



Tenant Satisfaction Measures (TSM)

Tenant Perception Survey - Sample Representativeness

FY 2024-2025

RESEARCH AND INSIGHT TEAM
MARCH 2025

CREATING
COMMUNITIES
TOGETHER

TSM Summary of Approach

The Southern Housing Tenant Perception Survey, as part of the Tenant Satisfaction Measures (TSM) takes place on a monthly rolling basis from April to March each financial year.

The 2024-2025 Tenant Perception Survey was conducted from 2nd April 2024 and 13th March 2025, via telephone interviews by the in-house team of survey advisors and the responses recorded by using Qualtrics platform.

At the end of the financial year 2024-2025, Southern Housing achieved a sample size for overall satisfaction (TP01) of:

- 2,321 for Low Cost Rental Accommodation residents
- 950 for Low Cost Home Ownership residents

This met the required sample size to achieve the required levels of statistical accuracy of +/- 2% for LCRA and +/-3% for LCHO, both at 95% confidence level:

- 2,311 for Low Cost Rental Accommodation
- 947 for Low Cost Home Ownership

The required sample size for LCRA and LCHO were calculated based on the relevant Southern Housing tenant population:

- 60,934 for Low Cost Rental Accommodation
- 8,359 for Low Cost Home Ownership

This included both legacies Optivo and Southern Housing Group as of 31st March 2025, as set out in [table 1](#).

Each month, the number of responses achieved are monitored against the monthly targets for LCRA and LCHO and the sample representativeness compared with the tenant population within the following characteristics:

- Legacy (Optivo and Southern Housing Group)
- Gender
- Age of respondent
- Regions
- Stock type (General needs and Housing for Older People and Supported Housing)
- Building type (Houses and Flats)
- Number of beds
- Ethnicity

This allowed ad-hoc adjustments of the monthly targets to ensure achieving representativeness within the final sample.



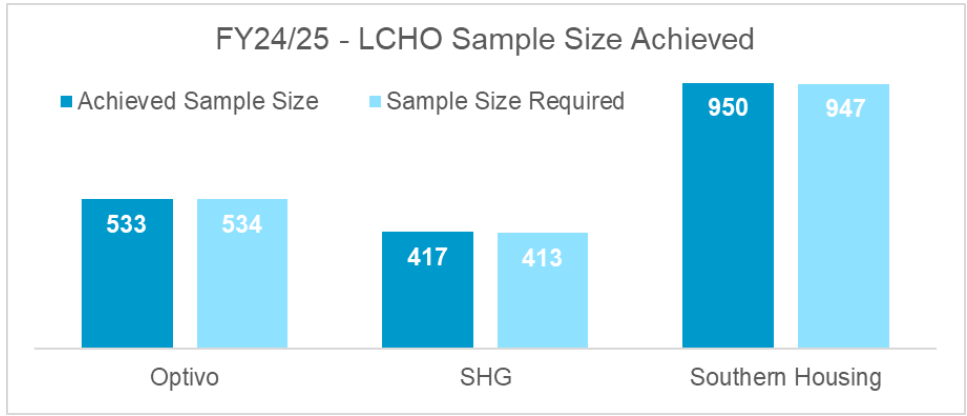
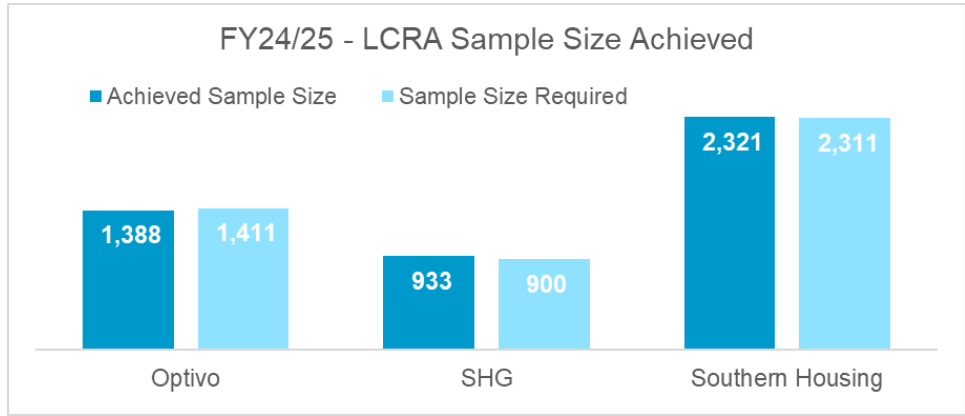
Table 1: Sample Size Achieved as of 31 March 2025

LCRA - FY24/25 Sample Size Achieved for Overall Satisfaction as of 31 March 2025

	LCRA Stock		Achieved Sample Size		Sample size required to achieve the minimum statistical accuracy (margin of error at 95% confidence level: +/- 2%)
	Number	Percentage	Number	Percentage	Number
Optivo	37,217	61%	1,388	60%	1,411
SHG	23,717	39%	933	40%	900
Southern Housing	60,934		2,321		2,311

