Project Report I: Summary Reporting on Qualitative Analyses & Interpretations

PAC & Resident Events: Open Question – Household Survey

This summary is informed by Project Report I. The key results below are reported according to the frequency of views reported by participants as contributing to their perceptions/experiences on tranquillity/non-tranquillity and their categorisation as themes. *For further information refer to Project Report I and the sections noted below in brackets.*

1. **Overview of views**

Almost 2,100[1] comments were received from 30 participants at the PAC and 20 participants at Resident Events all of which were held from May to July 2014. Following the analysis and coding of views expressed, throughout all analyses, inclusive of GIS processes, results that in excess of 44,000 individual datum informing interpretations on local views on tranquillity/non tranquillity in the case study area[2].

1.1 PAC Participant Groups (Section 1 Table A-H)

- More views are conveyed on tranquillity than non-tranquillity (56.69% in favour of *tranquillity*);
- For PAC groups nearly 2/3rds of the views on what constitutes *tranquillity* are in the "*natural" and "human and natural"* categories (34.03% and 31.25% respectively). (Section 1.4.)
- A considerable majority (81.36%) of views on what contributes to perceptions/experiences on *non-tranquillity* are considered by participants to be of *"human" origin*.

1.2. Group B Participants

- As with PAC groups, Group B convey more views on *tranquillity* than *non-tranquillity* (56.51% on tranquillity);
- In Group B, 3/4s of views on tranquillity are in the "*natural" and "human and natural"* categories with marginally more in the "*human and natural"* category (38.18% compared with 37.58% in "*natural"). (Section 1.4.1.)
- As also with the PAC groups above, almost 82% (81.89%) of Group B's views on what contributes to perceptions/ experiences on *non-tranquillity* are classified in the "*human"* category.

1.3Resident Participants: Events (Section 1.5. Tables I-K)

- As with PAC groups and Group B above, more views on tranquillity than on non-tranquillity are identified (<70% of views are on *tranquillit*y);

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[1] A Total of 2,098 comments were collated from participants attending the PAC & Resident Events.

[2] 9,663 individual views were collated from all stages of research inclusive of participants' comments recorded during mapping activities. Of these 5,297 were actually mapped/modelled by the GIS team. In terms of data resulting from working and reworking these views a total of 12,849 codes result. Given that the GIS team only used one term once i.e. remoteness and yet this view was reported numerous times, a rough calculation would suggest that in excess of 40,000 individual elements of data have been used in this project. This calculation is an approximation but has been calculated by taking the 12 working tables of PAC and Resident Events, dividing these by 2 (given for example remoteness will not have come up at all times and with all groups) multiplying this figure of 6 by the actual 5,297 views used by GIS team. The resulting figure of 31,782 is added to the total data figure resulting from research stages 1-4 inclusive of 12,849. This calculation results in 44,631 of data.

- Unlike PAC and Group B participants, participants at residents events (Groups I, J and K) place greater emphasis on *"human"* factors as to what constitutes tranquillity with nearly half their views (47.22%) and 27.78% are identified in '*human and natural*' category.

- *As with Groups B and those of the PACs, almost 90% of residents' views on what they consider is not tranquil are markedly "human" in origin.*

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2. Themes identified and Votes allocated (Section 1.6)

Table 1 below, firstly reports on the most cited themes and environments considered of value by PAC Groups, Group B and Residents. Secondly, votes allocated by participants to their views, are reported according to themed analyses that were emergent from the data.

2.1 Themes identified (Section 1.6)

In relation to views on *tranquillity*, the same 5 themes of '*sight', 'cognitive', 'natural environments', 'mankind'* and '*auditory'* are reported by both PACs and Group B participants although in distinct orders according to how often the themes were identified amongst these participants' views (Table 1 below).

With PAC groups and Group B, '*sight'/'what can be seen'* as enhancing views/experiences on tranquillity, is identified in the primary position.

