

Excellent research for the public, voluntary and private sectors

Ministry of Defence DIO Accommodation Customer Satisfaction Tracker



Q2 Report

Opinion Research Services November 2018





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Q2 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

- ^{1.2} 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.
- ^{1.3} The quarter 2 survey was carried out by telephone between 1st July and 30th September 2018 and 1,366 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	466	34
South East	342	25
South West	456	33
Scotland and Northern Ireland	102	7
Total	1,366	100

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

Age	Unweighted Count	Unweighted Valid %
16-24	28	2
25-34	534	39
35-44	601	44
Over 44	203	15
Total	1,366	100

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

Rank	Unweighted Count	Unweighted Valid %	
Officers	627	46	
Other Ranks	739	54	
Total	1,366	100	

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

Month	Unweighted Count	Unweighted Valid %
July 2018	511	37
August 2018	457	33
September 2018	398	29
Total	1,366	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.
- ^{1.6} In some cases, figures of 2% or below have been excluded from graphs.
- ^{1.7} 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
 - Beige and purple/blue shades represent neither positive nor negative responses
 - Red shades represent negative responses
 - The bolder shades are used 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 1,366 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

- ^{2.1} 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.
- Around three fifths (59%) customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst a quarter (25%) are dissatisfied. Satisfaction has decreased significantly by 12 percentage points since Q1 18/19, whilst it fluctuated in Q2 satisfaction started off at 65% in July, before falling to 51% in August, then increasing to 62% in September.
- Four fifths (80%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst 1 in 10 (10%) are dissatisfied. Satisfaction has shown very little change over the last 12 months, although satisfaction in Q2 is slightly lower than Q1 (82%), Q4 (81%) and Q3 (81%), as well as the rolling 12-month average (81%).
- Around three fifths (61%) of customers are satisfied with the overall quality of their home, whilst a quarter (25%) are dissatisfied. Satisfaction has decreased significantly by 13 percentage points since Q1 and swung from 67% in July, down to 55% in August, before increasing to 59% in September.
- Around four fifths (79%) of customers are satisfied with their SFA estate as a place to live, whilst than 12% are dissatisfied. Satisfaction has decreased significantly by 8 percentage points since Q1, with August and September showing the lowest satisfaction scores (78% and 77% respectively) of the last 12 months.
- ^{2.6} Around three fifths (62%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance), whilst almost 3 in 10 (28%) are dissatisfied. Satisfaction has decreased significantly by 13 percentage points since Q1, whilst in Q2 it varied considerably, moving from 68% in July, down to 57% in August, before increasing to 60% in September.
- ^{2.7} Around three quarters (73%) of customers are satisfied that their daily occupancy charges provide value for money, whilst 17% are dissatisfied. Satisfaction has decreased significantly by 8 percentage points since Q1 and dropped to a 12-month low of 67% in August.
- ^{2.8} Over 7 in 10 (71%) customers are satisfied with the arrangements for allocating SFA, whilst around a fifth (19%) are dissatisfied. Satisfaction has remained relatively consistent over the last 12 months, with quarterly averages hovering on or around the 70% mark.
- Around three quarters (76%) of customers are satisfied with the way their Move In was dealt with, whilst 17% are dissatisfied. Satisfaction has decreased significantly by 5 percentage points since Q1 and it is now slightly lower than what was observed in Q4 and Q3 plus the rolling 12-month average.

- 2.10 Less than two fifths (37%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, whilst over half (54%) are dissatisfied. Satisfaction has changed significantly over the last four quarters, reaching a high of 54% in Q1 before dropping to a low of 37% in Q2. In the most recent quarter, there has been little consistency with satisfaction moving from 45% in July, down to 28% in August and then back up to 37% in September.
- 2.11 Around three quarters (76%) of customers are satisfied with the way their Move Out was dealt with, whilst 16% are dissatisfied. Customer's satisfaction with the way their Move Out was dealt with has decreased significantly by 7 percentage points since Q1 and reached a 12-month low of 74% in June.
- ^{2.12} Four fifths (40%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst around a third (36%) are dissatisfied. A further 24% said they are neither satisfied nor dissatisfied. Satisfaction has decreased significantly by 16 percentage points since Q1 and it reached a 12-month low of 30% in August.

