

Customer Satisfaction & Equalities Survey

Overview of results April 2008 – March 2009



a service of



Overview Equalities Breakdown

The customer survey is sent to 1 in 5 of all RiDO property enquiries, excluding agents and organisations that would result in multiple responses from a single source.

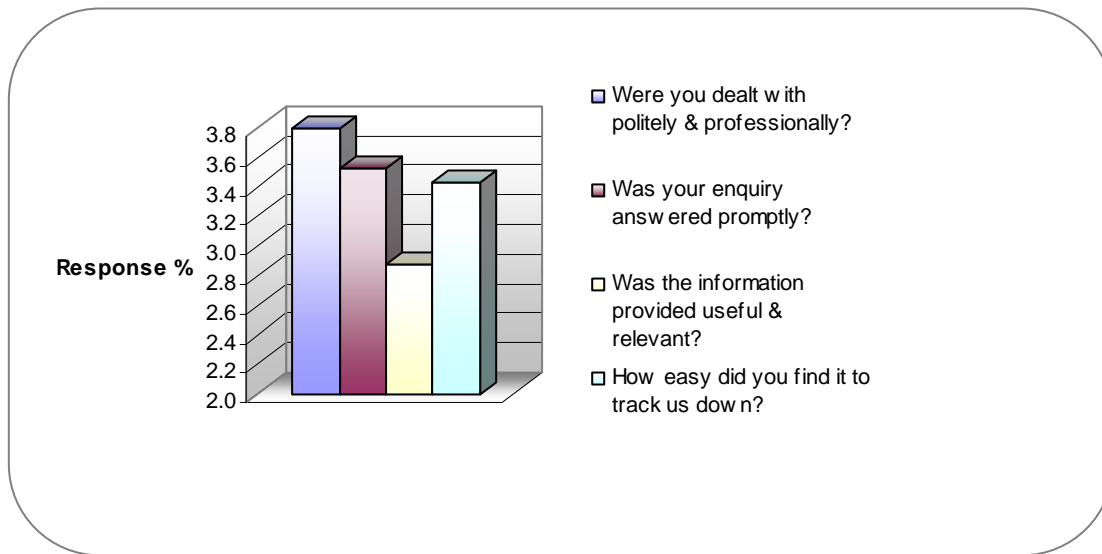


Fig. 1.1 Customer Survey Main Questions

Customer Survey

Methodology

Four questions are asked (highlighted in Fig. 1.1), which are rated 1–4. These are then totalled for all the surveys, averaged out and then expressed as a percentage.

Results

Question Respondents = 19

All the results for each individual question except for the usefulness of the information were above the target rate of 75%.

The lowest score was for the relevance of the information, this is due to the fact many companies are looking to acquire freehold properties, however, the market is not conducive of this. The highest score was for the professionalism & politeness of the staff at RiDO, which stood at 94.7%. We are looking at re-wording this question to prevent confusion in the future.

