

Project Report II: Summary Household Survey

The house-hold questionnaire constitutes the second stage of research undertaken. A sampling framework resulted from DCC's householder database cut to the case study area. This resulted in 13,925 households situated directly within the boundary of the case study area. Following database screening, the households were subject to stratification based on rural, town and villages north and an equal categorisation in the south of the area. Based on previous research conducted on civic engagement, 15% of these households were randomly selected.

The final questionnaire was distributed to 2,085 house-holds within the case study area of Purbeck and its surroundings in June 2014. The number of returned and completed questionnaires totalled 457, a 22%¹ response rate. Of these 55% were classed as disengaged members of the local resident base (Table 1).

The questionnaire was designed with an optional introductory open-ended question: the findings of which are provided in Project Report I. Other questions were designed in a structured fashion and from a list of features on tranquillity/non tranquillity provided to respondents plus an option to add further features on tranquillity/non tranquillity in the respondents own words, the total views on tranquillity resulted in a total of 1,726 data² and on non-tranquillity, 1,588³ (see Table 2). The lists of features provided were derived from the top options presented by participants at the PAC & Resident events held earlier in 2014 (refer to Project Report I).

1. Respondent characteristics (Project Report II Section 1):

Table 1: Participants Engaged/disengaged

	Valid %
Disengaged	55.3
Engaged	44.7
Total	100.0

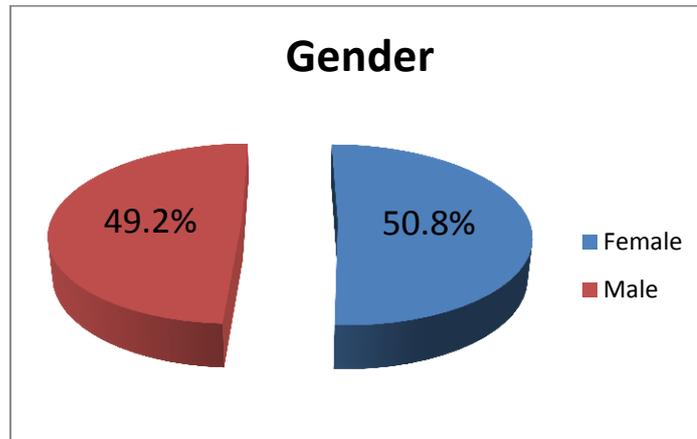
45% of respondents are classed as “engaged”, 55% are classed as “disengaged”.

¹ 21.9% response rate

² Question 7c in Household questionnaire

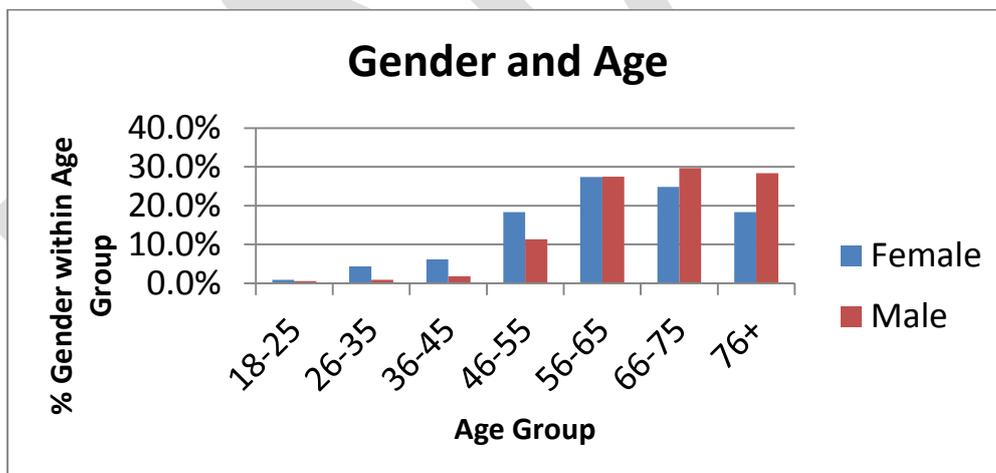
³ Question 8c in Household questionnaire

