

Summary of Approach TSM Survey 2023-2024

Berneslai Homes

Overview

The survey was conducted by ARP Research between 25 June and 16 August 2023.

Responses

Overall, 1,891 LCRA (low-cost rental accommodation) tenant households took part in the TSM survey, which represented a sample response rate of 38% (error margin +/- 2.1%). This far exceeded the stipulated TSM target error margin of +/- 3.0%.

There were 1,155 postal completions (61%) and 736 online completions (39%).

Sampling

A computer-generated randomly selected 5,000 households were invited to take part in the survey.

Fieldwork

The first part of the survey involved email invitations and reminders to every selected household with a valid email address (2,521), with a paper questionnaire sent in the post to the remaining 2,479. This was followed by invitations and reminder by text message to every member of the sample with a mobile number that had not already taken part (3,535). Finally, a full reminder was sent by post to every household that had not already taken part via any method (4,025).

This methodology was chosen to be consistent with previous STAR successful annual surveys conducted by Berneslai Homes. 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 £100, £50 and 2x £25 in shopping vouchers.

Population

The population for the TSM survey was all 17,582 Berneslai Homes LCRA households on 07 June 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. The paper survey included helpline information in the eight most common community languages. Large print questionnaires were sent to 259 households where this was their communication preference.

Representativeness

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

Area	Population	Unweighted survey	Weighted survey
North East	30.2	30.4	30.0
South	20.6	21.0	21.2
Central	24.8	23.2	23.9
North	24.4	25.4	24.9

Property type	Population	Unweighted survey	Weighted survey
Bedsit	0.6	0.5	0.5
Bungalow	25.8	34.6	28.3
Flat	16.4	13.8	13.9
House	57.1	51.0	57.2
Maisonette	0.1	0.1	0.1

Length of tenancy	Population	Unweighted survey	Weighted survey
Under 1 year	5.6	6.4	7.7
1 - 2 years	13.3	12.6	15.0
3 - 5 years	16.4	15.1	17.0
6 - 10 years	20.8	19.8	19.9
11 - 20 years	21.4	21.5	19.4
21 years and over	22.5	24.5	21.0

Age group	Population	Unweighted survey	Weighted survey
18 - 24 years	2.5	1.3	2.5
25 - 34 years	11.8	6.4	11.7
35 - 44 years	16.1	11.6	15.9
45 - 54 years	16.4	13.8	16.3
55 - 59 years	9.9	9.7	9.8
60 - 64 years	9.3	10.6	9.3
65 - 74 years	16.8	22.3	16.8
75 - 84 years	12.1	17.1	12.2
85+ years	4.3	6.1	4.3
No record	1.0	1.0	1.0

Ethnic background	Population	Unweighted survey	Weighted survey
White British	87.9	88.0	86.8
Racially & ethnically diverse	5.0	5.7	6.0
No record	7.2	6.3	7.2