a regression analysis.



| 0.349 | 0.298 | 0.298 | 0.292 | 0.233 |
| --- | --- | --- | --- | --- |
| Quality of home | Repairs and maintenance overall | Enquiries generally | Neighbourhood as a place to live | Being kept informed |

## 3.4 Key drivers v satisfaction



A 'key driver' analysis uses a regression test to check which other results in the survey are best at predicting overall satisfaction. For a more detailed explanation of key drivers please see Appendix A.

What is interesting to note is the top four key drivers have all shown significant improvement since the previous survey which implies Homes for Northumberland are working in areas of service provision which are important to tenants and therefore key influences in their satisfaction overall. However, work is still needed if the organisation is to achieve top quartile scores for all. In particular HfN are aware that there is more they might wish to do in terms of improving levels of communication with tenants, and this was the only key driver where the scores had failed to improve since 2009 and remained in the third quartile compared to the benchmark scores (see section 9).

Tenants were next asked for their opinion of staff, general service provision and perception of their landlord. It was very positive to find respondents find Homes for Northumberland staff to be friendly and approachable (91% agreed) which reinforces the positive results surrounding customer service seen elsewhere in this report.

A little over four fifths of respondents agreed that Homes for Northumberland is providing the service they expect from their landlord, are treating its residents fairly and are providing an effective and efficient service (all 84%). A similar proportion said they trust their landlord (83%), however slightly less agreed that Homes for

## 3.5 Likely to recommend Homes for Northumberland

% Base 3127 **|** Excludes non respondents. Error margin +/- 0.3%
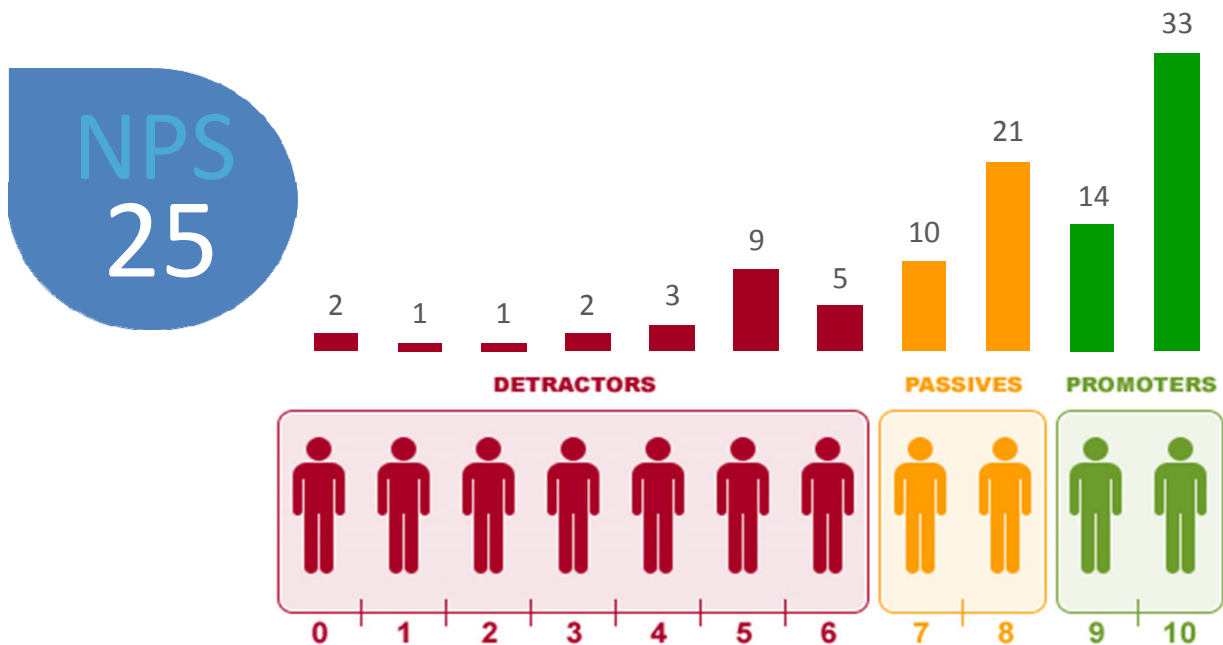


This question employed the Net Promoter methodology, which is a widely used tool used across many different business sectors to gauge customer loyalty and is typically measured on an 11 point scale (0-10). Respondents who score 9-10 are considered to be Promoters, and those who score 0-6 to be Detractors. The Net Promoter Score (NPS) is the difference between the two, ranging from -100 to 100. As a point of reference across various sectors, the typical NPS score is 5-10 in industry, and around 20-30 for social housing overall.

Northumberland has a good reputation in their area (77%), indeed one in ten disagreed with this.  Tenants in Rothbury were significantly less likely to agree with this than tenants of any other area (63%).

For all six statements in chart 3.6, respondents in Blyth Valley were significantly more positive, whereas customers in Alnwick Borough were significantly less so.

As the Net Promoter Score (NPS) has now been added to the updated version of STAR, survey respondents were asked how likely they were to recommend Homes for Northumberland to family or friends to measure this (chart 3.5). With an NPS of 25, this was generally higher than the average score of 5-10 across various sectors, and around what would be expected for social housing overall.  In the latter case, however, providers have used a variety of NPS measure that may not all be compatible – later in the year HouseMark are expected to provide updated benchmark information that may revise this average.

Seghill had the highest proportion of 'promoters' (52%), with Shilbottle the lowest (33%).  However, around one in three tenants in Alnwick, Amble and Blyth were detractors.

## 3.6 Homes for Northumberland overall

% Bases (descending) 3149,3132,3141,3155,3145,3125 | Excludes non respondents.

| | disagree strongly | disagree | neither | agree | agree strongly | % agreed | error margin | bench mark |
|---|---|---|---|---|---|---|---|---|
| HfN has friendly and approachable staff | 1 | 3 | 6 | 54 | 37 | **91** | +/- 1.0 | 88 2nd |
| HfN is providing the service I expect from my landlord | 2 | 7 | 7 | 59 | 25 | **84** | +/- 1.3 | 86 3rd |
| HfN treats its residents fairly | 2 | 5 | 9 | 59 | 26 | **84** | +/- 1.3 | 82 2nd |
| HfN provides an effective and efficient service | 2 | 6 | 9 | 62 | 22 | **84** | +/- 1.3 | 86 3rd |
| I trust HfN | 2 | 4 | 12 | 54 | 29 | **83** | +/- 1.3 | 77 1st |
| HfN has a good reputation in my area | 2 | 7 | 15 | 54 | 23 | **77** | +/- 1.5 | 77 2nd |

Legend: disagree strongly · disagree · neither · agree · agree strongly · Benchmark median · Benchmark quartile

## 3.7 Three most important services

% Base 3196 | More than one answer allowed.

| | |
|---|---|
| Repairs and maintenance | 82 |
| Overall quality of the home | 58 |
| Neighbourhood as a place to live | 34 |
| Keeping residents informed | 33 |
| Dealing with anti-social behaviour | 28 |
| Listen and act upon your views | 27 |
| The emergency call system (if applicable) | 15 |
| Support & advice on claiming benefits and paying rent | 13 |
| No response | 2 |
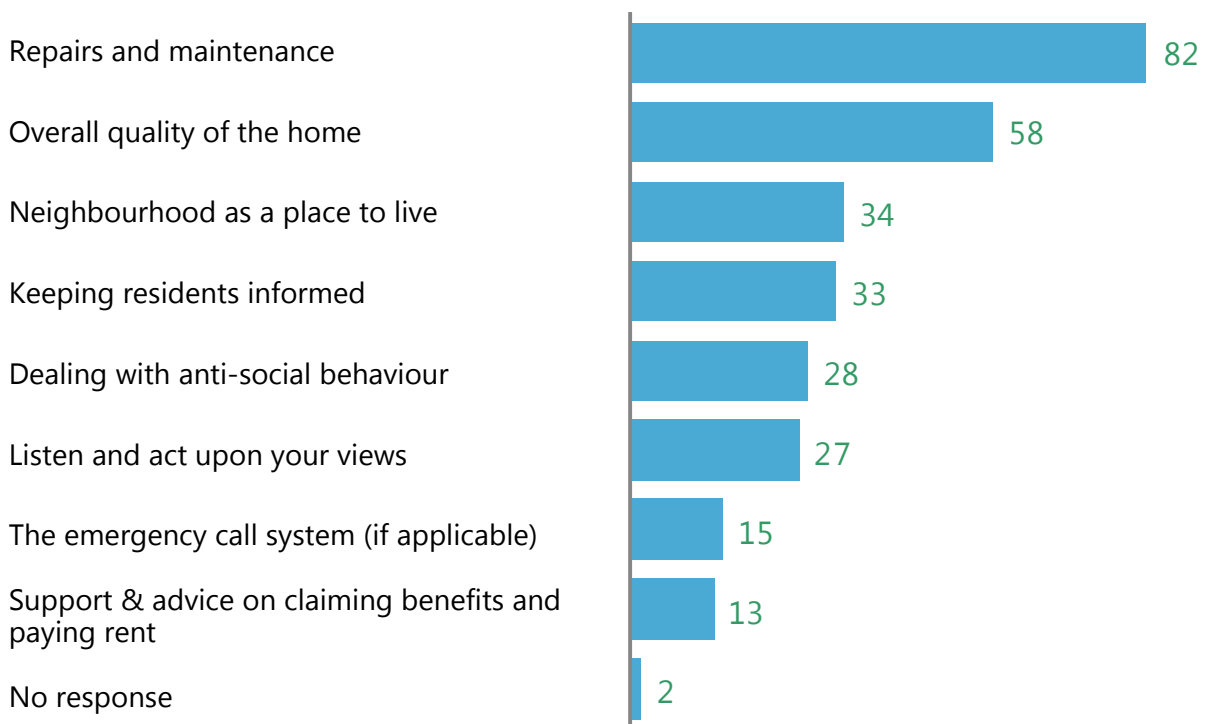
# 4. Home and value for money

The rating for how satisfied respondents were with the overall quality of their homes had increased significantly for the sample as a whole, now being at the level one would typically expect to see amongst comparable landlords. Furthermore, as already reported this was the primary key driver of satisfaction overall. Satisfaction was significantly lower in Alnwick (78%) and Amble (80%) but was significantly higher amongst respondents from Seaton Delaval (89%). Satisfaction was also linked with household size with ratings falling as the household size increased (67% for households with four or more members).

Benchmark data accompanied by the STAR logo [STAR] is drawn from HouseMark data, the remainder from ARP Research's database. See Appendix A for details.

An even greater improvement was observed with the rating for the condition of the home with 82% satisfied, up from 75% in 2009. Results of the sub-group analysis mirrored the pattern observed above in terms of satisfaction by area and household size.

In the current poor economic climate, and with imminent welfare benefit reform, it can be viewed as a good sign that satisfaction with the value for money of the rent had had increased significantly, with a little over four fifths of the entire sample answering positively (83%), up six points since 2009. Unfortunately, this result was still 5% below the benchmark median resulting in a fourth quartile placement. When the satisfaction score is analysed further, it is interesting that value for money of the rent was rated significantly higher than average for those living in Seaton Delaval (88%) but significantly less so for the group of respondents in Alnwick (76%) and Amble (80%). There was also the expected difference between respondents who received housing benefit (86% satisfied) and those who did not (77%).
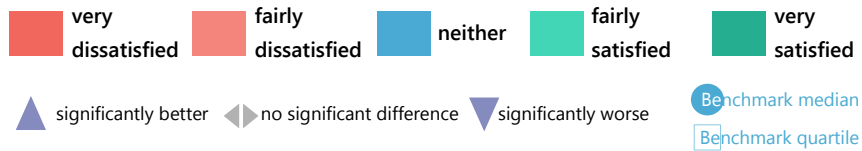
When compared to the historical scores for each of the old districts, both had improved with the score for Alnwick borough showing the greatest improvement being up 6% from 73% in 2009 to 79% for the current sample.

In common with the general pattern of scores elsewhere, satisfaction with the value for money for the service charge was somewhat lower overall than for rent (77%, satisfied). However, this gap was smaller than normal and when compared against the benchmark score Homes for Northumberland's result was actually two points higher placing the organisation in the top quartile. As with the findings for value for money for rent, satisfaction was significantly lower for respondents in Alnwick and Amble (70% and 71% respectively), but significantly higher in Seaton Delaval (81%). However, it is likely that the age profiles of the areas concerned played a large part in this.

## 4.1 Home and value for money

% Bases (descending) 3145,3021,3125,2572 | Excludes non respondents.

| | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|
| Overall quality of home | **85** ▲ 80 | | +/- 1.2 | 85 2nd |
| Rent provides value for money | **83** ▲ 77 | | +/- 1.3 | 88 4th |
| Overall condition of your home | **82** ▲ 75 | | +/- 1.3 | 82 2nd |
| Service charge provides value for money | **77** – | | +/- 1.6 | 75 1st |

Overall quality of home: 3 7 5 49 36

Rent provides value for money: 2 5 10 45 38

Overall condition of your home: 3 9 6 50 32

Service charge provides value for money: 3 5 15 45 32

**Legend:**
- very dissatisfied
- fairly dissatisfied
- neither
- fairly satisfied
- very satisfied

- ▲ significantly better
- ◄► no significant difference
- ▼ significantly worse
- Benchmark median
- Benchmark quartile

# 4. Home and value for money

## 4.2 Home and value for money by area

% satisfied

| | Sample size | Overall satisfaction with services provided | Quality of the home | Condition of the home | Value for money for rent | Value for money for service charge |
|---|---|---|---|---|---|---|
| **Overall** | 3196 | 88 | 85 | 82 | 83 | 77 |
| **Alnwick Borough** | 744 | 84 | 79 | 75 | 79 | 71 |
| **Blyth Valley** | 2452 | 89 | 87 | 84 | 84 | 79 |
| **Alnwick** | 348 | 83 | 78 | 72 | 76 | 70 |
| **Amble** | 219 | 84 | 81 | 79 | 80 | 71 |
| **Blyth** | 1266 | 89 | 87 | 83 | 83 | 78 |
| **Cramlington** | 589 | 88 | 86 | 83 | 83 | 79 |
| **Rothbury** | 108 | 85 | 77 | 73 | 81 | 71 |
| **Seaton Delaval** | 456 | 90 | 89 | 87 | 88 | 81 |
| **Seghill** | 141 | 90 | 89 | 85 | 86 | 80 |
| **Shilbottle** | 69 | 87 | 87 | 82 | 83 | 85 |

Significantly **worse** than average (95% confidence*)  Significantly **better** than average (95% confidence*)

* See appendix A for further information on statistical tests and confidence levels

# 5. Repairs and maintenance

The repairs and maintenance service is typically a major factor in any tenant survey, and is usually cited by tenants as being the highest priority for improvement. Homes for Northumberland's tenants are no different, with 82% placing the repairs and maintenance service in their top three most important services (chart 3.7) and repairs and maintenance emerging as a key driver of overall satisfaction behind the quality of the home (chart 3.3).

Overall satisfaction with repairs still has a little way to go before it matches the performance of other landlords with a median satisfaction score of 84%, but the 2014 score of 81% represents a significant improvement compared to that achieved in 2009 (76%). Indeed, over a third of respondents (36%) were now 'very satisfied' with the service.

There were some interesting results when analysed by previous district with satisfaction improving by 8% amongst Alnwick borough tenants (73%, up from 65%) albeit not by a statistically significant margin. In contrast it is notable that whilst satisfaction with the service is equivalent to the benchmark median for tenants of Blyth Valley (84%), this was two points lower than previously reported (was 86%) a difference that is statistically significant.

There were some notable differences in overall satisfaction when analysed by area with respondents in Seaton Delaval and Cramlington significantly more satisfied than average (88% and 83%). In contrast, tenants in Rothbury (66%), Alnwick and Shilbottle (both 72%) were significantly less satisfied overall, a pattern that is by and large evident throughout the more detailed analysis of the service (chart 5.5).

However, it is entirely possible that some respondents' last experience of the repairs and maintenance service was some time ago, and this should be taken into account when interpreting the overall satisfaction score for this service. In addition, when considering their answer it is likely that respondents also factor in their experience of cyclical maintenance and improvement work. Therefore, how recent users of the repairs service rate their *last* competed repair is perhaps the best measure of how day to day response repairs are performing. With that in mind it is positive to find more of the overall sample were satisfied with the repairs service received on the last occasion (84%) a result which is equal to the benchmark median.

When the 74% of tenants who had used the service in the last twelve months were asked to provide further detailed information about their experience it is encouraging to see that the vast majority of respondents were satisfied with each aspect of the repairs and maintenance service (chart 5.5). In the majority of cases satisfaction was equal to or above the benchmark median with scores commonly appearing in the top two quartiles.
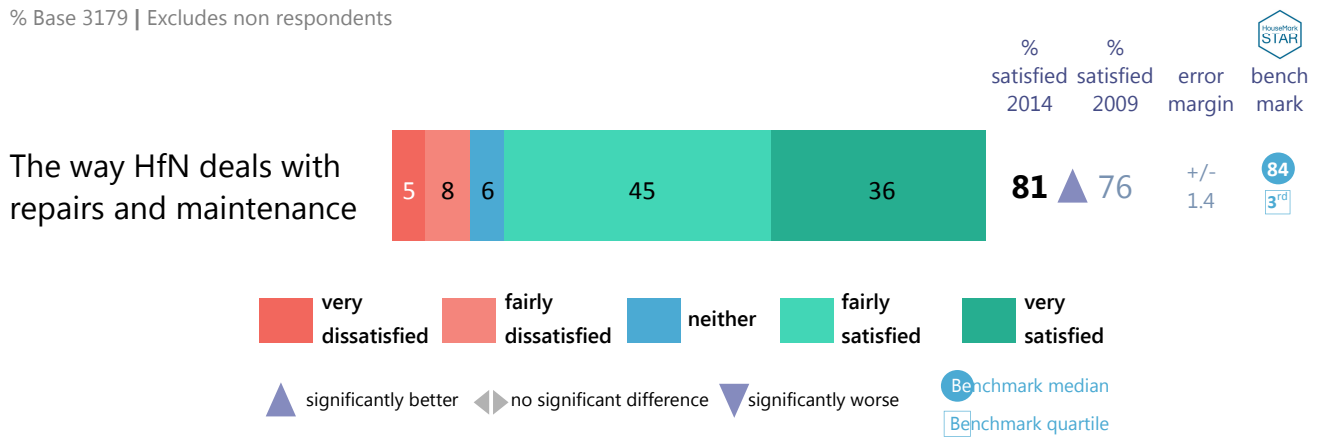
A difference between two groups is usually considered statistically significant if chance could explain it only
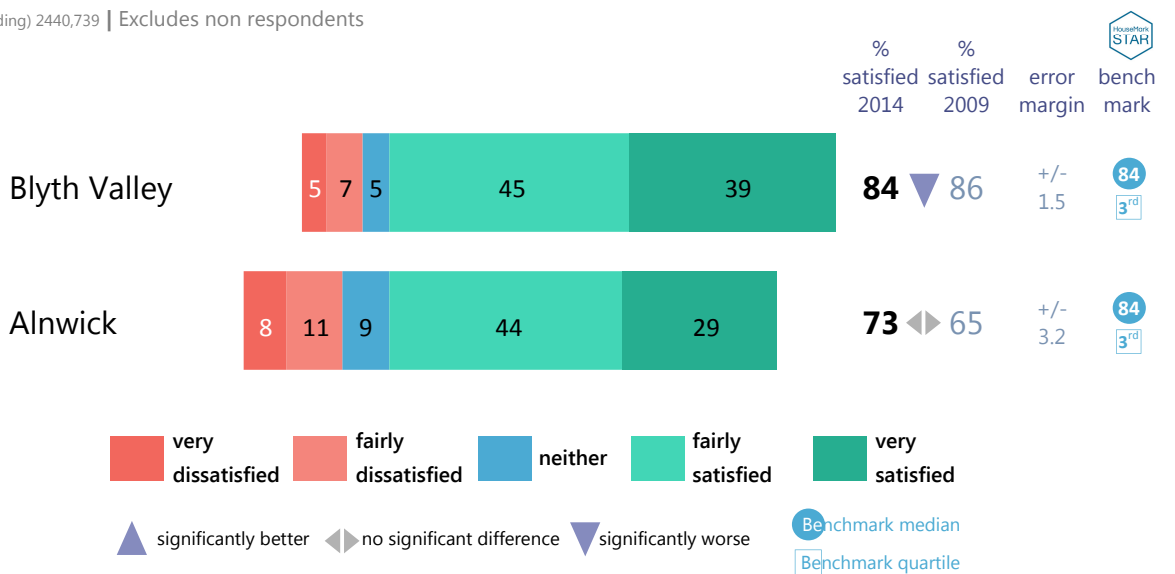
# 5. Repairs and maintenance

## 5.1 Repairs and maintenance
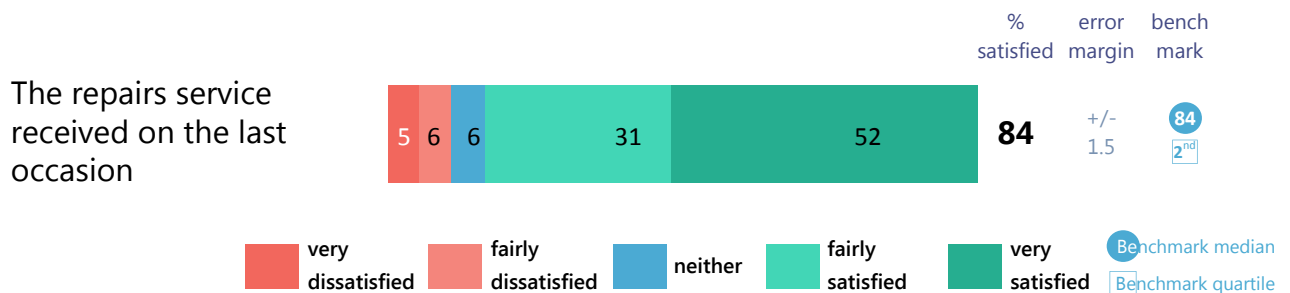
% Base 3179 | Excludes non respondents

| | | | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|---|---|
| The way HfN deals with repairs and maintenance | 5 8 6 45 36 | | **81** ▲ 76 | | +/- 1.4 | **84** 3rd |

**very dissatisfied**    **fairly dissatisfied**    **neither**    **fairly satisfied**    **very satisfied**

▲ significantly better    ◀▶ no significant difference    ▼ significantly worse    Benchmark median    Benchmark quartile

## 5.2 Satisfaction with repairs and maintenance by previous district

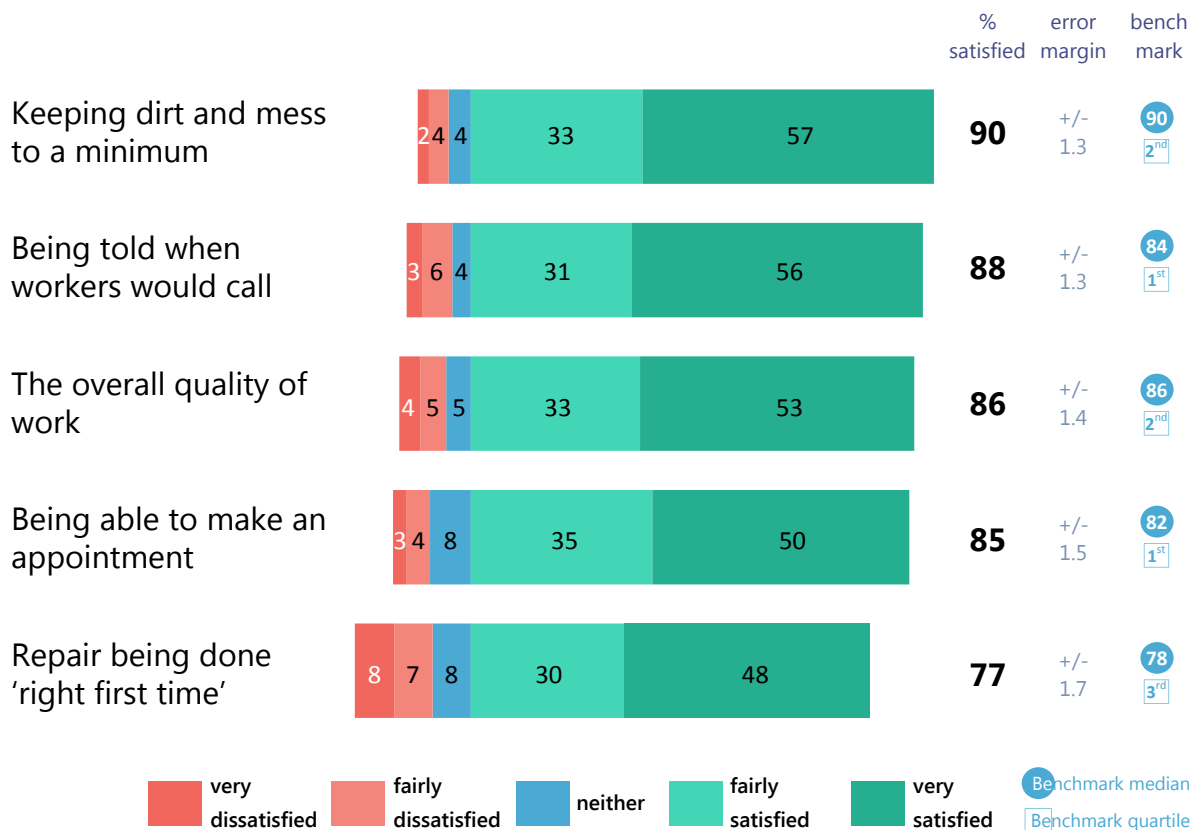% Bases (descending) 2440,739 | Excludes non respondents

| | | | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|---|---|
| Blyth Valley | 5 7 5 45 39 | | **84** ▼ 86 | | +/- 1.5 | **84** 3rd |
| Alnwick | 8 11 9 44 29 | | **73** ◀▶ 65 | | +/- 3.2 | **84** 3rd |

**very dissatisfied**    **fairly dissatisfied**    **neither**    **fairly satisfied**    **very satisfied**

▲ significantly better    ◀▶ no significant difference    ▼ significantly worse    Benchmark median    Benchmark quartile

## 5.1 Last repair

% Base 3179 | Repair in last 12months. Excludes non respondents.

| | | % satisfied | error margin | bench mark |
|---|---|---|---|---|
| The repairs service received on the last occasion | 5 6 6 31 52 | **84** | +/- 1.5 | **84** 2nd |

**very dissatisfied**    **fairly dissatisfied**    **neither**    **fairly satisfied**    **very satisfied**    Benchmark median    Benchmark quartile

## 5.3 Last completed repair

% Bases (descending) 2229,2300,2246,2123,2243,2248 | Repair in last 12months. Excludes non respondents.

| | % satisfied | error margin | bench mark |
|---|---|---|---|
| Keeping dirt and mess to a minimum | 90 | +/- 1.3 | 90 2nd |
| Being told when workers would call | 88 | +/- 1.3 | 84 1st |
| The overall quality of work | 86 | +/- 1.4 | 86 2nd |
| Being able to make an appointment | 85 | +/- 1.5 | 82 1st |
| Repair being done 'right first time' | 77 | +/- 1.7 | 78 3rd |

Keeping dirt and mess to a minimum: 2 4 4 33 57
Being told when workers would call: 3 6 4 31 56
The overall quality of work: 4 5 5 33 53
Being able to make an appointment: 3 4 8 35 50
Repair being done 'right first time': 8 7 8 30 48

Legend: very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | Benchmark median | Benchmark quartile

One way to shed further light on these results was to run a key driver analyses, which to remind the reader is a statistical analysis called a regression that identifies the detailed rating statements that were the best predictors of satisfaction of an overall score. The result of this analysis is shown in chart 5.4. Whilst this analysis reveals four key drivers, the top two are clearly more influential, especially having the repair done right first time, which incidentally is the lowest rated aspect of the service (77% satisfied, chart 5.3). Whilst the key driver analysis only serves to produce what are best predictors of overall satisfaction this is certainly one aspect of the service Homes for Northumberland should consider in order to improve satisfaction with the service overall.