LCHO - FY24/25 Sample Size Achieved for Overall Satisfaction as of 31 March 2025

	LCHO Stock		Achieved Sample Size		Sample size required to achieve the minimum statistical accuracy (margin of error at 95% confidence level: +/- 3%)
	Number	Percentage	Number	Percentage	Number
Optivo	4,714	56%	533	56%	534
SHG	3,645	44%	417	44%	413
Southern Housing	8,359		950		947



Assessment of sample representativeness

An assessment of representativeness of the sample against the relevant tenant population was carried out on the following characteristics:

- Gender
- Age of respondent
- Regions
- Stock type (General needs and Housing for Older People and Supported Housing)
- Building type (Houses and Flats)
- Number of beds
- Ethnicity

To assess the extent to which the achieved sample is representative of the relevant tenant population, the differences between total survey responses and the relevant tenant population in terms of the above characteristics, were tested whether they were statistically significant or not by using two statistical techniques, the Confidence Intervals (CIs) technique and the Chi-Square Test.

These statistical tests were conducted separately for LCRA and LCHO.

In 2024-2025 within the LCRA survey responses, the sample over- or under-estimated the tenant population by +/- 1 percentage point and over only in few characteristics' groups. In most groups the over- or under-estimation was below the 1 percentage point. All differences between sample and population were found **not statistically significant** (as reported in [table 2](#)).

Within the LCHO survey responses the sample over- or under-estimated the tenant population by +/- 1 percentage point and over only in few characteristics' groups. In most groups the over- or under-estimation was below the 1 percentage point. All differences between sample and population were found **not statistically significant** as reported in [table 3](#).

As a result of this sample assessment of representativeness, we concluded that there is no need to weight the responses, therefore no weights were developed and applied to the results.

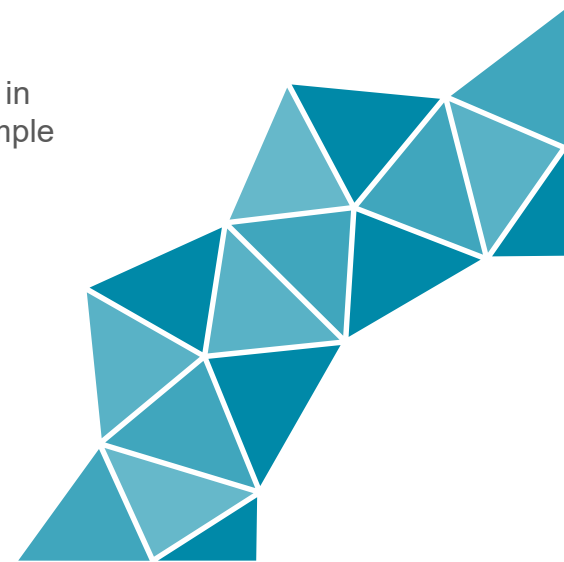


Table 2: LCRA – FY24/25 Tenant Population and Achieved Sample Size as of 31 March 2025

LCRA - FY24/25 Tenant Population and Achieved Sample Size as of 31 March 2025

		Overall Satisfaction Score	Tenant Population		TSM Respondents		DIFF	StatSign (*)
			Number	%	Number	%		
LCRA	All tenants	63%	60,934	100%	2,321	100%	-	-
Gender	Female	61%	36,926	64.0%	1,498	64.1%	0.1%	NO
	Male	67%	20,736	36.0%	838	35.9%	-0.1%	NO
	Grand Total		57,662		2,336			
Age Group	18 - 24	63%	913	1.6%	28	1.2%	-0.4%	NO
	25 - 34	60%	5,890	10.3%	234	10.1%	-0.2%	NO
	35 - 44	54%	9,481	16.6%	389	16.8%	0.2%	NO
	45 - 54	61%	10,862	19.0%	428	18.5%	-0.6%	NO
	55 - 64	63%	13,367	23.4%	552	23.8%	0.4%	NO
	65 - 74	66%	9,062	15.9%	372	16.1%	0.2%	NO
	75 - 84	73%	5,582	9.8%	246	10.6%	0.8%	NO
	85 and over	84%	1,930	3.4%	68	2.9%	-0.4%	NO
	Grand Total		57,087		2,317			
Region	IOW, Surrey, Berks and Hants	55%	8,747	15.3%	363	15.5%	0.2%	NO
	Kent and Essex	75%	9,969	17.5%	407	17.4%	-0.1%	NO
	London	59%	22,913	40.2%	936	40.0%	-0.2%	NO
	Midlands	78%	1,976	3.5%	81	3.5%	0.0%	NO
	Sussex	64%	13,410	23.5%	551	23.6%	0.0%	NO
	Grand Total		57,015		2,338			
Stock Group	General Needs	62%	52,416	87.6%	2,086	89.0%	1.4%	NO
	Housing for Older People & Supported Housing	75%	7,403	12.4%	258	11.0%	-1.4%	NO
	Grand Total		59,819		2,344			
Property Class (Flat/House)	Flat	62%	37,247	61.0%	1,465	62.5%	1.5%	NO
	House	65%	23,794	39.0%	878	37.5%	-1.5%	NO
	Grand Total		61,041		2,343			
Number of Beds	0-1 (bedsit and 1 bed)	66%	22,453	36.8%	863	36.9%	0.1%	NO
	2 beds	60%	20,825	34.1%	864	36.9%	2.8%	NO
	3 beds	63%	15,403	25.2%	538	23.0%	-2.2%	NO
	4 and more beds	62%	2,356	3.9%	74	3.2%	-0.7%	NO
	Grand Total		61,037		2,339			
Ethnicity	White	67%	33,153	74.3%	1,341	74.1%	-0.2%	NO
	Asian or Asian British	68%	1,905	4.3%	69	3.8%	-0.5%	NO
	Black or Black British	59%	7,151	16.0%	314	17.4%	1.3%	NO
	Mixed	46%	1,540	3.5%	55	3.0%	-0.4%	NO
	Other	69%	862	1.9%	30	1.7%	-0.3%	NO
	Grand Total		44,611		1,809			

