

Our approach to collecting your views

Detailed summary of our approach to collecting your views for our 2025/26 Tenant Satisfaction Measures (TSM) report



L&Q

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 July/August, August/September, September/October, November/December and undertaken between 24 July 2025 and 2 December 2025.

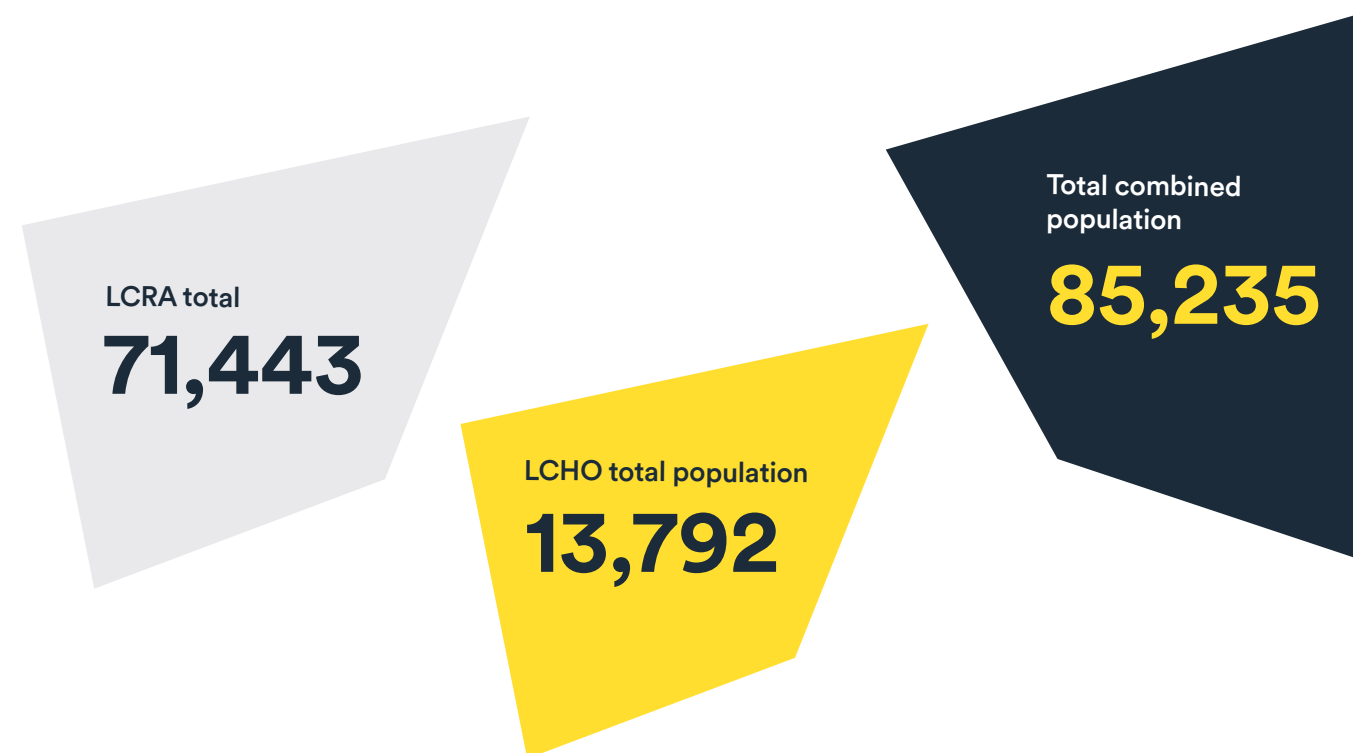
3. External contractors

An independent third-party company, 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



You can find the TSM survey and the questions we asked residents in **Appendix A**.

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/area, 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). eg 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	Confidence interval
LCRA	+/- 1.85%
LCHO	+/- 2.94%

7. Survey channel split

Survey responses:

Tenure	Online	Telephone	Postal
LCRA	687	1,925	330
LCHO	217	805	N/A

Channel proportions:

Tenure	Online	Telephone	Postal
LCRA	23%	65%	11%
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 weight-up 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	84%	84%
Direct managed	0.6%	0.6%
Agency managed	2.4%	2.4%
Sheltered	7.1%	7.1%
Intermediate Market Rent	4.5%	4.5%
Keyworker	1.3%	1.3%
Area		
London East & East-Anglia	21%	22%
London East	8%	8%
London North-West	21%	21%
London South-East & Kent	21%	20%
London South-West	16%	15%
North-West	12%	14%
Unknown	1%	0%

