

## Tenant Perception Measure Methodology 2023/24

### 1. Summary of approach

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

#### 1.2 Summary of achieved sample size

Islington Council has 24,294 LCRA households and to meet the new requirements, has to collect a minimum of 1,012 responses each year, to provide data with an overall accuracy of  $\pm 3\%$  at 95% confidence interval.

In the first year of the TSMs, Islington Council opted to undertake a larger survey, to ensure the findings would be robust when broken down by management type.

At the end of data collection, 2,499 LCRA interviews had been completed. This already exceeds the minimum requirements set by the Regulator and provides data with accuracy of  $\pm 1.9\%$  for the LCRA results overall.

A summary of achieved samples for the different management groups, together with achieved accuracy is shown in the table below:

Management Type	Achieved Sample	Achieved Accuracy
Directly Managed	2,138	$\pm 2.0\%$
Partners	164	$\pm 7.3\%$
TMO	197	$\pm 6.7\%$

Table 1 Achieved sample size & accuracy by management type

### 1.3 Timing of the survey

Islington Council opted to undertake the survey over a four month period with data collection carried out from August to November 2023

### 1.4 Data collection method

The survey was undertaken by telephone 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. Kwest's interviewers work in shifts to provide maximum coverage. 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 LCRA household.

### 1.5 Sampling methods

A stratified sampling method was used, taking into account management type, age group, number of bedrooms and area office.

### 1.6 Assessment of representativeness of response

The good response rate achieved by the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. For example:

- In telephone projects, Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored to deliver required accuracy levels.
- Kwest's *TSM Representativeness Assessment* ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. This works in conjunction with the Telephone Management System and provides an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches requirements. Output on Kwest's online reports allows Islington Council to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest assessed a number of population sub- groups. These include management type, housing type, area office location and age. These categories were chosen to provide good coverage by geographical location, age characteristics and type of housing.