It should be noted that when comparing the answers given by the different types of tenant in the sample to the overall rating for repairs and maintenance, there was the expected difference by age, with those aged 16 - 44 considerably less satisfied overall than those aged 65 or more (66% and 90% respectively). This pattern was also evident across the detailed questions in this section.

Finally, it is worth noting that a fifth (22%) of respondents claimed that the worker who last completed a repair for them failed to show proof of ID. This figure was highest in Alnwick (30%) and Rothbury, Shilbottle and Seaton Delaval where ID was not shown to around one in four tenants.

**74%** of tenants had used the repairs service in **the last year**

... and **74%** also said that the contractor showed **proof of identity**

## 5.4 Last completed repair by area

% satisfied

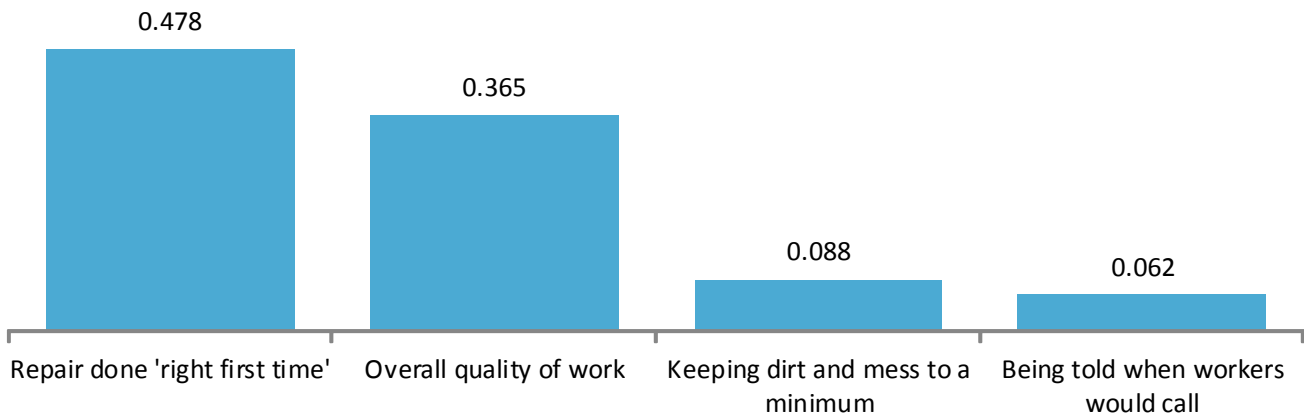| | Sample size | Repairs and maintenance service overall | Being told when workers would call | Being able to make an appointment | Overall quality of work | Keeping dirt and mess to a minimum | Repair being done 'right first time' | Repairs service received on last occasion |
|---|---|---|---|---|---|---|---|---|
| **Overall** | 3196 | 81 | 88 | 85 | 86 | 90 | 77 | 84 |
| **Alnwick Borough** | 744 | 73 | 83 | 78 | 82 | 87 | 72 | 79 |
| **Blyth Valley** | 2452 | 84 | 89 | 87 | 87 | 91 | 79 | 85 |
| **Alnwick** | 348 | 72 | 81 | 77 | 82 | 85 | 69 | 79 |
| **Amble** | 219 | 78 | 86 | 82 | 83 | 91 | 75 | 81 |
| **Blyth** | 1266 | 83 | 88 | 87 | 86 | 91 | 77 | 84 |
| **Cramlington** | 589 | 83 | 92 | 89 | 88 | 92 | 81 | 86 |
| **Rothbury** | 108 | 66 | 82 | 77 | 78 | 77 | 69 | 75 |
| **Seaton Delaval** | 456 | 88 | 88 | 85 | 89 | 89 | 83 | 87 |
| **Seghill** | 141 | 79 | 90 | 90 | 91 | 92 | 78 | 87 |
| **Shilbottle** | 69 | 72 | 84 | 72 | 87 | 94 | 78 | 82 |

Significantly **worse** than average (95% confidence*)

Significantly **better** than average (95% confidence*)

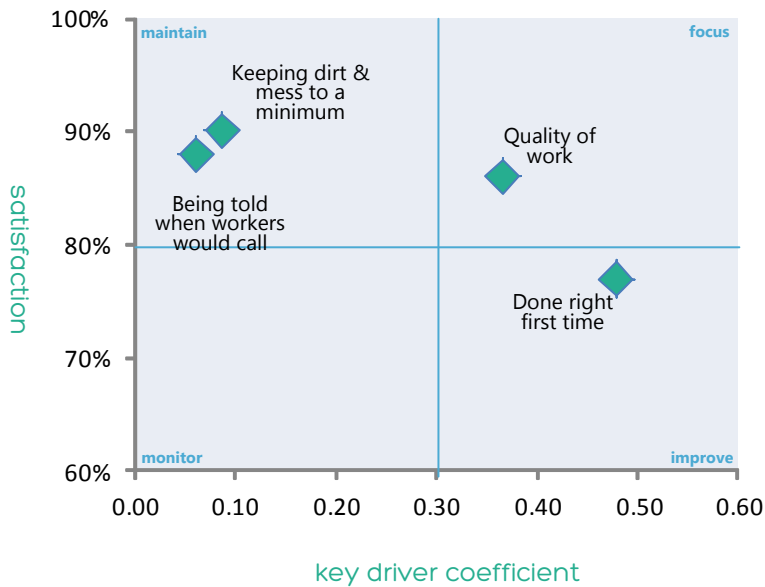* See appendix A for further information on statistical tests and confidence levels

## 5.4 Key drivers - satisfaction with LAST repair

R Square = 0.809 | Note that values are *standardised beta coefficients* from a regression analysis.



0.478 — Repair done 'right first time'
0.365 — Overall quality of work
0.088 — Keeping dirt and mess to a minimum
0.062 — Being told when workers would call

## 5.5 Key drivers v satisfaction



A 'key driver' analysis uses a regression test to check which other results in the survey are best at predicting overall satisfaction. For a more detailed explanation of key drivers please see Appendix A.

# 6. Estate and communal services

Although two thirds of the sample (68%) were satisfied with the grounds maintenance service, this meant that two fifths were dissatisfied (19%). As such, levels of satisfaction were low enough to place the organisation's score in the bottom quartile of results and were 8% below the benchmark median. Interestingly, the youngest group of tenants (aged 16 – 24) were significantly more satisfied than average with this service (72%), whereas those aged 45 – 64 were significantly less so (64%). This will explain why tenants in Seaton Delaval, who because of the age profile were typically more satisfied for most other scores, rated this significantly lower than any other area (62%). In contrast, respondents in Blyth were significantly more satisfied than average (73%). To add to these contradictions, the value for money for the service charge was nevertheless rated positively, including by tenants in Seaton Delavel (see section 4)!

Moving on to consider how communal areas are maintained, it is notable that respondents rated the repairs to both internal and external communal areas higher than the standard of cleaning (chart 6.3 v chart 6.2). Dealing first with cleaning, whilst the majority of those who responded were satisfied it is notable that a fifth were dissatisfied with the cleaning of external communal areas, including 7% who were 'very dissatisfied'. Tenants in Alnwick rated this aspect of the service significantly lower than average (49%), whereas it was rated significantly higher by tenants in Blyth (66%). This pattern was also evident when further analysing the result for satisfaction with the internal communal areas.

With regards to repairs of communal areas, external maintenance was ostensibly rated higher than repairs to communal areas (74% v 69%), however, a greater proportion of tenants were dissatisfied with the former than the latter (14% v 9%). External repairs and maintenance was rated significantly higher by customers in Seaton Delaval and Blyth (79% and 77% respectively), but significantly lower by tenants in Alnwick (62%). With the exception of Blyth, this difference in scores by area was echoed in the results for repairs to communal areas (72% satisfied v 56%).
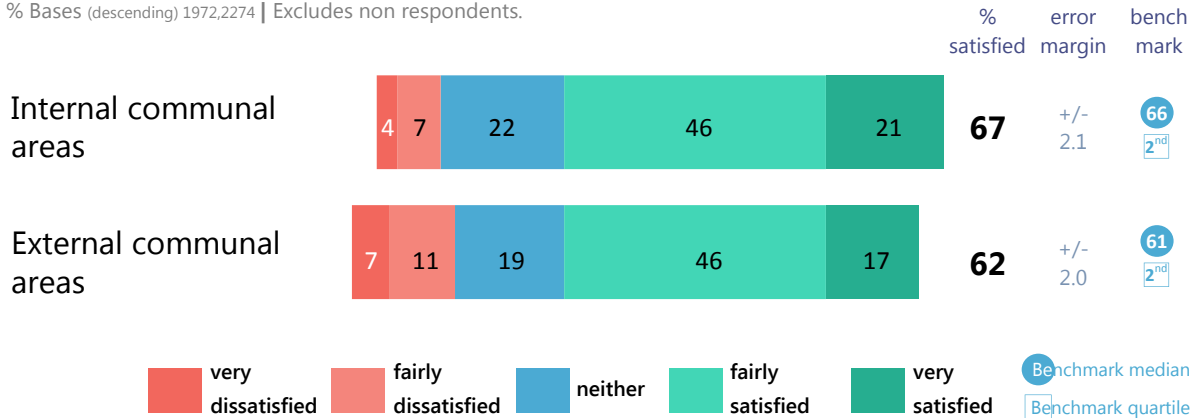
## 6.1 Grounds maintenance
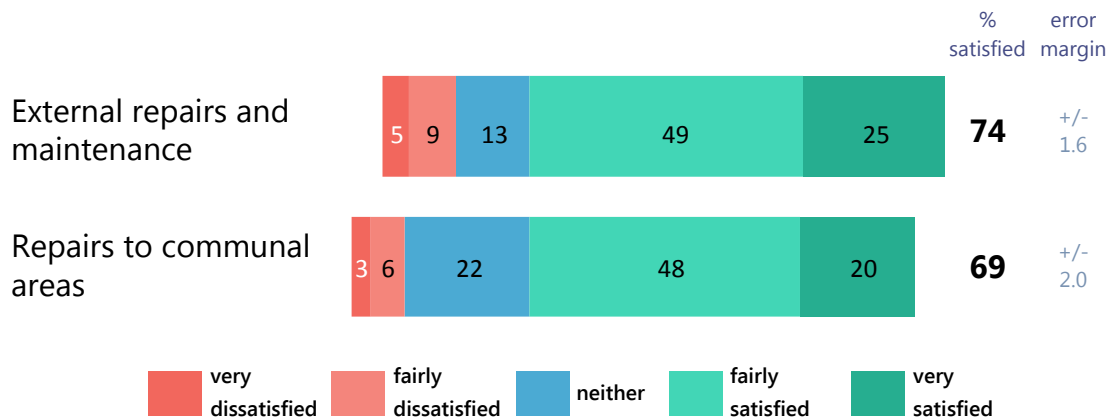
% Base 3142 | Excludes non respondents

|  | | | % satisfied | error margin | bench mark |
| --- | --- | --- | --- | --- | --- |

Satisfaction with the grounds maintenance service

| 7 | 12 | 13 | 47 | 21 |
| --- | --- | --- | --- | --- |

**68**  +/- 1.6  76 4th

| very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied |
| --- | --- | --- | --- | --- |

Benchmark median
Benchmark quartile

19
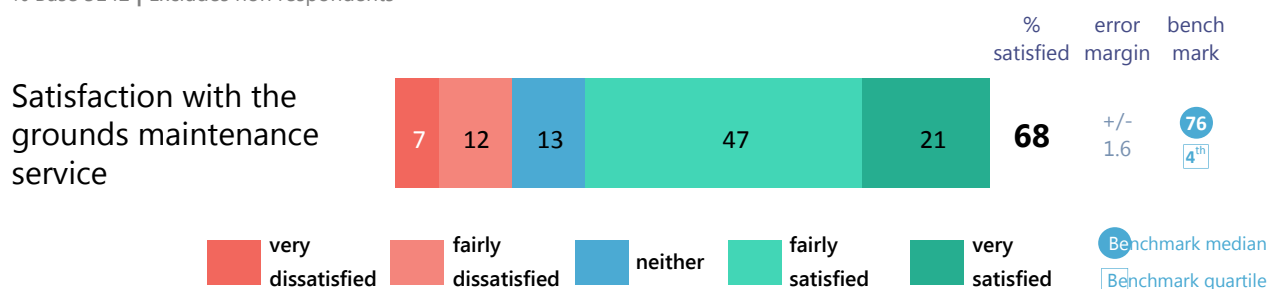
# 6. Estate and communal services

## 6.2 Satisfaction with the cleaning of:
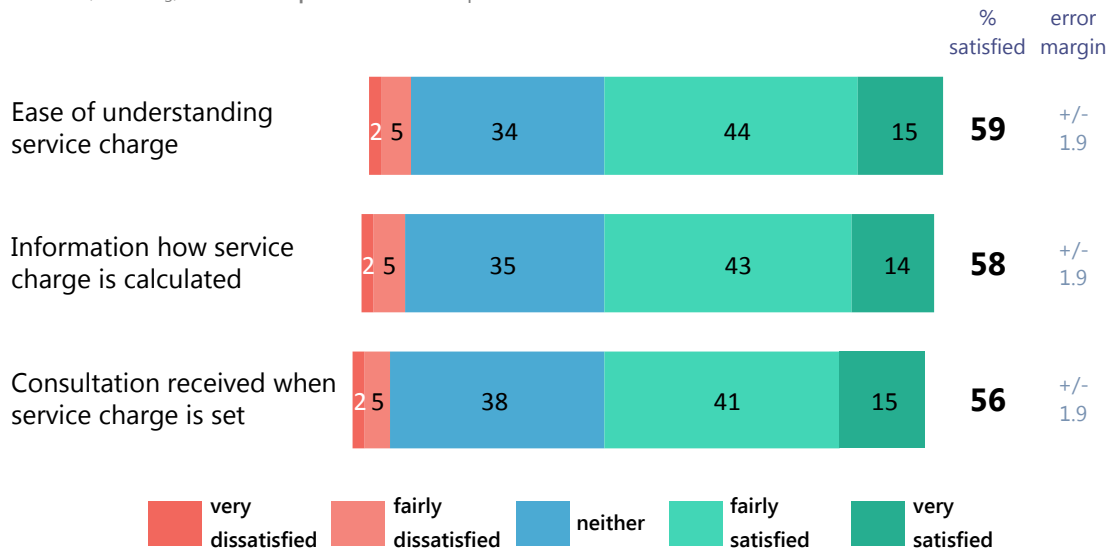
% Bases (descending) 1972,2274 | Excludes non respondents.

| | % satisfied | error margin | bench mark |
|---|---|---|---|
| **Internal communal areas** 4 7 22 46 21 | **67** | +/- 2.1 | 66 2nd |
| **External communal areas** 7 11 19 46 17 | **62** | +/- 2.0 | 61 2nd |

very dissatisfied ▪ fairly dissatisfied ▪ neither ▪ fairly satisfied ▪ very satisfied

🔵 Benchmark median
▫ Benchmark quartile

## 6.3 Communal repairs and maintenance

% Bases (descending) 2773,2038 | Excludes non respondents.

| | % satisfied | error margin |
|---|---|---|
| **External repairs and maintenance** 5 9 13 49 25 | **74** | +/- 1.6 |
| **Repairs to communal areas** 3 6 22 48 20 | **69** | +/- 2.0 |

very dissatisfied ▪ fairly dissatisfied ▪ neither ▪ fairly satisfied ▪ very satisfied

## 6.4 Service charges

% Bases (descending) 2536,2526,2572 | Excludes non respondents.

| | % satisfied | error margin |
|---|---|---|
| **Ease of understanding service charge** 2 5 34 44 15 | **59** | +/- 1.9 |
| **Information how service charge is calculated** 2 5 35 43 14 | **58** | +/- 1.9 |
| **Consultation received when service charge is set** 2 5 38 41 15 | **56** | +/- 1.9 |

very dissatisfied ▪ fairly dissatisfied ▪ neither ▪ fairly satisfied ▪ very satisfied

Finally for this section respondents were given the opportunity to rate various aspects of how the service charge is administered. The first prominent finding is that around a fifth of the sample did not answer this group of questions, and of those who did between a third and two fifths were ambivalent in their response Chart 6.4). The bulk of the remainder were satisfied with only 7% dissatisfied with each aspect.

The main difference between the sub-groups was that younger tenants were significantly less satisfied than older tenants with each of the three aspects. It was also notable that the small group of BME respondents were significantly less satisfied with the ease of understanding their service charge as well as the information provided about how it is calculated (35% and 36% respectively), although this may well be because of the much younger age profile of this group.

## 6.5 Estate and communal services by area

% satisfied

| | Sample size | The grounds maintenance in your area | Cleaning of internal communal areas | Cleaning of external communal areas | External building repairs and maintenance | Repairs to communal areas |
|---|---|---|---|---|---|---|
| **Overall** | 3196 | 68 | 67 | 62 | 74 | 69 |
| **Alnwick Borough** | 744 | 64 | 61 | 55 | 67 | 62 |
| **Blyth Valley** | 2452 | 69 | 68 | 65 | 76 | 70 |
| **Alnwick** | 348 | 62 | 56 | 49 | 63 | 56 |
| **Amble** | 219 | 69 | 67 | 60 | 74 | 68 |
| **Blyth** | 1266 | 73 | 70 | 66 | 77 | 70 |
| **Cramlington** | 589 | 67 | 67 | 65 | 72 | 71 |
| **Rothbury** | 108 | 60 | 60 | 58 | 63 | 57 |
| **Seaton Delaval** | 456 | 62 | 67 | 62 | 79 | 72 |
| **Seghill** | 141 | 65 | 61 | 62 | 78 | 69 |
| **Shilbottle** | 69 | 70 | 73 | 61 | 69 | 78 |

Significantly **worse** than average (95% confidence*)    Significantly **better** than average (95% confidence*)

* See appendix A for further information on statistical tests and confidence levels
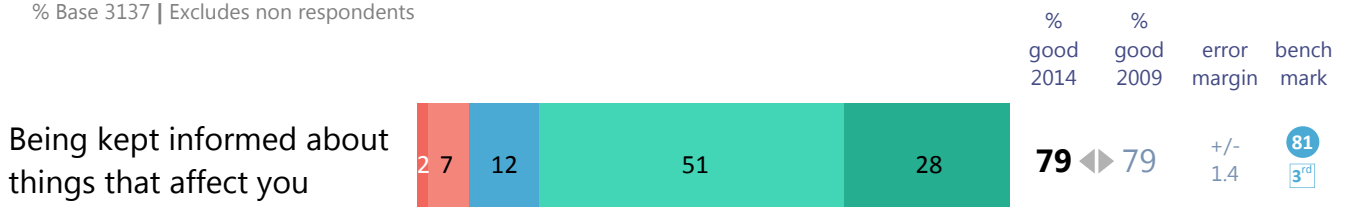
21

# 7. Information & involvement

As we have already discovered, being kept informed is important to tenants, so much so that it is a key driver of satisfaction overall (chart 3.3). With that in mind it is notable that this is the only key area of satisfaction which could be tracked against 2009 where HfN had failed to improve on the previous score, to the extent that it remained below the benchmark median score for similar landlords (81%).

Interestingly, in 2009 83% of Blyth Valley tenants were satisfied, however the result for this district in the current sample was actually lower than before (81%). In addition whilst, there has been no change in this result for tenants in the borough of Alnwick (still 74%), the result for this district appears in the bottom quartile of scores when compared to other similar landlords.

Home for Northumberland are already aware that there is room for improvement in how they communicate with tenants, and these results very much reinforce the view that this is a key area in which to focus on in order to increase tenant satisfaction overall.

