



Clydesdale Housing Association

Tenant Satisfaction Research 2022

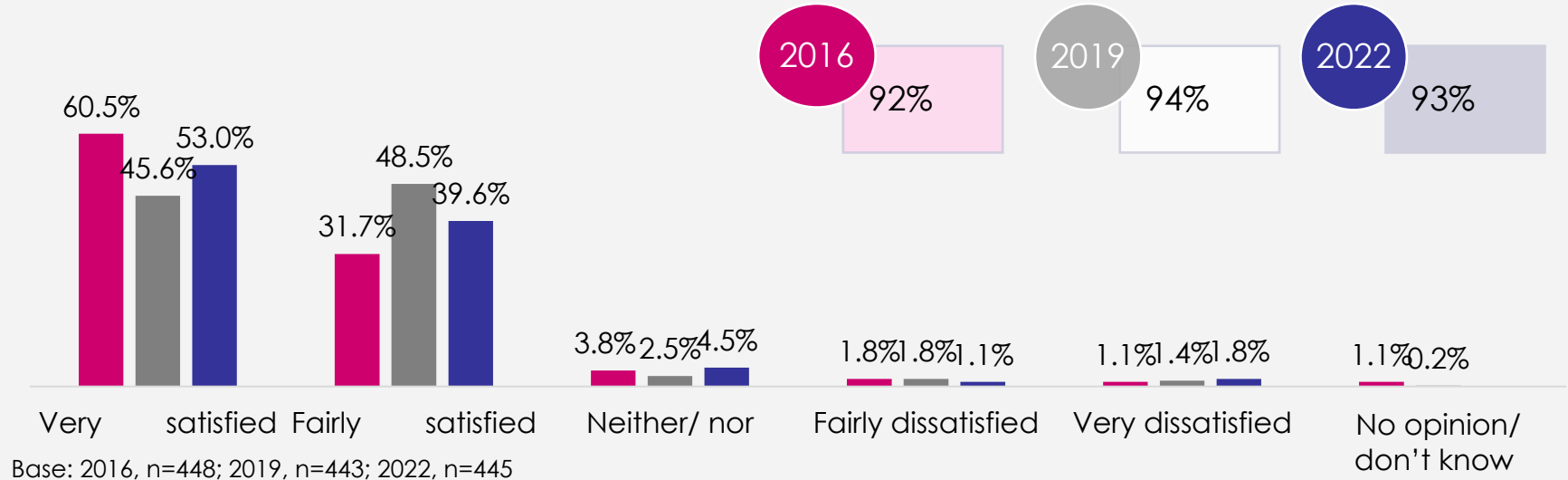
What did we do?

- Clydesdale Housing Association commissioned Research Resource to carry out a tenant satisfaction survey.
- 445 interviews were carried out with Clydesdale tenants, a 59% response rate.
- Interviews were carried out between 16th of November and the 6th December 2022.
- Analysis of the participant profile shows that the survey sample is representative by geography and has a good spread across age groups.
- This provides robust (+/-3%) and representative data upon which you can be confident about making decisions.

Overall satisfaction

Q1 Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Clydesdale Housing Association?

