

Rugby Borough Council
Our Tenants' Survey 2023/24

Summary of our Approach

Achieved sample size	The Rugby Borough Council achieved sample size was 1140		
Timing of survey	Our survey took place 19 October 2023 – 19 January 2024		
Collection method	Our survey was conducted by post. The survey was posted out on 19 October and a reply-paid envelope was included for the response to be returned. Another survey was sent out in December 2023 to those people who had not already returned the survey, a reply-paid envelope was included in the reminder letter also.		
Sample method	We conducted a census survey of all our households.		
Summary of the assessment of representativeness of the sample against the relevant tenant population	Tenant Perception Measures	Relevant Tenant Population (% total)	Total Survey Responses (% total)
	Housing Type		
	Sheltered	29%	53%
	General Needs	71%	47%
Any weighting applied to generate the reported perception measures	No weighting was applied.		
The role of any named external contractors in collecting, generating or validating the reported perception measures	Rugby Borough Council procured Integrity Connect, a suitably qualified partner organisation to send out the postal surveys, collect and analyze the returned data and manage the incentive offered.		
The number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in paragraph 63 with a broad rationale for their removal	No tenant households were excluded.		
Reasons for any failure to meet the required sample size requirements summarised in Table 5 (of the Tenant Satisfaction Measures Tenant Survey Requirements	The sample size requirements were met, total number of surveys sent out was 3343, total number of responses to the "overall satisfaction" question was 1057, resulting in a margin of error of 2.49% at a confidence level of 95%.		
Type and amount of any incentives offered to tenants to encourage survey completion	All those returning the survey within the first three weeks were entered into a prize draw and 20 prizes of £25 shopping vouchers were offered.		
Any other methodological issues likely to have a material impact on the tenant perception measures reported	No additional methodological issues to report		

Other issues to note	<p>We have not undertaken other tenant perception surveys including TSM questions and no information has been excluded.</p> <p>Our survey method was by post, we considered this to be a cost-effective method of gathering the data and given the proportion of sheltered homes within our stock (29%) is suited to our tenant base. Our intention is to have another postal survey in 2024/25.</p>
----------------------	--