

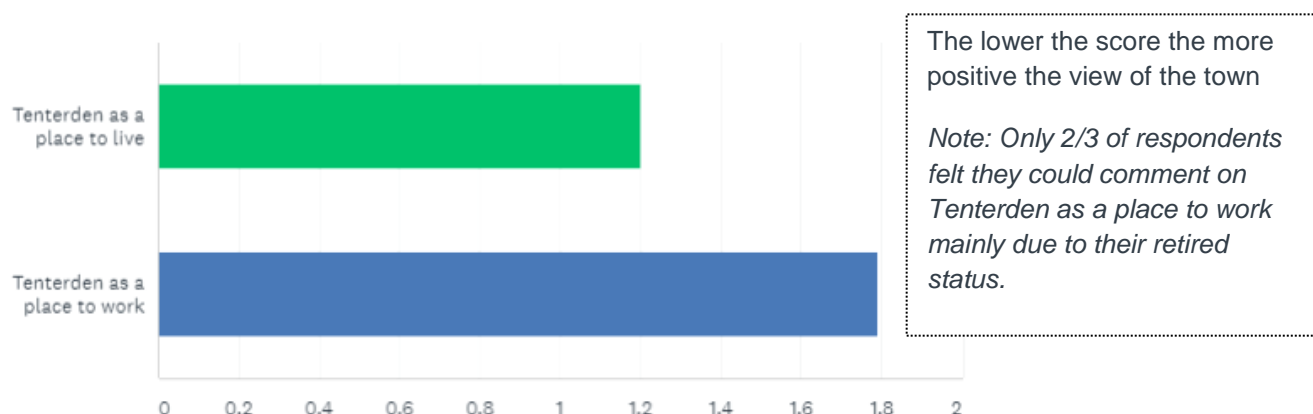
Public Engagement Sub Committee –Resident questionnaire

(Data Summary)

Results Summary - 675 completed surveys (May-June 2018)

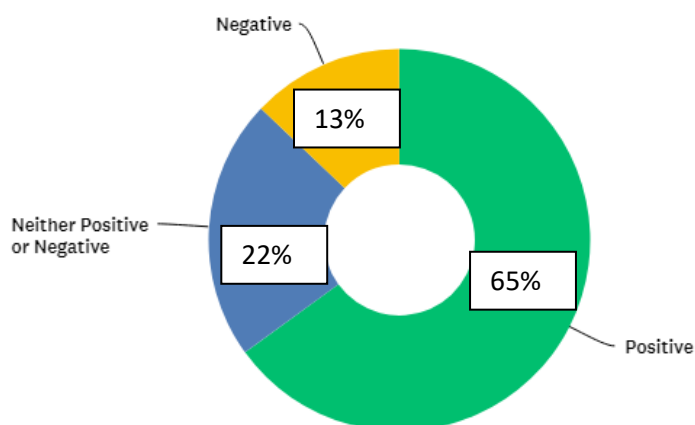
- $675/6533 \times 100 = 10\%$ total town population response rate
- $675/3500 \times 100 = 19\%$ total town household response rate

Q1. How do you feel about Tenterden as a place to live and work?