## 7.1 Information

% Base 3137 | Excludes non respondents

| | % good 2014 | % good 2009 | error margin | bench mark |
|---|---|---|---|---|
| Being kept informed about things that affect you — 2 7 12 51 28 | **79** ◄► | 79 | +/- 1.4 | 81 3rd |

## 7.2 Being kept informed by previous district

% Bases (descending) 2404,733 | Excludes non respondents

| | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|
| Blyth Valley — 2 6 12 52 29 | **81** ◄► | 83 | +/- 1.6 | 81 2nd |
| Alnwick — 3 10 13 50 24 | **74** ◄► | 74 | +/- 3.2 | 81 4th |
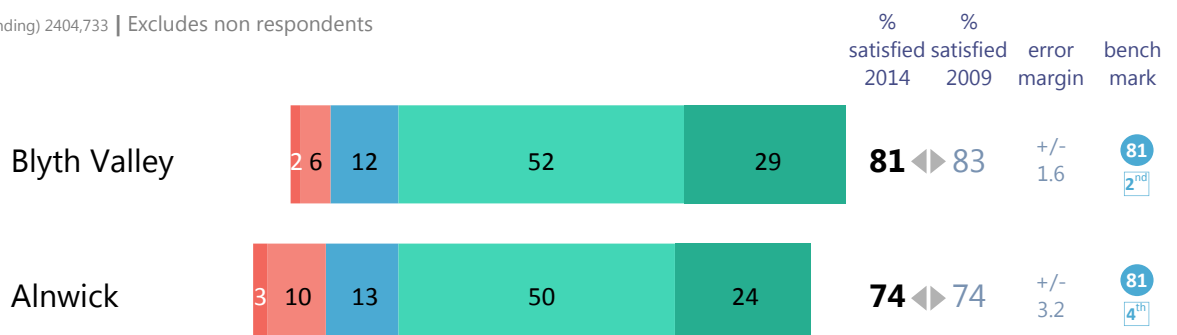
■ very poor    ■ fairly poor    ■ neither    ■ fairly good    ■ very good

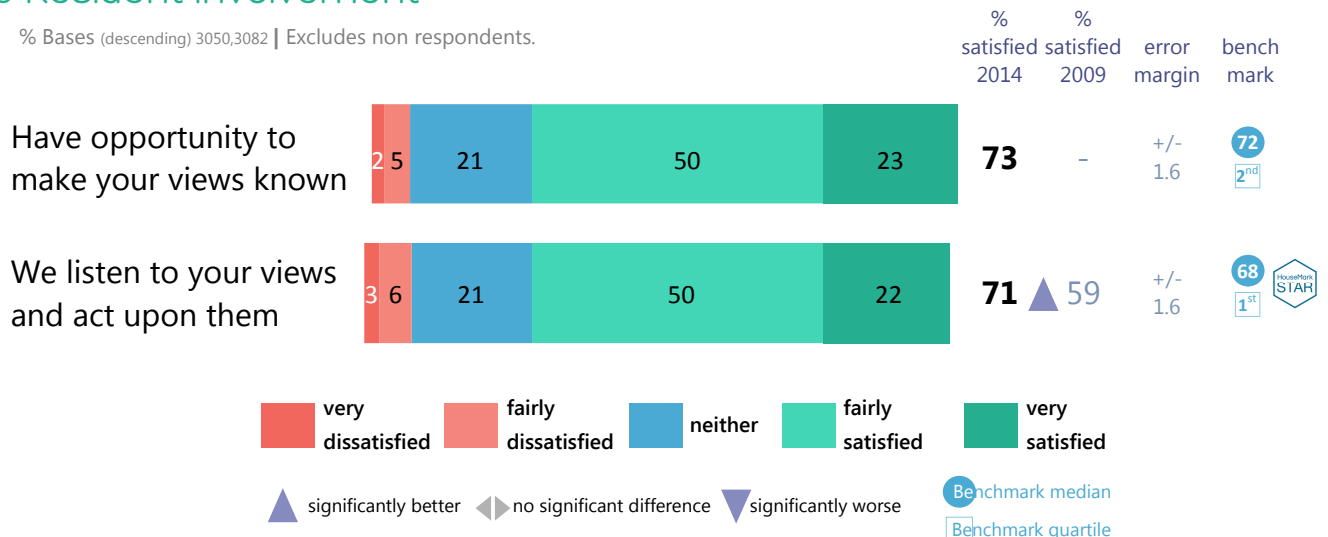▲ significantly better    ◄► no significant difference    ▼ significantly worse

● Benchmark median
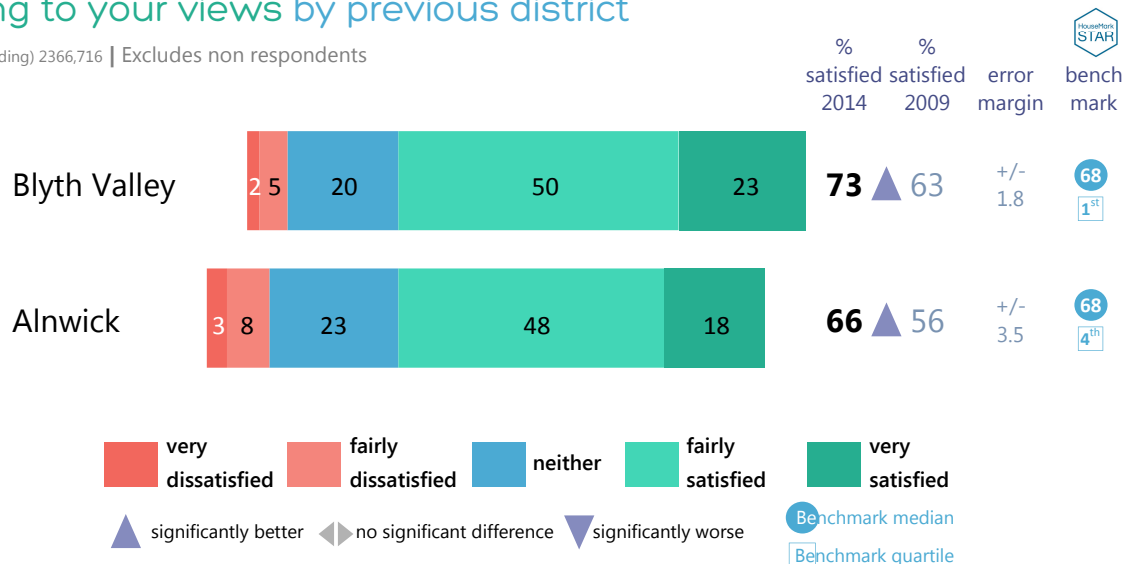▢ Benchmark quartile

## 7.3 Resident involvement

% Bases (descending) 3050,3082 | Excludes non respondents.

| | very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|---|---|---|---|---|
| Have opportunity to make your views known | 2 | 5 | 21 | 50 | 23 | **73** | – | +/- 1.6 | 72 2nd |
| We listen to your views and act upon them | 3 | 6 | 21 | 50 | 22 | **71** ▲ 59 | | +/- 1.6 | 68 1st |

**very dissatisfied** | **fairly dissatisfied** | **neither** | **fairly satisfied** | **very satisfied**

▲ significantly better ◀▶ no significant difference ▼ significantly worse

Benchmark median
Benchmark quartile

## 7.4 Listening to your views by previous district

% Bases (descending) 2366,716 | Excludes non respondents

| | very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|---|---|---|---|---|
| Blyth Valley | 2 | 5 | 20 | 50 | 23 | **73** ▲ 63 | | +/- 1.8 | 68 1st |
| Alnwick | 3 | 8 | 23 | 48 | 18 | **66** ▲ 56 | | +/- 3.5 | 68 4th |

**very dissatisfied** | **fairly dissatisfied** | **neither** | **fairly satisfied** | **very satisfied**

▲ significantly better ◀▶ no significant difference ▼ significantly worse

Benchmark median
Benchmark quartile

Notwithstanding the above, it was still positive to observe that the extent to which respondents felt that Homes for Northumberland listens to their views and act upon them was rated significantly higher amongst the sample overall when compared with 2009, with 71% now satisfied (was 59%). This score is now 3% higher than the benchmark average placing Homes for Northumberland in the top quartile of results. Similarly, around three quarters of the sample were satisfied that they are given an opportunity to make their views known, including a quarter who were 'very satisfied'. Once again, younger tenants were less satisfied with this than older tenants.

When analysed by previous district and compared to the previous findings it is positive to see a significant increase in satisfaction of 10% for each group. Nevertheless, the gap between the two areas was such that whilst Blyth Valley's score was good enough to be in the top quartile, Alnwick Borough's was in the bottom quartile (73% v 66%). Both this result, and the substantial difference between the previous districts in the rating for how well tenants were kept informed, would suggest that specific attention be paid to improving the level of engagement with tenants in the old Alnwick Borough.

For all these questions, one of the main differences by sub-group were again by age, in particular the older tenants aged 65+ gave much higher ratings than other respondents.

Another notable finding is that respondents who had reported anti-social behaviour to their landlord or had made a complaint, felt significantly less satisfied than average that they were kept informed and had their views listened to.

# 8. Customer service

The customer service experience for any tenant plays an important role in satisfaction overall, and as previously highlighted one of the main key drivers is how enquiries are dealt with generally, a score that is it very encouraging to see had improved significantly since the previous survey with 86% of this sample satisfied, up from 71% in 2009 (chart 8.1) with the score somewhat above the benchmark median of 82% placing Homes for Northumberland in the top quartile of results.

Younger tenants were significantly less satisfied than average (77% of those aged 16-44) compared to their older peers (92% of those aged 65 or over). It was also notable that the small group of BME respondents were significantly less satisfied than average (69%), although it is likely to be because over half of this group were aged under 45.

Mirroring findings throughout this report, Blyth Valley tenants were more satisfied than those in the old Alnwick borough area (87% v 81%).

Three quarters of the sample (74%) had made contact with Homes for Northumberland in the previous twelve month period. Younger tenants (aged 16-44) were more likely to get in touch with Homes for Northumberland than those aged 65 or over (84% v 70%).

When respondents were asked in more detail about their most recent experience of contacting Homes for Northumberland, it is encouraging to see results in the top quartile of scores. Four fifths of respondents found it easy to get hold of the right person, 6 points higher than the benchmark median, with only 12% having any difficulty. A similar proportion of respondents were satisfied that their query was answered within reasonable time (83%).

**74%** of tenants had **made contact** in the last **year**

## 8.1 The way Homes for Northumberland deals with enquiries

% Base 3116 | Excludes non respondents

| | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|
| Enquiries generally — 2 / 4 / 8 / 45 / 41 | **86** ▲ | 71 | +/- 1.2 | 82 1st |

- very dissatisfied
- fairly dissatisfied
- neither
- fairly satisfied
- very satisfied

▲ significantly better ◄►no significant difference ▼ significantly worse
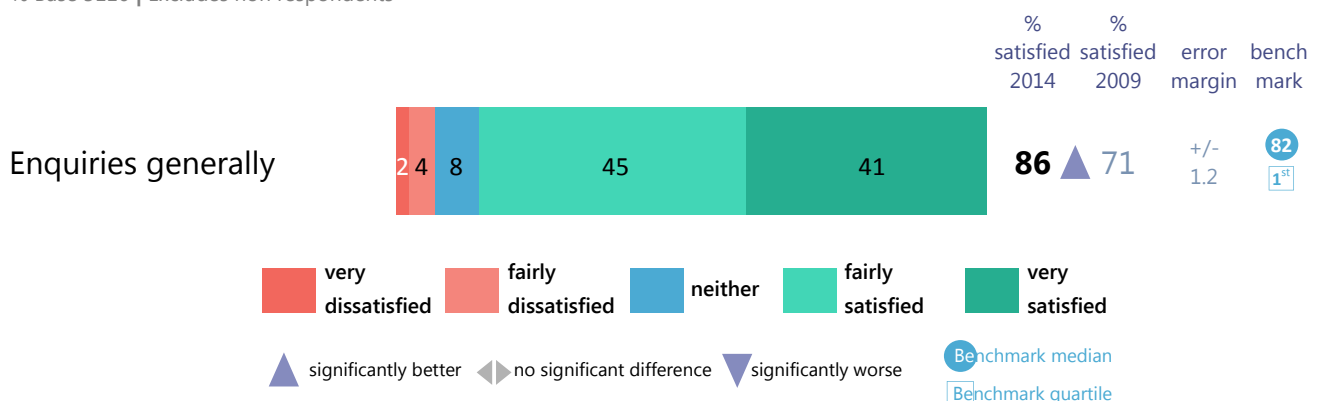
Benchmark median
Benchmark quartile

An even greater proportion of respondents found staff to be helpful (87%), a result which remains above the benchmark average (85%). Furthermore, the vast majority were satisfied with the ability of staff to deal with the query (85%), including nearly a half (47%) who were 'very satisfied'. As a consequence, four fifths were satisfied with the final outcome of their last contact including an impressive 46% who were 'very satisfied'. However it should be noted one in seven respondents were dissatisfied with the final outcome so it is important that the good work already achieved in these areas is sustained if levels of satisfaction are to remain high.

It is unsurprising that the method of making contact or receiving information that tenants were most happy to use was by telephone (74%), which was followed by in writing (45%). A fifth were now comfortable to both send and receive communications via e-mail, which along with using text/SMS was more popular amongst younger tenants.

As contact via telephone is the method of choice for the majority of the sample it is pleasing to find 84% were satisfied with the cost of contacting Homes for Northumberland in this manner, a figure that was reasonably consistent across age groups. That said, around one in eight respondents in the sample were dissatisfied with the cost of telephoning their landlord with this rising to one in six for tenants in Alnwick (17%). This fell to less than one in ten tenants in Rothbury (10%). These scores are important to HfN when considering whether to implement an 0800 or 0300 number.

One in two respondents do not use the internet, with lack of access and lack of interest deemed to be the two main reasons. A lack of confidence/skills was cited by one in four respondents with cost (i.e. equipment and connection) being an issue for one in five. Internet access was lowest in Shilbottle and Seaton Delaval (both 42%), being highest in Cramlington (50%). There was also the expected , substantial difference by age, with 84% of 16-44 year olds, 60% of 45-64 year olds, and only 26% of those aged 65+ having access.
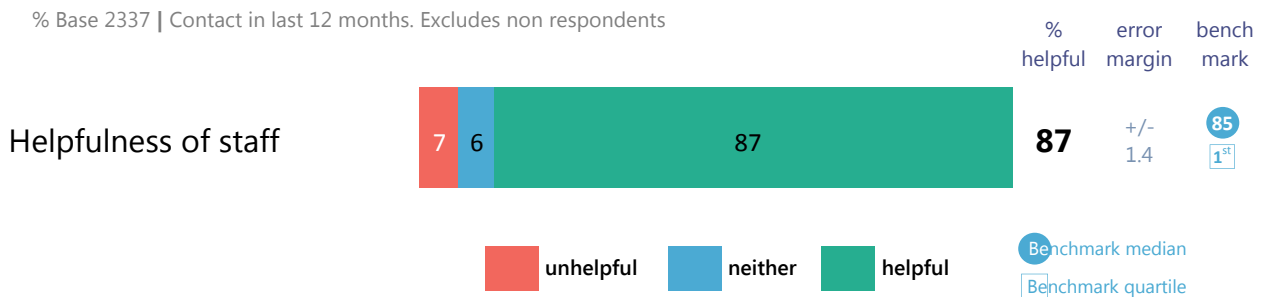
## 8.2 Ease of getting hold of the right person

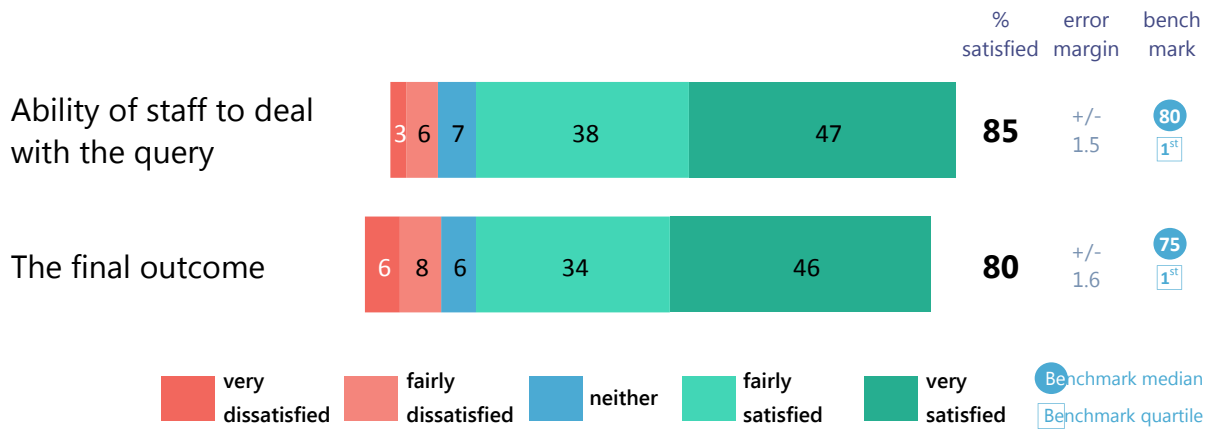% Base 2339 | Contact in last 12 months. Excludes non respondents

| | | % easy | error margin | bench mark |
|---|---|---|---|---|
| Getting hold of the right person | 12 \| 9 \| 80 | **80** | +/- 1.6 | 74 / 1st |

difficult | neither | easy

Benchmark median
Benchmark quartile
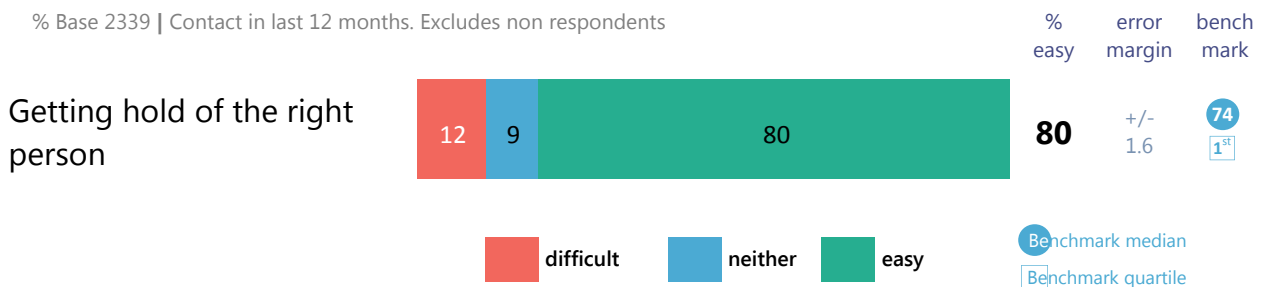
## 8.3 Helpfulness of staff

% Base 2337 | Contact in last 12 months. Excludes non respondents

| | | % helpful | error margin | bench mark |
|---|---|---|---|---|
| Helpfulness of staff | 7 \| 6 \| 87 | **87** | +/- 1.4 | 85 / 1st |

unhelpful | neither | helpful

Benchmark median
Benchmark quartile

## 8.4 Customer service - last contact

% Base 2332,2298 **|** Contact in last 12 months. Excludes non respondents

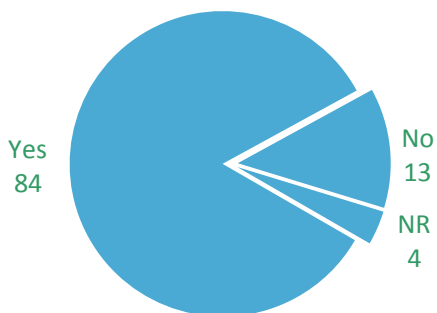| | | % satisfied | error margin | bench mark |
|---|---|---|---|---|
| Ability of staff to deal with the query | 3 6 7 38 47 | **85** | +/- 1.5 | 80 1st |
| The final outcome | 6 8 6 34 46 | **80** | +/- 1.6 | 75 1st |

- very dissatisfied
- fairly dissatisfied
- neither
- fairly satisfied
- very satisfied
- Benchmark median
- Benchmark quartile

## 8.5 Query answered in a reasonable time?

% Base 2351 **|** Contact in last 12 months.

Yes 83
No 16
NR 1
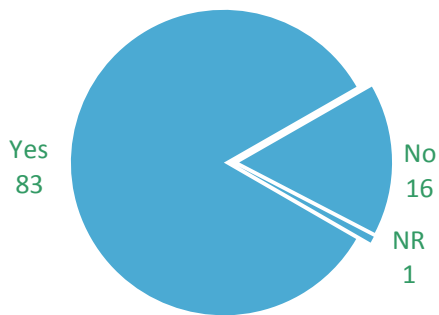
## 8.6 Satisfied with the cost of contacting Homes for Northumberland by telephone

% Base 3196

Yes 84
No 13
NR 4

## 8.7 Methods of contact/information happy to use

% Base 3196

| Method | % |
|---|---|
| Telephone | 74 |
| In writing | 45 |
| Newsletter | 33 |
| Visit to the office | 32 |
| Visit to your home by staff | 25 |
| Email | 20 |
| Text/SMS | 15 |
| Open meetings | 8 |
| No response | 1 |
| Other | 1 |
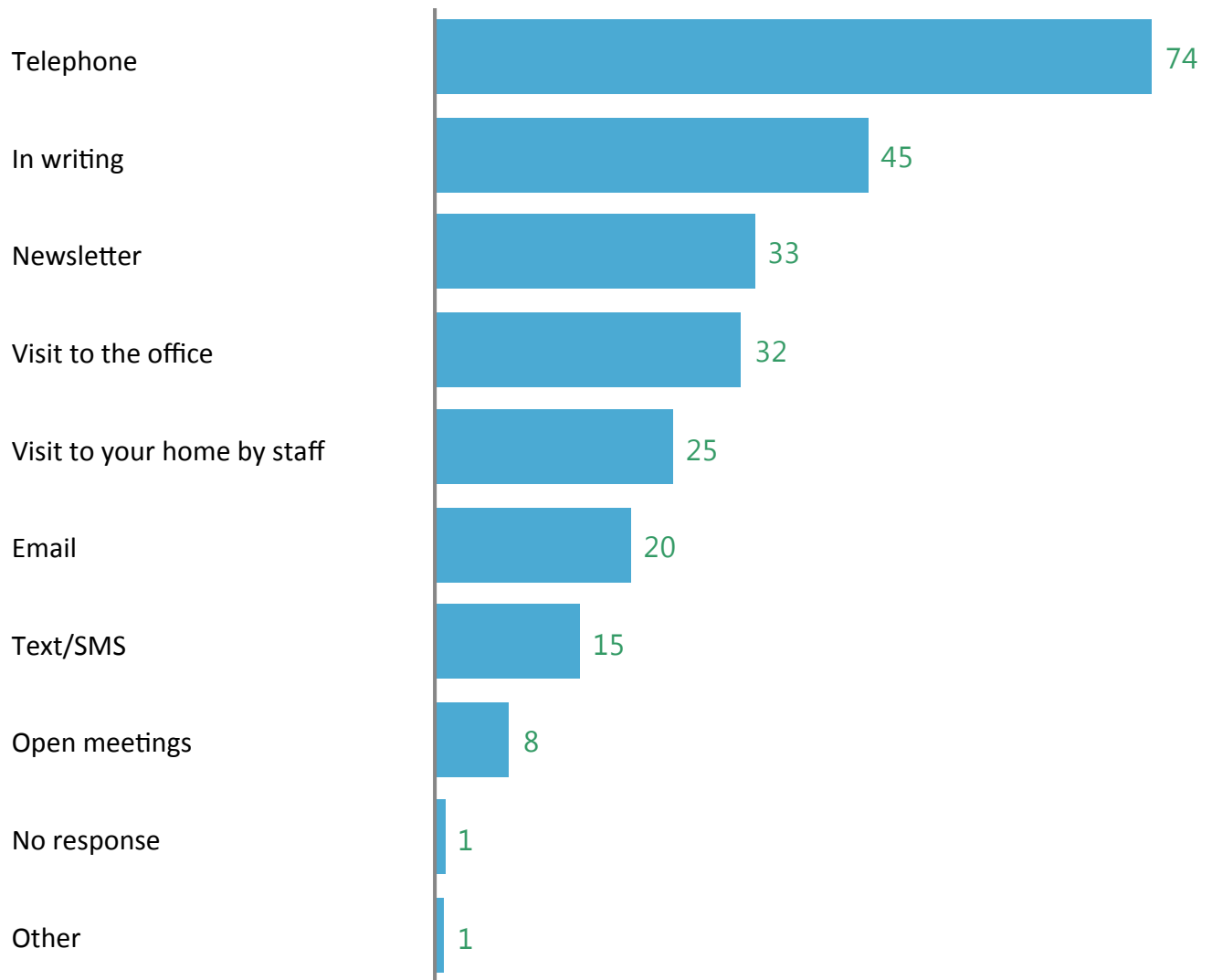
## 8.8 Do you use the internet

% Base 3196 | More than one answer allowed.

| Yes, at home | Yes, outside the home | No | NR |
|:---:|:---:|:---:|:---:|
| 43 | 8 | 52 | 2 |
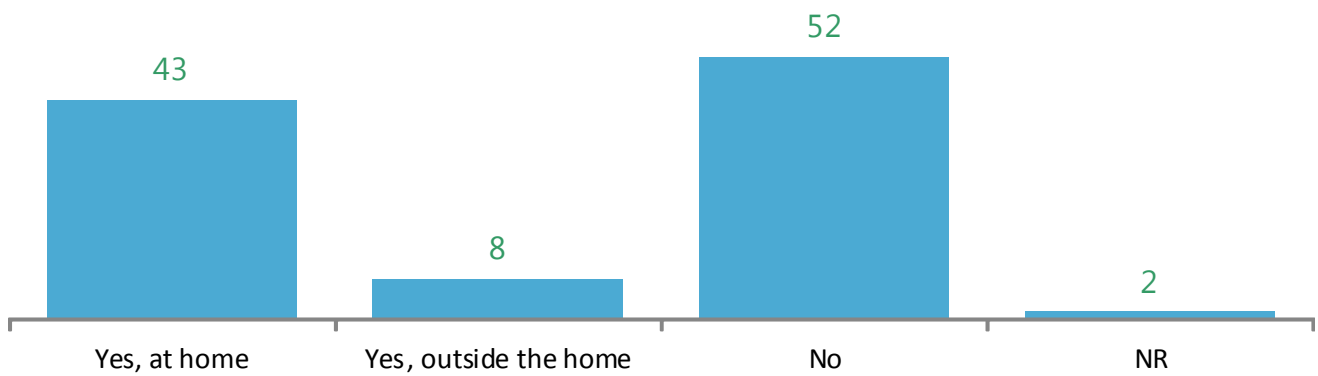
## 8.9 Reasons for not using the internet

% Base 1654 | Do NOT use the internet. More than one answer allowed.

| Reason | % |
|---|---|
| Do not have access to the internet | 47 |
| Do not want to use the internet | 41 |
| Lack of confidence/skills | 25 |
| Equipment costs too high | 23 |
| Connection costs (e.g. broadband) too high | 21 |
| Privacy and security concerns | 14 |
| Physical disability | 8 |
| No free internet access near me | 7 |
| Other | 5 |
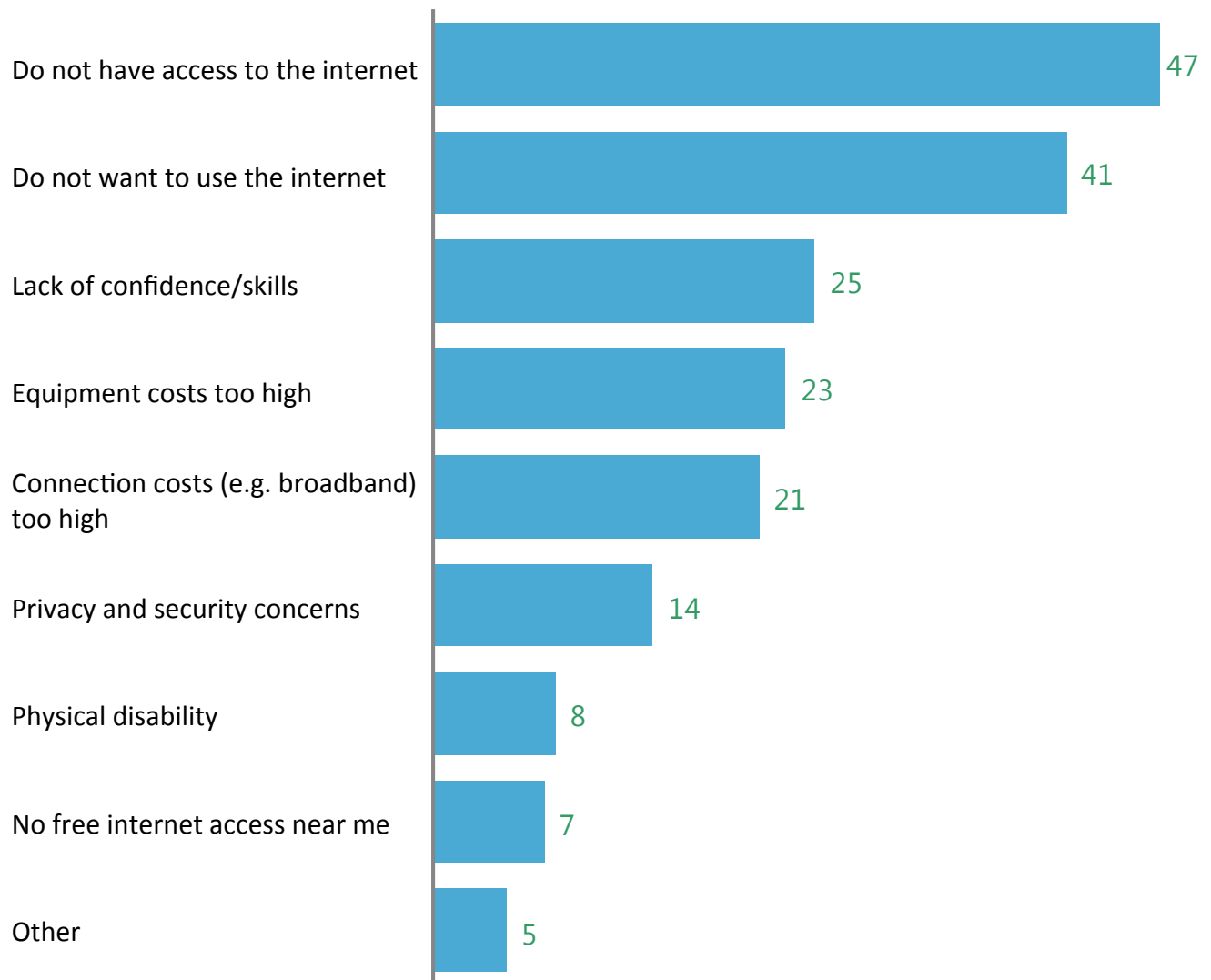
# 9. Neighbourhood

People's perceptions of their neighbourhood overall are typically one of the more stable measures in tenant surveys, and so it was interesting to find a significant change in this measure since 2009 with overall satisfaction improving to 88% from 74% raising it above the benchmark average and subsequently into the top quartile of scores. This improvement may be testament to the work HfN has already done on improving neighbourhood management (see sidebar).

