

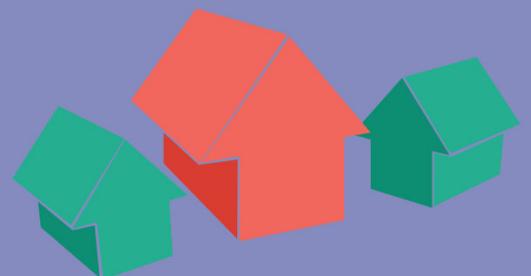


STAR Resident Satisfaction Survey 2019



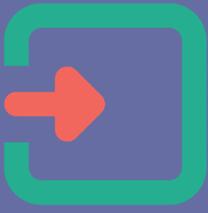
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1. Introduction

Background

This report details the results of Carmarthenshire County Council's 2019 STAR tenant satisfaction survey, delivered by ARP Research. This report includes results for general needs and sheltered tenants. Throughout the report the survey data has been broken down and analysed by various categories, including by area and various equality groups, with tests to check if any of the differences are *statistically significant*. The results have also been benchmarked against ARP Research's own database of local authority STAR surveys.



This survey uses HouseMark's STAR model which is the standardised methodology for tenant and resident surveys.
www.housemark.co.uk/star

About the survey

The survey was carried out between June and July 2019. A sample of 5,000 tenants received paper self-completion, bilingual questionnaires followed by a reminder approximately three weeks later for all those who had not yet replied. In addition, email invitations and reminders were sent to every valid email address on the Council's records (1,702), and a text invitation to all mobiles (4,675). In total 7,312 tenants received at least one type of invitation. A free prize draw added an incentive to encourage tenants to return the questionnaires.

In total, 2,087 tenants took part in the survey, which represented a 29% response rate overall, (error margin +/- 1.9), including a 36% response rate for the core postal sample. A quarter of the total number of responses was collected online (513), and 82 surveys were completed in Welsh (4%). Please note that the survey results were weighted by age to ensure that they were representative of the tenant population over the main demographic and geographic characteristics.

Understanding the results

Most of the results are given as percentages, which may not always add up to 100% because of rounding and/or multiple responses. It is also important to take care when considering the results for groups where the sample size is small. Where there are differences in the results between groups, these are subjected to testing to discover if these differences are *statistically significant*. This tells us that we can be confident that the differences are real and not likely to be attributable to natural variation or chance.

For detailed information on the survey response rates, methodology, data analysis and benchmarking, please see appendix A.



2. Executive summary

Bench mark	Satisfaction	
83%	82%	satisfaction overall
79%	79%	quality of home
83%	77%	value for money of rent
71%	76%	value for money of service charge
63%	64%	listens and acts on views
76%	75%	repairs & maintenance overall
83%	79%	last completed repair
86%	85%	neighbourhood as a place to live
66%	66%	grounds maintenance service
61%	58%	deals with anti-social behaviour

Overall satisfaction

1. Overall, around four out of five tenants were satisfied with the services provided by Carmarthenshire County Council (82%), including 44% that were 'very satisfied'. At the opposite end of the scale, only 12% of tenants were dissatisfied. When benchmarking against other Councils in ARP Research's database, Carmarthenshire's score was consistent with the median of 83% (section 3).
2. When analysed by stock general needs tenants were less satisfied than their peers in sheltered accommodation (82% v 87%), which is the pattern one would typically expect to see.
3. This meant that residents aged 65+ had a significantly higher level of satisfaction than anyone else (90%). However, unlike most other STAR surveys, the very youngest respondents aged under 25 were also very satisfied (91%) with the lowest satisfaction of 74% being apparent amongst 35-54 year-olds.
4. The survey also included a "Net Promoter Score" (NPS) question as an additional measure of customer loyalty and satisfaction. The NPS for the Council tenants is 25, which is typical of similar landlords.
5. A 'key driver' analysis is a statistical test to check which other results in the survey are best at predicting overall satisfaction. In descending order of strength, the top four factors most closely associated with overall tenant satisfaction were:
 - Listening to views and acting upon them (64% satisfied, section 7)
 - Quality of home (79%, section 4)
 - Value for money of rent (77%, section 5).
 - Repairs and maintenance overall (75%, section 6)
6. The top three key drivers were largely neck and neck with one another; with listening to tenant's views and acting upon them, (section 7), was only slightly ahead of the quality of the home, (section 4), and rent value for money (section 5). This would suggest a relatively balanced perspective amongst the Council tenants with no single core component of the service playing an outsized role in determining general satisfaction.

Listening to tenants

7. Listening and acting upon tenants' views was the primary key driver of overall satisfaction for respondents, so it was positive to find that the Council's performance regard this compares favourably with its peer group where satisfaction was one point above the benchmark for tenants as a whole (64% v 63% median), and it would only need to increase by a further percentage point more to move into the top quartile. However, it is important to point out that for this driver one in five respondents was still dissatisfied in this regard; this equated to (19%), around half of whom were 'very dissatisfied' (9%, section 7).

The home

8. The majority of tenants were satisfied with the quality of their home (79%), including 38% that were 'very satisfied'. At the opposite end of the scale one in seven was dissatisfied (14%). The result was equal to the benchmark median for other similar landlords (section 4).
9. There were also some significant differences by property type, although these were heavily linked to stock type and/or the age profile of tenants, with respondents in bungalows and flats significantly more satisfied than those in houses (88%, 83% and 73% respectively). Satisfaction was also significantly lower for older properties pre-1965 (74%).

2. Executive summary

10. Tenants in Carmarthen Town North were significantly less happy with their homes, as were those in the Llanelli wards of Felinfoel, Bynea and Lliedi.

Value for money

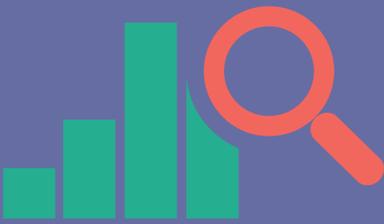
11. Rent value for money was one of three main key drivers, but the 77% satisfaction score was distinct in that it was six points below the ARP benchmark median of 83%. However, many other respondents were unsure, with only 12% being actively dissatisfied (section 5).
12. There was a large difference in satisfaction between the over 64s (88%) and 35-49 year-olds (64%), with some correlation between value for money and quality of the home ratings.
13. The Council are looking to tackle the issue of fairness; one potential option may be to grade some rents by the popularity of the area. This proposal did not garner a great deal of support from respondents however, as only one in seven agreed with the idea (15%).
14. Unlike most other STAR surveys, the service charge value for money rating was on par with that for rent (76%), meaning that it was well above the expected average of 71%.

Repairs and maintenance

15. Three quarters of respondents were satisfied with the repairs and maintenance service overall (75%), which is very close to the benchmark median of 76%. However, this did mean that around a fifth of the sample were still dissatisfied with this service as a whole (18%, section 6).
16. Indeed, although the last completed repair was rated higher (79% satisfied), the gap between the two measures was lower than one would normally expect, meaning that the last completed repair was rated 4 points below the ARP benchmark median putting the Council in the bottom quartile of landlords.

Neighbourhood

17. Satisfaction with the neighbourhood is another area where the Council is largely on par with its peers as 85% of the sample were satisfied, one point below the benchmark median. Furthermore, of those who were satisfied, 53% were 'very satisfied' with where they live. Indeed, only 10% of the sample were actively dissatisfied with their neighbourhood (section 8).
18. Once again, the urban areas of North and West Carmarthen as well as most of the wards in eastern Llanelli had lower than average satisfaction with the area, as did four wards around Ammanford.
19. Two thirds of the sample were satisfied with the grounds maintenance service, which whilst low in comparison to other ratings in the survey findings, was actually at the level expected amongst similar landlords (benchmark median 66%). That said, a fifth were actively dissatisfied, the majority of whom were 'very dissatisfied' (11%).
20. How anti-social behaviour (ASB) is dealt with was quite important to residents, as this emerged as a key driver of satisfaction overall, albeit not as important as other aspects of the service. Around three out of five respondents were satisfied regarding this issue (58%), the majority of whom were 'very satisfied' (30%). Whilst a fifth were dissatisfied (19%), it is important to highlight that a larger proportion were ambivalent (23% 'neither', section 9).



3. Services overall



1. listen to views

2. quality of home

3. rent VFM

4. repairs service overall

were the top **key drivers** that best predicted overall satisfaction



Tenants aged under 25 or over 65 were the most satisfied



Satisfaction was much lower for 35-54 year-olds



Consistent with ARP Research benchmark of 83%



No single dominant 'key driver' of satisfaction



There were clusters of below average satisfaction in urban wards including in Llanelli and Carmarthen

3. Services overall

Overall satisfaction with the services that the Council provided to its tenants was generally good, with around four out of five tenants claiming to be satisfied, including 44% that were 'very satisfied'. At the opposite end of the scale, only 12% of tenants were actively dissatisfied. Furthermore, when benchmarking against other Councils in ARP Research's STAR database, Carmarthenshire was within a single percentage point off the 83% median score.

When analysed by stock, general needs tenants were less satisfied than their peers in sheltered accommodation (82% v 87%), which is the pattern one would typically expect to see. The difference between these two scores was large enough to be considered as 'statistically significant' at the 95% confidence level, which means that a statistical test showed that we can be quite confident enough that the difference was not due to chance.

The results were also comprehensively analysed by other sub-groups in order to identify those tenants who might differ from the norm. As was expected, there was a substantial age difference with older respondents claiming to be more satisfied than those who were younger. This meant that residents aged 65+ had a significantly higher level of satisfaction than anyone else (90%). However, unlike most other STAR surveys the very youngest respondents aged under 25 were also very satisfied (91%), where the lowest satisfaction of 74% was more apparent amongst 35-54 year-olds. This pattern continued across the majority of other measures within the survey.

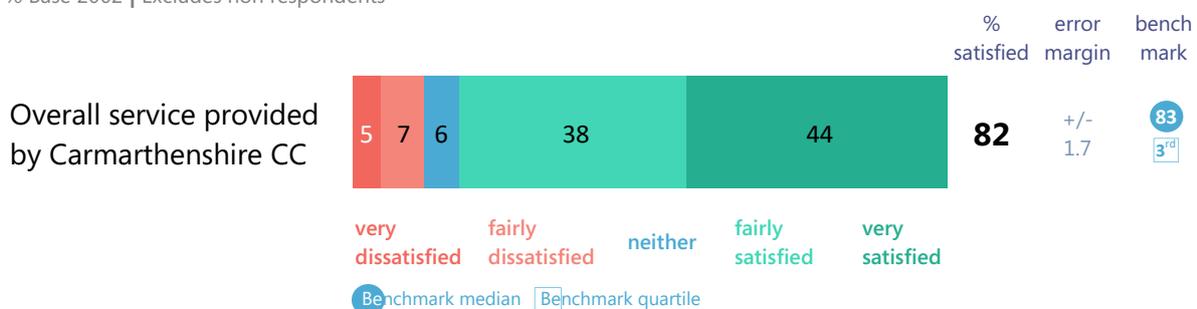
In addition, there was also a difference in overall satisfaction which was dependent on a tenant's length of tenancy, with those in their first year significantly more satisfied than average (88%), whilst those with 3-10 years tenure had the lowest satisfaction (79%). This pattern also continued throughout the rest of the results, and it is notable that many of these medium-term tenants would also be in the middle age groups noted above.

There was also a geographic variation in the results as summarised in the map and table on the following pages. Map 3.2 summarises the wide range of overall satisfaction scores, whilst table 3.3 also indicates those areas that differed from the norm by a statistically significant margin. However, care should be taken when interpreting some results by area due to the small sample size for some, and it is useful to note that wards with fewer than 10 responses are not included here.

As expected, there were clusters of below average satisfaction in Llanelli and Carmarthen (excluding Carmarthen Town South), with significantly low scores in Carmarthen North (68%) and Lliedi (76%), as well as between those two towns in Pontyberem (74%).

