



The Moray Council

Tenant Satisfaction Survey Report

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Moray Council

Tenant Satisfaction Survey 2018

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1. EXECUTIVE SUMMARY

INTRODUCTION








- The Moray Council commissioned Research Resource to carry out a tenant satisfaction survey on their behalf.
- A total of 2,358 interviews were carried out with the Council's tenants in order to assess satisfaction with the Council and the services it provides. Interviews took place between September and November 2018.
- 2,358 interviews represent a 40% response rate from the Council's tenants. This provides a large scale and robust data set, providing data accurate to $\pm 2\%$ accuracy (based upon a 50% estimate at the 95% level of confidence).
- This executive summary highlights the key findings from this programme of research.

PERFORMANCE SUMMARY

- The table over the page shows the results for the Scottish Housing Regulator key indicators for the Scottish Social Housing Charter Annual Return for Moray Council's Housing Services.
- The results in the table over the page show the levels of satisfaction reported in the Council's 2015 and 2018 tenant satisfaction surveys. The trend column shows the difference between 2015 and 2018. This column indicates where there has been a statistically significant change between 2015 and 2018, as is shown in the key below.
- The final two columns show wider benchmarking to contextualise results against the Scottish Average for the Annual Return on the Charter 2017/18 for local authority landlords (ARC) and then comparison to a sub set of local authority landlords who are within Moray Council's peer group and are believed to be most comparable in terms of size and type (Peer Group¹).

Key		
Significant increase (+2% or greater)	No significant change (+/-1.9% or less)	Significant decrease (-2% or more)
		

¹ Peer Group: Angus Council, Clackmannanshire Council, East Lothian Council, Midlothian Council, Perth & Kinross Council, South Ayrshire Council, Stirling Council

Scottish Housing Regulator indicators					
	Moray Council 2018	Moray Council 2015	Change	ARC LA Average 2017/18	Moray peer group average*
1 - Percentage tenants satisfied with overall service provided by landlord	79.59%	80.02%	0% 	83.43%	86.56%
3 - Percentage tenants who feel landlord is good at keeping them informed about services and decisions	76.33%	77.71%	-1% 	81.30%	88.23%
6 - Percentage tenants satisfied with opportunities given to them to participate in landlords decision making	68.76%	60.34%	8% 	74.06%	83.29%
10 - Percentage tenants satisfied with quality of home	73.87%	85.96%	-12% 	81.33%	88.29%
16 - Percentage tenants satisfied with repairs service	78.61%	79.35%	0% 	91.03%	88.23%
17 - Percentage tenants satisfied with management of neighbourhood	80.27%	75.99%	4% 	80.57%	88.64%
29 - Percentage tenants who feel rent for their property represents good value for money	83.01%	84.01%	-1% 	79.38%	83.72%

2. INTRODUCTION, BACKGROUND AND OBJECTIVES

2.1 Introduction

This report represents and discusses the findings to emerge from The Moray Council's Tenant Satisfaction Survey 2018.

2.2 Background and objectives

The Moray Council carried out Tenant Surveys in 1994, 1999, 2001, 2004, 2007, 2012 and 2015. It wants to build upon its knowledge of tenant opinion/satisfaction levels by commissioning a further Tenant Survey to identify areas for improvement in service delivery to its tenants.

The Council has prepared for and is working to meet the outcomes in the Scottish Social Housing Charter (the Charter) and the regulation regime by the Scottish Housing Regulator. The Council's 2015 Tenant Satisfaction Survey has been used to inform the Council's ARC return and develop an action plan for service improvement.

However, in order to meet the Scottish Housing Regulator's requirements of carrying out a comprehensive tenant satisfaction survey at least every 3 years, the Council now wished to appoint a suitably qualified consultant to carry out a comprehensive tenant satisfaction survey. The survey results will be used to populate the Council's Annual Return on the Charter (ARC) for 2018/19, and will allow the Council to gain a better understanding of tenants' levels of satisfaction with the service they currently receive and to evaluate how Moray Council's Housing Services are performing in relation to service delivery.

Specifically the research was designed to collect data on tenant satisfaction with the key indicators required by the Scottish Housing Regulator for the Council's Annual Return on the Charter. This included:

- Overall satisfaction
- Satisfaction with being kept informed
- Satisfaction with opportunities for participation
- Quality of the home
- Satisfaction with repairs
- Management of the neighbourhood
- Value for money of rent.

It is against this background that Research Resource were commissioned to carry out The Moray Council's Tenant Satisfaction Survey 2018.

2.3 Research Method

A comprehensive, robust and representative survey of tenants was carried out using the combined methodology approaches of electronic survey invitation, postal survey invitation and a telephone survey boost.

Tenants for whom an email address was held received an electronic survey invitation by email and the survey could be accessed via a link contained within the covering email. Those who did not have an email address received a postal invitation to complete the survey comprising a covering letter, questionnaire and reply paid envelope for return to Research Resource at no cost to themselves. Additionally, those for whom we did not receive an email survey completion also received a postal survey invitation. Finally, in order to ensure that we meet the desired response rate of 40%, targeted telephone surveys with tenants were undertaken.

2.4 Questionnaire design

After consultation with Moray Council representatives, a survey questionnaire was agreed which fully met the information needs and requirements of the organisation. In developing the questionnaire the following issues were considered:

1. The information needs listed in the survey brief;
2. The Scottish Social Housing Charter indicators upon which the Council is required to report;
3. Research Resource experience in relation to customer satisfaction surveying.

A tenant group were then consulted on the questionnaire design and content prior to finalisation of the questionnaire. Both the online and paper versions of the questionnaire were tested by tenants and the questionnaire revised to incorporate their feedback in terms of content and also clarity of terminology for tenants. The final questionnaire was then signed off by the Council prior to fieldwork. This is available in appendix 1 of this report.

2.5 Sample Size and Profile

Overall, a total of 2,358 interviews were completed with tenants. This is a 40% response from the Council's overall tenant base (n=5,908) and provides data accurate to $\pm 2\%$ based upon a 50% estimate at the 95% confidence level.

The guidance from the Scottish Housing Regulator states that in all surveys, particularly postal surveys, some groups are more likely than others to respond. This means that certain subgroups will be under-represented and others will be over-represented in the final achieved sample (i.e. all the people who responded). Weighting ensures that received responses are representative of the whole survey population.

The tables below show the achieved interview profile broken down by area and property type compared to the overall tenant population. Whilst there are some variances in the interview profile compared to the tenant population profile it was felt that there was sufficient coverage of these factors to provide the Council with confidence in the representativeness of the sample and the overall results. It was therefore agreed that the survey results would be reported unweighted.

HMA	Total	%	Interviews	%	Difference
Buckie HMA	1227	20.8%	505	21.4%	0.6%
Cairngorms HMA	23	0.4%	12	0.5%	0.1%
Elgin HMA	2840	48.1%	1097	46.6%	-1.5%
Forres HMA	838	14.2%	343	14.6%	0.4%
Keith HMA	537	9.1%	219	9.3%	0.3%
Speyside HMA	443	7.5%	180	7.6%	0.1%
Grand Total	5908	100.0%	2356*	100.0%	0.0%

House type	Total	%	Interviews	%	Difference
Bungalow	1646	27.9%	807	34.3%	6.5%
Flat	1208	20.5%	406	17.2%	-3.2%
House	2887	48.9%	1096	46.5%	-2.4%
Maisonette	167	2.8%	47	2.0%	-0.8%
Grand Total	5908	100.0%	2356*	100.0%	0.0%

*NB two respondents had removed their UPRN therefore could not be profiled with respect to HMA or house type.

2.6 Interviewing and Quality Control

All telephone interviewing was undertaken by Research Resource's trained and experienced researchers, all of whom are experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities.

Interviews were conducted in accordance with our ISO20252 accredited policies and procedures and in line with the Market Research Society Code of Conduct. Interviewing took place during November 2018.

2.7 Survey Analysis and Reporting

This report presents the findings of the survey for tenants and focuses on the key findings of the survey.

Throughout this report the figures show the results as percentages. It should be noted in the reporting of results that each table or chart notes the base or number of respondents to that question. Due to the self-completion nature of the survey, the number of respondent to each question does vary as not all respondents answered every question.

Percentages are rounded up or down from one decimal place to the nearest whole number. For this reason not all percentages sum to 100% due to rounding.

Rounding can also cause percentages described in the supporting text or summarising 'overall satisfaction' (i.e. adding very satisfied and fairly satisfied responses together) to differ from the charts by 1% when two percentages are added together. In some parts of the report percentages may be expressed to one decimal place.

For the key Charter indicator responses, comparison has been drawn to the Council's previous tenant satisfaction survey which was completed in 2015.

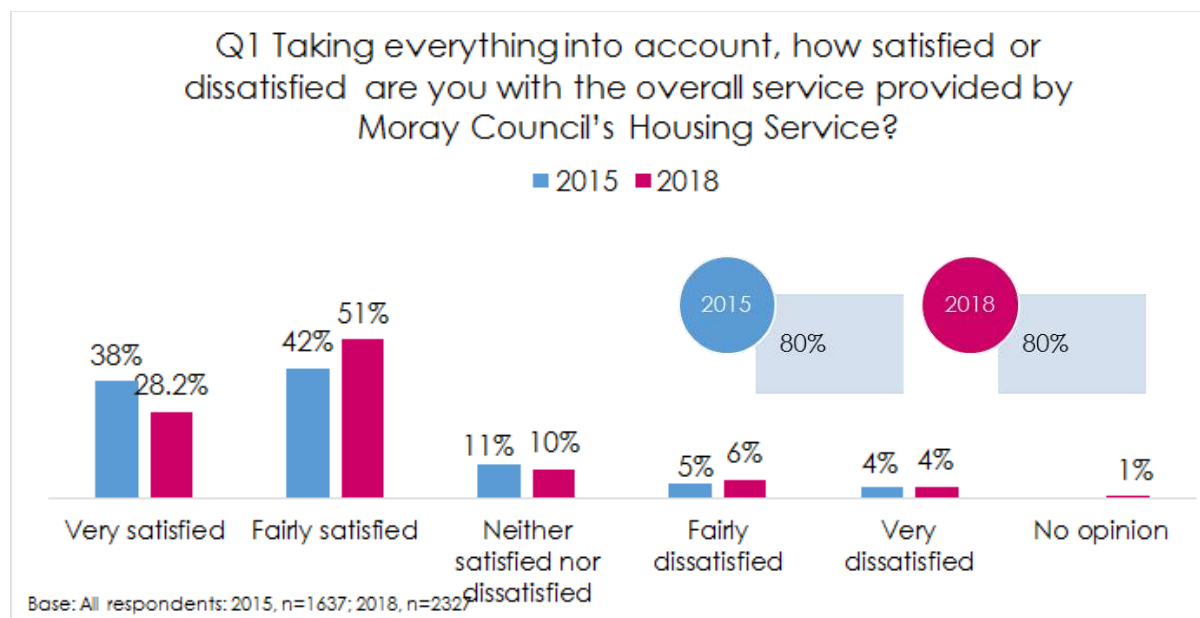
Survey data has been analysed and reported on in a number of ways. Data has been analysed by key variables as agreed by the Council. Where any particular trends or issues are found for any one key group, this is detailed in the survey report.

Further data is available on the survey in the form of detailed top line results and anonymised raw survey data.

3. OVERALL SATISFACTION

3.1 SSHC 1 - Satisfaction with the overall service provided by Moray Council's Housing Service (Q1)

The survey opened by asking tenants how satisfied or dissatisfied they were with the overall service provided by Moray Council's housing service. This is a key Charter indicator question. 80% of tenants who responded to the survey said they were very or fairly satisfied with the overall service provided by the Council compared to 10% who were fairly or very dissatisfied and 10% who were neither satisfied nor dissatisfied. This has not changed compared to 2015 when 80% were satisfied with the overall service provided by the Council as their landlord.



Analysis shows significant difference in overall satisfaction by **age** with 64% of respondents aged under 35 satisfied, 76% of those aged 35 to 64 and 88% of those aged 65+ satisfied with the overall service provided. Significant differences were not noted by housing market area.

When asked why they were not satisfied with the overall service, the issues raised varied. Common themes noted were:

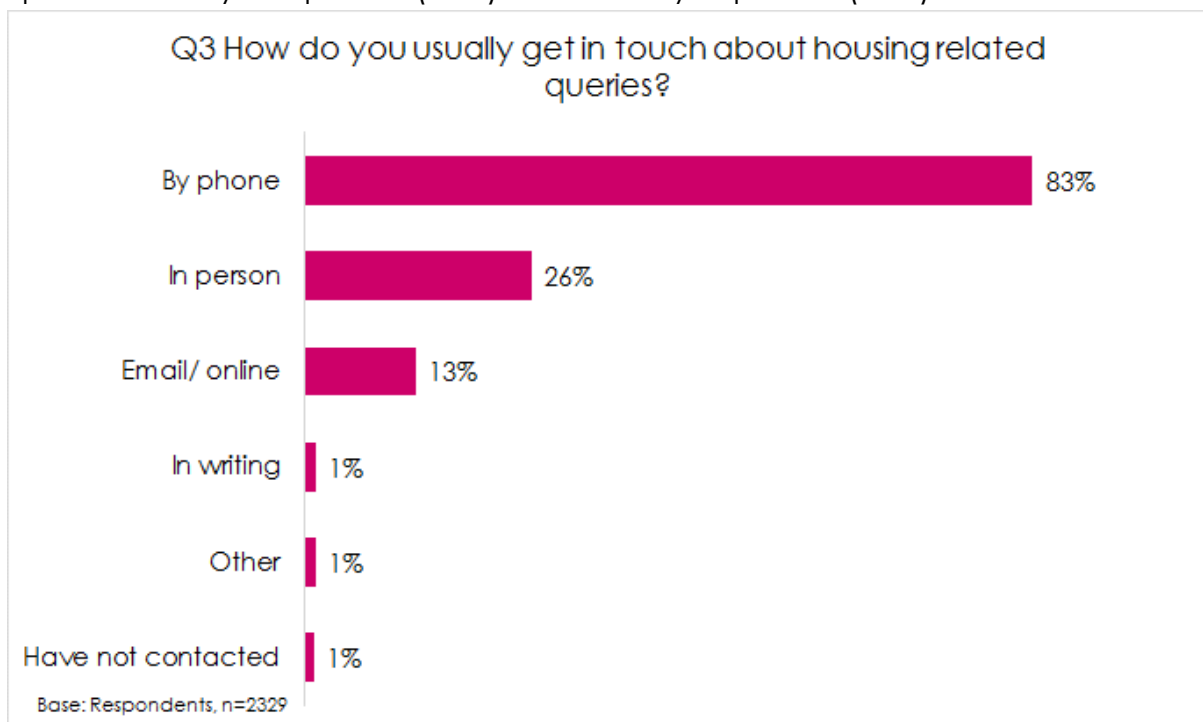
- Length of time taken to carry out repairs/ respond
- Home needing upgraded or improved
- Communications / customer service is poor
- Service varies depending upon who is spoken to/ is dealing with you

4. COMMUNICATION

4.1 Contact with the Council's Housing Service (Q2-Q4)

Just over three quarters of those who responded to the survey (77%) stated that they had contacted the Council with a housing related query or request in the last 12 months.

