

# Ministry of Defence **DIO Accommodation Customer Satisfaction Tracker**



Q3 Report

**Opinion Research Services** January 2020





Q3 Report by Opinion Research Services

# **Opinion Research Services**

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As with all our studies, findings from this survey are subject to Opinion Research Services Standard Terms and Conditions of Contract

Any press release or publication of the findings of this survey requires the advance approval of ORS. Such approval will only be refused on the grounds of inaccuracy or misrepresentation

This study was conducted in accordance with ISO 20252:2012

This version of the report will be deemed to have been accepted by the client if ORS has not been informed of any amendments within a reasonable period of time (1 month).

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# 1. Project Overview

## The Survey

Opinion Research Services (ORS) was commissioned by the Defence Infrastructure Organisation (DIO) to undertake a monthly satisfaction survey with customers living in Service Family Accommodation (SFA).

### Survey Methodology and Response

- Structured telephone interviews using a 'CATI' (Computer Assisted Telephone Interviewing) system were undertaken with a randomly selected sample of customers living in SFA each month.
- <sup>1.3</sup> The quarter 3 survey was carried out by telephone between 2<sup>nd</sup> October and 30<sup>th</sup> December 2019 and 1,402 responses were achieved overall.
- 1.4 The tables that appear without commentary below and on the following page show the unweighted profiles of the responses to the survey (please note that the figures may not always sum to 100% due to rounding).

Table 1: Area - All Customers (Note: Figures may not sum due to rounding)

Area	Unweighted Count	Unweighted Valid %	
Central	395	28	
South East	427	30	
South West	480	34	
Scotland and Northern Ireland	100	7	
Total	1,402	100	

Table 2: Age - All Customers (Note: Figures may not sum due to rounding)

Age	Unweighted Count	Unweighted Valid %	
16 - 24	43	3	
25 - 34	514	37	
35 - 44	591	42	
Over 44	254	18	
Total	1,402	100	

Table 3: Rank - All Customers (Note: Figures may not sum due to rounding)

Rank	Unweighted Count	Unweighted Valid %
Officers	328	23
Other Ranks	1,074	77
Total	1,402	100

Table 4: Month – All Customers (Note: Figures may not sum due to rounding)

Month	Unweighted Count	Unweighted Valid %	
October 2019	500	36	
November 2019	500	36	
December 2019	402	29	
Total	1,402	100	

### Interpretation of the Data

- 1.5 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the volume an asterisk (\*) denotes any value less than half a per cent.
- <sup>1.6</sup> In some cases, figures of 2% or below have been excluded from graphs.
- <sup>1.7</sup> Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of customers making relevant responses. Where possible, the colours of the charts have been standardised with a 'traffic light' system in which:
  - Green shades represent positive responses.
  - Yellow/Beige and purple shades represent neither positive nor negative responses.
  - Red shades represent negative responses.
  - The darker shades used in the charts are to highlight responses at the extremes. For example, 'very satisfied' or 'very dissatisfied.'
- When considering changes in responses between different groups within the population, differences have been analysed using appropriate statistical means to check for statistical significance (i.e. not happened 'by chance'). Differences that are not said to be 'significant' or 'statistically significant' are indicative only and for questions where differences are only indicative, demographic sub group charts are not provided. Statistical significance is at a 95% level of confidence.

# Acknowledgements

ORS would like to thank Liam Wilson of the DIO for his help and assistance in developing the project. We would also like to thank the 1,402 customers who took part in the survey, without whose valuable input the research would not have been possible.