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

- ^{2.14} Four fifths (80%) of customers are satisfied with the rules that govern their entitlement to SFA.
- ^{2.15} 79% of customers are satisfied with their SFA estate as a place to live, with two fifths (38%) saying they are very satisfied.

Areas for Consideration

- Less than two fifths (37%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, with those who live in the South East and South West significantly less likely to be satisfied. It is worth noting, that satisfaction in this quarter is 11 percentage points lower than the rolling 12-month average (48%).
- ^{2.17} Four fifths (40%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, which is 8 percentage points lower than the rolling 12-month average (48%).
- ^{2.18} When considering responses to all questions, officers tend to be less satisfied in comparison to 'other' ranks.
- 2.19 It is important to point out that satisfaction has decreased for all questions over the last quarter. A possible explanation for this is that if customers are dissatisfied about the repairs service they've received they are more likely to be dissatisfied with other aspects of the service, since repairs is often seen as the most important service. Satisfaction with repairs has fallen by 17 percentage points between Q1 and Q2 so this could have an impact on the other questions.

Satisfaction Comparison

^{2.20} The table below shows how satisfaction for each question compares over the quarter and to the rolling 12-month average.

Table 5: How satisfaction compares over the quarter and to the rolling 12 month average Base: All customers (base size varies)

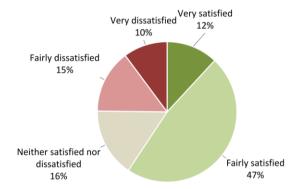
Question	Jul-18	Aug-18	Sep-18	Q2 average	Rolling 12- month average
Overall service	65%	51%	62%	59%	65%
Rules that govern customers entitlement to SFA	80%	77%	83%	80%	81%
Overall quality of your home	67%	55%	59%	61%	70%
SFA estate as a place to live	82%	78%	77%	79%	83%
Upkeep of communal areas	68%	57%	60%	62%	70%
Daily occupancy charges provide VfM	79%	67%	73%	73%	78%
The arrangements for allocating SFA to customer	72%	68%	74%	71%	71%
The way customers Move In was dealt with	74%	76%	78%	76%	78%
The way the contractor deals with repairs & maintenance issues	45%	28%	37%	37%	45%
The way customers Move Out was dealt with	74%	75%	79%	76%	80%
Listen to customers views and acts upon them	46%	30%	46%	40%	48%

3. Main Findings

Around three fifths (59%) customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst a quarter (25%) 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?

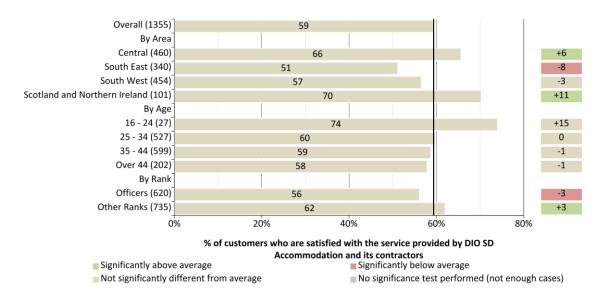
Base: All customers (1,355)



- 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.
- ^{3.3} Customers who live in Central areas and Scotland and Northern Ireland 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 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?

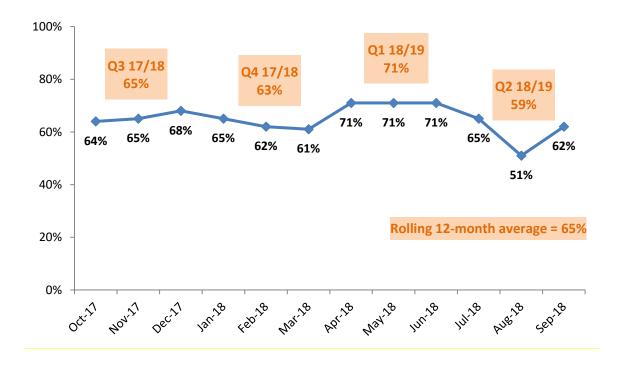
Base: All customers (number of customers shown in brackets)



^{3.4} Satisfaction with the service provided by DIO SD Accommodation and its contractors has decreased significantly by 12 percentage points since Q1 18/19. Satisfaction in Q2 fluctuated – it started off at 65% in July, before falling to 51% in August, then increasing to 62% in September.

