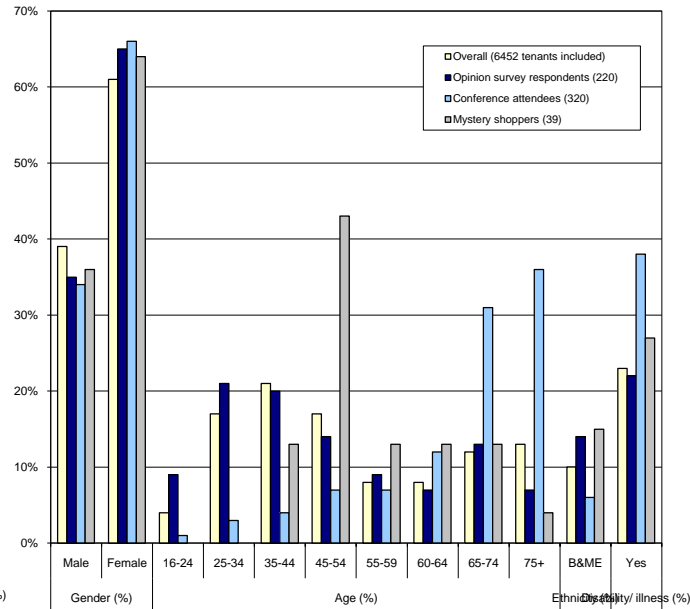
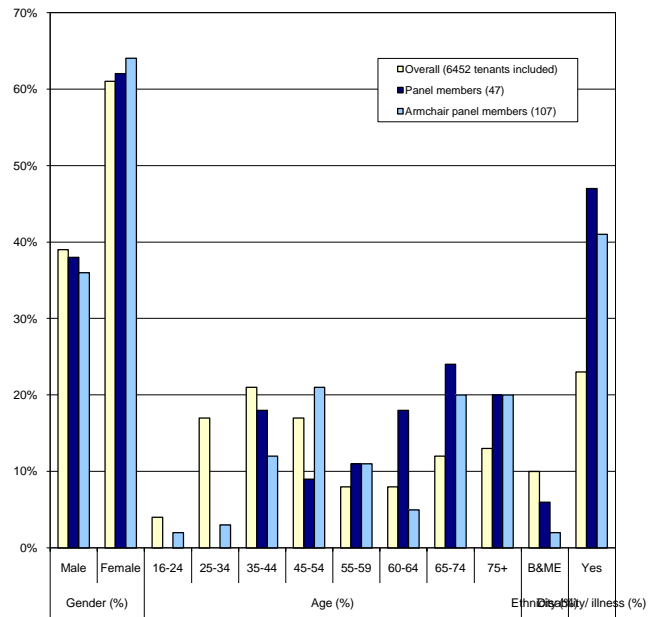


		ethnicity (%)	Disability/ illness (%)
65-74	75+	B&ME	Yes
12%	13%	10%	23%
13%	7%	14%	22%
31%	36%	6%	38%
13%	4%	15%	27%
11%	11%	0%	22%

1.7 Resident Involvement

Service Area 09 - Mar 09 (inclusive)	Jan																				
	Gender (%)		Age (%)								Ethnicity (%)	Disability/ illness (%)	Religion (%)				Sexuality (%)				
	Male	Female	16-24	25-34	35-44	45-54	55-59	60-64	65-74	75+	B&ME	Yes	Christian	Non Christian	None	Unknown	Heterosexual	Other	Prefer not to	Unknown	
Overall (6452 tenants included)	39%	61%	4%	17%	21%	17%	8%	8%	12%	13%	10%	23%	40%	4%	12%	44%	6%	0%	0%	94%	
Panel members (47)	38%	62%	0%	0%	18%	9%	11%	18%	24%	20%	6%	47%					0%	0%	0%	100%	
Armchair panel members (107)	36%	64%	2%	3%	12%	21%	11%	5%	20%	20%	2%	41%					0%	0%	0%	100%	
Opinion survey respondents (220)	35%	65%	9%	21%	20%	14%	9%	7%	13%	7%	14%	22%					4%	0%	0%	96%	
Conference attendees (320)	34%	66%	1%	3%	4%	7%	7%	12%	31%	36%	6%	38%	66%	5%	7%	22%	15%	2%	0%	83%	
Mystery shoppers (39)	36%	64%	0%	0%	13%	43%	13%	13%	13%	4%	15%	27%					0%	0%	0%	100%	
Editorial panel (staff 5 and tenants 4)	33%	67%	11%	22%	22%	11%	11%	11%	11%	11%	0%	22%	44%	0%	44%	11%	67%	0%	0%	33%	
Resident Board members (3)	33%	67%	0%	0%	0%	0%	33%	33%	0%	33%	0%	67%	67%	0%	0%	33%	100%	0%	0%	0%	



Key points

- The ratio of male and female tenants who engage with the Association is similar to that of the overall tenant population.
- Under 35's are poorly represented across the involvement options, with the exception of opinion surveys.
- Opinion surveys seems to be the most attractive method of involvement to residents aged under 35.
- 62% of panel members are over 60 years old.
- Both panels (armchair and residents) and conference attendees have a higher proportion of residents with a long term illness or disability than the total tenant population.
- Only 2% of armchair panel members at B&ME. Opinion surveys and mystery shopping appear to be more attractive ways to engage for this group.
- 79% of conference attendees were over 60 years old.

