# Tenant Satisfaction Measures 2024-25 – Summary of Approach

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## 1. Introduction

1.1. This paper has been produced to provide a summary of the survey approach used to generate published tenant perception measures as per the Regulator of Social Housings TSM Tenant Survey Requirements published March 2025.

1.2. Amplius was formed on Monday 16 December 2024, when Grand Union Housing Group (GUHG) and Longhurst Group (LG) completed their merger.

1.3. This paper will outline the approaches taken by legacy GUHG and legacy LG. These approaches will be combined for a single submission as Amplius.

1.4. This paper will be made available alongside each set of tenant perception measures published by Amplius.

## 2. Summary of Achieved Sample Size

2.1. The sample size was as follows (split between Low Cost Rental Accommodation (LCRA) and Low Cost Home Ownership (LCHO):

| | LCRA | LCHO | Total |
|---|---|---|---|
| GUHG* | 11,142 | 1,238 | 12,380 |
| LG** | 19,269 | 2,551 | 21,820 |
| Amplius | 30,411 | 3,789 | 34,200 |

**GU sample sizes accurate as at 24 February 2025.*
***LG sample sizes accurate as at commencement of surveys, 4 April 2024.*

2.2. The response rate was as follows:

| | LCRA | Response % | LCHO | Response % |
|---|---|---|---|---|
| Amplius | 2,339 | 7.69% | 543 | 14.33% |

## 3. Timing of Survey

3.1. GUHG conducted an annual TSM survey in March 2025. Fieldwork was open for two weeks, beginning on 10 March 2025 and ending on 25 March 2025.

3.2. LG conducted monthly TSM surveys. The surveys were carried out between 10 April 2024 and 29 March 2025.

## 4. Collection Method

4.1. GUHG TSM surveys were conducted via digital channels, Email & Voice (customer engagement platform) and via telephone surveys.

4.2. GUHG set out to achieve a 90/10 split with 90% coming through Email and Voice. We know that this is the correct approach due to the extensive work conducted on customer segmentation and ensuring that we hear from a representative sample of our customer base.

4.3. GUHG achieved a split of 90.8% digital / 9.2% telephone. The slight variance was due to exceeding on the number of digital responses.

4.4. LG TSM surveys were conducted via an online email approach and via telephone surveys.

4.5. This mixed-method telephone and online approach offers good value for money and helps to maximise returns from a wide range of tenants, whilst also ensuring that the survey was as representative as possible.

4.6. The online survey was available in alternative languages via Google translate. It is also intended to engage younger respondents who might be less likely to answer a voice call.

4.7. LG achieved a split of 64.65% telephone / 35.35% online.

## 5. Sample Method

5.1. The GUHG survey was sent to all lead tenants to ensure a maximum of one response per household as detailed in the TSM requirements. As a result of previous customer segmentation work, GUHG were confident that this approach would result in the responses being representative of the overall tenant population, as was the case when looking at the overall sample vs responses received.

5.2. LG sent email invitations each month to a computer generated randomly selected sample of customers until approximately 25 LCRA and 12 LCHO were received, followed by telephone interviews with 60 LCRA and 28 LCHO households according to a quota sample with randomised number selection. No household was included in the sample more than once. The quota categories

were stock type, area, property size, length of tenancy, age group and ethnic background

## 6. Assessment of Representativeness

6.1. GUHG have a detailed understanding on the barriers that may prevent customers providing feedback; evidence of preferred channel; statistically robust proportion of customers within segments; differences in customer experience by segment. We have therefore considered the evidence in designing our methodology, to ensure we continue to hear all voices, including those who have previously not been able to participate in more traditional engagement and/or telephone surveying

6.2. GUHG assessed representativeness against the following characteristics:

| Letting Type | Sample | Customer % | Response | TSM % | Difference |
|---|---|---|---|---|---|
| AFFORD | 1,192 | 10% | 94 | 8% | -2% |
| EXTRACARE | 122 | 1% | 16 | 1% | 0% |
| GENERAL | 7,078 | 57% | 633 | 51% | -6% |
| INTERMED | 125 | 1% | 18 | 1% | 0% |
| OP50 | 1,478 | 12% | 237 | 19% | 7% |
| OP55 | 828 | 7% | 133 | 11% | 4% |
| SHAREDOW | 1,060 | 9% | 76 | 6% | -2% |
| SHO2021 | 178 | 1% | 17 | 1% | 0% |
| SUPPORTAFF | 58 | 0% | 1 | 0% | 0% |
| SUPPORTN | 261 | 2% | 9 | 1% | -1% |
| Total | 12,380 | 100% | 1,234 | 1 | |

*The table above shows the letting type split for GUHG overall customer base and the split for the TSM responses.*

| Unit Type | Sample | Customer % | Response | TSM % | Difference |
|---|---|---|---|---|---|
| BUNGALOW | 2,353 | 19% | 338 | 27% | 8% |
| FLAT | 2,652 | 21% | 285 | 23% | 2% |
| HOUSE | 7,106 | 57% | 600 | 49% | -9% |
| MAISON | 119 | 1% | 7 | 1% | 0% |
| ROOM | 116 | 1% | 2 | 0% | -1% |
| STUDIO | 34 | 0% | 2 | 0% | 0% |
| Total | 12,380 | 100% | 1,234 | 100% | |

