



Ruchazie Housing Association

Tenant Satisfaction Survey

September 2020

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Ruchazie Housing Association

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1. EXECUTIVE SUMMARY

INTRODUCTION

- Ruchazie Housing Association commissioned Research Resource to carry out a customer satisfaction survey on their behalf.
- A total of 146 interviews were carried out with Ruchazie Housing Association's tenants in order to assess satisfaction with the Association and the services it provides. Interviews took place between the 24th August and the 11th September 2020.
- 146 interviews represents a 65% response rate from tenants in scope for the research.
- This executive summary highlights the key findings from this programme of research.

KEY CHARTER INDICATORS

Scottish Housing Regulator indicators				
	2012	2018	2020	Trend
Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Ruchazie Housing Association? (% very/ fairly satisfied)	89%	95.83%	90.41%	-5%
How good or poor do you feel Ruchazie is at keeping you informed about their services and decisions? (%very good/ fairly good)	94%	99.31%	97.95%	-1%
How satisfied or dissatisfied are you with the opportunities given to you to participate in Ruchazie's decision making process? (% very/ fairly satisfied)	90%	100.00%	91.10%	-9%
Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs and maintenance service provided by Ruchazie? (% very/ fairly satisfied)- Those who have reported a repair in the last 12 months	-	85.48%	90.91%	5%
Overall, how satisfied or dissatisfied are you with the quality of your home? (% very/ fairly satisfied)	89%	94.44%	89.04%	-5%
Taking into account the accommodation and services Ruchazie 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)	85%	78.18%	80.82%	3%
Overall, how satisfied or dissatisfied are you with Ruchazie's contribution to the management of the neighbourhood you live in?	91%	93.80%	95.89%	2%

KEY POINTS

The results of the 2020 survey reveal that, in general, the Association is performing to a very high standard. The following points show the key highlights where satisfaction was highest:

- Overall satisfaction with the service provided by Ruchazie is high with 90% of tenants being very or fairly satisfied. Overall satisfaction has decreased from 96% since the last tenant satisfaction survey, undertaken in 2018.
- 98% of tenants said the Association was very or fairly good at keeping them informed about their services and decisions. Satisfaction has remained consistent since the 2018 survey where 99% rated the Association very or fairly good in this respect.
- 91% of tenants were very satisfied with the opportunities to participate in decision making processes, which has decreased by 9 percentage points from 100% in the 2018 survey.
- 91% of respondents who have used the repairs service in the last 12 months said that they were satisfied with the repairs and maintenance service provided by Ruchazie, compared with the 2018 survey this is an increase of 5 percentage points from 86%.
- 89% of tenants said they were very or fairly satisfied with the quality of their home. This is lower than in the 2018 survey where 94% were very or fairly satisfied.
- Just over 8 in 10 participants (81%) said the rent for their accommodation and the services their landlord provides represents very or fairly good value for money compared to 6% who said it represented very or fairly poor value for money and 13% who said it was neither good nor poor value for money. The proportion stating their rent was good value for money has increased from 78% in 2018.
- The majority of tenants (96%) were very or fairly satisfied with their landlord's contribution to the management of the neighbourhood as a place to live. Satisfaction with the neighbourhood has increased by 2 percentage points from 94% in 2018.

2. INTRODUCTION, BACKGROUND AND OBJECTIVES

2.1 Introduction

This report represents and discusses the findings to emerge from Ruchazie Housing Association's Tenant Satisfaction Survey 2020.

2.2 Background and objectives

The aim of the research was to seek tenants' views on the services that Ruchazie provides and how well it performs these services and to help identify areas where the service can be improved. Specifically, the research was designed to provide customers views on the following:

- The quality of information provided by Ruchazie
- Feedback on customer care;
- Quality of accommodation and the neighbourhood;
- Service provision including repairs, maintenance and improvements;
- Tenant involvement/ opportunities for participation;
- Value for money and affordability
- Performance of the Association during Covid-19.

It is against this background that Research Resource were commissioned to carry out Ruchazie Housing Association's 2020 Tenant Satisfaction Survey.

2.3 Research Method

We note that the Ipsos MORI guidance prepared on behalf of the Regulator debates the use of a range of different methodologies for carrying out the survey, including postal, online, telephone and face to face survey methods. However, given the current Covid-19 pandemic, it was decided to carry out the research using a telephone survey methodology.

This allows us to collate data using an interviewer led methodology, whilst ensuring that residents and researchers remain safe and adhere to the Government's guidance to work from home, where possible.

2.4 Questionnaire design

After consultation with Ruchazie Housing Association's representatives, a survey questionnaire was agreed which fully met the information needs and requirements of the organisation and included all issues of importance for tenants.

In developing the questionnaire the following issues were considered:

- The Scottish Social Housing Charter indicators upon which Ruchazie is required to report;
- Comparisons to the previous survey undertaken in 2016 and 2018;
- Research Resource experience in relation to customer satisfaction surveying.

2.5 Sample Size

The aim of the survey was to achieve a robust level of data upon which the Association can have confidence making decisions upon and to maximise the response to the survey.

Overall, a total of 146 interviews were completed with Ruchazie tenants, representing a 65% response rate and providing data accurate to $\pm 5\%$ based upon a 50% estimate at the 95% confidence level. Tenant interviews were spread across each area of the Association's stock to ensure coverage of all stock types.

2.6 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced field force, all of whom are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities.

Interviewing took place between the 24th August and the 11th September 2020.

2.7 Survey Analysis and Reporting

This report presents the findings of the survey for tenants and focuses on the key findings of the survey.

For the key Charter indicator responses, comparison has been drawn to Ruchazie's previous tenant satisfaction surveys which were completed in 2012 and 2018. In drawing comparisons to these results it is worth noting the different methodology that was used, with interviews previously being carried out on a face to face basis whereas interviews in 2020 were carried out using a telephone methodology and the tenant base had changed significantly.

Throughout this report the figures show the results as percentages and base numbers (the number of respondents to each question) are shown. Due to the small number of respondents, care should be taken when reading percentages.

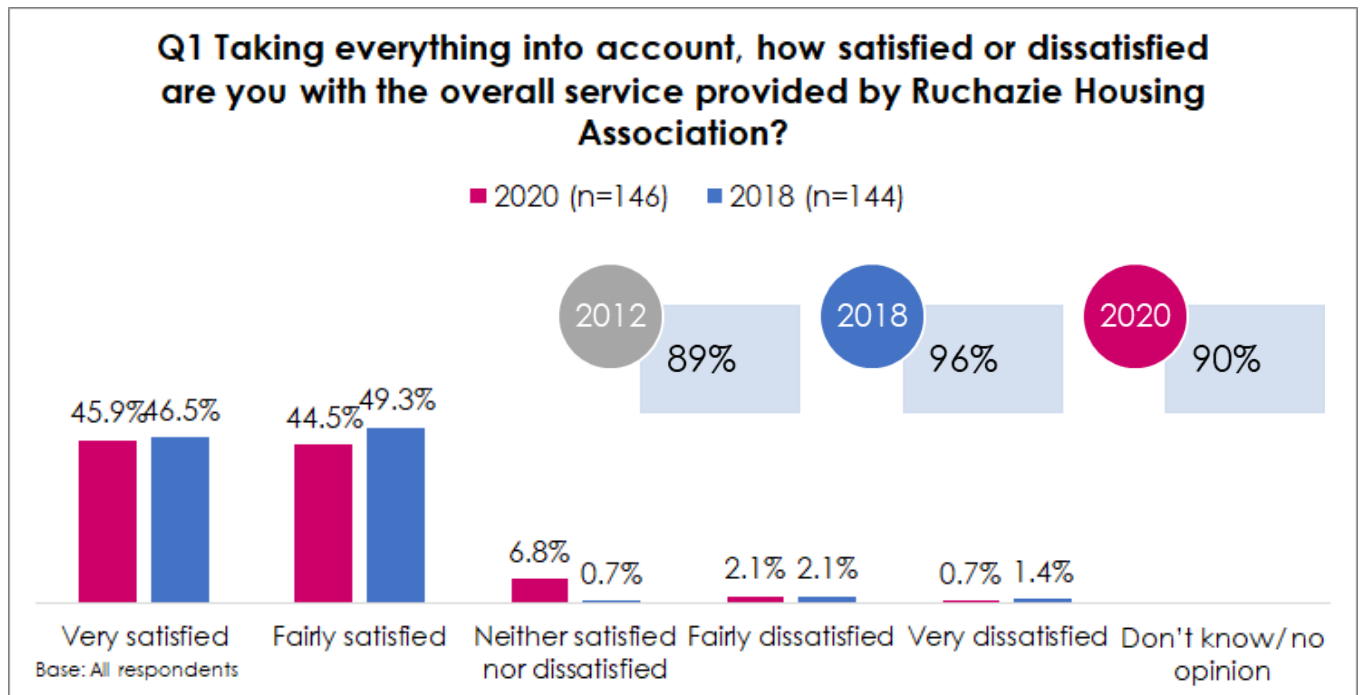
Percentages are rounded up or down to one decimal place. Not all percentages will sum to 100% due to rounding. Rounding can also cause percentages described in the supporting text or summarising 'overall satisfaction' (i.e. adding very satisfied and fairly satisfied responses together) to differ from the charts by 1% when two percentages are added together.

Where respondents could select more than one response to a question the percentages will sum to more than 100%.

3. OVERALL SATISFACTION

3.1 Satisfaction with the overall service provided by Ruchazie (Q1)

The survey opened by asking tenants how satisfied or dissatisfied they were with the overall service provided by their landlord. The vast majority of tenants (90%) said they were very or fairly satisfied with the overall service the Association provides compared to 7% who said they were neither satisfied nor dissatisfied and 3% who were very or fairly dissatisfied. Overall satisfaction has decreased from 96% since the 2018 tenant satisfaction survey.

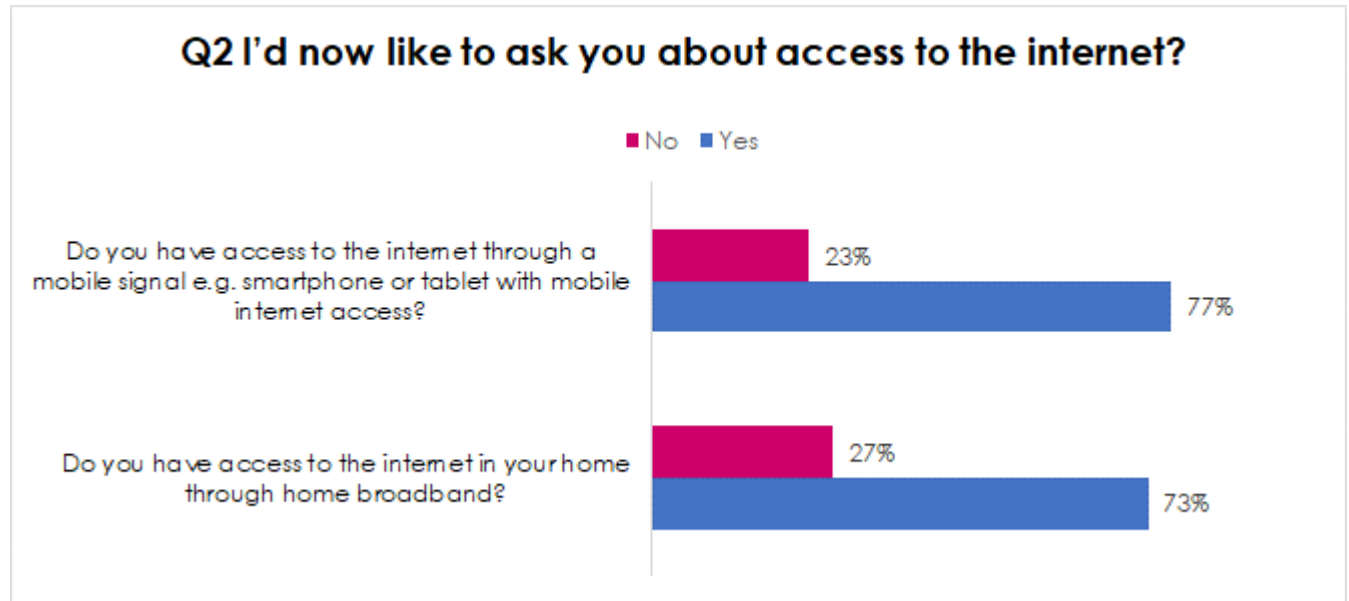


The tenants who were not satisfied with the overall service from Ruchazie, provided the following reasons for feeling that way. The main reasons given related to feeling like upgrading or improvements are required e.g. windows, kitchen, bathroom or boilers. Anti social behaviour issues were also raised in addition to repairs needing done (which may not have been done due to Covid).

