

A2Dominion tenant satisfaction measures (TSMs)

Perception survey methodology

A2Dominion commissioned The Leadership Factor to run the 2024-2025 Tenant Perception Survey. We received 1,921 responses from both social and affordable renters and shared owners. All responses were included in the results.

What are TSMs?

The TSMs are a set of measures that all registered social housing providers must publish annually. They are split into two types:

- **Tenant perception measures** - based on surveys asking residents about their experiences.
- **Management information measures** - based on data collected by the landlord (e.g. repairs, complaints, safety checks).

TSMs are designed to give tenants a clearer view of how well their landlord is performing, and to help hold landlords to account. There are 22 measures in total, 10 based on service data and 12 based on tenant feedback collected through the annual satisfaction survey.

The measures are grouped into key themes:

- Overall satisfaction (e.g. satisfaction with our services)
- Keeping homes in good repair (e.g. time taken to complete repairs)
- Maintaining building safety to keep customers safe (e.g. gas and fire safety checks)
- Respectful and helpful engagement (e.g. how well residents feel listened to)
- Effective handling of complaints
- Responsible neighbourhood management (e.g. dealing with anti-social behaviour),

There is also an additional measure for overall satisfaction with landlord services. All information must accurately reflect the needs and experiences of tenants so we can measure how well our services are performing.

Please see a summary of the tenant perception measures (that you will find referenced in this document) below:

TSMs collected from tenant perception surveys

TP01	Overall satisfaction
TP02	Satisfaction with repairs
TP03	Satisfaction with time taken to complete most recent repair
TP04	Satisfaction that the home is well maintained
TP05	Satisfaction that the home is safe

- TP06 Satisfaction that the landlord listens to tenant views and acts upon them
- TP07 Satisfaction that the landlord keeps tenants informed about things that matter to them
- TP08 Agreement that the landlord treats tenants fairly and with respect
- TP09 Satisfaction with the landlord's approach to handling complaints
- TP10 Satisfaction that the landlord keeps communal areas clean and well maintained
- TP11 Satisfaction that the landlord makes a positive contribution to neighbourhoods
- TP12 Satisfaction with the landlord's approach to handling anti-social behaviour

Low-cost rental accommodation (LCRA) and Low-cost home ownership (LCHO)

Low Cost Rental Accommodation (LCRA)

This includes housing types such as general needs homes (social housing renters), supported housing (tenants who need support to live independently), intermediate rent (short-term, affordable rented homes), and temporary social housing. In our TSM results, we refer to this group as 'Social and Affordable Rent Customers'.

Low Cost Home Ownership (LCHO)

This mainly refers to shared ownership homes that haven't been fully bought yet (i.e., only part of the home is owned). In our TSM results, we call this group 'Shared ownership customers'.

Survey design

The regulator of social housing has clear guidelines on how landlords, including A2Dominion, should carry out the tenant survey/s to collect feedback. All landlords must follow these rules to make sure the results are fair, consistent, and useful.

The following table explains how we collected tenant satisfaction data, covering the type of housing included, how the survey was carried out, who helped run it, and how reliable the results are. It shows the methods used, the number of responses received, and confirms that the survey met the required standards.

Landlord Name	A2Dominion
Low-cost rental accommodation (LCRA) homes	20,780
Low-cost home ownership (LCHO) homes	3,968
Margin of error required: low-cost rental accommodation (LCRA) homes	±3%
Margin of error required: low-cost home ownership (LCHO) homes	±4%
Please select your survey approach used to generate reported perception TSMs (for the stock basis listed above)	Rolling survey (monthly data collection)

Collection date of earliest survey response used in reported TSMs.	03 May 2024
Collection date of latest survey response used in reported TSMs	28 March 2025
Census or sample	Sample
Have any external contractors been used in the collection and/or analysis of the survey?	Yes
	The Leadership Factor Limited trading as TLF Research
Did you use any incentives for tenants to complete the survey?	No
Have you been able to achieve all the requirements set out in TSM Survey Requirements?	Yes
Survey method	LCRA <ul style="list-style-type: none"> • Telephone (1009 – 76.6%) • Web (303 – 23%) • Post (5 – 0.4%) LCHO <ul style="list-style-type: none"> • Telephone (485 - 78.4%) • Web (134 - 21.6%)
Responses of low-cost rental accommodation (LCRA)	1,317
LCRA Responses to TP01	1,307
Statistical Reliability	±2.6%
Response of low-cost home ownership (LCHO)	619
LCHO Responses to TP01	614
Statistical reliability	±3.3%

The survey design meets the criteria as defined in [ANNEX 4](#) of the tenant survey requirements.

