Tenant Satisfaction Measures – Methodology 24/25 Survey

About the surveys

We want your experiences with our services to be positive from start to finish. And we want to know if we're meeting this ambition by finding out how satisfied you are. In 2023, the Regulator of Social Housing (RSH) set out a new set of tenant satisfaction measures (TSMs) designed to see how well landlords like us are doing at:

- Keeping properties in good repair
- Maintaining building safety
- Respectful and helpful engagement
- Effective handling of complaints
- Responsible neighbourhood management

The TSMs are split into two sections:

- 12 satisfaction survey questions that customers answer
- 10 management information measures

The 12 satisfaction survey questions are collected from both our rental (LCRA) and shared ownership (LCHO) customers. So that's why we now report each year on how we're performing against each of these areas.

Data assurance and external partners

For our 2024/2025 surveys, we worked with The Leadership Factor (TLF), to carry out the surveys.

- TLF are a customer research agency specialising in customer experience, are members of the Market Research Society and are fully compliant with Data Protection Laws. We're worked with them so they can do what they're best at, and we can keep focused on delivering our services.
- Surveys were all recorded and conducted using the MRS Code of Conduct and in accordance with data legislation. A portion of the calls (10%) were reviewed each quarter by Abri to make sure customers were being asked questions accurately and objectively.

When did the surveys take place?

Our TSM survey was carried out between **18 June 2024** and **20 December 2024.**

Over seven months, TLF spoke to over 3,000 customers across the three Abri regions using telephone interviews. 2,425 rental customers (LCRA) and 582 shared ownership customers (LCHO) answered the overall satisfaction question (TP01).

Some partial responses have been included - for example, where a customer has responded to some but not all questions in the survey, they have been included within the responses for those questions they have responded to.

- For LCRA, 2,389 surveys were completed in full, 44 were partially completed
- For LCHO, 588 surveys were completed in full and 9 were partially completed

How did we survey?

All surveys were carried out as telephone interviews. This was considered the best way to do the surveys as fewer than 2.5% of shared owners (LCHO) and fewer than 1% of rental (LCRA) customers did not have a phone number. This would also allow TLF to reach out to a wide tenant base and correct any imbalance in response by setting quotas for the telephone interviews.

TLF also analysed the customer data without any phone numbers to make sure that this didn't affect a particular customer demographic within the data. Customers without a phone number were diverse in terms of tenure, age, ethnicity and property type.

Surveys were carried out between 9.30am and 8.30pm Monday to Friday, and Saturday mornings.

Our regional approach

Two years ago, we launched our regional model, which divided our operations into three regions. This approach keeps us rooted in our communities and enables us to cater to diverse needs.

To make sure these regions are accurately represented, we conducted our survey on a "region by region" basis, as operational decisions are often made independently for each region. How we did this at the same times as achieving representativeness is detailed in the table below.

To calculate the number of respondents, we provided TLF with a full customer list to decide the number of surveys needed to meet the confidence intervals. The table illustrates this and shows that the number of completed surveys exceeded the requirement set by the Regulator.

Tenure type	Population	Confidence interval required	Number of surveys required per annum for submission	Number of surveys completed	Margin of error achieved
LCRA	34,460	+/- 2%	2,245	2,433	+/- 2%
LCHO	4,336	+/- 4%	512	597	+/- 4%
Total	38,816	-	2,757	3,030	-

There were some types of homes that we excluded from the LCRA population sample:

- Empty homes

- Leasehold scheme for the elderly
- Hospital accommodation
- Registered care homes leased
- Supported Partnership Living leased
- Supported Partnership market rent

We also excluded some types from the LCHO population sample:

- Empty homes

Making sure our sample represented our customers

Based on our customer data, quotas were set by tenure type and age group, as these categories significantly influence satisfaction scores, as identified by Regulator. We had comprehensive coverage of this information across their database.

To make sure our sample was representative, we set quotas for:

- Age
- Stock type
- Area

We established "hard quotas" for age group, area (representative of regions), and stock type, which had to be met. Additionally, we set "soft quotas" for property type, gender, and ethnicity to ensure the general proportion of responses closely aligned with the total population.

- We also included customers whose properties are managed by external management companies in our sample and interviewed 762 (this was 25% of all customers who were interviewed).
- Tenants who completed the survey were removed from the sample to comply with TSM guidelines, which state that only one person per household can be interviewed per year.
- Those who refused the survey were excluded from the sample for six months to meet MRS guidelines.

This table illustrates the demographic breakdown for Abri Group's customer population next to the survey responses achieved for LCRA (some don't add up to 100% due to rounding).

