



New Gorbals Housing Association

Tenant Satisfaction Survey

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New Gorbals Housing Association

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1. EXECUTIVE SUMMARY

1.1 Introduction

- New Gorbals Housing Association commissioned Research Resource to carry out a customer satisfaction survey on their behalf.
- 501 interviews were undertaken on a face to face basis with a sample of the Association's tenants between the 19th of July and the 16th of August 2024.
- This is a 21% response rate from the Association's 2345 tenants and provides data accurate of +/- 3.9% accuracy, based upon a 50% estimate and 95% level of confidence.
- All research was undertaken in line with the Market Research Society Code of Conduct and Research Resources ISO20252 accredited policies and procedures.
- This executive summary highlights the key findings from this programme of research.

1.2 Key Charter Indicators

- The table over the page shows the results for the Scottish Housing Regulator key indicators for the Scottish Social Housing Charter Annual Return for New Gorbals Housing Association.
- The results in the table over the page show the levels of satisfaction reported in the Association's 2013, 2015, 2018, 2021 and 2024 tenant satisfaction surveys. The trend column shows the difference between 2021 and 2024. This column indicates where there has been a statistically significant change between 2021 and 2024, as is shown in the key below.
- The final column shows wider benchmarking to contextualise results against the Scottish Average for the Annual Return on the Charter 2023/24.

Key		
Significant increase (+4% or greater) 	No significant change (+/-4% or less) 	Significant decrease (-4% or more) 

As shown, for the majority of Charter indicators (5 out of 7), there has been a significant increase in satisfaction compared to 2021 with the largest increase being seen in terms of the quality of the home where satisfaction has increased by 8 percentage points since 2021. Furthermore, New Gorbals Housing Association is performing above the Scottish average for all indicators.

Scottish Housing Regulator indicators (Tenants only)							
	2013	2015	2018	2021	2024	Change (2021 - 2024)	Scottish Average 2023/24
Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by New Gorbals Housing Association? (% very/ fairly satisfied)	84%	92%	90%	89%	95%	↑	87%
How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions? (%very good/ fairly good)	88%	92%	91%	97%	98%	↔	91%
How satisfied or dissatisfied are you with the opportunities given to you to participate in New Gorbals decision making process? (% very/ fairly satisfied)	77%	87%	93%	94%	99%	↑	88%
Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs and maintenance service provided by New Gorbals? (% very/ fairly satisfied)- Those who have reported a repair in the last 12 months	80%	92%	86%	84%	91%	↑	87%
Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	82%	85%	87%	87%	95%	↑	84%
Taking into account the accommodation and services New Gorbals provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it... (% very good value/ fairly good value)	71%	83%	82%	88%	94%	↑	82%
Overall, how satisfied or dissatisfied are you with New Gorbals management of the neighbourhood you live in?	86%	91%	88%	94%	95%	↔	85%

2. METHODOLOGY

2.1 Introduction

This report represents and discusses the findings to emerge from a survey undertaken by Research Resource on behalf of New Gorbals Housing Association in order to provide an assessment of tenant satisfaction on key Charter indicators.

2.2 Methodology and sample size

After consultation with New Gorbals, a questionnaire was agreed which fully met the information needs and requirements in relation to the key Charter indicators it was desired to cover.

The survey was undertaken utilising a face to face methodology with Research Resource's trained and experienced interviewers.

A total of 501 interviews were undertaken between the 19th of July and the 16th of August 2024. This is a 21% response rate from the Association's 2345 tenants. Interviews were undertaken using a quota based approach to ensure coverage of all stock types and a representative sample was achieved.

The following table show the sample profile broken down by property type and area compared to the population. As can be seen, the interview profile is relatively in line with the overall tenant population profile, varying by no more than 2 percentage points. The profile of interviews has good coverage of all areas and property type, and we are therefore comfortable that the coverage of the tenant population is sufficiently close that weighting of survey data is not required.

Area	No. tenants	% of tenants	No. interviews	% of interviews
Crown St	217	9.25%	46	9.18%
Gorbals East	365	15.57%	79	15.77%
Hutcheson town	402	17.14%	86	17.17%
Laurieston	588	25.07%	126	25.15%
Oatlands	118	5.03%	25	4.99%
Queen Elizabeth Square	276	11.77%	59	11.78%
Riverside	379	16.16%	80	15.97%
Grand Total	2345	100.00%	501	100.00%

Property type	No. tenants	% of tenants	No. interviews	% of interviews
Flat	563	24.01%	130	25.95%
Four in a Block	4	0.17%	3	0.60%
High Rise	444	18.93%	96	19.16%
House	86	3.67%	23	4.59%
Maisonette	318	13.56%	59	11.78%
Tenement Flat	930	39.66%	190	37.92%
Grand Total	2345	100.00%	501	100.00%

A total of 501 interviews provides data accurate of +/- 3.9% accuracy, based upon a 50% estimate and 95% level of confidence.

All research was undertaken in line with the Market Research Society Code of Conduct and Research Resources ISO20252 accredited policies and procedures.

2.3 Survey Analysis and Reporting

This report summarises the key findings of this research. In order to provide context to the survey, we have also drawn comparison of the key indicators to New Gorbals last satisfaction surveys which were carried out in 2013, 2015, 2018 and 2021 and also to the Scottish average for 2023/24 taken from 2023/24 ARC.

All indicator questions have been analysed by various demographic factors and by geography. Where overall satisfaction is significantly higher (green) or lower (red) has been identified within the analysis table.

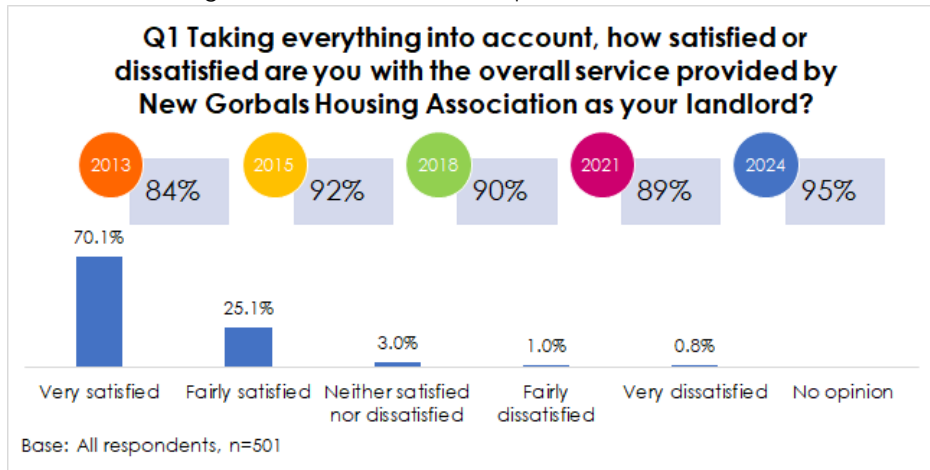
For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

A number of open questions were asked in the survey allowing respondents to explain the reasons for the responses they gave. For analysis purposes these have been grouped into common themes. For these questions, the percentages may round to more than 100%. This is due to the fact that multiple responses may have been given.

3. OVERALL SATISFACTION

3.1 Satisfaction with the overall service provided by New Gorbals (Q1/2)

The survey began by asking respondents how satisfied or dissatisfied they were with the overall service provided by New Gorbals Housing Association. More than 9 in 10 respondents (95%) said they were very or fairly satisfied with the overall service provided by their landlord compared to 3% who were neither satisfied nor dissatisfied and 2% who were fairly or very dissatisfied with the service provided. Satisfaction has increased to its highest value over the 11 year period and an increase of 6 percentage points from 89% in 2021 (90%) and 2015 (92%) surveys. Overall satisfaction is higher than the Scottish Average for 2023/24 which was reported as 87%.



Those who stated that they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=24) were asked to provide their reasons as to why they felt this way. Their responses have subsequently been coded into common themes and illustrated in the table below. The main reasons for feeling this way were where respondents spoke of repairs issues or issues relating to the quality of their home (33%) or where tenants were on the waiting list for a new home or wanted to move (21%).

