



The Royal Parks

Research Programme 2017/18

Park profile: Kensington
Gardens (2017-18 waves)

February 2019



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Technical Note

- This slide deck presents findings from three waves of survey research conducted with visitors to Kensington Gardens. It forms part of a wider programme of park visitor surveys conducted by Ipsos MORI across the eight Royal Parks in London.
- Across the three survey waves, Ipsos MORI spoke to 2787 visitors across the Royal Parks (c.348 per park), including **355 visitors to Kensington Gardens** specifically.
- Wave 1 took place between 01 August and 5 September 2017; Wave 2 between 01 May and 03 June 2018; and, Wave 3 between 01 August and 10 September 2018.
- Interviews were conducted face-to-face, and using a 'random stop' technique using pre-defined interview points.
- Results are based upon all completed interviews unless otherwise stated. Please treat answers with a base size of less than 100 with caution. Where figures do not add up to 100%, this is the result of computer rounding or multiple responses.
- An asterisk indicates a score less than 0.5%, but greater than zero.
- Please note that findings are subject to sampling tolerances, and not all differences in the data will be statistically significant. Please see the guide to statistical significance appended to this slide deck.
- More detailed results, including results on a 'per wave' basis, are available under separate cover.



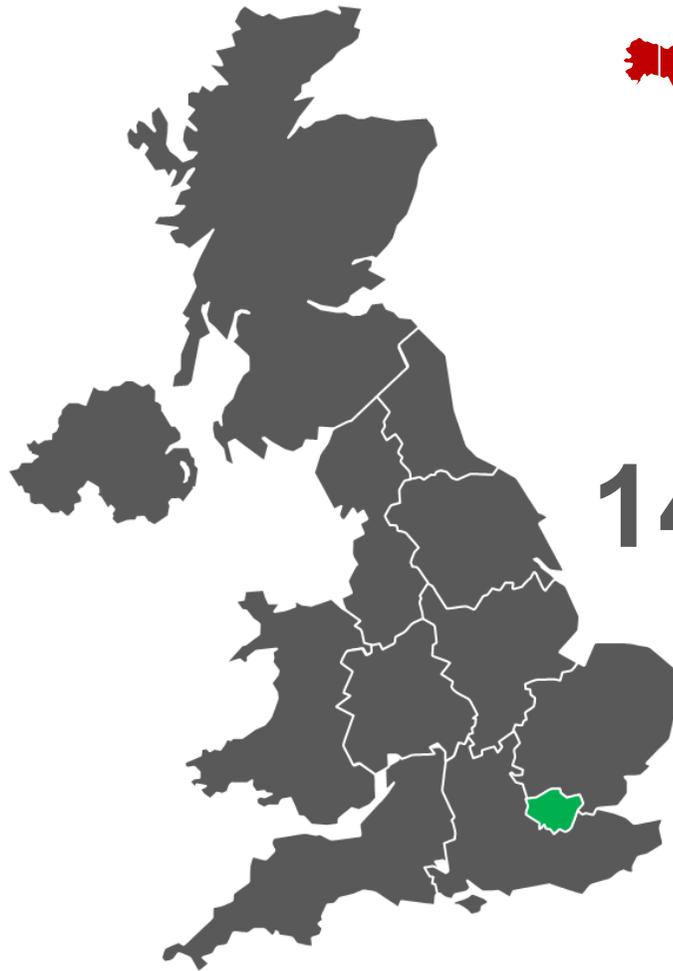


Visitor profile



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Can you tell me where you normally live from this list of regions?



14% from the rest of England, Wales, Scotland and NI

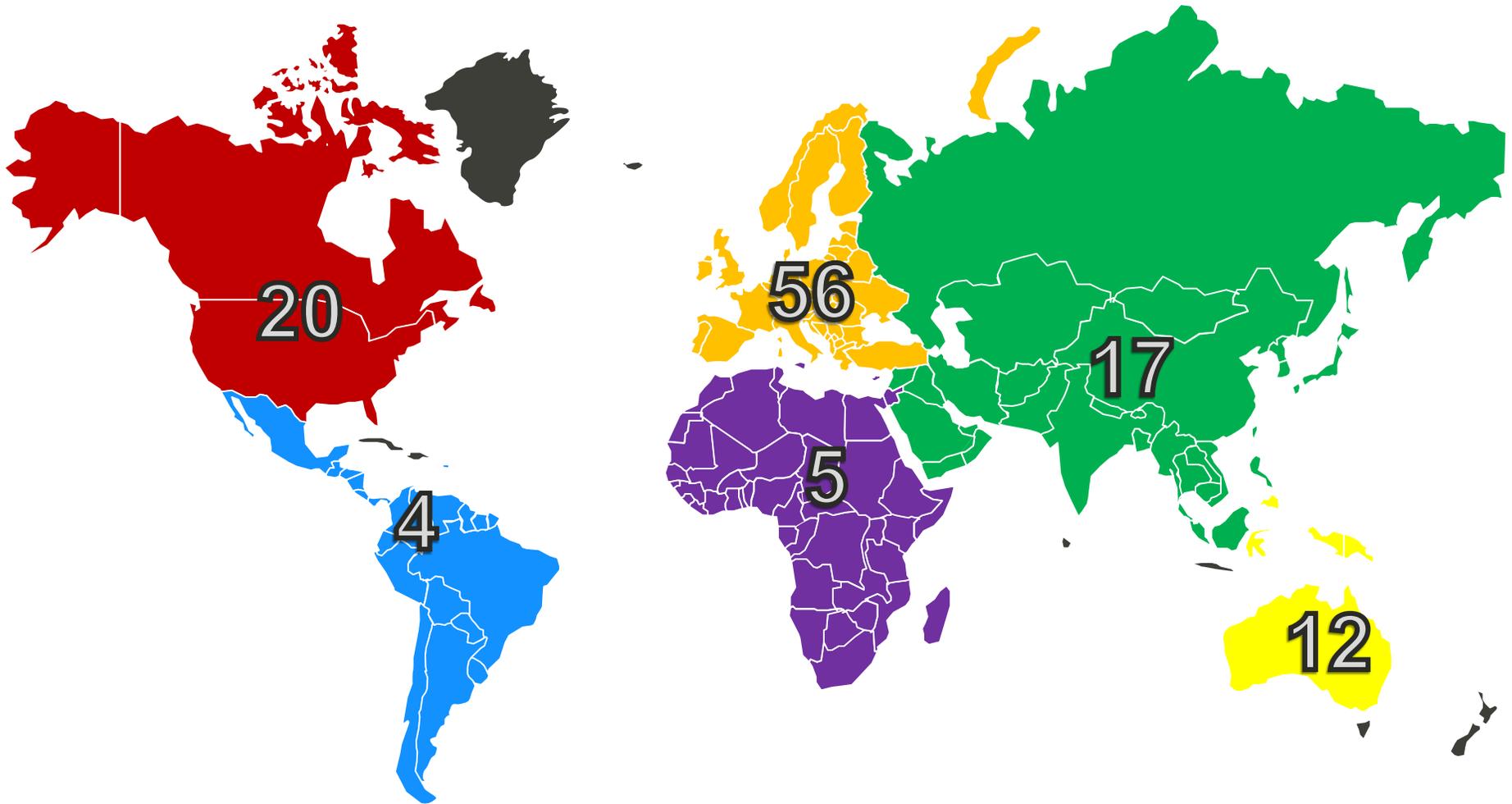
52% from London



35% from outside the UK



Which of these regions are you from?



