Building homes, independence and aspirations

Tenant Satisfaction Measures: perception survey method statement

June 2026 - For 2025/26 survey

a) Summary of achieved sample size

Based on the number of survey responses achieved, the necessary sample size for LCRA was met but this was narrowly missed for LCHO, further details are provided in section i).

Tenure	Population at 25/03/2025	Required minimum statistical accuracy	Number of responses required	Number of responses achieved	Achieved statistical accuracy
LCRA	42,549	+/- 2.0%	2,273	3,043	+/- 1.7%
LCHO	3,664	+/- 4.0%	514	480	+/- 4.2%

b) Timing of survey

Rolling monthly survey commenced 07/04/2025, completed 31/03/2026.

c) Collection method(s)

We are using telephone as our primary collection method, for three main reasons:

- **Coverage**: we have telephone numbers available for the majority of our customers; 97% for LCRA (general needs), and 95% for LCHO.
- **Inclusivity**: using this method allows us to set quotas and actively target under-represented customer groups. It also helps us to confirm where customers need surveys in different formats due to communication needs or preferences.
- **Quality**: using telephone surveys gives us more control over the completeness of surveys, ensuring we collect all of the information we need to provide to the Regulator. It also allows us to probe customers on the additional open-ended questions, to give more detail that will help us drive service improvement.

For customers who do not have a telephone number available or have opted out of telephone surveys; 3% for LCRA (general needs) and 5% for LCHO, we assign an alternative survey method such as email or a postal survey, based on contact details available. If multiple contact details are available, we allocate methods in this priority order, with reasons given in brackets: email (low cost, fast turnaround time, lower response rate), postal (high cost, slow turnaround time, higher response rate).

8.1% of our LCRA customers live in supported homes and receive extra services. For these customers, the surveys will be completed face-to-face and facilitated by our colleagues to ensure customer needs are met. Where supported housing customers required assistance to complete the survey, colleagues aid completion in a neutral and non-directive way. Colleagues are instructed not to influence responses and, wherever possible, customers are given privacy to answer independently. Assisted completions were used only where this was necessary to support accessibility and inclusion.

For customers across all tenures, if a need for an alternative format is identified by Home Group, our research partner, requested by the customer or a third-party representative, this will be accommodated wherever possible. No requests for alternative formats were received in 2025/26.

The telephone surveys are completed by our research partner, Research Resource who also facilitate any postal surveys that are required. Any digital surveys (email or SMS) are managed by Home Group, as is the analysis and reporting of findings.

d) Sample method

LCRA – general needs and LCHO

Due to the size of our customer population, we are using a (stratified) sample approach to collect survey responses.

A sample of $1/12^{th}$ of customers in each tenure is selected each month. The survey month that a customer is allocated to is based on, but does not exactly correlate to, the month that their tenancy commenced. The variance is to ensure an equal number of customers in each month's TSM sample when tenancy start dates are not evenly spaced throughout the year.

Customer details are forwarded to our research partner, Research Resource each month. This ensures that we only provide up to date details of customers who can be surveyed by phone. Research Resource will apply a stratified sample approach to the data provided, based on quotas supplied by Home Group.

Representativeness against the selected range of characteristics is assessed at the end of each month's survey collection to determine the quotas to be applied in the following month.

For customers who cannot be contacted by phone. The monthly volume of survey invitations that need to be sent to ensure representativeness has been calculated based on the numbers of customers in this group and average response rates.

The calculated volume is then selected at random from the customers not contactable by phone each month. Due to the small volume of responses required, quotas are not applied as standard. However, responses are monitored during the year and invitations may be targeted if any group is observed to be over or under represented.

New customers starting their tenancies within the financial year, are included in the survey sample in their fourth month as a Home Group customer. This will ensure they have had some time to experience Home Group's services and help them give meaningful responses. Tenancies starting in the final four months of the financial year will be included in the sample frame for the following year, aligning with the regular survey cycle.

LCRA – supported

A stratified sample is drawn from the customer base each month based on client group and geographical location.

e) Summary of assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)

Characteristics included in representativeness checks:

LCRA general needs: Geographical region, property type, property size, age of customer, ethnicity, client group

LCRA – supported: Geographical region, client group

LCHO: Geographical region, property type, property size, age of customer

We have chosen these factors as they have proved to have a material impact on survey scores in the past

A breakdown of representativeness is shown in the table at the end of this document

f) Any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)

No weighting applied

g) The role of any named external contractor(s) in collecting, generating or validating the reported perception measures

Phone surveys – Research Resource are provided with a file of customers eligible for the TSM survey in that month, along with quota requirements relating to one or more of the characteristics being monitored for representativeness.