The most commonly noted way of getting in touch about housing related queries was by telephone (83%) followed by in person (26%).

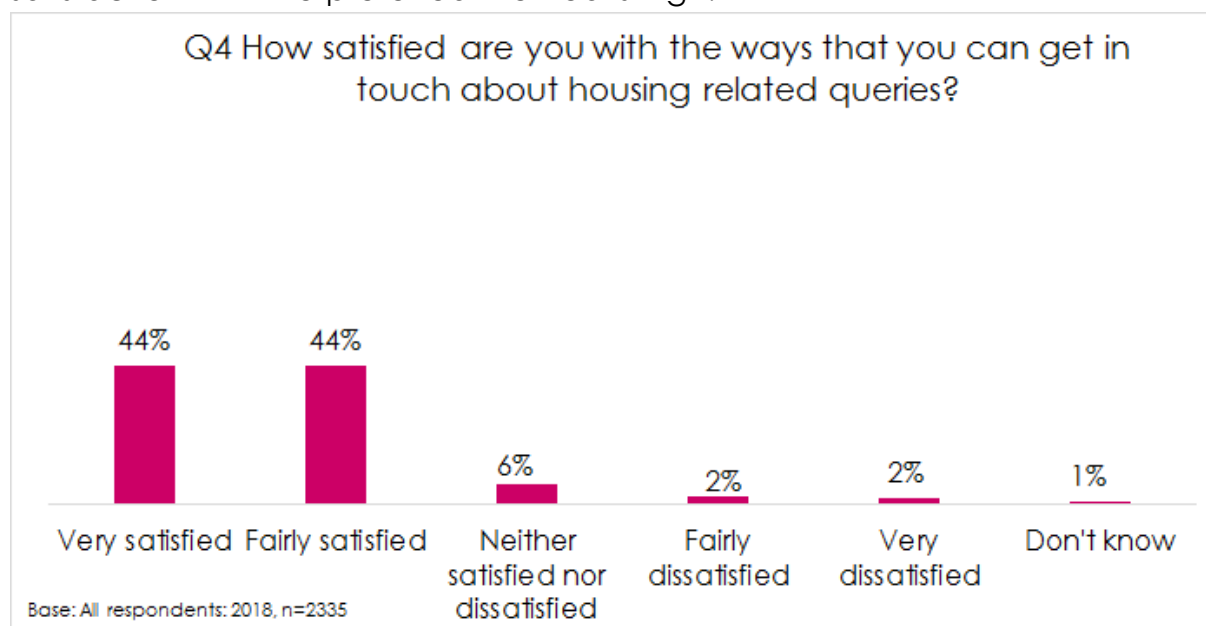


It is interesting to note that analysis showed significant differences in method of contact by respondent age and also housing market area.

- **Age:** a significantly higher proportion of respondents noted that they usually get in touch by email/ online, with 33% of those aged under 35 getting in touch in this way compared to just 4% of those aged 65 and over.
- **Area:** respondents from Elgin were more likely to get in touch by phone (85%) whereas Forres showed a smaller proportion (75%) getting in touch by phone than other areas and a slightly higher incidence of getting in touch in person (36%).

How do you usually get in touch about housing related queries? By age and Housing Market Area									
Break %	Age			V Housing Market Area					
Respondents	16-34	35-64	65+	Speyside HMA	Keith HMA	Cairngorms HMA	Forres HMA	Elgin HMA	Buckie HMA
Base	237	1151	937	179	218	12	338	1079	501
By phone	83%	83%	82%	91%	82%	75%	75%	85%	81%
In person	24%	25%	27%	11%	36%	-	36%	22%	30%
Email/online	33%	16%	4%	15%	11%	42%	10%	13%	12%
In writing	2%	1%	1%	2%	1%	8%	1%	1%	1%
Other	0%	1%	2%	-	1%	8%	2%	2%	1%
Have not contacted	0%	1%	2%	-	1%	-	2%	2%	1%

Almost nine in ten respondents (88%) were either very or fairly satisfied with the ways they can get in touch about housing related queries. Importantly, this was the case across all age groups of respondent suggesting that even though different methods are preferred depending upon respondent age, satisfaction with the preferred method is high.

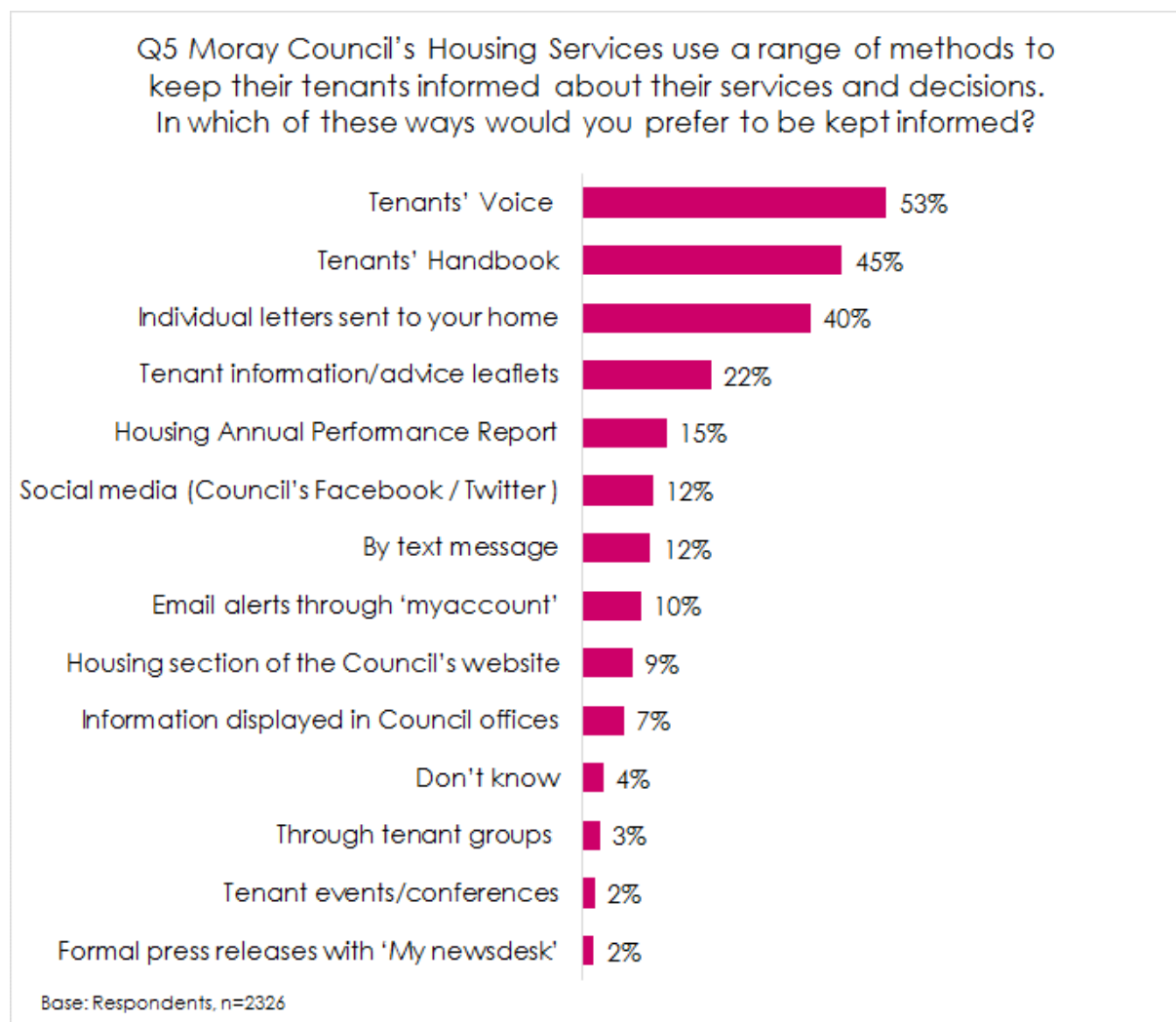


Where respondents were not satisfied with the ways they can get in touch about housing related queries, they were asked to explain why. Many of the comments noted that it can take a while to get through on the phone, that it can take too long to speak to someone or that issues are not always passed on.

4.2 Preference in terms of being kept informed (Q5)

Respondents were asked in what ways they would prefer to be kept informed about Moray Council's Housing services and decisions. Looking at the overall profile of responses received, written communication was the preference, with the top 3 methods noted as:

- Information in the Tenants' Voice (Housing Newsletter) (53%)
- Information in the Tenants' Handbook (45%)
- Individual letters sent to your home (40%).



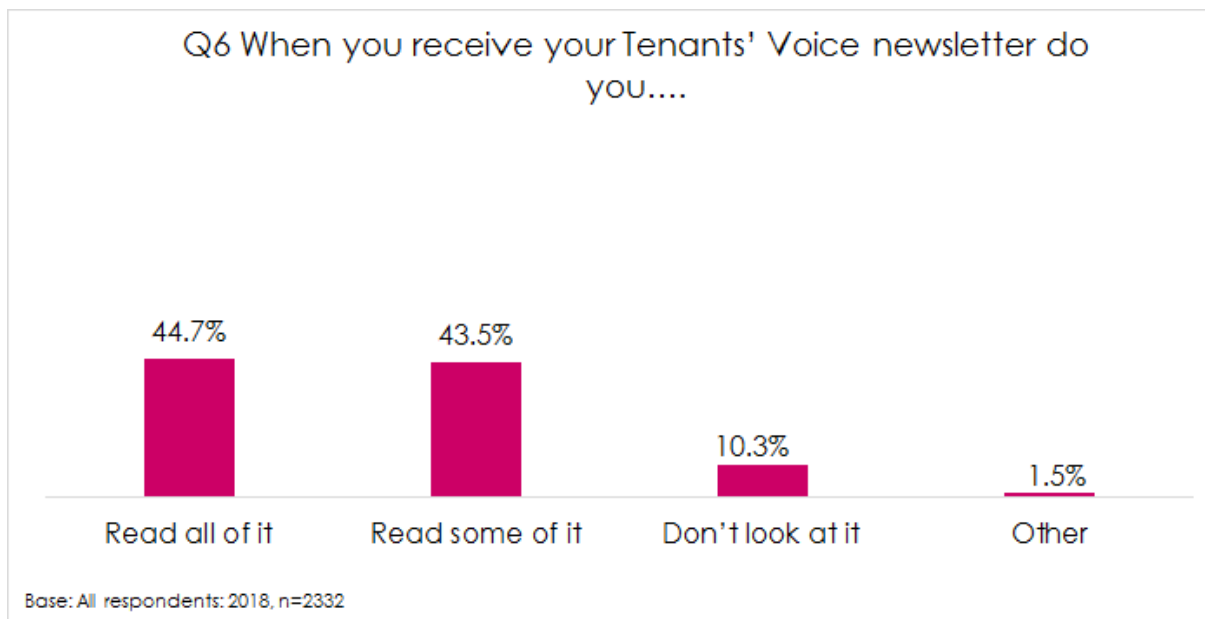
Analysis by age showed some key differences in preference for contact, most so with regard to younger tenants (aged under 35) being more likely to have a preference towards electronic communications such as text message, email alerts, and social media than other age groups.

Q5 Moray Council's Housing Services use a range of methods to keep their tenants informed about their services and decisions. In which of these ways would you prefer to be kept informed?			
Break %	Age		
Respondents	16-34	35-64	65+
Base	238	1148	936
Information in the Tenants' Handbook	37%	44%	49%
Information in the Tenants' Voice (Housing Newsletter)	39%	55%	54%
Information in the Housing Annual Performance Report	15%	16%	14%
Tenant information/advice leaflets	24%	25%	19%
Information displayed in Council offices	12%	9%	4%
Through tenant groups such as the Moray Tenants' Forum, the Buckpool New Build Tenant Group and the Service Improvement Panel	5%	3%	2%
Tenant events/conferences	5%	3%	1%
By text message	29%	16%	3%
Formal press releases by registering with 'My newsdesk'	5%	3%	1%
Registering for email alerts through 'myaccount'	21%	14%	3%
Social media through the Council's Facebook or Twitter feed	28%	17%	3%
Publishing information in the Housing section of the Council's website	13%	12%	3%
Individual letters sent to your home	45%	43%	34%

4.3 Tenant Voice (Q6-Q7)

When respondents receive their Tenants' Voice newsletter, the majority (88%) read at least some of it. Just 10% do not look at it.

Respondents aged under 35 were less likely to read Tenants' Voice with 24% stating that they don't look at it compared to just 3% of respondents age 65 and over.



Of those that read Tenants' Voice (n=2,010), 91% said they find the Tenants' Voice newsletter useful. Again, those aged 65 and over were most likely to state that they find the newsletter useful (94%) whereas those aged under 35 were less likely to say it was useful (83%).

