Tenant Satisfaction Measures

Summary of Approach to Surveys

From 1st April 2023 MSV started collecting the Tenant Satisfaction Surveys. Because we have less than 1000 Low Cost Home Ownership properties, we are required to report on Low Cost Rental Accommodation only - the following approach and results are based on these.

We achieved a sample size* of 1,676 responses (these do not include any responses that answered 'don't know' or 'not applicable' to the first question) - for an organisation of MSV's size a minimum suggested response would be around 600 responses - we have far exceeded the minimum. The results were collected across the year (from 1 April 2023 to 31 March 2024) with an average of 148 surveys per month taken from random sampling.

Most of our tenant perception surveys are carried out on behalf of MSV by a third-party contractor - IFF Research. IFF Research are Market Research Society (MRS) partners, and their training is MRS approved. Company Partner Accreditation demonstrates commitment to quality insight while keeping business compliant with the MRS code of conduct, upskilled and competitive. This means that surveys are conducted in a compliant way in terms of gaining the right levels of participant consent and data usage.

By using a trusted third party to conduct the telephone surveys means that survey results are totally independent and MSV have had no influence over the results. MSV also give customers the option of completing surveys **anonymously** and in these cases only the results and comments are fed back. This provides a much higher degree of transparency and honesty.

All relevant households (LCRA) were invited to participate and IFF Research use a quota sampling approach based on agreed characteristics (age) to represent the profile of the full customer population.

Only 11 Face to Face surveys were completed internally. Without any influence, 10 out of the 11 responded positively (91%). MSV felt these were artificially raised (were only happy customers willing to take the survey?) and would not pursue this avenue of surveys as a reliable source of how our customers feel. Any future face to face surveys will be carried out for inclusivity – neither contactable by digital or telephone – and for fair representation. These were included in the surveys final results – as regulator requires – but as 0.6% of the whole survey would not inflate the overall scores.

MSV also continually monitor the representativeness of the sample against the relevant tenant population from our latest Statistical Data Return (SDR) , looking at this in 6 different ways;

Age

Age	% of population	% of surveys
18 - 20	1.46%	1.36%
21 - 30	6.04%	6.82%
31 - 40	17.13%	18.44%
41 - 50	18.05%	17.78%
51 - 60	21.69%	21.40%
60+	32.49%	33.79%
UNKNOWN	3.13%	0.41%

Ethnicity

Ethnicity	% of population	% of surveys
ASIAN	8.04%	9.78%
BLACK	19.12%	22.94%
OTHER	2.90%	2.67%
WHITE	57.23%	58.21%
UNKNOWN	12.70%	6.40%

All overarching ethnicities are represented accordingly (unknown is obviously not an ethnicity). What this does show though is that we have a gap in our data and our knowledge on our customers ethnicity - a data project is commencing this year to rectify and strengthen our data.

Tenancy Type

Tenancy Type	% of population	% of surveys
Affordable General	12.49%	13.63%
Affordable Older	0.51%	0.77%
General Needs	71.53%	74.99%
Housing Older Person	7.58%	7.29%
Intermediate Rent	0.40%	0.59%
Rent To Buy	0.52%	0.36%
Social Rent	0.0%	0.59%
Supported Housing	6.97%	1.78%

Supported Housing is one area that was under-represented. IFF Research had trouble contacting our customers here and although we put particular focus on this area in the month of March we did not manage to make up the surveys. Next year we intend to use varied methodology - 70% telephone, 20% digital, 10% face-to-face surveys (only using this method when other methods are not appropriate and for inclusivity.)

Property Age

Property Age	% of population	% of surveys
0 - 9 YEARS	4.79%	4.33%
10 - 19 YEARS	11.34%	10.91%
20 - 29 YEARS	15.07%	16.12%
30 - 49 YEARS	31.24%	29.22%
50 - 99 YEARS	16.53%	17.25%
100+ YEARS	21.03%	22.17%

Property Type - 41 types - TOP 10 categories in population

Property Age	% of population	% of surveys
3 BED HOUSE	26.35%	26.26%
2 BED HOUSE	19.29%	20.57%
1 BED FLAT ABOVE GF	13.46%	11.20%
2 BED FLAT ABOVE GF	7.84%	9.48%
1 BED FLAT GF	7.79%	7.53%
1 BED FLAT CAT 2 ABOVE GF	4.11%	4.27%
2 BED FLAT GF	3.98%	3.85%
4 BED HOUSE	3.81%	3.50%
2B COTTAGE FLAT	1.87%	2.61%
2 BED BUNGALOW	1.77%	2.13%
1 BED FLAT CAT 1 ABOVE GF	1.48%	1.36%

Geographical area - 148 wards - TOP 10 wards in population

Area	% of population	% of surveys
MOSS SIDE	17.44%	18.14%
BRADFORD	9.04%	9.60%
BREDBURY GREEN & ROMILEY	5.81%	6.40%
WHALLEY RANGE	4.32%	4.68%
MILKSTONE & DEEPLISH	3.60%	3.08%
RIBBLE VALLEY	3.52%	4.27%
HULME	2.47%	1.90%
KEARSLEY	2.06%	1.60%
BRAMHALL NORTH	2.01%	1.90%
GREAT LEVER	2.01%	2.37%

No weighting has been applied, no relevant households have been excluded from the surveys and no incentives were offered to take part.

* A sample size is the number of responses included within the survey.