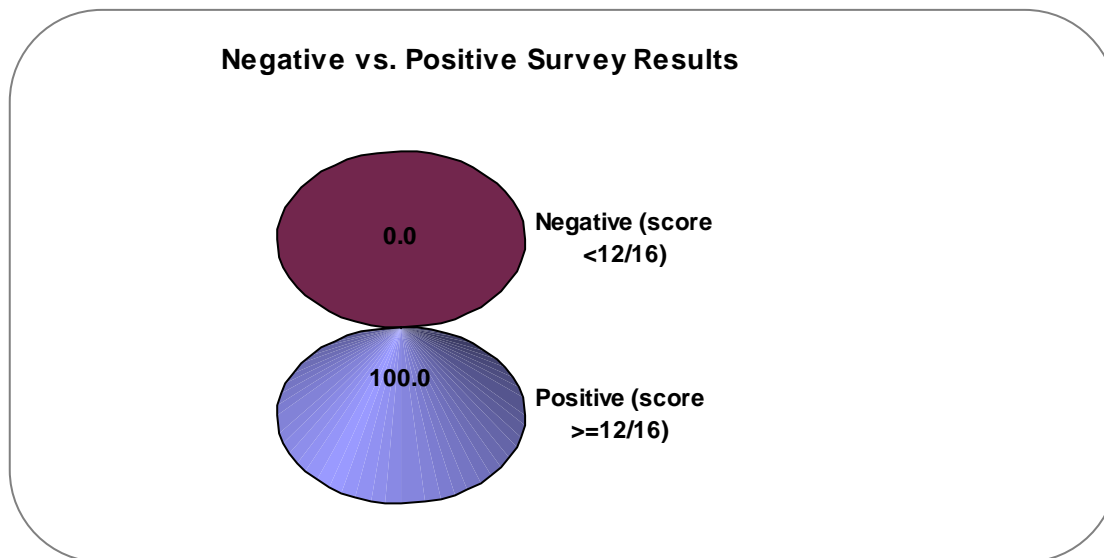


Fig. 1.2 *Positive vs. Negative Results*

Negative vs. Positive Results

Methodology

The four questions asked of the client, are totalled to produce a score out of 16. Those scoring 75% or more ($\geq 12/16$) are then classed as a positive result, and those scoring 12 or less a negative.

Results

Question Respondents = 19

The results received (100% positive) were classified using the above methodology. This shows the consistently high quality results that RiDO delivers across the services offered.

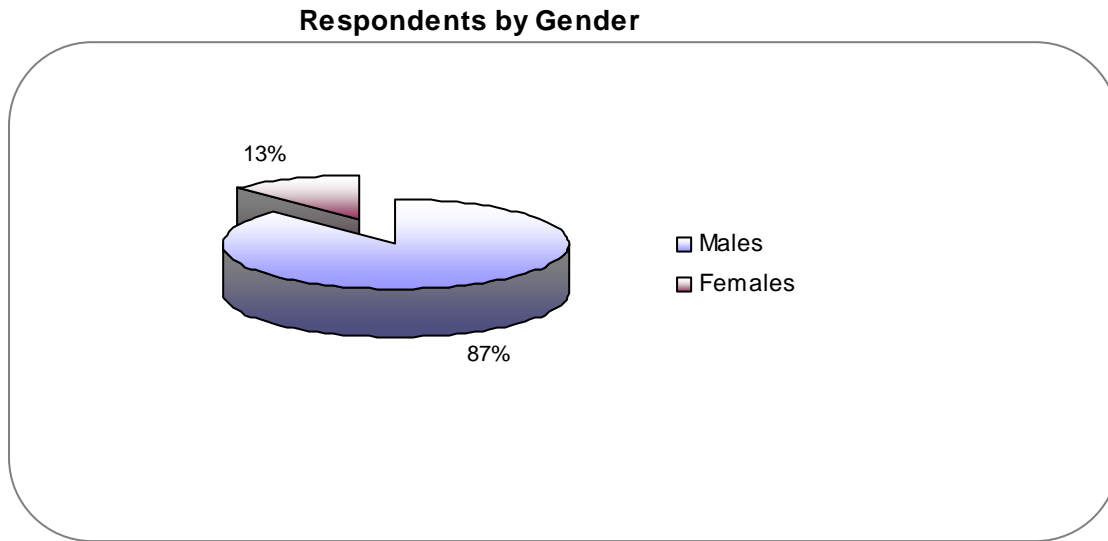


Fig. 1.3 Respondents by Gender

Respondents by Gender

Methodology

Each survey asks the client surveyed their gender, allowing RiDO to monitor satisfaction, and make sure that no discrimination is occurring based on gender, either consciously or otherwise.

Results

Question Respondents = 16

The results of the survey show that during this period, 87% of the survey respondents are male. This is most likely due to a higher percentage of RiDO's clients being male, although it must be taken into account that other factors (possibly social) could affect the number of surveys returned by a certain gender.

