



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



**Ministry  
of Defence**

### **Q3 Report**

### **Opinion Research Services February 2019**



## Ministry of Defence DIO Accommodation Customer Satisfaction Tracker



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of Defence

### 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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# The ORS Project Team

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# 1. Project Overview

## The Survey

- 1.1 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 3 survey was carried out by telephone between 1<sup>st</sup> October and 31<sup>st</sup> December 2018 and 1,382 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	29
South East	413	30
South West	475	34
Scotland and Northern Ireland	99	7
<b>Total</b>	<b>1,382</b>	<b>100</b>

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

Age	Unweighted Count	Unweighted Valid %
16-24	8	1
25-34	574	42
35-44	607	44
Over 44	193	14
<b>Total</b>	<b>1,382</b>	<b>100</b>

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

Rank	Unweighted Count	Unweighted Valid %
Officers	271	20
Other Ranks	1,111	80
<b>Total</b>	<b>1,382</b>	<b>100</b>

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

Month	Unweighted Count	Unweighted Valid %
October 2018	483	35
November 2018	439	32
December 2018	460	33
<b>Total</b>	<b>1,382</b>	<b>100</b>

## 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
- 1.8 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

- 1.9 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 1,382 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.
- 2.2 Around three fifths (59%) customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst less than 3 in 10 (27%) are dissatisfied. Satisfaction is in line with the previous quarter (both 59%), but is significantly lower by 12 percentage points when compared with Q1 18/19 (71%).
- 2.3 Four fifths (80%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst 12% are dissatisfied. Satisfaction has shown very little change over the last 12 months, although satisfaction in Q3 18/19 is slightly lower than Q1 18/19 (82%), Q4 17/18 (81%) and the rolling 12-month average (81%).
- 2.4 Three fifths (60%) of customers are satisfied with the overall quality of their home, whilst around 3 in 10 (29%) are dissatisfied. Satisfaction has experienced a drop-in satisfaction over the last 5 months. In Q4 17/18 and Q1 18/19 satisfaction was constantly on or above 70%, but this has dropped to around 60% in the two most recent quarters.
- 2.5 Four fifths (80%) of customers are satisfied with their SFA estate as a place to live, whilst 13% are dissatisfied. Satisfaction is in line with the previous quarter (79% in Q2 18/19; 80% in Q3 18/19) but significantly lower by 7 percentage points when compared with Q1 18/19.
- 2.6 Around two thirds (65%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance), whilst over a quarter (27%) are dissatisfied. Satisfaction has increased 3 percentage points when compared with the previous quarter. It is interesting to note that the proportion of customers who were satisfied was unchanged throughout Q3 18/19 (65%).
- 2.7 Around three quarters (73%) of customers are satisfied that their daily occupancy charges provide value for money, whilst less than a fifth (19%) are dissatisfied. Customer satisfaction has not changed when compared with Q2 18/19 (both 73%).
- 2.8 Over 7 in 10 (73%) 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 70%.
- 2.9 Three quarters (75%) of customers are satisfied with the way their Move In was dealt with, whilst 19% are dissatisfied. Customer's satisfaction has been consistent over the last two quarters – 76% in Q2 18/19 and 75% in Q3 18/19. However, satisfaction in the current quarter is lower than in Q4 17/18 and Q1 18/19 and when compared with the rolling 12-month average.

- 2.10 Less than two fifths (39%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, whilst over half (51%) are dissatisfied. Satisfaction has changed significantly over the last four quarters, reaching a high of 54% in Q1 18/19 before dropping to a low of 37% in Q2 18/19. Satisfaction has increased slightly by 2 percentage points between Q2 18/19 and Q3 18/19, but is currently 4 percentage points lower than the rolling 12-month average.
- 2.11 Four fifths (80%) of customers are satisfied with the way their Move Out was dealt with, whilst 14% are dissatisfied. Customer's satisfaction with the way their Move Out was dealt with has increased significantly by 4 percentage points since Q2 18/19 and is in line with the rolling 12-month average (80%).
- 2.12 Less than two fifths (39%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst the same proportion (39%) are dissatisfied. A further 22% said they are neither satisfied nor dissatisfied. Satisfaction is consistent with Q2 18/19 but significantly lower (by 17 percentage points) when compared with Q1 18/19.

## 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, SFA estate as a place to live and the way customers Move Out was dealt with.

## Areas for Consideration

- 2.15 Less than two fifths (39%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, with those who live in the South East or South West significantly less likely to be satisfied.
- 2.16 39% of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them.
- 2.17 When considering responses to all questions, officers tend to be less satisfied in comparison to 'other' ranks.



## Satisfaction Comparison

2.18 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)

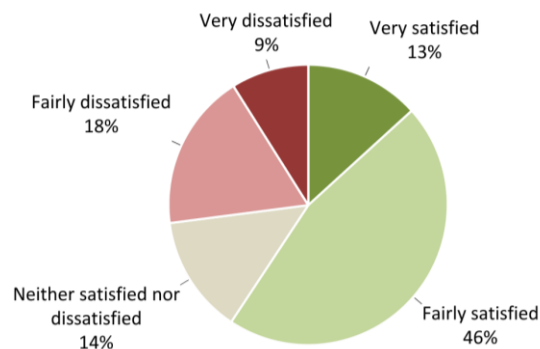
Question	Oct-18	Nov-18	Dec-18	Q3 average	Rolling 12-month average
Overall service	60%	57%	61%	59%	63%
Rules that govern customers entitlement to SFA	80%	80%	79%	80%	81%
Overall quality of your home	61%	59%	60%	60%	67%
SFA estate as a place to live	84%	77%	79%	80%	82%
Upkeep of communal areas	65%	65%	65%	65%	68%
Daily occupancy charges provide VfM	73%	70%	77%	73%	76%
The arrangements for allocating SFA to customer	76%	71%	73%	73%	72%
The way customers Move In was dealt with	75%	74%	75%	75%	77%
The way the contractor deals with repairs & maintenance issues	38%	37%	41%	39%	43%
The way customers Move Out was dealt with	81%	80%	80%	80%	80%
Listen to customers views and acts upon them	41%	36%	41%	39%	46%

## 3. Main Findings

- 3.1 Around three fifths (59%) customers are satisfied with the service provided by DIO SD Accommodation and its contractors, whilst less than 3 in 10 (27%) 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?**

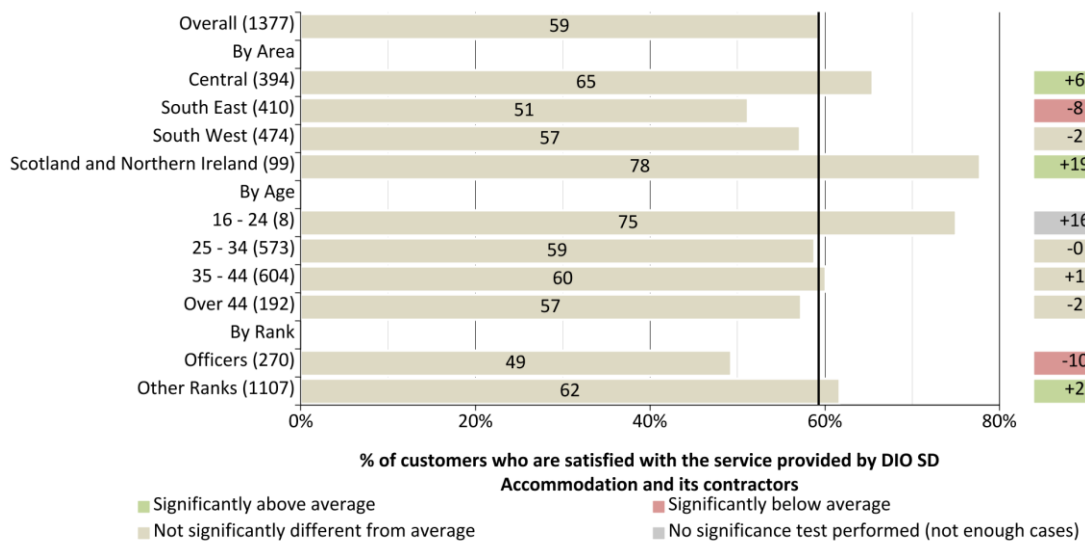
Base: All customers (1,377)



