
TSM Satisfaction Surveys: Ensuring a compliant approach for smaller associations

19 April 2023

Denise Raine, Director



Session outline

- Compliant survey approach
- Survey design: TSM questions & adding value
- The not so easy bits...
 - Survey methodology & sampling
 - Response rate & margin of error
 - Representativeness & weighting
 - Survey fatigue: engaging with all residents – every 2 years!
- Disseminating the results: Reporting & Benchmarking
- Lessons learnt so far (Satisfaction trends, drivers & survey bias)
- Q&A session





Expertise and experience

Our History

Acuity has been running resident satisfaction surveys for over 25 years! We were involved in the development of STATUS in 1998 and helped Housemark develop its STAR framework in 2011. Since then, we have been involved in every review of STAR including the most recent one in 2019/20. We were also consulted by the RSH on the TSMs ahead of sector consultation.

Acuity has carried out over 3,500 resident surveys for housing providers and has a long and successful track record of delivering customer/resident research.

We carry out postal, telephone, SMS/text, online and face-to-face interviews, as well as have unrivalled expertise in social housing data analysis and in using survey results to match business requirements.

Current clients - The delivery of resident satisfaction and tracker surveys is our core business. We are currently working with 54 North, Acis, Anchor, Arun DC, Babergh & Mid-Suffolk DC, BCHA, BECHA, BCOP, Brighter Places, Bristol City Council, Brunelcare, Cartrefi Conwy, CCHA, CDS, Cheltenham Borough Homes, Chichester Greyfriars, Circle VHA, Cirencester Housing, Cluid Housing, Clwyd Alyn, Coastline, Colchester Borough Homes, Cornwall Housing, Cottsway, Croydon Almshouses, Croydon Council, Eden, Ekaya, Eldon, Elim Housing, emh homes, Epic Housing, Estuary HA, Framework, Franklands Village, Gloucester City Homes, Gravesend Churches HA, Glebe, Grwp Cynefin, Hafod, Haig Housing, HAIL, Harrogate HA, Harrow Churches, Harrow Council, Hexagon, Homes Plus, Housing 21, Housing for Women, Housing Solutions, Hyelm, Innisfree, Inquilab, Ipswich Council, Karbon Homes, Kingston Council, Lancaster City Council, Leeds City Council, Lewes & Eastbourne, Lewisham Homes, Lincolnshire Housing Partnership, Lincs Rural, Linden First, LSHA, Lyng CA, Mansfield DC, Mount Green, Nehemiah, Nottingham City Council, Oldham Council, Oxford City Council, PA Housing, PCU, Peaks & Plains HT, Penge Churches, Peter Bedford, Pickering & Ferens, Plymouth CH, Populo Living, Progress HG, Sage, SAHA, Sapphire IH, Shepherds Bush HG, Selwood Housing, Settle HG, Shian, Soha, Solihull Community Housing, Solihull CHA, Somerset Council, South Kesteven, Sovereign, STAR Housing, The Good Economy, Thorngate, TORC, Tuath, Two Rivers, United Welsh, Uttlesford Council, Wakefield and District Housing, Waverley BC, WCHG, Weaver Vale HT, WECH, West Kent, Westway, White Horse Housing, Willow Tree Housing Partnership, Wolverhampton Homes, Women's Pioneer, York HA.

Each year we carry out...

Perception Surveys (STAR/TSM)

- ✓ 40 to 50 one-off STAR/TSM surveys
- ✓ 60 to 80 tracking STAR/TSM surveys (serving landlords with from 400 to over 60,000 properties)
- ✓ Telephone, postal and online (text and email)

Transactional Surveys

- ✓ 200 live surveys (including ASB, complaints, responsive repairs surveys, new lettings, planned maintenance, out-of-hours, and gas servicing)
- ✓ Telephone, online and text

Ad-hoc Surveys

- ✓ Over 30 ad-hoc, deep-dive and specialist small surveys



Compliant surveys: Getting your surveys in order



- ✓ All RPs must follow definitions and survey methodology set out in Annex 4: Tenant Satisfaction Measures – Technical Requirements and Annex 5: Tenant Satisfaction Measures – Tenant survey requirements
- ✓ All RPs must publish performance annually (including a summary of approach)
- ✓ All RPs must ensure information is accurate, reliable, valid and transparent reflection of performance
- ✓ Relevant homes – LCRA/LCHO from Housing and Regeneration Act 2008 (Section 69 and 70)
- ✓ 12 TSM perception questions have to be asked to tenants in each dwelling – self-contained unit or bedspace in non-self-contained housing. Owning landlord responsible for TSMs (not managing agent)
- ✓ All providers must report survey results in the first year of reporting

Smaller providers (Under 1,000 LCRA and/or LCHO)

- ✓ Do not have to submit TSM results to RSH
- ✓ Can report tenant perception measures for LCRA (only), LCHO (only), LCRA and LCHO separately, or LCRA and LCHO combined
- ✓ Do not have to collect and report on an April-March basis if have a different financial cycle/year-end
- ✓ Option to run it every year or every two years

Benchmarking – To meet RSH requirements LCRA (aggregate of GN, HfOP, Support, Intermediate and Temporary social housing) is required. Acuity and Housemark have enabled GN, HfOp and Support split as well.