LCRA	Relevant population (% total)	Total survey responses - weighted (% total)
Property type		
Bungalow	2%	3%
Flat	56%	57%
House	35%	32%
Maisonette	4%	4%
Studio Flat	1%	1%
Unknown	1%	2%
Age		
16 to 34	12%	13%
35 to 44	19%	18%
45 to 54	21%	19%
55 to 64	24%	24%
65 and over	23%	26%
Prefer not to say	1%	0%

9. Assessment of representativeness

LCHO	Relevant population (% total)	Total survey responses - weighted (% total)
Area		
London East & East-Anglia	27%	30%
London East	7%	8%
London North-West	21%	22%
London South-East & Kent	22%	18%
London South-West	18%	18%
North-West	4%	5%
Unknown	0%	0%
Property type		
Flat	66%	71%
House	32%	27%
Maisonette	2%	2%
Age		
16 to 34	20.9%	22%
35 to 44	28.8%	31%
45 to 54	24.6%	23%
55 to 64	15.5%	14%
65 and over	10.1%	10%

Summary of who was excluded from our survey

Resident households that have a correspondence address were not included in our survey sample:

- 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.





Appendix A - TSM Survey

The following sets out the questions we asked residents in the TSM survey.

- A** Survey Introductions
- B** Overall service
- C** Contact and Communication
- D** Community Involvement
- E** Digital Access
- F** Demographics
- G** Permission

A - Survey introductions

Telephone survey introduction

Good morning/afternoon/evening, my name is from BMG Research, an independent research agency.

We are conducting a survey on behalf of L&Q, as they would like to understand how you feel about your home and the services they provide, so that they can improve their services in the future.

Read out the paragraph below to General Needs, IMR and Shared Owners (Do not show to Leaseholders).

As part of this survey, we will ask you questions from the Tenant Satisfaction Measures (TSMs). The Tenant Satisfaction Measures are a set of questions that all registered providers of social housing in England must ask their tenants. Your feedback will help us understand how L&Q are meeting the TSMs, and to identify areas where they can improve. The results of this survey will be used to calculate the TSMs, which L&Q will publish annually and provide to the regulator.

The survey will take around 15 minutes to complete.

Check - Are you happy to do that now?

Note: If challenged please leave the telephone and contact details for:

- L&Q Contact Centre **0300 456 9996** (Mon – Fri 9am to 6pm),
- L&Q research mailbox: research@lqgroup.org.uk
- Danielle Barnett, BMG Research **0121 333 6006**

Just to confirm, your responses will be treated in the strictest confidence, unless you give your permission otherwise. BMG Research abides by the Market Research Society Code of Conduct at all times.

You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice which is on our website.

Interviewer to determine if respondent wants website address before providing it or if it is to be sent via email. To be incorporated into the script if email required.

www.bmgresearch.co.uk/privacy

Please note that this call may be monitored or recorded for training purposes.

Ask - Can I confirm that you are happy to participate in the survey?

Record on script 'Yes'

Online surveys introduction

BMG Research is conducting a survey on behalf of L&Q, as they would like to understand how you feel about your home and the services they provide, so that they can improve their services in the future.

Show the paragraph below to General Needs, IMR and Shared Owners (Do not show to Leaseholders).

As part of this survey, we will ask you questions from the Tenant Satisfaction Measures (TSMs). The Tenant Satisfaction Measures are a set of questions that all registered providers of social housing in England must ask their tenants. Your feedback will help us understand how L&Q are meeting the TSMs, and to identify areas where they can improve. The results of this survey will be used to calculate the TSMs, which L&Q will publish annually and provide to the regulator.

The survey will take around 15 minutes to complete.

Just to confirm, your responses will be treated in the strictest confidence. BMG Research abides by the Market Research Society Code of Conduct and data protection laws at all times.

You can find out more information about BMG surveys and what we do with the information we collect in our Privacy Notice which is here:

www.bmgresearch.co.uk/privacy

Click here to begin the survey → ☒

By clicking the button you agree to participate in the survey.

A - Overall service

Question asked to: **All groups**

A1. Taking everything into account, how satisfied or dissatisfied are you with the service provided by L&Q?

