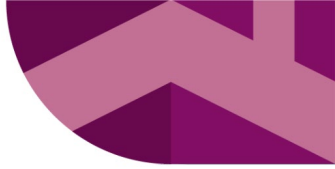




Solihull
Community Housing
Shaping our neighbourhoods

Annual Equalities Report 2025/26



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1. Introduction

At Solihull Community Housing, we are committed to providing fair, inclusive and accessible housing services to customers on behalf of Solihull Metropolitan Borough Council (SMBC). This Annual Equalities Report sets out how we understand, monitor and respond to the diverse needs of our customers, ensuring everyone is treated with dignity, respect and fairness. Promoting equality is not only central to our organisational values, but essential to delivering high-quality housing services that meet the needs of all our communities.

This report is important because it helps us to better understand who our customers are, identify inequalities or gaps in service delivery and ensure we are making informed decisions that improve outcomes for all. By analysing equality data, listening to customer feedback and acting on what we learn, we can design services that are more inclusive, remove barriers and support customers to thrive.

Our approach is guided by our regulatory obligations. SCH and SMBC are accountable to the Regulator of Social Housing (RSH), which expects landlords to demonstrate transparency, fairness and a clear understanding of tenant needs through its Consumer Standards. In addition, the Housing Ombudsman requires us to evidence how we treat customers fairly, learn from complaints and continuously improve our services. This report supports compliance with these expectations and demonstrates our commitment to openness and accountability.

This document provides a clear breakdown of our equality profile and the actions we are taking. It includes:

- A summary of our customer demographic data across protected characteristics.
- Insights from customer engagement and feedback.
- Analysis of service performance and outcomes for different customer groups.
- Key findings, areas for improvement and actions we will take moving forward.

This is the first Annual Equalities Report in this format. We will be working with the newly established Customer Experience Committee to build on this report for next year, developing more areas of monitoring and areas of interest for our customers.

The report can also be read in conjunction with our [Public Duty Equality Report](#).



2. Understanding and responding to our customers

Understanding who our customers are is fundamental to delivering fair, effective and accountable social housing services. To do this well, we must have a clear picture of the people we serve; their backgrounds, their characteristics and the barriers they may face. Good customer insight enables us to design services that are accessible, culturally appropriate and responsive to different needs. It also helps us identify where inequalities may exist, where particular groups may be under-represented and where targeted action is required. By building an accurate profile of our residents, we strengthen our ability to deliver equitable services, comply with our duties under the Equality Act and ensure our services reach people fairly.

2.1. Everyone Matters

We are committed to providing you, and those who live with you, with a more accessible, personalised and inclusive service tailored to meet your needs. This is why we introduced the 'Everyone Matters' initiative. It is designed to help us better understand who lives in our homes and what specific needs you have. We hold lots of information about you and your households that helps us do this, including vulnerability, disability and support needs.



What does this mean in practice for you?

We make adjustments to the way we deliver our services based on your individual needs. This could include:

- Providing documents in large print if you have a sight impairment.
- Using a hearing loop in our office if you have a hearing impairment.
- Arranging appointments with you to avoid hospital visits or your caring responsibilities.
- Providing key documents in a format that suits you such as easy read or translated into another language.
- Giving you more time at the door when we come to your home if you have mobility issues.
- Providing communications on yellow paper if you are dyslexic.
- Making sure you have an advocate present to support you, if you require one.
- Allowing longer response times or extra support during applications, complaints or assessments.
- Allocating one point of contact for complex issues.
- Providing same sex repairs operatives for customers who have experienced domestic abuse, wherever possible.

Case study:

Mr. Smith, who lives in a ground floor flat, contacted SCH to report that their extractor fan and window mechanism had stopped working during a period of very cold weather. The contact centre advisor noted that Mr. Smith had multiple sclerosis and a respiratory condition, and on discussing this with Mr. Smith, it was apparent that excess condensation and poor ventilation could quickly affect both their mobility and breathing.

The repair was reclassified from routine (28 days) to urgent (5 working days) and was completed by the end of the week.

Needs on the day

SCH have recently introduced a new approach called “needs on the day”. When we visit or are planning to visit you in your home, we will ask you a couple of practical questions such as:

“Is there anything you need from us today to help you with this repair/enquiry/visit?”

