

## Trends 2024/24

## General Consumer

| Reporting Month | Number of completed surveys | No. of satisfied clients | % of satisfied clients | No. of clients would use the service again | % of clients would use the service again |
|-----------------|-----------------------------|--------------------------|------------------------|--|--|
| <b>April</b>    | <b>1843</b>                 | <b>1692</b>              | <b>91.81</b>           | <b>1772</b>                                | <b>96.15</b>                             |
| ZG Gateshead    | 225                         | 178                      | 79.11                  | 201  | 89.33                                    |
| ZM Manchester   | 291                         | 276                      | 94.85                  | 284  | 97.59                                    |
| ZA Cardiff      | 201                         | 187                      | 93.03                  | 196  | 97.51                                    |
| ZC Caerphilly   | 212                         | 189                      | 89.15                  | 201  | 94.81                                    |
| ZS Staffs       | 343                         | 324                      | 94.46                  | 338  | 98.54                                    |
| ZT Torfaen      | 205                         | 182                      | 88.78                  | 196  | 95.61                                    |
| ZW Lindsey      | 366                         | 356                      | 97.27                  | 356  | 97.27                                    |
| <b>May</b>      | <b>2085</b>                 | <b>1944</b>              | <b>93.24</b>           | <b>2010</b>                                | <b>96.40</b>                             |
| ZG Gateshead    | 292                         | 253                      | 86.64                  | 270  | 92.47                                    |
| ZM Manchester   | 411                         | 397                      | 96.59                  | 405  | 98.54                                    |
| ZA Cardiff      | 323                         | 304                      | 94.12                  | 319  | 98.76                                    |
| ZC Caerphilly   | 260                         | 234                      | 90.00                  | 245  | 94.23                                    |
| ZS Staffs       | 362                         | 346                      | 95.58                  | 353  | 97.51                                    |
| ZT Torfaen      | 137                         | 118                      | 86.13                  | 123  | 89.78                                    |
| ZW Lindsey      | 300                         | 292                      | 97.33                  | 295  | 98.33                                    |
| <b>June</b>     | <b>2038</b>                 | <b>1912</b>              | <b>93.82</b>           | <b>1964</b>                                | <b>96.37</b>                             |
| ZG Gateshead    | 326                         | 292                      | 89.57                  | 314  | 96.32                                    |
| ZM Manchester   | 466                         | 449                      | 96.35                  | 453  | 97.21                                    |
| ZA Cardiff      | 239                         | 222                      | 92.89                  | 230  | 96.23                                    |
| ZC Caerphilly   | 235                         | 214                      | 91.06                  | 222  | 94.47                                    |
| ZS Staffs       | 312                         | 299                      | 95.83                  | 303  | 97.12                                    |
| ZT Torfaen      | 137                         | 129                      | 94.16                  | 137  | 100.00                                   |
| ZW Lindsey      | 320                         | 307                      | 95.94                  | 305  | 95.31                                    |
| <b>July</b>     | <b>1830</b>                 | <b>1725</b>              | <b>94.26</b>           | <b>1769</b>                                | <b>96.67</b>                             |
| ZG Gateshead    | 201                         | 181                      | 90.05                  | 193  | 96.02                                    |

|                  |             |             |              |             |              |
|------------------|-------------|-------------|--------------|-------------|--------------|
| ZM Manchester    | 347         | 333         | 95.97        | 336         | 96.83        |
| ZA Cardiff       | 299         | 282         | 94.31        | 286         | 95.65        |
| ZC Caerphilly    | 287         | 269         | 93.73        | 284         | 98.95        |
| ZS Staffs        | 279         | 262         | 93.91        | 265         | 94.98        |
| ZT Torfaen       | 123         | 114         | 92.68        | 115         | 93.50        |
| ZW Lindsey       | 294         | 284         | 96.60        | 290         | 98.64        |
| <b>August</b>    | <b>1866</b> | <b>1737</b> | <b>93.09</b> | <b>1784</b> | <b>95.61</b> |
| ZG Gateshead     | 340         | 294         | 86.47        | 315         | 92.65        |
| ZM Manchester    | 141         | 132         | 93.62        | 137         | 97.16        |
| ZA Cardiff       | 202         | 189         | 93.56        | 189         | 93.56        |
| ZC Caerphilly    | 356         | 344         | 96.63        | 347         | 97.47        |
| ZS Staffs        | 389         | 370         | 95.12        | 377         | 96.92        |
| ZT Torfaen       | 117         | 104         | 88.89        | 110         | 94.02        |
| ZW Lindsey       | 321         | 304         | 94.70        | 309         | 96.26        |
| <b>September</b> | <b>1384</b> | <b>1232</b> | <b>89.02</b> | <b>1324</b> | <b>95.66</b> |
| ZG Gateshead     | 273         | 231         | 84.62        | 247         | 90.48        |
| ZM Manchester    | 110         | 98          | 89.09        | 102         | 92.73        |
| ZA Cardiff       | 77          | 73          | 94.81        | 76          | 98.70        |
| ZC Caerphilly    | 220         | 208         | 94.55        | 219         | 99.55        |
| ZS Staffs        | 277         | 218         | 78.70        | 256         | 92.42        |
| ZT Torfaen       | 71          | 64          | 90.14        | 72          | 101.41       |
| ZW Lindsey       | 356         | 340         | 95.51        | 352         | 98.88        |
| <b>October</b>   | <b>1671</b> | <b>1585</b> | <b>94.85</b> | <b>1603</b> | <b>95.93</b> |
| ZG Gateshead     | 260         | 242         | 93.08        | 244         | 93.85        |
| ZM Manchester    | 322         | 313         | 97.20        | 309         | 95.96        |
| ZA Cardiff       | 236         | 227         | 96.19        | 236         | 100.00       |
| ZC Caerphilly    | 248         | 243         | 97.98        | 245         | 98.79        |
| ZS Staffs        | 303         | 278         | 91.75        | 285         | 94.06        |
| ZT Torfaen       | 62          | 57          | 91.94        | 58          | 93.55        |
| ZW Lindsey       | 240         | 225         | 93.75        | 226         | 94.17        |