Fixed codes	Answer list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	

Question asked to: **A1 = 4,5**

A1a. Can you explain why you are dissatisfied with the the overall service provided by L&Q?

Question asked to: **A1 = 1,2**

A1b. Can you explain why you are satisfied with the the overall service provided by L&Q?

Question asked to: **All groups**

A2. How satisfied or dissatisfied are you with the following?

Fixed codes	Row list	Routing
1	That L&Q provides a home that is well maintained?	Do not ask leaseholders or shared owners
2	The suitability of your home for you and your family? By suitability, please consider things like your home's size and location	
3	The rent you pay is good value for money?	Ask to GNS/direct managed/sheltered/IMR/private rented/shared owners
4	The service charge you pay is good value for money?	Ask to GNS/direct managed/sheltered/shared owners/leaseholders
4b	The service charge is accurate	Ask to GNS/direct managed/sheltered/shared owners/leaseholders
5	L&Q listens to your views and acts upon them?	
6	L&Q keeps you informed about things that matter to you	
7	L&Q's approach to handling anti-social behaviour	
8	L&Q makes a positive contribution to your neighbourhood	

Fixed codes	Column list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	
6	Not applicable/don't know	Only show for 3 - 8

Question asked to: **if A2.1 = 4 or 5**

A2b. Can you explain why you are dissatisfied with how well your home is maintained?

Question asked to: **All groups**

A3. Thinking about your own experiences of L&Q and what you hear about them from others, to what extent to you agree or disagree.

Fixed codes	Answer list	Routing
1	L&Q gets things done on time	
2	L&Q treats me fairly and with respect	
3	L&Q cares about its residents	
4	L&Q delivers on promises consistently	
5	It is easy to contact L&Q	
6	L&Q responds when you need help or advice	
7	L&Q puts things right	
8	L&Q invests in my local community	
9	L&Q cares about the environment	

Fixed codes	Answer list	Routing
1	Strongly agree	
2	Tend to agree	
3	Neither	
4	Tend to disagree	
5	Strongly disagree	
6	Not applicable/Don't know	

Question asked to: **All groups**

All single code

A5. In general, how easy or difficult do you find L&Q to deal with?

Fixed codes	Answer list	Routing
1	Very easy	
2	Fairly easy	
3	Neither easy nor difficult	
4	Fairly difficult	
5	Very difficult	

Question asked to: **All groups**

A6. On the whole, how much do you trust L&Q?

Fixed codes	Answer list	Routing
1	A great deal	
2	A fair amount	
3	Not very much	
4	Not at all	
5	Don't know	

Question asked to: **A6 = 3,4**

A6b. Can you explain why you do not trust L&Q?

Question asked to: **All groups**

A7. If you had a choice, how likely or unlikely would you be to recommend L&Q to friends, relatives or colleagues? Please give a score between 0 and 10 where 0 means ‘extremely unlikely’ and 10 means ‘extremely likely’.

Fixed codes	Answer list	Routing
1	0	
2	1	
3	2	
4	3	
5	4	
6	5	
7	6	
8	7	
9	8	
10	9	
11	10	

Question asked to: **A7 = 1-9**

A7b. What could L&Q change to increase how likely you would be to recommend them to others?

Question asked to: **All groups**

A8. Thinking about your experience of living in an L&Q home over the last year, to what extent was it better or worse than the previous year?

Fixed codes	Answer list	Routing
1	Much better	
2	A little better	
3	About the same	
4	A little worse	
5	Much worse	
6	Not applicable/I did not live here	

Question asked to: **A8 = 1-2**

A8b. Please explain why your experiences have been better?

Question asked to: **A8 = 4-5**

A8c. Please explain why your experiences have been worse?

Question asked to: **A8 = 3**

A8d. Please explain why your experiences have been the same?

Question asked to: **All except leaseholder and shared owner**

A9. Has L&Q carried out a repair to your home in the last 12 months?

Fixed codes	Answer list	Routing
1	Yes	Go to A10
2	No	Go to A11

Question asked to: **A9 = Yes**

A10. How satisfied or dissatisfied are you with the following?

Fixed codes	Row list	Routing
1	The overall repairs service from L&Q over the last 12 months	A9 = 1
2	The time taken to complete your most recent repair after you reported it	A9 = 1

Fixed codes	Column list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	

Question asked to: **All groups**

A11. Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that L&Q provides a home that is safe?

