

Kingston Panel Wave 4

Final Report

Research Study Conducted for the Royal
Borough of Kingston



February – March 2008

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Introduction

This report presents the findings of a research study conducted by the Ipsos MORI Social Research Institute on behalf of the Royal Borough of Kingston upon Thames.

Background and Objectives

This is the fourth wave of the Kingston Panel survey, following on from the first wave, which focused on education, young people's services and budget priorities, the second wave, which concentrated on environmental issues and the new Hook Centre, and the third wave, which asked Panel members about recycling, street cleaning, and shopping habits. This wave of research focuses on shopping in the borough, specifically looking at residents' use of local shopping centres for goods and services. The questionnaire, covering Panellists' attitudes to the local shopping centres, is appended to this report, and the full set of computer tabulations has been made available in electronic format.

Methodology

Questionnaires were sent by post to all 1,689 members of the Kingston Residents' Panel on 18 February 2008. A reminder questionnaire was sent to non-respondents on 17 March 2008. Fieldwork closed on 31 March 2008. 982 questionnaires were received, a response rate of 58%. Data are weighted by age, gender, tenure and work status to reflect the population profile of the borough as a whole.

Panel members were recruited in July 2005 through the 2005 Kingston Residents' Survey. The panel represents a broad cross-section of local residents. It includes older and younger people, men and women, Council housing tenants and owner-occupiers and both those in employment and unemployed.

Interpretation of data

The Kingston Residents' Panel was recruited to be broadly representative of the demographic make-up of Kingston upon Thames. As indicated above, findings have been weighted to reflect the profile of the population. However, postal surveys are reliant on respondents choosing to send back the questionnaires – 'self-selecting' – and as such the findings should be treated as indicative rather than truly representative of the population at large.

When interpreting these findings, it is important to remember that the results are based on a sample of the population, not the entire population, of Kingston. Consequently, results are subject to sampling tolerances, and not all differences between sub-groups are statistically significant (i.e. a real difference). The sampling tolerances are indicated in the appendices.

Caution should be exercised when comparing percentages derived from base sizes of 99 respondents or fewer, and particularly when comparing percentages derived from base sizes of 50 respondents or fewer. In the reporting which follows, percentages which derive from base sizes of 50-99 respondents should be regarded as indicative. Where bases fall below 30 respondents, we give actual numbers (Ns), not percentages when appropriate.

Where percentages do not sum to 100%, this is due to computer rounding, the exclusion of “don’t know” categories, or multiple responses. An asterisk (*) denotes a value of less than 0.5% but greater than zero.

References may be made in the text to “net” figures. These represent the balance of opinion on attitudinal questions, and provide a useful means for comparing the results for a number of variables. For example, in the case of a “net agree” figure, this represents the percentage of respondents agreeing with something, less the percentage not agreeing. For example, if 40% of respondents agree with a statement and 25% disagree, the “net agree” figure is +15 percentage points.

Where appropriate, figures from the most recent BVPI General Survey, which was carried out by Ipsos MORI between September and December 2006, are included. These data are based on “all answering” i.e. excluding those who do not provide an answer, or who say “Don’t Know”. For purposes of comparison, the equivalent questions from the Panel survey are also re-based on this basis.

The report also draws on differences between the four neighbourhood areas of the borough. The following table shows the numbers of completed surveys in each of these four areas.

Completed Surveys by neighbourhood area

Kingston Town	Malden and Coombe	South of the Borough	Surbiton
261	350	133	236

Due to small base sizes, it has not been possible to draw any statistically significant comparisons between individual shopping centres. The data tables that accompany this report include this breakdown in relation to relevant questions; however, these figures should be seen as indicative only.

Publication of data

As the Council has engaged Ipsos MORI to undertake an objective programme of research, it is important to protect the Council’s interests by ensuring that it is accurately reflected in any press release or publication of the findings. As part of our standard terms and conditions, the publication of

the findings in this report are therefore subject to the advance approval of Ipsos MORI. This would only be refused on the grounds of inaccuracy or misrepresentation.

Acknowledgements

We would like to thank Matthew Riley and Andrew Lynch for their continuing support and advice on this project.

Executive Summary

Local shopping centres are most frequently used by Panel members for 'top-up' convenience goods, although one quarter use them at least once a week for their main food shopping. Older Panellists, aged 55 and over, are more likely to do so, while those younger than this are more likely to use their local shopping centre for eating out, and to access the area at the weekend.

Panel members are positive about a range of aspects of their local shopping centres; this is particularly the case in terms of accessibility, while smaller proportions agree that the area looks nice and that they provide a good range of services. This is reflected when Panel members consider improvements that they would make, with an improvement in the range of shops being most commonly cited. Those in the South of the Borough are more negative about their local shopping centres, specifically in terms of accessibility; these Panellists are more than twice as likely to disagree that their nearest centre is easy to get to.

The most common means by which Panel members travel to their local shopping centres is on foot, with younger Panellists more likely to do so. As we might expect, given the expression of concern by those in the South of the Borough over the accessibility of their local centre, these Panel members are more likely than those in any other neighbourhood area to travel by car.

Although convenience goods and services are the most common reason for visiting local shopping centres, Panellists are more likely to use the borough's town centres for both of these purposes. Proximity is cited as the most popular reason for making choices in terms of where to access convenience goods and services, with almost all Panel members travelling less than a mile in both cases. Therefore – despite the heightened concerns over the accessibility of local shopping centres among those in the South of the Borough – in the absence of a major town centre, these Panellists are more likely than those in other neighbourhoods to visit local shopping areas for convenience goods and services.

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Checked & Approved:

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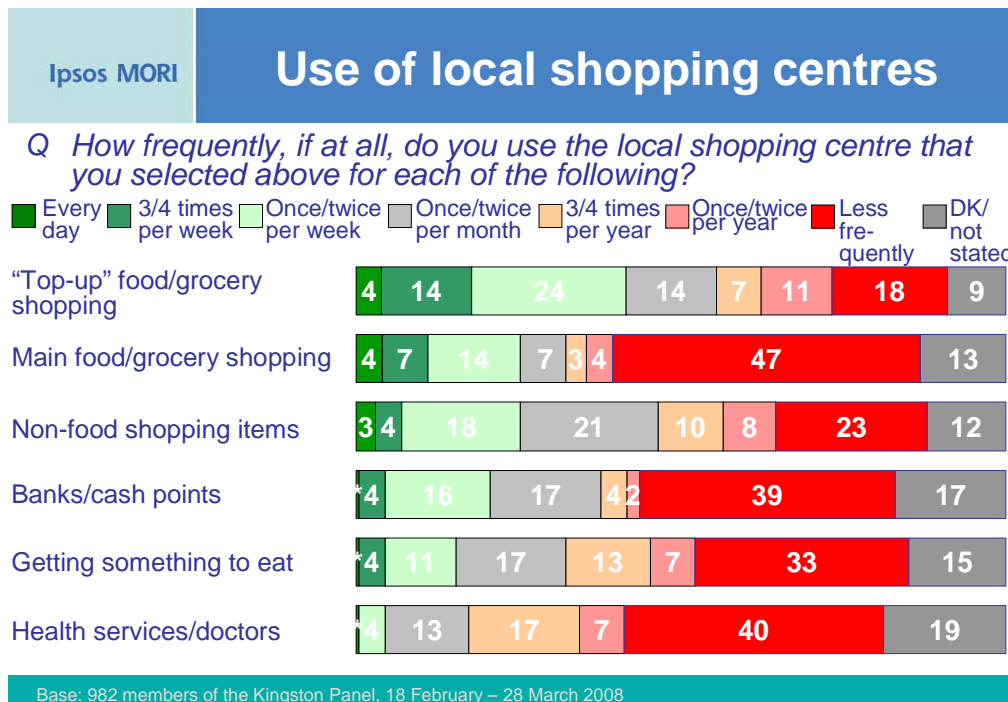
Local Shopping Centres