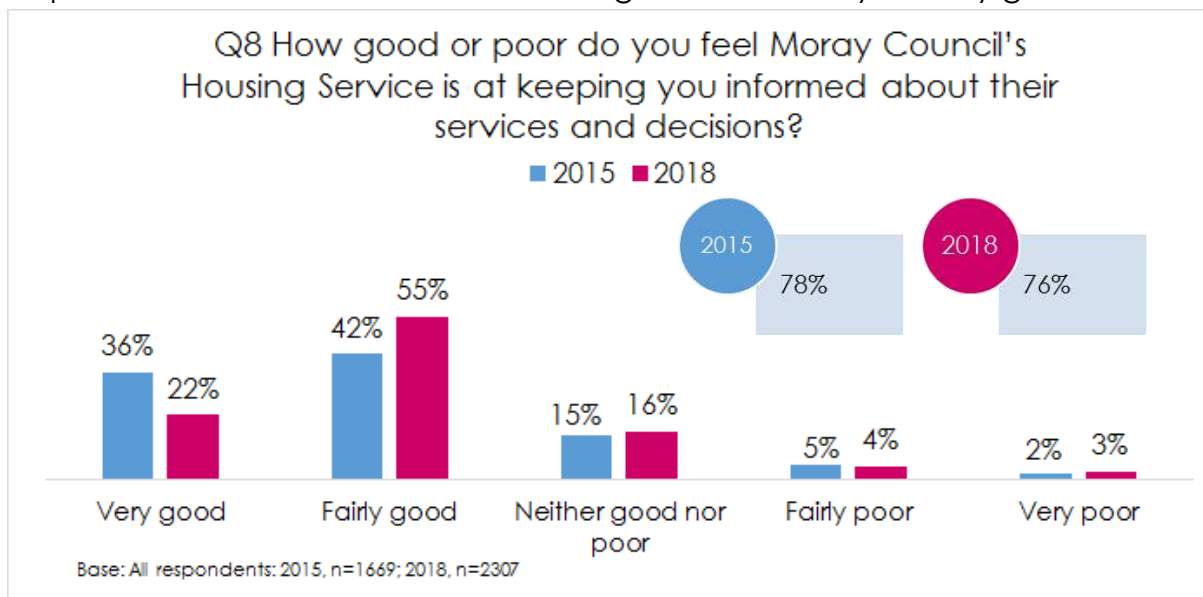
Where it was stated that Tenants' Voice is not useful, respondents were asked to explain why not. The most common responses related to the fact that:

- Information is not of direct relevance to the tenant/tenants area/ general information
- That it is expensive/ waste of money/ resources

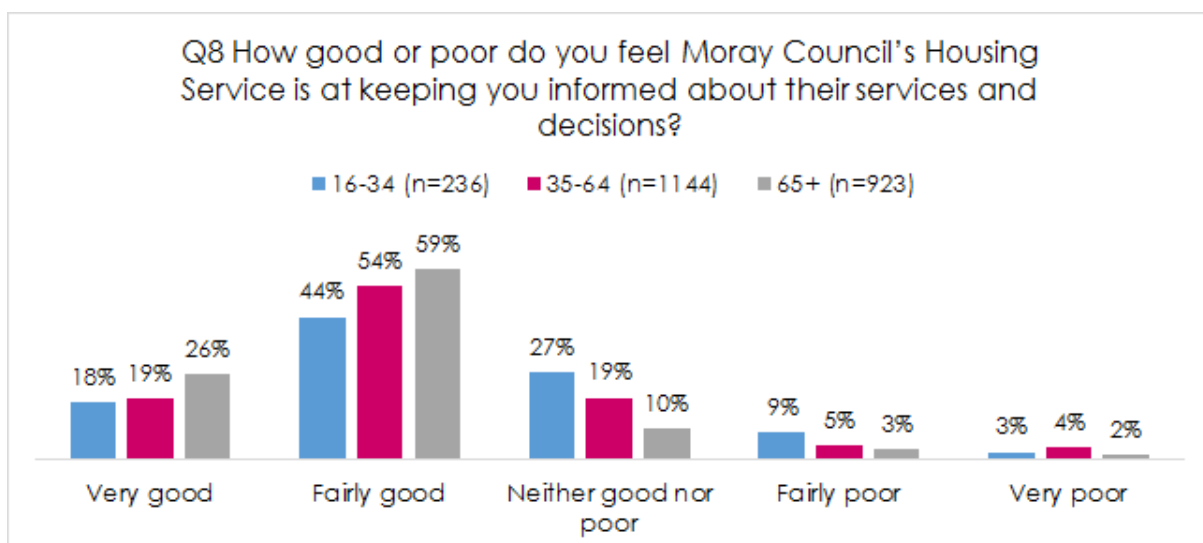
4.4 Keeping tenants informed (Q8)

When asked how good or poor they felt the Council's Housing Service was at keeping them informed about services and decisions, just over three quarters of respondents (76%) stated that they feel the Council is either very good or fairly good in this respect, 16% stated neither good nor poor and 7% stated either fairly or very poor.

This is a marginal decrease when compared to 2015 when 78% of respondents rated the Council's Housing Service as very or fairly good.



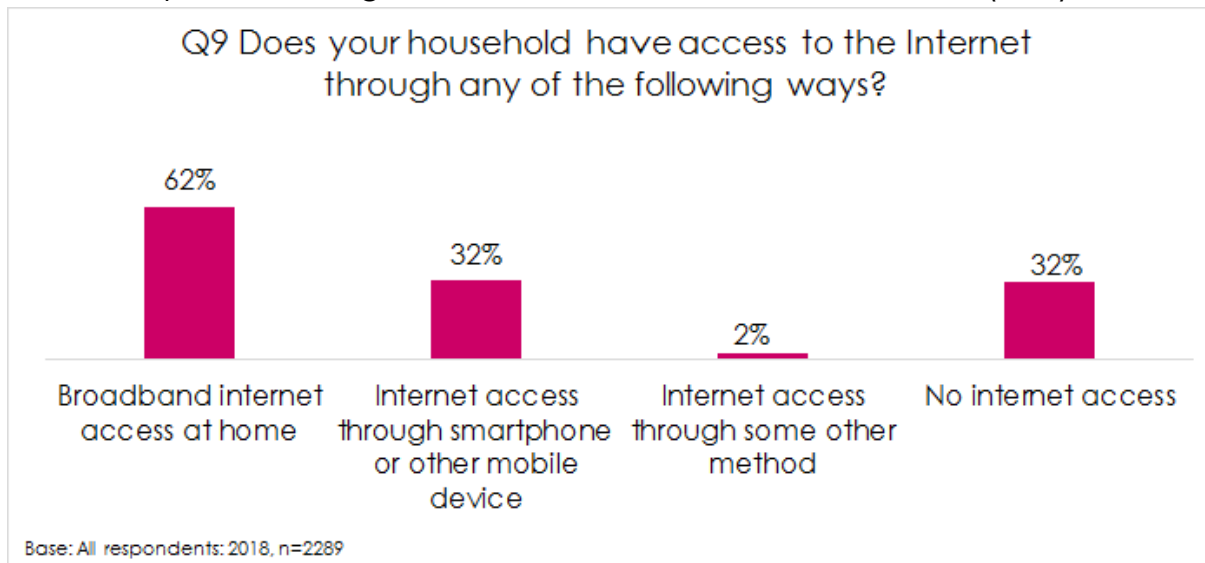
Again, analysis by age showed significant differences with those aged under 35 less likely to state that the Council's housing service was either very or fairly good at keeping them informed (62%) compared to those aged 65 and over (85%).



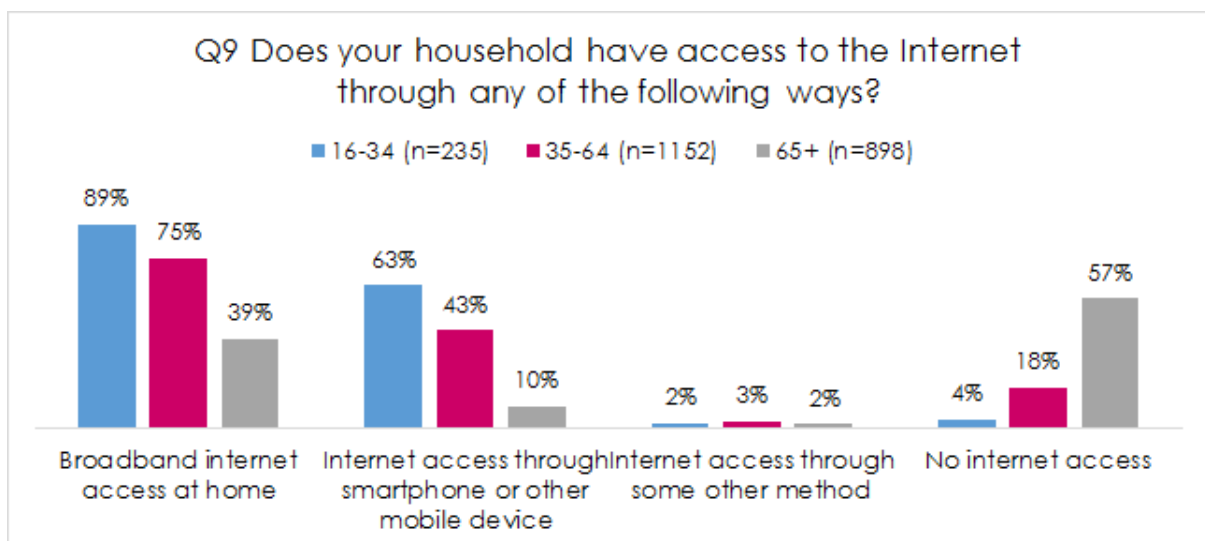
When asked to explain why they said the Council was poor at keeping them informed, the main responses tended not to relate to the general communications, rather more specifically about keeping tenants up to date with specifics about their repairs and improvements or communications around about repairs and maintenance issues.

4.5 Internet (Q9)

Just over two thirds of respondents (68%) have access to the internet. This was mainly done through broadband internet access at home (62%).



However, significant trends were noted by age with 96% of respondents aged under 35 having internet access compared to 43% of those aged 65 and over.



4.6 Downsizing Scheme (Q10-Q11)

It was explained to tenants that 'The Council has a Downsizing Scheme which offers financial and practical assistance to some households to help them move to a smaller home. To qualify for the Downsizing Scheme you must live in a home with 3 or more bedrooms and need fewer bedrooms or live in an adapted home of any size but nobody in the household needs the specialist features.' Tenants were then asked which of a range of circumstances apply to them.

Overall, a total of 106 respondents stated that they live in a home with 3 or more bedrooms but they need fewer bedrooms and 36 stated they live in an adapted home but nobody in the household needs the specialist features.

Q10 Which of the following applies to you?		
Base: Respondents, n=2197	No	%
Live in a home with 3 or more bedrooms and need fewer bedrooms	106	4.8%
Live in an adapted home of any size but nobody in the household needs the specialist features	36	1.6%
Neither of these apply	2057	93.6%

Of those, 57 said they would be interested in being contacted by the Council to discuss their options.

Those who qualified and were not interested were asked to explain why they were not interested. The most common reasons given were:

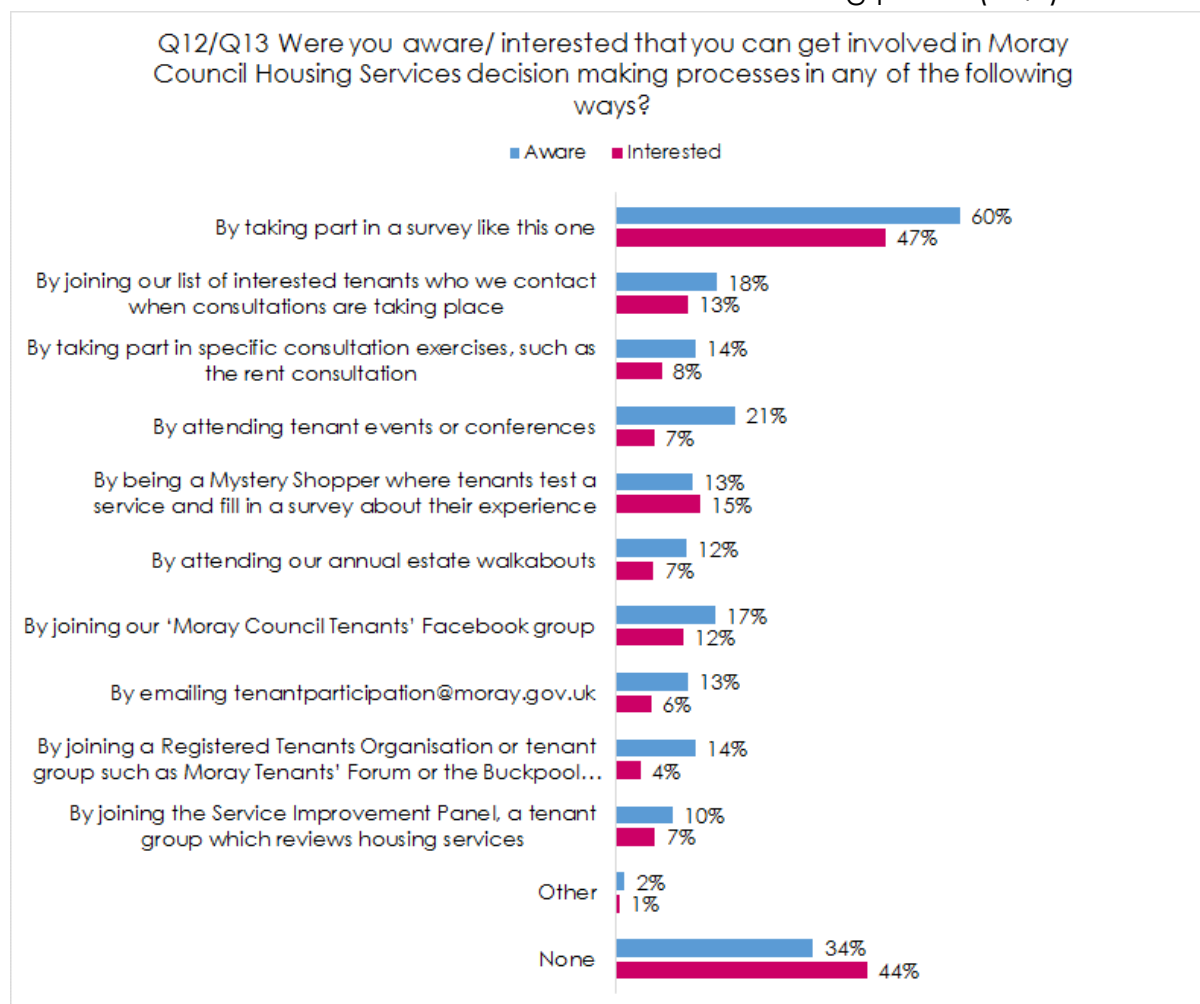
- lived in the house for a long time
- settled and do not want to move
- need the space for family/ grandchildren to stay
- like my home/ happy as things are.

