**Summary of Approach TSM Survey 2024-2025**

This document describes the approach used by Rotherham Council to undertake the tenant perception survey to meet the 2024/25 Tenant Satisfaction Measures (TSM) requirements.

In total Rotherham Council has 19,422 LCRA (low-cost rental accommodation) households. To meet the TSM requirements, the council was required to collect a minimum of 1,031 survey responses to provide data with an overall accuracy of ±3% at 95% confidence interval. At the end of the data collection period, 3,370 interviews had been achieved with overall accuracy of ±1.5%.

Between August 2024 and March 2025 an external provider, Kwest Research Limited, independently carried out monthly telephone and online surveys on the Councils behalf. The multi-mode survey approach was used as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily and effectively monitored.

85% of the surveys were by telephone and 15% were completed online (either by email or SMS link).

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, taking into account locality, age group and number of bedrooms

The good response rate achieved by the survey ensures excellent representativeness of response.

To demonstrate representativeness of response 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% |

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| --- | --- | --- |
| Geographical Area | Population | Survey Responses |
| Central | 38% | 38% |
| North | 32% | 32% |
| South | 30% | 30% |

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| --- | --- | --- |
| Age | Population | Survey Responses |
| 16-44 | 34% | 34% |
| 45-64 | 36% | 36% |
| 65+ | 30% | 30% |

Due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved and therefore no weighting of data was required or applied to the results.

439 LCRA households were excluded from the sampling frame because Rotherham Council does not hold any contact details for the household. In Kwest’s experience, it is very common for housing providers not to hold contact details for 100% of households and it is not believed that this has any material impact on the results, which are still considered to be representative of all LCRA households.

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