The Royal Parks

Research Programme 2017/18

Park profile: Richmond 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 Richmond 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 **342 visitors to Richmond 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.

Visitor profile

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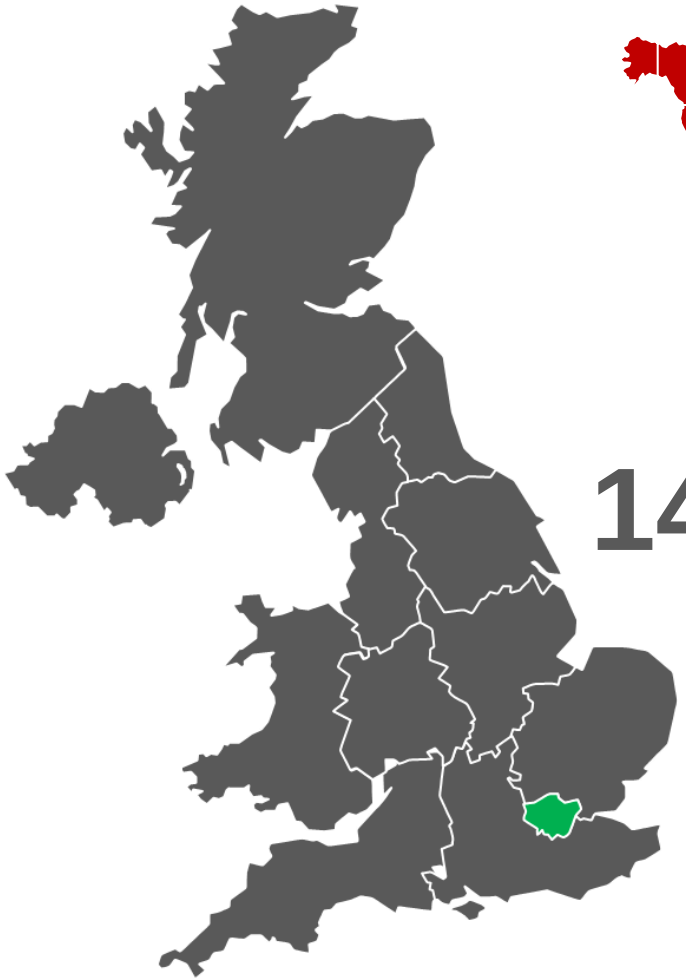
Can you tell me where you normally live from this list of regions?



6% from outside the UK

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

80% from London

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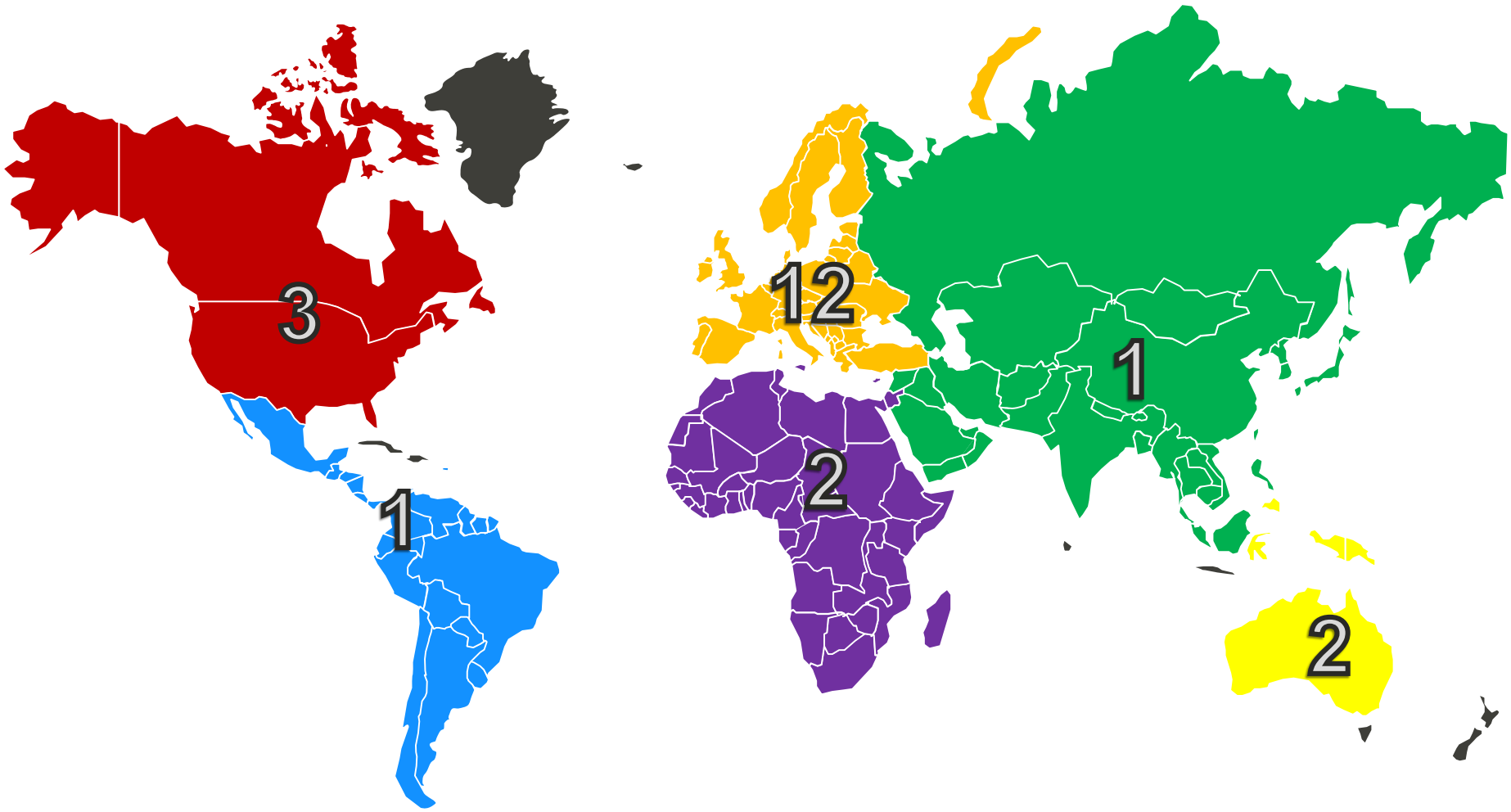
Base: All visitors to Richmond Park in 2017/18 (342).

Which of these regions are you from?



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Base: All visitors from outside the UK to Richmond Park in 2017/18 (22).

Modes of transport used for visiting Richmond Park

	Transport mode	Richmond Park	Overall Royal Parks average
	Walk	25%	39%
	Public transport (tube, bus, train)	18%	36%
	Car (including taxi, minicab)	37%	18%
	Bicycle	17%	5%
	Coach	*	1%

