



Tenant Satisfaction Measures (TSMs)

2025/26 Summary of Approach

a. Summary of Achieved Sample Size

Area	Population	Surveys conducted	Valid responses to TP01	TP01 positive response rate	Margin of error
LCRA	>25,000	2,280	2,279	81.3%	<2%
LCHO	<2,500	358	355	61.7%	<5%
Total	-	2,638	2,634	-	-

b. Timing of survey

Reporting period	Surveys conducted	Valid responses to TP01	Earliest survey date	Latest survey date
Q1	643	643	24/04/2025	20/06/2025
Q2	644	641	21/07/2025	19/09/2025
Q3	630	629	13/10/2025	26/11/2025
Q4	721	721	15/01/2026	13/03/2026
Total	2,638	2,634	24/04/2025	13/03/2026

c. Collection methods

- All our surveys were collected by telephone by MEL Research, an independent third-party contractor registered with the Market Research Society (MRS), see section G.
- Our contractors offered interpretation services so that those who did not have English as their first language could take part.
- We chose to collect surveys by telephone for the following reasons:
 - It matches the method we used in 2023/24 and 2024/25, making our results across the three years comparable.
 - Telephone surveys can reduce the self-selection bias commonly associated with email, SMS, and postal surveys while allowing us to use an independent third-party to conduct interviews. Self-selection bias can lead to only those who feel strongly - either positively or negatively - choosing to take part in a survey.
 - Interviewers can clarify questions and probe for detailed, verbatim responses, leading to richer analysis.
 - We have more flexibility to adjust interview targets throughout the year, ensuring our samples remain representative and no over-sampling takes place.
 - By reviewing call recordings from our contractors, we can quality-check TSM interviews to uphold high interviewing standards.
 - Our monthly post transactional satisfaction surveys (c1k per month) are also conducted by telephone, giving us a consistent approach across the transactional programme and the TSMs.

d. Sample method

- We used a stratified sampling approach to ensure that our sample was representative of our population. This was independently proposed by our external research contractor.

e. Summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)

LCRA representation

Tenure Type	Population size	Share of population	Valid responses to TP01	Share of sample
General Needs	25,432	93%	2,170	95%
Housing for Older People and Supported Housing	1,968	7%	109	5%
Total	27,400	-	2,279	-

Age Band	Population size	Share of population	Valid responses to TP01	Share of sample
16 - 25	1,207	4%	93	4%
26 - 40	8,345	30%	692	30%
41 - 64	13,115	48%	1,093	48%
65+	4,690	17%	400	18%
Unknown	43	<1%	1	<1%
Total	27,400	-	2,279	-

Ethnic Group	Population size	Share of population	Valid responses to TP01	Share of sample
White British	11,747	43%	964	42%
Ethnically Diverse	11,914	43%	1,017	45%
Undisclosed	3,739	14%	298	13%
Total	27,400	-	2,279	-

LCHO representation

Age Band	Population size	Share of population	Valid responses to TP01	Share of sample
16 - 25	86	4%	15	4%
26 - 40	750	33%	123	35%
41 - 64	991	44%	147	41%
65+	317	14%	58	16%
Unknown	114	5%	12	3%
Total	2,258	-	355	-

Ethnic Group	Population size	Share of population ¹	Valid responses to TP01	Share of sample
White British	1,121	50%	167	47%
Ethnically Diverse	353	16%	59	17%
Undisclosed	784	35%	129	36%
Total	2,258	-	355	-

f. Any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)

- Our samples are closely representative of our population at the beginning of the financial year and testing showed that weighting would have a statistically insignificant effect on overall satisfaction. Therefore, we did not weight our results.

¹ Totals round to 100%

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

- MEL Research.

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 paragraph 63 with a broad rationale for their removal

- 728 LCRA tenants were excluded from sampling but included in our overall population figure that our year-end target number of interviews was based on of 27,400.
- The reasons for their exclusion from sampling are given in the table below.

Reason	Tenancies affected
Supported Housing contracts ending	323
Agency delivers all services; Midland Heart does not hold the name of the tenant(s) or any of their details	168
Non-typical, temporary tenancy types used in special circumstances at the end of a tenancy such as 'Goods Left in Property' and 'Use and Occupation' tenancies	35
Tenants living in specialist care services, such as Dementia services, who we chose not to attempt to survey given their high needs	202
Total not included in sample frames	728

i. Reasons for any failure to meet the required sample size requirements summarised in Table 5

- Not applicable.

j. Type and amount of any incentives offered to tenants to encourage survey completion

- No incentives offered.

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

- Not applicable.