Key questions to consider:

- ❖ Census or sample survey?
- ❖ One-off or tracking survey?
- ❖ Survey mode?
- ❖ Survey length?
- ❖ When to survey?
- ❖ Cost and available resources (staff and software)?
- ❖ In-house or external agency?





Advantages and disadvantages

- Postal questionnaire
- Telephone survey
- Online/digital survey
- Face-to-face
- Blended approach (online, postal and telephone)

Q. What will work best at my organisation?

Survey methodology: Response rate and margin of error

Minimum levels of statistical accuracy for overall satisfaction TP01: Fewer than 2,500 dwelling units = $\pm 5\%$ at the 95% confidence interval

- Look up online (<https://www.arap.co.uk/resident-satisfaction/sample-sizes>)
- Example: Landlord with 500 properties needs 217 completed interviews/surveys to meet the required margin of error at the 95% confidence interval. 43% response rate!

What does that mean? If 85% of residents answered “Yes” to a particular question, the figure for all residents including those who did not respond would be between 80% and 90% - in 95 out of 100 chances.

Population	Numbers of achieved responses required to meet sampling errors at 95% confidence level								
	$\pm 2.0\%$	$\pm 3.0\%$	$\pm 4.0\%$	$\pm 5.0\%$	$\pm 6.0\%$	$\pm 7.0\%$	$\pm 8.0\%$	$\pm 9.0\%$	$\pm 10.0\%$
100	96	92	86	80	73	66	60	54	49
200	185	169	150	132	115	99	86	75	65
300	267	234	200	169	141	119	100	85	73
400	343	291	240	196	160	132	109	92	78
500	414	341	273	217	174	141	116	96	81
600	480	384	300	234	185	148	120	99	83
700	542	423	323	248	193	153	124	102	85
800	600	457	343	260	200	158	126	103	86
900	655	488	360	269	206	161	129	105	87
1000	706	516	375	278	211	164	131	106	88

Note: Margin of error does not work as well for smaller populations

RSH – Sets a target of $\pm 5\%$ for smaller providers to aim for. It recognises that this may prove impossible and that it is okay not to meet this, providing they take a census approach and make several attempts to engage all tenants in an appropriate way.

Survey methodology: Question set



- ❖ Perception survey
- ❖ 12 TSMs + 3 pre-qualifiers
- ❖ Each question has prescribed response options which you cannot alter
- ❖ Question order – TP01 first question in survey
- ❖ Can add additional questions and probes, but TSMs must come first in any section
- ❖ Also need to consider the information given to tenants about the survey (survey purpose, data protection legislation, confidentiality, length of survey etc.) – Basic MRS good practice

Running a TSM survey alone will not tell you how to improve your services or what really matters to tenants.

TSM questions need to be carefully combined with other questions that deliver insight and inform service improvements.

There is no customer service measure which really matters to residents (will demonstrate later).

Survey methodology: Example survey



QR CODE

Tenant Satisfaction Survey Your chance to have your say!

Your views are important to [YOUR LANDLORD] and this survey will help them to understand what you think about your home and the services [YOUR LANDLORD] provide, as well as what you would like them to do in the future. The survey will be used to calculate the annual Tenant Satisfaction Measures (or TSMs) which will be published by [YOUR LANDLORD] and reported back to tenants as required by the Regulator of Social Housing.

What you tell us will be strictly confidential. We will report your responses to [YOUR LANDLORD] without identifying you unless you give your permission at the end of the survey. If you would prefer to complete the survey online, please go to: [www.starsurveys.co.uk/\[YOUR LANDLORD\]](http://www.starsurveys.co.uk/[YOUR LANDLORD]) and input your unique code which is [REFCODE]. If you have any difficulties in completing the survey, please call us on 01273 287114 or email acuity@arap.co.uk

Your Home and Overall Services

1 Taking everything into account, how satisfied or dissatisfied are you with the service provided by [YOUR LANDLORD]?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

2 How satisfied or dissatisfied are you that [YOUR LANDLORD] provides a home that is well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

3 Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that [YOUR LANDLORD] provides a home that is safe?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

Communal Areas

4 Do you live in a building with communal areas, either inside or outside, that [YOUR LANDLORD] is responsible for maintaining?

