The Royal Parks

Research Programme 2017/18

Park profile: St James's Park
(2017-18 waves)

February 2019

THE
ROYAL
PARKS

Technical Note

- This slide deck presents findings from three waves of survey research conducted with visitors to St James's Park. 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 **345 visitors to St James's Park** 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.
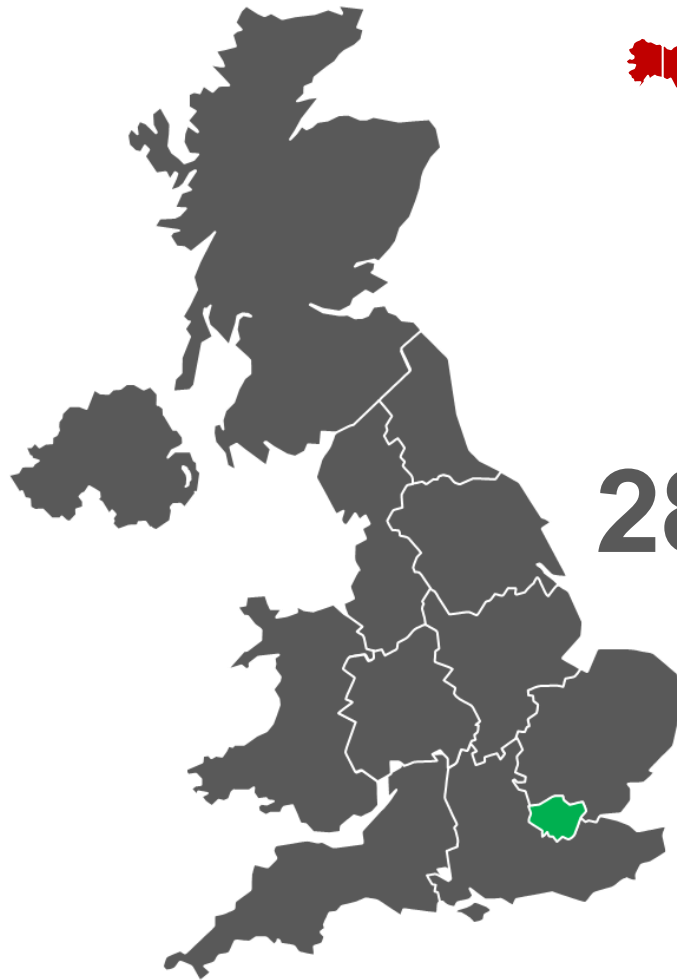
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Visitor profile

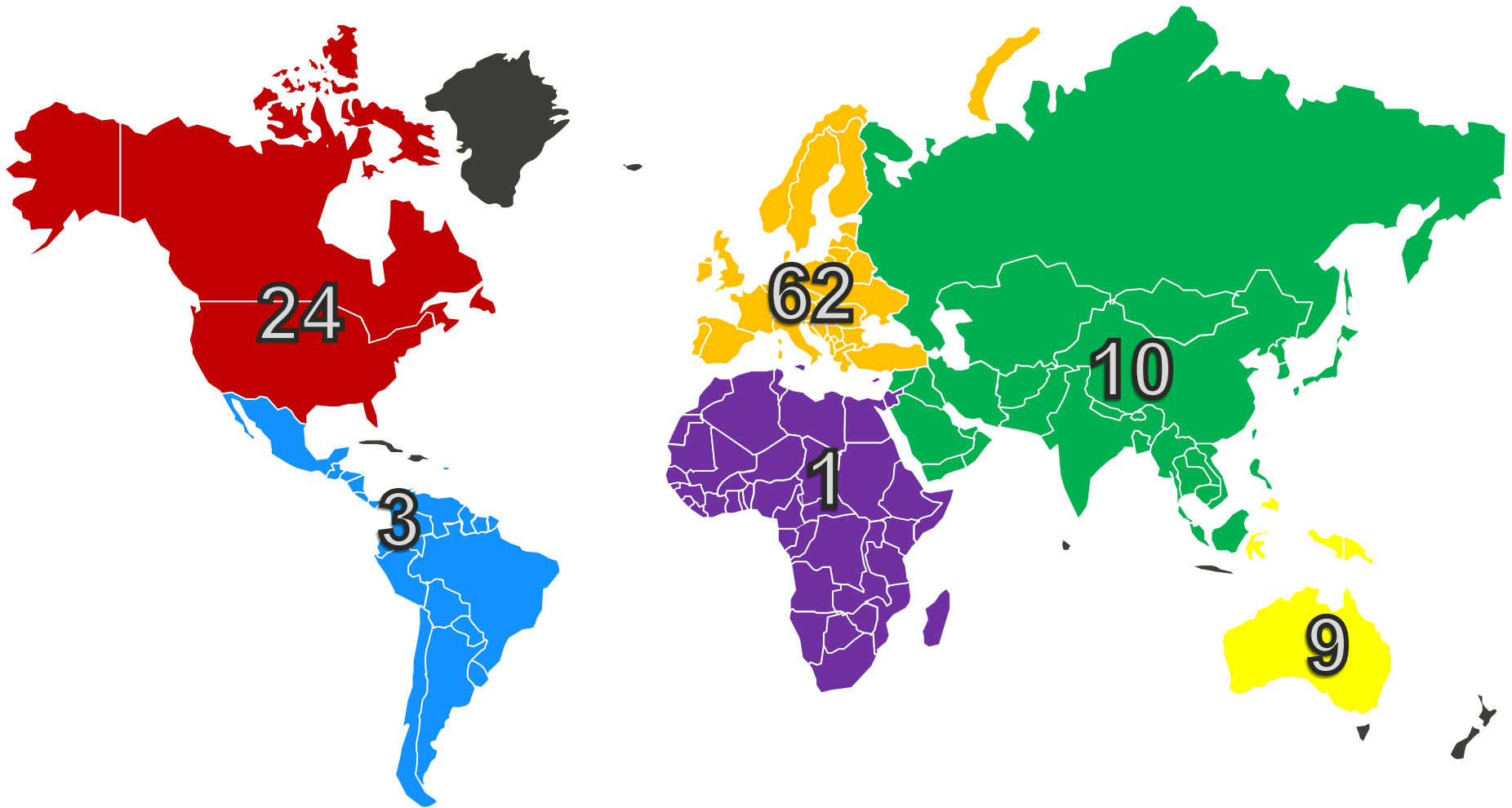# Can you tell me where you normally live from this list of regions?

33% from outside the UK

28% from the rest of England, Wales, Scotland and NI

40% from London

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Base: All visitors to St James's Park in 2017/18 (345).

Which of these regions are you from?

24

62

10

3

1

9

Base: All visitors from outside the UK to St James's Park in 2017/18 (113).

5

Modes of transport used for visiting St James's Park

	Transport mode	St James's Park	Overall Royal Parks average
	Walk	41%	39%
	Public transport (tube, bus, train)	54%	36%
	Car (including taxi, minicab)	1%	18%
	Bicycle	1%	5%
	Coach	1%	1%

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Length of visits to St James's Park

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?

