

# Housing Matters Survey 2022

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- Survey conducted between 15 March and 15 May.
- Paper surveys included in Housing Matters Spring magazine. Online version of survey also available and was advertised on RBKC social media channels and Council e-newsletters. Text bursts also sent to residents aged 45 and younger to encourage participation.
- Survey mentioned by staff at resident meetings.
- ENB slides displayed on estates and posters at libraries and outside the Town Hall.
- Voucher incentive for completing.



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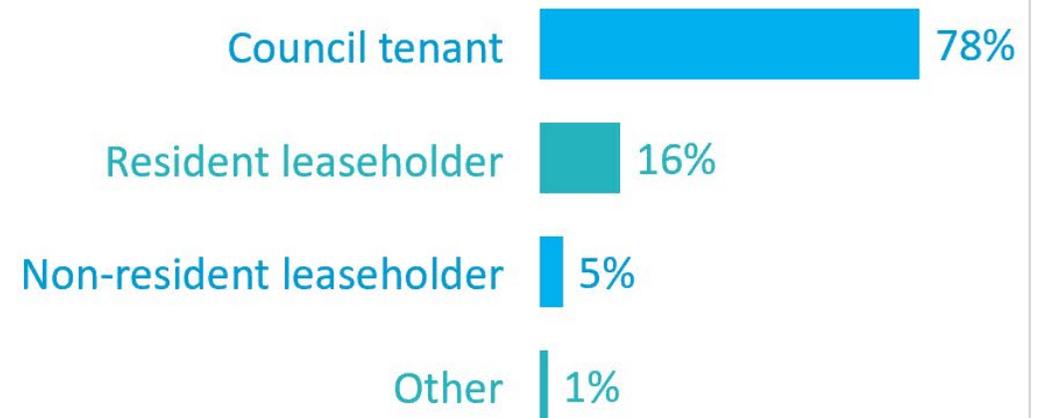
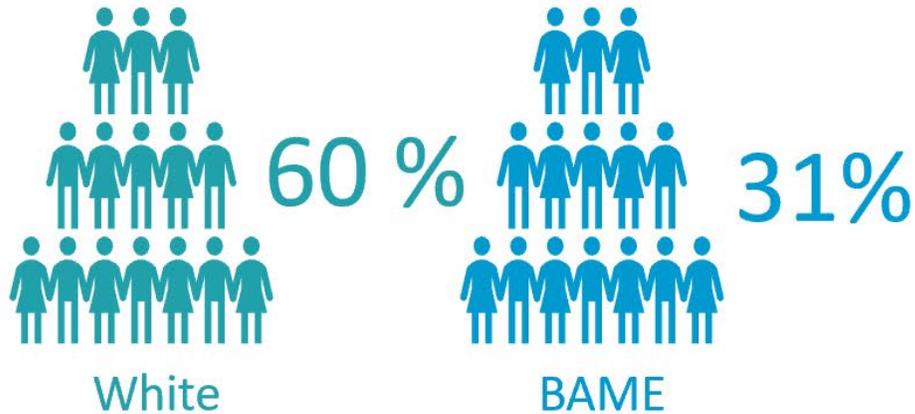
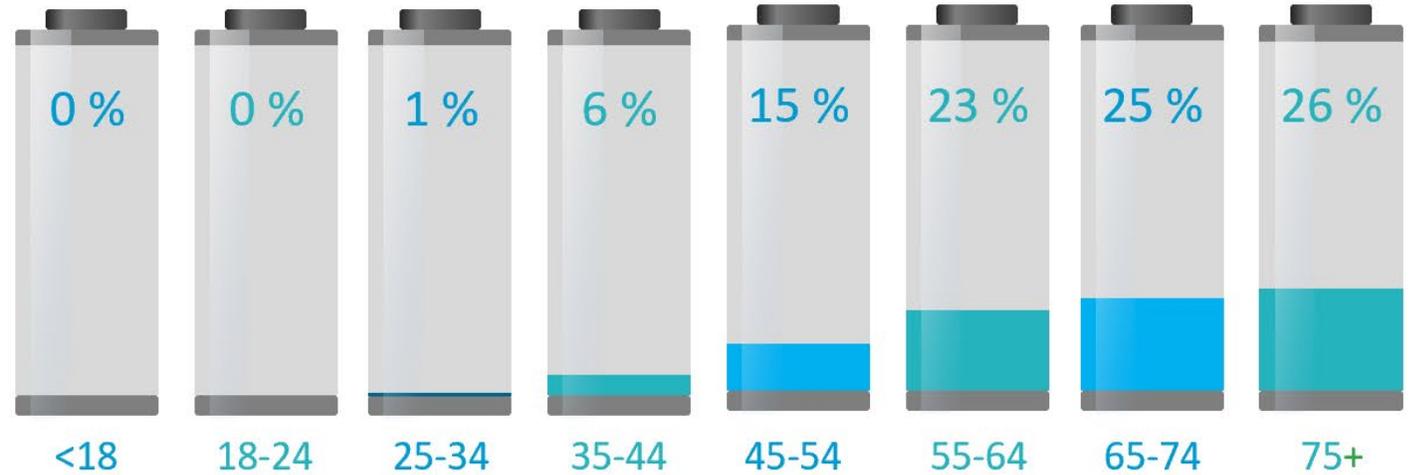
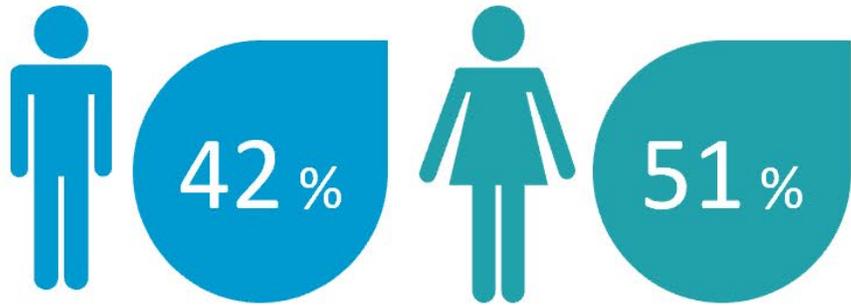