3.1 Overall satisfaction

% Base 2002 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	5	7	6	39	43	82	+/- 1.7
Sheltered	109	3	2	8	35	52	87	+/- 6.3

3.3 Overall satisfaction by ward

	% satisfied			% satisfied		
	Base	Overall satisfaction	Net Promoter Score	Base	Overall satisfaction	Net Promoter Score
Overall	2087	82	25	2087	82	25
Abergwili	16	81	42	Llandybie	52	93
Ammanford	32	83	46	Llanegwad	16	72
Betws	21	88	30	Llanfihangel Ar Arth	36	83
Bigyn	65	90	27	Llangadog	14	90
Burry Port	41	93	41	Llangeler	50	92
Bynea	57	79	9	Llangennech	65	84
Carmarthen North	90	68	-8	Llangunnor	47	86
Carmarthen South	40	96	41	Llangyndeyrn	56	86
Carmarthen West	27	75	6	Llannon	54	84
Cenarth	11	69	16	Llansteffan	14	100
Cynwyl Elfed	12	93	79	Llanybydder	33	80
Dafen	44	81	31	Lliedi	48	76
Elli	15	81	30	Llwynhendy	120	87
Felinfoel	46	75	4	Pembrey	48	84
Garnant	34	79	35	Penygroes	20	71
Glanamman	36	86	25	Pontaman	28	84
Glanymor	116	78	-1	Pontyberem	42	74
Glyn	25	89	31	Quarter Bach	37	76
Gorslas	70	88	41	Saron, Ammanford	59	86
Hendy	22	69	23	St Clears	30	88
Hengoed	37	79	21	St Ishmael	14	81
Kidwelly	51	76	3	Trelech	10	85
Laugharne	23	76	33	Trimsaran	46	83
Llanddarog	19	93	47	Tycroes	24	82
Llandeilo	23	81	33	Tyisha	55	70
Llandovery	41	82	21	Whitland	25	85

Significantly **worse** than average
(95% confidence*)

Significantly **better** than average
(95% confidence*)

Significantly **worse** than average
(90% confidence*)

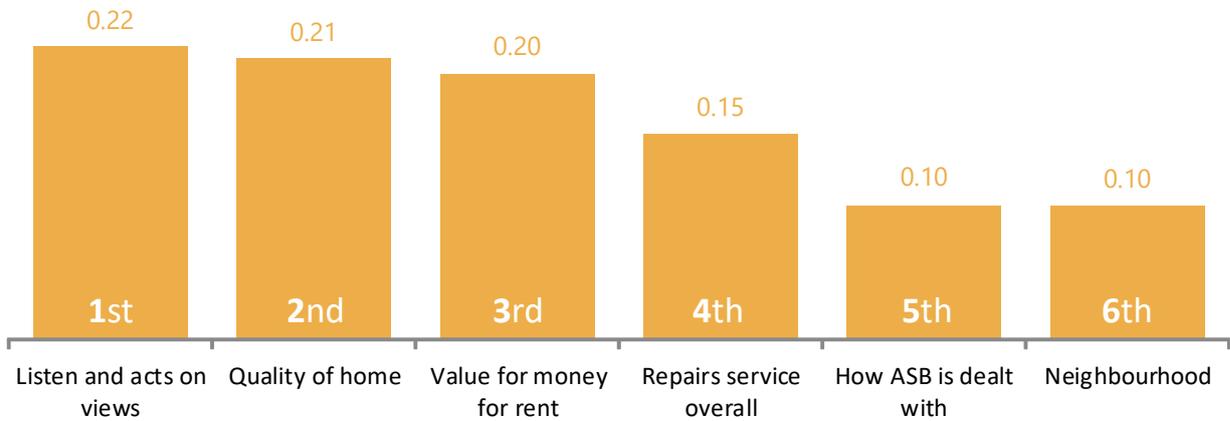
Significantly **better** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels

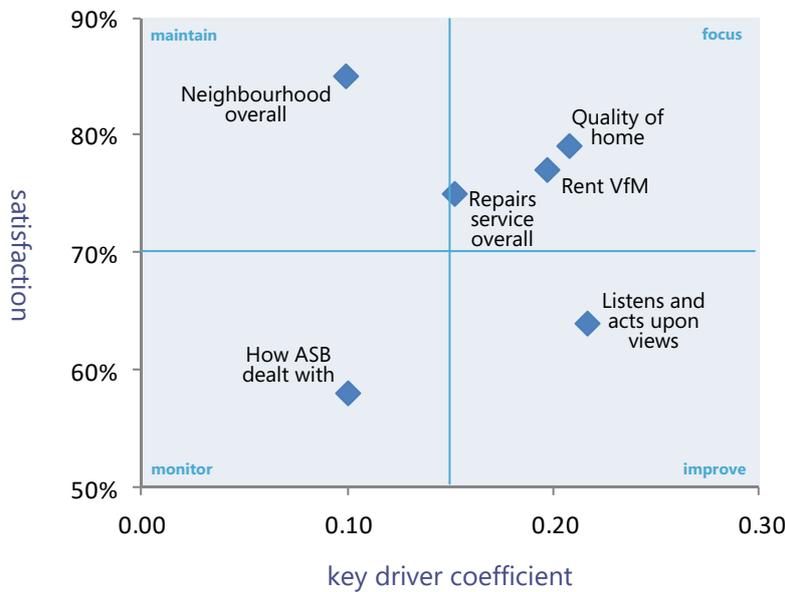
3. Services overall

3.4 Key drivers - overall satisfaction

R Square = 0.589 | Note that values are not percentages but are results of the statistics test. See Appendix A for more details.



3.5 Key drivers v satisfaction



A 'key driver' analysis uses a regression test to check which other results in the survey are best at predicting overall satisfaction. For a more detailed explanation of key drivers please see Appendix A.

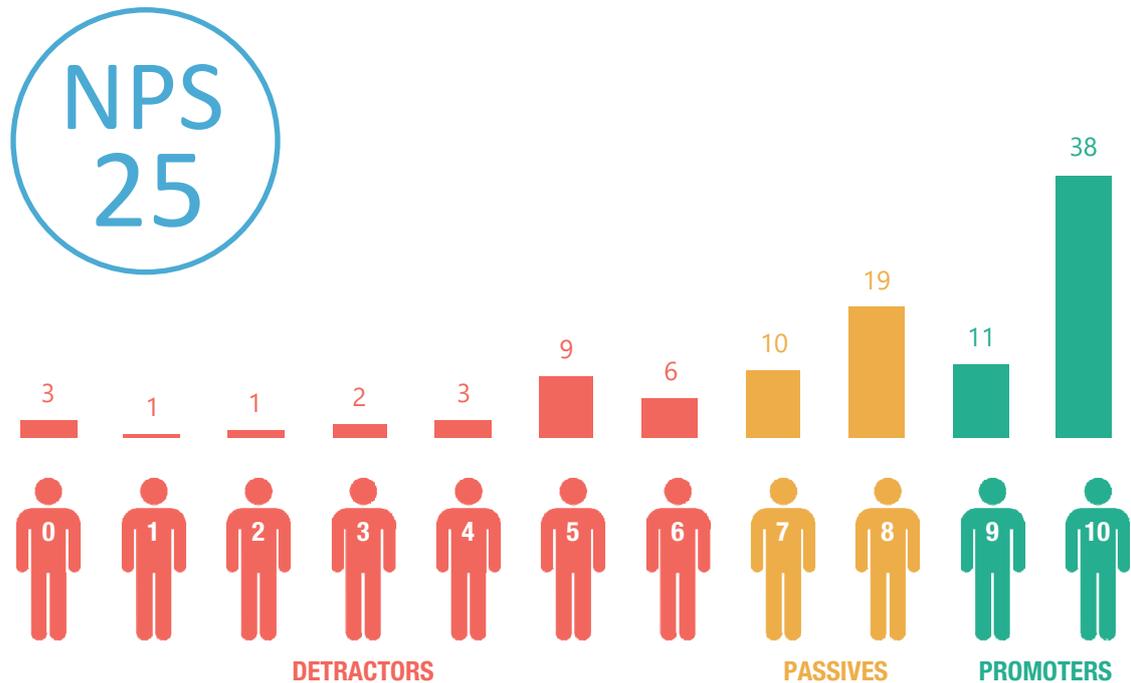
It is very common across tenant surveys for the repairs and maintenance service to be on the list of drivers. It is noteworthy that despite satisfaction with the last completed repair being rated a little lower than most other scores relative to the benchmarks (section 6), it was by no means the strongest key driver. However, it should be noted that the strongest theme of the key drivers, namely having one's views listened to and acted upon, is very often linked to repairs and maintenance.

Finally, the survey also included a "Net Promoter Score" (NPS) question as an additional measure of customer loyalty and satisfaction. Respondents were asked how likely they were to recommend the Council as a landlord to family or friends, and this was used to identify 'promoters' and 'detractors' to calculate an overall Net Promoter Score (see sidebar for more information). The NPS amongst tenants in the sample was 25, which is very typical of the average NPS in the sector.

3. Services overall

3.6 Likely to recommend Carmarthenshire CC (Net Promoter)

% Base 2057 | Excludes non respondents.

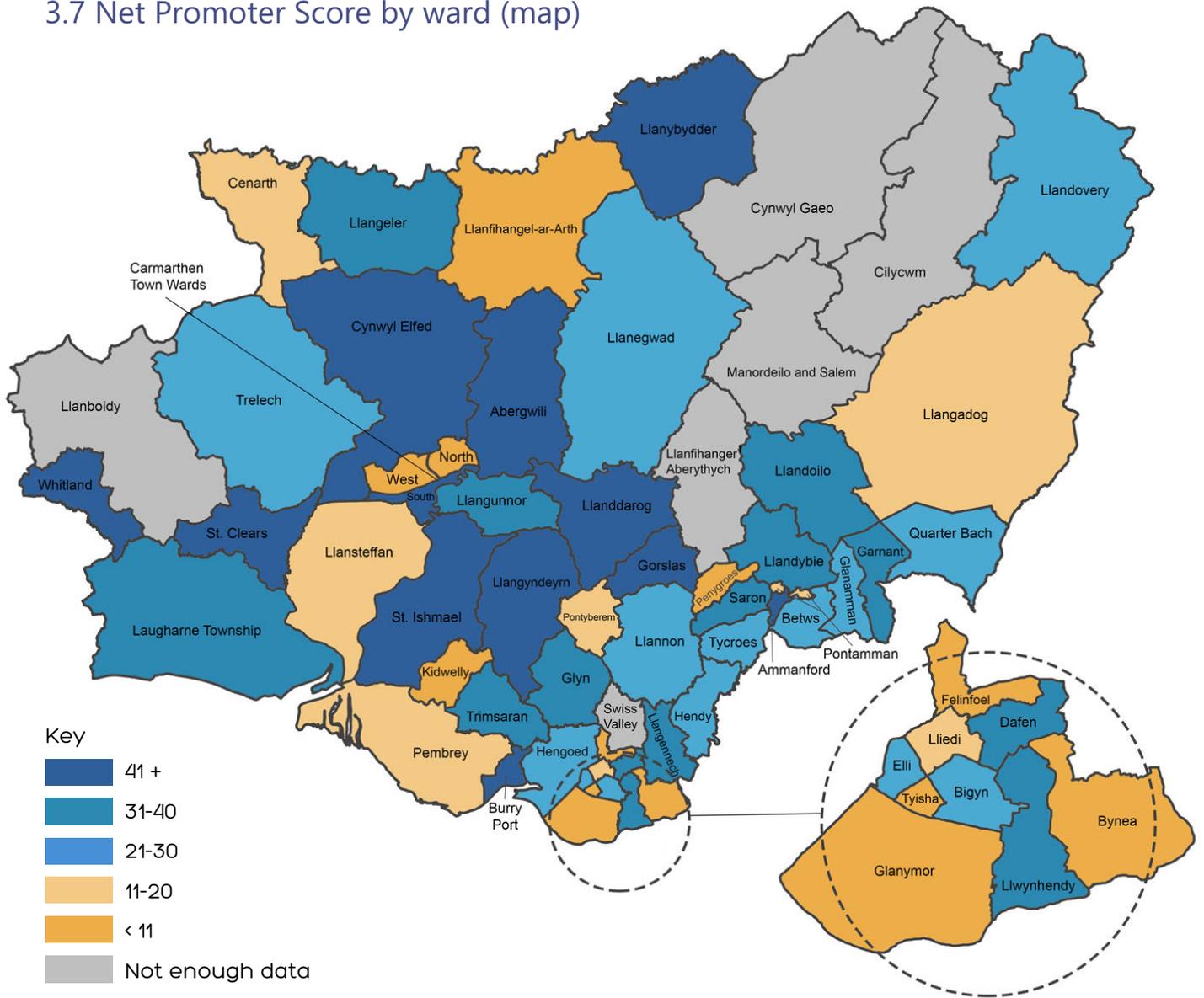


The pattern of the NPS by age was very similar to the overall satisfaction score, with the lowest being 13 amongst 35-54 year-olds, rising to 37 for the over 65s. The NPS was particularly low in Carmarthen North (-8), although this is probably to be expected due to the similarly low overall satisfaction score there. However, the NPS was also negative (-1) in the Glanymor ward, which is more surprising in the context of the satisfaction score that this group gave (78%), and the fact that it was one of the largest wards in the sample. The only other question in the survey, where this group differed from the norm was in the rating for their neighbourhood as a place to live (section 8), so it is possible that the exact nature of the NPS recommendation question is particularly relevant here.

This question employed the Net Promoter methodology, which is a widely used tool used across many different business sectors to gauge customer loyalty and is typically measured on an 11-point scale (0-10). Respondents who score 9-10 are considered to be Promoters, and those who score 0-6 to be Detractors. The Net Promoter Score (NPS) is the difference between the two, ranging from -100 to 100. As a point of reference across various sectors, the typical NPS score is 5-10 in industry, and around 20-30 for social housing overall.

3. Services overall

3.7 Net Promoter Score by ward (map)





4. The home

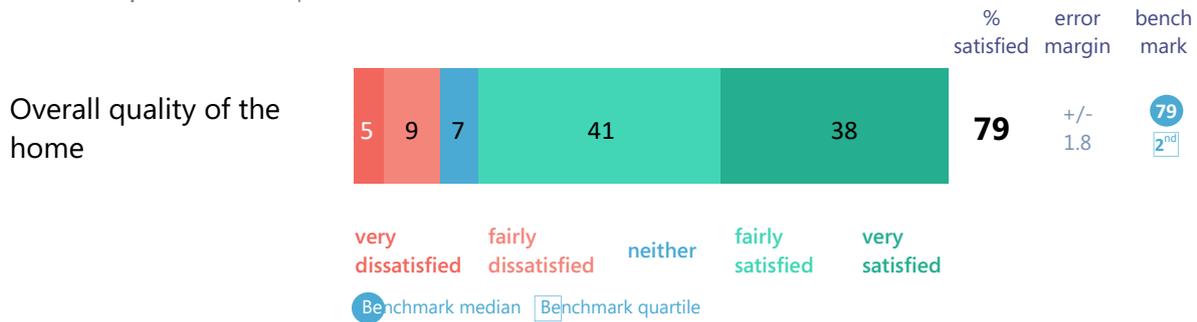
79%

satisfied with the
quality of the home

-
-  Also consistent with ARP Research benchmark for Councils
 -  Carmarthen North and Llanelli wards had significantly lower satisfaction
 -  Tenants living in bungalows and flats were more satisfied than those living in houses
 -  The lowest ratings were for pre 1965 properties
-

4.1 Satisfaction with the quality of the home

% Base 2075 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	5	10	7	41	37	78	+/- 1.8
Sheltered	109	2	1	5	30	63	93	+/- 4.8

Satisfaction with the quality of the home was the second strongest key driver that best predicted overall satisfaction for the current sample. As such, it was positive to find that the majority were satisfied regarding this aspect (79%), including 38% that were 'very satisfied'. Furthermore, the result was equal to the benchmark median for other similar landlords (79%), placing Carmarthenshire Council in the second quartile. There were still some 14% of tenants that were dissatisfied, however, including 5% that were 'very' dissatisfied with their home.

