

TSM Methodology

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Soho Housing

TSM Survey



**Kwest  
Research**



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## TSM Methodology

The Tenant Satisfaction Measures (TSMs) provide a core set of performance measures and from 1 April 2023, all registered providers that own relevant social housing stock must calculate and publish results on an annual basis following the requirements set out by the Social Housing Regulator and in accordance with the TSM Standard.

In April 2024, Kwest Research was commissioned, as part of an existing contract, to undertake a monthly telephone survey on behalf of Soho Housing, designed to complete interviews with the organisation's 788 LCRA households.

The aim of the survey was to provide information to meet the new requirements, and to gather data on customer satisfaction with services that will help to identify resident priorities and inform services for the future.

This document provides a summary of the survey approach used to generate the tenant perception measures to be published by Soho Housing. This is laid out using the headings specified in the Regulator's '*Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements*' document.

### A) Summary Of Achieved Sample Size

Soho Housing has 788 LCRA households and to meet the requirements, needs to collect a minimum of 263 responses, to provide data with an overall accuracy of  $\pm 5\%$  at 95% confidence interval.

The organisation carried out telephone interviews on a monthly basis from April 2024 to March 2025.

At the end of the data collection period, 305 LCRA interviews had been completed. This provides a level of data accuracy of  $\pm 4.4\%$  for the tenant results overall.

### B) Timing Of The Survey

Interviews were carried out on a monthly basis between April 2024 and March 2025. The number of responses collected was evenly divided across months.

### C) Data Collection Methods

The TSM survey was undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored.

Kwest's interviewers worked in shifts to provide maximum coverage. Calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available.

Interviewers made up to 5 attempts to secure a survey response with each LCRA household.

## D) Sampling Methods

A stratified sampling method was used, taking into account type of housing (common area description 2), age group and local authority area.

## E) Assessment Of Representativeness Of Response

Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. For example:

- In telephone projects, Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored to deliver required accuracy levels.
- Kwest's *TSM Representativeness Assessment* ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. This works in conjunction with the Telephone Management System and provides an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches requirements.
- The following table illustrate the proportion of respondents achieved for each age group relative to the baseline data held by Soho Housing.

Group	Relevant tenant population (% of total)	Number Of Responses (% of total)
Age Group		
16-44	18%	19%
45-64	46%	47%
65+	28%	29%
Other values (i.e. unknown age)	9%	6%

Table 1 Summary of Representativeness

## F) Details Of Applied Weighting

Not applicable; no weighting was applied to the data. Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved and therefore no weighting of data was required.

## G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations in the country and works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Soho Housing and was responsible for all elements of the research.

## H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

No households were excluded from the sampling frame.

## I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable. A total of 305 responses has been achieved in the 2024 survey which exceeds the minimum requirements set by the Regulator.

## J) Incentives Used In The Survey To Encourage Response

No incentives were used to encourage participation in the Soho TSM survey.

## K) Other Methodological Issues That Have A Material Impact On Satisfaction

There do not appear to be any other methodological issues that have a material impact on the tenant perception measures reported.

## Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required, and these were the first questions asked on each topic in the survey. A small number of additional questions were also included to allow ongoing comparison with previous perceptions surveys carried out by the organisation.



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