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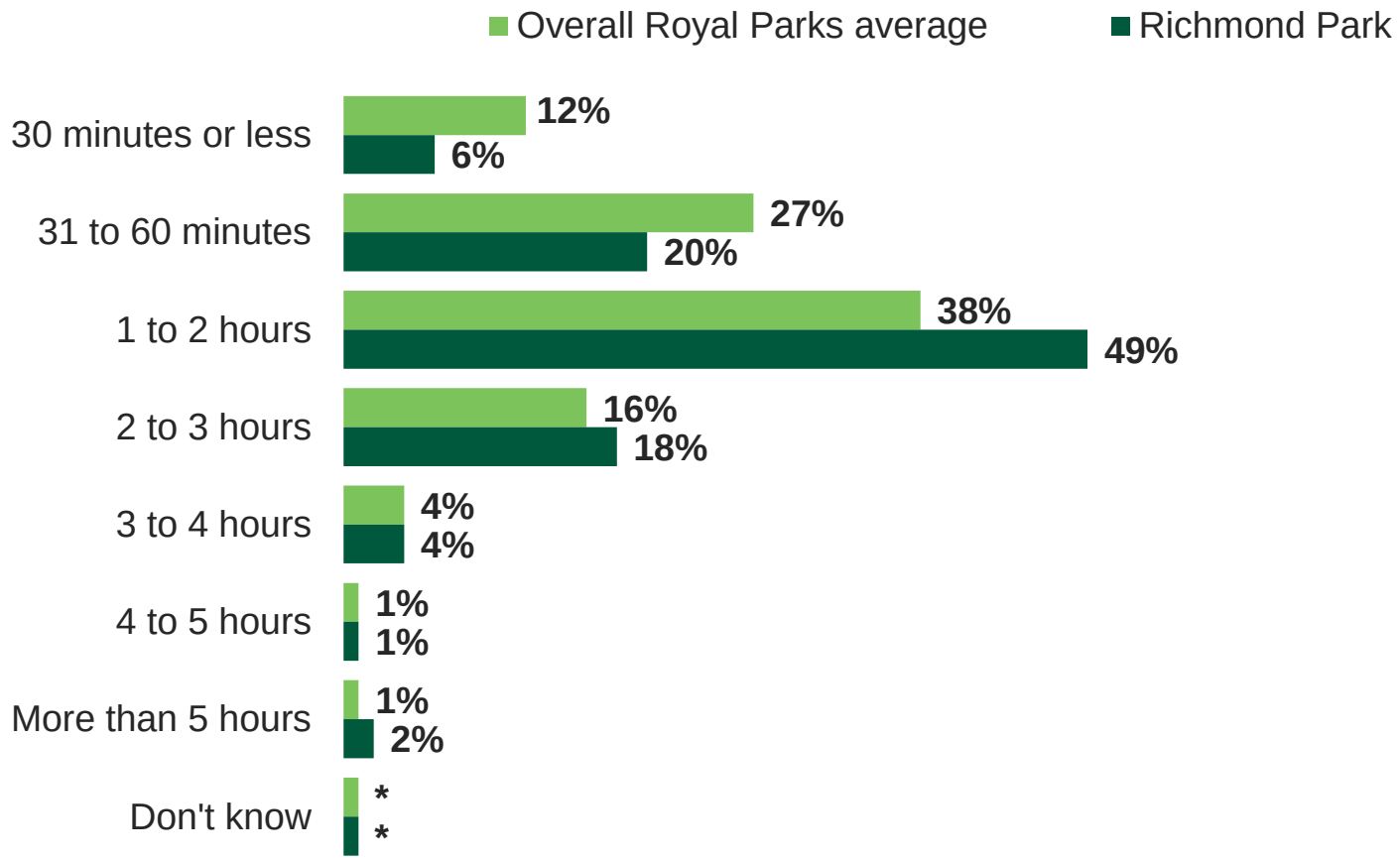
Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Length of visits to Richmond 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?



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Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Visitor views and perceptions

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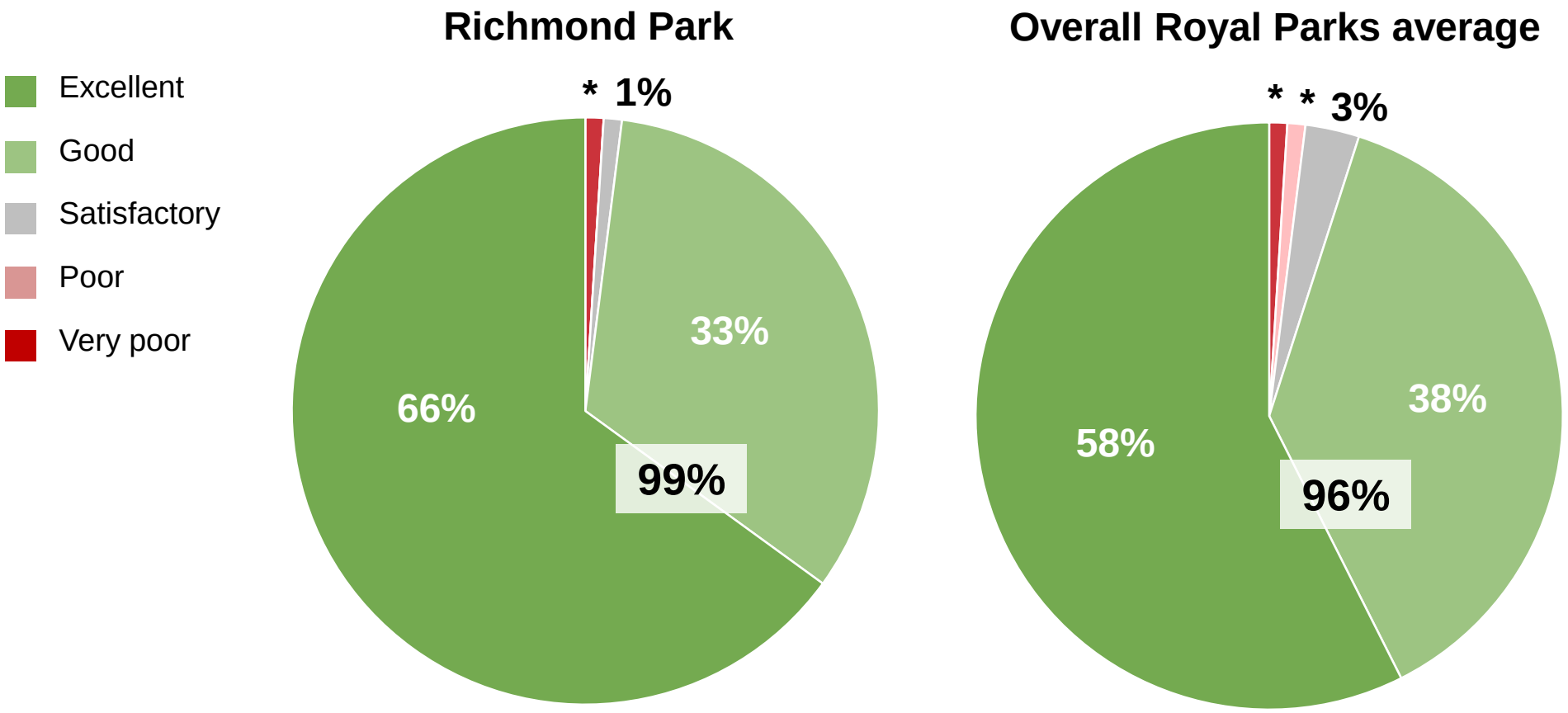
Overall ratings of the quality of Richmond Park

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



Base: All visitors to Richmond Park in 2017/18 except 'Don't know/not stated (339) and all visitors to the eight Royal Parks in London in 2017/18 except 'don't know/not stated' (2782).

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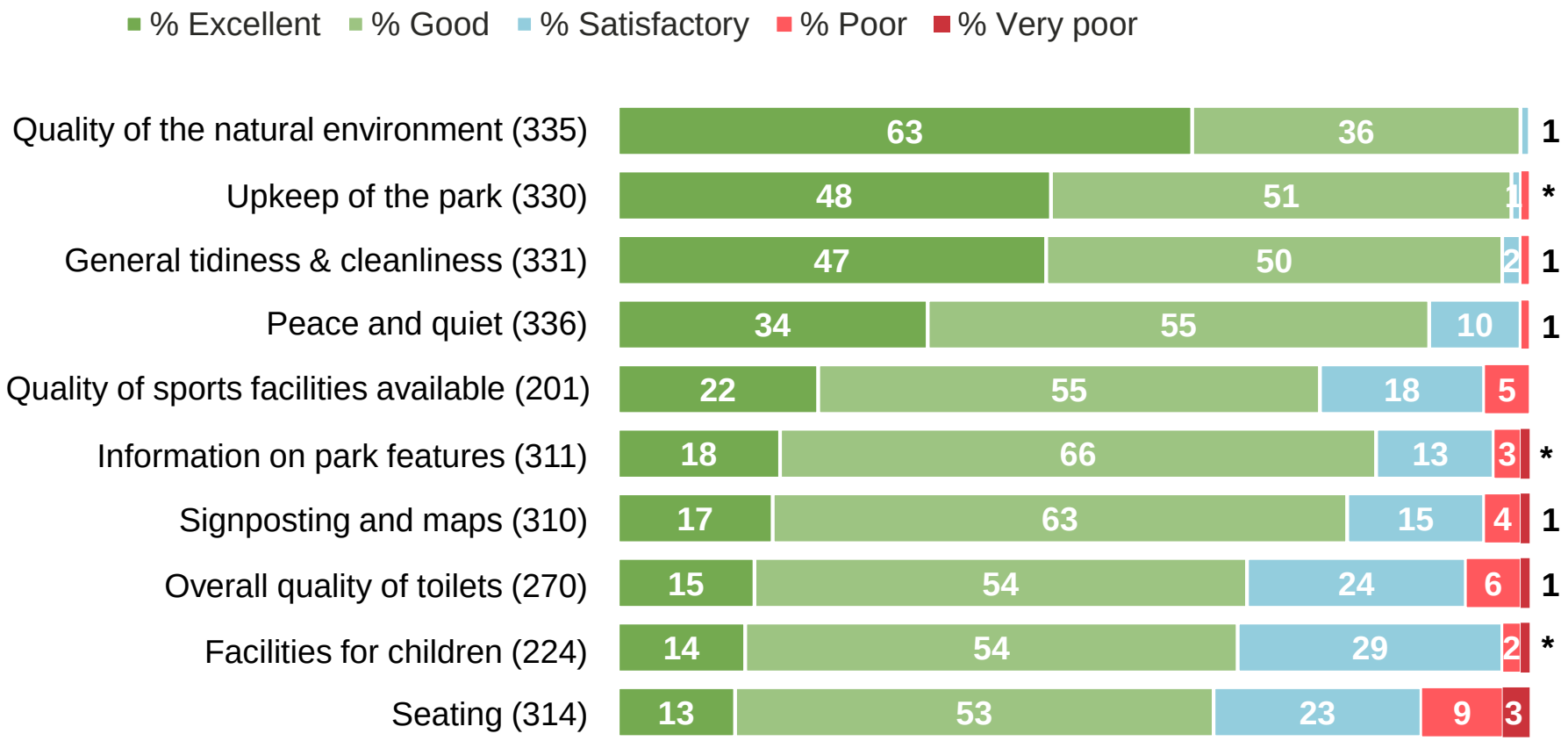
Ratings of different aspects of Richmond Park

