



Second OPENSspace survey:

Choice-based Conjoint questionnaire on environmental attributes

A partial design was used for the construction of a Choice-based Conjoint (CBC) questionnaire. CBC was chosen because it models people's behaviour in real-life and has the ability to perform 'what-if' simulations. Older people's choices in relation to the use of outdoor spaces essentially involve trade-off situations, as the ideal environment in all dimensions is unlikely to be what is available in practice. For instance, a person may have a choice between visiting a local park very close to home with a café and toilets but no trees and few plants or one at a greater distance, with dense trees and a variety of plants but no special facilities such as toilets, etc. The CBC questionnaire makes it possible to offer a range of alternatives such as this and asks which the respondent prefers.

Data collection procedure

The sample for postal questionnaire was selected randomly from 20 local authorities in the UK. These local authorities were chosen from Britain's 11 government regions based on population distribution, geographic location, urban/rural areas and types of industry (17 from England, 2 from Scotland and 1 from Wales). The questionnaire was mailed to 1840 people in the sample who had not been previously contacted by OPENSspace during the centre's first postal survey relating to I'DGO One. The total number of responses was 237.

Measures & Instruments

The instrument involved 15 attributes each taking up to 4 levels with 14 paired comparisons per respondent and 15 versions of the questionnaire, giving an efficiency of over 90%. Every respondent considered 14 pairs and, in each case, was asked which of the two profiled places they preferred.

Open space attributes measured were: distance to park, pavement existence, pavement quality, trees along footpath, seats en route, volume of road traffic, trees/plants, facilities (café, toilets, etc), seats in the park, things to watch, maintenance, nuisances (dog fouling, youths hanging about, etc), water feature, public transport, and car park.

Use of nearby park. Respondents were asked to indicate the distance to a nearby park, the transport means they used to get to park, and frequency of their visits to the park.

Socio-demographics measures included: gender, age, postcode, living arrangement (home/sheltered housing), living condition (alone/with someone), functional status (seeing, hearing, and getting around).

This profile published January 2011. For further information, please contact idgo@ed.ac.uk or refer to the following publication: Sugiyama, T. & Ward Thompson, C. 2007. Measuring the Quality of the Outdoor Environment Relevant to Older People's Lives. In Ward Thompson, C. and Travlou, P. (eds) Open Space: People Space. Abingdon, UK: Taylor and Francis, 153-162.