Summary of Approach TSM Survey 2023-2024

**Stroud District Council**

Overview

The survey was conducted by ARP Research between 20 November - 11 December 2023.

Responses

Telephone interviews were conducted with 540 LCRA (low-cost rental accommodation) tenant households selected via a quota sample. This represents 11% of the total tenant population, and the final results had an error margin of +/- 4.0%.

Sampling

Telephone interviews were conducted using a quota sample with randomised number selection to ensure that the final dataset was representative of the population as whole. The quota categories were stock type, area, property type, property size, household size, length of tenancy and age group. Additional weighting was then applied by age, property size and length of tenure.

Fieldwork

A telephone methodology was chosen to ensure that the survey was as representative as possible before weighting. It will also help to minimise survey fatigue over the long-term when compared to self-completion methods.

There was no survey incentive.

Population

The population for the TSM survey was all 4,833 LCRA households on 14 November 2023. None were removed from the sample frame.

Those individuals with a hearing disability were identified in the sample database, and sufficient interviews were conducted with a representative number (5 respondents).

Representativeness

The telephone interviews were completed to a quota sample, with additional weighting applied by age, property size and length of tenure. The characteristics by which representativeness was determined for the LCRA survey were:

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| **Stock** | Population | Unweighted survey | Weighted survey |
| General needs | 85.3 | 85.2 | 85.9 |
| Independent Living | 14.7 | 14.8 | 14.1 |

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| --- | --- | --- | --- |
| **Admin Unit** | Population | Unweighted survey | Weighted survey |
| Housing 1 | 20.3 | 19.6 | 19.5 |
| Housing 2 | 10.3 | 10.4 | 11.1 |
| Housing 3 | 15.7 | 16.7 | 16.5 |
| Housing 4 | 17.8 | 17.0 | 16.9 |
| Housing 5 | 7.3 | 8.5 | 8.2 |
| Housing 6 | 18.1 | 16.9 | 17.4 |
| Housing 7 | 10.5 | 10.9 | 10.4 |

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| **Property type** | Population | Unweighted survey | Weighted survey |
| Bungalow | 25.4 | 26.9 | 25.6 |
| Flat | 30.2 | 28.0 | 28.5 |
| House | 44.1 | 45.0 | 45.7 |
| Maisonette | 0.3 | 0.2 | 0.2 |

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| **Property size** | Population | Unweighted survey | Weighted survey |
| Bedsit | 2.2 | 1.7 | 2.2 |
| One bed | 31.6 | 32.4 | 31.5 |
| Two bed | 32.9 | 35.2 | 33.5 |
| Three bed | 31.6 | 29.6 | 31.3 |
| Four+ bed | 1.6 | 1.1 | 1.5 |

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| **Length of tenure** | Population | Unweighted survey | Weighted survey |
| Under 1 year | 7.9 | 8.0 | 8.1 |
| 1 - 2 years | 16.6 | 13.1 | 17.6 |
| 3 - 5 years | 14.0 | 11.1 | 14.1 |
| 6 - 10 years | 24.0 | 28.9 | 23.9 |
| 11 - 20 years | 22.1 | 22.0 | 21.1 |
| 21 years and over | 15.4 | 16.9 | 15.2 |

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| **Age group** | Population | Unweighted survey | Weighted survey |
| 18 - 24 years | 1.5 | 0.7 | 1.7 |
| 25 - 34 years | 9.8 | 7.8 | 10.2 |
| 35 - 44 years | 14.6 | 14.6 | 15.7 |
| 45 - 54 years | 16.1 | 16.9 | 16.5 |
| 55 - 64 years | 20.5 | 21.5 | 20.2 |
| 65 - 74 years | 18.1 | 20.2 | 17.2 |
| 75 - 84 years | 14.0 | 12.6 | 13.5 |
| 85+ years | 5.0 | 5.7 | 5.0 |
| No record | 0.2 | 0.0 | 0.0 |