

Kingsbridge Ropewalk – Survey of General Public

Summary Report on survey results (v0.2 – 4th March 2020)

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For: South Hams District Council

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1. Research Aims and Objectives

South Hams District Council commissioned Marketing Means to conduct a survey to investigate public opinion regarding the proposed plans for redeveloping the Ropewalk site in central Kingsbridge.

2. Method

2.1 Postal Approach

Marketing Means' primary research method was a postal survey using an eight-page questionnaire, the first five pages of which presented the background to the Ropewalk survey proposals and links to further information, with the remainder setting out the survey questions.

Marketing Means printed and posted the questionnaire to 2,000 households in January 2020, 1,000 in Kingsbridge and 1,000 across four surrounding wards. We selected a representative sample of addresses across each area after stratification of the relevant Postcode Address File lists of residential addresses by postcode and property number.

All non-responders were sent a reminder letter and another copy of the questionnaire in February 2020, leading to **536** postal responses being received by the deadline of 24th February 2020.

2.2 Online approach

All households that received a postal survey invitation were also given a web-link and unique passcode to submit their responses in an online copy of the questionnaire. In practice, a further 34 responses were received by this method, giving a total of 570 responses that were known to be from the original sample of 2,000 households.

The online questionnaire, hosted by Marketing Means, was also available for anyone to complete via an open web-link at the South Hams District Council website, publicised from mid-January 2020. This version was cookie-protected to reduce the likelihood of multiple submissions from a single IP address.

In addition to reaching a wider audience outside the 2,000 households selected for the postal survey, we believe that it was inevitable that a significant proportion of those households, especially those with younger residents likely to be regularly viewing social media posts, chose to take part via this 'open' online method, and that this displaced some of the responses that would otherwise have been made by post or the passcode-protected online version.

The 'open' online version succeeded in drawing even more responses than the postal version, **645** in total.

2.3 Combining the datasets

Responses to the original address-linked postal sample were intended to be analysed completely separately to responses from the ‘open’ online, given the different methods used and the possibility of unknown duplication within the online data and between online responses and postal responses.

The demographic profiles of the two samples, however, showed markedly different age profiles. While the age profile for the postal sample was very much older than that of the most recent available population estimates for the area in question (see below), the age profile of the open online sample was lacking the oldest respondents while over-representing the younger age-groups. As age is often a key differentiator of views on topics such as local planning and development, we felt it important to avoid bias on that measure in either survey sample.

Age group	National Statistics Mid-Year Population Estimates	Postal survey results profile	Online ‘open’ survey results profile
16-34	17%	3%	18%
35-44	10%	5%	18%
45-64	35%	32%	42%
65+	38%	60%	21%

Given those differences, but also being satisfied that the general profile of results from each survey did not differ greatly, we felt that combining the results from the postal and online surveys would give a more representative sample of views that would either sample in isolation. For this report, we have therefore combined the datasets, and weighted them by age and gender to the population profile of adults aged 16+ across Kingsbridge and the four surrounding wards.

2.4 Reporting of quantitative results

‘Valid’ responses

Unless otherwise stated, the results are given as a percentage of the total overall valid responses, with the small proportion or blank, ‘Not stated’, and ‘Don’t know’ responses excluded so as not to skew the findings.

Rounding

The percentage figures quoted in most of the charts and tables in the report have been rounded either up or down to the nearest whole number value. In some cases of questions requiring one answer only, these rounded values do not therefore total exactly 100%, although the underlying figures will in fact total 100%.

Significance testing and “Statistically significant differences”

All of the % results quoted in this report, and calculated for the different sub-groups of respondents as set out in detail in the accompanying cross-tabulations, have been subjected to significance testing, based on two-sided tests with significance level .05 (i.e. 95% confidence level).

The **Confidence Level** tells us how sure we can be of a result. It is given as a percentage, representing how often the true percentage of the population who would pick a particular answer lies within the confidence interval. The 95% confidence level means we can be 95% certain; the 99% confidence level means we can be 99% certain. Most market research reports, including this one, use the 95% confidence level.

The **Confidence Interval** (often referred to as the ‘margin of error’) is the \pm figure often shown in the small print of published results from surveys or opinion polls quoted in the media. For example, if the confidence interval is $\pm 4\%$ and a particular answer is given by 55% of a sample, we can be "sure" to some extent (see next paragraph) that if we had asked the question of the entire relevant population then between 51% and 59% would have given that answer.

