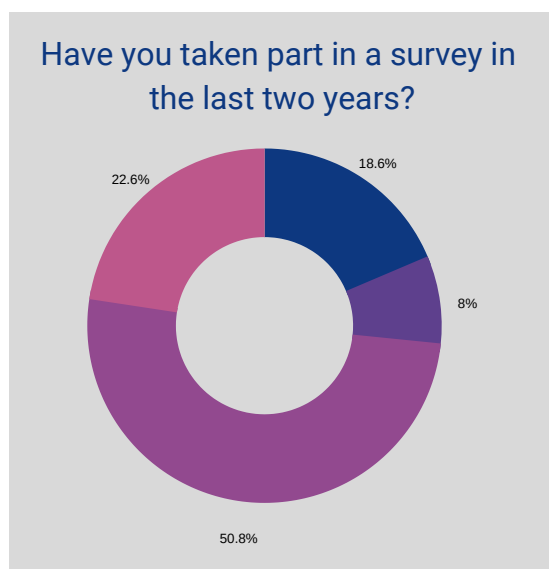


Tenants' perspective of STAR surveys

HouseMark launched a review of our STAR framework in May 2019. Following extensive consultation with more than 250 landlords, in August and September we consulted with residents and the response has been overwhelming. Close to 8,000 people completed an online survey and shared their thoughts on what matters most to them, how they prefer to provide feedback and what they think their landlord does with the results.

This short summary report shares the findings from this survey, and brings the research phase of the STAR review to a close. HouseMark will be supported by TLF Research and Acuity to further analyse the findings and proposals will be released in early November. All landlords and tenant representatives will be invited to provide feedback.

The majority of residents are not regularly providing feedback to their landlord



18.6% Yes

8% No - I was given the opportunity and declined

50.8% No - I have not been asked

22.6% Can't remember

One fifth of residents have responded to at least one satisfaction survey on behalf of their landlord in the last two years. Most commonly this was a general satisfaction survey like STAR (**11%**) or a survey following on from a responsive repair (**9%**).

For those that declined to complete a survey, the most common reason was that it was a waste of time/the landlord would not act on the results (**3%**).

Residents are not clear about what happens with survey results



55.9% don't know what happens to survey results



25.4% are not sure if their landlord even does surveys



13.2% think results are shared back to residents, with 2/3 thinking the feedback is used to improve services

Reporting results back to residents improves satisfaction

Only 8% had seen their landlord publish results



These residents are 13% more satisfied than others



And 5x more likely to agree they have benefitted from changes made as a result of feedback

A quality home and good customer service are most important

When asked to rate the importance of various questions on a scale of 1-10, residents rated quality of home, customer service and value-for-money as the most important.

Landlord service

Mean importance score (1-10)

Quality of my home	8.3
Value for money of rent	8.2
Customer service	8.2
The ease of contacting my landlord	8.0
My neighbourhood as a place to live	8.0
Repairs and maintenance service	8.0
Value for money of service charge	7.9
Listens to your views and acts on them	7.7
The ease of getting a repair completed	7.5
I trust my landlord	7.3
The online services available	7.3
I would recommend my landlord	7.1



Comparisons can be valuable, but improvement is key

52% of residents would find it very valuable to see if their landlord was getting better or worse over time

34% said it would be very valuable to be able to compare their landlord with other similar landlords

33% would find it very valuable to be able to compare with other service providers like utilities