

## Appendix 1 – Survey approach and methodology

### 1. Background

As a registered providers with more than 1,000 social housing units Look Ahead must report TSM data to the regulator in line with the Transparency, Influence and Accountability Standard.

### 2. Methodology

Sections a to k below set out our survey approach in line with paragraph 35 of the Tenant Survey Requirements - [Tenant Survey Requirements \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

#### *a) Summary of the achieved sample size*

Look Ahead completed all our surveys internally and we chose the census approach. We surveyed 926 customers and achieved a response rate of 33.7%, which provided a confidence level of 95%  $\pm$  5%.

#### *b) Timing of survey*

Look Ahead ran our perception survey from November 2024 to mid February 2025.

#### *c) Collection method*

To ensure inclusivity and maximise engagement across our diverse supported housing population, we employed a variety of survey methods—face-to-face, paper-based, telephone, and web-based. This mixed-method approach allowed us to reach residents with varying levels of digital access and literacy as well as accommodate different communication preferences, recognising that some individuals may feel more comfortable responding in person or over the phone. Our responses were spread across the channels:

Face to Face	2.2%
Paper based Response	46.0%
Telephone	1.2%
Web based Form	50.5%

#### *d) Ensuring representativeness*

For 2024/25 round of TSMs we made a concerted effort to target services where we historically have had lower response rates. We also weighted the responses with respect to specialisms, area/postcode, ethnicity, age and gender to ensure representativeness across these categories:

Category	Sub-category	Relevant tenant population %	Total Weighted Survey Response %
<b>Specialism</b>	Agent Managed	6.5%	3.2%
	Homelessness and Complex Needs	5.0%	12.2%
	Intermediate Rent	2.9%	0.0%

	Learning Disabilities	8.1%	11.2%
	Mental Health	20.4%	25.3%
	Unsupported	38.8%	32.4%
	Young People	18.4%	14.4%
	Not Listed	0.0%	1.3%
<b>Gender</b>	Female	32.0%	34.3%
	Male	61.1%	60.9%
	Non-binary	6.7%	2.6%
	Prefer not to say	0.2%	2.2%
<b>Age Band</b>	17 to 18	2.1%	2.9%
	19 to 29	25.2%	19.6%
	30 to 39	14.2%	20.2%
	40 to 49	15.8%	15.7%
	50 to 59	16.4%	16.3%
	60 to 69	10.8%	11.5%
	70 to 79	3.9%	8.0%
	80 or over	0.5%	0.3%
	Refused	11.1%	5.4%
<b>Ethnicity</b>	Asian/Asian British: Bangladeshi	0.37%	6.4%
	Asian/Asian British: Indian	0.12%	2.9%
	Asian/Asian British: Other	2.22%	5.4%
	Asian/Asian British: Pakistani	0.37%	3.5%
	Black/African, Caribbean or Black British: African	0.99%	13.8%
	Black/African, Caribbean or Black British: Caribbean	0.37%	6.7%
	Black/African, Caribbean or Black British: Other	3.57%	8.0%
	Gypsy/Romany/Irish Traveller	0.00%	0.6%
	Mixed: Other	0.37%	1.3%
	Mixed: White & Black African	0.37%	1.0%
	Other Ethnic Group: Arab	0.25%	1.9%
	Other Ethnic Group: Other	27.46%	1.9%
	Refused	0.00%	6.1%
	White: British	6.65%	32.1%
	White: Gypsy/Irish Traveller	0.00%	0.6%
	White: Irish	0.00%	0.6%
	White: Other	1.48%	7.1%
	<i>No Data</i>	55.42%	0.0%
<b>Local Authority</b>	Barking & Dagenham	5.6%	12.5%
	Bracknell Forest	8.5%	7.1%
	Bromley	2.0%	0.3%
	Croydon	0.7%	0.0%
	Ealing	2.9%	1.6%
	Gravesham	0.0%	0.6%
	Hackney	1.6%	1.0%
	Hammersmith & Fulham	0.2%	0.0%
	Hertfordshire	0.0%	
	Hillingdon	1.1%	2.6%
	Kensington & Chelsea	5.6%	3.8%
	Newham	19.5%	16.0%
	Richmond	1.5%	1.9%
	Slough	5.1%	7.7%
	Southwark	1.5%	2.2%

	Tower Hamlets	37.0%	29.8%
	Waltham Forest	0.4%	1.0%
	Welwyn and Hatfield	0.1%	0.0%
	Westminster	1.7%	1.0%
	Windsor & Maidenhead	4.9%	6.7%
	None Given	0.0%	4.2%

*e) Weighting*

We used a third party partner *Acuity* (<https://www.arap.co.uk/>) to complete the weighting for the survey results.

*f) External contractors used*

Aside from weighting of the overall results, Look Ahead did not use any external contractors to carry out the satisfaction survey.

*g) Households excluded from the sampling frame*

No eligible households were excluded from the survey.

*h) Reasons for failure to meet required sample size requirements*

Not applicable as a sufficient number of responses were gathered to meet the requirements.

*i) Incentives used in the survey to encourage response*

All named surveys were entered into a prize draw to win a £50 voucher. Two winners from each of our operational specialisms were selected, and there were 10 winners in total.

*j) Methodological issues that have a material impact on satisfaction*

There were no significant changes to our methods that impacted on the final reported figures.