When we put the Confidence Level and the Confidence Interval together, we can say using the example above that we are “95% confident” that the true percentage results for the population would lie between 51% and 59%.

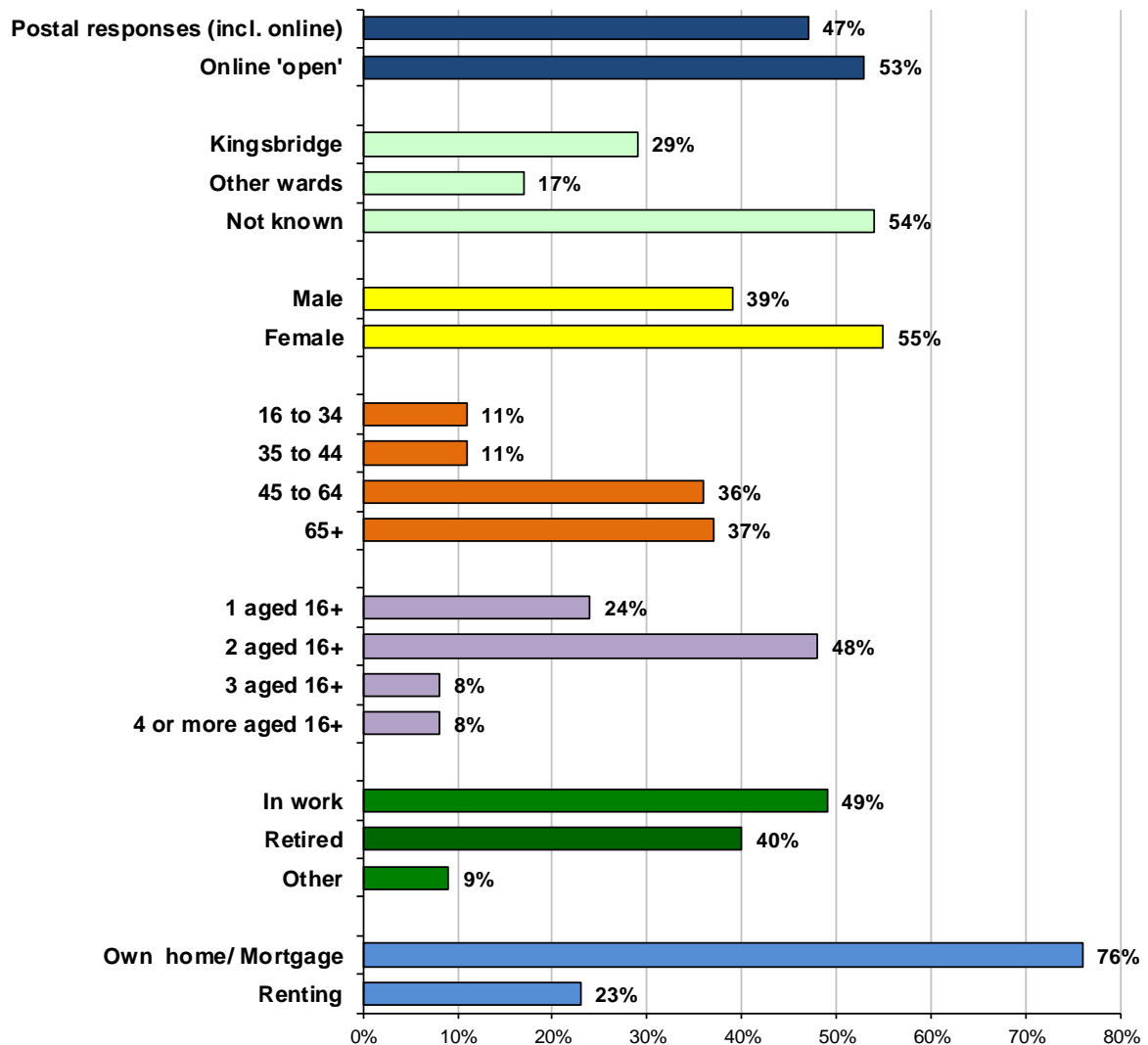
N.B. Quoted Confidence Intervals almost invariably refer to a situation where close to 50% of a sample has given a particular answer. In practice, where a result is much higher or lower than 50%, the Confidence Interval on that result is reduced (e.g. for a sample of 1,215, the 95% Confidence Interval is $\pm 2.8\%$ for a 50% result, but reduces to $\pm 1.7\%$ for a 10% result).