Q2 Can you please explain what New Gorbals Housing Association can do to improve?		
Base: Not satisfied with overall service, n=24	No.	%
Repairs issues/ quality of home	8	33.3%
On the waiting list for a new home/ want or need to move	5	20.8%
Dissatisfaction with staff/ customer service	4	16.7%
Other	3	12.5%
Anti social behaviour	2	8.3%
Cleanliness of area/ bins overflowing/ issues with rubbish	2	8.3%
Require adaptations which have not been done	1	4.2%

The table below shows overall satisfaction and dissatisfaction analysed by various demographic factors and also by area. Where significant differences occur these are highlighted as green for significantly higher levels of satisfaction and red for significantly lower levels of satisfaction. As can be seen below satisfaction with the overall service is highest for younger tenants aged 16-34 with all tenants within this age group being satisfied compared to 92% of tenants aged 35-54. Furthermore, all respondents who lived in Gorbals East and in Hutchestown were satisfied with the overall service compared to 90% of Laurieston tenants. No significant differences were observed on the basis of disability, economic status, ethnicity and household composition.

Q1 Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by New Gorbals Housing Association as your landlord?					
		Base	% very/ fairly satisfied	% neither/ nor	% very/ fairly dissatisfied
Age	16-34	68	100%	-	-
	35-54	199	92%	4%	4%
	55-74	188	96%	3%	1%
	75+	46	96%	4%	-
Disability?	Yes	184	94%	4%	2%
	No	317	96%	3%	2%
Economic status	Full/ part time work	194	95%	3%	2%
	Unemployed	30	97%	-	3%
	Not working due to health condition	103	95%	3%	2%
	Looking after home/ family/ carer/ other	44	91%	7%	2%
	Retired	130	97%	2%	1%
Ethnicity	White Scottish/ English/ Other British/ Irish	376	96%	3%	1%
	Other ethnicity	125	94%	3%	3%
Household composition	Single adult	269	96%	3%	1%
	Two adults	73	95%	3%	3%
	Three or more adults	22	100%	-	-
	1 parent family	57	98%	2%	-
	2 parent family	74	95%	4%	1%
Area	Crown St	46	93%	4%	2%
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	90%	6%	5%
	Oatlands	25	92%	8%	-
	Queen Elizabeth Square	59	93%	7%	-
	Riverside	80	98%	-	3%

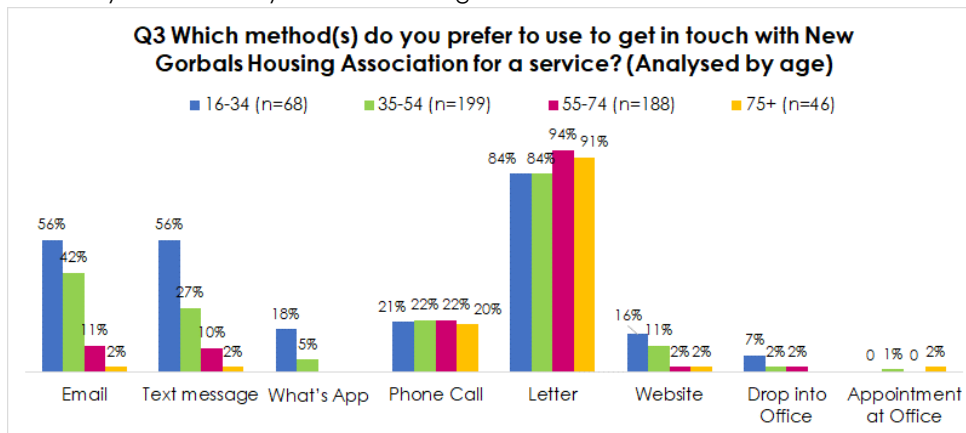
4. CONTACT & ENGAGEMENT

4.1 Communications (Q3/4)

Tenants were asked how they would prefer to get in touch with New Gorbals Housing Association for a service. The vast majority of respondents (88%) said they would prefer the Association to use letters, 29% would prefer to get in touch via email and 22% would prefer to use text messaging.

Q3 Which method(s) do you prefer to use to get in touch with New Gorbals Housing Association for a service?		
Base: All respondents, n=501	No.	%
Letter	443	88.4%
Email	143	28.5%
Text message	111	22.2%
Phone Call	108	21.6%
Website	36	7.2%
What's App	22	4.4%
Drop into Office	12	2.4%
Appointment at Office	2	0.4%

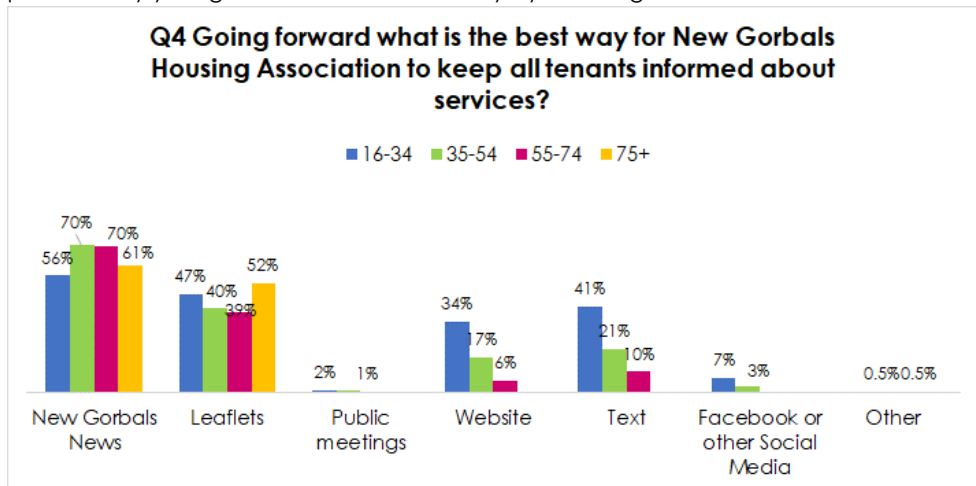
Analysis by age shows that digital communications such as email, text messaging, What's App and the website were most likely to be used by tenants aged 16-34 and least likely to be used by older tenants aged 75 and over.



Following on from this, tenants were asked what would be the best way for New Gorbals to keep all tenants informed about services in the future. Two thirds of tenants (67%) said they would prefer to find out in the New Gorbals News (67%) and 42% would prefer to be kept informed via leaflets.

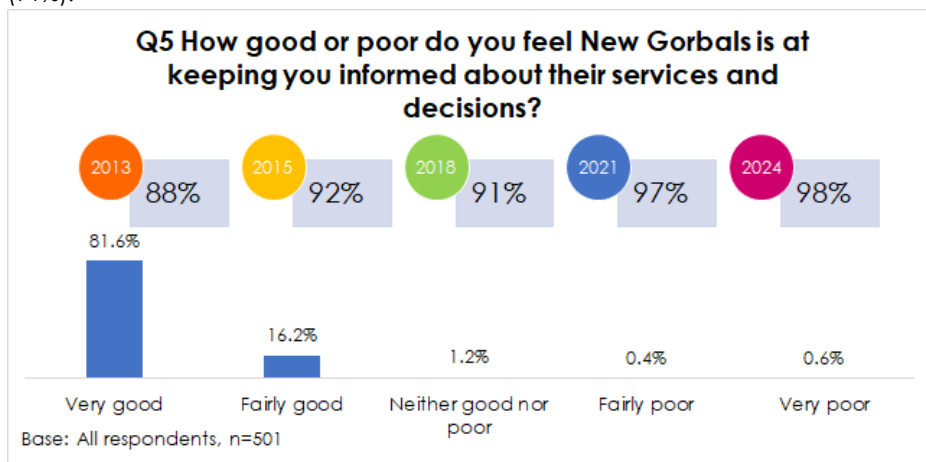
Q4 Going forward what is the best way for New Gorbals Housing Association to keep all tenants informed about services?		
Base: All respondents, n=501		
	No.	%
New Gorbals News	337	67.3%
Leaflets	209	41.7%
Text	89	17.8%
Website	68	13.6%
Facebook or other Social Media	11	2.2%
Public meetings	3	0.6%
Other	2	0.4%

Analysis by age indicates that again, digital communications were most likely to be preferred by younger tenants and least likely by those aged 75 and over.



4.2 Keeping tenants informed (Q5/6)

In terms of keeping tenants informed, 98% said that New Gorbals was very or fairly good at keeping them informed about their services and decisions, compared to 1% who felt they were fairly or very poor in this respect and 1% who said they were neither good nor poor. The proportion of tenants who said the Association was very or fairly good at keeping them informed about their services and decisions has not changed significantly compared to the 2021 survey where 97% said the Association was very or fairly good in this respect. Satisfaction is higher than the Scottish average for 2023/24 (91%).