This section covers the frequency of use of the shopping areas that Panel members have identified as their most local centre, and how residents travel there. Attitudes to these local centres are also probed, with Panel members asked what improvements they would like to make.

Using local shopping centres

As we would expect with a Panel recruited from a geographical spread of the borough, there is a fairly even distribution in terms of the local shopping centres that are nearest to members' homes. Most commonly mentioned, however, is the Surbiton Road shopping area, with more than one in ten citing this as their nearest centre (13%). Conversely, only one per cent of Panel members say that Robin Hood Way, Kingston Vale, Crescent Road, and Chiltern Drive are their nearest local shopping centres.

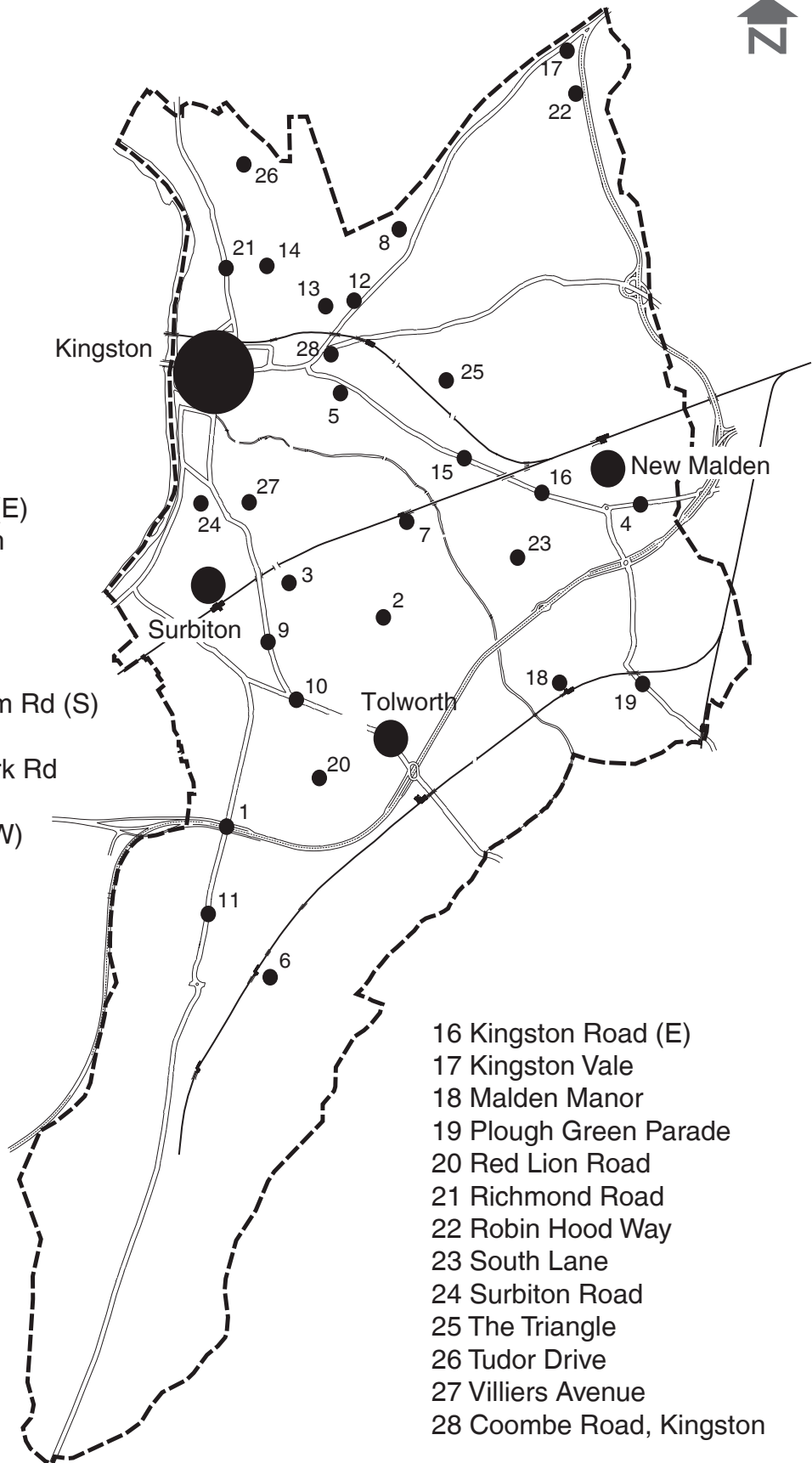
Panel members use their local shopping centres most frequently for "top-up" food and grocery shopping, with just over two in five using them for this purpose at least once a week (42%), and one in five using them at least three or four times per week (18%). Furthermore, one quarter of Panel members use their nearest centre for their main food shopping and for non-food shopping items (25% in each case). However, there appears to be a split in terms of the former, with around half saying that they use their local shopping centre less than once a year for this purpose (47%). Health services are the least frequent reason for Panellists' using their local centre, with less than one in twenty doing so at least once per week (four per cent).