Conversely, whilst the same 5 themes are identified amongst Residents' views, they additionally report on '*rural environments'* that results in sharing the 5th most identified theme with '*cognitive'*.

In relation to *non-tranquillity*, 4 of the same 5 themes are also evident amongst Residents, PAC and Group B participants' views: '*Mankind'* holds 1st position for all groups, followed by '*what can be seen'* and thirdly, '*what can be heard'*.

Distinctions on non-tranquillity amongst the 3 groups include '*seasonal issues'* cited by PAC Groups (including Group B) whereas *poor behaviour of people/visitors* is highlighted by the residents.

Table 1: Overview of key themes identified from participants' views collated at events

	PAC A-H (not B)	Group B	Residents
Most cited themes identified - tranquillity	Sight (21%)	Sight (18%)	Mankind (<22%)
			Sight
	Natural environment (<14%)	Cognitive (16%)	
			Auditory
		Natural environment (11%)	
	Mankind (12%)		Natural environment
		Mankind(10%)	
	AUDITORY (12%)		Rural environment /cognitive
	Cognitive	Auditory	
Most cited themes identified - non-tranquillity	Mankind (<30%)	Mankind (<30%)	Mankind (<40%)
	Sight	SIGHT	SIGHT
	Auditory	AUDITORY	AUDITORY (
	Cognitive/ **SEASONS**	**SEASONS**	***Behaviour***/*Cognitive*
		Cognitive	

2.2 Votes from individual groups accorded by participants during the events

In relation to *tranquil perceptions/ experiences*, 4 of the 5 themes most prevalent amongst the votes of PACs, Group B and Residents are identical: ***'Sight'* takes 1st position for all 3 groups** (Table 2 below).

'*Natural Environment'* takes 2nd position for PAC Groups, 3rd position for Group B and 4th position for the residents. '*Auditory'* is emphasised by residents and PAC Groups in 3rd position although for Group B, is placed in 5th position. '*Mankind'* takes 4th place for the PACs and Group B but is elevated to 2nd position for the residents.

PACS and Group B's views report on views identified with cognitive descriptions (albeit in different order of ranking), whereas residents votes are not identified with 'cognitive' rather they are in 5th place, votes are identified with '*rural environments'.*

On *non-tranquillity*, votes allocated identify the same top 4 themes and in order , **'mankind', 'sight', 'auditory' and 'cognitive'.**

PAC Groups and Group B place in 5th position '*seasonal issues'* affecting their experiences/perceptions on tranquillity, whereas residents' votes place *rural and natural environments'* equally in 5th position.

3. Types of Environments:

Table 2 below thirdly reports on the three types of environments most identified amongst the total participants' views collated: PAC Groups and Residents relate 1stly *'coastal'* areas, 2ndly *'natural inland'* spaces and then 3rdly, *'rural environments'* to enhancing their perceptions/experiences on *tranquillity* in the case study area.

However, Group B places *'natural inland spaces'* first, secondly *'coastal'* and thirdly as with PAC and Residents, *'rural environments'* as enhancing their notion of *tranquillity*.

In relation to participants' views on what comprises *non-tranquillity*, of the total views collated, *'coastal environments'* hold first place for all three PACs, Group B and Residents' Groups. In fact for residents this is the only environment identified in relation to *non-tranquillity*.

Conversely Group B subsequent to *'coastal'* identifies non-tranquillity with *'natural inland spaces'*, and for the PAC Groups, both *'rural and natural inland environments'* share 2nd place.