# 2. Executive Summary

### **Summary of Main Findings**

- <sup>2.1</sup> The following paragraphs selectively highlight some key findings, but readers are referred to the detailed graphics for the full story. The suite of ORS reports also includes full cross tabulations.
- Two thirds (66%) of customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst around one fifth (21%) are dissatisfied. Taking everything into account, satisfaction in Q3 19/20 is slightly lower when compared with the rolling 12-month average of 67%, however, it jumped significantly in the month of December 19/20 to 76%.
- More than four fifths (82%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst 9% are dissatisfied. Satisfaction in this area is the same as the rolling 12-month average of 81%.
- Two thirds (65%) of customers are satisfied with the overall quality of their home, whilst around one quarter (24%) are dissatisfied. Satisfaction with the overall quality of the home in Q3 19/20 has shown a decrease of 1 percentage point from the Q2 19/20 value (66%) and now has a value that is 1 percentage point lower than the rolling average for the 12-month period (66%).
- Over four fifths (82%) of customers are satisfied with their SFA estate as a place to live, whilst 12% are dissatisfied. Satisfaction with SFA estate as a place to live in Q3 19/20 has shown no increase nor decrease from the Q2 19/20 value (82%) and now has a value that is the same as the rolling average for the 12-month period (81%).
- Just over two thirds (67%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance), over one in five (23%) are dissatisfied. Satisfaction with the upkeep of communal areas in Q3 19/20 has shown a decrease of 1 percentage point from the Q2 19/20 value (68%), as well as from the rolling average for the 12-month period (68%).
- Just over three quarters (76%) of customers are satisfied that their daily occupancy charges provide value for money, whilst 14% are dissatisfied. Customers' satisfaction that daily occupancy charges provide value for money is lower than the previous quarter, having decreased by 3 percentage points and is now slightly lower than the rolling 12-month average (78%).
- Over two thirds (72%) of customers are satisfied with the arrangements for allocating SFA, whilst more than a fifth (19%) are dissatisfied. Satisfaction with the arrangements for allocating SFA is now 4 percentage points higher when compared with the previous quarter, Q2 19/20 and is 3 percentage points higher than the rolling 12-month average (69%).
- Around three quarters (76%) of customers are satisfied with the way their Move In was dealt with, whilst less than one fifth (18%) are dissatisfied. Customers' satisfaction with the way their Move In was dealt with has stayed the same from the previous quarter and is also the same as the rolling 12-month average (76%).

- <sup>2.10</sup> Under half (42%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, and under one half (48%) are dissatisfied. Satisfaction with the way the contractor deals with repairs and maintenance issues in Q3 19/20 has shown a decrease of 2 percentage points from the Q2 19/20 value (44%) and now is the same as the rolling average for the 12-month period (42%).
- Over four fifths (81%) of customers are satisfied with the way their Move Out was dealt with, whilst 12% are dissatisfied. Customers' satisfaction with the way their Move Out was dealt with in Q3 19/20 has shown neither an increase nor a decrease from the Q2 19/20 value (81%), but is 1 percentage point above the rolling average for the 12-month period (80%).
- More than two fifths (43%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst just less than a third (22%) are dissatisfied. Around a quarter 34% said that they are neither satisfied nor dissatisfied. Customers' satisfaction that DIO SD Accommodation listens to their views and acts upon them in Q3 19/20 has shown an increase of 2 percentage points from the Q2 19/20 value (41%) and is now 2 percentage points higher the rolling average for the 12-month period (41%).

#### Some Main Conclusions and Recommendations

2.13 The most positive indicators have been outlined below as well as some areas for consideration. Please bear in mind that these comparisons of 'best' and 'worst' rankings are an arbitrary indication of performance.

### Areas of High Performance

Over four fifths (82%) of customers are continue to be satisfied with the rules that govern their entitlement to SFA, and the same proportion are satisfied with the SFA estate as a place to live (82%) Furthermore, more than four fifths (81%) of customers are also satisfied with the way their Move Out was dealt with.

#### **Areas for Consideration**

- <sup>2.15</sup> Just over two fifths (43%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them.
- Less than half (42%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, which is a decrease of 2 percentage points from Q2 19/20 (44%).
- <sup>2.17</sup> When considering responses to all questions, those customers who are officers, living in the South East or are over the age of 35 tend to continue to be less satisfied in comparison to customers who are from 'other' ranks, living in Scotland & Northern Ireland and Central regions, or are under the age of 35.

# **Satisfaction Comparison**

<sup>2.18</sup> The table below shows how satisfaction for each question compares over quarter 3 and to the rolling 12-month average.

Table 5: How satisfaction compares over the quarter and to the rolling 12 month average

Question	Oct-19	Nov-19	Dec-19	Q3 average	Rolling 12- month average
Overall service	62%	62%	76%	66%	67%
Rules that govern customers entitlement to SFA	82%	79%	85%	82%	81%
Overall quality of your home	58%	65%	72%	65%	66%
SFA estate as a place to live	80%	82%	84%	82%	81%
Upkeep of communal areas	61%	67%	75%	67%	68%
Daily occupancy charges provide value for money	73%	76%	81%	76%	78%
The arrangements for allocating SFA to customer	68%	69%	81%	72%	69%
The way customers Move In was dealt with	80%	70%	80%	76%	76%
The way the contractor deals with repairs & maintenance issues	35%	40%	54%	42%	44%
The way customers Move Out was dealt with	81%	80%	82%	81%	80%
Listen to customers views and acts upon them	37%	42%	53%	43%	41%

# **Dissatisfaction Comparison**

<sup>2.19</sup> The table below shows how dissatisfaction for each question compares over quarter 3 and to the rolling 12-month average.