■ Overall Royal Parks average   ■ St James's Park

Length	Overall Royal Parks average	St James's Park
30 minutes or less	12%	18%
31 to 60 minutes	27%	38%
1 to 2 hours	38%	29%
2 to 3 hours	16%	9%
3 to 4 hours	4%	4%
4 to 5 hours	1%	1%
More than 5 hours	1%	1%
Don't know	*	1%
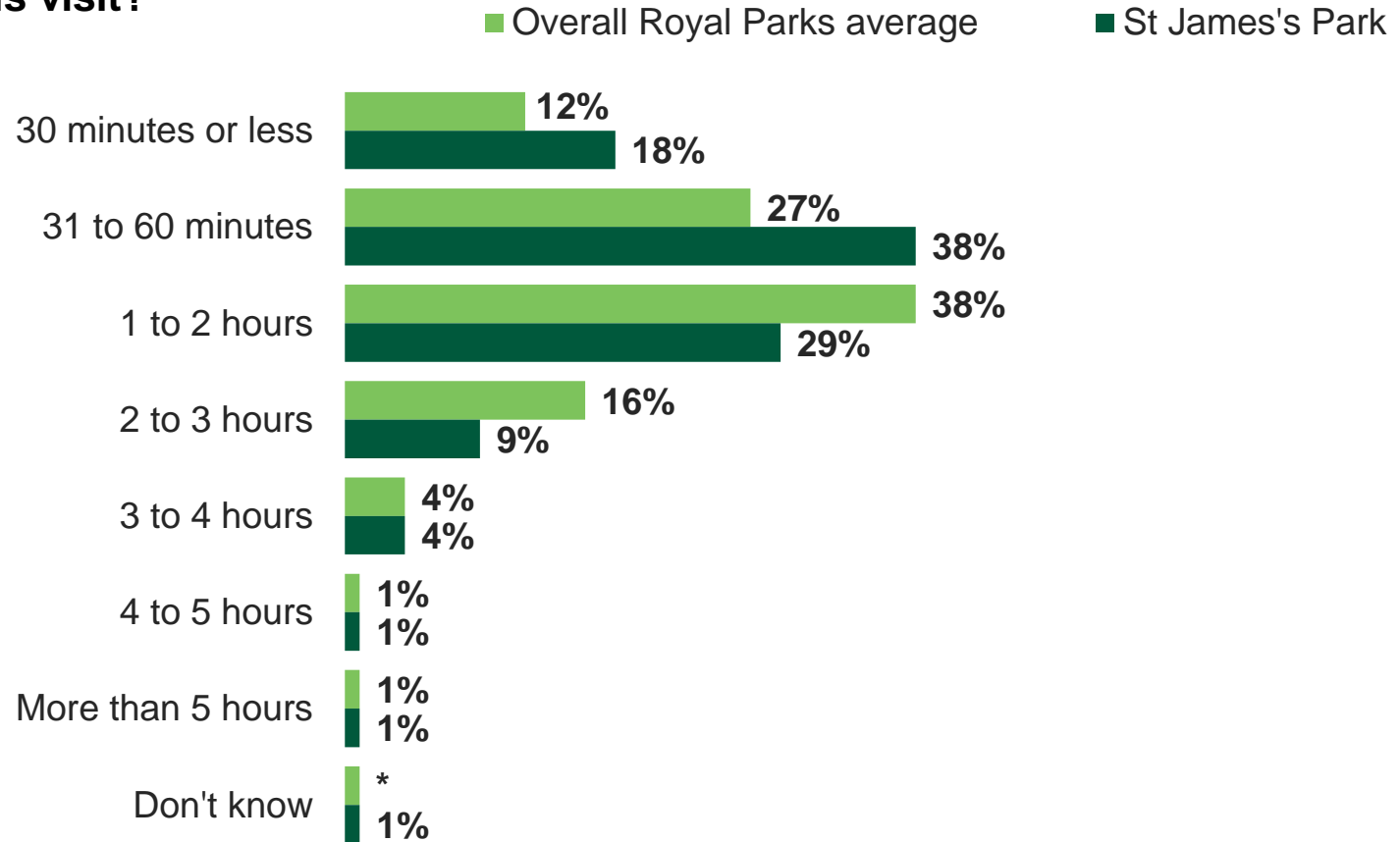
THE ROYAL PARKS

Visitor views and perceptions

Overall ratings of the quality of St James's Park

Q. How would you rate the quality of the park overall?
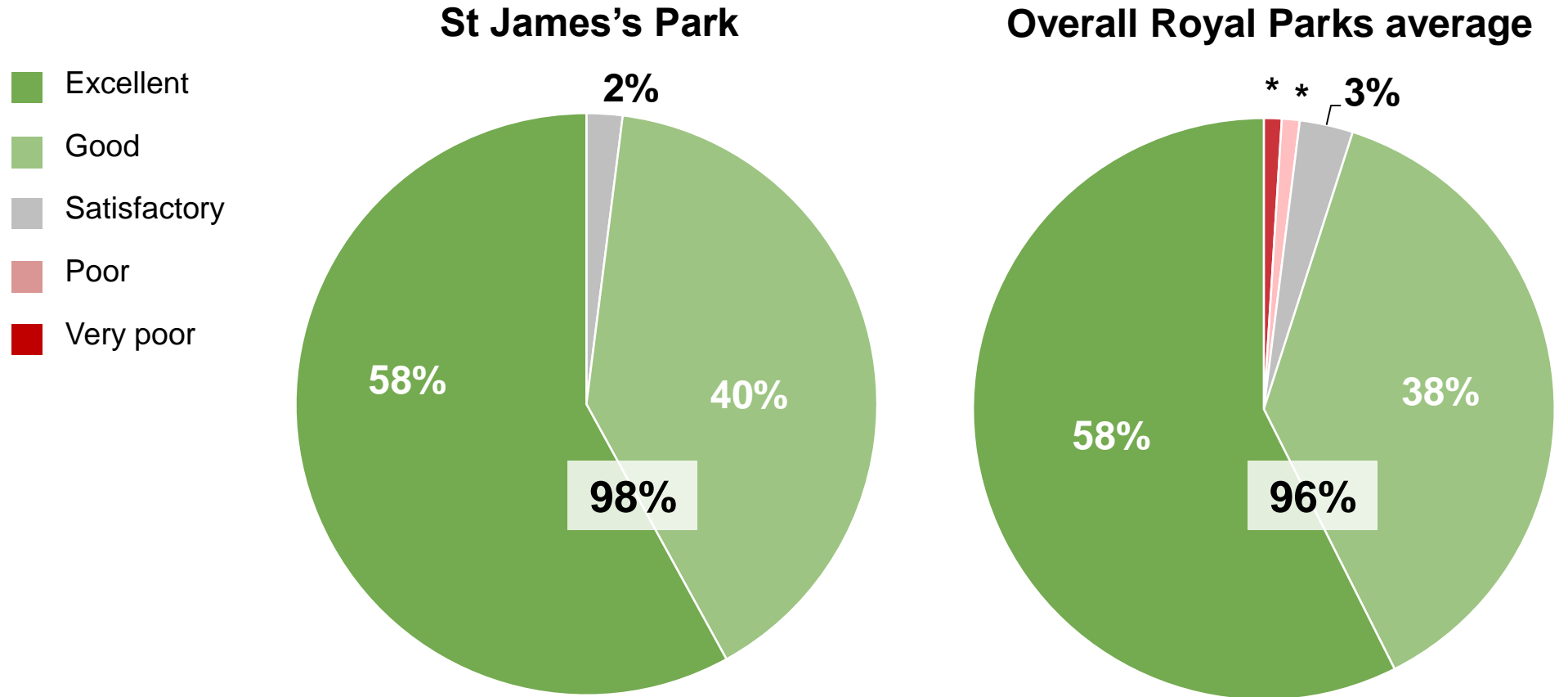
Legend:
- Excellent (dark green)
- Good (light green)
- Satisfactory (grey)
- Poor (pink)
- Very poor (red)

St James's Park

2%
58%
40%
98%

Overall Royal Parks average

* * 3%
58%
38%
96%

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Ratings of different aspects of St James's Park

Q. Please could you tell me how you would rate each aspect of St James's Park by choosing an answer from this card?

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

Aspect	Excellent	Good	Satisfactory	Poor	Very poor
Quality of the natural environment (344)	54	44	3		
Upkeep of the park (342)	49	47	4		
General tidiness & cleanliness (342)	39	53	8		1
Seating (341)	24	55	17	4	*
Peace and quiet (341)	23	53	22	2	*
Signposting and maps (291)	21	62	13	4	*
Information on park features (288)	15	62	16	6	*
Facilities for children (174)	12	50	32	6	
Quality of sports facilities available (102)	6	46	27	19	2
Overall quality of toilets (154)	4	55	28	10	3

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Ratings of different aspects of St James's Park

