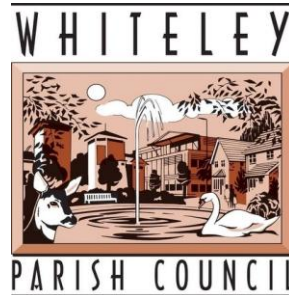


Whiteley Parish Council



Residents' Questionnaire 2008

Report on results



connect with
Marketing Means

tel: 01364 654485 • **fax:** 01364 654664

email: anna-marie@marketingmeans.co.uk • **web:** www.marketingmeans.co.uk

1. Background & Method

This report presents the findings of a survey conducted by Marketing Means on behalf of Whiteley Parish Council.

The survey was conducted to determine residents' views on a broad range of issues including:

- Transport and travel in Whiteley
- Local road proposals
- Local development
- Living in Whiteley

The survey was administered by post, with one survey sent to all addresses within Whiteley on 12th May 2008, with a closing date of 30th May 2008. The survey was accompanied by a covering letter and a reply-paid envelope and was designed using Formic so that the responses could be scanned for data-entry. Replies were received and data analysed by Marketing Means using the SPSS statistical package.

This method was chosen to ensure that all households had an opportunity to take part.

1.1 Response rate

There were 2,811 addresses in the Postal Address File for Whiteley. 1,002 completed surveys were returned, only 2 directly refused to take part and 65 surveys were returned by the Post Office as 'undeliverable'. This gives an overall response rate for the survey of 37%, which is very good for a postal survey with no reminder.

1.2 Acknowledgements

Marketing Means would like to thank Nicki Oliver for her help with this project, as well as all those who took part in this survey.

1.4 Author & publication

This report was produced by Marketing Means in June 2008.

Any press release or publication of the findings of this survey requires the approval of the author or Marketing Means. Approval will only be refused if it is felt that the intended use will provide inaccurate or a misrepresentative information.

1.5 About reading this report

'Valid' responses

In most cases, and unless otherwise stated, the results are given as a percentage of the total overall valid responses.

This excludes those answering 'Don't know / It does not apply', or where the respondent has not given a response.

Rounding

Percentages given in graphs and most tables have been rounded and may not total 100%.

Confidence Intervals

Percentages obtained in a survey may differ somewhat from those we would obtain if we were able to interview every single person in a given population. However, sampling theory allows us to be reasonably certain, to a given level that, if we were to repeat the survey, we would obtain similar results. A confidence interval (CI) is a statistical range with a specified probability that a given parameter lies within the range. CI's are usually stated as +/- x% at the xx% level.

The table below shows the approximate confidence intervals for various sample sizes. The confidence interval for the Whiteley survey was approximately +/- 3%, which indicates that we can be very confident that our results are representative and replicable.

Sample Size	Confidence Interval (50/50 split @ 95% level)
100	+/- 10%
400	+/-5%
625	+/-4%
1100	+/-3%
2200	+/-2%
4100	+/-1.5%

Sub-group analysis

Different people use services in different ways and for different reasons. Often this is related to demographics such as age and gender. In order to determine the effects of such demographics on any differences in attitudes and service usage, all questions have been cross-tabulated by:

Gender (male, female)

Age

Council that respondents pay council tax to.

The 'chi-squared' test was applied to results in order to ascertain whether any differences found are 'statistically significant'. Differences have been stated only where they are valid at the 95% level.

2. Whiteley Transport and Travel

The first section of the questionnaire asked people about transport and travel into and out from Whiteley.

Respondents were asked which services and amenities they use, where they use them and how they get there. They were also asked to say how aware they are of public transport services in the area, whether they would like more information about public transport, their preferred information format, the adequacy of public transport services and the importance of routes.

Finally in this section, respondents were asked about their attitudes towards the introduction of a 'yellow' school bus, care share, and car club schemes in Whiteley.

