

Alliance Homes

Summary of approach:

**LCHO (low cost home
ownership)**

Summary of approach

Alliance Homes Tenant Perception Measures

LCHO (low cost home ownership)

a) Achieved sample size (number of responses)

The total number of surveyed LCHO households that provided a response to at least one of the tenant perception survey questions is **95**.

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: 90
- Telephone interviews: 5

Rationale for collection method(s)

The majority of our LCHO sample are digitally active and will therefore receive an online survey, so they can complete the survey at a time that suits them. Where we do not hold an email address for a LCHO customer, they are invited to complete the survey via CATI (computer-assisted-telephone-interviewing).

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)

Not required for LCHO as Alliance Homes own under 1000 dwelling units of relevant stock.

f) Any weighting applied to generate the reported perception measures

No weighting has been applied.

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.

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 LCHO households were removed from the sample frame due to exceptional circumstances.

i) Sample size requirements

The required minimum sample size of 183 has not been met, however, the Regulator of Social Housing (RSH) outlines that where it is not possible to achieve this level of statistical accuracy (for example for many providers with fewer than 1,000 dwelling units of relevant social housing stock) employing a census approach is sufficient to meet the requirement.

Summary of approach (LCHO)

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.