3. Survey Results

The two charts that follow summarise the profile of respondents and the proportion of responses through different modes and from different areas, as well as the effect of weighting on the demographic profiles.

First, we present the unweighted overall survey profile.

Demographics – Unweighted

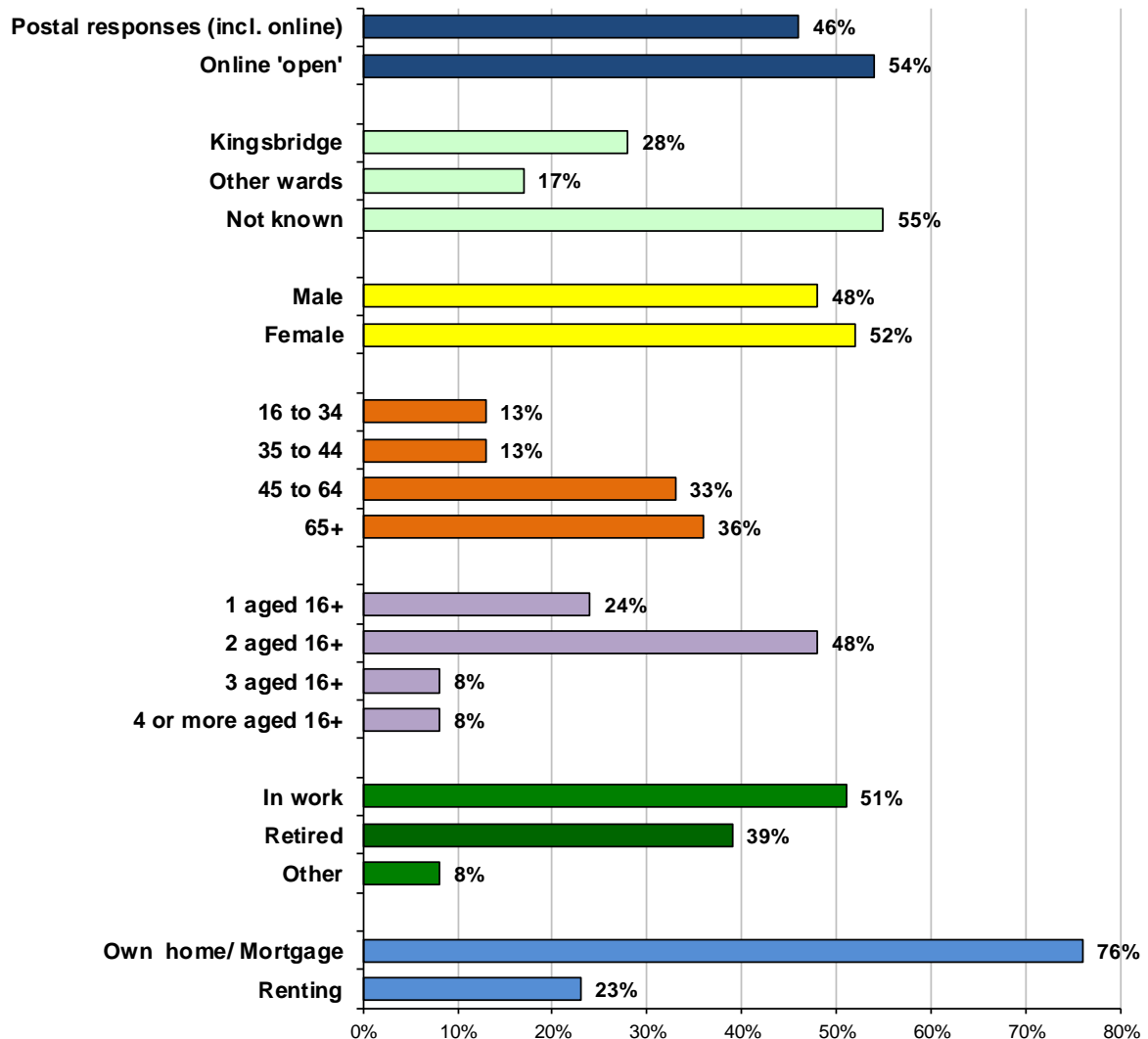


Source: Marketing Means 2020

Base: All respondents (1,215) - unweighted profile

The chart below shows the same data but now weighted to the correct age and gender profile for Kingsbridge and the four surrounding wards.