Once again there was significant variation in this score between the two stock types, with tenants in sheltered accommodation significantly more satisfied than those in general needs (93% v 78%). The difference in stock will also account for the significant difference by age, with older tenants significantly more satisfied (91% of those aged 65+), whereas the youngest age group were significantly less satisfied than average (68% of the under 35s). However, satisfaction was significantly lower still for those aged 35 – 49 (65%).

There were of course some differences in the results when analysing the tenants' results by ward. From table 4.2 it clearly shows that the respondents in Cynwyl Elfed thought very highly of their homes in terms of quality (93%), as did those in Burry Port, Whitland and Carmarthen Town South (91%, 90% and 86% respectively). In contrast, those in Carmarthen Town North and were significantly less happy (63%), as were those in the Llanelli wards of Felinfoel (63%) Bynea (64%) and Lliedi (69%).

There were also some significant differences by property type, although this was heavily linked to stock type and/or the age profile of tenants, with respondents in bungalows and flats significantly more satisfied than those in houses (88%, 83% and 73% respectively). The age of the property also had an impact on this score, with tenants in older properties (pre 1945) significantly less satisfied than average (73%), as were those in properties built between 1945 and 1964 (74%). In contrast, satisfaction was significantly higher than average amongst people living in properties built between 1991 and 2005 as well as those constructed between 1975 and 1990 (88% and 87% respectively).

Once again, respondents in their first year as a tenant were significantly more satisfied than average (83%), whereas the opposite was true for those who had been a tenant for 3 – 5 years (73%) or 6 – 10 years (76%).

4. The home

4.2 Satisfaction with the home by ward

	% satisfied			% satisfied	
	Base	Quality of the home		Base	Quality of the home
Overall	2087	79	Overall	2087	79
Abergwili	16	70	Llandybie	52	80
Ammanford	32	84	Llanegwad	16	86
Betws	21	83	Llanfihangel Ar Arth	36	77
Bigyn	65	83	Llangadog	14	92
Burry Port	41	91	Llangeler	50	86
Bynea	57	64	Llangennech	65	84
Carmarthen Town North	90	63	Llangunnor	47	87
Carmarthen Town South	40	86	Llangyndeyrn	56	79
Carmarthen Town West	27	75	Llannon	54	85
Cenarth	11	62	Llansteffan	14	100
Cynwyl Elfed	12	93	Llanybydder	33	86
Dafen	44	80	Lliedi	48	69
Elli	15	91	Llwynhendy	120	78
Felinfoel	46	63	Pembrey	48	85
Garnant	34	83	Penygroes	20	76
Glanamman	36	82	Pontaman	28	83
Glanymor	116	75	Pontyberem	42	68
Glyn	25	92	Quarter Bach	37	83
Gorslas	70	87	Saron, Ammanford	59	83
Hendy	22	81	St Clears	30	92
Hengoed	37	66	St Ishmael	14	86
Kidwelly	51	64	Trelech	10	76
Laugharne	23	73	Trimsaran	46	82
Llanddarog	19	77	Tycroes	24	82
Llandeilo	23	91	Tyisha	55	70
Llandovery	41	78	Whitland	25	90

Significantly **worse** than average
(95% confidence*)

Significantly **better** than average
(95% confidence*)

Significantly **worse** than average
(90% confidence*)

Significantly **better** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



5. Value for money

77

%

satisfied with rent value for money

76

%

satisfied with service charge value for money

-
-  In the top quartile for service charge value for money, but the bottom quartile for rent
 -  Some correlation between the quality of the home and value for money
 -  35-49 year-olds have the lowest value for money ratings
 -  Only 15% supported the idea of linking rent to desirability of the area, support being lowest for younger tenants
-

5. Value for money

5.1 Value for money

% Bases (descending) 2067, 725 | Excludes non respondents



%

Rent		Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978		5	9	11	37	40	76	+/- 1.9
Sheltered	109		2	6	4	29	59	89	+/- 5.9

%

Service charge		Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978		6	5	14	37	38	76	+/- 1.9
Sheltered	109		5	8	6	35	46	81	+/- 7.4

In the context of the pressure on living standards and welfare benefit reform, value for money is always going to be an important topic, where satisfaction with the value for money of the rent emerges as a key driver of tenant satisfaction overall (chart 3.4).

As such, whilst it was pleasing to find the vast majority of tenants were satisfied with this topic (77%), when compared with the benchmark median of 83%, Carmarthenshire appears in the bottom quartile compared to its peers, one of only two findings in the survey that was not broadly comparable to the median. However, the remaining tenants were split equally between respondents that were merely equivocal (11%) and those that were actively dissatisfied (12%).

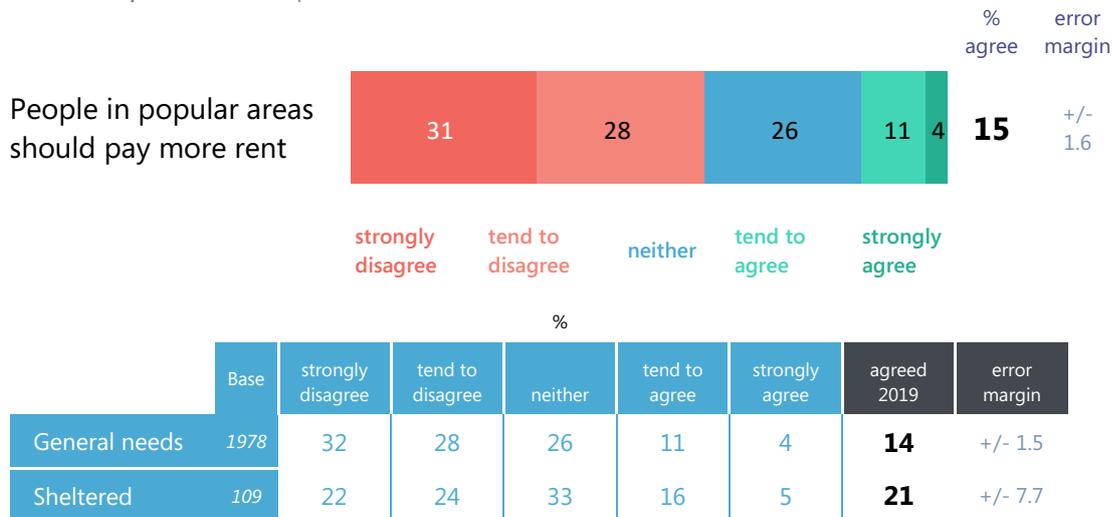
As expected, sheltered tenants were the most satisfied group (89%), the vast majority of whom were 'very satisfied' (59%). General needs tenants were somewhat less satisfied (76%) but even then, the majority were 'very satisfied' (40%). This also explained why respondents in bungalows were significantly more satisfied than average with their rent (83%), whereas satisfaction amongst those in houses was significantly lower (73%).

The lowest rating by age group was given by 35-49 year-olds (64%), mirroring the same pattern seen throughout the survey findings. In comparison, 88% of the over 64s were satisfied that their rent represented value for money.

A full breakdown of responses by ward is provided in table 5.3 and it is immediately apparent that satisfaction was significantly lower than average in Carmarthen Town North and Lliedi (67% and 69% respectively), two areas where respondents also rated the quality of their home significantly lower than average (table 4.2).

5.2 Pay more for popular areas

% Base 1788 | Excludes non respondents



Once again, those in their first year of tenancy were significantly more satisfied than average (86%) compared with those who had been a tenant for 6 – 10 years (71%).

The Council is looking to tackle the issue of fairness and one potential option might be grading some rents by the popularity of the area. As such, a question was included in the survey asking tenants if they agreed that people living in popular neighbourhoods should pay more rent. This possible proposal did not garner a great deal of support from respondents as only one in seven agreed with the idea (15%). Indeed, the majority actively disagreed (59%), including 31% who ‘strongly disagreed’ (chart 5.2).

The level of agreement was a little higher for sheltered tenants (21%) and indeed amongst all tenants aged 65 or over. In comparison, fewer than one in ten of the under 35s felt the same way.

A full breakdown by ward is again provided in table 5.6 including an indication of which area differed significantly from the norm, however as previously stated care should be taken when interpreting some results by area due to the small sample size for some. More than a fifth of respondents in Llanegwad agreed it was a fair thing to do (22%) and when test results were run again at the 90% confidence level, agreement was also significantly higher than average in Cynwyl Elfed (26%). There was an interesting difference in Carmarthen Town with respondents in the South significantly more supportive of the idea than those in the West (18% v 8%).

In addition to the rent, most tenants also pay a service charge and as we have seen those that do were typically more satisfied than those who did not. Service charges can often be less well understood or potentially contentious, to the extent that value for money ratings are normally a little lower in comparison with those for rent. However, this is not the case for Carmarthenshire where three quarters of tenants satisfied with the value for money for their service charge (76%), only one point less than the equivalent score for rent (chart 5.1). In addition, this result was well above the level expected with a benchmark median of 71% for other similar landlords, placing Carmarthenshire in the top quartile of providers.

Like the rating for rent, satisfaction was lower amongst general needs tenants compared with those in sheltered accommodation (76% v 81%), however the difference between the two is not as pronounced as is often seen.

The pattern of responses by ward was interestingly different to the equivalent one for rent, with any significant variation only true at the 90% confidence level (table 5.3).

5.3 Satisfaction with value for money by ward

	% satisfied				% satisfied		
	Base	Rent value for money	Service charge value for money		Base	Rent value for money	Service charge value for money
Overall	2087	77	76	Overall	2087	77	76
Abergwili	16	74	100	Llandybie	52	79	67
Ammanford	32	91	89	Llanegwad	16	72	75
Betws	21	80	100	Llanfihangel Ar Arth	36	67	94
Bigyn	65	79	64	Llangadog	14	83	100
Burry Port	41	94	77	Llangeler	50	84	85
Bynea	57	75	91	Llangennech	65	84	90
Carmarthen North	90	67	41	Llangunnor	47	82	89
Carmarthen South	40	77	84	Llangyndeyrn	56	77	80
Carmarthen West	27	76	41	Llannon	54	84	75
Cenarth	11	69	31	Llansteffan	14	94	94
Cynwyl Elfed	12	74	74	Llanybydder	33	79	56
Dafen	44	81	87	Liedi	48	69	74
Elli	15	91	100	Llwynhendy	120	77	56
Felinfoel	46	74	86	Pembrey	48	74	91
Garnant	34	86	0	Penygroes	20	71	49
Glanamman	36	83	84	Pontaman	28	85	71
Glanymor	116	72	71	Pontyberem	42	68	64
Glyn	25	90	92	Quarter Bach	37	70	65
Gorlas	70	81	78	Saron, Ammanford	59	75	73
Hendy	22	83	57	St Clears	30	73	80
Hengoed	37	78	54	St Ishmael	14	68	80
Kidwelly	51	59	77	Trelech	10	85	84
Laugharne	23	73	76	Trimsaran	46	80	72
Llanddarog	19	84	73	Tycroes	24	76	51
Llandeilo	23	74	65	Tyisha	55	66	77
Llandovery	41	72	87	Whitland	25	89	93

Significantly worse than average (95% confidence*)	Significantly better than average (95% confidence*)
Significantly worse than average (90% confidence*)	Significantly better than average (90% confidence*)

* See appendix A for further information on statistical tests and confidence levels

5.6 People in popular areas should pay more rent by ward

	% agreed			% agreed	
	Base	Pay more for popular areas		Base	Pay more for popular areas
Overall	2087	15	Overall	2087	15
Abergwili	16	6	Llandybie	52	18
Ammanford	32	23	Llanegwad	16	22
Betws	21	15	Llanfihangel Ar Arth	36	24
Bigyn	65	16	Llangadog	14	10
Burry Port	41	11	Llangeler	50	21
Bynea	57	20	Llangennech	65	21
Carmarthen Town North	90	13	Llangunnor	47	23
Carmarthen Town South	40	18	Llangyndeyrn	56	16
Carmarthen Town West	27	8	Llannon	54	17
Cenarth	11	11	Llansteffan	14	43
Cynwyl Elfed	12	26	Llanybydder	33	17
Dafen	44	7	Lliedi	48	14
Elli	15	7	Llwynhendy	120	11
Felinfoel	46	19	Pembrey	48	15
Garnant	34	8	Penygroes	20	5
Glanamman	36	6	Pontaman	28	7
Glanymor	116	17	Pontyberem	42	5
Glyn	25	10	Quarter Bach	37	15
Gorlas	70	19	Saron, Ammanford	59	14
Hendy	22	0	St Clears	30	12
Hengoed	37	15	St Ishmael	14	6
Kidwelly	51	7	Trelech	10	9
Laugharne	23	8	Trimsaran	46	21
Llanddarog	19	16	Tycoes	24	9
Llandeilo	23	11	Tyisha	55	12
Llandovery	41	22	Whitland	25	7

Significantly **lower** than average
(95% confidence*)

Significantly **higher** than average
(95% confidence*)

Significantly **lower** than average
(90% confidence*)

Significantly **higher** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



6. Repairs and maintenance

75

%

satisfied with repairs and maintenance overall

79

%

satisfied with the *last completed* repair

B Overall satisfaction consistent with benchmark, but the last completed repair rated a little lower than average



Although a key driver, not as dominant an issue as it sometimes is for other landlords

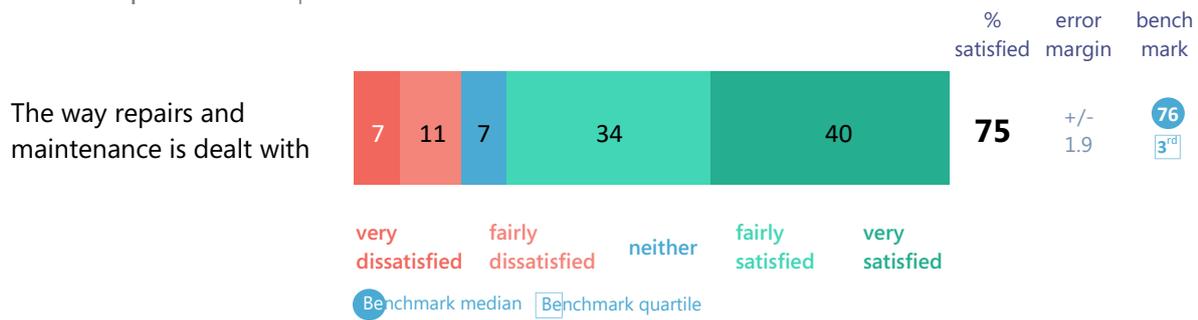


However, overall repairs satisfaction only 61-62% for under 50s

6. Repairs and maintenance

6.1 Overall repairs satisfaction

% Base 2071 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	8	11	7	34	40	74	+/- 1.9
Sheltered	109	5	4	7	35	49	84	+/- 6.9

The repairs and maintenance service is typically one of the most important aspects of service provision for residents, which is reflected in the fact that this was a key driver of satisfaction overall for tenants (chart 3.4). As such, it was pleasing to find three quarters of respondents were satisfied with this service (75%), which is very close to the benchmark median of 76%. However, this did mean that around a fifth of the sample were still dissatisfied with this service as a whole (18%).