Research Resource apply stratified sampling to identify the customers to be contacted. They then carry out the phone interviews and enter responses directly into Home Group's Survey Monkey account.

Postal surveys – Research Resource are provided with a list of customers to receive a postal invite each month. They issue a paper copy of the survey along with a covering letter and input any returned surveys directly into Home Group's Survey Monkey account for consistency.

Home Group carry out a quality check on the phone and postal responses received and refer any queries relating to data which appears to be missing, inaccurate or duplicated for Research Resource to check against their phone recordings or paper survey copies.

h) The number of tenant households within the relevant population that have not been included in the sample frame due to exceptional circumstances described in paragraph 63 with a broad rationale for their removal

No households excluded

i) Reasons for any failure to meet the required sample size requirements summarised in Table 5

The required sample size for LCRA was exceeded with a calculated margin of error of +/- 1.7% against a requirement of +/- 2.0% at a 95% confidence level, as per the regulatory guidance.

The required sample size for LCHO was narrowly missed, as a sample size of 514 was required to give a margin of error of +/- 4.0% at 95% confidence level.

Fo LCHO a sample size of 480 was achieved giving a margin of error of +/- 4.2% at 95% confidence level. Working closely with Resource Research we agreed to follow the same approach which had delivered the required sample size in 2024/25. Unfortunately, we did not achieve the same result with lower response rate achieved across all channels (telephone, email and post).

This led to a shortfall of 34 surveys (2.8 per month) leading to a margin of error of 4.2% against the requirement of 4.0%. We are working closely with Research Resource to introduce higher targets to avoid a reoccurrence of these issues in 2026/27 and we have also taken decisive action to strengthen customer engagement for this cohort by introducing a new dedicated role of Homeownership Engagement Partner from 1 June 2026. We are also investigating potential barriers to engagement and participation by reviewing our customer journey between Persona Homes (our new build sales brand) and Home Group to identify further opportunities to improve customer experience and to encourage feedback to increase TSM survey uptake.

j) Type and amount of any incentives offered to tenants to encourage survey completion

No incentives offered.

k) Any other methodological issues likely to have a material impact on the tenant perception measures reported

N/A

Additional information
Informal surveys
Our Customer Engagement Team works with a team of trained customer assessors to carry out customer promise scrutiny assessments. These involve face-to-face conversations with customers to assess the extent to which we are meeting our Customer Promise. We include the TSM survey questions in these assessments but will not include the responses in our regulatory return because the collection method does not meet the requirements of the guidance document. Conversations are concentrated in a specific geographical area, there is no attention paid to representativeness of responses, and customer assessors are not trained in the required market research techniques.

Data protection and confidentiality

Survey responses are anonymous by default, but customers are given the option to share their postcode only or their name and postcode to help us make improvements at a local and national level. The question is asked towards the end of the survey so that customers can assess how comfortable they are to share their details in the knowledge of the responses they have given. If customers do not answer the anonymity question, their responses stay anonymous.

If customers do share their details they are asked whether they would like Home Group to get in touch to discuss any of the issues they have raised.

At the beginning of the survey, we state that we will override anonymity if information is shared which is an imminent or significant risk to health and safety or a safeguarding concern.

For digital and postal surveys, we do this by looking at the raw survey data before it has been anonymised. For telephone surveys, interviewers explicitly check with any customers who have mentioned concerning details to get their permission to pass the details to Home Group for the purpose of addressing this concern only, or to let them know how to report the issue if they are not willing to share their details.

All open-ended responses are reviewed and identifying details are redacted (if the customer wanted anonymity or details are sensitive) before the data is shared in a Power BI dashboard.

Breakdown of representativeness LCRA

Quota type	Category	Relevant tenant population	Total survey responses	Variance from % required
		(% total)	(% total)	
LCRA - 3043 responses **+/-2% tolerance**				
Housing type	General needs	91.93%	90.2%	**-1.75%**
Housing type	Supported	8.07%	9.8%	**1.75%**

