Research Report
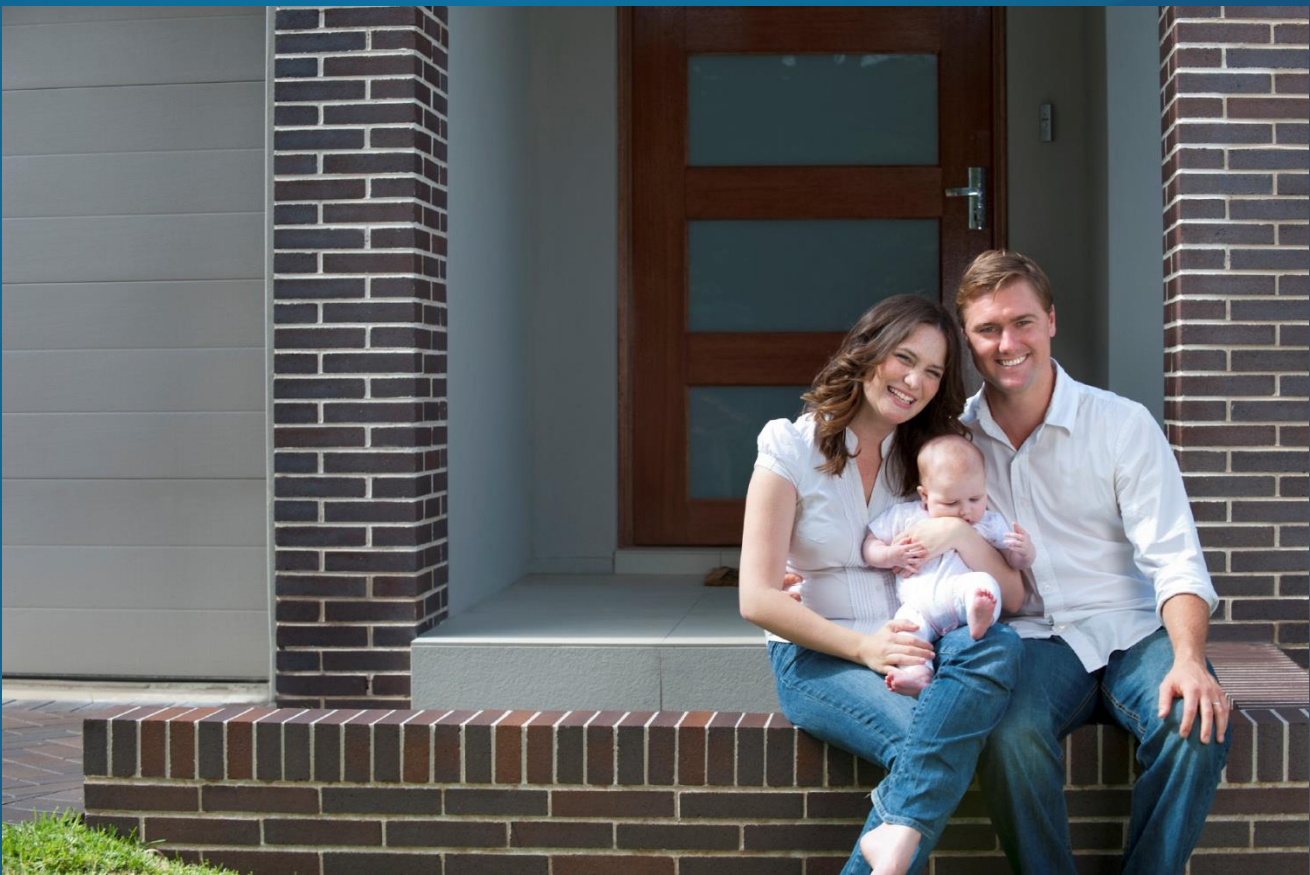
Communications Survey
2017

Prepared for: Wandsworth Council

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Prepared for: Wandsworth Council

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Date: March 2017

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1 Introduction

1.1 Background and methodology

In January 2017, Wandsworth Council commissioned BMG Research to carry out a Communications Survey amongst its tenants and leaseholders. The purpose of the research was to evaluate perceptions of residents' recent contact with the Council as their landlord; to establish how residents prefer to stay in touch with their landlord and why; to establish what proportion are online and attitudes to accessing housing services online; and to evaluate perceptions of the housing newsletter *Homelife.*

400 telephone interviews were carried out with Wandsworth Council tenants from January-February 2017; based on a tenant population of 14,367 (the number of valid contacts received by BMG), this equates to a confidence interval of +/-4.8% % at the 95% confidence level on an observed statistic of 50%. This means that we are 95% confident that a reported figure of 50% would fall in the range of 45.2% to 54.8% if all Wandsworth tenants had completed a survey. Targets were set to ensure that the interviews achieved were representative of the Council's tenant base by estate type, and by property type within management team.

Over the same period, 201 telephone interviews were carried out with Council leaseholders. Based on 7,912 valid records received by BMG, this equates to a confidence interval of +/-6.8%. This figure of 7,912 records includes a large number (69%) with no telephone contact information. Targets were set for leaseholders by management team, property type, and estate type to ensure that the interviews achieved were representative of all Wandsworth leaseholders, including those without telephone contact information.

1.2 Data and reporting

To correct minor imbalances of the achieved interviews relative to the population of tenants and leaseholders, the survey data for each tenure group has been weighted by management team, property type and estate type. The proportion of tenants and leaseholders has also been weighted to ensure that where combined tenant / leaseholder findings are reported, these are representative of the number of tenanted and leaseholder properties within the Council's stock.

When a figure is shown in bold and underlined within a table this denotes that this figure is significantly different (determined by the t-test) to one or more opposing figures. The t-test is a statistical method used to evaluate the differences between two opposing groups. Results described as significant in this report will have been identified by this test as substantial variations in opinion.

The data used in this report are rounded up or down to the nearest whole percentage. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have a variance which is any larger than 1%.

2   Key findings

2.1   Contact modes and preferences

Reporting a repair is much the most common reason for contacting the Council in its role as landlord, amongst leaseholders and, particularly, tenants. Telephone is also much the most commonly used means of contact amongst both groups for repairs in particular, and the channel that most respondents give as their preferred way to make contact. Residents making contact by telephone are more likely, compared to those emailing, to state that they chose this channel because it was easier / more convenient (35% cf. 23%), and that it would give a quicker / immediate response (22% cf. 8%).

Fewer than half (44%) of all residents are confident that a repair or housing query would be followed up / completed if arranged online; supporting this, satisfaction with the contact experience is lower amongst those making contact by email compared to those making contact by telephone or in person.

In terms of how the Council as landlord keeps residents informed about services relevant to them, residents are most likely to prefer communication by letter or email; this is also the case amongst those who have visited the website in the last 12 months.

2.2   Use of email, the internet, and the Council's housing website

Leaseholders are significantly more likely compared to tenants to use email (69% cf. 59%); and the internet (71% cf. 62%). Tenants accessing the internet also do so in different ways; whilst three-quarters (76%) of online leaseholders most access the internet through a home laptop / computer / tablet, just 51% of online tenants give this response, whilst 45% of online tenants most access the internet via a smartphone.

Of tenants and leaseholders who are online, 39% and 48% respectively have visited the housing website in the last 12 months. A majority of both groups state that it was easy to find the information they were looking for.

2.3   Information provided to residents

Whilst residents use a wide range of information sources to find out about the Council's housing services, *Brightside* is much the most-mentioned source amongst both tenants and leaseholders, followed by another Council publication, *Homelife*. For each of the sources of information covered, around three-quarters rate the information provided as good (except for social media, which 64% rate as good but just 5% as bad).

2.4   Homelife

Over six in ten tenants and leaseholders (61% cf. 65%) have read at least one of the last four issues of *Homelife*. Amongst current *Homelife* readers, most (81%) rate the newsletter as good whilst just 3% rate it as poor.

 In terms of increasing readership, non-readers are markedly more likely to express interest in information on services / service charges (71%) compared to any other topic. As this is also narrowly the most-mentioned topic amongst *Homelife* readers, more prominent /

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extensive information on services and service charges may attract new readers, whilst not alienating existing readers.

Current *Homelife* readers are significantly more likely than non-readers to be satisfied with the overall service provided by their landlord; the way the Council runs the local area; and the way the landlord communicates with residents. Whilst no direct link between reading the newsletter and perceptions of the Council can be proven, this nonetheless suggests that *Homelife* may have a positive impact on perceptions.

3   Overall perceptions

All respondents were first of all asked to rate the Council on a series of measures relating to its role as landlord and more widely in terms of running the local area.

In terms of the overall service provided by the Council as landlord, more than three-quarters (78%) of tenants are satisfied, a significantly higher level of satisfaction compared to leaseholders (55% satisfied). Whilst higher satisfaction levels amongst tenants are typical of previous research carried out for the Council, differences in question wording mean that the findings cannot be directly benchmarked either against previous findings or against HouseMark data.

Figure 1: How satisfied are you with the overall service provided by your landlord? (All responses)
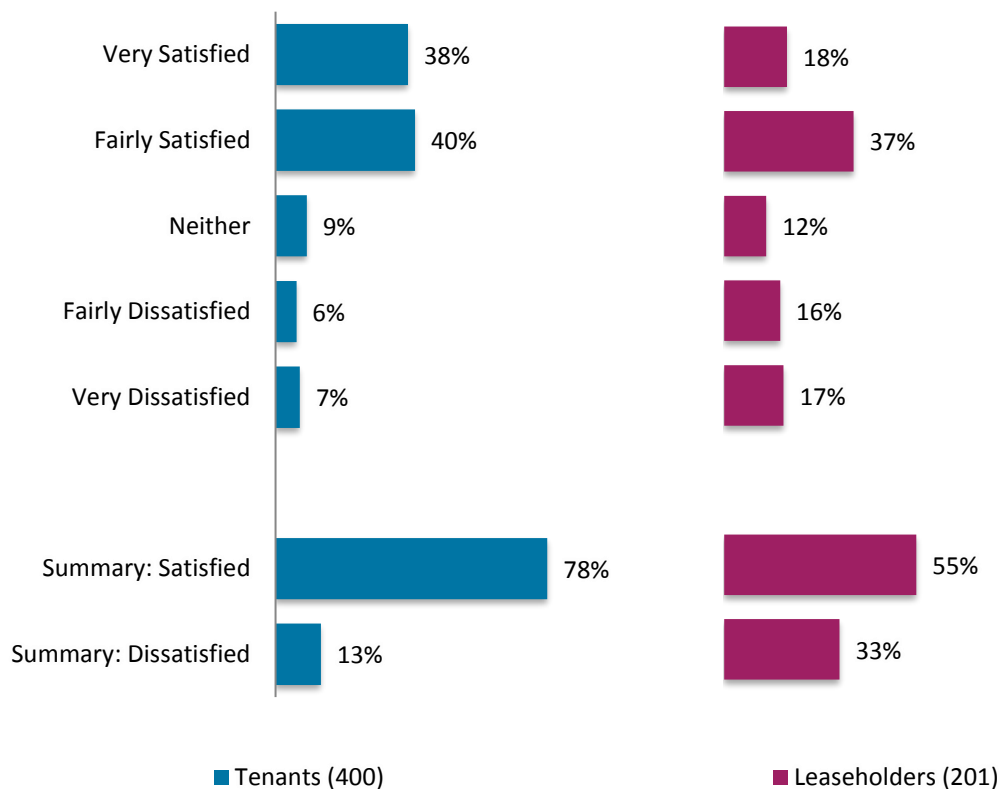
Unweighted sample bases in parentheses

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Respondents were then asked to rate the way the Council is running their local area. The question wording on this latest wave is shown below; prior to this wave, the wording used was *Taking everything into account, how satisfied or dissatisfied are you with the way Wandsworth Council is running your local area?* Comparisons over time are still likely to be valid despite this change.

