New Gorbals Housing Association

Tenant Satisfaction Survey

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Prepared by:

Research Resource

Contact: Lorna Shaw
Email:
lorna.shaw@researchresource.co.uk

Prepared for:

New Gorbals Housing Association

Contact: Christine Rothnie
Email:
christine@newgorbalsha.org.uk

researchresource

Report written by: Rosemary Stafford



Date: 21/08/2026

Reviewed by: Elaine MacKinnon / Lorna Shaw



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New Gorbals Housing Association

Tenant Satisfaction Survey 2026

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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 23rd of June and the 5th of August 2026.
- This is a 21% response rate from the Association's 2,334 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, 2024 and 2026 tenant satisfaction surveys. The trend column shows the difference between 2024 and 2026. This column indicates where there has been a statistically significant change between 2024 and 2026, 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 2024/25.

Key				
↑	↖	↔	↘	↓
Significant increase	Slight increase	No change	Slight decrease	Significant decrease

As shown, there have been no significant changes in overall satisfaction across all indicators.

Scottish Housing Regulator indicators (Tenants only)								
	2013	2015	2018	2021	2024	2026	Change (2024-2026)	Scottish Average 2024/25
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%	95%	0%	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%	99%	+1%	90%
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%	98%	-1%	86%
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%	93%	+2%	87%
Overall, how satisfied or dissatisfied are you with the quality of your home? *(% very/ fairly satisfied)*	82%	85%	87%	87%	95%	94%	-1%	85%
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%	95%	+1%	82%
Overall, how satisfied or dissatisfied are you with New Gorbals management of the neighbourhood you live in?	86%	91%	88%	94%	95%	92%	-3%	84%

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 23rd of June and the 5th of August 2026. This is a 21% response rate from the Association's 2334 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 3 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	% tenants	No. interviews	% interviews
1 - Hutchesontown	419	18%	90	18%
2 - Queen Elizabeth Square	279	12%	60	12%
3 - Crown St	219	9%	48	10%
4 - Gorbals East	368	16%	77	15%
5 - Laurieston	552	24%	120	24%
6 - Riverside	376	16%	80	16%
7 - Oatlands	121	5%	26	5%
Grand Total	**2334**	**100%**	**501**	**100%**

Property type	No. tenants	% tenants	No. interviews	% interviews
Flat	525	22%	104	21%
Four in a Block	4	0%	0	0%
High Rise	444	19%	107	21%
House	87	4%	22	4%
Maisonette	328	14%	57	11%
Tenement Flat	946	41%	211	42%
Grand Total	**2334**	**100%**	**501**	**100%**

Property size	No. tenants	% tenants	No. interviews	% interviews
1	17	1%	2	0%
2	764	33%	173	35%
3	1184	51%	243	49%
4	295	13%	64	13%
5	63	3%	16	3%
6	11	0%	3	1%
Grand Total	**2334**	**100%**	**501**	**100%**

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, 2021 and 2024 and also to the Scottish average taken from the 2024/25 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.

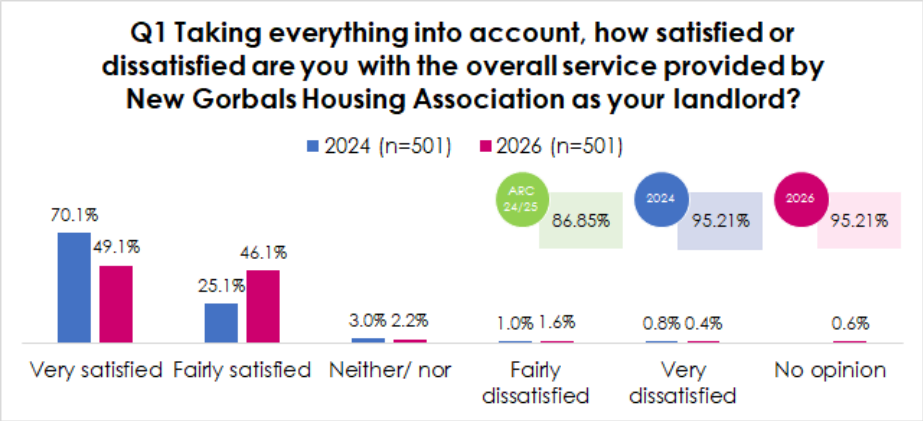
For satisfaction or rating scale questions, not all percentages sum to 100% due to rounding.

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.

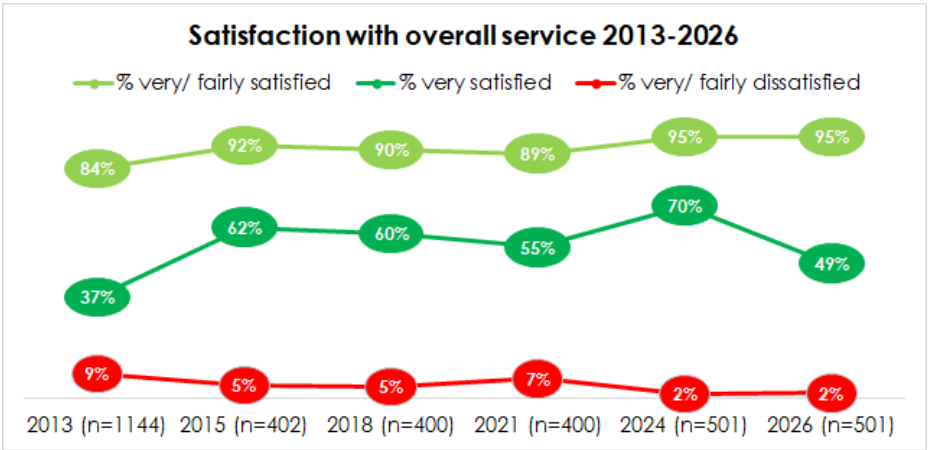
3. OVERALL SATISFACTION

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 2% who were neither satisfied nor dissatisfied, 2% who were fairly or very dissatisfied with the service provided and 1% who had no opinion. Overall satisfaction is higher than the Scottish Average for 2024/25 which was reported as 87%.

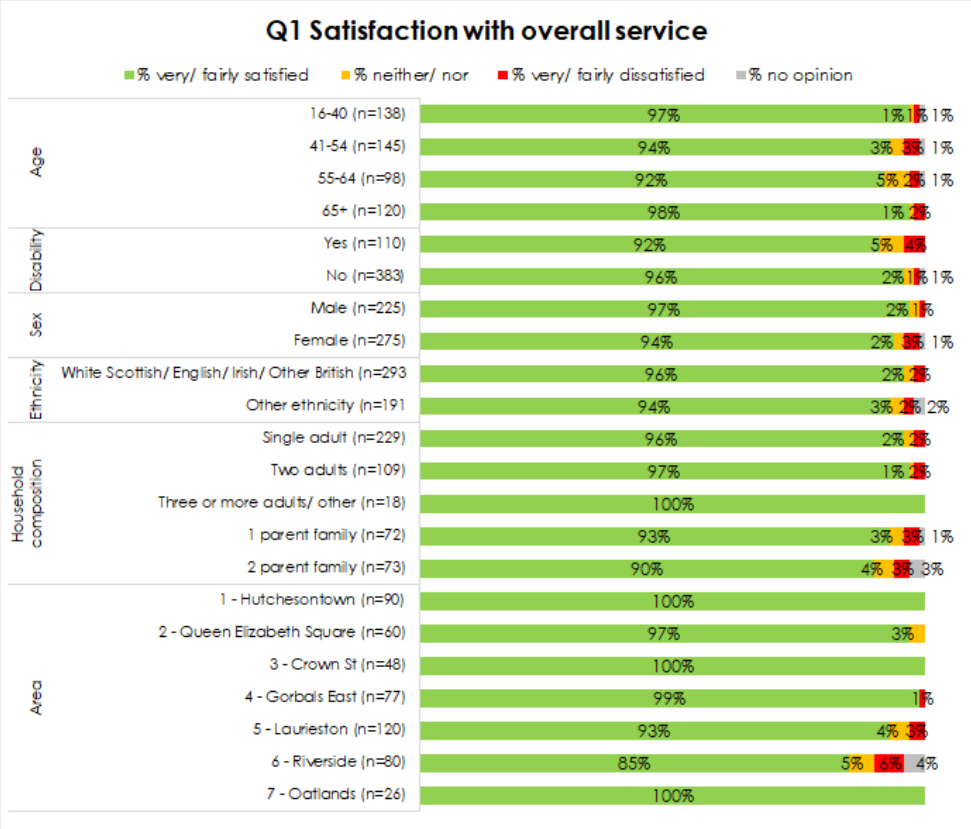


Overall satisfaction increased from 84% in 2013 to 95% in 2024 and remained at this high level in 2026, while dissatisfaction fell from 9% to 2%. However, the proportion who were very satisfied dropped sharply from 70% in 2024 to 49% in 2026.