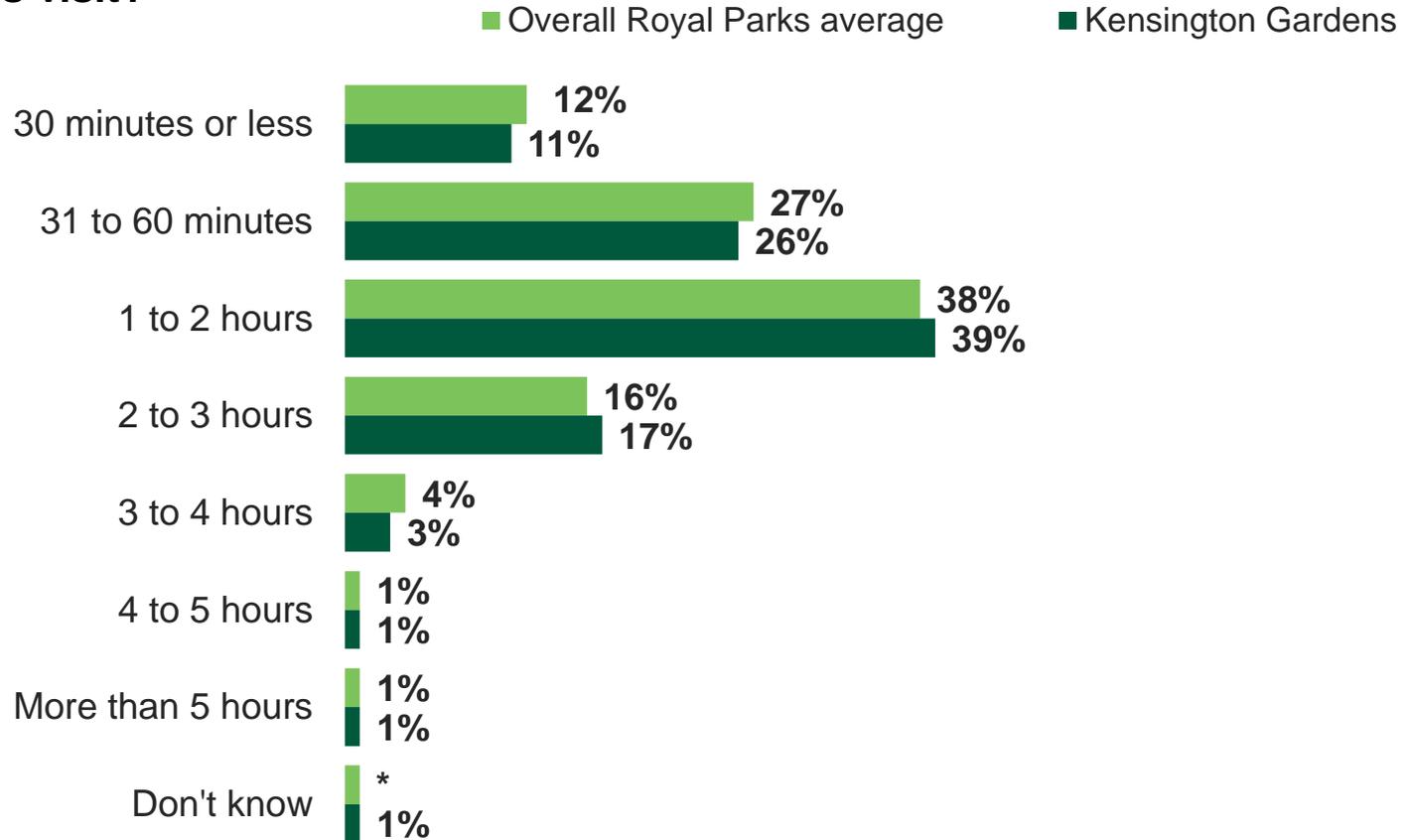
Modes of transport used for visiting Kensington Gardens

	Transport mode	Kensington Gardens	Overall Royal Parks average
	Walk	56%	39%
	Public transport (tube, bus, train)	36%	36%
	Car (including taxi, minicab)	4%	18%
	Bicycle	2%	5%
	Coach	1%	1%



Length of visits to Kensington Gardens

Q. How long did you stay in this park on this visit/ how long do you plan to stay in this park on this visit?





Visitor views and perceptions



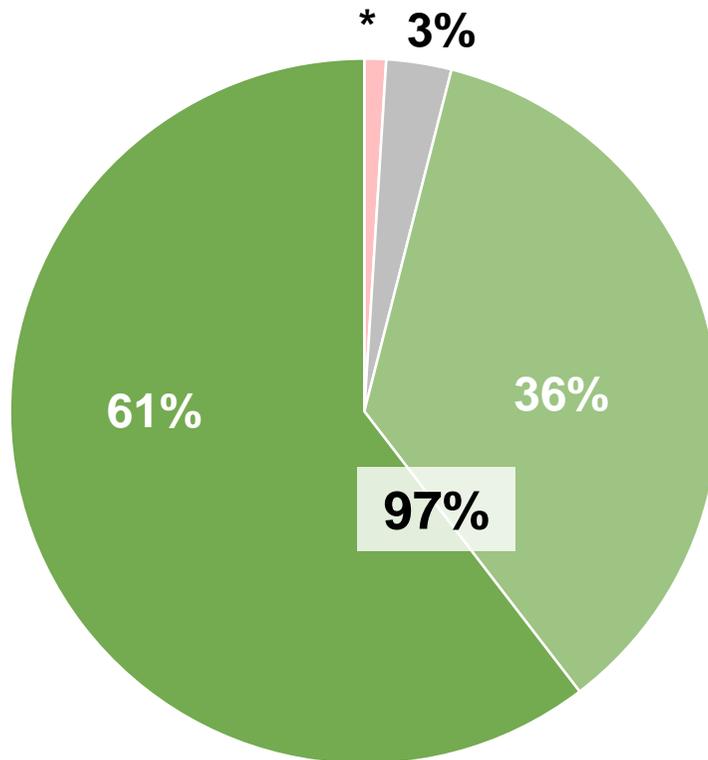
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Overall ratings of the quality of Kensington Gardens

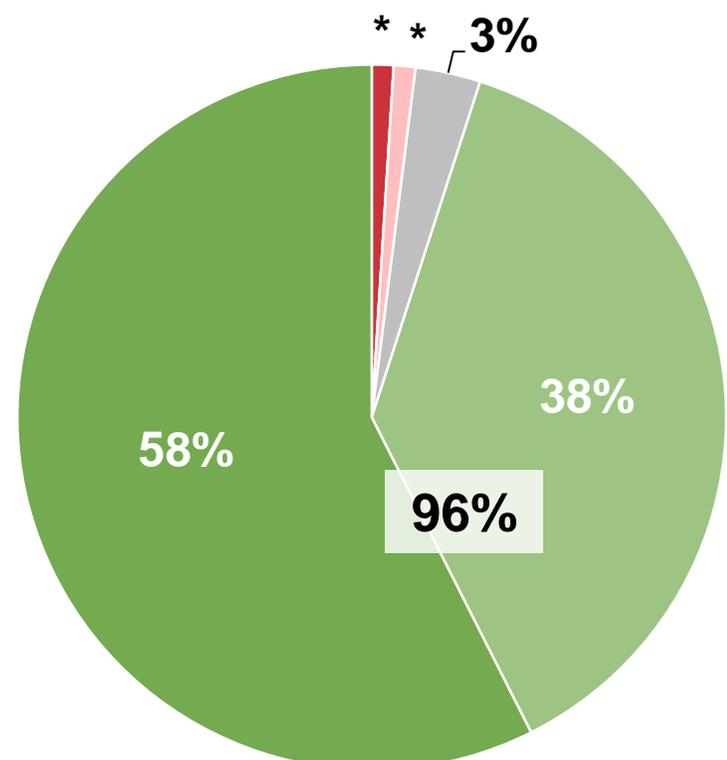
Q. How would you rate the quality of the park overall?

Kensington Gardens

- Excellent
- Good
- Satisfactory
- Poor
- Very poor



Overall Royal Parks average



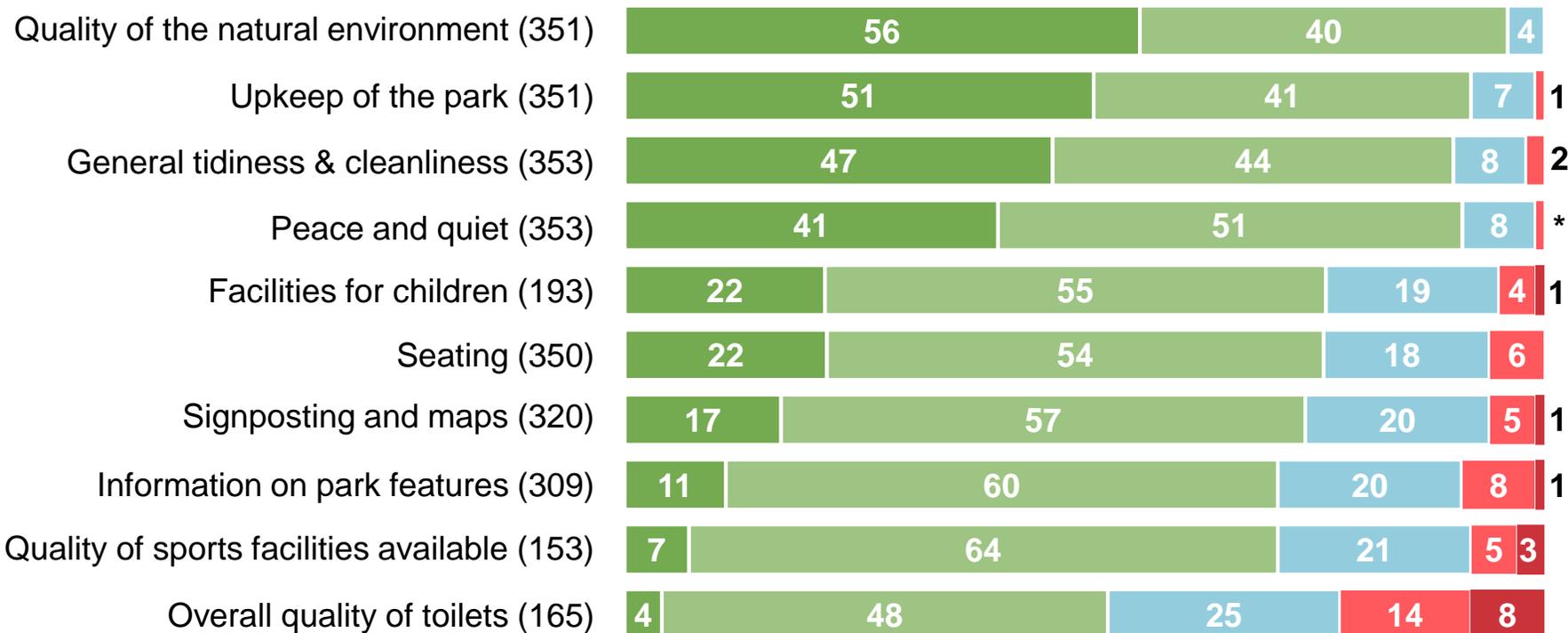
Base: All visitors to Kensington Gardens in 2017/18 except 'Don't know/not stated' (355) and all visitors to the eight Royal Parks in London in 2017/18 except 'don't know/not stated' (2782).