Table 6: How dissatisfaction compares over the quarter and to the rolling 12 month average

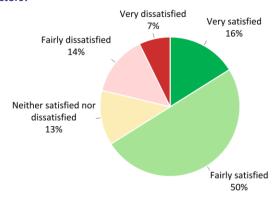
Question	Oct-19	Nov-19	Dec-19	Q3 average	Rolling 12- month average
Overall service	24%	24%	14%	21%	20%
Rules that govern customers entitlement to SFA	10%	10%	7%	9%	11%
Overall quality of your home	29%	24%	16%	24%	23%
SFA estate as a place to live	14%	12%	8%	12%	11%
Upkeep of communal areas	29%	23%	13%	23%	23%
Daily occupancy charges provide value for money	16%	15%	11%	14%	14%
The arrangements for allocating SFA to customer	22%	19%	14%	19%	21%
The way customers Move In was dealt with	15%	23%	15%	18%	18%
The way the contractor deals with repairs & maintenance issues	54%	50%	36%	48%	45%
The way customers Move Out was dealt with	12%	11%	11%	12%	12%
Listen to customers views and acts upon them	42%	36%	23%	34%	33%

# Main Findings

# Service Provided by Defence Infrastructure Organisation (DIO) Service Delivery (SD) Accommodation

Two thirds (66%) of customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst around one fifth (21%) are dissatisfied.

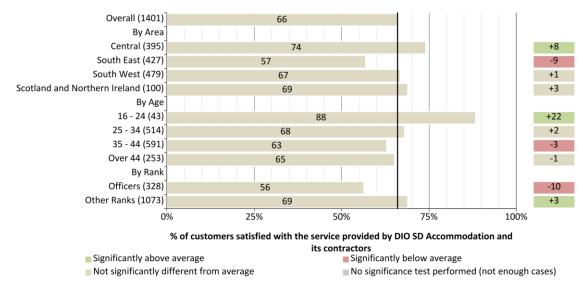
Figure 1: Taking everything into account, how satisfied or dissatisfied are you with the service provided by DIO SD Accommodation and its Contractors?



Base: All Customers (1,401)

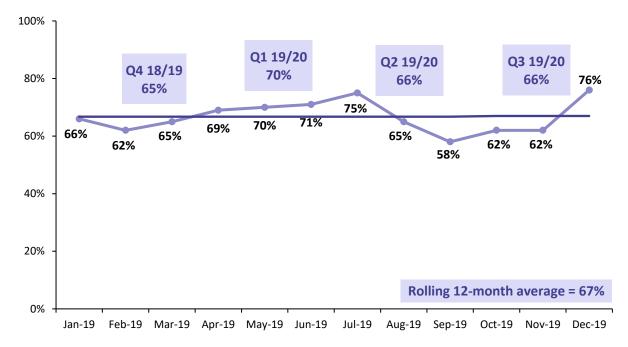
- The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the service provided by DIO SD Accommodation and its contractors. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- In the figure 2 overleaf, we can see that customers who live in Central areas, customers who are between the ages of 16-24 and are 'other' ranks are significantly more likely to be satisfied with the service provided by DIO SD Accommodation and its contractors. In contrast, officers, customers who are aged 35-44 and customers in the South East are significantly less likely to think this.

Figure 2: Taking everything into account, how satisfied or dissatisfied are you with the service provided by DIO SD Accommodation and its contractors? (by sub-groups)



<sup>3.4</sup> Satisfaction with the service provided by DIO SD Accommodation and its contractors in Q3 in 19/20 is one percentage point lower than the rolling 12-month average of 67% and remains the same as the previous quarter, but is significantly lower than Q1 (70%) by 4 percentage points.

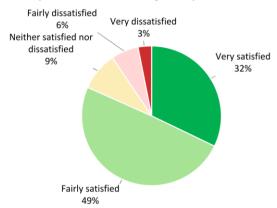
Figure 3: Taking everything into account, how satisfied or dissatisfied are you with the service provided by DIO SD Accommodation and its contractors? Trend over last 12 months



### Rules That Govern Entitlement to Service Family Accommodation (SFA)

Over four fifths (82%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst just under one in ten (9%) are dissatisfied.