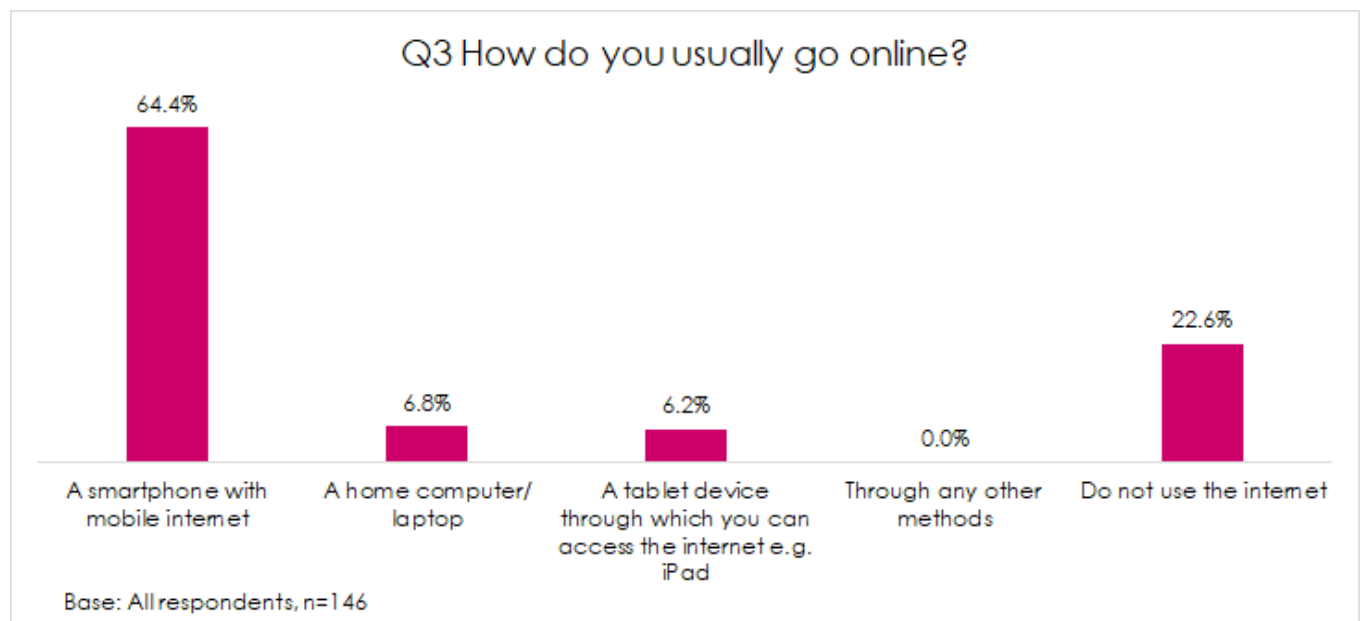
4. INFORMATION

4.1 Internet access (Q2/Q3)

Respondents were asked about internet access. Satisfaction was high with 77% of respondents stating they have internet access through a mobile smartphone (up from 56% in 2018), where as 73% have internet access through home broadband (up from 41% in 2018).



The majority of respondents go online using a smartphone (64%) compared to 7% who said they use a home computer and 6% said they use a tablet device. 23% of respondents do not use the internet. This is an increase in the proportion of respondents who use the internet since 2018, when 31% said they did not use the internet.



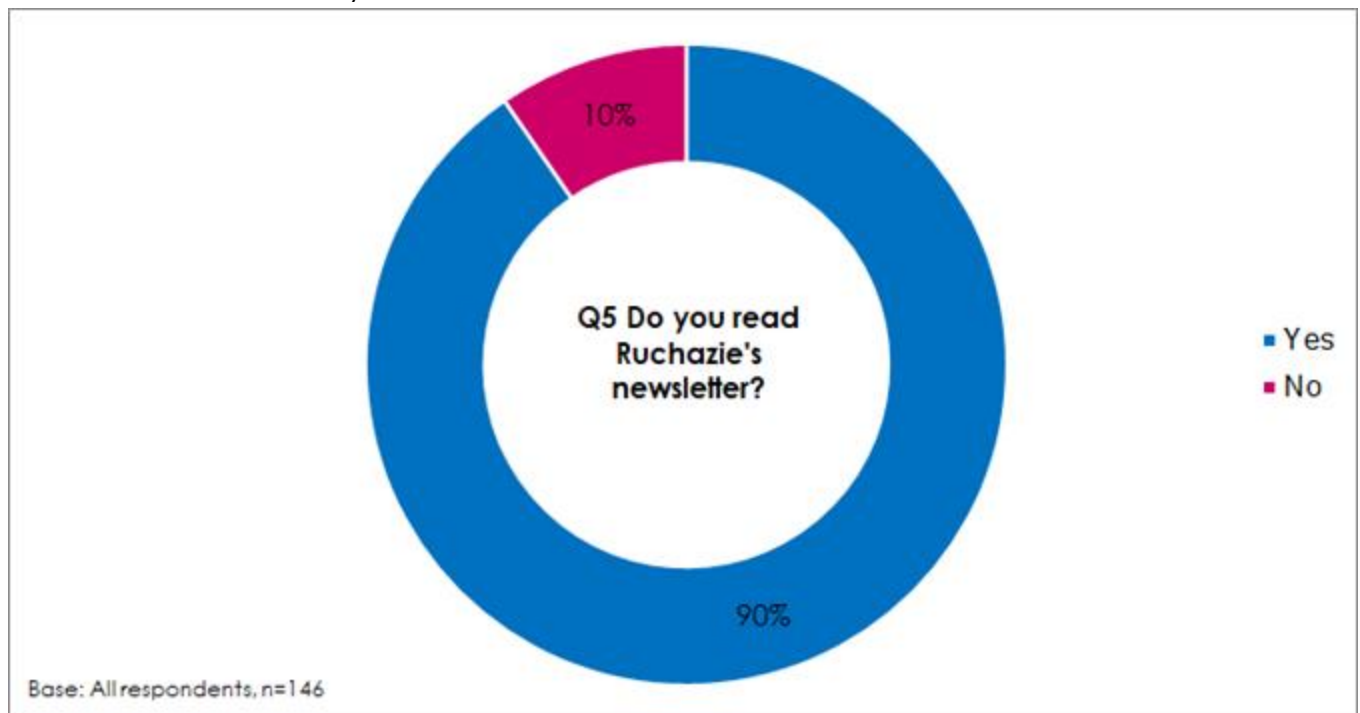
4.2 Sources of information (Q4)

Respondents were asked which methods they would like Ruchazie to use to keep them up to date. As shown below, the majority of tenants (69%) said by letter, 62% said newsletter and 39% said by text.

Q4 Which methods would you like to see Ruchazie using to keep you up to date at this time?		
Base: All respondents, n=146	No.	%
Letter	100	68.5%
Newsletter	91	62.3%
Text	57	39.0%
Telephone	22	15.1%
Email	16	11.0%
Website	9	6.2%
Facebook	4	2.7%
Other	2	1.4%

4.3 Newsletter (Q5)

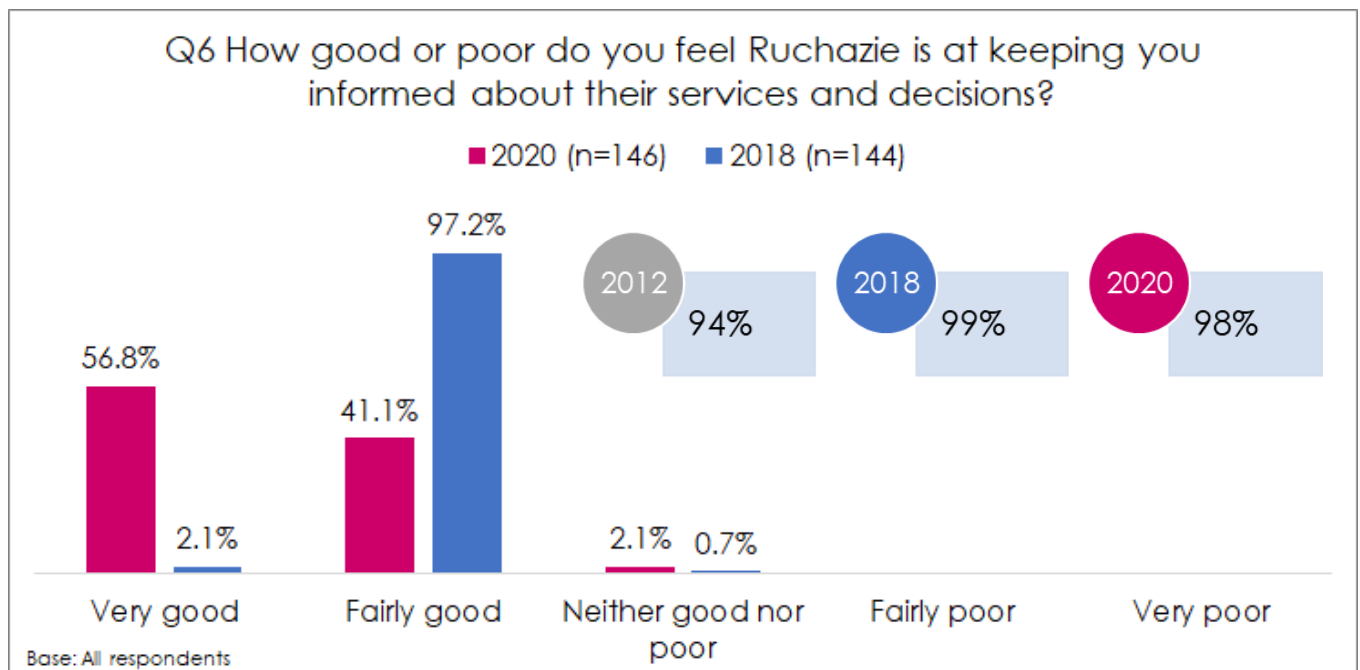
The majority of respondents said yes, they do read Ruchazie's newsletter compared with 10% who said they did not.



4.4 Keeping tenants informed (Q6)

All respondents were asked how good or poor they felt their landlord is at keeping tenants informed about their services and decisions. As shown below, the vast majority of tenants (98%) said they felt the Association was very or fairly good at keeping them informed, compared to 2% who said they were neither good nor poor in this respect.

The proportion of respondents stating that the Association is very or fairly good at keeping them informed has remained consistent since the 2018 survey, although it is notable that a significantly greater proportion of respondents stated that they believed Ruchazie to be very good in this respect in 2020 compared to 2018.



The tenants who were not satisfied were asked how Ruchazie could improve keeping them informed about services and decisions. Just three tenants stated this and the reasons they gave were:

- *I don't get newsletter.*
- *Don't know.*
- *I don't really trust what I see there.*

5. INFORMATION

5.1 Involving residents in decision making opportunities (Q8-Q11)

Respondents were asked if they were aware of various ways in which they could become involved in its decision-making processes, and then asked if they were interested in these.

As shown below, awareness was highest for becoming a committee member of the Association (65%) and providing views in surveys (62%). Just under one in five respondents (19%) said they were not aware of any of these ways in which they could get involved.

In terms of interest, respondents were most likely to be interested in the less proactive ways of getting involved with 24% interested in providing their views in surveys and 16% by receiving regular information. 72% of respondents said they would not be interested in participating in any of the activities mentioned.

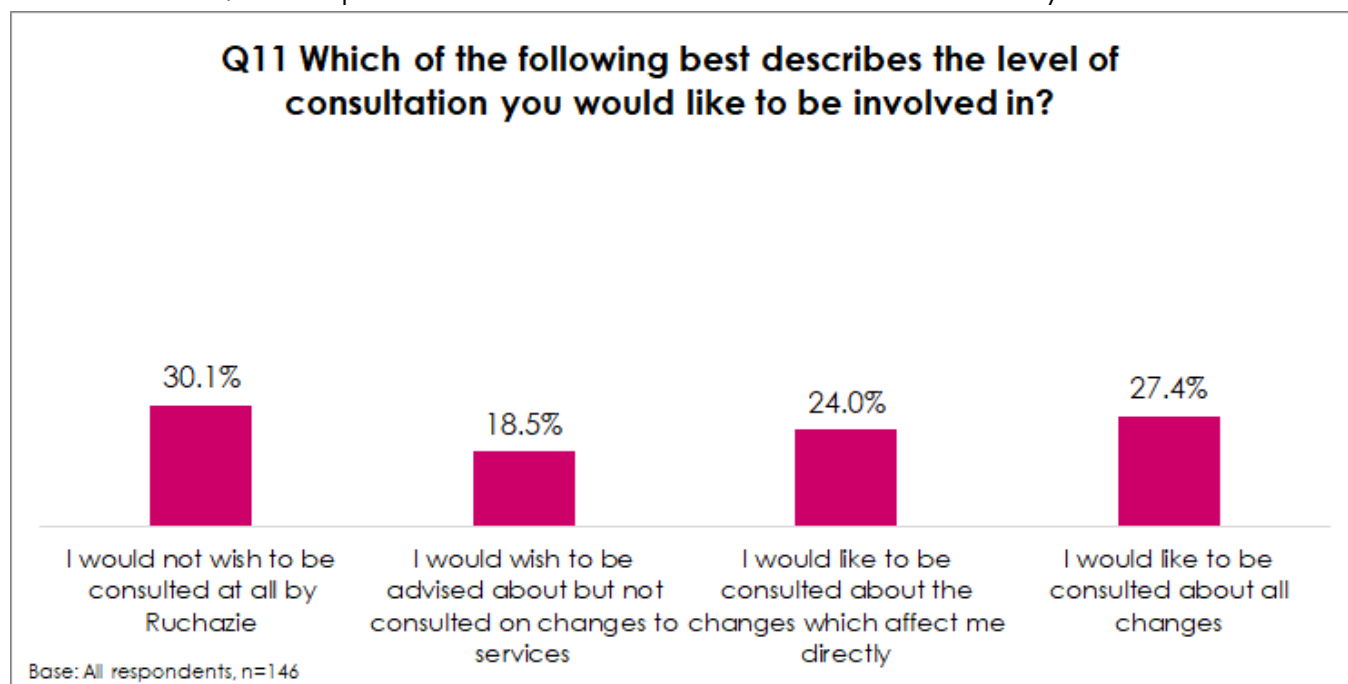
Q8 The Association undertakes a number of activities to involve residents in its decision making processes. A) are you aware that you could be involved in any of the following ways? B) would you be interested in becoming more involved in any of these ways?				
Base: All respondents, n=146	A) Aware		B) Interested	
	No.	%	No.	%
By receiving regular information about the Association's decisions and activities	81	55.5%	24	16.4%
By providing your views in surveys like this	91	62.3%	35	24.0%
Being part of the Association's register of interested tenants – a list of tenants who want to be consulted on Association policies	69	47.3%	7	4.8%
By taking part in consultation exercises on specific issues e.g. through attending public meetings	61	41.8%	7	4.8%
Participating in occasional focus groups	66	45.2%	8	5.5%
Becoming a Committee Member of the Association	95	65.1%	12	8.2%
Not aware of any of the ways of getting involved	28	19.2%		
Not interested in participating in any of the above			105	71.9%

Respondents were then asked what, if anything stops them becoming more involved with the Association. The most common answers were:

- Work commitments (32%)
- Childcare commitments (15%)
- Health/ disability issues (14%).