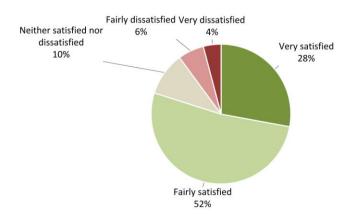
Figure 3: Taking everything into account, how satisfied or dissatisfied are you with the service provided by DIO SD Accommodation and its contractors? Trend over last 12 months

Base: All customers (base size varies)



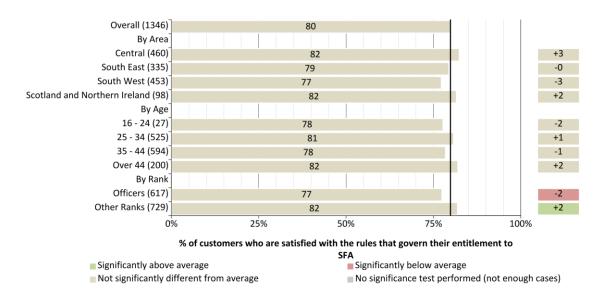
Four fifths (80%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst 1 in 10 (10%) are dissatisfied.

Figure 4: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA? Base: All customers (1,346)



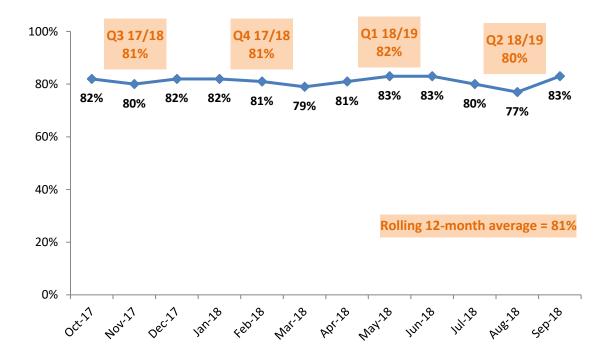
- The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the rules that govern their entitlement to SFA. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- ^{3.7} Customers who are 'other ranks' are significantly more likely to be satisfied with the rules that govern their entitlement to SFA, whilst Officers are significantly less likely to think this.

Figure 5: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA? Base: All customers (number of customers shown in brackets)



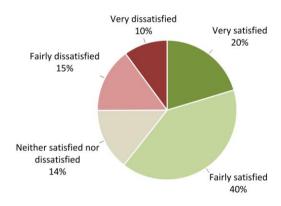
^{3.8} Satisfaction with the rules that govern customers' entitlement to SFA has shown very little change over the last 12 months, although satisfaction in Q2 is slightly lower than Q1 (82%), Q4 (81%) and Q3 (81%), as well as the rolling 12-month average (81%).

Figure 6: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA? Trend over last 12 months Base: All customers (base size varies)



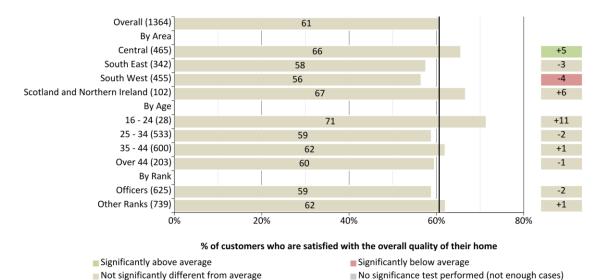
^{3.9} Around three fifths (61%) of customers are satisfied with the overall quality of their home, whilst a quarter (25%) are dissatisfied.

