



**Lister Housing Co-operative
2019 Tenant Satisfaction Survey
Report & Key Findings**



Introduction

Lister Housing Co-operative are required to conduct regular surveys of their tenants and pass the data to the Scottish Housing Regulator

The Housing (Scotland) Act 2010 and the Scottish Social Housing Charter introduced an obligation upon landlords to undertake regular surveys of their tenants. The Charter requires that landlords report against a set of key outcomes on a regular basis and report these to the Scottish Housing Regulator.

The Scottish Housing Regulator has laid out a list of predefined questions and a regulatory framework and guidance within which these questions must be asked. Lister Housing Co-operative engaged the services of Welgo to co-ordinate a multi-format survey of its tenants.

Methodology

Paper Postal Surveys

Postal surveys were hand-delivered to all tenants including an explanatory letter and a non-prepaid return envelope addressed to Welgo was included, also included were instructions that surveys could be returned by hand to the Lister office. As returns were received their survey response numbers were checked off to ensure no duplication. Details of response rate and respondent reference numbers were available to Lister Housing Co-operative, to facilitate the issuance of two rounds of hand-delivered reminders which were sent to those who had not returned a completed survey. Each of these reminders contained a letter and duplicate of the survey and a return envelope.

Online Surveys

The survey was also made available online to all respondents via lister.coop/survey. Respondents were encouraged to use the online version of the survey. A Quick Read code (QR Code), scannable via a mobile device was printed on the letter and survey form to promote ease of access, a link was also placed in the news section of the Lister website. Tenants were also made aware via the letters and news section of the Lister website that using the online version would help to reduce Lister's costs. The online version was designed to be identical to the paper version and all questions were exactly the same. The main benefits to Lister of having responses collected online was reduced processing costs and increased respondent accuracy.

To ensure no overlap or duplication of responses reference numbers were also crosschecked and any queries referred to Lister Housing Co-operative.

Combined methodology

The combination of the two methodologies allowed for better response tracking and reduced response processing whilst ensuring that all tenants had the opportunity to respond in a manner that worked for them. It also helped ensure a better than expected response rate. Welgo also made a telephone helpline available to cover all aspects of the survey, however this was not used by anyone.

Due to the small sample size Lister Housing Co-operative decided to not carry out weighting. This is a process carried out to overcome the problem of bias in the results. In all surveys, particularly postal surveys, some groups are more likely than others to respond (for example, older tenants are more likely than younger tenants to respond). This means that certain subgroups may be under-represented and others will be over-represented in the final achieved sample (i.e. all the people who responded). Weighting ensures that received responses are representative of the whole survey population.

With smaller groups, it is harder to carry out reliable weighting and we do not recommend it. In order to help overcome the issue of sampling bias, we offered the survey in three formats: paper, online and telephone (helpline). Only two of these options were utilised and the response rates for each are covered below.

Response rate

In their guidance to landlords the Scottish Housing Regulator and Ipsos MORI state that a typical response rate of around 40% can be expected in a postal survey. As can be seen in the tables below the response rate for this survey exceeds that. We believe this is due to two factors, the combined methodology and a higher than normal participation and engagement rate at Lister Housing Co-operative, when compared to other postal survey situations.

However it is worthy to note that the response rate for this Survey is lower than previous years (58.9% in 2016 and 57.43% in 2014), this may be due to a number of unknown factors. The only significant change in methodology which may explain this, is the decision not to include a prepaid stamp on each of the return envelopes. Whilst this may have contributed to the slight reduction in response it should be noted that this provided a significant cost saving. Further, this fact may also have contributed to a significant increase in online responses 58.52% in 2019 up from 24.4% in 2016 and 23.93% in 2014.

Options	Response Percent	Response Count
Web / Online	58.52%	55
Paper / Postal	41.49%	39
<i>Total Number of Responses</i>		94
<i>Response Rate</i>		47%

Key Findings

Introduction

Below we have identified the key highlights from the survey and drawn conclusions where these are possible. This is not an action plan and it is not our role to make recommendations, however, there are some key stand-out facts from the data.

We have also provided statistical analysis of responses for each question and where appropriate commented on the key findings in the data and provided commentary when appropriate.

We have cleansed some of the data, for example in the written responses where we have redacted names and other personally identifiable data.

We must also highlight that given the small sample size some of the results fail to pass the test of statistical significance, larger sample sizes generally lead to increased precision in results. Thus for a result to be considered statistically significant in the context of this survey, it must be unlikely that a different set of outcomes would be observed if the response rate was a perfect 100%. Statistical significance does not always indicate practical significance. In addition, it should be noted that the mere lack of responses does not render a result insignificant. Just because 50 people did not respond, does not mean they would respond in one particular manner; it is more likely that their results would be spread across all options.

Overall Satisfaction

It is very clear from the data that tenants at Lister are very satisfied with Lister Housing Co-operative and the team of staff who manage it are held in very high regard, with much affection. It is clear that there are some underlying issues as one would expect in a tenement city centre housing environment, encapsulating many different priorities and socio-economic backgrounds particularly as the properties were built some 200 years ago.

