

## Summary of Survey Approach

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

Dover District Council (DDC) achieved 682 survey responses, which is a 15.37% return rate.

**b) Timing of survey**

The Survey was conducted from 01 August to 24 December 2025.

**c) Collection methods**

A mixture of face to face, over the phone and online methods were used. Table 1 provides a breakdown of methods and response rate of those methods.

<i>Table 1: number of responses per collection method</i>		
<b>Collector method</b>	<b>Number of responses</b>	<b>%</b>
Telephone	51	7.48%
Internet	108	15.84%
Face to Face	34	4.99%
Postal	398	58.36%
SMS	91	13.34%
All other methods	0	0%
<b>Total sample size achieved</b>	<b>682</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.

**d) Sample method**

DDC applied a census method for conducting the survey.

**e) Assessment of representativeness**

Representation was within our target of +/- 10%, with the majority being within 5%.

DDC have used the following characteristics to assess representativeness:

- *Representation of geographic location* (see table 2)
- *Representation of tenant age* (see table 3)
- *Representation of stock type, ie. dwelling type* (see table 4)
- *Representation of stock type, ie. provision type* (see table 5)

Table 2: Representation of geographic location

Location	Total no.	Total %	Respondent no.	Respondent %	Margin of representation
Aylesham	359	8.0	54	7.9	-0.1
Deal, Kent	1068	23.8	186	27.3	3.5
Dover	1974	44.0	262	38.5	-5.5
Sandwich, Kent	236	5.3	39	5.7	0.5
Rural	853	19.0	140	20.6	1.6

Representation of geographic location

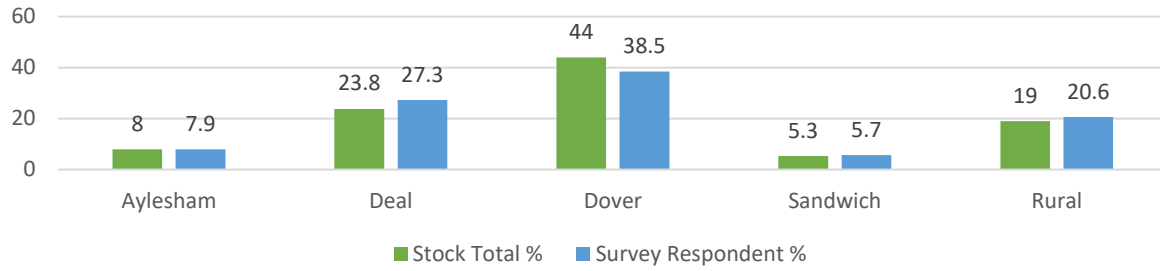


Table 3: Representation of tenant age

Age	Total no.	Total %	Respondent no.	Respondent %	Margin of representation
15-24	120	2.8	5	0.7	-2.0
25-34	589	13.6	72	10.6	-3.0
35-44	732	16.9	93	13.7	-3.2
45-54	763	17.6	97	14.3	-3.3
55-64	807	18.7	125	18.4	-0.2
65-74	682	15.8	153	22.6	6.8
75 years & over	633	14.6	133	19.6	5.0

Representation of tenant age

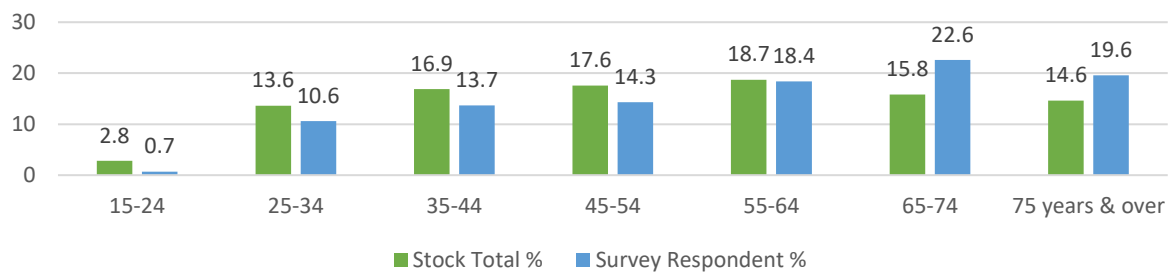


Table 4: Representation of stock type, ie. dwelling type

Stock type	Total no.	Total %	Respondent no.	Respondent %	Margin of representation
House	2134	46.7	320	46.9	-0.4
Flat/Maisonette	1855	40.6	253	37.1	-3.5
Bungalow	581	12.7	109	16.0	4.3

