

2. Overview of the survey approach and representativeness

An overview of the survey approach is outlined in Figure 2 below, whilst the representativeness of the survey is shown over the page.

Figure 2: Overview of the survey approach

Feedback services provider (collecting, generating, and validating the reported perception measures)	Service Insights Ltd (independent research company) in partnership with of Housemark
Survey fieldwork date	September 2023 and March 2024
Total surveyable population	8,000
Total sample size achieved (total number of responses)	1,000
Statistical confidence required and achieved	±4% is required overall for 2023/24. This report achieved ±2.9% (i.e. more accurate).
Reasons for any failure to meet the required sample size	Not applicable
Collection method	90.3% Telephone survey (903 completed) 9.7% Online survey (97 completed)
Type and amount of any incentives offered	None
Sampling method	Randomised sample through MS Excel randomisation.
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	As the tenant survey responses were considered to be representative of the wider tenant population, weighting was not required (Figures 3 to 7).
Any weighting applied	Weighting was not required for this report.
Questions asked	12 regulatory TSM questions 3 additional questions (September 2023) 2 additional questions (February 2024)
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None

Figure 3: Representativeness by number of age

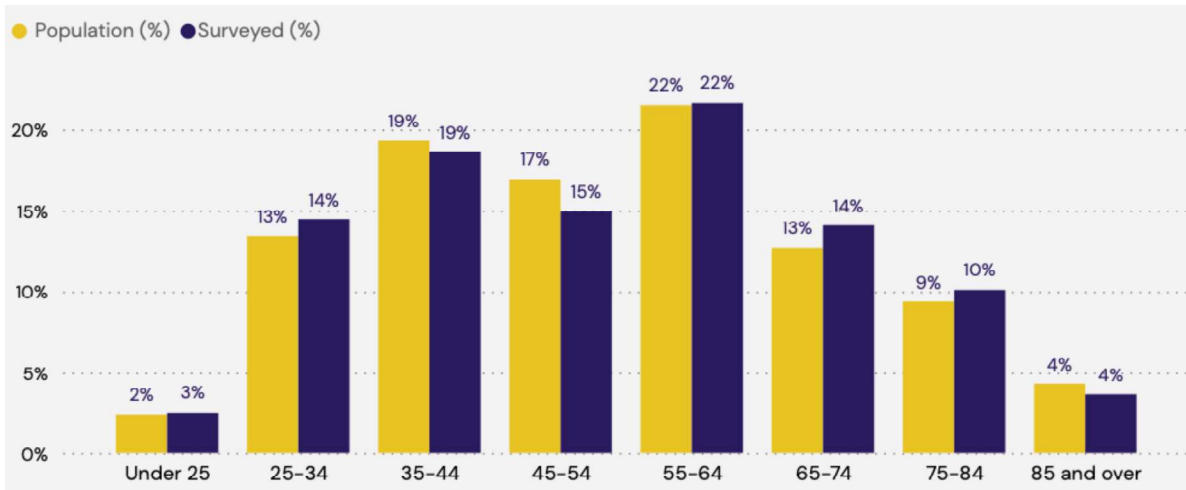


Figure 4: Representativeness by ethnicity

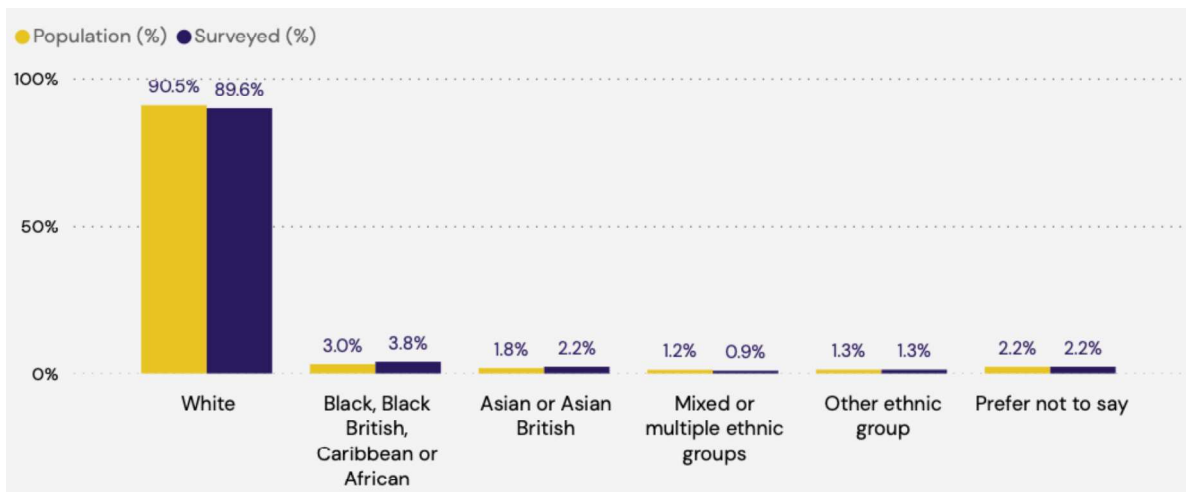


Figure 5: Representativeness by property type

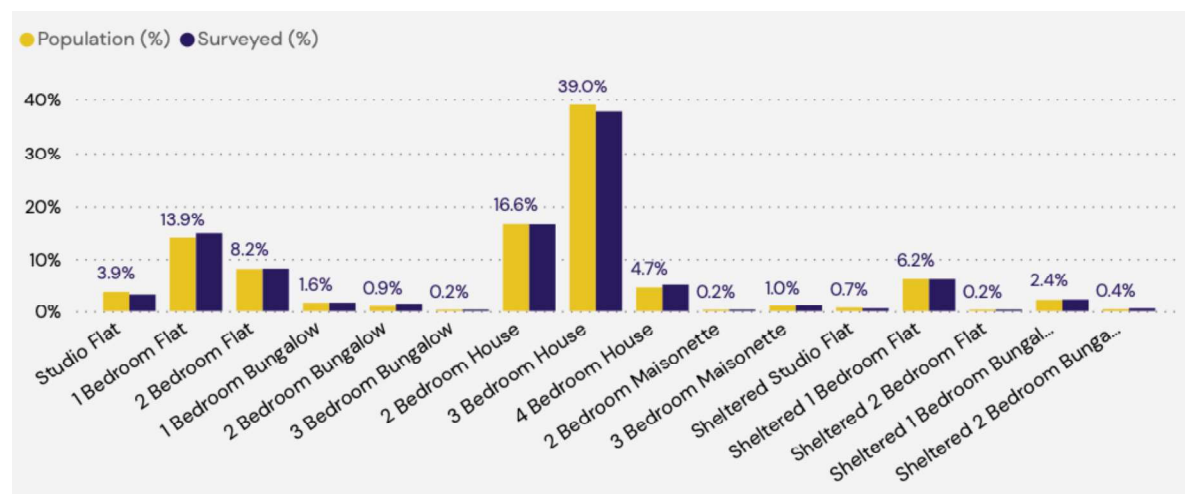


Figure 6: Representativeness by tenure type

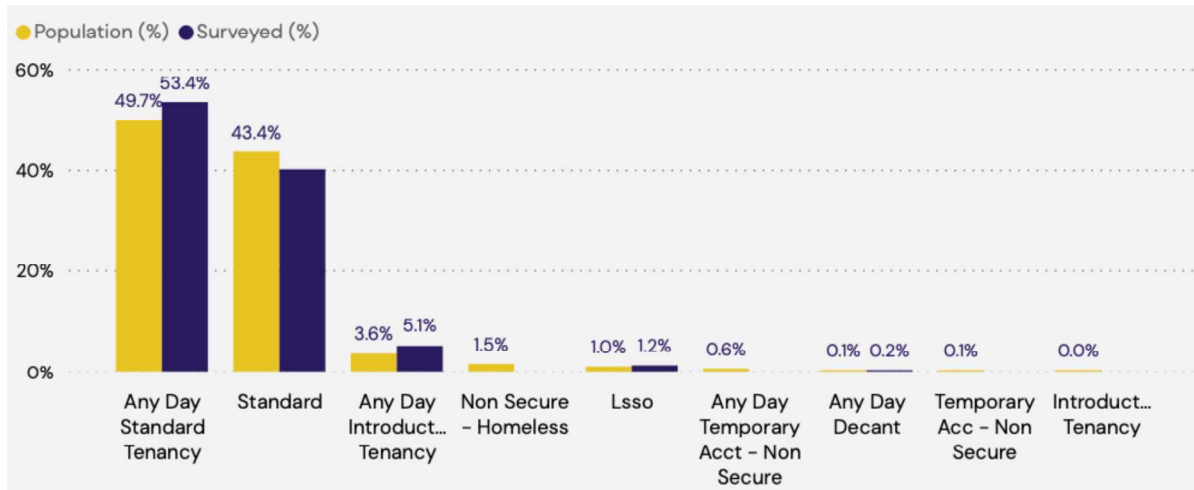


Figure 7: Representativeness by admin unit

