

## 23070 – South Cambridgeshire TSM Method Statement

For the financial year April 2023 – March 2024 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 Q3 2023 -24: 1st December 2023 to 8<sup>th</sup> January 2024.

### **Sampling:**

A census approach was taken to sampling with all tenants and leaseholders 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.

### **Survey Methodology:**

The sample was 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 price draw to win one of three £40 shopping vouchers (Amazon or Love2Shop) 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 28% of the final responses, but only 21% 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. Secure, Introductory, Secure (Post 04/13)) and lead tenant age.

	Proportion of responses	Stock proportion	Weighted Proportions
18-24	0%	1%	1%
25-34	4%	10%	10%
35-44	8%	13%	13%
45-54	9%	14%	14%
55-64	18%	19%	19%
65-74	24%	19%	19%
75+	34%	23%	23%
Sheltered Tenants	38%	21%	21%
General Needs	62%	79%	79%

As a result of this weighting the overall satisfaction at TP01 changed from Unweighted 80% Weighted 78%. It was determined weighting was necessary based on the lack of representativeness of the sample and given the overrepresented groups (75+) and sheltered

tenants tend to be more positive, the overrepresentation artificially boosted levels of satisfaction.