Fixed codes	Answer list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	
6	Not applicable/don't know	

Question asked to: **All groups**

Single code

A12. Do you live in a building with communal areas, either inside or outside, that L&Q Service is responsible for maintaining?

Fixed codes	Row list	Routing
1	Yes	Go to A13
2	No	Go to A14
97	Don't know	Go to A14

Question asked to: **A12 = 1**

A13. How satisfied or dissatisfied are you that L&Q keeps these communal areas clean and well maintained?

Fixed codes	Answer list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	

Question asked to: **A12 = 1**

A16. Now thinking specifically about repairs in the communal areas **inside** your building (eg fixing broken lifts).

How satisfied or dissatisfied are you with the overall repairs service provided by L&Q in the communal areas **inside** your building?

Fixed codes	Answer list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	
6	Not applicable/don't know	

Question asked to: **A16 = 4,5**

A16b. Can you explain why you are dissatisfied with the repairs service provided by L&Q in communal areas **inside** your building?

Question asked to: **All groups**

A14. Have you made a complaint to L&Q in the last 12 months?

Fixed codes	Row list	Routing
1	Yes	Go to A15
2	No	Go to B1

Question asked to: **A14 = Yes**

A15. How satisfied or dissatisfied are you with L&Q's approach to complaints handling?

Fixed codes	Answer list	Routing
1	Very satisfied	
2	Fairly satisfied	
3	Neither satisfied nor dissatisfied	
4	Fairly dissatisfied	
5	Very dissatisfied	

B - Contact and communication

Question asked to: **All groups**

B1. When did you last contact L&Q with a query or problem other than to pay your rent or service charge?

Fixed codes	Answer list	Routing
1	In the last 12 months	
2	More than 12 months ago but less than 2 years ago	
3	2 years to 4 years ago	
4	More than 4 years ago	
5	Have never contacted L&Q with a query	

Question asked to: **B1 = 1 or 2**

B2. What was your reason for contacting L&Q?

Fixed codes	Answer list	Routing
1	To request a repair	
2	To make a payment (other than pay rent or service charge) - please specify type of payment	
3	To make a complaint	
4	To ask a general question / query	
5	Report anti-social behaviour	
6	To move into an L&Q property	
7	To move out of an L&Q property	
8	Regarding planned/scheduled maintenance work (not a repair)	
9	Regarding a gas servicing visit	
95	Other (please specify)	

C - Community involvement

L&Q actively involves and works with residents to shape the way in which the organisation works. For example, involving residents in decisions about changes to our services and policies, and a Resident Services Board to monitor and challenge L&Q regarding its performance.

Question asked to: **All groups**

CI1. Have you heard of opportunities to get involved with this type of volunteering with L&Q?

Fixed codes	Row list	Routing
1	Yes	
2	No	
98	Don't know/can't remember	

Question asked to: **All groups**

CI2. Which of the following opportunities to engage with L&Q were you aware of before today?

Fixed codes	Answer list	Routing
1	Neighbourhood champion	
2	Resident association	
3	Resident Services Board	
4	Regional resident committees	
5	Tenure focused involvement (e.g. shared owner, leaseholder)	
6	Equalities focused involvement	
7	Ongoing business improvement opportunities (eg involvement in things like service design, quality assurance, training, recruitment etc)	
8	Attending the annual resident conference	
9	L&Q and you! Online community	
96	None of the above	

Question asked to: **All groups**

Would you like to be added to the list of residents that we contact about upcoming involvement opportunities? (if you answer ‘yes’, we will pass your details to the L&Q Resident Involvement team along with your demographic information, to help them ensure they are involving a wide cross-section of residents)

Fixed codes	Answer list	Routing
1	Yes	
2	No	

Question asked to: **All groups**

A4. And based on what you know about L&Q, how good or poor do you think it is at involving residents to...

Fixed codes	Row list	Routing
1		
2	Hold L&Q to account	
3	Influence key decisions	

Fixed codes	Column list	Routing
1	Very good	
2	Good	
3	Neither good nor poor	
4	Poor	
5	Very poor	
6	No opinion	

Question asked to: **A4.3 = 4,5 or A4.4 = 4,5 or A4.5 = 4,5**

A4b. Please explain why?

D - Digital access

Question asked to: **All groups**

DA1. Do you or your household use the internet?