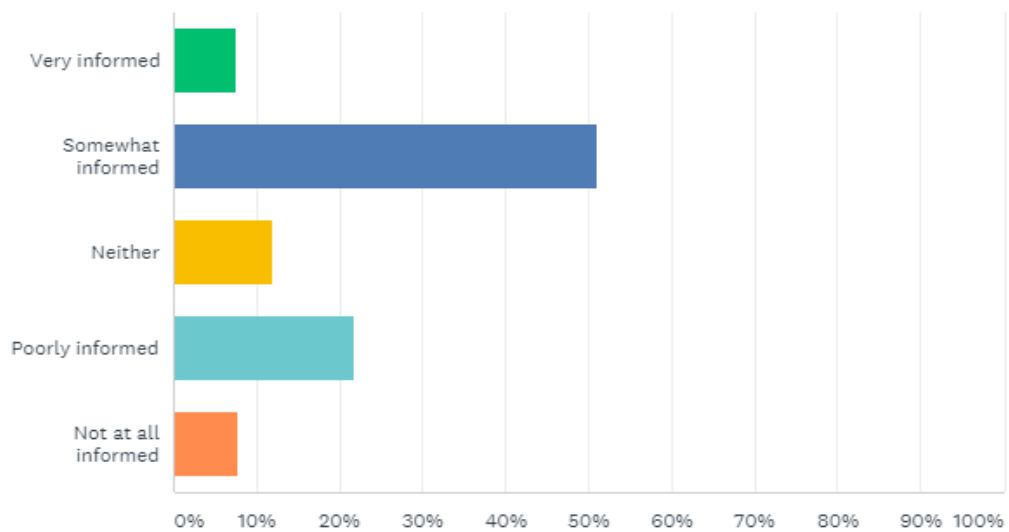


	POSITIVE	NEITHER POSITIVE OR NEGATIVE	NEGATIVE	TOTAL	WEIGHTED AVERAGE
Tenterden as a place to live	84.04% 558	11.75% 78	4.22% 28	664	1.20
Tenterden as a place to work	35.70% 176	49.90% 246	14.40% 71	493	1.79

Q2. How do you feel about the current service from Tenterden Town Council? (e.g. grass cutting, recreation grounds/play parks, public conveniences, etc.)



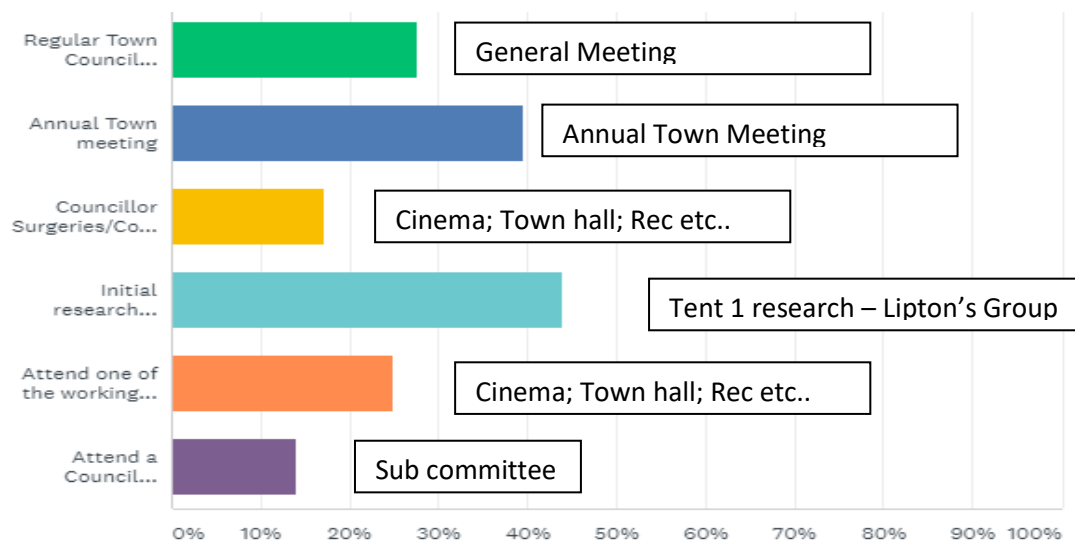
Q3. How well informed do you feel about the work carried out by Tenterden Town Council on behalf of its residents?



ANSWER CHOICES	RESPONSES	
Very informed	7.52%	50
Somewhat informed	50.98%	339
Neither	11.88%	79
Poorly informed	21.80%	145
Not at all informed	7.82%	52
TOTAL		665

