

Tenancy Satisfaction Measures 24-25

Summary of survey approach and copy of questionnaire

Section 1a Question Q4 Supporting Document

a. Summary of achieved sample size

Honeycomb Group has a tenant population of 2,820 in Low-Cost Rental Accommodation (LCRA). To achieve a 95% confidence level with a $\pm 4\%$ margin of error, a minimum sample size of 495 is needed. In 2024/25, 682 responses were collected.

b. Timing of survey

Honeycomb Group opted to collect survey responses in phases throughout the year. The first survey was received 3rd September 2024, and the last survey was received 3rd March 2025.

c. Data collection methods and rationale for chosen collection methods

In 2024/25 Honeycomb Group used various collection methods:

- **Telephone** 363 (53%) - 03/09/24 – 07/10/24 by external agency Kwest Research Ltd.
- **Online** 174 (26%) - 08/01/25 – 17/01/25 via SurveyMonkey
- **Face-to Face** 145 (21%) – 15/01/25 – 19/03/25 collected by staff employed by Honeycomb Group.

Half of responses were budgeted and planned to be collected by telephone, with the remaining required sample size to be picked up via online and face-to-face channels based on expected response rates.

This approach was based on tenant feedback, to ensure the capturing of responses from a diverse range of tenants and to alleviate biases associated with different collection methods.

Elderly customers have reported that they were uncomfortable with digital communication and distrust unexpected calls, preferring the option of in-person surveys. Throughout Q4 as part of scheme visits tenants were given the opportunity to complete the survey face-to-face with Honeycomb Group staff.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone calls were made at various times of the day, including weekends. Up to five attempts were made to secure a survey response with each sampled LCRA household.

Furthermore, in January 2025, a link to an online survey was sent, via SMS and email, to all remaining tenants with relevant contact details who had not yet completed the survey. This was intended to provide all tenants with an opportunity to have their say.

d. Sampling methods

Kwest utilised a stratified random sampling approach and set quotas on:

- Age
- Gender
- Ethnicity
- Area
- Occupancy type
- Property Type

No households were excluded from the sampling.

All remaining tenants were given the opportunity to complete a survey online or in-person.

e. **Assessment of representativeness of respondents**

The distribution of responses was compared to the distribution of property types and demographic areas to check for representativeness (detailed below). All variances were within ± 5 percentage points.

Age	% Tenant Population	% Survey Responses	Variance (% Tenant Population - % Survey Responses)	Weight (% Tenant Population / % Survey Responses)
16-24	2.4%	2.1%	0.3	1.1
25-34	11.4%	9.7%	1.7	1.2
35-44	14.7%	11.2%	3.5	1.3
45-54	15.1%	13.2%	1.9	1.1
55-64	18.2%	18.6%	-0.4	1.0
65-74	17.8%	21.4%	-3.6	0.8
75-84	14.6%	17.6%	-3.0	0.8
85+	5.9%	6.3%	-0.4	0.9
Occupancy Type				
Affordable Rent General Needs	8.8%	6.3%	2.5	1.4
Affordable Rent Housing for Older People	0.6%	0.7%	-0.1	0.9
General Needs	69.0%	67.3%	1.7	1.0
Housing For Older People	15.2%	20.1%	-4.9	0.8
Intermediate Rent	1.3%	0.7%	0.6	1.8
Supported Housing	5.1%	4.8%	0.3	1.1
Property Type				
Bungalow	5.8%	4.7%	1.1	1.2
Flat	59.7%	61.3%	-1.6	1.0
House	31.8%	30.1%	1.7	1.1
Misc	2.7%	4.0%	-1.3	0.7
Area				
Cheshire East	1.9%	2.1%	-0.2	0.9
Newcastle-under-Lyme	17.7%	15.1%	2.6	1.2
Stafford	4.9%	4.7%	0.2	1.0
Staffordshire Moorlands	13.3%	11.3%	2	1.2
Stoke-on-Trent	62.2%	66.9%	-4.7	0.9
Gender				
Female	55.3%	60.0%	-4.7	0.9
Male	44.7%	40.0%	4.7	1.1
Ethnicity				
Asian or Asian British	1.4%	0.6%	0.8	2.3
Black, Black British, Caribbean or African	3.4%	3.2%	0.2	1.1
Mixed or multiple ethnic groups	1.0%	0.7%	0.3	1.4
Other ethnic group	1.5%	1.0%	0.5	1.4
White	72.7%	72.6%	0.1	1.0
Unknown	20.0%	21.8%	-1.8	0.9

f. Details Of applied weighting

During 2024/25 a representative sample was achieved and no weighting was required.

g. The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures

Kwest Research Ltd - to collect survey responses via telephone interviews.

h. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with a broad rationale for their removal