> HfN have made changes to how neighbourhoods are managed, with more housing officers who now also spend a greater proportion of their time out and about on the patch.

There was the expected variation in this measure by age, with older tenants having significantly higher levels of satisfaction (95% of those aged 65 or over) compared to the youngest age group (76% of those aged 16-44).

Whether a tenant has experienced anti-social behaviour will obviously impact how they view their neighbourhood, but even so it is surprising how big an influence it has had on respondents in the sample. Those who have reported ASB were significantly less satisfied than those who have not (60% v 90%).

Two areas varied significantly from the norm with tenants in Rothbury (98%) and Seaton Delaval (93%) significantly more satisfied than average with their neighbourhood, whilst those in Blyth were significantly less so (85%). This was reflected in the equivalent results for each area when tenants were asked to rate how much of a problem various issues were in their neighbourhood (chart 9.5).

Moving on to consider the specific problems that residents might be facing in their neighbourhoods, it is clear to see three issues are more problematic than any other. The most widespread problems were dog fouling/dog mess (66% problem), rubbish or litter (61%) and car parking (56%, chart 9.4), with the main issue of dog fouling/ dog mess being a major problem for nearly a third of the sample (31%).

Whilst dog fouling/dog mess was the most prevalent neighbourhood issue, it was not necessarily the best predictor of overall satisfaction.  Indeed, after conducting a key driver analysis eight issues emerged (see chart 9.2). Dog fouling/dog mess does not appear on this list, with the top three key drivers of satisfaction with the neighbourhood being:
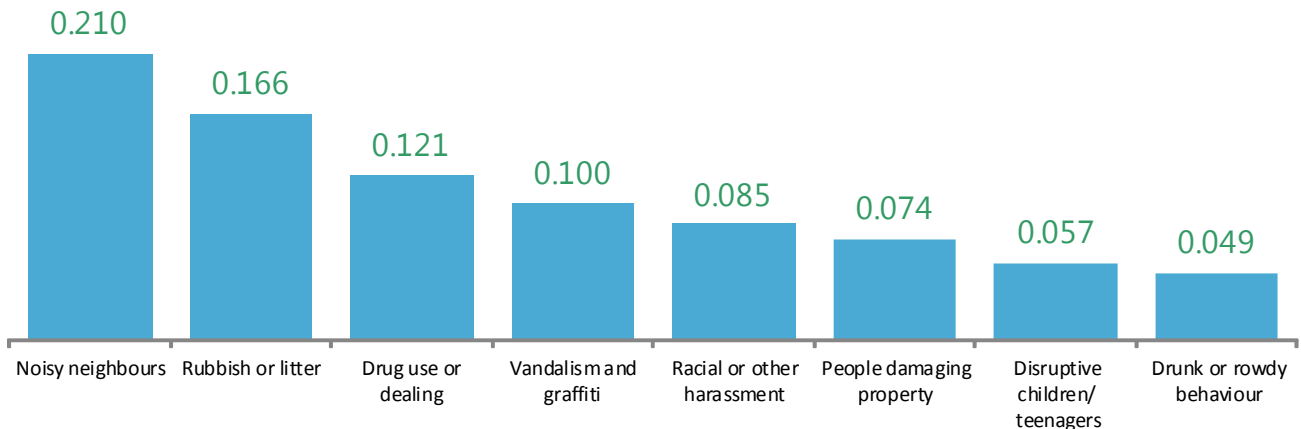
## 9.1 Neighbourhood

% Base 3167,3164 **|** Contact in last 12 months. Excludes non respondents

| | | % satisfied 2014 | % satisfied 2009 | error margin | bench mark |
|---|---|---|---|---|---|
| Neighbourhood as a place to live | 3 5 5 40 47 | **88** ▲ 74 | +/- 1.1 | 84 1st |
| Appearance of the neighbourhood | 4 10 7 48 31 | **80** | - | +/- 1.4 | 82 3rd |

| ▮ very dissatisfied | ▮ fairly dissatisfied | ▮ neither | ▮ fairly satisfied | ▮ very satisfied |
|---|---|---|---|---|

▲ significantly better   ◄► no significant difference   ▼ significantly worse   🔵 Benchmark median   🔲 Benchmark quartile

29
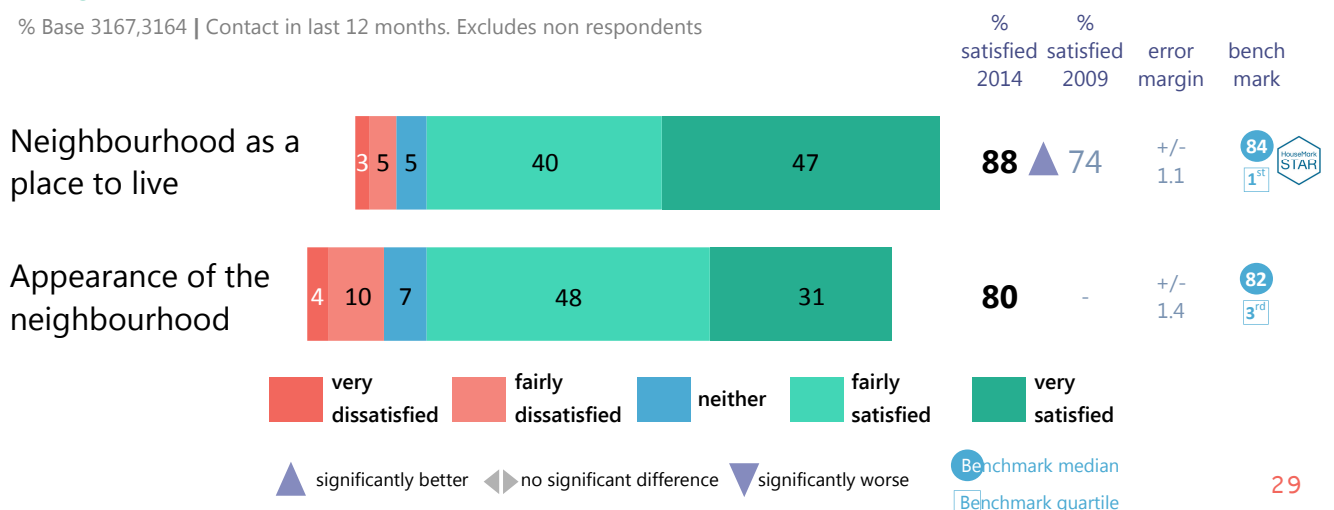
## 9.2 Key drivers - problems in the neighbourhood

R Square = 0.312 | Note that values are *standardised beta coefficients* from a regression analysis.
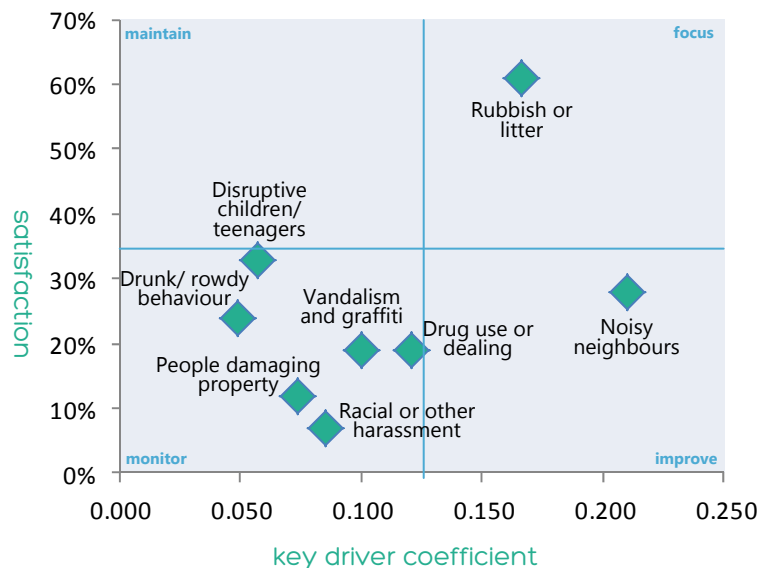


| Noisy neighbours | Rubbish or litter | Drug use or dealing | Vandalism and graffiti | Racial or other harassment | People damaging property | Disruptive children/ teenagers | Drunk or rowdy behaviour |
|---|---|---|---|---|---|---|---|
| 0.210 | 0.166 | 0.121 | 0.100 | 0.085 | 0.074 | 0.057 | 0.049 |

- Noisy neighbours (28%, problem)
- Rubbish or litter (61%, problem)
- Drug use or dealing (19%, problem)

Further analysis of neighbourhood issues were carried out by area with the results summarised in chart 9.5, including an indication of which area differed significantly from the norm. Respondents from Seaton Delaval were significantly more satisfied with their neighbourhood overall (92%) and found the majority of neighbourhood issues to be less of a problem, with the exception of car parking which was significantly more of a problem for residents in this area (62% problem). The same pattern was true for Rothbury, the only exception being that whilst 62% of this group also complained about parking, with the smaller sample size this was not quite enough to be statistically significant from average (see appendix A for details about significance tests).

## 9.3 Key drivers v problems



Significantly lower levels of satisfaction with the neighbourhood were reported by tenants in Blyth (85%) primarily because a number of neighbourhood issues were significantly more of a problem in this area which uniquely included rubbish or litter (68% problem) and noisy neighbours (31%). Conversely, car parking seemed to be elss of a problem relative to many other areas.

To conclude this section, respondents were asked to rate the overall appearance of their neighbourhood and whilst the vast majority were satisfied (80%), this score was slightly below the benchmark median for other similar organisations. Indeed, one in seven respondents were dissatisfied. Considering results elsewhere in this section it is perhaps unsurprising to find tenants in Blyth were significantly less satisfied with the overall appearance of their neighbourhood. In addition to Seaton Delaval tenants, those living in Rothbury also rated this significantly higher than average (87% and 92% respectively). What is surprising here is that Blyth tenants rated the grounds maintenance service significantly higher than tenants in any other area (section 6), yet were less impressed by the appearance of their neighbourhood.
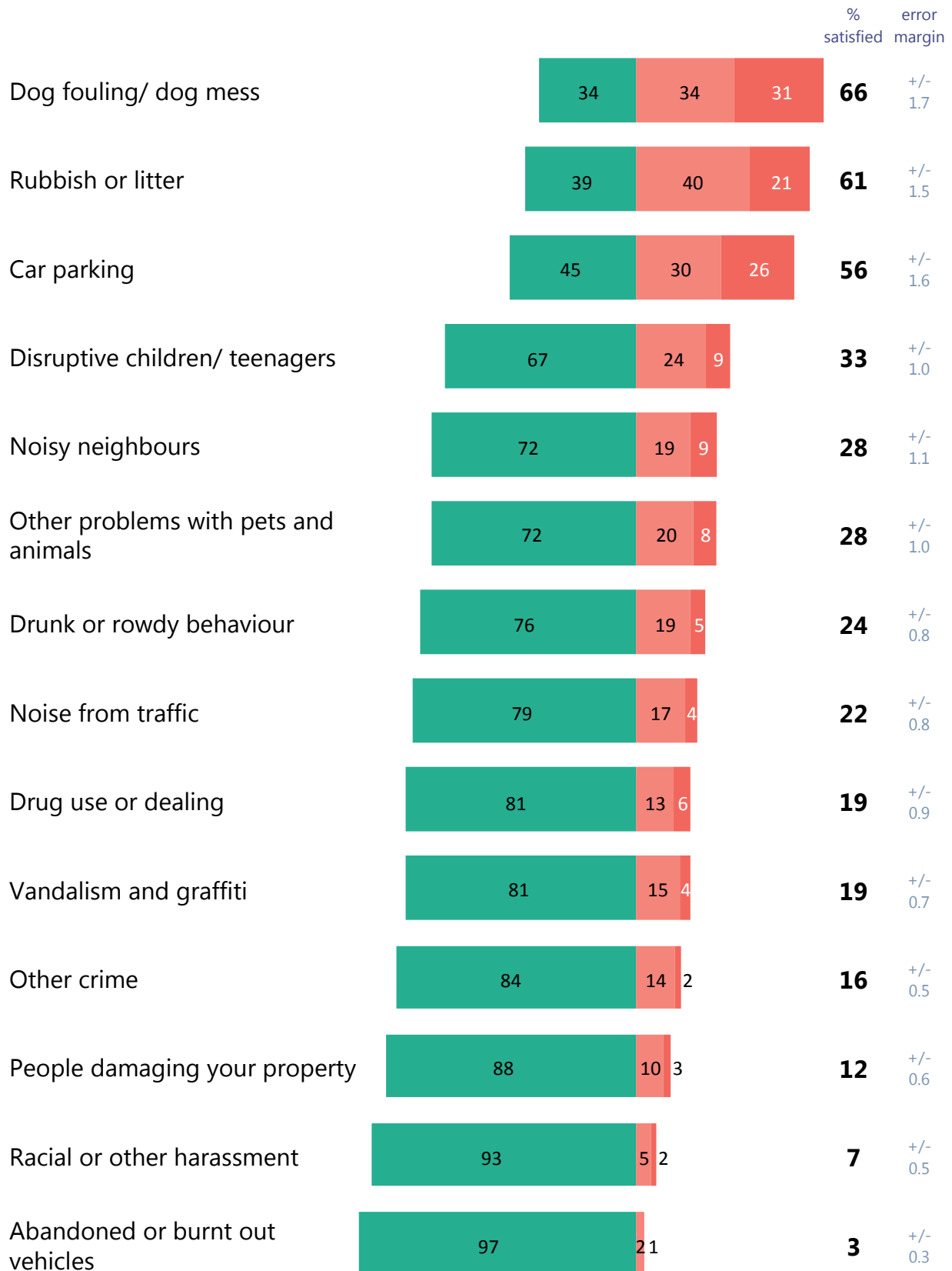
## 9.4 Neighbourhood problems

% Bases (descending) 2969,2923,2856,2835,2795,2771,2817,2819,2785,2797,2754,2791,2773,2786 | Excludes non respondents.

| | | | % satisfied | error margin |
|---|---|---|---|---|
| Dog fouling/ dog mess | 34 | 34 | 31 | 66 | +/- 1.7 |
| Rubbish or litter | 39 | 40 | 21 | 61 | +/- 1.5 |
| Car parking | 45 | 30 | 26 | 56 | +/- 1.6 |
| Disruptive children/ teenagers | 67 | 24 | 9 | 33 | +/- 1.0 |
| Noisy neighbours | 72 | 19 | 9 | 28 | +/- 1.1 |
| Other problems with pets and animals | 72 | 20 | 8 | 28 | +/- 1.0 |
| Drunk or rowdy behaviour | 76 | 19 | 5 | 24 | +/- 0.8 |
| Noise from traffic | 79 | 17 | 4 | 22 | +/- 0.8 |
| Drug use or dealing | 81 | 13 | 6 | 19 | +/- 0.9 |
| Vandalism and graffiti | 81 | 15 | 4 | 19 | +/- 0.7 |
| Other crime | 84 | 14 | 2 | 16 | +/- 0.5 |
| People damaging your property | 88 | 10 | 3 | 12 | +/- 0.6 |
| Racial or other harassment | 93 | 5 | 2 | 7 | +/- 0.5 |
| Abandoned or burnt out vehicles | 97 | 2 | 1 | 3 | +/- 0.3 |

Legend: not a problem | minor problem | major problem

## 9.5 Neighbourhood questions by area

% satisfied or % problem

| | Sample size | Neighbourhood as a place to live | Appearance of neighbourhood | Car parking | Rubbish or litter | Noisy neighbours | Dog fouling/ dog mess | Other problems with pets/ animals | Disruptive children/ teenagers | Racial or other harassment | Drunk or rowdy behaviour | Vandalism and graffiti | People damaging your property | Drug use or dealing | Abandoned or burnt out vehicles | Other crime | Noise from traffic |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Overall** | 3196 | 88 | 80 | 56 | 61 | 28 | 66 | 28 | 33 | 7 | 24 | 19 | 12 | 19 | 3 | 16 | 22 |
| **Alnwick Boro** | 744 | 89 | 80 | 57 | 56 | 26 | 69 | 26 | 32 | 6 | 23 | 19 | 12 | 17 | 3 | 13 | 23 |
| **Blyth Valley** | 2452 | 87 | 79 | 55 | 62 | 29 | 65 | 29 | 33 | 7 | 25 | 19 | 12 | 20 | 3 | 16 | 21 |
| **Alnwick** | 348 | 85 | 73 | 64 | 61 | 32 | 69 | 26 | 39 | 11 | 32 | 25 | 17 | 20 | 4 | 17 | 27 |
| **Amble** | 219 | 89 | 94 | 46 | 60 | 25 | 71 | 32 | 26 | 3 | 20 | 14 | 7 | 18 | 2 | 12 | 22 |
| **Blyth** | 1266 | 85 | 77 | 48 | 68 | 31 | 67 | 30 | 40 | 9 | 30 | 22 | 15 | 26 | 3 | 20 | 23 |
| **Cramlington** | 589 | 88 | 79 | 62 | 64 | 29 | 66 | 32 | 31 | 6 | 23 | 20 | 12 | 15 | 2 | 12 | 19 |
| **Rothbury** | 108 | 98 | 93 | 62 | 30 | 15 | 59 | 17 | 14 | 0 | 8 | 4 | 2 | 7 | 2 | 4 | 18 |
| **Seaton Delaval** | 456 | 93 | 87 | 62 | 45 | 22 | 60 | 23 | 18 | 4 | 14 | 11 | 5 | 11 | 2 | 13 | 19 |
| **Seghill** | 141 | 89 | 77 | 61 | 62 | 31 | 60 | 25 | 35 | 8 | 18 | 15 | 14 | 12 | 2 | 14 | 20 |
| **Shilbottle** | 69 | 94 | 81 | 53 | 62 | 18 | 77 | 26 | 44 | 3 | 17 | 27 | 12 | 12 | 3 | 14 | 17 |

Significantly **worse** than average (95% confidence*)

Significantly **better** than average (95% confidence*)

* See appendix A for further information on statistical tests and confidence levels

# 10. Anti-social behaviour

Three quarters of the entire sample were satisfied with the way Homes for Northumberland deals with anti-social behaviour (ASB), including a third who were 'very satisfied'. It is positive to see that this score is considerably higher than average for similar landlords. However, as expected it was significantly lower with amongst respondents who had actually reported ASB to their landlord (54%).

In fact, around one in twelve tenants had reported ASB to Homes for Northumberland in the last year, and as expected levels of ASB reports were higher for younger tenants (aged 16-44) than those aged 65 or over (13% and 4% respectively). By area, ASB reporting was higher in Blyth (11%) and Alnwick (10%) and lowest in Amble and Rothbury (both 3%).

The experience of anti-social behaviour is obviously unpleasant, and often has a measurable impact on people's perceptions of their housing provider. As such, dealing with ASB was therefore amongst the three most important aspects of HfN's services for over a quarter of the sample (28%, chart 3.7).

As seen elsewhere the customer service experience for tenants of Homes for Northumberland is good, so it is pleasing to find this pattern continues with how well the organisation deals with reports of ASB with scores in this section typically appearing in the top quartile.

All tenants who reported ASB were asked about their experience when doing so, as seen in chart 10.4. At this point it should be noted by the reader that due to the complexities of dealing with ASB, questions that ask how reports are handled typically receive lower ratings than many others in tenant surveys. However, emulating the improved score for dealing with enquiries overall (section 8), it is positive to see positive levels of satisfaction with all aspects of reporting ASB relative to the benchmark scores.

