New Gorbals Housing Association

Owner Satisfaction Survey

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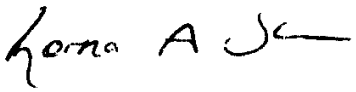
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New Gorbals Housing Association

Owner Satisfaction Survey 2026

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1. EXECUTIVE SUMMARY

INTRODUCTION

- New Gorbals Housing Association commissioned Research Resource to carry out an owner satisfaction survey on their behalf.
- 275 interviews were carried out with New Gorbals Housing Association's factored owners in order to assess satisfaction with the Association and the services it provides.
- The survey was undertaken utilising a mixed methodology with face to face interviews carried out with resident owners and telephone interviews with non resident owners.
- 275 interviews provide data accurate to +/-5.48% for owners.
- This provides robust data upon which the Association can be confident about making decisions.
- This executive summary highlights the key findings from this programme of research.

OVERALL SATISFACTION

Scottish Housing Regulator indicator (Owners only)						
	2014	2018	2021	2024	2026	Scottish Average
Q1 Taking everything into account, how satisfied or dissatisfied are you with the factoring services provided by New Gorbals Housing Association? *(% very/ fairly satisfied)*	70%	75%	74%	87%	89%	58%

KEY FINDINGS

- Just under nine in ten owners (89%) stated that they were very or fairly satisfied with the factoring services the Association provides compared to 4% who were very or fairly dissatisfied and 8% who were neither satisfied nor dissatisfied. Overall satisfaction is higher than the Scottish average reported in the 2024/25 ARC of 58% and is not significantly different from the 2024 survey where 87% expressed satisfaction.
- Almost all owners (98%) said it is very or fairly easy to communicate with New Gorbals Housing Association (96% in 2024). On the other hand, 1% said it was neither easy nor difficult and 1% said it was fairly difficult.

- In terms of satisfaction with the finance service provided by New Gorbals Housing Association, almost all respondents (95%, 97% in 2024) were either very or fairly satisfied compared to 4% who were neither satisfied nor dissatisfied and less than 2% who were dissatisfied.
- The vast majority (95%) said they find it very or fairly easy to understand the information on their factors invoice or statement (94% in 2024).
- Over eight in ten owners (84%) who were able to form an opinion were satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association (83% in 2024).
- Just under 8 in 10 owners said the factoring charge for their home represented very good or good value for money (77%, 81% in 2024) compared to 16% who said it was neither good nor poor value and 7% said it was very poor or poor value for money.

2. INTRODUCTION, OBJECTIVES AND METHODOLOGY

2.1 Introduction

This report represents and discusses the findings to emerge from New Gorbals Housing Association's Owner Satisfaction Survey 2026.

2.2 Background and objectives

The aim of the research was to seek owners' view on the services that New Gorbals 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:

- Overall satisfaction with factoring services
- Satisfaction with communal repairs and maintenance;
- Feedback on customer care;
- Perception of value for money, understanding of bills and payment methods.

There was also a desire to compare results to the Association's previous owner satisfaction survey carried out in 2014, 2018, 2021 and in 2024 in order to assess how satisfaction with the services provided have changed.

2.3 Research method and response rates

The survey was carried out utilising a mixed methodology using face to face for resident owners and augmenting that with telephone to boost the response rate. For non resident owners a telephone methodology was used. A total of 275 interviews were completed with owners between the 21st of July and the 11th of August 2026.

275 interviews provides data accurate to +/-5.48% (based upon a 50% estimate at the 95% level of confidence). This provides the Association with data upon which they can have confidence making decisions.

2.4 Interviewing and Quality Control

All interviewing was undertaken by Research Resource's highly trained and experienced researchers. Interviews were carried out in line with the Market Research Society Code of Conduct and in line with our ISO20252 accredited policies and procedures. All interviewers are highly experienced in undertaking customer satisfaction surveys for Housing Associations and Local Authorities.

2.5 Survey Analysis and Reporting

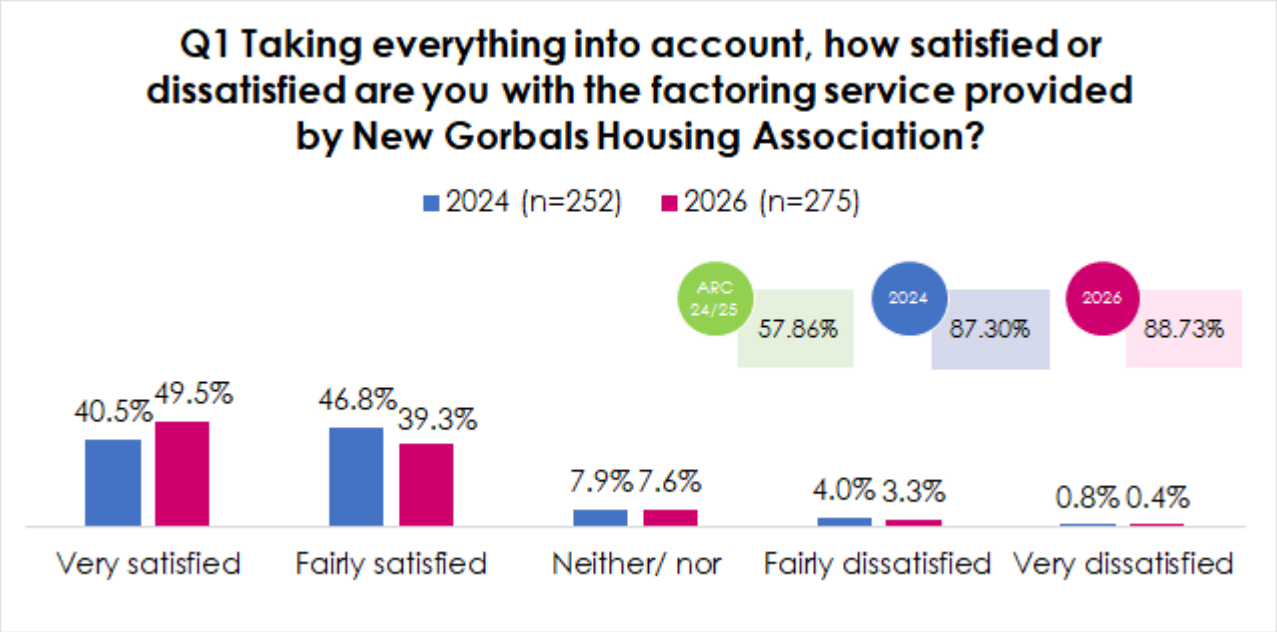
For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

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 up into common themes. For these questions, the percentages may round to more than 100%. This is because multiple responses may have been given.