This helps us understand:

- **Temporary or one-off needs** – relevant only for that particular visit, call or enquiry, such as a broken leg, a bereavement or a short-term illness, that requires us to adjust the way we tailor our service.
- **Ongoing needs** – which, with your agreement, we will record (if we don’t already hold the information) so other members of the SCH team can make the right adjustments in the future.

We are starting to monitor the impact of this new approach and will update customers later in the year.



2.2. Demographic data

What other data do we use?

To ensure that our services are accessed and delivered in a fair and equitable way, we also collect and use other demographic information. This includes:

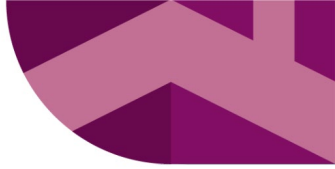
- Age
- Gender
- Ethnicity
- Religion
- Sexual orientation
- Communication preferences

We collect data primarily via the Everyone Matters initiative. We also collect this information when you first sign your tenancy, through the SCH Portal and when you receive particular services like ASB management and when making a complaint. We may also contact you if you haven’t updated your details for a while.

The full profile of SCH residents can be found at **Appendix A**. It shows that we hold good information across many of the demographics. However, there are some areas where we have gaps:

- We hold over 90% ethnicity data. However, we want to increase this to as close as 100% as possible.
- Religious affiliation is difficult to interpret due to higher levels of missing data.
- Sexual orientation data also has larger gaps, with nearly 40% recorded as ‘Not known’.

These gaps are being addressed through the Everyone Matters initiative. We aim to have spoken to all of our residents to address the gaps by September 2026.



In the next sections, we use the data to look at whether our services are fair and equitable and what you tell us through surveys. The focus is on key demographics where we hold more complete data:

- Age
- Gender
- Ethnicity
- Disability/vulnerability

2.3. What does the data we hold tell us?

- Customers are predominantly older, with over one quarter aged 65+, and strong representation across the 35–64 age range. Younger adults (16–24) make up only a small proportion of the group.
- Women make up a clear majority (63%) of customers. This broadly aligns with the borough's slightly female-skewed population.
- Around one in three customers report a disability or vulnerability, indicating a high level of need. This is in line with demographics across the north of the borough, where the majority of homes are.
- Our customers are predominantly White British/Irish (81%), while our BAME customers make up 9.6%. Ethnic diversity within the SCH customer bases is lower than that of the local ward populations (17.8%). This difference is slightly lower in the north of the borough, but still disproportionate. SCH will be carrying out further analysis to understand this difference.
- Religious affiliation is difficult to interpret due to higher levels of missing data, but among those who responded, Christianity is the most common religion, followed by those reporting no religion.
- Sexual orientation data also has larger gaps. Among those who did respond, the vast majority identify as heterosexual.

Useful links:

- More information about Solihull's population can be found on SMBC's website:
 - [Census](#)
 - [Ward profiles](#)
- You can find more general information about Everyone Matters and how we use your information here: [You searched for everyone matters](#)
- You can update your details here: [Everyone Matters online form](#)

3. Ensuring services are fair and equitable

This section examines how different customer groups access key services, with the aim of identifying any disproportionality that may indicate unequal experiences, unmet needs or barriers to engagement. By comparing the demographic profile of our overall customer base with the profile of those accessing services such as ASB, Repairs, the Contact Centre, Capital Works and Complaints, we can better understand whether particular groups are over- or under-represented.

The full data can be found at **Appendix B**.

3.1. Age-related patterns

Overall, younger residents are more likely to access services, particularly ASB and Complaints, while older residents are consistently under-represented across these service areas.

Key findings:

- Residents aged 25–34 make up 13.7% of the customer base but account for 22.2% of ASB reports and 20.8% of complaints.
- Residents aged 35–44 represent 19.7% of customers but make up 25.1% of ASB cases and 26.9% of complaints.
- Older residents (65+) are consistently under-represented:
 - 65–74s: 14.5% of customers but 8.8% of ASB and 10% of complaints.
 - 75–84s: 10.3% of customers but 5.9% of ASB and 4.4% of complaints.
 - 85+: 3% of customers but 0.8% of ASB and 0.7% of complaints.
- Younger customers use the Contact Centre at slightly higher rates than older customers.

