



Tenant Satisfaction Measures: Summary of Approach 2025/2026

The Regulator of Social Housing (RSH) requires all registered housing to conduct tenant perception surveys to generate and report Tenant Satisfaction Measures (TSM) annually. Alongside this, providers are required to publish a summary of the approach used to generate the tenant perception TSMs. The following is a summary of the approach used by Irwell Valley Homes in 2024/2025.

Methodology

The TSM survey was carried out between August and October 2025 using a mixed method approach:

- Telephone interview – 89% of responses
- Face-to-face interview – 11% of responses

The Leadership Factor, an independent research agency, was commissioned to carry out the telephone interviews. Supported housing surveys were conducted in-house by face-to-face interview. Data analysis and reporting was carried out in-house.

No incentives were offered to survey participants.

Sample Size

The required and achieved sample sizes are shown in the table below (based on low cost rental accommodation (LCRA) population data at August 2025).

Tenure Type	Population	Number of completed surveys required*	Number of interviews completed	Confidence interval - completed surveys
Low cost rental accommodation (LCRA)	7104	554	602	+/-3.8%

*Number of required surveys is based on the requirement to achieve a maximum confidence interval of +/-4%.

A stratified random sampling method was used. Stratified random sampling is a method of selecting a sample in which the population is divided into smaller subgroups as a means of ensuring the results represent the population as a whole.

Representativeness of Sample

The regulator requires providers to ensure, as far as possible, that the survey responses used to calculate the perception TSMs are representative of the relevant tenant population. This is to ensure that perception measures are not biased estimates of satisfaction scores for the population as a whole.

Providers can meet this requirement through one of two routes:

1. 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.

2. Weighting responses: if the achieved sample is not representative of the tenant population, then providers must appropriately weight the responses to ensure the TSMs reported are representative. Providers must reach a balanced judgement as to which characteristics to include in an assessment of representativeness based on their particular tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

An assessment of survey responses has been carried out and the survey profile below summarises the profile of customers who completed the TSM survey and compares it to the population of LCRA customers as a whole (based on data at August 2025).

We are satisfied that the sample population is broadly representative of the population as a whole. Consequently, no weighting has been applied in the generation of published TSMs.

Local Authority	% of Customers	% of Respondents	% Satisfied (TP01)
Bolton	18%	20%	71%
Bury	14%	12%	78%
Manchester	6%	9%	68%
Pendlebury	0.4%	0.3%	100%
Rossendale	0.1%	0.2%	0%
Salford	17%	17%	76%
Stockport	0.7%	1%	40%
Tameside	14%	12%	69%
Trafford	29%	29%	62%

Ethnic Group	% of Customers	% of Respondents	% Satisfied (TP01)
White	80%	77%	77%
Black	6%	10%	78%
Mixed	3%	3%	69%
Asian	5%	6%	73%
Other	6%	5%	57%

Gender	% of Customers	% of Respondents	% Satisfied (TP01)
Female	60%	60%	68%
Male	39%	39%	75%
Other	0.2%	1%	100%

Age Band	% of Customers	% of Respondents	% Satisfied (TP01)
<25	3%	7%	71%
25-34	13%	11%	73%
35-44	20%	17%	75%
45-54	18%	16%	62%
55-64	23%	21%	66%
65-74	13%	14%	73%
75+	10%	14%	80%

Disability	% of Customers	% of Respondents	% Satisfied (TP01)
Disabled	19%	24%	64%
Not disabled	81%	76%	72%