

# The Agency for Co-operative Housing 2015 Client Satisfaction Survey

Prepared by TNS Canada

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# Background and Objectives

The Agency for Co-operative Housing wants to survey its 547 housing co-operative clients to assess client satisfaction, review timeliness for a number of Agency services and obtain other information in support of an evaluation of Agency performance against its Client Service Standards. Similar surveys were conducted in 2008 and 2011. A baseline survey (when CMHC provided the services to co-ops) was conducted in 2005.

Specifically, the objectives of the research are to

- help the Agency understand overall client satisfaction levels in key areas of its service delivery;
- evaluate satisfaction and efficacy of new tools introduced by the Agency.

# Methodology

- The 2015 Client Satisfaction questionnaire was designed as an update the 2011 survey, with input and approval from the Agency.
- The survey was conducted on line among housing co-operative clients from September 15 to October 16, 2015. All respondents were given the opportunity to complete the survey in English or French.
- Several reminders were sent from TNS, as well as one reminder from the Agency, to boost participation.
- Respondents were recruited using a sample list of 547 co-ops provided by the Agency.
- In total, 285 surveys were completed for a response rate of 52%.



# Detailed Results

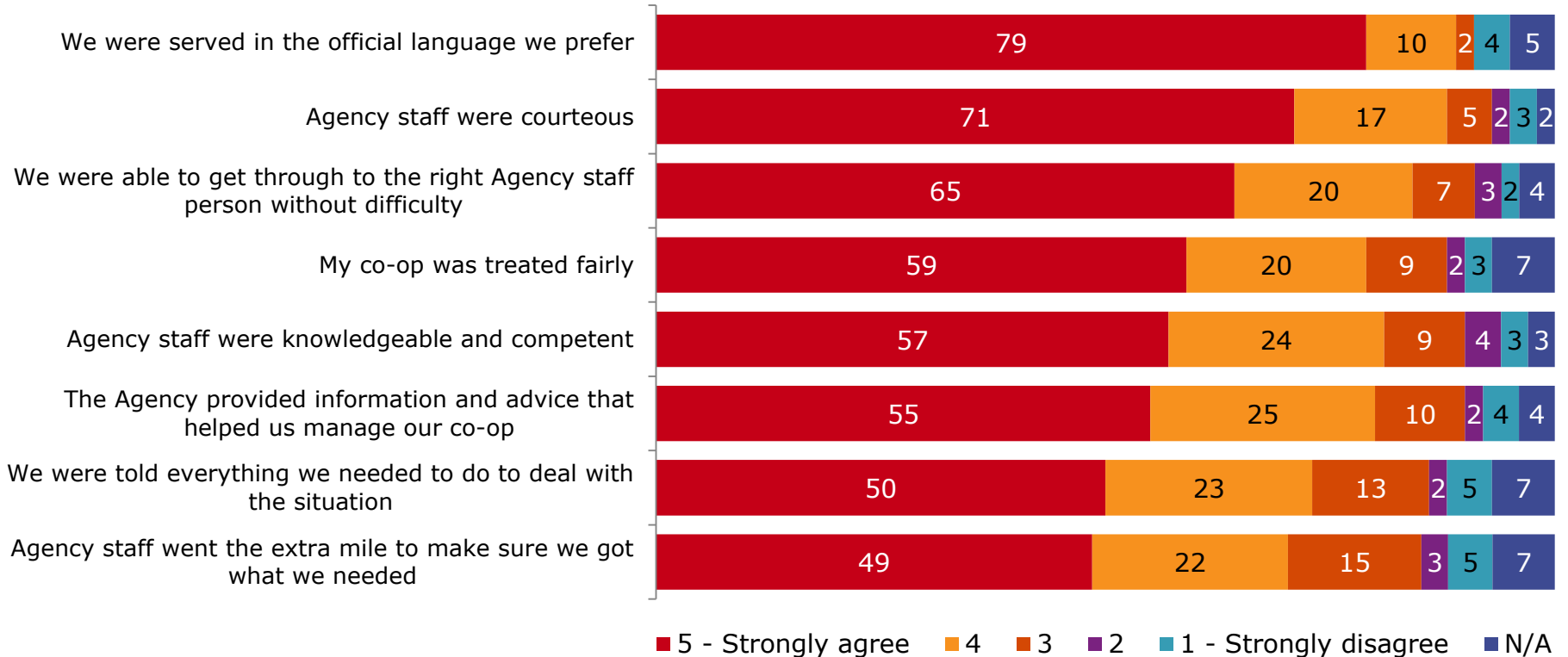


# Perception of Agency Services and Communications



# Strong overall perception of services received from Agency

- Overall, Agency clients have very positive perceptions of the services they received in the past 12 to 18 months. In particular, clients strongly agree they were served in the official language they prefer (79%), that Agency staff were courteous (71%), and they were able to get through to the right Agency staff easily (65%).