Ratings of different aspects of Kensington Gardens

Q. Please could you tell me how you would rate each aspect of Kensington Gardens by choosing an answer from this card?

■ % Excellent ■ % Good ■ % Satisfactory ■ % Poor ■ % Very poor



Base: All visitors to Kensington Gardens in 2017/18 except 'No opinion/not relevant' (base sizes in brackets).



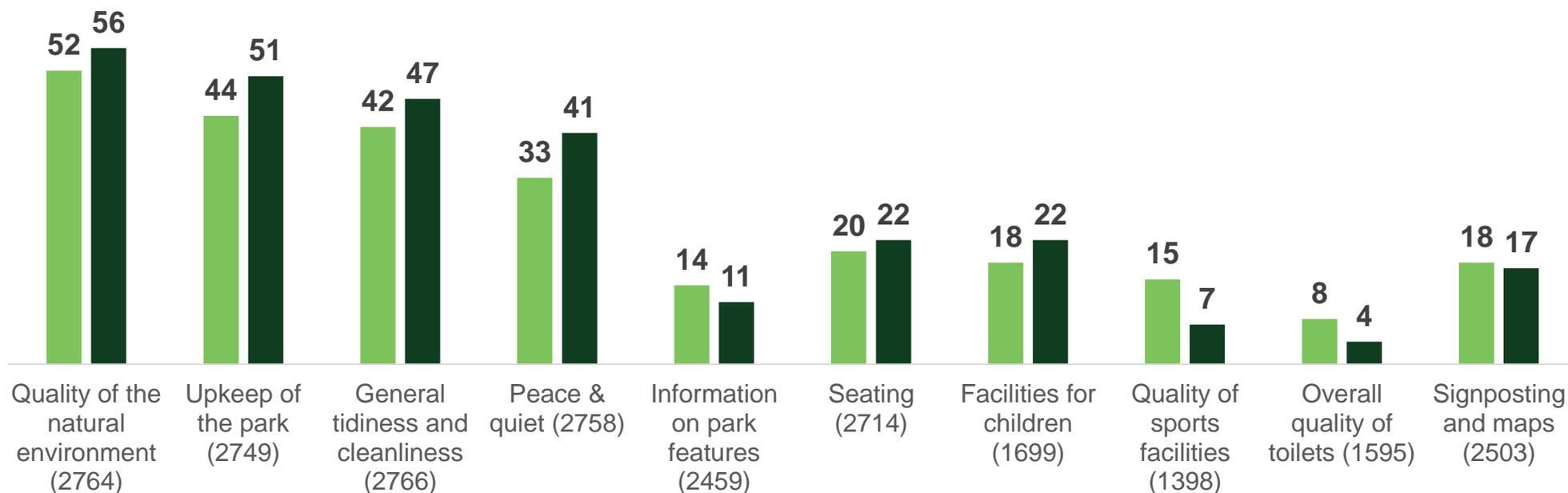
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Ratings of different aspects of Kensington gardens

Q. Please could you tell me how you would rate each aspect by choosing an answer from this card?

**% Excellent
2017/18**

■ Overall Royal Parks Average ■ Kensington Gardens



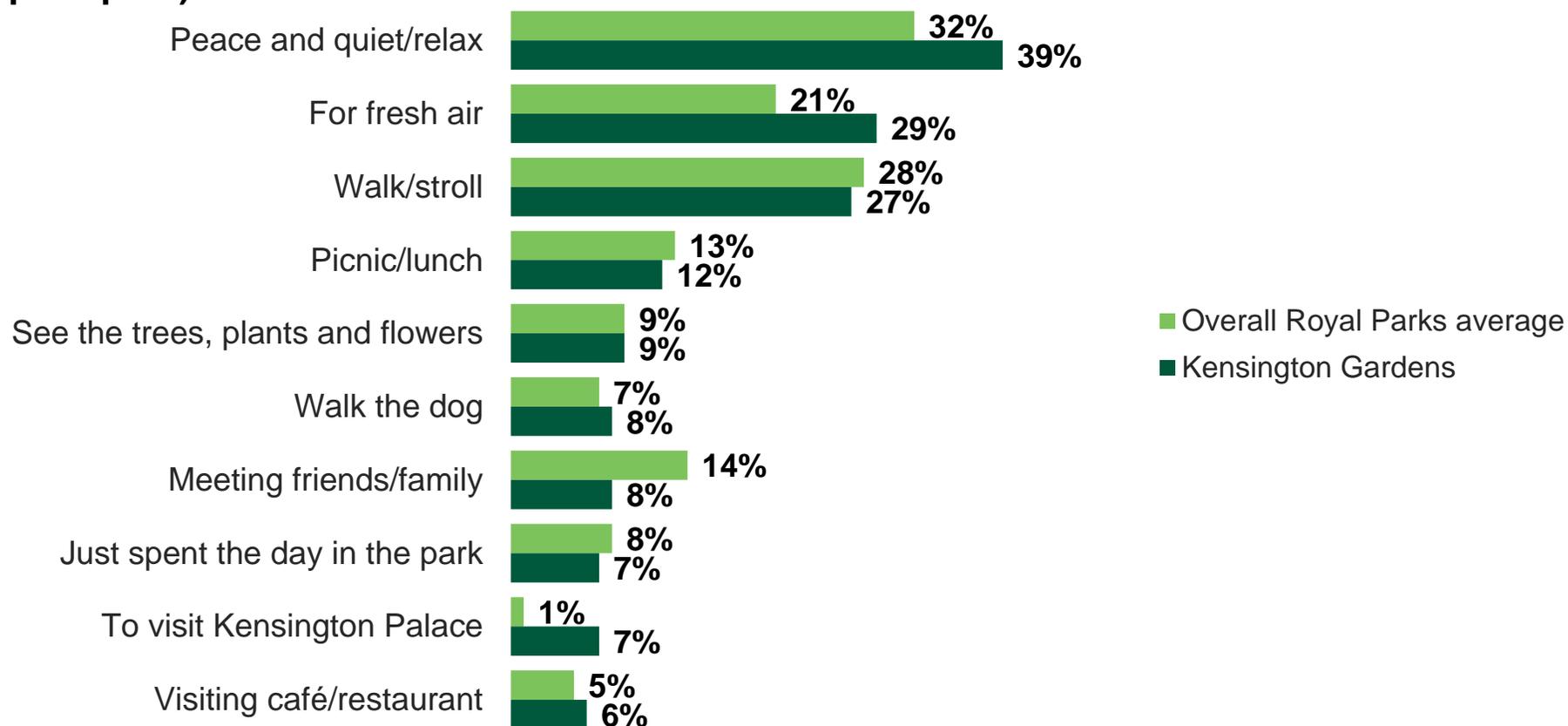
Base: All visitors in 2017/18 who have rated the quality of the parks excluding 'no opinion/not relevant' (base sizes for all parks in brackets).



