



## Tenant Satisfaction Measures – our survey approach

As per the Regulator of Social Housing's Tenant Survey Requirements (Annex 5), below details our approach to running the tenant perception survey.

### A summary of achieved sample size (number of responses)

When the survey process was closed, we had over 4,700 responses. Following data cleansing and focusing on main tenants for the households where two tenants had responded, this meant that **4,090** results were used to calculate the Tenant Satisfaction Measure Results.

At the time of analysing the results from the closed survey (January 2024), the relevant population (tenanted LCRA properties) was 20,812.

This is a high response rate and is statistically robust. The technical guidelines require larger landlords like Wigan Council to achieve a sample size that gives 95% confidence that the results reported are accurate to a margin of no more than +/- 3%. With over 4,000 responses, Wigan Council achieved a margin of +/- 1%, which provides a very robust level of accuracy. It gives us a high level of confidence that the results from this sample survey are representative of the views of all Wigan Council tenants.

### Timing of survey

The perception survey was run as a snapshot in a specified window in Autumn/Winter 2023.

Phase 1 – **6.11.23** digital surveys were issued, followed by 2 reminder emails/texts.

Phase 2 – **3.12.23** postal surveys were sent to a specified sample of tenants to ensure the final responses were representative of the population.

Survey closedown – **4.1.24**

### Collection methods

The survey took a digital first approach, but paper surveys were provided to anyone who requested this as an alternative method.

Phase 1 sent out either an email or SMS survey to all households where we had a valid email address or mobile telephone number. Where there were

joint tenants in a household and we had valid contact details for both parties, for the purposes of calculating the tenant satisfaction measure results in line with the RSH guidelines, the response from the main tenant was used. *(However, we value all the feedback we received and will be using all responses from joint tenants within our deeper analysis to inform service improvement).*

Phase 2 looked at the representativeness of the respondents following reminders being sent out as part of Phase 1. The plan was to identify any groups who were under-represented compared to our tenant profile, and to encourage responses from them by using other survey methods.

Phase 1 did provide a highly representative response and the only group that we needed to target to encourage a higher response rate was tenants aged 75+. A paper survey was sent to a random sample of tenants within this group, with completed responses being sent directly to GovMetric.

Of the 4,090 survey responses, the breakdown of survey methods is:

- Email – 3,420 (83.6%)
- SMS text – 611 (15%)
- Paper survey – 59 (1.4%)

Throughout both phases of the survey window, a comprehensive communication plan was implemented, to explain to tenants why the survey was being conducted and to encourage responses. Staff and Elected Member communications were also circulated so that they could respond to any queries raised by tenants.

## Sample methods

We had previously determined that in order to achieve a margin of +/- 3%, which was recommended as our stock size fell in the 20,000 – 25,000 band, we required:

Tenant group	Population	Responses needed	Surveys to be sent out
All LCRA	20,778	1,016	3,387*

*\*This was based on a 30% response rate. On previous snapshot surveys we had achieved a 40% response rate.*

A decision was taken to maximise responses and rather than target surveys to a random sample of 3,387, a census method would be taken to Phase 1, with surveys sent out to all tenanted households where we had email or mobile contact details. At 20,778, this approach provided a more robust

approach and gave a higher number of tenants the opportunity to provide feedback.

Whilst this meant the majority of tenanted households received a survey in Phase 1, we wanted to ensure specific groups were not at a disadvantage due to the digital first approach and that the results were representative of the tenant population.

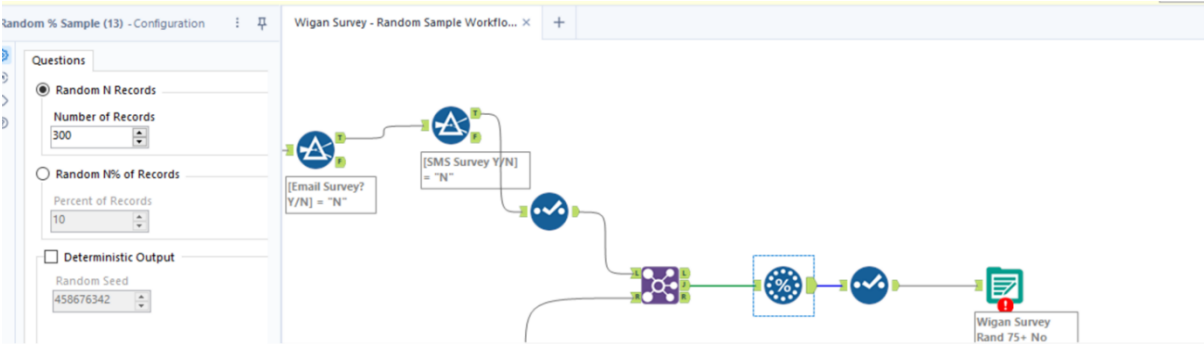
Phase 2 took a sample approach to the specified group identified as part of reviewing representation after Phase 1. As outlined below (Q5), the group that was underrepresented was tenants aged 75+.