5. GETTING INVOLVED

5.1 Awareness and interest in getting involved (Q12-Q13)

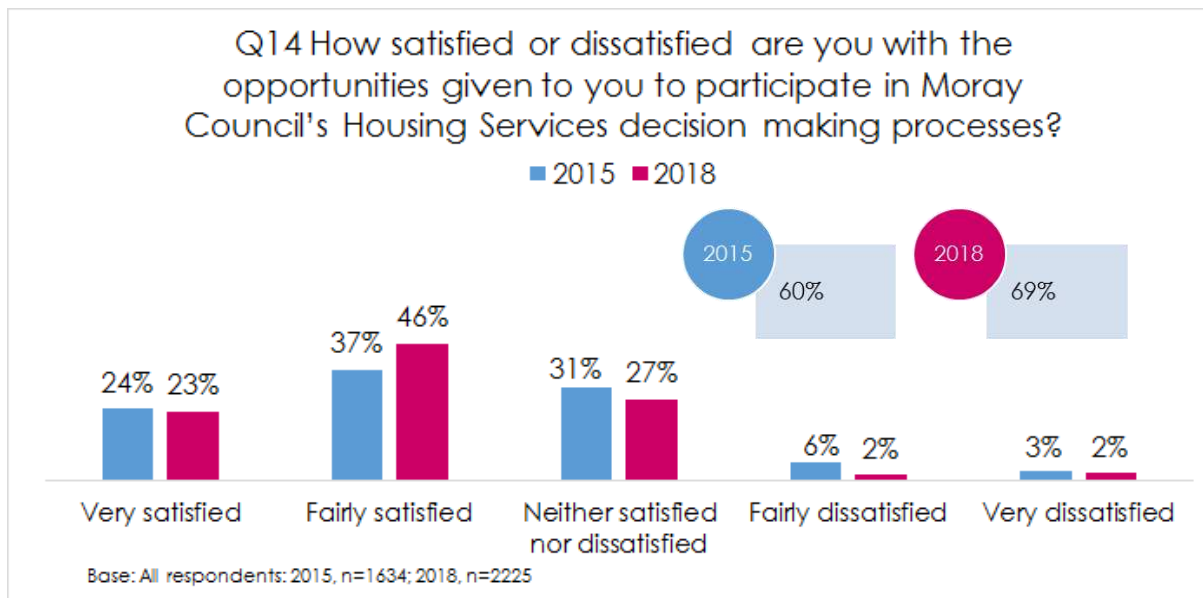
The survey went on to ask respondents about their awareness of a range of opportunities to get involved in Moray Council's Housing Services decision making processes. Awareness was reasonable with 66% of respondents stating that they were aware of at least one way of getting involved, most so by taking part in surveys such as this one (60%).

Interest was also fair, with 56% of respondents stating that they would be interested in getting involved. Interest was greatest in taking part in surveys (47%), by being a Mystery Shopper (15%) and by joining a list of interested tenants to be contacted when consultations are taking place (13%).



5.2 Satisfaction with participation opportunities (Q14)

Regardless of awareness or interest in getting involved, all respondents were asked how satisfied or dissatisfied they were with the opportunities given to them to participate in Moray Council's Housing Services decision making processes. As shown in the chart below, just under seven out of ten respondents (69%) said that they were either very or fairly satisfied in this respect. This is a significant increase from 60% in 2015.



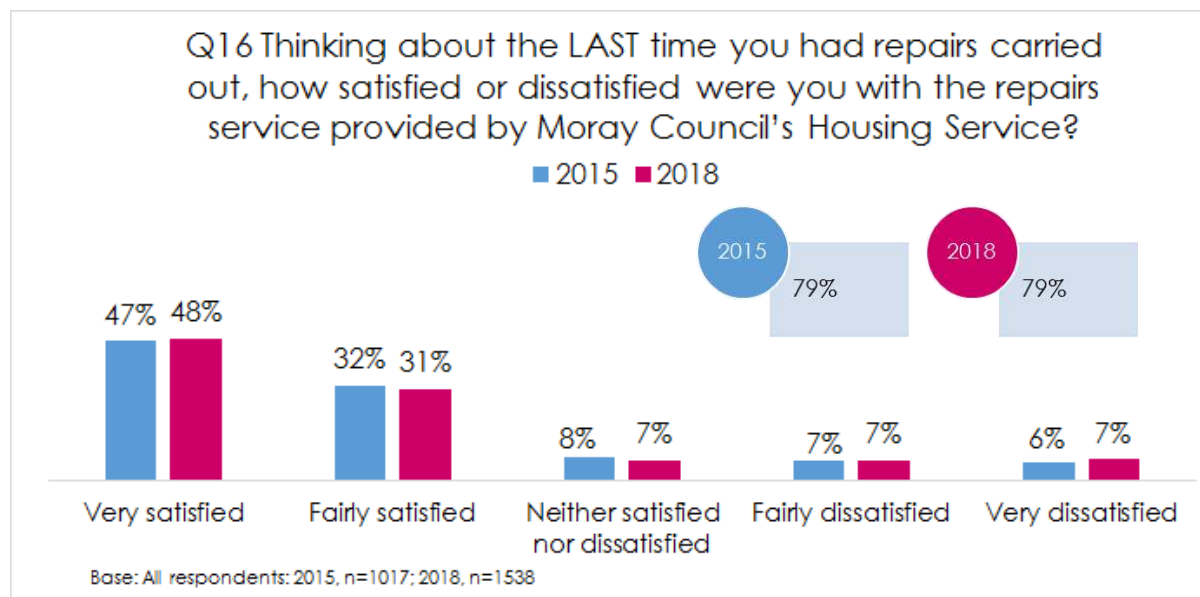
Where respondents were not satisfied with the opportunities given to participate, the main reasons given were:

- Lack of interest
- Age or disability mean it is hard to get involved/ don't want to get involved
- No time to get involved
- Not aware of opportunities to get involved
- Don't think the Council listen/ getting involved makes a difference.

6. REPAIRS AND HOUSING QUALITY

6.1 Satisfaction with the last repair carried out (Q15-Q17)

Two thirds of respondents (67%) have had repairs carried out in their property in the last 12 months. Of those, 79% were very or fairly satisfied with the repairs service provided at the time of their last repair. This is unchanged from 2015 when 79% were also very or fairly satisfied.

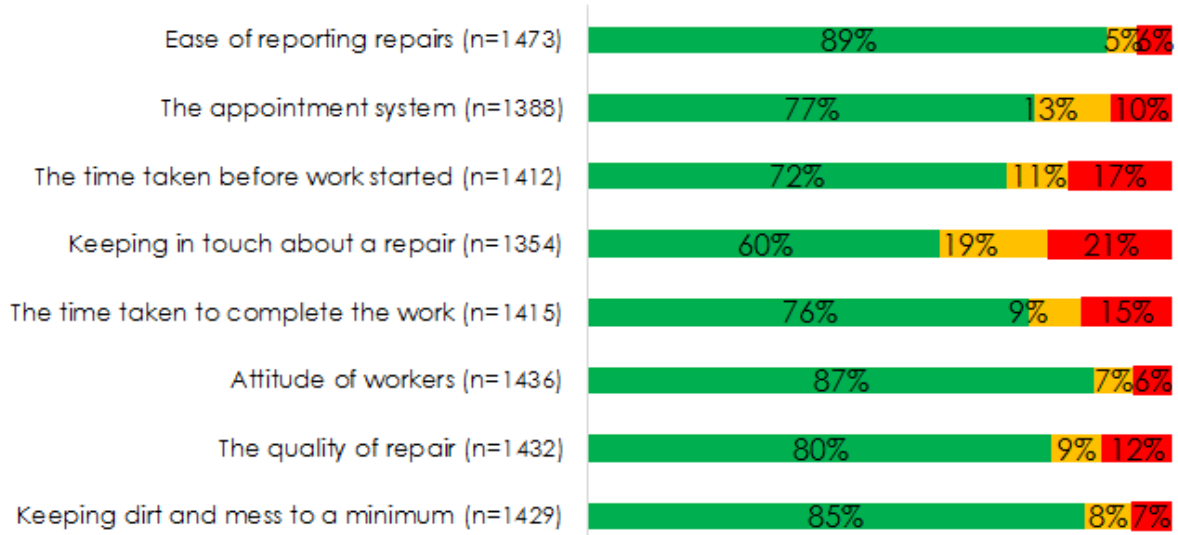


Many of the comments received about the last repair, where the tenant was not satisfied, related to the length of time taken to carry out the repair or the fact that it has taken multiple reports or multiple visits to get the repair completed.

The survey then went on to ask about satisfaction with specific aspects of the repairs service. Satisfaction ranged from 89% with regard to ease of reporting repairs and 87% with regard to attitude of workers to 61% with regard to keeping in touch about the repair.

Q17 Thinking about that last repair you reported, how satisfied or dissatisfied would you say you were with the following

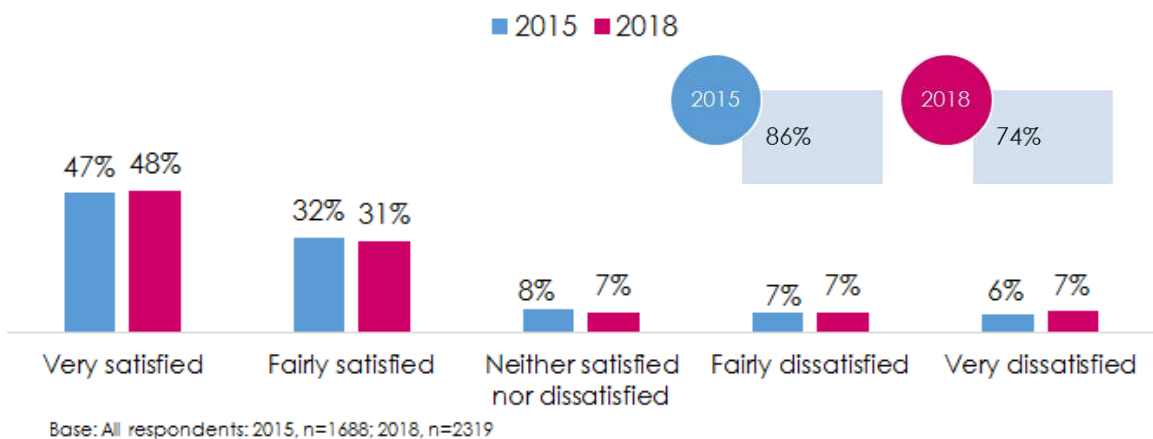
■ % satisfied ■ % neither nor ■ % dissatisfied



6.2 Quality of the home (Q18)

In terms of satisfaction with the quality of the home, just under three quarters of tenants that responded stated that they were very or fairly satisfied with the quality of their home compared to 15% who were very or fairly dissatisfied. This is a decrease in satisfaction compared to 2015 when 86% stated they were very or fairly satisfied with the quality of their home.

Q18 Overall, how satisfied or dissatisfied are you with the quality of your home?



When asked why they were not satisfied with the quality of the home, tenants spoke largely about the fact that they felt an aspect of the home needed upgraded, specifically kitchen, bathroom, windows and heating were commonly mentioned.

Other comments related to the suitability of the home, the home is too small, home lacks storage space or the general condition of the home, with repairs or maintenance needing done.

6.3 Like most about the home (Q19)

Respondents were also asked what they liked most about their home. The most common responses related to:

- Area or location of the home/ quiet
- Size of the home
- Garden
- Neighbours

What do you like most about your home?

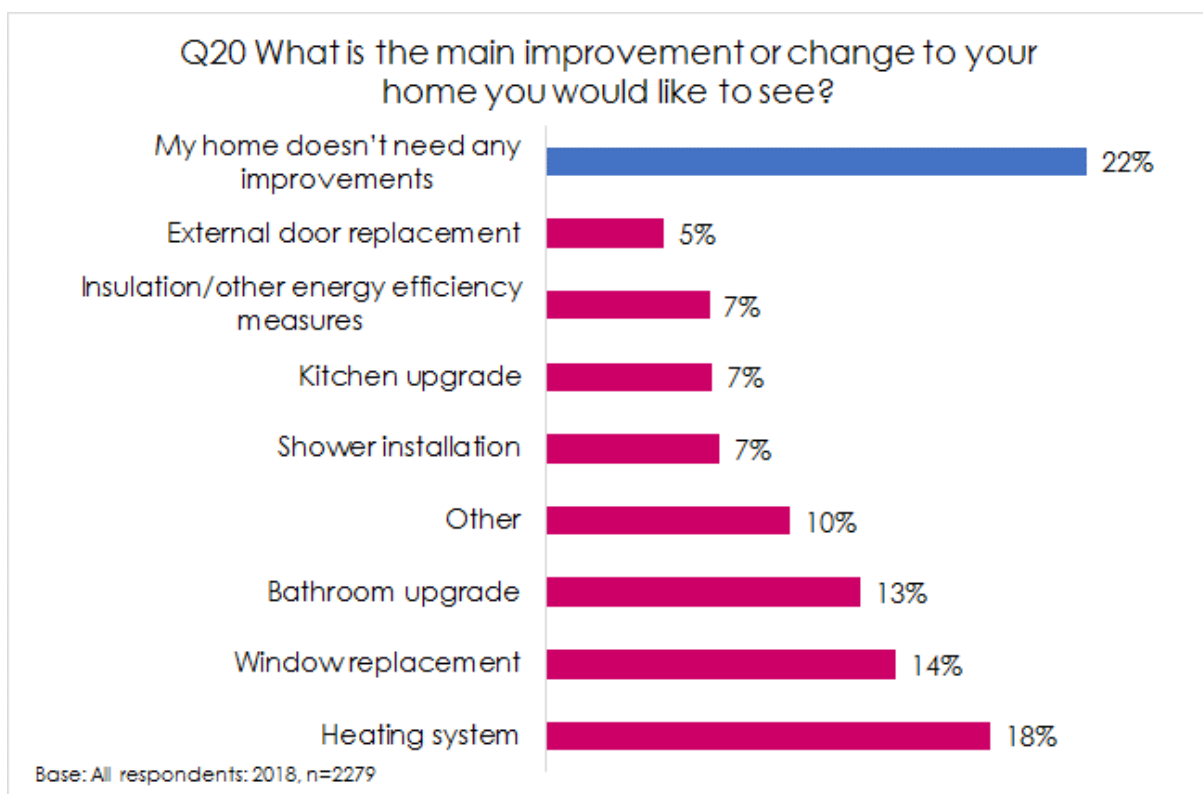


6.4 Improvements to the home (Q20)

They were then asked what the main improvement or change to their home that they would like to see. Encouragingly, just over one in five respondents (22%) said that their home doesn't need any improvements.