### Differences by sub-group

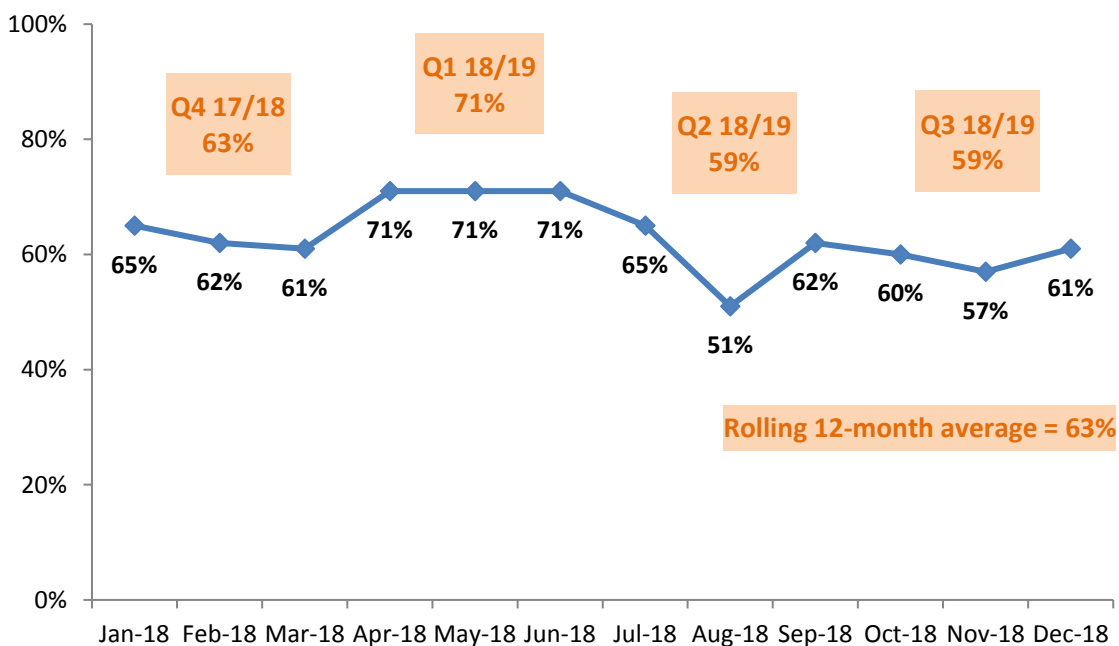
- 3.2 The chart overleaf shows how the responses for this question vary across different sub-groups of the population who stated they are satisfied with the service provided by DIO SD Accommodation and its contractors. Results for sub-groups which are significantly more likely than the overall score are highlighted in green, whilst results which are significantly less likely are highlighted in red.
- 3.3 Customers who live in Central areas or 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)



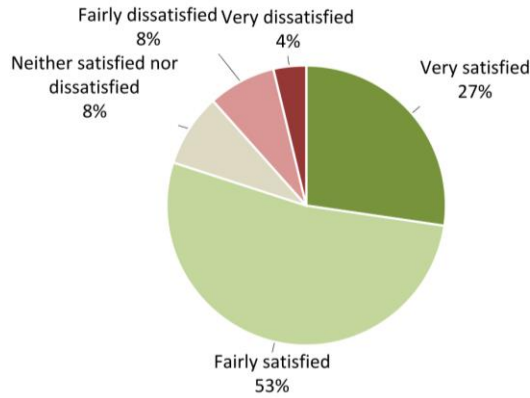
3.4 Satisfaction with the service provided by DIO SD Accommodation and is in line with the previous quarter (both 59%), but is significantly lower by 12 percentage points when compared with Q1 18/19 (71%).

**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)



3.5 Four fifths (80%) of customers are satisfied with the rules that govern their entitlement to SFA, whilst 12% are dissatisfied.

**Figure 4: How satisfied or dissatisfied are you with the rules that govern your entitlement to SFA?**  
 Base: All customers (1,368)

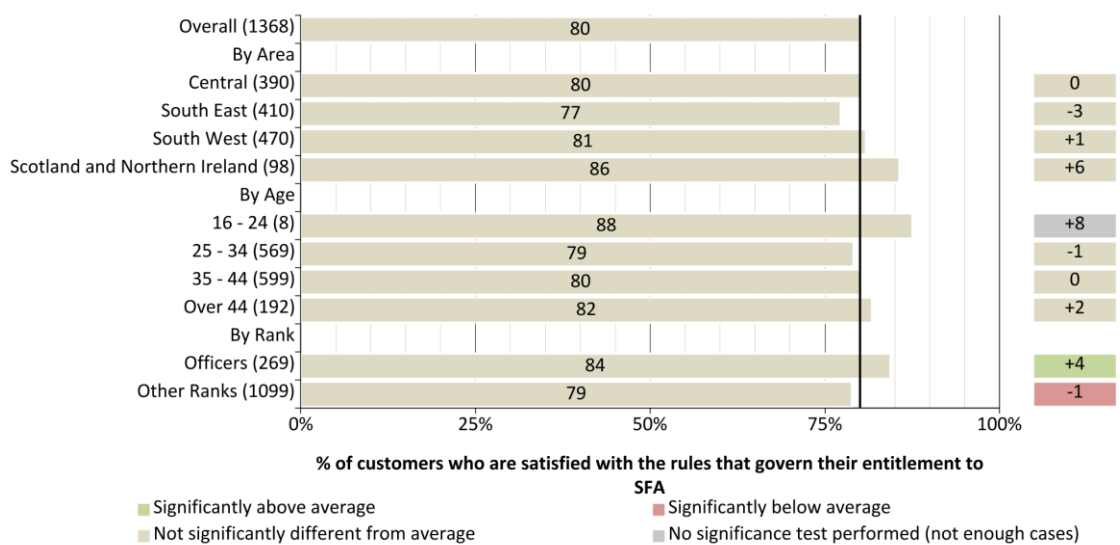


**Differences by sub-group**

3.6 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.

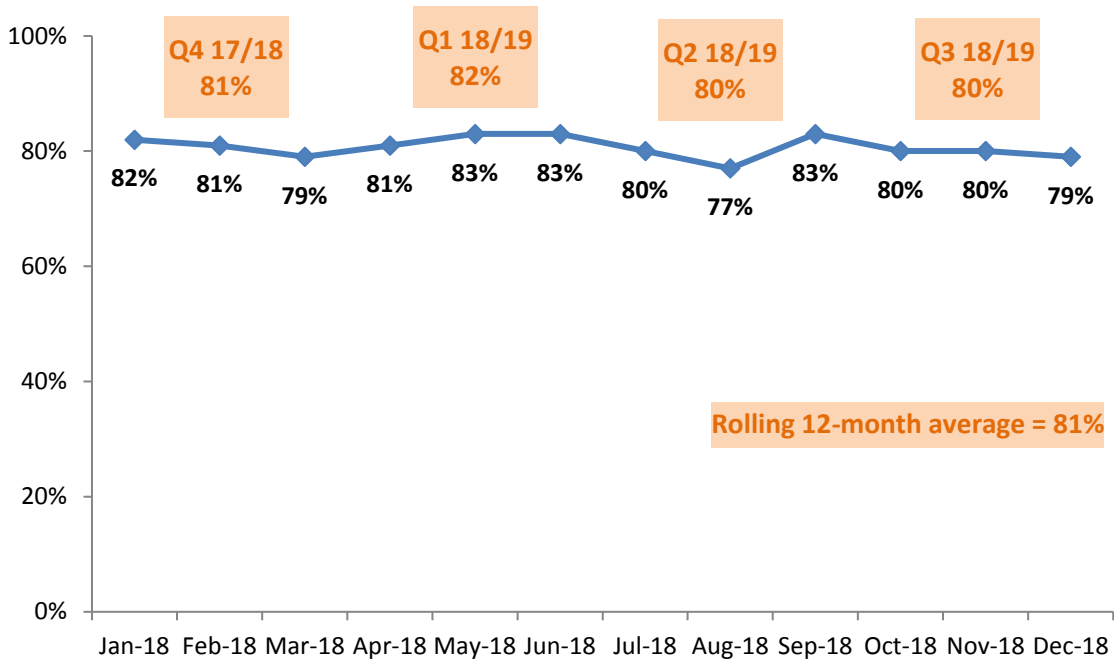
3.7 Officers are significantly more likely to be satisfied with the rules that govern entitlement to SFA, whilst customers who are ‘other ranks’ are significantly less likely to think this.

**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)



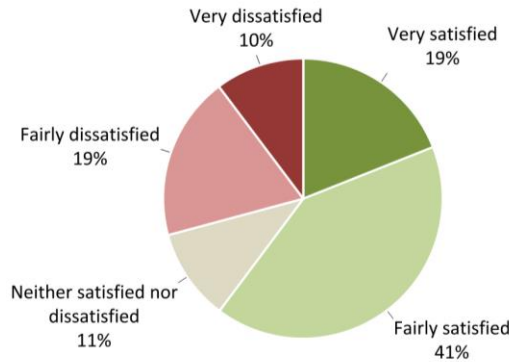
3.8 Satisfaction with the rules that govern customers’ entitlement to SFA has shown very little change over the last 12 months, although satisfaction in Q3 18/19 (80%) is slightly lower than Q1 18/19 (82%), Q4 17/18 (81%) and the rolling 12-month average (81%).