We calculated that an additional 90 responses from this age group would bring the difference between the response and the population to an acceptable level:

	No. of tenants in this group	% of tenants in this group	No. predicted responses	% predicted responses	Difference between responses & population
75+	2,964	14.24%	414	11.91%	-2.3%

With an estimated response rate of 30%, this meant that in Phase 2 a further 300 surveys were to be sent to tenants aged 75+.

To identify the sample, in Alteryx we looked at tenants aged >=75, with no email or SMS and created a random sample of 300, outputted to an Excel file with their addresses.



### Summary of representativeness

We took steps to assure the representativeness of the sample against the relevant tenant population.

For the characteristics against which representativeness has been assessed, it was decided to focus on 2 characteristics:

- Stock characteristics – general needs property or sheltered housing property.

- Tenant characteristics used – age profile.

Sheltered housing:

We did an assessment on mid-point responses at this point the relevant population had increased to 20,812, and determined it was broadly representative of our population for sheltered/general.

Housing type	Relevant population		Mid-point survey responses		Diff
General needs	19,594	94.14%	4,332	93.5%	-0.64%
Sheltered housing	1,218	5.86%	299	6.45%	+0.59%
	<b>20,812</b>		<b>4,631</b>		

Age profile:

The responses received from Phase 1 were broadly representative of the population, with the exception of tenants aged 75+, which was the only group where the variance was greater than 5%.

Age Bands	No. of Tenants	% of Tenants	No Surveyed	% Surveyed	Diff
16-24	476	2.29%	45	1.30%	-1.0%
25-34	2491	11.97%	381	11%	-1.0%
35-44	3917	18.82%	618	18%	-0.8%
45-54	3805	18.28%	673	19%	0.7%
55-59	2066	9.93%	409	12%	2.1%
60-64	1924	9.24%	413	12%	2.8%
65-74	3169	15.22%	612	17.60%	2.4%
75+	2964	14.24%	324	9%	-5.2%
	<b>20,812</b>		<b>4,713</b>		

Phase 2 targeted this underrepresented group. 300 surveys were sent to a randomly selected sample of this age group. Assuming a response rate of 30% (based on previous snapshot surveys), the estimated number of responses at 90, would achieve a more representative response.

To maximise responses with the age group, we did some targeted communications with officers to encourage tenants receiving the survey to respond.

138 additional responses were received for this age group. Taking into account some additional responses from all age groups prior to the survey closedown, the final variance was 4.09%.

As this variance reduced to under 5%, we were satisfied that the overall results after survey closedown achieved representation, and we had taken reasonable steps to ensure this age group had the opportunity to complete the survey.

Final Results - All Tenants					
Age Bands	No. of Tenants	% of Tenants	No Surveys	% Surveys	% Difference
16-24	476	2.29%	65	1.59%	-0.7%
25-34	2491	11.97%	467	11.42%	-0.55%
35-44	3917	18.82%	791	19.34%	0.52%
45-54	3805	18.28%	790	19.32%	1.04%
55-59	2066	9.93%	451	11.03%	1.1%
60-64	1924	9.24%	440	10.76 %	1.52%
65-74	3169	15.22%	671	16.41%	1.19%
75+	2964	14.24%	415	10.15%	-4.09%
	20,812		4,090		

### Weighting

We did not apply any weighting to generate the reported perception measures.

### The role of any external contractor in running the survey

We worked in partnership with the external contractor GovMetric to design and manage the tenant satisfaction survey, in line with the RSH's requirements. The approach taken ensured the process remained without bias and results were kept confidential and independent.

Surveys were sent out by GovMetric and responses returned to them, with them responsible for validation and collation. Wigan Council's access limited to viewing the actual results.

### Tenants not included in the sample frame

Annex 5 asks for 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 a broad rationale for their removal.

This is not applicable for Wigan's survey – there were no exclusions due to the exceptional circumstances.

### **Reasons for not meeting the sample size**

This is not applicable. We achieved a high response rate to the survey.

### **Any other methodology considerations**

There were no other methodological issues likely to have a material impact on the tenant perception measures reported.