

Cornwall Housing

Better Connections



Communication and Engagement Survey

25th September 2023

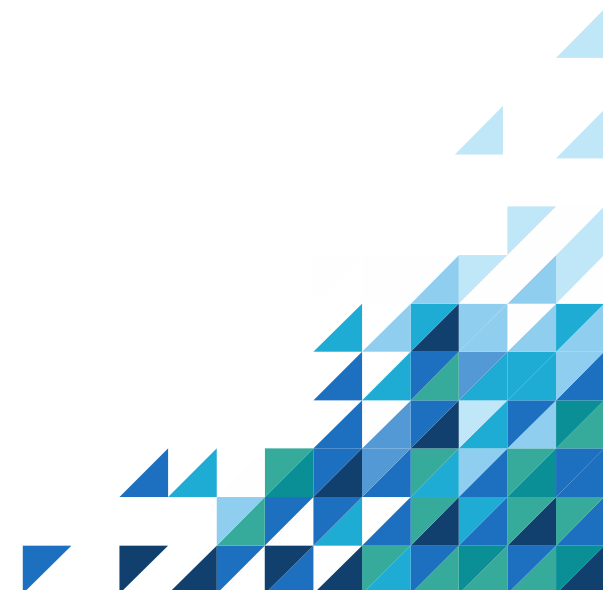


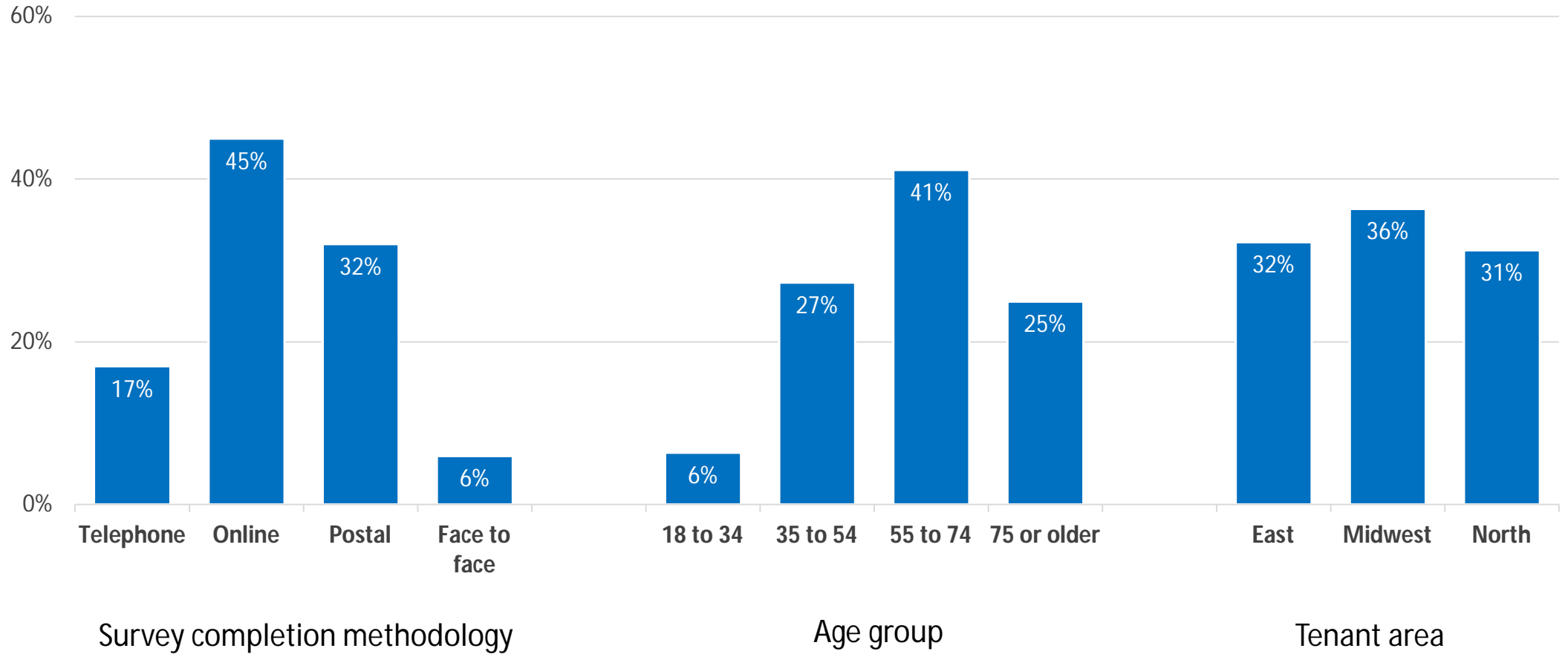
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Summary: Methodology and Survey Response

| | Tenant records | | |
|--|----------------|---------------------|---------------|
| Tenant population on file | 11,482 | | |
| Individual tenancies | 9,444 | | |
| | Tenant records | Survey participants | Response rate |
| Total tenancies invited to participate | 7,564 | 1,125 | 15% |
| - email invitations | 4,967 | 508 | 10.2% |
| - postal invitations | 1,500 | 363 | 24.2% |
| - phone calls | 1,031 | 188 | 18.2% |
| - face-to-face interviews (by Cornwall Housing officers) | 66 | 66 | 100% |

