

## How we measure tenant satisfaction

### Summary of our survey approach

This document outlines our approach to carrying out Thirteen's Tenant Satisfaction Survey for 2024/25.

#### 1. Achieved sample size (number of responses)

Thirteen Group has a large housing stock, meaning it is not practical to survey all tenants. During 2023/34 Thirteen procured an external organisation TLF to complete TSM surveys with a sample of our tenant population for a period of 2 years. 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	2242	+/- 2%	2257
LCHO	298	+/- 5%	306

#### 2. Timing of survey

Thirteen carried out approximately 550 LCRA surveys each quarter starting in May 2024 and 75 LCHO surveys each quarter starting in May 2024.

#### 3. Collection method(s)

The majority of 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

To ensure we hit the required number of responses for LCHO a number were conducted via email and face to face.

#### 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 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 of customer  
Geographical / Local authority area  
Ethnicity  
Tenure type

Tenant perception measures	Relevant tenant population (% total)	Total survey responses (% total)
<b>Housing type</b>		
General needs	90.9%	90.1%
Housing for older people	6.8%	8.2%
Extra care housing	1.5%	1.1%
Supported housing	0.8%	0.6%
<b>Age</b>		
Under 22	1%	1.2%
22-35	18.1%	18.9%
36-62	49.4%	49.1%
Over 62	31.4%	30.9%
No DOB	0.1%	0%
<b>Local authority</b>		
Middlesbrough	33.5%	33.2%
Stockton-on-Tees	32.5%	33.1%
Hartlepool	21.4%	21.5%
Other	12.5%	12.3%
<b>Ethnicity</b>		
White	72.9%	70.8%
Black	1.3%	2%
Asian	1.2%	1.7%
Mixed	0.8%	1%
Other	1%	1.6%
Unknown	22.8%	22.9%

## **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 specialised research organisation with many years' experience. This approach 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.

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

## **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.

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.