The table below shows overall satisfaction and dissatisfaction analysed by various demographic factors and also by area. This analysis reveals that satisfaction with the overall service varies significantly in terms of:

- **Disability**: Those with a disability were less likely to be satisfied (92%) than those who did not (96%).
- **Household composition**: Two adult households were significantly more likely to be satisfied in this respect (97%) than 2 parent families (90%).
- **Area**: those living in Riverside were significantly less likely to be satisfied (85%) than tenants who lived in all other areas. All respondents who lived in Hutchestown and in Oatlands were satisfied with the overall service.



Those who stated that they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied (n=21) were asked to provide their reasons as to why they felt this way. The main reasons for feeling this way were regarding slow or poor quality repairs, inadequate property and communal area maintenance including comments about rubbish, pests and regarding anti-social behaviour issues. Tenants also spoke about long waits for a move and allocation issues.

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 (85%) said they would prefer the Association to do this via phone calls, 25% would prefer to get in touch via email and 12% would prefer to use text messaging.

Q3 New Gorbals uses a number of ways to keep tenants informed. Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY		
Base: All respondents, n=501	**No.**	**%**
Phone Call	425	84.8%
Email	123	24.6%
Text message	59	11.8%
Drop into Office	53	10.6%
Letter	32	6.4%
Website	26	5.2%
What's App	14	2.8%
Appointment at Office	12	2.4%
Tenant Portal	8	1.6%
Appointment at Home	4	0.8%
Video call	1	0.2%
Other	2	0.4%

Analysis by age shows that digital communications such as email and text messaging, were most likely to be used by tenants aged 16-34 and least likely to be used by older tenants aged 75 and over. Phone calls were most popular amongst older tenants.

Q3 New Gorbals uses a number of ways to keep tenants informed. Which method(s) do you prefer New Gorbals to use to keep you informed about services generally? ALL THAT APPLY				
	16-40	**41-54**	**55-64**	**65+**
Base	**138**	**145**	**98**	**120**
Email	39%	32%	13%	8%
Text message	18%	15%	9%	3%
What's App	5%	5%	-	-
Tenant Portal	2%	2%	1%	1%
Phone Call	78%	80%	89%	96%
Letter	4%	8%	8%	6%
Website	6%	8%	5%	2%
Video call	-	1%	-	-
Drop into Office	11%	11%	12%	8%
Appointment at Office	1%	3%	3%	3%
Appointment at Home	-	1%	2%	-
Other	1%	1%	-	-

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. Over half of tenants (52%) said they would prefer to find out in the New Gorbals News, 28% would prefer to use the website and 21% would prefer to be kept informed via leaflets.

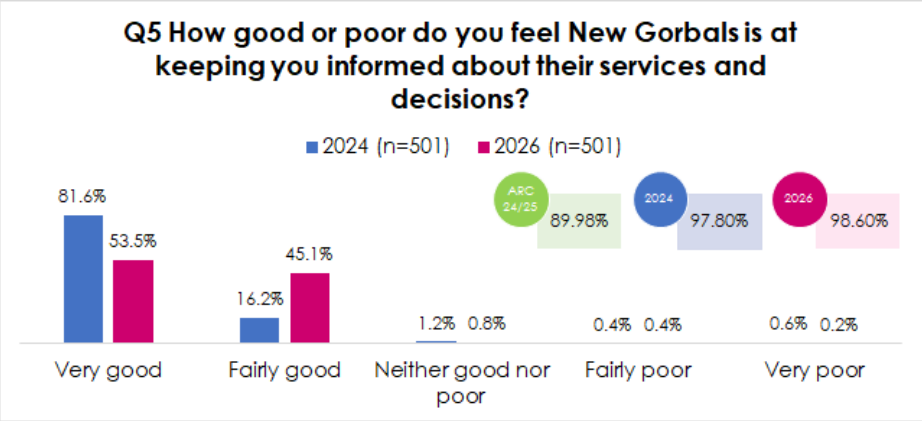
Q4 Going forward what is the best way for New Gorbals Housing Association to keep all tenants informed about services? (all that apply)		
Base: All respondents, n=501	**No.**	**%**
New Gorbals Newsletter	261	52.1%
Website	141	28.1%
Leaflets	103	20.6%
Text	95	19.0%
Posters in closes	46	9.2%
Tenant Portal	37	7.4%
Letter	30	6.0%
Facebook or other Social Media	17	3.4%
Digital noticeboards	7	1.4%
Public meetings	4	0.8%
Other	5	1.0%

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, and more traditional written communications such as the newsletter and letters were more likely to be preferred by older people.

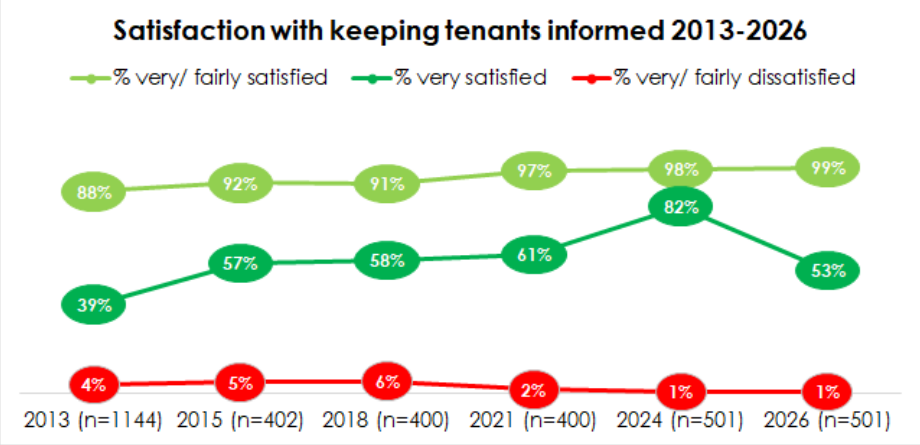
Q4 Going forward what is the best way for New Gorbals Housing Association to keep all tenants informed about services? (all that apply)				
	16-40	**41-54**	**55-64**	**65+**
	138	**145**	**98**	**120**
New Gorbals Newsletter	41%	46%	63%	63%
Leaflets	16%	24%	23%	19%
Posters in closes	9%	11%	8%	8%
Digital noticeboards	2%	1%	2%	-
Tenant Portal	9%	12%	4%	3%
Public meetings	-	-	4%	-
Website	32%	30%	23%	25%
Text	28%	26%	14%	5%
Facebook or other Social Media	3%	5%	4%	2%
Other	1%	1%	1%	1%
Letter	2%	1%	7%	15%

4.2 Keeping tenants informed (Q5/6)

In terms of keeping tenants informed, 99% 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. Satisfaction is higher than the Scottish average for 2024/25 (90%).

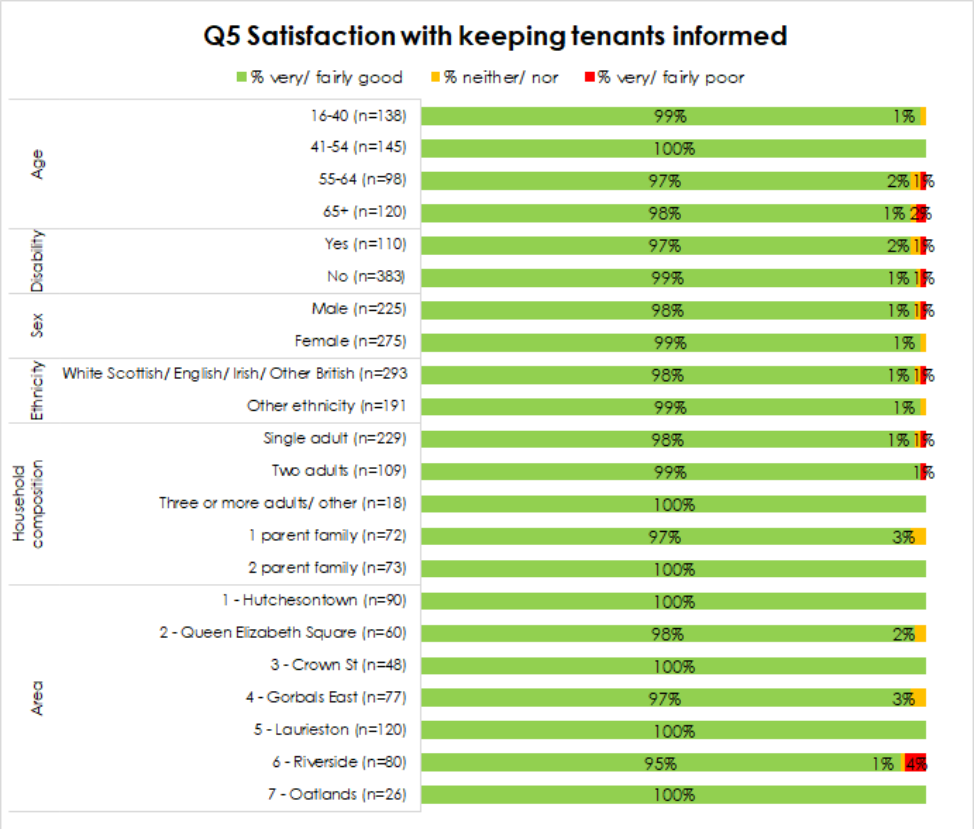


Satisfaction with keeping tenants informed rose from 88% in 2013 to 99% in 2026, while dissatisfaction fell from 4% to just 1%. However, the proportion who were very satisfied has dropped from 82% in 2024 to 53% in 2026.



