



## Summary of Approach to TSM Survey 2023/24

### Achieved Sample Size (Low Cost Rental Accommodation)

population	no. of respondents	response rate	margin of error
6900	1216	18%	2.55

confidence level = 95%

### Timing of Survey

The TSM survey was carried in two phases:

- Phase 1 fieldwork - July/August 2023
- Phase 2 fieldwork - November/December 2023

### Collection Method

The survey was conducted using a mixed method approach:

- Online survey - 39% of target population
- Telephone survey - 59% of target population
- Face-to-face interview - 2% of target population

### Sample Method

The survey targeted all low cost rental accommodation (LCRA) customers. Total population over the two fieldwork periods was 6900.

Exclusions due to exceptional circumstances included five supported housing customers who had limited capacity to take part in the survey.

### Representativeness of Sample

An assessment has been carried out to consider how far the sample is representative of the relevant tenant population in terms of key demographic characteristics (age, gender, ethnic group, disability) and geography (local authority area). See below.

	Relevant Tenant Population (%)	Total Survey Responses(%)
Age Band		
Under 18	0.0%	0.1%
18-24	2.9%	4.8%
25-34	13.8%	6.9%
35-44	19.2%	12.6%
45-54	19.3%	17.6%
55-64	22.9%	25.8%
65-74	12.6%	19.0%
75+	9.3%	13.1%
Gender		
Female	60.0%	55.1%
Male	39.8%	44.9%
Trans-gender	0.1%	0.0%
Ethnic Group		
Asian	4.1%	3.7%
Black	4.8%	5.7%
Mixed	2.3%	1.3%
Other	4.9%	3.5%
Refused	15.5%	10.9%
White	68.4%	74.9%
Disability		
FALSE	79.8%	79.8%
TRUE	20.2%	20.2%
Local Authority		
Bolton	17.5%	17.2%
Bury	14.6%	15.7%
Manchester	6.3%	7.7%
Oldham	0.03%	0.0%
Pendle	0.4%	0.5%
Rossendale	0.1%	0.0%
Salford	17.0%	16.5%
Stockport	0.8%	1.2%
Tameside	14.3%	14.6%
Trafford	29.0%	26.6%
West Lancs	0.1%	0.0%

### Weighting

No weighting has been applied in the generation of reported TSMs as the sample is broadly representative of the relevant population with no material over or under representation.

### Role of External Contractor

An external agency (The Leadership Factor) was contracted to conduct telephone interviews. Online and face-to-face interviews were carried out in-house. Data analysis, validation and generation of TSMs was carried out in-house.

### Incentives

No incentives were offered to survey participants.