


# Summary of Approach 2024/25

## Tenant Satisfaction Measures (TSM) Perception Measures

# Introduction

- Greatwell Homes' annual Tenant Satisfaction Measures (TSM) survey was undertaken between 11<sup>th</sup> September and 23<sup>rd</sup> October 2024
  - TLF Research conducted the survey on behalf of Greatwell Homes using a blend of email and telephone calls to collect a representative sample of the views of Greatwell Homes' customer population using a stratified random sampling approach.
  - An online survey was initially sent to all tenants with email addresses, alongside a phone survey that was initially randomly sampled but ended up using all the database to boost the numbers and ensure the data was representative. Using the database information provided by Greatwell Homes quotas were set by age group, as this is the category which has the biggest influence on satisfaction scores, as identified by RSH and Greatwell Homes had good coverage of this information across their entire database. Sampling was also monitored by tenure type, ethnicity and area to ensure the sample is representative of the overall tenant population.
  - Using both online and telephone surveys allowed us to contact as many tenants as possible and not exclude any tenants due to them not having a phone number or email address.
  - To ensure all tenants were given an equal opportunity to take part, and that no groups were excluded from the survey, we also provided a set of links to the online survey for properties managed by other providers to administer face to face, as no contact details were recorded.
  - TLF collated and validated the results and have confirmed that the overall confidence level in reported results is within the permitted +/-4%.
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- A decorative graphic at the bottom right of the page, consisting of a thick yellow line that curves upwards and then downwards, ending in a horizontal line.

# Key Survey Information



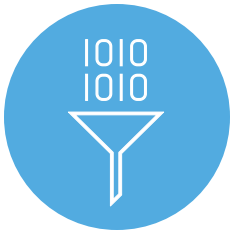
## SAMPLING

- Total tenant population supplied to TLF: 4,871
- No tenants were excluded due to exceptional circumstances
- A census sampling approach was used
- Total sample size achieved: 784
- 479 by telephone, 303 online and two face-to-face



## QUESTIONNAIRE

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines



## DATA COLLECTION

- Data collected annually
- Data collected between September and October
- TLF research used as the external contractor
- Incentives were not used



## WEIGHTING

- Weighting was not necessary; the sample is representative of the total population by tenure and age



## RELIABILITY

- With a total population of 4,871 the confidence level achieved must be within at least +/-4%
- Reliability  $\pm 2.6\%$  was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-4%



## ANALYSIS

- All partial completes that have answered overall satisfaction have been included.
- % satisfied has been calculated excluding 'Don't know' and 'Not answered'
- All bases have been reported throughout

# Who we surveyed vs. database

Based on information provided on the database.



The survey was open from 11<sup>th</sup> Sept to 23<sup>rd</sup> Oct.

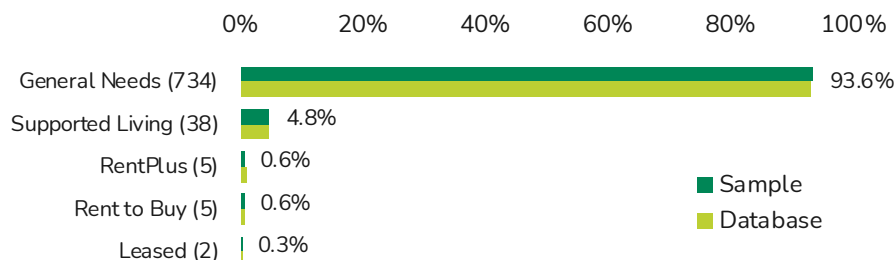


784 tenants were interviewed by phone, online and face-to-face  
694 surveys were completed in full, 90 were partial completes

