

# Customer Satisfaction & Equalities Survey

Overview Results April 2007 – March 2008

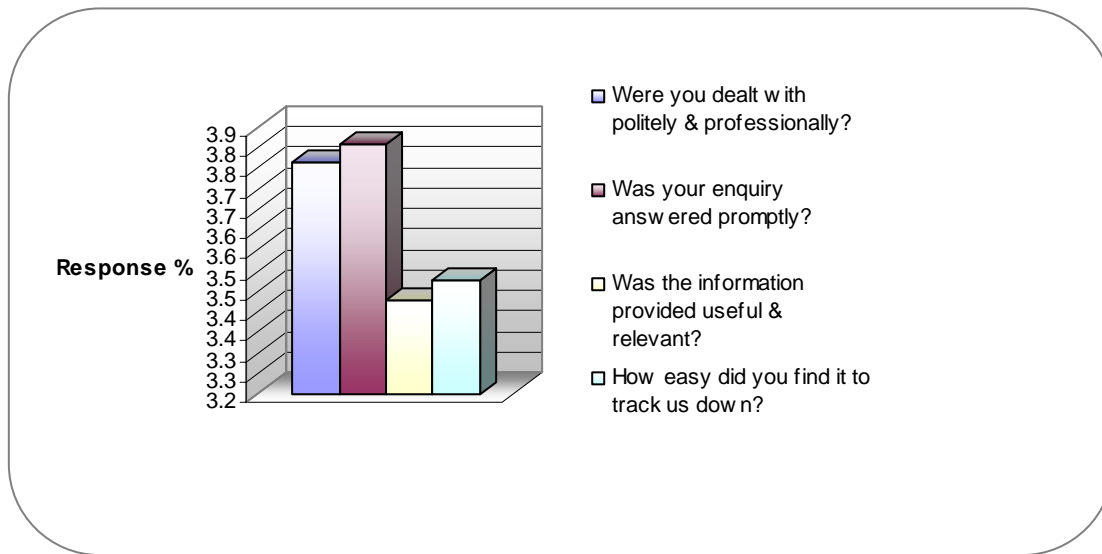


a service of



## 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 = 21

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

The lowest score was for the relevance of the information, which can be partially attributed to a simple lack of the required freehold property in the borough. The highest score was for the promptness of the staff at RiDO, which stood at 95%.

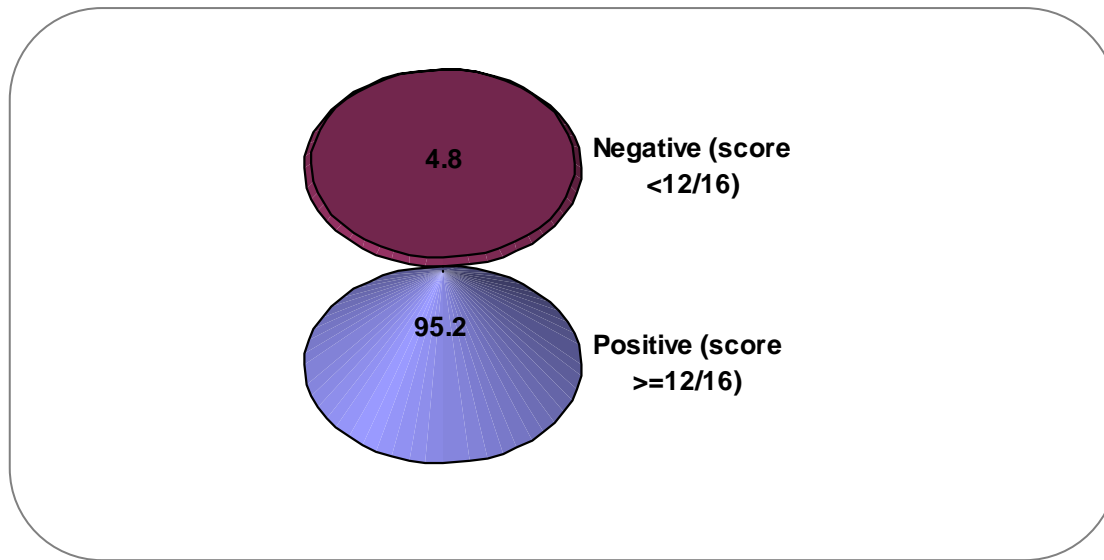


Fig. 1.2 *Positive vs. Negative Results*

## 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 = 21

The results received (95% positive) were classified using the above methodology. This shows the consistently high quality results that RiDO delivers across the services offered.

