



JOB NO 16514 <small>(1-5)</small>	SERIAL NO. <small>(6-8)</small>
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TOOTING RESEARCH (DRAFT 4)

Hello. Wandsworth Council has asked us to conduct a survey about this area. I am.....from Plus Four Market Research Limited, an independent market research company. May I ask:

Q1 How long have you lived in this area? (**SHOW MAP AND KEEP IT IN FRONT OF THE RESPONDENT THROUGHOUT THE INTERVIEW**)

- Less than 3 months 1
- 4-6 months 2
- 7 months – 12 months 3
- Over 1 year and up to 2 years 4
- Over 2 years and up to 3 years 5
- Over 3 years and up to 5 years 6
- Over 5 years and up to 10 years 7
- Over 10 years 8
- Do not live in this area/just visiting 9 + THANK & CLOSE

GENERAL OVERVIEW

SHOWCARD Q2

Q2 Overall, how much do you like living in this area?

- I like living in this area very much 1
- I like living in this area 2
- I neither like nor dislike living in this area 3
- I dislike living in this area 4
- I dislike living in this area very much 5

Q3 What are the **best things** about living in this area? **WRITE IN**

Q4 And what are the **worst things** about living in this area? **WRITE IN**

Q5 How satisfied are you with the following aspects of the area marked on the map?
(CIRCLE ONE ANSWER PER LINE)

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
- Range of local shops, restaurants, pubs, bars and other businesses - DAYTIME	1	2	3	4	5
- Quality of local shops, restaurants, pubs, bars and other businesses - DAYTIME	1	2	3	4	5
- Range of local shops, restaurants, pubs, bars and other businesses - EVENING	1	2	3	4	5
- Quality of local shops, restaurants, pubs, bars and other businesses - EVENING	1	2	3	4	5
- Attractiveness of main streets	1	2	3	4	5
- Availability of public spaces and greenery	1	2	3	4	5
- Availability of seating and places to rest	1	2	3	4	5
- Space to meet people and chat	1	2	3	4	5
- Provision of public toilets	1	2	3	4	5
- The bus services	1	2	3	4	5
- Number and location of bus stops	1	2	3	4	5
- The tube service	1	2	3	4	5
- Parking for shoppers	1	2	3	4	5

SHOWCARD Q6

Q6 Overall do you consider that this area is **getting better or worse?**

- | | | | |
|---|---------------------------|---|-----------------|
| } | - Getting much better | 1 | GO TO Q8 |
| | - Getting a little better | 2 | |
| | - Remaining the same | 3 | |
| } | - Getting a little worse | 4 | GO TO Q7 |
| | - Getting much worse | 5 | |

Q7a In what way is it getting worse? **WRITE IN**

Q7b In what other ways? **WRITE IN**

SHOWCARD Q8

Q8 To what extent do you feel that this is an area you feel **part of?**

- | | |
|-----------------|---|
| - Very much so | 1 |
| - A little | 2 |
| - Not very much | 3 |
| - Not at all | 4 |

Q9 Do you expect to still be living in this area in 2 years time?

- Definitely 1 + GO TO Q11
- Probably 2 + GO TO Q11
- Probably not 3 + GO TO Q10
- Definitely not 3 + GO TO Q10
- Don't know 5 + GO TO Q11

Q10a What will your new area offer that currently is not provided here or is different from this area? **WRITE IN**

Q10b What else? **WRITE IN**

SAFE AREA?

Now I would like to ask some questions about the safety of this area

SHOWCARD Q11

Q11 How safe and secure do you feel when out and about in this area:

- a) during the daytime?
- b) during the evening?

	Q11a Daytime?		Q11b Evening?	
- Very safe and secure	1		1	
- Quite safe and secure	2		2	
- Not very safe and secure	3	+ GO TO Q12a	3	+ GO TO Q12a
- Not at all safe and secure	4		4	

IF 'NOT VERY/NOT AT ALL SAFE' AT EITHER Q11A OR Q11B ASK Q12 (OTHERS GO TO Q13)

Q12a Why is it that you do not feel safe and secure? **WRITE IN**

Q12b What other reasons are there? **WRITE IN**

Q13 Are there particular parts of this area where you do not feel safe and secure?