Kingston Local Centres



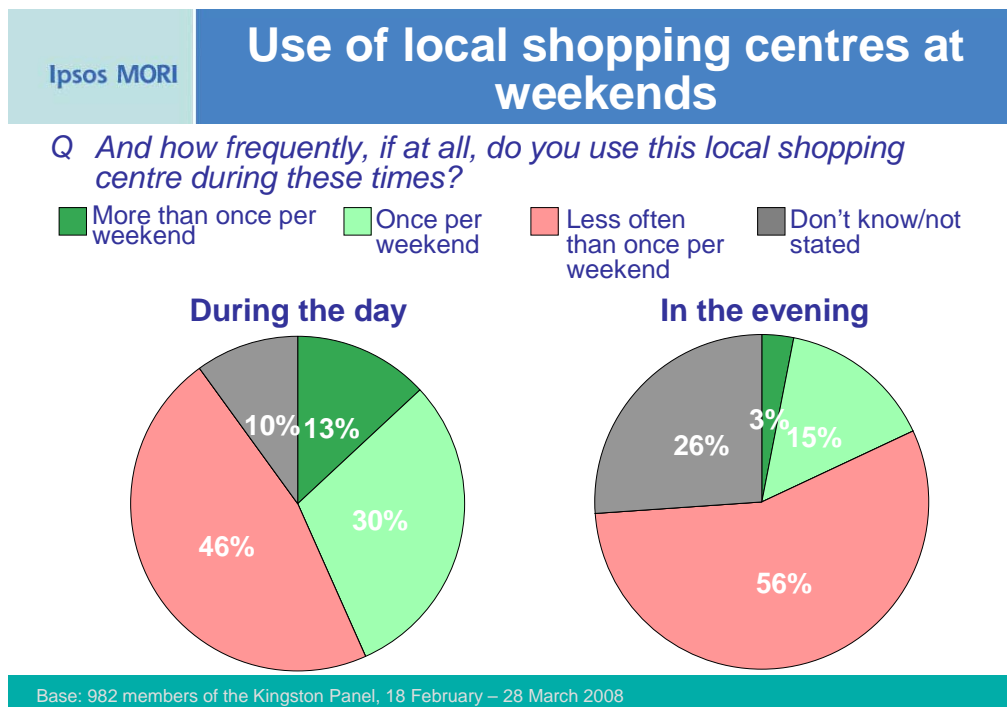
- 1 Ace of Spades
- 2 Alexandra Drive
- 3 Berrylands Road
- 4 Burlington Road
- 5 Cambridge Road (E)
- 6 Chessington North
- 7 Chiltern Drive
- 8 Crescent Road
- 9 Ewell Road (N)
- 10 Ewell Road
- 11 Hook Parade/ Elm Rd (S)
- 12 Kingston Hill (N)
- 13 Kingston Hill/ Park Rd
- 14 Kings Road
- 15 Kingston Road (W)



- 16 Kingston Road (E)
- 17 Kingston Vale
- 18 Malden Manor
- 19 Plough Green Parade
- 20 Red Lion Road
- 21 Richmond Road
- 22 Robin Hood Way
- 23 South Lane
- 24 Surbiton Road
- 25 The Triangle
- 26 Tudor Drive
- 27 Villiers Avenue
- 28 Coombe Road, Kingston

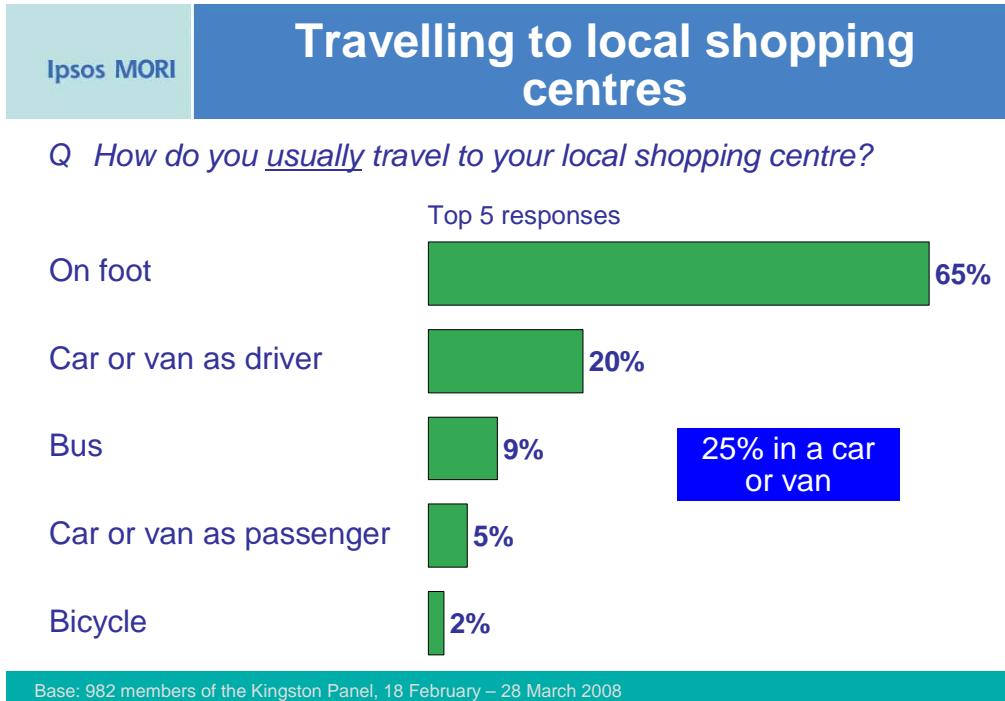
Younger Panel members, aged between 16 and 34, use their local shopping centre least often for doing their main food shopping; three in five use them for this purpose less frequently than once a year (61% vs. 47% overall). Age is also a factor when considering use of these centres for eating out, with those aged 55 and over using them for this purpose less frequently than younger Panellists (eight per cent use them at least once a week vs. 15% overall). Those in the South of the Borough are also less likely to use them for eating out, with more than four in five doing so less than once per week (82% vs. 69% overall). Conversely, Panel members living in this part of the borough are more likely to use their local shopping area for top-up convenience goods, with just under three in five doing so at least once a week (57% vs. 42% overall).

Thinking about the use of these local shopping centres during the day and evenings at weekends, more than two in five say that they use them at least once per weekend during the day (43%), and one in five do so at least once per weekend in the evenings (18%). However, the most common answer in each case is that these are used less often than once a weekend (46% and 56% respectively).



While use of local centres during the day at the weekend is relatively consistent across Panel members, there are two key differences in terms of use in the evenings. Perhaps as we might expect, younger Panellists, aged under 35, are most likely to do so at least once per weekend (27% vs. seven per cent of those aged 55 and over). Panel members from ethnic minority backgrounds are also more likely to use the centres in the evening, with more than one third saying they do so at least once per weekend (35% vs. 15% of white British residents). It is possible, however, that this difference reflects the younger profile of ethnic minority Panel members.

The most commonly cited means for Panel members to travel to their local shopping centre is by walking, with around two thirds saying that they usually do so (65%). A further quarter travel in a car or van (25%), with the majority of these Panel members driving themselves. Just under one in ten say that they would usually travel by bus (nine per cent).



