



Tenant Satisfaction Measures

Summary of approach 2024/25



Introduction

The Regulator for Social Housing (RSH) requires all social housing providers to participate in the Tenant Satisfaction Measures (TSM).

The TSMs are two distinct sets of insights, the first a series of Management Information metrics and the second a series of insights gathered from an annual Tenant Perception Survey.

The requirements for the tenant perception survey and this summary of approach document are set out in Tenant Satisfaction Measures: Tenant Survey Requirements.

Timing of survey

The survey was conducted between May 2024 and March 2025, with tenants invited to complete the survey across different quarters of the year.

External contractors

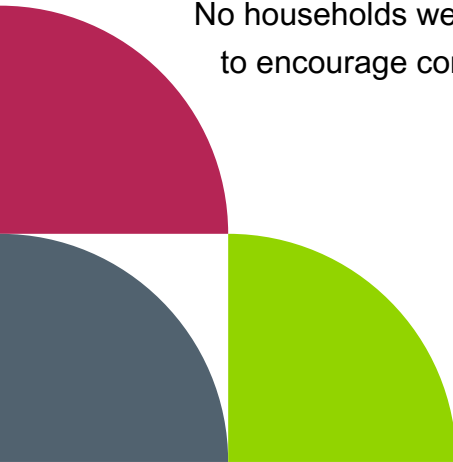
Marketing Means was contracted to deliver the TSM survey and provide the responses to Teign Housing's Business Intelligence team for analysis and reporting.

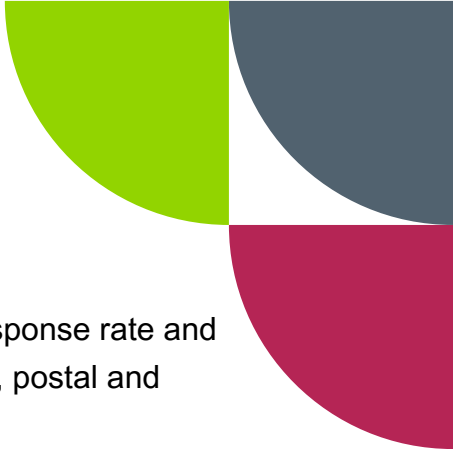
Sample Size and method

Based on our tenant population, the RSH guidance requires that we achieve a sample of at least 518 tenants.

We opted to survey every household using a census method and exceeded the required sample size. A total of 2,127 surveys were completed, representing a 57% response rate.

No households were excluded from the survey, and no incentives were offered to encourage completion of the survey.





Collection method

Three different survey methods were utilised to try and maximise our response rate and to ensure that tenants had several response options. These were online, postal and telephone.

Analysis of the responses by response methods shows a correlation between tenant age and survey method. For example, those aged 81 and older are more likely to respond to a postal survey, while someone aged under 30 is more likely to respond to a telephone survey. Having three survey collection methods enables our tenants to exercise their preferences when responding to the survey.

In 2023/24 the collection methods utilised were the same but the uptake among tenants was different. This may have been due to employing a local contractor to undertake telephone surveys this year – with local telephone numbers used when calling.

These differences can be seen below:

Collection Method	2023/24 percentage	2024/25 percentage
Telephone	16.1%	38%
Online	26.4%	29.3%
Postal	57.5%	32.6%



Representativeness of survey sample

An analysis was undertaken of the survey results to assess the representativeness of the survey sample. The following characteristics were assessed:

- Tenant age (18-30, 31-40 etc.)
- Classification type (General Needs, Independent Living)
- Asset type (house, bungalow, flat etc.)
- Tenancy length (under 5 years, 5-10 years etc.)
- Property size (number of bedrooms)
- Geography (ward)

These characteristics were assessed as they were felt to be tenant demographics most likely to influence satisfaction.

The analysis identified that the sample was not representative of the tenant population in regards to age, with an underrepresentation of younger tenants and an overrepresentation of older tenants.

The tenant population and survey respondents' proportions by age group are below:

Age	Relevant tenant population (% total)	Total survey responses (% total)
18-30	7.3	5.2
31-40	14.8	10.2
41-50	14.4	11.7
51-60	18.6	16.9
61-70	20.9	24
71-80	14.7	19.8
81+	9.2	12.2

Weighting survey results

To ensure the survey responses were more representative of the tenant population, poststratification was used to re-weight the survey responses.

The data was only weighted using tenant population age data, the poststratified weight for each respondent by age group is below.

Age	Weight of response
18-30	1.4058
31-40	1.4546
41-50	1.2309
51-60	1.1019
61-70	0.8704
71-80	0.7444
81+	0.7543

The updated tenant population and survey respondents' proportions by age group are below:

Age	Tenant population (% total)	Weighted respondent population (% total)
18-30	7.3	7.3
31-40	14.8	14.8
41-50	14.4	14.4
51-60	18.6	18.6
61-70	20.9	20.9
71-80	14.7	14.7
81+	9.2	9.2

The tenant population and weighted respondent population percentage data for all the above listed characteristics follow.

Tenant and weighted respondent population data by tenant characteristics

Classification type	Tenant population	Weighted respondent population
General needs	73%	72.5%
Independent living	27%	27.5%

Asset type	Tenant population	Weighted respondent population
House	48.8%	47.4%
Flat	30.3%	31.4%
Bungalow	17.8%	18%
Maisonette	3.0%	3.0%
Coach House	0.1%	0.2%

Tenancy length	Tenant population	Weighted respondent population
Under 5 years	29%	30.7%
5 - 10 years	26%	25.4%
11 - 15 years	14.6%	13.8%
16-20 years	7.9%	7%
20 years plus	22.5%	23%

Property size (number of bedrooms)	Tenant population	Weighted respondent population
1	23%	23.5%
2	39.2%	40.4%
3	36%	34.7%
4	1.7%	1.3%
5	0.1%	0.1%

Geography (ward)	Tenant population	Weighted respondent population
Ambrook	1.8%	2%
Ashburton and Buckfastleigh	12.1%	13.3%
Bishopsteignton	0.4%	0.3%
Blackawton and Stoke Fleming	0.1%	0.1%
Bovey	5.5%	5%
Bradley	5.3%	5.5%
Broadclyst	0.4%	0.4%
Buckland and Milber	14.5%	13.3%
Bushell	5.45%	5.1%
Chudleigh	4.4%	4.4%
College	0.7%	0.8%
Cullompton Padbrook	0.6%	0.5%
Dawlish Central and North East	3.3%	3.2%
Dawlish South West	6.3%	6.2%
Exmouth Littleham	0.6%	0.6%
Haytor	0.4%	0.7%
Honiton St Michaels	0.2%	0.1%
Honiton St Pauls	0.4%	0.3%
Ipplepen	1.3%	1.7%

Ward	Tenant population	Weighted respondent population
Kenn Valley	3.9%	4%
Kenton with Starcross	2.2%	2.2%
Kerswell-with-Coombe	4%	3.8%
Kingsteignton East	1.6%	1.4%
Kingsteignton West	4.9%	4.7%
Moorland	1.9%	2.1%
Okehampton South	0.4%	0.5%
Salcombe and Thurlestone	0.3%	0.4%
Shaldon and Stokeinteignhead	0.3%	0.4%
St. Loyes	0.3%	0.4%
Teign Valley	2.2%	2.7%
Teignbridge North	1.2%	1.1%
Teignmouth Central	1.7%	1.9%
Teignmouth East	2.2%	2.4%
Teignmouth West	7.9%	7%
Topsham	1%	1.2%
Totnes	0.5%	0.7%