Analysis of this question by demographic and geography is shown in the chart below and shows that this question varies significantly in terms of:

- **Age:** Tenants aged 55-64 (97%) were less likely to say the Association is good in this respect than tenants aged 41-54 (100%).
- **Area**: All respondents who lived in Hutchestown, Crown Street, Laurieston and Oatlands (100%) said the Association was very or fairly good compared to 95% of tenants who lived in Riverside.



Those who said the Association was neither good nor poor, fairly poor or very poor at keeping them informed (7 tenants) 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 or where they felt the Association does not take into consideration tenants views.

4.3 Interest in participation opportunities (Q7)

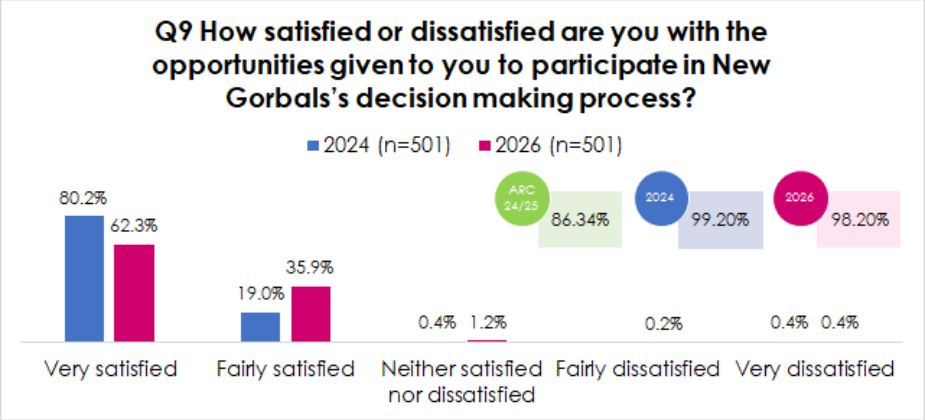
Following on from this, tenants were then asked whether they would be interested in participating in various tenant activities. Just over 8 in 10 tenants (83%, 88% in 2024) were not interested in getting involved. Where tenants were interested in participating this was most likely to be by doing short repairs satisfaction surveys on completion of repairs (13%) and by responding to the rent consultations (9%).

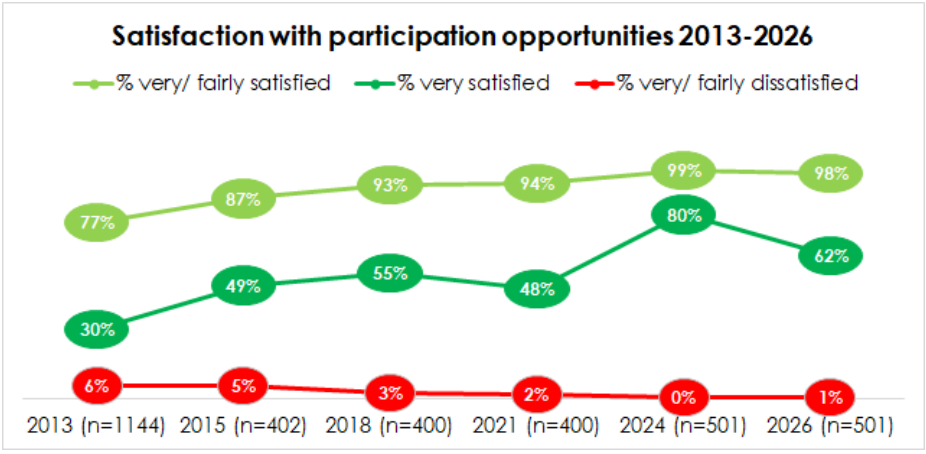
Q7 The following are other ways in which tenants can become involved and influence New Gorbals HA. Would you potentially be interested in participating in any of these in the future? [CODE ALL THAT APPLY]		
Base: All respondents, n=501	**No.**	**%**
Short repairs satisfaction surveys on completion of repairs	66	13.2%
Responding to the rent proposal	47	9.4%
Community Groups, Activities and Events e.g. Big Ideas/Gardening & History	25	5.0%
Local Area Tenants and Residents Groups	5	1.0%
Tenants Scrutiny Group	3	0.6%
Tenants Panel	3	0.6%
Food Events including Community Meals & Breakfast	2	0.4%
Joining the Management Committee	2	0.4%
Your Views List	1	0.2%
Volunteering Opportunities	1	0.2%
Not interested in getting involved	415	82.8%

4.4 Opportunities to participate (Q9/10)

Almost all respondents (98%) were very or fairly satisfied with the opportunities given to them to participate in their landlord's decision-making processes. Just 1 percent were neither satisfied not dissatisfied and 1% were very dissatisfied in this respect.

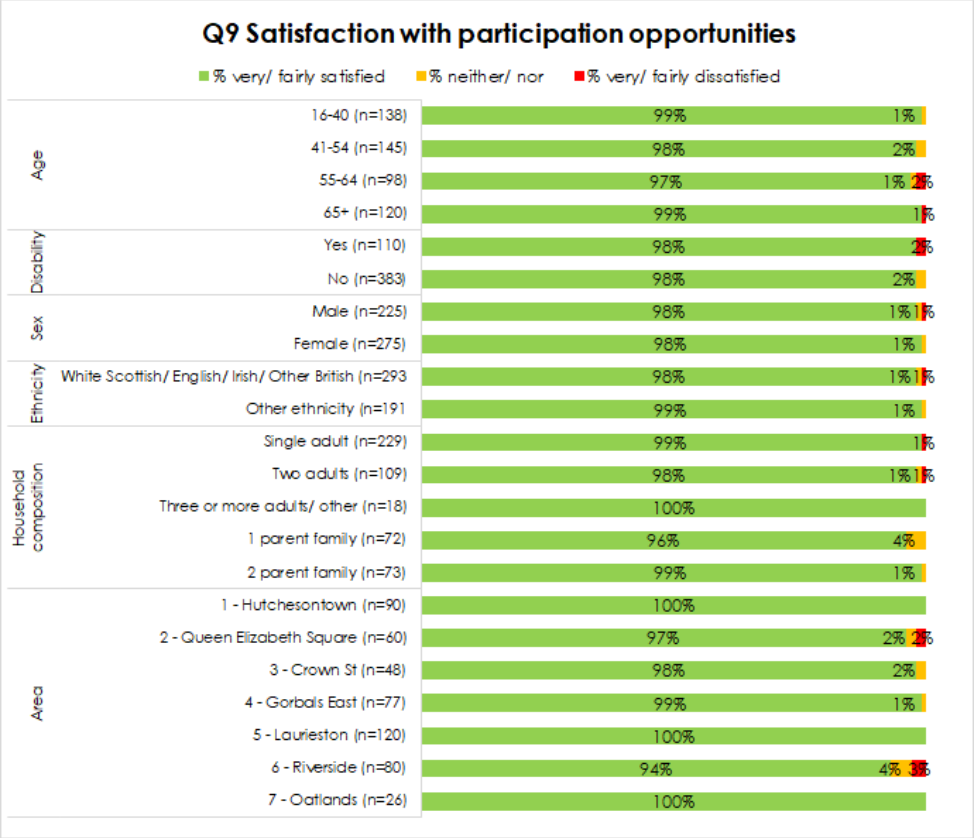
Satisfaction with the opportunities given to tenants to participate in New Gorbals decision making has continued to increase year on year, from 77% in 2013 to 94% in the last tenant satisfaction survey undertaken in 2021 and up to 99% in 2024. Satisfaction with participation opportunities is higher than the Scottish Average for 2024/25(88%).





The table below shows that overall satisfaction with participation opportunities is fairly consistent across the various demographics and only varies significantly in terms of:

- **Area**: Tenants who lived in Hutchestown (100%) and in Laurieston (100%) were more likely to be satisfied with participation opportunities than those who lived in Riverside (94%).



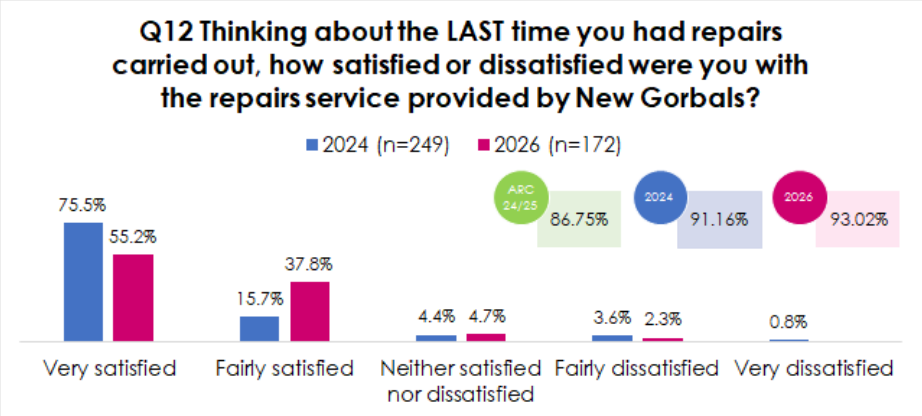
Where respondents said they were either neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the opportunities given to them to participate (4 respondents), they were asked to explain why they were not satisfied. Tenants spoke about being unaware of opportunities or felt that their views would not be taken into account when making decisions.