Table 2: Summary of most cited & highest ranked themes on tranquillity/non tranquillity inclusive of places identified – PAC and Resident Events

	Tranquillity		Non tranquillity		Places	
	Most cited	**Votes and ranking**	**Most cited**	**Votes and ranking**	**Tranquil**	**Non Tranquil**
PAC (Groups A – H except B) (Sections 1.6.1. and 2.1.1. 1)	Sight Natural environment Mankind Auditory cognitive	Sight Natural environment Auditory Mankind cognitive	Mankind Sight Auditory Cognitive/ Seasons	Mankind Sight Auditory Cognitive Seasons	Coastal Natural environment Rural	Coastal Natural environment Rural
Group B (Sections 1.6.3. and 3.2.)	Sight Cognitive Natural environment Mankind Auditory	Sight Cognitive Natural environment Mankind Auditory	Mankind Sight Auditory Seasons Cognitive	Mankind Sight Auditory Cognitive Seasons	Natural environment Coastal Rural	Coastal Natural environment
Residents (Groups I – K) (Sections 1.6.2. and 2.1.4.)	Mankind Sight Auditory Natural environment Rural environment Cognitive	Sight Mankind Auditory Natural environment Rural environment	Mankind Sight Auditory Behaviour Cognitive	Mankind Sight Auditory Cognitive Natural environment/rural environment	Coastal Natural environment Rural	Coastal - -

4. **Third layer of analysis and the emergence of subthemes by votes *on tranquillity*– *PACS* Groups**

The theme of '*sight*', (App. 4/1) is the primary theme identified out of the five themes identified (above Table 1). Of the five subthemes identified in this theme, being able to see the *natural environment* is most overt (Table 3 below).

Table 3 Theme: Sight	Subthemes	% of total votes placed on sight
	1. Natural environment	53.38
	2. Rural areas	38.35
	3. Coastal	27.82
	4. What is not tranquil	20.05
	5. Open spaces	16.79

This emphasis placed on the '*natural environment*' as a theme representing tranquillity is subdivided into six subthemes in Table 4 below (Informed by Appendix 4/2).

Table 4 Theme: Natural Environment	Subthemes	% of total votes placed on sight
	1. Open Space/Landscape	35.83
	2. Wildlife & Birds	23.23
	3. Trees/Woods	22.44
	4. Flora	15.75
	5. Water	13.78
	6. Coastal	13.78

The third most popular theme is '*auditory*'. Further analysis of this theme resulted in five subthemes (Appendix 4/3).

Table 5 Theme: Auditory	Subthemes	% of total votes placed on sight
	1. Natural environment	53.36
	2. What **not** expect to hear	28.99
	3. Coastal sounds (sea)	17.23
	4. Manmade features	9.24
	5. Rural (and sounds)	8.82

5. Third layer of analysis and the emergence of subthemes *on non-tranquillity* – *PACS Groups*

The primary theme identified by PAC votes on non-tranquillity, is mankind (25.88%) (Table 1 above). Two key subthemes are overt from the total listing on *'mankind'* generated: these relate to how 'non-tranquillity' can be experienced and/or perceived through *'what can be seen'* and *'what can be heard'* (Appendix 4/5).

In the theme of *'sight'* and in relation to what has been attributed specifically to *'mankind/manmade'* features, it is clear from this data that subthemes of *'traffic, cars, busy roads and caravans'* are identified as the primary pejorative factors on tranquillity: 34.07% of the total votes placed relate to *'what can be seen'* of traffic . A further 51.41% of votes relate to *'what can be heard'* of traffic and the effect these sensory experiences have on the participants' tranquillity in the case area ('Sight' - Appendix 4/6; 'Auditory' Appendix 4/7.).

Taking this topic of motorisation specifically to coastal areas, these locations attract 47.18% of votes. Of these votes, 32 specifically emphasise a negative perspective *on 'noise'* derived from jet skis and speedboats, together with seafront noises derived from fairgrounds, arcades and simply, from the sheer number of people situated in seaside resorts and other tourism hotspots (Appendix 4/7).

Table 6 Themes: Sight/ Auditory	Subthemes	% of total votes placed on sight	% of total votes placed on hearing
	1. traffic, cars, busy roads and caravans (Sight & auditory)	34.07	51.41
	2. Auditory: Coastal		47.18

6. The emergence of subthemes by votes on Tranquillity - *Residents*

The top ranked theme in Table 1 above is of 'sight' and is divided into just three subthemes: *'natural'*, *'absence/less presence of mankind'* and a third priority given to *'maintaining the AONB's character'* (Appendix 4/11).