**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 Three fifths (60%) of customers are satisfied with the overall quality of their home, whilst around 3 in 10 (29%) are dissatisfied.

**Figure 7: How satisfied or dissatisfied are you with the overall quality of your home?**  
 Base: All customers (1,382)

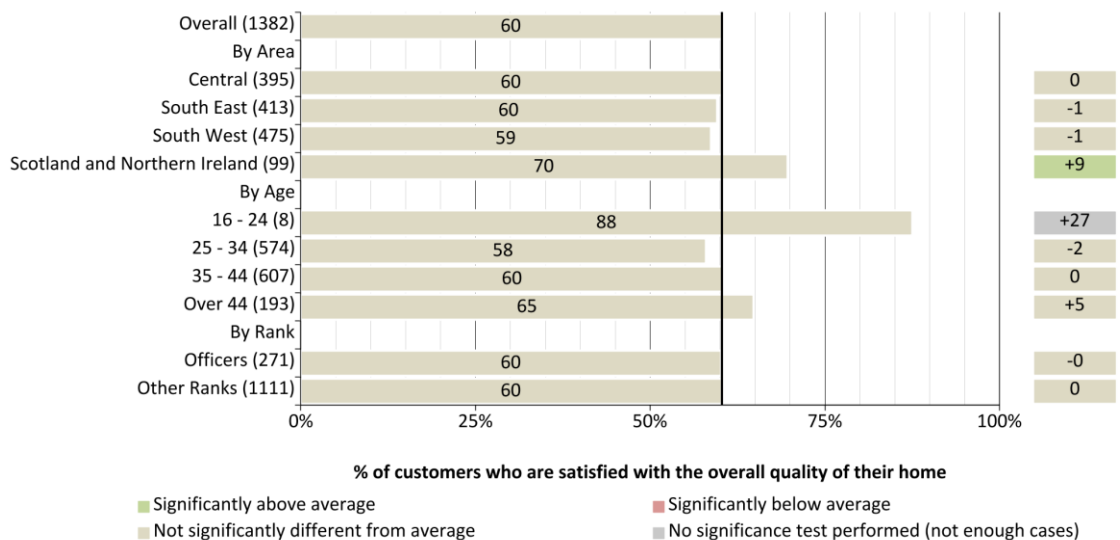


**Differences by sub-group**

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.

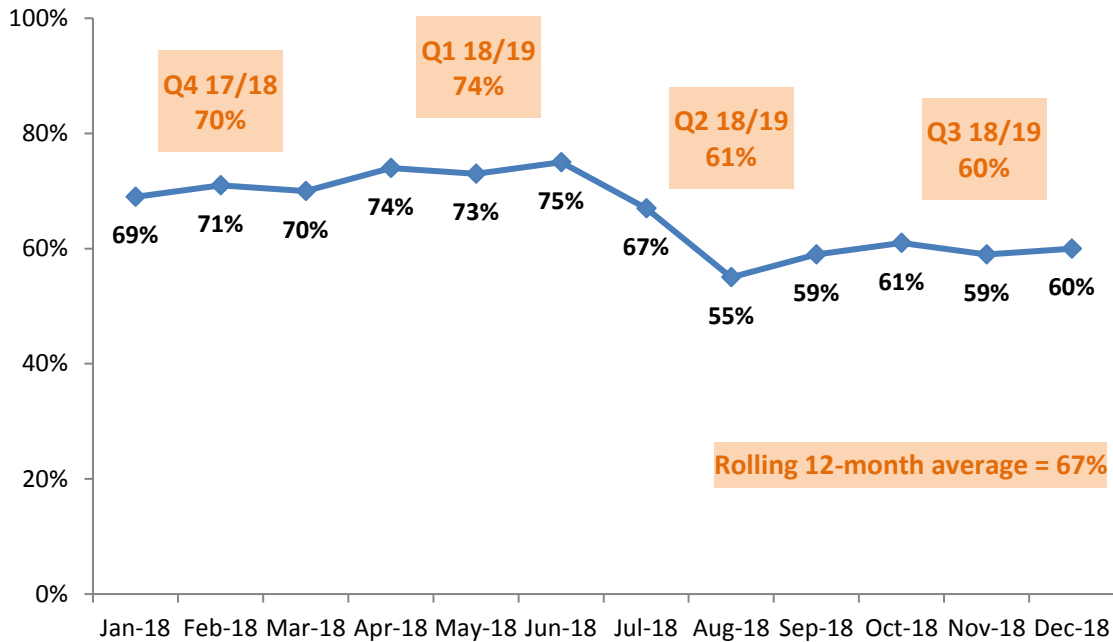
3.11 Customers who live in Scotland and Northern Ireland are significantly more likely to be satisfied with the overall quality of their home.

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



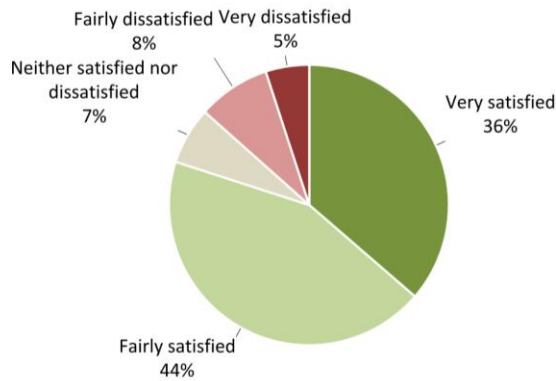
3.12 Satisfaction with the overall quality of the home has experienced a drop-in satisfaction over the last 5 months. In Q4 17/18 and Q1 18/19 satisfaction was constantly on or above 70%, but this has dropped to around 60% in the two most recent quarters.

**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)



3.13 Four fifths (80%) of customers are satisfied with their SFA estate as a place to live, whilst 13% are dissatisfied.

**Figure 10: How satisfied or dissatisfied are you with your SFA estate as a place to live?**  
 Base: All customers (1,376)

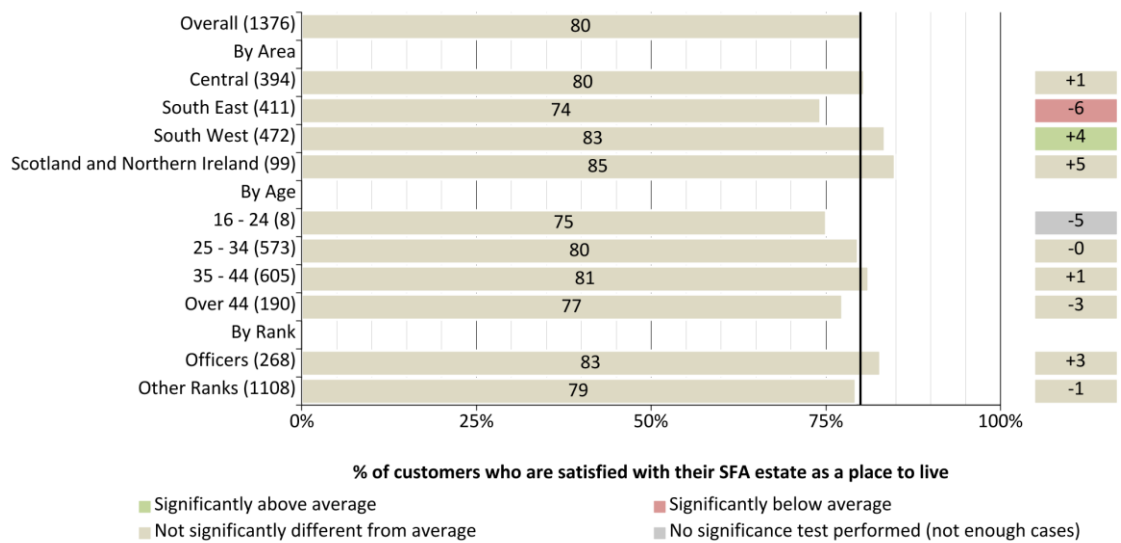


**Differences by sub-group**

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 the South West are significantly more likely to be satisfied with their SFA estate as a place to live, whilst those who live in the South East are significantly less likely to say this.