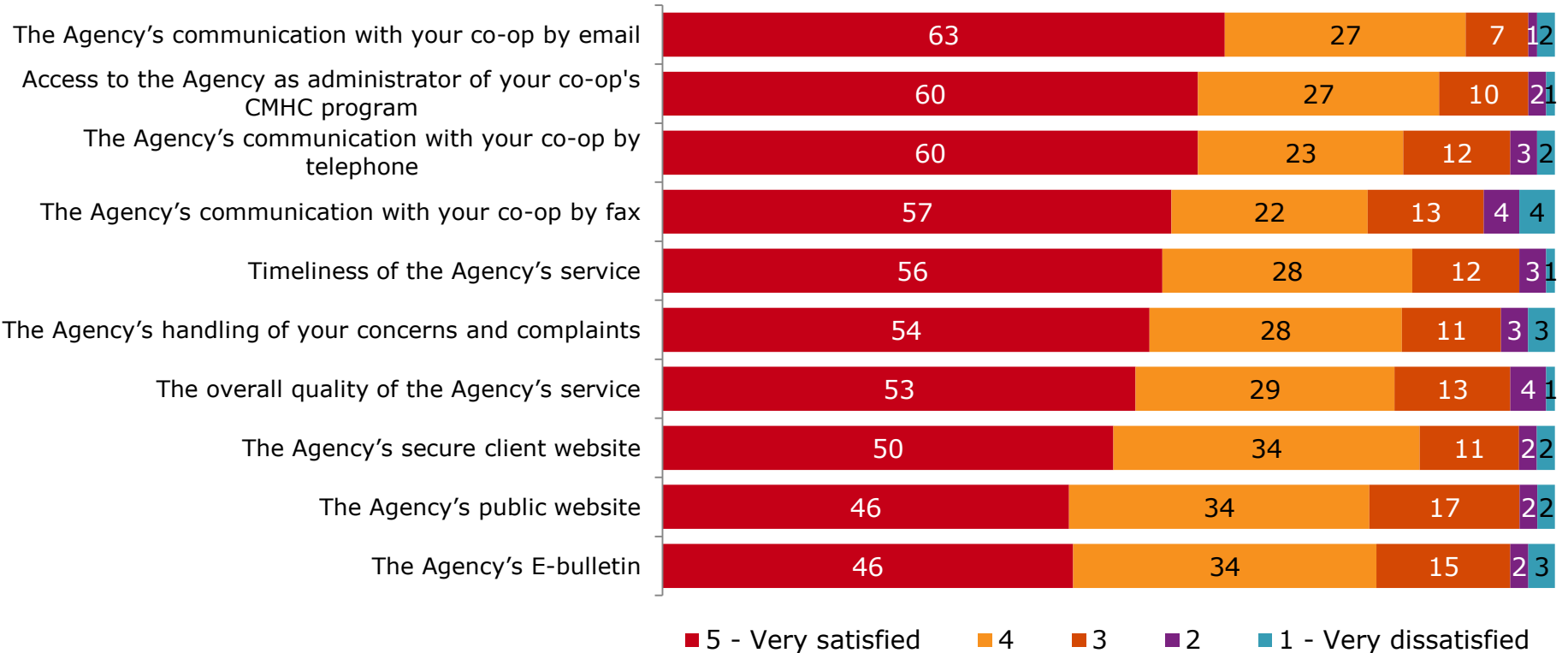


Q4. Think about the services your co-op has received from the Agency in the past 12 to 18 months. Please rate your level of agreement with each of the following statements?

Base: Total Respondents (N=285)

# Level of satisfaction with Agency communications is high

- The majority of clients are satisfied with most Agency communications. In particular, clients are very satisfied with e-mail and telephone communications, as well as with their access to the Agency as administrator of their co-op's CMHC program (all rate 60% higher top box).

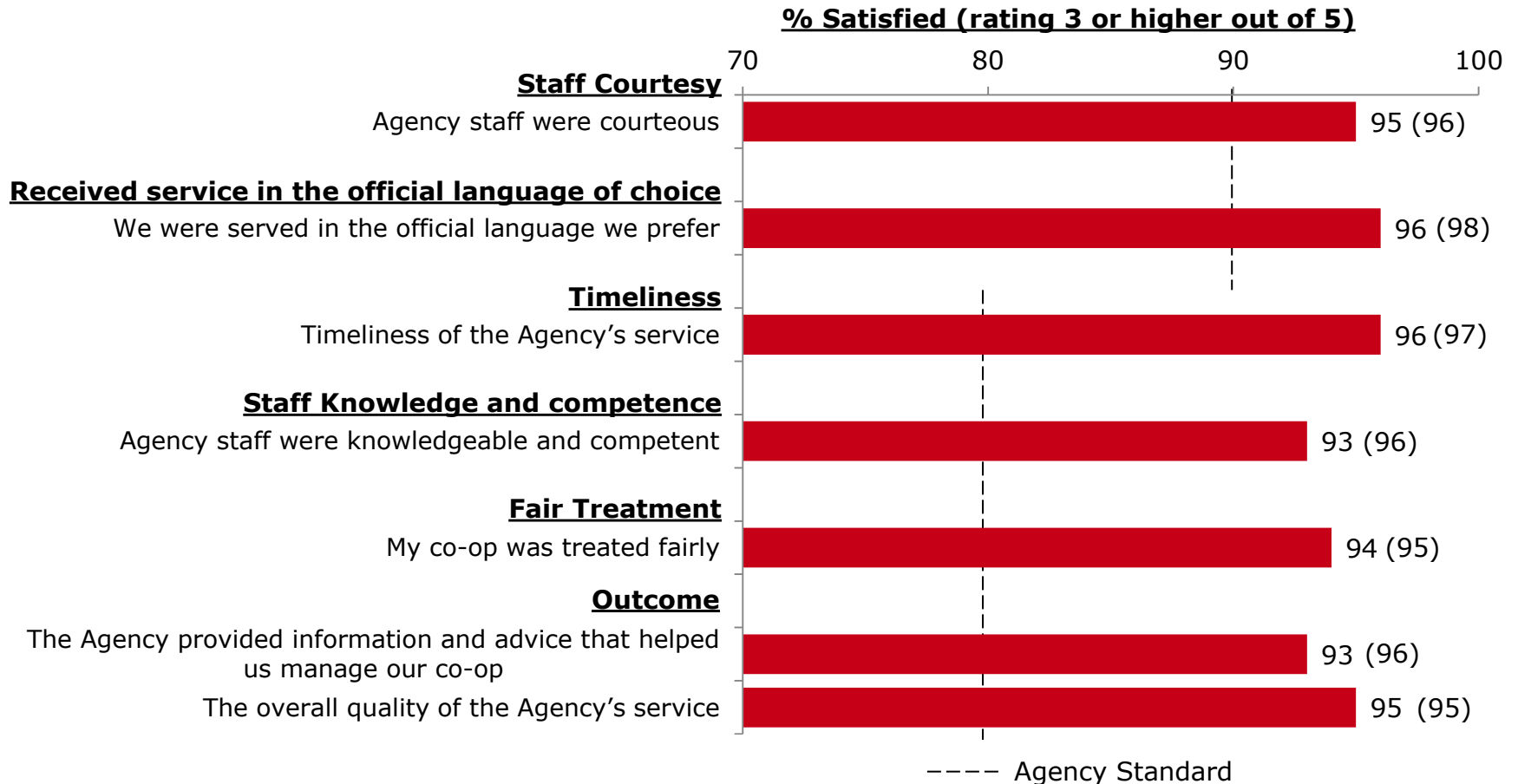


Q5. Please rate your level of satisfaction with the following.  
Base: Total Respondents (N=285)

Note: Between 2% and 60% of respondents answered "Not applicable" to various criteria. The proportions shown above have removed N/A from the calculation.



The Agency continues to exceed all satisfaction standards, with results stable since 2011.



