

Cambridge Housing Society Limited approach to collecting data for Tenant Satisfaction (TSM) perception measures

1. Number of responses

Between 1st April 2025 and 31st March 2026, 544 responses were received for low-cost rental accommodation (LCRA) - 473 online survey form, 71 hard copy reply.

The number of households in the relevant population for low-cost rental accommodation was 2579. As a percentage of the total relevant population the overall response rate was 21.1% which is within an error margin of +/- 3.7% with a confidence level of 95%, so within the minimum accuracy level required for TSM surveys.

2. Collection methods and rationale

CHS invites a tenant from every household to complete our annual survey, which we do on a rolling basis with a cohort being surveyed each month. The principal methodology for the annual survey is to email the tenants with a link to the online survey form. Two reminders are sent to increase the response rate. Where we do not hold an email address for the tenant (or for any joint tenant) we will post a hard copy of the form. This helps to increase the accessibility of the survey so that it is available to anyone including those who are digitally excluded. All responses have been included in the reported TSMs. The survey is collected and analysed in-house using digital survey tools. Additional questions are asked about the perceived value for money of rent and service charges, plus a 'likely to recommend' question from which we produce a net promoter score. We include the supported housing managed by managing agents.

3. Sample method

We take a census approach, asking a tenant from every CHS household to complete the survey every 12 months.

4. Incentives offered

We offer every respondent entry into our prize draw to win £250.00.

5. Timing of survey

A tenant from every household is sent an online survey annually in the month of their birthday.

6. Summary of responses by survey method (after weighting the responses according to age – see below)

- a. TP01 overall satisfaction for online responses – 73.8%
- b. TP01 overall satisfaction for hard copy replies – 92%
- c. TP01 for all survey methods – 75.9%

7. Assessment of representativeness of the sample

The tables below set out the proportion of tenant population and survey responses that share principal characteristics for which representativeness has been assessed.

Local Authority	Relevant tenant population %	Total survey responses %
Cambridge	32.7%	35.3%
East Cambs	17.5%	17.3%
Fenland	8.1%	7.9%
Huntingdonshire	12.4%	9.2%
South Cambs	27.0%	28.7%
Uttlesford	1.3%	0.9%
West Suffolk	1.0%	0.7%

Housing type	Relevant tenant population %	Total survey responses %
General needs	85.5%	86.8%
Sheltered	3.3%	4.0%
Supported	6.6%	5.0%
Housing with care	4.6%	4.2%

Ethnicity	Relevant tenant population %	Total survey responses %
White British	76.1%	77.8%
Other White/ Irish White	8.1%	7.9%
Other ethnic groups	7.1%	7.3%
Unknown	8.7%	7.0%

Age group	Relevant tenant population %	Total survey responses %
16 - 19	1.0%	0.6%
20 - 29	8.3%	4.0%
30 - 39	17.0%	9.9%
40 - 49	20.2%	17.7%
50 - 59	22.6%	26.1%
60 - 69	17.3%	24.6%
70 -79	7.4%	8.8%
80+	5.9%	7.2%
Age unknown	0.3%	1.1%

CHS used the above measures to calculate a weighting for each characteristic and checked the effect this had on the overall satisfaction score (TP01), by weighting the sample data to match the different profiles of our tenants shown in the tables above.

The table below shows the impact on TP01, overall satisfaction. The highest difference after weighting (age group), at -2.06% was material enough to submit and report on weighted data. The age-based weighting was applied to all 12 perception questions in the survey and submitted in our formal submission to the Regulator for Social Housing. This was the first year that CHS submitted weighted data.

Weighting Characteristic	Unweighted	Weighted	Difference
Local Authority	77.94%	77.49%	- 0.45%
Housing Type	77.94%	78.01%	+ 0.07%
Ethnicity	77.94%	78.06%	+ 0.12%
Age group	77.94%	75.88%	- 2.06%