

Our Approach

Who obtains the feedback

We work with independent market research company, Opinion Research Services (ORS) to carry out our Tenant Satisfaction Measures surveys.

ORS carry out telephone interviews with customers every three months to conduct the survey. Using telephone interviews helps us ensure we hear from a mix of customers. We feel this is the most inclusive method for us to use as we have telephone numbers for around 95% of customers. If you have hearing loss, Text phone is available, and if English isn't your first language, a translator can help. If a telephone interview isn't possible, you can ask to complete the survey online or via a letter.

We break down our results into two groups: renters and shared owners as you can see [here](#).

How customers are chosen for interviews

Every three months, ORS are required to contact a 'sample' of customers that is representative of our wider customer base. It's important that the sample takes into account factors such as age, ethnicity, location, the type of home and the number of bedrooms. For example, 18% of our renters are aged 18 to 34 years of age, so ORS make sure that 18% of the renters they speak to are within this age band.

To see how many people were interviewed in 2024-2025 compared to our customer population, please see [here](#).

Survey Targets

The Regulator of Social Housing sets a target for how many customers are required to take part in the survey. In 2024-25, we were required to interview 2,244 renters and 544 shared owners. During this period, we actually spoke to slightly more customers: 2,305 renters and 564 shared owners. This means the results are reliable with a 95% confidence level and a margin of error of +/- 2% for renters and +/- 4% for shared owners.

The questions that are asked

The Regulator of Social Housing requires landlords to ask 12 specific survey questions, plus three more to determine if the customer has used that service. You can see the full list of questions [here](#). We also ask one extra question after the overall satisfaction question (TP01) to understand why the customer gave their answer. Every three months, we ask one more open question to explore one of the 11 other questions. For a small number of supported housing customers ORS distributed a postal [survey](#).

If a customer is very unhappy and agrees to share their contact details, we may review the situation and get in touch to help solve the issue. If an interviewer notices a serious safety concern, they let us know so we can quickly act on this.