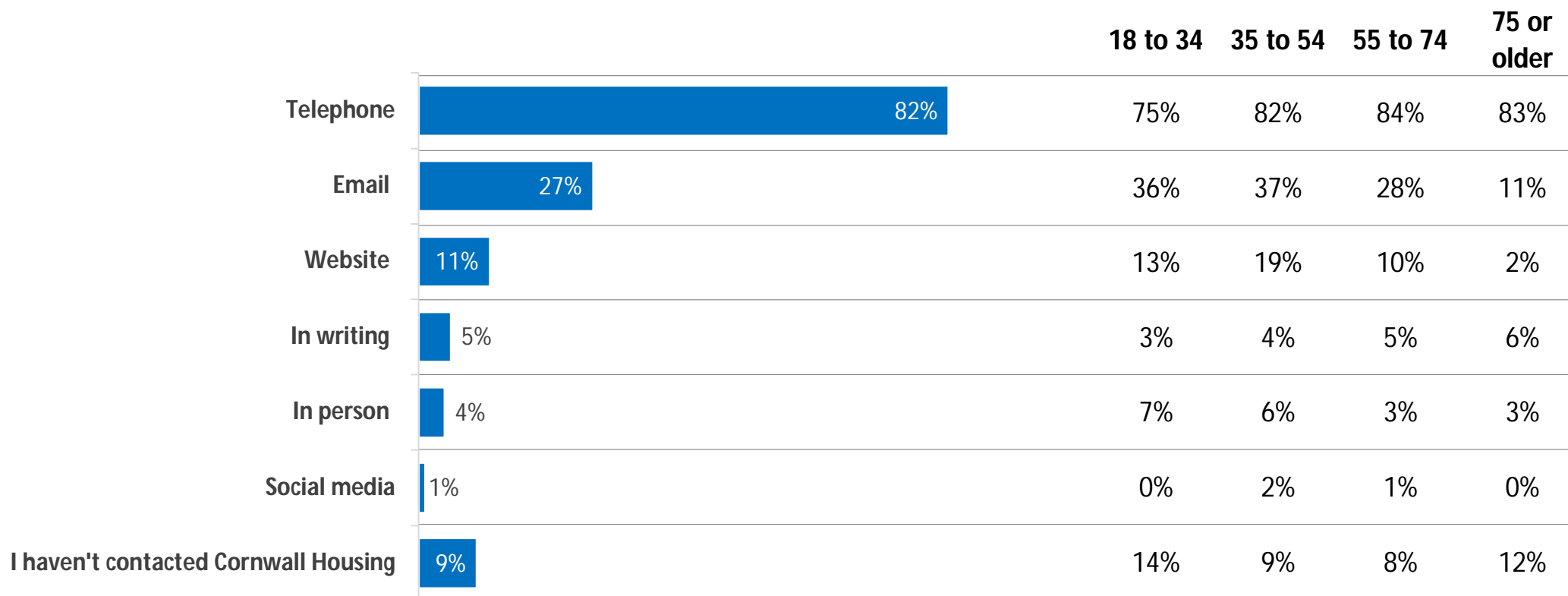
Summary: Sample Distribution



When you contact Cornwall Housing

Q. How have you contacted Cornwall Housing in the last 12 months for information (other than to pay your rent or service charges)?

The majority of participants (82%) have used the telephone to contact Cornwall Housing in the last 12 months, followed by email (27%) and through the website (11%).

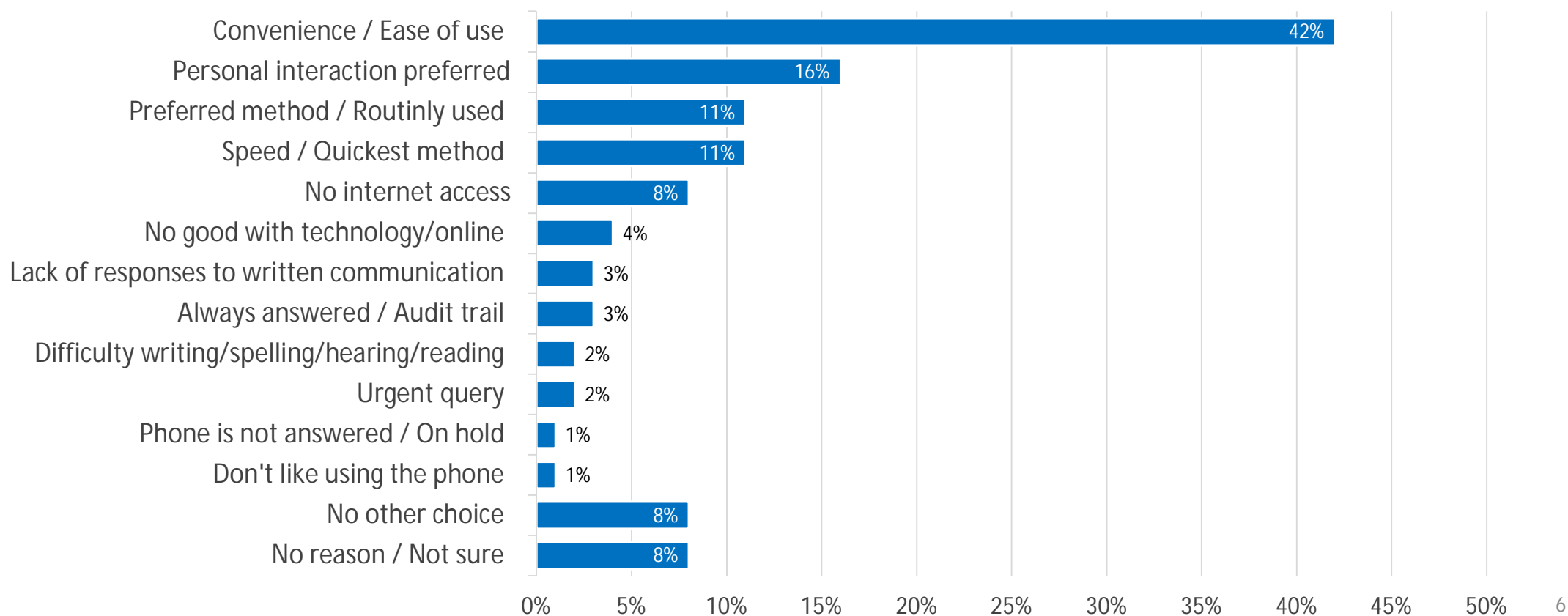


Base: All respondents answering; n= 1,113

When you contact Cornwall Housing

Q. Why did you choose these methods? (Coded responses)

The most cited reason for the used method to contact Cornwall Housing was that it was convenient / easy to use (42%). 16% stated that they preferred personal interaction, and 11% used their preferred method or the quickest method.

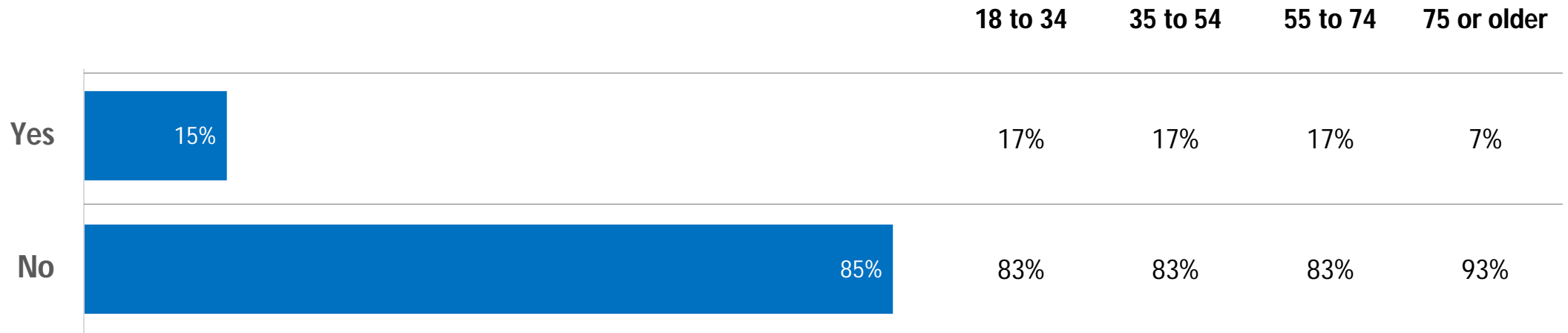


Base: All respondents answering; n= 954

Our Website

Q. Over the last 12 months, have you looked for any information on our website but couldn't find it? If so, what were you looking for?

