



TENANT SATISFACTION MEASURES

PERCEPTION SURVEY

METHOD OF APPROACH

Having carried out the 2023-24 Tenant Satisfaction Measures (TSM) perception survey using its own staff, Hillingdon Council decided to carry out the 2024-25 survey using an external supplier.

Independent research company Service Insights Ltd (SIL) was chosen to carry out this year's survey on the council's behalf and surveys were undertaken between 20 January and 19 February 2025.

SIL conducted the survey via 100% telephone contact. Alternative arrangements were available via SMS invite, online completion or postal survey upon request. SIL applied a randomised sampling approach to the customer database provided them in order to achieve a representative sample of responses reflecting the tenant population.

SIL worked with its service partner, Viewpoint Research CIC, to undertake surveys during the fieldwork period. In accordance with the TSM Technical and Survey Requirements, the council collated 968 responses to meet the required response level.

SIL collated, anonymised (where appropriate) and submitted validated survey responses to the council and confirmed that the overall confidence level in survey response was +/- 2.94%, which was within the permitted level of +/- 4%. Weighting of the responses was not required as the requisite representativeness was achieved from the customer database. No incentives were offered for participants in the survey project.

The survey contained the 12 regulatory perception questions plus an additional 5 questions added by the council.

Low-Cost Rental Accommodation

The council provided a database of 9,759 records for inclusion in the survey process. It can confirm that this covered the social rented housing stock (general needs, sheltered, extra care and properties used for temporary accommodation). As the council owns less than 1,000 units of low-cost home ownership stock, it was not required to submit responses for this cohort of tenants and as such they were not included in the survey sample.

In preparing the tenant sample dataset, only tenancies with a contact telephone number were selected. In the event the council was not able to obtain the relevant number of responses, it would invite remaining tenants to participate via a postal survey.



Summary of Representativeness

The council provided information around tenancy type and age grouping to assist with representativeness. The stratified sampling and completed survey responses using these groupings were as follows:

Total tenant population	9759			
Total surveys completed	968			
	Full profile		Completed surveys	
	Number	%	Number	%
Tenure				
Fixed Term	2,042	21%	210	22%
Licence	546	6%	57	6%
Lifetime secure	572	6%	57	6%
Probationary	347	4%	41	4%
Service	2	0%	1	0%
Standard Secure	6,250	64%	602	62%
Total	9,759		968	
Age				
18-24	182	2%	23	2%
25-34	851	9%	89	9%
35-44	1,648	17%	164	17%
45-54	1,831	19%	184	19%
55-64	1,985	20%	193	20%
65-74	1,640	17%	164	17%
75+	1,527	16%	151	16%
Age not recorded	95	1%	0	0%
Total	9,759		968	

The document below is a copy of the survey questionnaire using for the 2024-25 project.

Appendix 1 – Tenant Perception Survey Questionnaire.