

## 2. Overview of the survey approach and representativeness

An overview of the survey approach is outlined in Figure 2 below, whilst the representativeness of the survey is shown over the page.

Figure 2: Overview of the survey approach.

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|---|--|
| Feedback services provider (collecting, generating, and validating the reported perception measures)        | Independent Research Company:<br>Service Insights Ltd  |
| Survey fieldwork date   | Completed over four waves during the 2024/25 TSM period  |
| Total surveyable population   | 17,794 (LCRA only)   |
| Total sample size achieved (total number of responses)  | 988  |
| Statistical confidence required and achieved  | ±4% is required overall for 2024/25. This report achieved ±2.91%.  |
| Reasons for any failure to meet the required sample size  | Not applicable   |
| Collection method   | 988 surveys:<br>868 telephone surveys<br>120 online surveys  |
| Type and amount of any incentives offered   | None   |
| Sampling method   | Randomised sample through MS Excel randomisation.  |
| Number of tenant households within the relevant population that have not been included in the sample        | None   |
| Summary of representativeness of the sample against the relevant tenant population                          | As the tenant survey responses were considered to be representative of the wider tenant population, weighting was not required |
| Any weighting applied   | Weighting was not required for this report.  |
| Questions asked   | 12 regulatory TSM questions<br><br>Additional questions specific to Stevenage Borough Council                                  |
| Any other methodological issues likely to have a material impact on the tenant perception measures reported | None   |