Figure 4: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA?

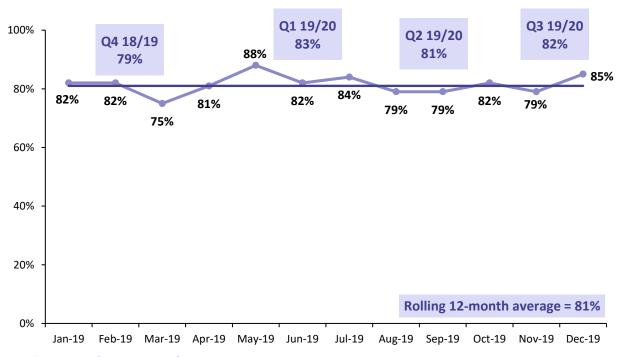


Base: All customers (1,390)

#### Differences by sub-group

- <sup>3.6</sup> There are no significant differences within sub-groups regarding customer satisfaction with the rules that govern entitlement to SFA.
- <sup>3.7</sup> Satisfaction with the rules that govern customers' entitlement to SFA in Q3 19/20 has shown an increase of 1 percentage point from the Q2 19/20 value (81%) and is also 1 percentage point higher than the rolling average for the 12-month period (81%).

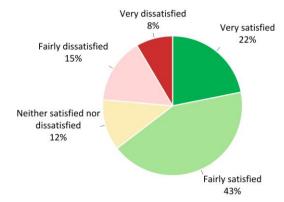
Figure 5: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA? Trend over last 12 months



### Overall Quality of the Home

Around two thirds (65%) of customers are satisfied with the overall quality of their home, whilst around one quarter (24%) are dissatisfied.

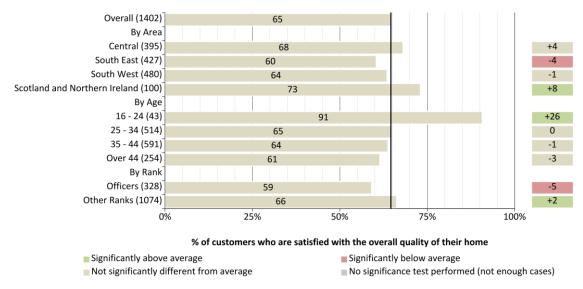
Figure 6: How satisfied or dissatisfied are you with the overall quality of your home?



Base: All customers (1,402)

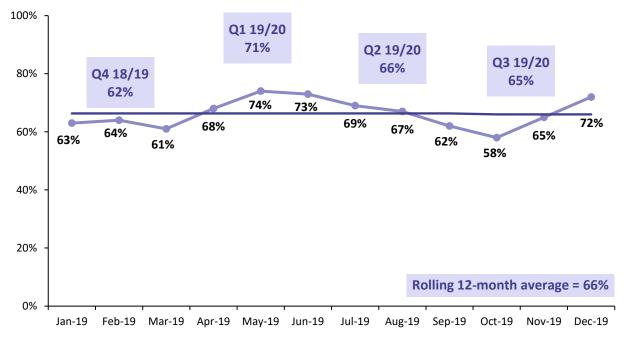
- <sup>3.9</sup> The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the overall quality of their home. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.10 In the figure 7 overleaf, we can see that customers who live in Scotland and Northern Ireland areas, customers who are between the ages of 16-24 and are 'other' ranks are significantly more likely to be satisfied with the overall quality of their home. In contrast, officers and customers who are in the South East are significantly less likely to think this.

Figure 7: How satisfied or dissatisfied are you with the overall quality of your home? (by sub-groups)



<sup>3.11</sup> Satisfaction with the overall quality of the home in Q3 19/20 has shown a decrease of 1 percentage point from the Q2 19/20 value (66%) and now has a value that is 1 percentage point lower than the rolling average for the 12-month period (66%).

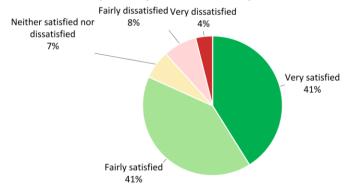
Figure 8: How satisfied or dissatisfied are you with the overall quality of your home? Trend over last 12 months



#### SFA Estate as a Place to Live

Over four fifths (82%) of customers are satisfied with their SFA estate as a place to live, whilst just over one in ten 12% are dissatisfied.

Figure 9: How satisfied or dissatisfied are you with your SFA estate as a place to live?