Base: Total Respondents (N=285)

Note: Results are out of those who rated satisfaction. Those who responded "Not applicable" are not included in the calculation. Numbers in paranthesis are results from 2011 survey.

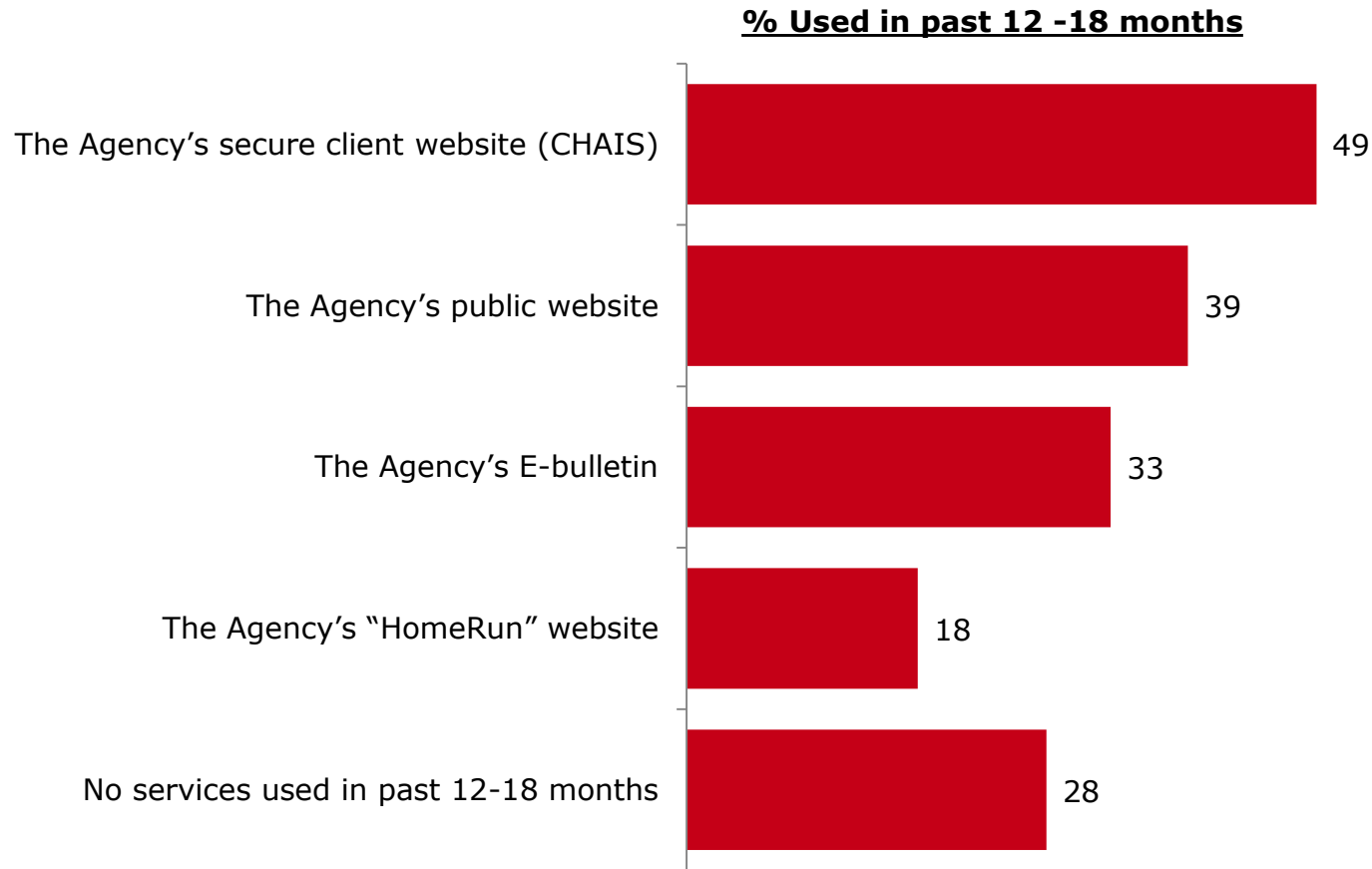
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# Agency's Websites, E-bulletin and HomeRun



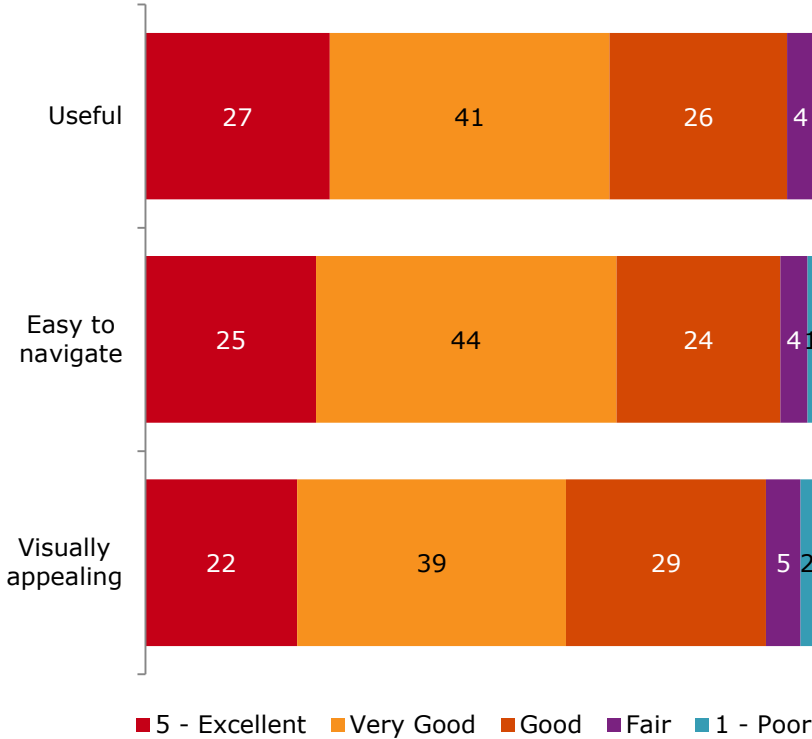
Half of the Agency's clients use the secure website, fewer use the public website, E-bulletin and HomeRun site.