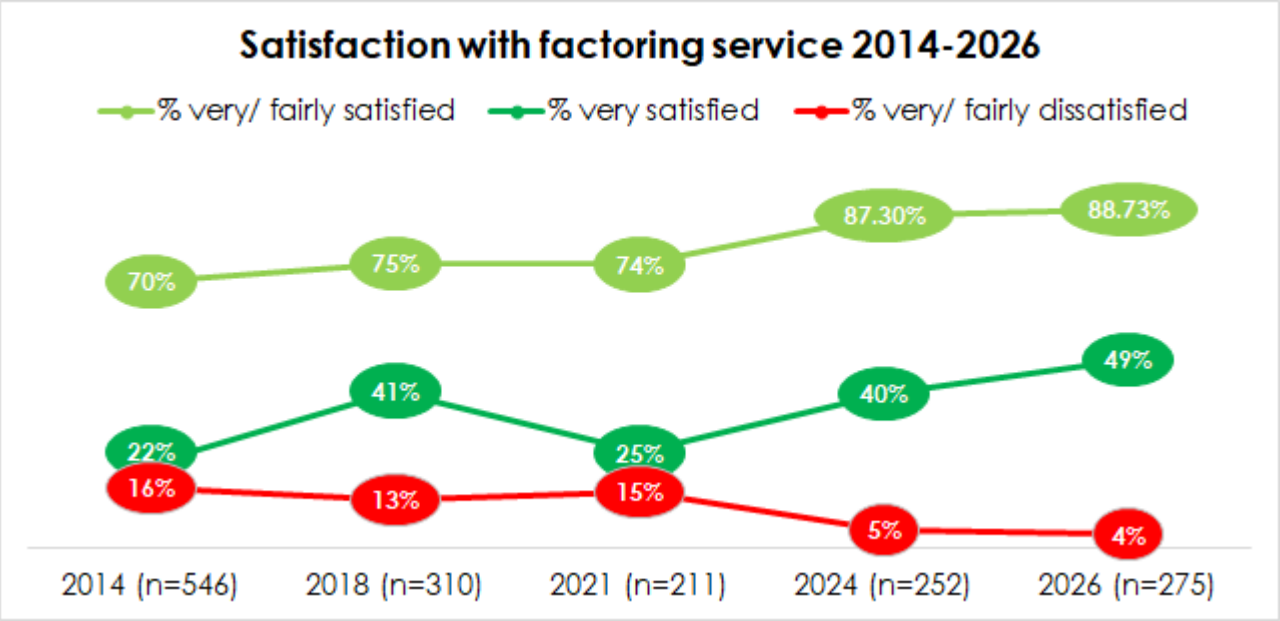
3. KEY FINDINGS

3.1 Satisfaction with the factoring services provided by New Gorbals (Q1/2)

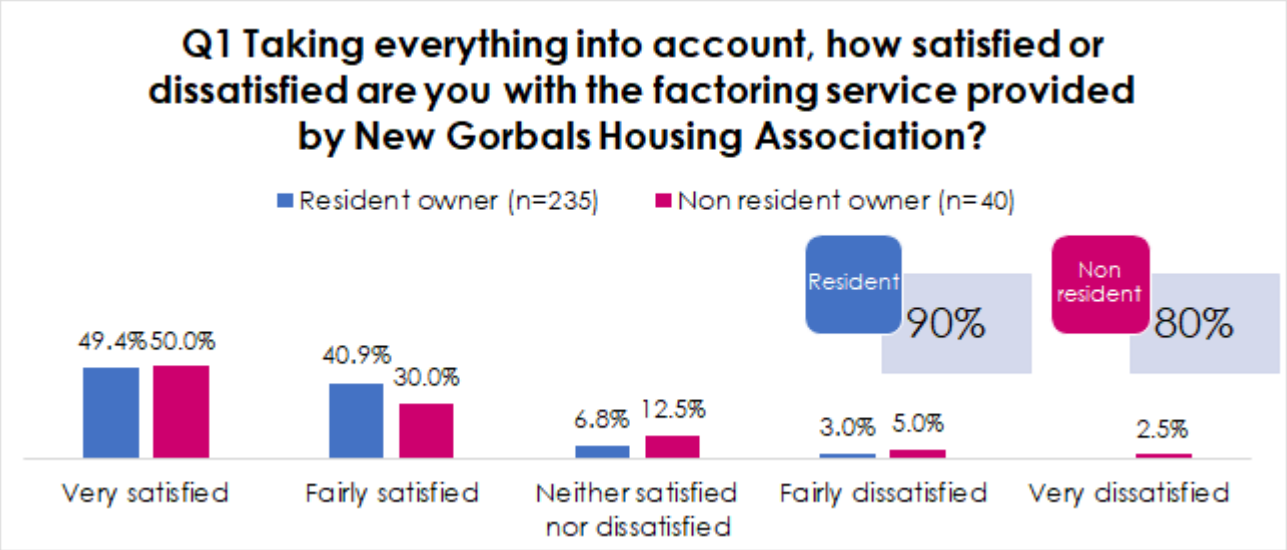
The survey opened by asking owners how satisfied or dissatisfied they were with the factoring services provided by New Gorbals Housing Association. Just under nine in ten owners (89%) stated that they were very or fairly satisfied with the factoring services the Association provides compared to 4% who were very or fairly dissatisfied and 8% who were neither satisfied nor dissatisfied. Overall satisfaction is higher than the Scottish average reported in the 2024/25 ARC of 58%.



The following chart shows trend data for the owners surveys undertaken between 2014 and 2026. This shows that overall satisfaction with the factoring service has generally seen an upward trend from 70% in 2014 to its highest level to date at 89%. Furthermore, the proportion who were very satisfied is also at its highest level at 50%, and dissatisfaction is at an all-time low of 4%.



Analysis by owner type reveals that resident owners were more likely to be satisfied with the overall service (90%) than non-resident owners (80%).



Those who said they were not satisfied with the factoring services provided (n=31) were asked to provide their reasons for feeling this way. This shows that the most common reasons given for dissatisfaction related to the belief that there is a lack of service or action taken (23%), where respondents said they did not have much interaction with their factor (19%), where they believed the service was poor value for money or where they were unhappy with stair cleaning.

