

# Tenant Satisfaction Measures: Assurance

## Summary of Approach

Prepared by Emotional Logic for Thrive Homes

### The Tenant Satisfaction Measures

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys to generate and report TSMs annually as specified by the Regulator of Social Housing. TSMs are intended to make landlords' performance more visible to tenants and help tenants hold their landlords accountable.

The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures. They cover five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services. All information must be accurate, reliable, valid to provide a transparent reflection of the performance.

### Approach

Emotional Logic and IFF Research were commissioned to carry out this research by telephone in accordance with guidance provided by the Regulator of Social Housing on behalf of Thrive Homes in 2025/26. IFF Research collected data from April – June (Q1) with Emotional Logic taking over on the 1<sup>st</sup> of July. Emotional Logic and IFF Research are independent research agencies with extensive experience in gathering robust customer feedback for a wide range of sectors.

### Survey design

The survey design meets the criteria as defined in ANNEX 5: Tenant Survey Requirements. Thrive Housing also included the following additional questions within their survey:

- *What could Thrive do to improve?* Positioned at the end of theme overall satisfaction.
- *How satisfied or dissatisfied were you with your most recent contact?* Positioned at the end of theme keeping properties in good repair.
- *Taking this into account, was your issue resolved at first point of contact?* Positioned at the end of theme keeping properties in good repair.
- *How satisfied or dissatisfied are you that Thrive are easy to deal with?* Positioned at the end of theme respectful and helpful engagement.
- *How strongly would you agree or disagree with the following statement, "I trust Thrive to do what they say they will do"?* Positioned at the end of theme respectful and helpful engagement
- *Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?* Positioned at the end of theme responsible neighbourhood management.
- *I noticed on your customer record that we don't have [in order of preference: disability, ethnicity, gender, preferred language, religion] information for you, do you mind if I quickly update this information on behalf of Thrive?* Positioned at the end of the TSM questions

- Removed question - *I'm now going to ask you if you agree or disagree with some statements about Thrive: Thrive provides an effective and efficient service?*

Please note that a 'Don't know/Refused' option was included for all tenant perceptions questions (TP01 to TP12) and additional questions within the survey for interviews conducted via telephone. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available but wanted to continue to provide their feedback. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know/Refused' should be removed from the reported base for each of these questions for percentage calculations.

As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01, but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.

Emotional Logic and IFF Research achieved:

- **821** completed interviews for LCRA.
- **818** valid responses to TP01 for LCRA after excluding 3 'Don't know/Refused' responses in line with TSM guidance; this exceeds the minimum requirement for LCRA.
- **281** completed interviews for LCHO.
- **271** valid responses to TP01 for LCHO after excluding 10 'Don't know/Refused' responses, on a 'best effort basis' as Thrive Homes' LCHO stock size is less than 1,000.

We consider that a respondent who has terminated an interview has effectively withdrawn their consent to participate in the research. We appreciate that this is open to interpretation, but we take the most cautious approach to uphold our ethical standards. We do include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

## **Methodology & Timing**

The TSM survey was conducted on a monthly basis from 4<sup>th</sup> April 2025 – 10<sup>th</sup> February 2026.

All surveys were conducted via telephone interviews; this was to facilitate continued and comparable trend with an existing customer satisfaction programme. No incentives were offered to tenants to encourage survey completion.

Telephone numbers are the most accurate contact information (with the exception of address) held by Thrive so agreed that this methodology would be most appropriate. This also aligns with what we know about the most common channel preference amongst customers.

Each sampled tenant was contacted up to three times at varying times of day and days of the week before being recorded as non-contact.

## Sample Size

The required sample sizes are shown in the table below (according to Thrive Housing Statistical Data Return 2025 and the latest population data provided by Thrive Housing in February 2026)

| Tenure type                          | Population | Confidence interval required                     | Number of interviews required per annum for submission | Number of interviews completed |
|--------------------------------------|------------|--------------------------------------------------|--------------------------------------------------------|--------------------------------|
| Low-Cost Rental Accommodation (LCRA) | 4,539      | +/- 4%                                           | 531                                                    | 821                            |
| Low-Cost Home Ownership (LCHO)       | 701        | If less than 1,000 LCHO: N/A – best effort basis | NA                                                     | 281                            |
| <b>Total</b>                         | 5,240      |                                                  | 586                                                    | 1102                           |

Thrive Homes is required to complete a minimum of 531 surveys per annum among LCRA customers to meet a +/-4% confidence interval.

As Thrive Homes has less than 1,000 LCHO stock, it is not compulsory to conduct this survey and report the findings to the regulator for LCHO customers. However, the Regulator recommends that LCHO and other customers are still offered an opportunity to provide their feedback. Therefore, Thrive Housing have included LCHO customers within this research.

As a result, Emotional Logic and IFF Research recommended surveying up to 250 LCHO customers per annum, working on an estimated 30% response rate. Thrive Housing does not need to report these survey findings to the Regulator, but they should still make the results publicly available to their customers.

A quota sampling approach based on agreed characteristics to represent the profile of the full customer population. Quotas were set for:

- Age
- Stock type

## Representative Sample

The Regulator requires providers to ensure, as far as possible, that the survey responses used to calculate the perception TSMs are representative of the relevant tenant population. The sample needs to be representative otherwise perception measures will be biased estimates of the satisfaction score for the relevant tenant population. Providers can meet this requirement through one of two routes:

1. A representative sample: This means there is no material under/over-representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores.
2. Weighting responses: If the achieved sample is not representative of the tenant population, then providers must appropriately weight the responses to ensure the TSMs reported are representative. Providers must reach a balanced judgement as to which characteristics to include in an assessment of representativeness based on their

particular tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

## **Weighting**

Thrive Homes assessed the representativeness of the achieved TSM survey sample against the relevant tenant population, in line with the Regulator of Social Housing's Tenant Satisfaction Measures: Tenant Survey Requirements. The assessment considered characteristics known to be associated with variations in satisfaction, including stock/property type, geographical location, age, ethnicity, disability and gender.

While some differences were identified between the achieved sample and the tenant population, Thrive Homes modelled the impact of weighting responses to align with population proportions. The modelling indicated that applying weighting would change overall satisfaction (TP01) by approximately +1 percentage point, with smaller changes observed across other perception measures.

Given the limited impact of weighting on reported satisfaction scores, Thrive concluded that the achieved sample was sufficiently representative of the relevant tenant population and that weighting was not necessary, as the differences identified were unlikely to materially affect the published TSM results.

## **Other Methodology Considerations**

**Barriers to responding:** Accessibility needs were fully considered during the development of the survey methodology. To support tenants who may have barriers to responding, we provided an email-based version of the survey for residents who may have hearing difficulties or who prefer written communication due to language needs.

We also offered respondents the option to schedule an interview at a time convenient to them, including the option to conduct the interview in a non-English language. No residents requested these alternative formats during this reporting year. No tenant households were excluded from the sampling frame due to exceptional circumstances.

**Sample eligibility:** Participants who had taken part in a TSM interview within the previous twelve months were excluded from the sample.

**Informed consent and data protection:** Participation in the survey was voluntary and informed consent was obtained prior to commencing each interview. The survey was conducted in accordance with GDPR and the Market Research Society Code of Conduct. No sales or marketing activity was undertaken. Respondents were provided with verification contact details for both the landlord and the Market Research Society should they wish to confirm the legitimacy of the research.

**Quality assurance:** Interviews were conducted by trained researchers. Calls may be recorded for quality monitoring and training purposes.