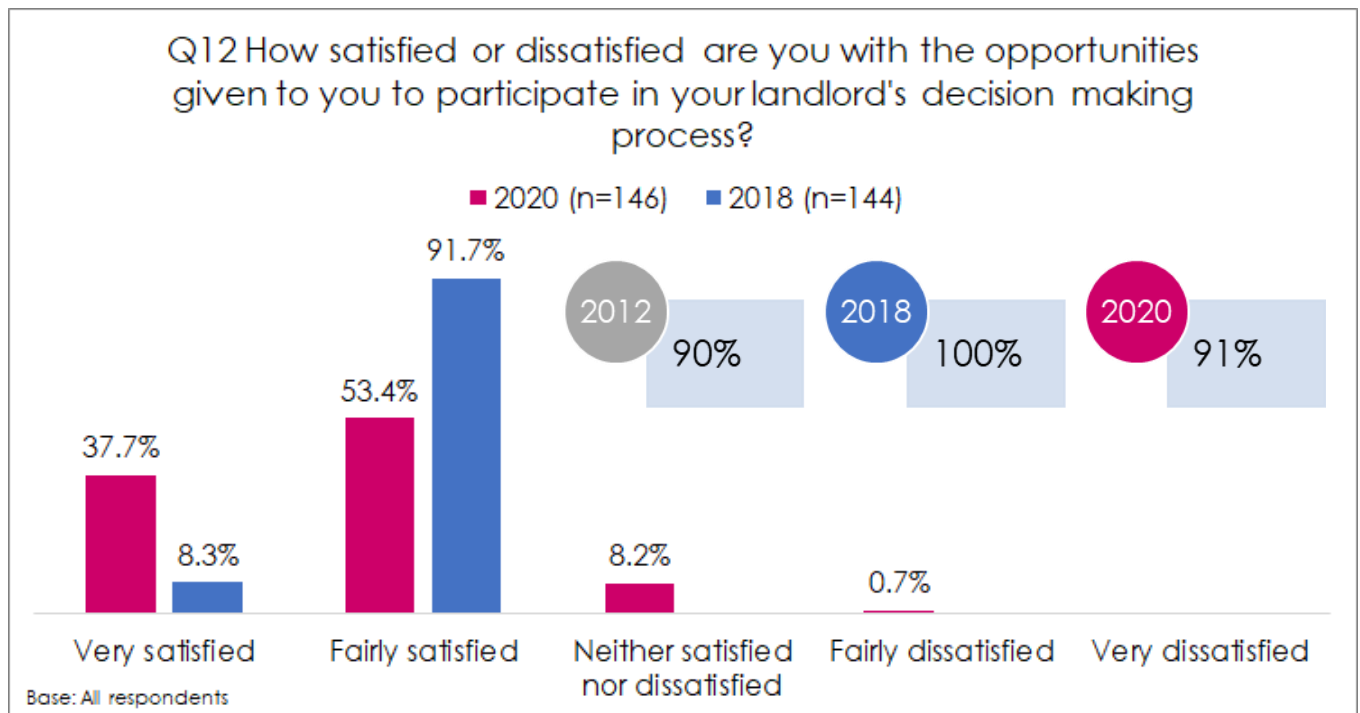
Q10 What, if anything, stops you becoming more involved with Ruchazie Housing Association?		
Base: All respondents, n=146	No.	%
Not interested	56	38.4%
Work commitments	46	31.5%
Childcare commitments	22	15.1%
Health / disability issues	21	14.4%
Nothing, I am already involved	14	9.6%
Happy with things as they are	9	6.2%
Don't think I have anything to contribute	3	2.1%
Don't think they listen anyway	3	2.1%
Lack confidence in speaking up	1	0.7%

Respondents were then asked to state the level of consultation they would like to be involved in relating to the Association. As shown below, the majority of respondents (24%) said they would like to be consulted about changes which affect them directly, compared with 27% who said they would like to be consulted about all changes. 19% of respondents said they would like to be advised about but not consulted on changes to services. 30% of respondents do not wish to be consulted at all by the Association



5.2 Participation opportunities (Q12)

Tenants were then asked how satisfied or dissatisfied they were with the opportunities given to them to participate in their landlords' decision making opportunities. As shown below, 91% were very or fairly satisfied with the participation opportunities. The proportion of respondents stating they were satisfied in this respect has decreased by 9 percentage points since the 2018 survey.



Respondents who were not satisfied were asked how Ruchazie could improve the opportunities given to you to participate in their decision-making processes. Respondents largely stated that they were not interested in getting involved. However, a small number of suggestions were made:

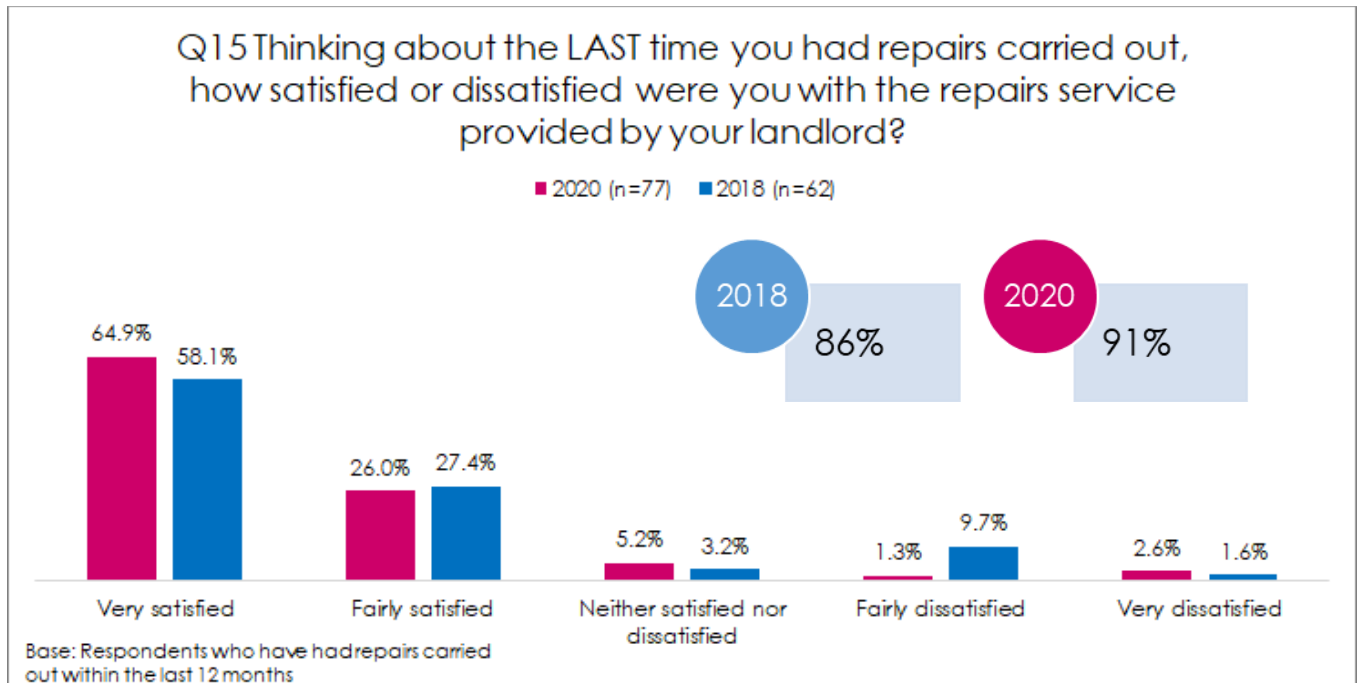
- *Send newsletter or information.*
- *More information and 6 monthly face to face.*
- *It is decided by committees.*
- *Open the opportunities up to all*
- *Advertise better.*

6. REPAIRS SERVICE

6.1 Satisfaction with the way Ruchazie deals with repairs and maintenance (Q14-Q16)

Just over half of the respondents (53%) stated they had a repair carried out in the last year.

When asked about their satisfaction with the last repair they had carried out, 91% said that they were satisfied with the repairs and maintenance service provided by Ruchazie, compared with 5% who were neither satisfied nor dissatisfied and 4% who were dissatisfied. Compared to the 2018 survey satisfaction has increased by 5 percentage points from 86%.



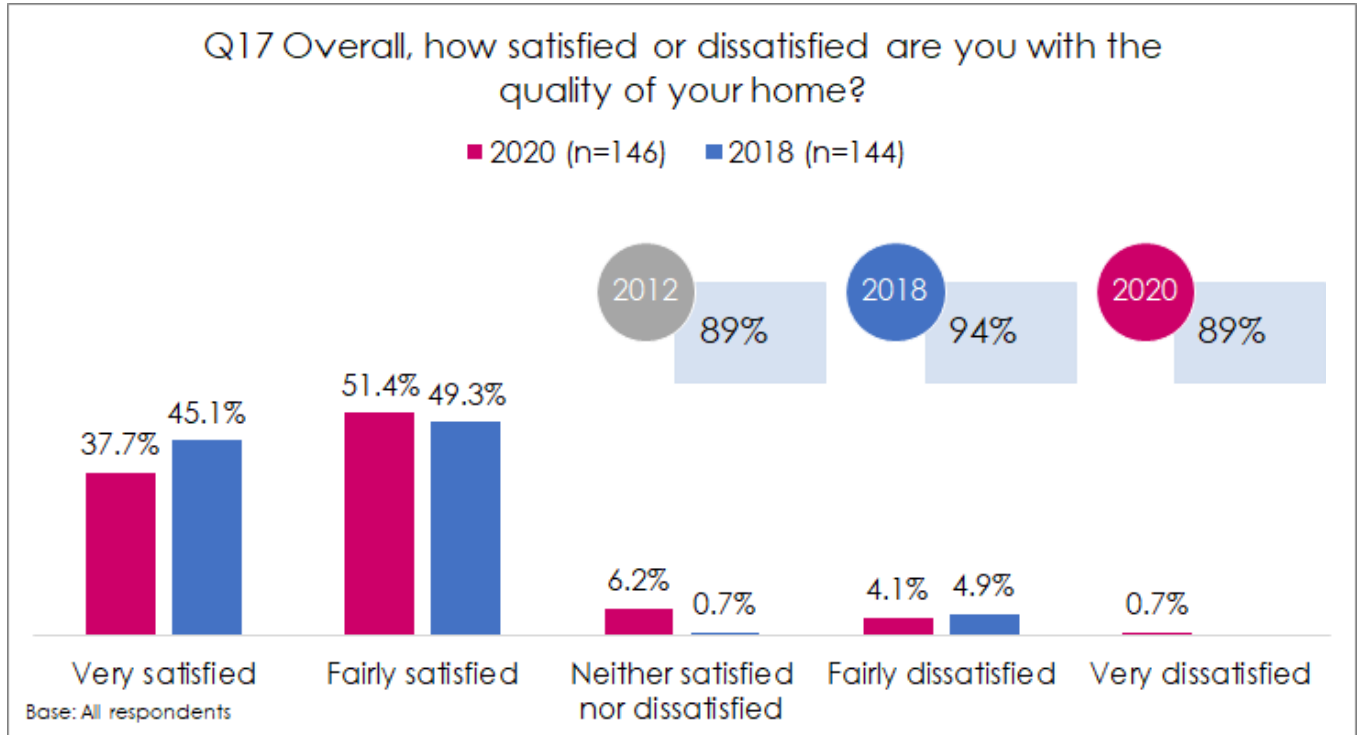
The majority of respondents said there was nothing (72%) that could be done to improve the repairs service. The reasons suggested for improvement were quicker timescales (7%) and completion on the first visit (5%).

Q16 What, if anything, could have been done to improve the repairs process?		
Base: Respondents, n=77	No.	%
Nothing	56	72.7%
Don't know	9	11.7%
Quicker timescales	5	6.5%
Complete on first visit	4	5.2%
Repair not complete/ still outstanding	2	2.6%
Other	2	2.6%
Improve communication	1	1.3%

7. SATISFACTION WITH THE HOME

7.1 Quality of the home (Q17)

With regards to the quality of the home, the majority of participants (89%) said they were very or fairly satisfied with the quality of their home compared to 6% who were dissatisfied and 5% who were neither satisfied nor dissatisfied. The proportion of respondents who said they were satisfied in this respect has decreased by 5 percentage points since the 2018 survey.



Those who were dissatisfied were asked to provide details of why they felt this way. The comments related mainly to feeling that respondents needed aspects of their home upgraded such as windows, kitchen, gutters, doors, boilers and bathrooms.

Analysis shows that some streets were much more likely to be satisfied with the quality of their home than others, although please be aware that due to the very small numbers this analysis is not statistically robust.

