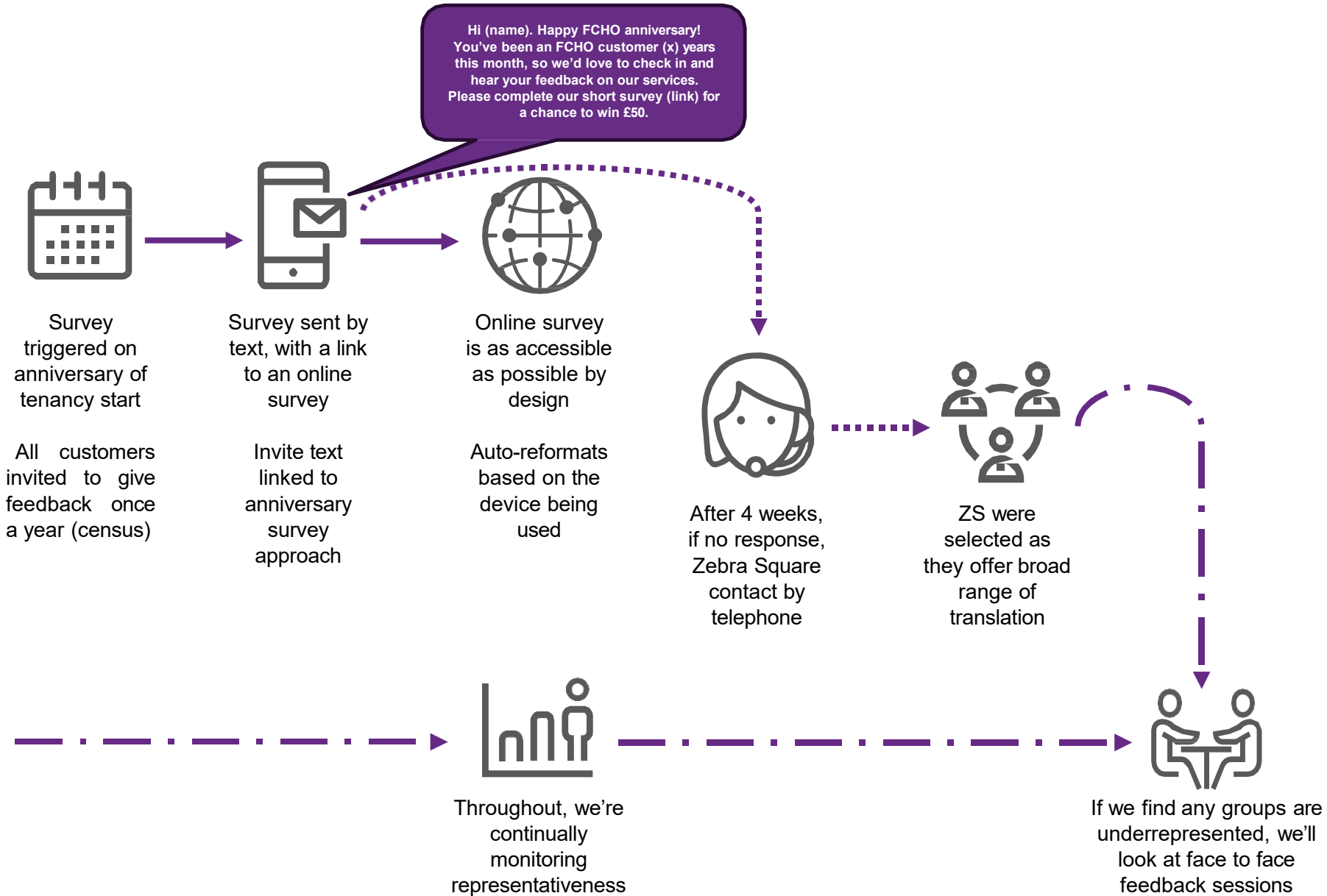


# TSM's 2024-25 Methodology

**Business Intelligence Team**  
**May 2025**

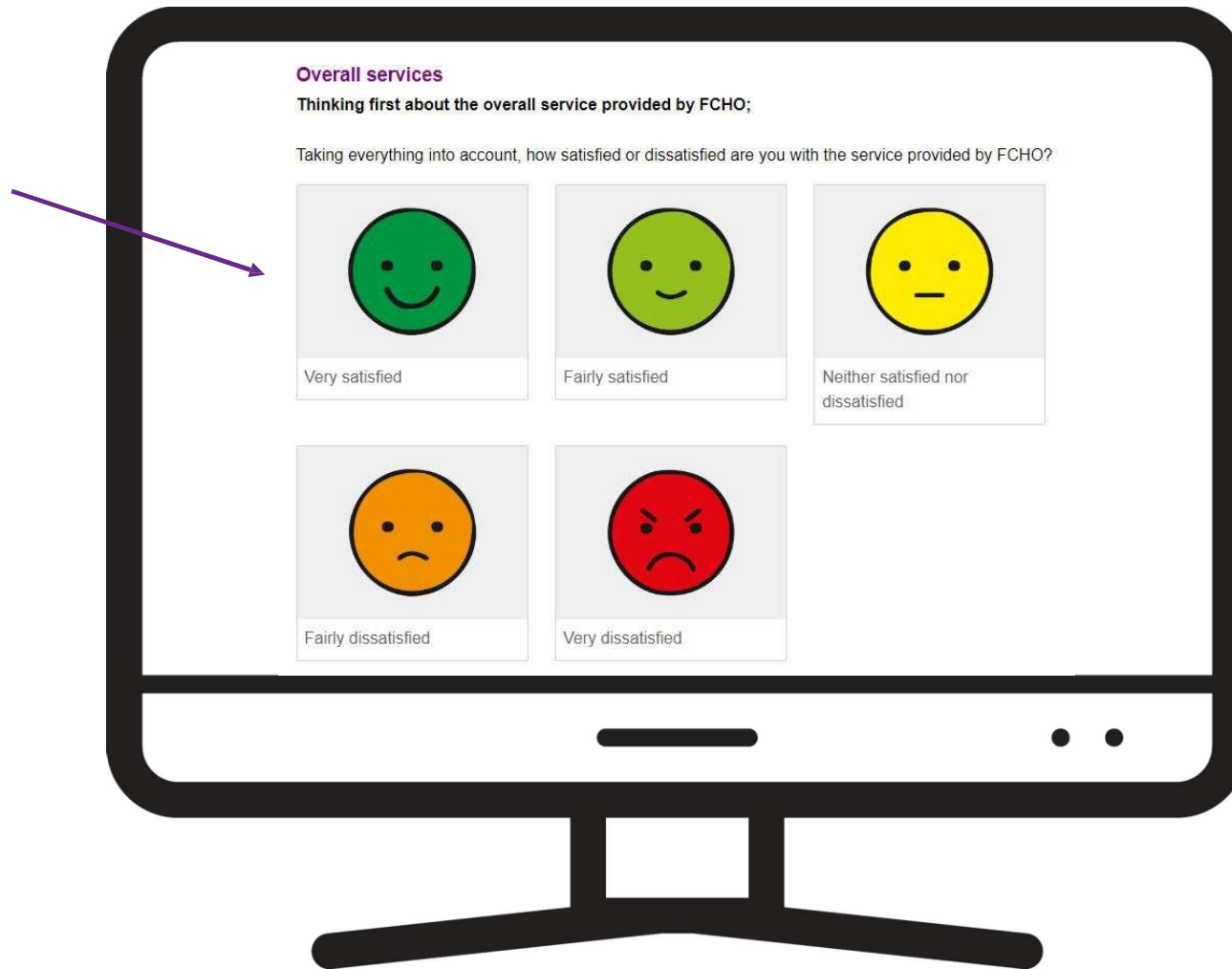
# FCHO's approach to gathering *the sat* *measures & survey representation*

# Overview



# Visual scale used in survey design

Three elements to support customers to select a response;  
response text,  
facial expression of the icons, and  
colour grading



# Detail

**Sampling:** FCHO have opted to invite all relevant low-cost rental accommodation (LCRA) customers to complete a TSM survey each year (census sampling). To ensure customers are only approached for survey once every 12 months, we use an “anniversary survey” approach, each month inviting customers whose original tenancy start date fell within the current calendar month to take part. For example, if the customer originally moved into their home during March 2020 or March 1990, they would receive a survey invite during March.

**Methodology:** Customers are first invited to take part via a link to an online self-completion survey sent by SMS message. Customers who do not have a mobile telephone number, or, who after 4 weeks have not replied to the SMS invite, are contacted by our research partner, Zebra Square and invited to take part in a telephone survey.

This methodology was adopted as we already complete transactional touchpoint surveys with customers via SMS, so this methodology is familiar to our customer base. The inclusion of follow up telephone surveys also allows us to gather feedback from customers who do not want to engage digitally, do not have access to a mobile phone/ internet connection, or, who require additional support to complete, including literacy, mobility or language issues. We selected Zebra Square as our research partner as they are able to provide translation services in the five most common community languages in Oldham.