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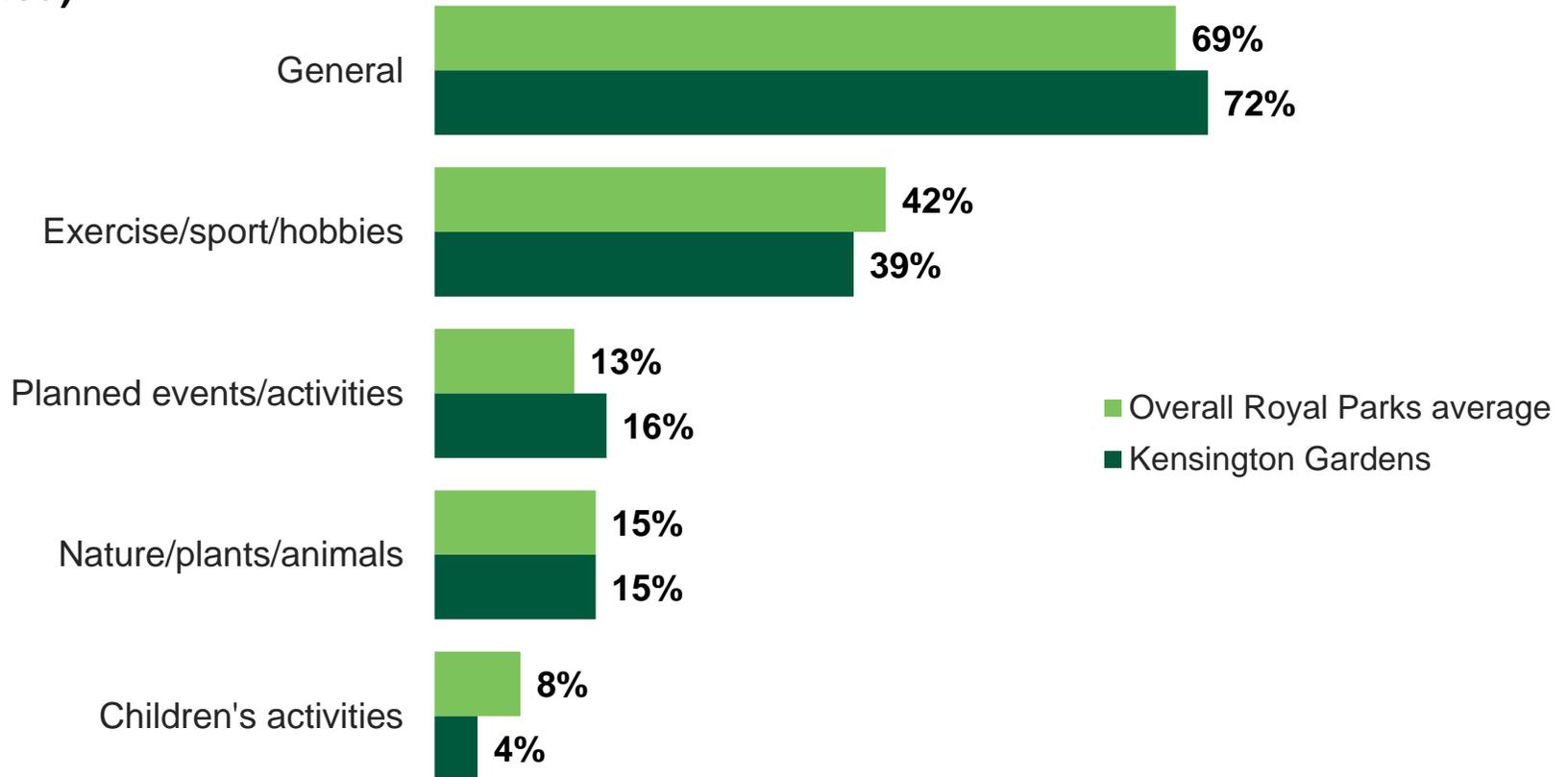
Reasons for visiting Kensington gardens

Q. What did you do when you visited this park today?/ What have you already done, and what do you plan to do during your visit to this park today? What else?
(unprompted)



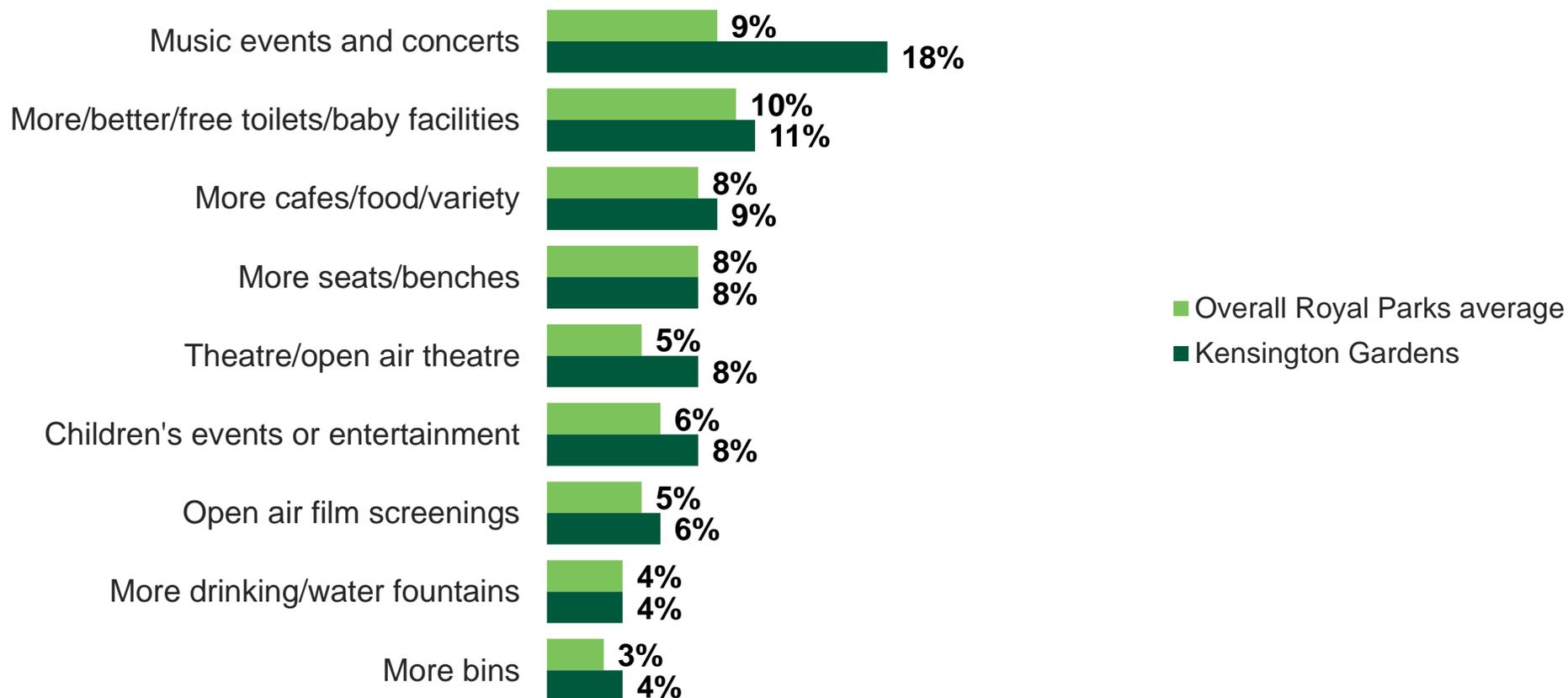
Reasons for visiting Kensington Gardens (combined 'NET' definitions)

Q. What did you do when you visited this park today?/ What have you already done, and what do you plan to do during your visit to this park today? What else? (unprompted)



