

How we do our surveys

Acuity, an independent market research specialist, carry out telephone surveys annually on our behalf to measure satisfaction amongst our customers, ensuring that we bring the voice of the customer into our organisation and use customer feedback to underpin our decision making. The feedback helps us to understand where we are doing well, as well as where we need to make improvements.

Our surveys include questions based on all Tenant Satisfaction Measures as well as additional questions including open ended questions where customers can share feedback about their customer experience in their own words.

Achieved sample size:

RP	Number of Households	Number of Responses
Sage Housing Limited - LCHO	4830	545
Sage Housing Limited - LCRA	787	304
Sage Rented Limited - LCRA	6729	562

For our 2023 2024 annual results, surveys were carried out during the following dates:

RP	Dates
Sage Housing Limited - LCHO	02/10/2023 – 31/10/2023
Sage Housing Limited - LCRA	02/10/2023 – 31/10/2023
Sage Rented Limited - LCRA	02/10/2023 – 29/10/2023

Collection method:

A sample of customers were telephoned and invited to take part in an interview. Customers who could not complete the interview over telephone were given the option to receive an email with a link to complete the survey online.

RP	Telephone Responses	Online Responses
Sage Housing Limited - LCHO	531	14
Sage Housing Limited - LCRA	293	11
Sage Rented Limited - LCRA	538	24

Sample method:

A stratified random sampling method was used, with quotas based on tenure, length of tenancy, age, and region to ensure the responses were representative of the whole customer population. Quotas were paired down to just region at the end to hit the target.

Region	SHL LCHO		SHL LCRA		SRL LCRA	
	Population	Surveys	Population	Surveys	Population	Surveys
East Midlands	707 (15%)	81 (15%)	127 (16%)	50 (16%)	886 (13%)	76 (14%)
East of England	482 (10%)	54 (10%)	145 (18%)	56 (18%)	951 (14%)	78 (14%)
London	237 (5%)	31 (6%)			248 (4%)	20 (4%)
North	43 (1%)	4 (1%)	4 (1%)	0 (0%)	47 (1%)	5 (1%)
North (Yorksh. & Humbers.)	71 (1%)	3 (1%)	36 (5%)	12 (4%)	155 (2%)	17 (3%)
North West	141 (3%)	17 (3%)			187 (3%)	15 (3%)
South East	2321 (48%)	263 (48%)	363 (46%)	148 (49%)	3170 (47%)	266 (47%)

South West	194 (4%)	23 (4%)	18 (2%)	3 (1%)	187 (3%)	15 (3%)
West Midlands	617 (13%)	69 (13%)	75 (10%)	31 (10%)	829 (12%)	70 (12%)
Unknown			19 (2%)	4 (1%)	69	

No households were excluded from the survey due to exceptional circumstances. The correct measures were put in place to ensure representativeness was achieved accurately, so that results did not require weighting, and therefore the TSMs were calculated using unweighted responses.

The questions we asked customers during the interview:

Acuity phone survey introduction:

Hello is that [RESIDENT NAME]?

My name is [INTERVIEWER NAME]

I'm calling on behalf of Sage Homes and I'm from Acuity which is an independent research agency.

We are carrying out telephone surveys with residents to find out how satisfied you are with your home and Sage Homes. It should only take around 10 minutes. Would it be ok to go through the survey with you now?

If no, can we arrange a call back?

INTERVIEWER TO READ OUT:

Please note: All calls will be recorded for training and quality purposes and we are bound by the market research society code of conduct. Any information that you give us will be treated in confidence and will be used to find ways of improving the service that Sage Homes provides.

The survey will be used to calculate annual tenant satisfaction measures to be published by Sage Homes and reported back to the Regulator of Social Housing.

(If required the resident can confirm the validity of the survey by calling: 020 8168 0500)

APPLICABLE FOR SAGE RENTED LIMITED (SRL):

(Places for People used to manage rented properties for Sage. The residents should know that they just act on their behalf. When they log on to report repairs etc they go to a Sage portal. There may be customers who doesn't remember that they are a Sage resident. They want to know satisfaction with SAGE – and want to know their perception of them.)

The questionnaire:

INTERVIEWER NOTES FOR SHL LCHO: Shared owners are responsible for their own repairs, however would have dealt with Sage when resolving **defect** repairs – please refer to defect repairs when asking questions to share feedback about their repairs.

TSM	Question text	Rating scale
TP01	Taking everything into account, how satisfied or dissatisfied are you with the service provided by Sage Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

	What are the most important reasons why you have given this answer? Please provide as much detail as you can.	n/a
TP05	Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Sage Homes provides a home that is safe?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	Thinking about where you were living previously, how would you rate your Sage Homes home?	Much better, Slightly better, The same, Slightly worse, Much worse
	How likely would you be to recommend Sage Homes to other people - Using a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely?	10 - Extremely likely, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0 - Not at all likely
TP08	To what extent do you agree or disagree with the following `Sage Homes treats me fairly and with respect`?	Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Not applicable / Don't know
TP07	How satisfied or dissatisfied are you that Sage Homes keeps you informed about things that matter to you?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP06	How satisfied or dissatisfied are you that Sage Homes listens to your views and acts upon them?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP11	How satisfied or dissatisfied are you that Sage Homes makes a positive contribution to your neighbourhood?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
TP04	How satisfied or dissatisfied are you that Sage Homes provides a home that is well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, N/A
	Do you live in a building with communal areas, either inside or outside, that Sage Homes is responsible for maintaining?	Yes, No, Don't know
TP10	How satisfied or dissatisfied are you that Sage Homes keeps these communal areas clean and well maintained?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied

	How satisfied or dissatisfied are you that Sage Homes is easy to deal with?	Very satisfied , Fairly satisfied , Neither satisfied nor dissatisfied, Fairly dissatisfied , Very dissatisfied
	How satisfied or dissatisfied are you with the ability to get in touch with Sage Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
	When dealing with Sage Homes how satisfied or dissatisfied are you with the level of communication you receive?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
	How satisfied or dissatisfied are you with the digital or online services provided by Sage Homes?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, I do not use online services
	You mentioned you are not satisfied with Sage Homes's online services, please could you explain why you gave this answer?	n/a
	Has Sage Homes carried out a repair to your home in the last 12 months?	Yes, No
TP02	How satisfied or dissatisfied are you with the overall repairs service from Sage Homes over the last 12 months?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
TP03	How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied
	You mentioned you are not satisfied with the overall repairs service from Sage Homes over the last 12 months, please could you explain why you gave this answer?	n/a
TP12	How satisfied or dissatisfied are you with Sage Homes's approach to handling anti-social behaviour?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don` t know
	Have you reported anti-social behaviour to Sage Homes or their managing agents in the past 12 months?	Yes, No

	Please explain what anti-social behaviour you have experienced and how it has been addressed?	n/a
	Have you made a complaint to Sage Homes in the last 12 months?	Yes, No
TP09	How satisfied or dissatisfied are you with Sage Homes' approach to complaints handling?	Very satisfied, Fairly satisfied, Neither satisfied nor dissatisfied, Fairly dissatisfied, Very dissatisfied, Not applicable / Don't know
	Can you please explain what the complaint was about and how it has been addressed?	n/a
	If Sage Homes could do ONE thing to improve its services, what would you like it to be?	n/a
	The results of this survey are confidential. However, would you be happy for us to give your responses to Sage Homes with your name attached so that they have better information to help them improve services?	Yes, No
	Would you be happy for Sage Homes to contact you to follow up any of the comments or issues you have raised?	Yes, No