

TSM Approach & Sampling Framework

Tenant Satisfaction Measures

The Tenant Satisfaction Measures (TSMs) are performance indicators used to assess how well social landlords are meeting customers needs and expectations. We're required to conduct tenant perception surveys to generate the TSMs annually as specified by the Regulator of Social Housing, so residents can hold landlords accountable.

The TSMs consist of 22 measures: 12 satisfaction measures which are collected through a customer survey and 14 management information measures. The TSMs cover five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services.

Approach & Survey Design

We have commissioned Explain Research Ltd to carry out the surveys following the technical guidance from the Regulator of Social Housing.

The survey has been designed using the Technical Survey Requirements with the main 12 TSM questions in the survey covering TP01 – TP12 but we have included the following additional questions within the survey to gather richer insight to understanding the customer experience. The additional questions helps us learn from the customer and shape improvements. These are:

- TP01 – What could Raven do to improve satisfaction?
- TP02 – Why do you say that? (Following Satisfaction with Repairs)
- TP06 – What could Raven do to make you satisfied that they listen to and act upon resident's views?
- To what extent do you trust Raven to do what is right?
- TP09 – To what extent do you agree or disagree with the following "I know how to make a complaint to Raven"?
- TP11 – Why do you say that? (Following Satisfaction with Neighbourhood Contribution)
- TP12 – Why do you say that? (Following Satisfaction with Handling of ASB)
- On a scale of one to five where one is very difficult and five is very easy, how easy do you find Raven to deal with?
- Please could you tell me why you have found Raven difficult to deal with?
- Using a scale of 0 to 10 this time, with 0 being not at all likely and 10 being extremely likely, how likely is it that you would recommend Raven to a friend or colleagues?
- Why do you say that?
- Raven would like to know how their customers feel about the cost of their home. Which of the following best applies to you making your rent?
- Would you mind us asking why you struggle? Raven wish to know this so they can make sure their rent levels and the services they provide are helping customers to keep up with their rent.
- Which of the following statements best describes how well you are keeping up with your bills and credit commitments at the moment?
- Overall how satisfied are you with the value for money of your rent?
- What could Raven do to make you satisfied with the value for money of your rent?
- What one thing do you think Raven could do to improve your experience?

The TSM figures reported for repairs (TP02 and TP03), complaints (TP09) and communal areas (TP10) are only answered by respondents that have used the service in the last 12 months or lived in a building with communal areas.

We will be carrying out our TSM Survey every month with a sample size of 100 customers for each perception measure, recording each sample size and score for the following:

- Yes / No to service received – where applicable
- Very satisfied
- Satisfied
- Neither satisfied or dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know / Not Applicable

Methodology

The method of collection will be predominantly based on telephone surveys, due to the richer information generated from the additional questions asked which enables us to carry out sentiment analysis on the verbatim comments made. We use a clear survey script to follow each call to maintain consistency.

Surveys will be undertaken from 1st April through to the 31st March of the collection year on a monthly basis.

Digital survey's will be given on request as an option or sent by post to the customers we know are non-digital or they have requested. If they would prefer an in-person interview we can organise a member of Raven staff but would seek other options first to ensure independent review.

Accessibility and barriers to responding

We will use reasonable steps to assess, identify and remove barriers to certain groups of tenants participating in surveys used to generate the TSMs. In particular, this is in respect to tenants who share one or more protected characteristics under the Equality Act 2010, and in respect of duties of that Act. Barriers may include, but are not limited to, language barriers, visual impairment, literacy or lack of access to digital media. Where necessary to overcome barriers to participation, we will allow surveys to be completed by a carer, another household member on behalf of a tenant or through an interpreter.

In exceptional cases we will provide an alternative approach to seeking the views of these tenants by providing 'easy read' versions, symbols or carry out the survey's face to face.

Sample Size 2025-26

Tenure Type	Population	Confidence interval required	Number of Interviews completed	% of responses
Low-cost Rental Accommodation (LCRA)	5,787	+/- 4%	1,166	34.6%

Low-cost Home Ownership (LCHO)	491	+/- 5%	58	11.8%
Leaseholder	845	+ /- 5%	214	25.3%

We will aim for a sample of 1,200 customers by the end of the full year.

