

Accent Group approach to TSM perception survey

Accent commissioned CX-Feedback to conduct their annual Tenant Satisfaction Measures survey. The decision was made to have a census approach. The survey aimed to reach all the eligible tenants - there were 17,544 at the time of the survey. They were divided into three groups based on the method of contact: SMS, Email or Phone. The target population was composed of 2 groups of dwelling units, Low Cost Rental Accommodation (LCRA) and Low Cost Home Ownership (LCHO).

For the phone interviews, the company Pexel Research Services, which follows the Market Research Society Code of Conduct, was used. Pexel completed 473 phone interviews using the CX-Feedback platform, which was also used for the self-completion interviews. 3,879 interviews were completed online following an SMS invite and 1,509 were completed following an email invite. We did not offer any incentives for completion, and we did not exclude any households due to exceptional circumstances.

The survey started with a small test group on 11th September 2023 and then continued with the main group on 12th September 2023. Three reminders were sent on 20th September, 5th October and 17th October to encourage participation.

In February 2024 Accent realised that addresses for some of LCHO stock were missed from the original sample. Invites were sent to them on March 1st, with a reminder sent on March 11th.

Eventually out of the 17,101 tenants who received the invitation, 5,861 completed the survey. We have not applied any weighting to the results, as we are satisfied that the responses are representative of our tenant population. The following table shows the survey responses compared to the tenant population across six characteristics.

	Relevant tenant population (% total)	Total survey responses (% total)
Housing type		
General Needs	84%	85%
Independent Living Schemes	9%	10%
Low Cost Home Ownership	6%	6%
Age		
19 and under	1%	0%
20-30	10%	7%
30-40	18%	15%
40-50	18%	15%
50-60	21%	23%
60-70	16%	20%
70-80	10%	12%
80-90	5%	5%
90-100	1%	1%

Ethnicity		
White British	60%	61%
White other	4%	3%
White Irish	0%	1%
Black/ Black British Caribbean	1%	0%
Black/ Black British African	1%	1%
Asian/ Asian British Pakistani	2%	2%
Asian/ Asian British Other	1%	1%
No ethnicity recorded	28%	28%
Building type		
Bedsit	1%	1%
Bungalow	5%	7%
Flat	45%	47%
House	47%	44%
Maisonette	1%	1%
Room	0%	0%
Property size		
1	34%	35%
2	37%	38%
3	24%	23%
4	3%	3%
5	0%	0%
6	0%	0%
Management area		
East	22%	21%
North East	28%	28%
North West	23%	24%
South	18%	18%
Specialist Housing (Housing for older people and supported housing)	9%	10%