

2. Overview of the survey approach and representativeness

An overview of the survey approach is outlined in Figure 2 below, whilst the representativeness of the survey is shown over the page.

Figure 1: Overview of the survey approach

Feedback services provider (collecting, generating, and validating the reported perception measures)	Independent Research Company: Service Insights Ltd
Survey fieldwork date	Completed during the 2024/25 TSM period
Total surveyable population	5,382 (LCRA only)
Total sample size achieved (total number of responses)	893
Statistical confidence required and achieved	±4% is required overall for 2024/25. This report achieved ±3.0%.
Reasons for any failure to meet the required sample size	Not applicable
Collection method	893 surveys: 454 online surveys (email driven) 152 online surveys (driven by newsletter) 125 online surveys (SMS driven) 125 postal surveys
Type and amount of any incentives offered	None
Sampling method	Randomised sample through MS Excel randomisation.
Number of tenant households within the relevant population that have not been included in the sample	None
Summary of representativeness of the sample against the relevant tenant population	As the tenant survey responses were considered to be representative of the wider tenant population, weighting was not required
Any weighting applied	Weighting was not required for this report.
Questions asked	12 regulatory TSM questions Additional questions specific to Warwick District Council
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None