

Information on Approach

Survey Methodology

Folkestone & Hythe District Council (F&HDC) is a local authority registered provider in Folkestone & Hythe, England. The Council, based in Folkestone, has 3,352 low cost rental homes, and as a landlord with more than 1,000 homes, is required to collect and report on the Tenant Satisfaction Measures (TSMs) to the Regulator of Social Housing (RSH) annually.

To meet the RSH requirements and to ensure a robust sample of data, F&HDC require a confidence level of 95% with a confidence interval of no more than +/-4%. This equates to a minimum sample size of 510.

F&HDC conducted the survey between June and August 2025. A census approach was taken, whereby all tenants were invited to participate in the survey. The survey included the questions that represent all 12 TSM's from the tenant perception survey (TP01 to TP12) specified by the RSH. Additionally, the Council added supplementary questions to collect qualitative insights, communication preferences and demographics.

The Council received 692 survey responses of which 687 provided a valid response to TP01 (Overall Satisfaction). The margin of error based on these responses is estimated to be +/-3.3%, well within the margin required by the RSH. All responses were collected by In-house Research Ltd and validated as part of this process using professional research software.

A range of survey methodologies were used, incorporating postal, online and telephone surveys. The primary method of data collection was postal with 403 (58%) of responses being received through this channel. 95 (14%) responses were received online, and 194 (28%) surveys were completed by telephone.

A full breakdown of responses was matched against tenant and stock background information to compare against the population sample to assess representation.

As a result of this analysis, IHR recommended not weighting results as the reported tenant perception measures were already representative of the population.

Invitations were sent by post to all homes managed by F&HDC. The invitation letter also included a link to complete the survey online. A QR code was also printed on the invitation letter.

The document was also made available to tenants in large print at the request of tenants.

A copy of the communication sent to tenants can be found in **Error! Reference source not found.**

To support the decision not to weight the results, please see Figure 1: Sample sizes versus tenant profile, for details on the variables tested.

Figure 1: Sample sizes versus tenant profile

Variable		Tenant Profile	Survey Representation
Age	Under 18	0%	0%
	18-24	1%	1%
	25-34	9%	6%
	35-44	12%	8%
	45-54	15%	10%
	55-64	23%	23%
	65-74	20%	25%
	75+	19%	26%
Patch	Romney Marsh	19%	19%
	Hythe	18%	21%
	Folkestone North & Rural	14%	14%
	Folkestone East	15%	12%
	Folkestone Central	18%	17%
	Cheriton	16%	16%
Property Type	Flat	41%	43%
	House	43%	40%

	Bungalow	12%	14%
	Maisonette	4%	4%
Property Size	1 bedroom	34%	37%
	2 bedrooms	35%	36%
	3 bedrooms	28%	26%
	4 bedrooms	2%	2%
	5+ bedrooms	0%	0%
Property Age	Pre 1919	2%	2%
	1919-1944	18%	15%
	1945-1959	24%	23%
	1960-1979	35%	37%
	1980-1999	19%	21%
	2000-present	2%	2%
Tenancy Type	General needs	65%	62%
	Independent Living	18%	20%
	Age designated	12%	13%
	Affordable	5%	4%

Length of Tenancy	Over 20 years	23%	28%
	11-20 years	22%	21%
	6-10 years	11%	9%
	4-5 years	9%	8%
	1-3 years	24%	23%
	Less than a year	10%	11%

The survey sample tracks the population very closely. Almost all variances are within $\pm 3\%$, which is excellent for survey representation. This suggests the sample is broadly representative on these structural factors.

Tenant Age Group:

This is where the largest variances appear:

- **Under-represented:**
 - 25–34 year olds (–3%)
 - 35–44 year olds (–4%)
 - 45–54 year olds (–5%)
- **Over-represented:**
 - 65–74 year olds (+5%)
 - 75+ year olds (+7%)

This means the survey has skewed toward older tenants, with fewer working-age households represented. Since older tenants tend to report higher satisfaction (as shown in earlier analysis), this could slightly inflate overall satisfaction results.

By Length of Tenure:

Similar pattern to age:

- Over 20 years (+5%) is over-represented.
- Shorter tenancies (6–10 years, 4–5 years) are under-represented.

Longer tenancies are correlated with higher satisfaction, so this again may bias results upward.

Potential Implications

1. Age/tenure bias: Over-representation of older and long-term tenants could artificially boost satisfaction levels compared with the true tenant population.
2. Younger/mid-age tenants are under-represented (particularly 35–54 years), and this group often scores lower in satisfaction and engagement. Their voices may not be fully captured.

This is a common challenge in postal-heavy surveys, as older tenants are more likely to respond. We have tested these implications by weighting the overall satisfaction score on these variables to test whether weighting has a significant impact and whether it is appropriate to weight the reported data:

	Unweighted Count	Unweighted Sample %	Weight	Weighted Count	Weighted Population %
Under 18	1	0%	0.21	0.21	0%
18-24	9	1%	1.03	9.29	1%
25-34	40	6%	1.48	59.25	9%
35-44	53	8%	1.62	85.88	12%
45-54	70	10%	1.49	104.25	15%
55-64	161	23%	0.99	159.58	23%
65-74	175	25%	0.79	138.32	20%
75 and over	181	26%	0.73	132.54	19%
Unknown	2	0%	1.34	2.68	0%

Using these weights the reported overall satisfaction score is 73.9%. This is within the permitted margin of error of $\pm 4\%$.

	Unweighted Count	Unweighted Sample %	Weight	Weighted Count	Weighted Population %
Over 20 Years	192	28%	0.84	162.06	23%
11-20 Years	147	21%	1.05	154.83	22%
6-10 Years	64	9%	1.21	77.42	11%

4-5 Years	54	8%	1.17	62.97	9%
1-3 Years	160	23%	1.03	164.33	24%
Less than a year	75	11%	0.94	70.40	10%
Over 20 Years	192	28%	0.84	162.06	23%
11-20 Years	147	21%	1.05	154.83	22%
6-10 Years	64	9%	1.21	77.42	11%

Using these weights the reported overall satisfaction score is 76.1%. This is within the permitted margin of error of $\pm 4\%$.

In summary, reviewing the survey sample, representation was strong across tenure type, property type, property size, and property age, with all variances well within tolerance. The main area of imbalance was age and length of tenancy, where older and longer-tenured residents were slightly overrepresented compared with the tenant population.

Weighting tests were applied as detailed above to assess the potential impact on the overall satisfaction measure (TP01):

- **Unweighted:** 76.4%
- **Weighted on age:** 73.9%
- **Weighted on length of tenure:** 76.1%

All results fall within the survey's $\pm 4\%$ margin of error. This means the observed variation between weighted and unweighted figures is statistically insignificant and does not materially alter the interpretation of overall satisfaction.

For this reason, F&HDC has chosen to report unweighted results. This approach ensures consistency with sector practice, avoids over-adjustment of an already representative sample, and provides a clear, transparent dataset. The unweighted figures are robust, fall within the required confidence interval, and can be considered a reliable reflection of tenant sentiment.

Exclusions

There were no properties excluded from the sample. A full census approach was chosen.

Incentives

A prize draw to win one of three £50 Love2Shop vouchers was provided. Winners were selected using computer generated randomisation. Each resident was assigned a case number. A computerised random number generator was used to select three numbers in the case number range.