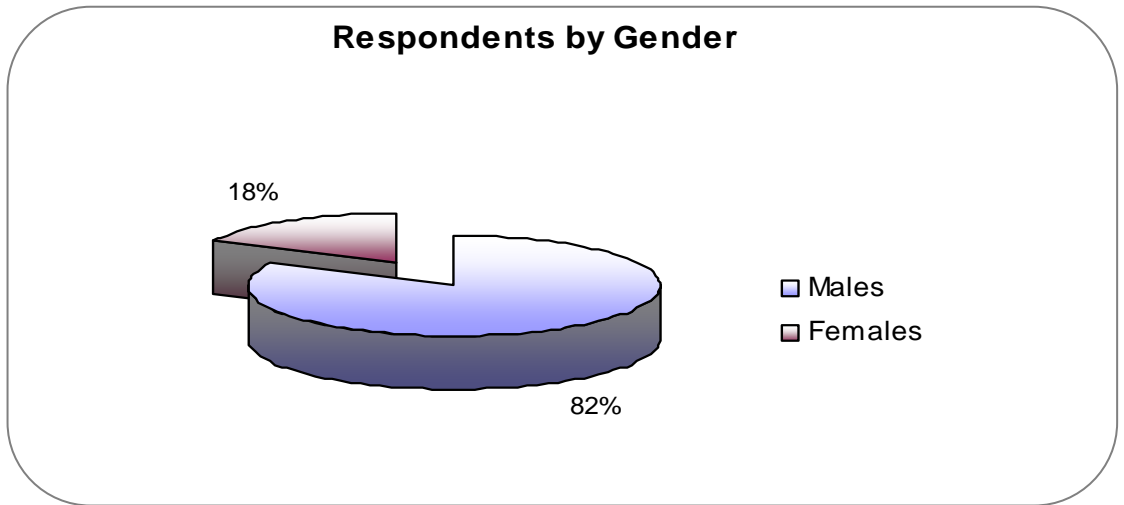


Fig. 1.3 *Respondents by Gender*

## Respondents by Gender

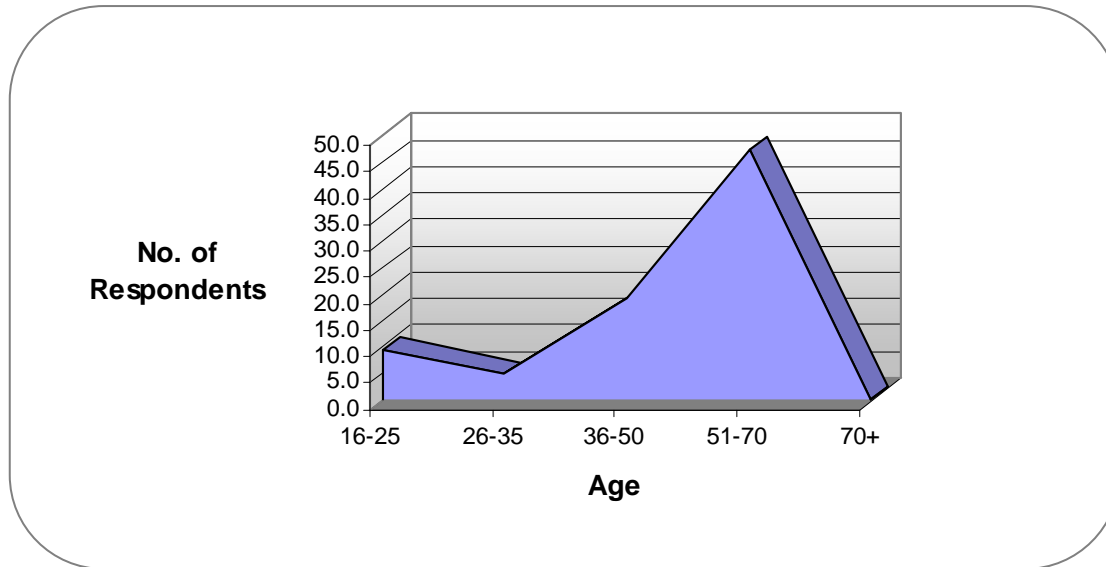
### Methodology

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 = 17

The results of the survey show that over 3/4 of the people surveyed 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