**8%**

of tenants had reported ASB in **the last year**

## 10.1 The way Homes for Northumberland deals with ASB overall

% Base 3031 | Excludes non respondents.

| | | % satisfied 2014 | error margin | bench mark |
|---|---|---|---|---|
| Anti-social behaviour | 3 5 18 45 30 | **75** | +/- 1.5 | 66 1st |

very dissatisfied    fairly dissatisfied    neither    fairly satisfied    very satisfied    Benchmark median    Benchmark quartile
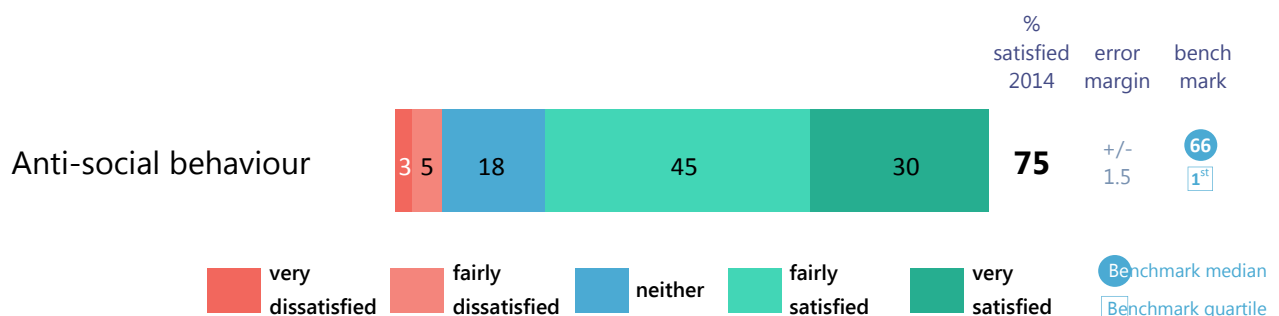
## 10.2 Ease of contacting a member of staff

% Base 261 | Reported ASB to us in last 12 months. Excludes non respondents.

| | | % easy | error margin | bench mark |
|---|---|---|---|---|
| Ease of contacting a member of staff | 6 · 11 · 7 · 41 · 36 | **77** | +/- 5.1 | 63 / 1st |

| very difficult | fairly difficult | neither | fairly easy | very easy | Benchmark median / Benchmark quartile |
|---|---|---|---|---|---|
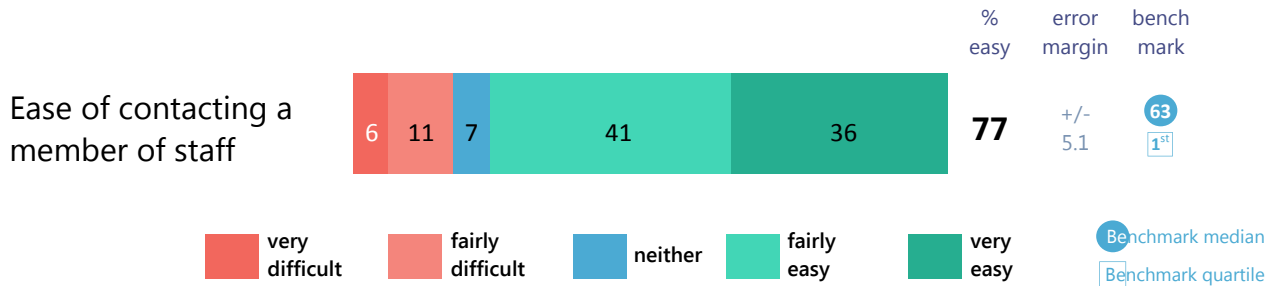
## 10.3 Anti-social behaviour service

% Bases (descending) 259,261,261 | Reported ASB to us in last 12 months. Excludes non respondents.

| | | % satisfied | error margin | bench mark |
|---|---|---|---|---|
| The advice provided by staff | 14 · 9 · 15 · 38 · 24 | **62** | +/- 5.9 | 60 / 2nd |
| The way ASB complaint was dealt with overall | 18 · 11 · 15 · 33 · 23 | **56** | +/- 6.0 | 50 / 1st |
| How well you were kept up to date | 19 · 13 · 15 · 33 · 20 | **53** | +/- 6.1 | 49 / 1st |

| very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | Benchmark median / Benchmark quartile |
|---|---|---|---|---|---|
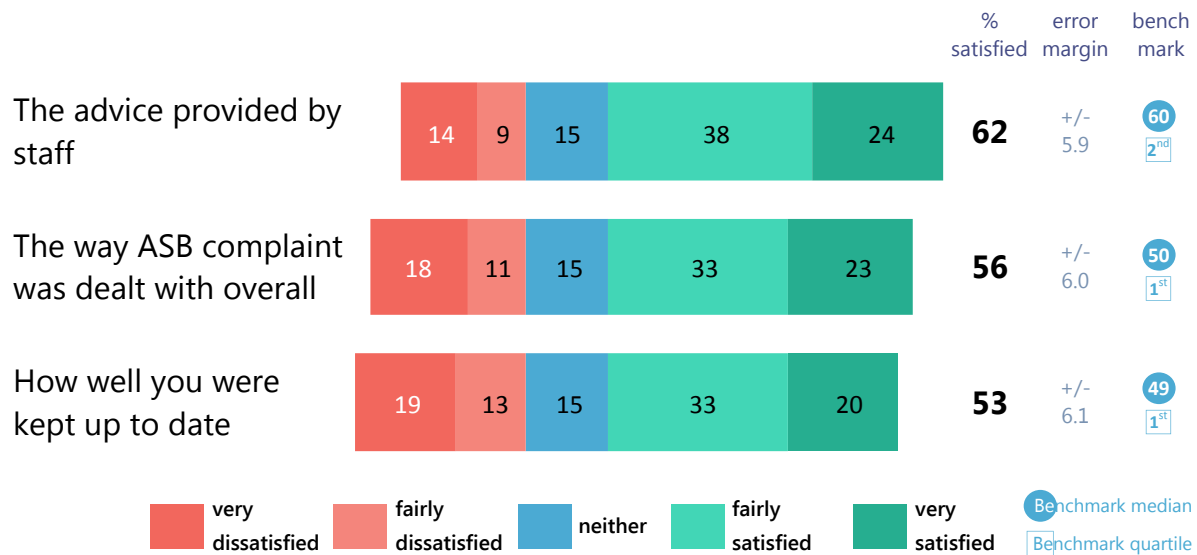
Over three quarters (77%) of tenants found it easy to contact a member of staff, a result which is 14 points higher than the benchmark median. That said, 17% did have some degree of difficulty, particularly younger tenants aged 16-44 (21%).

Being kept informed about things in general is a key driver of satisfaction overall, so clearly tenants want also want updating on progress with any ASB complaint. As such, it is important to note just over a half of those who reported ASB were satisfied that they were kept up to date. Slightly more were satisfied with the way the complaint was dealt with overall (56%), however, the advice provided by staff was the highest rated aspect of the service (62%).

Whilst scores are generally good when compared to other organisations there is definite scope for improvement as a fifth were 'very dissatisfied' with how well they were kept up to date (19%) as well as the response overall (18%).

# 11. Complaints

Three quarters of the overall sample were satisfied with the way Homes for Northumberland deals with complaints, including a third who were 'very satisfied'. However, this was unsurprisingly significantly lower amongst respondents who had actually made a complaint (52%).

Around a half of the sample population were aware of the formal complaints procedure with one in ten of these claiming to have actually used the system in the previous twelve months (5% of total sample). Tenants in Rothbury were the least aware of the complaints procedure (43%) with tenants in Blyth the most informed (55%).

> The margin of error is the amount by which the quoted figure might vary due to chance. The margin gets smaller as the base size increases. When comparing two scores, remember that each has its own independent margin of error.

All tenants who had made a complaint were asked about their experience when doing so, the results of which are displayed in chart 11.4. The findings here were very similar to those results seen for in the ASB section with scores typically above average compared to other landlords, often resulting in a top quartile placing. The vast majority were satisfied with the ease of making a complaint (71%), however a fifth were not including 10% who were 'very dissatisfied'.

Keeping tenants informed was once again the lowest rated aspect of the service with 45% expressing dissatisfaction with this including a third who were 'very dissatisfied'. An equivalent proportion of respondents were dissatisfied with the support they received (45%), with slightly more dissatisfied with how the complaint was handled overall (48%).

Again, whilst scores are generally better than other similar landlords because of the general high level of dissatisfaction there is room for improvement in this service. Keeping tenants informed is a particularly important aspect to concentrate on considering the importance placed on this by customers overall, being as it is a key driver of satisfaction overall.

## 11.1 The way Homes for Northumberland deals with complaints overall

% Base 3018 | Excludes non respondents.

| | % satisfied | error margin | bench mark |
|---|---|---|---|
| The way HfN deals with complaints | 76 | +/- 1.5 | 71 / 1st |

Chart values: very dissatisfied 3 | fairly dissatisfied 6 | neither 15 | fairly satisfied 46 | very satisfied 30

Legend: very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | Benchmark median | Benchmark quartile
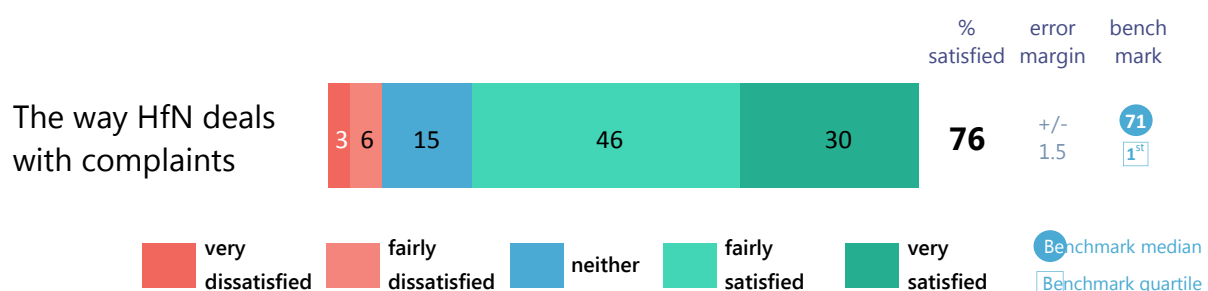
## 11.2 Aware of formal complaints procedure

% Base 3196

Yes
49

NR
4

No
47
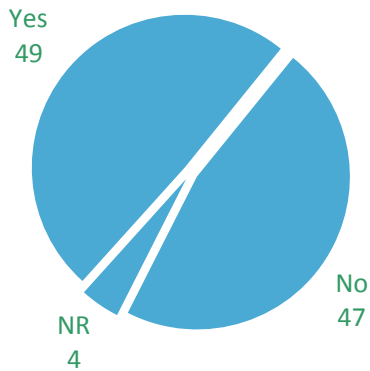
## 11.3 Made a complaint in last 12 months

% Base 3196

No
44

Yes
5

NR
3

Not aware
48
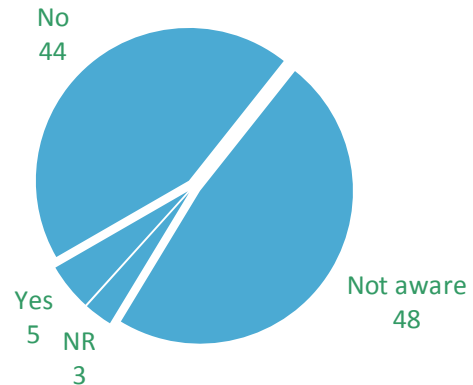
## 11.4 Complaints service

% Bases (descending) 149,149,146,148 | Made a complaint in last 12 months. Excludes non respondents.

| | | % satisfied | error margin | bench mark |
|---|---|---|---|---|
| Ease of making complaint | 10 · 9 · 10 · 43 · 28 | 71 | +/- 7.3 | 64 · 1st |
| Way complaint was handled overall | 37 · 11 · 10 · 21 · 21 | 42 | +/- 7.9 | 39 · 1st |
| Support received | 36 · 9 · 17 · 21 · 16 | 38 | +/- 7.9 | 32 · 1st |
| How well you were kept informed | 32 · 13 · 18 · 22 · 15 | 37 | +/- 7.8 | 34 · 1st |

- very dissatisfied
- fairly dissatisfied
- neither
- fairly satisfied
- very satisfied
- Benchmark median
- Benchmark quartile
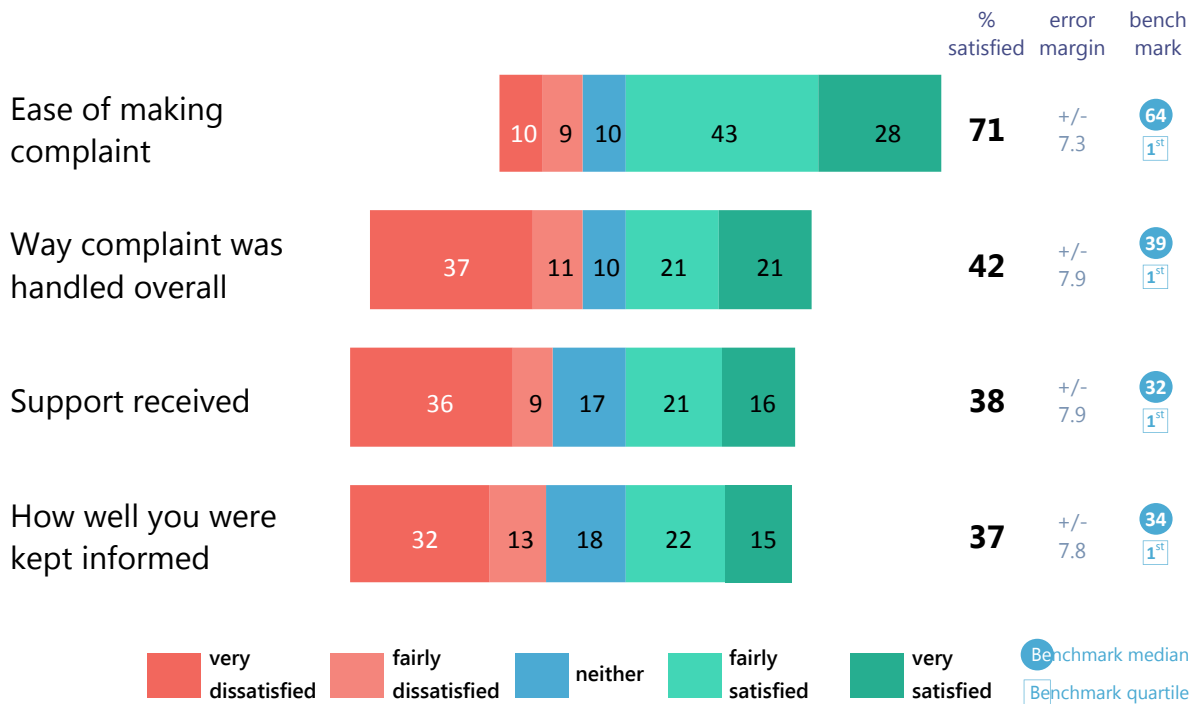
# 12. Advice and support

It is particularly important in the context of welfare benefit reforms that when respondents were asked to give their views on the help and support services that Homes for Northumberland provide in order to help customers manage their tenancies, the majority were satisfied with the support that they received on claiming housing and other welfare benefits (80%) and the remainder were almost all equivocal. Indeed, the score for this was slightly above the benchmark median leading to a top quartile ranking.

It is notable that slightly fewer tenants were satisfied with the advice and support received with managing their finances (76% satisfied), however, as a fifth of respondents ticked the middle point on the scale, one can presume this was most likely due to a lack of awareness that Homes for Northumberland provided services to offer support in this regard.

In both cases elderly respondents (aged 65 or over) were the most likely to be satisfied (87% and 85% respectively).

## 12.1 Financial advice

% Base 2428,2382 | Excludes non respondents

| | | % satisfied | error margin | bench mark |
|---|---|---|---|---|
| Claiming housing and other welfare benefits | 3 4 14 35 44 | **80** | +/- 1.6 | 79 1st |
| Managing finances | 2 4 18 39 37 | **76** | +/- 1.7 | 75 2nd |

very dissatisfied | fairly dissatisfied | neither | fairly satisfied | very satisfied | Benchmark median / Benchmark quartile
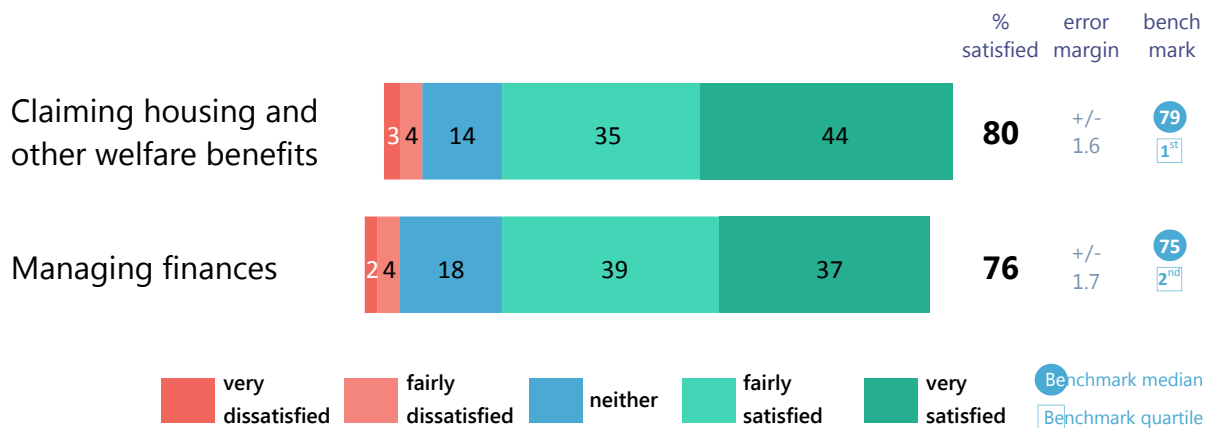
# 13. Respondent profile

In addition to documenting the demographic profile of the sample, tables 13.12 to 13.17 in this section also display the core survey questions according to the main property and equality groups. When considering these tables it is important to bear in mind that some of the sub groups are small, so many observed differences may simply be down to chance. To help navigate these results they have been subjected to statistical tests, with those that can be confidently said to differ from the average score being highlighted in the tables.

## 13.1 Housing area

| Base: 3196 | Total | % |
|---|---|---|
| Alnwick | 348 | 10.9 |
| Amble | 219 | 6.9 |
| Blyth | 1266 | 39.6 |
| Cramlington | 589 | 18.4 |
| Rothbury | 108 | 3.4 |
| Seaton Delaval | 456 | 14.3 |
| Seghill | 141 | 4.4 |
| Shilbottle | 69 | 2.2 |

## 13.2 Previous district

% Base 3196
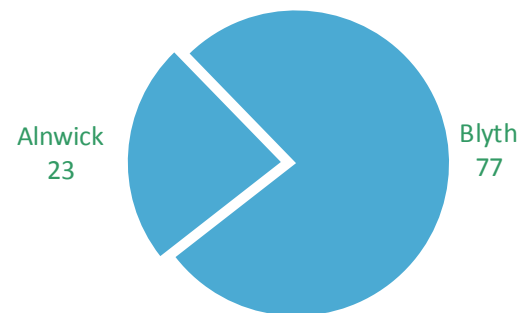


Alnwick 23

Blyth 77

## 13.3 Household size

% Base 3196



| One person | Two people | Three people | Four people | Five people | Six+ people | NR |
|---|---|---|---|---|---|---|
| 45 | 31 | 11 | 6 | 2 | 1 | 2 |

## 13.4 Age

% Base 3196



Bar chart — Age:
- 16 - 24 years: 3
- 25 - 34 years: 8
- 35 - 44 years: 10
- 45 - 54 years: 14
- 55 - 59 years: 7
- 60 - 64 years: 8
- 65 - 74 years: 22
- 75 - 84 years: 17
- 85 years and over: 6
- NR: 4

## 13.3 Gender

% Base 3196



Pie chart — Gender:
- Male 45
- Female 50
- NR 5
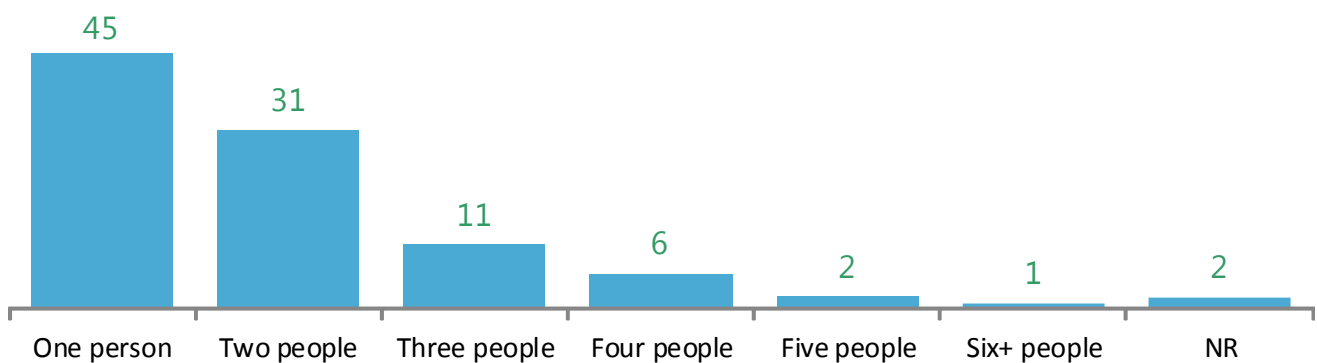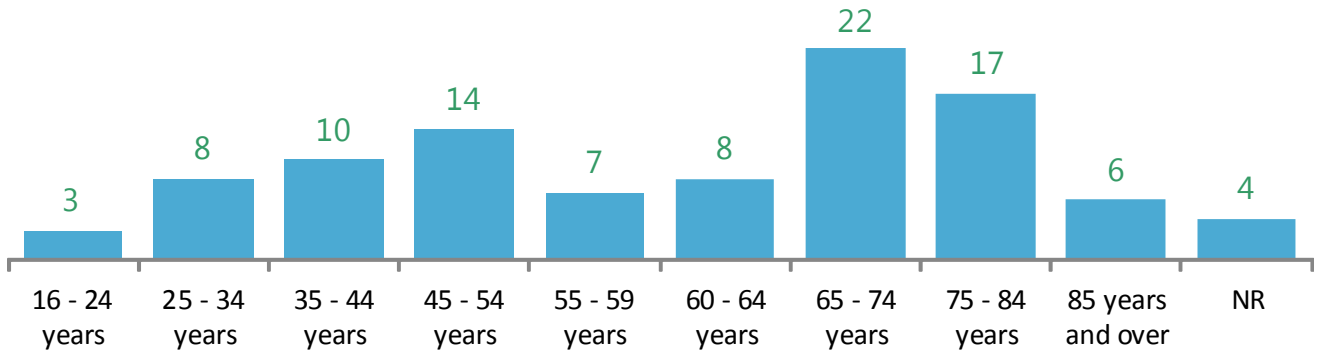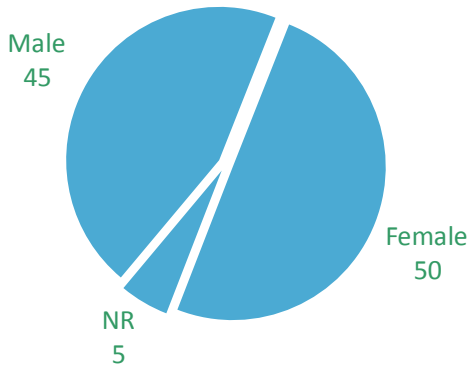
## 13.6 Children aged 16 or under

% Base 3196



Pie chart — Children aged 16 or under:
- Yes 17
- No 83
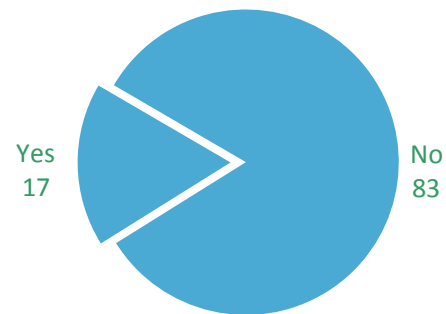
## 13.7 Disability in household

% Base 3196



Pie chart — Disability in household:
- Limited a little 21
- Limited a lot 28
- No 47
- NR 4.0
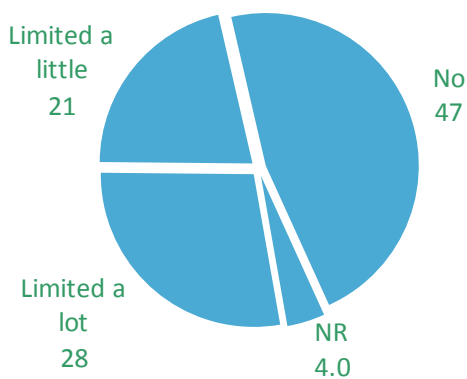
## 13.8 Household receives housing benefit

% Base 3196
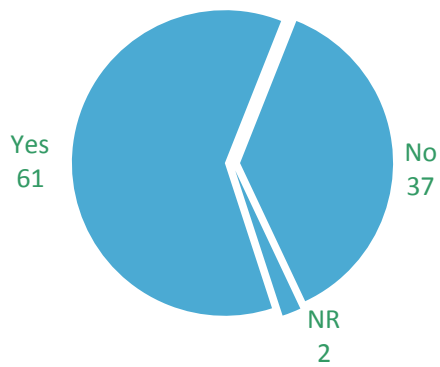
- Yes 61
- No 37
- NR 2

## 13.9 Sexual orientation

% Base 3196

| Heterosexual | Gay man | Gay woman | Bisexual | Other | Prefer not to say | NR |
|---|---|---|---|---|---|---|
| 66 | 0.4 | 0.3 | 0.7 | 3 | 14 | 15 |

## 13.10 Religion

% Base 3196

| No religion | Christian | Buddhist | Hindu | Jewish | Muslim | Sikh | Other | Prefer not to say | NR |
|---|---|---|---|---|---|---|---|---|---|
| 24 | 65 | 0.2 | 0.1 | 0 | 0.1 | 0 | 2 | 5 | 3 |
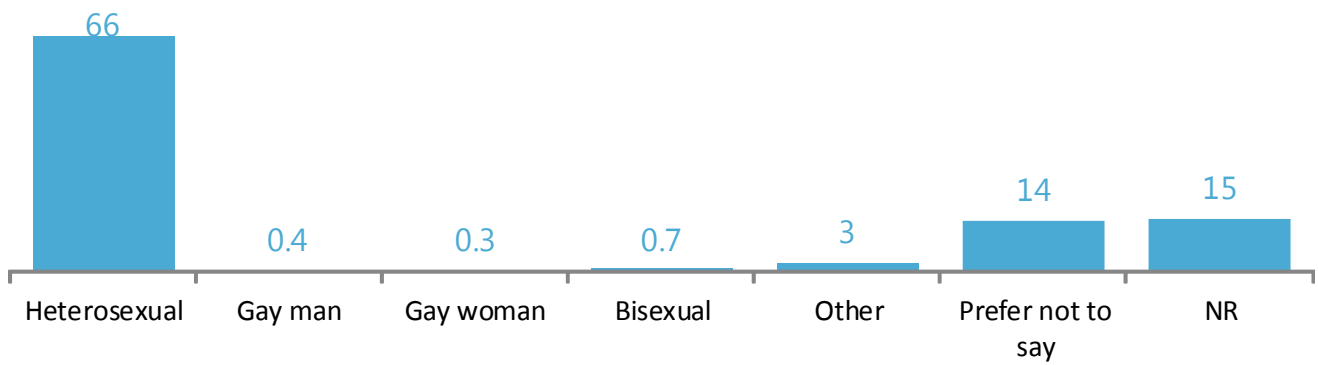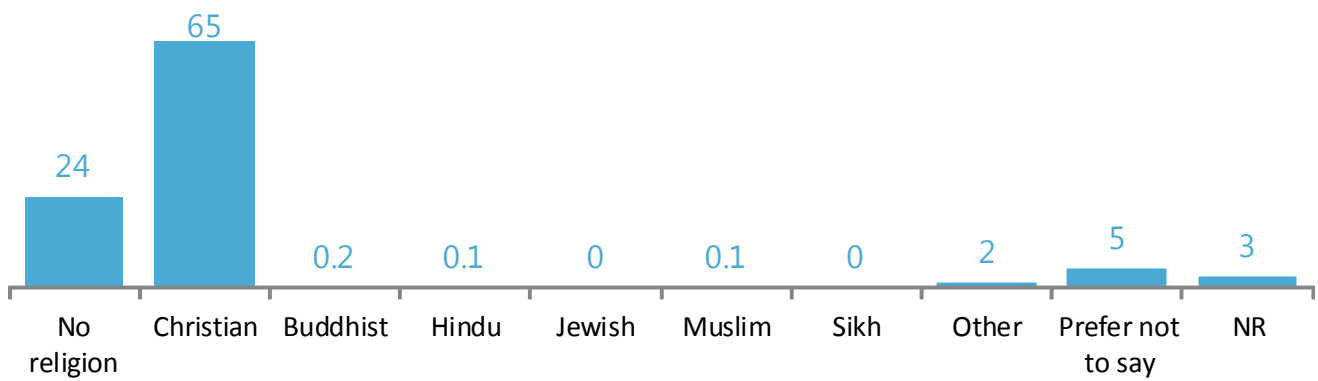
## 13.11 Ethnic background