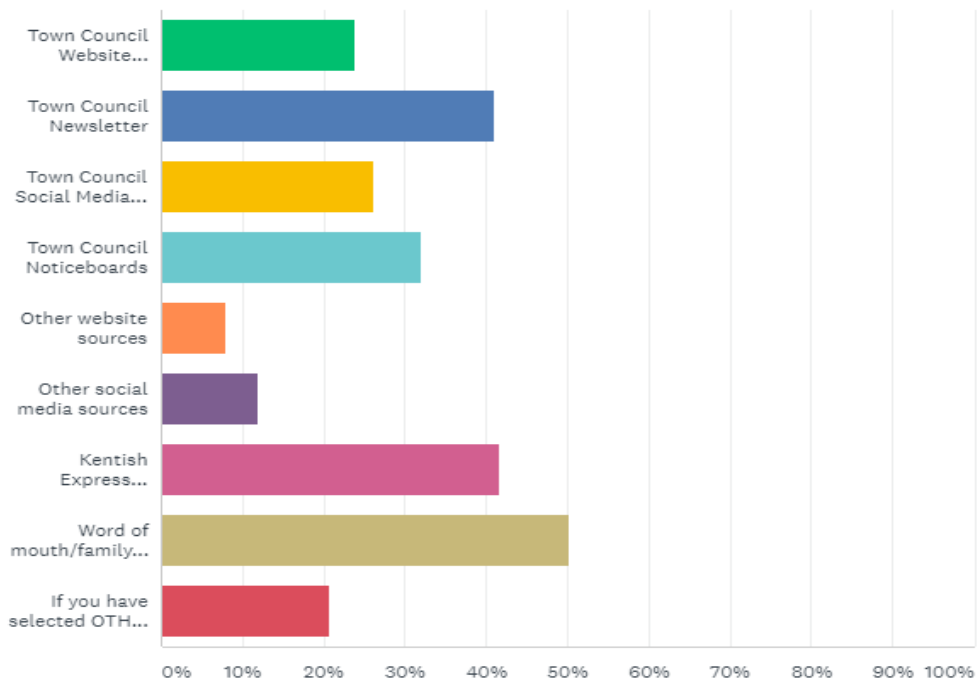
Q4. Have you attended any of the following Council events over the last 18 months?

Only 1/3 of respondents had attended a council event in the last 18 months. 2/3 commented.

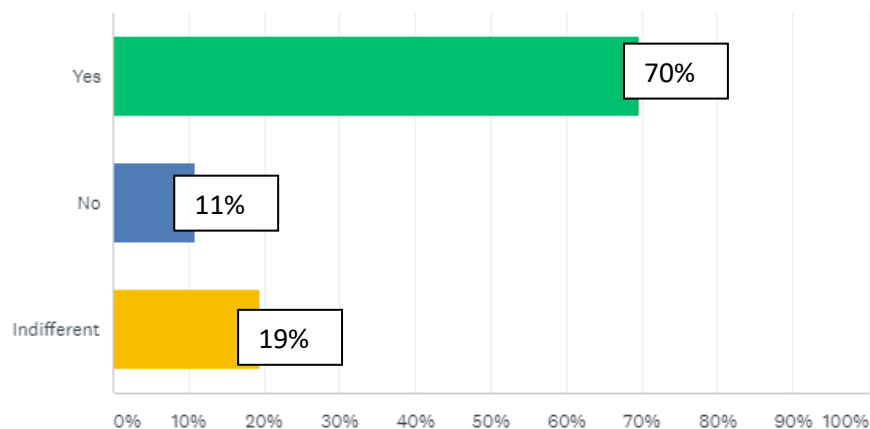


ANSWER CHOICES	RESPONSES	
▼ Regular Town Council meetings	27.63%	63
▼ Annual Town meeting	39.47%	90
▼ Councillor Surgeries/Coffee and Cake event	17.11%	39
▼ Initial research workshops for the expenditure of the Tent1 monies (Lipton Group research)	43.86%	100
▼ Attend one of the working groups (Town Hall, Cinema, Recreation Ground, Community Halls)	25.00%	57
▼ Attend a Council Sub-Committee group	14.04%	32
Total Respondents: 228		

