

Methodology

Prepared April 2024 for

Bernicia Housing

TSM Perception Survey



**Kwest
Research**

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Methodology

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Bernicia. This is laid out using the headings specified in the Regulator's 'Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements' document.

A) Summary Of Achieved Sample Size

Bernicia has 13,381 LCRA dwelling units and to meet the new requirements, has to provide data with an overall accuracy of $\pm 3\%$ at 95% confidence interval for the Tenants' survey.

In the first year of the TSMs, Bernicia opted to undertake a much larger survey, to establish a solid baseline and to ensure accurate findings at sub-group level.

At the end of data collection, a total of 3,633 responses had been collected. This exceeds the requirements set by the Regulator and supplies data with overall accuracy of $\pm 1.4\%$.

B) Timing Of The Survey

Bernicia opted to carry out the survey interviews on a rolling basis between October 2023 and March 2024.

C) Data Collection Methods

The survey was predominantly undertaken by telephone (96% of surveys) as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored and controlled.

Kwest's interviewers worked in shifts to provide maximum coverage. Telephone calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each sampled LCRA household.

In addition to this, digital techniques (email invitations and sms link) were available to broaden survey reach and accessibility. 4% of surveys were undertaken using digital methods. Of these, approximately three quarters of responses were returned via the sms link option.

D) Sampling Methods

A stratified sampling method was used, taking into account a number of criteria, including age, property type, number of bedrooms, and local authority.

E) Assessment Of Representativeness Of Respondents

The statistical accuracy achieved in the survey will ensure excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness is checked and monitored against a range of criteria. For example; Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.

Kwest's TSM Representativeness Assessment ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allowed Bernicia to view progress versus targets at any time throughout the project.

To demonstrate representativeness of response, Kwest used a number of population sub-groups taken from data held by Bernicia. These include age, property type, local authority area, family type, disability status and ethnicity. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below.