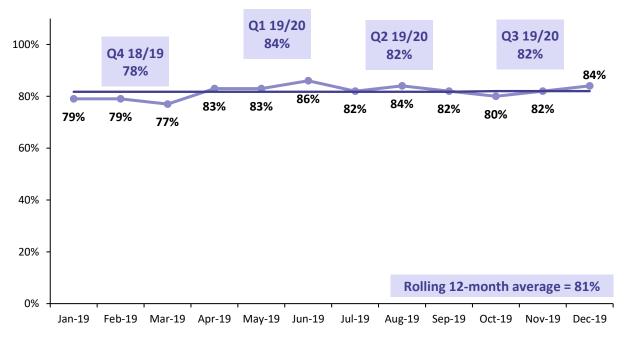


Base: All customers (1,395)

#### Differences by sub-group

- 3.13 There are no significant differences within sub-groups regarding customer satisfaction with the SFA Estate as a place to live.
- Satisfaction with SFA estate as a place to live in Q3 19/20 has shown no change from the Q2 19/20 value (82%), but is 1 percentage point higher than the rolling average for the 12-month period (81%).

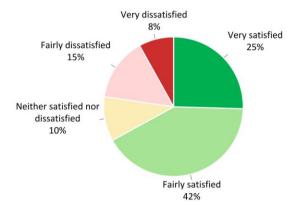
Figure 10: How satisfied or dissatisfied are you with your SFA estate as a place to live? Trend over last 12 months



#### The Upkeep of Communal Areas and Grounds Maintenance

3.15 Just over two thirds (67%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance) and over one in five (23%) are dissatisfied.

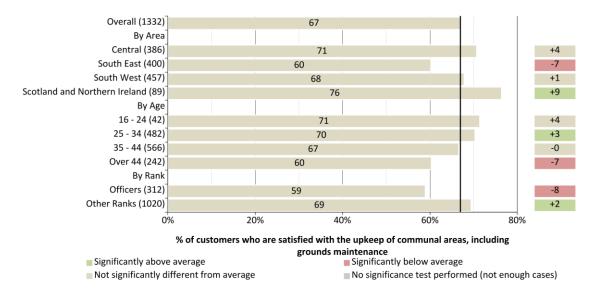
Figure 11: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance?



Base: All customers who share communal areas (1,332)

- 3.16 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the upkeep of communal areas. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results for sub-groups which are significantly less likely are highlighted in red.
- In the figure 12 overleaf, we can see that customers who live in the Scotland and Northern Ireland, those aged 25-34 and 'other ranks' are significantly more likely to be satisfied with the upkeep of communal areas, whilst officers, those aged over 44 and customers who live in the South East are significantly less likely to think this.

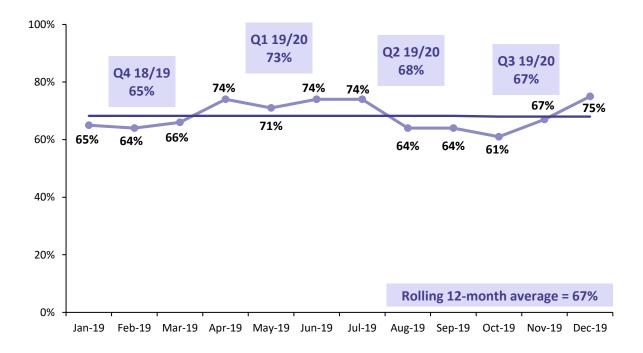
Figure 12: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? (by subgroups)



Base: All customers who share communal areas (number of customers shown in brackets)

Satisfaction with the upkeep of communal areas in Q3 19/20 has shown a decrease of 1 percentage point from the Q2 19/20 value (68%) and equals the rolling average for the 12-month period (67%).

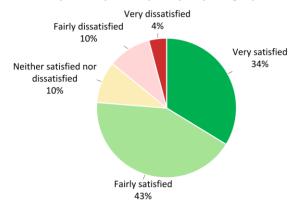
Figure 13: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? Trend over last 12 months



## Daily Occupancy Charges and Value for Money

Just over three quarters (76%) of customers are satisfied that their daily occupancy charges provide value for money, whilst 14% are dissatisfied.

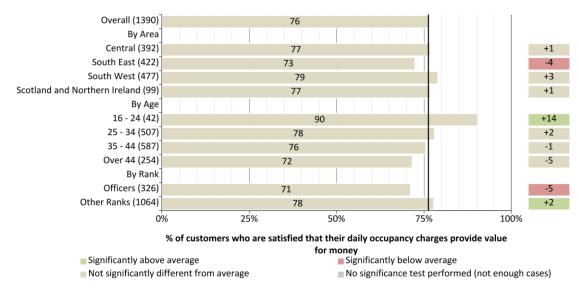
Figure 14: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money?