Those who said the Association was neither good nor poor, fairly poor or very poor at keeping them informed were asked to explain how they felt this way. The main reason for feeling this way was where respondents felt they did not receive enough information or hear from the Association frequently enough.

Analysis of this question by demographic and geography is shown in the table below and does not show any significant differences.

Q5 How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions?					
		Base	% very/ fairly good	% neither/ nor	% very/ fairly poor
Age	16-34	68	100%	-	-
	35-54	199	96%	2%	2%
	55-74	188	98%	1%	1%
	75+	46	100%	-	-
Disability?	Yes	184	97%	2%	1%
	No	317	98%	1%	1%
Economic status	Full/ part time work	194	98%	2%	1%
	Unemployed	30	97%	-	3%
	Not working due to health condition	103	97%	2%	1%
	Looking after home/ family/ carer/ other	44	100%	-	-
	Retired	130	98%	1%	2%
Ethnicity	White Scottish/ English/ Other British/ Irish	376	98%	2%	1%
	Other ethnicity	125	98%	-	2%
Household composition	Single adult	269	99%	1%	0%
	Two adults	73	95%	3%	3%
	Three or more adults	22	100%	-	-
	1 parent family	57	98%	2%	-
	2 parent family	74	99%	-	1%
Area	Crown St	46	98%	2%	-
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	94%	2%	3%
	Oatlands	25	96%	4%	-
	Queen Elizabeth Square	59	98%	2%	-
	Riverside	80	99%	-	1%

4.3 Interest in participation opportunities (Q7)

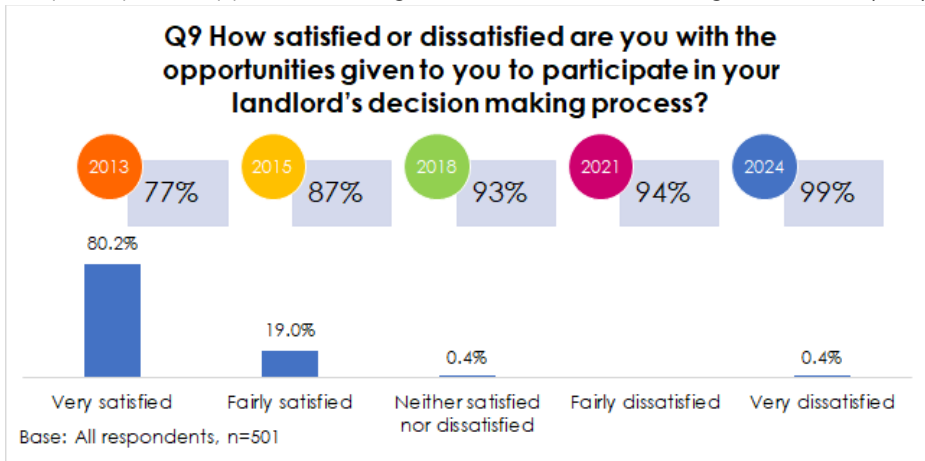
Following on from this, tenants were then asked whether they would be interested in participating in various tenant activities. Just under 9 in 10 tenants (88%) were not interested in getting involved. Where tenants were interested in participating this was most likely to be by doing short repairs satisfaction surveys on completion of repairs (34 tenants) and by responding to the rent consultation (16 tenants).

Q7 The following are other ways in which tenants can become involved and influence New Gorbals HA. Would you potentially be interested in participating in any of these in the future?		
Base: All respondents, n=501	No.	%
Short repairs satisfaction surveys on completion of repairs	34	6.8%
Responding to the rent consultation	16	3.2%
Local Area Tenants and Residents Groups	12	2.4%
Food Events including Community Meals & Breakfast	10	2.0%
Gorbals Clubs including Big Ideas/Gardening & History	9	1.8%
Tenants Scrutiny Panel	4	0.8%
Volunteering Opportunities	3	0.6%
Groups for Older People	2	0.4%
Joining the Management Committee	2	0.4%
Not interested in getting involved	442	88.2%

4.4 Opportunities to participate (Q9/10)

Almost all respondents (99%) were very or fairly satisfied with the opportunities given to them to participate in their landlord's decision-making processes. Less than 1 percent were neither satisfied nor dissatisfied and less than 1% were very dissatisfied in this respect.

Satisfaction with the opportunities given to tenants to participate in New Gorbals decision making has continued to increase year on year, from 77% in 2013 to 94% in the last tenant satisfaction survey undertaken in 2021 and up to 99% in 2024. Satisfaction with participation opportunities is higher than the Scottish Average for 2023/24(88%).



Where respondents said they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the opportunities given to them to participate (4 respondents), they were asked to explain why they were not satisfied. These tenants commented that they had not had any help on the issue they were experiencing, had not had much contact with the Association or were not good at keeping tenants updated.

The table below shows that overall satisfaction and dissatisfaction does not vary significantly by demographic or geography.

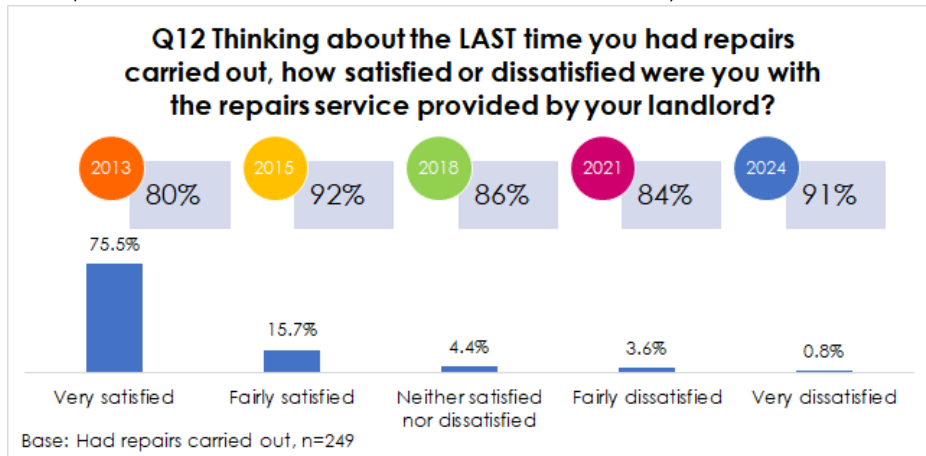
Q9 How satisfied or dissatisfied are you with the opportunities given to you to participate in New Gorbals's decision making process?					
		Base	% very/ fairly satisfied	% neither/ nor	% very/ fairly dissatisfied
Age	16-34	68	100%	-	-
	35-54	199	99%	-	1%
	55-74	188	98%	1%	1%
	75+	46	100%	-	-
Disability?	Yes	184	98%	1%	1%
	No	317	100%	0%	-
Economic status	Full/ part time work	194	100%	-	-
	Unemployed	30	100%	-	-
	Not working due to health condition	103	98%	1%	1%
	Looking after home/ family/ carer/ other	44	100%	-	-
	Retired	130	98%	1%	1%
Ethnicity	White Scottish/ English/ Other British/ Irish	376	99%	1%	0%
	Other ethnicity	125	99%	-	1%
Household composition	Single adult	269	100%	0%	-
	Two adults	73	97%	1%	1%
	Three or more adults	22	100%	-	-
	1 parent family	57	100%	-	-
	2 parent family	74	99%	-	1%
Area	Crown St	46	100%	-	-
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	98%	1%	2%
	Oatlands	25	100%	-	-
	Queen Elizabeth Square	59	98%	2%	-
	Riverside	80	100%	-	-

5. REPAIRS AND HOUSING QUALITY

5.1 Satisfaction with the repairs service (Q11-13)

The Scottish Social Housing Charter has an indicator on satisfaction with repairs and maintenance. The guidance is that all tenants are asked about their satisfaction with the last repair and tenants are then asked if they have reported a repair in the last 12 months. The indicator response is then reported as those satisfied with their last repair, for those who have reported a repair in the last year. Half of respondents had repairs carried out in the last 12 months (50%). Of these individuals, 91% said they were very or fairly satisfied with the repairs service provided by New Gorbals. This has increased significantly from 84% in 2021 and is marginally higher than the Scottish Average for 2023/24 which is 87%.

It should be noted that the Scottish Average for the ARC is not directly comparable to the survey result as it is permitted, for the ARC return, to use transactional survey data which is collected more frequently and often much more positive than satisfaction with the repairs service collected in this overall satisfaction survey.



Tenants in this survey who said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the repairs service (n=22) said that this was due to ongoing repair issues or repairs not being resolved on the first visit (11 tenants), dissatisfaction with repairs timescales (7 tenants) and where tenants were dissatisfied with the quality of repairs (4 tenants).

