Summary of Approach TSM Survey 2024-2025

**LB of Barking & Dagenham**

Overview

The survey was conducted by ARP Research between 22 July 2024 and 31 March 2025.

Responses

In total 3,087 LCRA (low cost rental accommodation) tenant households took part in the TSM survey, which represented 20% of the tenant population (error margin +/- 1.6%). This exceeded the stipulated TSM target error margin of +/- 3%.

There were 708 postal (23%) and 2,379 online completions (77%).

Sampling

This was phased sample survey across four quarterly waves, each including approximately a quarter of the LCRA tenant population in the sample. This used a computer-generated random sample stratified by stock type, selected each quarter whilst excluding any household that had either already taken part during the current financial year or within any of the three previous waves.

Fieldwork

The surveys were carried out in July, September, November/December 2024 and March 2025. Each wave was carried out with three elements:

* A paper survey was distributed to computer-generated random sample of 885 general needs tenants, and a quarter of all sheltered tenants. This was followed by a paper reminder for those that couldn’t be reminded by text message.
* Concurrent with the paper survey, an email invitation plus one reminder were distributed to sample members for whom an email address was available inviting them to complete the survey online, including circa additional 1,650 general needs residents not part of the main postal survey.
* During the latter half of each wave, every resident for whom LBBD held a mobile phone number were also texted a link to the online survey, plus one reminder. This included circa 1,000 general needs residents that had not been invited via either of the other two routes.

This methodology was chosen to be consistent with previous TSM and STAR annual surveys conducted by LB of Barking & Dagenham. This mixed-method self-completion approach offers good value for money whilst helping to maximise returns and ensure responses from a range of different age groups. The online component is also intended to engage younger and/or more diverse respondents who might be less likely to answer a voice call. There was no incentive offered.

Population

The population for the TSM survey was all 15,737 LB of Barking & Dagenham LCRA tenant households on 16 July 2024. None were removed from the sample frame. The survey used paper and online methods to ensure accessibility from a wide range of tenants. The online survey was available in alternative languages via Google translate.

 Representativeness

The final survey data was weighted by stock type, age group, ward and ethnic background to ensure that the survey was representative of the tenant population as a whole. The characteristics by which representativeness was determined were:

|  |  |  |  |
| --- | --- | --- | --- |
| **Stock** | Population | Unweighted survey | Weighted survey |
| General needs | 95.3 | 89.7 | 95.3 |
| Sheltered | 4.7 | 10.3 | 4.7 |
|  |  |  |  |
| **Ward** | Population | Unweighted survey | Weighted survey |
| Abbey | 1.0 | 0.9 | 0.7 |
| Alibon | 4.4 | 3.9 | 4.4 |
| Beam | 1.7 | 1.7 | 1.7 |
| Becontree | 4.2 | 4.8 | 4.4 |
| Barking Riverside | 3.0 | 2.8 | 3.1 |
| Chadwell Heath | 6.3 | 7.4 | 6.4 |
| Eastbrook | 3.3 | 3.8 | 3.6 |
| Eastbury | 8.6 | 7.1 | 8.5 |
| Gascoigne | 5.2 | 5.7 | 4.8 |
| Goresbrook | 7.5 | 6.5 | 7.7 |
| Heath | 8.0 | 8.9 | 8.2 |
| Longbridge | 2.2 | 2.7 | 2.3 |
| Mayesbrook | 7.2 | 6.4 | 7.2 |
| Northbury | 3.8 | 3.6 | 3.4 |
| Parsloes | 9.6 | 8.7 | 9.6 |
| Thames | 4.5 | 4.8 | 4.1 |
| Valence | 9.2 | 8.6 | 9.2 |
| Village | 7.7 | 9.1 | 8.1 |
| Whalebone | 2.6 | 2.6 | 2.6 |
|  |  |  |  |
| **Property type** | Population | Unweighted survey | Weighted survey |
| Bedsit | 2.5 | 3.2 | 3.2 |
| Bungalow | 1.7 | 2.7 | 1.9 |
| Flat | 36.3 | 41.7 | 36.3 |
| House | 55.0 | 48.0 | 54.1 |
| Maisonette | 4.4 | 4.3 | 4.5 |
| Caravan | 0.1 | 0.1 | 0.1 |
|  |  |  |  |
| **Property size** | Population | Unweighted survey | Weighted survey |
| Bedsit | 2.6 | 3.2 | 3.3 |
| One | 22.8 | 28.3 | 22.9 |
| Two | 42.8 | 40.0 | 44.0 |
| Three | 30.4 | 27.4 | 28.9 |
| Four or more | 1.5 | 1.0 | 0.9 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Length of tenure** | Population | Unweighted survey | Weighted survey |
| Under 1 year | 2.0 | 3.5 | 3.4 |
| 1 - 2 years | 8.7 | 13.2 | 12.2 |
| 3 - 5 years | 11.4 | 12.9 | 12.4 |
| 6 - 10 years | 22.6 | 20.0 | 19.1 |
| 11 - 20 years | 32.0 | 29.8 | 30.1 |
| 21 years and over | 23.2 | 20.5 | 22.9 |
|  |  |  |  |
| **Age** | Population | Unweighted survey | Weighted survey |
| 16 - 24 years | 0.4 | 0.4 | 0.4 |
| 25 - 34 years | 8.2 | 6.0 | 7.5 |
| 35 - 44 years | 19.6 | 16.4 | 18.7 |
| 45 - 54 years | 21.5 | 21.2 | 20.4 |
| 55 - 64 years | 23.0 | 25.0 | 23.7 |
| 65 - 74 years | 15.2 | 18.1 | 16.3 |
| 75 - 84 years | 8.6 | 9.6 | 9.4 |
| 85+ years | 3.5 | 3.3 | 3.6 |
|  |  |  |  |
| **Ethnic background** | Population | Unweighted survey | Weighted survey |
| White British | 56.2 | 51.5 | 56.7 |
| Irish | 0.7 | 0.6 | 0.6 |
| Gypsy or Irish Traveller | 0.01 | 0.0 | 0.0 |
| Any other white | 4.9 | 5.2 | 4.9 |
| White and Black Caribbean | 1.1 | 0.6 | 1.1 |
| White and Black African | 0.7 | 0.5 | 0.6 |
| White and Asian | 0.2 | 0.2 | 0.1 |
| Any other mixed | 0.6 | 0.7 | 0.6 |
| Indian | 0.5 | 0.8 | 0.5 |
| Pakistani | 1.8 | 1.9 | 1.8 |
| Bangladeshi | 2.0 | 2.2 | 2.1 |
| Chinese | 0.2 | 0.2 | 0.1 |
| Any other Asian | 1.1 | 1.7 | 1.2 |
| Caribbean background | 2.3 | 2.4 | 2.4 |
| African background | 15.4 | 19.5 | 15.4 |
| Any other Black | 2.8 | 3.4 | 2.7 |
| Arab | 0.03 | 0.2 | 0.1 |
| Any other ethnic group | 3.2 | 2.7 | 3.0 |
| No record | 6.3 | 5.8 | 6.0 |