Summary of RSH TSM Perception Survey Approach 2025/26

1. Summary of achieved sample size (number of responses)

At the time of undertaking the survey, Livin had 8,797 occupied LCRA dwellings (of 8,944 owned LCRA dwellings) and a tenant base of circa 10,800 tenants. On this basis, the minimum number of responses required was 562 to achieve a margin of error +/- 4% at a 95% confidence level. Overall, 1,016 responses were gathered, which means the minimum level was exceeded (Appendix 1).

2. Timing of survey

The survey was completed between 23 September 2025 and 26 September 2025.

3. Collection method

The survey was conducted by telephone and email.

For the telephone surveys, CX Feedback provide Pexel Research Services sample lists that they generate from a full census of households. Pexel Research Services conduct calls on a randomly drawn basis from the sample lists generated and shared with Pexel by CX Feedback. Pexel operates a wide calling window from 11am to 8pm to ensure good coverage throughout the day.

Pexel interviewers ask the tenant the questions and the tenant answers, the interviewer populates an individual online form for each respondent, and this is uploaded by the interviewer on to the CX Feedback system. This means there is a record for all individual surveys.

Respondents can refuse participation at any stage, at which point the record is flagged as such and the respondent will receive no further calls in relation to this research.

The results have not been gathered from any other source and contain only the results from the survey data gathered by Pexel Research Services.

Email surveys are sent to households that are unable to communicate by phone and are created by CX Feedback. The questions mirror those used in telephone surveys, but tenants fill out the online form themselves directly in the CX Feedback system.

4. Sample method

Probability sampling was adopted with every household being included in the survey population, meaning that all households had an equal chance of being surveyed by the external survey provider (Pexel Research Services).

5. **Summary of the assessment of representativeness of the sample against the relevant tenant population (including reference to the characteristics against which representativeness has been assessed)**

Within the population of all households, random stratified sampling was used to achieve a more balanced representation by age, geographical location, tenure type, ethnic origin, dwelling type and property type. Further information on this is provided at Appendix 2.

6. **Any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)**

No weighting was required.

In line with the RSH's TSM Survey Requirements, Livin's TSM survey aims to achieve a balance of representation across different characteristics to make sure the survey results are representative of the tenant population. Age is not the only characteristic that is applied to ensure a balanced representation is achieved. Including more characteristics to apply representation against within a survey can make exact proportions more difficult to achieve.

Livin's characteristics used for representation are as follows:

- Age of respondent
- Geographical area – town and village
- Dwelling type/number of bedrooms
- Ethnicity
- Tenure type

The process of weighting is a comparison between what was achieved for a particular measure of the data (such as age or tenure etc) compared to what it would have been if the exact split of the population was achieved when the individual proportions are kept the same.

A weighting exercise was undertaken for comparison (appendix 2) and when the calculations were applied across all the age groups the satisfaction result would have been 89% rather than the 90% that was achieved. This is within the acceptable margin of error as set out by the RSH in the survey guidance which is +/- 4% for a survey population of this size. This would not be considered a large enough discrepancy to require being applied to the submitted figures.

The RSH TSM Survey Guidance states:

"If this assessment confirms the sample is unrepresentative, and this is likely to have a material impact on satisfaction scores, then providers must appropriately weight the responses to ensure the TSMs reported are representative as far as possible"

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

CX Feedback by Target Applications Ltd were appointed to generate and set up the Tenant Satisfaction Measures (TSM) Perception survey based on the Regulator of Social Housing's guidance.

A dataset containing a full population of households was provided to CX Feedback containing various types of data to ensure representation. An extract from the survey report from CX Feedback on the approach is provided at Appendix 1.

Pexel Research Services who abide by the Market Research Code of Conduct, ESOMAR, CASRO and have ISO 20252 accreditation was appointed to conduct a telephone survey and email survey during the period 23 September 2025 to 26 September 2025. Pexel do not provide any other services to Livin and only undertake the TSM survey on our behalf as an independent specialist in telephone research services.

The questions asked were those provided by the Regulator of Social Housing for the TSM survey and followed and fulfilled the principles set out in the TSM Survey and Technical Requirements guidelines.

8. **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**

The survey was conducted by telephone as this was recognised as the most effective method to generate responses that met the sample size and a more accessible option overall. Customers unable to communicate via telephone call were invited to complete the survey via email.

9. **Reasons for any failure to meet the required sample size requirements summarised in Table 5**

Not applicable, the required sample was met.