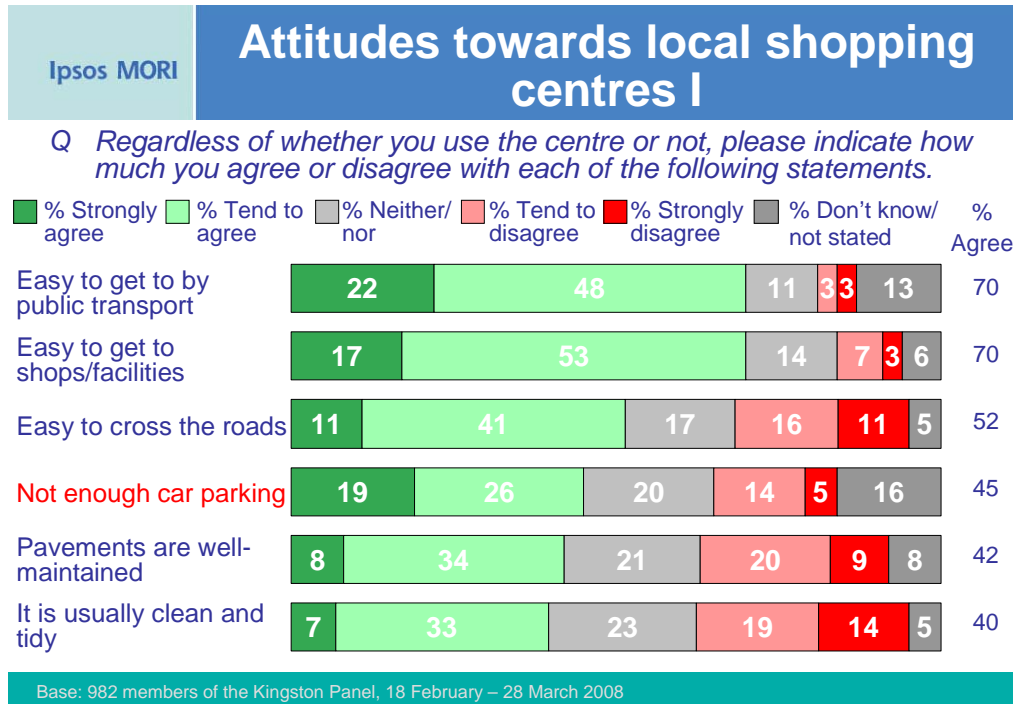
There is a noticeable age difference in terms of travelling to local shopping centres, with the proportion choosing to walk rising to more than seven in ten among those aged under 45 (72% vs. 57% of those older than this). Possibly reflecting a combination of the age profile of the neighbourhood and its location, those living in Kingston Town are also more likely to walk, particularly in comparison with residents of the South of the Borough (71% vs. 50%). These panel members, together with those from Malden and Coombe (31% and 28%), are more likely than those in Kingston and Surbiton to drive to their local centre (13% and 12% respectively). The bus is more likely to be the means of transport of choice among ethnic minorities (20%), and those who are not working (14%).

For a full breakdown of the transport methods used for each local shopping centre in the borough, please see the data tables that accompany this report.

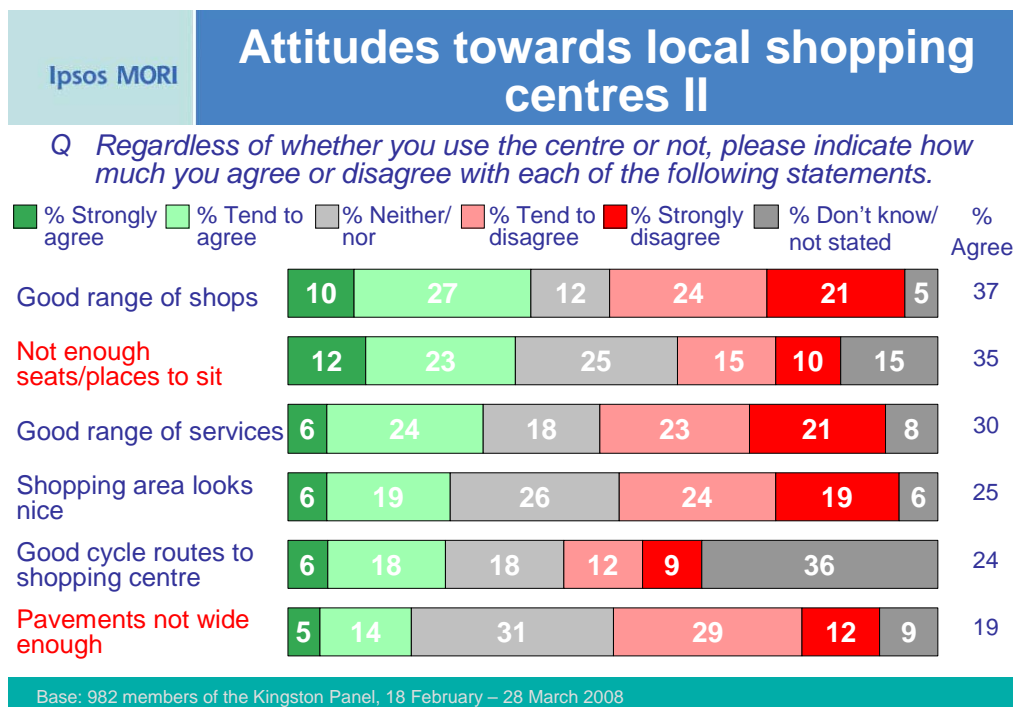
Attitude to local shopping centres

Panel members are generally most positive about the ease of accessing their local shopping centre, with seven in ten agreeing in each case that they are easy to get to, and specifically accessible by public transport (70%). More than half also agree that it is easy to cross the roads (52%), and less than one in five agree that the pavements are not wide enough (19%) – positive findings given the popularity among Panellists of walking to their local centre. In terms of access, there are issues in terms of travel via car and bicycle, with more than two in five saying that there is not enough parking (45%) and only

one quarter of Panel members agreeing that there are good cycle routes (24%). However, the latter question is not answered by more than a third of Panellists, who perhaps do not have the experience necessary to express an opinion (36%).



There are split views among Panel members in terms of the range of shops and services provided, with similar proportions agreeing and disagreeing in each case.



As we might expect, Panel members living in Kingston Town are more likely to say that their local centres provide a good range of services, with two in five agreeing with this (40% vs. 25% overall). These Panellists are also more positive about the way the centres look (34% vs. 20% in Surbiton), while younger Panel members, aged under 35 are more inclined to disagree with this (47% vs. 32% overall). Those living in the South of the Borough are less positive about issues around access, with almost twice the proportion disagreeing that their nearest centre is easy to get to than the overall figure (19% vs. 10%), and almost three in five agreeing that there is not enough car parking (58% vs. 45% overall). Panellists from Malden and Coombe are more positive about access by bicycle and foot, with these residents more likely to agree that there are good cycle routes, that it is easy to cross the roads, and that pavements are well maintained (35%, 65% and 49% respectively).

A full breakdown of attitudes to local shopping areas by individual centres is included in the data tables that accompany this report.

The single most popular change that Panel members would make to their local centres is to provide a better range of shops, with more than two in five mentioning this (46%), and a further one quarter saying that more shops are required (23%). Around three in ten say that more car parking facilities are needed, with the same proportion citing improvements to toilets and facilities (28%). For around a quarter of Panel members, measures to make the local shopping centres cleaner are a priority (24%).



Older Panel members, aged 55 and over, are more likely than younger residents to cite improvements to pavements (25% vs. 17% overall) and toilets (40% vs. 28% overall) as most in need of attention. Ethnic minority

Panellists are also more likely to cite the latter, with almost half mentioning this compared to a quarter of white Panel members (47% vs. 24%).