Figure 7: How satisfied or dissatisfied are you with the overall quality of your home? Base: All customers (1,364)



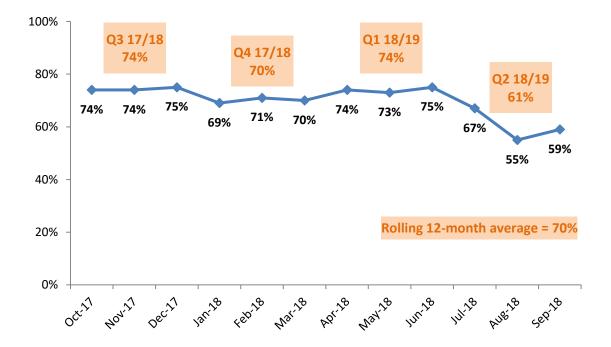
- 3.10 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the overall quality of their home. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.11 Customers who live in Central areas are significantly more likely to be satisfied with the overall quality of their home, whilst customers in who live in the South West are significantly less likely to think this.

Figure 8: How satisfied or dissatisfied are you with the overall quality of your home? Base: All customers (number of customers shown in brackets)



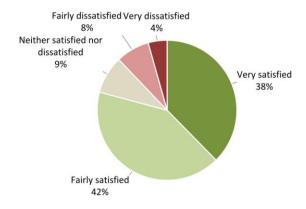
3.12 Satisfaction with the overall quality of the home has decreased significantly by 13 percentage points since Q1. Satisfaction in Q2 swung from 67% in July, down to 55% in August, before increasing to 59% in September.

Figure 9: How satisfied or dissatisfied are you with the overall quality of your home? Trend over last 12 months Base: All customers (base size varies)



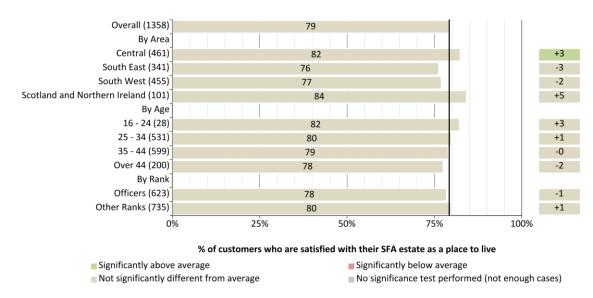
Around four fifths (79%) of customers are satisfied with their SFA estate as a place to live, whilst than 12% are dissatisfied.

Figure 10: How satisfied or dissatisfied are you with your SFA estate as a place to live? Base: All customers (1,358)



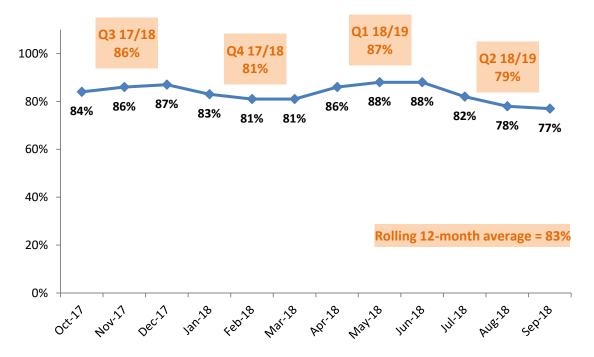
- 3.14 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with their SFA estate as a place to live. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.15 Customers living in Central areas are significantly more likely to be satisfied with their SFA estate as a place to live.

Figure 11: How satisfied or dissatisfied are you with your SFA estate as a place to live? Base: All customers (number of customers shown in brackets)



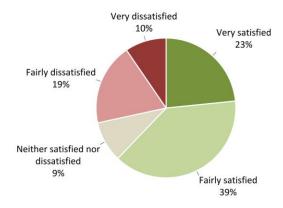
3.16 Satisfaction with SFA estate as a place to live has decreased significantly by 8 percentage points since Q1, with August and September showing the lowest satisfaction scores (78% and 77% respectively) of the last 12 months.