Younger households appear to experience or report higher levels of ASB and dissatisfaction. It is not clear from the data whether older residents may face barriers to reporting (digital access, awareness, mobility) or may have lower service needs.

Next steps:

Investigate the over-representation of younger residents in ASB and complaints

- Explore whether this reflects higher levels of need, differences in household composition, or barriers to early intervention.
- Targeted engagement with residents aged 25–44 to understand drivers of dissatisfaction and ASB exposure.

Improve engagement with older residents (65+)

- Assess whether under-representation reflects lower need or unmet need.



3.2. Gender-related patterns

Women are over-represented in every service area, while men are consistently under-represented.

Key findings:

- Women make up **63%** of the customer population but:
 - 73.6% of ASB reports
 - 66.1% of Repairs
 - 67.9% of Contact Centre interactions
 - 71.1% of Complaints
- Men represent **37%** of customers but:
 - 26.4% of ASB
 - 33.9% of Repairs
 - 32.1% of Contact Centre
 - 28.9% of Complaints



Women engage with services at higher rates than expected, particularly in ASB and Complaints. Men may be less likely to report issues or seek support. It is unclear if this is potential unmet need.

Next steps:

- Conduct further analysis to understand why women account for a disproportionately high share of ASB reports and complaints.
- Explore whether men face barriers to reporting or are less aware of available support.
- Targeted communications encouraging men to report issues and seek assistance.

3.3. Ethnicity-related patterns

Ethnicity patterns are generally proportionate, with the exception of BAME residents in Complaints.

Key findings:

- BAME residents make up **9.6%** of the customer base but **13.4%** of Complaints.
- White British/Irish residents represent **81.1%** of customers and show proportional representation across all services (81–82%).

BAME residents appear more likely to raise complaints. It is not clear whether this indicates differing service experiences or levels of dissatisfaction.

Next steps:

Explore the higher complaint rates among BAME residents

- Audit of BAME customers' complaints to understand whether complaints relate to service quality, communication, or unmet expectations.
- Review whether service pathways are culturally responsive and accessible.
- Co-design any identified improvements with community groups.



3.4. Vulnerability/disability-related patterns

Overall, the data suggests that vulnerable customers are accessing services at broadly comparable levels to the wider customer profile. However, there is evidence of higher representation within some service areas, particularly complaints and ASB.

Key findings:

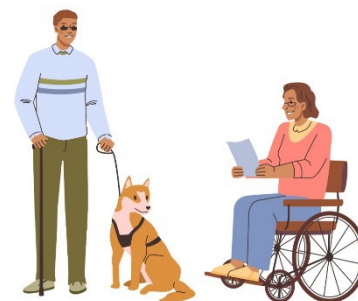
- Vulnerable customers are significantly over-represented across ASB and complaints.
- Vulnerable customers account for over half of all complaint contacts.
- This may indicate:
 - Higher support needs;
 - Greater dissatisfaction or barriers in service delivery;
 - Increased complexity of cases involving vulnerable households;
 - A greater reliance on the service.

Last year, the Annual Complaints Report highlighted that more vulnerable customers made complaints. A project team looked at the reasons behind this via additional data analysis, audit of complaints casework and customer journey mapping. It found that it predominantly related to customers with a mental health condition and dissatisfaction was not related to the technical aspect of service delivery.

What was apparent is that issues around communication and coordination impacted more significantly on customers with a mental health condition. This is now feeding into the review of repairs communication, due to commence in June.

Next steps:

- Conduct further analysis to understand why customers with a disability account for a disproportionately high share of ASB reports.
- Continue monitoring service access and outcomes for vulnerable/disabled customers and track trends.