Three-quarters (75%) of tenants are satisfied with the way the Council is running their local area, significantly more compared to leaseholders (59%). This difference is almost entirely driven by the higher proportion of tenants who are very satisfied (32% very satisfied cf. 17%).

Whilst satisfaction levels are down compared to the 2016 findings, this change is not statistically significant either for tenants or leaseholders; it should be noted that:

- The proportion very satisfied has increased slightly for tenants (+2% points) and leaseholders (+5% points);

- The sample size for this wave of research is lower than the 2016 research, where there were 1,007 tenant responses and 528 leaseholder responses, and may therefore not be as robust as the 2016 findings.

Table 1: How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? (All responses)

Year		Tenant (400)	Leaseholder (201)
2017	Very satisfied	**32%**	17%
	Fairly satisfied	43%	41%
	Neither	10%	15%
	Fairly dissatisfied	11%	15%
	Very dissatisfied	4%	**11%**
	Summary: Satisfied	**75%**	59%
	Summary: Dissatisfied	15%	**26%**
2016	Summary: Satisfied	78%	65%
	Summary: Dissatisfied	14%	22%
2015	Summary: Satisfied	77%	69%
	Summary: Dissatisfied	13%	17%
2014	Summary: Satisfied	80%	70%
	Summary: Dissatisfied	10%	14%

Respondents were also asked to evaluate how the Council interacts with residents as their landlord, first of all in terms of taking residents' views into account. Whilst almost three-quarters (73%) of tenants are satisfied on this aspect of the service they receive, fewer than half (47%) of leaseholders give this response.

This question has not been asked in comparable form on previous research for the Council.

Figure 2: How satisfied are you that your views are taken into account by your landlord? (All responses)

	Tenants (400)	Leaseholders (201)
Very Satisfied	37%	17%
Fairly Satisfied	35%	30%
Neither	10%	21%
Fairly Dissatisfied	8%	15%
Very Dissatisfied	9%	17%
Summary: Satisfied	73%	47%
Summary: Dissatisfied	17%	32%
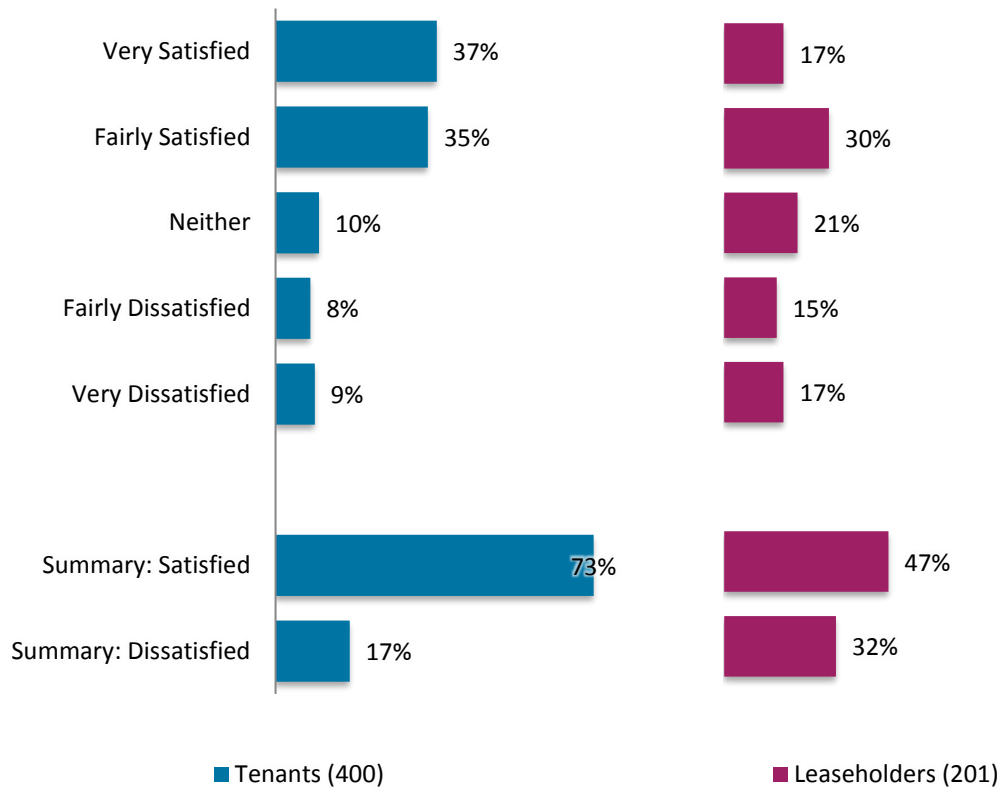
Unweighted sample bases in parentheses

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In terms of how the Council as landlord communicates with residents, satisfaction levels are also significantly higher amongst tenants, 72% of whom are satisfied, compared to leaseholders (56% satisfied). Compared to the 2013 communications survey, when this question was last asked, opinions have polarised somewhat in the meantime with increases both in the proportions very satisfied and the proportions very dissatisfied.

Table 2: Generally, how satisfied or dissatisfied are you with the way your landlord communicates with residents? (All responses)

	Tenants		Leaseholders	
	2013 (408)	2017 (400)	2013 (208)	2017 (201)
Very satisfied	25%	**37%**	13%	**17%**
Fairly satisfied	51%	**35%**	51%	**39%**
Neither	15%	**13%**	21%	**18%**
Fairly dissatisfied	6%	**7%**	12%	**11%**
Very dissatisfied	3%	**8%**	4%	**16%**
Summary: Satisfied	76%	**72%**	64%	**56%**
Summary: Dissatisfied	9%	**16%**	15%	**27%**

4   Contact with the Housing and Regeneration Department

The following section of the survey evaluates residents' experience of contacting the Housing and Regeneration Department. Respondents were first of all asked when they last contacted their landlord. The highest proportion have done this within the past month; whilst tenants are slightly more likely than leaseholders to have contacted their landlord within the past month, this difference is not statistically significant. Equal proportions within each group (6%) state they have never contacted their landlord.

Figure 3: When did you last contact your landlord? (All responses)

Within the past month — Tenants 42%, Leaseholders 35%
Within the past six months — Tenants 28%, Leaseholders 29%
Within the past year — Tenants 13%, Leaseholders 14%
Within the past two years — Tenants 5%, Leaseholders 7%
Over two years ago — Tenants 5%, Leaseholders 8%
Never contacted the department — Tenants 6%, Leaseholders 6%

■ Tenants (400)   ■ Leaseholders (201)

Unweighted sample bases in parentheses

Official
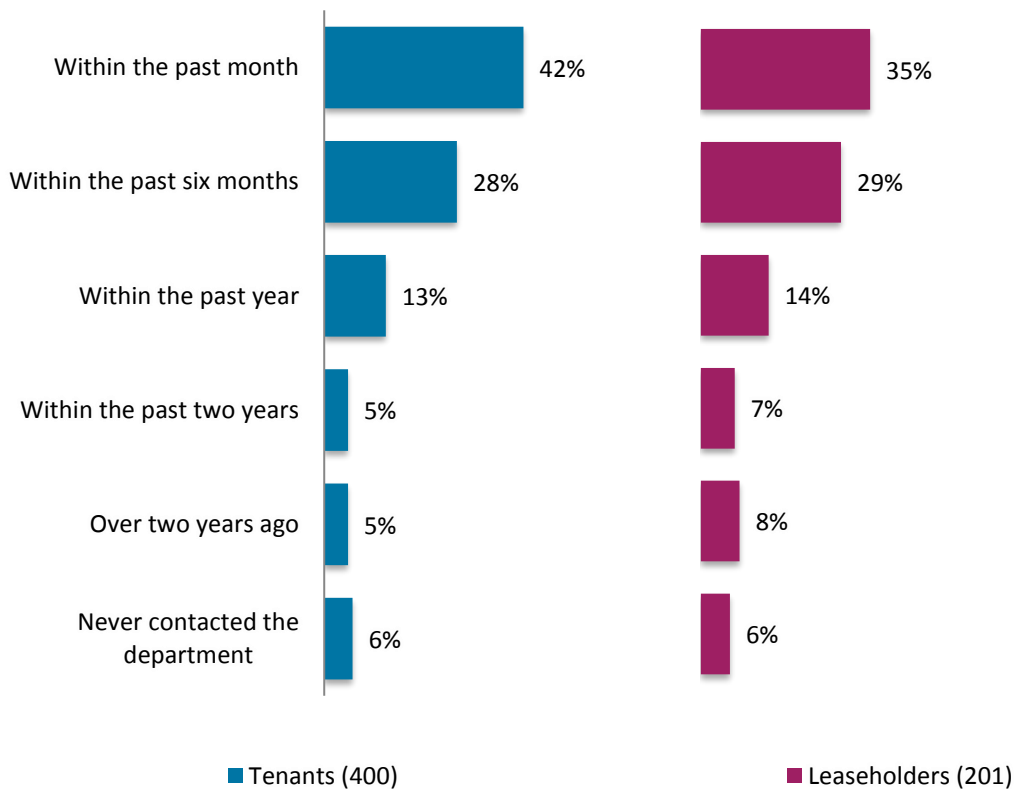
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4.1   Reason for last contact

Those making contact within the last 12 months were then asked the reason for their last contact. The list of reasons given in the script is as shown below, down to and including discussing service charges; however, 'other' responses were analysed and new codes created for recycling / rubbish collection related issues; general cleaning issues; and pest control, given the relatively high proportion mentioning these topics.

Much the most common reason for making contact, amongst both tenants and leaseholders, is to report a repair; however this is significantly higher as a reason for contact by tenants than leaseholders (64% cf. 38%). Amongst other differences between the two groups, leaseholders are significantly more likely to make contact in order to make a complaint (12%, compared to 6% of tenant contacts). This reflects the lower perceptions of the Council amongst leaseholders discussed in Section 3.

Table 3: What was this contact about? (All contacting their landlord in the last 12 months)

	Tenant (335)	Leaseholder (156)
To report a repair	**64%**	38%
To report noise nuisance	2%	3%
To report Anti-Social Behaviour	2%	5%
To discuss a tenancy/leasehold matter	2%	**5%**
To make a complaint	6%	**12%**
To discuss your housing situation e.g. transfer, adaptation	**8%**	0%
To discuss my rent	**9%**	1%
To discuss service charges	1%	3%
Recycling/rubbish collection related issues	<0.5%	**5%**
General cleaning issues	1%	**5%**
Pest control	1%	0%
Other	4%	**22%**

Official

4.2   Method of contact

Much the most commonly used channel of contact for both tenants and leaseholders is telephone; however, a significantly higher proportion of tenant contacts are made in this way (81% cf. 63%). Conversely, 25% of leaseholder contacts are by email, significantly higher compared to tenants (6%).