- Yes (Go to **5**)
- No (Go to **6**)
- Don't know (Go to **6**)

5 How satisfied or dissatisfied are you that [YOUR LANDLORD] keeps these communal areas clean and well maintained?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

6 If you are not satisfied with your home or communal areas, please provide more information and what [YOUR LANDLORD] could improve?

Your Neighbourhood

7 How satisfied or dissatisfied are you that [YOUR LANDLORD] makes a positive contribution to your neighbourhood?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

8 How satisfied or dissatisfied are you with [YOUR LANDLORD]'s approach to handling anti-social behaviour?

- Very satisfied
- Fairly satisfied
- Neither
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

Repairs and Maintenance

9 Has [YOUR LANDLORD] carried out a repair to your home in the last 12 months?

- Yes (Go to **10**)
- No (Go to **12**)

10 How satisfied or dissatisfied are you with the overall repairs service from [YOUR LANDLORD] over the last 12 months?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

11 How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

12 Generally, how satisfied or dissatisfied are you with the way [YOUR LANDLORD] deals with repairs and maintenance?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

13 If you are not satisfied with the repairs and maintenance service, please provide more information and what [YOUR LANDLORD] could improve?

Customer Service, Communications and Information

14 How satisfied or dissatisfied are you that [YOUR LANDLORD] is easy to deal with?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

15 How satisfied or dissatisfied are you that [YOUR LANDLORD] listens to your views and acts upon them?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

RED box = TSM question

- 4-page questionnaire
- Telephone survey takes around 8 to 10 minutes
- Shows other popular questions, including probes

Survey methodology: Example survey



16 How satisfied or dissatisfied are you that [YOUR LANDLORD] keeps you informed about things that matter to you?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

17 To what extent do you agree or disagree with the following ' [YOUR LANDLORD] treats me fairly and with respect'?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree
- Not applicable / don't know

18 If you are not satisfied with customer service and communications please provide more information, and what could [YOUR LANDLORD] improve?

Making a complaint

19 Have you made a complaint to [YOUR LANDLORD] in the last 12 months?

- Yes (Go to **20**)
- No (Go to **21**)

20 How satisfied or dissatisfied are you with [YOUR LANDLORD]'s approach to complaints handling?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

21 How likely would you be to recommend [YOUR LANDLORD] to other people on a scale of 10 to 0, where 10 is extremely likely and 0 is not at all likely?

- 10 (extremely likely)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 (not at all likely)

22 What one thing could [YOUR LANDLORD] improve?

Your Well-being

23 Do you currently struggle with any of the following...?

	Yes	No	I am worried about the future	Prefer not to say
Paying your rent or service charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the costs of household bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the cost of utility / fuel bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23 ALTERNATIVE QUESTION

23 How concerned are you about the cost of living crisis for you personally?

- Not concerned at all
- Slightly concerned
- Very concerned
- Prefer not to say

24 Does your home currently suffer from any damp or mould issues? (If you tick 'Yes' we will pass on your name and address to [YOUR LANDLORD])

- Yes
- No

24A And if yes, have you reported it to [YOUR LANDLORD]?

- Yes
- No

25 How satisfied are you with the energy efficiency of your home of your home?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable / don't know

Permissions & Confidentiality

26 If you were contacted again in the future and asked to take part in another survey what is your preferred method for taking part?

- Telephone call
- Postal questionnaire
- Email with link to online survey
- Text with link to online survey
- Not sure

27 [YOUR LANDLORD] would welcome the opportunity to see your individual answers and comments. Are you happy for your individual responses to be passed back to [YOUR LANDLORD]?

- Yes (Go to **28**)
- No (End)

29 Are you happy for [YOUR LANDLORD] to contact you regarding any information you have provided in this survey?

- Yes
- No



Thank you for taking the time to complete this survey.
Please return the questionnaire in the FREEPOST envelope provided (you do not need a stamp). [YOUR LANDLORD] will inform you about the results.

- Still room to add a few more questions
- Don't forget any permission questions!
- ...and perhaps an open ended catch-all question
- No demographic/housing information – can re-link data after the survey
- Leave complaint TSM questions until near the end of the survey

Survey methodology: Representativeness and weighting

- It is good practice to carry out a representativeness check even when carrying out a census
- What to use? (age, tenure, area)
- If it is not representative need to consider whether to weigh the data

RSH: Providers with fewer than 1,000 dwelling units of relevant social housing stock are not required to weigh responses unless it is possible to generate a sample large enough to meet the minimum statistical accuracy and there is strong evidence of a significant bias in estimated scores.

