Summary of Approach

A summary of the methodology used to complete the Tenant Satisfaction Measures' survey for Runnymede Borough Council is below.

a. a summary of achieved sample size (number of responses)
503 responses achieved. From a surveyable population of 2788 a minimum of 495 responses were required: (±4% margin of error at 95% confidence level)

b. timing of survey
1st December 2025 to 13th January 2026

c. collection method(s), with a rationale for why this was chosen
Online via Email (438), Online via post/QR code (11), telephone (52) & post (2).
Methods were chosen to allow for a) a census approach to be taken – to give everyone the opportunity to respond and b) to ensure the results would be representative.

d. sample method
Census approach. An online survey was sent to all respondents with an email address, with a letter with a QR code sent to all without an email. A postal survey was sent out if specifically requested.
Telephone surveys followed subsequently with a stratified sampling approach to ensure results were representative.

e. summary of the assessment of representativeness of the sample against the relevant tenant population, including reference to and, for providers that own 1,000 or more dwelling units, quantitative information on the characteristics against which representativeness has been assessed, as set out in the requirements
The sample achieved is highly representative of the tenant population by all assessed demographics – Tenure, property type, age and gender. The demographics of the sample were all within 3% of the tenant population.

f. any weighting applied to generate the reported perception measures (including a reference to all characteristics used to weight results)
N/A

g. the role of any named external contractor(s) in collecting, generating, or validating the reported perception measures
Independent research company – Viewpoint Research CIC – managed the collection and reporting of the TSMs.

h. the number of tenant households within the relevant population that have not been included in the sample frame due to the exceptional circumstances described in the requirements, with a broad rationale for their removal (as long as this does not breach requirements on protecting tenant confidentiality)
None

i. reasons for any failure to meet the required sample size requirements
N/A

j. type and amount of any incentives offered to tenants to encourage survey completion
Entry into a prize draw for 4 x £50 shopping vouchers

k. any other methodological issues likely to have a material impact on the tenant perception measures reported. Where there are any material year-on-year changes in survey methodology, for example in survey collection method(s), a summary of these changes must be included with the reason for any such changes.
None

l. if the provider has undertaken any tenant perception surveys which include TSM questions but has not included these responses in the calculation of the TSMs. A rationale for why this information has been excluded must be provided.
N/A

m. Information on any visual features used alongside the required response options.
N/A