

Cambridge Housing Society Limited approach to collecting data for Tenant Satisfaction perception measures

1. Number of responses

Between 3rd April 2023 and 21st March 2024, 541 responses were received for low cost rental accommodation (503 online survey form, 38 hard copy reply).

The number of households in the relevant population for Low Cost Rental Accommodation was 2512. We prefer to use a census approach to give every household an opportunity to give annual feedback however we also respected the view of those who have asked to unsubscribe from our online surveys. Therefore the survey was sent to 1750 households in total. As a percentage of the total relevant population the overall response rate was 21.5%, and is within the error margin of +/-4% required for TSM surveys.

2. Collection methods and rationale

CHS invites a tenant from every household to complete our annual survey, which we do on a rolling basis with a cohort being surveyed each month. The principal methodology for the annual survey is to email the tenants with a link to the online survey form. Two reminders are sent to increase the response rate. Where we do not hold an email address for the tenant (or for any joint tenant) we will send the link by SMS where we have a mobile phone number; otherwise we post a hard copy of the form. This helps to increase the accessibility of the survey so that it is available to anyone including those who are digitally excluded. All responses have been included in the reported TSMs. The survey is completed and analysed in-house using digital survey tools. Additional questions are asked about the perceived value for money of rent and service charges, plus a 'likely to recommend' question from which we produce a net promoter score.

3. Sample method

We take a census approach, asking a tenant from every CHS household to complete the survey every 12 months (except those who have asked to unsubscribe to the email).

4. Incentives offered

We offer every respondent entry into our prize draw to win £250.00.

5. Timing of survey

A tenant from every household is sent an online survey annually in the month of their birthday.

6. Summary of responses by survey method

- a. TP01 overall satisfaction for online responses – 78.1%
- b. TP01 overall satisfaction for hard copy replies – 92.1%
- c. TP01 for all survey methods – 79.1%

7. Assessment of representativeness of the sample

The tables below set out the proportion of tenant population and survey responses that share principal characteristics for which representativeness has been assessed.

Local Authority	Relevant tenant population %	Total survey responses %
Cambridge	33.8%	37.0%
East Cambs	16.6%	12.5%
Fenland	8.2%	10.1%
Huntingdonshire	12.4%	9.9%
South Cambs	26.4%	28.3%
Uttlesford	1.3%	1.6%
West Suffolk	1.4%	0.6%

Housing type	Relevant tenant population %	Total survey responses %
General needs	84.9%	90.3%
Sheltered	5.0%	4.5%
Supported	6.5%	2.5%
Housing with care	3.6%	2.7%

Ethnicity	Relevant tenant population %	Total survey responses %
White British	83.9%	85.9%
Other White/ Irish White	8.8%	7.2%
Other ethnic groups	7.4%	6.8%

Age group	Relevant tenant population %	Total survey responses %
16 - 39	28.2%	15.1%
40 - 59	46.2%	45.4%
60+	25.5%	39.4%

Noting the under-representation of younger participants and over-representation of older participants in the responses, CHS decided to check the effect this had on the overall satisfaction score (TP01), by weighting the sample data to match the age group profile of our tenants as shown in the table above.

The table below shows the impact on TP01, overall satisfaction. We regard the overall weighting effect, at -1.25%, as not material, and have therefore elected to submit and report on unweighted data.

Response (TP01)	Unweighted (%)	Age Weighting (%)	Difference between Unweighted & Weighted (%)
Very Satisfied	45.03	42.94	-2.09
Fairly Satisfied	34.31	35.15	+0.84
Neither	11.5	12.09	+0.59
Fairly Dissatisfied	5.85	6.12	-0.27
Very Dissatisfied	3.31	3.70	+0.39
Satisfied overall	79.34	78.09	-1.25