

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.

Collection Method

The TSM surveys were primarily completed via telephone interviews. The rationale for using a telephone survey approach was:

- **Accessibility and Inclusivity:** Telephone surveys ensure accessibility for all residents, especially those who may not have internet access or digital skills, which aligns with our goal of reaching a broad and representative sample. At the same time, for our shared owners, to achieve the required sample size, residents could complete an online survey sent to them digitally if they preferred, enabling them to respond in the way that best suited their needs.
- **Engagement and Data Quality:** Direct interaction over the phone tends to enhance engagement, allowing participants to ask clarifying questions and leading to more accurate and detailed responses. This is particularly valuable for nuanced satisfaction metrics.
- **Response Rates:** Historically, telephone surveys have yielded higher response rates than other methods within this resident demographic, maximising the robustness of our data and ensuring the results truly reflect the resident base. Telephone surveys also allow Sage Homes to be reactive to flags and alerts, which improves customer recovery.
- **Reliability and Consistency:** Maintaining consistency with the previous years' methodology allows for more reliable trend analysis. It also enables richer information to be gathered. A telephone-based approach further helps ensure the comparability of responses across survey years, supporting more insightful year-over-year analyses.
- **Representativeness of Responses:** A telephone survey provides the option to control the response via the use of quotas rather than a self-selecting method (online and postal), which means the results are representative.
- **Benchmarking Compatibility:** Most landlords use telephone surveys as their main collection method, which will allow Sage Homes to compare the TSM metrics.
- **Independence:** Using Acuity, an independent market research agency, means that participants are free from influence from the rest of the organisation.

Sample Method and Achieved Sample Size

The collection date of the earliest survey response used in the reported TSMs was 04 September 2024, with the latest survey response collected 02 November 2024. At the close of the survey, a total of 1,652 Sage Homes customer responses were received. The sample size was chosen to ensure that the level of statistical accuracy set out by the Regulator was met. Sage Homes consists of two registered providers: Sage Homes RP Limited (SHRP) and Sage Rented Limited (SRL). Sample size was determined based on the number of

properties at the time of running the perception survey (which happened at a single point in time):

Registered Provider	Tenure	Number of Households	Number of Survey Responses
Sage Homes RP Limited	Shared Owner (LCHO)	3,882	537
	Affordable Rent (LCRA)	3,221	535
Sage Rented Limited		6,745	580

A stratified sampling method was used. Acuity contacted a random selection of current residents from Sage Home to participate in a telephone survey (with the option of an online survey for LCHO customers), based on quotas set on tenure type, region, age group, deal type (LCHO only) and length of tenancy.

Registered Provider	Tenure	Telephone Responses	Online Responses
Sage Homes RP Limited	Shared Owner (LCHO)	514	23
	Affordable Rent (LCRA)	535	0
Sage Rented Limited		580	0

Checks were carried out to ensure that the survey was representative of the resident population. 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 characteristics by which representativeness was determined is shown in appendix 1.

Survey questionnaire:

Below is the introductory text and question set that was used for Sage Homes 2024/25 TSM survey:

Telephone Intro:

Hello, is that [Respondent Name]?

My name is [Interviewer Name], and I'm calling on behalf of Sage Homes from an independent research agency called Acuity. We are carrying out short satisfaction surveys with residents to find out how satisfied you are with your home and the services you receive from them. Would you be able to spare around 10 minutes to go through the survey with me now? IF NO, ASK; can I call back at another time?

No appointments after [Project End Date]

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

If the customer would like to verify the validity of this survey, they need to contact Sage Homes by email [Sharon.Fergus@sagehomes.co.uk] or by phone [+447904818199].

NB: Data sharing if challenged – “Your landlord will, from time to time, share your personal data with third parties for 'legitimate interests’. This could be transferring it to repairs contractors to carry out repairs or for research purposes, such as this, to ensure they are giving the best service possible. When signing your application form or agreement, you are automatically included in this legitimate interest clause, which can also be found in the data privacy statement on your landlord’s website. You can, however, opt out of this by contacting your landlord. If you are not happy that your landlord has passed your details to us and would rather we did not contact you again, we can remove your details from system and flag this back to your landlord. I, however, urge you to contact them to request your details are not shared with other parties.”

Before we start, I need to make you aware that we are bound by the Market Research Society Code of Conduct. All calls will be recorded for training and quality purposes. Any information that you give us will be treated with confidence and will be used to find ways of improving the service that Sage Homes provides. By answering the survey, you will automatically be entered into a prize draw where 10 customers will win £100 worth of shopping vouchers. Are you happy to continue?

NB: If asked – call recordings are stored for 90 days to allow our company to verify and validate the quality of interviews.