Figure 12: How satisfied or dissatisfied are you with your SFA estate as a place to live? Trend over last 12 months Base: All customers (base size varies)



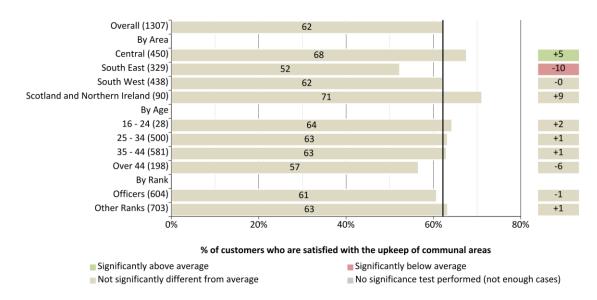
3.17 Around three fifths (62%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance), whilst almost 3 in 10 (28%) are dissatisfied.

Figure 13: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? Base: All customers (1,307)



- 3.18 The chart below 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 which are significantly less likely are highlighted in red.
- 3.19 Customers who live in Central areas are significantly more likely to be satisfied with the upkeep of communal areas, whilst customers who live in the South East are significantly less likely to think this.

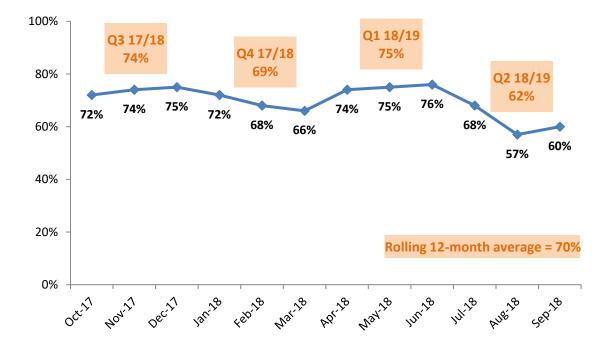
Figure 14: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? Base: All customers (number of customers shown in brackets)



^{3.20} Satisfaction with the upkeep of communal areas has decreased significantly by 13 percentage points since Q1. Satisfaction in Q2 varied considerably, moving from 68% in July, down to 57% in August, before increasing to 60% in September.

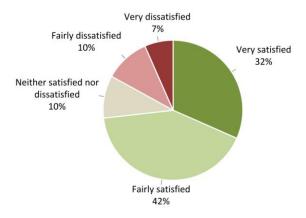
Figure 15: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? Trend over last 12 months

Base: All customers (base size varies)



^{3.21} Around three quarters (73%) of customers are satisfied that their daily occupancy charges provide value for money, whilst 17% are dissatisfied.

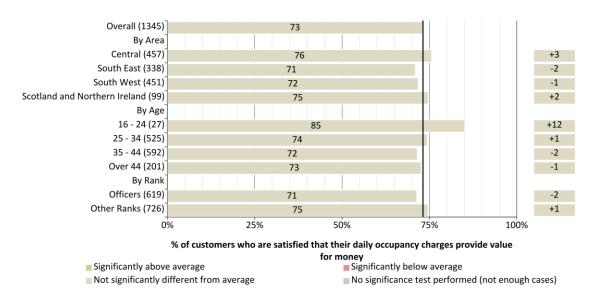
Figure 16: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? Base: All customers (1,345)



Differences by sub-group

The chart 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.

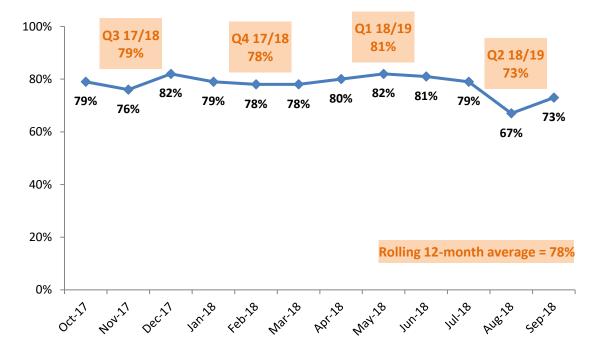
Figure 17: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? Base: All customers (number of customers shown in brackets)



^{3.23} Customers satisfaction that daily occupancy charges provide value for money has decreased significantly by 8 percentage points since Q1. Satisfaction dropped to a 12-month low of 67% in August, before climbing back up to 73% in September.