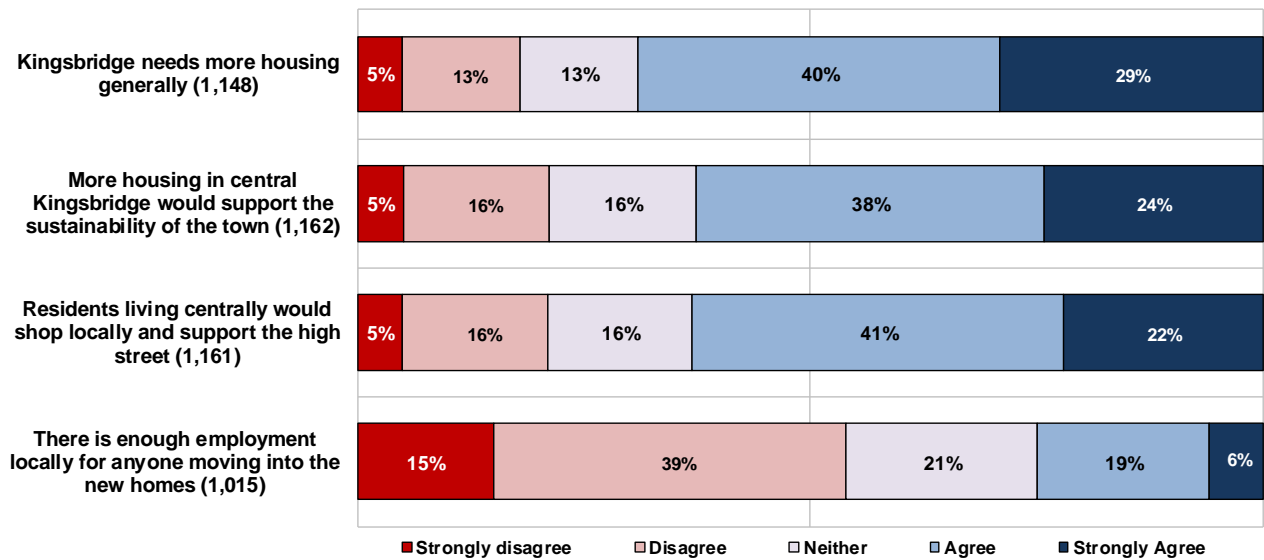
Demographics – Weighted to population profile of Kingsbridge and surrounding wards



Source: Marketing Means 2020

Base: All respondents (1,215) - weighted profile

Q1a-1d. Having read the information earlier in this document on Housing, please can you share your views on the following statements:

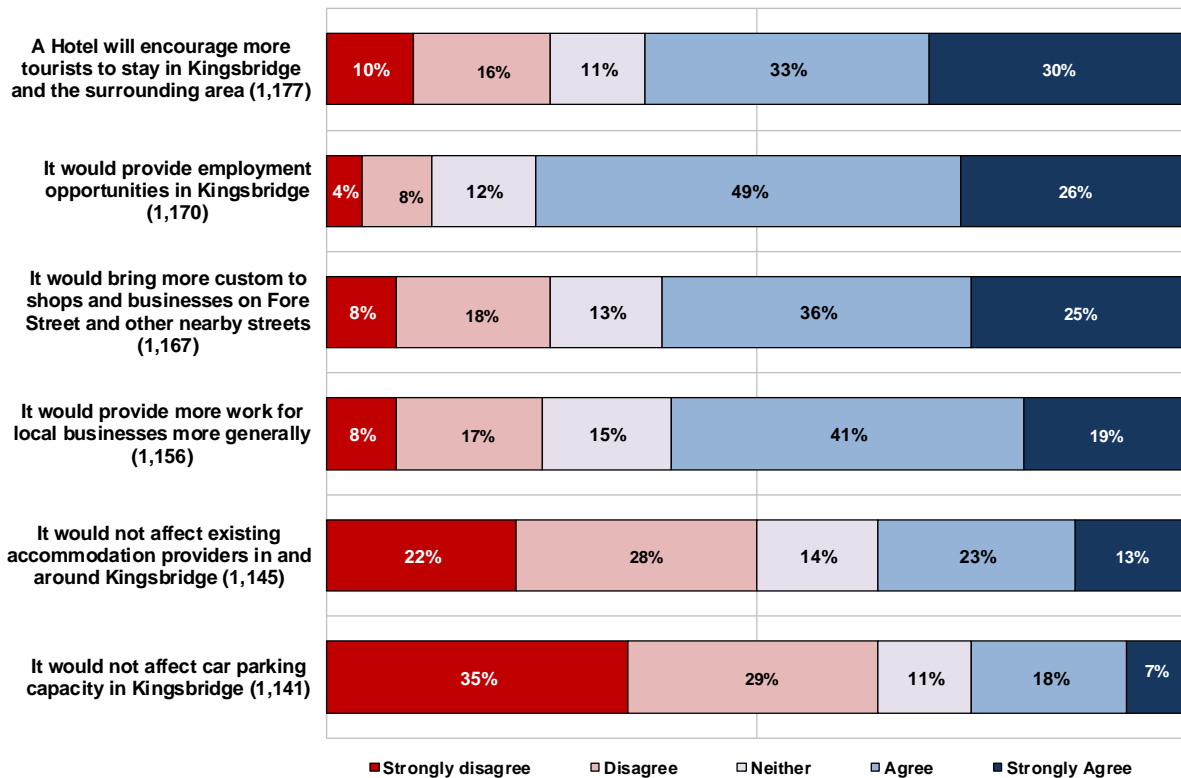


Source: Marketing Means 2020

Base: All respondents who expressed an opinion (varying by statement)

- Well over half of the survey respondents agreed that Kingsbridge needs more housing, that more housing in central Kingsbridge would support the town's sustainability, and that residents living centrally would shop locally and support the high street.
- Most, however, (54%) disagreed that there is enough employment locally for anyone moving into any new homes on the Ropewalk site.

Q2a-f. Having read the information earlier in this document on a Hotel, please can you share your views on the following statements:



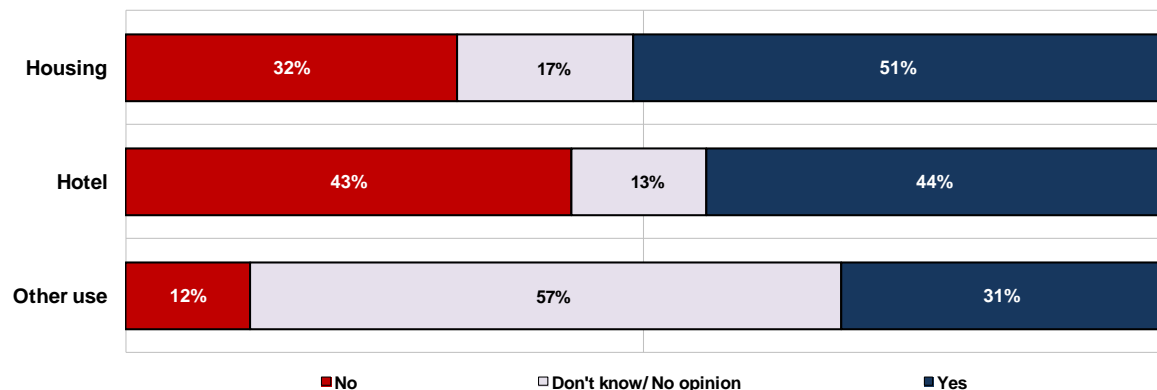
Source: Marketing Means 2020

Base: All respondents who expressed an opinion

- Views on the statement regarding a possible hotel on the site varied widely. Most agreed that a hotel would encourage tourists to stay locally, and even more (76%) agreed that it would boost employment opportunities in the town. Smaller majorities also agreed that it would provide more work for local businesses and more customer for local businesses generally.
- A narrow majority (51%), however, disagreed that a hotel would not affect local accommodation providers, and even more (63%) disagreed that it would not affect car parking capacity in Kingsbridge.

All respondents were asked what use they would support for the proposed site, and their answers are summarised below. The first chart below gives all answers, including Don't knows, to illustrate the actual proportions supporting or opposing each option.