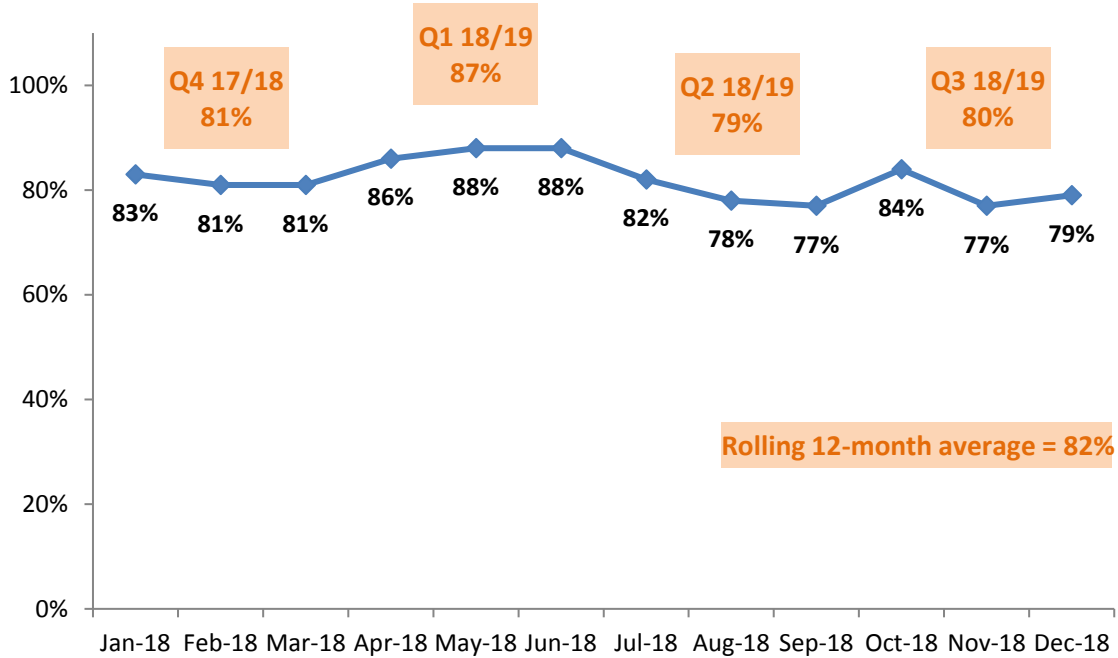
**Figure 11: How satisfied or dissatisfied are you with your SFA estate as a place to live?**  
 Base: All customers (number of customers shown in brackets)





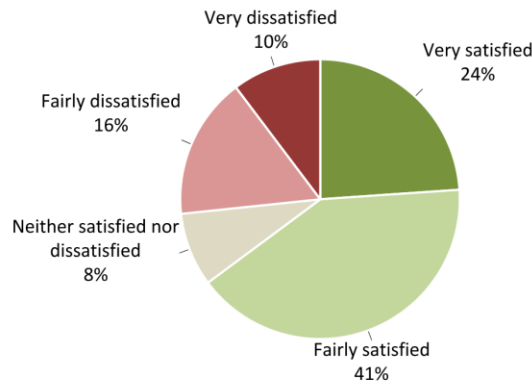
3.16 Satisfaction with SFA estate as a place to live is in line with the previous quarter (79% in Q2 18/19; 80% in Q3 18/19) but significantly lower by 7 percentage points when compared with Q1 18/19.

**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 two thirds (65%) of customers are satisfied with the upkeep of communal areas (including grounds maintenance), whilst over a quarter (27%) are dissatisfied.

**Figure 13: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance?**  
 Base: All customers (1,321)

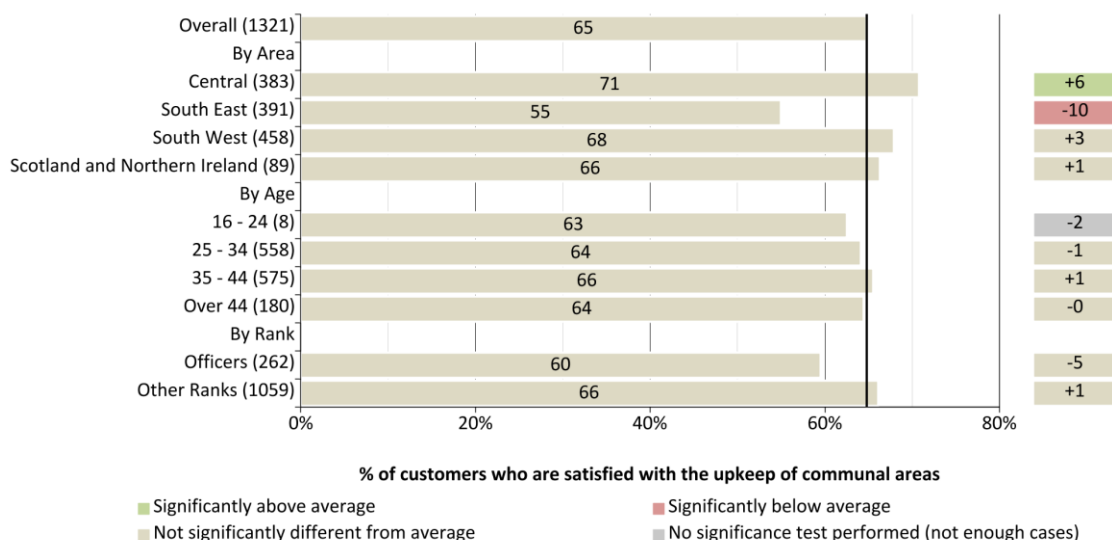


**Differences by sub-group**

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.

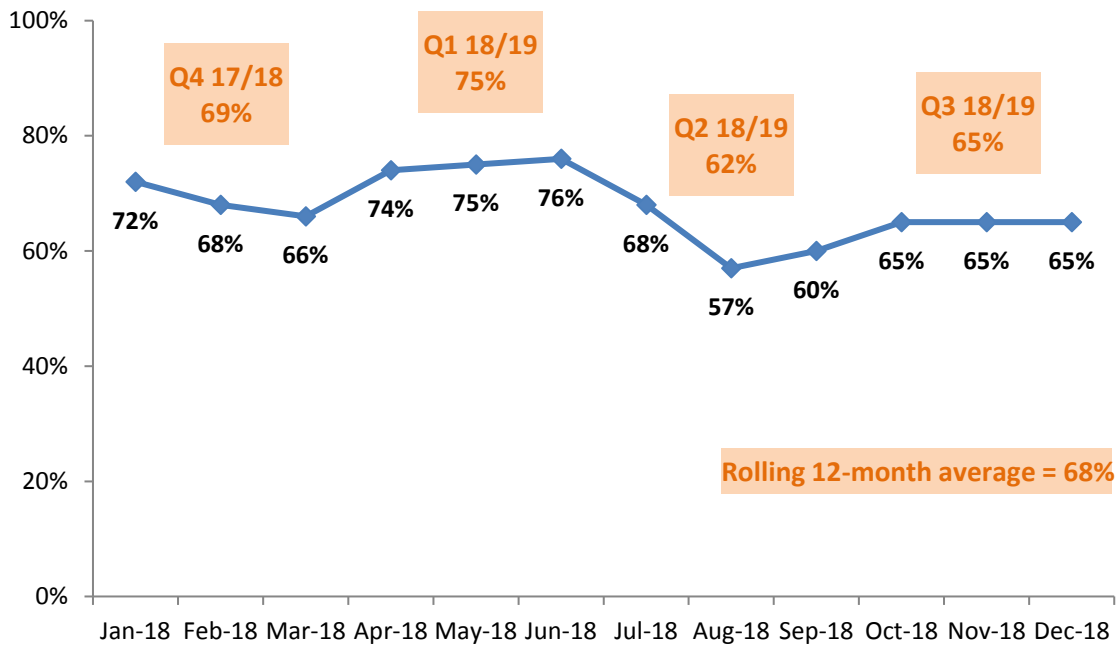
**Figure 14: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance?**  
 Base: All customers (number of customers shown in brackets)



3.20 Satisfaction with the upkeep of communal areas has increased 3 percentage points when compared with the previous quarter. It is interesting to note that the proportion of customers who were satisfied was unchanged throughout Q3 18/19 (65%).

