Summary of approach: St Mungo's Tenant Satisfaction Measures Survey 2024-2025

A. Summary of achieved sample size (number of responses)

- Our sample includes 473 responses out of 1,410 units within the survey's scope, representing a response rate of 33.5% (+15 ppts. from previous year).
- We received 448 responses to TP01: Overall satisfaction exceeding 303 responses required to meet a 95% confidence level (±5% margin of error)[1].
- There were 1,410 units of social housing dwellings owned or managed by St Mungo's (as of 31/03/2025). This number was used to calculate the size of a statistically significant sample.

B. Timing of survey:

- The survey was officially open from 11/11/2024 – 14/02/2025.
- Although, we did continue to accept responses after the closing date that were returned via email.

C. Collection method

Our collection methods have been used for several years and have been found to be effective, with our tenant population. Our selection of methods is largely informed by attempts to remove barriers to participate for our tenants, particularly disability, digital exclusion, level of literacy and language barriers. Colleagues or volunteers were available to assist tenants in filling out the survey, depending on their support needs and preferences. Details are provided below:

- **Paper survey**
    - Description: Colleagues provided tenants with printed surveys to complete, which were then scanned and emailed, or posted back to Research team, who processed these.
    - Justification: Paper surveys ensured accessibility for all tenants, particularly those with limited digital access, technology skills or prefer traditional methods of communication. It also allowed for completion at the tenant's own pace without technological constraints or requirement for communal or personal technology device. The paper survey was also translated into 11 languages by the organisation's volunteers.
- **Online survey**
    - Description: Colleagues provided a URL for tenants to use on their own or communal device to complete via surveying software, Zoho.
    - Justification: Online surveys provided via URL offered a convenient, flexible option for digitally engaged tenants. This method enabled immediate submission of responses and reduced risk of data entry errors. Communal devices were made available for tenants to complete the survey online, where possible. It also allowed tenants to complete the survey at their own convenience, including away from colleagues if they wished.

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[1] An estimated satisfaction score of 50% was assumed in line with Annex C of Tenant Satisfaction Measures: Tenant survey requirements.

- **Direct entry into CRM**
  - Description: Colleagues submitted tenants' responses to the survey directly into our CRM, Opal.
  - Justification: This option prevented colleagues having additional administrative steps of printing off a paper survey and scanning back to the Research team. This method also reduced the risk of data entry errors.

D. Sample method
- We followed a census sampling approach:
  - All residents in applicable social housing units were invited and given access to participate in the survey.
  - Given the scale of our portfolio (~1,400 units) as well as the transient nature of our tenant population (*additional detail in K*), it may have been difficult to achieve the required sample size using other sampling methods.

E. Summary of the assessment of representativeness
- Key characteristics were collected as part of the survey, aligning with our internal data collection on tenants. This allows us to assess the representativeness of the sample.
- Notes:
  - The "Unknown" category includes tenants who either chose not to disclose their information or did not respond to the relevant question. This category has been retained to ensure a consistent and comparable analysis with the population level data.
  - The demographic population sample is based on a snapshot of tenants living in in-scope units as of 5th March 2025. The number of tenants within units in-scope on this date does not equate to the total number of tenants during the survey period, due to the throughput of tenants. However, we believe this to be a representative sample indicative of the demographic make-up of the tenant population for the period.
- The tables below demonstrate the comparative representation:

Gender

Gender	Population		Sample		Delta
	#	%	#	%	
Female	515	26%	132	28%	-2%
Male	1464	73%	308	65%	8%
Non-binary	6	0%	2	0%	0%
Unknown	31	2%	31	7%	-5%
Total	**2016**	**100%**	**473**	**100%**	

Age

Age	Population		Sample		
	#	%	#	%	Delta
18-25	133	7%	45	10%	-3%
26-35	446	22%	94	20%	2%
36-50	788	39%	174	37%	2%
51-60	442	22%	95	20%	2%
61-70	176	9%	38	8%	1%
70+	31	2%	2	0%	1%
Unknown	0	0%	25	5%	-5%
Total	**2016**	**100%**	**473**	**100%**	

Ethnicity

Ethnicity	Population		Sample		
	#	%	#	%	Delta
Arab	34	2%	8	2%	0%
Asian or Asian British: Bangladeshi	24	1%	3	1%	1%
Asian or Asian British: Chinese	7	0%	1	0%	0%
Asian or Asian British: Indian	25	1%	14	3%	-2%
Asian or Asian British: Other	58	3%	13	3%	0%
Asian or Asian British: Pakistani	15	1%	5	1%	0%
Black or Black British: African	265	13%	65	14%	-1%
Black or Black British: Caribbean	203	10%	33	7%	3%
Black or Black British: Other	71	4%	16	3%	0%
Mixed: White & Asian	9	0%	1	0%	0%
Mixed: White & Black African	30	1%	9	2%	0%
Mixed: White & Black Caribbean	48	2%	15	3%	-1%
Mixed: Other	42	2%	16	3%	-1%
White: British	775	38%	167	35%	3%
White: Gypsy or Irish Traveller	6	0%	5	1%	-1%
White: Irish	48	2%	7	1%	1%
White: Other	248	12%	52	11%	1%
White: Roma	7	0%	5	1%	-1%
Other ethnic group	37	2%	13	3%	-1%
Unknown	64	3%	25	5%	-2%
Total	**2016**	**100%**	**473**	**100%**	

Religion

Religion	Population		Sample		
	#	%	#	%	Delta
Buddhist	6	0%	4	1%	-1%
Christian (all denominations)	707	35%	197	42%	-7%
Hindu	15	1%	5	1%	0%
Islam	230	11%	59	12%	-1%
Jewish	10	0%	2	0%	0%
Sikh	3	0%	1	0%	0%
No religion	462	23%	122	26%	-3%
Other	45	2%	21	4%	-2%
Unknown	538	27%	62	13%	14%
Total	**2016**	**100%**	**473**	**100%**	

Assessment of Disparities

Our analysis shows generally accurate levels of representativeness across demographic categories:

1. **Gender** shows slight disparities with male respondents underrepresented by 8%, however this could be driven by the overrepresentation of 'Unknown' category.

