

Methodology

Summary Of Approach

This section of the report provides a summary of the survey approach used to generate the tenant perception measures to be published by Wythenshawe Community Housing Group. This is laid out using the headings specified in the Regulator’s ‘*Annex 5: Tenant Satisfaction Measures, Tenant Survey Requirements*’ document.

A) Summary Of Achieved Sample Size

Wythenshawe Community Housing Group has 13,409 LCRA households and to meet the TSM requirements, has to collect a minimum of 1,008 responses each year, providing data with an overall accuracy of $\pm 3\%$ at 95% confidence interval.

2,032 LCRA interviews have been completed, achieving an overall accuracy of $\pm 2\%$, satisfaction the regulator’s requirements and allowing for accuracy analysis of the results to be undertaken at sub-group level.

A summary of achieved samples, together with achieved accuracy is shown in Table 1 below:

Tenure	Achieved Sample	Achieved Accuracy 2025
WCHG LCRA Households (13,409 properties)	2,032	$\pm 2.02\%$

TABLE 1 ACHIEVED SAMPLES & ACCURACY

B) Timing Of The Survey

Wythenshawe Community Housing opted to undertake the survey in a single data collection window, with surveys carried out in July and August 2025.

C) Data Collection Methods

A 70% telephone, 30% digital split was the aim for the survey. The survey was primarily undertaken by telephone as this is a cost effective and efficient means of contacting households and allows the representativeness of the achieved sample to be easily monitored and controlled. The project began with telephone interviews. As data collection progressed, survey reach was further increased by including digital options (email and sms link). Digital surveys were sent out in two waves, with a postal option made possible for tenants for whom valid contact details were not held.

A similar methodology split was achieved in the 2023 and 2024 TSM surveys.

Kwest's interviewers work in shifts to provide maximum coverage. Telephone calls were made at different times of the day, including morning, afternoon and evening attempts and weekend calls were available. Interviewers made up to 5 attempts to secure a survey response with each LCRA household, with additional calls being made to homeowners.

D) Sampling Methods

A stratified sampling method was used, taking into account age group, property type, and ward.

E) Assessment Of Representativeness Of Respondents

The good response rate achieved in the survey ensures excellent representativeness of response. Kwest's in-house software team has developed bespoke resources that allow representativeness to be monitored and achieved. Representativeness was checked and monitored against a range of criteria.

Kwest's sophisticated Telephone Management systems are designed so that quotas for multiple, individual groups of interest can be automatically set, managed and monitored simultaneously to deliver required accuracy levels and excellent representativeness. As one quota is completed, contact details are withdrawn from that group and other live groups continue to be prioritised.

Kwest's *TSM Representativeness Assessment* ensures that the stringent requirements of the Regulator are adhered to in TSM surveys. Our dashboards work in conjunction with the Telephone Management System and provide an adaptive, flexible tool for monitoring and adjusting interviewing approach throughout the survey, to ensure that the achieved sample perfectly matches the base population. Output on Kwest's online reports allows Wythenshawe Community Housing Group to view progress versus targets at any time.

To demonstrate representativeness of response, Kwest used a number of population sub-groups. These include age, ward, property type, ethnicity, number of bedrooms and Patch. These categories were chosen to provide good coverage by geographical location, demographic profile, characteristics and type of housing. Due to the adaptive and flexible nature of our systems and the ability to continually adjust interviewing throughout data collection, representativeness is an excellent match across all groups assessed. Details of this are provided below.