*The table above shows the unit type split for GUHG overall customer base and the split for the TSM responses.*

| Letting Type Description | Sample | Customer % | Response | TSM % | Difference |
|---|---|---|---|---|---|
| General Needs/No RTB | 7,238 | 58% | 715 | 58% | -1% |
| General Needs/with Right to Buy | 2,116 | 17% | 211 | 17% | 0% |
| Independent Living | 313 | 3% | 10 | 1% | -2% |
| Keyworker/No RTB | 6 | 0% | 0 | 0% | 0% |
| Market Rent Shorthold/No RTB | 1 | 0% | 1 | 0% | 0% |
| RETIREMENT/No RTB | 829 | 7% | 124 | 10% | 3% |

| | | | | | |
|---|---|---|---|---|---|
| RETIREMENT/with Right To Buy | 109 | 1% | 4 | 0% | -1% |
| Shared Ownership - new model 2021 | 181 | 1% | 18 | 1% | 0% |
| Shared Ownership - post April 2010 | 1051 | 8% | 74 | 6% | -2% |
| Shared ownership - pre April 2010 | 4 | 0% | 1 | 0% | 0% |
| Shared ownership - rural exception HCA | 1 | 0% | 0 | 0% | 0% |
| Shorthold/No RTB | 125 | 1% | 17 | 1% | 0% |
| Starter Tenancy General Needs /No RTB | 406 | 3% | 59 | 5% | 2% |
| Total | 12,380 | 100% | 1,234 | 100% | |

*The table above shows the letting type description split for GUHG overall customer base and the split for the TSM responses.*

| Gender | Sample | Customer % | Response | TSM % | Difference |
|---|---|---|---|---|---|
| Male | 4,319 | 35% | 443 | 36% | 1% |
| Female | 8,060 | 65% | 791 | 64% | -1% |
| Other | 1 | 0% | 0 | 0% | 0% |
| Total | 12,380 | 100% | 1,234 | 100% | |

*The table above shows the gender split for GUHG overall customer base and the split for the TSM responses.*

6.3. LG completed the telephone interviews to a quota sample, taking into account the online returns, to ensure that the final dataset was representative of the population as whole.

6.4. The quota categories were as follows:

| **Tenure** | Customer % | TSM % |
|---|---|---|
| General needs | 81.6% | 68.3% |
| Sheltered | 4.9% | 3.5% |
| Supported | 1.9% | 1% |
| Shared ownership | 11.7% | 27.3% |

| **Area** | Customer % | TSM % |
|---|---|---|
| East | 37.2% | 38.9% |
| South | 39.6% | 40% |
| West | 23.2% | 21.2% |

| **Property size** | Customer % | TSM % |
|---|---|---|
| Bedsit | 1% | 1.1% |
| One bed | 22.8% | 20.3% |
| Two bed | 43.6% | 46% |
| Three bed | 29.8% | 31% |
| Four+ bed | 2.8% | 1.7% |

| **Tenure length** | Customer % | TSM % |
|---|---|---|
| Under 1 year | 9.6% | 12% |
| 1 - 2 years | 16% | 17.1% |
| 3 - 5 years | 18.5% | 17.3% |
| 6 - 10 years | 21.8% | 20.3% |
| 11 - 20 years | 20.7% | 19.3% |
| 21 years and over | 13.5% | 14% |

| Age | Customer % | TSM % |
|---|---|---|
| 18 - 24 years | 3.6% | 4.2% |
| 25 - 34 years | 17.2% | 17.1% |
| 35 - 44 years | 19.6% | 18.7% |
| 45 - 54 years | 17.1% | 17.3% |
| 55 - 64 years | 16.6% | 14.9% |
| 65 - 74 years | 11.9% | 12.1% |
| 75 - 84 years | 7.9% | 8.2% |
| 85 years and over | 3.1% | 4.2% |
| No record | 3% | 3.3% |

| Ethnic background | Customer % | TSM % |
|---|---|---|
| White British | 55.4% | 57% |
| BAME | 12.3% | 8.2% |
| No data | 32.3% | 34.8% |

## 7. Weighting

7.1. Neither GUHG nor LG applied any weighting to generate the reported perception measures.

## 8. External Contractors

8.1. GUHGs TSMs were conducted through their research partner Maru Group Limited, with telephone surveys being conducted by PFA Research on behalf of Maru Group Limited.

8.2. LGs TSMs were conducted through their research partners ARP Research Limited, with telephone surveys being conducted by Prevision Research on behalf of ARP Research Limited.

## 9. Exclusion of Households

9.1. A combined total of 199 tenant households have been excluded in the sample frame due to the exceptional circumstances described in TSM: Tenant Survey Requirements - Accessibility and Barriers to Responding .

9.3. The required sample size summarised in TSM: Tenant Survey Requirements - Annex C - Illustrative Sample Sizes was achieved.

## 10. Incentives

10.1. As an incentive for completing the GUHG survey, respondents were given the option to opt in to a prize draw with a chance to win one of 20 x £25 Amazon e-vouchers. MARU managed the prize draw and distribution of prizes and provided respondents with the prize draw T&Cs at the time of taking the survey.

10.2. LG did not offer any incentives for completing the survey.

## 11. Additional Questions

11.1. GUHG asked some additional questions in the survey, these related to our customer segmentation work in order to enable us to analyse responses by our established customer segments, additional questions were also asked around ethnicity and sexuality and for the first time asked two questions around Customer Effort Scores.

11.2. LG asked two additional questions in the survey, this related to why customers gave the answer they did to the overall satisfaction question and whether customers have trust in Longhurst Group.

11.3. Not all questions were asked to all respondents, some were asked only based on experience within the previous 12 months. For example, only those who had raised a repair within the last 12 months were asked about satisfaction with the repairs service.

## 12. Differences in Approach

12.1. Where there are differences in the approaches of the two legacy companies, and only a single response is possible for submission to the regulator, the GUHG approach will be provided. This will impact the following areas:

12.2. Section 1a Background (LCRA) and Section 1b Background (LCHO) Q1.

12.3. Section 1a Background (LCRA) and Section 1b Background (LCHO) Q11.