



Cannock Chase Council TSM Survey 2026

Technical Report

April 2026

Meeting regulatory requirements

Achieved sample size (number of responses)

1,317 surveys were completed with General Needs tenants, and those in Affordable, Shared or Supported Housing.

Only tenants of Cannock Chase Council Housing Services are included in the data.

Timing of survey

A combination of online and postal approaches was adopted.

The first online survey was completed on 03 February 2026, and the final online survey was completed on 19 March 2026, with the final data entry recorded on 26 March 2026.

Collection method(s)

Data collection was undertaken using a mixed-mode approach, combining online and paper surveys.

An initial online phase was used to issue survey invitations to tenants with known email addresses, supported by reminder communications to maximise participation. This ran in parallel with a postal survey, whereby paper questionnaires were distributed to tenants, accompanied by a freepost return envelope. The postal survey also included a cover letter providing a link to the online questionnaire, enabling tenants to complete the survey digitally if preferred.

The mixed-mode methodology was designed to balance efficiency and inclusivity: online surveys provided a cost-effective and convenient channel for digitally engaged tenants, while the postal survey ensured coverage of those less likely to respond online, including harder-to-reach and digitally excluded groups.

This approach supports the delivery of a robust and representative dataset in line with TSM requirements.

Sample method

Cannock Chase Council provided a database of tenant contact details to support the survey.

An initial sample was drawn from this dataset, with invitations issued to tenants with valid email addresses as part of the online phase. No quotas were applied.

Summary of the assessment of representativeness of the sample against the relevant tenant population

The representativeness of the achieved sample was assessed by comparing the profile of respondents with the profile of the relevant tenant population, using characteristics specified in the Tenant Satisfaction Measures requirements set out by the Regulator of Social Housing.

For Cannock Chase Council, this assessment was undertaken using the following variables: tenure type (General Needs vs Sheltered), property type and number of beds. These characteristics were selected as they reflect key structural and demographic features of the tenant population and provide an appropriate basis for assessing how far the achieved sample reflects the wider population.

The comparison of the achieved sample against the tenant population across these variables provides the basis for determining the extent to which the survey results can be considered representative.

Any weighting applied to generate the reported perception measures

To support the generation of the reported perception measures, weighting was applied to the dataset to align the achieved sample more closely with the profile of the tenant population.

Weighting was undertaken using the following characteristics: property type, tenure, and number of bedrooms.

The application of weighting ensures that the reported results are based on a dataset that reflects the composition of the tenant population across these characteristics.

The role of any named external contractor(s)

MEL Research, as the appointed research contractor, undertook all elements of the survey including fieldwork, data processing and analysis. No additional external contractors or subcontractors were used in the collection, generation, or validation of the data.

The number of tenant households within the relevant population that have not been included in the sample frame

No Cannock Chase Council Housing Services tenant households were excluded from the sample frame on the basis of exceptional circumstances as defined within the Tenant Satisfaction Measures requirements set out by the Regulator of Social Housing.

Reasons for any failure to meet the required sample size requirements summarised (+/-5%)

With an overall sample size of (1,317), the confidence interval is +/-2.3% which is lower than that required by the Regulator (+/-4%).

Type and amount of any incentives offered to tenants to encourage survey completion

To encourage participation, residents were offered entry into a free prize draw upon survey completion, with a £100 shopping voucher offered as the prize.

Any other methodological issues likely to have a material impact on the tenant perception measures reported.

All Tenant Satisfaction Measures (TSM) perception questions were presented in the prescribed order as set out by the Regulator of Social Housing. This was reviewed and ensured as part of the survey design process following feedback from the previous year.

TSM calculations.

No other tenant perception surveys containing Tenant Satisfaction Measures (TSM) questions were undertaken during the reporting period that have been excluded from the calculation of the reported TSM results.

Information on any visual features used alongside the required response options.

No additional visual features were used alongside the required response options for the Tenant Satisfaction Measures (TSM) questions.



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