

Alliance Homes
Summary of approach:
LCRA (low cost rental
accommodation)

Summary of approach

Alliance Homes Tenant Perception Measures

LCRA (low cost rental accommodation)

a) Achieved sample size (number of responses)

The total number of surveyed tenant households that provided a response to at least one of the tenant perception survey questions is **1424**.

b) Timing of survey

The data used to generate the tenant perception measures was collected over two fieldwork waves:

- 1st -22nd July 2025
- 5th -26th January 2026

We have not undertaken any other perception surveys that include TSM questions.

c) Collection method(s) and summary of responses by survey collection method(s)

Online interviews and CATI (Computer-Aided Telephone Interviewing).

- Online interviews: 1075
- Telephone interviews: 349

Rationale for collection method(s)

A mixed-mode approach was used to maximise accessibility and response. This approach was informed by Alliance Homes' customer insight and segmentation, which identified differing preferences for digital and telephone engagement across the tenant population.

d) Sample method

Census approach.

e) Summary of the assessment of representativeness of the sample against the relevant population (including reference to the characteristics against which representativeness has been assessed)

We have assessed the representativeness of the sample against the following criteria:

- Housing type e.g. general needs/age restricted/supported housing
- Age of respondent
- Building type e.g. house, bungalow, maisonette etc
- Stock category type e.g. social rent; affordable rent; temporary accommodation etc
- Geographical area/neighbourhood

	Tenant population	Weighted survey responses	Difference (pp)
General needs	84.0%	82.3%	-1.7
Age restricted	15.0%	16.6%	1.6
Supported housing	1.0%	1.1%	0.1
Age			
18-34	15.5%	15.5%	0.0
35-44	17.6%	17.6%	0.0
45-54	15.4%	15.4%	0.0
55-64	20.3%	20.3%	0.0
65-74	16.1%	16.2%	0.0
75+	15.0%	15.0%	0.0
Building type			
Flat	38.1%	42.7%	4.6
House	38.0%	32.2%	-5.8
Bungalow	14.8%	15.2%	0.4
Maisonette	5.2%	5.3%	0.1
Bedsit flat	1.7%	2.1%	0.4
House and garage	1.7%	1.9%	0.2

Room	0.4%	0.3%	-0.1
Bedsit bungalow	0.2%	0.2%	0.0
Flat and garage	0.1%	0.1%	0.0
Bungalow and garage	0.03%	0.05%	0.02
Social Rent	87.2%	87.5%	0.3
Affordable Rent	10.8%	9.8%	-1.0
TA Rent	0.7%	1.0%	0.3
Formula Rent	0.4%	0.5%	0.1
LD Rent	0.5%	0.4%	0.1
Rent to Buy	0.3%	0.4%	0.1
Affordable (LHA) Rent	0.1%	0.5%	0.4
60% Market Rent	0.1%	0.0%	-0.1
Bournville (1-4 combined)	19.1%	18.0%	-1.1
Worle	8.8%	8.4%	-0.4
Portishead	8.3%	7.7%	-0.6
Nailsea and Wraxall	8.2%	9.7%	1.5
Clevedon	6.7%	6.6%	-0.1
Coronation	5.5%	5.7%	0.2
Pill	4.2%	4.2%	0.0
Milton	4.1%	4.7%	0.6
Oldmixon	4.0%	4.7%	0.7
Summerlands	3.3%	2.9%	-0.4
Yatton and Kingston Seymour	2.6%	2.5%	-0.1
Locking	2.8%	3.5%	0.6
Weston-Super-Mare Town Centre and Potteries	2.1%	2.3%	0.1
Congresbury	2.2%	2.6%	-0.4

Long Ashton	2.1%	1.7%	-0.4
Banwell, Loxton and Christon	2.1%	1.9%	-0.2
Backwell, Flax Bourton, Brockley and Chelvey	1.7%	2.0%	0.3
Winscombe	1.7%	1.5%	-0.2
S. Gloucestershire (all)	2.0%	2.7%	0.7
Blagdon, Langford, Churchill and Burrington	1.5%	1.0%	-0.5
Claverham and Cleeve	1.3%	1.3%	0.0
Cheddar	1.0%	0.8%	-0.2
Wrighton, Redhill and Butcombe	0.8%	0.4%	-0.4
Hutton, Bleadon and Uphill	0.7%	0.5%	-0.2
Kewstoke, Wick St Lawrence and Puxton	0.7%	0.7%	0.0
Portbury, Tickenham and Clapton-in-Gordano	0.7%	0.8%	0.1
Bristol (all)	0.7%	0.3%	-0.4
Felton, Winford and Dundry	0.6%	0.6%	0.0
BANES (all)	0.4%	0.2%	-0.2
Hallatrow	0.1%	0.0%	-0.1

f) Any weighting applied to generate the reported perception measures

The data has been weighted by age, so that it is representative of our tenant population.

g) The role of any named external contractor(s) in collecting, generating, or validating the reported perception measures

The Harris Poll UK conducted online surveys and subcontracted CATI interviews to PFA Research. The Harris Poll UK provided a report of the online survey and CATI results to Alliance Homes. Altair validated the reported perception measures.

Summary of approach (LCRA)

h) The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances

No tenant households were removed from the sample frame due to exceptional circumstances.

i) Sample size requirements

The required sample size of 552 was met.

j) Type and amount of any incentives offered to tenants

Option to take part in a prize draw (first prize £250 Love2Shop gift card; 2x runners up prizes - £100 and £50 Love2Shop gift cards)

k) Methodological issues

There were no methodological issues likely to have a material impact on the tenant perception measures reported.