The most commonly mentioned improvements that respondents would like to see were:

- Heating system (18%)
- Window replacement (14%)
- Bathroom upgrade (13%)



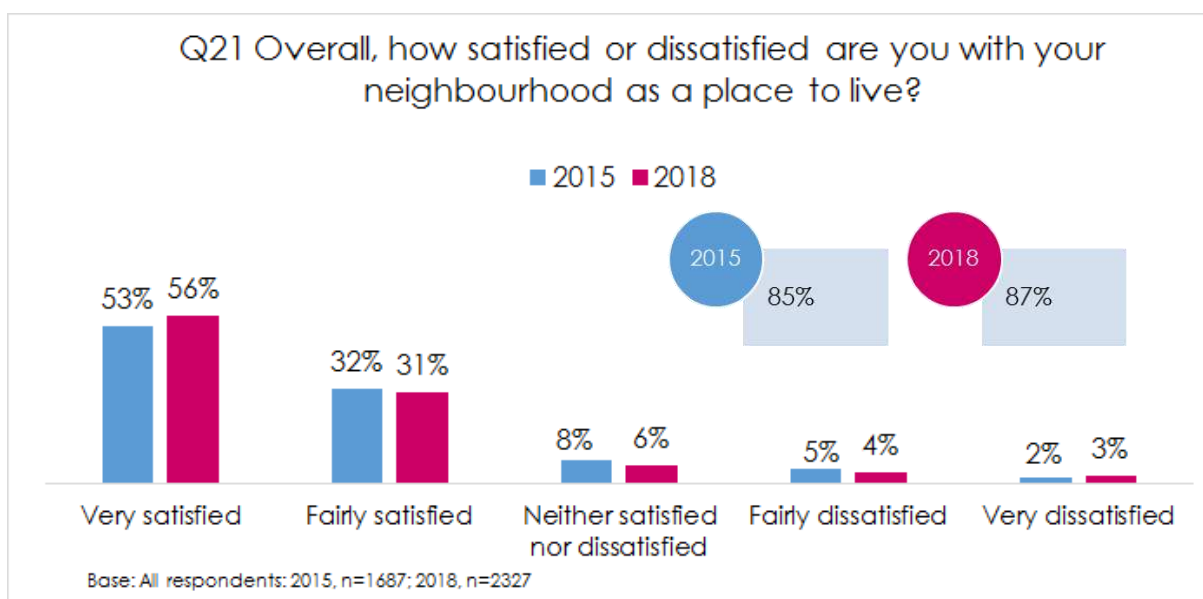
Analysis shows a number of key findings:

- **Heating:** respondents with electric storage heaters (40%) were most likely to state that they would like to see the heating system improved.
- **Window replacement:** was more likely to be noted by respondents living in the Speyside HMA (19%) than other areas.

7. THE NEIGHBOURHOOD

7.1 Overall satisfaction with the neighbourhood as a place to live (Q21)

Overall, just under nine in ten respondents (87%) stated that they were either very or fairly satisfied with the neighbourhood as a place to live compared to 7% who were very or fairly dissatisfied in this respect. This is a marginal increase from 2015 when 85% were satisfied with their neighbourhood as a place to live.

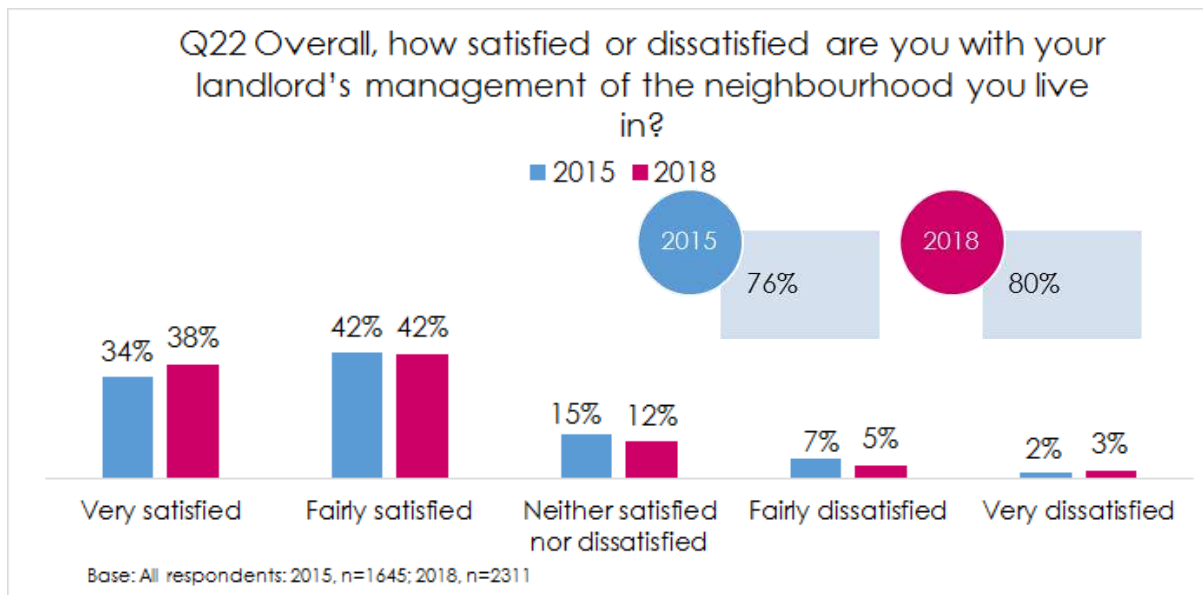


Analysis shows significant differences in satisfaction with the neighbourhood with respect to:

- **Age:** respondents aged under 35 were less likely to be satisfied with the neighbourhood as a place to live (77%) compared to those aged 35-64 (85%) and those aged 65+ (92%).
- **Housing Market Area:** satisfaction with the neighbourhood as a place to live was higher in Speyside (90%) and lowest in Keith (86%) and Buckie (86%).
- **Property type:** respondents living in bungalows (90%) and houses (88%) were more likely to be satisfied with their neighbourhood than those living in flats (80%) and maisonettes (56%).

7.2 Management of the neighbourhood (Q22)

In terms of management of the neighbourhood, eight in ten respondents (80%) stated they were either very or fairly satisfied in this respect compared to 8% who were dissatisfied. This is an increase in satisfaction compared to 2015 when 76% of respondents were satisfied with the management of the neighbourhood.

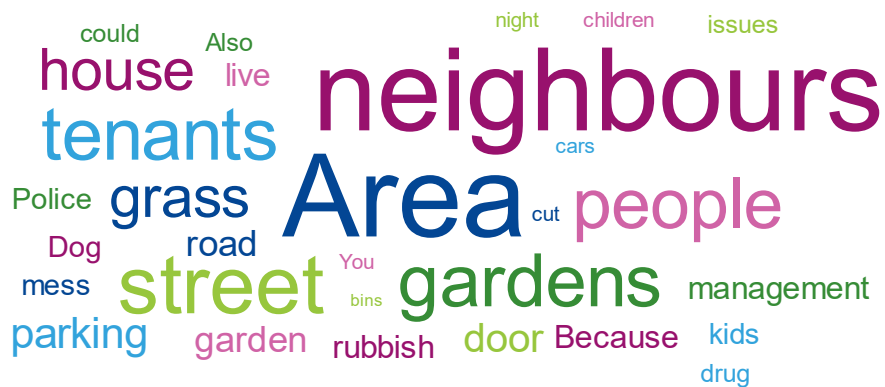


There were not significant difference in terms of management of the neighbourhood by housing market area. However, significant differences were noted by:

- **Age:** respondents aged 16-34 were significantly less likely to be satisfied with management of the neighbourhood (68%) than those aged 35-64 (78%) and those aged 65+ (86%).
- **Property type:** respondents who live in bungalows (84%) and houses (80%) were most likely to be satisfied with management of the neighbourhood and those living in flats (76%) and maisonettes (48%) less likely to be satisfied.

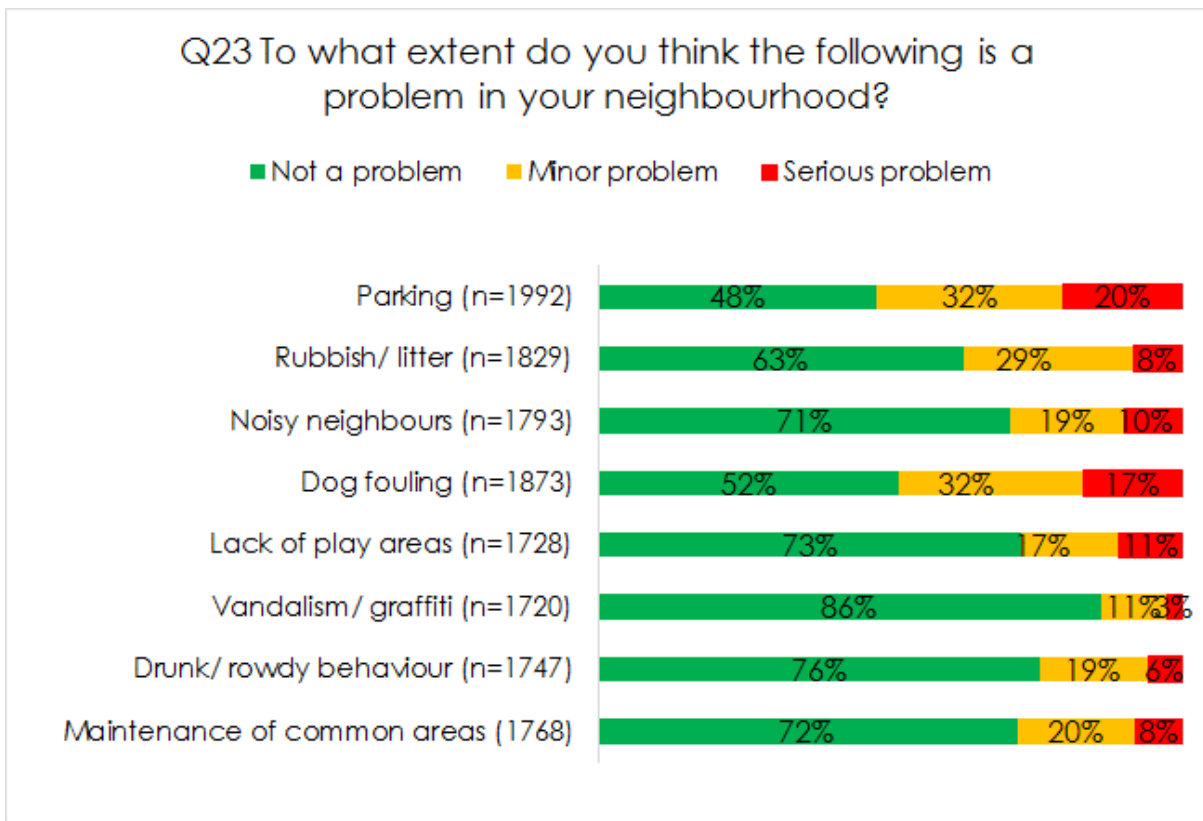
The main reasons for dissatisfaction with management of the neighbourhood varied and included issues with neighbours, dogs and cats, parking, upkeep of gardens, landscape maintenance, rubbish lying about, the condition of roads and paths, drug issues, speeding cars, lack of visibility in terms of the management of the neighbourhood and lack of or condition of play areas for children.

Can you tell us why you say that?



7.3 Problems in the neighbourhood (Q23)

When asked if they perceived a range of potential issues to be a problem in their neighbourhood, the most serious perceived problem was parking (20% stating serious problem) followed by dog fouling (17% stating serious problem). Vandalism/ graffiti was least likely to be a problem (86% stating not a problem).



In terms of our analysis of where **parking** is more likely to be an issue, it is interesting to note that whilst younger respondents are slightly more likely to state this is a serious problem than older respondents, there is not a significant difference in this. It is also interesting to note that those living in houses (23%) were more likely to state that parking is a serious problem than those living in flats (19%).

When asked if there were any other issues that they would like to note in their neighbourhood, many respondents took the opportunity to reinforce issues that had already been raised, particularly with regard to parking. However, in addition to dog fouling, the issue of dog barking was raised. The behaviour of neighbours, condition of gardens and seagulls were also raised.

Is there anything else you would like to tell us about in...



7.4 Neighbourhood preferences (Q24-Q25)

In order to ascertain if tenants are living where they would like to live, a question was asked 'if you had a choice about where you live, would you choose to live in the town or village where you currently live?' 86% of respondents stated 'yes' to this question.

Analysis by length of tenancy, housing market area and age show some small difference in the extent to which respondents are living where they would like to live.

