

St Albans Locale Research Qualitative Data Analysis

Prepared for
Anne Main MP
by



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In addition to the scorecard report, which provided topline results 24 hours after the completion of the face to face research, Adroit-e is pleased to include an analysis of the qualitative data based on comments made as part of the locale research project.

Question 1 – in response to the question ‘**To improve the St Albans shopping experience the single most important thing would be...**’ there was an option to suggest alternatives to the responses that Adroit-e pre-coded; the qualitative results are those given in that instance.

The scorecard report reveals that St Albans residents already rate the ‘**availability of parking**’ as parking as low [2.52/5] when considering the shopping experience in St Albans. The opportunity to suggest improvements to this experience reveals that in addition to the *availability* of parking the *price* of parking in the City Centre was cited as a major cause of concern for St Albans residents. Other areas of improvement cited included reducing the volume of traffic in key shopping areas, such as St Peters Street: this was highlighted as greater pedestrianization was frequently cited as desirable.

Across the younger age groups there is little consistency in their suggestions to improve the shopping experience; however in the higher age demographics [46+] all of the responses are looking at either parking or pedestrianization. For future research projects, it is suggested that this is a potential area of focus, particularly looking at why this issue seems to vary in salience across age groups and what this means in terms of alternative transport provision. Adroit-e are looking to examine this with young people in phase 2 of the project, the data driven discussion groups.

Question 2 - The data captured regarding St Albans’ residents behaviour with regard to the **local newspapers** is focussed on usage and access. In addition to this, Adroit-e gave respondents the opportunity to offer suggestions to improve the local newspapers. It is worth noting that the level of response was high; the main focus of the responses revolved around the ‘local’ nature of the papers, including the delivery and distribution of the newspapers. Improvements such as **more reliable delivery dates** and a broader delivery area were particularly common suggestions. A second strand to the local emphasis is a desire for **more locally focussed news**, including investigative pieces.

Although responses across gender were very similar there are differences when Adroit-e compared age group responses. From the scorecard report we learned that younger people read the

local newspapers less and have a lower level of satisfaction than the overall mean; this is reflected in the fewer number of suggestions. However one clear trend is that in terms of the two local strands above, younger people, U18 and 18-26 age demographics are more concerned with the local news reporting and a desire for a different type of journalism. The corollary to that is that older people, with higher satisfaction ratings, are more concerned with delivery and distribution.

Adroit-e will be exploring young peoples' attitude to local journalism further in phase 2 of the research project.

Question 3 and 4 - the final area of qualitative analysis looks at **the best and worst features of St Albans**. The scorecard report gives the results of the reaction cluster question, where the most likely responses are anticipated and pre-coded. We also gave the opportunity for respondents to offer other responses: the most common response was one that listed the pubs and nightlife as a positive feature. The most common alternative worst feature responses were concerned with the lack of recreational facilities, particularly the absence of a cinema. Similarly, another common response was a lack of recreational opportunities targeted at young people.

Men were more inclined to state pubs and the nightlife in St Albans as a positive. As a negative both genders reflect the broad trend with regard to a lack of recreational provision: a difference lies in that women specifically focus on the lack of a cinema whereas men are more general in their comments that there is 'nothing to do'. Across the age groups while there was no extra insight from younger people, older age groups are more pleased with the general lifestyle in St Albans, citing the parks and historical sites as specific examples. Finally, in terms of the worst aspects of St Albans the lack of recreational facilities was common across all age-groups but in older people focussed more on sporting facilities rather than a poor perceived nightlife. Young peoples' attitude to the nature of the St Albans nightlife, both positive and negative will also be explored in phase 2.

Thus, concentrating on the findings above, Adroit-e will train young people to facilitate and record discussions with their peers based on the findings of the face to face research and the subsequent analysis. These findings will be edited and the report made available to Anne Main MP within 10 days of the completion of the Data Driven Discussions.