

Tenant Satisfaction Measures: Summary of Approach

Executive Summary

This document explains how we carried out Saffron Housing Trust's 2025/26 Tenant Satisfaction Measures (TSM) survey.

We asked 1430 tenants for their views by phone, email and post between April 2025 and March 2026.

The survey follows national guidelines for fair and accurate research, including rules set by the Regulator of Social Housing. The survey was undertaken on Saffron's behalf by The Leadership Factor (TLF).

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.

Background and Methodology



Background

TLF Research were supplied a database of residents from Saffron before each wave of research which contained all eligible contacts. All contacts supplied in the database had chance of being selected to take part in the TSM survey.

Sampling and Quotas

Each quarter, TLF contacted tenants to ask for their views. The aim was for 70% of surveys to be completed by phone and 30% online. To make sure the results fairly reflected our tenants, TLF used information provided by Saffron to select a mix of people from different age groups. Age was used because it can have a strong effect on satisfaction scores. TLF also checked that the survey included tenants from different tenure types, genders and ethnic backgrounds. Tenants were chosen at random within these groups. If someone completed the survey, they were not asked again that year, because the Tenant Satisfaction Measure rules say only one person from each household can be surveyed each year. If someone chose not to take part, they were not contacted again for six months, in line with Market Research Society guidance.

Methodology

Based on the information available, Saffron and TLF agreed that using both online and telephone surveys was a good starting point. This approach helped reach a wide range of tenants and allowed TLF to address any imbalance in responses by setting quotas for telephone interviews. Because trained interviewers proactively contacted tenants by phone, TLF was also able to monitor issues such as incorrect numbers, refusals and barriers to taking part, including disability or language needs.

To make sure all tenants had an equal opportunity to take part, TLF also offered a postal survey. This was for tenants who did not have a phone number or email address in the information provided by Saffron, so they were not unintentionally excluded.

Breakdown of Sample by Method:

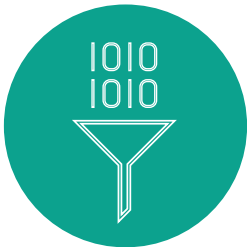
| Method | % of total sample | No. completes | No. partial completes | Total sample | Response rate achieved |
|--------------|-------------------|---------------|-----------------------|--------------|------------------------|
| Phone | 68.6% | 959 | 22 | 981 | -- |
| Email | 29.7% | 323 | 101 | 424 | 14.6% |
| Postal | 1.7% | 25 | 0 | 25 | 21.4% |
| Total | 100% | 1307 | 123 | 1430 | |

Key Survey Information



SAMPLING

- Total tenant population supplied to TLF: 6163
- A stratified random sampling was used
- Total sample size achieved: 1430
- 981 by telephone, 424 by web, 25 by post



DATA COLLECTION

- Data collected quarterly
- Data collected between 7th April 2025 and 10th February 2026
- TLF Research used as the external contractor
- Incentives were not used



RELIABILITY

- With a total population of 6163 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 +/-2.1%



QUESTIONNAIRE

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



WEIGHTING

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



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 vs. population



Tenants were interviewed overall



by telephone



via web
Via postal



surveys were completed in full

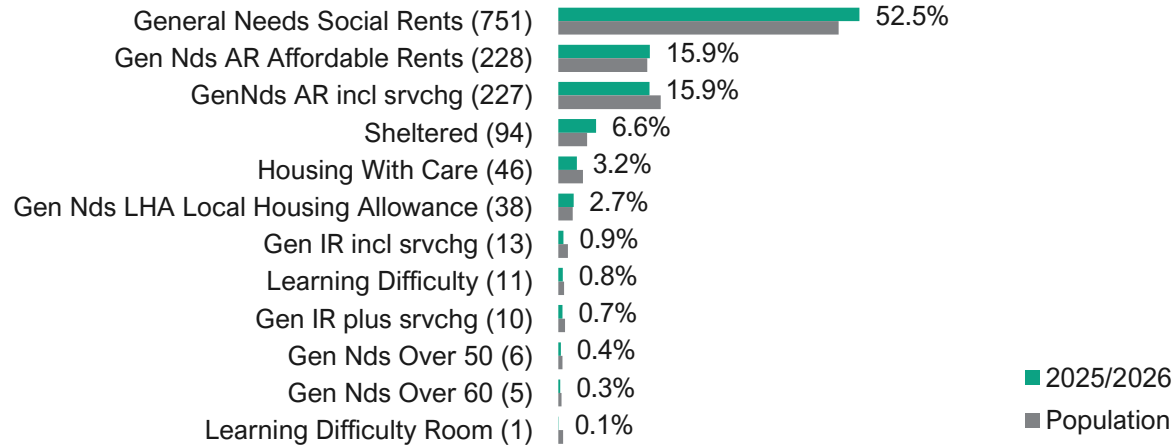


were partial completes

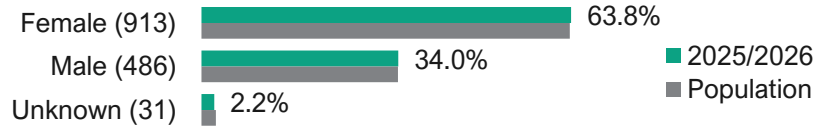


Sample is representative of tenant population across all key demographics so no weightings are needed