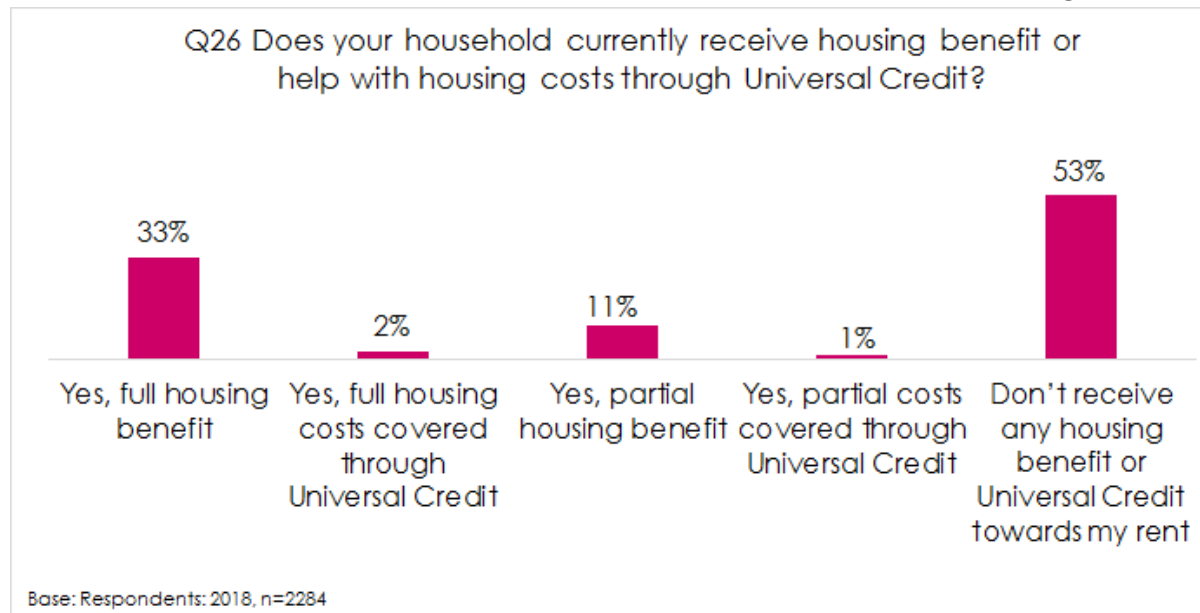
- **Length of tenancy:** newer tenants are slightly less likely to state yes to this question than those that have lived in their home for a much longer period of time. 82% of those that have lived in their home for 1 year or less stated they would choose to live where they currently live compared to 90% of those who have lived in their home for more than 20 years.
- **Housing Market Area:** Those living in Speyside (81%) were marginally less likely to state 'yes' to this question than those living in Elgin (87%).
- **Age:** respondents aged 16-34 were less likely to state that they would choose to live where they currently live (80%) than those aged 65+ (88%).

Q24 If you had a choice about where you live, would you choose to live in the town or village where you currently live?				
		Base	Yes	No
Length of tenancy	1 year or less	146	82%	19%
	2-3 years	293	83%	17%
	4-5 years	241	84%	16%
	6-10 years	374	83%	17%
	11-20 years	500	86%	14%
	More than 20 years	652	90%	10%
Housing Market Area	Speyside HMA	173	81%	19%
	Keith HMA	201	85%	15%
	Cairngorms HMA	12	67%	33%
	Forres HMA	320	86%	14%
	Elgin HMA	1024	87%	13%
	Buckie HMA	476	85%	15%
Age	16-34	231	80%	20%
	35-64	1122	85%	15%
	65+	851	88%	12%

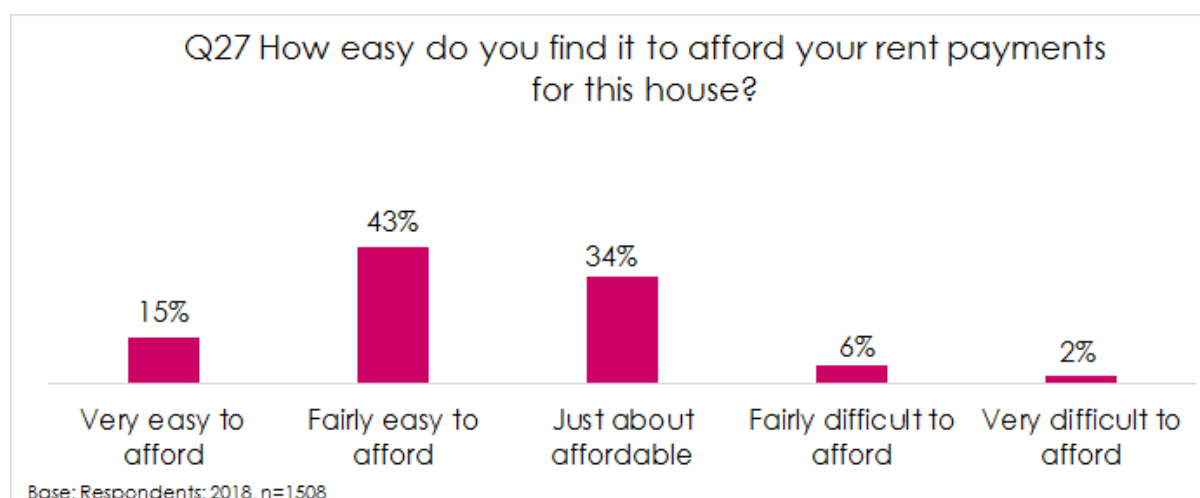
8. RENT AND AFFORDABILITY

8.1 Housing Benefit Receipt and Affordability (Q26-Q27)

Just over half of respondents stated that they do not receive any housing benefit or Universal Credit towards their rent. 33% receive full housing benefit.



Those that make a rent payment (i.e. excluding respondents in receipt of full housing benefit) were asked how easy they find it to afford the rent payments for their property. As shown below, just under 6 in 10 (58%) stated that they find this very or fairly easy to afford, 34% find it just about affordable and 8% find their rent payments difficult to afford.



Analysis showed significant differences between groups of tenants, most notably those who do not receive any housing benefit or Universal credit were less likely to state that they find their rent very or fairly easy to afford (57%). Just 40% of those who receive partial housing costs through Universal Credit said they find their rent easy to afford. However, care should be taken when reading this result due to the small number of respondents falling into this category.

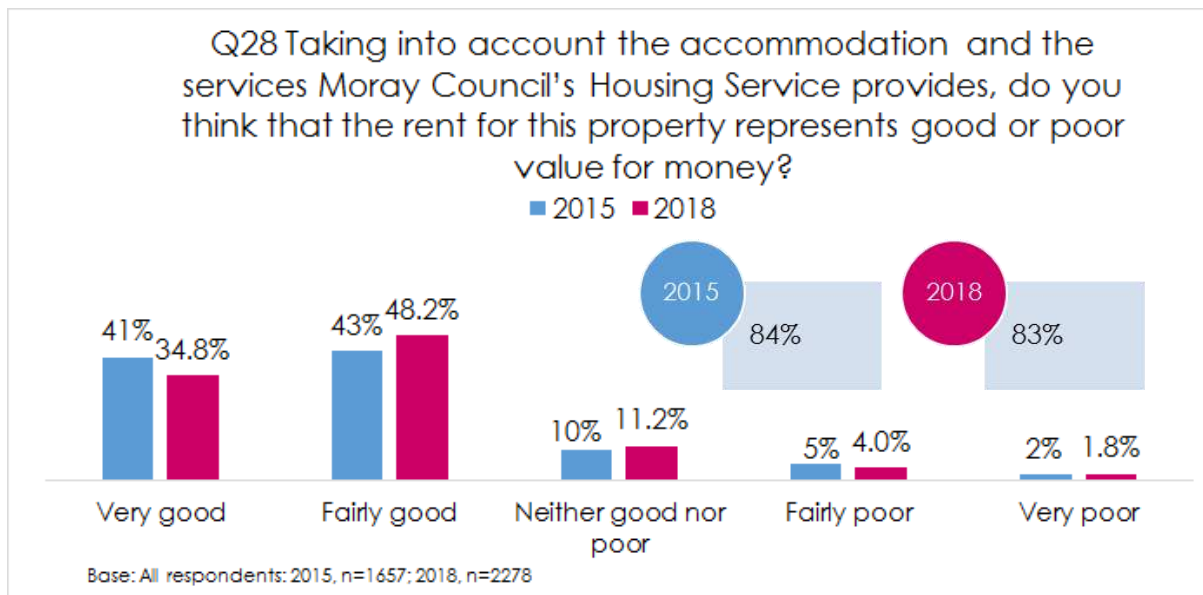
Q27 How easy do you find it to afford your rent payments for this house? By housing benefit receipt				
Respondents	Yes, full housing costs covered through UC	Yes, partial housing benefit	Yes, partial costs covered through UC	Don't receive any housing benefit or UC
Base	40	234	25	1209
Very easy to afford	30%	16%	12%	14%
Fairly easy to afford	40%	44%	28%	43%
Just about affordable	23%	32%	44%	35%
Fairly difficult to afford	5%	6%	8%	6%
Very difficult to afford	3%	2%	8%	2%
% very/ fairly easy to afford	70%	60%	40%	57%

Analysis by household composition also showed differences in the affordability of rent with 1 parent families in particular less likely to state that they find their rent very or fairly easy to afford.

Q27 How easy do you find it to afford your rent payments for this house? By household composition										
	Single adult	Two adults	Three or more adults	1 parent family, 1 child	1 parent family, 2 children	1 parent family, 3 or more children	2 parent family, 1 child	2 parent family, 2 children	2 parent family, 3 or more children	Other
Base	569	429	132	72	31	14	52	80	43	48
Very easy to afford	16%	15%	12%	10%	7%	7%	10%	13%	12%	25%
Fairly easy to afford	44%	42%	45%	38%	39%	29%	48%	50%	49%	38%
Just about affordable	32%	37%	37%	43%	39%	43%	35%	30%	26%	25%
Fairly difficult to afford	6%	5%	4%	8%	13%	21%	8%	4%	12%	6%
Very difficult to afford	3%	2%	2%	1%	3%	-	-	4%	2%	6%
% very/ fairly easy to afford	60%	57%	57%	47%	45%	36%	58%	63%	60%	63%

8.2 Value for money (Q28)

In terms of value for money of rent, 83% of respondents stated that they believe that their rent represents either very good or fairly good value for money when taking into account the accommodation and services provided. This has not changed significantly from 2015 when 84% rated their rent as very or fairly good value for money.



Where respondents were positive about value for money, the key aspects they noted were:

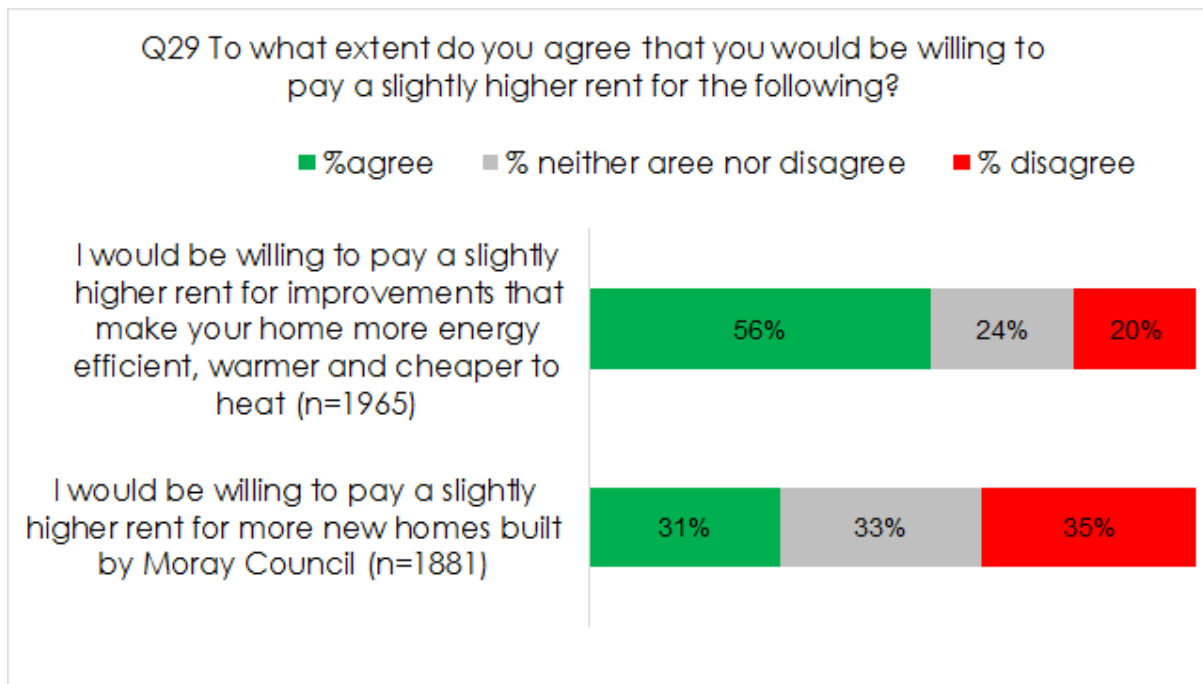
- Satisfied with the house
- Like the area
- The rent is good value
- It is good value/ cheaper than private rents
- It is affordable

However, where the rent is not perceived to be good value, the key things noted by tenants were:

- Rent is expensive/ keeps increasing
- Not good value for the condition of the property

8.3 Willingness to pay a higher rent (Q29)

When asked if they would be willing to pay a slightly higher rent, 56% stated that they would be willing to pay a slightly higher rent to make their home more energy efficient, warmer and cheaper to heat. 31% stated that they would be willing to pay a slightly higher rent for Moray Council to build more new homes.