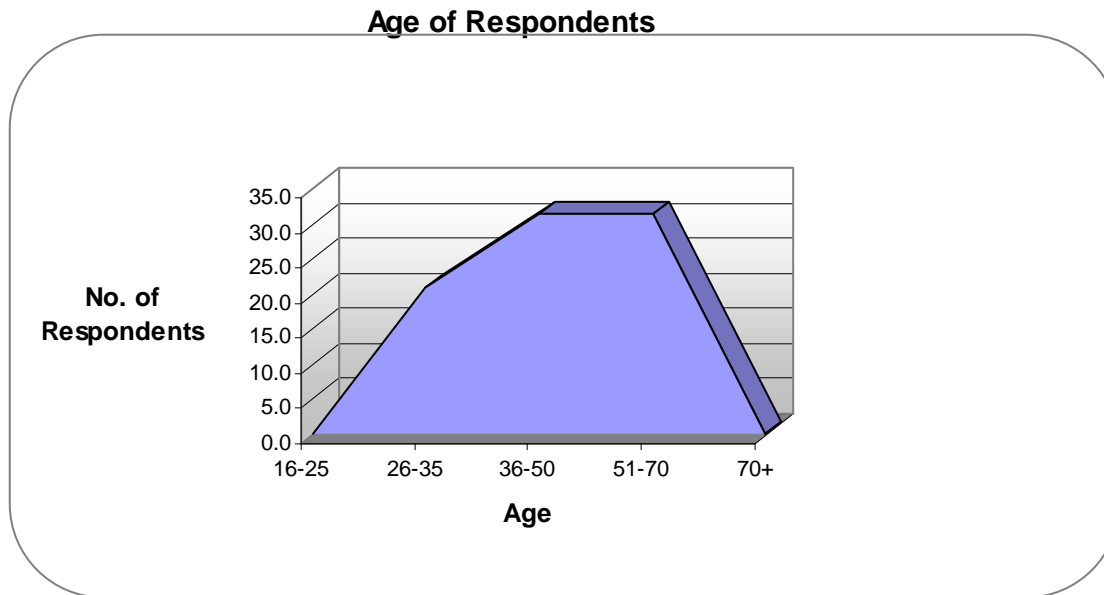


Fig. 1.4 Respondents by Age

Respondents by Age

Methodology

Each survey asks the client to specify an age bracket applicable to themselves, from five available.

Results

Question Respondents = 16

The results clearly show that we had an equal amount of respondents from the, 36–50 & 51–70 age groups, with slightly fewer from the 16–25 group and none over 70.

This could be due to an inherent social trend, (i.e. people of these ages are more likely to respond to a survey) and so this must be taken into account when analysing the results. Last year the majority were in the 51–70 category.