10. **Type and amount of any incentives offered to tenants to encourage survey completion**

No incentives were offered to tenants to encourage survey completion.

11. **Any other methodological issues likely to have a material impact on the tenant perception measures reported**

CX Feedback has confirmed that there are no methodological or calculation issues that have impacted the score found from completing the TSM survey. Whilst there was some under/over representation on age, there was no material difference to the satisfaction scores when weighting was applied.

12. **Internal performance measuring**

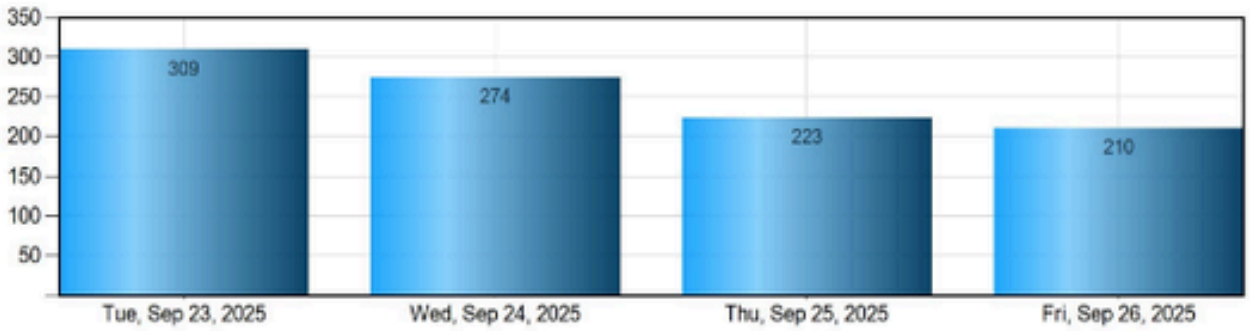
Whilst we have not completed other perception surveys that include the tenant satisfaction measures, we have used similar questions in transactional surveys of those using the service(s). The results enable us to react quickly to 'live' survey responses to improve services. These are monitored within our internal performance management framework.

Appendix 1 Extract from Pexel Research Services Report:

Purpose

The purpose of the survey was to ascertain the overall satisfaction of Livin tenants. The data will be used for the input to the Regulator of Social Housing. The results will also be used by the Livin team to focus their plans for the coming period.

Quantity of Responses



The survey was conducted using a mixed methodology of primarily telephone, and email to those that required a reasonable adjustment. Telephone calls were made by Pexel Research Services who abide by the Market Research Code of Conduct, ESOMAR, CASRO and have ISO 20252 accreditation. Emails were sent using CX-Feedback digital platform.

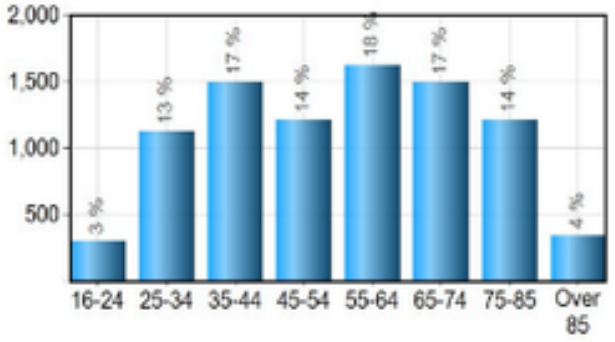
The questions asked were those provided by the regulator for the Tenant Satisfaction Measures and followed and fulfilled the principles set out in the TSM Survey and Technical Requirements guidelines. The research took place between 23rd September and 26th September 2025.

Livin Housing Limited manage approximately 8797 homes and at the time the TSM surveys were conducted Livin had a tenant base of approximately 10800 tenants. The minimum number of responses based on the number of homes required is 562 to achieve a margin of error +/- 4% at 95% confidence level. Overall 1016 responses were gathered, which means that Livin have exceeded the minimum required.

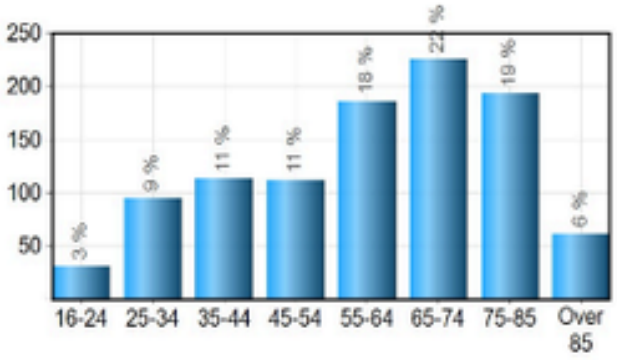
Appendix 2 Representation of 2025/26 TSM Survey Responses

For all categories, where there is a 0% displayed, it equates to less than 1% of the overall population.