Q17 Overall, how satisfied or dissatisfied are you with the quality of your home?							
	Base	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	% very/ fairly satisfied
Craighouse	14	50.0%	50.0%	-	-	-	100%
GARTCRAIG	5	100.0%		-	-	-	100%
Avondale	22	9.1%	86.4%	4.5%	-	-	96%
BALCOMIE	14	21.4%	71.4%	-	7.1%	-	93%
Elibank	27	44.4%	48.1%	-	7.4%	-	93%
Milncroft	19	36.8%	52.6%	10.5%	-	-	89%
Claypotts	29	48.3%	34.5%	13.8%	3.4%	-	83%
Bankend	5	60.0%	20.0%	-	20.0%	-	80%
Caprington	4	-	75.0%	-	-	25.0%	75%
Drumlochy	7	28.6%	28.6%	28.6%	14.3%	-	57%

7.2 Priorities for maintenance (Q19)

Respondents were then asked what they regarded as being the top 3 priorities for maintenance in their home. As shown below, most respondents stated there were no priorities for maintenance at home. Where respondents have listed priorities these were most common for:

- Window replacement (58%)
- Bathroom upgrade/ replacement (50%)
- Kitchen upgrade/ replacement (43%)

Q19 What do you regard as being the 3 key priorities for maintenance in your home?				
Base: All respondents, n=146	Top priority	2nd priority	3rd priority	Overall
None	8.2%	19.2%	34.9%	62.3%
Window replacement	25.3%	17.1%	15.1%	57.5%
Bathroom upgrade/ replacement	16.4%	19.2%	14.4%	50.0%
Kitchen upgrade/ replacement	21.2%	15.8%	6.2%	43.2%
New external doors	8.2%	16.4%	13.7%	38.3%
Other	6.2%	4.1%	8.2%	18.5%
Heating/ boiler replacement	8.9%	4.8%	1.4%	15.1%
Measures to deal with dampness/ condensation	4.1%	2.1%	4.1%	10.3%
Rewiring	1.4%	1.4%	2.1%	4.9%

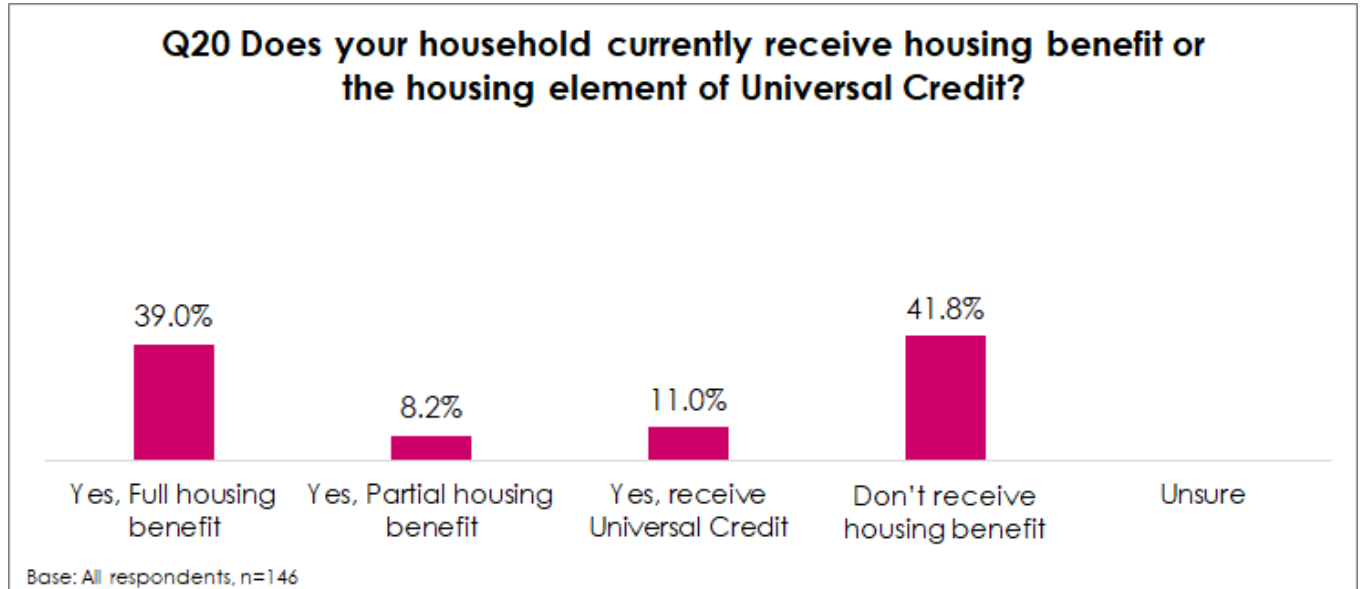
Further analysis by street revealed that respondents from Avondale were significantly more likely to list window replacement as being their top priority for improvement in their home (91%) whereas those living in Bankend were more likely to state that they did not have any of these as priority for improvement (40%).

Q19 What do you regard as being the 3 key priorities for maintenance in your home? - Overall Priority										
	Bankend	Milncroft	Claypotts	Craighouse	Drumlochy	Balcomie	Avondale	Gartcraig	Elibank	Caprington
	5	19	29	14	7	14	22	5	27	4
Window replacement	40%	47%	66%	64%	72%	50%	91%	60%	33%	25%
Rewiring		5%			14%	7%	9%	20%	4%	
Bathroom upgrade/ replacement		47%	62%	64%	29%	29%	59%	40%	48%	75%
Kitchen upgrade/ replacement		42%	34%	64%	14%	64%	5%		78%	100%
New external doors	20%	32%	55%	71%	72%	14%	55%	20%	11%	
Measures to deal with dampness/ condensation	20%		3%		14%	14%	23%	20%	4%	75%
Other	20%	37%		21%	43%	50%			19%	25%
None	40%	16%	10%			7%		20%	7%	
Heating/ boiler replacement			45%	14%	29%		5%		15%	

8. RENT, INCOME AND WELFARE BENEFITS

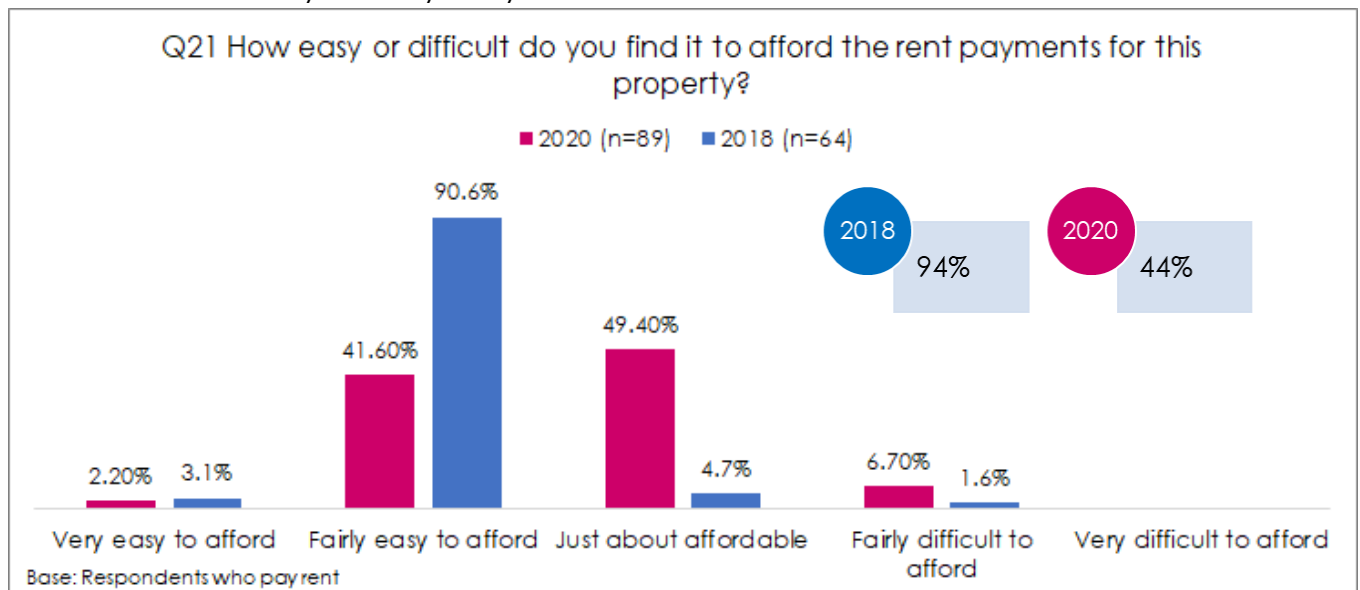
8.1 Housing Benefit (Q20)

In terms of housing benefit, just under 4 respondents (39%) said they were in receipt of full housing benefit, 8% were in receipt of partial housing benefit and 11% said they received universal credit. 42% of respondents pay full rent.



8.2 Affordability of rent payments (Q21)

Participants who paid their rent, or part of their rent were asked how easy or difficult they found it to afford the rent payments for their home. As shown below, 44% of respondents said they find their rent payments very or fairly easy to afford and 49% said it is just about affordable. This is a significant decrease compared to 2018 when 94% found their rent very or fairly easy to afford.



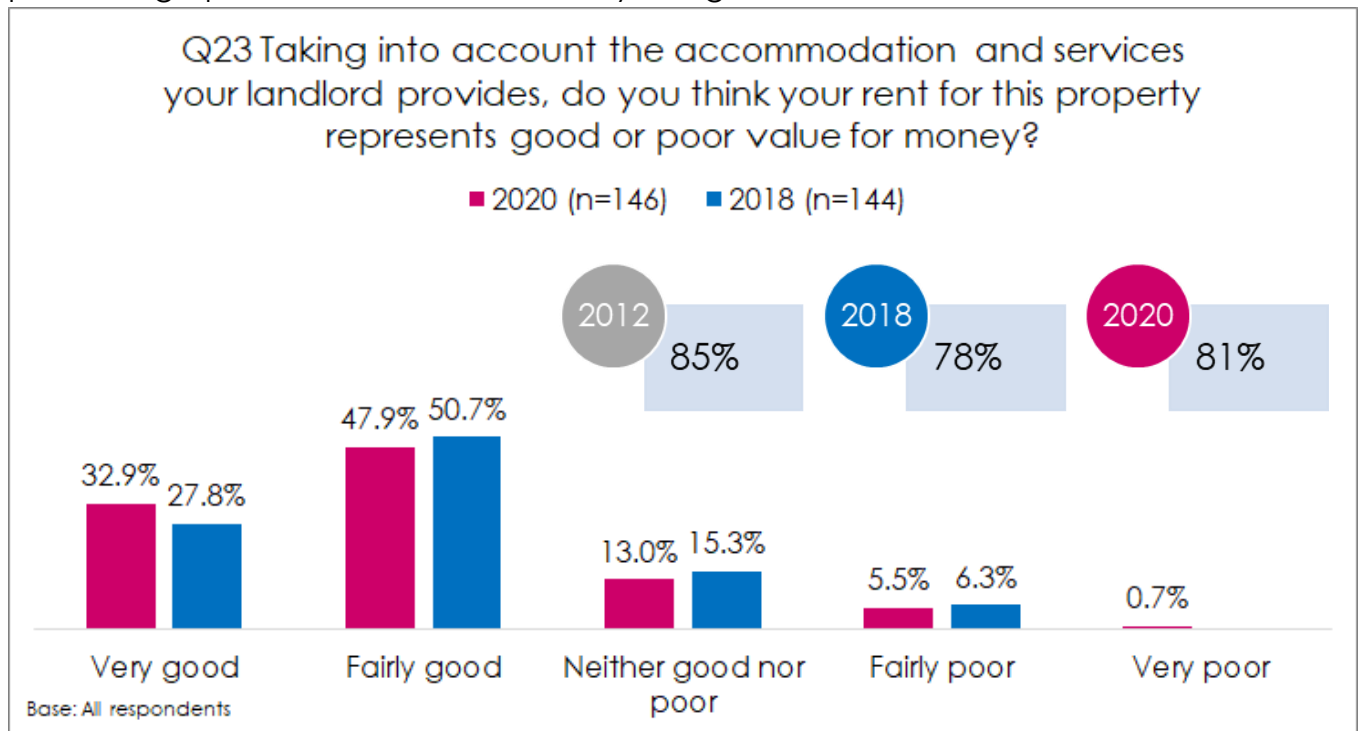
8.3 Awareness of welfare rights service (Q22)

The majority of tenants (78%) were aware that the Association has a Welfare Rights Service, with just 22% of tenants who were not aware.

8.4 Value for money (Q23)

The majority of respondents (81%) said the rent for their accommodation and the services their landlord provides represents very or fairly good value for money compared to 6% who said it represented very or fairly poor value for money and 13% who said it was neither good nor poor value for money.

The proportion stating their rent was good value for money has increased by 3 percentage points since the 2018 survey, rising from 78% to 81%.



All respondents were then asked to provide comments for feeling this way about the value for money for their rent. The open ended comments were grouped in to common themes and are displayed in the table below. The most common reasons were:

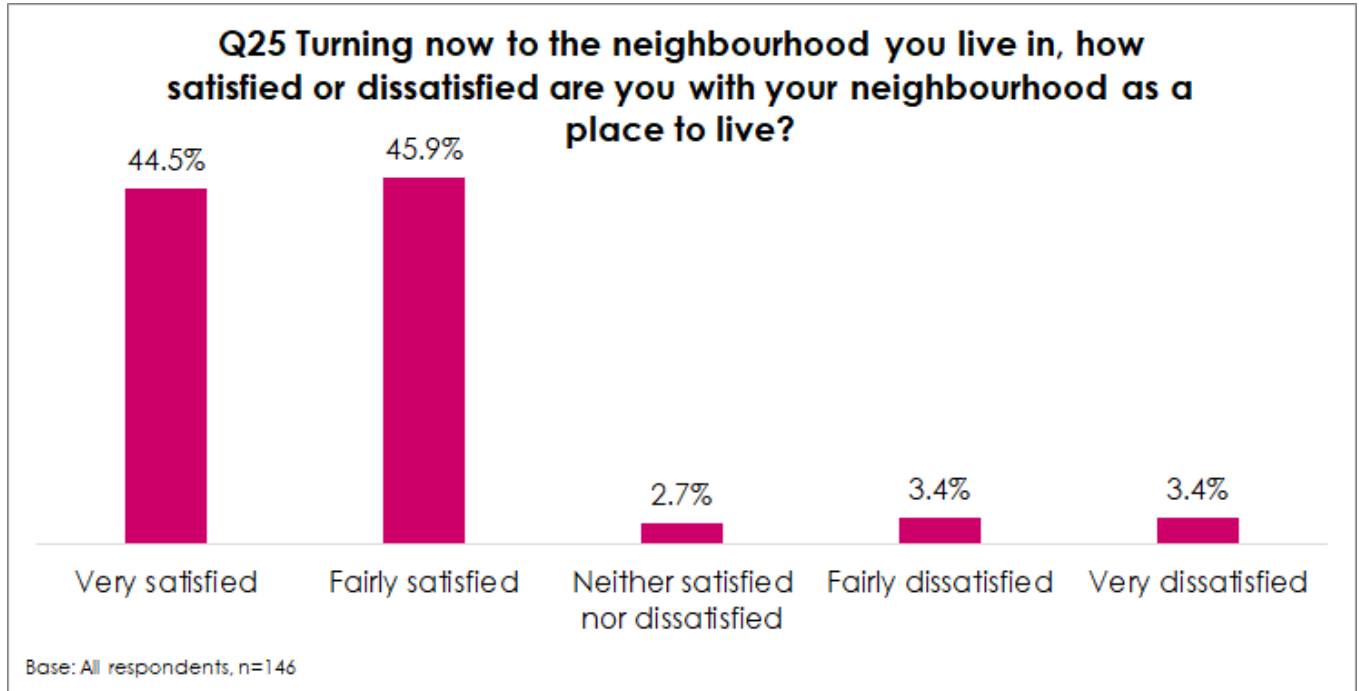
- Good quality homes (27%)
- Good size of property (20%)