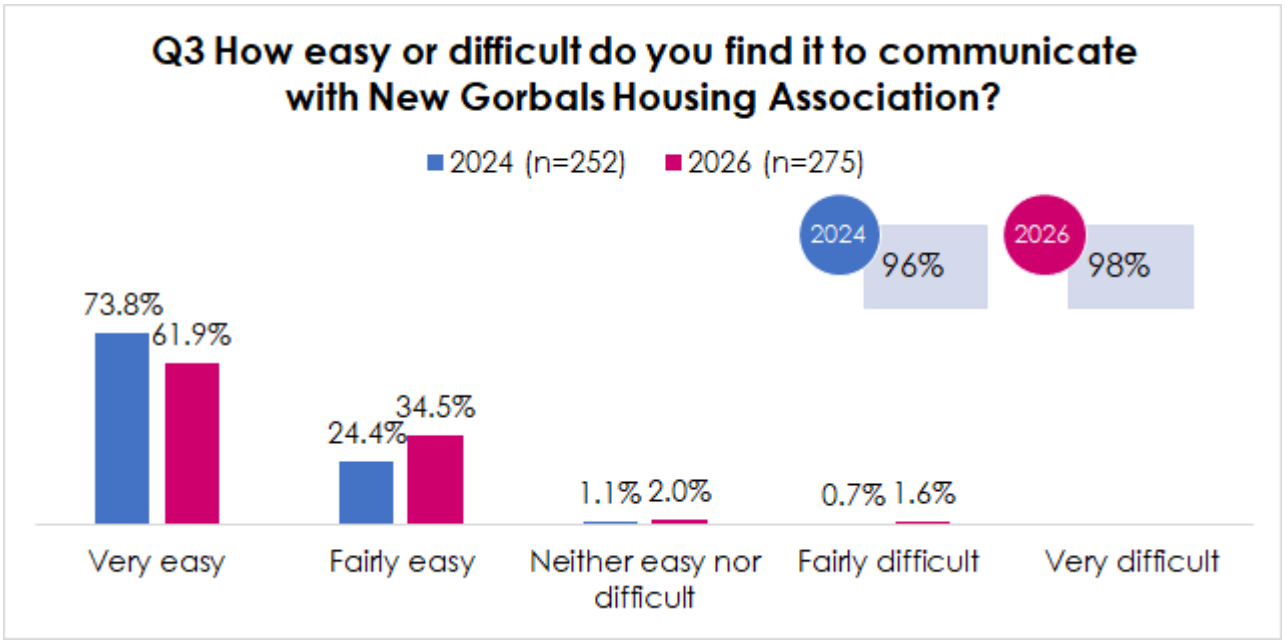
Q2 Can you please explain why you are not satisfied with the factoring service provided by New Gorbals Housing Association?		
Base: Not satisfied with overall service, n=31	**No.**	**%**
Lack of service/ action taken	7	22.6%
Don't have much interaction with them	6	19.4%
Poor value for money	5	16.1%
Close or stair cleaning not being done/ poor standard	5	16.1%
Lack of communication	4	12.9%
Billing issues	4	12.9%
Landscaping improvements required	2	6.5%
Other	1	3.2%

4. INFORMATION AND PARTICIPATION

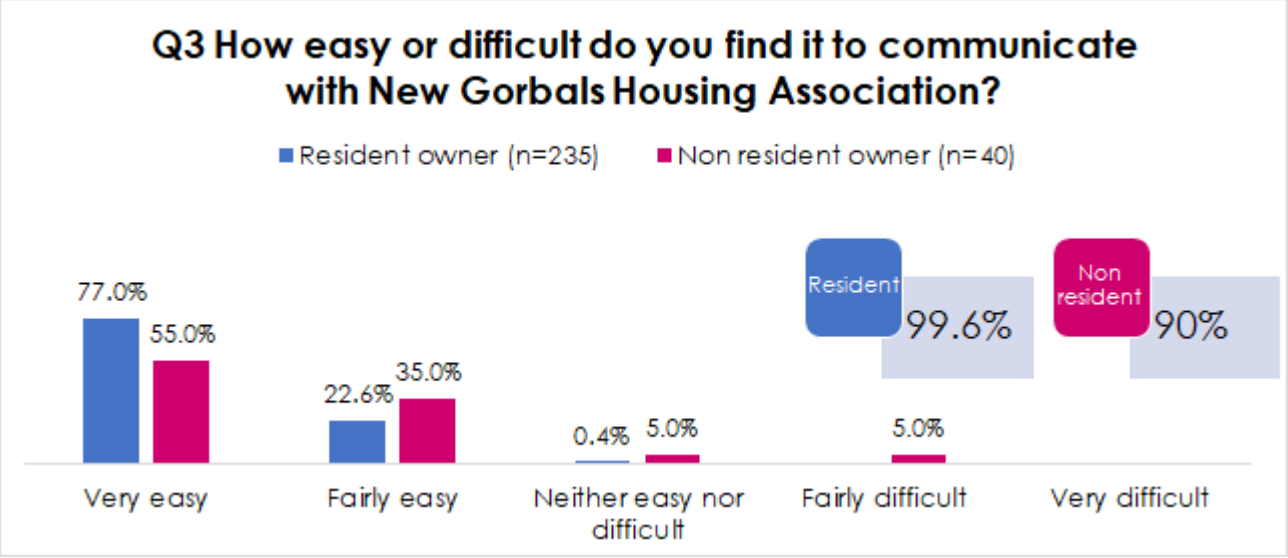
4.1 Ease of communication with the Association (Q3/4)

Almost all owners (98%) said it is very or fairly easy to communicate with New Gorbals Housing Association (96% in 2024). On the other hand, 1% said it was neither easy nor difficult and 1% said it was fairly difficult.

The five owners who said they did not find it easy to communicate with the Association were asked to explain why they felt this way. Three owners said the Association has not got back to them, one said communication needs improved and the other respondent said they had not tried to contact the Association.



Almost all resident owners said they found it very or fairly easy to communicate with the Association (99.6%) compared to 90% of non-resident owners.



