

Eligible Population	Low Cost Rental Accommodation (LCRA) – General Needs, Affordable, Supported Housing and Intermediate Rent Low Cost Home Ownership (LCHO) – Shared Ownership
Start/End Date	07/01/2025 – 31/03/2025
Incentives:	A prize draw was offered for all submissions (across LCRA and LCHO combined) with 3 prizes, which were shopping vouchers worth: 1 x £250 1 x £150 1 x £100
LCRA	
Changes From Last Year	Last year, we used a census approach to establish a baseline and give all customers the opportunity to engage with us and share their views. This year, we changed our approach to the perception survey to ensure we gather more representative feedback and strengthen engagement. Customer feedback indicated the desire for more opportunities to connect directly with us and build stronger relationships. In response, we've broadened the ways we reach out - introducing face-to-face surveys alongside phone calls, letters and emails. We used a stratified random sampling method to ensure a representative cross-section of customers.
Sample Approach	For LCRA, 21,321 eligible households were identified. A sample target of 1,400 was used to allow a buffer for the required 1,006. A random sample, stratified by age group and geographical area, was used. The achieved sample size at year end was 1,415, giving a final margin of error of $\pm 2.5\%$. Work was carried out in partnership with independent research agency Social Engine, who conducted the phone interviews. We analysed the results internally.
Exclusions	483 households were excluded from our LCRA stock where staff identified significant capacity issues for the customers.
Methods of Data Collection	Surveys were conducted across a variety of methods to maximise inclusion: Phone: 71% (Conducted by an external contractor, Social Engine) Face-to-face: 25% (internally resourced) Post: 3% (internally resourced)

	Email: 1% (internally resourced) To ensure inclusiveness letters were sent to customers who had special requirements or where we didn't have appropriate contact details.																																							
Representativeness:	Demographic analysis was carried out for the following characteristics: - Stock Type - Age group - Gender - Geographical Area - Building Type Our data and customer strategies recognise our need to improve the customer data that we hold. This includes specific work around key demographic data items that are required for the TSM.																																							
Weighting:	Across the 5 characteristics outlined above, we analysed: - Correlation of response rate with demographic - Range of TP01 score across demographics - Independence from other characteristics Age group and Geographical Area were identified as the most effective combination to create representative results. Outlined below are the achieved response rates against our actual demographics. These were the values used to determine the weightings: <table><tr><td>Age Group</td><td>Age Demographic</td><td>Age Response Rate</td></tr><tr><td>18-30</td><td>9.8%</td><td>6.9%</td></tr><tr><td>31-40</td><td>18.9%</td><td>20.2%</td></tr><tr><td>41-50</td><td>17.9%</td><td>17.8%</td></tr><tr><td>51-60</td><td>19.8%</td><td>19.0%</td></tr><tr><td>61-70</td><td>15.4%</td><td>18.3%</td></tr><tr><td>71+</td><td>14.4%</td><td>17.5%</td></tr><tr><td>Unknown</td><td>2.3%</td><td>0.4%</td></tr></table> <table><tr><td>Locality</td><td>Locality Demographic</td><td>Locality Response Rate</td></tr><tr><td>1</td><td>28.8%</td><td>36.6%</td></tr><tr><td>2</td><td>18.3%</td><td>15.8%</td></tr><tr><td>3</td><td>26.9%</td><td>24.6%</td></tr><tr><td>4</td><td>24.5%</td><td>23.1%</td></tr></table>	Age Group	Age Demographic	Age Response Rate	18-30	9.8%	6.9%	31-40	18.9%	20.2%	41-50	17.9%	17.8%	51-60	19.8%	19.0%	61-70	15.4%	18.3%	71+	14.4%	17.5%	Unknown	2.3%	0.4%	Locality	Locality Demographic	Locality Response Rate	1	28.8%	36.6%	2	18.3%	15.8%	3	26.9%	24.6%	4	24.5%	23.1%
Age Group	Age Demographic	Age Response Rate																																						
18-30	9.8%	6.9%																																						
31-40	18.9%	20.2%																																						
41-50	17.9%	17.8%																																						
51-60	19.8%	19.0%																																						
61-70	15.4%	18.3%																																						
71+	14.4%	17.5%																																						
Unknown	2.3%	0.4%																																						
Locality	Locality Demographic	Locality Response Rate																																						
1	28.8%	36.6%																																						
2	18.3%	15.8%																																						
3	26.9%	24.6%																																						
4	24.5%	23.1%																																						

LCHO

Changes From Last Year	This year, we changed our approach to the perception survey to ensure we gather more representative feedback and strengthen engagement. Customer feedback indicated the desire for more opportunities to connect directly with us and build stronger relationships. In response, we've broadened the ways we reach out - introducing face-to-face surveys alongside phone calls, letters and emails.
Sample Approach	For LCHO, 1,764 eligible households were identified. A census approach was used again this year due to stock size. All 1,764 households were contacted across a variety of channels and the achieved sample size at year end was 211, giving a final margin of error of $\pm 6.2\%$. Work was carried out in partnership with independent research agency Social Engine, who conducted the phone interviews. We analysed the results internally.
Methods of Data Collection	Surveys were conducted across a variety of methods to maximize inclusion: Phone: 63% (Conducted by an external contractor, Social Engine) Face-to-face: 21% (internally resourced) Email: 9% (internally resourced) Post: 7% (internally resourced) To ensure inclusiveness letters were sent to customers who had a special requirement or where we didn't have appropriate contact details.
Representativeness:	Demographic analysis was carried out for the following characteristics: - Stock Type - Age group - Gender - Geographical Area - Building Type Our data and customer strategies recognise our need to improve the customer data that we hold. This includes specific work around key demographic data items that are required for the TSM.
Weighting:	Across the 5 characteristics outlined above, we analysed: - Correlation of response rate with demographic - Range of TP01 score across demographics - Independence from other characteristics

Age group and Geographical Area were identified as the most effective combination to create representative results.

Outlined below are the achieved response rates against our actual demographics. These were the values used to determine the weightings:

Age Group	Age Demographic	Age Response Rate
18-30	9.4%	6.6%
31-40	20.8%	21.8%
41-50	18.8%	16.6%
51-60	19.3%	16.1%
61-70	11.3%	16.6%
71+	6.7%	9.0%
Unknown	12.5%	13.3%

Locality	Locality Demographic	Locality Response Rate
1	23.6%	22.8%
2	4.0%	3.8%
3	56.7%	56.4%
4	14.5%	16.6%