

Scoring Methodology for Multifamily

Program:

Although the Multifamily Customer Service and Satisfaction Survey is not “scored” for the purpose of assessing property owners and agents (OAs), Real Estate Assessment Center (REAC) and the Office of Multifamily Housing Programs (Multifamily) have developed a scoring methodology for the purpose of summarizing tenant satisfaction within each property.

Each response to each question is assigned an *answer score*, and each question is assigned a *question weight*. Each section is also assigned a *section weight*. Together these scores and weights are applied to each tenant’s responses in order to present composite satisfaction levels that emphasize questions and sections on the survey that HUD believes are most important.

How Property Scores are Computed:

Two steps are required to compute the property score for each of five sections of the survey.

First:

Each tenant’s response scores are averaged—weighted by the question weights—within the section to obtain the *tenant section score* for maintenance and repair, communications, safety, services, and housing development appearance.

Second:

The tenant section scores are averaged—weighted by the participation of each tenant, or the *tenant section weight*—to obtain the property section score.

Example:

Suppose that a hypothetical property has two tenants, Tenant 1 and Tenant 2, and the section has three questions, Question 1, weighted 25%; Question 2, weighted 25%; and Question 3, weighted 50%. Suppose the two tenants answer the three questions as follows:

	Question 1	Question 2	Question 3
Weight	25%	25%	50%
Tenant 1	Very Satisfied	Does Not Apply	Satisfied
Tenant 2	Satisfied	Very Dissatisfied	[Blank]

The possible answer scores associated with each response may be as follows:

Response	Score
Very Satisfied	100%
Satisfied	75%
Dissatisfied	25%
Very Dissatisfied	0%

Therefore, each tenant’s response scores would be as follows:

	Question 1	Question 2	Question 3
Weight	25%	25%	50%
Tenant 1	100%	---	75%
Tenant 2	75%	0%	---

Each tenant’s section score is computed as an average of all questions for which he/she provided a *scorable*, or quantifiable, response:

	Section Score
Tenant 1	$(100\% * 25\% + 75\% * 50\%) / (25\% + 50\%) = 83.3\%$

Tenant 2	$(75\% * 25\%) + (0\% * 25\%) / (25\% + 25\%) = 37.5\%$
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Next, each tenant’s section weight is calculated. This is the sum of the weights of all questions in which the tenant participated:

	Section Weight
Tenant 1	$25\% + 25\% + 50\% = 100\%$
Tenant 2	$25\% + 25\% = 50\%$

Note that in calculating the tenant section weight, responses of Does Not Apply are included (although they cannot be scored). This is because a response of Does Not Apply, unlike a blank response, conveys an unambiguous tenant attitude and indicates that a tenant participated in the question.

Finally, the tenant section scores are averaged, weighted by the tenant section weights, to obtain the property section scores:

	Section Score	Section Weight
Tenant 1	83.3%	100%
Tenant 2	37.5%	50%
Total	$(83.3\% * 100\% + 37.5\% * 50\%) / (100\% + 50\%) = 68.1\%$	

This property’s section score would be 68.1%.

One additional measure provided is the survey “overall score.” This is a weighted average of the five property section scores, with each of the five sections assigned a weight by Multifamily corresponding to the section’s relative importance.

REAC and Multifamily encourage OAs to analyze the responses to each question individually to discern areas of tenant concern. We have developed this scoring methodology as a convenience to present *aggregate* statistics that *summarize* responses across tenants and across survey content.