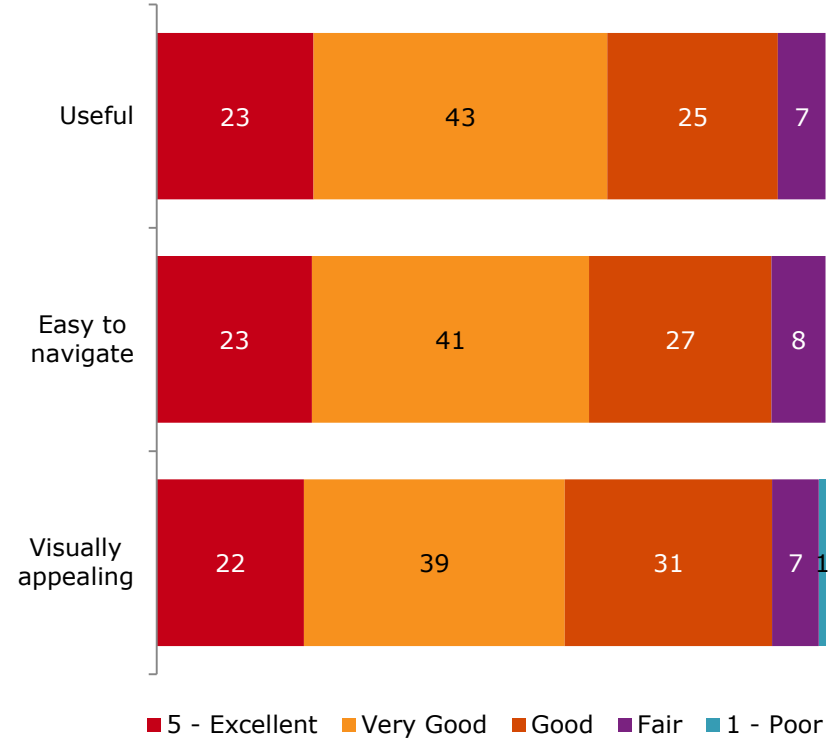
Q6. Which of the following have you looked at or used in the past 12 to 18 months?  
Base: Total Respondents (N=285)

# Agency's client and public websites are generally considered useful, easily navigated, and visually appealing

**Secure Client Website**



**Public Website**



Q7. Please rate the Agency's secure client website.

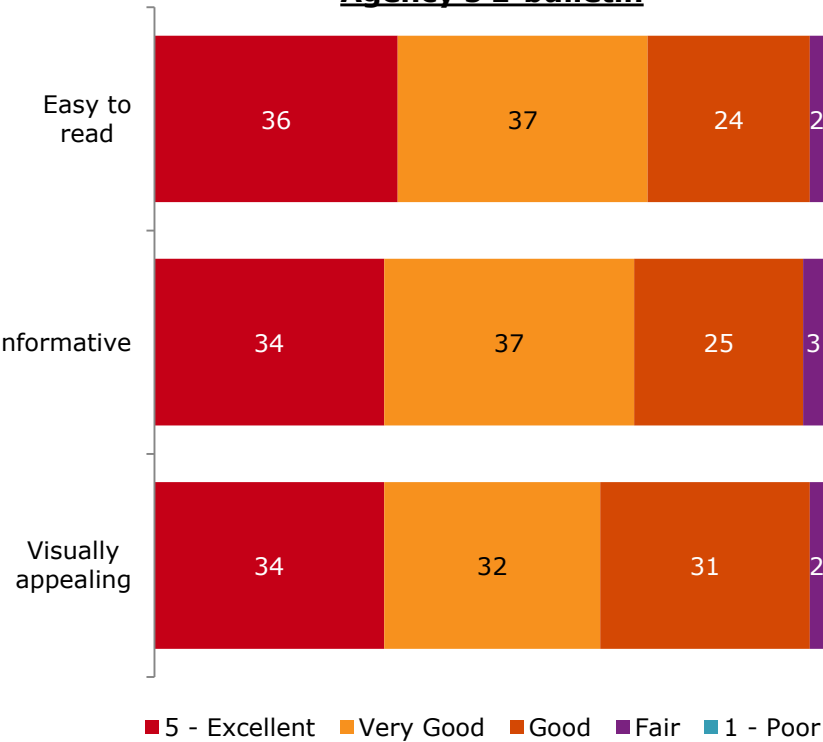
Base: Respondents who have used Agency's secure client website in past 12-18 months (N=140)

Q8. Please rate the Agency's public website.

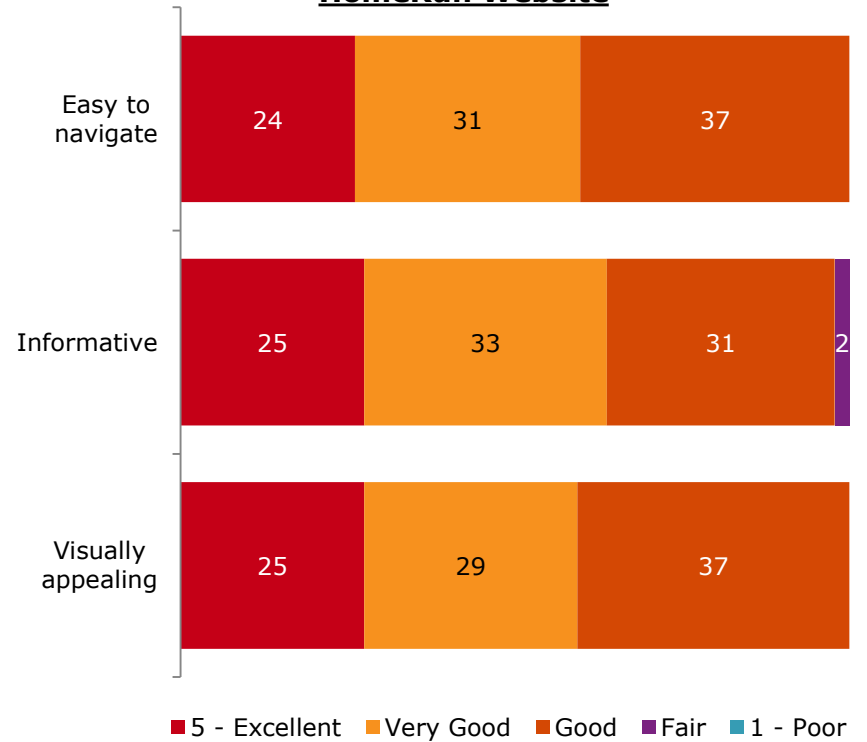
Base: Respondents who have used Agency's public website in past 12-18 months (N=111)

# Agency's E-bulletin and HomeRun website also rate highly, nearly all co-ops rate them "good" or higher

**Agency's E-bulletin**



**HomeRun Website**



Q9. Please rate the Agency's e-Bulletin.

