



Better Connections

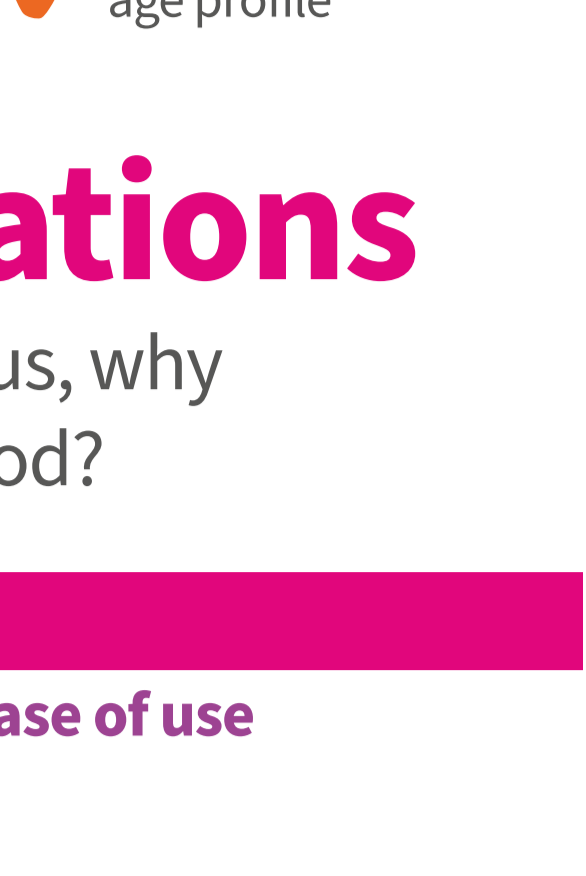
Our communications and engagement survey - July/Aug 2023

Key results - at a glance

1125 residents took part



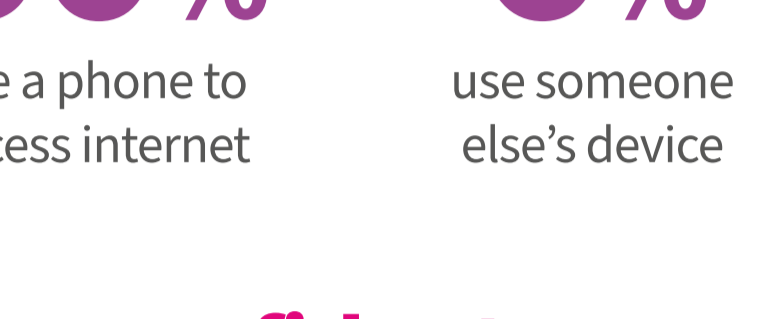
✓ Even geographical spread



✓ Fairly proportional age profile

Communications

When you last contacted us, why did you choose this method?



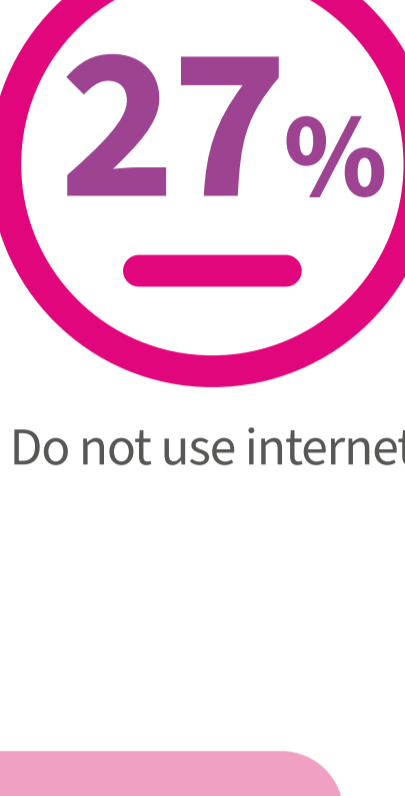
How do you access the internet?