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

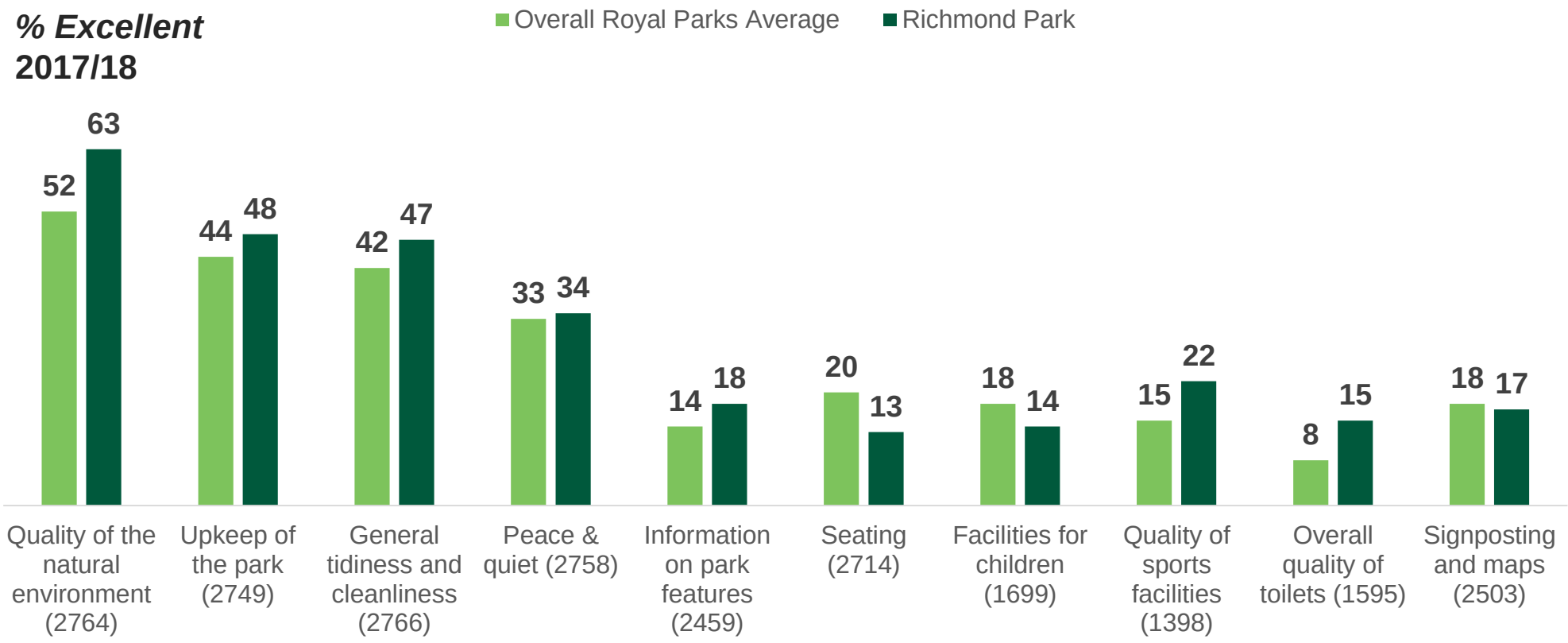


Base: All visitors to Richmond Park in 2017/18 except 'No opinion/not relevant' (base sizes in brackets).

THE ROYAL PARKS

Ratings of different aspects of Richmond Park

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



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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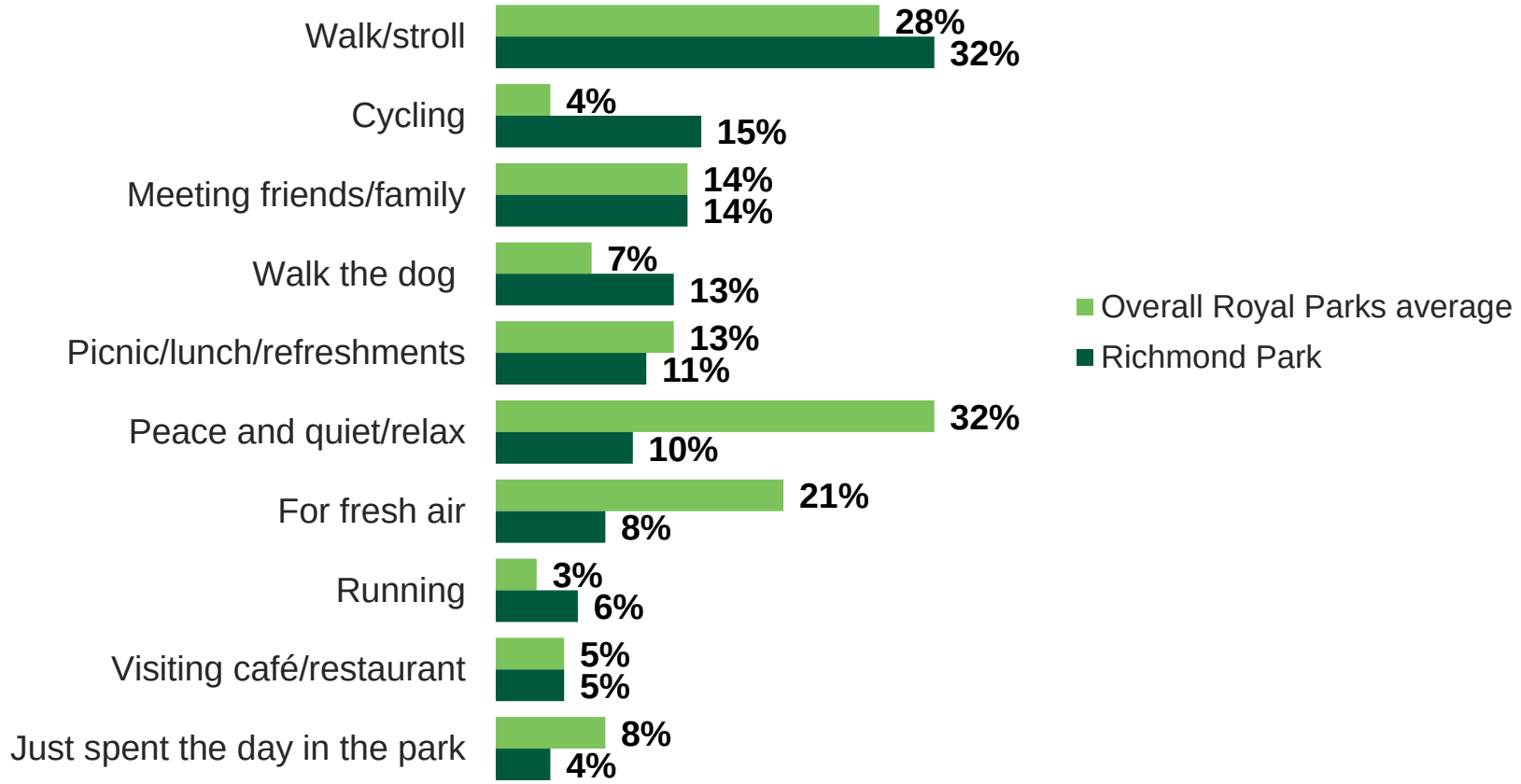
Reasons for visiting Richmond Park

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)