|                 |             |             |              |             |              |
|-----------------|-------------|-------------|--------------|-------------|--------------|
| <b>November</b> | <b>1670</b> | <b>1582</b> | <b>94.73</b> | <b>1618</b> | <b>96.89</b> |
| ZG Gateshead    | 228         | 212         | 92.98        | 212         | 92.98        |
| ZM Manchester   | 313         | 303         | 96.81        | 308         | 98.40        |
| ZA Cardiff      | 176         | 170         | 96.59        | 177         | 100.57       |
| ZC Caerphilly   | 223         | 210         | 94.17        | 217         | 97.31        |
| ZS Staffs       | 322         | 298         | 92.55        | 305         | 94.72        |
| ZT Torfaen      | 190         | 184         | 96.84        | 188         | 98.95        |
| ZW Lindsey      | 218         | 205         | 94.04        | 211         | 96.79        |
| <b>December</b> | <b>1881</b> | <b>1804</b> | <b>95.91</b> | <b>1688</b> | <b>89.74</b> |
| ZG Gateshead    | 168         | 153         | 91.07        | 167         | 99.40        |
| ZM Manchester   | 401         | 388         | 96.76        | 399         | 99.50        |
| ZA Cardiff      | 371         | 357         | 96.23        | 358         | 96.50        |
| ZC Caerphilly   | 232         | 224         | 96.55        | 228         | 98.28        |
| ZS Staffs       | 406         | 384         | 94.58        | 400         | 98.52        |
| ZT Torfaen      | 133         | 131         | 98.50        | 135         | 101.50       |
| ZW Lindsey      | 170         | 167         | 98.24        | 1           | 0.59         |
| <b>January</b>  | <b>2318</b> | <b>2235</b> | <b>96.42</b> | <b>2244</b> | <b>96.81</b> |
| ZG Gateshead    | 273         | 255         | 93.41        | 253         | 92.67        |
| ZM Manchester   | 376         | 365         | 97.07        | 368         | 97.87        |
| ZA Cardiff      | 470         | 459         | 97.66        | 456         | 97.02        |
| ZC Caerphilly   | 376         | 365         | 97.07        | 368         | 97.87        |
| ZS Staffs       | 335         | 329         | 98.21        | 322         | 96.12        |
| ZT Torfaen      | 231         | 222         | 96.10        | 229         | 99.13        |
| ZW Lindsey      | 257         | 240         | 93.39        | 248         | 96.50        |
| <b>February</b> | <b>1903</b> | <b>1797</b> | <b>94.43</b> | <b>1826</b> | <b>95.95</b> |
| ZG Gateshead    | 114         | 95          | 83.33        | 104         | 91.23        |
| ZM Manchester   | 391         | 379         | 96.93        | 391         | 100.00       |
| ZA Cardiff      | 272         | 262         | 96.32        | 259         | 95.22        |
| ZC Caerphilly   | 276         | 260         | 94.20        | 258         | 93.48        |
| ZS Staffs       | 414         | 388         | 93.72        | 399         | 96.38        |

|               |             |             |              |             |              |
|---------------|-------------|-------------|--------------|-------------|--------------|
| ZT Torfaen    | 253         | 237         | 93.68        | 240         | 94.86        |
| ZW Lindsey    | 183         | 176         | 96.17        | 175         | 95.63        |
| <b>March</b>  | <b>2034</b> | <b>1913</b> | <b>94.05</b> | <b>1950</b> | <b>95.87</b> |
| ZG Gateshead  | 223         | 196         | 87.89        | 214         | 95.96        |
| ZM Manchester | 312         | 292         | 93.59        | 297         | 95.19        |
| ZA Cardiff    | 291         | 283         | 97.25        | 284         | 97.59        |
| ZC Caerphilly | 324         | 309         | 95.37        | 313         | 96.60        |
| ZS Staffs     | 399         | 378         | 94.74        | 385         | 96.49        |
| ZT Torfaen    | 272         | 250         | 91.91        | 253         | 93.01        |
| ZW Lindsey    | 213         | 205         | 96.24        | 204         | 95.77        |