Population	Number of tenants	Percentage of tenants
General Needs	651	71%
Independent Living	265	29%
All residents	916	100%
Survey Response		
General Needs	200	49%
Independent Living	210	51%
All residents	410	100%
Weights		
General Needs	1.46	(71%/49%)
Independent Living	0.56	(29%/51%)

51% of returned surveys were from Independent Living residents who only account for 29% of the population!

Weighting factors are outside 0.8 to 1.2 (a range within which weighting is not normally applied)

Finally, run the results weighted and unweighted to see if this makes any difference.

Survey methodology: Survey fatigue, response rates and incentives, communications

- ❖ What is the likely response rate for each survey mode?
- ❖ Do incentives work?
- ❖ Survey fatigue? Current levels of engagement, other surveys, what about in two years' time?

- ❖ Promoting the survey
- ❖ Any hard-to-reach residents?

Disseminating and using the results



- ❖ Customer recovery
- ❖ Board
- ❖ Scrutiny panel
- ❖ Staff
- ❖ Residents
- ❖ Action planning

All need to be built into the timetable at the start of the research.

Reporting Outputs to Ensure Actional Insight

Professional and easy-to-read reporting outputs in a variety of formats suitable for a wide range of audiences. Reports can take various formats – high-level executive summaries, full detailed reports, annotated PowerPoint presentations, webinars, Q&A sessions, tenant-friendly reports, and infographics. The content of each report varies considerably and can include trend analysis and emerging themes, benchmarking, correlations, key driver analysis, hot topic analysis, coded comments analysis and suggestions for service delivery reviews.



Resident-Friendly Report

Resident-friendly report which is typically a four or eight-page booklet, which can be printed in A5 or A4 size or downloaded from a website. The short reports are highly colourful and attractive, which thank residents for taking part in the survey, summarise the survey findings, how the landlord is going to use the results and often include contact details for residents who want to get further involved.



Presentation / Webinars/Q&A Sessions

Need to present clear recommendations based on the survey findings and insight in such a way as to drive business improvement, interactive workshops also help to re-enforce the message. This is an important part of any survey and should take part in the initial planning stages.

Webinars/presentations are often an important part of feeding back the results and working with staff, residents and board members on how to draw up action plans based on the findings. Each presentation should be designed to suit the audience and occasion; from short half-hour presentations to longer presentations followed by questions and discussion and workshops where staff, residents or board members split into groups working on action plans for implementation.



Summary of approach (don't forget)

Published alongside each set of TSMs

- ❖ Summary of achieved sample size (number of responses)
- ❖ Timing of survey
- ❖ Collection method(s)
- ❖ Sample method
- ❖ Summary of the assessment of the representativeness of the sample against the relevant tenant population
- ❖ Any weighting applied to generate the reported perception measures
- ❖ Role of any named external contractor(s) in collecting, generating, or validating reported perception measures
- ❖ Number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances with a broad rationale for their removal
- ❖ Reasons for any failure to meet the required sample size requirements
- ❖ Type and amount of any incentives offered to tenants to encourage survey completion
- ❖ Any other methodological issues likely to have a material impact on the tenant perception measures reported

And also...

- ❖ Details of any tenant perception survey which has included TSM questions but has not been used in the TSM calculation
- ❖ Rationale for survey collection methods
- ❖ Any year-on-year methodological changes and the reasons for such changes





Difficult operating environment

Cost of Living — early evidence from Acuity surveys suggests 8% - 15% lower ratings across the board from households that are struggling financially