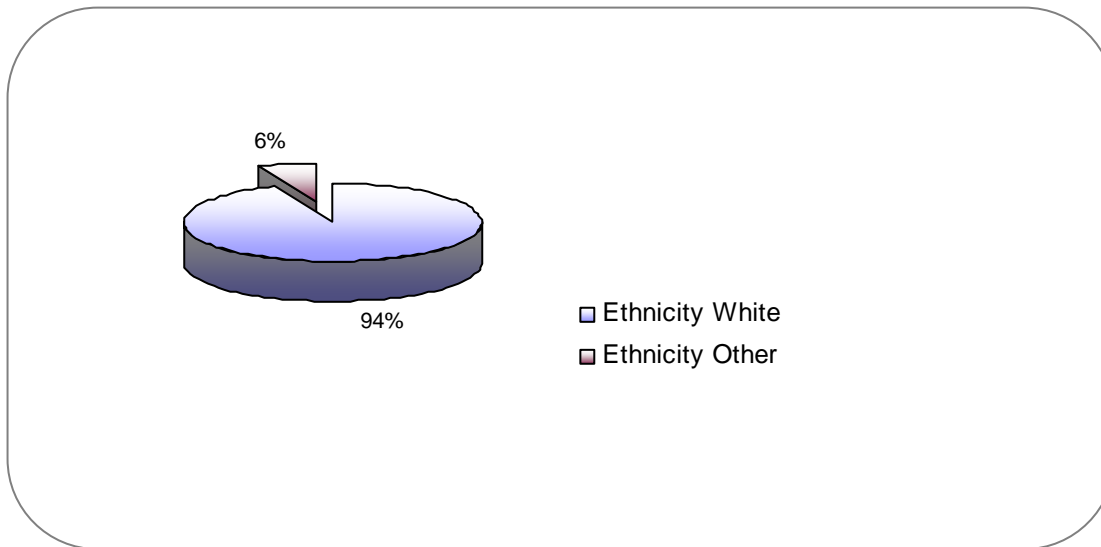


Fig. 1.5 Respondents by Ethnicity

Respondents by Ethnicity

Methodology

Each client is asked to provide their ethnicity from a pre-defined list.

It would prove impossible from the survey sample to analyse each ethnicity, so all white (English, British & Irish) ethnicities were combined and then compared to all non white.

Results

Question Respondents = 16

The results show that by far the majority of the respondents were of one of the white ethnicities highlighted above. However, based on the percentage of minority ethnic population in the borough, the small percentage of minority ethnic respondents is to be expected.

Detailed Equalities Breakdown

The more detailed ethnicity breakdown utilises data from the period April 2007 – March 2009, due to a small sample set from a single year.

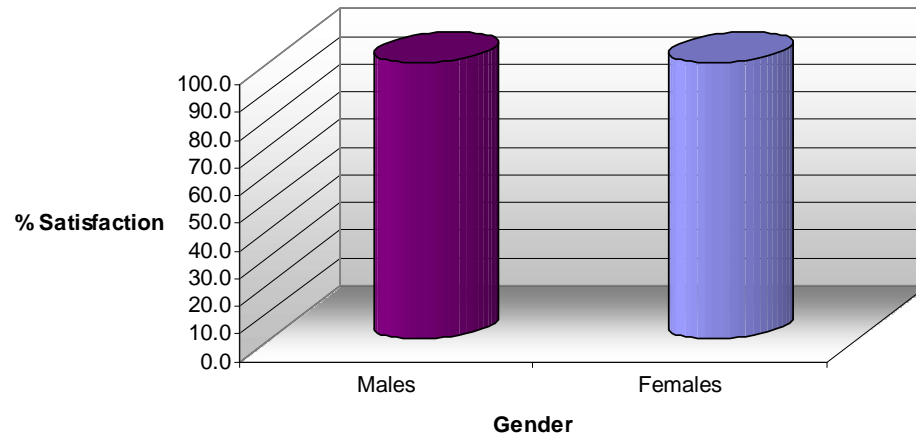


Fig. 1.6 *Satisfaction by Gender*

Satisfaction by Gender

Methodology

The satisfaction of each gender is measured by cross referencing the number of positive responses (described in the Negative vs. Positive section), with the gender specified.

Results

Question Respondents Female = 5

Question Respondents Male = 28

Which had one negative respondent during this period, but the client did not fill in the equalities survey, so gender cannot be determined. The respondent stated that we provided them with a listing of properties to let rather than to buy, this was due to market conditions and out of our control.