Base: All customers (1,390)

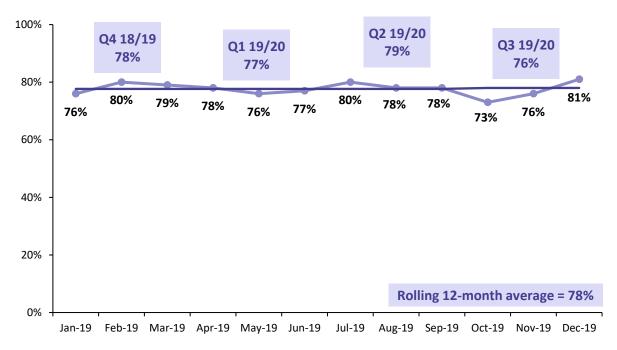
- The chart overleaf below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied that their daily occupancy charges provide value for money.
- We can see in figure 15 that customers who are aged 16 to 24 and are 'other' ranks are significantly more likely to be satisfied that their daily occupancy charges provide value for money, whilst customers in the South East and who are officers, are significantly less likely to think this.

Figure 15: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? (by sub-groups)



3.22 Customers' satisfaction that daily occupancy charges provide value for money is lower than the previous quarter, having decreased by 3 percentage points, and has dropped 2 percentage points under the rolling 12-month average (78%).

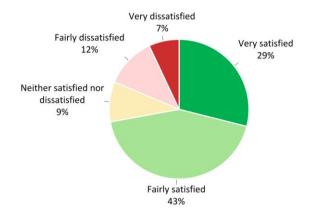
Figure 16: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? Trend over last 12 months



### Arrangements for Allocating SFA

Over two thirds (72%) of customers are satisfied with the arrangements for allocating SFA, whilst less than a fifth (19%) are dissatisfied.

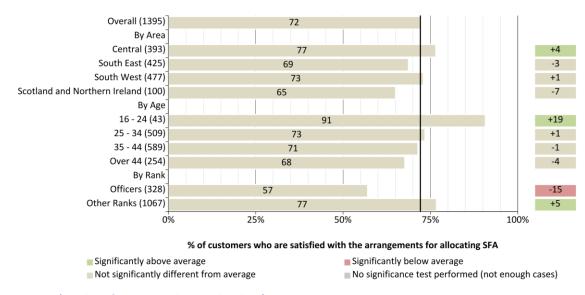
Figure 17: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you?



Base: All customers (1,395)

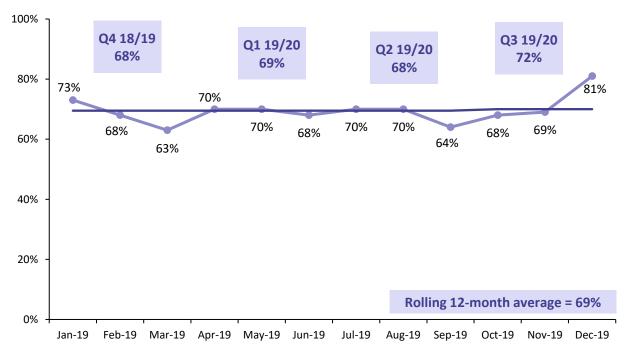
- 3.24 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the arrangements of allocating SFA to them. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results for sub-groups which are significantly less likely are highlighted in red.
- The figure 18 overleaf Customers who are living in central areas, are aged 16 to 24 and are 'other' ranks are significantly more likely to be satisfied with the arrangements of allocating SFA to them. In contrast, officers are significantly less likely to think this.

Figure 18: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you? (by sub-groups)



Satisfaction with the arrangements for allocating SFA is 4 percentage points higher when compared with the previous quarter, Q2 19/20, and is 3 percentage points higher the rolling 12-month average (69%).

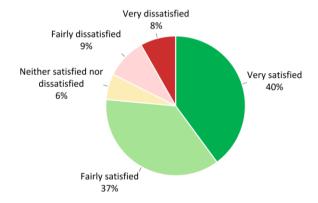
Figure 19: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you? Trend over last 12 months



### The Way the Move-In Was Dealt With

Around three quarters (76%) of customers are satisfied with the way their Move In was dealt with, whilst less than one fifth (18%) are dissatisfied.