For Panel members in the South of the Borough, it is parking that again emerges as a priority; more than two in five mention this compared to three in ten overall (46% vs. 28%). These Panellists are also twice as likely than those in all other neighbourhoods to see road crossing for pedestrians as a priority (21% vs. 10% overall); this may partly explain why these residents are less likely to walk to their nearest shopping centre. For residents of Malden and Coombe, more shops are the key priority, with more than half mentioning this (53%, compared to only 38% in Kingston Town). Panellists living in Kingston Town, while apparently satisfied with the range of shops on offer, are twice as likely to be concerned with lighting in the shopping areas than other neighbourhoods (16% vs. 8% overall).

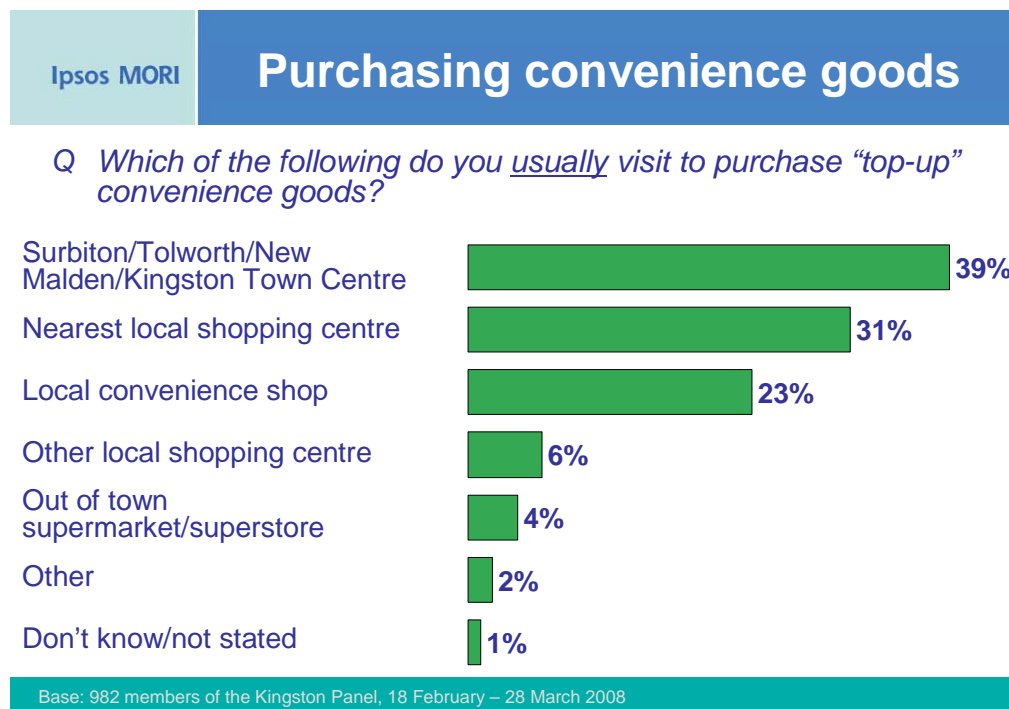
The data tables accompanying this report show a full breakdown of improvements to local shopping areas by individual centres.

Convenience Goods and Services

This section looks at where Panel members purchase convenience goods and access convenience services. Here, we also examine the reasons for these choices, and how far Panellists travel to access goods and services.

Purchasing convenience goods

Despite “top-up” convenience goods being the most common reason for Panel members using their nearest local shopping centre, the borough’s town centres are the most popular choice for doing so (39%). However, around three in ten do usually visit their local shopping centre, with a further quarter of Panellists using a local convenience shop (23%).



While there is broad consistency in demographic terms, there are significant differences between Kingston’s four neighbourhoods. As we might expect, Panel members from Surbiton, Kingston Town, and Malden and Coombe are more likely than those from the South of the Borough to use the borough’s town centres (58%, 33% and 36% vs. 17%). Conversely, these residents are more likely to use their local shopping centre (53% vs. 31% overall).

The primary reason for Panel members using the facilities they do for convenience goods is the proximity to their home (67%), with a further one in six saying that they are on their way home from work (16%). On the same theme of access, more than two in five cite the ease of getting to the facilities

as a main reason for using them (43%). For a third of Panel members, the range of products on offer is a key factor (33%).

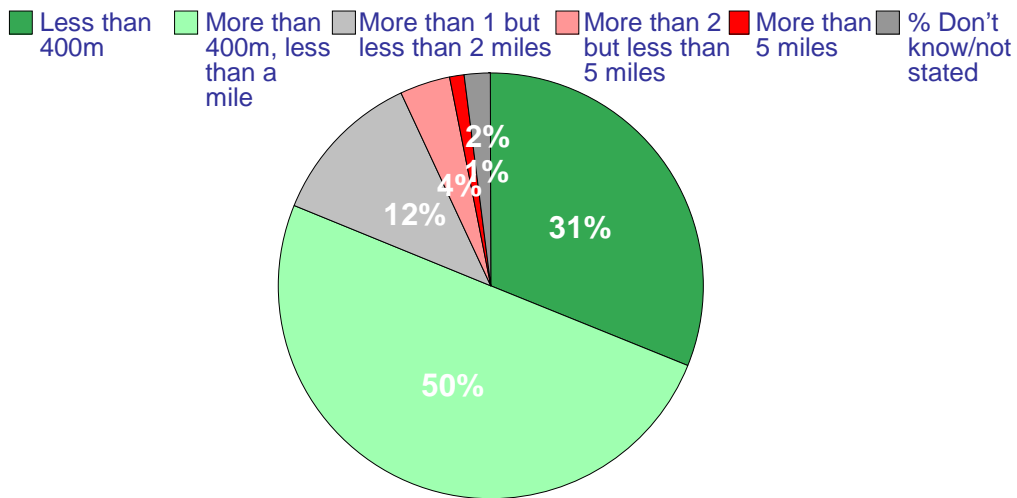


The reasons given for making these decisions are broadly consistent across different groups of Panel members, with the exception of value for money, which is more likely to be mentioned by Kingston Town residents (29% vs. 16% overall).

More than four in five Panel members usually travel less than a mile to purchase convenience goods (81%), with three in ten travelling less than 400 metres (31%); this is the same proportion that usually use their nearest shopping centre to do so. Only around one in six travel further than a mile for this purpose (17%).

Ipsos MORI **Travelling to buy convenience goods**

Q How far do you usually travel to buy top-up convenience goods?



Base: 982 members of the Kingston Panel, 18 February – 28 March 2008

Panel members living in Kingston Town are more likely than those in the South of the Borough to travel less than a mile (87% vs. 72%).

Perhaps related to the younger profile of Kingston Town, those aged under 35 are most likely to travel less than a mile for their convenience goods (90%), while Panellists aged 55 and over are more likely than their younger counterparts to travel between one and three miles (21% vs. 9% of those aged 16-34).