An *'absence/lessen presence of mankind'* attracts the most votes. Amongst these, votes, thirty-five were cast on *'traffic'*, making this the number one topic for residents, considered to affect sight, sound and aspirations for experiencing tranquillity in the area. The second highest number of votes at 34, was placed on an *'absence of people'* and in third position, *'fewer man-made structures, inclusive of industrial buildings/factories'* are aspired (29 votes); *no wind farms/turbines* are asserted with a further 15 votes. In terms of leisure activities, *'an absence of jet skis'* attracts 6 votes and for an *'absence or experiencing fewer festivals'*, just four votes (refer to Appendix 4/11).

The second most popularly voted subtheme in the theme of *'sight'* concerns *'natural features of the area'* (resulting in 47.15% of the total votes on sight captured). Amongst these votes, with 45 votes, the *'natural environment', a 'sense of open space' and 'landscape'* attracts the highest number of votes in this subtheme. The second highest votes are linked with residents being able to *'see/hear wildlife'* (26 votes). *'Moving water, streams, rivers'* etc. are placed in third position with 16 votes followed by *'woodland'* attracting 13 votes. *'Coastal' areas, beaches, the sea and coastline* attract just 10 votes (Appendix 4/11).

Table7 Theme: Sight	subthemes	% of total votes placed on sight	Topics
	1. absence/less presence of mankind'	54.75	Traffic; People; Manmade structures; Wind turbines; Jet skis; festivals
	1. Natural	47.15	Natural features; Open space/landscape; What can be seen/heard; Water; Woodland; coastal
	2. maintaining the AONB's character'	3.42	

The third subtheme, of 3.42% of the total votes on sight captured, maintaining the '*AONB's character*' attracts 9 votes within which the '*…distinctive character of Purbeck is maintained…*' and its '*…tranquillity enhanced*', (Groups J & K) and '*buildings are (built) in scale to their surroundings* (Group J) (Appendix 4/11).

The second most voted theme as shown in Table 1 above, concerns features related to the theme '*mankind*' (21.14% of total votes placed by residents). Within this theme, with more than eighty per cent of the votes, (82.23%), a complete '*absence of anything to do with mankind*' is evident as the number one subtheme (Appendix 4/12). Of these votes, 74 directly emphasise a '*lack of being able to see people*' and 73 votes are placed on an '*absence of traffic*' as enhancing tranquil experiences for the residents. '*Fewer manmade structures*' attract 34 votes and a complete '*absence of wind farms*' attracts specifically 15 votes and two further votes are allocated to an '*absence of power stations*'. Thirteen votes are used to emphasise that any '*man-made noise*' pejoratively affects tranquil experiences. An '*absence of Jet skis*' attracts but six votes and further in relation to leisure, '*fewer festivals*' attract 4 votes. '*Crime*' is a topic identified in the '*mankind*' subtheme, albeit with 5 votes as affecting perceptions and experiences on tranquillity. Attracting purely one vote each, '*hearing guns', 'hunting', 'sewage and smells*' are also articulated by the residents as negatively affecting their experiences on tranquillity.

As Table 1 above presents, the third most identified theme amongst residents votes placed is '*auditory*' (18.52%) (Appendix 4/13). This theme is subdivided into three subthemes.