Q3. Overall, what use do you support on the proposed site?



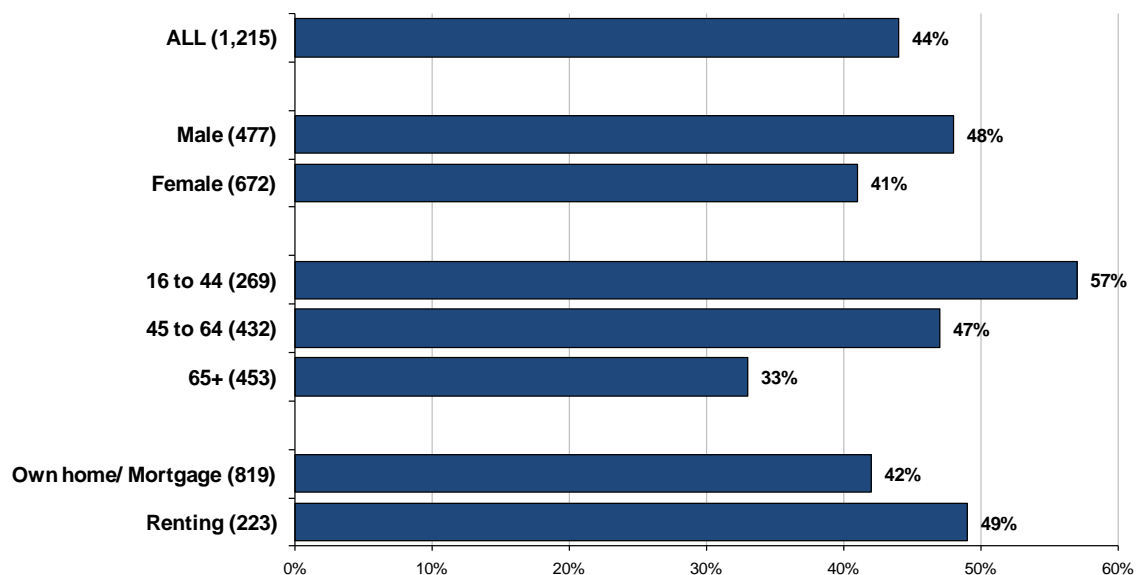
Source: Marketing Means 2020

Base: All respondents (1,215)

- A very slight majority (51%) of all respondents supported the notion of **Housing** on the Ropewalk site.
 - This varied only slightly between the two survey modes; 52% in the Postal version and 50% in the online version.
- The idea of a **Hotel** on the site was supported by a significant proportion of respondents, 44%, but a very similar proportion opposed it.
- While nearly a third of respondents supported some other use for the site, 12% did not support this, while over half could not give a definite answer either way.

There were no significant differences in support for housing between the different sub-groups among all respondents, but some significant differences were evident in support for a hotel:

Q3. Overall, what use do you support on the proposed site? - HOTEL [significant differences only]

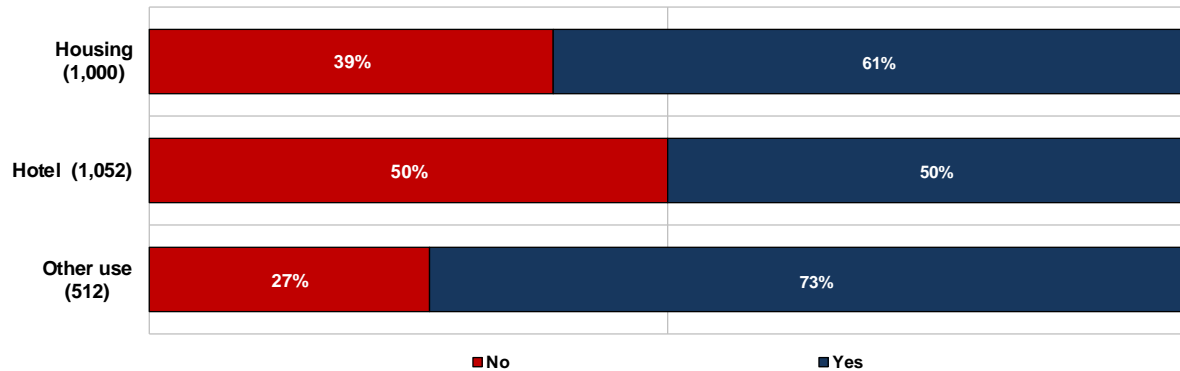


Source: Marketing Means 2020

Base: All respondents)

- The sub-groups significantly more likely than others to support a hotel were males (48%), 16-44s (57%, the only sub-group with a majority in favour), and renters (47%).
- Looking next at definite responses only, i.e. Yes/No, the majority in favour of **housing** was 61%.