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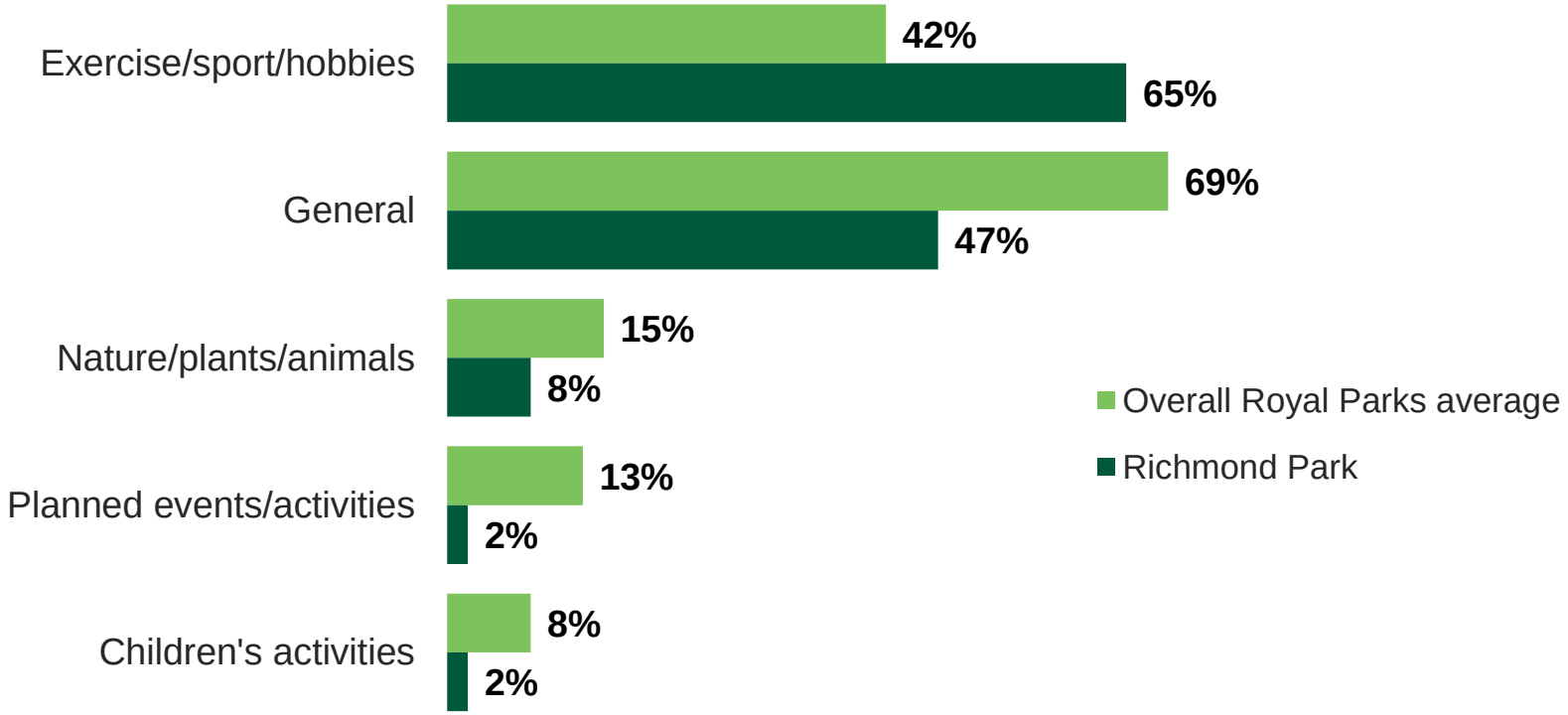
Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Reasons for visiting Richmond 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)



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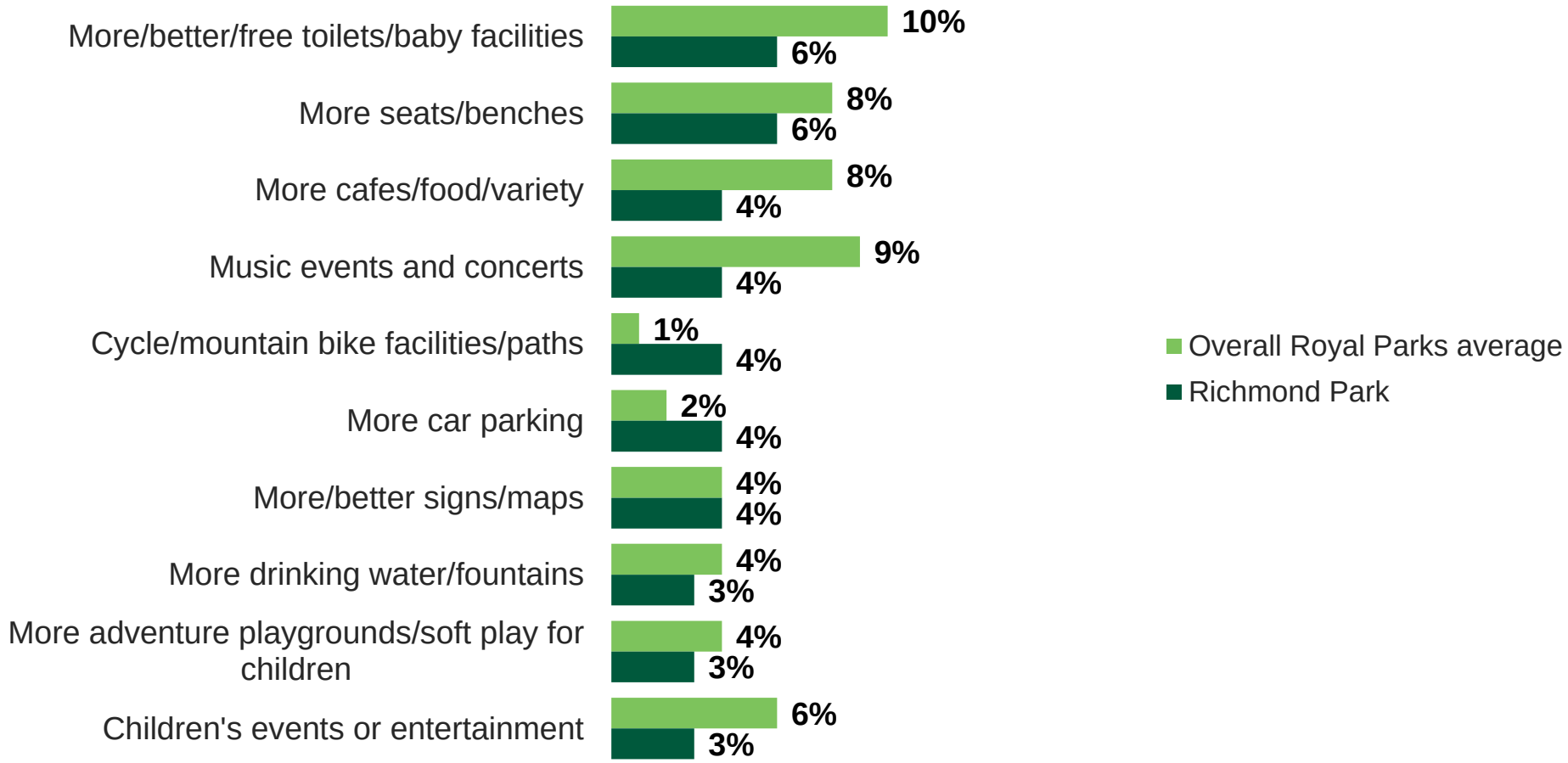
Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Desired facilities/activities in Richmond Park