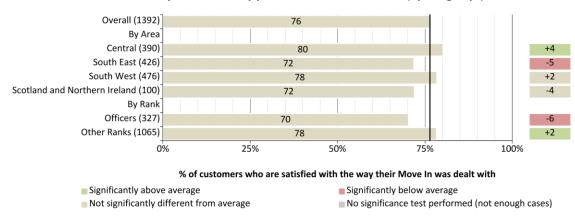
Figure 20: How satisfied or dissatisfied are you with the way your Move In was dealt with?



Base: All customers (1,392)

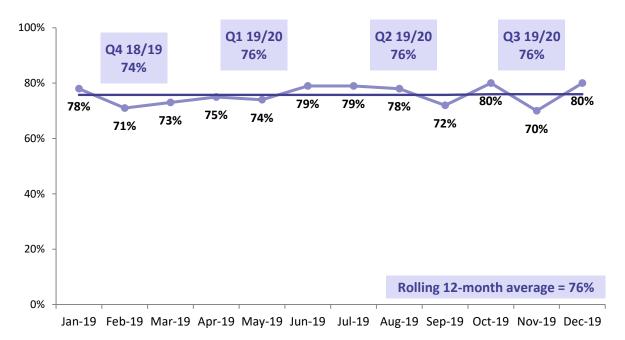
- The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the way their Move In was dealt with. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.29 In the figure 21 overleaf, we can see that customers living in Central areas and customers who are 'other ranks' are significantly more likely to be satisfied with the way their Move In was dealt with, whilst those who are officers and those customers who live in the South East are significantly less likely to think this.

Figure 21: How satisfied or dissatisfied are you with the way your Move In was dealt with? (by sub-groups)



<sup>3.30</sup> Customers' satisfaction with the way their Move In was dealt with has stayed the same for the previous two quarters and is now the same percentage as the rolling 12-month average (76%).

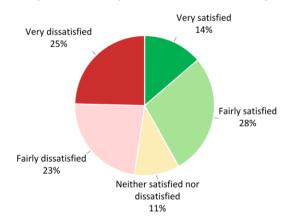
Figure 22: How satisfied or dissatisfied are you with the way your Move In was dealt with? Trend over last 12 months



# The Way the Contractor Deals with Repairs and Maintenance Issues

More than two fifths (42%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, and just less than half (48%) are dissatisfied.

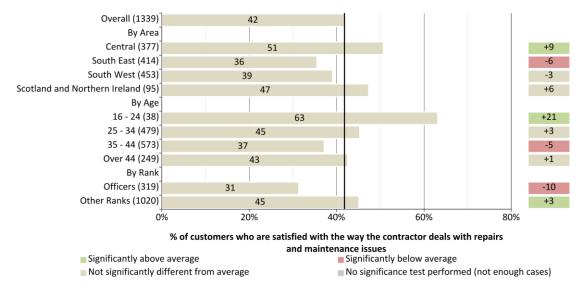
Figure 23: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues?



Base: All customers (1,339)

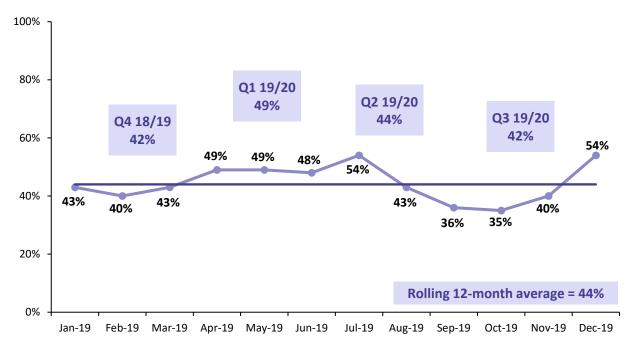
- The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the way the contractor deals with repairs and maintenance issues. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results for sub-groups which are significantly less likely are highlighted in red.
- In the figure 24 overleaf, we can see that customers who live in Central areas, customers who are aged 16-24 and those who are 'other ranks' are significantly more likely to be satisfied with the way the contractor deals with repairs and maintenance. In contrast, officers, customers who are aged 35 to 44 and customers who live in the South East are significantly less likely to think this.

Figure 24: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? (by subgroups)



<sup>3.34</sup> Satisfaction with the way the contractor deals with repairs and maintenance issues in Q3 19/20 has shown a decrease of 2 percentage points from Q2 19/20 (44%), and is now also 2 percentage points less than the rolling 12-month average (44%).