4. Customer Voice

Understanding how different customer groups experience our services is essential to ensuring fairness, accessibility and continuous improvement. This section examines satisfaction results across particular groups covering:

- Overall satisfaction
- Satisfied that SCH treats you with fairness and respect
- Satisfaction with the repairs service
- Satisfaction with the way we deliver building safety and compliance services (safer homes)
- Overall satisfaction for new tenants
- Satisfaction with the Contact Centre

Satisfaction is gathered using a perception survey, where we analyse by ethnicity and age, and through transactional surveys, after someone has received a specific service. This is analysed by ethnicity, gender and age. We will be introducing additional demographic information to the surveys moving forward, enabling us to build a more accurate picture of the customer experience and better target improvements where they are most needed.

The full data can be found at **Appendix C**.

4.1. Satisfaction by age

Satisfaction levels vary significantly across age groups, with a clear pattern of higher satisfaction among older residents and lower satisfaction among younger and mid-life tenants. This trend is consistent across most satisfaction measures, including overall satisfaction, fairness and respect, repairs, safer homes, and Contact Centre interactions. The data suggests that older residents generally report more positive experiences, while younger and middle-aged residents express more mixed or lower satisfaction.

Key findings:

- Younger tenants (25–34) show notably lower overall satisfaction (57.3%) compared with the total (78%). There is a well-established national trend showing that younger people are consistently less satisfied with public services than older people. This pattern appears across multiple national datasets.
- Mid-life tenants (35–44 and 55–64) also report below-average overall satisfaction (73.1% and 70.7%).
- Older tenants (65+) consistently report higher satisfaction across all measures, especially overall satisfaction (85–97%) and repairs (93–97%).
- Contact Centre satisfaction is lowest among younger groups (16–34s at 80–81%) and highest among older groups (55–84s at 87–88%).

Next Steps

- Investigate why mid-life customers report lower satisfaction, particularly around overall experience.
- Targeted communications to younger customers to understand and manage expectations.
- Review whether older customers' high satisfaction reflects genuinely good outcomes or lower reporting of issues.

4.2. Satisfaction by gender

Satisfaction levels across gender groups show relatively small differences, but some patterns emerge. Men report slightly higher satisfaction in repairs, while women report higher satisfaction in safer homes and Contact Centre interactions. Overall, gender does not appear to be a major driver of satisfaction differences.

4.3. Satisfaction by ethnicity

Satisfaction levels vary across ethnic groups, with white customers reporting satisfaction close to the overall average, while some minority groups show lower satisfaction in specific areas. Sample sizes for some groups are small, so findings should be interpreted with caution, but the patterns suggest areas where targeted engagement may help improve equity of experience.

Key findings:

- Black and Mixed ethnicity tenants report lower overall satisfaction (67.7% and 64.7%) compared with the total (78%).
- Asian tenants show very high satisfaction in fairness, repairs and safer homes (100% across several measures), but lower satisfaction as new tenants (58.3%).
- Asian and Mixed groups report lower Contact Centre satisfaction (71% and 73.7%) compared with the total (82.6%).
- White tenants' satisfaction closely mirrors the overall average across all measures.

Next steps:

- Engage Black and Mixed ethnicity tenants to understand lower overall satisfaction and Contact Centre experiences.
- Review onboarding processes for Asian new tenants, where satisfaction is notably lower.
- Co-design any service improvements with community groups to ensure cultural responsiveness.



5. What else have we done over the last 12 months?

Alongside analysing customer feedback and satisfaction, we continue to strengthen the way our services promote fairness, inclusion and equitable outcomes for all residents. We recognise that meeting our Equality, Diversity and Inclusion (EDI) responsibilities requires more than monitoring data; it requires proactive action, cultural awareness and a commitment to removing barriers wherever they exist. Over the past year, we have taken forward a range of initiatives designed to improve accessibility, tailor support to individual needs and ensure that every interaction with our organisation reflects our values. This section provides a summary of some of the things we have been doing.

- **Every Contact Counts**

In 2025, we introduced an initiative whereby we identify any support that customers might need when we visit them in their home. This means we can proactively identify things such as frailty, disrepair and hoarding and support people to get the help they need.

- **Enhanced void standard for care experienced young people**

Working with one of our contractors, Dodd Group, we are enhancing the standard of homes that care experienced young people are moving in to, giving them a better start to their journey to independent living.

