

## Select Move Customer Survey Methodology

### Contact Method

Email addresses are not available for the large majority of applicants, and there are problems with having the survey online due to biasing the sample and the likelihood of a lower return rate. It is very unlikely that applicants who have been housed recently will be accessing the site in large numbers and this is a cohort of people we would like to hear from. The only feasible way of conducting a robust ample survey is via post, as this is the only method that will ensure everyone is contacted.

### Timescales

To fit in with the future Overview & Scrutiny the surveys will be posted out during the week of the 18<sup>th</sup> to 22<sup>nd</sup> November with a 4 week deadline of Friday 20<sup>th</sup> December 2013. The timescales allow good time for inputting, imputing analysis and reporting for the 27<sup>th</sup> February 2014 meeting.

### Sample

There are currently 1,442 'active' (means they are able to bid, not that they are doing) Chorley households on Select Move. With one mail out it is unlikely to get much more than a 20% return on a survey similar to this (and incentive could improve the response rate), and the nature of some households' not have permanent addresses is likely to reduce the response rate. Therefore a return of 18% is estimated – and to get a return rate of 150 there would need to be 833 surveys, and this could be boosted by 10% to 917 to allow some contingency. The other option would be survey the whole waiting list as it stands with around 256 responses expected from 1,442 (this does not take into account the current review as part of the policy, and I consider using the current waiting list to make it less complicated).

In terms of stratification – I don't consider this to be needed for the waiting list as 40% CBC, 40% CCH and 20% other seems a good representation, and the 917 would be 63.5% of each managed managing partnership distributed evenly by date made active as displayed below:

	Accent	Chorley Council	CCH/Adactus	Contour	NPHA	PfP	Preston Council	Your Eavesbrook	Total of Team Household
Chorley	35	565	577	29	88	136	2	10	1442
Sample	22	359	367	18	56	86	1	6	917

There were 348 applicants housed in the last 6 months in Chorley and if all are included the survey is only likely to return 70 responses:

	Accent	CCH/Adactus	Contour	NPHA	PfP	Your Eavesbrook	Total of Property Team
Chorley	25	186	10	32	88	6	348

If a longer period of a year is taken it would be possible to stratify against landlord who housed the applicants, however there is little chance of getting a robust sample from applicants that remember the application process to represent different landlords. It is recommended that the sample of housed applicants is just used to compare satisfaction levels etc. with those still on the list. The landlord or managing partner can be coded onto the forms as many respondents don't know who manages their application.

## Report

A report of approximately 10/15 pages will be produced and delivered to member via a power point presentation.