Representativeness By Age Group & Representativeness By Family Type

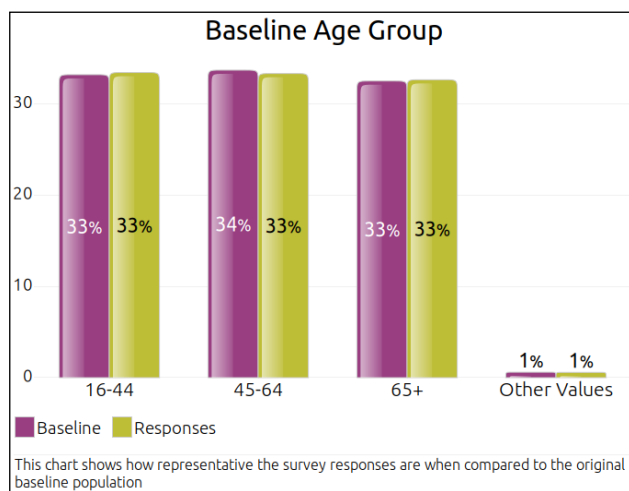


FIGURE 0.1

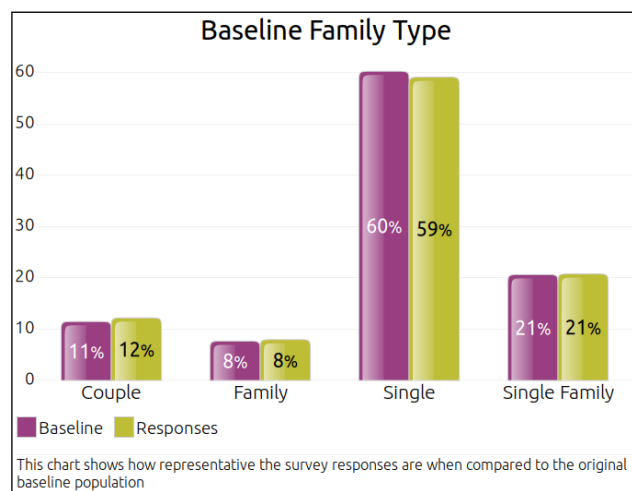


FIGURE 0.2

Representativeness By Property Type

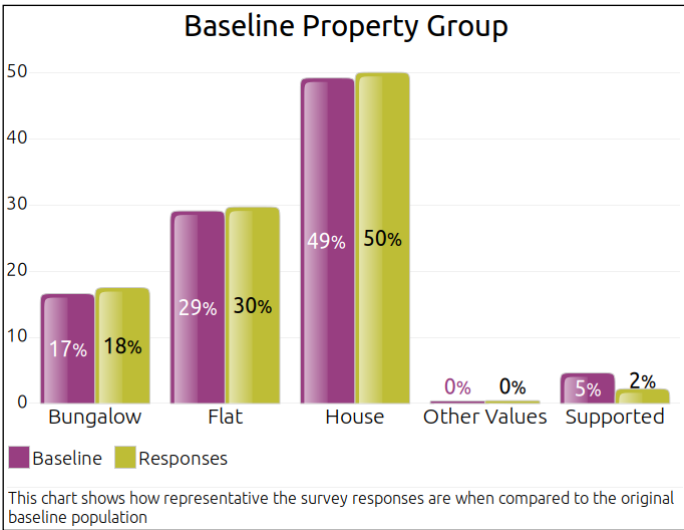


FIGURE 0.3

Representativeness By Local Authority Area

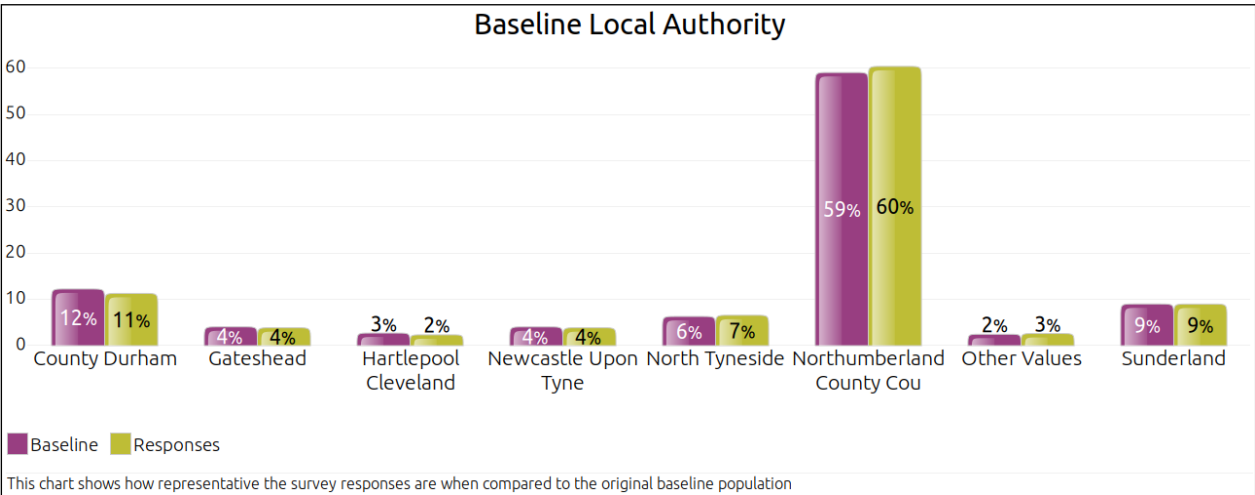


FIGURE 0.4

Representativeness By Disability Status & Representativeness By Ethnicity

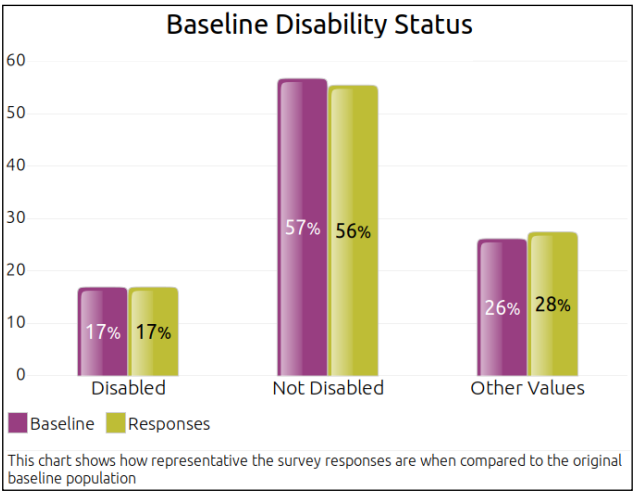


FIGURE 0.5

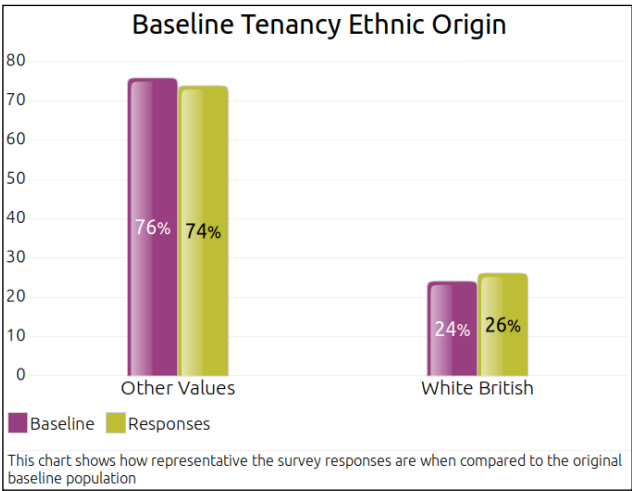
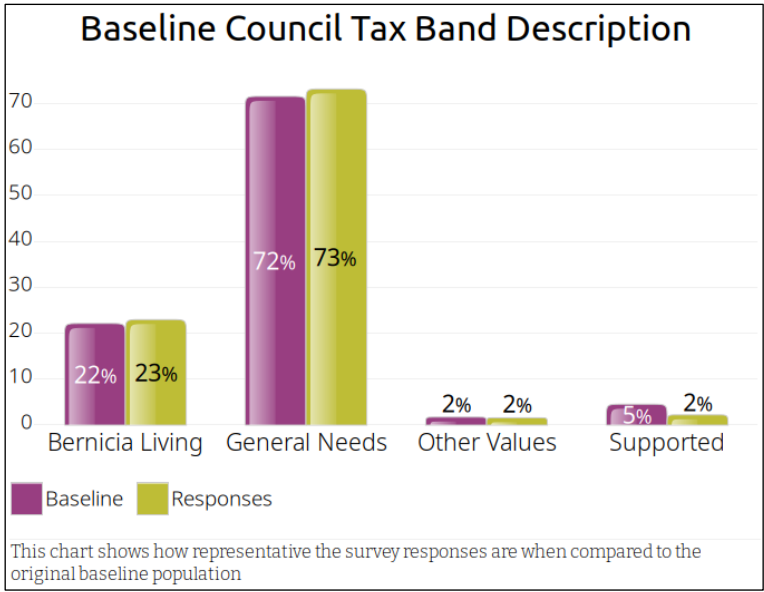


FIGURE 0.6

Representativeness By Council Tax Band Description



F) Details Of Applied Weighting

Not applicable, due to the tools used to monitor response throughout data collection and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across all measurable groups whose responses would have a material impact on satisfaction scores. Therefore, no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Bernicia as part of a contract to provide TSM research services. Kwest is responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling, and a mixed methodology approach was used to provide an alternative way of responding for households who would not be able to respond by telephone. Where necessary, particularly for Supported tenants, responses from carers or interpreters answering on a tenant's behalf were accepted.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

No incentives were used.

K) Methodological Issues That Have A Material Impact On Satisfaction

There are no methodological issues that have a material impact on the tenant perception measures reported.

Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required. In addition, an additional open-ended question allowed customers to elaborate on their views. The feedback from this qualitative question was classified by Kwest's interviewing team at the end of the call to provide a graphical representation of the key themes in the comments.

Analysis

To provide a detailed understanding of results, the findings for tenants have been analysed in a number of ways. Please note that where the number of respondents in a sub-group is small, data accuracy will be limited. Such results are provided for interest and reference only.

- Overview of findings
- Analysis by age
- Analysis by family type
- Analysis by local authority area
- Analysis by ethnic group
- Analysis by property group
- Analysis by number of bedrooms
- Analysis by gender description
- Analysis of representativeness of response

Please note all figures in the graphs are rounded which means that in some cases the figures in the graphs may not always sum to 100%. Furthermore, the combined satisfaction figures quoted in the text and shown on the graphs may not equal the sum of the rounded figures for very and fairly satisfied. All analysis and reports have been provided as a series of graphical reports and via Kwest's interactive online survey tool, the Online Analyst.



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