

Summary of Survey Approach

1. Achieved sample size (number of responses)

Dover District Council (DDC) achieved 704 survey responses, which is a 15.87% return rate.

2. Timing of survey

The Survey was open to all residents from 1st June to 1st September 2023.

3. Collection methods

A mixture of online 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	Overall Satisfaction (TP01)
Paper and Freepost Envelope	285 (40.5%)	74.7%
Online link – Facebook and Website	186 (26.4%)	55.2%
Direct Email	134 (19%)	65.6%
Staff Input	99 (14.1%)	76.5%
	Total: 704	

DDC chose these methods as they are tried and tested methods which have received a good response to previous satisfaction surveys and tenants were familiar with receiving an annual survey in this manner. DDC felt assured that this would garner enough survey returns to ensure representativeness. DDC decided against higher quantities of face-to-face surveys as this was resource heavy and might over-inflate satisfaction scores. Collection methods will be reviewed next year to ensure DDC are using methods that are consistent with other local authorities and provide an accurate peer comparison.

4. Sample method

DDC employed a census method for conducting the survey.

5. Assessment of representativeness

5.1 DDC have used the following characteristics to assess representativeness:

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

- Stock type (see table 6)

5.2 DDC collected other data from respondents including ethnicity, language, gender, sexual orientation and disability, however DDC is yet to complete a full or partial tenant profiling activity to ascertain or maintain accurate tenant profile data.

Table 2: Age characteristic representativeness

Age range	Relevant Tenant Population	Relevant Tenant Population* (% total)	Total survey responses	Total survey responses* (% total)	Difference	Satisfaction score
15-24	125	2.3%	15	2.3%	+0.00%	66.6%
25-34	707	12.8%	82	12.7%	-0.09%	64.64%
35-44	947	17.1%	84	13%	-4.1%	63.09%
45-54	916	16.5%	92	14.2%	-2.3%	63.04%
55-64	1071	19.3%	113	17.5%	-1.85%	67.26%
65-74	859	15.5%	140	21.6%	+6.1%	74.82%
75+	917	16.5%	121	18.7%	+2.15%	75.21%

*percentage of total age ranges

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
Rural	1335	30.99%	178	30.27%	-0.72%
Deal	969	22.49%	126	21.43%	-1.04%
Dover	1774	41.18%	233	39.63%	-1.55%
Sandwich	230	5.34%	51	8.67%	+3.33%

Table 4: Geographical representativeness by estate or village

	Estate/ Village	Number of respondents		Estate/ Village	Number of respondents
Dover	American Estate	11	Deal	Deal Town	4
	Aycliffe	25		Middle Deal	10
	Buckland	12		North Deal	13
	Canadian Estate	13		Stockdale	15
	Dover Town	60		Trinity Place	23
	Green Lane	18		Upper Deal	34

	Estate/ Village	Number of respondents		Estate/ Village	Number of respondents
	Freemens Way	18		Walmer	27
	Linces	4		Sandwich	64
	Maxton	3			
	Melbourne	12			
	Military Hill	10			
	Shooters Hill	12			
	St Radigunds	13			
	Tower Hamlets	22			
Rural	Ash	14	Rural	Ringwould	3
	Aylesham	31		Ripple	3
	Capel Le Ferne	9		Sheperdswell	2
	Coldred	1		St Margarets	9
	East Langdon	2		Staple	1
	East Studdal	5		Temple Ewell	3
	Eastry	19		Tilmanstone	1
	Elvington	9		Whitfield	30
	Eythorne	6		Wingham	9
	Guston	1		Woodnesborough	8
	Hougham	1		Worth	3
	Kingsdown	2			
	Northbourne	1			
	Preston	5			

Table 5: Representativeness of housing type

Housing type	Relevant tenant population (% total)	Total survey responses (% total)*	Difference	Satisfaction score
General needs (GN)	3779/4322 (87.4%)	516/592 (87.2%)	-0.2%	67.47
Independent Living (Sheltered Housing)	543/4322 (12.6%)	76/592 (12.8%)	+0.2%	81.58

5.3 Whilst satisfaction is much higher within Independent Living stock, the representativeness is a very accurate, so we can be assured that the overall satisfaction is representative.

Table 6: Representativeness of stock type

Stock type	Relevant tenant population (% total)	Total survey responses (% total)*	Difference	Satisfaction Score
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House (inc. Bungalow)	2665 (59.9%)	291 (49%)	-10.9	67.47%
Flat (inc. Maisonette and Independent Living)	1783 (40.1%)	303 (51%)	+10.9	69.6% (flat and maisonette)

5.4 Whilst there is a 10.9% difference in tenant population and sample size, there is not a substantial difference in satisfaction between the stock types.

Respondents skipped the stock type question, which has made this difficult to understand the representativeness of the samples based on stock type. In 2024/25, respondents will not be given the opportunity to skip this question to mitigate future risk upon repetition.

Whilst we hold and maintain data on bedroom sizes, we did not ask this question on the survey so we cannot compare representation based on size of property.

6. Application of weighting

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

7. 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.

8. The number of tenant households within the relevant population that have not been included in the sample frame

No tenant households have been excluded.

9. 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 \(dover.gov.uk\)](#)

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