

# Tenancy Satisfaction Measures (TSM)

Summary of Approach

2024 / 25



The Pioneer Group

**A. A summary of achieved sample size (number of responses).**

A total of 590 responses were collected from a population of 2,397 tenant households.

**B. Timings of survey.**

The survey took place between 04/06/2024 and 10/02/2025.

**C. Collection method(s).**

All responses were collected by telephone interviews. This method was selected to make sure accessibility for our tenants who may not have internet access or digital literacy, and to allow for clarification of questions in real time, improving data quality.

**D. Sample method.**

A telephone stratified sampling method was used. The tenant population was divided into relevant subgroups (strata) based on characteristic of age and a random sample was drawn. This approach was chosen to ensure that the sample accurately reflects the diversity of the tenant population.

**E. Summary of the assessment of representativeness of the sample against the relevant tenant population, including reference to and, for providers that own 1,000 or more dwelling units, quantitative information on the characteristics against which representativeness has been assessed, as set out in the requirements.**

| Age group  | Population | Share of population % | % Completed Surveys | Share of sample |
|------------|------------|-----------------------|---------------------|-----------------|
| 18 to 34   | 373        | 15.5%                 | 83                  | 14.1%           |
| 35 to 44   | 497        | 20.6%                 | 111                 | 18.8%           |
| 45 to 54   | 472        | 19.6%                 | 118                 | 20%             |
| 55 to 64   | 522        | 21.7%                 | 129                 | 21.9%           |
| 65 or Over | 546        | 22.7%                 | 149                 | 25.3%           |
| Total      | 2,410      | 100%                  | 590                 | 100%            |

**F. Any weighting applied to generate the reported perception measures (including a reference to all characteristics use to weight results).**

No weighting was applied to the survey results. The raw data was used to calculate perception measures.

**G. The role of any named external contractor (s) in collecting, generating, or validating the reported perception measures.**

No external contractors were involved in the collection, generation, or validation of the perception measures. The survey was conducted internally.

**H. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in the requirement, with a broad rationale for their removal (as long as this does not breach requirements on protecting tenant confidentiality).**

No households were excluded.

**I. Reasons for any failure to meet the required sample size requirements.**

The achieved sample size of 590 exceeds the required minimum; therefore, there was no failure to meet sample size requirements.

**J. Type and amount of any incentives offered to tenant to encourage survey completion.**

No incentives were offered to tenants for survey participation.

**K. Any other methodological issues likely to have a material impact on the tenant perception measures reported.**

There were no material methodological issues likely to impact the tenant perception measures. The same survey approach was used in the previous year, with no changes to the collection method, sampling strategy, or analysis procedures.

**L. Excluded TSM Responses**

No tenant perception surveys containing TSM questions were excluded from the calculation of TSMs.

**M. Visual Features**

As the survey was conducted by telephone, no visual features were used alongside the response options.