Figure 1: Gender



There are relatively equal number male and female respondents (49% in the former and 51% in the latter case);

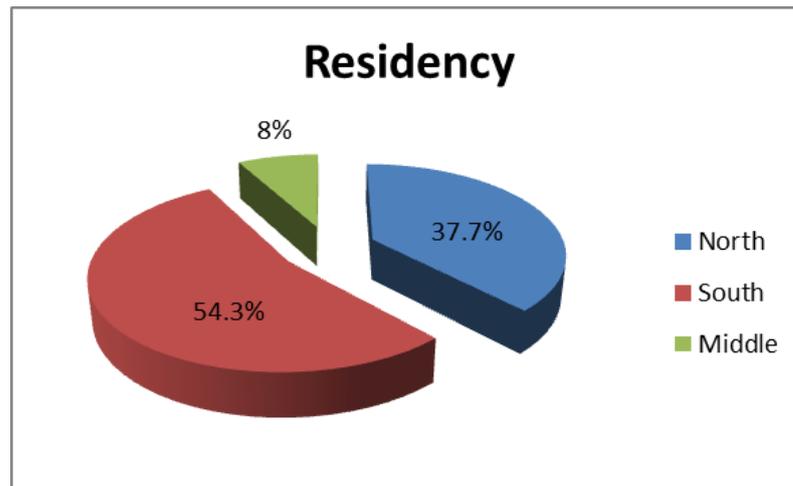
Figure 2: Age of respondents



Half of the respondents who participated in this survey are of 66 years and above;

Overall there are significantly fewer respondents in the 18-45 age groups, representing just 7% of this total research group of householders;

Figure 3: Residency according to the Purbeck Ridge



From a total of 398 responses, 55% respondents reside to the south of the Purbeck Ridge, 38% reside to the north and 8% reside in the middle of the Purbeck Ridge.

2. Views in order of popularity:

Tranquil features indicated by respondents as representing their views on tranquillity. (Project Report II: Section 6):

Table 2: Tranquil features selected by respondents in % order of popularity

Feature:	Frequency of responses (agreed)	% of respondents ticked feature (agreed):
Natural environment and sounds	403	88.2%
Large Open Spaces	347	75.9%
Few People around especially in the countryside	325	71.1%
Able to see the coastline and hear the sea	302	66.1%
Features that are in keeping with the Purbeck landscape' e.g. villages, nature, open space, cultural heritage	261	57.1%
Other*	88	19.3%
Total	1726 ⁴	

In relation to 'other' recorded in Table 2, Table 3 below shows that the most frequently occurring category is '*natural attributes – tranquil*' and the most commonly occurring theme is '*mankind*' with 47 occurrences.

⁴ Of the 88 respondents who ticked 'other', 82 respondents provided comment. Total comments = 1,720.

Table 3: ‘Other’ themes provided by respondents in order of popularity - tranquil

Themes	Human Attributes – Tranquil	Natural Attributes - Tranquil	Human & Natural - Tranquil	Places - Tranquil	Total	Human Attributes – Non Tranquil
Mankind	41	5	1	0	47	4
Natural Environment	0	27	1	1	29	0
Cognitive	11	12	0	0	23	3
Auditory	13	6	0	0	19	1
Sight	4	8	1	0	13	0
Coastal	2	7	0	1	10	0
Rural Environment	0	8	0	0	8	1
Wildlife	0	9	0	0	9	0
Activity	5	2	0	0	7	0
Water	0	5	0	0	5	0
Space	0	4	1	0	5	0
Seasons	1	1	0	0	2	1
Smell	0	1	0	0	1	0
State of Mind	1	0	0	0	1	0
Behaviour	1	0	0	0	1	1
Spirituality	0	0	0	0	0	0
Touch	0	0	0	0	0	0
Weather	0	0	0	0	0	0
Total	79	95	4	2	180	11