The majority (85%) of participants have not experienced difficulties finding the information if/when they were looking for it on the website.

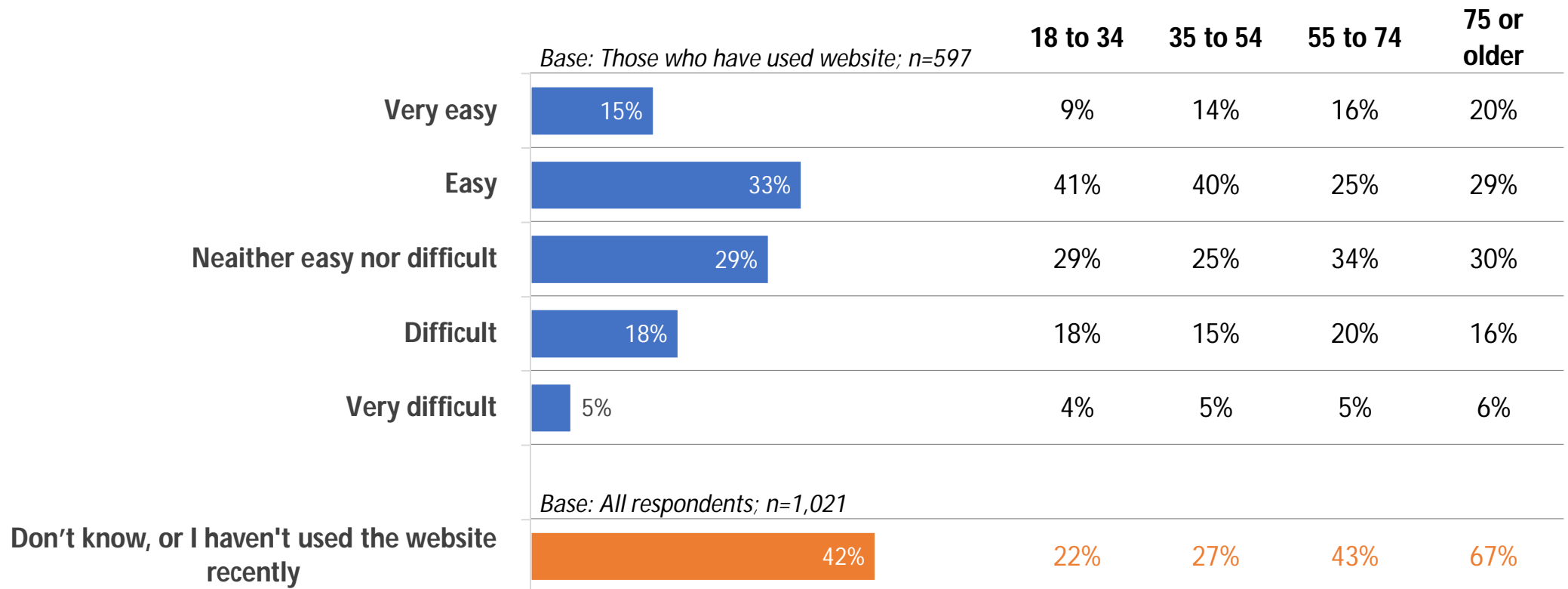


Base: All respondents answering; n= 1,011

Our Website

Q. When using the Cornwall Housing website, was finding the information you were looking for easy or difficult?

28% of all participants said that it was easy or very easy to find information on the Cornwall Housing website, 17% said it was neither easy nor difficult and 13% said it was difficult or very difficult.



Social Media

Q. Which of the following social media channels do you regularly use?

57% regularly use social media. Over half of participants (54%) regularly use Facebook, followed by Instagram (14%) and TikTok (7%).

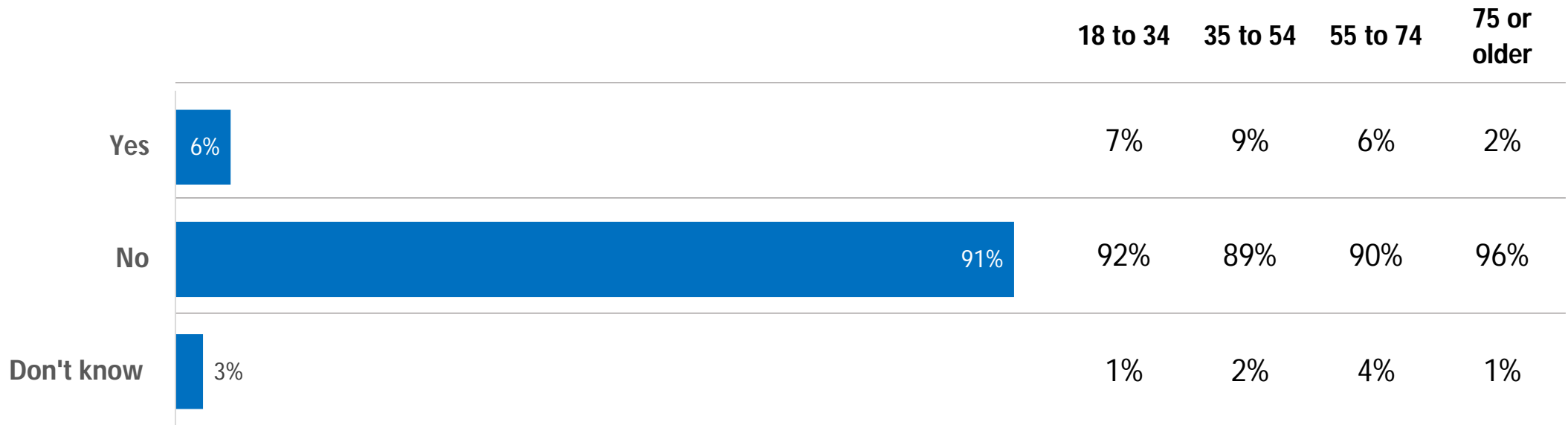
| | | 18 to 34 | 35 to 54 | 55 to 74 | 75 or older |
|--------------------------|-----|----------|----------|----------|-------------|
| Facebook | 54% | 79% | 74% | 52% | 25% |
| Instagram | 14% | 33% | 27% | 8% | 2% |
| TikTok | 7% | 25% | 14% | 3% | 0% |
| Twitter | 5% | 6% | 8% | 4% | 1% |
| WhatsApp | 2% | 1% | 3% | 2% | 1% |
| YouTube | 1% | 0% | 2% | 0% | 0% |
| Other | 2% | 3% | 4% | 1% | 0% |
| I don't use social media | 43% | 18% | 20% | 45% | 73% |

Base: All respondents answering; n= 1,075

Social Media

Q. Do you regularly visit any of the Cornwall Housing social media channels?

Most participants (91%) do not regularly visit the Cornwall Housing social media channels.