5. REPAIRS AND HOUSING QUALITY

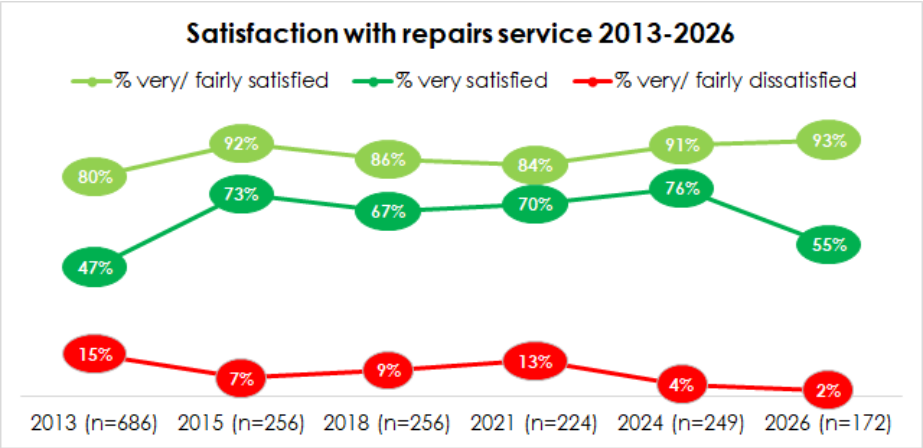
5.1 Satisfaction with the repairs service (Q11-13)

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. Over a third of tenants had repairs carried out in the last 12 months (34%). Of these individuals, 93% said they were very or fairly satisfied with the repairs service provided by New Gorbals, 5% were not satisfied nor dissatisfied and 2% were very or fairly dissatisfied. Overall satisfaction is higher than the Scottish Average for 2024/25 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.

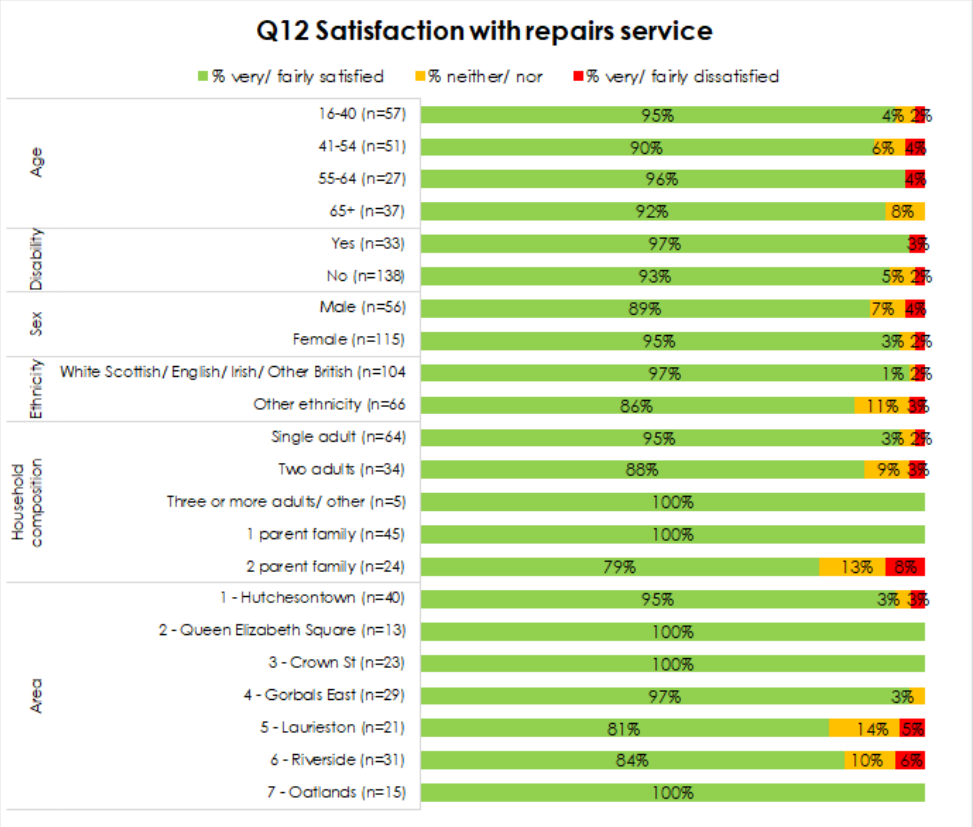


The following chart shows that overall satisfaction with the repairs generally shows an upwards trend from 80% in 2013 to 93% in 2026, and overall dissatisfaction has decreased from 15% in 2013 to 2% in 2026. The proportion of tenants who were very satisfied has seen a steep decline from 76% in 2024 to 55% in 2026.



Analysis of satisfaction with the last repair shows that satisfaction levels vary significantly in terms of:

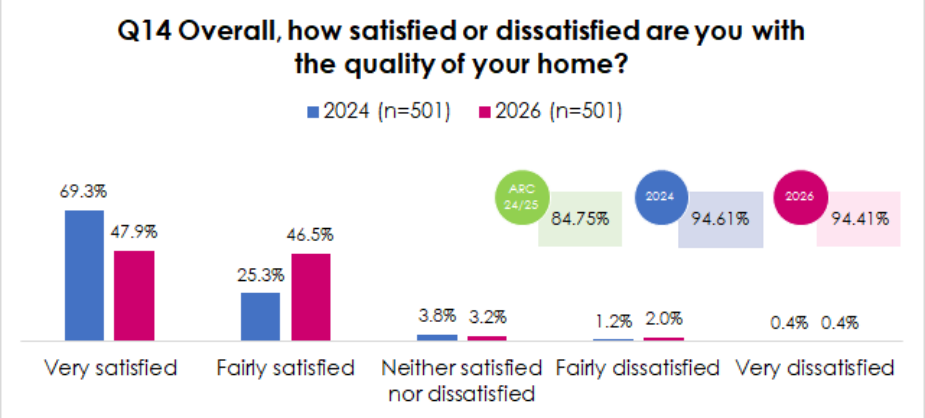
- **Ethnic group**: White Scottish, English, Irish or other British respondents (97%) were more likely to be satisfied with the repairs service than other ethnicities (86%).
- **Household composition**: One parent families were significantly more likely to be satisfied with the repairs service (100%) than 2 parent families (79%).
- **Area**: Those who lived in Crown Street were more likely to be satisfied (100%) with the repairs service than tenants who lived in Riverside (84%).



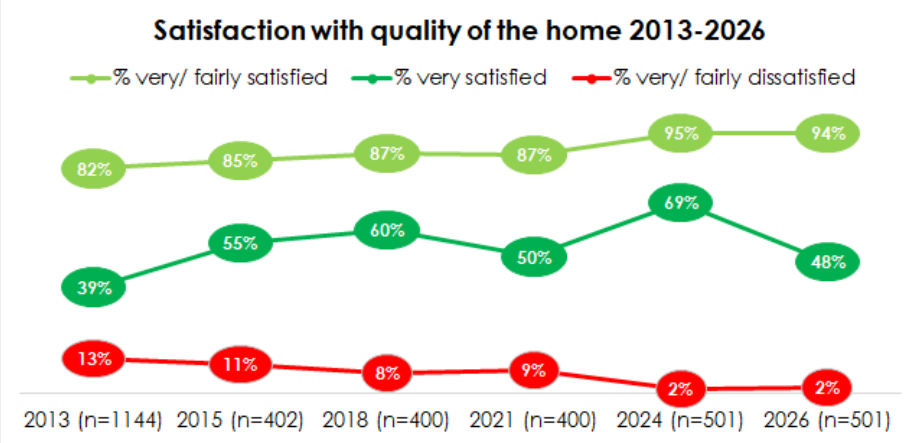
Tenants in this survey who said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the repairs service (n=13) said that this was due to ongoing repair issues or repairs not being resolved on the first visit, dissatisfaction with repairs timescales and where tenants were dissatisfied with the quality of repairs.

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. 94% 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 3% who were neither satisfied nor dissatisfied. The proportion of respondents who said they were very or fairly satisfied is higher than the Scottish Average reported in the 2024/25 ARC of 85%.