% Base 3196

| | % |
|---|---|
| **White** | |
| English/Welsh/Scottish/Northern Irish/British | 97 |
| Irish | 0.1 |
| Gypsy or Irish Traveller | 0.1 |
| Any other White background | 0.4 |
| **Mixed** | |
| White and Black Caribbean | 0 |
| White and Black African | 0 |
| White and Asian | 0 |
| Any other Mixed background | 0.1 |
| **Asian or Asian British** | |
| Indian | 0.1 |
| Pakistani | 0 |
| Bangladeshi | 0 |
| Chinese | 0 |
| Any other Asian background | 0.1 |
| **Black or Black British** | |
| African | 0 |
| Caribbean | 0.1 |
| Any other Black background | 0 |
| **Other** | |
| Arab | 0.1 |
| Other | 0 |
| No response | 2.5 |

White British 97

BME 1

NR 3
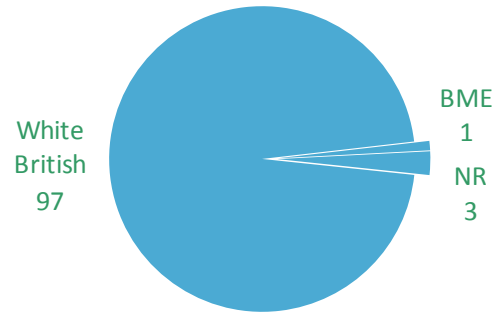
# 13. Respondent profile

## 13.12 Core questions by age group

% positive

| | Overall | 16 - 44 | 45 - 64 | 65+ |
|---|---|---|---|---|
| **Sample size** | **3196** | **693** | **922** | **1444** |
| Service overall | 88 | 80 | 85 | 93 |
| Quality of home | 85 | 72 | 83 | 93 |
| Rent value for money | 83 | 72 | 78 | 91 |
| Service charge value for money | 77 | 65 | 71 | 86 |
| Repairs & maintenance service | 81 | 66 | 78 | 90 |
| Keep residents informed | 79 | 70 | 75 | 87 |
| Enquiries generally | 86 | 77 | 84 | 92 |
| Listen to views and act upon them | 71 | 61 | 67 | 79 |
| Neighbourhood as a place to live | 88 | 76 | 85 | 95 |

## 13.13 Core questions by disability

% positive

| | Overall | Yes - limited a lot | Yes - limited a little | No |
|---|---|---|---|---|
| **Sample size** | **3196** | **893** | **679** | **1497** |
| Service overall | **88** | 87 | 88 | 87 |
| Quality of home | **85** | 87 | 86 | 84 |
| Rent value for money | **83** | 84 | 83 | 81 |
| Service charge value for money | **77** | 77 | 80 | 75 |
| Repairs & maintenance service | **81** | 82 | 84 | 78 |
| Keep residents informed | **79** | 78 | 77 | 80 |
| Enquiries generally | **86** | 86 | 88 | 85 |
| Listen to views and act upon them | **71** | 72 | 73 | 70 |
| Neighbourhood as a place to live | 88 | 88 | 90 | 86 |

| Significantly **worse** than average (95% confidence*) | Significantly **better** than average (95% confidence*) |
|---|---|

* See appendix A for further information on statistical tests and confidence levels

# 13. Respondent profile

## 13.14 Core questions by gender

|  | | % positive | |
| --- | --- | --- | --- |
|  | **Overall** | Male | Female |
| **Sample size** | **3196** | **1436** | **1595** |
| Service overall | 88 | 87 | 88 |
| Quality of home | 85 | 85 | 85 |
| Rent value for money | 83 | 83 | 82 |
| Service charge value for money | 77 | 77 | 76 |
| Repairs & maintenance service | 81 | 81 | 81 |
| Keep residents informed | 79 | 77 | 80 |
| Enquiries generally | 86 | 85 | 87 |
| Listen to views and act upon them | 71 | 71 | 71 |
| Neighbourhood as a place to live | 88 | 88 | 87 |

## 13.15 Core questions by religion

|  | | % positive | | |
| --- | --- | --- | --- | --- |
|  | **Overall** | No religion | Christian | Other |
| **Sample size** | **3196** | **771** | **2091** | **65** |
| Service overall | 88 | 84 | 90 | 77 |
| Quality of home | 85 | 79 | 88 | 75 |
| Rent value for money | 83 | 75 | 86 | 78 |
| Service charge value for money | 77 | 69 | 81 | 66 |
| Repairs & maintenance service | 81 | 73 | 85 | 74 |
| Keep residents informed | 79 | 74 | 83 | 69 |
| Enquiries generally | 86 | 82 | 89 | 79 |
| Listen to views and act upon them | 71 | 66 | 75 | 60 |
| Neighbourhood as a place to live | 88 | 82 | 91 | 83 |

| Significantly **worse** than average (95% confidence*) | Significantly **better** than average (95% confidence*) |
| --- | --- |

* See appendix A for further information on statistical tests and confidence levels

## 13.16 Core questions by ethnic background

% positive

| | Overall | White British | BME |
|---|---|---|---|
| **Sample size** | **3196** | **3086** | **31** |
| Service overall | 88 | 88 | 84 |
| Quality of home | 85 | 85 | 74 |
| Rent value for money | 83 | 83 | 77 |
| Service charge value for money | 77 | 77 | 63 |
| Repairs & maintenance service | 81 | 81 | 65 |
| Keep residents informed | 79 | 79 | 65 |
| Enquiries generally | 86 | 86 | 69 |
| Listen to views and act upon them | 71 | 72 | 52 |
| Neighbourhood as a place to live | 88 | 88 | 81 |

## 13.17 Core questions by sexual orientation

% positive

| | Overall | Heterosexual | Lesbian, Gay or Bisexual | Other |
|---|---|---|---|---|
| **Sample size** | **3196** | **2123** | **42** | **88** |
| Service overall | 88 | 87 | 83 | 93 |
| Quality of home | 85 | 84 | 81 | 92 |
| Rent value for money | 83 | 82 | 68 | 92 |
| Service charge value for money | 77 | 76 | 66 | 90 |
| Repairs & maintenance service | 81 | 79 | 78 | 92 |
| Keep residents informed | 79 | 78 | 71 | 91 |
| Enquiries generally | 86 | 86 | 78 | 93 |
| Listen to views and act upon them | 71 | 70 | 55 | 87 |
| Neighbourhood as a place to live | 88 | 87 | 80 | 92 |

| Significantly **worse** than average (95% confidence*) | Significantly **better** than average (95% confidence*) |
|---|---|

* See appendix A for further information on statistical tests and confidence levels

44
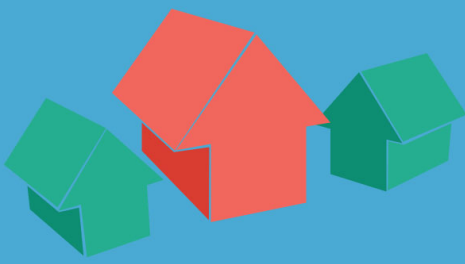
# Appendix A. Methodology & data analysis

## Questionnaire

The questionnaire was based on the new HouseMark STAR survey methodology, with the most appropriate questions for HfN being selected by them from the STAR questionnaire templates.

The questionnaire was designed to be as clear and legible as possible to make it easy to complete, with options available for large print versions, completion in alternative languages, or completion online. Postal versions of the questionnaires were printed as A4 booklets.

## Fieldwork

The survey was carried out between January and February 2014. Paper self completion questionnaires were distributed to all tenants. This was followed by a reminder where a new questionnaire was sent to every non respondent. A free prize draw was used to encourage the response rate. The survey was also available for completion online.

## Response rate

The sampling relied on the stipulation for HouseMark STAR that the different stock types were treated separately, and that the minimum achieved sample requirements are for a margin of error of +/- 3% at the 95% confidence level for populations over 10,000, +/- 4% at the 95% confidence level for populations between 1000 and 10,000, and +/- 5% for populations under 1000. It is accepted by HouseMark that for small populations the minimum figures are unachievable, as they would require very high response rates.

| Population size | Min STAR error margin | Min STAR returns | Returns achieved | Sample error margin | Sample size | Response rate |
|---|---|---|---|---|---|---|
| 8,315 | +/- 4% | 560 | 3,196 | +/- 1.4 | 8,315 | 38% |

## Weighting

It was decided that the profile of the respondent sample was sufficiently close to the target profile of tenants overall that weighting was unnecessary in this instance.

## Data presentation

Readers should take care when considering percentage results from some of the sub groups within the main sample, as the base figures may sometimes be small. Due to rounding some graphs may not add up to 100%.

## Error Margins

Error margins for the sample overall, and for individual questions, are the amount by which a result might vary due to chance. The error margins in the results are quoted at the standard 95% level, and are determined by the sample size and the distribution of scores. When comparing two sets of scores, it is important to remember that error margins will apply independently to each.

## Tests of statistical significance

When two sets of survey data are compared to one another (e.g. between different years, or demographic sub groups), the observed differences are typically tested for statistical significance. Differences that are significant can be said, with a high degree of confidence, to be real variations that are unlikely to be due to chance. Any differences that are not significant *may* still be real, especially when a number of different questions all demonstrate the same pattern, but this cannot be stated with statistical confidence and may just be due to chance.

Unless otherwise stated, all statistically significant differences are reported at the 95% confidence level. Tests used were the Wilcoxon-Mann-Whitney test (rating scales), Fischer Exact Probability test (small samples) and the Pearson Chi Square test (larger samples) as appropriate for the data being examined. These calculations rely on a number of factors such as the base figure and the level of variance, both within and between sample groups, thereby taking into account more than just the simple difference between the headline percentage scores. This means that some results are reported as significant despite being superficially similar to others that are not. Conversely, some seemingly notable differences in two sets of headline scores are not enough to signal a significant change in the underlying pattern across all points in the scale. For example:

- Two satisfaction ratings might have the same or similar *total* satisfaction score, but be quite different when one considers the detailed results for the proportion *very satisfied* versus *fairly satisfied*.

- There may also be a change in the proportions who were *very* or *fairly* dissatisfied, or ticked the middle point in the scale, which is not apparent from the headline score.

- In rare cases there are complex changes across the scale that are difficult to categorise e.g. in a single question one might simultaneously observe a disappointing shift from *very* to *fairly* satisfied, at the same time as their being a welcome shift from *very dissatisfied* to *neither*.

- If the results included a relatively small number of people then the error margins are bigger. This means that the *combined* error margins for the two ratings being compared might be bigger than the observed difference between them.

## Key driver analysis

"Key driver analyses" are based on a linear regression model.  This is used to investigate the relationship between the overall scores and their various components. The charts illustrate the relative contribution of each item to the overall rating; items which do not reach statistical significance are omitted. The figures on the vertical axis show the standardised beta coefficients from the regression analysis, which vary in absolute size depending on the number of questionnaire items entered into the analysis. The quoted *R Square* value  shows how much of the observed variance is explained by the key driver model e.g. a value of 0.5 shows that the model explains half of the total variation in the overall score.

## Benchmarking

The core STAR questions are benchmarked against the HouseMark STAR for ALMOs in the 2012/2103 financial year. HouseMark benchmark scores are supplemented for the remaining questions with benchmark data from ARP Research clients who have carried out surveys in the last 3 years using the STAR or STATUS questionnaires. The group selection has been verified against the core HouseMark data to ensure that both benchmark groups are closely matched on their scores across those 7 questions.
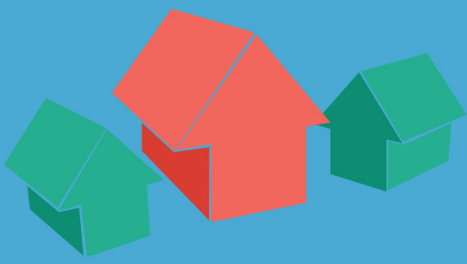
# Appendix B. Example questionnaire

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# Tenant Satisfaction Survey 2014

**Homes**
FOR NORTHUMBERLAND

Mr A B Sample                    1234-1234
1 Sample Street
Sample District
Sample Town
AB1 2CD                          999999

## Your chance to win £100!

Your views are really important to us and this is your chance to tell us what you think of the services we provide. This survey will help us understand what you think about your home, the area in which you live, the services we provide and what you would like to see us do in the future.

So please take a few minutes to fill in the survey if you are the tenant at this address, or their partner, spouse or carer. It should be returned in the enclosed freepost envelope, which does not need a stamp, for your personal code to be entered into a prize draw to win up to £100! Only ARP Research will ever know your code.

If you'd prefer to complete the survey online, please go to the website **www.arpsurveys.co.uk/hfn** and login using your personal code: **A9999**

The survey is being carried out on our behalf by a specialist company named ARP Research. All information you provide will be kept strictly confidential.

**Prize draw entries are separated from the survey answers before we see them, which means we cannot identify you.**

**If you have any questions or concerns about this survey, or need another language or format, please ring our Contact Centre on 01670 542424**

Thank you for taking part and good luck in the prize draw!

**Please return by Tuesday 28th January**

## Free Prize Draw!

**£100** 1st prize

**£50** 2nd prize

**2 x £25** 3rd prizes

# Satisfaction overall

**Q1**  Taking everything into account, how satisfied or dissatisfied are you with the service provided by Homes for Northumberland?   *tick one only* ☑

| Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|:---:|:---:|:---:|:---:|:---:|
| ☐ | ☐ | ☐ | ☐ | ☐ |

**Q2**  How much do you agree or disagree with the following:   *tick one per row* ☑

|  | Agree strongly | Agree | Neither | Disagree | Disagree strongly |
|---|:---:|:---:|:---:|:---:|:---:|
| a. Homes for Northumberland provides an effective and efficient service | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. Homes for Northumberland is providing the service I expect from my landlord | ☐ | ☐ | ☐ | ☐ | ☐ |
| c. Homes for Northumberland treats its residents fairly | ☐ | ☐ | ☐ | ☐ | ☐ |
| d. Homes for Northumberland has a good reputation in my area | ☐ | ☐ | ☐ | ☐ | ☐ |
| e. Homes for Northumberland has friendly and approachable staff | ☐ | ☐ | ☐ | ☐ | ☐ |
| f.  I trust Homes for Northumberland | ☐ | ☐ | ☐ | ☐ | ☐ |

**Q3**  How likely would you be to recommend Homes for Northumberland to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?   *tick one only* ☑

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|---|
| *Not at all likely* | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | *Extremely likely* |

# Housing and services

**Q4** How satisfied or dissatisfied are you: 

tick one per row ☑

|  | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied | Not applicable |
|---|---|---|---|---|---|---|
| a. With the overall quality of your home? | ☐ | ☐ | ☐ | ☐ | ☐ | |
| b. With the overall condition of your home? | ☐ | ☐ | ☐ | ☐ | ☐ | |
| c. That your rent provides value for money | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |
| d. That your service charge provides value for money | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |

**Q5** How satisfied or dissatisfied are you with the way Homes for Northumberland deals with the following:

tick one per row ☑

|  | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a. Anti-social behaviour | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. Complaints | ☐ | ☐ | ☐ | ☐ | ☐ |
| c. Your enquiries generally | ☐ | ☐ | ☐ | ☐ | ☐ |

**Q6** Which of the following services would you consider to be the **top three** priorities?

tick no more than 3 boxes
☐☑☐☑☐☐☑

- ☐ Keeping residents informed
- ☐ The overall quality of your home
- ☐ Listening to residents' views and acting upon them
- ☐ Repairs and maintenance
- ☐ Dealing with anti-social behaviour
- ☐ Your neighbourhood as a place to live
- ☐ Support and advice on claiming welfare benefits and paying rent
- ☐ The emergency call system (if applicable)

# Information & resident involvement

**Q7**  How satisfied or dissatisfied are you that Homes for Northumberland:  *tick one per row ☑*

|  | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a.  Listens to your views and acts upon them? | ☐ | ☐ | ☐ | ☐ | ☐ |
| b.  Gives you the opportunity to make your views known | ☐ | ☐ | ☐ | ☐ | ☐ |

**Q8**  How good or poor do you feel Homes for Northumberland is at keeping you informed about things that might affect you as a resident?  *tick one only ☑*

| Very good | Fairly good | Neither | Fairly poor | Very poor |
|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ |

# Contacting us

**Q9**  Have you contacted Homes for Northumberland in the last 12 months with a query (other than to pay your rent or service charges)?  *tick one only ☑*

☐ Yes  *go to Q10* ↓       ☐ No  *go to Q14* →

**Q10**  Was getting hold of the right person easy or difficult?  *tick one only ☑*

| Easy | Difficult | Neither |
|---|---|---|
| ☐ | ☐ | ☐ |

**Q11**  Did you find the staff helpful or unhelpful?  *tick one only ☑*

| Helpful | Unhelpful | Neither |
|---|---|---|
| ☐ | ☐ | ☐ |

**Q12**  Was your query answered in a reasonable time?  *tick one only ☑*

☐ Yes       ☐ No

**Q13**  How satisfied or dissatisfied were you with the following?  *tick one per row ☑*

|  | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a. The ability of staff to deal with your query quickly and efficiently | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. The final outcome of your query | ☐ | ☐ | ☐ | ☐ | ☐ |

page 53

**Q14** Do you use the internet?

tick all that apply

☑☐☐☑☑

- ☐ Yes, at home                *go to Q16* ⤵
- ☐ Yes, outside the home       *go to Q16* ⤵
- ☐ No                          *go to Q15* ⬇

**Q15** Why do you not use the internet?

tick all that apply

☑☐☐☑☑

- ☐ Do not have access to the internet
- ☐ Do not want to use the internet
- ☐ Equipment costs too high
- ☐ Connection costs (e.g. broadband) too high
- ☐ No free internet access near me

- ☐ Privacy and security concerns
- ☐ Physical disability
- ☐ Lack of confidence/skills
- ☐ Other (write in)

**Q16** Which of the following methods of being kept informed and getting in touch with us are you happy to use?

tick all that apply

☑☐☐☑☑

- ☐ Email
- ☐ Telephone
- ☐ Text/SMS
- ☐ In writing
- ☐ Visit to the office

- ☐ Visit to your home by staff
- ☐ Open meetings
- ☐ Newsletter
- ☐ Other (write in)

**Q17** Are you satisfied with the cost of contacting Homes for Northumberland by telephone?

tick one only ☑

- ☐ Yes        ☐ No

# Repairs and maintenance

**Q18** Generally, how satisfied or dissatisfied are you with the way Homes for Northumberland deals with repairs and maintenance?

tick one only ☑

| Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|:---:|:---:|:---:|:---:|:---:|
| ☐ | ☐ | ☐ | ☐ | ☐ |

**Q19** Have you had any repairs to your home in the last 12 months?    *tick one only* ☑

☐ Yes    *go to Q20* ⬇    ☐ No    *go to Q22* ⬀

---

**Q20** Thinking about the last repair completed, how satisfied or dissatisfied were you with the following:    *tick one per row* ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a. Being told when workers would call | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. Being able to make an appointment | ☐ | ☐ | ☐ | ☐ | ☐ |
| c. The overall quality of work | ☐ | ☐ | ☐ | ☐ | ☐ |
| d. Keeping dirt and mess to a minimum | ☐ | ☐ | ☐ | ☐ | ☐ |
| e. The repair being done 'right first time' | ☐ | ☐ | ☐ | ☐ | ☐ |
| f. The repairs service you received on this occasion | ☐ | ☐ | ☐ | ☐ | ☐ |

---

**Q21** Did the contractor show proof of identity?    *tick one only* ☑

☐ Yes    ☐ No

# Estate and communal services

**Q22** How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area?    *tick one only* ☑

| Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ |

---

**Q23** How satisfied or dissatisfied are you with the cleaning of the following:    *tick one per row* ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied | Not applicable |
|---|---|---|---|---|---|---|
| a. Internal communal areas | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |
| b. External communal areas | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |

**Q24** Thinking about the property, block or scheme where you live, how satisfied or dissatisfied are you with the following:

tick one per row ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied | Not applicable |
|---|---|---|---|---|---|---|
| a. External building repairs and maintenance | ☐ | ☐ | ☐ | ☐ | ☐ | ◯ |
| b. Repairs to communal areas | ☐ | ☐ | ☐ | ☐ | ☐ | ◯ |

**Q25** Thinking about your service charges, how satisfied or dissatisfied are you with the following:

tick one per row ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a. The consultation you receive when Homes for Northumberland sets the service charges | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. How easy it is to understand your service charge statement | ☐ | ☐ | ☐ | ☐ | ☐ |
| c. The information about how your service charges are calculated | ☐ | ☐ | ☐ | ☐ | ☐ |

# Your neighbourhood

**Q26** How satisfied or dissatisfied are you with your neighbourhood as a place to live?

tick one only ☑

| Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ |

**Q27** How satisfied or dissatisfied are you with the overall appearance of your neighbourhood?

tick one only ☑

| Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ |

**Q28**  To what extent are the following a problem in your neighbourhood?  tick one per row ☑

| | Major Problem | Minor problem | Not a problem |
|---|---|---|---|
| a.  Car parking | ☐ | ☐ | ☐ |
| b.  Rubbish or litter | ☐ | ☐ | ☐ |
| c.  Noisy neighbours | ☐ | ☐ | ☐ |
| d.  Dog fouling / dog mess | ☐ | ☐ | ☐ |
| e.  Other problems with pets and animals | ☐ | ☐ | ☐ |
| f.  Disruptive children / teenagers | ☐ | ☐ | ☐ |
| g.  Racial or other harassment | ☐ | ☐ | ☐ |
| h.  Drunk or rowdy behaviour | ☐ | ☐ | ☐ |
| i.  Vandalism and graffiti | ☐ | ☐ | ☐ |
| j.  People damaging your property | ☐ | ☐ | ☐ |
| k.  Drug use or dealing | ☐ | ☐ | ☐ |
| l.  Abandoned or burnt out vehicles | ☐ | ☐ | ☐ |
| m. Other crime | ☐ | ☐ | ☐ |
| n.  Noise from traffic | ☐ | ☐ | ☐ |

# Anti-social behaviour

**Q29**  Have you reported anti-social behaviour to us in the last 12 months?  tick one only ☑

☐ Yes   *go to Q30* ↓     ☐ No   *go to Q32* ➡

**Q30**  At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint?  tick one only ☑

| Very easy | Fairly easy | Neither | Fairly difficult | Very difficult |
|---|---|---|---|---|
| ☐ | ☐ | ☐ | ☐ | ☐ |

**Q31**  How satisfied or dissatisfied are you with the following aspects of the anti-social behaviour service?  tick one per row ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a.  How well you were kept up to date with what was happening throughout the case | ☐ | ☐ | ☐ | ☐ | ☐ |
| b.  The advice provided by staff | ☐ | ☐ | ☐ | ☐ | ☐ |
| c.  The way your anti-social behaviour complaint was dealt with overall. | ☐ | ☐ | ☐ | ☐ | ☐ |

# Advice and support

**Q32** Thinking about your rent and income, how satisfied or dissatisfied are you with the advice you receive from Homes for Northumberland with the following:

tick one per row ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied | Not applicable |
|---|---|---|---|---|---|---|
| a. Claiming housing benefit and other welfare benefits | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |
| b. Managing your finances and paying rent and service charges | ☐ | ☐ | ☐ | ☐ | ☐ | ○ |

# Complaints

**Q33** Are you aware that Homes for Northumberland has a formal complaints procedure?

tick one only ☑

☐ Yes   *go to Q34* ⬇      ☐ No   *go to Q36* ➡

**Q34** Have you made a complaint to Homes for Northumberland in the last 12 months?

*Please do **not** include repairs and anti-social behaviour, unless you have formally complained to us about how we handled it.*

tick one only ☑

☐ Yes   *go to Q35* ⬇      ☐ No   *go to Q36* ➡

**Q35** How satisfied or dissatisfied are you with the following?

tick one per row ☑

| | Very satisfied | Fairly satisfied | Neither | Fairly dissatisfied | Very dissatisfied |
|---|---|---|---|---|---|
| a. How easy it was to make your complaint | ☐ | ☐ | ☐ | ☐ | ☐ |
| b. How well you were kept informed about the progress of your complaint | ☐ | ☐ | ☐ | ☐ | ☐ |
| c. The support you received while your complaint was dealt with | ☐ | ☐ | ☐ | ☐ | ☐ |
| d. The way you complaint was handled overall by Homes for Northumberland | ☐ | ☐ | ☐ | ☐ | ☐ |

# Your household

Building up a picture of each household allows us to understand which groups of residents are satisfied with their home and the services we provide.