Table 8 Theme: Auditory	subthemes	% of total votes placed on sight	Topics
	1. absence/less presence of mankind': noises, traffic	73.58	People Traffic
	2. 'natural noises	21.70	Wildlife birds and water
	3. Potential improvements/solutions (Enhancers)	4.72	Churches, retreats and Swanage Steam Train

With 156 votes, (equating to 73.58% of the votes allocated to '*auditory*' theme), an '*absence of mankind, noises, traffic and people noise*' are all considered to enhance tranquil experiences for the residents. The second most popularly attracted subtheme concerns '*natural*' noises, comprising wildlife, birds and water (21.70% of votes on 'auditory'). The final and third subtheme in the theme of '*Auditory*' relates to what residents consider enhances their experiences of tranquillity and derives from '*mankind*'. The topics within this subtheme include '*churches, retreats and the Swanage Steam Train*' (resulting in just 4.72% of votes allocated on '*auditory*' as positively affecting residents experiences/perceptions on tranquillity: (Appendix 4/13).

7. **The emergence of subthemes by votes on *Non Tranquillity*** - *Residents*

As shown above in Table 1, *mankind* is the primary theme identified by participants' votes in relation to non-tranquillity. (33.77%) (Appendix 4/15).

Table 9: Overview of Non Tranquil voting patterns – Residents and Themes

THEMES	TOTALS	%
Mankind	390	33.77
Sight	265	22.94
Auditory	246	21.30
Cognitive	77	6.67
Natural Environment	51	4.42
Rural	51	4.42
Behaviour	39	3.38
Coastal	25	2.16
Smell	8	.69
Spiritual	3	.26
Group Totals	1155	100.

Related to this theme, whilst '*behaviour*' only attracted 3.38% of votes on 'non-tranquillity', other than litter, fly tipping and jet ski user behaviour, one subtheme within this theme was notable and this concerned residents', specifically highlighted by the disengaged participants (Group I), perceptions of '*crime*' in the area and the effect this has on their experiences of what can be considered as living in a tranquil space (Table 9 below: Appendix 4/16).

TABLE 10 *What is <u>not</u> considered as being tranquil? Theme Behaviour*			
TOPIC	**CONSENSUS VOTES**	**Group**	**Attribute**
Jet skis racing through the swimming area – quite frightening at Studland	12	I	Human
Littering and fly tipping	11	I	Human
fly tipping	10	J	Human
Crime: Threats – traffic/ crime/ Anti-Social Behaviour	6	I	Human
	39		
	Votes as percentage of total non-tranquil votes placed	3.38%	

As also with PACs, '*what can be seen*' is identified as the second key theme, (Table 1 above) in this case attracting more than a fifth (22.94%) of votes placed, subsequent to which importance is conveyed for '*what can be heard*' (21.30%) (Table 9 above).

Within the theme *of 'Sight'*, subthemes of *Infrastructure* related to *urban landscapes, derelict buildings, mobile phone masts, wheelie bins and especially, anything perceived 'to be out of context with the AONB'* equate to more than a third

of the votes on sight (36.60%). (Appendix 4/17: Table A4/23.). Yet forty per cent (40.38%) of the votes on *'sight'* derive from seeing the *sheer quantity of people attracted to the area and expectations of poor behaviour concerning litter, fly tipping, and in relation to coastal areas specifically, the use of jet skis, asserted to '…race through swimming areas…'* (9.43% of votes in *'sight'* specifically relate to jet skis) (Groups I & J) *Views of traffic and road networks* are also emphasised with 48 votes (18.11%). (Appendix 4/17).

Table 11 Theme: sight	subthemes	% of total votes placed on sight	Topics
	1. infrastructure	36.60	Urban landscapes, derelict buildings, mobile phone masts, wheelie bins, out of context
	2. 'people and behaviour	40.38	Litter, flytipping, coastal areas and jet skis,
	3. Views of traffic and road networks	18.11	Cars, caravans, main roads and traffic jams
	4. Potential improvements/solutions	9.43	Churches, retreats and Swanage Steam Train

In relation to *'what can be heard'* as the third key theme in relation to 'non-tranquillity' for residents (21.30%: Table 1 above), Table 12 below shows that mechanical and especially *'traffic'* noise takes the number one position in subthemes with almost sixty per cent of residents' votes (58.94%), second to which as with PACs, 'people generated noise' attracts 46.34% of the votes placed on this theme. *'Coastal' noise, directly and primarily related to jet skis* takes third position with 32.11% of votes and distinct to PACs a fourth subtheme is apparent with 13 votes, albeit totalling just 5.28%, accorded to *industrial/commercial noise* (Appendix 4/18).