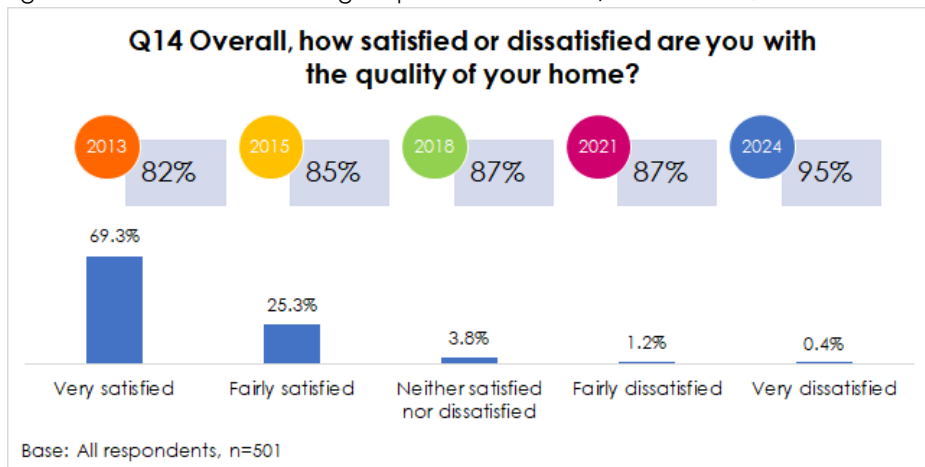
Q13 Can you please explain how New Gorbals could improve the repairs service you received?		
Base: Not satisfied with repairs service, n=22	No.	%
Ongoing repairs issues/ not being resolved on first visit	11	50.0%
Quicker repairs/ come out sooner	7	31.8%
Poor quality repairs / trying to fix and not replacing items	4	18.2%

Analysis of satisfaction with the last repair shows that satisfaction levels do not vary in this respect with regards to the various demographic factors. However, analysis by area indicates that tenants living in Gorbals East (100%), Hutchestown (100%) and Riverside (98%) were significantly more likely to be satisfied with the repairs service than those who lived in Laurieston (81%). Furthermore, dissatisfaction with the repairs service was significantly higher in Crown Street (16%) than in Riverside (2%). Tenants who lived in houses were less likely to be satisfied with the repairs service (73%) than tenants living in high rise properties (96%).

Q12 Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by New Gorbals?					
		Base	% very/ fairly satisfied	% neither/ nor	% very/ fairly dissatisfied
Age	16-34	45	98%	-	2%
	35-54	100	90%	5%	5%
	55-74	82	91%	4%	5%
	75+	22	82%	14%	5%
Disability?	Yes	82	90%	5%	5%
	No	167	92%	4%	4%
Economic status	Full/ part time work	99	92%	3%	5%
	Unemployed	17	100%	-	-
	Not working due to health condition	45	93%	2%	4%
	Looking after home/ family/ carer/ other	27	89%	7%	4%
	Retired	61	87%	8%	5%
Ethnicity	White Scottish/ English/ Other British/ Irish	193	92%	4%	5%
	Other ethnicity	56	89%	7%	4%
Household composition	Single adult	108	93%	3%	5%
	Two adults	42	93%	2%	5%
	Three or more adults	14	93%	7%	-
	1 parent family	39	95%	5%	-
	2 parent family	42	83%	10%	7%
Area	Crown St	25	84%	-	16%
	Gorbals East	31	100%	-	-
	Hutchesontown	31	100%	-	-
	Laurieston	58	81%	14%	5%
	Oatlands	15	87%	-	13%
	Queen Elizabeth Square	31	87%	10%	3%
	Riverside	58	98%	-	2%
Property type	Flat	59	88%	10%	2%
	Four in a Block	2	100%	-	-
	High Rise	56	96%	-	4%
	House	11	73%	18%	9%
	Maisonette	36	92%	6%	3%
	Tenement Flat	85	92%	1%	7%

5.2 Satisfaction with the quality of the home (Q14/15)

Respondents were then asked how satisfied or dissatisfied they were with the quality of their home. 95% of tenants said they were very or fairly satisfied with the quality of their home compared to 2% who were very or fairly dissatisfied and 4% who were neither satisfied nor dissatisfied. The proportion of respondents who said they were very or fairly satisfied with the quality of their home has increased from 87% in 2021 and is higher than the Scottish Average reported in the 2023/24 ARC of 84%.



Where tenants said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the quality of their home (n=27), the main reasons were that tenants felt their home required upgrades such as new bathrooms or kitchens (8 tenants) or had outstanding repairs issues (7 tenants).

Q15 Can you please explain how New Gorbals could improve the quality of your home?		
Base: Not satisfied with quality of home, n=27		
	No.	%
Upgrades required e.g. new bathroom, kitchen	8	29.6%
Repairs needed/ poor quality	7	25.9%
Cold house/ difficult to heat/ draughts	5	18.5%
Problems with damp	5	18.5%
Other	2	7.4%
Property is too small	1	3.7%
House does not suit mobility needs/ adaptations	1	3.7%

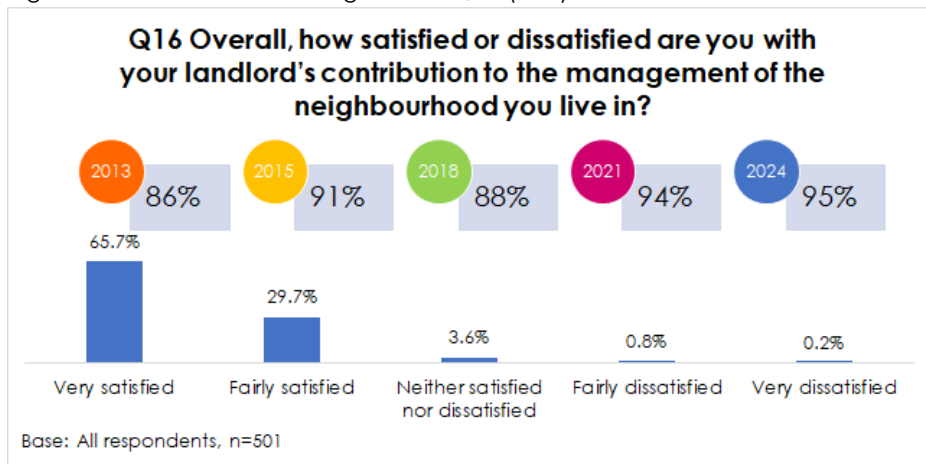
Analysis by property type reveals that tenants living in houses were significantly less likely to be satisfied with the quality of their home (78%) than tenants living in high rise flats (98%), maisonettes (97%) and tenement flats (95%). In terms of household composition, tenants living in two adult households were less likely to be satisfied with the quality of their home (89%) than single adults (97%). Tenants who lived in Gorbals East (100%) and Hutchestown (100%) were significantly more likely to be satisfied with the quality of their home than tenants who lived in Laurieston (84%) and Oatlands (88%).

Q14 Overall, how satisfied or dissatisfied are you with the quality of your home?					
		Base	% very/ fairly satisfied	% neither/ nor	% very/ fairly dissatisfied
Age	16-34	68	96%	3%	1%
	35-54	199	92%	5%	3%
	55-74	188	96%	3%	1%
	75+	46	98%	2%	-
Disability?	Yes	184	95%	5%	1%
	No	317	95%	3%	2%
Economic status	Full/ part time work	194	93%	5%	3%
	Unemployed	30	93%	3%	3%
	Not working due to health condition	103	97%	2%	1%
	Looking after home/ family/ carer/ other	44	95%	2%	2%
	Retired	130	95%	5%	-
Ethnicity	White Scottish/ English/ Other British/ Irish	376	95%	3%	2%
	Other ethnicity	125	94%	5%	1%
Household composition	Single adult	269	97%	1%	1%
	Two adults	73	89%	10%	1%
	Three or more adults	22	95%	5%	-
	1 parent family	57	91%	7%	2%
	2 parent family	74	96%	3%	1%
Area	Crown St	46	98%	2%	-
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	84%	12%	4%
	Oatlands	25	88%	8%	4%
	Queen Elizabeth Square	59	98%	2%	-
	Riverside	80	98%	-	3%
Property type	Flat	130	94%	5%	2%
	Four in a Block	3	100%	-	-
	High Rise	96	98%	-	2%
	House	23	78%	17%	4%
	Maisonette	59	97%	3%	-
	Tenement Flat	190	95%	4%	2%

6. NEIGHBOURHOOD MANAGEMENT

6.1 Contribution to neighbourhood management (Q16/17)

Respondents were then asked how satisfied or dissatisfied they were with the landlord's contribution to the management of the neighbourhood they live in. More than 9 in 10 respondents (95%) said they were very or fairly satisfied with New Gorbals contribution to the management of their neighbourhood, compared to 1% who were fairly or very dissatisfied and 4% who were neither satisfied nor dissatisfied. Overall satisfaction in this respect is consistent with the results reported in the 2021 tenant survey (94%) and is higher than the Scottish average for 2023/24 (85%).