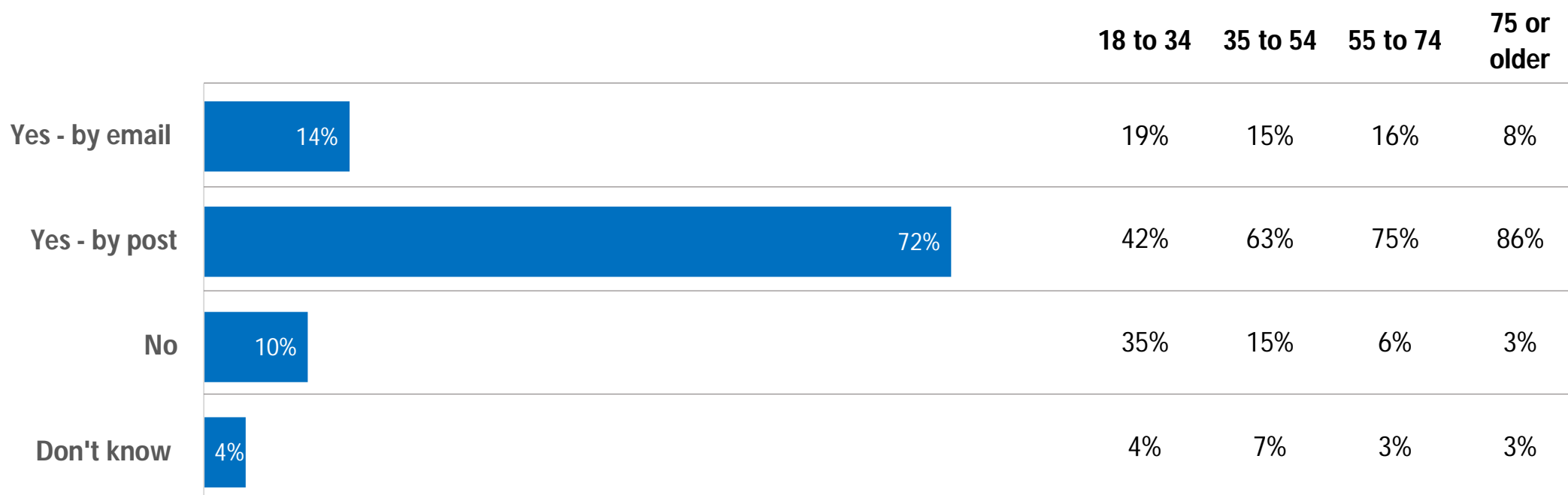


Base: All respondents answering; n= 1,083

Our Newsletter

Q. Do you receive the Cornwall Housing newsletter/magazine?

The majority (84%) of participants recall having received the Cornwall Housing magazine; 72% by post and a further 14% receive it by email.

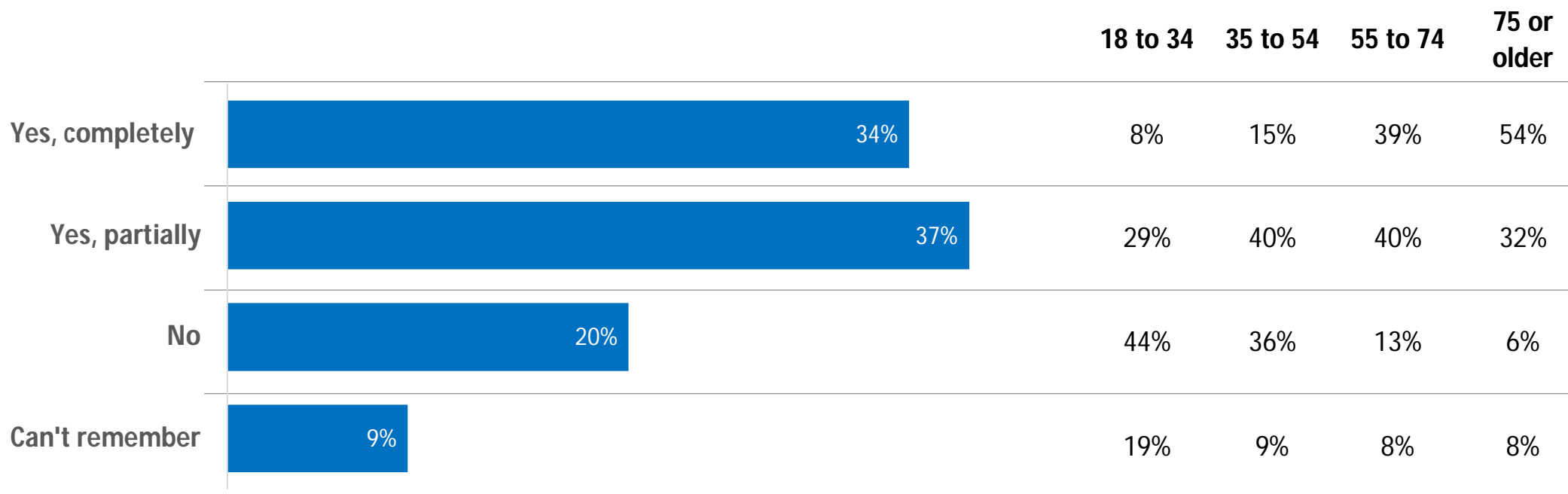


Base: All respondents answering; n= 1,121

Our Newsletter

Q. Did you read the last magazine that Cornwall Housing sent in May?

71% of those who receive the Cornwall Housing magazine read the last edition completely or partially (34% and 37% respectively), a fifth said they did not read it.

