

Summary of Approach TSM Survey 2023-2024

Welwyn Hatfield Borough Council

Overview

The survey was conducted by ARP Research between 22 January and 8 March 2024.

Responses

Overall, 805 LCRA (low cost rental accommodation) tenant households took part in the TSM survey, which represented a sample response rate of 28% (error margin +/- 3.3%). This exceeded the stipulated TSM target error margin of +/- 4.0%.

There were 190 postal completions (24%) and 615 online completions (76%).

Sampling

A computer-generated randomly selected 2,890 households were selected to take part in the survey. Half (1,445) received both a paper survey and online invitations/reminders, whereas the other half received online only (1,445). The 197 with only a postal address were allocated to the first group, with the remainder allocated randomly via computer.

Fieldwork

The first part of the survey involved a colour paper questionnaire sent by post to 1,445 LCRA tenant households. This was followed by two email invitations/reminders to every household in the sample with a valid email address (1,902) and two invitations/reminders by text message to every member of the sample with a mobile number (2,354), at each stage removing any households that had already completed.

This methodology was chosen to be consistent with previous STAR surveys conducted by the Council. This mixed-method self-completion approach offers good value for money whilst helping to maximise returns and ensure responses from a range of different age groups.

The survey was incentivised with a free prize draw of 4x £100 in shopping vouchers.

Note that a fieldwork error occurred with the first 363 online response where TSM question TP09 (complaints) did not appear correctly. The error was corrected for subsequent respondents, the incorrect responses removed, and the 363 recontacted by email and telephone to re-ask TP09. Of these, 309 were successfully corrected and 54 were not. The base size for this TSM is therefore 54 fewer than the other questions, but still well above the TSM target sample size of 563.

Population

The population for the TSM survey was all 8,667 Welwyn Hatfield BC LCRA households on 12 January 2024. 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. Large print questionnaires were sent to 26 households where this was their communication preference.

Representativeness

The final data was weighted by interlaced age, ward and property size to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

Stock

	Population	Unweighted survey	Weighted survey
General needs	80.5	79.3	80.3
Sheltered	18.4	19.9	18.7
Temporary	1.2	0.9	1.0

Ward

	Population	Unweighted survey	Weighted survey
Brookmans Park & Little Heath	0.9	1.1	0.9
Haldens	8.3	9.2	8.1
Handside	5.3	4.3	5.2
Hatfield Central	12.1	9.8	12.3
Hatfield East	6.8	6.3	6.6
Hatfield South	14.1	16.6	14.3
Hatfield Villages	0.7	0.5	0.7
Hollybush	9.1	8.9	8.9
Howlands	8.9	9.3	9.2
Northaw & Cuffley	0.5	0.5	0.5
Panshanger	4.7	4.8	4.6
Peartree	12.7	11.1	12.9
Sherrards	5.9	7.8	6.0
Welham Green	2.4	2.0	2.5
Welwyn East	4.1	4.0	4.0
Welwyn West	3.4	3.6	3.4

Property type

	Population	Unweighted survey	Weighted survey
Bedsit	1.5	1.5	1.5
Bungalow	12.7	12.5	11.5
Flat	26.3	28.1	28.7
House	58.0	55.8	56.1
Maisonette	1.5	2.1	2.2

Property size

	Population	Unweighted survey	Weighted survey
Bedsit	1.5	1.5	1.5
One bed	21.6	21.2	21.6
Two bed	30.1	30.1	29.2

Three bed	43.3	44.1	44.1
Four+ bed	3.6	3.1	3.6

Property age

	Population	Unweighted survey	Weighted survey
Pre 1945	17.3	16.6	18.4
1945 - 1964	47.2	48.4	46.1
1965 - 1974	12.9	12.5	13.3
1975 - 1990	19.7	19.5	19.6
1991 - 2005	0.6	0.6	0.6
2006 -2017	0.2	0.5	0.5
2018 on	1.9	1.5	1.5

Age

	Population	Unweighted survey	Weighted survey
16 - 24 years	1.6	2.2	1.9
25 - 34 years	11.1	9.2	11.3
35 - 44 years	19.3	18.4	19.1
45 - 54 years	17.5	18.4	17.4
55 - 64 years	19.0	18.9	19.3
65 - 74 years	15.3	17.8	14.9
75 - 84 years	10.0	9.7	10.1
85 years and over	4.6	4.2	4.5
No record	1.7	1.2	1.6

Ethnic background

	Population	Unweighted survey	Weighted survey
White British	64.6	63.5	63.5
White other	3.6	3.7	3.6
Mixed	1.2	1.0	1.0
Black or Black British	3.5	5.2	5.1
Asian or Asian British	1.1	1.0	1.0
Other	0.8	1.5	1.5
No record	25.2	24.1	24.3