Once again there was a significant difference in this result by stock, with sheltered tenants significantly more satisfied than general needs (84% v 74%). Also, mirroring other results throughout the survey, older tenants were significantly more satisfied than average with the repairs and maintenance service overall, (86% amongst the over 65s), where those aged under 35 or 35–49 were significantly less so (61% and 62% respectively).

There was also a notable and significant variation by property type, with those in bungalows and flats significantly more satisfied with the service than those living in houses (83%, 80% and 68% respectively).

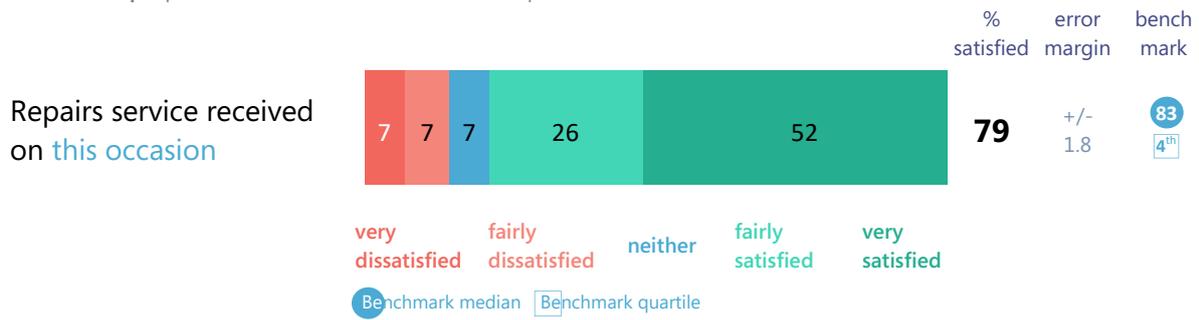
Some significant differences in this result were also apparent by ward, where satisfaction was significantly higher than average (in Llansteffan (110%), Trimsaran (88%) and Carmarthen Town South (87%). In contrast, satisfaction was significantly lower than average in Lliedi (60%), Pontyberem (62%), Bynea (63%), Carmarthen Town North (67%) and Kidwelly (69%), a pattern which is similar to the rating for quality of the home.

When rating the repairs and maintenance service overall, tenants will obviously factor in their experience of cyclical maintenance and improvement work, and multiple previous experiences with responsive repairs. When the scope is restricted, and recent users of the repairs service were asked to rate their *last* completed repair, satisfaction was four points higher than the overall score (79% v 75%), with the proportion that were 'very satisfied' also much higher (52% v 40%). That said, this was rated four points below the benchmark median of 83% putting the Council in the bottom quartile of providers.

6. Repairs and maintenance

6.2 Last repair

% Base 2063 | Repair in last 12months. Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	7	8	7	27	52	79	+/- 1.8
Sheltered	109	7	5	6	24	59	83	+/- 7.1

Whilst there was no significant difference in this result by stock, sheltered tenants were again more satisfied than those in general needs however the difference between the two was not as stark as typically seen in other surveys (83% and 79%). Nevertheless, older tenants (aged 65+) were significantly more satisfied than the youngest respondents aged under 35 (87% v 68%).

Four wards rated the service they received for their last repair significantly lower than average including Lliedi (62%) and Kidwelly (63%), two areas where respondents were also significantly less satisfied than average with the repairs service overall. Of the two wards that rated this significantly higher than average, one was Carmarthen Town South (92% satisfied), an area which also rated the repairs service overall significantly higher than average.

A difference between two groups is usually considered statistically significant if chance could explain it only 5% of the time or less.

6. Repairs and maintenance

6.3 Satisfaction with repair by ward

	% satisfied				% satisfied		
	Base	Repairs & maintenance overall	Last repair		Base	Repairs & maintenance overall	Last repair
Overall	2087	75	79	Overall	2087	75	79
Abergwili	16	65	68	Llandybie	52	84	86
Ammanford	32	76	82	Llanegwad	16	71	79
Betws	21	86	88	Llanfihangel Ar Arth	36	70	83
Bigyn	65	76	80	Llangadog	14	91	91
Burry Port	41	91	87	Llangelor	50	74	82
Bynea	57	63	74	Llangennech	65	75	76
Carmarthen North	90	67	71	Llangunnor	47	83	88
Carmarthen South	40	87	92	Llangyndeyrn	56	80	85
Carmarthen West	27	62	72	Llannon	54	74	89
Cenarth	11	67	88	Llansteffan	14	100	95
Cynwyl Elfed	12	87	91	Llanybydder	33	67	71
Dafen	44	70	76	Lliedi	48	60	62
Elli	15	91	100	Llwynhendy	120	72	78
Felinfoel	46	74	66	Pembrey	48	68	69
Garnant	34	72	82	Penygroes	20	65	78
Glanamman	36	77	83	Pontaman	28	86	88
Glanymor	116	75	80	Pontyberem	42	62	68
Glyn	25	90	87	Quarter Bach	37	75	85
Gorlas	70	88	87	Saron, Ammanford	59	83	77
Hendy	22	58	72	St Clears	30	77	78
Hengoed	37	74	82	St Ishmael	14	77	77
Kidwelly	51	69	63	Trelech	10	83	85
Laugharne	23	67	71	Trimsaran	46	88	84
Llanddarog	19	78	90	Tycroes	24	63	65
Llandeilo	23	84	86	Tyisha	55	56	68
Llandovery	41	63	76	Whitland	25	83	82

Significantly **worse** than average
(95% confidence*)

Significantly **better** than average
(95% confidence*)

Significantly **worse** than average
(90% confidence*)

Significantly **better** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



7. Communication

64%

felt the Council listened and took their views into account



Listening and taking account of tenants views has the strongest key driver of satisfaction



Satisfaction was in the second quartile



Satisfaction ten points higher for sheltered tenants



72% of new tenants also felt that they were listened to

7.1 Communication

% Base 2048 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	9	10	17	32	32	64	+/- 2.1
Sheltered	109	4	6	17	40	34	74	+/- 8.2

Listening and acting upon tenants' views was the primary key driver of overall satisfaction for respondents, so it was positive to find the Council's performance for this compared favourably with its peer group, with satisfaction one point above the benchmark for tenants as a whole (64% v 63% median), and it would only need to increase by a further percentage point to move into the top quartile. However, it is important to point out that one in five respondents was still dissatisfied (19%), around half of whom were 'very dissatisfied' (9%).

Consideration of this result takes into account experience from other similar surveys. This has shown that when respondents answer this question, they are just as likely to consider day to day transactions such as telephone queries and the repairs process, as they are to think about wider resident involvement and consultation.

Once again, sheltered tenants were more satisfied, with around three out of four respondents in this group happy that their views were listened to and acted upon, which is ten-points higher than the equivalent score for general needs. Indeed, only one in ten of sheltered tenants expressed any dissatisfaction.

One of the main differences by sub-group was again by age, with older tenants aged 65 or over giving significantly higher ratings than other respondents (76% satisfied). In contrast, those aged under 35 were significantly less satisfied (58%), as were those aged 35 – 49 (50%). There was little of note to emerge from further sub-group analysis other than respondents in their first year as a tenant of Carmarthenshire were significantly more satisfied than average (72%).

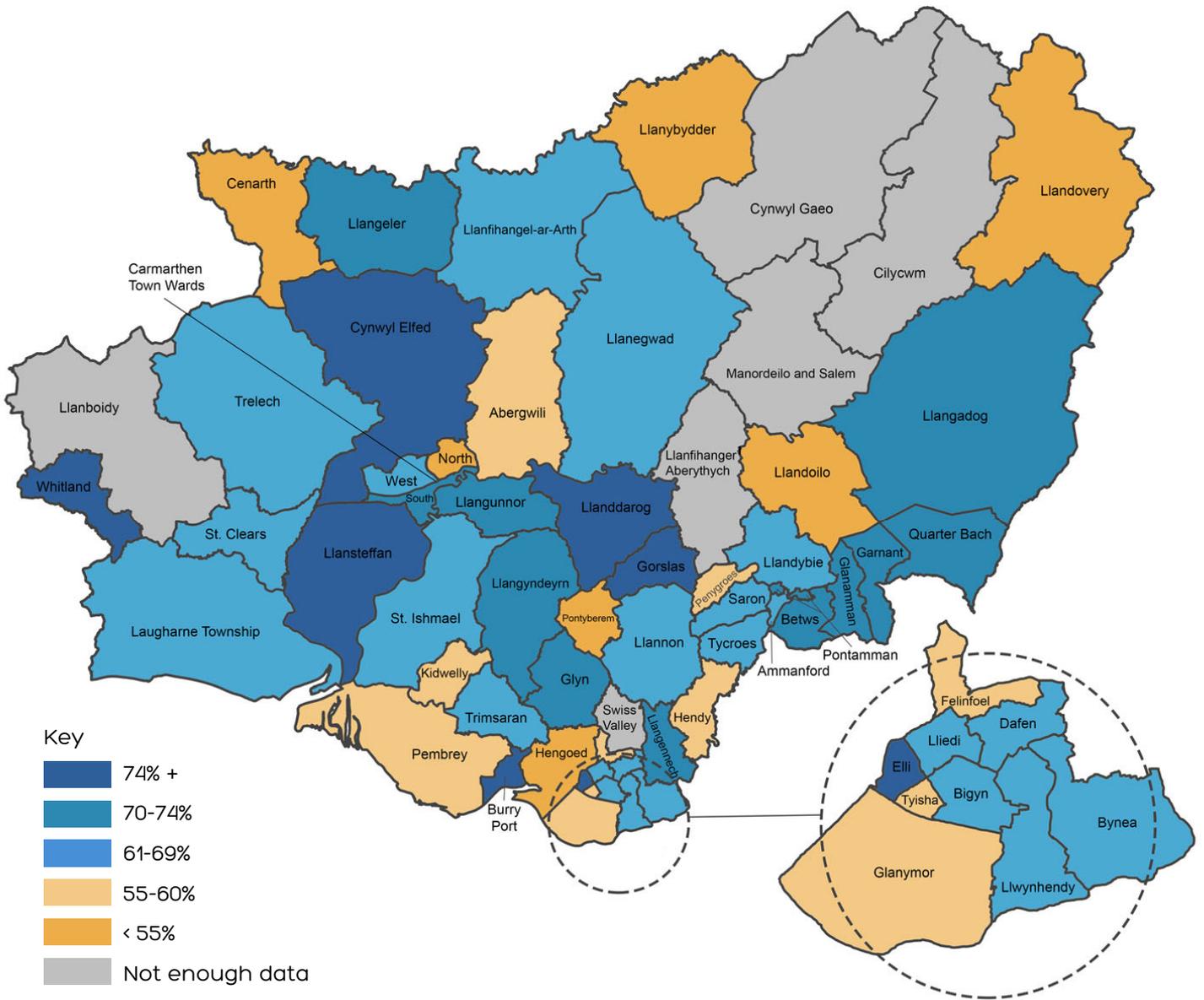
7.2 Satisfaction that listen to views and act on them by ward

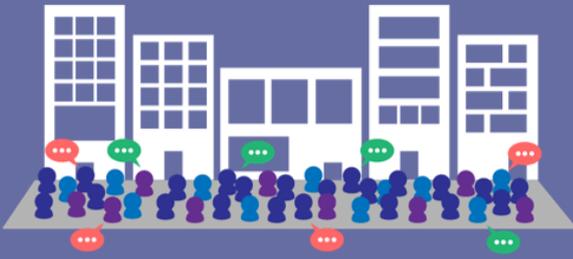
	% satisfied			% satisfied	
	Base	We listen to your views and act upon them		Base	We listen to your views and act upon them
Overall	2087	64	Overall	2087	64
Abergwili	16	56	Llandybie	52	69
Ammanford	32	66	Llanegwad	16	65
Betws	21	74	Llanfihangel Ar Arth	36	63
Bigyn	65	65	Llangadog	14	70
Burry Port	41	84	Llangeler	50	70
Bynea	57	67	Llangennech	65	73
Carmarthen Town North	90	53	Llangunnor	47	72
Carmarthen Town South	40	74	Llangyndeyrn	56	72
Carmarthen Town West	27	66	Llannon	54	63
Cenarth	11	50	Llansteffan	14	89
Cynwyl Elfed	12	80	Llanybydder	33	53
Dafen	44	62	Lliedi	48	61
Elli	15	86	Llwynhendy	120	65
Felinfoel	46	58	Pembrey	48	55
Garnant	34	74	Penygroes	20	57
Glanamman	36	72	Pontaman	28	71
Glanymor	116	55	Pontyberem	42	54
Glyn	25	70	Quarter Bach	37	71
Gorslas	70	75	Saron, Ammanford	59	63
Hendy	22	57	St Clears	30	63
Hengoed	37	44	St Ishmael	14	66
Kidwelly	51	55	Trelech	10	68
Laugharne	23	62	Trimsaran	46	67
Llanddarog	19	86	Tycroes	24	63
Llandeilo	23	52	Tyisha	55	55
Llandovery	41	47	Whitland	25	87