- **Accessibility improvements**

We have made improvements to our website to ensure it meets accessibility guidelines. Some examples include alt text being added to all images, colour contrast being checked across the website for legibility, and the creation of a translation page so our website can be viewed in other languages. We also removed roadblocks for keyboard users and improved the browsing experience for people who use screen readers. An audit from an external company (Recite Me) found that our website is now adhering to the majority of accessibility guidelines.

- **Vulnerability and tailoring services policy**

Alongside our resident VIP panel, we have developed a new Vulnerability and Tailoring Services Policy. This clearly sets out our approach, ensures staff have a framework to work to, and ensures customers can hold us to account.

- **Celebrating diversity**

A diversity calendar is in place to raise awareness of diversity throughout the year. We celebrate with our staff and with our customers key religious festivals and campaigns such as Pride Month, Black History Month and Eid. We share lots of information on our website, across social media and in newsletters.

Case study - Every Contact Counts:

Our repairs operative, Jamie, went to a customer's home to rehang a radiator on the wall.

Jamie was professionally curious and asked the customer how the radiator had come off the wall. The customer explained that he had trouble walking and had used it to lean on to move through the hallway.

Jamie was able to refer this through to a central team. Staff from the Wellbeing team were able to go out, assess the customer's needs, and handrails were fitted around his home. We were also able to sign the customer up to the Safe and Well service and referred him to Adult Social Care at SMBC to help manage his risk of falling.



Staff enjoying a Bollywood dance lesson as part of South Asian Heritage Month.

- **Mental health advisor**

SCH employ a mental health advisor to support tenants with mental health issues where it is affecting their tenancy or living conditions. This could be supporting a resident to manage hoarding in their home, or supporting them with an ASB case or a complex repair. In 2025/2026, the mental health advisor supported 233 customers.

Case study – hoarding support:

A customer with hoarding behaviours felt unable to give electricians access to their home to carry out an electrical safety check. To ensure a clear and supportive approach, a neighbourhood officer and the mental health advisor visited the customer together to explain the housing processes and the safety requirements needed to protect her tenancy. By establishing regular, trust-based communication, we supported her to navigate complex care pathways, leading to a successful Adult Social Care assessment and assistance from the Reablement Team. We encouraged her to engage with mental health services, to further explore her feelings and build healthier coping strategies. The resident is now a member of our peer support group and has provided invaluable insights on how we can compassionately engage with tenants who experience hoarding behaviours.

6. Action plan

This action plan brings together the actions and next steps identified throughout the report. It will be monitored by the SCH Customer Experience Committee and progress published to customers twice a year.

Issue	Action	Completion
First Annual Equalities Report. Scope can be increased.	Develop additional areas of monitoring with new Customer Experience Committee.	March 2027
Needs on the day approach recently implemented.	Monitor the implementation of the needs on the day approach to ensure it has a positive impact on customers.	Initial evaluation: September 2026
Ethnic diversity within the SCH customer bases is lower than that of the local ward populations, and within the North Solihull wards.	Carry out further analysis to understand this difference.	August 2026
Over-representation of younger residents in ASB and complaints.	Investigate the over-representation: Explore whether this reflects higher levels of need, differences in household composition, or barriers to early intervention. Targeted engagement with residents aged 25–44 to understand drivers of dissatisfaction and ASB exposure.	complaints as part of the Complaints Annual Report: August 2026 Incorporate into the Resident SCHape Panel review: November 2026
Improve engagement with older residents (65+).	Assess whether under-representation reflects lower needs or unmet needs – additional analysis and direct engagement with older residents.	Project: August 2026
Over representation of woman across most service areas	Conduct further analysis to understand why women account for a disproportionately high share of ASB reports and complaints.	Project: June 2026
Under representation of men across most service areas.	Explore whether men face barriers to reporting or are less aware of available support.	Project: October 2026