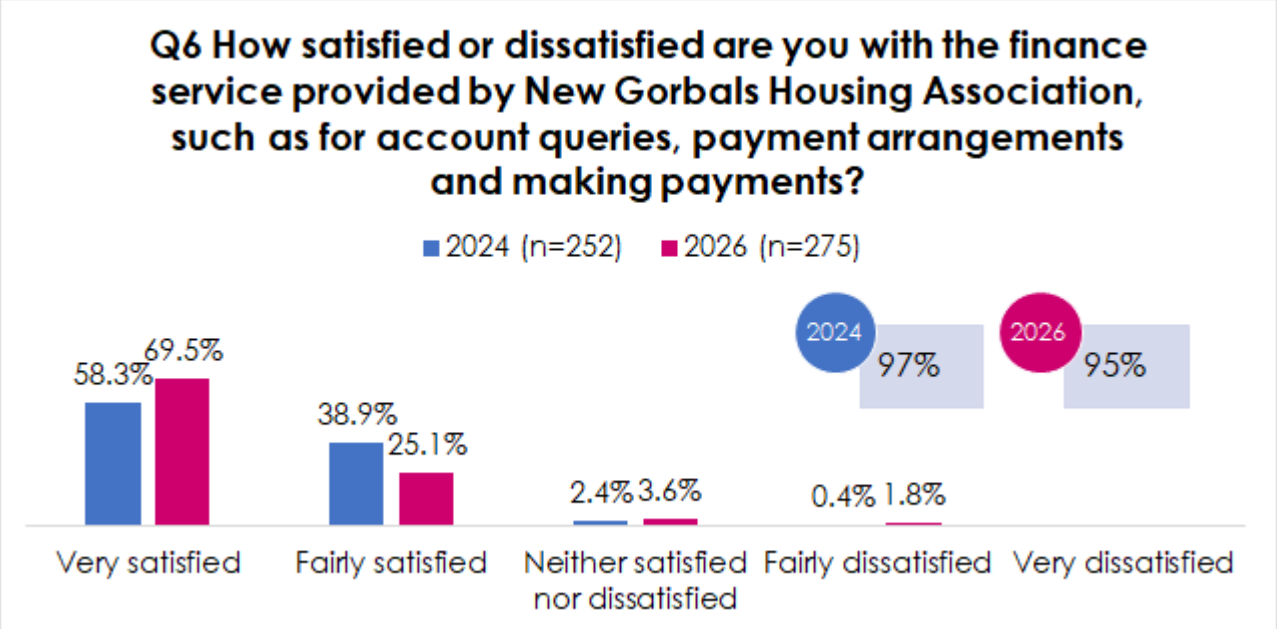
4.2 Preferred method of getting in contact (Q5)

Just over 6 in 10 respondents (62%) would prefer to contact New Gorbals by telephone in the future, 52% would prefer to contact them via email and 5% would prefer to visit the website. Preference for telephone generally increases with age from 39% of those aged 25-34 to 100% for owners aged 85 and over. On the other hand digital contact such as email decreases with age, for example 81% for those aged 25-34 to 17% for owners aged 75+.

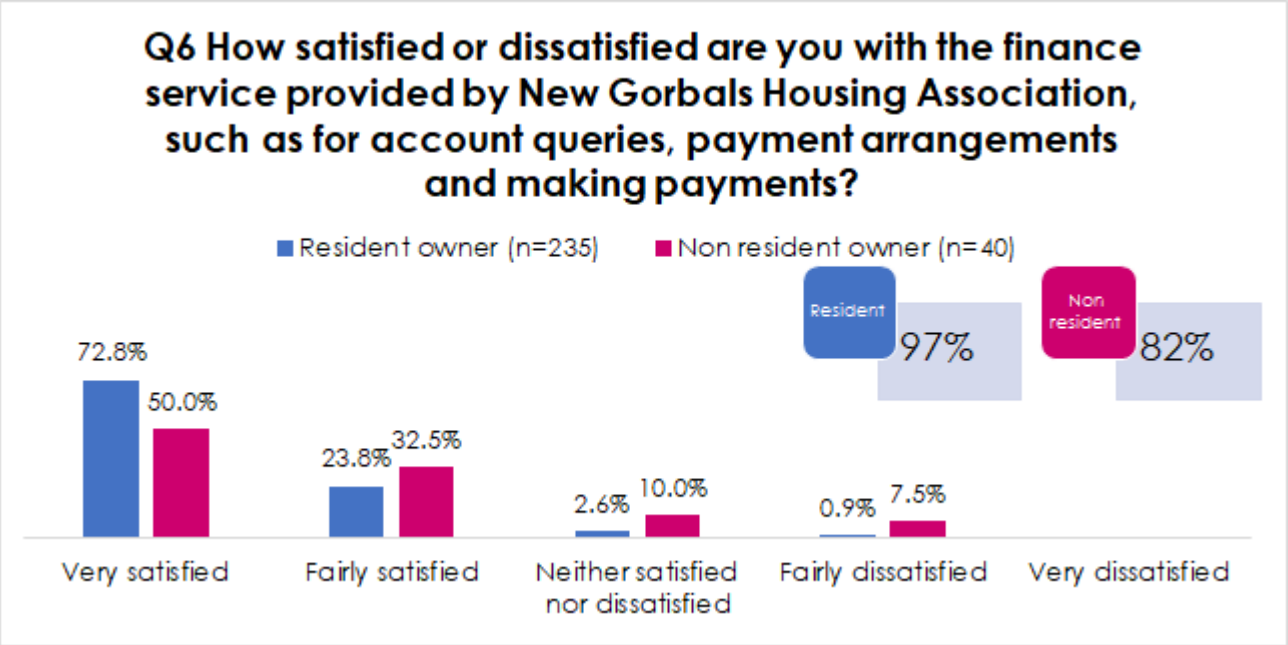
Q5 How would you prefer to be able to contact New Gorbals in the future?		
Base: All respondents, n=275	**No.**	**%**
By telephone	170	61.8%
Email	142	51.6%
Via website	14	5.1%
Visit to office	9	3.3%
WhatsApp	8	2.9%
Text message	2	0.7%
Web chat	1	0.4%
Video calls – Near Me/ Zoom/ Teams	1	0.4%
Other contact with staff	1	0.4%

4.3 Satisfaction with the finance service (Q6/7)

All respondents were asked how satisfied or dissatisfied they were with the finance service provided by New Gorbals Housing Association, such as for account queries, payment arrangements and making payments. Almost all respondents (95%, 97% in 2024) were either very or fairly satisfied in this respect compared to 4% who were neither satisfied nor dissatisfied and less than 2% who were dissatisfied.



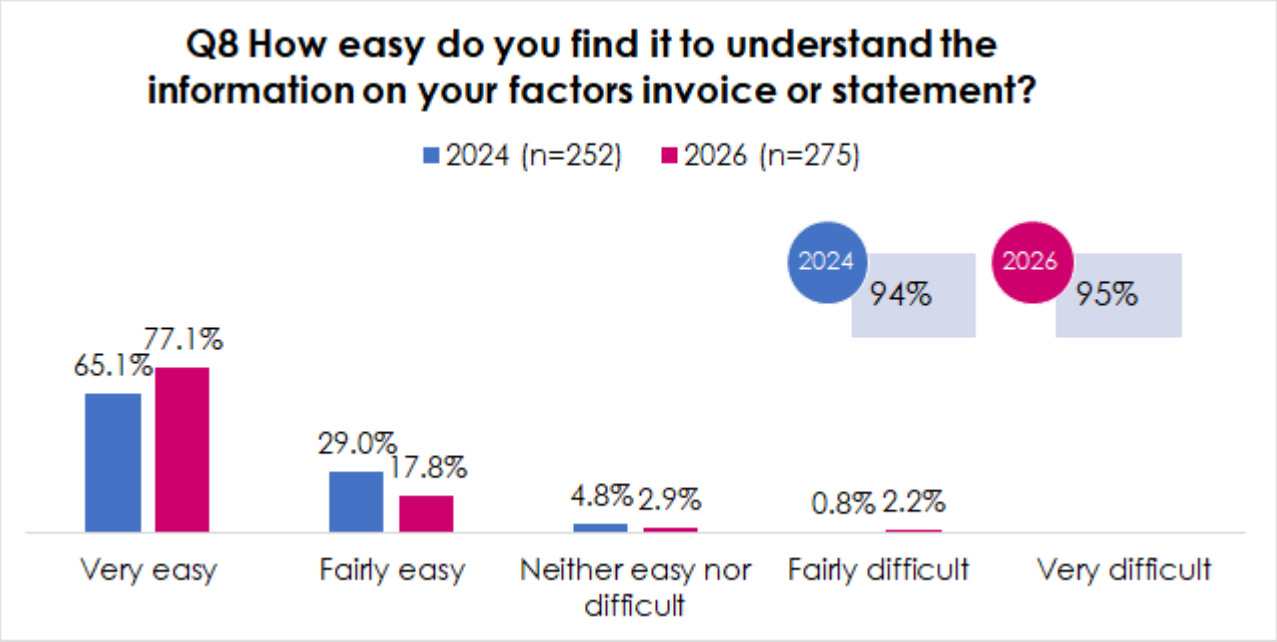
Almost all resident owners were satisfied with the finance service provided by the Association (98%) compared to 82% of non resident owners.