Representation of stock type, ie. dwelling type

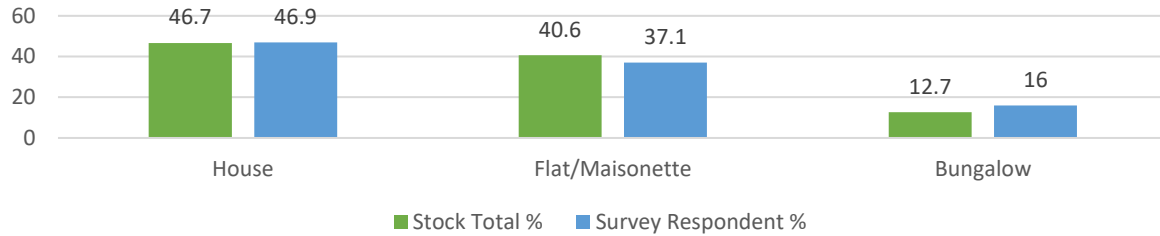


Table 5: Representation of stock type, ie. provision type

Stock type	Total no.	Total %	Respondent no.	Respondent %	Margin of representation
General Needs	4212	93.8	624	91.5	-2.3
Independent Living	278	6.2	58	8.5	2.3

Representation of stock type, ie. dwelling type

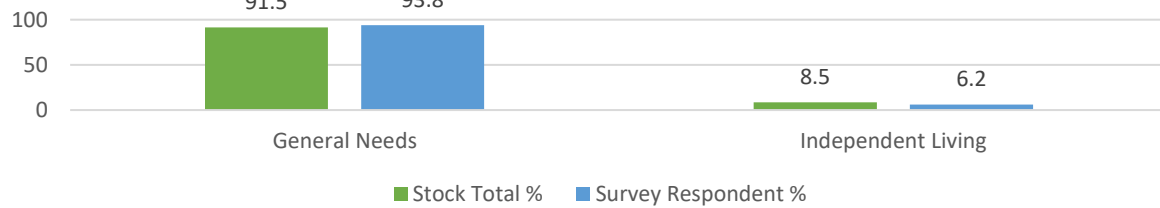
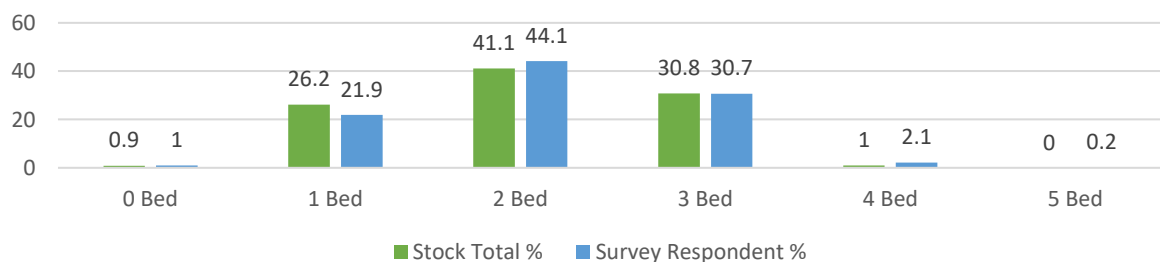


Table 6: Representation of stock size using bedroom sizes

Bedroom size	Total no.	Total %	Respondent no.	Respondent %	Margin of representation
0 Bed	47	1.0	6	0.9	0.1
1 Bed	1003	21.9	179	26.2	-4.3
2 Bed	2015	44.1	280	41.1	3.0
3 Bed	1402	30.7	210	30.8	-0.1
4 Bed	95	2.1	7	1.0	1.1
5 Bed	8	0.2	0	0.0	0.2

Representation of stock size using bedroom sizes



**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 Strategic Housing Team, with support from the wider Housing and Property Assets teams.

**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 chances to win £100 to a total of £300. 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 \(dover.gov.uk\)](https://www.dover.gov.uk/sites/default/files/2023-07/Prize-Draw-Terms-and-Conditions-2023.pdf). 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 has not undertaken any other perception surveys which included TSM questions.

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

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