

How we measure tenant satisfaction

Summary of our survey approach

This document outlines our approach to carrying out Thirteen's Tenant Satisfaction Survey for 2023/24.

1. Achieved sample size (number of responses)

Thirteen Group has a large housing stock, meaning it is not practical to survey all tenants. During 2023/24 Thirteen procured an external organisation TLF to complete Tenant Satisfaction Measure (TSM) surveys with a sample of our tenant population.

The sample size was chosen to ensure that we meet our statistical level of required accuracy, and ensure we contact a range of customers that are representative of our population. The survey results are based on responses from the following counts of customers, understanding that the requirement is a margin of error at 95% confidence level.

	Target	Margin of error at 95% confidence level	Number achieved
LCRA	2191	+/- 2%	2298
LCHO	255	+/- 5%	261

2. Timing of survey

Thirteen carried out approximately 575 Low Cost Rental Accommodation (LCRA) surveys each quarter starting in May 2023 and 85 Low Cost Home Ownership (LCHO) surveys each quarter starting in July 2023.

3. Collection method(s)

All TSM surveys were completed via outbound telephone surveys via our contracted supplier TLF Research.

We have found that telephone surveys work well with our customers for the following reasons:

- we have high response rates via this method
- we have the greatest number of contact details for this communication method
- giving greater context and explanation to the survey
- more personal approach.

4. Survey method

The survey was conducted using a planned sample population, with data being refreshed each quarter. The basis of this plan was to understand what the hard quotas are and what

other groupings we were monitoring each quarter. This helped us ensure we were achieving the various requirements.

The survey design was designed to meet the RSH defined criteria. Any additional questions were, as required, sequenced after the leading TSM question.

5. Representativeness

During the collection period we continuously reviewed the number of completed surveys to ensure they were representative of our tenant base, and where appropriate selection criteria was amended to increase or decrease the number of tenants contacted in each group. We considered this against the following groupings:

- age
- geographical / LA area
- ethnicity
- tenure type

6. Weighting of results

Weightings were not applied to our survey results because the quotas used to collect the sample ensured that they were representative.

7. External collection methods

TLF Research were contracted by Thirteen to carry out the survey. They are a special research organisation with many years' experience. This ensured impartiality and that the approach was consistent with many other housing associations also utilising TLF's expertise. They were responsible for all aspects of collecting, recording and validating the survey and the results. This also allowed Thirteen colleagues to focus on the day-to-day queries and requests of our customers.

8. Exclusions

No tenants or households have been excluded due to any exceptional circumstances. A small number have asked to be removed from future surveys during the process of collecting the TSMs.

9. Reasons for any failure to meet the required sample size

Not applicable, Thirteen was able to meet the sample size requirements.

10. Incentivisation

No incentivisation was used in the collection of the responses.

11. Other methodological issues impacting on the reported results

There are no issues which have impacted on the collection of the Thirteen TSM perception measures.