Winter power cuts

Brexit and the economy

Government & Political Changes

COVID-19

War in Ukraine

Grenfell

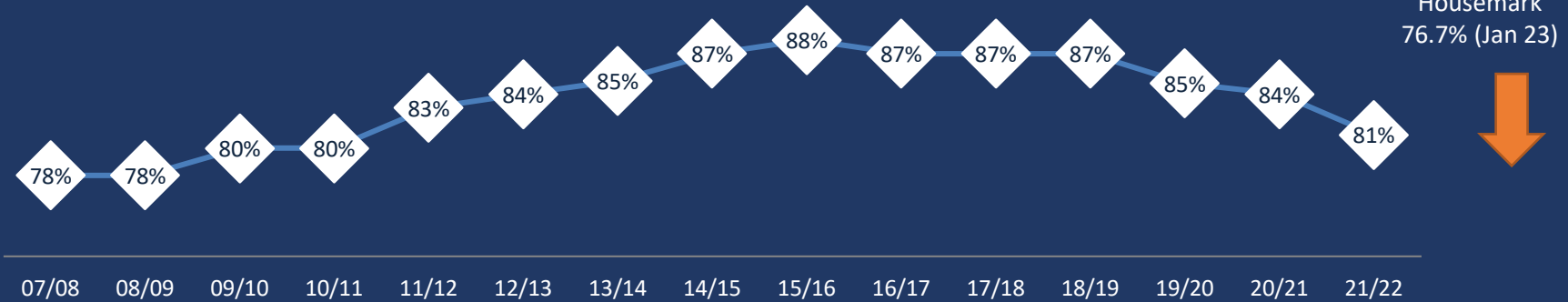
Well-being and mental health

New Working Patterns

Anti-Social Behaviour

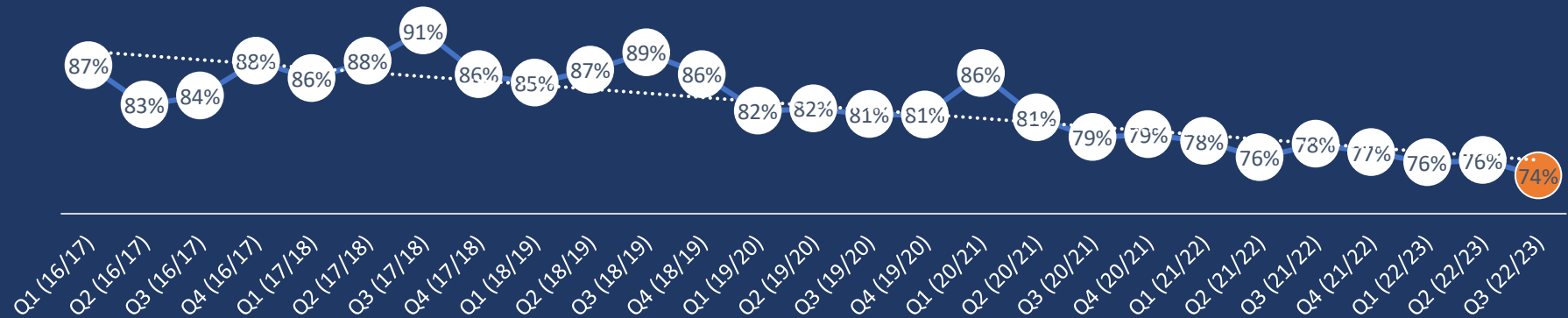
Changing Satisfaction – National Pattern

Historical satisfaction with services provided (NHF/Housemark median - general needs residents)



Changing Satisfaction – Acuity Clients

Overall Services (Acuity Clients, Median Scores - Tracking clients)





Acuity clients

Q3 22/23 – the majority of clients are based in England and run TSM-based surveys (58), with the others based in Wales (5) or Ireland (4) where the TSMs do not apply.