Base: Respondents who have used Agency's E-bulletin in past 12-18 months (N=95)

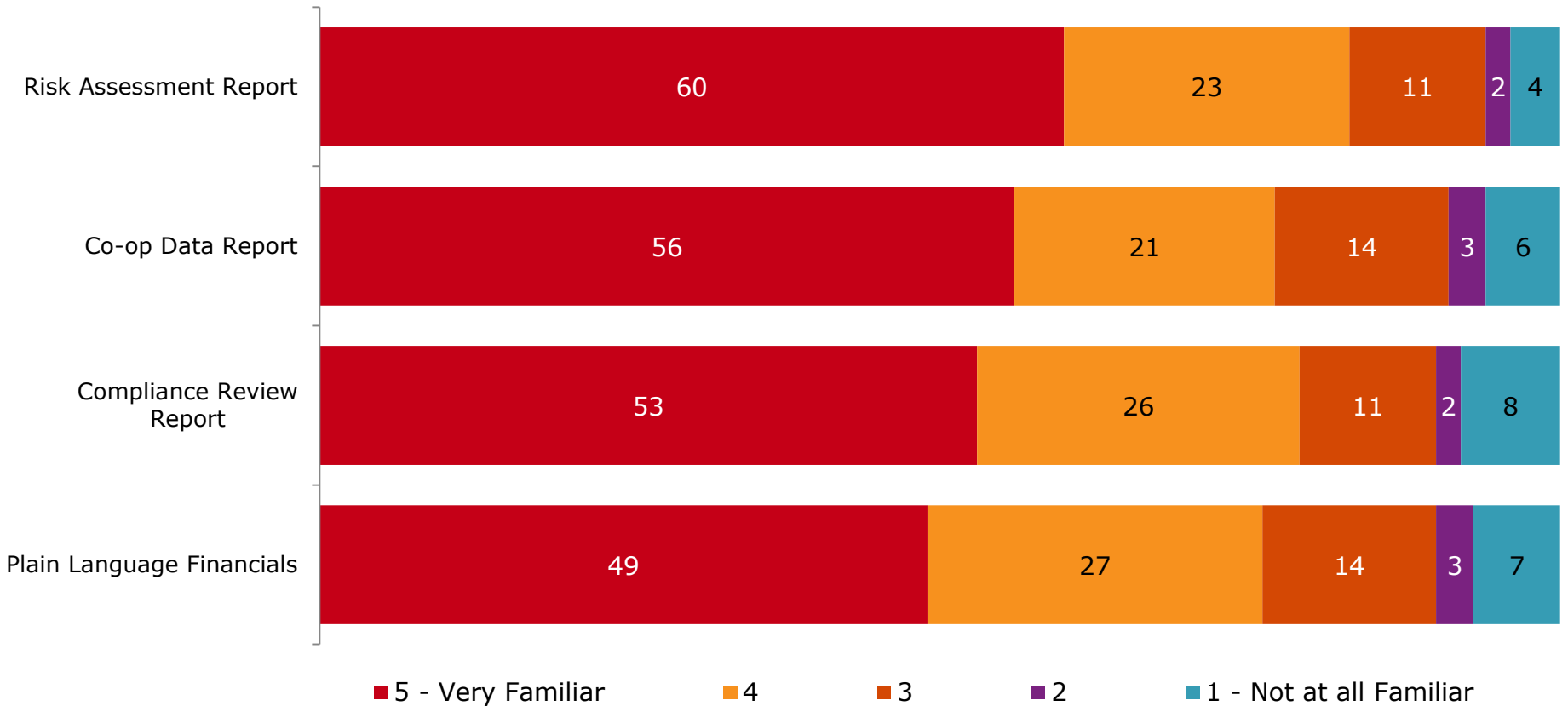
Q10. Please rate the Agency's HomeRun website.

Base: Respondents who have used Agency's HomeRun website in past 12-18 months (N=51)



# Agency Reports

# Familiarity with Agency reports is high.



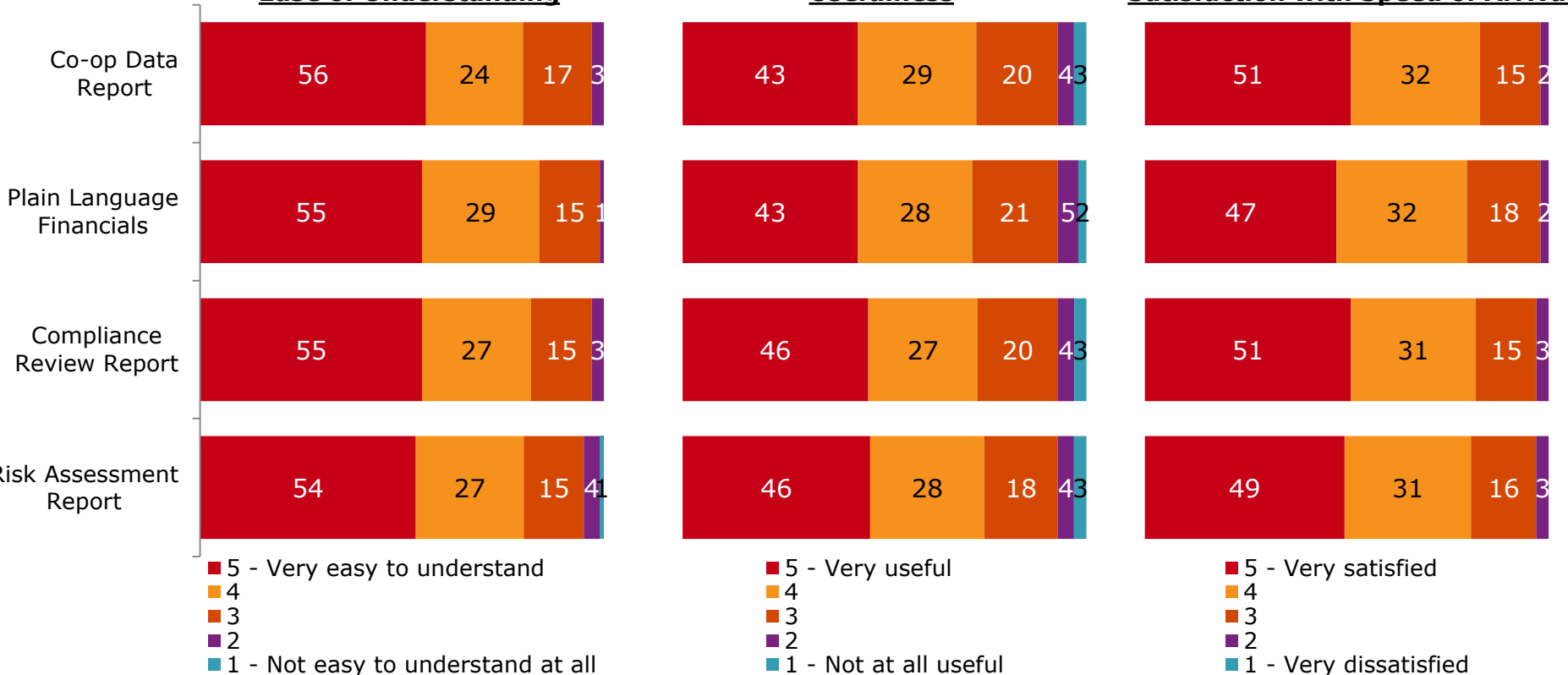
Q11. How familiar are you with each of the following Agency reports?  
Base: Total Respondents (N=285)