Population : Age Band



Responses : Age Band

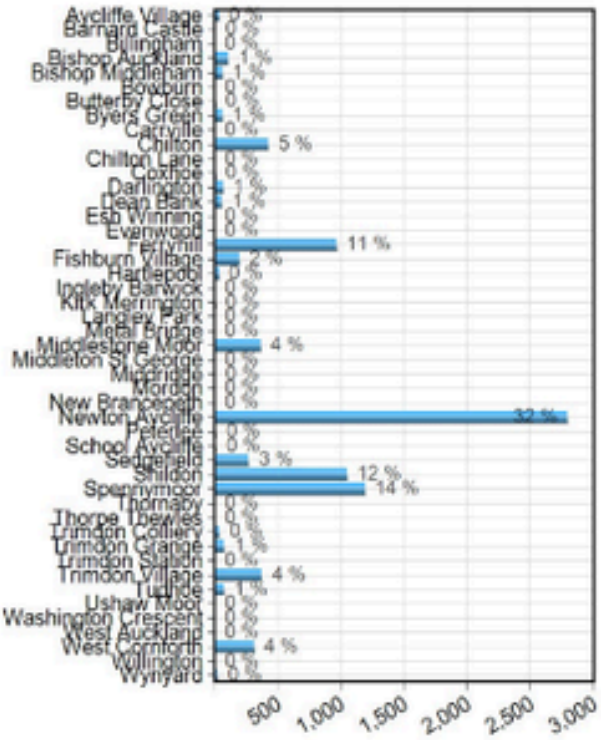


We can see that response by Age Group shows a different distribution pattern to that of the overall population. This is a pattern that is found across multiple surveys and multiple CX-Feedback customers. The older age groups are generally more engaged than younger, leading to under representation in the under 35's and over representation in the over 60's.

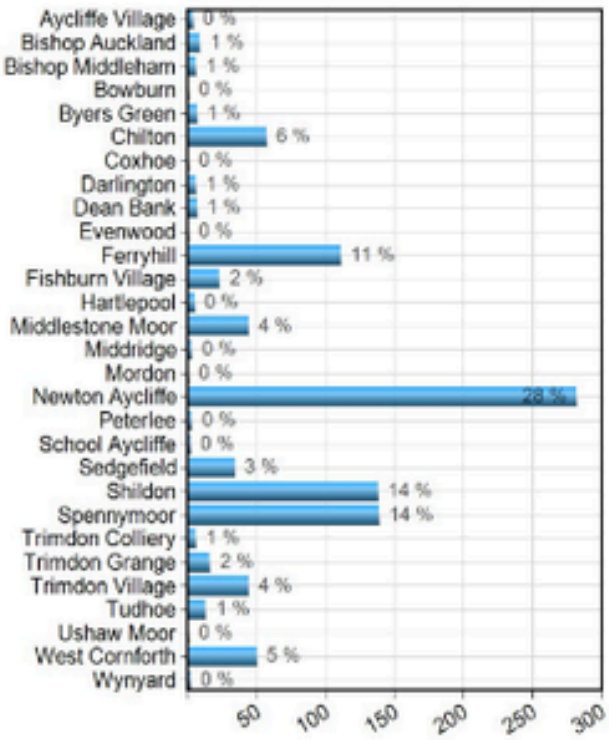
Generally, age group shows that younger age groups are less satisfied than older ones, so the under/over representation does contribute to changes in overall satisfaction.

A weighting exercise for TP01 shows that overall satisfaction shifts down by 1% when age representation is accounted for. This delta of 1% is not considered significant enough to change the overall results. See page 36 for