60% use a phone to access internet



6% use someone else's device



22% don't go online

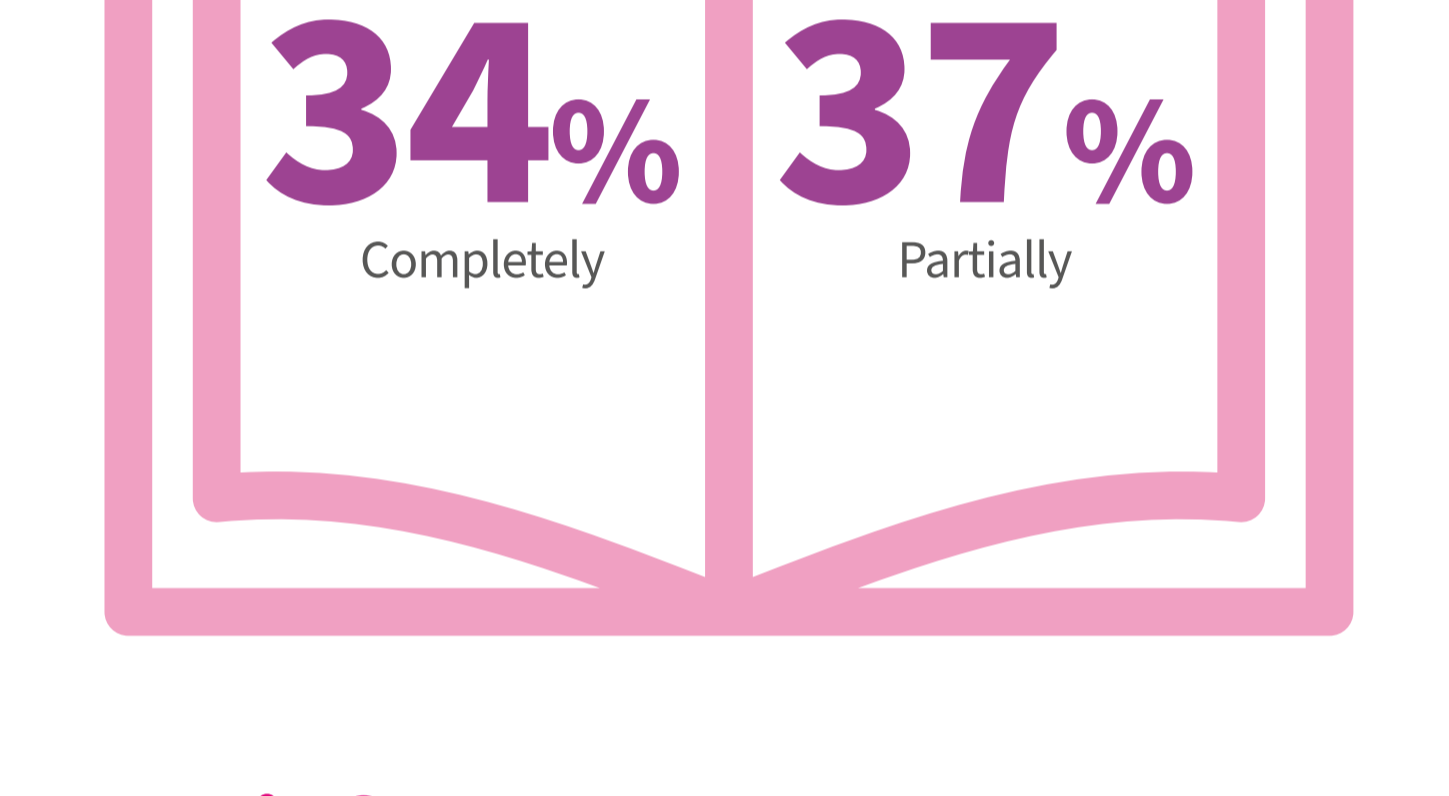
How confident are you using the internet?