Table 4: How did you last contact your landlord? (All contacting their landlord in the last 12 months)

	Tenant (335)	Leaseholder (156)
Telephone	**81%**	63%
Letter	2%	2%
Email	6%	**25%**
In person	**11%**	5%
Internet/online request	<0.5%	2%
Other	1%	3%

The higher use of email to contact the Council appears to have little relationship to the higher levels of general email use amongst leaseholders, noted in Section 6. Amongst leaseholders who use email and have made contact in the last 12 months, 33% of contacts are made by email; amongst the equivalent tenant sub-group, just 8% of contacts were by email. The choice of traditional channels is therefore clearly dictated by more than just lack of access to email or the internet. The contact method findings can be analysed by the reason for contact; tenants / leaseholders making contact about a repair are significantly more likely to do so by telephone (83%) compared to those making a complaint (67% of whom make contact by telephone) or discussing their rent (58%). Base sizes for other contact reasons are too low to enable further analysis; however, this suggests that the Council will need to ensure that residents feel able to report non-urgent repairs electronically if more repairs enquiries - the leading reason for contact - are to be made via online / email channels.

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Respondents were also asked, as an open-ended question, the reasons for their choice of contact method. With base sizes too low for analysis of those making contact by letter or via an internet / online request, the figure below shows the leading responses from those making contact by telephone, email, or in person. Those making contact by telephone are more likely compared to those emailing to state that it is easier / more convenient (35% cf. 23%) and to mention the need for a quicker / immediate response (22% cf. 8%). In respect of a quicker / immediate response, this difference is statistically significant, and suggests that the Council will need to ensure that emails and online enquiries are responded to swiftly if use of these channels is to increase, especially for reporting [non-urgent] repairs. This is particularly important given that currently fewer than half (44%) are confident that a repair or housing query would be followed up / completed if arranged online (see Section 8).

Figure 4: Why did you use this method of contact? (All tenants and leaseholders contacting their landlord in the last 12 months - top 3 reasons)

Contact by telephone (388)
• It's easier / more convenient: 35%
• Quicker / immediate response (incl. it was an emergency): 22%
• Speak directly to someone / speak to someone specific: 13%

Contact by email (56)
• It's easier / more convenient: 23%
• Personal preference: 14%
• Quicker / immediate response (incl. it was an emergency): 8%

Contact in person (44)
• Personal preference: 19%
• Speak directly to someone / speak to someone specific: 12%
• It's easier / more convenient: 11%

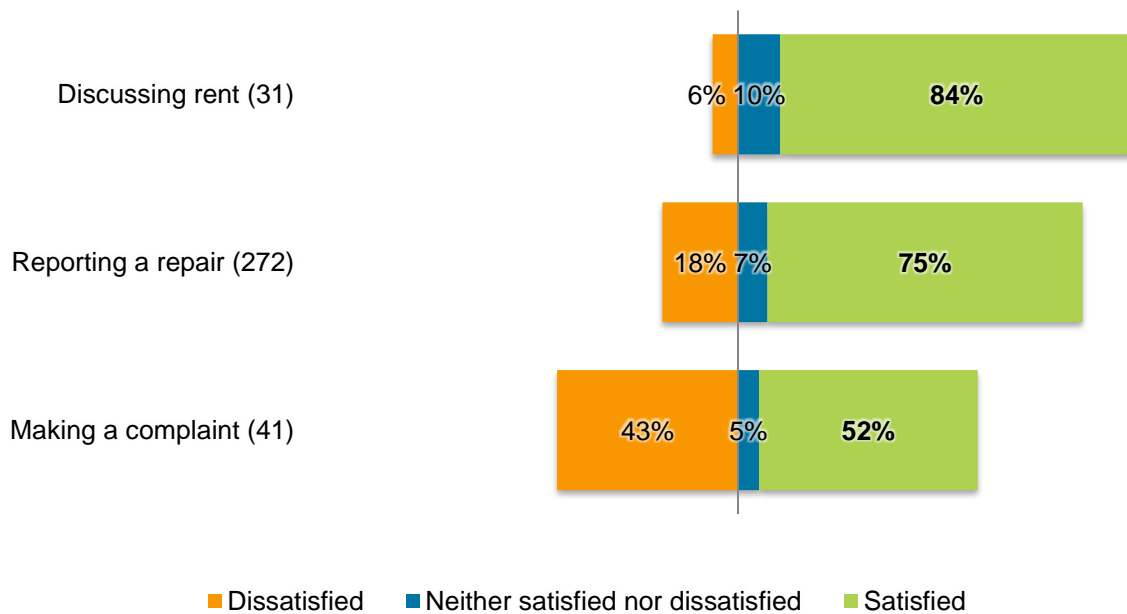Unweighted sample bases in parentheses

4.3   Perceptions of how last contact was handled

Respondents making contact were then asked to evaluate how the contact was dealt with. Approaching three-quarters (73%) of tenants making contact were satisfied with how the contact was dealt with, significantly higher compared to leaseholders (58%). This may partly reflect the higher proportion of complaints amongst leaseholder contacts; customer perceptions of complaints handling are typically lower compared to general enquiry handling. As Figure 5 below indicates, whilst three-quarters or more of those discussing rent or reporting a repair were satisfied with how the contact was handled, only just over half (52%) of those making a complaint were satisfied.

Table 5: When you last had contact, how satisfied were you with the way the contact was dealt with? (All contacting their landlord in the last 12 months)

	Tenant (335)	Leaseholder (156)
Very satisfied	**51%**	28%
Fairly satisfied	22%	**31%**
Neither	6%	8%
Fairly dissatisfied	7%	11%
Very dissatisfied	14%	**23%**
Summary: Satisfied	**73%**	58%
Summary: Dissatisfied	21%	**34%**

Figure 5: When you last had contact, how satisfied were you with the way the contact was dealt with? (All tenants / leaseholders contacting their landlord in the last 12 months in relation to a repair, a complaint, or to discuss rent)

Discussing rent (31): 6% 10% 84%
Reporting a repair (272): 18% 7% 75%
Making a complaint (41): 43% 5% 52%

■ Dissatisfied   ■ Neither satisfied nor dissatisfied   ■ Satisfied

Unweighted sample bases in parentheses

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By channel of communication, approaching three-quarters (73%) of those making contact in person or by telephone are satisfied with how the contact was dealt with. By contrast, those making contact by email are more likely to be dissatisfied (45%) than satisfied (40%). Satisfaction levels remain lower for those making contact by email even when complaints are excluded from email contacts (42% satisfied, 39% dissatisfied).

Figure 6: When you last had contact, how satisfied were you with the way the contact was dealt with? (All tenants / leaseholders contacting their landlord in the last 12 months by telephone, in person, or by email)
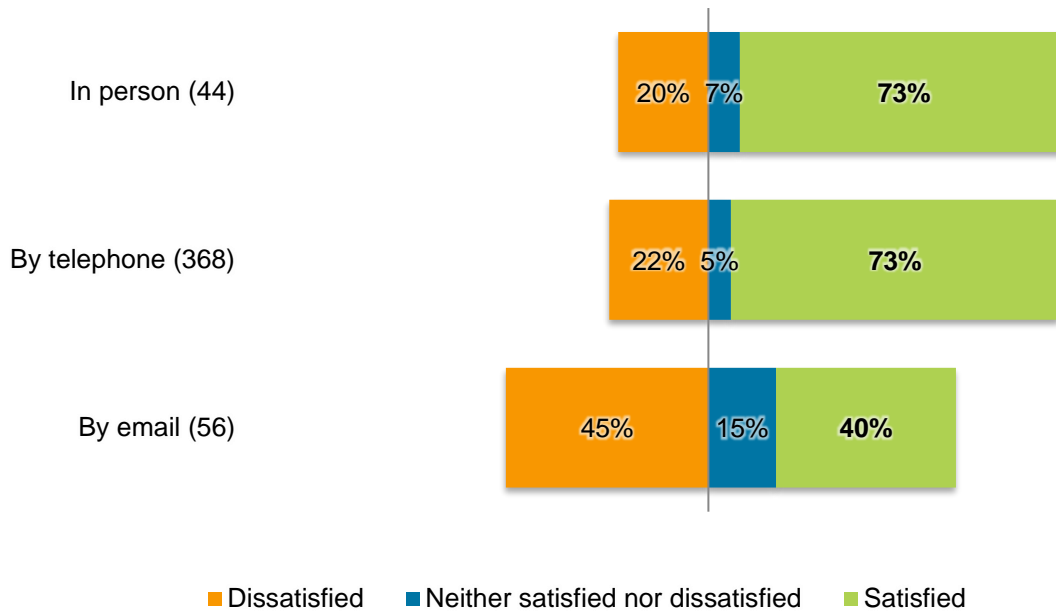
Unweighted sample bases in parentheses

4.3.1 Reason for negative perception of last contact

Those expressing dissatisfaction with their last contact were asked to select the main reason why, from a given list of options. The asterisked options below were created during data processing from responses coded by the interviewer as 'Other', whilst the other options shown were available to code by the interviewer. The main reasons for dissatisfaction are delays in getting a response (27%), followed by perceived unhelpfulness of staff (24%). These are the leading two reasons given by both tenants and leaseholders.

Due to the low sample size involved, these findings can only be broken down, in terms of the reason for contact, by those reporting a repair. Amongst this group, the same main reasons for dissatisfaction apply.

The data can also be analysed by those making contact by telephone or by email, although the findings for the latter should be treated with caution as they are based on 23 responses. Amongst both groups, the leading reason for dissatisfaction is, again, delay in getting a response.

Table 6: Why was this? (All tenants / leaseholders contacting their landlord in the last 12 months who were dissatisfied with how the contact was dealt with)

	Total (118)	Tenure		Reason for contact	Method of contact	
		Tenant (69)	Leaseholder (49)	Reporting a repair (48)	Telephone (78)	Email (23)
Delay in getting a response	**27%**	30%	23%	36%	30%	28%
Staff unhelpful	**24%**	25%	22%	22%	23%	18%
Outstanding/unresolved issues*	**13%**	13%	13%	17%	11%	11%
Difficult to get hold of the correct person	**12%**	13%	11%	13%	14%	7%
Not responding to the query/questions*	**8%**	4%	12%	2%	5%	21%
Unclear why the department contacted me	**2%**	3%	0%	0%	1%	0%
Not clear who to contact	**1%**	1%	0%	2%	1%	0%
Other	**14%**	10%	19%	8%	15%	15%

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5   Preferred methods of communication

Respondents were also asked how they would prefer their landlord to keep them informed about services relevant to them, and how they would prefer to contact their landlord. For the latter measure, respondents were asked to select their single most preferred method of contacting their landlord, whilst respondents were allowed to select multiple ways of being kept informed.

Amongst both tenants and leaseholders, letter is much the most-mentioned way of being kept informed, as Table 7 below indicates. Letter is also the most-mentioned channel even amongst tenants / leaseholders who use email or the internet:

- **Email users**: Two-thirds (66%) mention letter, followed by 53% who mention email;

- **Internet users**: Two-thirds (66%) mention letter, followed by 50% who mention email. Just 17% mention the website.

Unsurprisingly, interest in being kept informed via the website is highest amongst tenants / leaseholders who have **visited the housing website** in the last 12 months, at 26%. The same proportion mentioning the website applies to those who both visited the website and found it easy to find the information they needed (26%). However, those visiting the website are nonetheless much more likely to mention email (66%) and letter (63%). This may indicate that residents would prefer to be told directly of services relevant to them rather than regularly visiting the website in search of updates.