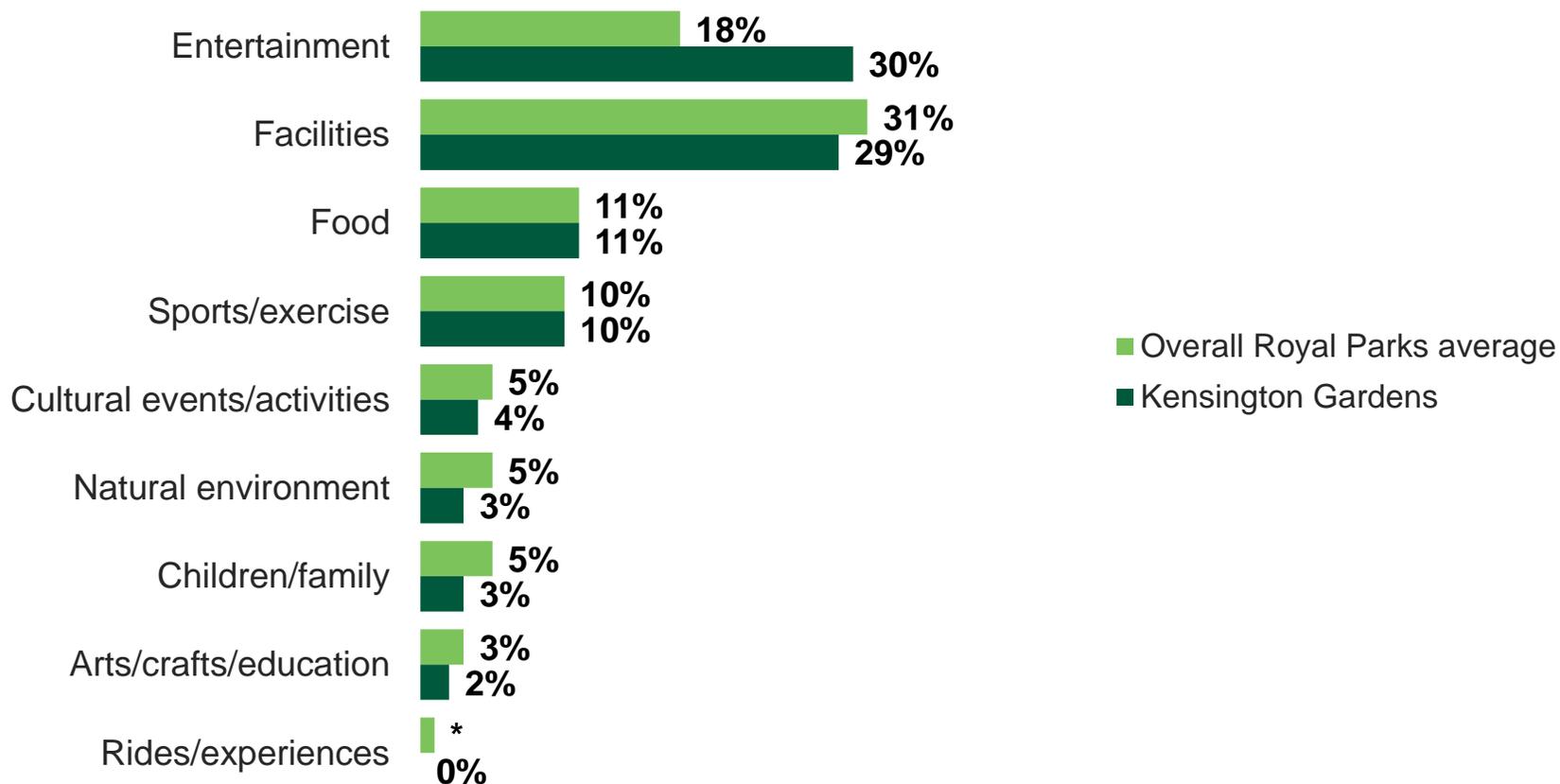
Desired facilities/activities in Kensington Gardens

Q. What types of activities or facilities, if any, would you like this park to offer?



Desired facilities/activities in Kensington Gardens (combined 'NET' definitions)

Q. What types of activities or facilities, if any, would you like this park to offer?

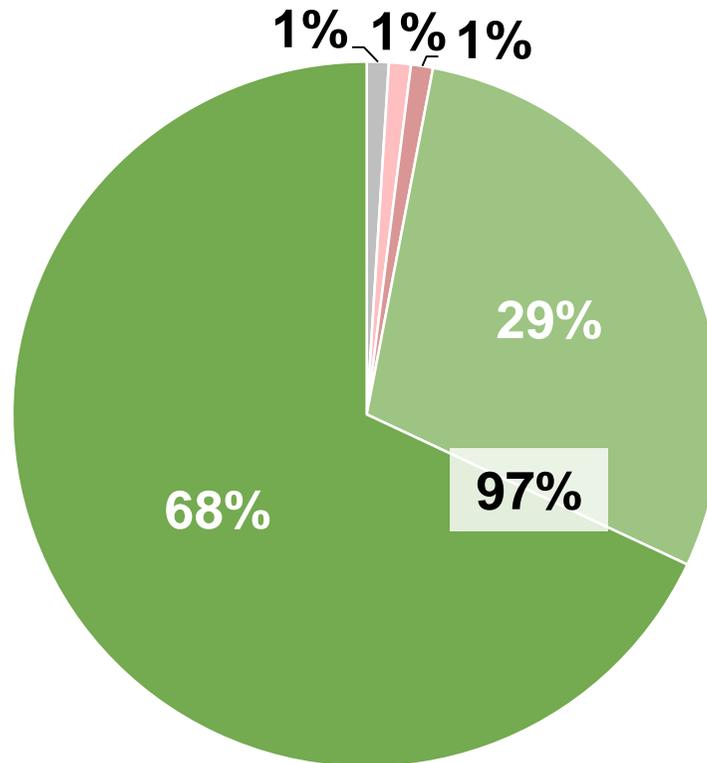


Perceptions of safety of Kensington Gardens

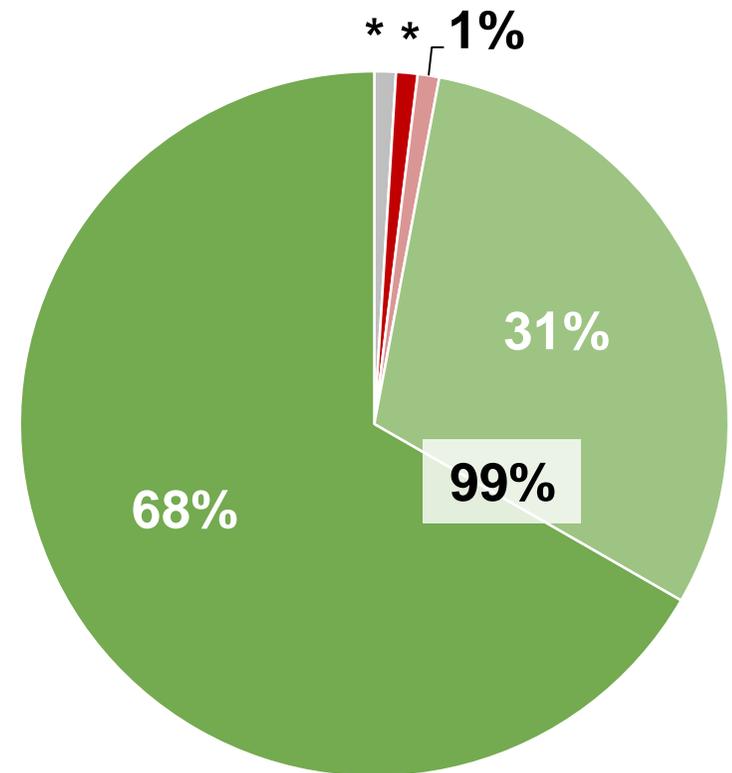
Q. How safe do you feel in this park generally?

Kensington Gardens

- Very safe
- Quite safe
- Not very safe
- Not at all safe
- Don't know



Overall Royal Parks average

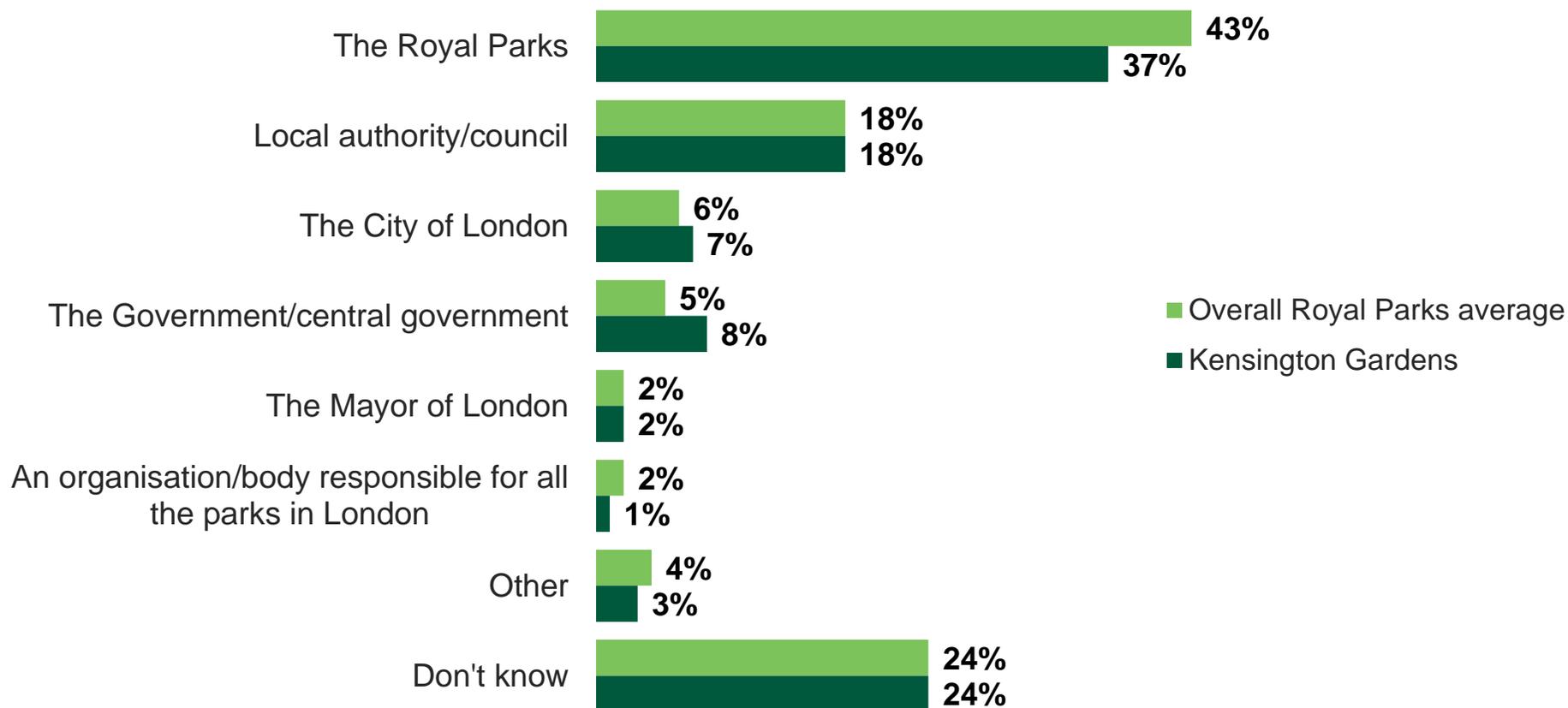


Base: All visitors to Kensington Gardens in 2017/18 (355) and all visitors to the eight Royal Parks in London in 2017/18 (2787).