2. **Age distribution** shows good overall representativeness with minor variations (majority ±1 or 2%).

3. **Ethnicity** demonstrates good overall representativeness, with no category exceeding a ±3% delta.

4. **Religion** displays generally good representativeness, however Christian respondents overrepresented by 7%.

F. **Weighting applied to generate the reported perception measures**
- Despite some slight disparities (none of which >10%), we are satisfied that our sample reflect our tenant population. We chose not to apply weighting for the following reason:

  o **Methodological complexity vs. benefit:** Applying weights to correct for multiple demographic factors simultaneously would introduce additional statistical complexity that could potentially reduce data reliability, given our sample size.

G. **Role of external contractors**
- There were no external contractors involved in the collection, generation, or validation of the reported perception measures.

H. **Exclusions**
- No tenant groups were excluded from the survey collection due to exceptional circumstances.

I. Reasons for failure to meet required sample size

- Not applicable. The required sample size was met as indicated above.

J. Incentives

- Tenant prizes: Opt-in prize draw to win 1 of 20 high street £20 vouchers for tenants.
- St Mungo's colleague prizes: £100, £75, and £50 awarded to the first, second, and third highest tenant response rates within a service, respectively. This money is to incentivise colleagues to promote and assist tenants to complete the survey. The team can determine the best use of this funding, such as contributing towards the service well-being budget or organising an evening out.

K. Methodological issues

We do not deem there to be any major methodological issues with our tenant perception data collection, however, we did experience an issue with 'Direct entry into CRM' survey collection method. The screening questions prior to TP02, TP03, TP09 and TP10, were missed off the CRM form. As most surveys were completed either online or on paper, this issue affected only a small number of responses. In those cases, we made reasonable assumptions to complete the filter questions. Next year, we will implement a more robust procedure to review each method prior to collection to ensure this does not occur again.

Below are a list of other potential issues that could have a small impact on the measures:

- **Potential response bias**
  - Tenants were encouraged to respond honestly to the survey, however, due to the varied support needs of our tenant group, some tenants were supported by colleagues to complete the survey where tenants explicitly gave permission to do so.
  - This may have positively influenced responses, as some tenants may have felt less able to answer truthfully in the presence of colleagues.
- **Response timing variations**
  - Data collection spanned November 2024 to February 2025, which may have captured responses influenced by seasonal factors (such as winter maintenance issues and Severe Weather Emergency Protocol's effect on the accommodation). This temporal spread, however, provides a more balanced view across the reporting period rather than a point-in-time snapshot.
- **Tenant transience**
  - St Mungo's specifically provides accommodation and housing for individuals at risk or affected by homelessness. Tenants in supported housing tend to stay for shorter time than tenants in general need housing provided by traditional housing associations. During the time the survey was conducted, some tenants moved-on or moved between services (both in and out of scope for TSMs), which could influence who is eligible to participate in the survey.
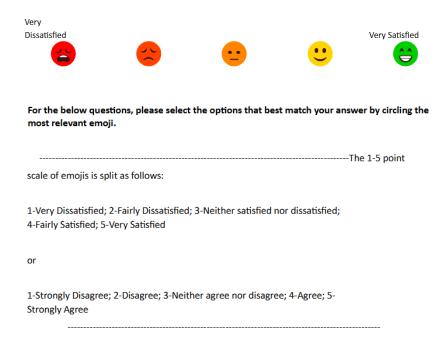- **Changes in survey from previous year**
  - There were no material changes to the survey collection methods from the previous year, however, last year we included the perception questions

alongside a series of other questions on service satisfaction. The reduction in survey length may have contributed to the increase in survey responses.

L. Exclusion of tenant perception surveys from TSM Calculations

- All tenant perception survey responses, which included TSM questions, have been included in calculation of the TSMs for this year.

M. Visual features used alongside the required response options

- We used the following emojis as visual aids to the response options in the paper and online survey, accompanied by the description at the start of the survey to explain how each emoji relates to relevant responses.

Very
Dissatisfied   Very Satisfied

😫   😞   😐   🙂   😁

For the below questions, please select the options that best match your answer by circling the most relevant emoji.

---The 1-5 point

scale of emojis is split as follows:

1-Very Dissatisfied; 2-Fairly Dissatisfied; 3-Neither satisfied nor dissatisfied;
4-Fairly Satisfied; 5-Very Satisfied

or

1-Strongly Disagree; 2-Disagree; 3-Neither agree nor disagree; 4-Agree; 5-
Strongly Agree

- The use of emojis increased the accessibility of the survey through visual prompts for those with limited literacy or language barriers.