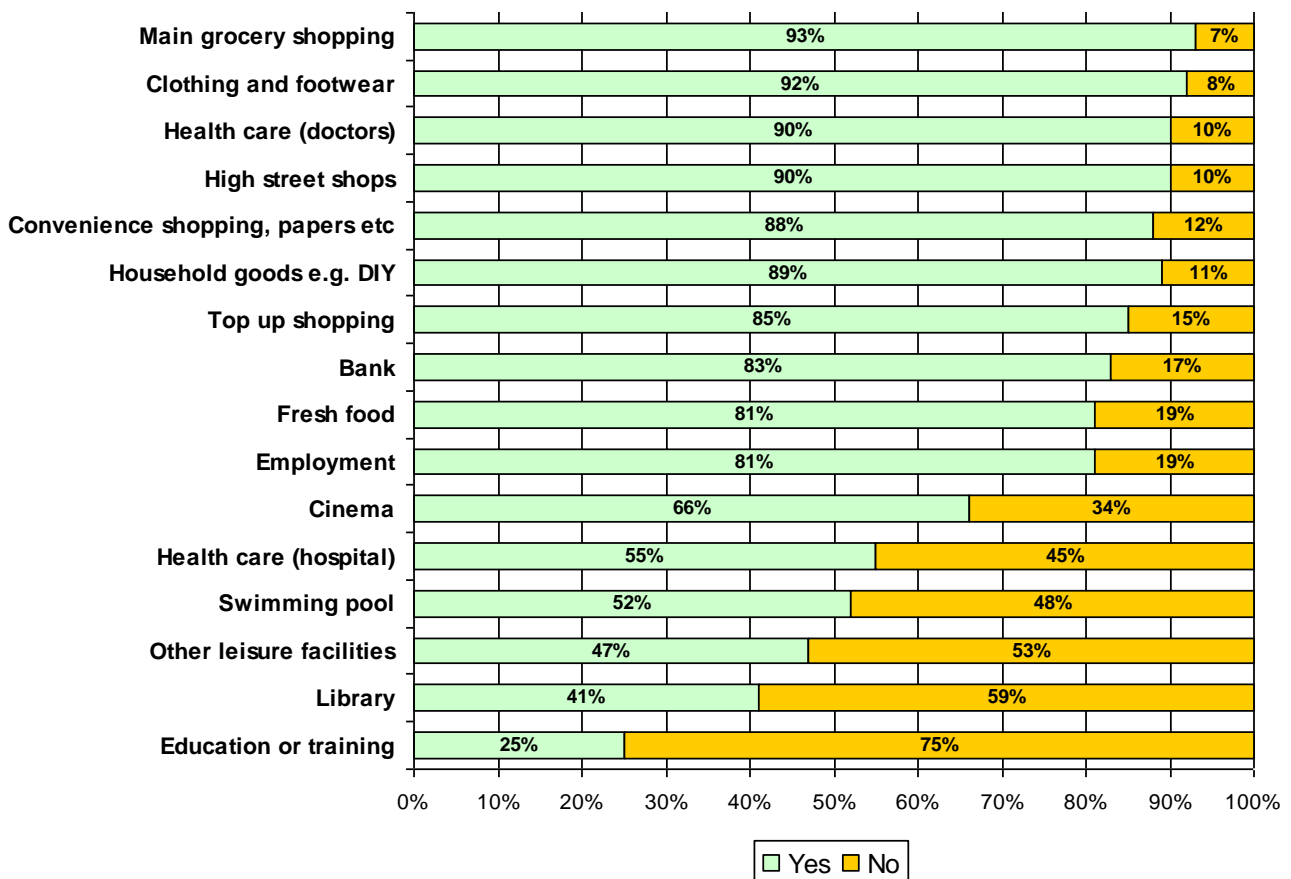
2.1 Where and how do you normally travel to access the following services?

a) Usage of services or amenities

The services and amenities most frequently accessed by Whiteley residents are 'main grocery shopping' (93%), 'clothing and footwear' (92%), 'health care (doctors)' (90%) and 'high street shops' (90%).

'Education or training' (25%), 'the library' (41%) and 'other leisure facilities' (47%) are accessed by fewer respondents.

Usage of services or amenities



Differences

There are no significant differences between respondents based on the local authority to which they paid council tax. There are some gender and age differences.

A higher proportion of women than men access 'education or training' (20% vs. 28%), the 'bank' (87% vs. 76%) and the 'library' (46% vs. 33%).

Respondents in the over 55 age group are far less likely to say that they access 'education and training' services (over 55 - 8%, 18 to 34 – 24%, 35 to 54 – 31%). There are also differences in employment, with 0% over 75 saying they access it, 53% in the 55 to 74 age group, 88% of the 35 to 54 group and 90% of the 18 to 34 year old group.

People in older age groups are more likely to use hospitals, whereas those in younger age groups are more likely to use cinemas, swimming pools, other leisure facilities and high street shops.

b) Usual location of services or amenities

The table below shows that the location that respondents choose to access services or amenities depends on the nature of the services or amenities. Whiteley tends to be the main location for everyday shopping, whereas Fareham tends to be the most popular destination for larger purchases, such as household goods. It is also more popular for general leisure activities. Larger cities are used for more specialist shopping, leisure, hospitals and employment.