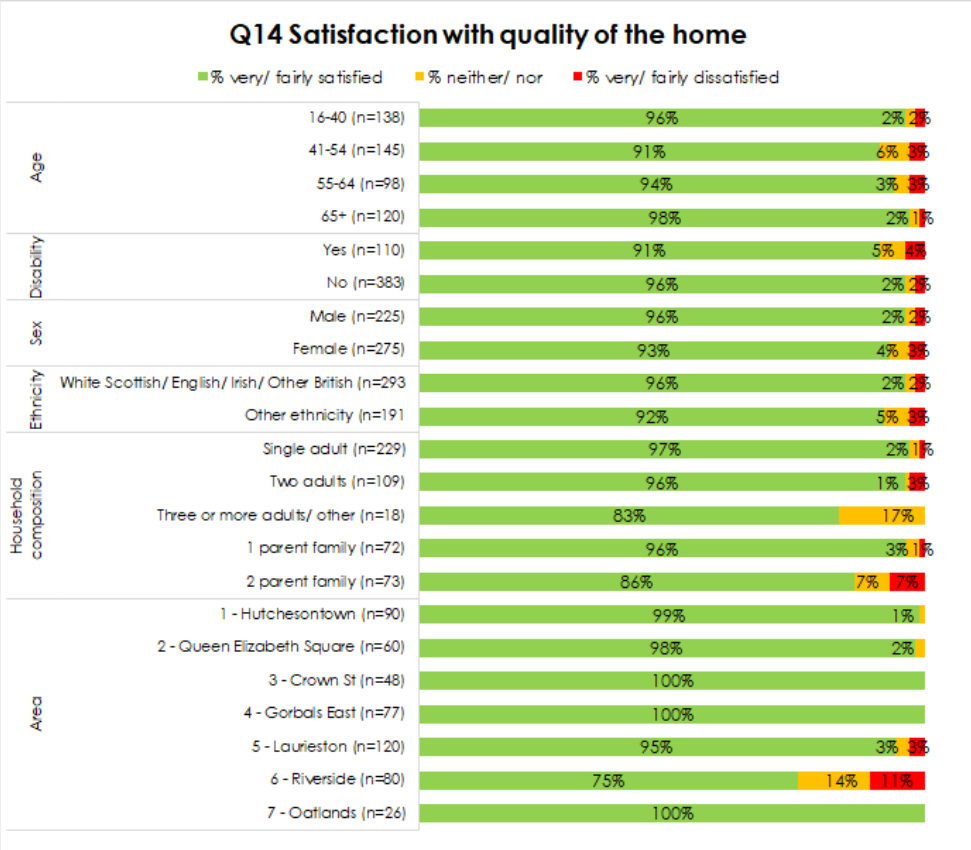


Satisfaction with the quality of the home increased from 82% in 2013 to 94% in 2026, while dissatisfaction fell from 13% to 2%. However, the proportion who were very satisfied has dropped from 69% in 2024 to 48% in 2026.



Our analysis shows that satisfaction with the quality of the home varies significantly in terms of:

- **Age:** Tenants who were aged 65 and over were more likely to be satisfied with the quality of their home (98%) than tenants aged 41-54 (91%).
- **Household composition:** Satisfaction with the quality of the home was higher for single adults (97%), 2 adult households (96%) and 1 parent families (96%) than 2 parent families (86%).
- **Area:** All tenants who lived in Crown Street, Gorbals East and in Oatlands were satisfied with the quality of their home compared to 75% of Riverside tenants.



Where tenants said they were neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied with the quality of their home (n=28), the main reasons were that tenants spoke about overcrowding or unsuitable accommodation, along with long waits for transfers to larger, ground-floor or more accessible properties. Tenants also highlighted outdated kitchens and bathrooms, damp, and other outstanding repairs issues.

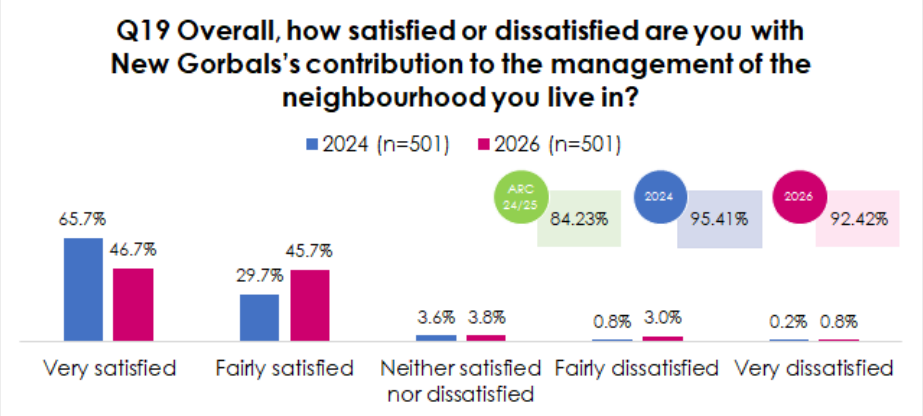
5.3 Damp and mould (Q16-18)

Just 2% of respondents said the tenant had mentioned experiencing damp or mould in their home during their responses, amounting to 10 individuals. Of these tenants, 6 said this was still an issue and all 6 gave permission for Research Resource to pass over their details to the Association to allow them to follow up on this issue.

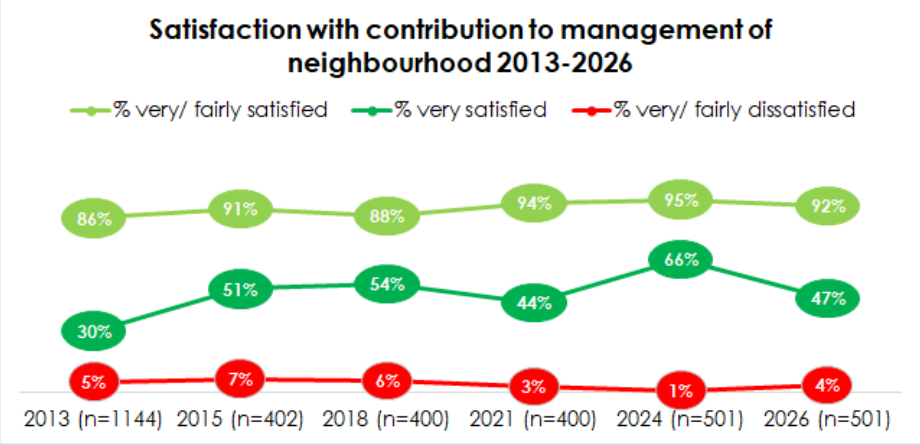
6. NEIGHBOURHOOD MANAGEMENT

6.1 Contribution to neighbourhood management (Q19/20)

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 (92%) said they were very or fairly satisfied with New Gorbals' contribution to the management of their neighbourhood, compared to 4% who were fairly or very dissatisfied and 4% who were neither satisfied nor dissatisfied. Overall satisfaction is higher than the Scottish average for 2024/25 (84%).

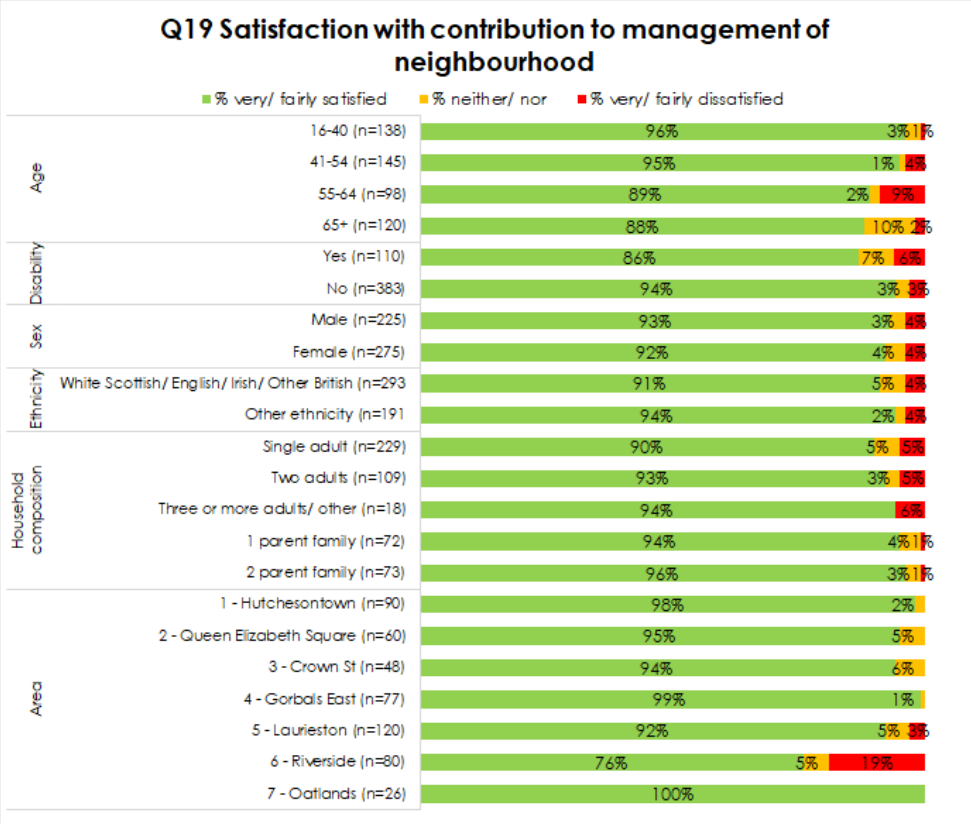


Satisfaction with the New Gorbal's contribution to neighbourhood management has increased from 86% in 2013 to a peak of 95% in 2024, before falling slightly to 92% in 2026. Dissatisfaction has seen an increase from 1% in 2024 to 4% in 2026. As seen in other indicators the proportion who were very satisfied has seen a decrease from 66% in 2024 to 47% in 2026.