A full breakdown of the purchasing of convenience goods by individual centres is shown in the data tables that accompany this report.

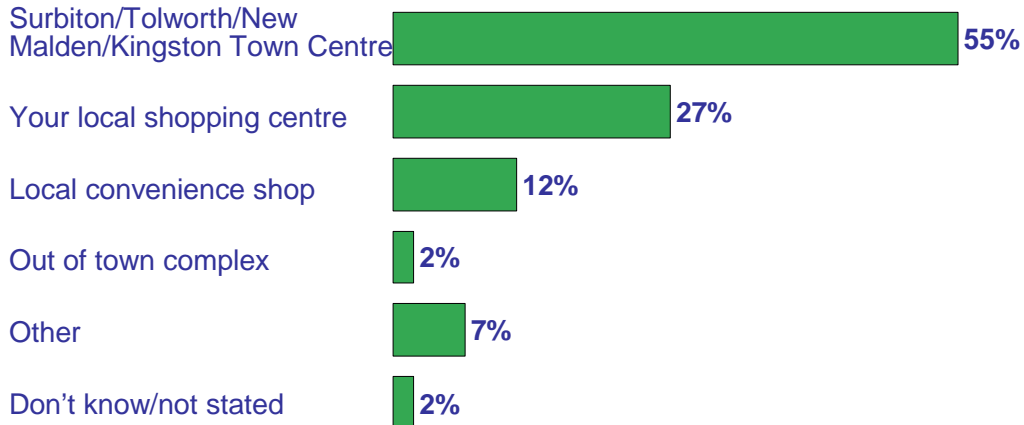
Using convenience services

A similar pattern can be seen when considering where Panellists access convenience services as for where they purchase convenience goods, with the borough’s town centres the most commonly used (55%). Around a quarter say they use their local shopping centre for this purpose (27%), with a further one in ten citing a local convenience shop (12%).

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Using convenience services

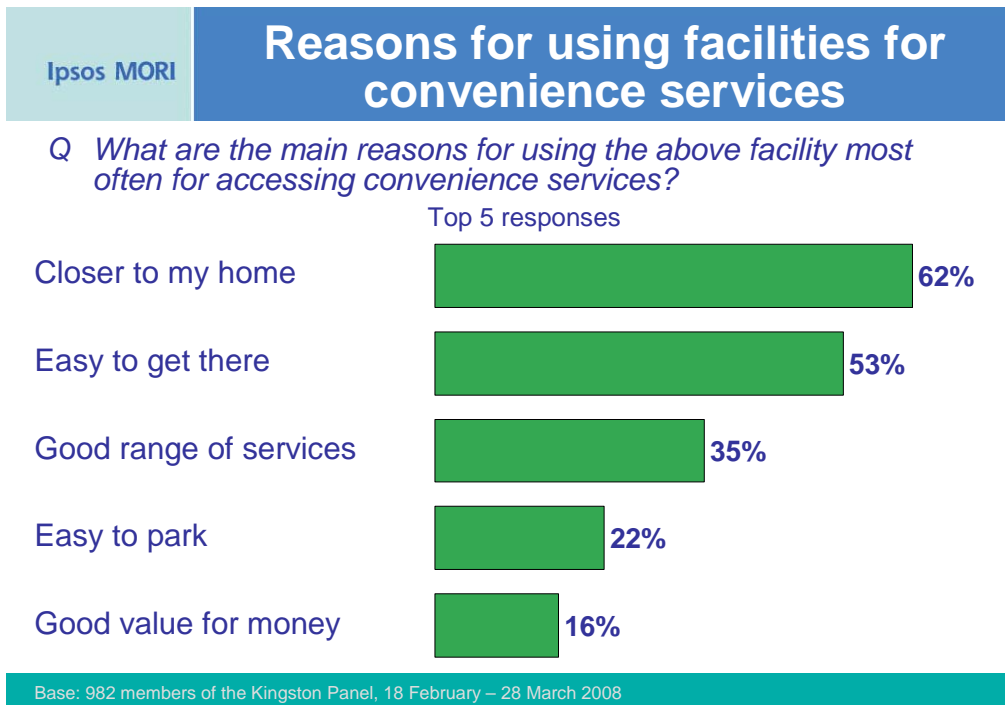
Q Which of the following do you usually visit to use convenience services?



Base: 982 members of the Kingston Panel, 18 February – 28 March 2008

Those in the South of the Borough are most likely to use their local shopping centre (51% vs. 27% overall), while Surbiton Panellists are more likely to opt for one of the borough's town centres (71% vs. 55% overall). The more widespread use of local convenience shops among residents of Kingston Town is also evident in the case of accessing local services, with around a quarter saying this compared to just over one in ten overall (23% vs. 12%).

Reasons given for the use of particular facilities for accessing services are similar to those given for convenience goods, with proximity to Panel members' homes the most popular motivation (62%), and a further half saying that it is easy to get there (53%). A good range of services is also important to around a third of Panellists (35%).

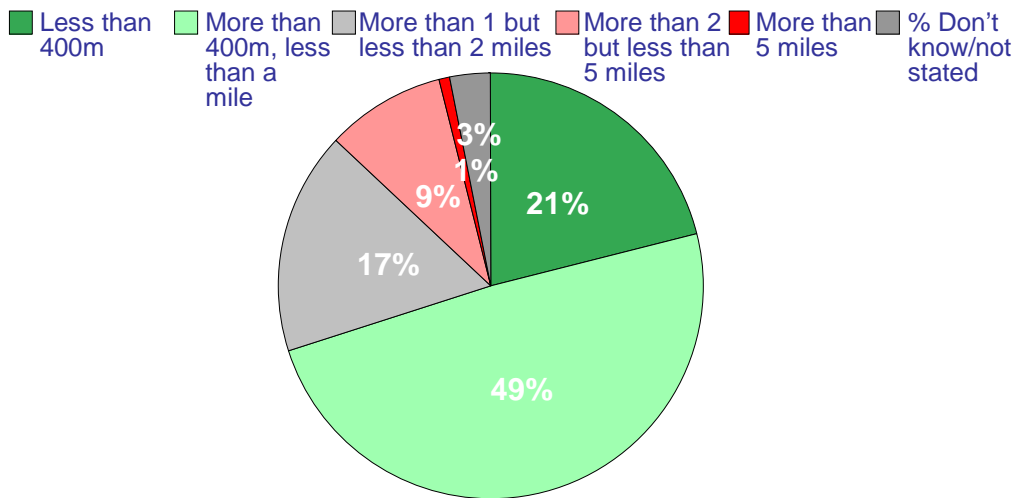


These reasons are broadly consistent across Panel members, with the exception of those living in the South of the Borough, who are more likely than those in Kingston Town to cite parking as a key factor (24% vs. 11%). This is likely to be a reflection of these Panellists' increased likelihood to drive to their local shopping centre outlined earlier.

The proportion of Panel members travelling less than a mile to access convenience services is slightly less than that doing so to buy "top-up" goods, although seven in ten still do so (70%). More than a quarter of Panel members travel between one and five miles to access these services (28%).

