

Summary of approach to collect the Tenant Perception Measures 2024/25

The Tenant Satisfaction Measures (TSM) Standard requires all Registered Providers to conduct tenant perception surveys to report their TSMs annually, as specified by the Regulator of Social Housing. TSMs are intended to make landlords' performance more visible to tenants and to help tenants hold their landlords accountable.

Rooftop's board members approved a shift from a telephone survey methodology in 2023/24 to a blended approach in 2024/25, agreeing this would comprise a 60% telephone and 40% digital (email or SMS) survey mix. The rationale for this change in approach was to be more inclusive. By providing a range of ways to complete the TSM survey, Rooftop could reach a broader cross-section of its Low Cost Rental Accommodation (LCRA) households and the survey results would have greater authenticity.

Throughout 2024/25, we conducted a rolling TSM survey to mitigate seasonal bias. We adopted a census approach, to ensure no tenants were excluded from the survey population, from which a random sample was selected each month. Tenants were selected for surveying in the anniversary month of their tenancy start date. No incentives were offered to complete the TSM survey.

During Quarter 1 of 2024/25, Rooftop conducted its telephone and digital tenant perception surveys internally. Following an audit of its approach, it was decided to use an external supplier to conduct the surveys in order to provide greater assurance. As CX-Feedback was the system Rooftop had been using for its survey programme, a decision was made to commission a managed survey arrangement with them from Quarter 2. The whole process was then handled by the CX-Feedback team from this point onwards.

Under this arrangement, CX-Feedback have worked with Pexel Research Services, an independent telephone fieldwork company, who conduct the telephone interviews on behalf of Rooftop. Pexel Research Services is ISO20252 certified (Market Research Services) and is compliant with the Market Research Society Code of Conduct. Pexel has a quality assurance process, which includes recording survey calls in case of any queries.

From Quarter 2, call lists were sent monthly by CX-Feedback to Pexel using their encoded secured files sharing system, and tenants were randomly called until Pexel reached a monthly target. Invites were also sent to tenants each month by email or SMS, to achieve a monthly target of self-completion surveys digitally.

The representativeness of the dataset was monitored throughout the fieldwork. We focused on a range of criteria and monitored their representation within the dataset during the course of the research:

- Geographical Area
- Needs Category
- Tenure Type
- Age Group
- Ethnicity.

After reviewing their representation within the survey results, we are satisfied that the sample population and TSM results accurately reflect that of all LCRA households and therefore did not need to be weighted. Only fully completed interviews were submitted. The CX-Feedback survey system does not retain any answers from partially completed interviews.

At the 2024/25 year end, Rooftop had completed 686 surveys. A 60:40 split of telephone to digital surveys was achieved, with 408 telephone and 278 digital surveys. Based on a year end stock size of 6,169 LCRA households, the TSM results provide a 95% confidence level within a +/- 3.6% margin of error.