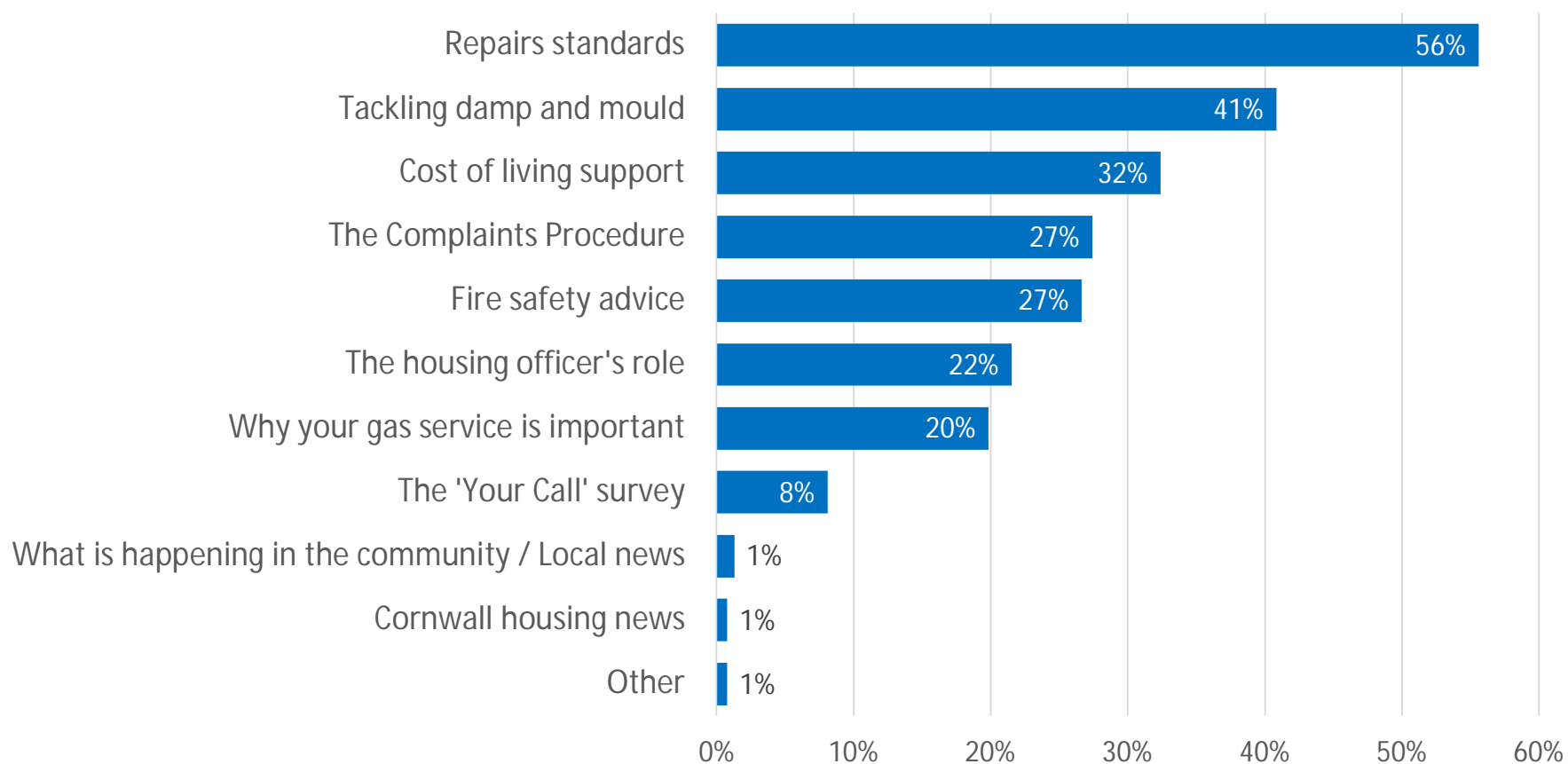


Base: Those who receive the Cornwall Housing newsletter/magazine; n= 991

Our Newsletter

Q. Which information did you find helpful and/or interesting?

Over half (56%) said the repairs standards were helpful, 41% answered tackling damp and mould and 32% said the cost-of-living support.

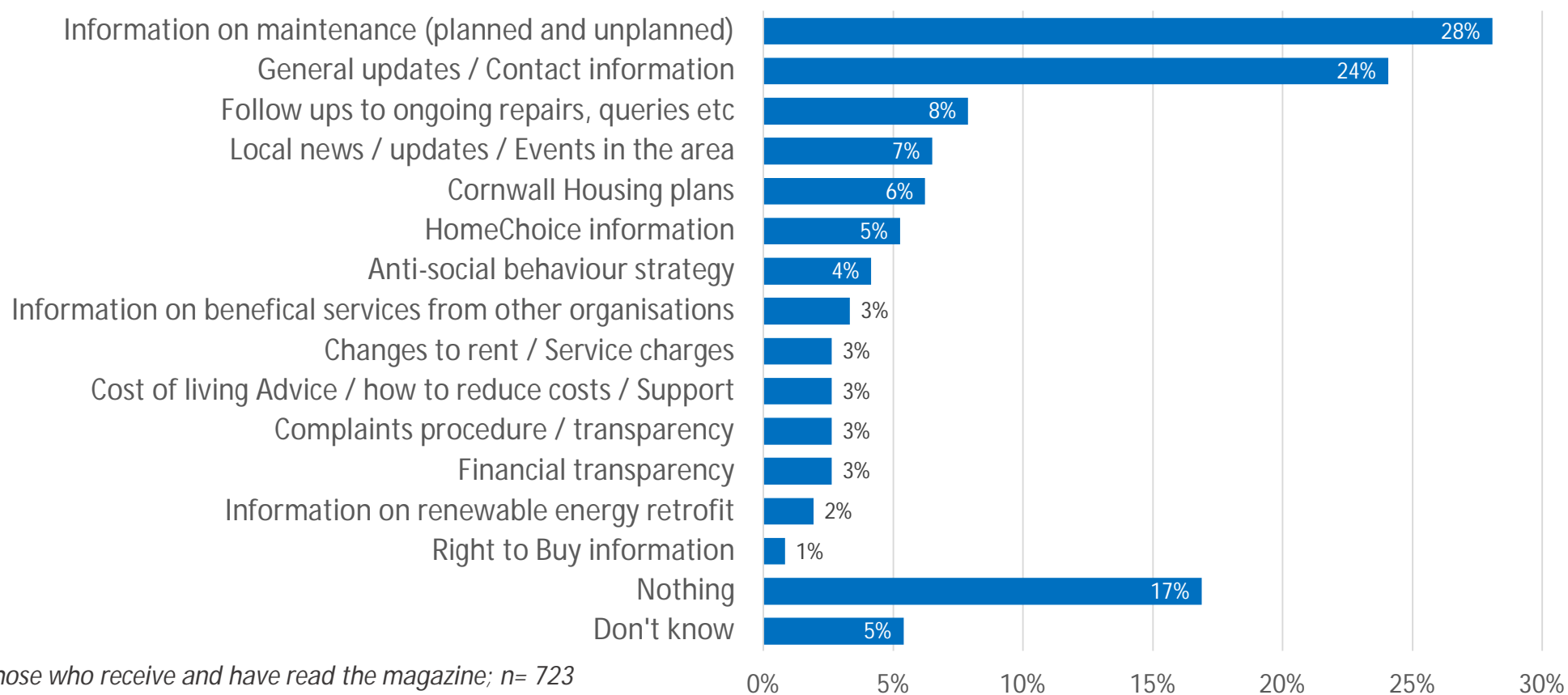


Base: Those who receive and have read the magazine; n= 766

Our Newsletter

Q. What sorts of information about Cornwall Housing do you want us to tell you about?

28% of participants mentioned information on maintenance, both planned and unplanned. Nearly a quarter (24%) mentioned general updates or contact information, and 8% follow up to ongoing repairs or queries.



Base: Those who receive and have read the magazine; n= 723

N.B. Open-ended question – chart shows thematically coded responses

Our Newsletter

Q. What ways do you prefer to be kept up to date with important information from Cornwall Housing?

61% of all participants prefer to be kept up to date with important information from Cornwall Housing by post, nearly half said by email (48%) and 42% said by a postal newsletter/magazine.