Ipsos MORI **Travelling to use convenience services**

Q How far do you usually travel to use convenience services?



Base: 982 members of the Kingston Panel, 18 February – 28 March 2008

Panel members living in Malden and Coombe and the South of the Borough tend to travel greater distances in order to access convenience services, with around one in three travelling between one and three miles (30% and 32% respectively vs. 24% overall); in the case of the latter, more than one in ten travel more than three miles (13% vs. three per cent overall). Conversely, Kingston Town and Surbiton Panellists are more likely to travel less than a mile, with around three quarters doing so in each case (78% and 75% vs. 70% overall).

The data tables which accompany this report include a full breakdown of the use of convenience services by individual centres.

Appendices

Statistical Reliability

Respondents represent only samples of total populations, so we cannot be certain that the figures obtained are exactly those we would have if everybody had taken part ("true values"). However, we can predict the variation between the sample results and the true values from knowledge of the size of the samples on which results are based and the number of times a particular answer is given. The confidence with which we make this prediction is usually chosen to be 95% - that is, the chances are 95 in 100 that the true value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95% confidence interval".

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or	30% or	50%
	±	±	±
300	3	5	6
500	3	4	4
1,000	2	3	3
1,500	1.5	2.3	2.5
2,000	1.3	2	2.2

For example, with a sample size of 500 where 30% give a particular answer, the chances are 19 in 20 that the true value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 4 percentage points from the sample result (i.e., between 26% and 34%).

When results are compared between separate groups within a sample, the difference may be "real" or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one, that is, if it is "statistically significant", we again have to know the size of the samples, the percentage of respondents giving a certain answer and the degree of confidence chosen. If we assume a "95% confidence interval", the differences between the results of two groups must be greater than the values given in the table below:

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or	30% or	50%
	\pm	\pm	\pm
100 and 200	7	11	12
150 and 150	7	10	11
200 and 800	5	7	8
500 and 500	4	6	6

Sample Profile

The sample profile shows the unweighted and weighted totals and proportions of respondents from this survey. Data are weighted to Census population data of the Royal borough of Kingston.

	Unweighted		Weighted	
	<i>N</i>	%	<i>N</i>	%
Total	982	100	982	100
Gender				
Male	444	45	471	48
Female	535	54	508	52
Age				
16-34	129	13	356	36
35-44	214	22	196	20
45-54	234	24	157	16
55+	403	41	271	28
Work Status				
Working	622	63	468	48
Not working	350	36	504	51

Marked-up Questionnaire

Kingston Panel 2008 Topline Results 4 April 2008

- Questionnaires were sent by post to all 1,689 members of the Kingston Citizens' Panel on 18 February 2008. A reminder questionnaire was sent to non-respondents on 17 March 2008.
-
- Fieldwork closed on 31 March 2008. 982 questionnaires were received, a response rate of 58%.
-
- Where figures do not add up to 100, this is due to multiple coding or computer rounding.
-
- Results based on all respondents (982) unless otherwise stated.
-
- Data are weighted by age, gender, tenure and work status to the population profile of the Royal Borough of Kingston.
-
- An asterisk (*) represents a value of less than one half of one percent, but not zero.

Living in Kingston

Q1. Overall, how satisfied or dissatisfied are you with your local area as a place to live?

	%
Very satisfied	31
Fairly satisfied	52
Neither satisfied nor dissatisfied	10
Fairly dissatisfied	5
Very dissatisfied	2
Don't know	-
Not stated	1

Q2. On the whole, do you think that over the past two years your local area has got better or worse?

	%
Better	17
Worse	29
Has not changed much	52
Have lived here less than two years	*
Don't know	*
Not stated	1

Q3. **And thinking about each of the following aspects, do you think that over the past two years your local area has got better or worse?**

	Better	Worse	Has not changed much	Have lived here less than two years	Not stated
	%	%	%	%	%
Traffic/congestion	5	66	28	*	1
Pollution from traffic	4	43	49	*	4
Litter/rubbish on the streets	17	36	46	*	1
Crime/anti-social behaviour	9	37	51	*	3
Health services/doctors	24	13	60	*	3
Education in the borough	14	8	60	*	17
The local area overall	16	26	56	*	2

Q4. **Taking everything into account, how satisfied or dissatisfied are you with the way Kingston Council runs things?**

	%
Very satisfied	7
Fairly satisfied	44
Neither satisfied nor dissatisfied	25
Fairly dissatisfied	18
Very dissatisfied	6
Don't know	1
Not stated	*

Health and Exercise

Q5. **How frequently, if at all, do you undertake any of the following activities continuously for at least 30 minutes?**

	Every day	Three- six times per week	Twice per week	Once per week	Once per fort- night	Once per month	Less than once per month	Never	Don't know	Not stated
	%	%	%	%	%	%	%	%	%	%
Cycling	1	3	3	6	3	5	17	53	*	9
Running	1	4	4	5	3	3	10	61	*	10
Walking	37	20	12	12	2	2	4	5	4	3
Swimming	*	2	4	10	6	7	22	41	1	7
Use a sports club (e.g. Tennis, football, squash, rugby)	1	1	3	5	*	2	6	68	1	12
Use a leisure centre/health club (e.g. exercise classes, gym session)	1	7	7	10	3	3	8	52	1	9
Other	1	1	2	2	*	1	*	10	1	81

Q6. **And how frequently, if at all, do you think one should undertake activities such as those listed above for at least 30 minutes in order to maintain a healthy lifestyle?**

%

Every day	33
Three-six times per week	41
Twice per week	13
Once per week	3
Once per fortnight	*
Once per month	*
Less than once per month	1
Never	5
Don't know	*
Not stated	4

Q7. Do you usually exercise...?

	%
On your own	47
In a club/leisure centre/group	12
With family	11
With friends	7
Other	5
I do not exercise	18
Don't know	1
Not stated	2

Q8. What, if anything, prevents you from doing more exercise?

	%
Work, family or time constraints	41
Expense	25
Health reasons	24
Lack of personal interest/ motivation	21
Lack of local amenities	10
Lack of anything suitable for my age	8
I do not know what is available	6
Having someone to go with	6
Lack of support to keep me going	4
Feel self-conscious	4
Weight issues	3
Transport issues	2
Other	10
Nothing	7
Don't know	1
Not stated	2

Q9. Which of the following, if any, do you think would encourage you to undertake more exercise?

	%
Cheaper rates generally	33
More convenient times of classes	17
Introductory sessions at special rates	15
More local groups in my area	14
Different payment options e.g. pay as you go	14
Special classes for older age groups	13
Personal training/tuition to be specific to my needs	13
Beginners' courses	9
Buddy/mentor scheme	6
Male or female-only groups	4
Other	14
Nothing	23
Don't know	4
Not stated	4

Q10. How much would you say you know about sport, exercise and recreation opportunities available in Kingston?