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

% Excellent
2017/18

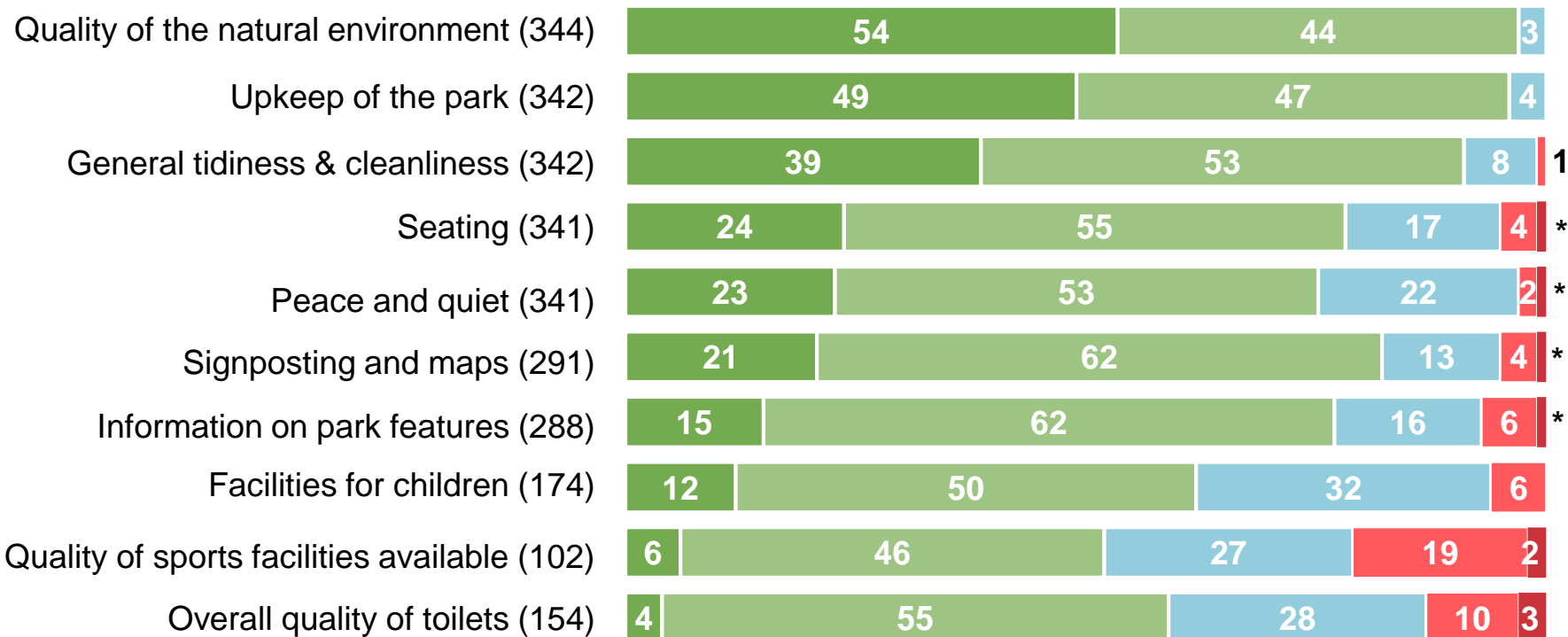■ Overall Royal Parks Average ■ St James's Park

Aspect	Overall Royal Parks Average	St James's Park
Quality of the natural environment (2764)	52	54
Upkeep of the park (2749)	44	49
General tidiness and cleanliness (2766)	42	39
Peace & quiet (2758)	33	23
Information on park features (2459)	14	15
Seating (2714)	20	24
Facilities for children (1699)	18	12
Quality of sports facilities (1398)	15	6
Overall quality of toilets (1595)	8	4
Signposting and maps (2503)	18	21
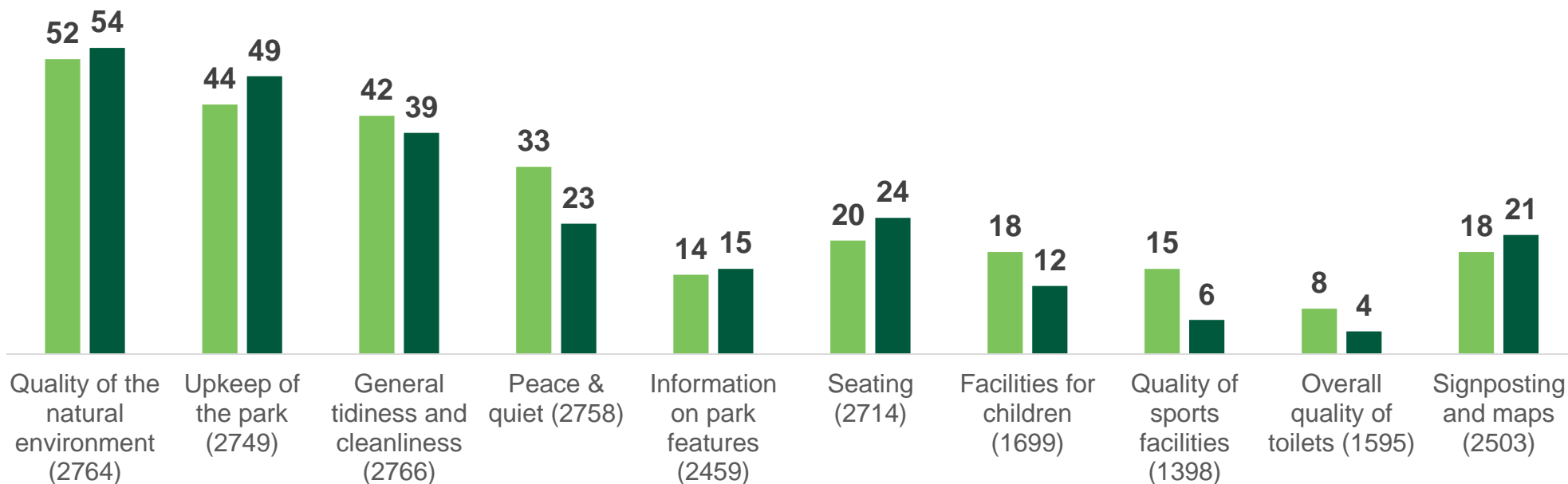
Base: All visitors in 2017/18 who have rated the quality of the parks excluding 'no opinion/not relevant' (base sizes for all parks in brackets).

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Reasons for visiting St James's Park

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)

Reason	Overall Royal Parks average	St James's Park
Peace and quiet/relax	32%	41%
For fresh air	21%	26%
Walk/stroll	28%	21%
See the trees, plants and flowers	9%	17%
Picnic/lunch	13%	15%
See the animals	6%	13%
Meeting friends/family	14%	13%
Part of a day's sightseeing	5%	11%
Bird watching	3%	8%
Just spent the day in the park	8%	8%

■ Overall Royal Parks average
■ St James's Park

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Base: All visitors to St James's Park in 2017/18 (345) and all visitors to the eight Royal Parks in London in 2017/18 (2787).
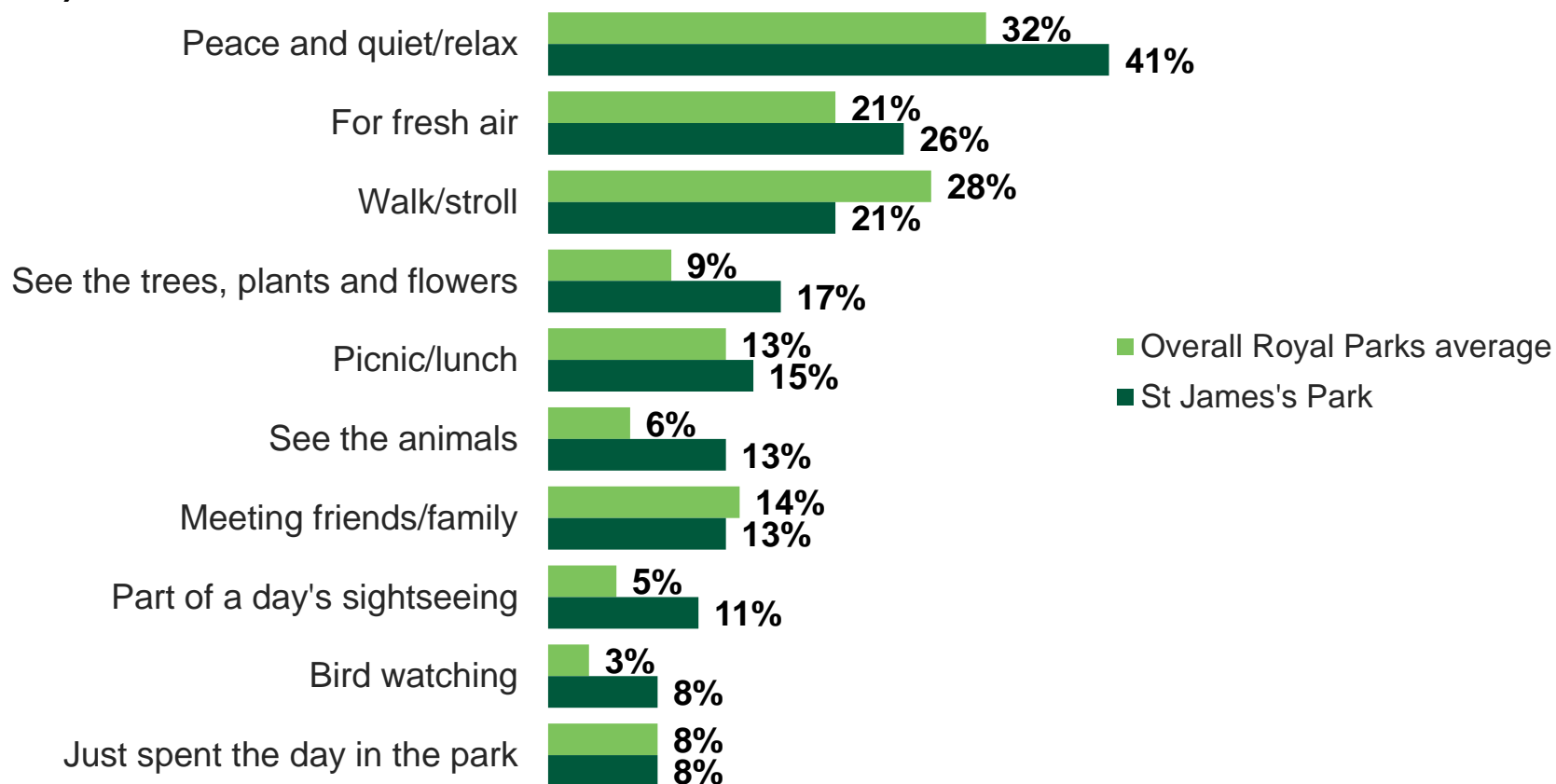
Reasons for visiting St James's Park (combined 'NET' definitions)