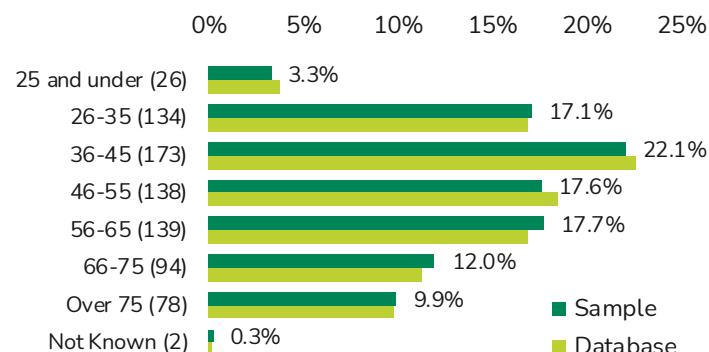


40.9% of respondents chose to remain anonymous

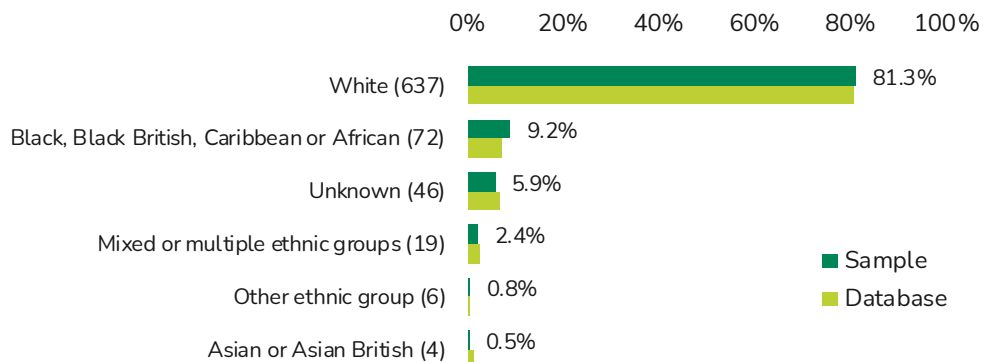
## Tenure Type



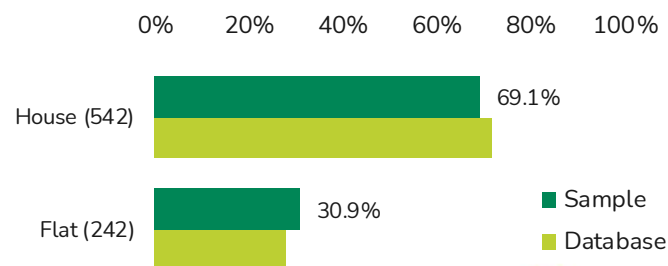
## Age Group



## Ethnicity



## Property Type



Sample size shown in ().

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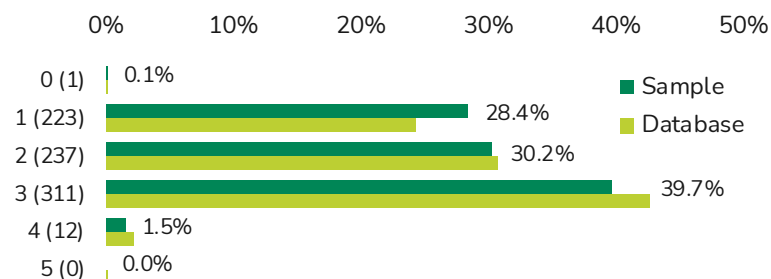


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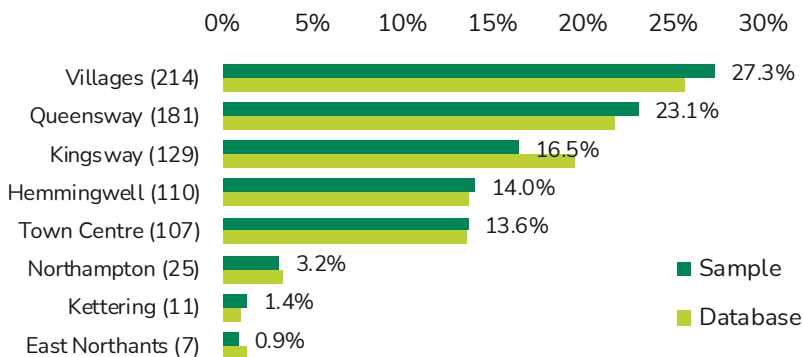


