

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.

Table 1: number of responses per collection method		
Collector method	Number of responses	%
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%
Total sample size achieved	682	

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

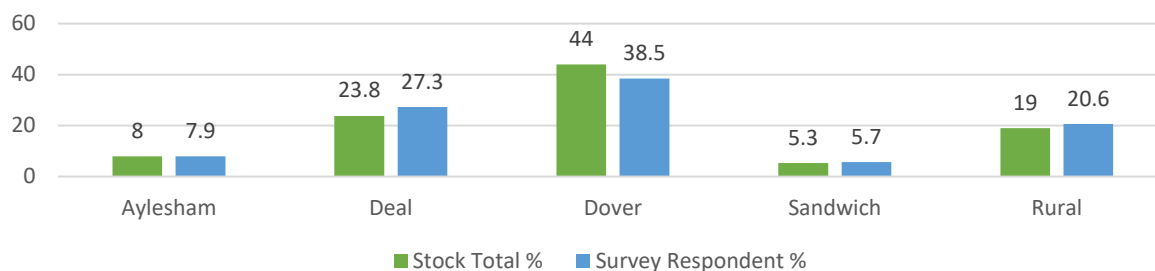


Table 3: Representation of tenant age

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

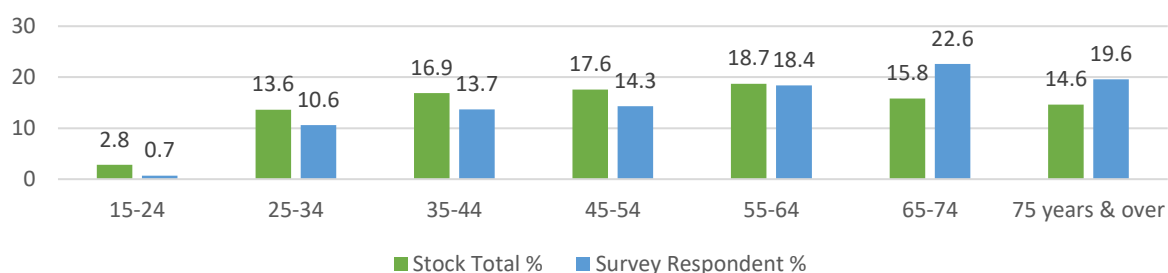


Table 4: Representation of stock type, ie. dwelling type

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

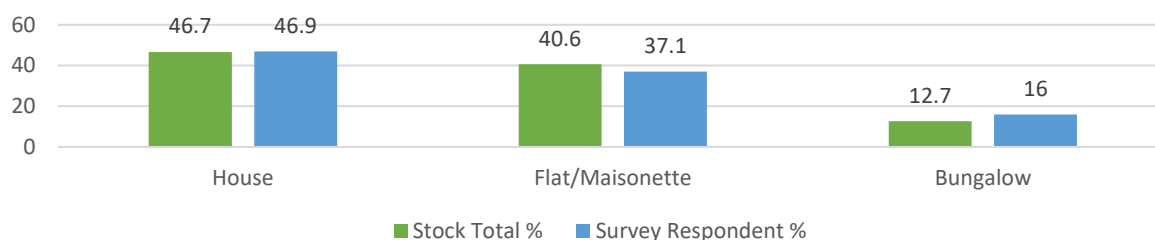


Table 5: Representation of stock type, ie. provision type

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

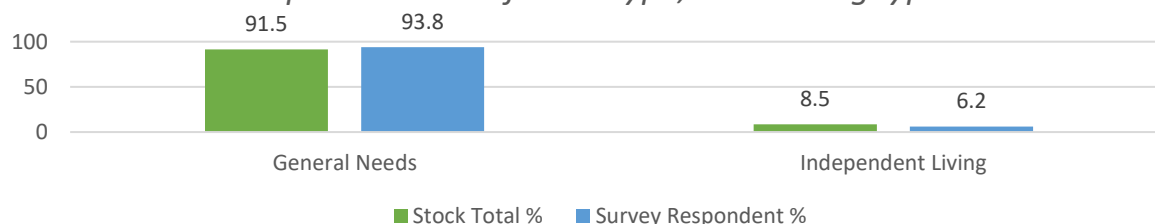
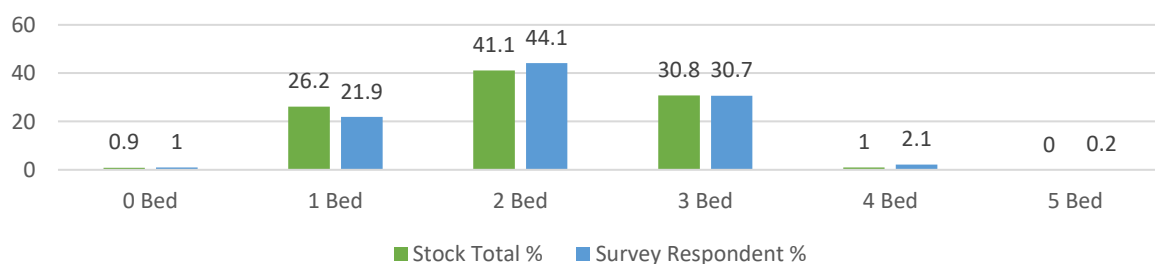


Table 6: Representation of stock size using bedroom sizes

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/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.