Breakdown of representativeness LCRA – General needs

Quota type	Category	Relevant tenant population	Total survey responses	Variance from % required
		(% total)	(% total)	
LCRA General needs – 2,739 responses **+/-2% tolerance**				
Age	16 - 24	2.51%	2.94%	**0.44%**
Age	25 - 34	14.16%	14.13%	**-0.03%**
Age	35 - 44	20.32%	19.36%	**-0.96%**
Age	45 - 54	19.95%	18.84%	**-1.10%**
Age	55 - 64	20.04%	20.02%	**-0.02%**
Age	65 - 74	12.86%	13.80%	**0.94%**
Age	75 - 84	7.64%	8.10%	**0.46%**
Age	85+	2.52%	2.80%	**0.28%**
Region	Central	15.0%	15.09%	**0.12%**
Region	East Coast and Yorkshire	28.9%	28.57%	**-0.30%**
Region	North East	15.3%	15.85%	**0.52%**
Region	North West	23.9%	23.65%	**-0.25%**
Region	South	16.9%	16.84%	**-0.09%**
Ethnicity	BME	11.4%	11.96%	**0.58%**
Ethnicity	Non BME	88.6%	88.04%	**-0.58%**
Property type	Bedsit	0.50%	0.55%	**0.05%**

Property type	Bungalow	8.50%	8.89%	**0.40%**
Property type	Flat	28.79%	28.94%	**0.15%**
Property type	House	61.45%	60.81%	**-0.64%**
Property type	Maisonette	0.76%	0.80%	**0.04%**
No.of bedrooms	0	0.51%	0.48%	**-0.04%**
No. of bedrooms	1	16.91%	17.86%	**0.96%**
No. of bedrooms	2	43.04%	42.64%	**-0.39%**
No. of bedrooms	3	35.61%	35.10%	**-0.51%**
No. of bedrooms	4+	3.93%	3.92%	**-0.02%**
Client group	General needs	95.27%	94.37%	**-0.90%**
Client group	Housing for older people	4.73%	5.63%	**0.90%**

Breakdown of representativeness LCRA – Supported

Quota type	Category	Relevant tenant population	Total survey responses	Variance from % required
		(% total)	(% total)	
LCRA Supported - 299 responses **+/-5% tolerance**				
Region	Central	22.24%	21.07%	**-1.17%**
Region	East Coast and Yorkshire	21.28%	23.41%	**2.13%**
Region	North East	25.07%	25.75%	**0.69%**
Region	North West	4.25%	3.68%	**-0.57%**
Region	South	27.16%	26.09%	**-1.07%**
Client group	Ex Offenders	2.98%	2.01%	**-0.06%**
Client group	Frail Elderly	6.32%	3.02%	**0.04%**
Client group	Generic/Mixed	19.47%	5.37%	**-0.95%**
Client group	Learning Disabilities	13.10%	20.81%	**1.33%**
Client group	Mental Health	21.96%	12.42%	**-0.68%**
Client group	Single Homeless	23.71%	22.82%	**0.86%**
Client group	Women and Domestic Violence	4.30%	22.82%	**-0.89%**
Client group	Young People at Risk	6.08%	3.36%	**-0.94%**
Client group	Less than 1% of stock	2.08%	7.38%	**1.30%**

Breakdown of representativeness LCHO

Quota type	Category	Relevant tenant population	Total survey responses	Variance from % required
		(% total)	(% total)	
LCHO - 480 responses **+/-4% tolerance**				
Age	16 - 24	1.7%	2.0%	**0.36%**
Age	25 - 34	21.5%	17.4%	**-4.08%**
Age	35 - 44	25.7%	22.5%	**-3.21%**
Age	45 - 54	18.2%	17.8%	**-0.39%**
Age	55 - 64	13.8%	14.1%	**0.32%**
Age	65 - 74	8.3%	11.7%	**3.46%**
Age	75 - 84	6.6%	8.7%	**2.15%**
Age	85+	4.3%	5.7%	**1.40%**
Region	Central	22.5%	23.1%	**0.66%**
Region	East Coast and Yorkshire	21.7%	22.1%	**0.36%**
Region	North East	14.2%	14.6%	**0.34%**
Region	North West	6.6%	7.3%	**0.69%**
Region	South	35.0%	32.9%	**-2.05%**
Property type	Flat/Maisonette	37.3%	38. 8%	**1.48%**
Property type	House / bungalow	62.7%	61.2%	**-1.48%**
No. of bedrooms	0	0.9%	1.3%	**0.38%**
No. of bedrooms	1	12.8%	15.0%	**2.23%**
No. of bedrooms	2	55.1%	54.8%	**-0.34%**
No. of bedrooms	3	28.2%	25.8%	**-2.39%**
No. of bedrooms	4+	3.0%	3.1%	**0.12%**