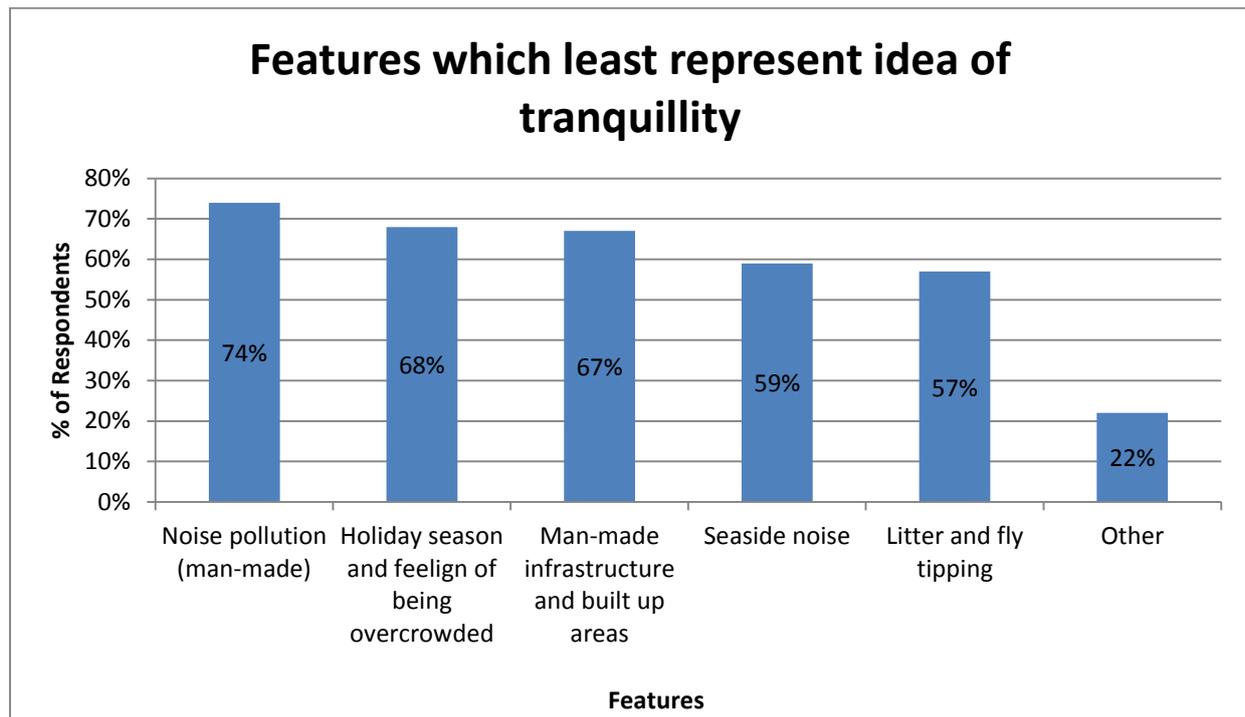
Table 4 presented Non tranquil features identified by respondents as representing their views of non-tranquillity. (Section 8 Project Report II)

Table 4: Non Tranquil features selected by respondents in % order of popularity

Feature:	Frequency of responses (agreed)	% of respondents ticked feature:
Noise pollution (man-made)	338	74%
Holiday season and feeling of being overcrowded: amount of people, cars, traffic jams	310	67.8%
Man-made infrastructure and built up areas	307	67.3%
Seaside noise(people, loud music, cars, jet skis and power boats)	270	59.2%
Litter and fly tipping	261	57.1%
Other*	102	22.3%
Total	1588⁵	

⁵ Of the 102 respondents who ticked ‘other’, 96 respondents provided comment. Total comments = 1582

Figure 4



There were 102 respondents who ticked 'other'. The most frequently occurring theme in the 'other' category is 'mankind' with 88 occurrences. Respondents' comments included 'high population and housing density', 'aircraft noise, heavy industrial transport noise, gunfire', and 'wind farms' (Table 5 below).

