

TENANT PERCEPTION SURVEY - SUMMARY OF APPROACH

Summary of achieved sample size (number of responses)

As part of the survey, 1010 council tenants were interviewed. The raw results were then weighted, or compared with the data for all of the council's tenants, to ensure that the results were representative of all council tenants.

Timing of survey

The Council's survey was completed between 20 February 2024 and 26 April 2024. This was later than planned. But confirming the arrangements for ensuring the security of tenants' data, necessary for the survey took longer than anticipated, and this delayed the survey timetable. 725 surveys were completed by 31 March.

Collection method

The survey was conducted face-to-face by the Council's appointed researcher, Opinion Research Services (ORS) Limited.

Sample method

A proportional stratified random sampling approach was used for the survey. Under this approach the population is divided into distinct sub-groups, and random samples are then drawn from each sub-group in proportion to their respective shares of the population. This ensures each sub-group is represented in the sample according to its population share, improving the accuracy and representativeness of the analysis being undertaken.

The survey was proportionally stratified by ward and housing management arrangement employed by the Council (i.e. whether the housing management service is delivered by council staff, or other organisations). Then the returned sample for the survey was checked against comparative data, and weighted to ensure they were representative of their respective populations.

Summary of the assessment of representativeness of the sample against the relevant tenant population

Profile of Respondents

CNA	Unweighted		Weighted	Population
	N	%	%	%
Beckton and Royal Docks	40	4	8	8
Custom House & Canning Town	364	37	22	21
East Ham	54	5	11	12
Forest Gate & Maryland	285	29	12	12
Green Street	49	5	5	5
Manor Park	54	5	11	11
Plaistow	77	8	18	18
Stratford & West Ham	64	6	13	13
Total valid	987	100	100	100

N.B. The Council has properties outside of the borough boundaries. These tenants were also included in the survey.

PROPERTY TYPE	Unweighted		Weighted	Population
	N	%	%	%
Bungalow	9	1	1	1
Flat	505	50	57	57
House	283	28	27	27
Maisonette	195	19	13	13
Sheltered Flat	18	2	2	2
Total valid	1,010	100	100	100

PROVIDER	Unweighted		Weighted	Population
	N	%	%	%
CTR Tenant Management Organisation	25	2	1	1
Newham Council	467	46	90	90
Regenter LCEP Ltd	260	26	5	5
Swan Housing Association	258	26	4	4
Total valid	1,010	100	100	100

AGE	Unweighted		Weighted	Population
	N	%	%	%
Under 35	58	6	8	8
35 - 59	510	52	53	53
60+	419	42	39	39
Total valid	987	100	100	100

GENDER	Unweighted		Weighted	Population
	N	%	%	%
Male	323	33	38	38
Female	662	67	62	62
Total valid	985	100	100	100

ETHNICITY	Unweighted		Weighted	Population
	N	%	%	%
Asian	198	22	21	21
White British	291	32	33	33
White Other	52	6	6	6
Other	2	0	0	0
Black	339	38	37	37
Mixed	21	2	3	3
Total valid	903	100	100	100

Weighting

The survey results were weighted by areas within Newham (called Community Neighbourhood Area), property type, age, gender, ethnicity and housing management arrangement used by the Council.

Opinion Research Services (ORS) Limited

ORS were appointed following a competitive exercise to run the perception survey, undertake the analysis, and generate the tenant satisfaction measure scores (independent of the Council).

Households excluded from the sample

As the Council's survey was undertaken face-to-face, 47 households were excluded as they had been flagged by council staff for having exhibited violent and/or abusive behaviour.

Sample size requirement

The survey met the necessary sample size requirement; i.e. that we are 95% confident that the results of the survey are in a range of + or – 3 percentage points of the true result (or the result that would have been achieved if all of Newham's council tenants were surveyed). A breakdown of the sample size achieved is shown in the following table, which shows the sample size by management arrangement.

Interviews completed and associated confidence intervals



Sample	Achieved Sample size	Maximum confidence interval at the 95% level
Newham Council	467	+/-4.47
Regenter LCEP Ltd	260	+/-5.08
Swan Housing Association	258	+/-4.95
CTR Tenant Management Organisation	25	+/-18.26
Tenants - TOTAL	1,010	+/-2.99

- The term 'Newham Council' represents the housing stock that is directly managed by council staff
- Regenter LCEP is Council's Private Finance Initiative (PFI) scheme in Canning Town
- Swan Housing Association is the Council's PFI scheme in Forest Gate
- CTR Tenant Management Organisation

Incentives offered

No incentives were offered to council tenants to participate in the survey.