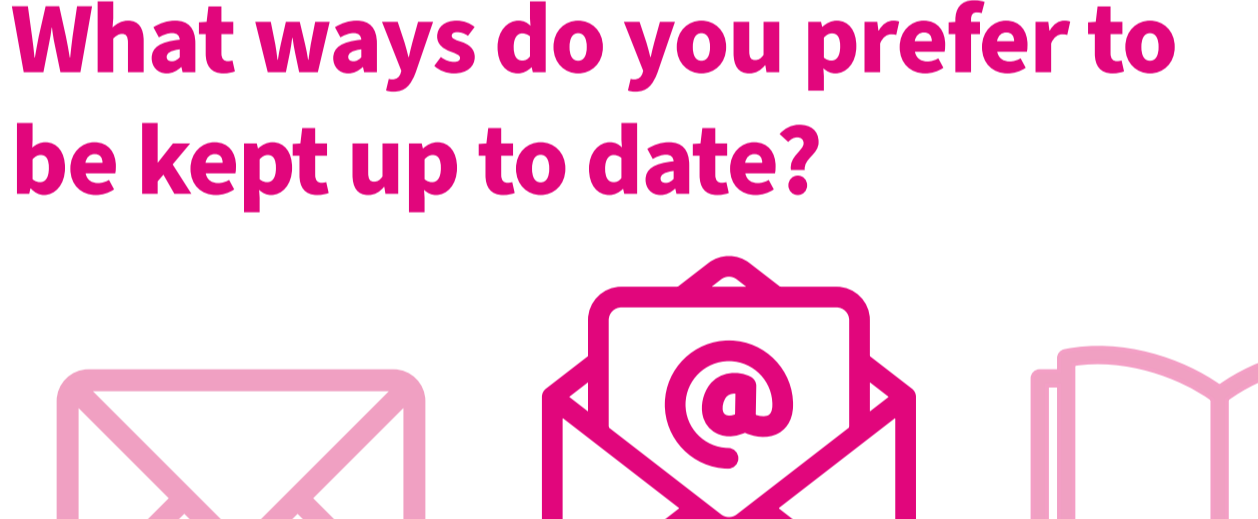
Our website

58% looked to our website in last 12 months

48% of those found it easy to find what they were looking for



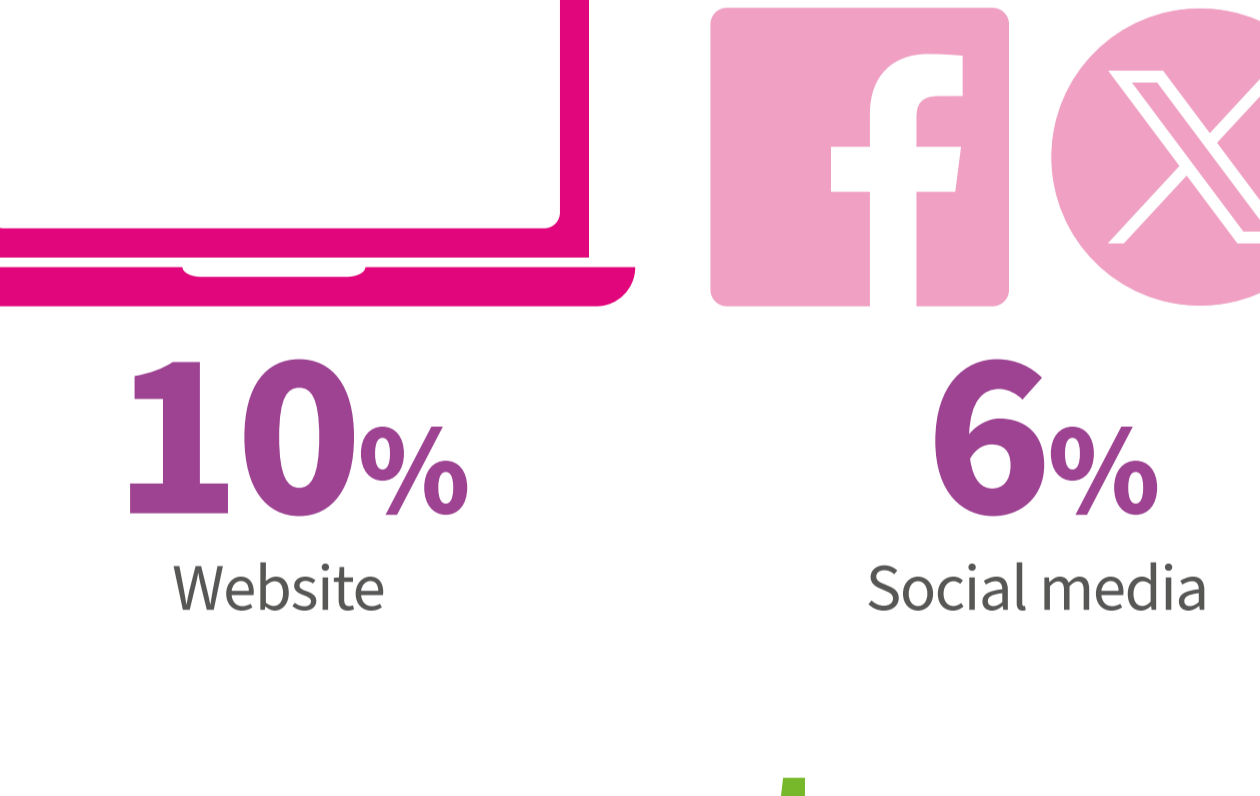
Social media use



Did you read our last magazine?

