

Tenant Satisfaction Measures (TSM) 25/26 Methodology Report

1. Introduction

This document sets out the methodology used by Places for People to collect customer perception data for the Tenant Satisfaction Measures (TSMs) for the financial year 2025/26.

The approach has been designed to meet the requirements of the Regulator of Social Housing while also ensuring transparency to both customers and stakeholders. A particular focus has been placed on achieving a **representative and inclusive sample**, recognising that the credibility and value of TSM outcomes are intrinsically linked to the quality and breadth of customer participation.

All tenant households were included within the sampling framework, with the exception of those who had actively opted out of receiving surveys.

2. Survey Population and Coverage

The survey was undertaken across both Low Cost Rental Accommodation (LCRA) and Low Cost Home Ownership (LCHO), ensuring full coverage of all tenures within the scope of regulatory requirements.

A total of 4,855 responses were achieved, comprising 3,963 responses from LCRA customers and 892 responses from LCHO customers. This exceeds the minimum sample size requirements and provides a statistically robust foundation for reporting.

This scale of response has enabled detailed analysis at both aggregate and regional reporting, supporting a more meaningful understanding of customer experience across the organisation.

3. Fieldwork Timing

Fieldwork was conducted between 31 October 2025 and 1 December 2025 as a single annual data collection exercise.

The survey was delivered in phased batches throughout the fieldwork period. This allowed for active monitoring of response rates and ensured that representation across tenure, geography and customer characteristics could be maintained and adjusted where necessary.

4. Delivery and Governance

The survey was administered by an independent research agency In-House Research to ensure a clear separation between landlord service delivery and the collection of customer feedback. This approach supports both the integrity of the data and customer confidence in the process.

All research activities were conducted in accordance with the Market Research Society (MRS) Code of Conduct, ensuring anonymity, confidentiality and ethical practice.

Responses were collected and analysed by the research agency before being reported to Places for People. No incentives were offered to customers for participation, ensuring that responses were voluntary and unbiased.

5. Methodological Approach

Mixed-Mode Delivery

A mixed-method approach was adopted, combining digital (email-based) and telephone survey channels. Seventy per cent of responses were collected digitally, with the remaining thirty per cent obtained via telephone interviews.

This approach was intentionally designed to maximise accessibility and participation, enabling customers to respond in a way that best suits their preferences and circumstances.

2025/26 channel delivery

Channel	Number of responses	% survey sample
LCRA		
CATI – Telephone	1,209	31%
CAWI – Digital/email	2,754	69%
<i>LCRA Total</i>	<i>3,963</i>	<i>100%</i>
LCHO		
CATI – Telephone	234	26%
CAWI – Digital/email	658	74%
<i>LCHO Total</i>	<i>892</i>	<i>100%</i>
Overall		
CATI – Telephone	1,443	30%
CAWI – Digital/email	3,412	70%
TOTAL	4,855	100%

Rationale and Evidence Base

The decision to adopt a mixed-mode methodology reflects a clear evidence base drawn from our wider customer insight activity. We recognise that a significant proportion of customers are unlikely to engage with telephone-only surveys, either because they do not answer calls from unknown numbers, are unavailable during standard calling hours, or prefer to respond at a time of their choosing.

As such, telephone-led methodologies carry a risk of producing an unrepresentative sample. They can disproportionately capture the views of certain customer groups while excluding others entirely, resulting in biased data and limiting the validity of any conclusions drawn.

Evolution from Previous Approach

In 2024/25, survey delivery was primarily telephone-based, accounting for 87% of responses. This approach yielded a total of 3,063 responses.

Post-survey analysis identified significant limitations in this approach. Certain customer groups were over-represented, while others were not captured at all. This resulted in gaps within the dataset and reduced confidence in the ability of the results to accurately reflect the full range of customer experiences.

The revised approach for 2025/26 has therefore been deliberately designed to address these limitations. By increasing the proportion of digital responses and overall sample size, we have achieved broader reach and improved representation across the customer base.

Outcome

The 2025/26 methodology has delivered a larger and more representative dataset, providing a more accurate and reliable picture of customer perception. It has also enabled more granular analysis, particularly at regional level, strengthening the role of TSMs within our overall performance framework.