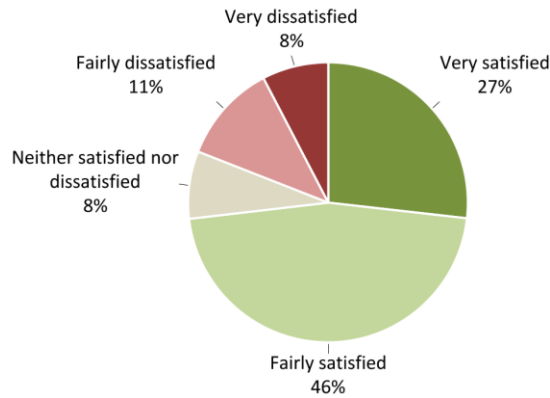
**Figure 15: How satisfied or dissatisfied are you with the upkeep of communal areas, including grounds maintenance? Trend over last 12 months**

**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 less than a fifth (19%) are dissatisfied.

**Figure 16: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money?**  
 Base: All customers (1,373)

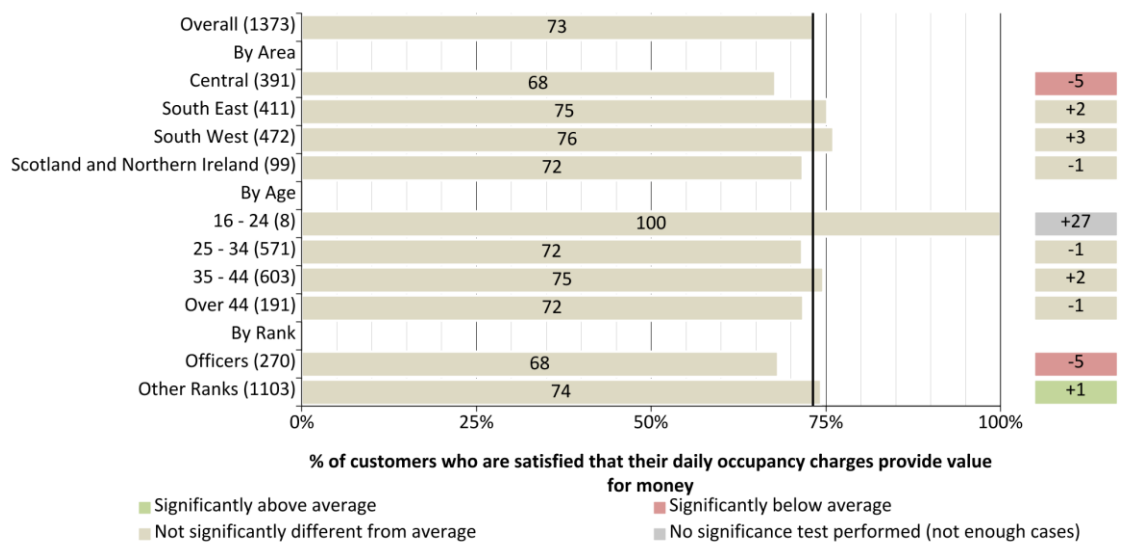


**Differences by sub-group**

3.22 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.

3.23 Customers who are ‘other ranks’ are significantly more likely to be satisfied that their daily occupancy charges provide value for money, whilst customers who live in Central areas and Officers are significantly less likely to say this.

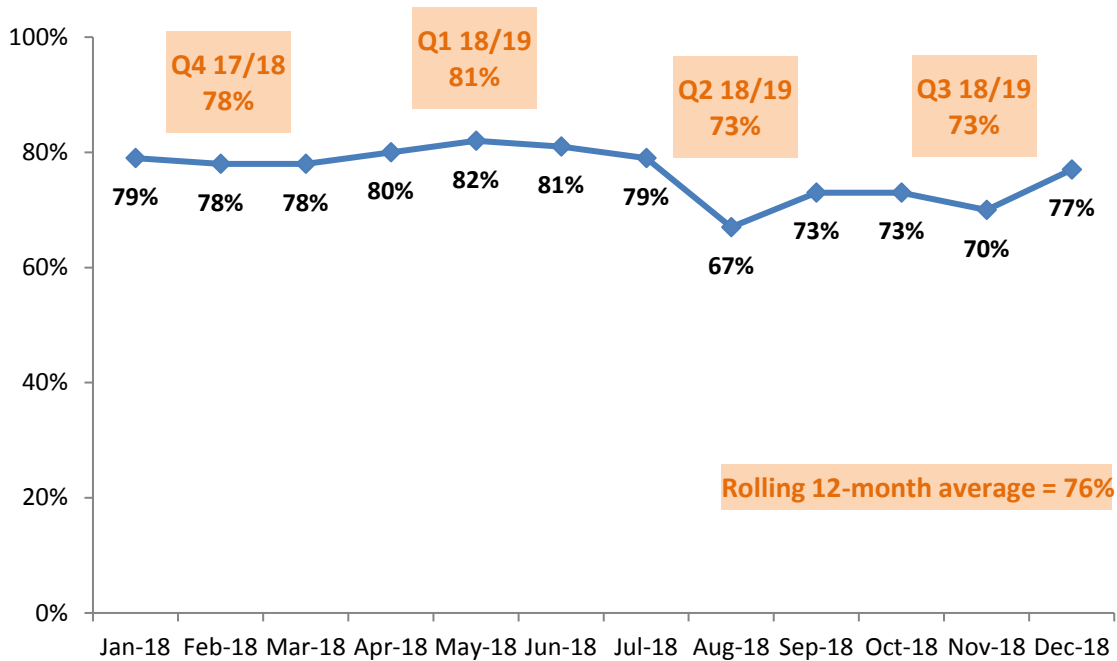
**Figure 17: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money?**  
 Base: All customers (number of customers shown in brackets)



3.24 Customers satisfaction that daily occupancy charges provide value for money has not changed when compared with Q2 18/19 (both 73%). Looking more closely at Q3 18/19, satisfaction increased by 7 percentage points between November and December, meaning December's satisfaction rating was the highest since July.

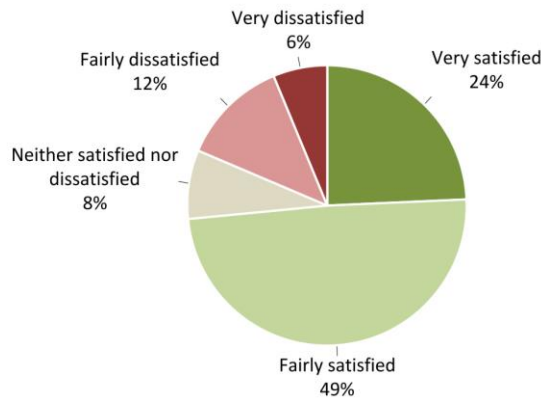
**Figure 18: How satisfied or dissatisfied are you that your daily occupancy charges provide value for money? Trend over last 12 months**

Base: All customers (base size varies)



3.25 Over 7 in 10 (73%) 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 (1,374)

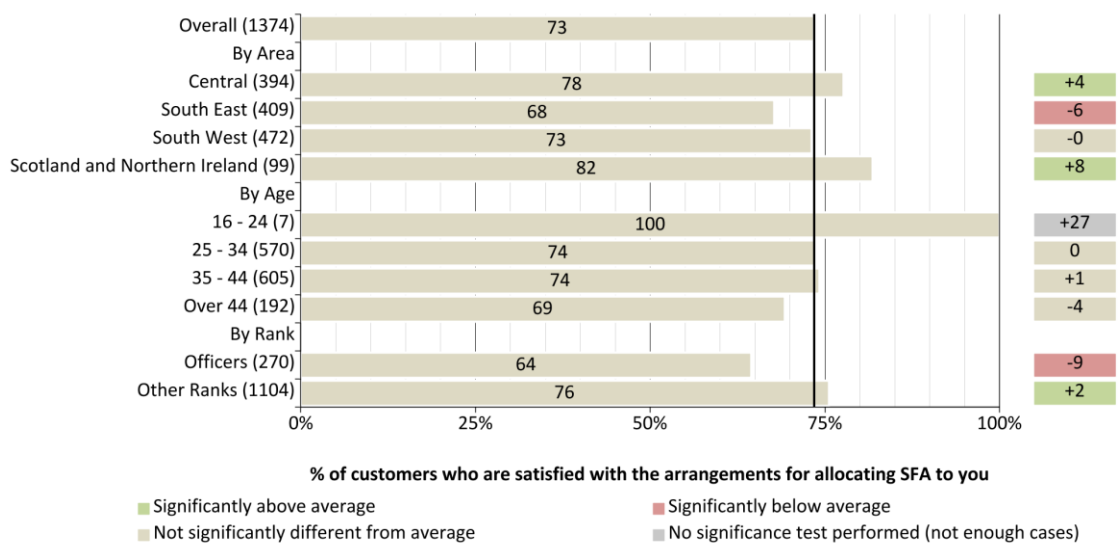


**Differences by sub-group**

3.26 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.

