

Tenant Satisfaction Measures – Summary of Approach

1. Introduction

- 1.1. This paper has been produced to provide a summary of the survey approach used to generate published tenant perception measures as per the Regulator of Social Housing [Tenant Satisfaction Measures: Tenant survey requirements](#) published April 2023.
- 1.2. This paper must be made clearly available alongside each set of tenant perception measures published by Grand Union Housing Group and must include at a minimum:
 - i. a summary of achieved sample size (number of responses)
 - ii. timing of survey
 - iii. collection method(s)
 - iv. sample method
 - v. summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)
 - vi. any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)
 - vii. the role of any named external contractor(s) in collecting, generating, or validating the reported perception measures
 - viii. 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 paragraph 63 with a broad rationale for their removal
 - ix. reasons for any failure to meet the required sample size requirements
 - x. type and amount of any incentives offered to tenants to encourage survey completion
 - xi. any other methodological issues likely to have a material impact on the tenant perception measures reported.

2. Summary of Achieved Sample Size & Sample Method

- 2.1. The survey was sent to all lead tenants to ensure that we had a maximum of one response per household as detailed in the tenant satisfaction measures (TSM) requirements. As a result of our previous tenant perception survey, carried out in May 2023, we were confident that this approach would result in the responses being representative of our overall tenant population, as was the case when looking at the overall sample v responses received.
- 2.2. We received 1084 responses out of a sample of 11856, achieving a response rate of approximately 10%.

3. Timing of Survey

- 3.1. The TSM survey for reporting back to the Regulator of Social Housing in June 2024 was conducted in March 2024 with fieldwork open for a period of 2 weeks (11th March 2024 to 25th March 2024). We will be capturing TSM data once a year. An annual data collection is the most effective way of assessing impact against KPI level metrics.
- 3.2. The nature of the questions, also means we can be sure the results reflect a defined 12-month period for tracking, as customers are asked to rate/score against previous 12-month period.
- 3.3. In advance of the survey and during fieldwork we had an article on our website, on social media and in our customer newsletter to make customers aware they may be contacted to take part in the survey. This included a link to the TSM consultation should they wish to understand more about this. In addition, we also had a short message on our interactive voice response system for when customers were on hold.

4. Collection Method(s)

- 4.1. The TSM surveys were conducted via digital channels, email and Voice (our customer engagement platform) and via telephone surveys. We set out to achieve a 90/10 split with 90% coming through email and Voice.

5. Representativeness

- 5.1. We have a detailed understanding on the barriers that may prevent customers providing feedback. Thanks to this, we can evidence preferred channels and can better understand the differences in experience by customer groups. We have therefore considered the evidence in

designing our methodology, to ensure we continue to hear all voices, including those who have previously not been able to participate in more traditional engagement and/or telephone surveying.

5.2. The following tables provide reference to the characteristics against which representativeness has been assessed.

Letting Type	Sample	Customer %	Response	TSM %	Difference
AFFORD	1094	9.2%	67	6.18%	-3.05%
EXTRACARE	123	1.0%	18	1.66%	0.62%
GENERAL	6937	58.5%	600	55.35%	-3.16%
INTERMED	72	0.6%	9	0.83%	0.22%
OP50	1459	12.3%	197	18.17%	5.87%
OP55	830	7.0%	100	9.23%	2.22%
SHAREDOW	1011	8.5%	77	7.10%	-1.42%
SHO2021	38	0.3%	6	0.55%	0.23%
SUPPORTAFF	56	0.5%	1	0.09%	-0.38%
SUPPORTN	236	2.0%	9	0.83%	-1.16%
Total	11856	100%	1084	100%	

The table above shows the letting type split for our overall customer base and the split for the TSM responses.

Unit Type	Sample	Customer %	Response	TSM %	Difference
BUNGALOW	2323	19.6%	300	27.7%	8.1%
FLAT	2490	21.0%	234	21.6%	0.6%
HOUSE	6784	57.2%	533	49.2%	-8.1%
MAISON	105	0.9%	9	0.8%	-0.1%
ROOM	120	1.0%	2	0.2%	-0.8%
STUDIO	34	0.3%	6	0.6%	0.3%
LIFELINE	0	0.0%	0	0.0%	0.0%
Total	11856	100%	1084	100%	

The table above shows the unit type split for our overall customer base and the split for the TSM responses.