Table 7: Which of the following methods would you prefer your landlord to use to keep you informed about services relevant to you? (All responses)

	Tenant (400)	Leaseholder (201)
Telephone	**47%**	30%
Text/SMS	**26%**	12%
Email	31%	**39%**
Letter	73%	67%
In person	**24%**	16%
Via the website	12%	11%
Newsletter	**38%**	27%

In keeping with how most choose to contact the Housing and Regeneration Department currently, telephone is much the most preferred method of contact amongst both tenants and leaseholders, as the table below indicates. Just 1% of tenants and 2% of leaseholders would prefer to make contact via the website; this rises to just 3% of those visiting the housing website in the last 12 months.

By tenants / leaseholders who are online, the preferred means of contacting the Department are as follows:

- **Email users**: 72% would prefer to make contact by telephone, compared to 18% who would prefer to send an email;

- **Internet users**: 72% would prefer to make contact by telephone, compared to 17% who would prefer to send an email.

Table 8: And which is your preferred way to contact your landlord when you have an issue or need information? (All responses)

	Tenant (400)	Leaseholder (201)
Telephone	**82%**	71%
Text/SMS	1%	0%
Email	6%	**22%**
Letter	5%	2%
In person	5%	3%
Via the website	1%	2%

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6 Use of email and the internet

To set in context residents' use, and interest in using, the Council's online housing services, respondents were asked whether or not they use email or the internet.

Leaseholders are significantly more likely compared to tenants to use **email** (69% cf. 59%).

Leaseholders are also significantly more likely to use the **internet** (71% cf. 62% of tenants). Of those tenants / leaseholders who do not use the internet, whilst 42% state that the reason for this is that they do not have access at home, 44% also state that they lack confidence / skills.

There are no significant differences between tenants and leaseholders in the reasons given for not using the internet.

Figure 7: Do you use the internet? (All responses) / Why do you not use the internet? (All tenants / leaseholders who do not use the internet)
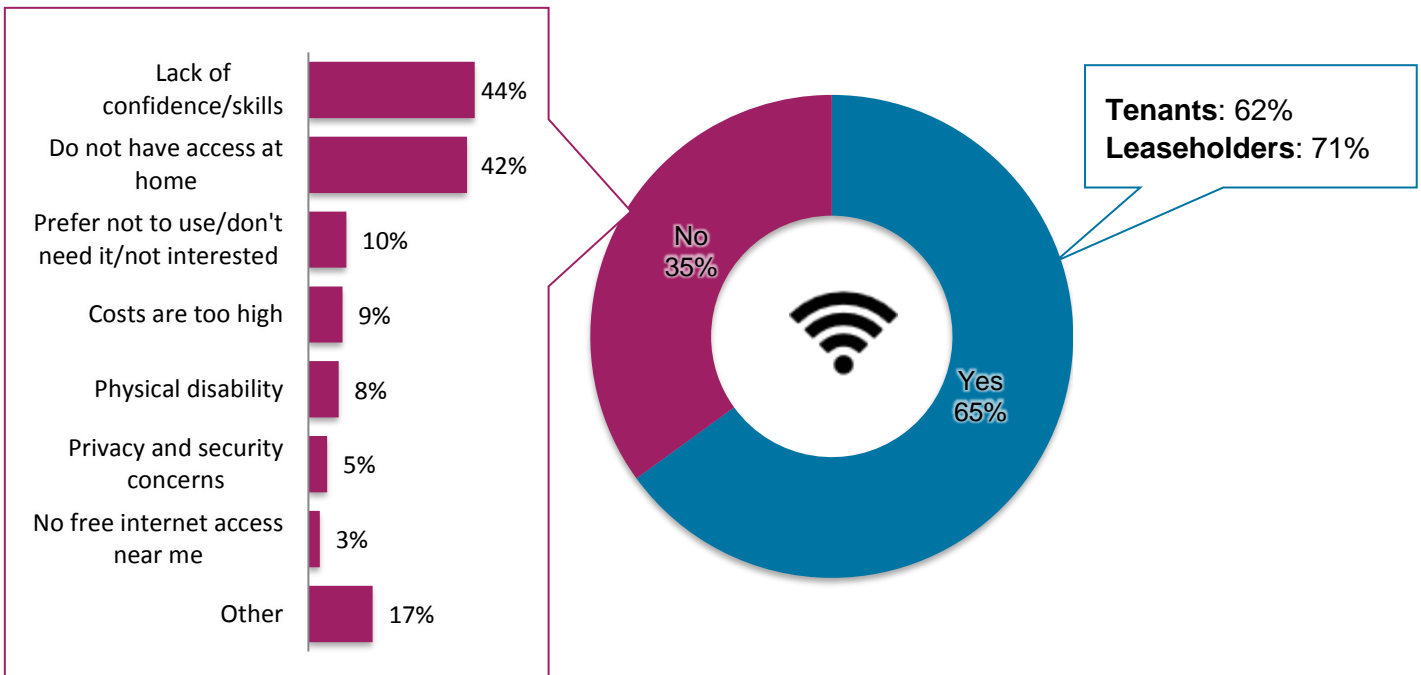
Those using the internet were then asked which one way they most use to access the internet. Three-quarters (76%) of online leaseholders most access the internet through a home laptop / computer / tablet. This is significantly more compared to tenants, almost half of whom are more likely to use a personal smartphone as their main way of accessing the internet (45%). Whilst some of these tenants may still use another, larger device such as a laptop, this emphasises the importance of ensuring that the website is mobile-friendly. It is also possible that some online tenants may find it harder to complete long forms online due to the way they access the internet.

Table 9: In which of these ways do you access the Internet the most? (All internet users)

	Tenant (247)	Leaseholder (141)
Through a home laptop/computer/tablet	51%	**76%**
Personal smartphone	**45%**	15%
At Work – through laptop/smartphone/other	2%	**7%**
Access via a computer in the community (e.g. library)	2%	2%

7   Use of housing website

All respondents who use the internet were asked whether or not they have visited the Council's housing website in the last 12 months. Amongst this group, 39% of tenants have visited the housing website in this time compared to 48% of leaseholders, although the difference between these two figures is not statistically significant. Amongst all residents (taking into account residents who are not online), 24% of tenants have visited the housing website compared to 34% of leaseholders.

Figure 8: Use of Council's housing website in last 12 months (All responses)

Tenants (400): 38% Do not use internet, 37% Use internet but not visited, 24% Visited

Leaseholders (201): 29% Do not use internet, 37% Use internet but not visited, 34% Visited

- Do not use internet
- Use internet but not visited housing website in last 12 months
- Visited housing website in last 12 months
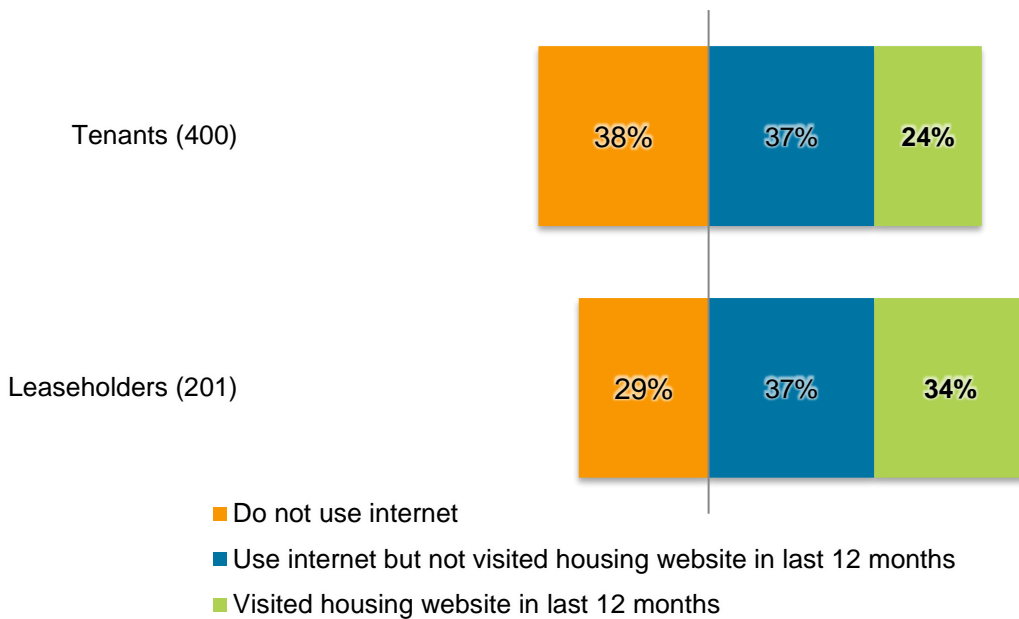
Unweighted sample bases in parentheses

Those visiting the housing website were then asked what they visited the website for. The code 'Find out contact details' was created during data processing from responses coded by the interviewer as 'Other', whilst the other options shown were available to code by the interviewer. It is clear from these findings that both tenants and leaseholders visit the website for a wide range of purposes. Whilst leaseholders are most likely to visit the website to make a complaint, this only accounts for 14% of leaseholder visits to the website. Tenants are most likely to visit the website to pay their rent or service charge (27%).

Table 10: What did you visit the website for? (All visiting the Council's housing website in the last 12 months)

	Tenant (98)	Leaseholder (65)
Report a repair or Anti-Social Behaviour	6%	7%
Pay rent/service charge	**27%**	7%
Sign into your housing account	3%	2%
Find out information about your estate	6%	3%
Find out information about housing services	17%	11%
Find out about council services available	8%	9%
To contact the department	12%	8%
Look at options for your tenancy or home ownership	**9%**	0%
Make a complaint	2%	**14%**
Find out contact details (incl. phone, email)	0%	**8%**
Other	9%	**32%**

Those visiting the website were then asked to rate how easy it was to find the information they were looking for. A majority of both groups state that it was easy to find the information they needed; however, tenants are significantly more likely than leaseholders to state that it was very easy (42% very easy cf. 23%).

Compared to the findings of the 2013 communications survey, when residents who had *ever* visited the Housing Department's website were asked how easy they had found it to access the required information, there has been no significant change in perceptions (on these findings, 68% of tenants and 70% of leaseholders stated it was easy to find the information they were looking for).

Table 11: How easy was it to find the information you were looking for? (All visiting the Council's housing website in the last 12 months)

	Tenant (98)	Leaseholder (65)
Very easy	**42%**	23%
Quite easy	30%	38%
Neither easy nor difficult	12%	14%
Quite difficult	6%	**21%**
Very difficult	10%	3%
Summary: Easy	71%	61%
Summary: Difficult	16%	24%

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Those who state that it was difficult to find what they needed were then asked why, as an open-ended question. Just 31 respondents were asked this question; of this small group (tenants and leaseholders), responses are classified as follows:

- Hard to use/ difficult to navigate/ not user-friendly: 46%;

- Too much information/ not what I was looking for: 39%;

- Other: 21%.

8   Online services

Through registering to use the Council's online housing services, tenants and leaseholders can complete transactions such as paying rent or service charges, viewing a statement, reporting non-urgent repairs, or tracking the progress of a repair. Despite their lower levels of internet use, tenants are significantly more likely than leaseholders to be registered to use these services (26% cf. 18%). Amongst all tenants / leaseholders, 23% are registered, or 31% of internet users.

Those not registered were asked why. Much the most common reason given is a preference for other methods to request services / information; this is the case for both tenants (62%) and leaseholders (58%).

The code 'Not interested / do not need it' was created during data processing from responses coded by the interviewer as 'Other', whilst the other options shown were available to code by the interviewer.