The key headline from the survey is a 91.49% satisfaction rating, although this is down from 93.28% in 2013 it remains up from the 2014 figure of 87.2%. This speaks of a Co-operative that is loved and engaged with its Members as do the written responses in previous years. This downward variation is not significant and the reasons underlying the reduction in response rate are a likely driving force, it is well documented that persons who are satisfied are less likely to complete surveys and the reduction in responses received is therefore the most likely explanation for the reduction in satisfaction rate. This hypothesis is further substantiated by the fact that in both this 2019 survey and the 2016 survey 8 respondents rated Lister as indifferent or worse, thus demonstrating no change in number of respondents dissatisfied.

Website

Having recently launched a website for the first time in its history Lister Housing Co-operative took this opportunity to ask a number of questions in relation to that website in this Survey. It is clear that a Digital divide exists within the Lister tenants just as such persists within society as a whole. Although Question 11 shows that 4.26% of Lister Tenants do not have a smartphone or computer, when individual responses are analysed and re-coded based on the free-text responses this number rises to 6.4%. Notwithstanding this, some 39.37% of respondents report never having accessed the Lister website.

Of those who did access the site, 73.43% found the information they were looking for and 8.93% did not. Analysed of the free-text responses highlight two key themes around the website, contact information/reporting of repairs and social/community engagement.

Of those highlighting contact information/reporting of repairs. A number of responses asked for telephone numbers for emergency repairs and a number of respondents ask for an online reporting system for repairs and a tracking system for repairs in progress.

Of those highlighting social/community engagement issues, the key themes were antisocial behaviour and issues around place building and community building ranging from news and important information to more co-operative societal issues.

Individual Questions

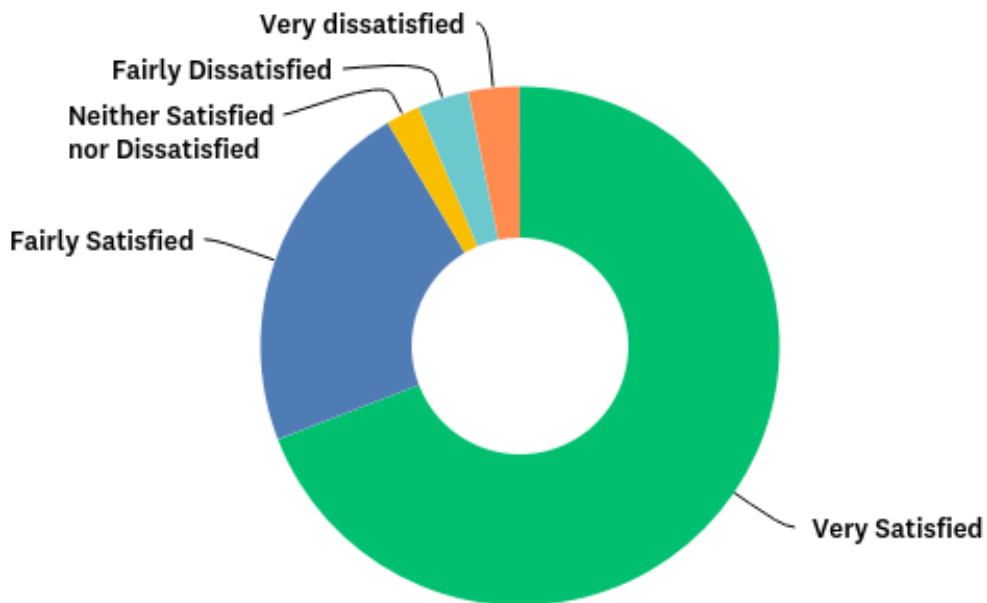
Q1

Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Lister?

91.49% of Tenants are satisfied with Lister’s Overall Service

6.38% of Tenants are dissatisfied with Lister’s Overall Service

Taking everything into account, how satisfied or dissatisfied are you with the overall service provided by Lister?		
Answer Options	Response Percent	Response Count
Very Satisfied	69.15%	65
Satisfied	22.34%	21
Neither Satisfied nor Dissatisfied	2.13%	2
Fairly Dissatisfied	3.19%	3
Very dissatisfied	3.19%	3
Don't know / no opinion	0.00%	0
<i>answered question</i>		94



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	87.2%	93.3%	91.5%
Dissatisfied	6.9%	2.5%	6.4%