**Q36** Please tell us the age and gender* of everyone who lives with you in your household.

| | Age write in 🖉 | Male | Female | tick one per row ☑ |
|---|---|---|---|---|
| a. Main tenant | ☐ | ☐ | ☐ | |
| b. Partner | ☐ | ☐ | ☐ | |
| c. Person 3 | ☐ | ☐ | ☐ | |
| d. Person 4 | ☐ | ☐ | ☐ | |
| e. Person 5 | ☐ | ☐ | ☐ | |
| f. Person 6 | ☐ | ☐ | ☐ | |

* Transgender or transsexual : Select the answer which you identify yourself as. You can select either 'male' or 'female', whichever you believe is correct, irrespective of the details recorded on your birth certificate. You do not need to have a Gender Recognition Certificate.

**Q37** Are your or any household member's day to day activities limited because of a health problem which has lasted, or is expected to last, at least 12 months?

*Please include any household member with a long-term illness or disability in your answer*

tick one only ☑

☐ Yes - limited a lot
☐ Yes  - limited a little
☐ No

**Q38** How would you describe your sexual orientation?

tick one only ☑

☐ Heterosexual ☐ Bisexual
☐ Gay man ☐ Other
☐ Gay woman ☐ Prefer not to say

**Q39** Does your household currently receive housing benefit (either paid directly to you or to the council)?

tick one only ☑

☐ Yes
☐ No

page 59

**Q40**  What is your (and your partner's) ethnic group?          tick one only per column ☑

| Main tenant | Partner | |
|---|---|---|
| | | **White** |
| ☐ | ☐ | English / Welsh / Scottish / Northern Irish / British |
| ☐ | ☐ | Irish |
| ☐ | ☐ | Gypsy or Irish Traveller |
| ☐ | ☐ | Any other White background |

| Main tenant | Partner | |
|---|---|---|
| | | **Mixed** |
| ☐ | ☐ | White & Black Caribbean |
| ☐ | ☐ | White & Black African |
| ☐ | ☐ | White & Asian |
| ☐ | ☐ | Any other Mixed / multiple ethnic background |

| Main tenant | Partner | |
|---|---|---|
| | | **Asian or Asian British** |
| ☐ | ☐ | Indian |
| ☐ | ☐ | Pakistani |
| ☐ | ☐ | Bangladeshi |
| ☐ | ☐ | Chinese |
| ☐ | ☐ | Any other Asian background |

| Main tenant | Partner | |
|---|---|---|
| | | **Black / African / Caribbean / Black British** |
| ☐ | ☐ | African |
| ☐ | ☐ | Caribbean |
| ☐ | ☐ | Any other Black / African / Caribbean background |

| Main tenant | Partner | |
|---|---|---|
| | | **Other ethnic group** |
| ☐ | ☐ | Arab |
| ☐ | ☐ | Any other ethnic group |

**Q41**  What is your religion?          tick one only ☑

| | | | |
|---|---|---|---|
| ☐ | No religion | ☐ | Muslim |
| ☐ | Christian (all denominations) | ☐ | Sikh |
| ☐ | Buddhist | ☐ | Any other religion |
| ☐ | Hindu | ☐ | Prefer not to say |
| ☐ | Jewish | | |

# Thank you for taking part!

Please return in the enclosed freepost envelope for your chance to win **£100!**
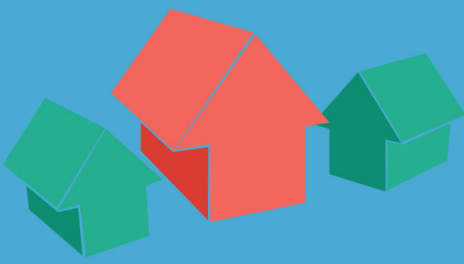
# Appendix C. Data summary

Please note that throughout the report the quoted results typically refer to the *'valid'* column of the data summary if it appears.

The *'valid'* column contains data that has been rebased, normally because non-respondents were excluded and/or question routing applied.

| | | Frequency | % overall | % valid |
|---|---|---|---|---|
| **Q1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by Homes for Northumberland** | | *Base: 3196* | | |
| 1: | Very satisfied | 1190 | 37.2 | 39.1 |
| 2: | Fairly satisfied | 1472 | 46.1 | 48.4 |
| 3: | Neither | 132 | 4.1 | 4.3 |
| 4: | Fairly dissatisfied | 149 | 4.7 | 4.9 |
| 5: | Very dissatisfied | 99 | 3.1 | 3.3 |
| | N/R | 154 | 4.8 | |
| **Q2a Homes for Northumberland provides an effective and efficient service** | | *Base: 3196* | | |
| 6: | Agree strongly | 689 | 21.6 | 21.8 |
| 7: | Agree | 1947 | 60.9 | 61.7 |
| 8: | Neither | 276 | 8.6 | 8.7 |
| 9: | Disagree | 195 | 6.1 | 6.2 |
| 10: | Disagree strongly | 48 | 1.5 | 1.5 |
| | N/R | 41 | 1.3 | |
| **Q2b Homes for Northumberland is providing the service I expect from my landlord** | | *Base: 3196* | | |
| 11: | Agree strongly | 787 | 24.6 | 25.1 |
| 12: | Agree | 1855 | 58.0 | 59.2 |
| 13: | Neither | 227 | 7.1 | 7.2 |
| 14: | Disagree | 215 | 6.7 | 6.9 |
| 15: | Disagree strongly | 48 | 1.5 | 1.5 |
| | N/R | 64 | 2.0 | |
| **Q2c Homes for Northumberland treats its residents fairly** | | *Base: 3196* | | |
| 16: | Agree strongly | 803 | 25.1 | 25.6 |
| 17: | Agree | 1839 | 57.5 | 58.5 |
| 18: | Neither | 286 | 8.9 | 9.1 |
| 19: | Disagree | 164 | 5.1 | 5.2 |
| 20: | Disagree strongly | 49 | 1.5 | 1.6 |
| | N/R | 55 | 1.7 | |
| **Q2d Homes for Northumberland has a good reputation in my area** | | *Base: 3196* | | |
| 21: | Agree strongly | 708 | 22.2 | 22.7 |
| 22: | Agree | 1689 | 52.8 | 54.0 |
| 23: | Neither | 471 | 14.7 | 15.1 |
| 24: | Disagree | 202 | 6.3 | 6.5 |
| 25: | Disagree strongly | 55 | 1.7 | 1.8 |
| | N/R | 71 | 2.2 | |
| **Q2e Homes for Northumberland has friendly and approachable staff** | | *Base: 3196* | | |
| 26: | Agree strongly | 1160 | 36.3 | 36.8 |
| 27: | Agree | 1707 | 53.4 | 54.2 |
| 28: | Neither | 177 | 5.5 | 5.6 |
| 29: | Disagree | 83 | 2.6 | 2.6 |
| 30: | Disagree strongly | 22 | 0.7 | 0.7 |
| | N/R | 47 | 1.5 | |
| **Q2f I trust Homes for Northumberland** | | *Base: 3196* | | |

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 31: | Agree strongly | 897 | 28.1 | 28.5 |
| 32: | Agree | 1697 | 53.1 | 54.0 |
| 33: | Neither | 373 | 11.7 | 11.9 |
| 34: | Disagree | 112 | 3.5 | 3.6 |
| 35: | Disagree strongly | 66 | 2.1 | 2.1 |
|  | N/R | 51 | 1.6 |  |

**Q3 How likely would you be to recommend Homes for Northumberland to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely** — *Base: 3196*

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 36: | 0 | 53 | 1.7 |  |
| 37: | 1 | 26 | 0.8 |  |
| 38: | 2 | 41 | 1.3 |  |
| 39: | 3 | 64 | 2.0 |  |
| 40: | 4 | 80 | 2.5 |  |
| 41: | 5 | 269 | 8.4 |  |
| 42: | 6 | 164 | 5.1 |  |
| 43: | 7 | 309 | 9.7 |  |
| 44: | 8 | 653 | 20.4 |  |
| 45: | 9 | 431 | 13.5 |  |
| 46: | 10 | 1037 | 32.4 |  |
|  | N/R | 69 | 2.2 |  |

**R3 Net Promoter** — *Base: 3196*

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 47: | Promoters | 1468 | 45.9 |  |
| 48: | Passives | 962 | 30.1 |  |
| 49: | Detractors | 697 | 21.8 |  |
|  | N/R | 69 | 2.2 |  |

**Q4a With the overall quality of your home** — *Base: 3196*

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 50: | Very satisfied | 1131 | 35.4 | 36.0 |
| 51: | Fairly satisfied | 1545 | 48.3 | 49.1 |
| 52: | Neither | 156 | 4.9 | 5.0 |
| 53: | Fairly dissatisfied | 212 | 6.6 | 6.7 |
| 54: | Very dissatisfied | 101 | 3.2 | 3.2 |
|  | N/R | 51 | 1.6 |  |

**Q4b With the overall condition of your home** — *Base: 3196*

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 55: | Very satisfied | 1007 | 31.5 | 32.2 |
| 56: | Fairly satisfied | 1554 | 48.6 | 49.7 |
| 57: | Neither | 195 | 6.1 | 6.2 |
| 58: | Fairly dissatisfied | 265 | 8.3 | 8.5 |
| 59: | Very dissatisfied | 104 | 3.3 | 3.3 |
|  | N/R | 71 | 2.2 |  |

**Q4c That your rent provides value for money** — *Base: 3196*

|  |  | Frequency | % overall | % valid |
|---|---|---|---|---|
| 60: | Very satisfied | 1145 | 35.8 | 37.9 |
| 61: | Fairly satisfied | 1354 | 42.4 | 44.8 |
| 62: | Neither | 305 | 9.5 | 10.1 |
| 63: | Fairly dissatisfied | 148 | 4.6 | 4.9 |
| 64: | Very dissatisfied | 69 | 2.2 | 2.3 |
| 65: | Not applicable | 89 | 2.8 |  |

| | | Frequency | % overall | % valid |
|---|---|---|---|---|
| | N/R | 86 | 2.7 | |
| | **Q4d That your service charge provides value for money** | *Base: 3196* | | |
| 66: | Very satisfied | 817 | 25.6 | 31.8 |
| 67: | Fairly satisfied | 1165 | 36.5 | 45.3 |
| 68: | Neither | 387 | 12.1 | 15.0 |
| 69: | Fairly dissatisfied | 128 | 4.0 | 5.0 |
| 70: | Very dissatisfied | 75 | 2.3 | 2.9 |
| 71: | Not applicable | 459 | 14.4 | |
| | N/R | 165 | 5.2 | |
| | **Q5a Anti-social behaviour** | *Base: 3196* | | |
| 72: | Very satisfied | 909 | 28.4 | 30.0 |
| 73: | Fairly satisfied | 1354 | 42.4 | 44.7 |
| 74: | Neither | 532 | 16.6 | 17.6 |
| 75: | Fairly dissatisfied | 147 | 4.6 | 4.8 |
| 76: | Very dissatisfied | 89 | 2.8 | 2.9 |
| | N/R | 165 | 5.2 | |
| | **Q5b Compaints** | *Base: 3196* | | |
| 77: | Very satisfied | 927 | 29.0 | 30.4 |
| 78: | Fairly satisfied | 1388 | 43.4 | 45.5 |
| 79: | Neither | 458 | 14.3 | 15.0 |
| 80: | Fairly dissatisfied | 174 | 5.4 | 5.7 |
| 81: | Very dissatisfied | 101 | 3.2 | 3.3 |
| | N/R | 148 | 4.6 | |
| | **Q5c Your enquiries generally** | *Base: 3196* | | |
| 82: | Very satisfied | 1273 | 39.8 | 40.9 |
| 83: | Fairly satisfied | 1402 | 43.9 | 45.0 |
| 84: | Neither | 242 | 7.6 | 7.8 |
| 85: | Fairly dissatisfied | 135 | 4.2 | 4.3 |
| 86: | Very dissatisfied | 64 | 2.0 | 2.1 |
| | N/R | 80 | 2.5 | |
| | **Q6 Top three service priorities** | *Base: 3196* | | |
| 87: | Keeping residents informed | 1050 | 32.9 | |
| 88: | The overall quality of your home | 1851 | 57.9 | |
| 89: | Listening to your views and acting upon them | 862 | 27.0 | |
| 90: | Repairs and maintenance | 2629 | 82.3 | |
| 91: | Dealing with anti-social behaviour | 909 | 28.4 | |
| 92: | Your neighbourhood as a place to live | 1087 | 34.0 | |
| 93: | Support and advice on claiming welfare benefits and paying r | 428 | 13.4 | |
| 94: | The emergency call system | 473 | 14.8 | |
| | N/R | 62 | 1.9 | |
| | **Q7a Listens to your views and acts upon them** | *Base: 3196* | | |
| 95: | Very satisfied | 666 | 20.8 | 21.6 |
| 96: | Fairly satisfied | 1533 | 48.0 | 49.7 |
| 97: | Neither | 632 | 19.8 | 20.5 |
| 98: | Fairly dissatisfied | 171 | 5.4 | 5.5 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 99: Very dissatisfied | 80 | 2.5 | 2.6 |
| N/R | 114 | 3.6 | |
| **Q7b Gives you the opportunity to make your views known** | *Base: 3196* | | |
| 100: Very satisfied | 699 | 21.9 | 22.9 |
| 101: Fairly satisfied | 1523 | 47.7 | 49.9 |
| 102: Neither | 629 | 19.7 | 20.6 |
| 103: Fairly dissatisfied | 141 | 4.4 | 4.6 |
| 104: Very dissatisfied | 58 | 1.8 | 1.9 |
| N/R | 146 | 4.6 | |
| **Q8 How good or poor do you feel Homes for Northumberland is at keeping you informed about things that might affect you as a resident** | *Base: 3196* | | |
| 105: Very good | 877 | 27.4 | 28.0 |
| 106: Fairly good | 1606 | 50.3 | 51.2 |
| 107: Neither | 384 | 12.0 | 12.2 |
| 108: Fairly poor | 211 | 6.6 | 6.7 |
| 109: Very poor | 59 | 1.8 | 1.9 |
| N/R | 59 | 1.8 | |
| **Q9 Have you contacted Homes for Northumberland in the last 12 months with a query (other than to pay your rent or service charges)** | *Base: 3196* | | |
| 110: Yes | 2351 | 73.6 | |
| 111: No | 749 | 23.4 | |
| N/R | 96 | 3.0 | |
| **Q10 Was getting hold of the right person easy or difficult** | *Base: 2351* | | |
| 112: Easy | 1859 | 58.2 | 79.5 |
| 113: Difficult | 279 | 8.7 | 11.9 |
| 114: Neither | 201 | 6.3 | 8.6 |
| N/R | 857 | 26.8 | 0.5 |
| **Q11 Did you find the staff helpful or unhelpful** | *Base: 2351* | | |
| 115: Helpful | 2037 | 63.7 | 87.2 |
| 116: Unhelpful | 153 | 4.8 | 6.5 |
| 117: Neither | 147 | 4.6 | 6.3 |
| N/R | 859 | 26.9 | 0.6 |
| **Q12 Was your query answered in a reasonable time** | *Base: 2351* | | |
| 118: Yes | 1961 | 61.4 | 83.4 |
| 119: No | 374 | 11.7 | 15.9 |
| N/R | 861 | 26.9 | 0.7 |
| **Q13a The ability of staff to deal with your query quickly and efficiently** | *Base: 2351* | | |
| 120: Very satisfied | 1105 | 34.6 | 47.4 |
| 121: Fairly satisfied | 875 | 27.4 | 37.5 |
| 122: Neither | 157 | 4.9 | 6.7 |
| 123: Fairly dissatisfied | 130 | 4.1 | 5.6 |
| 124: Very dissatisfied | 65 | 2.0 | 2.8 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| N/R | 864 | 27.0 | 0.8 |
| | | | |
| **Q13b The final outcome of your query** | *Base: 2351* | | |
| 125: Very satisfied | 1051 | 32.9 | 45.7 |
| 126: Fairly satisfied | 789 | 24.7 | 34.3 |
| 127: Neither | 142 | 4.4 | 6.2 |
| 128: Fairly dissatisfied | 173 | 5.4 | 7.5 |
| 129: Very dissatisfied | 143 | 4.5 | 6.2 |
| | | | |
| N/R | 898 | 28.1 | 2.3 |
| | | | |
| **Q14 Do you use the internet** | *Base: 3196* | | |
| 130: Yes, at home | 1385 | 43.3 | |
| 131: Yes, outside the home | 257 | 8.0 | |
| 132: No | 1654 | 51.8 | |
| | | | |
| N/R | 54 | 1.7 | |
| | | | |
| **Q15 Why do you not use the internet** | *Base: 1654* | | |
| 133: Do not have access to the internet | 781 | 24.4 | 47.2 |
| 134: Do not want to use the internet | 680 | 21.3 | 41.1 |
| 135: Equipment costs too high | 379 | 11.9 | 22.9 |
| 136: Connection costs too high | 350 | 11.0 | 21.2 |
| 137: No free internet access near me | 121 | 3.8 | 7.3 |
| 138: Privacy and security concerns | 236 | 7.4 | 14.3 |
| 139: Physical disability | 132 | 4.1 | 8.0 |
| 140: Lack of confidence/skills | 411 | 12.9 | 24.8 |
| 141: Other | 79 | 2.5 | 4.8 |
| | | | |
| N/R | 1624 | 50.8 | 5.0 |
| | | | |
| **Q16 Preferred method of contact and being kept informed** | *Base: 3196* | | |
| 142: Email | 650 | 20.3 | |
| 143: Telephone | 2378 | 74.4 | |
| 144: Text/ SMS | 482 | 15.1 | |
| 145: In writing | 1434 | 44.9 | |
| 146: Visit to the office | 1016 | 31.8 | |
| 147: Visit to your home by staff | 789 | 24.7 | |
| 148: Open meetings | 248 | 7.8 | |
| 149: Newsletter | 1060 | 33.2 | |
| 150: Other | 29 | 0.9 | |
| | | | |
| N/R | 33 | 1.0 | |
| | | | |
| **Q17 Are you satisfied with the cost of contacting Homes for Northumberland by telephone** | *Base: 3196* | | |
| 151: Yes | 2675 | 83.7 | |
| 152: No | 406 | 12.7 | |
| | | | |
| N/R | 115 | 3.6 | |
| | | | |
| **Q18 Generally, how satisfied or dissatisfied are you with the way Homes for Northumberland deals with repairs and maintenance** | *Base: 3196* | | |
| 153: Very satisfied | 1156 | 36.2 | 36.4 |
| 154: Fairly satisfied | 1422 | 44.5 | 44.7 |
| 155: Neither | 191 | 6.0 | 6.0 |
| 156: Fairly dissatisfied | 241 | 7.5 | 7.6 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 157: Very dissatisfied | 169 | 5.3 | 5.3 |
| N/R | 17 | 0.5 | |
| **Q19 Have you had any repairs to your home in the last 12 months** | *Base: 3196* | | |
| 158: Yes | 2355 | 73.7 | |
| 159: No | 736 | 23.0 | |
| N/R | 105 | 3.3 | |
| **Q20a Being told when workers would call** | *Base: 2355* | | |
| 160: Very satisfied | 1297 | 40.6 | 56.4 |
| 161: Fairly satisfied | 718 | 22.5 | 31.2 |
| 162: Neither | 83 | 2.6 | 3.6 |
| 163: Fairly dissatisfied | 132 | 4.1 | 5.7 |
| 164: Very dissatisfied | 70 | 2.2 | 3.0 |
| N/R | 896 | 28.0 | 2.3 |
| **Q20b Being able to make an appointment** | *Base: 2355* | | |
| 165: Very satisfied | 1059 | 33.1 | 49.9 |
| 166: Fairly satisfied | 746 | 23.3 | 35.1 |
| 167: Neither | 170 | 5.3 | 8.0 |
| 168: Fairly dissatisfied | 94 | 2.9 | 4.4 |
| 169: Very dissatisfied | 54 | 1.7 | 2.5 |
| N/R | 1073 | 33.6 | 9.9 |
| **Q20c The overall quality of work** | *Base: 2355* | | |
| 170: Very satisfied | 1193 | 37.3 | 53.1 |
| 171: Fairly satisfied | 739 | 23.1 | 32.9 |
| 172: Neither | 108 | 3.4 | 4.8 |
| 173: Fairly dissatisfied | 115 | 3.6 | 5.1 |
| 174: Very dissatisfied | 91 | 2.8 | 4.1 |
| N/R | 950 | 29.7 | 4.6 |
| **Q20d Keeping dirt and mess to a minimum** | *Base: 2355* | | |
| 175: Very satisfied | 1260 | 39.4 | 56.5 |
| 176: Fairly satisfied | 742 | 23.2 | 33.3 |
| 177: Neither | 95 | 3.0 | 4.3 |
| 178: Fairly dissatisfied | 84 | 2.6 | 3.8 |
| 179: Very dissatisfied | 48 | 1.5 | 2.2 |
| N/R | 967 | 30.3 | 5.4 |
| **Q20e The repair being done 'right first time'** | *Base: 2355* | | |
| 180: Very satisfied | 1070 | 33.5 | 47.6 |
| 181: Fairly satisfied | 670 | 21.0 | 29.8 |
| 182: Neither | 169 | 5.3 | 7.5 |
| 183: Fairly dissatisfied | 167 | 5.2 | 7.4 |
| 184: Very dissatisfied | 172 | 5.4 | 7.7 |
| N/R | 948 | 29.7 | 4.5 |
| **Q20f The repairs service you received on this occasion** | *Base: 2355* | | |
| 185: Very satisfied | 1170 | 36.6 | 52.2 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 186: Fairly satisfied | 705 | 22.1 | 31.4 |
| 187: Neither | 130 | 4.1 | 5.8 |
| 188: Fairly dissatisfied | 126 | 3.9 | 5.6 |
| 189: Very dissatisfied | 112 | 3.5 | 5.0 |
| N/R | 953 | 29.8 | 4.8 |
| **Q21 Did the contractor show proof of identity** | *Base: 2355* | | |
| 190: Yes | 1748 | 54.7 | 74.2 |
| 191: No | 509 | 15.9 | 21.6 |
| N/R | 939 | 29.4 | 4.2 |
| **Q22 How satisfied or dissatisfied are you with the grounds maintenance, such as grass cutting, in your area** | *Base: 3196* | | |
| 192: Very satisfied | 666 | 20.8 | 21.2 |
| 193: Fairly satisfied | 1469 | 46.0 | 46.8 |
| 194: Neither | 395 | 12.4 | 12.6 |
| 195: Fairly dissatisfied | 387 | 12.1 | 12.3 |
| 196: Very dissatisfied | 225 | 7.0 | 7.2 |
| N/R | 54 | 1.7 | |
| **Q23a Internal communal areas** | *Base: 3196* | | |
| 197: Very satisfied | 412 | 12.9 | 20.9 |
| 198: Fairly satisfied | 904 | 28.3 | 45.8 |
| 199: Neither | 432 | 13.5 | 21.9 |
| 200: Fairly dissatisfied | 146 | 4.6 | 7.4 |
| 201: Very dissatisfied | 78 | 2.4 | 4.0 |
| 202: Not applicable | 848 | 26.5 | |
| N/R | 376 | 11.8 | |
| **Q23b External communal areas** | *Base: 3196* | | |
| 203: Very satisfied | 376 | 11.8 | 16.5 |
| 204: Fairly satisfied | 1043 | 32.6 | 45.9 |
| 205: Neither | 442 | 13.8 | 19.4 |
| 206: Fairly dissatisfied | 260 | 8.1 | 11.4 |
| 207: Very dissatisfied | 153 | 4.8 | 6.7 |
| 208: Not applicable | 638 | 20.0 | |
| N/R | 284 | 8.9 | |
| **Q24a External building repairs and maintenance** | *Base: 3196* | | |
| 209: Very satisfied | 696 | 21.8 | 25.1 |
| 210: Fairly satisfied | 1352 | 42.3 | 48.8 |
| 211: Neither | 362 | 11.3 | 13.1 |
| 212: Fairly dissatisfied | 235 | 7.4 | 8.5 |
| 213: Very dissatisfied | 128 | 4.0 | 4.6 |
| 214: Not applicable | 265 | 8.3 | |
| N/R | 158 | 4.9 | |
| **Q24b Repairs to communal areas** | *Base: 3196* | | |
| 215: Very satisfied | 413 | 12.9 | 20.3 |
| 216: Fairly satisfied | 983 | 30.8 | 48.2 |
| 217: Neither | 455 | 14.2 | 22.3 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 218: Fairly dissatisfied | 122 | 3.8 | 6.0 |
| 219: Very dissatisfied | 65 | 2.0 | 3.2 |
| 220: Not applicable | 801 | 25.1 | |
| | | | |
| N/R | 357 | 11.2 | |
| | | | |
| **Q25a The consultation you receive when Homes for Northumberland sets the service charges** | *Base: 3196* | | |
| 221: Very satisfied | 384 | 12.0 | 14.9 |
| 222: Fairly satisfied | 1056 | 33.0 | 41.1 |
| 223: Neither | 964 | 30.2 | 37.5 |
| 224: Fairly dissatisfied | 118 | 3.7 | 4.6 |
| 225: Very dissatisfied | 50 | 1.6 | 1.9 |
| | | | |
| N/R | 624 | 19.5 | |
| | | | |
| **Q25b How easy it is to understand your service charge statement** | *Base: 3196* | | |
| 226: Very satisfied | 373 | 11.7 | 14.7 |
| 227: Fairly satisfied | 1121 | 35.1 | 44.2 |
| 228: Neither | 858 | 26.8 | 33.8 |
| 229: Fairly dissatisfied | 131 | 4.1 | 5.2 |
| 230: Very dissatisfied | 53 | 1.7 | 2.1 |
| | | | |
| N/R | 660 | 20.7 | |
| | | | |
| **Q25c The information about how your service charges are calculated** | *Base: 3196* | | |
| 231: Very satisfied | 364 | 11.4 | 14.4 |
| 232: Fairly satisfied | 1090 | 34.1 | 43.2 |
| 233: Neither | 884 | 27.7 | 35.0 |
| 234: Fairly dissatisfied | 136 | 4.3 | 5.4 |
| 235: Very dissatisfied | 52 | 1.6 | 2.1 |
| | | | |
| N/R | 670 | 21.0 | |
| | | | |
| | | | |
| **Q26 How satisfied or dissatisfied are you with your neighbourhood as a place to live** | *Base: 3196* | | |
| 236: Very satisfied | 1498 | 46.9 | 47.3 |
| 237: Fairly satisfied | 1278 | 40.0 | 40.4 |
| 238: Neither | 165 | 5.2 | 5.2 |
| 239: Fairly dissatisfied | 145 | 4.5 | 4.6 |
| 240: Very dissatisfied | 81 | 2.5 | 2.6 |
| | | | |
| N/R | 29 | 0.9 | |
| | | | |
| **Q27 How satisfied or dissatisfied are you with the overall appearance of your neighbourhood** | *Base: 3196* | | |
| 241: Very satisfied | 984 | 30.8 | 31.1 |
| 242: Fairly satisfied | 1531 | 47.9 | 48.4 |
| 243: Neither | 230 | 7.2 | 7.3 |
| 244: Fairly dissatisfied | 301 | 9.4 | 9.5 |
| 245: Very dissatisfied | 118 | 3.7 | 3.7 |
| | | | |
| N/R | 32 | 1.0 | |
| | | | |
| **Q28a Car parking** | *Base: 3196* | | |
| 246: Major problem | 738 | 23.1 | 25.8 |
| 247: Minor problem | 848 | 26.5 | 29.7 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 248: Not a problem | 1270 | 39.7 | 44.5 |
| N/R | 340 | 10.6 | |
| **Q28b Rubbish or litter** | *Base: 3196* | | |
| 249: Major problem | 625 | 19.6 | 21.4 |
| 250: Minor problem | 1158 | 36.2 | 39.6 |
| 251: Not a problem | 1140 | 35.7 | 39.0 |
| N/R | 273 | 8.5 | |
| **Q28c Noisy neighbours** | *Base: 3196* | | |
| 252: Major problem | 262 | 8.2 | 9.4 |
| 253: Minor problem | 528 | 16.5 | 18.9 |
| 254: Not a problem | 2005 | 62.7 | 71.7 |
| N/R | 401 | 12.5 | |
| **Q28d Dog fouling / dog mess** | *Base: 3196* | | |
| 255: Major problem | 931 | 29.1 | 31.4 |
| 256: Minor problem | 1022 | 32.0 | 34.4 |
| 257: Not a problem | 1016 | 31.8 | 34.2 |
| N/R | 227 | 7.1 | |
| **Q28e Other problems with pets and animals** | *Base: 3196* | | |
| 258: Major problem | 225 | 7.0 | 8.1 |
| 259: Minor problem | 556 | 17.4 | 20.1 |
| 260: Not a problem | 1990 | 62.3 | 71.8 |
| N/R | 425 | 13.3 | |
| **Q28f Disruptive children / teenagers** | *Base: 3196* | | |
| 261: Major problem | 242 | 7.6 | 8.5 |
| 262: Minor problem | 691 | 21.6 | 24.4 |
| 263: Not a problem | 1902 | 59.5 | 67.1 |
| N/R | 361 | 11.3 | |
| **Q28g Racial or other harassment** | *Base: 3196* | | |
| 264: Major problem | 54 | 1.7 | 1.9 |
| 265: Minor problem | 143 | 4.5 | 5.2 |
| 266: Not a problem | 2576 | 80.6 | 92.9 |
| N/R | 423 | 13.2 | |
| **Q28h Drunk or rowdy behaviour** | *Base: 3196* | | |
| 267: Major problem | 146 | 4.6 | 5.2 |
| 268: Minor problem | 535 | 16.7 | 19.0 |
| 269: Not a problem | 2136 | 66.8 | 75.8 |
| N/R | 379 | 11.9 | |
| **Q28i Vandalism and graffiti** | *Base: 3196* | | |
| 270: Major problem | 106 | 3.3 | 3.8 |
| 271: Minor problem | 427 | 13.4 | 15.3 |
| 272: Not a problem | 2264 | 70.8 | 80.9 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| N/R | 399 | 12.5 | |
| **Q28j People damaging your property** | *Base: 3196* | | |
| 273: Major problem | 75 | 2.3 | 2.7 |
| 274: Minor problem | 264 | 8.3 | 9.5 |
| 275: Not a problem | 2452 | 76.7 | 87.9 |
| N/R | 405 | 12.7 | |
| **Q28k Drug use or dealing** | *Base: 3196* | | |
| 276: Major problem | 164 | 5.1 | 5.9 |
| 277: Minor problem | 367 | 11.5 | 13.2 |
| 278: Not a problem | 2254 | 70.5 | 80.9 |
| N/R | 411 | 12.9 | |
| **Q28l Abandoned or burnt out vehicles** | *Base: 3196* | | |
| 279: Major problem | 13 | 0.4 | 0.5 |
| 280: Minor problem | 63 | 2.0 | 2.3 |
| 281: Not a problem | 2710 | 84.8 | 97.3 |
| N/R | 410 | 12.8 | |
| **Q28m Other crime** | *Base: 3196* | | |
| 282: Major problem | 60 | 1.9 | 2.2 |
| 283: Minor problem | 373 | 11.7 | 13.5 |
| 284: Not a problem | 2321 | 72.6 | 84.3 |
| N/R | 442 | 13.8 | |
| **Q28n Noise from traffic** | *Base: 3196* | | |
| 285: Major problem | 123 | 3.8 | 4.4 |
| 286: Minor problem | 481 | 15.1 | 17.1 |
| 287: Not a problem | 2215 | 69.3 | 78.6 |
| N/R | 377 | 11.8 | |
| **Q29 Have you reported anti-social behaviour to us in the last 12 months** | *Base: 3196* | | |
| 288: Yes | 267 | 8.4 | |
| 289: No | 2859 | 89.5 | |
| N/R | 70 | 2.2 | |
| **Q30 At the beginning, how easy or difficult was it to contact a member of staff to report your anti-social behaviour complaint** | *Base: 267* | | |
| 290: Very easy | 95 | 3.0 | 36.4 |
| 291: Fairly easy | 106 | 3.3 | 40.6 |
| 292: Neither | 17 | 0.5 | 6.5 |
| 293: Fairly difficult | 28 | 0.9 | 10.7 |
| 294: Very difficult | 15 | 0.5 | 5.7 |
| N/R | 2935 | 91.8 | 2.2 |
| **Q31a How well you were kept up to date with what was happening throughout the case** | *Base: 267* | | |
| 295: Very satisfied | 53 | 1.7 | 20.3 |

