

Our approach to collecting your views

Detailed summary of our approach to collecting your views for our 2024/25 Tenant Satisfaction Measures (TSM) report



Our approach to collecting your views

1. Approaches taken for Low Cost Rental Accommodation (LCRA) and Low Cost Home Ownership (LCHO) residents

The survey responses were collected using a mixture of data collection methods, including online, telephone and post.

- LCRA views were collected online, and via telephone and postal surveys. LCHO views were collected through online and telephone surveys only. This is because the majority of shared owners have access to online communications.

2. Survey Frequency

The survey was carried out in four waves in June, July, September/October and October/November 2024.

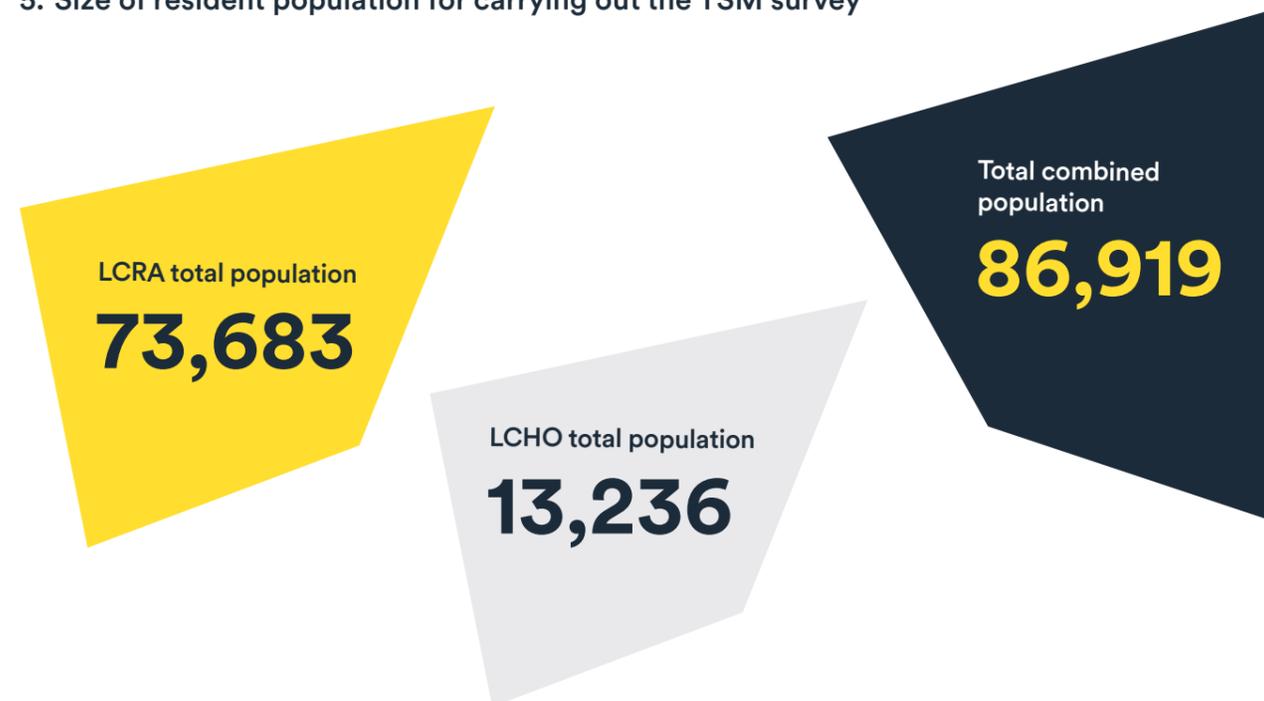
3. External contractors

An independent third-party market, BMG Research Ltd. carried out the surveys on behalf of L&Q.

4. Incentives

No incentives were offered to residents to take part in the survey.

5. Size of resident population for carrying out the TSM survey



6. Survey sample size

We collect TSM data by carrying out surveys with a random sample of residents, which is representative of the wider resident group.

Our sample was based on tenure type (e.g. social rented, supported housing, shared ownership etc), location, property type, age and L&Q company (meaning the part of L&Q that manages your home and/or services). These were also monitored while we carried out the survey, by setting response quotas, to ensure the responses were as close to being representative of the L&Q resident base as possible.

The Regulator of Social Housing sets requirements for the level of accuracy in the survey data. The levels of accuracy are called confidence intervals and they indicate what the range of actual scores could be. The regulator states that for LCRA homes there should be a confidence interval of +/-2% (or lower) and for LCHO +/-3% (or lower). e.g. This means that if there was a satisfaction score of 80% for LCRA residents, the actual level of satisfaction could be anywhere between 78%-82% (+/-2%). The confidence levels below indicate that we are within the levels of accuracy required by the regulator.