Figure 9: Reasons for not being registered to use the Council's housing online services (All tenants / leaseholders not registered to use housing online services)
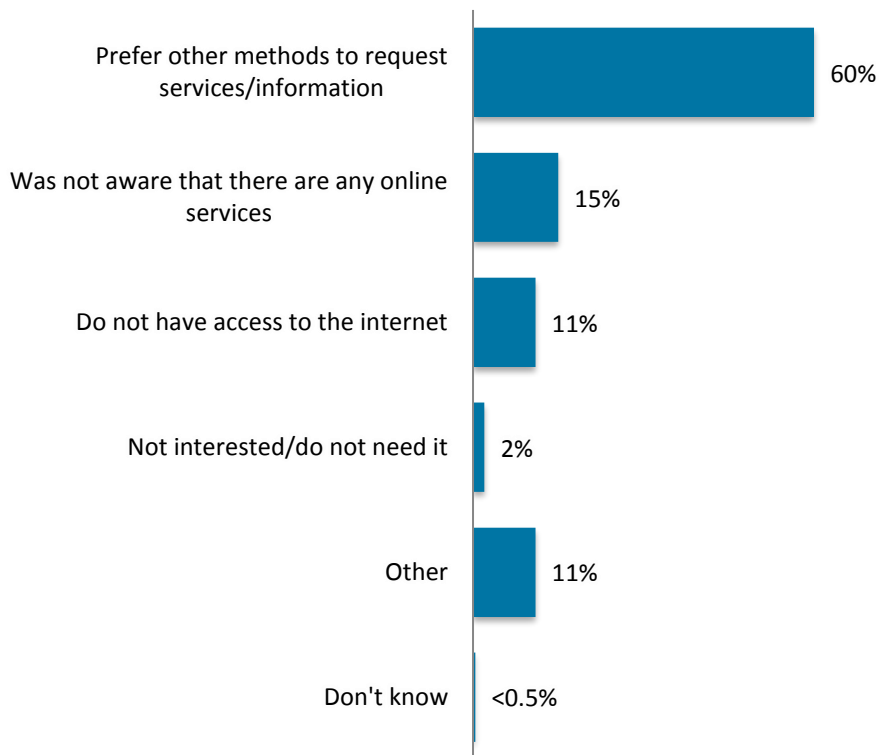
Unweighted sample base: 463

All respondents were then asked to state whether they would be confident in a repair or housing query being followed up / completed if they arranged it online. Fewer than half (44%) believe this would be the case, including 45% of tenants and 42% of leaseholders. As discussed later in this section, one reason for this is lack of internet access; however, even amongst those with internet access only half (51%) respond positively.

Amongst those whose last contact in the last 12 months was by email, just 42% believe their issue would be followed up / completed if arranged online. Amongst other key 'online' segments, shown below, no more than 57% give this response.

Figure 10: Proportion who would be confident in a repair or housing query being followed up / completed if arranged online (All tenant / leaseholder responses)
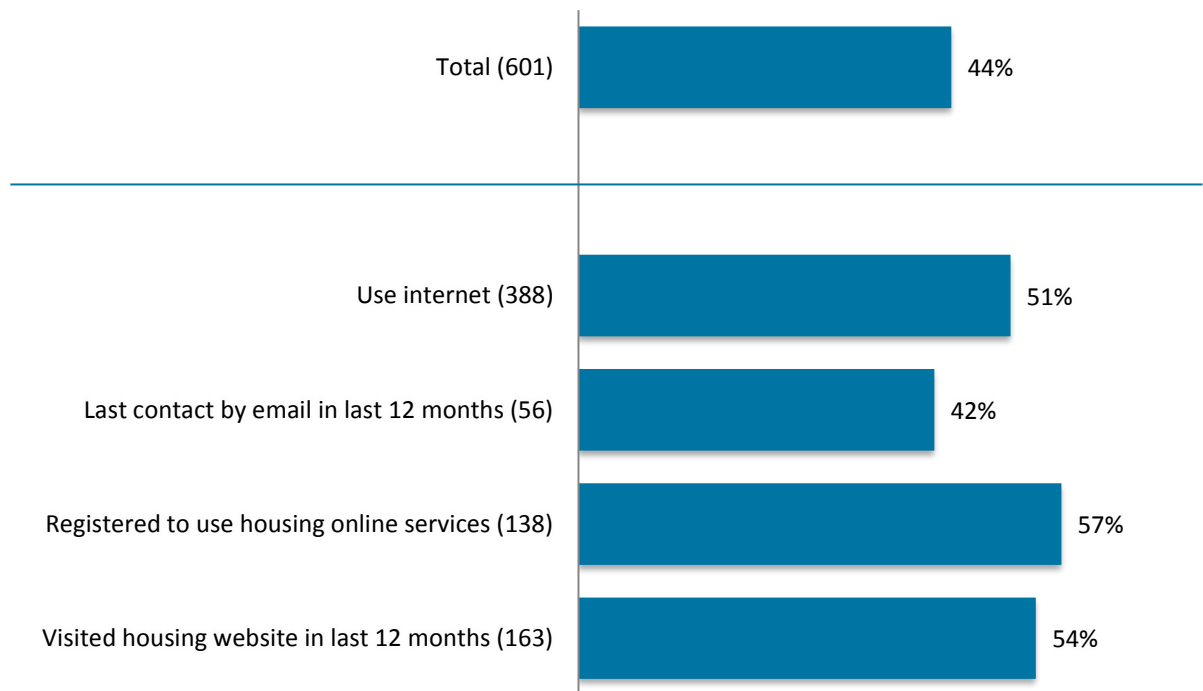
Unweighted sample bases in parentheses

Respondents stating that they are not confident that a repair / housing query would be followed up if arranged online were then asked why, as an open-ended question. Tenants are significantly more likely than leaseholders to state that they prefer to speak to someone on the phone or use other methods (35% cf. 20%), or that they don't know how to use the internet or computers (19% cf. 4%). This is in keeping with the lower levels of internet use amongst tenants discussed in Section 6.

Amongst leaseholders, the leading reason given is also preferring to speak to someone on the phone or use other methods.

Tenants (220)

- I prefer to speak to someone on the phone/other methods (35%)
- I don't know how to use the internet/computer illiterate (19%)
- Don't have a computer/internet (8%)

Leaseholders (113)

- I prefer to speak to someone on the phone/other methods (20%)
- I'm not confident/don't trust them (incl. privacy concerns) (10%)
- I get ignored/they don't respond (incl. need to see confirmation) (9%)

Communications Survey 2017

9   Specified online services

The following section of the survey aims to measure awareness of the services currently available on the Council's housing website, and potential interest in services that are not currently available online. In total, three quarters (76%) are aware of at least one of the services shown below. Whilst awareness of at least one online service is similar for both tenants (79%) and leaseholders (72%), awareness of the facility to pay rent / service charge, register to Homeswapper, and complete a Housing Options form is significantly higher amongst tenants, as the table below indicates.

Amongst key 'online' segments, awareness of at least one online service rises to 81% of internet users, 89% of those registered for online services, and 90% of those who have visited the website in the last 12 months.

Significant differences are only highlighted between tenants and leaseholders in the table below, as many of the online segments overlap substantially.

Table 12: Are you aware that the following services are available on the Council's housing website? (All tenant / leaseholder responses)

		Tenure		Online segments		
	Total (600)	Tenant (400)	Leaseholder (200)	Use internet (387)	Registered for online services (138)	Visited website in last 12 months (162)
Pay rent/service charge online	**63%**	<u>**66%**</u>	57%	67%	84%	83%
Register to Homeswapper to look for mutual exchange partners	**44%**	<u>**52%**</u>	29%	46%	54%	53%
Report graffiti	**44%**	41%	49%	44%	52%	49%
Order and track a repair online	**40%**	43%	35%	40%	53%	43%
Complete a Housing Options form	**38%**	<u>**44%**</u>	27%	40%	51%	45%
Find out if and when major works are taking place on your estate	**33%**	33%	31%	32%	39%	35%
Not aware of any of these online services	**24%**	21%	28%	19%	11%	10%
Summary: Any	**76%**	79%	72%	81%	89%	90%

Those stating that they were not aware of any of these online services were then read an explanation of the online facilities available:

> *Tenants and leaseholders can go to the Council's webpages and self-manage a number of aspects related to their property, including reporting a repair. You can either request a non-urgent repair to your home or communal areas using a simple online housing repair form, or you can register for online services which gives you access to report and track a repair, as well as view your rent account and make payments. Housing options forms can currently be completed online and soon housing applications will also be available.*

Following this explanation, fewer than half - 39% of tenants and 38% of leaseholders - agree that they would now be likely to use online services in the future. However, this is driven in particular by residents who do not use the internet; amongst residents who do use the internet, two-thirds (66%) state that they would be likely to use online services.

Figure 11: Now that you are aware of this, how likely are you to use online services in the future? (Tenants / leaseholders not aware of specified online services)
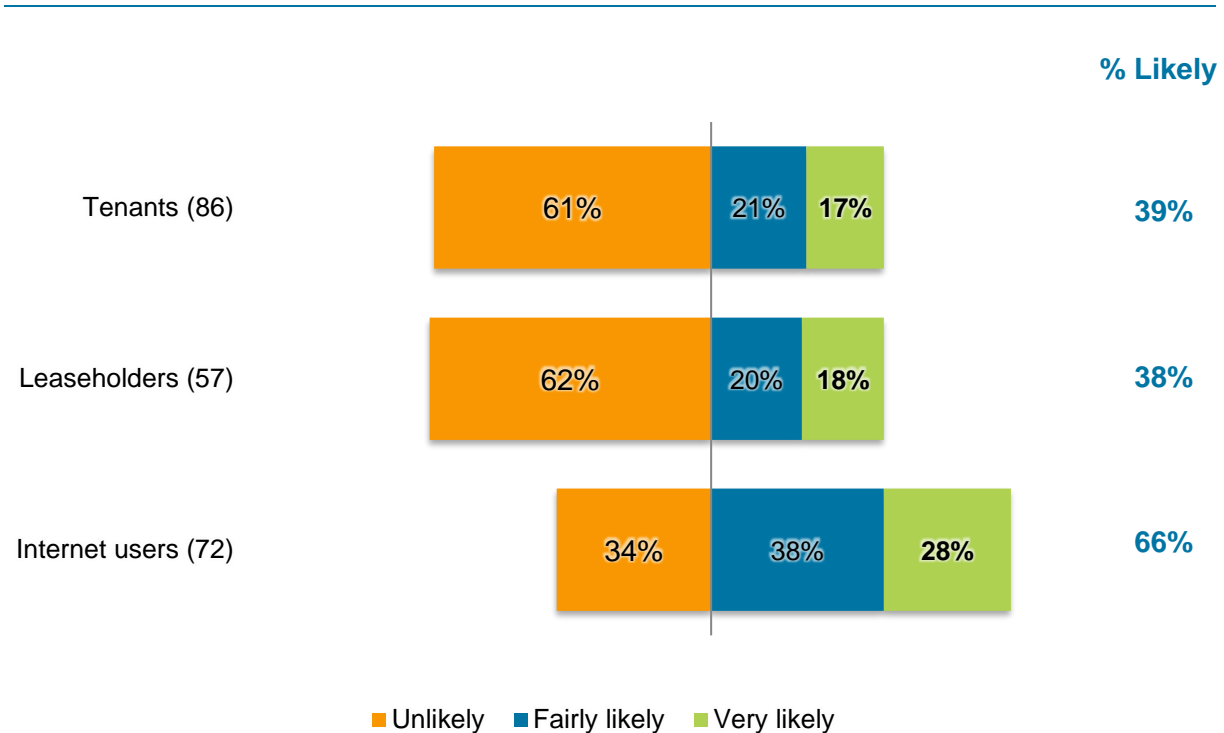
% Likely

Tenants (86)	61% / 21% / 17%	**39%**
Leaseholders (57)	62% / 20% / 18%	**38%**
Internet users (72)	34% / 38% / 28%	**66%**

■ Unlikely ■ Fairly likely ■ Very likely

Unweighted sample bases in parentheses

Communications Survey 2017

Respondents were then asked which of a given list of services they would like to see on the website in the future. As some of the services below are only relevant to tenants, the findings are shown separately here for tenants and leaseholders. A minimum of 48% of tenants state that the services shown would be useful or quite useful, with interest highest in booking an appointment to see the estate manager (64% state this would be useful or quite useful). Amongst tenants who use the internet, around seven in ten state that this would be useful / quite useful (72%), and also the facility to view their position on the housing waiting list (69%).