## Management type & number of bedrooms

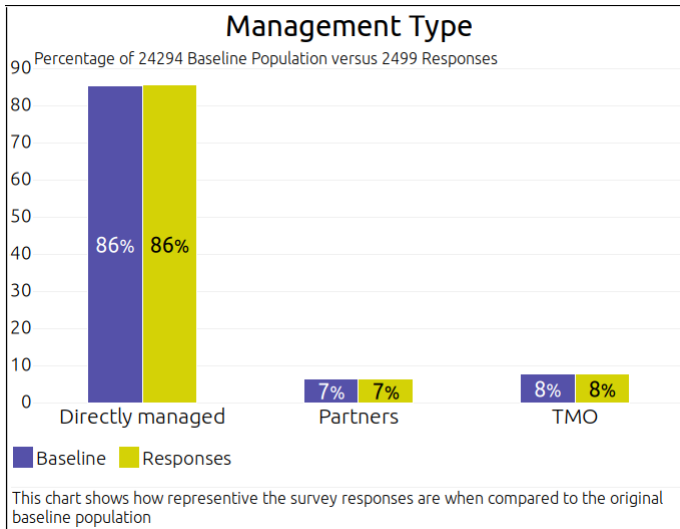


Figure 11.1

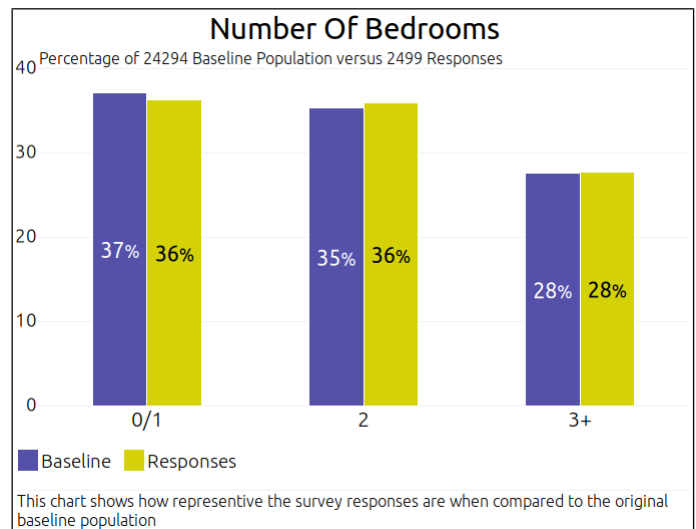


Figure 11.2

## Age group & area office

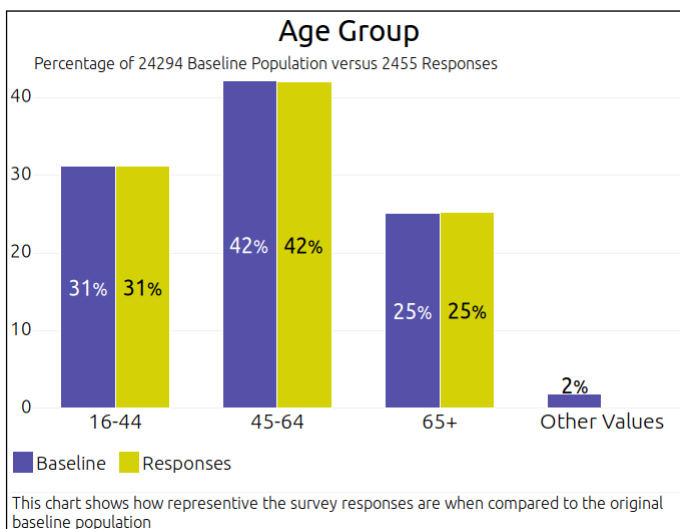


Figure 11.3

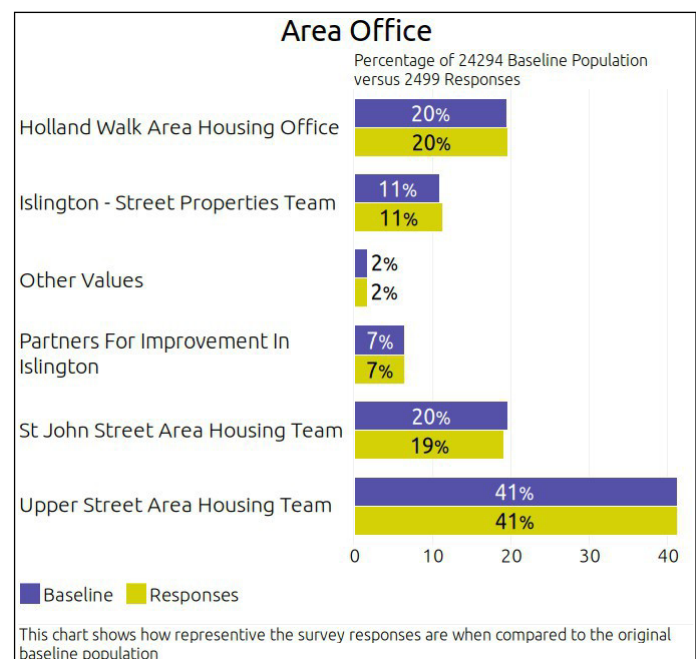


Figure 11.4

### **1.7 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 and therefore no weighting of data was required.

### **1.8 External contractors used**

Kwest Research Limited is one of the longest standing research organisations and works exclusively for social housing providers. Kwest was responsible for all elements of the research.

### **1.9 Households excluded from the sampling frame under exceptional circumstances**

4,716 LCRA households were excluded from the sampling frame because Islington Council does not hold any contact details for the household. It is not believed that this will have any material impact on the results, which are still considered to be representative of all LCRA households.

### **1.10 Reasons for failure to meet required sample size requirements**

Not applicable. A total of 2,499 responses has been achieved in the 2023 survey, which exceeds the minimum requirement of 1,012 responses.

### **1.11 Incentives used in the survey to encourage response**

None.

### **1.12 Other methodological issues that have a material impact on satisfaction**

There do not appear to be any other methodological issues that have a material impact on the tenant perception measures reported.

## **2. Questionnaire Design**

The questionnaire was designed to include all the Regulator's TSM questions, as required.

In addition, two additional open ended question allowed customers to elaborate on the reasons for their views. The feedback from the question about reasons for dissatisfaction 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.

A small number of additional quantitative questions were also included to collect further feedback relating to how easy the organisation is to deal with and customers' preferred means of giving their views.

## 2.2 Analysis of the findings

To provide a detailed understanding of results, the findings 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:

- Overall
- Analysis By Management Type
- Analysis By Age Group
- Analysis By Area office
- Analysis By Ethnicity
- Analysis By Number Of Bedrooms
- Analysis By Whether Property Is High Rise
- TSM Tenant Representativeness Assessment

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. As an example, the results for overall satisfaction for LCRA customers were 10% fairly dissatisfied and 14% very dissatisfied, which sum to 24%. However, the combined dissatisfaction figure is 23%. This is because the results to 1 decimal place are 9.8% and 13.6%, which sum to 23.4% and so round to 2.