To help us better understand how satisfied our tenants are, we asked a few extra questions after the main tenant satisfaction survey. These follow-up questions were based on the tenant perception topics we had already asked about. For example, 'Probe TP01' refers to a follow up question asked after a tenant has answered the main tenant perception question. TP01 relating to overall

satisfaction with our service. Please refer to p1 for an outline of which survey question each TP number refers to.

Probe on TP01 – All tenants, [May 2024 – March 2025]
Probe of TP02 – Tenants not satisfied [neither satisfied nor dissatisfied, fairly dissatisfied OR very dissatisfied], [May 2024 – March 2025]
Probe TP03 – Tenants not satisfied [neither satisfied nor dissatisfied, fairly dissatisfied OR very dissatisfied], [May – December 2024]
Probe TP04 – Tenants not satisfied [neither satisfied nor dissatisfied, fairly dissatisfied OR very dissatisfied], [May 2024 – March 2025]
Probe TP05 – Tenants not satisfied [neither satisfied nor dissatisfied, Fairly dissatisfied OR very dissatisfied], [May 2024 – March 2025]
Probe on TP06, 07 or 08 – Tenant dissatisfied/disagree to TP06, 07 or 08 [fairly dissatisfied OR very dissatisfied disagree OR strongly disagree], [January – March 2025]
Probe on TP09 - All tenants, [May 2024 – March 2025]
Probe TP11 - Tenants not satisfied [neither satisfied nor dissatisfied, fairly dissatisfied OR very dissatisfied], [May – December 2024]
Probe on TP10, 11 or 12 – Tenant dissatisfied on either TP10, 11 or 12 [fairly dissatisfied OR very dissatisfied], [January – March 2025]

In January, we grouped some of these questions together to keep the survey shorter and easier to complete. That's why you'll see a difference in the date ranges stated above (May 2024 - December 2024, May 2024 - March 2025 and January 2025 - March 2025).

Please note that an 'Unable to answer/Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for telephone surveys only.

These options were not read out to participants and were only used when tenants were unable to give a full/valid response for the options available but wanted to continue to provide their feedback. This helped us keep the data accurate and meant we didn't include any missing answers when working out the results. As a result, the TSM survey results submitted may include tenants who refused or were unable to answer TP01 (see page 1) but wanted to continue to provide their feedback.

TLF Research achieved:

- 1307 valid responses to TP01 for Low-Cost Rental Accommodation (LCRA), this exceeds the minimum requirement for LCRA.

- 614 valid responses to TP01 for Low-Cost Home Ownership (LCHO), and this also exceeds the minimum requirement for LCHO.

Summary of the achieved sample size

A2Dominion has between 10,000 and 24,999 low-cost rental homes, so we needed enough survey responses to be sure (95% confident) that the results are accurate within 3% and truly reflect what most tenants think.

TLF Research achieved:

- 1307 valid responses to TP01 for Low-Cost Rental Accommodation (LCRA), this exceeds the minimum requirement for LCRA.

A2Dominion has between 2,500 and 9,999 shared ownership homes, so the survey results for this group needed to be accurate within 4%. Unlike rented homes, shared ownership homes are managed by a dedicated team, and the results don't need to be broken down by region. The actual accuracy achieved for this group of tenants was 3.3%, which is better than required.

TLF Research achieved:

- 614 valid responses to TP01 for Low-Cost Home Ownership (LCHO) and this also exceeds the minimum requirement for LCHO.

Method	Population	Confidence interval required (required accuracy of surveys)	Number of interviews required	Number of completed surveys (TP01)
Low-Cost Rental Accommodation (MCRA)	20,780	±3%	1,015	1,307
Low-Cost Homes Ownership (LCHO)	3,968	±4%	522	614

Timing of the survey

We carried out the survey every month between May 2024 and March 2025. This helped us track changes over time. Every three months, we looked at the results so far and shared them with our Group Board to spot patterns, learn from the feedback, and to find ways to improve.

Data collection method

In 2023-24, A2Dominion mostly ran its tenant surveys online and in-house. This made it harder to compare results with other housing providers and to spot common themes. So, starting in 2024-25, we decided to work with an independent research company and focus more on telephone surveys.

We know this change means the results won't be directly comparable to last year, but it will help us gain better insights and compare ourselves more fairly with other landlords.

Telephone surveys also help us reach more customers, including those who might not respond to emails or letters. They highlight any issues, like incorrect contact details, language barriers, or disabilities, that might stop someone from taking part.

This method gives us a more balanced view, as it doesn't just attract people with strong opinions. It also helps us hear from those who are usually less likely to speak up, because we contact them directly.

Phone interviews also mean fewer surveys are left unfinished, so we get more complete feedback and a clearer picture of how customers feel about A2Dominion.

Sampling methods

To make sure the survey results were fair and balanced, we included a mix of customers from different age groups, regions, property types, ethnic backgrounds, and types of housing. This helped us get a good overall picture of how our customers feel.

