

# Tenant Satisfaction Measures - Methodology 24/25 Survey

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## About the surveys

We want your experiences with our services to be positive from start to finish. And we want to know if we're meeting this ambition by finding out how satisfied you are. In 2023, the Regulator of Social Housing (RSH) set out a new set of tenant satisfaction measures (TSMs) designed to see how well landlords like us are doing at:

- Keeping properties in good repair
- Maintaining building safety
- Respectful and helpful engagement
- Effective handling of complaints
- Responsible neighbourhood management

The TSMs are split into two sections:

- 12 satisfaction survey questions that customers answer
- 10 management information measures.

## Data assurance and external partners

For our 2024/2025 surveys, we worked with The Leadership Factor (TLF), to carry out the surveys.

TLF are a customer research agency specialising in customer experience, are members of the Market Research Society and are fully compliant with Data Protection Laws. We worked with them so they can do what they're best at, and we can keep focused on delivering our services.

Surveys were all recorded and conducted using the MRS Code of Conduct and in accordance with data legislation. A portion of the calls (2%) were reviewed by the Abri Group to make sure customers were being asked questions accurately and objectively.

## When did the surveys take place?

Our TSM survey was carried out in February 2025.

Between 4 February and 26 February, TLF spoke to 528 residents as part of telephone interviews. Some partial responses have been included - for example, where a customer has responded to some but not all questions in the survey, they have been included within the responses for those questions they have responded to.

- 512 surveys were completed in full, 16 were partially completed

## How did we survey?

All surveys were carried out as telephone interviews. This was considered the best way to do the surveys as fewer than 3% of customers did not have a phone number. This would also allow TLF to reach out to a wide tenant base and correct any imbalance in response by setting quotas for the telephone interviews.

TLF also analysed the customer data without any phone numbers to make sure that this didn't affect a particular customer demographic within the data. Customers without a phone number were diverse in terms of tenure, age, ethnicity and property type.

Surveys were carried out between 9.30am and 8.30pm Monday to Friday, and Saturday mornings.

Our number of completed surveys exceeded the requirement set by the Regulator.

Tenure type	Population	Confidence interval required	Number of surveys required per annum for submission	Number of surveys completed
LCRA	4104	+/- 4%	524	528

There were some types of homes that we excluded from the population sample:

- Voids (empty homes)
- Registered care homes
- Student accommodation

### **Making sure our sample represented our customers**

Based on our customer data, quotas were set by tenure type and age group, as these categories significantly influence satisfaction scores, as identified by Regulator. We had comprehensive coverage of this information across their database.

To make sure our sample was representative, we set quotas for age, and sampling was monitored by local authority, tenure type, property type, gender and ethnicity to ensure the general proportion of responses closely aligned with the total population.

We also included customers whose properties are managed by external management companies in our sample and interviewed 2 (this was 6.25% of all customers who were interviewed).

This table illustrates the demographic breakdown for Octavia's customer population next to the survey responses achieved for LCRA (some don't add up to 100% due to rounding).

LCRA	POPULATION	SURVEYED
Local Authority	%	%
Westminster (224)	42.7%	42.4%
RBKC (132)	26.1%	25.0%
Hammersmith & Fulham (66)		
Brent (60)	11.2%	12.5%
Hounslow (14)	10.9%	11.4%
Wandsworth (12)	2.9%	2.7%

Camden (10)	1.7%	2.3%
Southwark (6)	1.9%	1.9%
Ealing (3)	1.5%	1.1%
Barnet (1)	0.9%	0.6%
Hillingdon (0)	0.2%	0.2%
	0.0%	0.0%
<b>AGE GROUP</b>	<b>%</b>	<b>%</b>
16-24 (7)	0.8%	1.3%
25-34 (38)	7.2%	7.2%
35-44 (84)	16.8%	15.9%
45-54 (100)	19.6%	18.9%
55-64 (139)	25.6%	26.3%
65-74 (92)	16.0%	17.4%
75-84 (41)	7.9%	7.8%
85+ (17)	3.6%	3.2%
Unknown (10)	2.5%	1.9%
<b>TENURE TYPE</b>	<b>%</b>	<b>%</b>
General Needs (461)	88.6%	87.3%
Supported Housing/Housing for Older People (36)	7.1%	6.8%
Intermediate (31)	4.3%	5.9%
<b>PROPERTY TYPE</b>	<b>%</b>	<b>%</b>
Flat (484)	89.4%	91.7%
House (24)	5.6%	4.5%
Maisonette (15)	3.7%	2.8%
Bedsit (2)	0.0%	0.4%
Studio (2)	0.9%	0.4%
Bedspace (1)	0.4%	0.2%
<b>GENDER</b>	<b>%</b>	<b>%</b>

Female (337)	61.6%	63.8%
Male (187)	37.6%	35.4%
Unknown (4)	0.7%	0.8%
Transgender (0)	0.1%	0.0%
<b>ETHNICITY</b>	<b>%</b>	<b>%</b>
White (171)	30.8%	32.4%
Unknown (170)	29.2%	32.2%
Black, Black British, Caribbean or African (76)	16.1%	14.4%
Mixed or multiple ethnic groups (60)	11.0%	11.4%
Other ethnic groups (36)	8.5%	6.8%
Asian or Asian British (15)	4.4%	2.8%

### Representing customers who need support

To make sure we were representing the views of all customers in our interviewing, TLF monitored any potential language barriers, having the capacity to offer language translations should a customer need it. TLF also sought permission from others in household to translate if it was needed.

TLF were provided contact details so that they could direct any causes for concern about safeguarding to resident housing officers. They could then respond to these emails and deal with any specific concerns.

### How did we share our results?

TLF created a final insight report based on the findings from the 2024/25 TSM survey results. We used this report, as well as the results of the 2023/24 TSM survey to create updates for internal and external audiences.

We have communicated our results to customers, and information on what we will be focusing on to improve, through the following methods:

- Our 2024-2025 TSM results are shared on our [website](#)
- We shared our results digitally with customers by including it in our July edition of our Resident Update (emailed to 4,200 customers and printed for 893)

You can give your views and help to shape our services in many different ways. Your views really do make a difference. You can learn more on our website: [Options | Be Involved | Octavia Housing](#)