

## Stonewater Limited (L1556)

### Summary of Survey Approach – Tenant Satisfaction Measures

#### Introduction

The Tenant Satisfaction Measures (TSM) are reported on a registered group basis with Stonewater Limited being the parent. This includes customers from Stonewater Limited (L1556), Stonewater (5) Limited (4717) and Mount Green (L0042), who joined the group in February 2024.

#### Low Cost Rental Accommodation (LCRA)

#### Sampling

- Total tenant population supplied to TLF Research: 31,283
- 843 tenants were excluded due to having no contact details other than address and postal surveys being cost prohibitive; a customer census project launched in September 2024.
- A stratified random sampling was used (phased approach)
- Total sample size achieved: 2,788 (2,230 required)
- 2,667 by telephone; 121 by web
- A predominant telephone methodology yields higher response rates, are more accessible for customers who may not have regular access to the internet and provide a more personal experience, with email being more convenient for some customers, thus boosting the sample size. No postal methodology used for 24/25 due to cost implications and low response rate in 23/24. No methodological issues which affect year on year results.

#### Data collection

- Data collected quarterly
- Data collected between 22<sup>nd</sup> April 2024 and 26<sup>th</sup> February 2025
- TLF Research used as the external contractor
- Incentives were not used
- No other tenant perception surveys which include TSM questions undertaken
- No visual features used alongside the required response options.

#### Reliability

- Reliability was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-1.7% (+/-2% required).

#### Questionnaire

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed Market Research Society (MRS) guidelines.

## Weighting

- Weighting was not necessary; the sample is representative of the total population.

## Analysis

- All partial completes that have answered overall satisfaction have been included
- % satisfied has been calculated excluding 'Don't know' and not answered
- All bases have been reported throughout TLF Research's end of year report provided to Stonewater.

## Representativeness

Brand	Tenant population	Survey responses
Stonewater	95.8%	89.1%
Mount Green	4.2%	10.9%

Tenure type	Tenant population	Survey responses
General Needs	90.7%	89.3%
Retirement Living	7.2%	8.7%
Supported Housing	2.0%	1.5%
Managed by Others (MBOA)	1.0%	0.5%

Region	Tenant population	Survey responses
South	35.7%	41.0%
West	35.4%	32.6%
East and North	28.9%	25.9%
Unknown/Refused	0.0%	0.5%

Age group	Tenant population	Survey responses
16 – 30	11.8%	10.9%
31 – 40	20.3%	19.5%
41 – 54	26.6%	26.4%
55 - 60	12.9%	12.5%
61 – 70	14.3%	15.2%
71+	12.2%	13.7%
Unknown/Refused	1.9%	1.7%

Asset type	Tenant population	Survey responses
Flat	40.4%	44.7%
House	51.4%	44.6%
Bungalow	4.1%	4.9%
Bed Sit	2.1%	2.8%
Maisonette	1.2%	2.3%
Room (Hostel)	0.8%	0.3%
NHS Supported Property	0.0%	0.0%
Supported Living Accommodation	0.0%	0.0%
Unknown/Refused	0.0%	0.5%

<b>Ethnicity</b>	<b>Tenant population</b>	<b>Survey responses</b>
White	75.3%	74.6%
Black, Black British, Caribbean or African	4.4%	5.1%
Asian or Asian British	3.2%	3.2%
Mixed or multiple ethnic groups	2.1%	2.7%
Other ethnic groups	0.6%	0.8%
Unknown/Refused	14.4%	13.6%

## Low Cost Home Ownership (LCHO)

### Sampling

- Total tenant population supplied to TLF Research: 3,702
- 180 shared owners were excluded due to having no contact details other than address and postal surveys being cost prohibitive; a customer census project launched in September 2024.
- A stratified random sampling was used (phased approach)
- Total sample size achieved: 539 (520 required)
- 470 by telephone; 69 by web
- A predominant telephone methodology yields higher response rates, are more accessible for customers who may not have regular access to the internet and provide a more personal experience, with email being more convenient for some customers, thus boosting the sample size. No postal methodology used for 24/25 due to cost implications and low response rate in 23/24. No methodological issues which affect year on year results.

### Data collection

- Data collected quarterly
- Data collected between 22<sup>nd</sup> April 2024 and 24<sup>th</sup> February 2025
- TLF Research used as the external contractor
- Incentives were not used
- No other tenant perception surveys which include TSM questions undertaken
- No visual features used alongside the required response options.

### Reliability

- Reliability was achieved. Using the average satisfaction score and sample size, we are 95% confident that the overall % satisfied is within +/-3.9% (+/-4% required).

### Questionnaire

- Respondents were fully informed
- TSM questions and routing correct
- TSM scales used correctly
- Followed MRS guidelines.

### Weighting

- Weighting was not necessary; the sample is representative of the total population.

## Analysis

- All partial completes that have answered overall satisfaction have been included
- % satisfied has been calculated excluding 'Don't know' and not answered
- All bases have been reported throughout TLF Research's end of year report provided to Stonewater.

## Representativeness

Brand	Tenant population	Survey responses
Stonewater	94.7%	95.2%
Mount Green	5.2%	4.8%

Region	Tenant population	Survey responses
South	28.3%	28.8%
West	37.6%	35.6%
East and North	34.1%	35.6%

Age group	Tenant population	Survey responses
16 – 30	15.0%	16.0%
31 – 40	27.9%	28.4%
41 – 54	26.2%	25.4%
55 - 60	9.0%	8.9%
61 – 70	8.1%	9.5%
71+	6.8%	6.7%
Unknown/Refused	7.0%	5.2%

Asset type	Tenant population	Survey responses
Flat	20.2%	20.8%
House	78.1%	77.6%
Bungalow	1.4%	1.7%
Maisonette	0.3%	0.0%

Ethnicity	Tenant population	Survey responses
White	53.2%	52.3%
Black, Black British, Caribbean or African	1.2%	1.3%
Asian or Asian British	1.9%	1.7%
Mixed or multiple ethnic groups	0.7%	0.9%
Other ethnic groups	0.2%	0.2%
Unknown/Refused	42.8%	43.6%