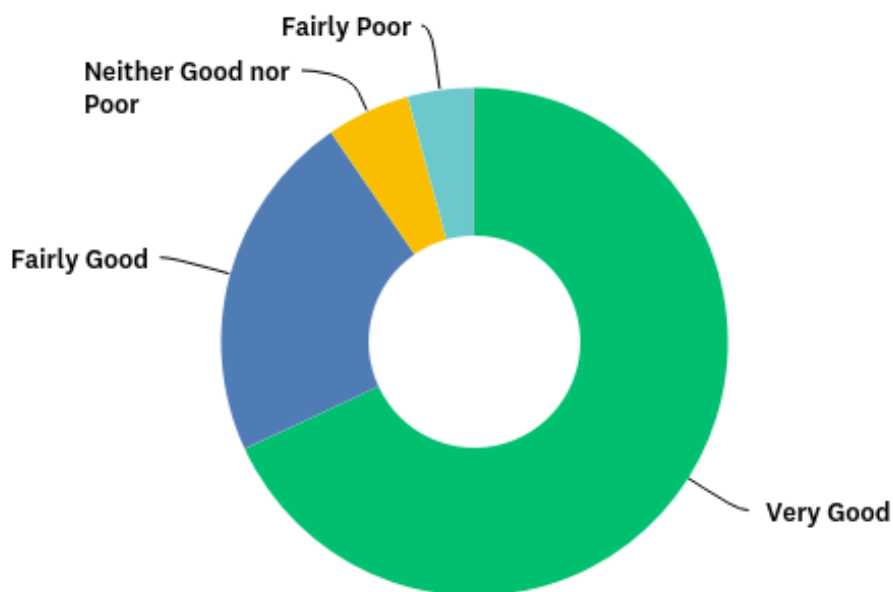
Q2

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

90.43% of Tenants feel Lister is Good at keeping them informed

4.26% of Tenants feel Lister is Poor at keeping them informed

How good or poor do you feel Lister is at keeping you informed about their services and decisions?		
Answer Options	Response Percent	Response Count
Very Good	68.09%	64
Fairly Good	22.34%	21
Neither Good nor Poor	5.32%	5
Fairly Poor	4.26%	4
Very Poor	0.00%	0
Don't know / No Opinion	0.00%	0
<i>answered question</i>		94



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	91.4%	94.1%	90.4%
Dissatisfied	3.4%	4.2%	4.3%

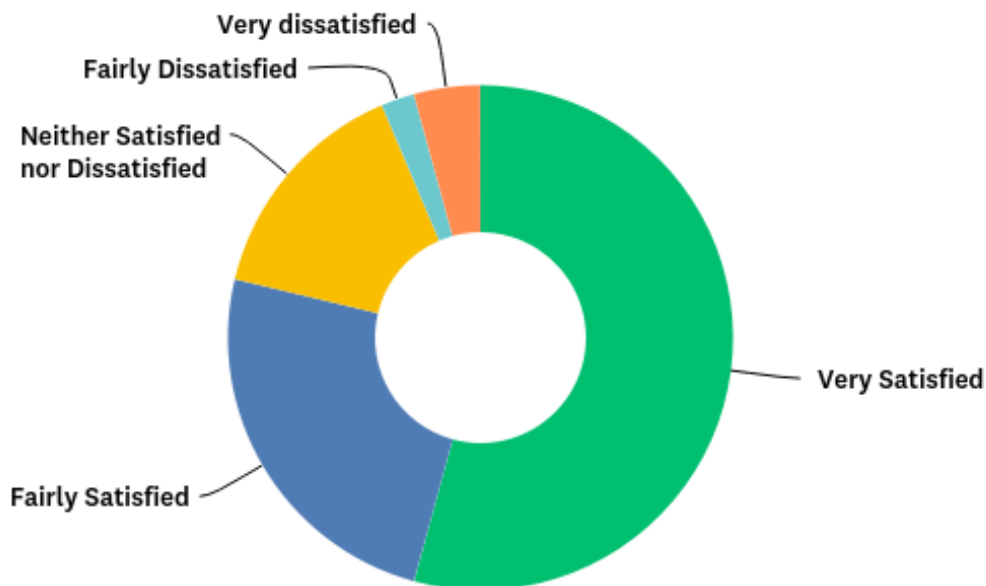
Q3

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

78.73% of Tenants are satisfied with the Opportunities given to them to participate in Lister's decision making processes.

6.39% of Tenants are dissatisfied with the Opportunities given to them to participate in Lister's decision making processes.

How satisfied or dissatisfied are you with the opportunities given to you to participate in Lister's decision making processes?		
Answer Options	Response Percent	Response Count
Very Satisfied	54.26%	51
Satisfied	24.47%	23
Neither Satisfied nor Dissatisfied	14.89%	14
Fairly Dissatisfied	2.13%	2
Very dissatisfied	4.26%	4
Don't know / No Opinion	0.00%	0
<i>answered question</i>		94



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	83.0%	88.24%	78.7%
Dissatisfied	6.0%	5.0%	6.4%