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)
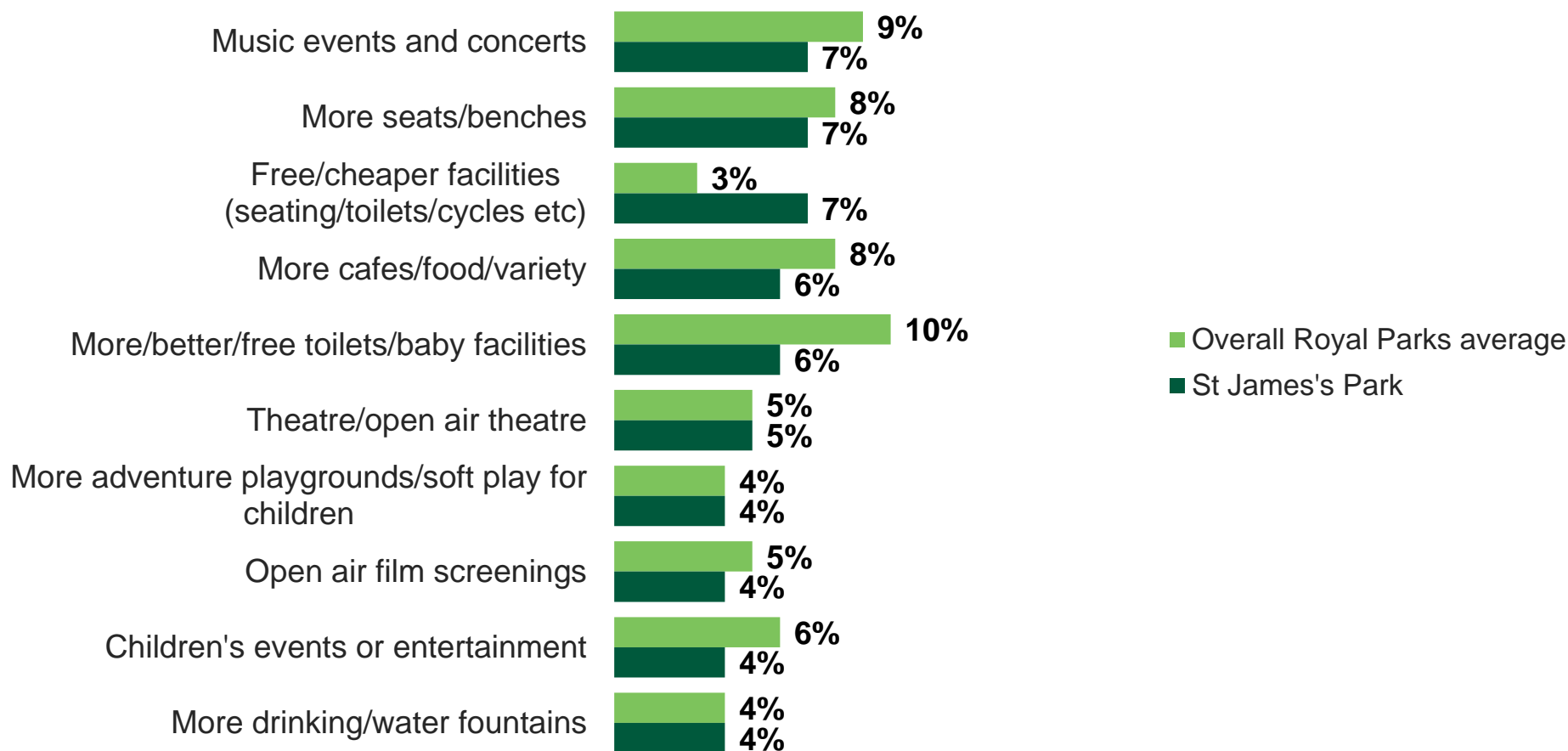
General
- 69%
- 82%

Exercise/sport/hobbies
- 42%
- 26%

Nature/plants/animals
- 15%
- 26%

Planned events/activities
- 13%
- 18%

Children's activities
- 8%
- 4%

■ Overall Royal Parks average

■ St James's Park

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Desired facilities/activities in St James's Park

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

Activity/Facility	Overall Royal Parks average	St James's Park
Music events and concerts	9%	7%
More seats/benches	8%	7%
Free/cheaper facilities (seating/toilets/cycles etc)	3%	7%
More cafes/food/variety	8%	6%
More/better/free toilets/baby facilities	10%	6%
Theatre/open air theatre	5%	5%
More adventure playgrounds/soft play for children	4%	4%
Open air film screenings	5%	4%
Children's events or entertainment	6%	4%
More drinking/water fountains	4%	4%

■ Overall Royal Parks average
■ St James's Park

THE ROYAL PARKS

Desired facilities/activities in St James's Park (combined 'NET' definitions)

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

Facilities — 31% / 29%
Entertainment — 18% / 15%
Food — 11% / 7%
Sports/exercise — 10% / 5%
Natural environment — 5% / 4%
Cultural events/activities — 5% / 4%
Children/family — 5% / 4%
Arts/crafts/education — 3% / 2%
Rides/experiences — * / 0%