Population : Village

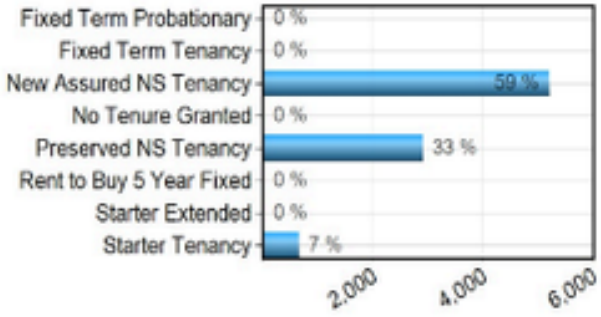


Responses : Village

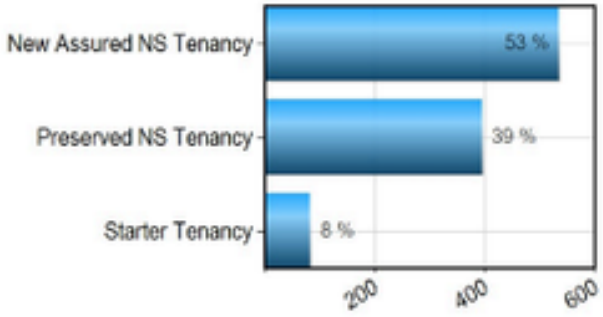


The response representation across the locations of Livin Housing looks very close to the population. The only item of note would be that Newton Aycliffe is under represented in the responses, with some of the other villages being very slightly over represented.

Population : Tenure type

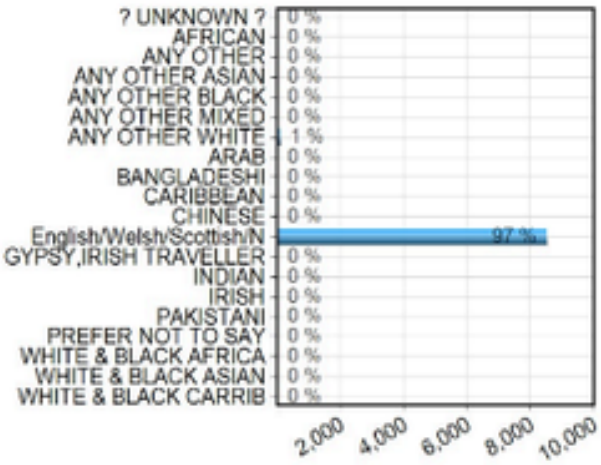


Responses : Tenure type

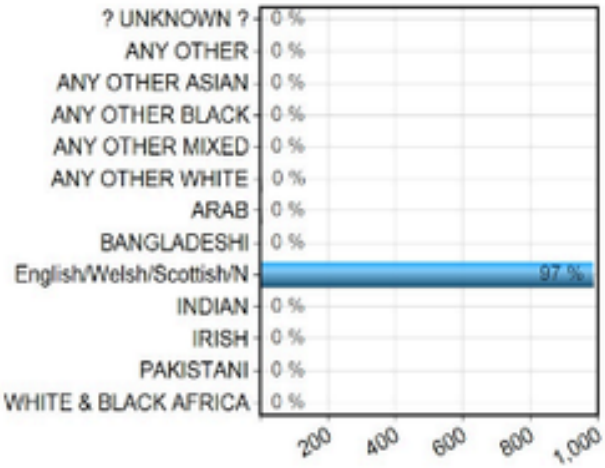


Looking at the representation by Tenure type, which is one of the requirements of the regulator, we can see that the responses for Livin have New Assured NS Tenancy under represented by 6% and Preserved NS Tenancy over represented by 6%. As the results are strongly skewed to the top two positive responses, this under/over