- Yes 1 + GO TO Q14
- No 2 + GO TO Q15

Q14 Where is that? **WRITE IN. DESCRIBE FULLY**

SHOWCARD Q15

Q15 How big a problems, if at all is:

	Very big problem	Big problem	Not a very big problem	Not a problem at all
- Noise or rowdy behaviour at night?	1	2	3	4
- Pedestrian congestion near the tube station?	1	2	3	4
- Litter?	1	2	3	4
- Graffiti?	1	2	3	4
- Fly-tipping?	1	2	3	4

SHOWCARD Q16

Q16 How satisfied are you with the performance of the police in this area?

- Very satisfied	1
- Quite satisfied	2
- Neither satisfied nor dissatisfied	3
- Quite dissatisfied	4
- Very dissatisfied	5

THE RETAIL OFFERING

Next I would like to ask your views about shops and shopping in this area.

Q17 What percentage of each of the following activities do you do in this area? **READ OUT**

Q18 **WHERE LESS THAN 50% IN THIS AREA ASK FOR EACH**
Where do you do most of this type of activity? **WRITE IN**

	Q17 % in this area	Don't carry out activity	Q18 Where is most done?
- Major food shopping%	<input type="checkbox"/>
- Daily shopping%	<input type="checkbox"/>
- Clothes shopping%	<input type="checkbox"/>
- Banking%	<input type="checkbox"/>
- Eating out%	<input type="checkbox"/>
- Other leisure activities%	<input type="checkbox"/>
- Religious events%	<input type="checkbox"/>
- Work%	<input type="checkbox"/>

SHOWCARD Q19

Q19 How much of the **shopping that you personally do – of all types** – is done within the area shown on the map?

- None 1
- Up to a quarter 2
- Over a quarter and up to a half 3
- Over a half and up to three-quarters 4
- Over three-quarters but not all 5
- All 6

SHOWCARD Q20

Q20 How do you believe the shopping opportunities in this area compare with those offered elsewhere in the Borough of Wandsworth, for example in Wandsworth, Balham and Putney?

- Much better in this area than elsewhere 1
- A little better in this area than elsewhere 2
- About the same 3
- A little poorer in this area than elsewhere 4
- Much poorer in this area than elsewhere 5

SHOWCARD Q21

Q21 Overall, how satisfied are you with the shopping possibilities in this area?

- Very satisfied 1
- Quite satisfied 2
- Neither satisfied nor dissatisfied 3
- Quite dissatisfied 4
- Very dissatisfied 5

SHOWCARD Q22

Q22 I am going to read out some statements and I would like you to tell me the extent to which you agree or disagree with them:

	Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly
- There should be more well known High Street names in this area	1	2	3	4	5
- This area would benefit from more small, independent shops	1	2	3	4	5
- There are too many shops in this area selling cheap, poor quality goods	1	2	3	4	5
- There should be more arts and crafts shops in this area	1	2	3	4	5
- The markets are an important feature of the area	1	2	3	4	5
- The markets are old and depressing	1	2	3	4	5
- Local shops could do more themselves to make the area look less messy	1	2	3	4	5
- The main streets are messy	1	2	3	4	5
- The streets are interesting and lively	1	2	3	4	5
- The main streets are difficult/ too busy/too cluttered for pedestrians	1	2	3	4	5

Q23 Do you use the markets: **READ OUT**

- | | |
|-----------------|---|
| - Regularly? | 1 |
| - Occasionally? | 2 |
| - Rarely? | 3 |
| - Never? | 4 |

Q24 Were you someone who regularly shopped at Marks & Spencers in Tooting?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

ASK ALL

SHOWCARD Q25

Q25 Marks & Spencers has recently closed in Tooting, what is your view towards this?

- | | |
|--|---|
| - A great loss to the shopping offering in Tooting | 1 |
| - A loss, but not a great loss to the shopping offering in Tooting | 2 |
| - It doesn't matter very much | 3 |
| - It doesn't matter at all | 4 |

THE SOCIAL AND LEISURE OFFERING

Now I would like to ask some questions about the social and leisure facilities in the area.