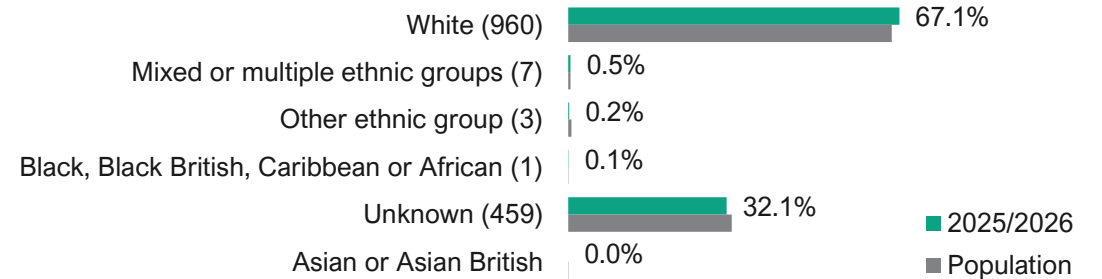
TENURE TYPE



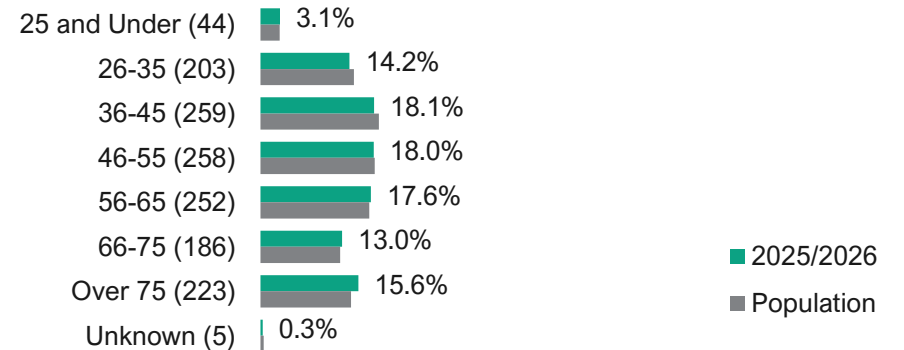
GENDER



ETHNICITY



AGE GROUP



TSM MEASURES – Figures needed for TSM submission

| Questions | Response |
|--|-----------------------------|
| Survey approach used to generate reported perception TSMs | Phased Approach - Quarterly |
| Collection date of earliest survey response | 07/04/2025 |
| Collection date of latest survey response | 10/02/2026 |
| 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 | 981 |
| Internet | 424 |
| Face to face | - |
| Postal | 25 |
| SMS | - |
| All other methods | - |
| Total sample size achieved | 1430 |
| 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 | 76.1% |
| Internet | 62.1% |
| Face to Face | - |
| Postal | 84.0% |
| SMS | - |
| All other methods | - |

% Very and Fairly Satisfied

| Section | TSM code | TSM measure | LCRA |
|--------------------------------------|----------|--|-------|
| Overall satisfaction | TP01 | Overall satisfaction | 72.2% |
| Keeping properties in good repair | TP02 | Satisfaction with repairs | 76.0% |
| | TP03 | Satisfaction with time taken to complete most recent repair | 69.7% |
| | TP04 | Satisfaction that the home is well maintained | 71.3% |
| Maintaining building safety | TP05 | Satisfaction that the home is safe | 79.3% |
| Respectful and helpful engagement | TP06 | Satisfaction that the landlord listens to tenant views and acts upon them | 62.9% |
| | TP07 | Satisfaction that the landlord keeps tenants informed about things that matter to them | 71.8% |
| | TP08 | Agreement that the landlord treats tenants fairly and with respect | 76.2% |
| Effective handling of complaints | TP09 | Satisfaction with the landlord's approach to handling complaints | 37.1% |
| Responsible neighbourhood management | TP10 | Satisfaction that the landlord keeps communal areas clean and well maintained | 58.3% |
| | TP11 | Satisfaction that the landlord makes a positive contribution to neighbourhoods | 61.2% |
| | TP12 | Satisfaction with the landlord's approach to handling anti-social behaviour | 61.0% |

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. | - | 928 | 928 | - | - | - | - | - | 320 | 440 | - | - |
| Number of respondents who responded 'No' to the filter question relevant to the perception measure. | - | 454 | 454 | - | - | - | - | - | 1031 | 792 | - | - |
| | | | | | | | | | | | | |
| Very satisfied | 547 | 462 | 419 | 583 | 712 | 454 | 529 | 478 | 41 | 131 | 311 | 296 |
| Fairly satisfied | 473 | 230 | 203 | 374 | 347 | 326 | 369 | 526 | 75 | 118 | 293 | 194 |
| Neither satisfied nor dissatisfied | 154 | 71 | 67 | 144 | 114 | 149 | 189 | 173 | 39 | 36 | 206 | 137 |
| Fairly dissatisfied | 126 | 86 | 80 | 120 | 85 | 144 | 75 | 81 | 71 | 62 | 84 | 67 |
| Very dissatisfied | 113 | 61 | 124 | 121 | 78 | 167 | 89 | 60 | 87 | 80 | 93 | 109 |
| Total base used to calculate % satisfied | 1413 | 910 | 893 | 1342 | 1336 | 1240 | 1251 | 1318 | 313 | 427 | 987 | 803 |
| Not applicable / Don't know | - | - | - | - | 20 | 117 | 105 | 33 | - | - | 366 | 547 |

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.

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Assurance Statement

This survey and report meet 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.