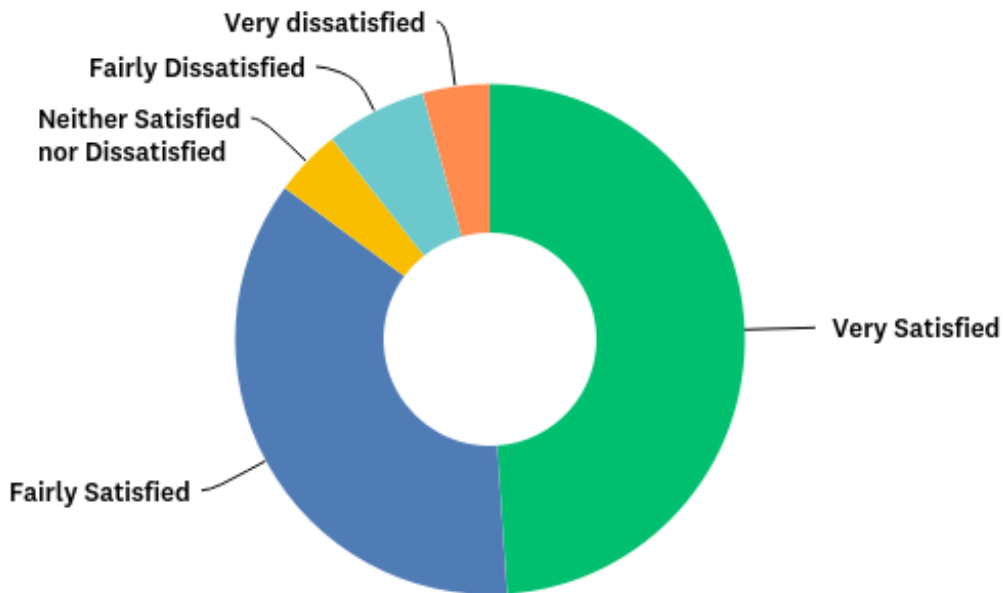
Q4

How satisfied or dissatisfied are you with the quality of your home?

85.11% of Tenants are satisfied with the quality of their home.

10.64% of Tenants are dissatisfied with the quality of their home

How satisfied or dissatisfied are you with the quality of your home?		
Answer Options	Response Percent	Response Count
Very Satisfied	48.94%	46
Satisfied	36.17%	34
Neither Satisfied nor Dissatisfied	4.26%	4
Fairly Dissatisfied	6.38%	6
Very Dissatisfied	4.26%	4
Don't Know / No Opinion	0.00%	0
<i>answered question</i>		94



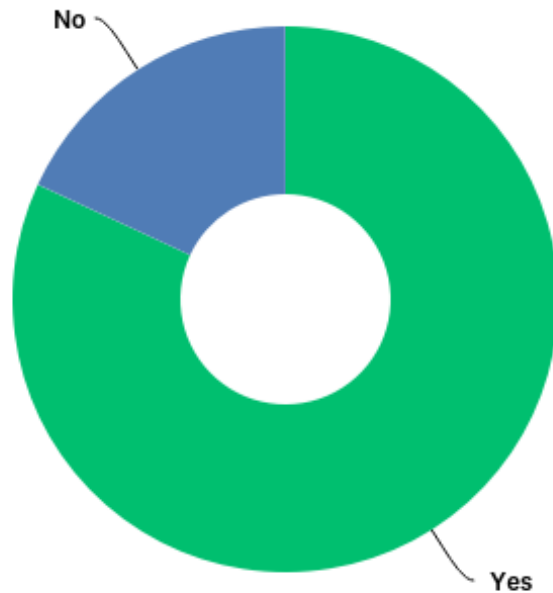
Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	80.3.7%	83.2%	85.1%
Dissatisfied	12.8%	10.9%	10.6%

Q5

Have you had any repairs carried out in this property in the last 12 months?

81.91% of Tenants have had a repair carried out in the last 12 months.

Have you had any repairs carried out in this property in the last 12 months?		
Answer Options	Response Percent	Response Count
Yes	81.91%	77
No	18.09%	17
<i>answered question</i>		94



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Had a repair done in the last year	70.1%	72.4%	81.9%
Not had a repair done	29.9%	28.6.9%	18.1%

Q5A

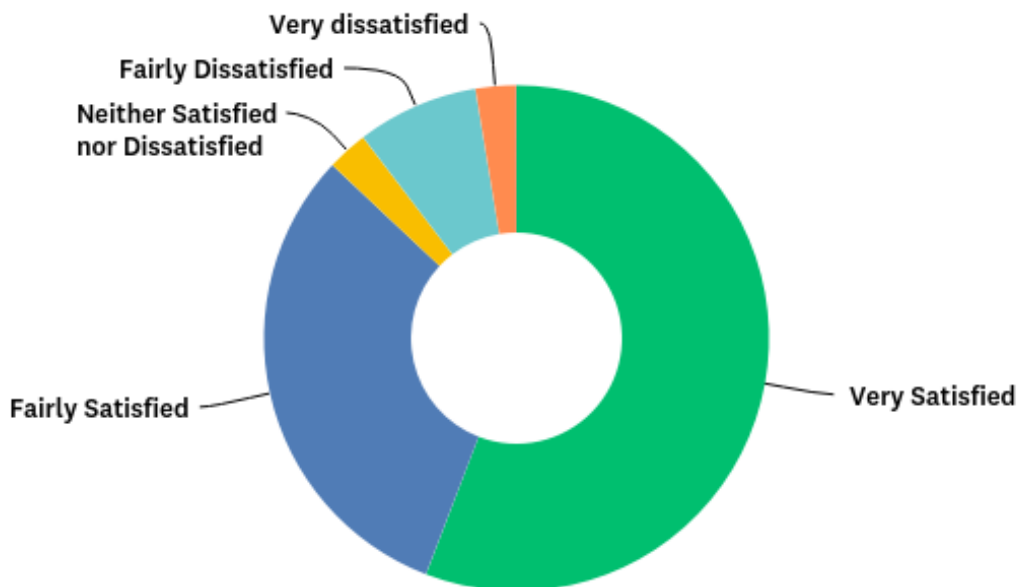
Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Lister?