Table 12 Theme: what can be heard	Subthemes	% of total votes placed on sight
	1. Mechanical and traffic	58.94
	2. 'people and behaviour	46.34
	3. Coastal – jet skis	32.11
	4. Industrial/commercial	5.28

8. **The emergence of subthemes by votes on *Tranquillity*** – *Group B: Tranquil*

Fewer than sixty per cent of Group B's votes cast (57.69%) to the theme *'sight'* concern references to the natural environment. *'Coastal locations and views'* attract less six per cent of votes (5.77%). Less than twelve per cent of votes (11.54%) relate to not being able to see what is considered as intrusions of mankind's presence (wind turbines, manmade structures and simply not seeing people). (Appendix 7: Table A7/1. In relation to the theme of *'cognitive'*, seventy per cent of votes (70.59%) allocated on this theme directly refer to how feelings tend to be related by this group to their experiences and perceptions on tranquillity. *A sense of place, of community, and of wildness* are also reported. (Appendix 7: Table A7/2)

'Natural Environment' as a theme attracted 12.78% of votes allocated by Group B participants. The three highest ranked topics within this theme refer to 'sight and sound' of natural events, *'open spaces'* and *'birds'* (24 votes: 60% of total votes attributed to the theme of *'natural environment')* (Appendix 7: Table A7/3)). This interest directs attention to the theme of *'wildlife'* within which reference to birds attracts 80% of the total votes recorded against this theme. (Appendix 7: Table A7/4).

9. **Investigating topics according to key themes Group B: Non-Tranquil**

The number one theme considered to detract from non-tranquillity for Group B participants concerns, *'mankind'* (28.89%of the total votes used) (Table 1 above).On investigating topics within this theme, thirty-five per cent of votes (35.16%) are allocated to what is considered by participants to be *'out of keeping with the area'* be that through *'what can be seen' or 'heard'.* Less than a fifth (19.78%) concerns *the presence, sight or sound of traffic and busy road networks.* Twenty-one votes are overtly explained by *noise* (23.08%). (Appendix 7: Table A7/5).

10. **Household survey comparison: responses to open Question 6** (Section 4)

A total of 2,085 questionnaires were distributed to a stratified and random database of householders in the case study area during June 2014. Of these 457 were returned equating to a 21.9% response rate, and in total 4,981 views on tranquillity and non-tranquillity were conveyed by respondents. Of the total respondents, 431 replied to the open question (Q6) '**what comes to mind when you hear the word tranquillity**?'

The research sample comprised engaged and disengaged members of the local community:

Table 13 Number of **Engaged & Disengaged participants who responded to Q6**

		Frequency	Valid %
Valid	Disengaged	237	54.99
	Engaged	194	45.01
	Total	431	100.0

On analysis of responses received to Q6, the key categorisation of views identified align with *"human and natural"* aspects of the area second to which *"natural features"* are identified as of importance to the respondents' views on tranquillity (Section 4.4).

Table 14 below shows the subdivision of the two householder groups along with the top 5 themes identified according to each of these groups' views collated through the household survey:

Table 14: Summary of top views on Tranquillity– Householder Survey (Groups 1-4 inclusive).

Householders (Excluding theme 'peace and its derivatives)				
	Top 5 Themes Identified Amongst Views Conveyed			
Group 1 Disengaged Can contact	Cognitive State of mind Auditory Natural environment Mankind			
Group 2 Disengaged Not contact		Cognitive State of mind Auditory Mankind Natural environment		
Group 3 Engaged Can contact			State of mind Cognitive Auditory Mankind Natural environment	
Group 4 Engaged Do Not contact				Auditory Cognitive Mankind Natural environment Sight

- Across the 4 Household groups (shown in Table 14 above) *'cognitive', 'state of mind', 'auditory', 'natural environment', and 'mankind'* feature in the top 5 themes for the 3 of the 4 groups: encompassing both groups of disengaged respondents and one group of engaged (can contact).

