

Summary of Approach

Methodology

A summary of the methodology used by Manningham Housing Association Ltd to complete the Tenant Satisfaction Measures' survey 2025/26:

Services provider carrying out the perception Surveys (collecting, generating, and validating the reported perception measures)	Independent research company – Callerz based in Bradford
Survey Period & Number of Responses	A total of 310 surveys were completed. June 2025 = 100 September 2025 = 100 December 2025 = 110
Statistical confidence required and achieved	Required: $\pm 5\%$ margin of error at 95% confidence level (i.e. requiring a minimum of 306 responses).
Total sample size achieved (total number of responses)	310
Reasons for any failure to meet the required sample size	N/A
Collection method	Surveys were undertaken by telephone with MHA residents only. No incentives were paid to tenants to complete the survey.
Sampling method	For each wave, MHA provided Callerz with approximately 200 contact details of MHA tenants, aiming to complete 100 surveys. Callerz then notified MHA of any residents who should be excluded from future data files, such as those who do not wish to participate, passed away or were no longer MHA tenants.
Type and amount of any incentives offered	None
Number of tenant households within the relevant population that have not been included in the sample	Shared ownership residents (40)
Summary of representativeness of the sample against the relevant tenant population	The sample is broadly representative of the tenant population, particularly regarding ethnicity, property type and occupancy.

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Any weighting applied	As a BME organisation, we have taken steps to ensure our survey results accurately reflect our customer base by providing Callerz with samples that are representative of both our BME and non-BME residents. In respect of age, the results of our surveys were weighted to ensure the results from our surveys were reflective of the overall tenant population. The table below compares the age profiles of the surveys carried out and the tenant population as a whole: <table><tr><th>Age group</th><th>Samples</th><th>Population</th></tr><tr><td>80+</td><td>2%</td><td>5%</td></tr><tr><td>70-79</td><td>8%</td><td>8%</td></tr><tr><td>60-69</td><td>22%</td><td>16%</td></tr><tr><td>50-59</td><td>27%</td><td>29%</td></tr><tr><td>40-49</td><td>25%</td><td>27%</td></tr><tr><td>30-39</td><td>14%</td><td>13%</td></tr><tr><td>18-29</td><td>2%</td><td>2%</td></tr><tr><td></td><td></td><td></td></tr></table>	Age group	Samples	Population	80+	2%	5%	70-79	8%	8%	60-69	22%	16%	50-59	27%	29%	40-49	25%	27%	30-39	14%	13%	18-29	2%	2%			
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Questions asked	The questionnaire consists of the 12 TSM questions, plus three pre-qualifying questions. MHA has used this opportunity to ask a question about recommending them as a landlord (NPS) score, as well as one open-ended question to capture insight from residents who are dissatisfied with the overall service provision.																											
Any other methodological issues likely to have a material impact on the tenant perception measures reported	None																											