# Summary

360 surveys were returned in total - 344 by post and 16 online

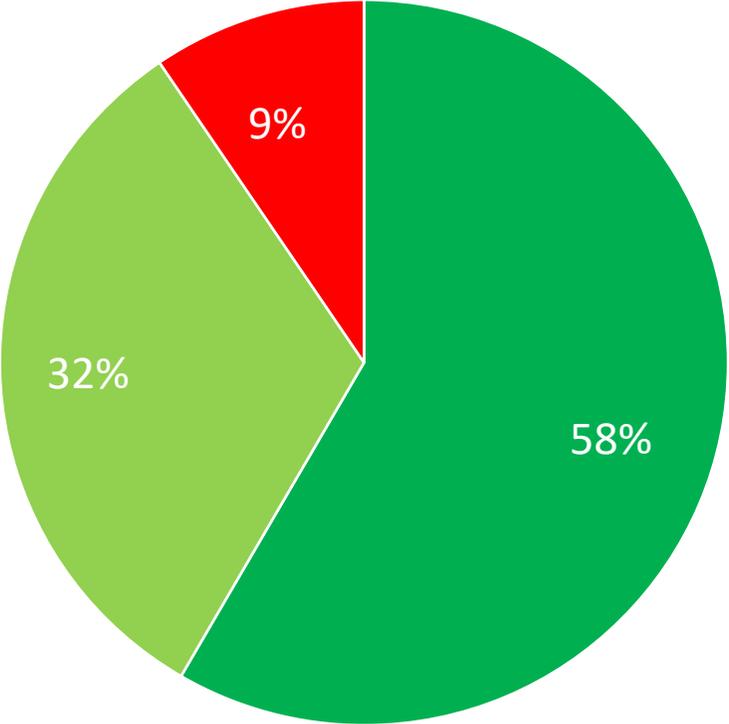
- Nine-tenths (91 per cent) currently read Housing Matters with over half (58 per cent) that read it thoroughly
- The vast majority (85 per cent) felt the length of the magazine is about right with only a small proportion that felt it was too long (6 per cent) or too short (9 per cent)
- Over three-fifths (63 per cent) felt that the quarterly publication ensures they receive enough news and information; over a quarter (27 per cent) would like it more often, with a tenth (10 per cent) that wanted it less often
- A quarter (25 per cent) indicated they would be likely to contribute to Housing Matters with an article, story or photo
- Just over a fifth (22 per cent) would prefer to receive Housing Matters digitally rather than a paper version, however, the majority (65 per cent) would prefer to continue receiving the paper magazine. Two-thirds (68 per cent) of those that expressed a desire to receive it digitally stated they would prefer an e-newsletter sent to their email address
- Nearly two-thirds (64 per cent) would prefer the Council's Housing Management team communicated with them via Letter with just under half (45 per cent) preferring email
- Just under two-thirds (65 per cent) were in agreement that the Council is good at keeping them informed about things that may affect them as a tenant

# Respondent Breakdown



# Nine out of every ten read Housing Matters; nearly three-fifths read it thoroughly

Do you read Housing Matters?



■ Yes thoroughly ■ Yes but I only flick through ■ No

## Why do you not read the magazine?

*'I don't receive it. I would love to read it.'*

*'I don't currently receive it.'*

*'I've not heard of it before.'*

*'Due to disabilities.'*

*'Not important and a waste of money.'*

*'Partially blind.'*

*'I am not interested. It is a waste of money and bad for the environment. I can find info when I want it.'*