Understanding of who manages Kensington Gardens

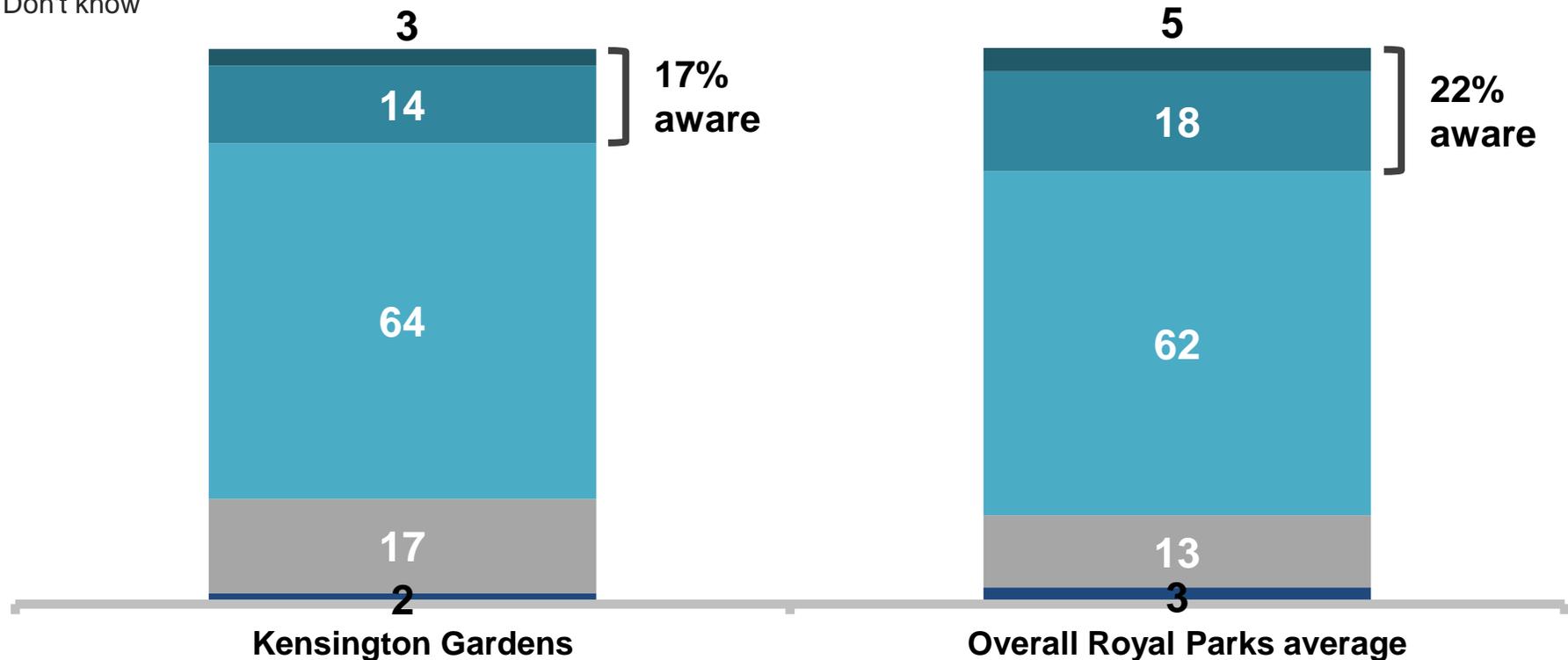
Q. As far as you know, who is responsible for managing (name of park)?



Understanding of who manages Kensington Gardens

Q. To what extent were you aware or not that The Royal Parks is a charity?

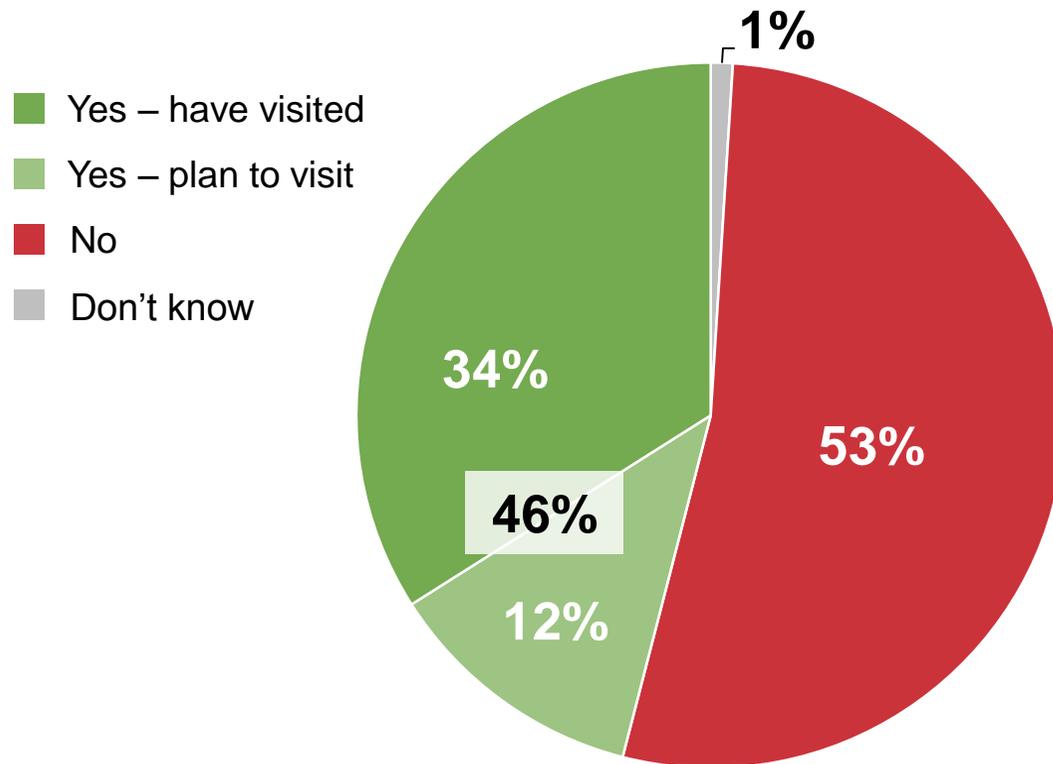
- % Yes - fully aware that The Royal Parks is a charity
- % Yes - aware that The Royal Parks is a charity but not in detail
- % No - not aware that The Royal Parks is a charity
- % Don't know
- % Heard nothing about The Royal Parks



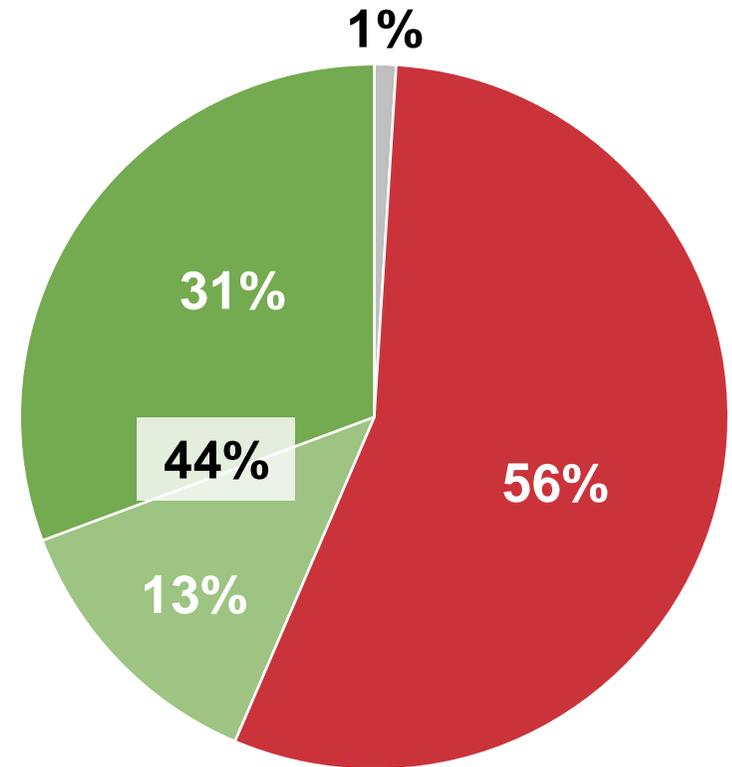
Use of cafés/refreshment kiosks in Kensington Gardens

