

STATUS Satisfaction Indicator
Launches April 2010



NEW GROUNDBREAKING STUDY....

The Tenant Satisfaction Indicator

Geo-Demographic Analysis and Status Score Predictor



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TENANT SATISFACTION IS DRIVEN BY MORE THAN THE SERVICE OFFERED BY SOCIAL LANDLORDS

Our experience of working with social landlords has shown that tenant satisfaction is affected by geography, neighbourhood type and other factors. In order to help landlords better understand the factors that affect their levels of customer satisfaction, Vision One are pioneering a new study (**The Satisfaction Indicator**) to determine the full impact that geo-demographics are having on tenants and their relationship with their landlord.

By uncovering these drivers, we can help you to develop meaningful benchmarks and realistic targets for the satisfaction levels you achieve. It will also help to answer some long standing questions about what drives satisfaction and why levels are not higher.



NEW SERVICE

This new service is free for the first 20 Registered Social Landlords (RSLs) who wish to participate or anyone commissioning a Status survey with Vision One Research after 1st May 2010. By being part of this study, you will discover the extent to which geo-demographic factors are affecting your customer satisfaction levels and you will receive a full report with your actual and predicted Status satisfaction scores. In order to participate, all you need to do is to provide us with your latest General Needs Status survey results. (Note: All information you provide will be kept confidential).

If you do not wish to subscribe, but would like a copy of the report, the report will be available to purchase for £1,500 +VAT.

The objectives of the Satisfaction Indicator are to:

- Explore how household and geo-demographic factors affect tenants and how these affect satisfaction scores with their home and landlord.
- Understand how geo-demographic neighbourhood types (e.g. Acorn) impact on the satisfaction levels of tenants. In particular, to identify the neighbourhood types most at risk from low or high satisfaction.
- Investigate how demographics impact on tenants satisfaction levels (e.g. age and ethnicity).
- Explore how household size and composition affects tenant satisfaction levels.



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What can you expect to get from the study? We aim to help you understand...

- How regional and neighbourhood differences are affecting your satisfaction scores.
- How tenant satisfaction in high-rise estates compares with those in more affluent or terraced inner city housing areas.
- If the ethnic makeup of a neighbourhood (e.g. Asian Communities) affects satisfaction scores.
- The extent the differences between RSL's satisfaction scores are driven by real differences in services (as opposed to the location of their housing stock).
- What a 'best in class' RSL would be achieving in your shoes.
- Which factors you should be concentrating on that can drive satisfaction of your tenants and identify those which are outside your control.
- How the demographic profile (age, ethnicity etc) and household composition impacts on your satisfaction scores.



About Acorn

In order to help us understand the drivers of tenant satisfaction and its impact on your satisfaction scores we will be using CACI's Acorn geo-demographic classification. Developed over 25 years ago, it has developed into a highly refined and effective classification tool.

In summary, Acorn is split into five key categories

Category	% UK Pop	Group	% UK Pop
1 Wealthy Achievers	25.1%	Wealthy Executives	8.6%
		Affluent Greys	7.7%
		Flourishing Families	8.8%
2 Urban Prosperity	10.7%	Prosperous Professionals	2.2%
		Educated Urbanites	4.6%
		Aspiring Singles	3.9%
3 Comfortably off	26.6%	Starting Out	2.5%
		Secure Families	15.5%
		Settled Suburbia	6.0%
		Prudent Pensioners	2.6%
4 Moderate Means	14.5%	Asian Communities	2.5%
		Post Industrial Families	15.5%
		Blue Collar Roots	6.0%
5 Hard-Pressed	22.4%	Struggling Families	14.1%
		Burdened Singles	4.5%
		High-rise Hardship	1.6%
		Inner City Adversity	2.1%

More information on Acorn can be found at www.caci.co.uk/acorn



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How it works

As you will undoubtedly appreciate, no two RSLs are the same and for this reason comparing against others can be problematic as each will have different customer profiles and different stock in different locations. To get around this, we will build a computer based model that will predict your Status score using the demographic and geo-demographic profile of your tenants.

By combining Status records from a wide variety of landlords into a single database, we will be able to explore the data in a way that has not been possible for individual landlords. We aim to create a database consisting of over 15,000 tenant records which will enable us to drill down to a neighbourhood level for the first time.

Unlike benchmarking clubs, this new study will provide an understanding of some of the factors that shape tenant satisfaction and the level of influence that they have. It will also provide you with an accurate measurement of what satisfaction scores you should be expecting given the type and location of your stock.

What the service includes

The **Satisfaction Indicator** service includes:

- Full management report with key findings of the survey.
- Your projected Status satisfaction score based on the geo-demographic profile of your property portfolio.
- FREE for the first 20 Social Landlords (otherwise £1,500 + VAT) of report comes free with any Status survey commissioned after May 2010.

No individual results will be published for any Housing Association - your results will be kept **confidential** and pooled along with every other participating RSL. However, should you wish to share/exchange your results with other participants then this can be arranged if mutual consent is given. Please feel free to pass these details on to any other Social Landlords you share your Status information with.

If you would like further information or to register your interest, then please email us or call or email either Julie Talbot (julie@visionone.co.uk) or Tony Lewis (tony@visionone.co.uk).

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Visit our website: www.visionone.co.uk/status



About Vision One

Vision One Research is a leading and innovative independent full service research company delivering quality research and planning solutions across a wide variety of sectors. We specialise of qualitative and quantitative research and also provide analysis and consultancy services to many of the UK's leading companies and organisations. Just some of our clients include:



Vision One Research operates a quality management system. We are members of the **Market Research Society (MRS) - MRS Company Partners**, which provides reassurance to clients of our commitment to quality and adherence to the code of conduct of the MRS. Vision One Fieldwork is ISO 9001:2000 and ISO 20252:2006 accredited.



In addition, Vision One is committed to meeting the requirements of:

- UK Data Protection Act 1998
- European Directive EU 95.46/EC
- ICC/ESOMAR (The World Association of Research Professionals)
- International Code of Marketing and Social Research Proactive

Vision One is dedicated to superior quality research and is continuously looking for new ways to improve. As part of this programme, we track our client's satisfaction on every project we do. For the past two years, since tracking began, we have managed to achieve a remarkable 100% satisfaction with all our clients.

"Vision One understood the requirements of our project and used their expertise to deliver an exceptional report that has significantly guided our stakeholder communication strategy"

Thames Valley Housing, Jan 2010

Feel free to contact us for more information about Status surveys or any other research requirements you may wish to discuss.