Respondents were asked to only answer this question if they had answered yes to question 5 above.

87.01% of these Respondents were satisfied.

10.39% of these Respondents were dissatisfied.

Thinking about the LAST time you had repairs carried out, how satisfied or dissatisfied were you with the repairs service provided by Lister?		
Answer Options	Response Percent	Response Count
Very Satisfied	55.84%	43
Satisfied	31.17%	24
Neither Satisfied nor Dissatisfied	2.60%	2
Fairly Dissatisfied	7.79%	6
Very dissatisfied	2.60%	2
Don't know / no opinion	0.00%	0
<i>answered question</i>		77
<i>skipped question</i>		17



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	81.7%	88.2%	87.0%
Dissatisfied	6.1%	9.4%	10.4%

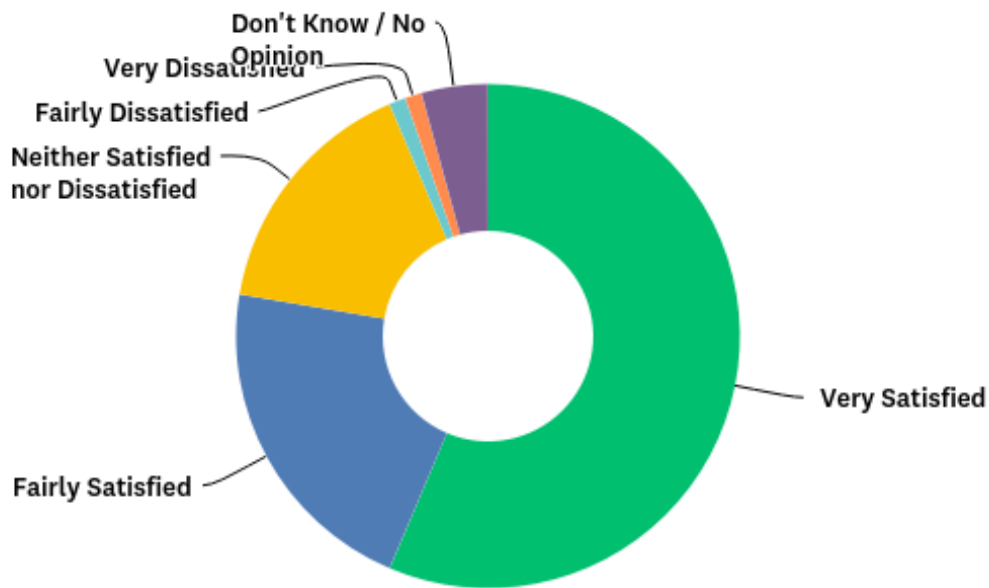
Q6

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

77.66% of Tenants are satisfied with Lister's management of the neighbourhood.

5.32% of Tenants are dissatisfied with Lister's management of the neighbourhood.

Overall, how satisfied or dissatisfied are you with Lister's management of the neighbourhood you live in?		
Answer Options	Response Percent	Response Count
Very Satisfied	56.38%	53
Satisfied	21.28%	20
Neither Satisfied nor Dissatisfied	15.96%	15
Fairly Dissatisfied	1.06%	1
Very Dissatisfied	1.06%	1
Don't Know / No Opinion	4.26%	4
<i>answered question</i>		94



Trends (Overall Percentage)			
Survey Year	2014	2016	2019
Satisfied	82.1%	89.1%	77.7%
Dissatisfied	8.6%	9.2%	2.1%