*'I do not read English.'*

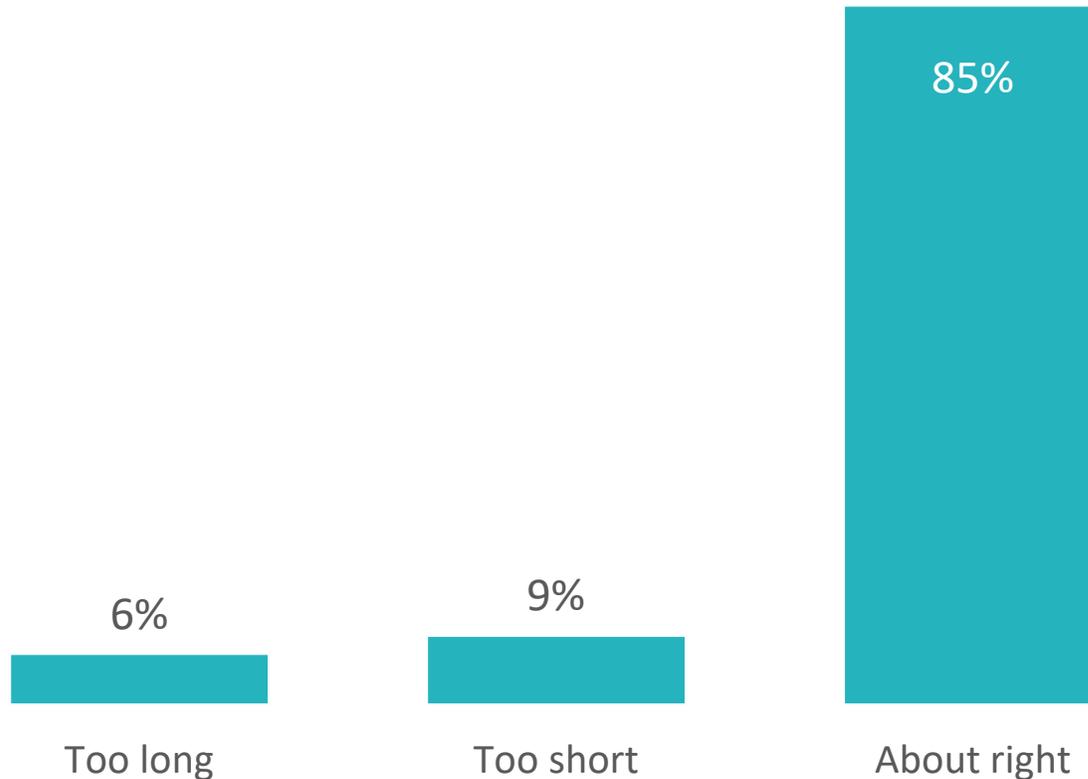
## Key Insights



- The vast majority (91 per cent) read Housing Matters with 58 per cent that read it thoroughly and a further 32 per cent that flick through it
- Less than a tenth (9 per cent) do not read it
- The older the respondents the more likely they were to have read Housing Matters thoroughly
- Council tenants more inclined to read it thoroughly than residents leaseholders

# The majority felt the length of Housing Matters was about right

How do you feel about the length of Housing Matters?



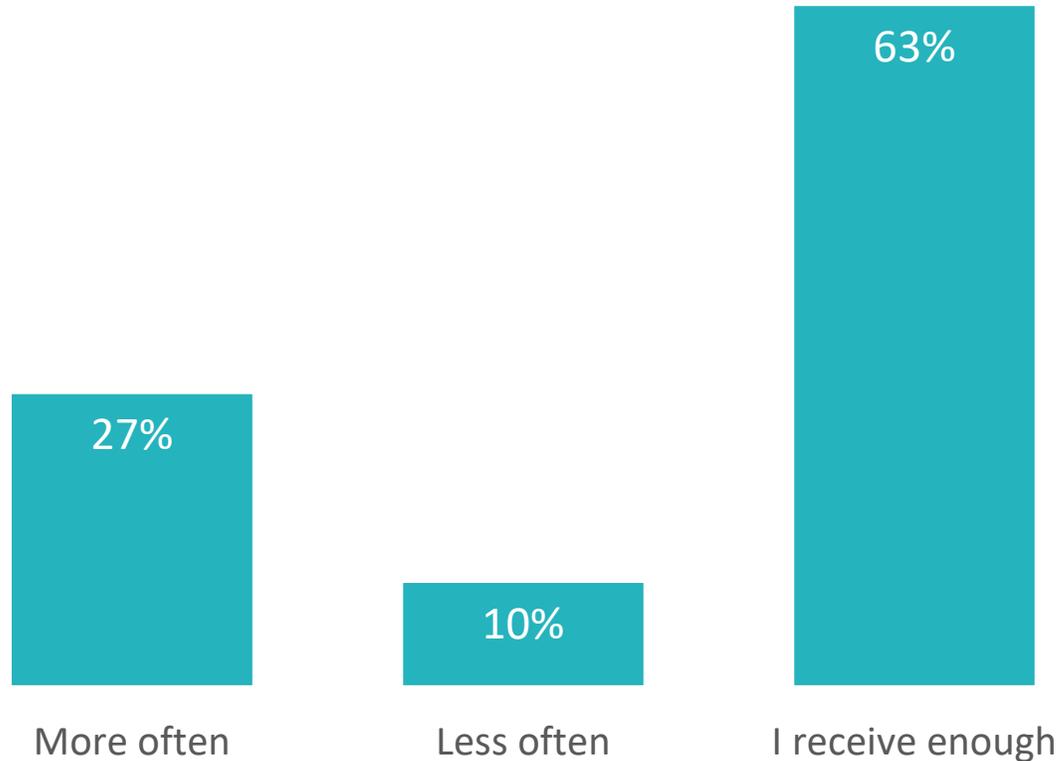
## Key Insights



- Nearly nine out of every ten (85 per cent) felt Housing Matters was about the right length
- Just under a tenth (9 per cent) felt it was too short with slightly fewer that felt it was too long (6 per cent)
- Those aged 35 to 44 were the least likely to feel it was the right length. Within that age group 11 per cent felt it was too short with 17 per cent that felt it was too long

# Three-fifths feel receiving Housing Matters quarterly is enough; a quarter would prefer it more often

Housing Matters is currently published once a quarter, do you want to receive news and information about Council housing..?