A total of 23 tenants were not satisfied with their landlord's contribution to the management of the neighbourhood. A review of the comments provided to this question indicates that tenants were unhappy in this respect due to the amount of rubbish lying around (6 tenants), where they believed estate inspections should be carried out (4 tenants), where they would like antisocial behaviour issues to be dealt with (4 tenants) or issues with the bin areas to be addressed (4 tenants).

Q17 Can you please explain how it could be improved?		
Base: Not satisfied with estate management, n=23		
	No.	%
Area needs tidied up/ deal with rubbish	6	26.1%
Estate inspections/ someone to come out	4	17.4%
Deal with ASB	4	17.4%
Issues with bin area	4	17.4%
Sort the parking	2	8.7%
Other	2	8.7%
Don't know	3	13.0%

Satisfaction with the landlord's contribution to the management of the neighbourhood is lowest in Laurieston (87%) and significantly higher in Gorbals East (100%), Hutchestown (100%) and Riverside (98%).

Q16 Overall, how satisfied or dissatisfied are you with New Gorbals's contribution to the management of the neighbourhood you live in?					
		Base	% very/ fairly satisfied	% neither/ nor	% very/ fairly dissatisfied
Age	16-34	68	99%	1%	-
	35-54	199	94%	5%	2%
	55-74	188	95%	4%	1%
	75+	46	98%	2%	-
Disability?	Yes	184	95%	4%	1%
	No	317	96%	3%	1%
Economic status	Full/ part time work	194	94%	5%	2%
	Unemployed	30	97%	-	3%
	Not working due to health condition	103	96%	3%	1%
	Looking after home/ family/ carer/ other	44	93%	7%	-
	Retired	130	98%	2%	-
Ethnicity	White Scottish/ English/ Other British/ Irish	376	95%	3%	1%
	Other ethnicity	125	95%	4%	1%
Household composition	Single adult	269	96%	3%	1%
	Two adults	73	93%	4%	3%
	Three or more adults	22	91%	9%	-
	1 parent family	57	98%	2%	-
	2 parent family	74	97%	3%	-
Area	Crown St	46	98%	-	2%
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	87%	11%	2%
	Oatlands	25	100%	-	-
	Queen Elizabeth Square	59	95%	5%	-
	Riverside	80	98%	1%	1%

7. VALUE FOR MONEY OF RENT AND FINANCIAL MANAGEMENT

7.1 Priorities for ensuring value for money (Q18)

The questionnaire included a question which asked tenants to rate the top three things that should be considered when ensuring value for money. This revealed that just under 9 in 10 tenants felt a reliable and responsive repairs service was a top priority (88%). This was followed by investment in homes such as new kitchens and bathrooms (49%) and ensuring homes are energy efficient, warm and as easy to heat as possible (47%).

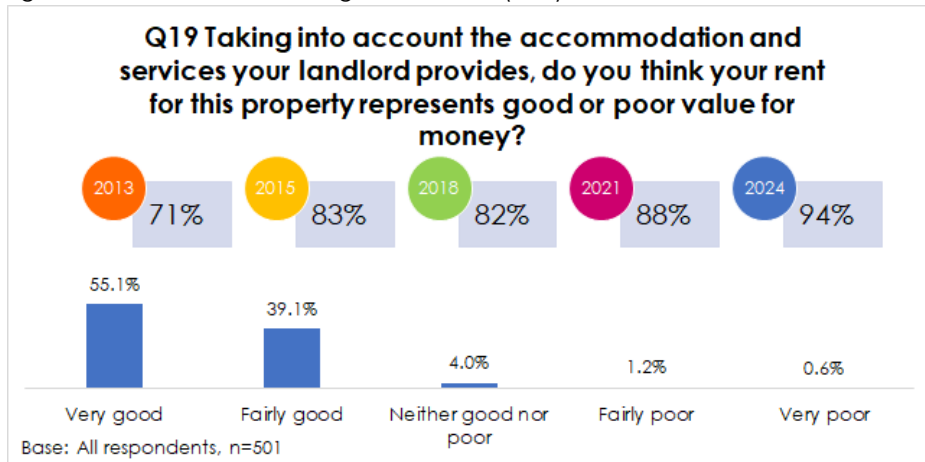
Q18 New Gorbals HA believes that value for money is striking the right balance between affordable rents, good quality services and investing in your homes and community. New Gorbals can't afford to do everything while keeping rents affordable, what do you think New Gorbals should be prioritising to maximise value for money? Please select up to 3

Base: All respondents, n=501	No.	%
Reliable and responsive repairs service	442	88.2%
Investment in homes e.g. kitchens and bathrooms	243	48.5%
Ensuring homes are as energy efficient, warm and easy to heat as possible	236	47.1%
Customer service e.g. locally accessible and responsive staff	201	40.1%
Support for tenants that need it – advice and support services	120	24.0%
Management of the area around your home including landscaping and bulk uplift	100	20.0%
Anything else? (please describe)	7	1.4%
Taking action to help the Green Agenda - promoting paperless/digital communication, taking energy efficiency measures at home and playing our part in addressing environmental concerns.	3	0.6%

Having a reliable and responsive repairs service is the top priority for all tenants across all demographic factors and property type. However, analysis by geography indicates that Riverside tenants were more likely to say improvements in homes was a top priority, while all other areas rated the repairs service as being most important. Full data tables showing this analysis can be found in the appendix.

7.2 Value for money (Q19/20)

In terms of value for money, over 9 in 10 respondents (94%) were of the opinion that their rent represents very or fairly good value for money, compared to 2% who felt their rent represents very or fairly poor value for money and 4% who felt it represents neither good nor poor value. The proportion of tenants who said their rent represents good value for money is at its highest level to date, an increase from 88% in 2021 and is higher than the Scottish Average for 2023/24 (82%).



Those who said their rent was neither good nor poor, fairly poor or very poor value for money (n=29) were asked to explain why they did not think their rent was good value for money, the most common reasons given were where tenants felt rents were generally too expensive (16 tenants) and where they were unhappy with the frequency of rent increases (12 tenants).

Q20 Can you please explain how New Gorbals could improve how you feel about value for money?		
Base: Not satisfied with value for money, n=29		
	No.	%
Not good value, too expensive	16	55.2%
Frequent rent increases	12	41.4%
Need to improve the quality of homes	3	10.3%
Rent is expensive for the size of property	1	3.4%
Rent does not reflect quality of services received	1	3.4%
Don't know	1	3.40%

Further analysis of value for money reveals that tenants with the following characteristics were most likely to say their rent was good value for money:

- Retired (98%)
- Lived as a one parent family (100%)
- Received full housing benefit (97%)
- Lived in Gorbals East, Hutchestown or Queen Elizabeth Square (all 100%)
- Lived in high rise flats, maisonettes or tenement flats (all 98%).