# Agency Reports are generally considered easy to understand and arrive quickly, though somewhat less useful

## Ease of Understanding

## Usefulness

## Satisfaction with Speed of Arrival



Q12. How easy to understand are the following Agency reports? / Q13. How useful are the following Agency reports? / Q14. How satisfied are you with how quickly each of the following Agency reports arrives?

Base: Respondents who are familiar with each report (N= varies between 256 and 274)

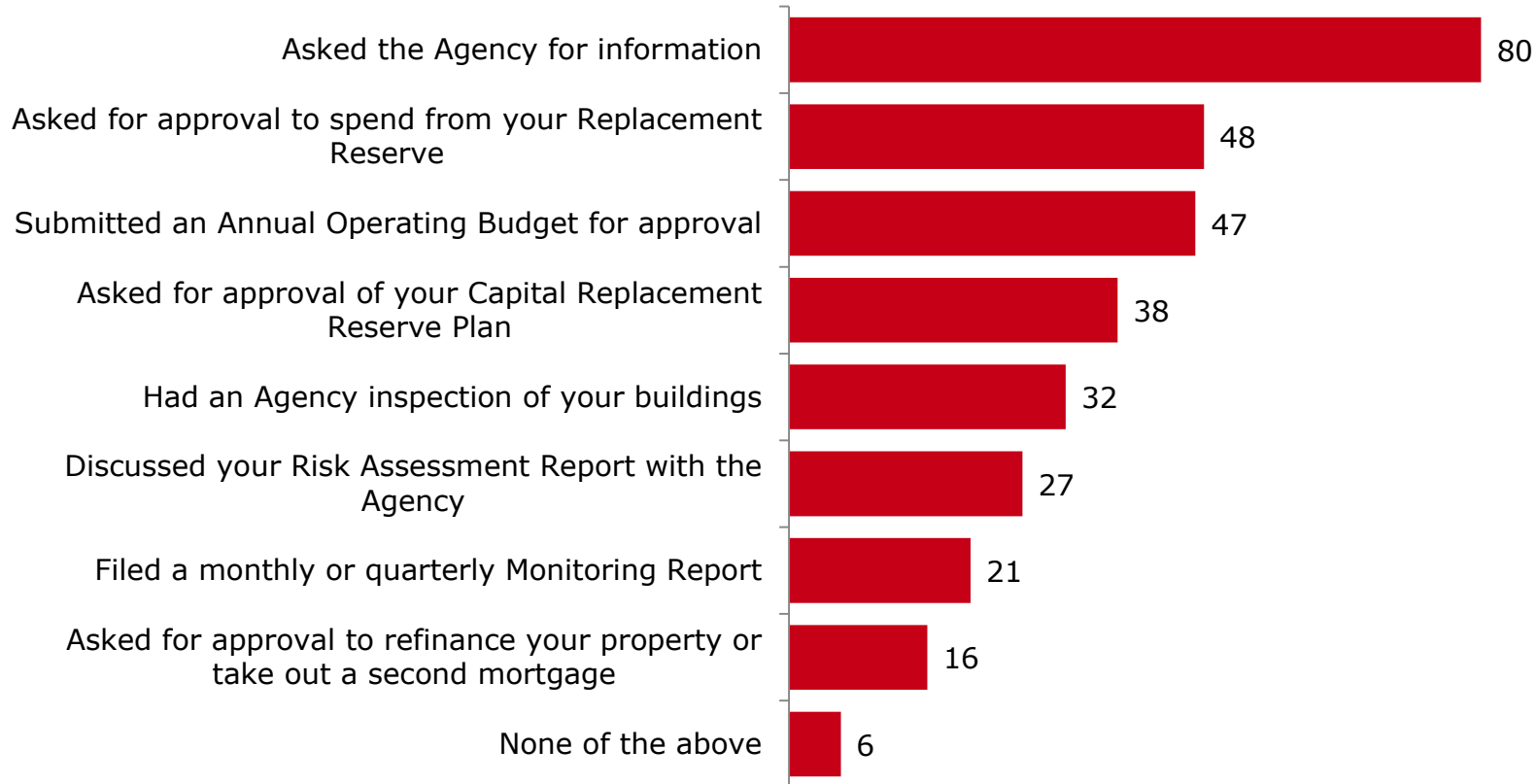


# Agency Services Used



# Most clients have made an inquiry to the Agency in the past 12-18 months.

## % Done in past 12 -18 months

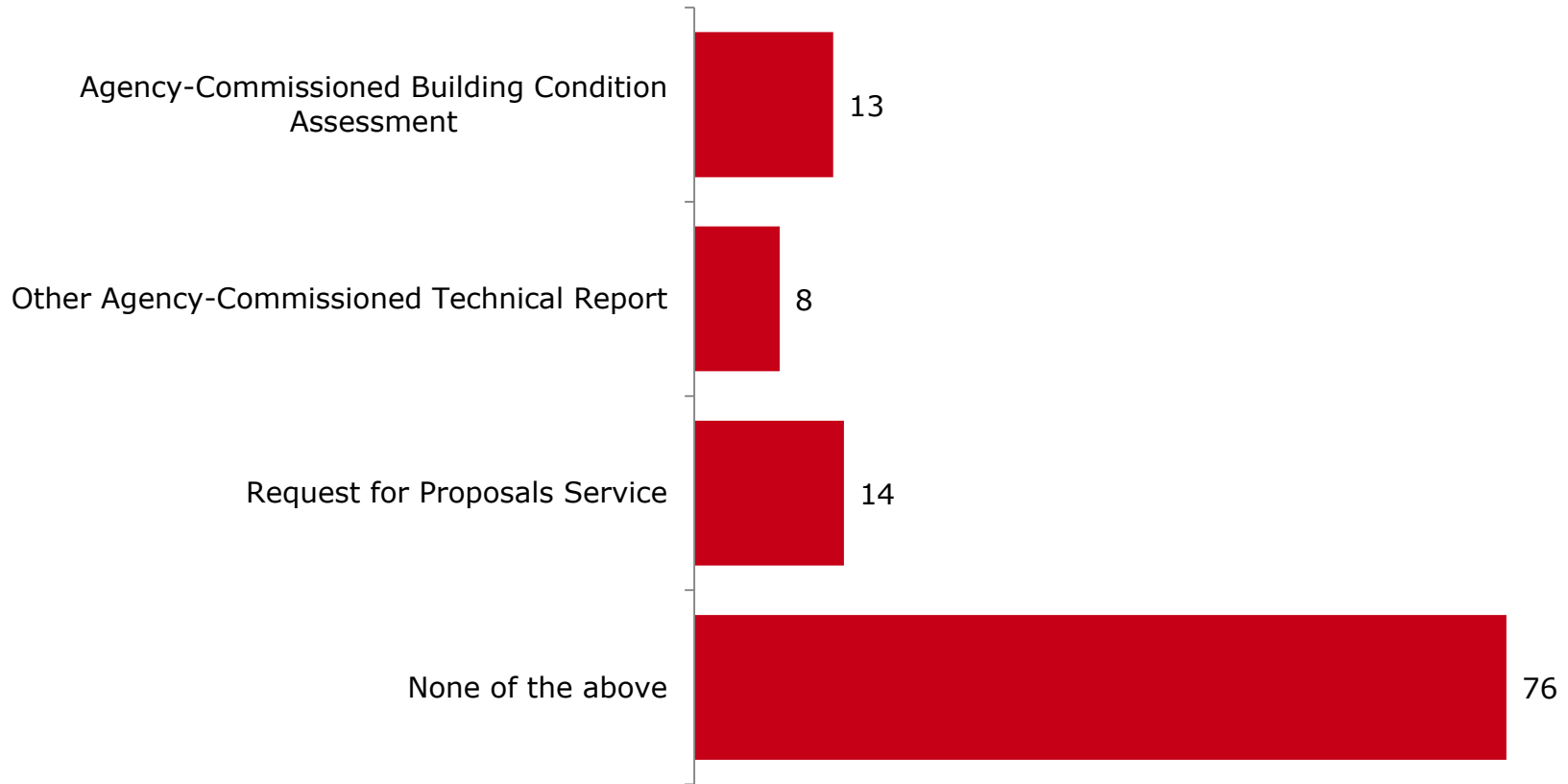


Q15. In the past 12 to 18 months, has your co-op done any of the following...

Base: Total Respondents (N=285)

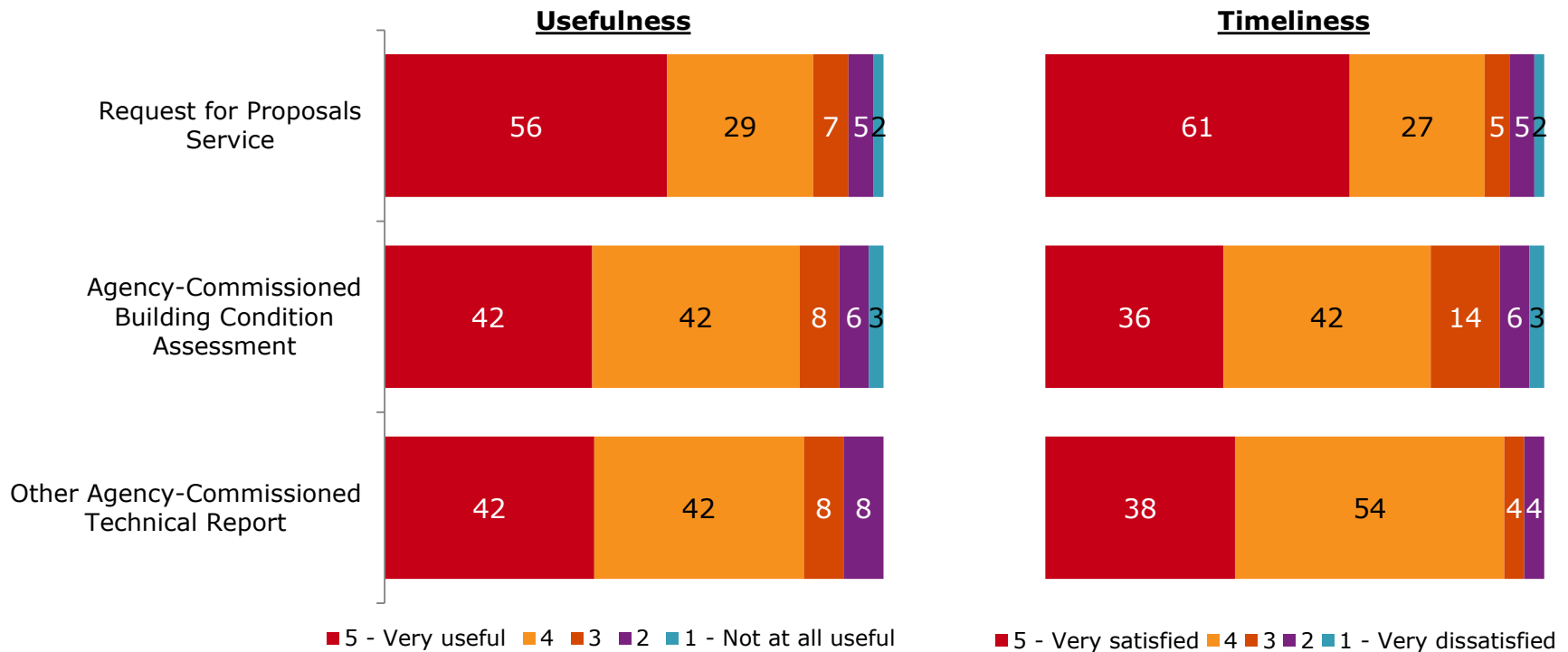
# Very low use is made of Agency external services...

