

Tenant Satisfaction Measures: Survey Approach, representativeness and question set Exeter City Council

Introduction

The Tenant Satisfaction Measures (TSM) Standard mandates that all registered providers develop and report TSMs in accordance with the guidelines set by the regulator. As part of this requirement, it is necessary for Exeter City Council (ECC) to inform its customers about its approach to conducting the TSM Perception survey and collecting data.

This document details ECC methodology and outlines the criteria specified in the Regulator of Social Housing's publication, Tenant Satisfaction Measures Return.

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys and report performance annually as specified by the RSH. TSMs are intended to make landlords' performance more visible to tenants so that tenants can hold their landlord to account. TSMs consist of 22 measures: 10 providing management information from data held by the landlord and 12 satisfaction measures gathered from tenant surveys. In addition to overall satisfaction with landlord services, the measures cover five key themes:

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

Providers must publish a summary of the survey approach used to generate published tenant perception measures. This must be made clearly available alongside each set of tenant perception measures published by the provider.

Summary of Achieved Sample & Sample Method

ECC works with Acuity Research & Practice Ltd, an accredited organisation that is dedicated to providing research services in the social housing sector. We use survey information to understand how our tenants feel about their homes and services and how we can improve. Acuity was commissioned for collecting, generating and validating reported perception measures.

In 2025/26, ECC completed TSM surveys with a sample of residents. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator of

Social Housing was met. ECC must ensure that they survey enough residents to meet a statistical accuracy (margin of error at 95% confidence interval) of +/- 4%.

During 2025/26, ECC completed 768 TSM surveys. ECC have 4624 properties which means that a statistical accuracy level of +/- $\pm 2.0\%$ was achieved, which is a greater level of accuracy than required.

No tenant was removed from the sample frame. All responses have been included.

There are no incentives used for this survey.

There are no known methodological issues likely to have a material impact on the tenant perception measures reported.

Timing of Survey

ECC carried out a total of 768 surveys between 05/06/2025 and 01/04/2026

Collection Method(s)

The TSM Surveys were completed via online and telephone methodologies. The rationale for using a mixed methodology approach is:

- **Accessibility and Inclusivity:** Ensuring accessibility for all tenants, which aligns with our goal of reaching a broad and representative sample
- **Engagement and Data Quality:** Indirect though online methods, and direct interaction over the phone tend to enhance engagement, allowing participants to answer clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates:** Using a mixed methodology approach maximises the robustness of our data and ensuring the results truly reflect the tenant base. Including a telephone aspect also allows ECC to be reactive to flags and alerts, which improves customer recovery
- **Reliability and Consistency:** Maintaining consistency with previous years' methodologies allows for more reliable trend analysis. It also enables richer information to be gathered.
- **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

Sample Method

A sample approach was used for ECC's fieldwork. Acuity contacted a random selection of current tenants in a telephone survey based on quotas or were given the opportunity complete the survey online by either requesting to do so when speaking to an interviewer or by receiving a unique link via email or sms. The survey is carefully scripted to ensure a professional and consistent process.

Survey responses are immediately shared with ECC who then manage a follow up and review process which includes both responding to feedback as necessary, and analysing the feedback, to understand how we can improve.

Representativeness

Representative checks were carried out to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Gender	Population	Sample
Female	63%	65%
Male	37%	35%

Ward Description	Population	Sample
Alphington	4%	4%
Duryard & St James	1%	1%
Exwick	5%	5%
Heavitree	7%	7%
Mincinglake & Whipton	23%	23%
Newtown St Leonards	4%	4%
Pennsylvania	5%	5%
Pinhoe	3%	3%
Priory	22%	23%
St Davids	8%	8%
St Loyes	7%	7%
St Thomas	3%	3%
Topsham	7%	7%

Age Group	Population	Sample
0 - 24	1%	1%
25 - 34	10%	10%
35 - 44	17%	17%
45 - 54	16%	17%
55 - 59	10%	10%
60 - 64	11%	11%
65 - 74	18%	18%
75 - 84	11%	11%
85 +	5%	4%

Ethnicity	Population	Sample
Asian or Asian British Bangladeshi	0.19%	0%
Asian or Asian British Indian	0.09%	0.13%
Asian or Asian British Other	0.35%	0.39%
Asian or Asian British Pakistani	0.06%	0%
Black or Black British African	0.32%	0.26%
Black or Black British Caribbean	0.06%	0.13%
Black or Black British Other	0.11%	0%
Chinese or Other Ethnic Group Chinese	0.02%	0%
Chinese or Other Ethnic Group Other	0.35%	0%
Mixed Other	0.22%	0.52%

Mixed White & Asian	0.06%	0%
Mixed White & Black African	0.13%	0.13%
Mixed White & Black Carribbean	0.06%	0%
White British	80%	80%
White Other	2%	2%
Unknown	16%	17%

Length of Tenancy	Population	Sample
A. < 1 year	0%	5%
B. 1 - 3 years	18%	20%
C. 4 - 5 years	10%	10%
D. 6 - 10 years	20%	18%
E. 11 - 20 years	23%	21%
F. Over 20 years	29%	25%

Questionnaire & Introductory Text

Hello is that [Respondent Name],

My name is [Interviewer Name] and I'm calling on behalf of [Organisation Name] from an independent research agency called Acuity. We are carrying out short satisfaction surveys with [description] to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare [Survey Length] minutes to go through the survey with me now?

IF NO ASK: can I call back at another time?