Understanding our survey sample

To make sure the survey results fairly represent all our customers, we created a list that included everyone, even those who had opted out of taking part. This helped us make sure the overall mix of tenants was accurate. If we didn't have full details for some tenants, we still included them and marked their information as 'unknown'.

We updated this list every few months to keep it accurate. Each month, we checked the survey results to make sure we were hearing from a wide range of tenants - different ages, regions, housing types, and backgrounds. We also kept an eye on how many people declined to take part, dropped out, or faced barriers like language or disability, so we could improve how we run the survey.

Because our homes are in diverse communities, we monitored whether language was stopping anyone from taking part. In this survey, translation wasn't needed.

Every three months, our research partner TLF Research received an updated list of tenants to contact. They used a system to randomly select people while making sure we didn't contact anyone who had already taken part or opted out.

TLF Research used a secure online system to track who was being contacted and to make sure the survey results reflected the full tenant population. This helped both A2Dominion and TLF Research check that the feedback was fair and balanced.

We've included screenshots below to show how we check that the survey results fairly represent all types of tenants.

Low cost rented accommodation (LCRA) sample

Age	Sample	Database
25 and under (27)	2.1%	3.0%
26-35 (152)	11.5%	12.6%
36-45 (262)	19.9%	20.2%
46-55 (307)	23.3%	23.2%
56-65 (299)	22.7%	22.2%
66-75 (151)	11.5%	10.8%
Over 75 (108)	8.2%	7.1%
Unknown (11)	0.8%	1.0%

Tenure (housing type?)	Sample	Database
General Needs (1064)	80.8%	79.9%
Affordable Housing (100)	7.6%	7.9%
Housing for Older People (52)	3.9%	4.2%
Supported Housing (40)	3.0%	3.5%
Key Worker (31)	2.4%	2.2%
Temporary Accommodation (30)	2.3%	2.2%

Region	Sample	Database
A2Dominion London Ltd (574)	43.7%	46.0%
A2Dominion South Ltd (578)	44.0%	41.4%
A2Dominion North Ltd (163)	12.4%	12.6%

Ethnicity	Sample	Database
White (804)	61.0%	56.8%
Black, Black British, Caribbean or African (174)	13.2%	13.9%
Unknown (172)	13.1%	13.5%
Asian or Asian British (87)	6.6%	8.7%
Mixed or multiple ethnic groups (43)	3.3%	3.8%
Other ethnic group (37)	2.8%	3.4%

Low cost home ownership (LCHO) sample

Age	Sample	Database
25 and under (0)	0.0%	0.5%
26-35 (52)	8.4%	9.7%
36-45 (109)	17.6%	17.9%

46-55 (95)	15.3%	15.4%
56-65 (51)	8.2%	8.1%
66-75 (27)	4.4%	3.7%
Over 75 (13)	2.1%	1.4%
Unknown (272)	43.9%	43.3%

Region	Sample	Database
A2Dominion London Ltd (354)	57.3%	57.1%
A2Dominion South Ltd (231)	37.4%	36.3%
A2Dominion North Ltd (33)	5.3%	6.6%

Ethnicity	Sample	Database
Unknown (467)	75.4%	74.8%
White (113)	18.3%	17.7%
Asian or Asian British (18)	2.9%	2.8%
Black, Black British, Caribbean or African (14)	2.3%	2.6%
Mixed or multiple ethnic groups (6)	1.0%	1.2%
Other ethnic group (1)	0.2%	0.8%

Weighting

We didn't need to adjust the survey results because the mix of tenants who took part already reflected the wider tenant population.

External contactor

An independent research company called The Leadership Factor Research (TLF) carried out the survey for A2Dominion in both low-cost rented accommodation (LCRA) and low-cost home ownership (LCHO) homes. TLF has worked in housing for nearly 20 years and specialises in understanding tenant experiences. All phone calls made during the survey were recorded to help with training and quality checks. We also listened to some of these recordings to better understand customer feedback and to use it to improve services.

Households excluded from the sample frame (exceptional circumstances)

No households were excluded from the survey sample. All eligible tenants were included to make sure the results gave a true picture of our tenant base. To make sure everyone had a fair chance to take part, we also offered a postal survey for tenants who didn't have a phone number or email address on record.

Reasons for failing to meet required sample size

This does not apply as the sample size has been achieved across both low cost rented accommodation (LCRA) and low-cost home ownership sample (LCHO).

Incentives

No incentives were used during data collection as we did not need to encourage participation through incentivisation.

Did our methodology impact our results?

The way we carried out the survey does not appear to have affected the results. TLF compared our scores with other housing providers, both their own clients and others, and found that most used telephone surveys like we did. This means our results can be fairly compared with others, helping us learn and improve.