| | Frequency | % overall | % valid |
|---|---:|---:|---:|
| 296: Fairly satisfied | 86 | 2.7 | 33.0 |
| 297: Neither | 40 | 1.3 | 15.3 |
| 298: Fairly dissatisfied | 33 | 1.0 | 12.6 |
| 299: Very dissatisfied | 49 | 1.5 | 18.8 |
| | | | |
| N/R | 2935 | 91.8 | 2.2 |
| | | | |
| **Q31b The advice provided by staff** | *Base: 267* | | |
| 300: Very satisfied | 63 | 2.0 | 24.3 |
| 301: Fairly satisfied | 97 | 3.0 | 37.5 |
| 302: Neither | 39 | 1.2 | 15.1 |
| 303: Fairly dissatisfied | 23 | 0.7 | 8.9 |
| 304: Very dissatisfied | 37 | 1.2 | 14.3 |
| | | | |
| N/R | 2937 | 91.9 | 3.0 |
| | | | |
| **Q31c The way your anti-social behaviour complaint was dealt with overall** | *Base: 267* | | |
| 305: Very satisfied | 61 | 1.9 | 23.4 |
| 306: Fairly satisfied | 86 | 2.7 | 33.0 |
| 307: Neither | 39 | 1.2 | 14.9 |
| 308: Fairly dissatisfied | 28 | 0.9 | 10.7 |
| 309: Very dissatisfied | 47 | 1.5 | 18.0 |
| | | | |
| N/R | 2935 | 91.8 | 2.2 |
| | | | |
| **Q32a Claiming housing benefit and other welfare benefits** | *Base: 3196* | | |
| 310: Very satisfied | 1078 | 33.7 | 44.4 |
| 311: Fairly satisfied | 853 | 26.7 | 35.1 |
| 312: Neither | 337 | 10.5 | 13.9 |
| 313: Fairly dissatisfied | 96 | 3.0 | 4.0 |
| 314: Very dissatisfied | 64 | 2.0 | 2.6 |
| 315: Not applicable | 615 | 19.2 | |
| | | | |
| N/R | 153 | 4.8 | |
| | | | |
| **Q32b Managing your finances and paying rent and service charges** | *Base: 3196* | | |
| 316: Very satisfied | 890 | 27.8 | 37.4 |
| 317: Fairly satisfied | 916 | 28.7 | 38.5 |
| 318: Neither | 420 | 13.1 | 17.6 |
| 319: Fairly dissatisfied | 98 | 3.1 | 4.1 |
| 320: Very dissatisfied | 58 | 1.8 | 2.4 |
| 321: Not applicable | 566 | 17.7 | |
| | | | |
| N/R | 248 | 7.8 | |
| | | | |
| **Q33 Are you aware that Homes for Northumberland has a formal complaints procedure** | *Base: 3196* | | |
| 322: Yes | 1571 | 49.2 | |
| 323: No | 1491 | 46.7 | |
| | | | |
| N/R | 134 | 4.2 | |
| | | | |
| **Q34 Have you made a complaint to Homes for Northumberland in the last 12 months** | *Base: 1571* | | |
| 324: Yes | 149 | 4.7 | 9.5 |
| 325: No | 1393 | 43.6 | 88.7 |

| | Frequency | % overall | % valid |
|---|---|---|---|
| N/R | 1654 | 51.8 | 1.8 |
| | | | |
| **Q35a How easy it was to make your complaint** | *Base: 149* | | |
| 326: Very satisfied | 42 | 1.3 | 28.2 |
| 327: Fairly satisfied | 64 | 2.0 | 43.0 |
| 328: Neither | 15 | 0.5 | 10.1 |
| 329: Fairly dissatisfied | 13 | 0.4 | 8.7 |
| 330: Very dissatisfied | 15 | 0.5 | 10.1 |
| | | | |
| N/R | 3047 | 95.3 | 0.0 |
| | | | |
| **Q35b How well you were kept informed about the progress of your complaint** | *Base: 149* | | |
| 331: Very satisfied | 22 | 0.7 | 14.9 |
| 332: Fairly satisfied | 33 | 1.0 | 22.3 |
| 333: Neither | 27 | 0.8 | 18.2 |
| 334: Fairly dissatisfied | 19 | 0.6 | 12.8 |
| 335: Very dissatisfied | 47 | 1.5 | 31.8 |
| | | | |
| N/R | 3048 | 95.4 | 0.7 |
| | | | |
| **Q35c The support you received while your complaint was dealt with** | *Base: 149* | | |
| 336: Very satisfied | 24 | 0.8 | 16.4 |
| 337: Fairly satisfied | 31 | 1.0 | 21.2 |
| 338: Neither | 25 | 0.8 | 17.1 |
| 339: Fairly dissatisfied | 13 | 0.4 | 8.9 |
| 340: Very dissatisfied | 53 | 1.7 | 36.3 |
| | | | |
| N/R | 3050 | 95.4 | 2.0 |
| | | | |
| **Q35d The way your complaint was handled overall by Homes for Northumberland** | *Base: 149* | | |
| 341: Very satisfied | 31 | 1.0 | 20.8 |
| 342: Fairly satisfied | 31 | 1.0 | 20.8 |
| 343: Neither | 15 | 0.5 | 10.1 |
| 344: Fairly dissatisfied | 17 | 0.5 | 11.4 |
| 345: Very dissatisfied | 55 | 1.7 | 36.9 |
| | | | |
| N/R | 3047 | 95.3 | 0.0 |
| | | | |
| **Q36a2 Main Tenant Age Group** | *Base: 3196* | | |
| 346: 16 - 24 years | 95 | 3.0 | |
| 347: 25 - 34 years | 268 | 8.4 | |
| 348: 35 - 44 years | 330 | 10.3 | |
| 349: 45 - 54 years | 433 | 13.5 | |
| 350: 55 - 59 years | 223 | 7.0 | |
| 351: 60 - 64 years | 266 | 8.3 | |
| 352: 65 - 74 years | 700 | 21.9 | |
| 353: 75 - 84 years | 546 | 17.1 | |
| 354: 85 years and over | 198 | 6.2 | |
| | | | |
| N/R | 137 | 4.3 | |
| | | | |
| **Q36b2 Partner Age Group** | *Base: 3196* | | |
| 355: 16 - 24 years | 39 | 1.2 | |
| 356: 25 - 34 years | 148 | 4.6 | |
| 357: 35 - 44 years | 141 | 4.4 | |
| 358: 45 - 54 years | 203 | 6.4 | |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 359: 55 - 59 years | 125 | 3.9 | |
| 360: 60 - 64 years | 138 | 4.3 | |
| 361: 65 - 74 years | 245 | 7.7 | |
| 362: 75 - 84 years | 148 | 4.6 | |
| 363: 85 years and over | 22 | 0.7 | |
| | | | |
| N/R | 1987 | 62.2 | |

| Q36c2 Person 3 Age Group | Base: 3196 | | |
|---|---|---|---|
| 364: 0 - 4 years | 120 | 3.8 | |
| 365: 5 - 15 years | 320 | 10.0 | |
| 366: 16 - 24 years | 266 | 8.3 | |
| 367: 25 - 34 years | 94 | 2.9 | |
| 368: 35 - 44 years | 46 | 1.4 | |
| 369: 45 - 54 years | 49 | 1.5 | |
| 370: 55 - 59 years | 12 | 0.4 | |
| 371: 60 - 64 years | 13 | 0.4 | |
| 372: 65 - 74 years | 5 | 0.2 | |
| 373: 75 - 84 years | 3 | 0.1 | |
| 374: 85 years and over | 2 | 0.1 | |
| | | | |
| N/R | 2266 | 70.9 | |

| Q36d2 Person 4 Age Group | Base: 3196 | | |
|---|---|---|---|
| 375: 0 - 4 years | 108 | 3.4 | |
| 376: 5 - 15 years | 205 | 6.4 | |
| 377: 16 - 24 years | 101 | 3.2 | |
| 378: 25 - 34 years | 12 | 0.4 | |
| 379: 35 - 44 years | 5 | 0.2 | |
| 380: 45 - 54 years | 10 | 0.3 | |
| 381: 55 - 59 years | 1 | 0.0 | |
| 382: 60 - 64 years | 0 | 0.0 | |
| 383: 65 - 74 years | 2 | 0.1 | |
| 384: 75 - 84 years | 1 | 0.0 | |
| 385: 85 years and over | 0 | 0.0 | |
| | | | |
| N/R | 2751 | 86.1 | |

| Q36a2 Person 5 Age Group | Base: 3196 | | |
|---|---|---|---|
| 386: 0 - 4 years | 47 | 1.5 | |
| 387: 5 - 15 years | 82 | 2.6 | |
| 388: 16 - 24 years | 18 | 0.6 | |
| 389: 25 - 34 years | 0 | 0.0 | |
| 390: 35 - 44 years | 0 | 0.0 | |
| 391: 45 - 54 years | 1 | 0.0 | |
| 392: 55 - 59 years | 0 | 0.0 | |
| 393: 60 - 64 years | 1 | 0.0 | |
| 394: 65 - 74 years | 0 | 0.0 | |
| 395: 75 - 84 years | 0 | 0.0 | |
| 396: 85 years and over | 0 | 0.0 | |
| | | | |
| N/R | 3047 | 95.3 | |

| Q36f2 Person 6 Age Group | Base: 3196 | | |
|---|---|---|---|
| 397: 0 - 4 years | 20 | 0.6 | |
| 398: 5 - 15 years | 22 | 0.7 | |
| 399: 16 - 24 years | 2 | 0.1 | |

|  | Frequency | % overall | % valid |
|---|---|---|---|
| 400: 25 - 34 years | 1 | 0.0 | |
| 401: 35 - 44 years | 0 | 0.0 | |
| 402: 45 - 54 years | 0 | 0.0 | |
| 403: 55 - 59 years | 0 | 0.0 | |
| 404: 60 - 64 years | 1 | 0.0 | |
| 405: 65 - 74 years | 0 | 0.0 | |
| 406: 75 - 84 years | 0 | 0.0 | |
| 407: 85 years and over | 0 | 0.0 | |
| N/R | 3150 | 98.6 | |
| **Q36a3 Main tenant gender** | *Base: 3196* | | |
| 408: Male | 1436 | 44.9 | |
| 409: Female | 1595 | 49.9 | |
| N/R | 165 | 5.2 | |
| **Q36b3 Partner gender** | *Base: 3196* | | |
| 410: Male | 380 | 11.9 | |
| 411: Female | 816 | 25.5 | |
| N/R | 2000 | 62.6 | |
| **Q36c3 Person 3 gender** | *Base: 3196* | | |
| 412: Male | 513 | 16.1 | |
| 413: Female | 416 | 13.0 | |
| N/R | 2267 | 70.9 | |
| **Q36d3 Person 4 gender** | *Base: 3196* | | |
| 414: Male | 230 | 7.2 | |
| 415: Female | 215 | 6.7 | |
| N/R | 2751 | 86.1 | |
| **Q36e3 Person 5 gender** | *Base: 3196* | | |
| 416: Male | 73 | 2.3 | |
| 417: Female | 77 | 2.4 | |
| N/R | 3046 | 95.3 | |
| **Q36f3 Person 6 gender** | *Base: 3196* | | |
| 418: Male | 25 | 0.8 | |
| 419: Female | 23 | 0.7 | |
| N/R | 3148 | 98.5 | |
| **R36a Main Tenant Age Group [simple]** | *Base: 3196* | | |
| 420: 16-44 | 693 | 21.7 | |
| 421: 45-64 | 922 | 28.8 | |
| 422: 65+ | 1444 | 45.2 | |
| N/R | 137 | 4.3 | |
| **R36b Household size** | *Base: 3196* | | |
| 423: One person | 1446 | 45.2 | |
| 424: Two people | 1004 | 31.4 | |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 425: Three people | 361 | 11.3 | |
| 426: Four people | 200 | 6.3 | |
| 427: Five people | 75 | 2.3 | |
| 428: Six+ people | 34 | 1.1 | |
| N/R | 76 | 2.4 | |
| **R36c Children aged under 16** | *Base: 3196* | | |
| 429: Yes | 552 | 17.3 | |
| 430: No | 2644 | 82.7 | |
| N/R | 0 | 0.0 | |
| **Q37 Are your or any household members day to day activities limited because of a health problem which has lasted, or is expected to last, at least 12 months** | *Base: 3196* | | |
| 431: Yes - limited a lot | 893 | 27.9 | |
| 432: Yes - limited a little | 679 | 21.2 | |
| 433: No | 1497 | 46.8 | |
| N/R | 127 | 4.0 | |
| **Q38 How would you describe your sexual orientation** | *Base: 3196* | | |
| 434: Heterosexual | 2123 | 66.4 | |
| 435: Gay man | 12 | 0.4 | |
| 436: Gay woman | 8 | 0.3 | |
| 437: Bisexual | 22 | 0.7 | |
| 438: Other | 88 | 2.8 | |
| 439: Prefer not to say | 456 | 14.3 | |
| N/R | 487 | 15.2 | |
| **R38 Sexual orientation [simple]** | *Base: 3196* | | |
| 440: Heterosexual | 2123 | 66.4 | |
| 441: Lesbian, Gay or Bisexual | 42 | 1.3 | |
| 442: Other | 88 | 2.8 | |
| N/R | 943 | 29.5 | |
| **Q39 Does your household currently receive housing benefit (either paid directly to you or to the council)** | *Base: 3196* | | |
| 443: Yes | 1938 | 60.6 | |
| 444: No | 1181 | 37.0 | |
| N/R | 77 | 2.4 | |
| **Q40a What is your ethnic group** | *Base: 3196* | | |
| 445: English / Welsh / Scottish / Northern Irish / British | 3086 | 96.6 | |
| 446: Irish | 3 | 0.1 | |
| 447: Gypsy or Irish Traveller | 2 | 0.1 | |
| 448: Any other White background | 12 | 0.4 | |
| 449: White & Black Caribbean | 0 | 0.0 | |
| 450: White & Black African | 1 | 0.0 | |
| 451: White & Asian | 0 | 0.0 | |
| 452: Any other Mixed / multiple ethnic background | 2 | 0.1 | |
| 453: Indian | 2 | 0.1 | |
| 454: Pakistani | 1 | 0.0 | |
| 455: Bangladeshi | 0 | 0.0 | |

| | Frequency | % overall | % valid |
|---|---|---|---|
| 456: Chinese | 0 | 0.0 | |
| 457: Any other Asian background | 2 | 0.1 | |
| 458: African | 0 | 0.0 | |
| 459: Caribbean | 2 | 0.1 | |
| 460: Any other Black / African / Caribbean background | 1 | 0.0 | |
| 461: Arab | 2 | 0.1 | |
| 462: Any other ethnic group | 1 | 0.0 | |
| | | | |
| N/R | 79 | 2.5 | |
| | | | |
| **R40a Ethnic background [simple]** | *Base: 3196* | | |
| 463: White British | 3086 | 96.6 | |
| 464: BME | 31 | 1.0 | |
| | | | |
| N/R | 79 | 2.5 | |
| | | | |
| **Q40b What is your partners ethnic group** | *Base: 3196* | | |
| 465: English / Welsh / Scottish / Northern Irish / British | 1198 | 37.5 | |
| 466: Irish | 10 | 0.3 | |
| 467: Gypsy or Irish Traveller | 0 | 0.0 | |
| 468: Any other White background | 13 | 0.4 | |
| 469: White & Black Caribbean | 1 | 0.0 | |
| 470: White & Black African | 1 | 0.0 | |
| 471: White & Asian | 2 | 0.1 | |
| 472: Any other Mixed / multiple ethnic background | 0 | 0.0 | |
| 473: Indian | 1 | 0.0 | |
| 474: Pakistani | 0 | 0.0 | |
| 475: Bangladeshi | 0 | 0.0 | |
| 476: Chinese | 0 | 0.0 | |
| 477: Any other Asian background | 4 | 0.1 | |
| 478: African | 0 | 0.0 | |
| 479: Caribbean | 0 | 0.0 | |
| 480: Any other Black / African / Caribbean background | 0 | 0.0 | |
| 481: Arab | 0 | 0.0 | |
| 482: Any other ethnic group | 0 | 0.0 | |
| | | | |
| N/R | 1966 | 61.5 | |
| | | | |
| **Q41 What is your religion** | *Base: 3196* | | |
| 483: No religion | 771 | 24.1 | |
| 484: Christian | 2091 | 65.4 | |
| 485: Buddhist | 5 | 0.2 | |
| 486: Hindu | 2 | 0.1 | |
| 487: Jewish | 0 | 0.0 | |
| 488: Muslim | 4 | 0.1 | |
| 489: Sikh | 0 | 0.0 | |
| 490: Any other religion | 54 | 1.7 | |
| 491: Prefer not to say | 165 | 5.2 | |
| | | | |
| N/R | 104 | 3.3 | |
| | | | |
| **R41 Religion [simple]** | *Base: 3196* | | |
| 492: No religion | 771 | 24.1 | |
| 493: Christian | 2091 | 65.4 | |
| 494: Other | 65 | 2.0 | |
| | | | |
| N/R | 269 | 8.4 | |

| | Frequency | % overall | % valid |
|---|---|---|---|
| **D101 Area** | *Base: 3196* | | |
| 495: Alnwick | 348 | 10.9 | |
| 496: Amble | 219 | 6.9 | |
| 497: Blyth | 1266 | 39.6 | |
| 498: Cramlington | 589 | 18.4 | |
| 499: Rothbury | 108 | 3.4 | |
| 500: Seaton Delaval | 456 | 14.3 | |
| 501: Seghill | 141 | 4.4 | |
| 502: Shilbottle | 69 | 2.2 | |
| N/R | 0 | 0.0 | |
| **D102 Previous districts** | *Base: 3196* | | |
| 503: Alnwick | 744 | 23.3 | |
| 504: Blyth Valley | 2452 | 76.7 | |
| N/R | 0 | 0.0 | |

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