	Targeted communications encouraging men to report issues and seek assistance.	
Over representation of BAME customers making a complaint.	Audit of BAME customers to understand whether complaints relate to service quality, communication, or unmet expectations. Review whether service pathways are culturally responsive and accessible. Co-design any identified improvements with community groups.	Project: December 2026
Over representation of vulnerable or disabled customers for ASB	Conduct further analysis to understand why customers with a disability account for a disproportionately high share of ASB reports.	November 2026
Satisfaction is only analysed by age and ethnicity (TSM) with additional analysis of gender for transactional surveys.	Increase the analysis of satisfaction by a wider range of demographic information.	From June onwards
Lower overall satisfaction of younger and midlife customers.	Investigate why mid-life customers report lower satisfaction, particularly around overall experience. Targeted communications to younger customers to understand and manage expectations.	Additional analysis: June 2026 Comms campaign: August 2026
Higher level of satisfaction of older residents.	Review whether older customers' high satisfaction reflects genuinely good outcomes or lower reporting of issues.	Link to project to improve engagement with older residents (65+) (see above)
Differences in satisfaction for some BAME customers.	Engage Black and Mixed ethnicity customers to understand lower overall satisfaction and Contact Centre experiences. Review onboarding processes for Asian new tenants, where satisfaction is notably lower.	Focus group: July 2026 Project: September 2026

7. Appendices

Appendix A

A.1 Resident profile

Age	Number	Percentage
16 to 24	308	3.2%
25 to 34	1305	13.7%
35 to 44	1885	19.7%
45 to 54	1523	15.9%
55 to 64	1877	19.7%
65-74	1387	14.5%
75-84	982	10.3%
85+	285	3.0%
Not known	12	0.1%
Total	9564	100.1%
Gender	Number	Percentage
Female	6021	63.0%
Male	3542	37.0%
Non-binary	1	0.01%
Not known	0	0.0%
Total	9564	100%
Disability/vulnerability	Number	Percentage
No	7224	66.7%
Yes	3604	33.3%
Do not wish to say	0	0.0%
Not known	0	0.0%



Ethnicity	Number	Percentage
BAME	917	9.6%
White British/Irish	7754	81.1%
Not known	893	9.3%
Total	9564	100%
Religion	Number	Percentage
Christian	2412	25.2%
Buddhist	12	0.1%
Hindu	2	0.02%
Jewish	3	0.03
Muslim	165	1.72
Sikh	1	0.01%
Other	163	1.7%
No Religion	1736	18.1
Do not wish to say	1421	14.9
Not Collected	3649	38.2
Total	9564	100
Sexual orientation	Number	Percentage
Bisexual	42	0.4%
Gay man	30	0.3%
Gay woman/lesbian	40	0.4%
Heterosexual/straight	5199	54.4%
Other	18	0.2%
Do not wish to say	912	9.5%
Not known	3323	34.7%
Total	9564	100%

A.2 Disability/Vulnerability information

Disability/vulnerability *	Number	Percentage
Chronic Illness	762	14.4
Learning Difficulties	645	12.2
Mental Health Condition	1294	24.4
Physical mobility issues	1806	34.1
Sensory impairment	766	14.5
Hoarding	23	0.4

**No of reported disabilities/vulnerabilities. Many customers have multiple disabilities/vulnerabilities.*

Service Access: Demographic profile

This data shows the overall customer profile and the profile of who is accessing our key services. This allows us to compare whether access rates are the same for all, or if they differ by particular characteristics.

Overall customer profile			ASB	Repairs		Contact Centre		Capital works		Complaints	
Age	Number	Percentage	%	No.	%	No.	%	No.	%	No.	%
16 to 24	308	3.2%	4.2%	243	3.2%	225	3.6%	39	3.2%	12	2.9%
25 to 34	1305	13.7%	22.2%	1057	13.7%	908	14.7%	146	12.1%	85	20.8%
35 to 44	1885	19.7%	25.1%	1521	19.8%	1286	20.8%	247	20.4%	110	26.9%
45 to 54	1523	15.9%	16.7%	1198	15.6%	1045	16.9%	188	15.5%	73	17.8%
55 to 64	1877	19.7%	16.3%	1479	19.2%	1200	19.4%	256	21.1%	67	16.4%
65-74	1387	14.5%	8.8%	1130	14.7%	808	13.1%	170	14.0%	41	10.0%
75-84	982	10.3%	5.9%	819	10.6%	535	8.7%	130	10.7%	18	4.4%
85+	285	3.0%	0.8%	243	3.2%	174	2.8%	35	2.9%	3	0.7%
Not known	12	0.1%	0	6	0.1%	2	0.0%	0	0.0%	409	100.0%
Total	9564	100.1%	100	7696	100.0%	6183	100.0%	1211	100.0%	409	100%
Gender	Number	Percentage	%	No.	%	No.	%	No.	%	No.	%
Female	6021	63.0%	73.6%	5084	66.1%	4198	67.9%	806	66.6%	291	71.1%
Male	3542	37.0%	26.4%	2612	33.9%	1985	32.1%	405	33.4%	118	28.9%
Non-binary	1	0.01%	0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
total	9564	100%	100%	7696	100.0%	6183	100.0%	1211	100.0%	409	100.0%
Disability/vulnerability	Number	Percentage	%	No.	%	No.	%	No.	%	No.	%
No	5906	61.2%	54.2%	4632	60.2%	3644	58.9%	736	60.8%	214	47.7%
Yes	3748	38.8%	45.8%	3264	39.8%	2539	41.1%	475	39.2%	195	52.3%