Whiteley main location		Fareham main location		Larger centre main location	
Post office location		Library location		Clothing and footwear shopping location	
Whiteley	75%	Fareham	48%	Southampton	41%
Fareham	8%	Locks Heath	39%	Fareham	27%
Southampton	5%	Whiteley	3%	Whiteley	12%
Main grocery shopping location		Swimming pool location		Hospital location	
Whiteley	66%	Fareham	56%	Portsmouth	49%
Hedge End	14%	Whiteley	15%	Southampton	31%
Fareham	10%	Other	9%	Other	14%
Fresh food location		Household goods location		Employment location	
Whiteley	68%	Fareham	36%	Other	26%
Fareham	9%	Hedge End	24%	Southampton	19%
Park Gate	9%	Park Gate	17%	Fareham	16%
				Portsmouth	16%
Top up shopping location		High street shops location		Cinema location	
Whiteley	87%	Fareham	48%	Portsmouth	58%
Southampton	4%	Southampton	37%	Fareham	31%
Fareham	3%	Portsmouth	8%	Southampton	10%
				Other	16%
Convenience shopping location		Other leisure facilities location			
Whiteley	83%	Fareham	32%	Southampton	13%
Southampton	8%	Whiteley	27%		
Fareham	3%	Other	19%		

Differences

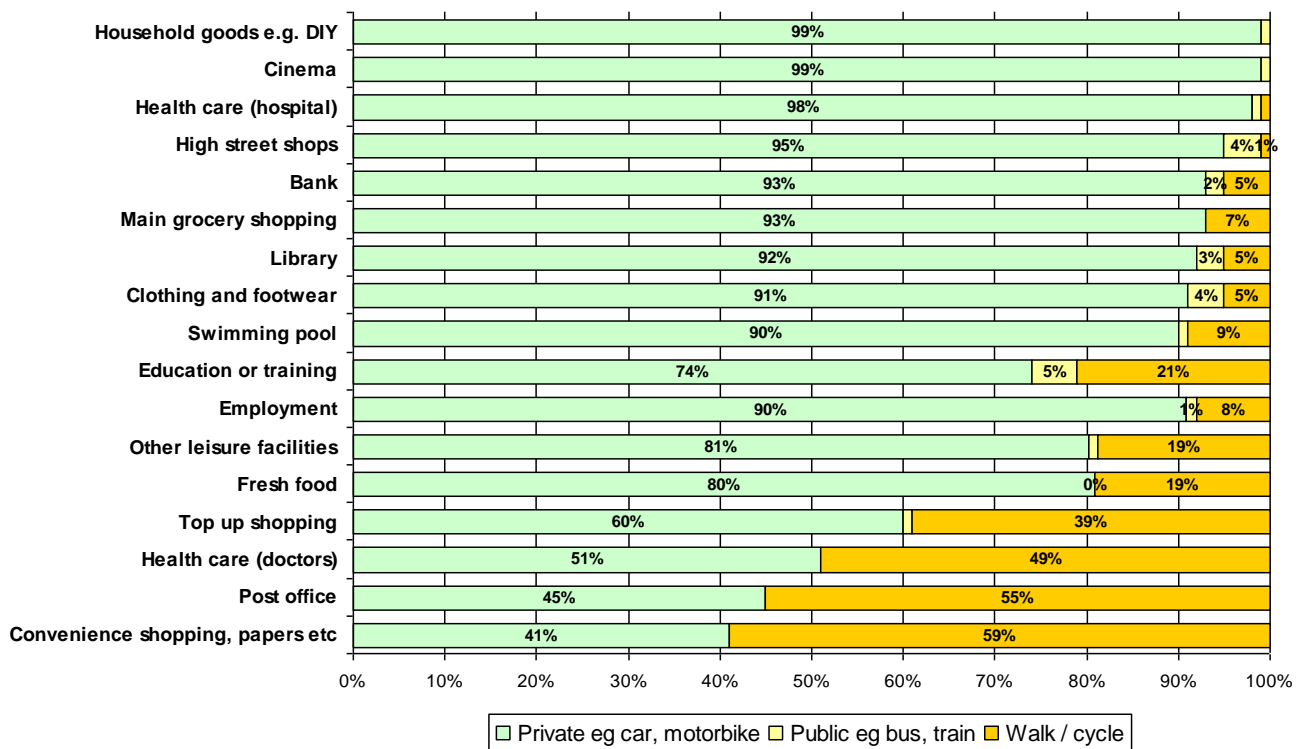
There are no significant differences in the choice of locations and demographics, except for buying clothing and shoes, with older age groups being far more likely to choose Hedge End or Whiteley for these purchases and younger age groups choosing either Southampton or Fareham.

c) Usual method of transport used to get to services or amenities

Overall, cars and other private transport are the most frequently used form of transport for getting to services or amenities. However, over half of respondents walk or cycle when convenience shopping (59%), or using the post office (55%), with 49% walking to the doctors and 39% walking to top up their shopping.