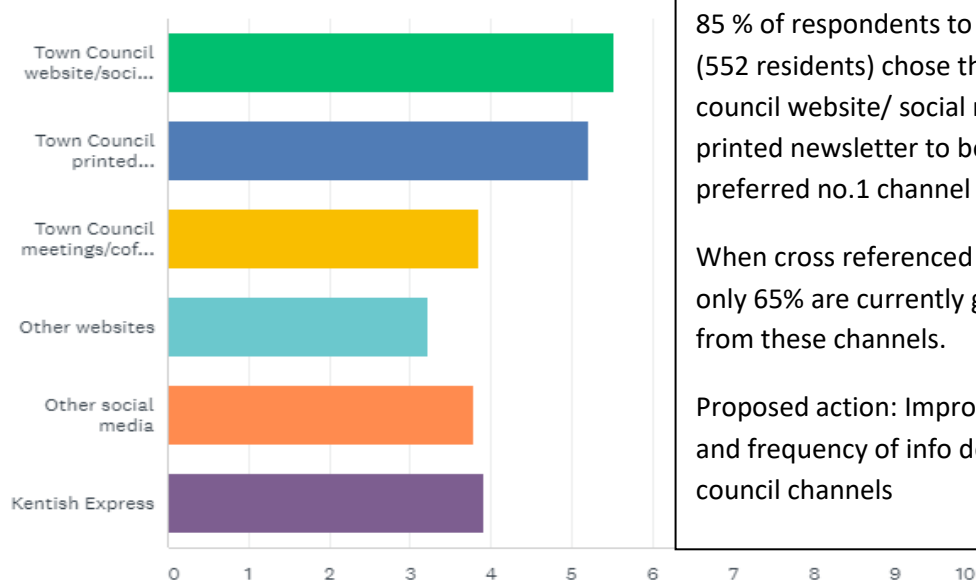
Q5. How do you currently find out about Town issues and information about Town Council services?



Q6. Would you like to receive more information on how Tenterden Town Council delivers for local residents?



Q7. If YES, what are your top 3 preferred methods to receive information?



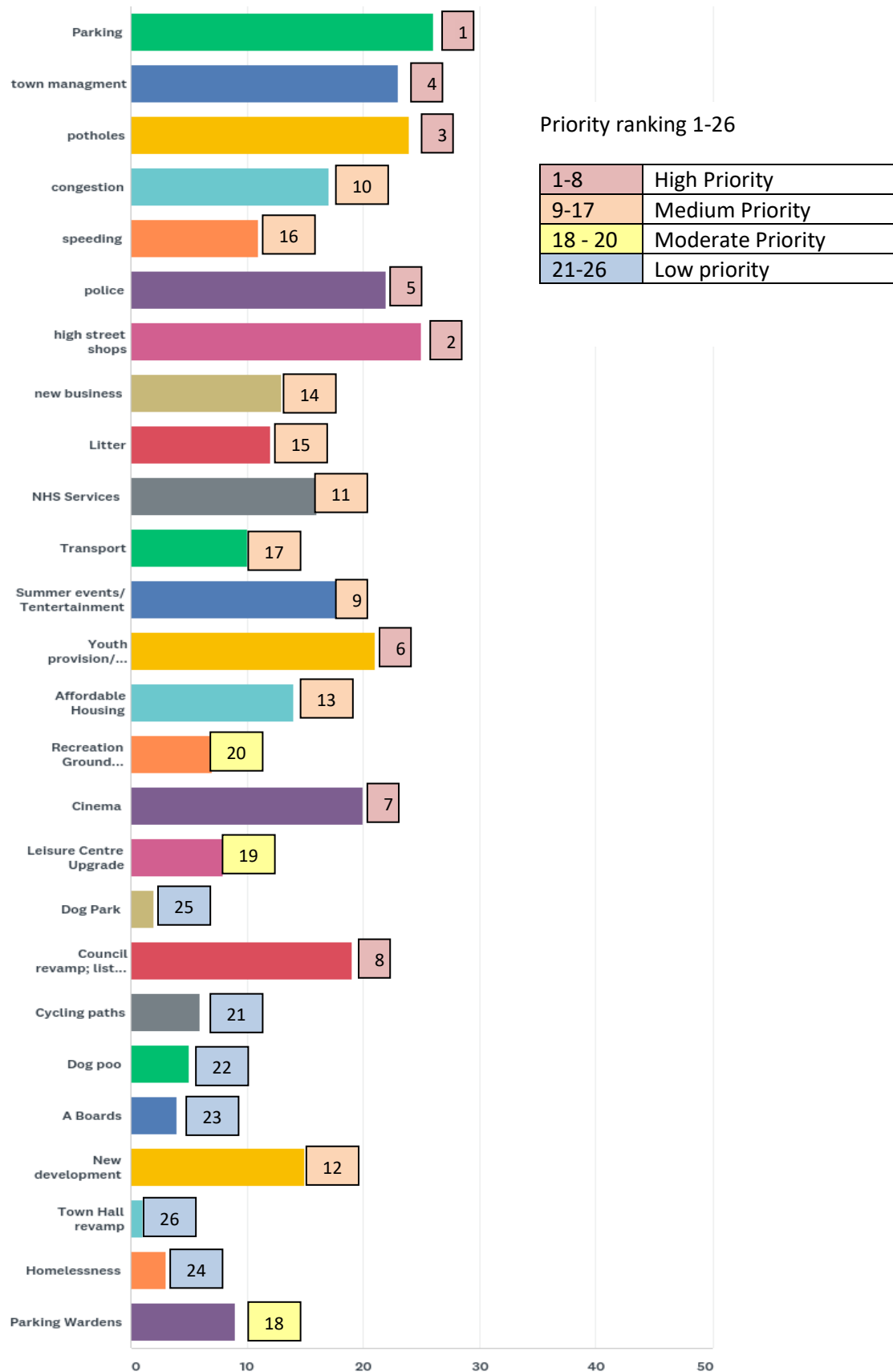
85 % of respondents to this question (552 residents) chose the town council website/ social media and printed newsletter to be their preferred no.1 channel for info.

