

Assessment of Representativeness

The TSM Perception Survey must be representative of the relevant tenant population (the people who live in our homes). In order to do this we need to ensure that the number of surveys we receive from people with certain characteristics is a similar percentage to those people with the same characteristics living in our homes. For example if 60% of our tenants are female, then we should try and get approximately 60% of our survey responses from females.

The characteristics we have chosen to consider have been suggested in the guidance document from the Regulator of Social Housing.

The below tables show for the various characteristics; The number of homes and percentage for each characteristic, alongside number and percentage of the survey responses received for each characteristic. The final column shows how closely we were able to match, and how representative the sample is.

Age Band

Element	Available	Available %	Responded	Responded %	Variance
16 - 24	526	4.21	47	4.02	-0.19
25 - 44	4029	32.32	416	35.58	3.26
45 - 64	4716	37.83	436	37.29	-0.54
65+	3166	25.39	270	23.09	-2.3
Unknown/No Data	28	0.22			-0.22

Building Type

Element	Available	Available %	Responded	Responded %	Variance
Bedsit	40	0.32	3	0.25	-0.07
Bungalow	1017	8.15	89	7.61	-0.54
Flat	5053	40.53	457	39.09	-1.44
House	6330	50.78	617	52.78	2
Maisonette	20	0.16	3	0.25	0.09
Room	5	0.04			-0.04

Ethnicity

Element	Available	Available %	Responded	Responded %	Variance
	1	0			0
Arab or other ethnic group	40	0.32	1	0.08	-0.24
Asian or Asian British	85	0.68	3	0.25	-0.43
Black, African, Caribbean or Black British	208	1.66	15	1.28	-0.38
Mixed or Multiple ethnic group	90	0.72	9	0.77	0.05
Other	990	7.94	107	9.16	1.22
White	11051	88.65	1034	88.52	-0.13

Stock Type

Element	Available	Available %	Responded	Responded %	Variance
Independent Living	650	5.21	63	5.38	0.17
Retirement Housing	287	2.3	29	2.48	0.18
General needs - social rent	11528	92.48	1077	92.13	-0.35

Gender

Element	Available	Available %	Responded	Responded %	Variance
Female	7502	60.18	733	62.7	2.52
Male	4938	39.61	435	37.21	-2.4
Unknown/No Data	25	0.2	1	0.08	-0.12

Property Size

Element	Available	Available %	Responded	Responded %	Variance
0	13	0.1	2	0.17	0.07
1	3204	25.7	279	23.86	-1.84
2	4014	32.2	366	31.3	-0.9
3	4828	38.73	474	40.54	1.81
4	385	3.08	43	3.67	0.59
5	17	0.13	2	0.17	0.04
6	4	0.03	1	0.08	0.05

Neighbourhood

Element	Available	Available %	Responded	Responded %	Variance
			6	0.51	0.51
	5	0.04	6	0.51	0.47
Aintree/Old Wirral/Hankey	449	3.6	38	3.25	-0.35
Bark Ince Blundell & Southport South	456	3.65	33	2.82	-0.83
Bootle	315	2.52	35	2.99	0.47
Cheshire (E & W)/New Wirral/Warrington	343	2.75	32	2.73	-0.02
Crosby	479	3.84	46	3.93	0.09
Fleetwoods Lane	377	3.02	49	4.19	1.17
Ford St Helens Wigan	418	3.35	50	4.27	0.92
Formby Netherton Preston Wyre	481	3.85	46	3.93	0.08
Linacre	439	3.52	50	4.27	0.75
Litherland	404	3.24	44	3.76	0.52
Liverpool Central & Suburbs	538	4.31	40	3.42	-0.89
Liverpool Kensington & North/Warrington	322	2.58	21	1.79	-0.79
Maghull & Kirkstone	428	3.43	40	3.42	-0.01
Maghull/Kirkby/Southport Road	440	3.52	45	3.84	0.32
Millers Bridge & Seaforth (Alex House)	457	3.66	32	2.73	-0.93
Park Lane & Old Roan	399	3.2	44	3.76	0.56
Pendle & Ford	364	2.92	26	2.22	-0.7
Rent To Buy	276	2.21	33	2.82	0.61
Ridgewood/Old Sport Rd2/Greenfield/Stran	329	2.63	24	2.05	-0.58
Seaforth	510	4.09	59	5.04	0.95
Sefton Estate & Old Thornton	439	3.52	34	2.9	-0.62
Shared Ownership	1	0	2	0.17	0.17
Southport North	574	4.6	57	4.87	0.27
Southport Road - Monfa Road	399	3.2	33	2.82	-0.38
Southport South	507	4.06	52	4.44	0.38
Sterrix Lane	397	3.18	33	2.82	-0.36
Thornton & Maghull	553	4.43	55	4.7	0.27
Waterloo - Netherton - Marie Curie	283	2.27	20	1.71	-0.56
Waterloo - Netherton - Westminster	382	3.06	32	2.73	-0.33
Webster/Whimbrel/Old Bootle/Damsire/Capr	370	2.96	32	2.73	-0.23
Wirral	331	2.65	26	2.22	-0.43