

Tenant Satisfaction Measures: Summary of Approach



Executive Summary

This document explains how we carried out Saffron Housing Trust's 2024/25 Tenant Satisfaction Measures (TSM) survey.

We asked 694 tenants for their views by phone, email, and post between April 2024 and February 2025.

The survey followed national guidelines for fair and accurate research, including rules set by the Regulator of Social Housing.

The tenants that took part in the survey reflect our wider tenant population in terms of property type, location, and household profile. We used a mix of contact methods and made sure to include tenants from different types of homes and backgrounds to make the survey fair and inclusive.

This means the results are reliable and give a clear picture of what tenants think about Saffron.

Methodology

A telephone-based approach was our starting point. This allowed us to reach out to a wide tenant-base and correct any imbalance in response by setting quotas.

As the telephone surveys were proactively worked by trained telephone interviewers, this enabled us to track the number of incorrect numbers, refusals and barriers to completing (e.g., disability, language, etc.) and ensure we obtained a representative sample of views.

A web survey was then sent to tenants where we did not have a recorded telephone number and people we had attempted to contact by phone with no success.

To ensure all tenants were given an equal opportunity to take part, and that no groups were inadvertently excluded from the survey, we then offered a postal survey to tenants where we did not have a phone number or email address.

Method	% of total sample	No. of completes	No. of partial completes	Total sample
Telephone	82%	560	9	569
Email	13%	70	22	92
Postal	5%	33	-	33
Total	100%	663	31	694

Key Survey Information



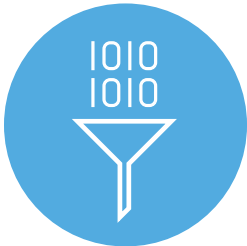
Sampling

- Total tenant population supplied to TLF: 6092
- Stratified random sampling was used
- Total sample size achieved: 694
- 569 by telephone, 92 by web and 33 by post



Questionnaire

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines



Data collection

- Data collected quarterly
- Data collected between 26 April 2024 and 17 February 2025
- TLF Research used as the external contractor
- Incentives were not used



Weighting

- Weighting was not necessary, the sample is representative of the total population



Reliability

- With a total population of 6092 the confidence level achieved must be within at least +/-4%
- Reliability was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-3.1%



Analysis

- All partial completes that have answered overall satisfaction have been included.
- % satisfied has been calculated excluding Don't know and Not answered.
- All bases have been reported throughout

Who we interviewed v database

Based on information provided on the database.



The survey was open from 26th April 2024 to 17th February 2025.

