Rationale (Runnymede Borough Council)

The survey uses a limited range of tenant and property characteristics to assess whether survey respondents are representative of the wider tenant population and housing stock. This helped ensure that, based on the data held, reported satisfaction results are robust, reliable and reflective of all tenant groups, rather than being disproportionately influenced by particular demographics or tenancy types.

For the annual satisfaction survey carried out in 2025 we used reliable data on tenure, property type, number of bedrooms, age of tenant, gender and ethnicity and this is reflected in the Representation Table. It is noted that the survey sample achieved is highly representative of the tenant population. There is a slight over representation of white backgrounds, but only at the expense of those who did not declare their ethnicity, not the other ethnic groups.

Data on the profile of our tenants and protected characteristics is currently limited. This issue is addressed in our Improvement Plan and we have recently awarded a contract to an external provider who will start surveying tenants during September. In future we expect to have far more detailed data on gender, ethnicity, disability, household composition, languages etc. In future years additional characteristics will be chosen for surveys to better correspond to factors that may influence tenants' experiences and allow weighting where appropriate to better understand any disparities in satisfaction, and target service improvements where they are most needed.

Representation

The table below shows that the survey sample achieved is highly representative of the relevant tenant population.

	Population %	Responses % (and actual)
Tenure		
General Needs	91%	91% (459)
IRL	7%	8% (40)
TA	2%	1% (4)
Property type		
Bungalow	11%	12% (59)
Flat	22%	22% (113)
House	53%	53% (267)
Maisonette	4%	4% (21)

IRL	7%	8% (40)
Temporary	2%	1% (3)
Age		
Under 25	2%	1% (5)
25-34	10%	11% (55)
35-44	16%	18% (92)
45-54	18%	18% (91)
55-64	21%	22% (113)
65-74	15%	16% (80)
75-84	11%	11% (56)
85 and over	5%	2% (10)
Unknown	2%	0% (1)
Gender		
Female	69%	68% (347)
Male	31%	32% (156)
No of bedrooms		
0	2%	1% (5)
1	31%	32% (162)
2	26%	28% (141)
3	37%	34% (171)
4	4%	5% (23)
5	0%	0% (1)
6	0%	0% (0)
Ethnicity		
Asian or Asian British	2% 61	2% (11)
Black or Black British	1% 40	1% (5)
Mixed	1% 22	1% (7)
White or White British	77% 2190	84% (425)
Other Ethnic group	1% 17	0% (1)
Refused/Prefer not to say	18% 512	11% (54)