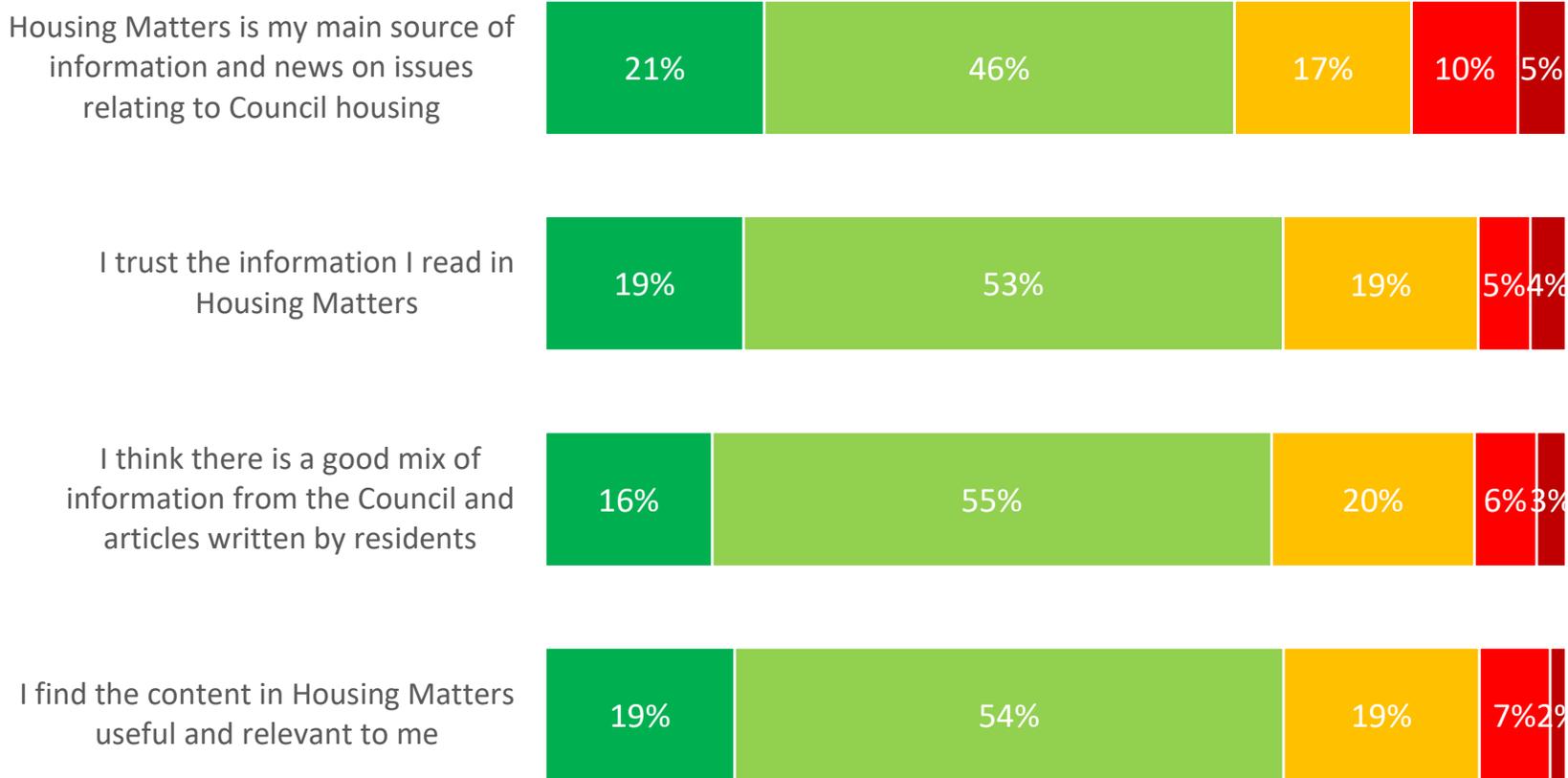
## Key Insights

- Just over three-fifths (63 per cent) felt receiving the magazine quarterly was sufficient
- Just over a quarter (27 per cent) would like to receive it more often than quarterly with a tenth that would prefer to receive it less often
- Those aged 65 to 74 were more inclined to say they would prefer to receive it more frequently
- Council tenants more than twice as likely as resident leaseholders to want to receive Housing Matters more often than quarterly

# Almost three-quarters trust the information they read in Housing Matters

How much do you agree or disagree with the following statements:

■ Strongly agree  
 ■ Agree  
 ■ Neither agree nor disagree  
 ■ Disagree  
 ■ Strongly disagree