Significantly worse than average (95% confidence*)	Significantly better than average (95% confidence*)
Significantly worse than average (90% confidence*)	Significantly better than average (90% confidence*)

* See appendix A for further information on statistical tests and confidence levels

7.3 Satisfaction that listen to views and act on them by ward (map)





8. Neighbourhood services



Rural areas such as Cynwyl Elfed, St Ishmael and Gorslas had almost unanimous satisfaction



Satisfaction was significantly lower in urban areas of North and West Carmarthen, eastern Llanelli and Ammanford

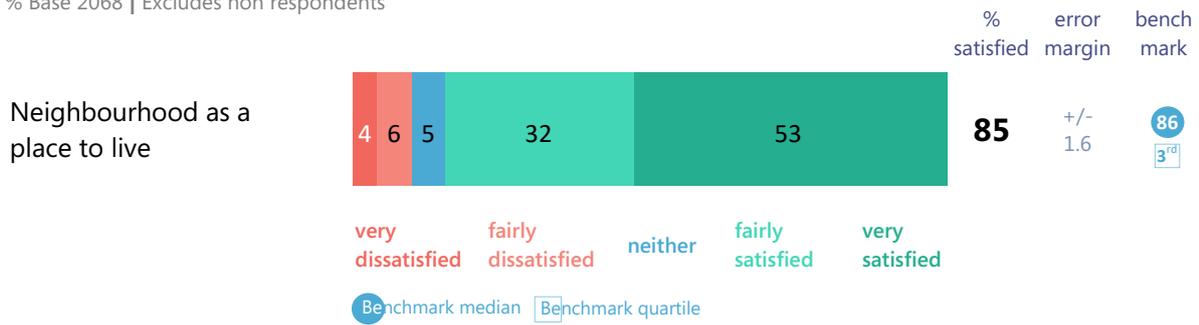


Grounds maintenance satisfaction was on par with other landlords

8. Neighbourhood services

8.1 Neighbourhood

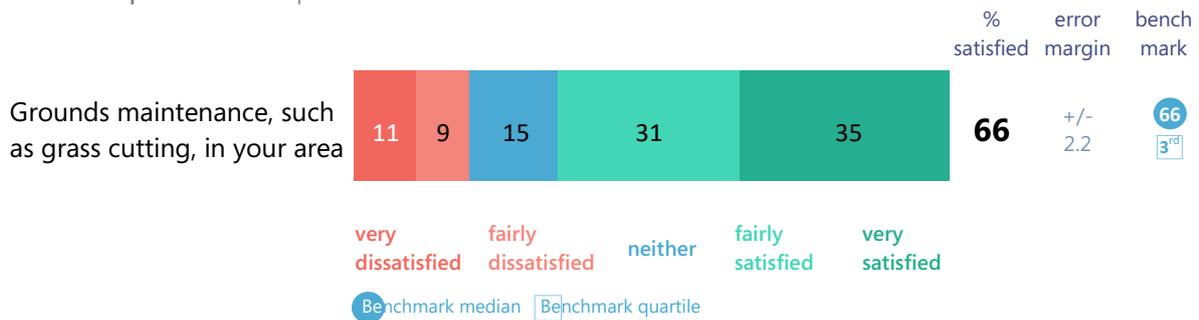
% Base 2068 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	4	6	6	32	52	84	+/- 1.6
Sheltered	109	2	4	4	27	64	91	+/- 5.4

8.2 Grounds maintenance

% Base 1805 | Excludes non respondents



	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	11	9	15	31	34	65	+/- 2.1
Sheltered	109	4	9	6	32	49	81	+/- 7.4

Satisfaction with the neighbourhood is another area where the Council is largely on par with its peers as 85% of the sample were satisfied, one point below the benchmark median. Furthermore, of those who were satisfied, 53% were 'very satisfied' with where they live. Indeed, only 10% of the sample were actively dissatisfied with their neighbourhood.

As expected, there was some variation in this score by ward (map 8.3), and in some cases the difference was deemed to be significant (table 8.5).

Once again the urban areas of North and West Carmarthen as well as most of the wards in eastern Llanelli had lower than average satisfaction with the area, with the wards of Tyisha (65%), Carmarthen Town North (67%), Glanymore (76%) and Llwynhendy (80%) below the average by a statistically significant margin.

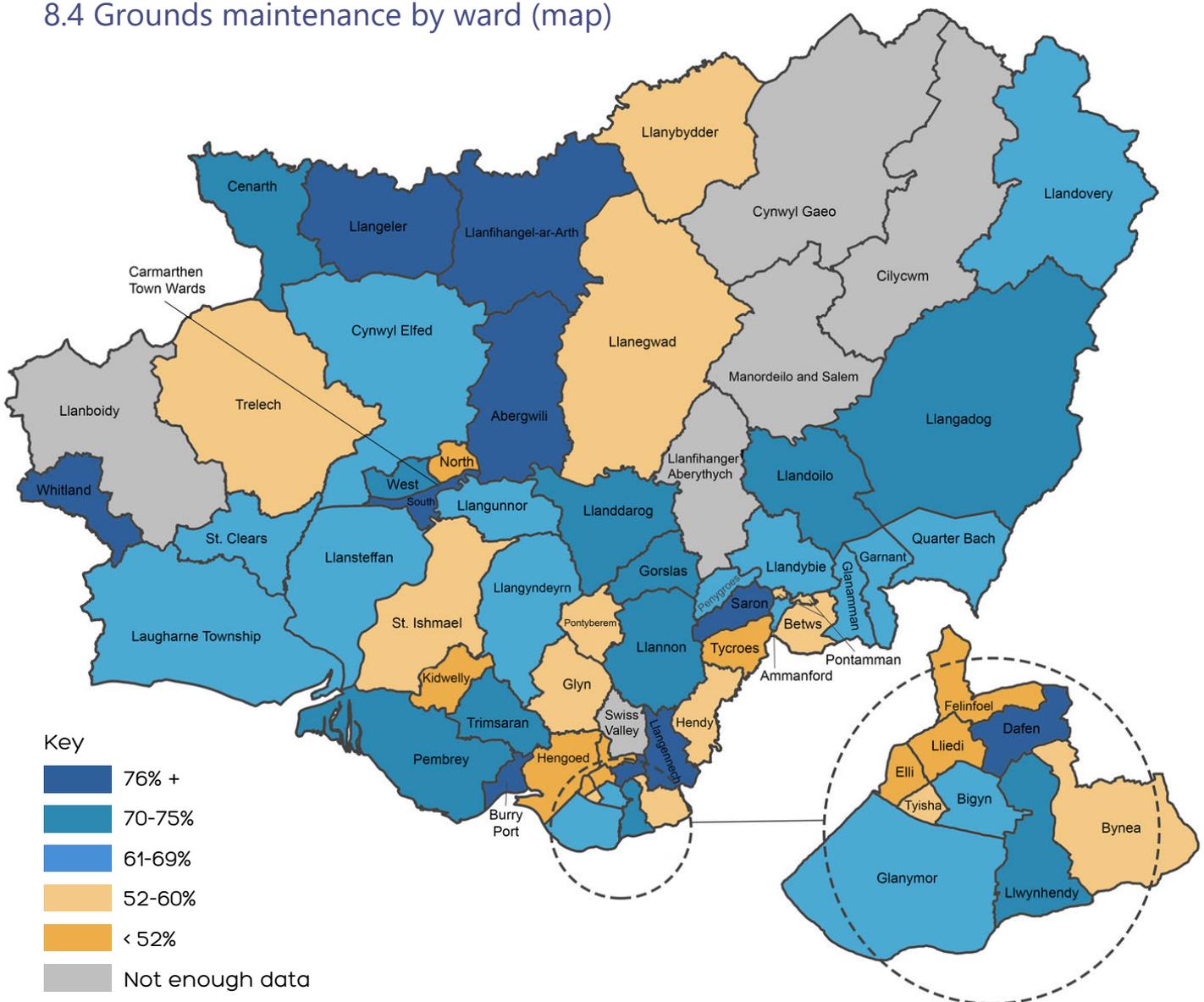
8. Neighbourhood services

Sheltered tenants were again significantly more satisfied than those in general needs (81% v 65%), which will also partly explain the significant difference by age (75% of over 65s satisfied v 58% of those aged 35-49).

As expected, this varied by ward, with the full breakdown displayed in table 8.4. Interestingly, except for Carmarthen Town North respondents, none of the respondents who were significantly less satisfied with their neighbourhoods, rated the grounds maintenance service significantly lower than average. That said, there were some large differences from 45% in Carmarthen Town North to 92% in Llangeler.

There was also an interesting difference when analysed by length of tenure, with those in their first year as tenants of Carmarthenshire CC significantly more satisfied with the grounds maintenance service (77%). However, this dropped to only 68% amongst those in their second year, and lower still for those who have been a tenant for 3–5 years (61%).

8.4 Grounds maintenance by ward (map)



8. Neighbourhood services

8.5 Satisfaction with the neighbourhood by ward

	% satisfied				% satisfied		
	Base	Neighbourhood	Grounds maintenance		Base	Neighbourhood	Grounds maintenance
Overall	2087	85	66	Overall	2087	85	66
Abergwili	16	91	85	Llandybie	52	91	68
Ammanford	32	89	63	Llanegwad	16	72	56
Betws	21	74	60	Llanfihangel Ar Arth	36	85	82
Bigyn	65	75	61	Llangadog	14	91	74
Burry Port	41	88	76	Llangeler	50	92	92
Bynea	57	86	60	Llangennech	65	96	76
Carmarthen North	90	67	45	Llangunnor	47	92	66
Carmarthen South	40	86	81	Llangyndeyrn	56	82	68
Carmarthen West	27	78	74	Llannon	54	85	72
Cenarth	11	90	70	Llansteffan	14	94	69
Cynwyl Elfed	12	100	67	Llanybydder	33	90	53
Dafen	44	87	78	Lliedi	48	81	51
Elli	15	95	48	Llwynhendy	120	80	75
Felinfoel	46	79	48	Pembrey	48	91	70
Garnant	34	94	66	Penygroes	20	72	66
Glanamman	36	85	65	Pontaman	28	82	58
Glanymor	116	76	69	Pontyberem	42	85	60
Glyn	25	90	53	Quarter Bach	37	92	67
Gorlas	70	96	70	Saron, Ammanford	59	84	81
Hendy	22	86	58	St Clears	30	98	64
Hengoed	37	79	48	St Ishmael	14	100	52
Kidwelly	51	78	46	Trelech	10	93	52
Laugharne	23	93	61	Trimsaran	46	85	75
Llanddarog	19	84	71	Tycroes	24	89	51
Llandeilo	23	91	72	Tyisha	55	65	57
Llandovery	41	84	61	Whitland	25	90	79

Significantly **worse** than average
(95% confidence*)

Significantly **better** than average
(95% confidence*)

Significantly **worse** than average
(90% confidence*)

Significantly **better** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



9. Anti-social behaviour

58 % satisfied with the way the Council deals with ASB



Dealing with ASB was a secondary key driver of satisfaction



Broadly in line with ARP Research benchmark



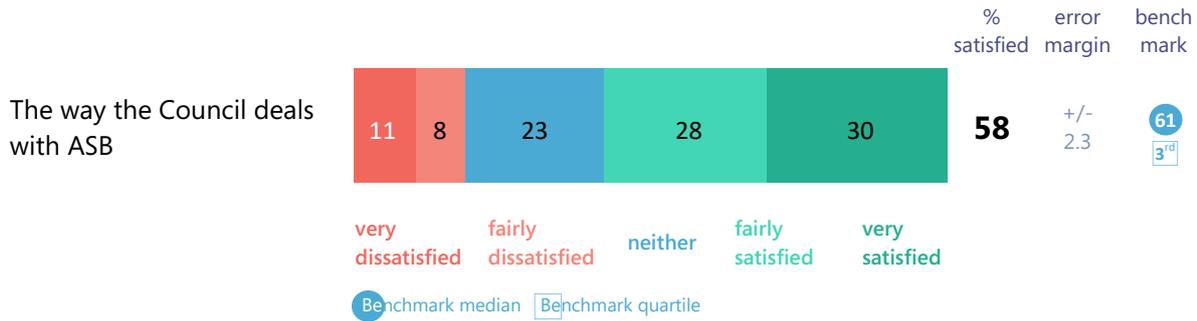
Satisfaction was lowest for 35-49 year-olds



Some correlation between ASB satisfaction and rating for the neighbourhood overall

9.1 ASB overall

% Base 1768 | Excludes non respondents



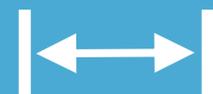
	Base	very dissatisfied	fairly dissatisfied	neither	fairly satisfied	very satisfied	satisfied 2019	error margin
General needs	1978	11	8	23	28	30	58	+/- 2.2
Sheltered	109	7	8	21	27	37	64	+/- 9.0

How anti-social behaviour (ASB) is dealt with was quite important to residents, with this emerging as a key driver of satisfaction overall, albeit not important as other aspects of the service (fifth, out of six, chart 3.4).

Around three out of five respondents were satisfied with this (58%), the majority of whom were 'very satisfied' (30%). Whilst a fifth were dissatisfied (19%), it is important to highlight a larger proportion were ambivalent (23% 'neither') perhaps suggesting a lack knowledge/experience of this aspect of the service.