On the other hand, the following tenants were significantly less likely to say their rent offered good value for money:

- In full time/ part time work (92%)
- Lived in a 2 parent family (91%)
- Received partial housing benefit (80%)
- Lived in Laurieston (81%) and in flats (89%), four in a block flats (67%) and houses (70%)

Q19 Taking into account the accommodation and services New Gorbals provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it...					
		Base	% very/ fairly good	% neither / nor	% very/ fairly poor
Age	16-34	68	97%	-	3%
	35-54	199	90%	7%	3%
	55-74	188	96%	4%	1%
	75+	46	100%	-	-
Disability?	Yes	184	96%	4%	1%
	No	317	93%	4%	3%
Economic status	Full/ part time work	194	92%	6%	3%
	Unemployed	30	97%	-	3%
	Not working due to health	103	95%	4%	1%
	Looking after home/ family/ carer/ other	44	91%	7%	2%
	Retired	130	98%	2%	1%
Ethnicity	White Scottish/ English/ Other British/ Irish	376	94%	4%	2%
	Other ethnicity	125	94%	5%	2%
Household composition	Single adult	269	96%	3%	2%
	Two adults	73	95%	4%	1%
	Three or more adults	22	91%	9%	-
	1 parent family	57	100%	-	-
	2 parent family	74	91%	8%	1%
Housing benefit/ Universal Credit	Full Housing Benefit	242	97%	2%	1%
	Partial Housing Benefit	10	80%	20%	-
	Universal Credit	88	94%	5%	1%
	None	161	91%	6%	3%
Area	Crown St	46	96%	4%	-
	Gorbals East	79	100%	-	-
	Hutchesontown	86	100%	-	-
	Laurieston	126	81%	13%	6%
	Oatlands	25	96%	4%	-
	Queen Elizabeth Square	59	100%	-	-
	Riverside	80	98%	-	3%
Property type	Flat	130	89%	7%	4%
	Four in a Block	3	67%	33%	-
	High Rise	96	98%	-	2%
	House	23	70%	22%	9%
	Maisonette	59	98%	2%	-
	Tenement Flat	190	98%	2%	-

7.3 Housing benefit/ Universal Credit (Q21)

Just under half of tenants (48%) were in receipt of full housing benefit (48%). 18% received Universal Credit, 2% received partial housing benefit and just under a third paid full rent (32%).

Q21 Do you currently receive housing benefit or Universal Credit?		
Base: All respondents, n=501	No.	%
Full Housing Benefit	242	48.3%
Partial Housing Benefit	10	2.0%
Universal Credit	88	17.6%
None	161	32.1%

8. ABOUT YOU AND YOUR HOUSEHOLD

8.1 Household composition (Q25)

Over half of tenants said they lived in their home alone (54%), 15% lived with one other adult, 4% lived in a household with 3 or more adults, 11% were 1 parent families and 15% were 2 parent families.

Q25 How would you describe the composition of your household?		
Base: All respondents, n=501		
	No.	%
Single adult	269	53.7%
Two adults	73	14.6%
2 parent family with 1 child under 16	33	6.6%
2 parent family with 2 children under 16	33	6.6%
1 parent family with 1 child under 16	29	5.8%
Three or more adults, 16 or over	22	4.4%
1 parent family with 2 children under 16	22	4.4%
2 parent family with 3 or more children under 16	8	1.6%
1 parent family with 3 or more children under 16	6	1.2%
Other	6	1.2%

8.2 Age (Q26)

The age profile of respondents is shown below and revealed that 14% of respondents were aged 16-34, 40% were aged 35-54, 38% were aged 55-74 and 9% of respondents were aged 75 and over.

Q26 What is your age group?		
Base: All respondents, n=501		
	No.	%
16-24	4	0.8%
25-34	64	12.8%
35-44	112	22.4%
45-54	87	17.4%
55-64	99	19.8%
65-74	89	17.8%
75-84	37	7.4%
85+	9	1.8%
Prefer not to say	-	-

8.3 Long term health conditions (Q27)

In terms of disability status, 37% of respondents said they or someone in their household had a health condition or disability that has lasted or is expected to last at least 12 months.

8.4 Employment status (Q28)

Just under 4 in 10 respondents (39%) were in paid work (either full time, part time or self-employed). On the other hand, 26% were retired, 21% were long term sick or disabled, 6% were unemployed and 8% were at home looking after the family.

Q28 Which of the following best describes your economic status?		
Base: All respondents, n=501		
	No.	%
Full time paid work (35 or more hours more week)	140	27.9%
Part time paid work (less than 35 hours per week but more than 16 hours per week)	52	10.4%
Part time paid work (less than 16 hours per week)	2	0.4%
Unemployed/Seeking Work	16	3.2%
Unemployed/Not seeking work	14	2.8%
Not working due to health condition	103	20.6%
Looking after home/ family	39	7.8%
Carer	2	0.4%
Retired	130	25.9%
In further/ higher education	1	0.2%
Other (please write in below)	2	0.4%

8.5 Ethnicity (Q29)

The vast majority of respondents were white Scottish (74%) , 7% were Pakistani, Scottish Pakistani or British Pakistani and 5% were Polish.

Q29 What is your ethnic group?		
Base: All respondents, n=501		
	No.	%
White Scottish	370	73.9%
White English	5	1.0%
White Irish	1	0.2%
White Polish	27	5.4%
White Roma	1	0.2%
Any mixed or multiple ethnic groups	1	0.2%
Pakistani, Scottish Pakistani or British Pakistani	36	7.2%
Indian, Scottish Indian or British Indian	9	1.8%
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	3	0.6%
Chinese, Scottish Chinese or British Chinese	2	0.4%
Other Asian background	4	0.8%
African, Scottish African or British African	19	3.8%
Other African background	6	1.2%
Black, Black Scottish or Black British	1	0.2%
Other Caribbean or Black background	1	0.2%
Other	15	3.0%

APPENDIX 1: SURVEY QUESTIONNAIRE

Overall Satisfaction

1. **[SSHCH]** Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by New Gorbals Housing Association?

Very satisfied	1	Go to Q3
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q2
Fairly dissatisfied	4	
Very dissatisfied	5	
No opinion	6	Go to Q3

2. Can you please explain what New Gorbals Housing Association can do to improve?

Information and Communication

3. Which method(s) do you prefer to use to get in touch with New Gorbals Housing Association for a service? ALL THAT APPLY

Email	1
Text message	2
What's App	3
Phone Call	4
Letter	5
Website	6
Video call	7
Drop into Office	8
Appointment at Office	9
Appointment at Home	10
Other (please specify)	11

Commented [GC1]: Could these be ranked?

Commented [LS2R1]: It's a hard one to do this for as often it can depend what they are getting in contact about so it isn't a simple priority question

Commented [GC3R1]: Noted, just leave as is.

4. Going forward what is the best way for New Gorbals Housing Association to keep all tenants informed about services? (all that apply)

New Gorbals News	1
Leaflets	2
Public meetings	3
Website	4
Text	5
Facebook or other Social Media	6
Other (specify)	7

Commented [GC4]: Same, could these be ranked

Commented [LS5R4]: As above, I'd recommend keeping it as a multiple response as they may have one or more preferences its not an easy one to rank. I'd worry about them losing interest as questions are difficult early on if doing this

Commented [GC6R4]: Noted, just leave as is

5. [SSHCH] How good or poor do you feel New Gorbals is at keeping you informed about their services and decisions?

Very good	1	Go to Q7
Fairly good	2	
Neither good nor poor	3	Go to Q6
Fairly poor	4	
Very poor	5	

6. You said that you did not think New Gorbals are good at keeping you informed about their services and decisions. Can you explain how they could improve how they keep you informed?

Membership, Participation and Consultation

7. The following are other ways in which tenants can become involved and influence New Gorbals HA. Would you potentially be interested in participating in any of these in the future? [CODE ALL THAT APPLY]

Local Area Tenants and Residents Groups	1	Go to Q8
Short repairs satisfaction surveys on completion of repairs	2	
Responding to the rent consultation	3	
Tenants Scrutiny Panel	4	
Groups for Older People	5	
Food Events including Community Meals & Breakfast	6	
Volunteering Opportunities	7	
Gorbals Clubs including Big Ideas/Gardening & History	8	
Joining the Management Committee	9	
Not interested in getting involved	10	

8. Would you like me to pass back a note of your name and address so that they can get in touch with more information about how you can get involved? All your other answers will remain confidential and anonymous.

Yes (record name)	1
No	2

9. [SSHCH] How satisfied or dissatisfied are you with the opportunities given to you to participate in New Gorbals's decision making process?

Very satisfied	1	Go to Q11
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q10
Fairly dissatisfied	4	
Very dissatisfied	5	

10. You said that you were not satisfied with the opportunities given to you to participate in New Gorbals's decision making processes. Can you please explain how they can improve the opportunities they provide?

The Repairs Service

Turning now to New Gorbals's day to day repairs service, can I ask you...

11. [SSHC] Have you had any day to day repairs carried out in this property in the last 12 months?

Yes	1	Go to Q12
No	2	Go to Q14

12. [SSHC] Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by New Gorbals?

Very satisfied	1	Go to Q14
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q13
Fairly dissatisfied	4	
Very dissatisfied	5	

13. You said that you were not satisfied with the last time you had a repair carried out. Can you please explain how New Gorbals could improve the repairs service you received?

The Home

14. [SSHC] Overall, how satisfied or dissatisfied are you with the quality of your home?