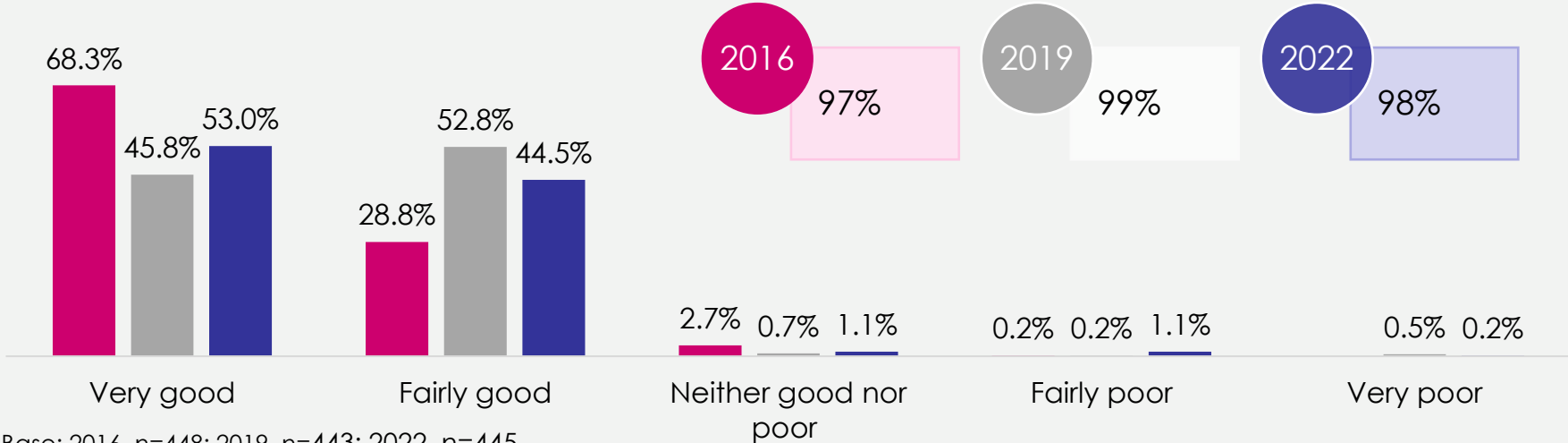
■ 2016 ■ 2019 ■ 2022



Keeping tenants informed

Q7 How good or poor do you feel Clydesdale is at keeping you informed about their services and decisions?

■ 2016 ■ 2019 ■ 2022

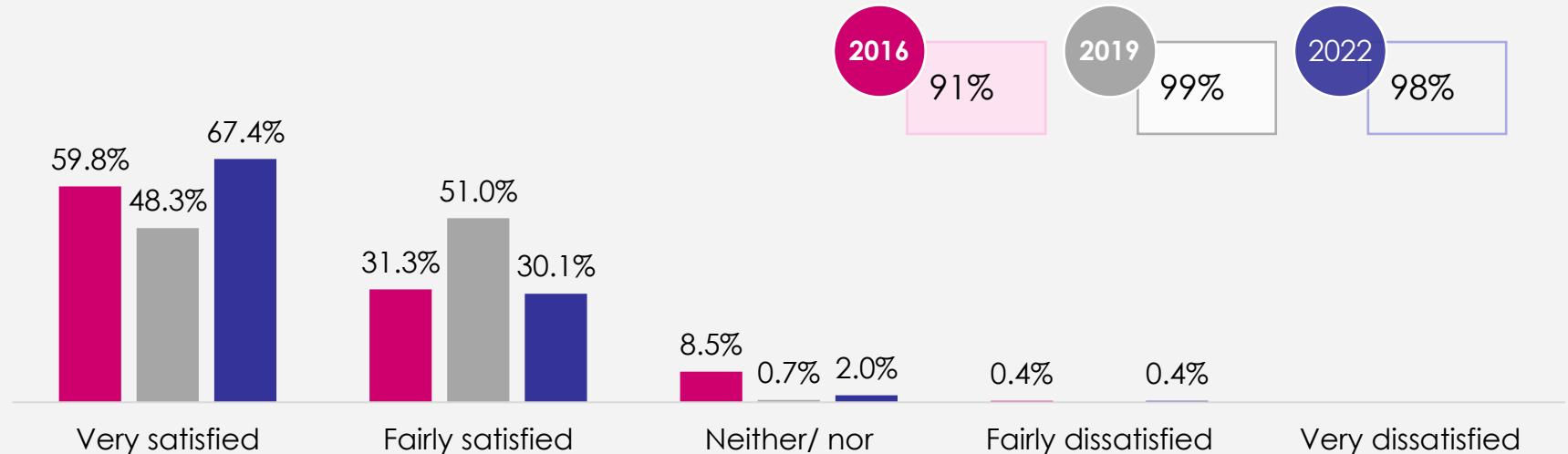


Base: 2016, n=448; 2019, n=443; 2022, n=445

Opportunities to participate

Q11 How satisfied or dissatisfied are you with the opportunities given to you to participate in your landlord's decision making processes?