The highest levels of public transport use is for 'education or training' (5%), 'clothing and footwear' (4%) and 'high street shops' (4%).

Usual method of transport used to get to services or amenities



Differences

There are few significant differences between different demographics in the forms of transport people chose, with the proximity of the destination appearing to be the deciding factor for all respondents.

Tables: Appendix 1, Tables 1a to 1c

2.2 How aware would you say you are of the following public transport services in the area?

a) Bus routes

10% of respondents are aware of most or all the bus routes from Whiteley, while 21% are partially aware of the routes. Overall, 31% are aware of bus routes to some extent.

40% of respondents are not aware of bus routes at all.

b) Train routes

24% of respondents are aware of most or all the train routes from Swanwick station and 34% are partially aware of train routes. Overall, 58% are aware of train routes to some extent.

22% of respondents are not aware of train routes at all.

Differences

Those in the over 75 age group are more likely to know about the bus services (50% totally or partially aware of routes) but less likely to be aware of train routes (36% totally or partially aware).

There are no differences by local authority.

Table: Appendix 1, Table 2

2.3 Would you like more information about public transport services in the Whiteley area?

54% of respondents would like more information about public transport services in the area.

Differences

Those in the over 75 age group are much more likely to want information (85%) than the other age groups and women are slightly more likely than men (57% vs. 49%).

There are no differences by local authority.

Table: Appendix 1, Table 3

2.4 And what would be the main format you would use to access this information?

The two most commonly requested formats for information are leaflets / timetables sent to the home (54%) and through a website (39%).

Differences

Men are less likely to want leaflets / timetables sent to their home (43% vs. 60%) and more likely to want a website (49% vs. 34%).

Those in the under 54 age groups are much more likely to want information from a website (45% vs. 17%). Those over 54 had a strong preference for leaflets sent to the home (75% and 80%).

There are no differences by local authority.

Table: Appendix 1, Table 4

2.5 How adequate do you consider public transport services to the following destinations?

The destination with the highest proportion of very adequate or adequate (adequate overall) responses is Fareham (35%), while the lowest was Gosport (10%).

Adequacy of public transport services to different destinations (summary)

Fareham	Adequate overall	35%
Southampton	Adequate overall	27%
Portsmouth	Adequate overall	25%
Swanwick	Adequate overall	21%
Locks Heath	Adequate overall	20%
Winchester	Adequate overall	16%
Eastleigh	Adequate overall	13%
Hedge End	Adequate overall	11%
Gosport	Adequate overall	10%

Differences

There are no differences by demographic groups.

Table: Appendix 1, Table 5

2.6 And regarding those same destinations, which two do you think are most important to improve or develop?

Improvements in services to Southampton (38% of respondents) and Fareham (37%) are seen as the most important.

Public transport services most important to develop (summary)¹

Southampton	Important	38%
Fareham	Important	37%
Hedge End	Important	23%
Portsmouth	Important	20%
Swanwick	Important	17%
Locks Heath	Important	13%
Winchester	Important	6%
Eastleigh	Important	3%
Gosport	Important	3%

Differences

There are no differences by demographic groups.

Table: Appendix 1, Table 6

¹ This was a multiple response question therefore, each percentage relates to selected or not selected for each individual destination. The table above shows the 'selected' percentages.

2.7 If a 'yellow bus' was introduced in Whiteley for children going to primary school, would you consider it to be a good idea, a bad idea or neither good nor bad?

Two-thirds of respondents (65%) think a yellow bus is a good idea, 23% neither good nor bad and 12% a bad idea.

Differences

Men are more likely than women (71% vs. 62%) to think that it would be a good idea to have a yellow school bus.

Respondents over 75 (83%) are the age group most likely to think it a good idea, with those between 35 and 54 being the least likely (61%).

There are no differences by local authority.

Table: Appendix 1, Table 7

2.8 If you consider it a 'bad idea', why is that?

The main reason given for the belief that a yellow bus is a bad idea is that children should walk to school (72%).

