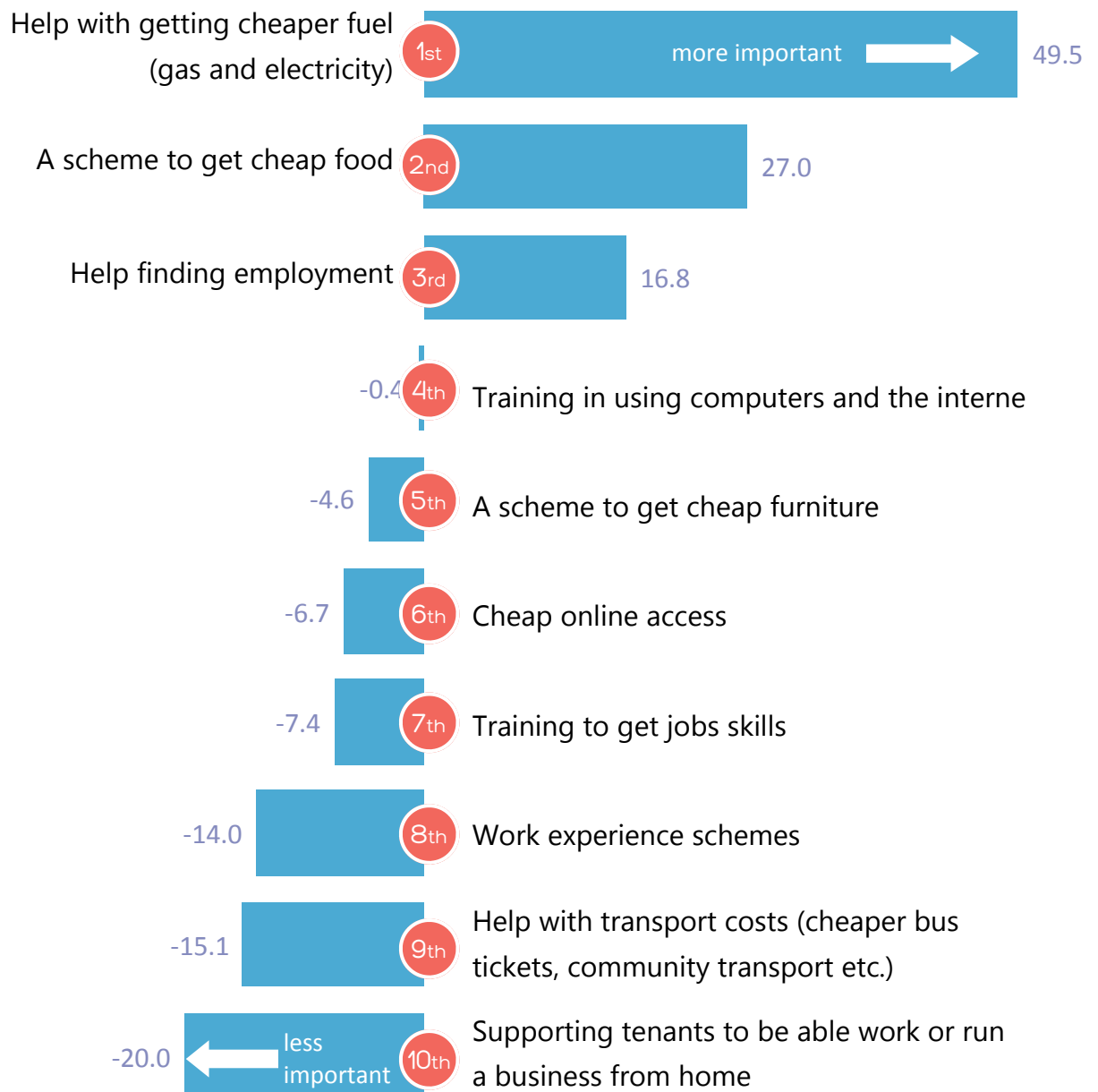




Cadwyn Tenant Satisfaction Survey

Tenant Priorities

“Cadwyn wants to help you become better off - what would be the **best ways** to do this?”



Weighted figures calculated by subtracting % who placed an item in the bottom third of the list from the % who placed it in the top third.

Least significant difference at the 95% confidence level = 8.0 | Base 285



To enable respondents to give a comprehensive answer to this question, they were asked to prioritise the ten items in comparison with one another using the unique **Priority Search** methodology. As this is typically a difficult task for survey respondents to complete, the list was broken down into a series of pairs with respondents only being required to compare two items together at a time.

The results are presented as a list ranked using a **weighted figure**, a technique which is often used for prioritisation questions in order to cope with their inherent variability. What this means is that a single respondent will give slightly different responses if they are asked to repeat a prioritisation task, but this variation is not typically enough to move a high ranking item out of the top third of the list, nor to promote a poorly ranked one out of the bottom third etc. Accordingly, the weighting figure takes the percentage who placed an item in the top third of their list, minus the percentage who placed it in the bottom third. The resulting weighted score is a much more stable measure that would show little variation if the same sample group were asked the question again.