Respondents were also asked if there was anything else they would be willing to pay a slight higher rent for. Aspects that respondents would be willing to pay a slightly higher rent for included:

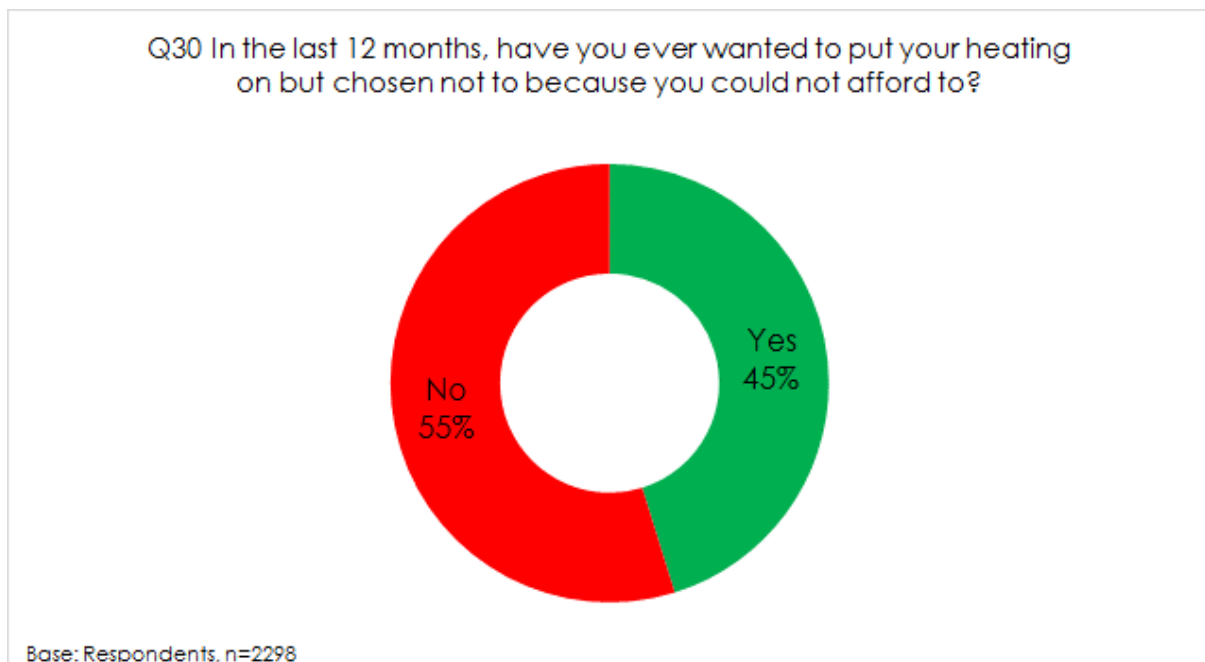
- Shower
- Home modernised (e.g. kitchen/ bathroom/ heating upgraded/ windows/ doors/ insulation)
- More adaptations for those with disabilities
- A bigger house
- A better maintenance service
- Parking/ driveway or garage
- Estate improvements (e.g. play park, fences)
- Decorating service
- Rent to buy scheme where rent goes toward ownership.

8.4 Heating affordability (Q30)

Just under half of respondents (45%) stated that in the last 12 months they have wanted to put their heating on but chosen not to because they could not afford to.

This was more likely to be the case for:

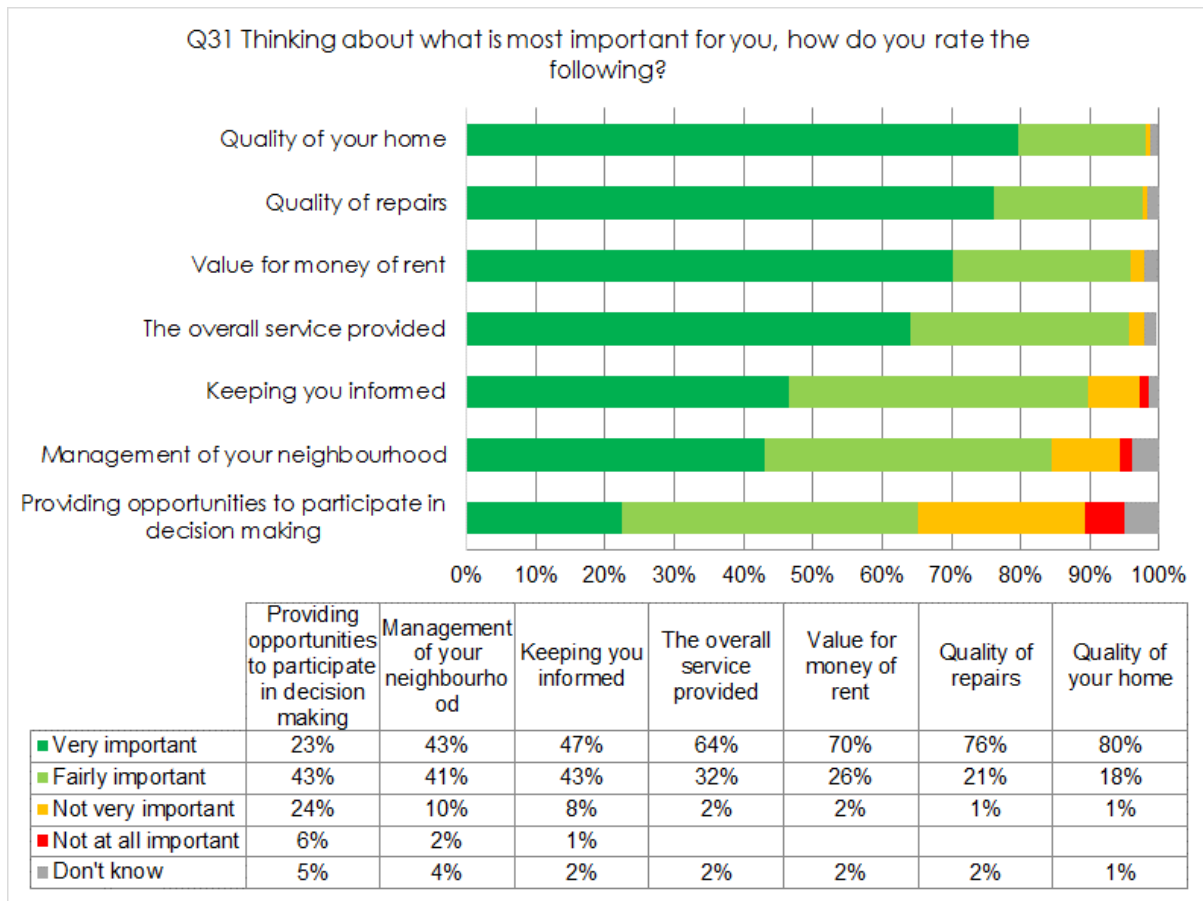
- Those who **receive housing benefit** or universal credit (50% of those in receipt of housing benefit have chosen not to put their heating on compared to 39% of those who do not receive benefits)
- **Younger respondents** (50% of those aged 35-64 and 46% of those aged 16-34 have chosen not to put their heating on compared to 40% of those aged 65+.
- **Electric heating:** those with electric storage heating (62%) were more likely to have said that they have chosen not to put their heating on than those with gas (44%)



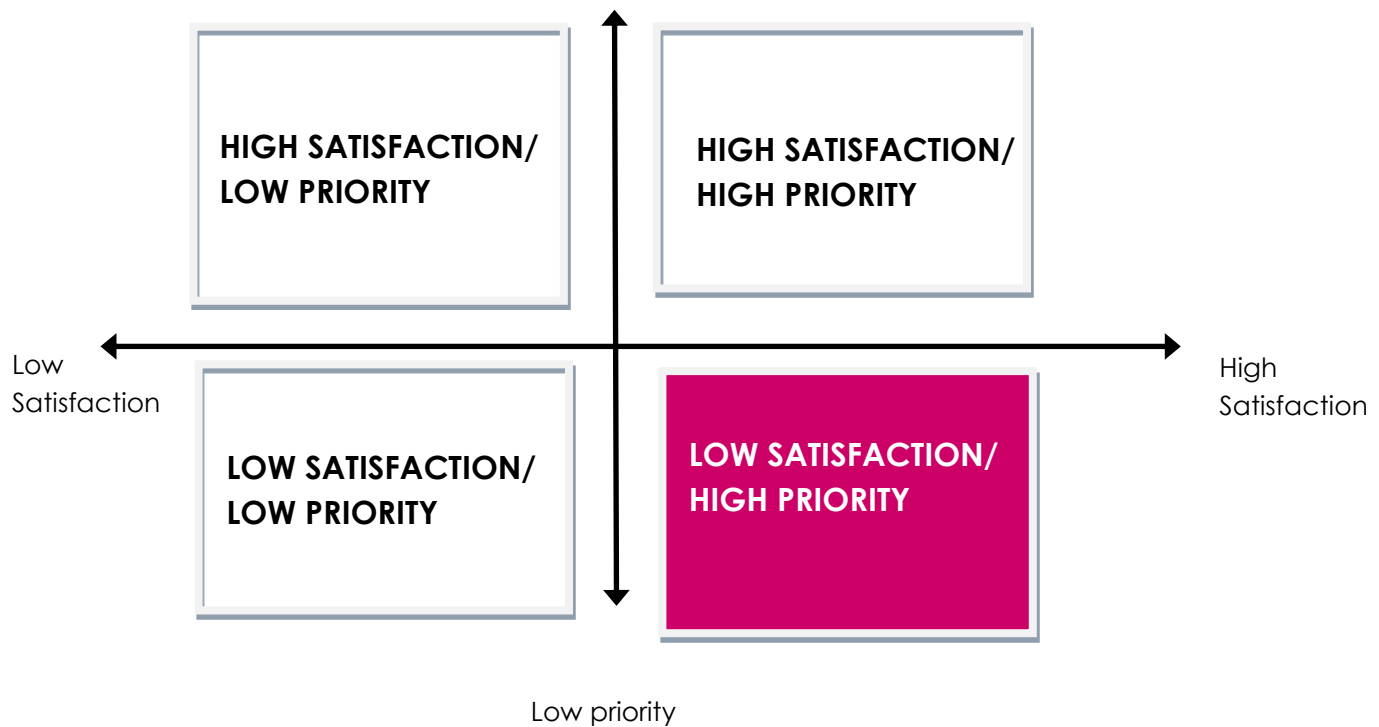
8.5 Service priorities (Q31)

When asked how important a range of services are for tenants, most likely to be rated as very important were:

- Quality of the home (80%)
- Quality of repairs (76%)
- Value for money for rent (70%).



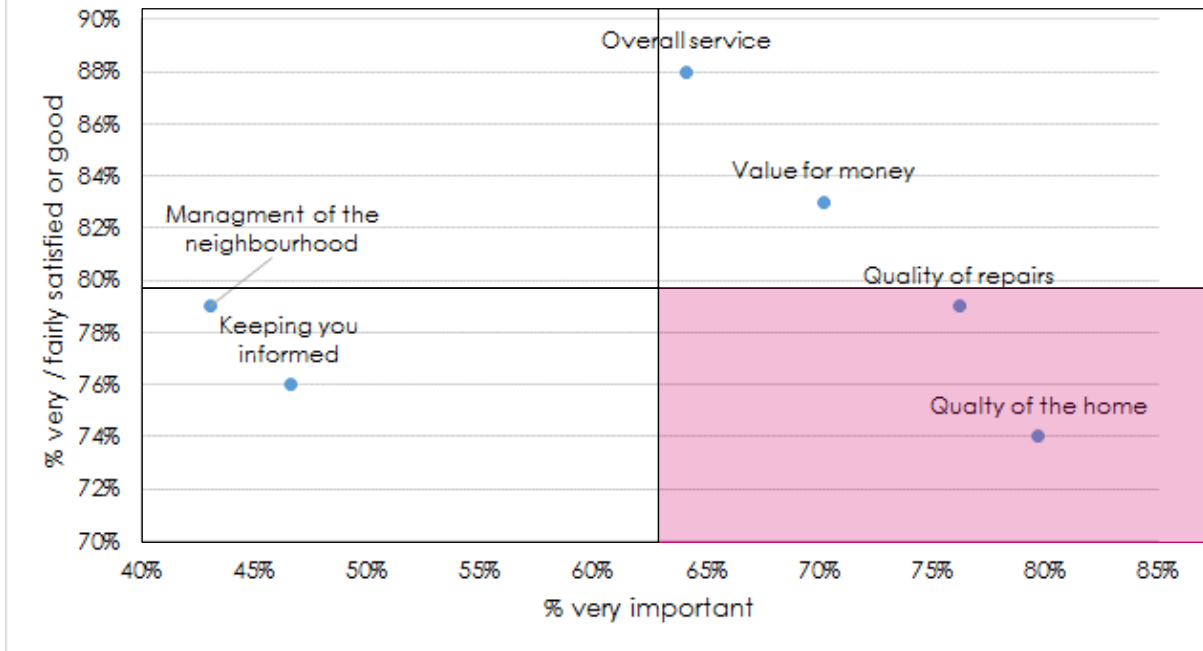
In order to provide direction to the Council in terms of tenant priorities, the proportion of respondents who were very/ fairly satisfied or rated a service as very/ fairly good have been plotted against the proportion of respondents who stated that service was very important. The chart has then been divided into quadrants.



As shown, each box indicates a different level of priority and satisfaction. The top right box indicates high priority, high satisfaction priority, which is the most desirable box to be in. The bottom right box indicates low satisfaction, high priority. It is within these areas that the Council should place resources and effort in terms of improvements or changes to service delivery.

The chart over the page indicates that quality of the home and quality of repairs should be the focus, from the perspective of tenant priorities.

Prioritisation analysis



9. RESPONDENT PROFILE

9.1 Age

In terms of age, the greatest proportion of respondents fell within the 35-64 age category (49%) followed by 65+ (41%).

Age		
Base: Respondents, n=2358	No	%
16-34	238	10%
35-64	1163	49%
65+	957	41%

9.2 Household composition (Q32)

In terms of household composition, the majority of households who responded were single adult households (49%), followed by two adult households (25%).

Q32 Which of the following best describes your household?		
Base: Respondents, n=2284	No	%
Single adult	1111	49%
Two adults	572	25%
Three or more adults, 16 or over	165	7%
1 parent family with 1 child under 16	103	5%
1 parent family with 2 children under 16	47	2%
1 parent family with 3 or more children under 16	25	1%
2 parent family with 1 child under 16	60	3%
2 parent family with 2 children under 16	92	4%
2 parent family with 3 or more children under 16	55	2%
Other	54	2%

9.3 Disability (Q33)

Just under two thirds (64%) of respondents stated that they or somebody in their household have a long term illness, health problem or disability that limits their daily activities or the work they can do. This was most likely to be either mobility or physical disabilities (35%) or chronic disease or illness (31%).