■ Overall Royal Parks average
■ St James's Park
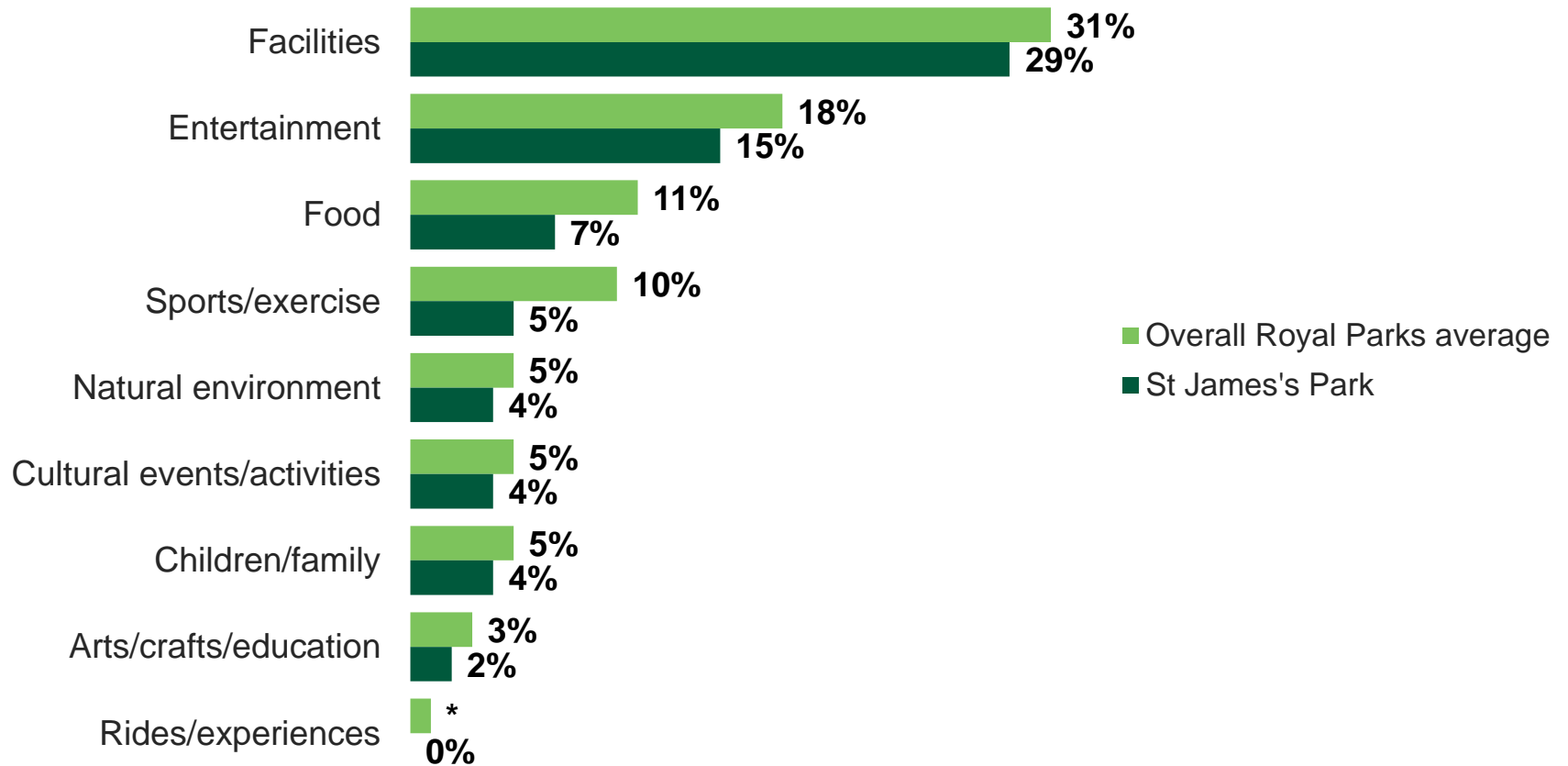
THE ROYAL PARKS

Perceptions of safety of St James's Park

Q. How safe do you feel in this park generally?
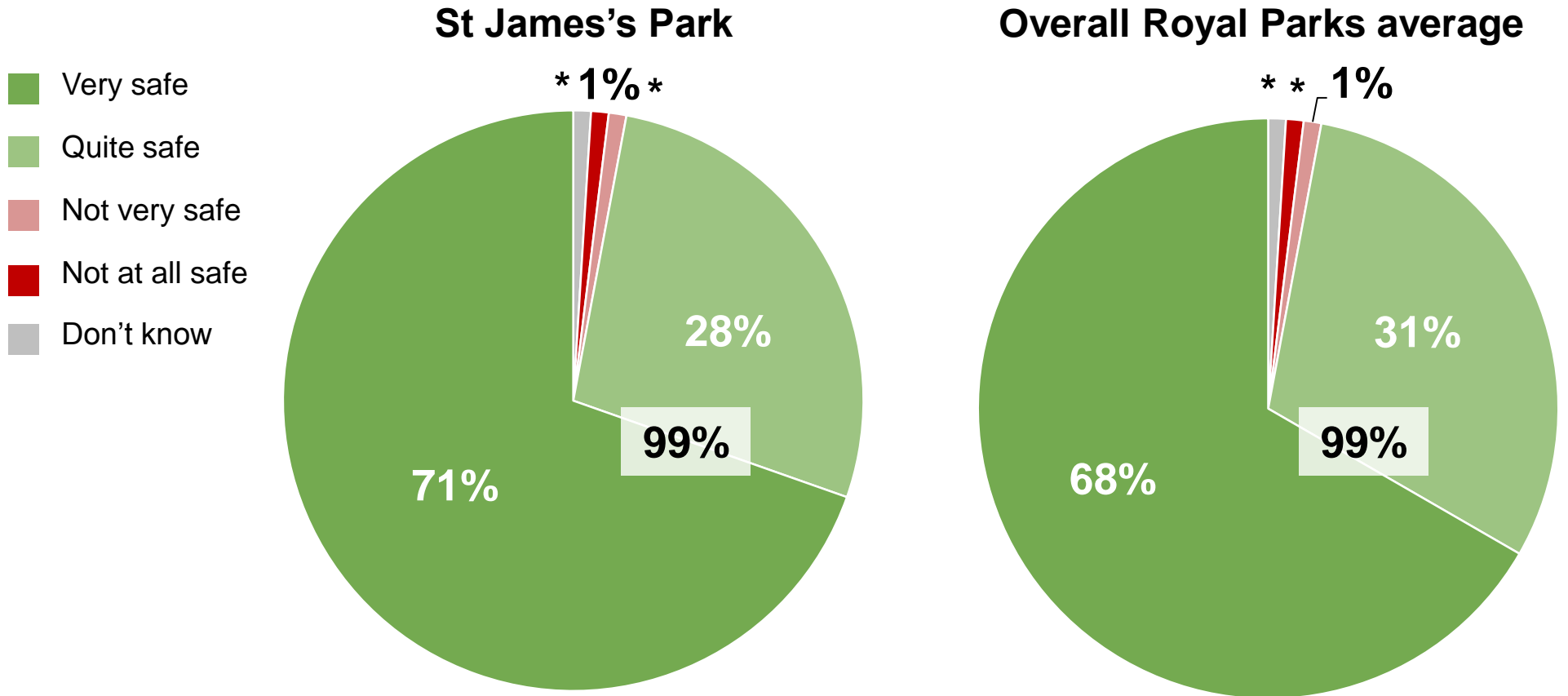
St James's Park

Overall Royal Parks average

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

St James's Park: Very safe 71%, Quite safe 28%, 99%, * 1% *

Overall Royal Parks average: Very safe 68%, Quite safe 31%, 99%, * * 1%

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Understanding of who manages St James's Park