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

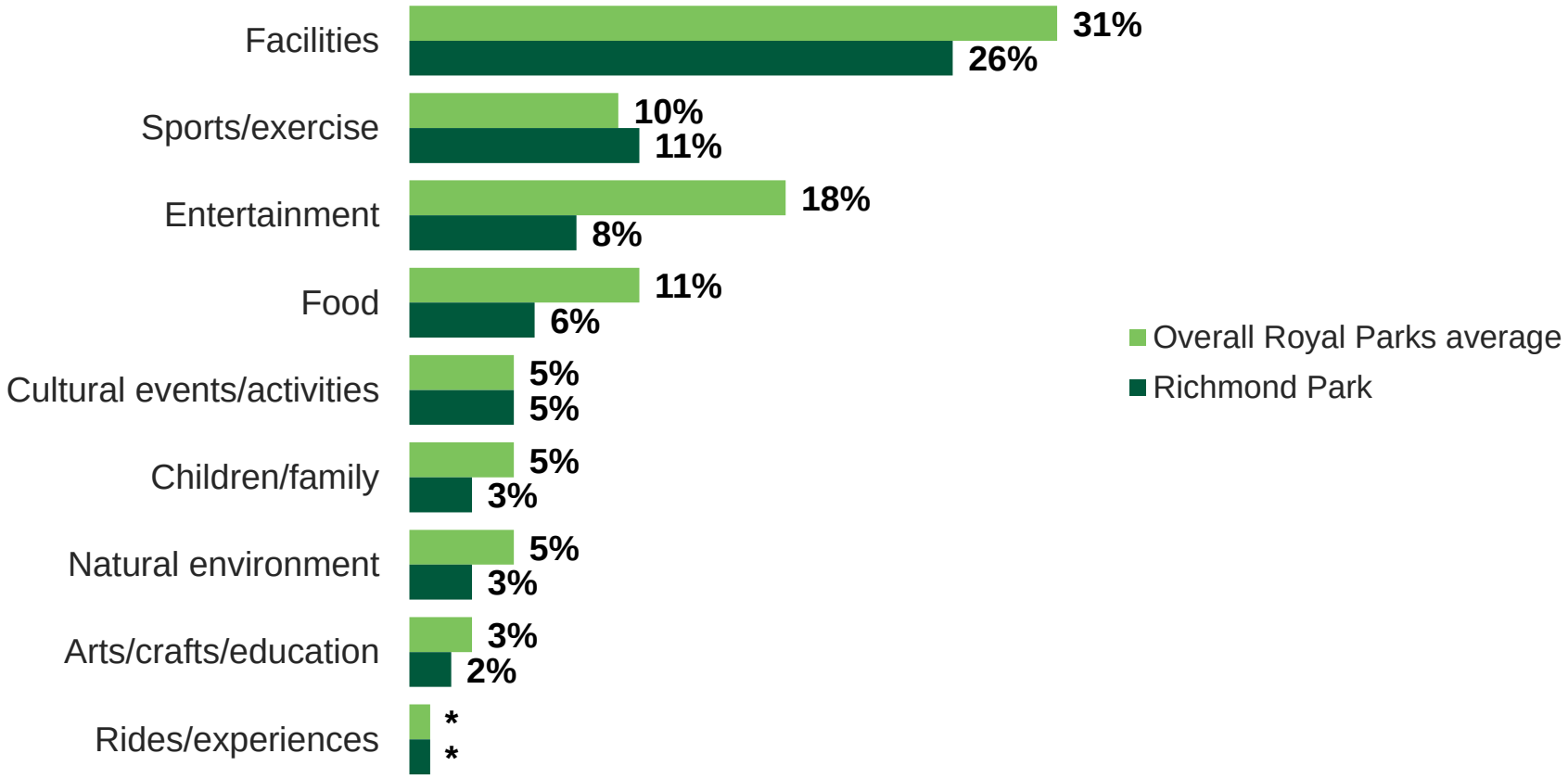


THE ROYAL PARKS

Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Desired facilities/activities in Richmond Park (combined 'NET' definitions)

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



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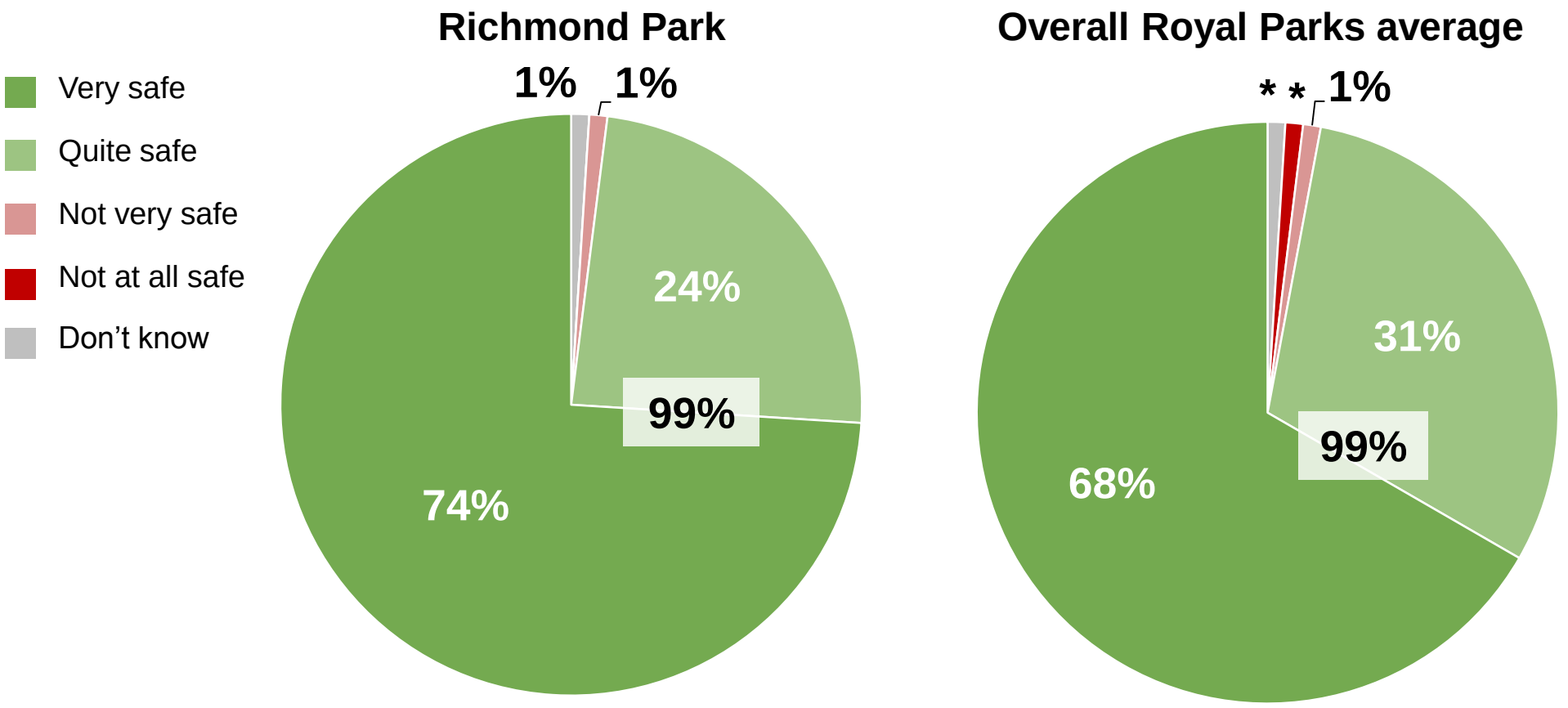
Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Perceptions of safety of Richmond Park

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



Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

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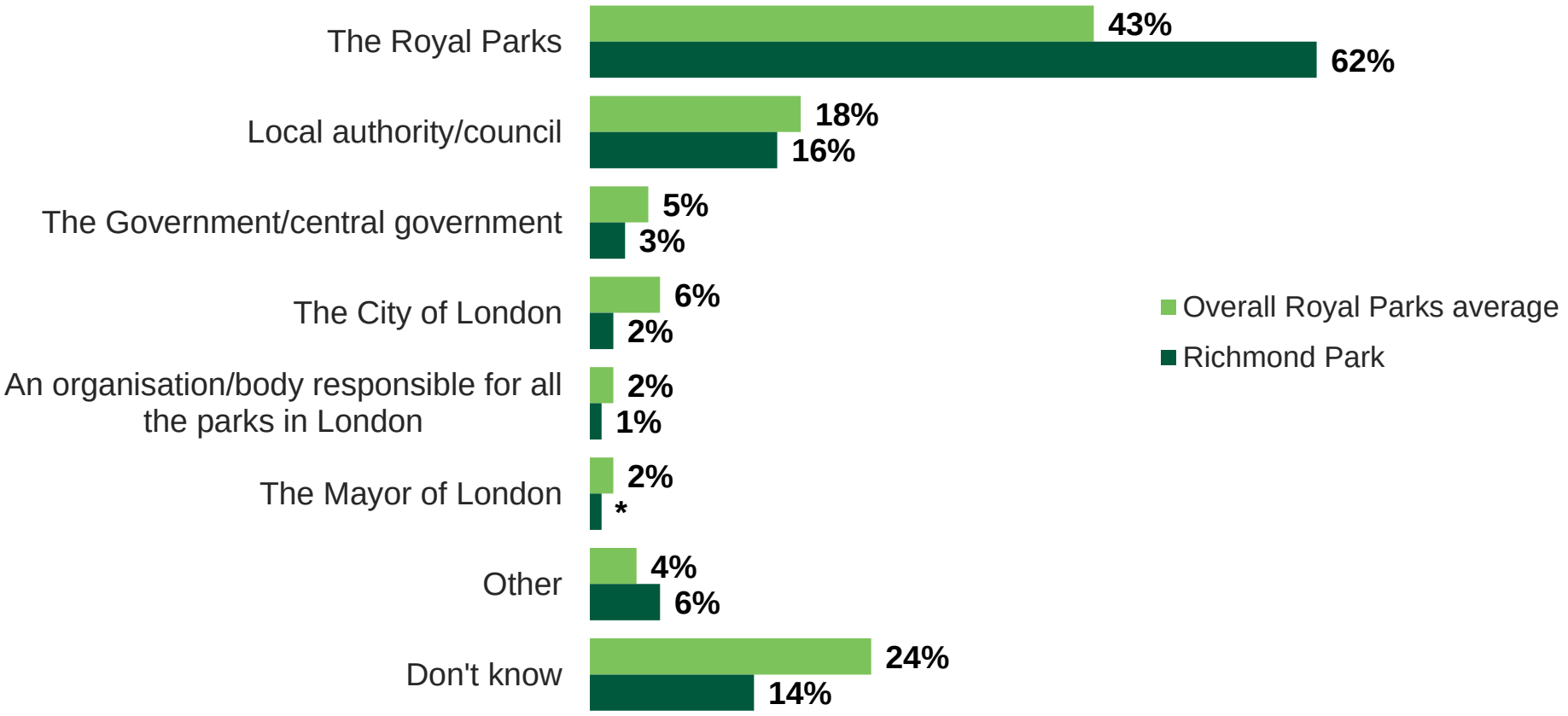
Understanding of who manages Richmond Park

