

# Summary of Approach TSM Survey 2024-2025

## Tendring District Council

### Overview

The survey was conducted by ARP Research between 22 October and 23 December 2024.

### Responses

Overall, 1,032 LCRA (low cost rental accommodation) tenant households took part in the TSM survey, which represents a response rate of 34% (error margin +/- 2.5%). This comfortably exceeded the stipulated TSM target error margin of +/- 4.0%.

There were 843 postal completions (82%) and 189 online completions (18%).

### Sampling

This was a census survey distributed to all LCRA households, comprising 2,750 general needs and 242 sheltered.

### Fieldwork

Black and white paper self-completion questionnaires were distributed to all households. This was followed by two further postal reminders to non-respondents, the first being a reminder letter and the final reminder being a full replacement copy of the questionnaire.

The survey was also available for completion online, with email reminders sent to any survey non-respondents with a recorded email address towards the end of the project after the last paper reminder. This numbered 114 households, 11 of whom responded (10%).

This methodology was chosen to be consistent with the most recent TSM and STAR surveys conducted by the Council.

The survey was incentivised with a free prize draw of shopping vouchers worth £250, £150 and £100.

### Population

The population for the survey was all 2,992 Tendring District Council LCRA households on 15 October 2024. None were removed from the sample frame.

The survey used paper and online methods to ensure accessibility from a wide range of tenants. The online survey was available in alternative languages via Google translate.

### Representativeness

The final survey data was weighted by interlaced stock type, age group, and area to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Stock	Population	Unweighted survey	Weighted survey
	General needs	91.9	92.0

Sheltered	8.1	10.1	8.0
-----------	-----	------	-----

#### Postcode district

	Population	Unweighted survey	Weighted survey
CO7	11.4	14.1	10.9
CO11	12.8	13.6	12.6
CO12	26.2	26.1	26.6
CO13	4.2	4.2	4.3
CO14	4.6	3.5	5.2
CO15	14.8	14.4	14.2
CO16	26.0	24.2	26.1

#### Property type

	Population	Unweighted survey	Weighted survey
Bedsit	6.7	5.0	5.3
Bungalow	11.7	16.0	12.3
Flat	46.9	46.0	47.5
House	33.5	32.1	33.3
Maisonette	1.3	0.9	1.6

#### Property size

	Population	Unweighted survey	Weighted survey
Bedsit	6.7	5.0	5.3
One bed	29.7	34.5	30.7
Two bed	34.3	33.5	35.8
Three bed	28.9	26.6	27.9
Four+ bed	0.5	0.3	0.3

#### Age group

	Population	Unweighted survey	Weighted survey
18 - 24 years	3.2	1.1	3.2
25 - 34 years	11.0	4.7	10.9
35 - 44 years	15.2	8.3	15.0
45 - 54 years	16.1	12.5	16.2
55 - 64 years	21.6	23.9	21.7
65 - 74 years	15.7	22.1	16.0
75 - 84 years	10.4	17.0	10.3
85+ years	3.3	5.5	3.2
No record	3.4	4.9	3.5

#### Tenancy length

	Population	Unweighted survey	Weighted survey
1 Under 1 year	5.3	5.0	6.8
1 - 2 years	16.2	12.4	17.0

3 - 5 years	15.4	11.5	15.0
6 - 10 years	19.0	17.2	18.0
11 - 20 years	23.1	24.9	21.2
21 years and over	21.0	29.0	21.9