Q7

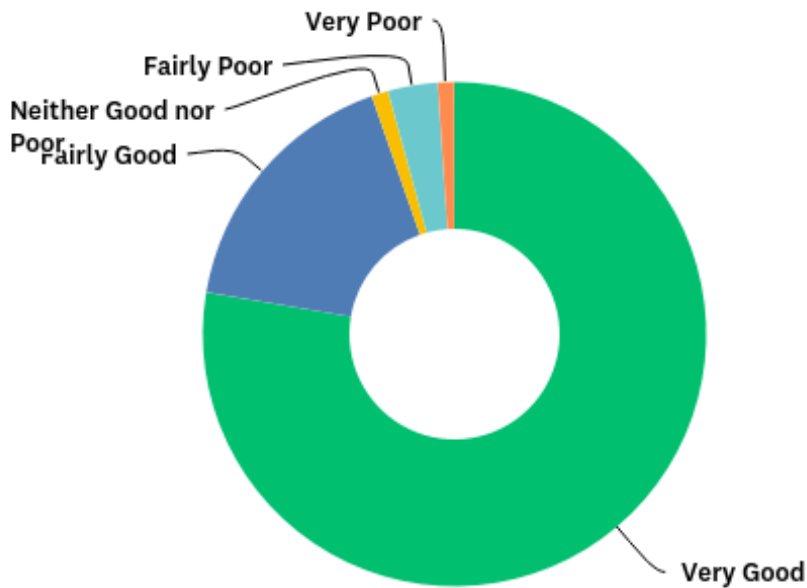
Taking into account the accommodation and the services Lister provides, do you think that the rent for this property represents good or poor value for money?

94.68% of Tenants Think Lister's rent represents Good value for money.

4.25% of Tenants Think Lister's rent represents Poor value for money.

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

Answer Options	Response Percent	Response Count
Very Good	77.66%	73
Fairly Good	17.02%	16
Neither Good nor Poor	1.06%	1
Fairly Poor	3.19%	3
Very Poor	1.06%	1
<i>answered question</i>		94



Trends (Overall Percentage)

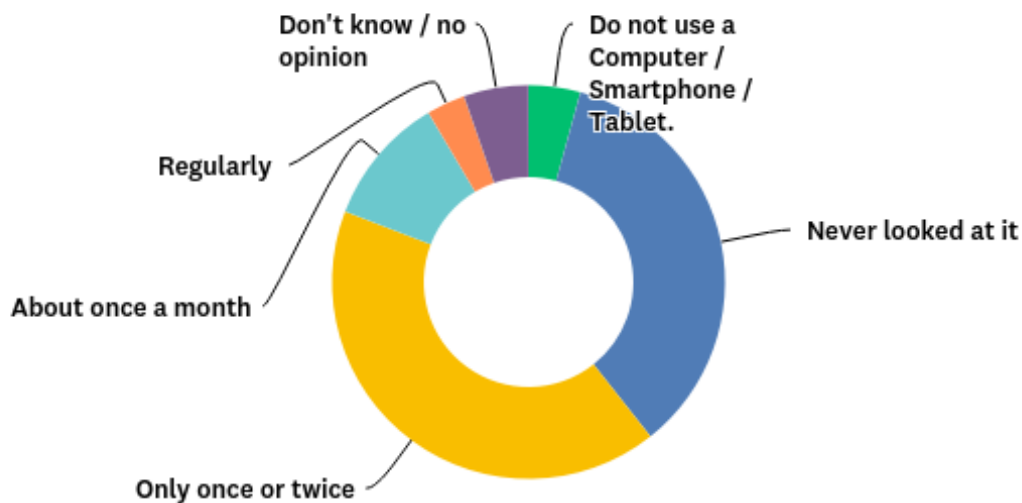
Survey Year	2014	2016	2019
Satisfied	94.9%	94.9%	94.7%
Dissatisfied	2.6%	0.85%	4.3%

Q8

How often have you looked at our website? <https://lister.coop/>

55.32% of Tenants have viewed the Lister Website.

How much of the Lister newsletter do you read?		
Answer Options	Response Percent	Response Count
Do not use a Computer / Smartphone / Tablet.	4.26%	4
Never looked at it	35.11%	33
Only once or twice	41.49%	39
About once a month	10.64%	10
Regularly	3.19%	3
Don't know / no opinion	5.32%	5
<i>answered question</i>		94



Q9 If you have looked at our website, what did you look for?

This question was answered by 54 Tenants and Skipped by 40 Tenants. The Word Cloud below provides a graphical representation of the words entered in the free text box by respondents. With a larger size representing more frequent use. The Full-text responses are listed in Appendix A

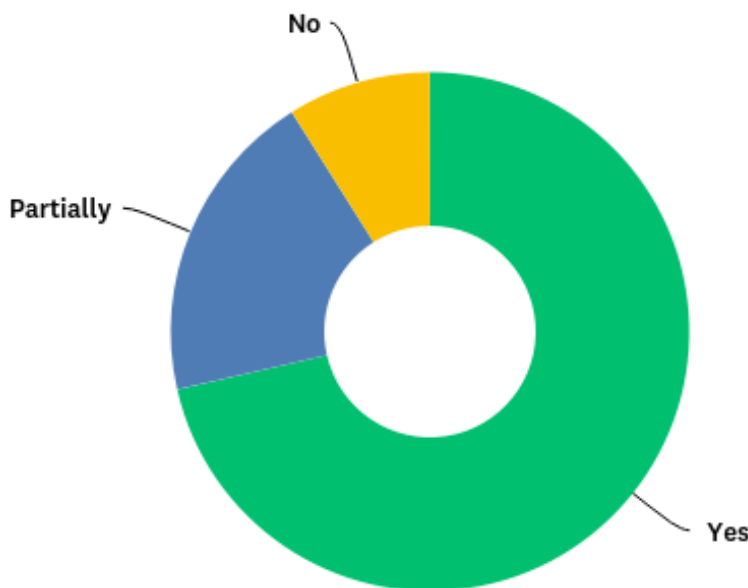


Q9A

Did you find what you wanted?