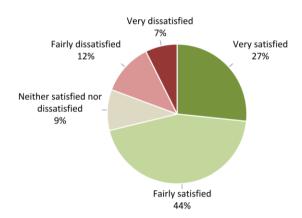
Figure 18: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? Trend over last 12 months

Base: All customers (base size varies)



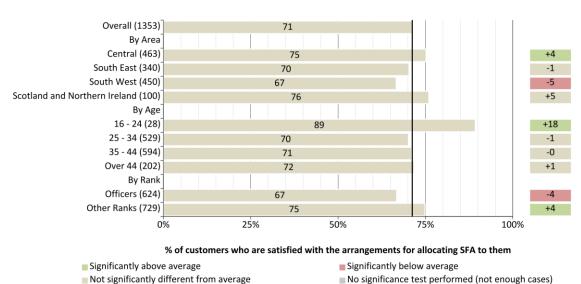
^{3.24} Over 7 in 10 (71%) customers are satisfied with the arrangements for allocating SFA, whilst around a fifth (19%) are dissatisfied.

Figure 19: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you? Base: All customers (1,353)



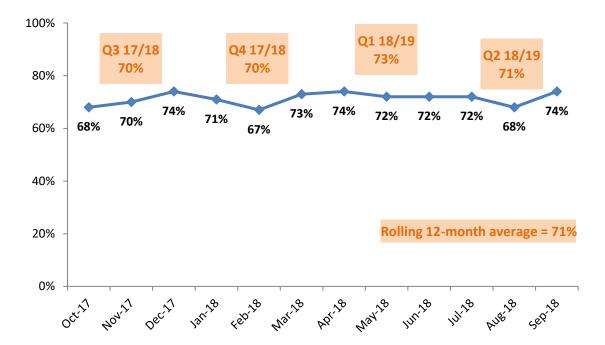
- 3.25 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the arrangements of allocating SFA to them. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.26 Customers living in Central areas, those who are aged 16-24 and those who are 'other' ranks are significantly more likely to be satisfied with the arrangements of allocating SFA to them. In contrast, Officers and customers living in the South West are significantly less likely to think this.

Figure 20: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you? Base: All customers (number of customers shown in brackets)



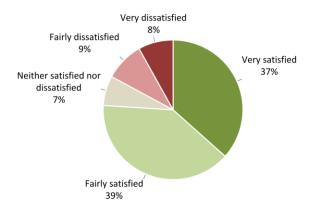
^{3.27} Satisfaction with the arrangements for allocating SFA has remained relatively consistent over the last 12 months, with quarterly averages hovering on or around the 70% mark.

Figure 21: How satisfied or dissatisfied are you with the arrangements for allocating SFA to you? Trend over last 12 months Base: All customers (base size varies)



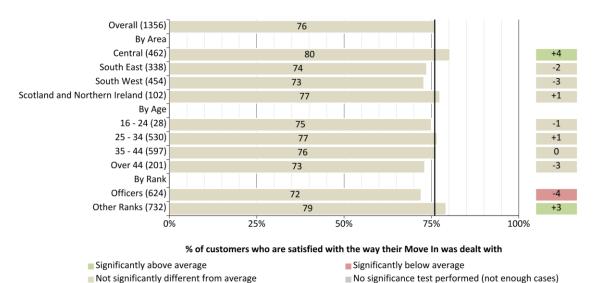
^{3.28} Around three quarters (76%) of customers are satisfied with the way their Move In was dealt with, whilst 17% are dissatisfied.

Figure 22: How satisfied or dissatisfied are you with the way your Move In was dealt with? Base: All customers (1,356)



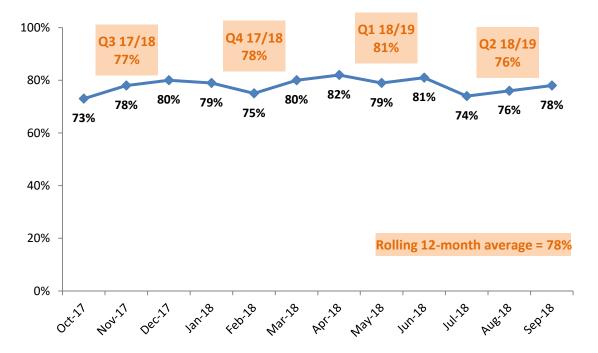
- 3.29 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the way their Move In was dealt with. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.30 Customers living in Central areas and those who are 'other' ranks are significantly more likely to be satisfied with the way their Move In was dealt with, whilst Officers are significantly less likely to think this.

