

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

### **1. Number of responses**

Between 3<sup>rd</sup> April 2024 and 21<sup>st</sup> March 2025, 585 responses were received for low-cost rental accommodation (542 online survey form, 43 hard copy reply).

The number of households in the relevant population for low-cost rental accommodation was 2512, after 31 residents who live in care homes managed by other providers were excluded from the number of LCRA households. As a percentage of the total relevant population the overall response rate was 23%, 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 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 collected 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.

### **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 – 81.4%
- b. TP01 overall satisfaction for hard copy replies – 86%
- c. TP01 for all survey methods – 81.7%

## 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.

<b>Local Authority</b>	<b>Relevant tenant population %</b>	<b>Total survey responses %</b>
Cambridge	31.8%	36.4%
East Cambs	16.3%	15.0%
Fenland	8.4%	9.1%
Huntingdonshire	12.3%	11.0%
South Cambs	28.6%	26.2%
Uttlesford	1.5%	1.0%
West Suffolk	1.1%	1.2%

<b>Housing type</b>	<b>Relevant tenant population %</b>	<b>Total survey responses %</b>
General needs	87.5%	88.6%
Sheltered	3.0%	4.0%
Supported	5.5%	3.5%
Housing with care	4.0%	3.9%

<b>Ethnicity</b>	<b>Relevant tenant population %</b>	<b>Total survey responses %</b>
White British	83.7%	83.6%
Other White/ Irish White	9.0%	7.5%
Other ethnic groups	7.3%	9.0%

<b>Age group</b>	<b>Relevant tenant population %</b>	<b>Total survey responses %</b>
16 - 39	26.3%	18.3%
40 - 59	45.4%	47.3%
60+	28.3%	34.4%

CHS used the above measures to calculate a weighting for each characteristic and decided to check the effect this had on the overall satisfaction score (TP01), by weighting the sample data to match the different profiles of our tenants as shown in the table above.

The table below shows the impact on TP01, overall satisfaction. The highest difference after weighting (age group), at -1.1% was not material and CHS therefore elected to submit and report on unweighted data.

<b>Weighting Characteristic</b>	<b>Unweighted</b>	<b>Weighted</b>	<b>Difference</b>
Local Authority	81.7%	81.4%	-0.30%
Housing Type	81.7%	81.7%	+0.01%
Ethnicity	81.7%	81.7%	-0.04%
Age group	81.7%	80.6%	-1.10%