- Yes
- No

INTERVIEWER NOTES FOR SHRP 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.	Open-ended question
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
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?	Open-ended question
	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?	Open-ended question
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?	Open-ended question
	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?	Open-ended question
	If Sage Homes could do one thing to improve its services, what would you like it to be?	Open-ended question
	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

Appendix 1:

The characteristics by which representativeness was determined:

Sage Homes RP Limited – LCRA

Region	Population	Surveys
	%	%
East Midlands	14%	13%
East of England	13%	13%
London	3%	3%
North	0%	0%
North West	0%	0%
South East	48%	50%
South West	2%	2%
West Midlands	10%	11%
Yorkshire & Humberside	7%	7%
Unknown	3%	1%

Tenure Type	Population	Surveys
	%	%
Affordable Rent	89%	88%
Social Rent	9%	9%
London Affordable Rent	2%	2%

Age Group	Population	Surveys
	%	%
0 – 24	16%	16%
25 – 34	36%	36%
35 – 44	28%	28%
45 – 54	14%	13%
55 – 59	4%	4%
60 – 64	2%	2%
65 – 74	1%	1%
75 – 84	0%	0%

Bedrooms	Population	Surveys
	%	%
1	22%	22%
2	48%	49%
3	24%	25%
4	5%	4%

Garden	Population	Surveys
	%	%
Yes	64%	62%
No	36%	38%

County	Population	Surveys
	%	%
Bedfordshire	3%	3%
Buckinghamshire	9%	12%
Cambridgeshire	5%	6%
Cheshire	3%	4%
Derbyshire	2%	2%
Dorset	2%	2%
East Riding of Yorkshire	1%	0%
East Sussex	4%	5%
Essex	13%	14%
Gloucestershire	0%	0%
Greater London	3%	3%
Hampshire	1%	0%
Hertfordshire	2%	3%
Kent	8%	9%
Lancashire	0%	0%
Leicestershire	3%	2%
Lincolnshire	3%	3%
Norfolk	4%	4%
North Yorkshire	0%	1%
Northamptonshire	4%	4%
Northumberland	0%	0%
Nottinghamshire	3%	4%
Oxfordshire	0%	1%
Shropshire	1%	1%
South Yorkshire	4%	4%
Staffordshire	1%	1%
Suffolk	4%	3%
Tyne and Wear	0%	0%
Warwickshire	5%	5%
West Midlands	0%	1%
West Sussex	8%	5%
West Yorkshire	2%	3%

Sage Homes RP Limited – LCHO

Region	Population	Survey
	%	%
East Midlands	14%	14%
East of England	15%	15%
London	7%	6%
North	1%	1%
North West	2%	1%
South East	39%	41%

South West	8%	8%
West Midlands	12%	11%
Yorkshire & Humberside	2%	2%

Deal Type	Population	Survey
	%	%
Home Stepper	26%	26%
Risk Share	1%	1%
Standard	73%	73%

Length of Tenancy	Population	Survey
	%	%
1 – 2 years	32%	31%
3+ years	8%	8%
6 months – 1 year	34%	34%
Under 6 months	27%	28%

Age Group	Population	Survey
	%	%
0 – 24	9%	6%
25 – 34	46%	50%
35 – 44	24%	24%
45 – 54	12%	12%
55 – 59	4%	4%
60 – 64	2%	1%
65 – 74	2%	1%
75 – 84	0%	0%
85+	0%	0%

Gender	Population	Survey
	%	%
Female	54%	47%
Male	41%	49%
Other	0%	0%
Refused	0%	0%
Unknown	5%	4%
Total		

Bedrooms	Population	Survey
	%	%
0	0%	0%
1	8%	7%
2	39%	38%

3	46%	48%
4	7%	7%
5	0%	0%

Garden	Population	Survey
	%	%
Yes	60%	61%
No	18%	17%
Unknown	22%	23%

Sage Rented Limited – LCRA

Region	Population	Survey
	%	%
East Midlands	13%	14%
East of England	14%	14%
London	4%	4%
North	1%	1%
North West	3%	3%
South East	48%	47%
South West	3%	3%
West Midlands	12%	13%
Yorkshire & Humberside	2%	2%

Tenure Type	Population	Survey
	%	%
Affordable Rent	88%	88%
Social Rent	11%	12%
London Affordable Rent	1%	1%

Age Group	Population	Survey
	%	%
0 – 24	9%	9%
25 – 34	38%	38%
35 – 44	29%	28%
45 – 54	15%	16%
55 – 59	4%	4%
60 – 64	2%	2%
65 – 74	2%	2%
75 – 84	0%	0%
85+	0%	0%

Bedrooms	Population	Survey
	%	%
1	22%	25%

2	53%	53%
3	22%	19%
4	4%	4%
5	0%	0%

Garden	Population	Survey
	%	%
Yes	61%	58%
No	36%	38%
Unknown	4%	4%