Summary of Approach TSM Survey 2024-2025

**Southway Housing Trust**

Overview

The survey was conducted by ARP Research on a phased quarterly basis between 25 June 2024 and 27 February 2025.

Responses

Overall, 1,266 LCRA (low-cost rental accommodation) tenant households took part in the TSM survey, which represented 21% of the total tenant population (error margin +/- 2.4%). This exceeded the applicable TSM target error margin of +/- 4%.

There were 368 face-to-face interviews (29%), 478 online completions (38%) and 420 telephone interviews (33%).

Sampling

For each quarter, Southway staff initially conducted face to face interviews via a quota sample selected from all households that hadn’t yet taken part in this year’s survey. The quota categories were stock type, area, property type, age group and ethnic background. This was followed by computer-generated randomly selected sample of approximately 1,100 households with email addresses invited to the online element, followed by a final phase with telephone interviews using randomised number selection completed according to a quota sample calculated to achieve a representative response for that quarter. The quota categories for this element were stock type, area, property type, property size, length of tenancy, gender, age group and ethnic background.

The population for the online and telephone elements from which the sample was drawn each quarter was restricted to a computer-generated randomly selected group of approximately 1,400 -1,500 households (around a quarter of the full population). This excluded any household that had been part of the equivalent group from any previous quarter, or that had already taken part in a face-to-face interview during the year.

Fieldwork

The target for each quarter was to achieve around 300 responses split as equally as possible between face-to-face (Southway), online (ARP) and telephone (ARP). However, during the first quarter the total number of face-to-face interviews was lower than in the subsequent three quarters, with the shortfall made up by online and telephone.

The first part of each quarterly tranche involved face to face interviews conducted by Southway staff. For the first quarter the target was 60 interviews, increased to 100 interviews for the following three quarters.

The second phase included an online survey invitation sent to approximately 1,100 households, followed by a text message reminder to non-respondents after a week.

The final phase was 120 telephone interviews in the first quarter, followed by 100 in each subsequent quarter.

This mixed methodology was chosen to because it offers good value for money whilst helping to maximise returns and ensure responses from a range of different age groups. It also enables tenants to participate via a range of methods to suit their personal preferences and capabilities. It is also a suitable methodology for a phased approach as it helps to minimise survey fatigue over the long-term. The choice of methodology was also to ensure that that the survey was representative without the need for further weighting.

The survey was incentivised with a free prize draw of £100 in shopping vouchers for each wave.

Population

The population for the TSM survey was all 5,921 Southway LCRA households on 07 June 2024. None were removed from the sample frame.

Representativeness

For each survey quarter the last phase of fieldwork was the telephone interviews, which were completed to a quota sample to ensure that quarter’s achieved sample was representative. This ensured that the final combined TSM data is representative of the tenant population without further weighting. The characteristics by which representativeness was determined were:

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| **Stock** | Population | Survey |
| General needs | 92.3 | 90.7 |
| Age friendly | 4.9 | 5.8 |
| With care | 2.7 | 3.6 |

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| **Management area** | Population | Survey |
| Central | 35.4 | 34.2 |
| East | 32.6 | 32.1 |
| West | 28.6 | 28.0 |
| Other | 3.4 | 5.6 |

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| **Property type** | Population | Survey |
| Bungalow | 2.8 | 2.8 |
| Flat | 66.2 | 65.1 |
| House | 31.0 | 32.1 |

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| **Property size** | Population | Survey |
| One bed | 11.6 | 12.1 |
| Two bed | 25.5 | 25.8 |
| Three bed | 61.2 | 60.4 |
| Four+ bed | 1.8 | 1.7 |

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| **Tenancy length** | Population | Survey |
| Under 1 year | 5.1 | 7.1 |
| 1 - 2 years | 10.0 | 10.5 |
| 3 - 5 years | 10.7 | 10.7 |
| 6 - 10 years | 18.1 | 17.1 |
| 11 - 20 years | 24.9 | 24.4 |
| 21 years and over | 31.2 | 30.2 |

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| **Gender** | Population | Survey |
| Male | 29.7 | 30.7 |
| Female | 70.3 | 69.3 |

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| **Age group** | Population | Survey |
| 18 - 24 years | 0.7 | 0.7 |
| 25 - 34 years | 7.8 | 7.0 |
| 35 - 44 years | 20.5 | 19.2 |
| 45 - 54 years | 21.7 | 21.3 |
| 55 - 64 years | 23.7 | 24.0 |
| 65 - 74 years | 15.5 | 17.9 |
| 75 - 84 years | 7.4 | 8.4 |
| 85+ years | 2.5 | 1.5 |
| No record | 0.1 | 0.0 |

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| **Ethnic background** | Population | Survey |
| White British | 53.4 | 56.0 |
| White other | 4.4 | 4.5 |
| Mixed | 3.7 | 3.4 |
| Asian or Asian British | 7.7 | 8.7 |
| Black or Black British | 9.8 | 8.9 |
| Other | 5.5 | 5.1 |
| Prefer not to say | 9.7 | 7.5 |
| Unknown | 5.8 | 5.9 |