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

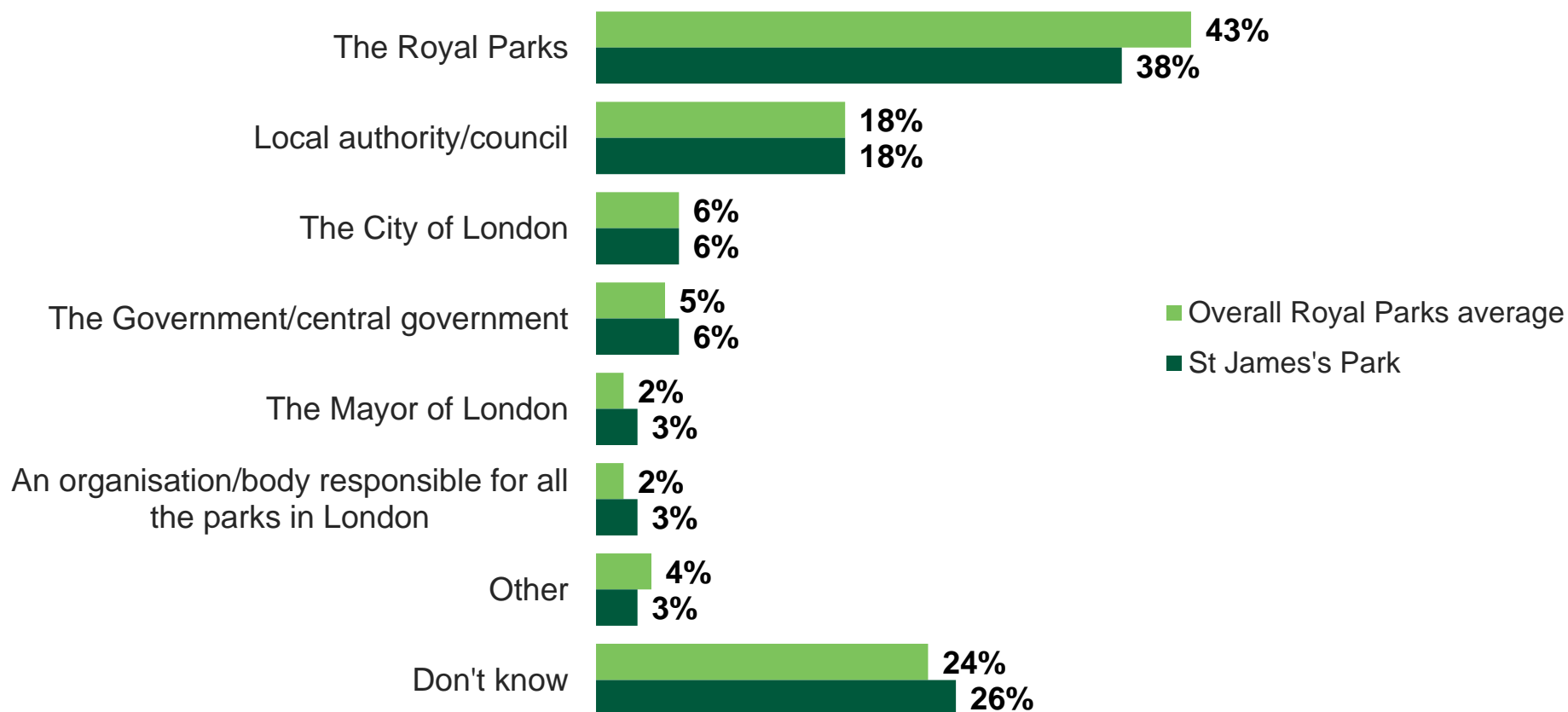| Response	Overall Royal Parks average	St James's Park
The Royal Parks	43%	38%
Local authority/council	18%	18%
The City of London	6%	6%
The Government/central government	5%	6%
The Mayor of London	2%	3%
An organisation/body responsible for all the parks in London	2%	3%
Other	4%	3%
Don't know	24%	26%

■ Overall Royal Parks average
■ St James's Park

THE ROYAL PARKS

Base: All visitors to St James's Park in 2017/18 (345) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Understanding of who manages St James's Park

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
- ■ % Heard nothing about The Royal Parks
- ■ % Don't know

St James's Park

5
15 } 20% aware
64
15
1

Overall Royal Parks average

5
18 } 22% aware
62
13
3

Base: All visitors to St James's Park in 2017/18 (345) and all visitors to the eight Royal Parks in London in 2017/18 (2787).
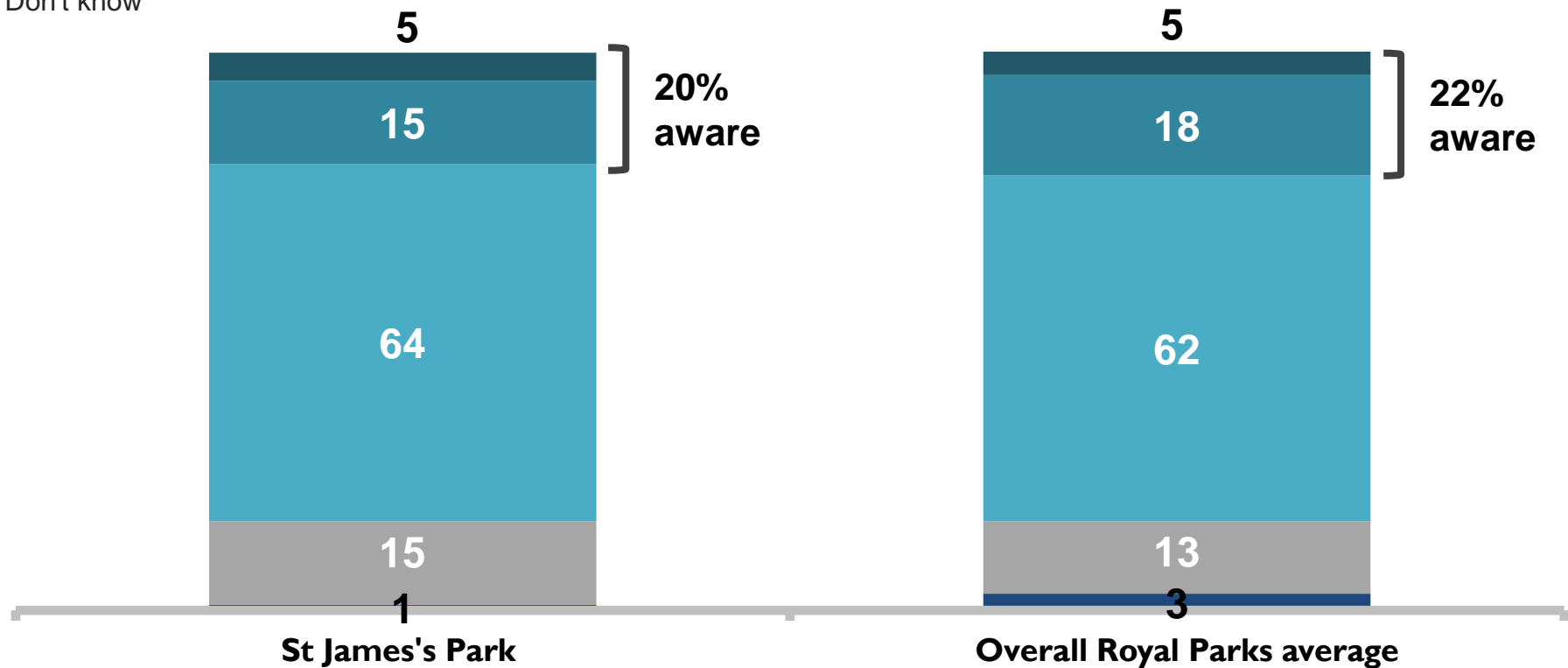
Use of cafés/refreshment kiosks in St James's Park

Q. Did you visit/do you plan to visit a café or refreshment kiosk during your visit today?
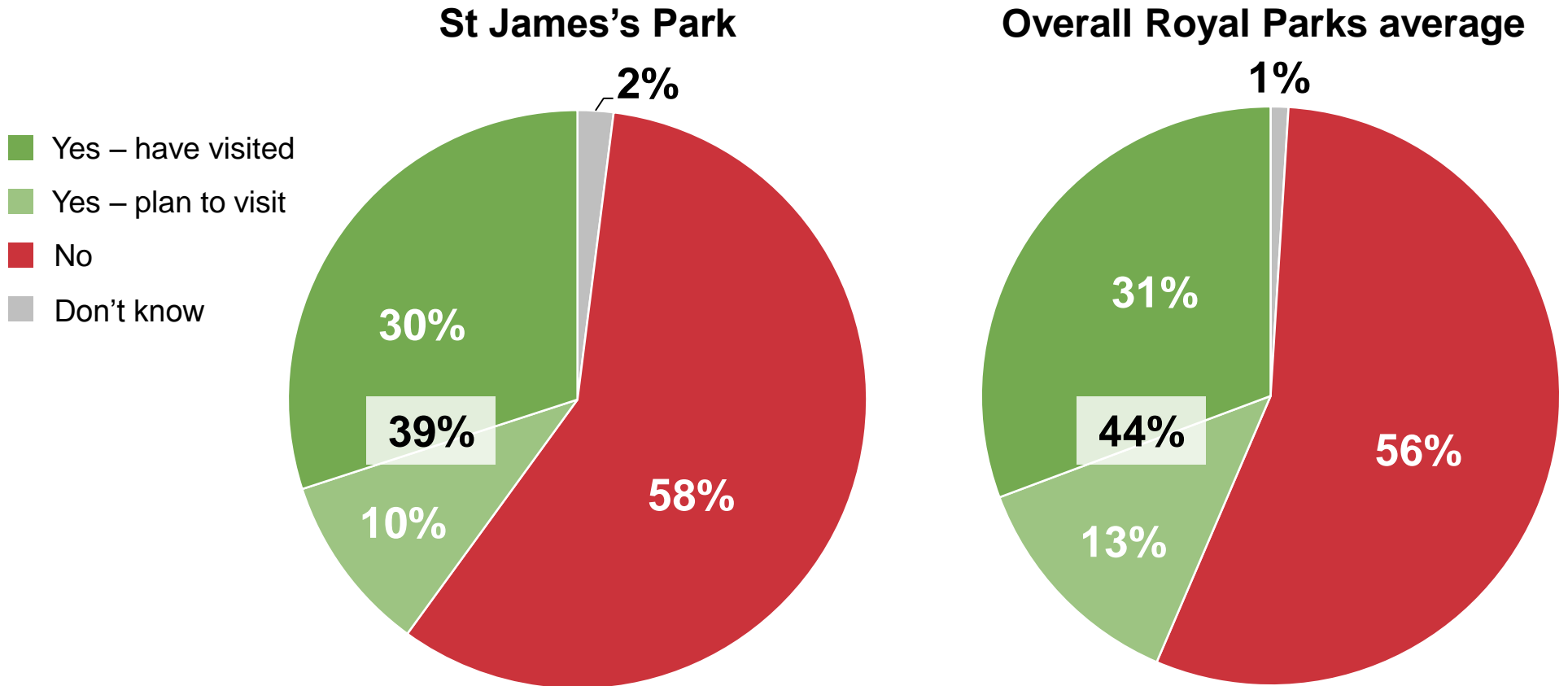
St James's Park