SHOWCARD Q26/Q27

Q26 Within the area we have been thinking about, how satisfied are you with the **number of**:

- | | Q26a
Restaurants? | Q26b
Pubs & bars? | Q26c
Leisure/Fitness
Centres? |
|--------------------------------------|-----------------------------|-----------------------------|--|
| - Very satisfied | 1 | 1 | 1 |
| - Quite satisfied | 2 | 2 | 2 |
| - Neither satisfied nor dissatisfied | 3 | 3 | 3 |
| - Quite dissatisfied | 4 | 4 | 4 |
| - Very dissatisfied | 5 | 5 | 5 |

SHOWCARD Q26/Q27

Q27 Now let me know your thoughts towards the **quality of**:

- | | Q27a
Restaurants? | Q27b
Pubs & bars? | Q27c
Leisure/Fitness
Centres? |
|--------------------------------------|-----------------------------|-----------------------------|--|
| - Very satisfied | 1 | 1 | 1 |
| - Quite satisfied | 2 | 2 | 2 |
| - Neither satisfied nor dissatisfied | 3 | 3 | 3 |
| - Quite dissatisfied | 4 | 4 | 4 |
| - Very dissatisfied | 5 | 5 | 5 |
| - Cannot say/don't know | 6 | 6 | 6 |

PRIORITY

Q28 Thinking about everything that we have been discussing about this area, please tell me the 3 most important things that should be done so that this area becomes a better place:

- Most important? **WRITE IN** _____

- Next? **WRITE IN** _____

- Next? **WRITE IN** _____

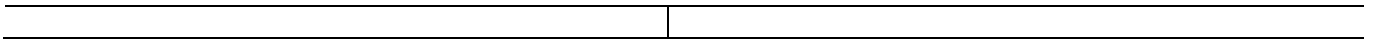
Thank you for your help

Classification

To help us understand the views of different parts of the community I would just like to ask:

<p>Q29 Gender (BY OBSERVATION)</p> <p>- Male 1</p> <p>- Female 2</p> <p>Q30your age please?</p> <p>Actual Age: (WRITE IN)..... RECORD BELOW</p> <p>- 18-24 1</p> <p>- 25-34 2</p> <p>- 35-44 3</p> <p>- 45-54 4</p> <p>- 55-64 5</p> <p>- 65+ 6</p> <p>Q31 Are you? READ OUT</p> <p>- Married/similar</p>	<p>Q33a What is your occupation? WRITE IN</p> <p>AB 1</p> <p>C1 2</p> <p>C2 3</p> <p>DE 4</p> <p>.....</p> <p>IF RETIRED ASK:</p> <p>Q32b What was your occupation prior to retirement?</p> <p>WRITE IN:.....</p> <p>Q34 How many persons aged over 16 are there in your household including yourself and how many children aged up to 16? IF 'NONE' WRITE '0'</p> <p>.....persons aged over 16</p> <p>.....children aged up to 16</p> <p>Q35 Do you:</p> <p>- own your own home (or are buying via mortgage) 1</p> <p>- rent:</p> <p>- privately 2</p>
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	1		
- Single	2		- Council 3
- Widow(ed)/divorced/separated	3		- Housing Association/ Registered Social Landlord 4
Q32 Do you work:		Q36 Do you live in: READ OUT	
- Full-time	1	- a house:	1
- Part-time	2	- a flat?	2
- Unemployed but seeking work		- a room in a house or flat?	3
+ GO TO Q33a		- bungalow?	4
- for less than 6 months	3	- maisonette?	5
- for 6+ months	4	- other SPECIFY	6
- Self employed	5		
- Retired	6		
+ GO TO Q33b			
- Housewife/House person	7		
- Full-time Student	8		
+ GO TO Q34			
- Permanently sick/disabled	9		



Q37 What is your ethnic origin?

White British	1
White Irish	2
White other	3
Indian	4
Pakistani	5
Bangladeshi	6
Other Asian	7
Chinese	8

Black British	1
Black Caribbean	2
Black African	3
Black (other)	4
Mixes White & Black Caribbean	5
Mixed White & Black African	6
Mixed White & Asian	7
Any other Mixed background	8
None of the above	9
Prefer not to say	1

- Thank you for your help. If there is other research concerning living in this area would you be interested in helping if we were to re-contact you?

Yes	1
No	2

ASK ALL

NB: Interviewer – Please PRINT the information below CLEARLY

Respondent Name: _____

Address: _____

Post Code: _____

Telephone _____ (FOR QUALITY CONTROL PURPOSES ONLY):

INTERVIEWER DECLARATION:

This interview was conducted face-to-face, in one of the specified streets, and in accordance with the instructions and to the Market Research Society Code of Conduct. .

- Day:..... Start time:

- Date:..... Finish time:

Name (PRINT):..... Signed:

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