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

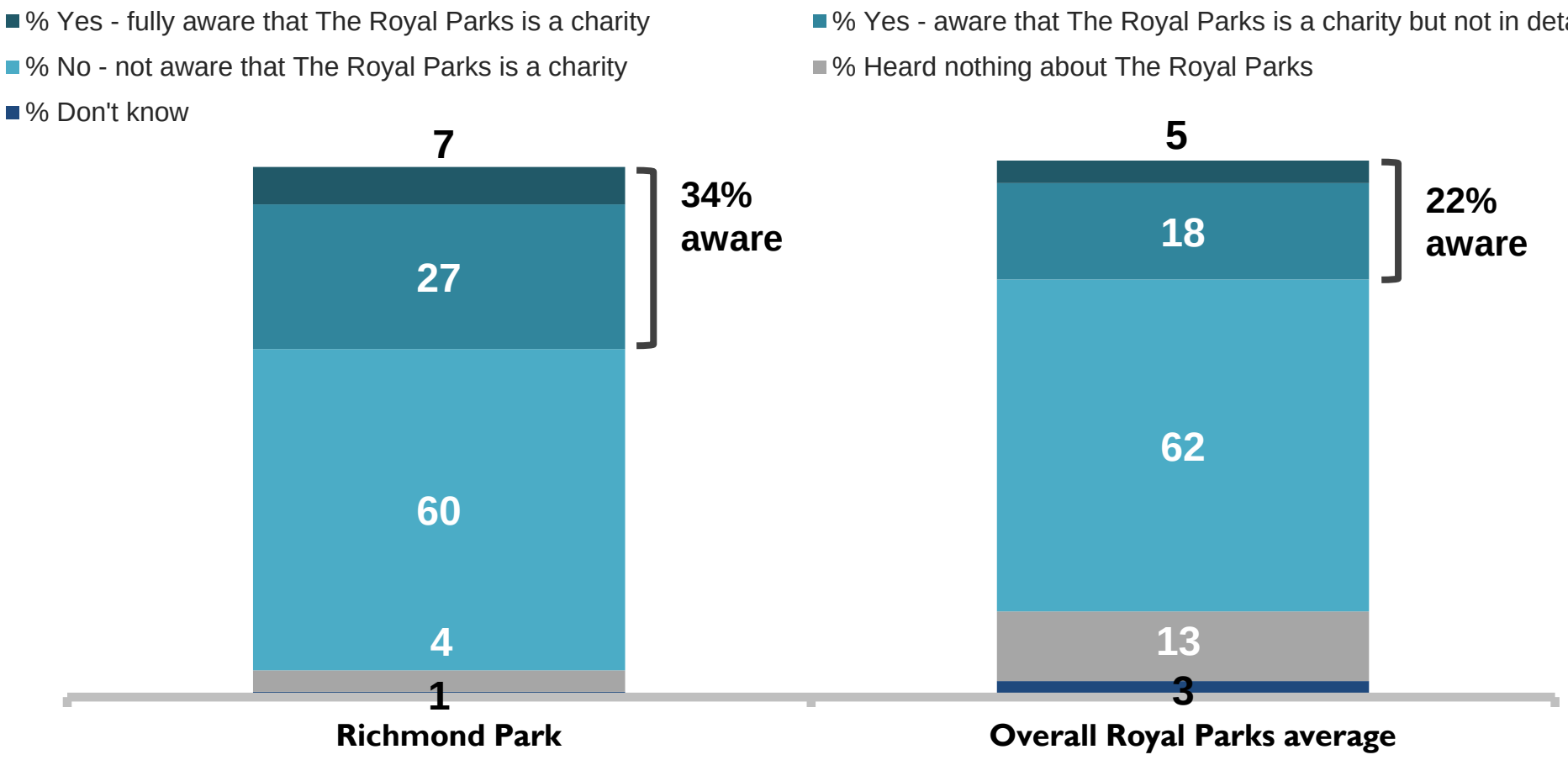


THE ROYAL PARKS

Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Understanding of who manages Richmond Park

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

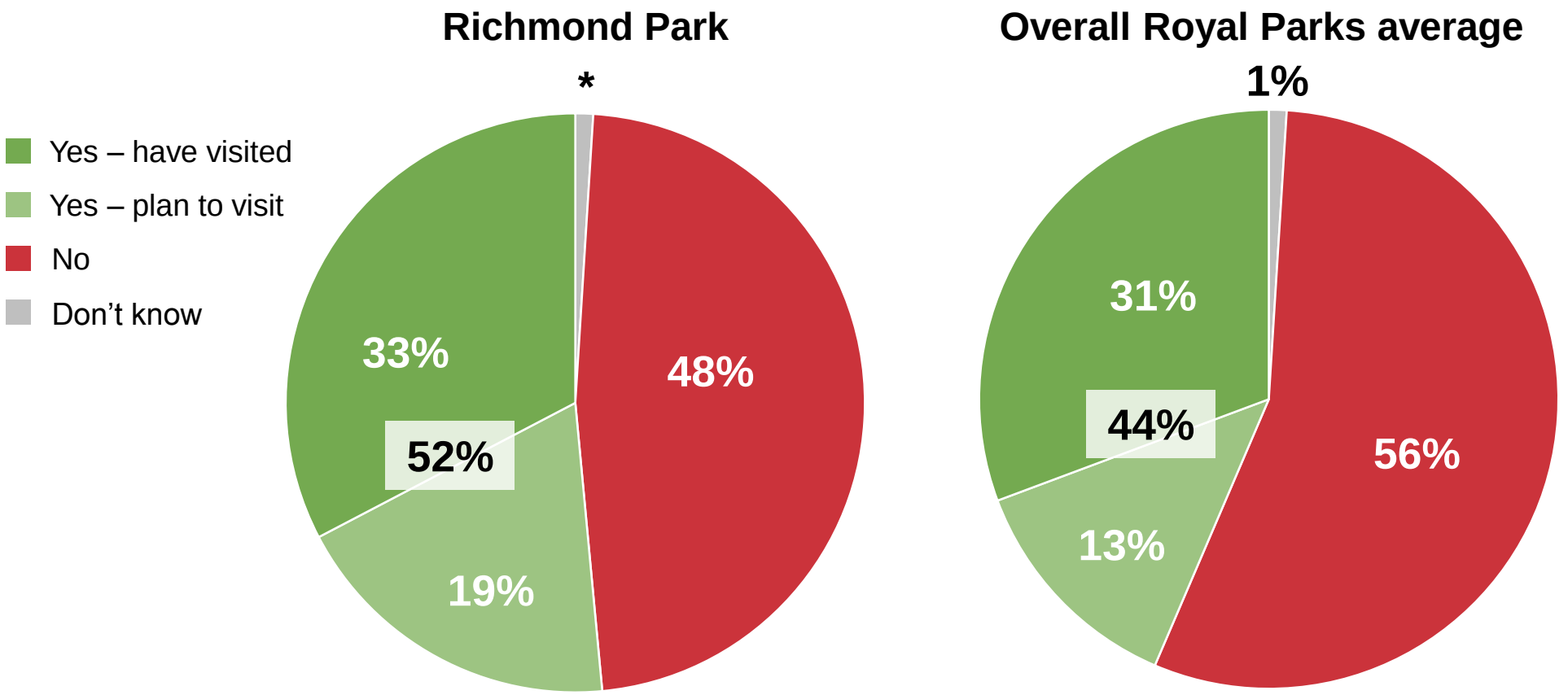


THE ROYAL PARKS

Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Use of cafés/refreshment kiosks in Richmond Park

