

Summary of Approach TSM Survey 2023-2024

Southway Housing Trust

Overview

The survey was conducted by ARP Research between 26 May - 28 July 2023.

Responses

Overall, 1,900 LCRA (low-cost rental accommodation) tenant households took part in the survey, which represented a response rate of 32% (error margin +/- 1.9%). This far exceeded the stipulated TSM target error margin of +/- 4.0%.

There were 984 postal completions (52%) and 916 online completions (48%).

Sampling

The survey was a census of all tenant households.

Fieldwork

Initial survey invitations were sent to all tenant households with a valid email (3,995), followed by a reminder a week later. Non-respondents were then posted a self-completion questionnaire (5,551), followed by a full paper reminder three weeks after if they did not respond. Concurrent with the postal survey, online survey invitations/reminders were also sent to non-respondents via SMS where suitable contacts were available (4,674), for a total of two text messages.

This methodology was chosen to be consistent with previous successful STAR survey conducted by Berneslai Southway. This mixed-method self-completion approach offers good value for money whilst helping to maximise returns and ensure responses from a range of different age groups.

The survey was incentivised with a free prize draw of 1x £100 and 4x £50 shopping vouchers.

Population

The population for the survey was all 5,872 Southway LCRA households on 25 May 2023. None were removed from the sample frame.

The survey used paper and online methods to ensure accessibility from a wide range of tenants. The online survey was available in alternative languages via Google translate. Large print questionnaires were sent to 4 households where this was their communication preference.

Representativeness

The final survey data was weighted by interlaced age group and property size to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Stock

| | Population | Unweighted survey | Weighted survey |
|---------------|------------|-------------------|-----------------|
| General needs | 92.4 | 88.6 | 91.7 |
| Age Friendly | 5.0 | 7.0 | 4.9 |
| With Care | 2.7 | 4.4 | 3.5 |

Area

| | Population | Unweighted survey | Weighted survey |
|---------|------------|-------------------|-----------------|
| Central | 35.7 | 34.7 | 34.9 |
| East | 32.8 | 32.3 | 32.4 |
| West | 28.5 | 28.6 | 28.7 |
| Other | 3.0 | 4.4 | 4.0 |

Property type

| | Population | Unweighted survey | Weighted survey |
|----------|------------|-------------------|-----------------|
| Bungalow | 2.8 | 3.8 | 2.6 |
| Flat | 30.5 | 30.9 | 30.4 |
| House | 66.7 | 65.3 | 67.0 |

Property size

| | Population | Unweighted survey | Weighted survey |
|------------|------------|-------------------|-----------------|
| One bed | 11.4 | 14.1 | 10.6 |
| Two bed | 25.0 | 23.6 | 25.6 |
| Three bed | 61.8 | 60.6 | 62.0 |
| Four+ beds | 1.8 | 1.7 | 1.8 |

Age group

| | Population | Unweighted survey | Weighted survey |
|---------------|------------|-------------------|-----------------|
| 18 - 24 years | 0.6 | 0.5 | 0.6 |
| 25 - 34 years | 8.6 | 6.7 | 8.7 |
| 35 - 44 years | 20.7 | 17.4 | 21.0 |
| 45 - 54 years | 22.1 | 19.9 | 22.3 |
| 55 - 64 years | 23.1 | 23.4 | 23.0 |
| 65 - 74 years | 14.7 | 18.5 | 14.6 |
| 75 - 84 years | 7.2 | 9.9 | 7.0 |
| 85+ years | 2.7 | 3.5 | 2.7 |
| No record | 0.1 | 0.1 | 0.1 |

Ethnic background

| | Population | Unweighted survey | Weighted survey |
|---------------|------------|-------------------|-----------------|
| White British | 54.1 | 54.9 | 52.8 |
| BAME | 30.0 | 30.3 | 32.5 |
| No record | 15.9 | 14.8 | 14.7 |

Disability

| | Population | Unweighted survey | Weighted survey |
|-----|------------|-------------------|-----------------|
| Yes | 28.0 | 30.7 | 28.4 |

No

| | | |
|------|------|------|
| 72.0 | 69.3 | 71.6 |
|------|------|------|