Differences

There are no differences by demographic groups.

Table: Appendix 1, Table 8

2.9 And if a 'yellow bus' was introduced in Whiteley for children going to primary school, would you want to be able to travel with your children?

Two-thirds of respondents (68%) do not have primary school children. Of the 32% who do have children of primary school age, 47% (15% of the total) said that they would want to travel on the yellow bus with their children.

Differences

Male respondents are less likely than female respondents to say that they did not have primary school aged children (65% vs. 73%), but there are few gender differences in the attitudinal responses of those with children, with women only slightly more likely to want to travel with their children.

Respondents aged 35 to 54 are most likely to have primary school aged children, followed by the 18 to 34 age group. The 18 to 34 year old respondents are more likely to want to travel with their children if a yellow bus is introduced.

There are no differences by local authority.

Table: Appendix 1, Table 9

2.10 Would you be interested in a car share scheme, which provides information about people who live and work near to one another so that they can arrange lifts in order to reduce single occupancy cars?

22% of respondents (213) would be interested in a car share scheme in Whiteley.

Differences

A higher proportion of women than men expressed an interest in a car share scheme (25% vs. 17%).

Those between 55 and 74 (7%) are much less likely than other groups to express an interest in a car share scheme, with those in the 18 to 34 age group being the most likely (30%).

There are no differences by local authority.

Table: Appendix 1, Table 10

2.11 Would you be interested in a 'car club' scheme, where private members can book by-the-hour cars parked nearby on the street, rather than owning a car?

12% of respondents (111) would be interested in a car club scheme in Whiteley.

Differences

Those in the 55 to 74 age group (42%) are much more likely than other age groups to express an interest in a car club scheme.

There are no differences by gender or local authority.

Table: Appendix 1, Table 11

2.12 If you are not interested in either of these schemes, why not?

The two most common reasons why respondents would not want to use either a car share or a car club scheme are that it would be inconvenient (21%) and that they prefer having their own car (18%). A further 16% said it was not possible to share a car, and 12% need their car for work.

Differences

There are no significant differences by demographic group.

Table: Appendix 1, Table 12

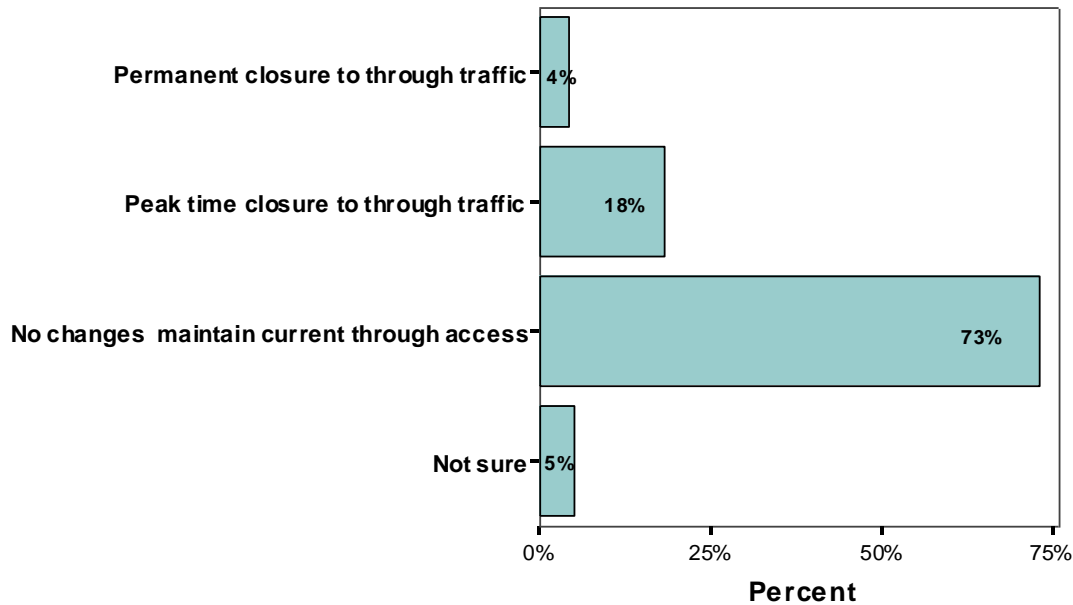
3. Local Road Management

The next section of the questionnaire requested residents' opinions regarding some possible road management options for Leafy Lane, Yew Tree Drive and Rookery Avenue.

