

2024 to 2025 summary of the survey approach used to generate tenant perception measures

(a) A summary of achieved sample size (number of responses)

In 2024 to 2025, TSM surveys were completed with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of Social Housing was met.

During 2024 to 2025, 533 TSM surveys were completed. There are 4,658 properties which means that a statistical accuracy level of +/- 4% was achieved, which is the level of accuracy required.

(b) Timing of survey

A total of 558 surveys were carried out between 21 May 2024 and 02 December 2024.

(c) Collection method(s), with a rationale for why this was chosen

The TSM Surveys were completed via telephone and online. The rationale for using a mixed methodology approach is:

- **Accessibility and inclusivity:** Ensuring accessibility for all tenants, which aligns with our goal of reaching a broad and representative sample.
- **Engagement and data quality:** Indirect interaction by paper and online and direct interaction over the phone tends to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response rates:** Using a mixed method approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Continuing to include a telephone aspect also allows us to be reactive to flags and alerts, which improves customer recovery.
- **Reliability and consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered.
- **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

(d) Sample method

The survey used a sample approach. Acuity contacted a random selection of current tenants to participate in the survey; quotas were set on the telephone sample to rebalance survey representativeness and any imbalance from the online survey. These quotas were set on area (patch code) and age. The survey was carefully scripted to ensure a professional and consistent process.

(e) Summary of the assessment of representativeness of the sample against the relevant tenant population, including reference to and, for providers that own 1,000 or more dwelling units, quantitative information on the characteristics against which representativeness has been assessed, as set out in the requirements

Representativeness checks were carried out to ensure that the survey was representative of the tenant population. The characteristics by which representativeness was determined were:

Area (patch code) and age.

Ward	Population	Sample
ALFOLD	1%	1%
BRAMLEY	4%	4%
CHIDDINGFOLD	3%	2%
CRANLEIGH	8%	10%
DOCKENFIELD	0%	0%
DUNSFOLD	1%	1%
ELSTEAD	3%	3%
EWHURST	2%	1%
FARNHAM	27%	27%
FERNHURST	0%	0%
FRENSHAM	2%	2%
GODALMING	22%	21%
HAMBLEDON	0%	0%
HASCOMBE	0%	0%
HASLEMERE	15%	15%
MILFORD	5%	5%
THURSLEY	0%	0%
TILFORD	0%	0%
WITLEY	3%	3%
WONERSH	3%	3%

No. of Bedrooms	Population	Sample
0	1%	0%
1	39%	40%
2	29%	29%
3	31%	30%
4	1%	1%
5	0%	0%

Length of Tenancy	Population	Sample
A. less than 1 year	4%	8%
B. 1 - 3 years	18%	24%
C. 4 - 5 years	11%	10%
D. 6 - 10 years	19%	16%
E. 11 - 20 years	23%	18%
F. Over 20 years	25%	25%

Age Group	Population	Sample
0 - 24	1%	1%
25 - 34	9%	9%
35 - 44	17%	17%
45 - 54	17%	16%
55 - 59	11%	9%
60 - 64	10%	10%
65 - 74	16%	17%
75 - 84	13%	14%
85 +	6%	6%

Property Type	Population	Sample
1 Bed First Floor Bedsit	0%	0%
1 Bed Ground Floor Bedsit	0%	0%
1 Bed Lower Ground Bedsit	0%	1%
1 Bed Lower Ground Floor Flat	0%	0%
1 Bed Second Floor Maisonette	0%	0%
1 Bedroom Bungalow	15%	16%
1 Bedroom First Floor Flat	10%	11%
1 Bedroom Ground Floor Flat	11%	11%
1 Bedroom House	0%	0%
1 Bedroom Second Floor Flat	1%	1%
1 Bedroom Third Floor Flat	0%	0%
2 Bed First Floor Maisonette	0%	0%
2 Bed Ground Floor Maisonette	0%	0%
2 Bedroom 2nd Floor Maisonette	0%	0%
2 Bedroom 3rd Floor Maisonette	0%	0%
2 Bedroom Bungalow	4%	5%
2 Bedroom First Floor Flat	5%	5%
2 Bedroom Ground Floor Flat	5%	4%
2 Bedroom House	13%	15%
2 Bedroom Second Floor Flat	0%	0%
2 Bedroom Third Floor Flat	0%	0%
3 Bed First Floor Flat	0%	0%
3 Bed Ground Floor Flat	0%	0%
3 Bed Second Floor Flat	0%	0%
3 Bedroom Bungalow	0%	0%
3 Bedroom House	31%	30%
4 Bedroom House	1%	1%
5 Bedroom House	0%	0%

Gender	Population	Sample
Male	40%	42%
Female	60%	58%

Ethnic Origin	Population	Sample
Asian or Asian British Bangladeshi	0%	0%
Asian or Asian British Indian	0%	0%
Asian or Asian British Pakistani	0%	0%
Black or Black British African	1%	0%
Black or Black British Caribbean	0%	0%
Chinese/Other: Chinese	0%	0%
Gypsy/Romany/Irish Traveller	0%	%
Mixed: White & Asian	0%	0%
Mixed: White & Black African	0%	0%
Mixed: White & Black Caribbean	0%	0%
Unknown	28%	30%
Other	0%	0%
Other Asian background	1%	1%
Other Black background	0%	0%
Other mixed background	0%	0%
Polish	0%	0%
Refused	1%	1%
White British	66%	64%
White Irish	0%	0%
White Other	2%	3%

Construction year	Population	Sample
Pre 1900	1%	1%
1900 – 1929	8%	7%
1930 – 1982	78%	79%
1983 – 2011	11%	9%

(f) Any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)

Not applicable.

(g) The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures

Acuity Research & Practice Ltd was commissioned for collecting, generating and validating reported perception measures.

(h) The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in the requirements, with a broad rationale for their removal (as long as this does not breach requirements on protecting tenant confidentiality)

Not applicable.

(i) Reasons for any failure to meet the required sample size requirements

Not applicable.

(j) Type and amount of any incentives offered to tenants to encourage survey completion

No incentives were offered to tenants to complete the survey.

(k) Any other methodological issues likely to have a material impact on the tenant perception measures reported. Where there are any material year-on-year changes in survey methodology, for example in survey collection method(s), a summary of these changes must be included with the reason for any such changes

Not applicable.

(l) If the provider has undertaken any tenant perception surveys which include TSM questions but has not included these responses in the calculation of the TSMs. A rationale for why this information has been excluded must be provided

Not applicable.

(m) Information on any visual features used alongside the required response options

Not applicable.