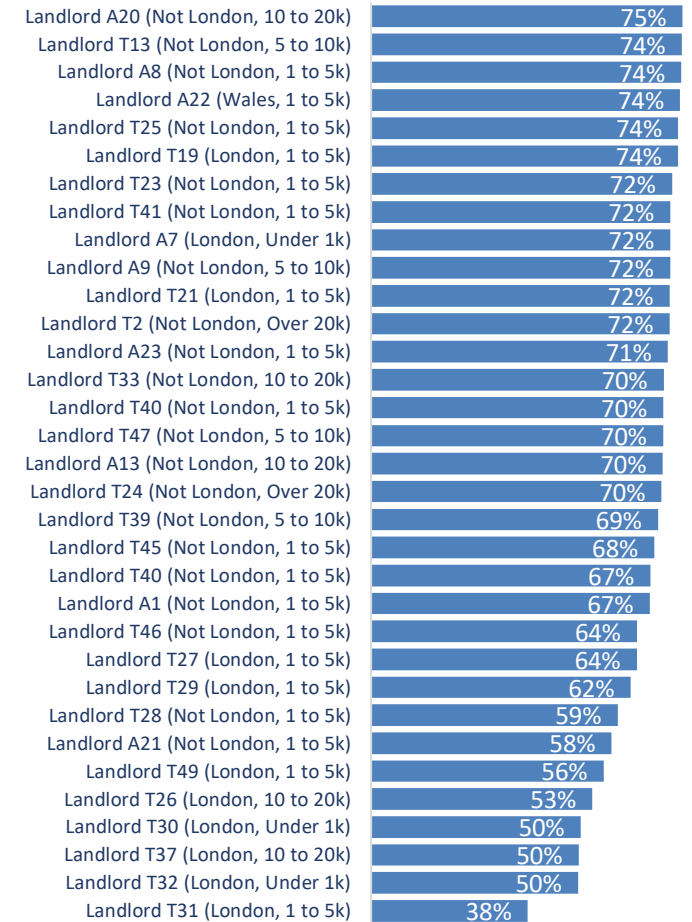
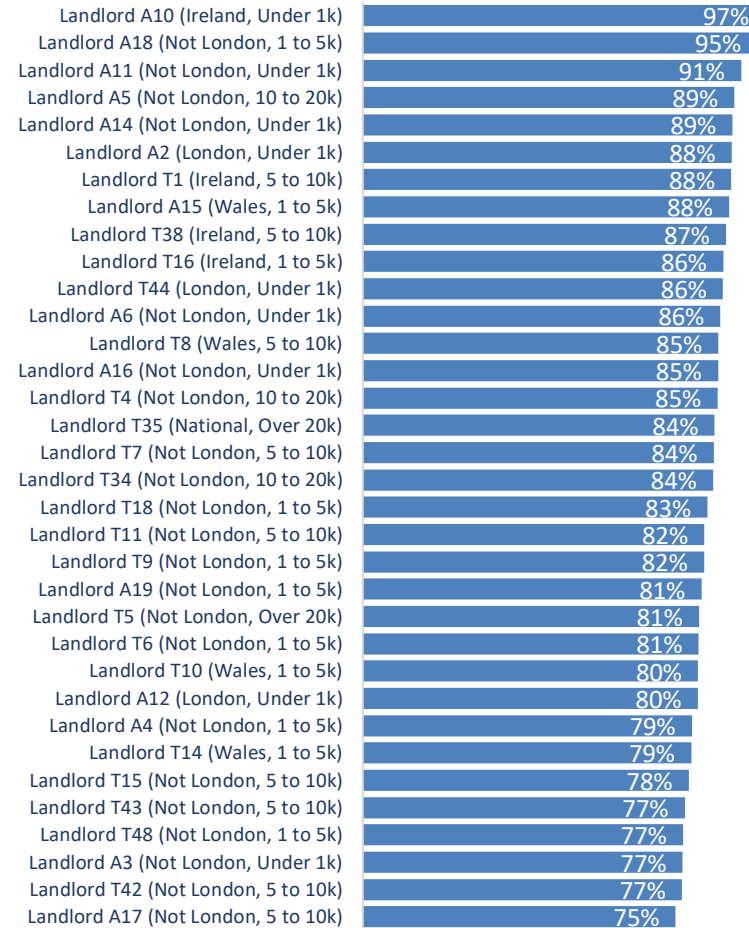
The group of 67 landlords includes 14 based in London and 2 national landlords, as well as 6 ALMOs and 8 Councils.

In terms of size – 11 have under 1,000 homes, 30 have between 1,000 and 4,999 homes, 13 have between 5,000 and 9,999 homes, 8 have between 10,000 and 19,999 homes and 4 have over 20,000 homes.

The charts to the right display overall satisfaction with the services provided for our different clients.

*Landlords annotated ‘T’ refer to tracker clients and those with ‘A’ are annual/one-off clients.

Landlord characteristics



Size

- < 1,000: **11**
- 1,000 to 4,999: **30**
- 5,000 – 9,999: **13**
- 10,000 – 20,000: **8**
- Over 20,000: **4**

Tenure

- General needs only: **19**
- GN + HfOP: **37**
- GN + supported housing: **6**
- HfOP only: **4**
- Supported housing only: **1**

Location

- London: **14**
- National: **2**
- England: **42**
- Wales: **5**
- Ireland: **4**

Type

- HA: **53**
- LA: **8**
- ALMO: **6**

Survey Frequency

- One off (A): **23**
- Tracker (T): **44**



More and more landlords are looking to increase their use of digital surveys or use a variety of survey modes to capture the views of their residents.

Case Study 1: Overall services is 7% lower for residents who completed a survey online compared with those that were interviewed on the telephone. Elsewhere differences are between 4% and 27% lower for the online respondents – suggesting a strong survey bias.