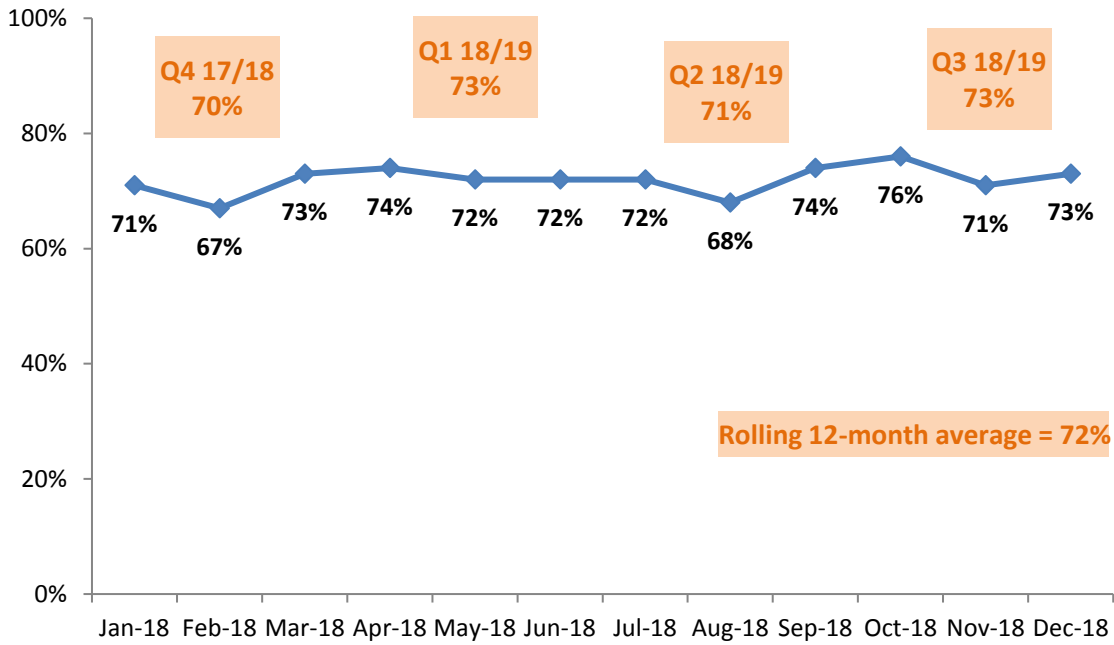
3.27 Customers living in Central areas or Scotland and Northern Ireland and those who are ‘other’ ranks are significantly more likely to be satisfied with the arrangements of allocating SFA to them. In contrast, Officers and customers living in the South East are significantly less likely to think this.

**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)



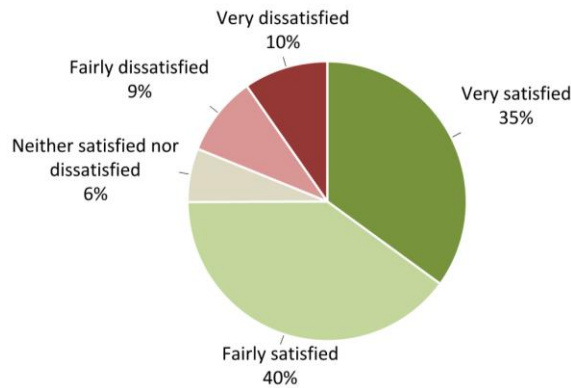
3.28 Satisfaction with the arrangements for allocating SFA has remained relatively consistent over the last 12 months, with quarterly averages hovering on or around 70%. It is perhaps worth noting that satisfaction reached a 12-month high of 76% in October, before dropping down to 71% in November.

**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)



3.29 Three quarters (75%) of customers are satisfied with the way their Move In was dealt with, whilst 19% are dissatisfied.

**Figure 22: How satisfied or dissatisfied are you with the way your Move In was dealt with?**  
 Base: All customers (1,362)

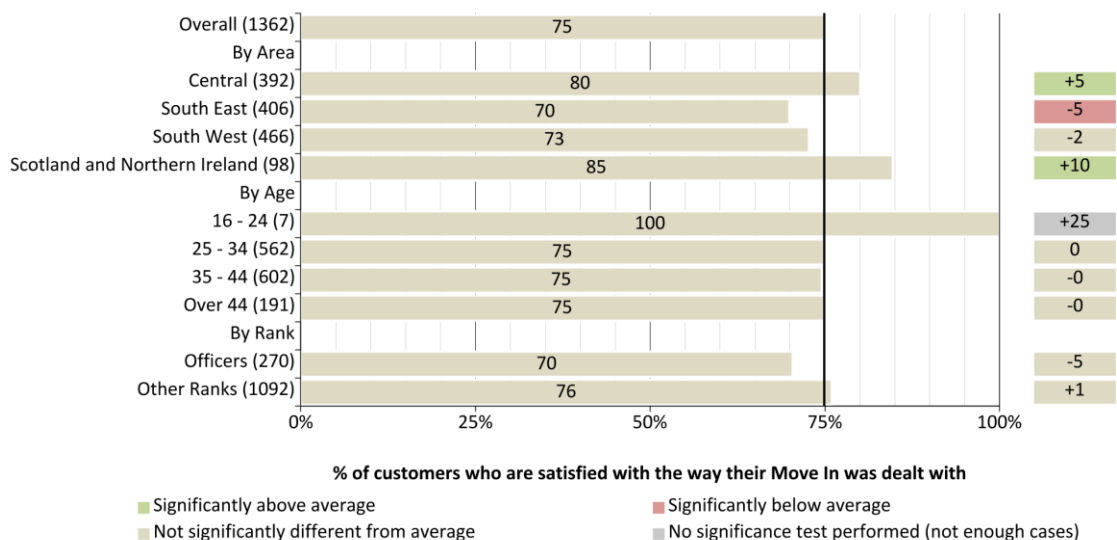


**Differences by sub-group**

3.30 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.

3.31 Customers living in Central areas or Scotland and Northern Ireland are significantly more likely to be satisfied with the way their Move In was dealt with, whilst those who live in the South East are significantly less likely to think this.

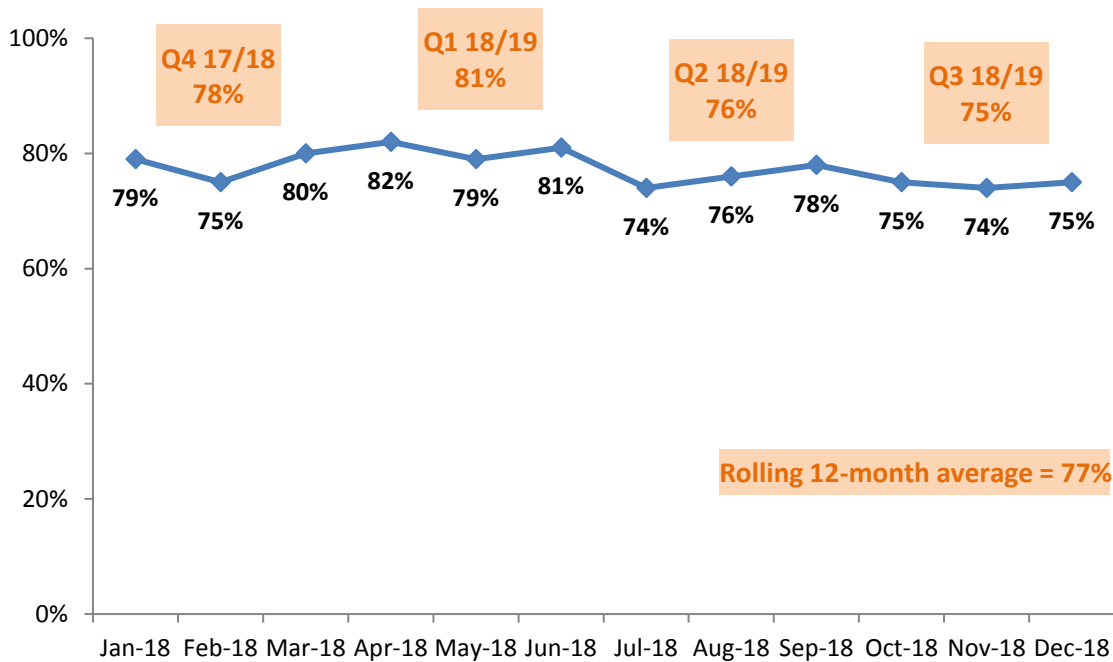
**Figure 23: How satisfied or dissatisfied are you with the way your Move In was dealt with?**  
 Base: All customers (number of customers shown in brackets)





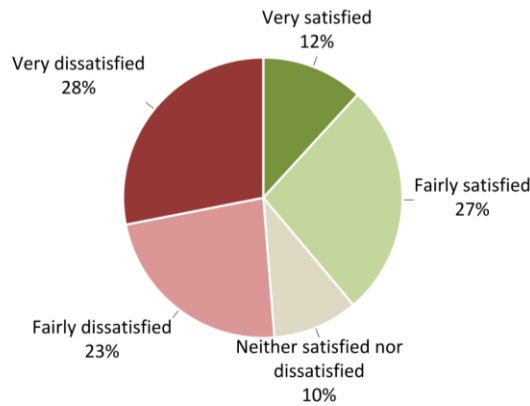
3.32 Customer's satisfaction with the way their Move In was dealt with has been consistent over the last two quarters – 76% in Q2 18/19 and 75% in Q3 18/19. However, satisfaction in the current quarter is lower than in Q4 17/18 and Q1 18/19 and when compared with the rolling 12-month average.