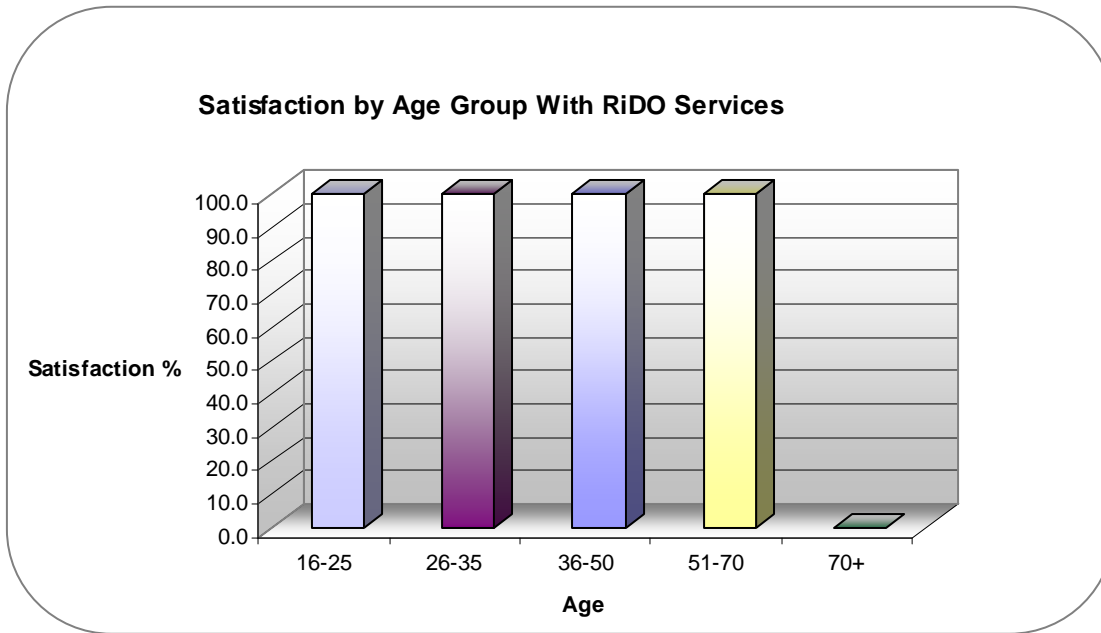


Fig. 1.7 Satisfaction by Age Group

Satisfaction by Age Group

Methodology

Each client surveyed is asked to select the age group that is relevant to them.

Results

Question Respondents 16-25 = 2

Question Respondents 26-35 = 5

Question Respondents 36-50 = 10

Question Respondents 51-70 = 16

Brackets that have a 0% satisfaction are due to nobody of these ages responding or being surveyed.

Again, due to the fact we only had 1 negative response and the respondent did not fill in our equalities survey all age groups were 100% satisfied.