The required sample size to meet minimum levels of statistical accuracy within the technical requirements is 556 customers. We have decided to double our sample size to ensure we are representative of our tenant population without having to use any weighting.

We have chosen to report to the Regulator for our LCRA stock only due to having under 1,000 LCHO units. Although we have decided to collect LCHO feedback using the TSM Framework and publish annually along with using the TSM framework (where applicable) for our Leaseholders so we can see our performance for Homeowners.

For LCRA a Sample Approach will be used, where a sample of relevant tenant households are invited to participate in the survey. For LCHO a census Approach will be used (due to having less than 1,000 properties) where all households in the relevant tenant population are invited to participate in the survey.

2025-2026 Current dwelling units – LCRA 5,787 – LCHO 491.

Representativeness of responses

To ensure the survey responses used to calculate perception TSMs are representative of the relevant tenant population, we will use one of the two routes:

- A representative sample: This means there is no material under – or over – representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores. Ensuring that the achieved sample is representative of the relevant tenant population. The number of people asked the more the better
- Weighting responses: If the achieved sample is not representative of the tenant population, we will appropriately weight the responses to ensure the TSMs reported are representative as far as possible. Only done if out of line of the characteristics

To achieve a sample which is representative, our tenant population will be checked against the relevant characteristics. These characteristics used for our sample will be based on our tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

These will be:

- Stock type/Property Purpose (e.g. general needs, housing for older people/sheltered housing, other supported housing, temporary social housing)
- Age of respondent
- Ethnicity
- Building type/Property type (e.g. houses/flats)
- Property or household size/No. of bedrooms
- Geographical area or estate/Town/City

- Tenancy length
- Gender of respondent
- Sexual orientation of respondent
- Vulnerabilities – Impairments; Mental Health & Neurodiversity & Physical Health

For LCHO our dwelling units fall under 1,000 so we will take a higher level assessment against a smaller number of these characteristics.

Weighting will only be used if the sample is not representative of the tenant population. The sampling will be used against these characteristics and calculated on the basis of total responses for the LCRA. The calculation of sample size will be based on a particular point in time, which will be the annual dwelling data from 1st April – 31st March.

We will also ensure tenants who have been spoken within the last 12 months will be removed from the sample.

Tenant Population Representative Sample for TSM's

Summary of representativeness – As of 31st March 2026

Gender	Total survey responses (% total)	Relevant tenant population (% total)
Male	30.3%	33.4%
Female	51.6%	65.6%
Non binary	0.1%	0.0%
N/A	17.8%	1.0%

Vulnerabilities	Total survey responses (% total)	Relevant tenant population (% total)
Impairments	48.3%	54.6%
Mental Health or Neurodiversity	22.5%	18.7%
Physical Health	29.1%	26.7%

Age	Total survey responses (% total)	Relevant tenant population (% total)
Under 18	0.1%	2.8%
18-24	2.5%	1.9%
25-34	12.8%	13.1%
35-44	16.4%	19.6%
45-54	16.0%	16.0%
55-64	20.1%	14.6%
65+	32.1%	31.9%

Sexual Orientation	Total survey responses (% total)	Relevant tenant population (% total)
Heterosexual	87.4%	86.5%
Homosexual	0.5%	

Pansexual	0.7%	0.1%
Other	4.1%	5.4%
Prefer not to say	5.2%	6.4%
Gay/Lesbian	1.2%	0.9%
Bisexual	1.1%	0.7%

Ethnicity	Total survey responses (% total)	Relevant tenant population (% total)
White British	80.3%	84.7%
White Other	6.0%	3.8%
Asian British/Pakistani	1.5%	1.0%
Black British/Caribbean	0.9%	0.9%
White Irish	1.3%	0.9%
Asian British/Bangladeshi	0.7%	0.8%
Mixed White/Black Caribbean	1.3%	0.7%
Black British/Other	0.6%	0.7%
Black British/African	3.5%	2.4%
Chinese Other	0.7%	0.6%
Mixed Other	0.5%	0.6%
Mixed White & Black African	0.4%	0.4%
Asian British Indian	0.6%	0.4%
Asian British other	0.9%	1.2%
Mixed White Asian	0.3%	0.3%
Gypsy Romany	0.2%	0.2%
Chinese Other Chinese		0.1%