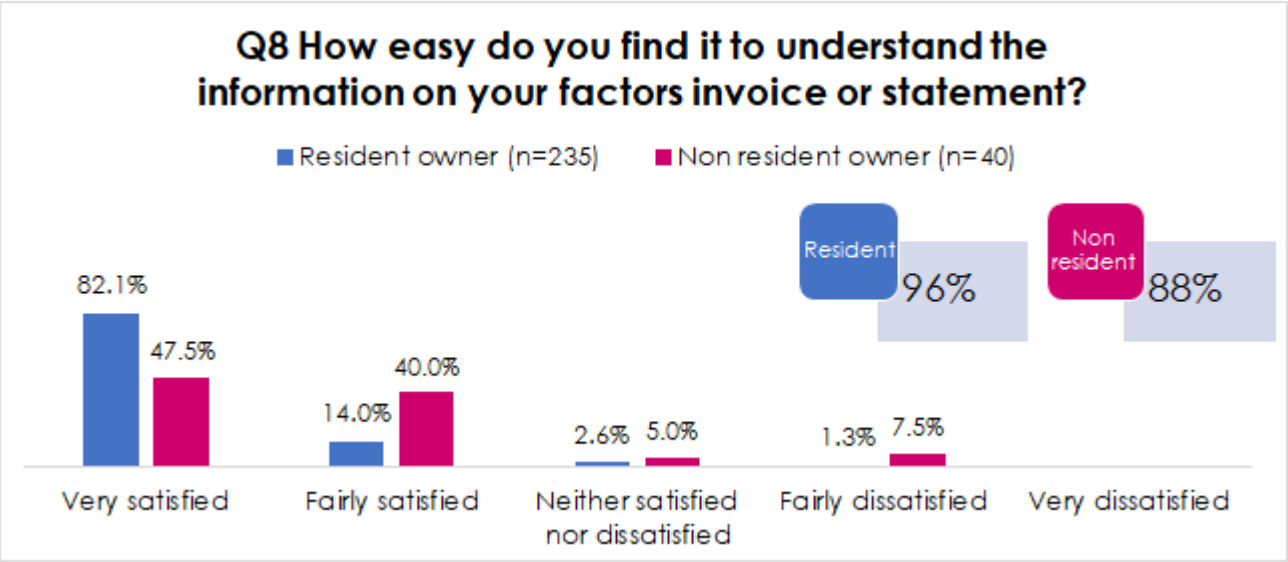
Of the 15 owners who were not satisfied (this includes those who said they were neither satisfied/ nor dissatisfied and those who were very or fairly dissatisfied), 4 said they had not used it. The remaining owners spoke about bills not being clear, that the system could be easier with for example a QR code and others spoke about bills being high or that they were unhappy the Association has not got back to them about their enquiry.

4.4 Ease of understanding factors invoice (Q8/9)

More than 9 in 10 respondents (95%, 94% in 2024) said they found it very or fairly easy to understand the information on their factors invoice or statement compared to 3% who said it was neither easy nor difficult and 2% who said it was very or fairly difficult. A total of 14 respondents said they did not find it easy to understand the information on their factors invoice and this was generally where they found bills to be confusing and that they did not have a clear breakdown of charges.

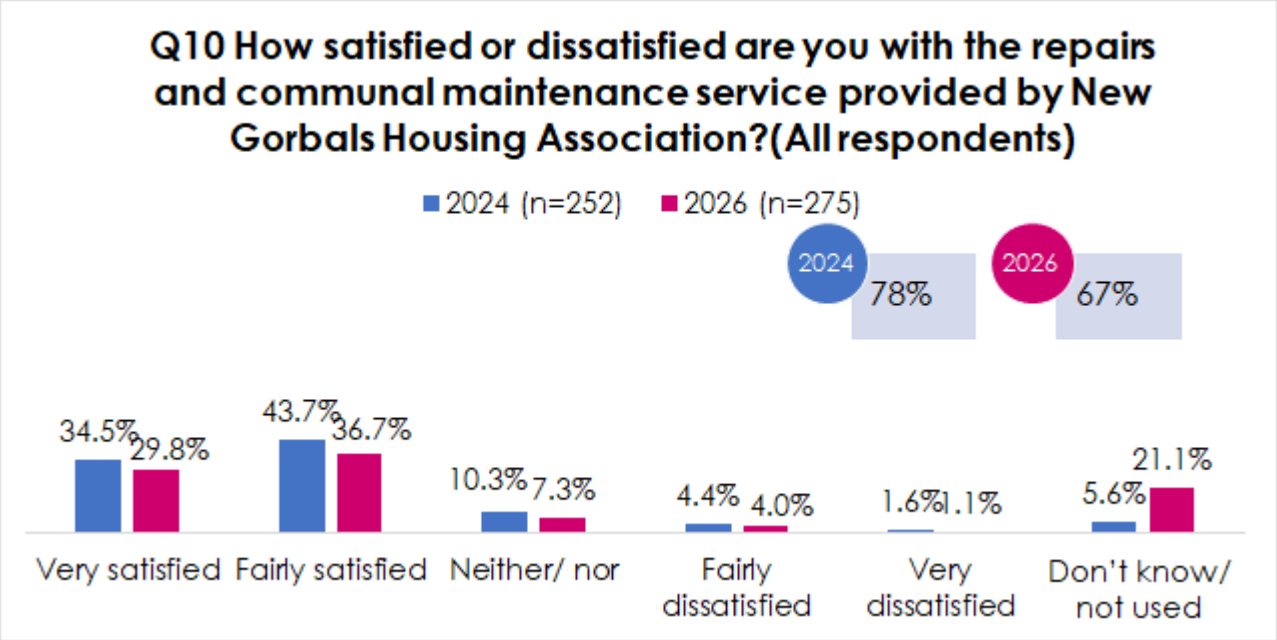


Resident owners were more likely to say the factors invoice or statement was easy to understand (96%) than non-resident owners (88%).