StatSign (*) **Statistically Significant** - 'NO' indicates that the difference between tenant population and TSM respondents (or survey responses) is NOT statistically significant, therefore **the achieved sample is representative of the relevant tenant population**. The Statistical Significance was tested by using the **Chi-Sq testing** and the **Confidence Intervals (CIs) technique** with a margin of error of 3*se (where se is the standard deviation).



Table 3: LCHO – FY24/25 Tenant Population and Achieved Sample Size as of 31 March 2025

LCHO - FY24/25 Tenant Population and Achieved Sample Size as of 31 March 2025

		Overall Satisfaction Score	Tenant Population		TSM Respondents		DIFF	StatSign (*)
			Number	%	Number	%		
LCHO	All tenants	33%	8,359	100%	950	100%	-	-
Gender	Female	35%	3902	49.8%	491	51.5%	1.8%	NO
	Male	31%	3938	50.2%	462	48.5%	-1.8%	NO
	Grand Total		7840		953			
Age Group	18 - 24	100%	48	0.7%	3	0.4%	-0.4%	NO
	25 - 34	35%	1224	19.0%	158	18.7%	-0.3%	NO
	35 - 44	28%	2006	31.1%	255	30.1%	-1.0%	NO
	45 - 54	26%	1447	22.4%	194	22.9%	0.5%	NO
	55 - 64	42%	910	14.1%	122	14.4%	0.3%	NO
	65 - 74	39%	495	7.7%	70	8.3%	0.6%	NO
	75 - 84	37%	231	3.6%	35	4.1%	0.6%	NO
	85 and over	75%	87	1.3%	9	1.1%	-0.3%	NO
	Grand Total		6448		846			
Region	IOW, Surrey, Berks and Hants	25%	1010	12.8%	117	12.2%	-0.6%	NO
	Kent and Essex	41%	654	8.3%	81	8.4%	0.1%	NO
	London	30%	4549	57.8%	552	57.6%	-0.3%	NO
	Midlands	48%	191	2.4%	25	2.6%	0.2%	NO
	Sussex	40%	1463	18.6%	184	19.2%	0.6%	NO
	Grand Total		7867		959			
Property Class (Flat/House)	Flat	30%	5884	68.0%	684	70.5%	2.6%	NO
	House	40%	2774	32.0%	286	29.5%	-2.6%	NO
	Grand Total		8658		970			
Number of Beds	0-1 (bedsit and 1 bed)	66%	2,342	27.2%	261	27.0%	-0.2%	NO
	2 beds	60%	4,459	51.8%	518	53.6%	1.7%	NO
	3 beds	63%	1,697	19.7%	177	18.3%	-1.4%	NO
	4 and more beds	62%	107	1.2%	11	1.1%	-0.1%	NO
	Grand Total		8,605		967			
Ethnicity	White	31%	2051	73.7%	233	75.2%	1.5%	NO
	Asian or Asian British	36%	170	6.1%	16	5.2%	-0.9%	NO
	Black or Black British	35%	352	12.6%	41	13.2%	0.6%	NO
	Mixed	45%	122	4.4%	11	3.5%	-0.8%	NO
	Other	33%	88	3.2%	9	2.9%	-0.3%	NO
	Grand Total		2783		310			



StatSign (*) **Statistically Significant** - 'NO' indicates that the difference between tenant population and TSM respondents (or survey responses) is NOT statistically significant, therefore **the achieved sample is representative of the relevant tenant population**. The Statistical Significance was tested by using the **Chi-Sq testing** and the **Confidence Intervals (CIs) technique** with a margin of error of 3*se (where se is the standard deviation).