Q33 Does anyone in your household have any of the following long term illness, health problems or disabilities which limits their daily activities or the work they can do (including problems due to old age)?		
Base: Respondents, n=2199	No	%
Mobility/ physical disabilities	769	35%
Chronic disease or illness e.g. cancer, diabetes, heart disease	671	31%
Mental health condition	410	19%
Difficulties with hearing	234	11%
Difficulties with sight	138	6%
Learning difficulties	121	6%
Learning disability	90	4%
Don't know	36	2%
Addiction to drugs or alcohol	28	1%
Other condition	16	1%
No health problem or condition	780	36%

Analysis showed a strong correlation between age and disability with younger respondents less likely to report health problems or disabilities in general (48% of 16-34 compared to 74% of 65+) and where health problems or disabilities are reported, they were more likely to be associated with mental health conditions (27% of 16-34 compared to 8% of 65+) whereas older respondents were more likely to have physical or mobility issues (11% of 16-34 compared to 46% of 65+)

Q33 Does anyone in your household have any of the following long term illness, health problems or disabilities which limits their daily activities or the work they can do (including problems due to old age)? By age			
	16-34	35-64	65+
Base	231	1096	868
Mental health condition	27%	25%	8%
Mobility/ physical disabilities	11%	32%	46%
Learning difficulties	10%	7%	3%
Difficulties with sight	3%	5%	9%
Learning disability	6%	6%	2%
Difficulties with hearing	1%	6%	19%
Addiction to drugs or alcohol	0%	2%	0%
Chronic disease or illness e.g. cancer, diabetes, heart disease	17%	28%	38%
Other condition	1%	1%	1%
Don't know	2%	1%	2%
No health problem or condition	52%	39%	26%

9.4 Ethnicity (Q34)

Finally, in terms of ethnicity, the vast majority of respondents (97%) were of white ethnic origin.

Q34 What is your ethnic group?		
Base: Respondents, n=2278	No	%
White	2215	97%
Mixed or multiple ethnic groups	8	0.4%
Asian, Asian Scottish or Asian British	9	0.4%
Black, Black Scottish or Black British	3	0.1%
Other Ethnic Group	2	0.1%
Prefer not to say	41	2%

APPENDIX 1: QUESTIONNAIRE



**Please take 15 minutes to give your views
and help improve Moray Council's
Housing Services**

How to fill in the survey

Please fill in as fully as you are willing or able by circling the number which corresponds to your answer, for example:

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

There are some questions where we ask you to explain your answers. Please answer freely in your own words.

If there are any questions you do not want to answer leave them blank and move on to the next one.

Overall Service

- 1. Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Moray Council's Housing Service? PLEASE CIRCLE ONE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
No opinion	6
[IF NOT SATISFIED: CODE 3,4,5] Can tell us why you say that?	

Communication

- 2. Have you contacted the Council with a housing related query or request in the last 12 months? PLEASE CIRCLE ONE ONLY**

Yes	1
No	2

3. How do you usually get in touch about housing related queries? PLEASE CIRCLE ALL THAT APPLY

By phone	1
In person	2
Email/online	3
In writing	4
Other	5
Have not contacted	6

4. How satisfied are you with the ways that you can get in touch about housing related queries? PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	6
[IF NOT SATISFIED: CODE 3,4,5] Can tell us why you say that?	

5. Moray Council's Housing Services use a range of methods to keep their tenants informed about their services and decisions. In which of these ways would you prefer to be kept informed? PLEASE CIRCLE ALL THAT APPLY

Information in the Tenants' Handbook	1
Information in the Tenants' Voice (Housing Newsletter)	2
Information in the Housing Annual Performance Report	3
Tenant information/advice leaflets	4
Information displayed in Council offices	5
Through tenant groups such as the Moray Tenants' Forum, the Buckpool New Build Tenant Group and the Service Improvement Panel	6
Tenant events/conferences	7
By text message	8
Formal press releases by registering with 'My newsdesk'	9
Registering for email alerts through 'myaccount'	10
Social media through the Council's Facebook or Twitter feed	11
Publishing information in the Housing section of the Council's website	12
Individual letters sent to your home	13
Other (please write in below)	14
Don't know	15

6. When you receive your Tenants' Voice newsletter do you.... PLEASE CIRCLE ONE ONLY

Read all of it	1	Go to Q7
Read some of it	2	
Don't look at it	3	Go to Q8
Other (please specify)	4	

7. Do you find the Tenants' Voice newsletter useful? PLEASE CIRCLE ONE ONLY

Yes	1
No (please explain why not in the space below)	2

8. how good or poor do you feel Moray Council's Housing Service is at keeping you informed about their services and decisions? PLEASE CIRCLE ONE ONLY

Very good	1
Fairly good	2
Neither good nor poor	3
Fairly poor	4
Very poor	5
[IF NOT GOOD, CODE 3,4,5 ABOVE] Can tell us why you say that?	

9. Does your household have access to the Internet through any of the following ways? PLEASE CIRCLE ALL THAT APPLY

Broadband internet access at home	1
Internet access through smartphone or other mobile device	2
Internet access through some other method (please describe below)	3
No internet access	4

10. The Council has a Downsizing Scheme which offers financial and practical assistance to some households to help them move to a smaller home. To qualify for the Downsizing Scheme you must:

- live in a home with 3 or more bedrooms and need fewer bedrooms; or
- live in an adapted home of any size but nobody in the household needs the specialist features.

Which of the following applies to you? PLEASE CIRCLE ANY THAT APPLY, OR NEITHER

Live in a home with 3 or more bedrooms and need fewer bedrooms	1	Go to Q11
Live in an adapted home of any size but nobody in the household needs the specialist features	2	
Neither of these apply	3	Go to Q12

11. If you think you qualify and are interested, would you like us to pass your name and address over to the Council? They will contact you about this. All your other answers will be completely anonymous. PLEASE CIRCLE ONE ONLY

Yes	1
No, Please tell us why you are not interested:	2

Getting Involved

12. Are you aware that you can get involved in Moray Council's Housing Services decision making processes in any of the following ways? PLEASE CIRCLE ALL THAT APPLY

13. Are you interested in getting involved in any of these ways? PLEASE CIRCLE ALL THAT APPLY

	Q12 Aware	Q13 Interested
By taking part in a survey like this one	1	1
By joining our list of interested tenants who we contact when consultations are taking place	2	2
By taking part in specific consultation exercises, such as the rent consultation	3	3
By attending tenant events or conferences	4	4
By being a Mystery Shopper where tenants test a service and fill in a survey about their experience	5	5
By attending our annual estate walkabouts	6	6
By joining our 'Moray Council Tenants' Facebook group	7	7
By emailing tenantparticipation@moray.gov.uk	8	8
By joining a Registered Tenants Organisation or tenant group such as Moray Tenants' Forum or the Buckpool New Build Tenant Group	9	9
By joining the Service Improvement Panel, a tenant group which reviews housing services	10	10
Other (please write in below)	11	11
None	12	12

14. How satisfied or dissatisfied are you with the opportunities given to you to participate in Moray Council's Housing Services decision making processes? PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
[IF NOT SATISFIED: CODE 3,4,5] Can tell us why you say that?	

Repairs and Housing Quality

This next section is about the repairs service and the quality of housing provided by Moray Council as your landlord.

15. Have you had any repairs carried out in this property in the last 12 months?

Yes	1	Go to Q16
No	2	Go to Q18

16. Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Moray Council's Housing Service? PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
[IF NOT SATISFIED: CODE 3,4,5] Can you explain how the repairs service could have been improved?	

17. Thinking of the last time you had repairs carried out, how satisfied or dissatisfied were you with the following.....? PLEASE CIRCLE ONE ANSWER PER ROW

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied
Ease of reporting repair	1	2	3	4	5
The appointment system	1	2	3	4	5
The time taken before work started	1	2	3	4	5
Keeping in touch about a repair	1	2	3	4	5
The time taken to complete the work	1	2	3	4	5
Attitude of workers	1	2	3	4	5
The quality of repair	1	2	3	4	5
Keeping dirt and mess to a minimum	1	2	3	4	5

18. Overall, how satisfied or dissatisfied are you with the quality of your home? By quality we mean the general state of repair of your home, and the standard of fittings like kitchen units and bathroom suites. PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
[IF NOT SATISFIED: CODE 3,4,5] Can tell us why you say that?	

19. What do you like most about your home? Please write up to 3 things in the box below.

20. What is the main improvement or change to your home you would like to see? PLEASE CIRCLE ONE ONLY

Heating system	1
Insulation/other energy efficiency measures	2
Kitchen upgrade	3
Bathroom upgrade	4
Shower installation	5
Window replacement	6
External door replacement	7
Other (please write in below)	8
My home doesn't need any improvements	9

Your neighbourhood

21. Overall, how satisfied or dissatisfied are you with your neighbourhood as a place to live? Neighbourhood is defined as the street in which you live and the immediate surrounding area. PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

22. Overall, how satisfied or dissatisfied are you with your landlord's management of the neighbourhood you live in? PLEASE CIRCLE ONE ONLY

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
[IF CODE 3,4,5] Can tell us why you say that?	

23. To what extent do you think the following is a problem in your neighbourhood? PLEASE CIRCLE ONE ANSWER PER ROW

	Not a problem	Minor problem	Serious problem
Parking	1	2	3
Rubbish/litter	1	2	3
Noisy neighbours	1	2	3
Dog fouling	1	2	3
Lack of play areas	1	2	3
Vandalism/graffiti	1	2	3
Drunk/rowdy behaviour	1	2	3
Maintenance of common areas	1	2	3
Is there anything else you would like to tell us about in your neighbourhood that you think is a problem? Please write in below.			

24. If you had a choice about where you live, would you choose to live in the town or village where you currently live?

Yes	1	Go to Q26
No	2	Go to Q25

25. Which town or village would be your first preference?

Rent and Affordability

This next section is about rents and how affordable you find living in your Council house.

26. Does your household currently receive housing benefit or help with housing costs through Universal Credit? PLEASE CIRCLE ONE ONLY

Yes, full housing benefit	1	Go to Q27
Yes, full housing costs covered through Universal Credit	2	
Yes, partial housing benefit	3	
Yes, partial costs covered through Universal Credit	4	
Don't receive any housing benefit or Universal Credit towards my rent	5	

27. How easy do you find it to afford your rent payments for this house? PLEASE CIRCLE ONE ONLY

Very easy to afford	1
Fairly easy to afford	2
Just about affordable	3
Fairly difficult to afford	4
Very difficult to afford	5

28. Taking into account the accommodation and the services Moray Council's Housing Service provides, do you think that the rent for this property represents good or poor value for money? Is it... PLEASE CIRCLE ONE ONLY

Very good	1
Fairly good	2
Neither good nor poor	3
Fairly poor	4
Very poor	5
Can tell us why you say that?	

29. To what extent do you agree that you would be willing to pay a slightly higher rent for the following? PLEASE CIRCLE ONE ANSWER PER ROW

	Strongly agree	Agree slightly	Neither agree nor disagree	Disagree slightly	Strongly disagree
I would be willing to pay a slightly higher rent for more new homes built by Moray Council	1	2	3	4	5
I would be willing to pay a slightly higher rent for improvements that make my home more energy efficient, warmer and cheaper to heat	1	2	3	4	5

Is there anything else you would be willing to pay a slightly higher rent for? (please write in below)

30. In the last 12 months, have you ever wanted to put your heating on but chosen not to because you could not afford to? PLEASE CIRCLE ONE ONLY

Yes	1
No	2

Service priorities

31. Thinking about what is most important for you, how do you rate the following?

PLEASE CIRCLE ONE ANSWER PER ROW

	Very important	Fairly important	Not very important	Not at all important	Don't know
Quality of repairs	1	2	3	4	5
Quality of your home	1	2	3	4	5
Value for money of rent	1	2	3	4	5
Keeping you informed	1	2	3	4	5
Providing opportunities for you to participate in our decision making processes	1	2	3	4	5
Management of your neighbourhood	1	2	3	4	5
The overall service provided	1	2	3	4	5

About you and your household

This final section asks about you and your household. The information you give is strictly confidential and will not be passed onto the Council. This information is used to create an overall picture of tenants living in Council properties and to allow us to analyse the survey results by these characteristics. Please answer these questions as fully as you are willing. If you do not want to answer please leave the question blank and move on to the next question.

32. Which of the following best describes your household? PLEASE CIRCLE ONE ONLY

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other (please write in below)	10

33. Does anyone in your household have any of the following long term illness, health problems or disabilities which limits their daily activities or the work they can do (including problems due to old age)? PLEASE CIRCLE ALL THAT APPLY

Mental health condition	1
Mobility/ physical disabilities	2
Learning difficulties	3
Difficulties with sight	4
Learning disability	5
Difficulties with hearing	6
Addiction to drugs or alcohol	7
Chronic disease or illnesses e.g. cancer, diabetes, heart disease	8
Other condition (please write in)	9
Don't know	10
No health problem or condition	11

34. What is your ethnic group? PLEASE CIRCLE ONE ONLY

White	1
Mixed or multiple ethnic groups	2
Asian, Asian Scottish or Asian British	3
Black, Black Scottish or Black British	4
Other Ethnic Group, please specify	5
Prefer not to say	6

If you would like to find out more about Research Resource and how your data is used, please visit our Privacy Information Notice at www.researchresource.co.uk/?page_id=221

Thank you very much for taking the time to fill in this survey.

Please return your survey in the enclosed freepost envelope provided (no stamp needed) by 5 October 2018. If you have lost the envelope you can return the survey by using the following freepost address:

**RESEARCH RESOURCE, FREEPOST RRSA-LEUS-ULUB,
17B MAIN STREET, CAMBUSLANG, G72 7EX**

If you wish to be entered into the prize draw, please write in your name and address below. This information will only be used to enter you into the prize draw.

Name	
Address	
Postcode	

APPENDIX 2: TECHNICAL REPORT SUMMARY



TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P967
Project name	The Moray Council Tenant Satisfaction Survey
Objectives of the research	The aim of the research was to seek tenants' views on the services that The Moray Council provides and how well it performs these services and to help identify areas where the service can be improved.
Target group	Tenants of the Council
Target sample size	The aim was to achieve a 40% response rate from a census survey
Achieved sample size	A total of 2358 tenant interviews were achieved.
Date of fieldwork	Interviewing took place between September and November 2018
Sampling method	A census approach was taken, with all tenants invited to participate
Data collection method	An electronic and/ or postal survey invitation was sent to all tenants. Targeted telephone interviews were then carried out to follow up with those who had not responded to ensure a representative response was achieved in addition to the desired response rate.
Response rate and definition and method of how calculated	40% (2,358 interviews from a sample tenant population of 5,908) <ul style="list-style-type: none"> - Postal response – 1560 - Online response – 376 - Telephone response - 422
Any incentives?	Yes, prize draw for 5 x £25 vouchers
Number of interviewers	5 interviewers were working on this.
Interview validation methods	Telephone interviews were validated via remote listening.
Showcards or any other materials used?	Not applicable
Weighting procedures	Not applicable
Estimating and imputation procedures	Not applicable
Reliability of findings	Data accurate overall to +/-2%