



City of
Stoke-on-Trent

TSM Survey Methodology 2024-25

Stoke-on-Trent City Council

1. Introduction

Tenant satisfaction surveys help us understand how our tenants feel about our services and identify ways to improve. We conduct these surveys annually to gather our tenants' feedback and monitor our performance over time.

This report explains how Stoke-on-Trent City Council (SOTCC) conducted the perception surveys for the Tenant Satisfaction Measures (TSMs) and calculated the results for our 2024-25 submission. The TSM survey consists of 12 standard perception questions and their responses which follow the [requirements set by the Regulator of Social Housing \(RSH\)](#).

The survey was carried out using telephone interviews, which we refer to as proactive calls. The proactive calls are used to update tenant and property details, provide information about services and advice about important areas such as fire safety and repairs, before the TSM survey commences. The survey data is then collected and analysed by our in-house data team to determine the percentage of tenant satisfaction for each question.

2. Summary of Approach

A summary of how Stoke-on-Trent City Council carried out the Tenant Satisfaction Measure survey and calculated the results is provided below.

1. Summary of Achieved Sample Size

In 2024/25, we surveyed tenants through 3,926 proactive calls, resulting in 1,448 valid survey responses that were used in our calculations. This response rate exceeds the minimum required sample size of 1,005, ensuring we are within a 95% confidence level with a +/-3% margin of error. This means that our results are a reliable estimate of the accurate opinions of the whole tenant population. These calculations were performed using a [Sample size calculator](#), with a relevant population size of 17,274.

2. Timing of Survey

The TSM survey was conducted on a rolling basis between April 2024 and March 2025. Throughout this 12-month period, tenant responses were collected continuously to ensure a representative sample across the full reporting year.

3. Collection Method

Our in-house Tenant Engagement Team conducted all surveys by telephone interviews, following the prescribed questions as outlined in the [Regulator of Social Housing guidance](#). This method was selected as part of our standard approach to contact and support our tenants, and specifically to:

- Ensure a high level of tenant responses
- Provide additional information and advice about our services
- Update tenant and property details, thereby supporting data quality
- Optimise resource use
- Provide real time results that can be monitored throughout the year

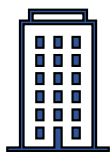
4. Sample Method

We used a stratified ¹random sampling method to ensure fair representation of all tenant groups. Our tenant management system randomly selected participants, eliminating any bias.

5. Assessment of Representativeness of the Sample

To ensure the sample is representative of our tenant and property profile, we carried out an assessment using the following characteristics.

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



Building Type



Stock Type



Property Size - Number of bedrooms



Geographical Area



Ethnicity



Age of respondent

The characteristics included aim to ensure that the Tenant Satisfaction Measures (TSMs) accurately reflect the diverse experiences of all our tenants and are based on available data. They are also considered the material characteristics for large social landlords in the [TSM Survey Requirements](#).

We performed two different representativeness checks to ensure our sample was representative:

1. Confidence Interval Estimation for Population Proportions

We calculated the confidence interval for each subcategory of the selected characteristics. Our analysis revealed that the true population proportion falls outside these intervals for many subcategories, indicating our sample proportion is not representative of the tenant population for these subcategories.

2. Chi-Square Testing

We conducted Chi-Square tests to confirm the goodness-of-fit of our observed data to the expected distribution across the characteristics. The test indicates that the observed frequencies are different from the expected frequencies, highlighting the need to weight our 2024/25 sample.

The representativeness of samples is as follows with results weighted:

Table 1: Summary of Weighted Representativeness Across Key Characteristics

Characteristics	Relevant tenant population (% total)	Total survey responses (% total)
Building Type		
Bungalow	20.95%	20.95%
Flat	16.88%	16.88%
House	62.17%	62.17%
Property or Household Size		
Bedsit	0.29%	0.29%
1	24.27%	24.27%
2	40.02%	40.02%
3	34.47%	34.47%
4	0.88%	0.88%
5	0.01%	0.01%
6	0.06%	0.06%
Ethnicity		
Asian - Any Other Asian Background	1.31%	1.31%
Asian - Bangladeshi	0.17%	0.17%
Asian - Indian	0.09%	0.09%
Asian - Pakistani	1.45%	1.45%
Black - African	2.58%	2.58%
Black - Any Other Black Background	0.56%	0.56%
Black - Caribbean	0.37%	0.37%
Chinese	0.14%	0.14%
Do Not Use (Asian)	0.04%	0.04%
Do Not Use (British European)	1.01%	1.01%
Do Not Use (Southeast Asian)	0.01%	0.01%
Do Not Wish to Complete	6.80%	6.80%
Gypsy	0.05%	0.05%
Mixed - Any Other Mixed Background	0.27%	0.27%
Mixed - White and Asian	0.24%	0.24%
Mixed - White and Black African	0.23%	0.23%
Mixed - White and Black Caribbean	0.34%	0.34%
Other	2.92%	2.92%
Other Ethnic Group: Arab	0.01%	0.01%
Traveller of Irish Heritage	0.02%	0.02%
White - Any Other White Background	1.57%	1.57%
White - British	75.32%	75.32%
White - Irish	0.31%	0.31%