No appointments after [Project End Date]

IVR READ OUT: The survey will be used to calculate tenant satisfaction measures to be published by [Organisation Name] and reported back to the Regulator of Social Housing.

If the customer would like to verify the validity of this survey they need to contact [Organisation Name] by email [Email Address] or by phone [Telephone Number].

NB: Data sharing if challenged –

“Your landlord will, from time to time, share your personal data with third parties for *legitimate interests*. This could be transferring it to repairs contractors to carry out repairs or for research purposes such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause which can also be found in the data privacy statement on your landlord’s website.

You can however opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from our system and flag this back to your landlord. I however urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that [Organisation Name] provides. [Organisation Name] will be able to identify you from your survey responses, are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No

Question Set

Label	Question text	Rating scale
Overall Satisfaction	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Exeter City Council?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Overall Satisfaction Very Satisfied Comments	Please can you explain why you are very satisfied?	Open Ended
Overall Satisfaction Neutral Comments	What could Exeter City Council do to improve your satisfaction with the service?	Open Ended
Overall Satisfaction Very Dissatisfied Comments	Please can you explain why you are very dissatisfied? And what Exeter City Council needs to improve?	Open Ended
Well Maintained Home	How satisfied or dissatisfied are you that Exeter City Council provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Safe Home	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Exeter City Council provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Communal Areas?	Do you live in a building with communal areas, either inside or outside, that Exeter City Council is responsible for maintaining?	Yes / No / Don't know
Communal Area satisfaction	How satisfied or dissatisfied are you that Exeter City Council keeps these communal areas clean and well-maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Home or communal areas safe or well maintained Comments	If you do not feel that your home (and / or communal areas) are safe and/or well maintained, please can you explain why and suggest what could be improved?	
Repairs in last 12 months?	Has Exeter City Council carried out a repair to your home in the last 12 months?	Yes/No

Repairs last 12 months satisfaction	How satisfied or dissatisfied are you with the overall repairs service from Exeter City Council over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Time taken repairs	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Repairs Comments	If you are not satisfied with how Exeter City Council deals with repairs and maintenance, please could you explain the reason why?	Open Ended
Contribution to neighbourhood	How satisfied or dissatisfied are you that Exeter City Council makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Approach to ASB	How satisfied or dissatisfied are you with Exeter City Council's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
ASB in Last 12 Months	Have you reported anti-social behaviour to Exeter City Council in the last 12 months?	Yes/No
Listens to views & acts upon them	How satisfied or dissatisfied are you that Exeter City Council listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Keeps you informed	How satisfied or dissatisfied are you that Exeter City Council keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
Fairly and with respect	To what extent do you agree or disagree with the following 'Exeter City Council treats me fairly and with respect'?	Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Not Applicable/Don't Know
Easy to Deal With	How satisfied or dissatisfied are you that Exeter City Council is easy to deal with?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

Customer Service and Communication Comments	If you are not satisfied with customer service and communications please provide more information, and what could Exeter City Council improve?	Open Ended
Complaints in last 12 months?	Have you made a complaint to Exeter City Council in the last 12 months?	Yes/No
Complaints Handling	How satisfied or dissatisfied are you with Exeter City Council's approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
Know how to make a complaint	Are you aware of Exeter City Council's complaints process and how to make a complaint?	Yes / No / Don't know
Complaint Stage Resolution	What stage in the complaints process did your complaint reach?	Informal complaint (Service failure), Formal Stage 1, Formal Stage 2, Not sure / don't know
Complaint Type	What was your complaint related to?	Repairs service, Property condition, ASB, Cleaning, Gardening, Damp and mould, Staff or contractor attitude, Communication, Tenancy matters, Rent or service charge matters, Other (please specify), none listed
Complaint Resolution	Has your complaint now been resolved?	Yes - I am happy with the resolution, Yes - I am not happy with the resolution, No - complaint is still ongoing, No - my landlord has not acknowledged my complaint
Complaint Route	How did you make your complaint? If you have gone through more than one route, please tick all that apply	Telephone call, Email to general email, To a member of staff, Via the website, In writing, Through a legal representative, To a regulatory body, e.g. Housing Ombudsman, Other (please specify)
Complaint Went Well	What went well about the way your complaint was handled?	Open Ended
Improve Complaint Handling	How could your landlord improve the way it handles complaints? Tick all that apply	Improve communication / keep me updated, Improve internal communication

		(communication between teams), Listen more, Better attitude of staff to complaints, Be more proactive in resolving my complaint, Make it clearer how to make a complaint, Make it easier to make a complaint, Acknowledge complaints, N/A, Other (please specify)
Cost of Living	How concerned are you about the cost of living crisis for you personally?	Not at all concerned, Slightly concerned, Very concerned, Prefer not to say
Permission 1 - Happy to be identified	The results of this survey are confidential. However, would you be happy for us to give your responses to Exeter City Council with your name attached so that they have better information to help them improve services?	Yes/No
Permission 2 - Follow up	Would you be happy for Exeter City Council to contact you to follow up any of the comments or issues you have raised?	Yes/No

If you are dissatisfied with the service provided by ECC Housing Services, they do have a complaints process you can access by calling 01392 265759, emailing Housing.Complaints@exeter.gov.uk or by completing a form on their website where you will find more information. (<https://exeter.gov.uk/housing/information-for-council-tenants/tenants-advice-and-information/housing-complaints-and-feedback/>)

We have now come to the end of the survey. Just to confirm my name is [INTERVIEWER NAME] and I've been calling from Acuity on behalf of ECC, thank you very much for your time in completing the survey.

Report by Acuity Research & Practice
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