

Orbit TSM – Perception Surveys 2025-2026

Summary of Approach

1. Who conducts our TSM Perception surveys?

We use an external contractor – Opinion Research Services Ltd (ORS) to conduct our TSM surveys. We have worked with this supplier since the TSM surveys launched in 2023. ORS is a Market Research Society Company Partner and is fully compliant with the MRS Code of Conduct.

All ORS’ research activities and systems are fully certified and delivered to BS ISO 27001 :2022, BS ISO 9001:2015 and BS ISO 20252:2019 (UKAS registered). Interviewers are IQCS trained and all fieldwork processes have been IQCS accredited.

ORS undertake the surveys using an agreed questionnaire (appended to our submission). They capture all the data, validate and return quarterly reports setting out the results for each question, confidence levels and analysis by agreed customer variables. The raw data is also returned to us on a quarterly basis.

2. Sample size achieved

In 2025-26, we achieved a sample of 2305 LCRA and 581 LCHO customers. The number of surveys required were set at the outset of the year based on stock levels reported in the SDR as of 31st March 2025. These numbers are in line/above the requirements set out in the Technical Document.

Stock type	Sampling requirement	Stock total	Surveys required
LCRA	95% +/-2%	34,390	2245
LCHO	95% +/-4%	6142	547

3. Timing of Survey

The survey has been conducted on a rolling quarterly basis with the first surveys undertaken from 6th May 2025 and the last completed on 2nd March

2026. This approach evens out any seasonal fluctuations which may arise throughout the year.

4. Collection method(s)

We have chosen to collect the data by telephone interview. We use both landline and mobile phone numbers. We are fully aware of the impact survey methodology has on both response levels and scores. We have historically used telephone interviews for our perception-based surveys (Star and Status and beyond) and so we were keen to maintain the same methodology to ensure that results continue, as far as is possible, to be comparable over time.

In terms of customer data, we hold more telephone numbers for customers than email addresses, so using this method facilitates a wider reach and ensures we meet the sample size requirements and also meet the requirements around samples being representative. Our telephone surveys are representative of the Orbit population.

ORS have facilities to use Text Talk for deaf respondents. In addition, our contract allows for a translator to be made available to conduct the survey where English is not the first language of the customer. Where a higher level of reassurance is required for some elderly or otherwise vulnerable customers, interviewers who recognise any hesitation or discomfort may offer an appointment or a call back at another time. Appointments can be made for a specific time, perhaps when a relative or carer is expected to be present and may assist with the interview. We keep the issue of accessibility under constant review with the Market Research Company.

No incentives are offered for completion of the survey.

5. Sample Method

We use a stratified sampling technique where we profile the whole customer base and ensure the survey responses match the profiles for the following customer traits – age band (priority one), ethnicity, region, property type, bed size. For example, this enables us to make sure that the proportion of younger respondents matches the proportion of younger customers across the customer base. Our approach is in line with the requirements set out in the Technical Guidance.

We remove any customers who have asked explicitly to be opted out of customer surveys (proportions very low).

6. Assessment of representativeness

We hold regular review meetings with ORS to check that the responses achieved are fully representative and we also discuss any issues around methodology and approach. The tables below reflect the responses achieved vs original customer base for 25-26.

Variable	Age			
	LCRA		LCHO	
	Surveys achieved	Baseline	Surveys achieved	Baseline
18-34	18%	19%	30%	28%
35-54	39%	38%	42%	39%
55-64	20%	19%	13%	15%
65+	23%	23%	13%	15%
Unknown	1%	1%	2%	3%
Variable	Ethnicity			
	LCRA		LCHO	
	Surveys achieved	Baseline	Surveys achieved	Baseline
BME	14%	14%	14%	13%
Non-BME	71%	73%	71%	72%
Unknown	15%	13%	15%	15%
Variable	Property Type			
	LCRA		LCHO	
	Surveys achieved	Baseline	Surveys achieved	Baseline
Bungalow	8%	8%	2%	1%
Flat	41%	38%	28%	27%
House	47%	50%	69%	71%
Other	4%	5%	1%	1%
Variable	Bed Size			
	LCRA		LCHO	
	Surveys achieved	Baseline	Surveys achieved	Baseline
1	28%	27%	7%	8%
2	43%	42%	54%	53%
3+	29%	31%	39%	39%
Variable	Region			
	LCRA		LCHO	
	Surveys achieved	Baseline	Surveys achieved	Baseline
East Midlands	10%	10%	11%	11%
Eastern	15%	15%	18%	18%
London	13%	13%	8%	8%
South East	26%	26%	40%	40%
West Midlands	36%	36%	23%	23%

6. Weighting

No weighting has been applied as we are confident that the results are reflective of our customer base and are representative of the customer characteristics (age/ethnicity/geography/property size and type). See section above.

7. Details of any households that have not been included in the sample frame due to exceptional circumstances

No household has been excluded from the sample frame. We do have c200 units across our LCRA stock (0.9% of this stock) where properties are managed by a managing agent on our behalf, and we do hold customer records. To ensure a sample of these customers were included in the 25-26 TSMs we issued an online survey to 95 customers. These online surveys were sent to a random selection of the C200 units managed by others. Only 5 completed surveys were received; these are included in the overall scores reported for 25-26, with separate overall scores shown for this methodology within the submission.