■ 2016 ■ 2019 ■ 2022

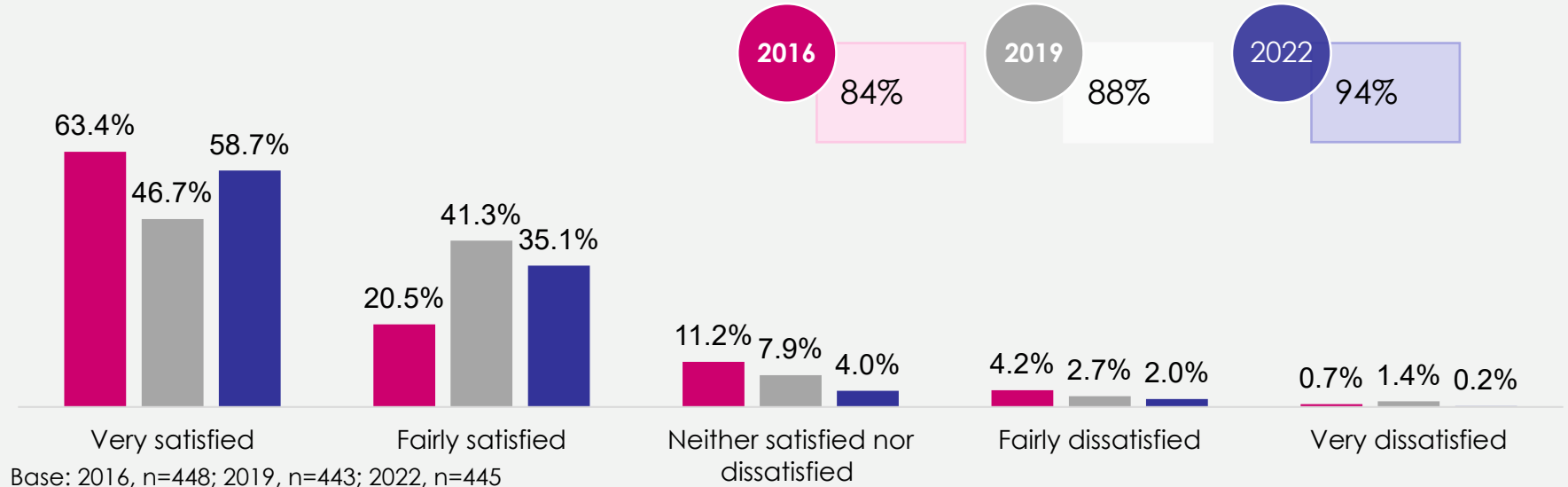


Base: 2016, n=448; 2019, n=443; 2022, n=445

Quality of the home

Q22 Overall, how satisfied or dissatisfied are you with the quality of your home?

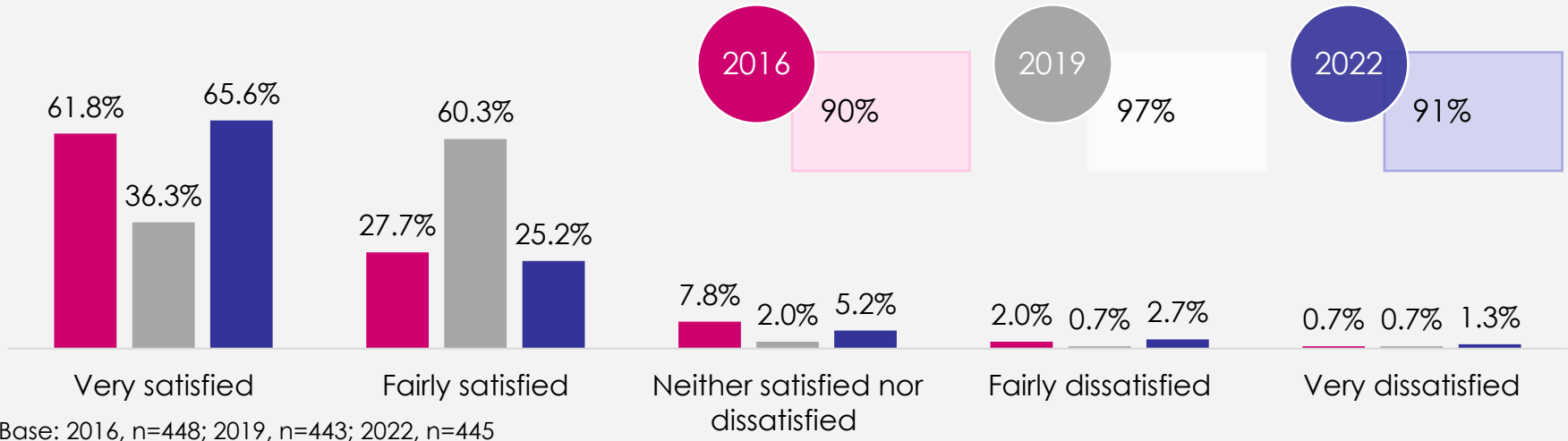
■ 2016 ■ 2019 ■ 2022



Contribution to management of the neighbourhood

Q24 Overall, how satisfied or dissatisfied are you with Clydesdale's contribution to the management of the neighbourhood you live in?