3.1 With regards to Leafy Lane, which of the possible traffic management systems would you be most supportive of?

Three-quarters of the respondents (73%) do not want changes to the current arrangements for Leafy Lane, while 18% would prefer peak time closure of the road.

Support for Leafy Lane options



Source: Marketing Means

Base: All who responded 982

Of respondents living in the Leafy Lane area, 57% would like to see peak time road closure of Leafy Lane, 20% no changes to the current arrangements, and 19% permanent closure of the road.

Differences

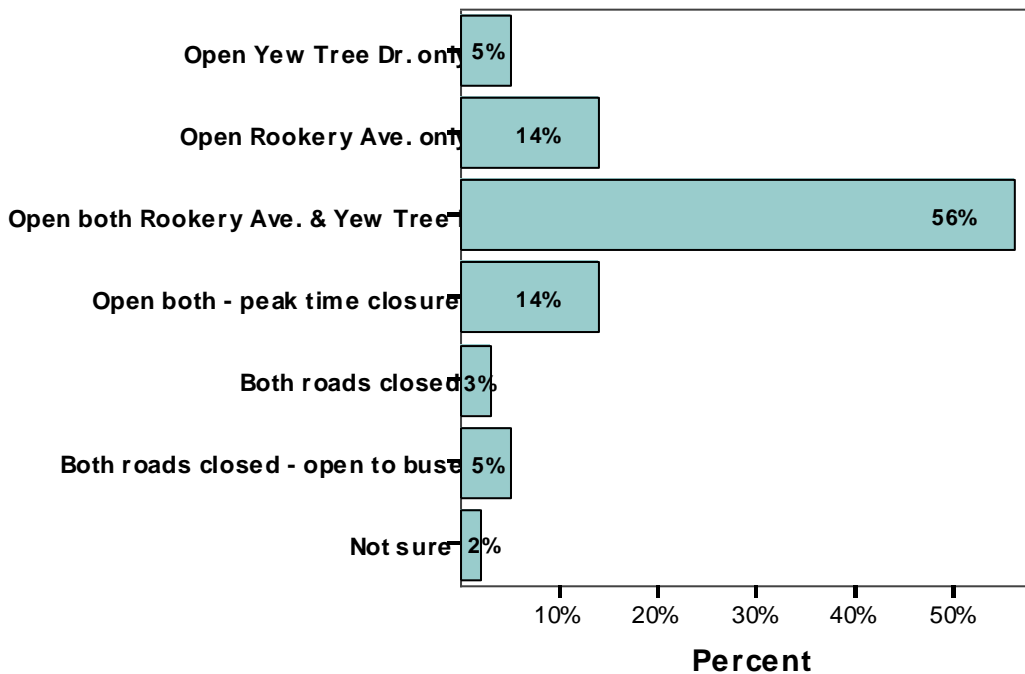
There are no significant differences by demographic group.

Table: Appendix 1, Table 13

3.2 With regards to Yew Tree Drive and Rookery Avenue, which of the possible traffic management systems would you be most supportive of?

90% of all respondents support the opening of Yew Tree Drive or Rookery Avenue or both roads to all traffic. 14% wish to see peak time closures to prevent commuter rat-running.

Support for Yew Tree Drive & Rookery Avenue options



Source: Marketing Means

Base: All who responded 962

Differences

There are no significant differences by age or gender.

95% of Winchester-based respondents support the road openings. The opening of either Rookery Avenue only or Yew Tree Drive only are supported by 6% and 3% respectively.

86% of Fareham respondents support the road openings. The opening of either Rookery Avenue only or Yew Tree Drive only are supported by 21% and 6% respectively.

5% of respondents feel that both roads should be open to buses only (Fareham respondents 7%, Winchester 2%).

3% of respondents wish both Rookery Avenue and Yew Tree Drive to remain closed to general traffic (Fareham respondents 5%, Winchester 1%).

Table: Appendix 1, Table 14

3.3 What is the main reason why you would prefer the option you have chosen?

Over half of respondents say that their main reason for choosing their preferred option regarding Rookery Avenue and Yew Tree Drive was to provide more access (59%). The second most frequent reply is to avoid congestion.

Differences

There are no significant differences seen by demographic group.

Table: Appendix 1, Table 15

4. Local Development

The third section was concerned with identifying the needs of residents and the levels of support for various plans regarding the development of Whiteley. Possible developments include the building of 3000 houses in North Whiteley including affordable homes and the redevelopment of Whiteley Village.

