

Overview of the survey approach and representativeness

An overview of the survey approach is outlined below.

Overview of the survey approach

Feedback services provider (collecting, generating, and validating the reported perception measures)	Independent research company Service Insights Ltd, working in partnership with Housemark.
Survey fieldwork date	June 2025 and February 2026
Total surveyable population	8,259 LCRA
Total sample size achieved (total number of responses)	576 achieved Email – 59 (11%) Postal – 51 (8%) Telephone – 466 (81%)
Statistical confidence required and achieved	±4% is required overall for 2025/26 which was achieved in practice.
Reasons for any failure to meet the required sample size	Not applicable
Collection method	Aiming for approx. 560 surveys overall during 2025/2026, 80% telephone surveys, 10% postal survey, 10% online surveys (email deployed).
Rationale for collection method	To ensure compliance with the Regulator of Social Housing's requirements and to achieve a statistically representative sample of our tenant population, we adopted a mixed-method approach for the TSM survey. This included telephone, online, and postal surveys, conducted over two waves. This methodology was selected to maximise accessibility and inclusivity, allowing us to reach a broad cross-section of tenants. The approach aligns with regulatory guidance, which stipulates that results must reflect the diversity of our customer base. Additionally, the use of multiple channels helps mitigate barriers to response and supports the collection of robust, high-quality data that accurately reflects tenant satisfaction across key service areas. We opted for a majority telephone approach—comprising 80% of the total survey method mix—because it consistently delivers higher response rates and more complete data across key demographic groups. Telephone surveys have historically yielded stronger engagement. This method also aligns with the

	expectation for robust, statistically representative data collection, helping us achieve a ±3.9% margin of error. We are mindful that telephone surveys can skew towards more capable and confident respondents. To mitigate this and ensure inclusivity, we supplemented telephone outreach with postal and online options, enabling participation from customers who may face barriers with traditional engagement methods. We chose to commission an external provider—Housemark, supported by their research partner Service Insights—to deliver the TSM perception survey in order to ensure impartiality, methodological rigour, and regulatory compliance. This approach aligns with data collection methods used in previous years, allowing for consistency when measuring and tracking results over time.																																									
Type and amount of any incentives offered	None offered																																									
Sampling method	Randomised sample through MS Excel randomisation. Quotas set to ensure representation of tenure, customer age and location. 63 properties in buildings of supported housing where customer details are not disclosed by the local authorities managing allocations. We have considered these customers as exempt due to the reasons set out in the TSM survey guidance in relation to health and safety and meaningfulness (we do not have a direct relationship with the customer).																																									
Summary of representativeness of the sample against the relevant tenant population	As the tenant survey responses were representative of the wider tenant population, weighting was not required. <i>*may not total 100% due to rounding</i> <table><tr><th>Tenant perception measures</th><th>Relevant tenant population (% total)</th><th>Total survey responses (% total)*</th></tr><tr><td>Housing type</td><td></td><td></td></tr><tr><td>General needs</td><td>75%</td><td>73%</td></tr><tr><td>Housing for older people</td><td>23%</td><td>23%</td></tr><tr><td>Supported housing</td><td>2%</td><td>3%</td></tr><tr><td>Customer age band</td><td></td><td></td></tr><tr><td>Under 35</td><td>13%</td><td>12%</td></tr><tr><td>35–54</td><td>33%</td><td>31%</td></tr><tr><td>55–74</td><td>37%</td><td>37%</td></tr><tr><td>75 and over</td><td>16%</td><td>20%</td></tr><tr><td>Unknown</td><td>1%</td><td>0%</td></tr><tr><td>Regional area</td><td></td><td></td></tr><tr><td>Wyvern (Somerset)</td><td>31%</td><td>31%</td></tr></table>			Tenant perception measures	Relevant tenant population (% total)	Total survey responses (% total)*	Housing type			General needs	75%	73%	Housing for older people	23%	23%	Supported housing	2%	3%	Customer age band			Under 35	13%	12%	35–54	33%	31%	55–74	37%	37%	75 and over	16%	20%	Unknown	1%	0%	Regional area			Wyvern (Somerset)	31%	31%
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	Vale (Dorset – North)	37%	37%	
	Jurassic (Dorset – South)	32%	32%	
Any weighting applied	Weighting was not required for this report.			
Questions asked	12 regulatory TSM questions 5 additional questions: Overall quality of the home; Net Promoter Scores (NPS); Disability; Improving one thing [free text]; comments or suggestions in relation to issues raised in the survey			
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None			