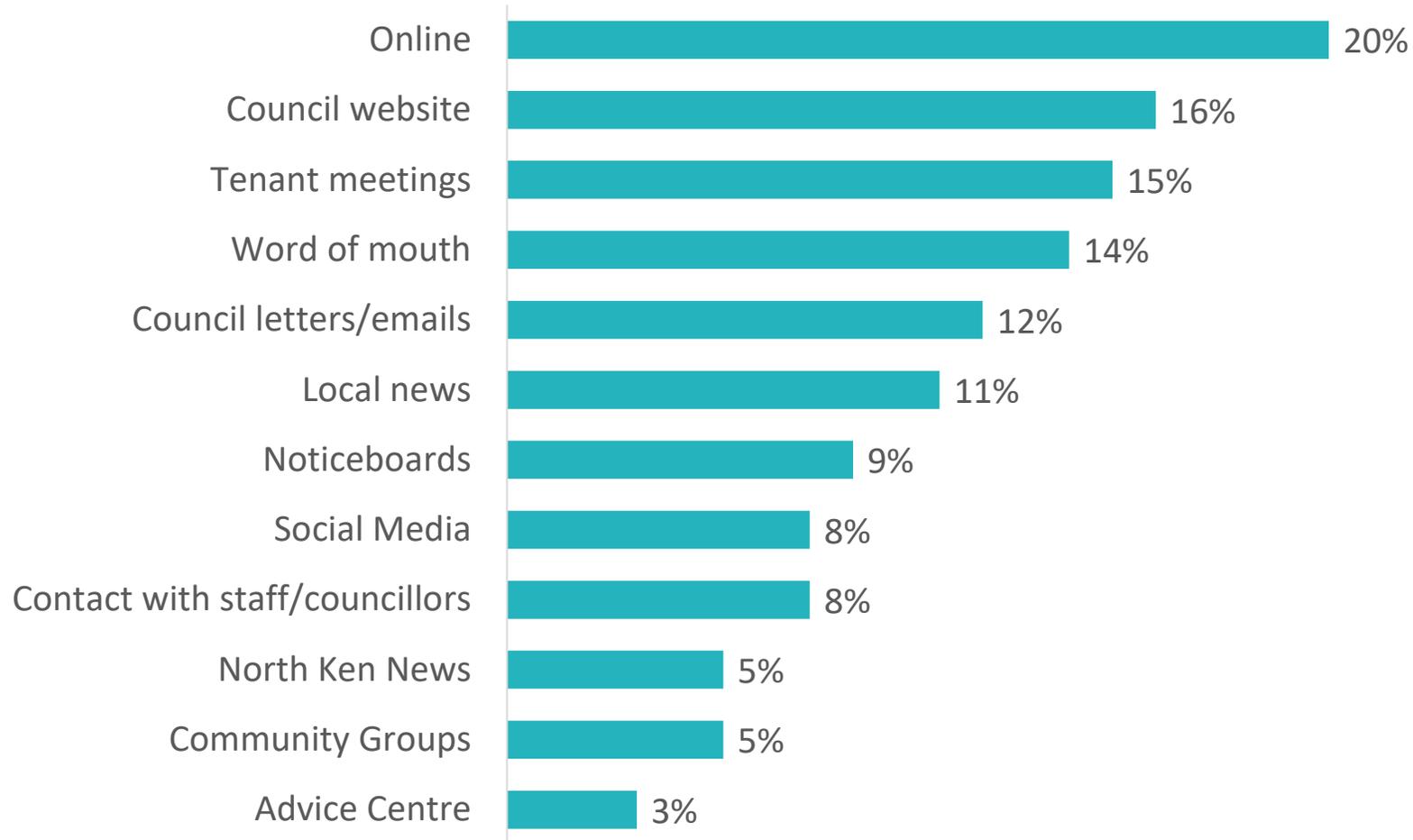


## Key Insights

- Agreement for all statements was similar with agreement ranging from 68 per cent to 72 per cent
- Disagreement less than a tenth for all but one statement
- Those aged 35 to 44 and BAME respondents tended to indicate higher levels of agreement
- Those aged 45 to 54 typically indicated lower levels of agreement to these statement
- Resident leaseholders tended to be less agreeable when compared to council tenants

# Other sources of information are found online, via RBKC's website, and through tenant meetings

Do you have any other sources of information and news on issues relating to Council housing? If so, what are they?



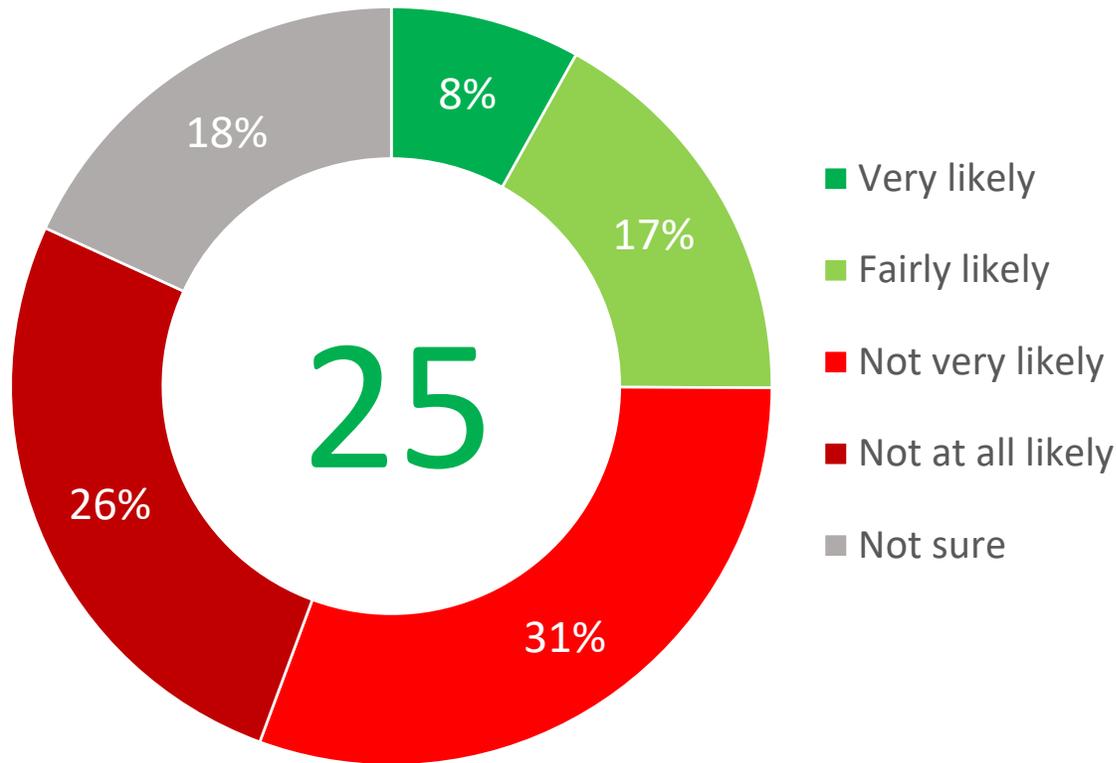
## Key Insights



- A fifth (20 per cent) say that they receive information online relating to council housing
- Fewer say they visit RBKC's website to access this type of information (16 per cent)
- Tenant meetings (15 per cent) and word of mouth (14 per cent) are also vehicles for gathering information relating to council housing
- Just over a tenth say they receive information from the council in letters and emails (12 per cent) or access local news (11 per cent)

# A quarter of people would be likely to contribute an article, story, or photo, to Housing Matters

How likely is it you would contribute an article, story, or photo to Housing Matters?



