

Assessment of Representativeness (2025/26)

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 %	Responded	Responded %	Variance
16 - 24	3.51	41	3.42	-0.09
25 - 44	32.10	378	31.50	-0.60
45 - 64	38.07	463	38.58	0.51
65+	26.22	316	26.33	0.11
Unknown/No Data	0.11	2	0.17	0.06

Building Type

Element	Available %	Responded	Responded %	Variance
Bedsit	0.33	0	0.00	-0.33
Bungalow	8.18	104	8.67	0.48
Flat	41.13	496	41.33	0.20
Ground floor	0.06	0	0.00	-0.06
House	49.87	597	49.75	-0.12
Maisonette	0.17	2	0.17	-0.01
Room	0.12	0	0.00	-0.12
Semi/detached House	0.04	1	0.08	0.05
Upper floor	0.09	0	0.00	-0.09

Stock Type

Element	Available %	Responded	Responded %	Variance
Independent Living	5.27	62	5.17	-0.10
Retirement Housing	2.44	27	2.25	-0.19
General needs - social rent	92.30	1,111	92.58	0.29

Ethnicity

Element	Available %	Responded	Responded %	Variance
Asian or Asian British	0.78	7	0.58	-0.20
Black, African, Caribbean or Black British	1.85	22	1.83	-0.02
Mixed or Multiple ethnic groups	0.82	9	0.75	-0.07
Other	10.97	127	10.58	-0.39
White	85.57	1,035	86.25	0.68

Property Size

Element	Available %	Responded	Responded %	Variance
0 Bedrooms	0.11	0	0.00	-0.11
1 Bedroom	26.51	316	26.33	-0.17
2 Bedrooms	32.53	379	31.58	-0.94
3 Bedrooms	37.67	467	38.92	1.25
4 Bedrooms	2.96	31	2.58	-0.38
5 Bedrooms	0.14	4	0.33	0.20
6 Bedrooms	0.03	1	0.08	0.05
Unknown / No Data	0.05	2	0.17	0.11

Gender

Element	Available %	Responded	Responded %	Variance
Female	61.68	734	61.17	-0.52
Male	37.89	461	38.42	0.53
None	0.25	3	0.25	0.00
Prefer not to say	0.02	0	0.00	-0.02
Unknown / No Data	0.16	2	0.17	0.01

Neighbourhood

Element	Available %	Responded	Responded %	Variance
Aintree/Old Wirral/Hankey	3.54	42	3.50	-0.04
Bark Ince Blundell & Southport South	3.59	33	2.75	-0.84
Bootle	2.50	27	2.25	-0.25
Cheshire (E & W)/New Wirral/Warrington	2.80	24	2.00	-0.80
Crosby	3.84	45	3.75	-0.09
Fleetwoods Lane	2.96	31	2.58	-0.38
Ford St Helens Wigan	3.50	38	3.17	-0.33
Formby Netherton Preston Wyre	3.86	49	4.08	0.22
Linacre	3.51	51	4.25	0.74
Litherland	3.30	35	2.92	-0.39
Liverpool Central & Suburbs	4.22	46	3.83	-0.39

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Element	Available %	Responded	Responded %	Variance
Liverpool Kensington & North/Warrington	2.61	29	2.42	-0.19
Maghull & Kirkstone	3.42	43	3.58	0.16
Maghull/Kirkby/Southport Road	3.47	43	3.58	0.12
Millers Bridge & Seaforth (Alex House)	3.46	50	4.17	0.71
Park Lane & Old Roan	3.54	54	4.50	0.96
Pendle & Ford	2.91	42	3.50	0.59
Rent To Buy	2.40	28	2.33	-0.07
Ridgewood/Old Sport Rd2/Greenfield/Stran	2.61	37	3.08	0.47
Seaforth	3.99	57	4.75	0.76
Sefton Estate & Old Thornton	3.48	35	2.92	-0.56
Shared Ownership	0.02	0	0.00	-0.02
Southport North	4.56	52	4.33	-0.23
Southport Road- Monfa Road	3.15	44	3.67	0.51
Southport South	3.94	42	3.50	-0.44
Sterrix Lane	3.14	39	3.25	0.11
Thornton & Maghull	4.60	55	4.58	-0.01
Waterloo- Netherton- Marie Curie	2.24	28	2.33	0.09
Waterloo- Netherton- Westminster	2.98	34	2.83	-0.15
Webster/Whimbrel/Old Bootle/Damsire/Capr	2.60	43	3.58	0.99
Wirral	2.53	20	1.67	-0.87
Unknown / No Data	0.73	4	0.33	-0.40