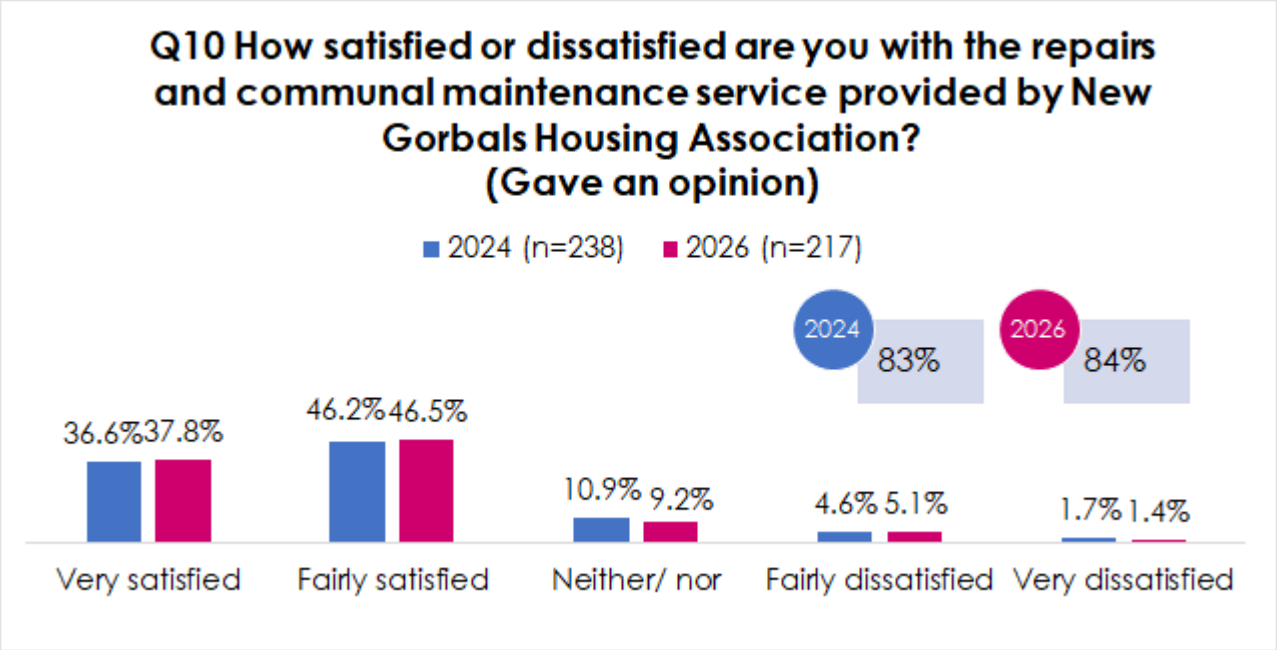


4.5 Satisfaction with repairs and communal maintenance service (Q10/11)

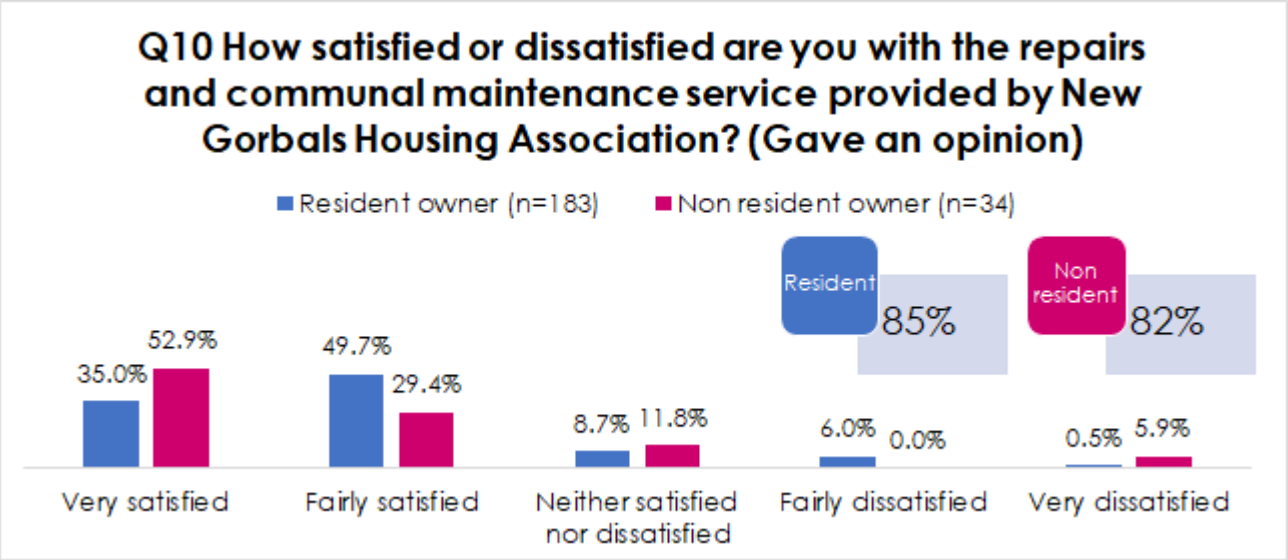
Two thirds of owners (67%) were either very or fairly satisfied with the repairs and communal maintenance service provided by the Association (78% in 2024). On the other hand, 7% were neither satisfied nor dissatisfied, 5% were either very or fairly dissatisfied in this respect and 21% said they had no opinion or had not used the service.



The chart below recalculates these percentages excluding respondents who answered "don't know" or said they had not used the repairs and communal maintenance service. Among those who expressed an opinion, 84% were either very or fairly satisfied, which is not significantly different from the 83% recorded in 2024.



Satisfaction levels were similar for resident owners (85%) versus non resident owners (82%).