- The views of Groups 1, 2 and 3 are identified with the same 5 themes as their top 5 albeit in a different order of importance according to how often a view could be aligned to one of these themes.

- The views of the 4th group, Engaged Do Not contact, are also identified with themes of '*Cognitive', 'auditory', 'natural environment 'and 'mankind'* although the 5th theme replaces '*state of mind*' found in the previous 3 groups, with emphasising 'sight'/what can be seen' as contributing to their perceptions/experiences on tranquillity.

- Group 4 is the only group to include 'sight' in their top 5 together with more emphasis on *"mankind"* compared to other Household groups.

- Compared to findings from the PAC and Resident Group Events, A – K, the Household respondents have a much narrower range of themes in those that they consider most important in affecting tranquillity. This result is considered to be affected by the research tool used for the household survey in comparison with the deeper research tools and methods of the action research events.

11. **Types of environments identified in householder views as supporting tranquil experiences:**

- Out of the 3 types of environments identified as most contributing to tranquillity, 'natural environments' result as the most cited for the Disengaged and for the Engaged respondents.

12 Comparing the views of householders responding to Q6 with those of visitors: *an overview*

In comparing the views of 431 householders who responded to Q6 (Project Report 1: Section 4) with those of 309 visitors views[3] (Project Report 3: Appendices 5 & 9), the first finding in Table 15 below shows that unsurprisingly, weather is indicated in the top 5 themes as pejoratively affecting visitors' perceptions/experiences on tranquillity. Again unsurprisingly, activities and the quality of experiences appear in visitors' views, unlike those of residents.

Commonalities amongst the visitors and the residents include citing '*mankind' and 'cognitively'* classed views as contributing to perceptions/experiences on tranquillity/non-tranquillity.

'*What can be heard'* is identified by visitors as contributing to their tranquil perceptions/experiences as with Groups 1-4 of the householders: albeit ranked differently amongst the groups.

For visitors, features and experiences with '*mankind'* take the number one position in terms of *tranquillity* and *non-tranquillity* converse to householders whose views on analysis, at best placed this theme in third position (Group 4), in fourth position for Group 2 and 3 and for Group 1, this theme was ranked in fifth position.

'*Cognitively'* related views tend to be rated highly by both visitors and householders: the disengaged (Groups 1 & 2) placing this theme in 1st position, the Engaged (Groups 3 & 4) in 2nd position as placed by the visitors views in terms of both tranquillity and non-tranquillity.

'*What can be heard'* figures as the 3rd most identified theme in householder groups 1-3 inclusive and is placed in first position by Group 4. Whilst visitors do include this theme, it is placed in 5th place in relation to tranquil perceptions and experiences and unlike, residents, is not cited at all as in the top 5 themes identified with non-tranquillity.

Table 15 Comparison of themes identified amongst the householders' and the visitors' responses.

Householders: what comes to mind when you hear the word tranquillity?				Visitors	
Group 1	Group 2	Group 3	Group 4	Tranquil	Non tranquil
1.Cognitive	1. Cognitive	1. State of mind	1(equal) Auditory	1. Mankind	1. Mankind
2.State of mind	2.State of mind	2. Cognitive	1(equal) Cognitive	2. Cognitive	2. Cognitive
3.Auditory	3. Auditory	3. Auditory	3. Mankind	3. Activity	3. Activity
4. Natural environment	4. Mankind	4 (equal) Mankind	4. Natural environment	4. State of mind	4.Sight
5. Mankind	5. Natural environment	4(equal) Natural environment	5. Sight	5. Auditory	5. Weather

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[3] Listed under 'other' responses provided.