

Tenant Satisfaction Measures 2025/26 – Summary of Approach

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 Housing's [TSM Tenant Survey Requirements](#) published March 2025.
- 1.2. This paper will outline the approach taken by Amplius.
 - 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
Amplius	29,718	4,136	33,854

Amplius sample sizes accurate as at commencement of surveys, 9 March 2026.

- 2.2 The response rate was as follows:

	LCRA	Response %	LCHO	Response %
Amplius	2,261	7.61%	525	12.69%

3. Timing of Survey

- 3.1 Amplius conducted an annual TSM survey in March 2026. Fieldwork was open for three weeks, beginning on 9 March 2026 and ending on 30 March 2026.

4. Collection Method

- 4.1 Amplius TSM surveys were conducted via digital channels, Email & Voice (customer engagement platform) and via telephone surveys.
- 4.2 Amplius 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 Amplius achieved a split of 83.56% digital / 16.44% telephone. The slight variance was due to a lower-than-expected digital response rate on the LCHO side.



- 4.5 This mixed-method telephone and online approach offers 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.

5. Sample Method

- 5.1 The Amplus 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, Amplus 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.

6. Assessment of Representativeness

- 6.1 Amplus 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 Amplius assessed representativeness against the following characteristics:

Unit Type	Sample	Customer %	Response	TSM %	Difference
Bedsit	247	0.73%	29	1.04%	0.30%
Bungalow	4,751	14.03%	553	19.85%	5.83%
Flat	8,154	24.09%	683	24.52%	0.43%
Foyer	73	0.22%	1	0.04%	-0.18%
Hostel	30	0.09%	0	0%	-0.09%
House	19,994	59.06%	1,488	53.41%	-5.63%
Maison	129	0.38%	9	0.32%	-0.06%
Maisonette	170	0.50%	16	0.57%	0.07%
Room	113	0.33%	0	0%	-0.33%
Room in Shared Property	159	0.47%	4	0.14%	-0.33%
Studio	33	0.10%	2	0.07%	-0.03%
Office	1	0.00%	0	0.00%	0.00%
(blank)	0	0.00%	1	0.04%	0.04%
Total	33,854	100%	2,786	100%	

The table above shows the unit type split for Amplius' sample customer base provided for TSM surveys and the split for the TSM responses.

Gender	Sample	Customer %	Response	TSM %	Difference
Male	10,832	32%	914	32.81%	0.8%
Female	20,535	60.66%	1,673	60.05%	-0.6%
Other	1	0.00%	0	0.00%	0%
Non-Binary	5	0.01%	2	0.07%	0.6
Prefer not to say	35	0.10%	2	0.07%	-0.03
Transgender	7	0.02%	0	0.00%	-0.02%
Unknown	2,439	7.20%	195	7%	-0.2
Total	33,854	100%	2,786	100%	

The table above shows the gender split for Amplius' sample customer base provided for TSM surveys and the split for the TSM responses.

Amplius Operational Regions	Customer %	TSM %
North	32.26%	30.41%
South	31.59%	34.00%
Central	36.14%	35.58%

The table above shows the Operational Region split for Amplius' sample customer base provided for TSM surveys and the split for the TSM responses.

Age	Customer %	TSM %
16 - 24 years	2.77%	1.72%
25 - 34 years	14.38%	9.55%
35 - 44 years	20.36%	14.07%
45 - 54 years	17.37%	16.30%
55 - 64 years	18.02%	22.33%
65 - 74 years	13.49%	20.53%
75 - 84 years	9.00%	11.88%
85 years +	3.49%	3.16%
No record	1.12 %	0.47%

Ethnic background	Customer %	TSM %
White	56.38%	90.92%
Mixed or Multiple Ethnic Groups	1.25%	1.83%
Asian or Asian British	2.09%	1.51%
Black, Black British, Caribbean, or African	2.80%	1.87%
Other Ethnic Group	0.71%	0.65%
No Data	35.93%	0.00%
Prefer not to say	0.85%	3.23%

The tables above show the age and ethnicity split for Amplius' sample customer base provided for TSM surveys and the split for the TSM responses.

7. Weighting

7.1 Amplius did not apply any weighting to generate the reported perception measures.

8. External Contractors

8.1 Amplius TSMs were conducted through their research partner The Harris Poll UK, with telephone surveys being conducted by PFA Research on behalf of The Harris Poll UK.

9. Exclusion of Households

- 9.1 Amplius excluded 154 tenants living in registered care or care homes from the sample frame due to being assessed with significant capacity issues that precluded a meaningful response regardless of methodology.
- 9.2 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 Amplius TSM 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. Harris Poll managed the prize draw and distribution of prizes and provided respondents with the prize draw T&Cs at the time of taking the survey.

11. Additional Questions

- 11.1 Amplius asked some additional questions in the survey, these related to our customer segmentation work to enable us to analyse responses by our established customer segments, additional questions were also asked around ethnicity, sexuality, disability and we asked two questions around Customer Effort Scores.
- 11.2 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.