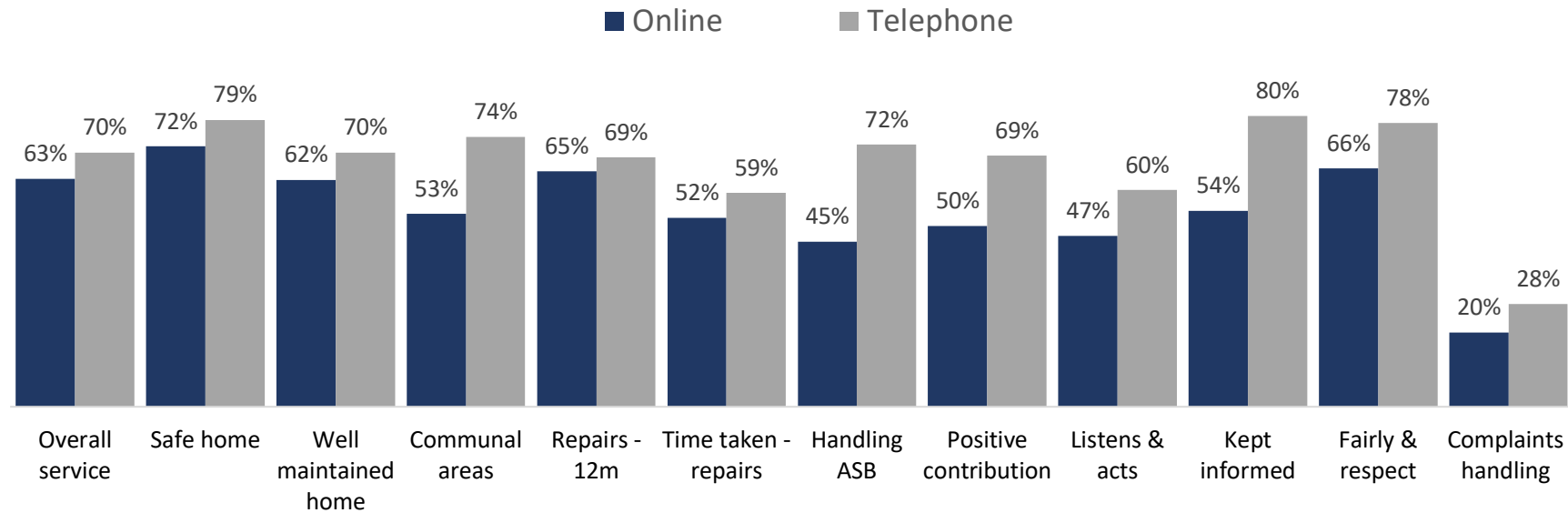
Case Study 2: Assumption – younger residents are more likely to complete the survey online and tend to be less satisfied than older residents?

However, the survey mode bias is present across all age groups; although the pattern can vary and be less pronounced for some metrics and age groups.

The findings present a number of important issues that are open to debate. And, when benchmarking results, comparing like-for-like survey modes needs to be considered.

Survey method bias – Case studies

Case Study 1 - Difference by survey mode



Case Study 2 - Difference by survey mode and age band

	Online			Telephone			Difference (online minus telephone score)		
	Under 35	35 to 59	60 or over	Under 35	35 to 59	60 or over	Under 35	35 to 59	60 or over
Overall service	46%	50%	67%	72%	72%	73%	-25%	-22%	-7%
Safe home	50%	61%	75%	83%	81%	87%	-33%	-20%	-12%
Repairs service (last 12 months)	62%	57%	71%	65%	74%	74%	-3%	-17%	-3%
Listens to views and acts	33%	40%	51%	62%	67%	76%	-29%	-27%	-25%



The cost-of-living crisis is a relatively new addition to our surveys.

The impact of this on people's behaviour and outlook on life has an influence on satisfaction levels.

At Acuity we are keen to explore how residents that are “struggling” score their landlord compared with those who are not. We have introduced a number of different questions to our surveys recently to try and access the impact.

External factors potentially affecting satisfaction

Case Study 3

Looking at the results from just one postal survey with nearly 1,000 respondents in 2022/23.

When we compared the results of households who felt that they are struggling with the cost-of-living crisis and those that were not, struggling households reported lower satisfaction scores throughout the survey.

It is obvious that satisfaction with the rent (VFM) would be a big issue for those struggling financially, but it is interesting that some of the metrics around the condition of their properties and repairs are also impacted considerably.



	Satisfaction difference for households struggling with the cost-of-living crisis
Rent (VFM)	↓ 10%
General Condition of property	↓ 9%
Repairs & Maintenance	↓ 8%
Safe & Well Maintained Home	↓ 7%
Quality of home	↓ 7%
Repairs - Time Taken	↓ 6%
Easy to Deal With	↓ 6%
Listens & Acts	↓ 6%
Kept Informed	↓ 5%
Overall Services	↓ 4%