Type Description		Customer %	Response	TSM %	Difference
Affordable General Needs/no RTB	0	0.0%	0	0.0%	0.0%
General Needs/No RTB	6846	57.7%	628	57.9%	0.2%
General Needs/with Right to Buy	2207	18.6%	192	17.7%	-0.9%
Independent Living	285	2.4%	10	0.9%	-1.5%
Keyworker/No RTB	6	0.1%	0	0.0%	-0.1%
Market Rent Shorthold/No RTB	48	0.4%	7	0.6%	0.2%
RETIREMENT/No RTB	863	7.3%	94	8.7%	1.4%
RETIREMENT/with Right To Buy	124	1.0%	10	0.9%	-0.1%
Shared Ownership - new model 2021	56	0.5%	8	0.7%	0.3%
Shared Ownership - post April 2010	988	8.3%	74	6.8%	-1.5%
Shared ownership - pre April 2010	4	0.0%	1	0.1%	0.1%
Shared ownership - rural exception HCA	1	0.0%	0	0.0%	0.0%
Shorthold/No RTB	24	0.2%	2	0.2%	0.0%
Starter Tenancy General Needs /No RTB	401	3.4%	57	5.3%	1.9%
Starter Tenancy Retirement / No RTB	3	0.0%	1	0.1%	0.1%
Total	11856	100%	1084	100%	

The table above shows the letting type description split for our overall customer base and the split for the TSM responses.

Ethnicity	2024 TSM	Customer
White (English/ Welsh/ Scottish/ Northern Irish/ British)	89%	92%
White (Irish)	1%	1%
White (Gypsy or Irish Traveler)	0%	0%
White (Any other White background)	2%	2%
Mixed/multiple ethnic groups (White and Black Caribbean)	0%	1%
Mixed/multiple ethnic groups (White and Black African)	0%	0%
Mixed/multiple ethnic groups (White and Asian)	0%	0%
Mixed/multiple ethnic groups (Any other Mixed/Multiple ethnic background)	0%	0%
Asian/Asian British (Indian)	0%	0%
Asian/Asian British (Pakistani)	0%	0%
Asian/Asian British (Bangladeshi)	0%	0%
Asian/Asian British (Chinese)	0%	0%
Asian/Asian British (Any other Asian background)	0%	0%
Black/ African/ Caribbean/ Black British (African)	0%	1%
Black/ African/ Caribbean/ Black British (Caribbean)	1%	1%

Black/ African/ Caribbean/ Black British (Any other Black/ African/ Caribbean background)	0%	0%
Arab	0%	0%
Other ethnic group (Any other ethnic group)	0%	1%
Prefer not to say	4%	0%

The table above shows the ethnicity split for our overall customer base and the split for the TSM responses.

5.3. When looking at the TSM results by ethnicity we see no impact on scores. In addition, the numbers we are seeing against some ethnic groups are very small. However, we know that those customers who took part in the TSM survey are representative of our overall customer base and this is demonstrated by the table above.

5.4. Our approach has broadly reflected the natural distribution of our customer base within margin of errors, and therefore we have not weighted data.

6. External Contractors

6.1. The TSMs were conducted through our research partner Maru Group Limited, with telephone surveys being conducted by PFA Research on behalf of Maru Group Limited. No weighting was applied to generate the reported perception measures.

7. Exclusion of Households

7.1. No tenant households within the relevant population have been excluded in the sample frame due to the exceptional circumstances described in [paragraph 63 of the TSM Tenant Survey Requirements](#).

7.2. The required sample size summarised in [Table 5 of the TSM Tenant Survey Requirements](#) was achieved.

8. Incentives

8.1. As an incentive for completing the survey, respondents were given the option to opt in to a prize draw with a chance to win one of 20 x £25 Amazon e-vouchers. Maru Group Limited managed the prize draw and distribution of prizes and provided respondents with the prize draw T&Cs to at the time of taking the survey.

9. Additional Questions

9.1. There were some additional questions included in the survey, these were asked around health conditions, daily life, employment status, ethnicity, sexuality and household income.

- 9.2. Not all questions were asked to all respondents, some were asked only based on experience within the previous 12 months. For example, only those who had raised a repair within the last 12 months were asked about satisfaction with Grand Unions repairs service.