Figure 12: Proportion who would find online services useful / quite useful (Tenant responses)
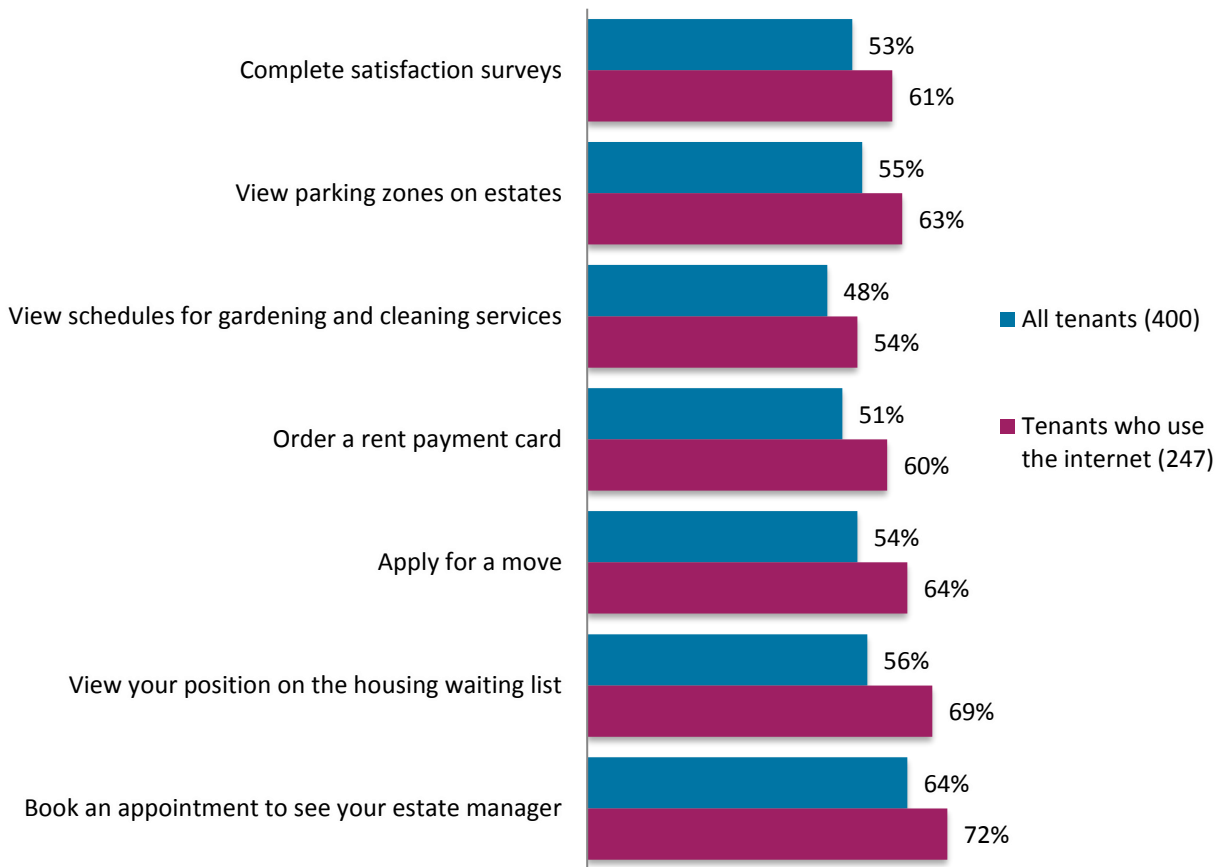
Unweighted sample bases in parentheses

Amongst leaseholders, interest is clearly highest in terms of being able to book an appointment online to see the estate manager (59% of all leaseholders / 67% of online leaseholders). Around half are interested in the other services that would be directly relevant to leaseholders.

Figure 13: Proportion who would find online services useful / quite useful (Leaseholder responses)

Unweighted sample bases in parentheses

Communications Survey 2017
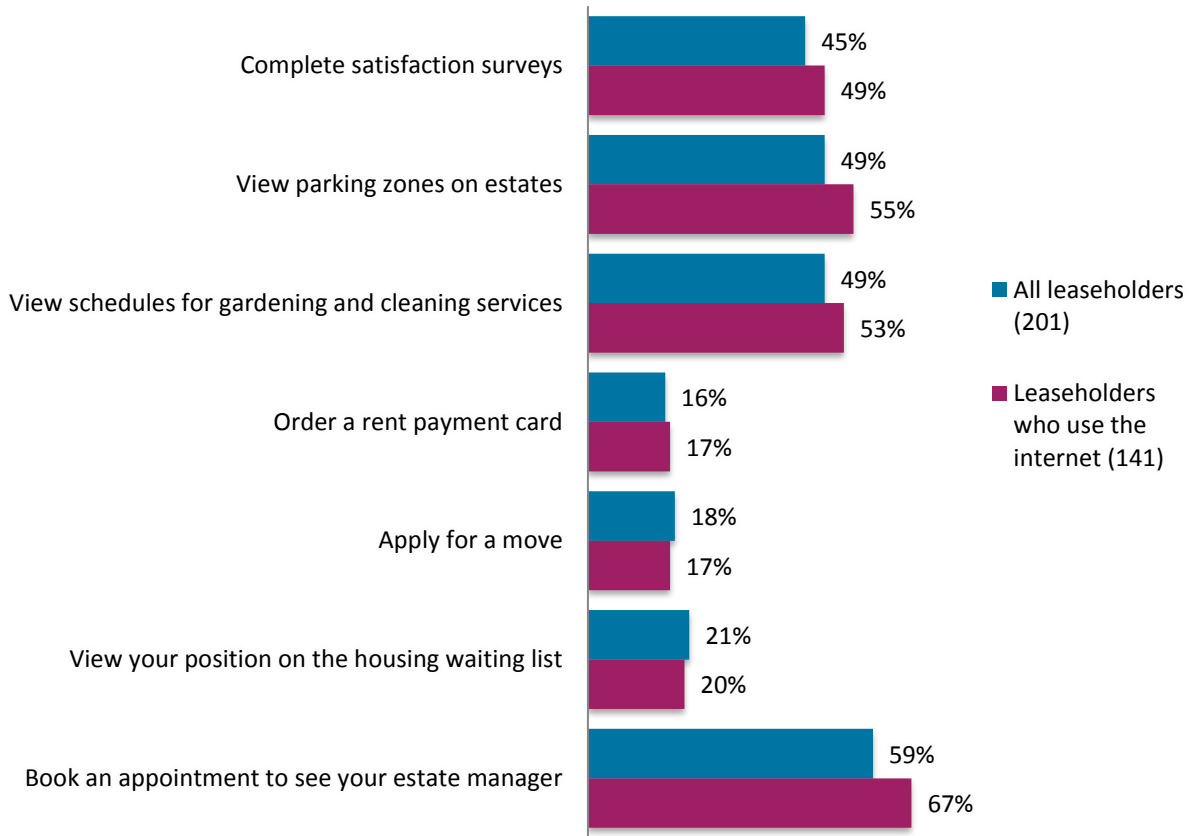
10 Information provided to residents

Residents use a wide range of sources to find out about the Council's housing services. To determine which sources are most widely used and how they are perceived, respondents were read a list of information sources and asked which provide them with information about the Council's housing services. Much the most-mentioned source amongst both tenants and leaseholders is *Brightside*, followed by another Council publication, *Homelife*. However, word of mouth in the form of local people / neighbours is also an important source of information (mentioned by 37% of tenants and 32% of leaseholders). Tenants are also significantly more likely compared to leaseholders to mention friends and family (28% cf. 15%).

Amongst tenants who use the internet, 37% mention the Council's website as a source of information about the Council's housing services, but more mention *Brightside* (69%), *Homelife* (47%), and local people / neighbours (39%).

Amongst leaseholders who use the internet, 36% mention the Council's website, but more mention *Brightside* (62%) and *Homelife* (38%).

Table 13: Do any of these information sources provide you with information about the Council's Housing services? (All responses)

	Tenant (400)	Leaseholder (201)
Homelife	45%	41%
Brightside	68%	63%
Local Press	19%	15%
Council's website	25%	27%
Social media	14%	9%
Email Alerts from the Council	18%	16%
Text Messages/SMS	**11%**	6%
Estate manager/member of staff	31%	29%
Residents' Association (verbal)	16%	14%
Residents' Association (newsletter)	26%	24%
Estate noticeboards	26%	25%
Friends and family	**28%**	15%
Local people/neighbours	37%	32%
None	10%	10%

Respondents mentioning the sources above were then asked to evaluate the information they receive from them (local press, friends and family, and local people / neighbours were excluded from this question). Due to low sample sizes for leaseholders for some of the sources shown, the results for this question are shown combined for tenants and leaseholders. Up to 8% coded the 'not applicable' option, which is not shown on the figure below.

Perceptions are similar for each source (72% - 78% rating 'good') except for social media, which 64% rate as good. Estate noticeboards are the source most identified as 'bad' in terms of the information provided (10%); this is driven by leaseholders, 21% of whom rate the information provided as bad compared to 4% of tenants. 53 responses were received from leaseholders at this question, meaning that the responses can be analysed according to tenure.

Figure 14: How would you rate the information available from...? (All tenants / leaseholders who receive information about the Council's housing services from each source)

Source	Good	Neither good nor bad	Bad
Homelife (267)	72%	19%	5%
Brightside (401)	78%	17%	3%
Council's website (154)	76%	17%	4%
Social media (72)	64%	23%	5%
Email Alerts from the Council (102)	72%	16%	5%
Text Messages/SMS (56)	76%	16%	5%
Estate manager/member of staff (184)	72%	17%	6%
Residents' Association (verbal) (94)	77%	18%	3%
Residents' Association (newsletter) (150)	75%	19%	1%
Estate noticeboards (155)	72%	14%	10%

■ Good ■ Neither good nor bad ■ Bad

Unweighted sample bases in parentheses

Communications Survey 2017

11 Homelife

The Council's housing newsletter *Homelife* is a key way for the Council to communicate news about service developments and news about the local community. It is delivered four times a year, and respondents were asked which of the last four issues they have read, if any. The proportion of tenants / leaseholders reading any of these issues is similar at 61% and 65% respectively; however, there are indications that leaseholders read *Homelife* more intensively, as this group is significantly more likely compared to tenants to have read all four issues (45% cf. 33%).