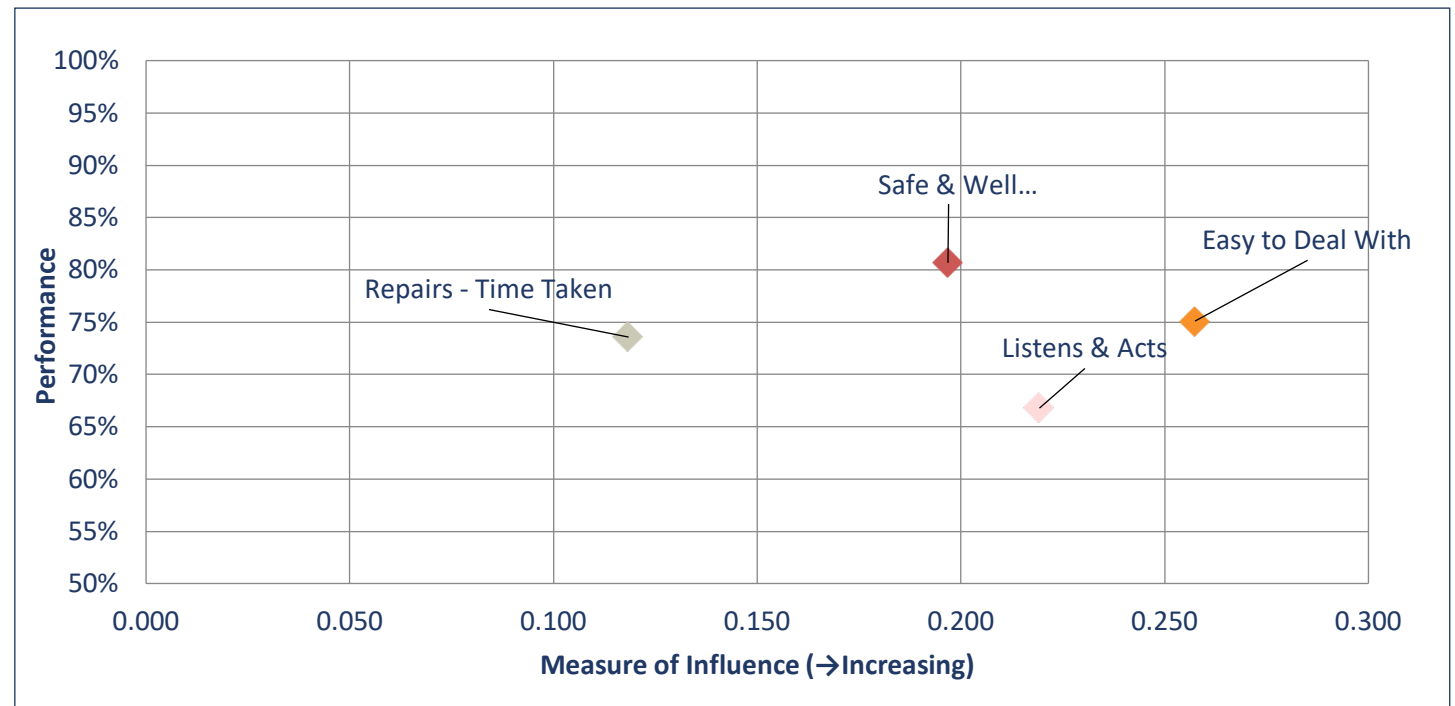


One of the key outputs of resident satisfaction surveys is key driver analysis, which is useful for identifying the service areas in which increases in satisfaction could potentially lead to an increase in the overall satisfaction rating.

These are the factors that if the landlord can make efforts to improve these areas, more residents are likely to be satisfied overall.

Satisfaction Shapers

- Analysed raw data responses from the first six months of 2022/23
- Used multiple regression to highlight what were the significant drivers of overall satisfaction
- Most important driver of overall satisfaction across all clients combined is **easy to deal with**, followed by the landlord listening to the views of their residents and acting upon them
- Other factors include the home being safe and well maintained safe and the time taken to complete repairs
- This confirms the need for landlords to keep the “customer effort” question (easy to deal with) in their surveys





Get to know your tenants

Get the survey methodology right

Understand and use the findings

Concluding thoughts...

Contextual variables:

- ❖ Location – housing providers in cities naturally have lower satisfaction levels
- ❖ Age – older residents tend to be more satisfied
- ❖ Household make-up – those without children tend to be more satisfied
- ❖ Stock type – shared ownership customers tend to be around 15 percentage points less satisfied than those in social rented homes

Methodological variables:

- ❖ All have pros and cons. If you collect your responses online, you will save on resources, but your results could be anywhere up to 15 percent lower than other methods. Age can be a factor but more often than not it is survey bias (self-selection, online ranters – who do provide valuable insight).
- ❖ Telephone, postal or face-to-face surveys, are much more likely to elicit more positive responses from residents
- ❖ Acuity is constantly researching and revising our advice to clients to ensure a true and unbiased response is achieved – consider capping online response at 20%.

Performance variables:

- ❖ These are the areas that need to improve for satisfaction to improve.
- ❖ Need to understand which variables have the most impact – customer services, communications, a good repairs service?
- ❖ Each landlord has its own unique pattern.

Any Questions?

For further information please
contact Denise Raine:



denise.raine@arap.co.uk



07712 891656

