

TSM Survey Approach 2025/26

Using the headings provided in the guidance document, the following is the approach RBH has taken with regards to conducting the TSM Tenant Perception Survey. It is heavily based on what we previously did with regards to the STAR Tenant Perception Survey.

a. Summary of achieved sample size

Required minimum sample size for an organization with between 10,000-24,999 dwelling units is a sample that gives a margin of error of +/- 3% at the 95% confidence level (c1,000 responses)

Achieved sample size – 1,200 responses from a population of 12,092, providing a margin of error of approximately 2.7% at the 95% confidence level.

Rationale – We oversampled (i) because we wanted to give more customers the opportunity to have their say and (ii) because we want to be able to split the results by general needs and housing for older people and have robust samples in both groups.

b. Timing of survey

Monthly rolling – 100 customers per month (April 2025 – March 2026),

Rationale – This approach reduces seasonal bias, provides a representative view of customer satisfaction throughout the year and enables timely identification and response to emerging trends.

c. Collection method

100% Telephone

Rationale – we have telephone numbers for c95% of customers compared to email addresses for c75%; we have been using this method successfully for 7 years; delivers a representative sample and reduces need for weighting; inclusive - works for people with visual impairments/literacy barriers/language barriers/digitally excluded; friendly – our contractor has in the past employed a Rochdale resident to conduct our surveys; provides a more balanced range of responses (surveys emailed or posted out to all tenants generally get responses from people who are either highly satisfied or highly dissatisfied).

d. Sample method

Stratified - this is where the tenant population is divided into separate groups called strata based on characteristics of interest and then a proportionate sample is drawn from each group using random or systemic sampling.

Rationale - telephone surveying lends itself to this

e. Summary of the assessment of representativeness of the sample against the relevant tenant population

We assessed representativeness in terms of the following criteria – age, ethnicity, geographical area, stock type (general needs or housing for older people), building type (flats, houses etc), property size (number of bedrooms as a proxy for household size).

Age Group	Sample	Population	Diff
U35	13.33%	13.53%	-0.19%
35-59	48.25%	47.47%	0.78%
60+	38.42%	39.00%	-0.58%

Ethnicity	Sample	Population	Diff
Asian	7.58%	6.71%	0.87%
Black	7.00%	6.59%	0.41%
Mixed	1.50%	1.74%	-0.24%
No Data	18.58%	17.92%	0.66%
White	65.33%	67.04%	-1.70%

BMA	Sample	Population	Diff
Heywood	11.75%	12.39%	-0.64%
Kirkholt	17.00%	16.57%	0.43%
Middleton	18.67%	19.05%	-0.38%
Out Of Town	27.58%	27.79%	-0.21%
Rochdale Town Centre Flats	6.67%	7.10%	-0.43%
Sheltered	7.67%	7.67%	-0.01%
Town Centre Periphery	10.67%	9.42%	1.24%

Prop Type	Sample	Population	Diff
GN	92.33%	92.17%	0.17%
IL/HfOP	7.67%	7.83%	-0.17%

Building Type	Sample	Population	Diff
Bungalow	14.33%	13.16%	1.18%
Extra	0.58%	0.39%	0.19%
Flat	32.67%	33.04%	-0.37%
House	44.75%	45.03%	-0.28%
Maisonette	0.58%	0.93%	-0.35%
Share	0.00%	0.01%	-0.01%
Sh Bungalow	1.92%	1.56%	0.35%
Sh Flat	5.17%	5.87%	-0.70%

Bedrooms	Sample	Population	Diff
0	1.42%	1.21%	0.21%
1	40.25%	41.05%	-0.80%
2	29.75%	29.77%	-0.02%
3	26.50%	26.27%	0.23%
4	1.83%	1.54%	0.29%
5	0.25%	0.10%	0.15%
6	0.00%	0.05%	-0.05%
8	-	-	-

f. Any weighting applied

No weighting has been applied to the survey results, as the achieved sample was representative of the tenant population and all key demographic groups fell within the Regulator of Social Housing's recommended tolerance of +/- 3% when compared to the overall customer base.

g. The role of any named external contractors

Viewpoint Research conducted the telephone surveys on our behalf. Quarterly contract meetings are held with Viewpoint. We listen in on, and quality assure, a sample of calls each month.

Rationale – contracted with since 2018; contract renewed in 2022 & 2026; contracted for fieldwork only; work to MRS Code of Conduct; Data Sharing Agreement in place

h. The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with broad rationale for their removal

None.

i. Reasons for any failure to meet the required sample requirements

We believe we have been able to meet the required sample requirements

j. Type and amount of any incentives offered to tenants to offer survey completion

No incentives offered. We have never needed to as have never struggled to reach the required sample using telephone methodology

k. Any other methodological issues likely to have a material impact on the tenant perception measures reported

None