Q. Did you visit/do you plan to visit a café or refreshment kiosk during your visit today?

Kensington Gardens



Overall Royal Parks average



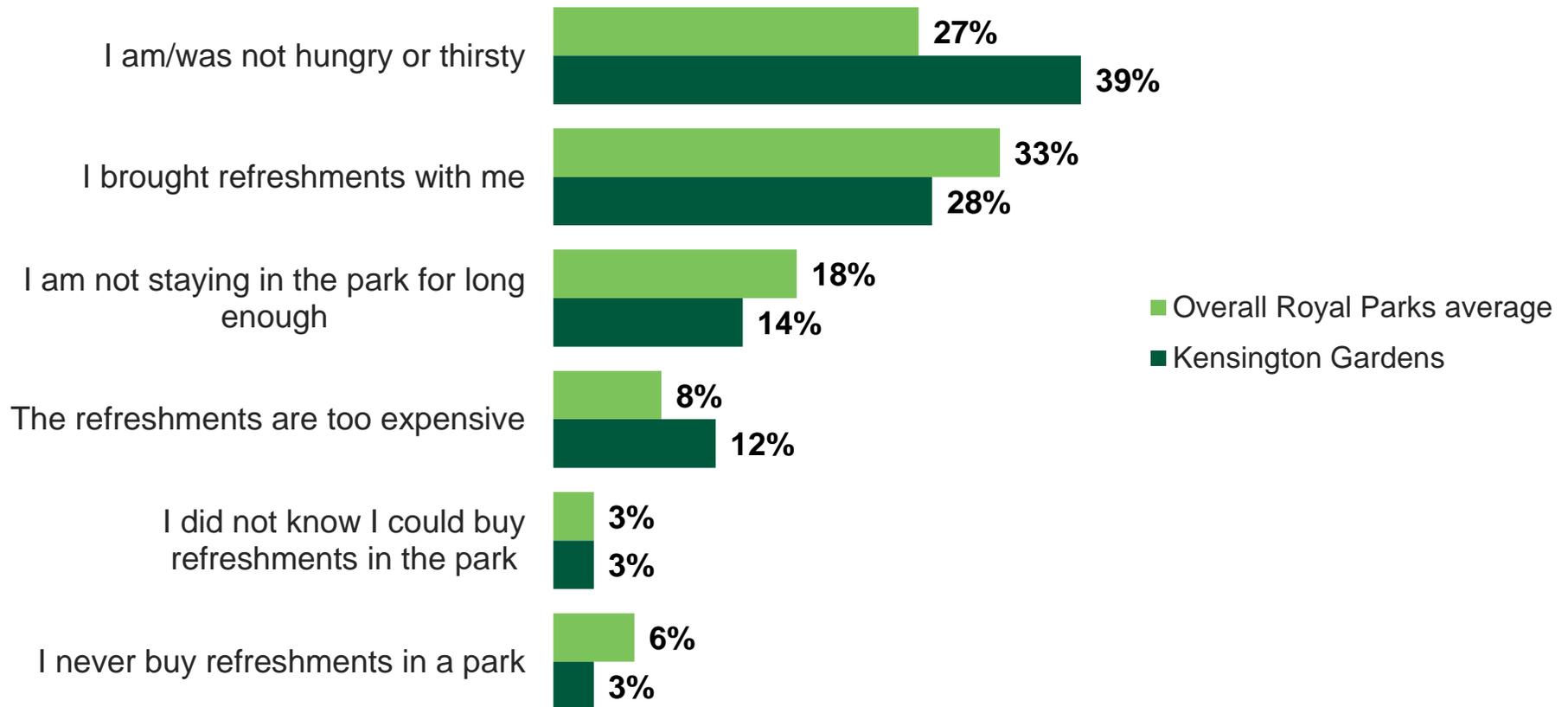
Base: All visitors to Kensington Gardens in 2017/18 (355) and all visitors to the eight Royal Parks in London in 2017/18 (2787).



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Almost half visit a café or kiosk – those who have not give a variety of reasons for this

Q. Did you visit/do you plan to visit a café or refreshment kiosk during your visit today?
Q. Why not?



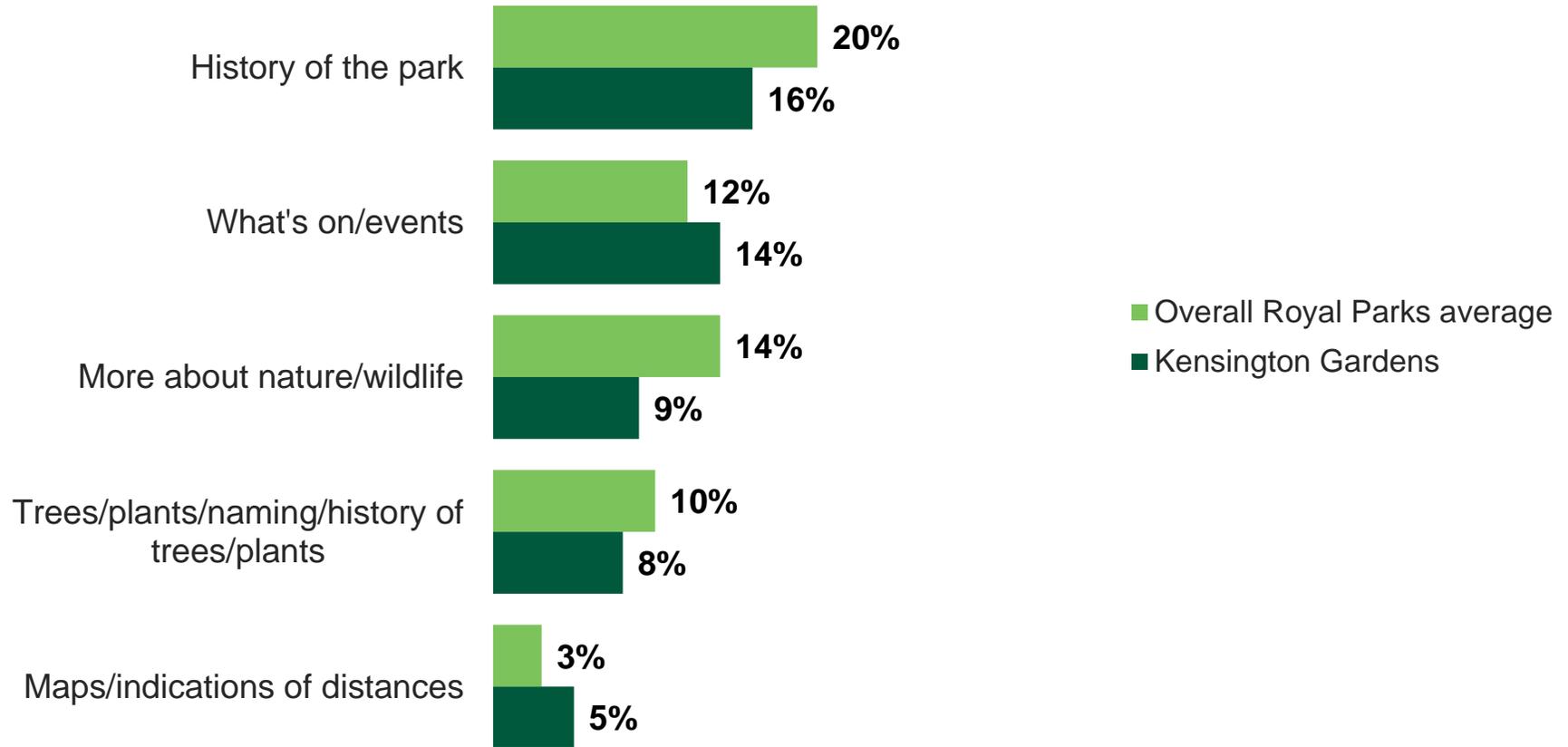
Base: All visitors to Kensington Gardens who had not visited/planned to visit a café or refreshment kiosk in 2017/18 (189). All visitors to the eight Royal Parks in London who had not visited/planned to visit a café or refreshment kiosk in 2017/18 (1550).