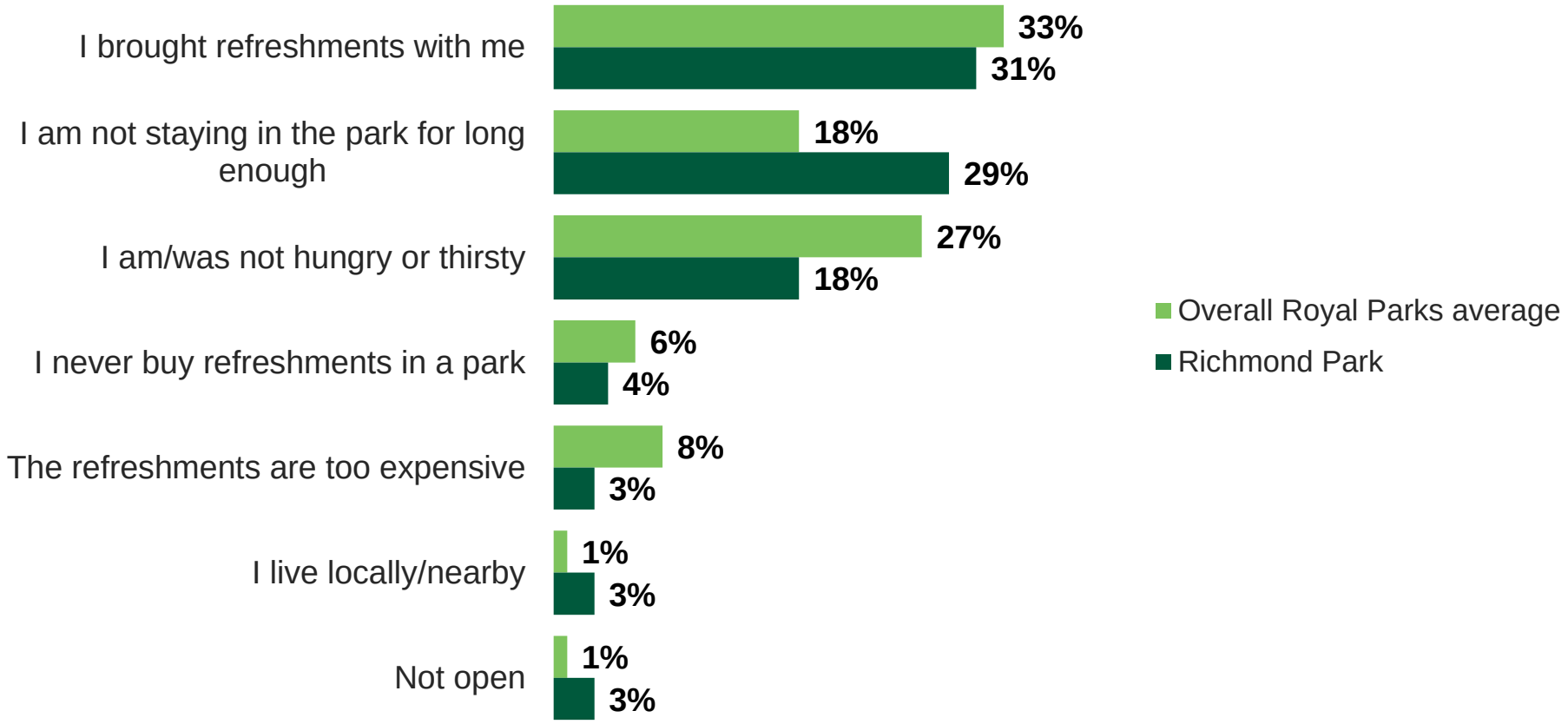
Q. Did you visit/do you plan to visit a café or refreshment kiosk during your visit today?



Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

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

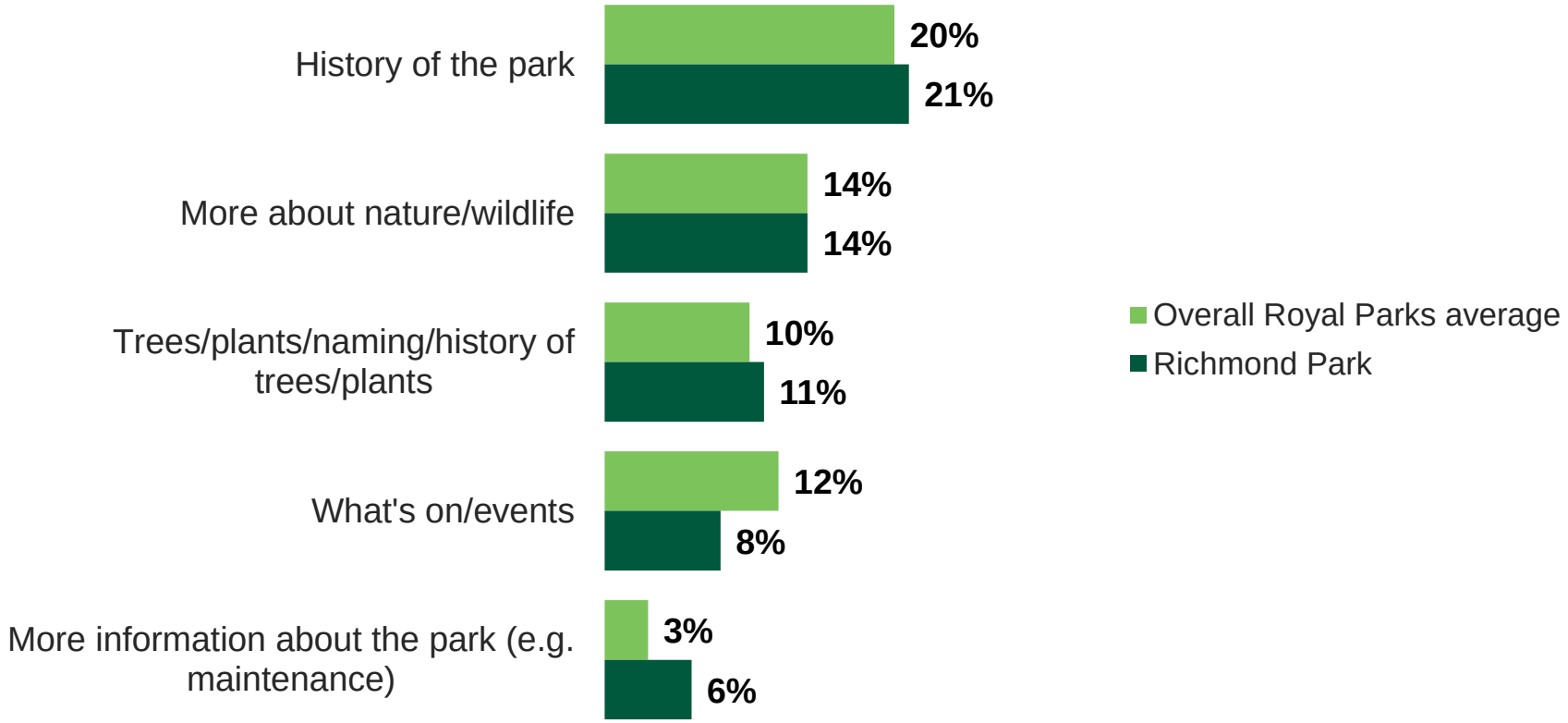
Q. Did you visit/do you plan to visit a café or refreshment kiosk during your visit today?
Q. Why not?