As expected, sheltered tenants were more satisfied than those in general needs (64% v 58%) with the difference statistically significant but only at the 90% confidence level. This result will explain the significant difference by age with older tenants more satisfied than the youngest age group (69% 'satisfied' amongst over 65s v 51% amongst the under 35s). That said, satisfaction was lowest amongst those aged 35 – 49 (50%).

There were some significant differences by ward with the pattern broadly similar to that seen for the rating of the neighbourhood in that respondents in Carmarthen Town North and Tyisha were significantly less satisfied than average, (44% and 51% respectively) as were those in Hengoed (40% and Llandovery (36%) although the latter was only significant at the 90% confidence level. In contrast, satisfaction was significantly above average in Cynwyl Elfed and Llangeler (92% and 80%), two wards that were also significantly more satisfied than average with their neighbourhood as a place to live (table 7.3).



The margin of error is the amount by which the quoted figure might vary due to chance. The margin gets smaller as the base size increases. When comparing two scores, remember that each has its own independent margin of error.

9.2 Satisfaction with the way the Council deals with ASB by ward

	% satisfied			% satisfied	
	Base	The way the Council deals with ASB		Base	The way the Council deals with ASB
Overall	2087	58	Overall	2087	58
Abergwili	16	70	Llandybie	52	59
Ammanford	32	50	Llanegwad	16	64
Betws	21	59	Llanfihangel Ar Arth	36	51
Bigyn	65	58	Llangadog	14	63
Burry Port	41	62	Llangeler	50	80
Bynea	57	53	Llangennech	65	62
Carmarthen Town North	90	44	Llangunnor	47	64
Carmarthen Town South	40	57	Llangyndeyrn	56	65
Carmarthen Town West	27	68	Llannon	54	57
Cenarth	11	79	Llansteffan	14	76
Cynwyl Elfed	12	92	Llanybydder	33	56
Dafen	44	49	Lliedi	48	57
Elli	15	58	Llwynhendy	120	66
Felinfoel	46	48	Pembrey	48	55
Garnant	34	67	Penygroes	20	46
Glanamman	36	70	Pontaman	28	64
Glanymor	116	50	Pontyberem	42	55
Glyn	25	59	Quarter Bach	37	54
Gorslas	70	64	Saron, Ammanford	59	60
Hendy	22	67	St Clears	30	67
Hengoed	37	40	St Ishmael	14	53
Kidwelly	51	45	Trelech	10	73
Laugharne	23	51	Trimsaran	46	63
Llanddarog	19	69	Tycroes	24	59
Llandeilo	23	79	Tyisha	55	51
Llandovery	41	36	Whitland	25	69

Significantly worse than average (95% confidence*)	Significantly better than average (95% confidence*)
Significantly worse than average (90% confidence*)	Significantly better than average (90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



10. Respondent profile

In addition to documenting the demographic profile of the sample, tables 10.9 and 10.10 in this section also display the core survey questions according to the main property and equality groups. When considering these tables it is important to bear in mind that some of the sub-groups are small, so many observed differences may simply be down to chance. To help navigate these results, they have been subjected to statistical tests, with those that can be confidently said to differ from the average score being highlighted in the tables.

10.1 Ward

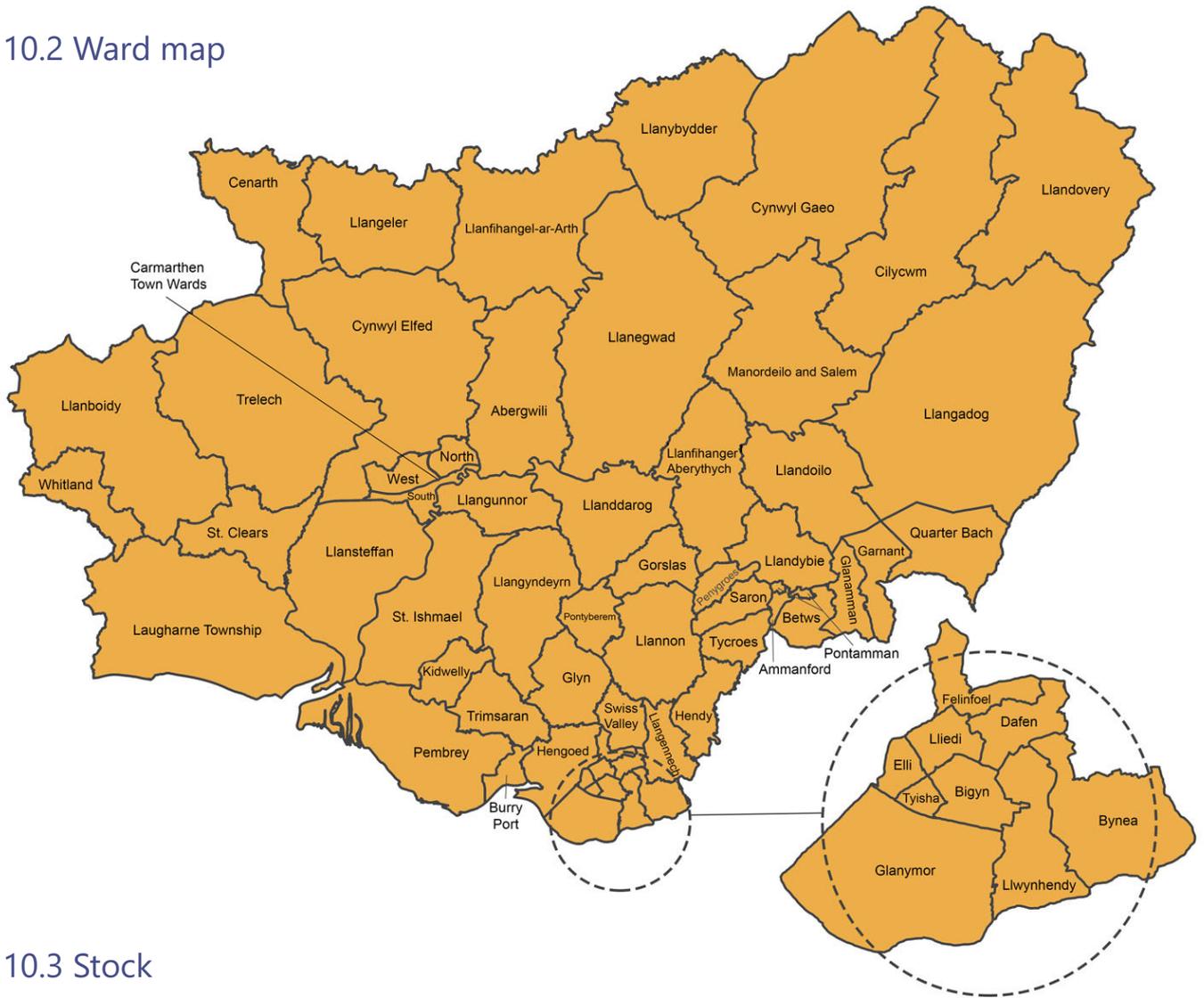
% Base 2087

	Total	%
Abergwili	16	0.8
Ammanford	32	1.5
Betws	21	1.0
Bigyn	65	3.1
Burry Port	41	2.0
Bynea	57	2.7
Carmarthen Town North	90	4.3
Carmarthen Town South	40	1.9
Carmarthen Town West	27	1.3
Cenarth	11	0.5
Cilycwm	7	0.3
Cynwyl Elfed	12	0.6
Cynwyl Gaeo	2	0.1
Dafen	44	2.1
Elli	15	0.7
Felinfoel	46	2.2
Garnant	34	1.6
Glanamman	36	1.7
Glanymor	116	5.6
Glyn	25	1.2
Gorslas	70	3.4
Hendy	22	1.1
Hengoed	37	1.8
Kidwelly	51	2.4
Laugharne	23	1.1
Llanboidy	7	0.3
Llanddarog	19	0.9
Llandeilo	23	1.1
Llandoverly	41	2.0

	Total	%
Llandybie	52	2.5
Llanegwad	16	0.8
Llanfihangel Aberbythych	8	0.4
Llanfihangel Ar Arth	36	1.7
Llangadog	14	0.7
Llangeler	50	2.4
Llangennech	65	3.1
Llangunnor	47	2.3
Llangyndeyrn	56	2.7
Llannon	54	2.6
Llansteffan	14	0.7
Llanybydder	33	1.6
Lliedi	48	2.3
Llwynhendy	120	5.7
Manordeilo & Salem	4	0.2
Pembrey	48	2.3
Penygroes	20	1.0
Pontaman	28	1.3
Pontyberem	42	2.0
Quarter Bach	37	1.8
Saron, Ammanford	59	2.8
St Clears	30	1.4
St Ishmael	14	0.7
Swiss Valley	3	0.1
Trelech	10	0.5
Trimsaran	46	2.2
Tygroes	24	1.1
Tyisha	55	2.6
Whitland	25	1.2

