



City of
Stoke-on-Trent

Methodology Report for Tenant Satisfaction Measures

1. Introduction

Tenant satisfaction surveys help us understand how you feel about our services and identify ways to improve. We conduct these surveys annually to gather your feedback and monitor our performance over time. This report explains how we conducted the surveys and calculated the results for our 2024 submission.

2. Summary of Achieved Sample Size

In 2023/24, we surveyed tenants through 8,997 proactive calls, resulting in 3,433 responses. This high response rate exceeds the minimum required sample size of 1,005, ensuring our results are reliable and accurate without needing adjustment.

3. Timing of Survey

The survey was conducted continuously from April 2023 to March 2024.

4. Collection Method

Our Tenant Engagement Team conducted all surveys by phone, following the prescribed questions exactly as outlined in the guidance which can be viewed by [visiting the gov.uk website](https://www.gov.uk).

5. Sample Method

We used a stratified ¹random sampling method to represent all tenant groups fairly. Our tenant management system selected participants randomly, ensuring no bias.

6. Assessment of Representativeness of the Sample

Our sample reflects the demographics of our entire tenant population, including age, gender, ethnicity, and tenancy type.

7. Weighting of Survey Results

We performed detailed checks to ensure our sample was representative of the tenant population. These checks confirmed no adjustments (weighting) were needed for our 2023/24 results.

¹ Stratified sampling is a method used to ensure that different groups within a population are fairly represented in a survey

8. Role of External Contractors

All data analysis was done by our in-house team with expertise in statistical analysis and survey methods. No external contractors were involved.

9. Exclusions from the Sample Frame

No tenants were excluded from the survey, ensuring full participation.

10. Compliance with Sample Size Requirements

Our sample size exceeded the requirements, giving us a 99% confidence level and a $\pm 2\%$ margin of error, which is better than the minimum standards set out by the Regulator of Social Housing which asked for a 95% confidence level.

11. Methodological Issues

There were no significant issues affecting the survey's validity or reliability.

12. Discussion of Over-sampling Benefits

By exceeding the minimum sample size, our survey results are more precise allowing detailed analysis of different tenant groups and detecting trends more effectively.

13. Conclusion

The methodology used for this year's tenant satisfaction survey ensures reliable and accurate results, reflecting our diverse tenant population. These insights will guide improvements to our housing services as we move into 2024/25.