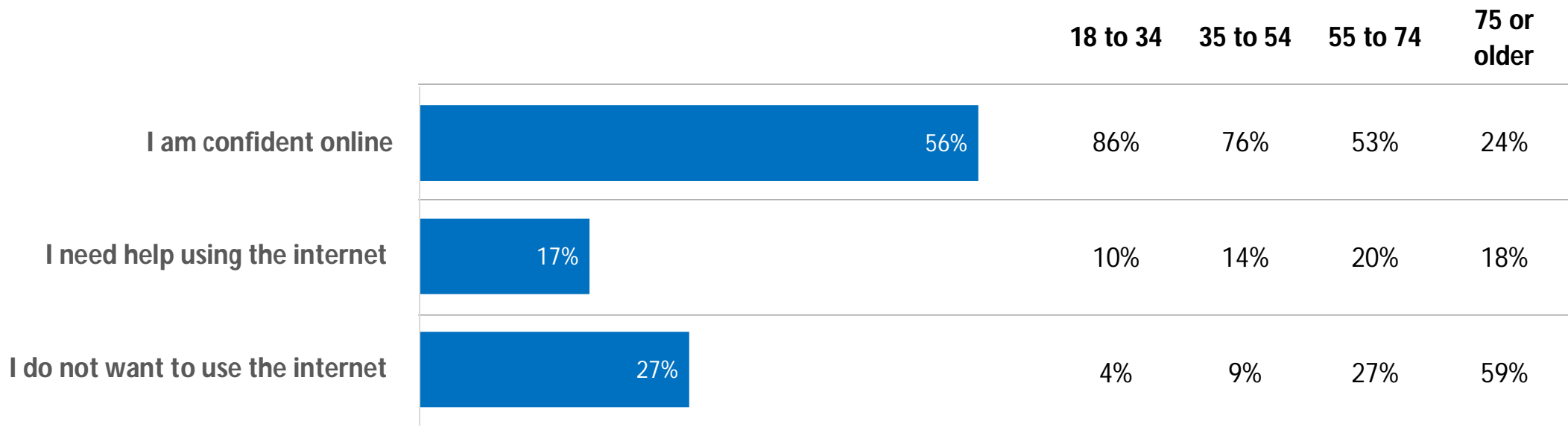
| | | 18 to 34 | 35 to 54 | 55 to 74 | 75 or older |
|--------------------------------|-----|----------|----------|----------|-------------|
| In writing (a letter by post) | 61% | 63% | 64% | 57% | 65% |
| Email | 48% | 79% | 67% | 47% | 20% |
| Newsletter/magazine (by post) | 42% | 39% | 44% | 40% | 45% |
| SMS text notifications | 21% | 41% | 37% | 18% | 4% |
| Newsletter/magazine (by email) | 13% | 17% | 24% | 9% | 6% |
| Website | 10% | 23% | 20% | 6% | 1% |
| Social media | 6% | 14% | 16% | 3% | 0% |
| Telephone | 2% | 6% | 2% | 1% | 2% |
| WhatsApp | 0% | 1% | 0% | 0% | 0% |
| Other | 1% | 1% | 1% | 1% | 0% |
| Don't know | 1% | 0% | 1% | 1% | 1% |

Base: All respondents answering; n= 1,113

Being Online

Q. Regarding being online, which of the following describes you best?

Over half (56%) of all participants say they are confident online.

