**Summary of Approach TSM Survey 2023-2024**

This document describes the approach used by Rotherham Council to undertake the tenant perception survey to meet the 2023/24 Tenant Satisfaction Measures (TSM) requirements.

In total Rotherham Council has 19,790 LCRA (low-cost rental accommodation) households. To meet the TSM minimum requirements, the council was required to collect a minimum of 1,014 LCRA survey responses.

Between October 2023 and February 2024 an external provider, KWEST Research Limited, independently carried out monthly telephone and online surveys on behalf of the council. At the end of the data collection period the minimum requirement had been exceeded with 1,041 responses. 85% of the surveys were by telephone and 15% were completed online.

No incentives were used to encourage tenants to respond to the survey.

To ensure the survey was representative of the tenant population of Rotherham stratified sampling was used. This means Kwest assessed and monitored several population sub-groups based on specific characteristics, including housing type, geographical area, and age.

The tables below compare the total population breakdown by Housing Type, Geography and Tenant Age group with the comparative survey response levels.

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| Housing Type | Population | Survey Responses |
| Bungalow | 24% | 26% |
| Flat, Maisonette, Bedsit | 27% | 27% |
| House | 49% | 48% |

|  |  |  |
| --- | --- | --- |
| Geographical Area | Population | Survey Responses |
| Central | 38% | 38% |
| North | 35% | 35% |
| South | 27% | 27% |
| Other Values | 0% | 0% |

|  |  |  |
| --- | --- | --- |
| Age | Population | Survey Responses |
| 16-44 | 34% | 35% |
| 45-64 | 35% | 34% |
| 65+ | 30% | 31% |
| Other Values | 1% | 0% |

This demonstrates the survey achieved excellent representativeness and therefore no weighting of data was required or applied to the results.

There were 445 households excluded from the sampling as the council did not hold any contact details for the household, it is not believed that this will have any material impact on the results.