

TSM Survey Approach 24_25

Using the headings provided in the guidance document, the following is the approach RBH has taken with regards to conducting the TSM Tenant Perception Survey. It is heavily based on what we previously did with regards to the STAR Tenant Perception Survey.

a. Summary of achieved sample size

Required minimum sample size for an organization with between 10,000-24,999 dwelling units is a sample that gives a margin of error of +/- 3% at the 95% confidence level (c1,000 responses)

Achieved sample size – 2,300 responses from a population of 12,241 gives a margin of error of 1.8% at the 95% confidence level.

Rationale - We oversampled (i) because we wanted to give more customers the opportunity to have their say and (ii) because we want to be able to split the results by general needs and housing for older people and have robust samples in both groups.

b. Timing of survey

Monthly rolling - 400 customers per month (April – May), 200 customers per month (Jun-Dec), 100 in Feb. Gap in Jan/Mar due to customer census survey taking place.

Rationale – this removes seasonal influences; allows us to respond quickly to drops in satisfaction (perhaps prompted by a change in policy/service); spreads follow-up activity across the year making it manageable for teams.

c. Collection method

Telephone

Rationale – we have telephone numbers for c95% of customers compared to email addresses for c75%; we have been using this method successfully for 6 years; delivers a representative sample and reduces need for weighting; inclusive - works for people with visual impairments/literacy barriers/language barriers/digitally excluded; friendly – our contractor has in the past employed a Rochdale resident to conduct our surveys; provides a more balanced range of responses (surveys emailed or posted out to all tenants generally get responses from people who are either highly satisfied or highly dissatisfied).

d. Sample method

Stratified - this is where the tenant population is divided into separate groups called strata based on characteristics of interest and then a proportionate sample is drawn from each group using random or systemic sampling.

Rationale - telephone surveying lends itself to this

e. Summary of the assessment of representativeness of the sample against the relevant tenant population

We assessed representativeness in terms of the following criteria – age, ethnicity, geographical area, stock type (general needs or housing for older people), building type (flats, houses etc), property size (number of bedrooms as a proxy for household size).

Age Group	Sample	Population	Diff	Weighting
U35	11.96%	14.16%	-2.20%	1.184
35-59	44.35%	47.64%	-3.29%	1.074
60+	43.70%	38.20%	5.49%	0.874

Ethnicity	Sample	Population	Diff	Weighting
Asian	6.70%	6.73%	-0.04%	1.006
Black	6.17%	6.37%	-0.20%	1.032
Mixed	1.61%	1.69%	-0.08%	1.052
No Data	17.78%	17.50%	0.29%	0.984
White	67.74%	67.71%	0.03%	1.000

BMA	Sample	Population	Diff	Weighting
Heywood	12.57%	12.45%	0.11%	0.991
Kirkholt	16.09%	16.40%	-0.31%	1.019
Middleton	18.78%	19.16%	-0.38%	1.020
Out Of Town	29.26%	27.73%	1.53%	0.948
Rochdale Town Centre Flats	6.48%	7.27%	-0.79%	1.122
Sheltered	6.87%	7.58%	-0.71%	1.103
Town Centre Periphery	9.96%	9.42%	0.54%	0.946

Prop Type	Sample	Population	Diff	Weighting
GN	92.57%	92.26%	0.31%	0.997
IL/HfOP	7.43%	7.74%	-0.31%	1.041

Building Type	Sample	Population	Diff	Weighting
Bungalow	18.00%	13.06%	4.94%	0.725
Extra	0.39%	0.38%	0.02%	0.959
Flat	29.52%	33.22%	-3.70%	1.125
House	44.35%	45.04%	-0.69%	1.016
Maisonette	0.70%	0.93%	-0.24%	1.342
Share	0.00%	0.01%	-0.01%	-
Sh Bungalow	1.91%	1.53%	0.38%	0.799
Sh Flat	5.13%	5.84%	-0.71%	1.138

Bedrooms	Sample	Population	Diff	Weighting
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0	0.96%	1.27%	-0.32%	1.330
1	41.57%	40.98%	0.59%	0.986
2	29.39%	29.79%	-0.39%	1.013
3	26.43%	26.26%	0.17%	0.993
4	1.61%	1.54%	0.07%	0.956
5	0.00%	0.10%	-0.10%	-
6	0.04%	0.05%	-0.01%	1.263
8	0.00%	0.01%	-0.01%	-

f. Any weighting applied

We took advice from Housemark which was to apply weighting where the proportion of respondents varied by more than 3% from the population.

The overrepresentation seen all appeared to be linked to the planned oversampling of customers in housing for older people accommodation, so weighting by stock type and age was applied.

		Sample			Population			Difference			Weighting		
		35-59	60+	U35	35-59	60+	U35	35-59	60+	U35	35-59	60+	U35
Building Type	Bungalow	1.26%	16.65%	0.09%	0.98%	12.04%	0.04%	0.28%	4.61%	0.05%	0.78	0.72	0.42
	Extra	0.39%	0.39%			0.38%			0.02%			0.96	
	Flat	15.57%	8.22%	5.74%	18.00%	8.03%	7.18%	-2.43%	0.18%	-1.44%	1.16	0.98	1.25
	House	26.78%	11.65%	5.91%	27.73%	10.65%	6.66%	-0.94%	1.00%	-0.75%	1.04	0.91	1.13
	Maisonette	0.39%	0.09%	0.22%	0.55%	0.12%	0.27%	-0.16%	-0.03%	-0.05%	1.40	1.37	1.22
	Share	0.00%			0.01%				-0.01%		N/A		
	Sh Bungalow	0.04%	1.87%	0.00%	0.05%	1.47%	0.01%	0.00%	0.40%	-0.01%	1.05	0.79	N/A
	Sh Flat	0.30%	4.83%		0.33%	5.51%		-0.03%	-0.68%		1.08	1.14	

g. The role of any named external contractors

Viewpoint Research conducted the telephone surveys on our behalf. Quarterly contract meetings are held with Viewpoint. We listen in on, and quality assure, a sample of calls each month.

Rationale – contracted with since 2018; contract renewed in 2022 & 2025; contracted for fieldwork only; work to MRS Code of Conduct; Data Sharing Agreement in place

h. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with broad rationale for their removal

None.

i. Reasons for any failure to meet the required sample requirements

We believe we have been able to meet the required sample requirements

j. Type and amount of any incentives offered to tenants to offer survey completion

No incentives offered. We have never needed to as have never struggled to reach the required sample using telephone methodology

k. Any other methodological issues likely to have a material impact on the tenant perception measures reported

None