71.43% of Tenants found the information they were looking for. A further 19.64% found some of the information they were looking for.

How much of the Lister newsletter do you read?		
Answer Options	Response Percent	Response Count
Yes	71.43%	40
Partially	19.64%	11
No	8.93%	5
<i>answered question</i>		56
<i>skipped question</i>		38



Q10A

We are going to be adding a lot more information to our website in October and November, about Lister and our activities. What sort of information would you be interested in seeing on the lister website?

This question was answered by 47 Tenants and Skipped by 47 Tenants. The Word Cloud below provides a graphical representation of the words entered in the free text box by respondents. With a larger size representing more frequent use. The full-text responses are listed in Appendix A



A word cloud showing the most common words used by respondents. The words are: flats, activities, House, swap, local, website, information, etc, news, projects, Lister, site, tenants, goods, community, know, repair, events. The word 'Lister' is the largest and most prominent.

Q10B

How else could we improve our website for you?

This question was answered by 29 Tenants and Skipped by 65 Tenants. The Word Cloud below provides a graphical representation of the words entered in the free text box by respondents. With a larger size representing more frequent use. The Full-text responses are listed in Appendix A



A word cloud showing the most common words used by respondents. The words are: nothing, need, good, well, website, completed, work, know. The word 'website' is the largest and most prominent.

Summary Of Free Text Responses

Written submissions are always subject to bias as people with axes to grind take the time to provide long and detailed responses whereas people with no real issue have little or nothing to add. 54 respondents took the time to write something, this is an unusually high rate and the reasons for this are reflected in the high number of positive responses.

As the free text questions were all website-related it goes without saying that most of the responses were website related. However, a small number of respondents took the time to provide feedback on other issues, with a number of these focused-on repairs and anti-social behaviour. Two key themes arise from the free-text responses, contact information/ reporting of repairs and Social/community engagement.

Appendix A - Free Text responses in full

In order to protect the anonymity of the process and privacy of some respondents, it has been necessary to partially redact some responses. Similarly, where a respondent has provided specific information that could be identifiable and where the redaction of such would subtract meaning we have partially edited that statement to obscure the identifying data.

Q9

If you have looked at our website, what did you look for?

- regarding this survey
- updates on rent etc
- looked for a phone number
- Housing
- Historical information.
- this survey
- This. Survey
- Emergency numbers, news.
- News, emergency numbers
- Opening hours, contact number and history about the association
- exchange info
- Payment options
- contact information - although when I had previously accessed it it was not developed to the extent that it is now. The new website seems to provide a great deal of information than previously available.
- General information for tenants and news
- General information
- just being noise
- Just general information
- nothing in particular
- How to get repairs done. Insulation, double glazing etc. Right to Buy legislation
- Housing and vacancies
- Activities and general info
- Just to see what it looked like
- Information about flat availability
- nothing in particular just had a look
- General information
- Just to be nosey...
- Email address
- Information
- General information
- just looking
- don't have a computer
- phone number
- To find out a bit more about Lister history
- Emergency Repairs, Phone Contacts
- I didn't know it had improved. It was only a home page for over 7 years. No communication to say it had changed. Cannot answer the next question correctly as I

wasn't informed they had a proper site.

- News from Lister
- General
- Tell the office about repairs needed in our home
- Only to see how it was laid out. Lister is the oldest housing provider in Scotland but website could do with a new modern look to it, jazz it up a bit. Wasn't looking for anything in particular. First time I had actually looked at it.
- Sorry, I've never looked.
- Nothing in particular just curious.
- How to contact by e-mail. How to apply for housing.
- Contact numbers
- Committee meeting minutes Transfer policy
- Contact details and opening times.
- just checking information
- A general look around the site.
- Address and phone number and a few policies.
- Nothing in particular
- This is the first time I have heard the website exists. I'm happy it's here.
- to move to another house
- phone number
- Emergency Telephones and emails contact Craft Workshops
- Phone number

Q12

We are going to be adding a lot more information to our website in October and November, about Lister and our activities. What sort of information would you be interested in seeing on the lister website?