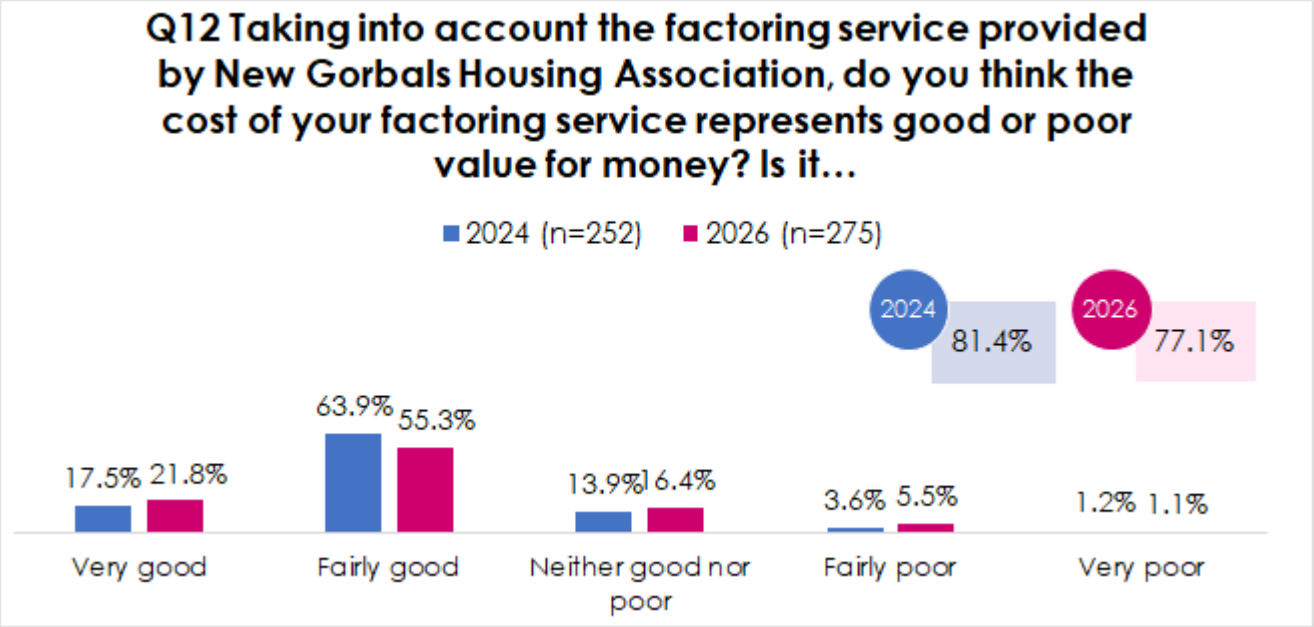


Where respondents were not satisfied with the repairs and communal maintenance service they were asked to explain why they felt this way. The open ended comments have been coded thematically and reveal that of the 34 respondents who were not satisfied, 12 (35%) said they were dissatisfied with close or stair cleaning, 6 owners (18%) spoke about a lack of service or action being taken and 6 owners (18%) mentioned repairs not being complete.

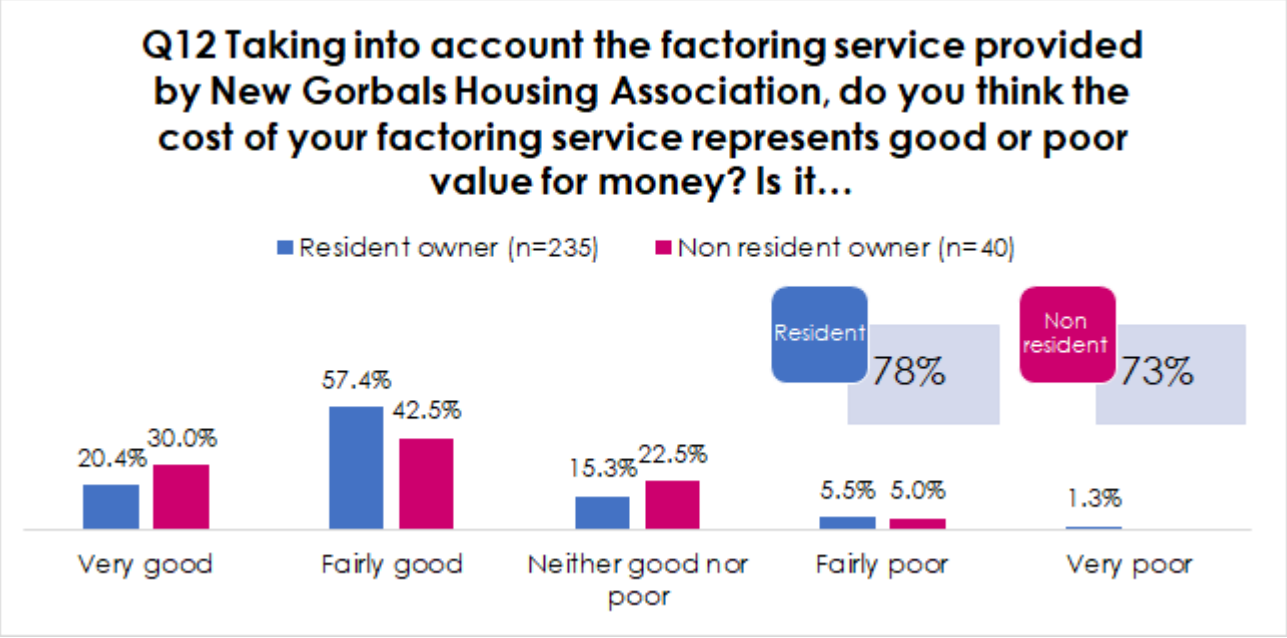
Q11 Can you please explain why you were not satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association?		
Base: Not satisfied with repairs and communal maintenance, n=34	**No.**	%
Close or stair cleaning not being done/ poor standard	12	35.3%
Lack of service/ action taken	6	17.6%
Repairs not being completed	6	17.6%
Poor value for money	5	14.7%
Landscaping improvements required	3	8.8%
Other	1	2.9%
Don't know	2	5.9%

4.6 Value for money of factoring charge (Q12/13)

Just under 8 in 10 owners said the factoring charge for their home represented very good or good value for money (77%) compared to 16% who said it was neither good nor poor value and 7% said it was very poor or poor value for money. The proportion of respondents who said the cost of their factoring charge was good value for money has increased from 46% up to 81% in 2024, then decreased slightly to 77% in 2026.



The proportion of owners who said the cost of the factoring service represents good value for money was higher for resident owners (78%) than non resident owners (73%).



The main reasons for not considering the factoring service good value for money were where owners believed the factoring costs offered poor value for the services provided (35%) or were too expensive or that they keep increasing (27%).

Q13 Can you please explain why you do not think that your factoring service costs represents value for money?		
Base: Do not think factoring service is good value, n=63	**No.**	**%**
Poor value for services provided	22	34.9%
It is expensive/ keeps increasing	17	27.0%
Just a bill that needs paid	9	14.3%
Don't do much	5	7.9%
Nothing to compare it with	4	6.3%
Billing issues	2	3.2%
Other	1	1.6%
Not sure	9	14.3%

5. HOUSEHOLD INFORMATION

5.1 Household composition (Q17)

In terms of household composition, a third of owners (36%) lived alone and a further 45% lived with one other adult.