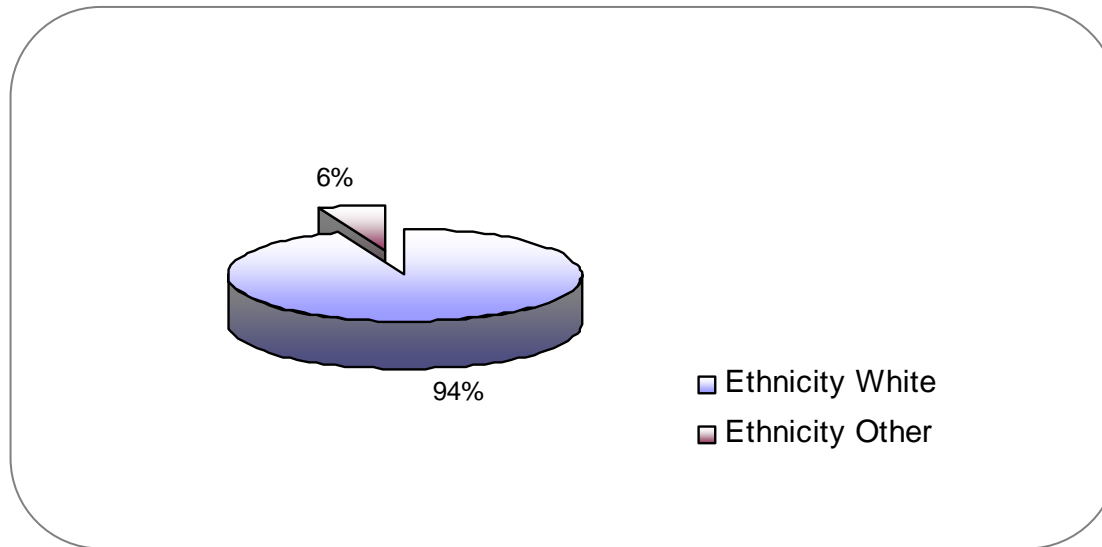
Each survey asks the client to specify an age bracket applicable to themselves, from five available.

### Results

Question Respondents = 17

The results clearly show that the majority of respondents were from the 51–70 age category.

This however, could be due to an inherent social trend, (i.e. people of this age 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 36–50 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.

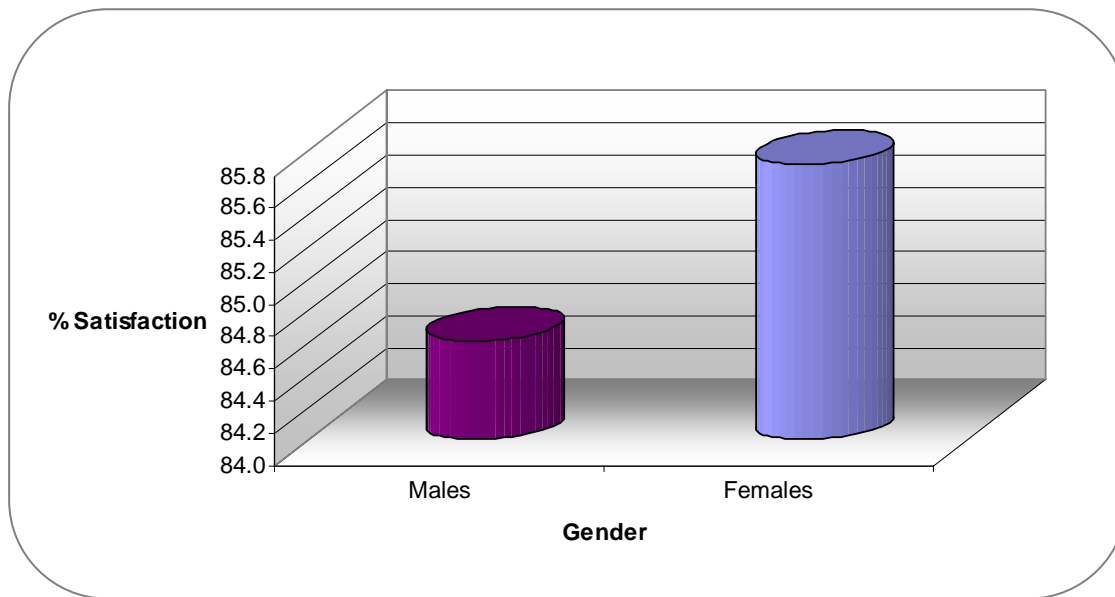
### Results

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 percentage of minority ethnic respondents is significantly above this.