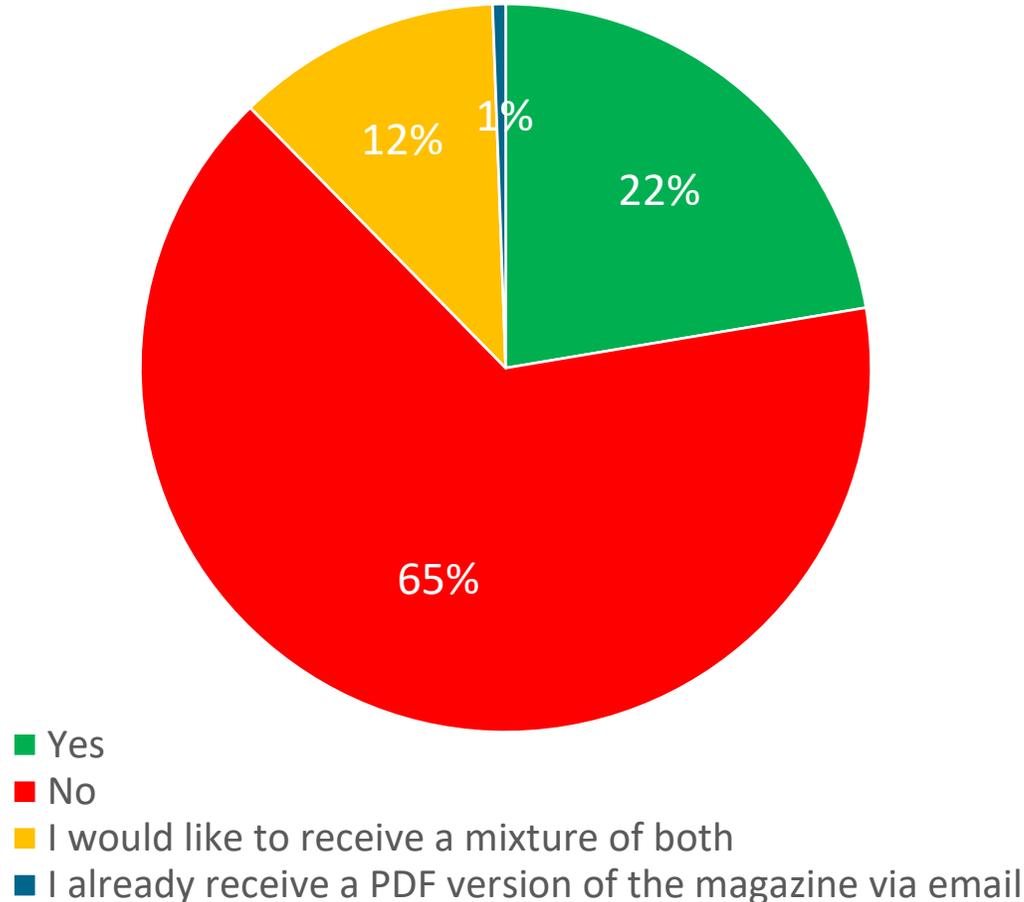
## Key Insights



- A quarter would be likely to contribute to the magazine with less than a tenth (8 per cent) that said they would be very likely to contribute
- Over half (57 per cent) stated they would not be likely to contribute an article, story or photo to Housing Matters
- BAME respondents more than twice as likely as White respondents to be willing to contribute
- Male more inclined than females to say they would be likely to contribute

# Around a fifth would prefer to receive Housing Matters digitally; nearly two-thirds would rather keep it paper

Would you prefer to receive Housing Matters digitally rather than as a paper magazine?