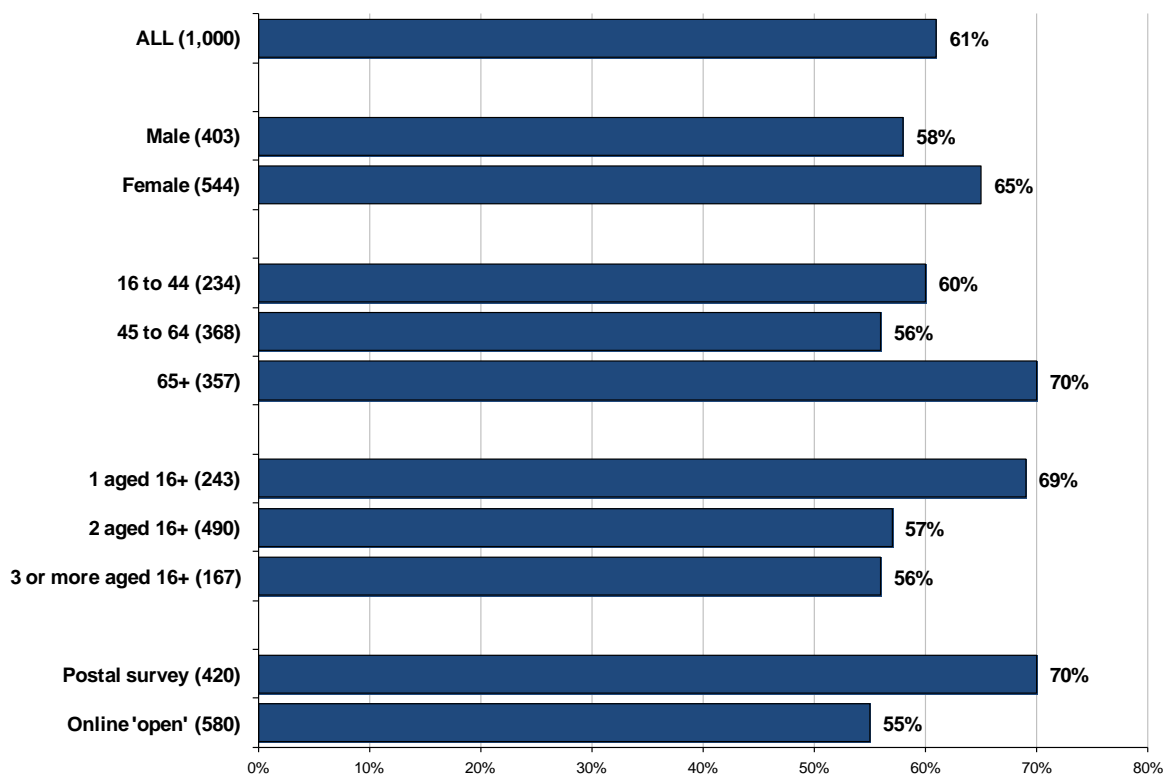
Q3. Overall, what use do you support on the proposed site?



Source: Marketing Means 2020

Base: All respondents who expressed an opinion (given next to each option)

Q3. Overall, what use do you support on the proposed site? – HOUSING [significant differences only]