Q24 Can you explain why you say that?		
Base: All respondents, n=146	No.	%
Good quality homes	40	27.4%
Good size of property	29	19.9%
It's okay	20	13.7%
Provide good services	18	12.3%
Expensive for size/ keeps increasing	14	9.6%
Don't know	12	8.2%
Like the area	11	7.5%
Cheaper than other HA/ private rents	7	4.8%
Home requires upgrades/ improvements	7	4.8%
Other	7	4.8%
Poor quality housing	3	2.1%

9. THE NEIGHBOURHOOD

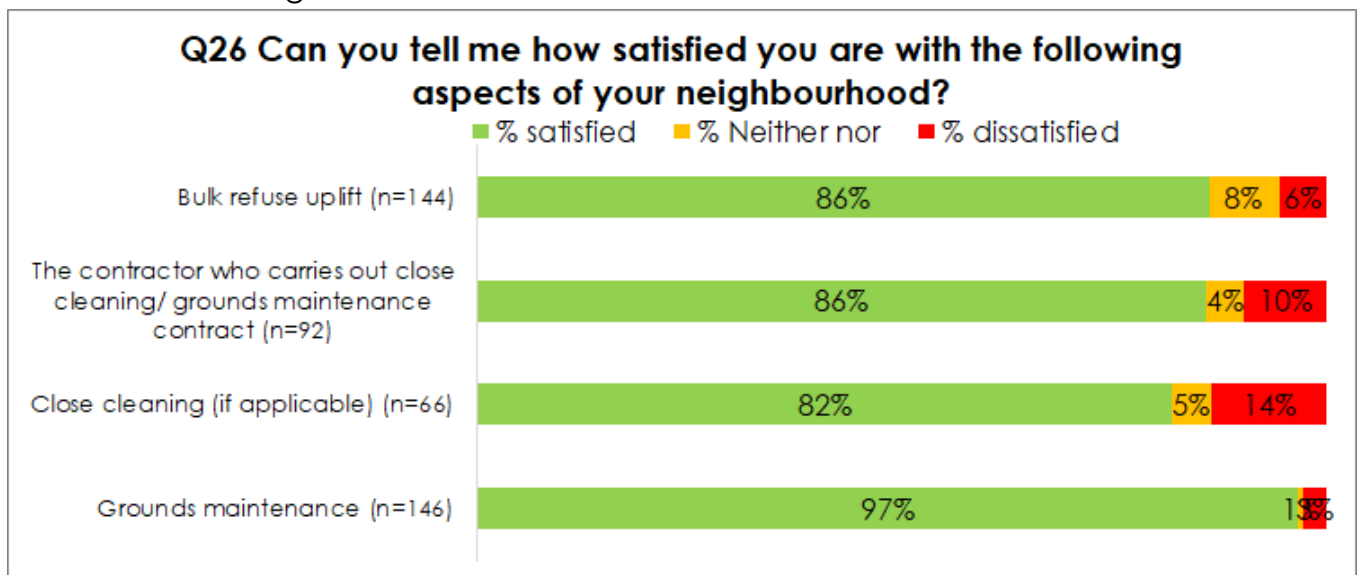
9.1 Neighbourhood as a place to live (Q25)

In terms of the neighbourhood as a place to live, the vast majority of tenants (90%) said they were very or fairly satisfied with their neighbourhood compared to 3% who were neither satisfied nor dissatisfied and 7% who were very dissatisfied.



9.2 Satisfaction with aspects of the neighbourhood (Q44)

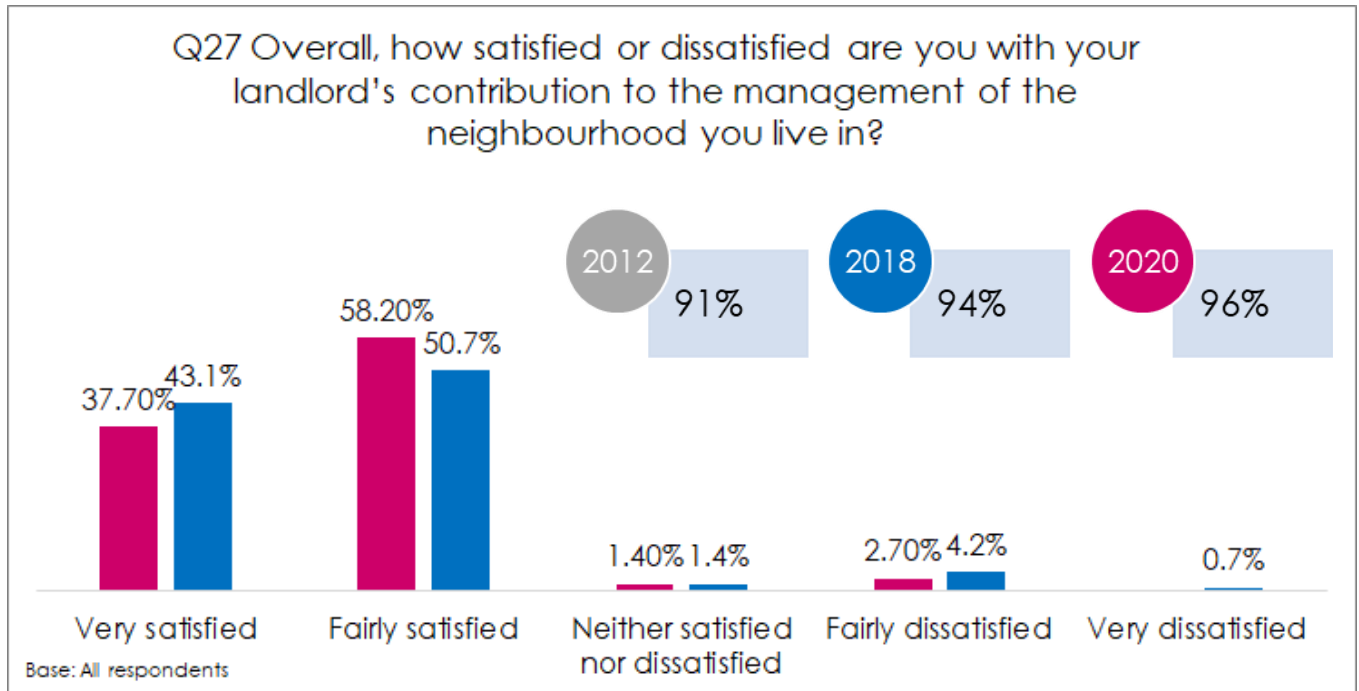
As shown below satisfaction levels varied, ranging from 82% in terms of close cleaning, to 97% in terms of grounds maintenance.



9.3 Satisfaction with landlord's contribution to neighbourhood (Q27)

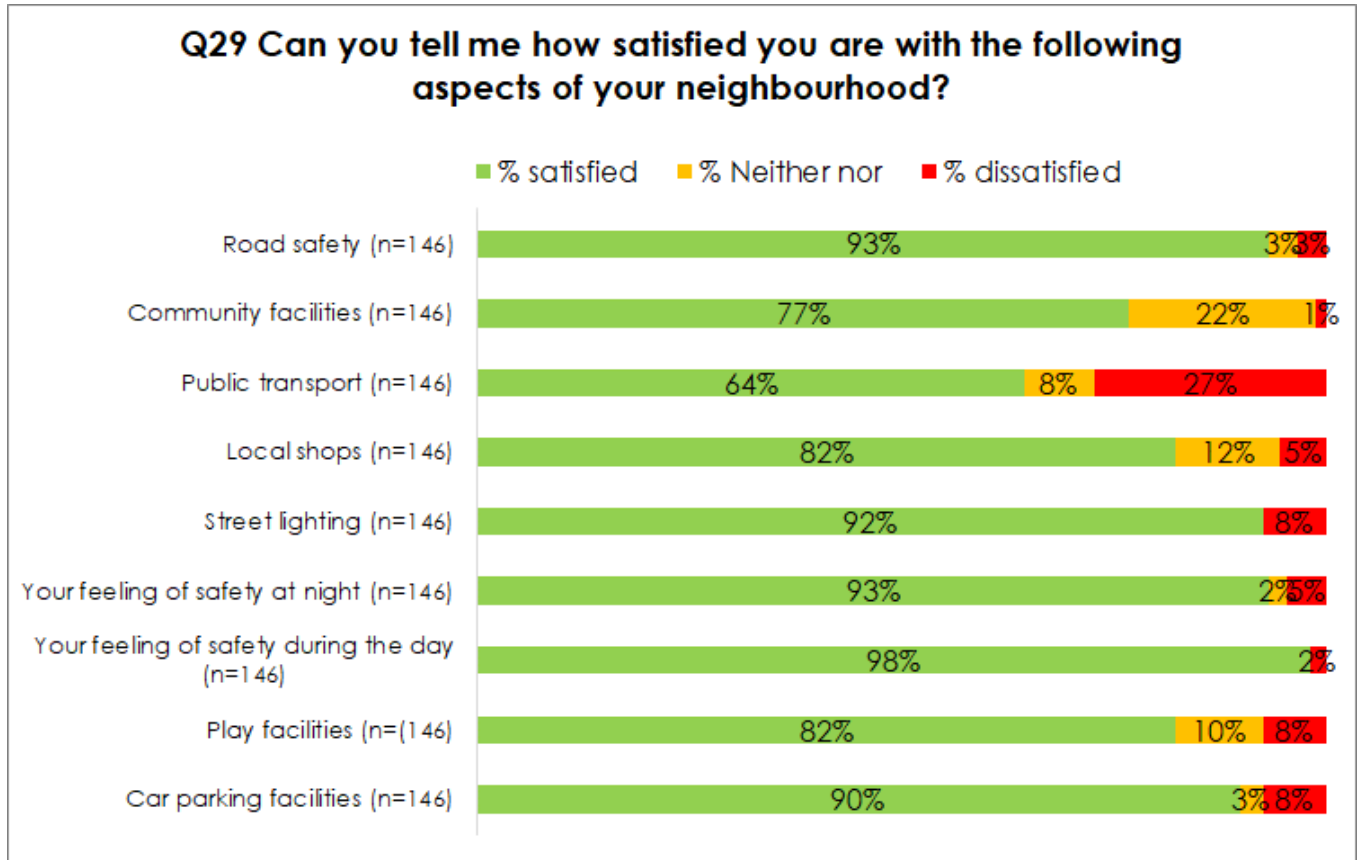
Respondents were asked how satisfied they were with the landlord's contribution to the neighbourhood they live in. The majority of tenants (96%) were very or fairly satisfied compared to 1% who were neither satisfied nor dissatisfied and 5% were very or fairly dissatisfied.

Satisfaction compared with 2018 has seen an increase of 2 percentage points since 2018, rising from 94% to 96% in 2020.



9.4 Satisfaction with aspects of neighbourhood (Q29)

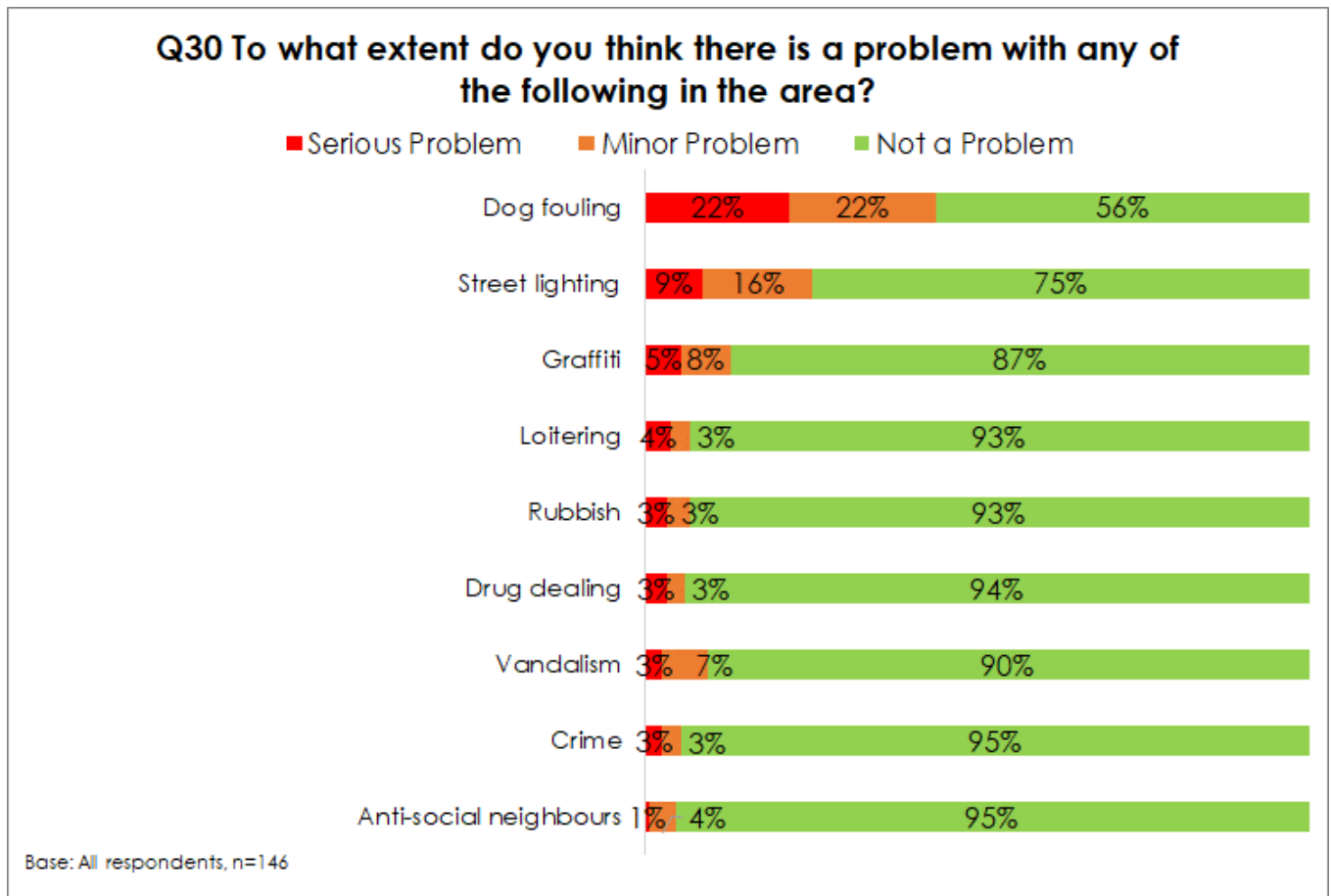
As shown below satisfaction levels varied, ranging from 64% in terms of public transport, to 98% in terms of feeling of safety during the day.