Base: All visitors to Richmond Park who had not visited/planned to visit a café or refreshment kiosk in 2017/18 (163). 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 Richmond Park

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



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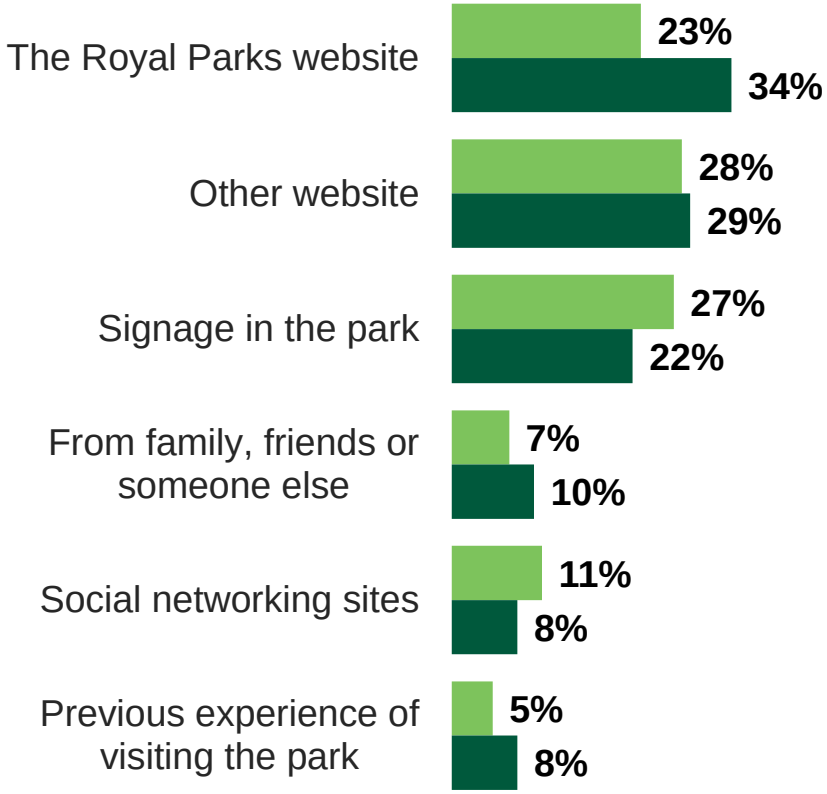
Base: All visitors to Richmond Park in 2017/18 who visit at least 2 times per year or don't know how often they visit (267) and all visitors to the eight Royal Parks in London in 2017/18 who visit at least 2 times per year or don't know how often they visit (1751).

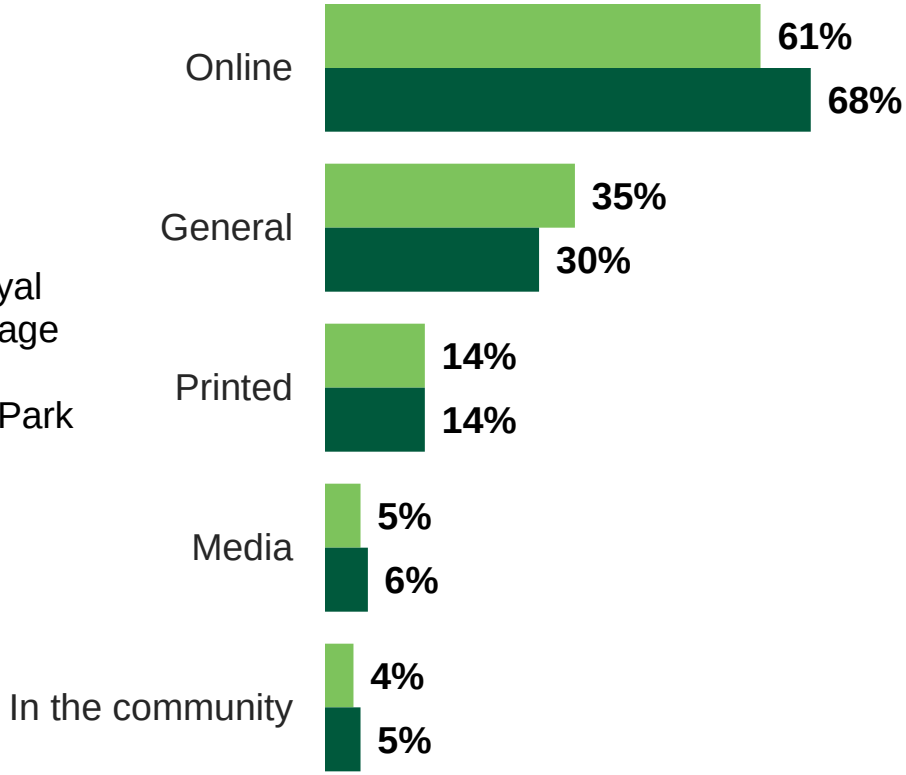
Preferred sources of information about Richmond Park

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

Top 6 sources



Combined 'NET' sources



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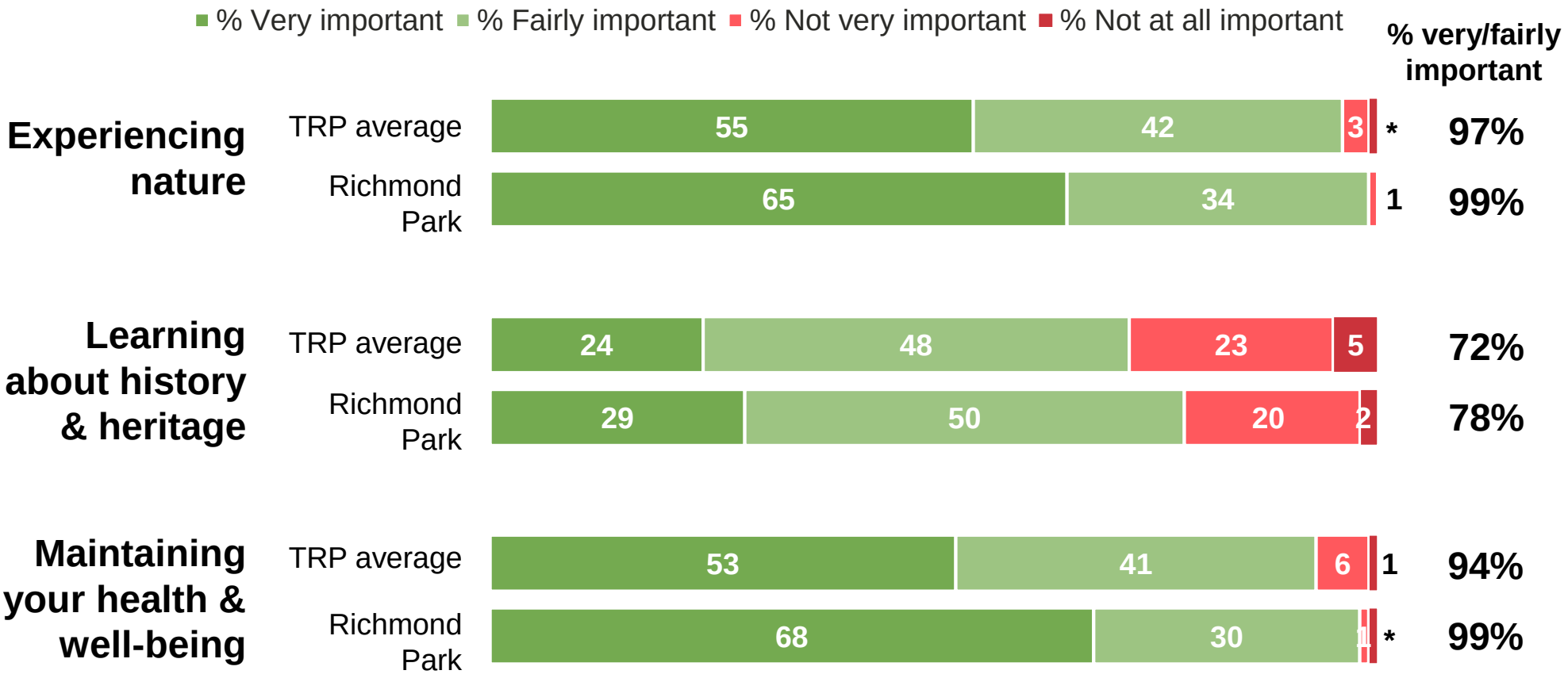
Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Importance of factors for visiting Richmond 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]?



Base: All visitors to Richmond Park in 2017/18 excluding 'don't know' (342) 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 Richmond Park (342)	Participants across all Royal Parks (2787)
Female	54%	48%
Male	46%	52%
In another way	-	*
White	86%	75%
BME	14%	24%
16 - 24	6%	13%
25 - 34	23%	24%
35 - 44	21%	24%
45 - 54	17%	15%
55 - 64	18%	12%
65 - 74	13%	9%
75+	3%	3%

Base: All visitors to Richmond Park in 2017/18 (342) and all visitors to the eight Royal Parks in London in 2017/18 (2787).

Demographic profile of respondents: frequency of park use, disability

	Participants in Richmond Park (342)	Participants across all Royal Parks (2787)
Frequent user	69%	51%
Infrequent/non user	31%	49%
Disabled	3%	4%
Not disabled	96%	96%
Prefer not to say	1%	*

Base: All visitors to Richmond Park in 2017/18 (342) 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% ±	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.*

Guide to statistical reliability (2)

When results are compared between separate groups within a sample (e.g. Richmond 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