

## Summary of Survey Approach

**a) Achieved sample size (number of responses)**

Dover District Council (DDC) achieved 677 survey responses, which is a 15.2% return rate.

**b) Timing of survey**

The Survey was open to all residents from 1st August to 24<sup>th</sup> December 2024.

**c) Collection methods**

A mixture of staff inputting and postal methods of collecting survey responses were used. 419 responses were directly input onto Survey Monkey's website and 285 were completed on paper surveys which were posted to all DDC homes.

- a. Table 1 provides a breakdown of methods and response rate of those methods.

**Table 1: number of responses per collection method**

Method	Responses	% Satisfied with overall service
Post	452 (66.77%)	72.35%
Emails	8 (1.2%)	75%
Staff over the phone	116 (17.13%)	84.48%
Staff face-to-face	101 (14.9%)	91.09%
	<b>Total: 677</b>	

DDC sent surveys to all residents via post, this gave all tenants the opportunity to have their say to ensure a fair and transparent collection of responses. To increase responses, DDC Staff including Housing Officers and contact staff conducted supplementary surveys during day-to-day contact with residents.

**d) Sample method**

DDC employed a census method for conducting the survey.

**e) Assessment of representativeness**

DDC have used the following characteristics to assess representativeness:

- Age (see table 2)
- Geographic (see table 3)
- Housing type – General Needs (GN) or Sheltered (see table 4)
- Stock type (see table 5)

**Table 2: Age characteristic representativeness**

Age range	Relevant Tenant Population	Relevant Tenant Population (% total)	Total survey responses	Total survey responses (% total)	Difference	% Satisfied with overall service
15-24	118	3%	11	1.62%	-1.38%	81.81%
25-34	612	14%	63	9.31%	-4.69%	85.72%
35-44	784	18%	84	12.41%	-5.59%	76.19%
45-54	732	17%	83	12.26%	-4.74	73.49%
55-64	788	18%	131	19.35%	+1.35%	73.28%
65-74	634	15%	148	21.86%	+6.86	77.7%
75+	619	14%	148	21.86%	+7.86	79.06%
<b>Prefer not to say</b>			9	1.33%		77.77%

- DDC did not actively pursue older views, however providing a paper copy to each household encouraged participation from tenants who have more free time to complete the survey and access a post box. These tenants are more likely to be pensioners which might explain why those over 65 years old were more likely to respond to the survey. DDC gave all tenants an opportunity to complete a survey.
- To hear younger voices, DDC staff increased face to face and telephone surveys with younger residents and actively approached younger residents, including contacting via email to help increase responses and balance representation.

**Table 3: Geographical representativeness by Town or Greater Area**

Area	Relevant Tenant Population	Relevant Tenant Population (% total)	Total survey responses	Total survey responses (% total)	Difference	% Satisfied with overall service
<b>Rural</b>	1431	31.60%	179	26.44%	-5.16%	76.33%
<i>Aylesham</i>	360	7.95%	45	6.6%	-1.35%	68.89%
<i>Elvington</i>	141	3.11%	13	1.92%	1.19%	66.66%
<i>Eastry</i>	121	2.67%	17	2.5%	-0.17%	82.23%
<b>Deal</b>	904	19.96%	180	26.58%	6.62%	73.74%
<b>Dover</b>	1958	43.23%	271	40.02%	-3.21%	78.36%
<b>Sandwich</b>	236	5.21%	47	6.94%	1.73%	82.97%

**Table 4: Representativeness of housing type**

Housing type	Relevant tenant population (% total)	Total survey responses (% total)	Difference	Satisfaction score
<b>General needs (GN)</b>	4175/4462 (93.56%)	629 (92.91%)	-0.65%	77.11%
<b>Independent Living (Sheltered Housing)</b>	287/4462 (6.43%)	48 (7.09%)	+0.65%	79.16%

- Satisfaction is marginally higher within Independent Living stock, the representativeness is a very accurate, so we can be assured that the overall satisfaction is representative.

**Table 5: Representativeness of stock type**

Stock type	Relevant tenant population (% total)	Total survey responses (% total)*	Difference	Satisfaction Score
<i>House (inc. Bungalow)</i>	2695 (60.42%)	413 (61%)	+0.58%	75.06%
<i>Flat (inc. Maisonette and Independent Living)</i>	1766 (39.57%)	264 (38.99%)	+0.58%	80.68%

- The distribution of stock types surveyed are very representative of the tenant population.

**f) Application of weighting**

No weighting has been applied due to a representative sample achieved.

**g) The role of any named external contractor(s)**

No external contractor was used in collecting, generating, or validating the reported perception measures as this work was undertaken in-house by the Tenant Engagement and Continuous Improvement Officer, with support from the wider Housing Operational Team.

**h) The number of tenant households within the relevant population that have not been included in the sample frame**

No tenant households have been excluded.

**i) Reasons for any failure to meet the required sample size requirements**

DDC has met the sample size requirements.

**j) Type and amount of any incentives offered to tenants to encourage survey completion**

DDC offered an incentive of a prize draw and 3 different prizes in varying voucher amounts (£200, £100 and £50) to a total of £350. Prize draw was selected independently by the Cllr Portfolio Holder for Housing and terms and conditions are available on our website, [Prize-Draw-Terms-and-Conditions-2023.pdf \(dover.gov.uk\)](#). The type and size of the prizes was decided on and agreed by the Dover District Tenants Consultative Group.

**k) Any other methodological issues likely to have a material impact on tenant perception measures reported**

DDC have not identified any other methodological issues likely to have a material impact on the tenant perception measures reported.

- l) If the provider has undertaken any tenant perception surveys which include TSM questions but has not included these responses in the calculation of the TSMs. A rationale for why this information has been excluded must be provided.**

DDC excluded some surveys which were duplicates, in instances where a tenant completed a paper copy when they had already completed a survey over the phone or face to face. In these instances, the most recent survey was included and any older versions deleted and therefore excluded from the submitted responses.

- m) Information on any visual features used alongside the required response options.**

DDC did not use any visual features alongside the required response options.