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Characteristics	Relevant tenant population (% total)	Total survey responses (% total)
White European	0.02%	0.02%
Not Recorded	4.17%	4.17%
Geographical Area or Ward		
Abbey Hulton Ward	6.19%	6.19%
Baddeley, Milton and Norton Ward	6.58%	6.58%
Basford and Hartshill Ward	0.49%	0.49%
Bentilee, Ubberley and Townsend Ward	10.04%	10.04%
Birches Head and Northwood Ward	2.37%	2.37%
Blurton Ward	4.43%	4.43%
Boothen Ward	0.88%	0.88%
Bradeley and Chell Heath Ward	4.41%	4.41%
Bucknall and Eaton Park Ward	1.30%	1.30%
Burslem Central	0.13%	0.13%
Burslem Park Ward	0.68%	0.68%
Burslem Ward	1.41%	1.41%
Dresden and Florence Ward	1.75%	1.75%
Etruria and Hanley Ward	2.37%	2.37%
Fenton East Ward	1.73%	1.73%
Fenton West and Mount Pleasant Ward	2.95%	2.95%
Ford Green and Smallthorne Ward	3.49%	3.49%
Goldenhill and Sandyford Ward	2.58%	2.58%
Great Chell and Packmoor Ward	3.99%	3.99%
Hanford, Newstead and Trentham Ward	4.46%	4.46%
Hanley Park, Joiner's Square & Shelton Ward	2.30%	2.30%
Hartshill Park and Stoke Ward	0.77%	0.77%
Hollybush Ward	3.84%	3.84%
Lightwood North and Normacot Ward	0.11%	0.11%
Little Chell and Stanfield Ward	3.92%	3.92%
Longton and Meir Hay South Ward	2.20%	2.20%
Meir Hay N, Parkhall, Weston Coyney Ward	1.50%	1.50%
Meir North Ward	5.57%	5.57%
Meir Park Ward	0.02%	0.02%
Meir South Ward	4.83%	4.83%
Moorcroft and Sneyd Green Ward	4.01%	4.01%
Penkhull and Springfields Ward	1.98%	1.98%
Sandford Hill Ward	2.91%	2.91%



Characteristics	Relevant tenant population (% total)	Total survey responses (% total)
Trent Vale and Oak Hill Ward	1.90%	1.90%
Tunstall Ward	1.89%	1.89%
Stock Type		
Affordable rent	0.82%	0.82%
General needs	97.35%	97.35%
Homeless Unit	0.30%	0.30%
Supported	1.53%	1.53%
Age of Respondent		
18-24	2.07%	2.07%
25-34	12.53%	12.53%
35-44	19.71%	19.71%
45-54	17.60%	17.60%
55-64	18.44%	18.44%
65+	28.78%	28.78%
Not Recorded	0.87%	0.87%

6. Weighting of Survey Results

- Weighting is a statistical technique used to adjust survey data so that it accurately reflects the actual population of the survey's target audience (the target population).
- For example, in the actual population, 17% of tenants live in flats, 62% in houses, and 21% in bungalows. However, in the survey, only 12% of responses came from tenants in flats, 68% from houses, and 20% from bungalows.
- Therefore, to ensure the survey results accurately reflect the views of all tenants, the responses need to be adjusted. Additional importance is given to the responses from tenants in flats because they are underrepresented in the survey. The importance of responses from tenants in houses is reduced because they are overrepresented. The responses from bungalows are slightly adjusted because they slightly differ from the actual population.
- A multi-factor weighting approach was used to ensure the sample accurately reflects the target population.
- Weights were calculated as the ratio of the population proportion to the sample proportion for each subgroup.
- To ensure comparability and maintain proportional influence across all responses, the weights were normalised.

7. 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.

8. Exclusions from the Sample Frame

In total we have received 1,453 responses for the 2024/25 Tenant Satisfaction Measures survey.

Following data cleaning and quality checks to ensure accuracy and completeness, several tenant households were excluded from the final sample frame. These exclusions are in line with the [TSM survey requirements](#). The details are as follows:

5 responses were identified where the same tenant submitted more than one response to the survey. In each of these cases, only the most recent submission was retained for inclusion in the final dataset, and the earlier responses were excluded.

Respondents who answered 'No' to the relevant preliminary screening questions and proceeded to answer the related questions were excluded from the calculation of these measures as follows:

53 respondents from TP01

28 respondents from TP02

8 respondents from TP09

5 respondents from TP10

9. Incentives Offered

No incentives were offered to tenants to encourage survey completion.

10. Methodological Issues

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

Our 2023/24 results were subject to an internal audit, noting that our methodology has a good level of assurance.

11. Exclusion of Other Surveys

No other surveys have been conducted that include TSM questions that have not been included in the calculations outlined in this document.

12. Visual Features Used

No visual features are used alongside the required response options during interviews.