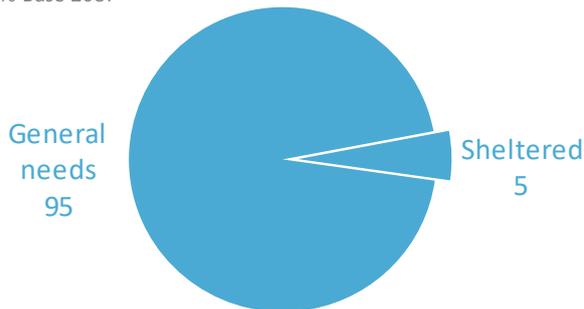
10. Respondent profile

10.2 Ward map



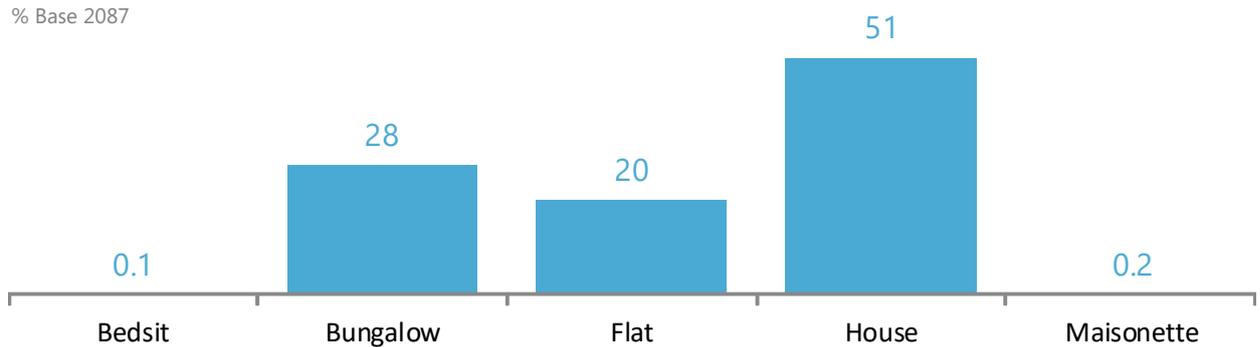
10.3 Stock

% Base 2087



10.4 Property type

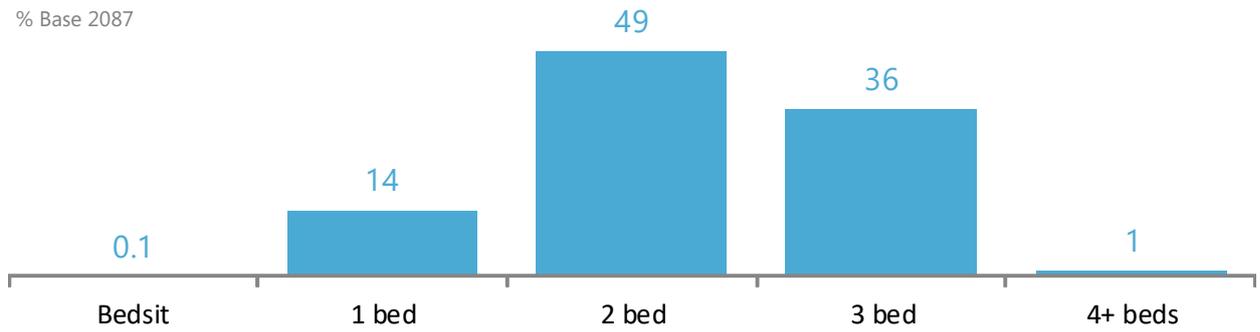
% Base 2087



10. Respondent profile

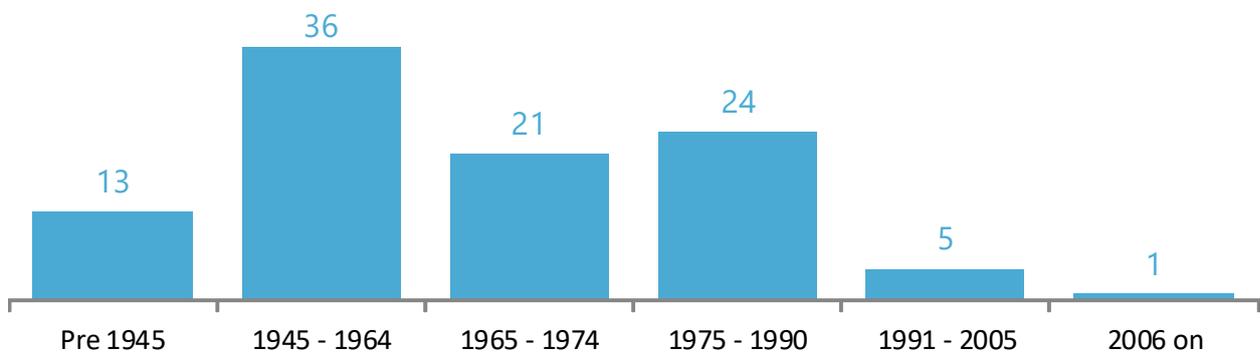
10.5 Property size

% Base 2087



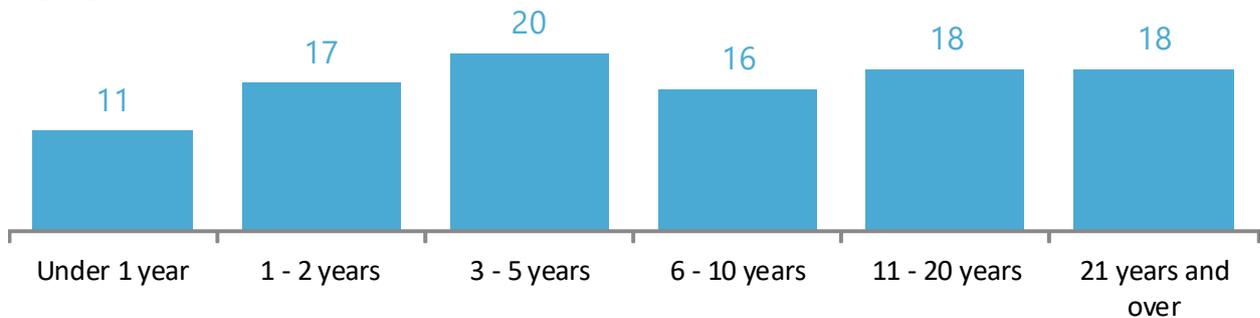
10.6 Property age

% Base 2087



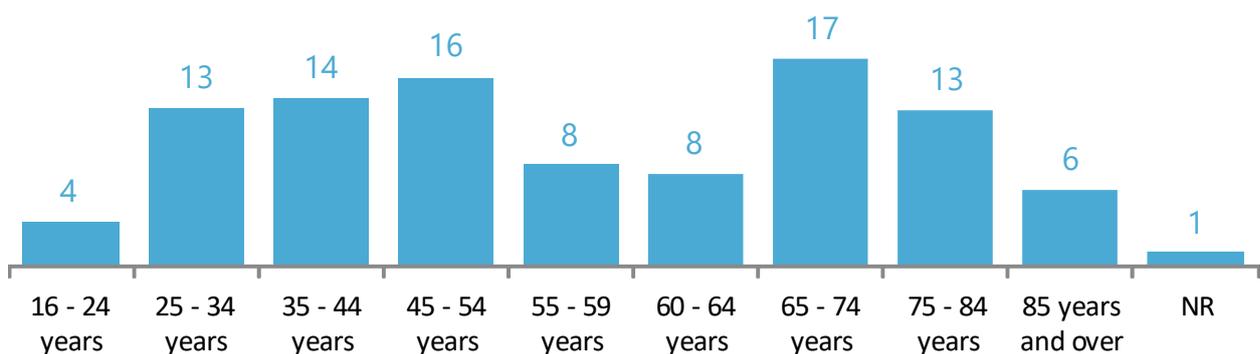
10.7 Length of tenancy

% Base 2087



10.8 Main tenant age

% Base 2087 | This variable has been weighted.



10. Respondent profile

10.9 Core questions by age

	Overall	% positive			
		16-34	35-49	50-64	65+
Base:	2087	350	438	511	763
Service overall	82	80	72	82	90
Quality of home	79	68	65	81	91
Rent value for money	77	73	64	75	88
Service charge value for money	76	60	42	69	85
Listens to views and acts upon them	64	58	50	64	76
Repairs & maintenance service	75	61	62	77	86
Neighbourhood as a place to live	85	79	78	83	92

10.10 Core questions by gender

	Overall	% positive	
		Male	Female
Base:	2087	844	1237
Service overall	82	83	82
Quality of home	79	83	76
Rent value for money	77	78	77
Service charge value for money	76	75	79
Listens to views and acts upon them	64	66	64
Repairs & maintenance service	75	78	72
Neighbourhood as a place to live	85	85	85

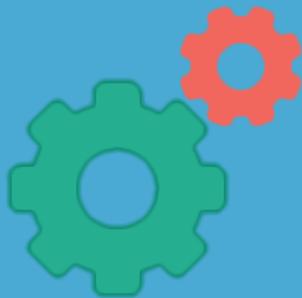
Significantly **worse** than average
(95% confidence*)

Significantly **better** than average
(95% confidence*)

Significantly **worse** than average
(90% confidence*)

Significantly **better** than average
(90% confidence*)

* See appendix A for further information on statistical tests and confidence levels



Appendix A. Methodology & data analysis

Questionnaire

The questionnaire was based on the HouseMark STAR survey methodology, with the most appropriate questions for the Council being selected by them from the STAR questionnaire templates. The questionnaire was designed to be as clear and legible as possible to make it easy to complete, with options available for large print versions. The questionnaires were printed in both Welsh and English as black and white A4 sheets accompanied by a bilingual covering letter.

Fieldwork

The survey was carried out between June and July 2019. Paper self-completion, bilingual questionnaires were distributed to a sample of 5,000 tenants, followed by a reminder approximately three weeks later for all those that had not yet replied. In addition, email invitations and reminders were sent to every valid email address on the Council's records (1702), and a text invitation to all mobiles (4,675), regardless of whether they had also received a postal copy. In total 7,312 tenants received at least one type of invitation. A free prize draw added an incentive to encourage tenants to return the questionnaires.

Response rate

In total 2,087 tenants took part in the survey, which represented a 29% response rate overall (error margin +/- 1.9) including a 36% response rate for the core sample of 5,000. A quarter of the total number of responses was collected online (513), whilst 82 surveys were completed in Welsh (4%).

Weighting

The results were weighted in order to be representative by age and having done so, the other demographic and property variables were also broadly representative.

Data presentation

Readers should take care when considering percentage results from some of the sub-groups within the main sample, as the base figures may sometimes be small.

Many results are recalculated to remove 'no opinion' or 'can't remember' responses from the final figures, a technique known as 're-basing'.

Error Margins

Error margins for the sample overall, and for individual questions, are the amount by which a result might vary due to chance. The error margins in the results are quoted at the standard 95% level and are determined by the sample size and the distribution of scores. When comparing two sets of scores, it is important to remember that error margins will apply independently to each.

Tests of statistical significance

When two sets of survey data are compared with one another (e.g. between demographic sub groups), the observed differences are typically tested for statistical significance. Differences that are significant can be said, with a high degree of confidence, to be real variations that are unlikely to be due to chance. Any differences that are not significant *may* still be real, especially when several different questions all demonstrate the same pattern but this cannot be stated with statistical confidence and may just be due to chance.

Unless otherwise stated, all statistically significant differences are reported at the 95% confidence level. Tests used were the Wilcoxon-Mann-Whitney test (rating scales), Fischer Exact Probability test (small samples) and the Pearson Chi Square test (larger samples) as appropriate for the data being examined. These calculations rely on a number of factors such as the base figure and the level of variance, both within and between sample groups, thereby taking into account more than just the simple difference between the headline percentage scores. This means that some results are reported as significant despite being superficially similar to others that are not. Conversely, some seemingly notable differences in two sets of headline scores are not enough to signal a significant change in the underlying pattern across all points in the scale. For example:

- Two satisfaction ratings may have the same or similar *total* satisfaction score, but be quite different when one considers the detailed results for the proportion *very satisfied* versus *fairly satisfied*.
- There may also be a change in the proportions of respondents who were *very* or *fairly* dissatisfied, or ticked the middle point in the scale, which is not apparent from the headline score.
- In rare cases there are complex changes across the scale that are difficult to categorise e.g. in a single question one might simultaneously observe a disappointing shift from *very* to *fairly* satisfied, concurrent with a welcome shift from *very dissatisfied* to *neither*.
- If the results included a relatively small number of people, then the error margins are bigger. This means that the *combined* error margins for the two ratings under comparison may be bigger than the observed difference between them.

Key driver analysis

“Key driver analyses” are based on a linear regression model. This is used to investigate the relationship between the overall scores and their various components. The charts illustrate the relative contribution of each item to the overall rating; items which do not reach statistical significance are omitted. The figures on the vertical axis show the standardised beta coefficients from the regression analysis, which vary in absolute size depending on the number of questionnaire items included in the analysis. The *R Square* value displayed on every key driver chart shows how much of the observed variance is explained by the key driver model e.g. a value of 0.5 shows that the model explains half of the total variation in the overall score.

Benchmarking

The core STAR questions are benchmarked against ARP Research’s STAR database, with the benchmarking group being 12 separate local authorities with STAR surveys over the previous 2.5 years.



Appendix B. Example questionnaire



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Sample Town
AB1 2CD

999999

31 Mai 2019

Anwyl (name)

Arolwg Bodlonrwydd Tenantiaid: rhowch wybod eich barn!

Mae gwrandao ar farn ein tenantiaid yn bwysig i ni. Mae'r arolwg amgaeedig wedi cael ei anfon at filoedd o'n tenantiaid, a gallwch wneud gwahaniaeth go iawn drwy rannu eich barn chi ynghylch eich cartref a'r gwasanaethau yr ydych chi eu darparu fel eich landlord. Caiff y wybodaeth bwysig hon ei defnyddio i helpu i wella'r gwasanaethau hyn yn y dyfodol. Bydd pawb sy'n llenwi'r arolwg yn cymryd rhan yn awtomatig yn ein cystadluaueth i ennill **3 gwobr o £100 mewn tocynnau siopa neu 3 toczyn i Barc Gwledig Pen-bre!**

Os ydych chi denant yn y cyfeiriad hwn, neu'n gymar, yn briod neu'n ofalwr i'r tenant, byddem yn ddiolchgar iawn pe gallech dreulio ychydig funudau'n llenwi'r arolwg, gan ddefnyddio'r amlen radbotst amgaeedig i'w ddychwyld. Nid oes angen i chi ddefnyddio stamp. Fel dewis arall, gallwch gwblhau'r arolwg ar-lein trwy'r ddolen www.arsurveys.co.uk/cc gyda'ch cōd: **9999XX**

Y dyddiad cau yw **Dydd Gwener 21 Mehefin 2019**.

Rydym wedi gofyn i gwmni annibynnol o'r enw ARP Research gynnal yr arolwg hwn ar ein rhan, yn unol â rheolau diogelu data (GDPR) a Chōd Ymddygiad y Market Research Society. Ni chedwir unrhyw gyswilt rhwng eich atebion a'ch hunaniaeth yn nat'r arolwg. Mae unrhyw beth yr ydych chi dweud wrth ARP Research yn gwbl gyfrinachol.

Os oes gennych unrhyw gwestynau neu bryderon ynghyd â'r arolwg hwn, neu os oes angen copi arnoch mewn fformat arall, mae croeso i chi ffonio ARP Research ar 0800 020 9564. Diolch am gymryd rhan, a phob lwc yn y gystadluaueth!

Yn gywir

Jonathan Morgan

Jonathan Morgan
Pennaeth Cartrefi a Chymunedau Diogelach / Head of Homes and Safer Communities

Cartrefi a Chymunedau Mwy Diogel

Adran Cymunedau
3 Heol Spilman, Caerfyrddin, SA31 1LE
Tŷ Elwyn, Llanelli, SA15 3AP
Neuadd y Dref, Heol Iscennen, Rhydaman, SA18 3BE

Homes and Safer Communities

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Ms A B Sample
1 Sample Street
Sample District
Sample Town
AB1 2CD

999999

31 Mai 2019

Anwyl (name)

Arolwg Bodlonrwydd Tenantiaid 2019

Dychwelyd Erbyn:
**Dydd Gwener
21 Mehefin**

1 Wedi ystyried popeth, pa mor fodlon neu anfodlon ydych chi ar y gwasanaeth a ddarperir gan y Cyngor fel eich landlord?

Bodlon iawn	Eithaf bodlon	Y naill na'r llall	Eithaf anfodlon	Anfodlon iawn
<input type="checkbox"/>				

2 Pa mor fodlon neu anfodlon ydych chi ar y canlynol:

	Bodlon iawn	Eithaf bodlon	Y naill na'r llall	Eithaf anfodlon	Anfodlon iawn
a. Ansawdd cyffredinol eich cartref	<input type="checkbox"/>				
b. Bod eich rhent yn darparu gwerth am arian	<input type="checkbox"/>				
c. Eich cymdogaeth fel lle i fyw	<input type="checkbox"/>				
d. Y ffordd rydym yn ymdrin â gwaith atgyweirio a gwaith cynnal a chadw yn gyffredinol	<input type="checkbox"/>				
e. Y gwasanaeth a gawsoc'h ar gyfer eich atgyweirad diwethaf	<input type="checkbox"/>				
f. Ein bod yn gwrandao ar eich barn ac yn gweithredu arni	<input type="checkbox"/>				

3 Pa mor fodlon neu anfodlon ydych chi ar y canlynol:

	Bodlon iawn	Eithaf bodlon	Y naill na'r llall	Eithaf anfodlon	Anfodlon iawn	Ddim yn berthnasol
a. Bod eich taliadau am wasanaethau yn rhoi gwerth am yr arian	<input type="checkbox"/>					
b. Y gwaith cynnal a chadw'r tir, megis torri gwallt, yn eich ardal chi	<input type="checkbox"/>					
c. Y ffordd y mae'r Cyngor yn ymdrin ag ymddygiad gwrthgymdeithasol	<input type="checkbox"/>					

4 I ba raddfa ydych chi'n cytuno neu'n anghytuno y dylai pobl sy'n byw mewn cymdogaethau poblogaidd dalu mwy o rent?

Cytuno'n gryf	Tueddu i gytuno	Y naill na'r llall	Tueddu i anghytuno	Anghytuno'n gryf	Dim barn
<input type="checkbox"/>					

5 Ar raddfa o 1 i 10, pa mor debygol fydddech chi o argymhell y Cyngor fel eich landlord i'ch teulu neu'ch ffrindiau? 0 = ddim yn debygol o gwbl, 10 = tebygol iawn?

0 1 2 3 4 5 6 7 8 9 10

Dim yn debygol Tebygol iawn

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31 May 2019

Dear (name)

Tenant Satisfaction Survey: tell us what you think!