Top requests for information about Kensington Gardens

Q. What types of information, if any, would you like to know about (park name)?

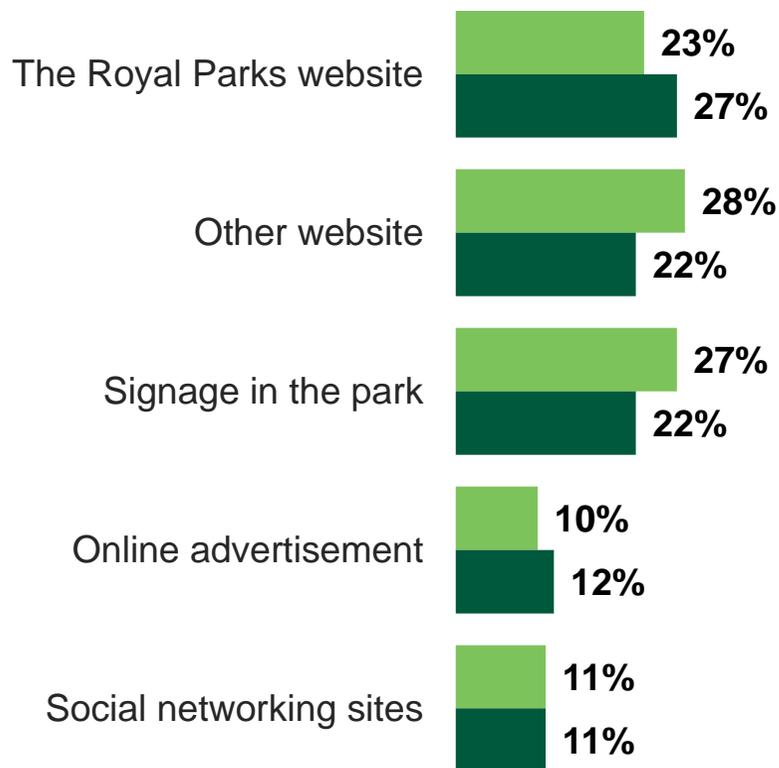
Top 5 requests



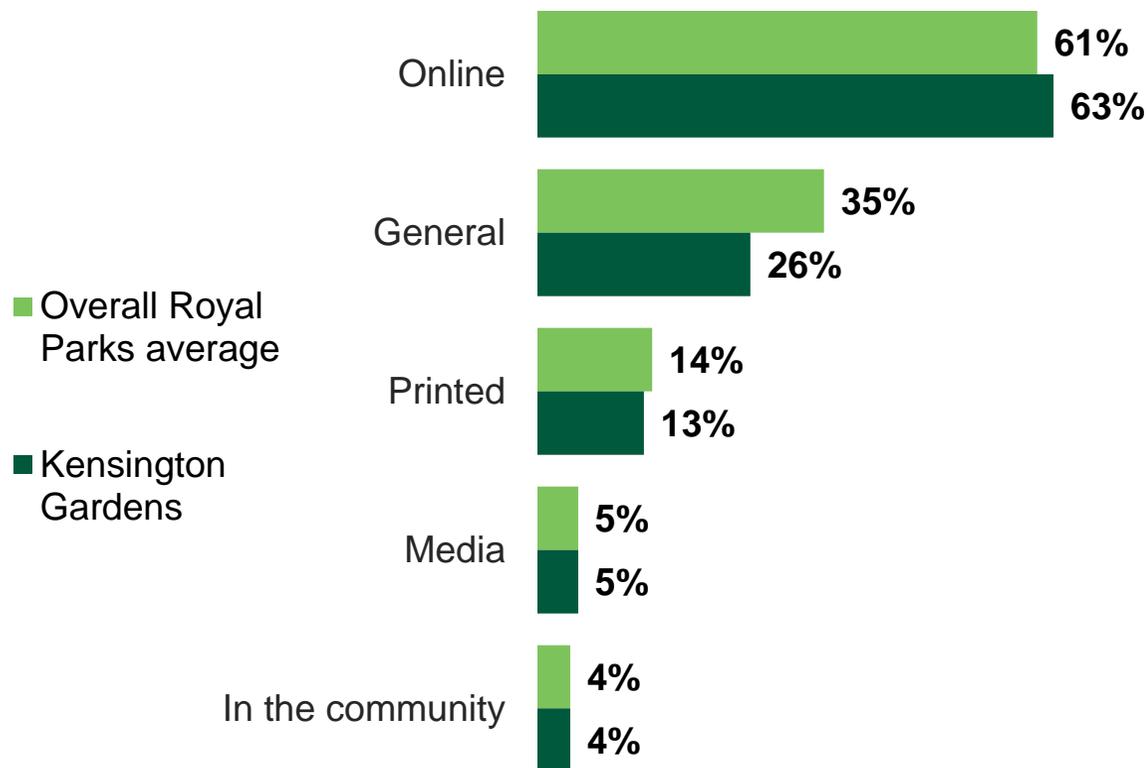
Preferred sources of information about Kensington Gardens

Q. How would you prefer to find out information about the park?

Top 5 sources



Combined 'NET' sources



Importance of factors for visiting Kensington Gardens

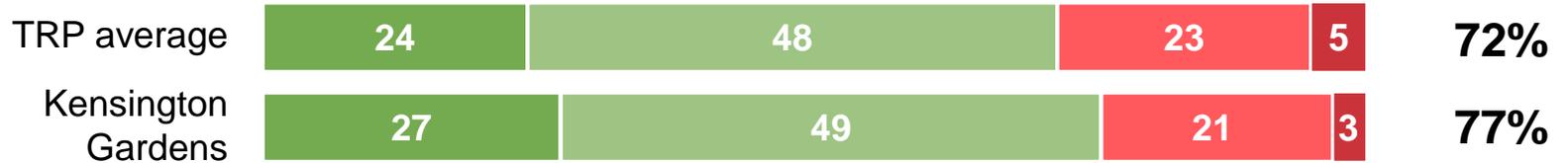
Q. To what extent do you consider the following to be important to you, or not, in terms of why you visit [this park]?

■ % Very important ■ % Fairly important ■ % Not very important ■ % Not at all important % very/fairly important

Experiencing nature



Learning about history & heritage



Maintaining your health & well-being



Base: All visitors to Kensington Gardens in 2017/18 excluding 'don't know' (354-355) and all visitors to the eight Royal Parks in London in 2017/18 excluding 'don't know' (2780-2784).





Appendices



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Demographic profile of respondents: gender, ethnicity, age, frequency of park use

	Participants in Kensington Gardens (355)	Participants across all Royal Parks (2787)
Female	51%	48%
Male	49%	52%
In another way	-	*
White	72%	75%
BME	28%	24%
16 - 24	18%	13%
25 - 34	27%	24%
35 - 44	20%	24%
45 - 54	11%	15%
55 - 64	12%	12%
65 - 74	8%	9%
75+	3%	3%

Base: All visitors to Kensington Gardens in 2017/18 (355) and all visitors to the eight Royal Parks in London in 2017/18 (2787).



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Demographic profile of respondents: frequency of park use, disability

	Participants in Kensington Gardens (355)	Participants across all Royal Parks (2787)
Frequent user	45%	51%
Infrequent/non user	55%	49%
Disabled	5%	4%
Not disabled	95%	96%
Prefer not to say	-	*

Base: All visitors to Kensington Gardens in 2017/18 (355) and all visitors to the eight Royal Parks in London in 2017/18 (2787).



Guide to statistical reliability (1)

Those who took part in the survey are only a sample of the total population of visitors to the park, so we cannot be certain that the figures obtained are exactly those that would have been reached if everyone had responded (the "true" values). We can, however, predict the variation between the sample results and the "true" values from knowledge of the size of the samples on which the results to each question is based, and the number of times a particular answer is given.

The confidence with which we can 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 following 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 90% \pm	30% or 70% \pm	50% \pm
100 responses	6	9	10
348 responses (average per park)	3	5	5
500 responses	3	4	4
2787 responses (Royal Parks visitors overall)	1	2	2

For example, with a sample size of 348 where 70% give a particular answer, the chances are, 19 in 20 that the "true" value (i.e. the one which would have been obtained if all park visitors had been interviewed) will fall within the range of ± 5 percentage points from the survey result.

NB: *Strictly speaking the tolerances shown here apply only to pure random samples so should be treated as indicative only.*



Guide to statistical reliability (2)

When results are compared between separate groups within a sample (e.g. Kensington Gardens vs. the overall Royal Parks average), different results may be obtained. 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 - i.e. if it is "statistically significant" - we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen.

If we once again assume a "95% confidence interval", the differences between the results of two separate groups must be greater than the values given in the following table:

Size of sample on which survey result is based	Differences required for significance at or near these percentage levels		
	10% or 90% \pm	30% or 70% \pm	50% \pm
100 vs. 100	8	13	14
200 vs. 200	6	9	10
500 vs. 500	4	6	6
348 vs. 2787 (average per park vs. The Royal Parks overall, 2017/18)	4	6	6