LCRA	**POPULATION**	**SURVEYED**
REGION	**%**	**%**
South (942)	39.3%	38.7%
South East (780)	32.1%	32.1%
South West (711)	28.6%	29.2%
AGE GROUP	**%**	**%**
16-24 (64)	2.5%	2.6%
25-34 (340)	13.9%	14.0%
35-44 (482)	20.2%	19.8%
45-54 (469)	19.4%	19.3%

55-64 (458)	19.1%	18.8%
65-74 (326)	12.9%	13.4%
75-84 (230)	8.2%	9.5%
85+ (62)	3.4%	2.5%
Unknown (2)	0.3%	0.1%
TENURE TYPE	**%**	**%**
General Needs (2118)	87.1%	87.1%
Housing for Older People/Supported (229)	9.4%	9.4%
Other Social Housing (86)	3.5%	3.5%
PROPERTY TYPE	**%**	**%**
House (1134)	51.3%	46.6%
Flat (966)	36.3%	39.7%
Bungalow (303)	10.6%	12.5%
Maisonette (15)	0.7%	0.6%
Bedsit (11)	0.8%	0.5%
Room in shared property (2)	0.1%	0.1%
Unknown (2)	0.1%	0.1%
GENDER	**%**	**%**
Female (1570)	65.9%	64.5%
Male (861)	33.9%	35.4%
Transgender (1)	0.0%	0.0%
Unknown (1)	0.2%	0.0%
Other (0)	0.2%	0.0%
ETHNICITY	**%**	**%**
White (1772)	71.2%	72.8%
Unknown (553)	25.5%	22.7%
Black, Black British, Caribbean or African (38)	1.3%	1.6%
Asian or Asian British (35)	1.1%	1.4%
Mixed or multiple ethnic groups (33)	0.8%	1.4%
Refused (2)	0.1%	0.1%

This table shows the demographic breakdown for Abri Group's customer population next to the survey responses achieved for LCHO (some don't add up to 100% due to rounding):

LCHO	**POPULATION**	**SURVEYED**
AREA	**%**	**%**
South (311)	53.4%	52.1%
South East (114)	19.1%	19.1%
South West (172)	27.5%	28.8%
AGE GROUP	**%**	**%**
16-24 (17)	2.8%	2.8%
25-34 (188)	30.9%	31.5%
35-44 (151)	26.1%	25.3%
45-54 (99)	16.6%	16.6%
55-64 (80)	13.1%	13.4%

65-74 (39)	6.3%	6.5%
75+ (18)	2.8%	3.0%
Unknown (5)	1.4%	0.8%
TENURE TYPE	**%**	**%**
Shared Ownership (512)	100%	100%
PROPERTY TYPE	**%**	**%**
House (369)	67.9%	65.2%
Flat (192)	31.0%	33.9%
Maisonette (4)	0.7%	0.7%
Bungalow (1)	0.3%	0.2%
Coach House (0)	0.1%	0.0%
GENDER	**%**	**%**
Female (332)	54.1%	55.6%
Male (265)	45.6%	44.4%
Unknown (0)	0.3%	0.0%
ETHNICITY	**%**	**%**
Unknown (419)	69.3%	70.2%
White (173)	29.7%	29.0%
Asian or Asian British (2)	0.3%	0.3%
Mixed or multiple ethnic groups (2)	0.4%	0.3%
Black, Black British, Caribbean or African (1)	0.3%	0.2%

Representing customers who need support

To make sure we were representing the views of all customers in our interviewing, TLF monitored any potential language barriers, having the capacity to offer language translations should a customer need it.

At Abri, we have a process in place called ‘See Something Say Something’, where colleagues can flag any concerns about customers. We utilised this process as part of this survey, with TLF directing any customer issue deemed a “Cause for Concern” to the ‘See Something Say Something’ email address so internal stakeholders could respond to any specific concerns that arose from survey feedback.

To collect the views of customers living at our Partnership Living supported schemes, we designed a much simpler customer satisfaction survey, with advice from MenCap, which was carried out with the help of customers support providers in May and June 2024. The results of this survey cannot be included in the TSM results as the questions were significantly different.

In December 2024, we trialled in-person TSM interviews with Partnership Living customers. Two properties were visited, housing around 15 customers with various support needs. Customers were eligible for interviews if they had the capacity to consent, consented to be interviewed, and understood who Abri was. During the trial, the TSM question wording and format was found to be unsuitable for this customer group.

How did we share our results?

TLF Research created a final insight report based on the findings from the 2024/25 TSM survey results. We used this report, as well as the results of the 2023/24 TSM survey to create outputs for internal and external audiences.

We have communicated our results to customers, and information on what we will be focusing on to improve, through the following methods:

- Our 2024-2025 TSM results are shared on our website We have made the results available via a news article published on My Abri
- We shared our results digitally with customers by including it in our July edition of The Hub
- We shared our results with our offline customers by including it in our summer (July) printed edition of The Hub (available in large print too)
- We included a summary in our Customer Annual Report. This has been emailed to customers via The Hub and is available in a printed format, on request.

We've already made changes this year to improve our services to you:

- We've made our repairs process quicker and now the average time to complete a repair has reduced by around eight days.
- We've improved our servicing communication to make sure we gain access to more of our homes to complete essential works.
- We carry out more estate inspections where you live, and you can get involved too.
- We've invested in our neighbourhoods, and we work with our suppliers to 'give something back' to our communities.

Take a look at My Abri for more about how we're improving our services and investing in your neighbourhood.

Get involved

Whether you've got feedback, a fresh idea, or just want to have your say, there are loads of ways you can get involved. We love hearing what you think. Your views really do make a difference and shape the way we do things. You can learn more on our website: Resident Involvement