9.5 Problems in the area (Q30)

Respondents were read a list of potential problems and asked to state whether they felt it was a serious problem, minor problem or not a problem in their area. As shown below, the biggest problems were in terms of:

- *Dog fouling (44% serious/minor problem)*
- *Rubbish (25% serious/minor problem)*
- *Anti-social neighbours (13% serious/minor problem)*



10. COVID-19

10.1 Contacting the Association (Q30)

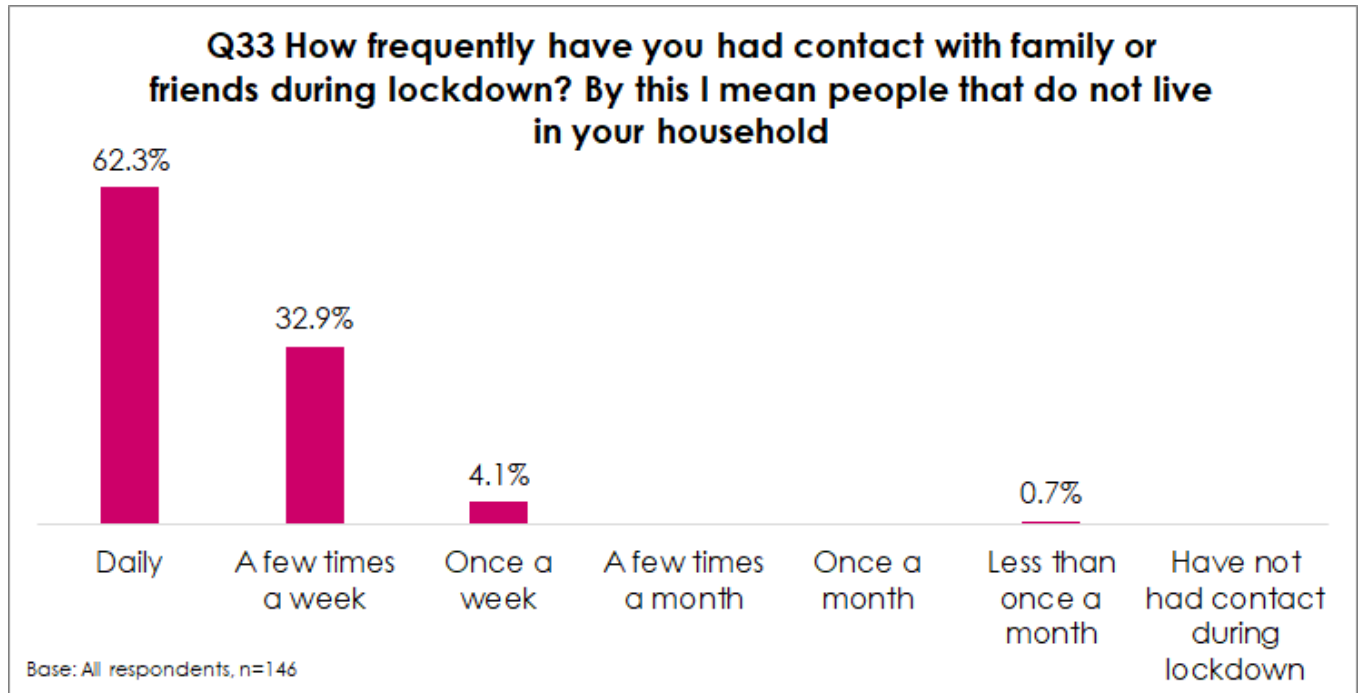
The majority of tenants (88%) said they have not changed the way they contact the Association during the lockdown period. 12% said they have changed the way they contact the Association. The ways in which things have changed is that customers email rather than phoning or going into the office or phoning as opposed to visiting. One respondent said they text and one said via Facebook.

10.2 Contact with family and friends (Q32-Q33)

As shown from the table below the majority of tenants (97%) have used telephone to keep in touch with family or friends during lockdown. 32% of respondents have used text message and 23% said they have used facetime.

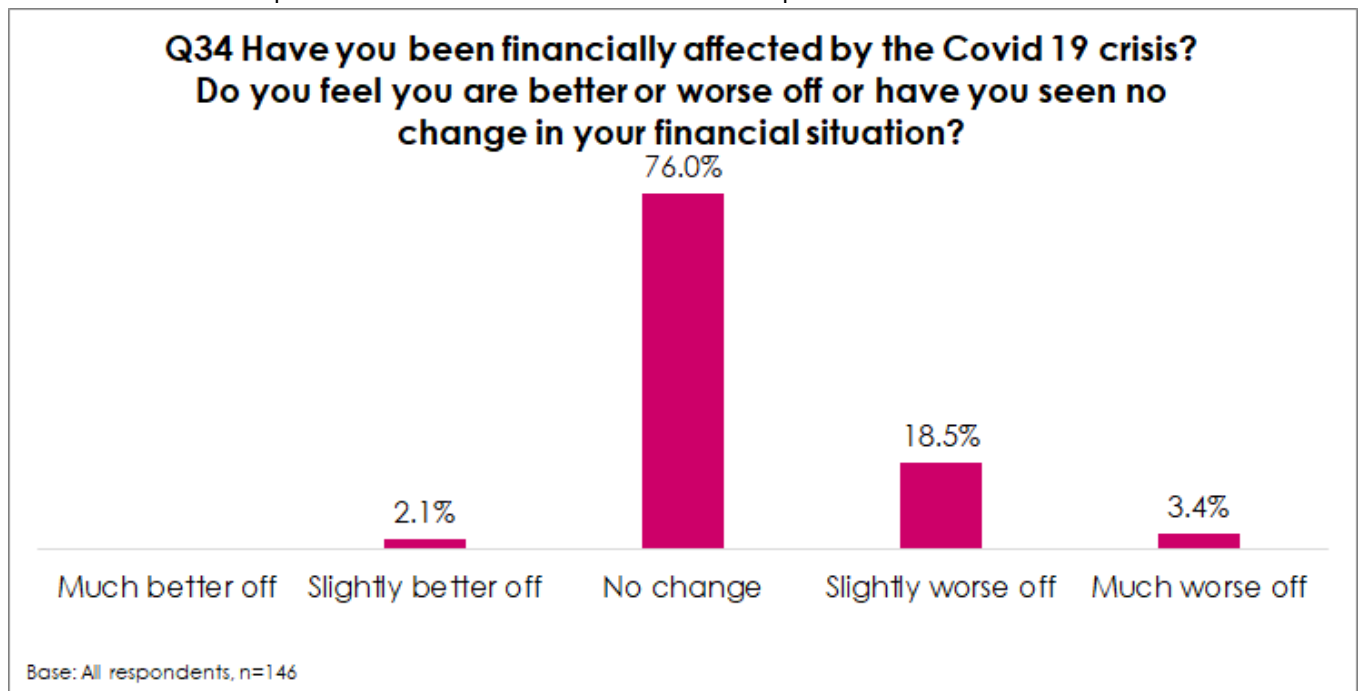
Q32 How did you keep in touch with family or friends during lockdown?		
Base: All respondents, n=146	No.	%
Phone	141	96.6%
Text message	46	31.5%
Facetime	34	23.3%
Zoom	23	15.8%
What's App video calls	22	15.1%
Email	15	10.3%
Skype	2	1.4%
Other (please specify)	2	1.4%

Respondents were then asked how frequently they had contact with family or friends during lockdown. Just over 6 in 10 respondents (62%) have made contact daily compared with 33% who said they do a few times a week and 4% who said once a week.



10.3 Affected financially by covid-19 (Q34)

The majority of respondents 76% stated there has been no change with their financial situation by Covid-19 compared with 19% who said they were slightly worse off. This is in line with the impact we have seen in other comparable research.



10.4 Need for contacting the Association (Q35-Q36)

Just under half of the respondents (47%) said they had to contact the Association during this time compared with 53% who said they did not. The most common answers for contacting the Association where they had received a call/ check-up from Association (33%) and for repairs (30%).

The majority of respondents (92%) said they did not expect any contact compared with 8% who said yes there should have been contact. They believed that this contact should have been made to check that they were ok and to keep them updated.

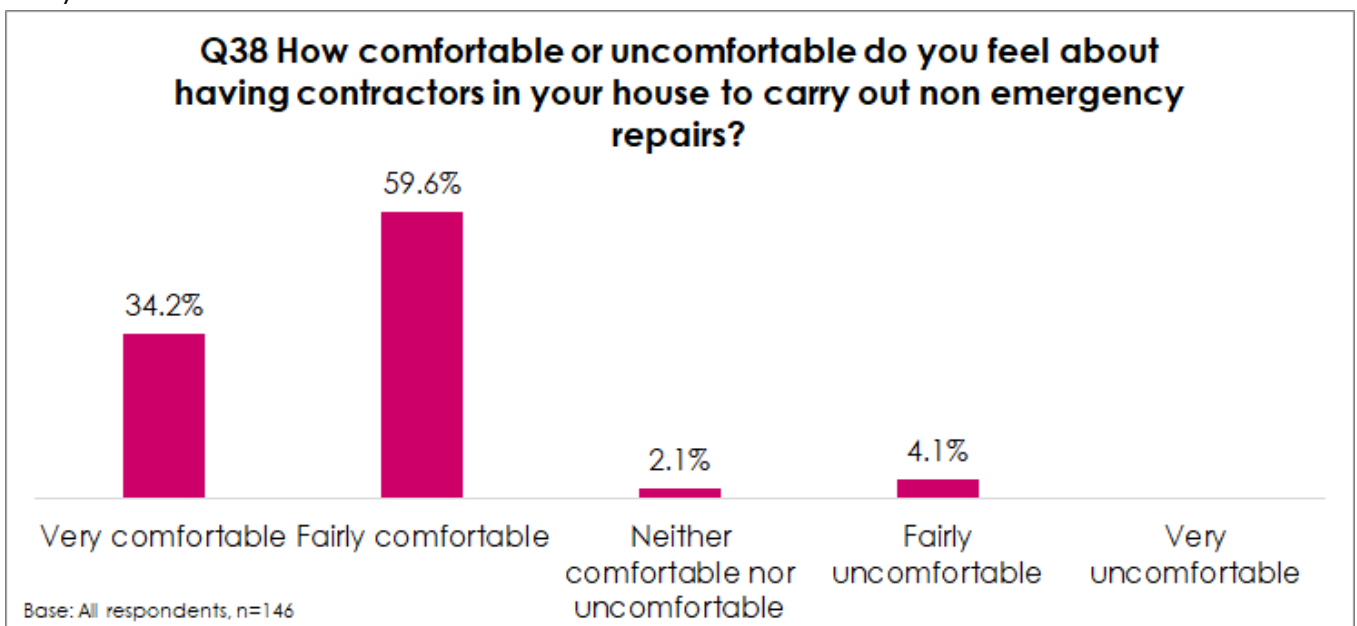
10.5 Could Ruchazie have done more? (Q37)

Respondents were then asked if there was anything Ruchazie could do to support tenants during the Coronavirus outbreak that they aren't already doing. 5% of tenants said that 'yes' they felt Ruchazie could do more. This equates to 7 tenants. Where they said they felt Ruchazie could do more, they were asked to explain what. The reasons were:

- Follow up on repairs/ issue reported (x2)
- Flexibility on rents for those with reduced income during lockdown (x3)
- Made more contact/ responded to contact (x2).