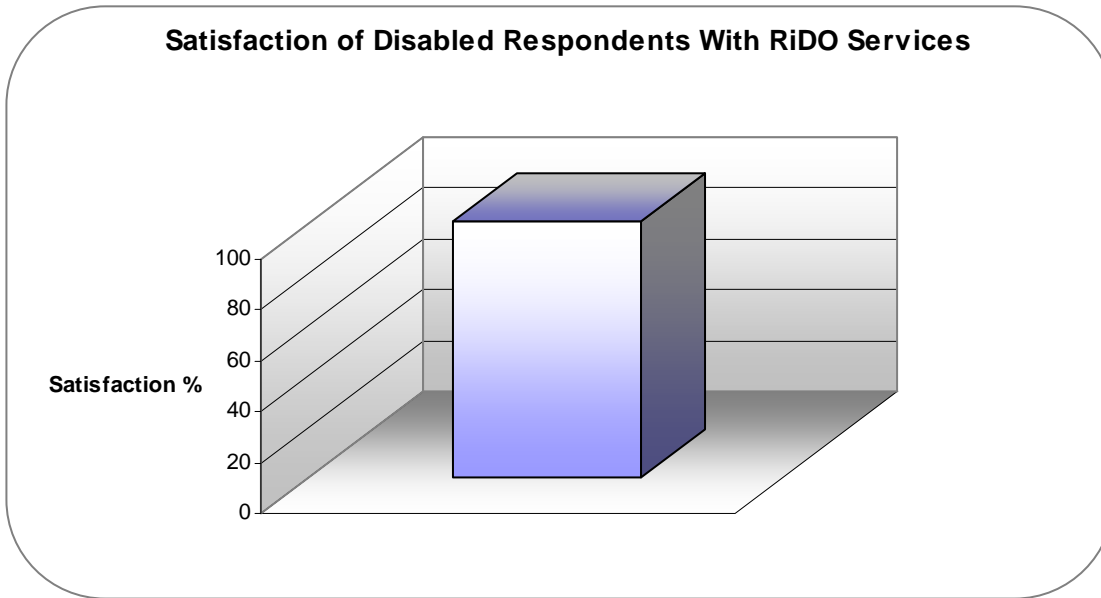


Fig. 1.8 *Satisfaction of Disabled Clients*

Satisfaction of Disabled Clients

Methodology

Each survey asks the client whether they have a disability. This is then cross-referenced with the satisfaction (positive/negative) of that client.

Results

Question Respondents = 1

The number of surveys sent out over this period only resulted in once response from someone declaring a disability, however, they were satisfied with the service they received.

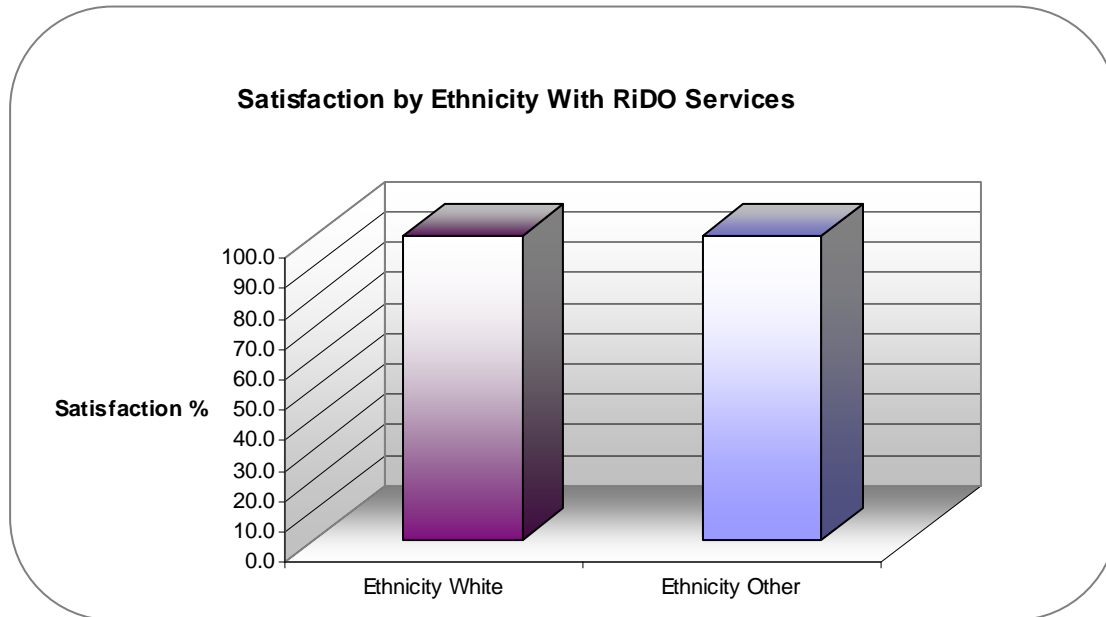


Fig. 1.9 Satisfaction by Ethnicity

Satisfaction by Ethnicity

Methodology

As previously described, the ethnicity data is broken down into two categories, 'white' and 'other'. This is then compared to the number of positive responses for that ethnicity, to give the level of satisfaction with RiDO's services.

Results

Question Respondents White Ethnicity = 30

Question Respondents Other Ethnicity = 2

Results show that all minority ethnic businesses or individuals surveyed were happy with the service they received from RiDO. Satisfaction of 'white' ethnicities was also at 100%.