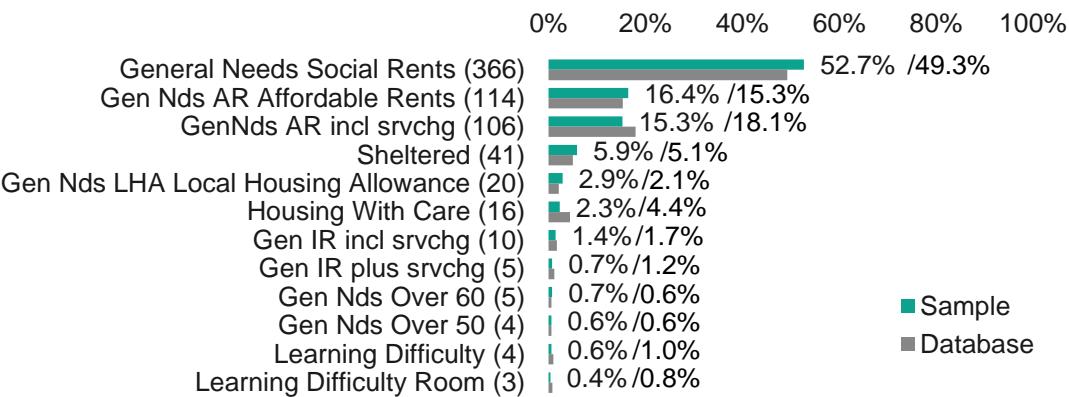


694 Tenants were interviewed by phone, web and post. 663 surveys were completed in full, 31 were partial completes

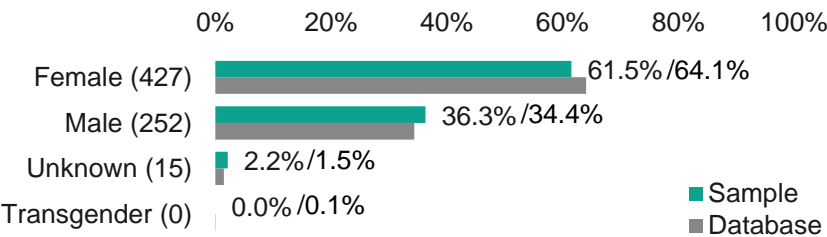


29.1% of respondents chose to remain anonymous

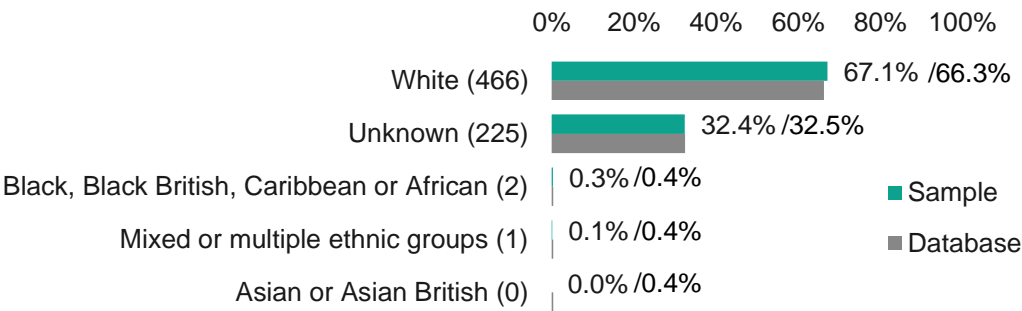
Tenure Type



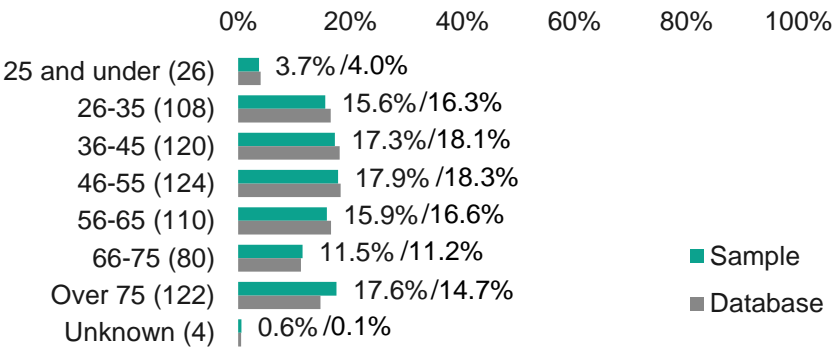
Gender



Ethnicity



Age Group



Sample size shown in ().

TSM MEASURES – Figures needed for TSM submission

Questions	Response
Survey approach used to generate reported perception TSMs	Quarterly
Collection date of earliest survey response	26/04/2024
Collection date of latest survey response	17/02/2025
Did you use a census or a sample to collect survey responses?	Sample
Please confirm the total number of responses to your survey for each of the following survey methods	
Telephone	569
Internet	92
Face to face	0
Postal	33
SMS	0
All other methods	0
Total sample size achieved	694
Please confirm whether the average satisfaction by survey method reported below has been calculated using weighted or unweighted responses	Unweighted
Proportion of respondents who report that they are satisfied with the overall service from their landlord (TP01) for each survey method:	
Telephone	74.9%
Internet	61.1%
Face to Face	-
Postal	93.9%
SMS	-
All other methods	-

TSM MEASURES – Figures needed for TSM submission

	TP01 Overall satisfaction	TP02 Overall repairs	TP03 Time taken repairs	TP04 Well maintained	TP05 Safe	TP06 Listens & acts	TP07 Informed	TP08 Fairly and respect	TP09 Complaints	TP10 Communal areas	TP11 Contribution Neighbourhood	TP12 ASB
Number of respondents who responded 'Yes' to the filter question relevant to the perception measure.	-	426	426	-	-	-	-	-	187	232	-	-
Number of respondents who responded 'No' to the filter question relevant to the perception measure.	-	248	248	-	-	-	-	-	479	402	-	-
Very satisfied	249	202	175	288	345	216	270	237	28	67	159	172
Fairly satisfied	261	120	109	198	193	183	208	276	44	62	179	105
Neither satisfied nor dissatisfied	79	45	29	74	57	97	85	93	29	21	131	88
Fairly dissatisfied	60	29	44	57	37	72	47	35	40	36	43	36
Very dissatisfied	40	23	59	45	33	64	37	20	43	39	41	46
Total base used to calculate % satisfied	689	419	416	662	665	632	647	661	184	225	553	447
Not applicable / Don't know	-	-	-	-	4	35	22	5	-	-	113	219

The option 'Not applicable/ don't know' is only a specified response to TP05, TP06, TP07, TP08, TP11 and TP12. The submission return requires responses for N/A to be shown.

% Very & Fairly Satisfied

Section	TSM code	TSM measure	LCRA
Overall satisfaction	TP01	Overall satisfaction	74.0%
Keeping properties in good repair	TP02	Satisfaction with repairs	76.8%
	TP03	Satisfaction with time taken to complete most recent repair	68.3%
	TP04	Satisfaction that the home is well maintained	73.4%
Maintaining building safety	TP05	Satisfaction that the home is safe	80.9%
Respectful and helpful engagement	TP06	Satisfaction that the landlord listens to tenant views and acts upon them	63.1%
	TP07	Satisfaction that the landlord keeps tenants informed about things that matter to them	73.9%
	TP08	Agreement that the landlord treats tenants fairly and with respect	77.6%
Effective handling of complaints	TP09	Satisfaction with the landlord's approach to handling complaints	39.1%
Responsible neighbourhood management	TP10	Satisfaction that the landlord keeps communal areas clean and well maintained	57.3%
	TP11	Satisfaction that the landlord makes a positive contribution to neighbourhoods	61.1%
	TP12	Satisfaction with the landlord's approach to handling anti-social behaviour	62.0%

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Assurance Statement

This survey and report meet all the requirements set by the Regulator of Social Housing and follow national standards for good research.

We've also followed best practice used across the housing sector, including advice from Housemark on how to measure tenant views and report results clearly.

The way we carried out the survey means the findings can be trusted and used to support our reports to the regulator, improve our services, and strengthen how we work with tenants.