Satisfaction with the landlord's contribution to the management of the neighbourhood varies significantly with regards to:

- **Age**: Tenants aged 55-64 (89%) and aged 65 and over (88%) were less likely to be satisfied in this respect than tenants aged 16-40 (96%) and aged 41-54 (95%).
- **Disability**: Tenants with a disability were less likely to be satisfied (86%) than tenants with no disability (94%).
- **Area**: Tenants who lived in Oatlands (100%) were most likely to be satisfied in this respect and those who lived in Riverside were least likely to be satisfied (76%).



A total of 38 tenants were not satisfied with their landlord's contribution to the management of the neighbourhood. The comments provided to this question have been coded thematically and shows that tenants were most likely to have spoken about improvements being needed to communal services (29%), that anti social behaviour needs to be dealt with (26%) and that the area needs tidied up or that rubbish needs to be dealt with.

Q20 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?		
Base: Not satisfied with NGHA's contribution to the management of the neighbourhood, n=38	**No.**	**%**
Communal services e.g. close cleaning/ painting	11	28.9%
Deal with ASB/ ASN	10	26.3%
Area needs tidied up/ deal with rubbish	6	15.8%
Issues with bin area	6	15.8%
Landscape maintenance	3	7.9%
Sort the parking	2	5.3%
Estate inspections/ someone to come out	1	2.6%
Other	2	5.3%

7. VALUE FOR MONEY OF RENT AND FINANCIAL MANAGEMENT

7.1 Priorities for ensuring value for money (Q21)

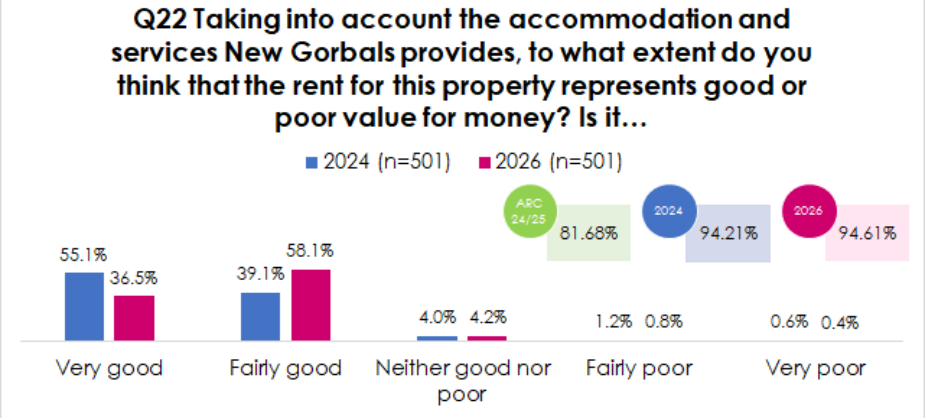
The questionnaire included a question which asked tenants to rate the top three things that should be considered when ensuring value for money. This revealed three in four tenants felt a reliable and responsive repairs service was a top priority (75%). This was followed by customer service (38%) and support for tenants that need it (35%).

Q21 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		
Base: All respondents, n=501	**No.**	**%**
Reliable and responsive repairs service	374	74.7%
Customer service e.g. locally accessible and responsive staff	189	37.7%
Support for tenants that need it – advice and support services	177	35.3%
Investment in homes e.g. kitchens and bathrooms	169	33.7%
Ensuring homes are as energy efficient, warm and easy to heat as possible	154	30.7%
Management of the area around your home including landscaping and bulk uplift	139	27.7%
Anything else?	9	1.8%

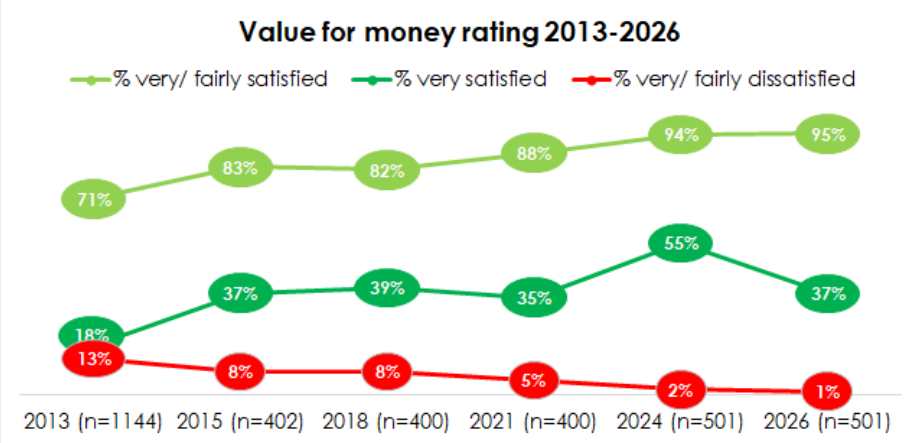
Having a reliable and responsive repairs service is the top priority for all tenants across all demographic factors. However, analysis by geography indicates that while a reliable and responsive repairs service was top priority for the majority of areas, Queen Elizabeth Square tenants were more likely to say ensuring homes are as energy efficient, warm and easy to heat as possible was their top priority and Crown Street tenants were more likely to say customer service was a top priority. Full data tables showing this analysis can be found in the appendix.

7.2 Value for money (Q22/23)

In terms of value for money, over 9 in 10 respondents (95%) were of the opinion that their rent represents very or fairly good value for money, compared to 1% 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 is higher than the Scottish Average for 2024/25 (82%).



The proportion of tenants who said rents were good value for money has increased substantially from 71% in 2013 to 95% in 2026, while negative ratings fell from 13% in 2013 to just 1% in 2026. However, the proportion rating value for money as very good has dropped significantly from 55% in 2024 to 37% in 2026.

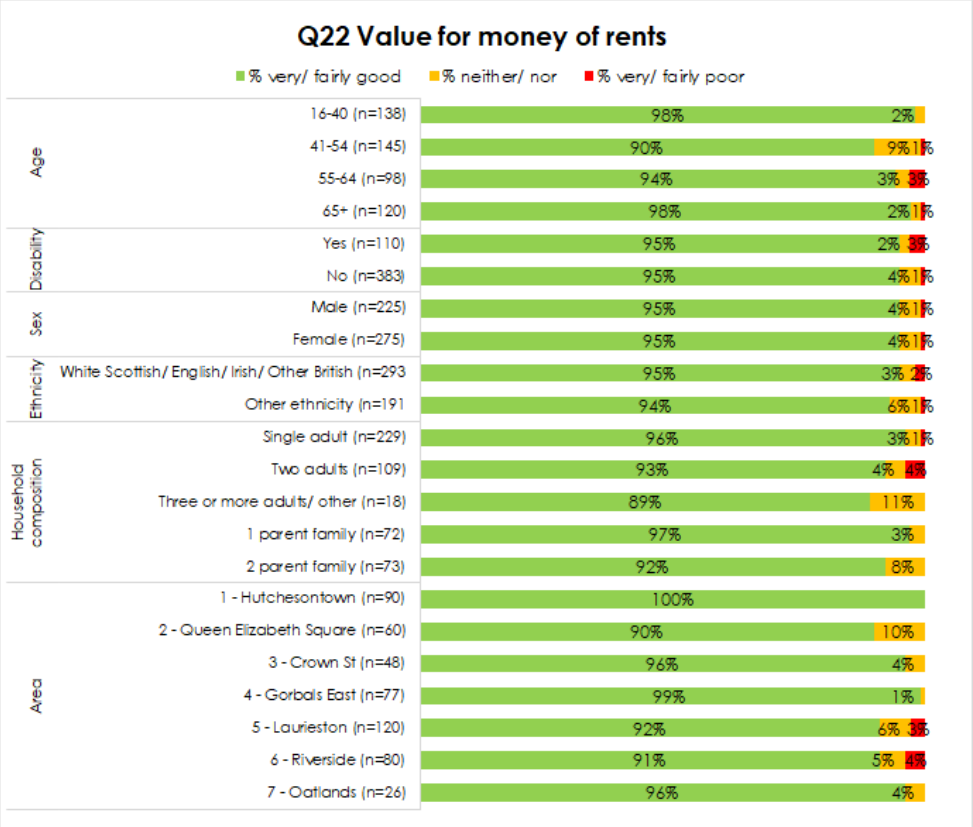


Those who said their rent was neither good nor poor, fairly poor or very poor value for money (n=27) were asked to explain why they did not think their rent was good value for money, the most common reasons given were where tenants felt rents were generally too expensive (13 tenants) and where they felt the rent does not reflect the quality of service (30%).