**Survey:** The survey question text, ordering and response scales are as stipulated in the TSM guidance. As per the guidance, we have taken the opportunity to include some follow up open text questions to gather a more detailed understanding of the rationale for customer’s responses. We have also included a single additional closed question, relating to satisfaction with compliance testing. A demonstration link to the online survey can be accessed here:

[TSM Survey](#)

**Visual scale:** As shown on the slide overleaf, in the online survey, we have supplemented the labelled response scale with a visual scale, showing colour graded face icons. This addition was requested when we consulted with our Customer Voice Panel (CVP) who were concerned that the scale language, particularly using the word “satisfied” could be a barrier for customers with lower levels of literacy, or whose first language was not English. An additional unintended benefit of the visual scale is the larger click area it creates, for customers using assistive technology when completing the online survey, or those accessing the survey on their mobile phone.

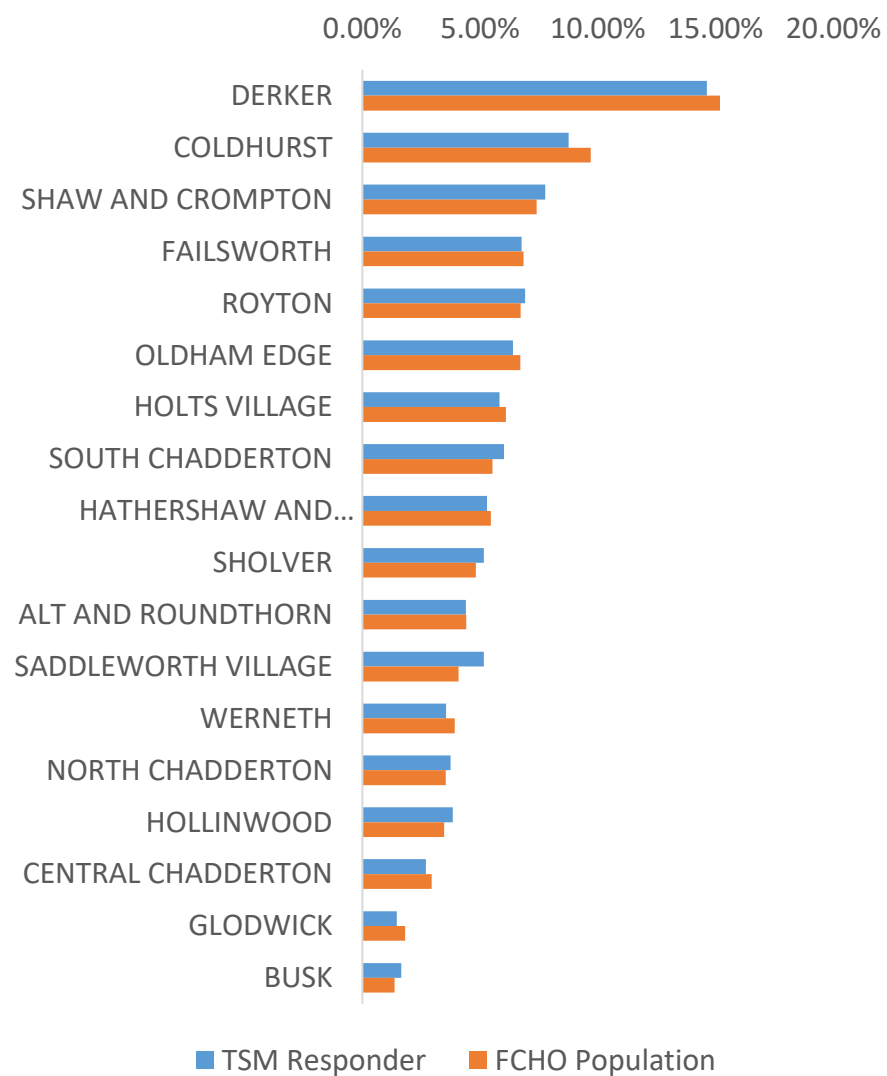
**Representation:** On a quarterly basis, we monitor the representativeness of the completed surveys against our customer base, considering customer demography and geography. Were we to find the responses to the survey skewed, we would consider carrying out targeted face to face interviewing of previously non-responding customers.

**Weighting of results:** FCHO have opted not to weight results as it is seen as offering little value. This decision is based on FCHO collecting significant volumes of responders 2.1k (24/25) well in excess of the minimum requirements and ensuring representation is broadly in line with the whole FCHO population.