Table 14: The Council's housing newsletter 'Homelife' is delivered to all tenants and leaseholders four times a year. Of the last four issues how many have you read? (All responses)

	Tenant (400)	Leaseholder (201)
None	39%	35%
One	8%	6%
Two	**14%**	9%
Three	7%	6%
Four	33%	**45%**
Summary: Any	61%	65%

All respondents were then asked which, from a given list of topics, would interest them more as content for *Homelife*. As the table overleaf indicates, there is no clear preference, with all the topics attracting interest from at least 44% of tenants / 37% of leaseholders; although tenants are significantly more likely than leaseholders to express an interest in content relating to new homes and leaseholders are significantly more likely to mention information on services / service changes.

Table 15: What type of articles/subjects would interest you more? (All responses)

	Tenant (400)	Leaseholder (201)
Profiles of different areas of the borough	44%	44%
Anti-Social Behaviour	60%	68%
Performance information	54%	61%
New Homes	**57%**	46%
Information on different sections of the housing and regeneration department	52%	52%
Wider housing news (London or national)	48%	51%
Interviews with residents	44%	37%
Information about local events	64%	71%
Information on services and service changes	70%	**80%**
Other	4%	10%

These findings can then be analysed in terms of current readership. Unsurprisingly, tenants / leaseholders reading any of the issues (or all four) are more likely to express an interest in each of the listed topics, compared to those reading none. However, even amongst those reading none of the issues at least 35% express interest in the individual listed topics.

The top three areas of interest are shown below, for those reading none of the last four issues, and those reading any. As this shows, the most-mentioned topics are the same for both groups; however, non-readers are markedly more likely to be interested in information on services / service charges (71%) compared to any other topic. On this evidence, more prominent / extensive information on services and service charges may attract new readers, whilst not alienating existing *Homelife* readers.

The top three areas of interest are the same for those reading all four issues, and for tenants / leaseholders (whether reading any issue / all four issues / none).

Reading no issues

- Information on services and service charges (71%)
- Information about local events (57%)
- Anti-social behaviour (56%)

Reading any issues

- Information on services and service charges (76%)
- Information about local events (72%)
- Anti-social behaviour (67%)
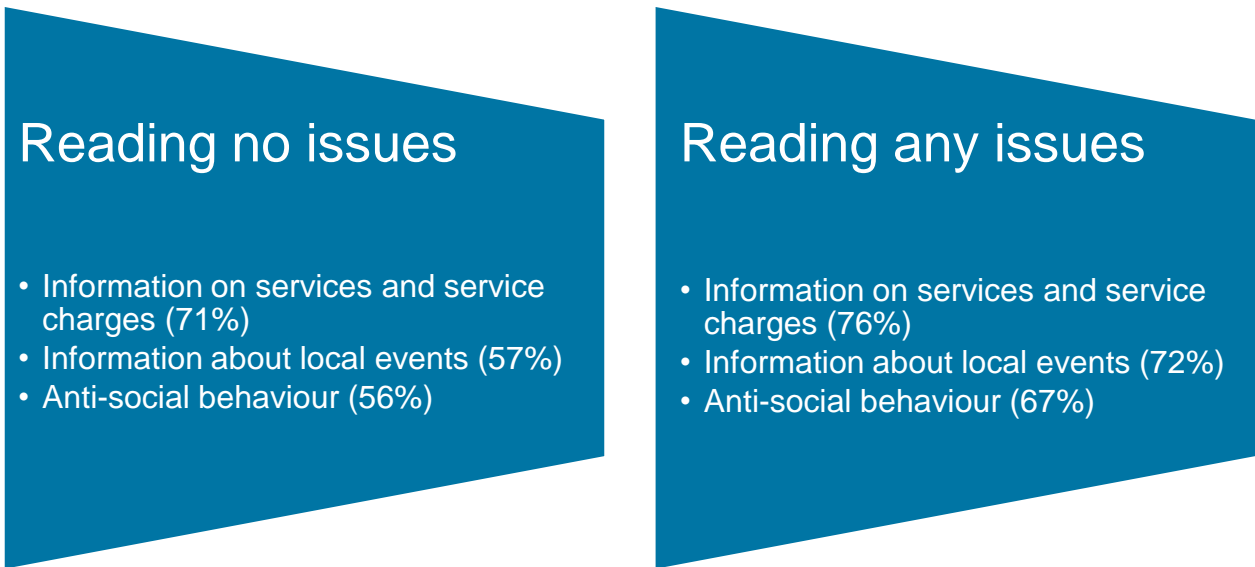
Communications Survey 2017

11.1 Rating of Homelife

All respondents were then asked to rate their overall opinion of *Homelife*. As the table below indicates, the proportion rating the newsletter as very / fairly good is markedly higher than the proportion rating it as very / fairly poor. However, tenants are significantly more likely compared to leaseholders to rate *Homelife* positively.

Table 16: What is your overall opinion of Homelife? (All responses)

	Tenant (400)	Leaseholder (201)
Very Good	**22%**	14%
Good	47%	40%
Neither Good nor Poor	8%	**16%**
Poor	2%	4%
Very Poor	1%	1%
Don't Know	19%	24%
Summary: Good	**69%**	54%
Summary: Poor	3%	6%

Amongst *Homelife* readers (whether defined as those reading any issue or all four), more than four in five rate *Homelife* as very / fairly good, whilst just 3% rate it as very poor / poor. Amongst non-readers, the proportion stating that they don't know is, naturally, high at 48%; however, this group is much more likely to rate *Homelife* positively (35%) than negatively (6%). This suggests that many residents not currently reading *Homelife* are nonetheless prepared to view the newsletter positively.

Table 17: Opinion of Homelife - By readership (All tenant and leaseholder responses)

	Read no issues (223)	Read any issues (378)	Read all four issues (224)
Very Good	8%	**26%**	**28%**
Good	26%	**55%**	**55%**
Neither Good nor Poor	11%	11%	10%
Poor	4%	2%	2%
Very Poor	2%	1%	1%
Don't Know	**48%**	5%	4%
Summary: Good	35%	81%	83%
Summary: Poor	**6%**	3%	3%

Those rating *Homelife* as poor were then asked to give their reason(s) from a given list of options. Just 25 respondents rated *Homelife* as poor; the base for this question is therefore low and the findings should be treated with caution. The findings from this question are as follows:

- Not interested in what the housing and regeneration department is doing: 34%

- Information not useful: 26%

- Style and content: 12%

- Not aimed at age range: 4%

- Other: 47%

11.2 Impact of Homelife on perceptions of the Council

Perceptions of the Council, discussed earlier in this report, can also be set in the context of readership of *Homelife*. As the table below indicates, those reading any issues of *Homelife* are significantly more likely than non-readers to be satisfied, and significantly less likely to be very dissatisfied, with the overall service provided by their landlord; the way the Council runs the local area; and the way the landlord communicates with residents. They are also more likely to be very satisfied. Whilst no direct link between reading the newsletter and perceptions of the Council can be proven, this nonetheless suggests that *Homelife* may have a positive impact on perceptions.

There are no significant differences on the measures shown when comparing those who have read all four issues compared to those reading any issues.

Table 18: Impact of Homelife on perceptions of the Council / landlord (All tenant and leaseholder responses)

	Overall service provided by landlord		Way Council runs local area		Way landlord communicates with residents	
	Read no issues (223)	Read any issues (378)	Read no issues (223)	Read any issues (378)	Read no issues (223)	Read any issues (378)
Very satisfied	24%	**35%**	21%	**31%**	25%	32%
Fairly satisfied	39%	39%	40%	43%	34%	37%
Neither	12%	9%	**17%**	9%	**18%**	12%
Fairly dissatisfied	10%	9%	12%	12%	7%	9%
Very dissatisfied	**15%**	8%	**10%**	5%	**15%**	8%
Summary: Satisfied	63%	**74%**	61%	**74%**	59%	**70%**
Summary: Dissatisfied	**25%**	17%	22%	17%	22%	18%

12 Appendix 1: Survey questionnaire

INTERVIEWER NAME:				INTERVIEW DATE:						
INTERVIEWER I.D. NUMBER				INTERVIEW DAY:						
				MON 1	TUE 2	WED 3	THU 4	FRI 5	SAT 6	SUN 7

ASK TO SPEAK TO THE NAMED CONTACT #TenantName#.

Good morning/afternoon/evening. My name is …………………… and I am calling from BMG Research, an independent research company carrying out a survey on behalf of Wandsworth Council. It is important for the council to understand how residents feel about the services they are providing so that they can be sure that they are delivering them in the way and to the standard that residents want.

The survey will take 10 - 15 minutes to complete and all of the answers you give me will be treated in the strictest confidence. Your own responses will not be passed back to Wandsworth Council; they will only receive the overall responses from this survey grouped together. By taking part in this survey you will be providing information that can be used by Wandsworth Council to improve the service they provide to their residents.

- NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR:

Laura Hood, Policy & Performance Officer, Wandsworth Council, Tel:020 8871 7047

Kay Willman, Policy & Performance Manager, Wandsworth Council, Tel:020 8871 6596

IF NOT CONVENIENT, ARRANGE TIME / DAY FOR CALL BACK

Q1 Am I speaking to (named contact).....or his/her partner? CODE ONE ONLY

Yes	1	Continue
No	2	Ask to speak to relevant person

The Housing and Regeneration Department provides housing management and advice services to Wandsworth council residents. The Council is looking to develop more online contact options in the future and would welcome your views on current and future communication methods. Could I now ask you some questions about the ways in which the Council's housing services communicates with and contacts you? I will begin with asking some questions about the service in general, followed by questions about communications.

<div style="text-align:center">Communication Survey 2017</div>

ASK ALL

Q2   How satisfied are you that your views are taken into account by your landlord? READ OUT AND CODE ONE ONLY

Very Satisfied	1
Fairly Satisfied	2
Neither	3
Fairly Dissatisfied	4
Very Dissatisfied	5

Q3   How satisfied are you with the overall service provided by your landlord? READ OUT AND CODE ONE ONLY

Very Satisfied	1
Fairly Satisfied	2
Neither	3
Fairly Dissatisfied	4
Very Dissatisfied	5

Q4   How satisfied or dissatisfied are you with the way Wandsworth Council is running your local area? READ OUT AND CODE ONE ONLY

Very Satisfied	1
Satisfied	2
Neither Satisfied nor dissatisfied	3
Dissatisfied	4
Very Dissatisfied	5

Communications Survey 2017

Q5   Generally, how satisfied or dissatisfied are you with the way your landlord communicates with residents? READ OUT AND CODE ONE ONLY

Very Satisfied	1
Fairly Satisfied	2
Neither	3
Fairly Dissatisfied	4
Very Dissatisfied	5

CONTACT WITH THE HOUSING AND REGENERATION DEPARTMENT

Q6   When did you last contact your landlord? READ OUT AND CODE ONE ONLY

Within the past month	1	
Within the past six months	2	GO TO Q7
Within the past year	3	
Within the past two years	4	
Over two years ago	5	GO TO Q12a
Never contacted the department	6	

Q7   What was this contact about? READ OUT AND CODE ONE ONLY

To report a repair	1
To report noise nuisance	2
To report Anti-Social Behaviour	3
To discuss a tenancy/leasehold matter	4
To make a complaint	5
To discuss your housing situation e.g. transfer, adaptation	6
To discuss my rent	7
To discuss service charges	8
Other (please specify_____)	9

Q8   How did you last contact your landlord? READ OUT AND CODE ONE ONLY

Telephone	1
Letter	2
Email	3
Text/SMS	4
In Person	5
Internet/online request	6
Other (please specify_____)	7

Q9   Why did you use this method of contact? WRITE IN VERBATIM

<u>EASE OF CONTACT</u>

Q10   When you last had contact, how satisfied were you with the way the contact was dealt with? READ OUT AND CODE ONE ONLY

Very satisfied	1	GO TO Q12a
Fairly satisfied	2	
Neither	3	
Fairly dissatisfied	4	GO TO Q11
Very dissatisfied	5	GO TO Q11

Communications Survey 2017

Q11   Why was this? READ OUT AND CODE ONE ONLY

Staff unhelpful	1
Delay in getting a response	2
Difficult to get hold of the correct person	3
Not clear who to contact	4
Unclear why the department contacted me	5
Other (please specify_____)	6

Q12a   Which of the following methods would you prefer your landlord to use to keep you informed about services relevant to you? READ OUT. MULTICODE

Q12b   And which is your preferred way to contact your landlord when you have an issue or need information? READ OUT. SINGLE CODE

	Q12a	Q12b
Telephone	1	1
Text/SMS	2	2
Email	3	3
Letter	4	4
In Person	5	5
Via the website	6	6
Newsletter	7	7

EMAIL/INTERNET

Q13   Do you use Email or the Internet? READ OUT AND CODE ONE ONLY

	Yes	No
Internet	1	2
Email	1	2

IF NO TO INTERNET AT Q13 ASK Q14. IF YES SKIP TO Q16.