**% Used in past 12 -18 months**



Q18. In the past 12 to 18 months, has your co-op...  
Base: Total Respondents (N=285)

However, their usefulness and timeliness rate highly among users.



Q19. How useful did your co-op find the following Agency services? / Q20. How satisfied were you with the timeliness of the following services?

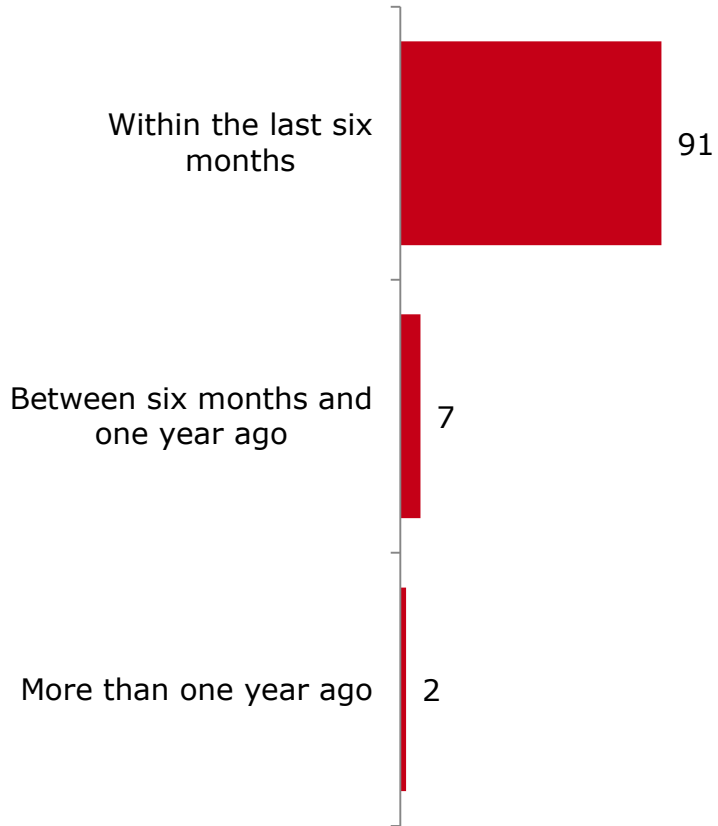
Base: Respondents who have used each service in past 12 to 18 months (N= varies between 24 and 41)

# Client Profile

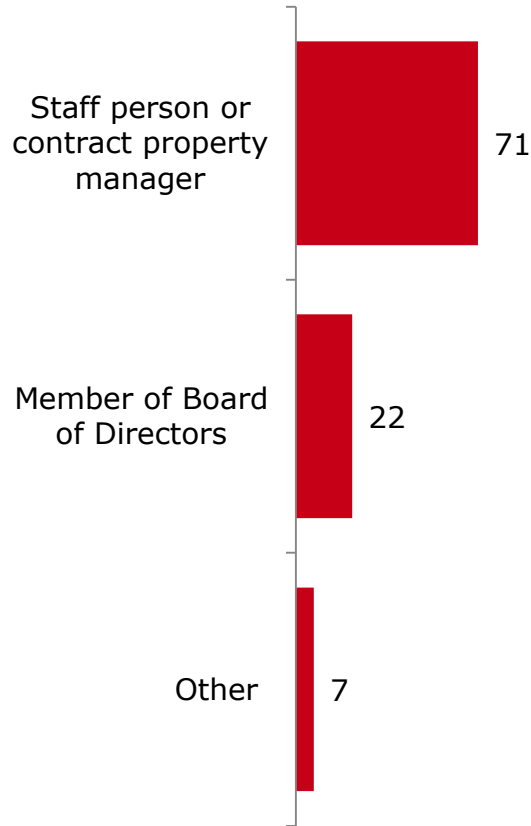


# Agency Client Profile

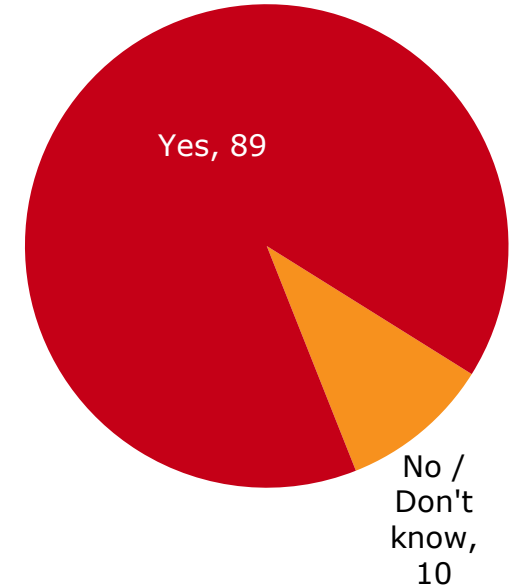
**Last Contact with Agency**



**Position**



**Main Contact**



Q1. Are you the co-op's main contact for Agency?  
 Q2. What is your position in the co-op?  
 Q3. When was your co-op last in touch with the Agency?  
 Base: Total Respondents (N=285)

# Profile of Agency Clients

	2015 Survey	2011 Survey	Actual distribution in Agency portfolio
	(N=285)	(N=291)	(N=547)
<b>Province</b>			
Ontario	<b>54%</b>	<b>62%</b>	<b>50%</b>
British Columbia	<b>33%</b>	<b>29%</b>	<b>39%</b>
Alberta	11%	9%	9%
Prince Edward Island	2%	<1%	2%
<b>Housing units in co-op</b>			
Average	62 units	67 units	61 units
Median	56 units	60 units	52 units
Maximum	254 units	380 units	260 units
Minimum	6 units	1 unit	6 units
<b>Risk rating of co-op</b>			
Low	18%	N/A	15%
Moderate	35%	N/A	35%
Above average	33%	N/A	36%
High	14%	N/A	13%