Overall Royal Parks average

Legend:
- Yes – have visited (green)
- Yes – plan to visit (light green)
- No (red)
- Don't know (grey)

St James's Park: 30% Yes – have visited, 10% Yes – plan to visit (39%), 58% No, 2% Don't know

Overall Royal Parks average: 31% Yes – have visited, 13% Yes – plan to visit (44%), 56% No, 1% Don't know

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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?

I brought refreshments with me — 33% (Overall Royal Parks average), 36% (St James's Park)

I am/was not hungry or thirsty — 27% (Overall Royal Parks average), 28% (St James's Park)

I am not staying in the park for long enough — 18% (Overall Royal Parks average), 17% (St James's Park)

I never buy refreshments in a park — 6% (Overall Royal Parks average), 9% (St James's Park)

The refreshments are too expensive — 8% (Overall Royal Parks average), 7% (St James's Park)

I did not know I could buy refreshments in the park — 3% (Overall Royal Parks average), 3% (St James's Park)

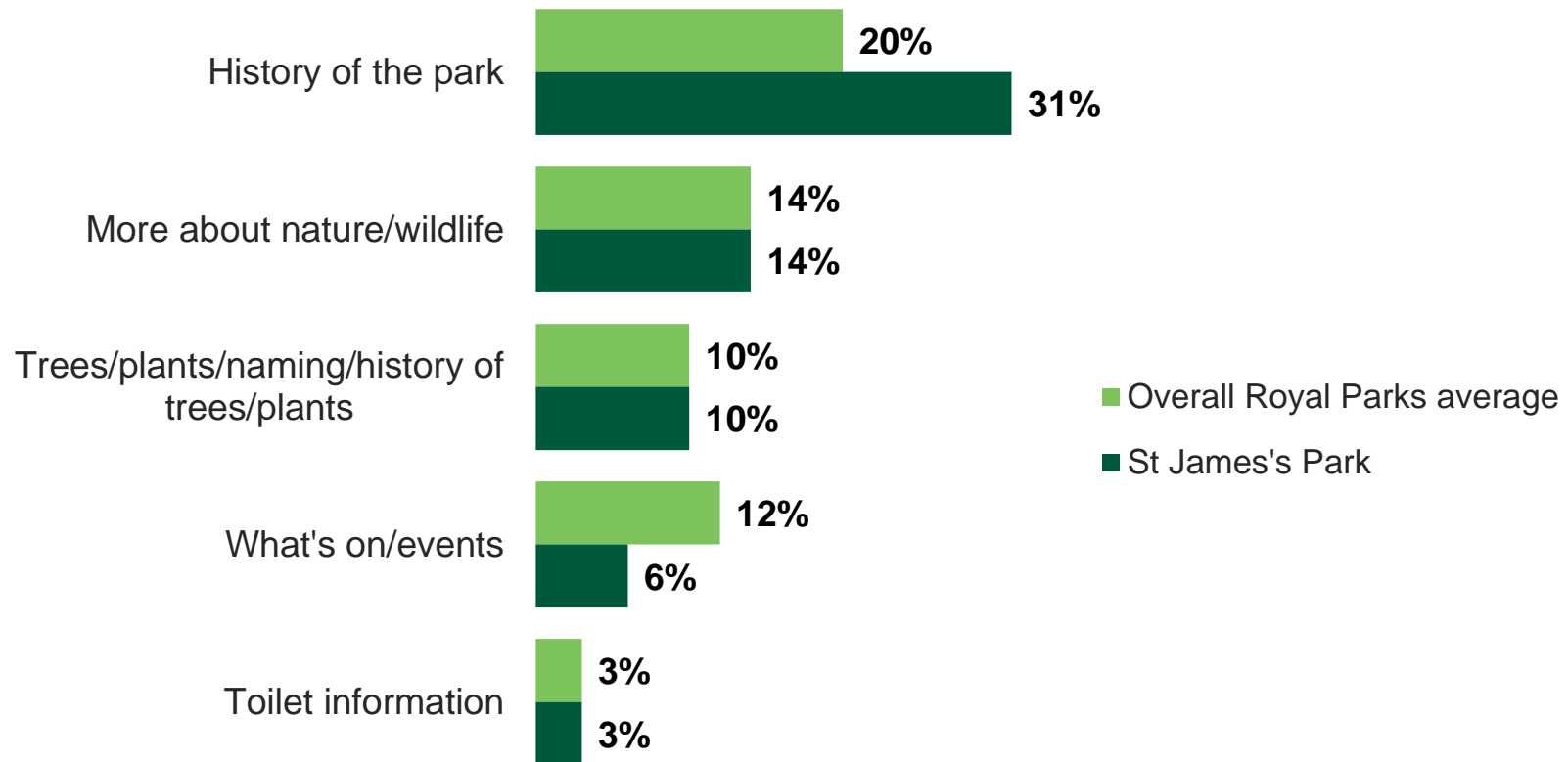■ Overall Royal Parks average
■ St James's Park

Base: All visitors to St James's Park who had not visited/planned to visit a café or refreshment kiosk in 2017/18 (202). 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).

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Top requests for information about St James's Park

Q. What types of information, if any, would you like to know about (park name)?
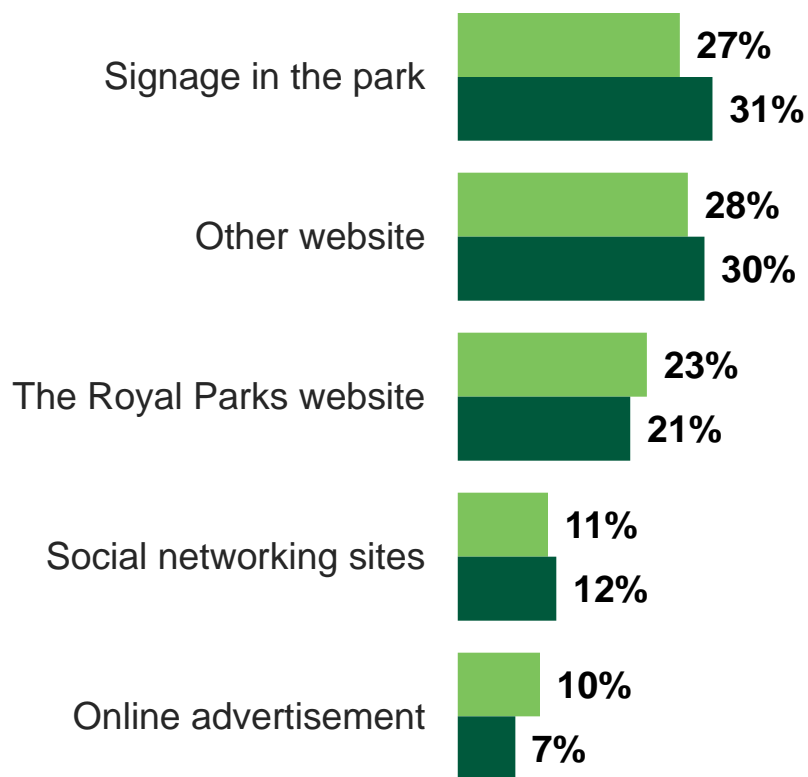*Top 5 requests*