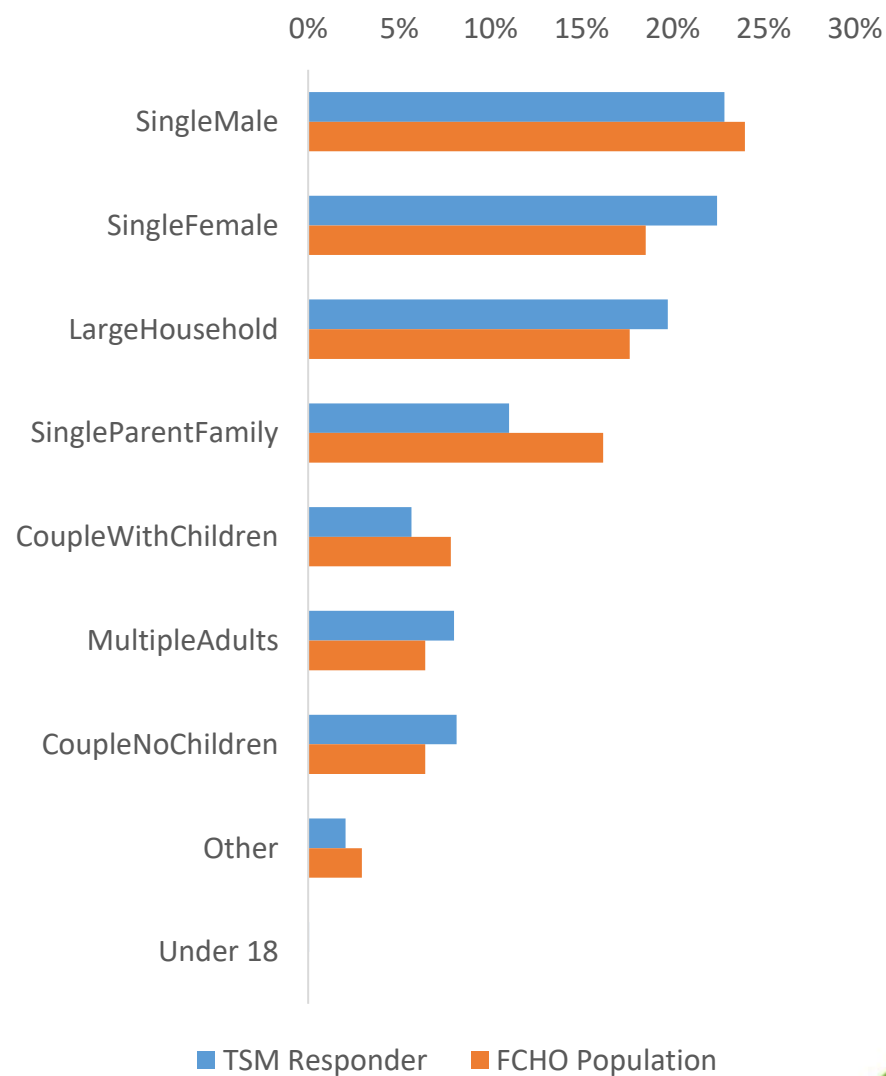
**Incentivisation:** FCHO have opted to incentivise responses by explaining that all completed surveys will be entered into a monthly prize draw to win £50 in Love2Shop vouchers or a rent reduction.

How representative is the sample?