Fixed codes	Answer list	Routing
1	Yes – through Wi-Fi / mobile device within your home	
2	Yes – at another location (eg library, school, college, work)	
3	Yes – other	
4	No	Go to DA2

Question asked to: **DA1 = 4 (No)**

DA2. Why do you not use the internet? (Multicode)

Fixed codes	Answer list	Routing
1	Do not have access to the internet	
2	Do not want to use the internet	
3	Equipment costs too high	
4	Connection costs (e.g. broadband) too high	
5	No free internet access near me	
6	Privacy and security concerns	
7	Physical disability	
8	Lack of confidence / skills	
95	Other (Please write in)	

E - Demographics

It's really important you tell us about your experience of the services we deliver to you. This helps us to understand what you consider as great customer service and helps us to improve.

The following questions tell us more about you and help us to make sure we have captured views from all types of residents.

We recognise that you might consider some of these questions to be personal or sensitive. You don't have to answer these if you don't want to.

The information you provide will help us to understand the views of different residents, and ultimately improve the services we provide to you.

Question asked to: **Ask if not held within database**

J1. Which of the following age bands do you fall into?

Fixed codes	Answer list	Routing
1	16-24	
2	25-34	
3	35-44	
4	45-54	
5	55-64	
6	65-74	
7	75 or over	
98	Prefer not to say	

Question asked to: **Ask if not held within database**

J2. How would you describe your sexual orientation?

Fixed codes	Answer list	Routing
1	Heterosexual	
2	Gay man	
3	Gay woman	
4	Bisexual	
5	Other	
6	Prefer not to say	

Question asked to: **Ask if not held within database**

J3. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Fixed codes	Answer list	Routing
1	Yes, limited a lot	
2	Yes, limited a little	
3	No	
4	Prefer not to say	

Question asked to: **All groups**

L1. Do you or any other member of your household have difficulty writing or reading in English?

Fixed codes	Answer list	Routing
1	Yes	
2	No	
98	Prefer not to say	

Question asked to: **Ask if not held within database**

J4. To which ethnic group do you consider you belong?

Fixed codes	Answer list	Routing
White		
1	English/Welsh/Scottish/Northern Irish/British	
2	Irish	
3	Gypsy or Irish Traveller	
4	Any other White background	
Mixed/multiple ethnic groups		
5	White and Black Caribbean	
6	White and Black African	
7	White and Asian	
8	Any Other Mixed/multiple ethnic background	
Asian / Asian British		
9	Indian	
10	Pakistani	
11	Bangladeshi	
12	Chinese	
13	Any other Asian background	
Black/African/Caribbean/Black British		
14	African	
15	Caribbean	
16	Any other Black/African/Caribbean background	
Other ethnic group		
17	Arab	
95	Any other ethnic group	
96	Prefer not to say	

Question asked to: **All groups**

J5. How would you describe your household composition?

Fixed codes	Answer list	Routing
1	One adult aged under 60	
2	One adult aged 60 or over	
3	Two adults – both aged under 60	
4	Two adults – one/both aged over 60	
5	Three or more adults aged 16 or over	
6	1 parent family – one or more children	
7	2 parent family – one or more children	
95	Other	
96	Prefer not to say	

Question asked to: **All groups**

J6. What best describes your current working status?

Fixed codes	Answer list	Routing
1	Employee in full time work (30 hrs or more per week)	
2	Employee in part time work (less than 30 hrs per week)	
3	Self employed – full or part time	
4	Government supported training	
5	Unemployed and available for work	
6	Wholly retired from work	
7	Full time education at school, college or university	
8	Looking after family or home	
9	Permanently sick or disabled	
10	Doing something else	
96	Prefer not to say	

F - Permission

Question asked to: **All groups**

D1. Do we have your permission to pass your demographic information including details of your ethnicity, household type, disability, income and work status back to L&Q?

This will allow L&Q to update their records to tailor future services to better meet your needs. This information would be separated from the survey findings so that all your responses to other questions in this survey will remain confidential.

Fixed codes	Answer list	Routing
1	Yes	
2	No	

Question asked to: **All groups**

D2. At the start we said the survey was confidential. Could we have your permission to link your details to your responses and pass them to L&Q?

Your response will not affect the service you receive from L&Q, it will help L&Q understand the needs of residents and will be used to update records to tailor future services to better meet your needs.

Fixed codes	Answer list	Routing
1	Yes	
2	No	





For more information

L&Q

T: (South East) 0300 456 9996

T: (North West) 0300 777 7777

www.lqgroup.org.uk