Summary of Approach TSM Survey 2023-2024

**North Tyneside Council**

Overview

The survey was conducted by ARP Research between 14 September and 30 October 2023.

Responses

In total 1,312 LCRA (low-cost rental accommodation) tenant households took part in the survey, which represented a 26% response rate (error margin +/- 2.6%). This exceeded the stipulated TSM target error margin of +/- 3.0%.

There were 1,130 postal completions (86%) and 182 online completions (14%).

Sampling

A computer-generated random sample of 5,000 households were invited to take part in the survey.

Fieldwork

Paper self-completion questionnaires were distributed to selected sample, followed by full reminders approximately three weeks later. The survey was also available for completion online.

This methodology was chosen to be consistent with the most recent STAR surveys conducted by the Council.

Population

The population for the survey was all 13,934 North Tyneside Council LCRA households on 05 September 2023. None were removed from the sample frame.

The survey used paper and online methods to ensure accessibility from a wide range of tenants. The online survey was available in alternative languages via Google translate.

Representativeness

The final survey data was weighted by age group to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

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| --- | --- | --- | --- |
| **Stock** | Population | Unweighted survey | Weighted survey |
| General needs | 93.6 | 87.8 | 93.4 |
| Sheltered | 6.4 | 12.2 | 6.6 |

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| --- | --- | --- | --- |
| **Patch** | Population | Unweighted survey | Weighted survey |
| Area 1 | 13.1 | 14.4 | 14.4 |
| Area 2 | 14.9 | 16.6 | 15.5 |
| Area 3 | 13.4 | 11.8 | 11.2 |
| Area 4 | 13.0 | 11.6 | 12.3 |
| Area 5 | 14.5 | 16.7 | 15.7 |
| Area 6 | 13.3 | 11.6 | 11.2 |
| Area 7 | 14.5 | 13.6 | 14.9 |
| Area 8 | 2.8 | 3.3 | 3.7 |
| Social care | 0.5 | 0.4 | 1.1 |

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| --- | --- | --- | --- |
| **Property type** | Population | Unweighted survey | Weighted survey |
| Bedsit | 0.1 | 0.1 | 0.1 |
| Bungalow | 13.0 | 22.9 | 14.5 |
| Flat | 23.7 | 20.3 | 28.3 |
| House | 56.1 | 44.3 | 50.1 |
| Maisonette | 0.5 | 0.2 | 0.5 |
| Sheltered | 6.4 | 12.2 | 6.5 |

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| --- | --- | --- | --- |
| **Age group** | Population | Unweighted survey | Weighted survey |
| 18 - 24 years | 3.3 | 0.7 | 3.4 |
| 25 - 34 years | 13.7 | 4.5 | 13.7 |
| 35 - 44 years | 18.4 | 7.3 | 18.4 |
| 45 - 54 years | 15.8 | 11.1 | 15.8 |
| 55 - 64 years | 17.2 | 16.9 | 17.2 |
| 65 - 74 years | 16.2 | 29.1 | 16.1 |
| 75 - 84 years | 11.2 | 22.0 | 11.2 |
| 85+ years | 4.2 | 8.4 | 4.2 |

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| --- | --- | --- | --- |
| **Tenancy length** | Population | Unweighted survey | Weighted survey |
| Under 1 year | 6.1 | 5.9 | 5.7 |
| 1 - 2 years | 15.0 | 14.1 | 16.0 |
| 3 - 5 years | 18.5 | 16.4 | 20.7 |
| 6 - 10 years | 22.6 | 20.0 | 22.3 |
| 11 - 20 years | 20.0 | 20.8 | 19.2 |
| 21 years and over | 17.7 | 22.7 | 16.1 |