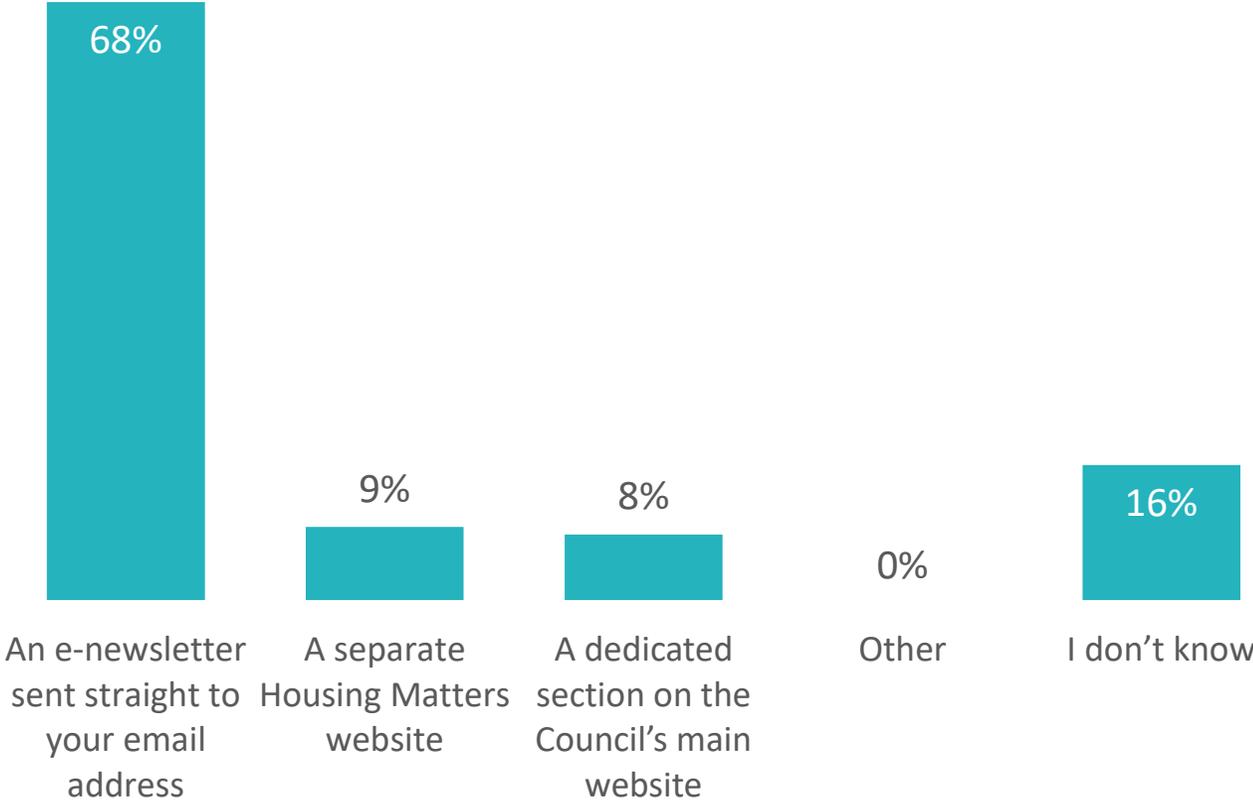


## Key Insights

- Just over a fifth (22 per cent) would prefer to receive Housing Matters digitally rather than as a paper magazine
- Just under two-thirds (65 per cent) stated they would rather keep it as a paper magazine with over a tenth (12 per cent) that would prefer a mixture of both
- Those aged 45 to 54 and 55 to 64 more likely to prefer it digitally whereas those aged 65 to 74 and 75 and over less inclined to want to receive it digitally

# Of those preferring digitally, two-thirds would rather an e-newsletter sent to their email

If you would like to receive Housing Matters digitally, which of the below would you prefer:



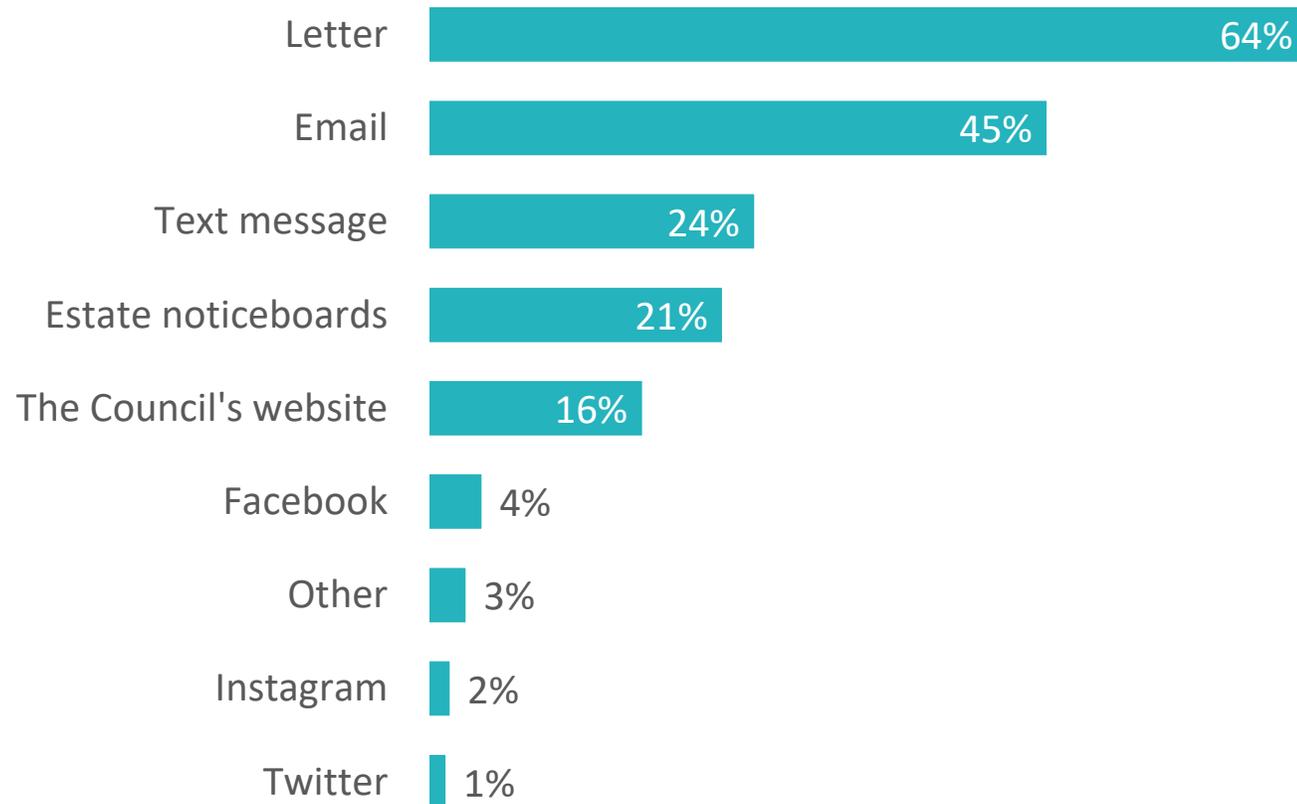
## Key Insights

- Of those that said they would prefer to receive Housing Matters digitally, just over two-thirds (68 per cent) would prefer an e-newsletter sent straight to their email address
- Just under a tenth would prefer a separate Housing Matters website (9 per cent) with slightly fewer that preferred a dedicated section on the Council's main website

Q8 If you would like to receive Housing Matters digitally, which of the below would you prefer? n=115

# Nearly two-thirds would prefer the Housing Management Team communicated with them via letter

Thinking about the Council's Housing Management Team specifically, how would you prefer we communicate with you?