Figure 23: How satisfied or dissatisfied are you with the way your Move In was dealt with? Base: All customers (number of customers shown in brackets)



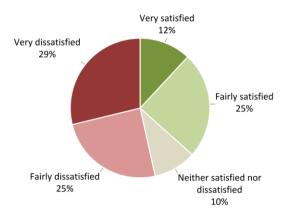
^{3.31} Customer's satisfaction with the way their Move In was dealt with has decreased significantly by 5 percentage points since Q1. Satisfaction this quarter is also slightly lower than Q4, Q3 and the rolling 12-month average.

Figure 24: How satisfied or dissatisfied are you with the way your Move In was dealt with? Trend over last 12 months Base: All customers (base size varies)



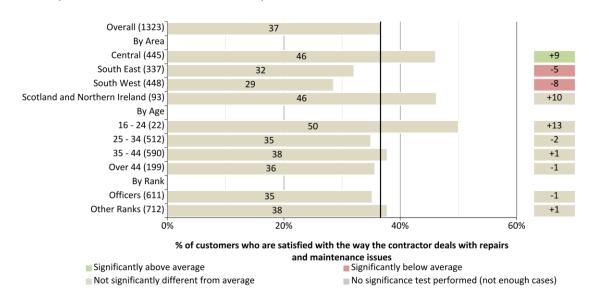
Less than two fifths (37%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, whilst over half (54%) are dissatisfied.

Figure 25: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? Base: All customers (1,323)



- The chart below 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 which are significantly less likely are highlighted in red.
- 3.34 Customers who live in Central areas are significantly more likely to be satisfied with the way the contractor deals with repairs and maintenance. In contrast, customers who live in the South East and South West are significantly less likely to think this.

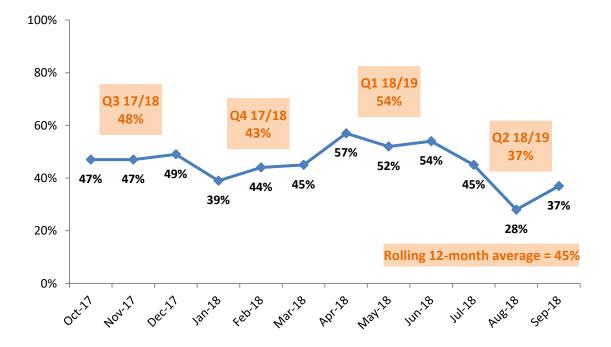
Figure 26: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? Base: All customers (number of customers shown in brackets)



Satisfaction with the way the contractor deals with repairs and maintenance issues has changed significantly over the last four quarters, reaching a high of 54% in Q1 before dropping to a low of 37% in Q2. In the most recent quarter, there has been little consistency with satisfaction moving from 45% in July, down to 28% in August and then back up to 37% in September.

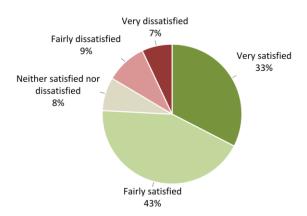
Figure 27: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? Trend over last 12 months

Base: All customers (base size varies)



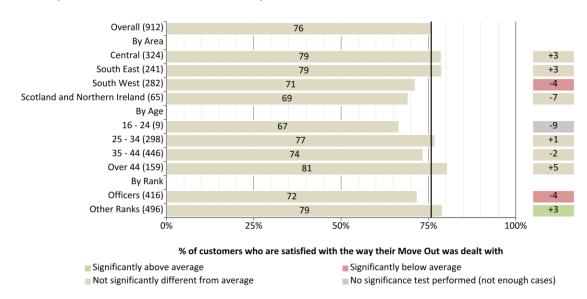
^{3.36} Around three quarters (76%) of customers are satisfied with the way their Move Out was dealt with, whilst 16% are dissatisfied.