	%
A great deal	5
Fair amount	44
Not very much	43
Nothing at all	7
Don't know	1
Not stated	1

Q11. Where would you be most likely to look for information to find out about sport, exercise and recreation opportunities available in Kingston?

	%
Leisure centre/health club	39
Local newspapers	39
Libraries	30
<i>Living Kingston</i>	17
GP surgeries	15
Sports club	9
Publicity displays in town centres	9
A directory of sports, exercise and recreational activity	9
The Council's Active Living Team	4
Other	30
I do not want to find out about sport, exercise and recreation schemes	6
(A) Don't know	2
(b) Not stated	1

Shopping – Your local shopping centre

We would like to ask you a few questions about shopping in Kingston and your local area. For the next question, please could you look at the map of Kingston included in the envelope.

Q12. Looking at the numbers on the map, and the corresponding list of local shopping areas, to which of the following shopping areas do you live closest? Please note: this is not necessarily the shopping area that you use most often.

		%	
	Ace of Spades	3	
	Alexandra Drive	2	
	Berrylands Road	4	
	Burlington Road	7	
	Cambridge Road (East)	5	
	Chessington North	5	
	Chiltern Drive	1	
	Crescent Road	1	
	Ewell Road (North)	3	
	Ewell Road	6	
	Hook parade/Elm Road	4	
	Kingston Hill (North)	3	
	Kingston Hill/Park Road	2	
	Kings Road	3	
	Kingston Road (West)	3	
	Kingston Road (East)	5	(C)
	Kingston Vale	1	(d)
	Malden Manor	3	(e)
	Plough Green Parade	4	(f)
	Red Lion Road	3	(g)
	Richmond Road	3	(h)
	Robin Hood Way	1	(i)
	South Lane	4	(j)
	Surbiton Road	13	(k)
	The Triangle	6	(l)
	Tudor Drive	2	(m)
	Villiers Road	5	(n)
	Coombe Road	6	(o)
	Other	9	(p)
(q)	None of these	1	(r)
(s)	(T) Don't know	*	(u)
(v)	(w) Not stated	*	(x)

Q13. How frequently, if at all, do you use the local shopping centre that you selected above for each of the following?

	Every day	3 or 4 times a week	Once or twice a week	Once or twice a month	3 or 4 times a year	Once or twice a year	Less frequently	Don't know	Not stated
	%	%	%	%	%	%	%	%	%
Your main food/grocery shopping	4	7	14	7	3	4	47	1	12
Your "top-up" food/grocery shopping	4	14	24	14	7	11	18	1	8
Non-food shopping items	3	4	18	21	10	8	23	2	10
Getting something to eat e.g. takeaway, cafés, restaurants	*	4	11	17	13	7	33	3	12
Health services/doctors	*	-	4	13	17	7	40	4	15
Banks/cash points	*	4	16	17	4	2	39	3	14

Q14. And how frequently, if at all, do you use this local shopping centre during these times?

	Four or more times per weekend	Three times per weekend	Twice per weekend	Once per weekend	Less often than once per weekend	Don't know	Not stated
	%	%	%	%	%	%	%
During the day at weekends	1	1	11	30	46	4	6
In the evening at weekends	*	*	3	15	56	6	20

Q15. How do you usually travel to your local shopping centre?

	%
On foot	65
Car or van as a driver	20
Bus	9
Car or van as a passenger	5
Bicycle	2
Train	1
Taxi	*
Motorcycle	*
Other method	3
Don't know	*
Not stated	2

Q16. Below are some statements about your local shopping centre. Regardless of whether you use the centre or not, please indicate how much you agree or disagree with each of them.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Not stated
	%	%	%	%	%	%	%
There is a good range of shops	10	27	12	24	21	3	2
There is a good range of services	6	24	18	23	21	4	4
The shopping area looks nice	6	19	26	24	19	2	4
It is usually clean and tidy	7	33	23	19	14	3	2
There are not enough seats or places to sit	12	23	25	15	10	11	4
It is easy to get to all the shops and facilities	17	53	14	7	3	3	3
The pavements are well-maintained	8	34	21	20	9	5	3
The pavements are not wide enough	5	14	31	29	12	5	4
It is easy to cross the roads	11	41	17	16	11	3	2
It is easy to get to by public transport	22	48	11	3	3	10	3
There is not enough car parking	19	26	20	14	5	11	5
There are good cycle routes to the shopping centre	6	18	18	12	9	30	6

Q17. Which of the following, if any, are most in need of improvement at your local shopping centre?

	%
Better range of shops	46
Car parking facilities	28
Toilets/facilities	28
Cleanliness/tidyness	24
More shops	23
Traffic/congestion	21
Pavements	17
Cost of car parking	11
Seating areas	11
Road crossing for pedestrians	10
Lighting	8
Ease of pedestrian access	6
Public transport frequency	5
Public transport routes	1
Other	5
Would not make any improvements	4
Don't know	5
Not stated	2

Shopping – Purchasing “top-up” convenience goods

The following questions ask about purchasing “top-up” convenience goods. By this we mean items such as a loaf of bread, a pint of milk, and other items that you might need to purchase between bigger shopping trips.

Q18. Which of the following do you usually visit to purchase top-up convenience goods?

	%
Surbiton, Tolworth, New Malden or Kingston town centre	39
Your nearest local shopping centre	31
Local convenience shop	23
Other local shopping centre	6
Out of town supermarket or superstore	4
Other	2
Don't know	-
Not stated	1

Q19. What are the main reasons for using the above facility most often for purchasing your top-up convenience goods?

	%
Closer to my home	67
Easy to get there	43
Good range of products	33
Easy to park	17
Good quality of products	16
Good value for money	16
On my way home from work	15
Good service	15
Closer to my place of work	5
Other	4
None of these	*
Don't know	*
Not stated	1

Q20. How far do you usually travel to buy top-up convenience goods?

	%
Less than 400 metres	31
More than 400 metres but less than a mile	50
More than a mile but less than two miles	12
More than two miles but less than three miles	3
More than three miles but less than five miles	1
More than five miles	1
Don't know	1
Not stated	1

Shopping – Using convenience services

In this section, we ask about your use of convenience services. By this we mean services such as hairdressers, launderettes/dry cleaners, and Post Offices/banks.

Q21. Which of the following do you usually visit to use convenience services?

	%
Surbiton, Tolworth, New Malden or Kingston town centre	55
Your Local shopping centre	27
Local convenience shop	12
Out of town complex	2
Other	7
Don't know	1
Not stated	1

Q22. What are the main reasons for using the above facility most often for accessing convenience services?

	%
Closer to my home	62
Easy to get there	53
Good range of services	35
Good service	22
Easy to park	16
Good value for money	10
On my way home from work	8
Closer to my place of work	6
Other	5
None of these	*
Don't know	*
Not stated	2

Q23. How far do you usually travel to use convenience services?

	%
Less than 400 metres	21
More than 400 metres but less than a mile	49
More than a mile but less than two miles	17
More than two miles but less than three miles	6
More than three miles but less than five miles	3
More than five miles	1
Don't know	1
Not stated	2