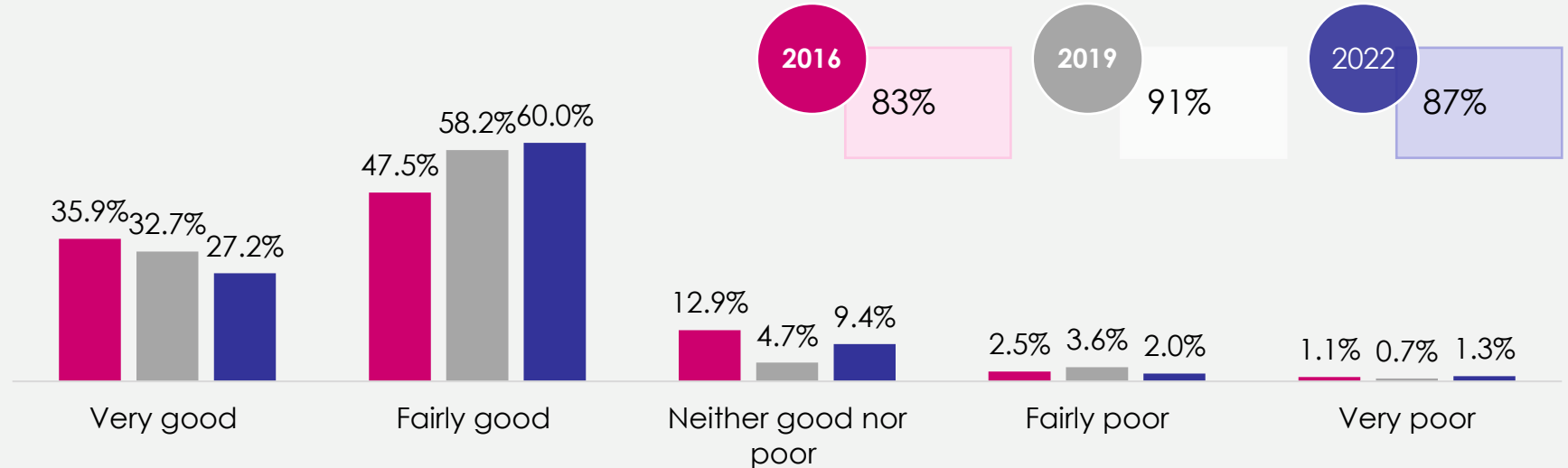
■ 2016 ■ 2019 ■ 2022



Value for money

Q26 Taking into account the accommodation and services your landlord provides, do you think your rent for this property represents good or poor value for money?

■ 2016 ■ 2019 ■ 2022



Base: 2016, n=448; 2019, n=443; 2022, n=445

Preferred methods of keeping tenants informed



68%
Newsletter



46%
Letter



23%
phone



16%
email



24% 16-34
26% 35-54
8% 55-74
6% 65+

Contact and communications

Discuss your tenancy



46%
Letter



23%
phone



17%
email



25% 16-37
29% 35-54
8% 55-74
4% 65+

Contacting CHA



90%
phone



14%
email



31% 16-34
24% 35-54
4% 55-74
0% 65+

Getting online

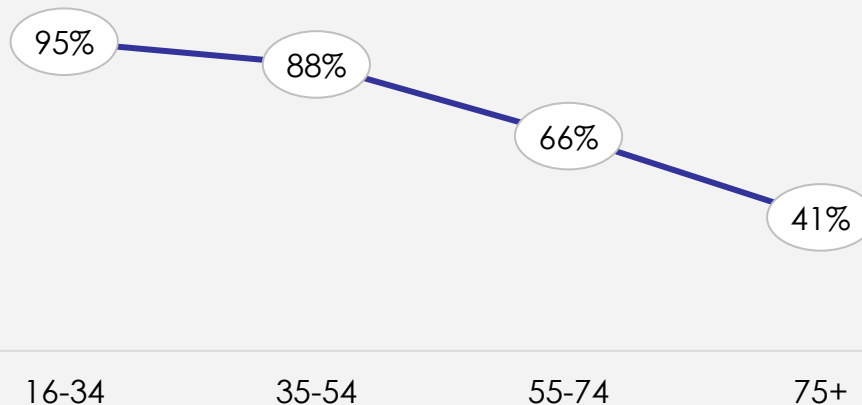
INTERNET ACCESS



Have access to
the internet

75%

Internet access by age



c. 60% with internet access would access
Association services via the internet (33% no and rest don't
know)



Affordability

14% said they either occasionally or always have difficulty affording to pay their rent (larger properties and single parent families experience greater problems)

50% of those said they find it very or fairly easy to afford the cost of their fuel bills, 50% just about affordable and 24% difficult to afford (electric and payment card/ meters experience greater problems)

Tenants greatest financial concern is fuel bills.

Tenant priorities

