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# Tenant Satisfaction Measures

Perception survey approach 2024/25

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## Summary of approach

### Background information

How reporting TSMs LCRA stock

Survey approach: Single point in time

Details of approach:

Fieldwork was conducted using digital first methodology, sending invitations using emails and SMS invite with a supplementary postal element. The majority of survey completes were through the digital approach.

Collection date of earliest survey response: 10/12/24

Collection date of latest survey response: 20/02/25

External contractor: BMG Research

Incentives used: Yes

Incentive details:

1st prize of a £100 in shopping vouchers, a 2<sup>nd</sup> prize of £50 shopping vouchers and two 3rd prizes of £25 shopping vouchers.

Have all TSM requirements been achieved: Yes

Details if not achieved:

Not applicable

### Collection method

	Collection method
LCRA	<input type="checkbox"/> Telephone <input checked="" type="checkbox"/> Internet <input type="checkbox"/> Face to face <input checked="" type="checkbox"/> Postal <input checked="" type="checkbox"/> SMS <input type="checkbox"/> Other

Justification for collection method:

Due to budget constraints, the majority of fieldwork was switched to a digital fieldwork approach from postal. The majority were contacted by email or SMS, a smaller postal element was retained for consistency with previous surveys.

## Sample method

	Sample method
LCRA	<input type="checkbox"/> Computer-generated random sampling <input type="checkbox"/> Systematic sampling <input type="checkbox"/> Stratified sampling <input type="checkbox"/> Cluster sampling <input checked="" type="checkbox"/> Census

Justification for sample method:

Tenants were contacted by email if an email address was available and SMS where a mobile phone number was available, but no email. Those who had no email or mobile number were contacted by post, this was supplemented by a sample of those who had not completed online.

## Sample size information

	Population size	Achieved sample size	Weighted sample	Margin of error at 95% confidence
LCRA	9,042	766	696	±3.57%

Achieved sample size by collection method:

	Online	SMS	Postal
LCRA	407	191	168

## Assessment of representativeness

LCRA	Relevant population (% total)	Total survey responses – weighted (% total)
<b>Age</b>		
16-34	15%	15%
35-44	23%	23%
45-54	19%	19%
55-65	20%	20%
65+	21%	21%
Unknown	2%	2%
<b>Ward</b>		
Bush Fair	16%	15%
Great Parndon	8%	7%
Little Parndon & Town Centre	8%	8%
Mark Hall	14%	15%
Netteswell	12%	11%
Old Harlow	6%	6%
Sumners & Kingsmoor	10%	9%
Church Langley South & Potter St	7%	7%
Latton Bush & Stewards	8%	8%
Passmores	11%	13%
<b>Tenancy type</b>		
Council Tenant	91%	92%
Introductory Tenant	3%	4%
Non-secure	0%	0%
Sheltered Current Tenant	6%	4%
Temporary Accommodation	0%	0%
<b>Dwelling type</b>		
60+	2%	2%
Bedsit	4%	4%
Bungalow	2%	3%
Flat	25%	29%
House	55%	52%
Maisonette	6%	5%
Sheltered	7%	5%

Justification for characteristics used:

Choice of characteristics included is based on those provided by the client in the database and could therefore be used to understand how representative the responses to the survey were.

Weighting

Weighting applied: Yes

Type	Weighting characteristic 1	Weighting characteristic 2	Weighting characteristic 3	Details of other
LCRA	Age			

Justification for weighting:

Based on final responses, age was not completely representative of the total stock. We have weighted based on age to bring this in line with the total stock.

## Collection method impact (TP01 ONLY)

Confirmation of how calculated: Weighted

Proportion of respondents who report that they are satisfied with the overall service from their landlord TP01:

	LCRA
Telephone	N/A
Internet	48%
Face to face	N/A
Postal	70%
SMS	61%
All other methods	N/A

Total number of tenants (unweighted) who reported they are:

	LCRA
Very satisfied	205
Fairly satisfied	238
Neither satisfied or dissatisfied	126
Fairly dissatisfied	100
Very dissatisfied	97







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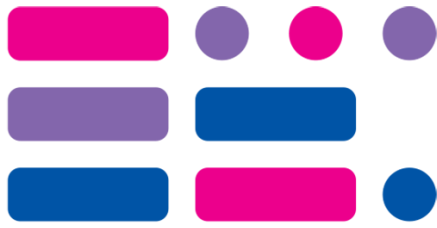
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