

# Walthamstow Stadium Site Redevelopment Survey Topline Findings

(September 2010)

- Results are based on interviews with 751 people aged 18+, living within the London Borough of Waltham Forest.
- Interviews were carried out by telephone, using random digit dialling (RDD), between 3<sup>rd</sup> and 6<sup>th</sup> September 2010.
- Demographic quotas (age, gender and work status) were set to ensure a representative sample was achieved.
- At the analysis stage the data were weighted by age, gender, work status, tenure and ward to the known profile of the borough.
- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.
- Results are based on all respondents (751) unless otherwise stated.
- An asterisk (\*) represents a value of less than one half or one per cent, but not zero.

**1) How long have you lived in the London Borough of Waltham Forest? DO NOT READ OUT. SINGLE CODE**

	%
Less than 6 months	2
At least 6 months but less than 1 year	3
At least 1 year but less than 2 years	1
At least 2 years but less than 3 years	5
At least 3 years but less than 4 years	5
At least 4 years but less than 5 years	2
At least 5 years but less than 10 years	16
At least 10 years but less than 15 years	11
At least 15 years but less than 20 years	11
At least 20 years but less than 30 years	17
At least 30 years but less than 40 years	10
At least 40 years but less than 50 years	8
50 years or more	10

**2) In which of these ways does your household occupy your accommodation? READ OUT. SINGLE CODE**

	%
Buying on a mortgage	37
Owned outright	21
Rent from a private landlord	16
Rent from the Council	15
Rent from a housing association/trust	9
Shared ownership	1
Live with parents/friends	1
Other	*

**3) And thinking about your current situation, how easy or difficult did you find it to [INSERT FROM Q2: 'buy a property' (codes 1-2) / 'rent a property' (codes 3-5) / 'find somewhere to live' (codes 6-9)] in Waltham Forest? Is that very/fairly easy/difficult? SINGLE CODE**

	%
Very easy	24
Fairly easy	37
Neither easy nor difficult	10
Fairly difficult	9
Very difficult	10
Don't know	10

**4) How much, if anything, would you say you know about Walthamstow Stadium site? Is that...? READ OUT. SINGLE CODE**

	%
A great deal	8
A fair amount	24
Just a little	37
Nothing at all	28
Never heard of it	3

5) Did you ever visit Walthamstow Stadium when it was open? IF YES, ASK How often did you visit? SINGLE CODE

	Base: All who have heard of the Stadium (735) %	All respondents (751) %
Yes:	50	49
Once or twice a week	4	4
Once or twice a fortnight	1	1
At least once a month	7	6
At least once every 6 months	8	8
At least once every 12 months	9	8
Less frequently than once every 12 months	21	20
Don't know/Can't remember	1	1
No, never visited	50	48

6) As part of the redevelopment of Walthamstow Stadium site which ONE or TWO of the following would you most like to see happen? READ OUT A-G. ROTATE STARTING POINT MULTICODE UP TO 2.

	%
A mix of homes and leisure	30
Sports and leisure facilities	28
New play facilities for children	27
New facilities for teenagers and young adults	25
New green space	24
Shopping and entertainment facilities	19
New homes	15
Other	6 <sup>1</sup>
Nothing/Do no want to see stadium redeveloped	3
Don't know	*

7) Which ONE of the following statements best describes your view about the construction of new homes in your local area? READ OUT. ROTATE STARTING POINT. SINGLE CODE

	%
We need more homes – I don't mind where they are built	42
We need more homes – but I'd rather they weren't built near my home	13
We have enough homes already	40
None	5

8) Do you think you will move away from Waltham Forest in the future to find a property that meets your needs? SINGLE CODE

	%
Yes	41
No	41
Don't know/Not sure	18

<sup>1</sup> Figure includes 5% spontaneously mentioning 'Bringing Back Walthamstow Dogs track/Stadium'.

9) **To what extent do you agree or disagree with each of these statements about your local area?** READ OUT EACH STATEMENT. ROTATE STARTING POINT. SINGLE CODE EACH

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
a) There a strong sense of community	%	22	31	15	18	14
b) There is plenty of things for local people to do	%	15	32	12	18	23
c) The quality of Council services is good overall	%	22	41	15	10	12
d) There is enough quality housing to meet the community's needs	%	16	22	21	19	22

10) **Which sources of information such as local newspapers, local radio, the internet and television do you use on a regular basis for news about your local area?<sup>2</sup>** DO NOT READ OUT. PROBE FULLY. MULTICODE.

	%
<b>Total: Local newspaper</b>	<b>80</b>
Local newspaper - 'Waltham Forest Guardian'	43
Council newspaper/ 'Waltham Forest News'	38
Other local newspaper - Other	17
Local newspaper - 'Metro'	5
Waltham Forest Independent	4
<b>Total: Internet</b>	<b>37</b>
Internet	31
Waltham Forest website	17
Internet - BBC	12
Google	4
Waltham Forest Guardian website	3
Internet search	2
<b>Total: Television</b>	<b>19</b>
Television - BBC	16
Television - ITN	5
Television - Other	2
National newspaper	8
<b>Total: Local radio</b>	<b>6</b>
Local radio - BBC	3
Local radio - Other	3
Yellow Advertiser	7
Literature/adverts/ posters/noticeboards	6
Other	10
None/Nothing	8

<sup>2</sup> For answers of 1% and below, please see data tables

## Demographics

<b>Gender</b>	<b>%</b>
Men	49
Women	51

<b>Age</b>	<b>%</b>
18-24	13
25-34	23
35-44	23
45-54	16
55-64	11
65+	14

<b>Work status</b>	<b>%</b>
Working full-time	45
Working part-time	16
Not working but seeking work	6
Not working, not seeking work	8
Retired	17
Student	9
Refused	1

<b>Ward</b>	<b>%</b>
Lea Bridge	6
Hoe Street	5
Grove Green	5
Leyton	5
High Street	5
Wood Street	5
William Morris	5
Leytonstone	5
Cann Hall	5
Chapel End	5
Larkwood	5
Markhouse	5
Valley	5
Endlebury	5
Higham Hill	5
Cathall	5
Forest	5
Hatch Lane	5
Chingford Green	5
Hale End & Highams Park	5