4.1 Please indicate the level of importance you feel provision of these aspects or facilities should be given in any development in North Whiteley?

97% of respondents feel that open spaces are a very or fairly important aspect of any development in North Whiteley, with 96% believing that cycle paths and footpaths are important.

Overall importance of aspects or facilities in the development of North Whiteley (summary)

Aspect / Facility	Overall importance (very / fairly important)	Percentage
Open spaces	Overall importance (very / fairly important)	97%
Cycle / footpaths	Overall importance (very / fairly important)	96%
Additional access roads	Overall importance (very / fairly important)	95%
Local shops	Overall importance (very / fairly important)	92%
Community facilities	Overall importance (very / fairly important)	92%
Primary schools	Overall importance (very / fairly important)	89%
Public transport	Overall importance (very / fairly important)	88%
Secondary school	Overall importance (very / fairly important)	87%
Sports pitches	Overall importance (very / fairly important)	84%
Sustainable construction methods	Overall importance (very / fairly important)	66%
Eco-friendly homes	Overall importance (very / fairly important)	56%
Allotments	Overall importance (very / fairly important)	37%
Affordable housing	Overall importance (very / fairly important)	34%

Differences

Women are more likely than men to think that primary schools (92% vs. 85%) are a very or fairly important consideration in the development of Whiteley. This was also the case for a secondary school (90% vs. 83%) and public transport (92% vs. 83%). These three facilities are regarded as important overall.

There are some differences by age group, but significant differences are only evident for public transport, with 100% of those of the over 75 age group believing that public transport is important compared to 85% of those between 18 and 35.

Table: Appendix 1, Table 16

4.2 And if this development option for North Whiteley was put forward, which of these aspects do you consider the most important?

'Additional access roads' (41%) is most frequently considered to be the most important consideration for developers, followed by 'primary schools' (18%), 'secondary school' (16%) and open spaces (10%). These four categories account for 85% of all responses to this question.

Differences

Women are more likely than men to think that primary schools (22% vs. 13%) and a secondary school (19% vs. 13%) are the most important aspects, whereas men are more likely to think that additional road access is the most important (48% vs. 37%).

Those between 18 and 34 are more likely to choose primary schools than the other age groups (32%), whereas those between 35 and 54 are most likely to choose secondary schools (22%). The age group most concerned by additional access roads are the 55 to 74 year olds (57%).

There are no differences by local authority.

Table: Appendix 1, Table 17

4.3 Which of the following facilities do you use regularly or often that involve you travelling out of Whiteley to access?

'Other healthcare' (82%), 'street market' (79%) and 'library' (73%) are the facilities that residents are most likely to travel out of Whiteley to access.

Facilities that often involve travelling out of Whiteley (summary)

Facility	Frequency	Percentage
Other healthcare	Regularly travel to use	82%
Street market	Regularly travel to use	79%
Library	Regularly travel to use	73%
High quality food supermarket	Regularly travel to use	42%
Crèche / nursery	Regularly travel to use	39%
Bank	Regularly travel to use	38%
Church	Regularly travel to use	28%
Other leisure facilities	Regularly travel to use	27%
Post office	Regularly travel to use	26%
Restaurants / pubs	Regularly travel to use	19%
High street shops	Regularly travel to use	16%
Other facility	Regularly travel to use	15%
Fresh food	Regularly travel to use	14%
Laundry services / dry cleaning	Regularly travel to use	14%
GP surgery	Regularly travel to use	5%

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 18

4.4 And, still thinking about the same facilities, which three would you most like to be included in any future development of Whiteley Village?

Crèche / nursery (56%), restaurants / pubs (53%) and a post office (44%) are by far the most frequently cited facilities that residents most want included in any redevelopment of Whiteley Village.

Facilities that often involve travelling out of Whiteley (summary)

Crèche / nursery	Want included	56%
Restaurants / pubs	Want included	53%
Post office	Want included	44%
Laundry services / dry cleaning	Want included	26%
Bank	Want included	25%
High street shops	Want included	20%
Library	Want included	16%
High quality food supermarket	Want included	8%
Other leisure facilities	Want included	7%
Fresh food	Want included	6%
GP surgery	Want included	6%
Street market	Want included	3%
Church	Want included	3%
Other healthcare	Want included	1%

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 19

4.5 What do you think is the appropriate level of services that Whiteley Village should be offering in the future?

Three-quarters of respondents (75%) feel that 'resident population level' is the appropriate level of services that Whiteley Village should offer, with 17% believing that wider area level of service is more appropriate.

