

Our Approach

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We work with independent market research company, Opinion Research Services (ORS), to carry out our Tenant Satisfaction Measures (TSM) surveys.

ORS carry out telephone interviews with customers every three months to conduct the surveys.

Using telephone interviews helps us ensure we hear from a mix of customers. We feel this is the most inclusive method for us to use as we have telephone numbers for around 95% of customers. If you have hearing loss, Textphone is available, and if English isn't your first language, a translator can help. If a telephone interview isn't possible, you can ask to complete the survey online or via a letter.

We break down our results into two groups: renters and shared owners, as you can see [here](#).

How customers are chosen for interviews

Every three months, ORS are required to contact a 'sample' of customers that is representative of our wider customer base. It's important that the sample takes into account factors such as age, ethnicity, location, the type of home and the number of bedrooms. For example, 23% of our renters are over 65 years old, so ORS makes sure that 23% of the renters they speak to are over the age of 65.

To see how many people were interviewed in 2023-24 compared to our customer population, please see [here](#).

Survey Targets

The Regulator of Social Housing sets a target for how many customers are required to take part in the survey. In 2023-24, we were required to interview 2,243 renters and 548 shared owners. During this period, we actually spoke to slightly more customers: 2,252 renters and 549 shared owners. This means the results are reliable with a 95% confidence level and a margin of error of +/- 2% for renters and +/- 4% for shared owners.

The questions that are asked

The Regulator of Social Housing requires landlords to ask 12 specific survey questions, plus three more to determine if the customer has used that service. You can see the full list of questions [here](#). We also ask one extra question after the overall satisfaction question (TP01) to understand why the customer gave their answer. Every three months, we ask one more open question to explore one of the 11 other questions.

If a customer is very unhappy and agrees to share their contact details, we may review the situation and get in touch to help solve the issue. If an interviewer notices a serious safety concern, they let us know so we can quickly act on this.