Through a combination of sampling, setting quotas and weighting the data we ensured that the reported results accurately reflected the make up of the total L&Q resident population eligible for TSM research (as this only includes homes regulated by the Regulator of Social Housing).

Tenure	Population size	Survey responses	Confidence interval
LCRA	73,683	2,867	+/- 1.95%
LCHO	13,236	1,013	+/- 2.96%

7. Survey channel split

Survey responses:

Tenure	Online	Telephone	Postal
LCRA	627	1,905	335
LCHO	213	800	N/A

Channel proportions:

Tenure	Online	Telephone	Postal
LCRA	22%	66%	12%
LCHO	21%	79%	N/A

8. Weighting

Before reporting the survey results, we make sure that the responses are representative of several important factors. If the survey proportions are found to be slightly different to the actual proportions, we apply a calculation to the data, to make sure the final reported results are representative of the L&Q resident base – this is called weighting.

These factors included:

- Tenure type
- Property type
- Geographical area
- L&Q company name
- Age of resident.

The final LCRA data has been weighted by tenure type to correct for any disproportionate sampling.

We found that the proportion of responses for the other factors closely reflected the total population proportions, so weighting was not needed for the other factors or for LCHO responses.

Why do we use weighting for survey responses?

When carrying out a survey, you might end up with a higher proportion of responses from one group, that doesn't match their proportions in real life. For example, there were 60% of responses from people aged over 40, but in real life the over 40s only count for 50% of the population. We don't want to over-represent the views of the over 40s, so we need to 'down-weight' the over 40s responses so they represent the correct proportion in the survey. This is done by calculating how much they are over-represented by and then multiplying or dividing the responses by that amount.

The example below is for illustration purposes, but the principal is the same:

If 25% of our survey responses came from the South region, but in reality residents from the South region make up 30% of our resident base, then you would 'up-weight' the responses to represent 30%. So, if you had 400 responses in total and 100 were from the South region, you would up-weight it so that the South region responses represented 120 responses instead of 100 responses. This would be done by applying a multiplier of 1.2 to the South region data.

9. Assessment of representativeness

LCRA	Relevant population (% total)	Total survey responses - weighted (% total)
Housing type		
General Needs	87.25%	87.25%
Direct managed	0.69%	0.69%
Agency managed	2.68%	2.68%
Sheltered	4.67%	4.67%
Intermediate Market Rent	3.88%	3.88%
Keyworker	0.83%	0.83%
Area		
London East & East-Anglia	20.6%	20.5%
London East & North West England	20.2%	20.3%
London North-West	21.5%	21.4%
London South-East & Kent	21.3%	21.3%
London South-West	15.7%	16.5%

LCRA	Relevant population (% total)	Total survey responses - weighted (% total)
Property type		
Bungalow	2.2%	2.3%
Flat	54.6%	56.1%
House	36.4%	34.9%
Maisonette	4.4%	4.5%
Room	0.5%	0.8%
Studio Flat	1.2%	1.4%
Unknown	0.7%	0.0%
Age		
16 to 34	12.6%	12.1%
35 to 44	18.6%	17.9%
45 to 54	20.8%	19.1%
55 to 64	23.5%	23.7%
65 and over	21.9%	22.8%
Prefer not to say	2.6%	4.4%

9. Assessment of representativeness

LCHO	Relevant population (% total)	Total survey responses - weighted (% total)
Area		
London East & East-Anglia	28.8%	26.7%
London East & North West England	10.9%	13.0%
London North-West	19.3%	20.7%
London South-East & Kent	21.9%	20.4%
London South-West	19.0%	19.2%
Property type		
Flat	64.4%	67.3%
House	33.3%	29.3%
Maisonette	2.0%	3.0%
Studio Flat	0.3%	0.3%
Age		
16 to 34	12.6%	12.1%
35 to 44	18.6%	17.9%
45 to 54	20.8%	19.1%
55 to 64	23.5%	23.7%
65 and over	21.9%	22.8%
Prefer not to say	2.6%	4.4%

Summary of who was excluded from our survey

We started with a total population of 86,919 residential homes. The following provides a breakdown of the resident households that have not been included in our survey sample:

- Empty properties
- Correspondence addresses - these are cases where we have been advised by the resident we cannot contact them at the property address. This could be because the resident is incapable of managing their own affairs and a Power of Attorney is in place, or it could be a Shared Owner who has sub-let the property and is not living there. In either case, it would not be relevant to survey them as they are not living in the property and experiencing the service, and so, they would be unable to comment on services, like cleaning, grounds maintenance, caretaking etc.
- Where L&Q is not the owner of the property
- Where the resident has told us they don't want to be sent surveys
- Where we do not have an email address or phone number for the resident
- Where the email address or phone number we hold for the resident is invalid.

Once these exclusions were applied, it left us with 65,109 properties available for us to survey.



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L&Q

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