When cross referenced with Q5. only 65% are currently getting info from these channels.

Proposed action: Improve content and frequency of info delivery via council channels

	1	2	3	4	5	6	TOTAL	SCORE
▼ Town Council website/social media	73.00% 265	15.15% 55	8.54% 31	0.55% 2	1.10% 4	1.65% 6	363	5.53
▼ Town Council printed newsletter/noticeboards	45.34% 209	38.61% 178	11.50% 53	1.74% 8	1.52% 7	1.30% 6	461	5.21
▼ Town Council meetings/coffee & cake mornings	1.93% 4	32.85% 68	37.68% 78	10.63% 22	8.70% 18	8.21% 17	207	3.84
▼ Other websites	2.68% 4	15.44% 23	24.16% 36	30.87% 46	14.09% 21	12.75% 19	149	3.23
▼ Other social media	14.13% 26	24.46% 45	23.37% 43	8.15% 15	23.91% 44	5.98% 11	184	3.79
▼ Kentish Express	10.91% 37	25.96% 88	39.82% 135	4.72% 16	3.24% 11	15.34% 52	339	3.91

Q8.What are the top priorities you would like to see Tenterden Town Council focus on over the next 1-2 years?



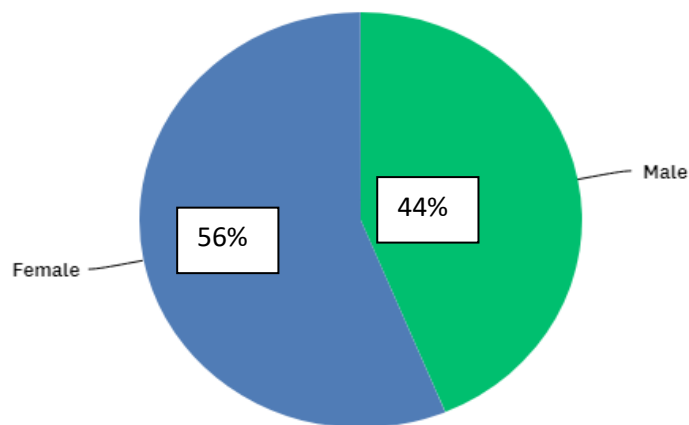
Data Sample profile -

675 completed surveys

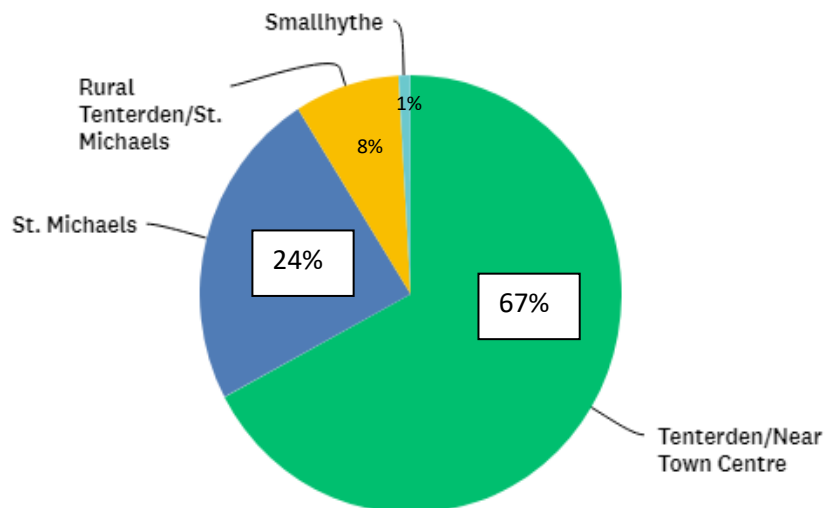
2011 population figures - resident population of Tenterden 7735 (-1202 under 17s) = 6533