Q23 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?		
Base: Do not think rent is good value, n=27	**No.**	**%**
Not good value, too expensive/ needs lowered	13	48.1%
Rent does not reflect quality of services received/ improvements services needed	8	29.6%
Frequent rent increases	3	11.1%
Need to improve the quality of homes	2	7.4%
Don't know	3	11.1%

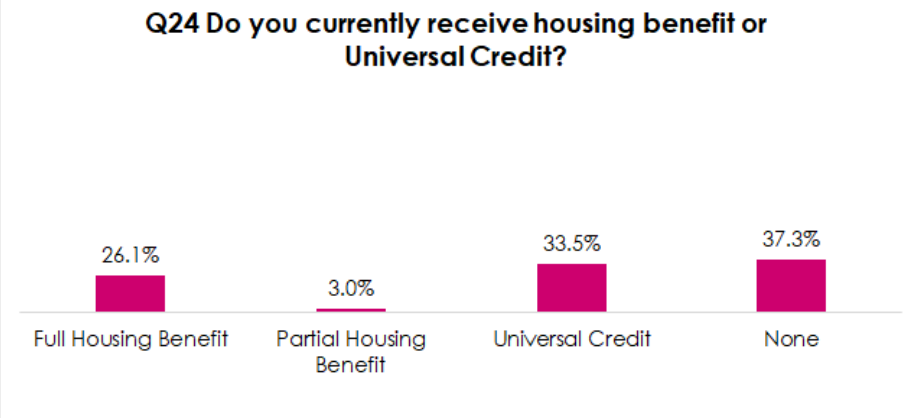
Further analysis reveals value for money rating varies significantly in terms of:

- **Age:** Tenants aged 16-40 (98%) were more likely to say rents were good value for money than tenants aged 41-54 (90%).
- **Area:** Those who lived in Hutchestown (100%) and in Gorbals East (99%) were more likely to say rents were good value for money than tenants who lived in Queen Elizabeth Square (90%) and in Riverside (91%).


Q22 Value for money of rents
% very/ fairly good
% neither/ nor
% very/ fairly poor
Age
16-40 (n=138)
98%
2%
41-54 (n=145)
90%
9%
1%
55-64 (n=98)
94%
3%
3%
65+ (n=120)
98%
2%
1%
Disability
Yes (n=110)
95%
2%
3%
No (n=383)
95%
4%
1%
Sex
Male (n=225)
95%
4%
1%
Female (n=275)
95%
4%
1%
Ethnicity
White Scottish/ English/ Irish/ Other British (n=293
95%
3%
2%
Other ethnicity (n=191
94%
6%
1%
Household composition
Single adult (n=229)
96%
3%
1%
Two adults (n=109)
93%
4%
4%
Three or more adults/ other (n=18)
89%
11%
1 parent family (n=72)
97%
3%
2 parent family (n=73)
92%
8%
Area
1 - Hutchesontown (n=90)
100%
2 - Queen Elizabeth Square (n=60)
90%
10%
3 - Crown St (n=48)
96%
4%
4 - Gorbals East (n=77)
99%
1%
5 - Laurieston (n=120)
92%
6%
3%
6 - Riverside (n=80)
91%
5%
4%
7 - Oatlands (n=26)
96%
4%

7.3 Housing benefit/ Universal Credit (Q24)

Just over 1 in 4 tenants (26%) were in receipt of full housing benefit. Around a third (34%) received Universal Credit, 3% received partial housing benefit and just over a third paid full rent (37%).



8. ABOUT YOU AND YOUR HOUSEHOLD

8.1 Household composition (Q28)

Just under half of tenants said they lived in their home alone (46%), 22% lived with one other adult, 3% lived in a household with 3 or more adults, 14% were 1 parent families and 15% were 2 parent families.

Q28 Which of these describes your household composition?		
Base: All respondents, n=501	**No.**	**%**
Single adult	229	45.7%
Two adults	109	21.8%
Three or more adults, 16 or over	17	3.4%
1 parent family with 1 child under 16	35	7.0%
1 parent family with 2 children under 16	36	7.2%
1 parent family with 3 or more children under 16	1	0.2%
2 parent family with 1 child under 16	29	5.8%
2 parent family with 2 children under 16	30	6.0%
2 parent family with 3 or more children under 16	14	2.8%
Other (please specify)	1	0.2%

8.2 Working status (Q29)

Just under 4 in 10 respondents (38%) were in paid work (either full time, part time or self-employed). On the other hand, 24% were retired, 9% were not working due to a health condition, 12% were unemployed and 15% were at home looking after the family.

Q29 Which of the following best describes your economic status?		
Base: All respondents, n=501	**No.**	**%**
Full time employment (more than 35 hrs pw)	160	31.9%
Part time employment (16-34 hrs pw)	27	5.4%
Part time employment (under 16 hrs pw)	5	1.0%
Zero Hour Contract	-	-
Unemployed/Seeking Work	15	3.0%
Unemployed/Not seeking work	47	9.4%
Not working due to health condition	45	9.0%
Looking after home/ family	75	15.0%
Carer	2	0.4%
Retired	120	24.0%
In further/ higher education	5	1.0%
Other	-	-

8.3 Age (Q30)

The age profile of respondents is shown below and revealed that 20% of respondents were aged 16-34, 46% were aged 35-54, 27% were aged 55-74 and 6% of respondents were aged 75 and over.

Q30 What is your age group?		
Base: All respondents, n=501	**No.**	**%**
16-24	8	1.6%
25-34	94	18.8%
35-44	144	28.7%
45-54	87	17.4%
55-64	47	9.4%
65-74	87	17.4%
75-84	29	5.8%
85+	4	0.8%
Prefer not to say	1	0.2%

8.4 Long term health conditions (Q31/32)

In terms of disability status, 22% 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.

Q31 Do you consider yourself to have a disability?		
Base: All respondents, n=501	**No.**	**%**
Yes	110	22.0%
No	383	76.4%
Prefer not to say	8	1.6%

Where tenants had a disability this was most likely to be a physical impairment (73%).

Q32 If yes, which of the following would you use to describe your disability? ALL THAT APPLY		
Base: All respondents, n=501	**No.**	**%**
Physical impairment: (for example, wheelchair-user, cerebral palsy)	80	72.7%
Other: If none of the categories above apply to you, please specify the nature of your impairment.	9	8.2%
Mental health issue: (for example, depression, bi-polar)	7	6.4%
Prefer not to say	16	14.5%

8.5 Ethnicity (Q33)

The vast majority of respondents were white Scottish (58%) , 13% were Pakistani, Scottish Pakistani or British Pakistani, 7% were Polish and 6% were African, Scottish African or British African.

Q33 What is your ethnic group?		
Base: All respondents, n=501	**No.**	**%**
White Scottish	289	57.7%
White English	2	0.4%
White Welsh	-	-
White Irish	-	-
White Other British	2	0.4%
White Polish	37	7.4%
White Gypsy / Traveller	-	-
White Roma	1	0.2%
Any mixed or multiple ethnic groups, please write in:	-	-
Bangladeshi, Bangladeshi Scottish or Bangladeshi British	2	0.4%
Indian, Scottish Indian or British Indian	6	1.2%
Pakistani, Pakistani Scottish or Pakistani British	64	12.8%
Chinese, Scottish Chinese or British Chinese	2	0.4%
Other Asian background, please write in:	1	0.2%
African, Scottish African or British African	28	5.6%
Other African background, please write in	3	0.6%
Caribbean, Caribbean Scottish or Caribbean British	-	-
Black, Black Scottish or Black British	-	-
Other Caribbean or Black background, please write in	-	-
Other, please write in	47	9.4%
Prefer not to say	17	3.4%

8.6 Religion (Q34)

Over one in four tenants (27%) were Catholic, 20% said their religion was Islam and 9% were Protestant.

Q34 What best describes your belief or religion?		
Base: All respondents, n=501	**No.**	**%**
Catholic	136	27.1%
Islam	98	19.6%
Protestant	46	9.2%
Other Christian	23	4.6%
Hinduism	4	0.8%
Other religion	1	0.2%
Other belief	3	0.6%
No specific religion or belief	164	32.7%
Prefer not to say	26	5.2%

8.7 Sex/ Trans status (Q35/36)

Over half of tenants were female (55%) and 45% were male. Just one tenant described their sex as "intersex".

Q35 What is your sex?		
Base: All respondents, n=501	**No.**	**%**
Male	225	44.9%
Female	275	54.9%
Intersex	1	0.2%

A total of 5 tenants considered themselves to be a trans person.

Q36 Do you consider yourself to be a trans person?		
Base: All respondents, n=501	**No.**	**%**
Yes	5	1.0%
No	496	99.0%

8.8 Pregnancy and maternity (Q37)

Just 3 tenants said they were currently pregnant, and three tenants said they had taken maternity or paternity leave in the last year.