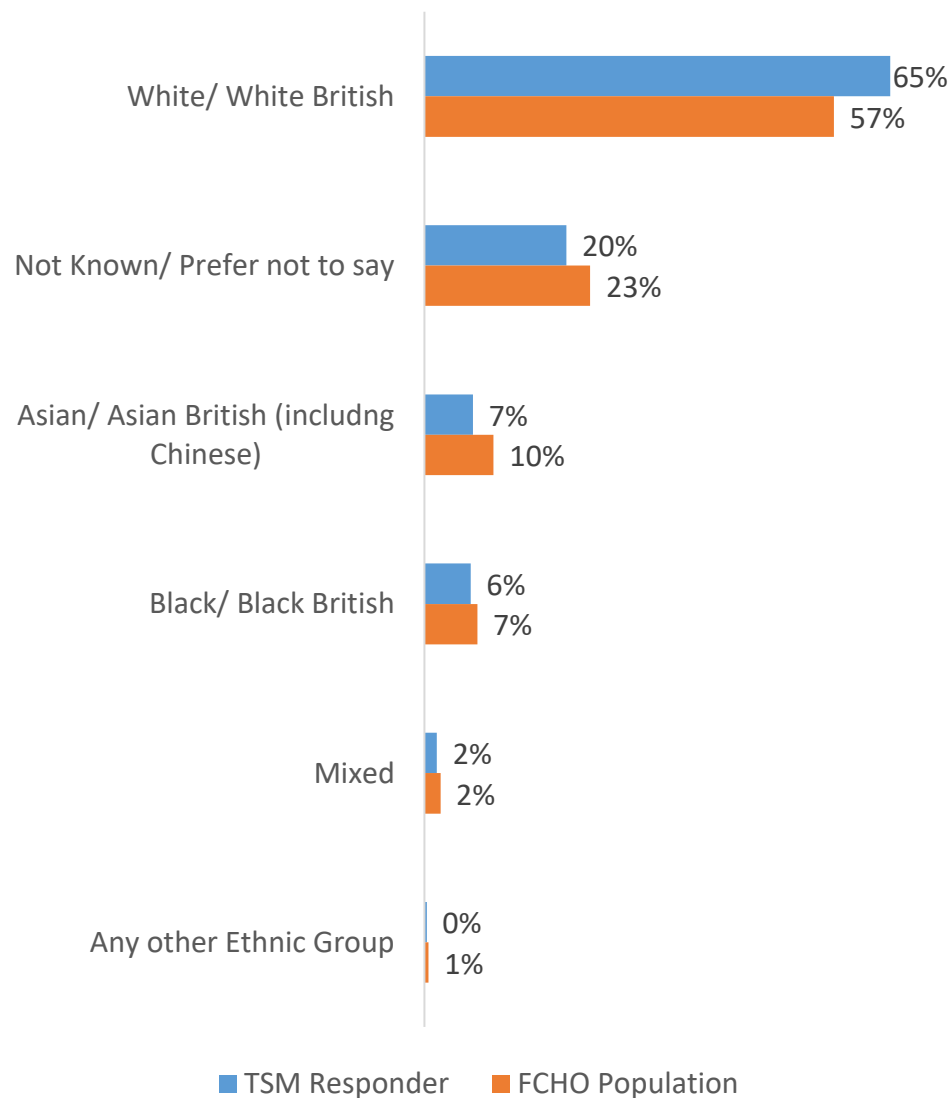
## Neighbourhood Area



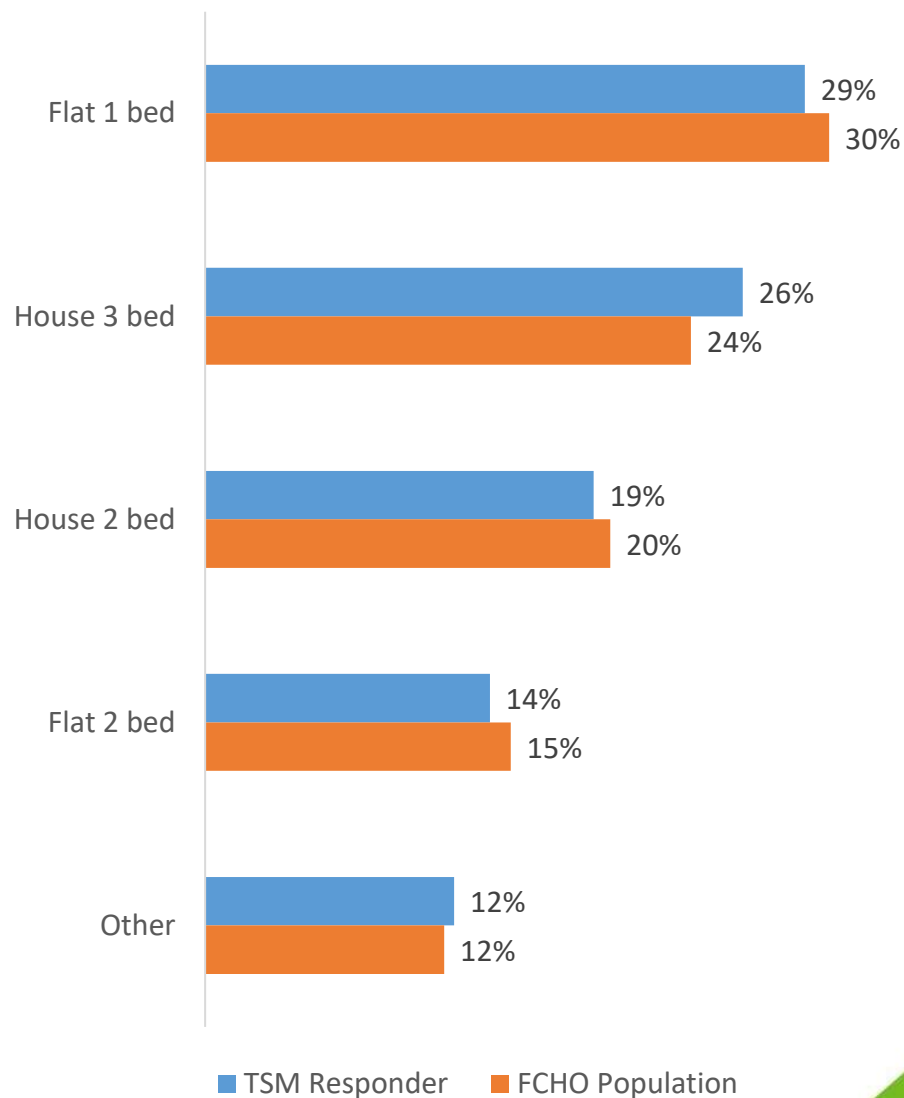
## Household Type