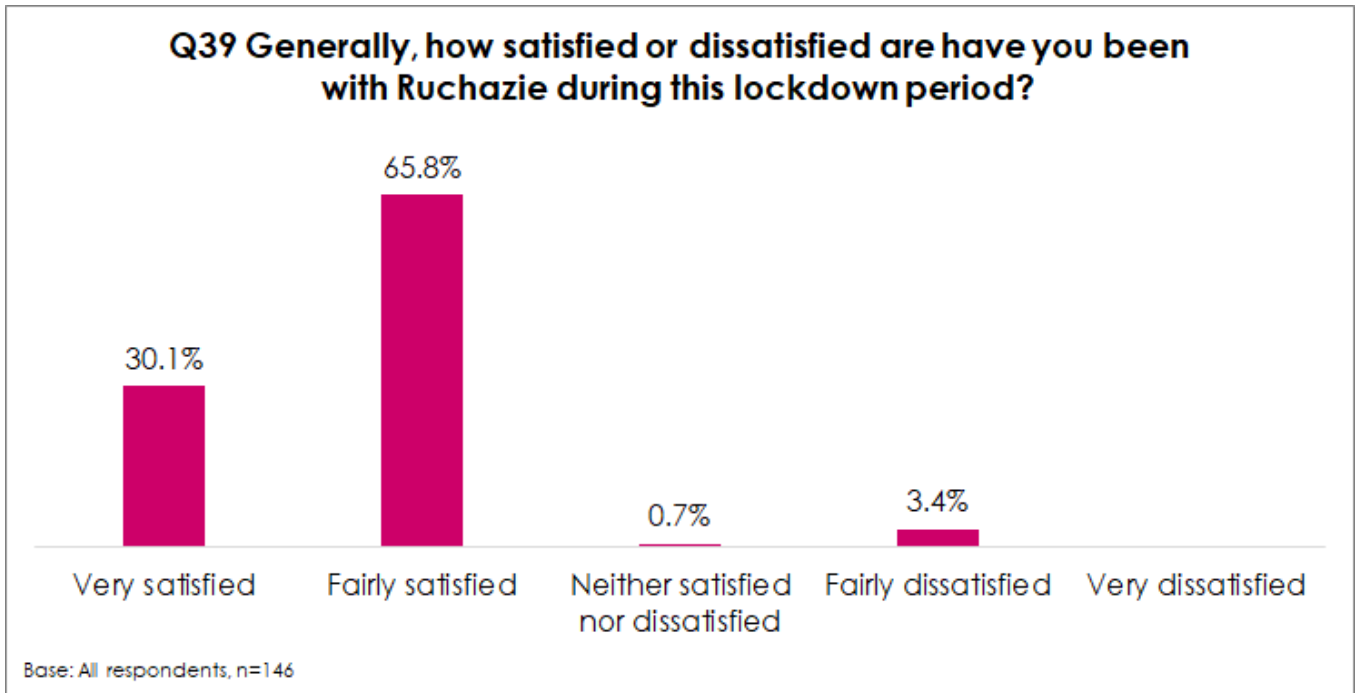
10.6 Contractors in house? (Q38)

The vast majority of respondents (94%) said they would be very or fairly comfortable having contractors in their home to carry out non-emergency repairs compared with 2% who were neither comfortable nor uncomfortable. The remaining 4% said they were fairly uncomfortable.



10.7 Satisfaction with Ruchazie during lockdown (Q39)

Respondents were then asked how satisfied or dissatisfied they have been with the Association during lockdown, satisfaction was very high with 96% of respondents saying they were very or fairly satisfied compared with 3% who were fairly dissatisfied. This is a very high level of satisfaction with the landlord during lockdown.



10.8 Focus for Ruchazie (Q39)

As shown from the table below, 17% of respondents said repairs and 8% said the Association should focus on upgrades or improvements to homes. More than half of the respondents (54%) said they were unsure.

Q40 As we gradually go into the post lockdown period, what do you think Ruchazie should be focusing on to provide services to you and other tenants?		
Base: All respondents, n=146	No.	%
Not sure	79	54.1%
Repairs	25	17.1%
Improvements/ upgrades to homes	12	8.2%
Communication/ kept informed	9	6.2%
Nothing	9	6.2%
Clean up the area	8	5.5%
Other	6	4.1%

11. SERVICE PRIORITIES AND IMPROVEMENTS

11.1 Service priorities (Q41)

Respondents were then asked to list what would be their top three priorities for service. As shown below, the most popular priorities chosen were:

- A good quality repairs service (82%)
- Improve homes (64%)
- Providing good customer service (38%)

Q41 Which of the following services would you consider to be your top three priorities?				
Base: All respondents, n=146	Top priority	2nd priority	3rd priority	Overall
Good quality repairs service	50.7%	18.5%	13.0%	82%
Improve homes	20.5%	24.7%	18.5%	64%
Providing good customer service	7.5%	13.0%	17.8%	38%
Charge affordable rents	4.8%	13.0%	15.8%	34%
Managing the environment around your home	4.8%	9.6%	14.4%	29%
Good quality landscape maintenance (e.g. grass cutting, weeding etc)	4.1%	11.6%	7.5%	23%
Support for tenants	5.5%	6.8%	10.3%	23%
Rent arrears assistance	0.7%	0.7%	1.4%	3%
Giving energy advice	1.4%	1.4%	0.0%	3%
Tenant involvement in developing policies	0.0%	0.7%	1.4%	2%

11.2 Service strengths (Q42)

Respondents were asked to state what they think the Association do best. The open ended comments given were grouped in to common themes and are displayed in the table below. The most common strengths listed were:

- Repairs (37%)
- Approachable/ helpful staff (19%)
- Communication/ keeping us informed (17%)
- Good customer service (7%)

Q42 Thinking about the overall service provided by Ruchazie Housing Association, what do you think they do best?		
Base: All respondents, n=146	No.	%
Repairs	54	37.0%
Approachable/ helpful staff	28	19.2%
Don't know	28	19.2%
Communication/ kept informed	25	17.1%
Good customer service	10	6.8%
Listen to tenants	7	4.8%
Other	6	4.1%

11.3 Service weaknesses (Q43)

Respondents were then asked if there was one thing that the Association could do to improve their overall service. The comments provided were grouped into common themes and are displayed in the table below. Encouragingly, the most common response was don't know/ nothing or that they have no complaints therefore could not make a recommendation for improvement (68%).

The most common suggestions for improvement were:

- Upgrades/ improvements to homes (11%)
- Improve repairs (4%)
- Deal with anti social behaviour (4%)

Q43 And if there was one thing that Ruchazie Housing Association could do to improve their overall service, what would it be?		
Base: All respondents, n=146	No.	%
Don't know	57	39.0%
Nothing/ no complaints	42	28.8%
Upgrades/ improvements to homes	16	11.0%
Improve Repairs	6	4.1%
Deal with anti-social behaviour/ anti-social neighbours	6	4.1%
Communication	5	3.4%
Other	5	3.4%
Deal with complaints	4	2.7%
Reduce rent	3	2.1%
Estate walkabouts	3	2.1%

12. YOU AND YOUR HOUSEHOLD

12.1 Age and gender (Q45)

The tables below show the age and gender profile of participants. The majority of respondents were female (85%) and 15% were male. With regards to the age profile of participants, 17% were aged 16 to 34, 36% were aged 35 to 54, 39% were aged 55 to 74 and 6% were aged 75 and over.

Q45 What age are you?		
Base: All respondents, n=146	No.	%
16-24	-	-
25-34	25	17.1%
35-44	19	13.0%
45-54	33	22.6%
55-64	32	21.9%
65-74	25	17.1%
75-84	9	6.2%
85+	-	-
Prefer not to say	3	2.1%

Q46 Gender		
Base: All respondents, n=146	No.	%
Male	22	15%
Female	124	85%

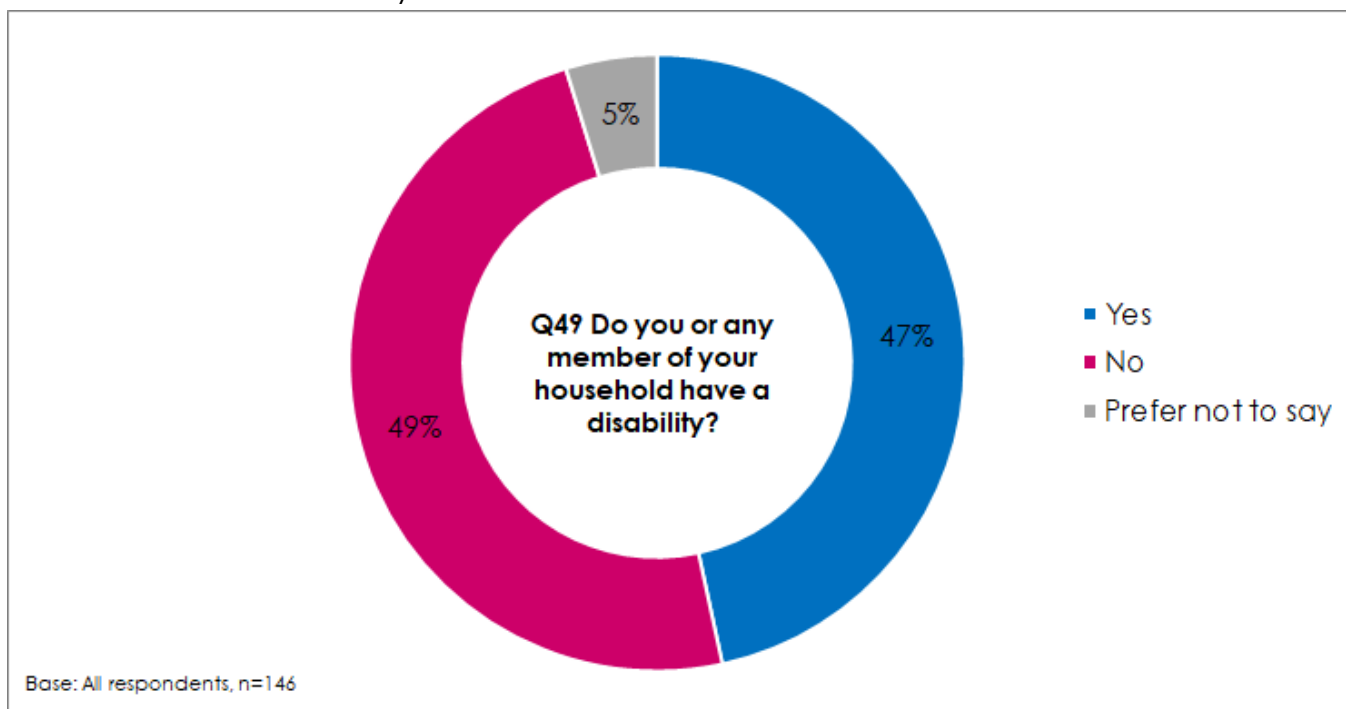
12.2 Household composition (Q48)

In terms of household composition, a third of tenants (33%) were single adult households, 19% were two adults with no children, 20% were lone parents with at least one child, 14% were couples with at least one child, and 12% were three or more adults.

Q48 How would you describe the composition of your household?		
Base: All respondents, n=146	No.	%
Single adult	48	32.9%
Two adults	28	19.2%
Three or more adults, 16 or over	18	12.3%
1 parent family	29	19.9%
2 parent family	21	14.4%
Other	2	1.4%

12.3 Health conditions or disabilities (Q49)

Just under half of respondents (47%) said that either they or a member of their household had a disability.



12.4 Working status (Q50)

The table below shows the working status for participants and where applicable their partner. In terms of the working status of participants, 43% were in full time or part time work. 22% were long term sick/ disabled, 20% were looking after their family and 19% said they were retired. Where the respondent had a partner, they were most commonly in full time paid work (19%).

Q50 How would you describe the occupational status of you and your partner/spouse at present?		
Base: All respondents, n=146	You	Your Partner
Full time paid work (35 or more hours per week)	26.7%	18.5%
Part time paid work (between 16 and 34 hours per week)	15.1%	2.7%
Part time paid work (less than 16 hours per week)	1.4%	1.4%
Full time education	2.1%	0.7%
Government training programme	-	-
Unemployed	5.5%	4.1%
Long term sick / disabled	21.9%	4.8%
Looking after family	6.8%	0.7%
Retired	19.2%	6.8%
Other	1.4%	-
N/A no partner	-	60.3%

Of those in employment, 22% of respondents and 24% of partners were furloughed at the time of the survey.

12.5 Ethnicity (Q52)

With regards to ethnicity, the vast majority said they were White Scottish or White British (93%).

Q52 What is your ethnic group?		
Base: All respondents, n=146	No	%
Scottish	132	90.4%
Other British	3	2.1%
Polish	5	3.4%
Pakistani	1	0.7%
Other	1	0.7%
African	4	2.7%

13. CONCLUSIONS AND RECOMMENDATIONS

This survey represents a very positive survey for Ruchazie Housing Association. Throughout the report and where comparisons are available it is clear that satisfaction levels have risen for the majority of indicators when compared to the 2018 tenant satisfaction survey.

KEY POINTS

The results of the 2020 survey reveal that, in general, the Association is performing to a very high standard. The following points show the key highlights where satisfaction was highest:

- Overall satisfaction with the service provided by Ruchazie is high with 90% of tenants being very or fairly satisfied. Overall satisfaction has decreased from 96% since the last tenant satisfaction survey, undertaken in 2018.
- 98% of tenants said the Association was very or fairly good at keeping them informed about their services and decisions. Satisfaction has remained consistent since the 2018 survey where 99% rated the Association very or fairly good in this respect.
- 91% of tenants were very satisfied with the opportunities to participate in decision making processes, which has decreased by 9 percentage points from 100% in the 2018 survey.
- 91% of respondents who have used the repairs service in the last 12 months said that they were satisfied with the repairs and maintenance service provided by Ruchazie, compared with the 2018 survey this is an increase of 5 percentage points from 86%.
- 89% of tenants said they were very or fairly satisfied with the quality of their home. This is lower than in the 2018 survey where 94% were very or fairly satisfied.
- Just over 8 in 10 participants (81%) said the rent for their accommodation and the services their landlord provides represents very or fairly good value for money compared to 6% who said it represented very or fairly poor value for money and 13% who said it was neither good nor poor value for money. The proportion stating their rent was good value for money has increased from 78% in 2018.
- The majority of tenants (96%) were very or fairly satisfied with their landlord's contribution to the management of the neighbourhood as a place to live. Satisfaction with the neighbourhood has increased by 2 percentage points from 94% in 2018.

Appendix 1

Survey Questionnaire



Project number	P1112
Project name	Ruchazie HA Tenant Satisfaction Survey 2020

INTRODUCTION (Read out) 'Hello, my name is _____. I am undertaking a short survey for **Ruchazie Housing Association** to find out tenants' views on the service they receive and also the support received during Covid 19. The survey also asks some demographic questions such as age, gender and ethnicity. This information is only used to create an overall picture of the type of residents housed by the Association and will help them develop services to meet those needs. The survey will take about 10 minutes to complete. Can you spare the time to speak me just now?