Very satisfied	1	Go to Q16
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q15
Fairly dissatisfied	4	
Very dissatisfied	5	

15. You said that you were satisfied/not satisfied with the quality of your home. Can you please explain how New Gorbals could improve the quality of your home?

The Neighbourhood

16. [SSHC] Overall, how satisfied or dissatisfied are you with New Gorbals's contribution to the management of the neighbourhood you live in? [INTERVIEWER NOTE: Neighbourhood is defined as the area the Association has defined as having some responsibility for]

Very satisfied	1	Go to Q18
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q17
Fairly dissatisfied	4	
Very dissatisfied	5	

17. You said that you were not satisfied with New Gorbals's contribution to the management of the neighbourhood. Can you please explain how it could be improved?

Commented [GC7]: Could we ask the consent to share if tenants have a negative view, so we could follow up with a conversation

Commented [LS8R7]: If you are wanting to follow up I'd ask about any outstanding issues as we've done this before and whilst the comment is negative it may be about historical experience that is now resolved, whereas, if the repair is outstanding or there is still something needing done then you would want to follow up on these. My suggestion with this and the next one is to add in a series of questions at the end which remind them that everything they have said is completely anonymous and confidential therefore NGHA will not know what they have said. However, we can take back any requests for follow up or outstanding issues if they wouldn't like NGHA to follow up on these. Do they have any outstanding issues or request for follow up? Y/N, if yes what is it and do they consent to pass back?

I know its not quite the same but its trying to balance experience of passing back things that are resolved and also contradicting us saying the survey is confidential and anonymous whilst asking frequently through the survey if we can pass comments back?

Commented [GC9R7]: That is essentially our thinking, that someone would have outstanding issues but we wouldn't be able to follow up. So if can we add in the question where you think logical, that can capture any outstanding repair issues that require follow up that would resolve that. Thanks

Commented [GC10]: Same consent to share question if dissatisfied.

Value for money and affordability

18. New Gorbals HA believes that value for money is striking the right balance between affordable rents, good quality services and investing in your homes and community. New Gorbals can't afford to do everything while keeping rents affordable, what do you think New Gorbals should be prioritising to maximise value for money? Please select up to 3

Reliable and responsive repairs service	1
Customer service e.g. locally accessible and responsive staff	2
Support for tenants that need it – advice and support services	3
Investment in homes e.g. kitchens and bathrooms	4
Ensuring homes are as energy efficient, warm and easy to heat as possible	5
Management of the area around your home including landscaping and bulk uplift	6
Taking action to help the Green Agenda - promoting paperless/digital communication, taking energy efficiency measures at home and playing our part in addressing environmental concerns.	7
Anything else? (please describe)	8

Commented [GC11]: In rank order?
Can we also remove supply of new build housing, as on reflection could be misleading.

Commented [LS12R11]: Yes

19. [SSHC] Taking into account the accommodation and services New Gorbals provides, to what extent do you think that the rent for this property represents good or poor value for money? Is it...

Very good	1	Go to Q21
Fairly good	2	
Neither good nor poor	3	Go to Q20
Fairly poor	4	
Very poor	5	

20. You said that you do not think the rent for this property represents good value for money. Can you please explain how New Gorbals could improve how you feel about value for money?

21. Do you currently receive housing benefit or Universal Credit?

Full Housing Benefit	1
Partial Housing Benefit	2
Universal Credit	3
None	4

Final comments

22. Can I remind you that everything you have said is completely anonymous and confidential. New Gorbals HA will not know anything you have said unless you give us permission to share. Do you have any outstanding issues or areas of dissatisfaction which you feel New Gorbals has not dealt with and you would like us to take back to them so that they can contact you about these?

Yes	1	Go to Q23
No	2	Go to Q25

23. If yes, please can you explain what the issues you have are?

--

24. Can you confirm that you are happy for us to pass over a note of your issue to NGHA in order that someone can get in touch with you to discuss this further?

Yes, wish NGHA to contact	1
No, would rather not be contacted about this	2

About you and your household

The final questions are about you and your household. Please be assured that the questions are completely confidential and will not be passed onto New Gorbals with any reference to your name and address. This information is only used to create an overall picture of the type of residents housed by New Gorbals.

Can I remind you that you do not have to answer anything you do not want to. If you would prefer not to answer any question, please just say and I will move on to the next one.

25. How would you describe the composition of your household?

Single adult	1
Two adults	2
Three or more adults, 16 or over	3
1 parent family with 1 child under 16	4
1 parent family with 2 children under 16	5
1 parent family with 3 or more children under 16	6
2 parent family with 1 child under 16	7
2 parent family with 2 children under 16	8
2 parent family with 3 or more children under 16	9
Other – specify	10

26. What is your age group?

16-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-74	6
75-84	7
85+	8
Prefer not to say	9

27. Do you consider yourself to have a disability?

Yes	1
No	2

Commented [GC13]: Could there be another question about households, like do you have a caring responsibility within your household eg. Someone elderly, with a disability, other?

Commented [LS14R13]: We could? However, I thought we were focusing on the satisfaction survey and variables which we will use to analyse satisfaction and understand differences between groups which may be meaningful? Do you think this is going to have an impact on satisfaction or service delivery? I wonder if perhaps the more appropriate question is economic status, which could include carer? There may be differences between those, for example, who are in FT employment vs retired vs others?

Commented [GC15R13]: Agreed, can we add in economic status and have the carer responsibility in to that

28. Which of the following best describes your economic status? [ONE ONLY]

Full time employment (more than 35 hrs pw)	1
Part time employment (16-34 hrs pw)	2
Part time employment (under 16 hrs pw)	3
Unemployed/Seeking Work	4
Unemployed/Not seeking work	5
Not working due to health condition	6
Looking after home/ family	7
Carer	8
Retired	9
In further/ higher education	10
Other (please write in below)	11

29. What is your ethnic group? Choose ONE section from A-F, then tick ONE box which best describes your ethnic group or background.**A White**

Scottish	1
English	2
Welsh	3
Irish	4
Other British	5
Polish	6
Gypsy / Traveller	7
Roma	8

B Mixed or multiple ethnic groups

Any mixed or multiple ethnic groups, please write in:	9
---	---

C Asian

Pakistani, Scottish Pakistani or British Pakistani	10
Indian, Scottish Indian or British Indian	11
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	12
Chinese, Scottish Chinese or British Chinese	13
Other Asian background, please write in:	14

D African

African, Scottish African or British African	15
Other African background, please write in	16

E Caribbean or Black

Caribbean, Caribbean Scottish or Caribbean British	17
Black, Black Scottish or Black British	18
Other Caribbean or Black background, please write in	19

F Other ethnic group

Other, please write in	20
------------------------	----

30. Thinking about your own needs and circumstances, can you think of any way that the Association could improve on its existing services; or provide new services to you? Your own needs or circumstances could be related to: your age, being a parent or pregnant, your race/ethnic background, having a medical condition or disability, being married or in civil partnership, your gender, your sexual orientation.

Yes (please describe)	1	Ask Q31
No	2	Thank and close

31. All that you have said is completely anonymous and confidential. Would you like me to pass back your note of how the Association could help you with a note of your name and address so that they can consider this and get back to you? All your other answers will remain confidential and anonymous.

Yes (record name)	1
No	2

- Thank you very much for completing the questionnaire.
- Would you like to take a note of our web address where you will be able to find out more about Research Resource and how we use the information you give us?

APPENDIX 2: TECHNICAL REPORT SUMMARY



TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P1430
Project name	New Gorbals Tenant Satisfaction Survey 2024
Objectives of the research	The aim of the research was to undertake a survey of tenants in order to provide an interim assessment of tenant satisfaction relating to key Charter indicators.
Target population	Tenants of the Association
Description of sample frame/ source and validation methods if applicable	A database was provided by New Gorbals HA containing 2345 tenant names, addresses and phone numbers.
Sampling method (probability or non probability) and quotas used	N/A. Quota based approach was undertaken to ensure a rough pro rata spread of interviews across the stock was achieved.
Sample units drawn	All were in scope for the research (tenants).
Target sample size	The aim was to achieve a 20 percent response rate from the Association's 2345 tenants.
Achieved sample size	A total of 501 tenant interviews were achieved.
Date of fieldwork	Interviewing took place between the 19 th of July and the 16 th of August 2024
Sampling method	Interviews spread across organisation stock.
Data collection method	Interviews were undertaken with the tenant or their partner on a face to face basis. All responses were recorded electronically on tablet, entered directly into our SNAP survey software package.
Response rate and definition and method of how calculated	Tenants: 21% (501 interviews from a population of 2345)
Questionnaire length	c. 15 minutes
Any incentives?	No
Number of interviewers	6 interviewers were working on this.
Interview validation methods	10% of each interviewer's work was validated by respondent recontact to ensure that interviews have been completed accurately and in line with ISO 20252 standards.
Showcards or any other materials used?	Not applicable.
Weighting procedures	Not applicable. The interview profile is relatively in line with the overall tenant population profile. We are therefore

	comfortable that the coverage of the tenant population is sufficiently close that weighting of survey data is not required. The data reported is therefore unweighted.
Estimating and imputation procedures	Not applicable
Reliability of findings and methods of statistical analysis if applicable	+/-3.88% for tenants based upon a 50% estimate at the 95% confidence level

NB If publishing any results please ensure that any conclusions or data reported are adequately supported by the data provided in this report.

