

Summary of Approach

TSM Survey 2024-2025

Overview

The survey was conducted by ARP Research on a phased quarterly basis between 25 June 2024 - 05 March 2025.

Responses

In total 300 LCRA (low-cost rental accommodation) tenant households took part in the TSM survey, which represented 26% of the total tenant population (error margin +/- 4.9%). This exceeded the applicable TSM target error margin of +/- 5%.

Sampling

For each quarter, 75 telephone interviews were completed via a quota sample selected from all households that hadn't yet taken part in this year's survey calculated to achieve a representative response for that quarter. The quota categories were project, age group, gender and ethnic background.

Fieldwork

A telephone methodology was chosen to ensure that the survey was as representative as possible before weighting for each quarter, that each quarter's fieldwork could be completed relatively quickly, and that all respondents could receive the support of an interviewer to help them complete the survey.

Individual numbers were computer selected randomly from the available sample for all quota categories that were open at the time. The achieved sample was of sufficient quality that no further weighting was required.

The survey was incentivised with a free prize draw of 1x £40, 2x £20, 2x £10 in shopping vouchers.

Population

The population for the TSM survey was all 1,173 YMCA St Pauls LCRA households on 18 June 2024. None were removed from the sample frame.

Representativeness

The telephone interviews were completed to a quota sample. The characteristics by which representativeness was determined for the survey were:

Project	Population	Achieved
Albert Road	0.3	1.3
Britwell	0.9	0.3
Brookscroft	1.8	2.3
Chalvey	4.3	4.3
Clockworks	4.0	3.7
Ealing Common	2.1	2.0
Edward House	0.6	1.7
Fulbourne Road	0.7	0.7
Greenford	0.8	1.0
Hanwell	3.5	3.3
Heavitree Court	1.0	0.3
Marsham Court	1.0	1.0
Mitcham	3.0	2.7
MyPads	2.1	2.0
Northolt Grange	0.6	0.7
Parsons Green	2.2	2.3
Roxeth Gate	3.4	3.3
Second Avenue	0.3	0.3
Shernall Street	0.5	1.3
Slough Young People's Project	0.5	0.3
South Ealing	12.6	13.0
Spruce Hills	0.8	0.7
Stephens House	1.4	1.7
Supported Living Homes	3.0	0.0
Surbiton Hostel	9.7	10.0
Surbiton Move on Properties	2.0	2.0
Uxbridge	2.0	2.3
Ventura House	9.0	9.3
Walthamstow Hostel	15.3	15.3
Wimbledon Hostel	10.1	10.0
Woodlands Road	0.4	0.7

Age

	Population	Achieved
Under 18	1.7	1.3
18-24	29.8	33.7
25-34	36.8	34.0
35-44	13.9	14.7
45-54	8.0	10.0
55-64	5.7	4.7
65+	1.3	1.7
No record	2.7	0.0

Gender

	Population	Achieved
Female	25.6	25.7
Male	65.9	68.7
Non-binary	0.1	0.0
No record	8.4	5.7

Ethnic background

	Population	Achieved
White British	12.1	8.7
White Other	6.6	6.3
Mixed	4.3	5.3
Asian or Asian British	13.5	15.0
Black or Black British	33.1	36.7
Other ethnic group	10.9	11.3
Prefer not to say	0.5	0.3
No record	19.0	16.3