

Summary of Approach

Tenant Perception Survey 2025-26

When the 2025-26 survey programme commenced, Stevenage Borough Council provided Low Cost Rental Accommodation (LCRA) to 7,787 households.

To meet our regulatory requirements, we had to collect a minimum of 558 responses. At the end of the data collection period, 987 surveys had been completed, achieving an overall accuracy of $\pm 2.92\%$ at a 95% confidence level, meeting and exceeding our regulatory requirements.

Figure A: Survey Sample Information

Relevant Surveyable Population (LCRA)	Sample Size Achieved	Margin of Error Required	Margin of Error Achieved
7,787	987	$\pm 4.0\%$	$\pm 2.92\%$

The survey was conducted by Housemark Ltd in partnership with Service Insights Ltd.

Service Insights Ltd, a member of the Market Research Society, collected the survey responses over four phases from 19th June 2025 to 31st March 2026. The survey was delivered using the same script, questions and question order across all four phases. No incentives were offered to encourage participation in the survey.

Housemark Ltd, the leading UK data intelligence, benchmarking and consultancy provider for the social housing sector, used the survey responses to generate and validate the tenant perception measures reported.

Figure B: Summary Table – Approach to TSM Survey

a. Sample size achieved	987 responses
b. Survey timing	June 2025 to March 2026
c. Collection methods	<ul style="list-style-type: none"> • Telephone: 881 • Online: 106
d. Sampling method	Randomised sample using MS Excel
e. Representativeness	Sample assessed as representative of the tenant population (see Figures C-D)
f. Weighting applied	No weighting required.
g. External contractors	<ul style="list-style-type: none"> • Service Insights Ltd – data collection • Housemark Ltd – validation and reporting
h. Exclusions from sampling frame	None
i. Failure to meet sample size	Not applicable
j. Incentives offered	None

k. Methodological issues	None
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Assessment of Representativeness

A random sample of our customers were invited to participate in the survey.

The sample frame shared with Service Insights Ltd included key characteristics to ensure that the survey respondents were representative of the relevant tenant population, including:

- Stock Type
- Property Type
- Age
- Gender
- Household Size
- Ethnicity

Weighting of data was not required as adequate representation was achieved.

The tables below evidence our key checks on survey representativeness.

Figure C: Representativeness by Stock Type

Stock Type	Tenant Population	Sample
Overall	7787 (100%)	987 (100%)
General Needs	6773 (87%)	839 (85%)
Housing For Older People	833 (11%)	129 (13%)
Homelessness Accommodation	181 (2%)	19 (2%)

Figure D: Representativeness by Age

Age Band	Tenant Population	Sample
Overall	7787 (100%)	987 (100%)
Under 25	190 (2%)	17 (2%)
25-34	983 (13%)	122 (12%)
34-44	1538 (20%)	200 (20%)
45-54	1264 (17%)	151 (15%)
55-64	1631 (21%)	201 (20%)
65-74	1012 (13%)	171 (17%)
75-84	685 (9%)	109 (11%)
85 and older	288 (4%)	34 (3%)
Not known	11 (0%)	1 (0%)