APPENDIX 3: DATA TABLES

Break % Respondents	Q26 What is your age group?				
	Total	16-34	35-54	55-74	75+
Base	501	68	199	188	46
Q18 New Gorbals believes that value for money is 'delivering the best possible outcomes using the resources available to their maximum effect'. What do you think it is most important that is considered when ensuring value for money? PLEASE SELECT UP TO 3					
Reliable and responsive repairs service	88%	93%	85%	90%	87%
Customer service e.g. locally accessible and responsive staff	40%	38%	33%	47%	48%
Support for tenants that need it – advice and support services	24%	22%	17%	29%	37%
Investment in homes e.g. kitchens and bathrooms	49%	56%	53%	45%	33%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	47%	51%	43%	48%
Management of the area around your home including landscaping and bulk uplift	20%	15%	26%	19%	7%
Taking action to help the Green Agenda - promoting paperless/digital communication, taking energy efficiency measures at home and playing our part in addressing environmental concerns.	1%	-	1%	1%	-
Anything else?	1%	3%	2%	1%	2%

Break % Respondents	Total	Q27 Do you consider yourself to have a disability?	
		Yes	No
Base	501	184	317
Q18 New Gorbals believes that value for money is 'delivering the best possible outcomes using the resources available to their maximum effect'. What do you think it is most important that is considered when ensuring value for money? PLEASE SELECT UP TO 3			
Reliable and responsive repairs service	88%	92%	86%
Customer service e.g. locally accessible and responsive staff	40%	47%	36%
Support for tenants that need it – advice and support services	24%	34%	18%
Investment in homes e.g. kitchens and bathrooms	49%	39%	54%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	43%	50%
Management of the area around your home including landscaping and bulk uplift	20%	15%	23%
Taking action to help the Green Agenda - promoting paperless/digital communication, taking energy efficiency measures at home and playing our part in addressing environmental concerns.	1%	1%	1%
Anything else? (please describe)	1%	2%	1%

Break % Respondents	Q28 Which of the following best describes your economic status? [ONE ONLY]					
	Total	Full/ part time work	Unempl oyed	Not working due to health conditio n	Looking after home/ family/ carer/ other	Retired
Base	501	194	30	103	44	130
Q18 What do you think it is most important that is considered when ensuring value for money? PLEASE SELECT UP TO 3						
Reliable and responsive repairs service	88%	85%	87%	91%	89%	91%
Customer service e.g. locally accessible and responsive staff	40%	42%	23%	49%	20%	41%
Support for tenants that need it – advice and support services	24%	21%	13%	30%	16%	29%
Investment in homes e.g. kitchens and bathrooms	49%	49%	67%	48%	70%	37%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	45%	50%	42%	61%	48%
Management of the area around your home including landscaping and bulk uplift	20%	28%	-	17%	16%	16%
Taking action to help the Green Agenda	1%	-	3%	-	-	2%
Anything else? (please describe)	1%	2%	-	2%	-	2%

Break % Respondents	Total	Q29 What is your ethnic group?	
		White Scottish/ English/ Other British/ Irish	Other ethnicity
Base	501	376	125
Q18 New Gorbals believes that value for money is 'delivering the best possible outcomes using the resources available to their maximum effect'. What do you think it is most important that is considered when ensuring value for money?			
Reliable and responsive repairs service	88%	90%	84%
Customer service e.g. locally accessible and responsive staff	40%	42%	35%
Support for tenants that need it – advice and support services	24%	27%	16%
Investment in homes e.g. kitchens and bathrooms	49%	48%	50%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	45%	52%
Management of the area around your home including landscaping and bulk uplift	20%	20%	19%
Taking action to help the Green Agenda - promoting paperless/digital communication, taking energy efficiency measures at home and playing our part in addressing environmental concerns.	1%	1%	-
Anything else? (please describe)	1%	2%	1%

Break % Respondents	Q25 How would you describe the composition of your household?					
	Total	Single adult	Two adults	Three or more adults	1 parent family	2 parent family
Base	495	269	73	22	57	74
Q18 What do you think it is most important that is considered when ensuring value for money?						
Reliable and responsive repairs service	88%	89%	90%	77%	89%	85%
Customer service e.g. locally accessible and responsive staff	40%	42%	44%	41%	40%	31%
Support for tenants that need it – advice and support services	24%	26%	26%	32%	21%	15%
Investment in homes e.g. kitchens and bathrooms	48%	47%	49%	36%	56%	47%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	46%	47%	45%	47%	53%
Management of the area around your home including landscaping and bulk uplift	20%	15%	15%	36%	21%	36%
Taking action to help the Green Agenda	1%	0%	3%	-	-	-
Anything else? (please describe)	1%	1%	-	9%	2%	3%

Break % Respondents	Total	Q21 Do you currently receive housing benefit or Universal Credit?			
		Full Housing Benefit	Partial Housing Benefit	Universal Credit	None
Base	501	242	10	88	161
Q18 What do you think it is most important that is considered when ensuring value for money?					
Reliable and responsive repairs service	88%	90%	70%	90%	86%
Customer service e.g. locally accessible and responsive staff	40%	39%	40%	38%	43%
Support for tenants that need it – advice and support services	24%	27%	40%	20%	20%
Investment in homes e.g. kitchens and bathrooms	49%	47%	30%	59%	46%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	50%	50%	39%	47%
Management of the area around your home including landscaping and bulk uplift	20%	12%	20%	31%	26%
Taking action to help the Green Agenda	1%	1%	-	-	-
Anything else? (please describe)	1%	2%	-	1%	1%

Break % Respondents	Total	Area						
		Crown St	Gorbals East	Hutcheson	Laurieston	Oatlands	Queen Elizabeth Square	Riverside
Base	501	46	79	86	126	25	59	80
Q18 What do you think it is most important that is considered when ensuring value for money?								
Reliable and responsive repairs service	88%	80%	90%	76%	90%	96%	100%	91%
Customer service e.g. locally accessible and responsive staff	40%	46%	56%	38%	23%	52%	93%	8%
Support for tenants that need it – advice and support services	24%	37%	22%	17%	15%	40%	63%	6%
Investment in homes e.g. kitchens and bathrooms	49%	37%	32%	50%	44%	48%	17%	100%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	50%	32%	43%	40%	40%	25%	95%
Management of the area around your home including landscaping and bulk uplift	20%	48%	41%	22%	17%	24%	-	-
Taking action to help the Green Agenda	1%	-	-	1%	2%	-	-	-
Anything else? (please describe)	1%	2%	-	2%	3%	-	-	-

Break % Respondents	Property type						
	Total	Flat	Four in a Block	High Rise	House	Maisonette	Tenement Flat
Base	501	130	3	96	23	59	190
Q18 What do you think it is most important that is considered when ensuring value for money?							
Reliable and responsive repairs service	88%	94%	100%	76%	91%	88%	90%
Customer service e.g. locally accessible and responsive staff	40%	46%	67%	21%	35%	27%	50%
Support for tenants that need it – advice and support services	24%	25%	33%	19%	13%	22%	27%
Investment in homes e.g. kitchens and bathrooms	49%	35%	-	73%	70%	69%	37%
Ensuring homes are as energy efficient, warm and easy to heat as possible	47%	33%	67%	73%	61%	56%	39%
Management of the area around your home including landscaping and bulk uplift	20%	15%	33%	11%	30%	19%	26%
Taking action to help the Green Agenda	1%	1%	-	-	-	-	1%
Anything else? (please describe)	1%	2%	-	1%	-	2%	1%