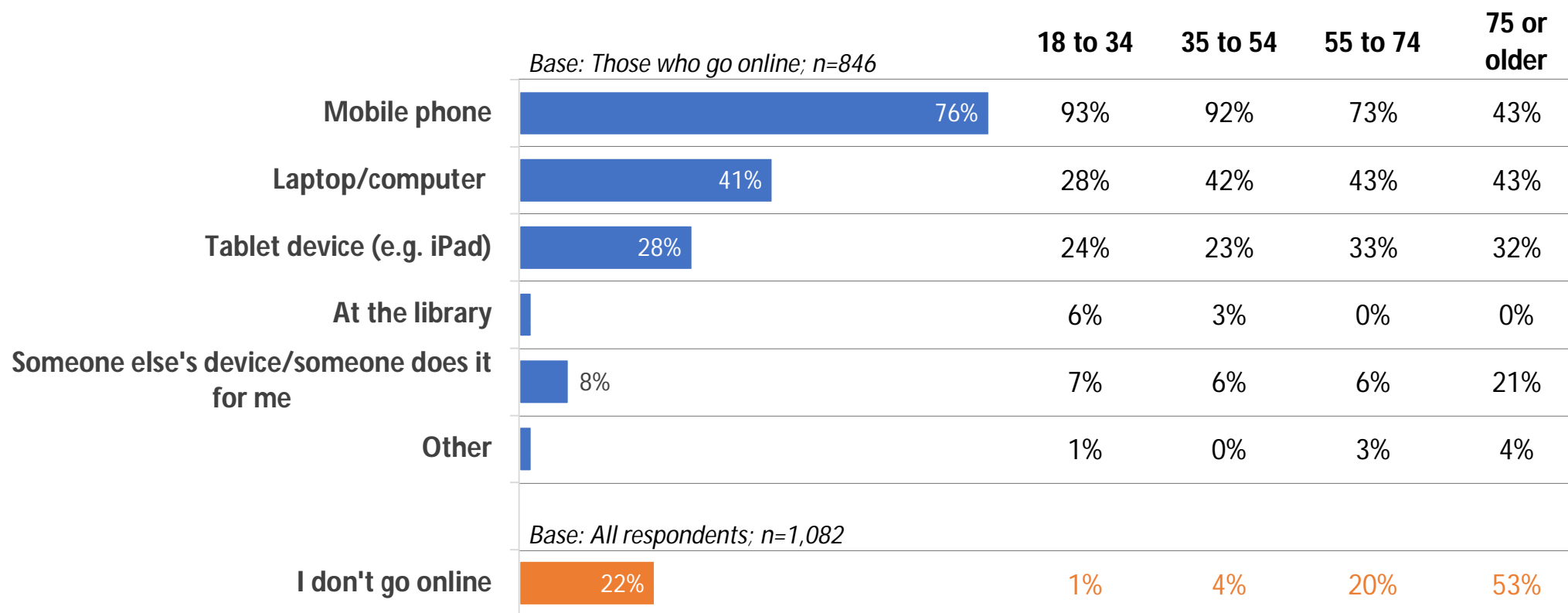


Base: All respondents answering; n= 1,031

Being Online

Q. How do you access the internet?

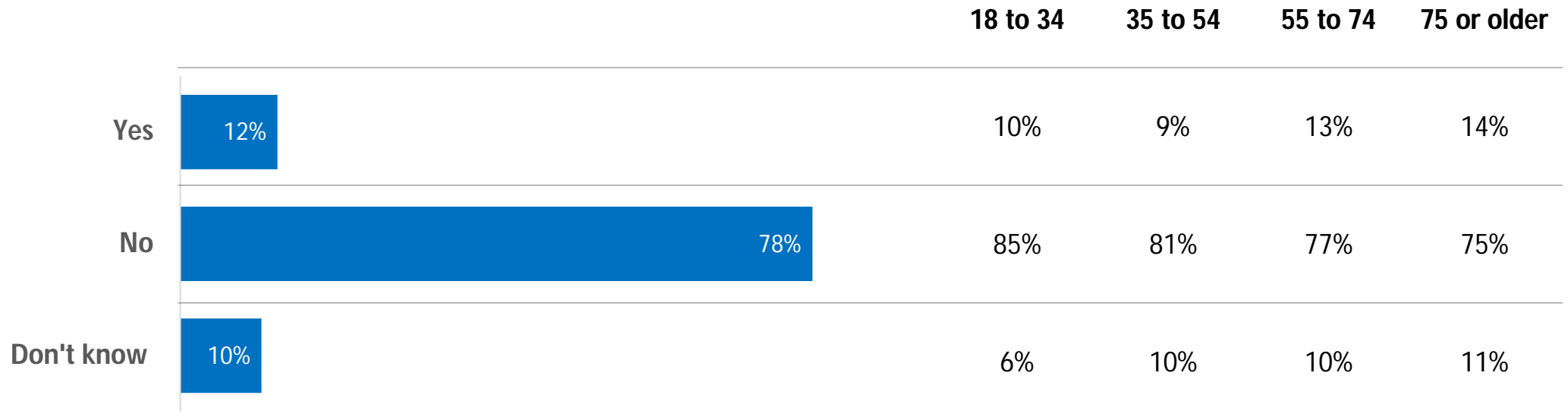
60% of all respondents access the internet on their mobile phone, a further 32% access the internet on a laptop or a computer and 22% on a tablet device. Nearly a quarter (22%) do not go online.



Engagement with Cornwall Housing

Q. Have you recently taken part in any other survey or an engagement activity that was organised by Cornwall Housing?

12% of all participants have taken part in another survey or engagement activity organised by Cornwall Housing.

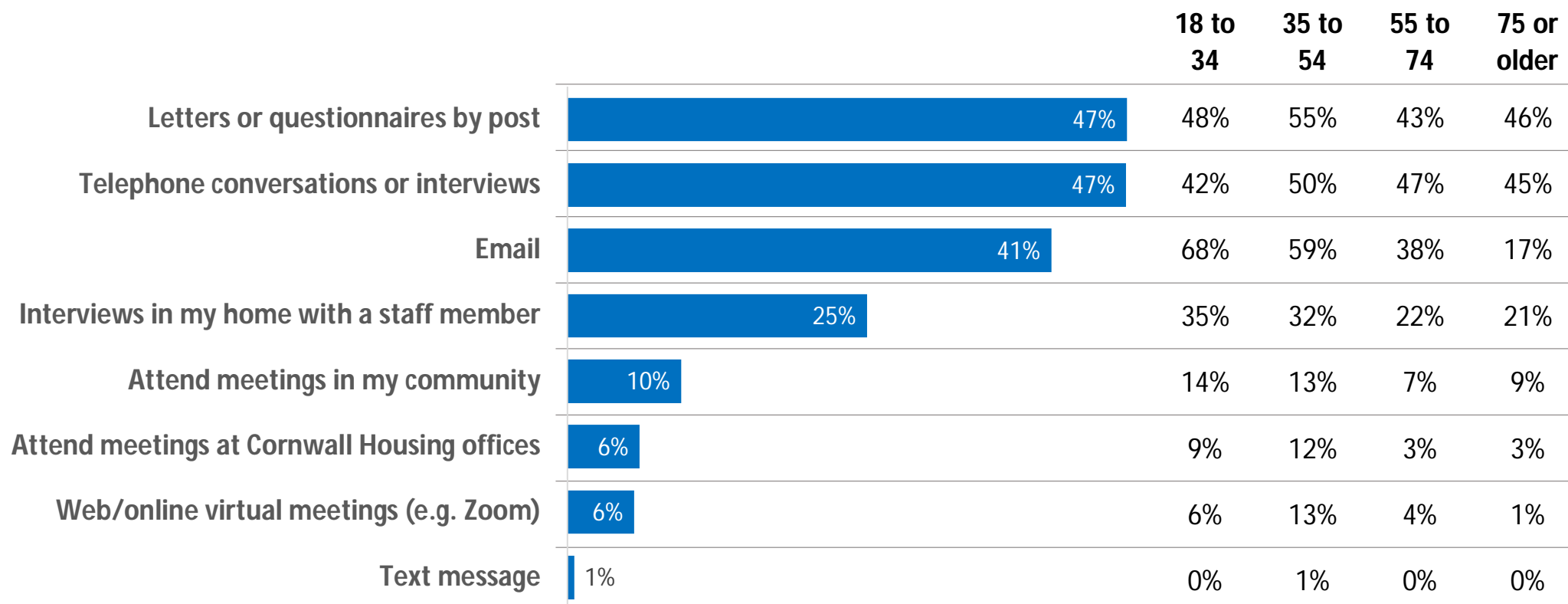


Base: All respondents answering; n= 1,118

Sharing your views

Q. In general, how do you like to give your views?

Nearly half (47%) of participants like to give their views by way of letters or questionnaires by post and/or by telephone interviews. A further 41% would like to share their views via email.



Base: All respondents answering; n= 1,085

Sharing your views

Q. If you could get more involved, which topics would interest you most?

The most cited topics that participants would be interested in are repairs and maintenance services (65%), followed by tenancy support and management (36%) and estate services like grass cutting (31%).