Population : Ethnic origin

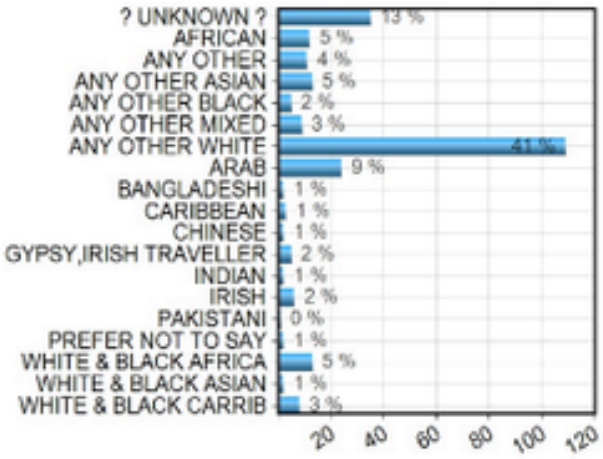


Responses : Ethnic origin

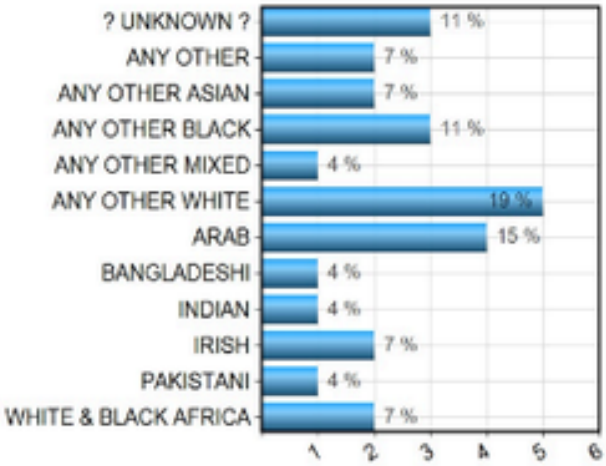


The majority of the overall population is in the UK based ethnicity, with extremely small volumes in all of the other ethnic groups. This is mirrored in the responses. If we remove the UK ethnicity and look at the rest of them in isolation, we can see that the Unknown group is under represented by 2%. The Any Other White group is under represented by 22%. All other ethnicities are over represented, however, the volumes are so small as to be statistically insignificant.

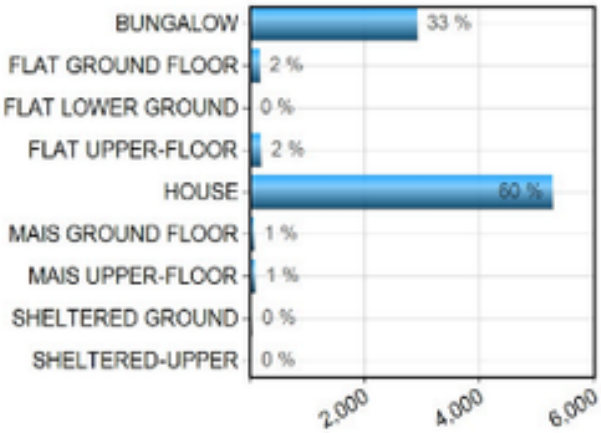
Population : Ethnic origin excluding English/Welsh/Scottish/Northern Irish/British



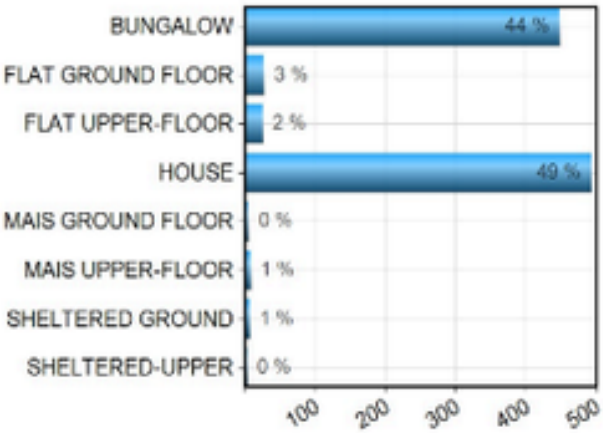
Responses : Ethnic origin excluding English/Welsh/Scottish/Northern Irish/British