Representativeness By Age & Ethnicity

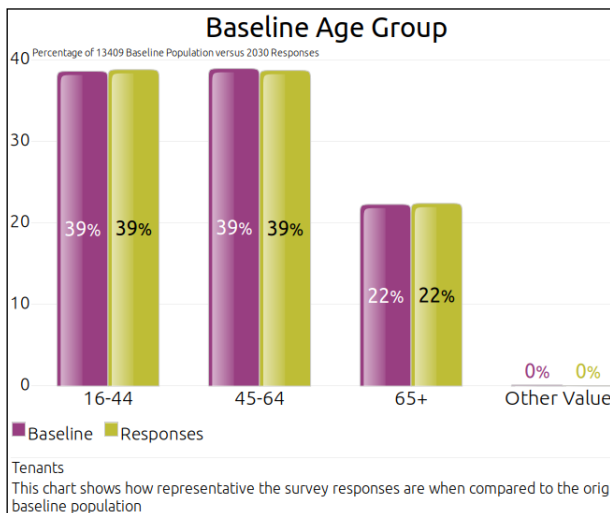


FIGURE 0.1

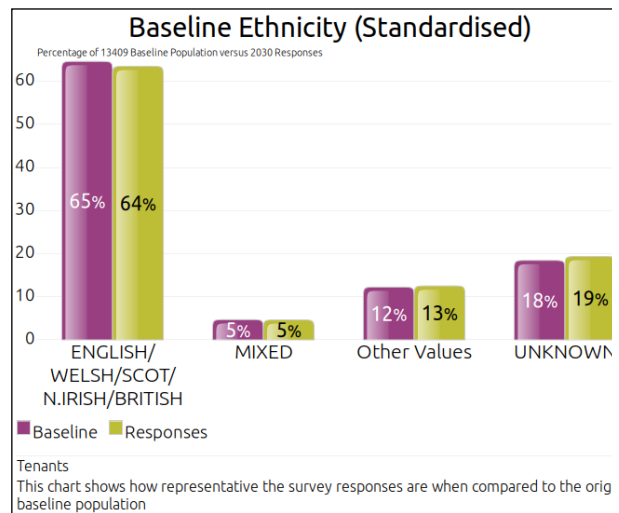


FIGURE 0.2

Representativeness By Ward & Number Of Bedrooms

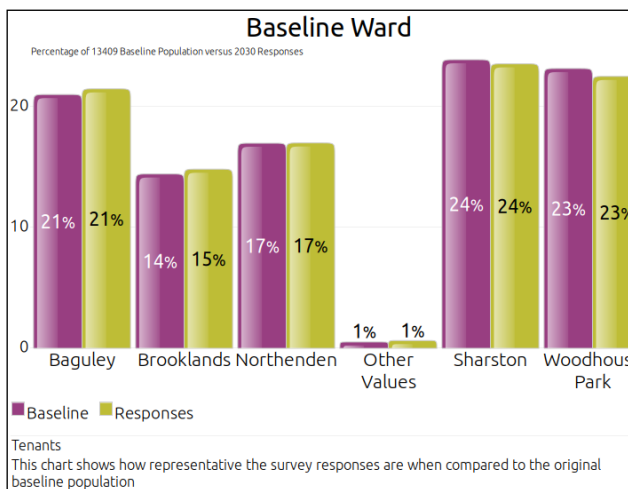


FIGURE 0.3

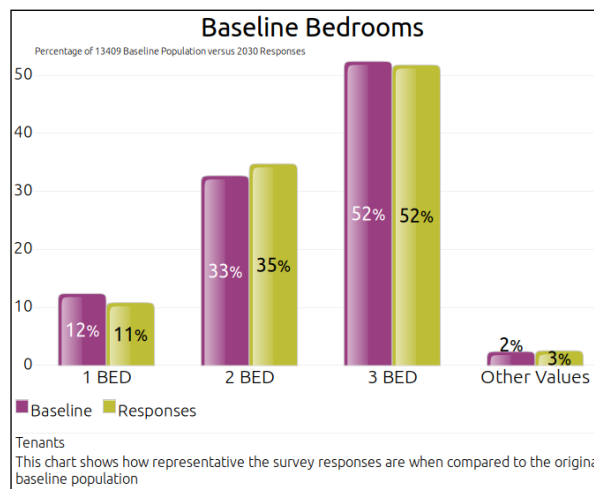


FIGURE 0.4

Representativeness By Property Type

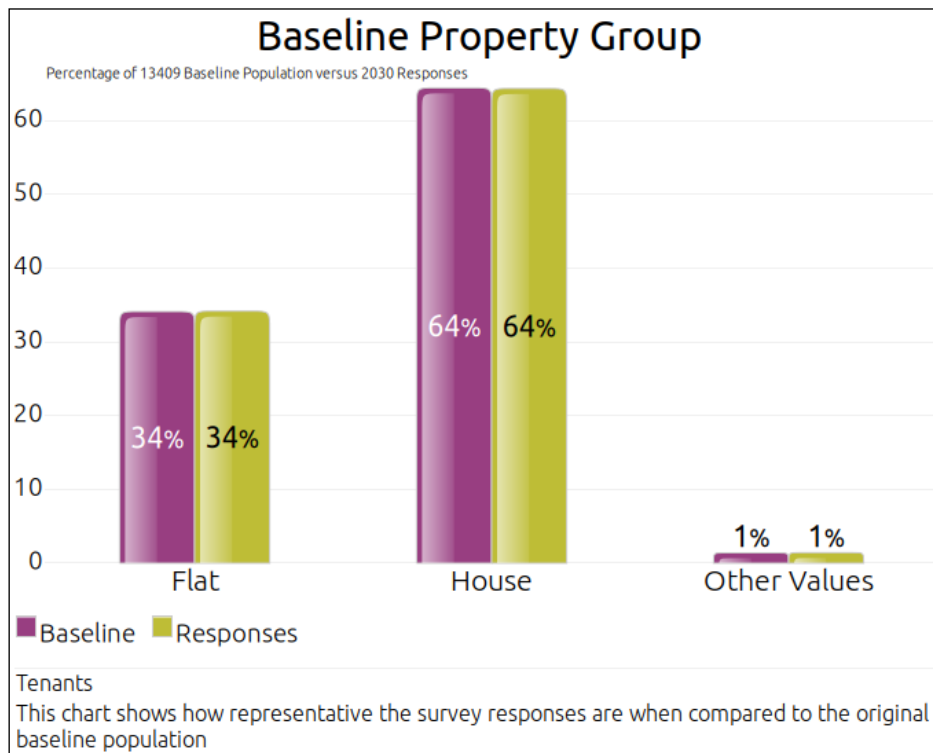


FIGURE 0.5

F) Details Of Applied Weighting

Not applicable. Due to the tools used to monitor response throughout data collection, careful control of quotas and the Kwest TSM Representativeness Assessment, excellent representativeness was achieved across multiple groups and therefore no weighting of data was required.

G) External Contractors Used

Kwest Research Limited is one of the longest standing research organisations that works exclusively for social housing providers. Kwest undertook the Tenant Satisfaction Measures survey on behalf of Wythenshawe Community Housing Group as part of a contract to provide TSM research services. Kwest was responsible for all elements of the research.

H) Households Excluded From The Sampling Frame Under Exceptional Circumstances

Not applicable, no households were excluded from sampling, and a mixed methodology approach was used to provide an alternative way of responding for households who would not be able to respond by telephone. Where necessary, particularly for Supported tenants, responses from carers or interpreters answering on a tenant's behalf were accepted.

I) Reasons For Failure To Meet Required Sample Size Requirements

Not applicable, a sufficient number of responses have been gathered to meet the requirements.

J) Incentives Used In The Survey To Encourage Response

A prize draw was used in the survey, with all respondents given the chance to win one of ten £50 shopping vouchers.

K) Methodological Issues That Have A Material Impact On Satisfaction

There are no methodological issues that have a material impact on the tenant perception measures reported.

Questionnaire Design

The questionnaire was designed to include all the Regulator's TSM questions, as required. A number of additional questions were included:

- Whether tenants would recommend WCHG to friends and family (discussed earlier in this report)
- How complaints are made
- Why complaints are made
- Reasons for dissatisfaction with complaints
- Gauging whether tenants would like to speak to WCHG about moving to a smaller home
- Whether tenants are interested in getting involved with making decisions

In addition, a number of open-ended questions were incorporated to allow tenants to provide additional feedback on responses. These questions covered why tenants who are dissatisfied with home safety feel their home is unsafe and how tenants feel WCHG can make sure they hear the voices of tenants. In addition, any participant expressing satisfaction with service was asked to expand on this, whilst the same exercise was undertaken for those expressing dissatisfaction.

Analysis

To provide a detailed understanding of results, the findings for tenants have been analysed in a number of ways. Please note that where the number of respondents in a sub-group is small, data accuracy will be limited. Such results are provided for interest and reference only at the request of WCHG.

The number of leaseholder and shared owner responses is small, and therefore overall analysis only has been supplied.

The following analysis has been provided:

- Overview of findings
- Analysis by Methodology
- Analysis by year of survey
- Analysis by age
- Analysis by customer segment
- Analysis by ward
- Analysis by length of tenancy
- Analysis by property type
- Analysis by ethnic group
- Analysis by number of bedrooms
- Analysis by gender of tenants
- Analysis by whether home is high rise
- Analysis by survey completion method
- Analysis of representativeness of response
- Analysis overall for shared owners
- Analysis overall for leaseholders

Please note all figures in the graphs are rounded which means that in some cases the figures in the graphs may not always sum to 100%. Furthermore, the combined satisfaction figures quoted in the text and shown on the graphs may not equal the sum of the rounded figures for very and fairly satisfied. All analysis and reports have been provided as a series of graphical reports and via Kwest's interactive online survey tool, the Online Analyst.