## Detailed Equalities Breakdown

The more detailed ethnicity breakdown utilises data from the period April 2006 – March 2008, 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.

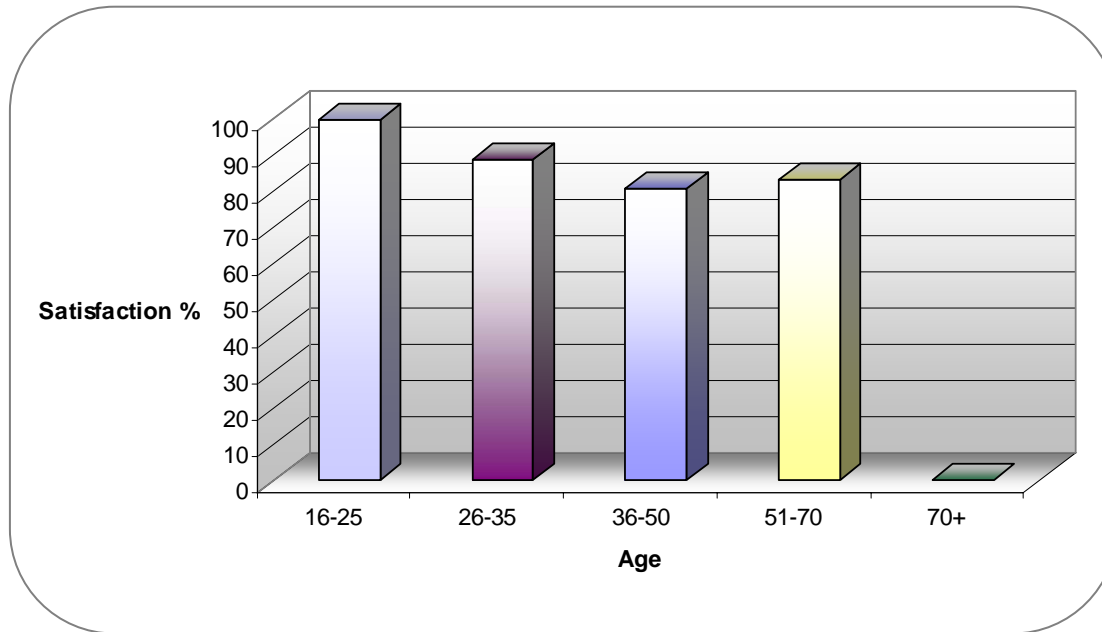
### Results

Question Respondents Female = 14

Question Respondents Male = 39

The results show that females that RiDO deal with are on average 1.1% more satisfied with the service provided than their male counterparts, they were 13% more satisfied than males last year.

The reason for this is unknown, but may become apparent with further surveying. It must also be noted that due to far fewer results being gained from women, the results could be affected more significantly than those for males surveyed.



