

# Summary of Approach TSM Survey 2024-2025



## Overview

The survey was conducted by ARP Research between 10 February - 27 March 2025.

## Responses

In total, 523 LCRA (low-cost rental accommodation) tenant households took part in the TSM survey, which represented 49% of the total tenant population, and the final achieved sample had an error margin of +/- 3.1%. This exceeds the stipulated TSM target error margin of +/- 5.0%.

There were 434 postal completions (83%) and 88 online completions (17%). In addition, 1 respondent on request was interviewed face to face by a Brunelcare staff member.

## Sampling

The survey was a census of all Brunelcare tenants. There were 27 properties removed from the sample frame. The reasons were:

- 22 properties were empty at the time the questionnaire was sent out
- 5 properties were sublet to the local authority at an extra care scheme to temporary residents

## Fieldwork

Paper self-completion questionnaires were distributed to all households. After the first week, online survey invitations/reminders were also sent to non-respondents on a weekly basis to the sample via email and SMS where suitable contacts were available, for a total of two emails and two text messages. In addition, approximately halfway through the fieldwork process full paper reminders were sent to all those households that had not yet replied.

This methodology was chosen to be consistent with previous STAR and TSM surveys conducted by Brunelcare. This mixed-method self-completion approach offers good value for money whilst helping to maximise returns and ensure responses from a range of different customer types.

The survey was incentivised with a free prize draw of £100, £75, £50 and £25 in shopping vouchers.

## Population

The population for the TSM survey was all 1,077 Brunelcare LCRA tenant households

on 03 February 2025.

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

### Stock

	Population	Unweighted survey	Weighted survey
General needs	0.4	0.2	0.4
Sheltered	81.0	84.3	80.9
ExtraCare	18.7	15.5	18.7

### Area

	Population	Unweighted survey	Weighted survey
Sheltered North	40.1	43.6	40.0
Sheltered South	41.2	40.9	41.3
Beach Croft/Alder Court	4.6	4.6	5.2
Colliers Gardens	4.5	2.9	4.6
Waverley Gardens	9.6	8.0	9.0

### Property type

	Population	Unweighted survey	Weighted survey
Bungalow	12.2	12.0	11.5
Flat	72.0	72.1	73.6
Studio	15.9	15.9	14.9

### Property size

	Population	Unweighted survey	Weighted survey
Bedsit	15.9	15.9	14.9
One bed	71.6	70.2	71.7
Two+ beds	12.1	13.4	12.8
No record	0.5	0.6	0.4

### Age

	Population	Unweighted survey	Weighted survey
Under 55	0.5	0.4	0.2
55 - 64 years	20.0	20.1	19.7
65 - 74 years	35.5	33.7	35.4

75 - 84 years	29.9	31.9	30.1
85 years and over	14.2	14.0	14.6

#### Ethnic background

	Population	Unweighted survey	Weighted survey
White British/Irish	76.5	78.4	77.8
BAME	9.1	9.4	9.2
Prefer not to say	8.2	7.1	7.5
No record	6.2	5.2	5.5