



Community Gateway Association Tenant Satisfaction Measures Perception Survey

Summary of approach

Between 8th September 2023 to 18th October 2023, we carried out a one-off census survey to collect the tenant perception survey results for Tenant Satisfaction Measures (TSM). As we have fewer than 1000 Low Cost Home Ownership properties, we are required to report on Low Cost Rental Accommodation only and the information below relates to this.

The survey was carried out by TPTracker - an independent, external contractor who collated and reported on the survey on our behalf.

A variety of collection methods were used to make the survey accessible to as many households as possible - this included text messages, email, post and telephone.

We sent the survey out by email and SMS to those tenants where we had an email address or mobile number. We followed this up with a postal version, which was sent to any households who hadn't responded to the digital survey or who hadn't received a survey because we didn't have a mobile number or email address for them.

Following this, a telephone survey was carried out by an experienced independent telephone surveyor from TPTracker, who focused on 16–44-year-olds from ethnic minority backgrounds, as they were found to be an under-represented group in the digital and postal surveys.

A reminder SMS message was also sent to any households who hadn't responded and a further reminder was sent to all tenants registered on our tenant hub.

Consideration was given to tenants' accessibility needs (for example, large print, yellow paper, translation services) and adjustments made where necessary.

The survey was sent to 6,463 households and 1,211 responses were received. The breakdown of responses for each survey method is detailed below:

Method	Number of responses	Percentage
Digital (Email and SMS)	552	45.58%
Postal	640	52.85%
Phone	19	1.57%
Total	1,211	100%

To encourage tenants to take part in and complete the survey, the following incentives were used:

- A £20 voucher was awarded to one tenant each week, chosen at random.
- At the end of the survey period, a winner from each of CGA's 12 community areas received a £50 voucher.

These were all independently drawn by TPTracker.

The profile of tenants who responded represented the characteristics listed below and weighting was not required.

- Gender
- Ethnicity
- Age
- Asset classification
- Asset type
- Property size (CGA assessed against property rather than household size)
- Length of tenancy
- Geographical area

We surveyed our whole tenant population, and the table below demonstrates how the major characteristics were represented.

PROFILING COMPARISONS

Gender

Gender	Our Tenants		Respondents	
Male	2,345	36.28%	432	35.67%
Female	4,117	63.70%	779	64.33%
Not known	1	0.02%	0	0.00%
Total	6,463	100.00%	1,211	100.00%

Ethnicity

Ethnicity	Our Tenants		Respondents	
White British	5,068	78.42%	979	80.84%
Ethnic Minorities (inc. White minorities)	1,140	17.64%	188	15.52%
Not known	255	3.95%	44	3.63%
Total	6,463	100.00%	1,211	100.00%

Age

Age	Our Tenants		Respondents	
16-24	239	3.70%	27	2.23%
25-34	1,075	16.63%	129	10.65%
35-44	1,319	20.41%	172	14.20%
45-54	1,260	19.50%	205	16.93%
55-64	1,095	16.94%	259	21.39%
65-74	802	12.41%	219	18.08%

75-84	510	7.89%	154	12.72%
85+	163	2.52%	46	3.80%
Total	6,463	100.00%	1,211	100.00%

Asset Classification

Asset Classification	Our Tenants		Respondents	
General Needs	5,909	91.43%	1,065	87.94%
Sheltered Housing	377	5.83%	124	10.24%
Supported Housing	171	2.65%	22	1.82%
Specialised Supported Housing	6	0.09%	0	0.00%
Total	6,463	100.00%	1,211	100.00%

Asset Type

Asset Type	Our Tenants		Respondents	
Bedsit	34	0.53%	3	0.25%
Flat	2,160	33.42%	441	36.42%
Maisonette	46	0.71%	11	0.91%
House	3,721	57.57%	592	48.89%
Bungalow	501	7.75%	164	13.54%
Dormer Bungalow	1	0.02%	0	0.00%
Upper Floor Maisonette	0	0.00%	0	0.00%
Total	6,463	100.00%	1,211	100.00%

Property Size

Property Size (no of bedrooms)	Our Tenants		Respondents	
0	34	0.53%	3	0.25%
1	2,201	34.06%	507	41.87%
2	1,684	26.06%	319	26.34%
3	2,482	38.40%	373	30.80%
4	59	0.91%	9	0.74%
5	2	0.03%	0	0.00%
7	1	0.02%	0	0.00%
Total	6,463	100.00%	1,211	100.00%

Length of Tenancy

Length of Tenancy	Our Tenants		Respondents	
Under 1 Year	464	7.18%	101	8.34%
1 to 3 Years	992	15.35%	172	14.20%
3.1 to 5 Years	783	12.12%	130	10.73%
5.1 to 10 Years	1,506	23.30%	269	22.21%
Over 10 Years	2,718	42.05%	539	44.51%
Total	6,463	100.00%	1,211	100.00%

Geographical Areas

Geographical Areas	Our Tenants		Respondents	
Ashton	1,084	16.77%	231	19.08%
Blackpool	95	1.47%	23	1.90%
Brookfield	626	9.69%	129	10.65%
City Centre	803	12.42%	139	11.48%
Deepdale	624	9.65%	107	8.84%
Fishwick	528	8.17%	91	7.51%
Ingol	850	13.15%	211	17.42%
Inner Ribbleton	305	4.72%	46	3.80%
Moor Nook	486	7.52%	79	6.52%
North Ribbleton	681	10.54%	97	8.01%
South Ribble	38	0.59%	7	0.58%
Total	6,463	100.00%	1,211	100.00%