Importantly, this approach aligns with the broader regulatory intent to ensure that landlords hear from a **wide and diverse range of customers**, rather than a narrow subset.

We have shared our methodology and supporting analysis with the Regulator of Social Housing and continue to engage proactively as our approach evolves.

6. Survey Design

The survey included all twelve mandated TSM perception questions, presented in the format and order prescribed by the regulator.

In addition, a number of supplementary questions were included to support deeper analysis of customer experience. These focused on areas such as trust, ease of interaction, the extent to which services meet customer needs, and wider customer circumstances and challenges.

All questions were voluntary, and respondents were able to select a “not applicable” option where relevant.

Further voluntary questions relating to characteristics such as ethnicity and sexual orientation were included to support ongoing development of our understanding of diversity and inclusion. While response rates to these questions remain limited, they represent an important step in strengthening our long-term approach to inclusive insight.

No additional TSM surveys were conducted, and TSM questions were not included in any other surveys during the reporting period.

7. Sample Design and Representation

The sampling framework was designed to ensure that the achieved sample reflects the known characteristics of the customer population. This included consideration of tenure, geography, property type and size, and age profile.

A stratified random sampling approach was used to ensure the achieved sample was representative of the customer population and met regulatory requirements. The sample was structured across key strata including operational area, tenure, regulatory grouping, and property type, with respondents randomly selected within each stratum.

For CATI interviews, quota targets were established and actively managed throughout fieldwork to maintain alignment with the target population profile. For CAWI responses, representativeness was monitored continuously, with targeted reminders and outreach used to improve participation among under-represented groups where required. Sample allocations were distributed across all strata to achieve balanced representation and ensure the final dataset accurately reflected the composition of the underlying customer population.

The final dataset of 4,855 responses demonstrates strong representativeness. Across both LCRA and LCHO populations, most variances between the survey sample and the underlying population fall within $\pm 5\%$. This indicates that the sample closely tracks the distribution of key structural characteristics.

Given this alignment, no statistical weighting has been applied. The dataset is considered sufficiently representative in its own right, supported by both scale and distribution.

All responses are anonymised in line with MRS requirements and cannot be attributed back to individual customers.

8. Regulatory Assurance Statement

Places for People recognises the importance of ensuring that Tenant Satisfaction Measures are calculated and reported in full compliance with the requirements of the Regulator of Social Housing.

We confirm that:

- The TSM perception survey has been undertaken in accordance with the relevant regulatory standards and technical requirements
- The survey has been delivered as a single, integrated exercise across the organisation
- The methodology adopted has been designed to achieve a representative sample and minimise the risk of bias or exclusion
- The sample size achieved meets and exceeds the minimum thresholds required to ensure statistical validity

The approach has been subject to internal governance and oversight, with appropriate assurance provided to senior leadership and the Board.

We are satisfied that the methodology provides a **fair, transparent and accurate reflection of customer perception** at the point of collection. In particular, the move to a mixed-method approach represents a deliberate and evidence-based improvement to address the limitations identified in previous telephone-led methodologies.

We recognise that methodology is a key determinant of outcomes and comparability across the sector. As such, we have sought to provide a high degree of transparency in this document, clearly setting out how our approach has been designed, delivered and evaluated.

We will continue to review and refine our methodology in line with:

- Regulatory expectations
- Ongoing analysis of our data
- Wider customer insight
- Feedback and engagement with the Regulator

This ensures that our approach remains robust, inclusive and aligned with the overarching objective of TSMs: to provide an accurate and meaningful understanding of customer experience and to support continuous improvement in service delivery.

9. Conclusion

The 2025/26 methodology represents a considered and evidence-led approach to TSM delivery. By prioritising representation, inclusion and robustness, we have strengthened both the integrity and usefulness of the data collected.

The shift away from a predominantly telephone-based model towards a mixed-method approach has been a critical factor in achieving this. It has enabled us to reach a broader cross-section of customers, reduce the risk of exclusion, and improve confidence in the validity of the results.

We remain committed to continuous improvement and to ensuring that our approach to customer insight reflects both best practice and the expectations of the Regulator of Social Housing.

