

Summary of Approach TSM Survey 2024-2025

Berneslai Homes

Overview

The survey was conducted by ARP Research between 20 May and 24 December 2024.

Responses

Overall, 1,180 LCRA (low-cost rental accommodation) tenant households took part in the TSM survey, which represented a response rate of 33% (error margin +/- 2.8%). This exceeds the stipulated TSM target error margin of +/- 3.0%.

There were 701 postal completions (59%) and 479 online completions (41%).

Sampling

A computer-generated randomly selected 3,500 general needs households and all 33 temporary units (total 3,533) were invited to take part in the survey split equally between the two tranches.

Fieldwork

The first part of each tranche involved email invitations and reminders to every selected household with a valid email address (1,857 across both waves), with a paper questionnaire sent in the post to the remaining 1,676. 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 (2,532 across both waves). Finally, a full reminder was sent by post to every household that had not already taken part via any method (2,983 across both waves).

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 for each wave.

Population

The population for the TSM survey was all 17,533 Berneslai Homes LCRA households on 15 May 2024. 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 146 households where this was their communication preference.

Representativeness

The final survey data was weighted by interlaced age group and property type plus 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	30.3	26.7	28.1
South	20.5	20.3	20.4
Central	24.7	26.4	25.6
North	24.4	26.7	25.8

Property type

	Population	Unweighted survey	Weighted survey
Bedsit	0.6	0.5	0.3
Bungalow	25.9	33.6	26.0
Flat	16.4	19.9	16.4
House	57.1	46.0	57.3

Length of tenancy

	Population	Unweighted survey	Weighted survey
Under 1 year	5.5	5.9	6.6
1 - 2 years	10.8	10.3	12.0
3 - 5 years	16.9	15.8	16.5
6 - 10 years	21.5	20.3	20.5
11 - 20 years	22.2	23.8	22.1
21 years and over	23.2	23.8	22.2

Age group

	Population	Unweighted survey	Weighted survey
18 - 24 years	2.2	1.1	2.2
25 - 34 years	11.3	7.5	11.3
35 - 44 years	16.3	10.8	16.2
45 - 54 years	16.2	14.8	16.1
55 - 59 years	19.5	17.9	19.6
60 - 64 years	16.9	24.2	17.0
65 - 74 years	12.4	16.6	12.5
75 - 84 years	4.3	6.4	4.3
85+ years	0.9	0.7	0.9
No record	2.2	1.1	2.2

Ethnic background

	Population	Unweighted survey	Weighted survey
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White British	87.3	88.5	87.1
Racially & ethnically diverse	5.2	5.4	5.6
No record	7.4	6.1	7.3