Town/City	Total survey responses (% total)	Relevant tenant population (% total)
Burgess Hill	1.0%	0.0%
Balcombe	0.2%	0.1%
Banstead	8.8%	6.6%
Billinghurst	0.8%	0.5%
Carshalton	0.1%	0.1%
Caterham	0.3%	0.1%
Chipstead		0.2%
Coulsdon	1.2%	1.2%
Crawley	4.5%	3.2%
Dorking	0.3%	0.3%
East Grinstead	1.3%	1.6%
Epsom	5.6%	5.8%
Faygate		0.0%
Godstone		0.1%
Haywards Heath	2.0%	1.8%
Hooley		0.0%
Horley	11.3%	13.2%

Horsham	0.4%	0.6%
Lewes		0.0%
Lindfield	0.3%	0.2%
Lingfield	0.6%	0.5%
Merstham	8.1%	10.2%
Oxted	1.3%	0.7%
Redhill	26.0%	32.0%
Reigate	13.3%	16.9%
Rotherham		0.0%
Salfords		0.0%
Scaynes Hill		0.0%
Tadworth	12.5%	12.8%
Tattenham Cornor	0.2%	0.9%
Woodmansterne		0.1%
Worcester Park		0.1%

Tenancy length	Total survey responses (% total)	Relevant tenant population (% total)
0-5 years	44.9%	
5-10 years	13.4%	
11-20 years	23.4%	
21-30 years	8.9%	
31+ years	9.5%	

No of Bedrooms	Total survey responses (% total)	Relevant tenant population (% total)
1	34.4%	35.4%
2	37.1%	39.3%
3	25.4%	22.2%
4	1.6%	1.2%
5	0.3%	0.2%
6	0.1%	0.0%
Studio	1.2%	1.6%

Property Purpose Name	Total survey responses (% total)	Relevant tenant population (% total)
General Needs	87.6%	90.4%
Sheltered Accommodation	7.8%	5.9%
Temporary Accommodation	4.0%	2.7%
Key Worker	0.5%	0.9%

Property Type	Total survey responses (% total)	Relevant tenant population (% total)
Maisonette	2.7%	3.1%
Flat	54.7%	49.6%
House	35.0%	41.2%

Bungalow	6.0%	4.7%
Studio	1.6%	1.4%

Tenancy length	Relevant tenant population (% total)
0-5 years	44.9%
5-10 years	13.4%
11-20 years	23.4%
21-30 years	8.9%
31+ years	9.5%

Survey Questions

TSM Survey Questions

Explain will never ask you for payment or bank details. Please be cautious of sharing such information over the phone.

Introduction

“ON FIRST CALL ATTEMPT ONLY (0 call count) PLEASE LEAVE A VOICEMAIL.”

Hi, my name is X and I’m calling from Explain on behalf of Raven, your landlord. It was just to ask you a few questions, to get some feedback on your experience with Raven. We may call you back to see if you can help. Thanks.

Hi, can I speak to (named person on database) please? My name is X, I’m calling from explain an independent research agency working on behalf of Raven Housing Trust, your landlord. Raven want to understand what they are doing well and where they can improve the service they provide to their tenants so they can better meet their needs. Additionally, your scores will be used to calculate annual Tenant Satisfaction Measures that will be published by Raven. Would you be willing to please help by answering some questions? The survey will take approximately 5 minutes.

- Yes or No
- If ‘Not willing’ mark as incomplete

Is the respondent the named tenant on the database?

- Yes or No
- If No, please can I take a note of your name?

TP01 Overall Satisfaction

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Raven Housing?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied;

Very dissatisfied

Extra Question

What could Raven do to improve your satisfaction?

TP02 Satisfaction with repairs

Has Raven carried out a repair to your home in the last 12 months?

- Yes or No – if Yes next question is asked

How satisfied or dissatisfied are you with the overall repairs service from Raven in the last 12 months?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied

Extra Question

Why do you say that?