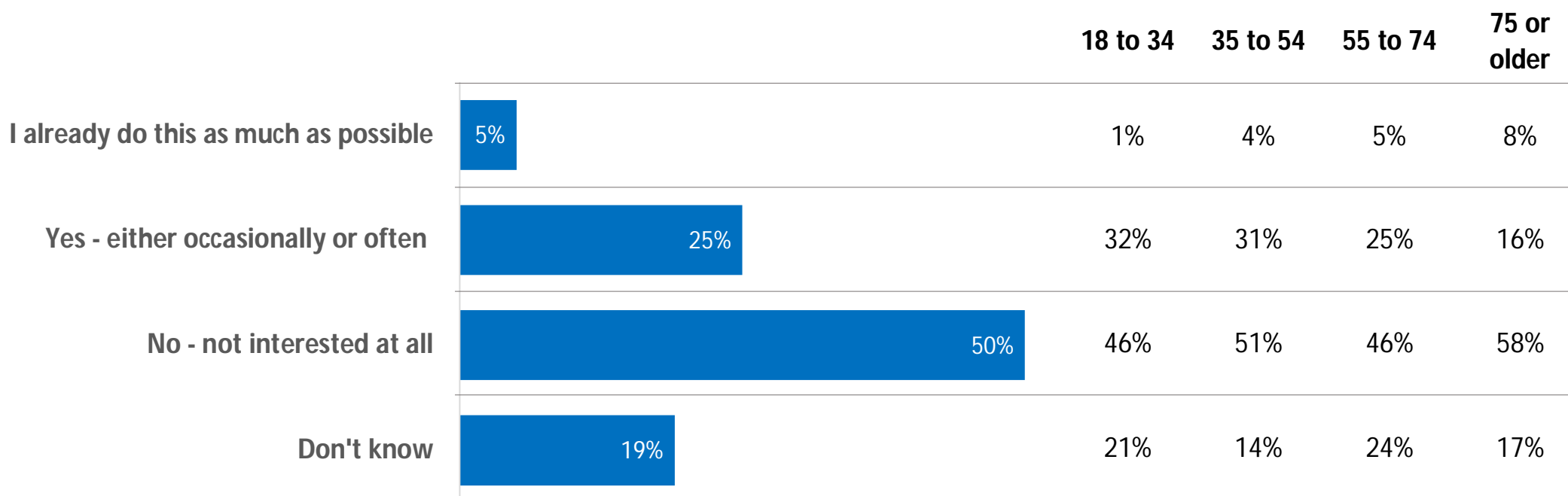
| | | 18 to 34 | 35 to 54 | 55 to 74 | 75 or older |
|---|-----|----------|----------|----------|-------------|
| Repairs and maintenance services | 65% | 61% | 72% | 63% | 58% |
| Tenancy support and management | 36% | 41% | 42% | 38% | 25% |
| Estate services - for example, grass... | 31% | 29% | 36% | 30% | 26% |
| Communication and engagement | 21% | 33% | 36% | 15% | 8% |
| Rents and service charges | 17% | 33% | 25% | 14% | 10% |
| General housing issues /... | 2% | 0% | 4% | 1% | 0% |
| Local community | 1% | 1% | 3% | 0% | 0% |
| Parking | 0% | 0% | 0% | 1% | 0% |
| Other | 1% | 1% | 2% | 1% | 1% |
| Don't know | 21% | 25% | 16% | 20% | 30% |

Base: All respondents answering; n= 994

Getting Involved

Q. Would you like the opportunity to get more involved with Cornwall Housing?

Whilst half (50%) of all participants were not interested in getting more involved with Cornwall Housing, a quarter (25%) said that they were, either occasionally or often and 5% said they already do this as much as possible.

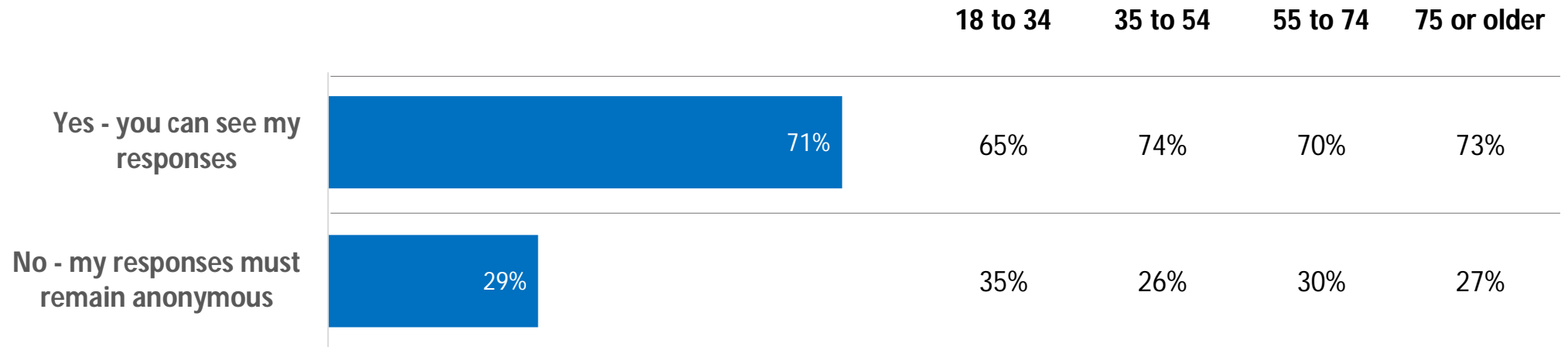


Base: All respondents answering; n= 1,082

Getting Involved

Q. Would you be happy for your responses to be shared with the Cornwall Housing team, or would you prefer your answers to remain anonymous?

The majority of participants are happy for their responses to be shared with the Cornwall Housing team.

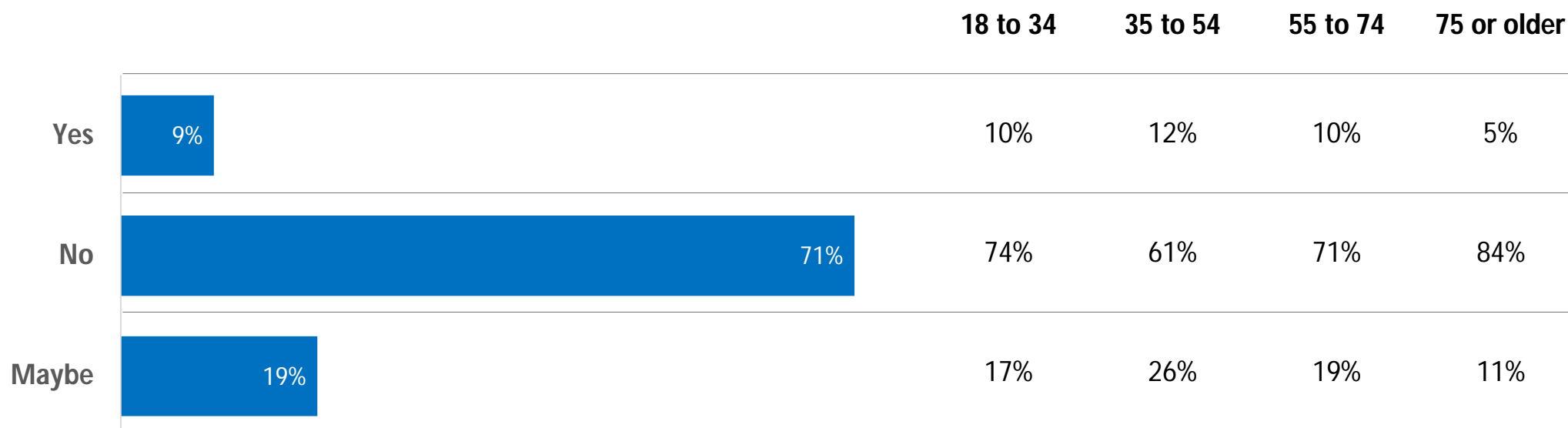


Base: All respondents answering; n= 1,011

Getting Involved

Q. Finally, and relating to topics we have been discussing today... would you be interested in volunteering to joining a group or panel of people that meets every few months to work to improve housing services?

9% of participants said they were interested in joining a group or panel that meet every few months to improve housing services, a further 19% answered 'maybe'.



Base: All respondents answering; n= 1,111



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