



Summary of Methodology – Tenant Satisfaction Measures for LCRA

TLF Research were appointed to undertake South Lakes Housing TSM surveys following procurement exercise carried out in August 2022. Through this process we were able to identify a supplier to carry out research in line with the requirements set by the Regulator of Social Housing.

The survey contents meet the criteria set out by the Regulator of Social Housing – Tenant Survey Requirements.

We included the following additional survey questions, as follows:

- Following open ended question after TP01 about overall satisfaction:
 - If very satisfied – “why would you say you are satisfied?”
 - If fairly satisfied or neither satisfied nor dissatisfied – “what could South Lakes Housing do to make you satisfied?”
 - If fairly or very dissatisfied – “what would you say you are you are dissatisfied?”
- Following open ended question after TP06 about satisfaction with listens to your views and acts upon them.
 - If fairly or very dissatisfied - “Why would you say you are dissatisfied?”
- Over the last 12 months, have you noticed any change in the service provided by South Lakes Housing. Has it improved, stayed the same or deteriorated?
 - Improved (Why do you say that?)
 - Stayed the same
 - Deteriorated (Why do you say that?)
 - Don't know/Can't say

The TSM surveys were conducted in two phases; July (2nd -23rd July) and December 2025 (3rd – 18th Dec). The surveys were conducted by telephone and online email invitation. A mix methodology supports inclusivity and flexibility for completion of the survey and reduce barriers for completions in terms of digital access, visual impairment and literacy. No customers were excluded. A stratified random sampling approach was used.

The proportion of respondents who report that they are satisfied with the overall service from their landlord (TP01) for each survey method were:

Telephone 82.6% - an increase of 2.4% when compared to 2024-25 results (80.2%)

Internet 63.3% - a significant decrease of 12.5% when compared to 2024-25 results (75.8%)

Please see below further breakdown in relation to our approach for our customer living in rented housing (LCRA), TLF Research contacted all the customers on the database.

KEY SURVEY INFORMATION



SAMPLING

- Total tenant population supplied to TLF: 3221
- A stratified random sampling was used
- Total sample size achieved: 598
- 549 by telephone, 49 by web



DATA COLLECTION

- Data collected six monthly
- Data collected between 8th July 2025 and 18th December 2025
- TLF Research used as the external contractor
- Incentives were not used



RELIABILITY

- With a total population of 3221 the confidence level achieved must be within at least +/-4%
- Reliability was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-2.8%



QUESTIONNAIRE

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines



WEIGHTING

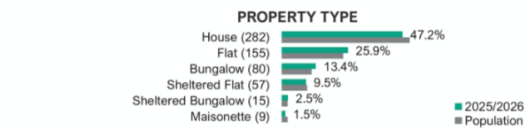
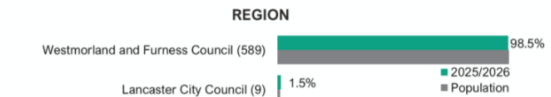
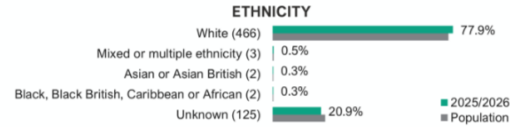
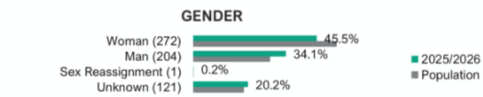
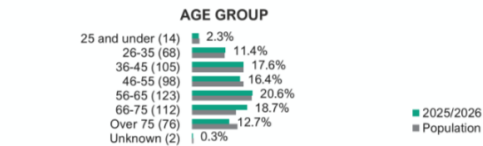
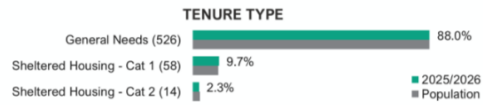
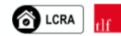
- Weighting was not necessary; the sample is representative of the total population.



ANALYSIS

- All partial completes that have answered overall satisfaction have been included.
- % satisfied has been calculated excluding Don't know and Not answered.
- All bases have been reported throughout

WHO WE INTERVIEWED VS. POPULATION



Sample size shown in (). Population data is based on information provided on the database.

There was a latest news web article to promote the publication of the TSM survey to Tenants for 2025/26: <https://www.southlakeshousing.co.uk/the-first-of-our-2025-26-tenant-satisfaction-measures-tsm-surveys-have-begun/>