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Gender:

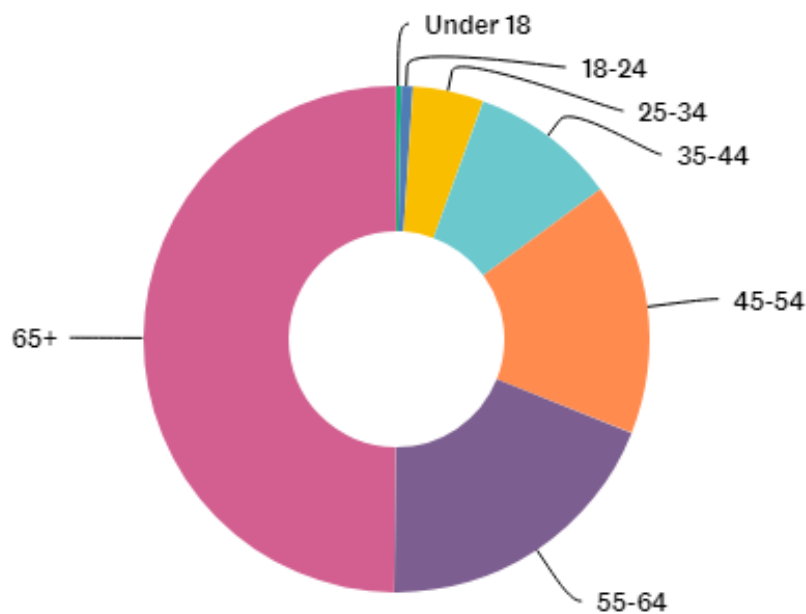


Where do the respondents live?



Survey live period - 8th May 2018 – 29th May 2018

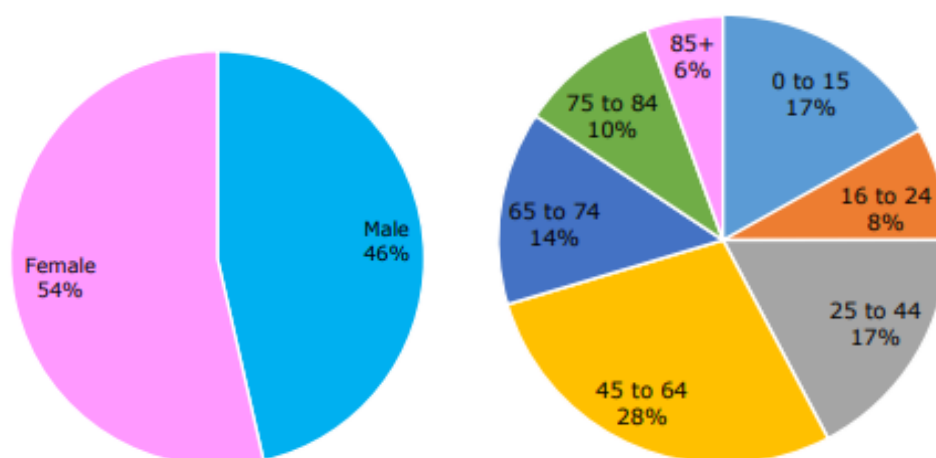
Age profile of respondents:



▼ Under 18	0.30%
▼ 18-24	0.75%
▼ 25-34	4.52%
▼ 35-44	9.34%
▼ 45-54	16.11%
▼ 55-64	19.13%
▼ 65+	49.85%

50% = 65+

Tenterden Demographic breakdown :2011 census



30% = 65+

Note: Survey sample slightly skewed to 65+

28% = 45-64