Q14   Why do you not use the Internet? READ OUT AND CODE EACH AS APPROPRIATE

Do not have access at home	1	GO TO Q21
Costs are too high	2	GO TO Q21
No free internet access near me	3	GO TO Q21
Physical disability	4	GO TO Q21
Privacy and security concerns	5	GO TO Q15
Lack of confidence/skills	6	GO TO Q15
Other (please specify_____)	7	

Q15   Would you be interested in a computer or internet training course to support your concerns and/or to improve your skills? READ OUT AND CODE ONE ONLY

Yes	1	GO TO Q15a
No	2	GO TO Q21

Q15a   Would you be happy for us to pass your interest back to Wandsworth Council so they can contact you about this? READ OUT AND CODE ONE ONLY

Yes	1	GO TO Q21
No	2	GO TO Q21

Q16   In which of these ways do you access the Internet the most? READ OUT AND CODE ONE ONLY

Through a home laptop/computer/tablet	1
Personal smartphone	2
At Work – through laptop/smartphone/other	3
Access via a computer in the community (e.g. library)	4

Communications Survey 2017

Q17   Have you visited the Council's housing website in the last 12 months? READ OUT
AND CODE ONE ONLY

Yes	1	Go to Q18
No	2	Go to Q21

Q18   What did you visit the website for? READ OUT AND CODE ONE ONLY

Report a repair or Anti-Social Behaviour	1
Pay rent/service charge	2
Sign into your housing account	3
Find out information about your estate	4
Find out information about housing services	5
Find out about council services available	6
To contact the department	7
Look at options for your tenancy or home ownership	8
Make a complaint	9
Other (please specify_____)	10

Q19   How easy was it to find the information you were looking for? READ OUT AND
CODE ONE ONLY

Very Easy	1	GO TO Q21
Quite Easy	2	GO TO Q21
Neither easy nor difficult	3	GO TO Q21
Quite difficult	4	GO TO Q20
Very difficult	5	GO TO Q20

Q20   Why didn't you find it easy to use? WRITE IN VERBATIM

ONLINE SERVICES

Q21   Are you registered to use the Council's housing online services, e.g. paying rent/service charge online? READ OUT AND CODE ONE ONLY

Yes	1	Go to Q23
No	2	Go to Q22

Q22   Why not? READ OUT AND CODE ONE ONLY

Do not have access to the internet	1
Was not aware that there are any online services	2
Prefer other methods to request services/information	3
Other (please specify_____)	4

Q23   Would you be confident in a repair or housing query being followed up / completed if you arranged it online? READ OUT AND CODE ONE ONLY

Yes	1	Go to Q25
No	2	Go to Q24

Q24   Why not? WRITE IN VERBATIM

Communications Survey 2017

Q25   Are you aware that the following services are available on the Council's housing website? READ OUT AND CODE WHERE KNOWN

Order and track a repair online	1	GO TO Q27
Pay rent/service charge online	2	GO TO Q27
Register to Homeswapper to look for mutual exchange partners	3	GO TO Q27
Report graffiti	4	GO TO Q27
Complete a Housing Options form	5	GO TO Q27
Find out if and when major works are taking place on your estate	6	GO TO Q27
Not aware of any of these online services	7	GO TO Q26

Tenants and leaseholders can go to the Council's webpages and self-manage a number of aspects related to their property, including reporting a repair. You can either request a non-urgent repair to your home or communal areas using a simple online housing repair form, or you can register for online services which gives you access to report and track a repair, as well as view your rent account and make payments. Housing options forms can currently be completed online and soon housing applications will also be available.

Q26   Now that you are aware of this, how likely are you to use online services in the future?

Very likely   1

Fairly likely   2

Unlikely   3

Q27   Which of these services currently not provided would be / have been useful to you and would like to see on the website? Rate on a scale of 1 to 5 (5 being useful if available, 1 being not useful) READ OUT AND CODE ONE ONLY FOR EACH

	Useful	Quite useful	Neither nor	Not very useful	Not useful	Don't know/ no opinion
Complete satisfaction surveys	1	2	3	4	5	6
View parking zones on estates	1	2	3	4	5	6
View schedules for gardening and cleaning services	1	2	3	4	5	6
Order a rent payment card	1	2	3	4	5	6
Apply for a move	1	2	3	4	5	6
View your position on the housing waiting list	1	2	3	4	5	6
Book an appointment to see your estate manager	1	2	3	4	5	6

INFORMATION PROVIDED TO RESIDENTS

Q28a   Do any of these information sources provide you with information about the Council's Housing services? READ OUT AND CODE ONE ONLY FOR EACH

Homelife (Council residents' newsletter from the department)	1
Brightside (Borough wide residents' newsletter)	2
Local Press - (ask for specific publication)	3
Council's website	4
Social media	5
Email Alerts from the Council	6
Text Messages/SMS	7
Estate manager/member of staff	8
Residents' Association (verbal)	9
Residents' Association (newsletter)	10
Estate noticeboards	11
Friends and family	12
Local people/neighbours	13
None	14

ASK Q28b FOR EACH INFO SOURCE CODED AT Q28a

Q28b   How would you rate the information available from (INSERT RESOURCE). SINGLE
CODE

	Good	Neither good nor bad	Bad	Not applicable
Homelife (Council residents' newsletter from the department)	1	2	3	4
Brightside (Borough wide residents' newsletter)	1	2	3	4
Council's website	1	2	3	4
Social media	1	2	3	4
Email Alerts from the Council	1	2	3	4
Text Messages/SMS	1	2	3	4
Estate manager/member of staff	1	2	3	4
Residents' Association (verbal)	1	2	3	4
Residents' Association (newsletter)	1	2	3	4
Estate noticeboards	1	2	3	4

IF STREET PROPERTY ON DATABASE SKIP TO Q30

Q29   Your landlord provides information that is relevant to your block/estate. Do you feel
that you need to receive more information on any of these key areas? READ OUT AND
CODE FOR EACH

	Yes	No
Your cleaning schedule	1	2
Your gardening schedule	1	2
Local events	1	2
The work of your Resident Association	1	2
Local services	1	2

HOMELIFE

Q30   The Council's housing newsletter 'Homelife' is delivered to all tenants and leaseholders four times a year. Of the last four issues how many have you read? READ OUT AND CODE ONE ONLY

None	1
One	2
Two	3
Three	4
Four	5

Q31   What type of articles/subjects would interest you more? READ OUT AND CODE EACH AS APPROPRIATE

Profiles of different areas of the borough	1
Anti-Social Behaviour	3
Performance information	4
New Homes	5
Information on different sections of the housing and regeneration department	7
Wider housing news (London or national)	8
Interviews with residents	9
Information about local events	10
Information on services and service changes	11
Other (please specify_____)	12
None	13

Q32   What is your overall opinion of Homelife? READ OUT AND CODE ONE ONLY

Very Good	1	GO TO Q34
Good	2	GO TO Q34
Neither Good nor Poor	3	GO TO Q34
Poor	4	GO TO Q33
Very Poor	5	GO TO Q33
Don't Know	6	GO TO Q34

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Q33   Why is this? READ OUT AND CODE EACH AS APPROPRIATE

Information not useful	1
Not interested in what the housing and regeneration department is doing	2
Style and content	3
Not aimed at age range	4
Other (please specify_____)	5

Profile Information

It is essential to the Council that people from all parts of the community are included in the research that they conduct, so that everyone is represented. I would now like to ask you some questions about yourself and your household. Your answers will be kept completely confidential by BMG Research and your answers to these questions will not be used to identify you.

Q34A   Are your day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include any problems related to old age. READ OUT AND CODE ONE ONLY

Q34B   And is there anyone else in your household whose day to day activities are limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Include any problems related to old age. READ OUT AND CODE ONE ONLY

	A. Self	B. Other	
Yes – Limited a lot	1	1	GO TO Q35
Yes – Limited a little	2	2	GO TO Q35
No	3	3	GO TO Q36
Don't know	4	4	GO TO Q36

Q35   If the housing service is not aware of this disability and/or communication that might arise from this, do we have your permission to pass on this information in order to update the council's records? READ OUT AND CODE ONE ONLY

Yes – permission granted	1
No – permission refused	2

Q36   What is your current working status? READ OUT AND CODE ONE ONLY.

Employee in full-time job (30 hours plus per week)	1
Employee in part-time job (under 30 hours per week)	2
Self employed full time or part-time	3
Government supported training	4
Unemployed and available for work	5
Wholly retired from work	6
Full time education at school, college or university	7
Looking after family/ home	8
Permanently sick/ disabled	9
Doing something else Please specify	10

Update contact details

It is important for Wandsworth Council to have up to date contact details for its tenants. Please note that these contact details will be forwarded to the Council to update their records, however all other answers that you have provided in this survey will remain anonymous and confidential.

Q37   Do you have an e-mail address that you are happy for us to pass on to the council so they can update their records? CODE ONE ONLY

Yes – permission granted	1	Go to Q38
No – permission refused	2	Go to Q39

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Q38   Could you tell me your e-mail address? WRITE IN VERBATIM

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Q39   Apart from this telephone number, do you have any other contact number the Council may use to contact you on? CODE ONE ONLY

Yes	1	Go to Q40
No	2	End

Q40   Could you tell me your number? WRITE IN VERBATIM

Home:
Mobile:
Work:
Other (please specify):

Thank you very much for taking the time to answer my questions. Just to remind you my name is…………………… and I have been calling from BMG Research.

As a market research agency BMG Research complies with the Market Research Society's Code of Conduct. This ensures that your replies will be treated confidentially. If you want to check that BMG Research is a genuine market research agency please call the Market Research Society's freephone number – 0500 396 999 – Office hours only.

13 Appendix 2: Statement of Terms

Compliance with International Standards

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

Interpretation and publication of results

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

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

Ethical practice

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

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

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

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

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

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.