**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 26-35 = 9

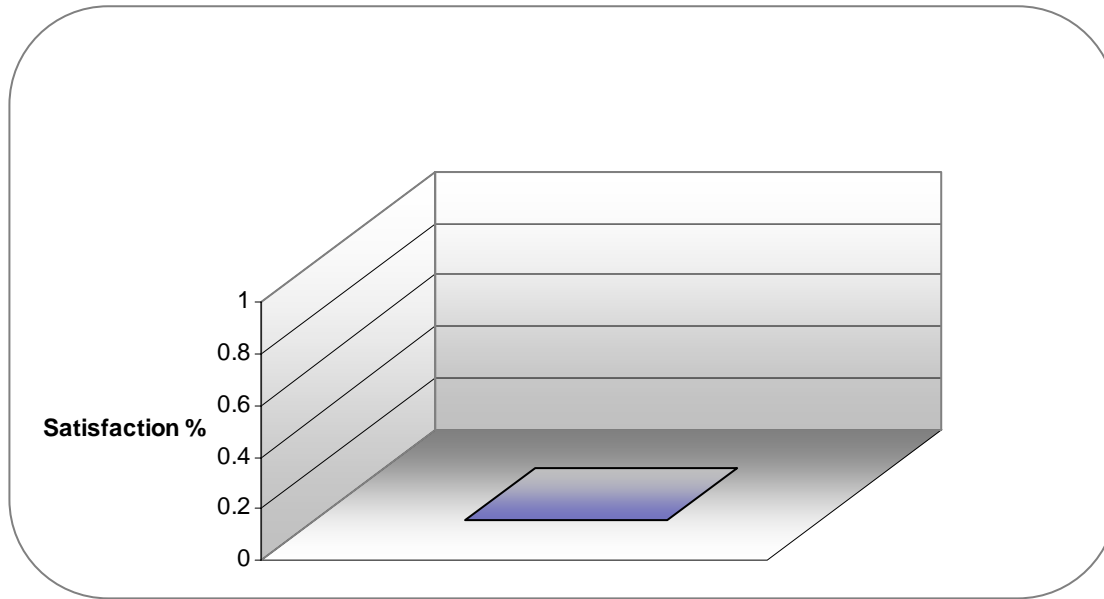
Question Respondents 36-50 = 21

Question Respondents 51-70 = 18

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

The results clearly show that the 16-25 age group is the most satisfied with RiDO's services. Subsequent age group's satisfaction gradually declines, the older the clients are.

There is no known explanation for this, but continued surveying may shed more light on the findings.



**Fig. 1.8** *Satisfaction of Disabled Clients*

## Satisfaction of Disabled Clients

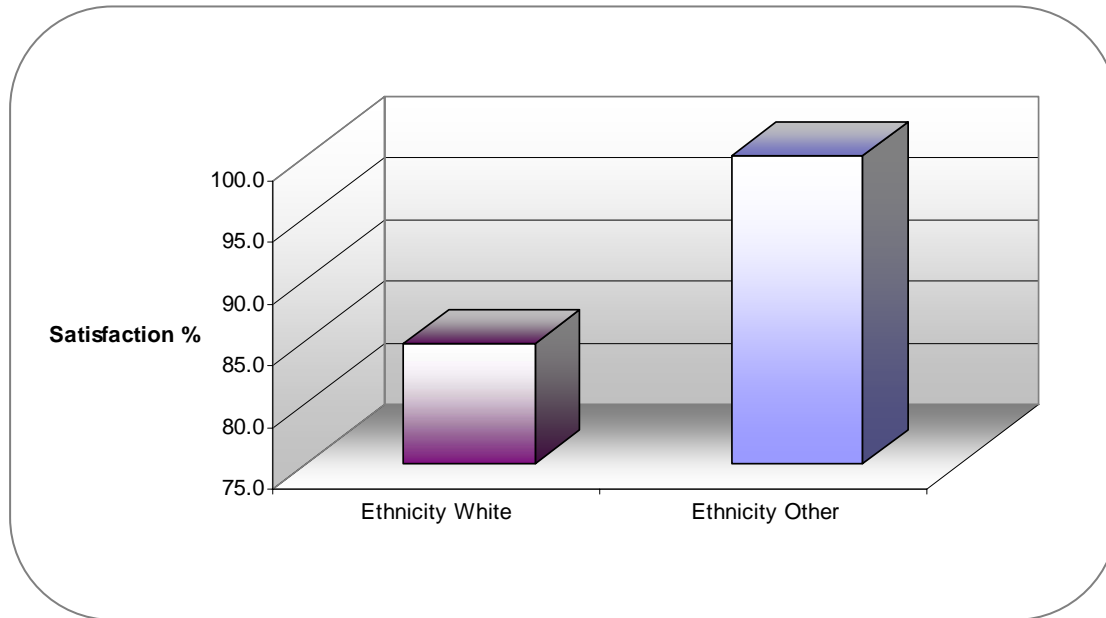
### Methodology

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 = 0

The number of surveys sent out over the two year period did not result in a response from a person with a disability.



**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 = 46

Question Respondents Other Ethnicity = 3

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 a high level, 84.8%.