Listening to the views and opinions of our tenants is very important to us. The enclosed survey has been sent to thousands of our tenants, and you can make a real difference by telling us what you think of your home and the services we provide as your landlord. This important information will be used to help improve these services in future. As a thank you, all completed surveys will automatically be entered into a free prize draw to win **3 prizes of £100 in vouchers or 3 passes to Pembrey Country Park!**

If you are the tenant at this address, or their partner, spouse or carer, we would be really grateful if you could take a few minutes to fill in the survey using the enclosed freepost envelope to return it. You don't need to use a stamp. Alternatively, you can complete the survey online by entering the link www.arsurveys.co.uk/cc with your code: **9999XX**

The closing date is **Friday 21 June 2019**.

We have asked an independent company called ARP Research to carry out this survey on our behalf in line with data protection rules (GDPR) and the Market Research Society Code of Conduct. No link between your answers and your identity will be retained in the survey data. Anything you tell ARP Research is completely confidential!

If you have any questions or concerns about this survey, or need a copy in an alternative format, please ARP Research on 0800 020 9564. Thank you for taking part, and good luck in the prize draw!

Yours sincerely

Jonathan Morgan

Jonathan Morgan
Pennaeth Cartrefi a Chymunedau Diogelach / Head of Homes and Safer Communities

Cartrefi a Chymunedau Mwy Diogel

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31 May 2019

Dear (name)

Tenant Satisfaction Survey 2019

Return by:
**Friday
21 June**

1 Taking everything into account, how satisfied or dissatisfied are you with the housing service provided by the Council as your landlord?

Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
<input type="checkbox"/>				

2 How satisfied or dissatisfied are you:

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
a. With the overall quality of your home	<input type="checkbox"/>				
b. That your rent provides value for money	<input type="checkbox"/>				
c. With your neighbourhood as a place to live	<input type="checkbox"/>				
d. With the way we generally deal with repairs and maintenance	<input type="checkbox"/>				
e. With the service you received on your last repair	<input type="checkbox"/>				
f. That we listen to your views and act upon them	<input type="checkbox"/>				

3 How satisfied or dissatisfied are you :

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Not applicable
a. That your service charge provides value for money	<input type="checkbox"/>					
b. With the grounds maintenance service, such as grass cutting, in your area	<input type="checkbox"/>					
c. With the way the Council deals with anti-social behaviour	<input type="checkbox"/>					

4 How much do you agree or disagree that people living in popular neighbourhoods should pay more rent?

Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	No opinion
<input type="checkbox"/>					

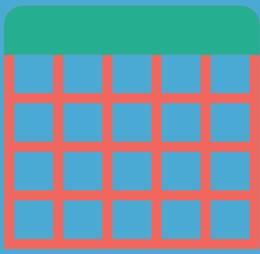
5 How likely would you be to recommend the Council as a landlord to family or friends on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Extremely likely

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your code: **9999XX**





Appendix C. Data summary

Please note that throughout the report the quoted results typically refer to the '*valid*' column of the data summary if it appears.

The '*valid*' column contains data that has been rebased, normally because non-respondents were excluded and/or question routing applied.

The results were weighted by age to be representative of the tenant population as a whole.

Appendix C. Data summary

	Frequency	% overall	% valid
Q1 Overall satisfaction with the housing service provided by the Council as your landlord			
	<i>Base: 2087</i>		
1: Very satisfied	877	42.0	43.8
2: Fairly satisfied	769	36.8	38.4
3: Neither	121	5.8	6.0
4: Fairly dissatisfied	143	6.9	7.1
5: Very dissatisfied	92	4.4	4.6
N/R	85	4.1	
Q2a With the overall quality of your home			
	<i>Base: 2087</i>		
6: Very satisfied	797	38.2	38.4
7: Fairly satisfied	844	40.4	40.7
8: Neither	137	6.6	6.6
9: Fairly dissatisfied	192	9.2	9.3
10: Very dissatisfied	105	5.0	5.1
N/R	13	0.6	
Q2b That your rent provides value for money			
	<i>Base: 2087</i>		
11: Very satisfied	841	40.3	40.7
12: Fairly satisfied	747	35.8	36.1
13: Neither	218	10.4	10.5
14: Fairly dissatisfied	172	8.2	8.3
15: Very dissatisfied	89	4.3	4.3
N/R	21	1.0	
Q2c With your neighbourhood as a place to live			
	<i>Base: 2087</i>		
16: Very satisfied	1092	52.3	52.8
17: Fairly satisfied	656	31.4	31.7
18: Neither	112	5.4	5.4
19: Fairly dissatisfied	123	5.9	5.9
20: Very dissatisfied	85	4.1	4.1
N/R	18	0.9	
Q2d With the way we generally deal with repairs and maintenance			
	<i>Base: 2087</i>		
21: Very satisfied	830	39.8	40.1
22: Fairly satisfied	713	34.2	34.4
23: Neither	153	7.3	7.4
24: Fairly dissatisfied	221	10.6	10.7
25: Very dissatisfied	154	7.4	7.4
N/R	16	0.8	
Q2e With the service you received on your last repair			
	<i>Base: 2087</i>		
26: Very satisfied	1078	51.7	52.3
27: Fairly satisfied	545	26.1	26.4
28: Neither	145	6.9	7.0
29: Fairly dissatisfied	153	7.3	7.4
30: Very dissatisfied	142	6.8	6.9
N/R	24	1.1	
Q2f That we listen to your views and act upon them			
	<i>Base: 2087</i>		
31: Very satisfied	658	31.5	32.1

Appendix C. Data summary

	Frequency	% overall	% valid
32: Fairly satisfied	659	31.6	32.2
33: Neither	356	17.1	17.4
34: Fairly dissatisfied	195	9.3	9.5
35: Very dissatisfied	180	8.6	8.8
N/R	39	1.9	

Q3a That your service charge provides value for money

Base: 835

36: Very satisfied	287	13.8	39.6
37: Fairly satisfied	267	12.8	36.8
38: Neither	93	4.5	12.8
39: Fairly dissatisfied	38	1.8	5.2
40: Very dissatisfied	40	1.9	5.5
41: Not applicable	86	4.1	
N/R	1275	61.1	2.8

Q3b With the grounds maintenance service, such as grass cutting, in your area

Base: 2087

42: Very satisfied	636	30.5	35.2
43: Fairly satisfied	552	26.4	30.6
44: Neither	267	12.8	14.8
45: Fairly dissatisfied	161	7.7	8.9
46: Very dissatisfied	189	9.1	10.5
47: Not applicable	239	11.5	
N/R	43	2.1	

Q3c With the way the Council deals with anti-social behaviour

Base: 2087

48: Very satisfied	536	25.7	30.3
49: Fairly satisfied	487	23.3	27.5
50: Neither	409	19.6	23.1
51: Fairly dissatisfied	148	7.1	8.4
52: Very dissatisfied	188	9.0	10.6
53: Not applicable	266	12.7	
N/R	53	2.5	

Q4 How much do you agree or disagree that people living in popular neighbourhoods should pay more rent

Base: 2087

54: Strongly agree	64	3.1	3.6
55: Tend to agree	197	9.4	11.0
56: Neither	466	22.3	26.1
57: Tend to disagree	504	24.1	28.2
58: Strongly disagree	557	26.7	31.2
59: No opinion	271	13.0	
N/R	28	1.3	

Q5 How likely would you be to recommend the Council as a landlord to family or friends

Base: 2087

60: 0 - Not at all likely	51	2.4	
61: 1	15	0.7	
62: 2	24	1.1	
63: 3	43	2.1	
64: 4	54	2.6	
65: 5	181	8.7	
66: 6	116	5.6	

Appendix C. Data summary

	Frequency	% overall	% valid
67: 7	197	9.4	
68: 8	387	18.5	
69: 9	217	10.4	
70: 10 - Extremely likely	773	37.0	
N/R	30	1.4	
R5 Net Promoter Score (NPS)		<i>Base: 2087</i>	
71: Promoters	990	47.4	
72: Passives	584	28.0	
73: Detractors	483	23.1	
N/R	30	1.4	
D101 Stock		<i>Base: 2087</i>	
74: General needs	1978	94.8	
75: Sheltered	109	5.2	
N/R	0	0.0	
D102 Ward		<i>Base: 2087</i>	
76: Abergwili	16	0.8	
77: Ammanford	32	1.5	
78: Betws	21	1.0	
79: Bigyn	65	3.1	
80: Burry Port	41	2.0	
81: Bynea	57	2.7	
82: Carmarthen Town North	90	4.3	
83: Carmarthen Town South	40	1.9	
84: Carmarthen Town West	27	1.3	
85: Cenarth	11	0.5	
86: Cilycwm	7	0.3	
87: Cynwyl Elfed	12	0.6	
88: Cynwyl Gaeo	2	0.1	
89: Dafen	44	2.1	
90: Elli	15	0.7	
91: Felinfoel	46	2.2	
92: Garnant	34	1.6	
93: Glanamman	36	1.7	
94: Glanymor	116	5.6	
95: Glyn	25	1.2	
96: Gorslas	70	3.4	
97: Hendy	22	1.1	
98: Hengoed	37	1.8	
99: Kidwelly	51	2.4	
100: Laugharne	23	1.1	
101: Llanboidy	7	0.3	
102: Llanddarog	19	0.9	
103: Llandeilo	23	1.1	
104: Llandovery	41	2.0	
105: Llandybie	52	2.5	
106: Llanegwad	16	0.8	
107: Llanfihangel Aberbythych	8	0.4	
108: Llanfihangel Ar Arth	36	1.7	
109: Llangadog	14	0.7	
110: Llangeler	50	2.4	
111: Llangennech	65	3.1	

Appendix C. Data summary

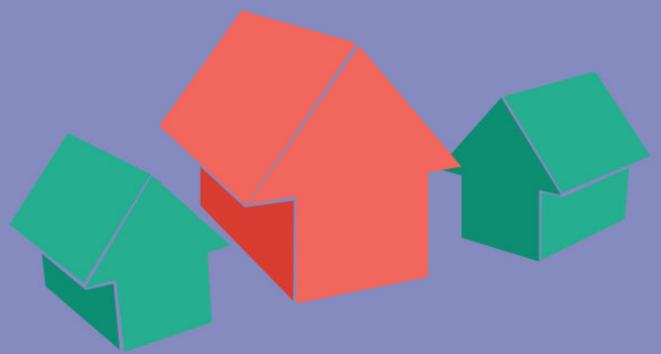
	Frequency	% overall	% valid
112: Llangunnor	47	2.3	
113: Llangyndeyrn	56	2.7	
114: Llannon	54	2.6	
115: Llansteffan	14	0.7	
116: Llanybydder	33	1.6	
117: Lliedi	48	2.3	
118: Llwynhendy	120	5.7	
119: Manordeilo & Salem	4	0.2	
120: Pembrey	48	2.3	
121: Penygroes	20	1.0	
122: Pontaman	28	1.3	
123: Pontyberem	42	2.0	
124: Quarter Bach	37	1.8	
125: Saron, Ammanford	59	2.8	
126: St Clears	30	1.4	
127: St Ishmael	14	0.7	
128: Swiss Valley	3	0.1	
129: Trelech	10	0.5	
130: Trimsaran	46	2.2	
131: Tycroes	24	1.1	
132: Tyisha	55	2.6	
133: Whitland	25	1.2	
N/R	0	0.0	
D103 Property type		<i>Base: 2087</i>	
134: Bedsit	2	0.1	
135: Bungalow	586	28.1	
136: Flat	425	20.4	
137: House	1069	51.2	
138: Maisonette	4	0.2	
N/R	0	0.0	
D104 Property size		<i>Base: 2087</i>	
139: Bedsit	2	0.1	
140: 1 bed	295	14.1	
141: 2 bed	1012	48.5	
142: 3 bed	751	36.0	
143: 4+ beds	27	1.3	
N/R	0	0.0	
D105 Property age		<i>Base: 2087</i>	
144: Pre 1945	266	12.7	
145: 1945 - 1964	760	36.4	
146: 1965 - 1974	440	21.1	
147: 1975 - 1990	506	24.2	
148: 1991 - 2005	94	4.5	
149: 2006 on	20	1.0	
N/R	0	0.0	
D106 Length of tenancy		<i>Base: 2087</i>	
150: Under 1 year	234	11.2	
151: 1 - 2 years	346	16.6	
152: 3 - 5 years	416	19.9	

Appendix C. Data summary

	Frequency	% overall	% valid
153: 6 - 10 years	333	16.0	
154: 11 - 20 years	380	18.2	
155: 21 years and over	378	18.1	
N/R	0	0.0	
D107 Pay a service charge		<i>Base: 2087</i>	
156: Yes	835	40.0	
157: No	1252	60.0	
N/R	0	0.0	
D108 Gender		<i>Base: 2087</i>	
158: Male	844	40.4	
159: Female	1237	59.3	
N/R	5	0.2	
D109 Main Tenant Age Group		<i>Base: 2087</i>	
160: 16 - 24 years	77	3.7	
161: 25 - 34 years	274	13.1	
162: 35 - 44 years	290	13.9	
163: 45 - 54 years	325	15.6	
164: 55 - 59 years	175	8.4	
165: 60 - 64 years	159	7.6	
166: 65 - 74 years	360	17.2	
167: 75 - 84 years	269	12.9	
168: 85 years and over	134	6.4	
N/R	25	1.2	
D110 Main Tenant Age Group [simple]		<i>Base: 2087</i>	
169: 16-34	350	16.8	
170: 35-49	438	21.0	
171: 50-64	511	24.5	
172: 65+	763	36.6	
N/R	25	1.2	
D111 Sample		<i>Base: 2087</i>	
173: Main sample	1769	84.8	
174: Additional sample	318	15.2	
N/R	0	0.0	
D112 Methodology		<i>Base: 2087</i>	
175: Paper	1468	70.3	
176: Email	290	13.9	
177: SMS	249	11.9	
178: Web	79	3.8	
N/R	0	0.0	
D113 Start language		<i>Base: 2087</i>	
179: Welsh	86	4.1	
180: English	2001	95.9	

Appendix C. Data summary

	Frequency	% overall	% valid
N/R	0	0.0	



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