Q37 Pregnancy and maternity/ paternity leave				
	Q37a Are you pregnant?		Q37b Have you taken maternity or paternity leave in the past year?	
Base: All respondents, n=501	**No.**	**%**	**No.**	**%**
Yes	3	0.6%	3	0.6%
No	493	98.4%	495	98.8%
Prefer not to say	5	1.0%	3	0.6%

8.9 Sexual orientation (Q38)

In terms of sexual orientation 97% were heterosexual.

Q38 What is your sexual orientation?		
Base: All respondents, n=501	**No.**	**%**
Bisexual	-	-
Gay man	1	0.2%
Heterosexual/straight	484	96.6%
Lesbian/gay woman	1	0.2%
Other	-	-
Prefer not to say	15	3.0%

8.10 Improving services to meet customer needs (Q39)

Tenants were asked to think about their own needs and circumstances, and if they could think of any way that the Association could improve on its existing services; or provide new services to them. Just two tenants provided comments, and these are listed below:

- *We are struggling with 6 of us in the home we really need a move. Also son with autism is very scary in the top floor of a high rise as he is always trying to climb up the windows.*
- *I have poor health and would benefit from house in the ground close to amenities. I also have one bedroom more than I require so a family could better use the space in this property.*

APPENDIX 1: SURVEY QUESTIONNAIRE

Overall Satisfaction

1. [SSHC] 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
Tenant Portal	4
Phone Call	5
Letter	6
Website	7
Video call	8
Drop into Office	9
Appointment at Office	10
Appointment at Home	11
Other (please specify)	12

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 Newsletter	1
Leaflets	2
Posters in closes	3
Digital noticeboards	4
Tenant Portal	5
Tenant events	6
Public meetings	7
Website	8
Text	9
Facebook or other Social Media	10
Other (specify)	11

Commented [GC1]: Could we add Tenant Portal please

Commented [GC2]: Could we add - Posters in Closes; Digital Noticeboards; Tenant Portal; Tenant Events

Commented [GC3]: New Gorbals Newsletter

5. [SSHC] 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]

Commented [GC4]: Please add the following Tenants Panel; Your Views List

Local Area Tenants and Residents Groups	1	Go to Q8
Short repairs satisfaction surveys on completion of repairs	2	Go to Q9
Responding to the rent proposal	3	
Tenants Scrutiny Group	4	Go to Q8
Tenants Panel	5	
Your Views List	6	
Food Events including Community Meals & Breakfast	7	
Volunteering Opportunities	8	
Community Groups, Activities and Events e.g. Big Ideas/Gardening & History	9	
Joining the Management Committee	10	
Not interested in getting involved	11	Go to Q9

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. [SSHC] 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?

16. INTERVIEWER RESPONSE ONLY - DO NOT READ OUT. Has the tenant mentioned experiencing damp or mould in their home during their responses?

Yes	1	Go to Q17
No	2	Go to Q19

Read out: What you say in this interview is only used for the survey purposes specified, unless you give specific permission for follow up.

17. You've mentioned experiencing damp or mould in your home during your responses. Is this still an issue? code one only

Yes	1	Go to Q18
No	2	Go to Q19

18. Are you happy for Research Resource to pass your name, address and report of damp or mould to New Gorbals Housing Association so that they can follow up with you regarding this?

Yes – Record name below	1	Go to Q19
No	2	

If you have answered No, please ensure you report this to the association yourself

The Neighbourhood

19. [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 Q21
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	Go to Q20
Fairly dissatisfied	4	
Very dissatisfied	5	

20. 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?

Value for money and affordability

21. 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
Anything else? (please describe)	7

22. [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 Q24
Fairly good	2	
Neither good nor poor	3	Go to Q23
Fairly poor	4	
Very poor	5	

23. 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?

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

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

Final comments

25. 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 Q26
No	2	Go to Q28

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

27. 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

Finally, I'd like to ask you some questions about you and your household. This information is strictly confidential and will not be passed onto New Gorbals with any reference to your address or name. This information is only used to create an overall picture of the type of people who live in the area.

28. Which of these describes your household composition?

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 (please specify)	10

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

Commented [GC5]: Please add - Zero Hour Contract

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
Zero Hour Contract	4
Unemployed/Seeking Work	5
Unemployed/Not seeking work	6
Not working due to health condition	7
Looking after home/ family	8
Carer	9
Retired	10
In further/ higher education	11
Other (please write in below)	12

These final few questions collects equalities information. The Scottish Government requires the Association to collect equality evidence to meet requirements of the Equality Act 2010. Answering these questions will make sure that the Association have an up to date picture of who is living in their properties and can provide support and communications in a way which meets tenants needs.

This is voluntary and if there are any questions you do not want to answer please just say and I will go on to the next one.

30. 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

31. Do you consider yourself to have a disability?

Yes	1	Go to Q32
No	2	Go to Q33

32. If yes, which of the following would you use to describe your disability? ALL THAT APPLY

Autoimmune: (for example, multiple sclerosis, HIV, Crohn's/ulcerative colitis)	1
Learning difficulties: (for example, Down's Syndrome)	2
Mental health issue: (for example, depression, bi-polar)	3
Neuro-divergent condition: (for example, autistic spectrum, Dyslexia, dyspraxia)	4
Physical impairment: (for example, wheelchair-user, cerebral palsy)	5
Sensory impairment: (hearing impairment)	6
Sensory impairment: (visual impairment)	7
Other: If none of the categories above apply to you, please specify the nature of your impairment.	8
Prefer not to say	9

33. 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

Bangladeshi, Bangladeshi Scottish or Bangladeshi British:	10
Indian, Indian Scottish or Indian British:	11
Pakistani, Pakistani Scottish or Pakistani British:	12
Chinese, Chinese Scottish or Chinese British:	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

	20

34. What best describes your belief or religion?

Buddhism	1
Catholic	2
Protestant	3
Other Christian	4
Hinduism	5
Islam	6
Judaism	7
Sikhism	8
Other religion	9
Other belief	10
No specific religion or belief	11
Prefer not to say	12

35. What is your sex?

Male	1
Female	2
Intersex	3
Prefer not to say	4

36. Do you consider yourself to be a trans person?

Yes	1

No	2
Prefer not to say	3

37. Pregnancy and maternity

	Yes	No	Prefer not to say
Are you pregnant?	1	2	3
Have you taken maternity or paternity leave in the past year?	1	2	3

38. What is your sexual orientation?

Bisexual	1
Gay man	2
Heterosexual/straight	3
Lesbian/gay woman	4
Other	5
Prefer not to say	6

39. 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 Q36
No	2	Thank and close

40. 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 Tenant Satisfaction Survey 2026**
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 2334 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 2334 tenants.
Achieved sample size	A total of 501 tenant interviews were achieved.
Date of fieldwork	Interviewing took place between the 23rd of June and the 5th of August 2026
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 2334)
Questionnaire length	c. 15 minutes
Any incentives?	No
Number of interviewers	7 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	+/-3.9% 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	Base	Q21 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	Customer service e.g. locally accessible and responsive staff	Support for tenants that need it – advice and support services	Investment in homes	Ensuring homes are energy efficient, warm and easy to heat	Management of the area around your home	Anything else? (please describe)
Total	**501**	**75%**	**38%**	**35%**	**34%**	**31%**	**28%**	**2%**
Age								
16-40	138	76%	32%	37%	36%	30%	21%	3%
41-54	145	81%	34%	28%	39%	32%	29%	2%
55-64	98	70%	44%	41%	36%	27%	33%	2%
65+	120	69%	44%	38%	24%	34%	30%	-
Q31 Do you consider yourself to have a disability?								
Yes	110	64%	42%	46%	33%	33%	33%	2%
No	383	78%	37%	32%	34%	31%	26%	2%
Q35 What is your sex?								
Male	225	66%	42%	36%	36%	35%	29%	1%
Female	275	81%	34%	35%	32%	28%	27%	3%
Q33 What is your ethnic group?								
White Scottish/ English/ Irish/ Other British	293	72%	42%	38%	34%	33%	30%	1%
Other ethnicity	191	78%	31%	30%	36%	29%	27%	3%
Q28 Which of these describes your household composition?								
Single adult	229	70%	48%	42%	33%	29%	29%	2%
Two adults	109	72%	30%	22%	26%	37%	25%	1%
Three or more adults/ other	18	94%	22%	33%	39%	11%	50%	-
1 parent family	72	88%	29%	44%	47%	35%	24%	-
2 parent family	73	74%	30%	25%	34%	27%	27%	5%
Area Code								
5 - Laurieston	120	90%	22%	9%	11%	18%	23%	-
7 - Oatlands	26	88%	23%	8%	69%	58%	8%	8%
4 - Gorbals East	77	71%	39%	42%	68%	43%	22%	1%
2 - Queen Elizabeth Square	60	45%	40%	38%	12%	55%	45%	-
6 - Riverside	80	68%	39%	41%	48%	21%	45%	8%
1 - Hutchesontown	90	87%	44%	58%	46%	21%	19%	-
3 - Crown St	48	60%	67%	50%	-	31%	25%	-