Table 5: 'Other' themes provided by respondents in order of popularity- non tranquil

Themes	Human Attributes - Non-Tranquil	Natural Attributes - Non-Tranquil	Human & Natural -Non-Tranquil	Places - Non-Tranquil	Total	Human Attributes - Tranquil	Natural Attributes - Tranquil
Mankind	76	0	2	10	88	2	3
Cognitive	30	0	1	3	34	2	3
Behaviour	21	0	0	3	24	0	1
Auditory	20	0	1	1	22	1	0
Activity	7	0	0	4	11	0	0
Seasons	5	0	1	5	11	0	2
Sight	6	0	1	1	8	0	2
Natural Environment	2	1	1	0	4	0	0
Coastal	1	0	0	1	2	0	1
State of Mind	3	0	0	0	3	0	0
Rural Environment	3	0	0	0	3	0	0
Weather	1	0	0	1	2	0	0
Wildlife	1	0	0	0	1	0	0
Smell	0	0	0	0	0	0	0
Space	0	0	0	0	0	0	0
Spirituality	0	0	0	0	0	0	0
Touch	0	0	0	0	0	0	0
Water	0	0	0	0	0	0	0
Total	176	1	7	29	213	5	12

Significant statistical associations

There are no significant associations between engagement/disengagement and gender, age, residency in relation to the Purbeck Ridge and features considered to make an area more tranquil. (Section 2: Project Report II). There are no 3-way associations in data (Section 2.5. Project Report II).

Statistical significance **is** reported with more engaged people finding noise pollution (man-made) as least representing their idea of tranquillity but there is not a strong association (Section 1.5; Project Report II).

Table 6: Association by degree of engagement/disengagement and noise

	Feature	Engaged	Disengaged
Non-Tranquil	Noise pollution (man-made)	81%	68%

The data shows that whilst ‘*natural environment and sounds*’ is the most frequently identified feature considered to make an area more tranquil overall, a difference exists in the pattern of responses between male and female respondents. The most frequently identified feature considered to make an area more tranquil amongst female respondents is ‘*see coastline and hear sea*’ and amongst male respondents it is ‘*few people*’. The frequency and percentage of responses given by female and male respondents within each feature considered to make an area more tranquil is detailed below in Table 7, together with details of whether a significant difference in the pattern of responses exists within the genders for each of these features (last column). (Section 2.4: Project Report II).

Table 7: Distinctions by gender and features that are considered to make an area more tranquil

Feature:	Frequency and % Ticked within feature		Total:	Notes:
	Female:	Male:		
Natural environment and sounds	206 (51.2%)	196 (48.8%)	402	No significant difference ($\chi^2 (1) = .17, p < .068$)
Large Open Spaces	182 (52.4%)	165 (47.6%)	347	No significant difference ($\chi^2 (1) = 1.39, p < .024$)
Few People	157 (48.5%)	167 (51.5%)	324	No significant difference ($\chi^2 (1) = 2.13, p < .14$)
See coastline and hear sea	164 (54.3%)	138 (45.7%)	302	Statistically significant association between gender and this feature ($\chi^2 (1) = 4.11, p < 0.04, phi = .10$)
In keeping with Purbeck landscape	133 (51.1%)	127 (48.8%)	260	No significant difference ($\chi^2 (1) = .01, p < 0.93$)

For non-tranquil features a statistically significant number of males report “seaside noise” as affecting their sense and experience of tranquillity but there is not a strong significant statistical association (Table 8 below) (Section.2.5; Project Report II).

Table 8: Associations within Household Data –Gender and Coast/Sea

	Feature	Female	Male
Tranquil	<i>‘see coastline and hear sea’</i>	54%	46%
Non-Tranquil	<i>‘seaside noise’</i>	47%	53%

There **are** significant differences in the pattern of responses on what is considered as tranquil across age groups for “natural environment and sounds”, “large open spaces” and experiencing “few people” (Table 9 below).