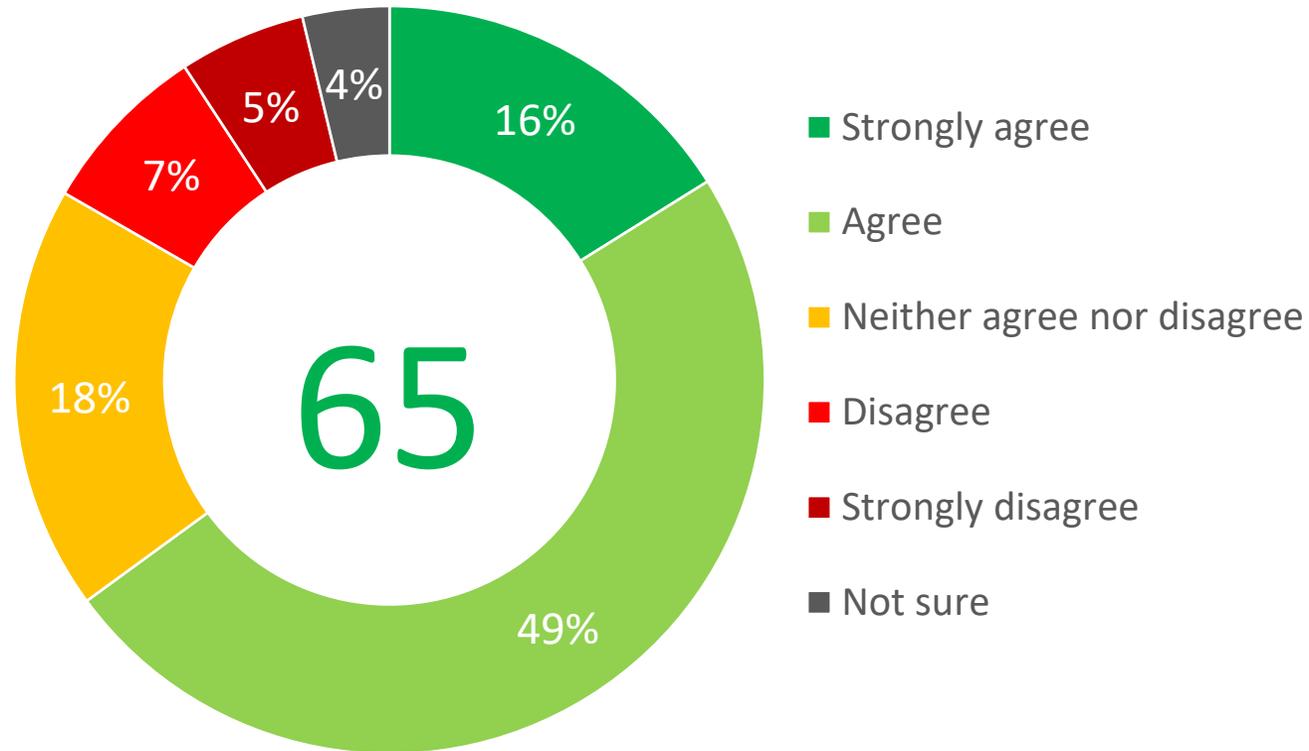


## Key Insights

- Letter (64 per cent) was the most popular option that residents chose that they would prefer the Council's Housing Management Team to use to communicate to them
- Just under half would prefer 'email' (45 per cent)
- Less than a quarter would prefer 'text message' (24 per cent) or estate noticeboards (21 per cent) with a sixth preferring the 'Council's website'
- Those aged 75 and over most likely to favour 'letter' and least likely to favour 'text message'

# Two-thirds in agreement the Council is good at keeping them informed about things that may affect them

To what extent do you agree or disagree with the following statement: The Council is good at keeping me informed about things that might affect me as a tenant



## Key Insights

- Just under two-thirds (65 per cent) agreed that the council were good at keeping them informed about things that may affect them as a tenant with a sixth (16 per cent) and strongly agreed
- Over a tenth (12 per cent) disagreed that the Council were good at keeping them informed and things that may affect them
- Males were more likely to agree when compared to females
- Those aged 35 to 44 more agreeable with those aged 45 to 54 less agreeable
- Council tenants were more agreeable when compared to resident leaseholders

# Two-thirds in agreement the Council is good at keeping them informed about things that may affect them

What sort of information are you interested in hearing about from the Council?



## Key Insights

- Major works, repairs and social investment (71 per cent) was the main topic that residents indicated interest in hearing about from the Council
- Over half were interested in hearing about fire safety (57 per cent), recycling and sustainability (56 per cent), public health (56 per cent) and local community events and services (55 per cent) from the Council
- Just under half interested in hearing about financial support and services (46 per cent) and two-fifths interested in hearing about ASB, tenancy fraud and crime