

Overview of the Survey Approach & Representativeness

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Description	Approach
Feedback services provider (collecting, generating, and validating the reported perception measures)	Independent Research Company: Service Insights Ltd
Survey fieldwork date	Postal and online: Qtr 2 2023/24 Telephone: Qtr 4 2023/24
Total surveyable population	4,530
Total sample size achieved (total number of responses)	536
Statistical confidence required and achieved	±4% is required overall for 2023/24. This report achieved ± 3.98% (i.e. better than required)
Reasons for any failure to meet the required sample size	Not applicable
Collection method	Mixed methods: Telephone, postal (with online survey link option within the letter), and online (email deployed)
Type and amount of any incentives offered	None
Sampling method	Randomised sampling
Number of tenant households within the relevant population that have not been included in the sample	None
Summary of representativeness of the sample against the relevant tenant population	Weighting was applied for age and tenure (see below)
Any weighting applied	<p>Random Iterative Method (RIM) weighting was applied to weight the data by 2 variables: Age (under 35, 35-54, 55-74, 75+) and Tenure (General Needs; Older Persons Properties/Other)</p> <p>Weighted cases: 536 Minimum: 0.545 Maximum: 1.389 Range: 0.844 Mean: 1.000 Standard Deviation: 0.247 Weight distribution: 94.238%</p>
Questions asked	12 regulatory TSM questions 3 additional questions (ASB and 2x open / free text questions)
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None

Representativeness of the original tenant profile and unweighted data

Tenure	Tenant Profile	Overall %	Survey Profile (unweighted)	Response %
General Needs	3,963	87.5%	453	84.7%
Older persons	567	12.5%	82	15.3%
	4,530	100%	535	100%

Age	Tenant Profile	Overall %	Survey Profile (unweighted)	Response %
Under 25	66	1.5%	4	0.7%
25 to 34	487	10.9%	64	12.0%
35 to 44	751	16.9%	95	17.8%
45 to 54	740	16.6%	93	17.4%
55 to 64	963	21.6%	76	14.2%
65 to 74	790	17.7%	83	15.5%
75 to 84	463	10.4%	91	17.0%
85 and over	191	4.3%	29	5.4%
	4,451	100%	535	100%

Ethnicity	Tenant Profile	Overall %	Survey Profile (unweighted)	Response %
Asian or Asian British Bangladeshi	10	0.2%	1	0.2%
Asian or Asian British Indian	6	0.1%	No cases	No cases
Asian or Asian British Other	20	0.4%	2	0.4%
Asian or Asian British Pakistani	2	0.0%	No cases	No cases
Black or Black British African	14	0.3%	No cases	No cases
Black or Black British Caribbean	3	0.1%	No cases	No cases
Black or Black British Other	4	0.1%	No cases	No cases
Chinese or Other Ethnic Group Chinese	23	0.5%	1	0.2%
Mixed Other	6	0.1%	No cases	No cases
Mixed White & Asian	3	0.1%	No cases	No cases
Mixed White & Black African	7	0.2%	No cases	No cases
Mixed White & Black Caribbean	5	0.1%	1	0.2%
Unknown	458	10.1%	59	11.2%
White British	3,878	85.6%	453	86.0%
White Other	91	2.0%	10	1.9%
	4,530	100%	527	100%