

Tenant Perception Survey – Summary of Approach 2023/24

Methodology:

As the guidance for data collection surveys detailed that surveys could be carried out once a year or periodically (monthly or quarterly) and through any channel (e.g. telephone/online/face to face), Warrington Housing Association (WHA) decided on a census approach, issuing surveys to one quarter of our customers each quarter of the year, with each section including an exact split of all tenure types.

We created an online version of the survey in Microsoft Forms and issued a link electronically to all customers for whom we held a valid email addresses or mobile phone number. For customers where this contact information was not available, the survey was posted. We also offered customers the opportunity to complete the survey face-to-face with WHA colleagues during customer engagement events and whilst on-site at our Housing for Older People Schemes. Outbound telephone calls were conducted to customers who did not respond to the initial contact.

The survey was administered internally, and no external contractors were used. No customers were excluded from the sample due to exceptional circumstances.

The survey included only the TSM questions and appropriate identifier questions i.e. address. We chose not to include any additional questions. A copy of the full survey for 2023/24 is available [here](#).

Sample Achieved:

WHA's LCRA population in 2023/24 was 1266 units, so 295 responses were required to achieve a +-5% margin of error.

A total of 383 responses were received, providing a margin of error of 4.18%.

All responses were collected without the use of weighting or incentive schemes. Participants were fully informed of the purpose of the questionnaire and voluntarily opted to participate. The TSM questions and routing adhered to regulatory requirements.

Survey completion methods can be summarised as follows:

Method	Number	Percentage	Overall Satisfaction
Internet	154	40.2%	78.6%
Telephone	126	32.9%	90.5%
Postal	76	19.8%	88.2%
Face to face	18	4.7%	88.9%
SMS	9	2.3%	88.9%

Representativeness:

The representativeness of the sample was analysed with reference to various factors, showing no areas of significant concern. This can be summarised as follows:

	Relevant tenant population (dwelling units % total)	Total survey responses (% total)
Housing Type		
General Needs	81.9%	81.2%
Housing for Older People	12.4%	16.4%
Supported Housing	5.7%	2.3%
Property Type		
Bedsit	4.7%	1.8%
Bungalow	3.9%	3.1%
Flat	40.1%	47.0%
House	51.3%	48.0%
Property Size		
1 Bedroom	40.8%	42.3%
2 Bedrooms	26.1%	26.1%
3 Bedrooms	29.5%	29.2%
4 Bedrooms	3.6%	2.3%
5 Bedrooms	0.1%	0.0%
Area of Warrington		
Appleton	0.2%	0.0%
Bewsey-Whitecross	1.1%	0.8%
Birchwood	0.8%	0.3%
Burtonwood	0.1%	0.0%
Burtonwood-Winwick	0.2%	0.0%
Callands	1.3%	0.0%
Central	5.6%	5.2%
Cinnamon Brow	0.5%	0.3%
Culcheth, Glazebury and Croft	0.4%	0.5%
Fairfield & Howley	0.2%	0.0%
Fearnhead	2.1%	0.8%
Grappenhall	9.2%	9.1%
Gt Sankey	2.7%	2.1%
Hood Manor	16.5%	17.0%
Latchford East	9.3%	10.7%
Longbarn-Woolston	1.0%	0.3%
Longford	3.4%	2.9%
Lymm South	1.4%	0.8%
Orford	3.2%	4.7%
Padgate	22.7%	21.9%

Penketh and Cuerdley	3.2%	4.4%
Rixton and Woolston	0.9%	1.0%
Stockton Heath	5.5%	8.4%
Westbrook	0.9%	0.5%
Wilderspool	7.5%	8.4%
Age of Respondent		
18-29	6.1%	2.6%
30-39	13.3%	9.1%
40-54	29.2%	21.4%
55-74	37.2%	47.3%
75+	12.7%	19.3%