TP03 Satisfaction with time taken to complete most recent repair

How satisfied or dissatisfied are you with the time take to complete your most recent repair after you reported it?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied

TP04 Satisfaction that the home is well maintained

How satisfied or dissatisfied are you that Raven provides a home that is well maintained?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied

TP05 Satisfaction that the home is safe

Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Raven provides a home that is safe?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied; Not applicable/Don't know

TP06 Satisfaction that the landlord listens to tenant views and acts upon them

How satisfied or dissatisfied are you that Raven 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

Extra Question

What could Raven do to make you satisfied that they listen to and act upon resident's views?

Extra Question

To what extent do you trust Raven to do what is right?

- Strongly trust them; Trust them; Neither trust or distrust them; Distrust them; Strongly distrust them; Not applicable/Don't know

TP07 Satisfaction that the landlord keeps tenants informed about things that matter to them

How satisfied or dissatisfied are you that Raven 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

TP08 Agreement that the landlord treats tenants fairly and with respect

To what extent do you agree or disagree with the following "Raven treats me fairly and with respect"?

- Strongly agree; Agree; Neither agree nor disagree; Disagree; Strongly disagree; Not applicable/Don't know

TP09 Satisfaction with the landlord's approach to handling complaints

Have you made a complaint to Raven in the last 12 months?

- Yes or No – If Yes next question asked

How did you raise your complaint?

- Portal; Call; Email; Raven Staff Member; Other (please specify)

How satisfied or dissatisfied are you with Raven's approach to complaints handling?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied

Extra Question

To what extent do you agree or disagree with the following "I know how to make a complaint to Raven"?

- Strongly agree; Agree; Neither agree nor disagree; Disagree; Strongly disagree; Not applicable/Don't know

TP10 Satisfaction that the landlord keeps communal areas clean and well maintained

Do you live in a building with communal areas, either inside or outside, that Raven is responsible for maintaining?

- Yes or No – If Yes, next question asked

How satisfied or dissatisfied are you that Raven keeps these communal areas clean and well maintained?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied

TP11 Satisfaction that the landlord makes a positive contribution to neighbourhoods

How satisfied or dissatisfied are you that Raven makes a positive contribution to your neighbourhood?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied; Not applicable/Don't know

Extra Question

Why do you say that?

TP12 Satisfaction with the landlord's approach to handling anti-social behaviour

How satisfied or dissatisfied are you with Raven's approach to handling anti-social behaviour?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied; Not applicable/Don't know

Extra Question

On a scale of one to five where one is very difficult and five is very easy, how easy do you find Raven to deal with?

- 1 Very difficult; 2 Difficult; 3 Neither difficult nor easy; 4 Easy; 5 Very easy; Not applicable/Don't know

Extra Question

Please could you tell me why you have found Raven difficult to deal with?

Extra Question

Using a scale of 0 to 10 this time, with 0 being not at all likely and 10 being extremely likely, how likely is it that you would recommend Raven to a friend or colleagues?

- 0-10 scale; Don't know

Extra Question

Why do you say that?

Extra Question

Raven would like to know how their customers feel about the cost of their home. Which of the following best applies to you making your rent?

- I always struggle; I sometimes struggle; I never struggle (I have no difficulties); Prefer not to say (not read out); Don't know (not read out)

Extra Question

Would you mind us asking why you struggle? Raven wish to know this so they can make sure their rent levels and the services they provide are helping customers to keep up with their rent.

Extra Question

Which of the following statements best describes how well you are keeping up with your bills and credit commitments at the moment?

- Keeping up with all of them without any difficulties; keeping up with all of them but it is a struggle from time to time; keeping up with all of them but it is a constant struggle; failing behind with some of them; having real financial problems and have fallen behind with many of them; don't have any commitments; prefer not to say

Extra Question

Overall how satisfied are you with the value for money of your rent?

- Very satisfied; Fairly satisfied; Neither satisfied nor dissatisfied; Fairly dissatisfied; Very dissatisfied; Not applicable/Don't know

Extra Question

What could Raven do to make you satisfied with the value for money of your rent?

Extra Question

What one thing do you think Raven could do to improve your experience?