Population : Dwelling Type

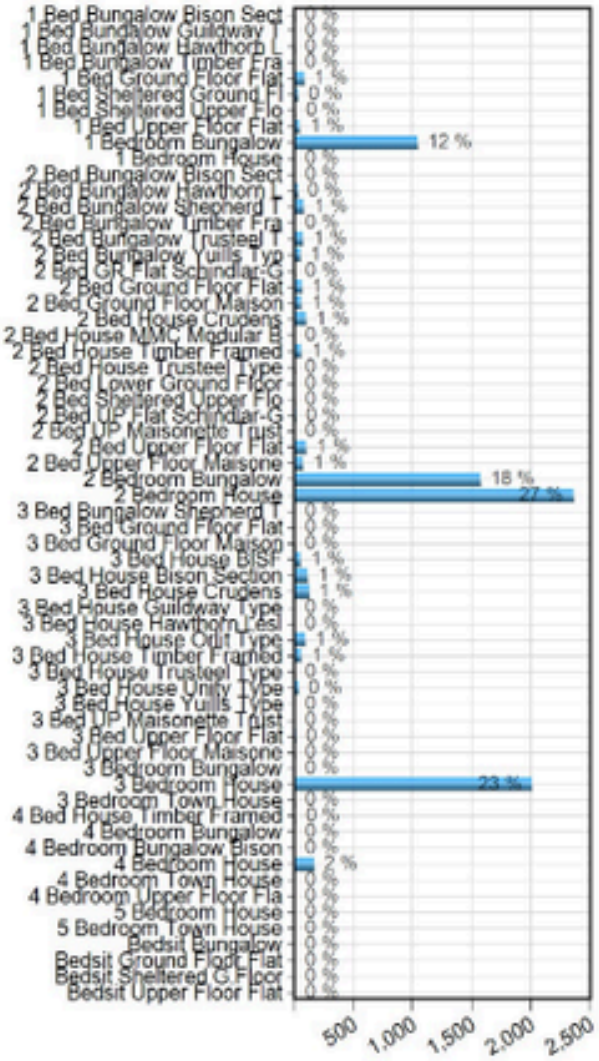


Responses : Dwelling Type

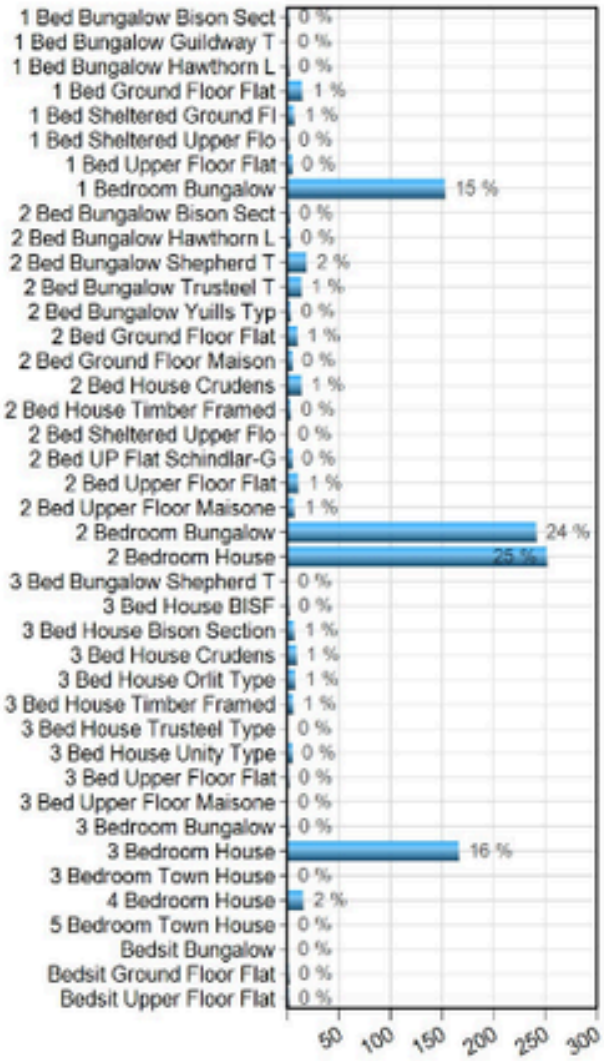


Type Bungalow is over represented by 11% and House under represented by 11% . These are the two main categories for both population and responses and account for more than 90% of both. It is deemed that the under/over representation will not contribute extraordinary differences to the overall satisfaction calculations.

Population : Property Type



Responses : Property Type



TP01 Weighting for Age Group

Question	TP01 - Overall Satisfaction			90%							
Actual Responses	16-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	Unknown		%
Very Sat	16	54	69	61	104	157	134	42		637	63%
Fairly Sat	11	29	27	33	58	56	50	16		280	28%
Neither	2	3	13	11	12	6	2	1		50	5%
Fairly Dissat		3	2	4	5	1	3	1		19	2%
Very Dissat	2	6	2	3	7	5	4	1		30	3%
	31	95	113	112	186	225	193	61		1016	
Population	300	1121	1493	1211	1619	1496	1213	343		8796	
Satisfaction	87%	87%	85%	84%	87%	95%	95%	95%			
Representation	3%	9%	11%	11%	18%	22%	19%	6%	0%		
Actual population	3%	13%	17%	14%	18%	17%	14%	4%	0%		
Weighted Responses				89%							
Very Sat	18	74	105	76	105	121	97	27		623	61%
Fairly Sat	12	40	41	41	58	43	36	10		282	28%
Neither	2	4	20	14	12	5	1	1		59	6%
Fairly Dissat	0	4	3	5	5	1	2	1		21	2%
Very Dissat	2	8	3	4	7	4	3	1		32	3%
	35	129	172	140	187	173	140	40		1016	