Table 9: Associations amongst age groups with tranquil features⁶

Feature/Age group:	18-25	26-35	36-45	46-55	56-65	66-75	76+	Total	Significance
Natural environment and sounds	2 66.7%	12 100%	18 100%	63 94%	112 90.3%	109 88.6%	85 81%	401	$(x^2 (1) = 13.81, p < .03, V = .18).$
Large Open Spaces	0 0%	11 91.7%	14 77.8%	50 74.6%	102 82.3%	96 78%	73 69.5%	346	$(x^2 (1) = 16.76, p < .01, V = .19).$
Few People	0 0%	8 66.7%	16 88.9%	44 65.7%	86 69.4%	97 78.9%	72 68.6%	323	$(x^2 (1) = 15.43, p < .02, V = .19).$

This table also shows that the 26-35 age group, although a small group, is more likely to find *‘large open spaces’* more tranquil than, for example, 76+ age group. Whereas, those aged 36-45 consider *‘few people’* as a feature which makes an area more tranquil than other age groups. *‘Natural environment and sounds’* is considered to make an area more tranquil to all respondents aged 26-45.⁷

There are significant differences in the pattern of responses across age groups for ‘noise pollution (man-made) (Section. 3.5: Project Report II). A contributory factor for this could be that the 18- 25 age group is a very small group of the population. However, the data in Table 9 above is interesting in that it shows that 100% of respondents amongst the ages 26-45 consider that ‘natural environment and sounds’ made an area more tranquil (Section 3.4: Project Report II).

⁶ a Cramer V value of .01 indicates a small effect and a .30 value indicates a medium effect, using Cohen’s (1988) criteria, which suggests that this is not a strong association

⁷ **NB: Small number of respondents in age groups 18-25 and 26-45. NB: Not a strong association.**

Table 10 below (Table 19:Project Report II) shows that 100% and 92%⁸ in the age groups 18-25 and 26-35 respectively consider ‘noise pollution (man-made) to least represent ideas of tranquillity (although it is important to note that amongst these two age groups there are only 14 respondents) (Section 3.5: Project Report II).

Table 10 Age and the features that are considered to least represent ideas of tranquillity

Feature	Age Group:							
	18-25	26-35	36-45	46-55	56-65	66-75	76+	Total
Noise pollution(man-made)								
No of responses	3	11	11	54	97	97	64	337
% of respondents by age group- the feature ‘noise pollution’	.9%	3.3%	3.3%	16%	28.8%	28.8%	19%	100%
% of respondents within age group	100%	91.7%	61.1%	80.6%	78.2%	78.9%	61%	

There **is** a statistically significant association between where respondents live in relation to the Purbeck Ridge and the impact of “holiday season and feeling of being overcrowded” (Table 11 &12 below). A significantly lower proportion of those living south of the Ridge chose this as a negative impact (Section 4.5: Project Report II).

Table 11: Associations of location of residence and in relation to the holiday season

	Feature	North	South	Middle
Non-Tranquil	<i>‘Holiday season and feeling of being overcrowded’</i>	109 (72.7%)	136 (63%)	27 (84.4%)

More residents living in the middle of the Purbeck Ridge find the ‘holiday season and feeling of being overcrowded’ to least represent ideas of tranquillity than those living to the north and south of the Ridge.

⁸ 91.7% of respondents

Table 12: Statistical significance and frequency of views according to residents' location to the Purbeck Ridge

Feature:	Frequency and % Ticked			Total:	Notes:
	North	South	Middle		
Noise pollution (man-made)	106 (70.7%)	163 (75.5%)	27 (84.4%)	296	No significant difference $(\chi^2 (1) = 2.90, p < .24)$
Man-made infrastructure and built up areas	105 (70%)	147 (68.4%)	22 (68.8%)	274	No significant difference $(\chi^2 (1) = .11, p < .95)$
Holiday season and feeling of being overcrowded	109 (72.7%)	136 (63%)	27 (84.4%)	272	Statistically significant association between residence and this feature $(\chi^2 (1) = 7.99, p < .02, V = .02)$
Seaside noise	92 (61.3%)	137 (63.7%)	19 (59.4%)	248	No significant difference $(\chi^2 (1) = .36, p < .84)$
Litter and fly tipping	84 (56%)	132 (61.1%)	16 (50%)	232	No significant difference $(\chi^2 (1) = 1.94, p < .38)$