



Tenant Satisfaction Measures Survey 2025-26

Summary of Approach



1. Overview of Approach

Cobalt Housing's Tenant Satisfaction Measures (TSM) survey for 2025–26 was delivered using a phased census approach, primarily through CX-Feedback's purpose-built survey platform. The methodology was designed to fully comply with the Regulator of Social Housing's TSM Standard and Technical Requirements, ensuring accuracy, transparency, and consistency with the 2025-26 reporting period.

The approach ensured:

- full alignment with RSH definitions and question wording
- a compliant sampling and fieldwork process
- secure and ethical handling of personal data
- robust validation and quality assurance checks

2. Survey Timing

Fieldwork took place between October 2025 and February 2026, providing:

- sufficient time to reach a broad cross-section of tenants
- flexibility to follow up with non-responders
- reduced risk of survey fatigue, particularly as the period overlapped with our Big Listen engagement programme

This timeframe meets the RSH requirement for surveys to be completed within the reporting year.

3. Data Collection Methods

A mixed-mode approach was used to maximise accessibility and inclusivity, in line with RSH guidance:

- **Primary method:** Digital surveys via CX-Feedback's online platform, sent directly to tenants via email/SMS.
- **Secondary method:** Telephone surveys conducted by Cobalt's in-house Solutions Team, with responses entered directly into the CX-Feedback system.

This approach:

- mirrors the previous year's methodology, supporting year-on-year comparability.
- ensures tenants without digital access are not excluded
- provides a consistent and auditable data trail

4. Sample Size & Methodology

Total responses received: 1,099

- Digital responses: 977
- Telephone responses: 122

The survey was delivered as a phased census, aiming to contact the full tenant population over the fieldwork period. Statistical robustness was ensured through:

- a 95% confidence level
- clearly defined confidence intervals
- automated sampling and response tracking via CX-Feedback
- exclusion of duplicate or incomplete responses

This meets the RSH requirements for a statistically valid and unbiased approach.

5. Representativeness of Results

A full representativeness assessment was completed in line with paragraph 37 of the Tenant Survey Requirements. This compared the characteristics of our tenant population with the characteristics of survey respondents. The analysis confirms that the sample is representative and that weighting was not required.

Age Group

Age group	% of invites	% of responses
18-50	51%	46%
51-70	35%	40%
71-99	14%	14%

Gender

Gender	% of invites	% of responses
Female	71%	71%
Male	29%	29%

Neighbourhood

Neighbourhood	% of invites	% of responses
Croxteth	21%	21%
Fazakerley	21%	21%
Norris Green	56%	56%
Oaktree Gardens	1%	1%

Ethnicity

Ethnicity	% of invites	% of responses
Asian/Asian British: Other	1%	1%
African	2%	2%
Black/Black British: Other	1%	1%
Other Ethnic: Other	1%	0%
White British	81%	79%
White: Other	5%	6%
White: Polish	1%	0%
NULL	6%	1%
Blank	N/A	6%

Ethnicity - Interpretation notes:

- “NULL” and blank values represent missing ethnicity information rather than a distinct category.
- Percentages do not total 100% due to rounding and the exclusion of categories below 0.5%.

- Several ethnicity categories appear as 0% when rounded but are present in very small numbers (e.g., Mixed: White & Black Caribbean).
- This approach ensures the table remains readable while accurately reflecting the distribution of ethnicity data.

Disability

Disability	% of invites	% of responses
No	71%	67%
Yes	29%	33%

There is a small over-representation of tenants with a disability (+4%), which is not considered material and does not affect the validity of the results.

No weighting was applied, as representativeness thresholds were met without adjustment.

6. Data Quality, Validation and Controls

To ensure accuracy and compliance:

- CX-Feedback's platform automatically prevented duplicate submissions.
- Mandatory question routing ensured correct application of RSH question logic.
- Telephone responses were entered directly into the system to avoid transcription errors.
- Data was checked for anomalies, inconsistencies, and outliers before final submission.
- All TSM questions were asked exactly as prescribed by the RSH, with no amendments.

This aligns with the RSH requirement for providers to demonstrate data integrity and auditability.

7. GDPR and Data Security

All personal data was processed in accordance with:

- GDPR
- Cobalt Housing's Data Protection Policy
- CX-Feedback's ISO-aligned security protocols

Data was used solely for the purpose of administering the TSM survey and reporting to the RSH.

8. Additional Questions

No additional questions were included.

This ensures full compliance with the RSH requirement that TSM questions must not be altered, combined, or influenced by additional content.

9. Summary

The 2025-26 TSM survey was delivered in full compliance with the RSH TSM Standard and Technical Requirements. The methodology provides strong assurance that the results are robust, representative, and reflective of the views of Cobalt Housing's tenants.