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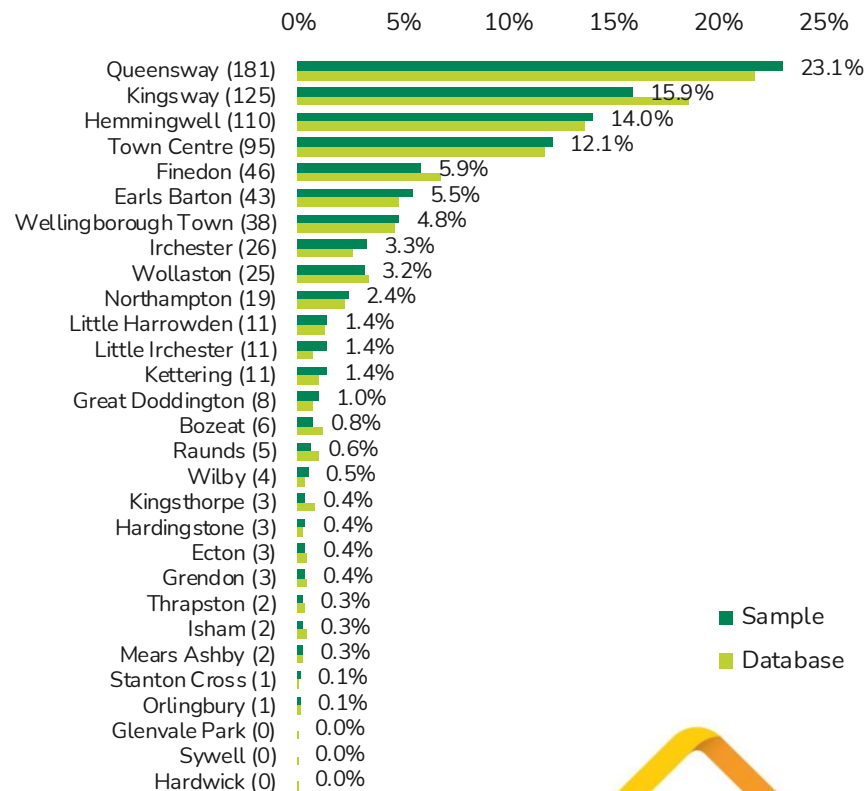
## Number of bedrooms



## Area



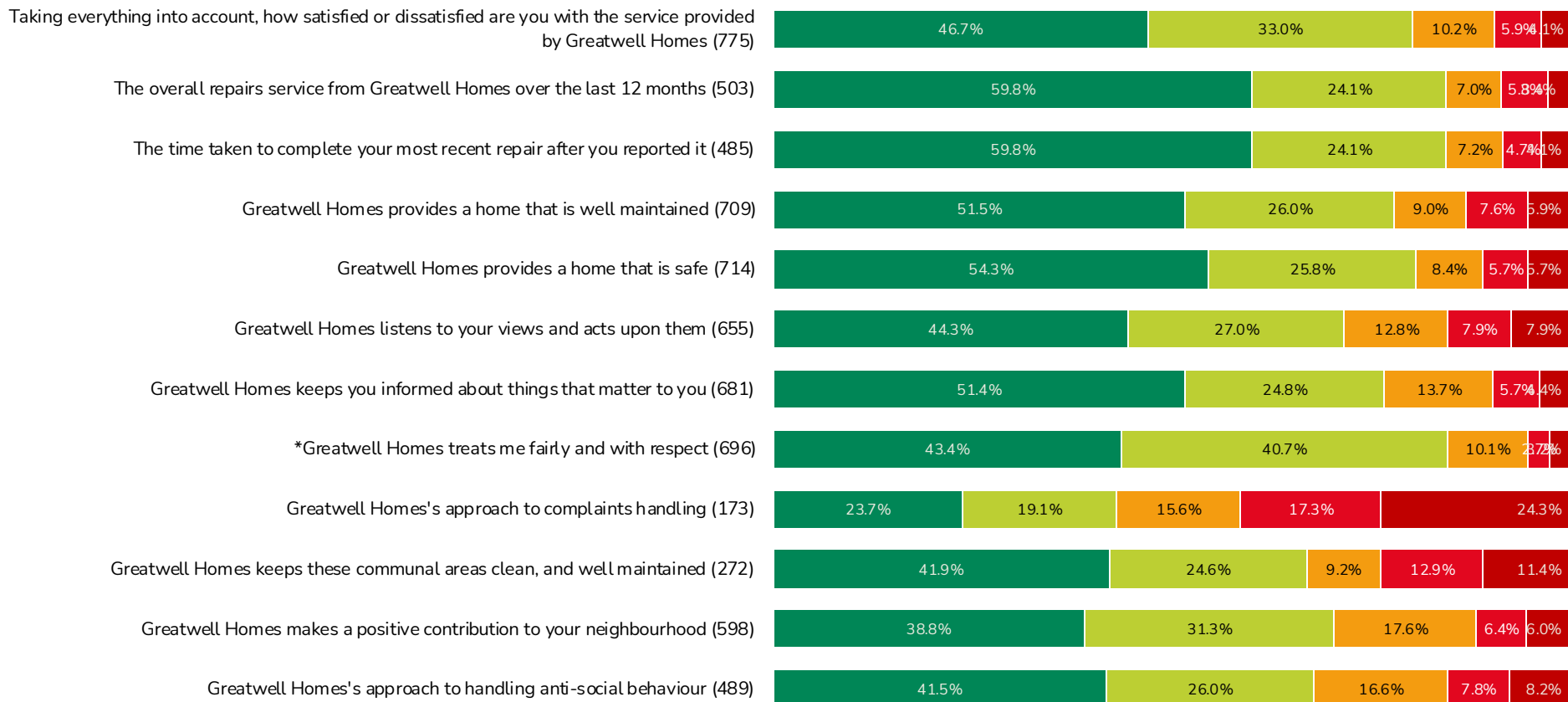
## Locality



Sample size shown in ().