## Ethnicity profile

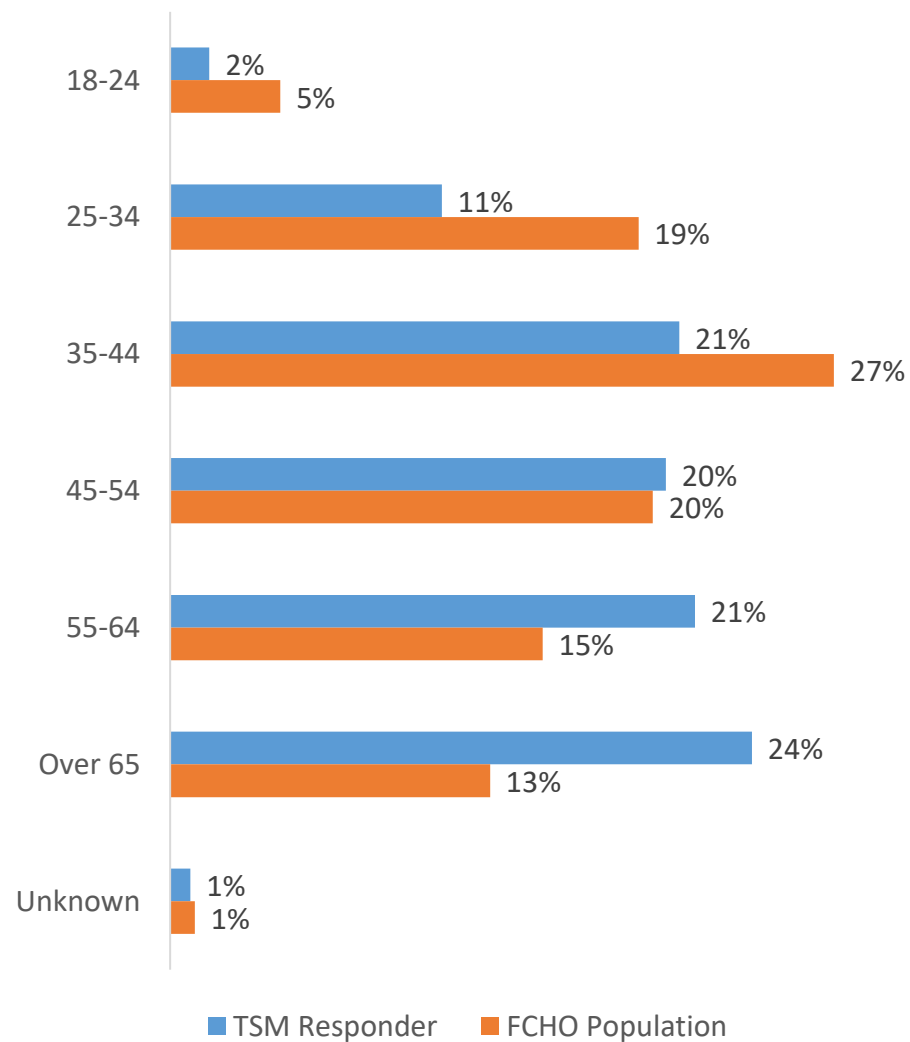


## Property Type





## Age profile



## Gender profile