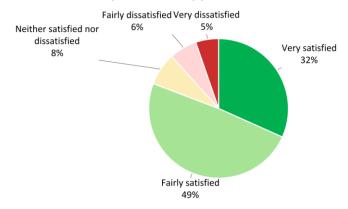
Figure 25: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? Trend over last 12 months



### The Way the Move-Out Was Dealt With

Over four fifths (81%) of customers are satisfied with the way their Move Out was dealt with, whilst 12% are dissatisfied.

Figure 26: How satisfied or dissatisfied are you with the way your Move Out was dealt with?

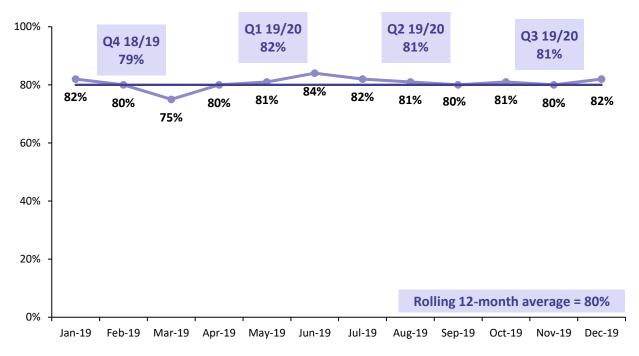


Base: All customers who have moved out of SFA accommodation (952)

#### Differences by sub-group

- There are no significant differences within sub-groups in this quarter regarding customer satisfaction with the way the move out was dealt with.
- 3.37 Customers' satisfaction with the way their Move Out was dealt with in Q3 19/20 has shown neither an increase nor a decrease from the Q2 19/20 value (81%) and is now 1 percentage point above the rolling average for the 12-month period (80%).

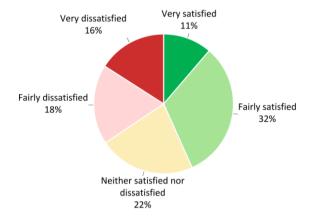
Figure 27: How satisfied or dissatisfied are you with the way your Move Out was dealt with? Trend over last 12 months



### The DIO SD Accommodation Listening to Views and Acting Upon Them

More than two fifths (43%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst just less than a third (34%) are dissatisfied. Just over one fifth (22%) one said that they are neither satisfied nor dissatisfied.

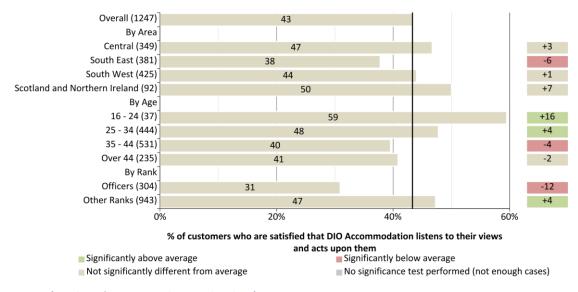
Figure 28: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them?



Base: All customers (1,247)

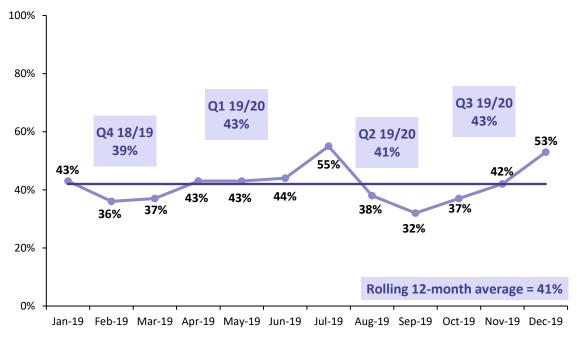
- The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied that DIO SD Accommodation listens to their views and acts upon them. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- In figure 29 overleaf, we can see that customers who are aged 16 to 24, aged 25 to 34 and those who are 'other' ranks are significantly more likely to be satisfied that DIO SD Accommodation listens to their views and acts upon. In contrast, officers, customers who are aged 35 to 44 and customers who live in the South East are significantly less likely to think this.

Figure 29: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them? (by subgroups)



3.41 Customers' satisfaction that DIO SD Accommodation listens to their views and acts upon them in Q3 19/20 has shown an increase of 2 percentage points from the Q2 19/20 value (41%) and is now 2 percentage points higher than the rolling average for the 12-month period (41%).

Figure 30: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them? Trend over last 12 months



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