**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)



3.33 Less than two fifths (39%) of customers are satisfied with the way the contractor deals with repairs and maintenance issues, whilst over half (51%) are dissatisfied.

**Figure 25: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues?**  
 Base: All customers (1,372)

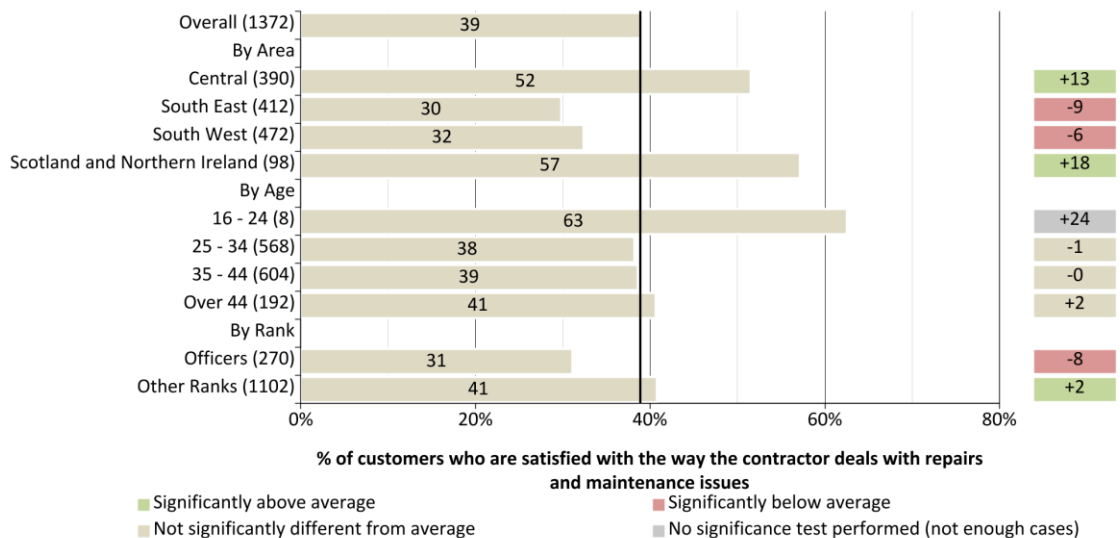


**Differences by sub-group**

3.34 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.

3.35 Customers who live in Central areas or Scotland and Northern Ireland 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 and customers who live in the South East or South West are significantly less likely to think this.

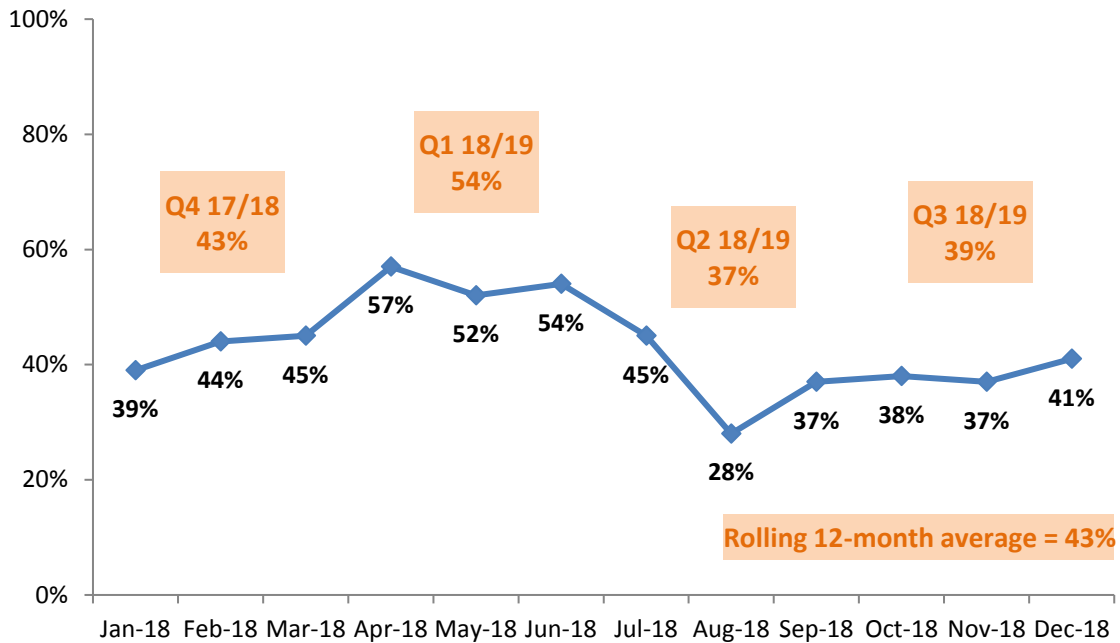
**Figure 26: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues?**  
 Base: All customers (number of customers shown in brackets)



3.36 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 18/19 before dropping to a low of 37% in Q2 18/19. Satisfaction has increased slightly by 2 percentage points between Q2 18/19 and Q3 18/19, but is currently 4 percentage points lower than the rolling 12-month average.

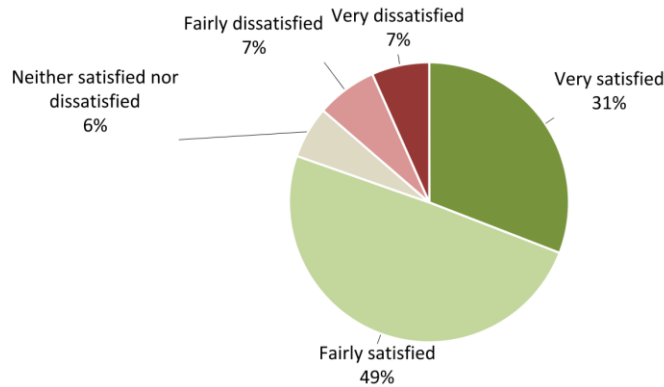
**Figure 27: How satisfied or dissatisfied are you with the way the contractor deals with repairs and maintenance issues? Trend over last 12 months**

Base: All customers (base size varies)



3.37 Four fifths (80%) of customers are satisfied with the way their Move Out was dealt with, whilst 14% are dissatisfied.

**Figure 28: How satisfied or dissatisfied are you with the way your Move Out was dealt with?**  
 Base: All customers (916)

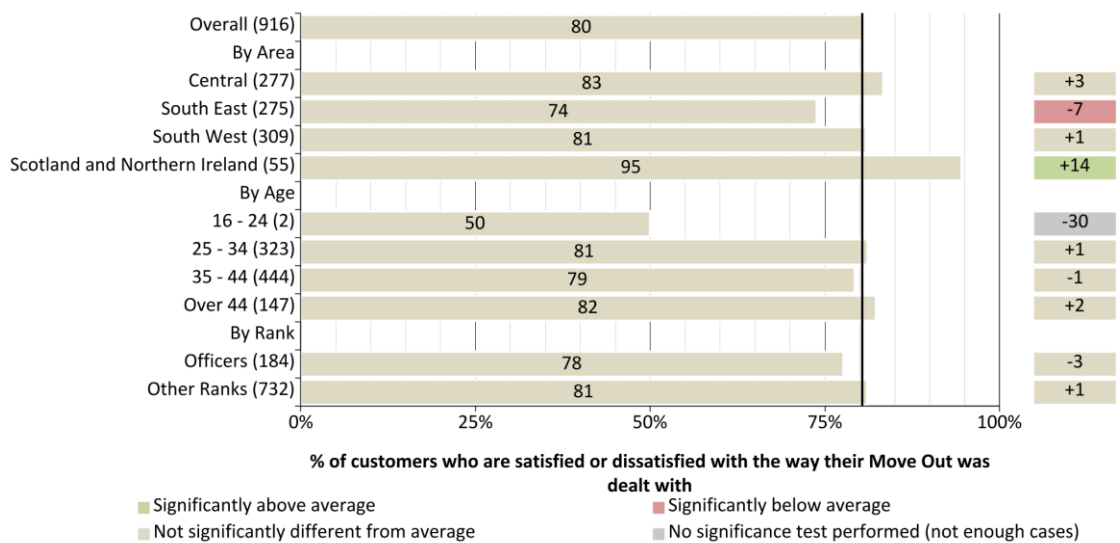


**Differences by sub-group**

3.38 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.