- online form for repair request
- Don't know but will have a look at website in future
- Nothing
- More historical information and photographs about Lister and the surrounding area.
- If there's window cleaning
- Local issues that lister could be involved in for the benefit of the wider local community
- Advice on benefits, legal advice
- Don't know.
- exchange opportunities
- Informations and news
- Anything of interest in the surrounding areas.
- This is somewhat related to website, but the News letter would be better placed on the website or there be an option for it to be emailed out to the tenants.
- We are satisfied with the amount of information provided
- Events/Local repairs etc
- Local crime reports. Figures on Antisocial behaviour and punishment.
- some statistics on the people that is in lister and how many properties are occupied
- community news
- How to get repairs done. The opportunity to ask Lister staff to communicate with the council/neighbouring school etc. What happened to the solar panel scheme?
- I'm sick of electronic communication
- I didn't know there was a website but now I do I'll be having a look. I would also prefer to have written communication by email rather than post if it's possible as I find it easier to organise.
- Details of tenants looking for transfer
- local area news
- Note of what projects are happening e.g, when painting of railings, chopping down of trees etc
- What size of houses that are vacant and available, and where they are located.
- Updates to flats like new bathrooms and kitchens etc
- About recycling. Hopefully we can get a recycling bin for glass. As I feel that we as a community could do more for the environment.
- When groups meet, issues raised at management - people should be encouraged to join in, up coming renovations, flat swap stuff,
- Happy with the content
- up coming events and latest news at lister
- N/A - don't have a computer
- House repair projects
- Clear instructions to tenants on how to dispose of household goods to prevent these goods being abandoned at random parts of the Lister estate.
- 1: A neighbourhood watch site. 2: Nuisance behaviour awareness 3: Residents advice blog about local issues 4: Security network for reporting antisocial behaviour 5:

Neighbourhood green awareness site (clean up days of all sites) and suggestions on how to improve our neighbourhood. 6: Think Tank... Example. Bus stops being relocated to a safer part of the street where bus users and pedestrians can both safely use the pavements.

- A Lister house swap list
- Any tenants activities/ clubs
- More information about what's going on in the general neighbourhood More information about any planned or scheduled improvements
- News, active groups, information on flat availability, obituaries.
- A suggestions option - how we can improve our local community page Community projects/ interests page Swap shop goods or services page Ethical coop resources and services
- Tenants only secure area of the site where we can post ads of flats seeking mutual exchange with other Lister tenants.
- Examples of how Lister 'contributes to the management of the neighbourhood' and perhaps a form to submit any comments regarding it.
- committee papers
- Future renovations and projects, social occasions and regular feedback on events.
- All in all, the Lister site is pretty informative. The only thing I would add might be an "events" section, with details about upcoming communal activities.
- Anything that enhanced community relationships.
- House availability
- I might be wrong but I did not see any contact numbers for emergency repairs
- Activities

Q10B

How else could we improve our website for you?

- Nothing everything is there for me
- You already have since the last time I looked. Thanks.
- No need to improve it's really great
- Not sure
- It is good the way it is
- don't know
- Make it work
- I never knew about the website but will start looking now.
- It would be useful to have an online form for repairs - the form would not only mean that it was more straightforward to request/ report a repair (i.e. it could be done outside of office hours) but ensures that there is some sort of written record of the repair request which both the management and the tenant(s) can access. There could be a log in for each flat - this would be especially useful for shared flats where there may be miscommunication as to what has been reported. It would also help all parties keep track of what repairs had been completed, were being dealt with and what repairs are still outstanding - without the need for chasing up. Sometimes it is not always clear what has been done and what hasn't been done - i.e. plumbing repairs, annual maintenance, solar panels, etc.
- It's good nothing should be changed, good colour contrast and good menu.
- keep up developing
- ..probably not the best place to provide this info but, as it appears to be the last opportunity before the end of the survey, here goes. 1. A previous question asked if I'd had any repairs done in the past 12 months - well, no - I've been waiting over 12 months for (joinery) repairs and c.18 months for electrical repairs. 2. Building work at Heriot's School left paving stones in Heriot Place and Lauriston Place (East) in a damaged and dangerous condition. In the 11 months since that work was completed, nothing has been done. 3. All flats should be fitted with double or secondary glazing as a priority.
- Make it human
- Everything perfect. Well done!
- Local area group meetings for all too see
- some more pictures a bit boring
- Complete it!
- The website works very well as it is
- A lot more pictures of the houses and their interior
- TBC
- Have not looked at it so can't really say. I will however look at it from now on.
- I have now looked at the up to date Lister website and it appears to be much clearer. I had not checked it in some time as the last time I looked the website was being re-designed.
- Ways to help residents interact. Ways to help residents pool their resources for better services. Coop shop? Coop utilities. Ethical & environmental coop living resources.
- I have no immediate feedback based on my own experience of the Lister website but I do work with websites and their user journeys & happy to offer further feedback, if you need any!

- It's early days for the website so I would be prepared to wait to see if there is information I would find appropriate to be up to date with Lister events.
- Not sure yet.
- Don't Know
- Nothing at the moment.
- I do not know

ENDS

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