

BACKGROUND AND INTRODUCTION 2025-26 Survey

Reading Borough Council Housing Services commissioned NWA Social & Market Research to undertake a satisfaction survey with tenants in order to collect the 12 standardised Tenant Perception Measures (TP01-TP12) as required by the Government's Regulator for Social Housing for the financial year April 2025 – March 2026. Surveys were completed by telephone interview to quota during the period October 2025 to March 2026; with around 110 interviews being conducted each month.

The survey questionnaire consisted largely of the 12 Tenant Satisfaction Measures, with the relevant questions and corresponding response options in standardised format; together with some additional questions which have been included in previous surveys of tenants conducted by NWA in 2024, 2023, 2022 and 2020 for tracking purposes.

A random sample of tenants was selected from the list of all tenants provided by the client, and then, before the start of telephone interviewing, all tenants in the selected sample received a letter from Reading Borough Council informing them about the survey and letting them know they had been randomly selected to participate. This letter contained a link to the on-line questionnaire and a QR code to enable them to complete the survey on-line should they wish to do so; it also included details of how, if they preferred, they could opt out. Tenants were given time to opt out prior to interviews commencing.

Following this initial contact by letter, NWA's trained telephone interviewers systematically worked through the lists of sampled tenants to an agreed quota in order to meet the minimum number of completed surveys required by the Regulator. Interviewers made up to three attempts to contact selected tenants and elicit their views. As in the previous three surveys 2022-2024, tenants of Affinity housing were included in the main sample; in 2020 and prior to that, Affinity tenants have had a separate survey.

A total of 664 tenants completed the questionnaire: the overall data therefore has a Confidence Interval of $\pm 4\%$.

Data from the completed surveys was downloaded into SPSS (Statistical Package for the Social Sciences) for analysis. Note that at the analysis stage, in the same way as in the 2024 and 2023 surveys, the survey data was weighted by 'area x housing type' (interlocked) to match that of the overall population of Council tenants, (in-line with the Housing Regulator's survey guidance). The Tables of Results (Appendix 3) therefore show weighted percentages as stated, (but unweighted counts).

Also note that figures are 'rounded' to the nearest whole percent by the statistical software (SPSS). Due to this 'rounding' process, in some instances

tables of percentages may not add up to 100% (i.e. they may add up to 99% or 101%). Also, in some instances, again due to the rounding process, the reported 'total satisfaction/dissatisfaction' may not exactly equal the 'very' + 'fairly' responses, e.g. 'very satisfied' = 32.3% (reported as 32%) plus 'fairly satisfied' = 42.3% (reported as 42%) gives 'total satisfied' = 74.6% (reported as 75%).