



TSM Survey 2023/24: Representativeness of Sample

The TSM Survey fieldwork is completed entirely in-house by one interviewer employed by Aspire. The consistency of this approach contributes to achieving a representative and unbiased response.

622 survey responses were received in 2023/24. These are split by telephone (53%) and email (45%), with 14 (2%) completed via SMS message at the customer's request.

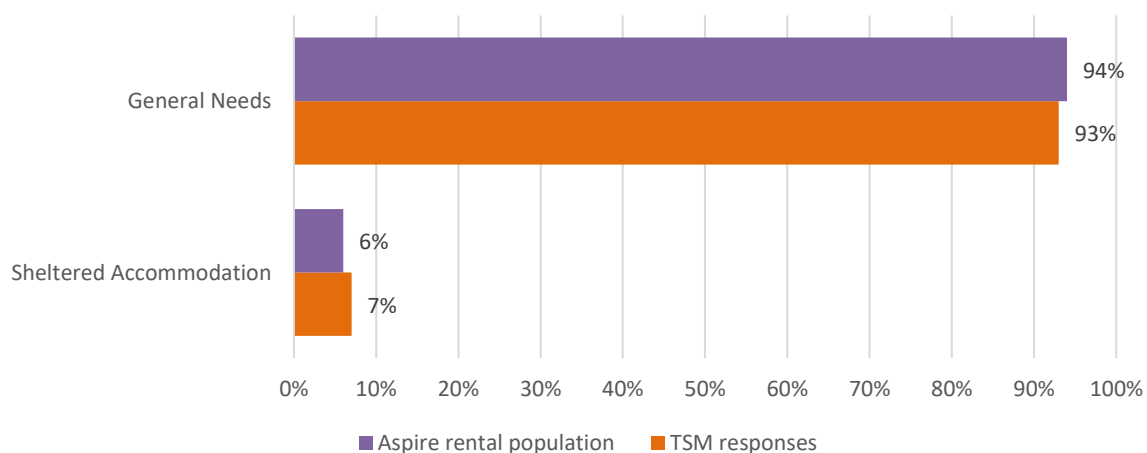
Steps are taken to ensure that the response is representative of Aspire's rental population, considering the following characteristics:

- Stock type – General Needs/ Sheltered Accommodation
- Age of lead tenant
- Gender of lead tenant
- Location
- Property type – House/Flat

Please see the graphs below for further detail on the representativeness of the sample:

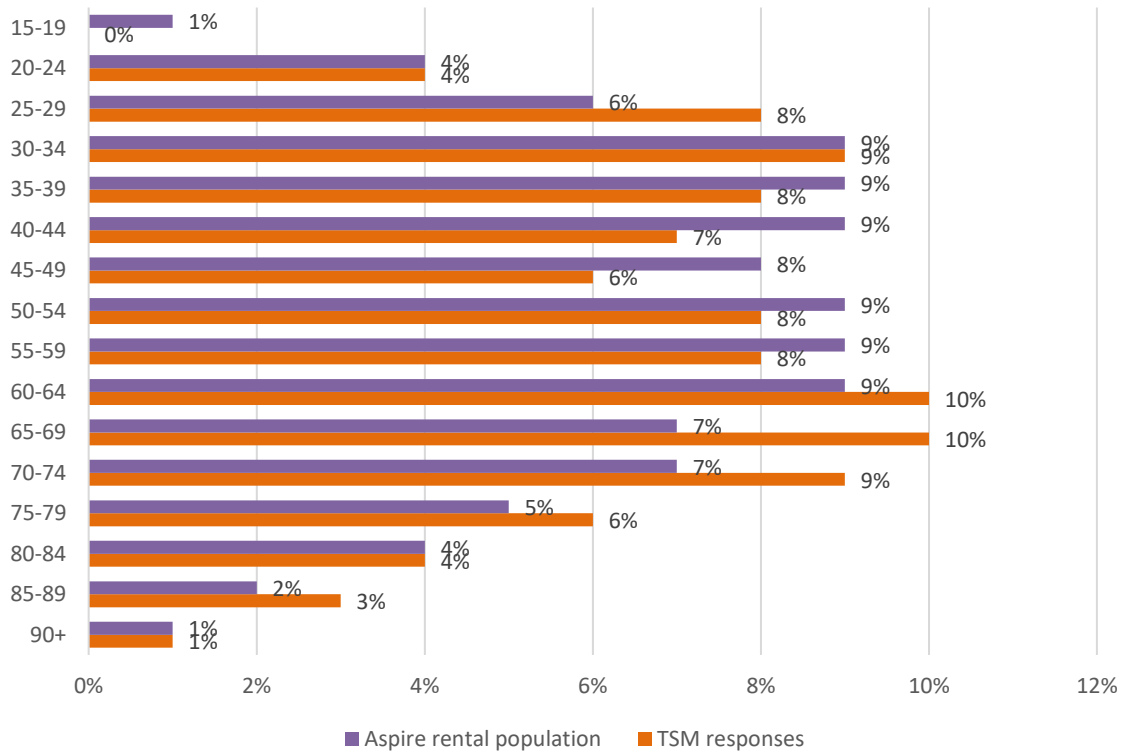
Stock Type

Stock Type Range of TSM Sample, and Aspire Rental Population



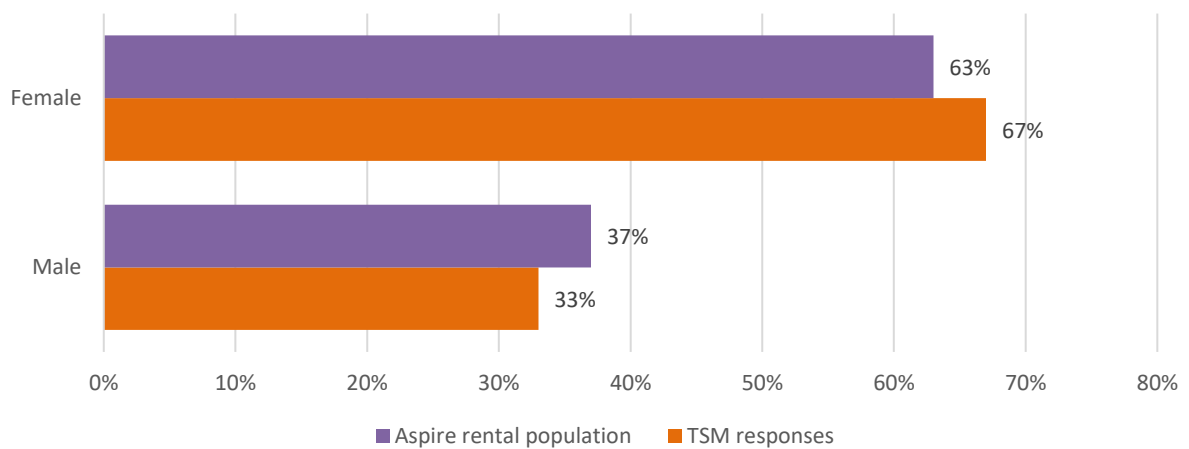
Age

Age Range of TSM Sample, and Aspire Rental Population



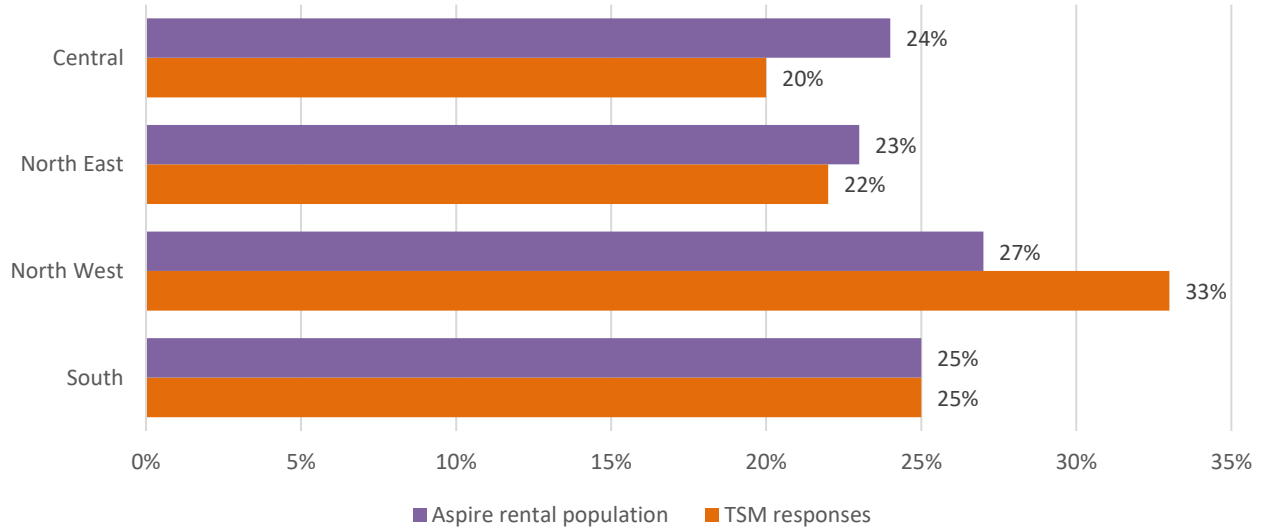
Gender

Gender Range of TSM Sample, and Aspire Rental Population



Location

Location Range of TSM Sample, and Aspire Rental Population



Building Type

Building Type Range of TSM Sample, and Aspire Rental Population