Ethnicity	Number	Percentage	%	No.	%	No.	%	No.	%	No.	%
BAME	917	9.6%	8.0%	736	9.6%	634	10.3%	122	10.1%	55	13.4%
White British/Irish	7754	81.1%	83.2%	6273	81.5%	5093	82.4%	990	81.8%	332	81.2%
Not known	893	9.3%	2.3%	687	8.9%	456	7.4%	99	8.2%	22	5.4%
Total	9564	100%	100%	7696	100.0%	6183	100.0%	1211	100.0%	409	100.0%

Satisfaction: Demographic profile

This data shows satisfaction by different indicators (repairs, new tenants etc.). This is broken down by age, gender and ethnicity. This allows us to compare whether satisfaction is the same for all, or if they differ by particular characteristics.

Profile	Overall satisfaction (TSM)		Treat with fairness and respect (TSM)		Repairs (transactional)		Safer homes (transactional)		New tenants (transactional)		Contact Centre (transactional)	
Age	No.	%	No.	%	No.	%	No.	%	No.	%		
16 to 24	18	88.9%	17	100.0%	26	100.0%	5	100.0%	32	90.6%	32	81.3%
25 to 34	82	57.3%	69	71.0%	105	90.5%	23	91.3%	30	93.3%	132	80.3%
35 to 44	108	73.1%	98	76.5%	188	86.2%	56	94.6%	30	73.3%	194	76.8%
45 to 54	95	77.9%	85	84.7%	149	91.3%	37	91.9%	24	79.2%	159	83.0%
55 to 64	58	70.7%	54	75.9%	210	91.4%	41	90.2%	21	95.2%	191	88.5%
65-74	140	85.0%	132	84.1%	172	95.3%	48	97.9%	7	71.4%	143	82.5%
75-84	61	96.7%	57	96.5%	125	93.6%	27	96.3%	2	100.0%	85	87.1%
85+	21	95.2%	20	100.0%	40	97.5%	3	100.0%	1	100.0%	24	79.2%
All	583	78.0%	532	83.3%	1015	91.7%	240	94.2%	147	85.7%	960	82.6%
Gender	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Female	Data not collected				730	90.8%	162	96.3%	95	85.9%	661	84.0%
Male					285	94.0%	78	89.7%	55	85.5%	299	79.6%
Non-binary					0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total					1211	91.7%	240	94.2%	147	85.7%	960	82.6%
Ethnicity	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Asian	12	83.3%	12	100.0%	28	100.0%	2	100.0%	7	58.3%	31	71.0%
Black	31	67.7%	31	82.8%	26	96.2%	8	100.0%	9	100.0%	48	79.2%
Mixed	17	64.7%	17	69.2%	22	90.9%	7	85.7%	11	91.7%	38	73.7%
Not captured	50	84.0%	50	81.8%	83	89.2%	20	95.0%	3	100.0%	69	79.7%

Other	3	66.7%	3	33.3%	5	100.0%	1	100.0%	2	100.0%	3	100.0%
White	470	78.7%	470	83.8%	851	91.5%	202	94.1%	94	86.2%	771	83.9%
Total	583	78.0%	583	83.2%	1015	91.7%	240	94.2%	126	85.7%	960	82.6%

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