34% Completely

37% Partially



What info do you want us to tell you about?

28% repairs and planned maintenance



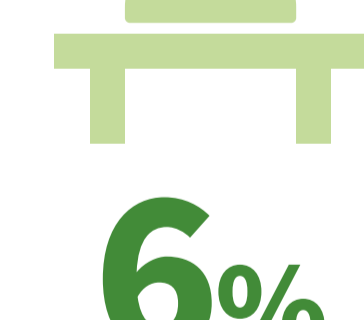
What ways do you prefer to be kept up to date?



61% Post



48% Email



42% Magazine



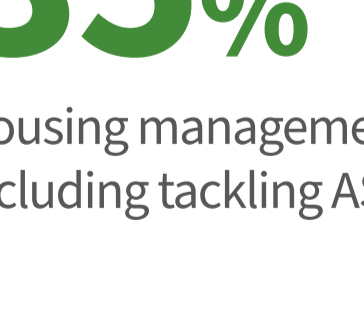
10% Website



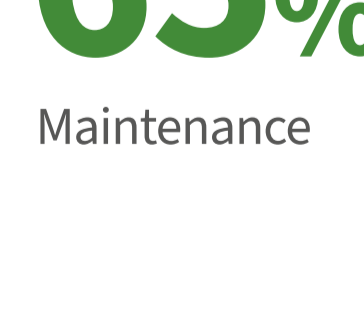
6% Social media

Engagement

What ways do you like to give your views?



47% Post



47% Telephone



41% Email



25% Interview in home



10% Community meeting



6% Office meeting



6% Online meeting

Topics of most interest

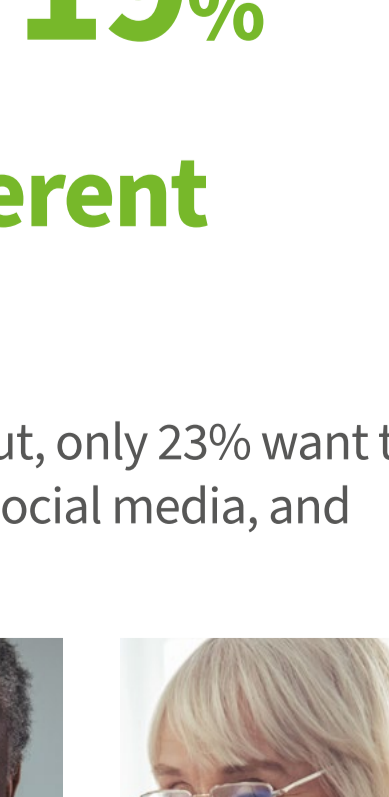
17% Rents and charges

21% Communication and engagement

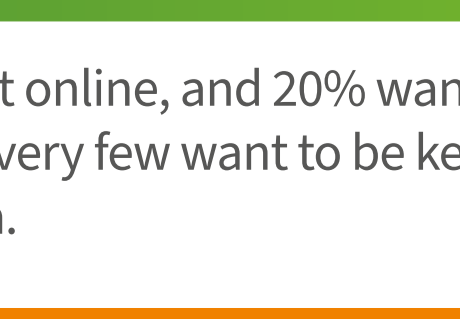
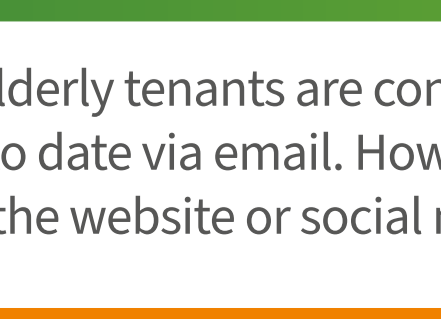
31% Estate services

35% Housing management including tackling ASB

65% Maintenance



Would you like to get more involved?



Are you interested in joining the panel?

Understanding our different residents' needs

86% of younger tenants are confident online. But, only 23% want to be kept informed via the website, and 14% via social media, and 4% don't want to use the internet.

18-34

35-54

55-74

75+

More likely to prefer online & text notification

Prefer traditional contact

24% of elderly tenants are confident online, and 20% want to be kept up to date via email. However very few want to be kept up to date via the website or social media.