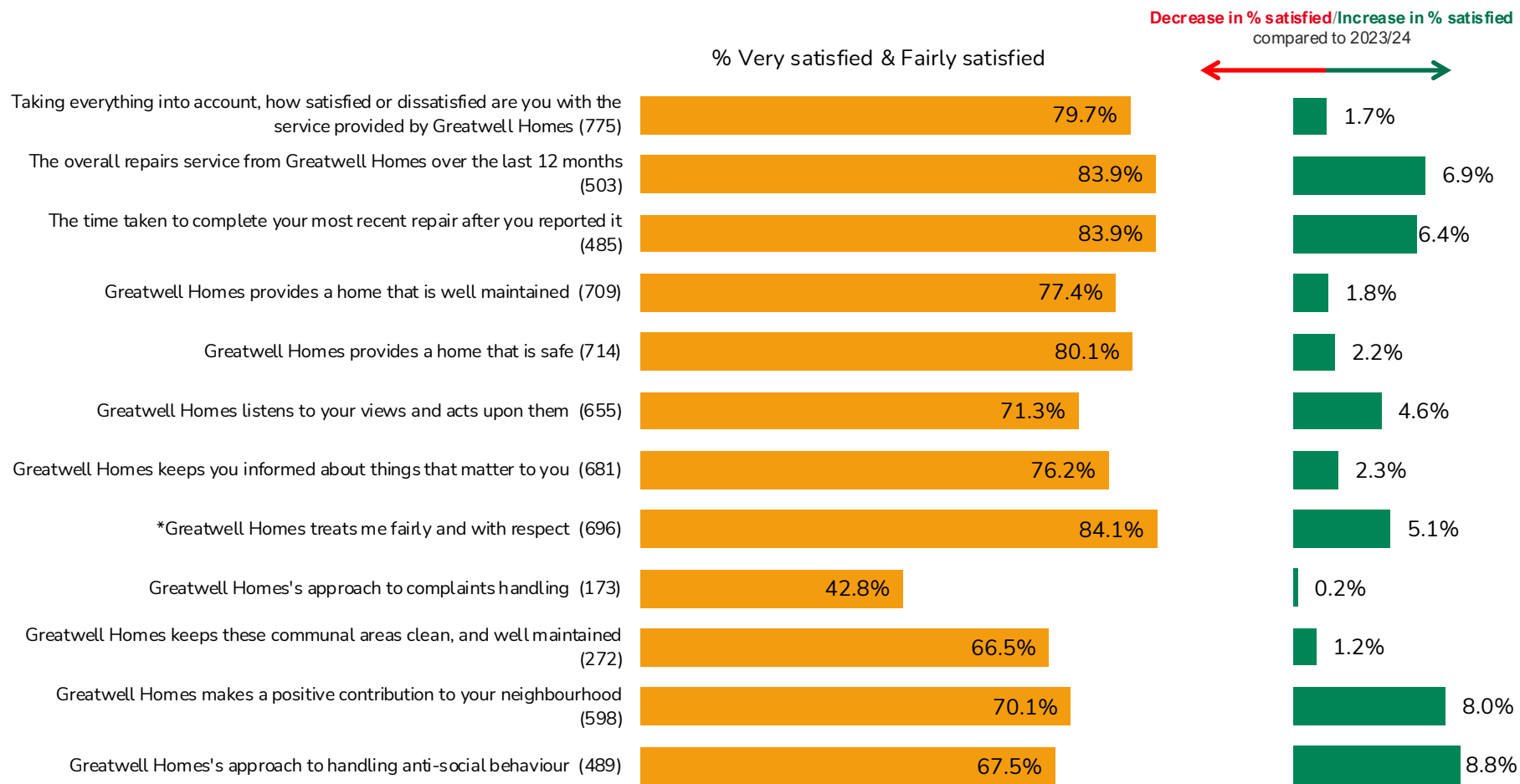
# How satisfied or dissatisfied are you with:

■ Very Satisfied    
 ■ Fairly Satisfied    
 ■ Neither satisfied nor dissatisfied    
 ■ Fairly dissatisfied    
 ■ Very Dissatisfied



Sample size shown in () \*Agree scale rather than satisfied. Sorted in questionnaire order.

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Sample size shown in () \*Agree scale rather than satisfied. Sorted in questionnaire order.