Q17 How would you describe the composition of your household?		
Base: All respondents, n=275	**No.**	**%**
Single adult	100	36.4%
Two adults	123	44.7%
Three or more adults, 16 or over	6	2.2%
1 parent family with 1 child under 16	1	0.4%
1 parent family with 2 children under 16	1	0.4%
1 parent family with 3 or more children under 16	-	-
2 parent family with 1 child under 16	18	6.5%
2 parent family with 2 children under 16	17	6.2%
2 parent family with 3 or more children under 16	4	1.5%
Other (please specify)	5	1.8%

5.2 Age (Q18)

In terms of the age profile of owner occupiers, 15% were aged under 35, 56% were aged 35-54, 22% were aged 55-74 and 6% were aged 75 and over.

Q18 What is your age group?		
Base: All respondents, n=275	**No.**	**%**
16-24	-	-
25-34	41	14.9%
35-44	91	33.1%
45-54	62	22.5%
55-64	34	12.4%
65-74	25	9.1%
75-84	12	4.4%
85+	6	2.2%
Prefer not to say	4	1.5%

5.3 Disability (Q19)

Just under one in ten owners (7%) considered themselves to have a disability, 90% said they did not have a disability and 3% refused to say.

5.4 Working status (Q20)

Over eight in ten respondents were in paid employment (81%) and 15% were retired.

Q20 Which of the following best describes your economic status? [ONE ONLY]		
Base: All respondents, n=275	**No.**	**%**
Full time paid work (35 or more hours per week)	217	78.9%
Part time paid work (less than 35 hours per week but more than 16 hours per week)	7	2.5%
Part time paid work (less than 16 hours per week)	-	-
Unemployed/Seeking Work	1	0.4%
Unemployed/Not seeking work	-	-
Not working due to health condition	3	1.1%
Looking after home/ family	1	0.4%
Carer	1	0.4%
Retired	42	15.3%
In further/ higher education	-	-
Other	3	1.1%

5.5 Ethnicity (Q21)

Three in four owners were White Scottish (76%).

Q21 What is your ethnic group?		
Base: All respondents, n=275	**No.**	**%**
White Scottish	208	75.6%
White English	1	0.4%
White Welsh	1	0.4%
White Irish	4	1.5%
White Other British	2	0.7%
White Polish	20	7.3%
White Gypsy / Traveller	-	-
White Roma	-	-
Any mixed or multiple ethnic groups, please write in:	-	-
Pakistani, Scottish Pakistani or British Pakistani	12	4.4%
Indian, Scottish Indian or British Indian	9	3.3%
Bangladeshi, Scottish Bangladeshi or British Bangladeshi	1	0.4%
Chinese, Scottish Chinese or British Chinese	4	1.5%
Other Asian background, please write in:	1	0.4%
African, Scottish African or British African	1	0.4%
Other African background, please write in	-	-
Caribbean, Caribbean Scottish or Caribbean British	-	-
Black, Black Scottish or Black British	-	-
Other Caribbean or Black background, please write in	-	-
Other,	5	1.8%
Prefer not to say	6	2.2%

Appendix 1

Survey Questionnaire

Overall satisfaction

1. **[Indicator 29] Taking everything into account, how satisfied or dissatisfied are you with the factoring 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	

2. **Can you please explain why you are not satisfied with the factoring service provided by New Gorbals Housing Association?**

3. **How easy or difficult do you find it to communicate with New Gorbals Housing Association?**

Very easy	1	Go to Q5
Fairly easy	2	
Neither easy nor difficult	3	Go to Q4
Fairly difficult	4	
Very difficult	5	

4. **Can you please explain why you do not think it is easy to communicate with New Gorbals Housing Association?**

5. **How would you prefer to be able to contact New Gorbals in the future? ALL THAT APPLY**

By telephone	1
Email	2
Via website	3
Text message	4
Web chat	5
WhatsApp	6
Video calls – Near Me/ Zoom/ Teams	7
Visit to office	8
Staff visit to your home	9
Other contact with staff (please specify)	10

6. **How satisfied or dissatisfied are you with the finance service provided by New Gorbals Housing Association, such as for account queries, payment arrangements and making payments?**

Very satisfied	1	Go to Q8
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q7
Fairly dissatisfied	4	
Very dissatisfied	5	

7. Can you please explain why you are not satisfied with the finance service provided by New Gorbals Housing Association?

8. How easy do you find it to understand the information on your factors invoice or statement?

Very easy		1	Go to Q10
Fairly easy		2	
Neither easy nor difficult		3	Go to Q9
Fairly difficult		4	
Very difficult		5	

9. Can you please explain why you do not think it is easy to understand the factors invoice or statement?

10. How satisfied or dissatisfied are you with the repairs and communal maintenance service provided by New Gorbals Housing Association?

Very satisfied	1	Go to Q12
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q11
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know/no opinion/have not used service	6	Go to Q12

11. Can you please explain why you were not satisfied with the repairs and communal maintenance service provided by New Gorbals Housing Association?

12. Taking into account the factoring service provided by New Gorbals Housing Association, do you think the cost of your factoring service represents good or poor value for money? Is it…

Very good	1	Go to Q14
Fairly good	2	
Neither good nor poor	3	Go to Q13
Fairly poor	4	
Very poor	5	

13. Can you please explain why you do not think that your factoring service costs represents value for money?

Final comments

14. 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 Q15
No	2	Go to Q17

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

16. **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.

17. 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

18. 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

19. Do you consider yourself to have a disability?

Yes	1
No	2

20. 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

21. 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

22. **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 Q23
No	2	Thank and close

23. **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

researchresource

TECHNICAL REPORT SHEET – QUANTITATIVE RESEARCH

Project number	**P1584**
Project name	**New Gorbals Owner Satisfaction Survey 2026**
Objectives of the research	The aim of the research was to seek owners' views on the services that New Gorbals provides and how well it performs these services and to help identify areas where the service can be improved.
Target group	Owners of the Association
Target sample size	The aim was to achieve interviews with 250 of the Association's owners.
Achieved sample size	A total of 275 owner interviews were achieved.
Date of fieldwork	Interviewing took place between the 21st of July and the 11th of August 2026.
Sampling method	Interviews spread across organisation stock.
Data collection method	Telephone survey with non resident owners and face to face interviews undertaken with resident owners. All interviews were carried out by Research Resource trained and experienced interviewers.
Response rate and definition and method of how calculated	14% (275 interviews from a population of 1943)
Any incentives?	No
Number of interviewers	5 interviewers were working on this.
Interview validation methods	10% of field interviews were back checked and 5% were validated by remote listening 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 +/-5.48% for owners