History of the park — 20% Overall Royal Parks average, 31% St James's Park
More about nature/wildlife — 14%, 14%
Trees/plants/naming/history of trees/plants — 10%, 10%
What's on/events — 12%, 6%
Toilet information — 3%, 3%
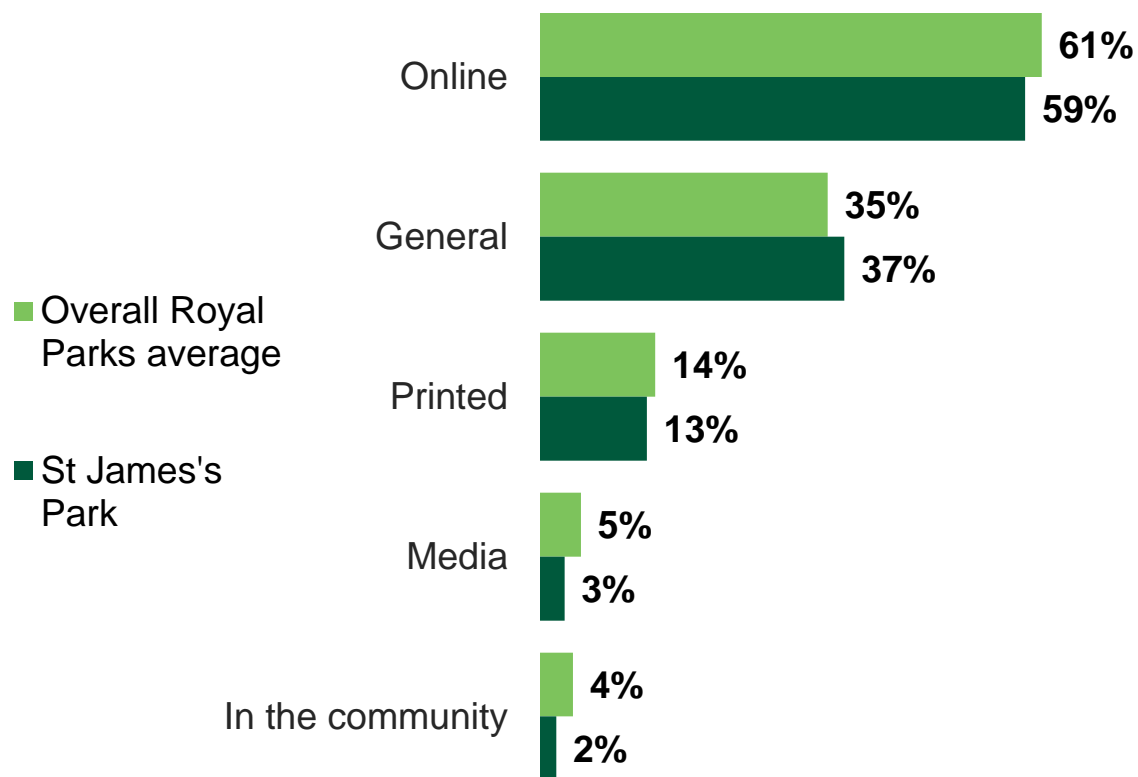
■ Overall Royal Parks average
■ St James's Park

Preferred sources of information about St James's Park

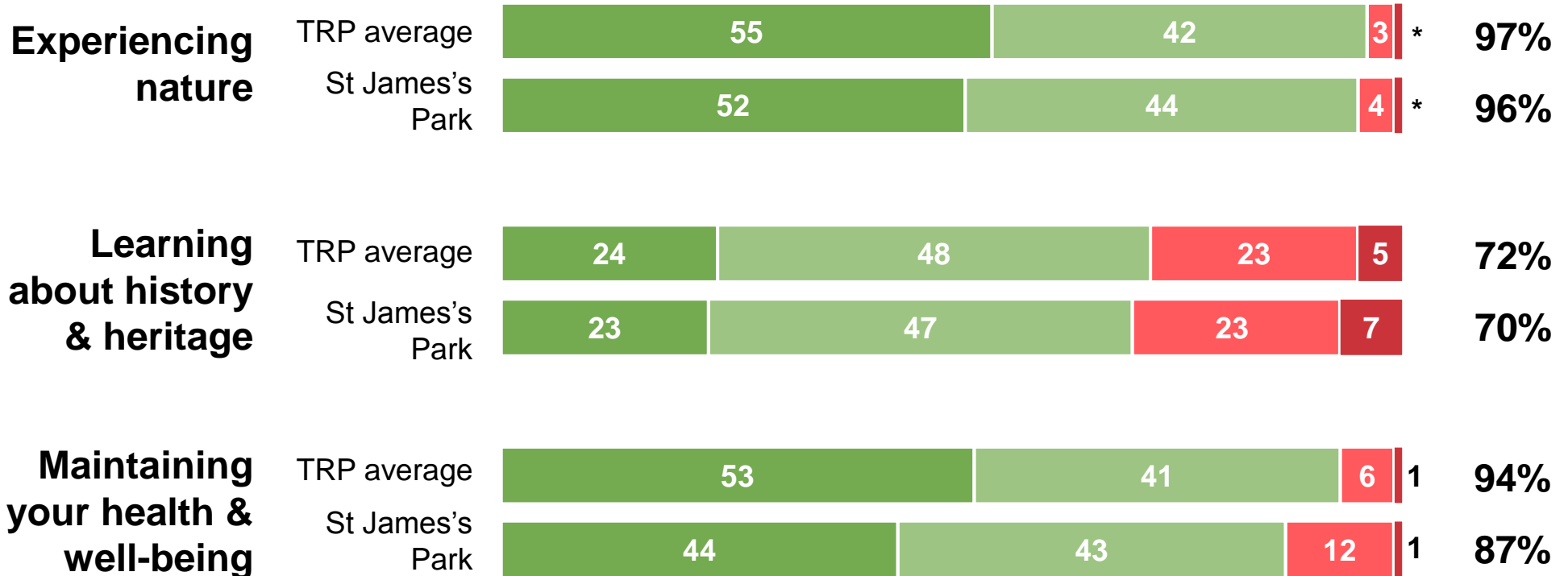**Q. How would you prefer to find out information about the park?**

Top 5 sources

Source	Overall Royal Parks average	St James's Park
Signage in the park	27%	31%
Other website	28%	30%
The Royal Parks website	23%	21%
Social networking sites	11%	12%
Online advertisement	10%	7%

Combined 'NET' sources

Source	Overall Royal Parks average	St James's Park
Online	61%	59%
General	35%	37%
Printed	14%	13%
Media	5%	3%
In the community	4%	2%

- Overall Royal Parks average
- St James's Park

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Base: All visitors to St James's Park in 2017/18 (345) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Importance of factors for visiting St James's Park

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

TRP average	55	42	3	*	**97%**
St James's Park	52	44	4	*	**96%**

Learning about history & heritage

TRP average	24	48	23	5	**72%**
St James's Park	23	47	23	7	**70%**

Maintaining your health & well-being

TRP average	53	41	6	1	**94%**
St James's Park	44	43	12	1	**87%**

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Appendices

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

	Participants in St James's Park (345)	Participants across all Royal Parks (2787)
Female	47%	48%
Male	53%	52%
In another way	-	*
White	77%	75%
BME	23%	24%
16 - 24	17%	13%
25 - 34	27%	24%
35 - 44	21%	24%
45 - 54	14%	15%
55 - 64	11%	12%
65 - 74	9%	9%
75+	2%	3%

Base: All visitors to St James's Park in 2017/18 (345) 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 St James's Park (345)	Participants across all Royal Parks (2787)
Frequent user	33%	51%
Infrequent/non user	67%	49%
Disabled	2%	4%
Not disabled	97%	96%
Prefer not to say	*	*

Base: All visitors to St James's Park in 2017/18 (345) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

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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% +	30% or 70% +	50% +
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.*

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Guide to statistical reliability (2)

When results are compared between separate groups within a sample (e.g. St James's Park 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% +	30% or 70% +	50% +
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

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