Can I assure you that all your answers will remain totally confidential and anonymous. Nobody at **Ruchazie** will know your individual answers without your permission. You do not need to answer any questions you don't want to and you have the right to end the interview at any time. Interviews will be recorded for training and monitoring purposes. Can I confirm that you are happy to take part in the survey?

INTERVIEWER: IF RESPONDENT IS HAPPY TO PARTICIPATE IN THE RESEARCH RECORD RESPONDENT RRID - ENSURE RRID MATCHES SAMPLE DATABASE

INTERVIEWER RECORD FROM DATABASE:

RRID:

INTERVIEWER DECLARATION:

I declare that this interview was carried out according to instructions, within the Market Research Society's Code of Conduct, and that the respondent consented to participate in the research.

OVERALL SATISFACTION

[INTERVIEWER: READ OUT] I HAVE A FEW QUESTIONS LATER ON ABOUT RUCHAZIE'S PERFORMANCE DURING LOCKDOWN, BUT FOR THE REST OF THIS SURVEY CAN I ASK YOU TO ANSWER THINKING ABOUT HOW THE HOUSING SERVICE HAS BEEN DELIVERING SERVICES FOR THE LAST YEAR, DURING 'NORMAL' TIMES.

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

Very satisfied	1	Go to Q2
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know/ no opinion	6	
[IF NOT SATISFIED: CODE 3,4,5] Can you explain why you are not satisfied with the overall service provided?		

INFORMATION

- 2. I'd now like to ask you about access to the internet?**

	Yes	No
Do you have access to the internet in your home through home broadband?	1	2
Do you have access to the internet through a mobile signal e.g. smartphone or tablet with mobile internet access?	1	2

- 3. How do you usually go online? SELECT ONE ONLY**

A smartphone with mobile internet	1	Go to Q4
A home computer/ laptop	2	
A tablet device through which you can access the internet e.g iPad	3	
Through any other methods (please describe)	4	
Do not use the internet	5	

- 4. Which methods would you like to see Ruchazie using to keep you up to date at this time? [ALL THAT APPLY]**

Website	1	Go to Q5
Facebook	2	
Newsletter	3	
Letter	4	
Text	5	
Telephone	6	
Other (please specify)	7	

- 5. Do you read Ruchazie's tenant newsletter?**

Yes	1	Go to Q6
No	2	

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

Very good	1	Go to Q8
Fairly good	2	
Neither good nor poor	3	Go to Q7
Fairly poor	4	
Very poor	5	

7. How could Ruchazie improve how they keep you informed about their services and decisions?

PARTICIPATION

8. The Association undertakes a number of activities to involve residents in its decision making processes. A) are you aware that you could be involved in any of the following ways? B) would you be interested in becoming more involved in any of these ways?

	A) Aware	B) interested
By receiving regular information about the Association's decisions and activities	1	1
By providing your views in surveys like this	2	2
Being part of the Association's register of interested tenants – a list of tenants who want to be consulted on Association policies	3	3
By taking part in consultation exercises on specific issues e.g. through attending public meetings	4	4
Participating in occasional focus groups	5	5
Becoming a Committee Member of the Association	6	6
Not interested in participating in any of the above		7

9. [IF Q8B=(1~6)] If interested in becoming involved, are you happy that we pass your name and address to the Association so that they can provide you with more information? All your other responses will remain completely confidential and anonymous.

Yes	1
No	2

10. What, if anything, stops you becoming more involved with Ruchazie Housing Association?
[INTERVIEWER: DO NOT PROMPT]

Childcare commitments	1
Work commitments	2
Health / disability issues	3
Not interested	4
Don't think I have anything to contribute	5
Lack confidence in speaking up	6
Don't understand enough about the work of the Association	7
Not aware of any meetings/ opportunities to participate	8

Don't think they listen anyway	9
Happy with things as they are	10
Other – please specify	11
Nothing, I am already involved	12

**11. Which of the following best describes the level of consultation you would like to be involved in?
(Select one only)**

I would not wish to be consulted at all by Ruchazie	1
I would wish to be advised about but not consulted on changes to services	2
I would like to be consulted about the changes which affect me directly	3
I would like to be consulted about all changes	4

12. [SSHHC] How satisfied or dissatisfied are you with the opportunities given to you to participate in Ruchazie's decision making process?

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

13. How could Ruchazie improve the opportunities given to you to participate in their decision making processes?

--

The Repairs Service

14. [SSHHC] Have you had any repairs carried out in this property in the last 12 months?

Yes	1	Go to Q15
No	2	Go to Q17

15. [SSHHC] Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs and maintenance service provided by Ruchazie?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

16. What, if anything, could have been done to improve the repairs process?

--

The Home

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

Very satisfied	1	Go to Q19
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Fairly satisfied	2	Go to Q18
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	

18. Can you explain how Ruchazie could improve the quality of your home?

19. Ruchazie has a planned maintenance programme in place. What do you regard as being the 3 key priorities for maintenance in your home?

	Tick <u>one</u> box per column		
	Top Priority	2 nd Priority	3 rd Priority
Window replacement	1	1	1
Rewiring	2	2	2
Bathroom upgrade/ replacement	3	3	3
Kitchen upgrade/ replacement	4	4	4
New external doors	5	5	5
Measures to deal with dampness/ condensation	6	6	6
Other (please specify)	7	7	7

Rent, Benefits and Welfare Reform

20. Does your household currently receive housing benefit or the housing element of Universal Credit?

Yes, Full housing benefit	1	Go to Q23
Yes, Partial housing benefit	2	Go to Q21
Yes, receive Universal Credit	3	
Don't receive housing benefit	4	
Unsure	5	

21. How easy or difficult do you find it to afford the rent payments for this property?

Very easy to afford	1	Go to Q23
Fairly easy to afford	2	Go to Q22
Just about affordable	3	
Fairly difficult to afford	4	
Very difficult to afford	5	

22. Were you aware that the Association has a Welfare Rights Service which could help you check that you are receiving all the benefits you are entitled to?

Yes	1
No	2

23. [SSHCF] Taking into account the accommodation and services your landlord provides, to what extent do you think your rent represents value for money? Is it...

Very good	1	Go to Q24
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Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	

24. Can you explain why you say that?

Neighbourhood Management

25. Turning now to the neighbourhood you live in, how satisfied or dissatisfied are you with your neighbourhood as a place to live?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

26. Can you tell me how satisfied you are with the following aspects of your neighbourhood?

	Very satisfied	Fairly satisfied	Neither nor	Fairly dissatisfied	Very dissatisfied	DK/ NA
Grounds maintenance	1	2	3	4	5	6
Close cleaning (if applicable)	1	2	3	4	5	6
The contractor who carries out close cleaning/ grounds maintenance contract	1	2	3	4	5	6
Bulk refuse uplift	1	2	3	4	5	6

Do you have any comments you would like to make?

27. [SSHCH] Overall, how satisfied or dissatisfied are you with your landlord's contribution to the management of the neighbourhood you live in? [INTERVIEWER NOTE: Neighbourhood is defined as the area that the landlord has some responsibility for.]

Very satisfied	1	Go to Q29
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	Go to Q28
Very dissatisfied	5	

28. Can you explain how Ruchazie could improve their contribution to the management of the neighbourhood?

29. Can you tell me how satisfied you are with the following aspects of your neighbourhood?

	VS	FS	NN	FD	VD
Car parking facilities	1	2	3	4	5
Play facilities	1	2	3	4	5
Your feeling of safety during the day	1	2	3	4	5
Your feeling of safety at night	1	2	3	4	5
Street lighting	1	2	3	4	5
Local shops	1	2	3	4	5
Public transport	1	2	3	4	5
Community facilities	1	2	3	4	5
Road safety	1	2	3	4	5

30. To what extent do you think there is a problem with any of the following in the area?

	Serious Problem	Minor Problem	Not a Problem
Dog fouling	1	2	3
Vandalism	1	2	3
Graffiti	1	2	3
Rubbish	1	2	3
Loitering	1	2	3
Drug dealing	1	2	3
Street lighting	1	2	3
Crime	1	2	3
Anti-social neighbours	1	2	3
Is there anything else you consider a problem? (specify)	1	2	

Covid 19

This next section of the questionnaire is about the current situation with Covid 19 and your future needs. It will help the Association consider what they have been doing and what they need to do to support their tenants in the future.

31. Have you changed the way you have contacted Ruchazie Housign Association during the lockdown period?

Yes (please provide details)	1
No	2

32. How did you keep in touch with family or friends during lockdown? [ALL THAT APPLY]

Phone	1
Text message	2
Email	3
Facetime	4
Zoom	5
Skype	6
What's App video calls	7
Other (please specify)	8

None	9
------	---

33. How frequently have you had contact with family or friends during lockdown? By this I mean people that do not live in your household

Daily	1
A few times a week	2
Once a week	3
A few times a month	4
Once a month	5
Less than once a month	6
Have not had contact during lockdown	7

34. Have you been financially affected by the Covid 19 crisis? Do you feel you are better or worse off or have you seen no change in your financial situation?

Much better off	1
Slightly better off	2
No change	3
Slightly worse off	4
Much worse off	5

35. Have you had contact with Ruchazie during this time?

Yes (please explain why they got in touch)	1	Go to Q37
No	2	Go to Q36

36. Would you have expected them to be in contact with you?

Yes (please explain what you would expect them to be in touch about)	1
No	2

37. Could Ruchazie have done anything more for you at this time?

Yes (please explain what)	1
No	2

38. How comfortable or uncomfortable do you feel about having contractors in your house to carry out non emergency repairs at this time?

Very comfortable	1
Fairly comfortable	2
Neither comfortable nor uncomfortable	3
Fairly uncomfortable	4
Very uncomfortable	5

39. Generally, how satisfied or dissatisfied are have you been with Ruchazie during this lockdown period?

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5

40. As we gradually go into the post lockdown period, what do you think Ruchazie should be focusing on to provide services to you and other tenants? [PROBE FULLY]

Conclusions

41. SHOWCARD Which of the following services would you consider to be your top three priorities? Please select your top, 2nd and then 3rd top priority.

	Top	2nd	3rd
Providing good customer service	1	1	1
Good quality repairs service	2	2	2
Rent arrears assistance	3	3	3
Good quality landscape maintenance (e.g. grass cutting, weeding etc)	4	4	4
Managing the environment around your home	5	5	5
Improve homes	6	6	6
Giving energy advice	7	7	7
Charge affordable rents	8	8	8
Support for tenants	9	9	9
Tenant involvement in developing policies	10	10	10

42. Thinking about the overall service provided by Ruchazie Housing Association , what do you think they do best?

43. And if there was one thing that Ruchazie Housing Association could do to improve their overall service, what would it be?

44. If the Association were to be looking to follow up on any points raised in the survey would you be willing to be recontacted?

Yes	1
No	2

About you and your household

[INTERVIEWER: READ OUT] Finally, I'd like to ask you some questions about you and your household. This information is strictly confidential and anonymous.

45. What age are you?

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

46. Which of the following best describes how you think of yourself?

Male	1
Female	2
In another way	3
Prefer not to say	4

47. How many people usually live in your household?

1	1
2	2
3	3
4	4
5	5
6 or more	6

48. 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	4
2 parent family	5
Other (please specify)	6

49. Does anyone living in this household have any long term illness, health problem or disability which limits their daily activities or the work they can do (including problems due to old age)?

Yes	1
No	2
Prefer not to say	3

50. How would you describe your and your partner's occupation at the present time?

	a) Your	b) partner	c)
Full time paid work (35 or more hours per week)	1	1	Go to Q51
Part time paid work (between 16 and 34 hours per week)	2	2	
Part time paid work (less than 16 hours per week)	3	3	

Full time education	4	4	Go to Q52
Government training programme	5	5	
Unemployed	6	6	
Long term sick / disabled	7	7	
Looking after family	8	8	
Retired	9	9	
Other (please specify)	10	10	
N/A no partner		11	

51. [IF TENANT OR PARTNER ARE IN EMPLOYMENT] Are you currently Furloughed?

	You	partner
Yes	1	1
No	2	2

52. What is your ethnic group?

WHITE	
Scottish	1
Other British	2
Irish	3
Gypsy	4
Polish	5
Other, please write in	6
MIXED OR MULTIPLE ETHNIC GROUPS	
Any mixed or multiple ethnic groups, please write in	7
ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH	
Indian	8
Pakistani	9
Bangladeshi	10
Chinese	11
Other, please write in	12
AFRICAN, CARIBBEAN OR BLACK	
Caribbean	13
African	14
Other	15
Other, please write in	16
OTHER ETHNIC GROUP	
Arab	17
Any other group, please write in	18

- **Thank you very much for completing the questionnaire.**
- **Would you like to take a note of our web address so that you can find out more about our privacy policy and how we use your information?**

Appendix 2

Technical Report Summary



TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	P1112
Project name	Ruchazie Housing Association Tenant Satisfaction Survey 2020
Objectives of the research	<p>The aim of the research was to seek tenants' views on the services that Ruchazie provides and how well it performs these services and to help identify areas where the service can be improved. Specifically the research will provide customers views on the following:</p> <ul style="list-style-type: none"> ■ The quality of information provided by Ruchazie ■ Feedback on customer care; ■ Quality of accommodation and the neighbourhood; ■ Service provision including repairs, maintenance and improvements; ■ Tenant involvement/ opportunities for participation; ■ Value for money.
Target group	Tenants of the Association
Target sample size	The aim was to achieve 146 interviews.
Achieved sample size	A total of 146 tenant interviews were achieved.
Date of fieldwork	Interviewing took place 24 th August and the 11 th September 2020
Sampling method	Interviews spread across organisation stock.
Data collection method	Interviews were undertaken with the tenant or their partner by telephone. All responses were recorded electronically on tablet, entered directly into our SNAP survey software package.
Response rate and definition and method of how calculated	65% (146 interviews from a population of 226)
Any incentives?	No
Number of interviewers	4 interviewers were working on this.
Interview validation methods	10% of each interviewers work was back checked 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
Estimating and imputation procedures	Not applicable

Reliability of findings

Data accurate overall to +/-5% for tenants