Figure 28: How satisfied or dissatisfied are you with the way your Move Out was dealt with? Base: All customers (912)



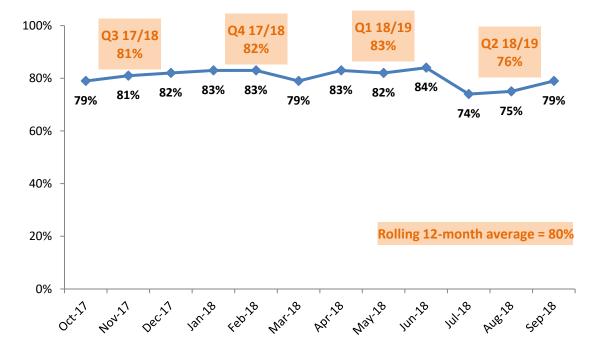
- 3.37 The chart below shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the way their Move Out was dealt with. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.38 Customers whose rank is 'other' are significantly more likely to be satisfied with the way their Move Out was dealt with, whilst those who live in the South West and Officers are significantly less likely to think this.

Figure 29: How satisfied or dissatisfied are you with the way your Move Out was dealt with? Base: All customers (number of customers shown in brackets)



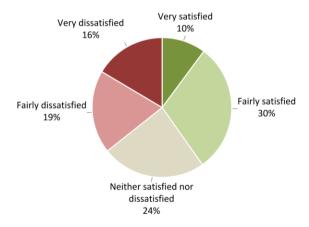
^{3.39} Customer's satisfaction with the way their Move Out was dealt with has decreased significantly by 7 percentage points since Q1. Satisfaction also reached a 12-month low of 74% in June and was only slightly higher (75%) in July.

Figure 30: How satisfied or dissatisfied are you with the way your Move Out was dealt with? Trend over last 12 months Base: All customers (base size varies)



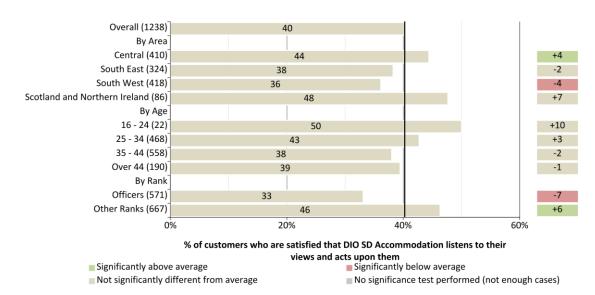
^{3,40} Four fifths (40%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst around a third (36%) are dissatisfied. A further 24% said they are neither satisfied nor dissatisfied.

Figure 31: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them? Base: All customers (1,238)



- 3.41 The chart below 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.
- 3.42 Customers living in Central areas 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 and customers who live in the South West are significantly less likely to think this.

Figure 32: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them? Base: All customers (number of customers shown in brackets)



3.43 Customers satisfaction that DIO SD Accommodation listens to their views and acts upon them has decreased significantly by 16 percentage points since Q1. In the current quarter, satisfaction reached a 12-month low of 30% in August before rising to 46% in September.

Figure 33: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them? Trend over last 12 months

Base: All customers (base size varies)

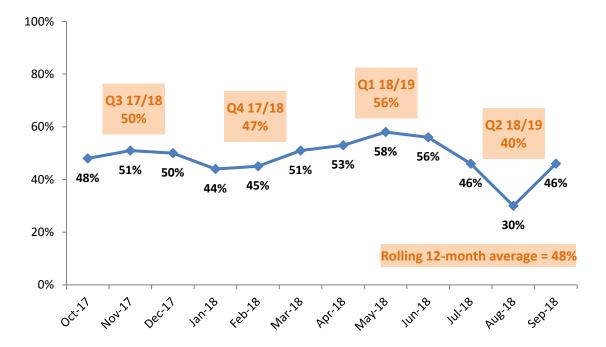


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