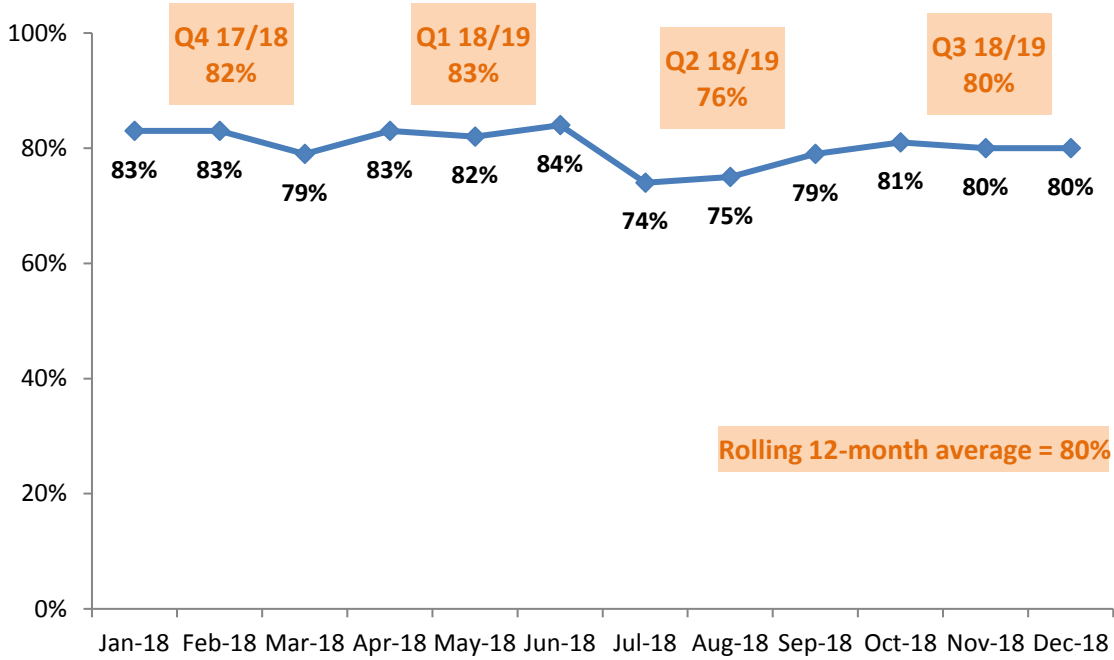
3.39 Customers who live in Scotland and Northern Ireland are significantly more likely to be satisfied with the way their Move Out was dealt with, whilst those who live in the South East are significantly less likely to think this.

**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)



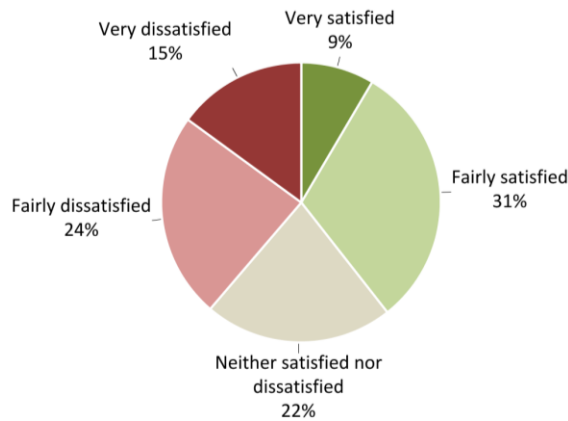
3.40 Customer’s satisfaction with the way their Move Out was dealt with has increased significantly by 4 percentage points since Q2 18/19 and is in line with the rolling 12-month average (80%).

**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)



3.41 Less than two fifths (39%) of customers are satisfied that DIO SD Accommodation listens to their views and acts upon them, whilst the same proportion (39%) are dissatisfied. A further 22% 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 (1,254)

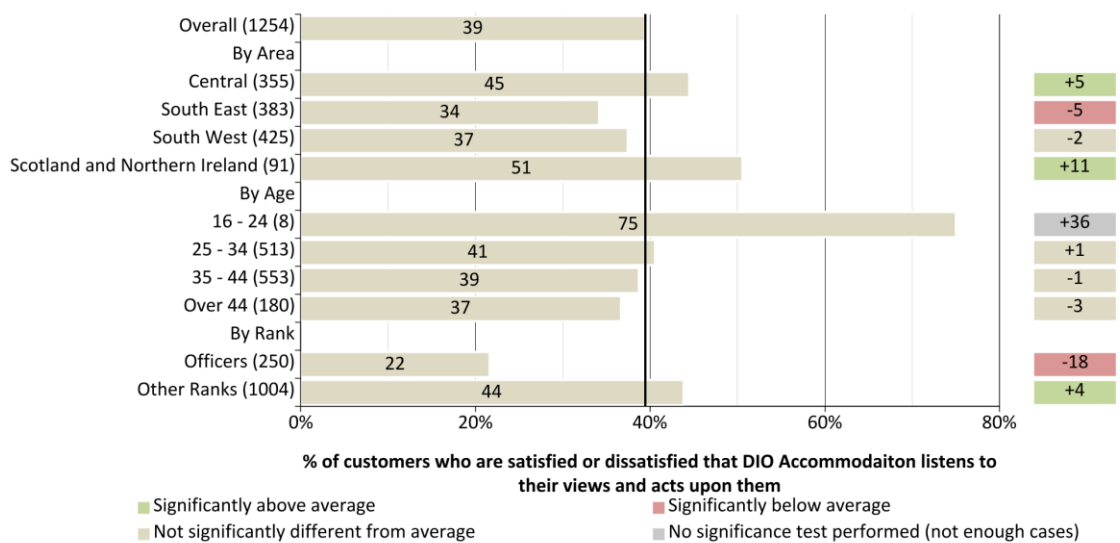


**Differences by sub-group**

3.42 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.

3.43 Customers living in Central areas or Scotland and Northern Ireland 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 East are significantly less likely to think this.

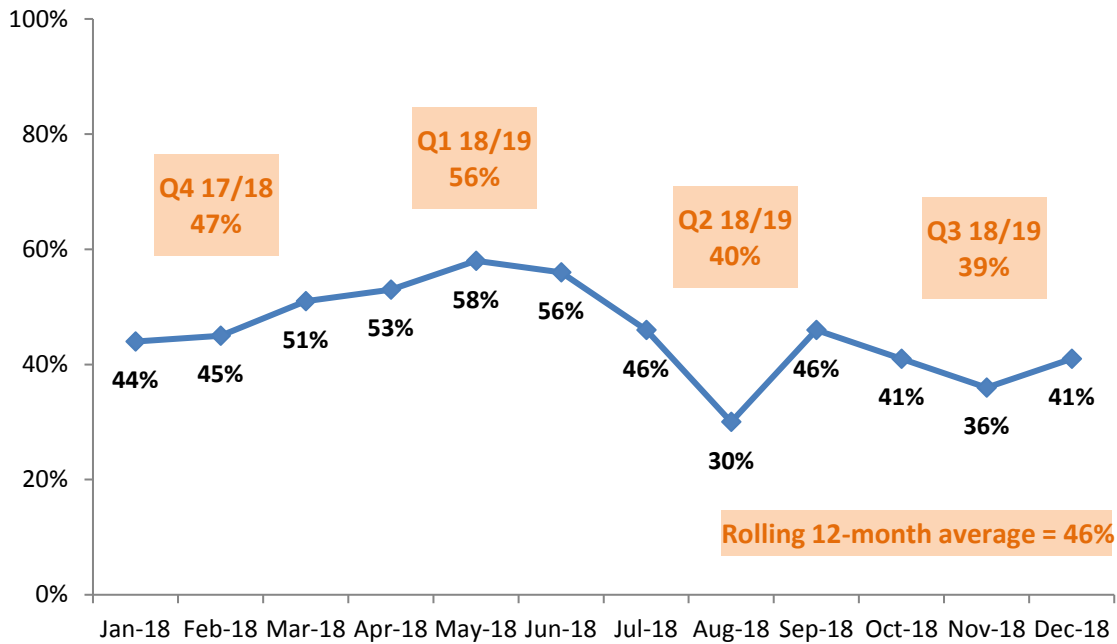
**Figure 32: How satisfied or dissatisfied are you that DIO SD Accommodation listens to your views and acts upon them?**  
 Base: All customers (number of customers shown in brackets)



3.44 Customers satisfaction that DIO SD Accommodation listens to their views and acts upon them is consistent with Q2 18/19 but significantly lower (by 17 percentage points) when compared with Q1 18/19. In the current quarter, satisfaction fell to 36% in November but increased to 41% in December.

**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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