Source: Marketing Means 2020

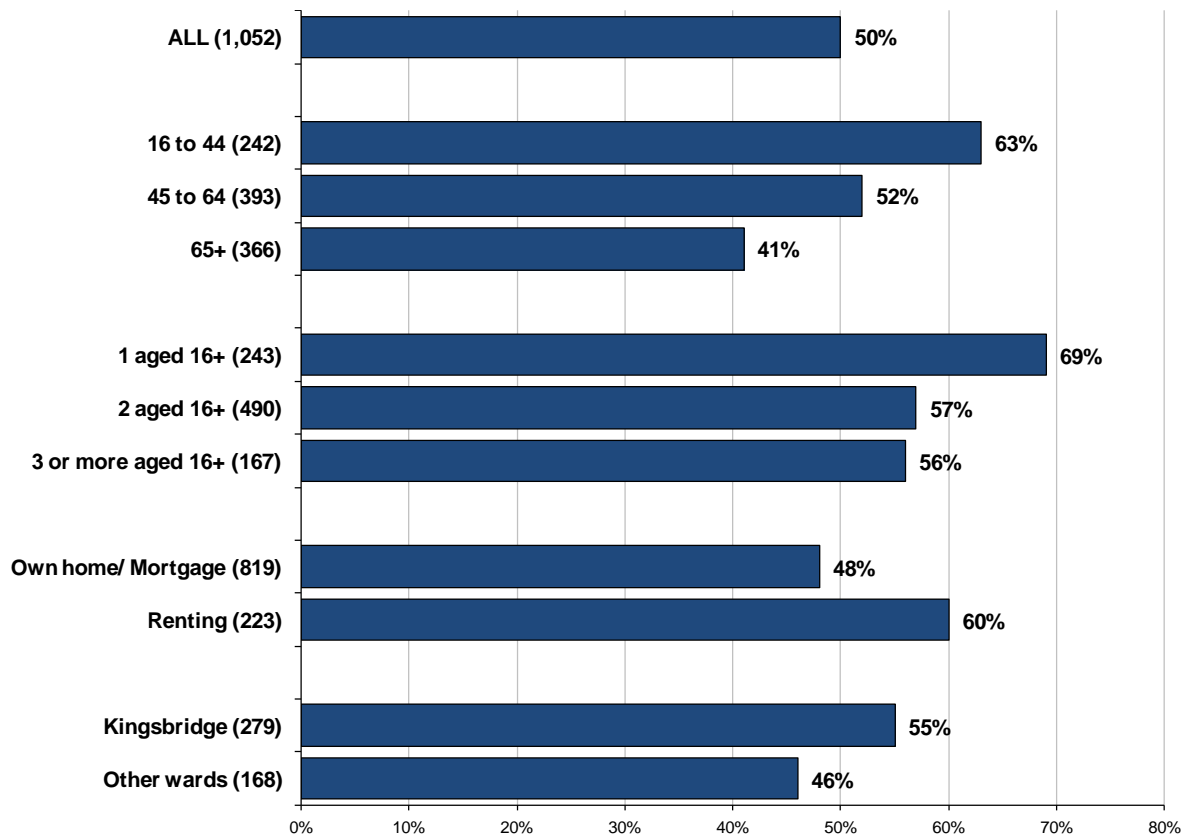
Base: All respondents who expressed an opinion (given next to each sub-group)

- The chart above includes only the sub-groups that showed a significant difference in the proportion who supported housing. Among those who expressed a definite Yes/No opinion, those significantly more likely to support the **Housing** option were females (65%), residents aged 65+ (70%), and single-adult households (69%).
- The proportion supporting housing was also significantly higher among those who responded to the postal questionnaire (70%), though this may be related to the fact that it was possible to leave this blank in the postal version but not online. While the proportions

of all respondents who supported housing did not vary significantly between modes, the proportion saying No was significantly higher at 40% among the online responses than the 21% of postal responses. Among the postal sample, 18% had left the question unanswered, perhaps indicating that those undecided feeling that not answering this was better than ticking No.

- Looking again at definite responses only, there was a 50/50 split in opinion on a **Hotel** being built on the site, with no significant difference between online and postal responses.

Q3. Overall, what use do you support on the proposed site? – HOTEL [significant differences only]



Source: Marketing Means 2020

Base: All respondents who expressed an opinion (given next to each sub-group)

- Support for a hotel was significantly higher among 16-44 year olds (63% vs 41% of those aged 65+), renters (60%), those in single-adult households (69%) and Kingsbridge residents (55%).
- It is also worth noting that several of the comments made in regard to 'Other' suggestions for the site by people undecided over whether they would or would not support a hotel, were generally supportive of a hotel. These respondents, however, either favoured housing over a hotel on the Ropewalk site specifically, did not approve of the scale or type of hotel outlined in the questionnaire, or felt that another local site, particularly the King's Arms, should be redeveloped.