Appendix:

LCRA (Low Cost Rental Accommodation)

Description	Population (n)	Population (%)	Survey Sample (n)	Survey Sample (%)	Variance
Tenure Type					
General needs	48,321	78%	3,163	80%	+2%
Intermediate Market Rent	1,114	2%	80	2%	0%
Affordable Rent	6,039	10%	367	9%	-1%
Supported Housing	2,056	3%	60	2%	-1%
Older Persons Rented	3,979	6%	275	7%	+1%
Care Home	32	0%	2	0%	0%
Supported Affordable Rent	209	0%	8	0%	0%
Keyworker	229	0%	8	0%	0%
Regional Area					

North East	4,896	8%	244	6%	-2%
North West	11,194	18%	564	14%	-4%
Yorkshire and The Humber	9,126	15%	416	10%	-5%
East Midlands	9,655	16%	693	17%	+1%
West Midlands	290	0%	26	1%	+1%
East of England	11,825	19%	755	19%	0%
Inner London	3,283	5%	366	9%	+4%
Outer London	3,314	5%	353	9%	+4%
South East	5,487	9%	366	9%	0%
South West	2,909	5%	180	5%	0%
Property Type					
Flat	28,685	46%	2,075	52%	+6%
House	26,842	43%	1,488	38%	-5%
Bungalow	5,113	8%	350	9%	+1%
Maisonette	551	1%	26	1%	0%
Room only	496	1%	9	0%	-1%
Bedsit	221	0%	12	0%	0%
Hostel	71	0%	3	0%	0%
Property Size					
0 bedrooms	673	1%	70	2%	+1%
1 bedroom	6,116	10%	441	11%	+1%
2 bedrooms	14,123	23%	1,018	26%	+3%
3 bedrooms	12,353	20%	899	23%	+3%
4 bedrooms	11,435	18%	640	16%	-2%
5 bedrooms	9,356	15%	477	12%	-3%
6+ bedrooms	1,806	3%	78	2%	-1%
Unknown	6,117	10%	340	9%	-1%
Tenant Age Group					
Under 18	0	0%	0	0%	0%
18-24	1,807	3%	62	2%	-1%
25-34	7,870	13%	288	7%	-6%
35-44	11,312	18%	625	16%	-2%
45-54	10,495	17%	686	17%	0%
55-64	12,347	20%	973	25%	+5%
65-74	8,348	13%	679	17%	+4%
75-84	5,103	8%	374	9%	+1%

85 and over	1,335	2%	83	2%	0%
Unknown	3,362	5%	193	5%	0%

LCHO (Low Cost Home Ownership)

Description	Population (n)	Population (%)	Survey Sample (n)	Survey Sample (%)	Variance
Tenure Type					
Shared Ownership	6,164	84%	784	88%	+4%
Homeownership	1,203	16%	108	12%	-4%
Regional Area					
North East	222	3%	34	4%	+1%
North West	1,016	14%	135	15%	+1%
Yorkshire and The Humber	1,310	18%	124	14%	-4%
East Midlands	959	13%	159	18%	+5%
West Midlands	80	1%	11	1%	0%
East of England	737	10%	87	10%	0%
Inner London	234	3%	34	4%	+1%
Outer London	892	12%	140	16%	+4%
South East	1,376	19%	107	12%	-7%
South West	541	7%	61	7%	0%
Property Type					
Flat	3,401	46%	475	53%	+7%
House	3,798	52%	402	45%	-7%
Bungalow	48	1%	7	1%	0%
Maisonette	120	2%	8	1%	-1%
Property Size					
0 bedrooms	44	1%	4	0%	-1%
1 bedroom	913	12%	130	15%	+3%
2 bedrooms	3,063	42%	443	50%	+8%
3 bedrooms	1,386	19%	131	15%	-4%
4 bedrooms	442	6%	34	4%	-2%
5 bedrooms	234	3%	17	2%	-1%
6+ bedrooms	40	1%	3	0%	-1%
Unknown	1,245	17%	130	15%	-2%
Tenant Age Group					
Under 18	0	0%	0	0%	0%

18-24	12	0%	3	0%	0%
25-34	273	4%	22	2%	-2%
35-44	415	6%	50	6%	0%
45-54	283	4%	58	7%	+3%
55-64	217	3%	36	4%	+1%
65-74	97	1%	18	2%	+1%
75-84	86	1%	13	1%	0%
85 and over	42	1%	7	1%	0%
Unknown	5,942	81%	685	77%	-4%