

## South Cambridgeshire Tenant Satisfaction Measures (TSM)

### Method Statement 2024-25

For the financial year April 2024 – March 2025 M.E.L Research, an independent social research agency based in Birmingham, undertook the annual TSM survey on behalf of South Cambridgeshire District Council. The survey was on a one-off basis in Q4 2024 -25: with responses received between 7<sup>th</sup> February and 7<sup>th</sup> March. The closing date of the survey was 28<sup>th</sup> February, however responses were accepted until 7<sup>th</sup> March to allow for any postal delays.

#### Sampling:

A census approach was taken to sampling with all Low-Cost Rental Accommodation (LCRA) tenants (5383 in total) provided with a postal survey. The postal survey also included a cover letter that had a QR code and web address to enable online completion of the survey. An email reminder was also sent to tenants on 17<sup>th</sup> and 24<sup>th</sup> February to tenants with email addresses to encourage further participation.

#### Survey Methodology:

All LCRA tenants were initially sent a postal survey of the TSM measures, this survey was accompanied by a cover letter explaining the purpose of the survey and what the results would be used for.

All invite letters included a link to an online survey to enable completion on an online platform for those who would prefer to complete in this way. A week before the closure date of the survey, an email invite / reminder was sent to non-respondents with an email address to prompt further responses.

Tenants were offered the opportunity to enter a prize draw to win one of three £50 Global Gift Cards as an incentive to complete the survey.

Postal surveys were data entered onto the online survey and the results collated.

#### Final Data delivery and weighting:

Once all the data was collected it was assessed for its representativeness against the final stock profile received from South Cambridgeshire District Council. In this case it was found that sheltered tenants were over-represented, making up 29% of the final responses, but only 20% of the overall stock. Furthermore, the responses

were found to skew towards older tenants (table below) so the final results were weighted by tenure type (e.g. General Needs or Sheltered)) and lead tenant age.

	Proportion of responses	Stock proportion	Weighted Proportions
18-24	1%	1%	1%
25-34	3%	10%	9%
35-44	7%	14%	14%
45-54	10%	14%	14%
55-64	19%	20%	19%
65-74	25%	18%	18%
75+	33%	23%	23%
Prefer not to say	1.5%		1.7%
Sheltered Tenants	29%	20%	20%
General Needs	71%	80%	80%

As a result of this weighting the overall satisfaction at TP01 changed from Unweighted 80.1% Weighted 78.6%. It was determined weighting was necessary based on the lack of representativeness of the responses and given the overrepresented groups (75+) and sheltered tenants tend to be more positive, the overrepresentation artificially boosted levels of satisfaction.