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 20

4.6 In general, how supportive are you of providing affordable housing in Whiteley?

Just over a third of respondents (37%) are 'very' or 'fairly supportive' of the provision of affordable housing in Whiteley. Over a quarter (28%) are 'not that supportive', with a further third (31%) that they 'not supportive at all'.

Differences

Women are more likely to be supportive of the provision of affordable housing than men (43% vs. 31%).

A much greater proportion of the over 75 age group are in favour of affordable housing, although there was a very small sample for this age group, therefore this result is not statistically significant.

There are no differences by local authority.

Table: Appendix 1, Table 21

4.7 And, still thinking about affordable housing, do you think that people with a local connection to Whiteley (i.e. living or working there) should be given priority allocation or do you think that there should be equal opportunity for all expressing an interest in living in Whiteley ?

Over half of respondents (61%) think there should be priority allocation of any affordable housing for people with local connections, with under a third (30%) saying that there should be equal opportunities for all those expressing an interest. 9% are not sure.

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 22

4.8 And, still thinking about affordable housing, is there anyone currently living in your household who is in need of housing / wishing to set up an independent household in Whiteley, but is unable to rent or buy privately?

7% (64) respondents have someone currently living with them in need of affordable housing.

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 23

4.9 If yes, what size of housing is required?

19 respondents (28%) need one-bedroom accommodation, 28 (42%) need two-bedrooms, 18 (27%) need three-bedrooms and 2 (3%) need four-bedrooms or more.

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 24

5. Living in Whiteley

The final section of the questionnaire asked respondents about how they find out about what is happening locally, about their internet connections and about what they like, dislike and want for the future of Whiteley.

5.1 How do you find out what is happening in Whiteley?

Notice boards (80%) are the most frequently used source of information about what is happening locally, followed by newsletters from 'other sources' (i.e. church, clubs) (51%).

How do you find out what is happening in Whiteley? (Summary)

	Source used	
Notice boards	Source used	80%
Newsletters from other sources	Source used	51%
Talking to friends and family	Source used	48%
Newsletters from Councillors / political parties	Source used	36%
The Whiteley Voice	Source used	17%
Southern Evening News	Source used	17%
Whiteley web forums	Source used	9%
The Parish Council website	Source used	8%
Southern Daily Echo	Source used	7%

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 25

5.2 Which of the following locations do you have access to the internet?

Over 90% of respondents have access to the Internet either at home or at work.

Differences

Men are more likely to have internet access at both home and work than women (66% vs. 54%), with women more likely to say that they only have the internet at home (32% vs. 25%).

Respondents in the over 55 age groups are less likely to have any internet access, and those that do tend to only have it at home.

Table: Appendix 1, Table 26

5.3 What one thing do you most like about living in Whiteley?

More than two-fifths of respondents feel that natural setting, countryside and woodlands (43%) to be why they like living in Whiteley. Respondents also like the peace and quiet (18%), nice, family-friendly community (18%), good access to major cities and their amenities (11%) and the low crime rates and feeling of safety in Whiteley (10%).

Differences

There are no significant differences by demographic group.

Table: Appendix 1, Table 27

5.4 What one thing do you least like about living in Whiteley?

Access to Whiteley (33%) and traffic congestion (27%) are by far the most frequently cited responses to this question, accounting for 60% of all answers.

Differences

There are no differences by gender or age group.

There are some differences between respondents according to their council tax zone. Respondents from the Winchester side of Whiteley are much more likely to choose 'traffic congestion' than the Fareham respondents (36% vs. 19%), but less likely to choose 'access' (27% vs. 39%).

Table: Appendix 1, Table 28

5.5 What one thing would you most like to see happen in Whiteley in the future?

Over two-fifths of respondents (44%) say that improved access and reduced traffic are the things that they would most like to see happen in Whiteley in the future. A further quarter (23%) want to see more schools.

Differences

Men are more likely to want to see improved access and reduced traffic congestion than women (53% vs. 39%); with women more likely to want more schools (28% vs. 16%).

Respondents in the younger age groups are more likely to want greater provision of schools, whereas older respondents are more likely to want improved access and reduced traffic congestion.

There are no differences by local authority.

Table: Appendix 1, Table 29

5.6 What one thing would you least like to see happen in Whiteley in the future?

Over half of respondents (59%) do not want to see any more development or 'uncontrolled' development in Whiteley, with a further quarter saying that they did not want to see the access and traffic congestion situations continue.

Differences

There are no differences by demographic group.

Table: Appendix 1, Table 30