No households were excluded from sampling.

i. Reasons for failure to meet required sample size requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

j. Incentives used in the survey to encourage response

Not applicable, no incentives were used in 2024/25.

k. Methodological issues that have a material impact on satisfaction

Analysis indicates that customers who respond online tend to be more critical compared to those who respond by telephone or face-to-face. This trend is evident when comparing Honeycomb Group's satisfaction scores across different collection methods:

Statement	Online	Phone	Face-to-Face	Total
Overall Satisfaction with Service	57.0%	68.5%	70.3%	66.0%
Satisfaction With Repairs Service Over Last 12 Months	58.5%	63.8%	70.0%	63.9%
Satisfaction With Time Taken to Complete Most Recent Repair	54.9%	63.4%	63.0%	61.1%
Satisfaction That Staffs Housing Provides a Home That's Well Maintained	52.6%	73.2%	71.5%	67.4%
Satisfaction That Staffs Housing Provides a Home That's Safe to Live In	62.5%	80.4%	89.4%	77.8%
Satisfaction With Extent Staffs Housing Listens to Views & Acts Upon Them	45.3%	63.9%	60.7%	58.0%
Satisfaction With Way Staffs Housing Keeps Tenants Informed	56.6%	80.3%	71.0%	71.8%
Agreement That Treated Fairly & With Respect	55.1%	87.9%	79.2%	77.3%
Satisfaction With Staffs Housing's Approach to Complaint Handling	26.0%	35.6%	40.0%	32.8%
Satisfaction That Communal Areas Are Clean & Well Maintained	60.0%	75.9%	80.3%	72.7%
Satisfaction That Staffs Housing Makes Positive Contribution to Neighbourhoods	43.0%	76.5%	67.7%	64.6%
Satisfaction With Staffs Housing's Approach to Handling Anti-Social Behaviour	52.0%	70.0%	83.1%	67.1%

I. Survey layout



Tenant satisfaction survey

Welcome, thank you for taking the time to share your views.

The Regulator of Social Housing has asked all landlords to send out surveys to collect information on tenants' satisfaction levels. This is to measure how good the services are that we provide to you.

The results will be published online so that you, and people applying for housing, can see how well Staffs Housing performs and how this compares with other landlords.

If you have completed a survey before we would still love to hear from you. The survey will take around 3-5 minutes to complete and your feedback is vital in helping us improve the services you want.

Thank you,

A handwritten signature in black ink that reads "Julie".

Julie Guildford Smith, Chief Executive

Tenant Satisfaction Survey

Please tick only one answer per question.

1. Taking everything into account, how satisfied, or dissatisfied are you with the service provided by your landlord?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

2. Has your landlord carried out a repair to your home in the last 12 months?

- ☐ Yes
- ☐ No

3. If yes, how satisfied or dissatisfied are you with the overall repairs service from your landlord over the last 12 months?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ N/A

4. If yes, how satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ N/A

Tenant Satisfaction Survey

5. How satisfied or dissatisfied are you that your landlord provides a home that is well-maintained?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied

6. Thinking about the condition of your property or the building you live in, how satisfied or dissatisfied are you that your landlord provides a home that is safe?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable/ don't know

7. Is there anything you would like to tell us about the repairs service or the quality of your home?

Tenant Satisfaction Survey

8. How satisfied or dissatisfied are you that your landlord listens to your views and acts upon them?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable/ don't know

9. How satisfied or dissatisfied are you that your landlord keeps you informed about things that matter to you?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable/ don't know

10. To what extent do you agree or disagree with the following statement: "my landlord treats me fairly and with respect"

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree or disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Not applicable/ doesn't know

11. Have you made a complaint to your landlord in the last 12 months?

- ☐ Yes
- ☐ No

Tenant Satisfaction Survey

12. If yes, how satisfied or dissatisfied are you with your landlord's approach to complaints handling?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ N/A

13. Do you have anything else to tell us about your experience of your landlord's services?

14. Do you live in a building with communal areas, either inside or outside, that your landlord is responsible for maintaining?

- ☐ Yes
- ☐ No
- ☐ Don't know

Tenant Satisfaction Survey

15. If yes, how satisfied or dissatisfied are you that your landlord keeps these communal areas clean and well-maintained?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ N/A

16. How satisfied or dissatisfied are you that your landlord makes a positive contribution to your neighbourhood?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable/ don't know

17. How satisfied or dissatisfied are you with your landlord's approach to handling anti-social behaviour?

- ☐ Very satisfied
- ☐ Fairly satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Fairly dissatisfied
- ☐ Very dissatisfied
- ☐ Not applicable/ don't know

Tenant Satisfaction Survey

18. Is there anything else you would like to tell us?